

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - NORWAY
2ND - 8TH 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	1000	519	481	87	88	158	220	193	254	171	477	122	196	1000
WEIGHTED BASE	1000	496	504	172*	140*	174	179	145	191	169	486	110*	198	1000
	100%	50%	50%	17%*	14%*	17%	18%	14%	19%	17%	49%	11%*	20%	100%
LUNG CANCER	655	344	311	110	104	119	122	87	112	169	486	-	-	648
	65%op	69%b	62%	64%	74%gh	68%	68%h	60%	59%	100%zop	100%zop	-	-	65%
BOWEL OR COLON CANCER	340	162	178	42	51	71	72	47	57	-	208	39	94	337
	34%m	33%	35%	24%	37%	41%ch	40%ch	33%	30%	-	43%zm	35%m	47%zm	34%
BREAST CANCER	290	133	157	69	34	49	45	43	51	-	120	33	137	283
	29%m	27%	31%	40%zdfh	24%	28%	25%	30%	27%	-	25%m	30%m	69%zmno	28%
PROSTATE CANCER	186	100	86	26	13	32	29	36	51	-	82	21	84	202
	19%dm	20%	17%	15%	10%	18%	16%	25%zdf	27%zcdf	-	17%m	19%m	42%zmno	20%
SKIN CANCER	176	80	96	30	35	28	36	25	22	-	76	17	82	169
	18%hm	16%	19%	17%	25%h	16%	20%h	17%	11%	-	16%m	16%m	41%zmno	17%
DON'T KNOW	37	16	21	8	7	3	7	2	10	-	-	-	-	34
	4%mp	3%	4%	5%	5%	2%	4%	2%	5%g	-	-	-	-	3%

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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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT				UNWEIGHTED TOTAL
		PRIMARY (a)	SECONDARY (b)	UNIVERSITY 1-3 YRS (c)	UNIVERSITY 4+ YRS (d)	
UNWEIGHTED BASE	1000	133	345	232	270	1000
WEIGHTED BASE	1000	142	358	226	254	1000
	100%	14%	36%	23%	25%	100%
LUNG CANCER	655	89	243	154	158	648
	65%	63%	68%	68%	62%	65%
BOWEL OR COLON CANCER	340	23	124	88	103	337
	34%^a	16%	35% ^a	39% ^a	40% ^a	34%
BREAST CANCER	290	53	103	60	68	283
	29%	38%	29%	26%	27%	28%
PROSTATE CANCER	186	29	66	35	51	202
	19%	20%	19%	16%	20%	20%
SKIN CANCER	176	26	54	35	55	169
	18%	18%	15%	15%	22%	17%
DON'T KNOW	37	11	6	8	9	34
	4%	8% ^{zb}	2%	4%	3%	3%

