



Ipsos Public Affairs

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

CFPC

Family Medicine in Canada Report

MAY 24, 2019

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Methodology

BACKGROUND

The College of Family Physicians of Canada (CFPC) sought to understand Canadians the priority Canadians place on health care attitudes on various health care issues to support their advocacy work in the lead up to the 2019 federal election.

METHODOLOGY

Ten questions were run on Ipsos' online omnibus between May 10th and May 13th 2019.

- A total of n=2,004 interviews were completed among Canadians 18+, excluding the Territories. The sample is representative of the Canadian population based on age, gender and region.
- The credibility interval for the total sample of n=2,004 is ± 2.5 percentage points, 95% of the time. The interval will be greater for smaller subsets of the population.
- The data was weighted according to region, age, gender, and education.

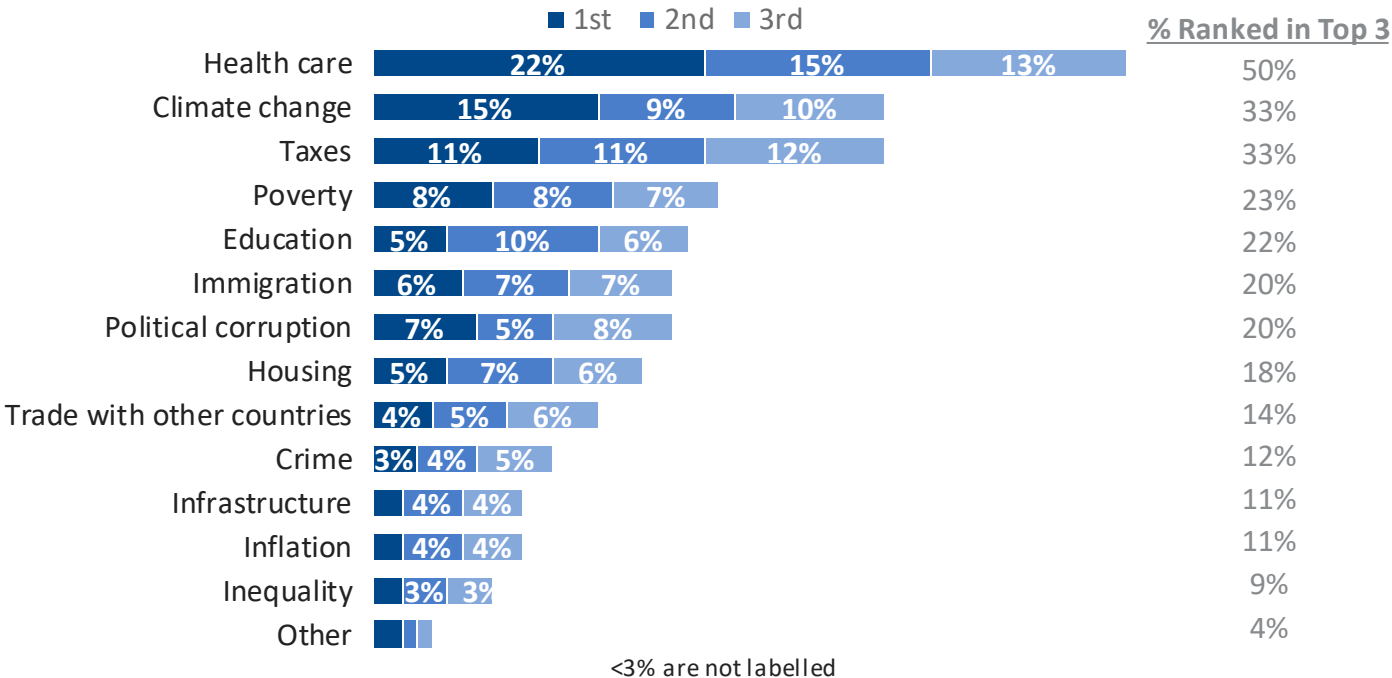
Executive Summary

- Canadians rank health care as the most important issue federal political parties should be addressing in the lead up to the federal election this fall. Residents in Atlantic Canada, those 55 and over, and women place greater importance on health care.
- In thinking of a proposed plan to improve health care, Canadians rank *ensuring there are enough health care providers* as the most important issue to include, followed by *universal pharmacare*, *improving access to mental health services*, and *increasing federal funding for health care in provinces and territories*.
