## Novartis, Roche Products Ltd and Sanofi - Attitudes to Cancer Survey

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## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 1
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Summary

Base: All respondents

|  |  | Health Conditions |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Cancer | Dementia | Depression | Diabetes | Multiple sclerosis | $\begin{gathered} \text { Respiratory } \\ \text { disease } \\ \hline \end{gathered}$ | Stroke |
| Unweighted base |  | 2004 | 2004 | 2004 | 2004 | 2004 | 2004 | 2004 |
| Weighted base |  | 2004 | 2004 | 2004 | 2004 | 2004 | 2004 | 2004 |
| Most worried about | (1) | $\begin{gathered} 1285 \\ 64 \% \end{gathered}$ | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{gathered} 59 \\ 3 \% \end{gathered}$ | $\begin{gathered} 29 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 301 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 456 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 109 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 312 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 166 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 580 \\ & 29 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{gathered} 195 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 365 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 135 \\ 7 \% \end{gathered}$ | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 403 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 480 \\ & 24 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 305 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 159 \\ 8 \% \end{gathered}$ | $\begin{gathered} 167 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 465 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 440 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 375 \\ & 19 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 62 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 364 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 532 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 12 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 34 \\ 2 \% \end{gathered}$ | $\begin{gathered} 185 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 506 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 553 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 385 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ |
| Least worried about | (7) | $\begin{gathered} 33 \\ 2 \% \end{gathered}$ | $\begin{gathered} 94 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 778 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 770 \\ 38 \% \end{gathered}$ | $\begin{gathered} 151 \\ 8 \% \end{gathered}$ | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 2 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{gathered} 1781 \\ 89 \% \end{gathered}$ | $\begin{gathered} 1147 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 803 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 510 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 1236 \\ 62 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{gathered} 130 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 551 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 1542 \\ 77 \% \end{gathered}$ | $\begin{gathered} 1607 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 736 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 1055 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 393 \\ & 20 \% \end{aligned}$ |
| Mean |  | 1.79 | 3.33 | 5.53 | 5.66 | 3.98 | 4.48 | 3.22 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.36 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.74 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.68 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.51 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.45 \\ & 0.03 \end{aligned}$ |

Prepared by ComRes

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 2
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Cancer

Base: All respondents

|  |  | Total | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{gathered} 1285 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 624 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 661 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 155 \\ 65 \% \end{gathered}$ | $\begin{gathered} 211 \\ 62 \% \end{gathered}$ | $\begin{gathered} 247 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 233 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 178 \\ 60 \% \end{gathered}$ | $\begin{gathered} 260 \\ 60 \% \end{gathered}$ | $\begin{gathered} 314 \\ 59 \% \end{gathered}$ | $\begin{gathered} 362 \\ 65 \% \end{gathered}$ | $\begin{gathered} 286 \\ 65 \% \end{gathered}$ | $\begin{gathered} 323 \\ 68 \% \end{gathered}$ | $\begin{gathered} 174 \\ 60 \% \end{gathered}$ | $\begin{gathered} 541 \\ 65 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 301 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 119 \\ 14 \% \end{gathered}$ |
| 3rd most worried about | (3) | $\begin{gathered} 195 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 87 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 34 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 77 \\ 9 \% \end{gathered}$ |
| 4th most worried about | (4) | $\begin{gathered} 93 \\ 5 \% \end{gathered}$ | $\begin{gathered} 45 \\ 5 \% \end{gathered}$ | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{gathered} 25 \\ 5 \% \end{gathered}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ |
| 5th most worried about | (5) | $\begin{gathered} 62 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 30 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 26 \\ 3 \% \end{gathered}$ |
| 6th most worried about | (6) | $\begin{gathered} 34 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 1 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 33 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ |
| NET: 1-3 |  | $\begin{gathered} 1781 \\ 89 \% \end{gathered}$ | $\begin{gathered} 867 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 914 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 288 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 304 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 329 \\ & 92 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 386 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 464 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 500 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 390 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 427 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 737 \\ 89 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{gathered} 130 \\ 6 \% \end{gathered}$ | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ 7 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 25 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 46 \\ 9 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 60 \\ 7 \% \end{gathered}$ |
| Mean |  | 1.79 | 1.84 | 1.75 | 1.77 | 1.95 | 1.66 | 1.65 | 1.90 | 1.84 | 1.94 | 1.75 | 1.77 | 1.70 | 1.90 | 1.81 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.36 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.42 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.30 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.39 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.62 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.11 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.37 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.26 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.47 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.31 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.34 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.30 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.05 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 2
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Cancer

