



Ipsos Reid

Ipsos Reid Pancreatic Cancer Survey

October 2011



Nobody's Unpredictable

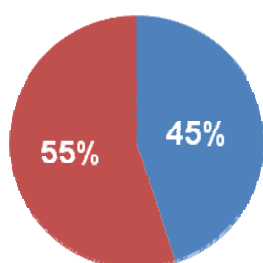


Introduction

- Ipsos and the Ipsos Charity Trust have chosen to support Pancreatic Cancer Canada in 2011 and 2012.
- Pancreatic Cancer Canada is Canada's only national volunteer-driven foundation dedicated to raising funds and awareness of pancreatic cancer, which is one of the deadliest forms of cancer.
- November is Pancreatic Cancer Month and in addition to this survey Ipsos will support Pancreatic Cancer Canada through a number of initiatives to raise awareness and fundraise in support of Pancreatic Cancer Canada.

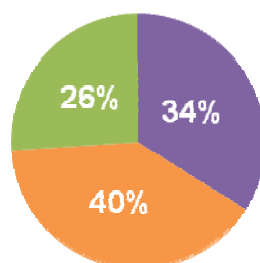
Methodology

- The Ipsos Pancreatic Cancer Survey was conducted using the Ipsos Canadian Online Omnibus between October 17th and 25th, 2011.
- A total of n=1,012 Canadians over the age of 18 completed the survey. This constitutes a nationally representative sample with a margin of error of +/-3.1%, 19 times out of 20. Below is a demographic breakdown of the survey participants:



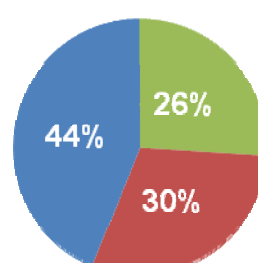
■ Men ■ Women

Gender



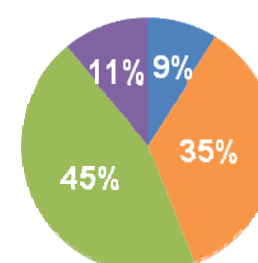
■ 18-34 ■ 35-54 ■ 55+

Age



■ <\$30k ■ \$30k-<\$60k ■ \$60k+

Income



■ <HS ■ HS ■ Post Sec ■ Univ

Education

BC	AB	SK/MB	ON	QC	ATL
13%	9%	8%	38%	23%	8%

Executive Summary

- Of the five deadliest forms of cancer (pancreatic, breast, lung, prostate, and colorectal) **Canadians are the least knowledgeable about pancreatic cancer**, with only 37% of respondents saying they are very or somewhat knowledgeable. This low level of knowledge could be the result of **only 6% of Canadians knowing a pancreatic cancer survivor** whereas far more know a breast cancer survivor (61%) or a prostate cancer survivor (42%).
- **Canadians on average overestimate the five year survival rate for pancreatic cancer.** The actual survivor rate is 6% where as Canadians assume it is on average 27%.
- Canadians are divided on how donations to cancer research should be handled: a majority (56%) believe they should be placed in a general pool to be divided by experts while (44%) think people should continue to be able to direct donations to specific forms of cancer.
- Once informed of the facts surrounding pancreatic cancer, Canadians overwhelmingly (54% strongly agree, 39% somewhat agree) agree that governments in Canada should develop a five year strategy with a goal of increasing research funding and doubling the survival rate of patients who are diagnosed with pancreatic cancer..

