



Ipsos Public Affairs

DIABETES
CANADA

DIABETES CANADA

National Diabetes Strategy

TOPLINE REPORT

November 2, 2018

© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



BACKGROUND AND METHODOLOGY

Background

In order to help push for a national diabetes strategy, Diabetes Canada sought to conduct research to measure public perceptions around diabetes, with the key objectives of:

- Determine personal concern and concern of a family/loved one developing diabetes, as well as perceived severity of the disease;
- Understand knowledge of diabetes (e.g. early warning signs, potential complications);
- Assess perceptions of diabetes in Canada specifically; and,
- Understand the experience of those living with diabetes, and those caring for someone who has been diagnosed with diabetes.

Methodology



Canadians 18 years or older



12-minute (25 question) survey
run on Ipsos' iSay Panel



October 25 to 29th, 2018



2,008 completed surveys
Credibility interval +/-2.5%*

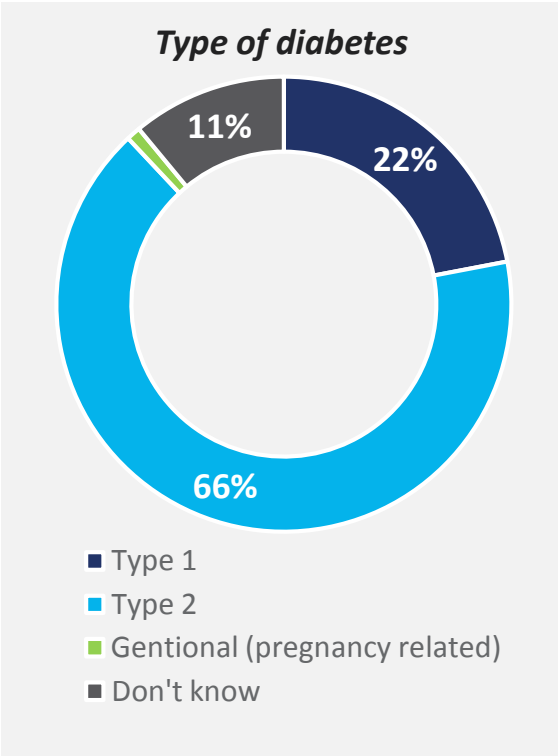
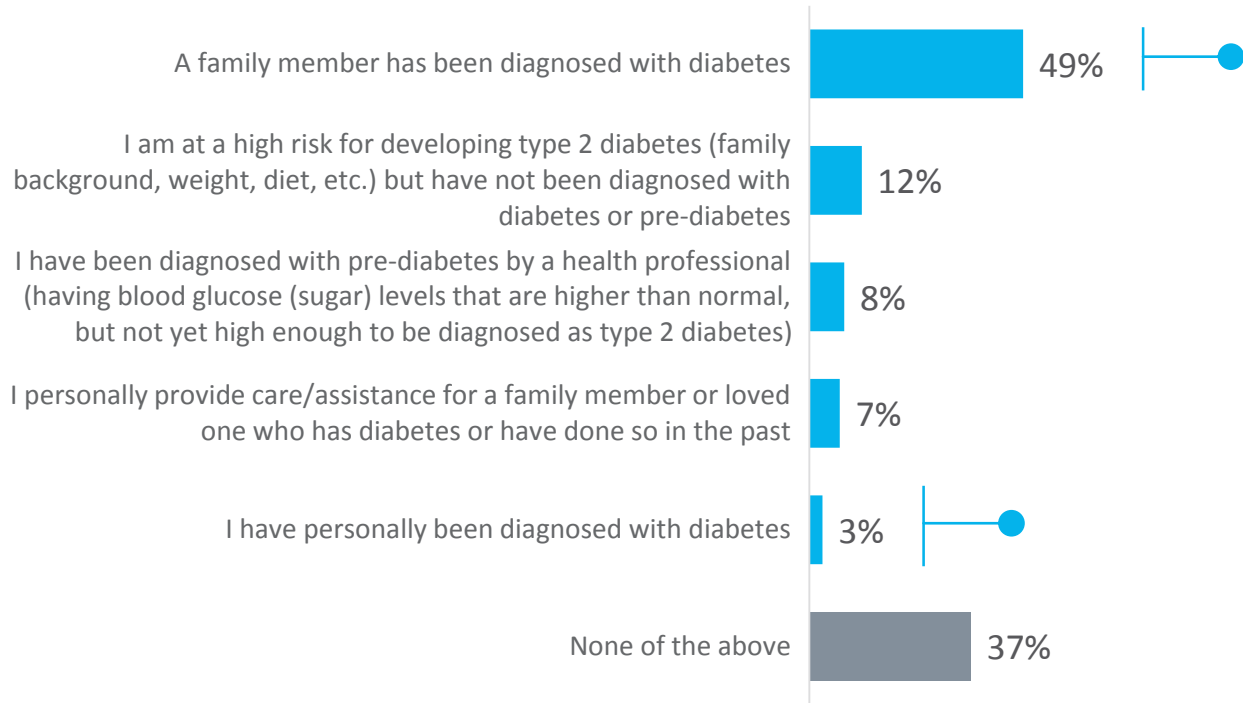


Survey data weighted by:

