

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - JAPAN
5TH - 14TH 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)	20-24 (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	1272	567	705	83	196	253	182	236	322	107	711	114	261	1272
WEIGHTED BASE	1272	616	656	90*	223	209	199	233	318	110	716	114	253	1272
	100%	48%	52%	7%*	17%	16%	16%	18%	25%	9%	56%	9%	20%	100%
BOWEL OR COLON CANCER	857	402	455	42	141	143	159	167	205	-	533	87	238	860
	67%cm	65%	69%	47%	63%c	69%c	79%zcodeh	72%c	64%c	-	74%zm	76%am	94%zmno	68%
LUNG CANCER	826	437	389	65	158	142	129	156	175	110	716	-	-	818
	65%bhop	71%zb	59%	72%h	71%h	68%h	65%h	67%h	55%	100%zop	100%zop	-	-	64%
BREAST CANCER	389	152	237	26	60	71	53	72	106	-	154	15	220	399
	31%amno	25%	36%za	29%	27%	34%	27%	31%	33%	-	22%mo	13%am	87%zmno	31%
PROSTATE CANCER	82	46	36	8	18	8	11	13	25	-	24	11	47	80
	6%mn	7%	5%	8%	8%e	4%	5%	6%	8%	-	3%	9%mn	19%zmno	6%
SKIN CANCER	9	6	3	-	3	1	-	2	3	-	5	2	2	8
	1%	1%	*	-	1%	*	-	1%	1%	-	1%	2%	1%	1%
NONE OF THESE	57	28	29	12	13	7	4	5	16	-	-	-	-	57
	4%mnop	5%	4%	13%zdefgh	6%	4%	2%	2%	5%	-	-	-	-	4%
DON'T KNOW	22	10	12	1	3	3	2	1	11	-	-	-	-	22
	2%np	2%	2%	1%	2%	2%	1%	*	3%g	-	-	-	-	2%

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
		JUNIOR HIGH SCHOOL (a)	HIGH SCHOOL (b)	COLLEGE/ UNIVERSITY (c)	
UNWEIGHTED BASE	1272	147	660	458	1272
WEIGHTED BASE	1272	145	657	463	1272
	100%	11%	52%	36%	100%
BOWEL OR COLON CANCER	857	95	434	323	860
	67%	65%	66%	70%	68%
LUNG CANCER	826	76	408	340	818
	65%a	53%	62%a	73%zab	64%
BREAST CANCER	389	61	207	118	399
	31%c	42%zbc	32%c	25%	31%
PROSTATE CANCER	82	10	42	29	80
	6%	7%	6%	6%	6%
SKIN CANCER	9	3	5	1	8
	1%	2%c	1%	*	1%
NONE OF THESE	57	7	35	14	57
	4%	5%	5%	3%	4%
DON'T KNOW	22	2	15	5	22
	2%	1%	2%	1%	2%

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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)	20-24 (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	1272	567	705	83	196	253	182	236	322	107	711	114	261	1272
WEIGHTED BASE	1272	616	656	90*	223	209	199	233	318	110	716	114	253	1272
	100%	48%	52%	7%*	17%	16%	16%	18%	25%	9%	56%	9%	20%	100%
STRONGLY AGREE	66 5%	35 6%	32 5%	5 5%	8 4%	6 3%	11 5%	12 5%	25 8%e	2 2%	41 6%	6 6%	13 5%	67 5%
TEND TO AGREE	182 14%	95 15%	87 13%	11 12%	32 14%	26 12%	36 18%	28 12%	50 16%	16 14%	97 13%	22 20%	39 15%	177 14%
NEITHER AGREE NOR DISAGREE	565 44%	272 44%	293 45%	43 48%	102 46%	88 42%	92 46%	102 44%	137 43%	52 47%	319 45%	44 39%	122 48%	561 44%
TEND TO DISAGREE	242 19%	115 19%	127 19%	18 19%	41 19%	48 23%h	33 16%	52 22%h	50 16%	23 21%	144 20%	27 23%	42 16%	247 19%
STRONGLY DISAGREE	166 13%	75 12%	90 14%	9 10%	34 15%	37 18%h	26 13%	30 13%	31 10%	12 11%	100 14%	10 8%	33 13%	170 13%
AGREE (COMB)	249 20%	130 21%	119 18%	15 17%	40 18%	32 15%	47 23%e	40 17%	74 23%e	18 17%	137 19%	29 25%	52 20%	244 19%
DISAGREE (COMB)	408 32%h	190 31%	217 33%	26 29%	75 34%h	85 41%zfh	58 29%	82 35%h	81 25%	35 32%	244 34%	36 32%	75 30%	417 33%
DON'T KNOW	51 4%h	23 4%	28 4%	5 6%ef	5 2%	3 2%	3 1%	8 3%	27 8%zdefg	5 5%	16 2%	5 4%	5 2%	50 4%

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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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

	EDUCATION LEVEL OF RESPONDENT				
	TOTAL (z)	JUNIOR HIGH SCHOOL (a)	HIGH SCHOOL (b)	COLLEGE/ UNIVERSITY (c)	UNWEIGHTED TOTAL
UNWEIGHTED BASE	1272	147	660	458	1272
WEIGHTED BASE	1272	145	657	463	1272
	100%	11%	52%	36%	100%
STRONGLY AGREE	66	7	34	24	67
	5%	5%	5%	5%	5%
TEND TO AGREE	182	22	92	66	177
	14%	15%	14%	14%	14%
NEITHER AGREE NOR DISAGREE	565	60	309	194	561
	44%	41%	47%	42%	44%
TEND TO DISAGREE	242	25	119	97	247
	19%	17%	18%	21%	19%
STRONGLY DISAGREE	166	17	76	72	170
	13%	12%	12%	16%	13%
AGREE (COMB)	249	29	126	90	244
	20%	20%	19%	19%	19%
DISAGREE (COMB)	408	42	195	169	417
	32%	29%	30%	37% ^b	33%
DON'T KNOW	51	14	27	10	50
	4%	10% ^{zbc}	4%	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c
^a small base

