



Ipsos Public Affairs

**DIABETES  
CANADA**

DIABETES CANADA

# National Diabetes Strategy

TOPLINE FINDINGS

December, 2020

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GAME CHANGERS



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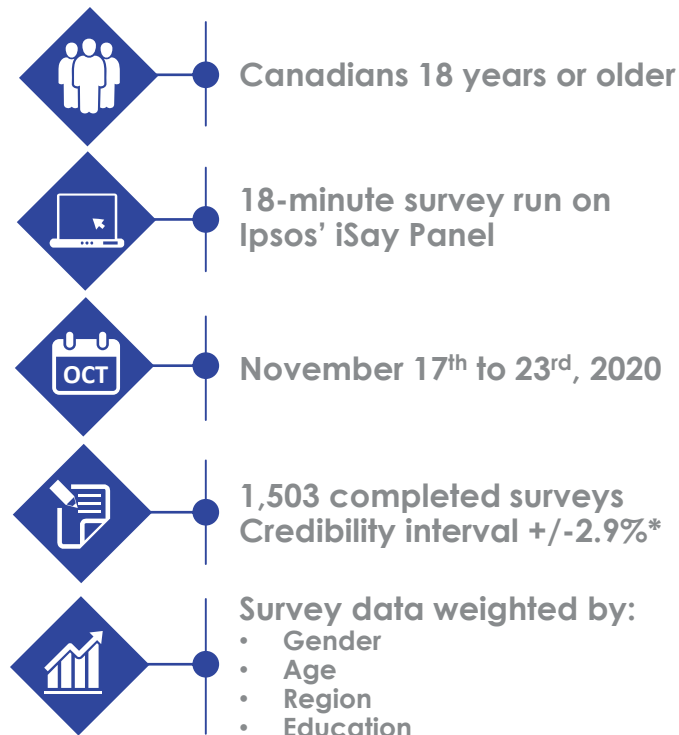
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# BACKGROUND AND METHODOLOGY

This study builds on previous research conducted in 2018 and 2019 to help push for a national diabetes strategy, and measures public perceptions around diabetes, with the key objectives of:

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



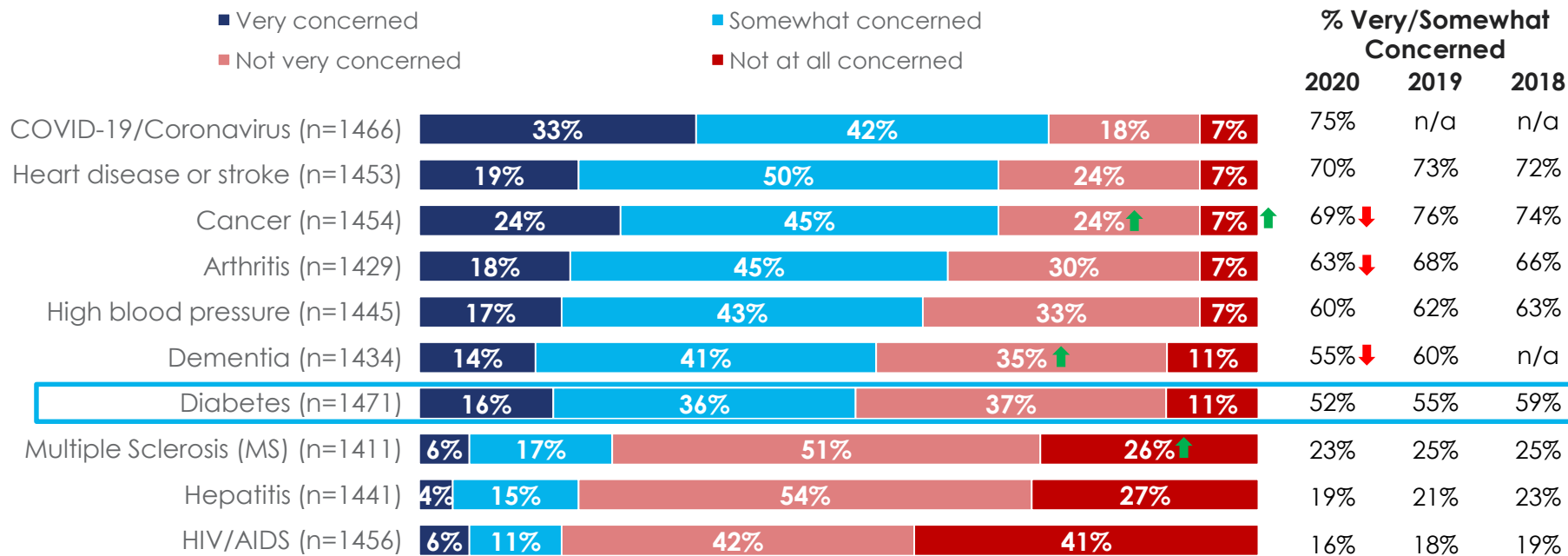
\* Credibility interval replaces margin of error for online panel surveys.



