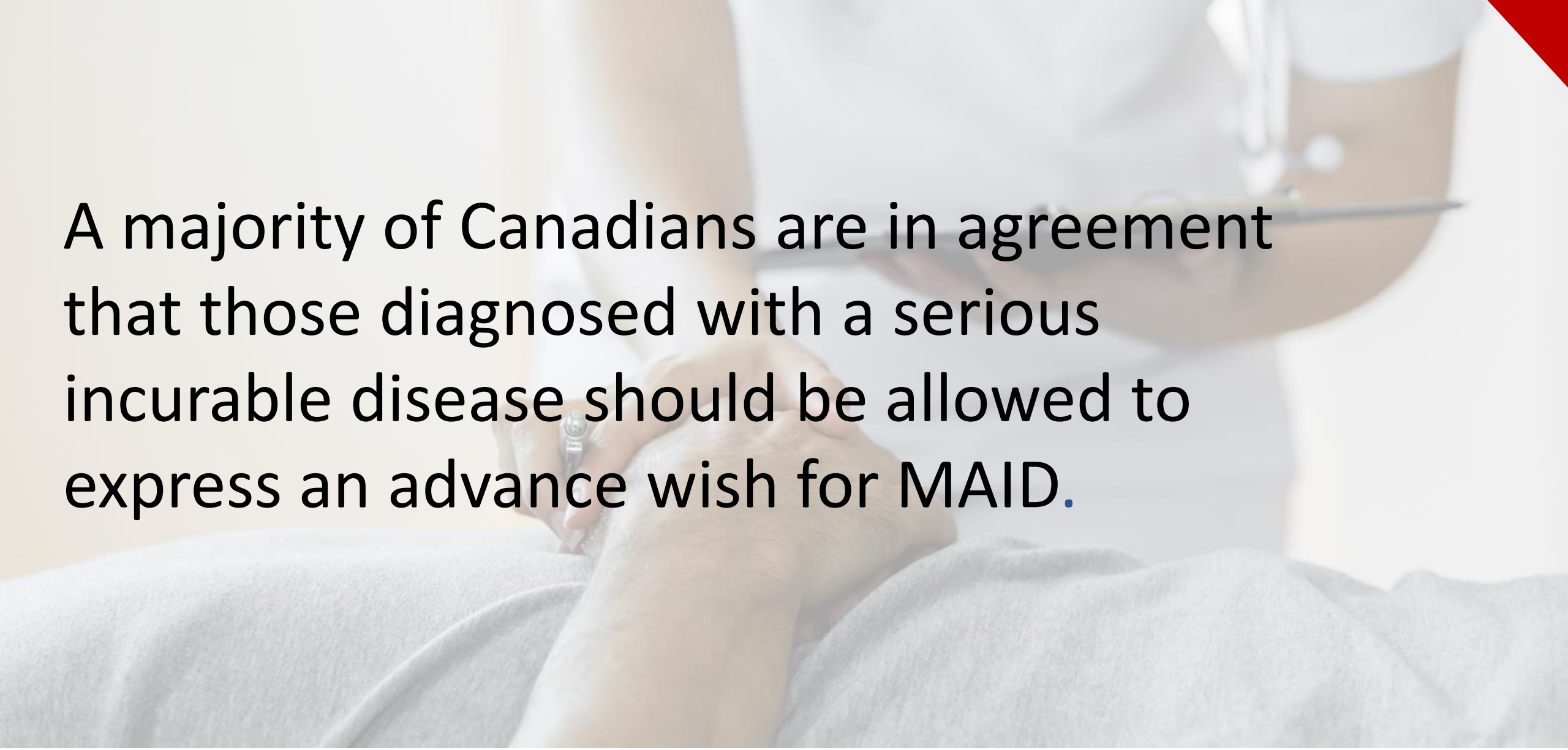

A majority of Canadians are in agreement that those diagnosed with a serious incurable disease should be allowed to express an advance wish for MAID.

