

Perceptions of lung cancer in Denmark

An Ipsos MORI report for the Global
Lung Cancer Coalition

20 April 2010



GLOBAL LUNG CANCER
COALITION

Legal notice

© 2010 Ipsos MORI – all rights reserved.

The contents of this report constitute the sole and exclusive property of Ipsos MORI.

Ipsos MORI retains all right, title and interest, including without limitation copyright, in or to any Ipsos MORI trademarks, technologies, methodologies, products, analyses, software and know-how included or arising out of this report or used in connection with the preparation of this report. No license under any copyright is hereby granted or implied.

The contents of this report are of a commercially sensitive and confidential nature and intended solely for the review and consideration of the person or entity to which it is addressed. No other use is permitted and the addressee undertakes not to disclose all or part of this report to any third party (including but not limited, where applicable, pursuant to the Freedom of Information Act 2000) without the prior written consent of the Company Secretary of Ipsos MORI.

Contents

Introduction	1
Research findings	4
Which cancer kills the greatest number?	4
Attitudes towards lung cancer	6
Appendices	9

Introduction

Introduction

This report presents the findings from a quantitative survey amongst adults aged 15+ across Denmark, conducted by Ipsos MORI on behalf of the Global Lung Cancer Coalition.

Background and objectives

This project was commissioned to understand the following among adults:

- Perceptions of which cancers kill the greatest number of people in their country; and
- Attitudes towards lung cancer.

This report forms part of a number of reports from across fifteen different countries including: Argentina, Australia, Brazil, Canada, Great Britain, Italy, Japan, Norway, Spain, Denmark, Switzerland, Slovenia, Sweden, the Netherlands, and the USA. The same questions were asked in each country to allow comparison between countries.

Methodology

In Denmark, two questions were placed on the relevant Ipsos Omnibus. A nationally representative quota sample of 1,000 adults aged 15+ across Denmark was interviewed from 2 - 8 February 2010. Telephone interviews were conducted using CATI (Computer Aided Telephone Interviewing).

Data have been weighted to the known adult population profile of Denmark.

Details of the methodology used across the fifteen countries can be found in the appendices.

Reporting

In the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Caution is advised when comparing responses between small sample sizes (i.e. fewer than 100).

Please note that percentage figures for the various sub-samples or groups will need to differ from each other by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the samples being compared, and the percentage finding itself – as noted in the appendices to this report.

Where an asterisk (*) appears it indicates a percentage finding of less than half of one per cent, but greater than zero. Where percentages do not add up to 100% this can be due to a number of reasons, such as the exclusion of 'Don't know' or 'Other' responses, multiple responses, or computer rounding.

Publication of Data

Our standard Terms & Conditions apply to this, as to all studies we carry out. Compliance with the MRS Code of Conduct and our advance clearance is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly, presented.

Research findings

Research findings

Summary of findings

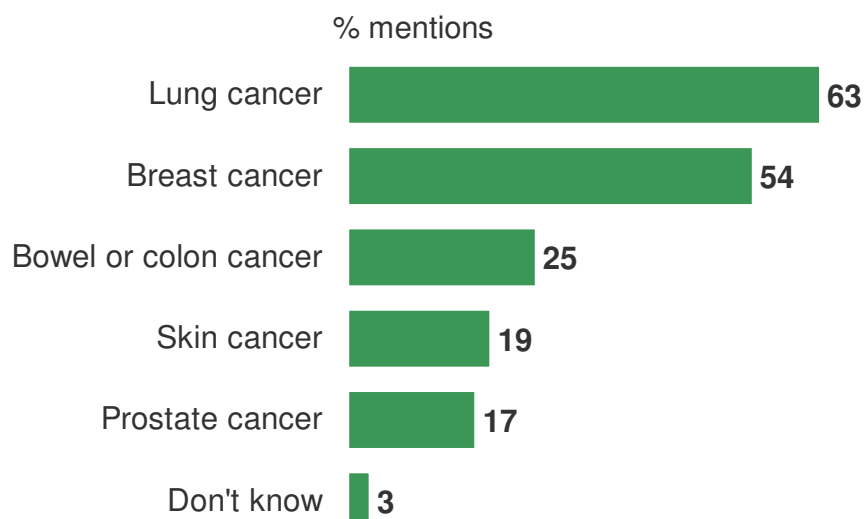
- In Denmark, in line with most other countries where this survey took place, adults think the cancer that kills the most people in their country is lung cancer (63%).
- Over two thirds (69%) say they have no less sympathy for people with lung cancer than people with other types of cancer. However, 17% of adults do admit to having less sympathy, given its link to smoking.
- Compared to other countries, these levels of sympathy are about average in Denmark.

