

**Ahead of the Game Survey
Final Questionnaire
October 2009**

Good morning / afternoon / evening. My name is _____ from Ipsos MORI, the research organisation. Am I speaking to/can I speak to Mr [SUBSTITUTE NAME FROM SAMPLE]?

I'm calling on behalf of the Football Foundation to conduct a survey that you recently agreed to participate in (if needed mention that they would have been recruited at [SUBSTITUTE GROUND NAME FROM SAMPLE] football ground).

The following questions are about cancer awareness. This is not a test, we are interested in your thoughts and beliefs so please answer the questions as honestly as you can.

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or organisation in the results.

SCREENER

AA RECORD GENDER OF RESPONDENT

Male	1	THANK AND CLOSE
Female	2	

ASK ALL

BB Can I confirm what you age was at your last birthday? RECORD EXACT AGE AND CODE AGE BRACKET

Exact Age			THANK AND CLOSE
16-39	1		
40-49	2		
50-59	3		
60-69	4		
70+	5		
Don't know/refused	6		

ASK ALL

Q1. Have you, your family or close friends had cancer? SINGLE CODE EACH CATEGORY

	Yes	No
You	1	2
Partner	1	2
Close family member	1	2
Other family member	1	2
Close Friend	1	2
Other Friend	1	2
Not sure	1	2
Do not wish to answer	1	

Q2. **There are many warning signs and symptoms of cancer. Please name as many as you can think of: PROMPT: Anything else?**

DO NOT PROMPT FROM LIST. MULTI-CODE OK. PROBE FULLY TO CODE ACCURATELY FROM THE LIST.

An unusual lump or swelling	1
An unexplained ache or pain	2
A mole change	3
Blood in your bowel motions	4
Unexplained weight-loss	5
Blood in your urine	6
Problems passing urine	7
A cough or croaky voice (that lasts longer than 3 weeks)	8
Change to more frequent bowel motions	9
A sore that won't heal (e.g. after several weeks)	10
Heavy night sweats	11
Tiredness/lethargy	12
Depression	13
Weight gain/abdominal distension	14
Persistent difficulty swallowing or indigestion	15
A mouth or tongue ulcer	16
Other	17
Nothing	18
Refusal	98
Don't know	99

Q3. **The following may or may not be warning signs for cancer. We are interested in your opinion:**

READ OUT A-I. SINGLE CODE ONLY FOR EACH

		Yes it could	No it could not	Don't know/ not sure
A	Do you think an unexplained lump or swelling could be a sign of cancer?	1	2	3
B	Do you think persistent unexplained pain could be a sign of cancer?	1	2	3
C	Do you think unexplained bleeding could be a sign of cancer?	1	2	3
D	Do you think a persistent cough or hoarseness could be a sign of cancer?	1	2	3
E	Do you think a persistent change in bowel or bladder habits could be a sign of cancer?	1	2	3
F	Do you think persistent difficulty swallowing could be a sign of cancer?	1	2	3
G	Do you think a change in the appearance of a mole could be a sign of cancer?	1	2	3
H	Do you think a sore that does not heal could be a sign of cancer?	1	2	3
I	Do you think unexplained weight loss could be a sign of cancer?	1	2	3

Q4 READ OUT STATEMENTS A-K. PLEASE PROMPT. SINGLE CODE ONLY FOR EACH.

	1-3 day s	4-6 days	1 week	2 week s	1 mont h	6 week s	3 mont hs	6 mont hs	12 mont hs	Neve r
A If you noticed an unexplained lump or swelling how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
B If you had unexplained pain how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
C If you had unexplained bleeding how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
D If you had a cough or hoarseness how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
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?	1	2	3	4	5	6	7	8	9	10
F If you had difficulty swallowing how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
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?	1	2	3	4	5	6	7	8	9	10
H If you had a sore that did not heal how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
I If you had unexplained weight loss how soon would you contact your doctor to make an appointment to discuss it?	1	2	3	4	5	6	7	8	9	10
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?	1	2	3	4	5	6	7	8	9	10

Q5 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 the reasons I am going to read out might put you off going to the doctor? SINGLE CODE EACH CATEGORY

		Yes often	Yes sometimes	No	Don't know
A	I would be too embarrassed	1	2	3	4
B	I would be too scared	1	2	3	4
C	I would be worried about wasting the doctor's time	1	2	3	4
D	My doctor would be difficult to talk to	1	2	3	4
E	It would be difficult to make an appointment with my doctor	1	2	3	4
F	I would be too busy to make time to go to the doctor	1	2	3	4
G	I have too many other things to worry about	1	2	3	4
H	It would be difficult for me to arrange transport to the doctor's surgery	1	2	3	4
I	I would be worried about what the doctor might find	1	2	3	4
J	I wouldn't feel confident talking about my symptom with the doctor	1	2	3	4

Q6 Is there anything else you can think of that might put you off going to the doctor? OPEN ENDED

Q7 **What things do you think affect a person's chance of getting cancer?** PROMPT: **Anything else?** DO NOT PROMPT FROM LIST. MULTICODE OK. PROBE FULLY TO CODE ACCURATELY FROM LIST.

