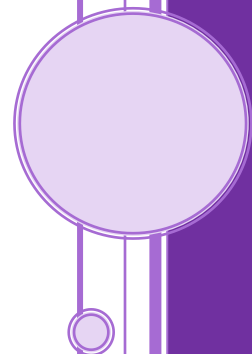


# PANCREATIC CANCER AWARENESS SURVEY

## GLOBAL ONLINE OMNIBUS SURVEY

*Celgene Corporation is releasing results of a Global Pancreatic Cancer Awareness Omnibus Survey of more than 7,000 adults in the United States and five countries in Europe. The survey was sponsored by Celgene and conducted by Ipsos in early 2014 and was designed to assess the level of awareness and knowledge about pancreatic cancer, the degree of interest in learning more about this deadly cancer, and the level of support for expanded research efforts.*

Celgene Corporation in conjunction with Ipsos Public Affairs  
November 2014



# PANCREATIC CANCER AWARENESS SURVEY

## GLOBAL ONLINE OMNIBUS SURVEY

Though pancreatic cancer is a leading cause of cancer related deaths, 60% of survey respondents report that they know almost nothing about the disease.

The survey of more than 7,000 respondents across the US, the UK, France, Germany, Spain and Italy, reveals that cancer is seen as a serious public health issue by a majority of respondents (84%), topping a list of diseases that also included heart disease, Alzheimer's disease, obesity, diabetes and mental illness.

However, knowledge about the different types of cancers varies greatly. In the US and Europe, lung and breast cancers are the first types of cancer that come to mind, and also the types that respondents are most familiar with. Just 2% mentioned pancreatic cancer as a type of cancer that first comes to mind, while 37% mentioned breast cancer and 20% mentioned lung cancer. Similarly, of the seven types of cancers asked about (breast, skin, lung, colon, prostate, ovarian and pancreatic), pancreatic cancer is the disease that respondents know the least about.

When learning about the poor survival associated with pancreatic cancer, there is widespread support (72%) for raising public awareness about this deadly condition.

Additionally, half of the respondents would personally take some sort of action to support these public education efforts, be it a donation, participating in a fundraising event, or volunteering their time.

***“60% of survey respondents report that they know almost nothing about Pancreatic Cancer.”***

***“The Global Pancreatic Cancer Awareness Omnibus survey underscores the ongoing need to raise awareness of pancreatic cancer and to support efforts for additional resources for research,”*** said Julie Fleshman, president and chief executive officer, Pancreatic Cancer Action Network. ***“It’s clear that when people understand the seriousness of pancreatic cancer they want to take action. The first-ever World Pancreatic Cancer Day set by the international pancreatic cancer advocacy community offers the perfect opportunity to start turning this aspiration into a global effort to***

*raise awareness about pancreatic cancer and make a difference in the lives of those diagnosed with this cancer.”*

## ABOUT PANCREATIC CANCER

Currently, there are no early screening or detection methods, and early symptoms can be similar to those of many other diseases. This means that pancreatic cancer is not usually diagnosed until it is at an advanced stage. For this reason, most patients have a poor prognosis, with more than one-half of patients diagnosed after their cancer has metastasized (spread to other organs).

While the incidence and death rates for cancer as a whole are declining, those for pancreatic cancer are on the rise. More than 100,000 people in Europe currently have a diagnosis of pancreatic cancer. In 2014, it is estimated more than 46,000 people in the United States will be diagnosed with pancreatic cancer, and nearly 40,000 people will die of the disease. Currently, only about 26 percent of patients with pancreatic cancer survive for one year following diagnosis. For patients who are not diagnosed until after the cancer has already spread (metastasized), the outlook is even bleaker— the average survival time is only three months. Unfortunately, this is the case for more than half of patients with pancreatic cancer.

