

Ontarians continue to show strong support for the government prioritizing strengthening our domestic generic pharmaceutical industry.



The research gauged the opinions among Ontarians on a various government priorities, including whether government and employer sponsored benefit plans should prioritize the use of lower-cost generic prescriptions, strengthening the domestic pharmaceutical industry, providing incentives to encourage manufacturers to make and bring new generic medicines to Canada and avoid cutting prices of generic prescription medicine if it could lead to less domestic production.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 Ontarians, 18 years of age or older, between November 27th and December 1st, 2022. The margin of error for a random survey of 500 Ontarians is ± 4.4 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Generic Pharmaceutical Association and was conducted by Nanos Research.

Key Findings

1

Ontarians show strongest agreement that governments should prioritize strengthening domestic generic pharmaceutical industry

Consistent with the last wave, nearly nine in ten Ontarians agree that Government should make it a priority to help strengthen the domestic generic pharmaceutical industry to ensure the supply of prescription medicines ([87%, 83% in 2021](#)).

2

Ontarians are less likely to agree that the price of generic prescription should not be cut if it can lead drug shortages

Just under half of Ontarians ([49%](#)) agree that Governments in Canada should not cut the prices of generic prescription medicines if it could lead to less domestic production and drug shortages. Older Canadians (55 plus) were more likely to agree with this ([mean of 6.7](#) out of 10) than younger Ontarians ([18-34, mean of 6.0](#) out of 10).

3

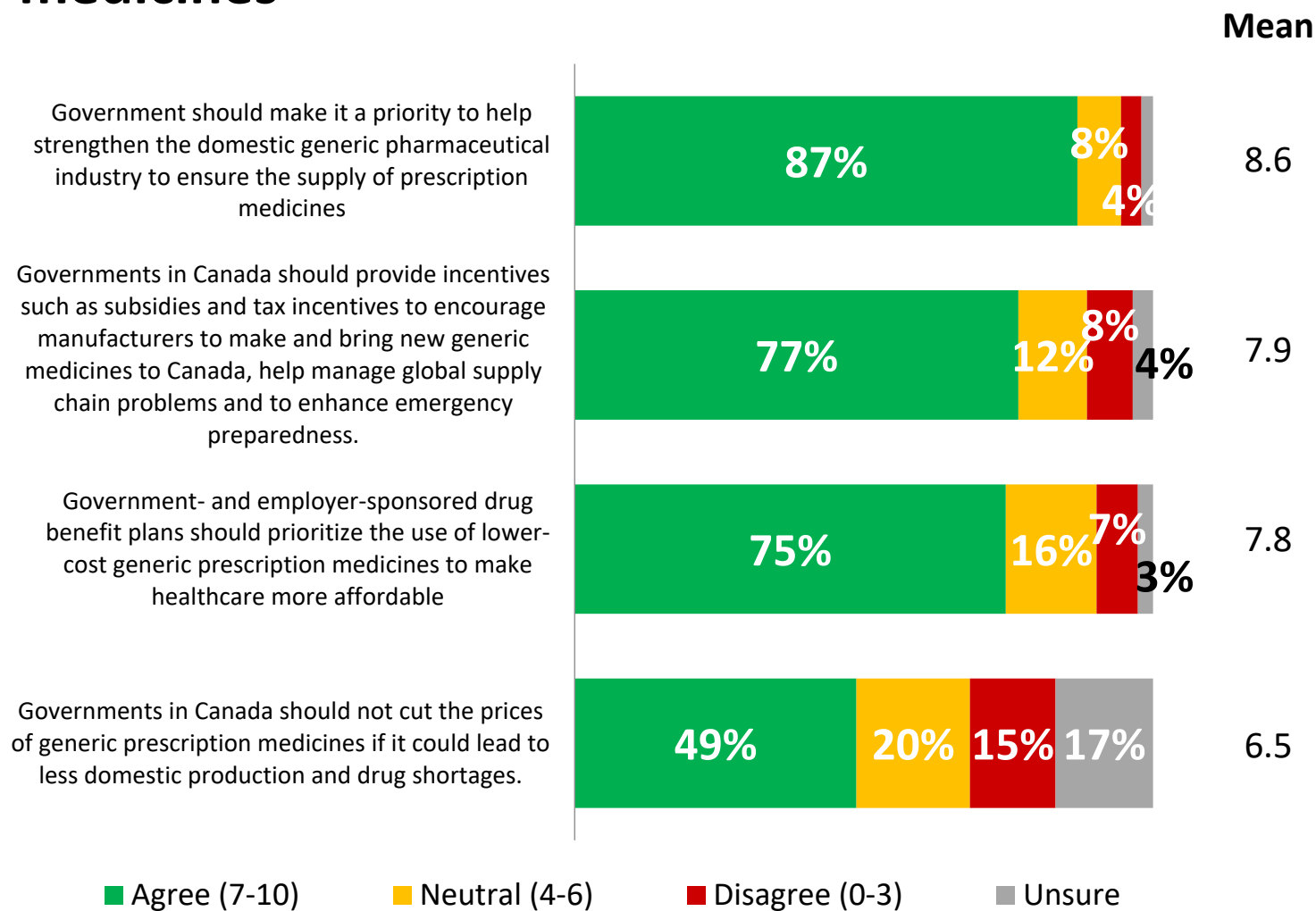
Three in four Ontarians agree that governments should provide incentives to make and bring new generic medicines to Canada

