Cancer Awareness Measure (CAM)
Key Findings Report;
2014 & Trends Analysis (2008-2014)

Cancer Intelligence

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CONTENTS

SUMMARY

Background

The Cancer Awareness Measure (CAM) is a validated set of questions designed to reliably assess awareness of cancer. It was developed by Cancer Research UK, University College London, King's College London and University of Oxford in 2007-8. The survey includes measures of awareness of signs and symptoms of cancer, cancer risk factors, age-related risk, the bowel cancer screening programme and potential barriers to seeing the GP.

Since 2008, the CAM has been used to collect data every two years from a sample representative of Great Britain (England, Scotland & Wales). The CAM is included in the Opinions and Lifestyle Survey (OLS) which is an omnibus survey ran by the Office for National Statistics (ONS). Data is collected via face-to-face in-home interviews. In 2014, a number of changes were made to the survey, including measures of risk factor awareness and barriers to visiting the GP and these have not been validated.

If you would like any further information or have any queries, please contact Kirstie Osborne (kirstie.osborne@cancer.org.uk).

METHODS

Reporting

- **Data for 2014**: Recall and recognition of signs and symptoms of cancer, recall and recognition of risk factors for cancer, barriers to visiting the doctor and awareness of bowel cancer screening. Results are reported for the total sample as well as by gender, age, socioeconomic status (SES), country and experience of cancer.
- **Trends analysis (2008, 2010, 2012, 2014)**: Year-on-year comparisons for recall and recognition of signs and symptoms of cancer, recall of risk factors for cancer, awareness of age-related risk and awareness of the bowel cancer screening programme.

All percentages shown in the report are the weighted percentages (unless otherwise specified) accounting for age, sex and regional bias, as well as any non-response bias, using a weighting variable developed by ONS.

Levels of statistical significance are reported; $p<0.05$ (*) indicates a 5% risk of concluding a differences exists when there is no actual difference, $p<.01$ (**) indicates a 1% risk and $p<.001$ (***) indicates a 0.1% risk. We therefore have most confidence in results at the $p<.001$ level of significance. P value for the trends analysis relate to findings with an adjustment for demographic differences between surveys (see below).

Analysis

For data collected in 2014, chi^2 tests were used to look for significant differences between groups.

For the trends analysis, differences in responses between survey years were tested for statistical significance with adjustment for demographic differences between the survey samples (see Table 11 for the list of demographic variables, excluding 'experience of cancer' because data was not available for 2008). Multivariable logistic regression was used to calculate adjusted odds ratios by demographic characteristics and survey year for recall of risk factors, and both recall and recognition of signs and symptoms. Models were initially developed using backwards stepwise regression with further exploration including interaction terms.

Only statistically significant demographic variables and interaction terms were included in the final logistic regression model for each risk factor or sign/symptom. Statistically significant interactions (i.e. whether trends over time were statistically significantly different between different demographic groups, for instance men versus women) will be reported on separately.

ANOVA was used to test for significance over time of the average number of risk factors and signs and symptoms recalled.

When analysing results by location, comparisons were made with England; Wales was compared with England and Scotland was compared with England.

CAM 2014 KEY FINDINGS

Response Rates

In 2014 the response rate was 54% (1,986/3,677); 1,286 (34%) refused, 31 (1%) had unknown eligibility and 374 (10%) could not be contacted after three attempts. Table 1 shows the demographic breakdown of the sample.

Table 1: Demographic characteristics of the survey sample (W=weighted, UW=unweighted)

	GB total (n=1986)		England 84.9% (n=1,686)		Wales 5.5% (n=110)		Scotland 9.6% (n=190)	
	W	UW	W	UW	W	UW	W	UW
Gender								
Male	48.8 (894)	45.0 (894)	49.4 (775)	46.0 (775)	42.6 (41)	37.3 (41)	46.1 (78)	41.1 (78)
Female	51.2 (1,092)	55.0 (1,092)	50.6 (911)	54.0 (911)	57.4 (69)	62.7 (69)	53.9 (112)	59.0 (112)
Age								
16-24	14.1 (144)	7.3 (144)	13.0 (115)	6.8 (115)	19.5 (11)	10.0 (11)	21.4 (18)	9.5 (18)
25-44	32.8 (573)	28.9 (573)	33.5 (492)	29.2 (492)	28.5 (31)	28.8 (31)	28.4 (50)	26.3 (50)
45-54	17.5 (315)	15.9 (315)	17.5 (263)	15.6 (263)	17.4 (19)	17.3 (19)	17.1 (33)	17.4 (33)
55-64	14.1 (339)	17.1 (339)	14.3 (290)	17.2 (290)	13.8 (18)	16.4 (18)	12.9 (31)	16.3 (31)
65-74	12.0 (342)	17.2 (342)	11.9 (290)	17.2 (290)	11.5 (15)	13.6 (15)	12.8 (37)	19.5 (37)
75 and over	9.5 (273)	13.8 (273)	9.8 (236)	14.0 (236)	9.4 (16)	14.6 (16)	7.4 (21)	11.1 (21)
Partnership status								
Partnered	61.4 (1,063)	53.5 (1,063)	61.6 (902)	53.5 (902)	72.0 (70)	63.6 (70)	53.1 (91)	47.9 (91)
No partner	38.6 (923)	46.5 (923)	38.4 (784)	46.5 (784)	28.0 (40)	36.4 (40)	46.9 (99)	52.1 (99)
Ethnicity								
White	89.0 (1,804)	90.9 (1,804)	87.8 (1,513)	89.8 (1,513)	100.0 (109)	100.0 (109)	94.8 (182)	95.8 (182)
Other ethnic backgrounds	11.0 (180)	9.1 (180)	12.2 (172)	10.2 (172)	0.0 (0)	0.0 (0)	5.2 (8)	4.2 (8)
Occupation[1]								
Managerial/professional (*higher socioeconomic status [SES]*)	28.1 (529)	26.6 (529)	28.8 (458)	27.2 (458)	17.2 (19)	17.3 (19)	27.9 (52)	27.4 (52)

[1] We refer to socioeconomic status as SES throughout the report

Intermediate/small employers/lower supervisory (*mid SES*)	17.9 (353)	17.8 (353)	18.5 (309)	18.3 (309)	9.7 (11)	10.0 (11)	16.2 (33)	17.4 (33)
	GB total (n=1986)		**England 84.9 (1,686)**		**Wales 5.5 (110)**		**Scotland 9.6 (190)**	
	W	UW	W	UW	W	UW	W	UW
Semi-routine/routine (*lower SES*)	24.3 (446)	22.5 (446)	23.6 (367)	21.8 (367)	36.1 (36)	32.7 (36)	24.4 (43)	22.6 (43)
Full-time students	7.0 (73)	3.7 (73)	6.5 (58)	3.4 (58)	8.5 (5)	4.6 (5)	10.3 (10)	5.3 (10)
Unclassified	22.7 (585)	29.5 (585)	22.5 (494)	29.3 (494)	28.4 (39)	35.5 (39)	21.3 (52)	27.4 (52)
Highest qualification obtained								
Degree or equivalent	24.3 (450)	22.7 (450)	25.0 (395)	23.4 (395)	14.2 (14)	12.7 (14)	22.7 (41)	21.6 (41)
Below degree	48.7 (903)	45.5 (903)	48.0 (754)	44.7 (754)	63.7 (67)	60.9 (67)	47.4 (82)	43.2 (82)
Other	10.9 (226)	11.4 (226)	11.2 (199)	11.8 (199)	5.1 (7)	6.4 (7)	11.8 (20)	10.5 (20)
No formal qualifications	16.1 (407)	20.5 (407)	15.9 (338)	20.1 (338)	17.0 (22)	20.0 (22)	18.1 (47)	24.7 (47)
Experience of Cancer[2]								
Some experience	85.5 (1,695)	86.9 (1,695)	85.4 (1,447)	86.9 (1,447)	80.1 (91)	84.3 (91)	89.4 (157)	88.7 (157)
No experience	13.1 (232)	11.9 (232)	13.0 (196)	11.8 (196)	18.1 (16)	14.8 (16)	10.6 (20)	11.3 (20)
Prefer not to say	1.5 (23)	1.2 (23)	1.6 (22)	1.3 (22)	1.8 (1)	0.9 (1)	0.0 (0)	0.0 (0)

[2] 'Some' experience of cancer means the response to 'Have you, or any of your friends or family, had cancer?' was one or more of the following: 'You'; 'Your partner'; 'Close family member'; 'Other family member'; 'Close friend'; 'Other friend'.

AWARENESS OF SIGNS AND SYMPTOMS OF CANCER

Table 3: Recall[3] and recognition[4] of signs and symptoms of cancer (2014)

	% (n)	
Sign/symptom	**Recall**	**Recognition**
Lump	64.1 (1275)	96.5 (1881)
Pain	32.6 (644)	n/a[5]
Bleeding	38.6 (796)	89.9 (1769)
Cough/hoarseness	23.0 (457)	83.8 (1636)
Bowel/bladder change	32.1 (663)	91.1 (1792)
Difficulty swallowing	0.9 (20)	78.2 (1537)
Mole	22.6 (441)	93.9 (1840)
Sore	1.6 (36)	60.3 (1227)
Weight loss	20.5 (407)	84.6 (1670)
Tiredness/fatigue	12.1 (234)	n/a
Nausea/sickness	4.9 (82)	n/a
General unwellness	5.7 (102)	n/a
Bruising	1.2 (21)	n/a
Loss of appetite	4.5 (81)	n/a
Blurred vision	2.2 (43)	n/a
Weakness	1.3 (18)	n/a
Blood in pee	16.4 (332)	n/a
Indigestion	0.5 (8)	n/a
Heartburn	0.1 (3)	n/a
Breast changes	6.5 (130)	n/a
Poo (blood in poo/looser poo)	13.5 (280)	n/a
Blood in poo	12.8 (267)	n/a
Looser poo	0.9 (16)	n/a
Hoarseness	0.1 (3)	n/a

[3] Question: There are many warning signs and symptoms of cancer. Please name as many as you can think of.

