



Stigma and misinformation about Diabetes still prevalent among Canadians.

National Survey | Summary

Conducted by Nanos for Diabetes Canada, released October 2025

Field: July 31st to August 6th, 2025

Submission 2025-2858

DIABETES
CANADA



The research gauged the opinions among Canadians on diabetes. More specifically, it asked about potential causes of diabetes and levels of agreement with different stigma and misinformation statements about diabetes.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 2025 as part of an omnibus survey.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Diabetes Canada and was conducted by Nanos Research.

KEY FINDINGS

1

CANADIANS ARE MORE LIKELY TO AGREE THAN DISAGREE THAT DIABETES IMPACTS A PERSON'S ABILITY TO DO CERTAIN JOBS

Just over one in two Canadians strongly agree (15%) or somewhat agree (37%) that diabetes impacts a person's ability to do certain jobs. Just under two in five strongly disagree (15%) or somewhat disagree (23%) with that statement. Men (59%) and younger Canadians (18-34, 63%) are more likely to strongly agree or somewhat agree that diabetes impacts a person's ability to do certain jobs than women (46%) and older Canadians (55 plus, 45%).

4

CANADIANS ARE TWICE AS LIKELY TO REPORT DISAGREEMENT THAN AGREEMENT WITH THE STATEMENT THAT MOST PEOPLE WHO DEVELOP DIABETES HAVE ONLY THEMSELVES TO BLAME DUE TO THEIR LIFESTYLE

Two in three Canadians disagree (30% strongly disagree, 36% somewhat disagree) that most people who develop diabetes have only themselves to blame due to their lifestyle, while three in ten agree (five per cent strongly agree; 25% somewhat agree).

2

JUST UNDER TWO IN FIVE CANADIANS BELIEVE THAT DIABETES IS CAUSED BY CONSUMING TOO MUCH SUGAR

Canadians are marginally more likely to agree (11% strongly agree; 37% somewhat agree) with the statement that diabetes is caused by consuming too much sugar, rather than disagree (20% strongly disagree; 24% somewhat disagree). Younger Canadians (18-34, 52%) are more likely to strongly agree or somewhat agree that diabetes is caused by consuming too much sugar than older Canadians (55 plus, 42%).

5

MEN ARE MORE LIKELY TO AGREE WITH STATEMENTS THAT PERPETUATE STIGMA OR MISINFORMATION ABOUT DIABETES

Overall, men are more likely than women to strongly agree or somewhat agree with:

- Diabetes is caused by consuming too much sugar (57% vs. 40%)
- Most people who develop diabetes have only themselves to blame due to their lifestyle (37% vs. 23%)
- Diabetes impacts a person's ability to do certain jobs (59% vs. 46%)
- People with Type 2 diabetes who use medications like insulin and semaglutides (such as Ozempic) have failed to manage their condition properly through diet and exercise (47% vs. 34%).

3

CANADIANS ARE MORE LIKELY TO DISAGREE THAN AGREE THAT PEOPLE WITH TYPE 2 DIABETES WHO USE MEDICATIONS HAVE FAILED TO MANAGE THEIR CONDITION PROPERLY THROUGH DIET AND EXERCISE

One in two Canadians disagree (20% strongly disagree; 30% somewhat disagree) that people with Type 2 diabetes who use medications like insulin and semaglutides (such as Ozempic) have failed to manage their condition properly through diet and exercise. This compares to two in five who agree with this statement (eight per cent strongly agree; 32% somewhat agree). Residents of the Prairies (55%) are more likely than those from Quebec (42%) to strongly or somewhat disagree with this.

Causes of the development of diabetes

Q – In your opinion, what causes people to develop diabetes? [OPEN]

TOP RESPONSES		Frequency (n=952)
	Poor Diet and Nutrition	34.2%
	Genetic Predisposition	27.6%
	Excessive Sugar Consumption	11.2%
	Obesity and Overweight	8.0%
	Lack of Physical Exercise	4.8%
	Lifestyle choices	2.9%
	Pancreatic Issues	2.7%
	Economic Factors and Food Insecurity	1.5%
	Other	1.7%
	Not Sure	2.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=952, accurate 3.2 percentage points plus or minus, 19 times out of 20.