**More than 100,000 people in Europe  
are diagnosed with Pancreatic  
Cancer.**

**46,000 people are diagnosed in the  
United States.**

# World Pancreatic Cancer Day

## 13 November 2014

[www.worldpancreaticcancerday.org](http://www.worldpancreaticcancerday.org)

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## METHODOLOGY

Interviewing was conducted via Ipsos' global online omnibus among adults 18+ in the US from January 31 – February 4, 2014, as well as among 16+ in European markets from February 4-18, 2014:



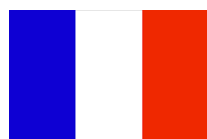
**GERMANY:**

***N=1,002***



**SPAIN:**

***N=1,002***



**FRANCE:**

***N=1,004***



**UK: *N=1,000***



**ITALY:**

***N=1,007***



**US: *N=2,014***

Weighting was employed to balance demographics and to ensure that the sample's composition reflects that of the each country's population of adults according to census data and to provide results intended to approximate the sample universe.

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.

# CANCER SEEN AS SERIOUS PUBLIC HEALTH ISSUE

## KEY FINDINGS:

Globally, 84% of respondents believe cancer to be a serious public health problem, including a majority of respondents who see it as being *extremely* serious (54%). Greater proportions consider cancer to be extremely/very serious public health issue than the other conditions asked about, including heart disease, Alzheimer's, obesity, mental illness and diabetes.

Similarly, cancer is also the condition that respondents say is most important that the public be aware of (79% very important), ranking first in all countries surveyed, particularly in Spain. Italians tend to be less likely to consider public awareness of any of these public health issues, with the exception of cancer, to be very important.

Both men (81%) and women (87%) view cancer to be extremely/very serious as compared to the other conditions. In addition, few differences emerged across different age groups with regard to the perceived seriousness of cancer. Respondents aged 50-64, 35-49 and <35 all rated cancer as extremely/very serious (84%, 85%, 84% respectively).

Heart disease is also viewed by about three in four overall as being a serious health problem, while roughly seven in ten deem Alzheimer's disease, obesity, and diabetes to be serious in this regard.

While Spain and the US tend to view most of these diseases as extremely/very serious public health problems, Germany tends to be less likely to do so compared to the other countries. Those in France, Italy, and Spain are particularly likely to consider cancer to be an extremely/very serious public health problem.

**Q1. How serious a public health problem do you believe each of the following diseases is in [insert name of country]? Base: All respondents(n=7,029)**

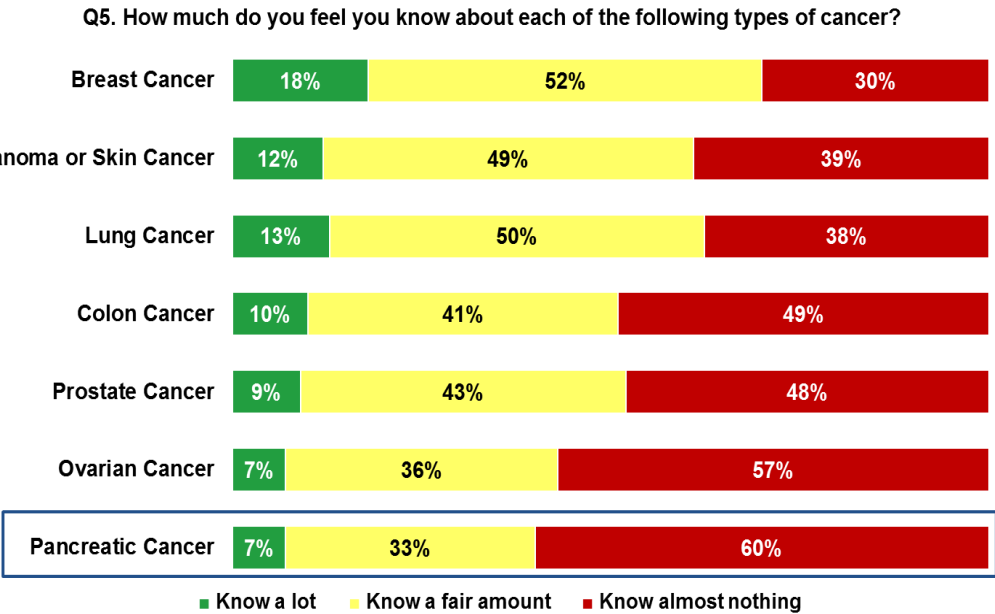
% Extremely/ Very Serious	Total	US	France	Germany	UK	Italy	Spain
	n=7,029	2,014	1,004	1,002	1,000	1,007	1,002
<b>Cancer</b>	84%	83%↓	91%↑	75%↓	78%↓	91%↑	88%↑
<b>Heart Disease</b>	77%	81%↑	81%↑	70%↓	73%↓	74%↓	81%↑
<b>Alzheimer's Disease</b>	72%	70%↓	85%↑	60%↓	66%↓	74%↑	80%↑
<b>Obesity</b>	71%	81%↑	66%	70%	72%↑	61%↓	65%
<b>Diabetes</b>	69%	78%↑	67%	63%	62%↓	69%↑	63%
<b>Mental Illness</b>	65%	72%↑	70%	35%↓	64%↓	68%	71%

