

Ipsos Prostate cancer polling

April 2025

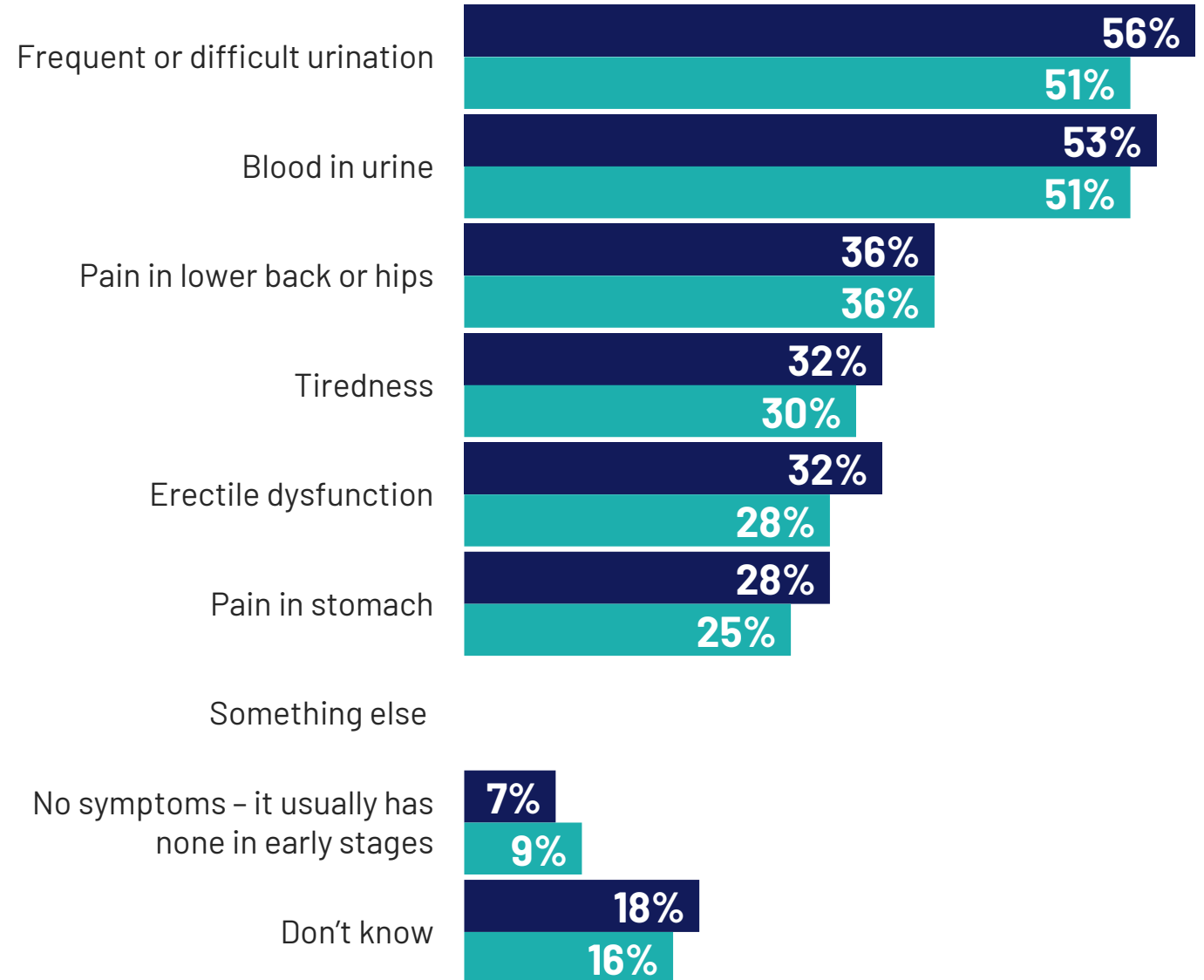


More than half think frequent or difficult urination and blood in the urine are the most common symptoms of prostate cancer in its early stages

Which of the following, if any, do you think are common symptoms of prostate cancer in its early stages?