- Gender
- Age
- Region
- Education

EXPERIENCE WITH DIABETES, KNOWLEDGE AND PERCEPTIONS

EXPERIENCE WITH DIABETES

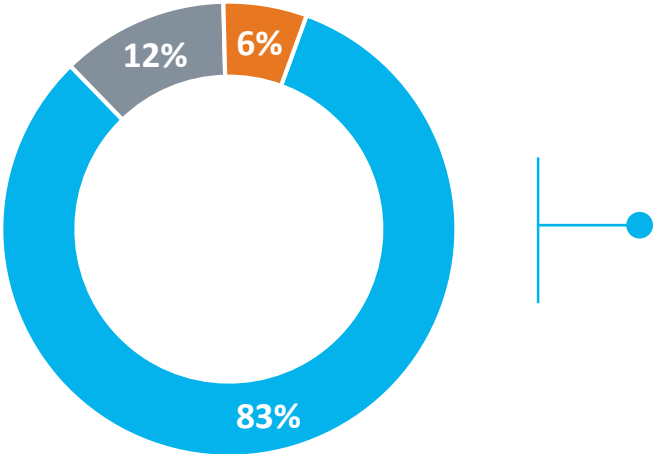


Data <3% not labelled

B1. We'd like to understand your experience with diabetes, which, if any, apply to you? *Please select all that apply.*
 Base: All respondents aware of diabetes (n=1957)
 B2. You mentioned you have diabetes or you help care for someone with diabetes, what type of diabetes do you or they have?
 Base: Diagnosed/Caregiver (n=203)

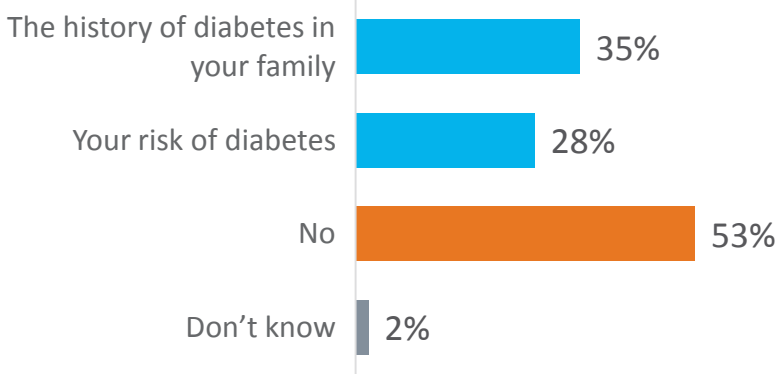
DISCUSSING DIABETES WITH DOCTOR

Access to a Family Doctor



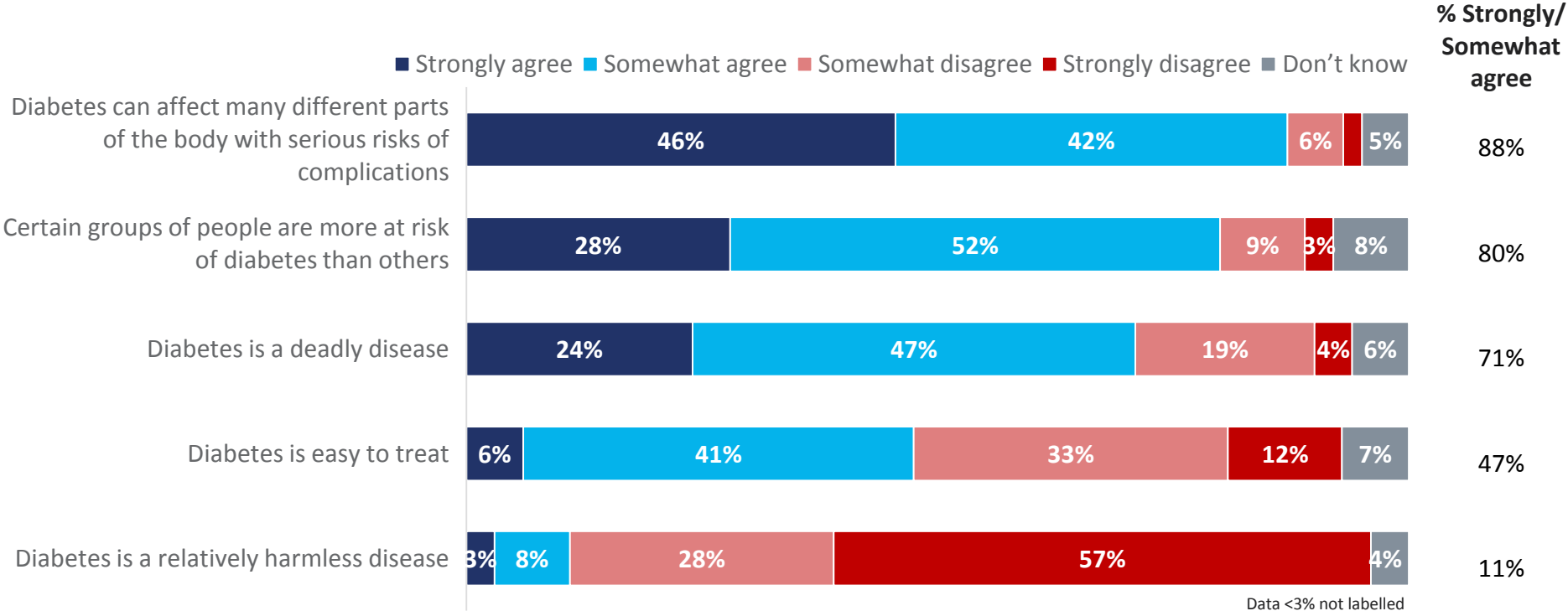
- Yes
- No, but currently looking for one
- No, and not looking for one

Family Doctor Discussed...



