



March 2011

Euthanasia Study

Job No. 110302

Prepared for
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DYING WITH DIGNITY - NSW
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Market &
Social
Research
ISO 20252
SAI GLOBAL

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METHODOLOGY

Sample

- Conducted among 333 respondents aged 18 years and over in News South Wales only.
- Respondents were selected via a random sample process which included:
 - a quota being set for each capital city and non-capital city area, and within each of these areas, a quota being set for groups of statistical divisions or subdivisions;
 - random selection of household telephone numbers within each area;
 - random selection of an individual in each household by a "last birthday" screening question.

Interviewing

- Conducted by telephone over the period of 4-6 March 2011 by fully trained and personally briefed interviewers.
- To ensure the sample included those people who tend to spend a lot of time away from home, a system of call backs and appointments was incorporated.

Weighting

- To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.

ISO 20252 - Market, Social and Opinion Research

- This study was carried out in compliance with ISO 20252 - Market, Social and Opinion Research.



SECTION YY- PROG NOTE: ASK RESPONDENTS IN NSW ONLY. OTHERS GO TO NEXT SECT

YY1 The next question is of a sensitive nature but your honest answers are important to us. Thinking now about voluntary euthanasia (**PRON youth-an-asia**). If, or not? **DO NOT READ**

PROG NOTE:
- SINGLE RESPONSE

1	Yes
2	No
3	Don't know
4	Refused



DEMOGRAPHICS

- 1 To make sure we're speaking to a cross-section of people, please tell me if you are aged...? **READ OUT 01-04 IF AGED 18-34 OR 05-11 IF AGED 35 AND OVER**
- | | | | |
|------------|-----------|--------------|----|
| 18-19..... | 01 | 40-44..... | 06 |
| 20-24..... | 02 | 45-49..... | 07 |
| 25-29..... | 03 | 50-54..... | 08 |
| 30-34..... | 04 | 55-59..... | 09 |
| 35-39..... | 05 | 60-64..... | 10 |
| | | 65+..... | 11 |
| | | REFUSED..... | 12 |
- 2 **RECORD SEX** → MALE..... 1
FEMALE..... 2
- 3 Are you the person who is **most** responsible for doing the household grocery shopping?
IF UNSURE / SHARED EQUALLY WITH SOMEONE ELSE CODE AS "YES" IE CODE 1
- YES..... 1
NO..... 2
- 4(a) How many people aged 18 years or over live in your household, including yourself?
- | | | | |
|---------------------------|---|---------------|-----------------|
| | | ---4(a)--- | ---4(b)--- |
| | | ADULTS | CHILDREN |
| ONE..... | 1 | | 1 |
| TWO..... | 2 | | 2 |
| THREE..... | 3 | | 3 |
| FOUR..... | 4 | | 4 |
| FIVE..... | 5 | | 5 |
| SIX+..... | 6 | | 6 |
| NONE..... | - | | 7 |
| DON'T KNOW / REFUSED..... | 8 | | 8 |
- 4(b) And how many children aged 17 years or younger live in your household?
- | | |
|---------------------------|---|
| ONE..... | 1 |
| TWO..... | 2 |
| THREE..... | 3 |
| FOUR..... | 4 |
| FIVE..... | 5 |
| SIX+..... | 6 |
| NONE..... | 7 |
| DON'T KNOW / REFUSED..... | 8 |
- 5 Are you in paid employment full time, part time or not at all?
IF UNSURE / CASUAL / SELF EMPLOYED Is that closer to full time or part time hours?
- FULL TIME..... 1
PART TIME..... 2
NOT AT ALL..... 3
DON'T KNOW / REFUSED..... 4
- 6 To help us ensure we have a representative sample could you please tell me the highest level of primary or secondary school you personally have completed? Was it...? **READ OUT 1-3**
- YEAR 9 OR BELOW..... 1
YEAR 10..... 2
OR, YEAR 11 OR 12..... 3
DON'T KNOW / REFUSED..... 4
- 7 And **apart** from primary and secondary school, what is the highest level of education you personally have **completed**?
Was it...? **READ OUT 1-3**
- SR**
A DIPLOMA OR CERTIFICATE FROM A COLLEGE OR TAFE, INCLUDING AN APPRENTICESHIP..... 1
A DEGREE OR DIPLOMA FROM A UNIVERSITY..... 2
OR, NONE OF THESE..... 3
REFUSED / DON'T KNOW..... 4
- 8 Which **one** of the following best describes your present marital status?
READ OUT 1-6
- SR**
NEVER MARRIED..... 1
DEFACTO OR LIVE TOGETHER..... 2
MARRIED..... 3
SEPARATED BUT NOT DIVORCED..... 4
DIVORCED..... 5
WIDOWED..... 6
REFUSED..... 7
- 9 Could I please have the occupation of the main income earner of your household?
IF NECESSARY Could I also have the position or job title of the main income earner of your household?
-
- 10 Is your household's combined annual income from all sources, before tax...
READ OUT A-D. Would that be...? READ OUT 02-04 IF 30 TO 59, 06-08 IF 60 TO 89 OR 10-11 IF 90 THOUSAND OR MORE
- | | | |
|--------------------------------|--|---|
| INTERVIEWER INFORMATION | UNDER \$30,000 PA IS UNDER \$577 PER WEEK | A) UNDER 40 THOUSAND DOLLARS |
| | \$30,000-\$39,999 PA IS \$577-\$769 PER WEEK | UNDER 30 THOUSAND..... 01 |
| | \$40,000-\$49,999 PA IS \$770-\$962 PER WEEK | OR, 30 TO 39 THOUSAND DOLLARS..... 02 |
| | \$50,000-\$59,999 PA IS \$963-\$1,154 PER WEEK | REFUSED / DON'T KNOW..... 03 |
| | \$60,000-\$69,999 PA IS \$1,155-\$1,346 PER WEEK | B) 40 TO 79 |
| | \$70,000-\$79,999 PA IS \$1,347-\$1,538 PER WEEK | 40 TO 49 THOUSAND..... 04 |
| | \$80,000-\$89,999 PA IS \$1,539-\$1,731 PER WEEK | 50 TO 59..... 05 |
| | \$90,000-\$99,999 PA IS \$1,732-\$1,923 PER WEEK | 60 TO 69..... 06 |
| | \$100,00-\$109,999 PA IS \$1,924-\$2,115 PER WEEK | OR, 70 TO 79 THOUSAND DOLLARS..... 07 |
| | OVER \$110,000 PA IS OVER \$2,115 PER WEEK | REFUSED / DON'T KNOW..... 08 |
| | | C) OR, 80 THOUSAND OR MORE |
| | | 80 TO 89 THOUSAND..... 09 |
| | | 90 TO 99..... 10 |
| | | 100 TO 109..... 11 |
| | | OR, 110 THOUSAND DOLLARS OR MORE ... 12 |
| | REFUSED / DON'T KNOW..... 13 | |
| | REFUSED..... 14 | |
| | DON'T KNOW..... 15 | |



COMPUTER TABLES

Base and filters

- BASE - 'Weighted respondents' (WTD RESP) - the total number of completed interviews weighted to reflect the latest Australian Bureau of Statistics population estimates. Expressed in thousands (000's).
- FILTERS - Screen the questionnaires so that only certain types of respondents will be represented in the table.

Analysis panel

- Comprises demographic or other discriminators, sub-divided into standard groups.
 - 1 SEX - Male, Female
 - 2 AGE - 18-24 years, 25-34 years, 35-49 years, 50-64 years, 65+ years.
 - 3 GROCERY BUYER - Whether the respondent is the person in the household most responsible for doing the weekly grocery shopping
Yes, No
 - 4 CHILDREN - Whether there are children under the age of 18 currently living in the household.
Yes, No
 - 5 MARITAL STATUS
Married - married, defacto or living together
Not married - never married, divorced, separated or widowed



- 6 WORK STATUS - Whether the respondent is in paid employment:
Full time, Part time, Not at all

- 7 AREA
Sydney - the Statistical divisions of Sydney as defined by the Australian Bureau of Statistics
Rest of NSW

- 8 SOCIO ECONOMIC STATUS (SES) - Based on the occupation of the main income earner of the household, using the ABS ANZSCO statistical classification. Subdivided into:

White collar - professional, para-professional, manager, administrator, clerk, salesperson or other white collar worker.

Blue collar - tradesperson, plant and machine operator, labourer, retired with previous occupation unknown, other blue collar workers, student, home duties or unemployed.

- 9 HIGHEST EDUCATION COMPLETED - Primary / secondary school, College / apprenticeship, University degree

- 10 HOUSEHOLD INCOME - Household's combined annual income from all sources before tax (for respondents specifying household income)
Less than \$39,999, \$40,000 - \$79,999, \$80,000+



Respondents and weighted respondents

- **RESPONDENTS** - The total number of completed interviews before weighting has been applied. The figure directly below the 'Total' is the number of respondents included in that table. The number of respondents included in any particular column appears at the top of the column.
- **WTD RESP (000's)** - The population estimates represented by the respondents, expressed in thousands. The percentages in the main body of the table are based on these weighted figures.

Questions

- Down the left side of the page is a question description and response frame.

Totals

- Column totals appear across the bottom of the table. These will be greater than 100 percent if there have been multiple responses by individuals.

FORMAT OF RESULTS

- Data also available on disc in Surveycraft, TABGEN, SPSS, SYSTAT or ASCII formats.



NEWSPOLL
TABLE 1

STANDARD ANALYSIS PANEL I *BY* QYY1.DOCTOR ALLOWED TO PROVIDE LETHAL DOSE
BASE: WID. RESP.(000's)/COLUMN
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	SEX		AGE						GROCERY BUYER		CHILDREN		MARITAL STATUS		WORK STATUS			
		MALE	FEMALE	18-24	25-34	TOTAL 18-34	35-49	50-64	65+	TOTAL 50+	YES	NO	YES	NO	MARRIED	NOT MARRIED	FULL -TIME	PART -TIME	NOT AT ALL
RESPONDENTS	333	167	166	27	61	88	92	71	82	153	236	97	112	221	206	127	124	66	143
	100.0%	50.2%	49.8%	8.1%	18.3%	26.4%	27.6%	21.3%	24.6%	45.9%	70.9%	29.1%	33.6%	66.4%	61.9%	38.1%	37.2%	19.8%	42.9%
WID. RESP.(000's)	5601	2749	2852	722	1041	1763	1521	1299	1018	2317	3919	1682	1931	3670	3198	2403	2011	1205	2385
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.1%	50.9%	12.9%	18.6%	31.5%	27.2%	23.2%	18.2%	41.4%	70.0%	30.0%	34.5%	65.5%	57.1%	42.9%	35.9%	21.5%	42.6%
QYY1.DOCTOR ALLOWED TO PROVIDE LETHAL DOSE																			
Yes	4672	2304	2368	647	836	1483	1301	1096	792	1888	3301	1371	1612	3060	2687	1985	1741	943	1988
	83.4%	83.8%	83.0%	89.6%	80.3%	84.1%	85.5%	84.4%	77.8%	81.5%	84.2%	81.5%	83.5%	83.4%	84.0%	82.6%	86.6%	78.2%	83.4%
	100.0%	49.3%	50.7%	13.8%	17.9%	31.7%	27.9%	23.5%	16.9%	40.4%	70.7%	29.3%	34.5%	65.5%	57.5%	42.5%	37.3%	20.2%	42.6%
No	541	202	339	75	117	192	77	81	190	271	357	184	177	364	299	242	106	160	275
	9.7%	7.3%	11.9%	10.4%	11.3%	10.9%	5.1%	6.2%	18.7%	11.7%	9.1%	10.9%	9.1%	9.9%	9.4%	10.1%	5.3%	13.2%	11.5%
	100.0%	37.3%	62.7%	13.9%	21.7%	35.6%	14.3%	15.0%	35.2%	50.1%	66.1%	33.9%	32.7%	67.3%	55.3%	44.7%	19.6%	29.5%	50.9%
Don't know	304	173	130		44	44	130	108	22	130	220	83	101	203	141	163	108	103	93
	5.4%	6.3%	4.6%		4.2%	2.5%	8.6%	8.3%	2.2%	5.6%	5.6%	5.0%	5.2%	5.5%	4.4%	6.8%	5.4%	8.5%	3.9%
	100.0%	57.1%	42.9%		14.3%	14.3%	42.9%	35.5%	7.3%	42.8%	72.5%	27.5%	33.2%	66.8%	46.5%	53.5%	35.6%	33.8%	30.7%
Refused	84	70	14		44	44	12	14	14	28	41	44	42	42	70	14	56		28
	1.5%	2.6%	0.5%		4.2%	2.5%	0.8%	1.1%	1.4%	1.2%	1.0%	2.6%	2.2%	1.2%	2.2%	0.6%	2.8%		1.2%
	100.0%	83.0%	17.0%		52.2%	52.2%	14.6%	16.5%	16.7%	33.2%	48.0%	52.0%	49.8%	50.2%	83.0%	17.0%	66.8%		33.2%
TOTALS	5601	2749	2852	722	1041	1763	1521	1299	1018	2317	3919	1682	1931	3670	3198	2403	2011	1205	2385
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.1%	50.9%	12.9%	18.6%	31.5%	27.2%	23.2%	18.2%	41.4%	70.0%	30.0%	34.5%	65.5%	57.1%	42.9%	35.9%	21.5%	42.6%



EUTHANASIA STUDY - 4/6 MAR 2011

NEWSPOLL
TABLE 2

STANDARD ANALYSIS PANEL II *BY* QYY1.DOCTOR ALLOWED TO PROVIDE LETHAL DOSE
BASE: WID. RESP.(000's)/COLUMN
WEIGHTS: HIGHEST LEVEL OF SCHOOLING COMPLETED/AGE\SEX\AREA

	TOTAL	AREA		S.E.S.		HIGHEST EDUCATION COMPLETED			HOUSEHOLD INCOME		
		SYDNEY	REST OF NSW	WHITE	BLUE	PRIMARY\ -SECOND -ARY SCHOOL	COLLEGE\ -APPRENT -ICESHIP	UNIVER -SITY DEGREE	LESS THAN \$40000	\$40000 - \$79999	\$80000+
RESPONDENTS	333	200	133	180	153	93	127	113	87	61	136
	100.0%	60.1%	39.9%	54.1%	45.9%	27.9%	38.1%	33.9%	26.1%	18.3%	40.8%
WID. RESP.(000's)	5601	3554	2047	2826	2775	1797	2285	1519	1529	1052	2107
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	63.5%	36.5%	50.5%	49.5%	32.1%	40.8%	27.1%	27.3%	18.8%	37.6%
QYY1.DOCTOR ALLOWED TO PROVIDE LETHAL DOSE											
Yes	4672	2863	1809	2391	2281	1505	1938	1228	1274	873	1799
	83.4%	80.5%	88.4%	84.6%	82.2%	83.8%	84.8%	80.9%	83.3%	83.0%	85.4%
	100.0%	61.3%	38.7%	51.2%	48.8%	32.2%	41.5%	26.3%	27.3%	18.7%	38.5%
No	541	395	146	273	268	152	169	220	200	50	228
	9.7%	11.1%	7.1%	9.7%	9.6%	8.5%	7.4%	14.5%	13.1%	4.8%	10.8%
	100.0%	73.0%	27.0%	50.5%	49.5%	28.1%	31.3%	40.6%	37.0%	9.3%	42.2%
Don't know	304	226	77	91	212	126	136	42	55	71	79
	5.4%	6.4%	3.8%	3.2%	7.6%	7.0%	5.9%	2.8%	3.6%	6.7%	3.8%
	100.0%	74.5%	25.5%	30.1%	69.9%	41.3%	44.7%	14.0%	18.1%	23.2%	26.1%
Refused	84	71	14	70	14	14	42	28		58	
	1.5%	2.0%	0.7%	2.5%	0.5%	0.8%	1.8%	1.9%		5.5%	
	100.0%	83.5%	16.5%	83.3%	16.7%	16.7%	49.8%	33.4%		68.9%	
TOTALS	5601	3554	2047	2826	2775	1797	2285	1519	1529	1052	2107
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	63.5%	36.5%	50.5%	49.5%	32.1%	40.8%	27.1%	27.3%	18.8%	37.6%



NEWSPOLL TERMS AND CONDITIONS

A) Professional behaviour and Privacy

NEWSPOLL is a member of the Association of Market & Social Research Organisations and is ISO20252 quality accredited. Newspoll adheres to the Code of Professional Behaviour of the Australian Market & Social Research Society and the Market and Social Research Privacy Principles. The Code of Professional Behaviour includes the following key requirements:

1. Confidentiality

Clients' identities will not be revealed to respondents nor to any third party without the client's consent or unless Newspoll becomes legally obliged to do so. Respondents' identities will not be revealed to clients without the respondent's consent and only in cases where the information is to be used for research purposes and the intended use has been explained to respondents.

2. Ownership of information and retention of records

Results to a research study commissioned by a client become the property of the client. Results to syndicated studies remain the property of NEWSPOLL.

All research proposals, research designs, questionnaires and processing techniques, including systems of weighting, remain the property of NEWSPOLL.

Unless specified otherwise, any hard copy or electronic material provided by a client for the conduct of a project will be retained by Newspoll and stored in a secure location. Documentation and research results (both hard copy and electronic) associated with projects are kept for a minimum of two years.

3. Publication of results

Clients choosing to release the findings of a NEWSPOLL survey must ensure that the results are represented in an objective and non-misleading fashion.

NEWSPOLL advises that all questions must be objective and not intentionally misleading or attempting to elicit a desired response. NEWSPOLL must be consulted and agree in advance on the form and content of any intended release. NEWSPOLL must be provided with a copy of the proposed release and given 48 hours for its review. Up to two executive hours will be made available for this review process. Additional reviewing time, if required, will be charged at an hourly rate. NEWSPOLL is obliged to take action to correct any misleading statements about the research or its findings. **The NEWSPOLL name may be used only in cases where these conditions have been satisfied.**

B) Conditions of agreement between NEWSPOLL and clients

1. Reporting

Standard reporting comprises computer tables provided in electronic PDF format. For Omnibus studies tables include two standard demographic banners. Optional summary reports if required will be provided electronically in Microsoft Word or PowerPoint.

2. Conduct of fieldwork

From time to time Newspoll employs the services of associated companies to assist with fieldwork related services. Newspoll reserves the right to do so when required.

3. Costs and confirmation of costs

Costs for a study can be confirmed only after agreement on questionnaire outline or on sighting a draft client questionnaire. Changes to agreed research specifications and/or questionnaire will result in a cost revision. Unless otherwise specified, all quoted costs refer to Australian dollars and reflect current year's rates, effective for the January - December period. Costs are quoted exclusive of GST. For Australian clients, GST will be shown separately on a tax invoice and must be paid for by the client.

4. Omnibus bookings, approvals and late changes

Space on Newspoll's Omnibuses is limited to ensure high quality response. Final approval of a questionnaire refers to approval, after all agreed changes, to a questionnaire developed or formatted by Newspoll and submitted to a client for review. Questionnaires approved, or bookings made, after the following deadlines are subject to late surcharges:

	Final Questionnaire Approval Deadline	Late surcharge	
Telephone Omnibus			
Fri - Sun	Thurs 11:00am	After 11:00am	15% of study cost, min \$450 plus GST
Mon - Wed or Mon - Thurs	Thurs 5:00pm	After 5:00pm	15% of study cost, min \$450 plus GST
Online Omnibus			
Thurs-Sun	Tues 4:00pm	Questionnaires must be finalised and approved by specified deadline, otherwise they cannot be included in the Online Omnibus and cancellation charges apply (see section 5. below)	

5. Cancellation charges

NEWSPOLL reserves the right to charge a fee where a confirmed booking is made and the project is subsequently cancelled. Cancellation fees are based on the amount of work completed and costs incurred. They are subject to a minimum 10% charge if questionnaire development has begun, up to the full cost of the project if fieldwork or analysis has commenced.

6. Postponement charges

NEWSPOLL reserves the right to charge a fee based on any costs incurred where a confirmed booking is made and the project is subsequently postponed. .

7. Invoicing and payment terms

Omnibus studies are invoiced in full on delivery of results or for multi-round studies 50% will be invoiced at the commencement of the study and 50% on provision of results. Custom studies are invoiced 50 percent upon commissioning and 50% upon provision of results.

Full payment of invoices is requested within 7 days of invoice date. Newspoll reserves the right to impose a late payment surcharge of up to \$1,000 per month for invoices unpaid after 30 days. NEWSPOLL also reserves the right to delay the commencement of any study if there are overdue invoices from previous studies.

8. Data accuracy

Newspoll recommends the data collection approach it considers to be most appropriate for your objectives and budget.

Telephone is consistently the most accurate method for conducting quantitative research, due to its ability to provide the most representative samples. This is why Newspoll's highly visible political and public opinion polls continue to be conducted by phone. A key strength of online surveys is the ability to use visual aids, such as advertising, packs and logos. It can often, though not always, provide a cost saving when compared to an equivalent phone survey. However these benefits come at the expense of reduced certainty about the representativeness of the sample and therefore the accuracy of any findings.

Our experience suggests that, even after weighting the samples to the same population profile, the results from online panel studies can be quite different, from an equivalent random probability phone survey and these differences are not always easy to predict. As a rule online panel surveys should not generally be used where the success of the project depends on accurate measurement of attitudes and behaviour.

