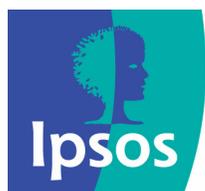


ATTITUDES TO INSULIN AMONGST TYPE 2 DIABETICS



Ipsos Reid

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ATTITUDES TO INSULIN AMONGST TYPE 2 DIABETICS

Toronto, ON – A new research study conducted by Ipsos-Reid on behalf of *The Diabetes Group of 7* among 528 diagnosed Type II diabetes patients nationally reveals some surprising findings. Key among them is that comparatively few (26%) who report having ever had a discussion about insulin with their physician. Perhaps as a result of this, many diabetics have misconceptions about the benefits of insulin.

It should be noted that only 17% of the respondents reported using insulin at this time to control their blood sugar level.

Many Type 2 Diabetics Are Not Knowledgeable About Their Condition...

- Only 1 in 3 (32%) of the diabetics claimed to be “very” knowledgeable about their condition; most of the remainder admitted they were only “somewhat” knowledgeable.
- More than half (53%) are not aware that the recommended target fasting blood glucose level they should aim for is 7 or less.
- Even fewer (21%) know that the glycosylated hemoglobine number they should aim for is also 7 or less.

There Is Considerable Discomfort With The Idea Of Taking Insulin; Many Have Misconceptions About It That Contribute To This Discomfort...

Seven in ten (70%) non insulin users are “not very” [28%] or “not at all” [42%] comfortable with the thought of using insulin to control their diabetes.



The great majority of these believe that their condition is not serious enough to warrant taking insulin [85% “strongly” or “somewhat” agree] and that “once I start taking insulin it means my diabetes is very serious” [78% “strongly” or “somewhat” agree]. Many maintain that “if I follow a diet and exercise I do not need to take insulin” [56% “strongly” or “somewhat” agree].

Many are worried about “the side effects associated with insulin” [46%] and there are some surprising misconceptions about it. For example 33% “strongly” or “somewhat” agree that “using insulin can affect your eyesight” and 23% agree that it “can kill you”. Nearly 1 in 3 [31%] agree that “the insulin needle is more painful than the needle used for testing blood glucose level”, 29% believe “taking it is “too complicated” and 22% perceive that “using insulin prevents you from traveling because it needs to be refrigerated”.

Furthermore, 40% thought that taking insulin would make no difference to their quality of life and 15% believed that it would actually make it worse.

In Part At Least The Concerns And Misconceptions About Insulin Are Not Being Addressed By Physicians...

- Only 52% of non-insulin users cite their physician as a source of information for them about diabetes in general.
- Physicians are not communicating the benefits of insulin to type 2 diabetics as only 1 in 4 (25%) respondents report ever having discussed the option of taking insulin with their doctor.

On A Positive Note, Even If They Think Their Condition Is Not Severe Enough To Warrant Taking Insulin Many Are Aware That It Works...

More than half of non insulin users (52%) are aware that being treated with insulin would improve their glucose control.



One in three (33%) acknowledge that it would improve their quality of life.

The Diabetes Group of 7...

The Diabetes Group of 7 is present in Toronto and Montreal, and consists of seven leading diabetes experts in each city. The Toronto group includes:

- Dr. Ian Blumer, diabetes expert and author
- Carolyn Lawton, diabetes nurse educator
- Coleman Romalis, person living with type 1 diabetes
- TBD
- Dr. Matthew Kim, general practitioner
- Jean LaMantia, dietician and certified diabetes expert
- TBD caregiver

These are the findings of an Ipsos Reid survey conducted among 528 diagnosed Type II diabetes patients who were recruited and screened from Ipsos On-Line Panel.

The Diabetes Group of 7, and the Life is Better Under 7 campaign, are sponsored by a grant from sanofi-aventis Canada Inc.

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For more information on this news release, please contact:

*Alastair Cosby
Vice President
Ipsos Reid
Montreal
(514) 877-5550*

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