# KNOWLEDGE, CONCERN, AND SEVERITY OF DISEASES

# Personal concern about developing diseases/conditions

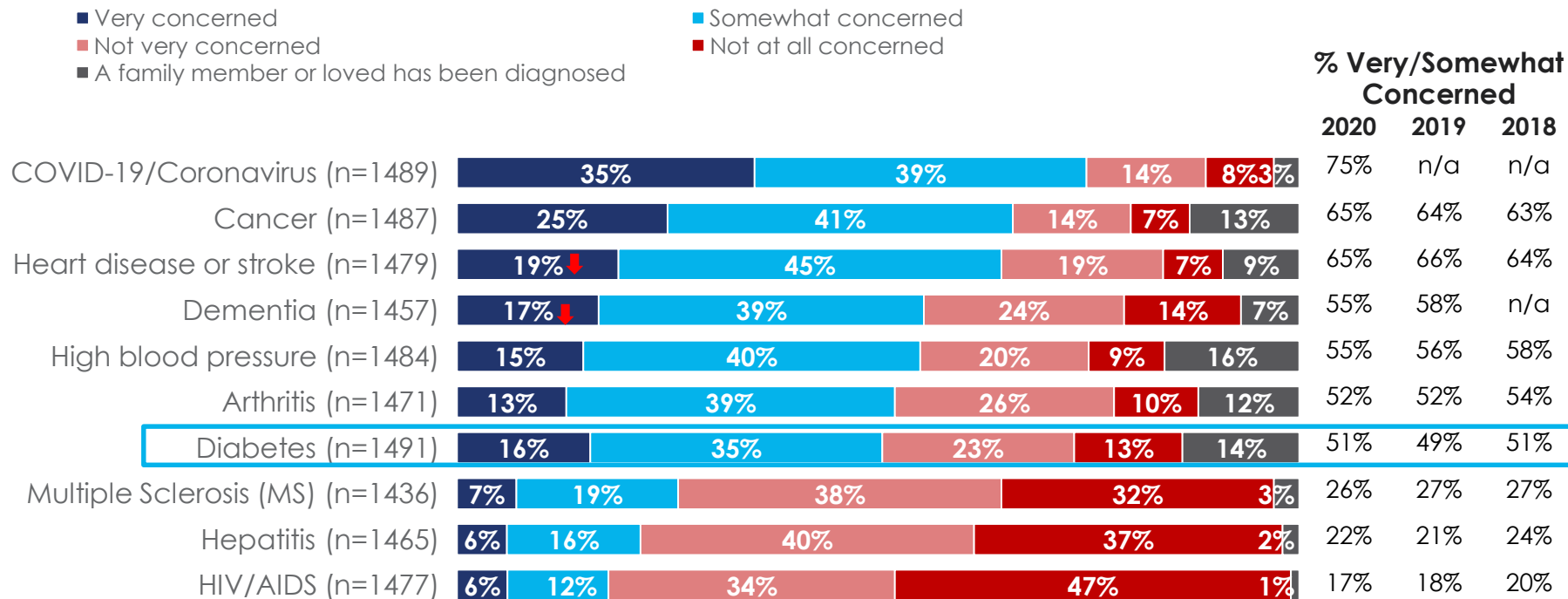
In 2020, Canadians are the most concerned about contracting COVID-19 followed by heart diseases and cancer. As the immediate fear of contracting COVID-19 takes precedence, the personal concern for developing several other conditions such as cancer, arthritis and dementia register a decline this year. Specific to diabetes, though it still placed at the same order of concern when compared to other conditions, the personal concern is seen to be directionally declining over the last two years (-3 pts vs. 2019, -7 pts vs. 2018).





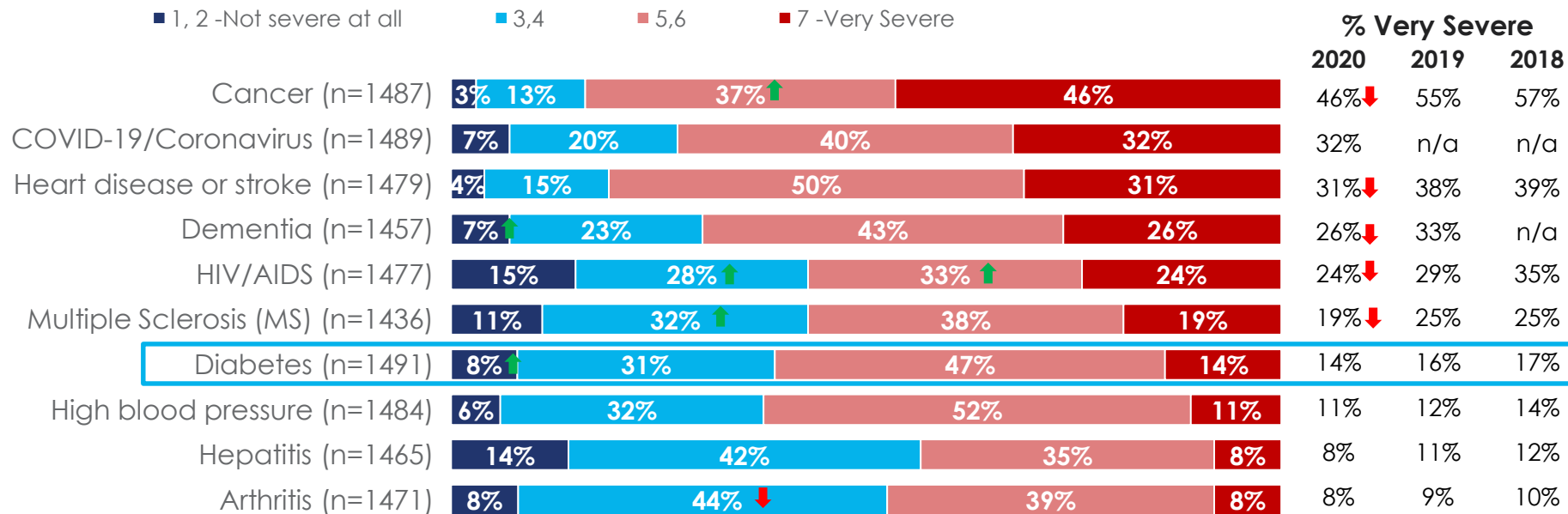
# Concern family member/loved one will develop diseases/conditions

In line with personal concern, Canadians are most concerned with family/loved ones getting infected with the Coronavirus or developing heart disease/stroke and cancer. Half are concerned about diabetes, which is on par with high blood pressure, dementia and arthritis.



