

Only One-Third (33%) of Canadians Are Knowledgeable About Pancreatic Cancer; Knowledge of the Disease is Lowest Among the Five Most Prevalent Types of Cancer

Canadians are Unable to Accurately Assess Percentage of Cancer-Related Deaths and Survival Rates of the Most Deadly Types of Cancer

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Toronto, ON – Only one-third (33%) of Canadians are ‘knowledgeable’ (6% very/27% somewhat) about pancreatic cancer, showing no increases from those who answered similarly in 2011, according to a new poll by Ipsos Reid on behalf of Ipsos Charity Trust’s pancreatic cancer initiative and Pancreatic Cancer Canada. Conversely, two-thirds (68%) feel they are ‘not knowledgeable’ (18% not at all/50% not very) when it comes to pancreatic cancer.

Knowledge of pancreatic cancer (33%) is also lowest among the five most prevalent types of cancer. More Canadians claim to be ‘knowledgeable’ about colorectal cancer (41%, +8 pts.), prostate cancer (56%, +23 pts.), while more than twice as many Canadians feel they’re ‘knowledgeable’ about lung cancer (67%, +34 pts.) and breast cancer (73%, + 40 pts.).

When asked if they personally know someone who has survived these types of cancer, far fewer Canadians know someone who is a pancreatic survivor. Only 6% of Canadians know someone who has survived pancreatic cancer, compared to 96% of Canadians who don’t know any such survivors. Two in ten Canadians know someone who has survived either colorectal (19%) or lung cancer (22%), while four in ten (36%) know someone who has survived prostate cancer. Six in ten (60%) Canadians know of someone who has survived

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breast cancer, which is ten times more likely than knowing a survivor of pancreatic cancer. The likelihood of knowing someone who has survived any of these forms of cancer has not changed since last year with the exception of knowing someone who has survived prostate cancer (-7 pts. from 2011).

Canadians Unable to Accurately Assess Percentage of Cancer-Related Deaths and Survival Rates of Most Deadly Cancers

Combined, these five types of cancer are responsible for approximately 60% of all cancer-related deaths, although Canadians are generally unable to accurately estimate the annual proportion of deaths attributed to each type of cancer. Canadians are most likely to overestimate the cancer-related deaths for breast cancer (+8 pts.), prostate cancer (+5 pts.), and pancreatic cancer (+3 pts.). On the other hand, Canadians are most likely to underestimate these percentages caused by lung cancer (-10 pts.) and colorectal cancer (-3 pts.). The following table outlines the estimated percentage of cancer-related death caused by each cancer type (adding up to 60%) and the actual percentage caused by these diseases while showing how each is over/under-estimated:

<u>Cancer Type</u>	<u>Estimated % of Cancer-Related Deaths</u>	<u>Actual % of Cancer-Related Deaths</u>	<u>Difference</u> (Mean - Actual)
Lung cancer	17%	27%	-10 pts.
Breast cancer	16%	7%	+9 pts.
Prostate cancer	10%	5%	+5 pts.



Colorectal cancer	9%	12%	-3 pts.
Pancreatic cancer	8%	5%	+3 pts.

Of these five cancer types, prostate cancer has the highest five year survival ratio with 96% of those diagnosed with prostate cancer surviving for at least five years. When it comes to the remaining four types, however, Canadians overestimate the survival rate for lung cancer (+12 pts.) and most overestimate the survival rate for pancreatic cancer (+22 pts.). Conversely, Canadians underestimate the survival rate for breast cancer (-35 pts.) and colorectal cancer (-25 pts.). The table below shows how much each of the four cancer types with the least prevalent survival rates are over/under-estimated:

<u>Cancer Type</u>	<u>Estimated Survival Rate</u>	<u>Actual Survival Rate</u>	<u>Difference</u> (Mean - Actual)
Lung cancer	28%	16%	+12 pts.
Breast cancer	50%	88%	-33 pts.
Colorectal cancer	38%	63%	+25 pts.
Pancreatic cancer	28%	6%	+22 pts.

When it comes to government involvement to help combat pancreatic cancer, nearly all Canadians believe that governments in Canada should work together to create a pancreatic



cancer strategy. 96% of Canadians 'agree' (52% strongly/44% somewhat) that 'governments in Canada should cooperate to create a pancreatic cancer strategy with a goal of increasing research funding and doubling the survival rate of patients who are diagnosed with pancreatic cancer over the next five years', up 3 points from last year. Only 4% of Canadians 'disagree' (1% strongly/3% somewhat) that governments shouldn't cooperate to develop such a strategy.

While all Canadians are in agreement when it comes to creating a government strategy to combat pancreatic cancer, when it comes to donating toward cancer care and cancer research Canadians are divided. Six in ten (57%) Canadians believe that donations towards cancer care and research should be made centrally so that a team of knowledgeable health professionals and scientists can direct these funds towards the cancers and treatments most needed. Four in ten (43%), however, believe that people should donate to the cancer type of their choice even if that leaves treatment and research into lesser cancers underfunded.



These are some of the findings of an Ipsos Reid poll conducted between October 22nd to 29th, 2012, on behalf of Pancreatic Cancer Canada. For this survey, a sample of 1,020 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points of the entire Canadian population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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