↑↓ Indicate significant differences vs. three or more other countries surveyed

# KNOWLEDGE ABOUT & EXPERIENCE WITH CANCER TYPES

## KEY FINDINGS

Globally, respondents are most likely to be familiar with breast cancer, skin cancer/melanoma, and lung cancer, with over six in ten reporting that they know at least a fair amount about these diseases. Knowledge of pancreatic cancer is the lowest of the seven cancer types, with three in five saying that they know almost nothing about it.



In all countries surveyed but Germany, knowledge levels of pancreatic cancer are lowest, with 49% in the US and 64% in Europe saying they know almost nothing about it. Respondents in Germany stated they knew even less about ovarian cancer, with 80% saying that they know almost nothing about it, - compared to 57% for pancreatic cancer. Knowledge of pancreatic cancer is particularly limited in Spain and France, where just 26% and 35% of respondents respectively say that they know at least a fair amount about this type of cancer. While respondents in the US are more likely to consider themselves as knowing a lot or a fair amount about all types of cancer (breast cancer



78%, melanoma/skin cancer 72%, lung cancer 71%, colon cancer 63%, prostate cancer 62%, ovarian cancer 58%) including pancreatic cancer 51%, only 10% consider themselves to know a lot about this disease.

In contrast, 66% in Europe know a lot/at least a fair amount about breast cancer. For lung cancer, a lot/at least a fair amount is known by 59% in Europe. Breast and lung cancer tend to be better known and more top of mind, perhaps because these are the cancers that hit closest to home, as many report that someone close to them has been diagnosed with one of these conditions.

### 2012 Worldwide Cancer Statistics – New Cases

- **Breast cancer: 1.67 million**
- **Lung cancer: 1.8 million**
- **Melanoma/Skin Cancer: 2 to 3 million**
- **Colorectal cancer: 1.4 million**
- **Prostate cancer: 1.1 million men**
- **Pancreatic cancer: 337,872**

Source: Globalcan

Overall, seven in ten respondents know someone who has had one of the seven cancer types asked about. Eleven percent said they know someone who has had pancreatic cancer. Respondents in France are least likely to say that they know anyone that has had any of the cancer listed, including pancreatic cancer.

In terms of their self-assessed levels of knowledge of various types of cancer, differences between men and women tend to be most marked for those cancers which are exclusive to one gender (such as ovarian cancer for women and prostate cancer for men), although women are also more likely than men to consider themselves to be knowledgeable about melanoma.

% Know a lot/Fair Amount	Total		US		France	
	n=7,029		2,014		1,004	
	M	F	M	F	M	F
<i>(n=)</i>	3,461	3,568	910	1,104	510	494
<b>Breast Cancer</b>	<b>62%</b>	<b>77%↑</b>	<b>73%</b>	<b>82%↑</b>	<b>60%</b>	<b>73%↑</b>
<b>Lung Cancer</b>	<b>62%</b>	<b>63%</b>	<b>73%</b>	<b>69%</b>	<b>60%</b>	<b>60%</b>