[4] Question: The following may or may not be warning signs for cancer. We are interested in your opinion. For each question please choose your answer from this card. You may have already mentioned some of these warning signs in the previous question. Do you think x could be a sign of cancer? (Yes it could; No it could not; Don't know/not sure)

[5] Data has been excluded for recognition of 'persistent unexplained pain' because the wording of the question was incorrect (Do you think persistent unexplained pain could be a **warning** sign of cancer?)

	% (n)	
Sign/symptom	**Recall**	**Recognition**
Food sticking	0.0 (0)	n/a
Bloating	0.8 (15)	n/a
Red/white patch mouth	0.3 (7)	n/a
Don’t know	0.5 (11)	n/a

Table 4: Recall of signs and symptoms of cancer (2014)[6]

	Total	Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate /small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Mean[7]	2.64 (1.70)	2.37 (1.69)	2.90*** (1.67)	2.51 (1.72)	2.79 (1.69)	2.54 (1.69)	2.73 (1.70)	3.05*** (1.65)	2.67 (1.71)	2.60 (1.62)	2.37 (1.67)	2.82 (1.66)	1.87*** (1.62)
	% mentioned (n)												
Lump	64.1 (1274)	55.7 (478)	72.1*** (796)	64.9 (589)	63.1* (685)	62.0 (281)	65.7 (231)	70.5** (381)	63.7 (1,078)	65.8 (74)	66.7 (122)	68.1 (1,151)	49.1*** (116)
Pain	32.6 (644)	30.6 (268)	34.6* (376)	31.3 (277)	34.3 (367)	28.6 (125)	29.1** (111)	41.7*** (218)	33.2 (556)	33.4 (37)	26.5 (51)	34.5 (582)	22.4** (54)
Bleeding	38.5 (800)	36.4 (333)	40.5* (467)	34.9 (335)	43.2 (465)	35.7 (173)	40.5 (150)	47.8** (265)	40.2 (706)	31.1 (38)	26.2** (56)	40.8 (725)	30.4*** (69)
Cough/ Hoarseness	23.0 (457)	23.4 (208)	22.7 (249)	22.2 (204)	24.1 (253)	24.3 (110)	24.1 (85)	27.3 (149)***	23.5 (397)	24.4 (27)	17.1 (33)	24.7 (417)	15.3** (34)
Bowel/ bladder change	32.1 (663)	30.2 (280)	33.8 (383)	25.8 (245)	40.1*** (418)	27.9 (128)	37.5 (134)	37.4** (201)	33.1 (582)	42.9 (47)	15.1*** (34)	34.7 (607)	19.2*** (49)
Difficulty swallowing	0.9 (20)	0.5 (5)	1.3 (15)	0.5 (6)	1.4 (14)	0.3 (1)	1.1 (5)	1.3 (6)	1.0 (20)	0.0 (0)	0.0 (0)	1.0 (19)	0.0 (0)
Mole	22.6 (441)	20.4 (185)	24.7 (256)	22.4 (203)	22.8 (238)	21.5 (95)	24.6 (92)	28.2* (149)	22.0 (367)	24.1 (23)	27.7 (51)	24.7 (407)	11.9*** (29)
Sore	1.6 (35)	1.2 (13)	2.1 (22)	1.3 (14)	2.1 (21)	1.7 (9)	1.3 (5)	1.2 (7)	1.7 (33)	2.1 (1)	0.4 (1)	1.7 (30)	1.4 (4)
Weight loss	20.5 (409)	16.0 (147)	24.7*** (262)	18.1 (166)	23.6 (243)	22.3 (93)	16.8 (65)	22.3 (125)	21.1 (356)	13.6 (17)	18.1 (36)	21.7 (369)	13.1** (33)

** p<0.05; ** p<0.01; *** p<0.001*

[6] Question: There are many warning signs and symptoms of cancer. Please name as many as you can think of.

[7] Average includes recall of the following signs/symptoms only: lump, pain, bleeding, cough/hoarseness, bowel/bladder change, difficulty swallowing, mole, sore and weight loss.

Table 5: Recognition of signs and symptoms of cancer (2014)[8] [9]

	Total	Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate /small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Mean[10]	6.78 (1.51)	6.57 (1.63)	6.99*** (1.37)	6.59 (1.55)	7.03*** (1.46)	6.61 (1.59)	6.89 (1.30)	7.05*** (1.19)	6.78 (1.52)	6.68 (1.44)	6.85 (1.45)	6.90 (1.40)	6.09*** (1.85)
	% (n)												
Unexplained lump or swelling	96.5 (1881)	95.0 (836)	98.0** (1045)	96.4 (826)	96.7 (1055)	95.7 (418)	96.7 (336)	98.5* (516)	96.3 (1,601)	95.7 (103)	99.1 (177)	97.5 (1,645)	91.7*** (208)
Unexplained bleeding	89.9 (1769)	86.7 (772)	93.1*** (997)	88.5 (772)	91.8 (997)	87.6 (390)	91.7 (321)	93.2* (492)	89.8 (1,502)	90.5 (101)	91.6 (166)	91.0 (1,549)	84.7* (196)
Persistent cough or hoarseness	83.9 (1636)	80.4 (702)	87.2*** (934)	81.5 (706)	86.8 (930)	84.2 (366)	85.2 (292)	86.9 (464)	84.4 (1,399)	81.6 (89)	80.3 (148)	85.8 (1,450)	73.5*** (165)
Persistent change in bowel/bladder habits	91.1 (1792)	89.7 (794)	92.6* (998)	88.7 (767)	94.3*** (1025)	89.6 (396)	92.7 (322)	93.5 (493)	90.5 (1,522)	96.0 (103)	94.4 (167)	93.1 (1,580)	79.1*** (186)
Persistent difficulty swallowing	78.2 (1537)	74.2 (657)	82.0*** (880)	76.5 (658)	80.3* (879)	72.9 (321)	79.7 (278)	84.8*** (445)	78.4 (1,320)	76.5 (83)	76.9 (134)	80.3 (1,367)	66.2*** (151)
Change in the appearance of a mole	93.9 (1840)	91.6 (811)	96.1*** (1029)	92.2 (800)	96.0* (1040)	92.4 (409)	95.6 (331)	97.5** (512)	93.4 (1,559)	96.6 (107)	96.8 (174)	95.4 (1,616)	84.3*** (196)
Sore that does not heal	60.3 (1227)	56.5 (521)	63.9** (706)	53.8 (470)	68.5*** (757)	55.2 (251)	60.9 (212)	60.3 (328)	60.4 (1,047)	56.5 (63)	60.8 (117)	61.2 (1,083)	53.5* (126)
Unexplained weight loss	84.6 (1670)	83.0 (738)	86.1* (932)	81.5 (708)	88.5*** (962)	83.4 (371)	86.9 (302)	89.9* (474)	85.1 (1,425)	75.0 (87)	84.9 (158)	86.1 (1,470)	75.6*** (176)

** p<0.05; ** p<0.01; *** p<0.001*

[8] Question: The following may or may not be warning signs for cancer. We are interested in your opinion. For each question please choose your answer from this card. You may have already mentioned some of these warning signs in the previous question. Do you think x could be a sign of cancer? (Yes it could; No it could not; Don't know/not sure)

[9] Data has been excluded for recognition of 'persistent unexplained pain' because the wording of the question was incorrect (Do you think persistent unexplained pain could be a **warning** sign of cancer?)

[10] Average does not include the 'persistent unexplained pain' item (as above)

Tables 3, 4 and 5: Recall and recognition of signs and symptoms of cancer (2014)

- **On average, people recalled more than two warning signs and symptoms of cancer (2.64), and recognised almost seven (6.78)**[11]
  The most commonly recalled warning signs and symptoms of cancer were lump (64.1%), bleeding (38.6%), pain (32.6%), bowel/bladder change (32.1%) and cough/hoarseness (23.0%). Unexplained lump or swelling (96.5%), persistent change in bowel/bladder habits (91.1%), and unexplained bleeding (89.9%) were also well recognised but recognition of change in the appearance of a mole was much higher than recall (93.9% and 22.6%, respectively).

- **On average, men recalled and recognised fewer signs and symptoms of cancer than women.** Men were less likely to recall lump, weight loss ($p<0.001$), pain and bleeding ($p<0.05$) as signs and symptoms of cancer than women. Men were less likely to recognise unexplained bleeding, unexplained lump or swelling, persistent cough or hoarseness, persistent difficulty swallowing, and change in the appearance of a mole, as signs or symptoms of cancer ($p<0.001$) than women. They were also less likely to recognise persistent change in bowel/bladder habits, sore that does not heal, and unexplained weight loss , however these associations were significant at lower confidence levels ($p<0.05$/$p<0.01$).

