Reducing wait times is a more important priority for the majority of Canadians than national pharmacare

National survey released March, 2018
Project 2018-1186d

Summary

The majority of Canadians chose reducing wait times to access healthcare as a more important priority of the government than a national pharmacare plan where the government pays for all prescription medicines for Canadians.

- **More than half of Canadians think reducing wait times to access healthcare is a more important priority for the government**– When asked to choose between a national pharmacare plan where the government pays for all prescription medicines for Canadians and to reduce wait times to access healthcare as more important priorities for the government, six out of ten (62%) Canadians think that reducing wait times to access healthcare is more important whereas a little less than one third (32%)think a national pharmacare plan is the more important priority. Six per cent was 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, conducted between March 7th and 12th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
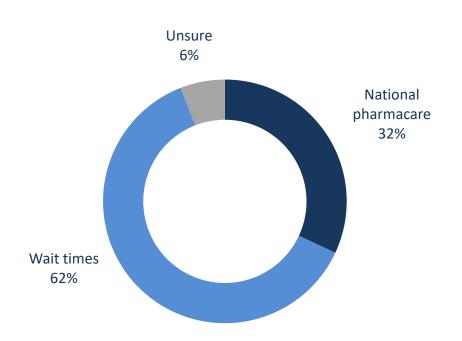
This study was commissioned by CTV News and the research was conducted by Nanos Research.

Health care priorities

Unsure
6%

National
pharmacare
32%

Wait times
62%

Subgroups	Wait times
Atlantic (n=100)	61.5%
Quebec (n=250)	69.3%
Ontario (n=300)	61.0%
Prairies (n=200)	56.1%
British Columbia (n=150)	60.9%
Male (n=510)	60.3%
Female (n=490)	63.9%
18 to 34 (n=214)	57.5%
35 to 54 (n=376)	63.7%
55 plus (n=410)	64.0%

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

QUESTION – Given the choice, what should be a more important priority for the government, a national pharmacare plan where the government pays for all prescription medicines for Canadians or reducing wait times to access healthcare?

NANOS SURVEY

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 7th and 12th, 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 ±3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research 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	CTV
Final Sample Size	1,000 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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
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 7th to 12th, 2018.
Language of Survey	The survey was conducted in both English and French.

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 line could not participate.
Stratification	By age and gender using the latest Census information (2014) 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	Thirteen 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 two of an omnibus survey. The preceding module related to top issues of national concern
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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

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

					Region				Gender		Age		
			Canada 2018-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Given the choice, what should be a more important priority for the government, a national pharmacare plan where the government pays for all prescription medicines for Canadians or reducing wait time to access healthcare?	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
	National pharmacare	%	31.9	25.7	23.1	35.2	38.7	35.5	34.9	29.1	36.7	30.7	29.7
	Wait times	%	62.1	61.5	69.3	61.0	56.1	60.9	60.3	63.9	57.5	63.7	64.0
	Unsure	%	5.9	12.8	7.6	3.8	5.2	3.7	4.8	7.0	5.8	5.7	6.3

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