

**J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - AUSTRALIA**  
**12TH - 14TH 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**

	TOTAL (z)	SEX		AGE						CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)	TWO CHOSEN - NOT LUNG CANCER (p)	
UNWEIGHTED BASE	1200	600	600	101	166	214	227	217	275	57	355	172	575	1200
WEIGHTED BASE	1200	591	609	157*	218	204	208	168	246	52*	370	162	581	1200
	100%	49%	51%	13%*	18%	17%	17%	14%	20%	4%*	31%	14%	48%	100%
BREAST CANCER	525	224	301	60	108	79	96	77	104	-	104	39	382	508
	44%amno	38%	49%za	39%	50%e	39%	46%	46%	42%	-	28%am	24%am	66%zmno	42%
SKIN CANCER	483	235	248	108	115	99	81	37	43	-	134	53	295	450
	40%ghm	40%	41%	69%zdefgh	53%zfg	48%zgh	39%gh	22%	17%	-	36%am	33%am	51%zmno	38%
LUNG CANCER	422	223	199	70	82	81	66	51	72	52	370	-	-	412
	35%op	38%	33%	45%fgh	37%	40%h	32%	30%	29%	100%zop	100%zop	-	-	34%
BOWEL OR COLON CANCER	402	181	221	10	62	70	79	70	111	-	87	56	258	443
	33%cmn	31%	36%	6%	28%c	34%c	38%c	42%zcd	45%zcd	-	23%am	35%mn	44%zmno	37%
PROSTATE CANCER	285	173	111	29	44	45	41	58	67	-	45	14	226	276
	24%bmno	29%zb	18%	18%	20%	22%	20%	35%zcd	27%	-	12%am	8%am	39%zmno	23%
DON'T KNOW	35	20	15	5	2	5	6	6	10	-	-	-	-	41
	3%np	3%	2%	3%	1%	3%	3%	4%	4%	-	-	-	-	3%

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/o/p  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



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	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL
		PRIMARY / SECONDARY (a)	COLLEGE APPRENTICESHIP (b)	UNIVERSITY DEGREE (c)	
UNWEIGHTED BASE	1200	385	421	394	1200
WEIGHTED BASE	1200	436	429	335	1200
	100%	36%	36%	28%	100%
BREAST CANCER	525	195	193	138	508
	44%	45%	45%	41%	42%
SKIN CANCER	483	168	166	148	450
	40%	39%	39%	44%	38%
LUNG CANCER	422	152	154	116	412
	35%	35%	36%	35%	34%
BOWEL OR COLON CANCER	402	134	144	123	443
	33%	31%	34%	37%	37%
PROSTATE CANCER	285	104	114	66	276
	24%	24%	27% <sup>c</sup>	20%	23%
DON'T KNOW	35	13	13	8	41
	3%	3%	3%	2%	3%

