

The Cancer Awareness Measure – Public lifestyle UK Survey (CAM PLUS)

Demographics

ASK ALL

1. Which of the following best describes you? *Single code*
Please select one answer.

1. Male
2. Female
3. Non binary
4. Transgender female
5. Transgender male
6. Other (please specify)
7. Prefer not to say

ASK ALL

2. How old are you?
Please select one answer.

1. Numeric box [MIN 18]
2. Prefer not to say

ASK ALL

3. Which of these best describes your ethnicity? *Single code*
Please select one answer.

White
1. English/Welsh/Scottish/ Northern Irish/British
2. Irish
3. Gypsy or Irish Traveller
4. Any other white background (please describe)
Mixed/multiple ethnic groups
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed background (please describe)
Asian/Asian British
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background (please describe)
Black/ African/Caribbean/Black British

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14. Black Caribbean
15. Black African
16. Any other black background (please describe)
Other ethnic group
17. Arab
18. Other (please describe)
19. Prefer not to say

ASK ALL

4. **Which of these best describes your highest educational qualification?** *Single code*
Please select one answer.

1. Degree or higher degree
2. Higher education qualification below degree level
3. A-levels or highers
4. O Level or GCSE equivalent (Grade A - C)
5. O Level or GCSE (Grade D - G)
6. ONC/BTEC
7. Still studying
8. No formal qualifications
9. Other
10. Prefer not to say

ASK ALL

5. **Do you consider yourself to have a disability?** *Single code*
Please select one answer.

1. Yes
2. No
3. Don't know
4. Prefer not to say

ASK ALL

6. **Which of these best describes your sexual orientation?** *Single code*
Please select one answer.

1. Heterosexual / straight
2. Gay / lesbian
3. Bisexual
4. Other (please specify) [text box]
5. Prefer not to say

ASK ALL

7. **What is the main language spoken at home?** *Single code*

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Please select one answer.

1. English
2. Arabic
3. Cantonese
4. French
5. German
6. Gujarati
7. Italian
8. Japanese
9. Mandarin
10. Polish
11. Punjabi
12. Spanish
13. Sylheti
14. Urdu
15. Other language (please specify)
16. Prefer not to say

ASK ALL

8. **What is your marital status?** *Single code*
Please select one answer.

1. Single / never married
2. Married
3. In a relationship
4. Divorced or separated
5. Widowed
6. Prefer not to say

ASK ALL

9. **Which of these best describes your living arrangement?** *Single code*
Please select one answer.

1. I own my home outright
2. I own my home with a mortgage
3. I rent from Local Authority / Housing Association
4. I rent privately
5. Other (e.g. living with family / friends) [text box]
6. Prefer not to say

ASK ALL

10. **Where do you live?** *Single code*

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Please click on the map or select an option from the list

1. Scotland
2. North East
3. North West
4. Yorkshire and Humberside
5. East Midlands
6. Wales
7. Ireland (SCREEN OUT)
8. South East
9. Northern Ireland
10. East Anglia
11. South West
12. West Midlands
13. London
14. Prefer not to say

ASK ALL

11. How many years have you been living in the UK?

Please select one answer.

1. Drop down box (Select one...less than a year, 1-5 years, 6-10 years, over 10 years, all my life, Prefer not to say)
--

ASK ALL

12. Which of these best describes your occupational status? *Single code*

Please select one answer.

1. Employed full-time
2. Employed part-time
3. Unemployed
4. Self-employed
5. Full-time homemaker
6. Retired
7. Still studying
8. Disabled / too ill to work
9. Prefer not to say

ASK ALL

13. Please think about the highest income earner in your household or family unit. This could be you or someone you live with. What kind of job do they do?

If the highest income earner is retired, please indicate the kind of job that they used to do before they retired. *Single code*

Please select one answer.

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1. Higher managerial/professional/administrator (e.g. Chief executive, senior civil servant, surgeon)
2. Intermediate managerial/professional/administrative (e.g. middle management, bank manager, teacher)
3. Supervisory/clerical/junior managerial/professional/administrative (e.g. shop floor supervisor, bank clerk, sales person)
4. Skilled manual worker (e.g. electrician, carpenter)
5. Semi-skilled and unskilled manual worker (e.g. assembly line worker, refuse collector, messenger)
6. Casual labourer, pensioner, student, unemployed (e.g. pensioner without private pension and anyone living on basic benefits)
7. Prefer not to say

Lifestyle questions

SHOW TO ALL

Separator slide: Thank you for your answers so far. We would now like to ask a few questions about your day to day life.