Causes of the development of diabetes by demographics

Q – In your opinion, what causes people to develop diabetes? [OPEN]

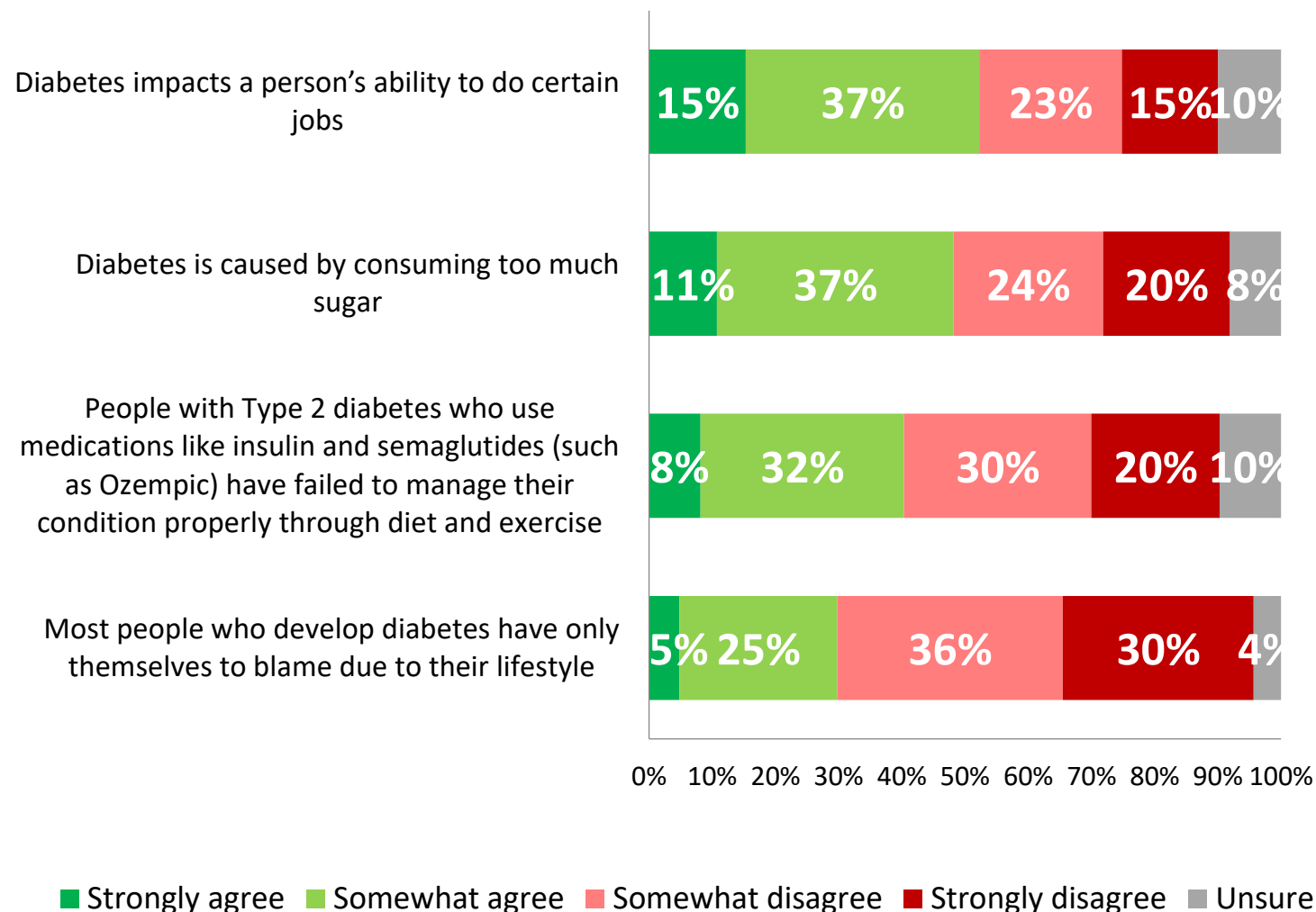
		2025-08 (n=952)	Atlantic (n=86)	Quebec (n=186)	Ontario (n=315)	Prairies (n=218)	BC (n=147)	Men (n=489)	Women (n=463)	18-34 (n=174)	35-54 (n=399)	55 plus (n=379)
Top mentions	Poor Diet and Nutrition	34.2%	37.6%	31.8%	35.5%	33.4%	34.0%	33.3%	35.0%	37.2%	34.9%	31.9%
	Genetic Predisposition	27.6%	38.6%	20.0%	25.6%	33.9%	32.0%	27.3%	27.9%	28.6%	24.2%	29.7%
	Excessive Sugar Consumption	11.2%	3.0%	17.5%	10.6%	8.7%	9.9%	12.8%	9.7%	12.4%	12.6%	9.4%
	Obesity and Overweight	8.0%	0.6%	6.7%	10.8%	6.9%	7.1%	8.8%	7.2%	3.6%	10.8%	8.5%
	Lack of Physical Exercise	4.8%	3.6%	8.8%	3.1%	3.5%	5.2%	5.0%	4.6%	4.5%	5.6%	4.3%
	Lifestyle choices	2.9%	1.2%	4.2%	2.4%	1.8%	4.8%	2.9%	3.0%	2.3%	2.9%	3.3%
	Pancreatic Issues	2.7%	2.4%	2.2%	3.1%	2.6%	2.2%	1.3%	3.9%	3.7%	1.7%	2.8%
	Economic Factors and Food Insecurity	1.5%	2.8%	0.9%	2.4%	0.8%	-	1.0%	1.9%	2.7%	1.3%	0.8%
	Other	1.7%	2.7%	3.2%	1.1%	1.7%	0.6%	1.7%	1.8%	0.7%	1.4%	2.6%
	Not Sure	2.6%	3.2%	1.6%	3.3%	3.2%	1.2%	3.2%	2.0%	1.0%	2.5%	3.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=952, accurate 3.2 percentage points plus or minus, 19 times out of 20.

