

EUROPEAN CODE AGAINST CANCER



PUBLIC AWARENESS SURVEY

Evaluation report

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YouGov Plc performed the survey referred to in this report. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 8,171 adults. Fieldwork was undertaken between 18th - 24th October 2017. The survey was carried out online.

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Summary

In 2015, the Association of European Cancer Leagues (ECL) launched an online survey in 5 countries to assess the awareness of the European Code Against Cancer (hereafter, ECAC). The purpose of this survey was to establish a baseline level that would be revisited after two years to measure the progress of efforts to disseminate ECAC.

ECAC is a set of 12 evidence-based recommendations designed to provide individuals in Europe with clear advice on measures they can take to reduce their risk of cancer. First launched on the initiative of the European Commission in 1987, ECAC has undergone several editions, resulting in the latest edition, published in 2014.

The survey, performed by YouGov in October and November 2015, reported that the average level of awareness in the 5 countries surveyed (Finland, France, Poland, Spain, and the UK) was 10%. The variation between countries was large, ranging from 17% (Poland) to 1% (UK).

Following-up on the baseline survey, ECL re-commissioned YouGov to perform again an online survey on the awareness of ECAC in October 2017. The aim of this survey was to compare the responses of the 6 questions asked in the 2015 survey, with those of the 2017 survey. New to the 2017 survey, was the inclusion of Hungary, Portugal, and the Republic of Ireland which were added to enlarge the scope, and facilitate comparison between neighbouring countries.

In total, 8,171 people took part across the 8 countries. The survey reported that 13% of respondents had previously heard about the European Code against Cancer. This represents an increase of 3 percentage points on the 2015 baseline. Of the 5 countries included in the baseline survey, all reported increased levels of awareness except for Finland, which reported a short decline.

The levels of awareness vary according to country of residence, ranging from 2% (United Kingdom) to 21% (Hungary and Poland), and according to age, ranging from 18% (18-24 year olds) to 11% (45-54 year olds).

Prior knowledge of the European Code against Cancer was associated with greater awareness that cancer can be prevented, and greater willingness to act to reduce one's cancer risk. This is an encouraging observation given that the explicit aim of ECAC is to inform the public about factors affecting their cancer risk, and motivate them to act on this knowledge.

Overall, ECAC awareness levels have improved in most countries, and are encouragingly high amongst certain key demographics (e.g. 30% of 25-34 year olds in Poland are aware of ECAC). Yet, more needs to be done to further increase the awareness and application of ECAC in all EU member states. Moreover, given the length of time that ECAC has existed, a full, systematic evaluation of ECAC's impact is needed as a matter of urgency.



Background

The European Code Against Cancer (hereafter, ECAC) is a set of 12 evidence-based recommendations designed to provide individuals in Europe with clear advice on measures they can take to reduce their risk of cancer. First developed in 1987 on the initiative of the European Commission, the latest version of ECAC was published in October 2014 following an extensive update by the International Agency for Research on Cancer (IARC).

In 2015, the Association of European Cancer Leagues (hereafter, ECL) was awarded an operating grant from the 3rd Health Programme (2014-2020) of the European Union, which included a specific mandate to communicate the 4th edition of the European Code Against Cancer. In order to establish a baseline on the awareness of ECAC, and an appreciation of the cancer prevention advice promoted through the 12 messages, ECL commissioned an online survey that was performed by YouGov in October and November 2015. This baseline would then be revisited after two years to measure the results against the baseline.

The survey contained 6 questions to assess the knowledge, attitudes, and awareness of ECAC and cancer prevention more generally. The survey was performed online through an omnibus survey reaching a representative sample of 6,109 respondents from 5 different countries: Finland, France, Poland, Spain, and the UK.

The survey results indicated that:

- 10% of all respondents had previously heard of the European Code Against Cancer. Awareness of ECAC ranged from just 1% of those surveyed in the United Kingdom, to 17% in Poland. Minimal variation was apparent according to other key factors such as gender, age, and highest level of education achieved;
- 52% of respondents indicated they were either fairly or very likely to change their behaviour as a result of reading ECAC;
- Variation according to age was present according to the pre-existing knowledge of the recommendations. 57% of respondents under-35 indicated they learned something new after reading ECAC. Whereas, in the over-55 group, 46% indicated they had learned something new. This led to the conclusion that young people should be prioritised as a target group for the dissemination of ECAC.

The results of the survey were taken forward by ECL and integrated into the ongoing work to the promote ECAC. The survey results highlighted the importance of focusing dissemination on young people, and engaging policymakers at the national level to promote ECAC through, for example, the inclusion of ECAC in national cancer plans.



Aims and objectives

To follow-up on the baseline awareness survey performed in 2015, ECL re-commissioned YouGov Plc to perform an online omnibus survey on the awareness of ECAC in October 2017. The aim of this survey is to compare the responses with those collected from the 2015 survey.

The main objectives of this survey are:

- Compare the results of the 2017 survey to those of 2015 survey to infer the progress made in promoting ECAC;
- Understand attitudes, in the populations surveyed, towards cancer prevention;
- Appreciate the personal intention of individuals to change behaviour to prevent cancer;
- Exploring the extent to which ECAC provides new information about cancer prevention to the general population; and
- Assess whether ECAC prompts individuals to change their behaviour.

Methods

To benchmark the results of the 2017 survey with those from 2015, an online omnibus survey method was once again used as the survey method. The online omnibus survey was chosen as it offers a quick and reliable method to reach a representative population sample at a low cost, and allows for comparability between the 2015 and 2017 results.

As per the 2015 survey, 6 questions were asked to respondents following the exact phrasing as that used in the previous survey. In addition, as per the 2015 survey, respondents were also presented with and asked to read in full the 4th edition of the European Code against Cancer in their national language.

The questions had been selected for the survey focus on knowledge and awareness of ECAC as a single, comprehensive set of recommendations. **Annex 1** details the questions posed to respondents, and includes the rationale for their inclusion.

As per the previous survey, 3 quotes for the service of performing the survey were received from three leading research agencies. YouGov were selected against the criteria of price, quality, and speed at which the results could be delivered.

The survey was conducted in the same 5 countries as the 2015 survey, who were initially selected to achieve geographical balance, and acknowledging the markets available to the research

company. These countries are: Finland (Northern Europe); France (Western Europe) Poland (Central and Eastern Europe), Spain (Southern Europe), and the United Kingdom (primary language of the 4th edition – launched October 2014). To broaden the scope of the 2017 survey, 3 additional countries were included: Hungary, Portugal, and The Republic of Ireland. These countries were selected on the market availability to the chosen research company, and to offer a natural comparison with neighbouring countries already included in the original survey.

A representative sample of all adults aged 18+ were reached in each country. Respondents were recruited from YouGov's online research panel. A quota sample was used to obtain a reflection of the general adult population in each country. The sample size in each country was at least 500. The sample size in the UK was 2,127 as this the standard sample size of the research company is a minimum of 2,000 for all surveys conducted in the UK. This gave a total sample of 8,171.

The omnibus survey works by sending emails to enrolled panellists selected at random from the base sample. The e-mail invites panellists to take part in a survey, and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. Invitations to surveys don't expire and respondents can be sent to any available survey.

The responding sample is weighted to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. This process was replicated in each of the 8 countries.

All questions were administered in the national language of the respective countries. The questions were released in the selected countries immediately following completion of the translation of the survey questions. The collection was closed once the quota samples had been met. Fieldwork took place between 18 – 24 October 2017.

Both the data collection and compilation were performed by YouGov, who provided results for each country surveyed. These results provided a break down by age, gender, and region, and were weighted to represent the adult populations (aged 18+) of the respective countries. Percentages are provided according to the weighted data and, in some instances, are rounded to the nearest whole number for presentation purposes.



Results

The results of the 2017 survey are presented below on a country-by-country basis, beginning with the merged results for all 8 countries of the survey. The 5 countries included in the 2015 are detailed subsequently, with their 2017 results compared to the 2015 data. Thereafter, the 3 countries added to the survey in 2017 are described and compared with neighbouring countries included in the survey. A summary of results by country can be found in **Annex 2**.

Merged results (all 8 countries)

The countries, and their respective sample sizes, included in this survey are:

- Finland (1,002);
- France (1,010);
- Hungary (502);
- Poland (1,003);
- Portugal (503);
- Republic of Ireland (1,001);
- Spain (1,023);
- United Kingdom (2,127).

This presents a total sample size of 8,171.

The table below provides breakdown of the survey respondents by age and country, and demonstrates how the samples are weighted for the analysis. In view of the different sample sizes per country, for the merging of the results of all 8 countries, a weighted equalized sample size per country of 1021 (total sample size / number of countries). Likewise, age distribution (ages: 18-24, 25-34, 35-44, 45-54, 55+) and gender (male, female) were weighted in the analysis to be representative of the distribution in the population.

Table 1: Survey respondents segmented by age, country, and gender

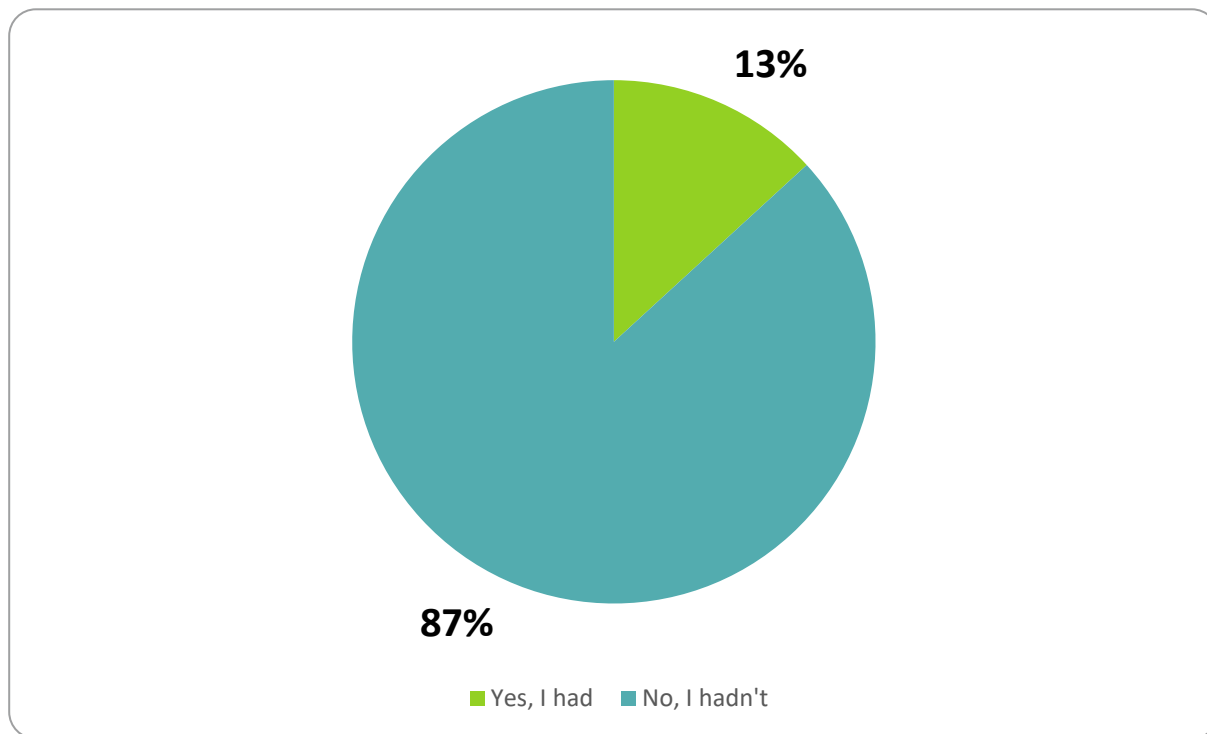
	<i>Unweighted figures</i>	Weighted figures: All (Country) Adults 18+	% (weighted)
Gender			
Male	3894	3960	48.5%
Female	4277	4211	51.5%
Age			
18 - 24	859	843	10.3%
25 - 34	1270	1337	16.4%
35 - 44	1486	1536	18.8%
45 - 54	1486	1437	17.6%
55+	3070	3017	36.9%
Country			
Finland	1002	1021	12.5%
France	1010	1021	12.5%
Hungary	502	1021	12.5%
Poland	1003	1021	12.5%
Portugal	503	1021	12.5%
Republic of Ireland	1001	1021	12.5%
Spain	1023	1021	12.5%
UK	2127	1021	12.5%
Total	8171	8171	100%

Main findings

The central question of the survey asked respondents: “before taking this survey, had you heard of the 'European Code Against Cancer'?” 13% of respondents indicated that they had heard about ECAC, which was an improvement of three percentage points on the 2015 response (10%) [figure 1]. Comparing only the 5 countries included in both the 2015 and 2017 surveys, 11% of respondents had previously heard of ECAC.

The highest levels of awareness of ECAC according to the demographic of age was amongst 18-24 year olds (18%), and 25-34 year olds (16%). This represents a clear increase on the 2015 survey where the awareness of ECAC in both age groups stood at 12%.

Figure 1: q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

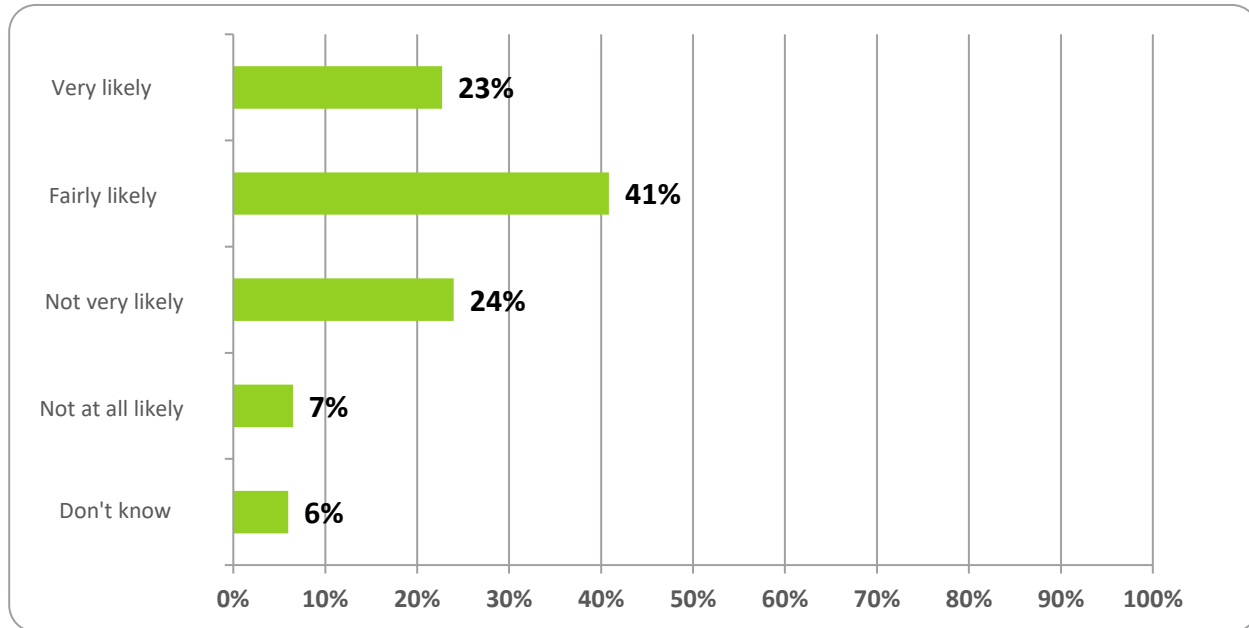


Base: All (Country) Adults (8171)

When asked: “How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?” 64% of respondents indicated that they were likely to make changes following ECAC (23% answered “very likely”, and 41% answered “fairly likely”) [figure 2].

This represents a large increase on the response from 2015 in which 52% answered they were likely to make changes after reading ECAC. Of those who answered that they were aware of ECAC prior to taking the 2017 survey, 79% indicated they were likely to make changes as a result of reading the 12 messages.

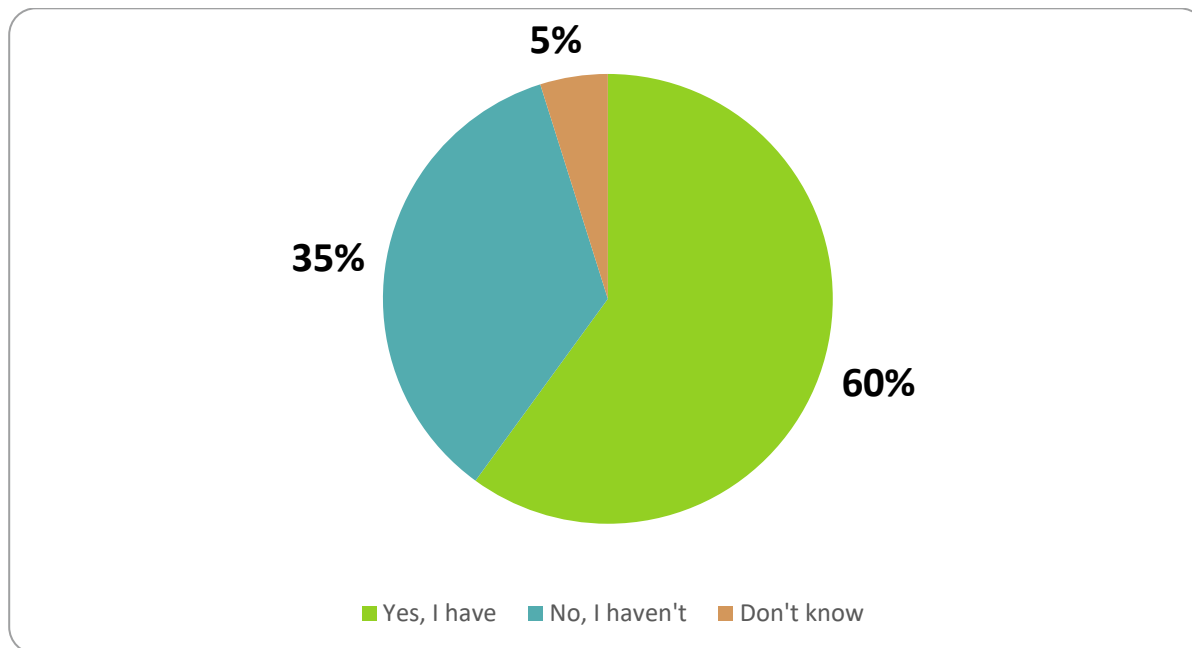
Figure2: q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?



Base: All (Country) Adults (8171)

After reading ECAC in their national language, participants were also asked whether they had “*learnt anything new about cancer prevention as a result of reading [ECAC]?*” 60% of respondents indicated that they had learned something new, which is an increase on the 2015 response of 50%. As per the 2015 survey, more respondents in the youngest age demographic (18-24 year olds) indicated they had learned something from reading ECAC (68%), than those in the oldest age demographic of ages 55+ (56%) [figure 3].

Figure 3: q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer... Have you learnt anything new about cancer prevention as a result of reading these?

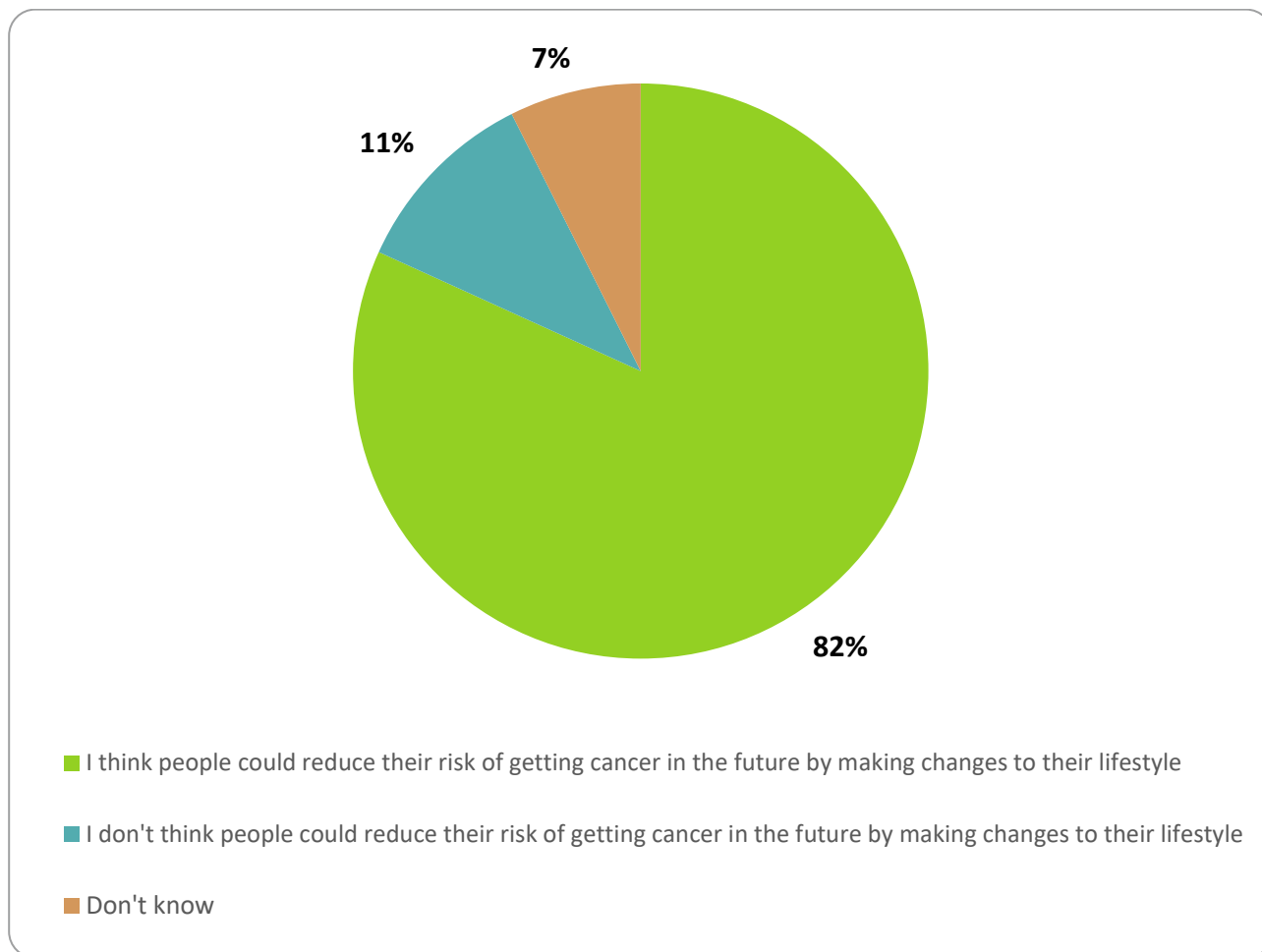


Base: All (Country) Adults (8171)

Prior to reading ECAC, respondents were also asked more general questions on cancer prevention. When asked to think in general terms about “the risk of getting any type of cancer in the future. Which one of the following best applies to you: *I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle; I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle; or don't know?*” [figure 4].

82% answered positively, indicating that they believed people can reduce their cancer risk through lifestyles, change, whilst 11% disagreed, and 7% answered that they did not know. In comparison, in the 2015 survey 78% answered positively, 13% disagreed, and 10% didn't know, which indicates a desirable downwards trend on those who disagreed or answered, “don't know.”

Figure 4: q2. Thinking generally about the risk of getting any type of cancer in the future... Which ONE of the following BEST applies to you?

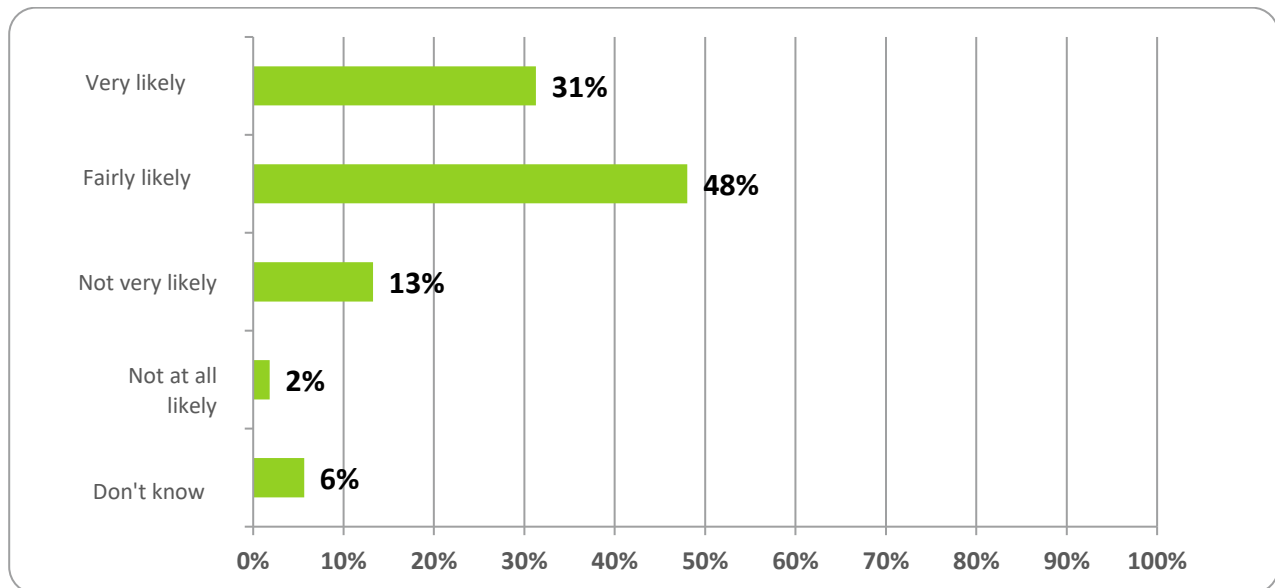


Base: All (Country) Adults (8171)

Those respondents who answered positively to the previous question were asked, in regards to their own personal circumstances: “how likely do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?” 79% of respondents indicated that they were likely to do so (31% answered “very likely”, and 48% answered “fairly likely”) [figure 5].

In 2015, 71% of respondents had indicated they were likely to make changes in order to reduce their cancer risk. Amongst those who had previously heard of the European Code against Cancer, this increased to 86% of respondents of the 2017 survey.

Figure 5: q3. Thinking now about your risk of getting any type of cancer in the future... How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?



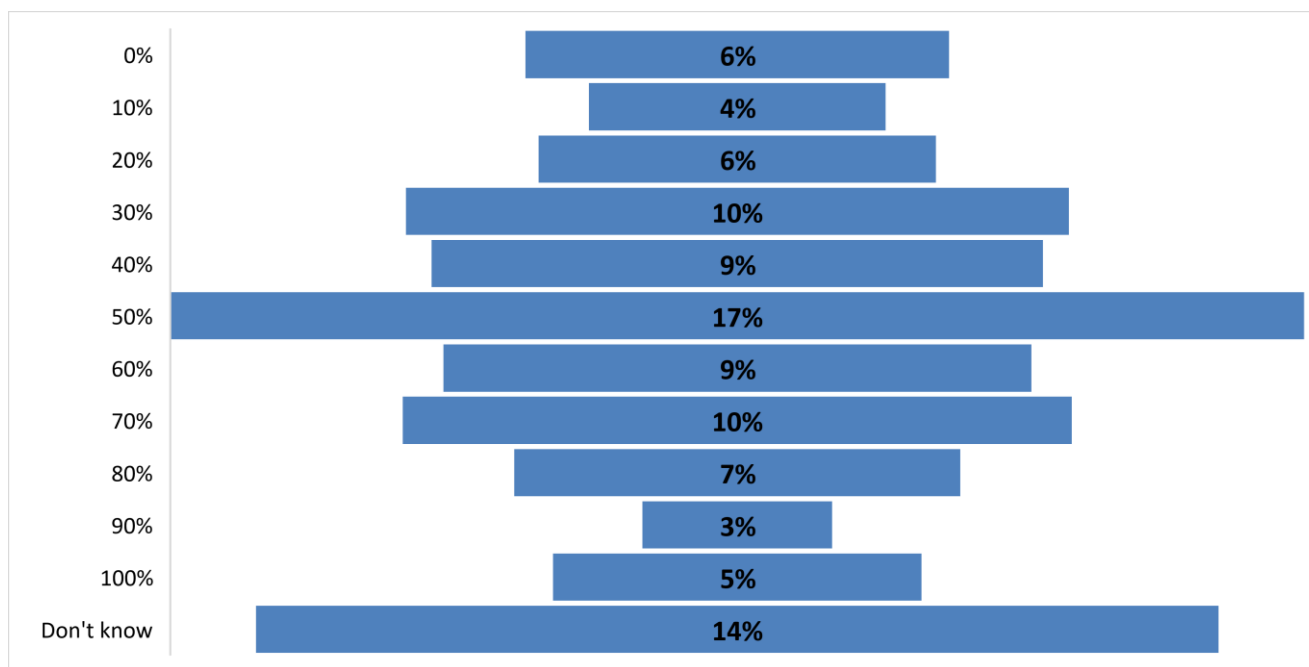
Base: All (Country) Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (6626)

Survey respondents were also asked to estimate the percentage of cancers (all types) that they believed could be prevented, from a range of 0% (i.e. no cancers can be prevented) to 100% (i.e. all cancers can be prevented). Response options included each decile and the possibility to answer: “don’t know” [Figure 6].

The general guidance of ECAC and the WHO suggests that between 30% - 50% of cancers are preventable. 36% of respondents to the 2017 survey chose an answer in the 30-50% range, which is broadly similar with the 2015 responses (37%).

Of those people who had previously heard of ECAC, more respondents were able to provide answer to the question as only 5% indicated they did not know (compared to 14% for all respondents). However, like the 2015 survey responses, 6% of respondents indicated that they believed 0% of cancers (i.e. no cancers at all) could be prevented.

Figure 6: q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.) ... Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



Base: All (Country) Adults (8171)

Finland

In Finland, 7% of respondents indicated they had previously heard about ECAC, which was a slight reduction from the response in 2015 when 10% answered that they had previously heard about ECAC. The responses to this question varied little according to age, ranging from 4% (45-54 year olds) to 11% (18-24 year olds).

49% of respondents reported learning something new after reading ECAC, which represents a slight increase from 45% in 2015. 43% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which is the same response as that of the 2015 survey. However, this is still below the figure of 64% from the average of the results of all 8 countries of the survey.

More positively, 53% of respondents who had previously heard of ECAC answered that they would be likely to instigate changes after reading the 12 messages of ECAC.

In terms of general attitudes to cancer prevention, 82% of respondents indicated that they believed cancer can be prevented by making lifestyle changes. From this group, 63% answered that they were likely to make changes to their lifestyle to reduce their cancer risk. This falls below the average response in all surveyed countries to this question (79%).

France

In France, 10% of respondents indicated they had previously heard about ECAC, which is a single percentage point increase on the 2015 survey (10%). Similar to the 2015 survey, the range of responses according to age were rather narrow, ranging from 8% (45-54 year olds) to 12% (18-24 year olds).

When asked if they had learned something new as a result of reading ECAC, 41% of respondents reported they had, which is unchanged from the answer in 2015. The response to this answer according to age distribution ranged from 55% (18-24) to 32% (55+), which also the case in 2015.

57% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which represents a small increase on the 2015 response of 51%. However, as with Finland, this is still below the 64% result of the merged results of all eight countries of the survey. Of those respondents who had previously heard of ECAC, 75% answered that they would make changes after reading the 12 messages of ECAC.

On the question related to general attitudes to cancer prevention, 70% of respondents indicated that they believed cancer can be prevented by making lifestyle changes, which is an increase on 64% in the survey 2015. From this group 81% answered that they were likely to make changes to their lifestyle to reduce their cancer risk. This figure increased to 91% for those respondents within this group who had previously heard of ECAC.

Poland

In Poland, 21% of respondents indicated they had previously heard about ECAC, which was an increase on the 2015 score of 17%. The responses to this question according to age ranged from 30% (25-34 year olds) to 16% (55+ year olds).

When asked if they had learned something new after reading ECAC, 60% of respondents reported learning something new as a result of reading ECAC, which represents a slight decrease from 62% in 2015, and is in line with the 2017 survey mean of 60%.



62% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which is comparable to the 2015 survey response (63%). Amongst those who reported that they had heard of ECAC prior to the survey, 73% stated that they were likely to make changes as a result of reading the 12 messages.

In terms of general attitudes to cancer prevention, 80% of respondents indicated that they believed cancer can be prevented by making lifestyle changes, which is broadly similar to the survey mean of 82%. From this group 74% answered that they were likely to make changes to their lifestyle to reduce their cancer risk, which was a minor increase on the 2015 survey result (71%). This figure increased to 81% for those respondents within this group who had previously heard of ECAC.

Spain

In Spain, 15% of respondents indicated they had previously heard about ECAC, which was an increase on the 2015 survey response of 13%. The responses to this question according to age ranged from 30% (18-24 year olds) to 8% (55+ year olds). This range differs markedly from the 2015 results, which reported a range of 17% (24-34 years old) to 9% (55+ year olds).

