

# **Cancer Research UK**

## **Cancer Awareness Measure (CAM)**

### **Recruitment Record**

#### **LAMBETH**

This survey instrument (CAM) was developed by Cancer Research UK, University College London, Kings College London, and University of Oxford in 2007-2008.

How many participants did you recruit?  
2298

Please record all of the methods you used (e.g. electoral registry, door – to – door, shopping centre, GP practice, hospitals) to recruit your participants in the space below:  
Postal address file

How many people did you approach to complete the CAM?  
We approached 5076 households.

How many people agreed to complete the CAM?  
2298 (One person in each household)

How many participants started to complete the CAM but did not complete it?  
Not reported

Were the interviews completed over the telephone, face to face, or on the internet?

Over the telephone            Number of interviews.....  
Face to face              X      Number of interviews 2298  
Internet                          Number of interviews.....

Over what time period were the interviews carried out?  
From: October 2009 (dd/mm/yyyy) to: January 2010 (dd/mm/yy)

If the interviews were conducted face to face where did you conduct the interviews?  
Please record all of the places that were used in the space below:  
In people's homes.

If the interviews were conducted face to face how many other people were in the room while the interview was being carried out?  
0- 1   
More than 1   
Not recorded