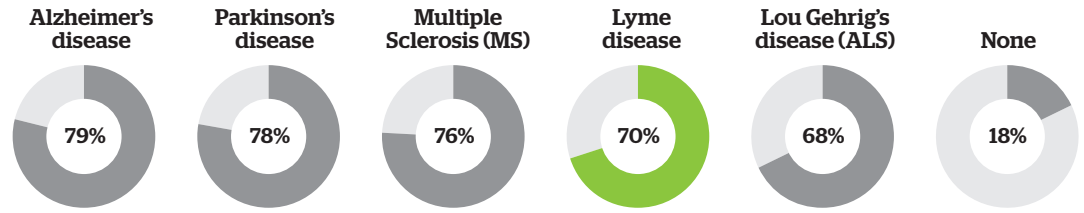


Lyme Disease in Canada

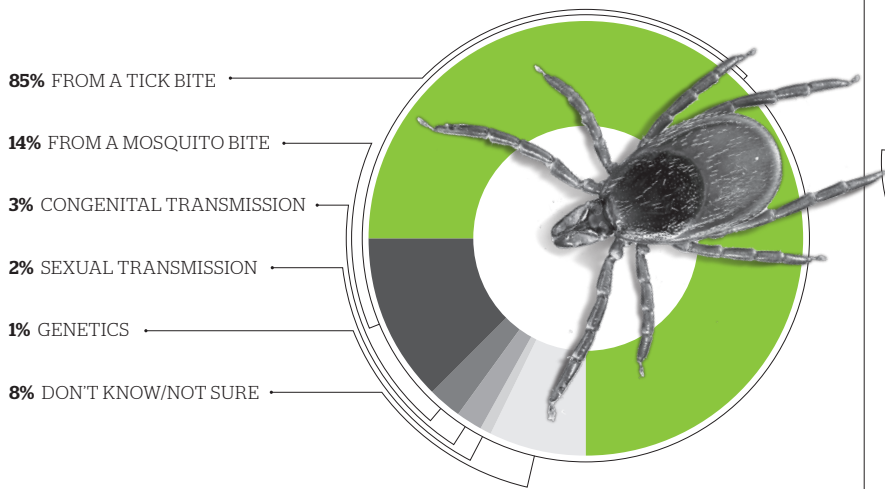
A benchmark public opinion study, 2017

Canadians know Lyme disease by name. Most acknowledge having some information about the disease, such as it being contractible via a tick bite

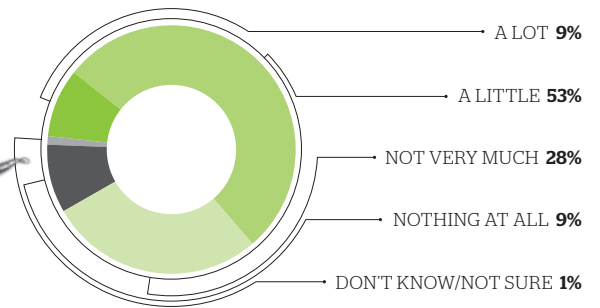
Which of the following diseases have you heard of?



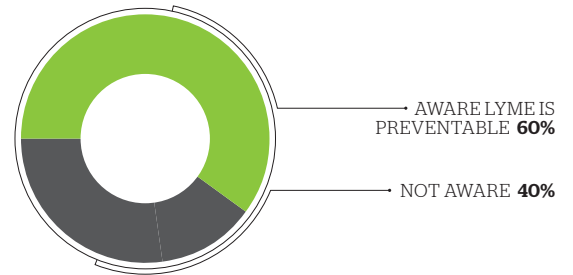
To your knowledge, how can a person contract Lyme disease?



How much would you say you know about Lyme disease?



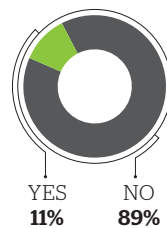
A full 40% of Canadians are NOT aware that Lyme disease is a fully preventable disease



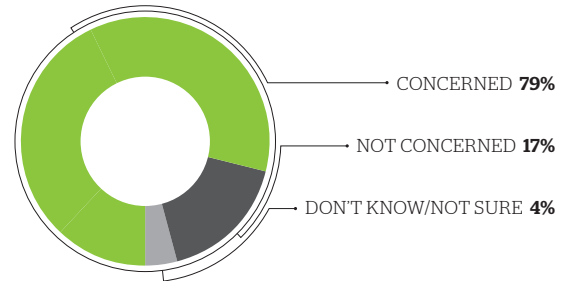
One-in-ten Canadians claim that they or someone they know in Canada, has been diagnosed with Lyme disease. Compared to the number of reported cases by the Public Health Agency of Canada for 2015, this exposes a potentially HUGE gap (917 reported cases vs. ~3 million people claiming to have been diagnosed) in the prevalence of this disease (even within the margin of error of 3 percentage points at the 95% confidence level).

Disease/Disorder	~# of cases in Canada (as of 2015)*
Fibromyalgia	1,000,000
Chronic Fatigue Syndrome	1,000,000
Alzheimers/other dementias	747,000
Parkinsons	100,000
MS	100,000
ALS/Lou Gehrig's disease	3,000
Lyme disease	917

Have you, or someone you know in Canada, been diagnosed with Lyme disease?



Almost 80% of Canadians are generally concerned about getting Lyme disease



*SOURCES: STATISTICS CANADA/CANADIAN COMMUNITY HEALTH SURVEY, 2015; ALZHEIMER.CA; PARKINSONSOCIETY.CA; MSSOCIETY.CA; ALS.SCA

- Online study with Canadians aged 18+
- English and French language
- Margin of error +/- 3 percentage points, 19 times out of 20, had the entire population of Canada been surveyed
- Nationally representative sample by region, gender, age, work status, children at home status
- Data collected between March 7 and 12, 2017
- N=1,200 interviews

THE CLEAN SLATE GROUP
GIVING INSIGHTS A FRESH START

PERFORMED DESIGN, ANALYSIS AND REPORTING

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logit RESEARCH EXECUTED

COMMISSIONED TO CONDUCT DATA COLLECTION AND PROCESSING