

J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - GREAT BRITAIN
29TH JANUARY - 4TH 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						SOCIAL GRADE				CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	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	502	498	164	130	161	161	175	209	210	322	212	256	137	398	138	223	1000
WEIGHTED BASE	1004	488	515	162	156	184	161	145	196	269	288	211	236	133	407	138	231	1000
	100%	49%	51%	16%	16%	18%	16%	14%	19%	27%	29%	21%	23%	13%	41%	14%	23%	100%
LUNG CANCER	540	271	269	94	77	93	86	82	108	143	162	108	127	133	407	-	-	535
	54%op	55%	52%	58%	49%	51%	53%	57%	55%	53%	56%	51%	54%	100%zop	100%zop	-	-	54%
BREAST CANCER	370	167	203	59	81	63	59	46	61	98	113	74	84	-	178	46	145	360
	37%am	34%	39%	37%	52%zcefgh	34%	37%	32%	31%	36%	39%	35%	36%	-	44%zmo	33%am	63%zmno	36%
BOWEL OR COLON CANCER	328	144	185	30	26	70	72	65	65	114	92	58	65	-	136	46	145	324
	33%cdm	29%	36%a	18%	17%	38%cd	45%zcdh	45%zcdh	33%cd	42%zjkl	32%	27%	27%	-	33%am	34%am	63%zmno	32%
PROSTATE CANCER	213	116	97	18	24	43	40	29	58	68	50	46	49	-	60	31	121	205
	21%cmn	24%	19%	11%	16%	24%c	25%c	20%c	29%zcdg	25%j	17%	22%	21%	-	15%am	23%mn	52%zmno	21%
SKIN CANCER	97	37	61	25	17	14	16	16	9	25	30	23	19	-	32	15	50	93
	10%hm	8%	12%a	15%eh	11%h	7%	10%	11%h	5%	9%	10%	11%	8%	-	8%am	11%am	22%zmno	9%
NONE OF THESE	27	15	12	4	6	2	2	3	9	7	11	4	5	-	-	-	-	29
	3%np	3%	2%	3%	4%	1%	1%	2%	5%e	3%	4%	2%	2%	-	-	-	-	3%
DON'T KNOW	68	35	33	19	16	9	7	4	13	8	21	20	19	-	-	-	-	75
	7%mnop	7%	6%	12%zefg	10%q	5%	4%	3%	6%	3%	7%i	10%i	8%i	-	-	-	-	8%

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

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		GCSE O LEVEL NVQ 1/2 (a)	A LEVEL OR EQUIV (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS (d)	STILL STUDYING (e)	OTHER (f)	
UNWEIGHTED BASE	1000	307	129	211	247	25	80	1000
WEIGHTED BASE	1004	307	128	232	227	26**	82*	1000
	100%	31%	13%	23%	23%	3%**	8%*	100%
LUNG CANCER	540	165	72	123	128	14	35	535
	54%	54%	57%	53%	56% ^f	56%	42%	54%
BREAST CANCER	370	126	46	86	70	11	28	360
	37%	41% ^d	36%	37%	31%	43%	34%	36%
BOWEL OR COLON CANCER	328	94	40	93	56	7	38	324
	33%^d	31%	32%	40% ^{ad}	25%	27%	46% ^{zad}	32%
PROSTATE CANCER	213	66	22	49	43	5	28	205
	21%	21%	17%	21%	19%	21%	34% ^{zabcd}	21%
SKIN CANCER	97	26	14	22	23	3	10	93
	10%	8%	11%	9%	10%	11%	13%	9%
NONE OF THESE	27	6	6	7	6	1	2	29
	3%	2%	5%	3%	3%	2%	2%	3%
DON'T KNOW	68	18	10	9	23	3	5	75
	7%	6%	8%	4%	10% ^c	14%	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 * small base; ** very small base (under 30) ineligible for sig testing

