

# National Association for Colitis and Crohn's Disease

## Public Awareness Survey

20 May 2009

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# Introduction

# Introduction

This report details the results of the NACC Public Awareness survey. Face to face CAPI (Computer Aided Personal Interviewing) was conducted using Capibus, Ipsos MORI's weekly omnibus. In total 2,023 adults aged 15 and above were surveyed between 1<sup>st</sup> May and 7<sup>th</sup> May 2009.

The results detailed in this report have been weighted to the known profile of the Great Britain. The total weighted GB sample is 2,023.

The research carried out for this project has been done in compliance with the MRS / Esomar Code, the Data Protection Act, and ISO 20252.

## Interpretation of the data

The overall results of each question are shown graphically. Comment is then made on the overall results, as well as any statistically significant differences across the demographic data collected as part of the survey. Where an asterisk (\*) appears it indicates a percentage of less than one, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding the decimal points up or down.

## Acknowledgements

Ipsos MORI would like to thank Richard Driscoll at the NACC for his help and advice throughout the research, as well as the 2,023 members of the public who gave up their time to take part in the survey.

## Publication of the data

Our standard Terms and Conditions apply to this research, as to all studies we carry out. Compliance with the MRS Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have research findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly represented.

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# Main Results

# Main Results

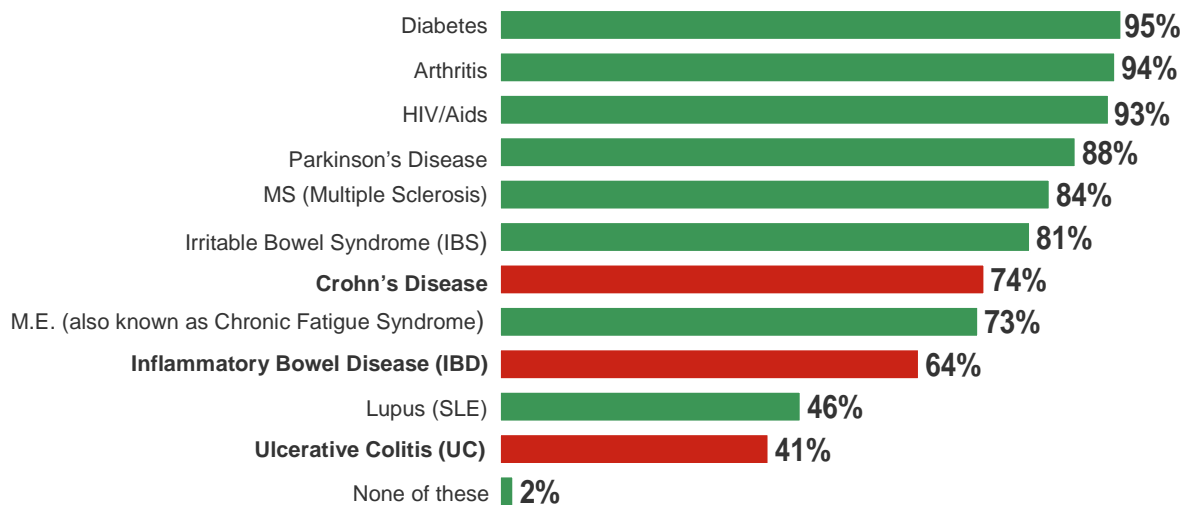
## Awareness

To measure awareness of Crohn's, Inflammatory Bowel Disease (IBD), and Ulcerative Colitis (UC), respondents were asked to pick from a list those chronic (i.e.) ongoing illnesses they had heard of.

The chart below shows that the three illnesses being examined in this survey have a lower level of awareness compared to illnesses such as Diabetes, Arthritis and HIV/Aids. Nevertheless, three-quarters of respondents have heard of Crohn's Disease (74%), while nearly two-thirds have heard of IBD (64%) and two-fifths have heard of UC (41%).

## Awareness of chronic illnesses

Which of the following chronic (i.e. ongoing) illnesses have you heard of?