Melanoma or Skin Cancer	57%	65%↑	69%	74%↑	51%	58%↑		
Prostate Cancer	56%↑	48%	70%↑	54%	52%↑	45%		
Colon Cancer	50%	51%	66%↑	60%	47%	49%		
Ovarian Cancer	34%	52%↑	51%	64%↑	28%	47%↑		
% Know a lot/Fair Amount	Germany		UK		Italy		Spain	
	1,002		1,000		1,007		1,002	
	M	F	M	F	M	F	M	F
(n=)	503	499	457	543	572	435	509	493
Breast Cancer	58%	75%↑	66%	88%↑	56%	76%↑	49%	62%↑
Lung Cancer	59%	66%↑	67%	71%	56%	62%	44%	44%
Melanoma or Skin Cancer	59%	67%↑	61%	76%↑	49%	59%↑	40%	46%
Prostate Cancer	52%↑	43%	60%	55%	51%	51%	35%	32%
Colon Cancer	55%	59%	35%	43%↑	46%	51%	35%	36%
Ovarian Cancer	15%	24%↑	33%	63%↑	37%	64%↑	24%	39%↑
Pancreatic Cancer	41%	46%	34%	38%	36%	44%↑	26%	25%

Note: Arrows indicate a significant difference between men and women.

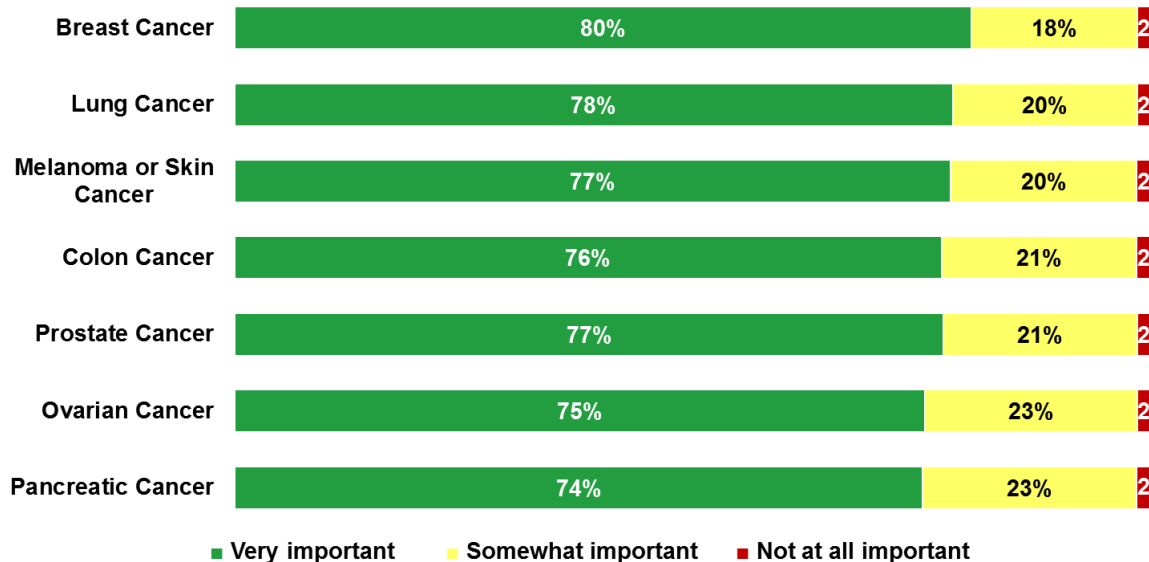
# IMPORTANCE OF PUBLIC AWARENESS

## KEY FINDINGS

With cancer (in general) ranking as the top condition the public should be aware of, there is little differentiation when it comes to the importance of raising awareness about the various types of cancer. Breast and lung cancers – those that already have among the highest levels of familiarity – rise to the top, but only by a small margin.

Three in four respondents globally feel that it is very important that the public be aware of pancreatic cancer, on par with other types of cancer. Very few feel that public awareness of these cancers is not at all important.

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



Those from Spain and Great Britain are particularly likely to believe that public awareness is important for each type of cancer, while those in France and Germany are slightly less likely to feel this way.

