



Canadians' Attitudes Toward Abortion Issues

Commissioned Research
Conducted for:
LifeCanada

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INTRODUCTION

The survey was conducted on behalf of LifeCanada by telephone among a representative sample of 2,047 adult Canadians between September 17 and October 14, 2007. The survey was done in conjunction with Environics' FOCUS CANADA survey.

The survey looks at Canadians' attitudes toward abortion issues, such as the point at which human life should be protected by law, support for "informed consent" laws, for requiring parental consent for minors under the age of 18 to have an abortion, and for making it a separate crime to injure or kill a fetus during an attack on the mother, and funding for abortions.

The margin of error for a sample of 2,047 is 2.2 percentage points, 19 times out of 20. The reader is cautioned that margins of error for smaller subsamples are larger.

EXECUTIVE SUMMARY

- ⇒ When Canadians are asked at what point in human development should the law protect human life, a total of six in ten say from conception on (30%), after three months of pregnancy (21%) or after six months of pregnancy (11%). One-third of Canadians (33%) think human life should receive legal protection only from the point of birth. Five percent offer no opinion on this question.
- ⇒ Interestingly, about a third each of Canadians support the view on one end of the spectrum that human life should be legally protected from conception on and on the other side of the spectrum that it should be protected only from birth on. Another third think it should be protected prior to birth but some months after conception.
- ⇒ Longterm tracking data indicate that since this question was first posed in 2002, majorities of Canadians have held the belief that human life should be legally protected some time prior to birth (at conception or after 3 or 6 months of pregnancy), with this view hitting a peak of 68 percent in 2004. Although the total proportion holding this view is essentially unchanged from 2006, it is still six points higher than the lowest level recorded in 2002 (when this question was first asked).
- ⇒ Majorities across the country believe that human life should receive legal protection some time prior to birth, but this view remains lower in British Columbia (58%).
- ⇒ The survey finds that the view that human life should be protected from conception on is highest in the Prairies (36%) and Atlantic Canada (34%) and lowest in British Columbia (24%). Support for this view also continues to be higher among women (34%) than among men (26%).
- ⇒ The view that human life should receive legal protection only from the point of birth is lower in the Prairies (27%). Since 2006, this view has grown marginally in Ontario and Quebec (up 4 points in each). This view is somewhat higher among men (36%, up 5 points) than among women (30%), and has increased among the former.
- ⇒ Canadians were told that in some states in the U.S. there are “informed consent” laws concerning abortion. These laws require that before a woman has an abortion procedure, her physician must provide her with certain information, such as details on the stages of foetal development including an ultrasound scan, the possible complications and side effects following an abortion and alternatives to abortion.
- ⇒ When Canadians are asked if they support or oppose similar laws in Canada for women considering abortion, a large majority (67%) continue to be in favour of such laws, while just three in ten (29%) are opposed.

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- ⇒ Tracking data indicate that support for “informed consent” laws has declined slightly after levelling off in 2006 (down 4 points from 2006) and is at the lowest level recorded since the question was first posed in 2003. However, the decline found in the current survey is driven by noticeable declines in Alberta and Saskatchewan and a smaller decrease in Ontario. Support has shown no significant change in the rest of the country.
 - ⇒ Majorities of Canadians across the country support “informed consent” laws in Canada for women considering abortion. Support is at the two-thirds level across most of the country. However, it is slightly higher in Atlantic Canada (72%) and Quebec (72%). Since 2006, support has declined noticeably in Alberta (down 14 points from 2006) and Saskatchewan (down 11), and to a lesser extent in Ontario (down 5).
 - ⇒ Interestingly, as noted in previous surveys, women are as likely as men to be supportive of such laws (68% and 66%, down 6 points, respectively), but this view has declined among the latter.
 - ⇒ Canadians were told that at present in Canada it is legal for minors under the age of 18 to have an abortion without the consent of their parents. When asked if they support or oppose a law that requires minors under the age of 18 to have their parents’ consent in order to have an abortion, a majority (54%) continue to be in favour of such a law, while a considerable minority of four in ten (43%) continue to be opposed. Support for a “parental consent” law has remained essentially stable since this question was first posed in 2004.
 - ⇒ Majorities of Canadians in most areas of the country (except Quebec and British Columbia) support a “parental consent” law, but support is highest in Manitoba (71%). In British Columbia and Quebec opinion is more divided, but a bare majority in the latter oppose this view. Since 2006, support for a “parental consent” law has declined noticeably in Quebec (down 9 points).
 - ⇒ Majorities of Canadians aged 30 and older continue to be supportive of a “parental consent” law, while those aged 18 to 29 remain divided on the issue (48% supportive, 49% opposed).
 - ⇒ When Canadians are presented with three opinions on the funding of abortions, just under half (47%) think abortions should be financed using tax dollars, but only in medical emergencies, such as a threat to the mother’s life or in cases of rape or incest. Three in ten (32%) think abortions should always be paid using the tax-funded health care system, while just under two in ten (17%) take the view that paying for abortions should be a private responsibility, either out-of-pocket or using Blue Cross or other private health care plans. Opinions on this question have remained essentially unchanged from 2006.

