

YouGov Survey Results

Sample Size: 1975

Fieldwork: 18th - 20th August 2009

Total	Gender		Age					Social Grade		Region				
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

Which if any of the following do you think increases your risk of getting cancer? [Please tick all that apply]

Unweighted Base	1975	966	1009	222	390	283	351	729	970	1005	404	496	408	476	191
All GB adults	1975	948	1027	217	399	291	366	701	1066	909	415	395	474	513	178
Smoking	90%	89%	90%	85%	88%	95%	91%	89%	92%	87%	86%	90%	89%	91%	94%
Eating a poor diet	60%	61%	58%	57%	62%	63%	63%	56%	64%	54%	60%	59%	60%	58%	64%
Being overweight	59%	58%	59%	63%	60%	67%	59%	54%	63%	54%	58%	60%	59%	57%	62%
Not being physically active	45%	46%	43%	47%	49%	50%	46%	38%	51%	37%	47%	44%	41%	44%	52%
Drinking alcohol	53%	49%	56%	58%	56%	61%	55%	45%	57%	48%	55%	52%	50%	52%	60%
Eating processed meat	40%	40%	39%	37%	37%	44%	42%	39%	46%	33%	43%	40%	38%	39%	39%
Drinking coffee	11%	14%	9%	16%	14%	17%	11%	7%	14%	8%	13%	12%	9%	13%	8%
None of these	2%	2%	2%	3%	2%	1%	3%	3%	2%	3%	2%	3%	2%	3%	1%
Don't know	4%	5%	3%	4%	5%	2%	4%	4%	3%	5%	5%	3%	5%	3%	2%

All figures, unless otherwise stated, are from YouGov Plc.