



# Canadians expect federal government to lead on healthcare

## Strong majority opposes Harper healthcare funding regime – ready for Premiers to take a stand

(Ottawa, Canada – August 26, 2014) - A new survey released by the Canadian Health Coalition (CHC) and conducted by Nanos Research suggests that there is a fundamental disconnect between Canadians and a number of health policies of the Harper Government.

Key among the findings are the views of Canadians that the federal government has a significant leadership role in securing the future of public healthcare in Canada. Eighty-three percent of Canadians agreed with this position and another 10 percent somewhat agreed with the statement. Tracking suggests that the intensity of agreement has increased in 2012.

“As we near the next Council of the Federation, it’s clear that Canadians demand federal leadership on healthcare,” said Michael McBane, the Executive Director at the CHC. “The Harper government has failed in terms of the leadership on healthcare that Canadians expect.”

Research also suggests that 85 per cent of Canadians support (79.6) or somewhat support (5.6) public solutions to strengthen our public health care. “There is a strong political appetite to get the federal government at the table and to find public solutions,” says Michael McBane. “The meeting of the Premiers is a key opportunity to find public solutions as two out of every three Canadians want their Premier to take a strong stand to oppose changes to healthcare funding. The Federal policies are putting the health of Canadians and the strength of the healthcare system at risk.”

Testing on the healthcare funding regime proposed by the Harper government shows a key disconnect with Canadians. They oppose (68 percent) or somewhat oppose (15 percent) an overall reduction in funding to the provinces over time. A clear majority of Canadians oppose (55 percent) or somewhat oppose (16 percent) linking federal funding of healthcare to the economy. Also of note, a majority of Canadians oppose (51 percent) or somewhat oppose (22 percent) treating the funding for all provinces the same.

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Health  
Coalition

## Methodology

The results are based on a national random survey conducted by Nanos Research between July 22-29, 2014. Respondents were recruited through a random telephone survey (land- and cell-lines) using live agents and invited to share their views online. In order to be representative of Canadians, the results were statistically checked and weighted by age and gender using the latest Census information and the sample was geographically stratified. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, plus or minus, 19 times out of 20.

Copies of the report with all the questions and the methodology can be found at [www.healthcoalition.ca](http://www.healthcoalition.ca) and [www.nanosresearch.com](http://www.nanosresearch.com)



***Project Summary – Canadian Health Coalition***  
*submitted by Nanos, August 2014 (Submission 2014-534)*



## *Executive Summary*

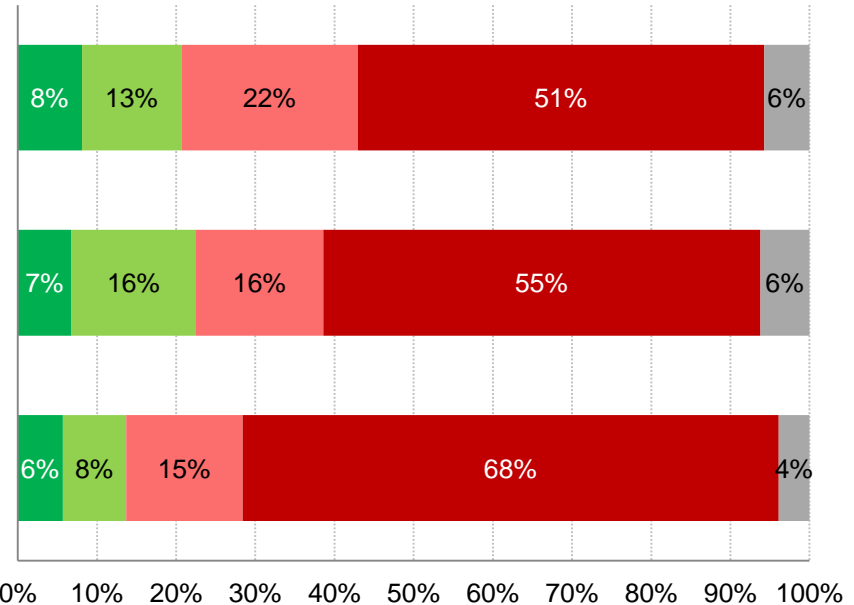
Public opinion research conducted for the Canadian Health Coalition suggests that there is an even greater appetite for federal leadership in healthcare now compared to two years ago. Likewise, a number of the federal government policies related to healthcare funding do not resonate with Canadians. A majority of Canadians would like to see their Premiers take a stand against the healthcare funding changes. Key highlights include:

- More than nine in ten Canadians agree (83 percent) or somewhat agree (10 percent) that the federal government should take a leadership role in healthcare (up five points in the past two years).
- More than eight in ten Canadians oppose changes which would mean a reduction in healthcare funding over time.
- A strong majority of Canadians (seven in ten) oppose linking funding to the strength of the economy as well as treating all the provinces the same regardless of their needs (almost seven in ten oppose).
- Support for solutions to strengthen public healthcare remain strong. Eighty percent of Canadians support this approach and another six percent somewhat support this approach.

