Cardus Project Summary submitted by Nanos, February 2015 (Submission 2015-652)

## $73 \%$ are concerned or somewhat concerned they would not get comfort and support they would hope to receive if they or a loved faced a life threatening experience or was nearing death

Overall, most Canadians think they are prepared (39\%) or somewhat prepared (39\%) to make health care decisions if themselves or a loved one faced a life threatening illness or was near death. Although they are personally prepared, $28 \%$ are concerned and $45 \%$ are somewhat concerned that they would not receive the comfort and support they would hope to receive if they or a loved faced such an experience.

When it comes to making decisions about appropriate care in the case of a life threatening illness, the most important thing for Canadians is that the health care decisions are made in a manner that respects the wishes of a patient and their family ( $83 \%$ important and $16 \%$ somewhat important). Although still important, there is a relatively less importance attached to:

- decisions being made in a manner which respects the advice of health care providers (53\% important and 40\% somewhat important).
- decisions being made in a manner which respects your personal faith (32\% important and $27 \%$ somewhat important).
- decisions being made in a manner which respects your family's culture ( $29 \%$ important and $33 \%$ somewhat important).
Just $33 \%$ of the public thinks that Canadians have the right amount of personal control over health decisions when one is nearing death. A majority (54\%) thinks that there is not enough control.

When it comes to the performance of the health care system in finding end-of-life care solutions from groups in society, $20 \%$ think the performance is very good or good when it comes to faith groups in one's community. While few think the performance is very poor (4\%) or poor (9\%), 42\% are not sure. Performance is similar when it comes to finding end-of-life care solutions from local community groups (19\% very good or good) and lower for cultural groups in one's community ( $15 \%$ very good or good).
There are a number of fundamental characteristics of Canada that the public could see as important for Canada. Of these, being a place where people have access to universal public health care (32\%) is the most likely to be ranked first. A place where there is a Charter of Rights (28\%) is the next most mentioned as the top priority.

## National Priority

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

| Canada as a place with a Charter of Rights and Freedoms that protects everyone's rights 28\% | Unsure 5\% | Canada's role in the world as an honest broker in international affairs 9\% | Canada as a country that respects people from diverse cultures 5\% | Subgroups | Canada as a country where people have access to universal public healthcare |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Atlantic ( $\mathrm{n}=100$ ) | 36.4\% |
|  |  |  |  | Quebec ( $\mathrm{n}=250$ ) | 34.1\% |
|  |  |  |  | Ontario ( $\mathrm{n}=300$ ) | 31.4\% |
|  |  |  |  | Prairies ( $\mathrm{n}=200$ ) | 33.2\% |
|  |  |  |  | British Columbia ( $\mathrm{n}=150$ ) | 24.0\% |
|  |  |  |  | Male ( $\mathrm{n}=496$ ) | 27.3\% |
|  |  |  | Canada as a | Female ( $\mathrm{n}=503$ ) | 36.2\% |
|  |  |  | people have | 18 to 29 ( $\mathrm{n}=205$ ) | 34.5\% |
|  |  |  | access to universal public | 30 to 39 ( $\mathrm{n}=169$ ) | 31.5\% |
| Canada as a |  |  | healthcare | 40 to 49 ( $\mathrm{n}=208$ ) | 33.5\% |
| balances |  |  |  | 50 to 59 ( $\mathrm{n}=178$ ) | 33.7\% |
| stewardship of |  |  |  | 60 plus ( $\mathrm{n}=$ )239 | 26.8\% |
| the environmen 21\% |  |  |  | Allophones ( $\mathrm{n}=181$ ) | 33.6\% |

*Note: Charts may not add up to 100 due to rounding
QUESTION - What is the first and the second most important possible national priority for you personally. [RANDOMIZE] [FIRST RANKED]

## Health Care Decisions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

Net Score
+56.7


| Subgroups | Prepared/ <br> Somewhat <br> prepared |
| :--- | :---: |
| Atlantic (n=100) | $80.4 \%$ |
| Quebec (n=250) | $73.9 \%$ |
| Ontario (n=300) | $76.5 \%$ |
| Prairies (n=200) | $83.0 \%$ |
| British Columbia (n=150) | $79.7 \%$ |
| Male (n=496) | $76.3 \%$ |
| Female (n=503) | $79.7 \%$ |
| 18 to $29(n=205)$ | $64.0 \%$ |
| 30 to $39(n=169)$ | $71.0 \%$ |
| 40 to $49(n=208)$ | $75.5 \%$ |
| 50 to $59(n=178)$ | $85.8 \%$ |
| 60 plus $(n=239)$ | $91.2 \%$ |
| Allophones $(n=181)$ | $69.1 \%$ |

*Note: Charts may not add up to 100 due to rounding
QUESTION - Would you say that you are prepared, somewhat prepared, somewhat not prepared or not prepared to make health care decisions if you or a loved one faced a life-threatening illness or was near death?