# Perceived severity of diseases/conditions

Only fourteen percent of Canadians believe diabetes is a very severe disease (e.g., impact it could have on your life, potential complications, chance it could be fatal, etc.), consistent with last year. The shifting focus towards the ongoing pandemic can be seen to impact the perceived severity of several diseases, however, at the same time, cancer continues to be rated as the most severe.



A4. Please indicate how severe you think the following are, that is, the impact it could have on your life, potential complications, chance it could be fatal, etc.

© 2020 Ipsos Base: All respondents aware of diseases, varies

↑↓ Significant change from 2019

# Concern and severity by region



**Personal concern** over developing diabetes is highest in Saskatchewan, and Manitoba (60%), and is significantly lower in Quebec (46%) and Alberta (46%) compared to all other provinces.

Those in Quebec (43%) and Alberta (41%) are also the least concerned that a **family member/loved one will develop diabetes**.

When it comes to **severity**, more than a quarter (27%) of Atlantic Canadians rate diabetes as 'Very severe' (Rate 7 on a 7-point severity scale) compared to 14% of overall Canadians.

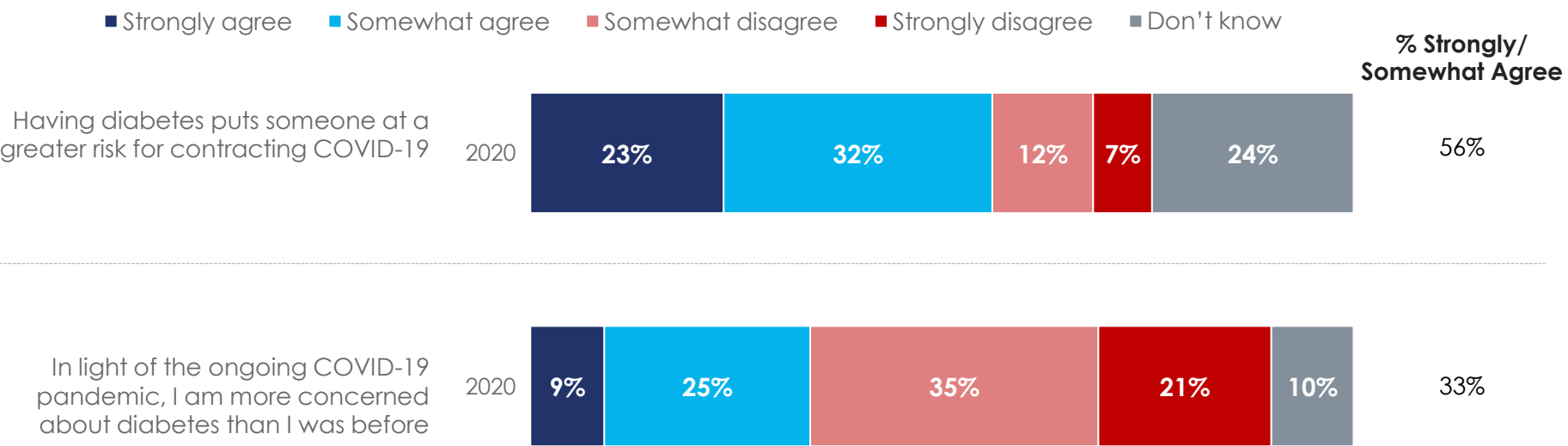




# KNOWLEDGE AND PERCEPTIONS OF DIABETES

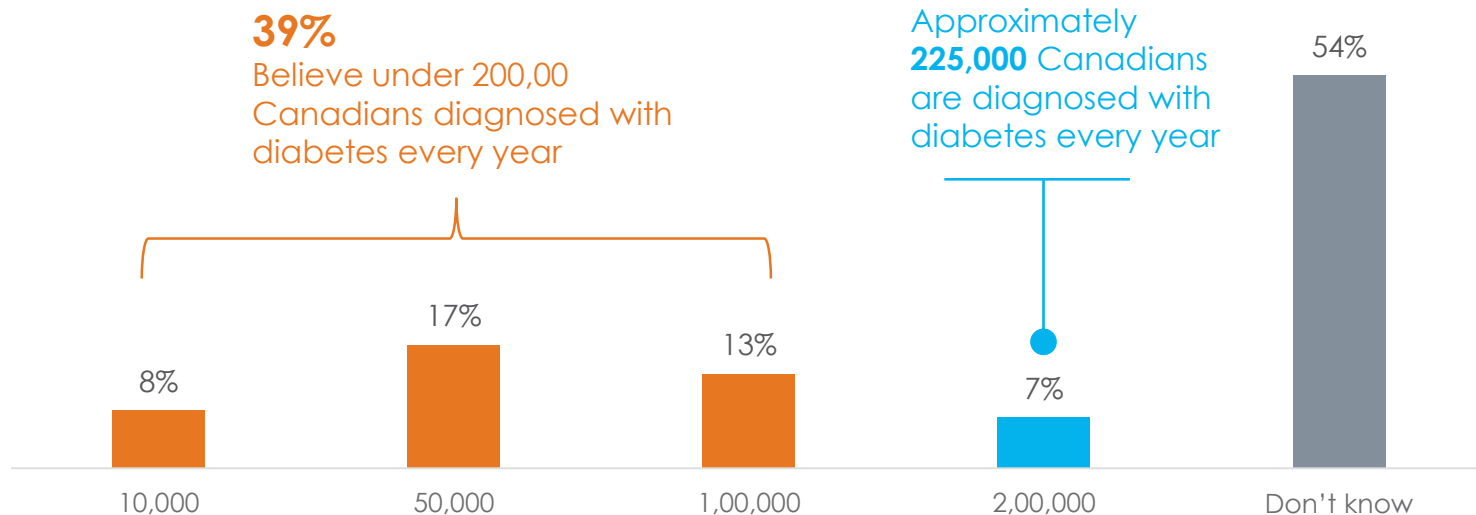
# Attitudes towards diabetes – knowledge w.r.t COVID-19

