

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - BRAZIL

18TH - 26TH 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

	TOTAL (z)	SEX		AGE						CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	16-24 (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	479	521	249	223	199	120	124	85	189	291	222	259	1000
WEIGHTED BASE	1000	479	521	246	222	196	119	136	81*	198	304	197	265	1000
	100%	48%	52%	25%	22%	20%	12%	14%	8%*	20%	30%	20%	26%	100%
LUNG CANCER	502	263	239	146	111	89	54	67	35	198	304	-	-	480
	50%op	55%b	46%	59%zefh	50%	45%	46%	49%	44%	100%zop	100%zop	-	-	48%
BREAST CANCER	469	196	273	117	104	104	49	55	40	-	147	105	217	486
	47% _m	41%	52% _a	47%	47%	53% _g	41%	41%	49%	-	48% _m	53% _m	82% _{zmno}	49%
PROSTATE CANCER	305	161	144	62	66	66	38	46	26	-	71	44	189	290
	30% _{mno}	34%	28%	25%	30%	34%	32%	33%	32%	-	23% _m	22% _m	72% _{zmno}	29%
BOWEL OR COLON CANCER	184	82	102	37	43	43	18	28	16	-	64	29	91	177
	18% _m	17%	19%	15%	19%	22%	15%	21%	20%	-	21% _m	15% _m	34% _{zmno}	18%
SKIN CANCER	73	34	38	29	17	10	7	6	5	-	22	19	32	78
	7% _m	7%	7%	12% _{zeg}	8%	5%	6%	4%	6%	-	7% _m	10% _m	12% _{zm}	8%
NONE OF THESE	37	17	20	4	6	4	8	8	7	-	-	-	-	39
	4% _{mno}	4%	4%	2%	3%	2%	6% _c	6%	9% _{zcde}	-	-	-	-	4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/op
 * small base; ** very small base (under 30) ineligible for sig testing

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		PRIMARY INCOMPLETE (a)	PRIMARY COMPLETE (b)	SECONDARY INCOMPLETE (c)	SECONDARY COMPLETE (d)	COLLEGE INCOMPLETE (e)	COLLEGE COMPLETE (f)	UNIVERSITY INCOMPLETE (g)	UNIVERSITY COMPLETE (h)	
UNWEIGHTED BASE	1000	187	163	159	93	93	197	59	49	1000
WEIGHTED BASE	1000	200	179	159	94*	88*	177	59*	44*	1000
	100%	20%	18%	16%	9%*	9%*	18%	6%*	4%*	100%
LUNG CANCER	502 50%h	93 46%	87 49%	83 52%h	52 55%h	49 55%h	92 52%h	31 53%	15 34%	480 48%
BREAST CANCER	469 47%	80 40%	88 49%	71 44%	41 44%	45 51%	88 49%	31 53%	25 58%a	486 49%
PROSTATE CANCER	305 30%	68 34%	54 30%	57 36%g	27 29%	22 25%	53 30%	11 19%	12 28%	290 29%
BOWEL OR COLON CANCER	184 18%	44 22%	33 19%	29 18%	18 19%	19 22%	24 14%	8 14%	8 19%	177 18%
SKIN CANCER	73 7%	14 7%	9 5%	10 7%	5 6%	7 8%	13 7%	8 13%	6 14%	78 8%
NONE OF THESE	37 4%	16 8%zcd	8 5%	2 1%	1 1%	1 1%	8 4%	1 1%	1 2%	39 4%

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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

	TOTAL (z)	SEX		AGE						CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	16-24 (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)	
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WEIGHTED BASE	1000	479	521	246	222	196	119	136	81*	198	304	197	265	1000
	100%	48%	52%	25%	22%	20%	12%	14%	8%*	20%	30%	20%	26%	100%
STRONGLY AGREE	86 9%	56 12%b	30 6%	23 9%	19 9%	14 7%	9 7%	12 9%	9 11%	23 12%	24 8%	14 7%	25 10%	92 9%
TEND TO AGREE	194 19%	92 19%	102 20%	40 16%	39 17%	41 21%	30 25%	32 24%	12 15%	71 36%znop	49 16%	31 16%	37 14%	194 19%
NEITHER AGREE NOR DISAGREE	151 15%	71 15%	80 15%	49 20%e	29 13%	23 12%	17 14%	25 18%	10 12%	30 15%	54 18%p	26 13%	29 11%	147 15%
TEND TO DISAGREE	172 17%	83 17%	89 17%	40 16%	41 19%	37 19%	20 17%	21 15%	13 16%	21 11%	60 20%mp	45 23%mp	38 14%	175 18%
STRONGLY DISAGREE	395 39%mp	175 37%	219 42%	95 38%	93 42%	80 41%	43 37%	46 34%	37 46%	52 26%	116 38%mp	81 41%mp	133 50%zmn	390 39%
AGREE (COMB)	280 28%	148 31%	132 25%	63 26%	58 26%	55 28%	39 32%	45 33%	21 26%	94 48%znop	74 24%	45 23%	62 24%	286 29%
DISAGREE (COMB)	567 57%mp	259 54%	308 59%	135 55%	134 60%	118 60%	63 53%	67 49%	50 62%	74 37%	176 58%mp	126 64%mp	171 65%zm	565 57%
DON'T KNOW	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	2 1%	2 *