Detailed Findings

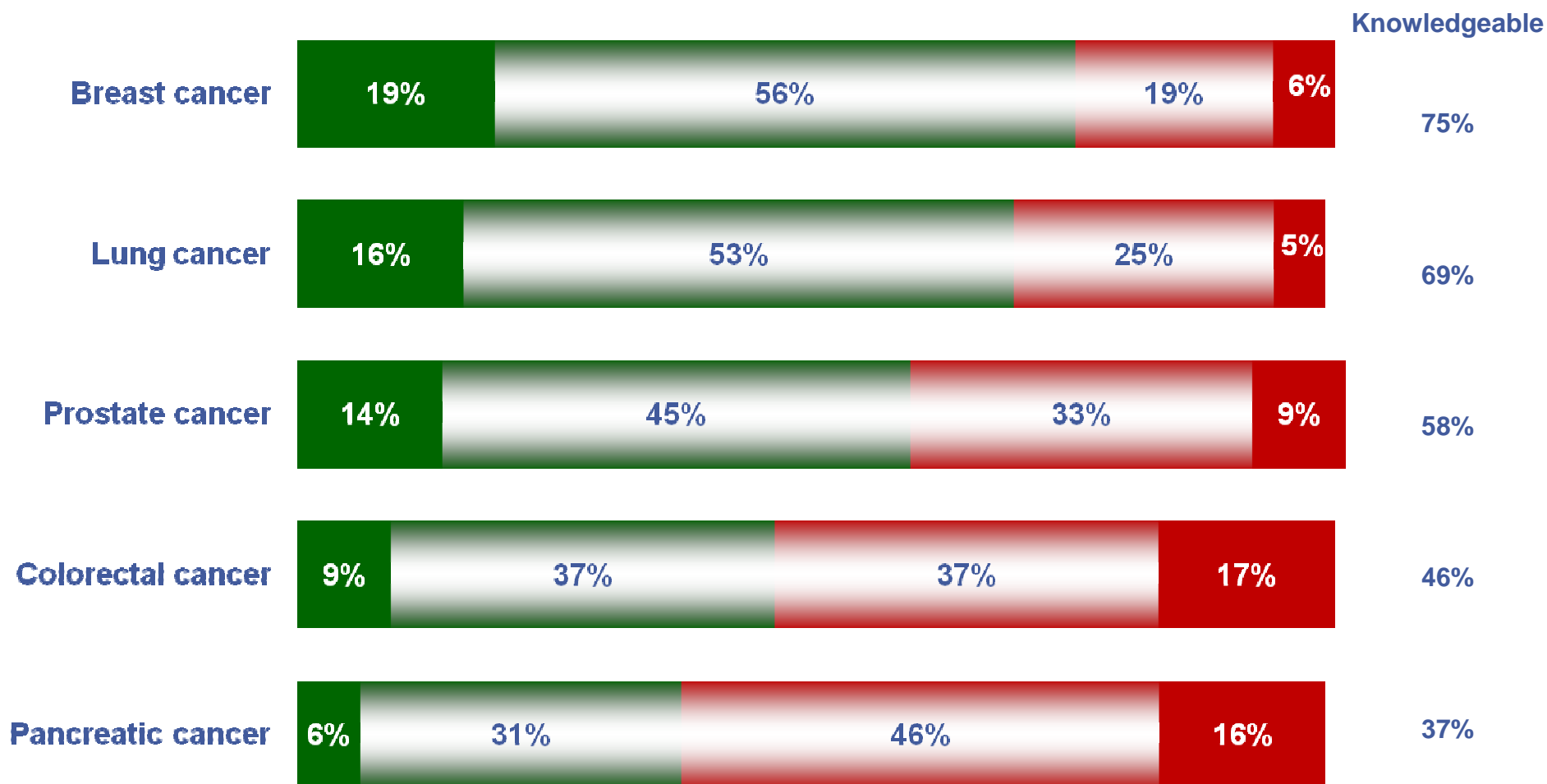


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Knowledge of pancreatic cancer is lowest among the five most prevalent types of cancer

■ Very knowledgeable ■ Somewhat knowledgeable ■ Not very knowledgeable ■ Not at all knowledgeable