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- ⇒ Overall, the opinion that abortion should be funded using tax dollars only in cases of medical emergencies is the prevalent view across nearly all of the country and demographic cohorts. Only among Bloc Québécois supporters is public funding for all abortions the prevalent opinion. Interestingly, there are no significant differences between men and women in response to this question.
 - ⇒ The view that abortions should always be paid using the tax-funded health care system is highest in British Columbia (39%) and Quebec (36%), and lowest in Manitoba (16%). Since 2006, this proportion has grown significantly in Atlantic Canada (up 7 points).
 - ⇒ The view that abortion should be funded using tax dollars only in cases of medical emergencies is highest in Manitoba (58%) and lowest in Quebec (41%). Since 2006, this view has fallen significantly in Alberta (down 10 points).
 - ⇒ The view that abortions should be a private responsibility is highest in Alberta (23%) and Manitoba (21%) and lowest in Atlantic Canada (13%). Since 2006, support for this view has declined significantly in Atlantic Canada (down 7 points) and Quebec (down 6), but is up in Alberta (up 8).
 - ⇒ Canadians were told that in the past two years there have been three cases in Canada where pregnant women have been murdered. They were further told that currently in Canada, the Criminal Code does not recognize a foetus as a human being, so someone who injures or kills an unborn child during an attack on the mother cannot be charged with two crimes.
 - ⇒ When asked if they support or oppose legislation making it a separate crime to injure or kill a foetus during an attack on the mother, a large majority (72%) support such legislation, while two in ten (22%) are opposed. Three percent say it depends.
 - ⇒ Large majorities of two-thirds or more in all regional and demographic groups support legislation making it a separate crime to injure or kill a foetus during an attack on the mother. Support is higher in Manitoba (80%), Saskatchewan (78%) and Atlantic Canada (78%).
 - ⇒ It is notable that support for such legislation is higher among women (75%) than among men (68%).

LEGAL PROTECTION OF HUMAN LIFE

A total of six in ten Canadians think human life should be legally protected some time prior to the point of birth, including three in ten who think it should be protected from conception on. The proportion who think human life should be protected only from the point of birth is up slightly since 2006.

Most Canadians continue to think there should be legal protection of human life at some time before the point of birth – ranging from those who think it should be from conception on to those who think it should be protected after six months of pregnancy.

When Canadians are asked at what point in human development should the law protect human life, a total of six in ten say from conception on (30%), after three months of pregnancy (21%) or after six months of pregnancy (11%). One-third of Canadians (33%) think human life should receive legal protection only from the point of birth. Five percent offer no opinion on this question.

Interestingly, about a third each of Canadians support the view on one end of the spectrum that human life should be legally protected from conception on and on the other side of the spectrum that it should be protected only from birth on. Another third think it should be protected prior to birth but some months after conception.