Base: All respondents

|  |  |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Scotland | North East | North West | Yorkshire \& | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 1285 \\ 64 \% \end{gathered}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 122 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 187 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 60 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{gathered} 301 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\frac{5}{7 \%}$ | $\begin{aligned} & 43 \\ & 19 \% \\ & \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 16 \% \\ & \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 195 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & \end{aligned}$ | ${ }^{21} 9 \%$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | ${ }^{11} 6 \%$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{gathered} 62 \\ 3 \% \end{gathered}$ | ${ }_{3 \%}^{5}$ | ${ }_{7 \%}^{5}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | * | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 34 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 33 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{gathered} 1781 \\ 89 \% \end{gathered}$ | $\begin{gathered} 165 \\ 92 \% \end{gathered}$ | $\begin{aligned} & 69 \% \\ & 869 \end{aligned}$ | $\begin{gathered} 198 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 91 \% \end{aligned}$ | $\begin{gathered} 152 \\ 84 \% \end{gathered}$ | $\begin{gathered} 134 \\ 95 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 92 \% \\ & \end{aligned}$ | $\begin{gathered} 181 \\ 90 \% \end{gathered}$ | $\begin{gathered} 212 \\ 81 \% \end{gathered}$ | $\begin{gathered} 255 \\ 91 \% \end{gathered}$ | $\begin{gathered} 158 \\ 88 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{gathered} 130 \\ 6 \% \end{gathered}$ | ${ }^{11} 6 \%$ | $\stackrel{8}{10 \%}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \\ & \end{aligned}$ | ${ }^{10}{ }_{3 \%}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| Mean |  | 1.79 | 1.76 | 1.89 | 1.78 | 1.80 | 1.90 | 1.42 | 1.58 | 1.71 | 2.17 | 1.64 | 1.89 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.36 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.32 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.51 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 1.30 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.18 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 0.94 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.23 \\ & 0.1 \end{aligned}$ | $\begin{aligned} & 1.37 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.68 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.13 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.37 \\ & 0.10 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 3
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.

## Dementia

Base: All respondents

|  | Total |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 16 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 456 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 212 \\ 22 \% \end{gathered}$ | $\begin{gathered} 245 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 22 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{gathered} 365 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 17 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 305 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 16 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 272 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 134 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 112 \\ 13 \% \end{gathered}$ |
| 6th most worried about | (6) | $\begin{gathered} 185 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 75 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 29 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 49 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 10 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 25 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 5 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 1147 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 534 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 613 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 277 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 331 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 315 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 460 \\ & 55 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{aligned} & 551 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 298 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 135 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 241 \\ 29 \% \end{gathered}$ |
| Mean |  | 3.33 | 3.45 | 3.22 | 3.51 | 3.82 | 3.56 | 3.12 | 3.13 | 3.01 | 3.14 | 3.35 | 3.43 | 3.45 | 3.43 | 3.41 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.74 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.78 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.71 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.67 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.92 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.75 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.65 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.68 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.65 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.75 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.74 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.73 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.75 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.82 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.78 \\ & 0.06 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 3
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.