Almost 6 in 10 believe that having diabetes puts someone at a greater risk of contracting COVID-19, a quarter strongly affirming the notion. The ongoing pandemic has added to the anxieties around diabetes with one-third of Canadians saying they are now more concerned about diabetes than they were before.



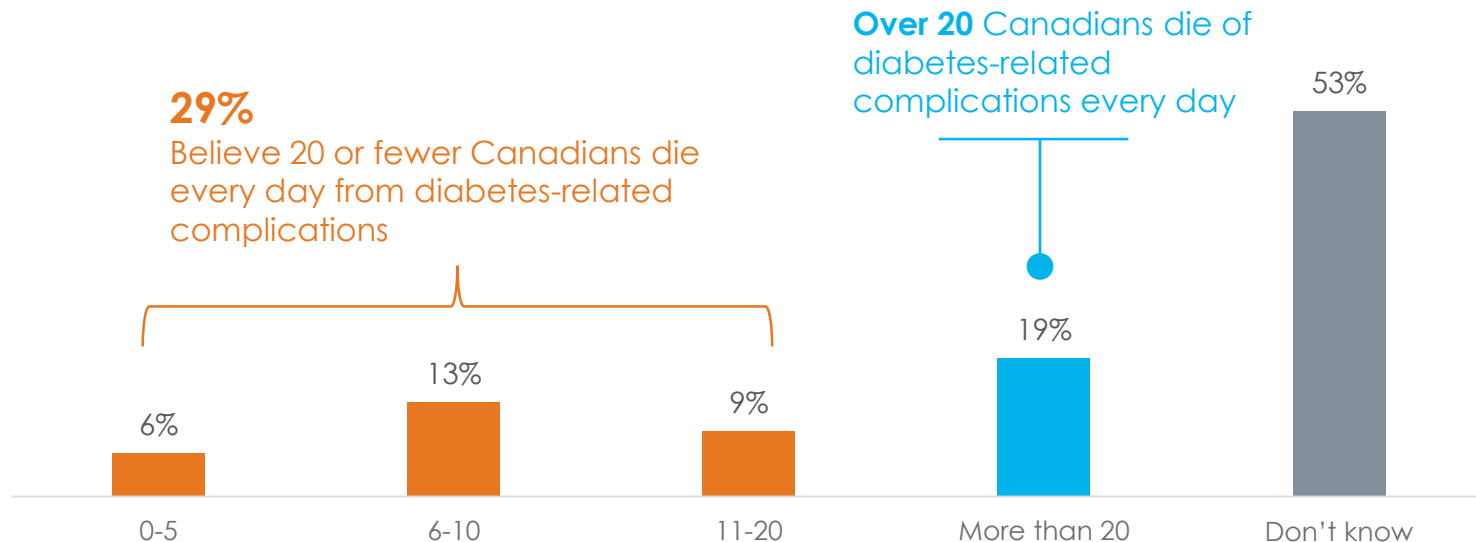
# Knowledge testing – Number of Canadians diagnosed per year

Canadians are either unaware, or greatly underestimate how many Canadians are diagnosed with diabetes every year. The actual figure is over 225,000 per year – over half say they don't know, and 4 in 10 believe it's under 200,000 yearly with only 7% believing it to be 200,000.