Longterm tracking data indicate that since this question was first posed in 2002, majorities of Canadians have held the belief that human life should be legally protected some time prior to birth (at conception or after 3 or 6 months of pregnancy), with this view hitting a peak of 68 percent in 2004. Although the total proportion holding this view is essentially unchanged from 2006, it is still six points higher than the lowest level recorded in 2002 (when this question was first asked).

The current survey finds that there has been essentially no change in the proportion who think human life should be protected from conception on, and (as in 2005) this view is at the lowest level since this question was first asked in 2002.

There has been essentially no change in the proportion who think human life should be protected after three months of pregnancy, but this view is still eight points higher than the low point recorded in 2002.

There has been essentially no change in the proportion who think human life should be protected after six months of pregnancy. The number who hold this view grew from six percent in 2002 to 11 percent in 2003 and has remained relatively constant since then.

There has been a slight increase in the proportion who believe human life should be given legal protection only from the point of birth (up 3 points from 2006), and this view is back at the peak level first recorded in 2005. However, this slight increase is driven by marginal increases in Ontario and Quebec, as views have remained essentially stable in other regions.

Longterm tracking data also indicate that Canadians are more likely than in 2002 to offer an opinion on this question (14% in 2002 did not offer an opinion versus 5% in 2007).

Majorities across the country believe that human life should receive legal protection some time prior to birth, but this view remains lower in British Columbia (58%). Since 2006, this view has remained essentially stable across the country.

Looking at opinion for legal protection of human life at different points in human development, the survey finds that the view that human life should be protected from conception on is highest in the Prairies (36%) and Atlantic Canada (34%) and lowest in British Columbia (24%). Support for this view also continues to be higher among women (34%) than among men (26%). It is also higher among those who live outside of large metropolitan areas (in communities with fewer than one million inhabitants), those with less education and income and non-European immigrants (40%). Since 2006, this view has declined among rural Canadians (living in communities with fewer than 5,000 inhabitants). Looking at political affiliation, support continues to be higher among Conservative Party supporters and undecided voters and is lower among Green Party supporters.

The view that human life should be protected after three months of pregnancy does not vary significantly across the country. Since 2006, this view has declined noticeably in Saskatchewan (down 14 points) and Alberta (down 9). This view is higher among Canadians under the age of 60, and since 2006 has declined among those aged 60 and older. This view is lower among undecided voters, but since 2006 has declined marginally among NDP supporters.

Support for the view that human life should be protected after six months of pregnancy does not vary significantly across the country. However, since 2006, this view has increased marginally in Atlantic Canada (down 6 points). This view is somewhat higher among Canadians with more income and those living in large metropolitan areas with one million or more inhabitants. Looking at political affiliation, support for this view is higher among Green Party supporters.

The view that human life should receive legal protection only from the point of birth is lower in the Prairies (27%). Since 2006, this view has grown marginally in Ontario and Quebec (up 4 points in each). This view is somewhat higher among men (36%, up 5 points) than among women (30%), and has increased among the former. It is also somewhat higher among Canadians aged 45 and older and European immigrants, but since 2006 has increased among those aged 30 to 44. Looking at

political affiliation, support is lower among Conservative Party supporters and undecided voters, but has increased among the latter.

Human life should be legally protected...

2002-2007

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
From conception on	37	31	33	30	31	30
After three months of pregnancy	13	21	24	19	23	21
After six months of pregnancy	6	11	11	11	10	11
From the point of birth	30	28	28	33	30	33
DK/NA	14	9	4	7	6	5

Q.74C In your opinion, at what point in human development should the law protect human life? Should it be...?

INFORMED CONSENT LAWS

Just under seven in ten Canadians support “informed consent” laws in Canada similar to those in the United States for women considering abortion. This view is down slightly since 2006.

In this question, Canadians were told that in some states in the U.S. there are “informed consent” laws concerning abortion. These laws require that before a woman has an abortion procedure, her physician must provide her with certain information, such as details on the stages of foetal development including an ultrasound scan, the possible complications and side effects following an abortion and alternatives to abortion.

When Canadians are asked if they support or oppose similar laws in Canada for women considering abortion, a large majority (67%) continue to be in favour of such laws, while just three in ten (29%) are opposed.