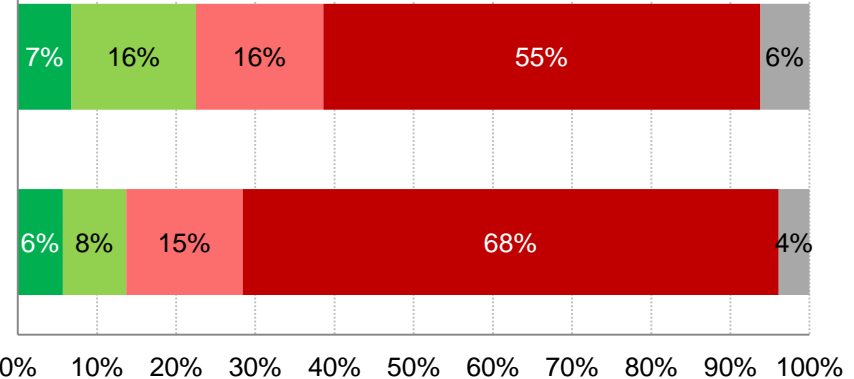
# Federal Healthcare Funding

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

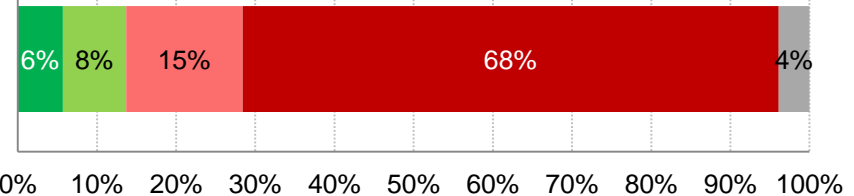
Treating all provinces the same, even if it means that smaller provinces are not able to afford to provide the same level of care as larger, richer provinces.



Linking federal funding of healthcare to the economy where the federal government funds health care more when the economy is strong and funds health care less when the economy is weak.



An overall reduction in funding over time.



■ Support ■ Somewhat Support ■ Somewhat Oppose ■ Oppose ■ Unsure

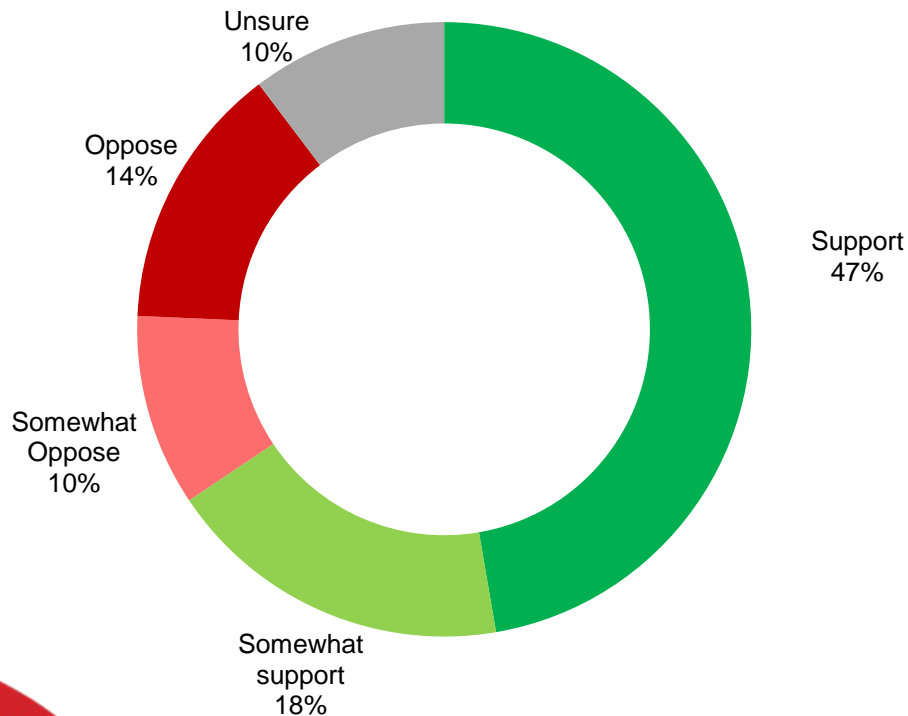
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – The federal government plans to change the way health care funding is provided to the provinces in a number of ways. Do you support, somewhat support, somewhat oppose, or oppose each of the following:

**There is considerable opposition to three tested options for changing health care funding. In particular, 67.7% oppose and 14.7% somewhat oppose an overall reduction over time. The option with the most support is linking federal funding to the economy (6.8% support and 15.7% somewhat support this idea).**

# Premier Support

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	82.3%
Quebec (n=250)	54.8%
Ontario (n=300)	70.1%
Prairies (n=200)	66.3%
British Columbia (n=150)	62.7%
Male (n=524)	64.7%
Female (n=476)	66.6%
18 to 29 (n=206)	56.2%
30 to 39 (n=169)	63.9%
40 to 49 (n=208)	66.5%
50 to 59 (n=178)	71.8%
60 plus (n=239)	69.6%

