

Canadians perceptions of anti malarial medication

National survey released December, 2016

Project 2016-938

THE GLOBE AND MAIL[®]

 **NANOS SURVEY**



Canadians have mixed views on path to assess extent of mefloquine problem; both government and company should pay for research

In general, Canadians have mixed views on whether the most realistic path forward to assess the extent of the mefloquine problem is for the government to spend tax dollars to contact every veteran who has been given the drug to determine if they have suffered any harm or if the most realistic path is for the veterans who believe they have been harmed to contact the government. More than half of Canadians feel that both the government and the company that produces mefloquine should be responsible to pay for research looking into possible long-term psychological problems of taking the drug.

- **Canadians have mixed views on the most realistic path forward to assess the extent of the mefloquine problem** – Forty-five per cent of Canadians think the most realistic path forward would be for the government to spend tax dollars to contact every veteran who has been given the drug since 1992 to determine if they have suffered any harm, and forty-five per cent of Canadians think the most realistic path forward to assess the extent of the mefloquine problem would be for the veterans who think they may have been harmed to contact the government. Ten per cent are unsure.
- **More than one in two Canadians think that both the government and the company that produces mefloquine should pay for research** – More than one in two Canadians think that both the government and the company that produces mefloquine should be responsible to pay for research looking into possible long-term psychological problems of taking mefloquine (53%), while nearly four out of ten Canadians think that only the company that produces mefloquine should be responsible to pay (38%). Seven per cent think only the government should be responsible to pay and one per cent think that no one should be responsible to pay for more research. One per cent are unsure.

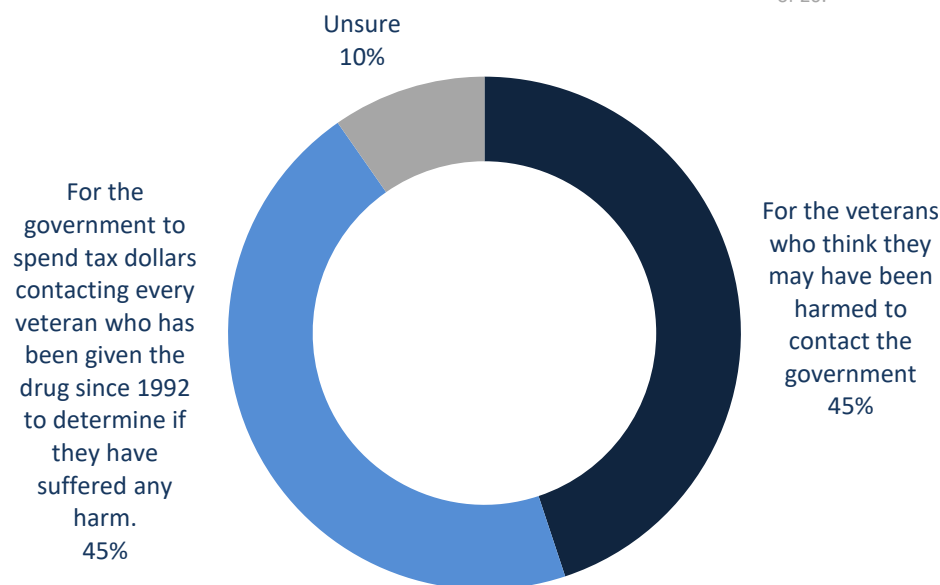
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 26th and 30th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The study was commissioned by the Globe and Mail.



Realistic path to assess extent of mefloquine problem

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 30th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