Just over three quarters of Ontarians ([77%](#)) agree that governments in Canada should provide incentives, such as subsidies and tax incentives, to encourage manufacturers to make and bring new generic medicines to Canada. A similar proportion ([75%](#)) agree that government and employer sponsored drug benefit plans should prioritize the use of lower-cost generic prescription medicines. Results are consistent with the previous wave.

A strong majority of Ontarians agree that the government should make it a priority to strengthen the domestic generic pharmaceutical industry. They are less likely to agree that governments in Canada should not cut the prices of generic prescription medicines if it could lead to shortages.

Q – As you may know a generic prescription drug is a drug created to be the same as an already marketed brand name drug whose patent protection is complete. When a generic prescription drug has been reviewed and authorized for sale by Health Canada, it means the medicine is as safe and effective as the original brand-name drug. On average, generic prescription medicines cost much less than the brand-name versions. **On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE Q1 TO Q3]**

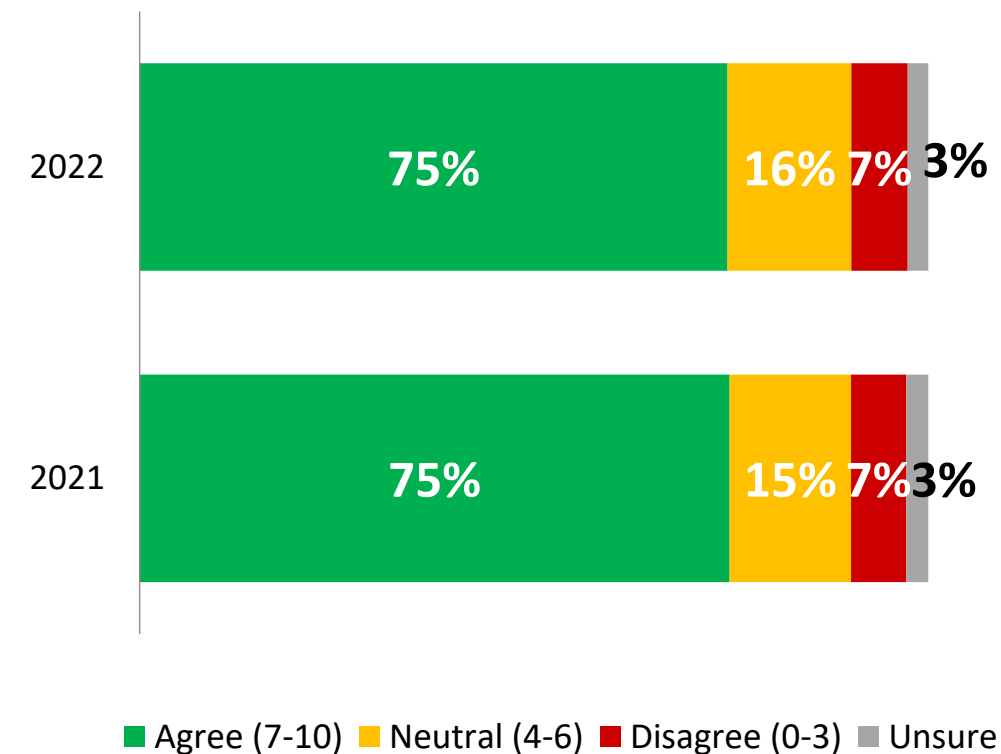
Government involvement in prescription medicines



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to December 1st, 2022, n=500 Ontarians, accurate 4.4 percentage points plus or minus, 19 times out of 20.



