



Prostate Cancer
Foundation
Curing Together.

PCF 3P Report 2018:

Public Perception of Prostate Cancer

Executive Summary

Americans Are Confused About The Need For Prostate Cancer Screening

Nearly 3 in 4 Americans are unaware that prostate cancer initially does not present noticeable symptoms.

- 69% are either unsure (41%) or believe there are noticeable symptoms (28%) for early stage prostate cancer
- Only 31% were able to correctly identify that there are not noticeable symptoms for early stage prostate cancer

A lack of symptoms makes it harder to get men to seek out prostate cancer screening.

- 42% said symptoms are one of the top three reasons to get screened followed by risk factors (31%) and recommendation (28%)

More Men Need To Discuss Prostate Cancer Screening With Their Doctor

- Only 42% of men have discussed prostate cancer screening with their doctor
- However, 2 in 3 (67%) boomer men (age 54 and older) have, suggesting that the conversations are more likely to happen as men pass age 50, the year the typical man should begin screening
- Racial minorities are less likely to be screened than white men, even though they are statistically more likely to get prostate cancer (35% of black, 30% of Hispanic and 16% of Asian men say they have discussed screening with their doctor)

Men Needlessly Fear A Prostate Cancer Screening

Squeamishness about digital rectal exams is seen as a major reason for not getting screened.

- 42% of men say fear and being uncomfortable are each one of the top 3 reasons not to get screened

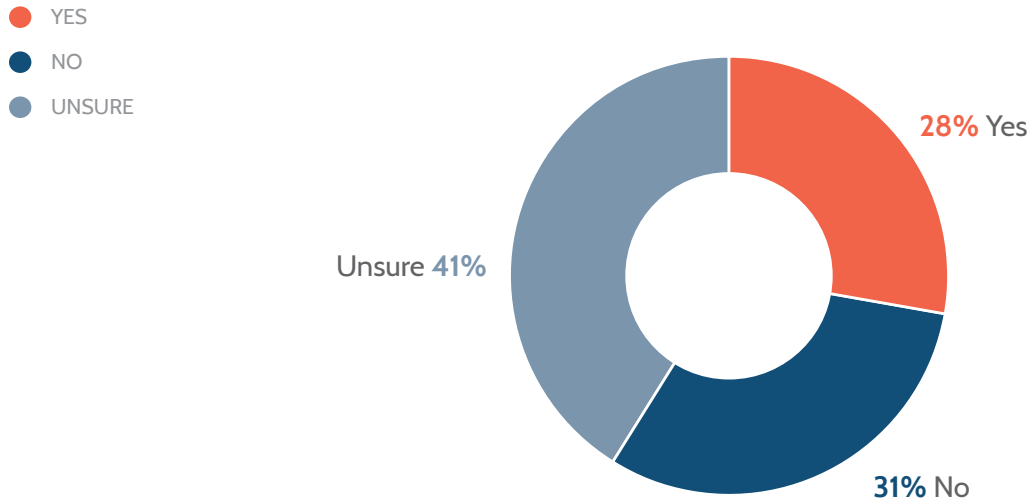
Men and those who care about them need to know that they can begin screening with a blood test.

- 68% agree men would be more likely to go for prostate cancer screening if they knew they could start with a blood test
- 46% of adults and half of men (50%) mistakenly believe that prostate cancer screening starts with a physical exam rather than a blood test

Americans Are Confused About Early Prostate Cancer Symptoms

Only 31% of Americans know that men with early stage prostate cancer experience no symptoms.