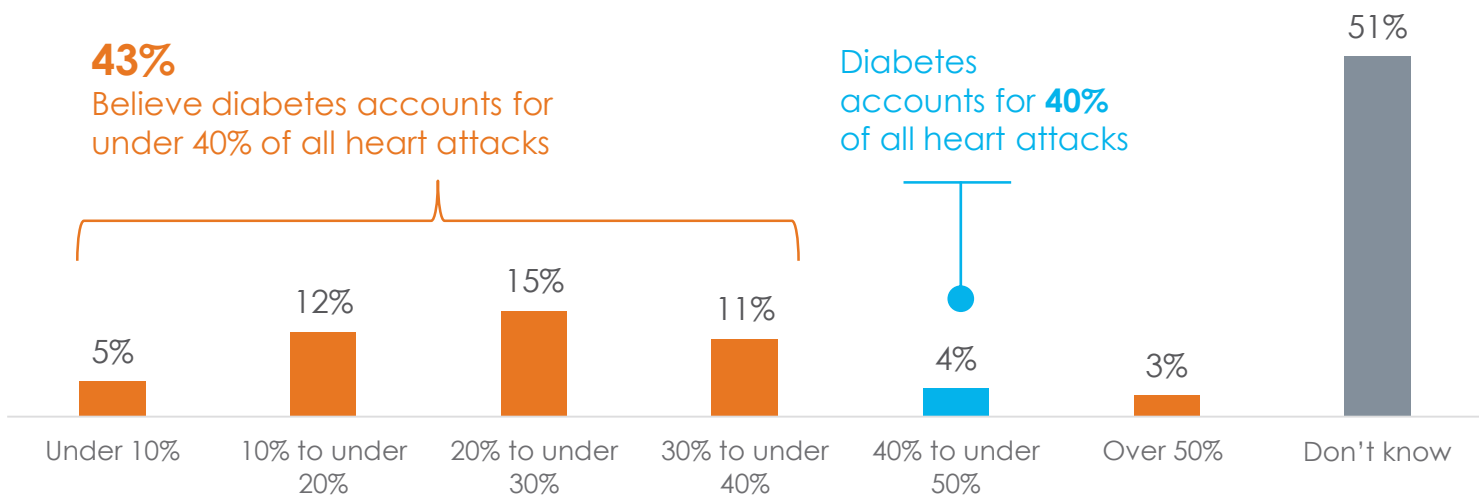
# Knowledge testing – daily deaths from diabetes-related complications

A minority of Canadians (19%) correctly identify that more than 20 Canadians die of diabetes-related complications every day. Over half say they don't know, and 3 in 10 believe it is 20 or less.



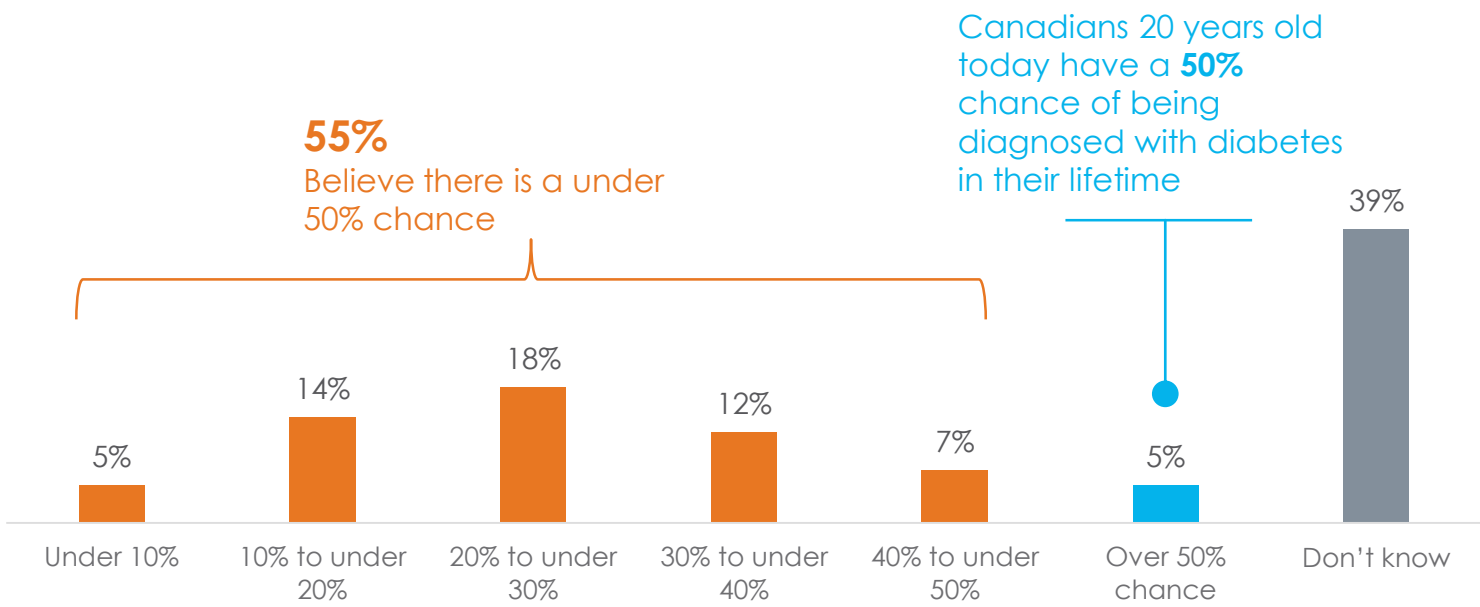
# Knowledge testing – proportion of all heart attacks related to diabetes

Canadians continue to be unaware of the role diabetes plays in heart attacks. When asked what proportion of heart attacks in Canada are related to diabetes, half say they don't know. Over 4 in 10 believe under 40% of all heart attacks are related to diabetes. In reality, 40% of all heart attacks are related to diabetes – only 4% indicated they thought it was between 40% to under 50%, with 3% indicating over 50% of heart attacks are related to diabetes.



