

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

**A National Public Opinion Poll on Health  
and Medical Research  
January 2010**

**The Association of Faculties of Medicine of Canada (AFMC)  
BIOTECanada  
Canada's Research-Based Pharmaceutical Companies (Rx&D)  
Canadian Healthcare Association (CHA)  
Canada's Medical Technology Companies (MEDEC)  
Research Canada: An Alliance for Health Discovery**

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

### About the National Partners

Six national health organizations asked Angus Reid Public Opinion to conduct a public opinion survey of 1,000 Canadian adults to gauge the importance Canadians place on health and medical research.



**The Association of Faculties of Medicine of Canada** is the national voice of Canada's 17 faculties of medicine.

**AFMC**

The Association of Faculties  
of Medicine of Canada  
L'Association des facultés  
de médecine du Canada

Our core campuses and teaching communities are comprised of more than 8,000 undergraduate medical students in training, more than 10,000 postgraduate trainees and almost 30,000 full and part-time faculty members. These figures reflect a growth of more than 25% in both the number of students and faculty since 2000.

As part of its mandate, AFMC is continually engaged in advocacy activities related to all facets of academic medicine.



**BIOTECanada**

**BIOTECanada** is dedicated to the sustainable commercial development of biotechnology innovation in Canada. It is the national industry-funded association with over 230 members representing the broad spectrum of biotech constituents including emerging and established companies in the health, industrial, and agricultural sectors, as well as academic and research institutions and other related organizations.



**Canadian Healthcare Association**

**Association canadienne des soins de santé**

**The Canadian Healthcare Association (CHA)** has been an active champion of Canada's health system for more than 75 years. We are the only federation of provincial and territorial health associations and organizations representing the breadth of the health system.

CHA is the recognized champion for a sustainable and accountable quality health system that provides access to a continuum of comparable services throughout Canada, while upholding a strong, publicly-funded system as an essential, foundational component of this system.

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

We have earned a solid reputation as an independent, non-partisan, highly respected organization.

CHA is a leader in developing and advocating for health policy solutions that meet the needs of Canadians.

Canada's Research-Based  
Pharmaceutical Companies



Les compagnies de recherche  
pharmaceutique du Canada

**Canada's Research-Based Pharmaceutical Companies (Rx&D)** is the association of leading research-based pharmaceutical companies dedicated to improving the health of Canadians through the discovery and development of new medicines and vaccines. Our community represents 18,000 men and women working for 50 member companies and invests more than \$1 billion in research and development each year to fuel Canada's knowledge-based economy. Guided by our Code of Ethical Practices, our membership is committed to working in partnership with governments, healthcare professionals and stakeholders in a highly ethical manner.



**MEDEC**

CANADA'S MEDICAL TECHNOLOGY COMPANIES  
LES SOCIÉTÉS CANADIENNES DE TECHNOLOGIES MÉDICALES

**MEDEC – Canada's Medical  
Technology Companies**

is the national association created by and for the Canadian medical technology industry. MEDEC is the

primary source for advocacy, education and information on the medical technology industry for members, the greater healthcare community, industry partners and the general public. Our goals are to advance health outcomes for Canadians by accelerating access to medical technologies, and enhance the growth and vibrancy of the industry in Canada. We focus on ensuring access to proven, safe technology and new, innovative medical technology developed by our member companies.

**Research Canada**

An Alliance for Health Discovery

**Recherche Canada**

Une alliance pour les découvertes en santé

research advocacy in Canada. Working for all Canadians, its membership is drawn from all sectors dedicated to increasing investments in health research, including the leading health research institutes, national health charities, hospitals, regional health authorities, universities, private industry and others.

**Research Canada: An Alliance**

**for Health Discovery** is a not-for-profit, voluntary organization that is a unifying national voice for health

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

### Acknowledgements

#### **Angus Reid Public Opinion**

The national partners would like to thank Angus Reid Public Opinion which conducted the survey. Angus Reid Public Opinion is the public affairs practice of Vision Critical – a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Angus Reid researchers also conducted Research Canada's 2007 public opinion poll on the relationship between the Canadian media and science community.

#### **Canada's Research-Based Pharmaceutical Companies (Rx&D)**

The national health partners would also like to thank Rx&D for lending their communications and media expertise to this project, particularly Mark Ferdinand, Bruce Good, Francois Lessard and Mike Murphy.

# Canada *Speaks!* 2010: Canadians Go for Gold in Health and Medical Research

## Table of Contents

Foreword .....	6
Methodology .....	7
Key Findings .....	8

**89%** of Canadians say Canada should be a global leader in health research.

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

### Foreword

The Association of Faculties of Medicine of Canada (AFMC), BIOTECanada, the Canadian Healthcare Association (CHA), Canada's Research Based Pharmaceutical Companies (Rx&D), MEDEC and Research Canada: An Alliance for Health Discovery are pleased to release the results of their public opinion survey on health and medical research. This survey builds upon two previous surveys undertaken by Research Canada: **Canada Speaks! 2006 Research Canada's First Public Opinion Survey on Health Research in Canada** and **Communicating Health Research in an Era of Headline News 2007** providing important tracking data on Canadians views of health research and the media and science relationship in Canada.

