



ABACUS DATA

Healthcare and the 2015 Federal Election

A public opinion study of 1,500 Canadians aged 18+

Conducted for:
May 2015



**CANADIAN
FEDERATION
OF NURSES
UNIONS**

Methodology

Online Survey	Survey was conducted online with a representative sample of Canadians from Research Now's online panel.
Sample Size	1,500 Comparable margin of error is $\pm 2.6\%$
Field dates	May 4 to 6, 2015
Statistical Weighting	Data was weighted by age, gender, education and region based on census data.

Key Findings

Healthcare is the top issue.

More Canadians say that healthcare will be an important determinant of their vote in the federal election than all other issues tested, including economic management, jobs, and skills training and taxes. This view is consistent across supporters for all main federal political parties.

Canadians trust nurses to provide advice and information on healthcare.

Trust in nurses to provide advice and information related to the deliver in health care (86%) is almost on par with doctors, and more than the federal or provincial health ministers. This trust also extends to their point of view on what patient's need most, how to provide better continuing and long-term care, what innovations are needed within the system, and where there is waste and inefficiency.

Pharmacare, national standards for continuing care, and a new health funding agreement would Be political winners.

Respondents were asked to react to three hypothetical political party promises. Majorities said each of the ideas would be political “winners”, resulting in a greater likelihood of electoral support for a party that advocated them.

National standards for continuing care and negotiating a new health agreement were the most popular of the ideas tested – at least three quarters reacted positively. 63% said they would be drawn to support a party that advocates a national pharmacare plan.

Most Important Issues

Healthcare is the top issue of more Canadians than any other issue tested in the survey. A majority of respondents (58%) selected “healthcare” as one of the three issues that would be most important to determining their vote.

“Economic management” and “jobs and skills Training” (53%), “Taxes” (44%), and “retirement security” (29%) rounded out the top four.

Another 17% of respondents selected “seniors” in their top three issues while 12% selected the “cost of medicines”

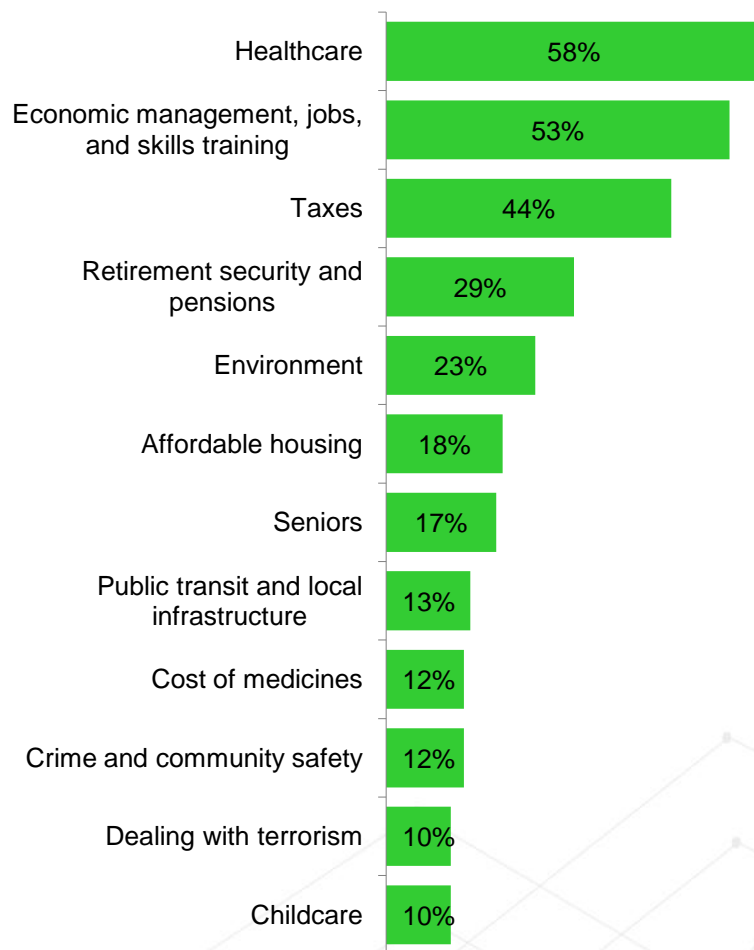
In terms of healthcare, women were more likely than men to select it as a top issue (women 64%, men 52%), while those living in Alberta (67%) and Quebec (64%) were more likely to select it as a top issue than those living in other regions of the country.

Of note, healthcare is a priority for a majority of supporters for all the main federal political parties, including the Conservative Party.

When it comes to “cost of medicines”, opinion was fairly consistent across regional and demographic subgroups. Residents in Atlantic Canada, Quebec, and in Saskatchewan and Manitoba were slightly more likely to rate it as a priority. Of note, 15% of caregivers selected the cost of medicines as a priority for determining their vote.



Thinking about the upcoming federal election, and the political parties positions on the issues, what three issues are the most important in determining your vote?

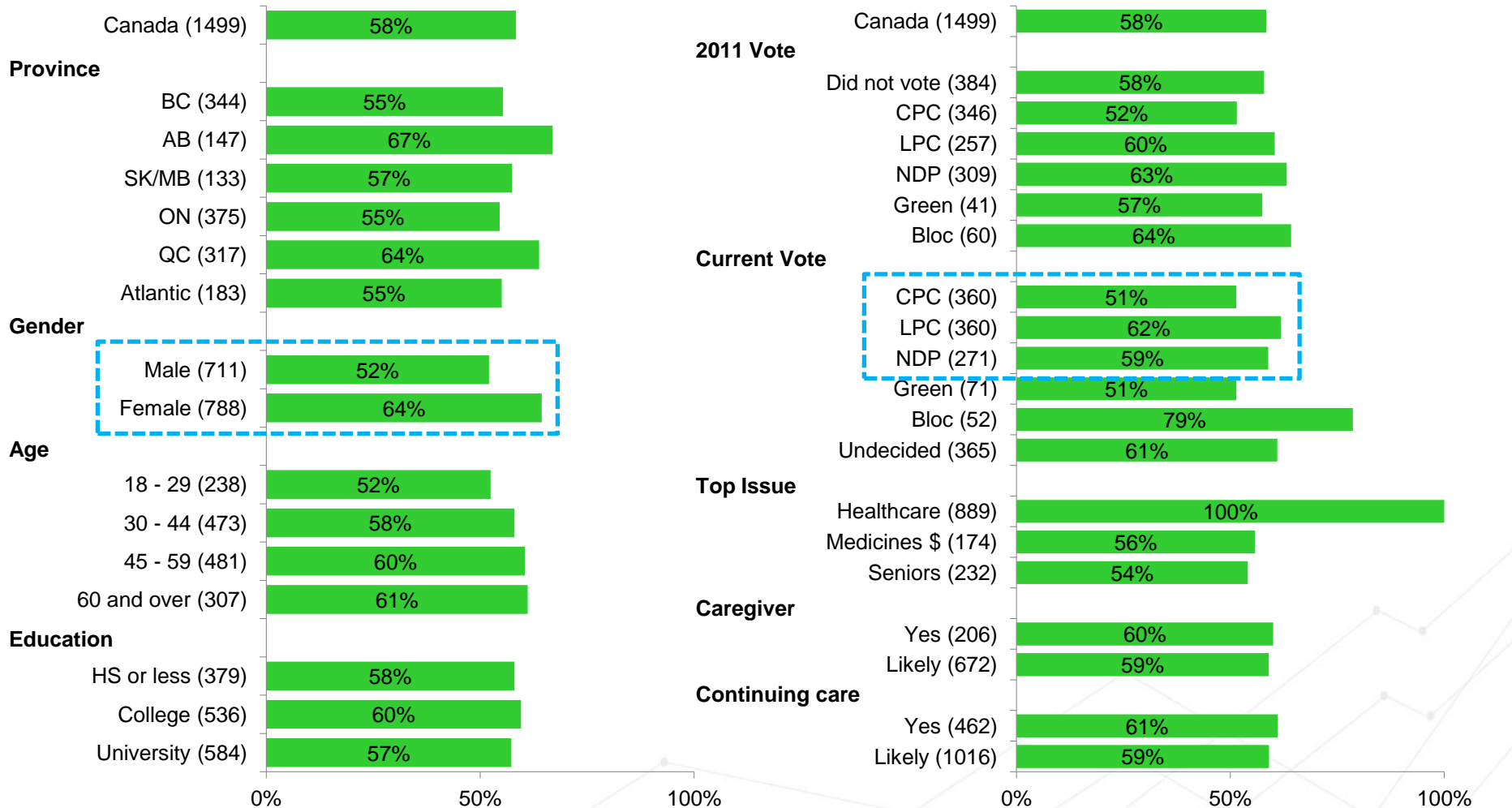


All Respondents, n=1,500

Who ranked healthcare in their top three issues?



Thinking about the upcoming federal election, and the political parties positions on the issues, what three issues are the most important in determining your vote? - **Healthcare**



Trust on the Delivery of Healthcare

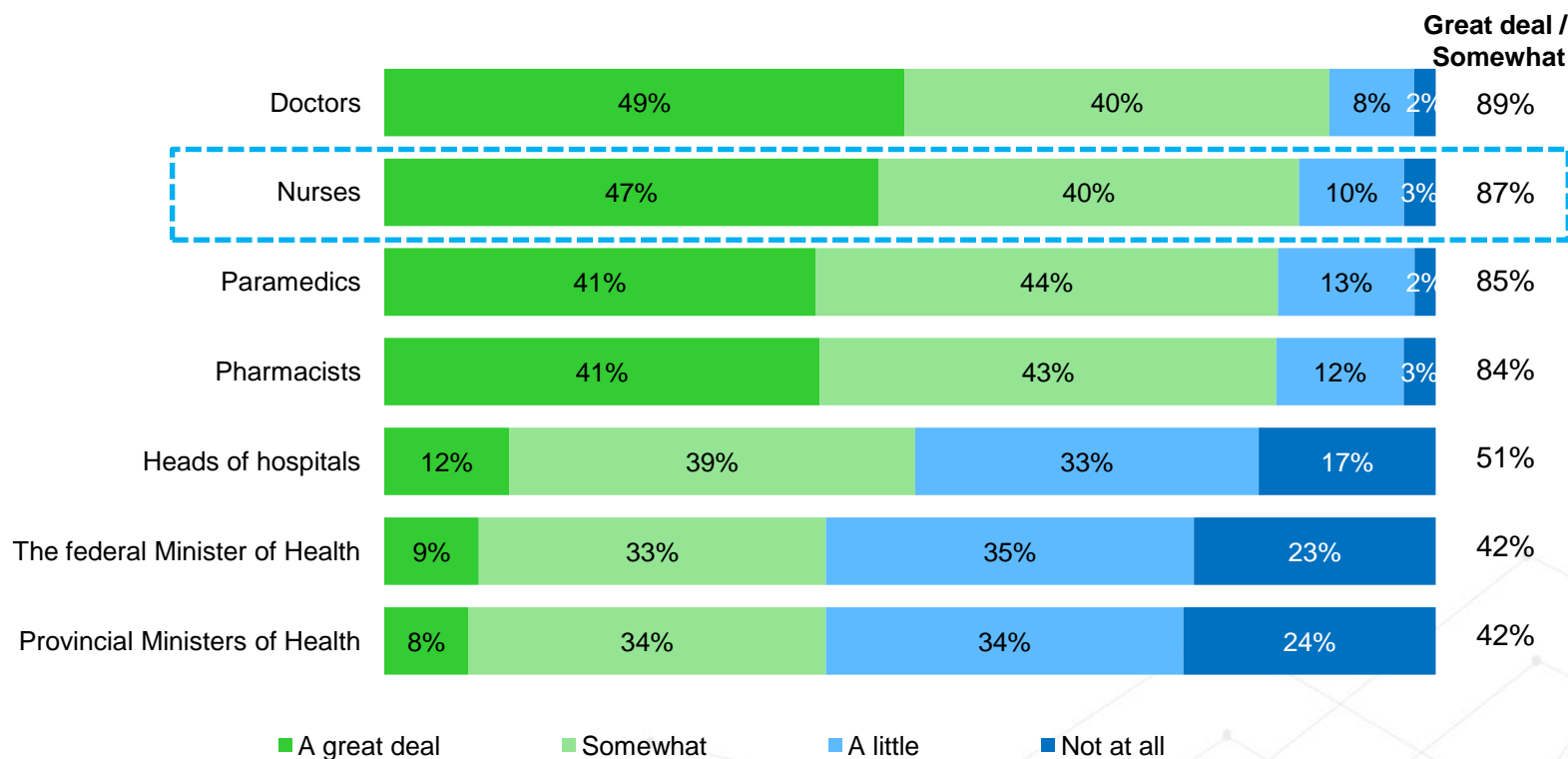
Respondents were asked about who they trust when it comes to the delivery of healthcare.

Nurses are trusted by the overwhelming majority - as much as doctors and far more than health ministers.

Those who use health services more show higher than average levels of trust in nurses.



Below is a list of different groups involved in healthcare in Canada. To what extent do you trust each to provide advice and information related to the delivery of healthcare?



Trust in Nurses Point of View on...

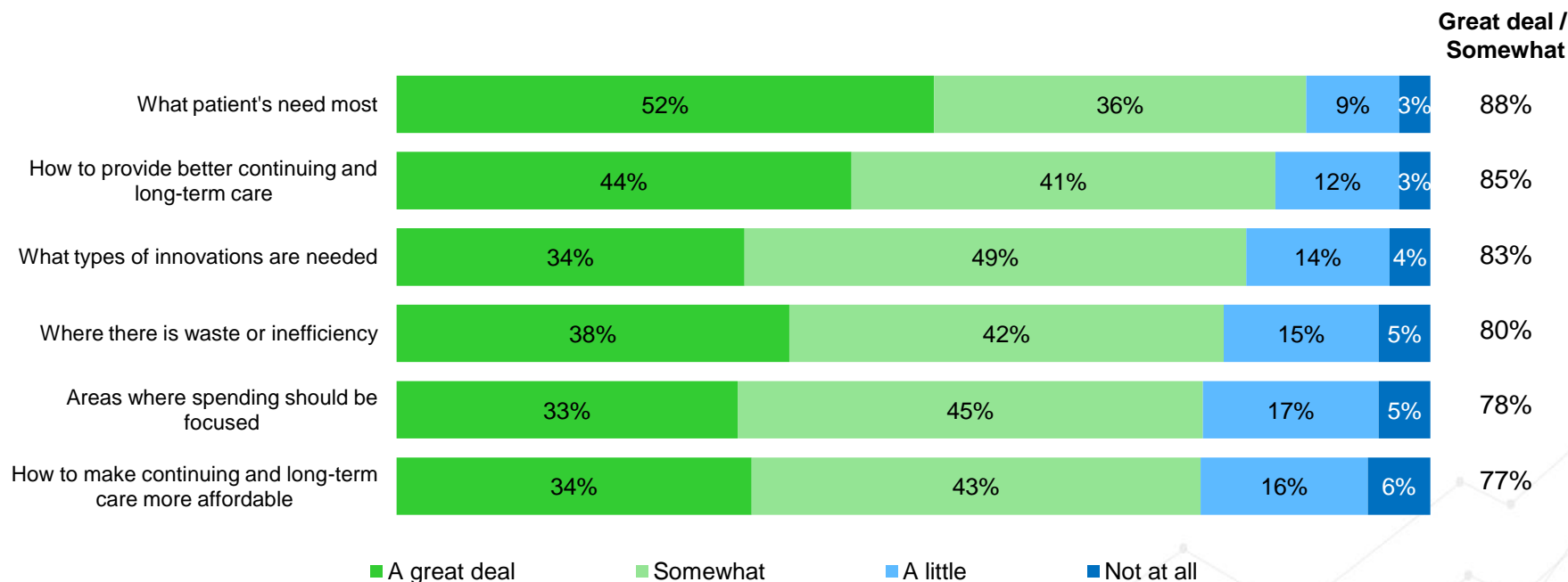
Nurses are almost unanimously trusted to know what patients need most.

Trust levels are very high when it comes to identifying waste and inefficiency, spending money wisely, finding smart innovations and improving the quality and affordability of long term care.

Canadians look to nurses for advice not only for their personal health but also about how the healthcare system functions.



Thinking specifically about nurses, to what extent do you trust the point of view of nurses on the following issues?



Policy Position Testing

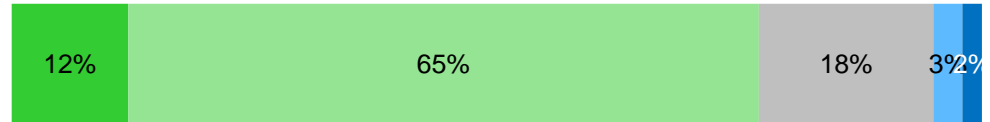
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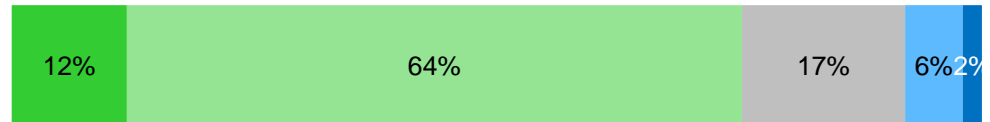
While NDP supporters were most enthusiastic about each proposal, there was broad support among across party lines.

Q For each one, please tell us whether the position makes you want to support this party no matter what, not support this party no matter what, this idea makes you more likely to support the party, this idea makes you less likely to support the party, or this idea doesn't matter to you personally very much.

We will set national standards for continuing care - the suite of services like long term care, home care, respite care, and palliative services - to ensure that the level of care is affordable and consistent across provinces.



We will negotiate a new health agreement with the provinces and commit to annual health care funding increases to ensure that provinces have the funds needed to provide a quality healthcare system.



We will implement a national pharmacare plan that would assume the cost of all prescription drug costs for all Canadians and save Canadians up to \$11.4 billion by making the system more efficient, providing coverage for those without private plans...



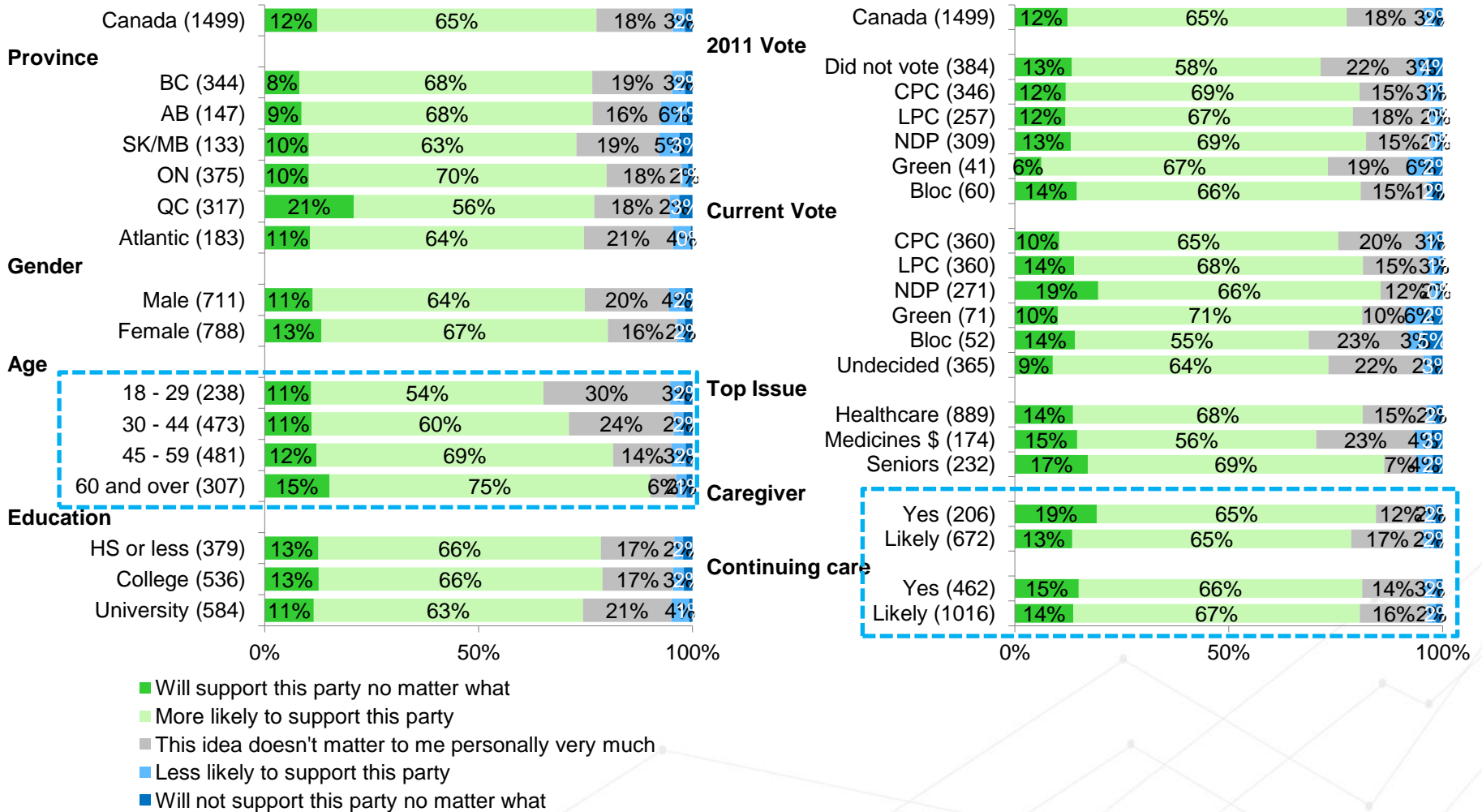
- Will support this party no matter what
- This idea doesn't matter to me personally very much
- Will not support this party no matter what

- More likely to support this party
- Less likely to support this party

National Standards for Continuing Care



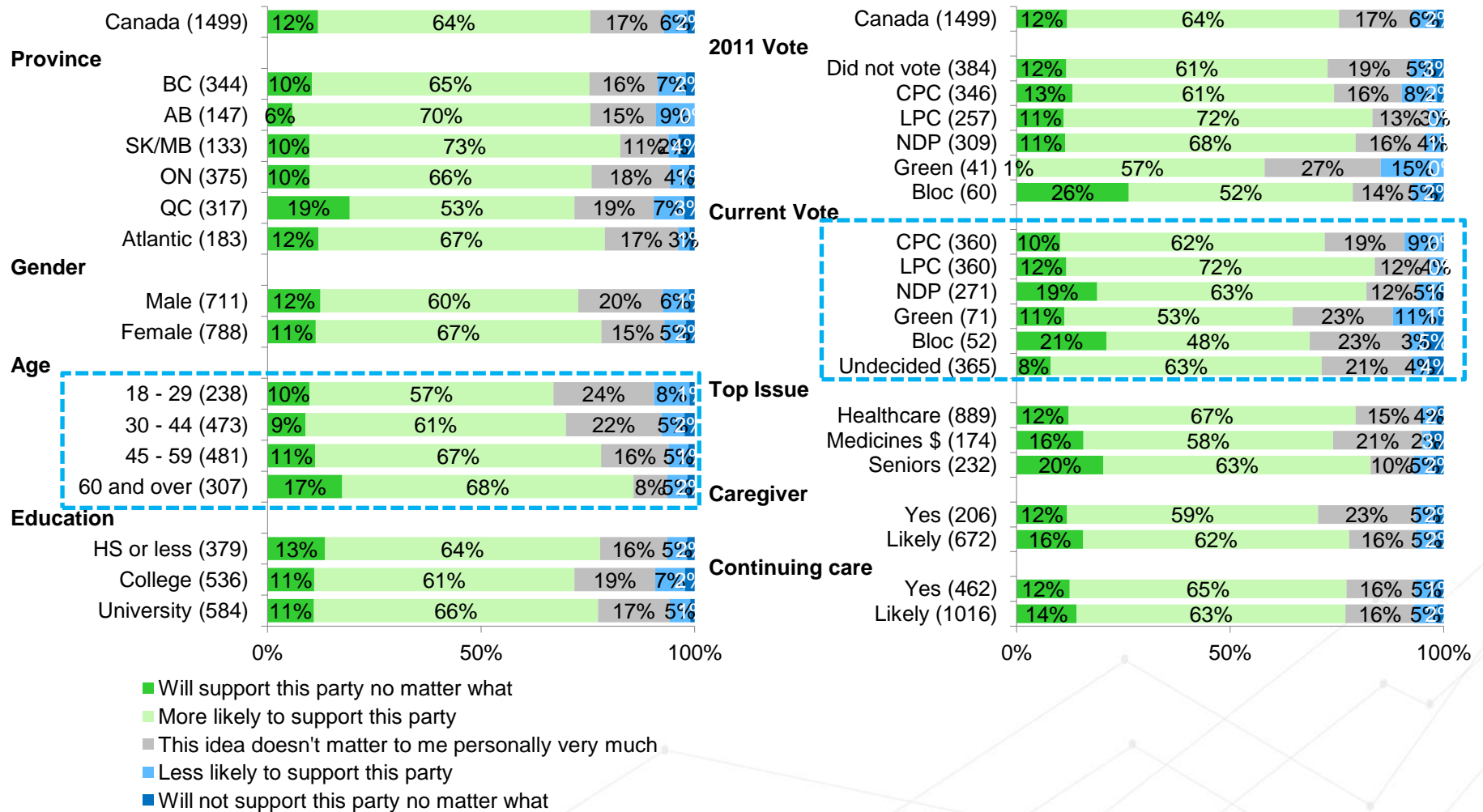
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Negotiating a New Health Agreement