77% of respondents reporting learning something new as a result of reading ECAC, representing an increase on the value on the response in 2015 (69%). 78% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which is also an increase to the 2015 survey response (68%). This figure increased further to 90% amongst those who had previously heard of ECAC answered that they would instigate changes after reading the 12 messages of ECAC.

84% of respondents indicated that they believed cancer can be prevented by making lifestyle changes. The range according to age demographics was 93% (18-24 year olds) to 81% (35-44 year olds). Of the group that answered positively to this question, 81% answered that they were likely to make changes themselves to their lifestyle to reduce their cancer risk. The range according to age to this question was 90% (18-24 year olds) to 74% (55+ year olds). Amongst those who had previously heard of ECAC, the affirmative response to this was 88%.

United Kingdom

In the UK, 2% of respondents indicated they had previously heard about ECAC, which was a minor increase on the response of the 2015 survey (1%). The responses to this question according to age ranged from 4% (25-34 year olds) to 1% (55+ year olds).



When asked if they had learned something new after reading ECAC, 39% of respondents reported learning something new as a result of reading ECAC, which represents an increase from 32% in 2015. The range to this question according to age was 54% (18-24 year olds) to 34% (45-54 year olds).

38% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which is similar to the 2015 survey response (35%). Due to the small sample size for those who had previously heard of ECAC (N=47, from total sample of 2127), this group cannot be reported in the analysis as the sample size does not represent a wide enough cross-section of the target population to be considered statistically reliable.

In terms of general attitudes to cancer prevention, 79% of respondents indicated that they believed cancer can be prevented by making lifestyle changes, which is broadly similar to the survey mean of 82%. From this group, 74% answered that they were likely to make changes to their lifestyle to reduce their cancer risk, which represents a minor increase on the 2015 survey result (72%). The range according to age demographic for this question was 78% (18-24 year olds) to 71% (55+ year olds).

Hungary

Hungary is one of three new countries added to the 2017 survey, and so cannot be benchmarked against previous results. Therefore, the results from the respondents in Hungary are compared to those of the nearest neighbouring country engaged in the survey: Poland.

21% of respondents indicated they had previously heard about ECAC, which is equal to the response provided by respondents in Poland in the 2017 survey. Due to a small sample for 18-24 year olds, the responses from that demographic cannot be reported. The range according to age distribution discounts the data for that age group, and stands at 26% (55+ year olds) to 14% (35-44 year olds).

When asked if they had learned something new after reading ECAC, 69% of respondents reported learning something new as a result of reading ECAC, which is higher than the response from respondents in Poland the survey mean itself (60%).

64% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC. Amongst those who reported that they had heard of ECAC prior to the survey, 78% stated that they were likely to make changes as a result of reading the 12 messages.

In terms of general attitudes to cancer prevention, 83% of respondents indicated that they believed cancer can be prevented by making lifestyle changes, which is marginally higher than the result in Poland of 80%. From this group, 82% answered that they were likely to make changes to their



lifestyle to reduce their cancer risk, which is also higher than the result in Poland (74%) and the survey mean (79%). This figure increased to 86% for those respondents within this group who had previously heard of ECAC.

Portugal

Portugal is another of three new countries added to the 2017 survey, and it is not possible to benchmark against previous results. Instead, the results from the respondents in Portugal can be compared against to the neighbouring country of Spain.

16% of respondents in Portugal indicated that they had previously heard about ECAC, which is comparable to the response in Spain of 15%. The responses to this question according to age ranged from 19% (55+ year olds) to 11% (25-34 year old). This range differs markedly from the 2015 results, which reported a range of 17% (24-34 years old) to 9% (55+ year olds), and is the inverse of the trend according to age group in the responses from Spain.

80% of respondents reported learning something new as a result of reading ECAC, representing a similar response to that of Spain (77%). When asked if respondents were likely to make changes to their lifestyle after reading ECAC, 88% indicated that they would be likely to do so. This figure increased to 93% amongst respondents aged 55+ years old.

90% of respondents indicated that they believed cancer can be prevented by making lifestyle changes. The responses ranged from was 83% (amongst 18-24 year olds) to 92% (amongst 55+ year olds). Of the group that answered positively to this question, 92% answered that they were likely to make changes to their lifestyle to reduce their cancer risk, which is considerably higher than the survey mean (79%). This response improved further still amongst respondents who had previously heard of ECAC (94%).

Republic of Ireland

The Republic of Ireland is the third of the new countries added to the 2017 survey, and so cannot be benchmarked against previous results. The results from the Republic of Ireland can instead be compared against those of the nearest neighbouring country engaged in the survey: United Kingdom.



In Ireland, 13% of respondents indicated they had previously heard about ECAC, which is considerably higher than the response in the United Kingdom (2%). The responses to this question according to age ranged from 18% (18-24 year olds) to 7% (55+ year olds).

When asked if they had learned something new after reading ECAC, 65% of respondents reported learning something new as a result of reading ECAC, which is markedly higher than the response in the UK of 39%. The responses to this question according to age demographics ranged from 79% (18-24 year olds) to 57% (55+ year olds).

78% of respondents indicated that they were likely to make changes to their lifestyle after reading ECAC, which is greatly in excess of the figure in the UK response to the 2017 survey (38%). From those respondents in Ireland who had previously heard of ECAC, this figure increased to 90%.

In terms of general attitudes to cancer prevention, 86% of respondents indicated that they believed cancer can be prevented by making lifestyle changes, which is broadly similar to the survey mean of 82%. From this group, 85% answered that they were likely to make changes to their lifestyle to reduce their cancer risk, which is higher than reported in the UK (74%). The responses to this question according to age ranged from 89% (25-34 year olds) to 83% (45-54 year olds). Of those respondents who had previously heard of ECAC, this figure increased to 92%.



Discussion: towards a systematic evaluation of the European Code Against Cancer

The results of the survey show a small, but increasing, trend towards greater awareness of the European Code against Cancer, and of the basic underlying message that cancer can be prevented through individual lifestyle changes.

The highest awareness of ECAC was amongst the youngest age cohorts of 18-24 years old (18%), and 25-34 year olds (16%), which is particularly encouraging, as these demographics are a key target audience for the communication of ECAC. The awareness amongst these age groups has increased since 2015, and may reflect the targeting of actions cancer leagues to promote ECAC to the youth of their respective countries and regions.

Variability in the awareness of ECAC remains at the national level across Europe, with the newest member states of the European Union reporting the highest level of awareness of ECAC (Hungary & Poland – 21 % respectively). As per the 2015 survey, the United Kingdom reported the lowest awareness levels, although this increased to 2% from 1% in 2015.

During the analysis of the survey, existing awareness of ECAC was cross-tabulated against the responses to all questions of the survey. This revealed that respondents with prior knowledge of ECAC often had greater awareness of the basic concept that cancer can be prevented, and were more willing to make changes to their individual behaviour. This could attest to the value of ECAC to encourage positive behaviour change, but is also likely to be indicative of a sample who are already more resilient and committed to healthy lifestyles than the general population.

In general, little change was reported across the questions regarding knowledge of general cancer prevention (question 1-3), and for the impact of ECAC on knowledge of cancer prevention and motivation to enact lifestyle change (question 4-5). This could suggest that the survey method has a reasonable degree of reliability.

Whilst the survey data is useful as a snapshot of the current attitudes and can be benchmarked to the 2015 data to provide helpful insights on trends in the survey population, much more detailed investigation is needed, incorporating individual data, to properly evaluate the impact of ECAC. For this reason, further action will be taken by ECL, national cancer leagues, and IARC, in collaboration with relevant stakeholders, to move forward towards developing a systematic evaluation framework for the impact of ECAC. In light of this, the survey data presented in this report, represents a useful milestone towards that goal.



Conclusions

The 2017 survey on the awareness of the European Code against Cancer reported that 13% of respondents had heard of the European Code against Cancer. The levels of awareness vary according to country of residence, ranging from 2% (United Kingdom) to 21% (Hungary and Poland), and according to age, ranging from 18% (18-24 year olds) to 11% (45-54 year olds). Very little difference can be observed in the awareness levels according to gender (males = 14%; females = 13%).

Comparing the results of the 2017 survey with those of the 2015 survey, a positive trend towards increasing awareness of ECAC can be inferred. All countries in both survey rounds reported an increase in the awareness of ECAC except for Finland. The awareness of ECAC increased to the greatest extent amongst the youngest age demographic (18-24 years old), which saw a 6 percentage point increase from 12% to 18%. This result suggests that efforts to target young people and focus on improving their awareness of ECAC may be having some impact.

Prior knowledge of the European Code against Cancer was associated with greater awareness that cancer can be prevented, and greater willingness to take action to reduce one's cancer risk. This is an encouraging observation given that the explicit aim of ECAC is to inform the public about factors affecting their cancer risk, and motivate them to take action. Despite this positive result, only 36% of respondents indicated that they believed that 30%-50% of cancers can be prevented, as per the underlying message of ECAC, suggesting that this message could be better communicated.

The survey and analysis of the results have certain limitations. Firstly, the data is not individualised but presented according to several segments (age, gender, etc.) Whilst useful, this restricts a deeper analysis of the associations between pre-existing awareness of ECAC and cancer prevention knowledge. As the survey was conducted entirely online, it is likely that there is some degree of sample bias towards people with greater digital literacy, limiting the extent to which the results can be generalised.

Nonetheless, the data provides a rich source of information that can indicate general trends in regards to the awareness of ECAC and cancer prevention. The survey is based on a large, representative sample (8,171 respondents) covering a wide geographical scope of countries, which gives the results considerable power, and offers useful insights for guiding the ongoing communication of ECAC.



Annexes

Annex 1: Survey Questions

	Question	Response	Rationale
1.	Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.), which one of the following is closest to the percentage of all types of cancer that you think can be prevented?	Respondents were offered a single choice of percentages in deciles (0%-100%), or they could indicate “don’t know”.	This question is designed to understand the perception of cancer prevention. The choice of responses in deciles allows for deeper analysis.
2.	Thinking generally about the risk of getting any type of cancer in the future, which one of the following best applies to you?	Respondents could choose one of the following: “I think people could reduce their risk ...”; “I don’t think people could reduce their risk ...”; or “don’t know”.	This question looks more at risk reduction, validating the previous question and acting as gateway for the following question.
3.	Thinking now about your risk of getting any type of cancer in the future, how likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?	Respondents could choose one of the following: “very likely”; “fairly likely”; “not very likely”; “not at all likely”; “don’t know”.	This question focuses on the individual’s intention to modify their lifestyle and is only asked to those answering affirmatively to the previous question. This question attempts to link general perceptions (previous questions) with individual intention.
4.	Before taking this survey, had you heard of the 'European Code Against Cancer'?	Respondents were offered a choice between: “Yes, I had” or “No, I hadn’t.”	This is key question of the survey and is restricted to “yes” or “no” response to provide greater certainty in the results

Respondents were shown ECAC in their national language after question 4.			
5.	Thinking about the 12 recommendations that you have just read from the European Code Against Cancer, have you learnt anything new about cancer prevention as a result of reading these?	Respondents were offered a single choice: “Yes, I have”; “No, I haven’t”; or “don’t know”.	This question tries to gauge the educational value of ECAC, which links to the primary objective of communicating ECAC.
6.	How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?	Respondents could choose one of the following: “very likely”; “fairly likely”; “not very likely”; “not at all likely”; “don’t know”.	This question attempts to assess the value of ECAC as a behaviour change tool, which is a further objective of communicating ECAC.



Annex 2: Country-by-country summary of survey results

Finland

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	7%	10%	13%	11%	6%	-
% likely to make changes to their lifestyle as a result of reading ECAC	43%	43%	64%	40%	39%	53%
% learned something new about cancer prevention as a result of ECAC	49%	45%	60%	61%	47%	45%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	82%	81%	82%	84%	83%	87%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	63%	61%	79%	61%	68%	69%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (17%)	50% (14%)	50% (17%)	50% (16%)	Don't know (18%)	50% (21%)

France

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	10%	9%	13%	12%	12%	-
% likely to make changes to their lifestyle as a result of reading ECAC	57%	51%	64%	57%	54%	75%
% learned something new about cancer prevention as a result of ECAC	41%	41%	60%	55%	47%	57%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	70%	64%	82%	75%	66%	67%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	81%	76%	79%	82%	88%	91%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (19%)	50% (18%)	50% (17%)	Don't know (22%)	Don't know (19%)	70% (16%)

Hungary

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	21%	NA	13%	NA*	18%	-
% likely to make changes to their lifestyle as a result of reading ECAC	64%	NA	64%	NA*	57%	78%
% learned something new about cancer prevention as a result of ECAC	69%	NA	60%	NA*	67%	78%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	83%	NA	82%	NA*	81%	81%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	82%	NA	79%	NA*	84%	86%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (18%)	NA	50% (17%)	NA*	50% (22%)	50% (22%)

* cannot be reported due to low sample size



Poland

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	21%	17%	13%	26%	30%	-
% likely to make changes to their lifestyle as a result of reading ECAC	62%	63%	64%	62%	65%	73%
% learned something new about cancer prevention as a result of ECAC	60%	62%	60%	60%	63%	68%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	80%	85%	82%	82%	82%	82%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	74%	71%	79%	67%	77%	81%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	Don't know (19%)	50% (20%)	50% (17%)	50% (20%)	50% (21%)	50% (20%)

Portugal

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	16%	NA	13%	17%	11%	-
% likely to make changes to their lifestyle as a result of reading ECAC	88%	NA	64%	78%	81%	89%
% learned something new about cancer prevention as a result of ECAC	80%	NA	60%	82%	78%	81%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	90%	NA	82%	83%	87%	90%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	92%	NA	79%	NA*	86%	94%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (20%)	NA	50% (17%)	50% (16%)	50% (30%)	50% (25%)

* cannot be reported due to low sample size



Republic of Ireland

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	13%	NA	13%	18%	24%	-
% likely to make changes to their lifestyle as a result of reading ECAC	78%	NA	64%	80%	83%	90%
% learned something new about cancer prevention as a result of ECAC	65%	NA	60%	79%	75%	78%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	86%	NA	82%	88%	82%	87%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	85%	NA	79%	87%	89%	92%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (16%)	NA	50% (17%)	50% (21%)	50% (12%)	50% (18%)

Spain

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	15%	13%	13%	30%	23%	-
% likely to make changes to their lifestyle as a result of reading ECAC	78%	68%	64%	82%	80%	90%
% learned something new about cancer prevention as a result of ECAC	77%	69%	60%	88%	82%	82%
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	84%	82%	82%	93%	85%	90%
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	81%	74%	79%	90%	86%	88%
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	50% (15%)	50% (16%)	50% (17%)	70% (18%)	30% (16%)	70% (22%)



United Kingdom

Question	2017 survey response	2015 survey response	Mean 2017 survey response (all 8 countries)	18-24-year-olds response	25-34-year-olds response	Response of those who were aware of ECAC prior to survey
% aware of ECAC	2%	1%	13%	3%	4%	-
% likely to make changes to their lifestyle as a result of reading ECAC	38%	35%	64%	40%	40%	NA*
% learned something new about cancer prevention as a result of ECAC	39%	33%	60%	54%	46%	NA*
% who believe people can reduce their risk of getting cancer by making changes to their lifestyle	79%	76%	82%	80%	75%	NA*
% likely to ever make changes to their lifestyle in order to reduce your risk of getting cancer	74%	72%	79%	78%	77%	NA*
% of all types of cancer that can be prevented: most frequent answer (total % of respondents giving this answer)	Don't know (20%)	Don't know (17%)	50% (17%)	Don't know (16%)	Don't know (24%)	NA*

* cannot be reported due to low sample size



Annex 3: 2017 survey full results

Contained hereafter are the data provided by YouGov corresponding to the responses to the online omnibus survey. The data are followed by charts visualising the survey responses.

In total, 9 sets of data are available:

- the merged data (all respondents);
- Finland data;
- France data;
- Hungary
- Poland data;
- Portugal
- Republic of Ireland
- Spain data; and
- the United Kingdom data.

The data is presented in two forms: the first indicating responses as rounded percentages (%), and the second with the absolute numbers (N).

The data is aggregated according to the following variables:

- Gender (Male/Female);
- Age (18-24, 25-34, 35-44, 45-54, 55+);
- Country (Finland, France, Hungary, Poland, Portugal, Republic of Ireland, Spain, UK).
- Response to question 4 of the survey (Before taking this survey, had you heard of the 'European Code Against Cancer'?);

Data at the level of individual respondents is not available.

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Code Against Cancer - All markets
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Total	Gender		Age					Country				
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Ireland	Portugal	Poland	Finland	France

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	8171	3894	4277	859	1270	1486	1486	3070	1001	503	1003	1002	1010
	Base: All (Country) Adults	8171	3960	4211	843	1337	1536	1437	3017	1021	1021	1021	1021	1021
0% - i.e. no types of cancer can be prevented		6%	5%	7%	5%	6%	6%	6%	7%	8%	3%	6%	3%	4%
10%		4%	4%	5%	5%	4%	4%	5%	4%	5%	5%	3%	5%	2%
20%		6%	5%	6%	7%	7%	6%	6%	5%	7%	4%	5%	7%	5%
30%		10%	9%	10%	10%	11%	10%	10%	9%	11%	7%	10%	13%	9%
40%		9%	9%	9%	12%	10%	8%	8%	9%	10%	8%	8%	11%	7%
50%		17%	17%	16%	16%	17%	18%	19%	15%	16%	20%	16%	17%	19%
60%		9%	10%	8%	10%	9%	9%	7%	9%	9%	9%	7%	12%	10%
70%		10%	11%	9%	9%	9%	9%	10%	11%	10%	12%	9%	10%	11%
80%		7%	8%	6%	6%	6%	6%	8%	7%	5%	10%	7%	7%	8%
90%		3%	3%	3%	2%	2%	3%	3%	3%	2%	5%	4%	2%	3%
100% - i.e. all types of cancer can be prevented		5%	6%	5%	5%	5%	5%	6%	6%	6%	8%	7%	1%	5%
Don't know		14%	13%	15%	12%	14%	15%	13%	15%	12%	8%	19%	13%	18%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	8171	3894	4277	859	1270	1486	1486	3070	1001	503	1003	1002	1010
	Base: All (Country) Adults	8171	3960	4211	843	1337	1536	1437	3017	1021	1021	1021	1021	1021
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		82%	83%	80%	83%	80%	81%	81%	83%	86%	90%	80%	82%	70%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		11%	10%	11%	12%	12%	11%	11%	10%	9%	6%	13%	10%	17%
Don't know		7%	6%	8%	6%	8%	9%	7%	7%	5%	4%	7%	8%	13%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	6626	3240	3386	710	1012	1185	1213	2506	862	451	803	821	713
	Base: All (Country) Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	6683	3303	3379	698	1073	1238	1171	2503	879	919	817	837	719
Very likely		31%	29%	33%	29%	30%	32%	29%	33%	39%	52%	26%	18%	30%
Fairly likely		48%	48%	48%	49%	52%	50%	49%	45%	46%	40%	48%	46%	51%

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Code Against Cancer - All markets

GLOBAL Sample : 18th - 24th October 2017



Total				Before taking this survey, had you heard of the 'European Code Against Cancer'?	
Base	UK	Hungary	Spain	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	8171	2127	502	1023	888	7283
Base: All (Country) Adults		8171	1021	1021	1021	1078	7093
0% - i.e. no types of cancer can be prevented		6%	13%	10%	4%	5%	6%
10%		4%	6%	5%	4%	4%	4%
20%		6%	7%	6%	6%	6%	6%
30%		10%	12%	9%	9%	9%	10%
40%		9%	9%	11%	9%	10%	9%
50%		17%	13%	18%	15%	20%	16%
60%		9%	8%	5%	10%	9%	9%
70%		10%	6%	8%	14%	14%	9%
80%		7%	3%	5%	8%	7%	7%
90%		3%	2%	2%	4%	4%	3%
100% - i.e. all types of cancer can be prevented		5%	2%	8%	7%	7%	5%
Don't know		14%	20%	13%	12%	5%	16%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	8171	2127	502	1023	888	7283
Base: All (Country) Adults		8171	1021	1021	1021	1078	7093
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		82%	79%	83%	84%	84%	81%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		11%	11%	13%	8%	14%	10%
Don't know		7%	10%	4%	8%	2%	8%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	6626	1702	415	859	741	5885
Base: All (Country) Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		6683	810	845	857	903	5780
Very likely		31%	23%	34%	27%	42%	30%
Fairly likely		48%	52%	48%	54%	44%	49%

ECL

Code Against Cancer - All markets

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Country				
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Ireland	Portugal	Poland	Finland	France
Not very likely	13%	16%	11%	14%	12%	12%	13%	14%	8%	6%	15%	26%	10%
Not at all likely	2%	2%	2%	2%	1%	1%	1%	3%	1%	1%	3%	4%	2%
Don't know	6%	5%	6%	6%	6%	6%	7%	5%	5%	1%	8%	7%	7%
Net: Likely	79%	77%	81%	78%	81%	81%	78%	78%	85%	92%	74%	63%	81%
Net: Not likely	15%	18%	13%	17%	13%	13%	15%	17%	9%	7%	18%	30%	12%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	8171	3894	4277	859	1270	1486	1486	3070	1001	503	1003	1002	1010
Base: All (Country) Adults	8171	3960	4211	843	1337	1536	1437	3017	1021	1021	1021	1021	1021
Yes, I had	13%	14%	13%	18%	16%	13%	11%	12%	13%	16%	21%	7%	10%
No, I hadn't	87%	86%	87%	82%	84%	87%	89%	88%	87%	84%	79%	93%	90%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	8171	3894	4277	859	1270	1486	1486	3070	1001	503	1003	1002	1010
Base: All (Country) Adults	8171	3960	4211	843	1337	1536	1437	3017	1021	1021	1021	1021	1021
Yes, I have	60%	62%	58%	68%	63%	63%	58%	56%	65%	80%	60%	49%	41%
No, I haven't	35%	33%	38%	28%	32%	32%	36%	40%	31%	19%	33%	43%	54%
Don't know	5%	5%	4%	4%	5%	5%	6%	4%	4%	1%	8%	7%	5%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	8171	3894	4277	859	1270	1486	1486	3070	1001	503	1003	1002	1010
Base: All (Country) Adults	8171	3960	4211	843	1337	1536	1437	3017	1021	1021	1021	1021	1021
Very likely	23%	21%	24%	18%	21%	24%	21%	25%	32%	46%	20%	10%	17%
Fairly likely	41%	40%	41%	43%	41%	42%	40%	40%	46%	42%	42%	33%	41%
Not very likely	24%	25%	23%	25%	25%	22%	24%	24%	15%	9%	23%	38%	28%
Not at all likely	7%	7%	6%	6%	7%	5%	7%	7%	2%	2%	7%	9%	7%
Don't know	6%	6%	6%	8%	6%	7%	8%	4%	4%	1%	9%	9%	8%
Net: Likely	64%	62%	65%	61%	62%	65%	61%	65%	78%	88%	62%	43%	57%
Net: Not likely	30%	33%	28%	31%	31%	28%	31%	31%	17%	11%	30%	48%	35%

Cell Contents (Column Percentage)

ECL
Code Against Cancer - All markets

GLOBAL Sample : 18th - 24th October 2017



	Total				Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	UK	Hungary	Spain	Yes, I had	No, I hadn't
Not very likely	13%	16%	11%	13%	9%	14%
Not at all likely	2%	2%	2%	1%	2%	2%
Don't know	6%	7%	4%	6%	2%	6%
Net: Likely	79%	74%	82%	81%	86%	78%
Net: Not likely	15%	19%	13%	14%	11%	16%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	8171	2127	502	1023	888	7283
Base: All (Country) Adults	8171	1021	1021	1021	1078	7093
Yes, I had	13%	2%	21%	15%	100%	-
No, I hadn't	87%	98%	79%	85%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	8171	2127	502	1023	888	7283
Base: All (Country) Adults	8171	1021	1021	1021	1078	7093
Yes, I have	60%	39%	69%	77%	72%	58%
No, I haven't	35%	56%	25%	19%	26%	37%
Don't know	5%	5%	5%	4%	2%	5%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	8171	2127	502	1023	888	7283
Base: All (Country) Adults	8171	1021	1021	1021	1078	7093
Very likely	23%	7%	23%	27%	39%	20%
Fairly likely	41%	31%	41%	51%	40%	41%
Not very likely	24%	39%	23%	16%	15%	25%
Not at all likely	7%	13%	8%	3%	4%	7%
Don't know	6%	9%	5%	3%	2%	7%
Net: Likely	64%	38%	64%	78%	79%	61%
Net: Not likely	30%	52%	32%	19%	19%	32%

ECL
Code Against Cancer - Finland

GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region		
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Helsinki - Uusimaa	Etelä-Suomi	Länsi-Suomi

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1002	498	504	112	165	164	209	352	303	211	259
Base: All Finnish Adults	1002	501	501	121	178	158	202	343	297	214	256	
0% - i.e. no types of cancer can be prevented		3%	3%	3%	1%	2%	3%	3%	4%	2%	5%	3%
10%		5%	4%	6%	4%	3%	5%	5%	7%	6%	5%	5%
20%		7%	6%	8%	8%	7%	5%	8%	7%	9%	5%	6%
30%		13%	10%	15%	12%	17%	12%	14%	10%	15%	13%	10%
40%		11%	9%	13%	13%	10%	11%	7%	13%	10%	12%	10%
50%		17%	17%	17%	16%	14%	20%	19%	16%	15%	15%	19%
60%		12%	14%	10%	12%	12%	12%	12%	12%	9%	13%	12%
70%		10%	12%	8%	9%	7%	10%	8%	13%	11%	10%	11%
80%		7%	10%	5%	7%	7%	6%	9%	7%	9%	7%	5%
90%		2%	1%	2%	4%	2%	3%	0%	1%	1%	2%	3%
100% - i.e. all types of cancer can be prevented		1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%
Don't know		13%	13%	13%	14%	18%	12%	13%	10%	12%	12%	14%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1002	498	504	112	165	164	209	352	303	211	259
Base: All Finnish Adults	1002	501	501	121	178	158	202	343	297	214	256	
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		82%	82%	82%	84%	83%	79%	79%	84%	83%	81%	83%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		10%	9%	10%	6%	10%	10%	15%	8%	10%	10%	8%
Don't know		8%	9%	7%	10%	7%	10%	7%	8%	8%	8%	9%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	821	407	414	94	137	130	164	296	250	172	215
Base: All Finnish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	821	409	412	101	147	125	159	288	245	245	175	212
Very likely		18%	17%	18%	16%	14%	22%	15%	20%	20%	18%	17%
Fairly likely		46%	42%	49%	45%	54%	48%	47%	40%	47%	43%	45%

ECL
Code Against Cancer - Finland

GLOBAL Sample : 18th - 24th October 2017



Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
Base	Pohjois- ja Itä-Suomi	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base				
	1002	229	67	935	
	Base: All Finnish Adults	1002	235	67	935
0% - i.e. no types of cancer can be prevented	3%	2%	3%	3%	3%
10%	5%	3%	3%	5%	5%
20%	7%	8%	11%	7%	7%
30%	13%	12%	10%	13%	13%
40%	11%	13%	11%	11%	11%
50%	17%	18%	21%	17%	17%
60%	12%	14%	8%	12%	12%
70%	10%	8%	15%	10%	10%
80%	7%	8%	9%	7%	7%
90%	2%	1%	1%	2%	2%
100% - i.e. all types of cancer can be prevented	1%	1%	-	1%	1%
Don't know	13%	13%	8%	13%	13%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base				
	1002	229	67	935	
	Base: All Finnish Adults	1002	235	67	935
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	82%	80%	87%	82%	82%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	10%	11%	13%	10%	10%
Don't know	8%	8%	-	9%	9%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base				
	821	184	58	763	
	Base: All Finnish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	821	189	58	763
Very likely	18%	15%	15%	18%	18%
Fairly likely	46%	46%	54%	45%	45%

ECL
Code Against Cancer - Finland

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region		
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Helsinki - Uusimaa	Etelä-Suomi	Länsi-Suomi
Not very likely	26%	30%	22%	28%	23%	22%	26%	28%	24%	28%	29%
Not at all likely	4%	4%	3%	3%	1%	2%	4%	5%	4%	3%	3%
Don't know	7%	6%	8%	9%	7%	6%	8%	6%	5%	7%	5%
Net: Likely	63%	59%	68%	61%	68%	70%	62%	60%	67%	61%	63%
Net: Not likely	30%	35%	25%	31%	25%	24%	30%	34%	27%	31%	32%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1002	498	504	112	165	164	209	352	303	211	259
Base: All Finnish Adults	1002	501	501	121	178	158	202	343	297	214	256
Yes, I had	7%	6%	7%	11%	6%	12%	4%	5%	8%	6%	6%
No, I hadn't	93%	94%	93%	89%	94%	88%	96%	95%	92%	94%	94%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1002	498	504	112	165	164	209	352	303	211	259
Base: All Finnish Adults	1002	501	501	121	178	158	202	343	297	214	256
Yes, I have	49%	52%	47%	61%	47%	50%	48%	47%	49%	46%	52%
No, I haven't	43%	40%	47%	33%	44%	43%	43%	47%	45%	43%	42%
Don't know	7%	8%	6%	6%	9%	7%	8%	6%	6%	11%	6%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1002	498	504	112	165	164	209	352	303	211	259
Base: All Finnish Adults	1002	501	501	121	178	158	202	343	297	214	256
Very likely	10%	9%	10%	12%	5%	9%	11%	11%	10%	6%	10%
Fairly likely	33%	33%	33%	29%	34%	38%	32%	33%	37%	31%	29%
Not very likely	38%	40%	37%	39%	39%	35%	37%	39%	37%	40%	42%
Not at all likely	9%	10%	9%	7%	11%	8%	11%	9%	9%	9%	11%
Don't know	9%	8%	11%	13%	10%	10%	9%	7%	7%	13%	8%
Net: Likely	43%	42%	44%	40%	39%	47%	43%	44%	47%	38%	39%
Net: Not likely	48%	50%	45%	46%	50%	43%	48%	49%	46%	49%	53%

Cell Contents (Column Percentage)

ECL
Code Against Cancer - Finland

GLOBAL Sample : 18th - 24th October 2017



	Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	Pohjois- ja Itä-Suomi	Yes, I had	No, I hadn't
Not very likely	26%	24%	24%	26%
Not at all likely	4%	4%	3%	4%
Don't know	7%	11%	3%	7%
Net: Likely	63%	61%	69%	63%
Net: Not likely	30%	28%	28%	30%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1002	229	67	935
Base: All Finnish Adults	1002	235	67	935
Yes, I had	7%	7%	100%	-
No, I hadn't	93%	93%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1002	229	67	935
Base: All Finnish Adults	1002	235	67	935
Yes, I have	49%	49%	45%	50%
No, I haven't	43%	43%	53%	43%
Don't know	7%	7%	1%	8%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1002	229	67	935
Base: All Finnish Adults	1002	235	67	935
Very likely	10%	11%	18%	9%
Fairly likely	33%	36%	35%	33%
Not very likely	38%	35%	34%	39%
Not at all likely	9%	8%	10%	9%
Don't know	9%	9%	3%	10%
Net: Likely	43%	47%	53%	42%
Net: Not likely	48%	43%	44%	48%

ECL
Code Against Cancer - France

GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region			
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North East	North West	Region Parisienne	South East

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1010	500	510	106	164	153	179	408	238	232	185	246
	Base: All French Adults	1010	485	525	110	159	173	177	392	236	231	187	246
0% - i.e. no types of cancer can be prevented		4%	3%	4%	3%	4%	7%	2%	3%	3%	4%	4%	6%
10%		2%	2%	2%	2%	2%	1%	4%	2%	4%	2%	1%	1%
20%		5%	5%	6%	6%	7%	7%	3%	5%	6%	3%	5%	7%
30%		9%	9%	8%	6%	8%	11%	7%	9%	10%	6%	10%	8%
40%		7%	7%	6%	9%	10%	5%	7%	5%	8%	5%	7%	6%
50%		19%	20%	18%	14%	15%	23%	26%	17%	17%	21%	21%	17%
60%		10%	11%	10%	12%	12%	8%	6%	12%	9%	13%	7%	12%
70%		11%	13%	9%	10%	11%	6%	13%	11%	10%	11%	10%	9%
80%		8%	9%	7%	7%	6%	6%	10%	9%	8%	4%	9%	9%
90%		3%	4%	2%	4%	2%	3%	2%	4%	3%	3%	4%	2%
100% - i.e. all types of cancer can be prevented		5%	5%	5%	6%	3%	5%	5%	6%	6%	7%	4%	4%
Don't know		18%	13%	22%	22%	19%	18%	15%	17%	16%	21%	17%	19%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1010	500	510	106	164	153	179	408	238	232	185	246
	Base: All French Adults	1010	485	525	110	159	173	177	392	236	231	187	246
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		70%	76%	65%	75%	66%	67%	70%	73%	69%	69%	71%	70%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		17%	15%	18%	15%	18%	21%	15%	16%	21%	18%	16%	13%
Don't know		13%	9%	17%	10%	17%	12%	15%	11%	9%	13%	13%	17%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	713	380	333	79	108	103	125	298	165	161	132	174
	Base: All French Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	711	368	343	82	105	116	123	285	164	161	133	173
Very likely		30%	31%	30%	36%	29%	19%	28%	34%	31%	32%	31%	29%
Fairly likely		51%	51%	51%	47%	58%	57%	48%	48%	49%	44%	55%	54%