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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

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT							UNWEIGHTED TOTAL	
		PRIMARY INCOMPLETE (a)	PRIMARY COMPLETE (b)	SECONDARY INCOMPLETE (c)	SECONDARY COMPLETE (d)	COLLEGE INCOMPLETE (e)	COLLEGE COMPLETE (f)	UNIVERSITY INCOMPLETE (g)		UNIVERSITY COMPLETE (h)
UNWEIGHTED BASE	1000	187	163	159	93	93	197	59	49	1000
WEIGHTED BASE	1000	200	179	159	94*	88*	177	59*	44*	1000
	100%	20%	18%	16%	9%*	9%*	18%	6%*	4%*	100%
STRONGLY AGREE	86	9	19	6	12	12	20	4	4	92
	9%	4%	11%ac	4%	13%ac	14%ac	11%ac	6%	10%	9%
TEND TO AGREE	194	49	40	25	19	11	36	9	5	194
	19%	25%e	22%	15%	21%	13%	20%	14%	11%	19%
NEITHER AGREE NOR DISAGREE	151	32	27	26	19	10	21	10	7	147
	15%	16%	15%	16%	20%	12%	12%	16%	16%	15%
TEND TO DISAGREE	172	41	30	33	8	20	26	9	5	175
	17%	21%d	17%	21%d	8%	23%d	15%	16%	11%	18%
STRONGLY DISAGREE	395	69	63	69	35	34	74	28	23	390
	39%	34%	35%	44%	38%	38%	42%	47%	52%a	39%
AGREE (COMB)	280	58	59	31	31	24	56	12	9	286
	28% ^c	29%	33% ^c	19%	34% ^c	27%	32% ^c	21%	21%	29%
DISAGREE (COMB)	567	110	93	102	43	54	100	37	28	565
	57%	55%	52%	64% ^{bd}	46%	61%	56%	63%	63%	57%
DON'T KNOW	2	-	-	1	-	-	1	-	-	2
	*	-	-	1%	-	-	*	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h
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Table 3
DEMOGRAPHICS
 BASE: ALL RESPONDENTS

	TOTAL (z)	SEX		AGE						CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	16-24 (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	479	521	249	223	199	120	124	85	189	291	222	259	1000
WEIGHTED BASE	1000	479	521	246	222	196	119	136	81*	198	304	197	265	1000
	100%	48%	52%	25%	22%	20%	12%	14%	8%*	20%	30%	20%	26%	100%
SEX														
MALE	479	479	-	124	107	94	57	62	35	101	162	86	112	479
	48%b	100%zb	-	50%	48%	48%	48%	46%	43%	51%	53%p	44%	42%	48%
FEMALE	521	-	521	123	114	102	62	74	46	97	142	110	152	521
	52%a	-	100%za	50%	52%	52%	52%	54%	57%	49%	47%	56%	58%n	52%
AGE														
16-24	246	124	123	246	-	-	-	-	-	50	97	44	52	249
	25%defgh	26%	24%	100%zdefgh	-	-	-	-	-	25%	32%zop	22%	20%	25%
25-34	222	107	114	-	222	-	-	-	-	44	67	47	58	223
	22%cefg	22%	22%	-	100%zcefg	-	-	-	-	22%	22%	24%	22%	22%
35-44	196	94	102	-	-	196	-	-	-	32	56	40	63	199
	20%cdfgh	20%	20%	-	-	100%zcdfgh	-	-	-	16%	19%	20%	24%	20%
45-54	119	57	62	-	-	-	119	-	-	25	29	31	25	120
	12%cddegh	12%	12%	-	-	-	100%zcddegh	-	-	13%	10%	16%n	10%	12%
55-64	136	62	74	-	-	-	-	136	-	38	29	18	44	124
	14%cdfe	13%	14%	-	-	-	-	100%zcdfe	-	19%no	9%	9%	17%no	12%
65+	81	35	46	-	-	-	-	-	81	9	26	16	22	85
	8%cdfe	7%	9%	-	-	-	-	-	100%zcdfe	5%	9%	8%	8%	9%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY INCOMPLETE	200	93	107	4	14	31	32	68	51	33	59	37	54	187
	20%cd	19%	21%	2%	6%cd	16%cd	27%cd	50%zcd	63%zcd	17%	19%	19%	21%	19%
PRIMARY COMPLETE	179	91	88	18	29	46	26	42	18	38	49	32	52	163
	18%cd	19%	17%	7%	13%	23%cd	22%cd	31%zcd	22%cd	19%	16%	16%	20%	16%