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Table 3
DEMOGRAPHICS
 BASE: ALL RESPONDENTS

	SEX		AGE						CM01				UNWEIGHTED TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	20-24 (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	1272	567	705	83	196	253	182	236	322	107	711	114	261	1272
WEIGHTED BASE	1272	616	656	90*	223	209	199	233	318	110	716	114	253	1272
	100%	48%	52%	7%*	17%	16%	16%	18%	25%	9%	56%	9%	20%	100%
SEX														
MALE	616	616	-	46	114	106	100	115	134	68	369	44	97	567
	48%bhop	100%zb	-	51%	51%	51%h	50%	49%	42%	62%znop	51%op	39%	38%	45%
FEMALE	656	-	656	44	109	103	99	118	184	42	347	70	157	705
	52%am	-	100%za	49%	49%	49%	50%	51%	58%ze	38%	49%rn	61%zmn	62%zmn	55%
AGE														
20-24	90	46	44	90	-	-	-	-	-	10	56	3	9	83
	7%defghp	7%	7%	100%zdefgh	-	-	-	-	-	9%p	8%p	3%	3%	7%
25-34	223	114	109	-	223	-	-	-	-	16	143	16	32	196
	17%cefgh	18%	17%	-	100%zcefgh	-	-	-	-	14%	20%p	14%	13%	15%
35-44	209	106	103	-	-	209	-	-	-	15	127	15	41	253
	16%cdfgh	17%	16%	-	-	100%zcdfgh	-	-	-	14%	18%	14%	16%	20%
45-54	199	100	99	-	-	-	199	-	-	18	111	19	46	182
	16%cddegh	16%	15%	-	-	-	100%zcddegh	-	-	16%	16%	17%	18%	14%
55-64	233	115	118	-	-	-	-	233	-	24	132	19	52	236
	18%cdeth	19%	18%	-	-	-	-	100%zcdeth	-	22%	18%	16%	20%	19%
65+	318	134	184	-	-	-	-	-	318	27	148	42	74	322
	25%cdetgn	22%	28%a	-	-	-	-	-	100%zcdetgn	25%	21%	37%zn	29%rn	25%
EDUCATION LEVEL OF RESPONDENT														
JUNIOR HIGH SCHOOL	145	58	87	4	6	4	6	20	105	7	70	21	39	147
	11%def	9%	13%a	5%	2%	2%	3%	8%def	33%zdefg	6%	10%	18%zmn	15%mn	12%
HIGH SCHOOL	657	293	364	26	122	97	103	149	161	60	347	59	141	660
	52%c	48%	56%a	29%	55%c	46%c	51%c	64%zcefgh	51%c	55%	49%	52%	56%	52%

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/op
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WEIGHTED BASE	1272	616	656	90*	223	209	199	233	318	110	716	114	253	1272
	100%	48%	52%	7%*	17%	16%	16%	18%	25%	9%	56%	9%	20%	100%
COLLEGE/UNIVERSITY	463	263	200	59	94	106	90	63	52	43	297	34	70	458
	36% bg hp	43% zb	31%	65% zdefgh	42% gh	51% zgh	45% zgh	27% h	16%	39% p	42% zop	30%	27%	36%

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	EDUCATION LEVEL OF RESPONDENT				UNWEIGHTED TOTAL
	JUNIOR HIGH SCHOOL (a)	HIGH SCHOOL (b)	COLLEGE/ UNIVERSITY (c)		
UNWEIGHTED BASE	1272	147	660	458	1272
WEIGHTED BASE	1272	145	657	463	1272
	100%	11%	52%	36%	100%
SEX					
MALE	616	58	293	263	567
	48%	40%	45%	57% ^{zab}	45%
FEMALE	656	87	364	200	705
	52% ^c	60% ^c	55% ^c	43%	55%
AGE					
20-24	90	4	26	59	83
	7% ^b	3%	4%	13% ^{zab}	7%
25-34	223	6	122	94	196
	17% ^a	4%	19% ^a	20% ^a	15%
35-44	209	4	97	106	253
	16% ^a	3%	15% ^a	23% ^{zab}	20%
45-54	199	6	103	90	182
	16% ^a	4%	16% ^a	19% ^a	14%
55-64	233	20	149	63	236
	18% ^c	13%	23% ^{zac}	14%	19%
65+	318	105	161	52	322
	25% ^c	72% ^{zbc}	25% ^c	11%	25%
EDUCATION LEVEL OF RESPONDENT					
JUNIOR HIGH SCHOOL	145	145	-	-	147
	11% ^{bc}	100% ^{zbc}	-	-	12%
HIGH SCHOOL	657	-	657	-	660
	52% ^{ac}	-	100% ^{zac}	-	52%

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	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL	
	JUNIOR HIGH SCHOOL (a)	HIGH SCHOOL (b)	COLLEGE/ UNIVERSITY (c)		
WEIGHTED BASE	1272 100%	145 11%	657 52%	463 36%	1272 100%
COLLEGE/UNIVERSITY	463 36%ab	-	-	463 100%zab	458 36%

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