Base: All respondents (2023), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI

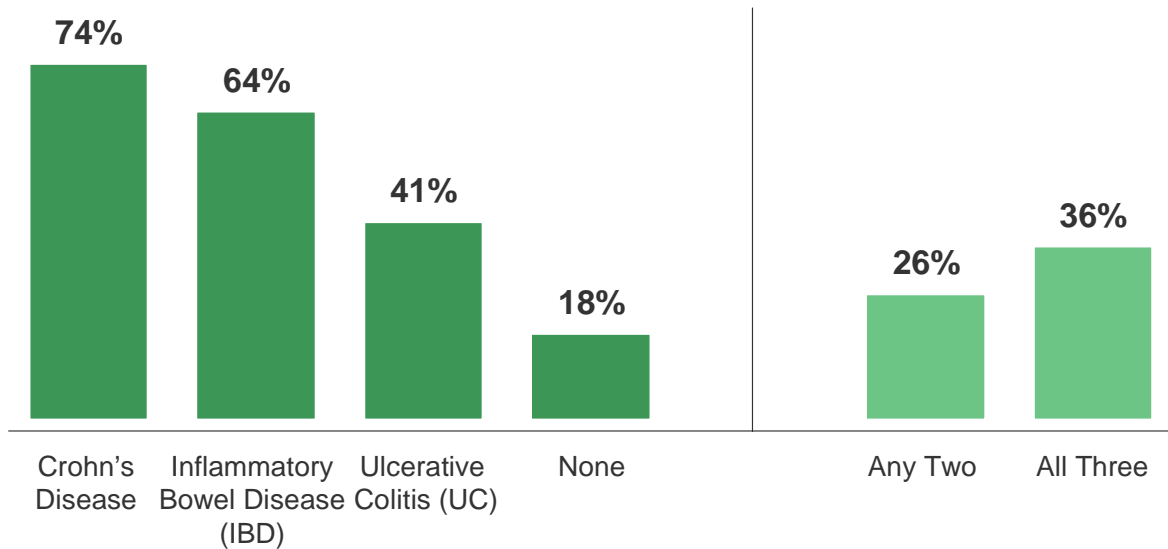


Source: Ipsos MORI

When looking specifically at awareness of Crohn's, IBD and UC, nearly a fifth of respondents have not heard of any of them (18%). However, a quarter have heard of two (26%) and over a third have heard of all three (36%).

## Awareness

Which of the following chronic (i.e. ongoing) illnesses have you heard of?



Base: All respondents (2023), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



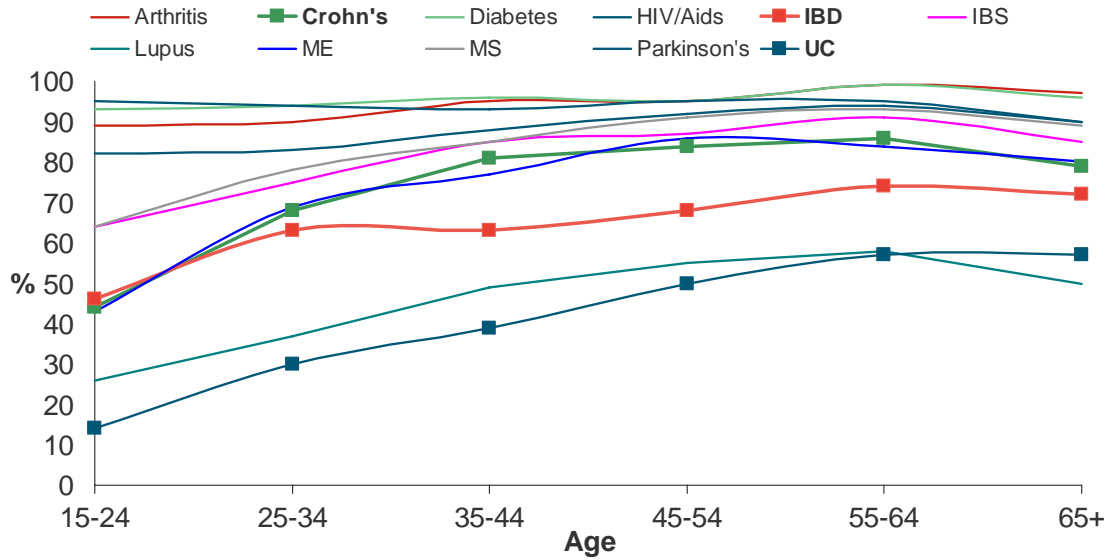
Source: Ipsos MORI

Upon an examination of key sub-groups, there are a number of significant findings:

- Age** – Awareness of the three conditions is lowest among the young. The following line-graph illustrates the rise in awareness as age increases in relation to Crohn's, IBD and UC. It is interesting to notice the difference in comparison with the more well-known illnesses which show a sustained level of awareness across the age-groups. Looking more closely, awareness is lowest among the 15-24 age group; approaching two-fifths have heard of Crohn's (44%), nearly half have heard of IBD (46%), and a seventh have heard of UC (14%). Those aged 55-64 are the most aware; nearly nine-tenths have heard of Crohn's (86%); three-quarters are aware of IBD (74%), and nearly three-fifths (57%) have heard of UC.

