

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - SWEDEN
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	486	514	93	112	181	165	216	233	17	464	33	465	1000
WEIGHTED BASE	1000	493	507	156*	142	177	150	182	193	16**	477	32*	457	1000
	100%	49%	51%	16%*	14%	18%	15%	18%	19%	2%**	48%	3%*	46%	100%
LUNG CANCER	494	249	244	91	74	98	68	79	84	16	477	-	-	481
	49%	51%	48%	58% ^{fgh}	52%	55% ^{gh}	45%	43%	43%	100%	100% ^{zop}	-	-	48%
PROSTATE CANCER	411	212	198	47	45	58	60	89	111	-	111	7	292	429
	41%	43%	39%	30%	32%	33%	40%	49% ^{zcde}	58% ^{zdef}	-	23%	22%	64% ^{zno}	43%
BREAST CANCER	409	184	224	74	65	57	58	75	80	-	112	12	285	401
	41%	37%	44% ^a	48% ^e	46% ^e	32%	39%	41%	42%	-	23%	38%	62% ^{zno}	40%
BOWEL OR COLON CANCER	373	185	188	61	68	77	62	55	50	-	180	8	185	364
	37%	37%	37%	39% ^h	48% ^{zgh}	43% ^{gh}	41% ^{gh}	30%	26%	-	38%	24%	41%	36%
SKIN CANCER	230	106	124	35	26	48	39	46	35	-	74	5	151	233
	23%	22%	24%	22%	18%	27% ^h	26%	25%	18%	-	16%	16%	33% ^{zn}	23%
DON'T KNOW	18	13	5	-	1	3	1	4	9	-	-	-	-	21
	2% ^{np}	3%	1%	-	1%	2%	1%	2%	5% ^{zcf}	-	-	-	-	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
* 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)	TERTIARY (c)	
UNWEIGHTED BASE	1000	208	398	388	1000
WEIGHTED BASE	1000	215	410	370	1000
	100%	21%	41%	37%	100%
LUNG CANCER	494	105	199	188	481
	49%	49%	49%	51%	48%
PROSTATE CANCER	411	96	172	140	429
	41%	45%	42%	38%	43%
BREAST CANCER	409	100	164	144	401
	41%	47%	40%	39%	40%
BOWEL OR COLON CANCER	373	63	145	163	364
	37% a	29%	35%	44%zab	36%
SKIN CANCER	230	43	109	75	233
	23%	20%	27%c	20%	23%
DON'T KNOW	18	8	3	5	21
	2%	4%b	1%	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)	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	486	514	93	112	181	165	216	233	17	464	33	465	1000
WEIGHTED BASE	1000	493	507	156*	142	177	150	182	193	16**	477	32*	457	1000
	100%	49%	51%	16%*	14%	18%	15%	18%	19%	2%**	48%	3%*	46%	100%
STRONGLY AGREE	67	35	32	7	8	9	8	14	21	1	31	3	32	70
	7%	7%	6%	4%	6%	5%	6%	8%	11%zce	5%	6%	10%	7%	7%
TEND TO AGREE	96	55	41	26	15	10	14	13	19	-	46	1	49	92
	10%	11%	8%	16%zeg	10%	6%	9%	7%	10%	-	10%	2%	11%	9%
NEITHER AGREE NOR DISAGREE	148	73	75	23	20	28	22	26	29	3	58	5	80	151
	15%	15%	15%	15%	14%	16%	15%	14%	15%	16%	12%	17%	17%an	15%
TEND TO DISAGREE	96	61	36	23	21	19	14	9	11	-	49	4	42	87
	10%g	12%b	7%	14%gh	14%gh	11%	10%	5%	6%	-	10%	12%	9%	9%
STRONGLY DISAGREE	539	240	300	73	72	108	87	109	89	12	269	15	235	543
	54%h	49%	59%a	47%	51%	61%ch	58%h	60%ch	46%	73%	56%	48%	51%	54%
AGREE (COMB)	163	90	73	32	23	19	22	27	40	1	77	4	80	162
	16%	18%	14%	21%e	16%	11%	15%	15%	21%e	5%	16%	13%	18%	16%
DISAGREE (COMB)	636	300	335	96	93	127	102	118	101	12	318	19	278	630
	64%h	61%	66%	61%	65%h	72%zh	68%h	65%h	52%	73%	67%	60%	61%	63%
DON'T KNOW	53	29	24	5	7	3	3	11	24	1	25	3	19	57
	5%e	6%	5%	3%	5%	2%	2%	6%e	12%zdefg	6%	5%	11%	4%	6%

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL
		PRIMARY (a)	SECONDARY (b)	TERTIARY (c)	
UNWEIGHTED BASE	1000	208	398	388	1000
WEIGHTED BASE	1000	215	410	370	1000
	100%	21%	41%	37%	100%
STRONGLY AGREE	67	22	26	19	70
	7%	10% ^c	6%	5%	7%
TEND TO AGREE	96	24	41	31	92
	10%	11%	10%	8%	9%
NEITHER AGREE NOR DISAGREE	148	36	62	50	151
	15%	17%	15%	13%	15%
TEND TO DISAGREE	96	14	38	43	87
	10%	7%	9%	12%	9%
STRONGLY DISAGREE	539	91	228	217	543
	54% ^a	42%	56% ^a	59% ^a	54%
AGREE (COMB)	163	46	67	50	162
	16%	21% ^c	16%	13%	16%
DISAGREE (COMB)	636	105	267	259	630
	64% ^a	49%	65% ^a	70% ^{za}	63%
DON'T KNOW	53	28	14	11	57
	5%	13% ^{zbc}	3%	3%	6%

