GUIDELINES FOR USE
The statistics are grouped by primary, secondary and tertiary levels based on their relevancy and strategic fit in support of the cause campaign. Primary statistics should be used first when developing content.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>Consumer Facing Statistics</th>
<th>Supporting Statistics</th>
<th>Citations/References</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Lung cancer is the #1 cancer killer of women</td>
<td>• Lung cancer is the leading cancer killer among women in the United States</td>
<td>• Centers for Disease Control and Prevention, National Center for Health Statistics. CDC WONDER On-line Database, compiled from Compressed Mortality File 1999-2016 Series 20 No. 2V, 2017.</td>
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<td></td>
<td>• It’s estimated that lung cancer will represent close to 1 in 4 female cancer deaths in 2019</td>
<td>• It’s estimated 66,020 American women will die from lung cancer in 2019 – about 23% of all female cancer deaths 76,650 American men will die from lung cancer in 2019, and 142,670 people total</td>
<td>• Siegel RL, Miller KD, Jemal A. Cancer Statistics, 2019. CA: A Cancer Journal for Clinicians, 2019; 69:7-34.</td>
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<td>• It’s estimated that more than 65,000 American women will lose their lives to lung cancer in 2019 alone</td>
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<td></td>
<td>• Anyone can get lung cancer. About two thirds of lung cancer diagnoses are in never smokers and former smokers</td>
<td>• Approximately two thirds of lung cancer diagnoses are in never smokers or former smokers</td>
<td>• Shareholder consensus based on literature and expert opinion.</td>
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<td>• While smoking is the major cause of lung cancer, never smokers and people who have quit also get lung cancer</td>
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<td>• For those under age 55, lung cancer rates are now higher among women than men</td>
<td>• Traditionally, more men than women have smoked, and men continue to smoke more heavily, yet younger women are now more likely to be diagnosed with lung cancer</td>
<td>• Jemal A, et al. Higher Lung Cancer Incidence in Young Women Than Young Men in the United States. New England Journal of Medicine, 2018; 378(21):1999-2009.</td>
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<td></td>
<td></td>
<td>• In the last 42 years, the rate of new lung cancer cases has fallen 36% among men while increasing 84% among women The rate of new lung cancer cases among men has decreased 44% since its peak in 1984, while the rate among women has decreased 16% since its peak in 2005</td>
<td>• U.S. National Institutes of Health, National Cancer Institute: SEER Cancer Statistics Review, 1975-2016.</td>
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<td>• Lung cancer accounts for the smallest percentage of survivors of all the major cancers</td>
<td>• Less than 4% of the 15.3 million people alive today who have ever been diagnosed with cancer were originally diagnosed with lung cancer</td>
<td>• U.S. National Institutes of Health, National Cancer Institute: SEER Cancer Statistics Review, 1975-2016.</td>
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<td>• Lung cancer accounts for less than 4% of all American cancer survivors (due to its low survival rate)</td>
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<td>• The five-year survival rate for lung cancer is only 19.4%</td>
<td>• The five-year survival rate for lung cancer is 19.4%, among the lowest for all types of cancers</td>
<td>• U.S. National Institutes of Health, National Cancer Institute: SEER Cancer Statistics Review, 1975-2016.</td>
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<td>• The average 5-year survival for lung cancer is among the lowest of all types of cancer</td>
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<td>• Close to half of all women/one in two women diagnosed with lung cancer will not even survive one year</td>
<td>• Close to half of women (46.7%) diagnosed with lung cancer will not survive one year Only one in four (24.2%) will survive five years</td>
<td>• U.S. National Institutes of Health, National Cancer Institute: SEER Cancer Statistics Review, 1975-2016.</td>
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<td>• The five-year survival rate for women with lung cancer is only one in four</td>
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<td>• Lung cancer has one of the lowest survival rates compared to other major cancers</td>
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<td>• U.S. National Institutes of Health, National Cancer Institute: SEER Cancer Statistics Review, 1975-2016.</td>
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• 1 in 17 women will develop lung cancer in their lifetime
• In a room of 100 people, 6 will develop lung cancer in their lifetime and 5 will die from it
• Of the hundred people in this room, six of you will get lung cancer and only one will survive

• For a woman, the risk of developing lung cancer in her lifetime is approximately 1 in 17 (6.05%)

• Lung cancer kills 422 people every day – that’s approximately 18 deaths each hour, or one death about every three and half minutes
• Since we’ve been sitting in this room (x minutes ÷ 3 people) people have died from lung cancer

• Lung cancer kills 422 people every day – close to 18 per hour, one death every 3.4 minutes
• Lung cancer kills 193 women every day – 8 per hour, one death every 7.5 minutes

• Centers for Disease Control and Prevention, National Center for Health Statistics. CDC WONDER On-line Database, compiled from Compressed Mortality File 1999-2016 Series 20 No. 2V, 2017.

