

YouGov Survey Results

Sample Size: 2056
Fieldwork: 5th - 8th August 2011

| Total | Gender | | Age | | | | | Social Grade | | Region | | | | | | | |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|------------------|
| Base | Male | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |

Are you...?

| | | | | | | | | | | | | | | | | | | |
|----------------------|------|------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted Base | 2056 | 940 | 1116 | 236 | 309 | 287 | 344 | 880 | 1090 | 966 | 496 | 334 | 198 | 235 | 440 | 119 | 182 | 52 |
| All UK Adults | 2056 | 990 | 1066 | 247 | 364 | 331 | 382 | 732 | 1131 | 925 | 491 | 329 | 191 | 255 | 456 | 101 | 175 | 58 |
| Male | 48% | 100% | - | 51% | 48% | 49% | 49% | 46% | 45% | 52% | 47% | 46% | 45% | 52% | 47% | 46% | 52% | 58% |
| Female | 52% | - | 100% | 49% | 52% | 51% | 51% | 54% | 55% | 48% | 53% | 54% | 55% | 48% | 53% | 54% | 48% | 42% |

Which ONE, if any, of the following conditions/diseases do you MOST fear getting?

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted Base | 2056 | 940 | 1116 | 236 | 309 | 287 | 344 | 880 | 1090 | 966 | 496 | 334 | 198 | 235 | 440 | 119 | 182 | 52 |
| All UK Adults | 2056 | 990 | 1066 | 247 | 364 | 331 | 382 | 732 | 1131 | 925 | 491 | 329 | 191 | 255 | 456 | 101 | 175 | 58 |
| Heart disease | 3% | 4% | 2% | 3% | 2% | 2% | 4% | 2% | 2% | 4% | 2% | 3% | 3% | 2% | 4% | 3% | 2% | 6% |
| Cancer | 35% | 34% | 37% | 38% | 47% | 40% | 38% | 25% | 36% | 35% | 41% | 33% | 38% | 30% | 34% | 33% | 35% | 29% |
| Alzheimer's | 25% | 23% | 27% | 18% | 17% | 12% | 24% | 39% | 27% | 23% | 22% | 27% | 22% | 25% | 27% | 26% | 31% | 25% |
| Stroke | 5% | 5% | 5% | 3% | 1% | 5% | 4% | 8% | 5% | 5% | 4% | 4% | 3% | 6% | 6% | 9% | 7% | 7% |
| Motor Neurone Disease | 7% | 5% | 9% | 4% | 4% | 9% | 8% | 8% | 9% | 6% | 8% | 8% | 6% | 6% | 7% | 6% | 5% | 8% |
| Multiple Sclerosis | 2% | 1% | 2% | 3% | 3% | 1% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 0% | 1% | - | 2% | 4% |
| Diabetes | 1% | 1% | 1% | 1% | 0% | 3% | 1% | 0% | 1% | 1% | 1% | 0% | 2% | 1% | 1% | - | 0% | 3% |
| HIV | 2% | 3% | 2% | 8% | 4% | 2% | 1% | 0% | 2% | 3% | 1% | 3% | 2% | 5% | 3% | 1% | 0% | 2% |
| Malaria | 0% | 0% | 0% | 1% | 1% | - | - | 0% | 0% | 0% | 0% | - | - | 1% | 0% | - | 1% | - |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | - | 1% | - | - | - |
| Don't know/ prefer not to say | 8% | 10% | 7% | 10% | 8% | 10% | 7% | 8% | 7% | 10% | 6% | 9% | 8% | 11% | 8% | 10% | 9% | 8% |
| Not applicable – I don't fear getting any condition/disease | 10% | 13% | 7% | 10% | 12% | 15% | 10% | 6% | 10% | 10% | 11% | 9% | 12% | 13% | 8% | 12% | 7% | 7% |

| Total | Gender | | Age | | | | | Social Grade | | Region | | | | | | | |
|-------|--------|------|--------|----------|----------|----------|----------|--------------|------|--------|-------|----------|------|--------|-------|-------|----------|
| | Base | Male | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland |

And which ONE, if any, of the following types of cancer do you MOST fear getting?