Which cancer kills the greatest number?

In line with adults surveyed in most other countries, lung cancer is perceived as the cancer which kills the most people in Denmark (63%). This is followed by breast cancer (54%) and bowel or colon cancer (25%) as the chart below illustrates. People were asked to choose up to *two* cancers they think kill the greatest number in their country from a list of five.

Which cancer is perceived to be the biggest killer?

Which of the following cancers do you think kills the most people in your country? You may choose up to two.



Base: 1,000 Danish adults, 2 - 8 February 2010
Ipsos MORI

Source: Ipsos MORI



The perception of lung cancer as the biggest killer is common across key sub-groups. However, the extent to which they see it as the biggest killer varies according to age; 70% of younger people (15-34 year olds) believe this to be the case, compared to 56% of older people aged 65+.

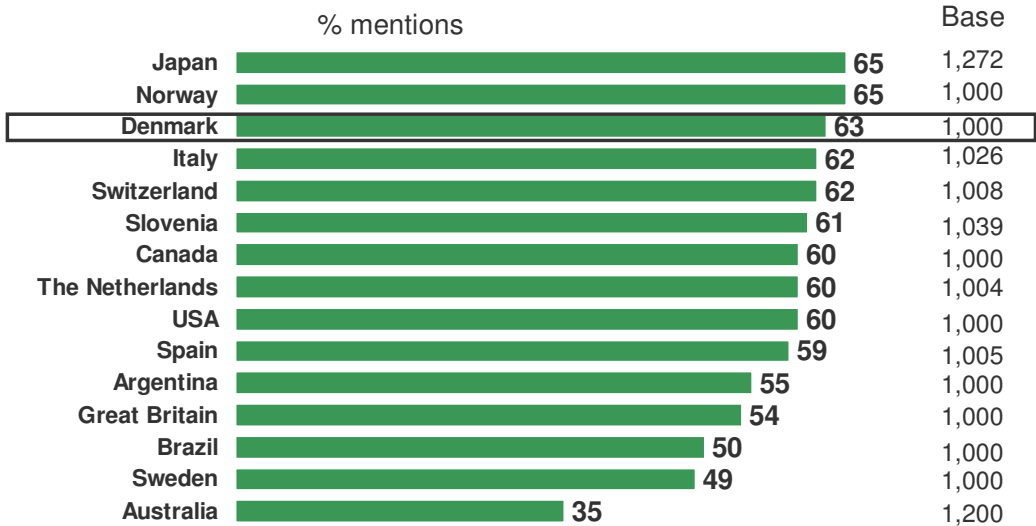
People were given the option to choose up to two cancers which they think kill the greatest number of people in their country. Looking at the responses to this question:

- Eight percent of adults chose lung cancer only;
- Over half (55%) chose lung cancer and one other type of cancer;
- Nine percent selected only one type of cancer which was not lung cancer; and
- A quarter (25%) selected two cancers, neither of which included lung cancer.

Compared to the other nations surveyed, Denmark is towards the top of the list, with 63% seeing lung cancer as the biggest killer. This is illustrated in the chart below.

Proportion who perceive lung cancer to be the biggest killer in their country

Which of the following cancers do you think kills the most people in your country? You may choose up to two.



Source: Ipsos MORI



Attitudes towards lung cancer

In line with prevailing medical opinion¹, people were told:

“Lung cancer is mainly caused by smoking cigarettes and other tobacco products.”