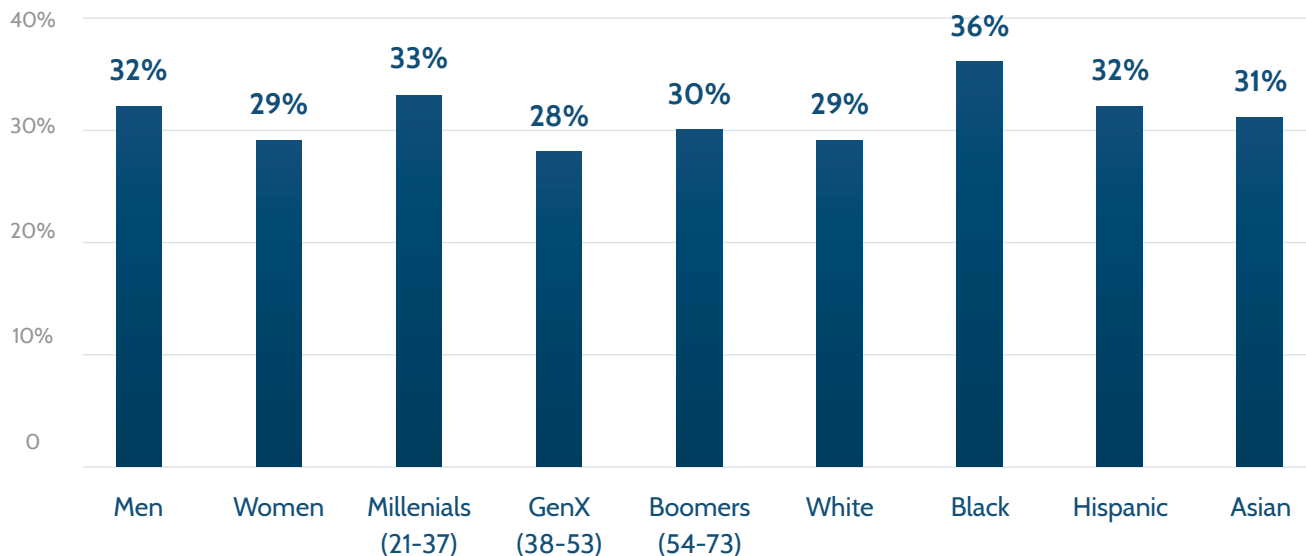
Are there noticeable symptoms for someone who is in the early stages of prostate cancer?



Men and minorities are more likely than women and whites to incorrectly believe there are noticeable symptoms for early stage prostate cancer.

Are there noticeable symptoms for someone who is in the early stages of prostate cancer?

% SAYING YES



Why Do Men Get Screened?

