



FACTUM

Kidney Health Awareness Improves: A Continued Call for Increased Engagement. Fifty-five percent of Canadians say they know nothing about kidney disease, a 4% improvement from 2022 (59%).

Men's lack awareness of kidney health risks has also significantly improved, dropping from 67% in 2022 to 57% in 2024.

Toronto, Canada, December 17, 2024 — Canadians' awareness of kidney related functions and kidney health have improved this year compared to 2022, yet 55% indicate they know nothing about kidney disease, and 52% show a lack awareness regarding the risks, according to a new Ipsos poll conducted on behalf of The Kidney Foundation of Canada. While men (54%) are more uncertain than women (51%) when it comes to knowing the risks for kidney disease, men's lack of awareness has significantly improved this year compared to 2022, dropping 10 points from 67% to 57%. More Canadians understand the basic role of kidneys, but they lack detailed understandings of kidney function and kidney health risks.

Kidney Knowledge: Bridging the Information Gap

When asked about the function of kidneys, one third (36%) correctly identified that kidneys filter waste, toxins, or fluids from the body (up 5% from 2022), and another third (35%) specifically noted they cleanse or filter toxins from the blood, (up 4% from 2022). While detailed awareness of kidney functions remains low, there are improvements this year compared to 2022.

When asked specifically about kidney disease, less than 4% referenced potential causes of kidney disease. However, awareness of symptoms increased this year: 16% identified symptoms in 2024 compared to 14% in 2022, specifically kidney damage or reduced function (10% vs 8% in 2022), increasing to 13% for women compared to 7% of men. Fewer identified kidney failure (3%) and kidney stones (3%). One quarter (25%) of younger Canadians aged 18-34 identified symptoms of kidney disease, which is significantly higher than 35-54-year-olds (14%) and 55+ (11%).



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Kidney Health and Awareness: Room for Improvement

Despite 21% personally knowing someone who has kidney disease, 55% admitted that they know nothing about it; this increases to close to six in ten for men (57%), compared to five in ten (53%) women. Sixty-six percent of those aged 55 and older say they know nothing about kidney disease, which is significantly higher than younger Canadians aged 18-34 (47%) and 35-54 (53%).

Despite low levels of awareness (55%), there is improvement compared to 2022 survey results, where 59% said they know nothing about kidney disease. In particular, men's lack awareness has significantly improved since 2022, dropping from 67% to 57% in 2024.

Knowing Your Risk: Understanding Kidney Disease

Overall, four in ten Canadians correctly believe there is no cure for kidney disease (43%); the same amount say they don't know (42%). Fifteen percent say there is a cure, and this increases to 17% for men compared to 14% for women. Women (15%) are significantly more likely than men (9%) to reference treatments, especially dialysis. Four percent, overall, say kidney disease may require a transplant.

When asked about their perceived risk for kidney disease, only one in ten (11%) believe they are at risk, while half say they don't know if they are at risk (52%). This level of uncertainty has increased 4% since 2022, and men continue to (54%) be more likely than women (51%) to be unaware of their own personal risk in 2024. Women's uncertainty has decreased this year compared to 2022.

About the Study

These are the findings of an Ipsos survey conducted on behalf of The Kidney Foundation of Canada. Fieldwork was conducted between November 4 and November 6, 2024. A total of n=1002 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.4 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed.

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