

Cancer Risk Awareness in the US: Key Findings from AICR's Latest Survey

AICR commissioned a survey to learn more about what Americans think may increase cancer risk. We asked about these established risk factors:

Risk Factor	May increase risk of these cancers
Obesity	Colorectal, Breast (post-menopausal), Ovarian, Esophageal, Endometrial, Kidney, Pancreatic, Gallbladder, Stomach, Liver, Mouth/pharynx/larynx, Advanced prostate
Not enough physical activity	Colorectal, Breast, Endometrial
Alcohol	Colorectal, Breast, Mouth/pharynx/larynx, Liver, Esophageal, Stomach
Low intake of vegetables and fruits	Colorectal, Mouth/pharynx/larynx
Low intake of fiber	Colorectal
High intake of red meat	Colorectal
High intake of processed meat	Colorectal, Stomach

SURVEY RESULTS

Do Americans make the connection between cancer and these risk factors? Here is what we learned:

Body weight

62%

of Americans are aware of the link between obesity and cancer risk.

Advice: Keep your weight within the healthy range and avoid weight gain in adult life. Eat well using advice from AICR's New American Plate and exercise regularly.

Physical Activity

53%

of Americans are aware of the link between inactivity and cancer risk.

Advice: Be active for at least 150 minutes a week. Broken down, this is 30 minutes of exercise on five days of the week.

Alcohol

58%

of Americans are aware of the link between alcohol and cancer risk.

Advice: For cancer prevention, it is best not to drink alcohol at all. If you're going to drink despite this evidence, limit your intake to one drink a day for women or two drinks for men.

Fruits and vegetables

45%

of Americans are aware of the link between diets low in fruits and vegetables and cancer risk.

Advice: Follow the advice in AICR's New American Plate, which recommends filling 2/3 of your plate with fruits, vegetables, beans and whole grains at meals.

Fiber

38%

of Americans are aware of the link between diets low in fiber and cancer risk.

Advice: Aim for at least 30 grams of fiber per day from a variety of plant-based foods. Fiber is found in vegetables, fruits, beans, nuts, seeds and whole grains.

Red and processed meat

42%
50%

of Americans are aware of the link between red meats and cancer risk.

of Americans are aware of the link between processed meats and cancer risk.

Advice: If you eat red meat, limit the consumption to no more than 3 portions a week or about 12-18 ounces (cooked). Eat little, if any, processed meat.