ECL
Code Against Cancer - France
 GLOBAL Sample : 18th - 24th October 2017



Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	South West	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1010	109	97	913
	Base: All French Adults	1010	109	97	913
0% - i.e. no types of cancer can be prevented		4%	1%	2%	4%
10%		2%	4%	3%	2%
20%		5%	4%	8%	5%
30%		9%	9%	13%	8%
40%		7%	6%	8%	6%
50%		19%	20%	13%	19%
60%		10%	9%	8%	11%
70%		11%	16%	16%	10%
80%		8%	8%	11%	7%
90%		3%	5%	4%	3%
100% - i.e. all types of cancer can be prevented		5%	4%	7%	5%
Don't know		18%	15%	5%	19%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1010	109	97	913
	Base: All French Adults	1010	109	97	913
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		70%	74%	67%	71%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		17%	16%	29%	16%
Don't know		13%	10%	4%	14%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	713	81	65	648
	Base: All French Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	713	81	65	648
Very likely		30%	27%	33%	30%
Fairly likely		51%	54%	58%	50%

ECL
Code Against Cancer - France

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region			
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North East	North West	Region Parisienne	South East
Not very likely	10%	11%	9%	11%	8%	11%	11%	10%	8%	14%	8%	8%
Not at all likely	2%	2%	2%	3%	-	1%	2%	2%	1%	2%	2%	2%
Don't know	7%	5%	8%	4%	4%	12%	11%	5%	10%	7%	4%	6%
Net: Likely	81%	81%	81%	82%	88%	77%	76%	82%	80%	76%	86%	83%
Net: Not likely	12%	13%	11%	14%	8%	12%	13%	13%	10%	16%	10%	11%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1010	500	510	106	164	153	179	408	238	232	185	246
Base: All French Adults	1010	485	525	110	159	173	177	392	236	231	187	246
Yes, I had	10%	10%	9%	12%	12%	9%	8%	9%	11%	9%	12%	7%
No, I hadn't	90%	90%	91%	88%	88%	91%	92%	91%	89%	91%	88%	93%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1010	500	510	106	164	153	179	408	238	232	185	246
Base: All French Adults	1010	485	525	110	159	173	177	392	236	231	187	246
Yes, I have	41%	46%	36%	55%	47%	41%	45%	32%	41%	41%	43%	41%
No, I haven't	54%	50%	58%	36%	48%	56%	49%	63%	54%	53%	54%	52%
Don't know	5%	4%	6%	9%	5%	3%	6%	5%	5%	7%	3%	7%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1010	500	510	106	164	153	179	408	238	232	185	246
Base: All French Adults	1010	485	525	110	159	173	177	392	236	231	187	246
Very likely	17%	19%	15%	12%	14%	16%	16%	20%	21%	14%	21%	15%
Fairly likely	41%	40%	41%	44%	40%	40%	44%	38%	39%	37%	45%	43%
Not very likely	28%	27%	29%	29%	29%	31%	23%	27%	25%	37%	23%	24%
Not at all likely	7%	9%	6%	6%	8%	6%	5%	9%	5%	6%	6%	10%
Don't know	8%	5%	10%	8%	9%	6%	11%	6%	10%	7%	5%	9%
Net: Likely	57%	59%	56%	57%	54%	56%	60%	58%	59%	50%	65%	58%
Net: Not likely	35%	36%	34%	35%	37%	38%	28%	36%	30%	43%	30%	34%

Cell Contents (Column Percentage)

ECL
Code Against Cancer - France

GLOBAL Sample : 18th - 24th October 2017



	Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	South West	Yes, I had	No, I hadn't
Not very likely	10%	14%	6%	11%
Not at all likely	2%	1%	-	2%
Don't know	7%	5%	3%	7%
Net: Likely	81%	80%	91%	80%
Net: Not likely	12%	15%	6%	13%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1010	109	97	913
Base: All French Adults	1010	109	97	913
Yes, I had	10%	9%	100%	-
No, I hadn't	90%	91%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1010	109	97	913
Base: All French Adults	1010	109	97	913
Yes, I have	41%	36%	57%	39%
No, I haven't	54%	62%	41%	55%
Don't know	5%	3%	2%	6%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1010	109	97	913
Base: All French Adults	1010	109	97	913
Very likely	17%	12%	31%	15%
Fairly likely	41%	42%	45%	40%
Not very likely	28%	30%	20%	29%
Not at all likely	7%	10%	3%	8%
Don't know	8%	6%	2%	8%
Net: Likely	57%	54%	75%	55%
Net: Not likely	35%	41%	23%	36%

ECL
Code Against Cancer - Hungary
 GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age							
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Central Hungary	Central Transdanubia	Western Transdanubia

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

Unweighted base	502	237	265	49	77	99	76	201	154	55	52
Base: All Hungarian Adults	502	235	267	49	78	98	79	198	149	55	50
0% - i.e. no types of cancer can be prevented	10%	7%	12%	10%	8%	5%	15%	10%	6%	11%	10%
10%	5%	5%	5%	6%	7%	6%	3%	5%	5%	4%	6%
20%	6%	5%	6%	10%	4%	5%	7%	5%	6%	2%	11%
30%	9%	9%	9%	4%	8%	11%	11%	10%	10%	9%	12%
40%	11%	8%	14%	15%	10%	11%	5%	12%	11%	6%	8%
50%	18%	20%	16%	18%	22%	19%	22%	15%	16%	23%	17%
60%	5%	7%	4%	6%	3%	8%	4%	5%	8%	4%	2%
70%	8%	8%	8%	2%	10%	5%	9%	9%	6%	9%	6%
80%	5%	6%	4%	4%	9%	5%	3%	5%	7%	9%	4%
90%	2%	1%	3%	4%	-	3%	1%	2%	3%	2%	2%
100% - i.e. all types of cancer can be prevented	8%	9%	6%	6%	7%	6%	11%	7%	7%	11%	6%
Don't know	13%	14%	13%	14%	13%	17%	8%	13%	16%	11%	17%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

Unweighted base	502	237	265	49	77	99	76	201	154	55	52
Base: All Hungarian Adults	502	235	267	49	78	98	79	198	149	55	50
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	83%	83%	82%	79%	81%	86%	74%	86%	85%	87%	87%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	13%	13%	13%	17%	16%	8%	21%	11%	9%	11%	11%
Don't know	4%	3%	5%	4%	4%	6%	5%	3%	6%	2%	2%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

Unweighted base	415	198	217	39	62	85	56	173	131	48	45
Base: All Hungarian Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	415	196	219	39	63	84	59	170	127	48	43
Very likely	34%	25%	42%	21%	31%	40%	29%	36%	30%	33%	38%
Fairly likely	48%	50%	47%	51%	52%	39%	48%	51%	49%	46%	44%

ECL
Code Against Cancer - Hungary

GLOBAL Sample : 18th - 24th October 2017



Total	Region				Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	Southern Transdanubia	Northern Hungary	Northern Great Plain	Southern Great Plain	Yes, I had

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	49	62	63	67	107	395
Base: All Hungarian Adults	502	47	60	75	66	106	396
0% - i.e. no types of cancer can be prevented	10%	22%	6%	8%	12%	13%	9%
10%	5%	2%	6%	6%	7%	5%	5%
20%	6%	8%	7%	5%	1%	5%	6%
30%	9%	4%	10%	11%	8%	5%	10%
40%	11%	8%	13%	14%	13%	12%	11%
50%	18%	26%	21%	14%	18%	22%	17%
60%	5%	4%	5%	6%	3%	10%	4%
70%	8%	4%	10%	10%	10%	7%	8%
80%	5%	6%	2%	2%	6%	4%	5%
90%	2%	-	2%	2%	2%	3%	2%
100% - i.e. all types of cancer can be prevented	8%	4%	8%	8%	9%	8%	7%
Don't know	13%	10%	11%	14%	10%	7%	15%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	49	62	63	67	107	395
Base: All Hungarian Adults	502	47	60	75	66	106	396
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	83%	67%	84%	84%	79%	81%	83%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	13%	31%	11%	15%	13%	17%	12%
Don't know	4%	2%	5%	2%	7%	2%	5%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	33	52	53	53	87	328
Base: All Hungarian Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	415	32	51	63	52	86	329
Very likely	34%	39%	31%	37%	36%	36%	33%
Fairly likely	48%	45%	60%	47%	45%	50%	48%

ECL
Code Against Cancer - Hungary

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Central Hungary	Central Transdanubia	Western Transdanubia
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+			
Not very likely	11%	17%	7%	18%	6%	14%	15%	10%	16%	11%	9%
Not at all likely	2%	3%	1%	2%	3%	1%	2%	2%	1%	6%	2%
Don't know	4%	5%	4%	8%	7%	6%	6%	1%	5%	4%	7%
Net: Likely	82%	75%	89%	72%	84%	79%	78%	87%	79%	79%	82%
Net: Not likely	13%	20%	8%	20%	9%	15%	16%	12%	17%	17%	11%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	502	237	265	49	77	99	76	201	154	55	52
Base: All Hungarian Adults	502	235	267	49	78	98	79	198	149	55	50
Yes, I had	21%	22%	20%	32%	18%	14%	15%	26%	25%	23%	10%
No, I hadn't	79%	78%	80%	68%	82%	86%	85%	74%	75%	77%	90%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	502	237	265	49	77	99	76	201	154	55	52
Base: All Hungarian Adults	502	235	267	49	78	98	79	198	149	55	50
Yes, I have	69%	69%	69%	74%	67%	75%	69%	66%	70%	75%	77%
No, I haven't	25%	25%	26%	26%	31%	22%	22%	27%	27%	22%	17%
Don't know	5%	6%	5%	-	3%	4%	9%	7%	3%	3%	6%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	502	237	265	49	77	99	76	201	154	55	52
Base: All Hungarian Adults	502	235	267	49	78	98	79	198	149	55	50
Very likely	23%	18%	27%	8%	18%	29%	24%	25%	23%	35%	29%
Fairly likely	41%	40%	41%	54%	39%	36%	27%	46%	43%	29%	37%
Not very likely	23%	29%	18%	20%	30%	24%	29%	19%	23%	26%	23%
Not at all likely	8%	8%	9%	10%	13%	4%	10%	7%	6%	5%	6%
Don't know	5%	5%	5%	8%	-	7%	11%	2%	5%	5%	6%
Net: Likely	64%	58%	68%	62%	57%	65%	51%	71%	67%	64%	66%
Net: Not likely	32%	37%	27%	30%	43%	28%	38%	26%	29%	31%	29%

Cell Contents (Column Percentage)

ECL

Code Against Cancer - Hungary

GLOBAL Sample : 18th - 24th October 2017



	Total	Region				Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	Southern Transdanubia	Northern Hungary	Northern Great Plain	Southern Great Plain	Yes, I had	No, I hadn't
Not very likely	11%	12%	8%	4%	15%	9%	12%
Not at all likely	2%	3%	2%	-	4%	2%	2%
Don't know	4%	-	-	12%	-	3%	5%
Net: Likely	82%	85%	91%	85%	81%	86%	81%
Net: Not likely	13%	15%	9%	4%	19%	11%	14%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	502	49	62	63	67	107	395
Base: All Hungarian Adults	502	47	60	75	66	106	396
Yes, I had	21%	28%	22%	16%	18%	100%	-
No, I hadn't	79%	72%	78%	84%	82%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	502	49	62	63	67	107	395
Base: All Hungarian Adults	502	47	60	75	66	106	396
Yes, I have	69%	61%	72%	68%	61%	78%	67%
No, I haven't	25%	35%	23%	22%	30%	20%	27%
Don't know	5%	4%	5%	10%	9%	2%	6%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	502	49	62	63	67	107	395
Base: All Hungarian Adults	502	47	60	75	66	106	396
Very likely	23%	10%	21%	14%	28%	30%	21%
Fairly likely	41%	44%	48%	49%	29%	48%	39%
Not very likely	23%	29%	18%	24%	24%	11%	27%
Not at all likely	8%	14%	11%	8%	10%	7%	8%
Don't know	5%	2%	2%	5%	9%	4%	5%
Net: Likely	64%	55%	69%	63%	57%	78%	60%
Net: Not likely	32%	43%	29%	32%	34%	19%	35%

ECL
Code Against Cancer - Poland

GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region		
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North	Central	South

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1003	483	520	94	191	192	150	376	214	463	326
Base: All Polish Adults	1003	479	524	95	186	194	150	378	214	462	327	
0% - i.e. no types of cancer can be prevented		6%	7%	6%	3%	5%	6%	5%	8%	5%	6%	7%
10%		3%	2%	4%	4%	2%	2%	4%	4%	2%	3%	5%
20%		5%	5%	5%	2%	8%	7%	5%	3%	4%	5%	6%
30%		10%	8%	11%	14%	14%	4%	10%	9%	11%	9%	9%
40%		8%	11%	6%	11%	9%	9%	10%	6%	8%	8%	9%
50%		16%	17%	16%	20%	21%	15%	12%	15%	21%	16%	14%
60%		7%	7%	7%	8%	9%	5%	6%	6%	6%	7%	6%
70%		9%	10%	8%	11%	9%	12%	9%	6%	10%	9%	7%
80%		7%	6%	7%	4%	5%	8%	9%	7%	7%	8%	6%
90%		4%	3%	4%	2%	3%	2%	5%	5%	1%	4%	5%
100% - i.e. all types of cancer can be prevented		7%	7%	7%	4%	4%	10%	6%	8%	6%	7%	7%
Don't know		19%	19%	19%	17%	11%	20%	19%	22%	18%	18%	21%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1003	483	520	94	191	192	150	376	214	463	326
Base: All Polish Adults	1003	479	524	95	186	194	150	378	214	462	327	
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		80%	78%	82%	82%	82%	77%	81%	79%	80%	81%	79%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		13%	13%	13%	14%	13%	13%	11%	13%	10%	12%	15%
Don't know		7%	9%	5%	4%	5%	9%	8%	8%	9%	7%	6%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	803	377	426	77	157	149	122	298	172	374	257
Base: All Polish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	803	374	428	78	153	150	122	300	172	373	258	
Very likely		26%	25%	26%	22%	28%	34%	22%	23%	27%	26%	25%
Fairly likely		48%	46%	50%	46%	48%	44%	52%	49%	46%	48%	49%

ECL
Code Against Cancer - Poland

GLOBAL Sample : 18th - 24th October 2017



Total	Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

Unweighted base	1003	212	791
Base: All Polish Adults	1003	212	791
0% - i.e. no types of cancer can be prevented	6%	3%	7%
10%	3%	3%	3%
20%	5%	5%	5%
30%	10%	11%	9%
40%	8%	10%	8%
50%	16%	20%	15%
60%	7%	8%	6%
70%	9%	10%	8%
80%	7%	6%	7%
90%	4%	5%	3%
100% - i.e. all types of cancer can be prevented	7%	10%	6%
Don't know	19%	9%	21%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

Unweighted base	1003	212	791
Base: All Polish Adults	1003	212	791
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	80%	82%	80%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	13%	15%	12%
Don't know	7%	3%	8%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

Unweighted base	803	173	630
Base: All Polish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	803	173	630
Very likely	26%	37%	23%
Fairly likely	48%	44%	49%

ECL
Code Against Cancer - Poland

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region		
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North	Central	South
Not very likely	15%	17%	14%	17%	16%	12%	13%	17%	15%	15%	15%
Not at all likely	3%	4%	3%	4%	2%	1%	1%	6%	2%	3%	4%
Don't know	8%	9%	7%	12%	6%	9%	11%	6%	10%	7%	7%
Net: Likely	74%	71%	76%	67%	77%	78%	75%	72%	73%	74%	74%
Net: Not likely	18%	20%	17%	21%	18%	13%	14%	22%	17%	18%	19%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1003	483	520	94	191	192	150	376	214	463	326
Base: All Polish Adults	1003	479	524	95	186	194	150	378	214	462	327
Yes, I had	21%	21%	21%	26%	30%	19%	22%	16%	20%	21%	22%
No, I hadn't	79%	79%	79%	74%	70%	81%	78%	84%	80%	79%	78%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1003	483	520	94	191	192	150	376	214	463	326
Base: All Polish Adults	1003	479	524	95	186	194	150	378	214	462	327
Yes, I have	60%	60%	60%	60%	63%	58%	59%	58%	58%	61%	59%
No, I haven't	33%	31%	34%	30%	29%	32%	32%	36%	34%	31%	35%
Don't know	8%	9%	6%	10%	7%	10%	9%	6%	8%	8%	6%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1003	483	520	94	191	192	150	376	214	463	326
Base: All Polish Adults	1003	479	524	95	186	194	150	378	214	462	327
Very likely	20%	20%	21%	14%	20%	25%	21%	18%	20%	21%	20%
Fairly likely	42%	37%	45%	48%	45%	34%	41%	42%	44%	43%	38%
Not very likely	23%	24%	21%	20%	23%	23%	21%	23%	21%	21%	26%
Not at all likely	7%	9%	6%	7%	5%	6%	6%	9%	5%	8%	7%
Don't know	9%	10%	7%	11%	7%	12%	10%	6%	10%	7%	9%
Net: Likely	62%	57%	66%	62%	65%	60%	63%	61%	64%	64%	58%
Net: Not likely	30%	33%	27%	28%	28%	29%	27%	33%	26%	29%	33%

Cell Contents (Column Percentage)

ECL
Code Against Cancer - Poland

GLOBAL Sample : 18th - 24th October 2017



	Total	Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	Yes, I had	No, I hadn't
Not very likely	15%	14%	16%
Not at all likely	3%	2%	3%
Don't know	8%	3%	9%
Net: Likely	74%	81%	72%
Net: Not likely	18%	16%	19%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1003	212	791
Base: All Polish Adults	1003	212	791
Yes, I had	21%	100%	-
No, I hadn't	79%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1003	212	791
Base: All Polish Adults	1003	212	791
Yes, I have	60%	68%	57%
No, I haven't	33%	27%	34%
Don't know	8%	5%	8%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1003	212	791
Base: All Polish Adults	1003	212	791
Very likely	20%	29%	18%
Fairly likely	42%	44%	41%
Not very likely	23%	19%	24%
Not at all likely	7%	5%	8%
Don't know	9%	3%	10%
Net: Likely	62%	73%	59%
Net: Not likely	30%	24%	31%

ECL
Code Against Cancer - Portugal

GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region				
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Norte	Centro	Lisboa	Alentejo	Algarve

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	503	254	249	52	85	106	91	169	152	108	157	34	27
Base: All Portuguese Adults	503	242	261	49	76	95	87	196	176	111	134	36	22	
0% - i.e. no types of cancer can be prevented	3%	2%	4%	4%	1%	4%	2%	3%	4%	4%	3%	-	3%	
10%	5%	4%	6%	2%	5%	5%	6%	6%	3%	5%	8%	9%	5%	
20%	4%	4%	5%	6%	8%	3%	4%	3%	3%	6%	7%	-	3%	
30%	7%	4%	9%	9%	6%	7%	7%	6%	8%	7%	8%	3%	-	
40%	8%	6%	10%	15%	9%	9%	5%	6%	8%	5%	10%	8%	10%	
50%	20%	21%	20%	16%	30%	23%	25%	14%	23%	20%	18%	29%	15%	
60%	9%	11%	8%	8%	10%	15%	7%	8%	14%	10%	5%	5%	4%	
70%	12%	15%	10%	11%	10%	11%	11%	15%	11%	12%	14%	6%	12%	
80%	10%	12%	7%	13%	4%	8%	13%	10%	8%	7%	10%	14%	13%	
90%	5%	4%	6%	2%	2%	3%	7%	7%	5%	4%	4%	9%	4%	
100% - i.e. all types of cancer can be prevented	8%	10%	6%	9%	7%	5%	7%	11%	9%	8%	7%	9%	15%	
Don't know	8%	8%	9%	4%	7%	9%	7%	10%	6%	12%	8%	8%	17%	

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	503	254	249	52	85	106	91	169	152	108	157	34	27
Base: All Portuguese Adults	503	242	261	49	76	95	87	196	176	111	134	36	22	
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	90%	92%	88%	83%	87%	90%	91%	92%	91%	87%	88%	100%	92%	
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	6%	6%	6%	15%	7%	4%	5%	5%	6%	8%	8%	-	-	
Don't know	4%	3%	5%	2%	6%	6%	4%	3%	3%	6%	4%	-	8%	

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	451	232	219	43	74	95	83	156	139	92	139	34	25
Base: All Portuguese Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	452	222	231	41	66	85	80	180	160	96	119	36	20	
Very likely	52%	50%	53%	41%	43%	44%	55%	60%	50%	54%	56%	35%	49%	
Fairly likely	40%	42%	39%	46%	43%	55%	36%	32%	41%	37%	37%	53%	48%	

ECL
Code Against Cancer - Portugal

GLOBAL Sample : 18th - 24th October 2017



Total			Before taking this survey, had you heard of the 'European Code Against Cancer'?	
Base	Açores	Madeira	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	503	11	14	82	421
	Base: All Portuguese Adults	503	12	13	83	420
0% - i.e. no types of cancer can be prevented		3%	-	-	-	4%
10%		5%	-	10%	4%	5%
20%		4%	12%	-	5%	4%
30%		7%	-	-	3%	8%
40%		8%	19%	6%	7%	8%
50%		20%	7%	22%	25%	20%
60%		9%	7%	-	8%	9%
70%		12%	15%	29%	23%	10%
80%		10%	27%	20%	6%	10%
90%		5%	12%	-	8%	4%
100% - i.e. all types of cancer can be prevented		8%	-	6%	8%	8%
Don't know		8%	-	7%	2%	9%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	503	11	14	82	421
	Base: All Portuguese Adults	503	12	13	83	420
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		90%	100%	82%	90%	90%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		6%	-	12%	8%	6%
Don't know		4%	-	6%	2%	4%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	451	11	11	73	378
	Base: All Portuguese Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	452	12	10	74	378
Very likely		52%	61%	60%	64%	49%
Fairly likely		40%	39%	40%	30%	42%

ECL

Code Against Cancer - Portugal

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region				
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Norte	Centro	Lisboa	Alentejo	Algarve
Not very likely	6%	6%	6%	11%	6%	1%	7%	7%	5%	9%	5%	13%	-
Not at all likely	1%	1%	1%	-	1%	-	-	2%	1%	1%	1%	-	-
Don't know	1%	1%	2%	2%	7%	-	2%	-	3%	-	1%	-	3%
Net: Likely	92%	92%	92%	87%	86%	99%	91%	92%	91%	90%	93%	87%	97%
Net: Not likely	7%	7%	6%	11%	7%	1%	7%	8%	6%	10%	6%	13%	-

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	503	254	249	52	85	106	91	169	152	108	157	34	27
Base: All Portuguese Adults	503	242	261	49	76	95	87	196	176	111	134	36	22
Yes, I had	16%	17%	15%	17%	11%	15%	16%	19%	18%	17%	17%	5%	12%
No, I hadn't	84%	83%	85%	83%	89%	85%	84%	81%	82%	83%	83%	95%	88%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	503	254	249	52	85	106	91	169	152	108	157	34	27
Base: All Portuguese Adults	503	242	261	49	76	95	87	196	176	111	134	36	22
Yes, I have	80%	82%	78%	82%	78%	78%	77%	82%	76%	81%	85%	75%	68%
No, I haven't	19%	17%	21%	18%	19%	20%	21%	17%	23%	18%	15%	25%	32%
Don't know	1%	2%	0%	-	2%	2%	1%	0%	1%	2%	1%	-	-

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	503	254	249	52	85	106	91	169	152	108	157	34	27
Base: All Portuguese Adults	503	242	261	49	76	95	87	196	176	111	134	36	22
Very likely	46%	42%	49%	30%	37%	40%	40%	58%	46%	45%	44%	37%	45%
Fairly likely	42%	43%	41%	48%	44%	48%	48%	35%	41%	41%	46%	47%	48%
Not very likely	9%	11%	7%	22%	13%	8%	6%	5%	8%	9%	8%	15%	4%
Not at all likely	2%	2%	2%	-	3%	3%	4%	1%	3%	3%	1%	-	3%
Don't know	1%	1%	1%	-	3%	1%	2%	1%	2%	1%	1%	-	-
Net: Likely	88%	86%	90%	78%	81%	88%	88%	93%	87%	86%	90%	85%	93%
Net: Not likely	11%	13%	9%	22%	16%	11%	10%	7%	11%	13%	9%	15%	7%

Cell Contents (Column Percentage)

ECL

Code Against Cancer - Portugal

GLOBAL Sample : 18th - 24th October 2017



	Total	Before taking this survey, had you heard of the 'European Code Against Cancer'?			
	Base	Açores	Madeira	Yes, I had	No, I hadn't
Not very likely	6%	-	-	5%	6%
Not at all likely	1%	-	-	1%	1%
Don't know	1%	-	-	-	2%
Net: Likely	92%	100%	100%	94%	91%
Net: Not likely	7%	-	-	6%	7%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	503	11	14	82	421
Base: All Portuguese Adults	503	12	13	83	420
Yes, I had	16%	19%	25%	100%	-
No, I hadn't	84%	81%	75%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	503	11	14	82	421
Base: All Portuguese Adults	503	12	13	83	420
Yes, I have	80%	93%	94%	81%	80%
No, I haven't	19%	7%	-	18%	19%
Don't know	1%	-	6%	1%	1%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	503	11	14	82	421
Base: All Portuguese Adults	503	12	13	83	420
Very likely	46%	93%	46%	62%	42%
Fairly likely	42%	-	32%	27%	45%
Not very likely	9%	7%	16%	10%	9%
Not at all likely	2%	-	-	1%	2%
Don't know	1%	-	6%	-	2%
Net: Likely	88%	93%	78%	89%	88%
Net: Not likely	11%	7%	16%	11%	11%

ECL

Code Against Cancer - ROI

GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region		
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Dublin	Rest of Leinster	Munster

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

Unweighted base	1001	476	525	114	163	223	179	322	296	269	258
Base: All Irish Adults	1001	496	505	109	183	217	177	314	283	270	269
0% - i.e. no types of cancer can be prevented	8%	6%	11%	7%	11%	7%	6%	9%	9%	8%	8%
10%	5%	4%	6%	5%	6%	5%	4%	5%	4%	4%	7%
20%	7%	7%	7%	7%	8%	5%	7%	7%	6%	6%	8%
30%	11%	13%	9%	12%	9%	15%	9%	10%	12%	10%	11%
40%	10%	9%	11%	12%	11%	5%	11%	11%	11%	11%	8%
50%	16%	17%	15%	21%	12%	14%	22%	15%	15%	19%	15%
60%	9%	10%	8%	7%	9%	7%	6%	12%	7%	9%	9%
70%	10%	9%	10%	9%	6%	10%	12%	11%	12%	11%	8%
80%	5%	6%	4%	4%	6%	6%	4%	4%	7%	4%	4%
90%	2%	2%	2%	1%	3%	2%	2%	1%	3%	1%	1%
100% - i.e. all types of cancer can be prevented	6%	7%	5%	6%	7%	8%	4%	4%	5%	4%	8%
Don't know	12%	11%	13%	8%	11%	16%	13%	10%	10%	14%	13%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

Unweighted base	1001	476	525	114	163	223	179	322	296	269	258
Base: All Irish Adults	1001	496	505	109	183	217	177	314	283	270	269
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	86%	88%	84%	88%	82%	83%	84%	90%	88%	86%	82%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	9%	7%	10%	9%	12%	10%	8%	6%	9%	8%	11%
Don't know	5%	4%	6%	3%	5%	6%	7%	4%	3%	6%	6%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

Unweighted base	862	423	439	101	134	185	151	291	261	231	213
Base: All Irish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	861	439	422	97	151	181	149	284	250	233	222
Very likely	39%	38%	40%	37%	43%	43%	35%	36%	42%	36%	40%
Fairly likely	46%	46%	47%	50%	45%	41%	48%	49%	46%	45%	46%

ECL

Code Against Cancer - ROI

GLOBAL Sample : 18th - 24th October 2017



Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
Base	Connaught & Part of Ulster	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1001	178	127	874
	Base: All Irish Adults	1001	178	132	869
0% - i.e. no types of cancer can be prevented		8%	8%	5%	9%
10%		5%	6%	7%	5%
20%		7%	7%	7%	7%
30%		11%	12%	13%	11%
40%		10%	10%	14%	9%
50%		16%	15%	18%	16%
60%		9%	11%	8%	9%
70%		10%	8%	12%	9%
80%		5%	5%	8%	4%
90%		2%	2%	2%	2%
100% - i.e. all types of cancer can be prevented		6%	5%	6%	6%
Don't know		12%	10%	1%	14%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1001	178	127	874
	Base: All Irish Adults	1001	178	132	869
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		86%	88%	87%	86%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		9%	6%	12%	8%
Don't know		5%	6%	1%	6%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	862	157	112	750
	Base: All Irish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	861	157	115	746
Very likely		39%	38%	51%	37%
Fairly likely		46%	51%	40%	47%

ECL
Code Against Cancer - ROI

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region		
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Dublin	Rest of Leinster	Munster
Not very likely	8%	10%	7%	7%	7%	10%	7%	10%	7%	10%	7%
Not at all likely	1%	1%	1%	2%	-	1%	1%	0%	1%	1%	0%
Don't know	5%	5%	5%	4%	4%	4%	9%	5%	4%	8%	6%
Net: Likely	85%	84%	86%	87%	89%	84%	83%	85%	87%	81%	86%
Net: Not likely	9%	11%	8%	9%	7%	12%	8%	10%	9%	11%	8%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1001	476	525	114	163	223	179	322	296	269	258
Base: All Irish Adults	1001	496	505	109	183	217	177	314	283	270	269
Yes, I had	13%	16%	11%	18%	24%	15%	9%	7%	19%	12%	11%
No, I hadn't	87%	84%	89%	82%	76%	85%	91%	93%	81%	88%	89%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1001	476	525	114	163	223	179	322	296	269	258
Base: All Irish Adults	1001	496	505	109	183	217	177	314	283	270	269
Yes, I have	65%	70%	60%	79%	75%	69%	57%	57%	72%	66%	63%
No, I haven't	31%	26%	36%	18%	23%	24%	36%	42%	26%	28%	33%
Don't know	4%	4%	4%	3%	3%	7%	6%	1%	2%	5%	4%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1001	476	525	114	163	223	179	322	296	269	258
Base: All Irish Adults	1001	496	505	109	183	217	177	314	283	270	269
Very likely	32%	31%	34%	37%	39%	29%	27%	33%	36%	29%	33%
Fairly likely	46%	47%	44%	43%	44%	48%	48%	45%	45%	47%	47%
Not very likely	15%	16%	15%	14%	11%	12%	17%	19%	15%	16%	12%
Not at all likely	2%	2%	3%	2%	2%	3%	2%	2%	1%	3%	2%
Don't know	4%	4%	5%	4%	3%	8%	6%	2%	3%	5%	6%
Net: Likely	78%	79%	78%	80%	83%	77%	75%	77%	81%	76%	80%
Net: Not likely	17%	18%	17%	16%	14%	15%	19%	21%	16%	19%	14%

Cell Contents (Column Percentage)

ECL

Code Against Cancer - ROI

GLOBAL Sample : 18th - 24th October 2017



	Total		Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	Connaught & Part of Ulster	Yes, I had	No, I hadn't
Not very likely	8%	9%	5%	9%
Not at all likely	1%	1%	1%	1%
Don't know	5%	2%	3%	6%
Net: Likely	85%	88%	92%	84%
Net: Not likely	9%	10%	6%	10%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1001	178	127	874
Base: All Irish Adults	1001	178	132	869
Yes, I had	13%	7%	100%	-
No, I hadn't	87%	93%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1001	178	127	874
Base: All Irish Adults	1001	178	132	869
Yes, I have	65%	55%	78%	63%
No, I haven't	31%	40%	21%	33%
Don't know	4%	5%	1%	4%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1001	178	127	874
Base: All Irish Adults	1001	178	132	869
Very likely	32%	30%	58%	29%
Fairly likely	46%	44%	31%	48%
Not very likely	15%	19%	9%	16%
Not at all likely	2%	3%	1%	2%
Don't know	4%	4%	-	5%
Net: Likely	78%	75%	90%	76%
Net: Not likely	17%	21%	11%	18%

ECL
Code Against Cancer - Spain
 GLOBAL Sample : 18th - 24th October 2017



Total	Gender		Age					Region			
Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North East	East	South	Madrid Metropolitan