# Knowledge testing – chance of a Canadian who is 20 today will develop diabetes

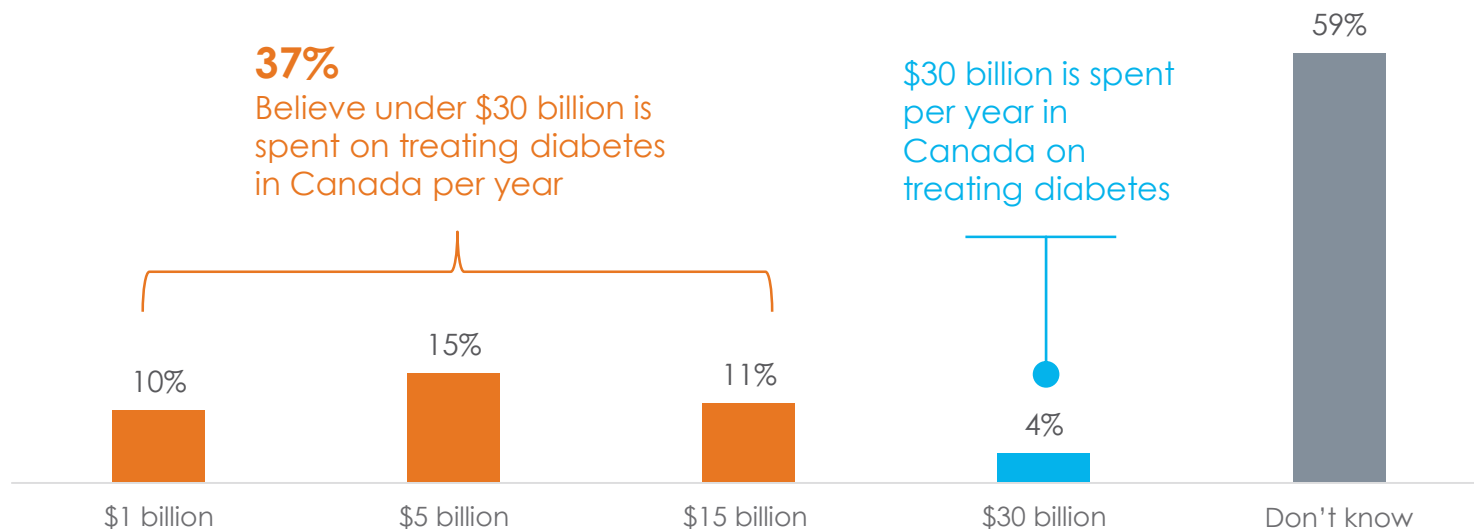
Canadians greatly underestimate the chance that a Canadian who is 20 years old today will develop diabetes in their lifetime – 6 in 10 believe there is less than a 50% chance and over a third (37%) believe there is less than a 30% chance and close to 4 in 10 indicate they don't know. Only 5% indicated they believe it was a 50% chance or greater (the actual figure).





# Knowledge testing – health care spending on diabetes

As with the severity and prevalence of diabetes in Canada, Canadians are unaware or underestimate the cost of diabetes to the health system – which costs an estimated \$30 billion annually to treat. Close to 6 in 10 say they don't know, with 4 in 10 believing it to be well under \$30 billion.

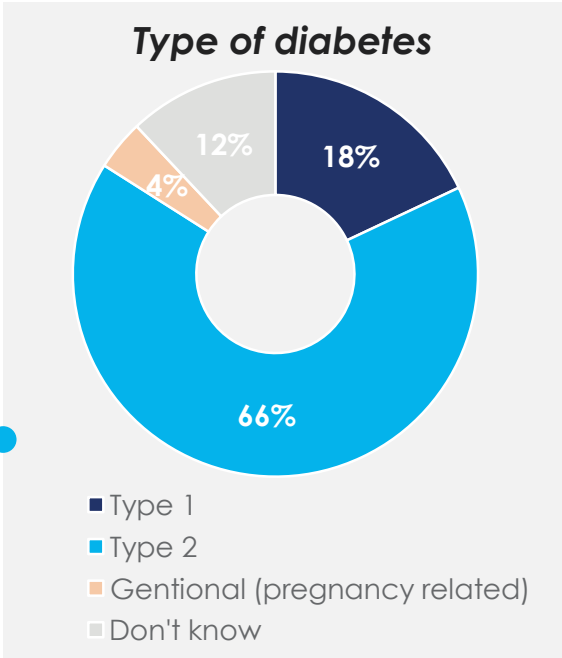
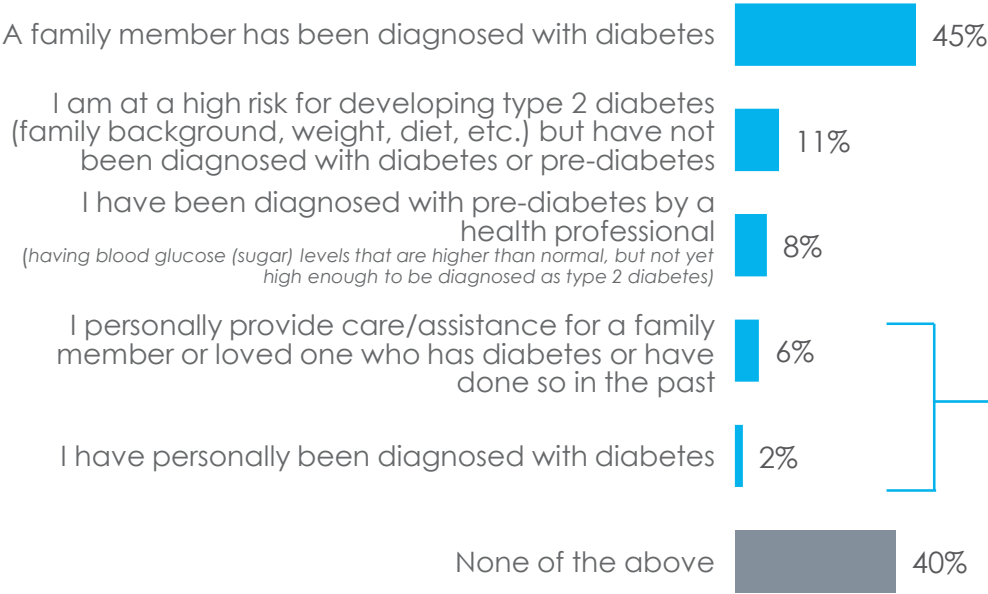




**LIVING WITH DIABETES**

# Experience with diabetes

6 in 10 Canadians have some connection to diabetes, with nearly half having a family member with diabetes and 2 in 10 saying they're at high risk of developing type 2 diabetes (11%) or they've been diagnosed with pre-diabetes (8%).



