



# Press Release

## Canadians Want Health Care to be the Focus for Political Parties in the Lead Up to the Election This Fall

### Enough Health Care Providers (44%), Universal Pharmacare Program (35%) and Access to Mental Health Services (33%) Seen as Most Important Health Issues

**Toronto, ON, June 13, 2019** — While carbon tax has been much talked about in the media recently, it is health care by a wide margin that Canadians want to see political parties focus on addressing in their election platforms for the federal election this fall. According to an Ipsos poll conducted on behalf of the College of Family Physicians of Canada (CFPC), half (50%) of Canadians rank health care in their top three issues that should be focused on, well ahead of other issues, including climate change (33%), taxes (33%), poverty (23%), education (22%) and immigration (20%). One in five (22%) rank health care as their number one priority. Those in Atlantic Canada (39%, lowest in Alberta 15%), Canadians 55 and over (29% vs. 14% 18-34, 22% 35-54) and women (26% vs. 18% men) are most likely to rank health care as their number one priority.

If a political party was to propose a plan to improve health care in Canada, Canadians state that ensuring there are enough health care providers (44%), implementing a universal pharmacare program (35%) and improving access to mental health services (33%) would be the three most important issues that should be included in the plan.

### A Health Care Focused Platform Could Sway Votes at the Ballot Box

Canadians were asked how much they support, or how important they think three health issues are, and then if they would be more or less likely to vote for a political party that championed solutions to these. The issues are – a universal pharmacare program, improving the availability of mental health issues, and supporting the implementation of a “Patient’s Medical Home Vision”; described as “a vision of family practice that offers high quality care centred on the needs of the patient. This care is delivered by a dedicated team of health professionals, within their community, throughout every stage of life, and effectively integrated with other health services”.

Three-quarters (75%) of Canadians support implementing a universal pharmacare program in Canada, with over four in ten (45%) strongly supporting this initiative. Canadians on the Atlantic coast are most likely to strongly support a universal pharmacare program (58%), as are those with incomes under \$60,000 (51% vs. 40% \$100,000+).

There is ubiquitous recognition among Canadians that improving access to mental health services in Canada is important (96%), with two-thirds believing it to be *very* important (64%). Those under 35 (68% vs. 61% 55+, 63% 35-54) and women (68% vs. 59% men) are most likely to believe it is *very* important to improve access to these services.

Nearly all Canadians believe the Patient’s Medical Home Vision is important (94%), with half (51%) believing it to be *very* important. Women (57% vs. 45% men), those 55 and over (56% vs. 47% 18-34, 49% 35-54), Atlantic Canada and Quebec residents (55% Atlantic

Address: 160 Bloor Street East, Suite 300  
Toronto, ON M4W 1B  
Tel: +1 416 324-2900

Contact: **Jennifer McLeod Macey**  
*Vice President, Ipsos Public Affairs, Canada*  
Email: [jennifer.macey@ipsos.com](mailto:jennifer.macey@ipsos.com)  
Tel: +1 416 502 2749



## Press Release – continued –

Canada, 54% Quebec vs. 44% Prairies) and those with a family doctor (53% vs. 44% no family doctor) are significantly more likely to believe this vision to be *very* important.

All three of these issues have the potential to sway votes this federal election. For each issue, seven in ten Canadians say they would be more likely to vote for a political party that adopted policies to tackle these:

- Universal pharmacare program (68% more likely – 29% much more/39% somewhat more likely)
- Improve availability of mental health services (71% more likely – 29% much more/41% somewhat more likely)
- Support implementing Patient's Medical Home Vision (69% more likely – 23% much more/46% somewhat more likely)

Those in Atlantic Canada are the most likely to say they'd be *much* more likely to vote for a political party that adopted a universal pharmacare program (39%), planned to improve availability of mental health services (38%) and supported implementing the Patient's Medical Home Vision (30%). Canadians under 35 are the most likely to say they'd be more likely to vote for a political party planning to improve access to mental health services (41% vs. 21% 55+, 28% 35-54).

Address: 160 Bloor Street East, Suite 300  
Toronto, ON M4W 1B9  
Tel: +1 416 324-2900

Contact: **Jennifer McLeod Macey**  
Vice President, Ipsos Public Affairs, Canada  
Email: [jennifer.macey@ipsos.com](mailto:jennifer.macey@ipsos.com)  
Tel: +1 416 502 2749



## Press Release – continued –

### About the Study

*These are some of the findings of an Ipsos poll conducted between May 10<sup>th</sup> to May 13<sup>th</sup>, 2019. For this survey, a sample of 2,004 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 2.5$  percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

**For more information on this news release, please contact:**

Jennifer McLeod Macey, Vice President  
Ipsos Public Affairs, Canada  
+1 416 502 2749  
[jennifer.macey@ipsos.com](mailto:jennifer.macey@ipsos.com)

Address: 160 Bloor Street East, Suite 300  
Toronto, ON M4W 1B9  
Tel: +1 416 324-2900

Contact: **Jennifer McLeod Macey**  
Vice President, Ipsos Public Affairs, Canada  
Email: [jennifer.macey@ipsos.com](mailto:jennifer.macey@ipsos.com)  
Tel: +1 416 502 2749



## Press Release – continued –

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.  
The company is part of the CAC Mid & Small index  
and is eligible for the Deferred Settlement Service (SRD).

**ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP**

[www.ipsos.com](http://www.ipsos.com)

Address: 160 Bloor Street East, Suite 300  
Toronto, ON M4W 1B9  
Tel: +1 416 324-2900

Contact: **Jennifer McLeod Macey**  
*Vice President, Ipsos Public Affairs, Canada*  
Email: [jennifer.macey@ipsos.com](mailto:jennifer.macey@ipsos.com)  
Tel: +1 416 502 2749