

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - BULGARIA
MAY 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)	15-24 (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	580	620	191	207	199	165	243	195	127	302	250	219	1200
WEIGHTED BASE	1200	580	620	191	207	199	165	243	195	127	302	250	219	1200
	100%	48%	52%	16%	17%	17%	14%	20%	16%	11%	25%	21%	18%	100%
BREAST CANCER	540	184	356	70	107	91	75	115	82	-	185	159	196	540
	45%acm	32%	57%za	37%	52%c	46%	45%	47%c	42%	-	61%zm	64%zm	89%zmno	45%
LUNG CANCER	429	217	212	79	73	72	52	80	73	127	302	-	-	429
	36%op	37%	34%	41%	35%	36%	32%	33%	37%	100%zop	100%zop	-	-	36%
BOWEL OR COLON CANCER	296	146	150	33	44	57	48	62	52	-	80	61	155	296
	25%cm	25%	24%	17%	21%	29%c	29%c	26%c	27%c	-	26%m	24%cm	71%zmno	25%
PROSTATE CANCER	115	79	36	9	15	27	10	30	24	-	29	22	64	115
	10%bcm	14%zb	6%	5%	7%	14%cdf	6%	12%cf	12%cf	-	10%cm	9%cm	29%zmno	10%
SKIN CANCER	39	18	21	10	9	5	2	7	6	-	8	8	23	39
	3%m	3%	3%	5%f	4%	3%	1%	3%	3%	-	3%	3%cm	11%zmno	3%
DON'T KNOW	302	174	128	62	46	42	47	55	50	-	-	-	-	302
	25%bmnap	30%zb	21%	32%zdeg	22%	21%	28%	23%	26%	-	-	-	-	25%

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
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	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT					UNWEIGHTED TOTAL
		PRIMARY EDUCATION (a)	SECONDARY EDUCATION (b)	SECONDARY- VOCATIONAL EDUCATION (c)	COLLEGE EDUCATION (d)	UNIVERSITY EDUCATION (e)	
UNWEIGHTED BASE	1200	234	381	354	45	186	1200
WEIGHTED BASE	1200	234	381	354	45*	186	1200
	100%	20%	32%	30%	4%*	16%	100%
BREAST CANCER	540	85	165	167	18	105	540
	45%a	36%	43%	47%a	40%	56%zabcd	45%
LUNG CANCER	429	98	134	114	16	67	429
	36%	42%c	35%	32%	36%	36%	36%
BOWEL OR COLON CANCER	296	40	95	92	14	55	296
	25%a	17%	25%a	26%a	31%a	30%a	25%
PROSTATE CANCER	115	27	38	27	3	20	115
	10%	12%	10%	8%	7%	11%	10%
SKIN CANCER	39	7	16	8	2	6	39
	3%	3%	4%	2%	4%	3%	3%
DON'T KNOW	302	64	96	95	12	35	302
	25%	27%e	25%	27%e	27%	19%	25%

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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)	15-24 (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	580	620	191	207	199	165	243	195	127	302	250	219	1200
WEIGHTED BASE	1200	580	620	191	207	199	165	243	195	127	302	250	219	1200
	100%	48%	52%	16%	17%	17%	14%	20%	16%	11%	25%	21%	18%	100%
STRONGLY AGREE	80	42	38	10	12	12	12	15	19	10	23	26	16	80
	7%	7%	6%	5%	6%	6%	7%	6%	10%	8%	8%	10%z	7%	7%
TEND TO AGREE	124	65	59	22	21	18	15	27	21	13	36	23	31	124
	10%	11%	10%	12%	10%	9%	9%	11%	11%	10%	12%	9%	14%	10%
NEITHER AGREE NOR DISAGREE	184	89	95	26	23	26	22	49	38	19	36	33	37	184
	15%	15%	15%	14%	11%	13%	13%	20%de	19% ^d	15%	12%	13%	17%	15%
TEND TO DISAGREE	289	139	150	40	55	53	41	60	40	19	83	67	45	289
	24% ^m	24%	24%	21%	27%	27%	25%	25%	21%	15%	27% ^m	27% ^m	21%	24%
STRONGLY DISAGREE	523	245	278	93	96	90	75	92	77	66	124	101	90	523
	44%	42%	45%	49% ^g	46%	45%	45%	38%	39%	52% ^{no}	41%	40%	41%	44%
AGREE (COMB)	204	107	97	32	33	30	27	42	40	23	59	49	47	204
	17%	18%	16%	17%	16%	15%	16%	17%	21%	18%	20%	20%	21%	17%
DISAGREE (COMB)	812	384	428	133	151	143	116	152	117	85	207	168	135	812
	68% ^h	66%	69%	70% ^h	73% ^{gh}	72% ^{gh}	70% ^h	63%	60%	67%	69%	67%	62%	68%