- **On average, those under 50 recognised fewer signs and symptoms of cancer than those over 50, however there was no difference in the number recalled.** People under 50 were less likely to recall bowel/bladder change ($p<0.001$) but more likely to recall lump ($p<0.05$) as signs and symptoms of cancer. People under 50 were less likely to recognise persistent change in bowel/bladder habits, but also a sore that does not heal, and unexplained weight loss than people over 50 ($p<0.001$). They were also less likely to recognise change in the appearance of a mole and persistent difficulty swallowing, however these associations were significant at a lower confidence level ($p<0.05$).

- **On average, those in the lowest SES group recalled and recognised fewer signs and symptoms of cancer than those in the highest SES group.** People in the lowest SES group were less likely to recall cough/hoarseness, pain ($p<0.001$), lump, bleeding, bowel/bladder change ($p<0.01$) and mole ($p<0.05$) as signs and symptoms of cancer than people in the highest SES group. People in the lowest SES group were less likely to recognise persistent difficulty swallowing ($p<0.001$), and change in the appearance of a mole ($p<0.01$) than those in the highest SES group. This was also true for unexplained lump or swelling, unexplained bleeding, and unexplained weight loss ($p<0.05$).

- **On average, there was no significant difference in the number of symptoms recalled and recognised between England and Scotland and England and Wales.** However, people living in Scotland were less likely to recall bowel/bladder change ($p<0.001$) and bleeding ($p<0.01$) than people living in England.

- **On average, those with no experience of cancer recalled and recognised fewer signs and symptoms of cancer than those with some experience of cancer.** People with no experience of cancer were less likely to recall lump, bleeding, bowel/bladder change and mole ($p<0.001$) as well as pain, cough/hoarseness and weight loss ($p<0.01$) as signs and symptoms of cancer than people with some experience of cancer. People with no experience of cancer were less likely ($p<0.001$) to recognise unexplained lump or swelling, persistent cough/hoarseness, persistent change in bowel/bladder habits, persistent difficulty swallowing, change in the appearance of a mole and unexplained weight loss as well as unexplained bleeding and sore that does not heal ($p<0.05$) than people with some experience of cancer.

[11] Average recall includes 'pain' but average recognition excludes 'persistent unexplained pain' because the wording of the question was incorrect (Do you think persistent unexplained pain could be a **warning** sign of cancer?).

AWARENESS OF RISK FACTORS FOR CANCER

Table 6: Recall[12] and recognition[13] of risk factors for cancer (2014)

	% (n)	
Risk factor	**Recall**	**Recognition**
Smoking	80.3 (1590)	97.9 (1896)
Passive smoking	3.3 (64)	88.3 (1698)
Drinking alcohol	49.5 (973)	75.0 (1418)
Low fruit/veg intake	0.4 (9)	48.3 (936)
Low fibre intake	0.3 (6)	49.5 (1012)
Eating red and processed meat	3.3 (61)	49.4 (969)
Being overweight	10.1 (209)	62.3 (1197)
Getting sunburnt	27.0 (507)	96.4 (1869)
Older age	2.2 (38)	58.9 (1134)
Family history	11.1 (212)	71.7 (1365)
HPV infection	0.1 (3)	29.4 (5680
Having many sexual partners	0.6 (14)	n/a
Low exercise	13.8 (274)	48.2 (903)
Taking HRT/the pill	0.3 (4)	n/a
Pollution	5.5 (95)	n/a
Radiation	3.3 (63)	n/a
Stress	6.9 (130)	n/a
Genes/Genetics	10.7 (223)	n/a
Diet (generic)	34.4 (655)	n/a
Fat	2.4 (48)	n/a
Additives	0.9 (15)	n/a
Underweight	0.4 (7)	n/a
Viruses (generic)	0.4 (7)	n/a
Radon	0.1 (2)	n/a
Powerlines	0.3 (6)	n/a
Mobile phones	0.5 (7)	n/a
Pesticides	0.2 (5)	n/a
Shift working	0.2 (2)	n/a
Deodorants	0.0 (0)	n/a
Sunbeds	4.5 (73)	n/a
Salt	0.1 (2)	n/a
Hep B	0.0 (0)	n/a
Hep C	0.0 (0)	n/a
H Pylori	0.0 (0)	n/a
Other occupational exposures	12.3 (257)	n/a
Don't know	0.2 (5)	n/a

[12] Question: What things do you think affect a person's chance of developing cancer? Please name as many as you can think of.

[13] Question: Do you think that x can increase a person's chance of developing cancer? (Yes it could; No it couldn't; Don't know/not sure)

Table 7: Recall of risk factors for cancer (2014)[14]

	Total	Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/ Small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Mean[15]	2.01 (1.20)	2.06 (1.17)	1.97 (1.22)	2.01 (1.21)	2.01 (1.18)	1.87 (1.14)	2.16 (1.16)	2.40*** (1.19)	2.05 (1.18)	2.02 (1.18)	1.57*** (1.28)	2.11 (1.17)	1.63*** (1.18)
	% (n)												
Smoking	80.3 (1590)	83.0 (735)	77.8* (855)	80.0 (704)	80.9 (886)	81.2 (365)	85.2 (297)	84.6 (446)	81.5 (1,370)	84.7 (93)	66.6*** (127)	83.2 (1,407)	71.1*** (165)
Passive smoking	3.3 (64)	3.1 (28)	3.4 (36)	3.4 (31)	3.1 (33)	4.2 (19)	1.8 (7)	4.3 (23)	3.4 (56)	4.1 (5)	1.7 (3)	3.5 (57)	2.1 (6)
Drinking alcohol	49.5 (973)	49.8 (435)	49.3 (538)	50.9 (448)	47.8 (525)	43.6 (199)	59.1 (202)	56.1*** (292)	50.6 (837)	51.9 (61)	37.3* (75)	51.9 (868)	40.0** (93)
Low fruit/veg intake	0.4 (9)	0.4 (4)	0.4 (5)	0.3 (3)	0.6 (6)	0.1 (1)	0.7 (2)	0.5 (3)	0.5 (9)	0.0 (0)	0.0 (0)	0.6 (8)	0.4 (1)
Eating red and processed meat	3.3 (61)	4.0 (33)	2.5 (28)	3.7 (35)	2.7* (26)	3.5 (15)	1.6 (6)	4.8 (24)	3.6 (58)	0.8 (1)	0.9 (2)	4.9 (51)	3.1 (10)
Being overweight	10.1 (209)	8.9 (81)	11.3 (128)	8.4 (76)	12.3* (133)	6.1 (32)	11.1 (40)	14.6** (76)	10.4 (185)	11.2 (11)	6.2 (13)	11.0 (192)	5.7* (15)
Getting sunburnt	27.0 (507)	30.2 (249)	24.0* (258)	27.7 (248)	26.1* (259)	24.9 (106)	31.1 (110)	34.0** (173)	26.9 (429)	27.4 (31)	28.1 (47)	29.2 (464)	19.0** (42)
Being older	2.2 (38)	2.1 (18)	2.2 (20)	3.2 (29)	0.8*** (9)	1.1 (6)	1.3 (5)	3.9* (19)	2.4 (36)	0.0 (0)	0.8 (2)	2.0 (31)	3.6 (7)
Family history	11.1 (212)	9.8 (80)	12.2* (132)	10.5 (94)	11.8 (118)	12.0 (47)	7.7 (32)	15.9** (84)	11.7 (193)	9.5 (9)	5.7* (10)	11.9 (193)	6.9 (18)
HPV infection	0.1 (3)	0.1 (1)	0.2 (2)	0.1 (2)	0.1 (1)	0.0 (0)	0.0 (0)	0.4 (3)	0.1 (3)	0.0 (0)	0.0 (0)	0.1 (3)	0.0 (0)
Low exercise	13.8 (274)	13.3 (124)	14.4 (150)	13.1 (128)	14.7 (146)	10.0 (45)	16.2 (56)	20.7*** (112)	14.2 (236)	12.7 (16)	10.2 (22)	14.7 (250)	9.4* (22)

** p<0.05; ** p<0.01; *** p<0.001*

[14] Question: What things do you think affect a person's chance of developing cancer? Please name as many as you can think of.

[15] Average includes recall of the following risk factors only: smoking, passive smoking, alcohol, low fruit/veg intake, eating red and processed meat, low fibre intake, HPV infection, being overweight, low exercise, older age, getting sunburnt and family history.

