

# Perceptions of lung cancer in Italy

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 Italy, 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 Italy, two questions were placed on the Ipsos Omnibus. A nationally representative quota sample of 1,026 adults aged 15+ across Italy was interviewed from 10 – 16 February 2010. Interviews were conducted face-to-face, in-home.

Data have been weighted to the known Italian 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

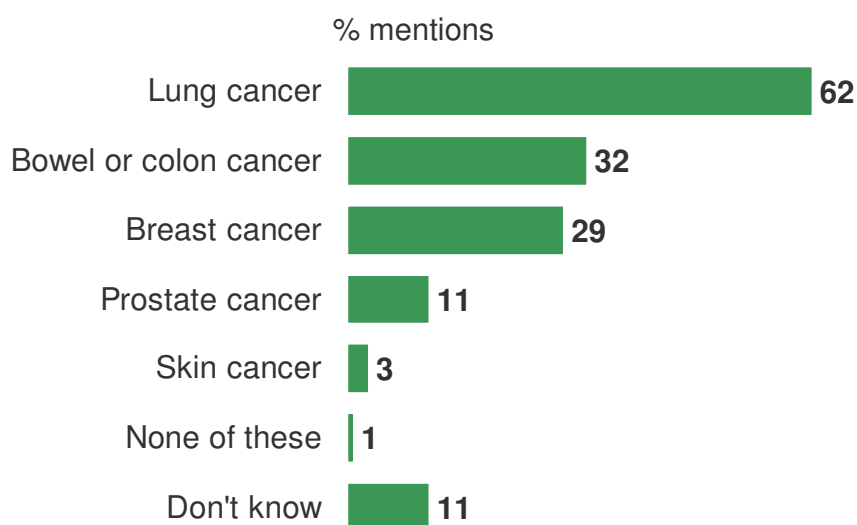
- In Italy, in line with most other countries where this survey took place, adults think the cancer that kills the most people in their country is lung cancer (62%).
- The majority (64%) of Italian adults say they have no less sympathy for people with lung cancer than people with other cancers. However, one in six (16%) say they do have less sympathy, given its link to smoking.
- Nevertheless, this lack of sympathy for people with lung cancer is less evident in Italy than in other countries.

## 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 Italy (62%). This is followed by bowel or colon cancer (32%) and breast cancer (29%) as the chart below illustrates.

## 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: 1,026 Italian adults, 10 – 16 Feb 2010  
Ipsos MORI

Source: Ipsos MORI



The perception of lung cancer as the biggest killer is common across key sub-groups. In line with perceptions across many other countries, older people aged 55-64 are more likely than younger generations to perceive bowel or colon cancer to be the greatest killer (40% compared to 24% of 15-24 year olds).

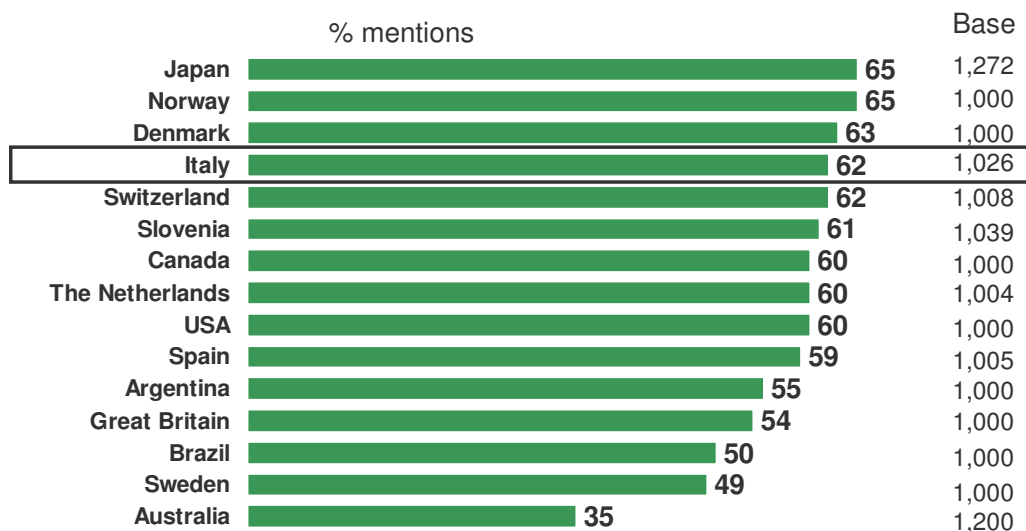
People were given the option to choose up to two cancers which they think kill the greatest number of people in their country. Looking at the responses to this question:

- One in five (22%) adults chose lung cancer only;
- Two in five (40%) chose lung cancer and one other type of cancer;
- One in seven (15%) selected only one type of cancer which was not lung cancer; and
- Eleven percent selected two cancers, neither of which included lung cancer.

