

## Cancer Awareness Measure (CAM)

Produced for  
**NHS Eastern and Coastal**

April 2010



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## Executive Summary

### Background

- Kent and Medway Cancer Network (KMCN) commissioned Explain to carry out on-street interviews within three PCT areas; NHS Medway, NHS West Kent and NHS Eastern and Coastal Kent in March 2010, to better understand the level of public knowledge of cancer signs and symptoms and to help them plan interventions and campaigns to raise awareness of risk factors
- The following report details the findings from the 1,161 interviews carried out in Eastern and Coastal Kent

### Awareness of cancer signs and symptoms

- UNPROMPTED, the key warning signs and symptoms of cancer were lump or swelling (63%), bleeding (20%), weight loss (20%) and pain (18%)
- When PROMPTED, the key warning signs and symptoms of cancer were unexplained lump or swelling (96%), change in the appearance of a mole (95%), persistent change in bowel or bladder habits (88%) and unexplained bleeding (85%)

### Seeking help for cancer symptoms

- The majority of respondents would contact their doctor to make an appointment within one week if they developed 7 of the 9 symptoms listed. 82% of respondents stated that they would make an appointment within one week in they had unexplained bleeding, 81% if they had difficulty swallowing and 77% if they noticed an unexplained lump or swelling
- 74% of respondents stated that if they had a symptom that they thought might be cancer they would contact their doctor to make an appointment within 1 week to discuss it. Of these respondents, 38% stated that they would contact within 1-3 days

### Barriers to seeking help

- The main barriers to going to visit a doctor were, difficult to make an appointment, worried about what the doctor might find, embarrassed and scared

### Awareness of risk factors

- UNPROMPTED, respondents thought smoking (74%) was the main thing that affects a person's chance of getting cancer. Drinking alcohol (38%) and diet (28%) were noted by over a quarter of the sample. Getting sunburnt/exposure to the sun (16%), family history/close relative with cancer (14%) and genes/genetics (11%) were also mentioned a number of times
- When PROMPTED, smoking any cigarettes at all, exposure to another person's cigarette smoke, getting sunburnt more than once as a child and having a close relative with cancer achieved the highest agreement in terms of increasing the chance of getting cancer

### Awareness of cancer incidence

- Between 30-36 people out of 100 will develop cancer at some point in their life, 28% of the sample were aware of this.

### Most common cancers

- Respondents thought the most common cancer in women was breast followed by cervical and lung
- Respondents thought the most common cancer in men was prostate followed by lung and bowel



### Awareness of cancer screening programme

- 82% of respondents were aware of an NHS breast cancer screening programme
  - Of these respondents, none were correct that women are first invited for screening at 47 years of age, although 54% stated between 41 and 50
- 82% of respondents were aware of an NHS cervical cancer screening programme
  - Of these respondents, 37% were correct that women are invited for screening at 25 years of age in England
- 25% of respondents were aware of an NHS bowel cancer screening programme
  - Of these respondents, 38% were correct that people are invited for screening at 60 years of age

### Contribution to cancer

- Respondents stated that lifestyle contributes to cancer in the UK the most, followed by genetic inheritance, environment, aging and chance

The following report details the above findings in greater detail. All literal responses can be found in Appendix 1 and a copy of the questionnaire in Appendix 2.



# Table of contents

<b>Executive Summary</b>	<b>Page 1</b>
<b>Introduction</b>	<b>Page 4</b>
<b>Objectives</b>	<b>Page 4</b>
<b>Methodology</b>	<b>Page 4</b>
<b>Notes on analysis</b>	<b>Page 4</b>
<b>Results</b>	<b>Page 6</b>
<b>Awareness of cancer</b>	<b>Page 6</b>
<b>Seeking help for cancer symptoms</b>	<b>Page 9</b>
<b>Barriers to seeking help</b>	<b>Page 11</b>
<b>Awareness of risk factors</b>	<b>Page 12</b>
<b>Awareness of cancer incidence</b>	<b>Page 15</b>
<b>Most common cancers</b>	<b>Page 16</b>
<b>Awareness of cancer screening programme</b>	<b>Page 18</b>
<b>Contribution to cancer</b>	<b>Page 21</b>
<b>Demographics</b>	<b>Page 22</b>
<b>Appendix 1 – Full Literal Responses</b>	<b>Page 26</b>
<b>Appendix 2 – Questionnaire</b>	<b>Page 30</b>
<b>Appendix 3 – Table</b>	<b>Page 38</b>



## Introduction

Explain was commissioned by Kent and Medway Cancer Network (KMCN) to carry out a cancer awareness survey within the area. In total, 3,412 on-street interviews were conducted across the three PCT areas; NHS Medway, NHS West Kent and NHS Eastern and Coastal Kent using the cancer awareness measurement (CAM) tool.

## Objectives

The main objectives of the research were to better understand the level of public knowledge of cancer signs and symptoms and to help KMCN plan interventions and campaigns to raise awareness of risk factors. The results will also provide KMCN with information to benchmark against in the future.

The topics assessed in the CAM included: awareness of warning signs, anticipated delay in seeking medical help, barriers to seeking medical help, awareness of risk factors, risk factor ranking, awareness of incidence, awareness of common cancers, and awareness of NHS screening programmes.

## Methodology

In total, 3,412 interviews were carried out across the three PCT areas; NHS Medway, NHS West Kent and NHS Eastern and Coastal Kent. The breakdown is shown below.

PCT Area	Number of interviews
NHS Medway	1,136
NHS Eastern and Coastal Kent	1,161
NHS West Kent	1,115
<b>Total</b>	<b>3,412</b>

Interviews were carried out using MRS trained researchers, who were set quotas to ensure a representative mix of ages, socio-economic groupings (SEG's), genders and ethnic groups were achieved, in-line with PCT population statistics.

A copy of the questionnaire can be found in Appendix 2 and all returned questionnaires were entered into Mercator SNAP version 10.0 and verified.

## Notes on Analysis

'No replies' have not been included in the analysis; therefore the sample sizes fluctuate from question to question, as some respondents didn't feel that they could answer every question. If a chart shows 0%, this shows that at least one respondent selected this option although not enough to represent 1% or higher.

Respondents represent only samples of total populations, so we cannot be certain that the figures obtained are exactly those we would have if everybody had taken part (i.e. the “true values”).

However, we can predict the variation between the sample results and the true values from knowledge of the size of the samples on which results are based and the number of times a particular answer is given. The confidence with which we make this prediction is 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range (95% confidence interval).

A sample size of 1,161 would give an error rating of +/-3%.



## Results

The following report details the findings from the interviews carried out in Eastern and Coastal Kent. In total 1,161 on-street interviews were carried out in the NHS Eastern and Coastal Kent PCT area.

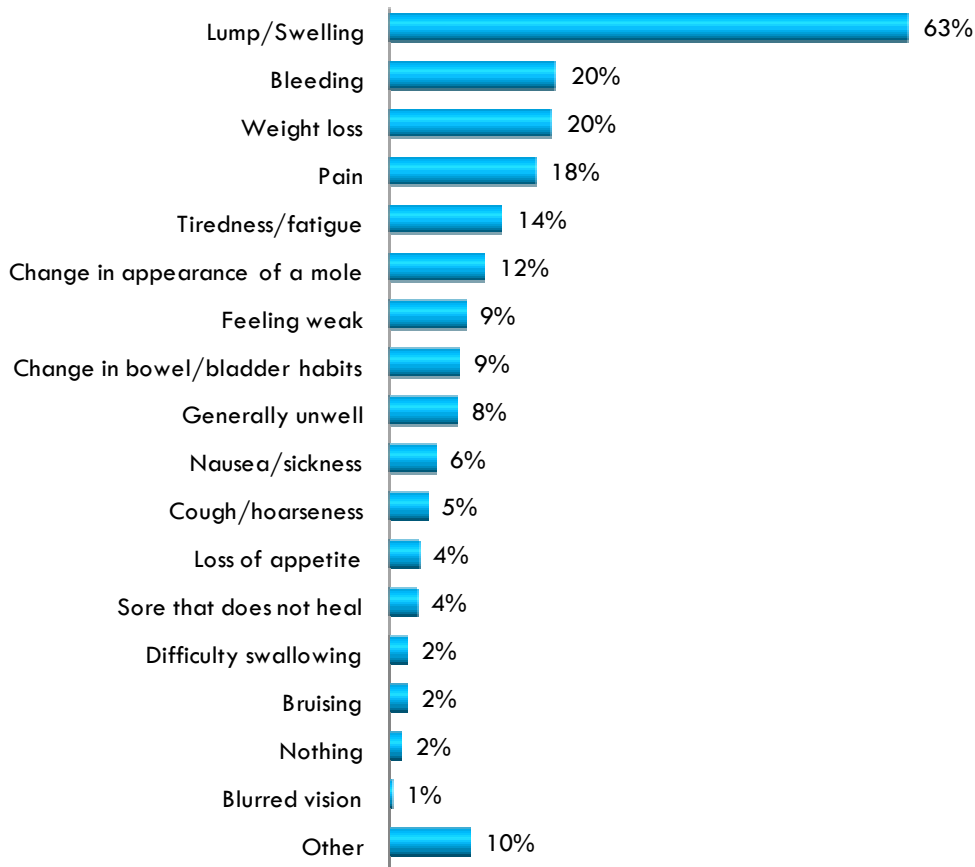
In order to complete the 1,161 interviews, 4,143 people were approached (28% conversion rate). All researchers carried out their interviews on-street, although three also carried out interviews door-to-door.