Table 8: Recognition of risk factors for cancer (2014)[16]

	Total	Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/ small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Mean	7.75 (2.64)	7.74 (2.65)	7.76 (2.62)	7.77 (2.61)	7.73 (2.65)	7.14 (2.55)	7.91 (2.60)	8.72*** (2.36)	7.73 (2.65)	7.66 (2.40)	8.05 (2.67)	7.87 (2.62)	7.14* (2.53)
	% (n)												
Smoking	97.9 (1896)	97.2 (849)	98.2* (1047)	98.4 (841)	97.2* (1055)	97.6 (424)	98.2 (337)	99.2 (518)	97.7 (1,615)	98.1 (106)	99.8 (175)	98.2 (1,655)	97.0 (216)
Exposure to another person's cigarette smoke	88.3 (1698)	87.8 (755)	88.7 (943)	89.6 (769)	86.5** (929)	87.5 (378)	88.0 (300)	93.5** (487)	87.8 (1,442)	90.7 (99)	91.3 (157)	89.6 (1,496)	81.1** (181)
Drinking alcohol	73.2 (1418)	74.4 (628)	75.7 (790)	78.4 (665)	70.8*** (753)	71.6 (296)	78.5 (265)	79.4*** (419)	74.8 (1,204)	80.8 (88)	73.7 (126)	75.8 (1,245)	73.2 (158)
Not eating many fruits or vegetables	48.3 (936)	49.6 (434)	47.1 (502)	46.7 (406)	50.4 (530)	39.7 (171)	52.3 (176)	61.7*** (321)	49.1 (807)	35.7 (38)	47.9 (91)	50.7 (848)	34.0*** (79)
Not eating enough fibre	49.5 (1012)	47.3 (441)	51.7 (571)	42.8 (382)	58.0*** (630)	41.0 (182)	48.8 (173)	60.3*** (336)	49.8 (870)	47.3 (52)	47.7 (90)	51.5 (908)	38.8** (96)
Eating too much red or processed meat	49.4 (969)	51.1 (453)	47.9 (516)	46.7 (418)	53.0 (551)	39.5 (176)	51.1 (179)	60.2*** (319)	49.1 (823)	53.6 (57)	50.5 (89)	50.3 (857)	44.9 (102)
Being overweight	62.3 (1197)	63.9 (561)	60.8 (636)	63.7 (536)	60.5 (661)	56.5 (238)	61.7 (211)	68.0*** (358)	62.3 (1,026)	65.8 (66)	60.4 (105)	62.6 (1,051)	61.0 (133)
Getting sunburnt	96.4 (1869)	95.5 (834)	97.3* (1035)	96.4 (823)	96.4 (1046)	94.7 (412)	97.8 (336)	99.4*** (519)	96.1 (1,591)	96.8 (105)	99.0 (173)	97.5 (1,639)	91.3** (208)
Being older	58.9 (1134)	63.0 (555)	54.9*** (579)	58.9 (499)	58.8 (635)	49.8 (216)	60.8 (203)	71.7*** (372)	58.9 (969)	56.9 (57)	59.5 (108)	59.4 (1,002)	55.0* (117)
Having a close relative with cancer	71.7 (1365)	68.9 (585)	74.4** (780)	73.5 (637)	69.4*** (728)	67.5 (298)	71.8 (244)	83.9*** (434)	70.7 (1,151)	81.6 (85)	76.4 (129)	73.3 (1,213)	62.9** (138)

[16] Question: Do you think that x can increase a person's chance of developing cancer? (Yes it could; No it couldn't; Don't know/not sure)

		% (n)											
		Gender		**Age**		**SES**			**Country**			**Experience of cancer**	
	Total	Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/ small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Infection with HPV (Human Papillomavirus)	29.4 (568)	24.9 (215)	33.8*** (353)	31.9 (290)	26.3*** (278)	26.6 (117)	31.4 (107)	36.9*** (205)	28.3 (468)	23.0 (24)	45.3*** (76)	29.7 (504)	29.3 (62)
Not doing much physical activity	48.2 (903)	50.8 (428)	45.7 (475)	49.7 (420)	46.3* (483)	41.9 (174)	51.2 (171)	59.1*** (302)	48.4 (775)	36.1 (38)	53.0* (90)	48.5 (795)	45.6 (97)

** p<0.05; ** p<0.01; *** p<0.001*

Tables 6, 7 and 8: Recall and recognition of risk factors for cancer (2014)

- **On average, people recalled around two risk factors for cancer (2.01), and recognised nearly eight (7.75).**
  The most commonly recalled risk factors for cancer were smoking (80.3%), drinking alcohol (49.5%), diet in general (34.4%), getting sunburnt (27.0%), and low exercise (13.8%). Less than 1% of people recalled low fruit/veg intake and low fibre intake as risk factors for cancer. The most commonly recognised risk factors varied from those recalled. Smoking, getting sunburnt, and drinking alcohol remained the most common risk factors (97.9, 96.4%, 75.0% respectively), however, exposure to another person's cigarette smoke and having a close relative with cancer were also high - nearly 9 in 10 people (88.3%), and around 7 in 10 people (71.7%).

- **On average, there was no significant difference in the ability of men and women to recall or recognise risk factors for cancer**. However, women were less likely to recall smoking and getting sunburnt as risk factors for cancer than men ($p<0.05$). Conversely, women were more likely to recall family history than men ($p<0.05$). Recognition results differed from those recalled. Men were less likely to recognise smoking ($p<0.05$), getting sunburnt ($p<0.05$), having a close relative with cancer ($p<0.01$), and infection with HPV ($p<0.001$) but more likely to recognise being older ($p<0.001$), than women.

- **On average, there was no significant difference in the ability of people under and over 50 to recall or recognise risk factors for cancer**. However, people over 50 were less likely to recall being older ($p<0.001$), getting sunburnt ($p<0.05$), and eating red and processed meat ($p<0.05$) as risk factors for cancer than people under 50. Conversely, people over 50 were more likely to recall being overweight than people under 50. People over 50 were less likely to recognise a range of risk factors including drinking alcohol, having a close relative with cancer and infection with HPV than people under 50 ($p<0.001$). They were also less likely to recognise smoking, exposure to another person's cigarette smoke and not doing much physical activity than people under 50, however these associations were significant at a lower confidence level ($p<0.05$). Conversely, people over 50 were more likely to recognise not eating enough fibre than people under 50.

- **On average, those in the lowest SES group recalled and recognised fewer risk factors for cancer than those in the highest SES group**. Those in the lowest SES group were less likely to recall drinking alcohol and low exercise ($p<0.001$) than those in the highest SES group. They were also less likely to recall being overweight, getting sunburnt, family history, and being older than those in the highest SES group, however these associations were significant at lower confidence level ($p<0.05$/$p<0.01$). People in the lowest SES group were less likely to recognise every risk factor included in the survey ($p<0.05$) than those in the highest SES group, with the exclusion of smoking for which there was no significant difference between these SES groups.

- **On average, those living in Scotland recalled fewer risk factors for cancer than those living in England however there was no significant difference in recognition between England and Scotland and England and Wales.** Those living in Scotland were less likely to recall smoking ($p<0.001$), drinking alcohol and family history ($p<0.05$) as risk factors for cancer than those in England. Those living in Scotland were more likely to recognise infection with HPV ($p<0.001$) as well as not doing much physical activity ($p<0.05$) than those in England.

- **On average, those with no experience of cancer recalled and recognised fewer risk factors for cancer than those with some experience of cancer.** Those with no experience of cancer were less likely to recall smoking ($p<0.001$), drinking alcohol and getting sunburnt ($p<0.01$), being overweight and low exercise ($p<0.05$) as risk factors for cancer than those with some experience of cancer. Those with no experience of cancer were less likely to recognise not eating many fruits or vegetables ($p<0.001$), exposure to another person's cigarette smoke, not eating enough fibre, getting sunburnt, having a close relative with cancer ($p<0.01$) and being older ($p<0.05$) than those with some experience of cancer.

BARRIERS TO VISTING THE GP

Table 9: Barriers to visiting the GP (2014)[17]

	Total agree	Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/ small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Mean	3.14 (2.66)	2.85 (2.49)	3.42*** (2.75)	3.51 (2.91)	2.66*** (2.36)	3.55 (2.84)	3.29 (2.78)	2.94 (2.62)	3.13 (2.60)	2.93 (2.77)	3.42* (3.05)	3.25 (2.63)	2.95 (2.87)
	% Agree (n)												
Emotional barriers													
I find it embarrassing talking to the doctor about my symptoms	10.3 (174)	8.3 (64)	12.3 (110)	12.7 (104)	7.2*** (70)	10.7 (44)	9.2 (29)	8.2 (41)	9.9 (144)	12.6 (13)	13.1 (17)	9.9 (145)	14.5 (28)
I would be worried about what they might find wrong with me	28.2 (509)	25.2 (199)	31.1* (310)	32.3 (260)	23.0*** (249)	34.5 (140)	24.3 (82)	24.0* (122)	28.2 (432)	14.6 (19)	36.8* (58)	28.2 (445)	29.7 (59)
I would be worried about what tests they might want to do	20.2 (365)	17.5 (140)	22.9* (225)	24.3 (202)	15.1*** (163)	26.4 (99)	22.1 (75)	14.5* (77)	20.7 (313)	14.6 (18)	19.2 (34)	19.8 (316)	23.0 (45)
I wouldn't feel confident talking about my symptom(s) with the doctor	8.7 (168)	7.5 (64)	9.8 (104)	9.5 (83)	7.7 (85)	9.9 (49)	9.2 (28)	6.2* (30)	8.4 (138)	10.4 (10)	10.5 (20)	8.5 (141)	10.1 (23)
I would be worried the doctor wouldn't take my symptoms seriously	19.0 (357)	15.6 (134)	22.2* (223)	22.8 (210)	14.1*** (147)	22.3 (101)	18.9 (64)	18.1 (92)	18.9 (309)	16.8 (17)	21.3 (31)	19.3 (316)	20.0 (40)
I don't want to be seen as somebody who makes a fuss	34.9 (676)	32.3 (284)	37.4 (392)	34.9 (289)	34.9 (387)	33.7 (147)	33.3 (117)	33.3 (168)	34.0 (562)	42.6 (46)	39.7 (68)	35.7 (596)	32.4 (75)

[17] Question: Which of the following might put you off going to the doctor? Please choose your answer from this card (Strongly agree; Agree; Neither agree or disagree; Disagree; Strongly disagree)