- Three-quarters of Canadians support universal pharmacare being implemented in Canada, with over 4 in 10 strongly supporting it. Seven in 10 say if a party adopted this policy, they would be more likely to vote for them, with 3 in 10 saying they would be *much* more likely to cast their vote in favour of a party with this position.
 - Residents in Atlantic Canada are significantly more likely to strongly support the implementation of this, and to say it would be likely to sway their vote.
- Nearly all Canadians believe it is important to improve the availability of mental health services in the country, with two-thirds believing it is very important. Similar to pharmacare, 7 in 10 say they'd be more likely to vote for a party who adopted this policy, with 3 in 10 being much more likely.
 - Younger Canadians (under 35) are most likely to say it is *very* important, and to say they'd be *much* more likely to vote for a party with this position.
- Over 9 in 10 believe the Patient's Medical Home Vision is important, with half believing it to be *very* important. Again, 7 in 10 say they'd be more likely to vote for a party who adopted this policy, while 1 in 4 say they'd be much more likely.
- Voter sway, being more likely to vote for a party that adopted all these policies, is virtually the same across all three, suggesting these are equally important issues for Canadians.

FINDINGS

Most Important Issues for Federal Election

For nearly a quarter (22%) of Canadians, health care ranks as the top issue that federal political parties should focus on in their election platforms, with half (50%) ranking it in their top 3.



More likely to rank health care 1st...



Atlantic 39%

vs. 25% Quebec, 21% Ontario, 19% Saskatchewan/Manitoba, 18% British Columbia, 15% Alberta