### Awareness of cancer signs and symptoms

The first set of questions were about warning signs of cancer.

Respondents were asked if they could think of any warning signs or symptoms of cancer.

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

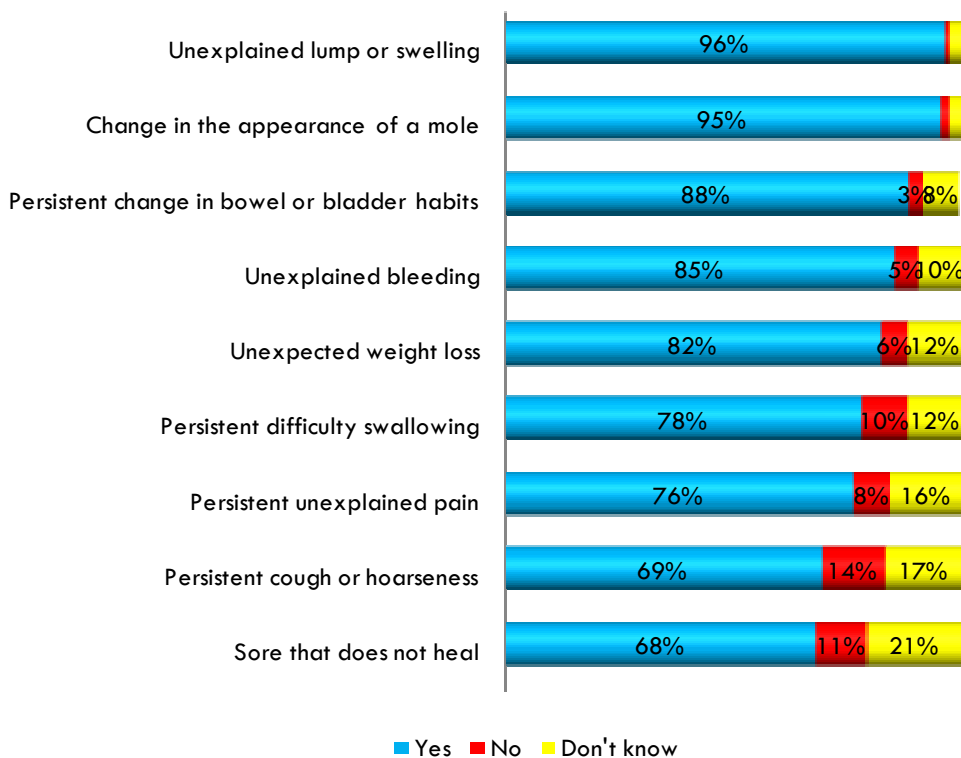


63% of respondents stated lump or swelling could be a warning sign of cancer. A further 20% stated bleeding and weight loss and 18% pain.



Respondents were informed that the following list may or may not be warning signs of cancer and were asked which ones they thought were.

**Do you think the following could be a sign of cancer?**



The majority of respondents (68% - 96%) stated that all of the above are warning signs of cancer.

96% of respondents stated that an unexplained lump or swelling could be a sign of cancer and 95% the change in appearance of a mole.

14% of respondents didn't think a persistent cough or hoarseness could be a sign of cancer and 11% a sore that doesn't heal, although approximately a fifth of respondents (21%) were unsure about a sore that doesn't heal.

As the chart below shows, a slightly higher percentage of female respondents thought eight of the nine symptoms could be signs of cancer compared to males.

	Male	Female
Unexplained lump or swelling	96%	96%
Change in the appearance of a mole	93%	96%
Unexplained bleeding	82%	88%
Persistent change in bowel or bladder habits	86%	90%
Unexpected weight loss	78%	86%
Persistent unexplained pain	75%	77%
Sore that does not heal	64%	72%
Persistent difficulty swallowing	75%	80%
Persistent cough or hoarseness	66%	71%





A higher percentage of respondents aged 35+ stated that the symptoms could be signs of cancer. Awareness was slightly lower amongst respondents aged 25-34 and slightly lower again amongst respondents 16-24 years old.

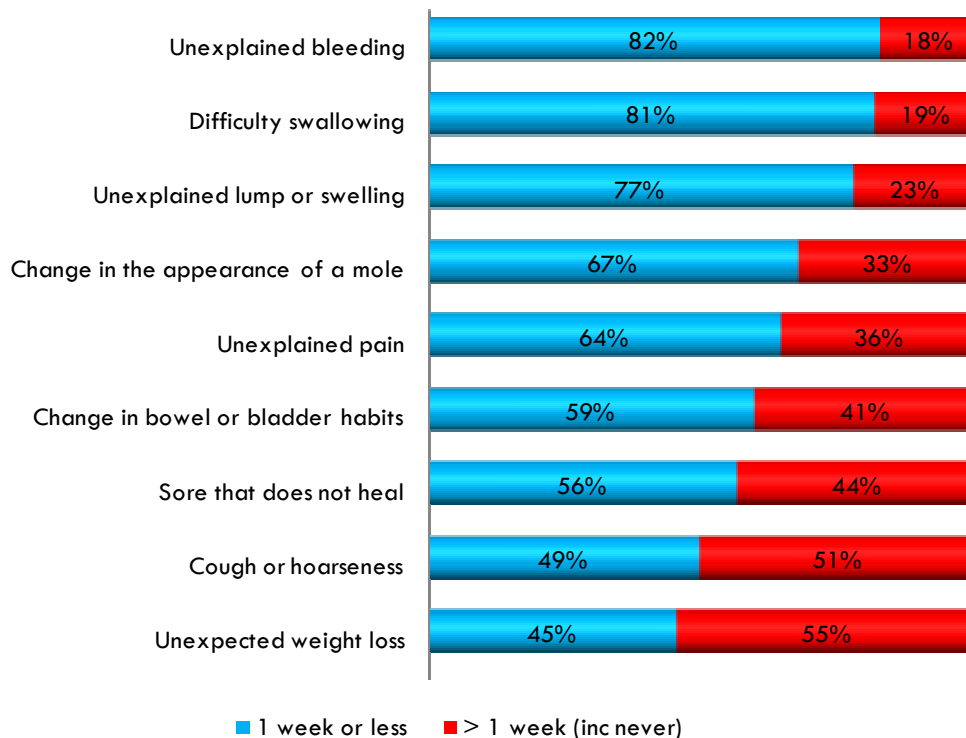


### Seeking help for cancer symptoms

Respondents were asked if they noticed any of the following signs, how soon would they contact their doctor to make an appointment to discuss it.

Respondents were given eleven different time categories. The chart below shows results split into two time categories – 1 week or less and more than 1 week. Full data tables for this question can be seen in Appendix 3.

#### If you noticed any of the following how soon would you contact your doctor to make an appointment to discuss it?



The majority of respondents stated that that they would make an appointment with their doctor within 1 week if they noticed all but two of the warning signs.

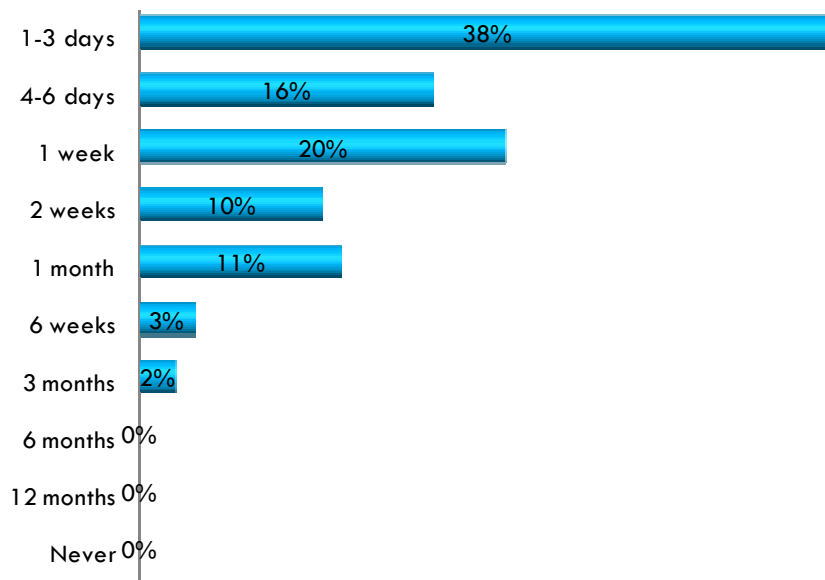
82% of respondents stated that they would make an appointment with their doctor within 1 week if they experienced unexplained bleeding. A further 81% would contact their doctor within 1 week if they experienced difficulty swallowing and 77% if they had an unexplained lump or swelling.

Just under half of the sample stated that they would make an appointment with their doctor within 1 week if they had a cough or hoarseness (49%) or unexpected weight loss (45%).



Respondents were then asked if they had a symptom that they thought might be cancer how soon would they contact their doctor to make an appointment to discuss it.

**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?**



The majority of respondents (74%) stated that if they had a symptom that they thought might be cancer they would contact their doctor to make an appointment to discuss it within 1 week. Of these respondents, 38% stated that they would contact their doctor within 1-3 days and 16% between 4-6 days.

23 (2%) respondents stated that they would wait three months or longer before contacting their doctor.