Canadians are more likely to strongly agree (15%) or somewhat agree (37%) that diabetes impacts a person's ability to do certain jobs. Additionally, Canadians are more likely to strongly agree (11%) or somewhat agree (37%) that diabetes is caused by consuming too much sugar. On the flip side, half of Canadians somewhat disagree (30%) or strongly disagree (20%) that people with Type 2 diabetes who use medications like insulin and semaglutides have failed to manage their condition properly through diet and exercise. Similarly, Canadians are more likely to somewhat disagree (36%) or strongly disagree (30%) with the statement that most people who develop diabetes have only themselves to blame due to their lifestyle than they are to agree (five percent strongly agree; 25% somewhat agree).

Q – To what extent do you agree or disagree with the following statements: [RANDOMIZE]

Agreement with statements about diabetes

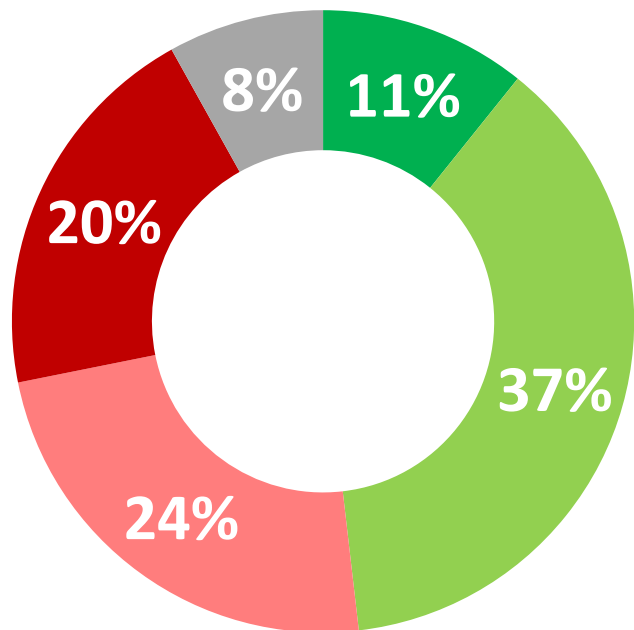


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.





■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Belief that consuming too much sugar is a cause for diabetes

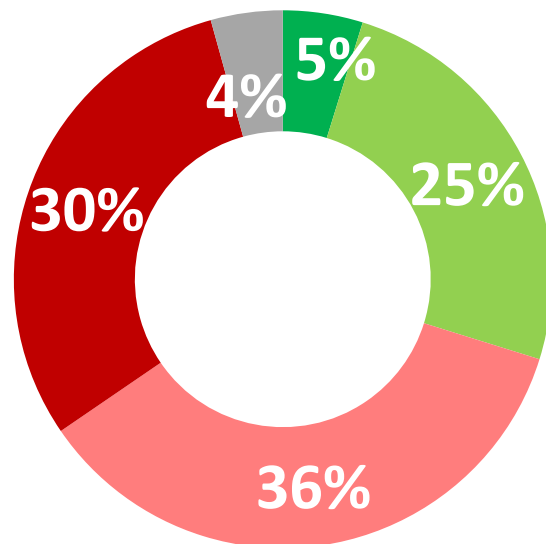
Strongly agree/Somewhat agree	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	53.3%	49.4%	46.0%	43.6%	55.4%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
Strongly disagree/Somewhat disagree	56.9%	39.8%	52.0%	53.2%	41.8%
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	39.2%	38.9%	46.1%	50.1%	39.3%
Strongly disagree/Somewhat disagree	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	33.2%	53.9%	44.1%	40.9%	45.7%