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<sup>a</sup> small base

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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)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	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>1200</b>	600	600	101	166	214	227	217	275	57	355	172	575	1200
<b>WEIGHTED BASE</b>	<b>1200</b>	591	609	157*	218	204	208	168	246	52*	370	162	581	1200
	<b>100%</b>	49%	51%	13%*	18%	17%	17%	14%	20%	4%*	31%	14%	48%	100%
STRONGLY AGREE	<b>145</b> 12% <sup>f</sup>	89 15% <sup>b</sup>	56 9%	11 7%	16 8%	24 12%	13 6%	28 17% <sup>cdf</sup>	52 21% <sup>zdef</sup>	14 27% <sup>znp</sup>	43 12%	27 17% <sup>p</sup>	54 9%	145 12%
TEND TO AGREE	<b>209</b> 17% <sup>h</sup>	125 21% <sup>b</sup>	84 14%	41 26% <sup>eh</sup>	50 23% <sup>eh</sup>	28 14%	36 17%	27 16%	28 11%	4 8%	72 19%	26 16%	104 18%	207 17%
NEITHER AGREE NOR DISAGREE	<b>196</b> 16% <sup>g</sup>	106 18%	90 15%	21 14%	41 19% <sup>g</sup>	45 22% <sup>gh</sup>	39 19% <sup>g</sup>	17 10%	32 13%	8 15%	63 17%	20 12%	99 17%	202 17%
TEND TO DISAGREE	<b>218</b> 18%	95 16%	124 20%	28 18%	49 22%	29 14%	36 17%	32 19%	45 18%	5 10%	63 17%	33 20%	107 19%	222 19%
STRONGLY DISAGREE	<b>411</b> 34% <sup>a</sup>	164 28%	248 41% <sup>za</sup>	54 35%	61 28%	77 38%	80 38%	62 37%	78 32%	18 35%	127 34%	55 34%	205 35%	403 34%
AGREE (COMB)	<b>354</b> 29% <sup>b</sup>	214 36% <sup>zb</sup>	140 23%	52 33%	67 31%	51 25%	49 23%	55 33%	80 33% <sup>f</sup>	18 35%	114 31%	53 33%	159 27%	352 29%
DISAGREE (COMB)	<b>630</b> 52% <sup>a</sup>	258 44%	371 61% <sup>za</sup>	82 52%	110 50%	105 52%	115 56%	94 56%	124 50%	24 46%	189 51%	88 54%	312 54%	625 52%
DON'T KNOW	<b>20</b> 2%	13 2%	7 1%	2 1%	-	3 1%	4 2%	2 1%	10 4% <sup>zd</sup>	2 4%	3 1%	1 1%	11 2%	21 2%

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL
		PRIMARY / SECONDARY (a)	COLLEGE APPRENTICESHIP (b)	UNIVERSITY DEGREE (c)	
<b>UNWEIGHTED BASE</b>	<b>1200</b>	385	421	394	1200
<b>WEIGHTED BASE</b>	<b>1200</b>	436	429	335	1200
	<b>100%</b>	36%	36%	28%	100%
STRONGLY AGREE	145 12%	70 16%bc	44 10%	31 9%	145 12%
TEND TO AGREE	209 17%	66 15%	78 18%	65 19%	207 17%
NEITHER AGREE NOR DISAGREE	196 16%	70 16%	71 16%	56 17%	202 17%
TEND TO DISAGREE	218 18%	64 15%	88 20%	66 20%	222 19%
STRONGLY DISAGREE	411 34%	153 35%	144 34%	115 34%	403 34%
AGREE (COMB)	354 29%	136 31%	122 28%	96 29%	352 29%
DISAGREE (COMB)	630 52%	217 50%	232 54%	181 54%	625 52%
DON'T KNOW	20 2%	13 3%c	5 1%	2 1%	21 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c  
 \* small base

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Table 3  
**DEMOGRAPHICS**  
 BASE: ALL RESPONDENTS