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 2020 (n=1491)  
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 2020 (n=124)



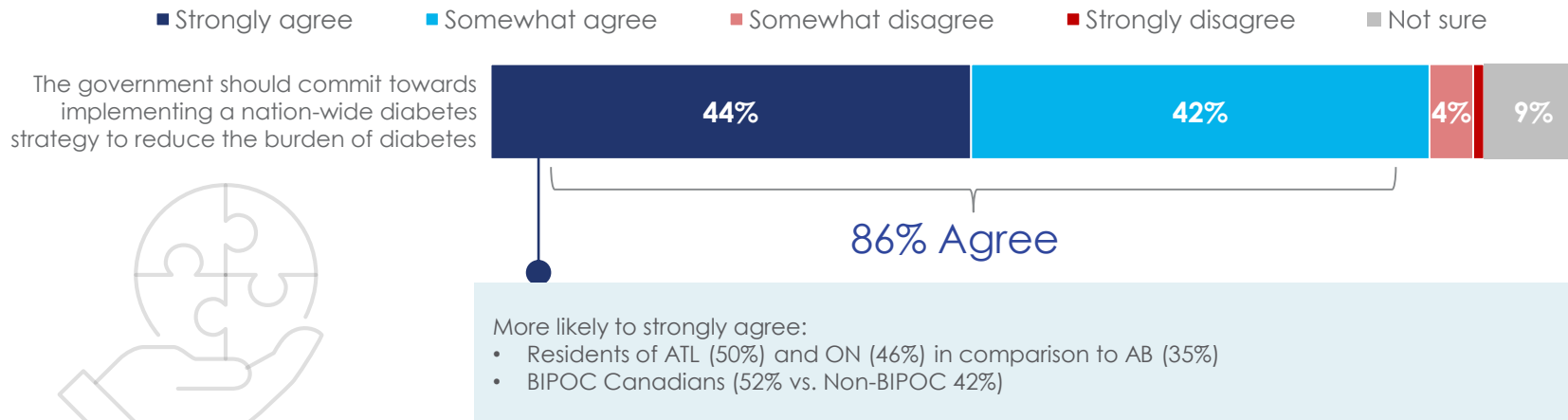
**OPINION ON GOVERNMENT SUPPORT**

# Support for nation-wide Diabetes 360 strategy

An overwhelming majority of Canadians (86%) are united in their belief that the government should commit towards implementing a nation-wide diabetes strategy to reduce the burden on the citizens. A whopping 44% lend strong support to the proposition.

**Diabetes Canada recommends that federal and provincial/territorial governments work together to implement nation-wide Diabetes 360 strategy to end Diabetes, which can prevent millions of cases of type 2 diabetes and diabetes complications and save our health care system and the economy billions of dollars. They urge governments to commit to this in time to celebrate the 100th anniversary of the discovery of insulin in Canada in 2021.**

Do you agree or disagree that the government should commit within the next year towards implementing a nation-wide diabetes strategy to reduce the burden of diabetes?



Data <2% not labelled

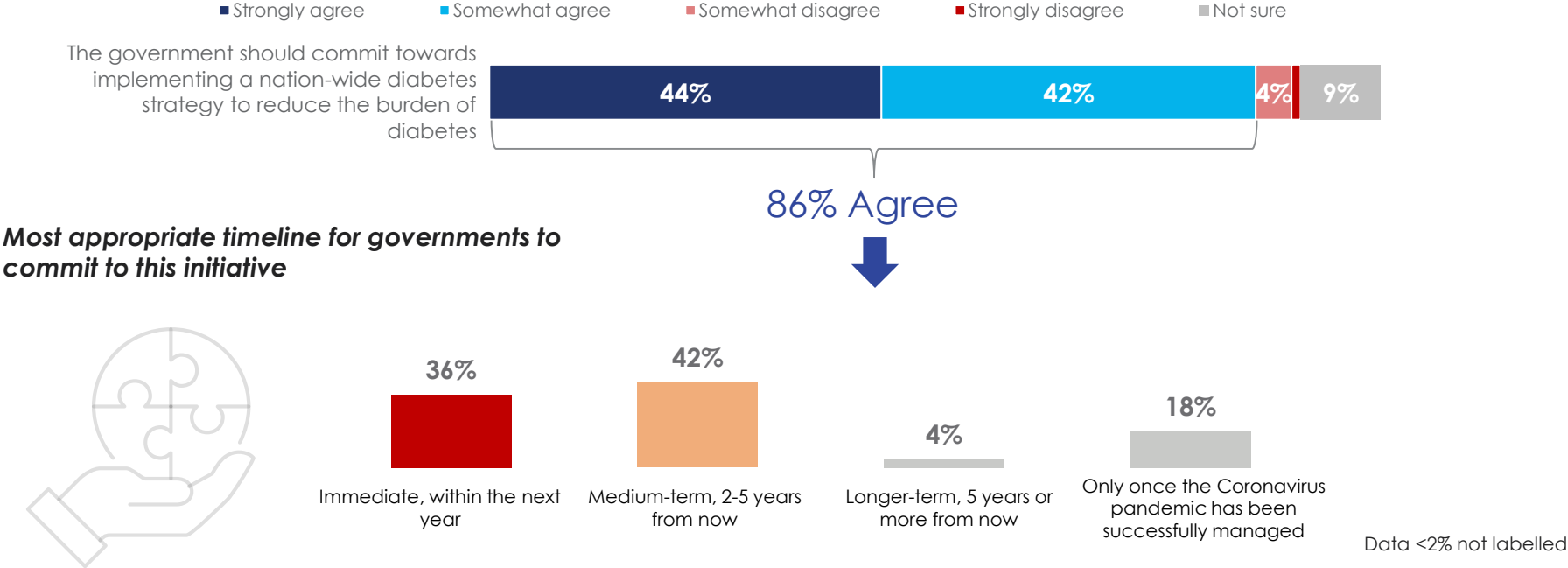
N2. Diabetes Canada recommends that federal and provincial/territorial governments work together to implement nation-wide Diabetes 360 strategy to end Diabetes, which can prevent millions of cases of type 2 diabetes and diabetes complications and save our health care system and the economy billions of dollars. They urge governments to commit to this in time to celebrate the 100th anniversary of the discovery of insulin in Canada in 2021.