**National survey released February, 2023**
**Submission 2023-2301**

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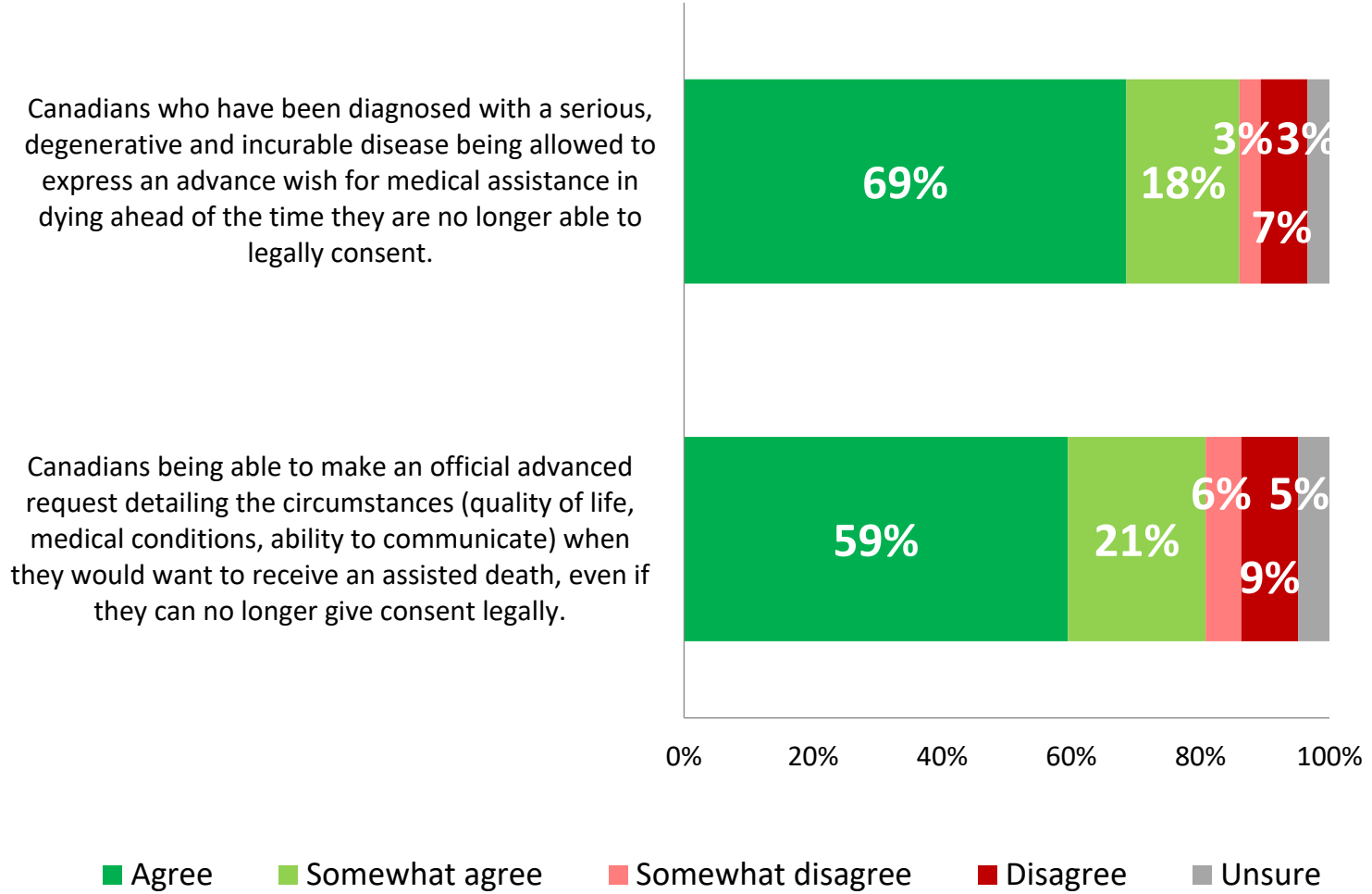
# Agreement with statements on medical assistance in dying (MAID)

Over eight in ten Canadians agree or somewhat agree that Canadians who have been diagnosed with a serious incurable disease should be allowed to express an advance wish for MAID ahead of the time they are no longer able to give legal consent.




