J09-037536 - GLOBAL LUNG CANCER COALITION - ATTITUDES TO LUNG CANCER - USA
4TH - 7TH 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)	18-24 (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	40	102	147	223	249	236	66	511	74	308	1000
WEIGHTED BASE	1000	486	514	111**	194*	140	241	147	164	65*	539	65*	290	1000
	100%	49%	51%	11%**	19%*	14%	24%	15%	16%	6%*	54%	7%*	29%	100%
LUNG CANCER	604	298	306	90	110	75	155	86	88	65	539	-	-	577
	60%op	61%	59%	81%	57%	54%	64%	58%	54%	100%zop	100%zop	-	-	58%
BREAST CANCER	524	210	313	54	117	82	124	71	75	-	247	35	241	534
	52%am	43%	61%za	49%	60%h	59%h	51%	48%	46%	-	46%m	54%m	83%zmno	53%
BOWEL OR COLON CANCER	331	158	173	29	48	37	95	55	64	-	157	13	160	347
	33%m	32%	34%	26%	25%	26%	40%de	38%	39%de	-	29%m	20%m	55%zmno	35%
PROSTATE CANCER	194	119	75	25	37	40	38	27	26	-	73	6	115	183
	19%mn	24%b	15%	22%	19%	28%zfh	16%	18%	16%	-	14%m	10%m	40%zmno	18%
SKIN CANCER	136	61	75	18	29	20	34	21	12	-	62	11	64	137
	14%hm	13%	15%	17%	15%	14%	14%h	14%h	7%	-	11%m	16%m	22%zmn	14%
NONE OF THESE	8	4	3	1	-	1	3	1	3	-	-	-	-	11
	1%	1%	1%	1%	-	*	1%	*	2%	-	-	-	-	1%
DON'T KNOW	33	23	10	-	12	3	2	4	11	-	-	-	-	30
	3%np	5%	2%	-	6%f	2%	1%	3%	7%zf	-	-	-	-	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; ** very small base (under 30) ineligible for sig testing

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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)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETED HIGH SCHOOL (b)	SOME COLLEGE BUT DID NOT FINISH (c)	COMPLETED A 2 YEAR COLLEGE DEGREE (d)	COMPLETED A 4 YEAR COLLEGE DEGREE (e)	COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D (f)	
UNWEIGHTED BASE	1000	71	216	186	114	205	205	1000
WEIGHTED BASE	1000 *100%*	102* *10%**	388 *39%*	146 *15%*	92* *9%**	141 *14%*	127 *13%*	1000 *100%*
LUNG CANCER	604 *60%*	50 *49%*	257 *66%ad*	87 *59%*	47 *51%*	80 *57%*	82 *64%ad*	577 *58%*
BREAST CANCER	524 *52%*	50 *49%*	189 *49%*	86 *59%*	41 *45%*	87 *62%zbd*	71 *55%*	534 *53%*
BOWEL OR COLON CANCER	331 *33%*	34 *33%*	132 *34%*	45 *31%*	35 *39%*	43 *31%*	39 *31%*	347 *35%*
PROSTATE CANCER	194 *19%*	24 *23%*	76 *20%*	34 *24%*	18 *19%*	20 *14%*	20 *16%*	183 *18%*
SKIN CANCER	136 *14%a*	4 *4%*	51 *13%*	20 *14%a*	17 *19%a*	21 *15%a*	21 *17%a*	137 *14%*
NONE OF THESE	8 *1%*	1 *1%*	2 *1%*	1 ***	- -	3 *2%*	1 *1%*	11 *1%*
DON'T KNOW	33 *3%*	9 *9%zcf*	11 *3%*	2 *1%*	7 *7%cf*	4 *3%*	1 *1%*	30 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
* 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

