

# **A comfortable majority of Canadians rated spending more tax dollars to ensure that funding is available for seniors to access the care they need and to make sure that the government transfers for health care to the provinces grow as our health care needs grow as a high or medium priority**

Save Your Skin Foundation | Summary | Confidential | Draft

Conducted by Nanos for Save Your Skin Foundation, April 2019

Submission 2019-1408



save your skin  
FOUNDATION



LA FONDATION  
sauve ta peau




Close to nine in ten Canadians rate spending more tax dollars so that funding is available for seniors to access the care they need in the last years of their life as a high or medium priority

A strong majority of Canadians rated spending more tax dollars to ensure that funding is available so that seniors can access the care they need and spending more tax dollars to make sure that as our health care needs grow, the government transfers for health care to the provinces grow as a high or medium priority. One in two Canadians prefer a nationally managed federal program over the federal government transferring money to the provinces/territories so they can each improve their existing drug programs if the federal government was to introduce a new Pharmacare program.

- **Nearly nine in ten Canadians rate spending more tax dollars so that funding is available for seniors to access the care they need in the last years of their life as a high or medium priority** – Asked to rate the priority of spending more tax dollars so that funding is available for seniors to access the care they need in the last years of their life, while thinking of all the priorities the government of Canada has, nearly nine in ten Canadians say it is a high priority (55%) or a medium priority (34%), while less than one in ten say it is a low priority (six per cent) or not a priority (one per cent). Four per cent are unsure.
- **Seven in ten Canadians rate spending more tax dollars to fight cancer as a high or medium priority** – Asked to rate the priority of spending more tax dollars to fight cancer while thinking of all the priorities the government of Canada has, over seven in ten Canadians rate it as a medium (42%) or high priority (30%). Just under one in four rate it as a low priority (17%) or not a priority (six per cent). Five per cent are unsure.
- **Close to nine in ten Canadians rate spending more tax dollars to make sure that as our health care needs grow, the government transfers for health care to the provinces grow as a high or medium priority** – Asked to rate the priority of spending more tax dollars to make sure that as our health care needs grow, the government transfers for health care to the provinces grow while thinking of all the priorities the government of Canada has, close to nine in ten Canadians rate it as a high priority (55%) or a medium priority (32%) and under one in ten rate it as a low priority (six per cent). Two per cent say it is not a priority and five per cent are unsure.

# SUMMARY



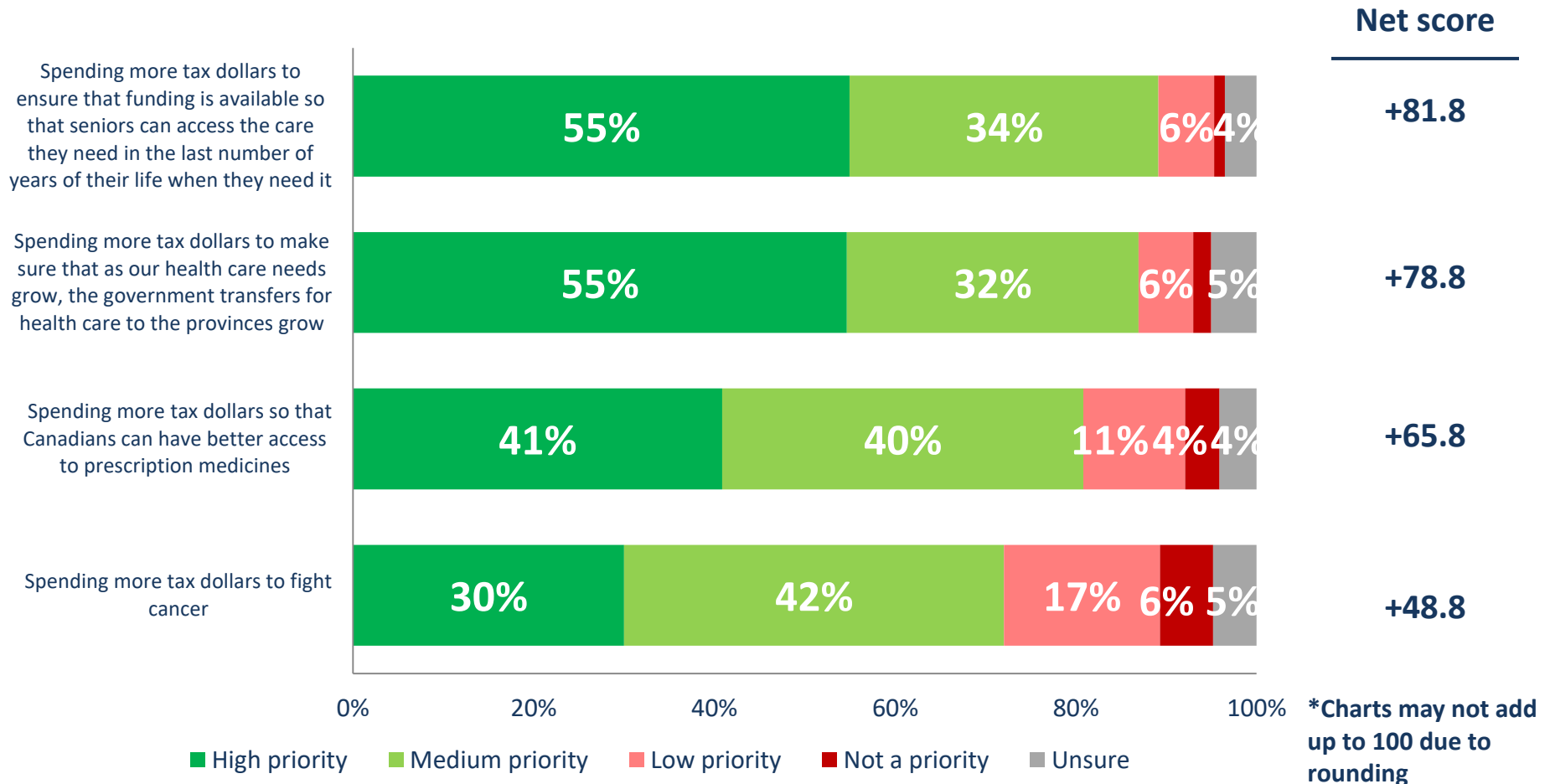
Eight in ten  
Canadians rate  
spending more tax  
dollars so that  
Canadians can have  
better access to  
prescription  
medicines as a high  
or medium priority.

- **Eight in ten Canadians rate spending more tax dollars so that Canadians can have better access to prescription medicines as a high or medium priority** – Asked to rate the priority of spending more tax dollars so that Canadians can have better access to prescription medicines, while thinking of all the priorities the government of Canada has, just over eight in ten rate it as a high priority (41%) or a medium priority (40%). Just over one in ten rate it as a low priority (11%) and four per cent say it is not a priority. Four per cent are unsure.
- **One in two Canadians say they would prefer a nationally managed federal program if the federal government introduces a new Pharmacare program** – Asked what they would prefer if the federal government introduces a new Pharmacare program, one in two (50%) say they prefer a nationally managed federal program, while just under four in ten (39%) say they prefer that the federal government transfer money to the provinces/territories so they can each improve their existing drug programs. Twelve per cent are unsure. Quebec residents are most likely to say they would prefer that the federal government transfer money to the provinces/territories so they can each improve their existing drug programs (58%) and least likely to say they would prefer a nationally managed federal program (35%), while residents of the Atlantic region are most likely to say they would prefer a nationally managed federal program (70%) and least likely to say they would prefer that the federal government transfer money to the provinces/territories so they can each improve their existing drug programs (17%).

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 29<sup>th</sup> and April 1<sup>st</sup>, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

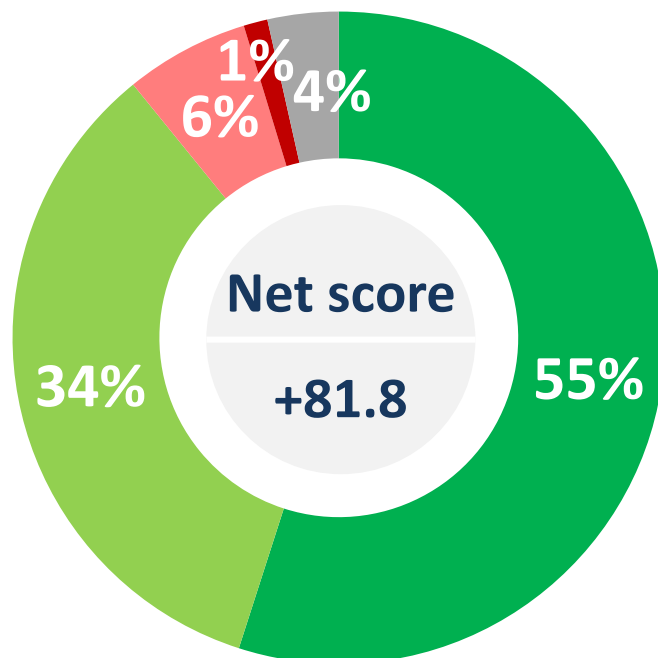
This study was commissioned by Save Your Skin Foundation and the research was conducted by Nanos Research.

# Rating spending on healthcare as a priority for the Government of Canada



**QUESTION** – Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority.

# Spending more tax dollars on funding for senior care



■ High priority ■ Medium priority ■ Low priority ■ Not a priority ■ Unsure

	High/medium priority
Atlantic (n=100)	92.3%
Quebec (n=250)	93.5%
Ontario (n=300)	88.1%
Prairies (n=200)	88.0%
British Columbia (n=150)	83.4%
Male (n=517)	84.6%
Female (n=483)	93.5%
18 to 34 (n=259)	85.9%
35 to 54 (n=453)	90.8%
55 plus (n=288)	89.9%

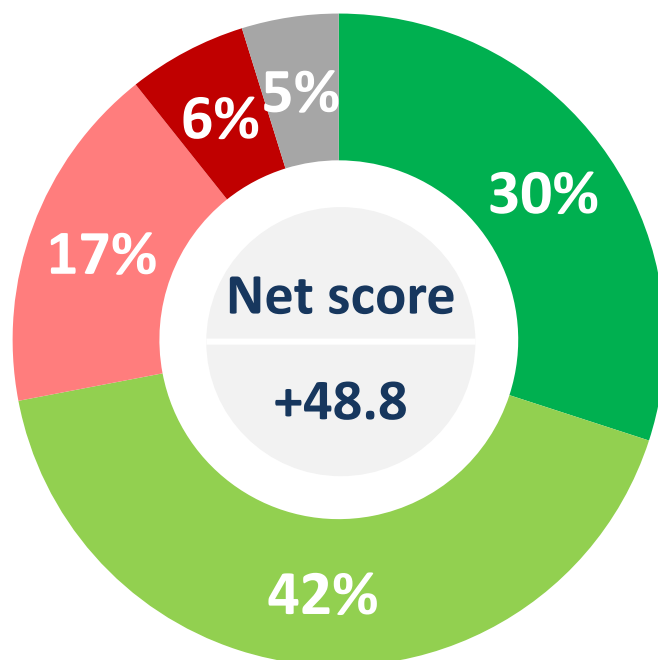
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority.

**Spending more tax dollars to ensure that funding is available so that seniors can access the care they need in the last number of years of their life when they need it**

# Spending more tax dollars to fight cancer



■ High priority ■ Medium priority ■ Low priority ■ Not a priority ■ Unsure

	High/medium priority
Atlantic (n=100)	77.9%
Quebec (n=250)	81.3%
Ontario (n=300)	65.7%
Prairies (n=200)	72.9%
British Columbia (n=150)	64.1%
Male (n=517)	69.5%
Female (n=483)	74.4%
18 to 34 (n=259)	72.8%
35 to 54 (n=453)	71.7%
55 plus (n=288)	71.8%

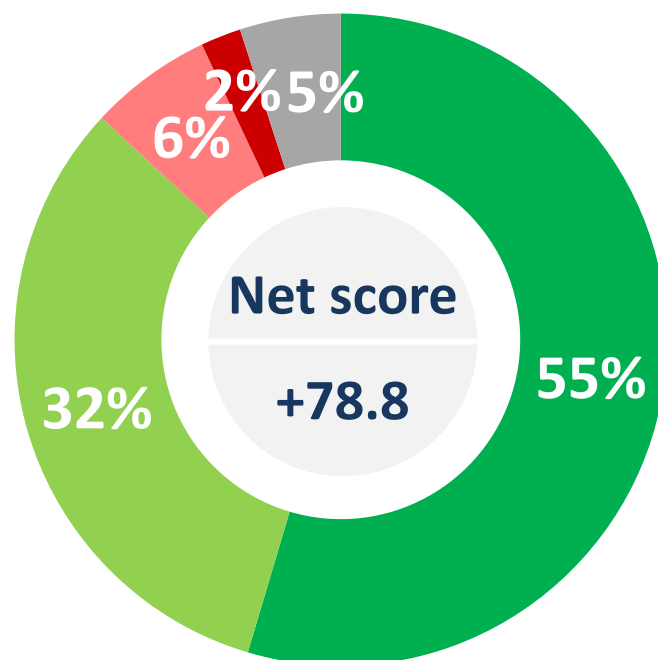
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority.

## Spending more tax dollars to fight cancer

# Spending more tax dollars for the growth of government transfers to the provinces



■ High priority ■ Medium priority ■ Low priority ■ Not a priority ■ Unsure

	High/medium priority
Atlantic (n=100)	92.0%
Quebec (n=250)	88.0%
Ontario (n=300)	86.3%
Prairies (n=200)	86.3%
British Columbia (n=150)	83.8%
Male (n=517)	82.6%
Female (n=483)	91.1%
18 to 34 (n=259)	85.4%
35 to 54 (n=453)	87.4%
55 plus (n=288)	87.5%

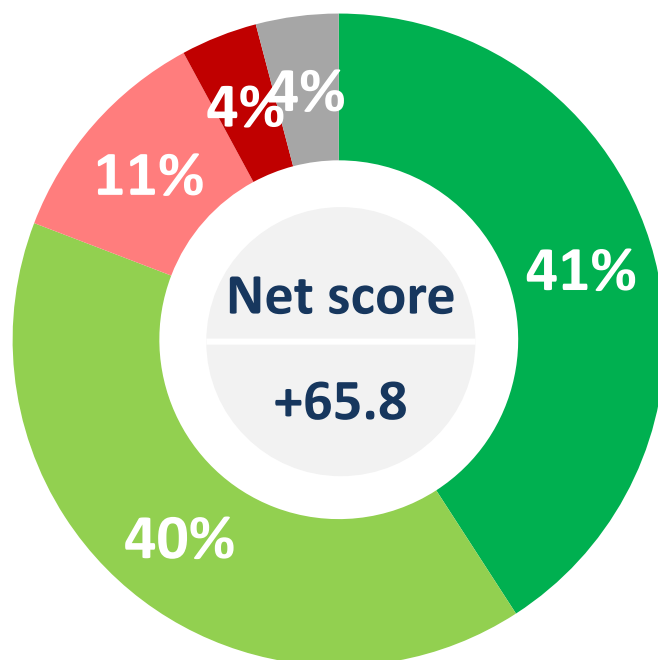
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority.

