

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - CANADA
18TH - 21ST 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)	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	1000	477	523	52	147	178	225	214	180	50	527	46	359	1000
WEIGHTED BASE	1000	484	516	83*	196	157	235	163	161	50*	548	43*	342	1000
	100%	48%	52%	8%*	20%	16%	24%	16%	16%	5%*	55%	4%*	34%	100%
LUNG CANCER	597	281	316	60	134	98	134	88	81	50	548	-	-	577
	60%hop	58%	61%	72%gh	68%fgh	62%h	57%	54%	51%	100%zop	100%zop	-	-	58%
BREAST CANCER	584	263	321	49	122	93	145	86	84	-	280	19	285	585
	58%mn	54%	62%a	59%	62%	59%	62%	53%	53%	-	51%m	45%m	83%zmno	59%
BOWEL OR COLON CANCER	334	149	185	19	47	53	78	72	65	-	148	15	172	368
	33%dmn	31%	36%	23%	24%	34%	33%	44%zcdf	40%cd	-	27%m	35%m	50%zmn	37%
PROSTATE CANCER	267	139	129	20	48	38	71	42	48	-	75	7	185	253
	27%mn	29%	25%	23%	25%	24%	30%	26%	30%	-	14%m	17%m	54%zmno	25%
SKIN CANCER	89	50	39	15	18	12	22	13	10	-	45	1	43	85
	9%	10%	8%	19%zegh	9%	8%	9%	8%	6%	-	8%	3%	13%lm	9%
NONE OF THESE	1	1	-	-	-	1	-	-	-	-	-	-	-	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	*
DON'T KNOW	17	13	4	-	1	4	1	6	5	-	-	-	-	17
	2%np	3%b	1%	-	*	2%	*	4%df	3%	-	-	-	-	2%

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

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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BASE: ALL RESPONDENTS

	EDUCATION LEVEL OF RESPONDENT							UNWEIGHTED TOTAL	
	GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETE HIGH SCHOOL (b)	COMPLETE TECHNICAL OR TRADE SCHOOL/ COMMUNITY COLLEGE (c)	SOME COMMUNITY COLLEGE OR UNIVERSITY, BUT DID NOT FINISH (d)	COMPLETE UNIVERSITY DEGREE, SUCH AS A BACHELOR'S (e)	POST-GRADUATE DEGREE, SUCH AS A MASTER'S OR PH.D (f)	REFUSED (g)		
UNWEIGHTED BASE	1000	96	177	185	148	263	127	4	1000
WEIGHTED BASE	1000	149*	307	181	145	144	67	7**	1000
	100%	15%*	31%	18%	14%	14%	7%	1%**	100%
LUNG CANCER	597	81	192	115	87	84	35	3	577
	60%	54%	63%	63%	60%	59%	52%	42%	58%
BREAST CANCER	584	73	192	111	79	81	45	3	585
	58%	49%	62%a	61%	54%	56%	67%ad	48%	59%
BOWEL OR COLON CANCER	334	51	88	63	46	63	22	3	368
	33%	34%	29%	35%	31%	44%z bdf	32%	36%	37%
PROSTATE CANCER	267	46	83	52	42	26	17	1	253
	27%e	31%e	27%e	29%e	29%e	18%	26%	16%	25%
SKIN CANCER	89	16	26	11	16	14	6	-	85
	9%	11%	9%	6%	11%	10%	8%	-	9%
NONE OF THESE	1	-	-	-	-	-	1	-	1
	*	-	-	-	-	-	1%z	-	*
DON'T KNOW	17	5	4	-	5	1	2	-	17
	2%	4%c	1%	-	3%c	1%	3%c	-	2%

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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)
UNWEIGHTED BASE	1000	477	523	52	147	178	225	214	180	50	527	46	359	1000
WEIGHTED BASE	1000	484	516	83*	196	157	235	163	161	50*	548	43*	342	1000
	100%	48%	52%	8%*	20%	16%	24%	16%	16%	5%*	55%	4%*	34%	100%
STRONGLY AGREE	93	51	41	2	18	12	22	15	22	7	51	6	26	93
	9%	11%	8%	3%	9%	8%	9%	9%	14% ^c	14%	9%	14%	8%	9%
TEND TO AGREE	132	77	55	11	27	19	28	26	21	10	69	1	51	141
	13%	16% ^b	11%	14%	14%	12%	12%	16%	13%	21% ^o	13%	3%	15%	14%
NEITHER AGREE NOR DISAGREE	153	74	78	14	22	24	34	28	30	6	82	5	59	158
	15%	15%	15%	17%	11%	15%	15%	17%	18%	12%	15%	11%	17%	16%
TEND TO DISAGREE	177	95	82	17	33	25	35	27	39	7	99	11	58	188
	18%	20%	16%	21%	17%	16%	15%	16%	24% ^f	13%	18%	25%	17%	19%
STRONGLY DISAGREE	431	173	258	38	92	75	115	65	44	19	244	16	146	408
	43% ^{ah}	36%	50% ^{za}	46% ^h	47% ^h	48% ^h	49% ^h	40% ^h	27%	39%	44%	38%	43%	41%
AGREE (COMB)	225	129	96	14	46	31	50	41	43	17	119	7	77	234
	22%	27% ^b	19%	16%	23%	20%	21%	25%	27%	35%	22%	16%	22%	23%
DISAGREE (COMB)	609	268	340	56	125	100	149	92	83	26	343	27	204	596
	61% ^h	55%	66% ^a	67%	64%	64% ^h	63% ^h	56%	52%	52%	63%	63%	60%	60%
DON'T KNOW	14	12	1	-	3	2	2	2	4	1	4	4	3	12
	1%	3% ^b	*	-	2%	1%	1%	1%	3%	1%	1%	9% ^{znp}	1%	1%