	TOTAL (z)	SEX MALE (a)	SEX FEMALE (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-64 (g)	AGE 65+ (h)	CM01 LUNG CANCER ONLY (m)	CM01 LUNG CANCER AND ONE OTHER (n)	CM01 ONE CHOSEN - NOT LUNG CANCER (o)	CM01 TWO CHOSEN - NOT LUNG CANCER (p)	UNWEIGHTED TOTAL
UNWEIGHTED BASE	1000	479	521	40	102	147	223	249	236	66	511	74	308	1000
WEIGHTED BASE	1000 *100%*	486 *49%*	514 *51%*	111** *11%***	194* *19%**	140 *14%*	241 *24%*	147 *15%*	164 *16%*	65* *6%**	539 *54%*	65* *7%**	290 *29%*	1000 *100%*
STRONGLY AGREE	94 *9%*	46 *9%*	48 *9%*	7 *6%*	15 *8%*	20 *14%*	17 *7%*	11 *8%*	23 *14%f*	9 *14%*	47 *9%*	7 *10%*	31 *11%*	83 *8%*
TEND TO AGREE	123 *12%*	69 *14%*	54 *10%*	10 *9%*	41 *21%zfh*	20 *15%f*	16 *7%*	20 *14%f*	16 *9%*	10 *15%*	54 *10%*	8 *12%*	41 *14%*	122 *12%*
NEITHER AGREE NOR DISAGREE	187 *19%*	117 *24%b*	70 *14%*	27 *24%*	32 *16%*	29 *21%*	54 *22%h*	23 *16%*	21 *13%*	8 *12%*	107 *20%*	12 *19%*	56 *19%*	197 *20%*
TEND TO DISAGREE	177 *18%*	84 *17%*	93 *18%*	26 *23%*	30 *16%*	17 *12%*	50 *21%*	23 *16%*	30 *19%*	10 *15%*	105 *19%*	8 *12%*	47 *16%*	173 *17%*
STRONGLY DISAGREE	395 *40%*	158 *33%*	237 *46%a*	42 *38%*	75 *39%*	53 *38%*	101 *42%*	68 *46%h*	57 *35%*	25 *39%*	221 *41%*	30 *46%*	111 *38%*	395 *40%*
AGREE (COMB)	217 *22%f*	115 *24%*	102 *20%*	17 *15%*	56 *29%f*	40 *29%f*	34 *14%*	31 *21%*	39 *24%f*	19 *29%*	100 *19%*	15 *22%*	73 *25%*	205 *21%*
DISAGREE (COMB)	572 *57%a*	242 *50%*	330 *64%za*	68 *61%*	105 *54%*	70 *50%*	151 *63%e*	91 *62%*	87 *53%*	35 *54%*	325 *60%*	38 *58%*	158 *55%*	568 *57%*
DON'T KNOW	24 *2%*	12 *3%*	12 *2%*	- -	1 *1%*	1 *1%*	2 *1%*	2 *1%*	16 *10%zdefg*	3 *5%*	6 *1%*	1 *1%*	4 *1%*	30 *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
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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
		GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETED HIGH SCHOOL (b)	SOME COLLEGE BUT DID NOT FINISH (c)	COMPLETED A 2 YEAR COLLEGE DEGREE (d)	COMPLETED A 4 YEAR COLLEGE DEGREE (e)	COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D (f)	
UNWEIGHTED BASE	1000	71	216	186	114	205	205	1000
WEIGHTED BASE	1000 *100%*	102* *10%**	388 *39%*	146 *15%*	92* *9%**	141 *14%*	127 *13%*	1000 *100%*
STRONGLY AGREE	94 *9%ef*	14 *13%ef*	52 *14%ef*	15 *10%ef*	6 *6%*	4 *3%*	3 *2%*	83 *8%*
TEND TO AGREE	123 *12%*	17 *16%*	30 *8%*	19 *13%*	18 *20%b*	18 *13%*	21 *16%b*	122 *12%*
NEITHER AGREE NOR DISAGREE	187 *19%*	12 *12%*	62 *16%*	35 *24%*	16 *18%*	27 *19%*	33 *26%ab*	197 *20%*
TEND TO DISAGREE	177 *18%*	15 *14%*	73 *19%*	24 *17%*	12 *13%*	28 *20%*	24 *19%*	173 *17%*
STRONGLY DISAGREE	395 *40%*	38 *38%*	163 *42%*	52 *36%*	34 *37%*	62 *44%*	45 *35%*	395 *40%*
AGREE (COMB)	217 *22%*	31 *30%e*	82 *21%*	34 *23%*	24 *26%*	22 *16%*	23 *18%*	205 *21%*
DISAGREE (COMB)	572 *57%*	53 *52%*	237 *61%*	76 *52%*	46 *50%*	90 *64%d*	69 *54%*	568 *57%*
DON'T KNOW	24 *2%*	6 *6%c*	7 *2%*	1 ***	5 *6%ce*	1 *1%*	2 *2%*	30 *3%*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
* small base