Q – Our next couple of questions have to do with medical assistance in dying (MAID) which is when a doctor or nurse practitioner helps and supports a patient who wants to voluntarily and intentionally end their life. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding medical assistance in dying (MAID)? [ROTATE 3-4]

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 27th to 30th, 2023, n=1054, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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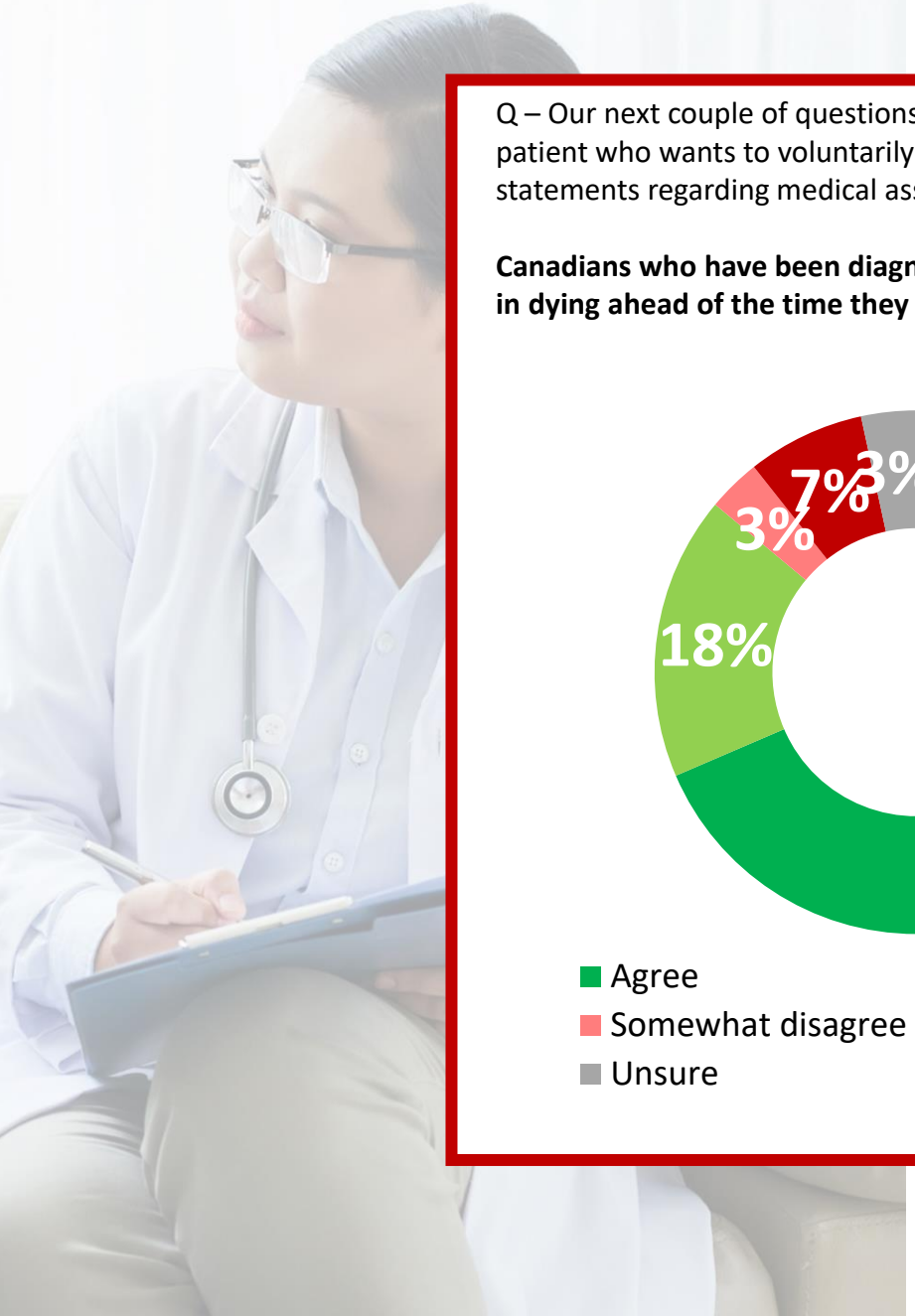
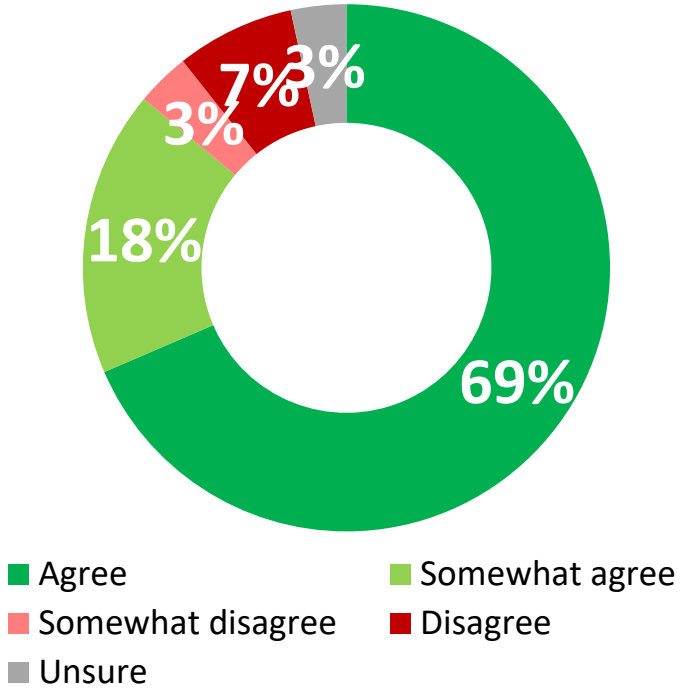
# Agreement that Canadians diagnosed with a serious incurable disease should be allow to express an advance wish for MAID