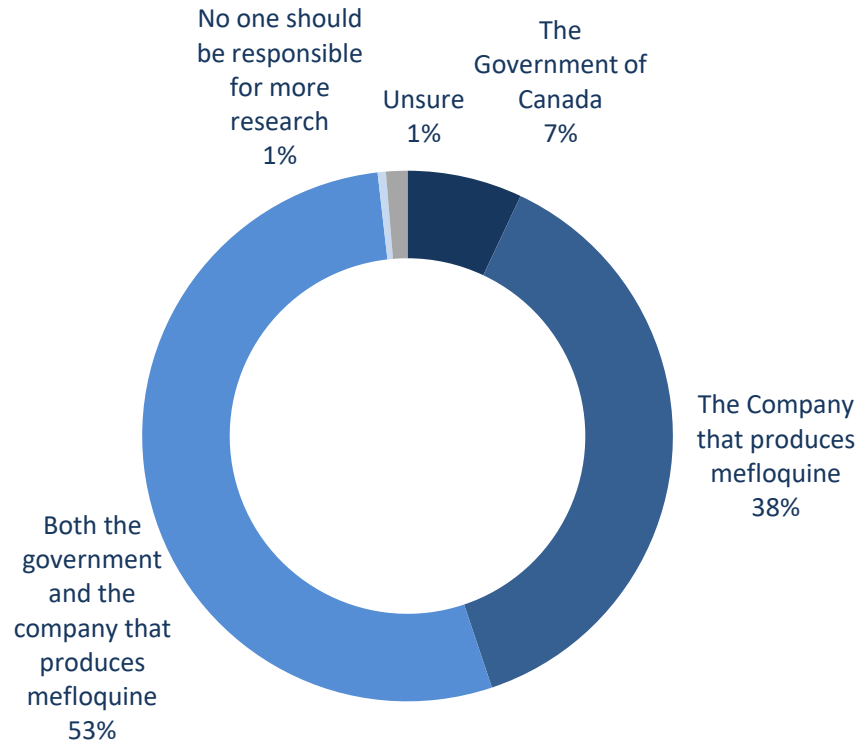
***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may have heard, some Canadian veterans say they suffered permanent brain damage as a result of taking the anti-malarial medication mefloquine in Somalia in 1992 and on subsequent overseas missions. To assess the extent of the problem, is the most realistic path forward is [ROTATE] for the veterans who think they may have been harmed to contact the government or for the government to spend tax dollars contacting every veteran who has been given the drug since 1992 to determine if they have suffered any harm.

Subgroups	For the veterans who think they may have been harmed to contact the government
Atlantic (n=100)	48.7%
Quebec (n=250)	41.4%
Ontario (n=300)	47.3%
Prairies (n=200)	45.1%
British Columbia (n=150)	43.0%
Male (n=513)	40.9%
Female (n=487)	48.6%
18 to 29 (n=175)	38.5%
30 to 39 (n=163)	46.1%
40 to 49 (n=202)	45.1%
50 to 59 (n=204)	41.7%
60 plus (n=256)	51.0%

Who should pay for research on mefloquine?

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 30th, 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 – Who should be responsible to pay for research into the possible long-term negative psychological problems of taking mefloquine [RANDOMIZE]

Subgroups	Both the government and the company that produce mefloquine
Atlantic (n=100)	58.5%
Quebec (n=250)	51.6%
Ontario (n=300)	54.4%
Prairies (n=200)	50.7%
British Columbia (n=150)	53.8%
Male (n=513)	56.0%
Female (n=487)	50.7%
18 to 29 (n=175)	55.4%
30 to 39 (n=163)	51.7%
40 to 49 (n=202)	54.1%
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60 plus (n=256)	52.6%



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 November 26th and 30th, 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.

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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	November 26 th to 30 th , 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	14 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 three of an omnibus survey. Preceding modules were about top unprompted national issues of concern and Canada's relationship with the United States and the Canadian economy.
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

2016-938 – Globe and Mail/Nanos Survey – Mefloquine Questions –STAT SHEET

			Region						Gender		Age				
			Canada 2016-11	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - As you may have heard, some Canadian veterans say they suffered permanent brain damage as a result of taking the anti-malarial medication mefloquine in Somalia in 1992 and on subsequent overseas missions. To assess the extent of the problem is the most realistic path forward [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	513	487	175	163	202	204	256
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	For the veterans who think they may have been harmed to contact the government	%	44.9	48.7	41.4	47.3	45.1	43.0	40.9	48.6	38.5	46.1	45.1	41.7	51.0
	For the government to spend tax dollars contacting every veteran who has been given the drug since 1992 to determine if	%	45.4	43.9	48.9	45.2	42.8	44.6	46.5	44.3	49.7	45.0	44.0	48.9	41.0
	Unsure	%	9.7	7.5	9.8	7.5	12.1	12.4	12.6	7.0	11.8	9.0	10.9	9.5	8.0

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Question - Who should be responsible to pay for research into the possible long-term negative psychological problems of taking mefloquine? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	513	487	175	163	202	204	256
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	The Government of Canada	%	7.0	5.0	8.6	4.7	6.8	10.8	8.8	5.4	8.1	6.9	6.7	5.1	8.0
	The Company that produces mefloquine	%	37.8	36.4	36.9	38.3	40.9	35.4	32.8	42.6	34.7	39.5	37.2	40.6	37.6
	Both the government and the company that produces mefloquine	%	53.3	58.5	51.6	54.4	50.7	53.8	56.0	50.7	55.4	51.7	54.1	52.6	52.6
	No one should be responsible for more research	%	.5	.0	.4	.6	1.2	.0	.6	.4	1.0	.0	.4	.7	.4
	Unsure	%	1.3	.0	2.5	2.0	.5	.0	1.8	.9	.8	1.9	1.6	1.0	1.4

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