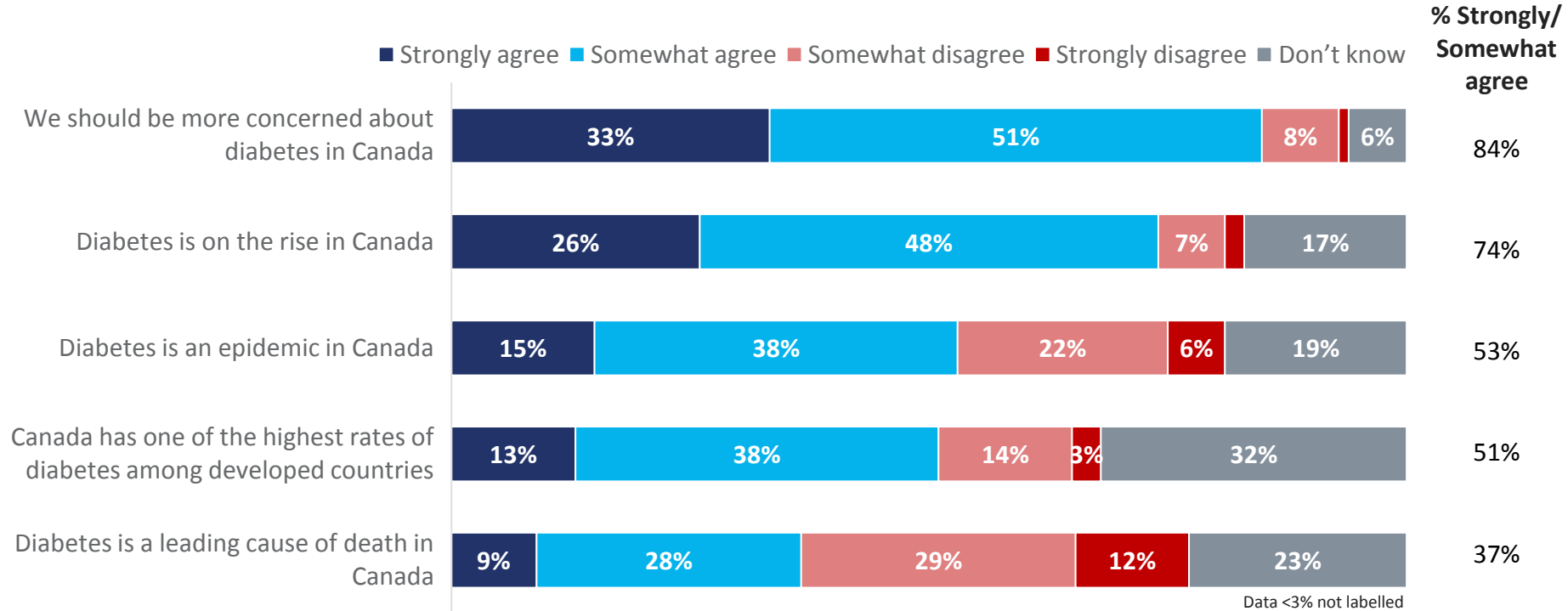
D1. Do you currently have access to a Family Doctor you see for your health needs?
Base: All respondents aware of diabetes (n=1957)
D2. Has your doctor discussed any of the following with you? *Please select all that apply.*
Base: All respondents with a family doctor, not diagnosed with diabetes (n=1594)

ATTITUDES TOWARDS DIABETES – KNOWLEDGE



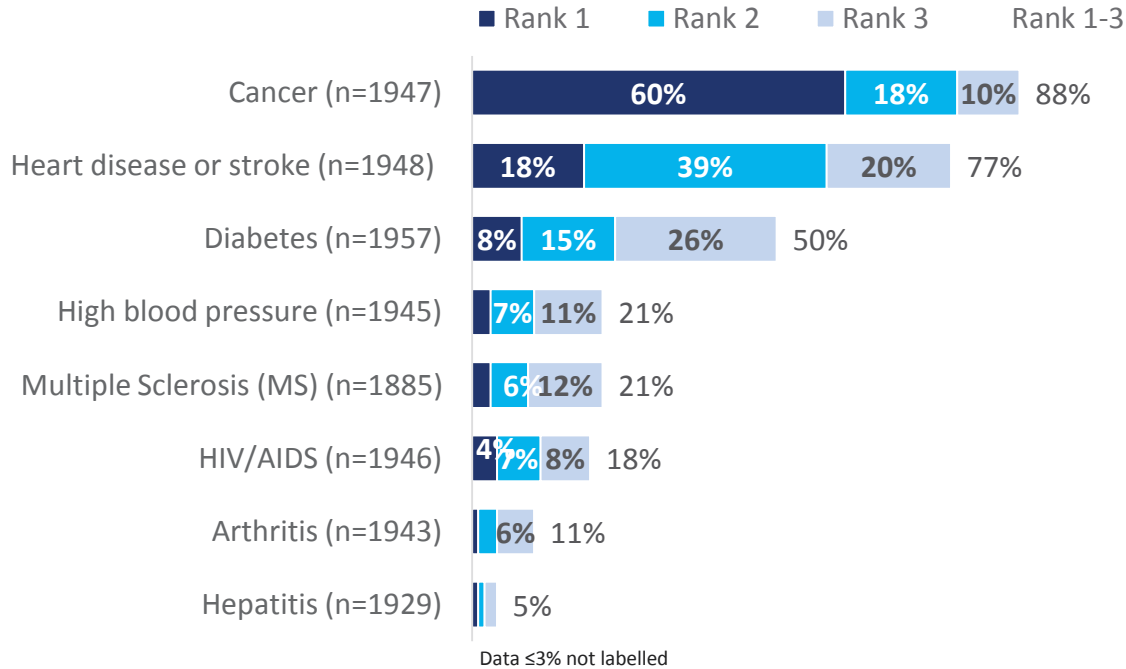
© 2018 Ipsos B3. How much do you agree or disagree with the following...
 Base: All respondents aware of diabetes (n=1957)

ATTITUDES TOWARDS DIABETES – DIABETES IN CANADA



© 2018 Ipsos B3. How much do you agree or disagree with the following...
 Base: All respondents aware of diabetes (n=1957)

RANKING PRIORITIES FOR THE CANADIAN HEALTH SYSTEM



A5. Please rank the following diseases/conditions in terms of what you think should be urgent priorities for the Canadian healthcare system, requiring immediate attention (funding research, increasing access to care, developing new drugs, technology, etc.). Please rank your top 3 by selecting 1 for the issue you think is most important, 2 for second most important, 3 for third most important.