Among all

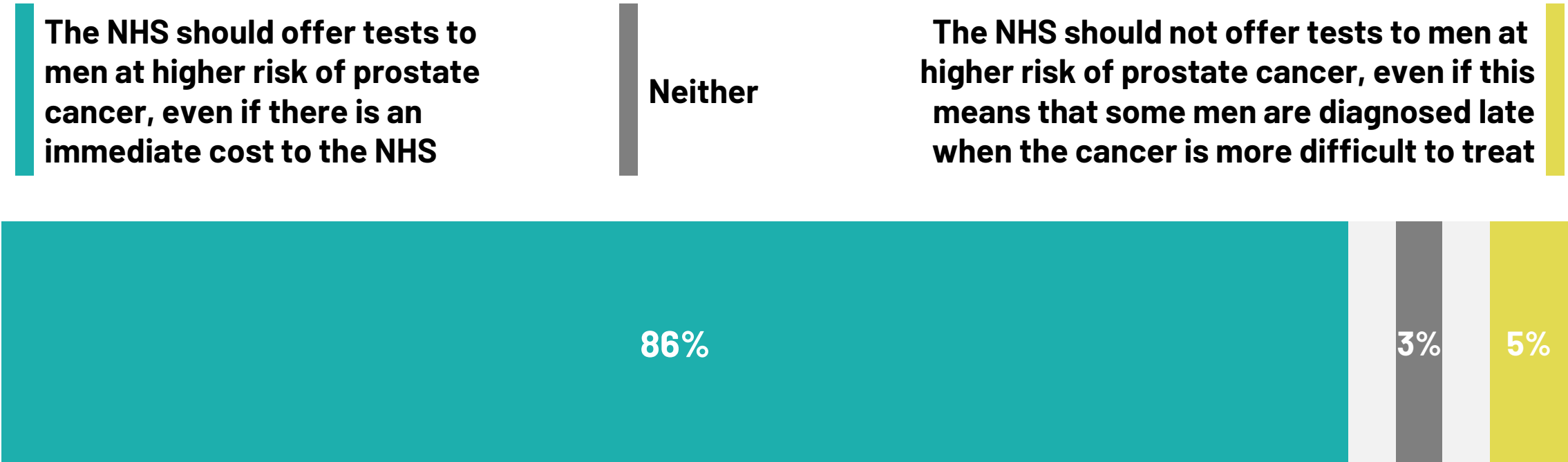
Among men



Base: 1,088 Online British adults aged 16-75, including (520) men, 4 – 7 April 2025

The public overwhelmingly think the NHS should offer tests to men at higher risk of prostate cancer, even if there is immediate cost to the NHS

Which of the following statements comes closest to your view?