## Health Care Concerns

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

| Net Score | Not concerned 11\% | Unsure 1\% | Subgroups | Concerned / Somewhat concerned |
| :---: | :---: | :---: | :---: | :---: |
| +48.3 |  |  | Atlantic ( $\mathrm{n}=100$ ) | 67.2\% |
|  |  |  | Quebec ( $\mathrm{n}=250$ ) | 76.7\% |
|  |  |  | Ontario ( $\mathrm{n}=300$ ) | 76.1\% |
|  |  |  | Prairies ( $\mathrm{n}=200$ ) | 73.2\% |
|  |  |  | British Columbia ( $n=150$ ) | 68.4\% |
|  |  |  | Male ( $\mathrm{n}=496$ ) | 73.4\% |
|  |  |  | Female ( $\mathrm{n}=503$ ) | 73.8\% |
|  |  |  | 18 to 29 ( $\mathrm{n}=205$ ) | 74.5\% |
|  |  |  | 30 to 39 ( $\mathrm{n}=169$ ) | 76.3\% |
|  |  |  | 40 to 49 ( $\mathrm{n}=208$ ) | 73.1\% |
|  |  |  | 50 to 59 ( $\mathrm{n}=178$ ) | 73.4\% |
|  |  | Somew | 60 plus ( $\mathrm{n}=$ )239 | 71.6\% |
|  |  |  | Allophones ( $\mathrm{n}=181$ ) | 78.6\% |

*Note: Charts may not add up to 100 due to rounding
QUESTION - If you or a loved one had a life threatening illness and faced near death, would you be concerned, somewhat concerned, somewhat not concerned or not concerned that you would not receive the comfort and support you would hope to receive through Canada's health care system.

Net Score
+97.4

Somewhat unimportant 1\% important 16\%

| Subgroups | Important $I$ <br> Somewhat <br> important |
| :--- | :---: |
| Atlantic (n=100) | $99.4 \%$ |
| Quebec (n=250) | $98.3 \%$ |
| Ontario (n=300) | $99.2 \%$ |
| Prairies (n=200) | $99.1 \%$ |
| British Columbia (n=150) | $96.3 \%$ |
| Male (n=496) | $97.8 \%$ |
| Female (n=503) | $99.3 \%$ |
| 18 to $29(n=205)$ | $97.3 \%$ |
| 30 to $39(n=169)$ | $98.3 \%$ |
| 40 to $49(n=208)$ | $99.0 \%$ |
| 50 to $59(n=178)$ | $99.6 \%$ |
| 60 plus $(n=) 239$ | $98.5 \%$ |
| Allophones $(n=181)$ | $99.0 \%$ |

*Note: Charts may not add up to 100 due to rounding *Note: No respondents answered unimportant

QUESTION - Would you say the following are important, somewhat important, somewhat unimportant or unimportant to you in making decisions about appropriate care if you or a loved one had a life threatening illness.

Health care decisions being made in a manner which respects the wishes of you and your family

## Importance of Respecting Your Personal Faith

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015, \mathrm{n}=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

Net Score
+19.8

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

| Subgroups | Important $I$ <br> Somewhat <br> important |
| :--- | :---: |
| Atlantic (n=100) | $55.5 \%$ |
| Quebec (n=250) | $53.7 \%$ |
| Ontario (n=300) | $61.3 \%$ |
| Prairies (n=200) | $64.7 \%$ |
| British Columbia (n=150) | $60.5 \%$ |
| Male (n=496) | $54.7 \%$ |
| Female (n=503) | $63.9 \%$ |
| 18 to $29(n=205)$ | $57.2 \%$ |
| 30 to $39(n=169)$ | $58.0 \%$ |
| 40 to $49(n=208)$ | $65.5 \%$ |
| 50 to $59(n=178)$ | $55.5 \%$ |
| 60 plus $(n=) 239$ | $59.6 \%$ |
| Allophones $(n=181)$ | $55.6 \%$ |

QUESTION - Would you say the following are important, somewhat important, somewhat unimportant or unimportant to you in making decisions about appropriate care if you or a loved one had a life threatening illness.

Health care decisions being made in a manner which respects your personal faith

## Importance of Respecting the Advice of Health Care Providers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, 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 - Would you say the following are important, somewhat important, somewhat unimportant or unimportant to you in making decisions about appropriate care if you or a loved one had a life threatening illness.

Health care decisions being made in a manner which respects the advice of health care providers

## Importance of Respecting Your Family's Culture

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

Net Score
+26.2

*Note: Charts may not add up to 100 due to rounding
QUESTION - Would you say the following are important, somewhat important, somewhat unimportant or unimportant to you in making decisions about appropriate care if you or a loved one had a life threatening illness.