## Dementia

Base: All respondents

|  | Total |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 456 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 365 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 305 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 272 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 185 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| Least worried about | (7) | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{gathered} 1147 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 138 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 121 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 169 \\ 60 \% \end{gathered}$ | $\begin{gathered} 111 \\ 62 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{aligned} & 551 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 100 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ |
| Mean |  | 3.33 | 3.34 | 3.27 | 3.23 | 3.19 | 3.37 | 3.16 | 3.68 | 3.24 | 3.86 | 3.19 | 3.11 |
| Standard deviation Standard error |  | 1.74 0.04 | 1.78 0.14 | 1.70 0.18 | 1.67 0.11 | 1.74 0.14 | 1.69 0.12 | 1.51 0.12 | 1.75 0.19 | 1.76 0.13 | 1.93 0.13 | 1.73 0.10 | 1.64 0.12 |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 4
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Depression

Base: All respondents


## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 4
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.
Depression
Base: All respondents

|  | Total |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 59 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{gathered} 109 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 13 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ |
| 3rd most worried about | (3) | $\begin{gathered} 135 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ |
| 4th most worried about | (4) | $\begin{gathered} 159 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| 5th most worried about | (5) | $\begin{aligned} & 258 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{aligned} & 506 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{aligned} & 778 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 115 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 41 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{gathered} 1542 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 132 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 78 \% \end{aligned}$ |
| Mean |  | 5.53 | 5.45 | 5.53 | 5.51 | 5.46 | 5.44 | 5.63 | 5.27 | 5.69 | 5.55 | 5.61 | 5.57 |
| Standard deviation Standard error |  | 1.68 0.04 | 1.62 0.13 | 1.78 0.19 | 1.71 0.11 | 1.77 0.14 | 1.87 0.14 | 1.50 0.12 | 1.76 0.19 | 1.41 0.11 | 1.80 0.12 | 1.59 0.09 | $\begin{aligned} & 1.72 \\ & 0.12 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 5
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Diabetes

Base: All respondents

|  | Total |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{gathered} 29 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 10 \\ 1 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 79 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{gathered} 29 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | ${ }_{7 \%}^{29}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 5 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | $\begin{gathered} 56 \\ 6 \% \end{gathered}$ | $\begin{gathered} 66 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\stackrel{29}{9 \%}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{gathered} 29 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ | $\begin{gathered} 33 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | ${ }^{58}$ |
| 4th most worried about | (4) | $\begin{gathered} 167 \\ 8 \% \end{gathered}$ | $\begin{gathered} 89 \\ 9 \% \end{gathered}$ | $\begin{gathered} 78 \\ 8 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 7 \% \end{gathered}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 43 \\ 8 \% \end{gathered}$ | $\begin{gathered} 49 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 34 \\ 7 \% \end{gathered}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{gathered} 66 \\ 8 \% \end{gathered}$ |
| 5th most worried about | (5) | $\begin{gathered} 284 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 14 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{aligned} & 553 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 309 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 96 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 145 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 28 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{aligned} & 770 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 367 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 176 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 305 \\ & 37 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 231 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 118 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 110 \\ 13 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{gathered} 1607 \\ 80 \% \end{gathered}$ | $\begin{gathered} 775 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 831 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 296 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 371 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 434 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 446 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 336 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 390 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 655 \\ & 79 \% \end{aligned}$ |
| Mean |  | 5.66 | 5.59 | 5.73 | 5.45 | 5.30 | 5.48 | 5.80 | 5.91 | 5.92 | 5.72 | 5.71 | 5.51 | 5.68 | 5.42 | 5.60 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.51 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.54 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.79 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.69 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.58 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.32 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.23 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.50 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.54 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.56 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.45 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.77 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.55 \\ & 0.06 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 5
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Diabetes

Base: All respondents

|  |  |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Scotland | North East | North West | $\begin{aligned} & \hline \text { Yorkshire \& } \\ & \text { Humberside } \\ & \hline \end{aligned}$ | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 29 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - |  | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 79 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ |
| 4th most worried about | (4) | $\begin{gathered} 167 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{gathered} 284 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{aligned} & 553 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{aligned} & 770 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 106 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 42 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 231 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{gathered} 1607 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 116 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 84 \% \end{aligned}$ |
| Mean |  | 5.66 | 5.75 | 5.69 | 5.72 | 5.77 | 5.67 | 5.79 | 5.80 | 5.70 | 4.97 | 5.86 | 5.83 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.51 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.50 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 1.58 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.36 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.45 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.42 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 1.60 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.75 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.28 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.45 \\ & 0.10 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 6
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.