SUPPORT FOR POLITICAL PARTY WITH A NATIONAL DIABETES STRATEGY

- Much more likely
- Somewhat more likely
- Somewhat less likely
- Much less likely
- It would not make a difference
- Don't know



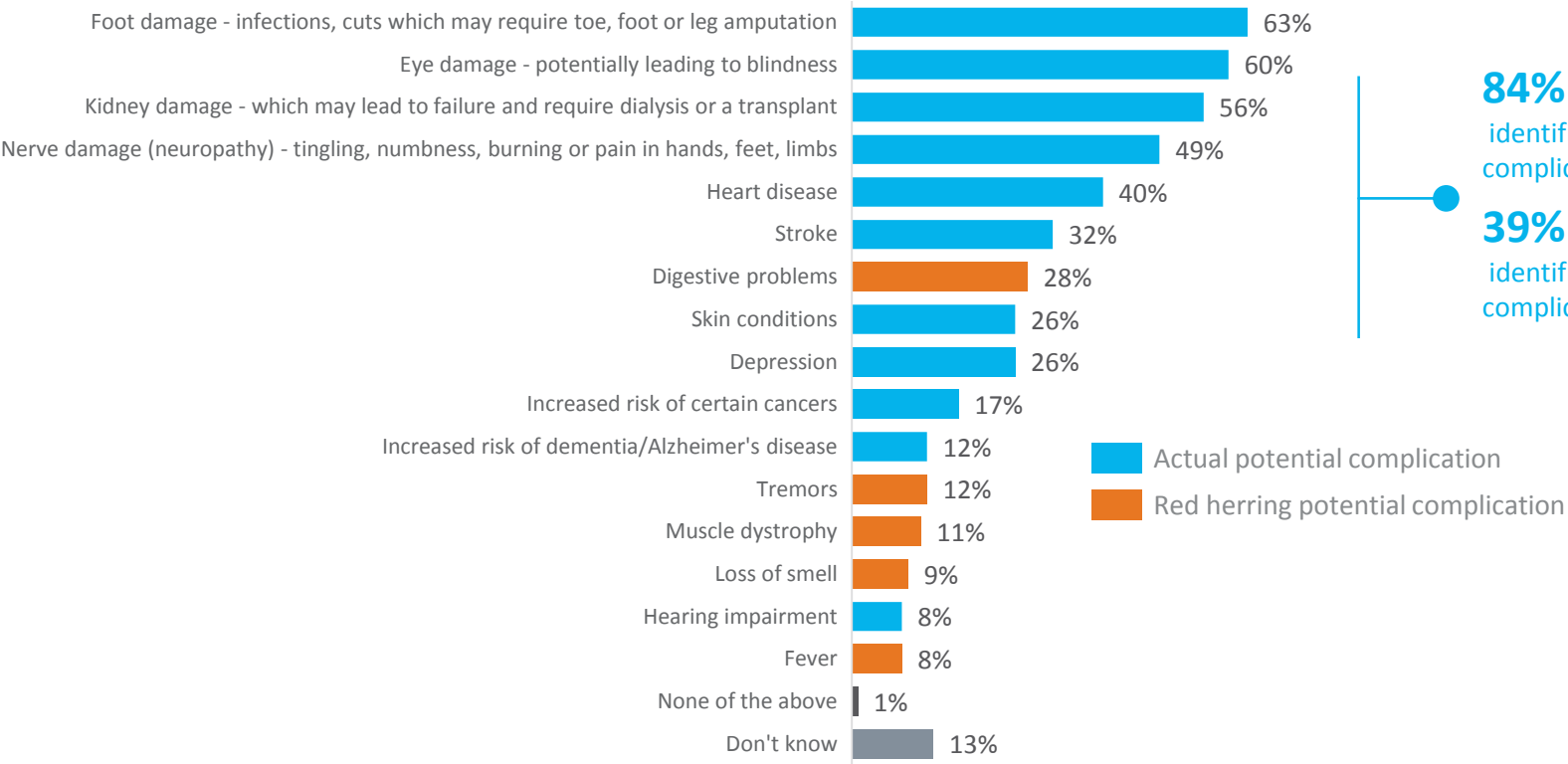
Data <3% not labelled

Much more/Somewhat more likely
54%

B3a. If a political party prioritized and increased investment in diabetes to implement a national diabetes strategy, would you be more or less likely to support/vote for this party?

© 2018 Ipsos Base: All respondents aware of diabetes (n=1957)