Health care decisions being made in a manner which respects your family's culture

## Controlling Health Care Decisions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015, \mathrm{n}=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

| Net Score |
| :---: |
| -53.2 |



| Subgroups | Not enough |
| :--- | :---: |
| Atlantic ( $n=100$ ) | $54.4 \%$ |
| Quebec ( $n=250$ ) | $52.7 \%$ |
| Ontario ( $n=300$ ) | $50.3 \%$ |
| Prairies ( $n=200$ ) | $57.1 \%$ |
| British Columbia (n=150) | $61.9 \%$ |
| Male (n=496) | $51.8 \%$ |
| Female (n=503) | $57.0 \%$ |
| 18 to $29(n=205)$ | $49.0 \%$ |
| 30 to $39(n=169)$ | $50.2 \%$ |
| 40 to $49(n=208)$ | $56.5 \%$ |
| 50 to $59(n=178)$ | $60.3 \%$ |
| 60 plus $(n=) 239$ | $55.9 \%$ |
| Allophones $(n=181)$ | $50.1 \%$ |

*Note: Charts may not add up to 100 due to rounding
QUESTION - Do you think Canadians have too much, the right amount, or not enough personal control over health decisions when one is nearing death?

## End-of-life Solutions From Cultural Groups <br> Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .



| Subgroups | Very good $/$ <br> Good |
| :--- | :---: |
| Atlantic ( $n=100$ ) | $15.9 \%$ |
| Quebec ( $n=250$ ) | $17.3 \%$ |
| Ontario ( $n=300$ ) | $11.6 \%$ |
| Prairies ( $n=200$ ) | $15.5 \%$ |
| British Columbia (n=150) | $13.1 \%$ |
| Male (n=496) | $14.3 \%$ |
| Female (n=503) | $14.6 \%$ |
| 18 to $29(n=205)$ | $10.2 \%$ |
| 30 to $39(n=169)$ | $12.0 \%$ |
| 40 to $49(n=208)$ | $18.1 \%$ |
| 50 to $59(n=178)$ | $12.4 \%$ |
| 60 plus $(n=) 239$ | $18.4 \%$ |
| Allophones $(n=181)$ | $9.9 \%$ |

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

QUESTION - Do you think Canada's health care system does a very good, good, average, poor or very poor job at finding end-of-life care solutions from the following possible players:

Cultural groups in one's community

## End-of-life Solutions From Faith Groups <br> Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, $n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .



| Subgroups | Very good $/$ <br> Good |
| :--- | :--- |
| Atlantic ( $n=100$ ) | $21.2 \%$ |
| Quebec ( $n=250$ ) | $18.0 \%$ |
| Ontario ( $n=300$ ) | $20.4 \%$ |
| Prairies ( $n=200$ ) | $22.3 \%$ |
| British Columbia (n=150) | $17.4 \%$ |
| Male (n=496) | $20.4 \%$ |
| Female (n=503) | $19.2 \%$ |
| 18 to $29(n=205)$ | $15.4 \%$ |
| 30 to $39(n=169)$ | $21.3 \%$ |
| 40 to $49(n=208)$ | $21.1 \%$ |
| 50 to $59(n=178)$ | $15.6 \%$ |
| 60 plus $(n=) 239$ | $24.4 \%$ |
| Allophones $(n=181)$ | $19.4 \%$ |

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

QUESTION - Do you think Canada's health care system does a very good, good, average, poor or very poor job at finding end-of-life care solutions from the following possible players:

Faith groups in one's community

## End-of-life Solutions From Community Groups <br> ource: Nanos Research, RDD dual frame hybrid telephone and online random survey, February $22^{\text {nd }}$ to $27^{\text {th }}, 2015, \mathrm{n}=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .



| Subgroups | Very good $/$ <br> Good |
| :--- | :---: |
| Atlantic ( $n=100$ ) | $18.8 \%$ |
| Quebec ( $n=250$ ) | $21.8 \%$ |
| Ontario ( $n=300$ ) | $17.5 \%$ |
| Prairies ( $n=200$ ) | $13.9 \%$ |
| British Columbia (n=150) | $21.4 \%$ |
| Male (n=496) | $17.8 \%$ |
| Female (n=503) | $19.4 \%$ |
| 18 to $29(n=205)$ | $13.3 \%$ |
| 30 to $39(n=169)$ | $16.6 \%$ |
| 40 to $49(n=208)$ | $22.4 \%$ |
| 50 to $59(n=178)$ | $17.6 \%$ |
| 60 plus $(n=) 239$ | $21.9 \%$ |
| Allophones $(n=181)$ | $16.7 \%$ |

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

QUESTION - Do you think Canada's health care system does a very good, good, average, poor or very poor job at finding end-of-life care solutions from the following possible players:

Local community groups

PATH
forwhes! Conditions
validate
TEST IDEAS
REVIEW RESEARCH)

Methodology

## Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February $22^{\text {nd }}$ and $27^{\text {th }}, 2015$ 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 $\pm 3.1$ percentage points, 19 times out of 20.

The research was commissioned by Cardus.
ote: Charts may not add up to 100 due to rounding.