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^a small base

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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	486	514	93	112	181	165	216	233	17	464	33	465	1000
WEIGHTED BASE	1000	493	507	156*	142	177	150	182	193	16**	477	32*	457	1000
	100%	49%	51%	16%*	14%	18%	15%	18%	19%	2%**	48%	3%*	46%	100%
SEX														
MALE	493	493	-	80	75	91	76	87	84	7	242	17	214	486
	49% ^b	100% ^{zb}	-	51%	53%	51%	51%	48%	44%	44%	51%	54%	47%	49%
FEMALE	507	-	507	76	68	86	74	95	108	9	235	15	243	514
	51% ^a	-	100% ^{za}	49%	47%	49%	49%	52%	56%	56%	49%	46%	53%	51%
AGE														
15-24	156	80	76	156	-	-	-	-	-	2	90	2	64	93
	16% ^{defgh}	16%	15%	100% ^{zdefgh}	-	-	-	-	-	10%	19%	5%	14%	9%
25-34	142	75	68	-	142	-	-	-	-	-	74	4	63	112
	14% ^{cefgh}	15%	13%	-	100% ^{zcefgh}	-	-	-	-	-	16%	14%	14%	11%
35-44	177	91	86	-	-	177	-	-	-	4	94	7	69	181
	18% ^{scdfgh}	18%	17%	-	-	100% ^{zcdfgh}	-	-	-	23%	20%	21%	15%	18%
45-54	150	76	74	-	-	-	150	-	-	6	62	5	76	165
	15% ^{cddegh}	15%	15%	-	-	-	100% ^{zcddegh}	-	-	35%	13%	15%	17%	17%
55-64	182	87	95	-	-	-	-	182	-	2	77	10	89	216
	18% ^{scdefh}	18%	19%	-	-	-	-	100% ^{zcddefh}	-	11%	16%	32% ⁿ	19%	22%
65+	193	84	108	-	-	-	-	-	193	3	80	4	96	233
	19% ^{cddefg}	17%	21%	-	-	-	-	-	100% ^{zcddefg}	21%	17%	14%	21%	23%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY	215	115	100	71	9	10	16	37	72	2	103	3	99	208
	21% ^{def}	23%	20%	45% ^{zdefg}	6%	6%	11%	20% ^{def}	37% ^{zdefg}	15%	22%	8%	22%	21%
SECONDARY	410	214	196	75	56	77	80	71	50	8	191	15	192	398
	41% ^h	43%	39%	48% ^h	40% ^h	43% ^h	53% ^{zdgh}	39% ^h	26%	51%	40%	48%	42%	40%

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WEIGHTED BASE	1000	493	507	156*	142	177	150	182	193	16**	477	32*	457	1000
	100%	49%	51%	16%*	14%	18%	15%	18%	19%	2%**	48%	3%*	46%	100%
TERTIARY	370	161	209	9	77	89	54	72	70	6	182	13	163	388
	37% ^c	33%	41% ^a	5%	54% ^{zcfgh}	51% ^{zcfgh}	36% ^c	39% ^c	36% ^c	35%	38%	42%	36%	39%

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		PRIMARY (a)	SECONDARY (b)	TERTIARY (c)	
UNWEIGHTED BASE	1000	208	398	388	1000
WEIGHTED BASE	1000	215	410	370	1000
	100%	21%	41%	37%	100%
SEX					
MALE	493 49%	115 53% ^c	214 52% ^c	161 43%	486 49%
FEMALE	507 51%	100 47%	196 48%	209 57% ^{ab}	514 51%
AGE					
15-24	156 16% ^c	71 33% ^{zbc}	75 18% ^c	9 2%	93 9%
25-34	142 14% ^a	9 4%	56 14% ^a	77 21% ^{zab}	112 11%
35-44	177 18% ^a	10 5%	77 19% ^a	89 24% ^{za}	181 18%
45-54	150 15% ^a	16 8%	80 20% ^{za}	54 15% ^a	165 17%
55-64	182 18%	37 17%	71 17%	72 19%	216 22%
65+	193 19% ^b	72 34% ^{zbc}	50 12%	70 19% ^b	233 23%
EDUCATION LEVEL OF RESPONDENT					
PRIMARY	215 21% ^{bc}	215 100% ^{zbc}	-	-	208 21%
SECONDARY	410 41% ^{ac}	-	410 100% ^{zac}	-	398 40%

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 BASE: ALL RESPONDENTS

	EDUCATION LEVEL OF RESPONDENT			UNWEIGHTED TOTAL	
	PRIMARY (a)	SECONDARY (b)	TERTIARY (c)		
WEIGHTED BASE	1000	215	410	370	1000
	100%	21%	41%	37%	100%
TERTIARY	370	-	-	370	388
	37% ^{ab}	-	-	100% ^{zab}	39%

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