

ABOUT THE STUDY

Background

In April 2014, Pfizer conducted a national omnibus study which examined the general public's understanding of breast cancer, and specifically, metastatic disease which affects about 150,000-250,000 women and men in the U.S.¹ While previous studies have investigated the perceptions of metastatic breast cancer (MBC) patients, no other study has examined the general public's perspective on MBC in the U.S., making this study the first of its kind. This study is part of a larger linguistics initiative which aims to broaden breast cancer conversation to be more inclusive of MBC.

Partnership

The national omnibus was developed and analyzed hand-in-hand with a steering committee comprised of metastatic breast cancer patient advocates, health care professionals and professional linguists.

Methodology

- Online poll in United States
 - Over-indexing in CA, MA, TX, FL, IL, MN
 - 2,090 respondents aged 18+ (male and female)
 - Representative of US population
- Pfizer commissioned the research firm, Kelton, to conduct the survey*

KEY RESEARCH FINDINGS

This research uncovered a lack of public knowledge about breast cancers, summarized below. Full results will be made available in late 2014.

General Awareness

Familiarity with breast cancer is high (**40%**) compared to other cancers such as lung (**31%**), prostate (**28%**) and ovarian (**27%**)

However, many admit that they know little to nothing about the terms "advanced breast cancer" (**49%**) or "metastatic breast cancer" (**61%**)

Lack of Understanding

MISPERCEPTIONS

REALITY

72%

believe that **breast cancer in the advanced stages is curable** if diagnosed early

Currently, there is no cure for metastatic disease – the most advanced stage of breast cancer. The **median survival after an MBC diagnosis is approximately three years.**² However, new treatments are on the horizon that seek to build on current therapies and improve survival rates.

50%

believe breast cancer progresses from either not taking the right treatment or preventative measures, signaling potential **patient stigmatization**

Breast cancer can spread quickly and inexplicably, regardless of treatment or preventative measures taken. Indeed, nearly 30% of women with early breast cancer will **eventually develop metastatic breast cancer.**³

50%

believe that there have been **tremendous advancements related to breast cancer in the past 10 years**, making it curable.

While there have been advancements for some breast cancers, **for patients with ER+, HER2- metastatic disease there has not been a significant advancement in the standard of care** of first-line treatment since the introduction of aromatase inhibitors more than 15 years ago.^{4,5,6}

29%

think a person's race has an impact on their chance of survival from breast cancer

While death rates are decreasing across ethnicities, **survival rates are lower in certain ethnicities than in the Caucasian population.** African American women with breast cancer are on average 40% more likely to die of the disease than white women with breast cancer.⁷ For Hispanic women, breast cancer is the leading cause of cancer death.⁸ **Disparities exist for multiple reasons** including unequal access to medical care, as well as socioeconomic and biological differences.⁹

References

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