## 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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Nik Nanos FMRIA
Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

## Richard Jenkins

Vice President, Nanos Research Ottawa (613) 234-4666 ext. 230 rjenkins@nanosresearch.com


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|  |  | Question 1 (first ranked response) - What is the first and the second most important possible national priority for you personally [RANDOMIZE] |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Canada's role in the world as an honest broker in international affairs | Canada as a country that respects people from diverse cultures | Canada as a country where people have access to universal public healthcare | Canada as a country that balances prosperity with stewardship of the environment | Canada as a place with a Charter of Rights and Freedoms that protects everyone's rights | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 9.3 | 4.7 | 31.8 | 21.1 | 27.7 | 5.4 |
|  | Atlantic Canada | 100 | 8.2 | 7.2 | 36.4 | 18.6 | 22.5 | 7.2 |
|  | Quebec | 250 | 9.8 | 4.1 | 34.1 | 19.1 | 26.2 | 6.8 |
|  | Ontario | 300 | 9.6 | 6.2 | 31.4 | 18.1 | 29.4 | 5.4 |
|  | Prairies | 200 | 8.9 | 2.3 | 33.2 | 26.3 | 25.0 | 4.4 |
|  | British Columbia | 150 | 9.0 | 4.6 | 24.0 | 25.2 | 34.2 | 2.9 |
| Gender | Male | 496 | 11.3 | 4.4 | 27.3 | 20.6 | 30.4 | 5.9 |
|  | Female | 503 | 7.2 | 5.1 | 36.2 | 21.7 | 25.0 | 4.8 |
| Age | 18 to 29 | 205 | 8.1 | 5.5 | 34.5 | 21.8 | 27.8 | 2.3 |
|  | 30 to 39 | 169 | 11.6 | 3.6 | 31.5 | 20.1 | 28.8 | 4.4 |
|  | 40 to 49 | 208 | 6.7 | 5.2 | 33.5 | 23.3 | 26.1 | 5.1 |
|  | 50 to 59 | 178 | 7.2 | 3.8 | 33.7 | 23.8 | 25.8 | 5.8 |
|  | 60 plus | 239 | 12.4 | 5.2 | 26.8 | 17.3 | 29.7 | 8.5 |
| Language | Official languages only | 802 | 9.1 | 3.6 | 31.6 | 22.5 | 27.5 | 5.8 |
|  | Allophone | 181 | 9.9 | 8.9 | 33.6 | 14.8 | 29.6 | 3.3 |
|  | Refusal | 16 | 9.5 | 16.8 | 24.1 | 25.9 | 18.8 | 5.0 |

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .
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|  |  | Question 1 (second ranked response) - What is the first and the second most important possible national priority for you personally |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Canada's role in the world as an honest broker in international affairs | Canada as a country that respects people from diverse cultures | Canada as a country where people have access to universal public healthcare | Canada as a country that balances prosperity with stewardship of the environment | Canada as a place with a Charter of Rights and Freedoms that protects everyone's rights | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 946 | 13.6 | 9.4 | 24.2 | 21.8 | 21.9 | 9.0 |
|  | Atlantic Canada | 93 | 9.0 | 8.7 | 22.6 | 28.5 | 21.7 | 9.4 |
|  | Quebec | 233 | 11.4 | 9.4 | 22.6 | 24.4 | 24.5 | 7.6 |
|  | Ontario | 284 | 15.0 | 8.5 | 26.9 | 16.6 | 23.5 | 9.5 |
|  | Prairies | 191 | 18.5 | 8.2 | 22.4 | 20.9 | 20.9 | 9.0 |
|  | British Columbia | 145 | 10.6 | 12.9 | 25.2 | 24.7 | 16.2 | 10.3 |
| Gender | Male | 467 | 15.0 | 9.7 | 24.7 | 22.3 | 19.1 | 9.3 |
|  | Female | 479 | 12.2 | 9.1 | 23.8 | 21.4 | 24.8 | 8.8 |
| Age | 18 to 29 | 201 | 8.3 | 5.3 | 22.1 | 26.4 | 24.4 | 13.4 |
|  | 30 to 39 | 162 | 13.7 | 11.0 | 26.7 | 21.7 | 20.0 | 6.9 |
|  | 40 to 49 | 198 | 12.3 | 10.7 | 23.0 | 18.9 | 23.7 | 11.5 |
|  | 50 to 59 | 168 | 16.3 | 10.1 | 21.8 | 22.2 | 24.1 | 5.7 |
|  | 60 plus | 218 | 17.5 | 10.2 | 27.5 | 20.1 | 17.9 | 6.9 |
| Language | Official languages only | 756 | 14.8 | 9.2 | 24.7 | 21.4 | 21.1 | 8.7 |
|  | Allophone | 175 | 7.5 | 9.8 | 22.1 | 25.3 | 25.1 | 10.2 |
|  | Refusal | 15 | 20.6 | 15.5 | 24.8 | . 0 | 28.8 | 10.3 |

