

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - DENMARK
2ND - 8TH 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)	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	1000	492	508	82	109	214	204	172	219	88	538	93	254	1000
WEIGHTED BASE	1000	492	508	143*	138*	200	167	148	204	84*	550	86*	254	1000
	100%	49%	51%	14%*	14%*	20%	17%	15%	20%	8%*	55%	9%*	25%	100%
LUNG CANCER	634	331	303	105	91	128	103	94	113	84	550	-	-	626
	63%hop	67%b	60%	73%h	66%	64%	61%	63%	56%	100%zop	100%zop	-	-	63%
BREAST CANCER	541	241	299	77	74	109	95	76	109	-	284	57	200	543
	54%m	49%	59%a	54%	54%	55%	57%	51%	54%	-	52%m	66%zmn	79%zmno	54%
BOWEL OR COLON CANCER	246	117	129	17	38	58	43	45	47	-	111	13	121	251
	25%cm	24%	25%	12%	27%c	29%c	26%c	30%c	23%c	-	20%am	16%am	48%zmno	25%
SKIN CANCER	192	98	94	35	29	49	43	17	19	-	74	13	105	185
	19%ghmn	20%	19%	25%gh	21%h	25%gh	26%zgh	12%	9%	-	13%am	15%am	41%zmno	19%
PROSTATE CANCER	166	77	88	29	26	32	26	20	32	-	81	3	82	160
	17%mo	16%	17%	21%	19%	16%	16%	14%	16%	-	15%mo	4%	32%zmno	16%
DON'T KNOW	26	15	10	2	2	-	1	2	17	-	-	-	-	27
	3%enp	3%	2%	2%	2%	-	1%	2%	8%zcdelfg	-	-	-	-	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 (9-10 yrs) (a)	SECONDARY (3 yrs) (b)	TERTIARY (1 yrs +) (c)	
UNWEIGHTED BASE	1000	200	385	400	1000
WEIGHTED BASE	1000	226	381	380	1000
	100%	23%	38%	38%	100%
LUNG CANCER	634	149	254	222	626
	63%	66%	67% ^c	58%	63%
BREAST CANCER	541	129	196	208	543
	54%	57%	51%	55%	54%
BOWEL OR COLON CANCER	246	40	86	118	251
	25%	18%	23%	31% ^{zab}	25%
SKIN CANCER	192	44	64	82	185
	19%	19%	17%	22%	19%
PROSTATE CANCER	166	41	66	59	160
	17%	18%	17%	16%	16%
DON'T KNOW	26	6	10	7	27
	3%	3%	3%	2%	3%

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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	1000	492	508	82	109	214	204	172	219	88	538	93	254	1000
WEIGHTED BASE	1000	492	508	143*	138*	200	167	148	204	84*	550	86*	254	1000
	100%	49%	51%	14%*	14%*	20%	17%	15%	20%	8%*	55%	9%*	25%	100%
STRONGLY AGREE	42 4%	24 5%	18 4%	12 9%df	2 2%	9 5%	4 3%	4 3%	10 5%	1 1%	15 3%	3 4%	22 8%zmn	40 4%
TEND TO AGREE	130 13%	75 15%	55 11%	34 24%zefg	17 13%	16 8%	17 10%	14 9%	30 15%e	14 16%	70 13%	13 16%	30 12%	121 12%
NEITHER AGREE NOR DISAGREE	111 11%f	54 11%	57 11%	25 17%f	13 9%	31 15%f	10 6%	13 9%	19 9%	13 15%	55 10%	13 15%	29 11%	103 10%
TEND TO DISAGREE	252 25%	110 22%	142 28%	29 20%	40 29%	53 27%	42 25%	30 20%	59 29%g	24 28%	139 25%	26 30%	58 23%	262 26%
STRONGLY DISAGREE	440 44%ch	213 43%	227 45%	43 30%	64 46%ch	89 45%ch	91 54%zch	85 57%zceh	69 34%	29 34%	264 48%mo	28 33%	110 43%	449 45%
AGREE (COMB)	172 17%	99 20%b	73 14%	47 33%zdefgh	20 14%	25 13%	21 13%	18 12%	41 20%e	15 18%	84 15%	17 19%	52 20%	161 16%
DISAGREE (COMB)	692 69%c	323 66%	369 73%a	72 50%	103 75%ch	142 71%c	133 79%zch	114 77%zch	128 63%	53 63%	403 73%op	54 63%	168 66%	711 71%
DON'T KNOW	25 3%	16 3%	9 2%	-	2 1%	2 1%	3 2%	2 1%	17 8%zdefg	4 5%n	7 1%	2 3%	6 2%	25 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
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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL
		PRIMARY (9-10 yrs) (a)	SECONDARY (3 yrs) (b)	TERTIARY (1 yrs +) (c)	
UNWEIGHTED BASE	1000	200	385	400	1000
WEIGHTED BASE	1000	226	381	380	1000
	100%	23%	38%	38%	100%
STRONGLY AGREE	42 4%	12 5%	13 3%	16 4%	40 4%
TEND TO AGREE	130 13%	48 21%zbc	44 12%	36 10%	121 12%
NEITHER AGREE NOR DISAGREE	111 11%	22 10%	50 13%	36 9%	103 10%
TEND TO DISAGREE	252 25%	55 24%	87 23%	106 28%	262 26%
STRONGLY DISAGREE	440 44%a	79 35%	178 47%a	181 48%a	449 45%
AGREE (COMB)	172 17%	61 27%zbc	56 15%	53 14%	161 16%
DISAGREE (COMB)	692 69%a	134 59%	264 69%a	287 76%za	711 71%
DON'T KNOW	25 3%	10 4%c	10 3%	4 1%	25 3%