Barriers	Total agree	% Agree (n)											
		Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
I don't like having to talk to the GP receptionist about my symptoms	39.7 (769)	36.6 (307)	42.6** (462)	40.3 (351)	38.9 (418)	43.6 (188)	43.1 (149)	34.7 (183)	39.8 (654)	43.0 (50)	36.6 (65)	41.0 (682)	32.8 (79)
Practical barriers													
I would be too busy to make time to go to the doctor	16.3 (265)	18.0 (125)	14.7 (140)	21.5 (174)	9.7*** (91)	21.3 (80)	20.0 (53)	21.5 (104)	16.5 (226)	10.3 (12)	17.9 (27)	16.5 (230)	16.6 (32)
I have too many other things to worry about	14.6 (265)	13.8 (109)	15.4 (156)	18.9 (167)	9.2*** (98)	16.8 (68)	16.1 (52)	16.9 (85)	14.3 (223)	10.0 (12)	20.5 (30)	15.4 (238)	12.0 (27)
Service barriers													
I would be worried about wasting the doctor's time	20.0 (380)	17.9 (154)	22.1 (226)	21.2 (176)	18.6 (204)	20.6 (89)	21.5 (74)	16.5 (84)	19.7 (320)	10.8 (13)	29.5* (47)	20.9 (340)	16.2 (38)
My doctor is difficult to talk to	7.7 (141)	6.1 (52)	9.2 (89)	9.0 (79)	5.9* (62)	9.1 (37)	8.1 (25)	6.0 (34)	7.3 (118)	8.4 (8)	11.2 (15)	7.6 (120)	9.6 (21)
I find it difficult to get an appointment with a particular doctor	42.1 (813)	36.5 (311)	47.5*** (502)	45.7 (396)	37.5*** (417)	46.7 (201)	48.3 (165)	37.0* (194)	41.7 (682)	42.6 (52)	45.6 (79)	43.2 (720)	37.3 (82)
I find it difficult to get an appointment with a doctor at a convenient time	42.9 (807)	40.7 (336)	44.9* (471)	49.0 (424)	35.0*** (383)	47.3 (207)	46.6 (155)	43.9 (220)	42.5 (680)	44.6 (51)	45.1 (76)	43.7 (710)	41.9 (91)
I've had a bad experience at the doctor's in the past	16.0 (312)	13.1 (113)	18.9** (199)	18.3 (173)	13.2*** (139)	19.1 (85)	17.2 (62)	16.9 (87)	16.8 (278)	13.1 (13)	10.6 (21)	17.1 (284)	11.4 (27)

** p<0.05; ** p<0.01; *** p<0.001*

Table 9: Barriers to visiting the GP (2014)

- **On average, people reported around three barriers from our survey that would put them off going to the doctor (3.14).**
  The most commonly reported barriers from our survey that would put people off going to the doctor was finding it difficult to get an appointment with a particular doctor (42.1%), finding it difficult to get an appointment with a doctor at a convenient time (42.9%), and not liking having to talk to the GP receptionist about symptoms (39.7%). The barriers in our survey that the lowest percentage of people reported would put them off going to the doctor were finding their doctor difficult to talk to, finding it embarrassing talking to the doctor about symptoms and not feeling confident talking about symptoms with the doctor – less than one in 10 people reported each of these barriers.

- **On average, women reported more barriers than men ($p<0.001$)**. Women were more likely to report that finding it difficult to get an appointment with a particular doctor ($p<0.001$), disliking having to talk to the GP receptionist about their symptoms, and having a bad experience at the doctor's in the past ($p<0.01$) would put them off going to the doctor than men. Women were also more likely to report being worried about what they might find wrong, worried about what tests they might want to do, worried the doctor wouldn't take their symptoms seriously and finding it difficult to get an appointment with a doctor at a convenient time than men, however these associations were significant at a lower confidence level ($p<0.05$).

- **On average, people under 50 reported more barriers than those over 50 ($p<0.001$)**. This was true for almost all barriers included in our survey. The only exceptions were not feeling confident talking about symptoms with the doctor, being worried about wasting the doctors time, not wanting to be seen as somebody who makes a fuss, and not liking having to talk to the GP receptionist about symptoms – for which there was no difference between these age groups.

- **On average, there was no significant difference in the number of barriers reported between SES groups**. However, people in the lowest SES group were more likely to report that being worried about what they might find wrong, worried about what tests they might want to do, not feeling confident talking about their symptoms with the doctor, and finding it difficult to get an appointment with a particular doctor, would stop them going to the doctors ($p<0.05$) than people in the highest SES group.

- **On average, those living in Scotland reported more barriers than those living in England, but there was no significant difference between England and Wales**. People living in Scotland were more likely to report that being worried about wasting the doctors time and being worried about what they might find wrong ($p<0.05$) would stop them going to the doctors than those living in England.

- **On average, there was no significant difference in the number of barriers reported between those with no experience of cancer and those with some experience of cancer and there were no differences for any of the specific barriers included**.

See Moffat J, et al., Identifying anticipated barriers to help-seeking to promote earlier diagnosis of cancer in Great Britain, Public Health (2016), http://dx.doi.org/10.1016/j.puhe.2016.08.012 for a further analysis and discussion of the barriers data.

AWARENESS OF BOWEL CANCER SCREENING

Bowl cancer screening is offered to all 60-74 year olds in England and 50-74 year olds in Scotland

Table 10: Awareness of bowel cancer screening programme (2014)[18]

	% Yes (n)												
		Gender		Age		SES			Country			Experience of cancer	
		Men	Women	16-49	50+	Lower (Semi-routine/ routine)	Mid (Intermediate/ small employer/ technical)	Higher (Managerial)	England	Wales	Scotland	Some	None
Total sample	55.7 (1,189)	51.3 (509)	59.9* (680)	42.9 (387)	71.9*** (802)	52.0 (244)	59.9 (222)	56.6* (329)	53.7 (976)	47.7 (60)	81.2*** (153)	57.8 (1,066)	40.3*** (108)
Those aged 60-74 (England and Wales)	94.2 (425)	92.6 (213)	95.7 (212)	n/a	n/a	94.1 (83)	96.1 (83)	98.0* (95)	94.8 (403)	85.3 (22)	n/a	94.8 (386)	91.4 (36)
Those aged 50-74 (Scotland)	100.0 (76)	100.0 (29)	100.0 (47)	n/a	n/a	100.0 (25)	100.0 (13)	100.0 (17)	n/a	n/a	100.0 (76)	100.0 (68)	100.0 (8)

** p<0.05; ** p<0.01; *** p<0.001*

[18] Question: As far as you are aware, is there an NHS bowel cancer screening programme? (Yes; No; Don't know)

Table 10: Awareness of bowel cancer screening (2014)

- **Overall, around six in 10 people were aware of the NHS bowel cancer screening programme**. People under 50 were less likely to be aware of the bowel cancer screening programme ($p<0.001$) than people over 50. Those living in Scotland were more likely to be aware of the programme than people living in England and those with no experience of cancer were less likely to be aware of the bowel screening programme ($p<0.001$) than those with some experience of cancer. Men and people in the lowest SES group were also less likely to be aware of the programme than women and those in the highest SES group, respectively, however these associations were significant at a lower confidence level ($p<0.05$).
- **In those eligible for bowel cancer screening in England and Wales (age 60-74), more than 9 in 10 people were aware of the bowel cancer screening programme (94.2%)**. In this group there were no significant differences between men and women, those living in England and Wales and those who had some and no experience of cancer. However, people in the lowest SES group were less likely to be aware of the bowel cancer screening programme than those in the highest SES group ($p<0.05$).
- **All those eligible for bowel cancer screening in Scotland (age 50-74) were aware of the bowel cancer screening programme and so there were no significant differences by gender, age, SES, country or experience of cancer.**

CAM 2008-2014 KEY FINDINGS

Response Rates

Response rates for 2008, 2010, 2012 and 2014 were 61% (2,216/3652), 58% (2090/3601), 55% (2001/3667) and 54% (1,986/3,677), respectively.

Table 11: Demographic characteristics of the survey samples (W=weighted, UW=unweighted)

