

Canadians' views on assisted dying in Canada

National survey released April, 2016

Project 2016-811A

THE GLOBE AND MAIL 

 NANOS SURVEY



Canadians believe doctors should be able to opt-out of offering assisted dying – majority oppose or somewhat oppose assisted dying for minors

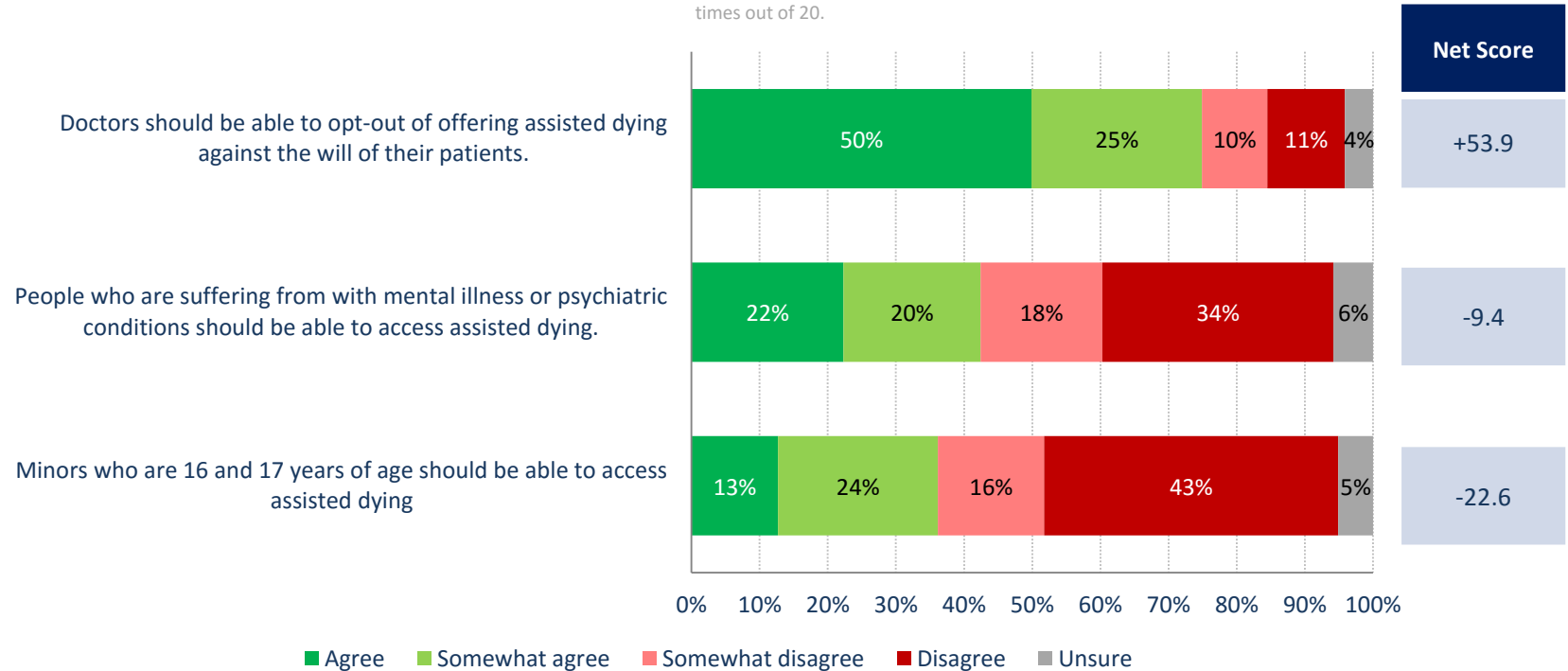
The majority of Canadians think that doctors should be able to opt-out of providing access to assisted dying against the will of their patients. Most Canadians do not think people under the age of 16 and 17 years should be able to access assisted dying and a marginal majority think that those with mental illness or psychiatric conditions should have access.