| | | | | | | | | | | | | | | | | | | |
|---|-------------|------------|-------------|------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| Unweighted Base | 2056 | 940 | 1116 | 236 | 309 | 287 | 344 | 880 | 1090 | 966 | 496 | 334 | 198 | 235 | 440 | 119 | 182 | 52 |
| All UK Adults | 2056 | 990 | 1066 | 247 | 364 | 331 | 382 | 732 | 1131 | 925 | 491 | 329 | 191 | 255 | 456 | 101 | 175 | 58 |
| Breast | 7% | 0% | 13% | 11% | 10% | 11% | 6% | 3% | 7% | 7% | 7% | 6% | 5% | 12% | 5% | 7% | 7% | 9% |
| Bowel | 10% | 12% | 8% | 3% | 10% | 9% | 13% | 12% | 11% | 9% | 11% | 11% | 9% | 12% | 9% | 7% | 13% | 6% |
| Lung | 9% | 10% | 7% | 4% | 7% | 9% | 13% | 8% | 7% | 10% | 11% | 8% | 5% | 6% | 7% | 8% | 12% | 19% |
| Prostate | 5% | 10% | - | 2% | 2% | 6% | 6% | 6% | 5% | 5% | 5% | 3% | 4% | 4% | 6% | 5% | 6% | 6% |
| Malignant melanoma (skin) | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 8% |
| Cervical | 2% | - | 4% | 4% | 4% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 4% | 2% | - |
| Ovarian | 3% | - | 5% | 3% | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 4% | 3% | 2% |
| Pancreatic | 5% | 4% | 6% | 4% | 2% | 2% | 5% | 8% | 6% | 4% | 4% | 3% | 8% | 6% | 6% | 4% | 4% | 5% |
| Oesophageal (of the food pipe) | 4% | 3% | 5% | 1% | 2% | 3% | 5% | 6% | 4% | 4% | 4% | 3% | 6% | 3% | 5% | 5% | 4% | 2% |
| Leukaemia | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 2% | 2% | 2% | 1% |
| Brain | 16% | 15% | 16% | 22% | 15% | 12% | 12% | 17% | 16% | 15% | 14% | 16% | 16% | 16% | 18% | 14% | 13% | 10% |
| Testicular | 3% | 5% | - | 6% | 5% | 2% | 1% | 1% | 2% | 3% | 2% | 3% | 2% | 4% | 3% | 1% | 2% | 6% |
| Other | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 0% | 1% | - |
| Don't know/ prefer not to say | 22% | 21% | 23% | 22% | 22% | 23% | 20% | 23% | 22% | 23% | 20% | 26% | 25% | 17% | 24% | 26% | 22% | 18% |
| Not applicable – I don't fear getting any types of cancer | 10% | 13% | 7% | 11% | 11% | 14% | 10% | 8% | 10% | 10% | 12% | 12% | 9% | 13% | 7% | 11% | 8% | 9% |

You said that you fear getting [INSERT CANCER] the most.

Which, if any, of the following are reasons why you say that? (Please tick all that apply)

| | | | | | | | | | | | | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|-----------|
| Unweighted Base | 1394 | 620 | 774 | 161 | 206 | 177 | 240 | 610 | 740 | 654 | 343 | 213 | 132 | 166 | 301 | 74 | 128 | 37 |
| All UK Adults who fear getting cancer | 1395 | 653 | 741 | 165 | 244 | 209 | 267 | 509 | 773 | 622 | 337 | 206 | 127 | 178 | 317 | 64 | 124 | 42 |
| Because I smoke | 9% | 11% | 7% | 6% | 9% | 8% | 11% | 9% | 8% | 10% | 9% | 5% | 6% | 8% | 10% | 11% | 10% | 33% |
| I have family history of that type of cancer | 16% | 14% | 17% | 15% | 19% | 20% | 15% | 13% | 16% | 15% | 15% | 15% | 14% | 18% | 16% | 17% | 14% | 16% |
| I believe I would be most likely to die from it | 38% | 37% | 40% | 37% | 36% | 33% | 42% | 41% | 41% | 35% | 40% | 36% | 49% | 34% | 40% | 25% | 37% | 36% |
| I think this has the worst symptoms | 27% | 30% | 25% | 29% | 19% | 22% | 26% | 34% | 28% | 26% | 25% | 22% | 32% | 26% | 29% | 35% | 30% | 37% |
| Because I hear the most about this type of cancer | 15% | 15% | 14% | 17% | 16% | 13% | 17% | 13% | 11% | 18% | 15% | 14% | 15% | 12% | 16% | 16% | 10% | 21% |
| Because of side effects from the treatment to it | 15% | 17% | 14% | 17% | 12% | 14% | 15% | 17% | 16% | 15% | 14% | 16% | 14% | 15% | 17% | 16% | 13% | 15% |
| Because of my lifestyle | 8% | 10% | 5% | 10% | 13% | 5% | 10% | 4% | 8% | 6% | 8% | 7% | 5% | 11% | 7% | 8% | 7% | 4% |
| Other | 10% | 9% | 11% | 9% | 12% | 13% | 8% | 10% | 12% | 8% | 11% | 16% | 7% | 6% | 8% | 11% | 13% | 5% |
| Don't know/ prefer not to say | 7% | 8% | 6% | 7% | 9% | 8% | 6% | 5% | 7% | 7% | 6% | 10% | 5% | 7% | 4% | 13% | 8% | - |