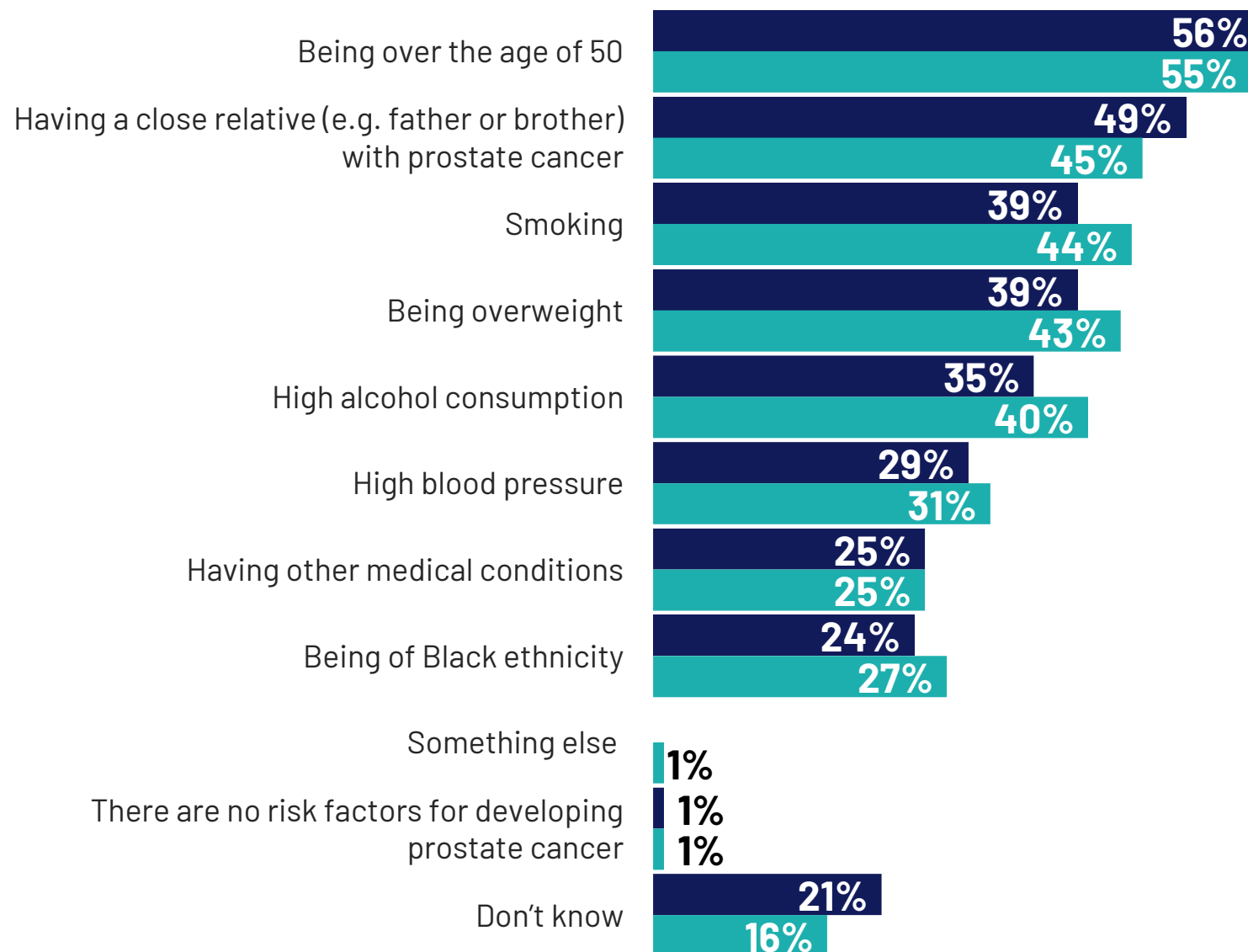
Base: 1,088 Online British adults aged 16-75, 4 – 7 April 2025

More than half think being over the age of 50 is a risk for developing prostate cancer, followed by a close family history

Which, if any, of the following factors do you think are risk factors for developing prostate cancer?

Among all

Among men



Base: 1,088 Online British adults aged 16-75, including (520) men, 4 - 7 April 2025

Eight in ten correctly answered that the prostate is located in the pelvis

Where do you think the prostate is located in the body, or are you not sure?

Among all

Among men

Pelvis (between the bladder and the penis)