Tracking data indicate that support for “informed consent” laws has declined slightly after levelling off in 2006 (down 4 points from 2006) and is at the lowest level recorded since the question was first posed in 2003. The decline found in the current survey is driven by noticeable declines in Alberta and Saskatchewan and a smaller decrease in Ontario. Support has shown no significant change in the rest of the country.

Majorities of Canadians across the country support “informed consent” laws in Canada for women considering abortion. Support is at the two-thirds level across most of the country. However, it is slightly higher in Atlantic Canada (72%) and Quebec (72%). Since 2006, support has declined noticeably in Alberta (down 14 points from 2006) and Saskatchewan (down 11), and to a lesser extent in Ontario (down 5).

Majorities in all demographic cohorts are also supportive of “informed consent” laws, but support is higher among those who live outside of large metropolitan areas (in communities with fewer than one million inhabitants) and those with the lowest income, but since 2006 has declined among the former and increased among the latter. This view is also down among those under the age of 60. Interestingly, as noted in previous surveys, women are as likely as men to be supportive of such laws (68% and 66%, down 6 points, respectively), but this view has declined among the latter.

Looking at political affiliation, support for “informed consent” laws is higher among Conservative Party supporters (73%), but since 2006 is down slightly among this group.

Support for “informed consent” laws varies considerably based on opinions of the point at which human life should receive legal protection. Support is far higher among those who think human

life should be legally protected from conception on (80%) and after three months of pregnancy (75%) than among those who think human life should receive legal protection only after six months of pregnancy (61%) and from the point of birth (54%). However, even among this last group, a slight majority are supportive of “informed consent” laws.

Should Canada have “informed consent” laws?

October 2003-2007

	2003*	2004	2005	2006	2007
	%	%	%	%	%
Yes, support	69	73	70	71	67
No, oppose	24	25	27	26	29
DK/NA	7	3	3	3	5

*In 2003, the preamble was the same, but the question wording read “Would you support similar laws in Canada for women considering abortion?”

Should Canada have “informed consent” laws

By opinions on when law should protect human life

October 2007

	From conception on	After three months of pregnancy	After six months of pregnancy	From the point of birth
	%	%	%	%
Yes, support	80	75	61	54
No, oppose	16	24	39	41
DK/NA	4	1	*	5

Q.75C Some states in the U.S. have “informed consent” laws concerning abortion. These laws require that, before a woman has an abortion procedure, her physician must provide her with certain information such as details on the stages of foetal development including an ultrasound scan, the possible complications and side effects following an abortion, and alternatives to abortion. Do you support or oppose similar laws in Canada for women considering abortion?

PARENTAL CONSENT LAW

More than half of Canadians are supportive of a law that requires those under the age of 18 to get parental consent in order to get an abortion.

In this question, Canadians were told that at present in Canada it is legal for minors under the age of 18 to have an abortion without the consent of their parents.

When Canadians are asked if they support or oppose a law that requires minors under the age of 18 to have their parents' consent in order to have an abortion, a majority (54%) continue to be in favour of such a law, while a considerable minority of four in ten (43%) continue to be opposed. Support for a "parental consent" law has remained essentially stable since this question was first posed in 2004.

Majorities of Canadians in most areas of the country (except Quebec and British Columbia) support a "parental consent" law, but support is highest in Manitoba (71%). In British Columbia and Quebec opinion is more divided, but a bare majority in the latter oppose this view. Since 2006, support for a "parental consent" law has declined noticeably in Quebec (down 9 points).

Support for a "parental consent" law is somewhat higher among those who live outside of large metropolitan areas (in communities with fewer than one million inhabitants), those with lower incomes and those aged 30 and older. A bare majority of those with a university education and those living in large metropolitan areas with one million or more inhabitants are opposed to such a law, while those aged 18 to 29 continue to be evenly divided on this issue. Women are slightly less likely than men to be supportive of such a law (51% and 56%, respectively). Since 2006, support for a "parental consent" law is down among those with less than a high school education.