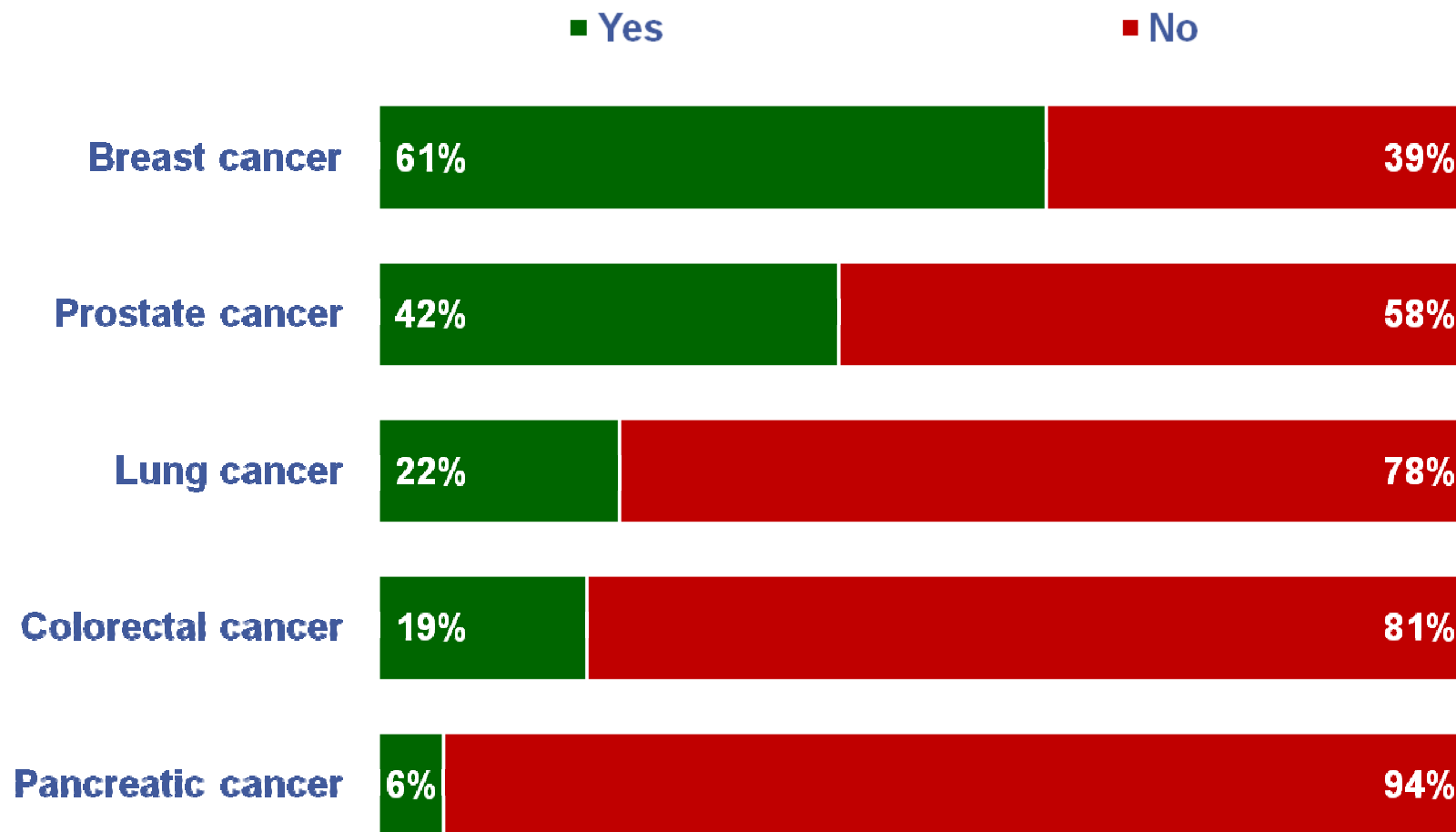


Q1. Please tell me for each of the following types of cancer how knowledgeable you personally are about the cancer. Please indicate whether you are very knowledgeable, somewhat knowledgeable, not very knowledgeable or not at all knowledgeable about... ?

Base: All respondents (n=1012)