83%

79%

Stomach

2%

4%

Liver

1%

2%

Chest

1%

1%

Neck

1%

1%

Brain

Other location

3%

3%

Don't know

8%

9%

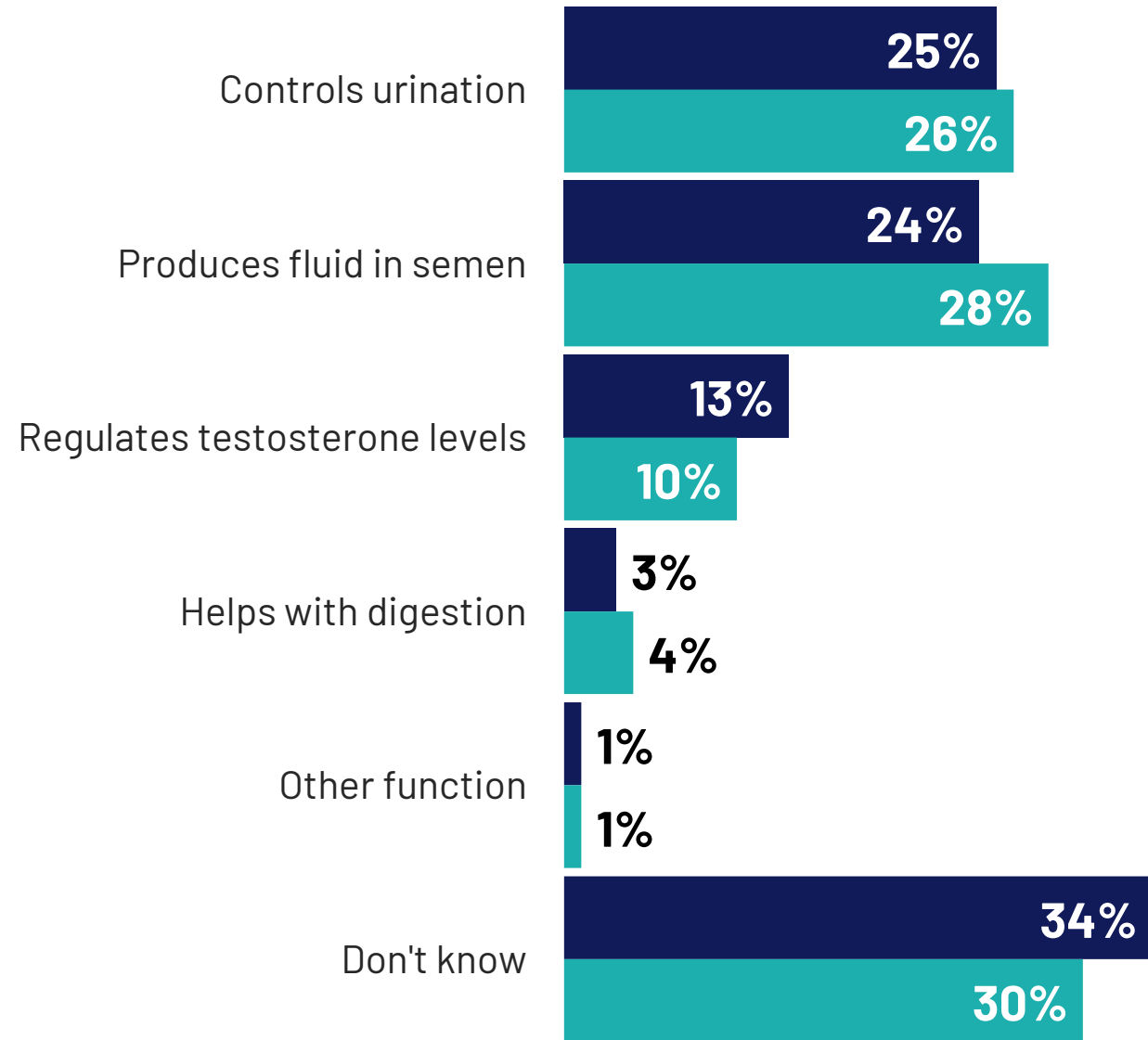
Base: 1,088 Online British adults aged 16-75, including (520) men, 4 - 7 April 2025

A third of Brits say they don't know what the primary function of the prostate is, including three in ten men

Which one, if any, of the following is the primary function of the prostate, or are you not sure?

