

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - SLOVENIA
27TH JANUARY - 10TH 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 | 1039 | 493 | 546 | 140 | 159 | 191 | 169 | 189 | 191 | 100 | 540 | 112 | 284 | 1039 |
| WEIGHTED BASE | 1039 | 502 | 537 | 167 | 179 | 197 | 152 | 171 | 174 | 100* | 535 | 116 | 285 | 1039 |
| | 100% | 48% | 52% | 16% | 17% | 19% | 15% | 16% | 17% | 10%* | 51% | 11% | 27% | 100% |
| LUNG CANCER | 635 | 333 | 302 | 106 | 110 | 125 | 104 | 101 | 89 | 100 | 535 | - | - | 640 |
| | 61%hop | 66%b | 56% | 63%h | 61% | 64%h | 68%h | 59% | 51% | 100%zop | 100%zop | - | - | 62% |
| BREAST CANCER | 458 | 175 | 282 | 60 | 73 | 83 | 76 | 87 | 79 | - | 204 | 38 | 216 | 462 |
| | 44%amno | 35% | 53%za | 36% | 41% | 42% | 50%c | 51%c | 46% | - | 38%m | 33%m | 76%zmno | 44% |
| BOWEL OR COLON CANCER | 456 | 201 | 255 | 67 | 85 | 87 | 63 | 77 | 77 | - | 201 | 55 | 200 | 455 |
| | 44%mn | 40% | 47%a | 40% | 47% | 44% | 41% | 45% | 44% | - | 38%m | 47%am | 70%zmn | 44% |
| PROSTATE CANCER | 195 | 115 | 80 | 18 | 26 | 43 | 28 | 35 | 44 | - | 73 | 15 | 107 | 199 |
| | 19%cmn | 23%b | 15% | 11% | 15% | 22%c | 19% | 20%c | 25%zcd | - | 14%am | 13%am | 38%zmno | 19% |
| SKIN CANCER | 113 | 56 | 58 | 46 | 22 | 21 | 5 | 10 | 8 | - | 58 | 8 | 47 | 104 |
| | 11%lghm | 11% | 11% | 28%zdefgh | 12%lgh | 11%fh | 3% | 6% | 5% | - | 11%am | 7%am | 17%zmn | 10% |
| NONE OF THESE | 3 | 3 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | 3 |
| | * | 1% | - | - | 1% | - | 1% | - | 1% | - | - | - | - | * |

