



Canadians on Public Healthcare
submitted to the Canadian Health Coalition by Nanos,
November 2013 (Submission 2013-453)

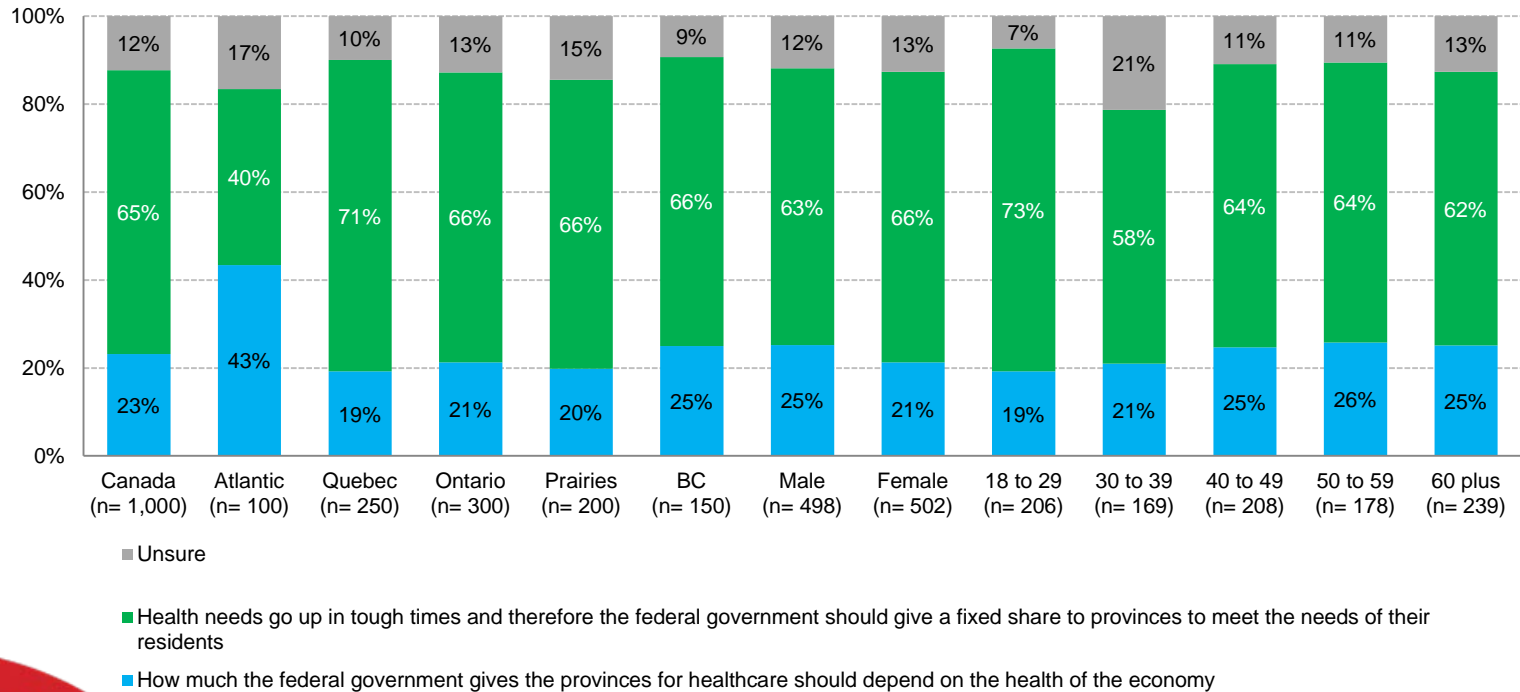
Executive Summary

Overall, Canadians are ready and want stable funding for public healthcare. Among the key findings include:

- 65% of Canadians prefer the Government of Canada give fixed healthcare funding to the provinces compared to 23% who prefer funding be dependent on the state of the Canadian economy.
- Canadians are more likely to want the Government of Canada to invest a future fiscal dividend in healthcare (45%) compared to reducing the national debt (37%) or tax cuts (16%).
- More than four out of ten Canadians are worried about being able to afford or have access to healthcare as a senior.
- More than six in ten Canadians would be open to paying higher taxes if it meant health homecare costs or drug costs would be covered.