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WEIGHTED BASE	1000	479	521	246	222	196	119	136	81*	198	304	197	265	1000
	100%	48%	52%	25%	22%	20%	12%	14%	8%*	20%	30%	20%	26%	100%
SECONDARY INCOMPLETE	159	77	82	43	46	41	16	10	4	33	50	31	43	159
	16%gh	16%	16%	17%gh	21%gh	21%gh	13%	7%	5%	17%	16%	16%	16%	16%
SECONDARY COMPLETE	94	51	43	38	24	20	10	2	1	23	28	19	22	93
	9%gh	11%	8%	15%zgh	11%gh	10%gh	8%gh	2%	1%	12%	9%	10%	8%	9%
COLLEGE INCOMPLETE	88	40	48	49	17	14	7	1	-	14	34	18	21	93
	9%gh	8%	9%	20%zdefgh	8%gh	7%gh	6%gh	1%	-	7%	11%	9%	8%	9%
COLLEGE COMPLETE	177	82	95	62	66	25	16	5	4	36	56	33	44	197
	18%gh	17%	18%	25%zefgh	30%zefgh	13%gh	13%g	4%	4%	18%	19%	17%	17%	20%
UNIVERSITY INCOMPLETE	59	27	32	31	15	8	2	3	-	13	18	14	13	59
	6%h	6%	6%	13%zefgh	7%fh	4%	1%	2%	-	7%	6%	7%	5%	6%
UNIVERSITY COMPLETE	44	18	26	2	11	11	11	5	4	6	9	13	15	49
	4%c	4%	5%	1%	5%c	6%c	9%zc	3%	5%c	3%	3%	6%	6%	5%

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		PRIMARY INCOMPLETE (a)	PRIMARY COMPLETE (b)	SECONDARY INCOMPLETE (c)	SECONDARY COMPLETE (d)	COLLEGE INCOMPLETE (e)	COLLEGE COMPLETE (f)	UNIVERSITY INCOMPLETE (g)	UNIVERSITY COMPLETE (h)	
UNWEIGHTED BASE	1000	187	163	159	93	93	197	59	49	1000
WEIGHTED BASE	1000	200	179	159	94*	88*	177	59*	44*	1000
	100%	20%	18%	16%	9%*	9%*	18%	6%*	4%*	100%
SEX										
MALE	479 48%	93 46%	91 51%	77 48%	51 54%	40 45%	82 47%	27 46%	18 41%	479 48%
FEMALE	521 52%	107 54%	88 49%	82 52%	43 46%	48 55%	95 53%	32 54%	26 59%	521 52%
AGE										
16-24	246 25%abh	4 2%	18 10%a	43 27%abh	38 40%zabh	49 56%zabcfh	62 35%zabh	31 53%zabcfh	2 4%	249 25%
25-34	222 22%a	14 7%	29 16%a	46 29%ab	24 25%a	17 19%a	66 37%zabe	15 26%a	11 25%a	223 22%
35-44	196 20%	31 15%	46 26%af	41 26%af	20 21%	14 16%	25 14%	8 14%	11 25%	199 20%
45-54	119 12%g	32 16%g	26 14%g	16 10%	10 10%	7 8%	16 9%	2 3%	11 26%zcdelfg	120 12%
55-64	136 14%cdef	68 34%zcdelfgh	42 24%zcdelfg	10 6%	2 3%	1 1%	5 3%	3 5%	5 11%ef	124 12%
65+	81 8%cdelfg	51 26%zbcdefgh	18 10%cdelfg	4 3%	1 1%	-	4 2%	-	4 9%cdelfg	85 9%
EDUCATION LEVEL OF RESPONDENT										
PRIMARY INCOMPLETE	200 20%bcdelfgh	200 100%zbcdefgh	-	-	-	-	-	-	-	187 19%
PRIMARY COMPLETE	179 18%acdefgh	-	179 100%zacdefgh	-	-	-	-	-	-	163 16%

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WEIGHTED BASE	1000 100%	200 20%	179 18%	159 16%	94* 9%*	88* 9%*	177 18%	59* 6%*	44* 4%*	1000 100%
SECONDARY INCOMPLETE	159 16%abdefgh	-	-	159 100%zabdefgh	-	-	-	-	-	159 16%
SECONDARY COMPLETE	94 9%abcefgh	-	-	-	94 100%zabceefgh	-	-	-	-	93 9%
COLLEGE INCOMPLETE	88 9%abcdfgh	-	-	-	-	88 100%zabcdfgh	-	-	-	93 9%
COLLEGE COMPLETE	177 18%abcdegh	-	-	-	-	-	177 100%zabcdegh	-	-	197 20%
UNIVERSITY INCOMPLETE	59 6%abcdef	-	-	-	-	-	-	59 100%zabcdefh	-	59 6%
UNIVERSITY COMPLETE	44 4%abcf	-	-	-	-	-	-	-	44 100%zabcdfg	49 5%

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