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Table 3
DEMOGRAPHICS
BASE: ALL RESPONDENTS

	TOTAL (z)	SEX MALE (a)	SEX FEMALE (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-64 (g)	AGE 65+ (h)	CM01 LUNG CANCER ONLY (m)	CM01 LUNG CANCER AND ONE OTHER (n)	CM01 ONE CHOSEN - NOT LUNG CANCER (o)	CM01 TWO CHOSEN - NOT LUNG CANCER (p)	UNWEIGHTED TOTAL
UNWEIGHTED BASE	1000	479	521	40	102	147	223	249	236	66	511	74	308	1000
WEIGHTED BASE	1000	486	514	111**	194*	140	241	147	164	65*	539	65*	290	1000
	100%	49%	51%	11%**	19%*	14%	24%	15%	16%	6%*	54%	7%*	29%	100%
SEX														
MALE	486	486	-	58	96	64	124	72	70	40	258	32	129	479
	49%b	100%zb	-	52%	50%	46%	51%	49%	43%	62%p	48%	49%	44%	48%
FEMALE	514	-	514	53	98	76	117	76	93	25	281	34	161	521
	51%a	-	100%za	48%	50%	54%	49%	51%	57%	38%	52%	51%	56%m	52%
AGE														
18-24	111	58	53	111	-	-	-	-	-	1	89	2	18	40
	11%defgh	12%	10%	100%	-	-	-	-	-	2%	16%zmop	3%	6%	4%
25-34	194	96	98	-	194	-	-	-	-	16	93	7	65	102
	19%efgh	20%	19%	-	100%zefgh	-	-	-	-	25%	17%	11%	22%	10%
35-44	140	64	76	-	-	140	-	-	-	8	67	9	52	147
	14%dfgh	13%	15%	-	-	100%zdfgh	-	-	-	13%	12%	14%	18%	15%
45-54	241	124	117	-	-	-	241	-	-	13	142	13	68	223
	24%degh	25%	23%	-	-	-	100%zdegh	-	-	20%	26%	19%	24%	22%
55-64	147	72	76	-	-	-	-	147	-	11	75	14	43	249
	15%defh	15%	15%	-	-	-	-	100%zdefh	-	17%	14%	22%	15%	25%
65+	164	70	93	-	-	-	-	-	164	14	74	20	41	236
	16%defg	14%	18%	-	-	-	-	-	100%zdefg	22%	14%	31%znp	14%	24%
EDUCATION LEVEL OF RESPONDENT														
GRADE SCHOOL OR SOME HIGH SCHOOL	102	34	68	14	13	21	12	14	29	9	41	14	28	71
	10%	7%	13%a	13%	6%	15%f	5%	9%	17%zdfg	13%	8%	22%znp	10%	7%
COMPLETED HIGH SCHOOL	388	190	198	71	53	37	94	60	73	24	233	22	97	216
	39%e	39%	39%	64%	27%	26%	39%e	41%de	44%de	37%	43%p	34%	33%	22%

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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Table 3
DEMOGRAPHICS
BASE: ALL RESPONDENTS

| | TOTAL (z) | SEX | | AGE | | | | | | CM01 | | | | UNWEIGHTED TOTAL |
		MALE (a)	FEMALE (b)	18-24 (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)	
WEIGHTED BASE	**1000** *100%*	486 *49%*	514 *51%*	111** *11%***	194* *19%**	140 *14%*	241 *24%*	147 *15%*	164 *16%*	65* *6%**	539 *54%*	65* *7%**	290 *29%*	1000 *100%*
SOME COLLEGE BUT DID NOT FINISH	**146** *15%*	75 *15%*	71 *14%*	17 *16%*	29 *15%*	21 *15%*	40 *16%*	21 *14%*	18 *11%*	10 *16%*	76 *14%*	6 *8%*	51 *18%*	186 *19%*
COMPLETED A 2 YEAR COLLEGE DEGREE	**92** *9%*	42 *9%*	50 *10%*	1 *1%*	28 *14%*	10 *7%*	30 *12%*	10 *6%*	13 *8%*	5 *7%*	42 *8%*	8 *12%*	31 *11%*	114 *11%*
COMPLETED A 4 YEAR COLLEGE DEGREE	**141** 14%h	73 *15%*	68 *13%*	6 *5%*	42 22%h	24 17%h	33 *14%*	23 16%h	11 *7%*	9 *15%*	70 *13%*	6 *9%*	48 *17%*	205 *21%*
COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D	**127** *13%*	69 *14%*	58 *11%*	2 *1%*	29 *15%*	25 *18%*	32 *13%*	20 *13%*	20 *12%*	7 *11%*	75 *14%*	10 *15%*	34 *12%*	205 *21%*