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BASE: ALL RESPONDENTS

	EDUCATION LEVEL OF RESPONDENT							UNWEIGHTED TOTAL	
	GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETE HIGH SCHOOL (b)	COMPLETE TECHNICAL OR TRADE SCHOOL/ COMMUNITY COLLEGE (c)	SOME COMMUNITY COLLEGE OR UNIVERSITY, BUT DID NOT FINISH (d)	COMPLETE UNIVERSITY DEGREE, SUCH AS A BACHELOR'S (e)	POST-GRADUATE DEGREE, SUCH AS A MASTER'S OR PH.D (f)	REFUSED (g)		
UNWEIGHTED BASE	1000	96	177	185	148	263	127	4	1000
WEIGHTED BASE	1000	149*	307	181	145	144	67	7**	1000
	100%	15%*	31%	18%	14%	14%	7%	1%**	100%
STRONGLY AGREE	93	16	32	15	9	15	5	-	93
	9%	11%	11%	8%	6%	10%	8%	-	9%
TEND TO AGREE	132	22	34	21	18	22	15	-	141
	13%	15%	11%	12%	13%	15%	22%zabcd	-	14%
NEITHER AGREE NOR DISAGREE	153	14	56	26	21	26	9	-	158
	15%	10%	18%	15%	15%	18%a	13%	-	16%
TEND TO DISAGREE	177	25	48	28	30	27	17	3	188
	18%	17%	16%	15%	20%	19%	25%zbc	42%	19%
STRONGLY DISAGREE	431	69	133	90	63	53	21	2	408
	43%^f	46% ^f	43% ^f	50% ^{ef}	44% ^{ef}	37%	31%	22%	41%
AGREE (COMB)	225	39	66	36	27	36	20	-	234
	22%	26%	22%	20%	19%	25%	30% ^d	-	23%
DISAGREE (COMB)	609	94	180	118	93	80	38	5	596
	61%	64%	59%	65% ^{ee}	64%	55%	57%	64%	60%
DON'T KNOW	14	1	4	-	4	1	*	3	12
	1%	1%	1%	-	2% ^c	1%	1%	36%	1%

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Table 3
DEMOGRAPHICS
 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)
UNWEIGHTED BASE	1000	477	523	52	147	178	225	214	180	50	527	46	359	1000
WEIGHTED BASE	1000	484	516	83*	196	157	235	163	161	50*	548	43*	342	1000
	100%	48%	52%	8%*	20%	16%	24%	16%	16%	5%*	55%	4%*	34%	100%
SEX														
MALE	484 48%b	484	-	45 54%	100 51%	67 42%	115 49%	81 50%	73 46%	30 61%	251 46%	28 65%np	161 47%	477 48%
FEMALE	516 52%a	-	516 100%za	38 46%	95 49%	90 58%	120 51%	82 50%	87 54%	19 39%	297 54%o	15 35%	181 53%o	523 52%
AGE														
18-24	83 8%defgh	45 9%	38 7%	83 100%zdefgh	-	-	-	-	-	2 4%	58 11%	1 2%	22 7%	52 5%
25-34	196 20%cefg	100 21%	95 18%	-	196 100%zcefg	-	-	-	-	12 24%	122 22%p	9 22%	52 15%	147 15%
35-44	157 16%cdfgh	67 14%	90 18%	-	-	157 100%zcdfgh	-	-	-	7 15%	90 16%	4 10%	51 15%	178 18%
45-54	235 24%cddegh	115 24%	120 23%	-	-	-	235 100%zcddegh	-	-	9 18%	125 23%	9 20%	92 27%	225 23%
55-64	163 16%cdefh	81 17%	82 16%	-	-	-	-	163 100%zcdefh	-	7 15%	80 15%	7 15%	63 18%	214 21%
65+	161 16%cddefg	73 15%	87 17%	-	-	-	-	-	161 100%zcddefg	12 24%n	69 13%	12 27%n	63 18%n	180 18%
EDUCATION LEVEL OF RESPONDENT														
GRADE SCHOOL OR SOME HIGH SCHOOL	149 15%de	88 18%b	61 12%	10 12%	10 5%	10 6%	36 15%de	23 14%de	60 37%zcddefg	12 24%	69 13%	8 19%	54 16%	96 10%
COMPLETE HIGH SCHOOL	307 31%	143 29%	164 32%	30 36%	62 32%	39 25%	77 33%	56 34%	44 27%	13 26%	180 33%	11 26%	99 29%	177 18%