Smoking	1
Being exposed to another person's cigarette smoke (passive smoking)	2
Drinking alcohol	3
Not eating enough fruit or vegetables	4
Eating red or processed meat	5
Being overweight	6
Getting sunburnt/exposure to the sun	7
Older age	8
Family history/having a close relative with cancer/Hereditary	9
Infection with HPV (human papillomavirus)	10
Not doing enough exercise/physical activity	11
Diet (unspecified)	12
A high fat diet	13
A low fibre diet	14
Food additives	15
Being underweight	16
Genes/genetics	17
Infection with viruses (unspecified/other)	18
Having many sexual partners	19
Taking HRT/the contraceptive pill	20
Living near power lines	21
Pollution	22
Radiation	23
Stress	24
Other	25
Nothing	26
Refusal	98
Don't know	99

Q8 Medical scientists suggest that these are some of the things that can increase the chance of getting cancer. How much do you agree or disagree that each of these can increase the chance of getting cancer?

READ OUT A-K. SINGLE CODE ONLY FOR EACH.

		Strongly disagree	Disagree	Not sure	Agree	Strongly agree
A	Smoking any cigarettes at all	1	2	3	4	5
B	Exposure to another person's cigarette smoke	1	2	3	4	5
C	Drinking more than 1 unit of alcohol a day IF NECESSARY: A unit of alcohol is one small measure of spirits, half a pint of lager (3-4% strength) or half a small glass (175 ml) of wine (12% strength)	1	2	3	4	5
D	Eating less than 5 portions of fruit and vegetables a day. IF NECESSARY A portion is equivalent to an apple orange, banana or similar sized fruit, 2 plums or nectarines or similar sized fruit, a handful of grapes or berries, one tablespoon of raisins, two serving spoons of cooked vegetables, beans or pulses, or a dessert bowl of salad.	1	2	3	4	5
E	Eating red or processed meat once a day or more. IF NECESSARY: Processed meat includes bacon, ham, salami, corned beef and sausages.	1	2	3	4	5
F	Being overweight (BMI over 25)	1	2	3	4	5
G	Getting sunburnt more than once as a child	1	2	3	4	5
H	Being over 70 years old	1	2	3	4	5
I	Having a close relative with cancer IF NECESSARY: By close relative I mean parents, children, brothers or sisters.	1	2	3	4	5
J	Infection with HPV (Human Papillomavirus)	1	2	3	4	5
K	Doing less than 30 mins of moderate physical activity 5 times a week IF NECESSARY: Moderate physical activity includes anything that leaves you warm and slightly out of breath such as brisk walking, gardening, dancing or housework.	1	2	3	4	5

Q9 **Imagine 100 people, how many do you think will develop cancer at some point in their life?**

SINGLE CODE ONLY

WRITE IN

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Q10 **What do you think is the most common cancer in men?**

DO NOT PROMPT. SINGLE CODE ONLY FOR EACH. ENSURE YOU PROBE FULLY AND CODE ACCURATELY FROM LIST.

CHEST	
Breast cancer	1
Lung cancer	2
STOMACH	
Kidney cancer	3
Liver cancer	4
Cancer of the bladder	5
Pancreatic cancer (cancer of the pancreas)	6
Stomach cancer	7
PRIVATE PARTS	
Bowel/Colorectal cancer (cancer of the rectum or colon)	8
Prostate cancer	9
Testicular cancer	10
THROAT	
Throat (Cancer of the larynx vocal cords, voice box)	11
Cancer of the oesophagus (gullet and food pipe)	12
OTHER	
Brain cancer	13
Leukaemia (cancer of the blood)	14
Lymphoma	15
Melanoma	16
Multiple myeloma or bone marrow cancer	17
Mesothelioma	18
Non-Hodgkin's Lymphoma	19
Skin cancer	20
Oral/mouth/oropharynx/lips/tongue	21
Other (WRITE IN)	22
Refusal	98
Don't know	99