**Spending more tax dollars to make sure that as our health care needs grow, the government transfers for health care to the provinces grow**

# Spending more tax dollars for better access to prescription medicines



■ High priority ■ Medium priority ■ Low priority ■ Not a priority ■ Unsure

	High/medium priority
Atlantic (n=100)	84.8%
Quebec (n=250)	83.2%
Ontario (n=300)	78.3%
Prairies (n=200)	81.7%
British Columbia (n=150)	78.3%
Male (n=517)	76.8%
Female (n=483)	84.6%
18 to 34 (n=259)	77.7%
35 to 54 (n=453)	80.2%
55 plus (n=288)	83.5%

\*Weighted to the true population proportion.

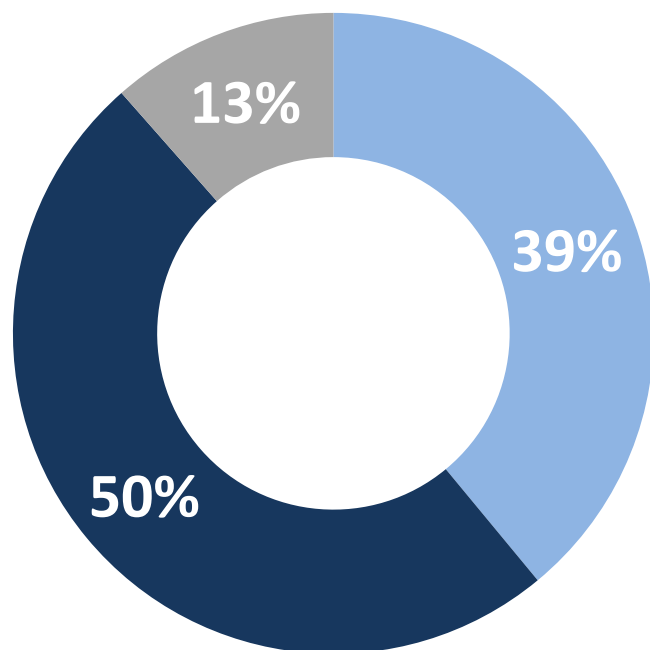
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority.

**Spending more tax dollars so that Canadians can have better access to prescription medicines**



# Preference for the management of Pharmacare



- The federal government transfer money to the provinces/territories so they can each improve their existing drug programs
- A nationally managed federal program
- Unsure

## A nationally managed federal program

Atlantic (n=100)	69.9%
Quebec (n=250)	34.5%
Ontario (n=300)	56.8%
Prairies (n=200)	45.5%
British Columbia (n=150)	51.6%
Male (n=517)	50.8%
Female (n=483)	48.3%
18 to 34 (n=259)	52.8%
35 to 54 (n=453)	42.1%
55 plus (n=288)	53.7%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – If the Federal government introduces a new Pharmacare program, would you prefer [ROTATE] that the federal government transfer money to the provinces/territories so they can each improve their existing drug programs, or would you prefer a nationally managed federal program?

# 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 29<sup>th</sup> and April 1<sup>st</sup>, 2019 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.

The research was commissioned by Save Your Skin Foundation and was conducted by Nanos Research.

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

# TECHNICAL NOTE



Element	Description
Organization who commissioned the research	Save Your Skin Foundation
Final Sample Size	1000 Randomly selected individuals.
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. 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.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 29 <sup>th</sup> to April 1 <sup>st</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
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
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 (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.
Estimated Response Rate	Twelve 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	This was module five of an omnibus survey. Module one was about air safety and SNC Lavalin, module two was about the federal budget, module three was about the relationship with the U.S. president and module four was about daily budgets.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

# ABOUT NANOS



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

[www.nanos.co](http://www.nanos.co)



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. [www.signaleadership.com](http://www.signaleadership.com)

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

[www.nanosdimap.com](http://www.nanosdimap.com)

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. [www.nrmpublicaffairs.com](http://www.nrmpublicaffairs.com)