ASK ALL

14. **Which of the following best describes you?** *Single code*

By smoking we mean regular cigarettes (either factory made or roll ups)

Please select one answer.

1. I have never smoked
2. I used to smoke, but have given up
3. I smoke, but not every day
4. I smoke every day
5. Other (please specify) [text box]
6. Prefer not to say

ASK ALL

15. **Thinking about last week, on how many days did you eat 5 or more portions of fruit and vegetables?** *Single code*

(One portion of fruit and vegetables is equal 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)

[Add images of 1 serving of fruit and veg]

Please select one answer.

Drop down box (Select one...Prefer not to say, Don't know, 0-6, Every day)

ASK ALL

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16. **Thinking about last week, on how many days did you take part in physical activity for more than 30 minutes?** *Single code*

(by physical activity we mean anything that leaves you warm and slightly out of breath, such as brisk walking, gardening, dancing or doing housework)

Please select one answer.

Drop down box (Select one...Prefer not to say, Don't know, 0-6, Every day)

ASK ALL

17. **Thinking about last week, how many units of alcohol did you drink?** *Single code*

(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))

[Add images of 1 unit of alcohol]

Please select one answer.

Drop down box (Select one... Prefer not to say and Don't know, 0-100)

ASK ALL

18. **How tall are you? (CM)** *Single code*

Please select one answer.

Drop down box (Select one...Prefer not to say, Don't know, 4ft 0in/ 122cm/48 inches – 7ft 11in/241cm/95 inches)

If your height is not in the drop down menu, please enter it in the box below:

Please enter it in either feet/inches or centimetres

Other (please specify)

ASK ALL

19. **How much do you weigh? (KG)** *Single code*

Please select one answer.

If your weight is not in the drop down menu, please enter it in the box below:

Please enter it in either stones/pounds or kilograms

Other (please specify)

ASK ALL

20. **Are you currently trying to do any of the following?** *Single code per row*

Please select one answer per statement.

[shown in random order]

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	[1] Yes	[2] No	[3] Maybe	[4] Prefer not to say	[5] This is not applicable to me
1. Reduce the amount you smoke [ONLY SHOW TO THOSE WHO CODED IN 3-4 AT Q14]					
2. Stop smoking completely [ONLY SHOW TO THOSE WHO CODED IN 3-4 AT Q14]					
3. Increase the amount of fruit and vegetables you eat					
4. Decrease the amount of processed meat you eat (eg. bacon, ham, salami, corned beef, sausages)					
5. Increase the amount of physical activity you do					
6. Reduce the amount of alcohol you drink					
7. Lose weight					

ASK ALL

21. To what extent do you agree or disagree with the following statements? *Single code*

Please select one answer per statement.

	[1] Strongly agree	[2] Somewhat agree	[3] Somewhat disagree	[4] Strongly disagree	[5] I don't know	[6] Prefer not to say
1. There are things I can do to reduce my chances of developing cancer						
2. Diagnosing cancer early is everyone's responsibility						

Seeking medical attention

SHOW TO ALL

Separator slide: We would now like to ask a few questions about any recent medical attention you may have sought.

ASK ALL

22. The last time you saw or spoke to a medical professional about your health, did any of the following play a role in your decision to do so? *Multi code, randomise codes 1-10*
(This may have been an appointment with a medical professional (e.g. a doctor, nurse or pharmacist) in person, online or over the phone).
Please select all that apply.