POTENTIAL COMPLICATIONS OF DIABETES

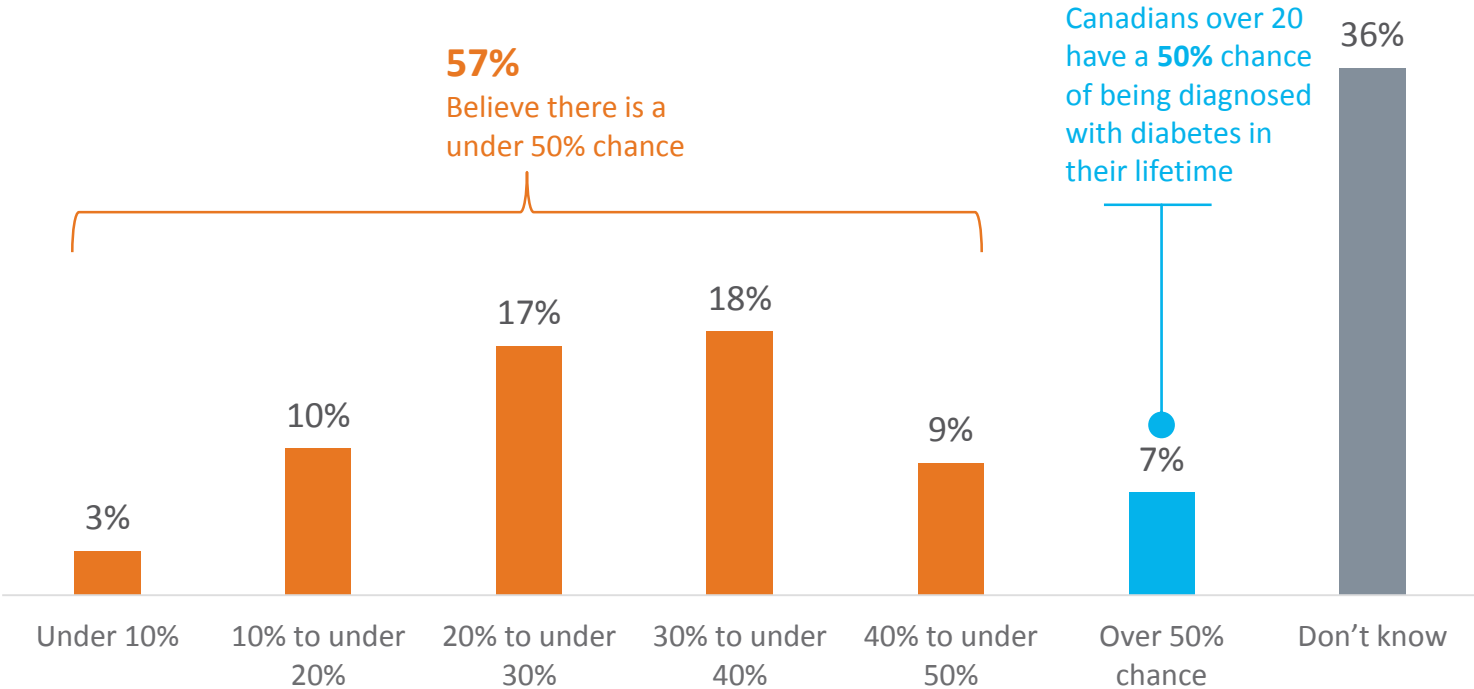


84%
identified at least 1 potential complication

39%
identified 5 or more potential complications

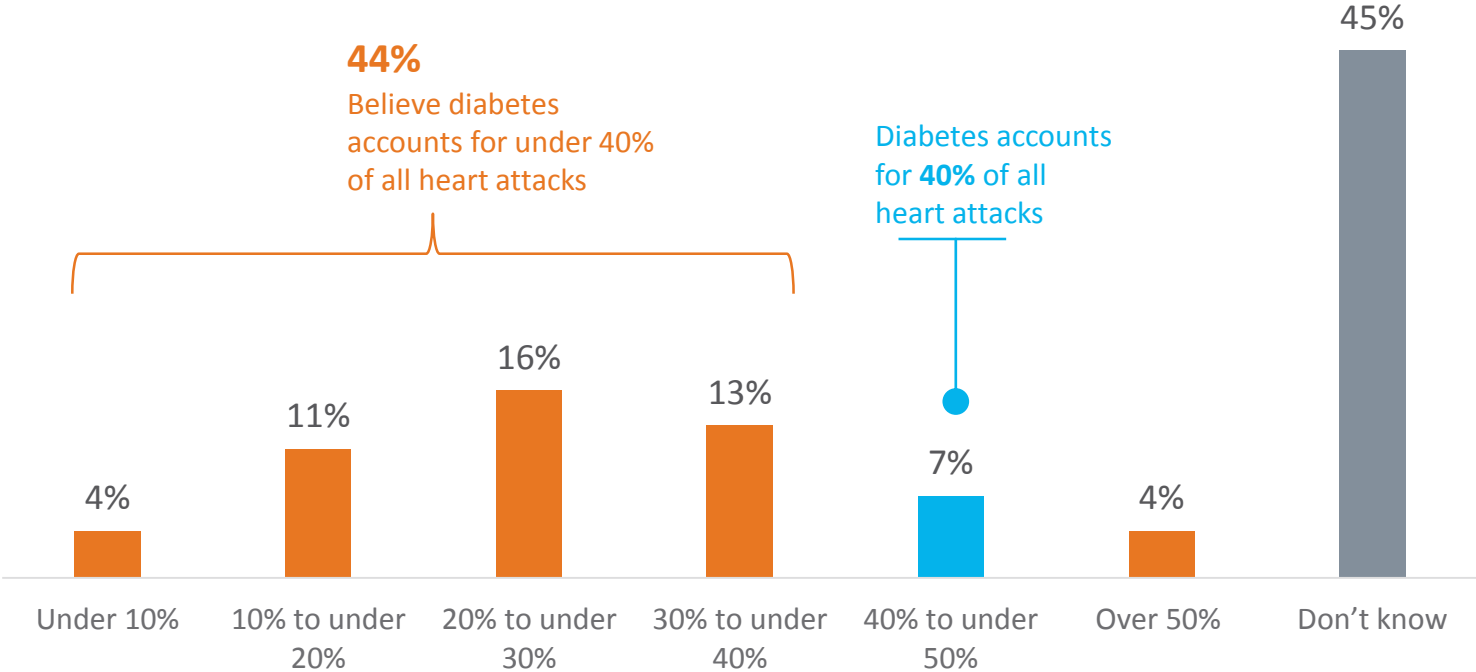
© 2018 Ipsos B5. And which of the following, if any, do you think are potential complications related to diabetes? Please select all that apply.
Base: All respondents aware of diabetes (n=1957)

KNOWLEDGE TESTING – CHANCE OF A CANADIAN OVER THE AGE OF 20 WILL DEVELOP DIABETES



© 2018 Ipsos B8. What chance do you think Canadians over the age of 20 have of being diagnosed with diabetes in their lifetime?
Base: All respondents aware of diabetes (n=1957)

