

Perceptions of lung cancer in Japan

An Ipsos MORI report for the Global
Lung Cancer Coalition

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GLOBAL LUNG CANCER
COALITION

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Introduction

Introduction

This report presents the findings from a quantitative survey amongst adults aged 20+ across Japan, 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 Japan, two questions were placed on the Ipsos Omnibus. A nationally representative quota sample of 1,272 adults aged 20+ across Japan was interviewed from 5 – 14 February 2010. Interviews were conducted face-to-face, in-home.

Data have been weighted to the known Japanese 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 Japan, unlike most other countries where this survey took place, lung cancer is tied with bowel or colon cancer as the cancer that adults perceive to kill the most people (65% and 67%), despite the higher incidence of lung cancer than bowel or colon cancer in the region¹.
- Despite this, along with Norway, Japan is the country with the greatest proportion of adults who think lung cancer is the biggest killer (both 65%).
- In Japan, unlike most other countries, many people are unable to say whether they have less sympathy for people with lung cancer, given its link to smoking (44%). Of those who do give an opinion one way or the other, 32% say they do not have less sympathy but 20% do, which is about average compared to other countries.

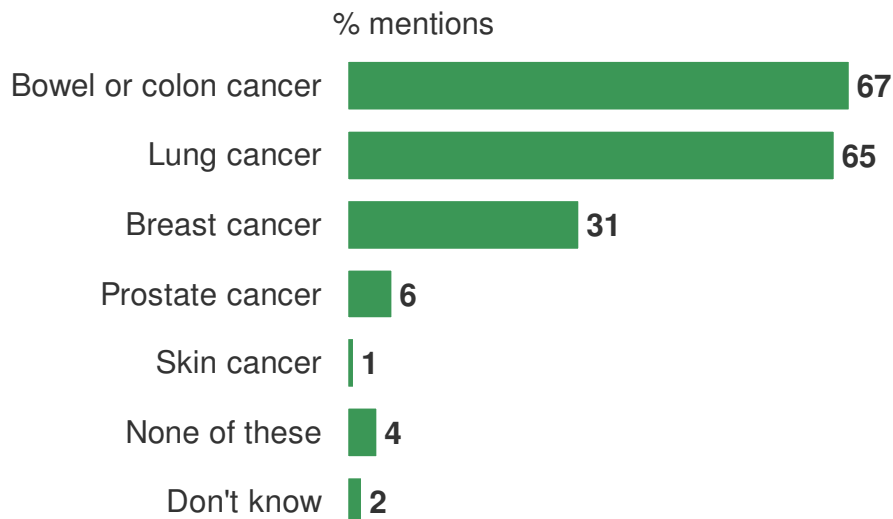
Which cancer kills the greatest number?

Unlike perceptions across adults surveyed in most other countries, in Japan, lung cancer is not perceived as the cancer which kills the most people in their country. Instead bowel or colon cancer it perceived to kill the greatest number (67%), closely followed by lung cancer (65%) and then breast cancer (31%). Respondents were asked to choose up to *two* cancers they think kill the greatest number in their country from a list of five.

¹ http://publications.cancerresearchuk.org/WebRoot/crukstoredb/CRUK_PDFs/CSWORLDMAP.pdf. It should be noted that these figures are based on incidence rather than mortality rates of cancers.

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: 1,272 Japanese adults, 5 – 14 Feb 2010
Ipsos MORI

Source: Ipsos MORI
Ipsos

The perception of lung cancer as the biggest killer is higher among certain sub-groups, in particular, men compared to women (71% compared to 59%) and those aged under 65 compared to those aged 65+ (68% compared to 55%). In addition, the perception of lung cancer as the biggest killer is also found in those who have been to college or university compared to those who have just been to high school or junior high school (73% compared to 62% and 53% respectively)

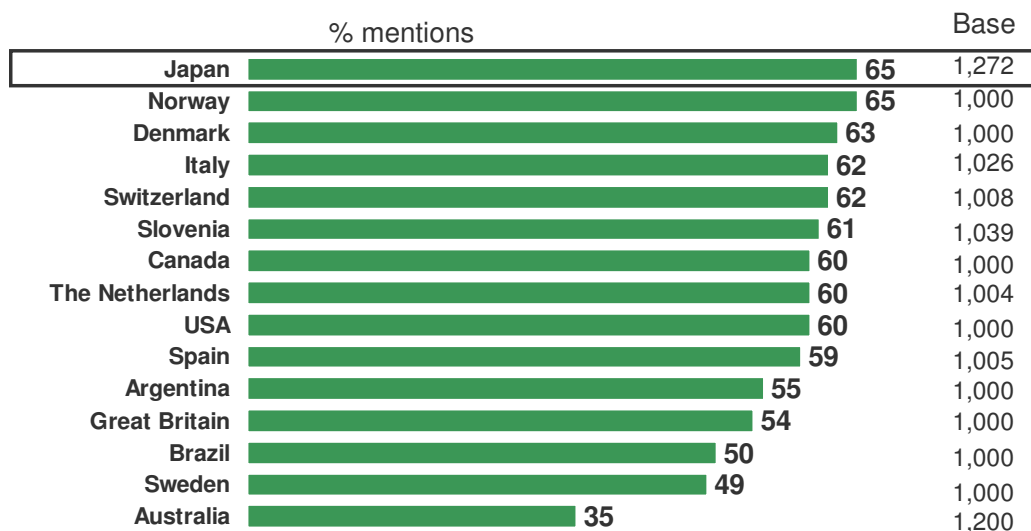
People were given the option to choose up to two cancers which they think kill the greatest number of people in their country. Looking at the responses to this question:

- Nine percent of adults chose lung cancer only;
- Over half (56%) chose lung cancer and one other type of cancer;
- Nine percent selected only one type of cancer which was not lung cancer; and
- One in five (20%) selected two cancers, neither of which included lung cancer.

