

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - ITALY
10TH - 16TH 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	1026	491	535	161	179	214	174	157	141	230	394	165	100	1026
WEIGHTED BASE	1026	502	524	131	180	204	168	151	193	228	408	154	110*	1026
	100%	49%	51%	13%	18%	20%	16%	15%	19%	22%	40%	15%	11%*	100%
LUNG CANCER	635	314	321	79	96	128	111	91	131	228	408	-	-	624
	62% ^{dop}	63%	61%	60%	53%	63%	66% ^d	60%	68% ^d	100% ^{zop}	100% ^{zop}	-	-	61%
BOWEL OR COLON CANCER	330	157	173	31	51	70	57	60	60	-	171	77	81	317
	32% ^m	31%	33%	24%	28%	35% ^c	34%	40% ^{cd}	31%	-	42% ^{zm}	50% ^{zm}	74% ^{zmno}	31%
BREAST CANCER	300	104	196	39	58	74	53	39	39	-	166	58	76	301
	29% ^{ahm}	21%	37% ^{za}	30%	32% ^h	36% ^{gh}	31% ^h	26%	20%	-	41% ^{zm}	38% ^{zm}	69% ^{zmn}	29%
PROSTATE CANCER	116	70	45	7	26	18	18	19	27	-	49	14	53	106
	11% ^m	14% ^b	9%	6%	14% ^c	9%	11%	12%	14% ^c	-	12% ^m	9% ^m	48% ^{zmn}	10%
SKIN CANCER	36	16	19	5	11	9	4	3	3	-	21	5	9	35
	3% ^m	3%	4%	4%	6%	4%	3%	2%	2%	-	5% ^m	3% ^m	8% ^{zm}	3%
NONE OF THESE	12	9	4	*	4	-	1	5	3	-	-	-	-	14
	1% ⁿ	2%	1%	*	2%	-	1%	3% ^e	1%	-	-	-	-	1%
DON'T KNOW	114	68	46	27	25	16	16	9	22	-	-	-	-	123
	11% ^{mno}	14% ^b	9%	20% ^{zefg}	14% ^g	8%	9%	6%	12%	-	-	-	-	12%

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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		POST GRADUATE SPECIALISATION OR MASTERS/FOUR OR FIVE YEAR DEGREE (a)	THREE YEAR DEGREE OR DIPLOMA (b)	DEGREE/ POST GRAD SPECIALISATION (c)	HIGH SCHOOL DIPLOMA (d)	MIDDLE SCHOOL DIPLOMA (e)	ELEMENTARY SCHOOL DIPLOMA (f)		NO CERTIFICATE (g)
UNWEIGHTED BASE	1026	87	35	122	446	352	96	10	1026
WEIGHTED BASE	1026	86*	36**	123*	424	342	122*	15**	1026
	100%	8%*	4%**	12%*	41%	33%	12%*	2%**	100%
LUNG CANCER	635	55	17	73	269	204	80	9	624
	62%	64%	47%	59%	63%	60%	65%	61%	61%
BOWEL OR COLON CANCER	330	41	7	48	139	98	39	5	317
	32%	48%zde	19%	39%	33%	29%	32%	32%	31%
BREAST CANCER	300	21	15	36	129	103	30	3	301
	29%	24%	41%	29%	30%	30%	25%	17%	29%
PROSTATE CANCER	116	8	9	16	38	48	11	2	106
	11%	9%	24%	13%	9%	14%d	9%	14%	10%
SKIN CANCER	36	3	3	6	20	7	1	1	35
	3%	3%	9%	5%	5%	2%	1%	8%	3%
NONE OF THESE	12	2	-	2	4	4	2	-	14
	1%	2%	-	1%	1%	1%	2%	-	1%
DON'T KNOW	114	6	7	12	46	35	17	4	123
	11%	7%	18%	10%	11%	10%	14%	26%	12%

