

Perceptions of lung cancer in Great Britain

An Ipsos MORI report for the Global
Lung Cancer Coalition

20 April 2010



GLOBAL LUNG CANCER
COALITION

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Introduction

Introduction

This report presents the findings from a quantitative survey amongst adults aged 15+ across Great Britain (England, Scotland and Wales), 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 Great Britain, two questions were placed on the weekly Ipsos MORI Omnibus. A nationally representative quota sample of 1,000 adults aged 15+ across Great Britain (GB) was interviewed from 29 January – 4 February 2010. Interviews were conducted face-to-face in-home.

Data have been weighted to the known GB adult population profile.

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

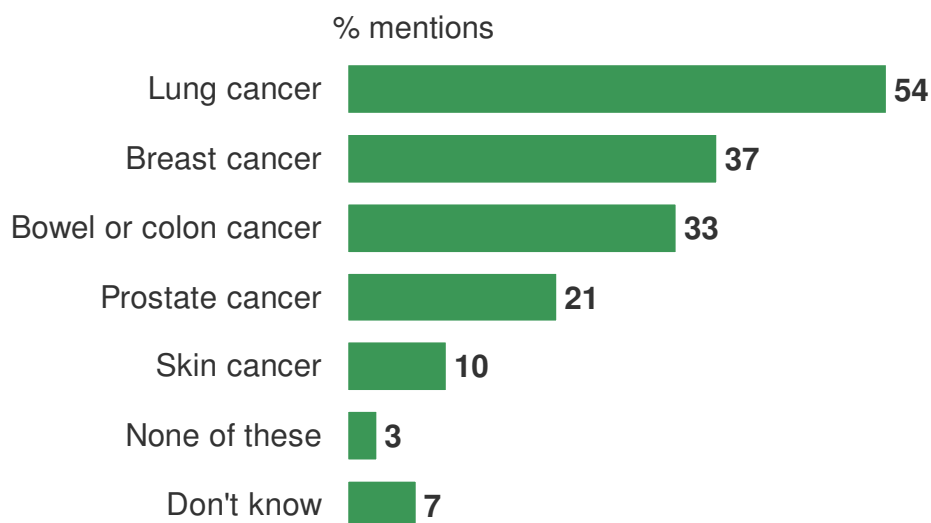
- In Great Britain, in line with most other countries where this survey took place, adults think the cancer that kills the most people in their country is lung cancer (54%).
- The majority (54%) say they have no less sympathy for people with lung cancer than people with other cancers. However, a quarter (24%) admit to having less sympathy, given its link to smoking.
- Compared to other countries, adults in Great Britain are among the least sympathetic towards people with lung cancer than towards people with other types of cancer.

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 Great Britain (54%). This is followed by breast cancer (37%) and bowel or colon cancer (33%) 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 adults across Great Britain, 29 Jan – 4 Feb 2010
Ipsos MORI

Source: Ipsos MORI



The perception of lung cancer as the biggest killer is common across key sub-groups. However, there are differences according to age in attitudes to other cancers: those from the younger generations (15-24 year olds) are more likely than older people to think that skin cancer kills the most people in Great Britain (15% compared to 5% of people aged 65+). However, older people are more likely than younger generations to think the biggest killer is bowel or colon cancer (33% aged 65+ compared to 18% of 15-24 year olds) or prostate cancer (29% compared to 11%). This is perhaps due to the difference in the age groups who are most commonly *affected* by these cancers.

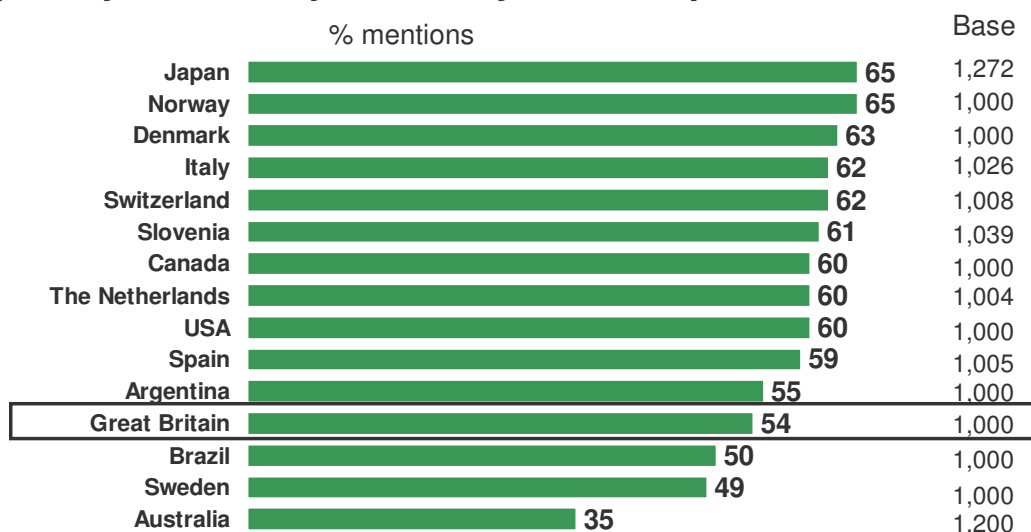
People were given the option to choose up to two cancers which they think kill the greatest number of people in their country. Looking at the responses to this question:

- Over one in ten (13%) adults chose lung cancer only;
- Two in five (41%) chose lung cancer and one other type of cancer;
- One in seven (14%) selected only one type of cancer which was not lung cancer; and
- Almost a quarter (23%) selected two cancers, neither of which included lung cancer.

In Great Britain, the belief that lung cancer kills more people than other cancers is slightly less clear cut than in other countries, as the chart overleaf illustrates. Great Britain appears towards the bottom of the list of the fifteen countries surveyed. Nonetheless, lung cancer is still picked out more than any other cancer.