	SEX		AGE						CM01				UNWEIGHTED TOTAL	
	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	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>	1200	600	600	101	166	214	227	217	275	57	355	172	575	1200
<b>WEIGHTED BASE</b>	1200	591	609	157*	218	204	208	168	246	52*	370	162	581	1200
	100%	49%	51%	13%*	18%	17%	17%	14%	20%	4%*	31%	14%	48%	100%
<b>SEX</b>														
<b>MALE</b>	591	591	-	80	109	105	100	79	118	32	191	74	274	600
	49%b	100%zb	-	51%	50%	52%	48%	47%	48%	62%	52%	46%	47%	50%
<b>FEMALE</b>	609	-	609	77	109	99	108	89	127	20	180	88	307	600
	51%a	-	100%za	49%	50%	48%	52%	53%	52%	38%	48%	54%	53%	50%
<b>AGE</b>														
18-24	157	80	77	157	-	-	-	-	-	4	66	22	59	101
	13%defgh	14%	13%	100%zdefgh	-	-	-	-	-	8%	18%zp	14%	10%	8%
25-34	218	109	109	-	218	-	-	-	-	9	73	12	122	166
	18%cefggho	18%	18%	-	100%zcefgh	-	-	-	-	17%	20%o	7%	21%o	14%
35-44	204	105	99	-	-	204	-	-	-	8	74	16	102	214
	17%cdfgho	18%	16%	-	-	100%zcdfgh	-	-	-	15%	20%o	10%	17%o	18%
45-54	208	100	108	-	-	-	208	-	-	5	61	34	101	227
	17%cddegh	17%	18%	-	-	-	100%zcddegh	-	-	11%	16%	21%	17%	19%
55-64	168	79	89	-	-	-	-	168	-	8	42	22	89	217
	14%cddefh	13%	15%	-	-	-	-	100%zcddefh	-	16%	11%	13%	15%	18%
65+	246	118	127	-	-	-	-	-	246	17	54	57	107	275
	20%cddefgn	20%	21%	-	-	-	-	-	100%zcddefg	34%znp	15%	35%znp	18%	23%
<b>EDUCATION LEVEL OF RESPONDENT</b>														
PRIMARY / SECONDARY	436	186	250	88	31	56	60	68	133	26	126	66	205	385
	36%de	31%	41%a	56%zdefg	14%	28%cd	29%cd	40%def	54%zdefg	51%np	34%	41%	35%	32%
COLLEGE APPRENTICESHIP	429	247	181	55	87	68	81	64	73	17	137	43	219	421
	36%bo	42%zb	30%	35%	40%	34%	39%	38%	30%	33%	37%o	26%	38%o	35%

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<b>WEIGHTED BASE</b>	<b>1200</b>	591	609	157*	218	204	208	168	246	52*	370	162	581	1200
	<b>100%</b>	49%	51%	13%*	18%	17%	17%	14%	20%	4%*	31%	14%	48%	100%
UNIVERSITY DEGREE	<b>335</b>	158	178	14	100	79	67	36	40	9	107	54	157	394
	28%ch	27%	29%	9%	46%zcfgh	39%zcgh	32%cggh	21%c	16%	17%	29%	33% <sup>m</sup>	27%	33%

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<b>WEIGHTED BASE</b>	<b>1200</b>	436	429	335	1200
	<b>100%</b>	36%	36%	28%	100%
<b>SEX</b>					
MALE	<b>591</b> 49% <sup>a</sup>	186 43%	247 58% <sup>zac</sup>	158 47%	600 50%
FEMALE	<b>609</b> 51% <sup>b</sup>	250 57% <sup>zb</sup>	181 42%	178 53% <sup>b</sup>	600 50%
<b>AGE</b>					
18-24	<b>157</b> 13% <sup>c</sup>	88 20% <sup>zbc</sup>	55 13% <sup>c</sup>	14 4%	101 8%
25-34	<b>218</b> 18% <sup>a</sup>	31 7%	87 20% <sup>a</sup>	100 30% <sup>zab</sup>	166 14%
35-44	<b>204</b> 17%	56 13%	68 16%	79 24% <sup>zab</sup>	214 18%
45-54	<b>208</b> 17%	60 14%	81 19%	67 20% <sup>a</sup>	227 19%
55-64	<b>168</b> 14%	68 16%	64 15%	36 11%	217 18%
65+	<b>246</b> 20% <sup>c</sup>	133 30% <sup>zbc</sup>	73 17%	40 12%	275 23%
<b>EDUCATION LEVEL OF RESPONDENT</b>					
PRIMARY / SECONDARY	<b>436</b> 36% <sup>bc</sup>	436 100% <sup>zbc</sup>	-	-	385 32%
COLLEGE APPRENTICESHIP	<b>429</b> 36% <sup>ac</sup>	-	429 100% <sup>zac</sup>	-	421 35%

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<b>WEIGHTED BASE</b>	<b>1200</b>	436	429	335	1200
	<b>100%</b>	36%	36%	28%	100%
UNIVERSITY DEGREE	<b>335</b>	-	-	335	394
	28% <sup>ab</sup>	-	-	100% <sup>zab</sup>	33%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c  
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