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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						SOCIAL GRADE				CM01				UNWEIGHTED TOTAL
		MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	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	502	498	164	130	161	161	175	209	210	322	212	256	137	398	138	223	1000
WEIGHTED BASE	1004	488	515	162	156	184	161	145	196	269	288	211	236	133	407	138	231	1000
	100%	49%	51%	16%	16%	18%	16%	14%	19%	27%	29%	21%	23%	13%	41%	14%	23%	100%
STRONGLY AGREE	59 6%kl	35 7%	24 5%	9 5%	10 6%	12 7%	10 6%	6 4%	12 6%	25 9%kl	21 7%kl	4 2%	10 4%	10 8%	29 7%	4 3%	15 6%	60 6%
TEND TO AGREE	187 19%	107 22%b	79 15%	35 21%	30 19%	27 15%	38 24%e	23 16%	34 17%	62 23%l	53 18%	36 17%	35 15%	21 16%	91 22%o	18 13%	44 19%	174 17%
NEITHER AGREE NOR DISAGREE	192 19%	87 18%	105 20%	35 21%	33 21%	41 23%f	22 14%	29 20%	32 16%	59 22%	50 17%	36 17%	47 20%	22 17%	64 16%	43 31%zmp	39 17%	184 18%
TEND TO DISAGREE	218 22%c	103 21%	115 22%	22 13%	30 19%	52 28%c	37 23%c	34 23%c	44 22%c	47 17%	68 24%	47 22%	56 24%	30 22%	95 23%	28 20%	56 24%	226 23%
STRONGLY DISAGREE	321 32%	142 29%	179 35%	58 36%	42 27%	50 27%	53 33%	50 34%	68 35%	70 26%	88 31%	83 39%zij	80 34%	48 36%	127 31%	44 32%	77 33%	328 33%
AGREE (COMB)	246 24%o	142 29%b	103 20%	43 27%	40 26%	39 21%	49 30%g	29 20%	46 23%	87 32%zkl	74 26%	41 19%	44 19%	31 23%	120 30%o	22 16%	59 26%o	234 23%
DISAGREE (COMB)	540 54%i	245 50%	294 57%a	80 49%	73 47%	102 56%	90 56%	83 57%	112 57%	117 43%	156 54%i	130 62%zi	136 58%i	78 59%	222 54%	72 52%	133 58%	554 55%
DON'T KNOW	26 3%np	13 3%	13 3%	4 3%	10 6%zef	1 1%	1 1%	4 3%	6 3%	6 2%	8 3%	3 2%	9 4%	2 1%	1 *	2 2%	- -	28 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

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		GCSE O LEVEL NVQ 1/2 (a)	A LEVEL OR EQUIV (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS (d)	STILL STUDYING (e)	OTHER (f)	
UNWEIGHTED BASE	1000	307	129	211	247	25	80	1000
WEIGHTED BASE	1004	307	128	232	227	26**	82*	1000
	100%	31%	13%	23%	23%	3%**	8%*	100%
STRONGLY AGREE	59 6%	14 5%	11 9%	22 9%ad	9 4%	* 2%	3 3%	60 6%
TEND TO AGREE	187 19%	50 16%	19 15%	53 23%	40 18%	7 27%	18 22%	174 17%
NEITHER AGREE NOR DISAGREE	192 19% ^f	64 21% ^f	26 20%	39 17%	48 21% ^f	8 33%	8 10%	184 18%
TEND TO DISAGREE	218 22%	76 25%	25 20%	47 20%	45 20%	5 20%	20 25%	226 23%
STRONGLY DISAGREE	321 32%	101 33%	42 33%	63 27%	81 36%	3 12%	29 35%	328 33%
AGREE (COMB)	246 24%	64 21%	30 24%	75 32% ^z ad	49 22%	7 29%	21 25%	234 23%
DISAGREE (COMB)	540 54%	177 58% ^c	67 52%	110 47%	126 56%	8 32%	49 60%	554 55%
DON'T KNOW	26 3%	3 1%	5 4%	9 4%	4 2%	2 6%	4 5% ^a	28 3%