Far fewer Canadians know someone who is a pancreatic cancer survivor

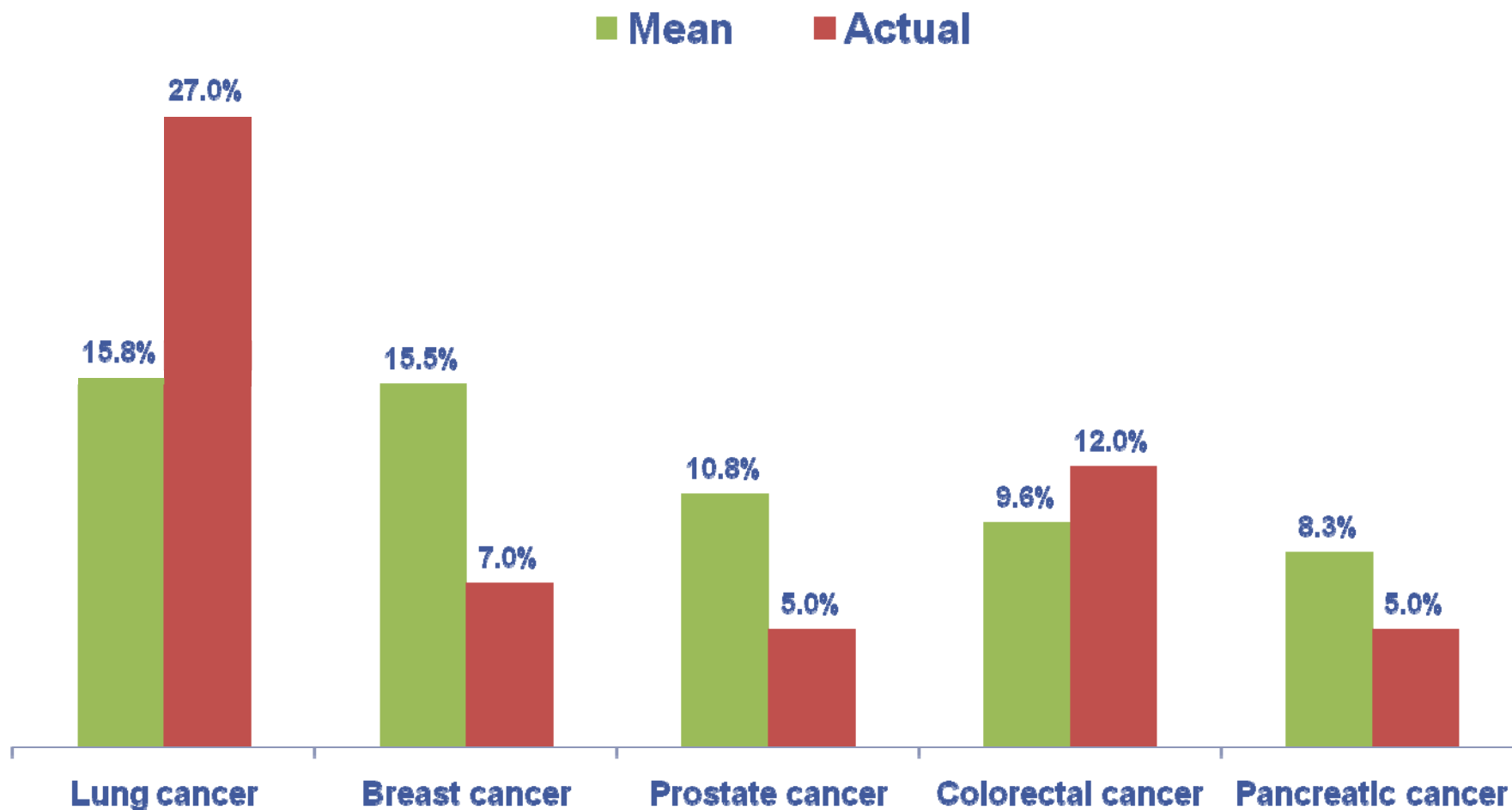


Q3. Do you personally know someone (a family member, neighbor, co-workers or friend) who has survived the following types of cancer?

Base: All respondents (n=1012)