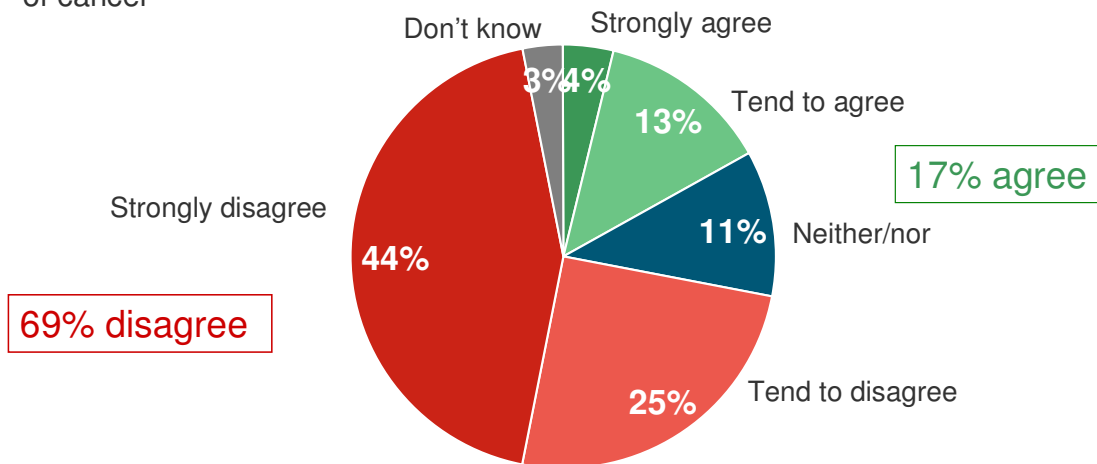
They were then asked whether or not bearing this in mind, they have less sympathy for people with lung cancer than other types of cancer.

In Denmark, over two thirds (69%) say they have no less sympathy towards those with lung cancer than towards those with other types of cancer, 44% strongly. However, 17% of people admit to feeling less sympathy for people with lung cancer. This is illustrated by the chart overleaf.

Sympathy for people with lung cancer

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: 1,000 Danish adults, 2 - 8 February 2010
Ipsos MORI

Source: Ipsos MORI



Certain groups within the adult population are less sympathetic to people with lung cancer than others, in particular, men compared to women (20% compared to 14% agree) and younger people compared to those in the middle age range (24% of 15-34 year olds compared to 13% of 35-54 year olds).

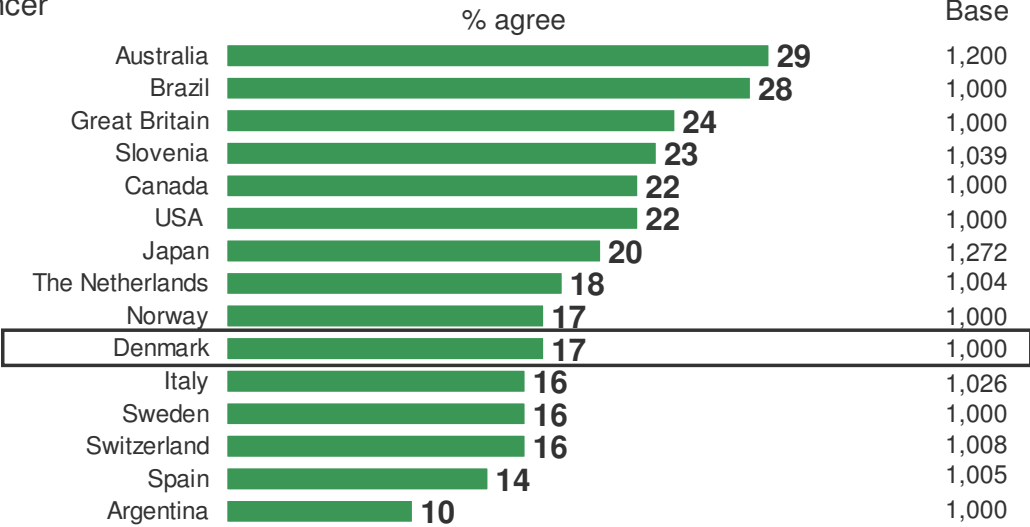
¹ 90% of lung cancer deaths are caused by tobacco smoking according to the World Health Organisation (WHO) <http://www.who.int/tobacco/en/atlas9.pdf>

When compared to data from the other fourteen countries, Denmark is around the middle of the list below, suggesting that levels of sympathy towards people with lung cancer are around average.