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	1023	494	529	86	149	217	197	374	231	141	232	143
Base: All Spanish Adults	1023	500	523	84	151	213	197	377	238	141	232	141	141
0% - i.e. no types of cancer can be prevented	4%	3%	5%	1%	3%	4%	3%	5%	4%	4%	2%	2%	2%
10%	4%	3%	4%	7%	5%	4%	6%	1%	4%	6%	3%	3%	3%
20%	6%	5%	6%	8%	5%	9%	5%	3%	6%	4%	9%	6%	6%
30%	9%	10%	8%	10%	16%	10%	7%	8%	10%	8%	8%	12%	12%
40%	9%	10%	8%	15%	11%	9%	7%	8%	10%	9%	8%	10%	10%
50%	15%	14%	16%	11%	12%	18%	14%	16%	15%	15%	14%	12%	12%
60%	10%	9%	10%	15%	9%	10%	9%	9%	10%	8%	10%	8%	8%
70%	14%	15%	12%	18%	11%	14%	14%	13%	11%	18%	14%	17%	17%
80%	8%	9%	7%	6%	11%	4%	11%	8%	9%	7%	9%	7%	7%
90%	4%	4%	4%	2%	4%	4%	5%	3%	3%	3%	4%	4%	4%
100% - i.e. all types of cancer can be prevented	7%	6%	8%	6%	4%	6%	10%	8%	7%	6%	9%	4%	4%
Don't know	12%	11%	12%	1%	8%	10%	10%	17%	11%	13%	11%	15%	15%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	1023	494	529	86	149	217	197	374	231	141	232	143
Base: All Spanish Adults	1023	500	523	84	151	213	197	377	238	141	232	141	141
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	84%	85%	83%	93%	85%	81%	88%	81%	82%	82%	84%	87%	87%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	8%	9%	8%	7%	7%	11%	8%	7%	10%	7%	7%	5%	5%
Don't know	8%	6%	10%	-	8%	9%	4%	11%	8%	11%	9%	9%	9%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	859	421	438	80	126	175	173	305	189	116	194	124
Base: All Spanish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	859	427	432	78	128	172	173	307	195	116	194	122	122
Very likely	27%	25%	29%	37%	27%	23%	29%	25%	26%	25%	36%	24%	24%
Fairly likely	54%	55%	53%	53%	59%	59%	53%	50%	54%	58%	51%	55%	55%

ECL
Code Against Cancer - Spain

GLOBAL Sample : 18th - 24th October 2017



Total				Before taking this survey, had you heard of the 'European Code Against Cancer'?	
Base	North	North West	Centre	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	87	61	128	156	867
	1023	84	60	126	156	867
0% - i.e. no types of cancer can be prevented	4%	7%	3%	4%	3%	4%
10%	4%	2%	2%	5%	2%	4%
20%	6%	4%	2%	4%	7%	5%
30%	9%	6%	8%	12%	10%	9%
40%	9%	11%	8%	8%	6%	10%
50%	15%	20%	18%	15%	16%	15%
60%	10%	6%	15%	13%	9%	10%
70%	14%	10%	8%	12%	22%	12%
80%	8%	8%	12%	8%	11%	8%
90%	4%	3%	5%	4%	5%	4%
100% - i.e. all types of cancer can be prevented	7%	9%	7%	6%	8%	7%
Don't know	12%	13%	13%	9%	3%	13%

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	87	61	128	156	867
	1023	84	60	126	156	867
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	84%	91%	85%	82%	90%	83%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	8%	7%	10%	13%	7%	8%
Don't know	8%	2%	5%	5%	3%	9%

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	79	52	105	141	718
	859	76	51	103	141	718
Very likely	27%	18%	23%	23%	44%	23%
Fairly likely	54%	52%	46%	58%	44%	56%

ECL

Code Against Cancer - Spain

GLOBAL Sample : 18th - 24th October 2017



	Total	Gender		Age					Region			
	Base	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	North East	East	South	Madrid Metropolitan
Not very likely	13%	15%	11%	8%	10%	14%	12%	15%	14%	14%	6%	12%
Not at all likely	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	-
Don't know	6%	5%	7%	1%	4%	3%	6%	9%	5%	3%	6%	8%
Net: Likely	81%	80%	81%	90%	86%	82%	81%	74%	80%	82%	87%	80%
Net: Not likely	14%	15%	12%	9%	10%	15%	13%	16%	15%	14%	7%	12%

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1023	494	529	86	149	217	197	374	231	141	232	143
Base: All Spanish Adults	1023	500	523	84	151	213	197	377	238	141	232	141
Yes, I had	15%	16%	15%	30%	23%	17%	15%	8%	15%	14%	19%	13%
No, I hadn't	85%	84%	85%	70%	77%	83%	85%	92%	85%	86%	81%	87%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1023	494	529	86	149	217	197	374	231	141	232	143
Base: All Spanish Adults	1023	500	523	84	151	213	197	377	238	141	232	141
Yes, I have	77%	78%	77%	88%	82%	82%	76%	71%	73%	78%	84%	78%
No, I haven't	19%	18%	20%	12%	15%	15%	20%	24%	24%	19%	13%	15%
Don't know	4%	5%	3%	-	4%	3%	4%	5%	3%	3%	3%	7%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1023	494	529	86	149	217	197	374	231	141	232	143
Base: All Spanish Adults	1023	500	523	84	151	213	197	377	238	141	232	141
Very likely	27%	24%	29%	30%	25%	27%	27%	27%	25%	22%	39%	26%
Fairly likely	51%	53%	50%	53%	55%	56%	49%	49%	46%	55%	46%	56%
Not very likely	16%	16%	16%	14%	14%	13%	18%	18%	23%	16%	9%	15%
Not at all likely	3%	4%	2%	2%	1%	2%	3%	4%	3%	3%	3%	1%
Don't know	3%	3%	3%	1%	5%	3%	4%	2%	3%	4%	4%	3%
Net: Likely	78%	78%	79%	82%	80%	83%	76%	75%	71%	77%	85%	82%
Net: Not likely	19%	20%	18%	16%	15%	15%	20%	23%	26%	18%	12%	15%

Cell Contents (Column Percentage)

ECL
Code Against Cancer - Spain
 GLOBAL Sample : 18th - 24th October 2017



	Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	Base	North	North West	Centre	Yes, I had	No, I hadn't	
Not very likely	13%	19%	21%	13%	8%	14%	
Not at all likely	1%	2%	2%	1%	1%	1%	
Don't know	6%	9%	8%	5%	3%	7%	
Net: Likely	81%	70%	70%	81%	88%	79%	
Net: Not likely	14%	21%	23%	14%	9%	14%	

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	1023	87	61	128	156	867
Base: All Spanish Adults	1023	84	60	126	156	867
Yes, I had	15%	9%	15%	19%	100%	-
No, I hadn't	85%	91%	85%	81%	-	100%

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	1023	87	61	128	156	867
Base: All Spanish Adults	1023	84	60	126	156	867
Yes, I have	77%	69%	77%	78%	82%	76%
No, I haven't	19%	26%	21%	18%	17%	19%
Don't know	4%	5%	2%	5%	1%	4%

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	1023	87	61	128	156	867
Base: All Spanish Adults	1023	84	60	126	156	867
Very likely	27%	14%	36%	18%	43%	24%
Fairly likely	51%	60%	41%	62%	47%	52%
Not very likely	16%	20%	19%	15%	8%	18%
Not at all likely	3%	5%	3%	3%	1%	3%
Don't know	3%	1%	-	2%	1%	3%
Net: Likely	78%	74%	77%	80%	90%	76%
Net: Not likely	19%	25%	23%	19%	10%	21%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

Unweighted base	2127	952	1175	246	276	332	405	868	1352	775	517	335	182	272	480
Base: All UK Adults	2127	1032	1095	245	325	366	381	810	1212	915	499	340	184	277	487
0% - i.e. no types of cancer can be prevented	13%	13%	13%	8%	11%	15%	14%	14%	11%	16%	13%	15%	14%	10%	14%
10%	6%	4%	7%	7%	6%	5%	6%	6%	6%	5%	6%	6%	6%	6%	5%
20%	7%	7%	8%	8%	7%	7%	8%	7%	8%	7%	7%	4%	11%	7%	8%
30%	12%	10%	13%	10%	11%	11%	11%	13%	12%	11%	12%	10%	14%	7%	14%
40%	9%	9%	9%	10%	8%	6%	11%	9%	9%	9%	10%	7%	6%	10%	10%
50%	13%	13%	12%	10%	11%	16%	12%	12%	15%	9%	13%	14%	9%	14%	11%
60%	8%	9%	7%	15%	7%	8%	6%	7%	9%	6%	8%	8%	9%	6%	6%
70%	6%	7%	6%	6%	8%	5%	7%	7%	6%	6%	5%	8%	6%	7%	7%
80%	3%	4%	3%	5%	3%	3%	3%	4%	3%	3%	6%	2%	3%	2%	3%
90%	2%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	0%	1%	2%	2%
100% - i.e. all types of cancer can be prevented	2%	3%	1%	4%	3%	2%	2%	1%	2%	2%	2%	2%	3%	3%	1%
Don't know	20%	19%	21%	16%	24%	19%	19%	20%	17%	23%	17%	23%	18%	25%	19%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

	Unweighted base	2127	1786	105	177	59	40	2087
Base: All UK Adults		2127	1785	103	180	59	47	2080
0% - i.e. no types of cancer can be prevented		13%	13%	13%	14%	11%	6%	13%
10%		6%	6%	4%	5%	13%	2%	6%
20%		7%	7%	9%	7%	6%	5%	7%
30%		12%	12%	9%	11%	15%	18%	11%
40%		9%	9%	12%	6%	12%	23%	9%
50%		13%	13%	14%	12%	9%	14%	12%
60%		8%	7%	10%	11%	5%	13%	8%
70%		6%	6%	3%	8%	5%	8%	6%
80%		3%	3%	2%	3%	4%	4%	3%
90%		2%	1%	3%	3%	-	4%	1%
100% - i.e. all types of cancer can be prevented		2%	2%	2%	1%	7%	2%	2%
Don't know		20%	20%	19%	19%	13%	2%	20%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	2127	952	1175	246	276	332	405	868	1352	775	517	335	182	272	480
Base: All UK Adults	2127	1032	1095	245	325	366	381	810	1212	915	499	340	184	277	487	
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	79%	83%	76%	80%	75%	80%	83%	79%	84%	73%	80%	75%	85%	78%	81%	
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	11%	10%	12%	11%	15%	9%	10%	11%	9%	13%	11%	11%	5%	11%	11%	
Don't know	10%	7%	12%	9%	10%	11%	7%	10%	7%	14%	9%	13%	10%	11%	8%	

ECL

Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

	Unweighted base	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't
	2127	1786	105	177	59	40	2087
Base: All UK Adults	2127	1785	103	180	59	47	2080
I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	79%	79%	78%	80%	76%	79%	79%
I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	11%	11%	12%	12%	17%	19%	11%
Don't know	10%	10%	10%	8%	8%	2%	10%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

Unweighted base	1702	802	900	197	214	263	339	689	1138	564	417	254	152	216	393
Base: All UK Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle	1687	854	833	196	244	291	317	639	1020	668	397	256	155	217	394
Very likely	23%	22%	24%	22%	23%	19%	20%	26%	24%	21%	23%	24%	18%	26%	22%
Fairly likely	52%	50%	54%	56%	54%	57%	56%	45%	52%	51%	49%	53%	56%	47%	56%
Not very likely	16%	19%	14%	14%	14%	13%	16%	20%	16%	17%	18%	14%	17%	15%	15%
Not at all likely	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	3%	1%	1%	4%	1%
Don't know	7%	7%	7%	6%	9%	8%	7%	6%	6%	9%	7%	8%	7%	8%	5%
Net: Likely	74%	72%	77%	78%	77%	76%	76%	71%	76%	72%	72%	77%	74%	73%	78%
Net: Not likely	19%	21%	16%	17%	14%	16%	17%	23%	18%	19%	21%	16%	18%	19%	16%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

	Unweighted base	1702	1432	81	144	45	32	1670
Base: All UK Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle		1687	1418	80	145	44	37	1650
Very likely	23%	23%	24%	18%	28%	20%	20%	23%
Fairly likely	52%	52%	50%	50%	52%	58%	58%	52%
Not very likely	16%	16%	18%	20%	17%	17%	17%	16%
Not at all likely	2%	2%	-	3%	2%	5%	5%	2%
Don't know	7%	7%	7%	9%	2%	-	-	7%
Net: Likely	74%	74%	75%	68%	80%	78%	78%	74%
Net: Not likely	19%	19%	18%	23%	19%	22%	22%	18%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	2127	952	1175	246	276	332	405	868	1352	775	517	335	182	272	480
Base: All UK Adults	2127	1032	1095	245	325	366	381	810	1212	915	499	340	184	277	487
Yes, I had	2%	2%	2%	3%	4%	3%	2%	1%	2%	2%	2%	1%	0%	5%	2%
No, I hadn't	98%	98%	98%	97%	96%	97%	98%	99%	98%	98%	98%	99%	100%	95%	98%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

Unweighted base	2127	1786	105	177	59	40	2087
Base: All UK Adults	2127	1785	103	180	59	47	2080
Yes, I had	2%	2%	2%	3%	1%	100%	-
No, I hadn't	98%	98%	98%	97%	99%	-	100%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	2127	952	1175	246	276	332	405	868	1352	775	517	335	182	272	480
Base: All UK Adults	2127	1032	1095	245	325	366	381	810	1212	915	499	340	184	277	487
Yes, I have	39%	41%	37%	54%	46%	39%	34%	34%	39%	38%	43%	41%	36%	39%	36%
No, I haven't	56%	54%	58%	40%	46%	57%	61%	63%	57%	55%	53%	54%	60%	55%	59%
Don't know	5%	5%	5%	6%	8%	4%	5%	3%	3%	7%	4%	5%	4%	6%	4%

ECL

Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

Unweighted base	2127	1786	105	177	59	40	2087
Base: All UK Adults	2127	1785	103	180	59	47	2080
Yes, I have	39%	40%	35%	33%	44%	40%	39%
No, I haven't	56%	56%	57%	62%	51%	60%	56%
Don't know	5%	4%	8%	5%	5%	-	5%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total	Gender		Age					Social Grade		Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	2127	952	1175	246	276	332	405	868	1352	775	517	335	182	272	480
Base: All UK Adults	2127	1032	1095	245	325	366	381	810	1212	915	499	340	184	277	487
Very likely	7%	7%	8%	5%	9%	7%	7%	7%	7%	7%	8%	8%	7%	9%	5%
Fairly likely	31%	28%	35%	35%	31%	31%	27%	32%	32%	30%	30%	32%	34%	29%	32%
Not very likely	39%	41%	38%	35%	36%	38%	42%	41%	41%	37%	41%	35%	38%	38%	44%
Not at all likely	13%	16%	10%	11%	11%	15%	14%	13%	12%	14%	14%	14%	14%	12%	12%
Don't know	9%	10%	9%	13%	13%	10%	11%	6%	8%	12%	8%	11%	8%	12%	7%
Net: Likely	38%	34%	42%	40%	40%	38%	34%	40%	39%	37%	38%	39%	40%	38%	37%
Net: Not likely	52%	56%	49%	46%	47%	52%	56%	55%	53%	51%	54%	50%	52%	49%	56%

ECL
Code Against Cancer - UK

UK Sample: 18th - 19th October 2017



Total					Before taking this survey, had you heard of the 'European Code Against Cancer'?	
	England (NET)	Wales	Scotland	Northern Ireland	Yes, I had	No, I hadn't

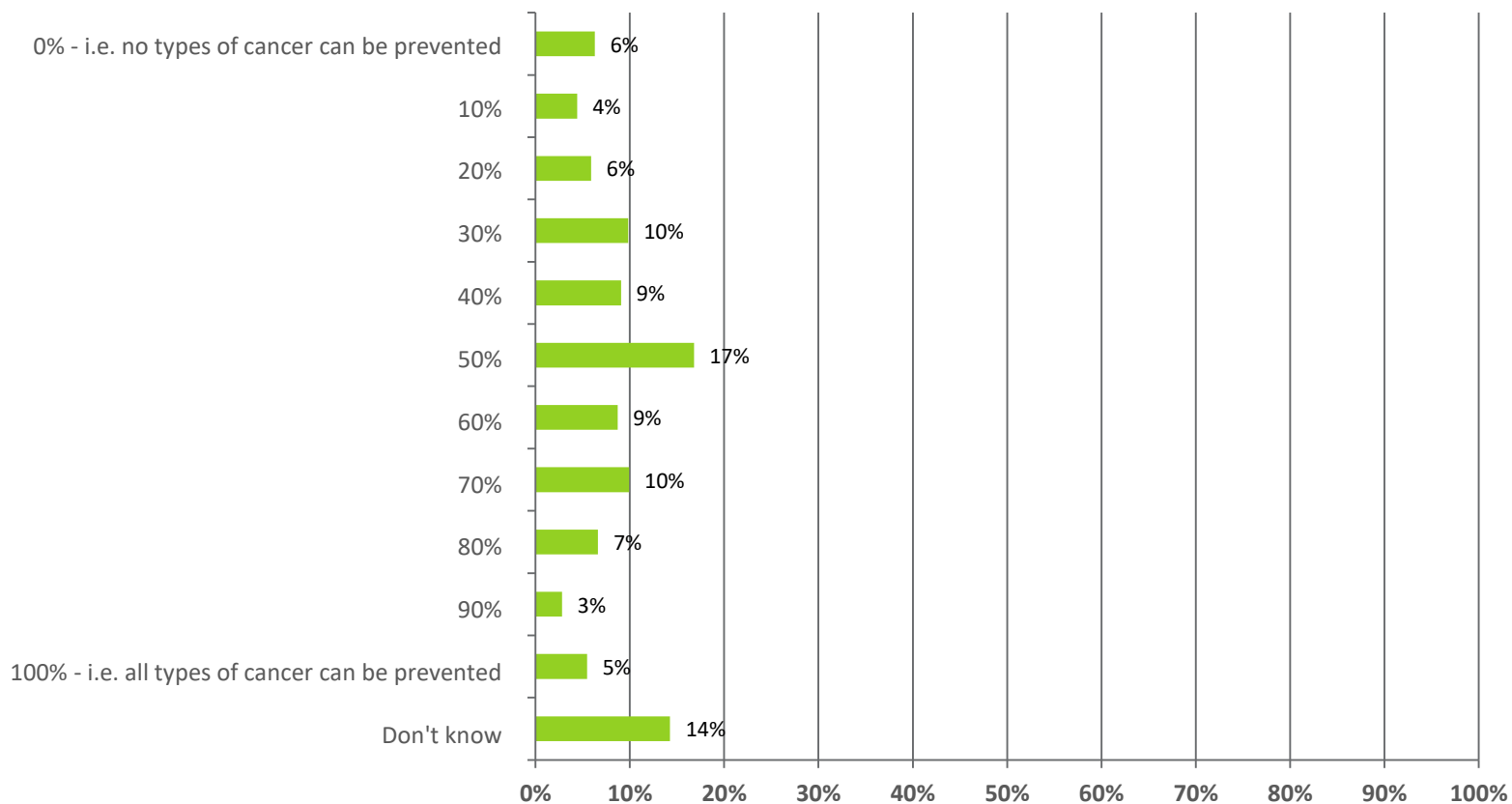
TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

Unweighted base	2127	1786	105	177	59	40	2087
Base: All UK Adults	2127	1785	103	180	59	47	2080
Very likely	7%	7%	7%	7%	10%	14%	7%
Fairly likely	31%	31%	41%	24%	42%	31%	31%
Not very likely	39%	40%	28%	47%	31%	41%	39%
Not at all likely	13%	13%	12%	11%	10%	15%	13%
Don't know	9%	9%	12%	12%	8%	-	9%
Net: Likely	38%	38%	47%	30%	51%	45%	38%
Net: Not likely	52%	53%	41%	58%	41%	55%	52%

Code Against Cancer - Merged

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



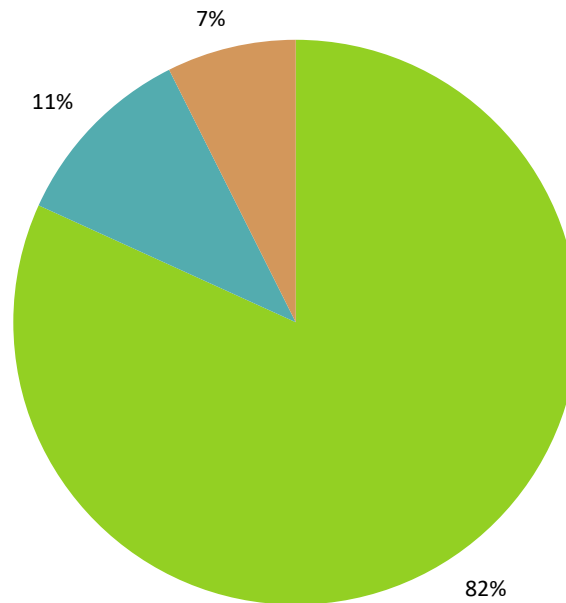
Base: All (Country) Adults (8171)



Code Against Cancer - Merged

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



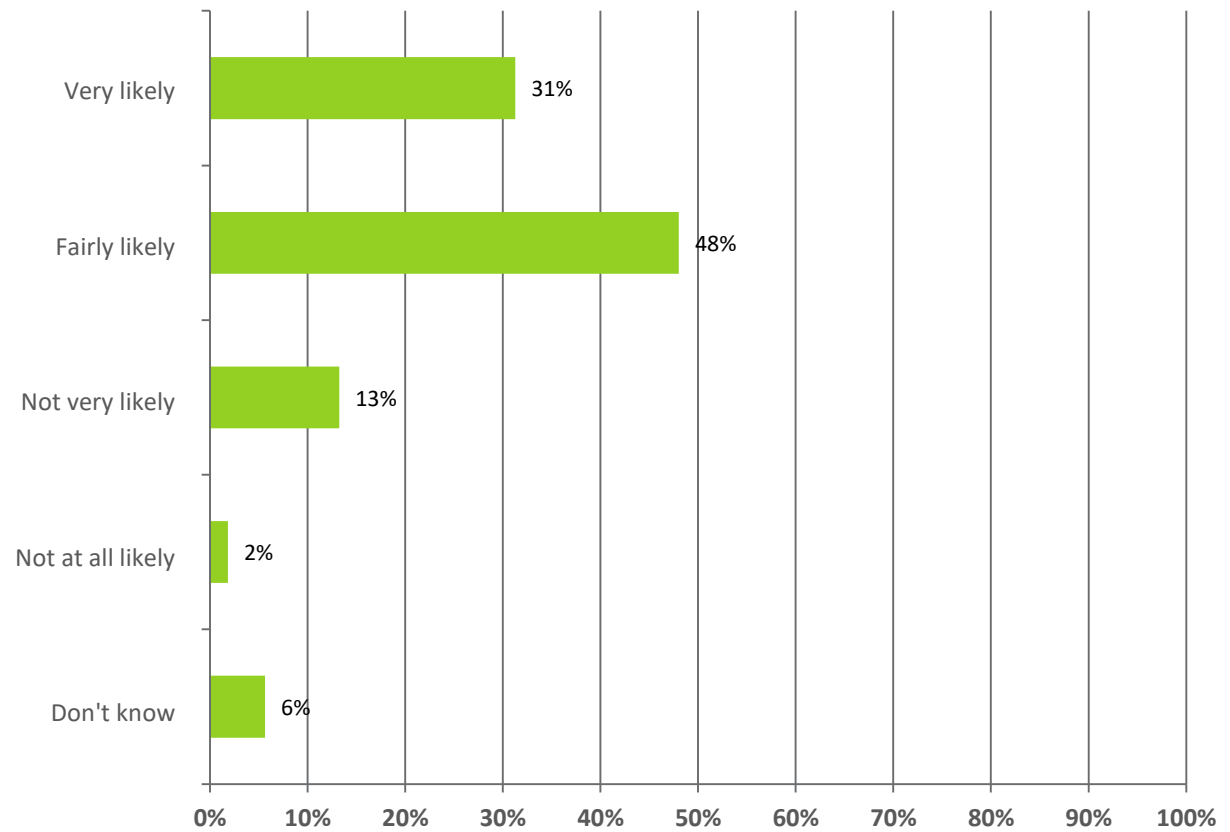
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All (Country) Adults (8171)

Code Against Cancer - Merged

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

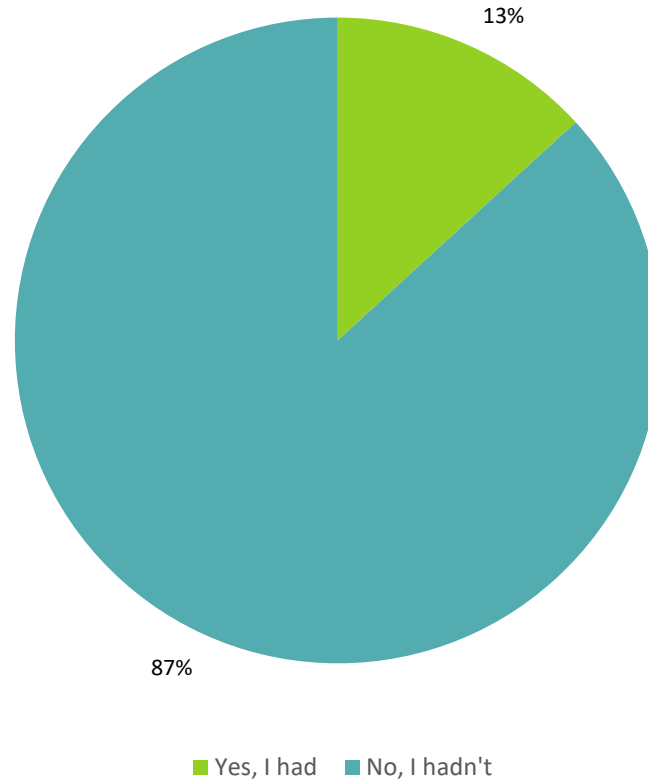


Base: All (Country) Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (6626)



Code Against Cancer - Merged

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

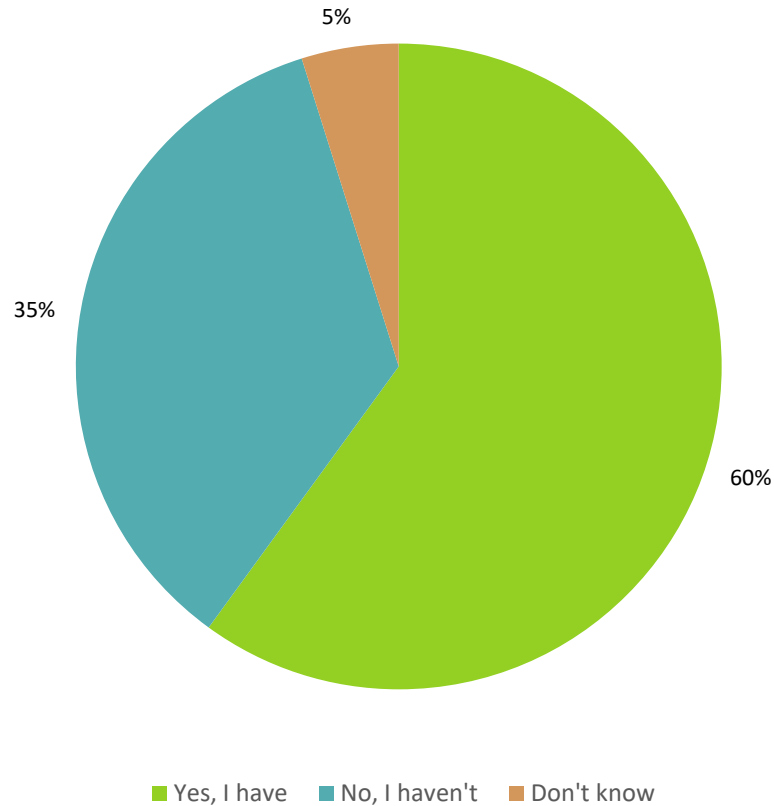


Base: All (Country) Adults (8171)

Code Against Cancer - Merged

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

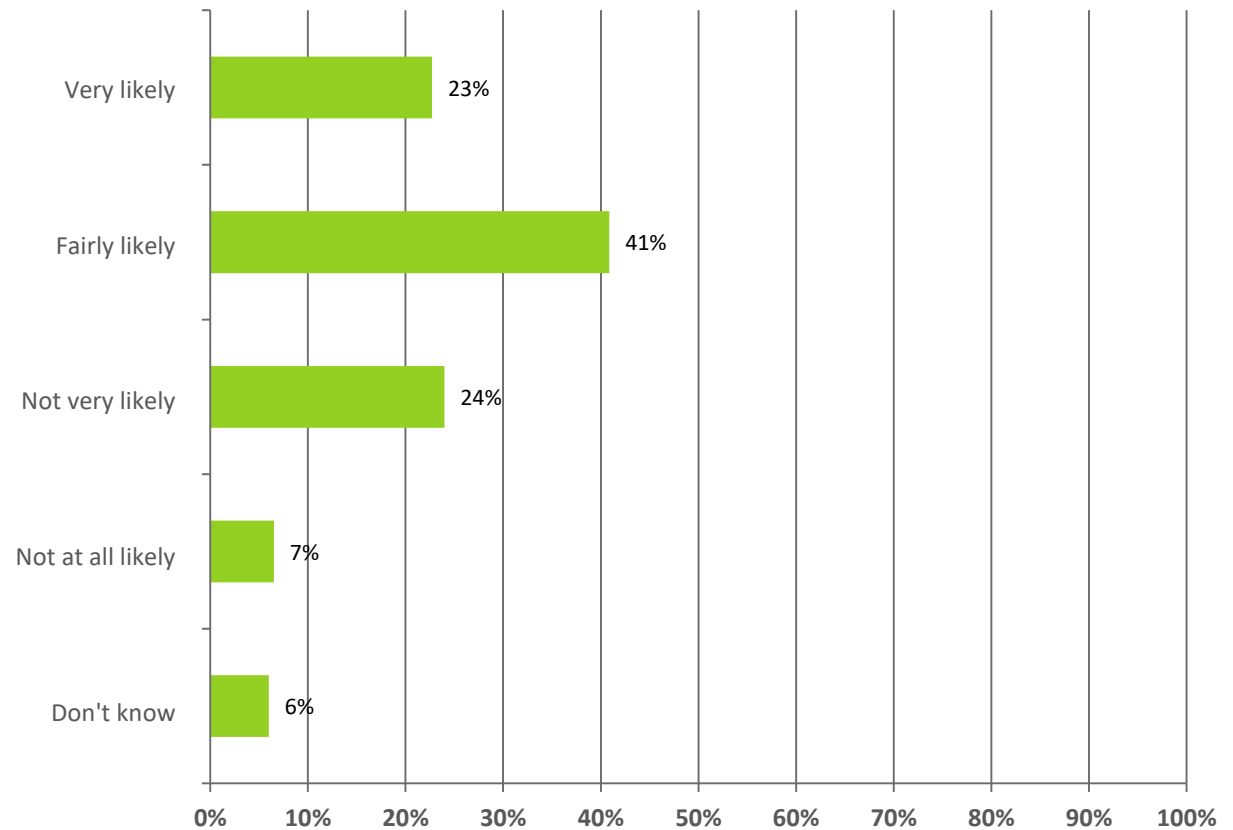
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All (Country) Adults (8171)

Code Against Cancer - Merged

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

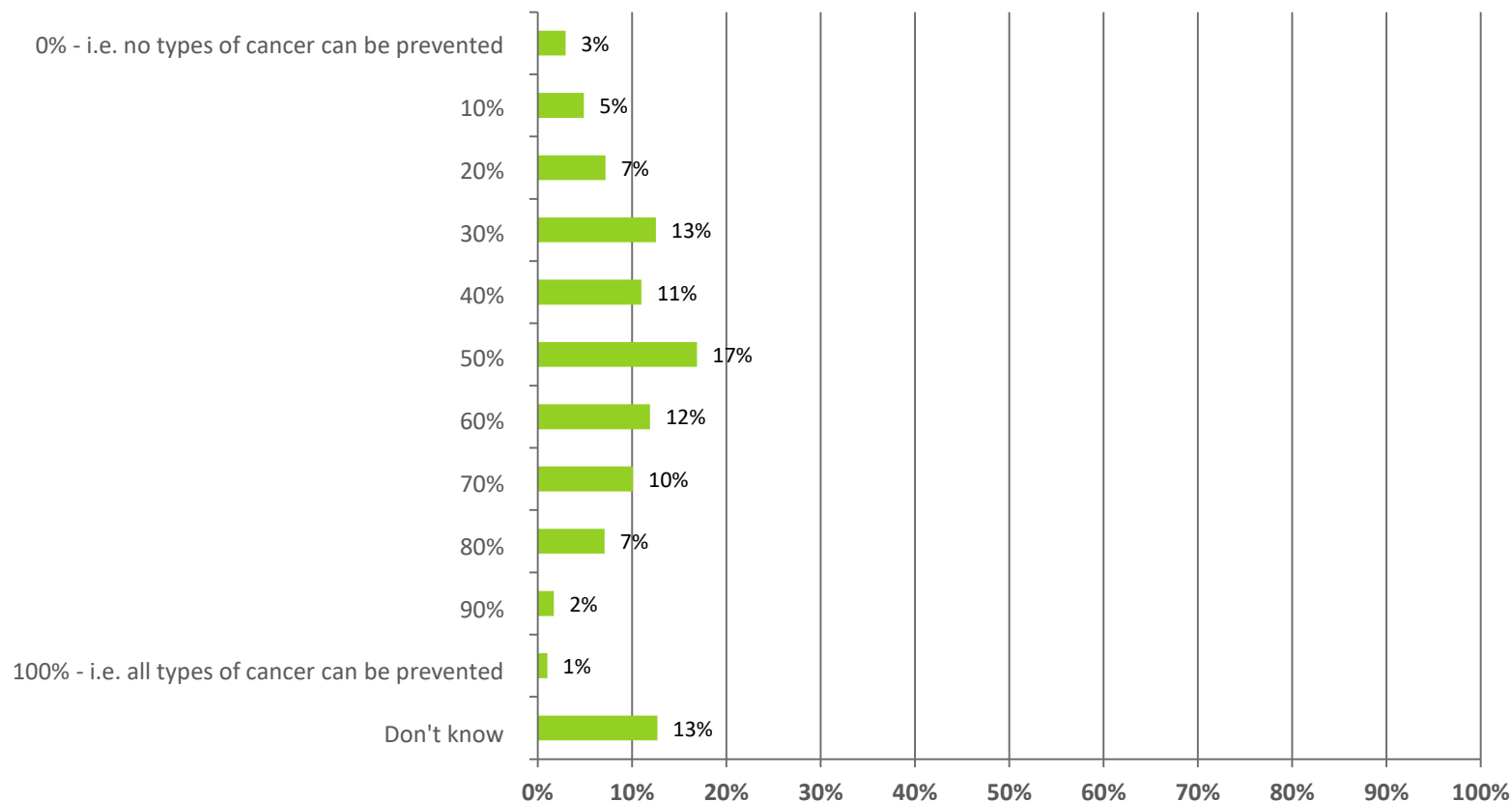


Base: All (Country) Adults (8171)

Code Against Cancer - Finland

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



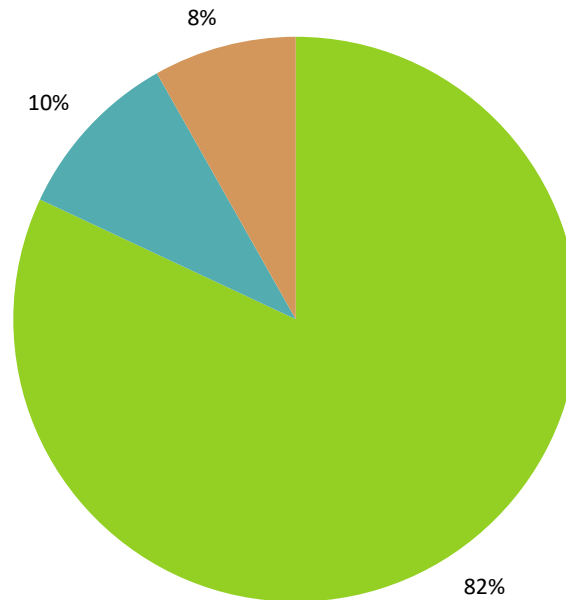
Base: All Finland Adults (1002)

YouGov

Code Against Cancer - Finland

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



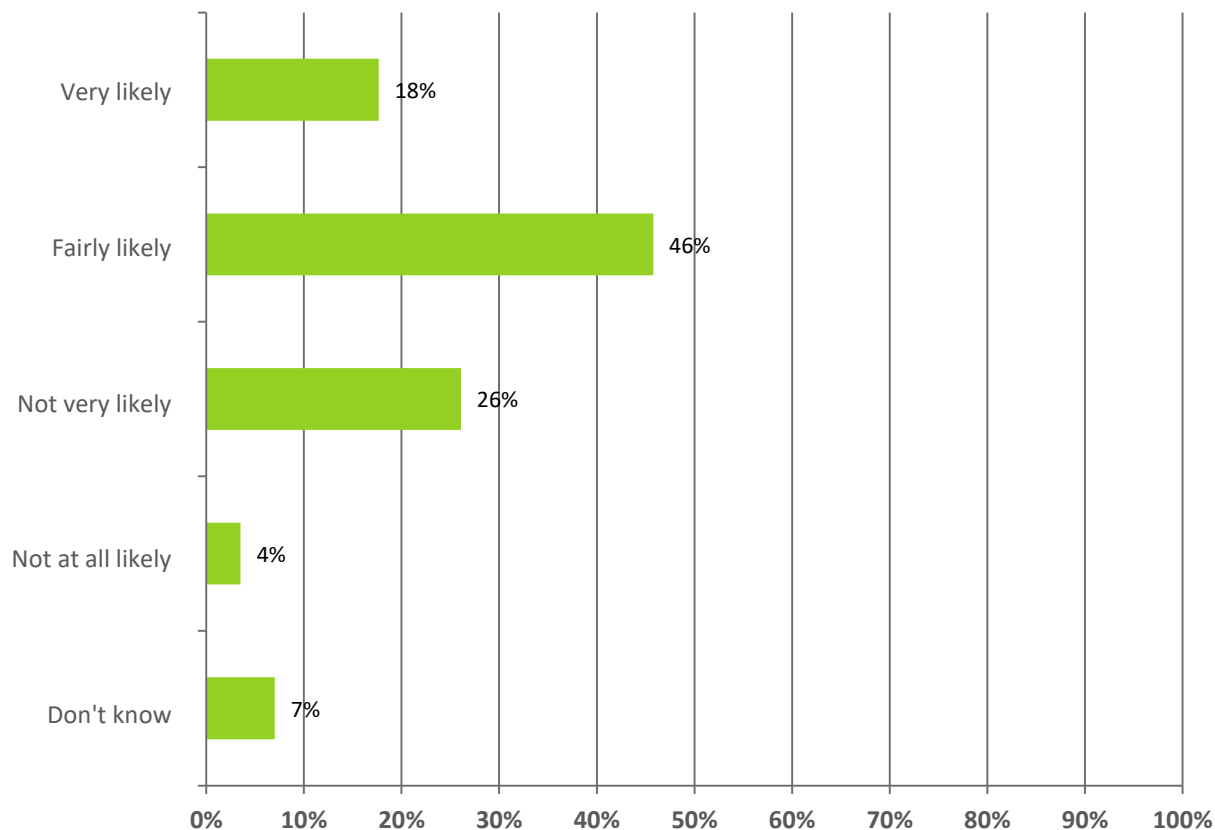
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All Finland Adults (1002)

Code Against Cancer - Finland

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

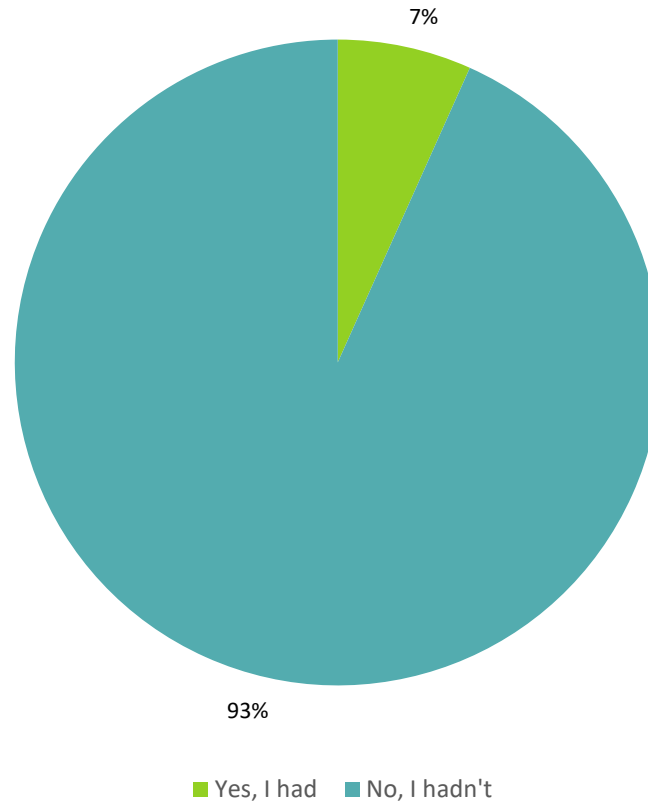


Base: All Finland Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (821)



Code Against Cancer - Finland

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

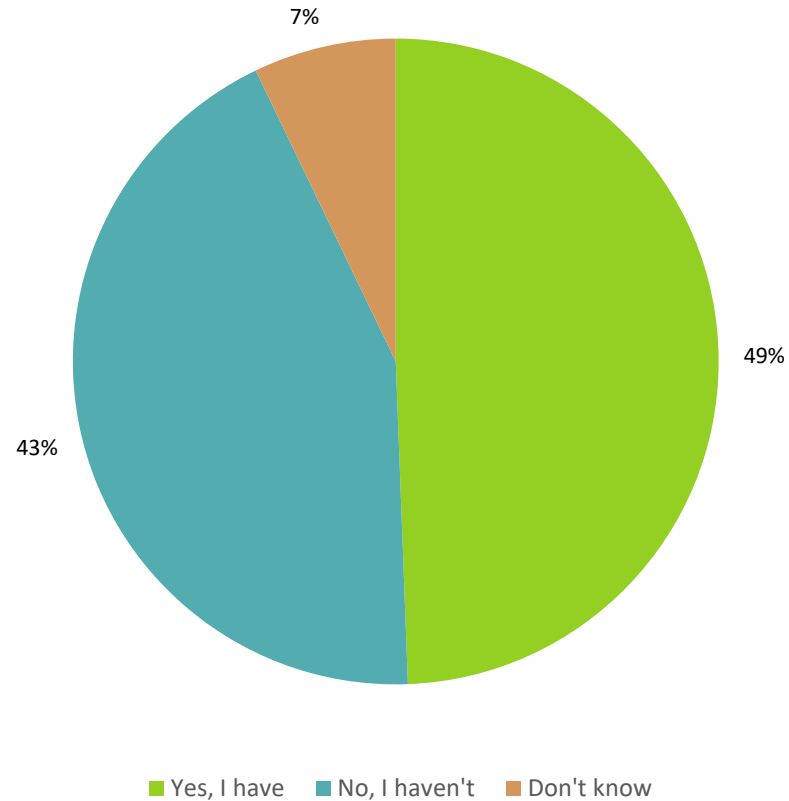


Base: All Finland Adults (1002)

Code Against Cancer - Finland

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

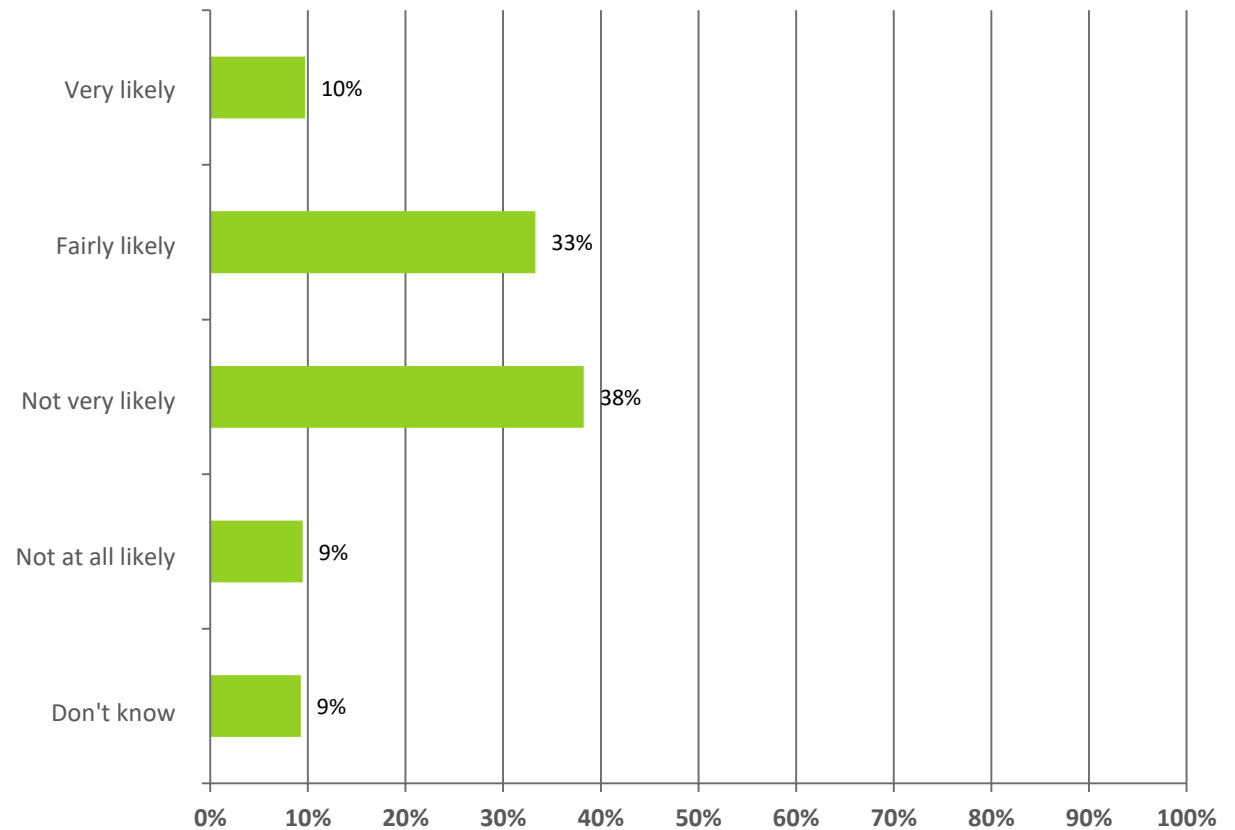
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Finland Adults (1002)

Code Against Cancer - Finland

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

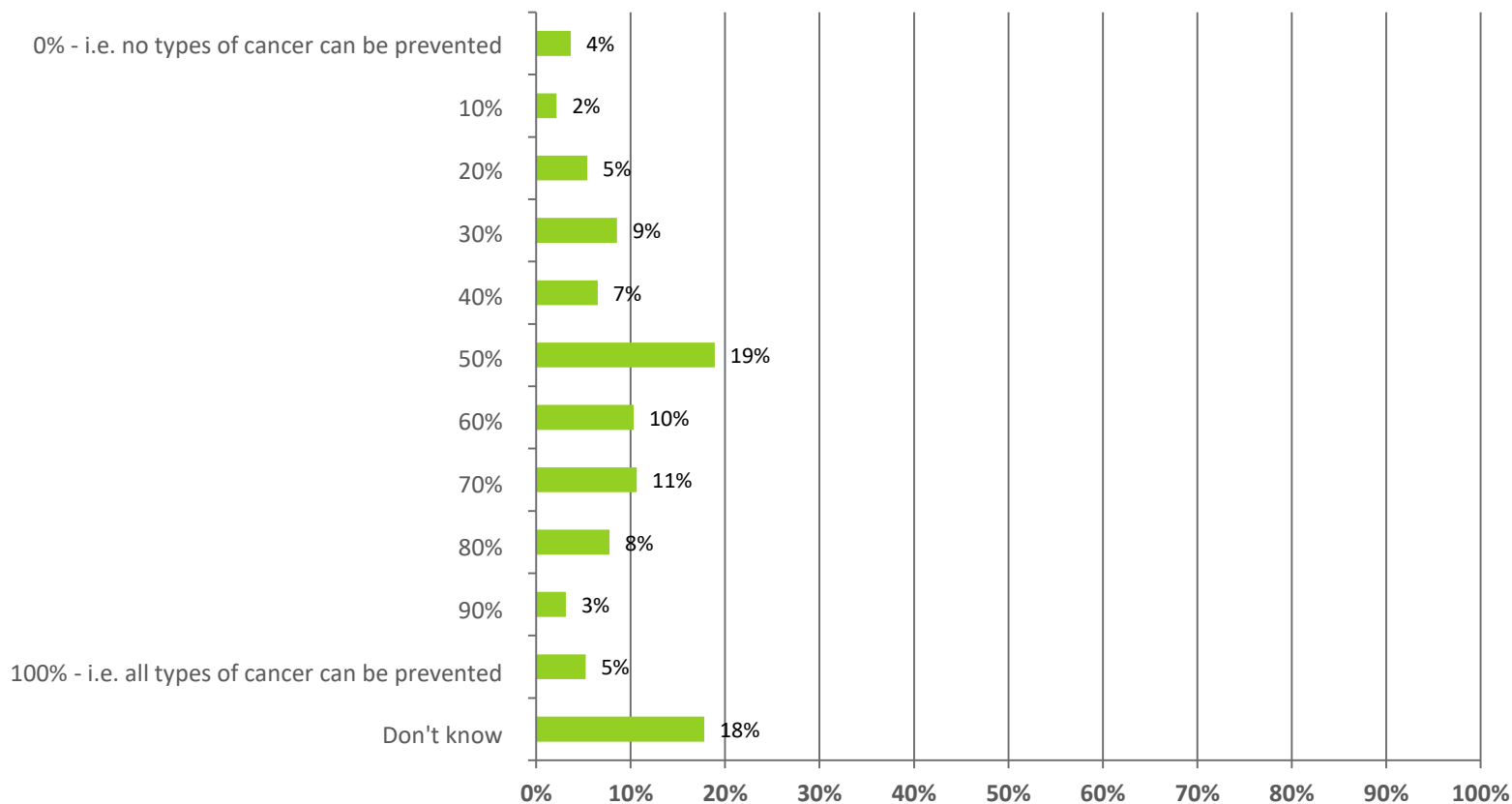


Base: All Finland Adults (1002)

Code Against Cancer - France

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



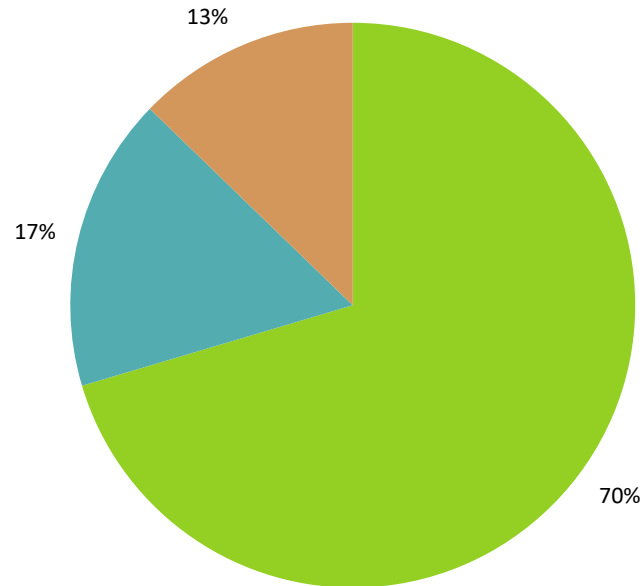
Base: All French Adults (1010)



Code Against Cancer - France

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



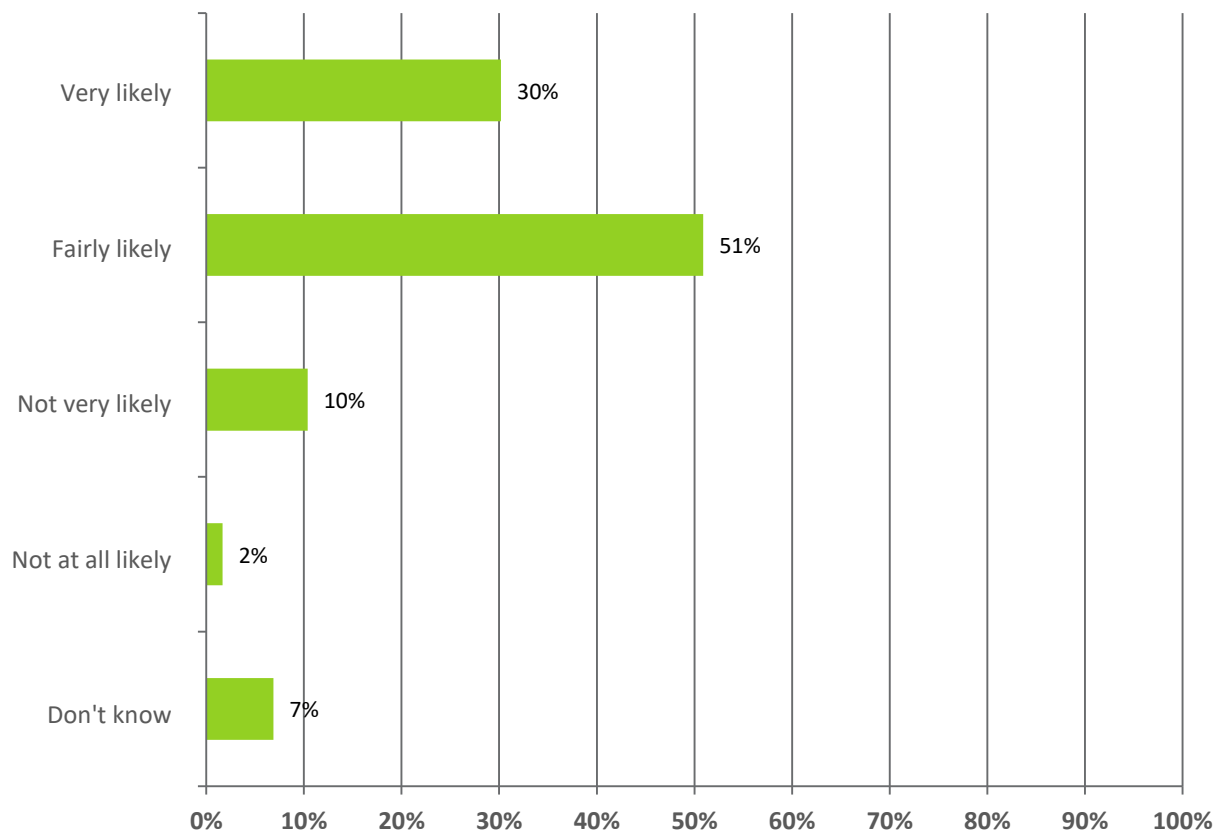
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All French Adults (1010)

Code Against Cancer - France

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

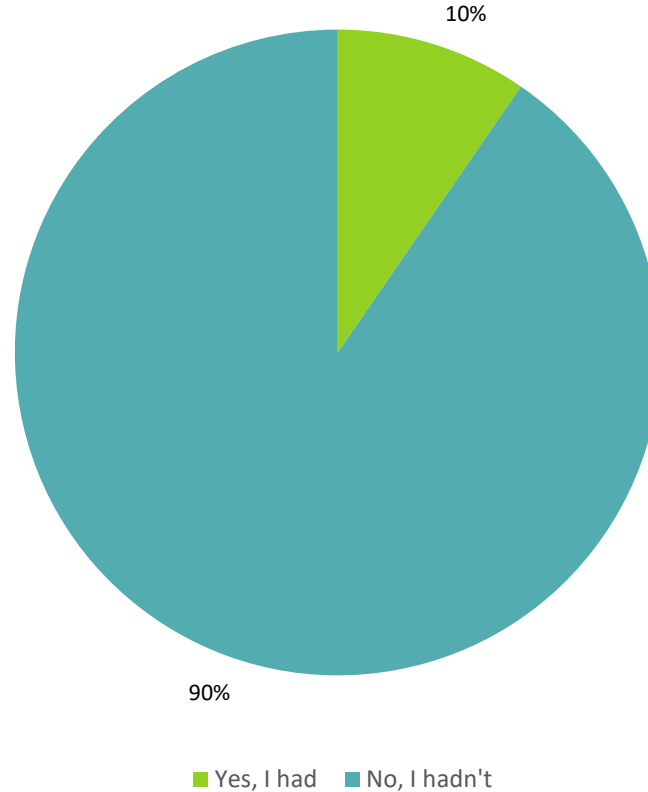


Base: All French Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (713)



Code Against Cancer - France

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

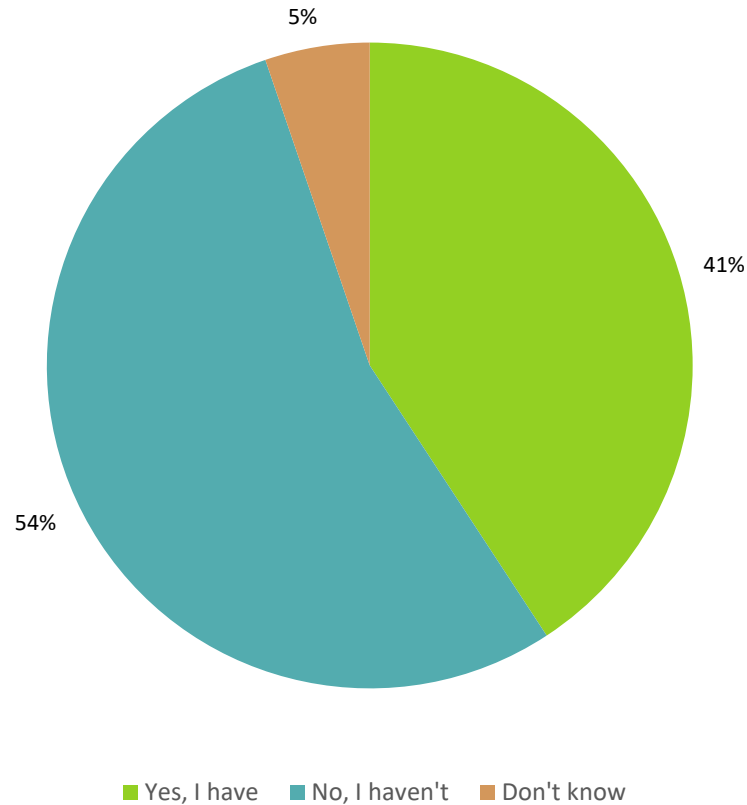


Base: All French Adults (1010)

Code Against Cancer - France

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

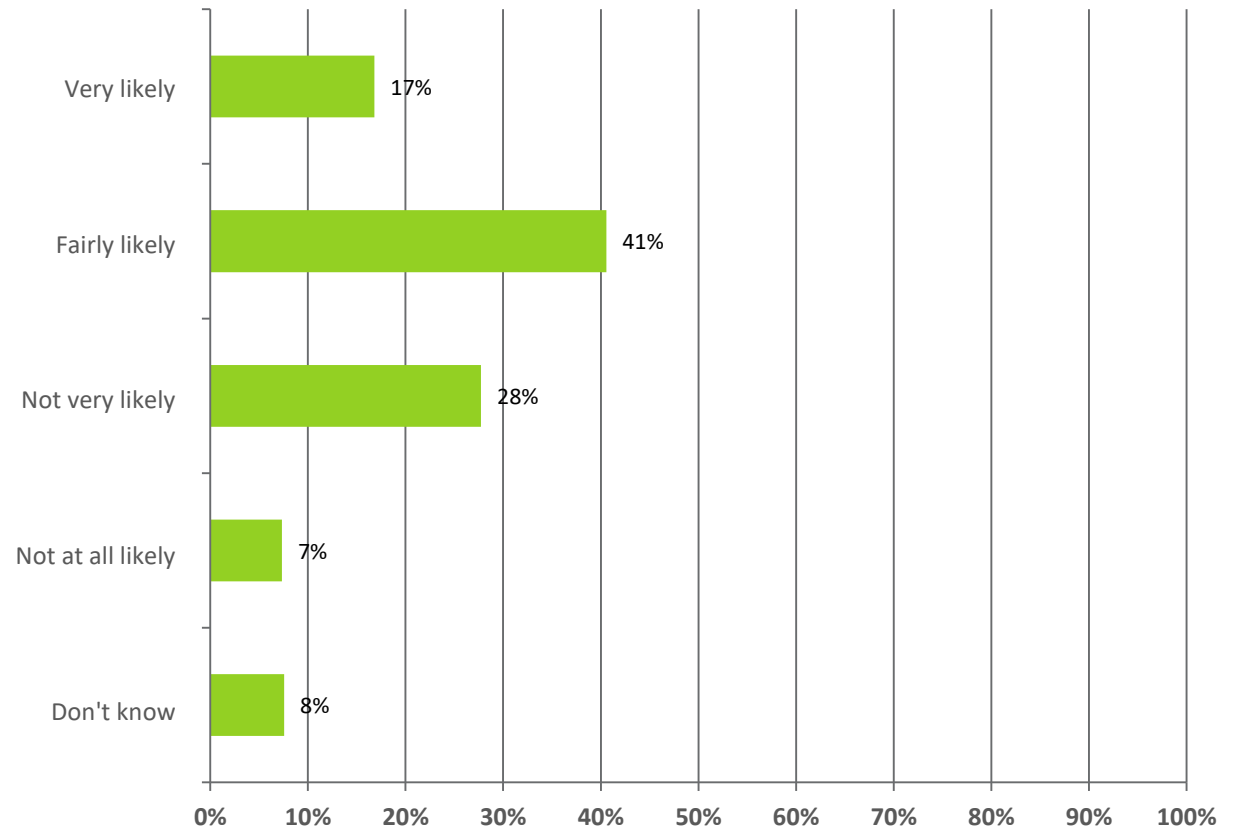
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All French Adults (1010)

Code Against Cancer - France

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

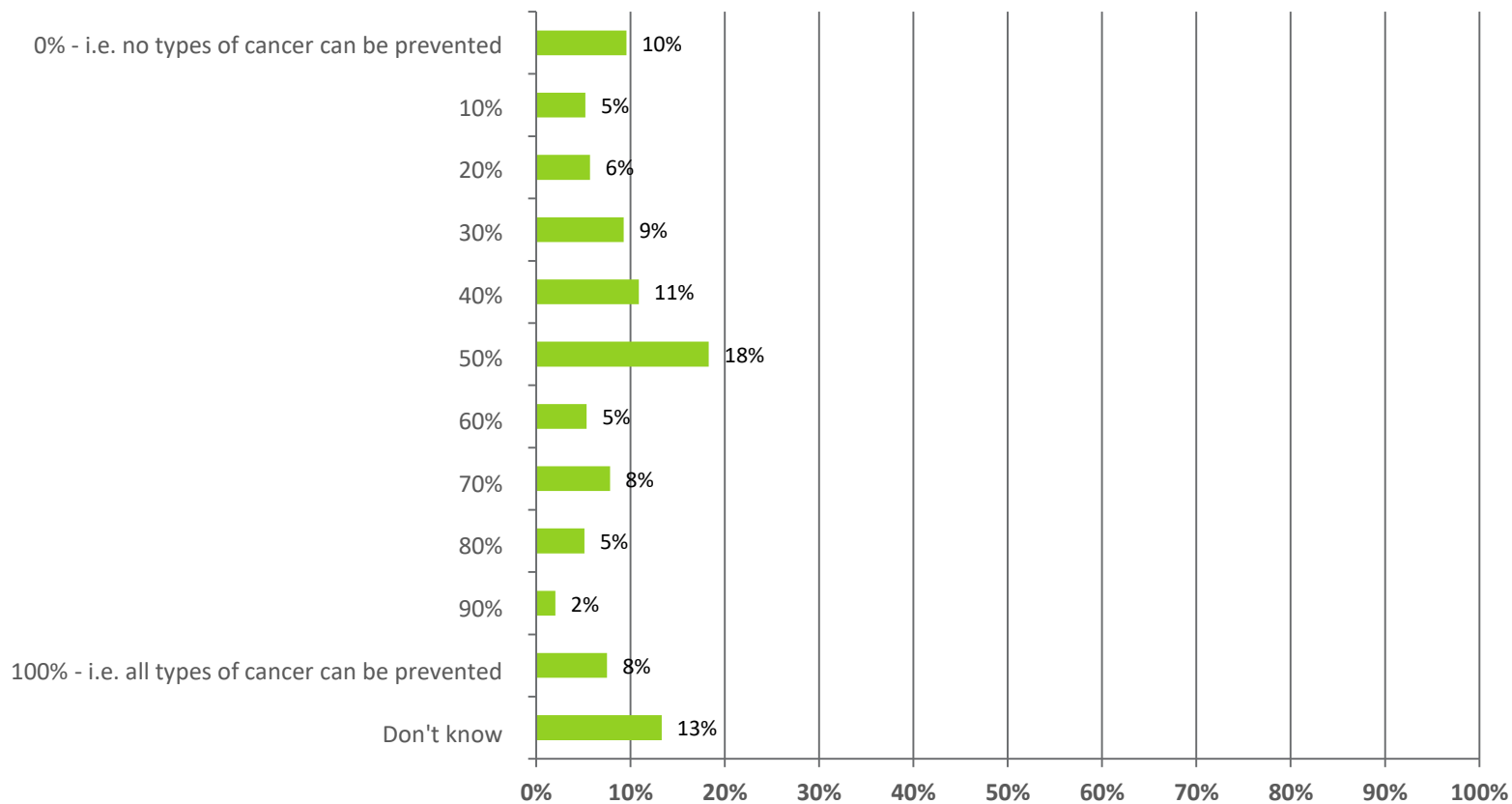


Base: All French Adults (1010)