## Awareness according to age

Which of the following chronic (i.e. ongoing) illnesses have you heard of?



Base: 15-24 (308); 25-34 (276); 35-44 (352); 45-54 (296); 55-64 (357); 65+ (434), fieldwork dates: 01 May 2009 – 07 May 2009

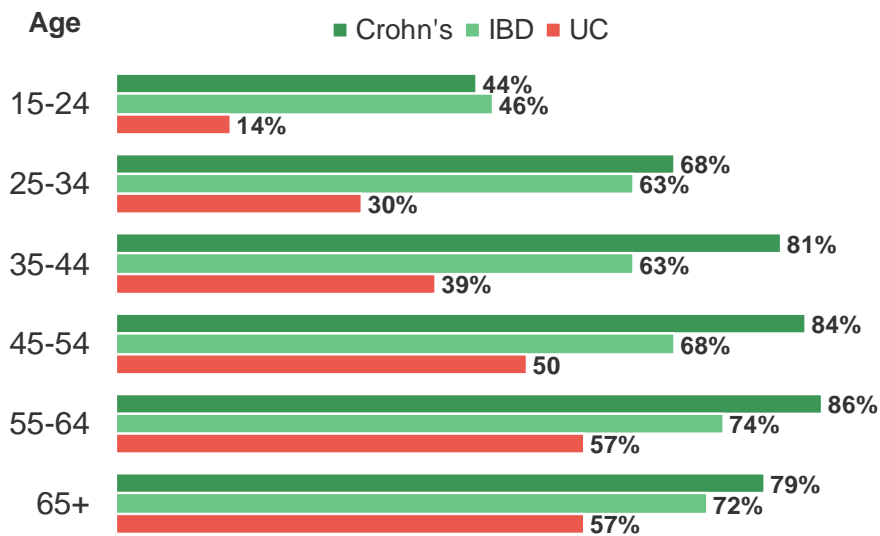
Ipsos MORI



Source: Ipsos MORI

## Awareness according to age

Which of the following chronic (i.e. ongoing) illnesses have you heard of?



Base: 15-24 (308); 25-34 (276); 35-44 (352); 45-54 (296); 55-64 (357); 65+ (434), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

- **Gender** - Awareness among women is 12 percentage points higher than men for Crohn's (80% compared with 68%), fifteen percentage points higher for IBD (72% compared with 57%), and nineteen percentage points higher for UC (50% compared with 31%).
- **Education** - Those with no formal qualification demonstrate lower awareness than respondents overall, this is most pronounced with regards Crohn's (62% for those with no qualification compared with 74% overall). Concerning awareness of UC, over half of respondents with a degree, masters or PHD are aware of the illness, twelve percentage points higher than overall (53% compared with 41%).
- **Region** - Those living in the South-east and Scotland appear to be the most aware of the three illnesses, those living in the North-west appear least aware. Taking an example, awareness of Crohn's disease is just over half in the North-west (55%) whereas in the South-east and Scotland respectively a vast majority are aware of it (86% and 85% respectively). Furthermore, respondents living in Greater London appear less aware in comparison to respondents overall; three-fifths have heard of Crohn's (61% compared with 74%), over half have heard of IBD (55% compared with 64%), and a third have heard of UC (34% compared with 41%). When looking at awareness of any of the three conditions, this is lowest in the North West with 67% aware of at least one, London where 69% is aware of at least one, compared to the highest in the South East where 92% is aware of each one.
- **Newspaper readership** - Those who read broadsheets are more likely to have heard of all three illnesses than readers of tabloids. This finding is most pronounced in relation to UC where over half of broadsheet readers are aware of it compared with a third of tabloid readers (57% compared with 33%).
- **Social grade** - Respondents in social grade AB are more likely to have heard of the three illnesses than those in social grade DE (Crohn's: 87% compared with 59%; IBD: 74% compared with 57%; UC: 54% compared with 27%). (Please see Appendix for social grade definitions).

