

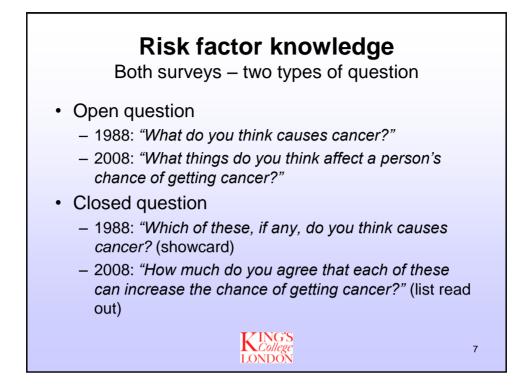
Open question about symptoms

1988		2008	
Symptom coded as	%	Symptom coded as	%
Lumps	61	Lump	68
Bleeding	14	Bleeding	29
Coughing	12	Cough	18
Problems with swallowing	3	Difficulty swallowing	4



1988	%	2008	%
Lumps	91	Unexplained lump or swelling	94
Bleeding	45	Unexplained bleeding	82
Coughing	35	Unexplained cough or hoarseness	68
Problems with swallowing	31	Persistent difficulty swallowing	77



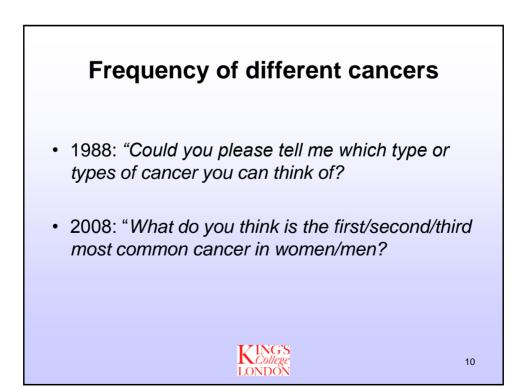


1988		2008	
Risk factor coded as	%	Risk factor coded as	%
Smoking	61	Smoking	82
Hereditary	9	Family history	24
Alcohol	4	Drinking alcohol	34
Sun	7	Sun exposure	26
Obesity/overweight	1	Obesity/overweight	8

Closed question about risk factors

1988	%	2008	%
Smoking	86	Smoking any cigarettes at all	85
Alcohol	14	Drinking more than 1 unit of alcohol per day	25
Obesity/overweight	8	Being overweight	49





	1988	2008 % naming as 1 st , 2 nd or 3 rd most common cancer		
	% naming the cancer			
		Women	Men	
Breast	69	94	0	
Colorectal	10	12	40	
Lung	77	34	70	
Prostate	4	0	65	
Ovary	4	19	0	
Cervix	38	60	0	
Womb	13	5	0	
Stomach	26	2	7	
Skin	32	18	13	
Non-Hodgkin's lymphoma	0	1	0	
	KING'S		11	

	1988	2008 % naming as 1 st , 2 nd or 3 rd most common cancer		
	% naming the cancer			
		Women	Men	
Breast	69	94	0	
Colorectal	10	12	40	
Lung	77	34	70	
Prostate	4	0	65	
Cervix	38	60	0	



	Change in incidence*	% naming the cancer	% naming as 1 st , 2 nd or 3 rd most common cancer		
			Women	Men	
Breast	↑	69	94	0	
Colorectal	\leftrightarrow	10	12	40	
Lung	$\leftrightarrow (w)\downarrow (m)$	77	34	70	
Prostate	↑	4	0	65	
Cervix	\downarrow	38	60	0	
*Age-standar registrations	dised incidence 19	988 to 2007 bas	ed on numbers	of new cancer	