Healthcare Funding

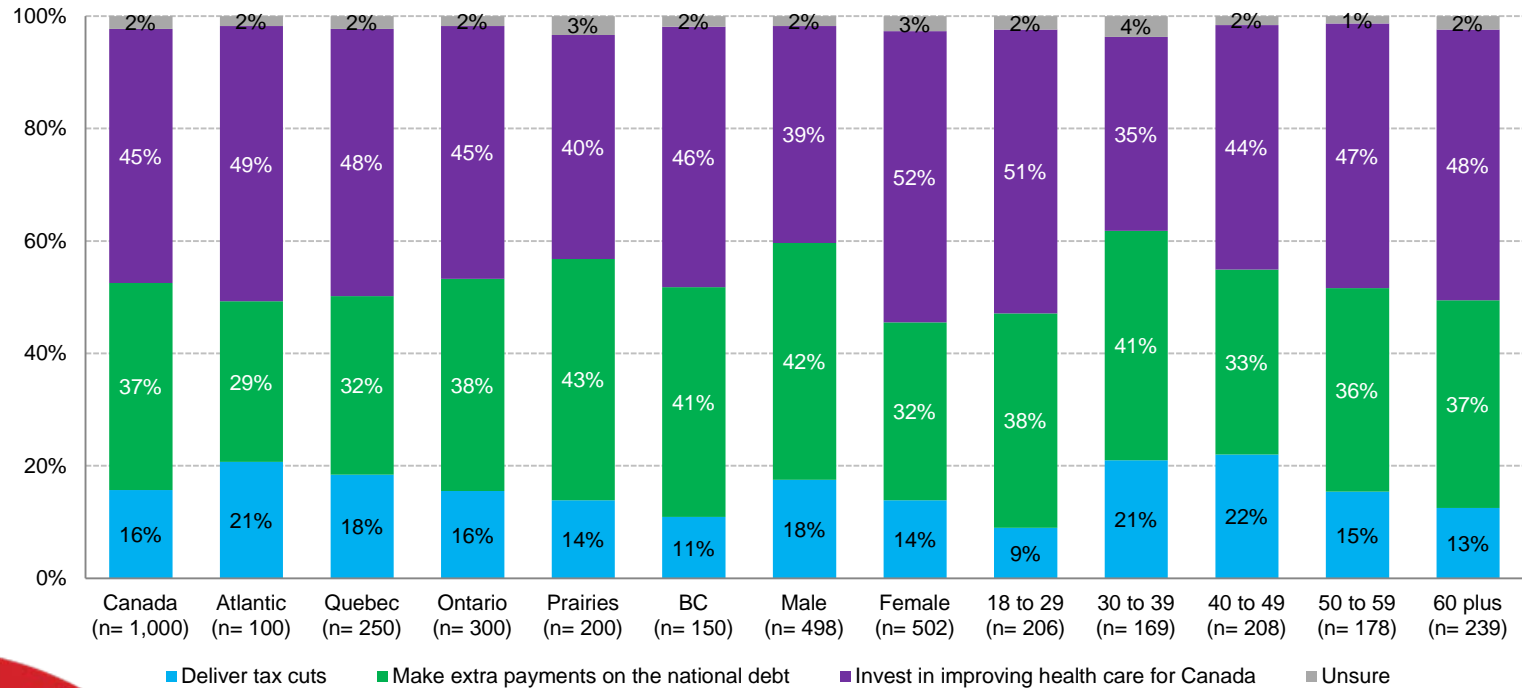
Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20



QUESTION – There are a number of ways to fund healthcare. Some argue that how much the federal government gives the provinces for healthcare should depend on the health of the economy. The healthier the economy, the higher the transfer to the provinces from the federal government. The weaker the economy, the lower the transfer to the provinces. Others say that health needs go up in tough times and therefore the federal government should give a fixed share to the provinces to meet the needs of their residents. Which of these two views, if either, best reflects your personal opinion?

Revenue Surplus Priorities [First Ranked Response]

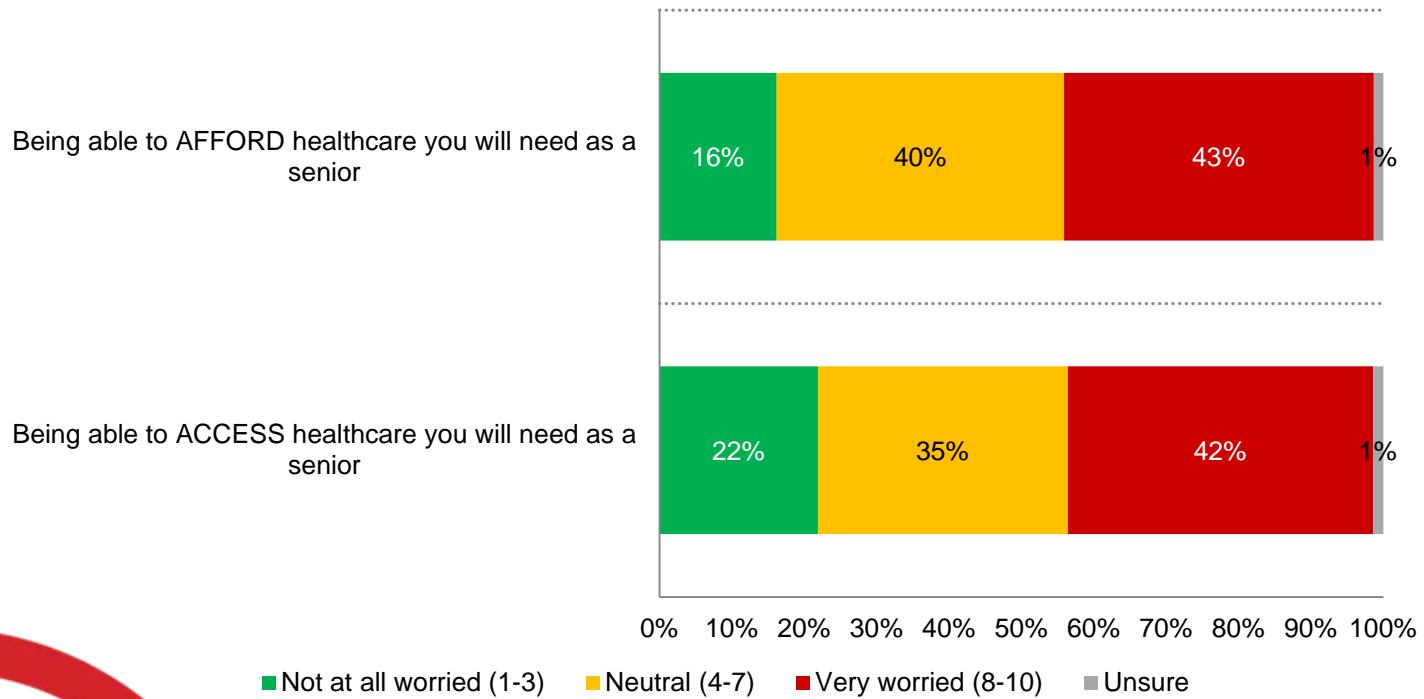
Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20



QUESTION – At some point in the near future it is expected that the federal government will have a surplus – that is – revenue will exceed expenditures. Of the following three possible priorities, which would you rank the most important and the second most important in terms of what to do with a surplus:

Healthcare Needs for Seniors

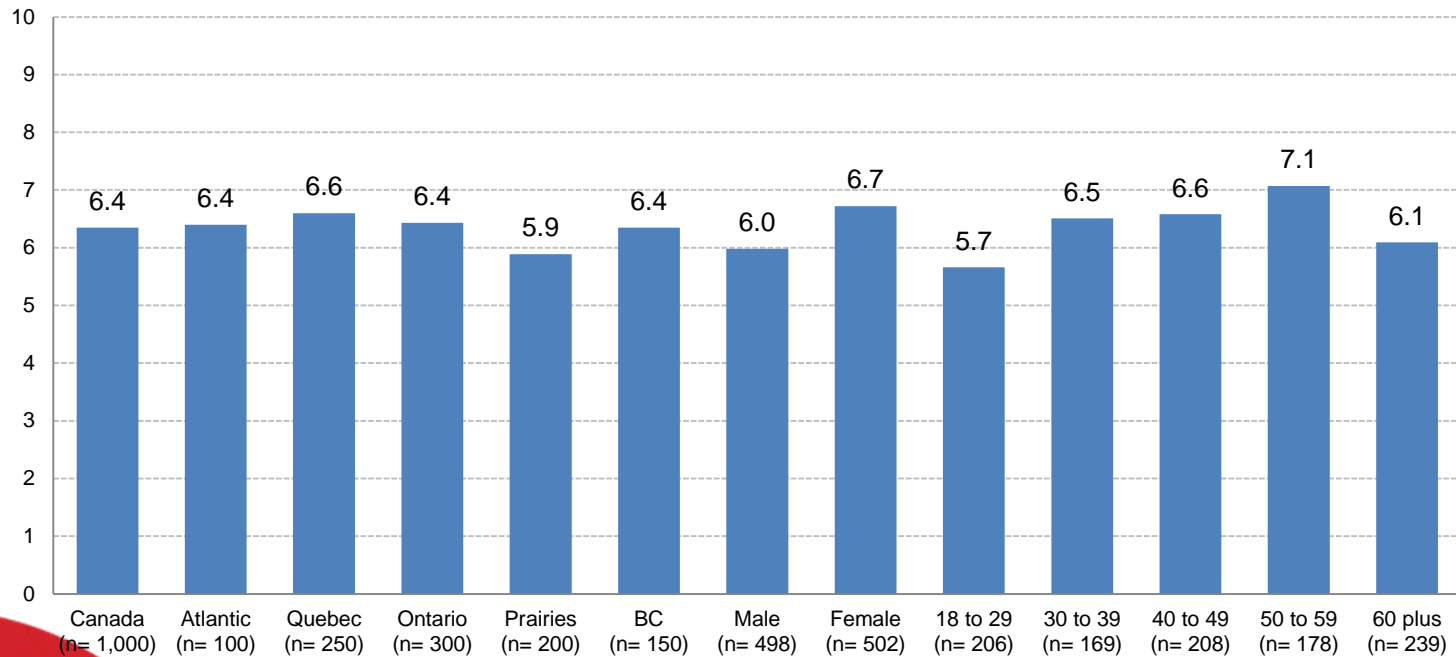
Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ± 3.1 percentage points 19 times out of 20



QUESTION – On a scale of 1 to 10 where 1 is not at all worried and 10 is very worried how worried or not worried are you about the following:

Affordable Healthcare

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ± 3.1 percentage points 19 times out of 20

