

Macmillan - Terms for Cancer

Fieldwork Dates: 21st December 2018 - 7th January 2019



Total					
	East of England	London	NET: England	Wales	Scotland
	L	M	P	Q	R

A2. Have you ever struggled to find the right words to describe cancer or yourself as a person with cancer?

Unweighted base	2027	208	184	1700	104	191
Base: All people who have had cancer	2026	200	196	1669	114	190
Yes	29%	22%	31%	29%	26%	33%
				L	*	L
No	67%	74%	67%	67%	70%	65%
		G.O.P		G	*	
Don't know	4%	4%	2%	4%	4%	2%
					*	

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B1a. The following words and phrases have all been used to describe people who have been diagnosed with cancer. Which, if any, of the following do you think are appropriate to use to describe people who have been diagnosed with cancer? (Please select all that apply)

	Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer		2040	200	198	1683	114	190
Cancer patient	58%	57%	65%	58%	48%	61%	
			Q		*	Q	
Person with cancer	54%	56%	59%	53%	48%	60%	
			H.K		*	H.K	
Cancer survivor	41%	38%	42%	41%	42%	44%	
					*		
Cancer sufferer	25%	24%	25%	26%	25%	25%	
					*		
Fighter	18%	23%	14%	18%	15%	17%	
			I.M.N.P		*		
Strong	15%	18%	12%	15%	12%	16%	
					*		
Brave	14%	18%	11%	15%	10%	11%	
					*		
Person struggling with cancer	12%	12%	14%	12%	17%	11%	
					J*		
Cancer victim	10%	10%	10%	10%	11%	8%	
					*		
Warrior	4%	6%	3%	4%	5%	7%	
					*	N.P	
Cancer stricken	2%	4%	2%	2%	4%	3%	
					*		
Hero	2%	3%	1%	2%	1%	3%	
					*		
Another word or phrase	6%	6%	7%	5%	10%	6%	
					J.N.P*		

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B1b. And which ONE of the following do you prefer the most to describe people who have been diagnosed with cancer?

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
Person with cancer	33%	36%	39% H.K	34% K	29% *	35%
Cancer patient	25%	23%	25%	25%	23% *	25%
Cancer survivor	19%	14%	14%	19%	23% *	20%
Cancer sufferer	4%	5%	5%	4%	4% *	4%
Fighter	4%	6%	3%	4%	3% *	4%
Strong	3%	4%	2%	3%	- *	1%
Cancer victim	2%	2%	2%	2%	3% *	3%
Brave	2%	3%	1%	2%	1% *	1%
Person struggling with cancer	2%	0%	4% L.N.O.P.R	1%	4% L.O.R*	0%
Warrior	1%	2%	-	1%	1% *	1%
Hero	0%	1%	-	0%	- *	0%
Cancer stricken	0%	1% P	-	0%	1% *	-
\$B1aopen	4%	3%	6%	4%	9% I.N.P*	5%

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b2a. Which, if any, of the following do you think are inappropriate to use to describe people who have been diagnosed with cancer? (Please select all that apply)

	Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190	
Cancer stricken	58%	51%	59%	57%	59%	57%	
			G	G	*		
Warrior	52%	50%	61%	52%	50%	51%	
			G.J.K.L.P	J	*		
Hero	51%	49%	58%	51%	51%	52%	
			G.J.K	J	*		
Cancer victim	49%	50%	51%	49%	49%	50%	
		G	G	G	G*	G	
Person struggling with cancer	34%	29%	34%	34%	35%	33%	
			G	G	*		
Fighter	32%	29%	42%	32%	28%	28%	
			G.J.K.L.O.P.Q.R		*		
Brave	32%	29%	39%	32%	32%	28%	
			K.L.R		*		
Strong	23%	21%	35%	24%	15%	20%	
			G.H.I.J.K.L.O.P.Q.R		*		
Cancer sufferer	22%	16%	23%	21%	22%	22%	
					*		
Cancer survivor	11%	8%	10%	11%	12%	9%	
					*		
Person with cancer	6%	5%	4%	5%	6%	5%	
					*		
Cancer patient	4%	2%	1%	4%	3%	3%	
					*		
None of these	12%	12%	12%	12%	16%	14%	
					*		

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b2b. And which ONE of the following do you least prefer to describe people who have been diagnosed with cancer?