# TABULATIONS





## 2019-1408 – Save Your Skin – Omni – STAT SHEET

Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Spending more tax dollars to ensure that funding is available so that seniors can access the care they need in the last number of years of their life when they need it	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	High priority	%	55.0	59.8	66.7	53.1	42.1	53.1	44.9	64.7	45.1	57.5	59.6
	Medium priority	%	34.2	32.5	26.8	35.0	45.9	30.3	39.7	28.8	40.8	33.3	30.3
	Low priority	%	6.2	3.4	2.4	7.7	8.9	7.4	8.3	4.1	9.9	4.7	4.8
	Not a priority	%	1.2	0.0	0.3	2.2	0.7	2.0	2.1	0.3	2.6	1.4	0.0
	Unsure	%	3.5	4.4	3.7	2.0	2.3	7.2	5.0	2.1	1.5	3.1	5.3

Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Spending more tax dollars to fight cancer	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	High priority	%	30.0	30.7	43.8	24.6	26.6	21.7	28.9	31.0	30.5	26.6	32.6
	Medium priority	%	42.0	47.2	37.5	41.1	46.3	42.4	40.6	43.4	42.3	45.1	39.2
	Low priority	%	17.3	11.2	10.9	23.2	17.4	20.1	16.5	18.0	20.5	17.0	15.3
	Not a priority	%	5.9	4.7	2.7	7.5	6.9	7.2	7.9	3.9	4.8	7.6	5.1
	Unsure	%	4.8	6.1	5.1	3.5	2.8	8.6	6.1	3.6	1.9	3.6	7.9

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 29<sup>th</sup> and April 1<sup>st</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)



## 2019-1408 – Save Your Skin – Omni – STAT SHEET

Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Spending more tax dollars to make sure that as our health care needs grow, the government transfers for health care to the provinces grow	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	High priority	%	54.6	69.6	55.8	51.8	53.5	49.9	46.4	62.6	50.1	54.2	58.1
	Medium priority	%	32.3	22.4	32.2	34.5	32.8	33.9	36.2	28.5	35.3	33.2	29.4
	Low priority	%	6.1	1.8	5.5	7.9	5.8	6.7	7.9	4.3	7.8	5.8	5.0
	Not a priority	%	2.0	0.0	1.8	3.0	2.0	1.7	3.2	0.8	2.9	2.1	1.3
	Unsure	%	5.0	6.1	4.8	2.9	6.0	7.8	6.2	3.8	3.9	4.6	6.2

Thinking of all the priorities the Government of Canada has, please rate the following as a high, medium, low or not a priority [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Spending more tax dollars so that Canadians can have better access to prescription medicines	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	High priority	%	40.9	45.0	42.1	40.5	37.7	41.1	36.2	45.3	37.9	38.9	44.6
	Medium priority	%	40.0	39.8	41.1	37.8	44.0	37.2	40.6	39.3	39.8	41.3	38.9
	Low priority	%	11.3	10.9	8.6	14.4	11.3	9.7	12.9	9.7	13.1	11.7	9.6
	Not a priority	%	3.8	0.9	4.1	4.8	2.4	5.1	4.8	2.8	5.4	5.0	1.6
	Unsure	%	4.1	3.5	4.2	2.5	4.6	6.9	5.4	2.9	3.8	3.0	5.3

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 29<sup>th</sup> and April 1<sup>st</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)





## 2019-1408 – Save Your Skin – Omni – STAT SHEET

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know there have been discussions about a new National Pharmacare Program where the government pays for all prescription medicines. If the Federal government introduces a new Pharmacare program, would you prefer [ROTATE] that the federal government transfer money to the provinces/territories so they can each improve their existing drug programs, or would you prefer a nationally managed federal program?	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	The federal government transfer money to the provinces/territories so they can each improve their existing drug programs	%	39.0	17.3	57.9	30.2	39.5	38.7	38.8	39.2	35.1	47.0	34.6
	A nationally managed federal program	%	49.5	69.9	34.5	56.8	45.5	51.6	50.8	48.3	52.8	42.1	53.7
	Unsure	%	11.5	12.8	7.6	13.0	15.0	9.6	10.5	12.5	12.1	10.8	11.7

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 29<sup>th</sup> and April 1<sup>st</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.