Do you agree or disagree that the government should commit within the next year towards implementing a nation-wide diabetes strategy to reduce the burden of diabetes?

Base: All answering (n=1491)

# Support for nation-wide Diabetes 360 strategy: Timelines

Almost 4 in 10 of those supporting a nationwide diabetes strategy believe it should be implemented immediately, i.e. within the next year. While 4 in 10 would defer it for medium-term (2-5 years), 2 in 10 support its actualization after the COVID-19 pandemic has been successfully managed.

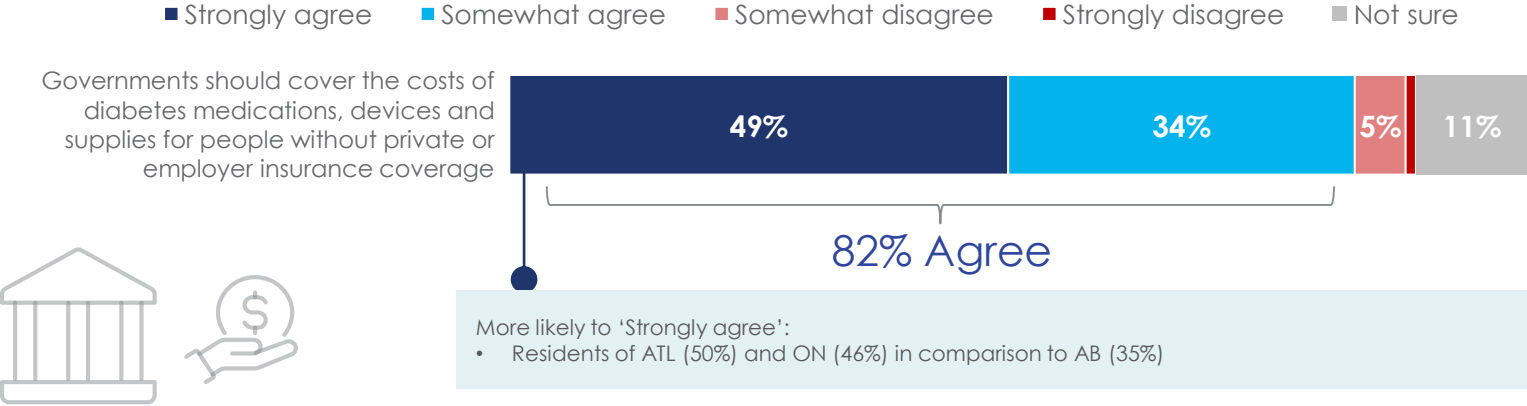




# Support for cost coverage by the government

Half of Canadians 'Strongly support' government coverage of costs of diabetes medication, devices and supplies for those without a private or employer insurance coverage. Overall over 8 in 10 support this in light of the high expenses in absence of coverage by private/employer insurance.

**Depending on where they live in Canada, some people living with diabetes have no costs due to government coverage, while others without access to coverage by government, employer or private insurance plans must spend thousands of dollars annually to manage their diabetes. Diabetes can cost those living with it up to \$15,000 each year out of pocket.**  
To what degree do you think that governments should cover the costs of diabetes medications, devices and supplies for people without private or employer insurance coverage?



Data <2% not labelled

# Support for cost coverage by the government for adults with diabetes

Canadians express a similar agreement when asked about the government continuing to cover the cost of health-protecting devices for those living with diabetes even after they reach adulthood – while over 8 in 10 agree, almost half express strong affirmation.

**Each province in Canada is responsible for their healthcare coverage and manage it differently. Some provincial governments do not cover the costs of health-protecting medical devices for those living with diabetes once they reach adulthood.**

To what degree do you believe that governments should cover the costs of these devices for adults with diabetes who have no private or employer insurance coverage?

■ Strongly agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Strongly disagree   ■ Not sure

Governments should cover the costs of these devices for adults with diabetes who have no private or employer insurance coverage



82% Agree



Data <2% not labelled

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