## Personal experience

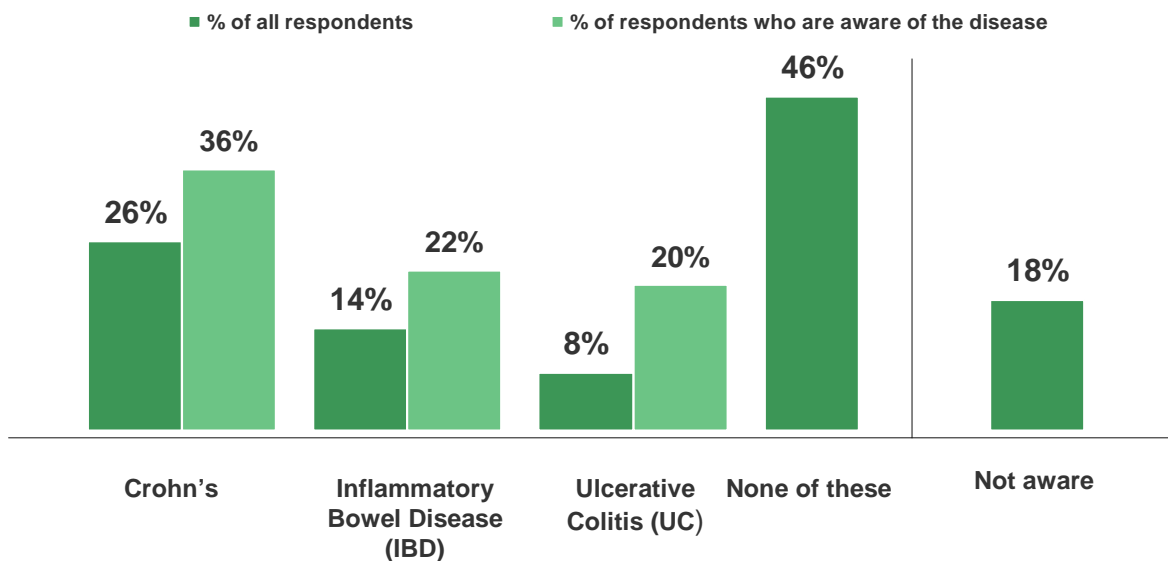
Following from the awareness question, respondents who were aware of one of the three conditions were asked if they know anyone who has Crohn's Disease, IBD or UC.

For the population as a whole, that chart below shows that a quarter of respondents know someone who has Crohn's (26%), a seventh know someone who has IBD (14%), while only eight per cent know someone who has UC. Nearly half do not know anyone who has any of the three illnesses (46%).

The below chart demonstrates the above mentioned findings while also documenting the proportion of people aware of each of the conditions who know someone with it. Of those respondents aware of Crohn's a third know someone who has it (36%), while a fifth of respondents who are aware of IBD and a fifth of respondents aware of UC also know someone who has the corresponding illness (22% and 20% respectively).

## Personal experience

Do you know anyone who has...?



Base: All respondents (2023) all aware of Crohn's (1,441), IBD (1,273); UC (816), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

## Understanding of IBD

To assess respondents understanding of Inflammatory Bowel Disease, they were asked to place its severity next to one of a number of well known illnesses having been told the following: “You may or may not know that Crohn’s Disease and Ulcerative Colitis are both forms of Inflammatory Bowel Disease or IBD.”