55+ 29%

vs. 14% 18-34, 22% 35-54



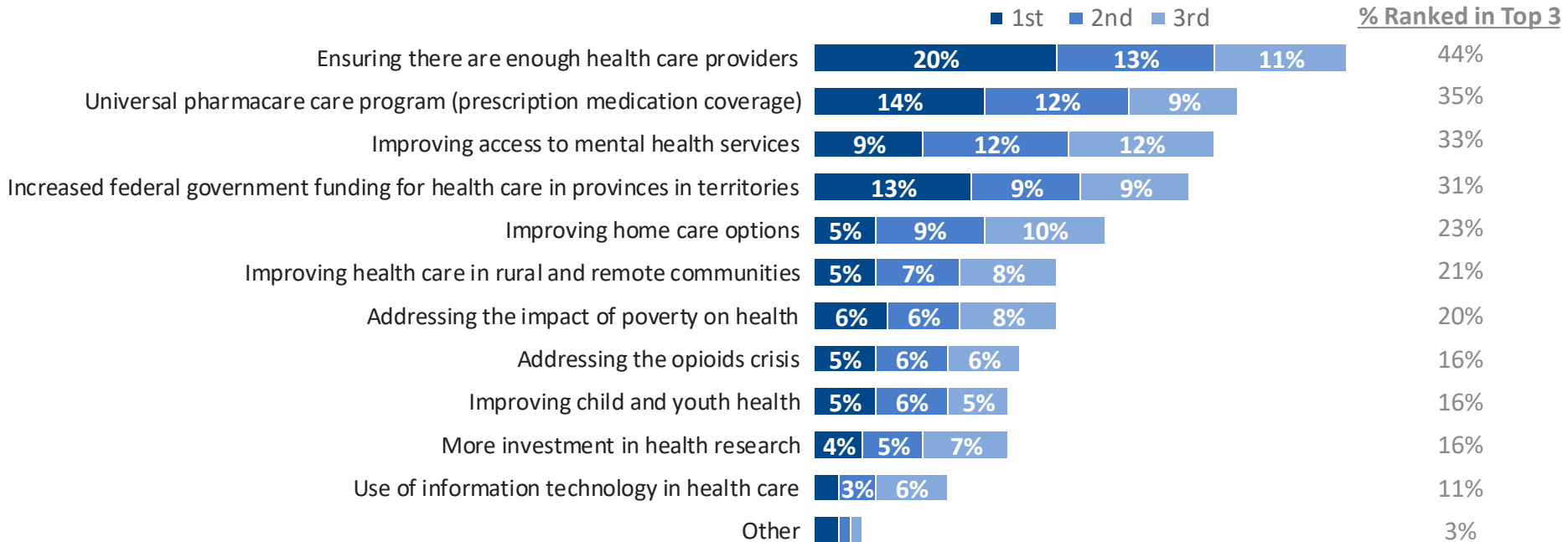
Women 26%

vs. 18% Men

Q1. Thinking of the upcoming federal election, what do you think are the top 3 issues federal political parties should focus on addressing in their election platforms? Please rank from 1 to 3, with 1 being the one you think is most important. Base: (n=2004)

Most Important Issues for Plan to Improve Health Care

Ensuring there are enough health providers tops the list of what should be in a proposed plan to improve health care, with 2 in 10 ranking it first and over 4 in 10 (44%) in their top 3. Another third of Canadians rank universal pharmacare (35%), improved access to mental health services (33%) and increased federal funding for provincial health care (31%) in their top 3 pieces to include.



<3% are not labelled

Q2. And if a political party was to propose a plan to improve health care in Canada, what do you think are the 3 most important things that should be included in the plan? Again, please rank from 1 to 3, with 1 being the one you think is most important.
Base: (n=2004)

Support for Universal Pharmacare Program

Almost half (45%) of Canadians *strongly* support universal pharmacare in Canada, with three-quarters supporting it. If a federal political party adopted universal pharmacare, 3 in 10 Canadians (29%) would be *much* more likely to vote for them, with 7 in 10 being more likely (68%).

■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Don't know

% T2B Support

Support for universal pharmacare in Canada

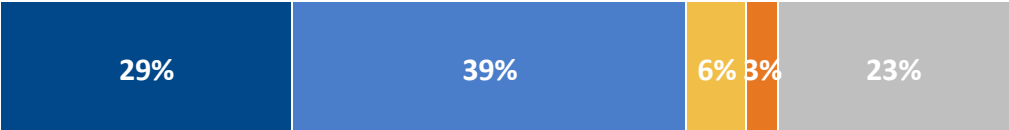


75%

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ Would not change how I plan to vote

**% Much more/
Somewhat more likely**

Likelihood to sway vote if adopted by federal political party



68%

<3% are not labelled

Q3. A universal pharmacare program would cover all prescription medication for Canadians, regardless of their medical insurance coverage status. How much do you support or oppose this program being implemented in Canada?
 Base: (n=2004)
 Q4. And if a federal political party were to adopt a universal pharmacare program, would you be more or less likely to vote for them?
 Base: (n=2004)

Support for Universal Pharmacare Program: Breakdown

Residents of the Atlantic are significantly more likely to *strongly support* universal pharmacare, while Ontario residents are the least likely to *strongly support* it. Atlantic Canada residents are also more inclined to say they'd be much more likely to vote for a party who adopted this policy.



