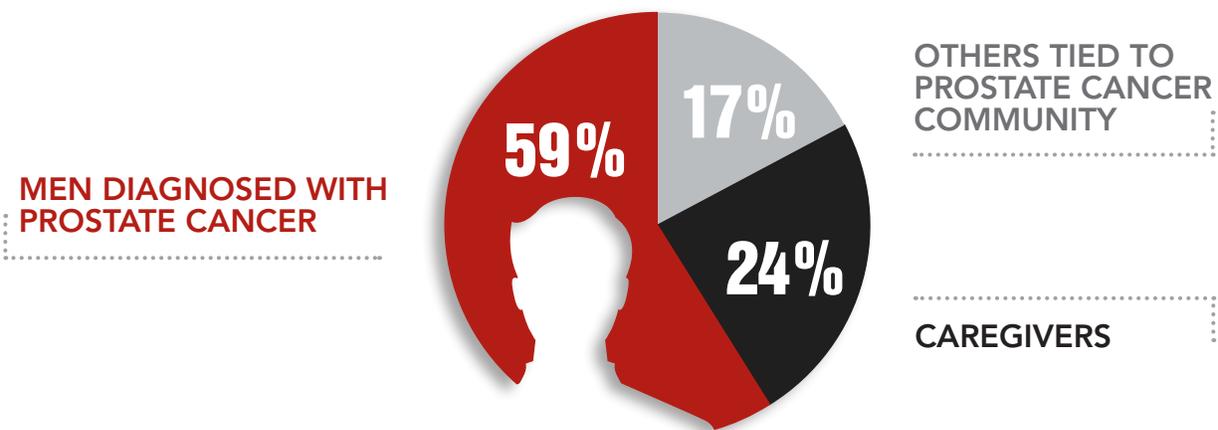


ABOUT ZERO'S EDUCATION SURVEY

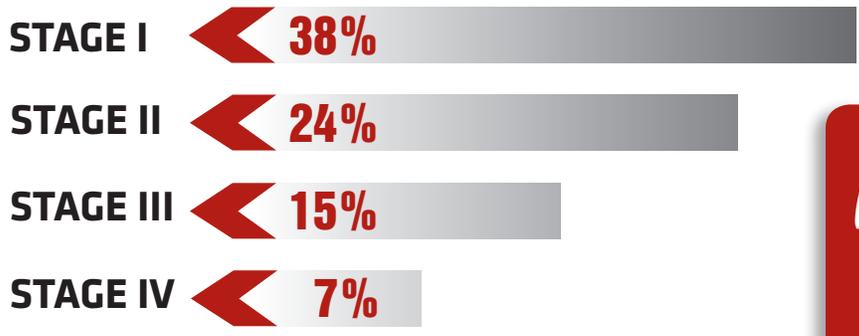
From November 20, 2013 through January 21, 2014, ZERO – The End of Prostate Cancer conducted an online survey to investigate the experiences of those affected by prostate cancer and determine their educational needs. The survey was open to the public and respondents were recruited using personal outreach to ZERO's constituents and through our social media networks.



ABOUT PROSTATE CANCER PATIENTS/SURVIVORS

AVERAGE AGE OF
66

RESPONDENTS BY DISEASE STAGE

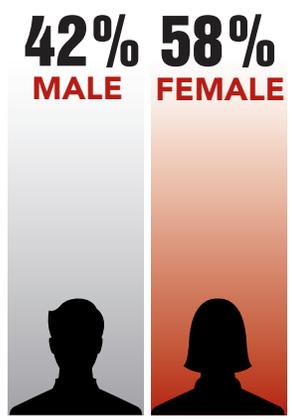


75%
COLLEGE GRADUATE OR ABOVE

The majority of the patients had surgery, radiation, and hormone therapy.

ABOUT CAREGIVERS

AVERAGE AGE OF
50



75%
CAREGIVER FOR 1 - 5 YEARS

- 27%** TAKING CARE OF HUSBAND
- 36%** TAKING CARE OF FATHER
- 18%** TAKING CARE OF FRIEND
- 12%** OTHER

More than one third are caring for loved ones with advanced disease.

KEY FINDINGS

- 1 When making treatment decisions, primary influences for patients/survivors included conducting their own research, listening to their doctor, and engaging a spouse/partner.
- 2 More than half of patients/survivors made their treatment choice to avoid side effects. They identified urinary incontinence, erectile dysfunction, and loss of libido as the side effects they most wanted to avoid.
- 3 Later in their prostate cancer care (5+ years), patients/survivors are looking for information about clinical trials.
- 4 More than half of patients/survivors had help from someone other than their doctor when making their treatment decisions. Eighty percent of those who had help received it from their wife/spouse/partner.
- 5 Nearly 80 percent of patients/survivors and caregivers received patient education information from their doctor. Patients/survivors found this information more useful than caregivers.
- 6 The average age of our caregiver respondents was 50, with 16% more women in this role. More than 75% had been in a caregiver role for up to five years.
- 7 One third of caregivers sought out information geared toward patients when seeking information on prostate cancer.
- 8 At the time of a loved one's diagnosis, caregivers are seeking information about emotional support.
- 9 More than half of caregivers say they feel additional stress as a result of prostate cancer.
- 10 ZERO was the preferred resource for information from both patients/survivors and caregivers. The primary way patients/survivors and caregivers want to find out information on prostate cancer is online.