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 |
|------------------------|--------------------|-------------------------------------|-----------------------------|----------------------------|---|---------------------|
| | | ELEMENTARY SCHOOL OR LESS (a) | VOCATIONAL SCHOOL (b) | SECONDARY SCHOOL (c) | UNIVERSITY, COLLEGE AND MORE (d) | |
| UNWEIGHTED BASE | 1039 | 136 | 121 | 457 | 322 | 1039 |
| WEIGHTED BASE | 1039 | 129 | 119 | 463 | 325 | 1039 |
| | 100% | 12% | 11% | 45% | 31% | 100% |
| LUNG CANCER | 635 61%a | 64 50% | 80 67%a | 279 60%a | 210 65%a | 640 62% |
| BREAST CANCER | 458 44% | 66 51% | 51 43% | 204 44% | 137 42% | 462 44% |
| BOWEL OR COLON CANCER | 456 44%a | 40 31% | 45 38% | 222 48%a | 148 45%a | 455 44% |
| PROSTATE CANCER | 195 19% | 32 24% | 25 21% | 78 17% | 58 18% | 199 19% |
| SKIN CANCER | 113 11% | 20 16% | 10 9% | 49 11% | 34 11% | 104 10% |
| NONE OF THESE | 3 * | 1 1% | - | 2 * | - | 3 * |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d
 * 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 | 1039 | 493 | 546 | 140 | 159 | 191 | 169 | 189 | 191 | 100 | 540 | 112 | 284 | 1039 |
| WEIGHTED BASE | 1039 | 502 | 537 | 167 | 179 | 197 | 152 | 171 | 174 | 100* | 535 | 116 | 285 | 1039 |
| | 100% | 48% | 52% | 16% | 17% | 19% | 15% | 16% | 17% | 10%* | 51% | 11% | 27% | 100% |
| STRONGLY AGREE | 83 | 55 | 28 | 7 | 12 | 14 | 8 | 20 | 22 | 5 | 45 | 8 | 24 | 84 |
| | 8%b | 11%b | 5% | 4% | 7% | 7% | 5% | 11%cf | 13%zcf | 5% | 8% | 7% | 8% | 8% |
| TEND TO AGREE | 157 | 84 | 72 | 34 | 23 | 31 | 26 | 19 | 24 | 12 | 85 | 11 | 48 | 158 |
| | 15% | 17% | 13% | 21%g | 13% | 16% | 17% | 11% | 14% | 12% | 16% | 9% | 17% | 15% |
| NEITHER AGREE NOR DISAGREE | 79 | 40 | 39 | 22 | 11 | 16 | 8 | 12 | 11 | 7 | 41 | 2 | 29 | 77 |
| | 8%o | 8% | 7% | 13%zfh | 6% | 8% | 5% | 7% | 6% | 7%o | 8%o | 2% | 10%o | 7% |
| TEND TO DISAGREE | 72 | 24 | 48 | 10 | 13 | 13 | 11 | 9 | 16 | 4 | 42 | 5 | 20 | 72 |
| | 7% | 5% | 9%a | 6% | 8% | 7% | 7% | 5% | 9% | 4% | 8% | 4% | 7% | 7% |
| STRONGLY DISAGREE | 610 | 278 | 331 | 90 | 115 | 119 | 95 | 102 | 89 | 69 | 308 | 75 | 158 | 609 |
| | 59% | 55% | 62%a | 54% | 64%h | 60% | 63%h | 60% | 51% | 69%znp | 58% | 64% | 55% | 59% |
| AGREE (COMB) | 239 | 139 | 100 | 41 | 35 | 44 | 34 | 39 | 46 | 17 | 130 | 19 | 72 | 242 |
| | 23% | 28%b | 19% | 25% | 20% | 23% | 22% | 23% | 26% | 17% | 24% | 16% | 25% | 23% |
| DISAGREE (COMB) | 681 | 302 | 379 | 100 | 129 | 132 | 106 | 111 | 104 | 73 | 350 | 80 | 177 | 681 |
| | 66%a | 60% | 71%za | 60% | 72%ch | 67% | 70% | 65% | 60% | 73% | 65% | 69% | 62% | 66% |
| DON'T KNOW | 39 | 21 | 18 | 4 | 4 | 4 | 4 | 9 | 13 | 3 | 14 | 15 | 7 | 39 |
| | 4% | 4% | 3% | 2% | 2% | 2% | 3% | 6% | 7%zdef | 3% | 3% | 13%zmp | 2% | 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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BASE: ALL RESPONDENTS

