



Private & Confidential
November 2009

**Cancer Awareness
ADULTS AGED 16 AND OVER**

Respondent Name: _____

Address: _____

Postcode: _____ **Telephone No:** _____

Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Date of Interview / /

Signed: _____

Interviewer Name: _____ **Interviewer No.**

Signed off by: _____

Client

Signed off by: _____

Ethnic Focus

Signed off by: _____

DP



Cancer Awareness

Good morning/afternoon/evening, I am..... from Ethnic Focus/STRC. We are an independent market research company working with many diverse ethnic communities across Britain. We are carrying out a research project and I would like to ask you some questions.

We work to the rules of the Data Protection Act and The Market Research Society, which mean that as we are only interested in your opinions you can be assured that your identity will be treated with the strictest of confidentiality and not passed onto anybody.

Q1 There are many warning signs and symptoms of cancer. Please name as many as you can think of:

Q2 The following may or may not be warning signs of cancer. We are interested in your opinion:

	Yes	No	Don't know
A. Do you think an unexplained lump or swelling could be a sign of cancer?			
B. Do you think persistent unexplained pain could be a sign of cancer?			
C. Do you think unexplained bleeding could be a sign of cancer?			
D. Do you think a persistent cough or hoarseness could be a sign of cancer?			
E. Do you think a persistent change in bowel or bladder habits could be a sign of cancer?			
F. Do you think persistent difficulty swallowing could be a sign of cancer?			
G. Do you think a change in the appearance of a mole could be a sign of cancer?			
H. Do you think a sore that does not heal could be a sign of cancer?			
I. Do you think unexplained weight loss could be a sign of cancer?			

Q3

SHOWCARD A	1-3 days	4-6 days	1 week	2 weeks	1 month	6 weeks	3 months	6 months	12 months	Never
A. If you noticed an unexplained lump or swelling how soon would you contact your doctor to make an appointment to discuss it?										
B. If you had unexplained pain how soon would you contact your doctor to make an appointment to discuss it?										
C. If you had an unexplained bleeding how soon would you contact your doctor to make an appointment to discuss it?										
D. If you had a cough or hoarseness how soon would you contact your doctor to make an appointment to discuss it?										
E. If you noticed a change in bowel or bladder habits how soon would you contact your doctor to make an appointment to discuss it?										
F. If you had difficulty swallowing how soon would you contact your doctor to make an appointment to discuss it?										
G. If you noticed a change in the appearance of a mole how soon would you contact your doctor to make an appointment to discuss it?										
H. If you had a sore that did not heal how soon would you contact your doctor to make an appointment to discuss it?										
I. If you had an unexplained weight loss how soon would you contact your doctor to make an appointment to discuss it?										
J. If you had a symptom that you thought might be a sign of cancer how soon would you contact your doctor to make an appointment to discuss it?										

Q4 Sometimes people put off going to see the doctor, even when they have a symptom that they think might be serious. These are some of the reasons people give for delaying. Could you say if any of these might put you off going to the doctor? **SHOWCARD B**

	<i>Yes, often</i>	<i>Yes, sometimes</i>	<i>No</i>	<i>Don't know</i>
A. I would be too embarrassed				
B. I would be too scared				
C. I would be worried about wasting the doctor's time				
D. My doctor would be difficult to talk to				
E. It would be difficult to make an appointment with my doctor				
F. I would be too busy to make time to go to the doctor				
G. I have too many other things to worry about				
H. It would be difficult for me to arrange transport to the doctor's surgery				
I. I would be worried about what the doctor might find				
J. I wouldn't feel confident talking about my symptom with the doctor				
K. Other (please specify)				

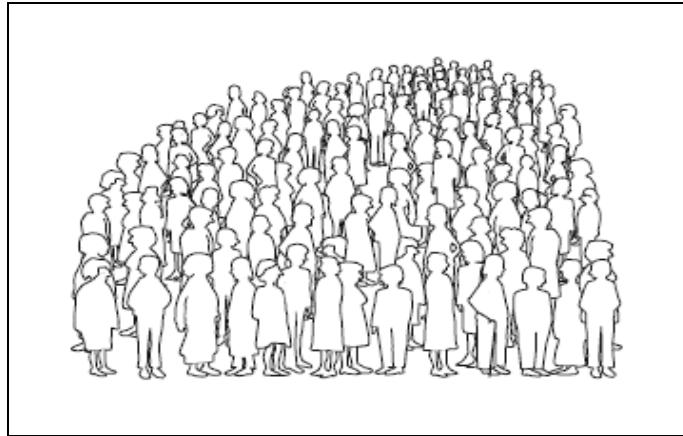
Q5 What things do you think affect a person's chance of getting cancer?