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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DEMOGRAPHICS
BASE: ALL RESPONDENTS

	TOTAL (z)	EDUCATION LEVEL OF RESPONDENT						UNWEIGHTED TOTAL
		GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETED HIGH SCHOOL (b)	SOME COLLEGE BUT DID NOT FINISH (c)	COMPLETED A 2 YEAR COLLEGE DEGREE (d)	COMPLETED A 4 YEAR COLLEGE DEGREE (e)	COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D (f)	
UNWEIGHTED BASE	1000	71	216	186	114	205	205	1000
WEIGHTED BASE	1000	102*	388	146	92*	141	127	1000
	100%	10%*	39%	15%	9%*	14%	13%	100%
SEX								
MALE	486	34	190	75	42	73	69	479
	49%a	33%	49%a	51%a	46%	52%a	54%a	48%
FEMALE	514	68	198	71	50	68	58	521
	51%	67%zbcef	51%	49%	54%	48%	46%	52%
AGE								
18-24	111	14	71	17	1	6	2	40
	11%def	14%def	18%zdef	12%def	1%	4%	1%	4%
25-34	194	13	53	29	28	42	29	102
	19%	12%	14%	20%	30%zab	30%zab	23%b	10%
35-44	140	21	37	21	10	24	25	147
	14%	21%b	9%	14%	11%	17%b	20%b	15%
45-54	241	12	94	40	30	33	32	223
	24%a	12%	24%	27%a	33%a	24%	25%a	22%
55-64	147	14	60	21	10	23	20	249
	15%	13%	16%	15%	10%	16%	15%	25%
65+	164	29	73	18	13	11	20	236
	16%e	28%zce	19%e	13%	14%	8%	15%	24%
EDUCATION LEVEL OF RESPONDENT								
GRADE SCHOOL OR SOME HIGH SCHOOL	102	102	-	-	-	-	-	71
	10%bcdef	100%zbcdef	-	-	-	-	-	7%

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DEMOGRAPHICS
BASE: ALL RESPONDENTS

	TOTAL (z)	GRADE SCHOOL OR SOME HIGH SCHOOL (a)	COMPLETED HIGH SCHOOL (b)	SOME COLLEGE BUT DID NOT FINISH (c)	COMPLETED A 2 YEAR COLLEGE DEGREE (d)	COMPLETED A 4 YEAR COLLEGE DEGREE (e)	COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D (f)	UNWEIGHTED TOTAL
				EDUCATION LEVEL OF RESPONDENT				
WEIGHTED BASE	**1000** *100%*	102* *10%**	388 *39%*	146 *15%*	92* *9%**	141 *14%*	127 *13%*	1000 *100%*
COMPLETED HIGH SCHOOL	**388** 39%acdef	- -	388 100%zacdef	- -	- -	- -	- -	216 *22%*
SOME COLLEGE BUT DID NOT FINISH	**146** 15%abdef	- -	- -	146 100%zabdef	- -	- -	- -	186 *19%*
COMPLETED A 2 YEAR COLLEGE DEGREE	**92** 9%abcef	- -	- -	- -	92 100%zabcef	- -	- -	114 *11%*
COMPLETED A 4 YEAR COLLEGE DEGREE	**141** 14%abcdf	- -	- -	- -	- -	141 100%zabcdf	- -	205 *21%*
COMPLETED A POST GRAD DEGREE SUCH AS A MASTERS OR PH.D	**127** 13%abcde	- -	- -	- -	- -	- -	127 100%zabcde	205 *21%*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f
* small base