YouGov Survey Results

Sample Size: 2404
Fieldwork: 20th - 22nd April 2009

	Total	Gender		Age					Social Grade		Region				
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
Which if any of the following statements do you agree with? [Please tick all that apply]															
Unweighted Base	2404	1124	1280	232	422	383	467	900	1105	1299	465	532	525	630	252
All GB Adults	2404	1154	1250	288	415	398	461	841	1322	1082	482	547	531	622	222
Scientists are always changing their mind about what causes or prevents cancer	52%	52%	53%	36%	46%	47%	57%	60%	49%	55%	48%	55%	51%	54%	50%
I generally do not trust news/ media stories about how food and drink increase or decrease cancer risk	46%	50%	43%	40%	41%	43%	46%	52%	50%	42%	45%	46%	47%	48%	41%
Because health advice about food and drink is always changing, the best approach is to ignore it all and just eat and drink what I want	27%	30%	23%	19%	23%	22%	31%	30%	25%	28%	26%	28%	26%	28%	21%
I want to have a better understanding of how to reduce my risk of cancer but do not know where to get the information	13%	15%	12%	19%	15%	14%	10%	12%	14%	12%	13%	13%	14%	11%	17%
I find health news coverage confusing	34%	33%	35%	25%	29%	33%	32%	40%	33%	35%	32%	33%	34%	34%	37%
If I had more trust in news/ media stories, I would be more likely to make changes to what I eat and drink based on their advice	21%	25%	18%	25%	19%	20%	20%	22%	22%	20%	23%	20%	24%	19%	22%
If I believed the news, I would think everything increases my risk of cancer	56%	54%	57%	57%	56%	55%	56%	56%	57%	55%	52%	57%	59%	57%	51%
Whether or not I develop cancer is largely a question of fate because it is down to my genes	28%	29%	27%	29%	21%	26%	31%	30%	27%	29%	28%	29%	26%	30%	26%
None of these	8%	8%	7%	10%	9%	7%	8%	7%	9%	7%	8%	7%	7%	8%	9%
Don't know	4%	3%	5%	6%	7%	6%	2%	3%	3%	5%	7%	4%	4%	3%	3%