KNOWLEDGE TESTING – PROPORTION OF ALL HEART ATTACKS RELATED TO DIABETES



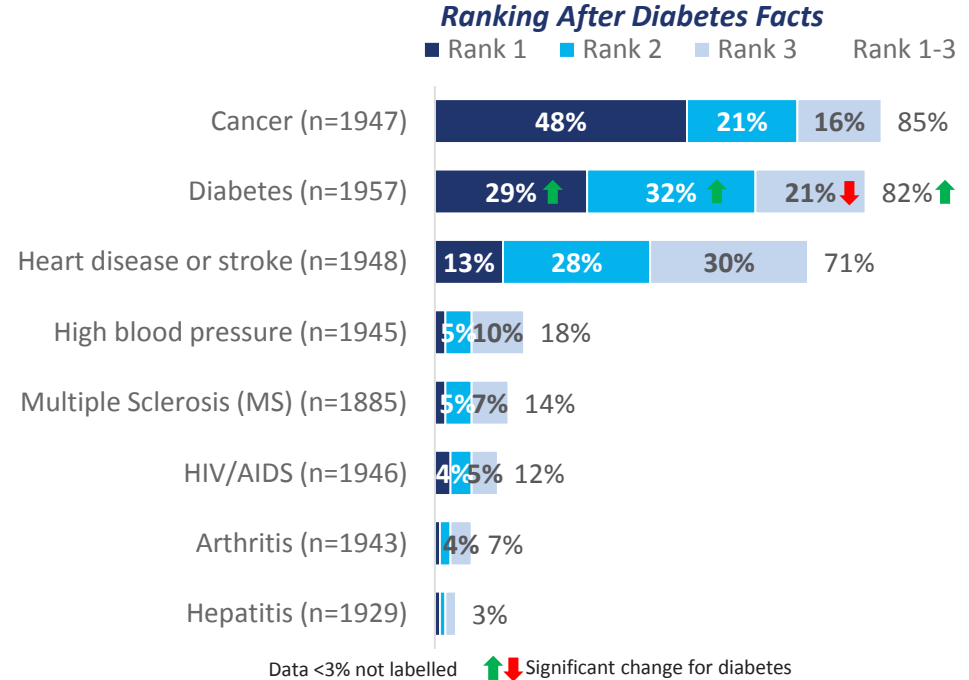
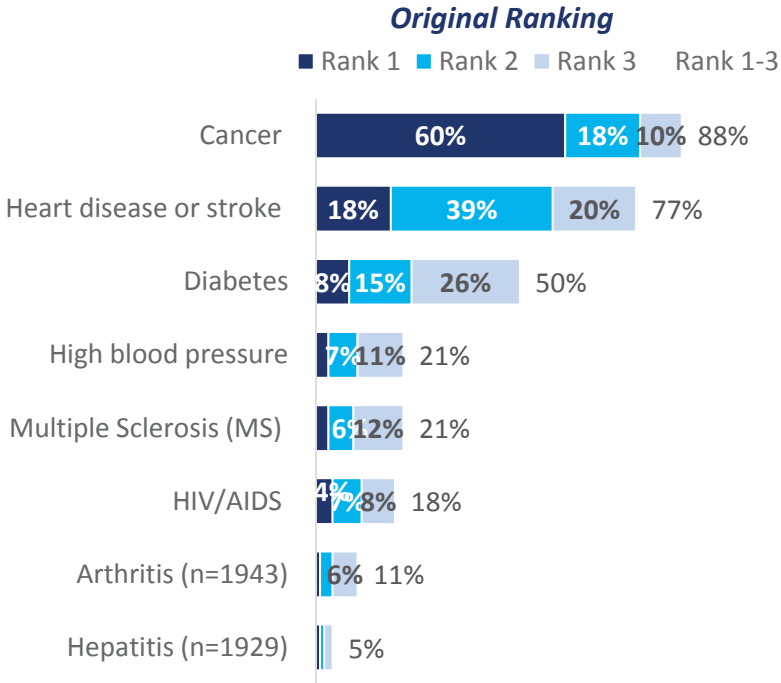
© 2018 Ipsos B9. About what proportion of all heart attacks do you think are related to diabetes?
Base: All respondents aware of diabetes (n=1957)

After being asked questions about knowledge and perceptions of diabetes, respondents were presented facts about diabetes and asked if then re-asked questions about priorities for the Canadian health system, and whether or not they'd be more likely to support a political party with a mandate to implement a national diabetes strategy. Below are the facts respondents were presented with:

In fact, someone in Canada is diagnosed with diabetes every 3 minutes. Canada has one of the highest rates of diabetes among developed countries, with roughly a third of the population having diabetes or prediabetes. More than half of Canadians who are 20 years or older will develop diabetes in their lifetime. Diabetes is the leading cause of blindness in Canada.

Diabetes can be life threatening and accounts for 40% of all heart attacks, 30% of strokes, 50% of kidney failure requiring dialysis and 70% of all non-traumatic leg and foot amputations. And, for type 1 and type 2 diabetes the life expectancy of a person with diabetes is shortened by an average of 13 years.

RANKING PRIORITIES AFTER DIABETES FACTS



B10. Earlier we asked you to rank which diseases/conditions you think should be a priority for Canada to increase funding/support, does knowing this change your priorities for the Canadian healthcare system? Please rank your top 3 by selecting 1 for the issue you think is most important, 2 for second most important, 3 for third most important.

