



Celgene: Pancreatic Cancer Awareness Research

U.S. Topline Results

November 13, 2014

n=2,014

Methodology: Interviewing was conducted via Ipsos' U.S. online panel among 2,014 adults aged 18 and over from January 31 – February 4, 2014. Weighting was employed to balance demographics and to ensure that the sample's composition reflects that of the U.S. population of adults according to Census data and to provide results intended to approximate the sample universe. In addition to the interviews conducted in the U.S., interviews were also conducted among a sample of roughly 1,000 adults in each of France, Germany, Italy, Spain, and the UK. All sample surveys and polls may be subject to sources of error, including, but not limited to coverage error, and measurement error. Total percentages may add up to more than 100% due to rounding.

Q1. How serious a public health problem do you believe each of the following diseases is in the U.S.?

	<u>Cancer</u>	<u>Obesity</u>	<u>Heart Disease</u>	<u>Diabetes</u>	<u>Mental Illness</u>	<u>Alzheimer's Disease</u>
% <i>Extremely/very serious</i>	83%	81%	81%	78%	72%	70%
Extremely serious	48%	46%	39%	37%	33%	31%
Very serious	36%	35%	42%	41%	39%	38%
Somewhat serious	13%	14%	14%	18%	21%	24%
% <i>Not too/ Not at all serious</i>	4%	5%	5%	5%	7%	7%
Not too serious	2%	2%	3%	2%	5%	4%
Not at all serious	2%	2%	2%	2%	2%	2%

Q2. How well do you believe the U.S. is dealing with each of the public health problems listed below?
Do you believe the U.S. is making progress, things are about the same as they have been, or we are losing ground?

	<u>Heart Disease</u>	<u>Cancer</u>	<u>Alzheimer's Disease</u>	<u>Diabetes</u>	<u>Mental Illness</u>	<u>Obesity</u>
Making progress	36%	42%	23%	29%	14%	20%
About the same	56%	49%	65%	58%	60%	48%
Losing ground	8%	9%	12%	13%	27%	32%

Q3. How important do you believe it is that the public is aware of each of the health issues listed?

	<u>Cancer</u>	<u>Alzheimer's Disease</u>	<u>Heart Disease</u>	<u>Diabetes</u>	<u>Mental Illness</u>	<u>Obesity</u>
% <i>Very/somewhat important</i>	98%	97%	97%	97%	96%	96%
Very important	77%	67%	76%	73%	72%	74%
Somewhat important	21%	29%	21%	24%	24%	22%
Not at all important	2%	3%	3%	3%	4%	4%



Q4. When you hear the word 'cancer,' what types of cancers come to mind? [OPEN END]

(Only responses of 1% and above shown)

Total mentions:

Breast cancer	67%
Lung cancer	59%
Melanoma/ Skin Cancers (Net)	36%
Skin cancer	32%
Melanoma	5%
Liver/ Pancreas/ Gallbladder Cancers (Net)	34%
Pancreatic cancer	23%
Liver (hepatic cancer)	19%
Colorectal Cancers (Net)	32%
Colon cancer	30%
Colo-rectal cancer (includes 'rectal cancer')	2%
Anal cancer	1%
Male Cancers (Net)	30%
Prostate cancer	30%
Brain cancer	30%
Gynecological Cancers (Net)	24%
Ovarian cancer	17%
Cervical cancer	6%
Uterine cancer	4%
Bone cancer (osteosarcoma)	16%
Mouth/ Throat Cancer (Net)	14%
Throat cancer	11%
Mouth/ oral cancer	4%
Kidney/ Bladder/Testicular Cancers (Net)	12%
Testicular cancer	5%
Kidney cancer (renal cancer)	4%
Bladder cancer	3%
Leukemia	12%
Stomach cancer	10%
Lymphoma (Hodgkin's and non-Hodgkin's Lymphoma)	8%
Blood cancer	4%
Thyroid cancer	4%
Terminal cancer (unspecified) (fatal)	3%
Esophageal cancer	2%
Heart	1%
Intestinal cancer	1%
Other	12%
None	1%
Don't know	4%



Q5. How much do you feel you know about each of the following types of cancer?