**Canada Speaks! 2010** demonstrates Canadians' ongoing commitment to "Go for Gold" in health and medical research and their desire to emerge from the middle of the pack even in the face of an economic recession.

Health and medical research is a top priority for Canadians—84% say health and medical research makes an important contribution to the economy, recognizing that the economy is the most important issue facing Canadians today. Further, 90% of Canadians believe basic research should be supported by government even if it brings no immediate benefit.

Even in recession, a large majority of Canadians would pay out of pocket to improve health and research capacity. Canadians would allocate 23 cents out of every health care dollar to health and medical research. Compared to 2006, a similar majority of Canadians are willing to pay \$1 more per week out of their pocket to fund new health and medical research projects in Canada.

While a majority of Canadians consider the country to be a "middle-of-the-pack" player among industrialized nations contributing to the global pool of health and medical research, 89% believe that Canada should be a global leader in this area.

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

### Methodology

- From December 7 to December 10, 2009, Angus Reid Strategies conducted an online survey among 1003 randomly selected Canadians. The online survey was hosted on Angus Reid Strategies online data collection tool, Sparq, with the sample collected from the Angus Reid Forum.
- The margin of error +/- 3.1%, 19 times out of 20. Results are statistically weighted according to Statistics Canada's current education, age, gender and region Census data to ensure representative sample of entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Region	Number of Respondents	Margin of Error (95% confidence)
BC	134	8.47
AB	93	10.16
MB/SK	61	12.55
ON	379	5.03
PQ	257	6.11
ATL	79	11.03
<b>Total</b>	<b>1003</b>	<b>3.09</b>

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

### Key Findings

On average, Canadians say **20.7 cents** out of each dollar spent on health care in Canada should go toward health and medical research; an amount higher than that reported in 2006.

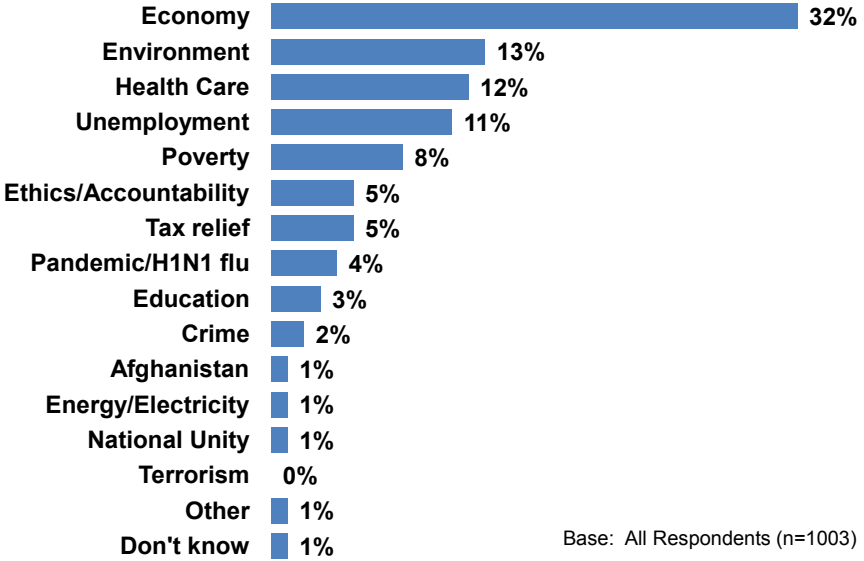
Compared to 2006, a similar majority of Canadians are willing to pay **\$1 more per week** out of their pocket to fund new health and medical research projects in Canada.



# Canada *Speaks!* 2010: Canadians Go for Gold in Health and Medical Research

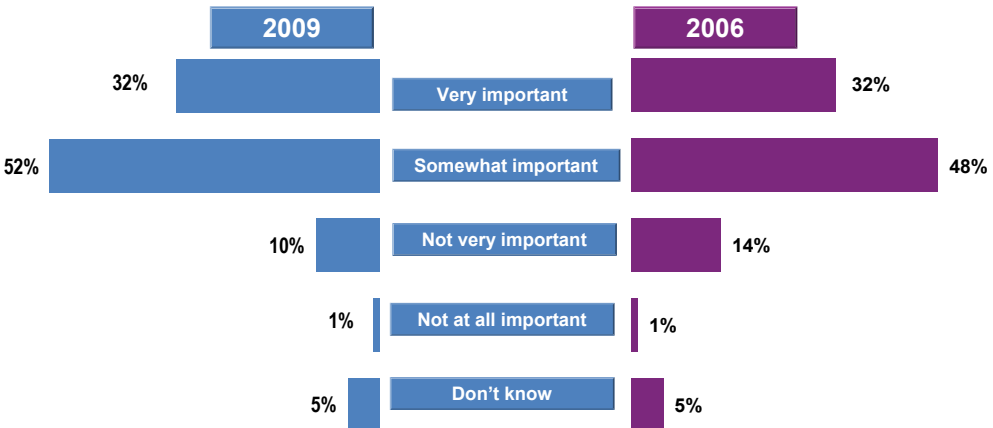
Canadians report that the economy is the most important issue facing the country today, followed by the environment and health care.