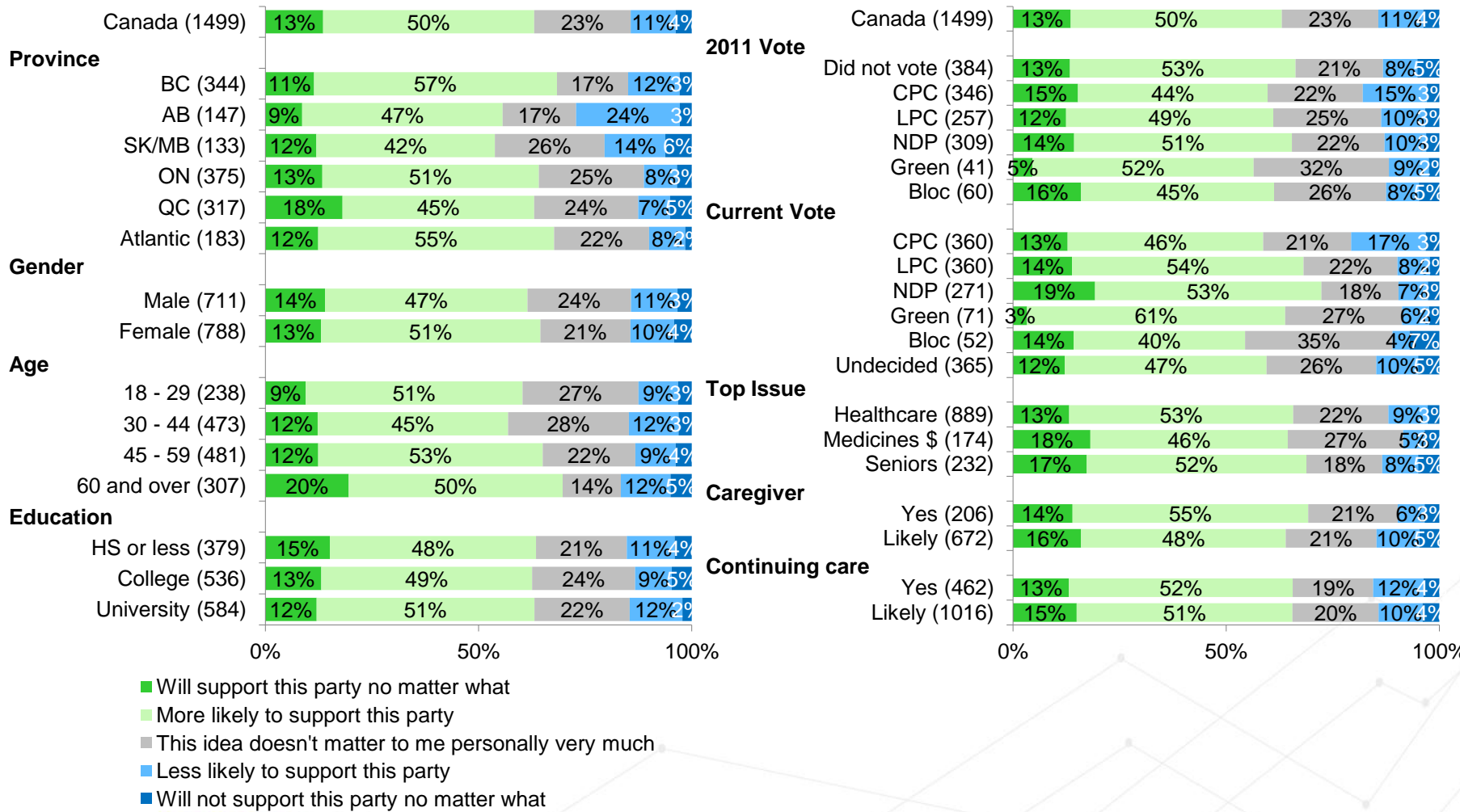
We will negotiate a new health agreement with the provinces and commit to annual health care funding increases to ensure that provinces have the funds needed to provide a quality healthcare system.



Implementing a National Pharmacare Plan



We will implement a national pharmacare plan that would assume the cost of all prescription drug costs for all Canadians and save Canadians up to \$11.4 billion by making the system more efficient, providing coverage for those without private plans, and reducing the cost of prescription drug plans for employers. The cost to the federal government would be between 1 and 5 billion.



- Will support this party no matter what
- More likely to support this party
- This idea doesn't matter to me personally very much
- Less likely to support this party
- Will not support this party no matter what



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