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|  |  | Question 2 - Our next few questions are about health care and palliative care in Canada. Palliative care is an approach to care for people who are living with a life-threatening illness, no matter how old they are. The focus of care is on achieving comfort and ensuring respect for the person nearing death and maximizing quality of life for the patient, family and loved ones. Would you say that you are prepared, somewhat prepared, somewhat not prepared or not prepared to make health care decisions if you or a loved one faced a life-threatening illness or was near death? |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Prepared | Somewhat prepared | Somewhat not prepared | Not prepared | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 39.2 | 38.8 | 13.0 | 8.3 | . 8 |
|  | Atlantic Canada | 100 | 38.3 | 42.1 | 13.7 | 5.9 | . 0 |
|  | Quebec | 250 | 37.2 | 36.7 | 13.7 | 11.5 | . 9 |
|  | Ontario | 300 | 38.1 | 38.4 | 15.8 | 7.2 | . 6 |
|  | Prairies | 200 | 44.4 | 38.6 | 10.9 | 6.2 | . 0 |
|  | British Columbia | 150 | 38.4 | 41.3 | 8.3 | 9.6 | 2.5 |
| Gender | Male | 496 | 36.8 | 39.5 | 15.4 | 7.4 | . 9 |
|  | Female | 503 | 41.6 | 38.1 | 10.5 | 9.2 | . 7 |
| Age | 18 to 29 | 205 | 30.8 | 33.2 | 17.8 | 16.3 | 1.9 |
|  | 30 to 39 | 169 | 28.6 | 42.4 | 15.8 | 12.2 | 1.0 |
|  | 40 to 49 | 208 | 38.4 | 37.1 | 16.3 | 8.1 | . 0 |
|  | 50 to 59 | 178 | 50.1 | 35.7 | 8.4 | 5.0 | . 9 |
|  | 60 plus | 239 | 46.4 | 44.8 | 7.3 | 1.3 | . 3 |
| Language | Official languages only | 802 | 41.0 | 38.8 | 11.8 | 7.6 | . 8 |
|  | Allophone | 181 | 32.8 | 36.3 | 18.3 | 11.8 | . 8 |
|  | Refusal | 16 | 21.4 | 69.7 | 8.9 | . 0 | . 0 |

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

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|  |  | Question 3 - If you or a loved one had a life threatening illness and faced near death, would you be concerned, somewhat concerned, somewhat not concerned or not concerned that you would not receive the comfort and support you would hope to receive through Canada's health care system. |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Concerned | Somewhat concerned | Somewhat not concerned | Not concerned | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 28.2 | 45.4 | 14.5 | 10.8 | 1.0 |
|  | Atlantic Canada | 100 | 17.4 | 49.8 | 20.3 | 11.2 | 1.3 |
|  | Quebec | 250 | 33.4 | 43.3 | 14.1 | 8.4 | . 8 |
|  | Ontario | 300 | 26.0 | 50.1 | 11.2 | 11.9 | . 7 |
|  | Prairies | 200 | 32.7 | 40.5 | 14.0 | 12.3 | . 5 |
|  | British Columbia | 150 | 25.2 | 43.2 | 18.9 | 10.2 | 2.5 |
| Gender | Male | 496 | 26.6 | 46.8 | 16.2 | 9.6 | . 7 |
|  | Female | 503 | 29.7 | 44.1 | 12.9 | 12.0 | 1.4 |
| Age | 18 to 29 | 205 | 26.7 | 47.8 | 17.4 | 6.3 | 1.7 |
|  | 30 to 39 | 169 | 22.3 | 54.0 | 12.1 | 10.7 | 1.0 |
|  | 40 to 49 | 208 | 33.3 | 39.8 | 12.3 | 13.1 | 1.5 |
|  | 50 to 59 | 178 | 31.3 | 42.1 | 14.6 | 11.2 | . 8 |
|  | 60 plus | 239 | 26.9 | 44.7 | 15.7 | 12.5 | . 3 |
| Language | Official languages only | 802 | 28.1 | 44.2 | 15.4 | 11.5 | . 8 |
|  | Allophone | 181 | 27.9 | 50.7 | 10.6 | 8.7 | 2.1 |
|  | Refusal | 16 | 34.9 | 48.9 | 16.3 | . 0 | . 0 |

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February $22^{\text {nd }}$ to $27^{\text {th }}, 2015$, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

