

# **Cancer Awareness Measure (CAM)**

## **Recruitment Record**

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?

3412

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:

On street

Door to door

How many people did you approach to complete the CAM?

12,225

How many people agreed to complete the CAM?

3412

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

0

Over what time period were the interviews carried out?

From: 27/02/2010 to: 28/03/2010

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:

West Kent

Eastern and Coastal Kent

Medway

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 - 3412