Bladder cancer is one of the top 10 most common cancers in the world with ~550,000 new cases globally per year.1

62% of adults say they do not know the signs and symptoms of bladder cancer2

Common symptoms of bladder cancer5,6

Blood in, or discolouration of, the urine

Abdominal (stomach) pain
Lower back pain
Bladder irritation, such as a sudden, urgent need to urinate

Early diagnosis, for both men and women, is associated with a higher survival rate, but women are more frequently diagnosed with late stage bladder cancer than men.4

Women more frequently experience misdiagnosis as urinary tract infections by primary care physicians5,6 but there could be other factors contributing to a delayed diagnosis of bladder cancer.

Personal experience with the signs and symptoms of the disease2

Almost 1 in 10 say they have experienced blood in their urine
Around 1 in 5 say they have experienced pain in their stomach for 3 months or more
More than 1 in 4 say they have experienced an increased need to urinate for 3 months or more
More than 1 in 3 say they have experienced lower back pain for 3 months or more

Acting on symptoms

52% of people who experienced a symptom of bladder cancer, did not visit their doctor because they waited to see if their symptom stopped first.2

Women are twice as likely to delay visiting the doctor for two of the most common symptoms, because they disregard the symptoms as UTIs or menstruation.2

Women are also more likely to dislike their experience of going to the doctor than men.2

Who is at risk of bladder cancer?

People of all ages can be affected,1 however, the highest risk group for bladder cancer is men over 55.1,3 Despite this, women are known to have a lower survival rate than men.4

5-year survival rates

<table>
<thead>
<tr>
<th>Stage</th>
<th>Men</th>
<th>Women</th>
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<td>I</td>
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Nearly two-thirds of people are not able to identify the signs and symptoms of bladder cancer2

A significant number of people chose not to visit their doctor when they developed a symptom associated with bladder cancer2

Women more frequently experience delays in diagnosis of bladder cancer than men, with a lower survival rate possibly as a consequence of this.3

It is important, particularly for those at risk (people 55+), to be aware of the signs and symptoms of bladder cancer in order to spot them early and take action.3

Although early diagnosis is associated with a better chance of survival, there is a significant unmet need for a variety of treatment options for bladder cancer, across all stages.7,8

The 2017 We Care research survey included 9,629 participants from 6 countries, and was commissioned to better understand public awareness levels of bladder cancer, as well as to determine the barriers to improved patient outcomes, across Europe and Canada.

2. The 2017 We Care research was edited and distributed by Atomik Research, London, UK from the 6 – 23 January 2017.