	<u>Breast Cancer</u>	<u>Melanom a or Skin Cancer</u>	<u>Lung Cancer</u>	<u>Colon Cancer</u>	<u>Prostate Cancer</u>	<u>Ovarian Cancer</u>	<u>Pancreatic Cancer</u>
% Know a lot/fair amount	78%	72%	71%	63%	62%	58%	51%
Know a lot	23%	17%	15%	14%	13%	10%	10%
Know a fair amount	55%	55%	56%	49%	49%	48%	42%
Know almost nothing	22%	28%	29%	37%	38%	42%	49%

Q6. Have you ever had, or has someone close to you (a family member, friend, or co-worker) ever had, any of the following cancer types? (Choose all that apply)

Breast Cancer	45%
Melanoma or Skin Cancer	32%
Lung Cancer	29%
Prostate Cancer	24%
Colon Cancer	22%
Ovarian Cancer	14%
Pancreatic Cancer	13%
Other type of cancer	27%
None of these	21%

Q7. How important do you believe it is that the public is aware of each of the cancer types listed?

	<u>Breast Cancer</u>	<u>Pancreatic Cancer</u>	<u>Lung Cancer</u>	<u>Prostate Cancer</u>	<u>Ovarian Cancer</u>	<u>Colon Cancer</u>	<u>Melanom a or Skin Cancer</u>
% Very/somewhat important	97%	97%	97%	97%	97%	97%	97%
Very important	81%	74%	79%	76%	75%	77%	78%
Somewhat important	16%	23%	18%	21%	22%	20%	19%
Not at all important	3%	3%	3%	3%	3%	3%	3%

Q8. To what extent do you think each of the following groups should be involved in increasing public awareness about cancer?

	<u>Medical researchers/ scientists</u>	<u>Non-profit cancer organizations</u>	<u>Medical Societies</u>	<u>Patient advocacy groups</u>	<u>Companies that make cancer treatments</u>	<u>Govern- ment agencies</u>
% Play a role or Support	90%	90%	90%	89%	84%	81%
Be a leader /play a significant role	68%	64%	62%	57%	51%	42%
Support, but not play a significant role	22%	26%	27%	32%	32%	39%
Not be involved	3%	3%	3%	3%	9%	12%
Don't know	7%	7%	7%	8%	7%	7%



Q9. For each of the following statements, please indicate how much you agree or disagree:
(Select one answer per statement)

	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>	<u>%</u> <u>Strongly/</u> <u>Somewhat</u> <u>Agree</u>	<u>%</u> <u>Somewhat/</u> <u>Strongly</u> <u>Disagree</u>
Moving forward, there should be more of a focus on improving treatments for all cancers and finding cures.	65%	31%	3%	1%	96%	4%
While some advances in treatment for some cancers have been made, there should have been more progress for all cancers in the last 20 years.	45%	44%	10%	1%	89%	11%
Improvements in cancer treatments in the last 20 years have significantly improved how long cancer patients live.	36%	53%	9%	2%	89%	11%
Advances in cancer treatments over the past 20 years have improved patients' quality of life, but not how long patients live.	20%	44%	30%	5%	64%	36%

Q10. Pancreatic cancer is the fourth most common cause of cancer-related deaths each year and survival rates have not improved in the last 40 years. Knowing these facts, how supportive would you be of a public awareness campaign supporting more education about pancreatic cancer?

<i>Extremely/very supportive (net)</i>	73%
Extremely supportive	37%
Very supportive	36%
Somewhat supportive	21%
<i>Only a little/not at all supportive (net)</i>	6%
Only a little supportive	4%
Not at all supportive	2%



Q11. When it comes to raising public awareness about pancreatic cancer, which of the following goals do you feel are the most important? Please rank how important each goal is from 1 to 5, where “1” is the most important and “5” is the least important.

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	% Rank 1 or 2(net)
Support ways to increase screening and earlier diagnosis for pancreatic cancer	39%	22%	17%	12%	10%	61%
Call for more research to prevent pancreatic cancer	22%	22%	20%	18%	18%	44%
Focus on raising funds for medical research to improve pancreatic cancer treatments	13%	21%	22%	22%	21%	35%
Raise public awareness of the lack of progress in treating pancreatic cancer	14%	16%	19%	21%	30%	30%
Educate the public on how they can further support progress in treating pancreatic disease	12%	18%	21%	27%	22%	29%

Q12. Which of the following, if any, would you do to support public awareness of pancreatic cancer? (Please select all that apply)

<i>Would take action (net)</i>	54%
I would donate money if asked	32%
I would participate in an annual fundraising event	28%
I would actively volunteer my time to a support group	21%
I support the idea of increasing public awareness of pancreatic cancer, but would not take any of the actions above [exclusive]	41%
I do not support the idea of increasing public awareness of pancreatic cancer, and wouldn't take any of the actions above [exclusive]	4%