Despite this tie with bowel or colon cancer, in absolute terms, the perception of lung cancer as the biggest killer is higher in Japan than in most other countries.

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 opinion², 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.

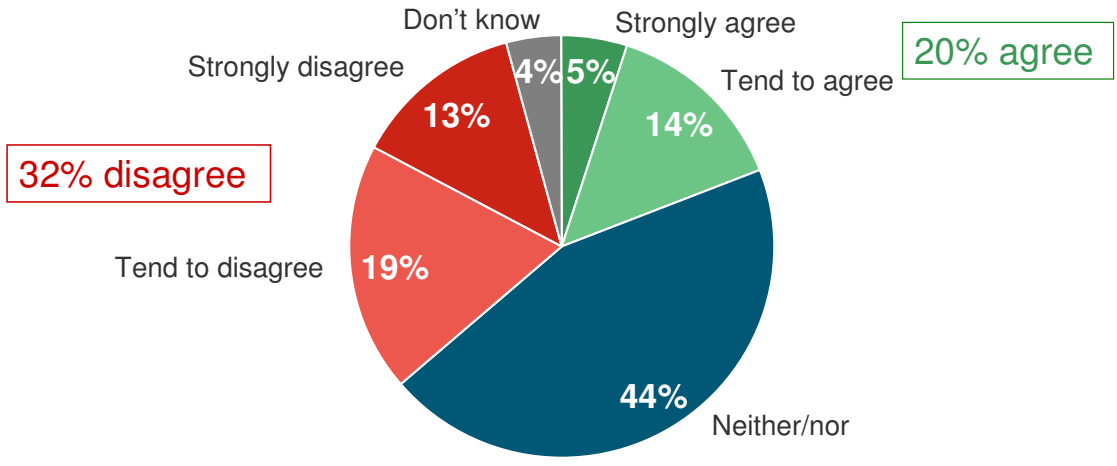
Within Japan, a third (32%) say they have no less sympathy towards people with lung cancer than towards those with other cancers while one in five (20%) do admit to feeling less sympathy, given its link with smoking. In Japan, the largest proportion (44%) neither agree nor disagree that they feel less sympathetic towards people with lung cancer than other types of cancer. This is illustrated by the chart below.

² 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: 1,272 Japanese adults, 5 – 14 Feb 2010
Ipsos MORI

Source: Ipsos MORI
Ipsos

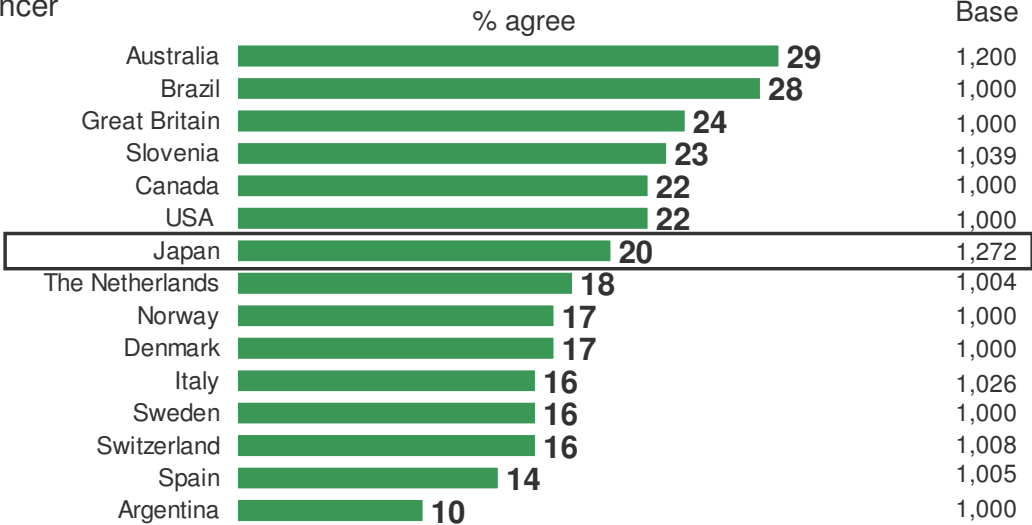
In Japan, adults who have attended university or college are more likely than those whose completed high school to feel no less sympathetic for people with lung cancer than other types of cancer (37% compared to 30% disagree).

Compared to other countries, Japan is about average in the proportion who admit to feeling less sympathetic towards people with lung cancer. However, it does have a greater proportion neither agreeing nor disagreeing and fewer actively 'disagreeing' that they have less sympathy than in other countries.

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
Ipsos

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					
1,272	2	2	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% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Men vs. Women (567 vs. 705)	3	4	5	5	6
25-34 year olds vs. 65+ (196 vs. 322)	6	8	9	9	9

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