

# Most Canadians support or somewhat support national pharmacare and more paid leave for fathers, but oppose raising taxes

National survey released March, 2018  
Project 2018-1190b



**THE GLOBE AND MAIL** 

 **NANOS SURVEY**

# Summary

While close to three quarters of Canadians support or somewhat support national pharmacare and more than half support or somewhat support increasing parental paid leave for fathers, six in ten oppose raising taxes to pay for new social policies.

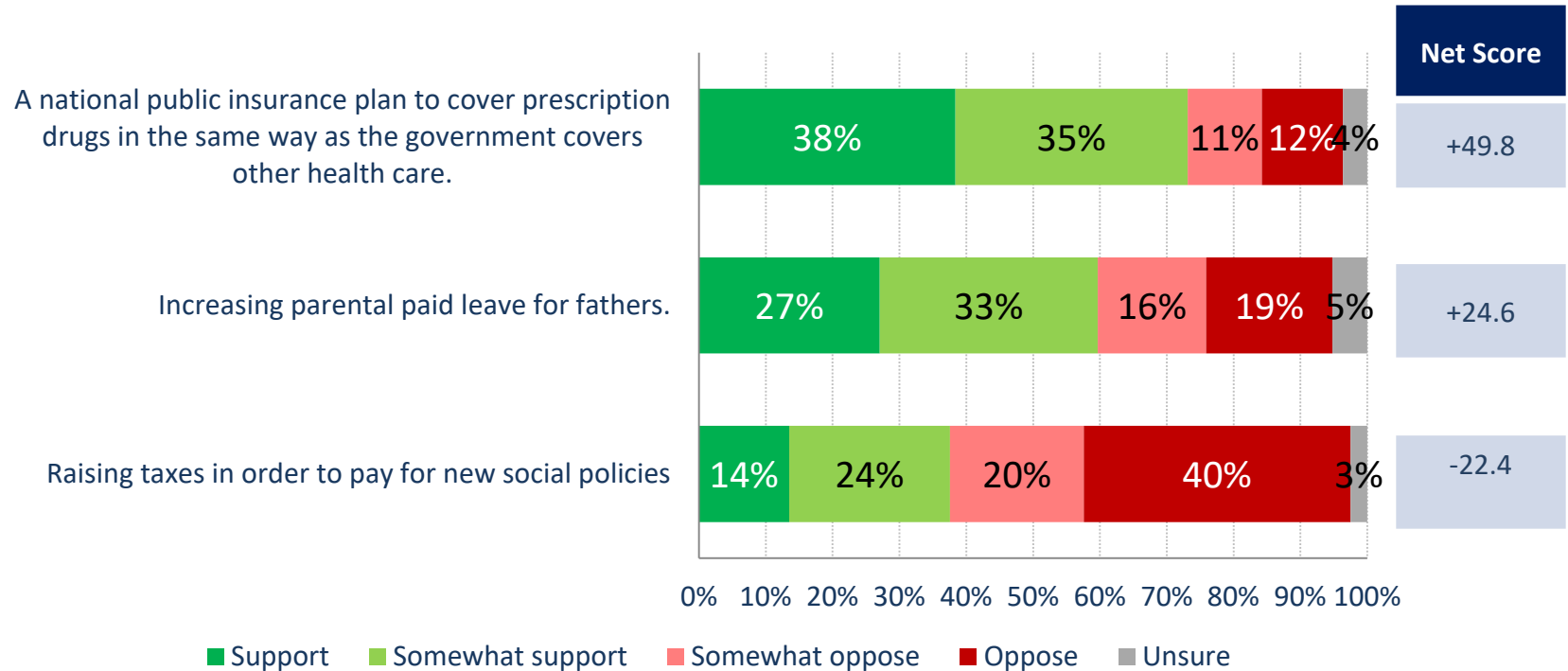
- **Nearly three quarter of Canadians support or somewhat support national pharmacare** – Nearly three in four Canadians support (38%) or somewhat support (35%) a national public insurance plan to cover prescription drugs in the same way as the government covers other health care. Less than a quarter somewhat oppose (11%) or oppose (12%) this. Four per cent are unsure.
- **More than half of Canadian support or somewhat support increasing paid parental leave for fathers** – The majority of Canadians support (27%) and somewhat support (33%) increasing paid parental leave for fathers, while 16 per cent somewhat oppose it and 19 per cent oppose this. Five per cent are unsure.
- **Six in ten Canadians oppose or somewhat oppose raising taxes to pay for social policies** – Six in ten Canadians oppose (40%) or somewhat oppose (20%) raising taxes in order to pay for new social policies. Fourteen per cent support and 24 per cent somewhat support this. Three per cent are unsure.