| | EDUCATION LEVEL OF RESPONDENT | | | | UNWEIGHTED TOTAL | |
|----------------------------|----------------------------------|--------------------------|-------------------------|-------------------------------------|---------------------|------|
| | ELEMENTARY SCHOOL OR LESS (a) | VOCATIONAL SCHOOL (b) | SECONDARY SCHOOL (c) | UNIVERSITY, COLLEGE AND MORE (d) | | |
| UNWEIGHTED BASE | 1039 | 136 | 121 | 457 | 322 | 1039 |
| WEIGHTED BASE | 1039 | 129 | 119 | 463 | 325 | 1039 |
| | 100% | 12% | 11% | 45% | 31% | 100% |
| STRONGLY AGREE | 83 | 11 | 12 | 37 | 23 | 84 |
| | 8% | 8% | 10% | 8% | 7% | 8% |
| TEND TO AGREE | 157 | 23 | 24 | 69 | 40 | 158 |
| | 15% | 18% | 20% ^d | 15% | 12% | 15% |
| NEITHER AGREE NOR DISAGREE | 79 | 10 | 9 | 42 | 18 | 77 |
| | 8% | 8% | 8% | 9% | 6% | 7% |
| TEND TO DISAGREE | 72 | 9 | 5 | 33 | 25 | 72 |
| | 7% | 7% | 5% | 7% | 8% | 7% |
| STRONGLY DISAGREE | 610 | 65 | 60 | 269 | 215 | 609 |
| | 59% | 50% | 51% | 58% | 66% ^{zabc} | 59% |
| AGREE (COMB) | 239 | 34 | 36 | 106 | 62 | 242 |
| | 23% | 26% | 30% ^d | 23% | 19% | 23% |
| DISAGREE (COMB) | 681 | 73 | 66 | 302 | 240 | 681 |
| | 66%^{ab} | 57% | 55% | 65% | 74% ^{zabc} | 66% |
| DON'T KNOW | 39 | 12 | 8 | 13 | 4 | 39 |
| | 4%^d | 9% ^{zcd} | 6% ^d | 3% | 1% | 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d
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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 | 1039 | 493 | 546 | 140 | 159 | 191 | 169 | 189 | 191 | 100 | 540 | 112 | 284 | 1039 |
| WEIGHTED BASE | 1039 | 502 | 537 | 167 | 179 | 197 | 152 | 171 | 174 | 100* | 535 | 116 | 285 | 1039 |
| | 100% | 48% | 52% | 16% | 17% | 19% | 15% | 16% | 17% | 10%* | 51% | 11% | 27% | 100% |
| SEX | | | | | | | | | | | | | | |
| MALE | 502 | 502 | - | 76 | 99 | 101 | 78 | 77 | 70 | 64 | 269 | 54 | 112 | 493 |
| | 48% ^{bp} | 100% ^{zb} | - | 46% | 55% ^h | 52% ^h | 51% ^h | 45% | 41% | 64% ^{znop} | 50% ^p | 47% | 39% | 47% |
| FEMALE | 537 | - | 537 | 90 | 81 | 95 | 74 | 94 | 103 | 36 | 266 | 62 | 173 | 546 |
| | 52% ^{am} | - | 100% ^{za} | 54% | 45% | 48% | 49% | 55% | 59% ^{def} | 36% | 50% ^m | 53% ^m | 61% ^{zmn} | 53% |
| AGE | | | | | | | | | | | | | | |
| 15-24 | 167 | 76 | 90 | 167 | - | - | - | - | - | 19 | 87 | 17 | 44 | 140 |
| | 16% ^{defgh} | 15% | 17% | 100% ^{zdefgh} | - | - | - | - | - | 19% | 16% | 15% | 15% | 13% |
| 25-34 | 179 | 99 | 81 | - | 179 | - | - | - | - | 17 | 93 | 23 | 45 | 159 |
| | 17% ^{ceefgh} | 20% | 15% | - | 100% ^{zcefgh} | - | - | - | - | 17% | 17% | 20% | 16% | 15% |
| 35-44 | 197 | 101 | 95 | - | - | 197 | - | - | - | 19 | 107 | 15 | 56 | 191 |
| | 19% ^{cdfgh} | 20% | 18% | - | - | 100% ^{zcdfgh} | - | - | - | 19% | 20% | 13% | 20% | 18% |
| 45-54 | 152 | 78 | 74 | - | - | - | 152 | - | - | 16 | 87 | 10 | 37 | 169 |
| | 15% ^{cddegh} | 15% | 14% | - | - | - | 100% ^{zcddegh} | - | - | 16% | 16% ^o | 8% | 13% | 16% |
| 55-64 | 171 | 77 | 94 | - | - | - | - | 171 | - | 11 | 90 | 21 | 49 | 189 |
| | 16% ^{cddefh} | 15% | 17% | - | - | - | - | 100% ^{zcddefh} | - | 11% | 17% | 18% | 17% | 18% |
| 65+ | 174 | 70 | 103 | - | - | - | - | - | 174 | 18 | 71 | 30 | 54 | 191 |
| | 17% ^{cddefg} | 14% | 19% ^a | - | - | - | - | - | 100% ^{zcddefg} | 18% | 13% | 26% ^{zn} | 19% ⁿ | 18% |
| EDUCATION LEVEL OF RESPONDENT | | | | | | | | | | | | | | |
| ELEMENTARY SCHOOL OR LESS | 129 | 40 | 90 | 35 | 2 | 10 | 16 | 22 | 44 | 13 | 51 | 23 | 42 | 136 |
| | 12% ^{ade} | 8% | 17% ^{za} | 21% ^{zdef} | 1% | 5% | 11% ^d | 13% ^{de} | 25% ^{zdefg} | 13% | 10% | 20% ^{zn} | 15% ⁿ | 13% |
| VOCATIONAL SCHOOL | 119 | 72 | 47 | 8 | 19 | 25 | 21 | 30 | 15 | 16 | 63 | 10 | 29 | 121 |
| | 11% ^c | 14% ^b | 9% | 5% | 11% | 13% ^c | 14% ^c | 17% ^{zch} | 9% | 16% | 12% | 9% | 10% | 12% |