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

UNWEIGHTED BASE

WEIGHTED BASE

SEX

MALE

FEMALE

AGE

15-24

25-34

35-44

45-54

55-64

65+

TOTAL (z)	SEX		AGE						SOCIAL GRADE				CM01				UNWEIGHTED TOTAL
	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)	TWO CHOSEN - NOT LUNG CANCER (p)	
1000	502	498	164	130	161	161	175	209	210	322	212	256	137	398	138	223	1000
1004	488	515	162	156	184	161	145	196	269	288	211	236	133	407	138	231	1000
100%	49%	51%	16%	16%	18%	16%	14%	19%	27%	29%	21%	23%	13%	41%	14%	23%	100%
488	488	-	83	78	91	80	71	85	137	133	113	105	76	195	67	100	502
49%b	100%zb	-	51%	50%	49%	50%	49%	43%	51%	46%	54%	45%	57%p	48%	48%	43%	50%
515	-	515	79	78	93	81	74	111	132	155	97	131	57	212	71	131	498
51%a	-	100%za	49%	50%	51%	50%	51%	57%	49%	54%	46%	55%	43%	52%	52%	57%am	50%
162	83	79	162	-	-	-	-	-	30	50	32	50	26	68	27	18	164
16%defg	17%	15%	100%zdefg	-	-	-	-	-	11%	17%	15%	21%ei	19%p	17%p	19%p	8%	16%
hp			h														
156	78	78	-	156	-	-	-	-	36	37	45	39	16	61	25	32	130
16%cefg	16%	15%	-	100%zcefg	-	-	-	-	13%	13%	21%ij	16%	12%	15%	18%	14%	13%
h				h													
184	91	93	-	-	184	-	-	-	51	70	29	34	32	61	31	49	161
18%cdfg	19%	18%	-	-	100%zcdfg	-	-	-	19%	24%zkl	14%	14%	24%on	15%	22%	21%	16%
h					h												
161	80	81	-	-	-	161	-	-	50	39	41	31	14	72	16	50	161
16%cddeg	16%	16%	-	-	-	100%zcdeg	-	-	19%	14%	19%	13%	11%	18%	12%	22%mo	16%
h						h											
145	71	74	-	-	-	-	145	-	53	35	26	31	18	64	18	38	175
14%cddef	15%	14%	-	-	-	-	100%zcdef	-	20%j	12%	12%	13%	14%	16%	13%	16%	18%
h							h										
196	85	111	-	-	-	-	-	196	49	57	39	51	26	82	22	44	209
19%cddef	17%	21%	-	-	-	-	-	100%zcde	18%	20%	18%	22%	20%	20%	16%	19%	21%
g								fg									

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DEMOGRAPHICS
BASE: ALL RESPONDENTS

	SEX		AGE						SOCIAL GRADE				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)	AB (i)	C1 (j)	C2 (k)	DE (l)	LUNG CANCER ONLY (m)	LUNG CANCER AND ONE OTHER (n)	ONE CHOSEN - NOT LUNG CANCER (o)		TWO CHOSEN - NOT LUNG CANCER (p)
WEIGHTED BASE	1004	488	515	162	156	184	161	145	196	269	288	211	236	133	407	138	231	1000
	100%	49%	51%	16%	16%	18%	16%	14%	19%	27%	29%	21%	23%	13%	41%	14%	23%	100%
SOCIAL GRADE																		
AB	269	137	132	30	36	51	50	53	49	269	-	-	-	32	112	29	82	210
	27% ^c kl	28%	26%	19%	23%	28%	31% ^c	37% ^z cdh	25%	100% ^z ijkl	-	-	-	24%	27%	21%	35% ^z mo	21%
C1	288	133	155	50	37	70	39	35	57	-	288	-	-	36	126	30	65	322
	29% ^a kl	27%	30%	31%	23%	38% ^z dfg	24%	24%	29%	-	100% ^z ikl	-	-	27%	31%	22%	28%	32%
C2	211	113	97	32	45	29	41	26	39	-	-	211	-	25	82	38	40	212
	21% ^a ijl	23%	19%	19%	29% ^e eg	16%	25% ^e	18%	20%	-	-	100% ^z ijil	-	19%	20%	27% ^p	17%	21%
DE	236	105	131	50	39	34	31	31	51	-	-	-	236	40	87	41	45	256
	23% ^a ijk	21%	25%	31% ^e ef	25%	18%	19%	22%	26%	-	-	-	100% ^z ijk	30% ⁿ p	21%	30% ^p	19%	26%
EDUCATION LEVEL OF RESPONDENT																		
GCSE O-LEV NVQ12	307	153	155	72	44	70	57	34	31	56	85	73	93	35	131	56	63	307
	31% ^{hi}	31%	30%	45% ^z dgh	28% ^h	38% ^g h	35% ^g h	23%	16%	21%	30% ⁱ	35% ⁱ	40% ^z ij	26%	32%	40% ^z mp	27%	31%
A-LEV OR EQUIV	128	62	65	29	32	31	15	10	11	34	55	25	13	13	59	14	24	129
	13% ^{ghl}	13%	13%	18% ^f gh	20% ^z fgh	17% ^g h	9%	7%	6%	13% ⁱ	19% ^z kl	12% ⁱ	6%	10%	15%	10%	11%	13%
DEG REE/ MAS TERS/ PHD	232	110	123	11	49	48	49	44	32	133	69	19	11	33	90	27	67	211
	23% ^{ch} kl	22%	24%	7%	31% ^{ch}	26% ^{ch}	31% ^{ch}	30% ^{ch}	16% ^c	49% ^z ijkl	24% ^k l	9%	5%	25%	22%	20%	29%	21%
NO FORML QUALS	227	100	127	25	22	22	27	41	90	14	46	64	103	45	83	33	38	247
	23% ^{de} ij	20%	25%	15%	14%	12%	17%	28% ^c def	46% ^z cdef	5%	16% ⁱ	30% ^z ij	44% ^z ijk	34% ^z np	20%	24%	16%	25%
STILL STUDY ING	26	16	10	20	2	3	-	-	-	5	11	9	2	1	13	1	6	25
	3% ^{gh}	3%	2%	12% ^z defg	2%	2%	-	-	-	2%	4% ⁱ	4% ⁱ	1%	1%	3%	1%	3%	3%
OTHER	82	46	36	5	8	8	12	17	32	27	22	19	14	5	29	7	34	80
	8% ^c	9%	7%	3%	5%	4%	8%	12% ^c de	16% ^z cde	10%	8%	9%	6%	4%	7%	5%	15% ^z mno	8%