Symptoms, Risk Factors & Recommendations

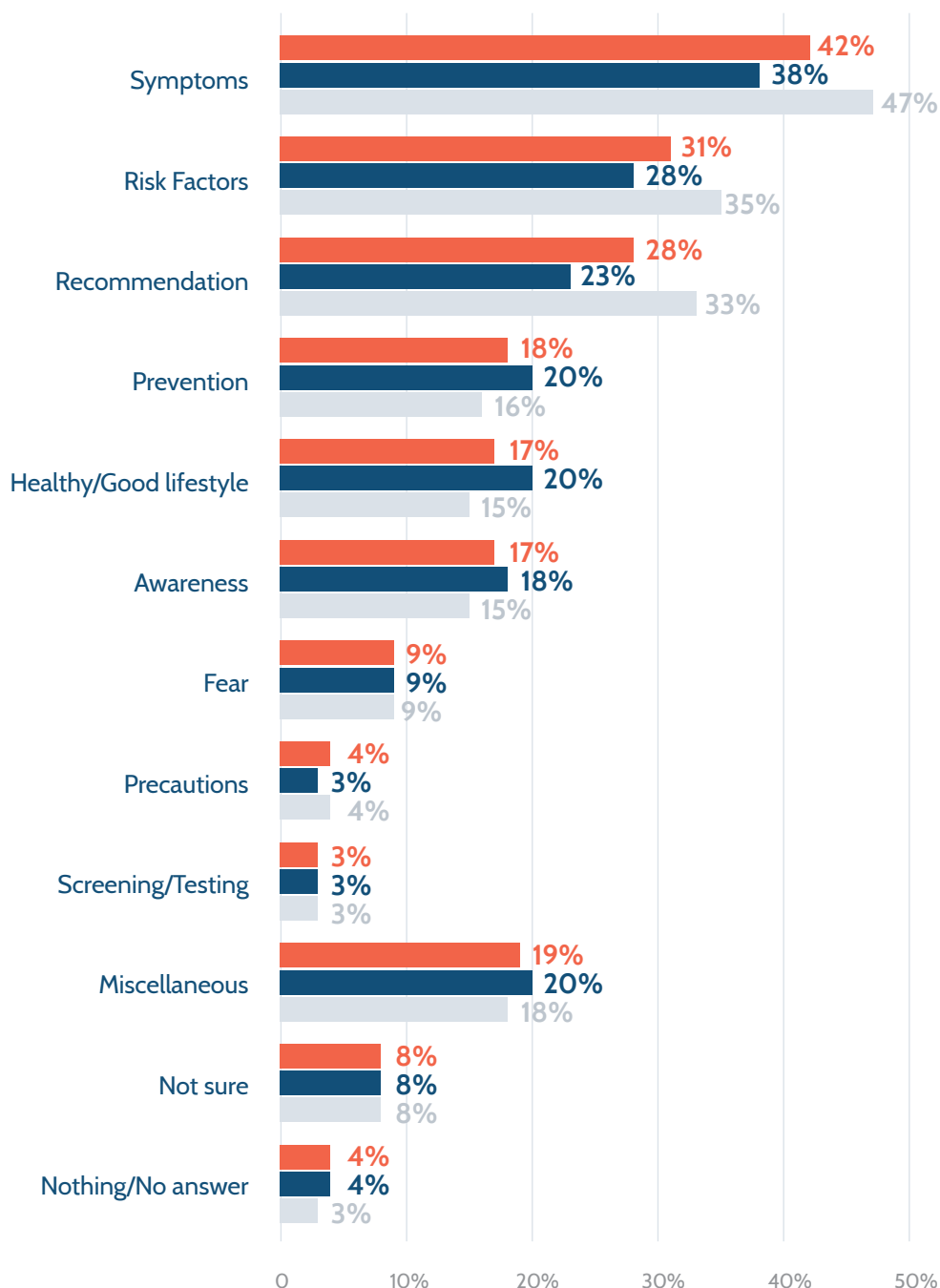
Even though early stage prostate cancer is often symptom-free, symptoms are cited as the top reason to get screened.

Risk factors and recommendations are the second and third most commonly mentioned reasons to get screened.

What are the top three reasons men get prostate screening?