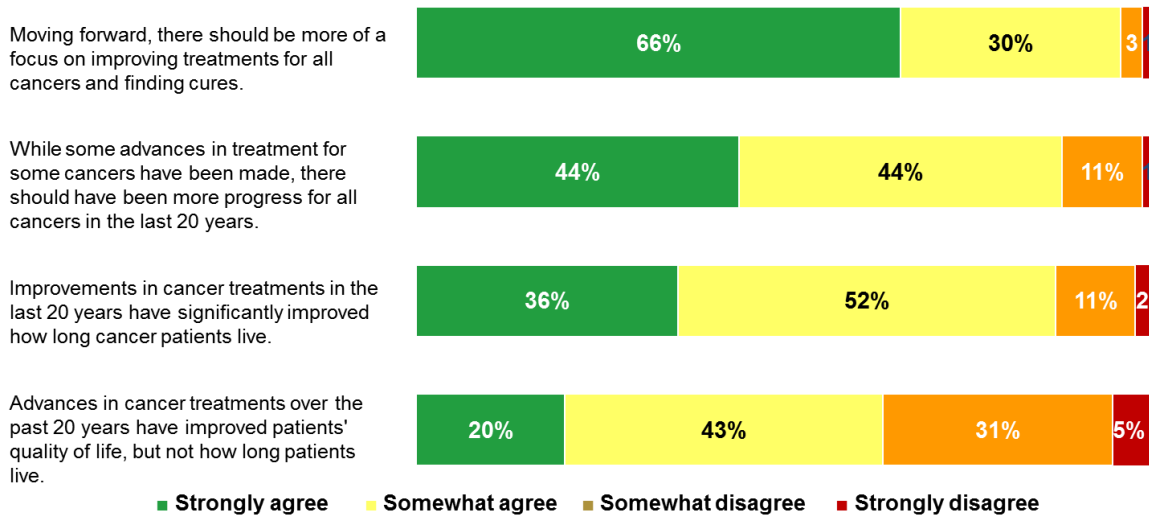
# MAKING PROGRESS AGAINST CANCER

## KEY FINDINGS

Across the seven countries surveyed, nearly nine in ten agree – including nearly half in both the US (45%) and Europe (44%) who *strongly* agree – that more progress for all cancers should have been made in the last 20 years.

Likewise, two thirds of respondents overall *strongly* agree that there should be a focus on improving treatments for all cancers and finding cures.

**Q9. For each of the following statements, please indicate how much you agree or disagree:**



Respondents in the US and Europe hold nearly identical views regarding improvements in treating cancer. There is near universal agreement that there should be a greater focus on improving treatments of all cancers and finding cures, with two thirds *strongly* agreeing, with those in Spain being most likely to agree.

Though nine in ten agree that while some advances have been made, there should have been more advances in the past 20 years, nearly as many also agree that improvements over the past few decades have improved how long cancer patients live. Fewer agree that improvements have helped with quality of life, but not life span.

**Q9. For each of the following statements, please indicate how much you agree or disagree:  
Select one answer per statement) Base: All respondents (n=7,029)**

% Strongly Agree	Total	US	France	Germany	UK	Italy	Spain
	n=7,029	2,014	1,004	1,002	1,000	1,007	1,002
Moving forward, there should be more of a focus on improving treatments for all cancers and finding cures.	66%	65%	62%	67%	65%	66%	74%↑
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.	44%	45%↑	40%↓	37%↓	38%↓	47%↑	58%↑
Improvements in cancer treatments in the last 20 years have significantly improved how long cancer patients live.	36%	36%	36%	30%↓	37%	32%↓	42%↑
Advances in cancer treatments over the past 20 years have improved patients' quality of life, but not how long patients live.	20%	20%	25%↑	14%↓	15%↓	21%	25%↑