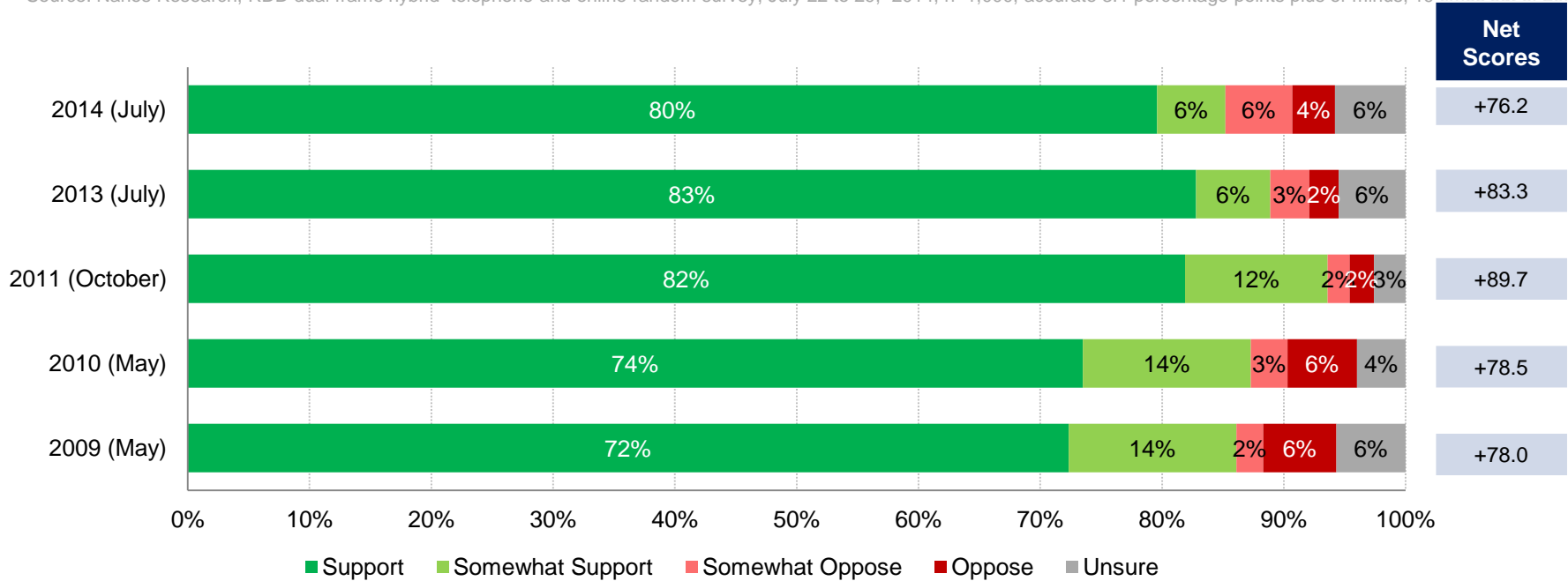
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Do you support, somewhat support, somewhat oppose, or oppose your Premier taking a strong stand to oppose changes to health care funding?

**Almost half (47.3%) of Canadians support and another 18.3% somewhat support their Premier taking a strong stand to oppose changes to health care funding.**

# Future Public Solutions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20



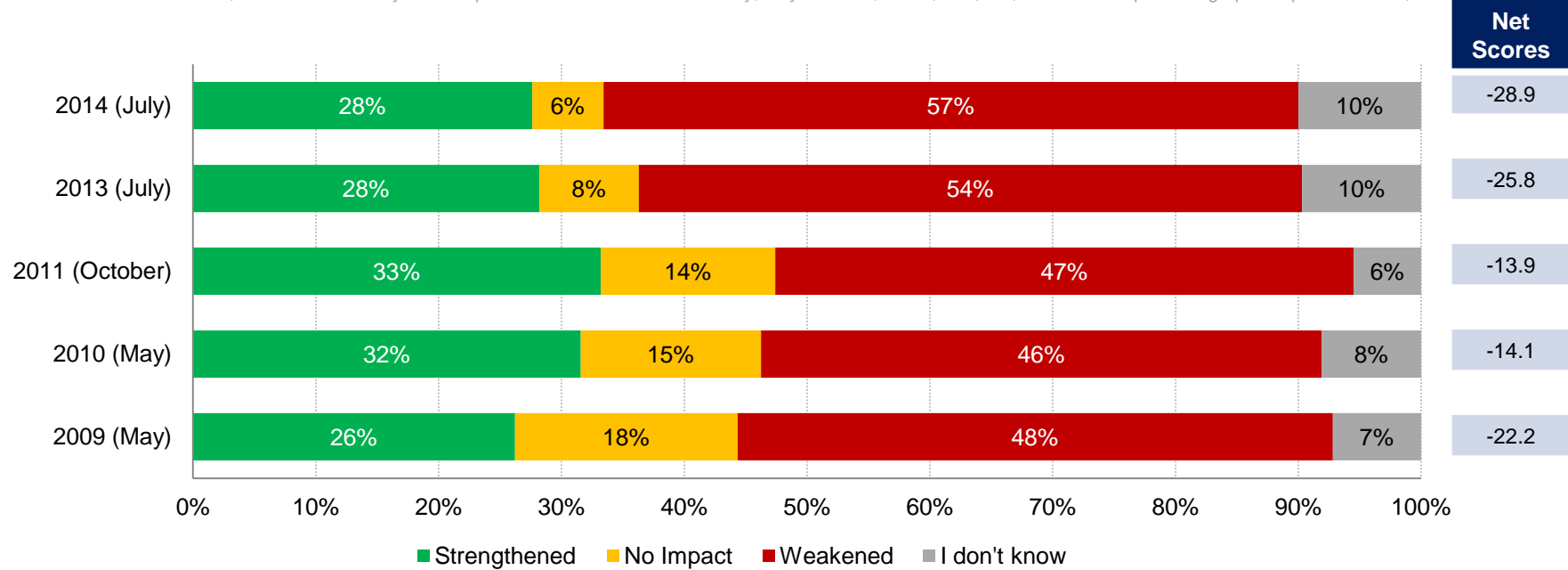
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking about the future of Canada’s public healthcare system, would you support, somewhat support, somewhat oppose, or oppose public solutions to make our public healthcare stronger?

**Canadians are very supportive of solutions that would make the public healthcare stronger. Eight percent (79.6%) support and 5.6% somewhat support solutions to make the system stronger which is virtually unchanged over the past two years.**

# For-Profit Healthcare Expansion

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20



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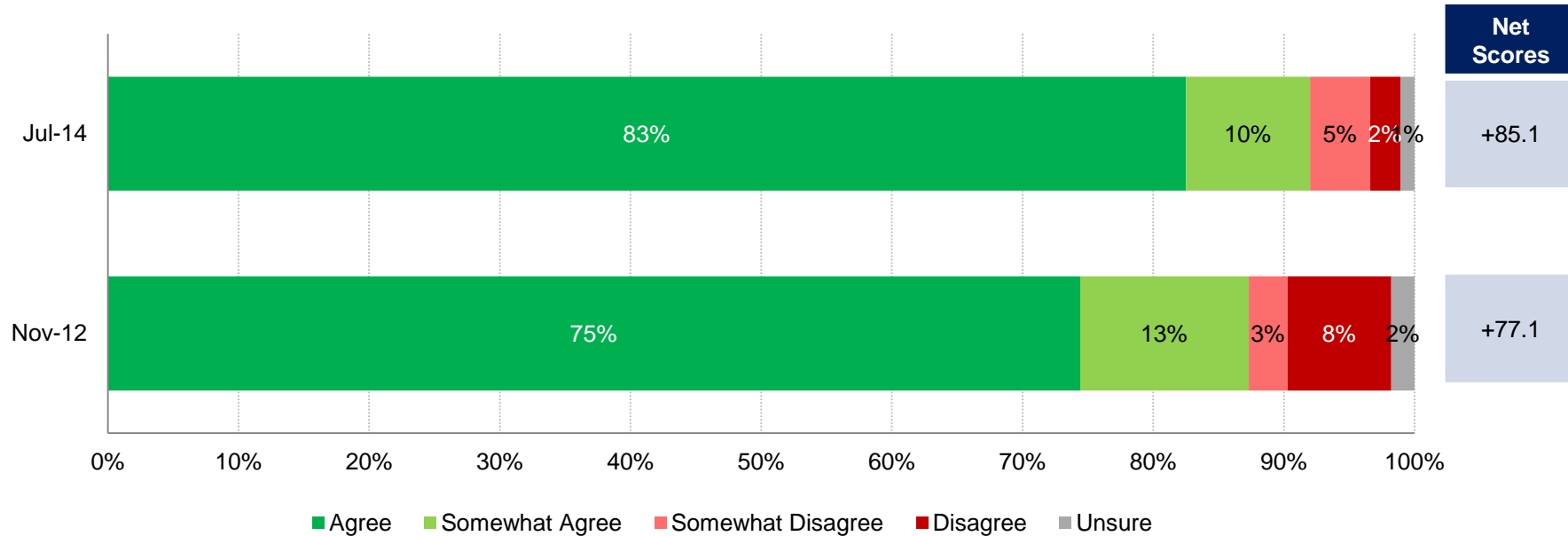
**QUESTION** – If for-profit healthcare was expanded in Canada, do you think public healthcare would be strengthened, weakened, or would there be no impact?

**If for-profit healthcare was expanded, a majority (56.5%) think the impact would be to weaken the system. The 2014 result is in line with the 2013 result.**



# Canadian Healthcare Statements

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



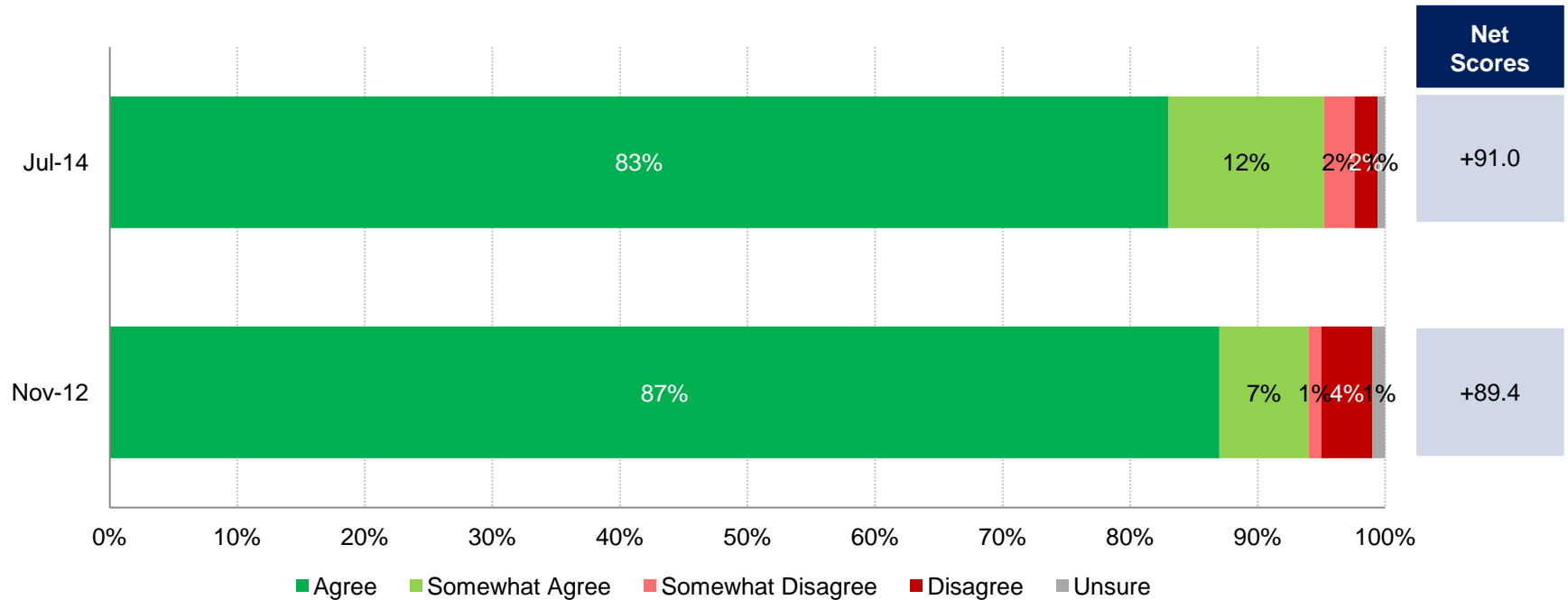
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements:  
**The federal government has a key leadership role in securing the future of public health care in Canada.**

**The vast majority of Canadians believe the federal government has a key leadership role to play. This view has intensified over the past two years.**

# Canadian Healthcare Statements

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

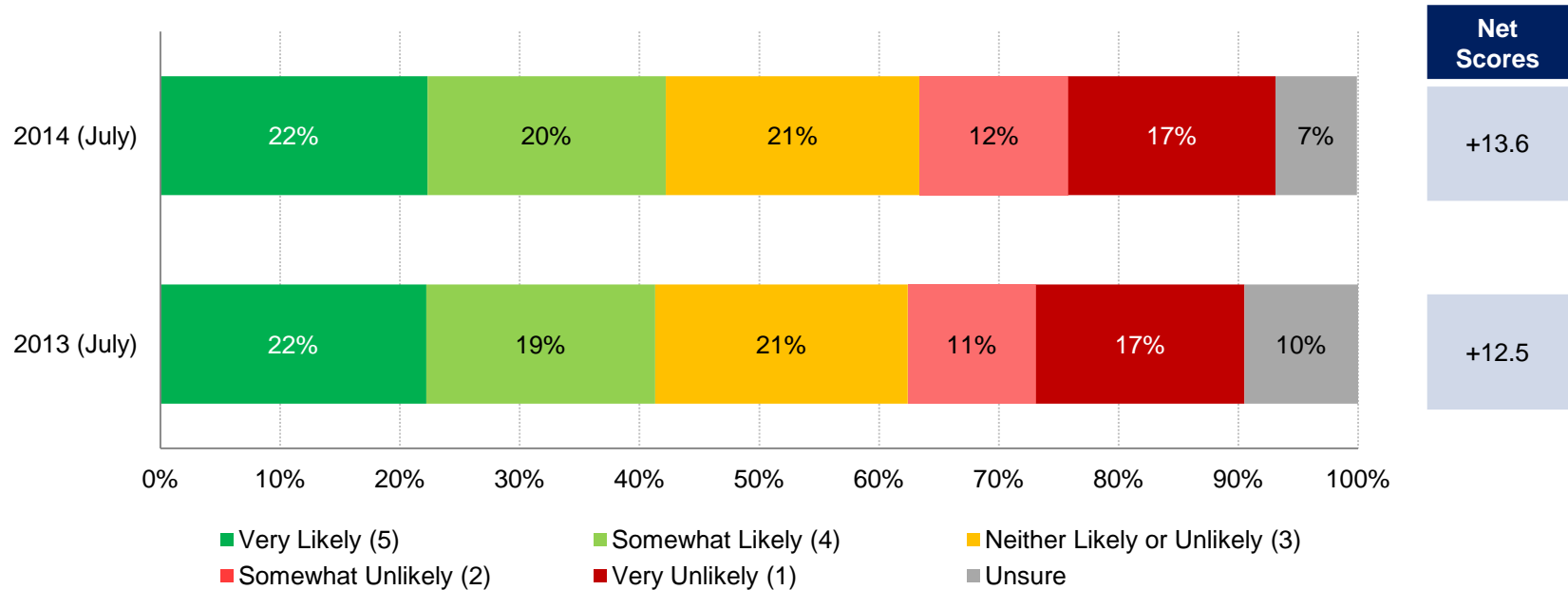
**QUESTION** – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements:

**The federal government should ensure that Canadians, no matter where they live or their ability to pay, can get access to healthcare.**

**The concept of access to healthcare is embraced by more than nine of ten Canadians.**

# Vote Considerations

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 22 to 29, 2014, n=1,000, 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** – No matter which party you support federally, if it failed to present a plan for the future of health care, how likely are you to vote for another party? Please indicate on a scale of 1 to 5 how likely you are to vote for another party, with 1 being very unlikely and 5 being very likely.

**Although Canadians are still more likely than not to make healthcare a political issue, there has been no significant change in this measure over the past year.**



## *Methodology*

# Methodology

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 22 and 29, 2014 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and invited to do 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 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 the Canadian Health Coalition.

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

Results from previous waves are from:

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 13<sup>th</sup> and 17<sup>th</sup>, 2013 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and invited to do 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 Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

A national random telephone survey of 1,202 Canadians 18 years of age and older was completed by Nanos Research between October 20<sup>th</sup> and 24<sup>th</sup>, 2011 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 1,202 respondents is  $\pm 2.8$  percentage points, 19 times out of 20.

Random telephone survey of 1,003 Canadians, April 30<sup>th</sup> to May 3<sup>rd</sup>, 2010 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 1,003 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

Random telephone Survey of 1,001 Canadians from April 25<sup>th</sup> to May 3<sup>rd</sup>, 2009 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 1,001 Canadians is  $\pm 3.1$  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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The federal government plans to change the way health care funding is provided to the provinces in a number of ways. Do you support, somewhat support, somewhat oppose, or oppose each of the following:

		Question 1 – An overall reduction in federal healthcare funding to the provinces over time.					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-07	1000	5.7	8.0	14.7	67.7	3.9
	Atlantic Canada	100	2.8	4.2	11.4	80.0	1.6
	Quebec	250	6.4	10.3	15.9	64.0	3.4
	Ontario	300	3.5	8.6	13.7	68.0	6.2
	Prairies	200	6.4	8.0	15.2	66.7	3.8
	British Columbia	150	9.7	5.9	16.4	66.1	2.0
Gender	Male	524	8.2	8.4	15.2	63.2	5.0
	Female	476	2.9	7.6	14.1	72.6	2.7
Age	18 to 29	206	6.0	14.0	10.7	67.2	2.1
	30 to 39	169	7.4	5.8	20.1	59.2	7.5
	40 to 49	208	6.1	6.7	15.7	67.2	4.3
	50 to 59	178	3.2	5.8	15.6	71.9	3.4
	60 plus	239	5.7	7.2	12.8	71.3	2.9

National Nanos RDD Crowdsourc random survey of 1,000 Canadians conducted between July 22<sup>nd</sup> and 29<sup>th</sup>, 2014. 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  $\pm 3.1$  percentage points, 19 times out of 20.

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The federal government plans to change the way health care funding is provided to the provinces in a number of ways. Do you support, somewhat support, somewhat oppose, or oppose each of the following:

		Question 2 - Linking federal funding of healthcare to the economy where the federal government funds health care more when the economy is strong and funds health care less when the economy is weak.					
		Total Responses	Support Percentage	Somewhat support Percentage	Somewhat oppose Percentage	Oppose Percentage	Unsure Percentage
Region	Canada 2014-07	1000	6.8	15.7	16.1	55.2	6.2
	Atlantic Canada	100	8.8	9.7	11.7	66.7	3.1
	Quebec	250	7.5	16.2	19.7	51.0	5.6
	Ontario	300	6.8	18.8	12.9	54.5	7.0
	Prairies	200	4.9	14.4	17.9	54.6	8.2
	British Columbia	150	7.0	14.3	16.7	57.0	5.0
Gender	Male	524	8.0	17.7	17.4	52.9	4.0
	Female	476	5.6	13.5	14.6	57.8	8.6
Age	18 to 29	206	3.3	20.6	14.8	51.8	9.5
	30 to 39	169	5.0	20.3	19.1	46.1	9.6
	40 to 49	208	10.0	15.3	15.2	54.9	4.6
	50 to 59	178	5.5	14.1	15.0	60.1	5.4
	60 plus	239	9.5	9.7	16.6	61.3	2.9

National Nanos RDD Crowdsourced random survey of 1,000 Canadians conducted between July 22<sup>nd</sup> and 29<sup>th</sup>, 2014. 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  $\pm 3.1$  percentage points, 19 times out of 20.

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The federal government plans to change the way health care funding is provided to the provinces in a number of ways. Do you support, somewhat support, somewhat oppose, or oppose each of the following:

		Question 3 - Treating the funding for all provinces the same, even if it means that smaller provinces may not be able to afford to provide the same level of care as larger, richer provinces.					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-07	1000	8.1	12.6	22.2	51.3	5.7
	Atlantic Canada	100	4.3	5.2	14.2	76.3	.0
	Quebec	250	7.5	15.2	22.8	48.2	6.3
	Ontario	300	7.6	11.8	21.3	52.9	6.4
	Prairies	200	11.8	13.0	25.4	44.0	5.8
	British Columbia	150	7.7	14.5	24.2	46.4	7.3
Gender	Male	524	9.4	14.8	22.3	46.9	6.6
	Female	476	6.7	10.2	22.1	56.2	4.8
Age	18 to 29	206	2.8	11.9	28.5	48.8	8.0
	30 to 39	169	9.8	11.7	23.7	48.1	6.6
	40 to 49	208	11.3	12.3	17.7	52.2	6.5
	50 to 59	178	8.1	13.8	20.7	53.3	4.1
	60 plus	239	8.6	13.3	20.8	53.6	3.7



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		Question 4 - Do you support, somewhat support, somewhat oppose, or oppose your Premier taking a strong stand to oppose changes to health care funding?					
		Total Responses	Support Percentage	Somewhat support Percentage	Somewhat oppose Percentage	Oppose Percentage	Unsure Percentage
Region	Canada 2014-07	1000	47.3	18.3	10.1	14.0	10.3
	Atlantic Canada	100	63.3	19.0	3.4	9.0	5.2
	Quebec	250	39.9	14.9	9.9	24.6	10.7
	Ontario	300	49.0	21.1	8.5	12.9	8.5
	Prairies	200	47.5	18.8	9.9	10.0	13.9
	British Columbia	150	45.5	17.2	18.2	7.4	11.6
Gender	Male	524	45.7	19.0	12.7	14.7	7.9
	Female	476	49.1	17.5	7.2	13.2	13.0
Age	18 to 29	206	40.0	16.2	17.1	13.7	13.1
	30 to 39	169	43.1	20.8	10.7	13.6	11.7
	40 to 49	208	48.5	18.0	6.3	17.5	9.7
	50 to 59	178	51.2	20.6	9.0	9.8	9.3
	60 plus	239	52.8	16.8	7.6	14.6	8.1

National Nanos RDD Crowdsourc random survey of 1,000 Canadians conducted between July 22<sup>nd</sup> and 29<sup>th</sup>, 2014. 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  $\pm 3.1$  percentage points, 19 times out of 20.



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		Question 5 - Thinking about the future of Canada's public healthcare system, would you support, somewhat support, somewhat oppose, or oppose public solutions to make our public healthcare stronger?					
		Total Responses	Support Percentage	Somewhat support Percentage	Somewhat oppose Percentage	Oppose Percentage	Unsure Percentage
Region	Canada 2014-07	1000	79.6	5.6	5.5	3.5	5.8
	Atlantic Canada	100	89.4	1.5	1.8	1.6	5.7
	Quebec	250	75.9	4.9	6.2	6.7	6.3
	Ontario	300	79.6	8.9	4.6	2.1	4.7
	Prairies	200	79.1	6.3	6.0	3.3	5.2
	British Columbia	150	80.1	2.0	7.6	2.2	8.1
Gender	Male	524	77.3	7.2	6.1	3.8	5.5
	Female	476	82.2	3.8	4.8	3.1	6.2
Age	18 to 29	206	78.9	6.1	8.1	4.0	2.8
	30 to 39	169	81.8	2.6	5.6	4.1	5.9
	40 to 49	208	74.2	7.0	5.8	5.3	7.8
	50 to 59	178	81.2	5.4	3.7	3.1	6.6
	60 plus	239	82.3	6.3	4.1	1.2	6.1

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		Question 6 - If for-profit healthcare was expanded in Canada, do you think public healthcare would be strengthened, weakened or would there be no impact?				
		Total	Strengthened	Weakened	No impact	Don't know
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-07	1000	27.6	56.5	5.8	10.0
	Atlantic Canada	100	27.8	55.9	3.9	12.4
	Quebec	250	29.0	54.9	6.2	9.9
	Ontario	300	24.1	61.9	6.2	7.7
	Prairies	200	26.8	53.7	6.0	13.5
	British Columbia	150	33.2	52.6	5.6	8.6
Gender	Male	524	32.9	53.1	6.7	7.3
	Female	476	21.7	60.3	4.9	13.1
Age	18 to 29	206	24.1	65.9	3.3	6.7
	30 to 39	169	31.1	51.4	7.6	10.0
	40 to 49	208	24.5	53.9	4.9	16.8
	50 to 59	178	28.1	55.4	8.0	8.5
	60 plus	239	30.4	55.3	6.0	8.2

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		Question 7 - Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements:   The federal government has a key leadership role in securing the future of public health care in Canada.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-07	1000	82.5	9.5	4.6	2.3	1.1
	Atlantic Canada	100	91.3	7.2	1.5	.0	.0
	Quebec	250	73.9	11.9	8.8	3.5	1.9
	Ontario	300	86.8	8.6	1.9	1.5	1.1
	Prairies	200	83.9	9.1	4.7	1.2	1.1
	British Columbia	150	80.7	9.4	4.6	4.9	.4
Gender	Male	524	78.9	10.9	6.0	3.0	1.1
	Female	476	86.5	8.0	3.0	1.5	1.0
Age	18 to 29	206	81.0	9.9	6.0	2.0	1.1
	30 to 39	169	78.2	7.3	8.3	4.7	1.5
	40 to 49	208	82.9	10.2	4.0	1.7	1.3
	50 to 59	178	81.5	13.4	2.1	1.5	1.4
	60 plus	239	87.3	7.3	3.1	2.0	.4

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		Question 8 – Do you agree, somewhat agree, somewhat disagree, or disagree with the following statements:   The federal government should ensure that Canadians, no matter where they live or their ability to pay, can get access to healthcare.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014–07	1000	83.0	12.2	2.4	1.8	.6
	Atlantic Canada	100	85.2	14.8	.0	.0	.0
	Quebec	250	75.1	16.1	5.0	3.3	.5
	Ontario	300	89.0	8.2	1.1	1.3	.4
	Prairies	200	80.8	14.5	1.8	2.1	.9
	British Columbia	150	85.6	8.8	3.3	1.0	1.3
Gender	Male	524	78.9	15.9	2.6	2.0	.6
	Female	476	87.5	8.1	2.2	1.5	.7
Age	18 to 29	206	87.3	6.7	4.0	2.0	.0
	30 to 39	169	78.1	15.1	2.9	3.1	.8
	40 to 49	208	82.5	12.2	3.0	1.7	.5
	50 to 59	178	82.3	15.2	.3	1.1	1.1
	60 plus	239	83.8	12.6	1.7	1.2	.7

National Nanos RDD Crowdsourc random survey of 1,000 Canadians conducted between July 22<sup>nd</sup> and 29<sup>th</sup>, 2014. 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  $\pm 3.1$  percentage points, 19 times out of 20.

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Question 9 – No matter which party you support federally, if it failed to present a plan for the future of health care, how likely are you to vote for another party? Please indicate on a scale of 1 to 5 how likely you are to vote for another party, with 1 being very unlikely and 5 being very likely.

		Total		Very unlikely	Somewhat Unlikely	Neither Likely or Unlikely	Somewhat Likely	Very likely	Unsure
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	3.19	17.3	12.4	21.2	19.9	22.3	6.8
	2014-07								
	Atlantic Canada	100	3.30	18.1	12.2	18.8	17.6	30.1	3.2
	Quebec	250	3.18	20.4	11.7	14.2	20.8	24.0	8.8
	Ontario	300	3.10	16.7	14.0	26.4	17.6	19.7	5.6
	Prairies	200	3.34	12.6	12.0	23.7	21.0	23.9	7.0
	British Columbia	150	3.08	19.4	11.3	20.9	23.3	17.2	8.0
Gender	Male	524	3.13	17.8	16.1	18.0	21.5	21.1	5.5
	Female	476	3.26	16.8	8.4	24.8	18.3	23.6	8.2
Age	18 to 29	206	3.07	13.5	19.3	25.0	24.7	14.4	3.1
	30 to 39	169	3.12	18.8	9.7	23.0	21.6	18.2	8.6
	40 to 49	208	3.25	18.1	10.4	21.8	17.2	26.5	6.0
	50 to 59	178	3.22	15.7	12.4	21.2	20.2	21.6	8.9
	60 plus	239	3.26	20.2	10.3	16.1	16.8	28.8	7.8

National Nanos RDD Crowdsourced random survey of 1,000 Canadians conducted between July 22<sup>nd</sup> and 29<sup>th</sup>, 2014. 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  $\pm 3.1$  percentage points, 19 times out of 20.

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