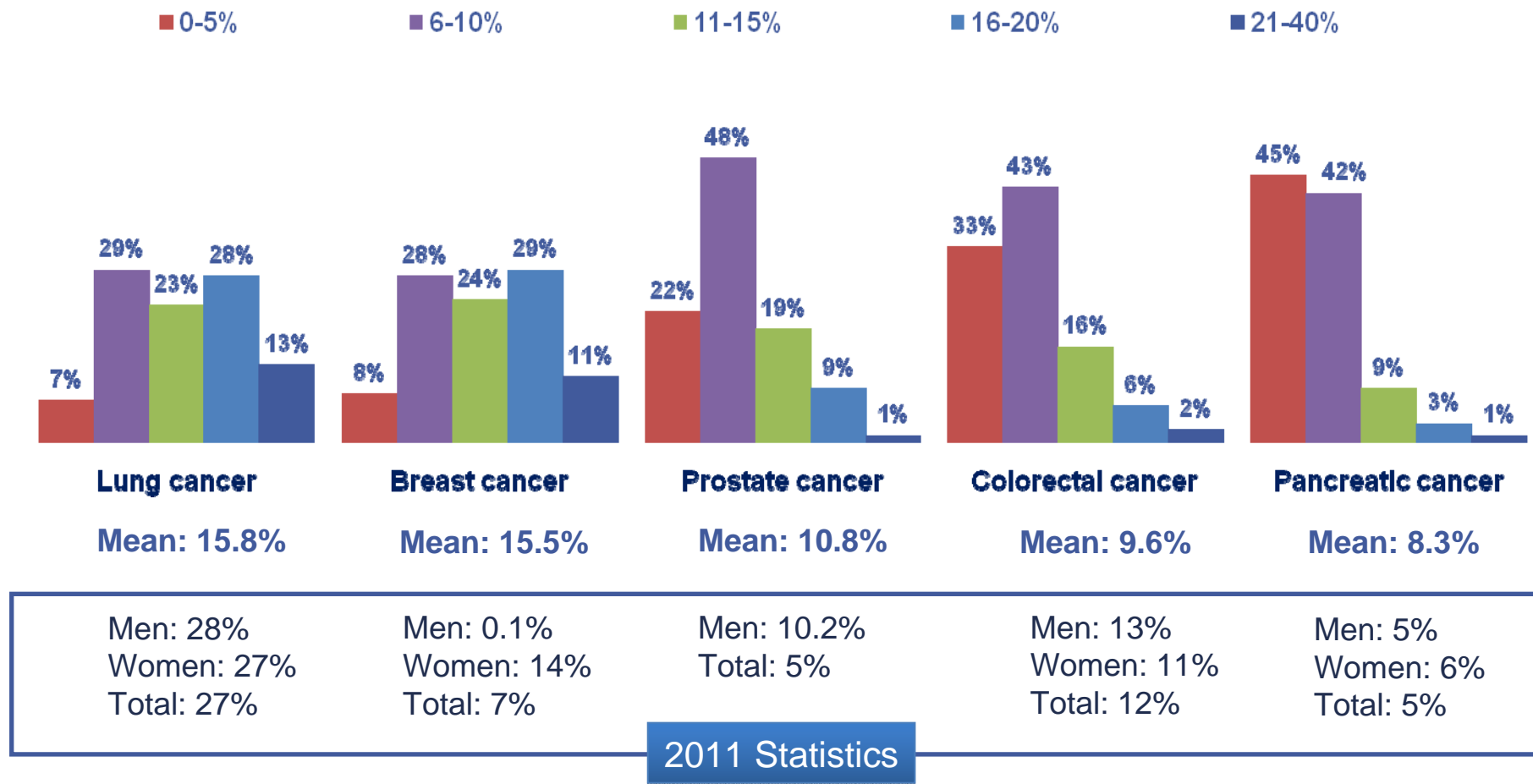
Respondents are generally unable to accurately estimate annual mortality rates by cancer type



Q2. Combined, these five types of cancer are responsible for approximately 60% of all cancer related deaths. What percentage of cancer related deaths do you think can be attributed to each of these five types of cancer?

Base: All respondents (n=1012)

Only two in five respondents correctly estimated the annual toll of pancreatic cancer