Sympathy across countries

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



Ipsos MORI

Source: Ipsos MORI



Appendices

Appendices

Statistical reliability

The sampling tolerances that apply to the percentage results are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. **As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result.** For example, on a question where 50% of the people in a sample of c.1,000 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 47% and 53%).

Approximate sampling tolerances applicable to percentages at or near these levels					
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Size of sample on which survey result is based					
1,000	2	3	3	3	3

Source: Ipsos MORI

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Strictly speaking these tolerances are based on perfect random samples, and design effects such as clustering and weighting are likely to increase them. In practice, good quality quota sampling has been found to be as accurate as random samples with a similar design.

Approximate differences required for significant at or near these percentages									
	10% 90%	or	20% 80%	or	30% 70%	or	40% 60%	or	50%
Men vs. Women (492 vs. 508)	4		5		6		6		6
15-24 year olds vs. 65+ (191 vs. 219)	6		7		9		10		10

Source: Ipsos MORI

Methodologies across countries

For all countries listed below, questions were put onto the Ipsos Omnibus.

Data have been weighted to the known adult population profile of each country.

Country	Sample Size	Sample	Method of data collection	Fieldwork dates
Argentina	1,000	Adults aged 16-64	Telephone (CATI)	10 - 24 February 2010
Australia	1,200	Adults aged 18+	Telephone (CATI)	12 - 14 February 2010
Brazil	1,000	Adults aged 16+	Face-to-face (PAPI)	18 - 26 February 2010
Canada	1,000	Adults aged 18+	Telephone (CATI)	4 - 7 February 2010
GB (not including NI)	1,000	Adults aged 15+	Face-to-face (CAPI)	29 Jan - 4 Feb 2010
Italy	1,026	Adults aged 15+	Face-to-face (CAPI)	10 - 16 February 2010
Japan	1,272	Adults aged 20+	Face-to-face (PAPI)	5 - 14 February 2010
Norway	1,000	Adults aged 15+	Telephone (CATI)	2 - 8 February 2010
Spain	1,005	Adults aged 15+	Face-to-face (CAPI)	25 Jan - 5 Feb 2010
Denmark	1,000	Adults aged 15+	Telephone (CATI)	2 - 8 February 2010
Switzerland	1,008	Adults aged 15+	Telephone (CATI)	15 - 20 February 2010
Slovenia	1,039	Adults aged 15+	Face-to-face (PAPI)	27 Jan - 10 Feb 2010
Sweden	1,000	Adults aged 15+	Telephone (CATI)	2 - 8 February 2010
The Netherlands	1,004	Adults aged 15+	Telephone (CATI)	2 Feb -1 March 2010
USA	1,000	Adults aged 18+	Telephone (CATI)	4 - 7 February 2010

Questionnaire

Global Lung Cancer Coalition – FINAL QUESTIONNAIRE

Q1. Which of the following cancers do you think kills the most people in your country? You may choose up to two.

IF TELEPHONE MARKET- READ OUT. ROTATE OPTIONS. MULTICODE UP TO TWO. ALLOW 'NONE' OR 'DON'T KNOW' RESPONSES – DO NOT READ THEM OUT AS OPTIONS THOUGH

IF FACE-TO-FACE MARKET – SHOWCARD. REVERSE OPTIONS MULTICODE UP TO TWO. ALLOW 'NONE' OR 'DON'T KNOW' RESPONSES BUT DO NOT INCLUDE THEM ON THE SHOWCARD

SHOWCARD [REVERSE]:

- Bowel or Colon cancer
- Breast cancer
- Lung cancer
- Prostate cancer
- Skin cancer

Q2. 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...

READ OUT. SINGLE CODE ONLY. ALLOW 'DON'T KNOW' - BUT DO NOT READ OUT AS OPTION

- I have less sympathy for people with lung cancer than people with other types of cancer

IF TELEPHONE – READ OUT [REVERSE OPTIONS]

IF F2F THEN SHOWCARD [REVERSE]

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree