

POPULUS POLL OF WOMEN

Populus interviewed 1,546 women aged 18+ online between 19th and 24th November 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk.

		UNWEIGHTED		WEIGHTED	
Gender	Male	0	0%	0	0%
	Female	1546	100%	1546	100%
Ethnicity	White	1012	65%	773	50%
	Non-White	534	35%	773	50%
Age	18-24	135	9%	164	11%
	25-34	403	26%	447	29%
	35-44	382	25%	397	26%
	45-54	294	19%	269	17%
	55-64	224	14%	186	12%
	65+	108	7%	83	5%
ITV Region	LWT/Carlton (London)	398	26%	466	30%
	Meridian (South)	168	11%	160	10%
	HTV West / West Country (South West)	101	7%	90	6%
	HTV Wales (Wales)	43	3%	38	2%
	Central East (East Midlands)	91	6%	89	6%
	Anglia (Eastern)	138	9%	125	8%
	Yorkshire (Yorkshire & Humberside)	134	9%	125	8%
	Granada/Border (North West)	149	10%	145	9%
	Tyne Tees (North East)	52	3%	47	3%
	Central / Central West (West Midlands)	128	8%	135	9%
	Border Scotland / Scottish / Grampian (Scotland)	119	8%	103	7%
	UTV (Northern Ireland)	25	2%	22	1%
SEG	AB	367	24%	375	24%
	C1	597	39%	630	41%
	C2	276	18%	260	17%
	DE	306	20%	280	18%
Ethnicity - Category	White	1012	65%	773	50%
	Mixed	109	7%	158	10%
	Black	165	11%	239	15%
	Asian	170	11%	246	16%
	Chinese	53	3%	77	5%
	Other	37	2%	54	3%
TOTAL		1546	100%	1546	100%

		UNWEIGHTED		WEIGHTED	
Ethnicity – Full	White – British	938	61%	716	46%
	White – Irish	15	1%	11	1%
	White – Other	59	4%	45	3%
	Mixed – White and Black Caribbean	33	2%	48	3%
	Mixed – White and Black African	15	1%	22	1%
	Mixed – White and Asian	20	1%	29	2%
	Mixed – Other	41	3%	59	4%
	Asian or Asian British – Indian	111	7%	161	10%
	Asian or Asian British – Pakistani	26	2%	38	2%
	Asian or Asian British – Bangladeshi	12	1%	17	1%
	Asian or Asian British – Other	21	1%	30	2%
	Black or Black British – Caribbean	99	6%	143	9%
	Black or Black British – African	59	4%	85	6%
	Black or Black British – Other	7	0%	10	1%
	Chinese	53	3%	77	5%
	Other	37	2%	54	3%
	Religion	None	438	28%	412
Christian		827	54%	785	51%
Buddhist		22	1%	26	2%
Muslim		79	5%	112	7%
Sikh		22	1%	32	2%
Jewish		12	1%	10	1%
Hindu		59	4%	84	5%
Other		80	5%	78	5%
TOTAL		1546	100%	1546	100%

1. Where do you generally get your information on women's health issues from?
[Please tick all that apply]

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	Doctor / health specialists	68%	62%	67%	69%	70%	72%	78%
	The internet	58%	71%	67%	57%	48%	50%	37%
	Discussions with friends or relatives	46%	55%	54%	45%	43%	35%	29%
	The media in general	39%	39%	42%	36%	33%	43%	39%
	General magazines for women	36%	37%	40%	38%	30%	32%	25%
	Women's health magazines	23%	18%	31%	26%	16%	14%	12%
	Other	5%	2%	6%	6%	5%	8%	4%
White	Doctor / health specialists	70%	61%	66%	70%	70%	72%	78%
	The internet	50%	72%	57%	54%	48%	45%	37%
	Discussions with friends or relatives	39%	41%	50%	41%	36%	37%	28%
	The media in general	36%	30%	33%	37%	30%	43%	39%
	General magazines for women	34%	50%	41%	40%	28%	29%	25%
	Women's health magazines	15%	13%	24%	16%	12%	11%	12%
	Other	5%	2%	4%	5%	6%	5%	4%
Non-White	Doctor / health specialists	67%	62%	67%	68%	71%	68%	100%
	The internet	65%	71%	72%	59%	49%	73%	0%
	Discussions with friends or relatives	53%	58%	56%	47%	55%	27%	100%
	The media in general	41%	42%	47%	35%	38%	41%	0%
	General magazines for women	38%	34%	40%	36%	35%	50%	0%
	Women's health magazines	30%	19%	34%	34%	23%	27%	0%
	Other	6%	2%	6%	6%	5%	18%	0%

- Most women relied on Doctors / health specialists (68%) or the internet (58%) for their information on women's health issues.
- Although for White and non-White women the proportion women using each of the information sources came out ranked in identical order, a greater proportion of non-White women than White women said they got their information on women's health from the internet, friends or relatives, the media, general magazines, health magazines and other sources.

2. How aware would you say you are of cervical cancer and the risks associated with it?

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	NET: AWARE	92%	72%	91%	95%	98%	98%	96%
	Very aware	46%	14%	34%	47%	62%	68%	67%
	Slightly aware	46%	58%	56%	48%	35%	29%	29%
	Slightly unaware	5%	19%	6%	3%	1%	1%	4%
	Very unaware	3%	9%	3%	2%	1%	1%	0%
	NET: UNAWARE	8%	28%	9%	5%	2%	2%	4%
White	NET: AWARE	96%	80%	92%	97%	98%	98%	96%
	Very aware	56%	20%	40%	52%	65%	68%	68%
	Slightly aware	40%	61%	52%	45%	34%	30%	28%
	Slightly unaware	3%	13%	7%	1%	1%	1%	4%
	Very unaware	1%	7%	2%	2%	0%	0%	0%
	NET: UNAWARE	4%	20%	8%	3%	2%	2%	4%
Non-White	NET: AWARE	89%	70%	90%	93%	97%	95%	100%
	Very aware	36%	12%	31%	43%	58%	68%	0%
	Slightly aware	52%	57%	59%	50%	38%	27%	100%
	Slightly unaware	7%	20%	6%	5%	2%	0%	0%
	Very unaware	4%	10%	3%	3%	2%	5%	0%
	NET: UNAWARE	11%	30%	10%	7%	3%	5%	0%

- Although almost all respondents (92%) claimed to be either 'slightly aware' or 'very aware' of cervical cancer and the risks associated with it, older women were more likely than younger women to say that they were 'very aware' of it.
- 96% of White women and 89% of non-White women said they were either 'very aware' or 'slightly aware' of cervical cancer and the risks associated with it. 56% of White women said they were 'very aware' of cervical cancer and the risks associated with it, compared with 36% of non-White women.

3. Have you ever been invited to a cervical screening?

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	Yes	77%	19%	80%	83%	88%	89%	83%
	No	23%	81%	20%	17%	12%	11%	17%
White	Yes	83%	26%	82%	87%	87%	87%	83%
	No	17%	74%	18%	13%	13%	13%	17%
Non-White	Yes	71%	17%	78%	81%	89%	95%	100%
	No	29%	83%	22%	19%	11%	5%	0%

- Overall 77% of women had been invited to a cervical screening, although this number was much lower among 18 to 24 year olds (19%).
- White women were slightly more likely to have been invited to a cervical screening than non-White women (83% to 71%).