These observations are based on 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 March 7<sup>th</sup> to 12<sup>th</sup>, 2018 as part of an omnibus survey. 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. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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

# Support for government policies

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7<sup>th</sup> to 12<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

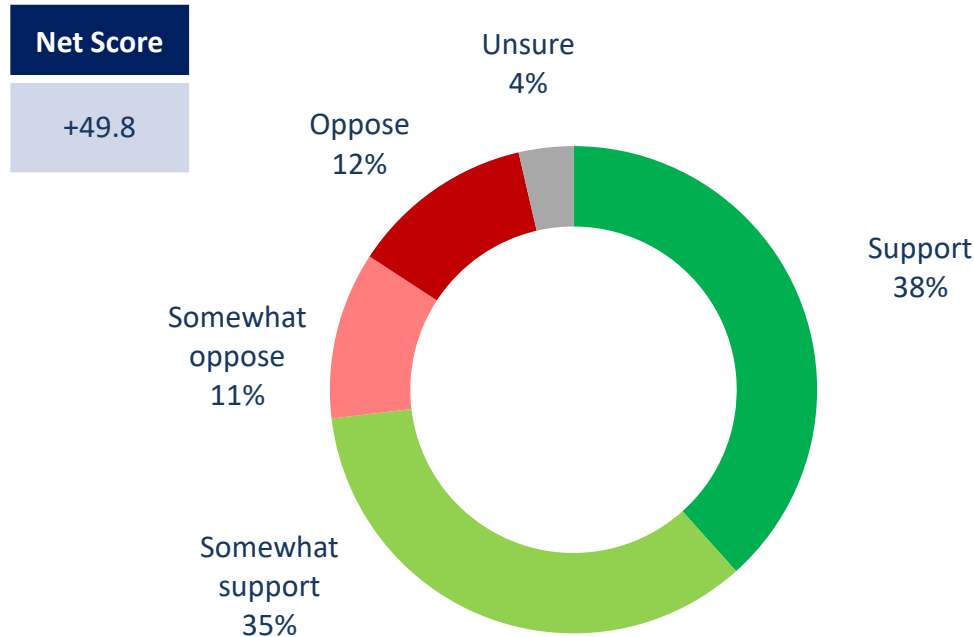


\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose each of the following?  
[RANDOMIZE]

# Support for national public insurance plan

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7<sup>th</sup> to 12<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	78.8%
Quebec (n=250)	69.9%
Ontario (n=300)	73.4%
Prairies (n=200)	71.1%
British Columbia (n=150)	76.7%
Male (n=510)	70.4%
Female (n=490)	75.8%
18 to 34 (n=214)	76.7%
35 to 54 (n=376)	71.2%
55 plus (n=410)	72.3%

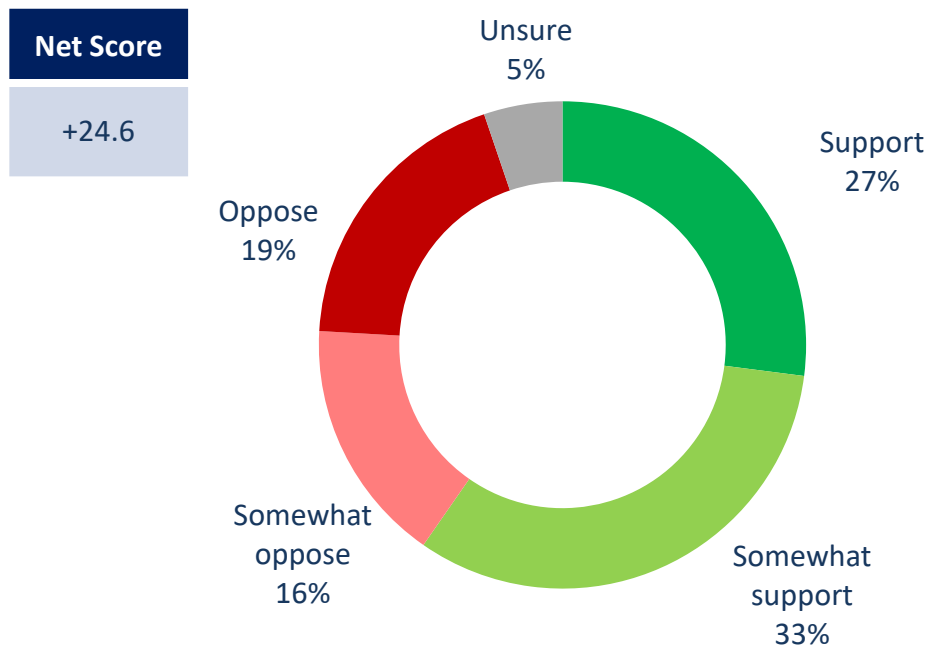
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose each of the following?  
[RANDOMIZE]

A national public insurance plan to cover prescription drugs in the same way as the government covers other health care.

# Support for increasing paid parental leave for fathers

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7<sup>th</sup> to 12<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	54.5%
Quebec (n=250)	56.8%
Ontario (n=300)	64.8%
Prairies (n=200)	57.8%
British Columbia (n=150)	60.1%
Male (n=510)	56.6%
Female (n=490)	62.6%
18 to 34 (n=214)	73.1%
35 to 54 (n=376)	61.8%
55 plus (n=410)	48.5%

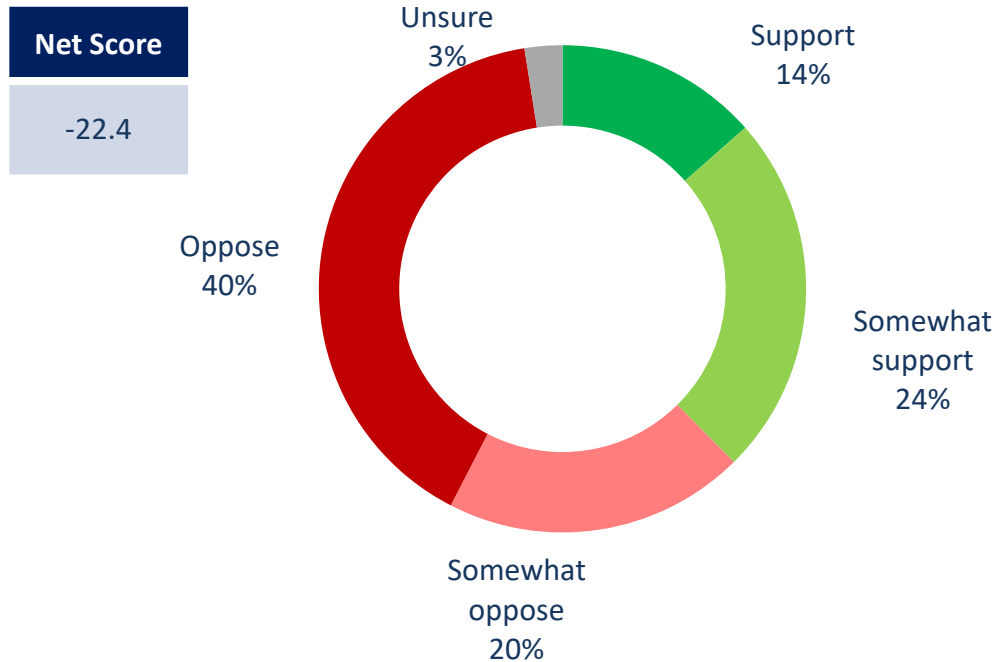
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose each of the following?  
[RANDOMIZE]

Increasing parental paid leave for fathers.

# Support for raising taxes to pay for social policies

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7<sup>th</sup> to 12<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Oppose/ Somewhat oppose
Atlantic (n=100)	58.6%
Quebec (n=250)	64.2%
Ontario (n=300)	59.5%
Prairies (n=200)	66.1%
British Columbia (n=150)	46.3%
Male (n=510)	62.6%
Female (n=490)	57.3%
18 to 34 (n=214)	56.1%
35 to 54 (n=376)	59.4%
55 plus (n=410)	63.1%

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

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose each of the following?  
[RANDOMIZE]

Raising taxes in order to pay for new social policies



## 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 March 7<sup>th</sup> and 12<sup>th</sup>, 2018 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  $\pm 3.1$  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	Element	Description
Organization who commissioned the research	Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2016) 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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. The preceding modules related to top issues of national concern, on the Minister of Finance's performance, healthcare, the performance of the federal government and trade.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	March 7 <sup>th</sup> to 12 <sup>th</sup> , 2018.		
Language of Survey	The survey was conducted in both English and French.		



# 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.



# Tabulations



**2018-1190b – Globe and Mail/Nanos Survey – Social Policies - STAT SHEET**
**Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]**

			Region					Gender		Age			
			Canada 2018-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - A national public insurance plan to cover prescription drugs in the same way as the government covers other health care.	Total	Unwgt N	1000	100	250	300	200	150	510	490	214	376	410
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	38.4	40.1	31.2	39.8	40.3	43.7	37.8	39.0	40.7	39.8	35.5
	Somewhat support	%	34.7	38.7	38.7	33.6	30.8	33.0	32.6	36.8	36.0	31.4	36.8
	Somewhat oppose	%	11.1	10.0	13.1	12.1	8.9	9.5	12.0	10.2	11.1	12.3	10.1
	Oppose	%	12.2	8.3	10.9	12.4	16.8	10.1	13.8	10.6	9.5	13.1	13.2
	Unsure	%	3.6	2.9	6.1	2.1	3.2	3.7	3.8	3.4	2.7	3.4	4.5

			Region					Gender		Age			
			Canada 2018-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Increasing parental paid leave for fathers.	Total	Unwgt N	1000	100	250	300	200	150	510	490	214	376	410
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	27.0	23.9	22.4	29.7	25.2	34.0	25.7	28.3	42.5	27.0	16.3
	Somewhat support	%	32.6	30.6	34.4	35.1	32.6	26.1	30.9	34.3	30.6	34.8	32.1
	Somewhat oppose	%	16.2	18.5	23.8	12.3	12.8	14.6	15.9	16.6	10.6	14.5	21.7
	Oppose	%	18.9	21.2	15.3	17.2	26.0	17.2	22.0	15.8	11.1	19.1	24.0
	Unsure	%	5.2	5.8	4.1	5.7	3.4	8.1	5.5	4.9	5.1	4.6	5.8

**2018-1190b – Globe and Mail/Nanos Survey – Social Policies - STAT SHEET**

			Region					Gender		Age			
			Canada 2018-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Raising taxes in order to pay for new social policies	Total	Unwgt N	1000	100	250	300	200	150	510	490	214	376	410
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	13.5	9.3	7.7	16.3	13.1	20.9	10.5	16.3	14.0	14.7	12.1
	Somewhat support	%	24.1	30.7	22.6	23.2	20.0	29.4	25.2	23.0	26.2	23.6	23.0
	Somewhat oppose	%	20.0	19.4	28.4	17.1	15.7	17.9	18.4	21.6	20.3	17.2	22.2
	Oppose	%	39.9	39.2	35.8	42.4	50.3	28.4	44.3	35.7	35.9	42.1	40.8
	Unsure	%	2.5	1.4	5.5	1.0	0.8	3.3	1.7	3.3	3.6	2.4	1.8