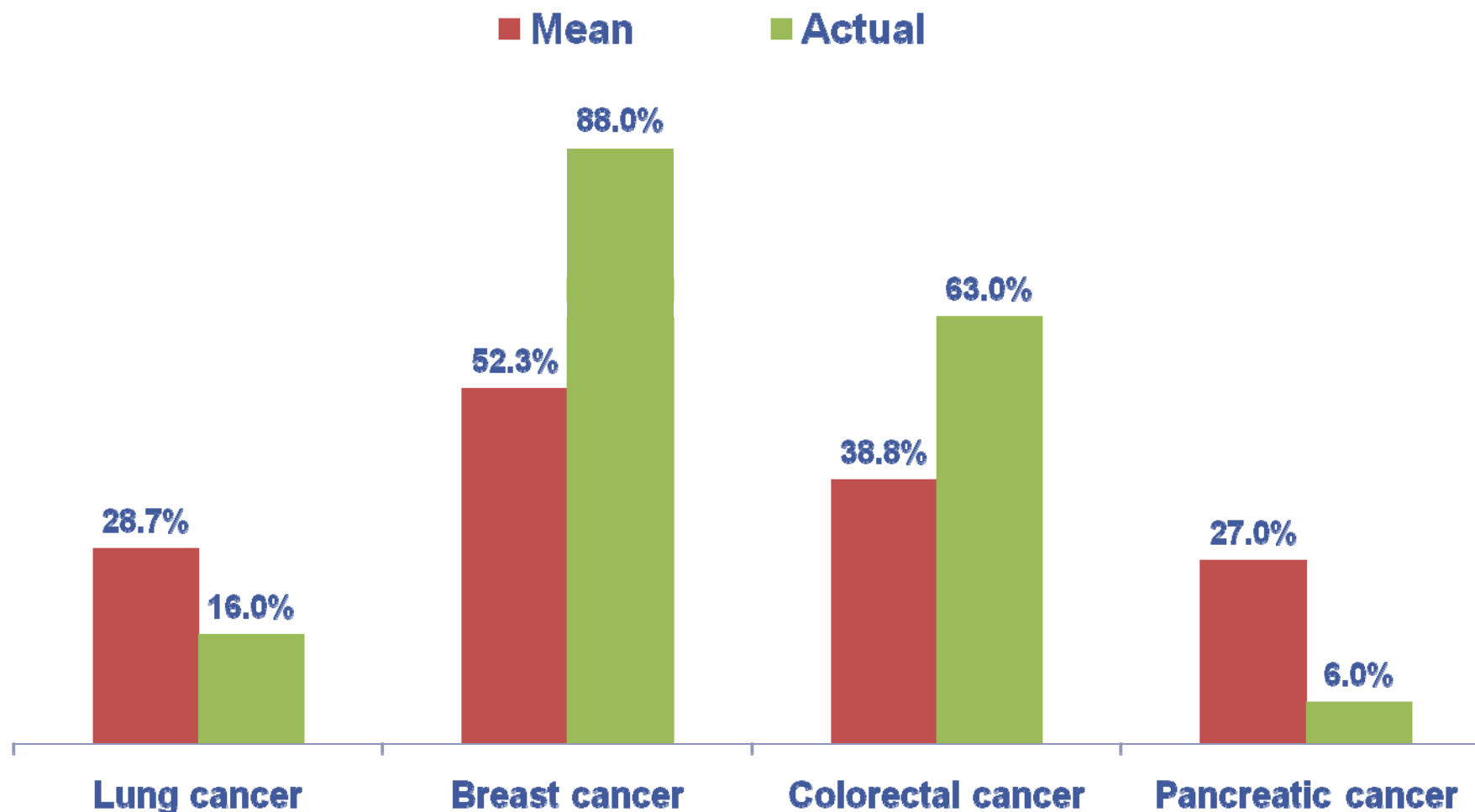


Q2. Combined, these five types of cancer are responsible for approximately 60% of all cancer related deaths. What percentage of cancer related deaths do you think can be attributed to each of these five types of cancer?

Base: All respondents (n=1012)



Respondents overestimate the survival rate for lung and pancreatic cancer and underestimate the survival rate for breast and colorectal cancer



Q4. Of the five cancer types, prostate cancer has the highest five year survival ratio with 96% of those diagnosed with prostate cancer surviving for at least five years. What do you think is the five year survival rate for the other four types of cancer? Prostate cancer = 96

Base: All respondents (n=1012)



A small majority of respondents support a centralized donations system for cancer research

Some people say that all donations toward cancer care and cancer research should be made centrally so that a team of knowledgeable health professionals and scientists can direct these funds towards the cancers and treatments most in need. Other people say that people should continue to donate to the type of cancer of their choice even if that leaves treatment and research into lesser known cancers underfunded.