| Total | Gender | | Age | | | | | Social Grade | | Region | | | | | | | |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|------------------|
| | Male | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland | Northern Ireland |

Which ONE of the following types of cancer do you think has the BEST survival rate, assuming they were spotted at the same time of development?

| | 2056 | 940 | 1116 | 236 | 309 | 287 | 344 | 880 | 1090 | 966 | 496 | 334 | 198 | 235 | 440 | 119 | 182 | 52 |
|--------------------------------|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted Base | 2056 | 940 | 1116 | 236 | 309 | 287 | 344 | 880 | 1090 | 966 | 496 | 334 | 198 | 235 | 440 | 119 | 182 | 52 |
| All UK Adults | 2056 | 990 | 1066 | 247 | 364 | 331 | 382 | 732 | 1131 | 925 | 491 | 329 | 191 | 255 | 456 | 101 | 175 | 58 |
| Breast | 21% | 13% | 28% | 23% | 24% | 16% | 21% | 21% | 21% | 21% | 21% | 22% | 22% | 21% | 22% | 19% | 17% | 15% |
| Bowel | 5% | 4% | 6% | 1% | 2% | 5% | 5% | 8% | 6% | 3% | 5% | 7% | 3% | 5% | 4% | 5% | 5% | 5% |
| Lung | 0% | 1% | 0% | 1% | - | 0% | 0% | 1% | 1% | 0% | 0% | - | 0% | 0% | 1% | 1% | 0% | - |
| Prostate | 10% | 12% | 8% | 6% | 8% | 7% | 10% | 13% | 10% | 9% | 8% | 8% | 12% | 9% | 13% | 9% | 8% | 13% |
| Malignant melanoma (skin) | 11% | 10% | 11% | 13% | 15% | 12% | 8% | 8% | 12% | 9% | 11% | 11% | 10% | 12% | 9% | 8% | 10% | 16% |
| Cervical | 4% | 2% | 7% | 2% | 5% | 5% | 6% | 4% | 5% | 3% | 5% | 5% | 5% | 6% | 4% | 3% | 2% | 1% |
| Ovarian | 1% | 0% | 2% | 0% | 1% | 0% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | - |
| Pancreatic | 0% | 0% | 0% | 1% | - | 0% | 0% | - | 0% | 0% | 0% | - | - | - | 1% | - | - | - |
| Oesophageal (of the food pipe) | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | - | 1% | 1% |
| Leukaemia | 3% | 3% | 3% | 3% | 2% | 2% | 4% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 4% | 4% | 1% |
| Brain | 0% | 0% | 0% | 1% | 0% | 0% | - | 0% | 0% | 0% | 1% | 1% | 0% | 1% | - | 1% | - | - |
| Testicular | 12% | 18% | 6% | 10% | 10% | 14% | 13% | 11% | 11% | 12% | 12% | 10% | 15% | 10% | 12% | 9% | 13% | 10% |
| Other | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% | 0% | 0% | 0% | 1% | - | - | - | 1% | 1% | - |
| Don't know | 32% | 36% | 29% | 38% | 33% | 37% | 30% | 29% | 29% | 36% | 30% | 32% | 29% | 33% | 31% | 38% | 37% | 38% |