Code Against Cancer - Hungary

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



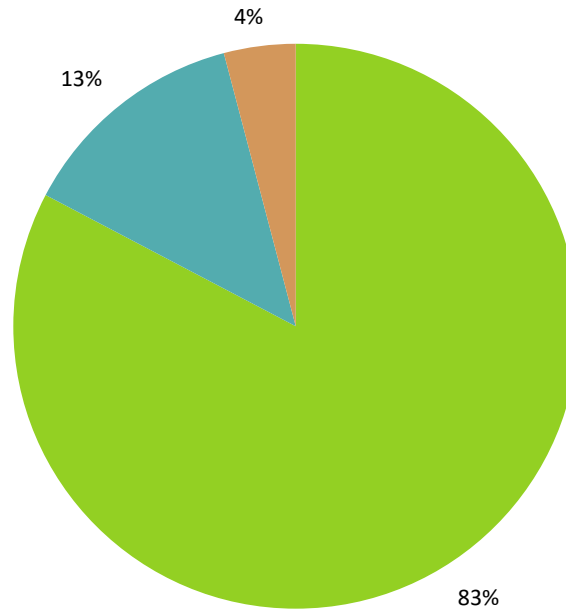
Base: All Hungarian Adults (502)

YouGov

Code Against Cancer - Hungary

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



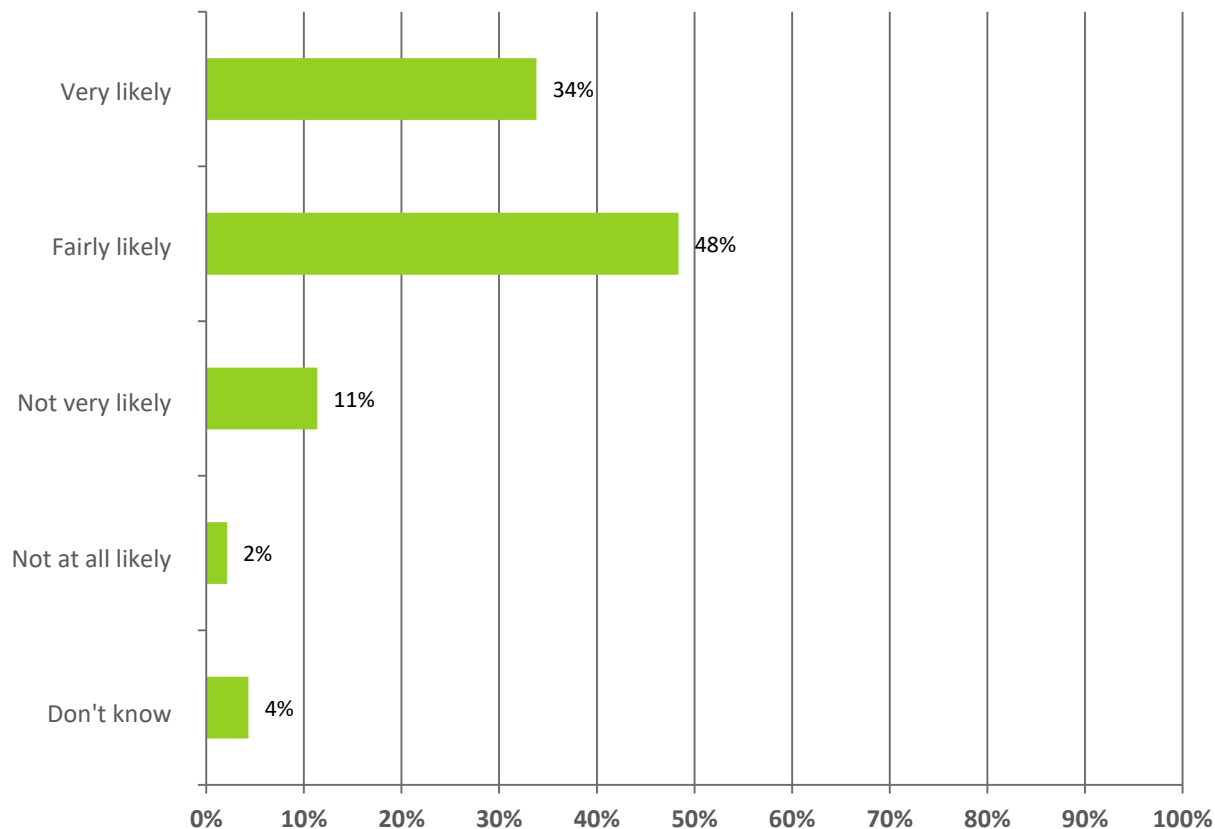
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All Hungarian Adults (502)

Code Against Cancer - Hungary

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

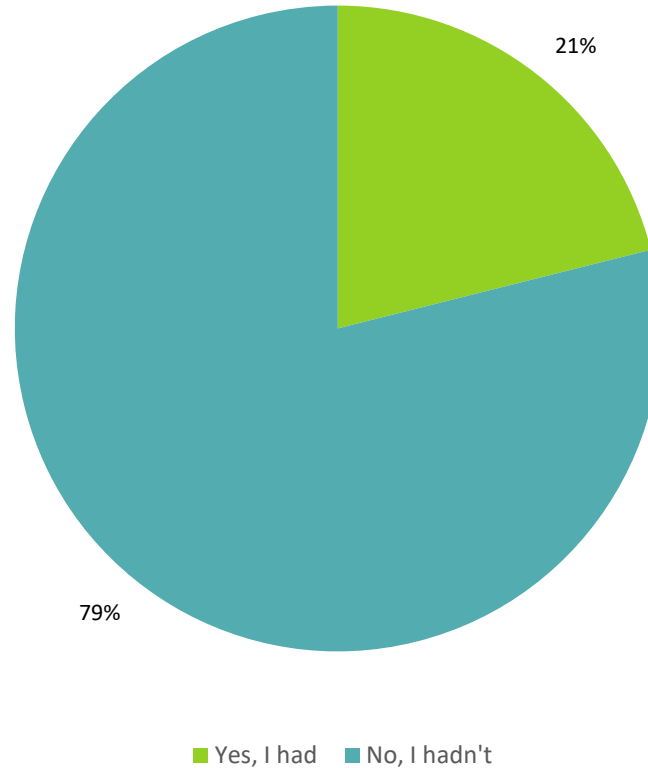


Base: All Hungarian Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (415)



Code Against Cancer - Hungary

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

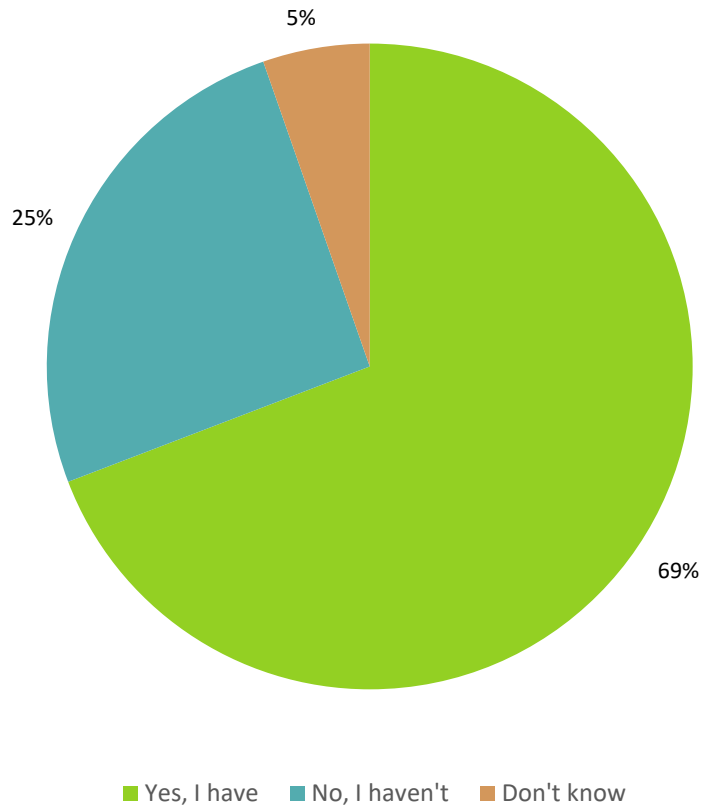


Base: All Hungarian Adults (502)

Code Against Cancer - Hungary

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

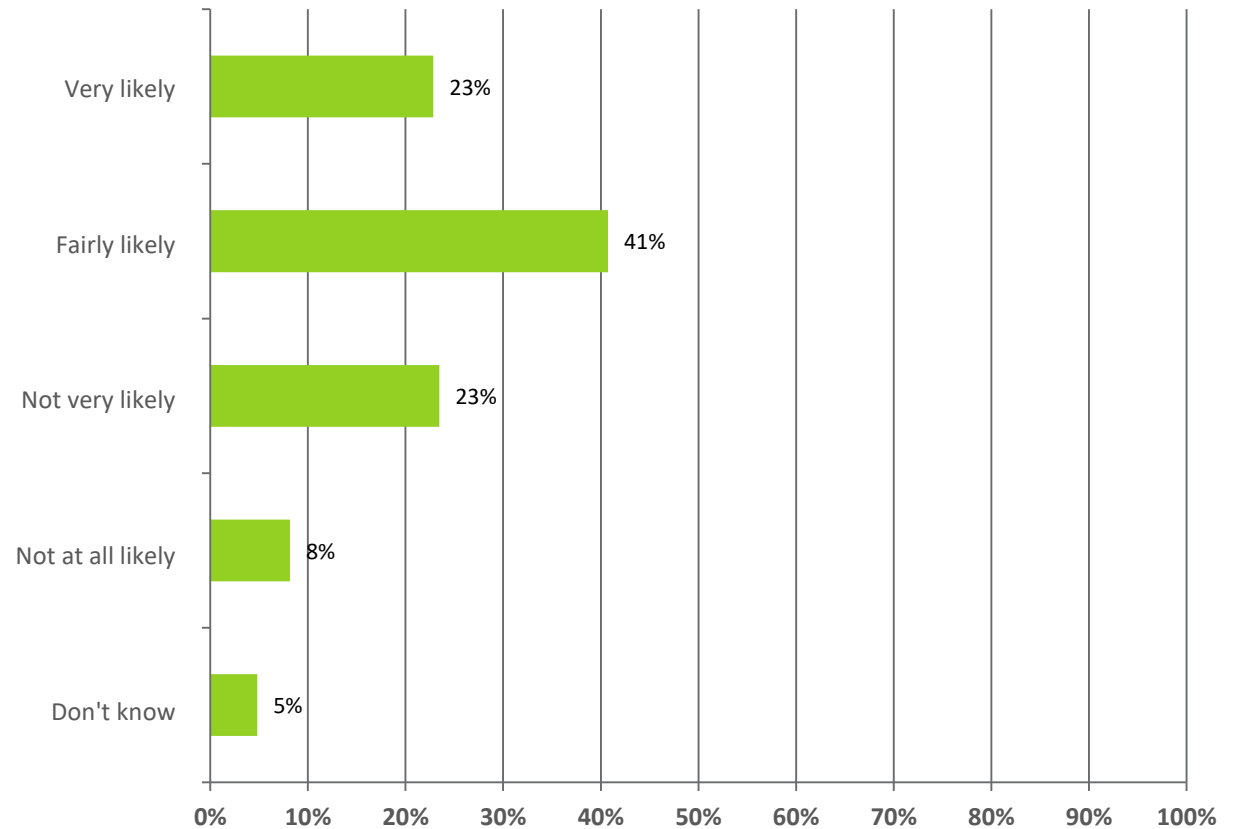
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Hungarian Adults (502)

Code Against Cancer - Hungary

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

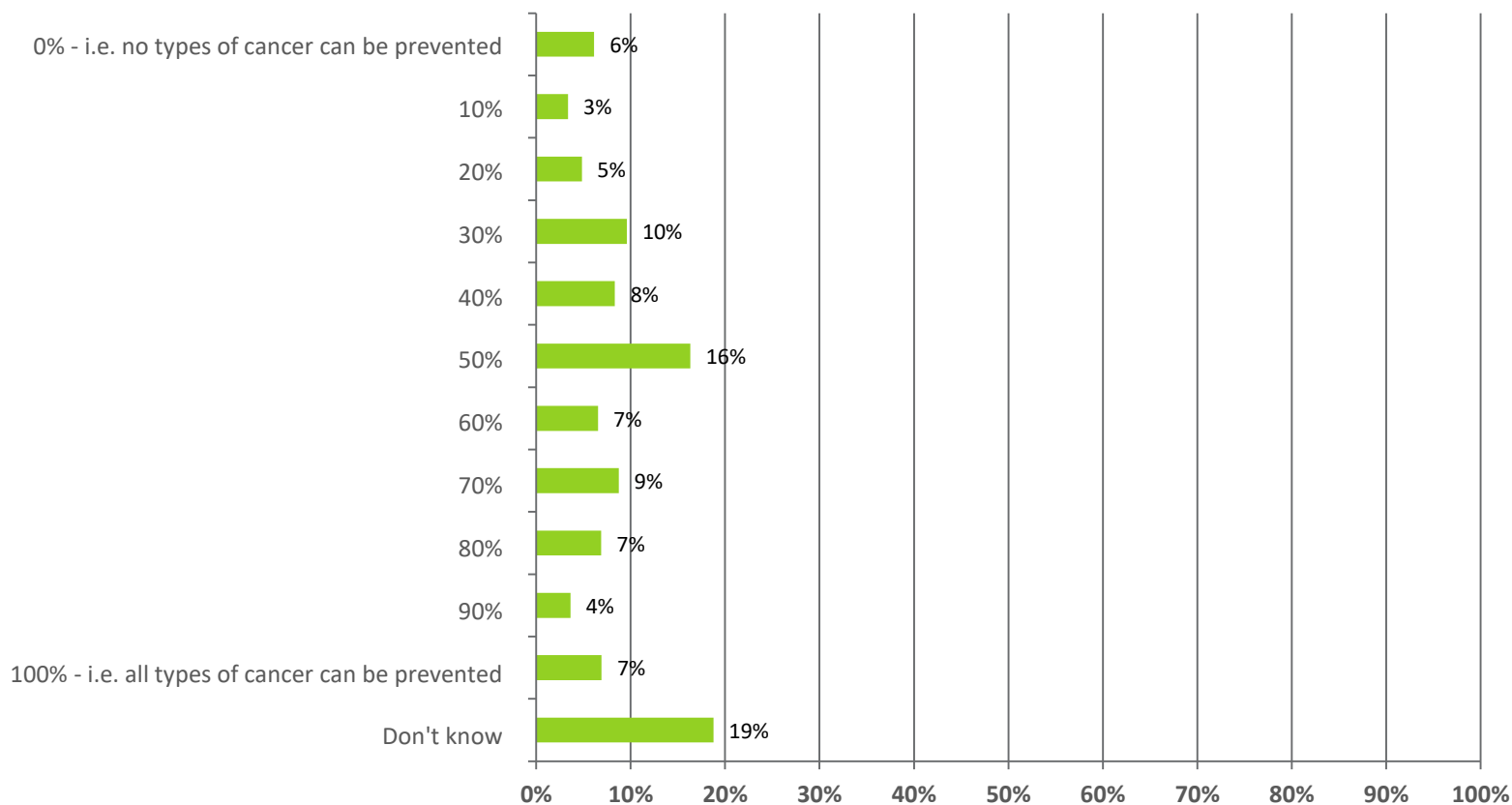


Base: All Hungarian Adults (502)

Code Against Cancer – Poland

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



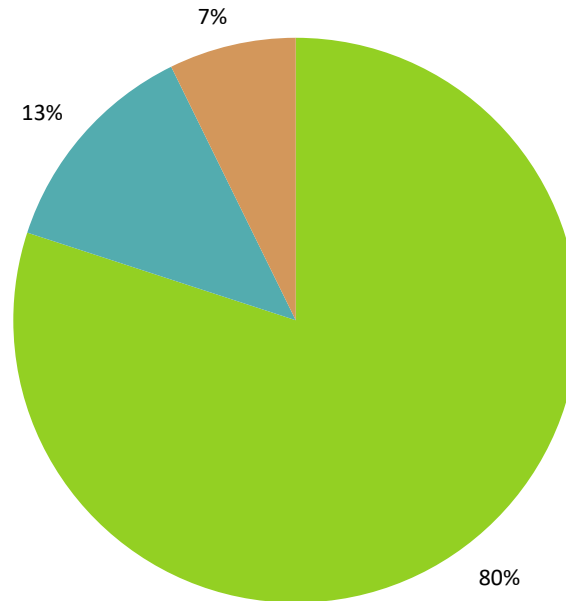
Base: All Polish Adults (1003)



Code Against Cancer – Poland

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



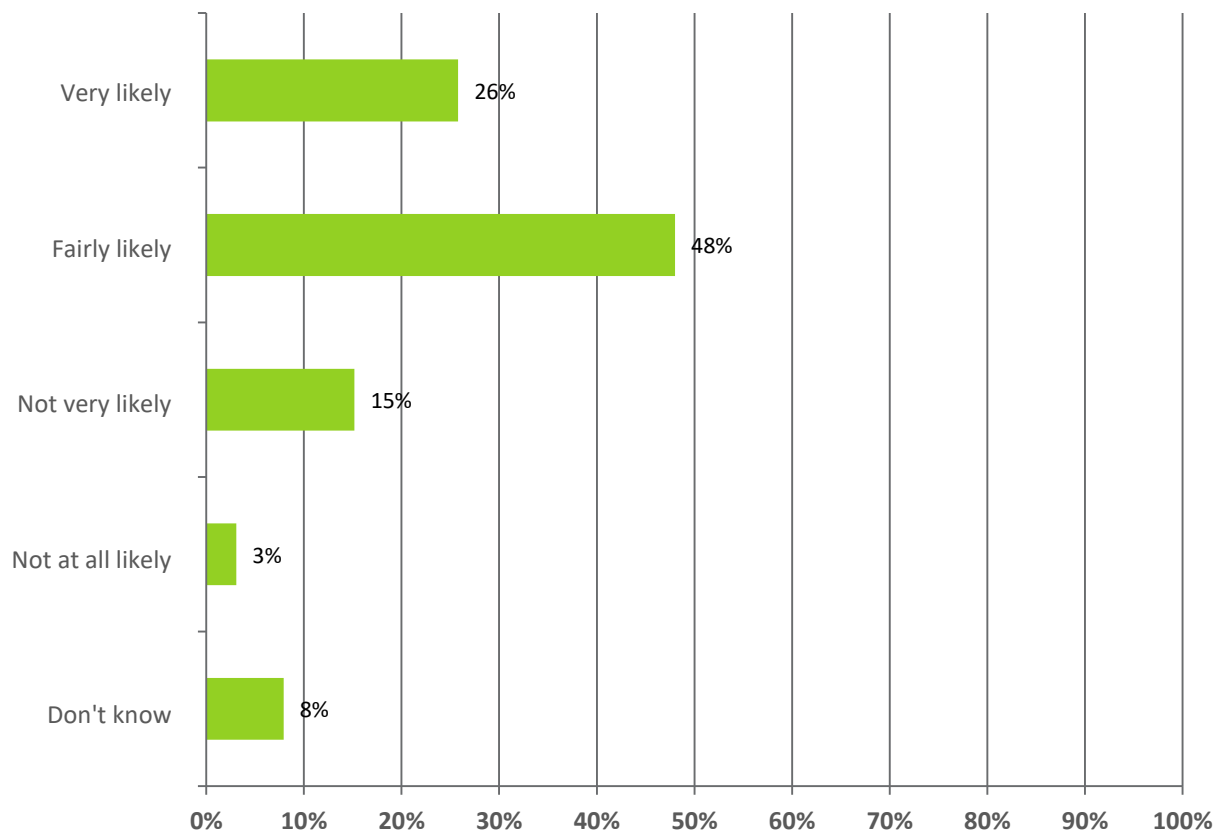
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All Polish Adults (1003)

Code Against Cancer – Poland

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

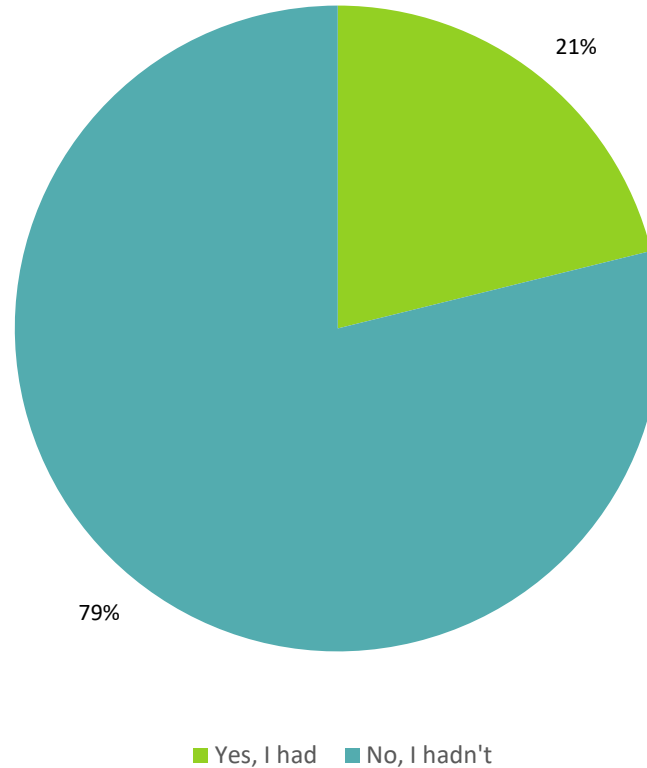


Base: All Polish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (803)



Code Against Cancer – Poland

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

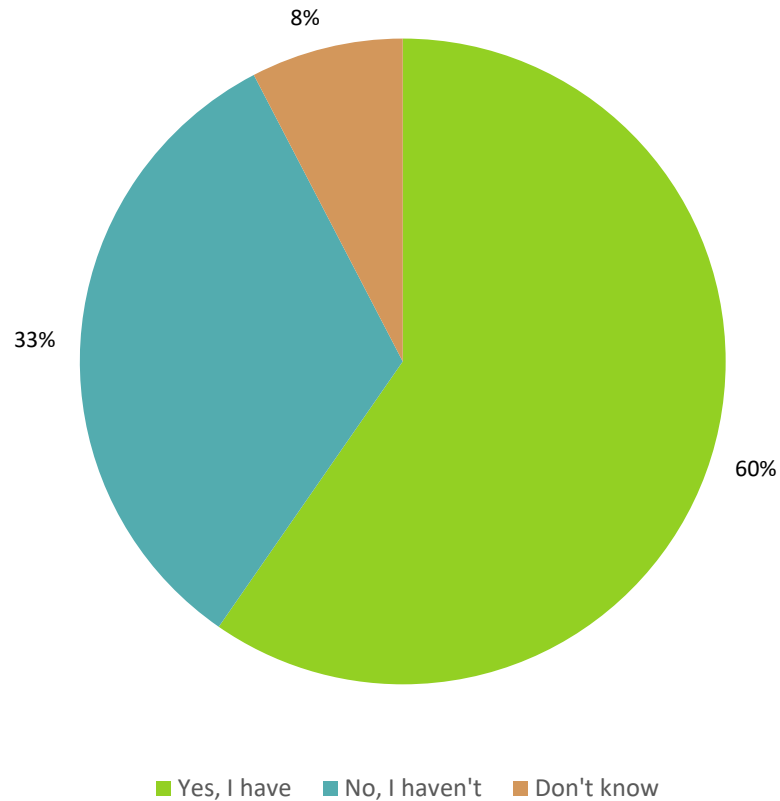


Base: All Polish Adults (1003)

Code Against Cancer – Poland

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

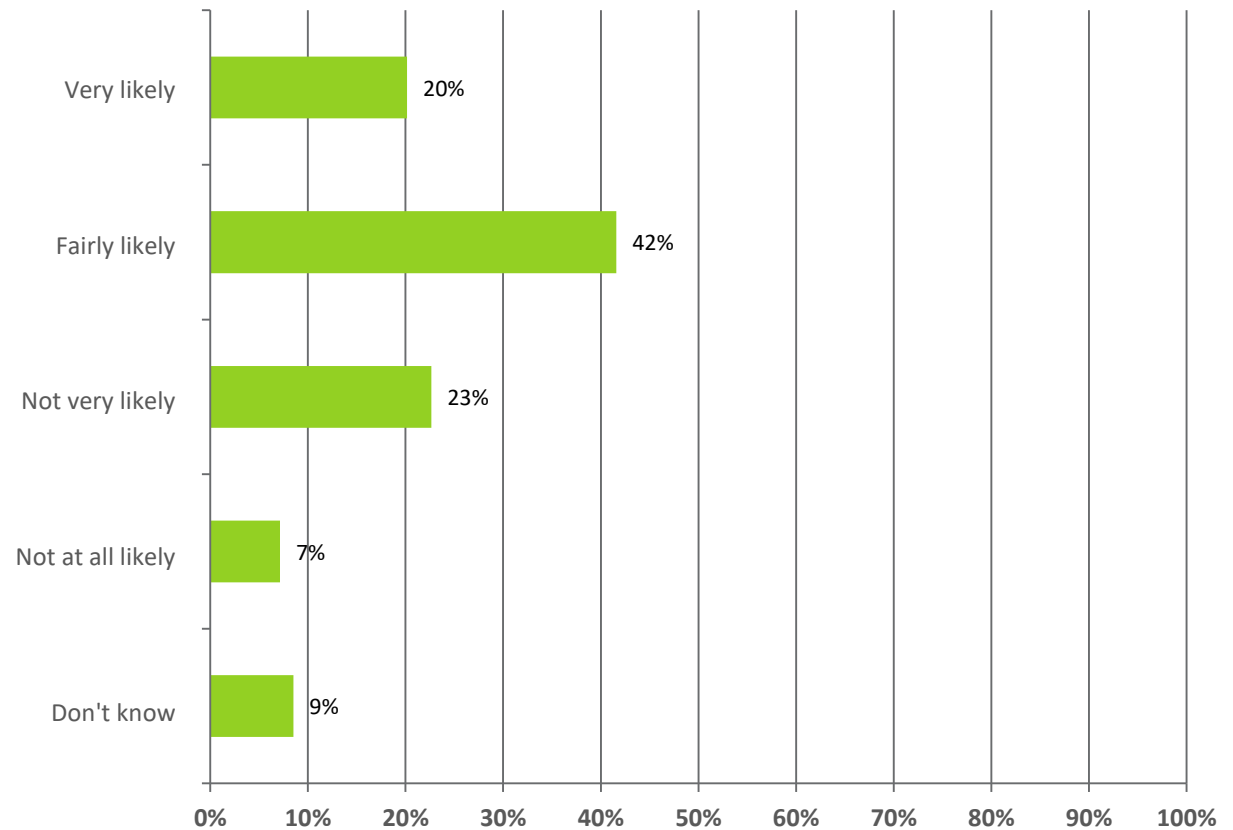
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Polish Adults (1003)

Code Against Cancer – Poland

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

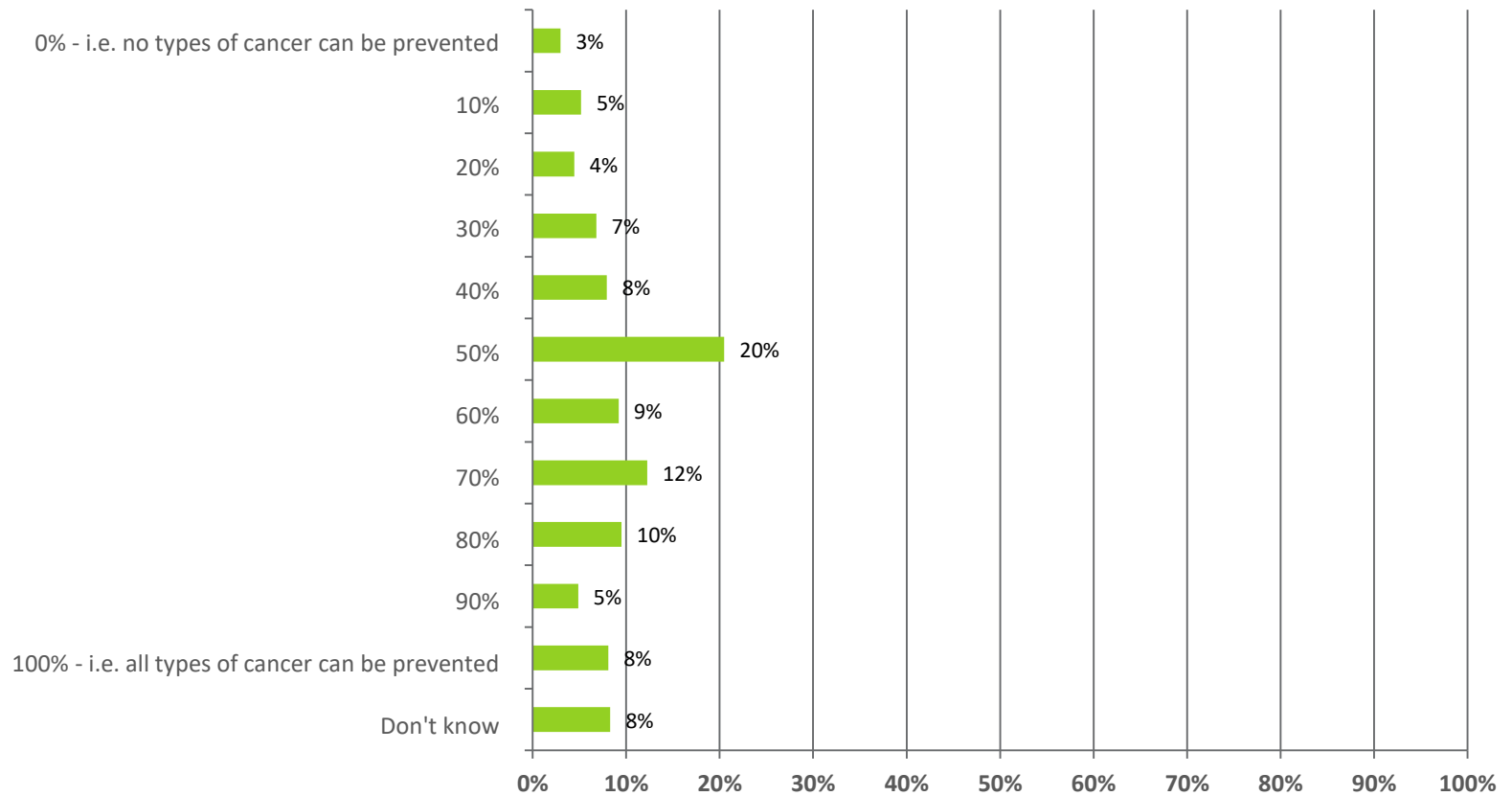


Base: All Polish Adults (1003)

Code Against Cancer – Portugal

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



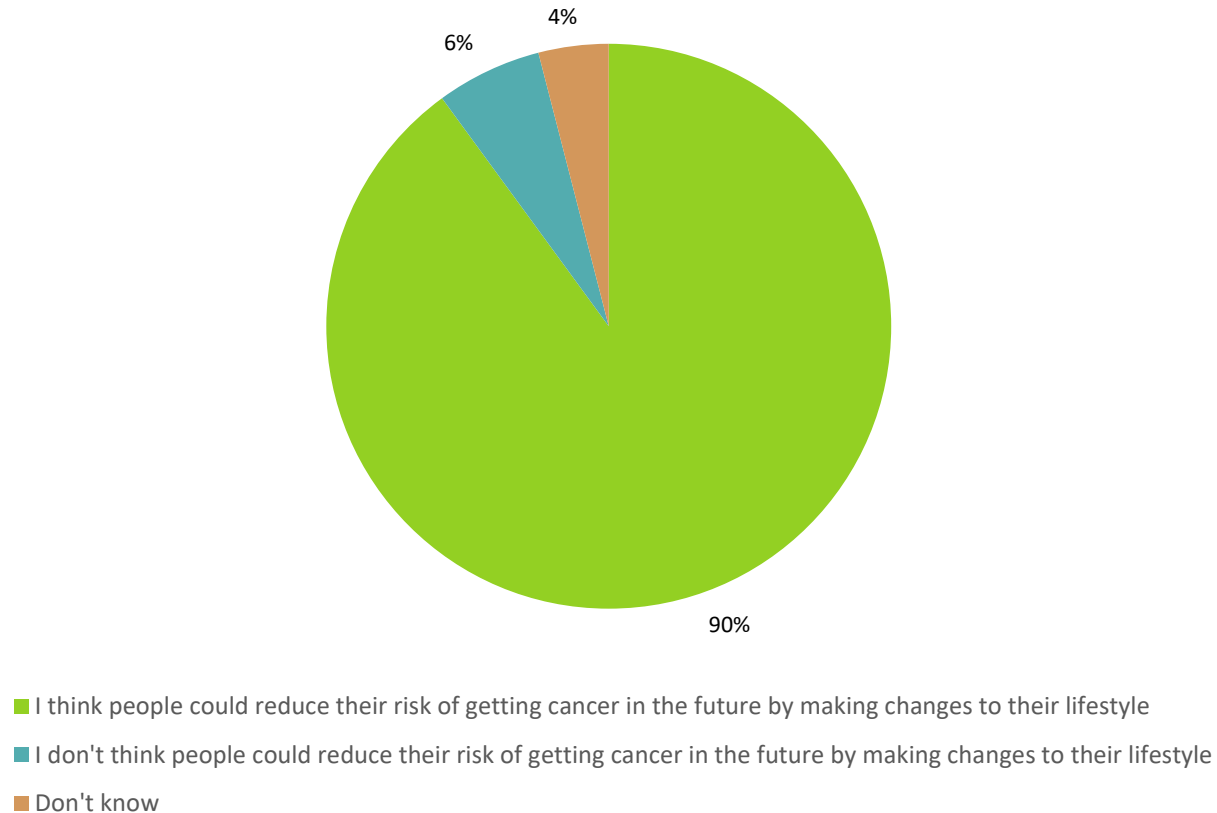
Base: All Portuguese Adults (503)



Code Against Cancer – Portugal

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?