- **Ability of doctors to opt-out** – Three-fourths (75%) of Canadians believe doctors should be able to opt-out of offering assisted dying against the will of their patients (50% agree; 25% somewhat agree). Twenty-one percent say they would disagree or somewhat disagree with the same thing (11% disagree; 10% somewhat disagree). Four percent of Canadians are unsure.
- **Assisted dying and minors** – Six in ten Canadians (60%) say that they would disagree or somewhat disagree (16% somewhat disagree; 43% disagree), that minors who are 16 and 17 years of age should be able to access assisted dying, while thirty-seven percent of Canadians either agree (13%) or somewhat agree (24%). Five percent are unsure.
- **Assisted dying and mental illness** – Half of Canadians (52%) would either somewhat disagree (18%) with letting people with mental illness or psychiatric conditions access assisted dying, or disagree (34%). Just over two fifths (42%) of Canadians think that people who are suffering from with mental illness or psychiatric conditions should be able to access assisted dying (22% agree; 20% somewhat agree), while six percent of Canadians are unsure.

These observations are based on a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Views on assisted dying

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

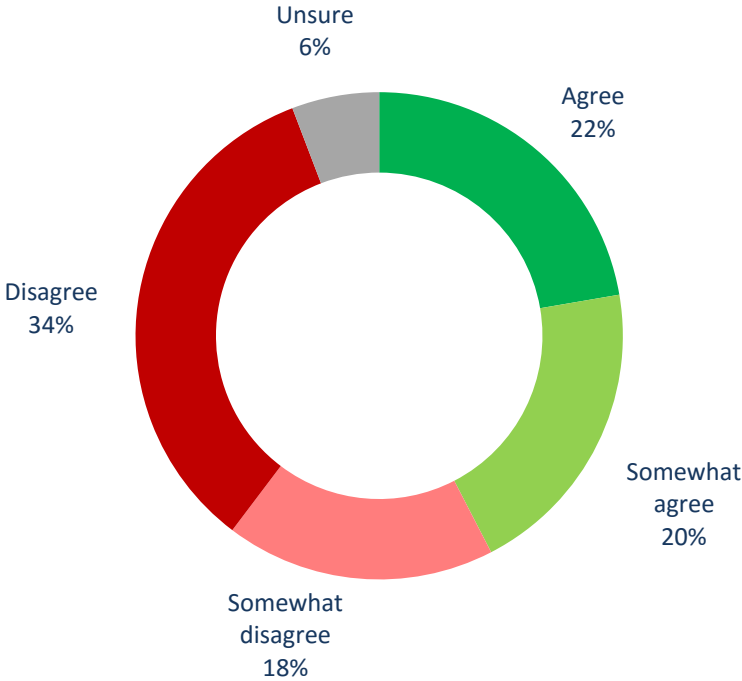
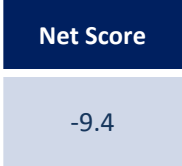


*Note: Charts may not add up to 100 due to rounding

QUESTION – As you may know, the Government is currently considering new legislation that will address assisted dying in Canada. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding assisted dying? [RANDOMIZE Q1 TO Q3]