## Multiple sclerosis

Base: All respondents

|  | Total |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{gathered} 88 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 312 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 16 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 403 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 20 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 465 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 22 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 364 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 202 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 18 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{aligned} & 221 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 128 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 10 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 151 \\ 8 \% \end{gathered}$ | $\begin{gathered} 75 \\ 8 \% \end{gathered}$ | $\begin{gathered} 76 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 9 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 803 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 397 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 406 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 334 \\ & 40 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{aligned} & 736 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 365 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 371 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 207 \\ 37 \% \end{gathered}$ | $\begin{gathered} 175 \\ 40 \% \end{gathered}$ | $\begin{gathered} 180 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 37 \% \end{aligned}$ |
| Mean |  | 3.98 | 4.00 | 3.97 | 4.15 | 4.20 | 4.15 | 3.99 | 3.77 | 3.74 | 3.84 | 4.01 | 4.07 | 4.03 | 4.11 | 4.01 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.59 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.61 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.56 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.78 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.62 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.58 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.57 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.64 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.60 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.52 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.58 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.62 \\ & 0.06 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 6
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.

## Multiple sclerosis

Base: All respondents

|  | Total |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{aligned} & 88 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 312 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 403 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 465 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 364 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 221 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 151 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 803 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{aligned} & 736 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ |
| Mean |  | 3.98 | 3.87 | 3.97 | 3.97 | 4.10 | 3.92 | 4.19 | 3.68 | 3.99 | 3.96 | 4.01 | 4.05 |
| Standard deviation Standard error |  | 1.59 0.04 | 1.56 0.12 | $\begin{aligned} & 1.63 \\ & 0.17 \end{aligned}$ | 1.58 0.10 | $\begin{aligned} & 1.66 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 1.52 \\ & 0.11 \end{aligned}$ | 1.53 0.12 | $\begin{aligned} & 1.51 \\ & 0.16 \end{aligned}$ | 1.61 0.12 | $\begin{aligned} & 1.65 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.58 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.11 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 7
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where 1 = the condition you are most worried about and $7=$ the condition you are least worried about.

## Respiratory disease

Base: All respondents

|  | Total |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{aligned} & 40 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{gathered} 166 \\ 8 \% \end{gathered}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{gathered} 86 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | $\begin{gathered} 33 \\ 6 \% \end{gathered}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{gathered} 36 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 10 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 15 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 440 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 22 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 532 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 262 \\ 27 \% \end{gathered}$ | $\begin{gathered} 270 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 25 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 385 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 20 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\begin{gathered} 64 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 48 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{gathered} 47 \\ 6 \% \end{gathered}$ |
| NET: 1-3 |  | $\begin{aligned} & 510 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 142 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 27 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{gathered} 1055 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 519 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 536 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 320 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 292 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 142 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 420 \\ & 51 \% \end{aligned}$ |
| Mean |  | 4.48 | 4.47 | 4.49 | 4.61 | 4.19 | 4.30 | 4.39 | 4.63 | 4.74 | 4.68 | 4.46 | 4.43 | 4.32 | 4.39 | 4.40 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.44 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.45 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.53 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.48 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.35 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.38 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.42 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.42 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.47 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.46 \\ & 0.05 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 7
Q. 1 Please rank each of the following health conditions from 1 to 7 , in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.
Respiratory disease
Base: All respondents

|  | Total |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | North East | North West | $\begin{aligned} & \hline \text { Yorkshire \& } \\ & \text { Humberside } \\ & \hline \end{aligned}$ | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 40 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{gathered} 166 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 440 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 532 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 385 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{aligned} & 510 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{gathered} 1055 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ |
| Mean |  | 4.48 | 4.44 | 4.34 | 4.50 | 4.50 | 4.35 | 4.52 | 4.60 | 4.49 | 4.56 | 4.53 | 4.36 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.44 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.46 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.48 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 1.53 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.53 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.17 \end{aligned}$ | 1.38 0.10 | $\begin{aligned} & 1.42 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.40 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.38 \\ & 0.10 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 8
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and 7 = the condition you are least worried about.

