

YouGov / WCRF Survey Results

Sample Size: 2060

Fieldwork: 16th - 18th November 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	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2060	1024	1036	215	409	366	368	702	1001	1059	502	313	194	252	480	105	214
All GB Adults	2060	989	1071	247	376	343	373	721	1133	927	507	338	198	264	472	103	179

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

Smoking	90%	90%	91%	90%	90%	91%	87%	92%	93%	87%	92%	89%	90%	89%	89%	89%	94%
Eating a poor diet	63%	63%	63%	62%	62%	67%	58%	65%	68%	57%	61%	60%	58%	66%	62%	67%	74%
Being overweight	60%	57%	62%	61%	64%	61%	52%	61%	64%	55%	57%	59%	61%	64%	59%	60%	64%
Not being physically active	47%	46%	47%	53%	48%	52%	40%	44%	52%	40%	44%	46%	44%	53%	44%	53%	51%
Alcohol	51%	47%	56%	52%	55%	53%	46%	51%	58%	44%	46%	49%	47%	57%	53%	56%	61%
Eating processed meat	39%	36%	41%	33%	36%	45%	37%	39%	44%	32%	36%	36%	41%	44%	40%	40%	37%
Stress	52%	49%	55%	42%	45%	56%	55%	57%	56%	48%	50%	52%	55%	55%	52%	54%	54%
Coffee	12%	11%	12%	19%	16%	15%	10%	7%	14%	10%	10%	14%	8%	15%	11%	14%	14%
None of these	1%	1%	1%	2%	2%	1%	2%	1%	0%	3%	1%	2%	2%	1%	1%	2%	1%
Don't know	4%	3%	5%	3%	4%	5%	5%	4%	3%	6%	5%	6%	4%	1%	5%	6%	2%

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