A recent national survey revealed most Americans are not familiar with this common skin cancer. A recent national survey revealed most Americans are not familiar with this common skin cancer.

Number of cases diagnosed each year in the U.S.:
- CSCC: 1M
- Breast: 674K
- Lung: 228K
- Prostate: 271K
- Other: 174K

26% are familiar with CSCC
32% have heard of but are not familiar with CSCC
42% have not heard of CSCC

74% Unfamiliar with CSCC

Unaware that CSCC Can Progress and Be Life-threatening
Only 18% know CSCC can become advanced, including spreading to other parts of the body

Overlooked Even Among Those Who Try to Protect Themselves against Skin Cancer
- 61% of people who use sunscreen daily to prevent skin cancer are not familiar with CSCC
- 52% of people who consult a dermatologist regularly to prevent skin cancer are not familiar with CSCC

Misconceptions about Melanoma vs. CSCC
- 54% falsely believe melanoma is the most common type of skin cancer in the U.S.
- CSCC is 5x as prevalent as melanoma.
- Only 3% know CSCC is one of the three most common types of cancer in the U.S.

Limited Awareness Among Those at a Higher Risk

People Living in the Southern U.S.:
- 33% know their risk of getting non-melanoma skin cancer such as CSCC is affected by where they live

People Who’ve Spent Extended Time in the Sun over Many Years:
- 29% of people who work outdoors year-round are familiar with CSCC

Men:
- Only 26% are familiar with CSCC