	%(n)							
	2008		2010		2012		2014	
	W	UW	W	UW	W	UW	W	UW
Gender								
Male	48.7 (965)	43.8 (965)	48.8 (937)	44.8 (937)	48.9 (910)	45.5 (910)	45.0 (894)	48.8 (894)
Female	51.3 (1,238)	56.2 (1,238)	51.2 (1,153)	55.2 (1,153)	51.1 (1,091)	54.5 (1,091)	55.0 (1,092)	51.2 (1,092)
Age								
16-24	14.9 (169)	7.7 (169)	14.7 (149)	7.1 (149)	13.8 (163)	8.2 (163)	7.3 (144)	14.1 (144)
25-44	34.5 (704)	32.0 (704)	33.8 (643)	30.8 (643)	33.5 (609)	30.4 (609)	28.9 (573)	32.8 (573)
45-54	16.6 (309)	14.0 (309)	17.1 (352)	16.8 (352)	17.6 (327)	16.3 (327)	15.9 (315)	17.5 (315)
55-64	14.6 (395)	17.9 (395)	14.6 (379)	18.1 (379)	14.3 (348)	17.4 (348)	17.1 (339)	14.1 (339)
65-74	10.5 (343)	15.6 (343)	10.8 (308)	14.7 (308)	11.5 (305)	15.2 (305)	17.2 (342)	12.0 (342)
75+	8.9 (283)	12.9 (283)	9.1 (259)	12.4 (259)	9.3 (249)	12.4 (249)	13.8 (273)	9.5 (273)
Partnership status								
Partner	61.0 (1,171)	53.2 (1,171)	62.2 (1,152)	55.1 (1,152)	60.1 (1,015)	52.5 (1,015)	53.5 (1,063)	61.4 (1,063)
No Partner	39.0 (1,032)	46.9 (1,032)	37.8 (938)	44.9 (938)	39.0 (950)	47.5 (950)	46.5 (923)	38.6 (923)
Ethnicity								
White	92.4 (2,060)	93.5 (2,060)	90.7 (1,941)	92.9 (1,941)	88.8 (1,828)	91.4 (1,828)	90.9 (1,804)	89.0 (1,804)
Non-white	7.7 (143)	6.5 (143)	9.4 (149)	7.1 (149)	11.2 (173)	8.7 (173)	9.1 (180)	11.0 (180)
Occupation[19]								
Managerial/professional (*higher SES*)	35.4 (743)	35.7 (743)	32.9 (688)	33.0 (688)	29.9 (576)	28.9 (576)	26.6 (529)	28.1 (529)
Intermediate/small employers/lower supervisory (*mid SES*)	19.7 (429)	20.6 (429)	18.0 (404)	19.4 (404)	18.5 (359)	18.0 (359)	17.8 (353)	17.9 (353)
Semi-routine/routine (*lower SES*)	40.4 (850)	40.9 (850)	35.3 (779)	37.3 (779)	21.4 (432)	21.7 (432)	22.5 (446)	24.3 (446)
Full-time students	4.2 (52)	2.5 (52)	7.6 (84)	4.0 (84)	7.8 (89)	4.5 (89)	3.7 (73)	6.7 (73)
Unclassified	0.3 (5)	0.2 (5)	6.2 (131)	6.3 (131)	22.4 (539)	27.0 (539)	29.5 (585)	22.7 (585)
Highest qualification obtained								
Degree (or equivalent)	21.1 (367)	21.0 (367)	19.6 (387)	18.5 (387)	23.3 (452)	22.6 (452)	22.7 (450)	24.3 (450)
Below degree	47.9 (790)	45.1 (790)	44.7 (839)	40.2 (839)	47.8 (878)	43.9 (878)	45.5 (903)	48.7 (903)

[19] We refer to socioeconomic status as SES throughout the report

	%(n)							
	2008		**2010**		**2012**		**2014**	
	W	UW	W	UW	W	UW	W	UW
Other	13.9 (251)	14.3 (251)	14.4 (313)	15.0 (313)	11.4 (242)	12.1 (242)	11.4 (226)	10.9 (226)
No formal qualifications	17.2 (343)	19.6 (343)	21.3 (550)	26.3 (550)	17.6 (429)	21.4 (429)	20.5 (407)	16.1 (407)
Country								
England	86.1 (1,870)	84.9 (1,870)	86.2 (1,776)	85.0 (1,776)	86.3 (1,719)	85.9 (1,719)	84.9 (1,686)	86.3 (1,686)
Wales	5.1 (138)	6.3 (138)	5.0 (114)	5.5 (114)	5.0 (100)	5.0 (100)	5.5 (110)	5.0 (110)
Scotland	8.8 (195)	8.9 (195)	8.8 (200)	9.6 (200)	8.7 (182)	9.1 (182)	9.6 (190)	8.7 (190)
Experience of cancer[20]								
Some experience	-	-	78.8 (1,787)	86.0 (1,787)	84.8 (1,719)	86.0 (1,719)	86.9 (1,695)	85.5 (1,695)
No experience	-	-	19.5 (271)	13.0 (271)	14.3 (261)	13.1 (261)	11.9 (232)	13.1 (232)
Prefer not to say	-	-	1.7 (22)	1.1 (22)	0.9 (19)	1.0 (19)	1.2 (23)	1.5 (23)
TOTAL	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**

[20] Some' experience of cancer means the response to 'Have you, or any of your friends or family, had cancer?' was one or more of the following: 'You'; 'Your partner'; 'Close family member'; 'Other family member'; 'Close friend'; 'Other friend'.

AWARENESS OF SIGNS AND SYMPTOMS OF CANCER

Table 13: Recall of signs and symptoms of cancer (2008-2014)[21] [22]

	2008		2010		2012		2014	
Mean[23]	2.2 (1.6)		2.2 (1.6)	=	2.5 (1.7)	+ (***)	2.4 (1.6)	- (*)
	% (n)							
Lump	68.4 (1,490)		69.4 (1,443)	=	67.5 (1,368)	=	64.1 (1,275)	=
Pain	26.4 (602)		24.0 (510)	=	25.1 (511)	=	32.6 (644)	+ (***)
Bleeding	26.6 (628)		30.2 (653)	=	32.1 (664)	+ (*)	38.4 (796)	+ (***)
Cough/hoarseness	17.2 (396)		17.4 (380)	=	25.0 (523)	+ (***)	22.9 (455)	- (*)
Bowel/bladder change	18.1 (421)		19.7 (437)	=	40.8 (850)	+ (***)	32.1 (663)	- (***)
Difficulty swallowing	3.7 (91)		4.4 (93)	=	4.7 (96)	=	0.9 (20)	- (***)
Mole	26.4 (577)		25.9 (527)	=	23.7 (473)	=	22.6 (441)	=
Sore	5.4 (114)		4.6 (99)	=	6.6 (126)	=	1.8 (36)	- (***)
Weight loss	24.6 (586)		26.4 (571)	=	22.1 (436)	- (***)	20.4 (407)	=
Tiredness/ fatigue	17.9 (379)		20.9 (438)	+ (*)	21.2 (390)	=	12.0 (234)	- (***)
Nausea/sickness	10.8 (219)		11.2 (224)	=	11.9 (212)	=	4.9 (82)	- (***)
General unwellness	13.4 (282)		15.1 (287)	=	13.2 (249)	=	5.7 (102)	- (***)
Bruising	2.8 (68)		3.0 (58)	=	2.7 (55)	=	1.2 (21)	- (***)
Loss of appetite	7.3 (175)		8.1 (178)	=	7.0 (147)	=	4.5 (81)	- (***)
Blurred vision	4.1 (87)		4.1 (70)	=	3.9 (75)	=	2.2 (43)	=

[21] Question: There are many warning signs of cancer. Please name as many as you can think of.

[22] This analysis only includes sign and symptom codes which are included in all years of the survey.

[23] Average includes recall of the following signs/symptoms only: lump, pain, bleeding, cough/hoarseness, bowel/bladder change, difficulty swallowing, mole, sore and weight loss.

	% (n)							
	2008		**2010**		**2012**		**2014**	
Weakness	6.5 (137)		5.3 (111)	=	4.0 (73)	-(*)	1.3 (18)	- (***)
Don’t know	10.9 (231)		9.2 (181)	=	9.5 (191)	=	0.5 (11)	- (***)

**p<0.05, ** p<0.01, *** p<0.001*

+corresponds to a positive change, - negative change, = or no change from previous year

Table 13: Recall of signs and symptoms of cancer (2008-2014)

- **The average number of signs and symptoms of cancer recalled (out of a possible 9) peaked at 2.5 in 2012 and then fell slightly to 2.4 in 2014. Overall, recall was slightly higher in 2014 than in 2008.**

- Recall of **lump** remained the same year-on-year and overall, from 2008 to 2014.
- Recall of **pain** remained the same between 2008 and 2012 but increased in 2014 compared with all previous years; 2008-2014 ($p<0.05$), 2010-2014 ($p<0.001$) and 2012-2014 ($p<0.001$), to the highest it's been.
- Recall of **bleeding** increased year-on-year since 2010; 2010-12 ($p<0.05$) and 2012-14 ($p<0.001$), making recall in 2014 the highest it's been.
- Recall of **cough/hoarseness** and **bowel/bladder change** increased from 2010 to 2012 ($p<0.001$) but decreased from 2012 to 2014 ($p<0.01$ and $p<0.001$ respectively). However, recall of both in 2014 was still higher than in 2008 ($p<0.001$) and 2010 ($p<0.001$).
- Recall of **difficulty swallowing and sore** remained the same between 2008 and 2012 but decreased in 2014 compared with all previous years ($p<0.001$), to the lowest it's been.
- Recall of **mole** has not changed year-on-year. However, overall there has been a gradual decrease in recall, with recall in 2014 lower than in 2008 ($p<0.01$).
- Recall of **weight loss** decreased between 2010 and 2012 ($p<0.001$) and remained the same from 2012 to 2014. Overall, recall in 2014 was lower than in 2008 ($p<0.001$).