• Every two minutes and 20 seconds someone in the U.S. is told that he or she has lung cancer
• Nearly a quarter million Americans will be diagnosed with lung cancer this year. And, 4 in 5 will ultimately die from the disease

• Every two minutes and 20 seconds someone in the U.S. is told that he or she has lung cancer. Every four minutes and 40 seconds, a woman in the U.S. is told that she has lung cancer


• In the last 40 years, the rate of women dying from lung cancer has increased 79%

• In the last 40 years, the rate of women dying from lung cancer has increased 79%


• Women smokers today are over nine times more likely to develop lung cancer than 50 years ago, likely due to changes in cigarette design and ingredients
• Nonsmokers are equally likely to get lung cancer compared to 50 years ago

• Multivariable-adjusted relative risk among women of dying from lung cancer increased 9.4 times from 2.7 in CPS-I to 25.7 in 2000-2010
• Among never smokers, the lung cancer death rate increased slightly for women from the 1959–1965 period to the 1982–1988 period, before decreasing in the contemporary period


• Air pollution, radon, asbestos and exposure to secondhand smoke are known causes of lung cancer as well as smoking
• Studies show that air pollution is a cause of lung cancer
• Air pollution, including both outdoor and indoor (radon gas, second hand smoke, occupational, environmental), and smoking are known causes of lung cancer

• Smoking isn’t the only cause of lung cancer. Other known causes include exposure to secondhand smoke, air pollution, radon, and asbestos
• Major prospective studies support the relationship between particle pollution and lung cancer

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<td>Employees who smoke cost their employer nearly $6,000 more each year compared to nonsmoking employees</td>
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<td>Berman M, Crame R, Seriber E, Munur M. Estimating the Cost of a Smoking Employee. <em>Tobacco Control</em>, September 2014; 23(5):428-33. (Also in ALA sales deck)</td>
</tr>
<tr>
<td>Lung cancer deaths account for $39 billion in lost productivity – that’s more than the cost of the next four highest cancers combined</td>
<td>The $39 billion in lost productivity due to lung cancer deaths is more than the next four costliest cancers combined. It is the costliest cancer in terms of lost productivity, and accounts for 27% of the total cost of lost productivity for all cancers</td>
<td>Bradley CJ, Yabroff KR, Dahman B, Feuer EJ, Mariotto A, Brown ML. Productivity Costs of Cancer Mortality in the United States: 2000-2010. <em>Journal of the National Cancer Institute</em>, 2008; 100:1763-70.</td>
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### Tertiary

**Consumer Facing Statistics**

- Each year, about 23,000 people who have never smoked are diagnosed with lung cancer
- Lung cancer mortality can be decreased if detected early by low-dose computed tomography (CT) screening among high-risk populations
- Fewer people will die from lung cancer if those at high-risk get screened
- If lung cancer is caught before it spreads, the likelihood of surviving 5 years or more improves to 55%
- 5-year lung cancer survival rates are over 4 times greater for cases caught before the tumor spreads
- If everyone at high-risk were screened, close to 48,000 lives would be saved
- About 140,000 lung cancer deaths each year are caused by smoking or exposure to secondhand smoke

**Supporting Statistics**

- Each year, about 23,000 people who have never smoked are diagnosed with lung cancer
- Each year, about 14,000 people who have never smoked die from lung cancer
- Early detection, by low-dose CT screening, can decrease lung cancer mortality by 14 to 20% among high-risk populations
- If lung cancer is caught before it spreads, the likelihood of surviving 5 years or more improves to 55%
- 5-year lung cancer survival rates are over 4 times greater for cases caught before the tumor spreads
- If half of these high-risk individuals were screened, close to 24,000 lung cancer deaths could be prevented
- There were 130,659 lung cancer deaths due to smoking each year from 2005-2009 and 7,330 from secondhand smoke exposure in 2006

**Citations/References**