Looking at political affiliation, majorities of Conservative and Liberal Party supporters, as well as undecided voters express support for a "parental consent" law, while NDP supporters are divided, and a slight majority of Bloc Québécois supporters are opposed. It is notable that in 2005 and 2006 it was Bloc Québécois supporters who were divided on this issue, while a slight majority of NDP supporters were opposed. Since 2006, support for a "parental consent" law is up slightly among NDP supporters.

Support for a "parental consent" law varies considerably based on opinions of the point at which human life should receive legal protection. Support is far higher among those who think human life should be legally protected from conception on (76%) than among those who think human life should receive legal protection after three months of pregnancy (49%), six months of pregnancy (43%) and only from the point of birth (42%). In fact, majorities of the two last groups are opposed to "parental consent" laws.

Should Canada have a parental consent law?

October 2004-2007

	2004	2005	2006	2007
	%	%	%	%
Yes, support	55	56	55	54
No, oppose	42	41	42	43
DK/NA	3	3	3	3

Should Canada have a parental consent law?

By political affiliation October 2007

	Lib	Con	NDP	BQ	Green Party	Undecided
	%	%	%	%	%	%
Yes, support	51	64	49	43	40	57
No, oppose	47	33	48	56	57	37
DK/NA	2	3	3	1	3	7

Should Canada have a parental consent law?

By opinions on when law should protect human life October 2007

	From conception on	After three months of pregnancy	After six months of pregnancy	From the point of birth
	%	%	%	%
Yes, support	76	49	43	42
No, oppose	20	49	57	56
DK/NA	4	2	*	2

* Fewer than one percent.

Q.76C At present in Canada it is legal for minors under the age of 18 to have an abortion without the consent of their parents. Do you support or oppose a law that requires minors under the age of 18 to have their parents' consent in order to have an abortion?

FUNDING FOR ABORTIONS

Just under half of Canadians think abortions should be financed using tax dollars, but only in emergency situations, such as a threat to the mother's life or in cases of rape or incest.

Canadians continue to be supportive of funding abortions via tax dollars, but only in emergency situations. There continues to be far less support for public funding of all abortions or for the view that all abortions should be paid for by individuals or private insurance plans.

When Canadians are presented with three opinions on the funding of abortions, just under half (47%) think abortions should be financed using tax dollars, but only in medical emergencies, such as a threat to the mother's life or in cases of rape or incest. Three in ten (32%) think abortions should always be paid using the tax-funded health care system, while just under two in ten (17%) take the view that paying for abortions should be a private responsibility, either out-of-pocket or using Blue Cross or other private health care plans. Opinions on this question have remained essentially unchanged from 2006.

Overall, the opinion that abortion should be funded using tax dollars only in cases of medical emergencies is the prevalent view across nearly all of the country and demographic cohorts. Only among Bloc Québécois supporters is public funding for all abortions the prevalent opinion. Interestingly, there are no significant differences between men and women in response to this question.

The view that abortions should always be paid using the tax-funded health care system is highest in British Columbia (39%) and Quebec (36%), and lowest in Manitoba (16%). Since 2006, this proportion has grown significantly in Atlantic Canada (up 7 points). This view is higher among those living in large metropolitan areas with one million or more inhabitants, university graduates (41%), European immigrants, Bloc Québécois (45%), NDP and Liberal supporters. Since 2006, support is down significantly among non-European immigrants (down 20 points) and those with the lowest income, and up among those living in rural communities and Canadians aged 30 to 44.

The opinion that abortions should be funded using tax dollars but only in cases of medical emergencies is highest in Manitoba (58%) and lowest in Quebec (41%). Since 2006, this view has fallen significantly in Alberta (down 10 points). This view is higher among Conservative Party supporters and undecided voters. Since 2006, support for this view has declined significantly among those living in rural communities, those with less than a high school education, those aged 30 to 44, and Liberal supporters, but is up considerably among non-European immigrants (up 18 points).