56%

Centralized donations
that are divided up
based on need

44%

Donations by cancer
type according to the
choice that
people make

Groups more likely to favour **centralized donations** include:

- Men (60%) compared to Women (53%);
- Those aged 35-54 (61%) compared to those aged 55+ (51%);
- Residents of British Columbia (62%) and Ontario (54%) compared to those in Saskatchewan/Manitoba (41%);
- Residents of Quebec (65%) compared to residents of Saskatchewan/Manitoba (41%), Ontario (54%), and Atlantic Canada (47%).

Q5. Which of the following is your personal opinion?

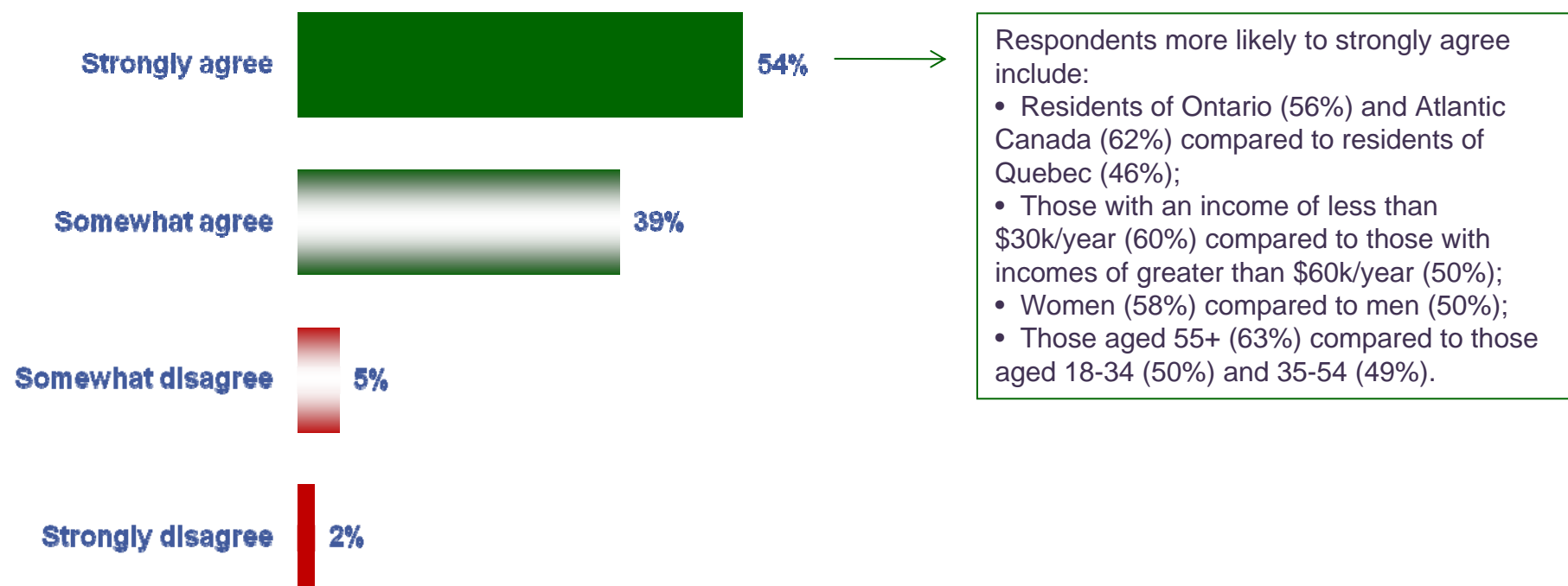
Base: All respondents (n=1012)



Almost all respondents agree that governments in Canada should cooperate to create a pancreatic cancer strategy

Approximately 4,000 Canadians will be diagnosed with pancreatic cancer each year. Pancreatic cancer has the highest mortality rate of all the major cancer types. 94% of patients die within 5 years of their diagnosis and 75% die within the first year of diagnosis. It's the only major cancer with survival rates in the single digits (6%) and the survival rate has not improved in the past 40 years. Currently pancreatic cancer receives less than 1% of all research based funding and less than one tenth of a percent of all public donations. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

Governments in Canada should cooperate to create a pancreatic cancer strategy with a goal of increasing research funding and doubling the survival rate of patients who are diagnosed with pancreatic cancer over the next 5 years.



Q6. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement?

Base: All respondents (n=1012)



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