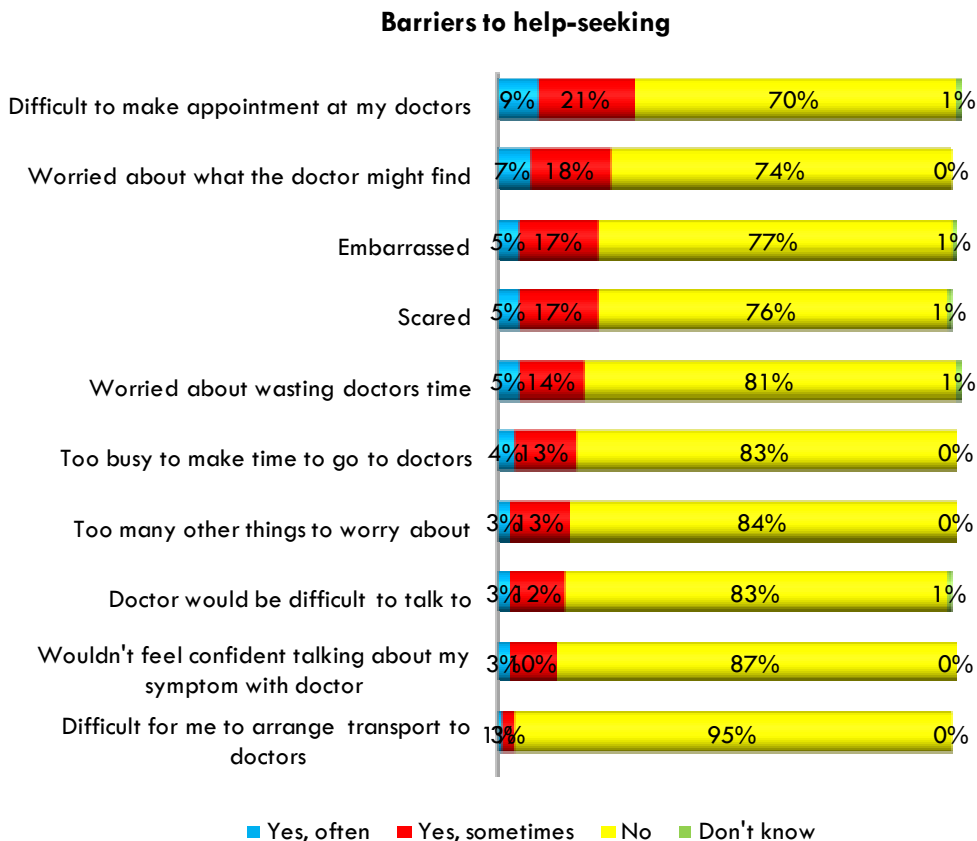
79% of female respondents stated that they would contact their doctor within one week if they had a symptom that they thought might be a sign of cancer compared to 67% of males.



## Barriers to seeking help

The next section relates to barriers that may stop people from seeking help.

Respondents were shown a list of potential reasons as to why people put off going to see their doctor and asked if any might put them off.



30% of respondents stated that they put off going to see their doctor often or sometimes because it is difficult to make an appointment. A further 25% stated that they are worried about what the doctor might find. And 22% were too embarrassed and scared.

19% of respondents stated that they are often or sometimes worried they are wasting doctor's time.

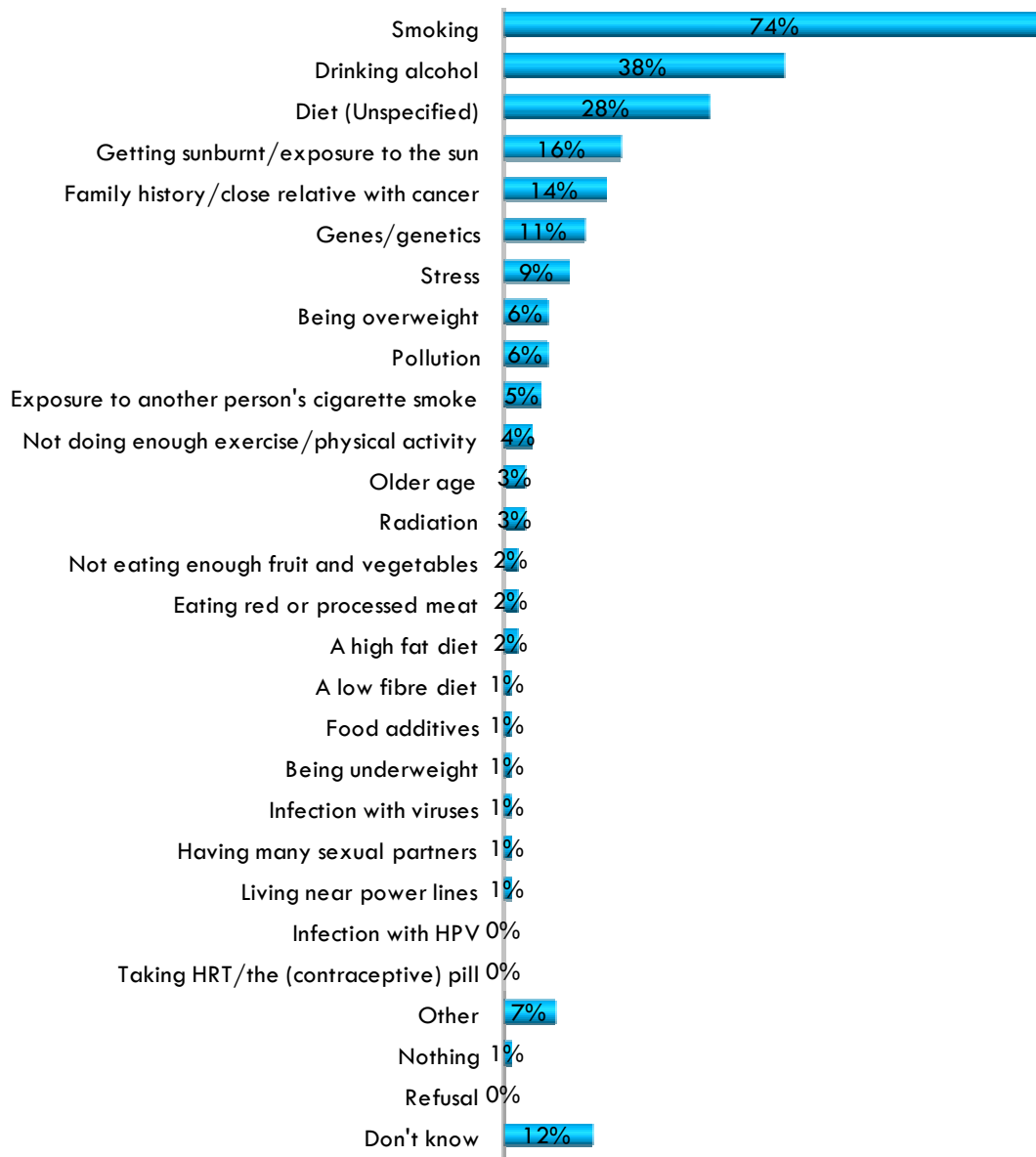
Of those 23 respondents that stated in the previous question that they would wait three months or longer before contacting their doctor if they thought they had a symptom of cancer, the key barriers preventing them from making an appointment were being worried about what the doctor might find (13/23), the doctor would be difficult to talk to (12/23), difficult to make an appointment (12/23) and too busy to make time to go to the doctors (12/23).



## Awareness of risk factors

Respondents were asked unprompted what things may affect a person's chances of getting cancer.

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



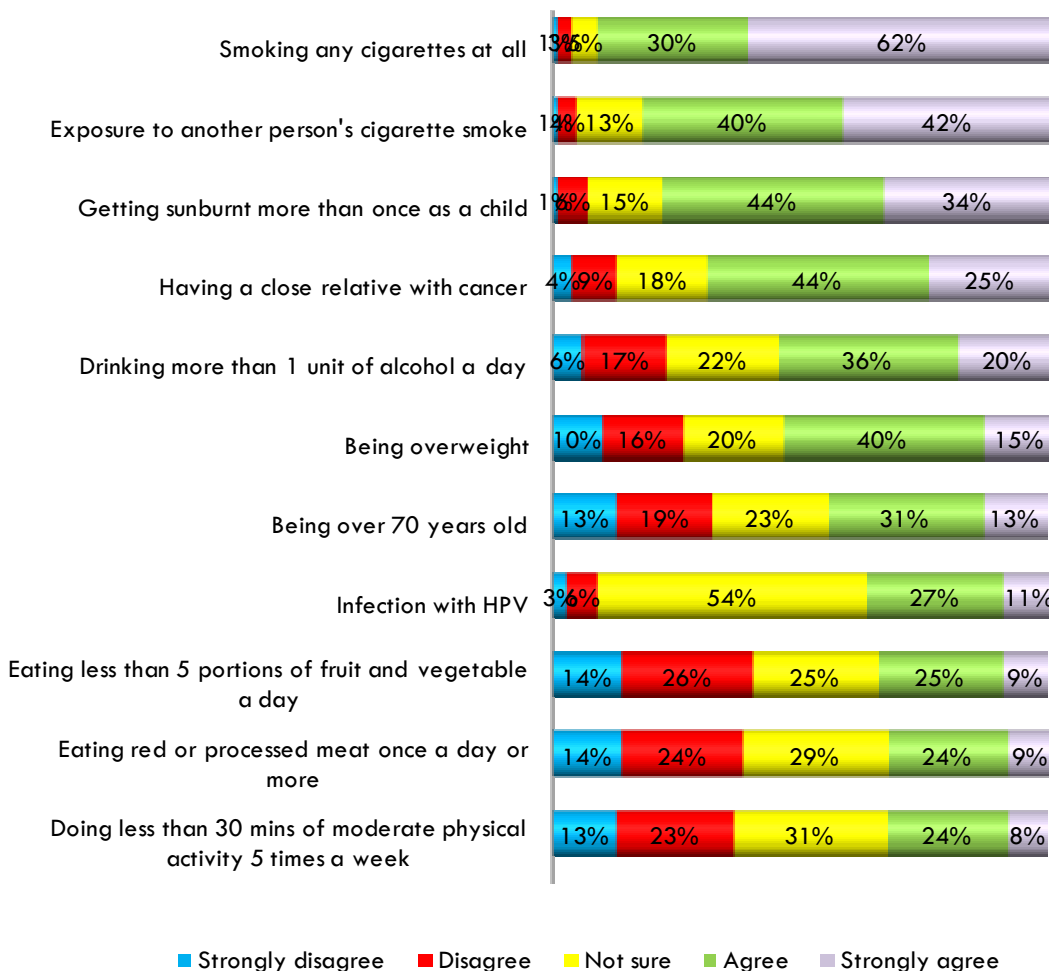
When asked what things affect a person's chance of getting cancer, the majority of respondents (74%) stated smoking.