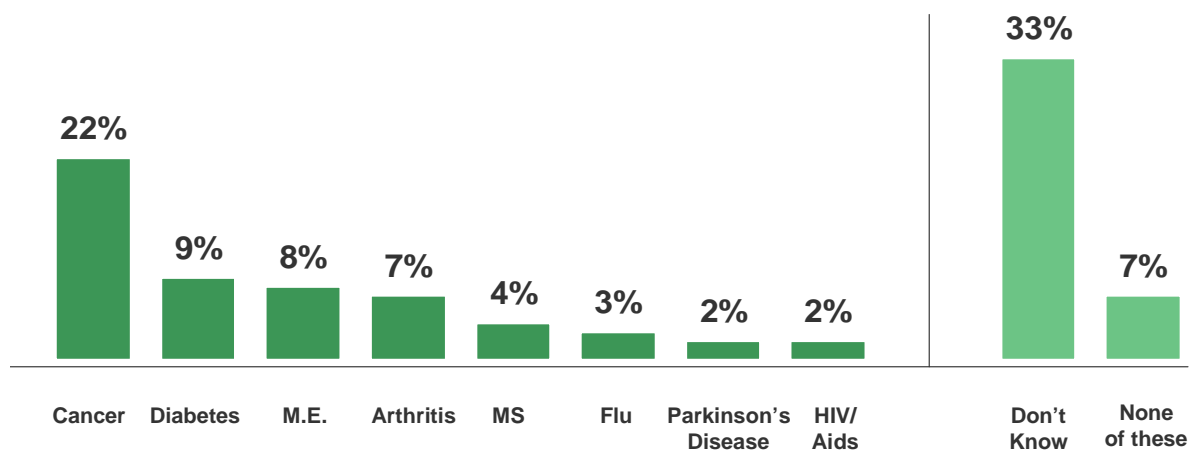
As can be seen below, over a fifth place IBD closest to Cancer in terms of severity (22%). This is significantly higher than any other illness; Diabetes, M.E. and Arthritis all receive a similar level of severity placement behind Cancer (9%, 8%, and 7% respectively). The most significant finding is that a third do not know which illness to place IBD closest to (33%) and seven per cent feel they cannot place it next to any.

Those respondents aware of any of the three conditions place it closest to Cancer in terms of severity. However, 37% of those aware of any of the conditions (Crohn’s, IBD or UC) were not able to compare its severity against any other condition mentioned.

Those who know someone with Crohn’s, IBD or UC are less likely to respond ‘Don’t know’; those respondents who know someone with either one of these three diseases are ten percentage points less likely than respondents overall (23% compared with 33%).

## Understanding of IBD

In terms of severity, which one of the following illnesses, if any, would you place Inflammatory Bowel Disease or IBD closest to?



Base: All respondents (2023), fieldwork dates: 01 May 2009 – 07 May 2009

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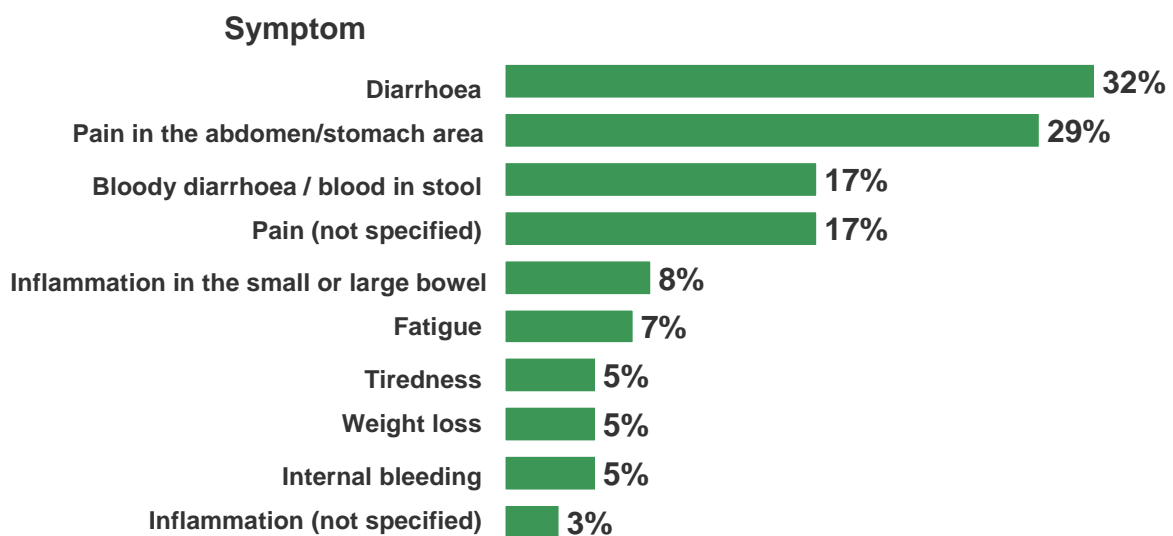
Source: Ipsos MORI

## Symptoms of IBD

The chart below shows that when asked to name any symptoms of IBD, a third of respondents state diarrhoea (32%). Almost a third mention pain in the abdomen/stomach area (29%), while a sixth of respondents believe bloody diarrhoea / blood in stool and pain generally are symptoms (17% for both).

## Symptoms of IBD

Can you name any symptoms of Inflammatory Bowel Disease? Any more?



Base: All aware of Crohn's Disease, IBD, or Ulcerative Colitis (1614), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

- Know Anyone** - Those who know someone who has any of Crohn's, IBD, and UC are more likely than respondents that do not to say diarrhoea is a symptom (43% compared with 23%) and more likely to say pain in abdomen/stomach area is a symptom (38% compared with 23%). However, 21% of those who know someone were unable to name any symptoms. Amongst those who do not know anyone with any of the conditions, 47% are unable to state any symptoms.

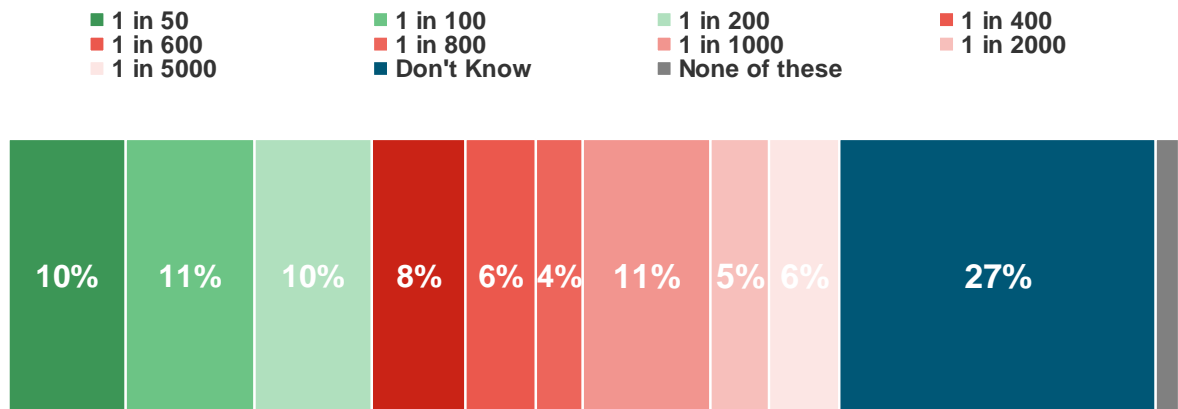
## Estimates of those who have IBD

Respondents were asked to choose a category that most accurately reflected the number of people in the UK who currently have IBD.

The findings suggest a lack of knowledge of this figure. A quarter of respondents say they 'Don't know' how many people in the UK currently have IBD (27%), while a tenth state 1 in 200 (10%), the closest figure to the actual figure of 1 in 250.

## Estimates of those who have IBD

Which, if any do you think most accurately reflects the number of people in the UK who currently have Inflammatory Bowel Disease (so that includes people who have either Crohn's Disease or Ulcerative Colitis (UC))?



Base: All aware of Crohn's Disease, IBD, or Ulcerative Colitis (1614), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

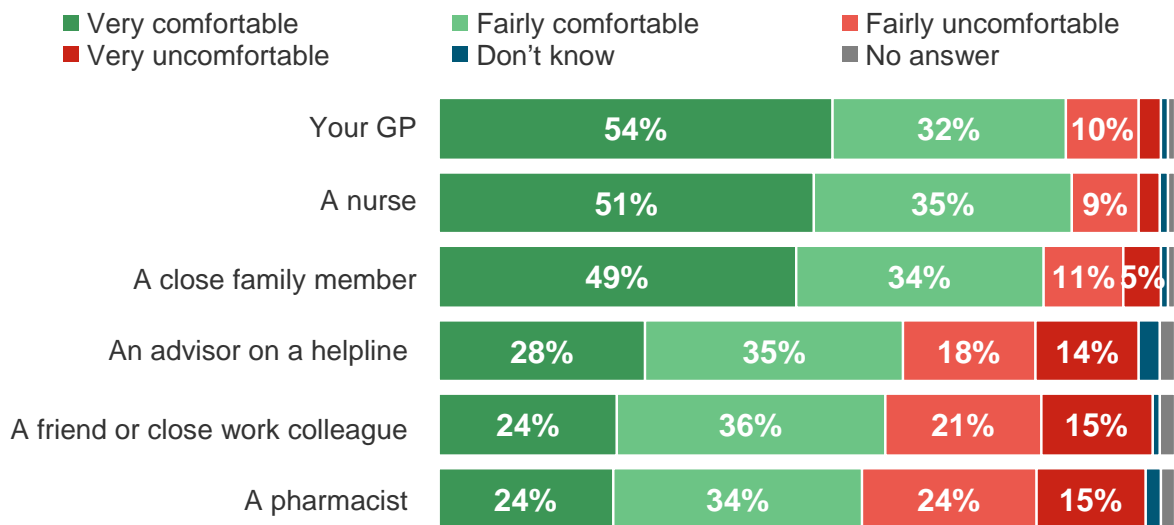
## Comfort in talking about bowel problems

To try and discover how comfortable respondents would be in talking about bowel problems, they were asked how comfortable they would feel in talking about this, if they had any, to a variety of different people.

