

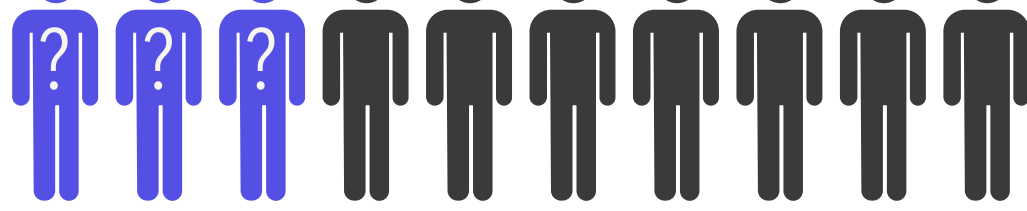
Merck Canada Pulse Report HPV AWARENESS IN CANADA

New Survey Reveals Some Knowledge Gaps as Certain HPV-Related Cancers Show Rising Trends Nationwide

CANADIAN MEN AND YOUNG ADULTS LESS INFORMED ON ASPECTS OF HPV

It is estimated that as many as 75% of sexually active Canadians will contract at least one HPV infection in their lifetime.¹

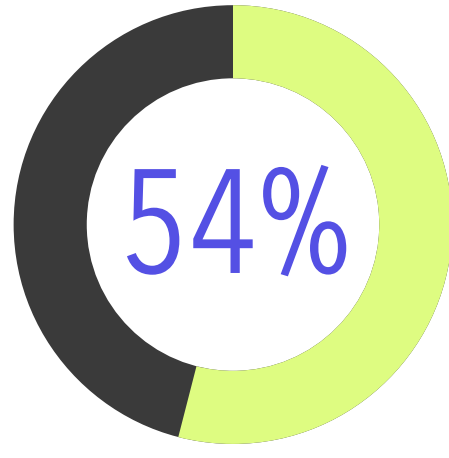
The survey showed:



3 in 10 men (31%) reported not knowing what HPV is.²



1 in 3 young people aged 18-24 (34%) reported not knowing what HPV is.²



More than half of men (54%) reported not knowing how common HPV is.³

RECOGNIZING HPV AS A RISK FOR CERTAIN CANCERS

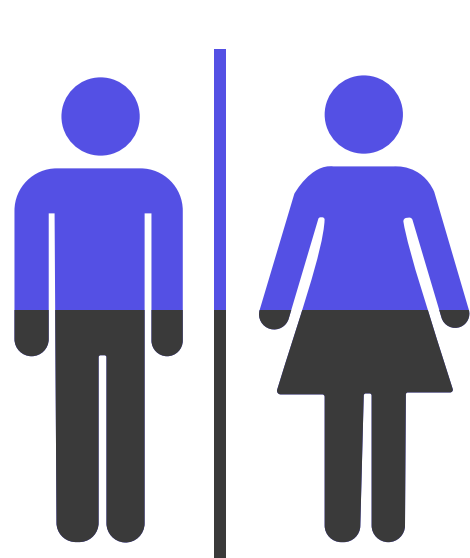
Throat (oropharyngeal) cancer is now the most common HPV-related cancer in Canada. Rates of HPV-related throat cancer have been rising in Canada over the past few decades.⁴

The survey showed:

Women were more likely than men to report being aware that HPV is a cancer-causing virus (45%).⁵

24%
MEN AWARE

45% WOMEN AWARE



53%

of men and women were unaware of the increasing incidence of certain HPV-related head and neck cancers, especially among men.

BARRIERS AND ACTION



The survey showed that

71%

of all respondents considered at least one barrier to discussing HPV with a healthcare professional.

Top barriers include:

- **23%** lack of awareness or information
- **20%** being in a monogamous relationship
- **16%** embarrassment
- **16%** not being sexually active

Men were less likely than women to believe they play a role in helping reduce their risk of contracting or spreading HPV infection.

57% MEN⁶

74% WOMEN⁶

Survey information

¹ Canadian Cancer Society. Human papillomavirus. [Cancer.ca](https://www.cancer.ca)

² Compared to 22% of all respondents.

³ Compared to 43% of women and 49% of all respondents.

⁴ Government of Canada. Human papillomavirus (HPV): Symptoms and treatment. [Canada.ca](https://www.canada.ca)

⁵ Compared to 34% of all respondents.

⁶ Compared to 65% of all respondents.

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This online survey was conducted by Ipsos on behalf of Merck Canada to assess awareness, perceptions, and understanding of human papillomavirus (HPV) among Canadian adults.

The survey was fielded March 6 to March 11, 2026. A total of n=1000 Canadians aged 18 to 47 participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 3.8 per cent 19 times out of 20, of what the results would have been had all Canadians aged 18+ been surveyed. The credibility interval will be wider among subsets of the population.