Q6 Medical scientists suggest that these are some of the things that can increase the chance of getting cancer. How much do you agree that each of these can increase the chance of getting cancer? **SHOWCARD C**

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Not sure</i>	<i>Agree</i>	<i>Strongly agree</i>
A. Smoking any cigarettes at all					
B. Exposure to another person's cigarette smoke					
C. Drinking more than 1 unit of alcohol a day					
D. Eating less than 5 portions of fruit and vegetables a day					
E. Eating red or processed meat once a day or more					
F. Being overweight (BMI over 25)					
G. Getting sun burnt more than once as a child					
H. Being over 70 years of age					

I. Having a close relative with cancer					
J. Infection with HPV (Human Papillomavirus)					
K. Doing less than 30 mins of moderate exercise 5 times a week					

Q7 Here is a picture of 100 people. Out of 100 people, how many do you think will develop cancer at some point in their life? **SHOWCARD D**



Q8a What do you think is the most common cancer in women?

Q8b What do you think is the second most common cancer in women?

Q8c What do you think is the third most common cancer in women?

Q9a What do you think is the most common cancer in men?

Q9b What do you think is the second most common cancer in men?

Q9c What do you think is the third most common cancer in men?

Q10

	Yes	No	Don't know
A. Is there an NHS breast cancer screening programme?			
If YES , at what age are women first invited for breast cancer screening? _____			

	Yes	No	Don't know
B. Is there an NHS cervical cancer screening programme (smear tests)?			
If YES , at what age are women first invited for cervical cancer screening? _____			

	Yes	No	Don't know
C. Is there an NHS bowel cancer screening programme?			
If YES , at what age are people first invited for bowel cancer screening? _____			

Q11

Please put the following things in order of how much you think they contribute to cancer in the UK, where 1 = Most important and 5 = Least important: (ONLY ONE ANSWER IN EACH CATEGORY) SHOWCARD E

	Lifestyle (e.g. smoking, diet, physical activity)	Chance	Ageing	Environmental factors (e.g. pollution, radiation)	Genetic inheritance (e.g. runs in the family)
Most important					
2					
3					
4					
Least important					



Demographics

- GEN Gender**
1. Male.....
 2. Female.....
- D1a Could you tell me how old are you?**
Record exact age. _____
[If refused please code below at D1b]
- D1b Age SHOWCARD 1**
1. 16-24.....
 2. 25-34.....
 3. 35-44.....
 4. 45-49.....
 5. 50-54.....
 6. 55-59.....
 7. 60-64.....
 8. 65-69.....
 9. 70-74.....
 10. 75+.....
 11. Refused.....
- D2 Could you tell me your postcode?**
1. (Record full postcode)_____
 2. (If the full postcode refused - Record the first three digits of the postcode)_____
 3. Don't know.....
 4. Refused.....
- D3 Are you registered with a GP?**
1. Yes.....
 2. No.....
 3. Don't know.....
 4. Refused.....
- D4 What is the main language spoken at home? Do not read out. SINGLE CODE SHOWCARD 2**
1. English.....
 2. Urdu.....
 3. Punjabi.....
 4. Gujarati.....
 5. Sylethi.....
 6. Bengali.....
 7. French.....
 8. Somali.....
 9. Turkish.....
 10. Mandarin.....
 11. Other (please specify) _____
- D9 Please would you look at this list? Which one best describes your ethnic group? SHOWCARD 3**

WHITE

- 1. White British
- 2. White Irish
- 3. Any other White background

MIXED

- 4. White and Black Caribbean
- 5. White and Black African.....
- 6. White and Asian.....
- 7. Any other Mixed background.....

ASIAN or ASIAN BRITISH

- 8. Indian.....
- 9. Pakistani.....
- 10. Bangladeshi.....
- 11. Any other Asian background.....

BLACK or BLACK BRITISH

- 12. Black Caribbean
- 13. Black African.....
- 14. Any other Black background.....

CHINESE or OTHER

- 15. Chinese
- 16. Other (please specify).....

-
- 17. Don't know.....
 - 18. Refused

D10

Could you tell me, where does your household get most of its income from? SHOWCARD 4

- 1. Wages or salary.....
- 2. Benefits (including unemployment or sickness benefit)
- 3. Pension.....
- 4. Other (please specify).....
- 5. Don't know.....
- 6. Refused

If a respondent has any questions about symptoms they have had or other questions about cancer, please advise them to speak to their GP.

INTERVIEWER ONLY

IN1 Which language was used to conduct the interview? Single code

- 1. *English*
- 2. *Urdu*.....
- 3. *Punjabi*
- 4. *Gujarati*.....
- 5. *Sylethi*
- 6. *Bengali*
- 7. *French*.....
- 8. *Somali*
- 9. *Turkish*
- 10. *Mandarin*.....
- 11. *Other (please specify)* _____

IN2 How would you rate the respondents' command of English?

- 1. *He/she does not speak English*
- 2. *He/she speaks a little English*.....
- 3. *He/she speaks English reasonably well*.....
- 4. *He/she speaks English fluently*.....
- 5. *He/she speaks English almost like a native speaker*
- 6. *English is his/her first language*