

Table 1
Q.1 Have you changed your diet and lifestyle to reduce the risk of cancer?
Base: All respondents

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1002	444	558	72	133	189	210	202	196	334	247	162	259	239	264	255	150	94
Weighted base	1002	481	521	119	159	198	169	149	208	260	291	210	241	263	263	247	141	88
Yes	357 36%	166 34%	191 37%	35 29%	54 34%	79 40%	62 37%	57 39%	69 33%	95 36%	103 36%	75 36%	84 35%	83 32%	93 35%	95 39%	60 42%	25 29%
No	636 64%	311 65%	325 62%	84 71%	105 66%	118 59%	105 62%	88 59%	136 65%	162 62%	187 64%	135 64%	152 63%	176 67%	167 64%	151 61%	80 57%	63 71%
Refused	5 *	2 *	3 1%	- -	- -	1 1%	- -	3 2%	1 *	1 1%	1 *	- -	3 1%	2 1%	1 1%	1 *	1 1%	- -
Don't know	4 *	2 *	2 *	- -	- -	- -	1 1%	* *	2 1%	2 1%	- -	- -	2 1%	1 1%	1 1%	1 *	* *	- -

Table 2
Q.1 Have you changed your diet and lifestyle to reduce the risk of cancer?
Base: All respondents

		<u>Region</u>										
	<u>Total</u>	<u>North East</u>	<u>Yorks & Humb.</u>	<u>East Midlands</u>	<u>East-ern</u>	<u>South East</u>	<u>London</u>	<u>South West</u>	<u>Wales</u>	<u>West Mid-lands</u>	<u>North West</u>	<u>Scot-land</u>
Unweighted base	1002	48	93	70	100	135	104	96	54	94	114	94
Weighted base	1002	45	86	76	92	135	127	89	52	94	116	88
Yes	357 36%	13 29%	31 36%	23 31%	29 31%	39 29%	44 35%	36 41%	23 45%	41 43%	51 44%	25 29%
No	636 64%	32 71%	54 63%	53 69%	62 68%	95 70%	81 63%	51 58%	29 55%	52 55%	65 56%	63 71%
Refused	5 *	- -	1 1%	- -	1 1%	1 1%	1 1%	1 1%	- -	1 1%	- -	- -
Don't know	4 *	- -	- -	- -	1 1%	- -	1 1%	* *	- -	1 1%	1 1%	- -

Table 3

Q.2 Do you think the government has provided enough clear advice about ways you can change your diet and lifestyle to reduce the risk of cancer?

Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1002	444	558	72	133	189	210	202	196	334	247	162	259	239	264	255	150	94
Weighted base	1002	481	521	119	159	198	169	149	208	260	291	210	241	263	263	247	141	88
Yes	600 60%	274 57%	326 63%	66 56%	95 60%	111 56%	103 61%	99 66%	126 61%	171 66%	181 62%	114 54%	134 56%	158 60%	143 55%	146 59%	93 66%	61 69%
No	370 37%	192 40%	178 34%	50 42%	59 37%	81 41%	65 38%	46 31%	69 33%	80 31%	103 36%	93 44%	94 39%	94 36%	108 41%	96 39%	45 32%	26 30%
Refused	5 1%	3 1%	2 *	- -	- -	1 1%	- -	2 1%	2 1%	3 1%	1 *	- -	2 1%	1 *	2 1%	1 1%	1 1%	- -
Don't know	27 3%	11 2%	15 3%	3 2%	5 3%	5 2%	1 *	2 1%	12 6%	7 3%	6 2%	3 2%	11 5%	10 4%	9 3%	4 2%	3 2%	1 1%

Table 4

Q.2 Do you think the government has provided enough clear advice about ways you can change your diet and lifestyle to reduce the risk of cancer?