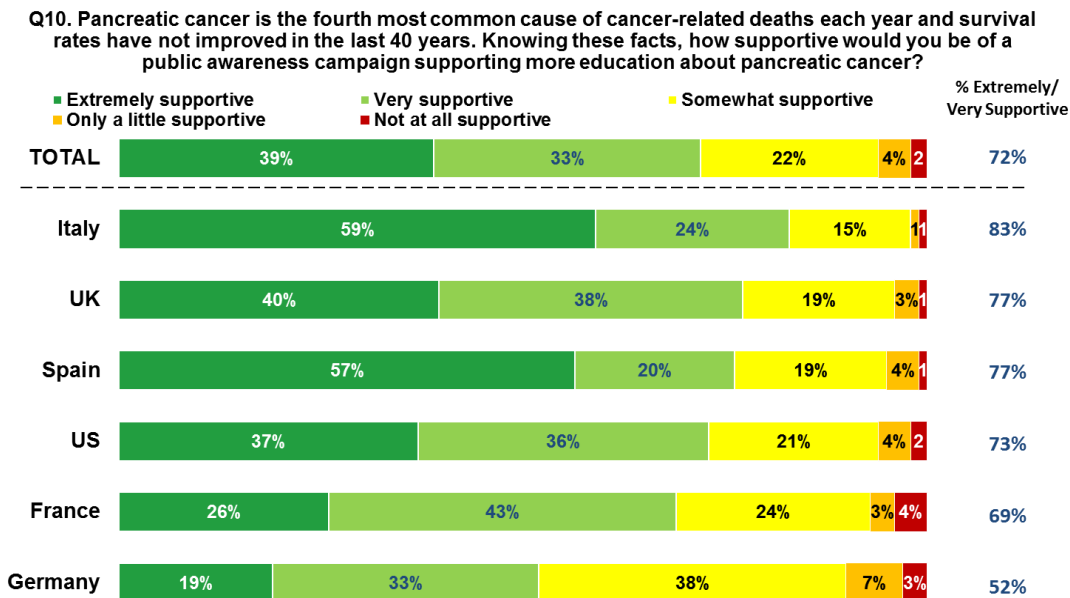
↑↓ Indicate significant differences vs. three or more other countries surveyed

# PANCREATIC CANCER: WIDESPREAD SUPPORT FOR PUBLIC AWARENESS CAMPAIGN

## KEY FINDINGS

After reading a statement regarding the poor (and stagnant) survival rates of pancreatic cancer, majorities across countries say that they would support a public awareness campaign supporting more education about pancreatic cancer. In the US and Europe, three in four respondents feel it is very important that the public be aware of pancreatic cancer.

Respondents in Italy and Spain are particularly supportive of this type of campaign, while those in Germany are much less so.



Those who are extremely supportive of a public awareness campaign about pancreatic cancer also tend to:

- Be more likely to consider cancer to be an extremely serious public health problem (70%)
- Consider their country to be losing ground in terms of dealing with it (19%)

- Consider public awareness of cancer to be very important (91%)
- Consider themselves to know a lot or a fair amount about pancreatic cancer (45%)
- Know someone with pancreatic cancer, or have had it themselves (15%)
- Believe that all groups – from government agencies to medical researchers – should play a role in increasing public awareness of cancer (89% to 96%)
- Be female (42% vs. 37% of men) and married (41% vs. 38% of unmarried adults)

Among those who would be.....	Extremely Supportive (39%)	Very Supportive (33%)	Somewhat, just a little, or not supportive (28%)
<b>Base (n=):</b>	<b>2,740</b>	<b>2,326</b>	<b>1,963</b>
Consider cancer to be an extremely serious public health problem	70%	50%	35%
Consider their country to be <i>losing ground</i> in terms of progress dealing with cancer	19%	11%	11%
Consider it to be very important that the public be aware of cancer	91%	81%	57%
Consider themselves to know a lot or a fair amount about pancreatic cancer	45%	39%	34%
Has had pancreatic cancer or has someone close to them who has had cancer	15%	9%	7%
Believe that all groups (medical researchers, non-profit cancer organizations, etc.) should be involved in increasing public awareness of cancer	96-89% (range)	93%-85% (range)	79%-67% (range)

# PANCREATIC CANCER: GOALS FOR A PUBLIC AWARENESS CAMPAIGN

## KEY FINDINGS

When it comes to raising awareness about pancreatic cancer, supporting ways to increase screening and earlier diagnosis emerges as the top-ranked goal, followed by a call for more research to prevent this type of cancer. At the other end of the spectrum, raising public awareness around the lack of progress in treating pancreatic cancer is seen as being the lowest priority.

Across markets, but particularly in France and Great Britain, the top priority for a public awareness campaign revolves around supporting early screenings and diagnosis. The one exception is Spain, where additional research on the prevention of pancreatic cancer is more likely to be seen as most important. Germans are considerably more likely to consider a focus on raising funds to be among the top two goals.

