

ECAN Reflux Omnibus

Acid Reflux Perception

MARCH 2017

DETAILED REPORT

Objectives & Methodology



Business Objective

Identify the attitudes and beliefs that the public has regarding reflux disease including what conditions and diseases have a causal link to reflux, what are the symptoms, and what treatments would be sought.



Methodology

N=1000 rep adults age 18+ were interviewed using Ipsos's Omnibus survey platform.

- The sample reflects a representative Gen Pop view of adults age 18+, balanced to age, gender, region, household income and ethnicity.

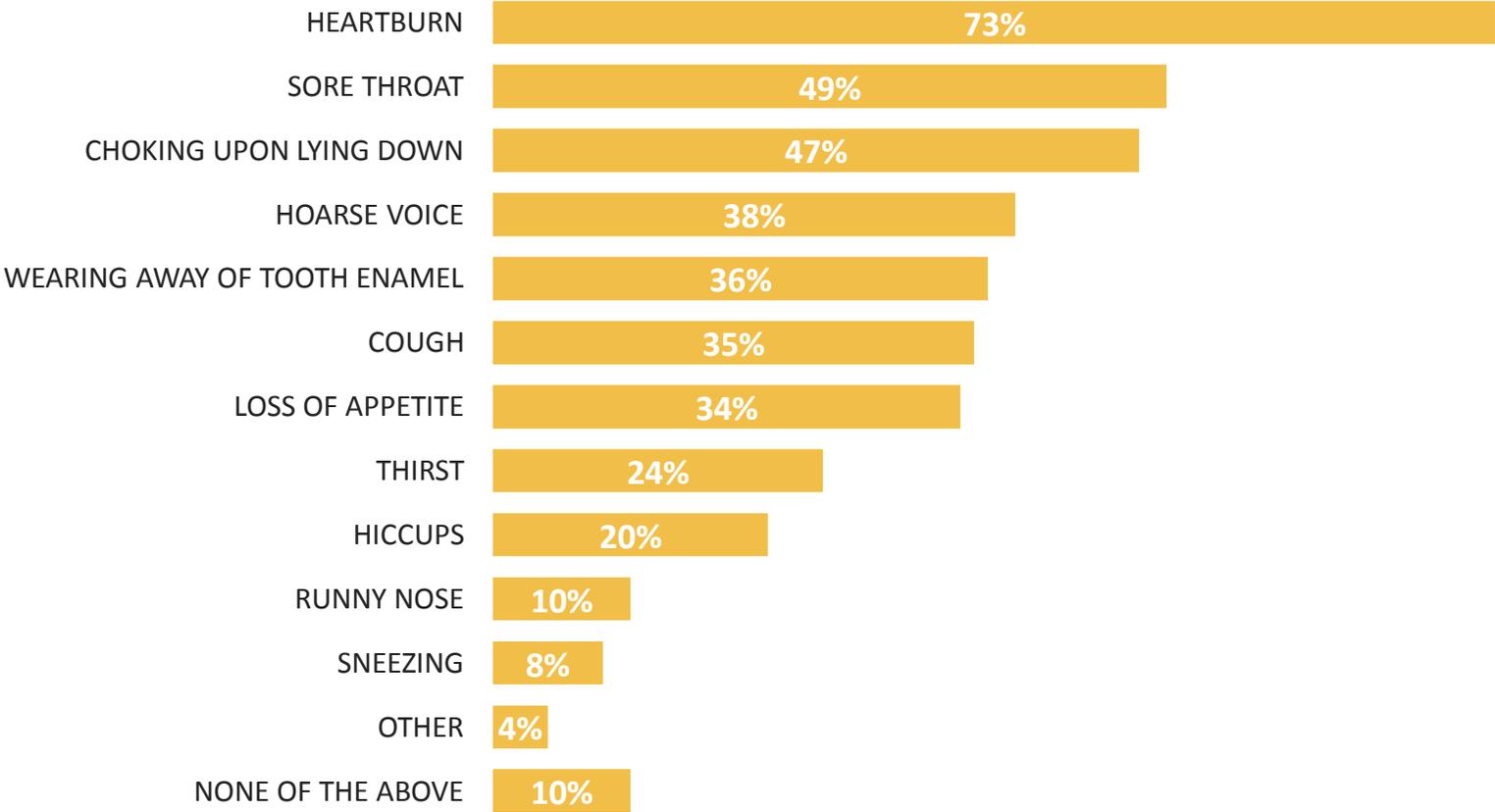
Statistically significant differences shown at the 95% confidence level.
The study was conducted in late March 2017.

Conditions/Diseases Linked to Reflux

	Total	GENDER		AGE		
		Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All Respondents	(1006)	(459)	(547)	(289)	(346)	(371)
GI Distress (Net)	16%	15%	17%	15%	17%	18%
Ulcer (all mentions)	9%	8%	10%	8%	7%	12% D
Heartburn	2%	2%	2%	0%	3% C	1%
Upset stomach/ nausea/ pain	2%	2%	2%	1%	3% CE	1%
Throat/Esophagus (Non-Cancer/Non-Pulmonary) (Net)	15%	12%	18% A	15%	15%	15%
Damage to esophagus	9%	6%	11% A	10%	7%	9%
Dental issues (include erosion of enamel/ gum disease/ etc)	3%	2%	4%	5%	3%	2%
Throat issues	2%	2%	3%	1%	4%	2%
Cancer (Net)	14%	12%	16%	8%	14% C	20% C
Cancer (unspecified)	8%	8%	9%	4%	8%	11% C
Cancer of the esophagus	4%	2%	5%	2%	3%	6% C
Throat cancer	3%	3%	3%	2%	3%	4%
Pulmonary (Net)	2%	3%	1%	1%	2%	3%
Aspiration/ shortness of breath/ asthma	2%	2%	1%	1%	1%	2%
Heart issues/ complications	1%	1%	1%	3%	1%	0%
All Other Mentions (NET)	9%	10%	8%	8%	9%	9%
Nothing	19%	20%	19%	27% DE	19%	14%
Don't Know/Not Sure	38%	41%	36%	37%	41%	38%

14% OF RESPONDENTS HAVE AN UNPROMPTED ASSOCIATION BETWEEN CANCER AND REFLUX.

Symptoms/Conditions Caused by Reflux



HEARTBURN IS THE MOST WELL KNOWN SYMPTOM OF REFLUX, FOLLOWED BY SORE THROAT AND CHOKING WHILE LAYING DOWN.