Base: All respondents

		<u>Region</u>										
	<u>Total</u>	<u>North East</u>	<u>Yorks & Humb.</u>	<u>East Midlands</u>	<u>East-ern</u>	<u>South East</u>	<u>London</u>	<u>South West</u>	<u>Wales</u>	<u>West Midlands</u>	<u>North West</u>	<u>Scot-land</u>
Unweighted base	1002	48	93	70	100	135	104	96	54	94	114	94
Weighted base	1002	45	86	76	92	135	127	89	52	94	116	88
Yes	600 60%	31 69%	50 58%	44 58%	54 59%	77 57%	81 63%	58 66%	34 66%	44 47%	64 55%	61 69%
No	370 37%	14 31%	35 41%	30 39%	33 36%	54 40%	40 32%	27 31%	18 34%	45 48%	47 40%	26 30%
Refused	5 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	1 1%	- -
Don't know	27 3%	- -	- -	2 2%	4 4%	3 2%	7 5%	3 3%	- -	4 4%	4 4%	1 1%

Table 5
Q.3 How do you rate cancer treatment in the UK?
Base: All respondents

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1002	444	558	72	133	189	210	202	196	334	247	162	259	239	264	255	150	94
Weighted base	1002	481	521	119	159	198	169	149	208	260	291	210	241	263	263	247	141	88
NET: Excellent/ fairly good	771 77%	366 76%	406 78%	86 72%	125 79%	150 75%	127 75%	115 77%	169 81%	201 77%	229 79%	164 78%	177 74%	192 73%	198 75%	202 82%	109 77%	71 80%
Excellent (4)	131 13%	62 13%	69 13%	9 7%	15 9%	20 10%	22 13%	25 17%	41 20%	36 14%	32 11%	27 13%	35 15%	22 8%	29 11%	38 15%	27 19%	15 17%
Fairly good (3)	640 64%	304 63%	337 65%	78 65%	110 70%	130 66%	105 62%	90 60%	127 61%	166 64%	197 68%	136 65%	142 59%	170 65%	168 64%	164 66%	82 58%	56 63%
Fairly poor (2)	121 12%	67 14%	53 10%	14 11%	9 6%	30 15%	25 15%	19 13%	23 11%	30 12%	31 11%	31 15%	28 12%	41 16%	30 11%	20 8%	19 13%	12 13%
Very poor (1)	36 4%	14 3%	22 4%	9 7%	7 5%	3 2%	7 4%	6 4%	4 2%	6 2%	10 4%	7 3%	13 5%	10 4%	14 5%	4 2%	6 4%	2 2%
NET: Poor	157 16%	82 17%	75 14%	22 19%	16 10%	34 17%	32 19%	25 17%	27 13%	36 14%	42 14%	38 18%	41 17%	51 19%	44 17%	24 10%	25 18%	14 15%
Refused	4 *	4 1%	- -	- -	- -	1 *	1 *	1 *	1 1%	1 1%	1 *	- -	2 1%	- -	- -	4 2%	- -	- -
Don't know	70 7%	30 6%	40 8%	10 9%	17 11%	14 7%	9 5%	8 6%	11 5%	22 8%	19 6%	8 4%	21 9%	20 8%	21 8%	18 7%	7 5%	4 4%
Mean	2.93	2.92	2.94	2.79	2.94	2.90	2.89	2.96	3.05	2.97	2.93	2.91	2.92	2.84	2.88	3.04	2.97	2.99
Standard deviation	0.65	0.64	0.66	0.70	0.61	0.58	0.68	0.69	0.65	0.62	0.62	0.65	0.72	0.63	0.69	0.57	0.72	0.64
Standard error	0.02	0.03	0.03	0.09	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.06	0.07

Table 6
Q.3 How do you rate cancer treatment in the UK?
Base: All respondents

		<u>Region</u>										
	<u>Total</u>	<u>North East</u>	<u>Yorks & Humb.</u>	<u>East Midlands</u>	<u>East-ern</u>	<u>South East</u>	<u>London</u>	<u>South West</u>	<u>Wales</u>	<u>West Midlands</u>	<u>North West</u>	<u>Scot-land</u>
Unweighted base	1002	48	93	70	100	135	104	96	54	94	114	94
Weighted base	1002	45	86	76	92	135	127	89	52	94	116	88
NET: Excellent/ fairly good	771 77%	34 75%	68 79%	61 79%	73 79%	92 68%	100 78%	67 75%	42 81%	64 68%	100 86%	71 80%
Excellent (4)	131 13%	5 10%	12 14%	4 6%	12 12%	12 9%	9 7%	20 23%	7 13%	13 14%	22 19%	15 17%
Fairly good (3)	640 64%	29 65%	57 66%	56 74%	62 67%	80 59%	90 71%	46 52%	36 68%	50 54%	78 67%	56 63%
Fairly poor (2)	121 12%	7 15%	8 10%	7 9%	9 10%	23 17%	18 14%	13 14%	6 11%	14 15%	4 4%	12 13%
Very poor (1)	36 4%	1 3%	2 2%	4 5%	3 3%	8 6%	2 2%	5 6%	1 2%	8 8%	1 1%	2 2%
NET: Poor	157 16%	8 19%	10 12%	11 14%	12 13%	31 23%	20 16%	18 20%	7 13%	21 23%	5 5%	14 15%
Refused	4 *	1 2%	2 3%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Don't know	70 7%	2 4%	5 6%	5 6%	7 8%	13 9%	8 6%	5 5%	3 6%	9 9%	10 9%	4 4%
Mean	2.93	2.87	3.00	2.86	2.96	2.79	2.89	2.96	2.98	2.81	3.14	2.99
Standard deviation	0.65	0.64	0.59	0.60	0.62	0.70	0.54	0.80	0.58	0.81	0.52	0.64
Standard error	0.02	0.10	0.06	0.07	0.06	0.06	0.05	0.08	0.08	0.09	0.05	0.07