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|  |  | Question 4 - Health care decisions being made in a manner which respects the wishes of you and your family |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Important | Somewhat important | Somewhat unimportant | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 82.7 | 15.9 | 1.2 | . 2 |
|  | Atlantic Canada | 100 | 82.6 | 16.8 | . 6 | . 0 |
|  | Quebec | 250 | 83.1 | 15.2 | 1.7 | . 0 |
|  | Ontario | 300 | 83.1 | 16.1 | . 8 | . 0 |
|  | Prairies | 200 | 80.9 | 18.2 | . 4 | . 5 |
|  | British Columbia | 150 | 83.5 | 12.8 | 2.9 | . 8 |
| Gender | Male | 496 | 81.6 | 16.2 | 2.0 | . 2 |
|  | Female | 503 | 83.8 | 15.5 | . 5 | . 2 |
| Age | 18 to 29 | 205 | 73.0 | 24.3 | 2.7 | . 0 |
|  | 30 to 39 | 169 | 81.6 | 16.7 | 1.0 | . 7 |
|  | 40 to 49 | 208 | 85.9 | 13.1 | . 5 | . 5 |
|  | 50 to 59 | 178 | 88.7 | 10.9 | . 3 | . 0 |
|  | 60 plus | 239 | 84.4 | 14.1 | 1.5 | . 0 |
| Language | Official languages only | 802 | 83.1 | 15.3 | 1.4 | . 1 |
|  | Allophone | 181 | 81.0 | 18.0 | . 4 | . 6 |
|  | Refusal | 16 | 80.7 | 19.3 | . 0 | . 0 |

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|  |  | Question 5 - Health care decisions being made in a manner which respects your personal faith |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Important | Somewhat important | Somewhat unimportant | Unimportant | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 32.3 | 27.0 | 16.7 | 22.8 | 1.1 |
|  | Atlantic Canada | 100 | 32.8 | 22.7 | 21.4 | 23.1 | . 0 |
|  | Quebec | 250 | 32.9 | 20.8 | 22.4 | 22.2 | 1.7 |
|  | Ontario | 300 | 34.1 | 27.2 | 14.6 | 23.4 | . 8 |
|  | Prairies | 200 | 31.0 | 33.7 | 11.9 | 21.5 | 1.8 |
|  | British Columbia | 150 | 29.4 | 31.1 | 14.4 | 24.3 | . 8 |
| Gender | Male | 496 | 27.1 | 27.6 | 17.4 | 26.5 | 1.3 |
|  | Female | 503 | 37.5 | 26.4 | 16.0 | 19.2 | 1.0 |
| Age | 18 to 29 | 205 | 30.4 | 26.8 | 12.3 | 29.7 | . 8 |
|  | 30 to 39 | 169 | 27.7 | 30.3 | 17.8 | 22.6 | 1.6 |
|  | 40 to 49 | 208 | 35.5 | 30.0 | 18.9 | 15.1 | . 5 |
|  | 50 to 59 | 178 | 30.7 | 24.8 | 17.1 | 25.4 | 2.0 |
|  | 60 plus | 239 | 35.7 | 23.9 | 17.4 | 21.8 | 1.1 |
| Language | Official languages only | 802 | 33.8 | 26.3 | 16.1 | 22.5 | 1.2 |
|  | Allophone | 181 | 25.7 | 29.9 | 20.3 | 23.2 | . 9 |
|  | Refusal | 16 | 32.3 | 29.4 | 5.0 | 33.3 | . 0 |

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|  |  | Question 6 - Health care decisions being made in a manner which respects the advice of your health care providers |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Important | Somewhat important | Somewhat unimportant | Unimportant | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 52.7 | 39.7 | 5.8 | 1.1 | . 7 |
|  | Atlantic Canada | 100 | 64.3 | 30.1 | 4.0 | 1.6 | . 0 |
|  | Quebec | 250 | 53.0 | 40.8 | 4.9 | . 3 | 1.0 |
|  | Ontario | 300 | 55.4 | 36.4 | 6.5 | 1.2 | . 4 |
|  | Prairies | 200 | 51.0 | 40.1 | 6.5 | 1.3 | 1.0 |
|  | British Columbia | 150 | 41.1 | 50.6 | 5.9 | 1.7 | . 8 |
| Gender | Male | 496 | 49.0 | 44.1 | 5.1 | 1.6 | . 2 |
|  | Female | 503 | 56.3 | 35.4 | 6.4 | . 6 | 1.2 |
| Age | 18 to 29 | 205 | 58.1 | 34.5 | 6.7 | . 8 | . 0 |
|  | 30 to 39 | 169 | 49.9 | 44.4 | 3.4 | 1.5 | . 7 |
|  | 40 to 49 | 208 | 49.2 | 40.8 | 7.9 | . 6 | 1.5 |
|  | 50 to 59 | 178 | 52.3 | 39.0 | 6.8 | 1.1 | . 7 |
|  | 60 plus | 239 | 53.2 | 40.5 | 4.1 | 1.5 | . 6 |
| Language | Official languages only | 802 | 53.0 | 39.7 | 5.8 | . 8 | . 8 |
|  | Allophone | 181 | 51.8 | 39.2 | 5.9 | 2.5 | . 6 |
|  | Refusal | 16 | 45.6 | 49.2 | 5.2 | . 0 | . 0 |

