

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

15TH - 20TH 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)	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	1008	480	528	149	161	274	171	140	113	97	524	89	259	1008
WEIGHTED BASE	1008	504	504	163	147	256	172	152	117	99*	530	85*	257	1008
	100%	50%	50%	16%	15%	25%	17%	15%	12%	10%*	53%	8%*	26%	100%
LUNG CANCER	628	343	285	117	89	152	107	92	72	99	530	-	-	621
	62%bop	68%zb	57%	71%zde	60%	59%	62%	61%	61%	100%zop	100%zop	-	-	62%
BREAST CANCER	450	166	284	79	60	121	84	58	49	-	206	38	206	454
	45%amn	33%	56%za	48%	40%	47%	49%	39%	42%	-	39%m	45%m	80%zmno	45%
BOWEL OR COLON CANCER	355	172	183	39	51	96	66	61	42	-	178	28	149	355
	35%cm	34%	36%	24%	35%c	37%c	38%c	40%c	36%c	-	34%m	33%m	58%zmno	35%
PROSTATE CANCER	199	116	83	18	33	48	41	32	28	-	78	10	111	202
	20%cmn	23%b	17%	11%	22%c	19%c	24%c	21%c	24%c	-	15%m	12%m	43%zmno	20%
SKIN CANCER	124	73	51	39	18	34	14	16	4	-	68	9	48	120
	12%hm	15%b	10%	24%zdefgh	12%h	13%h	8%	10%h	3%	-	13%m	10%m	19%zmn	12%
NONE OF THESE	4	1	2	-	1	1	-	1	1	-	-	-	-	4
	*	*	*	-	1%	*	-	*	1%	-	-	-	-	*
DON'T KNOW	34	21	13	2	7	10	4	6	4	-	-	-	-	35
	3%np	4%	3%	1%	5%	4%	2%	4%	4%	-	-	-	-	3%

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/o/p
 * 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



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	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		PRIMARY SCHOOL (a)	SECONDARY SCHOOL (b)	VOCATIONAL SCHOOL (c)	HIGH SCHOOL (d)	HIGHER TECHNICAL SCHOOL (e)	UNIVERSITY/ COLLEGE (f)	
UNWEIGHTED BASE	1008	39	126	487	91	43	208	1008
WEIGHTED BASE	1008	37*	127	492	94*	43*	202	1008
	100%	4%*	13%	49%	9%*	4%*	20%	100%
LUNG CANCER	628	23	77	319	55	26	121	621
	62%	63%	61%	65%	59%	61%	60%	62%
BREAST CANCER	450	23	58	218	43	17	85	454
	45%	62%zcef	46%	44%	45%	39%	42%	45%
BOWEL OR COLON CANCER	355	8	32	174	39	20	76	355
	35%b	23%	25%	35%b	41%b	46%ab	38%b	35%
PROSTATE CANCER	199	5	25	98	14	6	47	202
	20%	14%	20%	20%	15%	14%	23%	20%
SKIN CANCER	124	2	22	53	18	5	23	120
	12%	5%	17%	11%	19%c	11%	12%	12%
NONE OF THESE	4	-	-	4	-	-	-	4
	*	-	-	1%	-	-	-	*
DON'T KNOW	34	2	6	14	4	2	6	35
	3%	4%	4%	3%	4%	5%	3%	3%

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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)	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)	
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WEIGHTED BASE	1008	504	504	163	147	256	172	152	117	99*	530	85*	257	1008
	100%	50%	50%	16%	15%	25%	17%	15%	12%	10%*	53%	8%*	26%	100%
STRONGLY AGREE	57	30	27	12	5	13	9	7	11	4	26	8	15	56
	6%	6%	5%	7%	3%	5%	5%	5%	9%	4%	5%	10%	6%	6%
TEND TO AGREE	102	49	52	21	18	23	16	5	19	12	58	4	24	100
	10%g	10%	10%	13%g	12%g	9%g	9%g	3%	16%zeg	13%	11%	5%	9%	10%
NEITHER AGREE NOR DISAGREE	115	56	59	19	18	28	11	21	17	15	63	7	27	113
	11%	11%	12%	12%	12%	11%	6%	14% ^f	15% ^f	15%	12%	8%	11%	11%
TEND TO DISAGREE	162	84	78	36	21	44	23	27	12	10	96	11	41	156
	16%	17%	15%	22% ^h	14%	17%	13%	18%	10%	10%	18%	13%	16%	15%
STRONGLY DISAGREE	547	271	276	75	79	144	106	88	55	56	279	52	143	555
	54%	54%	55%	46%	53%	56%	62% ^{ch}	58% ^c	47%	57%	53%	61%	56%	55%
AGREE (COMB)	159	79	79	32	23	36	25	12	30	17	83	13	39	156
	16%g	16%	16%	20%g	16%	14%	14%	8%	25% ^{zefg}	17%	16%	15%	15%	15%
DISAGREE (COMB)	709	355	354	111	99	188	129	115	67	66	375	63	184	711
	70% ^h	70%	70%	68%	67%	73% ^h	75% ^h	76% ^h	57%	67%	71%	74%	72%	71%
DON'T KNOW	26	14	12	1	7	4	7	3	3	1	8	2	7	28
	3%	3%	2%	1%	5% ^c	2%	4% ^c	2%	3%	1%	2%	3%	3%	3%

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BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		PRIMARY SCHOOL (a)	SECONDARY SCHOOL (b)	VOCATIONAL SCHOOL (c)	HIGH SCHOOL (d)	HIGHER TECHNICAL SCHOOL (e)	UNIVERSITY/ COLLEGE (f)	
UNWEIGHTED BASE	1008	39	126	487	91	43	208	1008
WEIGHTED BASE	1008	37*	127	492	94*	43*	202	1008
	100%	4%*	13%	49%	9%*	4%*	20%	100%
STRONGLY AGREE	57	3	17	22	6	1	7	56
	6%	9%	13%zcf	5%	7%	3%	3%	6%
TEND TO AGREE	102	9	15	41	12	5	17	100
	10%	23%zcf	12%	8%	13%	11%	9%	10%
NEITHER AGREE NOR DISAGREE	115	3	11	58	14	5	21	113
	11%	9%	8%	12%	15%	12%	10%	11%
TEND TO DISAGREE	162	7	20	78	18	8	31	156
	16%	18%	16%	16%	19%	19%	15%	15%
STRONGLY DISAGREE	547	13	61	277	44	23	122	555
	54%a	36%	48%	56%a	47%	53%	60%abd	55%
AGREE (COMB)	159	12	32	64	18	6	24	156
	16%	32%zcf	25%zcf	13%	20%	14%	12%	15%
DISAGREE (COMB)	709	20	81	355	62	31	153	711
	70%a	54%	64%	72%a	66%	72%	76%ab	71%
DON'T KNOW	26	2	4	15	-	1	4	28
	3%	4%	3%	3%	-	2%	2%	3%

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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)
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WEIGHTED BASE	1008	504	504	163	147	256	172	152	117	99*	530	85*	257	1008
	100%	50%	50%	16%	15%	25%	17%	15%	12%	10%*	53%	8%*	26%	100%
SEX														
MALE	504	504	-	88	75	122	89	71	59	60	282	34	105	480
	50%bp	100%zb	-	54%	51%	48%	52%	47%	50%	61%zop	53%op	40%	41%	48%
FEMALE	504	-	504	75	73	134	83	80	58	38	247	51	152	528
	50%am	-	100%za	46%	49%	52%	48%	53%	50%	39%	47%	60%mn	59%zmn	52%
AGE														
15-24	163	88	75	163	-	-	-	-	-	15	101	16	29	149
	16%defghp	17%	15%	100%zdefgh	-	-	-	-	-	15%	19%p	19%	11%	15%
25-34	147	75	73	-	147	-	-	-	-	15	74	13	37	161
	15%cefgh	15%	14%	-	100%zcefgh	-	-	-	-	15%	14%	15%	15%	16%
35-44	256	122	134	-	-	256	-	-	-	14	138	26	68	274
	25%cdfghm	24%	27%	-	-	100%zcdfgh	-	-	-	14%	26%m	31%m	26%m	27%
45-54	172	89	83	-	-	-	172	-	-	17	90	9	52	171
	17%cddeg	18%	17%	-	-	-	100%zcdeg	-	-	17%	17%	10%	20%o	17%
55-64	152	71	80	-	-	-	-	152	-	19	73	12	41	140
	15%cdfe	14%	16%	-	-	-	-	100%zcdef	-	19%	14%	14%	16%	14%
65+	117	59	58	-	-	-	-	-	117	19	53	9	30	113
	12%cdfe	12%	12%	-	-	-	-	-	100%zcdefg	19%zn	10%	11%	12%	11%
EDUCATION LEVEL OF RESPONDENT														
PRIMARY SCHOOL	37	11	27	8	1	4	6	8	11	5	18	4	8	39
	4%d	2%	5%a	5%de	1%	1%	3%	5%de	9%zdef	5%	3%	5%	3%	4%
SECONDARY SCHOOL	127	58	69	49	8	29	17	12	13	16	61	12	32	126
	13%d	11%	14%	30%zdefgh	6%	11%	10%	8%	11%	16%	12%	14%	12%	13%

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WEIGHTED BASE	1008	504	504	163	147	256	172	152	117	99*	530	85*	257	1008
	100%	50%	50%	16%	15%	25%	17%	15%	12%	10%*	53%	8%*	26%	100%
VOCATIONAL SCHOOL	492	231	262	63	74	122	93	76	64	46	273	41	115	487
	49% ^c	46%	52%	38%	50% ^c	48%	54% ^c	50%	55% ^c	47%	51%	48%	45%	48%
HIGH SCHOOL	94	34	60	22	13	19	13	18	10	2	53	9	26	91
	9% ^m	7%	12% ^a	13% ^e	9%	7%	8%	12%	8%	2%	10% ^m	11% ^m	10% ^m	9%
HIGHER TECHNICAL SCHOOL	43	38	5	1	9	10	8	11	4	6	20	3	12	43
	4% ^{bc}	7% ^{zb}	1%	1%	6% ^c	4% ^c	5% ^c	7% ^c	3%	6%	4%	3%	5%	4%
UNIVERSITY/COLLEGE	202	126	76	18	39	70	34	25	15	22	99	15	59	208
	20% ^{bc}	25% ^{zb}	15%	11%	27% ^{cgh}	27% ^{zcgh}	20% ^c	17%	13%	22%	19%	18%	23%	21%

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WEIGHTED BASE	1008	37*	127	492	94*	43*	202	1008
	100%	4%*	13%	49%	9%*	4%*	20%	100%
SEX								
MALE	504	11	58	231	34	38	126	480
	50%ad	28%	46%	47%a	36%	88%zabcd	62%zabcd	48%
FEMALE	504	27	69	262	60	5	76	528
	50%ef	72%zcef	54%ef	53%ef	64%zef	12%	38%e	52%
AGE								
15-24	163	8	49	63	22	1	18	149
	16%ef	23%ef	39%zcdef	13%e	23%cef	2%	9%	15%
25-34	147	1	8	74	13	9	39	161
	15%ab	2%	6%	15%ab	14%	21%ab	19%ab	16%
35-44	256	4	29	122	19	10	70	274
	25%a	10%	23%	25%a	20%	24%	35%zabcd	27%
45-54	172	6	17	93	13	8	34	171
	17%	15%	13%	19%	14%	18%	17%	17%
55-64	152	8	12	76	18	11	25	140
	15%	21%	9%	15%	19%b	26%bf	13%	14%
65+	117	11	13	64	10	4	15	113
	12%	29%zbcdef	10%	13%f	10%	8%	8%	11%
EDUCATION LEVEL OF RESPONDENT								
PRIMARY SCHOOL	37	37	-	-	-	-	-	39
	4%bcf	100%zbcdef	-	-	-	-	-	4%
SECONDARY SCHOOL	127	-	127	-	-	-	-	126
	13%acdef	-	100%zacdef	-	-	-	-	13%

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WEIGHTED BASE	1008	37*	127	492	94*	43*	202	1008
	100%	4%*	13%	49%	9%*	4%*	20%	100%
VOCATIONAL SCHOOL	492	-	-	492	-	-	-	487
	49%abdef	-	-	100%zabdef	-	-	-	48%
HIGH SCHOOL	94	-	-	-	94	-	-	91
	9%bcef	-	-	-	100%zabcef	-	-	9%
HIGHER TECHNICAL SCHOOL	43	-	-	-	-	43	-	43
	4%bcdff	-	-	-	-	100%zabcdff	-	4%
UNIVERSITY/COLLEGE	202	-	-	-	-	-	202	208
	20%abcde	-	-	-	-	-	100%zabcde	21%

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