1. I had a symptom that I thought might be a sign of cancer
2. I had a symptom that was unusual for me

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3. I had a symptom that was painful
4. I knew someone who had a similar symptom, and it turned out to be serious
5. I had a symptom that didn't go away
6. My friends or family encouraged me to go
7. I had a symptom, but I didn't know what was causing it
8. I had a symptom that was "bothersome"
9. I had a feeling that something wasn't right
10. I had seen information about this symptom in the media (e.g. on tv, radio, posters or magazines)
11. I have never sought medical attention (single code) (anchor)
12. I don't remember (single code) (anchor)
13. Prefer not to say (anchor)

ASK ALL SELECTING CODES 1-10 AT Q22

OTHERS GO TO THE NEXT SECTION

23. Please tell us about anything else that encouraged you to see or speak to a medical professional about your health.

(This may have been an appointment with a medical professional (e.g. a doctor, nurse or pharmacist) in person, online or over the phone).

Please type your answer below.

1. Text box
2. Nothing else
3. Prefer not to answer

ASK ALL

24. Thinking about the last time you considered seeing or speaking to a medical professional about your health, did any of the following put you off, or make you delay doing so? Multi code, randomise codes 1-18

(This may have been an appointment with a medical professional (e.g. a doctor, nurse or pharmacist) in person, online or over the phone).

Please select all that apply.

1. I found it embarrassing talking about my symptoms
2. I worried about wasting the healthcare professional's time
3. I found it difficult to get an appointment with a particular health professional
4. I found it difficult to get an appointment at a convenient time
5. I was too busy to make time to seek medical attention
6. I had too many other things to worry about
7. I worried about what they might find wrong with me
8. I didn't feel confident talking about my symptom(s)
9. I've had a bad experience with a health care professional in the past
10. I worried they wouldn't take my symptom(s) seriously
11. I worried about what tests they might want to do
12. I didn't want to be seen as someone who makes a fuss
13. I didn't want to talk to a receptionist/administrative person about my symptom(s)
14. I worried about the possibility of having treatment
15. I worried about the impact on my employment from taking time off
16. Nothing put me off/delayed me in seeking medical attention (single code) (anchor)
17. I don't remember (single code) (anchor)
18. Prefer not to say (anchor)

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ASK ALL SELECTING CODES 1-15 AT Q24

OTHERS GO TO THE NEXT SECTION

25. Did anything else put you off seeing or speaking to a medical professional about your health?

(This may have been an appointment with a medical professional (e.g. a doctor, nurse or pharmacist) in person, online or over the phone).

Please type your answer below.

1. Text box
2. No
3. Prefer not to say

Cancer awareness

SHOW TO ALL

Separator slide: Next, we would like to ask a few questions about your awareness of cancer. Please note this is not a test and we are simply trying to understand your current awareness of this disease.

ASK ALL

26. Please list as many warning signs and symptoms of cancer as you can think of in the boxes below:

Please type one answer in each box

Text box (12 of this size displayed)
Not sure (Tick box below text boxes)

ASK ALL

27. Which of the following, if any, do you think could be warning signs or symptoms of cancer? Single code per row, randomise

You may have already mentioned some of these in the last question.

Please select one answer per symptom.

	[1] Yes, I think this could be a sign of cancer	[2] No, I don't think this could be a sign of cancer	[3] Don't know/ not sure
1. An unexplained lump or swelling			
2. Persistent unexplained pain			
3. Unexplained bleeding			
4. A persistent cough or hoarseness			
5. A persistent change in bowel habits			
6. A persistent change in bladder habits			
7. A persistent difficulty swallowing			
8. A change in the appearance of a mole			
9. A sore that does not heal			
10. Unexplained weight loss			

ASK ALL

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28. What things do you think could increase a person's chance of developing cancer? Please list as many things you can think of in the boxes below.

Please type one answer in each box

Text box (12 text boxes)
Not sure (Tick box below text boxes)

ASK ALL

29. Which of the following, if any, do you think could increase a person's chance of developing cancer?

Single code per row, randomise

You may have already mentioned some of these in the last question.

Please select one answer per option

	[1] Yes, I think this could increase a person's chance of developing cancer	[2] No, I don't think this could increase a person's chance of developing cancer	[3] Don't know / not sure
1. Using mobile phones			
2. Feeling stressed			
3. Smoking			
4. Not eating enough fruit and vegetables			
5. Being overweight			
6. Being obese			
7. Having a close relative with cancer			
8. Drinking alcohol			
9. Not doing enough physical activity			
10. Getting sunburnt			
11. Eating processed meat (eg. bacon, ham, salami, corned beef, sausage)			
12. Exposure to another person's smoking			
13. Being older			
14. Infection with HPV (HPV - a type of virus that infects the skin and the cells lining body cavities)			
15. Not eating enough fibre			

(SHOWN ON SEPARATE SCREEN) Please note: Mobile phone usage and stress are not risk factors, and do not increase a person's chance of developing cancer.