© 2018 Ipsos Base: All respondents aware of diseases, varies

POLITICAL PARTY SUPPORT WITH NATIONAL DIABETES STRATEGY AFTER DIABETES FACTS

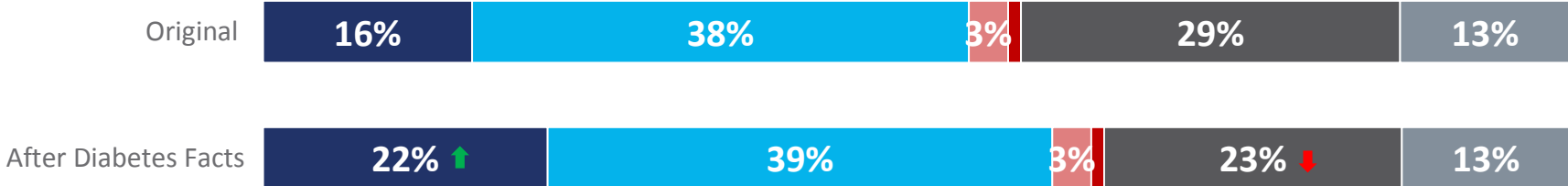
- Much more likely
- Somewhat more likely
- Somewhat less likely
- Much less likely
- It would not make a difference
- Don't know

Net %
More
Likely
54%

60% ↑

Data <3% not labelled

↑ ↓ Significant change for diabetes

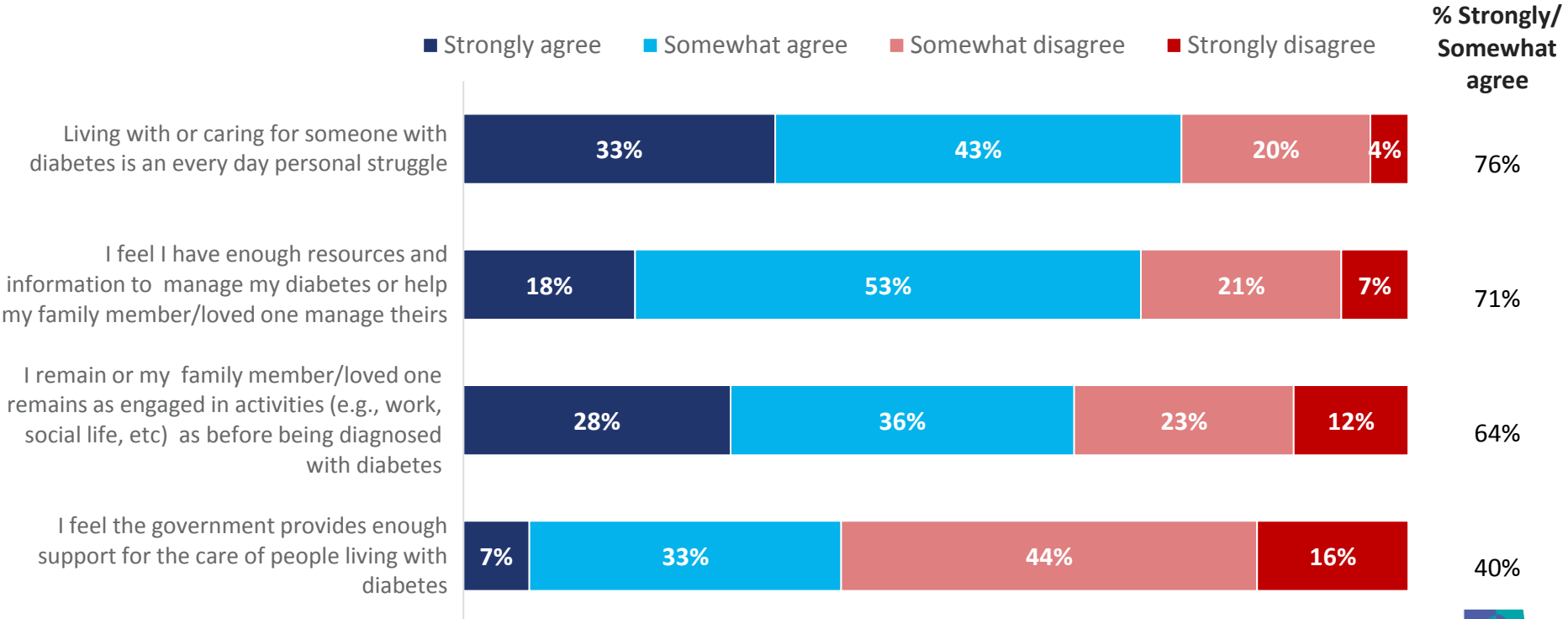


B11. And if a political party prioritized and increased investment in diabetes to implement a national diabetes strategy, would you be more or less likely to support/vote for this party?

© 2018 Ipsos Base: All respondents aware of diabetes (n=1957)