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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)
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	100%	49%	51%	13%	18%	20%	16%	15%	19%	22%	40%	15%	11%*	100%
STRONGLY AGREE	70	38	32	12	13	6	17	10	12	18	26	12	8	78
	7%	8%	6%	9% ^e	7%	3%	10% ^{ee}	7%	6%	8%	6%	8%	7%	8%
TEND TO AGREE	91	44	46	13	13	26	11	12	16	21	35	17	13	87
	9%	9%	9%	10%	7%	13%	7%	8%	8%	9%	9%	11%	12%	8%
NEITHER AGREE NOR DISAGREE	162	82	80	11	33	31	24	29	34	35	61	25	23	150
	16% ^c	16%	15%	8%	18% ^c	15%	14%	19% ^c	18% ^c	16%	15%	16%	21%	15%
TEND TO DISAGREE	129	69	60	15	36	25	18	17	18	29	46	26	15	129
	13%	14%	11%	12%	20% ^{zfg}	12%	11%	11%	9%	13%	11%	17%	13%	13%
STRONGLY DISAGREE	531	239	291	70	81	109	95	72	104	116	237	71	47	539
	52%	48%	56% ^a	53%	45%	54%	57% ^d	47%	54%	51%	58% ^{op}	46%	43%	53%
AGREE (COMB)	161	83	78	25	25	32	28	22	29	39	61	29	21	165
	16%	16%	15%	19%	14%	15%	17%	15%	15%	17%	15%	19%	19%	16%
DISAGREE (COMB)	659	308	351	85	117	135	113	88	122	146	283	97	62	668
	64%	61%	67%	65%	65%	66%	67%	59%	63%	64%	69% ^p	63%	57%	65%
DON'T KNOW	44	29	15	9	6	6	3	11	9	7	2	4	3	43
	4% ⁿ	6% ^b	3%	7% ^f	3%	3%	2%	7% ^f	4%	3% ⁿ	1%	2%	3%	4%

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BASE: ALL RESPONDENTS

	EDUCATION LEVEL OF RESPONDENT							UNWEIGHTED TOTAL	
	POST GRADUATE SPECIALISATION OR MASTERS/FOUR OR FIVE YEAR DEGREE (a)	THREE YEAR DEGREE OR DIPLOMA (b)	DEGREE/ POST GRAD SPECIALISATION (c)	HIGH SCHOOL DIPLOMA (d)	MIDDLE SCHOOL DIPLOMA (e)	ELEMENTARY SCHOOL DIPLOMA (f)	NO CERTIFICATE (g)		
UNWEIGHTED BASE	1026	87	35	122	446	352	96	10	1026
WEIGHTED BASE	1026	86*	36**	123*	424	342	122*	15**	1026
	100%	8%*	4%**	12%*	41%	33%	12%*	2%**	100%
STRONGLY AGREE	70	7	-	7	32	21	9	1	78
	7%	8%	-	6%	8%	6%	7%	7%	8%
TEND TO AGREE	91	9	8	17	29	30	15	-	87
	9%	10%	21%	14% ^d	7%	9%	13%	-	8%
NEITHER AGREE NOR DISAGREE	162	15	3	18	67	56	20	1	150
	16%	18%	9%	15%	16%	16%	16%	8%	15%
TEND TO DISAGREE	129	7	4	11	68	35	11	3	129
	13%	8%	12%	9%	16% ^e	10%	9%	22%	13%
STRONGLY DISAGREE	531	47	20	67	221	177	56	10	539
	52%	55%	53%	54%	52%	52%	46%	64%	53%
AGREE (COMB)	161	16	8	24	61	51	24	1	165
	16%	18%	21%	19%	14%	15%	20%	7%	16%
DISAGREE (COMB)	659	54	24	78	289	212	67	13	668
	64%	63%	66%	64%	68% ^f	62%	55%	86%	65%
DON'T KNOW	44	1	1	2	8	23	11	-	43
	4%^d	1%	4%	2%	2%	7% ^d	9% ^{ad}	-	4%

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DEMOGRAPHICS
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	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	1026	491	535	161	179	214	174	157	141	230	394	165	100	1026
WEIGHTED BASE	1026	502	524	131	180	204	168	151	193	228	408	154	110*	1026
	100%	49%	51%	13%	18%	20%	16%	15%	19%	22%	40%	15%	11%*	100%
SEX														
MALE	502	502	-	67	91	102	83	73	86	127	187	61	50	491
	49%bo	100%zb	-	51%	51%	50%	49%	49%	44%	56%no	46%	40%	45%	48%
FEMALE	524	-	524	64	89	102	85	78	107	100	221	93	60	535
	51%aa	-	100%za	49%	49%	50%	51%	51%	56%	44%	54%rn	60%zm	55%	52%
AGE														
15-24	131	67	64	131	-	-	-	-	-	29	50	17	8	161
	13%defgh	13%	12%	100%zdefgh	-	-	-	-	-	13%	12%	11%	7%	16%
25-34	180	91	89	-	180	-	-	-	-	31	65	31	24	179
	18%cefgh	18%	17%	-	100%zcefgh	-	-	-	-	14%	16%	20%	22%	17%
35-44	204	102	102	-	-	204	-	-	-	43	84	32	28	214
	20%cdfgh	20%	19%	-	-	100%zcdfgh	-	-	-	19%	21%	21%	25%	21%
45-54	168	83	85	-	-	-	168	-	-	33	78	26	14	174
	16%cddegh	16%	16%	-	-	-	100%zcddegh	-	-	15%	19%	17%	13%	17%
55-64	151	73	78	-	-	-	-	151	-	35	56	28	18	157
	15%cddefh	15%	15%	-	-	-	-	100%zcddefh	-	15%	14%	18%	17%	15%
65+	193	86	107	-	-	-	-	-	193	56	74	20	17	141
	19%cddefg	17%	20%	-	-	-	-	-	100%zcddefg	25%o	18%	13%	16%	14%
EDUCATION LEVEL OF RESPONDENT														
POST GRADUATE SPECIALISATION OR MASTERS/FOUR OR FIVE YEAR DEGREE	86	44	42	-	22	30	20	8	7	11	44	18	5	87
	8%c	9%	8%	-	12%cgh	15%zcgh	12%ch	5%c	3%	5%	11%rn	12%rn	5%	8%