Every other risk factor from the previous question could increase a person's chance of developing cancer.

ASK ALL

30. Have you, anyone in your family or any of your friends had cancer? *Multi code*

Please select all that apply.

1. Me
2. My partner
3. Someone in my immediate family (e.g. parents, grandparents, siblings)
4. Someone in my wider family (e.g. cousin, aunt, uncle)

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5. A close friend
6. An acquaintance
7. A colleague
8. Someone else (please specify)
9. None of those (single code)
10. Prefer not to say (single code)

Cancer screening programmes – cervical cancer

SHOW TO ALL

Separator slide: The next questions are about cervical screening. The cervical screening programme invites women aged 25 to 64 to have regular cervical screening tests (sometimes called a smear test, Pap test or HPV test).

ASK ALL WOMEN, NON-BINARY OR TRANSGENDER MEN AGED 25 OR OVER / PREFER NOT TO SAY AT Q2

31. Have you ever been for a cervical screening test? *Single code*

Please select one answer.

1. Yes
2. No
3. I am not eligible
4. Don't know
5. Prefer not to say

ASK ALL WOMEN, NON-BINARY OR TRANSGENDER MEN SELECTING CODES 1,2,4 OR 5 AT Q31

32. Thinking about the last time you were invited for cervical screening, did any of the following put you off going? *Multi code, randomise 1-12*

Please select all that apply.

1. I was worried that cervical screening might be painful
2. I didn't have any symptoms of cervical cancer
3. I had other more important things to worry about than cervical screening
4. I was too busy to go for cervical screening
5. I don't think that I am at risk of cervical cancer
6. I was too embarrassed to go for cervical screening
7. I was too frightened of what the test might find
8. I didn't want a man to carry out the screening test
9. I didn't want anyone to know I had been for cervical screening
10. I have had a bad experience of cervical screening in the past
11. After thinking about the test, I decided that the risks of taking part outweigh the benefits
12. I was too afraid of having treatment if I was found to have cancer
13. I have never been invited for cervical screening (single code)
14. Prefer not to say (single code)
15. Nothing put me off going
16. I don't remember

ASK ALL WOMEN, NON-BINARY OR TRANSGENDER MEN SELECTING CODES 1,2,4 OR 5 AT Q31. Not asked if select 'Nothing put me off going'

33. Is there anything else that might put you off attending cervical screening?

Please type your answer below

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Once you have finished answering, please click 'continue'

1. Text box
2. No
3. Prefer not to say

ASK ALL

34. For each of the following statements about cervical cancer screening, please say if you think they are true or false?

Single code per row, randomise

Please select one answer per statement.

	[1] True	[2] False	[3] Don't know
1. Cervical screening picks up cell changes that can be treated before they even become cancer			
2. Cervical screening saves lives			
3. Cervical screening can help to detect cancer early			
4. Cervical screening can pick up cancer at a stage when it's easier to treat successfully			

Cancer screening – bowel cancer

SHOW TO ALL

The next questions are about bowel cancer screening. Every two years 60 to 74 year -olds in England, Wales and Northern Ireland and 50 to 74 year-olds in Scotland are sent a stool test kit to do at home to screen for bowel cancer every two years. This is known as the Faecal Occult Blood (FOB) Test or the Faecal Immunochemical Test (FIT).

ASK ALL AGED 50 AND OVER / PREFER NOT TO SAY AT Q2

35. Have you ever completed a bowel cancer stool test kit? (Faecal occult blood (FOB) test, or FIT)

Single code

Please select one answer.

1. Yes
2. No
3. I am not eligible
4. Don't know
5. Prefer not to say

ASK ALL SELECTING CODES 1,2,4 OR 5 AT Q35 OR ANYONE OVER 50 YEARS OLD

OTHERS GO TO Q40

36. Thinking about the last time you received a bowel cancer stool test kit, did any of the following put you off completing it? Multi code, randomise 1-11

Please select all that apply.