Q11 **What do you think is the second most common cancer in men?**
 DO NOT PROMPT. SINGLE CODE ONLY FOR EACH. ENSURE YOU PROBE FULLY AND CODE ACCURATELY FROM LIST

CHEST	
Breast cancer	1
Lung cancer	2
STOMACH	
Kidney cancer	3
Liver cancer	4
Cancer of the bladder	5
Pancreatic cancer (cancer of the pancreas)	6
Stomach cancer	7
PRIVATE PARTS	
Bowel/Colorectal cancer (cancer of the rectum or colon)	8
Prostate cancer	9
Testicular cancer	10
THROAT	
Throat (Cancer of the larynx vocal cords, voice box)	11
Cancer of the oesophagus (gullet and food pipe)	12
OTHER	
Brain cancer	13
Leukaemia (cancer of the blood)	14
Lymphoma	15
Melanoma	16
Multiple myeloma or bone marrow cancer	17
Mesothelioma	18
Non-Hodgkin's Lymphoma	19
Skin cancer	20
Oral/mouth/oropharynx/lips/tongue	21
Other (WRITE IN)	22
Refusal	98
Don't know	99

Q12 **What do you think is the third most common cancer in men?**
 DO NOT PROMPT. SINGLE CODE ONLY FOR EACH. ENSURE YOU PROBE FULLY AND CODE ACCURATELY FROM LIST.

CHEST	
Breast cancer	1
Lung cancer	2
STOMACH	
Kidney cancer	3
Liver cancer	4
Cancer of the bladder	5
Pancreatic cancer (cancer of the pancreas)	6
Stomach cancer	7
PRIVATE PARTS	
Bowel/Colorectal cancer (cancer of the rectum or colon)	8
Prostate cancer	9
Testicular cancer	10
THROAT	
Throat (Cancer of the larynx vocal cords, voice box)	11
Cancer of the oesophagus (gullet and food pipe)	12
OTHER	
Brain cancer	13
Leukaemia (cancer of the blood)	14
Lymphoma	15
Melanoma	16
Multiple myeloma or bone marrow cancer	17
Mesothelioma	18
Non-Hodgkin's Lymphoma	19
Skin cancer	20
Oral/mouth/oropharynx/lips/tongue	21
Other (WRITE IN)	22
Refusal	98
Don't know	99

Q13 **Is there an NHS bowel cancer screening programme?**

Yes	1
No	2
Don't know	3

ASK IF YES (CODE1) AT Q 13. OTHERS GO TO Q15

Q14 **At what age are people first invited for bowel cancer screening?**

WRITE IN AGE	<input type="text"/>	<input type="text"/>
Don't know	2	

ASK ALL

Q15 Please put the following things in order of how much you think they contribute to cancer in the UK. PROMPT: Which is the most important? And the next? And the next? The next? The next? The next?

READ OUT. RANDOMISE LIST. SINGLE CODE EACH

		Most important	2	3	4	5
A	Lifestyle (e.g. smoking, diet, physical activity)					
B	Chance					
C	Aging					
D	Environmental factors (e.g. pollution, radiation)					
E	Genetic inheritance (e.g. runs in the family)					

Q16 Have you heard of the 'Ahead of the Game' campaign?

Yes	1
No	2

Q17 How regularly do you attend Norwich City/Brighton and Hove Albion /Scunthorpe United/Blackburn Rovers/Portsmouth first team home football matches?

Every game	1
Not every game, but at least half of games	2
Less than half of all games but more than twice a season	3
Occasionally/once or twice a season	4
Don't know	5
Refused	6

Now I just have a few questions about you.

Q18 Which of the following ethnic groups would you say you belong to? SINGLE CODE

WHITE	
British	1
Irish	2
Eastern European (SPECIFY)	3
MIXED	
White and Black Caribbean	4
White and Black African	5
White and Asian	6
Any other mixed background	7
ASIAN OR ASIAN BRITISH	
Indian	8
Pakistani	9
Bangladeshi	10
Any other Asian background	11
BLACK OR BLACK BRITISH	
Caribbean	12
African	13
Any other black background	14
CHINESE/OTHER	
Chinese	15
Other	16

Occupation of Respondent (CIE only if respondent has no occupation)

Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

REMEMBER TO PROBE FULLY FOR PENSION AND CODE FROM ABOVE

Class

A	<input type="checkbox"/>
B	<input type="checkbox"/>
C1	<input type="checkbox"/>
C2	<input type="checkbox"/>
D	<input type="checkbox"/>
E	<input type="checkbox"/>