4. Have you ever declined an invitation to a Cervical Screening? [THOSE SAYING THEY HAD BEEN INVITED TO A CERVICAL SCREENING ONLY] BASE = 1,188 cases

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	Yes	21%	50%	27%	21%	17%	15%	12%
	No	79%	50%	73%	79%	83%	85%	88%
White	Yes	20%	25%	28%	22%	19%	16%	13%
	No	80%	75%	72%	78%	81%	84%	88%
Non-White	Yes	23%	60%	27%	20%	12%	14%	0%
	No	77%	40%	73%	80%	88%	86%	100%

- While 79% of women said that they hadn't declined an invitation to a cervical screening, half of 18 to 24 year old women said that they had declined to be screened.
- There was no statistically significant difference between the proportion of White women to saying that they had declined an invitation to a cervical screening and the proportion of non-White women saying this.

5. For what reason did you decline the invitation? Please tick all that apply.
 [THOSE SAYING THEY HAD DECLINED AN INVITATION TO A CERVICAL
 SCREENING ONLY] BASE = 251 cases

		Total	18- 24	25- 34	35- 44	45- 54	55- 64	65+
Total	I was worried the experience would be painful	34%	19%	43%	35%	23%	27%	27%
	I was worried the experience would be embarrassing	31%	9%	45%	34%	17%	3%	18%
	I presumed that nothing was wrong with me	21%	43%	21%	16%	28%	6%	9%
	I had other time commitments (e.g. childcare)	16%	9%	16%	27%	10%	6%	0%
	I'd already been screened recently	9%	0%	7%	8%	13%	6%	45%
	I would prefer to not know if anything was wrong	9%	14%	8%	7%	15%	6%	9%
	I was worried that I would be unable to be screened by a female healthcare professional	9%	0%	15%	6%	2%	6%	9%
	I am unsure what screening is for	1%	9%	1%	2%	0%	0%	0%
	Cervical Cancer is rare in women of my ethnicity	1%	0%	2%	2%	0%	0%	0%
	Cervical Screening is frowned on by my culture/religion	1%	9%	1%	0%	0%	0%	0%
	Other	26%	24%	23%	18%	35%	48%	18%
White	I was worried the experience would be embarrassing	27%	0%	46%	35%	18%	4%	18%
	I was worried the experience would be painful	25%	0%	35%	19%	21%	26%	27%
	I presumed that nothing was wrong with me	15%	33%	17%	16%	18%	7%	9%
	I had other time commitments (e.g. childcare)	13%	0%	15%	21%	8%	7%	0%
	I'd already been screened recently	11%	0%	7%	7%	13%	7%	45%
	I would prefer to not know if anything was wrong	8%	33%	4%	5%	16%	7%	9%
	I was worried that I would be unable to be screened by a female healthcare professional	7%	0%	15%	0%	3%	7%	9%
	I am unsure what screening is for	1%	0%	2%	0%	0%	0%	0%
	Cervical Screening is frowned on by my culture/religion	1%	0%	2%	0%	0%	0%	0%
	Cervical Cancer is rare in women of my ethnicity	0%	0%	0%	0%	0%	0%	0%
	Other	30%	33%	26%	23%	37%	44%	18%
Non-White	I was worried the experience would be painful	44%	22%	48%	50%	29%	33%	0%
	I was worried the experience would be embarrassing	34%	11%	45%	33%	14%	0%	0%
	I presumed that nothing was wrong with me	26%	44%	24%	17%	57%	0%	0%
	I had other time commitments (e.g. childcare)	20%	11%	17%	33%	14%	0%	0%
	I was worried that I would be unable to be screened by a female healthcare professional	11%	0%	14%	13%	0%	0%	0%
	I would prefer to not know if anything was wrong	9%	11%	10%	8%	14%	0%	0%
	I'd already been screened recently	7%	0%	7%	8%	14%	0%	0%
	I am unsure what screening is for	2%	11%	0%	4%	0%	0%	0%
	Cervical Cancer is rare in women of my ethnicity	2%	0%	2%	4%	0%	0%	0%
	Cervical Screening is frowned on by my culture/religion	1%	11%	0%	0%	0%	0%	0%
	Other	21%	22%	21%	13%	29%	67%	0%

- Non-White women were more likely than White women to have turned down an invitation to a cervical screening because they were worried that it would be painful (44% to 27%).

6. Who do you / would you feel comfortable discussing cervical cancer / women's health issues with? [Please select all that apply]

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	GP	76%	65%	70%	72%	83%	87%	90%
	Nurse	74%	66%	72%	72%	79%	81%	84%
	Friends	62%	71%	62%	63%	66%	59%	42%
	Husband/partner	55%	41%	61%	56%	57%	54%	46%
	Family	54%	48%	56%	55%	57%	56%	47%
	Other healthcare professional	45%	39%	42%	42%	53%	55%	49%
	Community / religious leader	5%	3%	5%	5%	5%	7%	9%
	Other	4%	4%	4%	3%	4%	4%	0%
White	GP	82%	78%	77%	73%	88%	89%	90%
	Nurse	80%	72%	77%	77%	84%	83%	84%
	Friends	65%	76%	70%	71%	69%	58%	43%
	Husband/partner	58%	54%	64%	61%	58%	56%	47%
	Family	58%	59%	63%	61%	57%	55%	48%
	Other healthcare professional	50%	30%	45%	50%	55%	56%	50%
	Community / religious leader	7%	4%	6%	7%	5%	7%	9%
	Other	3%	4%	4%	4%	4%	3%	0%
Non-White	GP	69%	62%	67%	72%	75%	77%	100%
	Nurse	68%	64%	69%	69%	69%	73%	100%
	Friends	60%	70%	58%	56%	60%	64%	0%
	Husband/partner	53%	37%	60%	52%	57%	45%	0%
	Family	51%	45%	52%	50%	55%	59%	0%
	Other healthcare professional	40%	42%	40%	36%	48%	45%	0%
	Community / religious leader	4%	2%	4%	4%	5%	9%	0%
	Other	4%	3%	5%	3%	5%	9%	0%

- Women generally felt most comfortable talking to medical professionals – such as GPs (76%) or nurses (74%) about cervical cancer and women's health issues, followed by friends (62%), their husband / partner (55%) and family (54%).
- White women were more likely than non-White women to feel comfortable speaking to medical staff, either a GP (82% v 69%) or a nurse (80% vs. 68%).

7. For each of the following people, please say whether you would prefer to discuss cervical cancer / women's health issues with men or women, or both equally:

See following page

			Total	18-24	25-34	35-44	45-54	55-64	65+
Total	Friends	Men	1%	2%	1%	1%	0%	0%	0%
		Women	73%	77%	72%	71%	73%	76%	81%
		Both equally	26%	21%	27%	28%	27%	24%	19%
	Family	Men	2%	1%	1%	2%	2%	1%	0%
		Women	63%	72%	65%	62%	62%	60%	60%
		Both equally	35%	27%	34%	36%	36%	39%	40%
	Community/religious leader	Men	1%	1%	1%	1%	1%	0%	1%
		Women	70%	74%	67%	70%	74%	72%	68%
		Both equally	29%	25%	32%	29%	25%	28%	31%
	GP	Men	1%	0%	1%	2%	2%	4%	0%
		Women	36%	55%	41%	35%	30%	24%	22%
		Both equally	63%	45%	59%	63%	68%	72%	78%
Nurse	Men	1%	1%	0%	1%	1%	0%	0%	
	Women	49%	59%	54%	47%	43%	41%	42%	
	Both equally	51%	41%	45%	53%	56%	58%	58%	
White	Friends	Men	1%	2%	2%	1%	0%	0%	0%
		Women	72%	72%	73%	67%	70%	76%	81%
		Both equally	27%	26%	25%	32%	30%	24%	19%
	Family	Men	1%	0%	2%	0%	2%	1%	0%
		Women	60%	70%	63%	56%	58%	61%	60%
		Both equally	39%	30%	35%	43%	40%	38%	40%
	Community/religious leader	Men	1%	2%	1%	1%	0%	0%	1%
		Women	65%	60%	61%	59%	73%	71%	68%
		Both equally	34%	38%	38%	40%	27%	29%	31%
	GP	Men	2%	0%	1%	3%	1%	4%	0%
		Women	29%	41%	35%	33%	28%	21%	23%
		Both equally	69%	59%	64%	65%	70%	75%	77%
Nurse	Men	0%	0%	0%	1%	0%	1%	0%	
	Women	43%	48%	48%	41%	39%	42%	42%	
	Both equally	57%	52%	52%	58%	61%	58%	58%	
Non-White	Friends	Men	1%	2%	1%	1%	0%	0%	0%
		Women	74%	78%	71%	74%	77%	73%	0%
		Both equally	25%	20%	28%	25%	23%	27%	0%
	Family	Men	2%	1%	1%	3%	3%	0%	0%
		Women	67%	73%	66%	66%	68%	59%	0%
		Both equally	31%	26%	33%	31%	28%	41%	0%
	Community/religious leader	Men	1%	0%	1%	2%	2%	0%	0%
		Women	75%	78%	70%	78%	76%	78%	0%
		Both equally	24%	22%	29%	20%	22%	22%	0%
	GP	Men	1%	0%	1%	1%	3%	5%	0%
		Women	42%	59%	44%	36%	33%	36%	0%
		Both equally	56%	41%	56%	62%	63%	59%	100%
Nurse	Men	1%	1%	0%	1%	2%	0%	0%	
	Women	55%	61%	58%	50%	51%	41%	0%	
	Both equally	45%	38%	42%	49%	48%	59%	0%	