Table 7

Q.4 Which of these statements is closest to your view?

Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales & South West</u>	<u>Scot-land</u>
Unweighted base	1002	444	558	72	133	189	210	202	196	334	247	162	259	239	264	255	150	94
Weighted base	1002	481	521	119	159	198	169	149	208	260	291	210	241	263	263	247	141	88
I hardly ever think about cancer	167 17%	104 22%	63 12%	29 24%	27 17%	25 13%	26 15%	20 13%	40 19%	37 14%	57 20%	40 19%	33 14%	47 18%	49 19%	39 16%	17 12%	16 18%
I think about cancer occasionally but try to ignore it	166 17%	92 19%	74 14%	19 16%	29 19%	43 21%	19 11%	23 16%	32 15%	44 17%	41 14%	41 19%	40 17%	42 16%	39 15%	35 14%	32 23%	18 20%
I think about cancer sometimes and try to be well informed about it	326 32%	137 29%	188 36%	33 28%	50 31%	67 34%	67 40%	51 34%	58 28%	98 38%	92 32%	53 25%	83 34%	80 30%	90 34%	85 34%	42 30%	28 32%
I do as much as I can to understand and be informed about cancer	330 33%	141 29%	189 36%	37 31%	51 32%	63 32%	54 32%	53 35%	73 35%	79 30%	95 33%	74 35%	82 34%	87 33%	82 31%	85 34%	49 35%	26 30%
Refused	4 *	3 1%	1 *	- -	- -	- -	1 1%	1 *	3 1%	1 1%	3 1%	- -	- -	1 *	1 *	1 1%	- -	1 1%
Don't know	10 1%	4 1%	6 1%	- -	2 1%	1 1%	2 1%	1 1%	3 2%	- -	3 1%	3 1%	4 2%	5 2%	2 1%	1 1%	1 1%	- -

Table 8
Q.4 Which of these statements is closest to your view?
Base: All respondents

		<u>Region</u>										
	<u>Total</u>	<u>North East</u>	<u>Yorks & Humb.</u>	<u>East Midlands</u>	<u>East-ern</u>	<u>South East</u>	<u>London</u>	<u>South West</u>	<u>Wales</u>	<u>West Midlands</u>	<u>North West</u>	<u>Scotland</u>
Unweighted base	1002	48	93	70	100	135	104	96	54	94	114	94
Weighted base	1002	45	86	76	92	135	127	89	52	94	116	88
I hardly ever think about cancer	167 17%	7 15%	15 17%	10 13%	20 21%	29 21%	18 14%	12 13%	5 9%	19 20%	18 15%	16 18%
I think about cancer occasionally but try to ignore it	166 17%	4 9%	15 17%	11 14%	11 12%	26 19%	16 13%	19 22%	13 24%	16 17%	16 14%	18 20%
I think about cancer sometimes and try to be well informed about it	326 32%	15 33%	26 31%	31 40%	36 39%	40 30%	40 31%	28 32%	14 26%	24 25%	44 38%	28 32%
I do as much as I can to understand and be informed about cancer	330 33%	19 42%	28 33%	24 32%	25 27%	36 27%	51 40%	30 33%	20 38%	33 35%	38 32%	26 30%
Refused	4 *	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	1 1%
Don't know	10 1%	-	1 2%	-	1 1%	4 3%	1 1%	-	1 2%	1 1%	-	-