The view that abortions should be a private responsibility is highest in Alberta (23%) and Manitoba (21%) and lowest in Atlantic Canada (13%). Since 2006, support for this view has declined significantly in Atlantic Canada (down 7 points) and Quebec (down 6), but is up in

Alberta (up 8). This view is higher among Canadians with the lowest income and non-European immigrants (25%), and since 2006 has increased slightly among the former, as well as among Liberal supporters.

Opinions on funding of abortion vary somewhat with views on when human life should receive legal protection. The view that abortions should always be paid using the tax-funded health care system is higher among those who think human life should be protected some time after conception. Support for funding abortions using tax dollars but only in cases of medical emergencies is higher among those who think human life should be protected some time before the point of birth. The view that abortions should be a private responsibility is greater among those who think human life should be legally protected from conception on, and since 2006 support for this view has increased slightly among this group.

Preferred view on funding of abortion

October 2002-2007

	2002*	2003*	2004	2005	2006	2007
	%	%	%	%	%	%
Abortions should always be paid using the tax-funded health care system	23	25	26	29	31	32
Abortions should be financed using tax dollars but only in medical emergencies, such as a threat to the mother’s life or in cases of rape or incest	51	53	54	50	48	47
Paying for abortions should be a private responsibility, either out-of-pocket or using Blue Cross or other private health care plans	15	15	18	18	18	17
DK/NA	11	7	2	3	3	3

Q.77C When it comes to the funding of abortions, which of the following three opinions is closest to your own?

*In 2002 and 2003, the question was “When it comes to the use of public funds for abortions...which of the following options most closely conforms to your opinion?”, with slightly modified response categories.

Preferred view on funding of abortion

October 2007

	Lib	Con	NDP	BQ	Green Party	Undecided
	%	%	%	%	%	%
Abortions should always be paid using the tax-funded health care system	37	24	39	45	35	26
Abortions should be financed using tax dollars but only in medical emergencies, such as a threat to the mother’s life or in cases of rape or incest	44	51	45	36	46	52
Paying for abortions should be a private responsibility, either out-of-pocket or using Blue Cross or other private health care plans	17	21	13	18	18	15
DK/NA						

Preferred view on funding of abortion?

By opinions on when law should protect human life

October 2007

	From conception on	After three months of pregnancy	After six months of pregnancy	From the point of birth
	%	%	%	%
Abortions should always be paid using the tax-funded health care system	11	36	43	44
Abortions should be financed using tax dollars but only in medical emergencies, such as a threat to the mother's life or in cases of rape or incest	55	50	47	39
Paying for abortions should be a private responsibility, either out-of-pocket or using Blue Cross or other private health care plans	28	13	9	14

Q.77C When it comes to the funding of abortions, which of the following three opinions is closest to your own?

SEPARATE CRIME TO INJURE/KILL FOETUS DURING ATTACK ON THE MOTHER

Seven in ten Canadians support legislation making it a separate crime to injure or kill a foetus during an attack on the mother

In this question, Canadians were told that in the past two years there have been three cases in Canada where pregnant women have been murdered. They were further told that currently in Canada, the Criminal Code does not recognize a foetus as a human being, so someone who injures or kills an unborn child during an attack on the mother cannot be charged with two crimes.

When asked if they support or oppose legislation making it a separate crime to injure or kill a foetus during an attack on the mother, a large majority (72%) support such legislation, while two in ten (22%) are opposed. Three percent say it depends.

Large majorities of two-thirds or more in all regional and demographic groups support legislation making it a separate crime to injure or kill a foetus during an attack on the mother. Support is higher in Manitoba (80%), Saskatchewan (78%) and Atlantic Canada (78%). Support is higher among women (75%) than among men (68%). It is also higher among those living in smaller communities, those with the lowest income, those aged 18 to 29, non-European immigrants and Conservative party supporters.

Support for legislation making it a separate crime to injure or kill a foetus during an attack on the mother varies considerably based on opinions of the point at which human life should receive legal protection. Support is far higher among those who think human life should be legally protected from conception on (89%) than among those who think human life should receive legal protection after three months of pregnancy (78%), six months of pregnancy (67%) and only from the point of birth (55%). However, even among this last group, a slight majority are supportive of this type of legislation.

