

**J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - ARGENTINA**  
**10TH - 24TH FEBRUARY 2010**  
**INTERNAL USE ONLY**  
**IPSOS MORI**

Table 1  
**CM01 - WHICH OF THE FOLLOWING CANCERS DO YOU THINK KILLS THE MOST PEOPLE IN YOUR COUNTRY? YOU MAY CHOOSE UP TO TWO.**  
**BASE: ALL RESPONDENTS**

	SEX		AGE					CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)		TWO CHOSEN - NOT LUNG CANCER (p)
<b>UNWEIGHTED BASE</b>	<b>1000</b>	490	510	170	210	209	201	210	392	149	341	71	1000
<b>WEIGHTED BASE</b>	<b>1000</b>	490	510	217	247	213	187	136	407	138	343	68*	1000
	<b>100%</b>	49%	51%	22%	25%	21%	19%	14%	41%	14%	34%	7%*	100%
LUNG CANCER	<b>545</b>	293	252	130	131	112	99	73	407	138	-	-	541
	55% <sup>op</sup>	60% <sup>b</sup>	49%	60%	53%	52%	53%	54%	100% <sup>zop</sup>	100% <sup>zop</sup>	-	-	54%
BREAST CANCER	<b>324</b>	127	197	75	90	57	63	39	-	71	202	51	333
	32% <sup>am</sup>	26%	39% <sup>za</sup>	34%	36% <sup>e</sup>	27%	34%	29%	-	51% <sup>zm</sup>	59% <sup>zm</sup>	75% <sup>zmno</sup>	33%
BOWEL OR COLON CANCER	<b>152</b>	67	86	18	34	36	29	36	-	31	77	44	161
	15% <sup>cm</sup>	14%	17%	8%	14%	17% <sup>c</sup>	15%	26% <sup>zodef</sup>	-	22% <sup>zm</sup>	22% <sup>zm</sup>	65% <sup>zmno</sup>	16%
PROSTATE CANCER	<b>102</b>	47	55	9	32	30	18	13	-	27	44	32	100
	10% <sup>cm</sup>	9%	11%	4%	13% <sup>c</sup>	14% <sup>c</sup>	9%	10%	-	19% <sup>zm</sup>	13% <sup>am</sup>	46% <sup>zmno</sup>	10%
SKIN CANCER	<b>39</b>	19	20	15	7	7	5	5	-	9	21	9	38
	4% <sup>m</sup>	4%	4%	7%	3%	3%	3%	3%	-	7% <sup>m</sup>	6% <sup>m</sup>	13% <sup>zm</sup>	4%
NONE OF THESE	<b>41</b>	19	22	2	8	9	15	8	-	-	-	-	44
	4% <sup>mno</sup>	4%	4%	1%	3%	4%	8% <sup>zcd</sup>	6% <sup>c</sup>	-	-	-	-	4%
DON'T KNOW	<b>3</b>	3	-	-	-	-	1	1	-	-	-	-	3
	*	1%	-	-	-	-	1%	1%	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/op  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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 BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT								UNWEIGHTED TOTAL	
		NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL (a)	COMPLETE PRIMARY SCHOOL (b)	INCOMPLETE MEDIA EDUCATION (c)	COMPLETE MEDIA EDUCATION (d)	INCOMPLETE UNIVERSITY (e)	COMPLETE UNIVERSITY (f)	POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT (g)	INCOMPLETE TERTIARY EDUCATION (h)		COMPLETE TERTIARY EDUCATION (i)
UNWEIGHTED BASE	1000	19	130	109	289	132	170	6	33	112	1000
WEIGHTED BASE	1000	19**	113	123*	304	139	154	5**	38**	104*	1000
	100%	2%**	11%	12%*	30%	14%	15%	***	4%**	10%*	100%
LUNG CANCER	545	12	55	79	160	89	72	2	16	60	541
	55%	61%	49%	64%bf	53%	64%bf	47%	40%	41%	58%	54%
BREAST CANCER	324	1	33	44	99	42	60	2	14	29	333
	32%	4%	29%	35%	33%	30%	39%	43%	38%	28%	33%
BOWEL OR COLON CANCER	152	2	19	14	41	18	29	-	8	21	161
	15%	8%	17%	11%	14%	13%	19%	-	22%	20%	16%
PROSTATE CANCER	102	4	15	7	41	4	16	-	7	7	100
	10%e	21%	14%e	6%	14%e	3%	10%e	-	19%	7%	10%
SKIN CANCER	39	-	2	6	11	5	5	*	*	9	38
	4%	-	2%	5%	4%	4%	3%	8%	1%	9%zbd	4%
NONE OF THESE	41	3	4	3	11	3	14	1	-	1	44
	4%	15%	4%	2%	4%	2%	9%zcodei	27%	-	1%	4%
DON'T KNOW	3	1	-	-	1	-	-	-	-	1	3
	*	3%	-	-	*	-	-	-	-	1%	*