Table 14: Recognition of signs and symptoms of cancer (2008-2014)[24]

	2008		2010		2012		2014	
Mean [25]	6.4 (1.9)		6.3 (1.9)	=	6.5 (1.7)	=	6.8 (1.5)	+ (***)
	% (n)							
Unexplained lump or swelling	94.8 (2,071)		92.8 (1,923)	=	91.9 (1,842)	=	96.5 (1,881)	+ (***)
Persistent unexplained pain	74.2 (1,641)		73.1 (1,523)	=	71.4 (1,414)	=	n/a[26]	
Unexplained bleeding	80.9 (1,815)		82.7 (1,732)	=	84.6 (1,718)	=	89.9 (1,769)	=
Persistent cough/hoarseness	66.0 (1,517)		65.8 (1,393)	=	76.5 (1,551)	+ (***)	83.9 (1,636)	+ (***)
Persistent change in bowel/bladder habits	84.8 (1,900)		84.5 (1,794)	=	89.6 (1,799)	+ (***)	91.1 (1,792)	=
Persistent difficulty swallowing	75.7 (1,697)		72.8 (1,556)	=	72.8 (1,469)	=	78.2 (1,537)	+ (***)
Change in appearance of a mole	94.0 (2,078)		93.2 (1,926)	- (*)	93.3 (1,867)	=	93.9 (1,840)	=
Sore that does not heal	58.7 (1,356)		56.4 (1,218)	=	56.3 (1,144)	=	60.3 (1,227)	+ (**)
Unexplained weight loss	80.9 (1,837)		83.0 (1,758)	=	81.8 (1,650)	=	84.6 (1,670)	=

**p<0.05, ** p<0.01, *** p<0.001*

+corresponds to a positive change, - negative change, = or no change from previous year

[24] Question: The following may or may not be warning signs for cancer. We are interested in your opinion. For each question please choose your answer from this card. You may have already mentioned some of these warning signs in the previous question. Do you think x could be a sign of cancer? (Yes it could; No it could not; Don't know/not sure)

[25] Average does not include the 'persistent unexplained pain' item (as below)

[26] Data has been excluded for recognition of 'persistent unexplained pain' because the wording of the question was incorrect (Do you think persistent unexplained pain could be a **warning** sign of cancer?)

Table 14: Recognition of signs and symptoms of cancer (2008-2014)

- **The average number of signs and symptoms recognised remained the same from 2008 to 2012 at around 6.5 (out of a possible 8) but there was an increase in 2014 to nearly 7, the highest it's been.**[27]

- Recognition of **unexplained lump or swelling** remained the same between 2008 and 2012 but increased in 2014 compared with all previous years, to the highest it's been at 96.5%.
- Recognition of **persistent unexplained pain** and **sore that doesn't heal** remained the same between 2008 and 2012. Recognition of sore that doesn't heal increased in 2014 but this just represents a return to previous levels; overall, there was no change between 2008 and 2014.
- Recognition **of unexplained bleeding** did not change year-on-year or overall, from 2008 to 2014**.**
- Recognition of **persistent cough or hoarseness** remained the same between 2008 and 2010, but then increased year-on-year, between 2010 and 2012 ($p<0.001$) and 2012 and 2014 ($p<0.001$), to the highest it's been at 83.9%.
- Recognition of **persistent change in bowel or bladder habits** increased from 2010 to 2012 ($p<0.001$) and remained the same from 2012 to 2014. Overall, recognition in 2014 was higher than in 2008 ($p<0.001$).
- Recognition of **persistent difficulty swallowing** remained the same between 2008 and 2012 but increased in 2014 compared to 2012 ($p<0.001$).
- Recognition of **change in appearance of a mole** was relatively stable between 2008 and 2014. There was a small decrease between 2008 and 2010 ($p<0.05$), but overall, recognition remained the same from 2008 to 2014.
- Recognition of **unexplained weight loss** remained the same year-on-year and overall, from 2008 to 2014**.**

[27] Average recall for 2014 includes 'pain' but average recognition for 2014 excludes 'persistent unexplained pain' because the wording of the question was incorrect (Do you think persistent unexplained pain could be a **warning** sign of cancer?).

AWARENESS OF RISK FACTORS FOR CANCER

Table 15: Recall of risk factors for cancer (2008-2014)[28]

	2008		2010		2012		2014	
Mean[29]	2.2 (1.6)		2.3 (1.5)	+ (*)	2.5 (1.8)	+ (***)	2.0 (1.6)	- (***)
	% (n)							
Smoking	83.0 (1,798)		84.9 (1,743)	=	82.3 (1,646)	=	80.3 (1,590)	=
Passive smoking	13.4 (297)		10.2 (199)	- (***)	12.2 (238)	+ (**)	3.3 (64)	- (***)
Drinking alcohol	33.6 (716)		44.0 (901)	+ (***)	54.5 (1,065)	+ (***)	49.5 (973)	- (***)
Low fruit/veg intake	5.6 (126)		5.6 (120)	=	8.7 (159)	+ (*)	0.4 (9)	- (***)
Low fibre intake	2.1 (51)		2.5 (48)	=	2.8 (59)	=	0.3 (6)	- (***)
Eating red and processed meat	3.6 (77)		4.3 (80)	=	6.2 (122)	+ (**)	3.3 (61)	- (***)
Being overweight	8.5 (179)		10.0 (208)	=	14.4 (286)	+ (***)	10.1 (209)	- (***)
Getting sunburnt	26.8 (562)		27.7 (534)	=	22.7 (427)	- (**)	27.0 (507)	+ (***)
Older age	4.1 (87)		3.7 (75)	=	4.9 (95)	+ (*)	2.2 (38)	- (***)
Family history	23.4 (521)		22.5 (459)	=	22.0 (447)	=	11.1 (212)	- (***)
HPV infection	1.2 (23)		0.7 (16)	=	1.9 (33)	+ (*)	0.1 (3)	- (***)
Having many sexual partners	2.2 (53)		1.9 (38)	=	2.4 (49)	=	0.6 (14)	- (***)
Low exercise	13.5 (270)		15.4 (319)	+ (**)	15.9 (312)	=	13.8 (274)	=
Taking HRT/the pill	1.4 (36)		0.7 (16)	- (*)	1.2 (21)	=	0.3 (4)	- (**)
Pollution	16.1 (342)		13.2 (265)	- (**)	12.3 (255)	=	5.5 (95)	- (***)
Radiation	11.2 (217)		9.9 (191)	=	9.0 (168)	=	3.3 (63)	- (***)
Stress	9.6 (217)		9.5 (199)	=	10.2 (203)	=	6.6 (130)	- (***)
Genes/genetics	18.7 (415)		15.4 (313)	- (***)	19.6 (375)	+ (**)	10.7 (223)	- (***)
Diet (generic)	34.9 (751)		35.5 (748)	=	36.3 (692)	=	34.4 (655)	=
Fat	6.3(135)		7.6 (132)	=	7.9 (161)	=	2.4(48)	- (***)
Additives	2.8 (64)		2.3 (45)	=	3.6 (70)	+ (*)	0.9 (15)	- (***)
Underweight	2.1 (43)		1.6 (30)	=	2.1 (41)	=	0.4 (7)	- (***)
Virus (generic)	1.6 (33)		1.4 (29)	=	1.5 (29)	=	0.4 (7)	- (***)
Radon	n/a		n/a	n/a	2.0 (34)	n/a	0.1 (2)	- (***)
Powerlines	4.6 (92)		3.6 (77)	=	2.9 (62)	=	0.3 (6)	- (***)
	% (n)							

[28] Question: What things do you think affect a person's chance of developing cancer? Please name as many as you can think of.

[29] Average includes recall of the following risk factors only: smoking, passive smoking, alcohol, low fruit/veg intake, eating red and processed meat, low fibre intake, HPV infection, being overweight, low exercise, older age, getting sunburnt and family history.

	2008		2010		2012		2014	
Mobile phones	n/a		n/a	n/a	2.4 (44)	n/a	0.5 (7)	- (***)
Pesticides	n/a		n/a	n/a	4.8 (92)	n/a	0.2 (5)	- (***)
Shift working	n/a		n/a	n/a	0.6 (14)	n/a	0.2 (2)	- (*)
Deodorants	n/a		n/a	n/a	0.8 (15)	n/a	0.0 (0)	=
Sunbeds	n/a		n/a	n/a	10.0 (182)	n/a	4.5 (73)	- (***)
Don't know	6.2 (136)		4.2 (96)	- (*)	3.5 (92)	=	0.2 (5)	- (***)

**p<0.05, ** p<0.01, *** p<0.001*

+corresponds to a positive change, - negative change, = or no change from previous year

Table 15: Recall of risk factors for cancer (2008-2014)

- **The average number of risk factors recalled (out of a possible 12) increased year-on-year between 2008 and 2012 to 2.5 but then decreased slightly to 2.0 in 2014.**

- Recall of **smoking** and **diet (generic)** remained the same year-on-year and overall, from 2008 and 2014.
- Recall of **passive smoking** decreased from 2008 to 2010 ($p<0.001$), increased from 2010 to 2012 (returning to similar levels to 2008) but then declined between 2012 and 2014 ($p<0.001$), to the lowest it's been.
- Recall of **drinking alcohol** increased year-on-year between 2008 and 2012 ($p<0.001$) but then decreased between 2012 and 2014 ($p<0.05$). Recall in 2014 was still higher than in 2008 and 2010 ($p<0.001$).
- Recall of **low fruit/veg intake** remained the same between 2008 and 2010 but increased in 2012 ($p<0.05$). However, recall declined between 2012 and 2014 to the lowest it's been.
- Recall of **eating red and processed meat** and **being overweight** remained the same between 2008 and 2010, increased between 2010 and 2012 ($p<0.01$), but decreased between 2012 and 2014 ($p<0.001$), returning to levels similar to 2008 and 2010.
- Recall of **getting sunburnt** remained the same between 2008 and 2010 but decreased between 2010 and 2012 ($p<0.01$) and then increased between 2012 and 2014 ($p<0.01$), returning to similar levels as 2008 and 2010.
- Recall of **low fibre intake** remained the same between 2008 and 2012 but decreased between 2012 and 2014 ($p<0.001$), to the lowest it's been at 0.3%.
- Recall of **older age** remained the same between 2008 and 2010, increased between 2010 and 2012 and then decreased between 2012 and 2014 ($p<0.001$), to the lowest it's been at 2.2%.
- Recall of **low exercise** increased between 2008 and 2010 ($p<0.01$) and then remained the same between 2010 and 2014. Overall, there was no change in recall between 2008 and 2014.