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|  |  | Question 7 - Health care decisions being made in a manner which respects your family's culture |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Important | Somewhat important | Somewhat unimportant | Unimportant | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 29.2 | 33.2 | 18.0 | 18.2 | 1.4 |
|  | Atlantic Canada | 100 | 28.3 | 28.7 | 23.6 | 19.4 | . 0 |
|  | Quebec | 250 | 26.7 | 34.0 | 19.2 | 18.0 | 2.0 |
|  | Ontario | 300 | 30.3 | 30.7 | 20.3 | 18.1 | . 5 |
|  | Prairies | 200 | 27.3 | 36.4 | 16.5 | 16.9 | 2.8 |
|  | British Columbia | 150 | 34.2 | 35.6 | 9.4 | 19.6 | 1.2 |
| Gender | Male | 496 | 25.7 | 34.6 | 19.7 | 18.9 | 1.1 |
|  | Female | 503 | 32.6 | 31.9 | 16.2 | 17.5 | 1.7 |
| Age | 18 to 29 | 205 | 28.4 | 31.0 | 17.9 | 21.9 | . 8 |
|  | 30 to 39 | 169 | 24.9 | 38.9 | 15.8 | 16.9 | 3.4 |
|  | 40 to 49 | 208 | 31.7 | 32.5 | 16.9 | 17.3 | 1.5 |
|  | 50 to 59 | 178 | 28.8 | 36.1 | 16.3 | 18.4 | . 4 |
|  | 60 plus | 239 | 31.0 | 29.5 | 21.6 | 16.7 | 1.2 |
| Language | Official languages only | 802 | 28.5 | 32.1 | 18.5 | 19.5 | 1.3 |
|  | Allophone | 181 | 33.3 | 38.7 | 15.5 | 11.5 | . 9 |
|  | Refusal | 16 | 16.1 | 25.8 | 19.3 | 28.1 | 10.7 |

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|  |  | Question 8 - Do you think Canadians have too much, the right amount, or not enough personal control over health decisions when one is nearing death |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Too much | The right amount | Not enough | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 1.2 | 32.6 | 54.4 | 11.8 |
|  | Atlantic Canada | 100 | 3.8 | 34.9 | 54.4 | 6.9 |
|  | Quebec | 250 | 1.2 | 35.3 | 52.7 | 10.8 |
|  | Ontario | 300 | 1.5 | 34.3 | 50.3 | 13.9 |
|  | Prairies | 200 | . 3 | 29.0 | 57.1 | 13.6 |
|  | British Columbia | 150 | . 0 | 28.0 | 61.9 | 10.0 |
| Gender | Male | 496 | . 6 | 34.7 | 51.8 | 12.9 |
|  | Female | 503 | 1.7 | 30.5 | 57.0 | 10.8 |
| Age | 18 to 29 | 205 | 1.4 | 34.8 | 49.0 | 14.8 |
|  | 30 to 39 | 169 | 3.7 | 31.0 | 50.2 | 15.1 |
|  | 40 to 49 | 208 | . 0 | 30.5 | 56.5 | 13.0 |
|  | 50 to 59 | 178 | . 3 | 31.1 | 60.3 | 8.3 |
|  | 60 plus | 239 | . 9 | 34.7 | 55.9 | 8.5 |
| Language | Official languages only | 802 | 1.0 | 31.9 | 55.4 | 11.7 |
|  | Allophone | 181 | 2.2 | 36.4 | 50.1 | 11.4 |
|  | Refusal | 16 | . 0 | 25.9 | 54.4 | 19.8 |

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|  |  | Question 9 - Cultural groups in one's community |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Very good | Good | Average | Poor | Very poor | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 3.5 | 11.0 | 24.7 | 12.8 | 4.7 | 43.3 |
|  | Atlantic Canada | 100 | 1.6 | 14.3 | 29.9 | 12.5 | 2.8 | 38.8 |
|  | Quebec | 250 | 5.4 | 11.9 | 23.4 | 9.4 | 5.9 | 44.0 |
|  | Ontario | 300 | 3.5 | 8.1 | 22.9 | 15.5 | 4.3 | 45.6 |
|  | Prairies | 200 | 3.0 | 12.5 | 24.6 | 14.9 | 5.5 | 39.5 |
|  | British Columbia | 150 | 2.3 | 10.8 | 27.2 | 10.6 | 3.8 | 45.3 |
| Gender | Male | 496 | 3.7 | 10.6 | 29.4 | 12.5 | 3.3 | 40.6 |
|  | Female | 503 | 3.3 | 11.3 | 20.1 | 13.1 | 6.2 | 45.9 |
| Age | 18 to 29 | 205 | . 8 | 9.4 | 28.5 | 10.1 | 4.2 | 47.1 |
|  | 30 to 39 | 169 | 4.3 | 7.7 | 17.8 | 21.0 | 8.0 | 41.1 |
|  | 40 to 49 | 208 | 6.1 | 12.0 | 23.7 | 9.6 | 4.4 | 44.2 |
|  | 50 to 59 | 178 | 2.5 | 9.9 | 25.2 | 12.8 | 4.7 | 44.9 |
|  | 60 plus | 239 | 3.8 | 14.6 | 26.9 | 12.2 | 3.1 | 39.5 |
| Language | Official languages only | 802 | 3.9 | 11.6 | 23.9 | 9.9 | 3.7 | 47.1 |
|  | Allophone | 181 | 2.2 | 7.7 | 27.8 | 26.0 | 9.3 | 27.0 |
|  | Refusal | 16 | . 0 | 19.0 | 29.4 | 9.8 | 5.2 | 36.6 |

