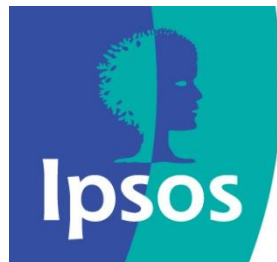


Fewer Than One in Ten (8%) Canadians Can Identify All Risk Factors for Diabetes

Majority (57%) Have Not Been Screened for the Disease Within the Last Year

Public Release Date: Friday, November 1st, 2013, 9:00 AM EST



Ipsos Reid

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Toronto, ON – According to a new study conducted by Ipsos Reid on behalf of the Sun Life Canadian Health Index, only a handful of Canadians can correctly identify all of the major risk factors for diabetes.

The four main factors are:

- Being overweight
- A parent or sibling who has diabetes
- Elevated blood glucose levels
- Elevated blood pressure

Although a majority (59%) can correctly identify at least one of the risk factors, fewer than 8% can identify all four. Most Canadians (52%) can identify ‘being overweight’ as a factor, while only minorities correctly choose ‘a parent or sibling who has diabetes’ (45%), ‘elevated blood glucose levels’ (42%), or ‘elevated blood pressure’ (22%) as a risk factor for diabetes.

Nearly nine in ten (87%) incorrectly identified a variety of other factors as being a risk factor for diabetes, including ‘a diet high in sugar’ (43%) and ‘low levels of physical activity’ (40%), while 5% say they don’t know any of the risk factors for diabetes.



Potentially creating further alarm is the revelation that most Canadians aren't getting regularly screened for the disease that has been called 'the epidemic of the 21st century' by the World Health Organization (WHO).

Majority (57%) indicate not having been screened for diabetes risk in the past 12 months, compared to just two in five (39%) who say they have been screened, while 5% don't know if they have.

These are some of the findings of an Ipsos Reid poll conducted between May 10th to 24th, 2013 on behalf of the Sun Life Canadian Health Index. For this survey, a sample of 2,400 Canadians, ages 18 to 80, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.3 percentage points had all Canadians adults, ages 18 to 80, been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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