Support/oppose legislation making it a crime to injure/kill foetus during attack on the mother

October 2007

	2007
	%
Yes, support	72
No, oppose	22
Depends	3
DK/NA	3

Support/oppose legislation making it a crime to injure/kill foetus during attack on the mother

October 2007

	Lib	Con	NDP	BQ	Green Party	Undecided
	%	%	%	%	%	%
Yes, support	71	77	66	71	67	72
No, oppose	23	20	26	22	27	15
Depends	3	1	4	5	4	5
DK/NA	2	2	5	3	2	8

Support/oppose legislation making it a crime to injure/kill foetus during attack on the mother?

By opinions on when law should protect human life

October 2007

	From conception on	After three months of pregnancy	After six months of pregnancy	From the point of birth
	%	%	%	%
Yes, support	89	78	67	55
No, oppose	8	15	24	40
Depends	1	5	7	3
DK/NA	2	2	2	3

Q.119C In the past two years there have been three cases in Canada where pregnant women have been murdered. Currently in Canada, the Criminal Code does not recognize a foetus as a human being, so someone who injures or kills an unborn child during an attack on the mother cannot be charged with two crimes. Would you support or oppose legislation making it a separate crime to injure or kill a foetus during an attack on the mother?

METHODOLOGY REPORT

The results are based on omnibus questions placed on an Environics' FOCUS CANADA survey, conducted with a representative sample of adult Canadians between September 17 and October 14, 2007.

QUESTION DESIGN

The questions were designed by Environics senior researchers in conjunction with representatives from LifeCanada. The questions were pre-tested as part of the overall survey, prior to being finalized.

SAMPLE SELECTION

The sampling method was designed to complete approximately 2,020 interviews within households randomly selected across Canada. The sample is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut, or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on the stratification of the population by ten regions (Atlantic Canada, Metropolitan Montreal, the rest of Quebec, the Greater Toronto Area, the rest of Ontario, Manitoba, Saskatchewan, Alberta, the Greater Vancouver Regional District and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). The final sample was distributed as follows.

	2001 Census*	Weighted N=2,047	Unweighted N=2,047	Margin of Error
CANADA	100	2,047	2,047	+/- 2.2%
Atlantic Canada	8	160	249	+/- 6.2%
Quebec	24	498	500	+/- 4.4%
Ontario	38	771	633	+/- 3.9%
Manitoba	4	77	125	+/- 8.8%
Saskatchewan	3	67	120	+/- 8.9%
Alberta	10	205	200	+/- 6.9%
British Columbia	13	270	220	+/- 6.6%

* Canadians aged 18 years or over in 2001, excluding those in Nunavut, the Northwest Territories and the Yukon

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges

are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is processed through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

Telephone interviewing

Interviewing for this survey was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of five calls were made to a household before classifying it as a “no answer.” From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

COMPLETION RESULTS

A total of 2,047 interviews were completed between September 17 and October 14, 2007. A sample of this size will produce a sampling error of plus or minus 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate for the survey is eight percent.¹ This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 2,114), divided by unresolved numbers (e.g. busy, no answer – 6,443) plus non-responding households or individuals (e.g. refusals, language barrier, missed call-backs – 18,871) plus responding participants (2,114) $[R/(U+IS+R)]$. The disposition of all contacts is as follows.

¹ This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

Completion Results	
Total sample dialled	33,010
UNRESOLVED NUMBERS (U)	6,443
Busy	160
No answer	3,057
Answering machine	3,226
RESOLVED NUMBERS (Total minus Unresolved)	26,567
OUT OF SCOPE (Invalid/ non-eligible)	5,582
Non-residential	500
Not-in-service	4,479
Fax/modem	603
IN SCOPE NON-RESPONDING (IS)	18,871
Refusals – household	8,567
Refusals – respondent	7,137
Language barrier	844
Call-back missed/respondent not available	2,156
Break-offs (interview not completed)	167
IN SCOPE RESPONDING (R)	2,114
Disqualified	0
Quota filled	67
Completed	2,047
RESPONSE RATE [R / (U + IS + R)]	8%