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|  |  | Question 10 - Faith groups in one's community |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Very good | Good | Average | Poor | Very poor | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 4.5 | 15.3 | 25.5 | 8.8 | 3.8 | 42.1 |
|  | Atlantic Canada | 100 | 3.7 | 17.5 | 25.8 | 10.3 | 3.4 | 39.2 |
|  | Quebec | 250 | 5.6 | 12.4 | 23.1 | 8.8 | 5.9 | 44.1 |
|  | Ontario | 300 | 5.0 | 15.4 | 24.6 | 8.7 | 2.9 | 43.5 |
|  | Prairies | 200 | 4.2 | 18.1 | 29.6 | 9.7 | 4.2 | 34.2 |
|  | British Columbia | 150 | 2.6 | 14.8 | 25.3 | 6.8 | 1.8 | 48.7 |
| Gender | Male | 496 | 4.5 | 15.9 | 28.2 | 7.7 | 3.0 | 40.7 |
|  | Female | 503 | 4.5 | 14.7 | 22.8 | 9.8 | 4.5 | 43.6 |
| Age | 18 to 29 | 205 | 1.9 | 13.5 | 25.1 | 8.8 | 4.2 | 46.5 |
|  | 30 to 39 | 169 | 6.2 | 15.1 | 21.3 | 12.1 | 4.5 | 40.7 |
|  | 40 to 49 | 208 | 5.7 | 15.4 | 24.6 | 8.7 | 3.1 | 42.4 |
|  | 50 to 59 | 178 | 3.7 | 11.9 | 28.2 | 6.8 | 4.7 | 44.6 |
|  | 60 plus | 239 | 5.0 | 19.4 | 27.4 | 8.0 | 2.9 | 37.2 |
| Language | Official languages only | 802 | 4.1 | 15.8 | 24.0 | 9.0 | 4.2 | 42.9 |
|  | Allophone | 181 | 6.8 | 12.6 | 31.3 | 7.8 | 1.5 | 40.1 |
|  | Refusal | $16$ | $.0$ | $19.0$ | $35.2$ | 9.8 | $10.2$ | $25.9$ |

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|  |  | Question 11 - Local community groups |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Very good | Good | Average | Poor | Very poor | Unsure |
|  |  | Responses | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-02 | 1000 | 4.6 | 13.9 | 27.0 | 10.2 | 3.6 | 40.6 |
|  | Atlantic Canada | 100 | 5.1 | 13.7 | 27.7 | 12.2 | 2.8 | 38.6 |
|  | Quebec | 250 | 7.0 | 14.8 | 24.6 | 9.3 | 4.0 | 40.3 |
|  | Ontario | 300 | 5.0 | 12.5 | 24.5 | 11.5 | 3.6 | 42.8 |
|  | Prairies | 200 | 1.7 | 12.2 | 32.8 | 11.6 | 4.5 | 37.2 |
|  | British Columbia | 150 | 3.7 | 17.7 | 27.7 | 5.9 | 2.2 | 42.8 |
| Gender | Male | 496 | 4.0 | 13.8 | 30.7 | 8.8 | 3.1 | 39.6 |
|  | Female | 503 | 5.3 | 14.1 | 23.3 | 11.5 | 4.1 | 41.7 |
| Age | 18 to 29 | 205 | 1.6 | 11.7 | 28.6 | 5.7 | 3.4 | 49.1 |
|  | 30 to 39 | 169 | 5.1 | 11.5 | 22.9 | 11.5 | 5.5 | 43.5 |
|  | 40 to 49 | 208 | 6.2 | 16.2 | 25.8 | 11.8 | 3.1 | 37.0 |
|  | 50 to 59 | 178 | 3.5 | 14.1 | 28.8 | 11.8 | 2.9 | 38.8 |
|  | 60 plus | 239 | 6.4 | 15.5 | 28.3 | 10.5 | 3.5 | 35.9 |
| Language | Official languages only | 802 | 4.9 | 14.1 | 24.9 | 10.2 | 3.7 | 42.2 |
|  | Allophone | 181 | 3.8 | 12.9 | 35.1 | 11.0 | 3.1 | 34.1 |
|  | Refusal | 16 | . 0 | 19.0 | 39.2 | . 0 | 5.2 | 36.6 |

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