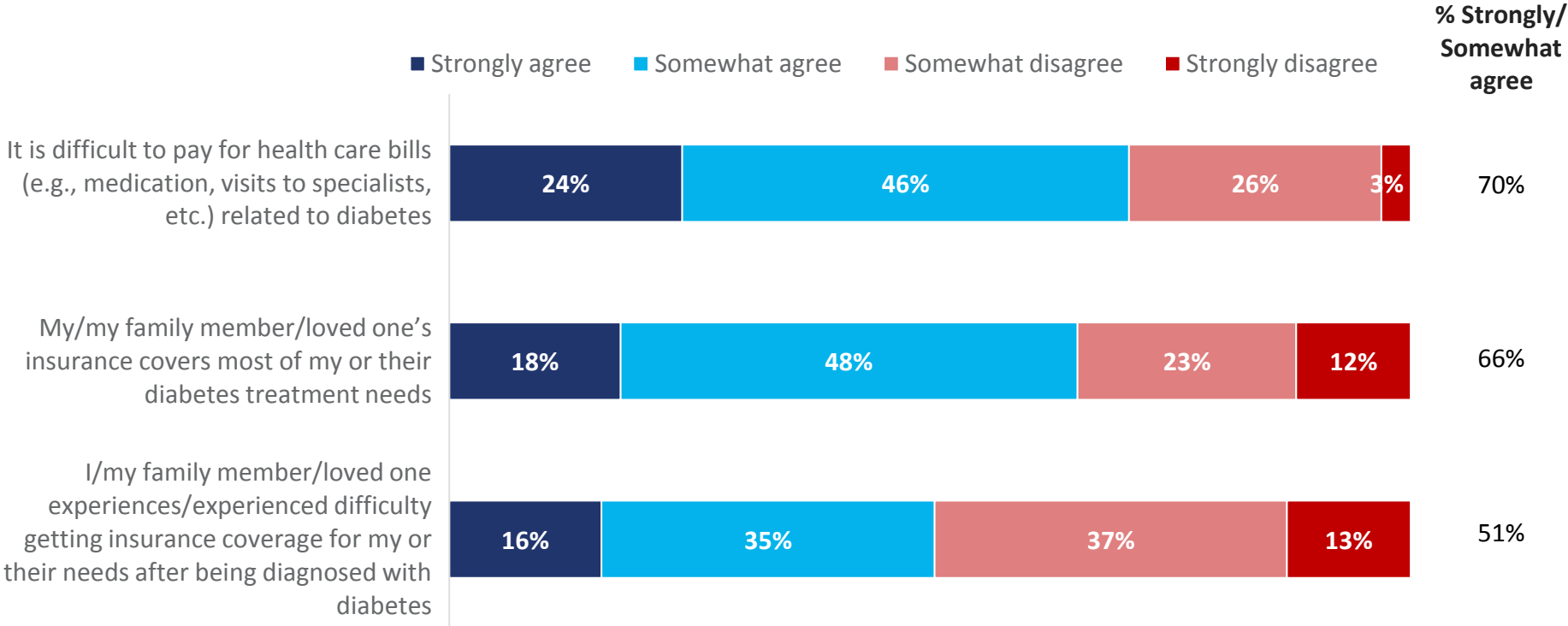
LIVING WITH DIABETES

ATTITUDES TOWARDS LIVING WITH DIABETES



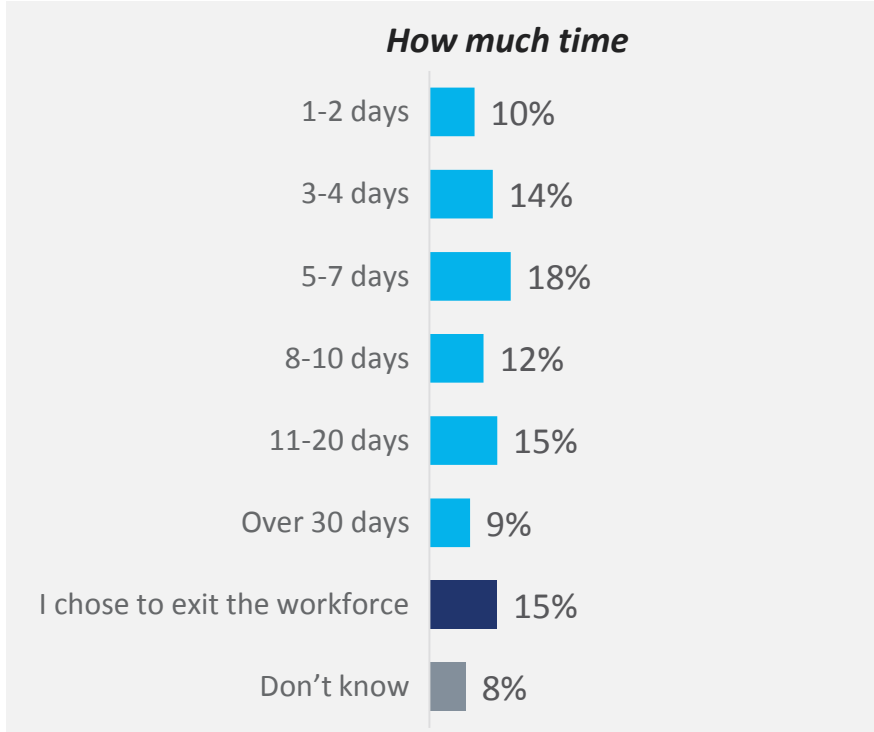
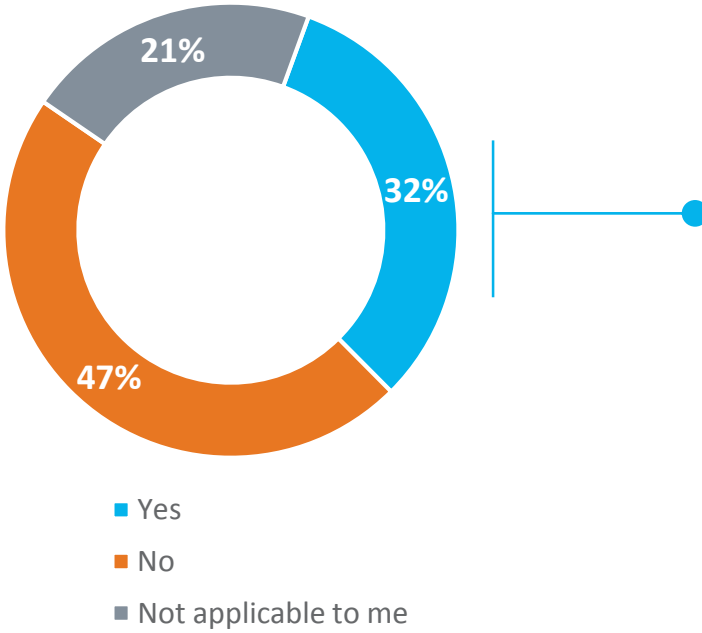
© 2018 Ipsos C3. How much do you agree or disagree with the following?
 Base: Diagnosed with diabetes/Caregivers (n=203)

ATTITUDES TOWARDS LIVING WITH DIABETES (CONT'D)



© 2018 Ipsos C3. How much do you agree or disagree with the following?
 Base: Diagnosed with diabetes/Caregivers and taking insulin/medication (n=176)

MISSING WORK BECAUSE OF DIABETES



C6. Have you had to take time off work because of your diabetes or to help care for your family member/loved one with diabetes?

Base: Diagnosed with diabetes/Caregivers (n=203)

C7. In an average year, how much time do you think you take off work because of your diabetes or to help care for your family member/loved one with diabetes?

Base: Taken time off work (n=66)

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.