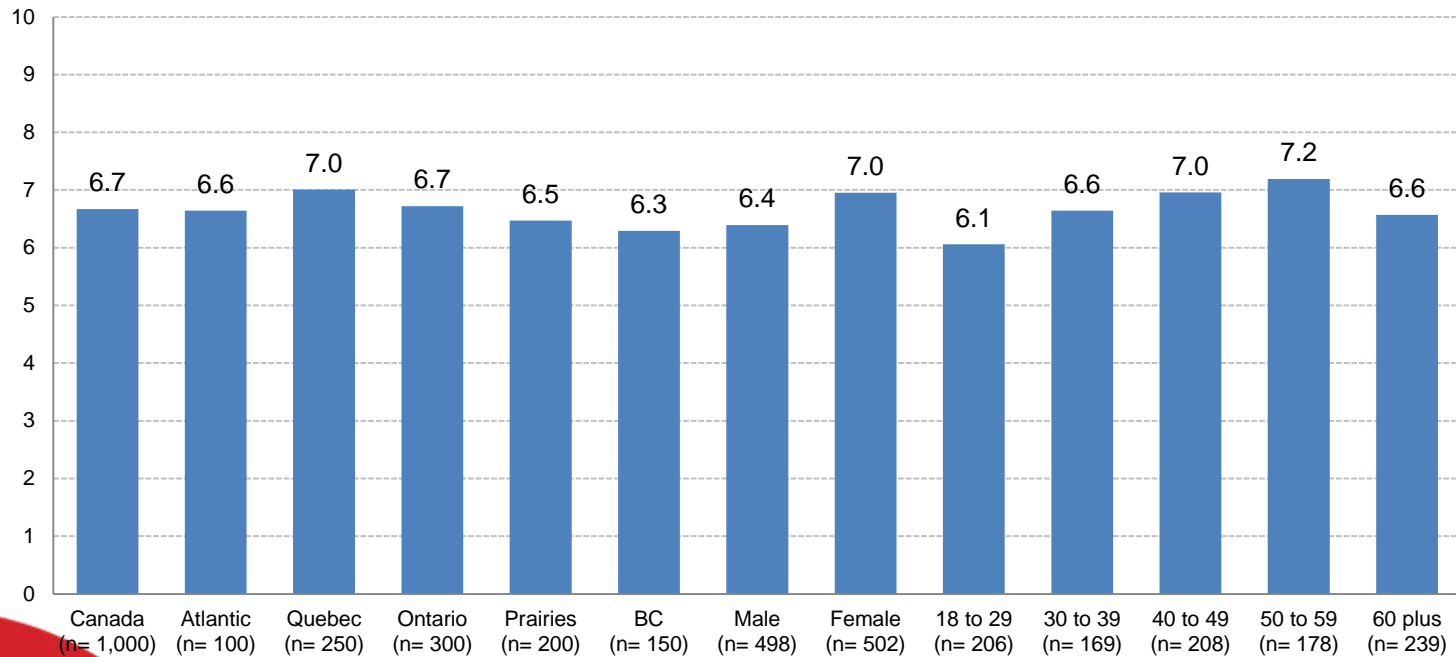


QUESTION – On a scale of 1 to 10 where 1 is not at all worried and 10 is very worried how worried or not worried are you about the following:

Being able to AFFORD healthcare you will need as a senior.

Accessible Healthcare

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ± 3.1 percentage points 19 times out of 20

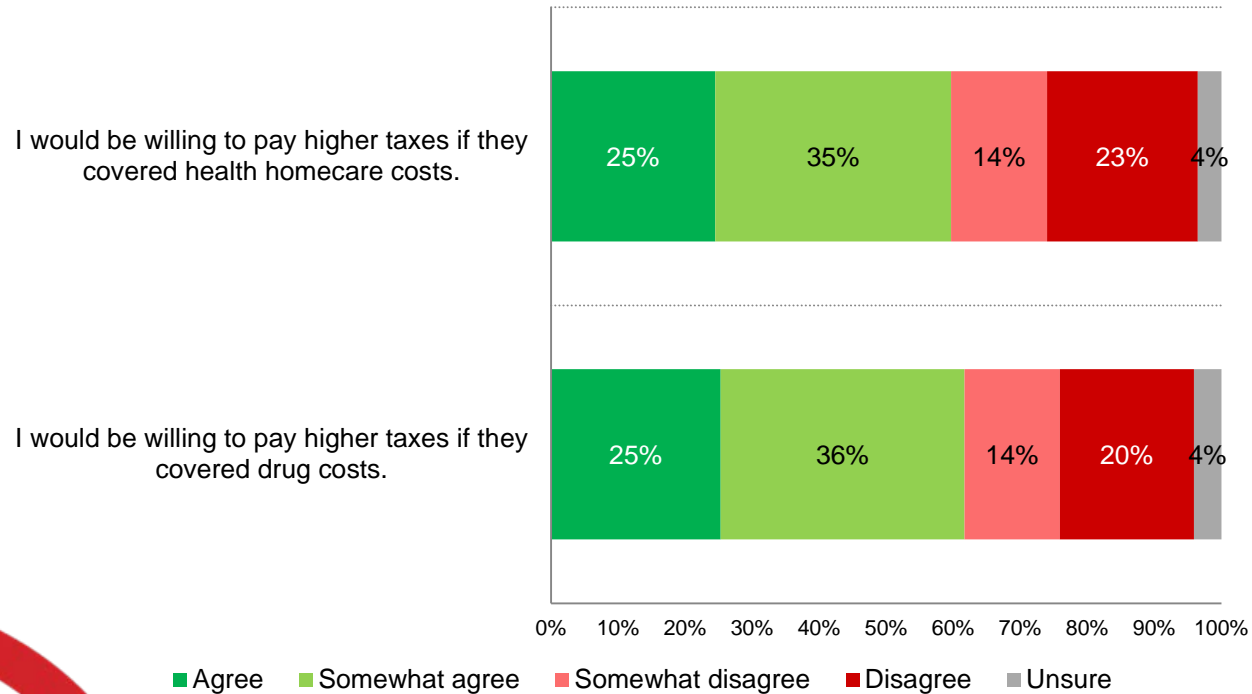


QUESTION – On a scale of 1 to 10 where 1 is not at all worried and 10 is very worried how worried or not worried are you about the following:

Being able to ACCESS the healthcare you will need as a senior.

Willingness to Pay Higher Taxes

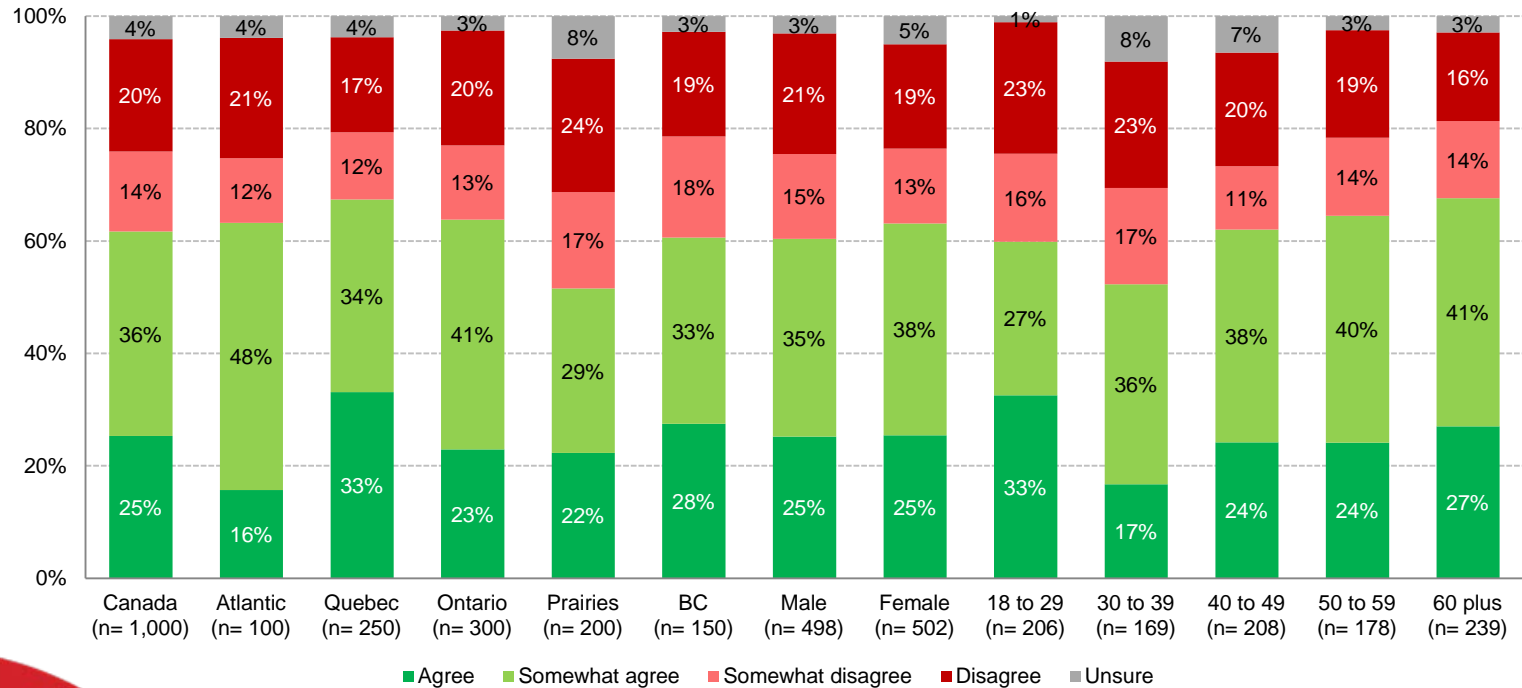
Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ± 3.1 percentage points 19 times out of 20



QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements:

Higher Taxes to Cover Health Homecare Costs

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20

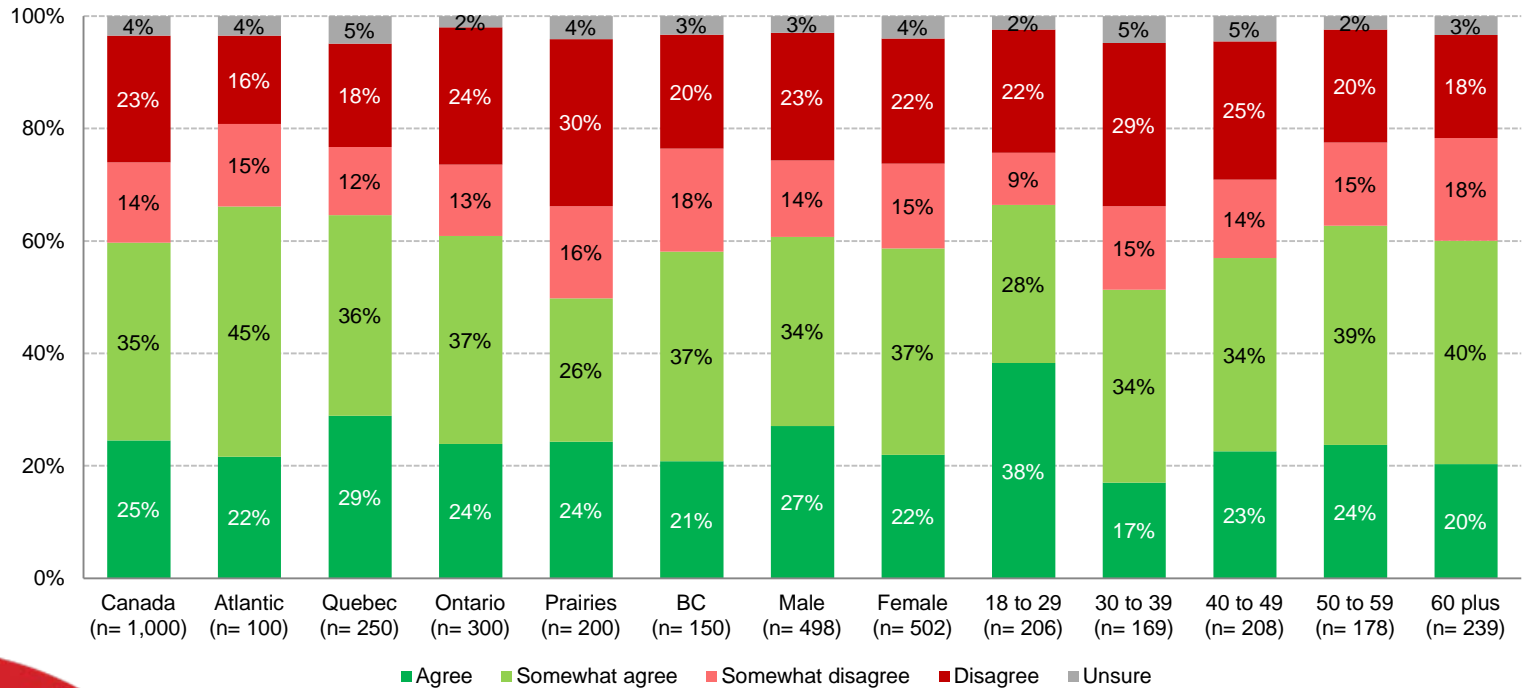


QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements:

I would be willing to pay higher taxes if they covered health homecare costs.

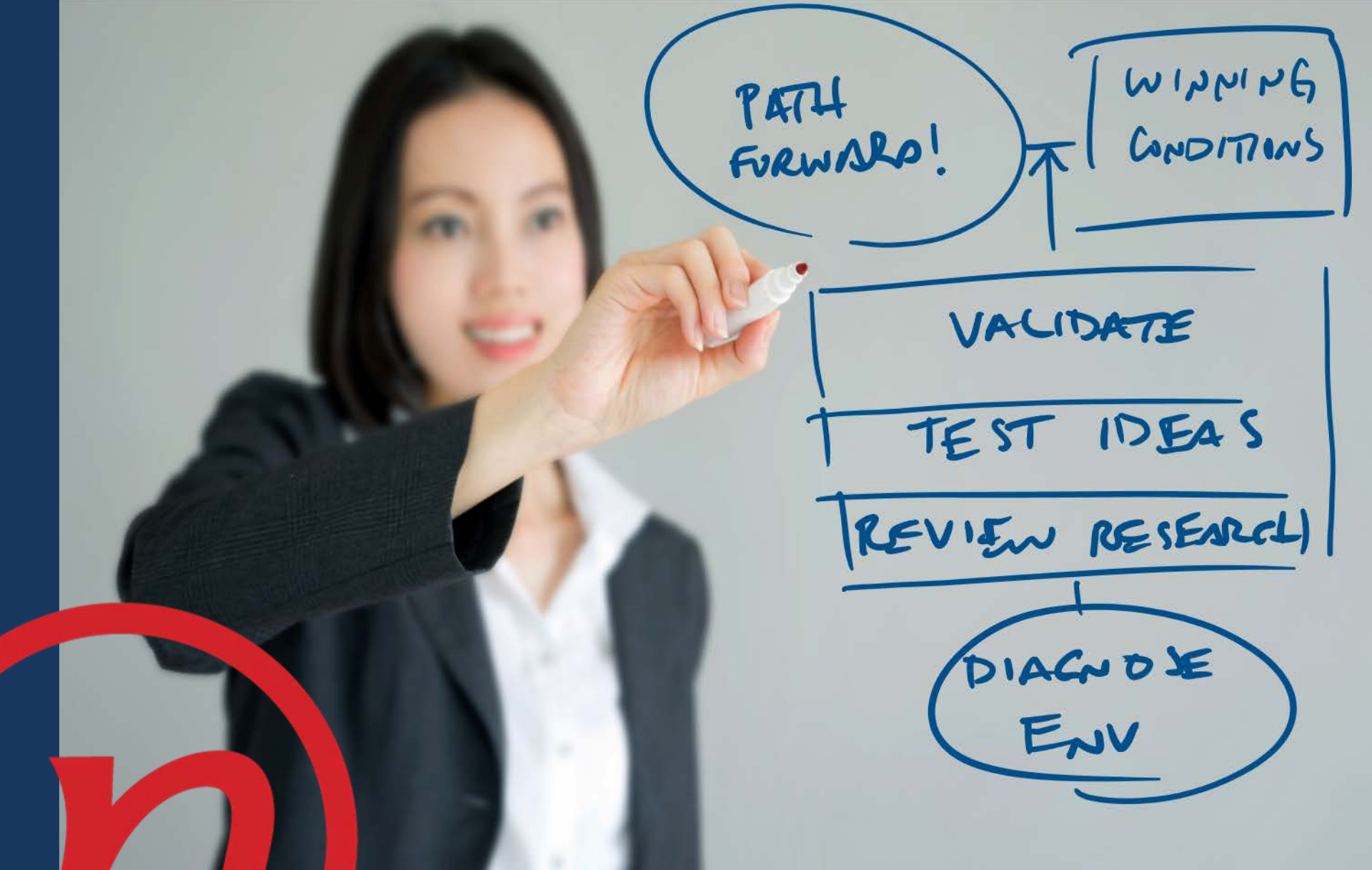
High Taxes to Cover Drug Costs

Source: Nanos Survey, November 19th to 24th, 2013 (n=1,000), accurate ±3.1 percentage points 19 times out of 20



QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements:

I would be willing to pay higher taxes if they covered drug costs.



Methodology

Methodology

This study was conducted by Nanos Research and commissioned by the Canadian Health Coalition.

A national Nanos RDD Crowdsourc random survey of 1,000 Canadians was conducted between November 19th and 24th, 2013 as part of an omnibus survey. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted using the latest Census data.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



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.



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Tabulations

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Question 1 - There are a number of ways to fund healthcare. Some argue that how much the federal government gives the provinces for healthcare should depend on the health of the economy. The healthier the economy, the higher the transfer to the provinces from the federal government. The weaker the economy, the lower the transfer to the provinces. Others say that health needs go up in tough times and therefore the federal government should give a fixed share to the provinces to meet the needs of their residents. Which of these two views, if either, best reflects your personal opinion?

		Total	Federal transfers should depend on the provincial economy	Federal transfers should be fixed	Unsure
		Responses	Percentage	Percentage	Percentage
	Canada 2013-11	1000	23.2	64.5	12.3
Region	Atlantic Canada	100	43.4	40.0	16.6
	Quebec	250	19.2	70.8	10.0
	Ontario	300	21.3	65.9	12.8
	Prairies	200	19.8	65.7	14.5
	British Columbia	150	25.0	65.7	9.3
	Gender	Male	498	25.2	62.9
	Female	502	21.3	66.0	12.7
Age	18 to 29	206	19.2	73.4	7.4
	30 to 39	169	21.0	57.7	21.3
	40 to 49	208	24.7	64.4	10.9
	50 to 59	178	25.8	63.7	10.6
	60 plus	239	25.1	62.2	12.7

National Nanos RDD Crowdsourcing random survey of 1,000 Canadians conducted between November 19th and 24th, 2013 commissioned by the Canadian Health Coalition. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



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Question 2 – At some point in the near future it is expected that the federal government will have a surplus – that is – revenue will exceed expenditures. Of the following three possible priorities, which would you rank the most important and the second most important in terms of what to do with a surplus:

	Total	Deliver tax cuts	Make extra payments on the national debt	Invest in improving health care for Canadians	Unsure
	Responses	Percentage	Percentage	Percentage	Percentage
Canada 2013-11	1000	15.7	36.8	45.2	2.3
Region					
Atlantic Canada	100	20.7	28.6	49.0	1.8
Quebec	250	18.4	31.8	47.5	2.3
Ontario	300	15.5	37.7	44.9	1.8
Prairies	200	13.9	42.9	39.8	3.4
British Columbia	150	10.9	40.9	46.3	1.9
Gender					
Male	498	17.5	42.1	38.5	1.8
Female	502	13.9	31.6	51.8	2.7
Age					
18 to 29	206	9.0	38.1	50.5	2.4
30 to 39	169	21.0	40.8	34.5	3.7
40 to 49	208	22.0	32.9	43.5	1.6
50 to 59	178	15.4	36.2	47.1	1.3
60 plus	239	12.5	36.9	48.1	2.4

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Question 3 – On a scale of 1 to 10 where 1 is not at all worried and 10 is very worried how worried or not worried are you about the following: Being able to AFFORD healthcare you will need as a senior.													
	Total	Mean	Not at all worried (1)	2	3	4	5	6	7	8	9	Very worried (10)	Unsure
	Responses		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Canada	1000	6.35	7.7	5.9	8.3	7.2	9.9	5.6	11.8	13.3	8.3	20.6	1.4
2013-11													
Region													
Atlantic Canada	100	6.40	8.6	5.4	8.5	6.8	6.4	4.8	13.9	21.3	3.2	21.1	.0
Quebec	250	6.60	5.1	7.5	6.7	8.2	10.7	7.5	8.0	9.1	9.3	26.9	1.1
Ontario	300	6.43	7.4	4.3	5.5	8.2	12.6	5.9	11.7	17.7	9.4	16.7	.6
Prairies	200	5.89	9.8	8.1	10.8	6.6	9.0	5.5	14.3	9.9	5.6	18.7	1.7
British Columbia	150	6.35	9.3	3.9	12.7	4.5	7.0	2.7	13.5	10.7	11.3	20.3	4.1
Gender													
Male	498	5.98	10.9	6.2	9.3	5.7	10.5	6.7	12.5	13.1	6.3	17.4	1.3
Female	502	6.72	4.6	5.6	7.2	8.6	9.3	4.5	11.1	13.5	10.2	23.8	1.5
Age													
18 to 29	206	5.66	9.3	8.8	12.6	9.8	10.1	6.1	7.2	9.6	6.9	17.3	2.4
30 to 39	169	6.51	7.1	3.1	5.1	5.9	13.1	9.3	13.5	14.4	6.3	19.1	3.1
40 to 49	208	6.58	7.8	6.3	4.5	6.6	10.7	2.2	15.2	16.5	9.0	21.3	.0
50 to 59	178	7.07	3.5	4.2	6.7	7.8	6.2	5.0	13.2	14.6	10.3	27.2	1.2
60 plus	239	6.09	9.8	6.2	11.1	5.9	9.8	6.1	10.7	11.9	8.8	19.2	.7

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Question 4 – On a scale of 1 to 10 where 1 is not at all worried and 10 is very worried how worried or not worried are you about the following: Being able to ACCESS the healthcare you will need as a senior.													
	Total	Mean	Not at all worried (1)	2	3	4	5	6	7	8	9	Very worried (10)	Unsure
	Responses		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Canada	1000	6.67	5.8	4.3	6.1	5.4	9.9	7.5	16.9	14.6	7.2	21.0	1.3
2013-11													
Region													
Atlantic Canada	100	6.64	8.7	3.7	4.0	7.8	6.0	8.1	14.3	19.2	6.1	21.0	1.1
Quebec	250	7.01	4.0	4.4	6.7	4.9	8.0	8.2	15.0	12.8	7.2	28.1	.7
Ontario	300	6.72	5.6	2.4	5.6	5.3	12.2	7.7	15.0	20.2	8.7	16.8	.6
Prairies	200	6.47	5.3	6.0	4.5	5.9	12.9	7.1	22.6	10.2	5.2	19.2	1.2
British Columbia	150	6.29	8.3	6.1	9.9	4.0	7.0	6.4	17.9	8.9	7.7	19.7	4.1
Gender													
Male	498	6.39	7.8	4.4	6.4	4.7	10.7	7.7	19.8	14.2	5.8	17.3	1.2
Female	502	6.95	3.9	4.2	5.9	6.0	9.0	7.3	14.1	14.9	8.6	24.6	1.4
Age													
18 to 29	206	6.06	8.5	2.4	6.1	8.5	15.2	8.5	22.8	7.2	2.4	16.0	2.4
30 to 39	169	6.64	4.7	7.5	6.2	6.5	6.6	7.6	14.9	13.1	7.1	22.8	3.1
40 to 49	208	6.96	7.0	3.0	4.3	3.1	8.6	4.0	22.1	16.9	7.5	22.9	.5
50 to 59	178	7.19	2.5	1.5	7.2	4.6	7.6	11.9	12.9	15.7	9.8	25.5	.8
60 plus	239	6.57	5.9	6.8	6.8	4.4	10.4	6.4	11.6	19.1	9.3	18.9	.3

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		Question 5 - Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: I would be willing to pay higher taxes if they covered health homecare costs.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	25.3	36.4	14.2	20.0	4.1
Region	Atlantic Canada	100	15.7	47.5	11.5	21.4	3.9
	Quebec	250	33.1	34.3	11.9	16.9	3.8
	Ontario	300	22.9	40.9	13.2	20.4	2.6
	Prairies	200	22.3	29.2	17.1	23.7	7.6
	British Columbia	150	27.5	33.1	18.0	18.6	2.8
Gender	Male	498	25.2	35.1	15.1	21.4	3.1
	Female	502	25.4	37.7	13.3	18.6	5.0
Age	18 to 29	206	32.6	27.3	15.7	23.4	1.1
	30 to 39	169	16.7	35.6	17.1	22.5	8.1
	40 to 49	208	24.2	37.8	11.3	20.2	6.5
	50 to 59	178	24.1	40.3	13.9	19.1	2.5
	60 plus	239	27.0	40.6	13.7	15.8	2.9

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		Question 6 – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: I would be willing to pay higher taxes if they covered drug costs.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
	Canada 2013-11	1000	24.5	35.2	14.3	22.5	3.5
Region	Atlantic Canada	100	21.6	44.5	14.7	15.7	3.5
	Quebec	250	28.9	35.7	12.1	18.4	4.9
	Ontario	300	23.9	37.0	12.7	24.4	2.0
	Prairies	200	24.3	25.5	16.4	29.7	4.1
	British Columbia	150	20.8	37.3	18.3	20.3	3.3
	Gender	Male	498	27.1	33.6	13.6	22.7
	Female	502	22.0	36.7	15.1	22.3	4.0
Age	18 to 29	206	38.3	28.1	9.3	21.9	2.4
	30 to 39	169	17.0	34.3	14.8	29.0	4.8
	40 to 49	208	22.6	34.4	14.0	24.6	4.5
	50 to 59	178	23.7	39.0	14.8	20.1	2.4
	60 plus	239	20.3	39.8	18.3	18.3	3.4

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