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT					UNWEIGHTED TOTAL
		PRIMARY EDUCATION (a)	SECONDARY EDUCATION (b)	SECONDARY- VOCATIONAL EDUCATION (c)	COLLEGE EDUCATION (d)	UNIVERSITY EDUCATION (e)	
UNWEIGHTED BASE	1200	234	381	354	45	186	1200
WEIGHTED BASE	1200	234	381	354	45*	186	1200
	100%	20%	32%	30%	4%*	16%	100%
STRONGLY AGREE	80 7%	17 7%	30 8%	18 5%	4 9%	11 6%	80 7%
TEND TO AGREE	124 10%	22 9%	49 13%	35 10%	4 9%	14 8%	124 10%
NEITHER AGREE NOR DISAGREE	184 15%	43 18%	55 14%	56 16%	7 16%	23 12%	184 15%
TEND TO DISAGREE	289 24%	53 23%	83 22%	85 24%	18 40%zabc	50 27%	289 24%
STRONGLY DISAGREE	523 44% ^d	99 42%	164 43% ^d	160 45% ^d	12 27%	88 47% ^d	523 44%
AGREE (COMB)	204 17%	39 17%	79 21% ^{ce}	53 15%	8 18%	25 13%	204 17%
DISAGREE (COMB)	812 68%	152 65%	247 65%	245 69%	30 67%	138 74% ^{ab}	812 68%

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Table 3
DEMOGRAPHICS
 BASE: ALL RESPONDENTS

	SEX		AGE						CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (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	580	620	191	207	199	165	243	195	127	302	250	219	1200
WEIGHTED BASE	1200	580	620	191	207	199	165	243	195	127	302	250	219	1200
	100%	48%	52%	16%	17%	17%	14%	20%	16%	11%	25%	21%	18%	100%
SEX														
MALE	580	580	-	106	97	100	71	122	84	75	142	93	96	580
	48%bo	100%zb	-	55%fh	47%	50%	43%	50%	43%	59%znop	47%o	37%	44%	48%
FEMALE	620	-	620	85	110	99	94	121	111	52	160	157	123	620
	52%am	-	100%za	45%	53%	50%	57%c	50%	57%c	41%	53%m	63%zmn	56%m	52%
AGE														
15-24	191	106	85	191	-	-	-	-	-	28	51	29	21	191
	16%defghp	18%b	14%	100%zdefgh	-	-	-	-	-	22%op	17%p	12%	10%	16%
25-34	207	97	110	-	207	-	-	-	-	23	50	51	37	207
	17%cefgh	17%	18%	-	100%zcefgh	-	-	-	-	18%	17%	20%	17%	17%
35-44	199	100	99	-	-	199	-	-	-	17	55	45	40	199
	17%cdfgh	17%	16%	-	-	100%zcdfgh	-	-	-	13%	18%	18%	18%	17%
45-54	165	71	94	-	-	-	165	-	-	14	38	35	31	165
	14%cdegh	12%	15%	-	-	-	100%zcdegh	-	-	11%	13%	14%	14%	14%
55-64	243	122	121	-	-	-	-	243	-	29	51	53	55	243
	20%cdeth	21%	20%	-	-	-	-	100%zdefh	-	23%	17%	21%	25%n	20%
65+	195	84	111	-	-	-	-	-	195	16	57	37	35	195
	16%cdetfg	14%	18%	-	-	-	-	-	100%zcdetfg	13%	19%	15%	16%	16%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY EDUCATION	234	115	119	85	18	13	11	39	68	39	59	44	28	234
	20%defp	20%	19%	45%zdefg	9%	7%	7%	16%def	35%zdefg	31%znop	20%p	18%	13%	20%
SECONDARY EDUCATION	381	192	189	63	65	62	57	77	57	40	94	82	69	381
	32%	33%	30%	33%	31%	31%	35%	32%	29%	31%	31%	33%	32%	32%