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Table 2

**CM02 - LUNG CANCER IS MAINLY CAUSED BY SMOKING CIGARETTES AND OTHER TOBACCO PRODUCTS. BEARING THIS IN MIND, TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT. I HAVE LESS SYMPATHY FOR PEOPLE WITH LUNG CANCER THAN PEOPLE WITH OTHER TYPES OF CANCER.**

BASE: ALL RESPONDENTS

	SEX		AGE					CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)		TWO CHOSEN - NOT LUNG CANCER (p)
UNWEIGHTED BASE	1000	490	510	170	210	209	201	210	392	149	341	71	1000
WEIGHTED BASE	1000	490	510	217	247	213	187	136	407	138	343	68*	1000
	100%	49%	51%	22%	25%	21%	19%	14%	41%	14%	34%	7%*	100%
STRONGLY AGREE	16	10	6	6	3	*	3	4	2	4	6	1	15
	2%	2%	1%	3%	1%	*	2%	3%e	1%	3% <sup>m</sup>	2%	2%	2%
TEND TO AGREE	82	37	46	10	17	17	22	17	30	9	25	12	90
	8%	8%	9%	4%	7%	8%	12% <sup>c</sup>	12% <sup>c</sup>	7%	6%	7%	17% <sup>zmo</sup>	9%
NEITHER AGREE NOR DISAGREE	108	54	53	39	24	20	13	12	52	8	43	5	103
	11%	11%	10%	18% <sup>zdefg</sup>	10%	9%	7%	9%	13% <sup>an</sup>	6%	13% <sup>an</sup>	7%	10%
TEND TO DISAGREE	285	136	149	61	67	62	57	38	122	22	117	10	295
	29% <sup>np</sup>	28%	29%	28%	27%	29%	31%	28%	30% <sup>np</sup>	16%	34% <sup>np</sup>	14%	30%
STRONGLY DISAGREE	502	248	254	102	137	114	86	64	199	95	149	41	490
	50%	51%	50%	47%	55%	53%	46%	47%	49%	69% <sup>zmo</sup>	44%	60% <sup>o</sup>	49%
AGREE (COMB)	98	47	51	15	20	18	25	20	32	13	31	13	105
	10%	10%	10%	7%	8%	8%	13%	15% <sup>zcode</sup>	8%	9%	9%	19% <sup>zmo</sup>	11%
DISAGREE (COMB)	788	384	404	163	204	175	144	102	321	117	267	51	785
	79%	78%	79%	75%	82%	82%	77%	75%	79%	85%	78%	74%	79%
DON'T KNOW	6	4	2	-	-	-	5	1	3	-	2	-	7
	1%	1%	*	-	-	-	3% <sup>zcode</sup>	1%	1%	-	1%	-	1%