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WEIGHTED BASE	1026	502	524	131	180	204	168	151	193	228	408	154	110*	1026
	100%	49%	51%	13%	18%	20%	16%	15%	19%	22%	40%	15%	11%*	100%
THREE YEAR DEGREE OR DIPLOMA	36	22	15	2	14	11	6	3	-	6	11	2	11	35
	4%h	4%	3%	2%	8%zcg	5%h	4%h	2%	-	3%	3%	1%	10%zmno	3%
DEGREE/ POST GRAD SPECIALISATION	123	66	57	2	36	41	26	10	7	18	55	21	16	122
	12%ch	13%	11%	2%	20%zcg	20%zcg	16%cg	7%	3%	8%	13%	13%	14%	12%
HIGH SCHOOL DIPLOMA	424	208	217	61	114	95	70	56	29	90	180	63	42	446
	41%h	41%	41%	47%h	63%zcefgh	47%h	41%h	37%h	15%	39%	44%	41%	38%	43%
MIDDLE SCHOOL DIPLOMA	342	184	157	67	30	65	65	55	59	86	118	57	40	352
	33%d	37%b	30%	52%zdefgh	16%	32%cd	39%cd	37%cd	30%cd	38%nd	29%	37%	37%	34%
ELEMENTARY SCHOOL DIPLOMA	122	40	82	-	1	1	7	29	84	32	48	13	10	96
	12%acdef	8%	16%a	-	1%	*	4%ce	19%zcd	44%zcd	14%	12%	9%	9%	9%
NO CERTIFICATE	15	4	11	-	-	1	-	-	14	2	7	-	2	10
	2%	1%	2%	-	-	1%	-	-	7%zcd	1%	2%	-	2%	1%

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SEX									
MALE	502 49%f	44 52%f	22 59%	66 54%f	208 49%f	184 54%f	40 33%	4 26%	491 48%
FEMALE	524 51%	42 48%	15 41%	57 46%	217 51%	157 46%	82 67%zacde	11 74%	535 52%
AGE									
15-24	131 13%acf	-	2 6%	2 2%	61 14%acf	67 20%zacf	-	-	161 16%
25-34	180 18%ef	22 25%ef	14 38%	36 29%zef	114 27%zef	30 9%f	1 1%	-	179 17%
35-44	204 20%f	30 35%zdef	11 31%	41 34%zdef	95 22%f	65 19%f	1 1%	1 8%	214 21%
45-54	168 16%f	20 23%f	6 17%	26 21%f	70 16%f	65 19%f	7 6%	-	174 17%
55-64	151 15%	8 9%	3 7%	10 8%	56 13%	55 16%	29 24%zacd	-	157 15%
65+	193 19%acd	7 8%	-	7 5%	29 7%	59 17%cd	84 69%zacde	14 92%	141 14%
EDUCATION LEVEL OF RESPONDENT									
POST GRADUATE SPECIALISATION OR MASTERS/FOUR OR FIVE YEAR DEGREE	86 8%def	86 100%zcdef	-	86 70%zdef	-	-	-	-	87 8%

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THREE YEAR DEGREE OR DIPLOMA	36	-	36	36	-	-	-	-	35
	4%de	-	100%	30%zdef	-	-	-	-	3%
DEGREE/ POST GRAD SPECIALISATION	123	86	36	123	-	-	-	-	122
	12%def	100%zdef	100%	100%zdef	-	-	-	-	12%
HIGH SCHOOL DIPLOMA	424	-	-	424	-	-	-	-	446
	41%acef	-	-	100%zacef	-	-	-	-	43%
MIDDLE SCHOOL DIPLOMA	342	-	-	-	342	-	-	-	352
	33%acdf	-	-	-	100%zacdf	-	-	-	34%
ELEMENTARY SCHOOL DIPLOMA	122	-	-	-	-	122	-	-	96
	12%acde	-	-	-	-	100%zacde	-	-	9%
NO CERTIFICATE	15	-	-	-	-	-	15	15	10
	2%de	-	-	-	-	-	100%	100%	1%

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