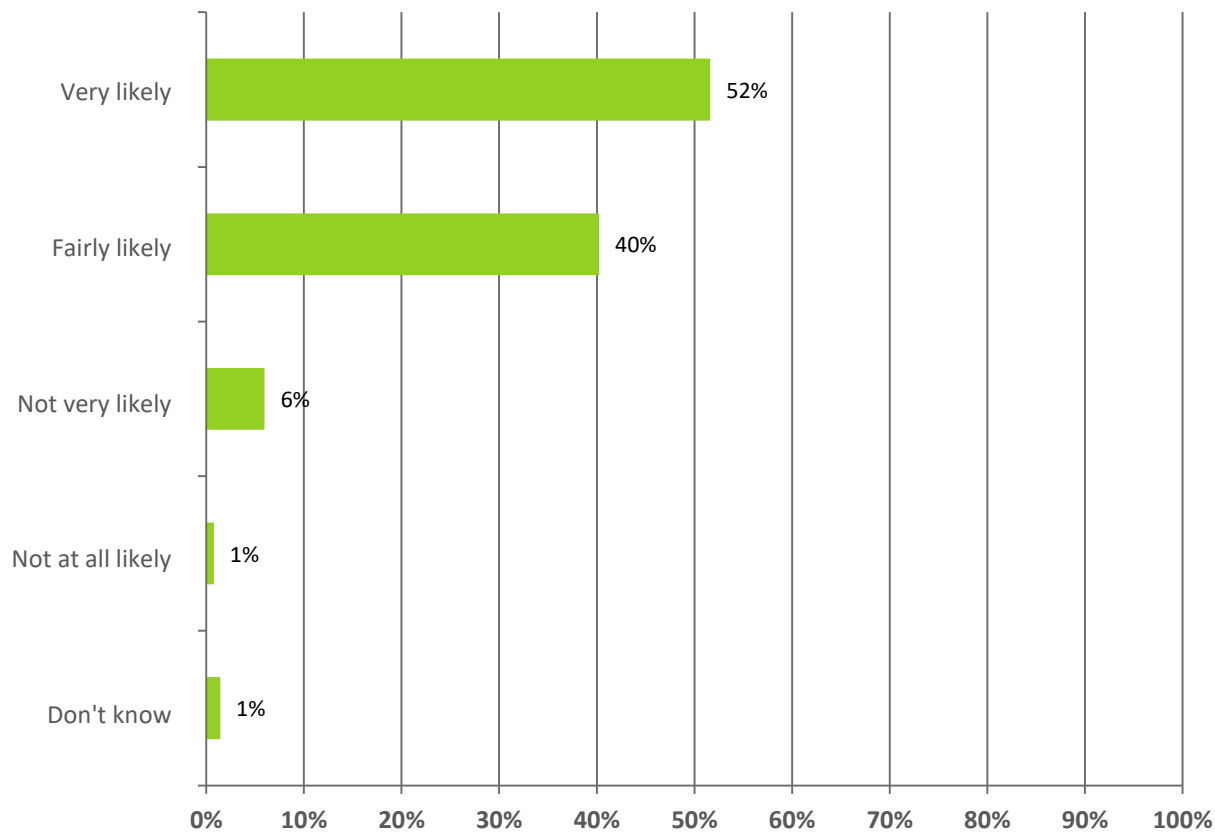


Base: All Portuguese Adults (503)

Code Against Cancer – Portugal

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

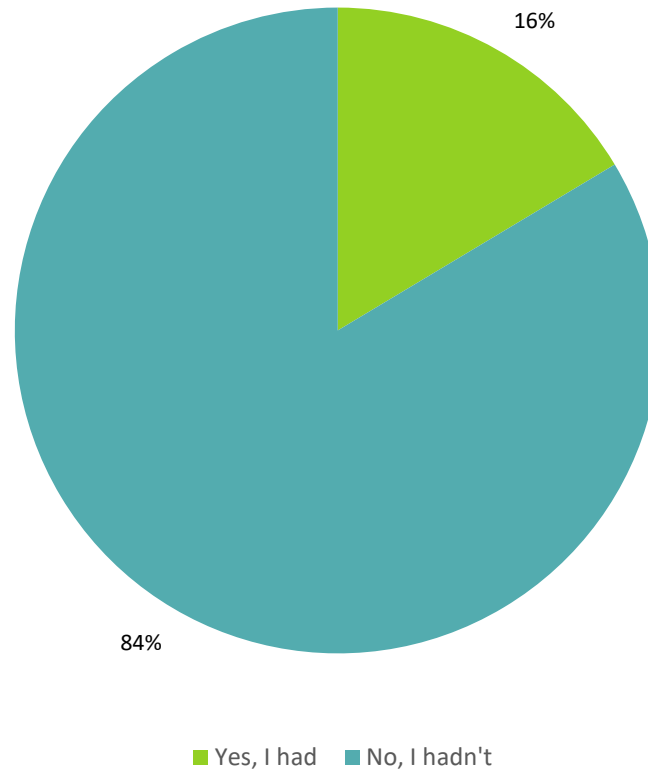


Base: All Portuguese Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (451)



Code Against Cancer – Portugal

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

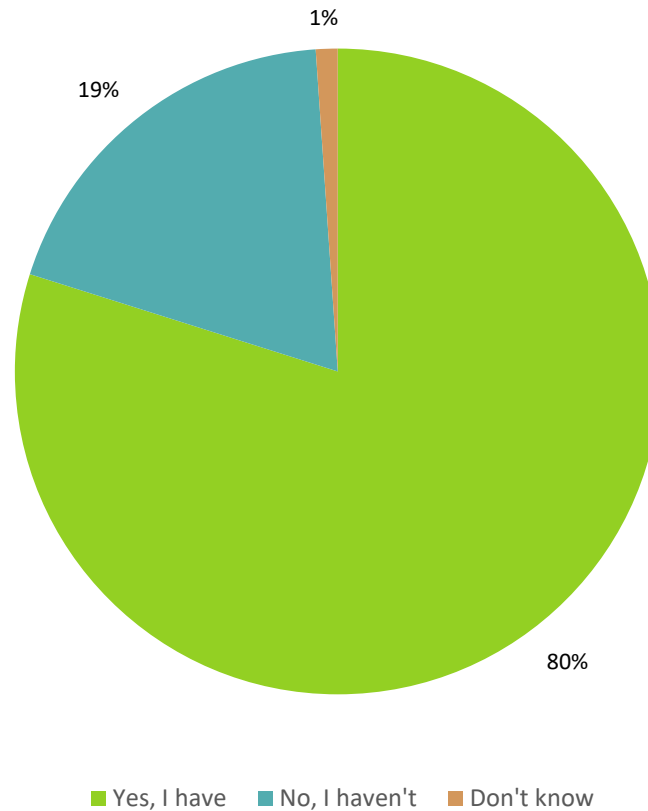


Base: All Portuguese Adults (503)

Code Against Cancer – Portugal

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

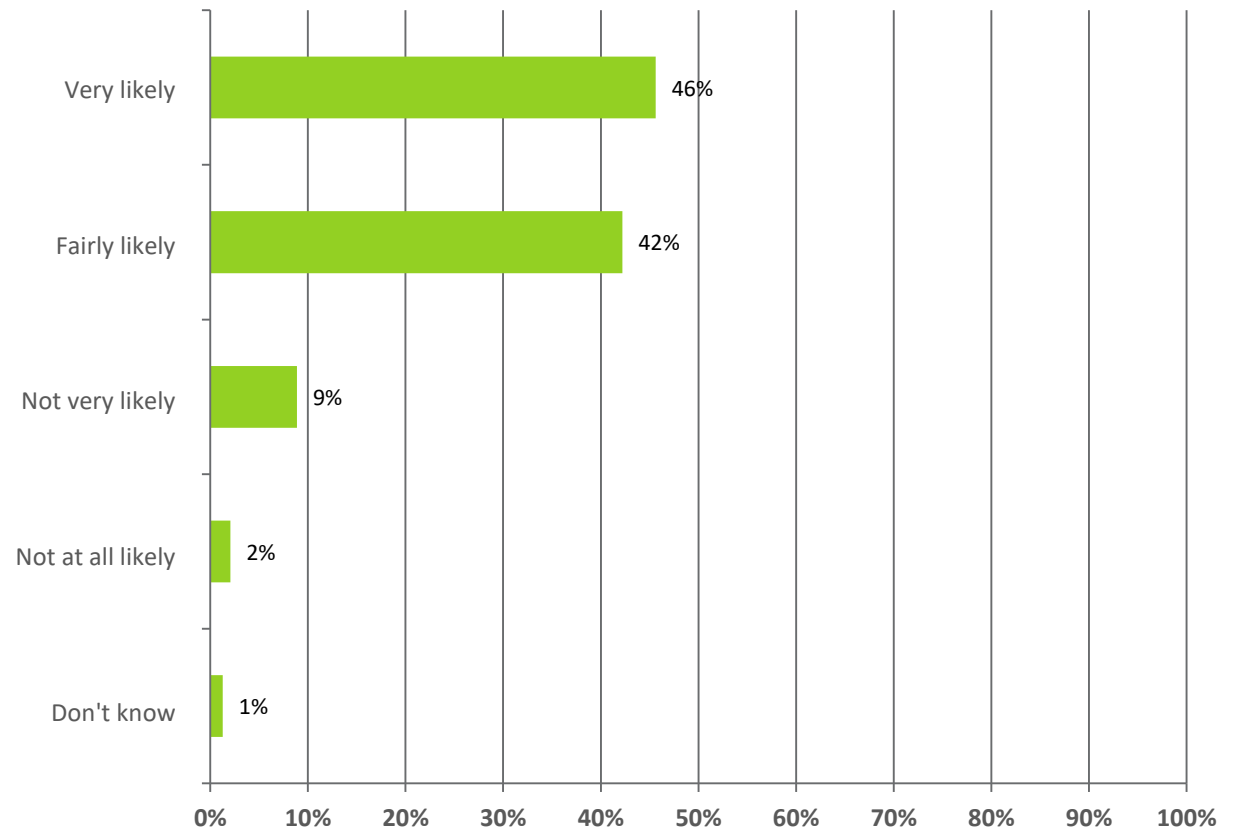
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Portuguese Adults (503)

Code Against Cancer – Portugal

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

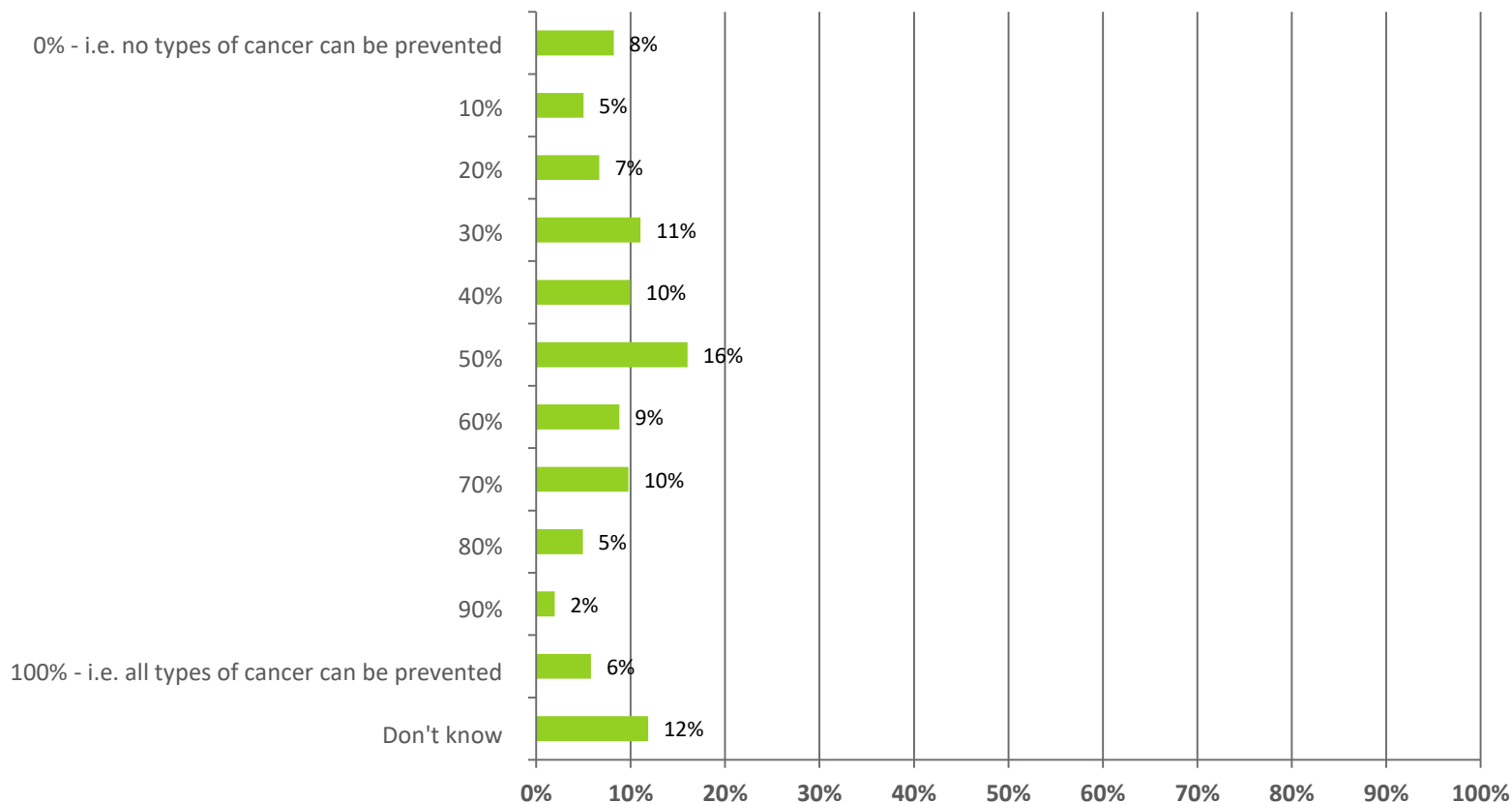


Base: All Portuguese Adults (503)

Code Against Cancer – Ireland (ROI)

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



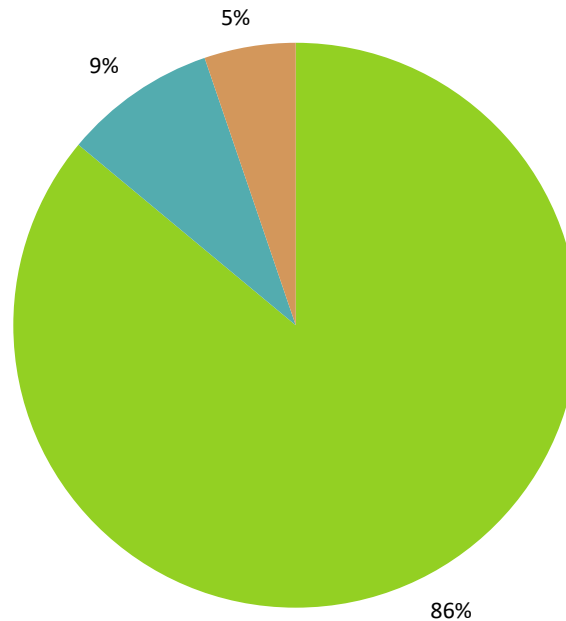
Base: All Irish Adults (1001)



Code Against Cancer – Ireland (ROI)

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



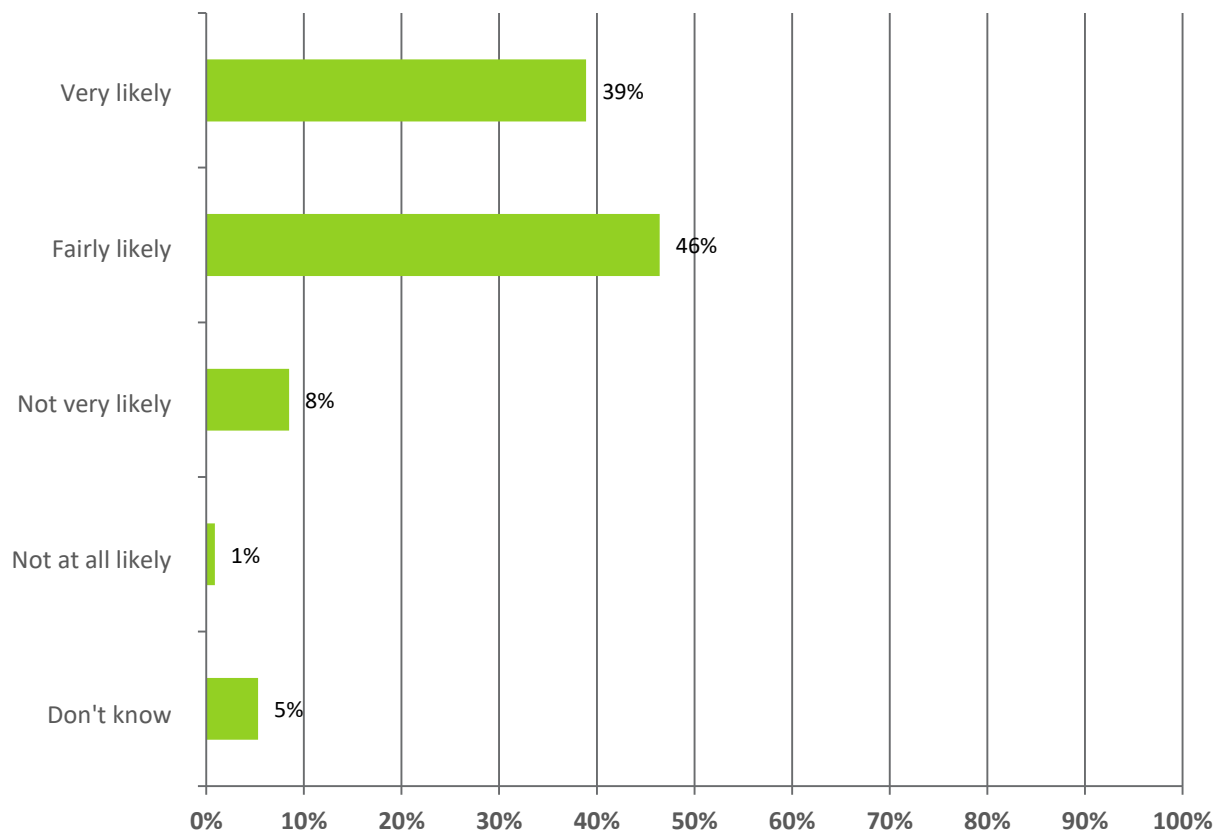
- I think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- I don't think people could reduce their risk of getting cancer in the future by making changes to their lifestyle
- Don't know

Base: All Irish Adults (1001)

Code Against Cancer – Ireland (ROI)

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

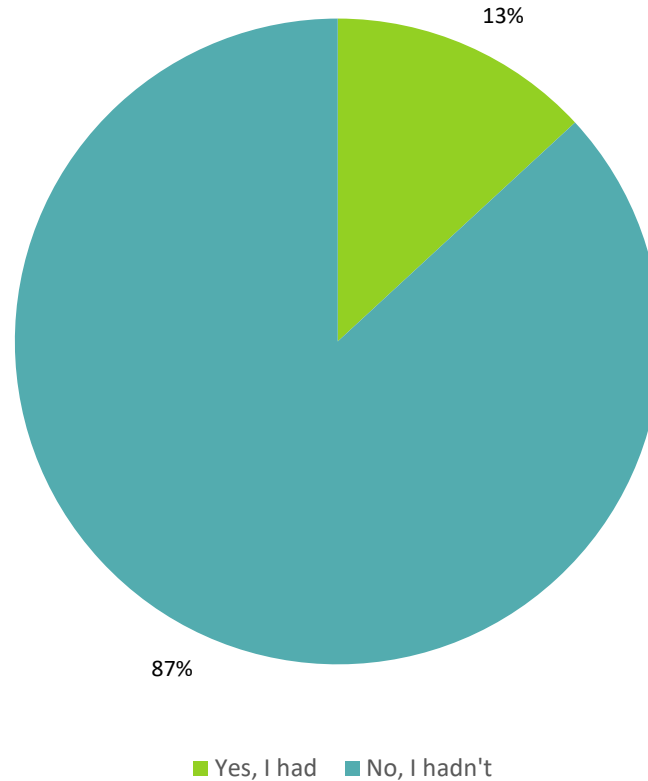


Base: All Irish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (862)



Code Against Cancer – Ireland (ROI)

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

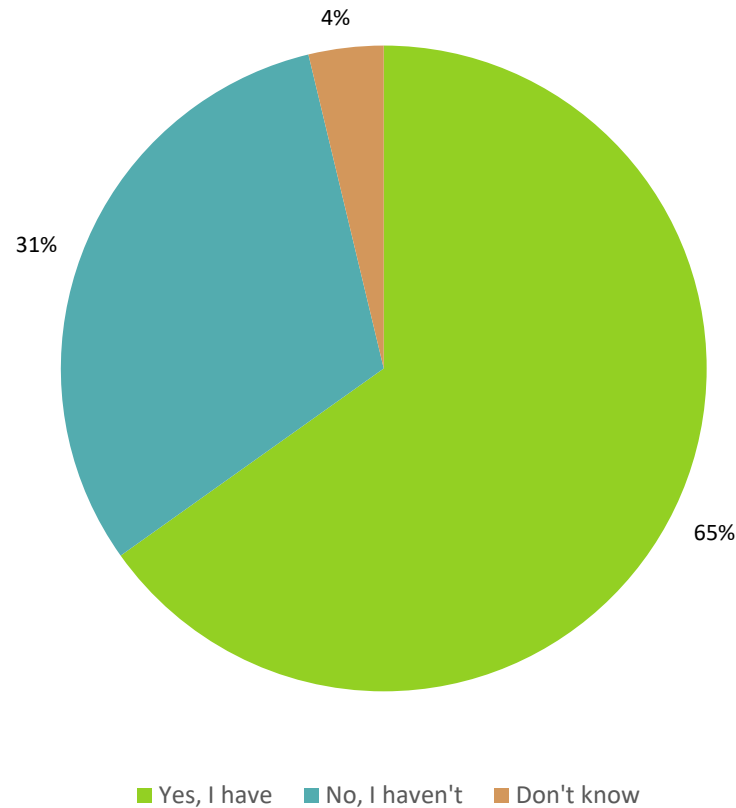


Base: All Irish Adults (1001)

Code Against Cancer – Ireland (ROI)

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

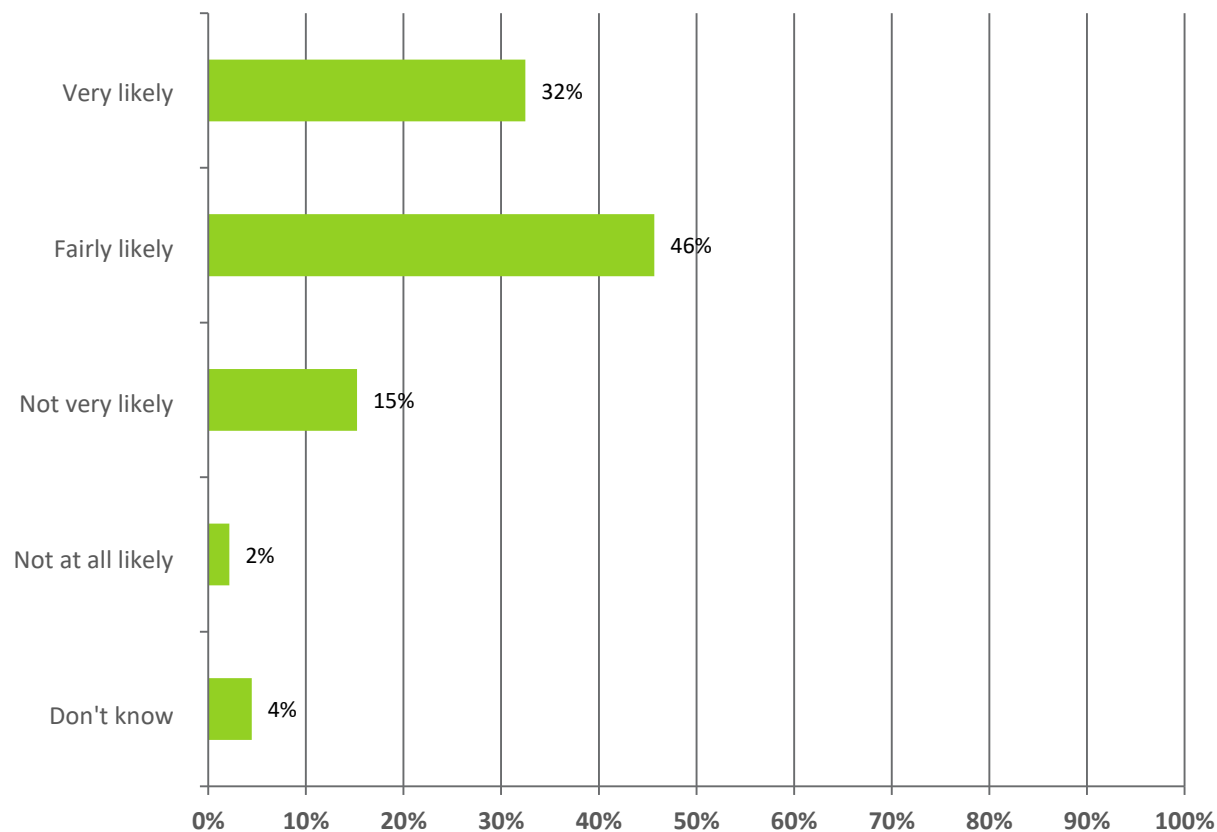
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Irish Adults (1001)

Code Against Cancer – Ireland (ROI)

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

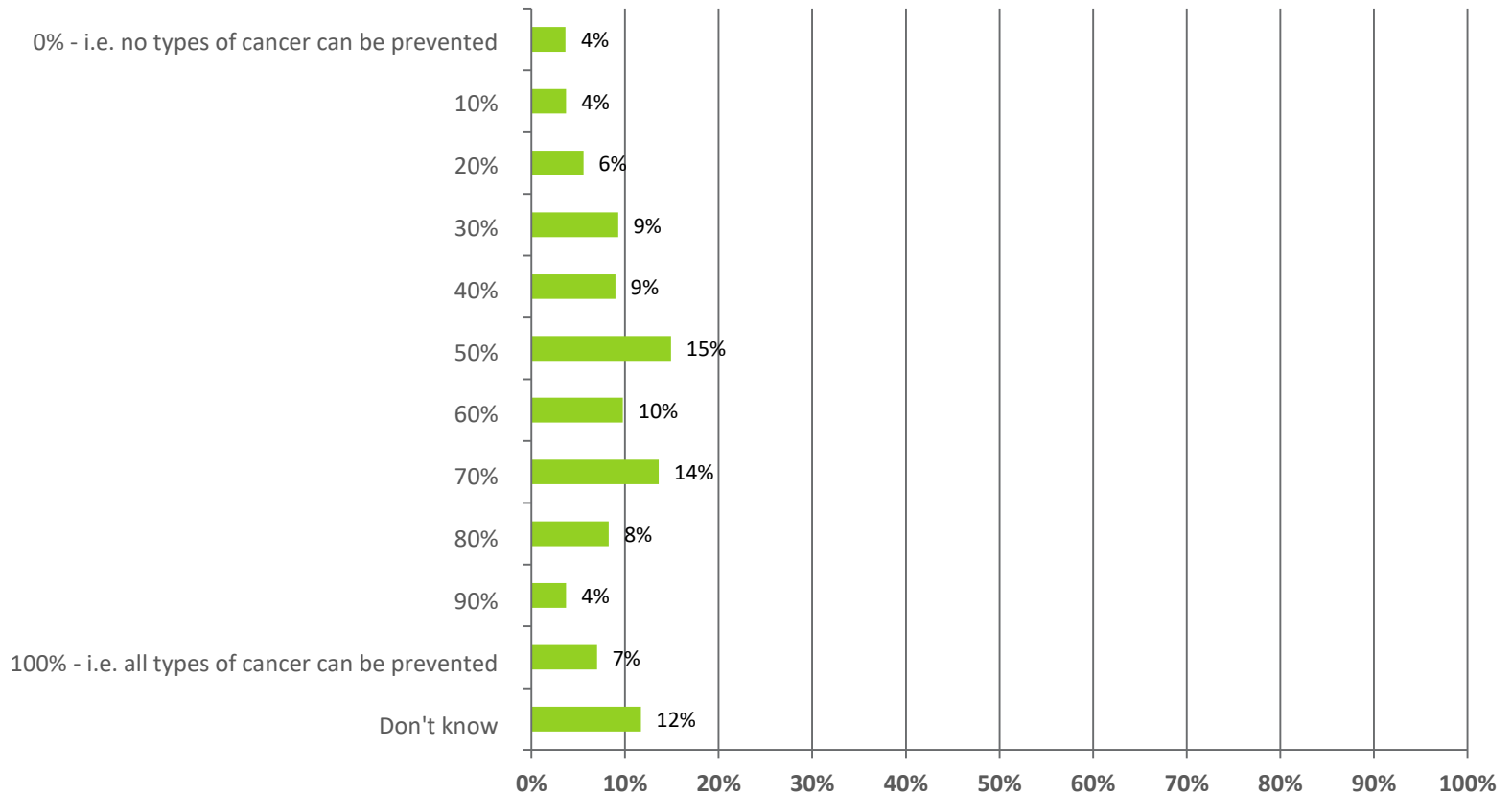


Base: All Irish Adults (1001)

Code Against Cancer – Spain

TEE_q1. Thinking about all types of cancer today (e. g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?

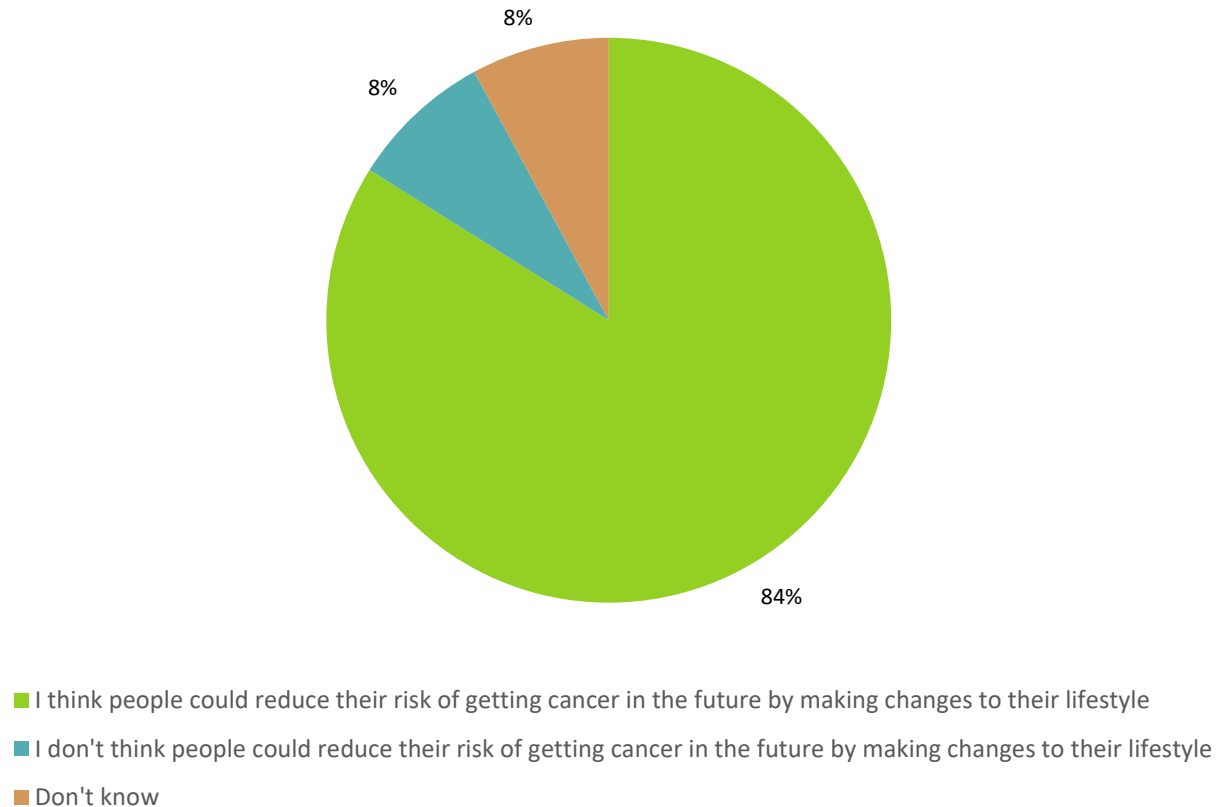


Base: All Spanish Adults (1023)



Code Against Cancer – Spain

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future... Which ONE of the following BEST applies to you?