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

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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)
UNWEIGHTED BASE	1000	519	481	87	88	158	220	193	254	171	477	122	196	1000
WEIGHTED BASE	1000	496	504	172*	140*	174	179	145	191	169	486	110*	198	1000
	100%	50%	50%	17%*	14%*	17%	18%	14%	19%	17%	49%	11%*	20%	100%
STRONGLY AGREE	68 7% ^{bf}	48 10% ^b	19 4%	17 10% ^f	11 8%	6 4%	4 3%	11 8% ^f	17 9% ^{ef}	14 8%	33 7%	9 8%	10 5%	68 7%
TEND TO AGREE	103 10% ^f	57 11%	47 9%	39 22% ^{zdefgh}	11 8%	16 9%	10 6%	14 10%	13 7%	9 6%	43 9%	20 18% ^{zmn}	27 14% ^m	89 9%
NEITHER AGREE NOR DISAGREE	126 13%	59 12%	67 13%	34 19% ^{fgh}	28 20% ^{efgh}	17 10%	14 8%	13 9%	20 10%	23 13%	60 12%	12 11%	26 13%	108 11%
TEND TO DISAGREE	150 15%	73 15%	77 15%	31 18%	22 16%	25 14%	27 15%	22 15%	23 12%	24 14%	90 18% ^o	11 10%	23 12%	141 14%
STRONGLY DISAGREE	521 52% ^c	247 50%	274 54%	50 29%	62 45% ^c	106 61% ^{cd}	119 66% ^{zcdgh}	81 56% ^c	104 54% ^c	92 55%	253 52%	55 50%	107 54%	559 56%
AGREE (COMB)	171 17% ^f	105 21% ^b	66 13%	56 32% ^{zdefgh}	22 16%	23 13%	14 8%	25 17% ^f	30 16% ^f	23 14%	76 16%	29 26% ^{zmn}	37 19%	157 16%
DISAGREE (COMB)	671 67% ^c	320 65%	351 70%	81 47%	84 60%	131 75% ^{cd}	145 81% ^{zcdgh}	103 71% ^c	127 67% ^c	116 68%	343 71% ^o	66 60%	130 65%	700 70%
DON'T KNOW	32 3%	12 2%	20 4%	2 1%	5 3%	3 2%	5 3%	4 2%	14 7% ^{zcef}	8 4% ⁿ	7 1%	4 4%	6 3%	35 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
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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT				UNWEIGHTED TOTAL
		PRIMARY (a)	SECONDARY (b)	UNIVERSITY 1-3 YRS (c)	UNIVERSITY 4+ YRS (d)	
UNWEIGHTED BASE	1000	133	345	232	270	1000
WEIGHTED BASE	1000	142	358	226	254	1000
	100%	14%	36%	23%	25%	100%
STRONGLY AGREE	68	17	28	8	12	68
	7%	12%cd	8%	4%	5%	7%
TEND TO AGREE	103	10	47	27	12	89
	10% ^d	7%	13% ^d	12% ^d	5%	9%
NEITHER AGREE NOR DISAGREE	126	20	41	34	28	108
	13%	14%	12%	15%	11%	11%
TEND TO DISAGREE	150	23	54	36	36	141
	15%	17%	15%	16%	14%	14%
STRONGLY DISAGREE	521	63	176	114	160	559
	52%	44%	49%	50%	63% ^{zabc}	56%
AGREE (COMB)	171	28	75	35	24	157
	17% ^d	19% ^d	21% ^d	16%	10%	16%
DISAGREE (COMB)	671	87	230	150	196	700
	67%	61%	64%	66%	77% ^{zabc}	70%
DON'T KNOW	32	8	12	7	5	35
	3%	6%	3%	3%	2%	4%

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Table 3
DEMOGRAPHICS
 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	1000	519	481	87	88	158	220	193	254	171	477	122	196	1000
WEIGHTED BASE	1000	496	504	172*	140*	174	179	145	191	169	486	110*	198	1000
	100%	50%	50%	17%*	14%*	17%	18%	14%	19%	17%	49%	11%*	20%	100%
SEX														
MALE	496	496	-	92	73	79	86	72	93	86	258	55	81	519
	50%bp	100%zb	-	54%	52%	46%	48%	50%	49%	51%	53%p	50%	41%	52%
FEMALE	504	-	504	80	66	95	93	73	97	83	228	55	117	481
	50%a	-	100%za	46%	48%	54%	52%	50%	51%	49%	47%	50%	59%zn	48%
AGE														
15-24	172	92	80	172	-	-	-	-	-	34	76	18	36	87
	17%defgh	19%	16%	100%zdefgh	-	-	-	-	-	20%	16%	16%	18%	9%
25-34	140	73	66	-	140	-	-	-	-	21	83	7	22	88
	14%cefgho	15%	13%	-	100%zcefgh	-	-	-	-	13%	17%o	6%	11%	9%
35-44	174	79	95	-	-	174	-	-	-	24	95	19	33	158
	17%cdfgh	16%	19%	-	-	100%zcdfgh	-	-	-	14%	20%	17%	17%	16%
45-54	179	86	93	-	-	-	179	-	-	25	98	16	33	220
	18%cddegh	17%	18%	-	-	-	100%zcddegh	-	-	15%	20%	15%	17%	22%
55-64	145	72	73	-	-	-	-	145	-	23	64	23	32	193
	14%cdeth	15%	14%	-	-	-	-	100%zcdeth	-	14%	13%	21%n	16%	19%
65+	191	93	97	-	-	-	-	-	191	42	70	27	41	254
	19%cdetfg	19%	19%	-	-	-	-	-	100%zcdetfg	25%n	14%	25%n	21%	25%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY	142	75	67	64	3	5	14	20	35	31	58	11	31	133
	14%def	15%	13%	37%zdefgh	2%	3%	8%d	14%def	18%def	18%	12%	10%	16%	13%
SECONDARY	358	191	167	88	42	56	61	48	63	64	179	49	59	345
	36%	38%	33%	51%zdefgh	30%	32%	34%	33%	33%	38%	37%	45%p	30%	35%