Drinking alcohol (38%) and diet (28%) were noted by over a quarter of the sample. Getting sunburnt/exposure to the sun (16%), family history/close relative with cancer (14%) and genes/genetics (11%) were also mentioned a number of times.



Respondents were then asked on a scale of 1 to 5, where 1 was strongly disagree and 5 strongly agree, for their level of agreement that each of the following can increase the chance of getting cancer.

**How much do you agree that each of these can increase the chance of getting cancer?**

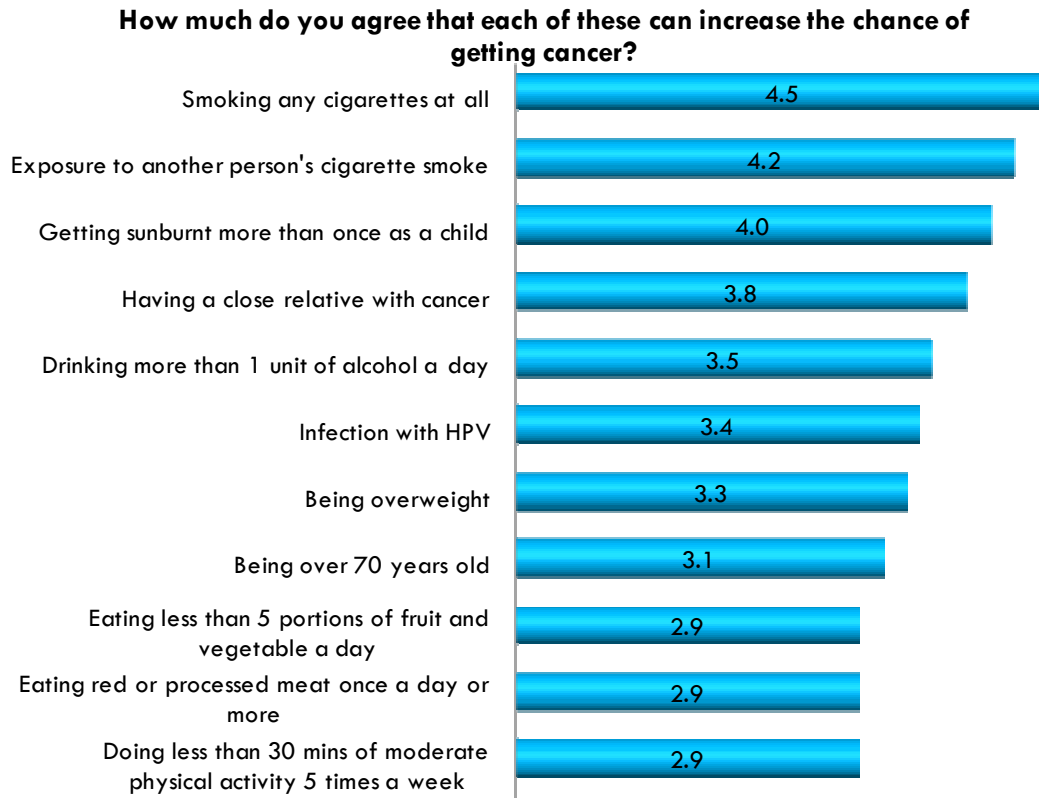


92% of respondents either agreed or strongly agreed that smoking cigarettes can increase the chance of getting cancer. Exposure to another person's smoke (82%) and getting sunburnt as a child (78%) also achieved high combined agreement.

In terms of disagreement, 40% of respondents disagreed or strongly disagreed that eating less than five portions of fruit and vegetables a day can increase the chance of getting cancer. Eating red or processed meat once a day or more (38%) and doing less than 30 minutes of moderate physical activity 5 times a week (36%) also achieved high combined disagreement.



The chart below shows the above results using a mean score, where 1 was strongly disagree and 5 strongly agree.



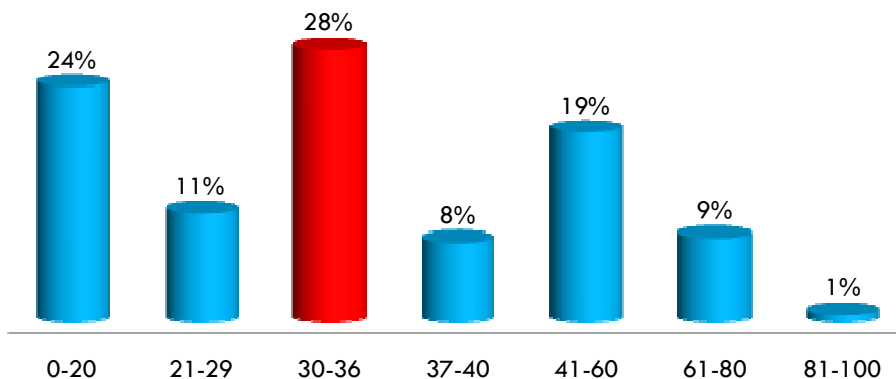
As the chart above shows, respondents strongly agreed that smoking any cigarettes can increase the chance of getting cancer (4.5). Exposure to another person's cigarette smoke (4.2) and getting sunburnt as a child (4.0) both achieved a mean score of 4.0 or higher.



### Awareness of cancer incidence

Respondents were shown a picture of 100 people and asked how many of these they thought would develop cancer at some point in their life.

**Out of 100 people, how many do you think will develop cancer?**



As the chart above shows, just under half of the sample (47%) thought between 21 and 40 people out of 100 will develop cancer at some point in their life.

Approximately 30-36 people out of 100 will develop cancer at some point in their lives. 28% of respondents were correct with their response.





**Most common cancers**

Respondents were asked unprompted, what the three most common cancers were in women and men.

The table below shows the results for women.

	Women		
	Most common	Second most common	Third most common
Breast	83%	11%	1%
Cervical/cervix	10%	36%	8%
Bowel/colorectal/rectal	1%	6%	11%
Lung	1%	9%	17%
Ovarian	1%	9%	6%
Skin	1%	4%	8%
Liver	-	-	1%
Stomach	-	2%	2%
Throat	-	1%	2%
Uterus/endometrial/womb	-	2%	1%
Other	-	-	1%
Don't know	2%	17%	40%

The most common cancer in women is breast cancer. 83% of respondents were correct in their response. Respondents thought cervical/cervix and lung cancer were the next most common cancers in women.

The table below shows the results for men.

	Men		
	Most common	Second most common	Third most common
Prostate	54%	12%	4%
Testicular	16%	10%	4%
Lung	14%	25%	15%
Bowel/colorectal/rectal	9%	20%	16%
Breast	1%	2%	2%
Stomach	1%	2%	3%
Throat	1%	4%	4%
Brain	-	-	1%
Kidney	-	-	1%
Liver	-	1%	3%
Oral/mouth/oropharynx/lips/tongue	-	1%	1%
Pancreatic	-	1%	-
Skin	-	3%	5%
Other	-		1%
Don't know	3%	18%	39%

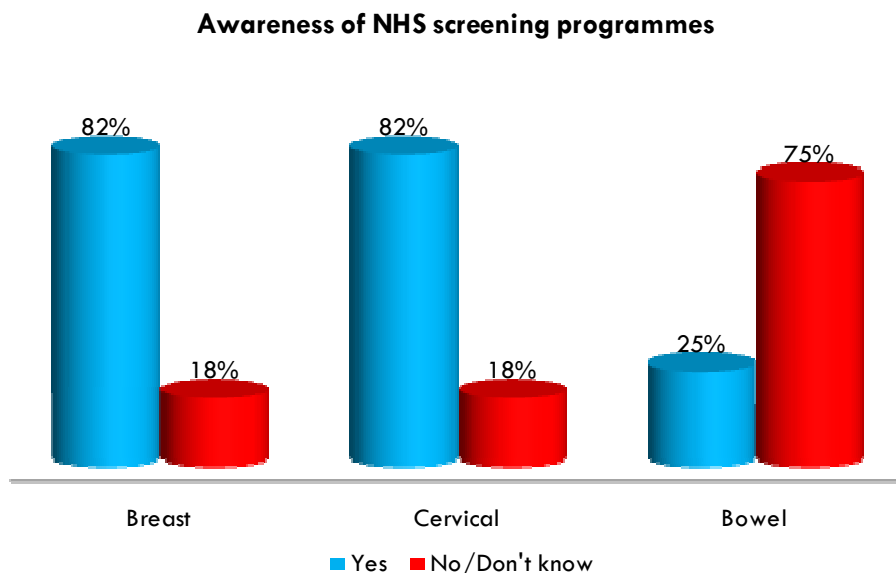
The most common cancer in men is prostate cancer. Just over half of respondents (54%) were correct in their response. Respondents thought lung and bowel/colorectal/rectal were the next most common cancers in men.