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	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)
WEIGHTED BASE	1000	484	516	83*	196	157	235	163	161	50*	548	43*	342	1000
	100%	48%	52%	8%*	20%	16%	24%	16%	16%	5%*	55%	4%*	34%	100%
COMPLETE TECHNICAL OR TRADE SCHOOL/COMMUNITY COLLEGE	181	76	106	10	49	34	47	26	16	7	108	4	63	185
	18%h	16%	20%	11%	25%h	22%h	20%h	16%	10%	14%	20%	9%	18%	19%
SOME COMMUNITY COLLEGE OR UNIVERSITY, BUT DID NOT FINISH	145	69	76	25	25	26	27	24	17	7	80	4	49	148
	14%	14%	15%	30%zdefgh	13%	16%	11%	15%	11%	15%	15%	9%	14%	15%
COMPLETE UNIVERSITY DEGREE, SUCH AS A BACHELOR'S	144	63	81	6	32	37	33	24	11	7	77	10	49	263
	14%h	13%	16%	8%	16%h	24%zcfgh	14%	15%h	7%	15%	14%	22%	14%	26%
POST-GRADUATE DEGREE, SUCH AS A MASTER'S OR PH.D	67	40	28	2	15	12	16	10	11	4	32	2	28	127
	7%	8%	5%	3%	8%	7%	7%	6%	7%	7%	6%	5%	8%	13%
REFUSED	7	6	2	-	3	-	-	-	1	-	3	4	-	4
	1%	1%	*	-	1%	-	-	-	1%	-	1%	10%znp	-	*

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WEIGHTED BASE	1000	149*	307	181	145	144	67	7**	1000
	100%	15%*	31%	18%	14%	14%	7%	1%**	100%
SEX									
MALE	484 48%	88 59%ce	143 46%	76 42%	69 48%	63 44%	40 59%zbce	6 78%	477 48%
FEMALE	516 52%f	61 41%	164 54%f	106 58%af	76 52%	81 56%af	28 41%	2 22%	523 52%
AGE									
18-24	83 8%e	10 7%	30 10%	10 5%	25 17%zabcef	6 4%	2 4%	-	52 5%
25-34	196 20%a	10 7%	62 20%a	49 27%zad	25 17%a	32 22%a	15 23%a	3 36%	147 15%
35-44	157 16%a	10 6%	39 13%	34 19%a	26 18%a	37 26%zab	12 17%a	-	178 18%
45-54	235 24%	36 24%	77 25%	47 26%	27 19%	33 23%	16 23%	-	225 23%
55-64	163 16%	23 15%	56 18%	26 14%	24 17%	24 17%	10 15%	-	214 21%
65+	161 16%ce	60 40%zbcdef	44 14%	16 9%	17 12%	11 8%	11 17%ce	1 16%	180 18%
EDUCATION LEVEL OF RESPONDENT									
GRADE SCHOOL OR SOME HIGH SCHOOL	149 15%bcdef	149 100%zbcdef	-	-	-	-	-	-	96 10%

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WEIGHTED BASE								
TOTAL (z)	1000							1000
	100%	149*	307	181	145	144	67	7**
		15%*	31%	18%	14%	14%	7%	1%**
COMPLETE HIGH SCHOOL	307	-	307	-	-	-	-	-
		31%acdef	100%zacdef	-	-	-	-	-
COMPLETE TECHNICAL OR TRADE SCHOOL/COMMUNITY COLLEGE	181	-	-	181	-	-	-	-
		18%abdef	-	100%zabdef	-	-	-	-
SOME COMMUNITY COLLEGE OR UNIVERSITY, BUT DID NOT FINISH	145	-	-	-	145	-	-	-
		14%abcef	-	-	100%zabcef	-	-	-
COMPLETE UNIVERSITY DEGREE, SUCH AS A BACHELOR'S	144	-	-	-	-	144	-	-
		14%abcdf	-	-	-	100%zabcdf	-	-
POST-GRADUATE DEGREE, SUCH AS A MASTER'S OR PH.D	67	-	-	-	-	-	67	-
		7%abcde	-	-	-	-	100%zabcde	-
REFUSED	7	-	-	-	-	-	-	7
		1%	-	-	-	-	-	100%

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