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UNWEIGHTED BASE**WEIGHTED BASE****SEX**

MALE

FEMALE

AGE

15-24

25-34

35-44

45-54

55-64

65+

SOCIAL GRADE

AB

C1

TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
	GCSE O LEVEL NVQ 1/2 (a)	A LEVEL OR EQUIV (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS (d)	STILL STUDYING (e)	OTHER (f)	
1000	307	129	211	247	25	80	1000
1004	307	128	232	227	26**	82*	1000
100%	31%	13%	23%	23%	3%**	8%*	100%
SEX							
MALE	488	153	62	110	100	16	502
	49%	50%	49%	47%	44%	61%	50%
FEMALE	515	155	65	123	127	10	498
	51%	50%	51%	53%	56%	39%	50%
AGE							
15-24	162	72	29	11	25	20	164
	16%cf	24%zcdf	23%cdf	5%	11%c	79%	16%
25-34	156	44	32	49	22	8	130
	16%d	14%	25%zadf	21%df	10%	9%	13%
35-44	184	70	31	48	22	3	161
	18%d	23%df	24%df	20%df	10%	12%	16%
45-54	161	57	15	49	27	12	161
	16%	19%d	12%	21%bd	12%	15%	16%
55-64	145	34	10	44	41	17	175
	14%b	11%	8%	19%ab	18%ab	21%ab	18%
65+	196	31	11	32	90	32	209
	19%ab	10%	9%	14%	40%zabc	39%zabc	21%
SOCIAL GRADE							
AB	269	56	34	133	14	5	210
	27%ad	18%d	27%d	57%zabdf	6%	19%	21%
C1	288	85	55	69	46	11	322
	29%d	28%	43%zacdf	30%d	20%	41%	32%

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		GCSE O LEVEL NVQ 1/2 (a)	A LEVEL OR EQUIV (b)	DEGREE/ MASTERS/ PHD (c)	NO FORMAL QUALS (d)	STILL STUDYING (e)	OTHER (f)	
WEIGHTED BASE	1004	307	128	232	227	26**	82*	1000
	100%	31%	13%	23%	23%	3%**	8%*	100%
C2	211	73	25	19	64	9	19	212
	21% ^c	24% ^c	19% ^c	8%	28% ^{zc}	34%	23% ^c	21%
DE	236	93	13	11	103	2	14	256
	23% ^{bc}	30% ^{zbcf}	10%	5%	45% ^{zabcf}	6%	17% ^c	26%
EDUCATION LEVEL OF RESPONDENT								
GCSE O-LEV NVQ12	307	307	-	-	-	-	-	307
	31% ^{bcd}	100% ^{zbcdf}	-	-	-	-	-	31%
A-LEV OR EQUIV	128	-	128	-	-	-	-	129
	13% ^{acdf}	-	100% ^{zacdf}	-	-	-	-	13%
DEG REE/ MAS TERS/ PHD	232	-	-	232	-	-	-	211
	23% ^{abdf}	-	-	100% ^{zabdf}	-	-	-	21%
NO FORML QUALS	227	-	-	-	227	-	-	247
	23% ^{abcf}	-	-	-	100% ^{zabcf}	-	-	25%
STILL STUDY ING	26	-	-	-	-	26	-	25
	3% ^{acd}	-	-	-	-	100%	-	3%
OTHER	82	-	-	-	-	-	82	80
	8% ^{abcd}	-	-	-	-	-	100% ^{zabcd}	8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI