

CANADIAN PRESS / LEGER MARKETING

Canadians and Death

Report



1.0 Study Highlights

- Half of adult Canadians have made a will.

Question : *Have you made a will? IF SO: Is it notarised?*

| n=1501 | YES, notarised | NO, not notarised | NO | Don't know / Refusal |
|--------|----------------|-------------------|-----|----------------------|
| Canada | 43% | 7% | 49% | 2% |

- Six out of ten Canadians have not made any funeral arrangements.

Question : *Have you made any arrangements concerning your funeral either by prearranging your funeral, providing your family with a written document outlining your preferences, by speaking directly to a family member or members or have not made any arrangements?*

| n=1501 | |
|---|-----|
| Prearranged funeral | 11% |
| Document given to your family | 7% |
| Speaking directly to a family member or members | 20% |
| No arrangements | 59% |
| Don't know / Refusal | 3% |

- Three thirds of Canadians would like to be cremated.

Question : *After your death, would you like... ?*

| n=1501 | ... to be cremated | ... to be buried | Don't know / Refusal |
|--------|--------------------|------------------|----------------------|
| Canada | 33% | 53% | 15% |

- Canadians want research donations rather than flowers.

Question : *At your funeral, would you like people to send flowers or make donations to a research foundation?*

| n=1501 | Flowers | Donations to research | Don't know / Refusal |
|--------|---------|-----------------------|----------------------|
| Canada | 7% | 73% | 21% |

- More than four Canadians out of ten would donate their organs.

Question : *Have you made arrangements to donate your organs after death?*

| n=1501 | YES | NO | Don't know |
|--------|-----|-----|------------|
| Canada | 44% | 50% | 5% |

2. Results

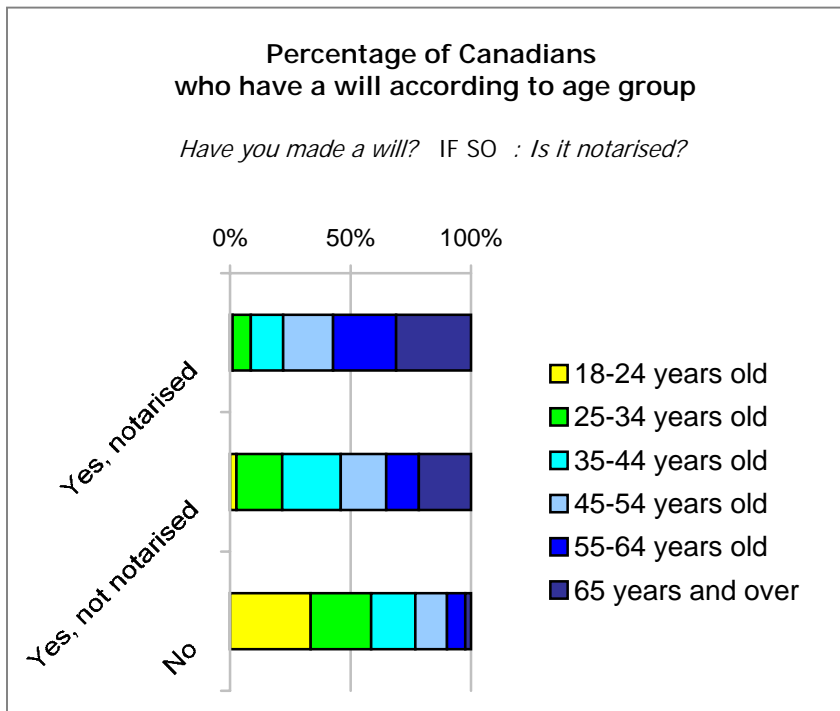
2.1 Half of adult Canadians have made a will

43% of Canadians have a notarised will and 7% have another type of will. The other half of the population would die intestate.

Two features stand out in terms of age groups: 3% of 18-24 year olds and 91% of over-65s have made a will. Although both anglophones and francophones conform to the national average, only 33% of allophones have wills.

Question : *Have you made a will? IF SO : Is it notarised?*

| n=1501 | YES, notarised | YES, not notarised | NO | Don't know / Refusal |
|-----------------------|----------------|--------------------|-----|----------------------|
| 18-24 year olds | 3% | 1% | 97% | 0% |
| 25-34 year olds | 20% | 7% | 73% | 1% |
| 35-44 year olds | 36% | 9% | 53% | 2% |
| 45-54 year olds | 55% | 7% | 38% | 0% |
| 55-64 year olds | 70% | 5% | 22% | 3% |
| 65 years old and over | 83% | 8% | 7% | 2% |
| Canada | 43% | 7% | 49% | 2% |



2.2 Six out of ten Canadians have not made any arrangements for their funeral

59% of Canadians have not made any arrangements for their funeral. However, 20% of Canadians directly informed a family member or members of their funeral preferences, 7% have provided their families with a document outlining their wishes and 11% have a contract for a prearranged funeral.

Men (64%), 18-24 year olds (86%) and allophones (71%) are among those most likely not to have made arrangements.

The most significant differences were the following: 35% of those over 65 have prearranged their funeral, and 6% of francophones have made such an arrangement compared to 12% of anglophones and 14% of Ontarians.

Question : *Have you made any arrangement concerning your funeral either by prearranging your funeral, providing your family with a written document outlining your preferences , by speaking directly to a family member or have you not made any arrangements?*

| n=1501 | Pre-arranged funeral | Document given to the family | Speaking directly to a family member or members | No arrangement | Don't know / Refusal |
|--------------------|----------------------|------------------------------|---|----------------|----------------------|
| Atlantic Provinces | 8% | 4% | 25% | 60% | 3% |
| Quebec | 5% | 11% | 20% | 58% | 6% |
| Ontario | 14% | 7% | 18% | 59% | 2% |
| Prairies | 10% | 6% | 22% | 60% | 2% |
| Alberta | 11% | 4% | 23% | 59% | 3% |
| British Columbia | 12% | 9% | 17% | 59% | 2% |
| Canada | 11% | 7% | 20% | 59% | 3% |

2.3 A third of Canadians would like to be incinerated

33% of Canadians would like to be incinerated while 53% want to be buried. 15% could not or would not answer the question.

35% who would like to be cremated and 44% of those who want to be buried have made arrangements for it to be done.

More men (36%) than women (29%) would prefer to be cremated. Quebeckers (53%) and 18-24 year olds (43%) are more likely to want to be cremated. However, 65% of over-65s, 75% of British Columbians, and 59% of university graduates would rather be buried.

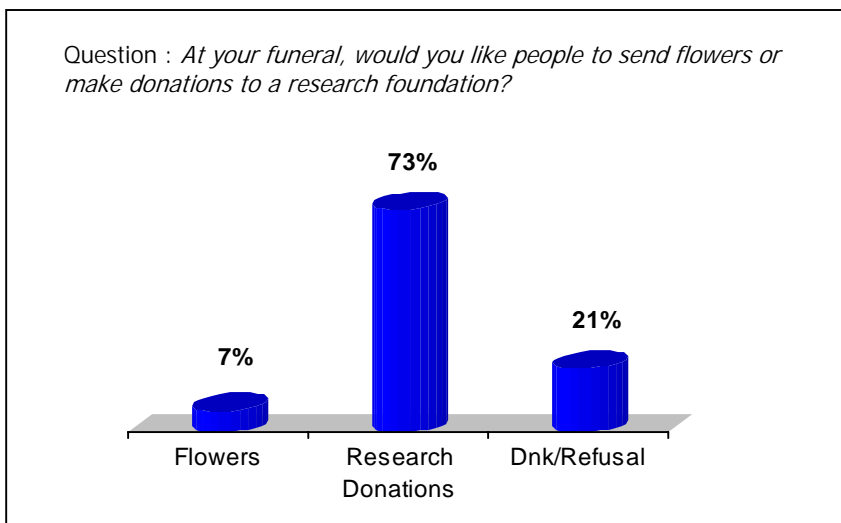
Question : *After your death would you like ... ?*

| n=1501 | ... to be cremated | ... to be buried | Don't know / Refusal |
|--------------------|-----------------------|------------------|-------------------------|
| Atlantic Provinces | 33% | 58% | 9% |
| Quebec | 53% | 32% | 15% |
| Ontario | 29% | 53% | 18% |
| Prairies | 19% | 64% | 17% |
| Alberta | 26% | 60% | 14% |
| British Columbia | 15% | 75% | 10% |
| Canada | 33% | 53% | 15% |

2.4 Canadians want research donations rather than flowers

At their funeral, 73% of Canadians would prefer mourners to make donations to research rather than give flowers, while 7% would rather have flowers.

It should be highlighted that 41% of those who would like mourners to make donations have either made arrangements, or have provided their family with written or spoken instructions. However, 58% of those who would prefer donations to be made have not made any arrangements.



2.5 More than four Canadians out of four would donate their organs

44% of Canadians plan to donate their organs when they die, while 50% have no intention of doing so.

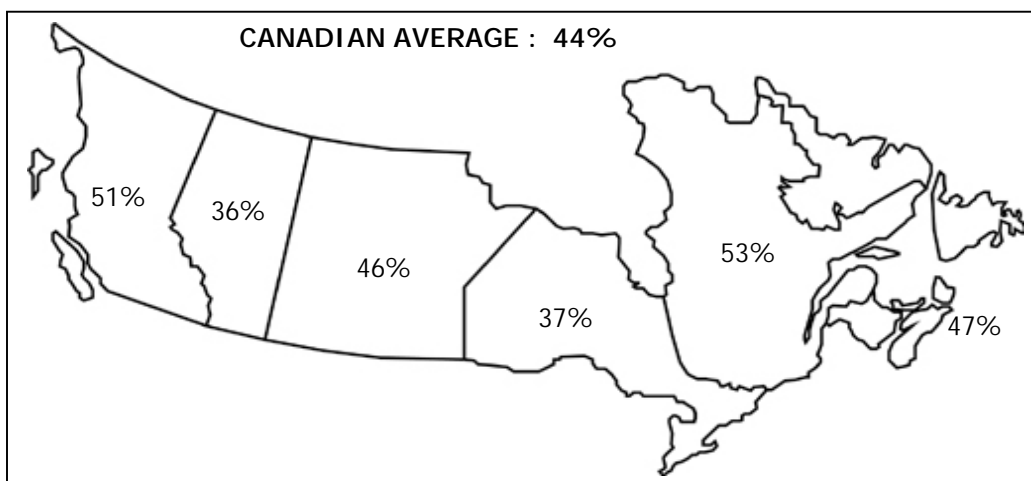
Only 45% of those who plan to donate their organs have made written or oral arrangements for their funerals.

More Quebecers (53%) plan on donating their organs, while Ontarians (59%) are the ones least likely to do so. Those with a higher income (54%) and a higher level of education (53%) are more open to organ donation.

Question : *Have you made arrangements to donate your organs after death?*

| n=1501 | YES | NO | Don't know |
|--------------------|-----|-----|------------|
| Atlantic Provinces | 47% | 48% | 5% |
| Quebec | 53% | 37% | 10% |
| Ontario | 37% | 59% | 4% |
| Prairies | 46% | 49% | 4% |
| Alberta | 36% | 60% | 4% |
| British Columbia | 51% | 43% | 6% |
| Canada | 44% | 50% | 5% |

Proportion of Canadians who plan on donating their organs after death



3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 19 and November 24, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1502 respondents is of ± 2.5 , 19 times out of 20.