## Awareness of cancer screening programmes

The following section is about NHS screening programmes.

Respondents were asked if there was a screening programme for breast cancer, cervical cancer and bowel cancer.



82% of respondents stated that there is a NHS cervical cancer and a breast cancer screening programme. However, fewer respondents were aware of a bowel cancer screening programme (25%).

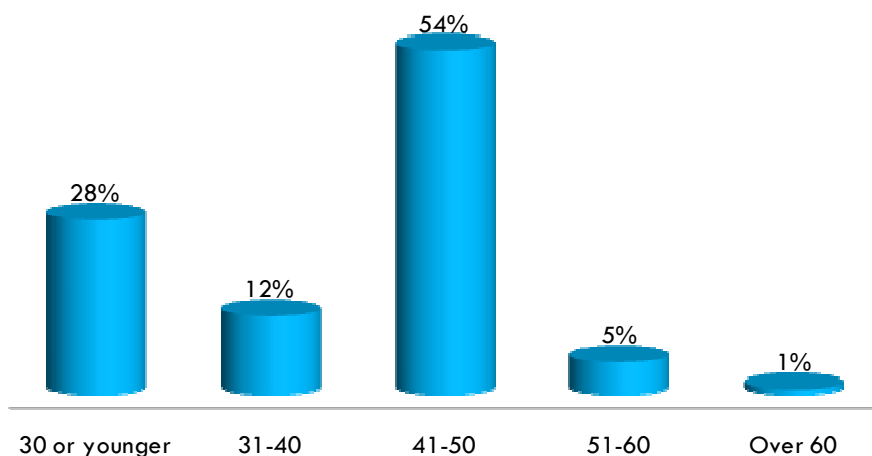
As expected, a higher percentage of female respondents were aware of the NHS breast screening programme (90% vs 72%) and NHS cervical cancer screening programme (90% vs 73%) compared to males. However, there was very little difference in terms of awareness of the NHS bowel cancer screening programme by gender (25% vs 26%).

As the table below shows, awareness of the screening programmes was lower amongst respondents aged 16 to 24. Awareness of cervical screening was also low amongst respondents age 65 and over.

	Awareness of screening programme					
	16-24	25-34	35-44	45-54	55-64	65+
Breast	66%	84%	83%	88%	89%	81%
Cervical	75%	91%	86%	87%	83%	73%
Bowel	16%	20%	18%	25%	37%	36%

Those respondents that were aware of the screening programmes above were asked at which age people are first invited for screening.

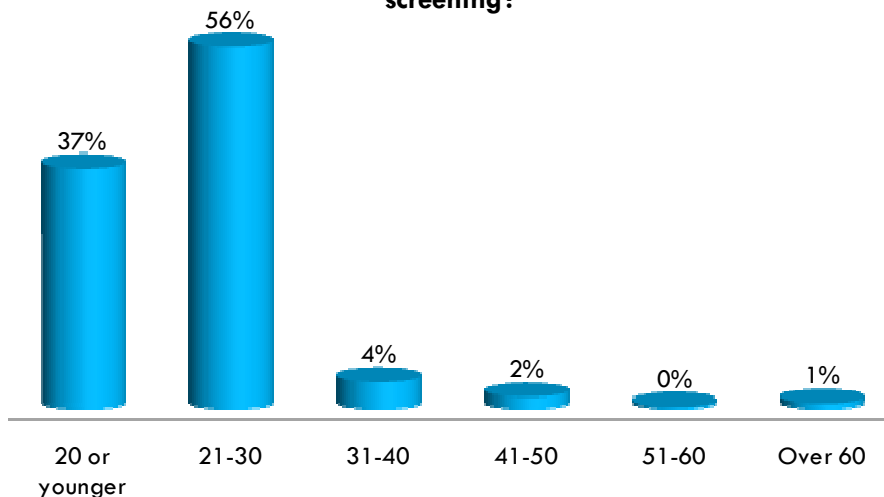
**At what age are women first invited for breast cancer screening?**



Of the 950 respondents that were aware of the breast screening programme, 720 provided an age when woman are first invited for breast cancer screening. Of these respondents, over half of the sample (54%) stated between 41 and 50 years old and just over a quarter (28%) stated 30 or younger.

Women are first invited to breast cancer screening at 47 years of age. Of those respondents that stated an age, none stated 47.

**At what age are women first invited for cervical cancer screening?**

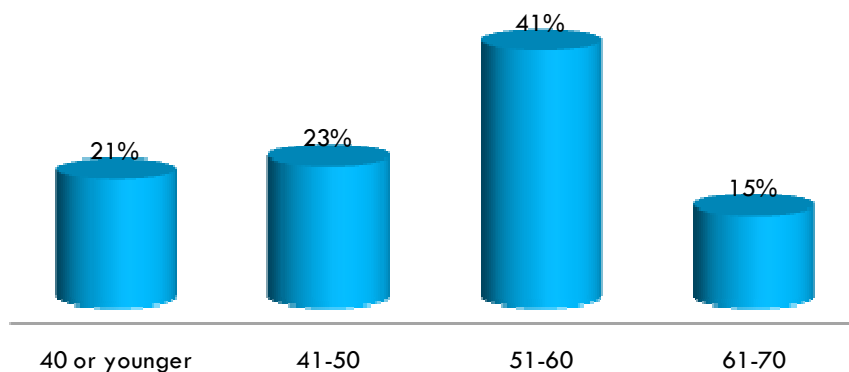


Of the 956 respondents that were aware of the cervical screening programme, 732 provided an age when woman are first invited for cervical cancer screening. Of these respondents, over half of the sample (56%) stated between 21 and 30 years old and over a third (37%) stated 20 or younger.

Women are first invited to cervical cancer screening at the age of 20 in Scotland, Wales and Northern Ireland and 25 in England. 13% of respondents stated 20 years old and 37% 25 years old.



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



Of the 295 respondents that were aware of the bowel screening programme, 188 provided an age when people are first invited for bowel cancer screening. Of these respondents, 41% stated between 51 and 60 years old, 23% between 41 and 50 and 21% 40 or younger.

People are first invited to attend colorectal (bowel) cancer screening at 60 years of age. 38% of respondents were correct with their response.

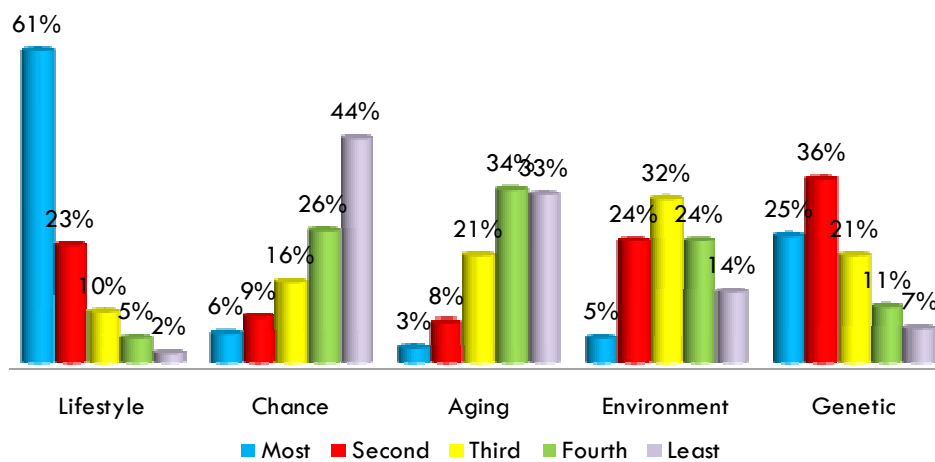


### Contribution to cancer

Respondents were asked to put the following things in order of how much they thought they contribute to cancer in the UK.

- Lifestyle
- Chance
- Aging
- Environment
- Genetic inheritance

**Please put the following things in order of how much you think they contribute to cancer in the UK**



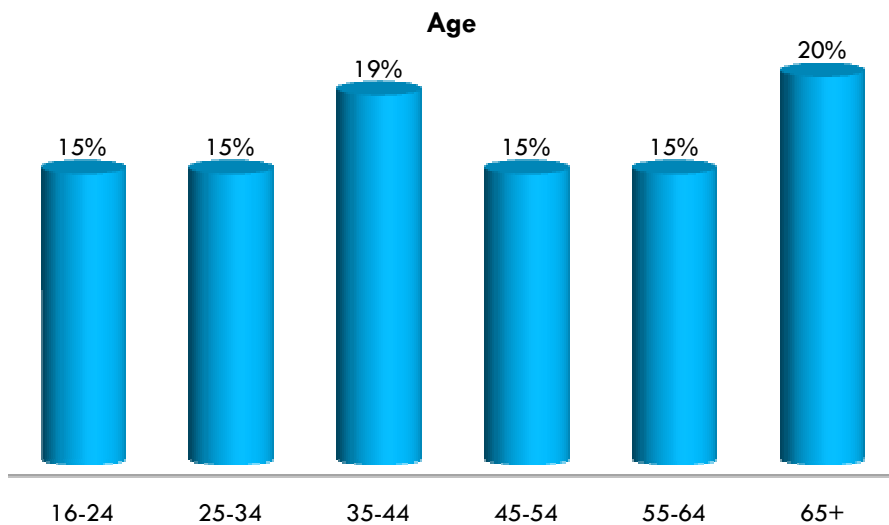
Whilst there is no correct answer for the above question, medical scientists believe that up to 50% of cancers can be prevented by changes in lifestyle, and also that the other four factors can play a role in cancer development. Results from the research have generated a similar result.