**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. Base: All respondents (n=7,029)**

Ranked #1 or #2	Total n=7,029	US 2,014	France 1,004	Germany 1,002	UK 1,000	Italy 1,007	Spain 1,002
Support ways to increase screening and earlier diagnosis for pancreatic cancer	61%	61%	69%↑	51%↓	70%↑	61%	56%↓
Call for more research to prevent pancreatic cancer	53%	44%↓	60%	60%	46%↓	56%	59%
Focus on raising funds for medical research to improve pancreatic cancer treatments	33%	35%	23%↓	40%↑	32%	29%↓	35%
Raise public awareness of the lack of progress in treating pancreatic cancer	27%	30%↑	26%	23%	25%	25%	26%
Educate the public on how they can further support progress in treating pancreatic disease	27%	29%	23%	26%	26%	29%	24%

↑↓ Indicate significant differences vs. three or more other countries surveyed



# PANCREATIC CANCER: INVOLVEMENT IN PUBLIC AWARENESS

## KEY FINDINGS

Half of all respondents globally would take action to support public awareness of pancreatic cancer, including majorities in the US, Italy, and Spain. Fewer in France and Germany are willing to take steps to help this cause.

Overall, similar proportions say that they would donate money, participate in a fundraising event, or volunteer their time to a support group.

Those in the US and the UK are particularly likely to donate money if asked, while those in Spain are more likely to participate in fundraising or to volunteer their time.

Q12. Which of the following, if any, would you do to support public awareness of pancreatic cancer? (Please select all that apply). Base: All respondents(n=7,029)							
	Total	US	France	Germany	UK	Italy	Spain
Base (n=)	7,029	2,014	1,004	1,002	1,000	1,007	1,002
I would donate money if asked	25%	32%↑	16%↓	17%↓	32%↑	23%↑	19%↓
I would participate in an annual fundraising event	24%	28%↑	16%↓	20%	22%	22%	36%↑
I would actively volunteer my time to a support group	20%	21%↑	17%↓	14%↓	12%↓	22%↑	33%↑
I support the idea of increasing public awareness of pancreatic cancer, but would not take any of the actions above	45%	41%↓	54%↑	49%↑	48%↑	43%↓	38%↓
I do not support the idea of increasing public awareness of pancreatic cancer, and wouldn't take any of the actions above	5%	4%↑	6%↑	11%↑	2%↓	2%↓	2%↓
<b>% Would take action (Net)</b>	<b>50%</b>	<b>54%↑</b>	<b>39%↓</b>	<b>40%↓</b>	<b>49%↓</b>	<b>55%↑</b>	<b>60%↑</b>

# PANCREATIC CANCER: WHO SHOULD BE LEADING THE EFFORT?

## KEY FINDINGS

Overall, respondents in all countries are most likely to believe that medical researchers/scientists (70%) should be leading efforts to increase public awareness about cancer, with majorities (60%) also believing that medical societies should play a significant role.

Opinions are more varied by country when it comes to the role of government agencies, patient advocacy groups, and companies that make cancer treatments.

Those in the UK and Spain are more likely to favor government involvement, while those in the US and Spain would like to see patient advocacy groups and companies playing a big role in increasing public awareness.

Q8. To what extent do you think each of the following groups should be involved in increasing public awareness about cancer? Base: All respondents (n=7,029)							
% Be a leader/ Play a Significant Role	Total	US	France	Germany	UK	Italy	Spain
	n=7,029	2,014	1,004	1,002	1,000	1,007	1,002
Medical researchers/scientists	70%	68%	65%↓	70%	65%↓	75%↑	76%↑
Medical Societies	60%	62%↑	58%	59%	57%	54%↓	68%↑
Non-profit cancer organizations	58%	64%↑	57%	55%	62%↑	49%↓	56%
Government agencies	52%	42%↓	57%	39%↓	63%↑	58%	64%↑
Patient advocacy groups	49%	57%↑	35%↓	48%	45%	47%	58%↑
Companies that make cancer treatments	48%	51%↑	45%↓	39%↓	42%↓	53%↑	58%↑

↑↓ Indicate significant differences vs. three or more other countries surveyed

Note: Non-profit cancer organizations are defined as primarily fundraising focused groups, while patient advocacy groups are defined as those providing resources and/or advocating on behalf of patients.