Q – To what extent do you agree or disagree with the following statements: [RANDOMIZE] **Diabetes is caused by consuming too much sugar**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Belief that lifestyle is a cause for diabetes

Q – To what extent do you agree or disagree with the following statements: [RANDOMIZE]
Most people who develop diabetes have only themselves to blame due to their lifestyle



■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree
■ Unsure

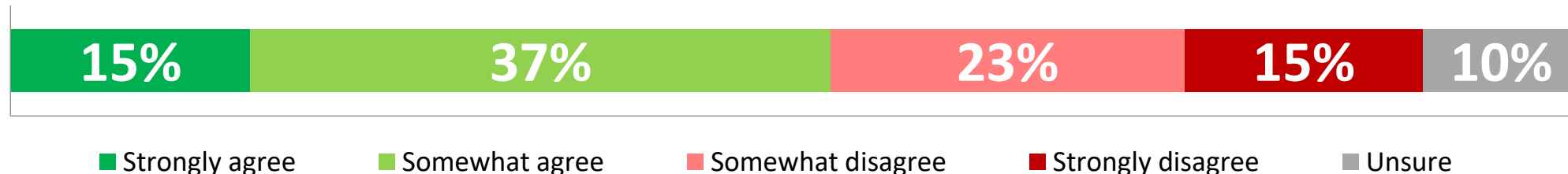
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Strongly agree/ Somewhat agree	26.5%	28.1%	30.3%	27.8%	35.3%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	36.5%	23.4%	28.5%	30.9%	29.8%
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Strongly disagree/ Somewhat disagree	68.5%	64.5%	66.5%	68.5%	61.9%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	59.0%	72.5%	69.6%	65.9%	63.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Belief that diabetes impacts people's ability to do certain jobs

Q – To what extent do you agree or disagree with the following statements: [RANDOMIZE] **Diabetes impacts a person's ability to do certain jobs**



*Weighted to the true population proportion.

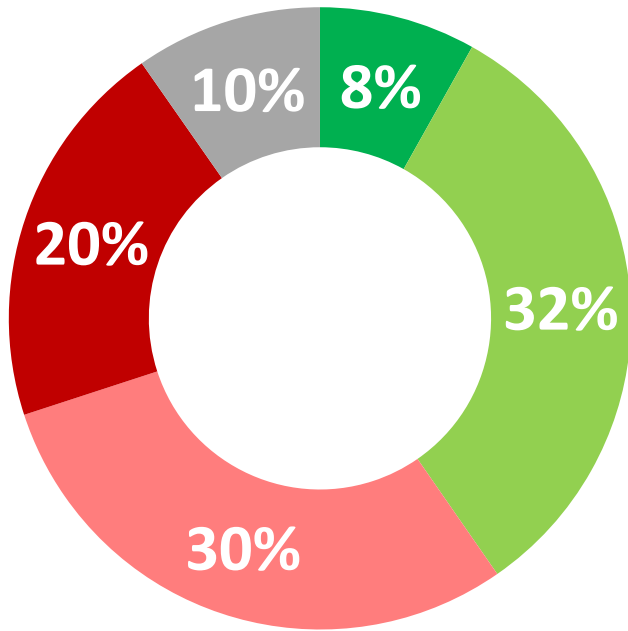
*Charts may not add up to 100 due to rounding.

Strongly agree/Somewhat agree	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	60.1%	44.0%	53.3%	56.2%	54.5%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	59.0%	45.8%	62.8%	52.8%	45.0%

Strongly disagree/Somewhat disagree	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	30.5%	43.7%	38.0%	34.3%	35.2%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	31.4%	43.9%	29.7%	37.2%	43.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Belief that Type 2 diabetes patients using insulin or semaglutides have failed to manage their condition though diet and exercise



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – To what extent do you agree or disagree with the following statements: [RANDOMIZE] **People with Type 2 diabetes who use medications like insulin and semaglutides (such as Ozempic) have failed to manage their condition properly through diet and exercise**

	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Strongly agree/ Somewhat agree	35.1%	45.7%	40.0%	38.8%	36.8%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	47.3%	33.7%	35.9%	42.9%	41.3%
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
Strongly disagree/ Somewhat disagree	55.6%	41.8%	49.7%	55.2%	55.0%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	41.9%	57.7%	54.6%	50.4%	46.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,034 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Diabetes Canada and was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews are here [\[LINK\]](#)

Note: Charts may not add up to 100 due to rounding.



Element	Description
Research sponsor	Diabetes Canada
Population and Final Sample Size	1034 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online.
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	July 31 st to August 6 th , 2025.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Content	All questions asked are contained in the report.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Tabulations	By region, gender and age



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co