Support for universal pharmacare in Canada

% Strongly Support



Atlantic 58%

vs. 47% Alberta, 46% Saskatchewan/Manitoba, 45% British Columbia, 44% Quebec; 43% Ontario



Likelihood to sway vote if adopted by federal political party

% Much More Likely



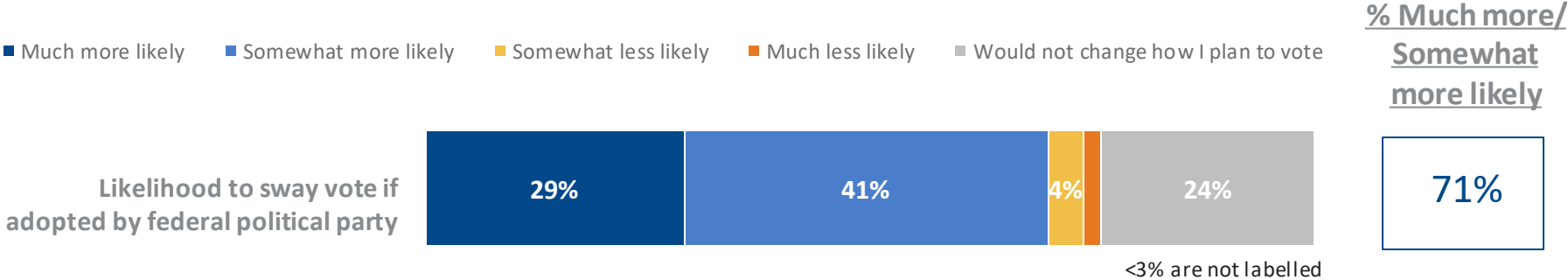
Atlantic 39%

vs. 29% Quebec, 28% Ontario and British Columbia, 27% Saskatchewan/Manitoba, 26% Alberta

Q3. A universal pharmacare program would cover all prescription medication for Canadians, regardless of their medical insurance coverage status. How much do you support or oppose this program being implemented in Canada?
Base: (n=2004)
Q4. And if a federal political party were to adopt a universal pharmacare program, would you be more or less likely to vote for them?
Base: (n=2004)

Importance of Mental Health Services

Nearly all Canadians believe it is important to improve the availability of mental health services in Canada (96%), with two-thirds (64%) of Canadians believing it is *very important*. Seven in 10 (71%) say they would be more likely to vote for a federal political party that plans to improve the availability of mental health services, with 3 in 10 (29%) being much more likely.



Q5. How important do you think it is to improve the availability of mental health services in Canada?

Base: (n=2004)

Q6. And if a federal political party planned to improve the availability of mental health services in Canada, would you be more or less likely to vote for them?

Base: (n=2004)

Importance of Mental Health Services: Breakdown

Women and those aged 18-34 are more likely to believe it is *very important* to improve availability of mental health services. Those under 35 are also most likely to express that they would be *much more likely* to vote for a federal political party that planned to improve availability of mental health services.

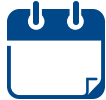


Importance of improving availability of mental health services in Canada

% Very Important



Women 68%
vs. 59% Men



18-34 68%
vs. 63% 35-54, 61% 55+



Likelihood to sway vote if adopted by federal political party

% Much More Likely



18-34 41%
vs. 28% 35-54, 21% 55+



Atlantic 38%
vs. 32% Quebec, 29% Ontario, 27% Alberta, 26% Saskatchewan/Manitoba, 24% British Columbia

Q5. How important do you think it is to improve the availability of mental health services in Canada?
Base: (n=2004)
Q6. And if a federal political party planned to improve the availability of mental health services in Canada, would you be more or less likely to vote for them?
Base: (n=2004)

Importance of Patient's Medical Home Vision

Nine in 10 Canadians (94%) believe the Patient's Medical Home vision is important. Half (51%) believe it is *very important*. Women, those aged 55+, those in Atlantic Canada and Quebec, and those who have a family doctor are more likely to find the vision *very important*.

The Patient's Medical Home is 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.

