

## FWD Consulting Male Breast Cancer

GB Sample: 20th - 21st September 2016

Total	Age				
	18-24	25-34	35-44	45-54	55+

In general, how worried, if at all, are you about the possibility of being personally diagnosed with any type of cancer in the future?

Unweighted base	992	98	121	152	262	359
<b>Base: All GB males</b>	<b>993</b>	<b>124</b>	<b>185</b>	<b>145</b>	<b>208</b>	<b>331</b>
Very worried	11%	22%	10%	9%	8%	10%
Fairly worried	35%	31%	34%	44%	32%	34%
Not very worried	33%	28%	28%	31%	36%	36%
Not at all worried	11%	16%	8%	4%	13%	13%
Don't know	5%	1%	9%	7%	4%	4%
Prefer not to say	5%	3%	10%	4%	7%	3%
<b>Net: Worried</b>	<b>46%</b>	<b>53%</b>	<b>44%</b>	<b>54%</b>	<b>40%</b>	<b>44%</b>
<b>Net: Not worried</b>	<b>44%</b>	<b>44%</b>	<b>36%</b>	<b>35%</b>	<b>49%</b>	<b>49%</b>

For the following question, even if you are not worried about the possibility of being personally diagnosed in general, we are still interested in your opinion on types of cancer in particular.

Which, if any, of the following types of cancer do you worry about being personally diagnosed with in the future? (Please select all that apply. If you don't worry about being diagnosed with any cancers in particular, please select the "Not applicable" option)

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Breast cancer	4%	3%	3%	8%	3%	3%
Prostate cancer	33%	37%	20%	34%	35%	38%
Testicular cancer	24%	38%	28%	30%	19%	16%
Lung cancer	21%	26%	24%	26%	15%	19%
Liver cancer	15%	19%	14%	14%	13%	15%
Kidney cancer	9%	14%	10%	10%	7%	8%
Brain cancer	19%	33%	19%	26%	11%	16%
Bladder cancer	12%	15%	10%	15%	10%	12%
Pancreatic cancer	16%	16%	11%	20%	13%	18%
Leukaemia	12%	25%	11%	17%	8%	8%
Uterus cancer	-	-	-	-	-	-
Oral cancer	11%	12%	9%	17%	8%	10%
Ovarian cancer	-	-	-	-	-	-
Stomach cancer	16%	18%	13%	20%	17%	15%
Thyroid cancer	8%	16%	10%	9%	5%	4%
Cervical cancer	-	-	-	-	-	-
Bowel cancer	27%	30%	18%	27%	25%	32%
Myeloma	8%	13%	5%	11%	4%	8%
Skin cancer	17%	30%	16%	16%	15%	14%
Lymphoma	11%	17%	13%	14%	11%	8%
Other	2%	1%	0%	3%	2%	2%
Don't know	9%	6%	9%	16%	10%	8%
Not applicable – I don't worry about being diagnosed with any cancers in particular	26%	27%	20%	23%	33%	27%
Prefer not to say	11%	7%	21%	8%	13%	8%

For the following question, please imagine you were diagnosed with cancer. If you have already been diagnosed, please think about how you felt at the time.

Which, if any, of the following describe how you think you would feel/ felt when telling your family and friends?  
(Please select all that apply. If you wouldn't/ haven't told you family and friends, please select the "Not applicable" option)

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Scared/ afraid	39%	50%	42%	41%	34%	34%
Relieved	5%	4%	6%	4%	5%	5%
Comforted	6%	13%	6%	4%	5%	6%
Upset	31%	46%	36%	32%	26%	26%
Indifferent	3%	3%	5%	1%	1%	5%
Numb	22%	31%	26%	26%	17%	17%
Hopeful	11%	8%	10%	8%	9%	17%
Overwhelmed	17%	31%	19%	20%	17%	11%
Accepted	7%	6%	4%	4%	6%	10%
Devastated	28%	36%	34%	24%	25%	24%
Comfortable	5%	8%	6%	4%	5%	5%
Embarrassed	6%	10%	12%	7%	3%	3%
Guilty	6%	9%	12%	7%	5%	1%
Other	1%	-	-	2%	0%	1%
Don't know	12%	8%	7%	16%	16%	13%
Not applicable - I wouldn't/ haven't told my family and friends	8%	8%	8%	8%	11%	8%
Prefer not to say	11%	10%	19%	8%	13%	8%

Thinking specifically about symptoms of breast cancer...

Which, if any, of the following statements apply to you?  
(Please select all that apply)

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If I experienced any common symptoms of breast cancer I would go to the doctor to check immediately	20%	22%	13%	16%	24%	22%
I keep an eye on any common breast cancer symptoms that might occur, and if they didn't go away after a while I would go to the doctor	5%	13%	7%	7%	3%	1%
I have family history of breast cancer which makes me more inclined to go to the doctor if I show any common breast cancer symptoms	2%	4%	3%	3%	1%	0%
I don't know how to recognise common breast cancer symptoms	5%	13%	11%	3%	1%	3%
I don't think I will be diagnosed with breast cancer	24%	42%	26%	25%	13%	22%
I would not go to the doctor unless the symptoms of breast cancer made me very unwell	2%	8%	3%	3%	2%	0%
None of these	22%	10%	13%	26%	27%	28%
Don't know	19%	6%	22%	19%	21%	20%
Prefer not to say	9%	7%	14%	6%	11%	7%

How high or low do you think the level of awareness of male breast cancer is in the UK overall?

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Very high	1%	3%	1%	2%	0%	1%
Fairly high	6%	8%	7%	4%	7%	5%
Fairly low	33%	33%	24%	37%	31%	37%
Very low	45%	50%	49%	44%	43%	44%
Don't know	14%	6%	18%	13%	18%	13%
<b>Net: Good awareness</b>	<b>8%</b>	<b>11%</b>	<b>8%</b>	<b>6%</b>	<b>8%</b>	<b>6%</b>
<b>Net: Poor awareness</b>	<b>78%</b>	<b>83%</b>	<b>73%</b>	<b>81%</b>	<b>74%</b>	<b>81%</b>