Lifestyle was believed to contribute the most towards cancer, followed by genetic, environment and aging. Out of the five factors, chance was said to contribute the least.

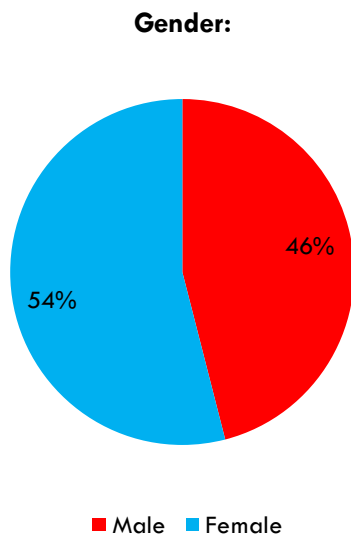


### Demographics

The following charts show the profile of respondents.



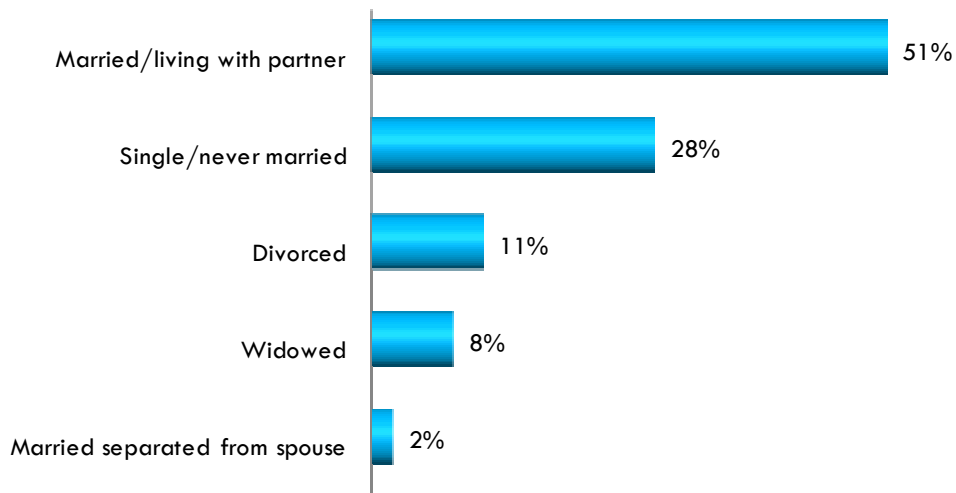
The chart above shows respondents broken down by age.



The chart above shows 54% of the sample were female and 46% male.

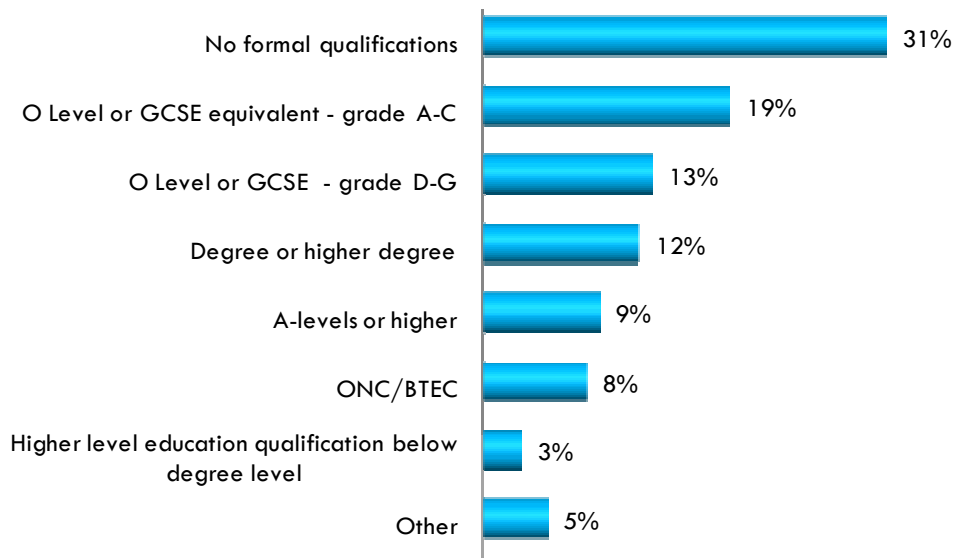


### What is your marital status?



The chart above shows respondents by marital status. Over half of the sample (51%) were married/living with partner and 28% single/never married.

### What is the highest level of education qualification you have obtained?

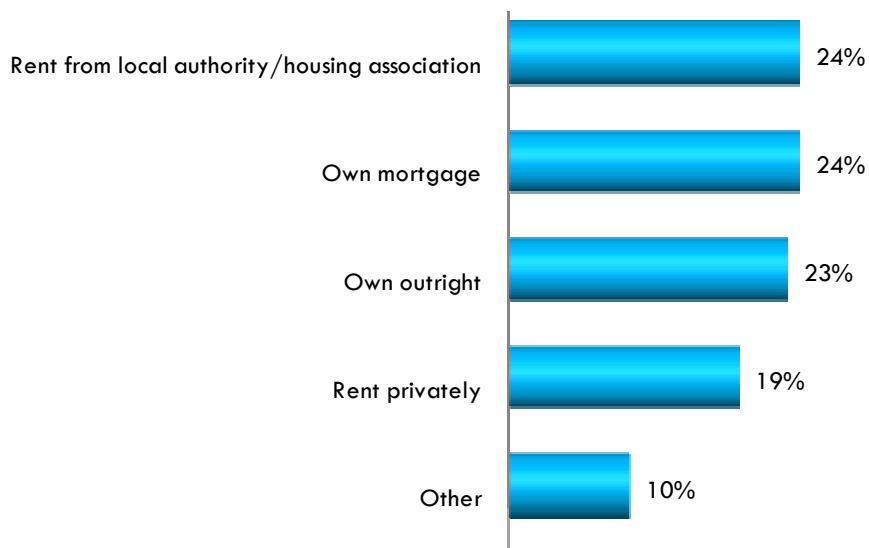


The chart above shows respondents split by the highest level of education qualification they have obtained.



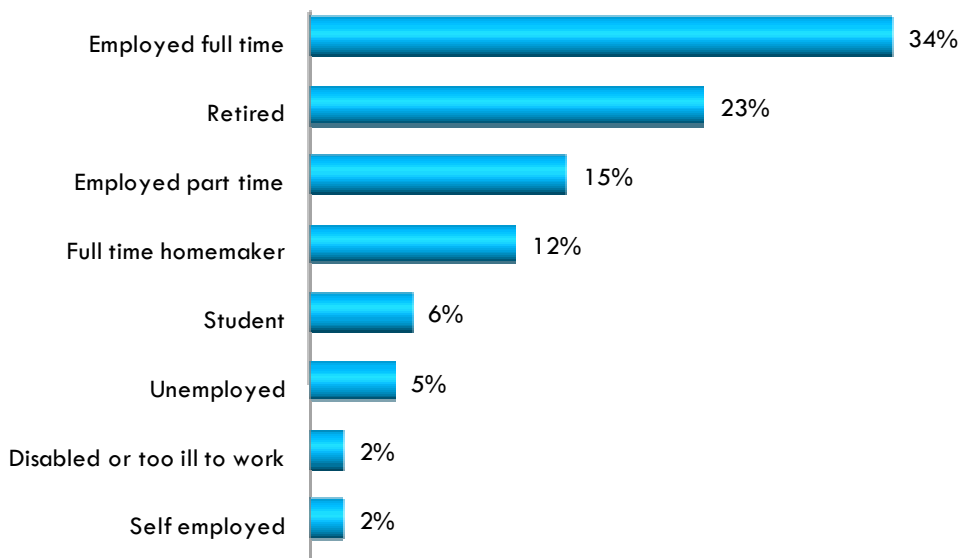


**Please can you tell me which of the following best describes your living arrangements:**



The chart above shows respondents split by their current living arrangements.

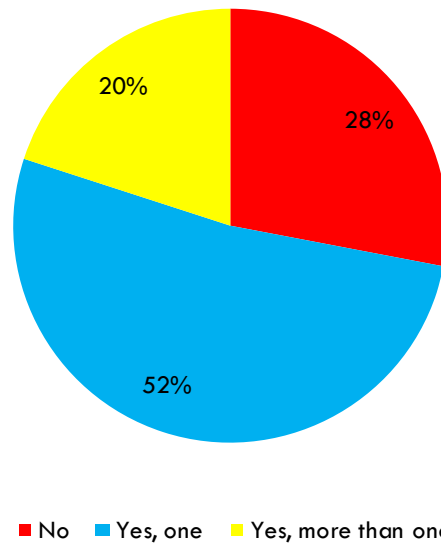
**Are you currently:**



The chart above shows respondents by current employment.