- Given the choice between a male or female GP, non-White women were more likely than White women to say that they would prefer discussing women's issues with a female GP (42% vs. 29%).

8. Compared to other women of your age, how likely would you say it is that you will develop cervical cancer?

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	More likely than other women of my age	7%	12%	7%	10%	5%	3%	2%
	Less likely than other women of my age	23%	12%	22%	20%	26%	33%	35%
	About as likely as other women of my age	45%	32%	44%	45%	51%	47%	41%
	I don't know	25%	44%	27%	25%	18%	17%	22%
White	More likely than other women of my age	7%	13%	10%	12%	4%	2%	2%
	Less likely than other women of my age	23%	9%	14%	14%	25%	36%	34%
	About as likely as other women of my age	52%	48%	59%	54%	54%	46%	42%
	I don't know	18%	30%	18%	19%	17%	16%	22%
Non-White	More likely than other women of my age	7%	11%	5%	8%	6%	5%	0%
	Less likely than other women of my age	24%	13%	26%	25%	28%	23%	100%
	About as likely as other women of my age	37%	28%	37%	39%	45%	50%	0%
	I don't know	32%	47%	32%	29%	22%	23%	0%

- Most women thought that they were either less likely (23%) or as likely (45%) as other women of their age to develop cervical cancer.
- Non-White women were more likely than White women to say they didn't know whether they were more likely, less like or as likely as other women of their age to develop cervical cancer (32% to 18%).

9. Do you think that your ethnic background / heritage has any bearing on your risk of developing Cervical Cancer?

		Total	18-24	25-34	35-44	45-54	55-64	65+
Total	Yes	10%	11%	11%	9%	10%	11%	10%
	No	51%	39%	45%	54%	62%	55%	53%
	I don't know	39%	50%	45%	37%	28%	35%	37%
White	Yes	11%	17%	10%	10%	11%	12%	10%
	No	56%	48%	51%	59%	59%	56%	52%
	I don't know	33%	35%	39%	31%	29%	32%	38%
Non-White	Yes	9%	9%	11%	8%	8%	5%	0%
	No	47%	37%	42%	51%	68%	45%	100%
	I don't know	44%	54%	47%	42%	25%	50%	0%

- Most women (51%) thought that ethnicity didn't have a bearing on a person's risk of developing cervical cancer.
- Non-White women were more likely than White women to say they didn't know whether ethnicity had a bearing on a person's risk of developing cervical cancer (32% to 18%).