Among all

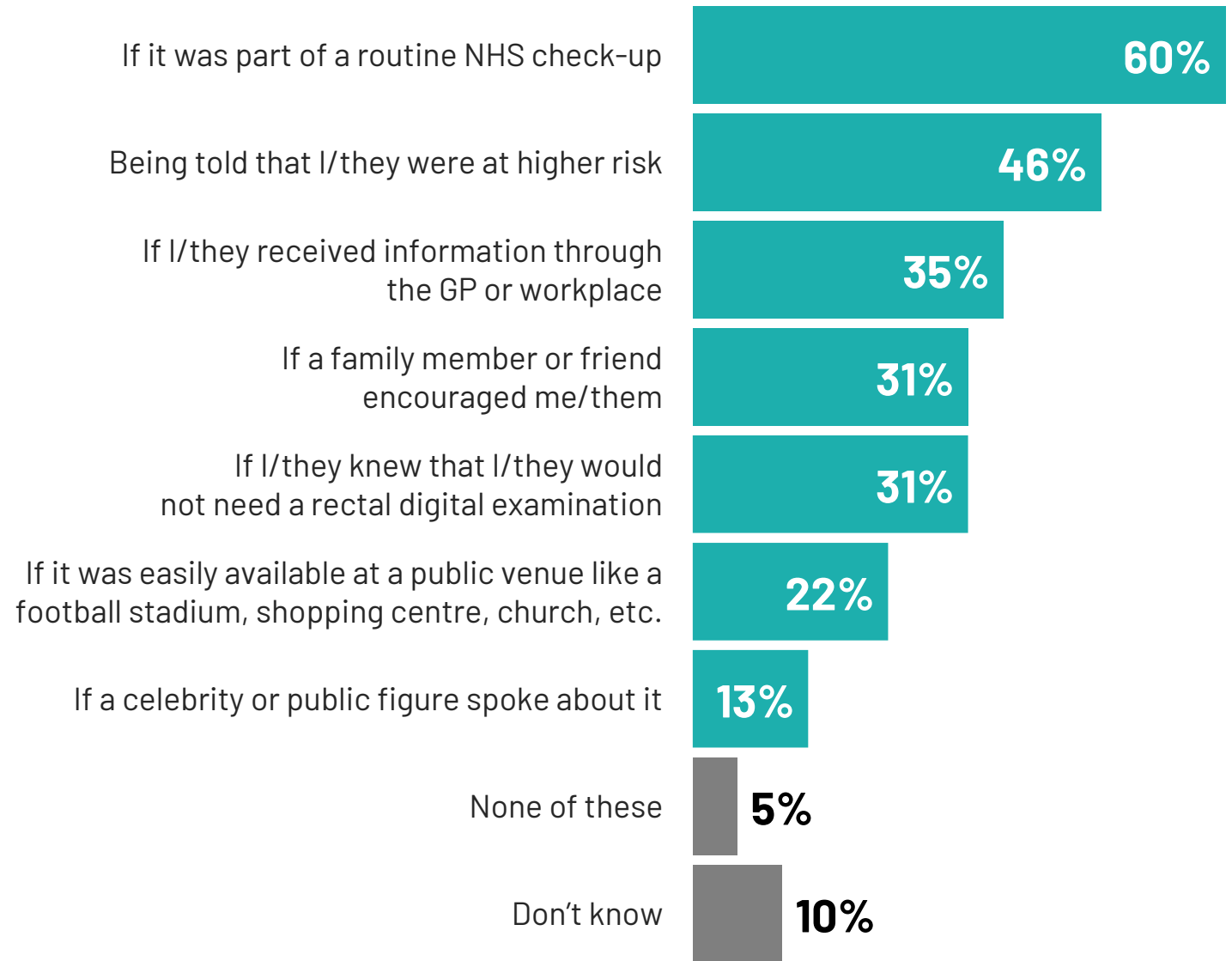
Among men



Base: 1,088 Online British adults aged 16-75, including (520) men, 4 - 7 April 2025

Three in five say they think a routine NHS check-up for prostate cancer would make them or a loved one more likely to get checked

Which of the following, if any, do you think would make you or a loved one more likely to get checked for prostate cancer?



Base: 1,088 Online British adults aged 16-75, 4 - 7 April 2025



April 2025

Ipsos – Prostate cancer polling

For more information

Anna Quigley

Research Director

Anna.Quigley@ipsos.com

Kate Duxbury

Research Director

Kate.Duxbury@ipsos.com