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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WEIGHTED BASE													
1000	496	504	172*	140*	174	179	145	191	169	486	110*	198	1000
100%	50%	50%	17%*	14%*	17%	18%	14%	19%	17%	49%	11%*	20%	100%
UNIVERSITY 1-3 YRS													
226	99	128	13	54	35	53	31	40	33	121	31	33	232
23%^c	20%	25%	7%	39% ^{zcegh}	20% ^c	30% ^{zceh}	22% ^c	21% ^c	20%	25% ^p	28% ^p	17%	23%
UNIVERSITY 4+ YRS													
254	125	128	2	41	78	48	39	45	37	120	18	69	270
25%^c	25%	25%	1%	29% ^c	45% ^{zcd fgh}	27% ^c	27% ^c	24% ^c	22%	25%	17%	35% ^{zmnno}	27%

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	EDUCATION LEVEL OF RESPONDENT					
	TOTAL (z)	PRIMARY (a)	SECONDARY (b)	UNIVERSITY YRS 1-3 (c)	UNIVERSITY 4+ YRS (d)	UNWEIGHTED TOTAL
UNWEIGHTED BASE	1000	133	345	232	270	1000
WEIGHTED BASE	1000	142	358	226	254	1000
	100%	14%	36%	23%	25%	100%
SEX						
MALE	496	75	191	99	125	519
	50%	53%	53% ^c	44%	49%	52%
FEMALE	504	67	167	128	128	481
	50%	47%	47%	56% ^b	51%	48%
AGE						
15-24	172	64	88	13	2	87
	17% ^{cd}	45% ^{zabcd}	24% ^{zcd}	6% ^d	1%	9%
25-34	140	3	42	54	41	88
	14% ^a	2%	12% ^a	24% ^{zab}	16% ^a	9%
35-44	174	5	56	35	78	158
	17% ^a	4%	16% ^a	15% ^a	31% ^{zabc}	16%
45-54	179	14	61	53	48	220
	18% ^a	10%	17%	24% ^{ea}	19% ^a	22%
55-64	145	20	48	31	39	193
	14%	14%	13%	14%	16%	19%
65+	191	35	63	40	45	254
	19%	25%	17%	18%	18%	25%
EDUCATION LEVEL OF RESPONDENT						
PRIMARY	142	142	-	-	-	133
	14% ^{bcd}	100% ^{zbcd}	-	-	-	13%
SECONDARY	358	-	358	-	-	345
	36% ^{acd}	-	100% ^{zacd}	-	-	35%

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WEIGHTED BASE					
1000	142	358	226	254	1000
100%	14%	36%	23%	25%	100%
UNIVERSITY 1-3 YRS					
226	-	-	226	-	232
23% ^{abd}	-	-	100% ^{zabd}	-	23%
UNIVERSITY 4+ YRS					
254	-	-	-	254	270
25% ^{abc}	-	-	-	100% ^{zabc}	27%

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 * small base