When taking very and fairly comfortable as a combined score, the respondent's GP and a Nurse are both considered the most comfortable to talk to (86% for both), closely followed by a close family member (83%). A pharmacist received the lowest comfort level, yet the majority of respondents would still feel at least fairly comfortable talking to them about their bowel problems (58%).

## Comfort in talking about bowel problems

If you had any problems or concerns about your bowels, please rate your level of comfort in talking about them to:



Base: All valid responses (2023), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

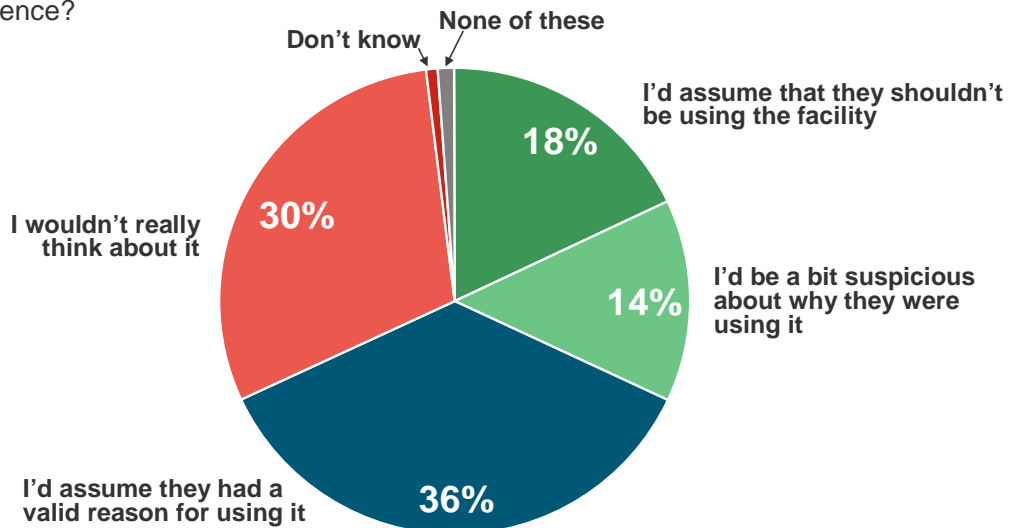
## Use of a public toilet

When asked about attitudes towards the use of a disabled toilet by a perceptibly well looking person responses varied.

Over a third of respondents say they would assume the person had a reason for using it (36%). Just under a third would not really think about it (30%), while nearly a fifth assume they shouldn't be using it (18%) and a seventh would be a bit suspicious (14%).

## Use of public toilet

Which, if any, of the answers on this card come closest to what you generally would think if you saw someone who looked perfectly well, using a disabled toilet in a public convenience?



Base: All respondents (2023), fieldwork dates: 01 May 2009 – 07 May 2009

Ipsos MORI



Source: Ipsos MORI

Upon examining key sub-groups, here are some key findings:

**Age** - Older people appear more trusting than the young; two-fifths of those aged 55-64 would assume they had a valid reason for using it (44%) compared to a quarter of those aged 15-24 (26%). However, young people seem, on the whole, less concerned; two-fifths of 25-34 year olds wouldn't really think about it (40%), which is almost double the proportion of those aged 65+ responding in the same way (22%).

**Newspaper readership** - A quarter of tabloid readers assume that the person shouldn't be using the facility, compared to less than a fifth of broadsheet readers (24% compared with 14%).

## Appendix - Social Grade Definitions

The grades detailed below are the definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by Ipsos MORI.

<i>Social Grades</i>		
	<b>Social Class</b>	<b>Occupation of Chief Income Earner</b>
A	Upper Middle	Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
B	Middle	People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
C1	Lower Middle	All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
C2	Skilled Working	Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
D	Working	Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
E	Those at the lowest levels of subsistence	Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income