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT									UNWEIGHTED TOTAL
		NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL (a)	COMPLETE PRIMARY SCHOOL (b)	INCOMPLETE MEDIA EDUCATION (c)	COMPLETE MEDIA EDUCATION (d)	INCOMPLETE UNIVERSITY (e)	COMPLETE UNIVERSITY (f)	POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT (g)	INCOMPLETE TERTIARY EDUCATION (h)	COMPLETE TERTIARY EDUCATION (i)	
<b>UNWEIGHTED BASE</b>	<b>1000</b>	19	130	109	289	132	170	6	33	112	1000
<b>WEIGHTED BASE</b>	<b>1000</b>	19**	113	123*	304	139	154	5**	38**	104*	1000
	<b>100%</b>	2%**	11%	12%*	30%	14%	15%	***	4%**	10%*	100%
STRONGLY AGREE	16	1	3	3	1	3	1	-	-	3	15
	<b>2%</b>	8%	3% <sup>d</sup>	3%	*	2%	1%	-	-	3%	2%
TEND TO AGREE	82	4	17	10	23	6	10	-	2	9	90
	<b>8%</b>	22%	15% <sup>zdef</sup>	8%	8%	4%	6%	-	5%	9%	9%
NEITHER AGREE NOR DISAGREE	108	-	13	15	29	17	15	1	6	12	103
	<b>11%</b>	-	11%	12%	10%	12%	10%	14%	17%	11%	10%
TEND TO DISAGREE	285	3	38	27	98	43	38	2	13	24	295
	<b>29%</b>	17%	34%	22%	32%	31%	25%	43%	34%	23%	30%
STRONGLY DISAGREE	502	10	42	67	151	70	88	2	17	55	490
	<b>50%<sup>b</sup></b>	53%	37%	55% <sup>b</sup>	49% <sup>b</sup>	50%	57% <sup>b</sup>	43%	45%	53% <sup>b</sup>	49%
AGREE (COMB)	98	6	20	14	24	9	11	-	2	12	105
	<b>10%</b>	30%	18% <sup>zdef</sup>	11%	8%	6%	7%	-	5%	12%	11%
DISAGREE (COMB)	788	14	80	94	249	113	126	4	30	79	785
	<b>79%</b>	70%	71%	76%	82% <sup>b</sup>	81%	82% <sup>b</sup>	86%	78%	76%	79%
DON'T KNOW	6	-	-	1	2	*	2	-	-	1	7
	<b>1%</b>	-	-	1%	1%	*	1%	-	-	1%	1%

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**DEMOGRAPHICS**  
 BASE: ALL RESPONDENTS

	SEX		AGE					CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)		TWO CHOSEN - NOT LUNG CANCER (p)
<b>UNWEIGHTED BASE</b>	1000	490	510	170	210	209	201	210	392	149	341	71	1000
<b>WEIGHTED BASE</b>	1000	490	510	217	247	213	187	136	407	138	343	68*	1000
	100%	49%	51%	22%	25%	21%	19%	14%	41%	14%	34%	7%*	100%
<b>SEX</b>													
MALE	490 49% <sub>bp</sub>	490 100% <sub>zb</sub>	-	109 50%	122 49%	104 49%	91 49%	64 47%	233 57% <sub>znop</sub>	60 43%	152 44%	24 35%	490 49%
FEMALE	510 51% <sub>am</sub>	-	510 100% <sub>za</sub>	108 50%	126 51%	109 51%	96 51%	72 53%	174 43%	78 57% <sub>m</sub>	192 56% <sub>m</sub>	44 65% <sub>zm</sub>	510 51%
<b>AGE</b>													
16-24	217 22% <sub>defgp</sub>	109 22%	108 21%	217 100% <sub>zdefg</sub>	-	-	-	-	104 26% <sub>p</sub>	26 19%	79 23% <sub>p</sub>	6 10%	170 17%
25-34	247 25% <sub>cefg</sub>	122 25%	126 25%	-	247 100% <sub>zcefg</sub>	-	-	-	95 23%	36 26%	90 26%	18 27%	210 21%
35-44	213 21% <sub>cdfg</sub>	104 21%	109 21%	-	-	213 100% <sub>zcdfg</sub>	-	-	89 22%	23 17%	79 23%	14 21%	209 21%
45-54	187 19% <sub>cddeg</sub>	91 18%	96 19%	-	-	-	187 100% <sub>zcddeg</sub>	-	71 17%	28 21%	58 17%	14 20%	201 20%
55-64	136 14% <sub>cdef</sub>	64 13%	72 14%	-	-	-	-	136 100% <sub>zcdef</sub>	49 12%	24 18%	38 11%	15 23% <sub>mo</sub>	210 21%
<b>EDUCATION LEVEL OF RESPONDENT</b>													
NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL	19 2%	12 2%	7 1%	4 2%	3 1%	2 1%	3 2%	8 6% <sub>zde</sub>	10 3%	2 1%	3 1%	1 1%	19 2%
COMPLETE PRIMARY SCHOOL	113 11% <sub>c</sub>	47 10%	66 13%	5 2%	22 9% <sub>c</sub>	18 8% <sub>c</sub>	34 18% <sub>zcde</sub>	35 26% <sub>zcade</sub>	46 11%	9 6%	47 14% <sub>n</sub>	7 10%	130 13%
INCOMPLETE MEDIA EDUCATION	123 12% <sub>eg</sub>	63 13%	60 12%	61 28% <sub>zdefg</sub>	21 9%	15 7%	18 10%	8 6%	56 14%	23 16%	35 10%	7 10%	109 11%