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WEIGHTED BASE	1200	580	620	191	207	199	165	243	195	127	302	250	219	1200
	100%	48%	52%	16%	17%	17%	14%	20%	16%	11%	25%	21%	18%	100%
SECONDARY- VOCATIONAL EDUCATION	354	191	163	33	72	66	59	86	38	33	81	77	68	354
	30%ch	33%b	26%	17%	35%ch	33%ch	36%ch	35%ch	19%	26%	27%	31%	31%	30%
COLLEGE EDUCATION	45	10	35	5	3	8	6	12	11	4	12	9	8	45
	4%a	2%	6%a	3%	1%	4%	4%	5%d	6%d	3%	4%	4%	4%	4%
UNIVERSITY EDUCATION	186	72	114	5	49	50	32	29	21	11	56	38	46	186
	16%cm	12%	18%a	3%	24%zcgh	25%zcgh	19%ccgh	12%c	11%c	9%	19%m	15%	21%zm	16%

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	PRIMARY EDUCATION (a)	SECONDARY EDUCATION (b)	SECONDARY-VOCATIONAL EDUCATION (c)	COLLEGE EDUCATION (d)	UNIVERSITY EDUCATION (e)		
UNWEIGHTED BASE							
1200	234	381	354	45	186		1200
WEIGHTED BASE							
1200	234	381	354	45*	186		1200
100%	20%	32%	30%	4%*	16%		100%
SEX							
MALE							
580	115	192	191	10	72		580
48%de	49%de	50%de	54%de	22%	39%d		48%
FEMALE							
620	119	189	163	35	114		620
52%	51%	50%	46%	78%zabce	61%zabc		52%
AGE							
15-24							
191	85	63	33	5	5		191
16%ce	36%zbcde	17%ce	9%e	11%e	3%		16%
25-34							
207	18	65	72	3	49		207
17%a	8%	17%a	20%ad	7%	26%zabd		17%
35-44							
199	13	62	66	8	50		199
17%a	6%	16%a	19%a	18%a	27%zabc		17%
45-54							
165	11	57	59	6	32		165
14%a	5%	15%a	17%a	13%a	17%a		14%
55-64							
243	39	77	86	12	29		243
20%	17%	20%	24%ae	27%	16%		20%
65+							
195	68	57	38	11	21		195
16%c	29%zbce	15%	11%	24%ce	11%		16%
EDUCATION LEVEL OF RESPONDENT							
PRIMARY EDUCATION							
234	234	-	-	-	-		234
20%bcde	100%zbcde	-	-	-	-		20%
SECONDARY EDUCATION							
381	-	381	-	-	-		381
32%acde	-	100%zacde	-	-	-		32%

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WEIGHTED BASE						
TOTAL (z)	234	381	354	45*	186	1200
100%	20%	32%	30%	4%*	16%	100%
SECONDARY- VOCATIONAL EDUCATION	-	-	354	-	-	354
	30%abde	-	100%zabde	-	-	30%
COLLEGE EDUCATION	-	-	-	45	-	45
	4%abce	-	-	100%zabce	-	4%
UNIVERSITY EDUCATION	-	-	-	-	186	186
	16%abcd	-	-	-	100%zabcd	16%

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