## APPENDIX: TOP LINE RESULTS – UNITED STATES

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

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

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

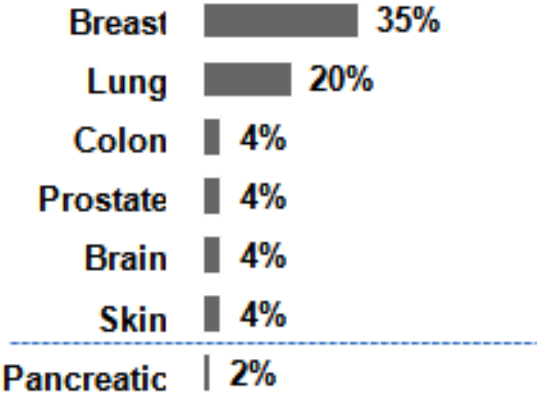
	<u>Heart Disease</u>	<u>Cancer</u>	<u>Alzheimer's Disease</u>	<u>Diabetes</u>	<u>Mental Illness</u>	<u>Obesity</u>
<b>Making progress</b>	36%	42%	23%	29%	14%	20%
<b>About the same</b>	56%	49%	65%	58%	60%	48%
<b>Losing ground</b>	8%	9%	12%	13%	27%	32%

Q3. How important do you believe it is that the public is aware in the US 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>
<b>% Very/somewhat important</b>	98%	97%	97%	97%	96%	96%
<b>Very important</b>	77%	67%	76%	73%	72%	74%
<b>Somewhat important</b>	21%	29%	21%	24%	24%	22%
<b>Not at all important</b>	2%	3%	3%	3%	4%	4%

Q4. When you hear the word ‘cancer,’ what types of cancers come to mind? [OPEN END] (First mention)

**Top Four Mentions – US**



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

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

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

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

	<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>Melanoma or Skin Cancer</u>
<b>% Very/somewhat important</b>	97%	97%	97%	97%	97%	97%	97%
<b>Very important</b>	81%	74%	79%	76%	75%	77%	78%
<b>Somewhat important</b>	16%	23%	18%	21%	22%	20%	19%
<b>Not at all important</b>	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 in the US?

	<u>Medical researchers/scientists</u>	<u>Non-profit cancer orgs</u>	<u>Medical Societies</u>	<u>Patient advocacy groups</u>	<u>Companies that make cancer treatments</u>	<u>Government agencies</u>
<b>% Play a role or Support</b>	90%	90%	90%	89%	84%	81%
<b>Be a leader /play a significant role</b>	68%	64%	62%	57%	51%	42%
<b>Support, but not play a significant role</b>	22%	26%	27%	32%	32%	39%
<b>Not be involved</b>	3%	3%	3%	3%	9%	12%
<b>Don't know</b>	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 Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>% Agree (net)</u>	<u>% Disagree (net)</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 in the US supporting more education about pancreatic cancer?

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

Statement	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	% Rank ½ (net)
<b>Support ways to increase screening and earlier diagnosis for pancreatic cancer</b>	39%	22%	17%	12%	10%	61%
<b>Call for more research to prevent pancreatic cancer</b>	22%	22%	20%	18%	18%	44%
<b>Focus on raising funds for medical research to improve pancreatic cancer treatments</b>	13%	21%	22%	22%	21%	35%
<b>Raise public awareness of the lack of progress in treating pancreatic cancer</b>	14%	16%	19%	21%	30%	30%
<b>Educate the public on how they can further support progress in treating pancreatic disease</b>	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)

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

## FOR MORE INFORMATION

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### ABOUT CELGENE

Celgene Corporation, headquartered in Summit, New Jersey, is an integrated global pharmaceutical company engaged primarily in the discovery, development and commercialization of innovative therapies for the treatment of cancer and inflammatory diseases through gene and protein regulation. For more information, please visit [www.celgene.com](http://www.celgene.com). Follow us on Twitter [@Celgene](https://twitter.com/Celgene).

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