Compared to other nations, Italy has one of the strongest perceptions that lung cancer is the cancer that kills the greatest number in their country. This is illustrated by 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.



Ipsos MORI

Source: Ipsos MORI



## Attitudes towards lung cancer

In line with prevailing medical opinion<sup>1</sup>, 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.

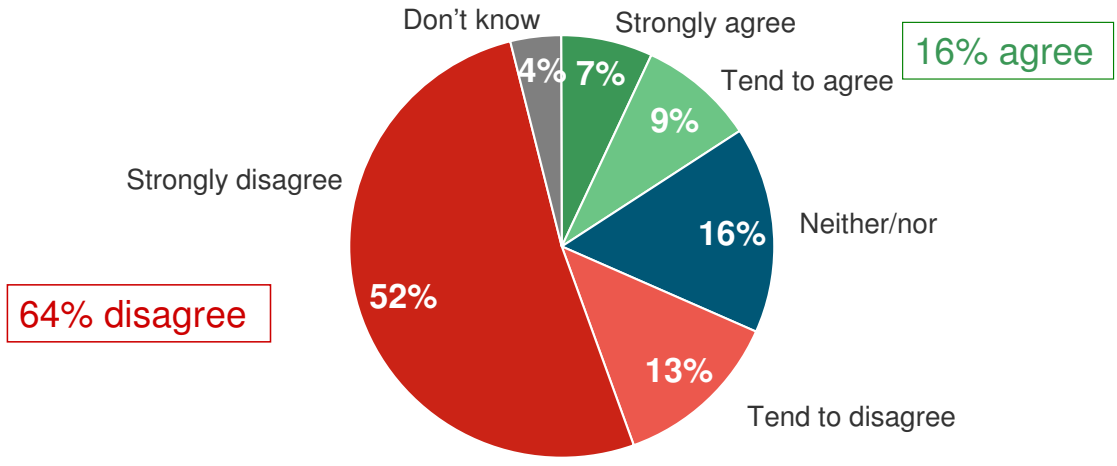
Within Italy, the majority (64%) say they have no less sympathy towards people with lung cancer than towards those with other cancers. However, one in six (16%) adults admit to feeling less sympathy for people with lung cancer, given its link with smoking. The same proportion (16%) neither agree nor disagree that they feel less sympathetic towards people with lung cancer than other types of cancer. This is illustrated by the chart below.

<sup>1</sup> Smoking is responsible for 90% of all lung cancer according to the World Health Organisation. <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: 1,026 Italian adults, 10 – 16 Feb 2010  
Ipsos MORI

Source: Ipsos MORI  
Ipsos

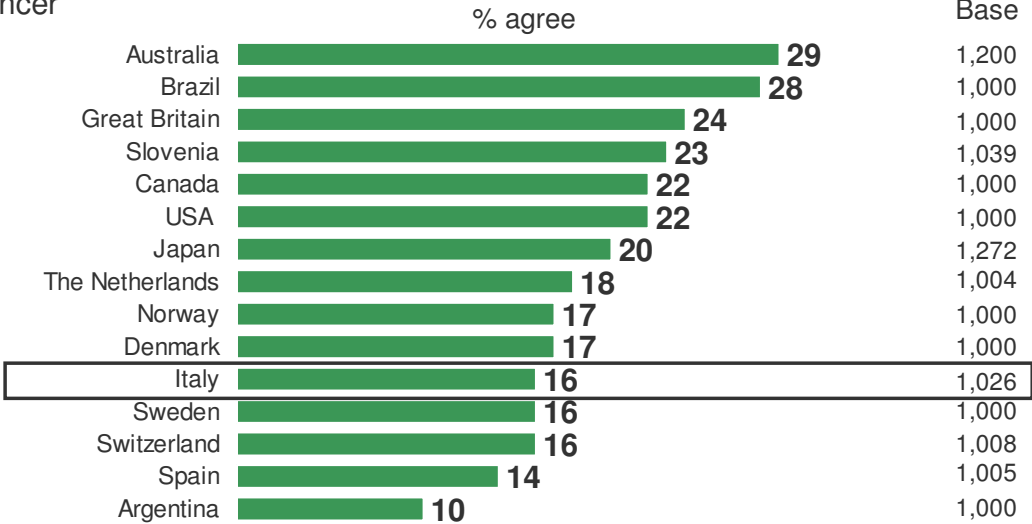
In Italy, there are no differences in sympathy for people with lung cancer between key sub groups.

When compared to data from the other fourteen countries, Italians tend to say they have just as much sympathy for people with lung cancer that people with other cancers. This is shown 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

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## 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%).

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>					
	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
Size of sample on which survey result is based					
1,026	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.

<b>Approximate differences required for significant at or near these percentages</b>					
	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
Men vs. Women (491 vs. 535)	4	5	6	6	6
15-24 year olds vs. 65+ (161 vs. 141)	7	9	10	11	11

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