

Eve Appeal/ YouGov survey results

Sample size: 2,070 UK adults

Fieldwork dates: 2nd - 4th January 2026



Total	Gender	
	Male	Female
	A	B

How likely, if at all, would you be to get a vaccination that could reduce the risk of developing six types of cancer?

Unweighted base	2070	984	1086
Base: All UK adults	2070	1004	1066
Very likely	52%	54%	51%
Fairly likely	25%	24%	25%
Not very likely	5%	5%	6%
Not at all likely	5%	5%	5%
Don't know	12%	11%	12%
Prefer not to say	1%	1%	1%
Net: Likely	77%	78%	76%
Net: Not likely	10%	10%	11%

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Total	Gender	
	Male	Female
	A	B

Human papillomavirus (HPV) is a virus which can cause certain types of cancer.

Which, if any, of the following types of cancer do you think can be caused by HPV? (Please select all that apply)

	Unweighted base	2070	984	1086
Base: All UK adults	2070	1004	1066	
Head and neck cancer	8%	7%	8%	
Anal cancer	20%	19%	21%	
Penile cancer	21%	20%	22%	
Cervical cancer	51%	36%	65%	A
Vulval cancer	30%	23%	36%	A
Vaginal cancer	36%	28%	44%	A
Bowel cancer	10%	11%	8%	B
Breast cancer	9%	10%	7%	
Brain cancer	4%	5%	3%	
Other	1%	1%	2%	
Don't know	42%	55%	29%	B

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	Male	Female
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There is a national HPV vaccination programme in place to protect against several strains of the HVP virus.

The HPV vaccination protects against certain strains of HPV and reduces the risk of HPV-related cancers (e.g. cervical, anal, mouth cancer). The vaccination is currently offered to girls and boys age 12-14 through the schools vaccination programme and is available from the GP surgery or sexual health clinic until the age of 25, or 45 for people thought to be at a higher risk.

If this scheme was to be rolled out further, how likely, if at all, would you be to get the HPV vaccination if it were offered to you? (If you have already had the HPV vaccine, please choose the 'Not applicable' option below)

Unweighted base	2070	984	1086
Base: All UK adults	2070	1004	1066
Very likely	29%	30%	29%
Fairly likely	22%	24%	19%
Not very likely	9%	9%	8%
Not at all likely	11%	10%	13%
Don't know	16%	17%	15%
Not applicable - I have already had the HPV vaccination	10%	6%	15%
Prefer not to say	3%	3%	3%
Net: Likely	51%	55%	48%
Net: Not likely	20%	19%	20%

Cell Contents (Column Percentages, Statistical Tes

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Total	Age				
	18-24	25-34	35-44	45-54	55+
	C	D	E	F	G

How likely, if at all, would you be to get a vaccination that could reduce the risk of developing six types of cancer?

Unweighted base	2070	193	312	359	337	869
Base: All UK adults	2070	230	309	362	347	822
Very likely	52%	55%	48%	49%	47%	57%
						D.E.F
Fairly likely	25%	25%	35%	22%	24%	22%
			C.E.F.G			
Not very likely	5%	4%	5%	6%	6%	5%
Not at all likely	5%	3%	4%	5%	8%	5%
					C.D	
Don't know	12%	10%	6%	16%	15%	11%
				C.D.G	D	D
Prefer not to say	1%	4%	1%	2%	1%	-
		F.G	G	G	G	
Net: Likely	77%	80%	83%	71%	71%	79%
		E.F	E.F			E.F
Net: Not likely	10%	7%	9%	11%	14%	10%
					C	

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Total	Age				
	18-24	25-34	35-44	45-54	55+
	C	D	E	F	G

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Which, if any, of the following types of cancer do you think can be caused by HPV? (Please select all that apply)

	Unweighted base	18-24	25-34	35-44	45-54	55+
	2070	193	312	359	337	869
Base: All UK adults	2070	230	309	362	347	822
Head and neck cancer	8%	9%	8%	10%	8%	6%
				G		
Anal cancer	20%	24%	22%	19%	19%	18%
Penile cancer	21%	23%	21%	20%	19%	22%
Cervical cancer	51%	50%	57%	58%	52%	44%
			G	G	G	
Vulval cancer	30%	30%	29%	33%	28%	29%
Vaginal cancer	36%	35%	38%	43%	33%	33%
				F.G		
Bowel cancer	10%	12%	8%	10%	10%	9%
Breast cancer	9%	18%	12%	9%	7%	5%
		D.E.F.G	G	G		
Brain cancer	4%	9%	1%	3%	3%	4%
		D.E.F.G				D
Other	1%	1%	1%	1%	2%	1%
					E	
Don't know	42%	39%	35%	33%	41%	49%
					E	C.D.E.F

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Total	Age				
	18-24	25-34	35-44	45-54	55+
	C	D	E	F	G

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Base: All UK adults	2070	230	309	362	347	822
Very likely	29%	27%	30%	40%	31%	24%
				C.D.F.G	G	
Fairly likely	22%	20%	24%	25%	24%	19%
				G		
Not very likely	9%	4%	4%	6%	10%	12%
					C.D.E	C.D.E
Not at all likely	11%	1%	4%	7%	8%	20%
			C	C	C	C.D.E.F
Don't know	16%	7%	8%	14%	20%	21%
				C.D	C.D.E	C.D.E
Not applicable - I have already had the HPV vaccination	10%	38%	27%	5%	3%	2%
		D.E.F.G	E.F.G	G		
Prefer not to say	3%	3%	4%	4%	3%	2%
			G	G		
Net: Likely	51%	48%	54%	65%	56%	44%
			G	C.D.F.G	G	
Net: Not likely	20%	5%	8%	12%	18%	32%
				C	C.D.E	C.D.E.F

Cell Contents (Cst Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G, H/I, J/K/L/M/N/O/F