

Appendices

Appendix 1: Methodological overview of the sample, sampling frame and data collection methods

	Cancer Network (area)	n (%)	Sampling frame	Data collection method
Random probability	Central South Coast	1,601 (3.0)	UK phonebook	Telephone interviews
	North Trent	5,835 (12.0)		
	Merseyside & Cheshire	389 (0.8)	UK Electoral roll	
	Mount Vernon	1,251 (2.5)	Royal Mail postcodes	Face-to-face, in-home interviews
	South East London	2,298 (4.6)		
	North East London	3,212 (6.5)		
	South West London	5,009 (10.0)		
	Greater Manchester & Cheshire	1,490 (3.0)		
[Subtotal random	21,085 (43.0)]			
Non-random probability	Anglia	3,776 (7.7)	No formal sampling frame (people approached on the street & knocking door-to-door)	Face-to-face, in-home interviews
	Arden	990 (2.0)		
	East Midlands	2,030 (4.0)		
	Sussex	3,001 (6.0)		
	North of England	2,030 (4.0)		
	Humber & Yorkshire	5,664 (11.5)		
	Kent & Medway	3,412 (7.0)		
	North London	3,943 (8.0)	Face-to-face interviews	
	Yorkshire	2,396 (5.0)		
	Three Counties	943 (2.0)		
[Subtotal non-random	28,185 (57.0)]			
Total	49,270 (100.0)			