## Stroke

Base: All respondents

|  | Total |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base |  | 2004 | 934 | 1070 | 221 | 313 | 321 | 382 | 324 | 443 | 582 | 592 | 343 | 487 | 258 | 789 |
| Weighted base |  | 2004 | 982 | 1022 | 238 | 337 | 337 | 357 | 298 | 436 | 536 | 556 | 437 | 476 | 292 | 831 |
| Most worried about | (1) | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 77 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 18 \\ 5 \% \end{gathered}$ | $\begin{gathered} 23 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 66 \\ 8 \% \end{gathered}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 580 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 291 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 103 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 139 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 124 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 26 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 480 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 224 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 142 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 23 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 375 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 21 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{gathered} 232 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 126 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 105 \\ 13 \% \end{gathered}$ |
| 6th most worried about | (6) | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 59 \\ 7 \% \end{gathered}$ |
| Least worried about | (7) | $\begin{gathered} 41 \\ 2 \% \end{gathered}$ | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 2 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{gathered} 1236 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 615 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 622 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 127 \\ 53 \% \end{gathered}$ | $\begin{gathered} 196 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 305 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 344 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 356 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 281 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 57 \% \end{aligned}$ |
| NET: 5-7 |  | $\begin{aligned} & 393 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 102 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 182 \\ 22 \% \end{gathered}$ |
| Mean |  | 3.22 | 3.16 | 3.27 | 3.45 | 3.26 | 3.28 | 3.37 | 3.04 | 3.00 | 3.14 | 3.17 | 3.31 | 3.27 | 3.21 | 3.34 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.45 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.47 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.54 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.40 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.43 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.36 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.40 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.40 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 1.61 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.47 \\ & 0.05 \end{aligned}$ |

## Attitudes to Cancer Survey

ONLINE Fieldwork : 17th-19th July 2013
Table 8
Q. 1 Please rank each of the following health conditions from 1 to 7, in order of how much you would be worried if you or a family member was diagnosed with that condition, where $1=$ the condition you are most worried about and $7=$ the condition you are least worried about.

## Stroke

Base: All respondents

|  | Total |  | Region |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Wales | Eastern | London | South East | South West |
| Unweighted base |  | 2004 | 160 | 88 | 243 | 163 | 191 | 149 | 84 | 180 | 237 | 308 | 201 |
| Weighted base |  | 2004 | 180 | 80 | 220 | 180 | 180 | 140 | 100 | 200 | 261 | 281 | 180 |
| Most worried about | (1) | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ |
| 2nd most worried about | (2) | $\begin{aligned} & 580 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ |
| 3rd most worried about | (3) | $\begin{aligned} & 480 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ |
| 4th most worried about | (4) | $\begin{aligned} & 375 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ |
| 5th most worried about | (5) | $\begin{aligned} & 232 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ |
| 6th most worried about | (6) | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ |
| Least worried about | (7) | $\begin{gathered} 41 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | * | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| NET: 1-3 |  | $\begin{gathered} 1236 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 185 \\ 66 \% \end{gathered}$ | $\begin{gathered} 107 \\ 60 \% \end{gathered}$ |
| NET: 5-7 |  | $\begin{aligned} & 393 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ |
| Mean |  | 3.22 | 3.39 | 3.31 | 3.29 | 3.17 | 3.35 | 3.29 | 3.39 | 3.18 | 2.94 | 3.15 | 3.20 |
| Standard deviation Standard error |  | $\begin{aligned} & 1.45 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 1.59 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 1.53 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 1.48 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.44 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.50 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.40 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 1.41 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 1.24 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 1.52 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 1.36 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 0.10 \end{aligned}$ |


[^0]:    METHODOLOGY NOTE
    ComRes interviewed 2,004 GB adults online between $17^{\text {th }}$ and $19^{\text {th }}$ July. Data were weighted to be representative of all GB adults aged $18+$. ComRes is a member of the British Polling Council and abides by its rules.

    All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.
    To commission a voting intention poll or a public opinion survey please contact Keiran Pedley: keiran.pedley@comres.co.uk
    To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