Q – Our next couple of questions have to do with medical assistance in dying (MAID) which is when a doctor or nurse practitioner helps and supports a patient who wants to voluntarily and intentionally end their life. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding medical assistance in dying (MAID)? [ROTATE 3-4]

**Canadians who have been diagnosed with a serious, degenerative and incurable disease being allowed to express an advance wish for medical assistance in dying ahead of the time they are no longer able to legally consent.**




| Agree/somewhat agree | Atlantic (n=110) | Quebec (n=236) | Ontario (n=353) | Prairies (n=216) | BC (n=139) |
|---|---|---|---|---|---|
| | **85.2%** | **91.8%** | **82.9%** | **83.3%** | **89.3%** |
| | Men (n=557) | Women (n=494) | 18 to 34 (n=245) | 35 to 54 (n=388) | 55 plus (n=421) |
| | **84.6%** | **87.4%** | **86.6%** | **82.1%** | **88.8%** |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 27th to 30th, 2023, n=1054, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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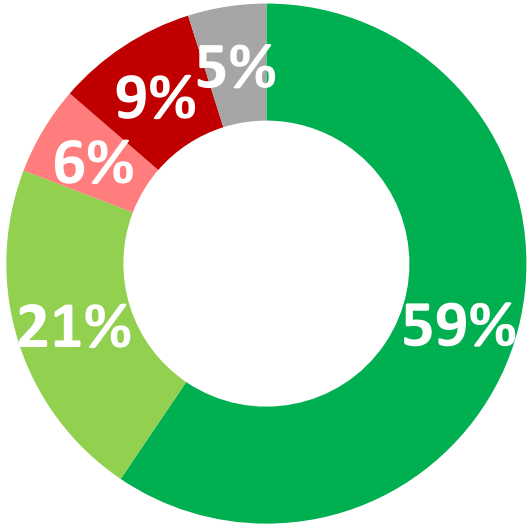
# Agreement with being able to make an official advanced request for MAID

Q – Our next couple of questions have to do with medical assistance in dying (MAID) which is when a doctor or nurse practitioner helps and supports a patient who wants to voluntarily and intentionally end their life. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding medical assistance in dying (MAID)? [ROTATE 3-4]

**Canadians being able to make an official advanced request detailing the circumstances (quality of life, medical conditions, ability to communicate) when they would want to receive an assisted death, even if they can no longer give consent legally.**




Agree/somewhat agree

| Atlantic (n=110) | Quebec (n=236) | Ontario (n=353) | Prairies (n=216) | BC (n=139) |
|---|---|---|---|---|
| **84.9%** | **85.8%** | **77.7%** | **76.9%** | **84.3%** |
| Men (n=557) | Women (n=494) | 18 to 34 (n=245) | 35 to 54 (n=388) | 55 plus (n=421) |
| **80.8%** | **80.7%** | **80.7%** | **78.3%** | **82.9%** |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 27th to 30th, 2023, n=1054, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL NANOS

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,054 Canadians, 18 years of age or older, between January 27th and 30th, 2023 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 this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

# TECHNICAL NOTE

| Element | Description |
|---|---|
| Research sponsor | The Globe and Mail |
| Population and Final Sample Size | 1054 Randomly selected individuals. |
| Source of Sample | Nanos Hybrid Panel |
| Type of Sample | Probability |
| 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.<br>Six digit postal code was used to validate geography. |
| Fieldwork/Validation | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online |
| Number of Calls | Maximum of five call backs to those recruited. |
| Time of Calls | Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent. |
| Field Dates | January 27th to 30th, 2023. |
| Language of Survey | The survey was conducted in both English and French. |
| Standards | Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.<br>https://canadianresearchinsightscouncil.ca/standards/ |

| Element | Description |
|---|---|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2021) 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 lines, and individuals without internet access could not participate. |
| Stratification | By age and gender using the latest Census information (2021) 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 | 13 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 | Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on public safety. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Research/Data Collection Supplier | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions.<br>http://www.nanos.co<br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com. |

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# Any questions?

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# TABULATIONS

## 2023-2301 – Globe and Mail/Nanos Survey – January Omni – STAT SHEET - MAID

**Our next couple of questions have to do with medical assistance in dying (MAID) which is when a doctor or nurse practitioner helps and supports a patient who wants to voluntarily and intentionally end their life.**

**Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding medical assistance in dying (MAID)? [ROTATE]**

| | | | | Region | | | | | Gender | | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2023-01 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | Other | 18 to 34 | 35 to 54 | 55 plus |
| Question – Canadians who have been diagnosed with a serious, degenerative and incurable disease being allowed to express an advance wish for medical assistance in dying ahead of the time they are no longer able to legally consent | Total | Unwgt N | 1054 | 110 | 236 | 353 | 216 | 139 | 557 | 494 | 3 | 245 | 388 | 421 |
| | | Wgt N | 1003 | 68 | 231 | 390 | 175 | 139 | 490 | 510 | 3 | 268 | 324 | 411 |
| | Agree | % | 68.5 | 66.0 | 77.1 | 63.4 | 68.5 | 70.0 | 67.5 | 69.3 | | 71.2 | 65.4 | 69.3 |
| | Somewhat agree | % | 17.5 | 19.2 | 14.6 | 19.5 | 14.9 | 19.3 | 17.1 | 18.1 | | 15.4 | 16.8 | 19.5 |
| | Somewhat disagree | % | 3.3 | 5.0 | 1.4 | 4.8 | 2.2 | 2.6 | 3.5 | 3.1 | | 2.8 | 2.8 | 4.0 |
| | Disagree | % | 7.3 | 7.1 | 3.9 | 8.3 | 10.5 | 5.9 | 9.1 | 5.5 | | 7.5 | 9.7 | 5.2 |
| | Unsure | % | 3.4 | 2.7 | 2.9 | 4.0 | 3.9 | 2.2 | 2.8 | 3.9 | | 3.1 | 5.4 | 2.0 |

**Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements regarding medical assistance in dying (MAID)? [ROTATE]**

| | | | | Region | | | | | Gender | | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2023-01 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | Other | 18 to 34 | 35 to 54 | 55 plus |
| Question – Canadians being able to make an official advanced request detailing the circumstances (quality of life, medical conditions, ability to communicate) when they would want to receive an assisted death, even if they can no longer give consent legally | Total | Unwgt N | 1054 | 110 | 236 | 353 | 216 | 139 | 557 | 494 | 3 | 245 | 388 | 421 |
| | | Wgt N | 1003 | 68 | 231 | 390 | 175 | 139 | 490 | 510 | 3 | 268 | 324 | 411 |
| | Agree | % | 59.5 | 61.7 | 69.4 | 53.9 | 56.9 | 60.7 | 58.1 | 60.5 | | 60.9 | 59.4 | 58.6 |
| | Somewhat agree | % | 21.4 | 23.2 | 16.4 | 23.8 | 20.0 | 23.6 | 22.7 | 20.2 | | 19.9 | 18.9 | 24.3 |
| | Somewhat disagree | % | 5.5 | 4.2 | 2.2 | 7.4 | 7.7 | 3.5 | 4.9 | 6.2 | | 3.1 | 5.1 | 7.5 |
| | Disagree | % | 8.8 | 7.0 | 7.2 | 9.8 | 11.1 | 6.4 | 10.2 | 7.5 | | 11.0 | 9.8 | 6.5 |
| | Unsure | % | 4.9 | 4.0 | 4.8 | 5.0 | 4.2 | 5.8 | 4.1 | 5.6 | | 5.1 | 6.9 | 3.1 |

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Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,054 Canadians, 18 years of age or older, between January 27th and 30th, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. Some responses have been shaded due to a small responding sample size.

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