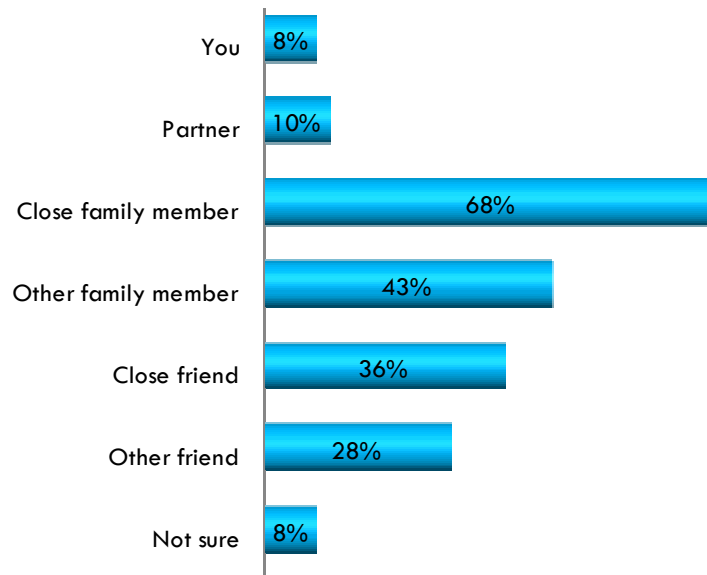


### Does your household own a car or van?



The chart above shows that 80% of the sample owned at least one car.

### Have you, your family or close friend had cancer?



Respondents were asked if they, a family member or a close friend had cancer. 8% of respondents stated that they had cancer and 10% their partner. The majority of respondents (68%) stated that a close family member had cancer.

97% of the sample stated that their ethnic group was White-British. English was the main language spoken at home by 99% of respondents.



## Appendix 1 - Full Literal Responses



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

**OTHER**

*1 - Loss in hearing, 3 – Headaches*

*1 headaches*

*3 headaches*

*3 Skin Colour*

*4 ulcers*

*Abscess*

*Anaemia*

*Behavioural patterns*

*Blemishes*

*Bloated feeling*

*Bloating stomach (2)*

*Bloating, low immunity*

*Blood in urine*

*Blood Pressure*

*Breathing*

*Breathing difficulty*

*Breathlessness*

*Change in blood sugar levels*

*Change in moods*

*Change in skin colour*

*Chest infections*

*Collapsing*

*Colouring and disformation of nipples*

*Complexion and greyness*

*Constipation*

*Coughing up blood (2)*

*Dark marks on skin*

*Diarrhoea*

*Dimpling on the breast*

*Discharge (6)*

*Discolouration of gums*

*Discoloured nipples*

*Discoloured skin (6)*

*Dogs sniffing at skin scabs*

*Dough smell*

*Dying*

*Fits*

*Flu like symptoms*

*Freckle type scratch*

*Genetics*

*Greyness/yellowness of the skin*

*Growth*

*Hair loss (6)*

*Headache (6)*



*High blood pressure (2)*  
*Jaundice*  
*Lack of energy*  
*Lesions and stomach cramps*  
*Listen to your body*  
*Memory loss and speech*  
*Movement*  
*Nail discolouration*  
*Nipple swelling and grow pain*  
*Not looking well*  
*Numbness*  
*Out of breath*  
*Passing blood*  
*Prostate*  
*Puckered Nipples*  
*Puffy skin*  
*Rashes (4)*  
*Redness*  
*Shortness in breath (3)*  
*Skin*  
*Skin changes*  
*Skin spots*  
*Smoking people*  
*Sore Eyes, Headache*  
*Sore throat*  
*Spots*  
*Stomach aches/bloatness*  
*Stress and worry*  
*Sun Burn*  
*Sweating*  
*Sweats*  
*Vaginal discharge*  
*Warnings*  
*Weakness*

**Q5 - Barriers to help-seeking - OTHER**

*Bad experience with doctor previously*  
*Bed side manner was not good*  
*Being told the truth*  
*Being told off at work for having time off*  
*Don't like my doctor*  
*Don't like new doctor*  
*Don't like own doctor*  
*Family members*  
*General dislike of doctors*  
*I don't really like the GP*



*I have no confidence in the doctors due to previous experience*  
*I have problems with the doctor not understanding*  
*I would see if it clears up on its own*  
*If I had a previous appointment*  
*If I had other illnesses already*  
*If it was a male doctor it would put me off*  
*If my own doctor wasn't available*  
*Language barrier*  
*Prefer to ask pharmacist before going to the doctors*  
*Rude nurse's*  
*Seeing my own doctor who is a non-English speaking doctor*  
*Some of them are difficult to understand due to the language barrier*  
*Sometimes prefer to see if it heals itself first*  
*Telling the kids*  
*The doctor can be ineffective*  
*The receptionist*  
*The state of the NHS and what treatment I might get*  
*They don't listened to me*  
*You try to be your own doctor first*

**Q10 - What do you think is the second most common cancer in woman OTHER**

*Veins*  
*Lumps*

**Q11 - What do you think is the third most common cancer in woman OTHER**

*Bone (5)*  
*Spine*  
*Thyroid*

**Q13 - What do you think is the second most common cancer in men OTHER**

*Lumps*  
*Bone (2)*

**Q14 - What do you think is the third most common cancer in men OTHER**

*Bone (5)*  
*Leg*



## Appendix 2 - Questionnaire



**Cancer Research UK - Cancer Awareness Measure (CAM)**

**Good morning/afternoon, my name is.... I am carrying out market research for Explain on behalf of The Kent and Medway Cancer Network to better understand the level of public knowledge of cancer signs and symptoms to help us plan interventions and campaigns to raise awareness of risk factors. Do you have a few minutes to answer some questions?**

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

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Lump/swelling                  | <input type="checkbox"/> Difficulty swallowing   | <input type="checkbox"/> Nausea/sickness  | <input type="checkbox"/> Feeling unwell             |
| <input type="checkbox"/> Pain                           | <input type="checkbox"/> Change in appearance    | <input type="checkbox"/> Generally unwell | <input type="checkbox"/> Other (Please state below) |
| <input type="checkbox"/> Bleeding                       | <input type="checkbox"/> Sore that does not heal | <input type="checkbox"/> Bruising         | <input type="checkbox"/> Nothing                    |
| <input type="checkbox"/> Cough/hoarseness               | <input type="checkbox"/> Weight loss             | <input type="checkbox"/> Loss of appetite | <input type="checkbox"/> Refusal                    |
| <input type="checkbox"/> Change in bowel/bladder habits | <input type="checkbox"/> Tiredness/fatigue       | <input type="checkbox"/> Blurred vision   | <input type="checkbox"/> Don't know                 |

Other (Please state).....

**Q2 The following may or may not be warning signs for cancer. We are interested in your opinion. Do you think any of the following are warning signs for cancer?**

	Yes	No	Don't know
Do you think an unexplained lump or swelling could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think a persistent unexplained pain could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think unexplained bleeding could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think a persistent cough or hoarseness could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think a persistent change in bowel or bladder habits could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think persistent difficulty swallowing could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think a change in the appearance of a mole could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think that a sore that does not heal could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think unexpected weight loss could be a sign of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





**Q3 RESEARCHER TO PROMPT WITH SHOWCARD B - The next question is about seeking help.**

	A	B	C	D	E	F	G	H	I	J	DK
If you noticed an <b>unexpected lump or swelling</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had <b>unexplained pain</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had <b>unexplained bleeding</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had a <b>cough or hoarseness</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you noticed a <b>change in bowel or bladder habits</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had <b>difficulty swallowing</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you noticed a <b>change in the appearance of a mole</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had a <b>sore that did not heal</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you had <b>unexpected weight loss</b> how soon would you contact your doctor to make an appointment to discuss it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q4 RESEARCHER TO PROMPT WITH SHOWCARD B - The next question is about seeking help for a cancer sign or symptom. 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:**

A...  B...  C...  D...  E...  F...  G...  H...  I...  J...  DK...

**Q5 RESEARCHER TO PROMPT WITH SHOWCARD C - The next set of questions is about what barriers may stop you from seeking help. Sometimes people put off going to see the doctor, even when they have a symptom that they think could 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?**

	Yes, often	Yes, sometimes	No	Don't know
I would be too embarrassed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be too scared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be worried about wasting the doctor's time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My doctor would be difficult to talk to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It would be difficult to make an appointment with my doctor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be too busy to make time to go to the doctor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have too many other things to worry about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It would be difficult for me to arrange transport to the doctor's surgery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be worried about what the doctor might find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wouldn't feel confident talking about my symptom with the doctor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there anything else that you can think of that might put you off going to the doctor? (Please state below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Q6 UNPROMPTED - (DO NOT SHOW THE OPTIONS BELOW TO THE RESPONDENT)**

The next set of questions is about risk factors for cancer. What things do you think affect a person's chance of getting cancer? (PLEASE PROBE WITH 'Anything else?')

