

NINE IN TEN (87%) CANADIANS AGREE THAT THE TIME FOR STUDIES IS OVER AND THAT IT IS TIME FOR ACTION TO RENEW OUR HEALTHCARE SYSTEM



Public Release Date: Tuesday, September 17th, 2002 – 1:30 p.m. (EDT)

Established in 1979, Ipsos-Reid is one of North America's leading market research and public opinion companies. Founded by Dr. Angus Reid, Ipsos-Reid is a \$70 million company which has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in 11 offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world, with specialties in advertising, media, customer satisfaction, public opinion and market research. Visit www.ipsos-reid.com

For copies of other news releases, please visit
http://www.ipsos-reid.com/media/content/PRE_REL.cfm

© Ipsos-Reid

***Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



NINE IN TEN (87%) CANADIANS AGREE THAT THE TIME FOR STUDIES IS OVER AND THAT IT IS TIME FOR ACTION TO RENEW OUR HEALTHCARE SYSTEM

Ottawa, ONTARIO – According to a new poll conducted by Ipsos-Reid on behalf of the Canadian Medical Association, an overwhelming majority (87%) of Canadians agree that ‘the time for more studies of the health care system has passed and that all levels of government need to take immediate action to renew our health care system.’ In fact, six in ten (58%) strongly agree with this view, and a further 29% somewhat agree. One in ten (11%) disagree with this viewpoint.

- Women (90%) are more likely to express agreement than are men (84%).
- Canadians with some university or other post-secondary education (90%), a university degree (87%), or a high school diploma (86%) are more likely than those without a high school diploma (78%) to indicate agreement with this view.
- Regionally, agreement is lead by residents of British Columbia (92%), Ontario (90%), Saskatchewan/Manitoba (88%), Alberta (87%) followed by those Atlantic Canada (82%) and Quebec (80%).

These are the findings of an Ipsos-Reid poll conducted on behalf of the Canadian Medical Association between September 10th and September 12th, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings



Ipsos Reid

of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

-30-

For more information on this news release, please contact:

***Mike Colledge
Senior Vice-President
Ipsos-Reid Public Affairs
(613) 241-5802***

For full tabular results, please visit our website at www.ipsos-reid.com. News Releases are available at http://www.ipsos-reid.com/media/content/PRE_REL.cfm

© Ipsos-Reid

***Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***