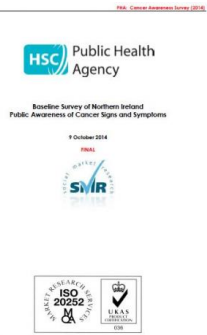


Thursday, 30 October 2014

## [Service Development and Screening](#)



In May 2014, the Public Health Agency (the PHA) commissioned Social Market Research ([www.socialmarketresearch.co.uk](http://www.socialmarketresearch.co.uk)) to undertake a baseline survey on public awareness of the signs and symptoms of cancer. The survey is based on face-to-face interviews with a representative sample of 1,000 adults plus an additional booster sample (n=410) of men and women aged 50+.

## Details

Format

A4, survey report

Target group

Cancer stakeholders and cancer professionals

## Downloads

**Attachment**

**Size**

[SMR 1028 PHA Cancer Awareness Report FINAL 250914 \(2\).pdf](#) 2.73 MB

[Print](#)