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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	1000	492	508	82	109	214	204	172	219	88	538	93	254	1000
WEIGHTED BASE	1000	492	508	143*	138*	200	167	148	204	84*	550	86*	254	1000
	100%	49%	51%	14%*	14%*	20%	17%	15%	20%	8%*	55%	9%*	25%	100%
SEX														
MALE	492 49%b	492 100%zb	-	79 56%	65 47%	99 49%	79 47%	77 52%	93 46%	51 61%zop	280 51%p	37 42%	109 43%	492 49%
FEMALE	508 51%am	-	508 100%za	63 44%	73 53%	101 51%	88 53%	72 48%	111 54%	33 39%	270 49%	50 58%am	145 57%mn	508 51%
AGE														
15-24	143 14%defgho	79 16%	63 12%	143 100%zdefgh	-	-	-	-	-	13 15%o	92 17%o	5 6%	31 12%	82 8%
25-34	138 14%cefghm	65 13%	73 14%	-	138 100%zcefgh	-	-	-	-	3 4%	88 16%am	10 12%	35 14%am	109 11%
35-44	200 20%cdfgh	99 20%	101 20%	-	-	200 100%zcdfgh	-	-	-	9 11%	119 22%am	15 17%	57 22%am	214 21%
45-54	167 17%cddegh	79 16%	88 17%	-	-	-	167 100%zcddegh	-	-	11 13%	92 17%	11 12%	52 21%	204 20%
55-64	148 15%cddefh	77 16%	72 14%	-	-	-	-	148 100%zcddefh	-	24 28%znp	70 13%	16 19%	36 14%	172 17%
65+	204 20%cddefg	93 19%	111 22%	-	-	-	-	-	204 100%zcddefg	24 28%np	89 16%	30 35%znp	44 17%	219 22%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY (9-10 yrs)	226 23%def	108 22%	117 23%	89 63%zdefgh	13 9%	12 6%	19 11%	27 18%e	67 33%zdefg	19 23%	129 24%	18 21%	53 21%	200 20%
SECONDARY (3 yrs)	381 38%	200 41%	181 36%	49 34%	44 32%	79 40%	70 42%	61 41%	77 38%	42 50%zp	212 39%	33 38%	83 33%	385 39%

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WEIGHTED BASE	1000	492	508	143*	138*	200	167	148	204	84*	550	86*	254	1000
	100%	49%	51%	14%*	14%*	20%	17%	15%	20%	8%*	55%	9%*	25%	100%
TERTIARY (1 yrs +)	380	175	205	3	81	108	75	60	54	22	200	34	117	400
	38%chm	36%	40%	2%	58%zcfgh	54%zcgh	45%ch	40%ch	26%c	26%	36%	40%	46%zmn	40%

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UNWEIGHTED BASE	1000	200	385	400	1000
WEIGHTED BASE	1000	226	381	380	1000
	100%	23%	38%	38%	100%
SEX					
MALE	492	108	200	175	492
	49%	48%	52%	46%	49%
FEMALE	508	117	181	205	508
	51%	52%	48%	54%	51%
AGE					
15-24	143	89	49	3	82
	14% ^c	39% ^{zbc}	13% ^c	1%	8%
25-34	138	13	44	81	109
	14% ^a	6%	12% ^a	21% ^{zab}	11%
35-44	200	12	79	108	214
	20% ^a	5%	21% ^a	28% ^{zab}	21%
45-54	167	19	70	75	204
	17% ^a	8%	18% ^a	20% ^a	20%
55-64	148	27	61	60	172
	15%	12%	16%	16%	17%
65+	204	67	77	54	219
	20% ^c	29% ^{zbc}	20% ^c	14%	22%
EDUCATION LEVEL OF RESPONDENT					
PRIMARY (9-10 yrs)	226	226	-	-	200
	23% ^{bc}	100% ^{zbc}	-	-	20%
SECONDARY (3 yrs)	381	-	381	-	385
	38% ^{ac}	-	100% ^{zac}	-	39%

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WEIGHTED BASE				
	1000	226	381	380
	100%	23%	38%	100%
TERTIARY (1 yrs +)	380	-	-	380
	38%ab	-	-	100%zab
				400
				40%

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