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| WEIGHTED BASE | 1039 | 502 | 537 | 167 | 179 | 197 | 152 | 171 | 174 | 100* | 535 | 116 | 285 | 1039 |
| | 100% | 48% | 52% | 16% | 17% | 19% | 15% | 16% | 17% | 10%* | 51% | 11% | 27% | 100% |
| SECONDARY SCHOOL | 463 | 245 | 218 | 103 | 70 | 74 | 66 | 80 | 70 | 37 | 242 | 52 | 129 | 457 |
| | 45% | 49% ^b | 41% | 62% ^{zdefgh} | 39% | 37% | 43% | 47% | 41% | 37% | 45% | 45% | 45% | 44% |
| UNIVERSITY, COLLEGE AND MORE | 325 | 145 | 180 | 19 | 88 | 87 | 49 | 38 | 44 | 34 | 177 | 29 | 85 | 322 |
| | 31% ^{cg} | 29% | 34% | 12% | 49% ^{zcfgh} | 44% ^{zcfgh} | 32% ^{cg} | 22% ^c | 25% ^c | 34% | 33% | 25% | 30% | 31% |

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| 1039 | 129 | 119 | 463 | 325 | 1039 |
| 100% | 12% | 11% | 45% | 31% | 100% |
| SEX | | | | | |
| MALE | | | | | |
| 502 | 40 | 72 | 245 | 145 | 493 |
| 48%a | 31% | 60%zad | 53%ad | 45%a | 47% |
| FEMALE | | | | | |
| 537 | 90 | 47 | 218 | 180 | 546 |
| 52%b | 69%zbcd | 40% | 47% | 55%bc | 53% |
| AGE | | | | | |
| 15-24 | | | | | |
| 167 | 35 | 8 | 103 | 19 | 140 |
| 16%bd | 27%zbd | 7% | 22%zbd | 6% | 13% |
| 25-34 | | | | | |
| 179 | 2 | 19 | 70 | 88 | 159 |
| 17%a | 2% | 16%a | 15%a | 27%zabc | 15% |
| 35-44 | | | | | |
| 197 | 10 | 25 | 74 | 87 | 191 |
| 19%a | 8% | 21%a | 16%a | 27%zac | 18% |
| 45-54 | | | | | |
| 152 | 16 | 21 | 66 | 49 | 169 |
| 15% | 12% | 18% | 14% | 15% | 16% |
| 55-64 | | | | | |
| 171 | 22 | 30 | 80 | 38 | 189 |
| 16%d | 17% | 25%zd | 17%d | 12% | 18% |
| 65+ | | | | | |
| 174 | 44 | 15 | 70 | 44 | 191 |
| 17% | 34%zbcd | 13% | 15% | 14% | 18% |
| EDUCATION LEVEL OF RESPONDENT | | | | | |
| ELEMENTARY SCHOOL OR LESS | | | | | |
| 129 | 129 | - | - | - | 136 |
| 12%bcd | 100%zbcd | - | - | - | 13% |
| VOCATIONAL SCHOOL | | | | | |
| 119 | - | 119 | - | - | 121 |
| 11%acd | - | 100%zacd | - | - | 12% |

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| WEIGHTED BASE | | | | | |
| TOTAL (z) | 1039 | 129 | 119 | 463 | 325 |
| | 100% | 12% | 11% | 45% | 31% |
| SECONDARY SCHOOL | 463 | - | - | 463 | - |
| | 45%^{abd} | - | - | 100%^{zabd} | - |
| UNIVERSITY, COLLEGE AND MORE | 325 | - | - | - | 325 |
| | 31%^{abc} | - | - | - | 100%^{zabc} |

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