AWARENESS OF AGE-RELATED RISK

Table 16: Awareness of age-related risk (2010-2014)[30]

Who do you think is most likely to develop cancer	% (n)					
	2010		2012		2014	
Someone in their twenties	0.5 (12)		0.3 (7)	=	0.3 (5)	=
Someone in their thirties	1.2 (25)		1.3 (25)	=	0.9 (19)	=
Someone in their forties	6.2 (126)		3.3 (65)	- (***)	3.8 (71)	=
Someone in their fifties	9.8 (198)		8.0 (152)	- (*)	11.8 (202)	+ (**)
Someone in their sixties	9.6 (204)		7.1 (139)	- (***)	10.4 (201)	+ (***)
Someone in their seventies	4.5 (97)		5.6 (105)	=	5.6 (113)	=
Someone in their eighties	3.0 (60)		5.9 (103)	+ (***)	3.7 (61)	- (**)
Cancer is not related to age	65.2 (1,334)		68.6 (1,365)	+ (**)	63.5 (1,260)	- (**)

**p<0.05, ** p<0.01, *** p<0.001*
+corresponds to a positive change, - negative change, = or no change from previous year

- The percentage of people selecting someone in their **eighties** increased between 2010 and 2012 (p<0.001) but decreased between 2012 and 2014 (p<0.01), returning to levels similar to 2010.
- The percentage of people selecting someone in their **fifties** and **sixties** decreased between 2010 and 2012 (p<0.05 and p<0.001 respectively), but increased between 2012 and 2014 (p<0.01 and p<0.001), returning to levels similar to 2010.
- The percentage of people saying **cancer is not related to age** increased between 2010 and 2012 (p<0.01) but then decreased between 2012 and 2014, returning to levels similar to 2010.

Further analysis indicates that people often provide contradictory responses to this question and the risk factor recognition question. Of those who believe cancer is unrelated to age, 54.5% endorse that being older can increase a person's chances of developing cancer. Exploratory research indicates a number of potential reasons including contradictions between peoples' knowledge and their experience, uncertainties concerning if/when the risk associated with age may peak and the influence of other lifestyle factors.

[30] Question: Looking at the options on this card, who do you think is most likely to develop cancer? (Someone in their twenties; Someone in their thirties; Someone in their forties; Someone in their fifties; Someone in their sixties; Someone in their seventies; Someone in their eighties; Cancer is unrelated to age)

Table 17: Awareness of the bowel cancer screening programme (2008-2014)[31]

	% (n)							
	2008		2010		2012		2014	
Total sample								
Yes	22.3 (512)		37.9 (870)	+ (***)	45.2 (967)	+ (***)	55.7 (1,189)	+ (***)
No	33.5 (742)		27.5 (548)	- (***)	23.4(449)	- (**)	17.9 (307)	- (***)
Don't Know	44.2 (942)		34.6 (659)	- (***)	31.5 (583)	=	26.5 (447)	- (***)
Those aged 60-74 (England and Wales)								
Yes	36.3 (177)		77.8 (355)	+ (***)	84.0 (359)	+ (***)	93.9 (425)	+ (***)
No	33.8 (162)		12.8 (66)	- (***)	7.5 (32)	- (*)	1.8 (10)	- (***)
Don't Know	29.8 (149)		9.5 (49)	- (***)	8.5 (33)	- (*)	4.4 (24)	=
Those aged 50-74 (Scotland)								
Yes	41.0 (29)		92.1 (77)	+ (***)	95.4 (79)	=	100.0 (76)	=
No	28.8 (25)		3.4 (4)	- (***)	1.3 (1)	=	0.0 (0)	=
Don't Know	30.2 (22)		4.5 (5)	- (***)	3.4 (2)	=	0.0 (0)	=

**p<0.05, ** p<0.01, *** p<0.001*
+corresponds to a positive change, - negative change, = or no change from previous year

- Awareness of the bowel cancer screening programme increased year-on-year and more than doubled from 2008 to 2014.
- Awareness of the bowel screening programme in those eligible in England and Wales (60-74) increased year-on-year and more than doubled from 2008 to 2014.
- Awareness of the bowel screening programme in those eligible in Scotland (50-74) increased from 2008 to 2010 ($p<0.001$) and more than doubled from 2008-2014 so that in 2014, all eligible responders were aware.

[31] Question: As far as you are aware, is there an NHS bowel cancer screening programme? (Yes; No; Don't know)

Table 18: Awareness (England and Wales) of age people are invited to participate in the bowel cancer screening programme (2008-2014)[32]

	% (n)							
Age	**2008 (2,008)**		**2010 (1,890)**		**2012 (1,819)**		**2014 (1,796)**	
0-25	10.1 (32)		5.0 (29)	- (*)	4.6 (29)	=	3.0 (20)	-(*)
26-49	11.7 (49)		11.5 (75)	=	9.6 (68)	=	8.6 (70)	=
50	11.3 (47)		16.3 (111)	=	13.0 (102)	=	17.9 (174)	+(*)
51-54	0.0 (0)		0.3 (1)	=	0.0 (0)	=	0.2 (2)	=
55	2.3 (10)		3.4 (25)	=	2.2 (21)	=	3.8 (42)	=
56-59	0.0 (0)		0.2 (2)	=	0.0 (0)	=	0.2 (3)	=
60	18.7 (88)		33.7 (266)	+ (***)	32.2 (301)	=	41.2 (450)	+ (**)
61-64	0.9 (4)		0.6 (6)	=	0.2 (3)	=	0.3 (6)	=
65	4.7 (26)		4.2 (35)	=	3.8 (35)	=	4.7 (57)	=
66-69	0.8 (5)		0.5 (4)	=	0.1 (1)	=	0.4 (5)	=
70	2.0 (12)		1.4 (11)	=	1.5 (13)	=	2.4 (32)	=
71-74	0.0 (0)		0.0 (0)	=	0.0 (0)	=	0.1 (1)	=
75+	0.0 (0)		0.1 (1)	=	0.0 (0)	=	0.3 (4)	=
Don't know	37.6 (184)		22.8 (172)	- (***)	32.8 (251)	+ (*)	16.9 (170)	- (***)

**p<0.05, ** p<0.01, *** p<0.001*

+corresponds to a positive change, - negative change, = or no change from previous year

[32] Question (asked of those aware there is a bowel cancer screening programme): At what age are people invited for bowel cancer screening?

Table 19: Awareness (Scotland) of age people are invited to participate in the bowel cancer screening programme (2008-2014)[33]

	% (n)							
Age	**2008 (2,008)**		**2010 (1,890)**		**2012 (1,819)**		**2014 (1,796)**	
0-25	2.9 (2)		3.1 (3)	=	4.7 (6)	=	0.9 (1)	- (*)
26-49	13.0 (6)		10.0 (13)	=	0.9 (2)	- (**)	7.4 (9)	=
50	33.1 (16)		46.2 (56)	=	47.1 (64)	=	70.5 (102)	+ (**)
51-54	0.0 (0)		0.0 (0)	=	0.0 (0)	=	0.0 (0)	=
55	7.8 (5)		5.2 (6)	=	5.4 (8)	=	4.9 (10)	=
56-59	1.7 (1)		0.0 (0)	=	0.6 (1)	=	0.0 (0)	=
60	4.3 (3)		16.5 (24)	+ (*)	22.0 (31)	=	12.8 (24)	=
61-64	0.0 (0)		2.5(3)	=	0.0 (0)	=	0.0 (0)	=
65	5.2 (2)		2.2 (4)	=	1.3 (2)	=	1.5 (3)	=
66-69	0.0 (0)		0.4 (1)	=	0.7 (1)	=	0.0 (0)	=
70	0.7 (1)		2.2 (4)	=	0.0 (0)	=	0.4 (1)	=
71-74	0.0 (0)		0.0 (0)	=	0.0 (0)	=	0.0 (0)	=
75+	0.0 (0)		0.0 (0)	=	0.4 (1)	=	0.0 (0)	=
Don't know	31.4 (17)		11.8 (17)	- (**)	16.9 (23)	=	1.7 (3)	- (***)

**p<0.05, ** p<0.01, *** p<0.001*
+corresponds to a positive change, - negative change, = or no change from previous year

[33] Question (asked of those aware there is a bowel cancer screening programme): At what age are people invited for bowel cancer screening?

Tables 17, 18 and 19: Awareness of age people are invited to participate in the bowel cancer screening programme (2008-2014)

Only people who were aware there was a bowel cancer screening programme were asked at what age people are invited to participate. NB although it was not specified in the wording of the question, responses have been interpreted as the age people are *first* invited to screening.

England and Wales

- Awareness people are invited to bowel cancer screening **age 60** increased between 2008 and 2010 ($p<0.001$), remained the same between 2010 and 2012 and increased again between 2012 and 2014 ($p<0.01$). Overall, responders in 2014 were twice as likely to select **age 60** than responders in 2008 ($p<0.001$).
- The proportion of responders selecting **age 55** as the age people are invited to bowel cancer screening has not changed year-on-year or overall, from 2008 to 2014.

Scotland

- Awareness people are invited to bowel cancer screening **age 50** remained consistent between 2008 and 2012 but increased between 2012 and 2014 ($p<0.01$), to the highest it's been.
- The proportion of responders selecting **age 60** as the age people are invited to bowel cancer screening increased between 2008 and 2010 ($p<0.05$) and then remained the same between 2010 and 2014.