Smoking.....	<input type="checkbox"/>	Infection with HPV (human papillomavirus) .....	<input type="checkbox"/>	Having many sexual partners .....	<input type="checkbox"/>
Exposure to another person's cigarette smoke (passive smoking) ..	<input type="checkbox"/>	Not doing enough exercise/physical activity.....	<input type="checkbox"/>	Taking HRT/the (contraceptive) pill ..	<input type="checkbox"/>
Drinking alcohol.....	<input type="checkbox"/>	Diet (unspecified).....	<input type="checkbox"/>	Living near power lines.....	<input type="checkbox"/>
Not eating enough fruit and vegetables .....	<input type="checkbox"/>	A high fat diet.....	<input type="checkbox"/>	Pollution.....	<input type="checkbox"/>
Eating red or processed meat.....	<input type="checkbox"/>	A low fibre diet.....	<input type="checkbox"/>	Radiation .....	<input type="checkbox"/>
Being overweight .....	<input type="checkbox"/>	Food additives .....	<input type="checkbox"/>	Stress .....	<input type="checkbox"/>
Getting sunburnt/exposure to the sun.....	<input type="checkbox"/>	Being underweight.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Older age .....	<input type="checkbox"/>	Genes/genetics.....	<input type="checkbox"/>	Nothing .....	<input type="checkbox"/>
Family history/having a close relative with cancer/hereditary.....	<input type="checkbox"/>	Infection with viruses (unspecified/ other) .....	<input type="checkbox"/>	Refusal .....	<input type="checkbox"/>
				Don't know.....	<input type="checkbox"/>

**Q7 RESEARCHER TO PROMPT WITH SHOWCARD D - 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?**

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
Smoking any cigarettes at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposure to another person's cigarette smoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking more than 1 unit of alcohol a day (A unit of alcohol is one small measure of spirits, half a pint of lager (3-4% strength) or half a small glass (175ml) of wine (12% strength)(	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating less than 5 portions of fruit and vegetable a day (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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating red or processed meat once a day or more (Processed meat includes bacon, ham, salami, corned beef, sausages)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being overweight (BMI over 25)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting sunburnt more than once as a child	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being over 70 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having a close relative with cancer (a close relative means parents, children, brothers or sisters)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infection with HPV (human papillomavirus)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doing less than 30 minutes of moderate physical activity 5 times a week (moderate physical activity includes anything that leaves you warm and slightly out of breath such as brisk walking, gardening, dancing or housework)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8 RESEARCHER TO PROMPT WITH SHOWCARD E - The next set of questions is about the incidence of cancer. 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? RESEARCHER TO RECORD ACTUAL NUMBER (0-100)**



Most Common Cancers	
Q9 UNPROMPTED - What do you think is the most common cancer in women?.....	
UNPROMPTED - What do you think is the second most common cancer in women? .....	
UNPROMPTED - What do you think is the third most common cancer in women?.....	
UNPROMPTED - What do you think is the most common cancer in men?.....	
UNPROMPTED - What do you think is the second most common cancer in men?.....	
UNPROMPTED - What do you think is the third most common cancer in men?.....	

**NHS screening programmes**

Q10 The next set of questions is about NHS screening programmes.

	Yes	No	Don't know	Refused
Is there an NHS breast cancer screening programme?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, at what age are women first invited for breast cancer screening?				
	Yes	No	Don't know	Refused
Is there an NHS cervical cancer screening programme (smear tests)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, at what age are women first invited for cervical cancer screening?				
	Yes	No	Don't know	Refused
Is there an NHS bowel cancer screening programme?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, at what age are people first invited for bowel cancer screening?				



**Q11 RESEARCHER TO PROMPT WITH SHOWCARD F - The next set of questions is related to the contribution of different factors to cancer development.**  
**Please put the following things in order of how much you think they contribute to cancer in the UK: (1 BEING MOST IMPORTANT AND 5 BEING LEAST IMPORTANT)**

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....

**Demographics**

**We would now like to ask you a few questions about yourself to ensure we speak with a cross section of the population**

**Q12 What is your age?**

- 16 to 24.....     25 to 34.....     35 to 44.....     45 to 54.....     55 to 64.....     65+.....

**Q13 RESEARCHER PLEASE RECORD EXACT AGE BELOW:**

**Q14 RESEARCHER TO PROMPT WITH SHOWCARD G - Which of these best describes your ethnic group?**

- |  |   |
|--|---|
| WHITE - White British..... <input type="checkbox"/>              | ASIAN OR ASIAN BRITISH - Pakistani..... <input type="checkbox"/>                  |
| WHITE - White Irish..... <input type="checkbox"/>                | ASIAN OR ASIAN BRITISH - Bangladeshi..... <input type="checkbox"/>                |
| WHITE - Any other White background..... <input type="checkbox"/> | ASIAN OR ASIAN BRITISH - Any other Asian background..... <input type="checkbox"/> |
| MIXED - White and Black Caribbean..... <input type="checkbox"/>  | BLACK OR BLACK BRITISH - Black Caribbean..... <input type="checkbox"/>            |
| MIXED - White and Black African..... <input type="checkbox"/>    | BLACK OR BLACK BRITISH - Black African..... <input type="checkbox"/>              |
| MIXED - White and Asian..... <input type="checkbox"/>            | BLACK OR BLACK BRITISH - Any other black background..... <input type="checkbox"/> |
| MIXED - Any other mixed background..... <input type="checkbox"/> | Chinese..... <input type="checkbox"/>   |
| ASIAN OR ASIAN BRITISH - Indian..... <input type="checkbox"/>    | Other (please state below)..... <input type="checkbox"/>                          |

**Q15 What is your marital status?**

- |   |   |   |
|---|---|---|
| Single/never married..... <input type="checkbox"/>        | Married separated from spouse..... <input type="checkbox"/> | Widowed..... <input type="checkbox"/>           |
| Married/living with partner..... <input type="checkbox"/> | Divorced..... <input type="checkbox"/>                      | Civil partnership..... <input type="checkbox"/> |

**Q16 What is the highest level of education qualification you have obtained?**

- |   |  |  |
|---|--|--|
| Degree or higher degree..... <input type="checkbox"/>                                 | ONC/BTEC..... <input type="checkbox"/>                               | Other (Please state below)..... <input type="checkbox"/> |
| Higher level education qualification below degree level..... <input type="checkbox"/> | O Level or GCSE equivalent (Grade A-C)..... <input type="checkbox"/> | No formal qualifications..... <input type="checkbox"/>   |
| A-levels or higher..... <input type="checkbox"/>                                      | O Level or GCSE (Grade D-G)..... <input type="checkbox"/>            |  |

**Q17 Please can you tell me which of the following best describes your living arrangement:**

- |  |   |   |
|--|---|---|
| Own outright..... <input type="checkbox"/> | Rent from Local Authority/Housing Association..... <input type="checkbox"/> | Squatting..... <input type="checkbox"/>                               |
| Own mortgage..... <input type="checkbox"/> | Rent privately..... <input type="checkbox"/>                                | Other (i.e. living with family/friends)..... <input type="checkbox"/> |

**Q18 What is your name, this is for verification purposes only?**



**Q19** What is your telephone number, again for verification purposes?

**Q20** What is your postcode?

**Q21** Are you currently:

Employed full-time .....       Unemployed.....       Full-time homemaker ...       Student .....   
 Employed part-time.....       Self-employed.....       Retired .....       Disabled or too ill to work .....

**Q22** Please state the occupation of the main wage earner in the household? (IF RETIRED: Please state the occupation before retiring)

**Q23** Does your household own a car or van?

No .....       Yes, one.....       Yes, more than one.....

**Q24** Have you, your family or close friends had cancer?

	Yes	No
You	<input type="checkbox"/>	<input type="checkbox"/>
Partner	<input type="checkbox"/>	<input type="checkbox"/>
Close family member	<input type="checkbox"/>	<input type="checkbox"/>
Other family member	<input type="checkbox"/>	<input type="checkbox"/>
Close friend	<input type="checkbox"/>	<input type="checkbox"/>
Other friend	<input type="checkbox"/>	<input type="checkbox"/>
Not sure		<input type="checkbox"/>
Do not wish to answer		<input type="checkbox"/>

**Q25** How many years have you been living in the UK? (IF RESPONDENTS STATES 'ALL MY LIFE' PLEASE PROBE FOR EXACT NUMBER OF YEARS)

Less than 5 years .....       11 to 20 years .....       31 to 40 years .....       51 to 60 years .....   
 5 to 10 years .....       21 to 30 years .....       41 to 50 years .....       61 years + .....

**Q26** What is the main language spoken at home?

English .....       Punjabi .....       Sylheti .....       Other (Please state below) .....   
 Urdu .....       Gujarati .....       Cantonese .....

**Q27** Do we have permission to pass on your details and responses direct to Kent and Medway Cancer Network or would you prefer to remain anonymous?

Happy for responses to be passed on .....       Remain anonymous .....

**Researcher Note** - Please thank the respondent and close the interview. Please give the respondent a leaflet as provided in your research pack. If the respondent has any queries about symptoms that they have experienced or risk factors that they are concerned about, please advise them to speak to their GP.

**Q28** Gender (RESEARCHER TO CODE)

Male .....       Female .....

**Q29** SEG (RESEARCHER TO CODE)

AB .....       C1 .....       C2 .....       D .....       E .....



**Q30 Researcher name:**

**Q31 Location of interview:**

**Q32 Date of interview:**



## Appendix 3 - Tables



<b>Q3 - How soon would you contact your doctor to make an appointment to discuss it?</b>	<b>1-3 days</b>	<b>4-6 days</b>	<b>1 week</b>	<b>2 weeks</b>	<b>1 month</b>	<b>6 weeks</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>	<b>Never</b>
Unexplained lump or swelling	46%	13%	18%	10%	9%	3%	1%	0%	0%	0%
Persistent unexplained pain	28%	13%	23%	14%	12%	5%	2%	1%	0%	1%
Unexplained bleeding	49%	14%	19%	7%	7%	2%	1%	0%	0%	0%
Persistent cough or hoarseness	18%	11%	19%	19%	19%	5%	4%	1%	1%	3%
Persistent change in bowel or bladder habits	26%	13%	20%	15%	14%	6%	3%	1%	1%	2%
Persistent difficulty swallowing	39%	19%	22%	9%	7%	1%	1%	0%	0%	1%
Change in the appearance of a mole	38%	12%	18%	13%	12%	4%	2%	0%	0%	0%
Sore that does not heal	24%	11%	20%	18%	17%	6%	2%	0%	0%	1%
Unexpected weight loss	20%	10%	15%	15%	20%	8%	5%	2%	1%	3%

(Table 1)