■ Very important
 ■ Somewhat important
 ■ Not very important
 ■ Not at all important



% Very Important



Women 57%

vs. 45% Men



55+ 56%

vs. 47% 18-34, 49% 35-54



Atlantic 55% Quebec 54%

vs. 48% British Columbia, 44% Saskatchewan/Manitoba least likely



Have a family doctor 53%

vs. 44% do not have a family doctor

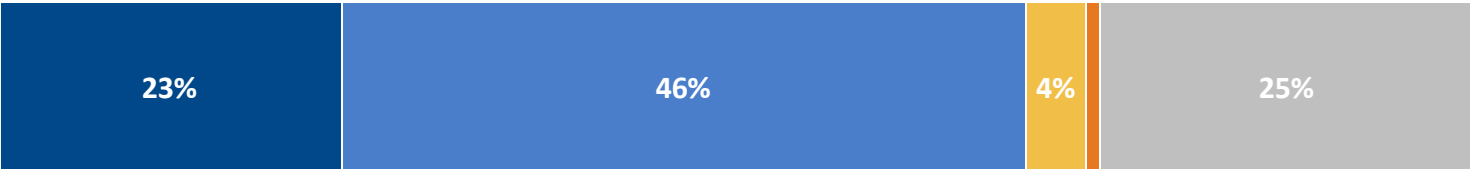


Significantly higher/
lower than previous wave

Voting Impact of Patient's Medical Home Vision

If a federal political party planned to support the Medical Home Vision, 7 in 10 (69%) Canadians say they'd be more likely to vote for that party, with a quarter (23%) being *much more likely* to vote for them (highest in Quebec and Atlantic Canada). Those who have a family doctor are more likely to indicate that a party's support of this vision would make them *much more/somewhat more likely* to vote for the party compared to those without one.

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ Would not change how I plan to vote



% Much more/
Somewhat
more likely

69%



Have a family doctor 71%
vs. 61% do not have a family doctor



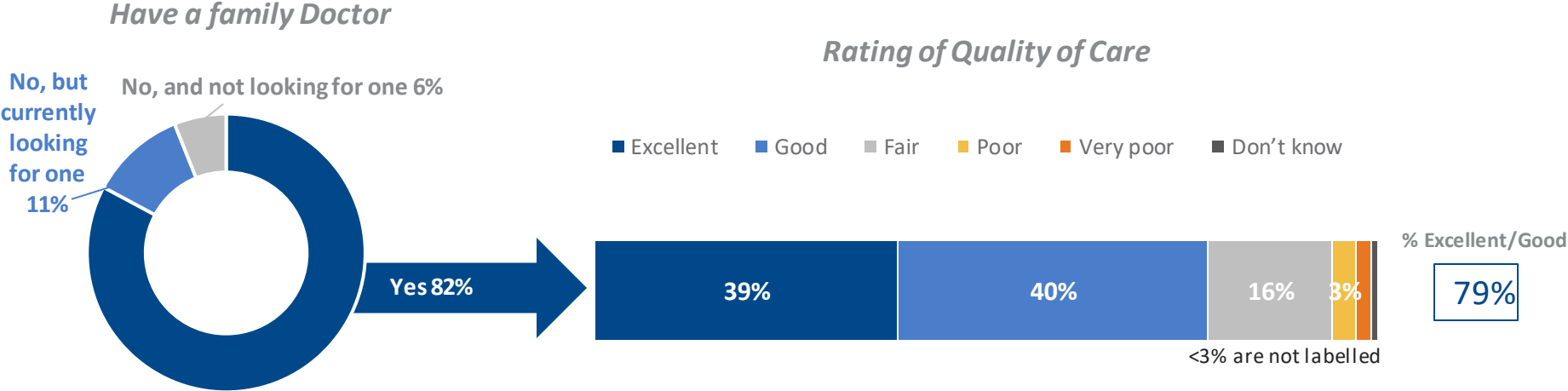
Quebec and Atlantic 30%

vs. 23% **British Columbia**,
21% **Ontario**, 17% **Alberta**,
15% **Saskatchewan/Manitoba**

<3% are not labelled

Rating of Family Doctor

Of the 8 in 10 (82%) Canadians who have a family doctor, 8 in 10 (79%) rate the quality of care as excellent or good.



Q9. Do you have a Family Doctor?
Base: (n=2004)
Q10. Overall, how would you rate the quality of care you receive from your Family Doctor?
Base: (n=1684)

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GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

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