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.



Ipsos MORI

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.

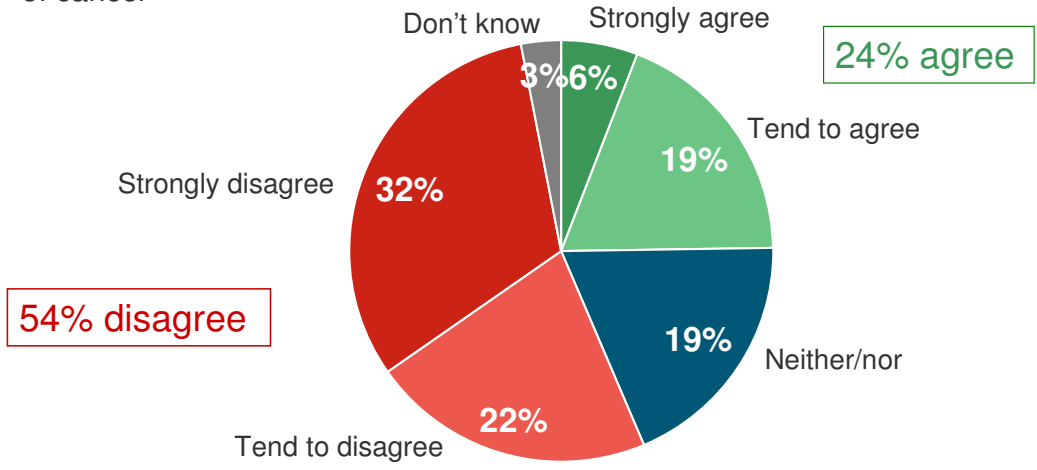
Within Great Britain, the majority (54%) say they have no less sympathy towards those with lung cancer than towards those with other types of cancer, a third strongly (32%). However, approaching a quarter (24%) of people admit to feeling less sympathy for people with lung cancer. This is illustrated by the chart below.

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>

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 adults across Great Britain, 29 Jan – 4 Feb 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 (29% compared to 20% agree) and the 'professional' social grades AB compared to social grades DE (32% compared to 19%).²

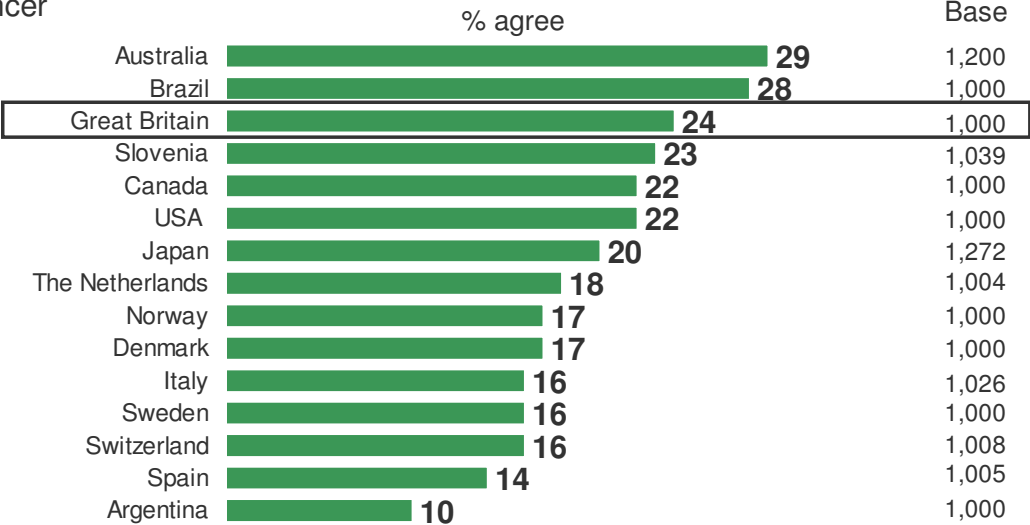
² For a full definition of social grades, please see the appendices.

When compared to data from the other fourteen countries, adults across Great Britain are among the least sympathetic nations towards people with lung cancer when they consider the link with smoking (24%). Only residents of Australia (29%) and Brazil (28%) are less sympathetic. This is illustrated by the chart below.

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%).

	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.

	10% or 90%	or 20% or 80%	or 30% or 70%	or 40% or 60%	or 50%
Men vs. Women (502 vs. 498)	4	5	6	6	6
15-24 year olds vs. 65+ (164 vs. 209)	6	8	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

Social grade definition – Great Britain

	Occupation of Chief Income Earner	Percentage of Population
A	<p>These are professional people, very senior managers in business or commerce or top-level civil servants.</p> <p>Retired people, previously grade A, and their widows.</p>	c.3%
B	<p>Middle management executives in large organisations, with appropriate qualifications.</p> <p>Principle officers in local government and civil service.</p> <p>To management or owners of small business concerns, educational and service establishments.</p> <p>Retired people, previously grade B, and their widows.</p>	c.20%
C1	<p>Junior management, owners of small establishments, and all others in non-manual positions.</p>	c.28%
C2	<p>All skilled manual workers and those manual workers with responsibility for other people.</p> <p>Retired people, previously grade C2, with pensions from their job.</p> <p>Widows, if receiving pensions from their late husband's job.</p>	c.21%
D	<p>All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.</p> <p>Retired people, previously grade D, with pensions from their job.</p> <p>Widows, if receiving a pension from their late husband's job.</p>	c.18%
E	<p>All those entirely dependant on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation).</p> <p>Casual workers and those without a regular income.</p> <p>Only households without a Chief Income Earner will be coded in this group.</p>	c.10%

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