UP TO THREE RESPONSES ALLOWED

- ALL
- MEN
- WOMEN

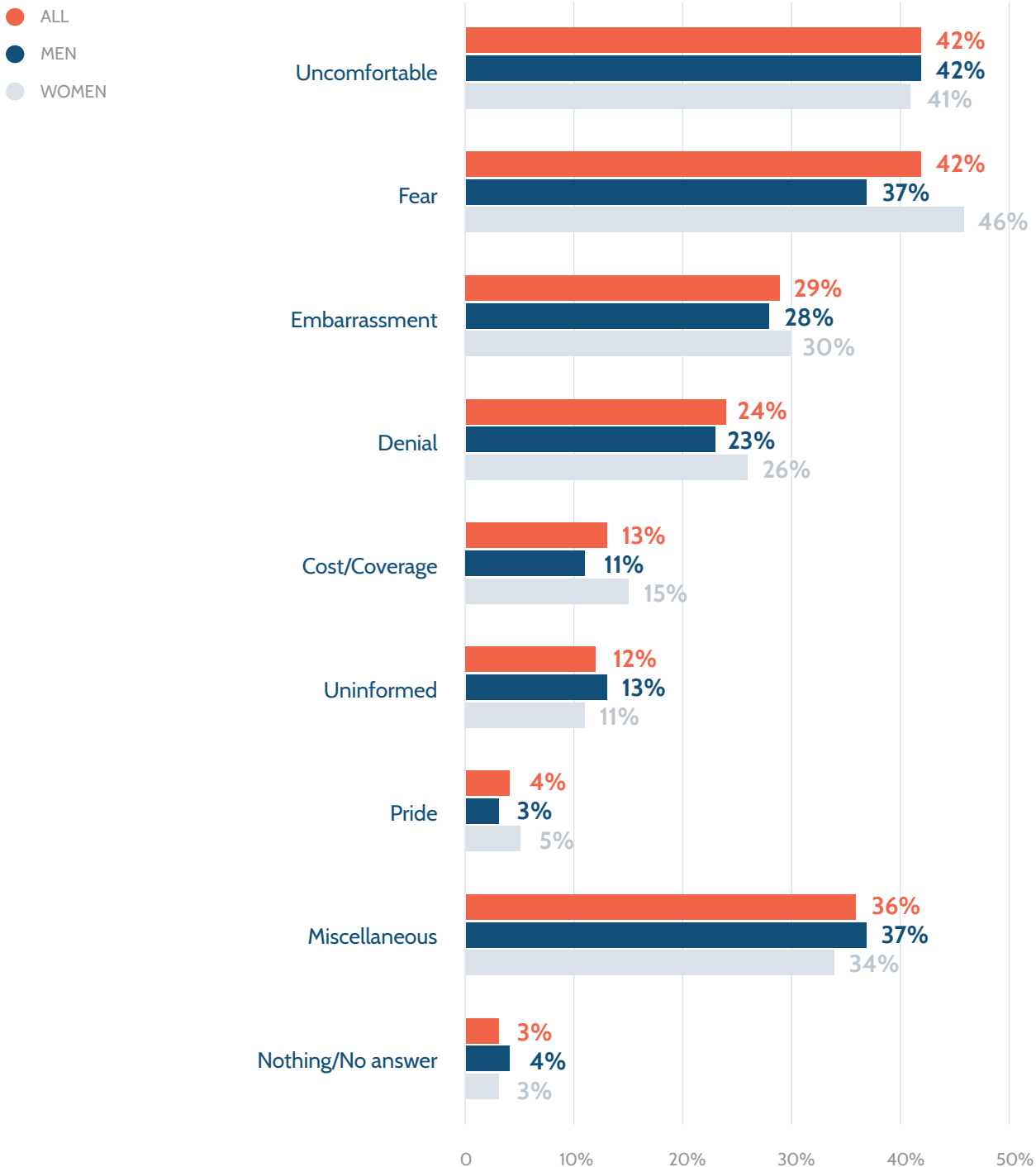


Why Men Dread Prostate Cancer Screening

Being uncomfortable, fear and embarrassment are the top reasons for not getting screened. These words demonstrate that men often avoid screening because of squeamishness about digital rectal exams and fear of being diagnosed with prostate cancer.

What are the top three reasons men don't get prostate screening?

UP TO THREE RESPONSES ALLOWED



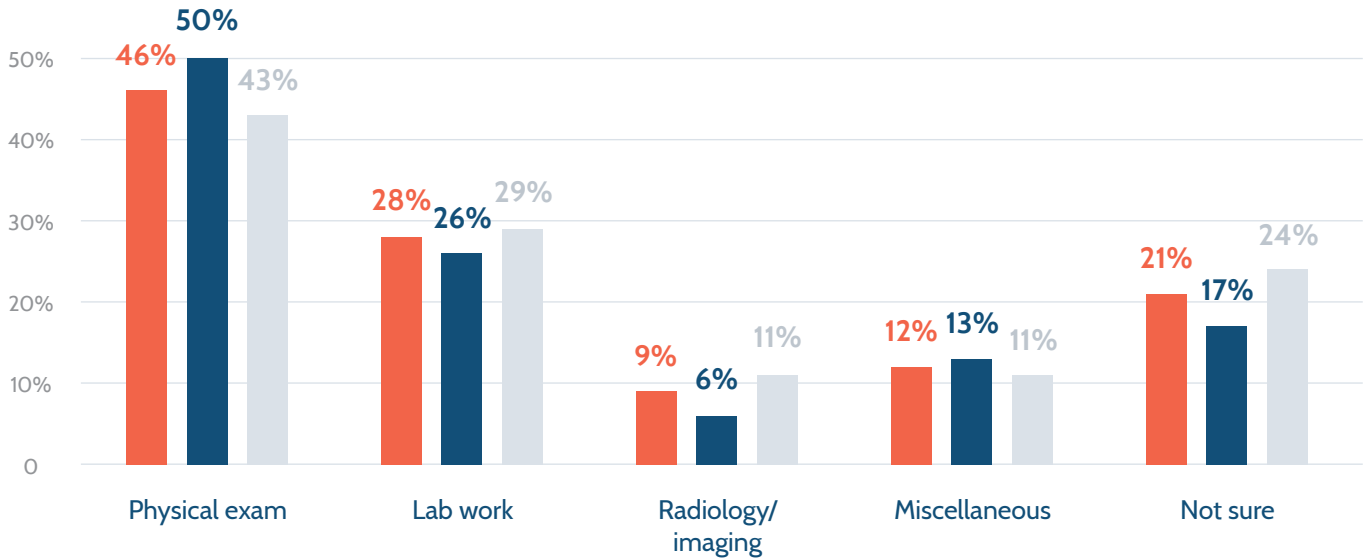
Exam Confusion Abounds

Roughly twice as many Americans, including more men than women, believe prostate cancer screening involves a physical exam rather than a blood test.

What do you think the screening for prostate cancer involves?

MULTIPLE RESPONSES ALLOWED

● ALL ● MEN ● WOMEN

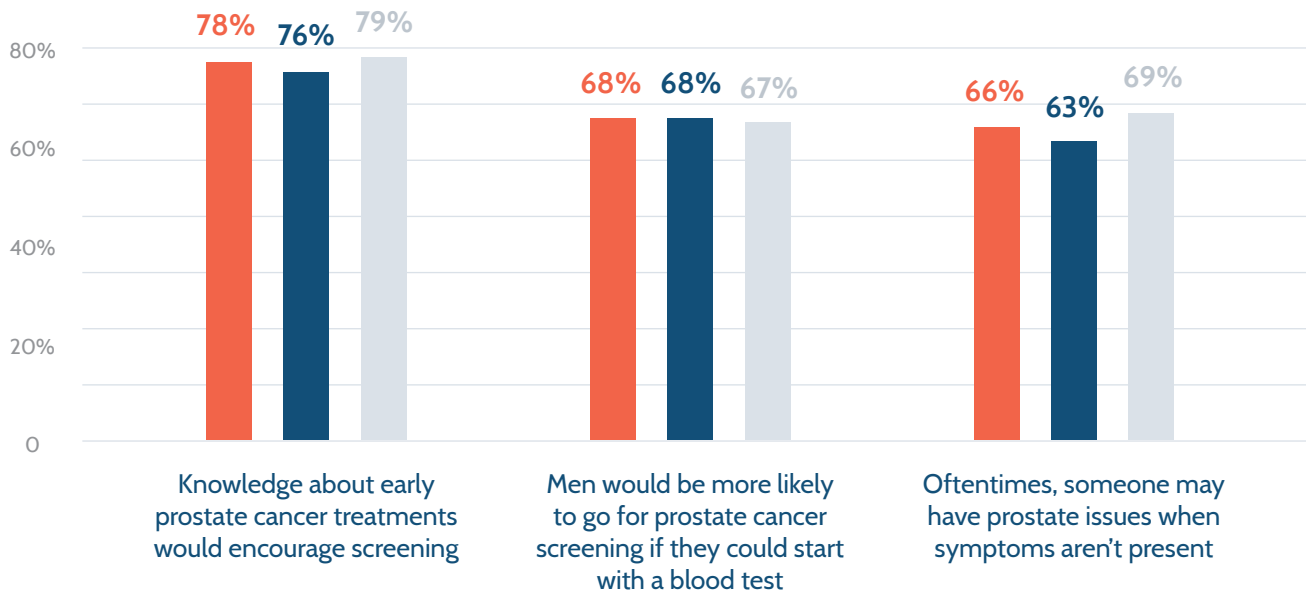


Don't Fear The Test: It's Just Bloodwork

There is broad agreement that more knowledge about early prostate cancer treatments and that screening can start with a blood test would encourage screening.

% Agreeing With the Statement

● ALL ● MEN ● WOMEN



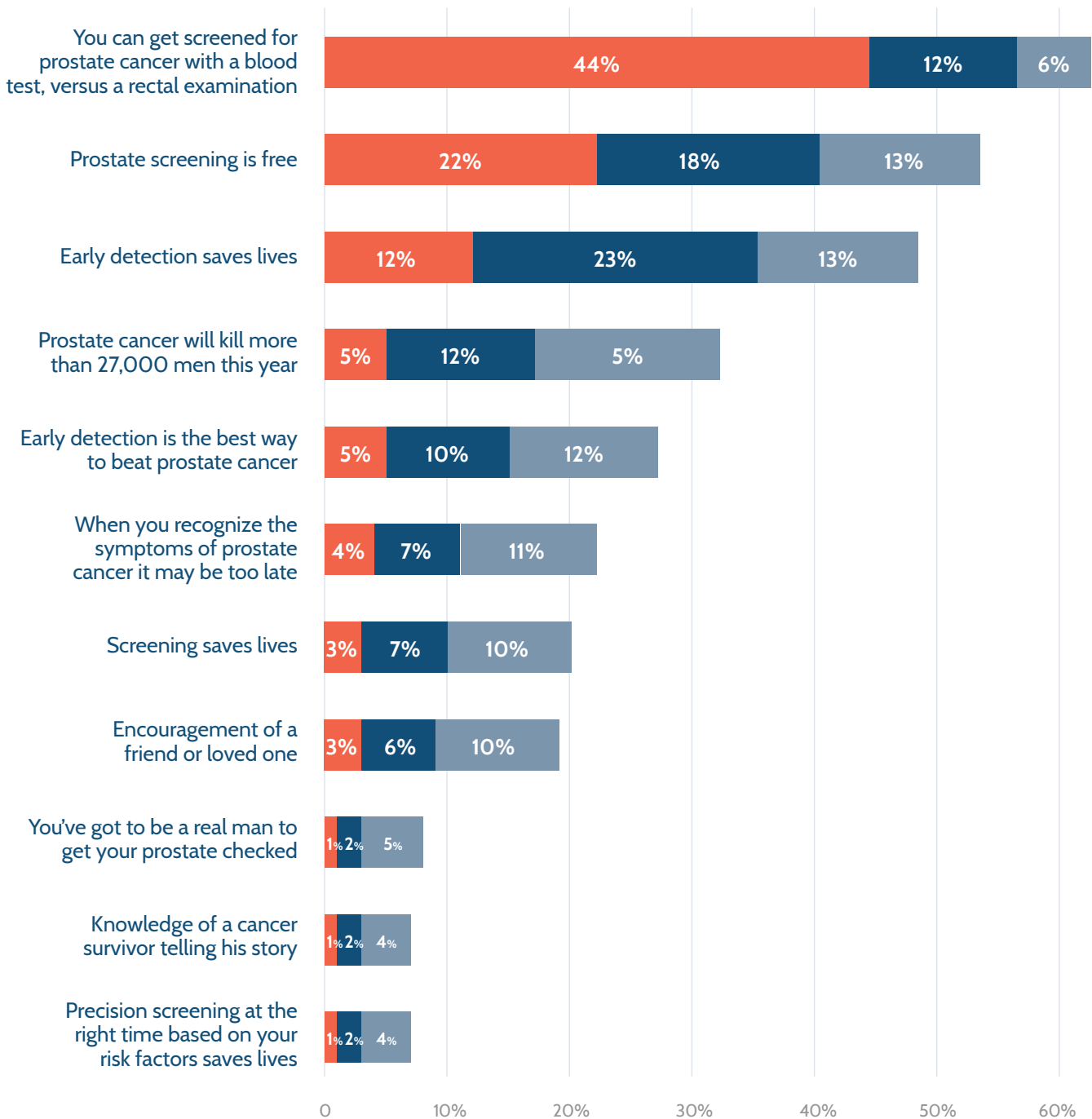
How To Get Men To Get Screened

Screening with a blood test, versus a rectal examination, is the most effective message for promoting prostate cancer screening by a wide margin.

Prostate cancer screening and early detection are the most effective messages to help save lives.

Please rank the top three of the following messages as to what would be most effective in helping to promote the importance of prostate cancer screening: UP TO THREE RESPONSES ALLOWED

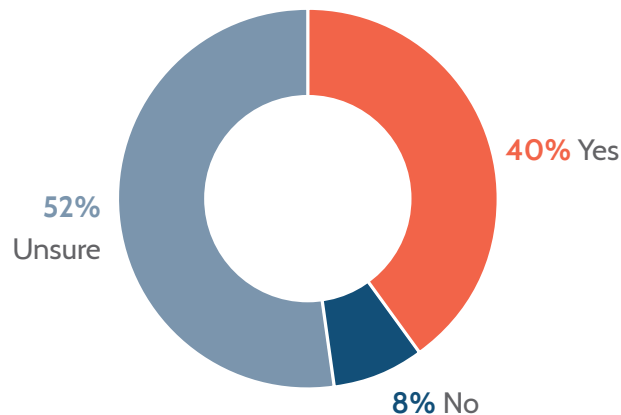
● MOST EFFECTIVE ● 2ND MOST EFFECTIVE ● 3RD MOST EFFECTIVE



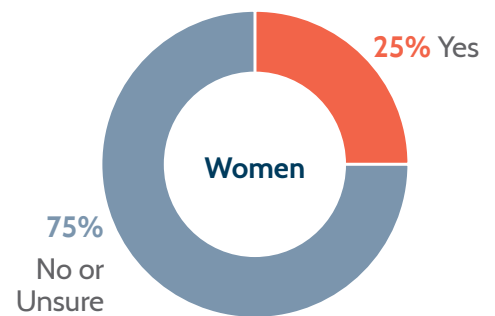
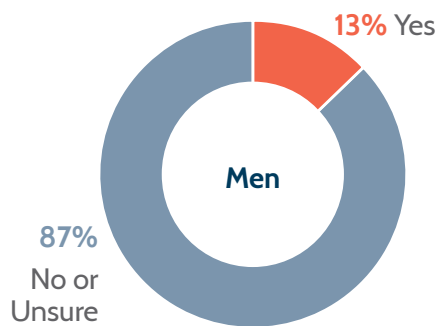
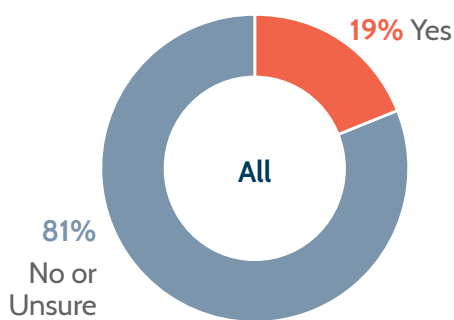
Little Awareness About Prostate And Breast Cancer Links

Americans aren't yet understanding the genetic implications of certain cancers such as prostate and breast, which both can be caused by a BRCA mutation. More than half of those surveyed weren't sure if there is a link between prostate and breast cancer and more than 80% of Americans had very little knowledge about or were unsure of what BRCA is.

Is there is a genetic link between some prostate cancers and some breast cancer?



Do you know what BRCA is?



Methodology

The Prostate Cancer Foundation's *PCF 3P Report 2018: Public Perception of Prostate Cancer* is an online survey of 2,003 American adults (18+) March 19-22, 2018. Respondents were recruited from a nationally recognized online panel and the sample was stratified by gender, age and region.

About the Prostate Cancer Foundation

The Prostate Cancer Foundation (PCF) is the world's leading philanthropic organization funding and accelerating prostate cancer research. Founded in 1993, the PCF has raised more than \$745 million and provided funding to more than 2,000 research programs at nearly 200 cancer centers and universities. The PCF global research enterprise now extends to 19 countries. The PCF advocates for greater awareness of prostate cancer and more efficient investment of governmental research funds for transformational cancer research. Its efforts have helped produce a 20-fold increase in government funding for prostate cancer. For more information, visit www.pcf.org.