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
Cancer stricken	23%	21%	21%	23%	25% *	24%
Hero	19%	21% J	23% J	20% J	15% *	19%
Cancer victim	16%	18%	13%	16%	22% K*	18%
Warrior	14%	14%	16%	14%	12% *	13%
Person struggling with cancer	4%	5%	3%	5%	2% *	3%
Fighter	3%	2%	4% H	3%	1% *	3%
Brave	2%	3%	2%	3%	1% *	1%
Cancer sufferer	2%	2%	2%	2%	1% *	1%
Person with cancer	2%	2%	1%	1%	1% *	3%
Cancer patient	1%	0%	1%	1%	1% *	2% N
Cancer survivor	1%	-	1%	1%	3% L.O.P.R.*	-
Strong	1%	-	2%	1%	1% *	1%
None of these	12%	12%	12%	12%	16% *	14%

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b2c. You said you felt "b2b" was inappropriate to describe a person who has or had cancer... Which, if any, of the following describe why you think this? (Please select all that apply)

	Unweighted base	1790	181	163	1503	89	167
Base: All who felt a phrase was inappropriate		1786	175	174	1475	96	164
It is disempowering (i.e. it makes the person seem weak)	42%	44%	40%	41%	44%	41%	41%
		H		H	*		
It is inaccurate / not true	37%	37%	38%	37%	31%	42%	
					*		
It suggests a person with cancer is a failure	35%	35%	34%	35%	31%	29%	
				H	*		
It puts pressure on people with cancer to feel positive	30%	25%	31%	31%	23%	26%	
					*		
It makes it seem like cancer is a choice	25%	31%	25%	25%	23%	23%	
		J.N			*		
It is isolating	24%	22%	20%	23%	26%	25%	
				H	*	H	
It is not relatable	21%	22%	21%	21%	20%	20%	
					*		
Another reason	10%	7%	13%	10%	14%	10%	
					*		
Don't know	3%	4%	4%	3%	6%	4%	
					*		

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b5a. The following are phrases often used to describe someone who has died from cancer. Which, if any, of the following do you think are appropriate to use? (Please select all that apply)

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
Died	64%	60%	69% H,J	64% J	60% *	67% J
Passed away	46%	46% M	35%	45% M	43% *	53% M,P
Lost them to cancer	24%	19%	26%	25% L	21% *	23%
Lost their fight	18%	19%	16%	18%	20% *	18%
Lost their battle	14%	15%	12%	14%	16% *	15%
Another word or phrase	2%	2%	3%	2%	1% *	2%

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B5b. And which ONE of the following do you prefer the most to describe people who have died from cancer?

Unweighted base	2040	208	186	1713	104	191
Base: All PLWC	2040	200	198	1683	114	190
Died	46%	45% J	52% J	46% J	44% *	49% J
Passed away	26%	27%	19%	25%	28% *	29% M
Lost them to cancer	12%	10%	15%	12%	13% *	9%
Lost their fight	9%	9%	8%	9%	10% *	8%
Lost their battle	6%	7%	4%	6%	5% *	4%
Other	1%	1%	2%	1%	-	1%

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b6a. Which, if any, of the following do you think are inappropriate to use to describe people who have died from cancer? (Please select all that apply)

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
Lost their battle	44%	42%	51% G.J.K	44%	38% *	45%
Lost their fight	37%	31%	45% G.J.K.L.Q	38%	30% *	38%
Lost them to cancer	25%	21%	22%	24%	33% L*	24%
Passed away	8%	5%	10%	8%	7% *	5%
Died	4%	4%	5%	5%	1% *	2%
None of these	34%	39% N.O	31%	34%	38% *	36%

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B6b. And which ONE of the following do you least prefer to describe people who have died from cancer?

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
Lost their battle	31%	30%	36%	31%	29% *	33%
Lost their fight	14%	11%	16%	15%	10% *	12%
Lost them to cancer	13%	12%	8%	12%	20% G.I.M.N.P*	12%
Passed away	4%	3%	4%	4%	2% *	5%
Died	4%	4%	4%	4%	1% *	2%
None of these	34%	39% N.O	31%	34%	38% *	36%

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b6c. You said you felt "\$B6b" was inappropriate to describe somebody who has died from cancer. Which, if any, of the following describe why you think this?

Unweighted base	1341	125	126	1125	67	124
Base: All who felt a phrase was inappropriate	1350	122	137	1114	71	122
It implies someone was defeated by cancer	61%	58%	59%	61%	59%	61%
It undermines someone's strength and courage	44%	39%	41%	43%	47%	48%
It is inaccurate	31%	35%	36%	31%	24%	35%
It isn't pleasant	19%	24%	21%	20%	12%	20%
It's frightening	17%	25%	20%	18%	17%	12%
It is ambiguous	16%	18%	17%	16%	9%	21%
Another reason	11%	8%	15%	11%	14%	10%

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c1. Which, if any, of the following groups do you feel tend to use inappropriate language in relation to cancer?
(Please select all that apply)

Unweighted base	2040	208	186	1713	104	191
Base: All people who have had cancer	2040	200	198	1683	114	190
The media	52%	50%	51%	51%	47% *	60% H.J.K.P.Q
People on social media	52%	48%	52%	51%	51% *	54%
Friends and family	19%	21%	19%	19%	20% *	18%
Cancer charities	13%	12%	9%	13%	10% *	18% K.M
Information websites	13%	12%	10%	12%	14% *	18% H.K.M.P
Healthcare professionals (e.g. doctors, nurses)	8%	8%	8%	8%	12% G.H*	9%
People with cancer (excluding family/ friends)	8%	9%	6%	7%	13% J*	8%
None of these	10%	9%	12% O	10% O	7% *	9%
Don't know	25%	27%	27%	25%	32% N.R*	20%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F, G/