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	SEX		AGE					CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)		TWO CHOSEN - NOT LUNG CANCER (p)
<b>WEIGHTED BASE</b>	<b>1000</b>	490	510	217	247	213	187	136	407	138	343	68*	1000
	<b>100%</b>	49%	51%	22%	25%	21%	19%	14%	41%	14%	34%	7%*	100%
COMPLETE MEDIA EDUCATION	<b>304</b>	153	152	66	71	81	55	31	120	40	111	21	289
	30%g	31%	30%	30%	29%	38%g	30%	22%	29%	29%	32%	30%	29%
INCOMPLETE UNIVERSITY	<b>139</b>	79	61	50	47	26	9	8	73	16	42	6	132
	14%fg	16%	12%	23%zefg	19%fg	12%fg	5%	6%	18%	12%	12%	8%	13%
COMPLETE UNIVERSITY	<b>154</b>	76	79	6	46	40	35	27	41	31	58	10	170
	15%cm	15%	15%	3%	19%c	19%c	19%c	20%c	10%	23%zm	17%fm	15%	17%
POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT)	<b>5</b>	2	3	-	1	*	2	1	1	*	1	*	6
	-	*	1%	-	*	*	1%	1%	*	*	*	1%	1%
INCOMPLETE TERTIARY EDUCATION	<b>38</b>	22	16	17	9	5	5	2	13	3	17	5	33
	4%	5%	3%	8%zeg	3%	3%	3%	1%	3%	2%	5%	8%	3%
COMPLETE TERTIARY EDUCATION	<b>104</b>	36	68	8	27	26	25	17	47	14	29	12	112
	10%c	7%	13%a	4%	11%c	12%c	14%c	12%c	11%	10%	9%	17%o	11%