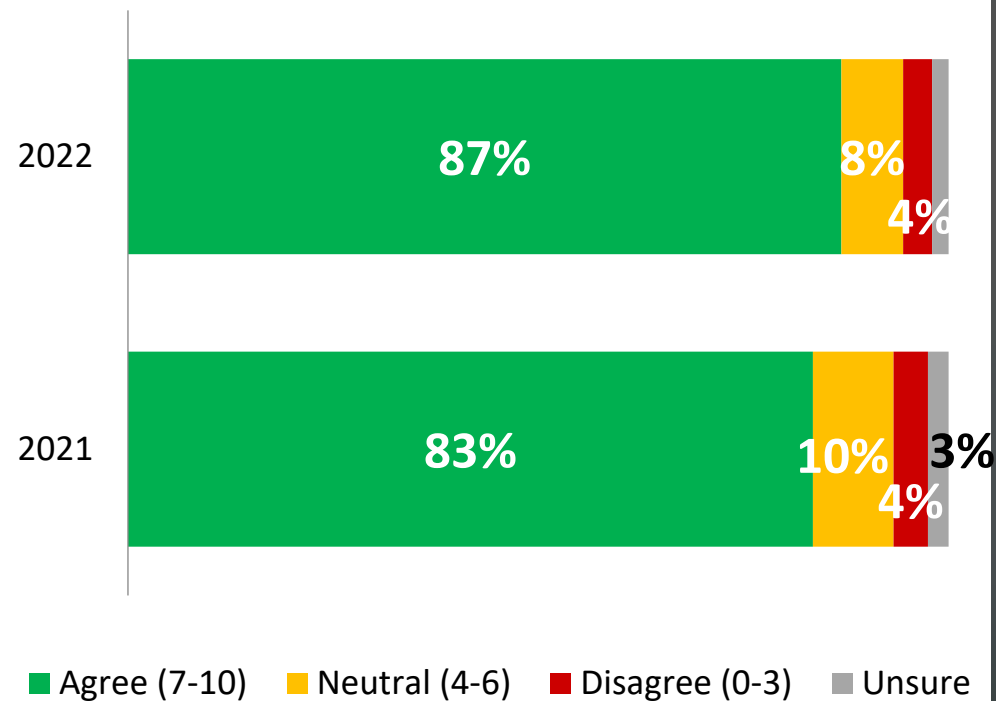
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Prioritize use of lower-cost generic prescription to make healthcare more affordable

	GTA (n=232)	Rest of Ontario (n=268)	Men (n=267)	Women (n=233)
Mean	7.8	7.8	8.0	7.6
	18 to 34 (n=80)	35 to 54 (n=190)	55 plus (n=230)	
	7.5	7.8	8.0	

Q – On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE Q1 TO Q3] **Government- and employer-sponsored drug benefit plans should prioritize the use of lower-cost generic prescription medicines to make healthcare more affordable**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to December 1st, 2022, n=500 Ontarians, accurate 4.4 percentage points plus or minus, 19 times out of 20.



*Weighted to the true population proportion.