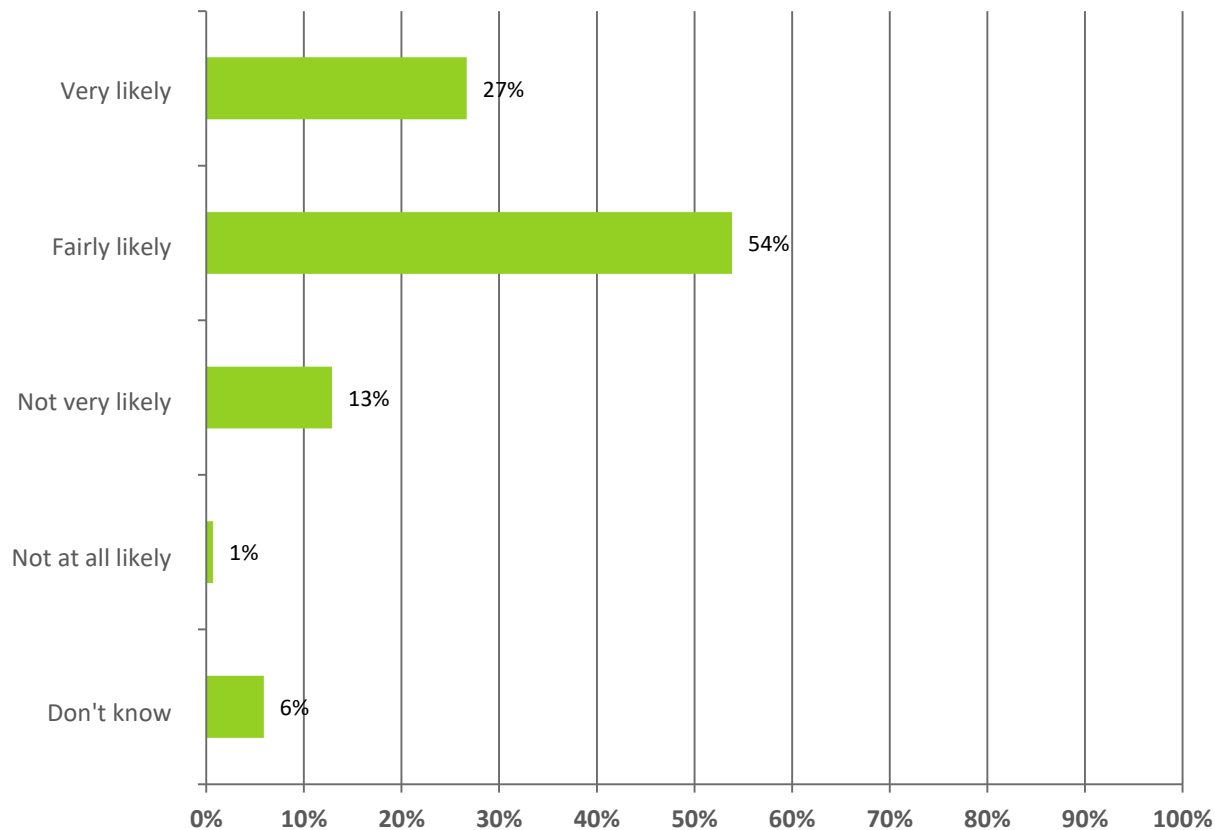


Base: All Spanish Adults (1023)

Code Against Cancer – Spain

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

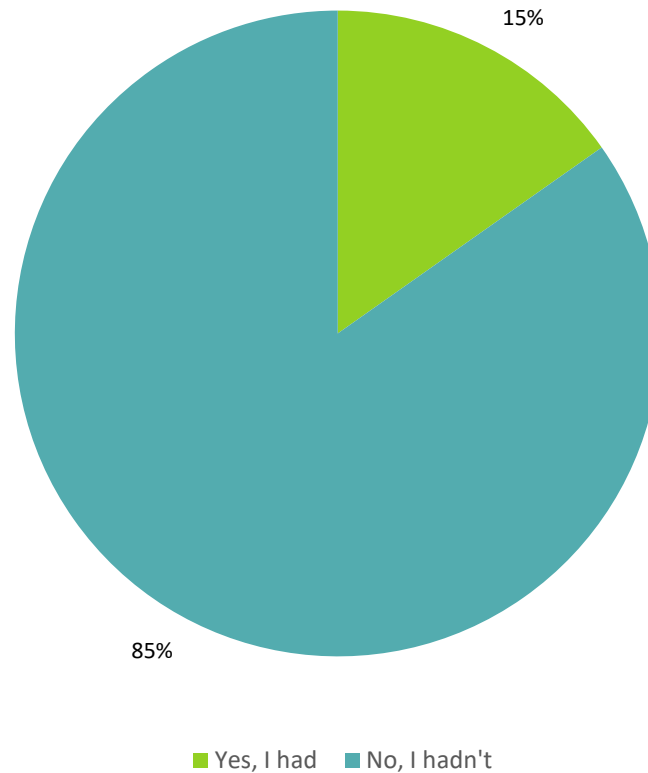


Base: All Spanish Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (859)



Code Against Cancer – Spain

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?

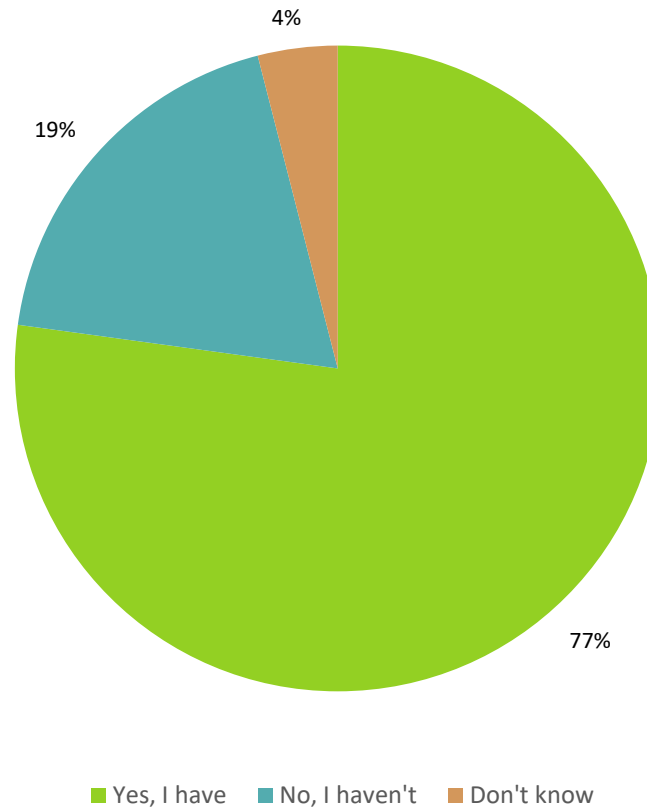


Base: All Spanish Adults (1023)

Code Against Cancer – Spain

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

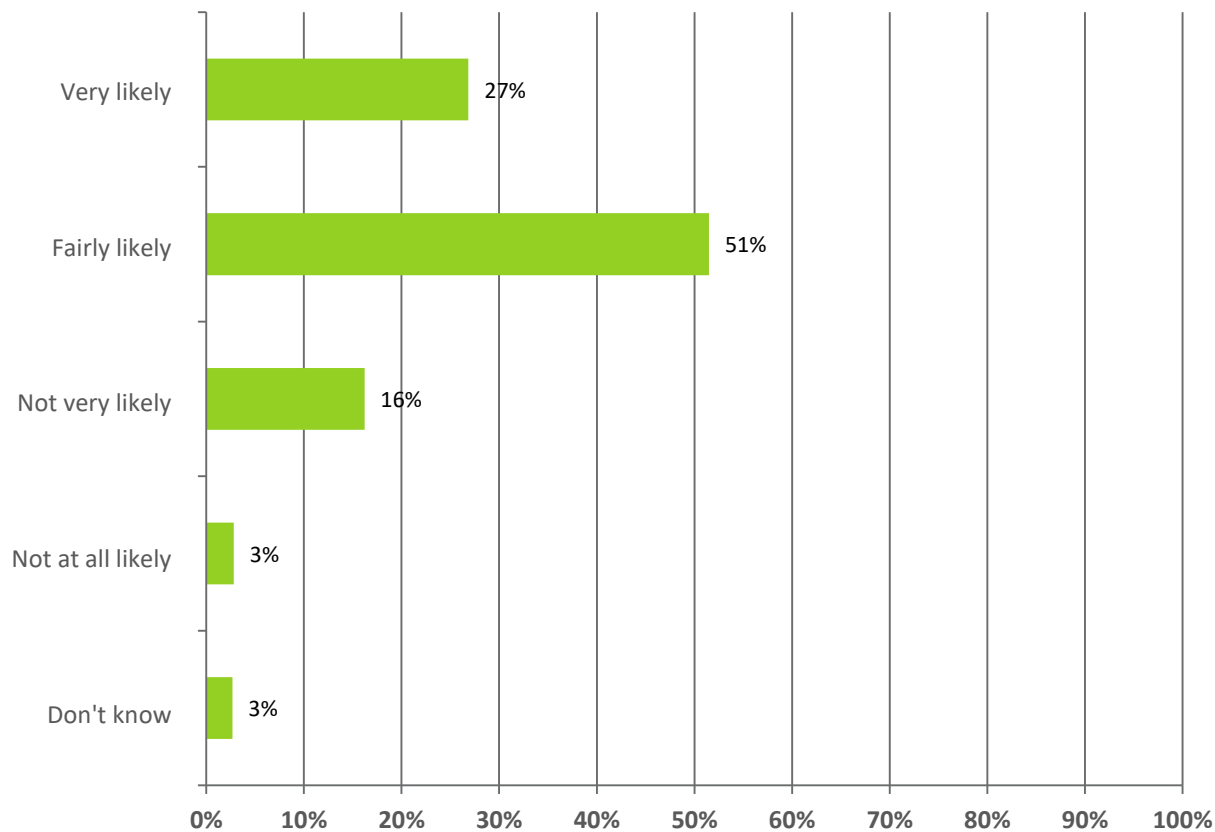
Have you learnt anything new about cancer prevention as a result of reading these?



Base: All Spanish Adults (1023)

Code Against Cancer – Spain

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?

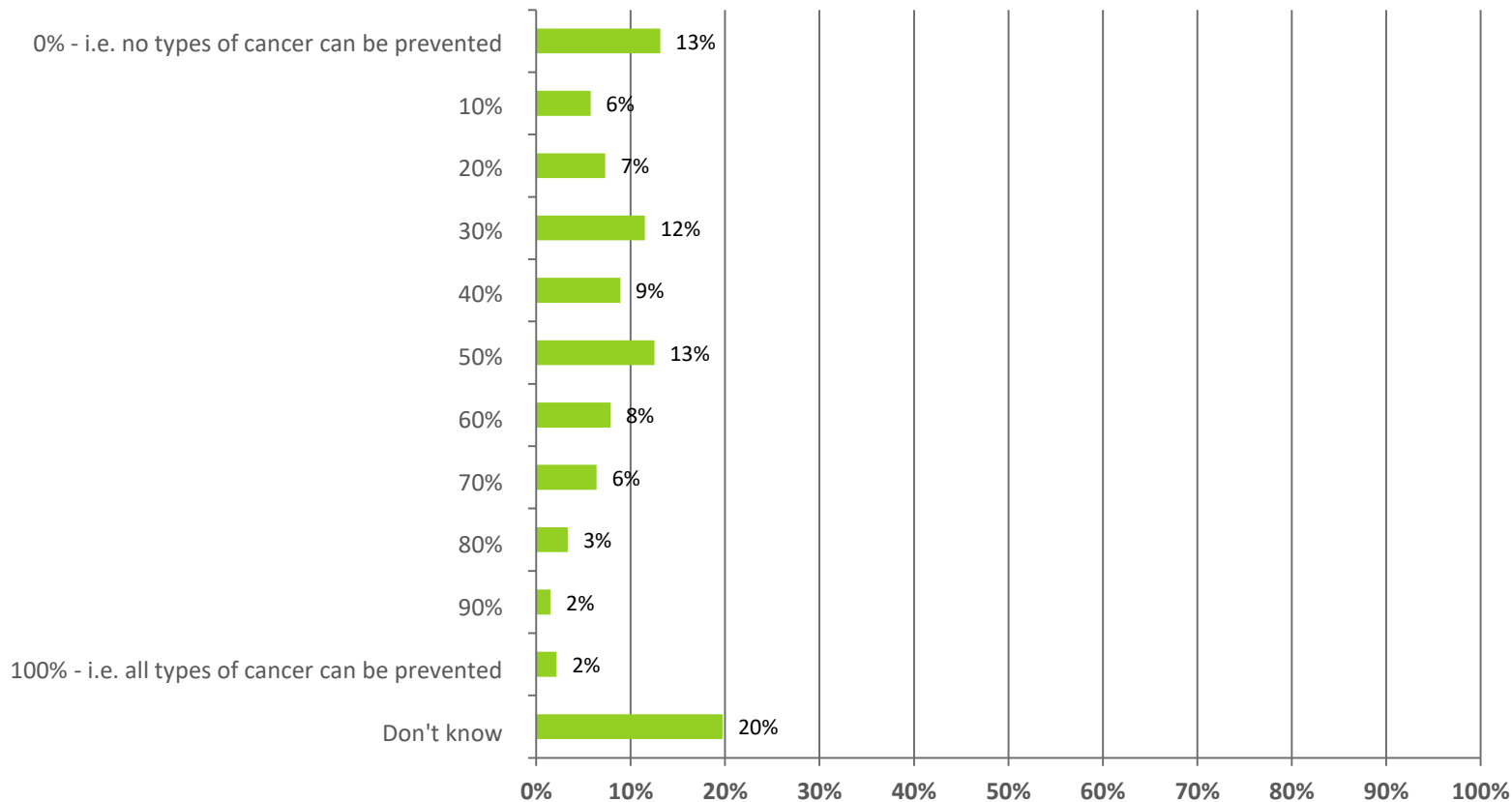


Base: All Spanish Adults (1023)

Code Against Cancer - UK

TEE_q1. Thinking about all types of cancer today (e.g. lung, bowel, breast, prostate etc.)...

Which ONE of the following is CLOSEST to the percentage of all types of cancer that you think can be prevented?



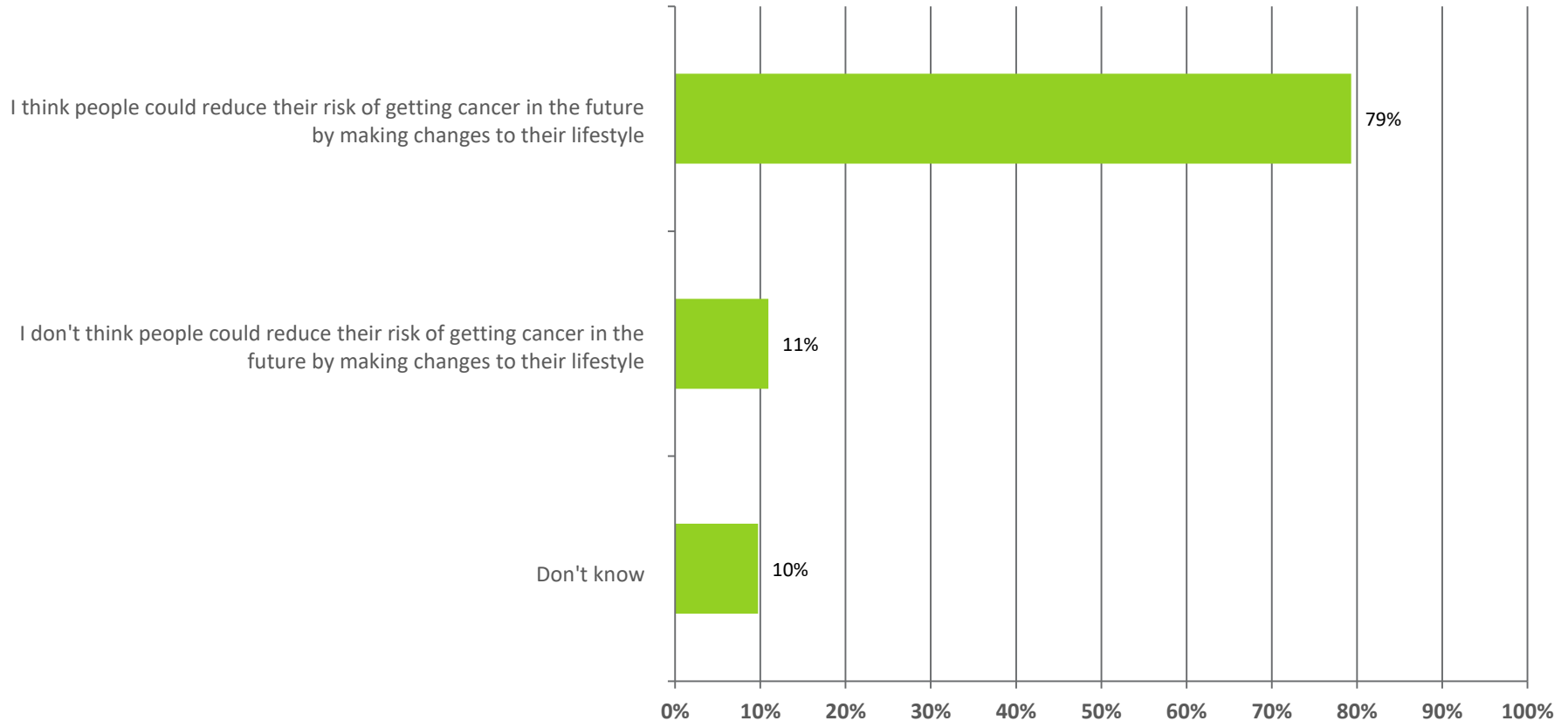
Unweighted base: All UK Adults (2127)



Code Against Cancer - UK

TEE_q2. Thinking generally about the risk of getting any type of cancer in the future...

Which ONE of the following BEST applies to you?



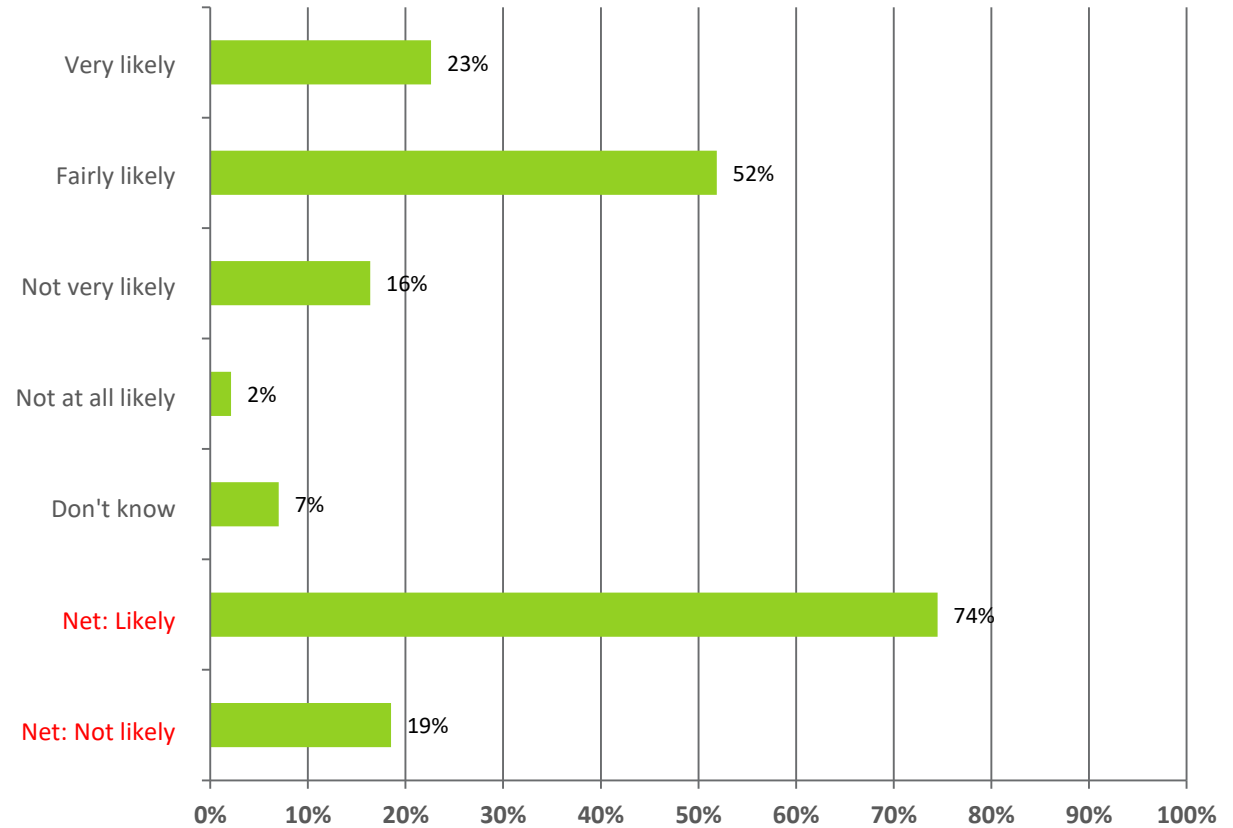
Unweighted base: All UK Adults (2127)



Code Against Cancer - UK

TEE_q3. Thinking now about your risk of getting any type of cancer in the future...

How likely, if at all, do you think you will be to ever make changes to your lifestyle in order to reduce your risk of getting cancer?

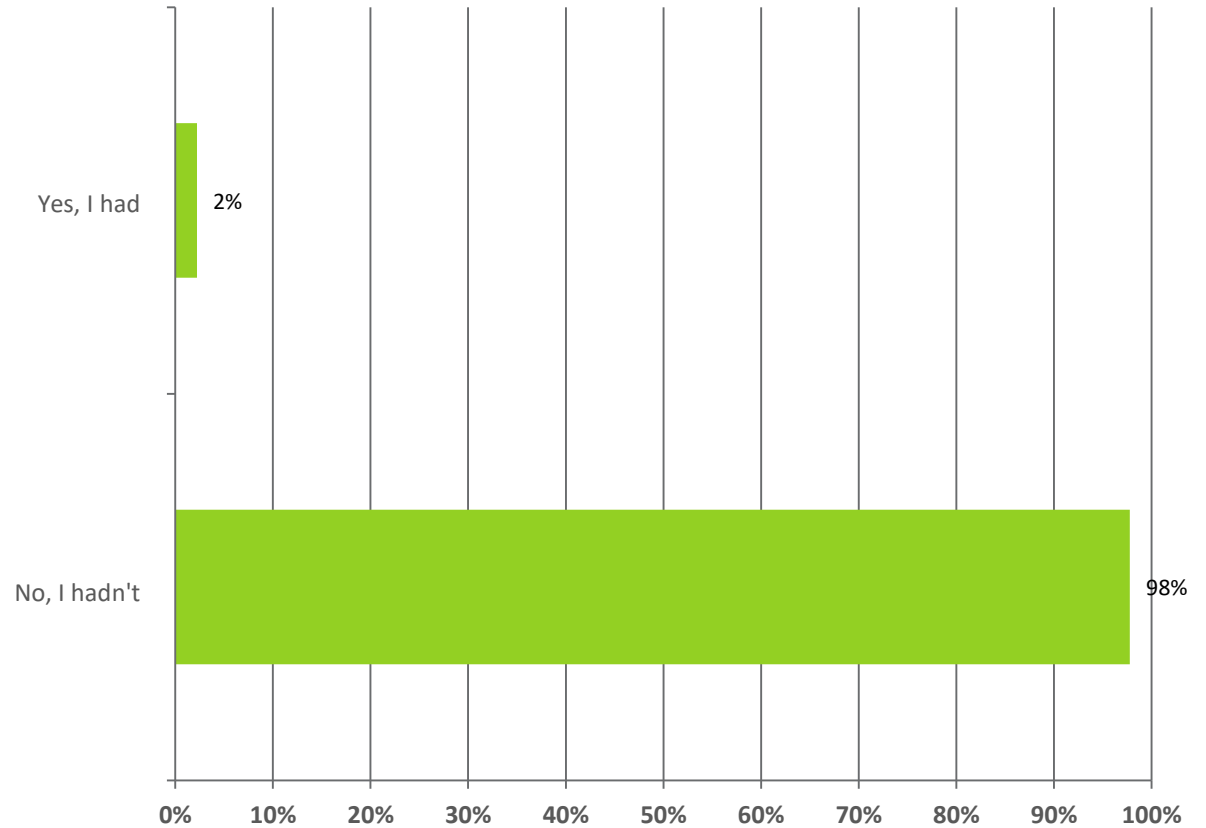


Unweighted base: All UK Adults who think people could reduce their risk of getting cancer in the future by making changes to their lifestyle (1702)



Code Against Cancer - UK

TEE_q4. Before taking this survey, had you heard of the 'European Code Against Cancer'?



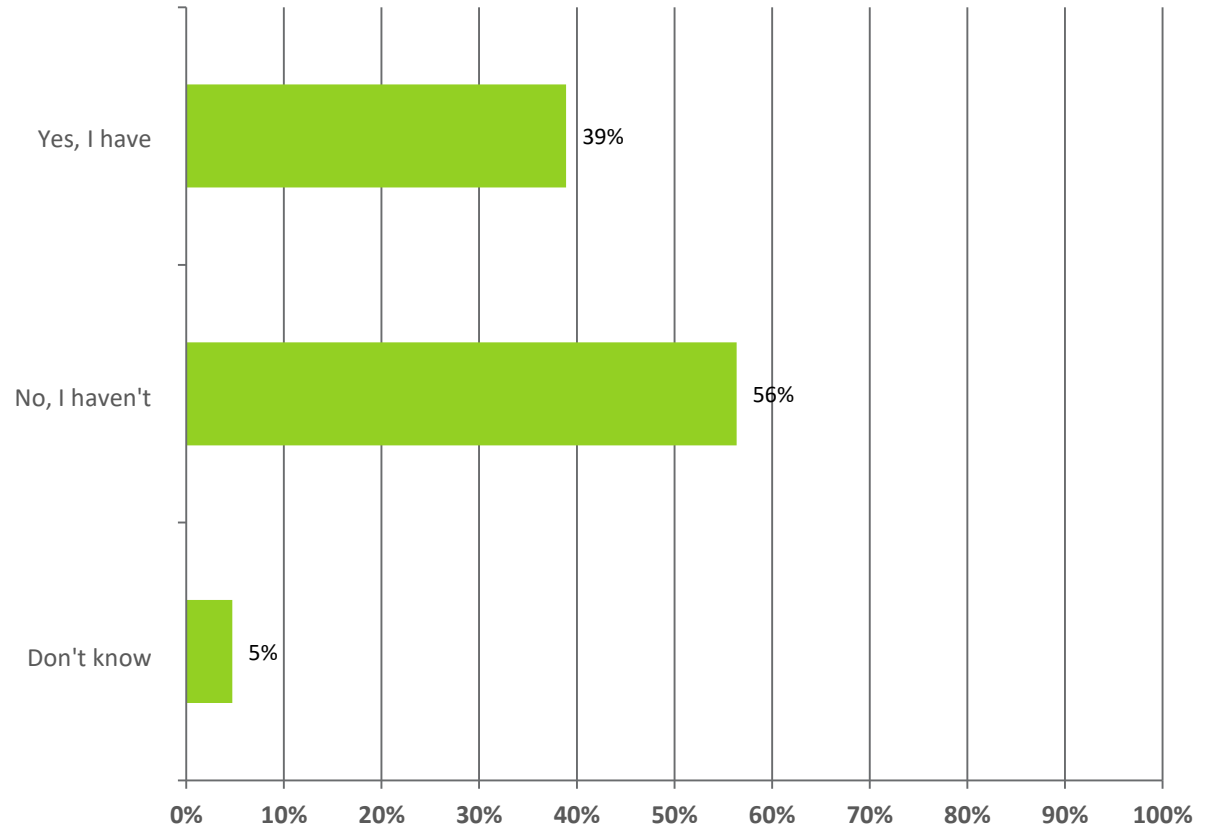
Unweighted base: All UK Adults (2127)



Code Against Cancer - UK

TEE_q5. Thinking about the 12 recommendations that you have just read from the European Code Against Cancer...

Have you learnt anything new about cancer prevention as a result of reading these?

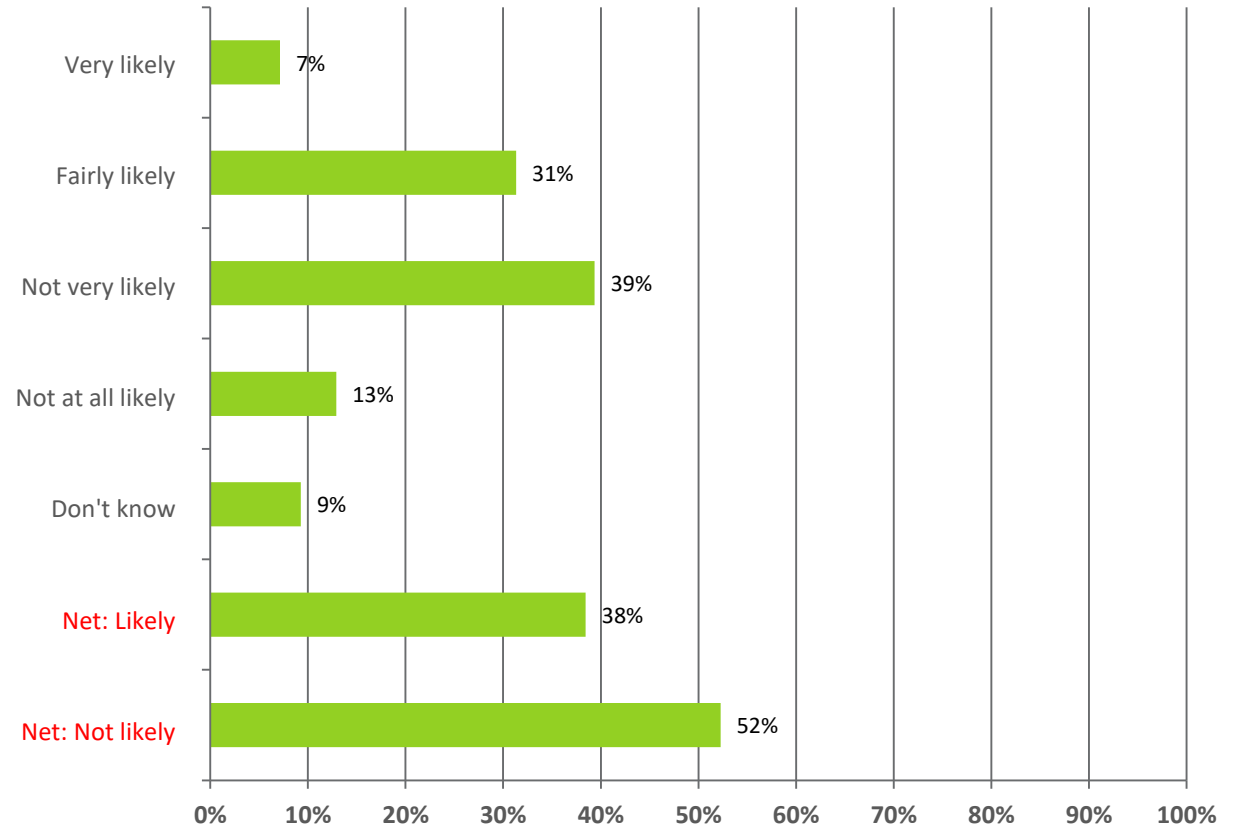


Unweighted base: All UK Adults (2127)



Code Against Cancer - UK

TEE_q6. How likely, if at all, are you to make changes to your lifestyle as a result of reading the European Code Against Cancer?



Unweighted base: All UK Adults (2127)