1. I had other more important things to worry about than bowel screening
2. I didn't have any symptoms of bowel cancer
3. I was too busy to complete the stool test kit

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4. I found it too difficult to complete the stool test kit
5. I don't think that I am at risk of developing bowel cancer
6. I found it too messy to complete the stool test kit
7. I found it too embarrassing to complete the stool test kit
8. I was too frightened of what the stool test might find
9. I was too afraid of having treatment if I was found to have cancer
10. After thinking about the test, I decided that the risks of taking part outweigh the benefits
11. I didn't want anyone to know that I had completed the stool test kit
12. I have never received a bowel cancer screening stool test kit (single code)
13. Prefer not to say (single code)
14. Nothing put me off completing it
15. I don't remember

ASK ALL SELECTING CODES 1,2,4 OR 5 AT Q35 OR ANYONE OVER 50 YEARS OLD (If selected 'Nothing put me off' then not asked this

37. Is there anything else that might put you off completing a bowel cancer stool test kit?

Please type your answer below

1. Text box (medium sized text box and can hit enter without moving to next question)
2. No
3. Prefer not to say

ASK ALL

38. For each of the following statements about bowel cancer screening, please say if you think they are true or false? Single code per row, randomise

Please select one answer per statement

	[1] True	[2] False	[3] Don't know
1. Bowel cancer screening can detect invisible signs of bowel cancer			
2. Bowel cancer screening saves lives			
3. Bowel cancer screening can help to detect bowel cancer early			
4. Bowel cancer screening can pick up bowel cancer at a stage when it's easier to treat successfully			

Looking for information about cancer

SHOW TO ALL

Separator slide: Next, we'd like to ask some questions about where you would look for information about cancer

ASK ALL

39. Have you ever looked for information about cancer from any source? Single code

Please select one answer

1. Yes
2. No
3. Don't know
4. Prefer not to say

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ASK ALL SELECTING CODE 1 AT Q40

40. You have mentioned that you looked for information about cancer. Where was the first place you looked for information?

Please type your answer below.

Text-box (see screen shot for box size)
Tick box (don't know)

ASK ALL SELECTING CODE 1 AT Q40

41. What other sources of information have you used to find out about cancer? Please select all that apply

Multi code

1. Charity helplines
2. Charity websites
3. NHS website
4. Other websites
5. Leaflets
6. Medical staff (e.g. a doctor, nurse, oncologist)
7. Online forums
8. Support groups
9. Other
10. None of these (single code)
11. Prefer not to say (single code)

SHOW CODES 1-9 SELECTED AT Q41

42. You have mentioned that you used the below sources to find out more about cancer. For each source, please provide more specific information'

If you do not remember the source, please type in 'don't remember'

Cancer Research UK

SHOW TO ALL

Separator slide: Finally, we would like to ask you a few questions about Cancer Research UK.

ASK ALL

43. To what extent do you agree or disagree with the following statements about Cancer Research UK?

Single code per row; randomise codes

Please select one answer per statement.

	[1] Strongly agree	[2] Some what agree	[3] Don't have enough information to say	[4] Somewhat disagree	[5] Strongly disagree	[6] I did not know that Cancer Research	[7] Prefer not to say

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						UK provided informat ion on that subject	
1. Cancer Research UK is the first place I would go for information about cancer							
2. Cancer Research UK is the leading provider of information to support healthy lifestyle changes							
3. Cancer Research UK is the leading provider of information about stopping smoking							
4. Cancer Research UK is the leading provider of information about losing weight							
5. Cancer Research UK is the leading provider of information about reducing my alcohol intake							
6. Cancer Research UK is the leading provider of information about the early diagnosis of cancer							
7. Cancer Research UK is the leading provider of information about the prevention of cancer							
8. Cancer Research UK is the leading provider of information about cancer screening programmes							

Thank and close

Thank you for taking part in the survey.

You can find information about cancer by going to <https://www.cancerresearchuk.org/about-cancer>

If you would like to speak to a cancer nurse, you can call the freephone Cancer Research UK nurse help line on 0808 800 4040