Access to assisted dying for mental illness or psychiatric patients

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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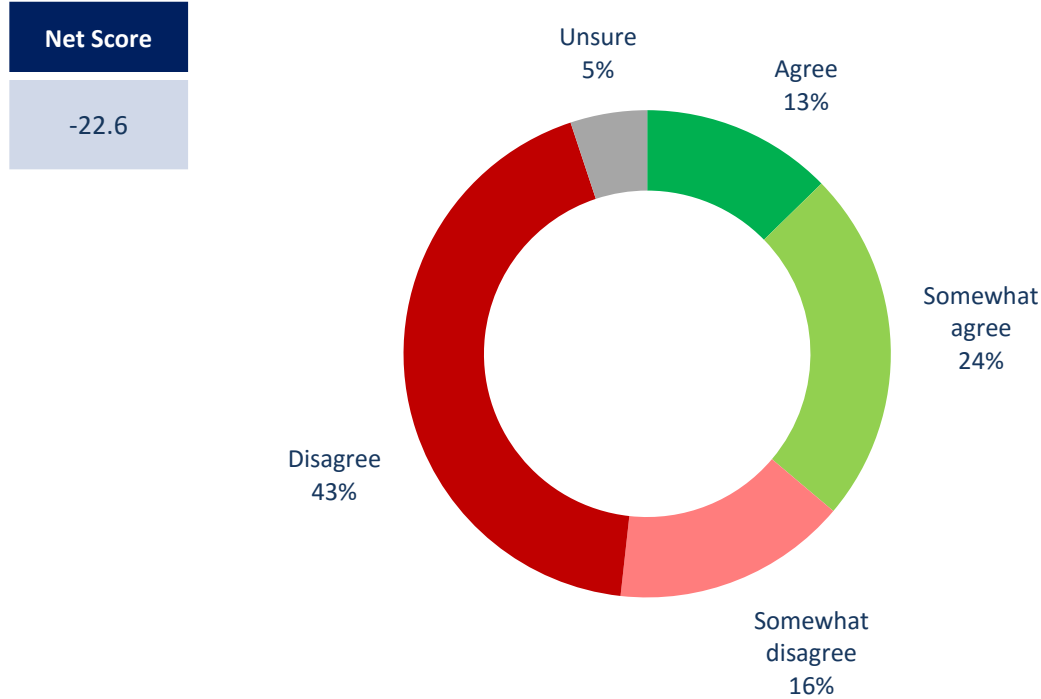
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	46.3%
Quebec (n=250)	36.6%
Ontario (n=300)	40.4%
Prairies (n=200)	44.9%
British Columbia (n=150)	50.2%
Male (n=500)	43.1%
Female (n=500)	41.7%
18 to 29 (n=171)	51.2%
30 to 39 (n=169)	44.0%
40 to 49 (n=218)	35.9%
50 to 59 (n=224)	40.2%
60 plus (n=218)	41.0%

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding assisted dying? [RANDOMIZE Q1 TO Q3]

QUESTION – People who are suffering from with mental illness or psychiatric conditions should be able to access assisted dying.

Access to assisted dying for minors

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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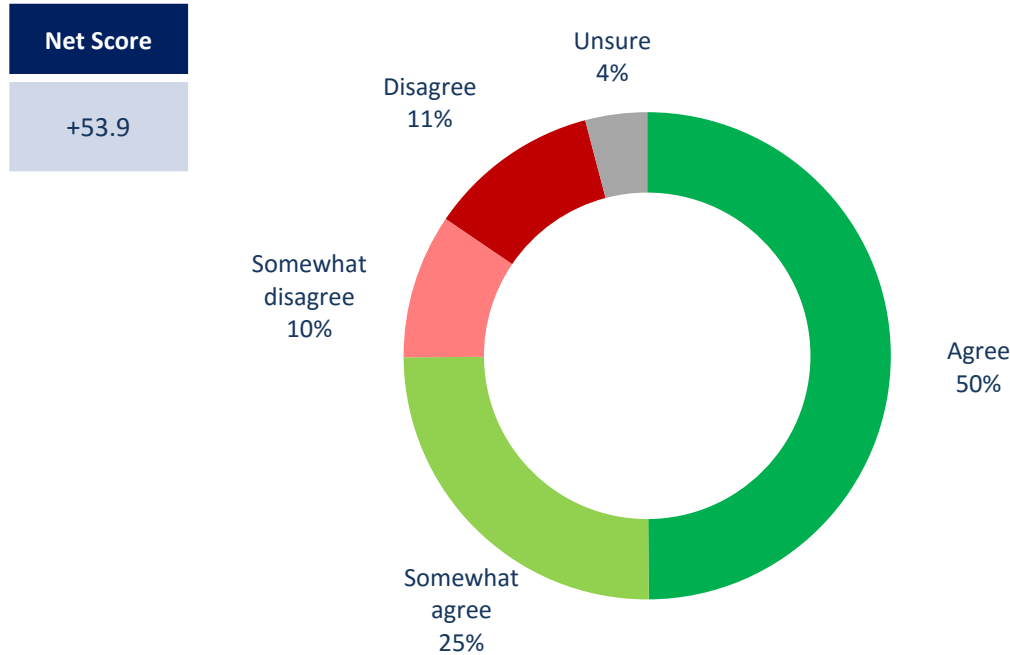
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	37.2%
Quebec (n=250)	36.6%
Ontario (n=300)	35.7%
Prairies (n=200)	33.7%
British Columbia (n=150)	39.0%
Male (n=500)	34.6%
Female (n=500)	37.8%
18 to 29 (n=171)	44.2%
30 to 39 (n=169)	37.7%
40 to 49 (n=218)	32.9%
50 to 59 (n=224)	33.8%
60 plus (n=218)	32.7%