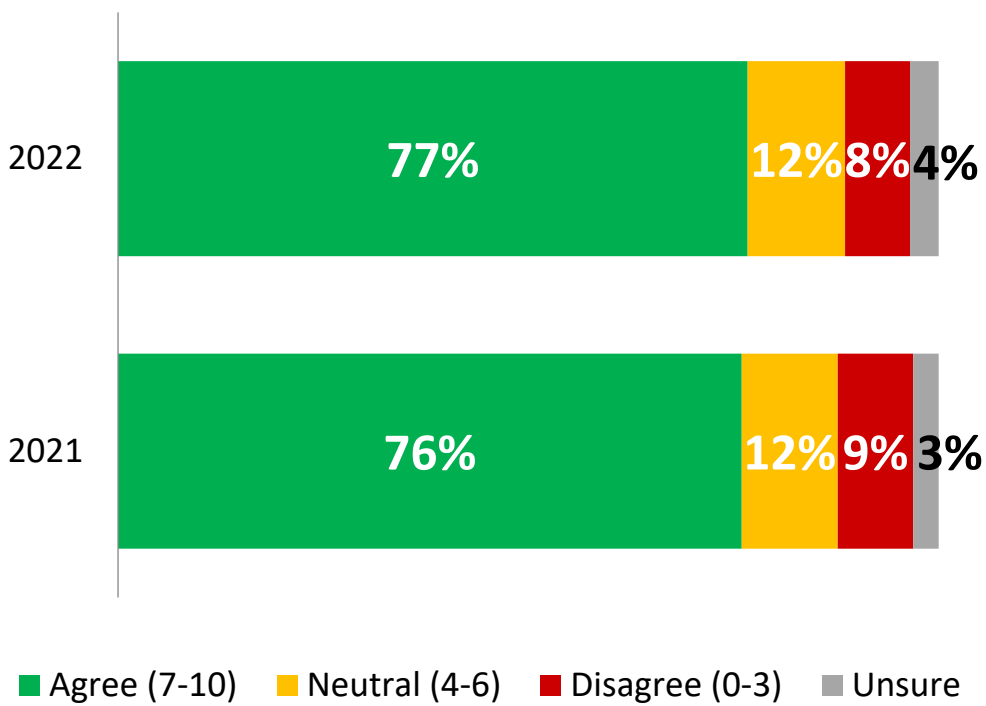
*Charts may not add up to 100 due to rounding.

Prioritize strengthening domestic generic pharmaceutical industry

	GTA (n=232)	Rest of Ontario (n=268)	Men (n=267)	Women (n=233)
Mean	8.6	8.6	8.7	8.5
	18 to 34 (n=80)	35 to 54 (n=190)	55 plus (n=230)	
	8.4	8.4	9.0	

Q – On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE Q1 TO Q3] **Government should make it a priority to help strengthen the domestic generic pharmaceutical industry to ensure the supply of prescription medicines.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to December 1st, 2022, n=500 Ontarians, accurate 4.4 percentage points plus or minus, 19 times out of 20.



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

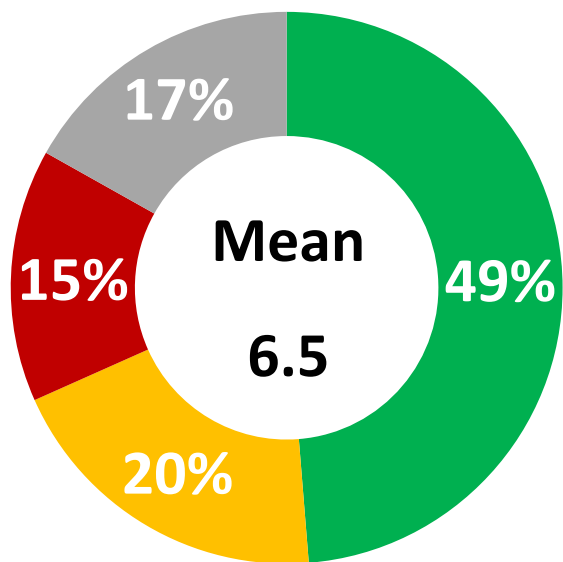
Q – On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE Q1 TO Q3]
Governments in Canada should provide incentives such as subsidies and tax incentives to encourage manufacturers to make and bring new generic medicines to Canada, help manage global supply chain problems and to enhance emergency preparedness.

Provide incentives to encourage manufacturers to make and bring new generic medicines to Canada

Mean	GTA (n=232)	Rest of Ontario (n=268)	Men (n=267)	Women (n=233)
	8.0	7.7	7.8	8.0
	18 to 34 (n=80)	35 to 54 (n=190)	55 plus (n=230)	
	8.0	7.6	8.0	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to December 1st, 2022, n=500 Ontarians, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Not cutting prices of generic medicines if it could lead to less domestic production and drug shortages



■ Agree (7-10) ■ Neutral (4-6) ■ Disagree (0-3) ■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Mean	GTA (n=232)	Rest of Ontario (n=268)	Men (n=267)	Women (n=233)
	6.4	6.5	6.3	6.6
	18 to 34 (n=80)	35 to 54 (n=190)	55 plus (n=230)	
	6.0	6.5	6.7	

Q – On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE Q1 TO Q3] **Governments in Canada should not cut the prices of generic prescription medicines if it could lead to less domestic production and drug shortages.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to December 1st, 2022, n=500 Ontarians, accurate 4.4 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 Ontarians, 18 years of age or older, between November 27th to December 1st, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 Ontario.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 500 Ontarians is ± 4.4 percentage points, 19 times out of 20.

The research was commissioned by Canadian Generic Pharmaceutical Association and was conducted by Nanos Research.

This is report one (1) of two (2).

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



Element	Description	Element	Description
Research sponsor	Canadian Generic Pharmaceutical Association	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure.
Population and Final Sample Size	500 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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario.
Margin of Error	±4.4 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. This is report 1 of 2 of this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the Holidays, the Freedom Convoy, safe injection sites, relations with China, and veterans.
Demographics (Captured)	Ontario; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 27 th to December 1 st , 2022.		
Language of Survey	The survey was conducted in English.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS





2022-2275 – Biosimilars – November ON Omni – STAT SHEET – GENERIC DRUGS

Our next few questions are about medicines.

As you may know a generic prescription drug is a drug created to be the same as an already marketed brand name drug whose patent protection is complete. When a generic prescription drug has been reviewed and authorized for sale by Health Canada, it means the medicine is as safe and effective as the original brand-name drug. On average, generic prescription medicines cost much less than the brand-name versions.

On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE]

			Region			Please select your gender		Age		
			Ontario 2022-			Male	Female	18 to 34	35 to 54	55 plus
			12	GTA	Rest of Ontario					
Question - Government and employer-sponsored drug benefit plans should prioritize the use of lower-cost generic prescription medicines to make healthcare more affordable	Total	Unwgt N	500	232	268	267	233	80	190	230
		Wgt N	500	241	259	247	253	148	172	180
		Mean	7.8	7.8	7.8	8.0	7.6	7.5	7.8	8.0
		Median	8.0	9.0	8.0	9.0	8.0	8.0	8.0	9.0
	Completely disagree (0)	%	3.6	4.8	2.5	3.1	4.0	3.7	3.1	4.1
	1	%	0.2	0.0	0.3	0.0	0.3	0.0	0.5	0.0
	2	%	1.1	1.4	0.7	0.9	1.2	0.0	1.5	1.5
	3	%	2.3	2.5	2.1	2.8	1.8	3.9	1.8	1.5
	4	%	0.7	0.3	1.0	0.3	1.1	0.0	0.9	1.0
	5	%	9.5	8.3	10.6	7.8	11.1	9.0	9.4	10.1
	6	%	5.5	4.0	7.0	3.3	7.7	6.4	7.2	3.2
	7	%	13.8	16.8	11.0	13.2	14.4	22.5	12.2	8.1
	8	%	13.7	10.4	16.7	14.7	12.7	12.9	15.9	12.1
	9	%	10.1	8.0	12.1	11.8	8.5	14.3	6.5	10.2
	Completely agree (10)	%	37.0	41.2	33.0	40.4	33.6	23.6	39.0	46.0
	Unsure	%	2.6	2.2	3.0	1.7	3.5	3.6	2.1	2.2

On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE]

			Region			Please select your gender		Age		
			Ontario 2022-			Male	Female	18 to 34	35 to 54	55 plus
			12	GTA	Rest of Ontario					
Question - Government should make it a priority to help strengthen the domestic generic pharmaceutical industry to ensure the supply of prescription medicines	Total	Unwgt N	500	232	268	267	233	80	190	230
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		Mean	8.6	8.6	8.6	8.7	8.5	8.4	8.4	9.0
		Median	10.0	10.0	9.0	10.0	9.0	9.0	9.0	10.0
	Completely disagree (0)	%	1.6	2.4	0.9	1.3	2.0	1.1	2.5	1.2
	2	%	0.7	0.5	0.8	1.0	0.4	0.0	1.4	0.5
	3	%	1.2	0.5	1.9	0.9	1.6	1.1	1.2	1.3
	4	%	0.6	0.9	0.3	0.4	0.9	0.0	0.7	1.0
	5	%	3.4	3.9	2.9	4.6	2.2	5.0	3.6	1.8
	6	%	3.5	2.2	4.8	3.0	4.0	5.0	3.7	2.2
	7	%	9.2	10.4	8.1	8.4	10.0	16.3	7.3	5.1
	8	%	16.1	14.3	17.8	15.9	16.3	18.5	19.0	11.3
	9	%	12.6	9.6	15.3	12.3	12.9	8.4	15.0	13.6
	Completely agree (10)	%	49.1	52.5	45.8	51.2	47.0	41.9	43.4	60.3
	Unsure	%	2.0	2.7	1.4	1.1	2.9	2.5	2.1	1.5

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2022-2275 – Biosimilars – November ON Omni – STAT SHEET – GENERIC DRUGS

On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE]

			Region			Please select your gender		Age		
			Ontario 2022-12	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Governments in Canada should provide incentives such as subsidies and tax incentives to encourage manufacturers to make and bring new generic medicines to Canada, help manage global supply chain problems and to enhance emergency preparedness	Total	Unwgt N	500	232	268	267	233	80	190	230
		Wgt N	500	241	259	247	253	148	172	180
		Mean	7.9	8.0	7.7	7.8	8.0	8.0	7.6	8.0
		Median	8.0	9.0	8.0	8.0	9.0	8.0	8.0	9.0
	Completely disagree (0)	%	3.5	4.1	2.9	4.7	2.4	4.8	3.7	2.3
	1	%	0.7	1.0	0.4	0.7	0.7	1.1	1.0	0.0
	2	%	1.7	1.3	2.1	0.9	2.5	1.4	0.4	3.3
	3	%	2.0	2.4	1.6	2.4	1.7	0.0	3.7	2.0
	4	%	1.0	0.0	1.9	0.9	1.0	0.0	1.7	1.2
	5	%	4.7	4.0	5.3	6.0	3.3	2.5	5.5	5.6
	6	%	6.2	4.6	7.7	5.9	6.5	3.6	8.6	6.1
	7	%	11.3	10.1	12.4	8.8	13.7	16.0	9.5	9.1
	8	%	18.3	17.3	19.2	20.3	16.3	18.0	21.6	15.3
	9	%	10.9	7.6	14.1	9.7	12.2	9.2	10.8	12.5
	Completely agree (10)	%	36.2	43.7	29.3	36.2	36.2	37.1	30.7	40.7
	Unsure	%	3.5	4.0	3.1	3.5	3.5	6.2	2.9	1.9

On a scale from 0 to 10 where 0 is completely disagree and 10 is completely agree, to what extent do you agree or disagree with the following: [RANDOMIZE]

			Region			Please select your gender		Age		
			Ontario 2022-12	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Governments in Canada should not cut the prices of generic prescription medicines if it could lead to less domestic production and drug shortages	Total	Unwgt N	500	232	268	267	233	80	190	230
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		Mean	6.5	6.4	6.5	6.3	6.6	6.0	6.5	6.7
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	Completely disagree (0)	%	6.8	7.9	5.8	7.9	5.7	8.7	6.5	5.5
	1	%	1.0	0.9	1.1	1.4	0.7	0.0	1.3	1.7
	2	%	2.1	3.6	0.8	1.1	3.2	2.3	1.1	3.1
	3	%	4.8	4.9	4.7	7.7	2.0	9.0	3.9	2.3
	4	%	2.5	1.4	3.4	1.8	3.1	0.0	2.5	4.5
	5	%	11.3	11.7	10.9	13.4	9.2	14.0	11.1	9.2
	6	%	5.9	3.5	8.1	4.6	7.1	5.0	6.9	5.5
	7	%	12.0	10.0	13.9	11.5	12.5	11.5	10.6	13.8
	8	%	14.0	15.5	12.5	16.4	11.6	14.9	15.6	11.6
	9	%	8.2	7.7	8.7	6.8	9.6	9.0	7.0	8.8
	Completely agree (10)	%	14.5	16.1	13.1	16.1	13.0	8.7	14.4	19.4
	Unsure	%	16.9	16.7	17.0	11.3	22.3	16.9	19.3	14.5

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