



# Tower Cancer Research Foundation

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## NEW SURVEY REVEALS THAT A STAGGERING 62 PERCENT OF CANCER PATIENTS WHO SUSPECTED THEY HAD CANCER WERE NOT DIAGNOSED FOR THREE MONTHS OR LONGER

- According to 'CANCER AND THE PUBLIC,' an Innovative National Survey from Tower Cancer Research Foundation, Four out of Five Americans Fear Cancer More than any Disease
- Nearly Half of the Respondents do not Feel That Their Insurance Coverage Would Provide Adequate Care if Diagnosed with a Life Threatening Illness
- Complete Survey Findings are Located at [www.towercancerfoundation.org](http://www.towercancerfoundation.org)

**LOS ANGELES, CA, October 10, 2007** – According to the results of a major national survey of public attitudes toward cancer issues entitled, “**CANCER AND THE PUBLIC**,” despite four out of five Americans fearing cancer more than any disease, a staggering 62 percent of the 32 percent who suspected they had cancer, did not get diagnosed for three months or more. In addition, nearly half of the respondents did not feel that their insurance coverage would provide adequate care if diagnosed with a life threatening illness.

The total number of respondents to the survey was 4,402 – 1,779 males and 2,623 females – and represented every state in America. The margin of error for this study is +/- 1.5%.

The survey instrument used was comprised of 61 questions and was broken down into four parts addressing cancer and cancer care in a broad sense (all respondents), those who have been directly involved with the care and support of another who was diagnosed with cancer, those who have been diagnosed with cancer and finally demographic profiles.

The survey is the initial project of **THE RONNIE LIPPIN CANCER OUTREACH PROGRAM AT TOWER CANCER RESEARCH FOUNDATION** that was established to provide the public with more information and understanding of cancer and how to deal with significant issues relating to the disease. Ms. Ronnie Lippin passed away in December 2006 from a rare form of breast cancer and **THE LIPPIN FAMILY TRUST** formed an alliance with the prestigious **TOWER CANCER RESEARCH FOUNDATION**, a non-profit institution dedicated to finding more effective treatments to prevent, treat, and, one day, cure cancer. **THE DOHRING COMPANY**, one of America's foremost market research companies, helped develop, implement and analyze the survey and its findings.

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Dr. Solomon Hamburg, president and chief executive officer of **THE TOWER CANCER RESEARCH FOUNDATION** stated, “This survey is the beginning of an important new Foundation initiative which is to provide the public with information so they can become more knowledgeable about how to deal with cancer related issues. The survey responses we have received from the public will help define our Ronnie Lippin Cancer Outreach Program in the years ahead. The physicians and staff associated with Tower are very excited about the tremendous potential of this Program and the benefits that can accrue to the public.”

“Although the survey results shed light on many important issues, the 79 percent of Americans who fear cancer more than any other disease and the number of people who were not diagnosed for a long period of time are alarming statistics,” said David Ruderman, chairman, Tower Cancer Research Foundation. “We hope that over time we can help reduce the fear of cancer and encourage people to see doctors as soon as they feel a problem may exist.”

Among the findings (all respondents) were:

1. 79 percent of respondents said people feared cancer the most.
2. Of the 32 percent of cancer victims who suspected they had cancer before being diagnosed, 42 percent did not get diagnosed for six months or longer.
3. Of the 32 percent of cancer victims who suspected they had cancer before being diagnosed, 21 percent did not get diagnosed for one year or longer.
4. Of the 32 percent of cancer victims who suspected they had cancer before being diagnosed, 9 percent did not get diagnosed for up to two years.
5. 48 percent of Americans don't feel that their insurance would provide adequate coverage should they be diagnosed with a life threatening disease.
6. 65 percent believe that breast cancer will likely or very likely be cured in the next 20 years.
7. 67 percent believe not enough is being spent for cancer medical research.
8. 78 percent are somewhat to extremely concerned they may one day be diagnosed with cancer,
9. 87 percent under a doctor's care felt their treatment to be adequate to extremely caring while 13 percent were unsatisfied with the care they received.

As an outgrowth of the survey, **THE RONNIE LIPPIN CANCER OUTREACH PROGRAM AT TOWER CANCER RESEARCH FOUNDATION** will be developing materials for the public to better educate them in understanding cancer and its implications.

The full survey and its findings are available on **THE TOWER CANCER RESEARCH FOUNDATION'S** website: [www.towercancerfoundation.org](http://www.towercancerfoundation.org) or by request by writing or calling:

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