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding assisted dying? [RANDOMIZE Q1 TO Q3]

QUESTION – Minors who are 16 and 17 years of age should be able to access assisted dying.

Ability of doctors to opt-out of offering assisted dying

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	79.3%
Quebec (n=250)	64.8%
Ontario (n=300)	76.2%
Prairies (n=200)	77.9%
British Columbia (n=150)	82.0%
Male (n=500)	74.4%
Female (n=500)	75.4%
18 to 29 (n=171)	68.7%
30 to 39 (n=169)	76.7%
40 to 49 (n=218)	76.0%
50 to 59 (n=224)	74.2%
60 plus (n=218)	78.5%

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding assisted dying? [RANDOMIZE Q1 TO Q3]

QUESTION – Doctors should be able to opt-out of offering assisted dying against the will of their patients.



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 31st and April 4th, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	19.1 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, and questions on energy and the environment.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations



2016-811 – The Globe and Mail/Nanos Survey – Assisted Dying – STAT SHEET

As you may know, the Government is currently considering new legislation that will address assisted dying in Canada. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding assisted dying? [RANDOMIZE Q1 TO Q3]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – People who are suffering from with mental illness or psychiatric conditions should be able to access assisted dying.	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	22.3	23.9	19.1	24.9	19.9	24.7	22.8	21.8	31.6	24.4	16.1	16.5	22.6
	Somewhat agree	%	20.1	22.4	17.5	15.5	25.0	25.5	20.3	19.9	19.6	19.6	19.8	23.7	18.4
	Somewhat disagree	%	17.9	18.8	20.7	16.0	19.2	14.9	18.3	17.5	18.2	15.5	21.9	15.8	17.4
	Disagree	%	33.9	30.5	35.3	38.4	29.5	30.9	32.0	35.9	24.4	34.3	35.7	37.0	38.0
	Unsure	%	5.8	4.4	7.4	5.3	6.5	4.0	6.6	4.9	6.2	6.2	6.5	7.0	3.5

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		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Agree	%	12.7	12.3	14.0	15.1	7.5	12.8	11.7	13.7	20.7	12.9	8.6	9.3	11.7
	Somewhat agree	%	23.5	24.9	22.6	20.6	26.2	26.2	22.9	24.1	23.5	24.8	24.3	24.5	21.0
	Somewhat disagree	%	15.6	11.2	14.6	16.3	17.4	16.1	14.9	16.3	14.6	17.1	16.2	14.9	15.2
	Disagree	%	43.2	45.7	42.5	45.0	43.2	39.0	44.1	42.3	36.0	39.6	46.0	47.5	46.3
	Unsure	%	5.1	5.8	6.3	3.0	5.7	5.9	6.5	3.7	5.2	5.6	4.9	3.8	5.8

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		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	
		Agree	%	49.9	55.2	38.2	51.9	51.8	59.1	49.1	50.7	46.5	47.0	54.3	44.5	55.0
		Somewhat agree	%	25.0	24.1	26.6	24.3	26.1	22.9	25.3	24.7	22.2	29.7	21.7	29.7	23.5
		Somewhat disagree	%	9.6	5.7	11.6	11.1	8.0	8.4	11.3	8.0	11.9	10.0	7.5	9.2	9.6
		Disagree	%	11.4	11.8	18.3	8.9	10.0	6.3	10.6	12.1	11.9	9.7	13.0	13.6	8.9
		Unsure	%	4.1	3.2	5.3	3.8	4.1	3.3	3.7	4.5	7.5	3.6	3.5	2.9	3.0

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