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 BASE: ALL RESPONDENTS

	EDUCATION LEVEL OF RESPONDENT									UNWEIGHTED TOTAL	
	NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL (a)	COMPLETE PRIMARY SCHOOL (b)	INCOMPLETE MEDIA EDUCATION (c)	COMPLETE MEDIA EDUCATION (d)	INCOMPLETE UNIVERSITY (e)	COMPLETE UNIVERSITY (f)	POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT) (g)	INCOMPLETE TERTIARY EDUCATION (h)	COMPLETE TERTIARY EDUCATION (i)		
<b>UNWEIGHTED BASE</b>	1000	19	130	109	289	132	170	6	33	112	1000
<b>WEIGHTED BASE</b>	1000	19**	113	123*	304	139	154	5**	38**	104*	1000
	100%	2%**	11%	12%*	30%	14%	15%	***	4%**	10%*	100%
<b>SEX</b>											
MALE	490	12	47	63	153	79	76	2	22	36	490
	49%i	62%	42%	51%i	50%i	56%bi	49%i	39%	58%	35%	49%
FEMALE	510	7	66	60	152	61	79	3	16	68	510
	51%	38%	58%e	49%	50%	44%	51%	61%	42%	65%zcdef	51%
<b>AGE</b>											
16-24	217	4	5	61	66	50	6	-	17	8	170
	22%bfi	20%	4%	49%zbdfi	22%bfi	36%zbdfi	4%	-	45%	8%	17%
25-34	247	3	22	21	71	47	46	1	9	27	210
	25%	15%	19%	17%	23%	34%zabcd	30%c	25%	23%	26%	21%
35-44	213	2	18	15	81	26	40	*	5	26	209
	21%c	8%	16%	12%	27%bc	18%	26%c	10%	14%	25%c	21%
45-54	187	3	34	18	55	9	35	2	5	25	201
	19%e	17%	30%zcdde	15%	18%e	6%	23%e	40%	13%	24%e	20%
55-64	136	8	35	8	31	8	27	1	2	17	210
	14%e	39%	31%zcddefi	7%	10%	5%	17%cde	25%	5%	16%e	21%
<b>EDUCATION LEVEL OF RESPONDENT</b>											
NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL	19	19	-	-	-	-	-	-	-	-	19
	2%d	100%	-	-	-	-	-	-	-	-	2%
COMPLETE PRIMARY SCHOOL	113	-	113	-	-	-	-	-	-	-	130
	11%cddefi	-	100%zcddefi	-	-	-	-	-	-	-	13%

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	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT								UNWEIGHTED TOTAL	
		NO EDUCATION OR INCOMPLETE PRIMARY SCHOOL (a)	COMPLETE PRIMARY SCHOOL (b)	INCOMPLETE MEDIA EDUCATION (c)	COMPLETE MEDIA EDUCATION (d)	INCOMPLETE UNIVERSITY (e)	COMPLETE UNIVERSITY (f)	POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT (g)	INCOMPLETE TERTIARY EDUCATION (h)		COMPLETE TERTIARY EDUCATION (i)
<b>WEIGHTED BASE</b>	<b>1000</b>	19**	113	123*	304	139	154	5**	38**	104*	1000
	<b>100%</b>	2%**	11%	12%*	30%	14%	15%	***	4%**	10%*	100%
INCOMPLETE MEDIA EDUCATION	123	-	-	123	-	-	-	-	-	-	109
	12% <b>bdefi</b>	-	-	100% <b>zbdefi</b>	-	-	-	-	-	-	11%
COMPLETE MEDIA EDUCATION	304	-	-	-	304	-	-	-	-	-	289
	30% <b>bcefi</b>	-	-	-	100% <b>zbcefi</b>	-	-	-	-	-	29%
INCOMPLETE UNIVERSITY	139	-	-	-	-	139	-	-	-	-	132
	14% <b>bcdfi</b>	-	-	-	-	100% <b>zbcdfi</b>	-	-	-	-	13%
COMPLETE UNIVERSITY	154	-	-	-	-	-	154	-	-	-	170
	15% <b>bcdei</b>	-	-	-	-	-	100% <b>zbcdei</b>	-	-	-	17%
POSTGRADUATE EDUCATION (MASTERS, PHD OR EQUIVALENT	5	-	-	-	-	-	-	5	-	-	6
	* *	-	-	-	-	-	-	100%	-	-	1%
INCOMPLETE TERTIARY EDUCATION	38	-	-	-	-	-	-	-	38	-	33
	4% <b>bdef</b>	-	-	-	-	-	-	100%	-	-	3%
COMPLETE TERTIARY EDUCATION	104	-	-	-	-	-	-	-	-	104	112
	10% <b>bcdef</b>	-	-	-	-	-	-	-	-	100% <b>zbcdef</b>	11%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i  
 \* small base; \*\* very small base (under 30) ineligible for sig testing