**Question:** What do you think is the most important issue facing Canada today?



A majority of Canadians believe that health and medical research makes an important contribution to the Canadian economy; a finding similar to that from 2006.

**Question:** Would you say that health and medical research makes an important contribution to the Canadian economy?



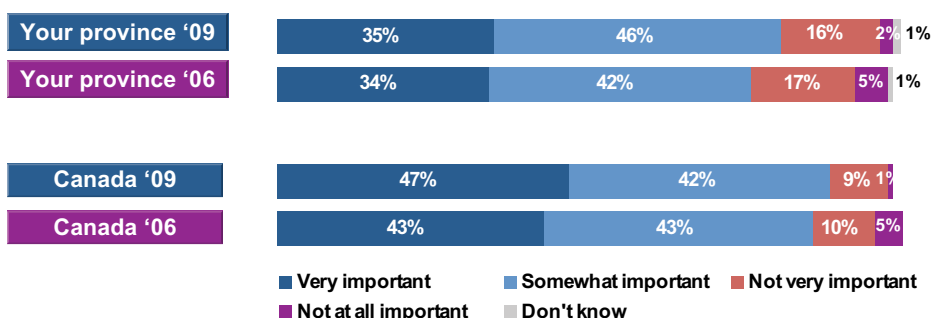
Base: All Respondents (n=1003)

# Canada Speaks! 2010:

## Canadians Go for Gold in Health and Medical Research

89% of Canadians say Canada should be a global leader in health and medical research.

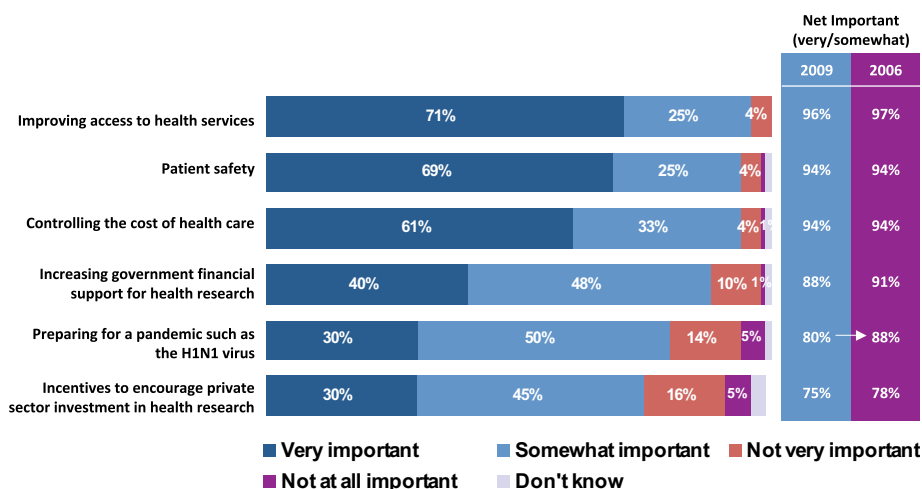
**Question:** How important is each of the following? That Canada be a global leader in terms of health and medical research? That your province be a national leader in terms of health and medical research?



Base: All Respondents (n=1003)

Improving access to health services continues to be the top health-related national priority, according to Canadians.

**Question:** How important would you say each of the following six health-related priorities should be in terms of national priorities?

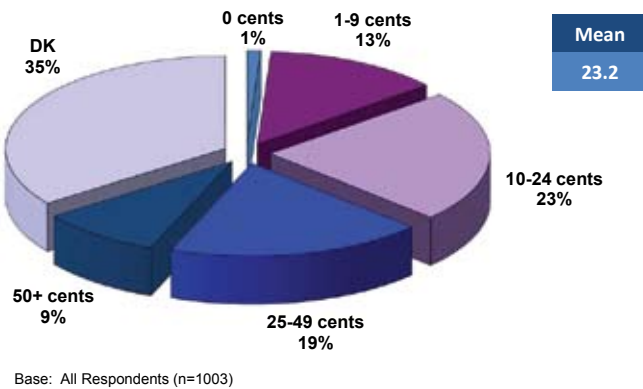


Base: All Respondents (n=1003)

# Canada *Speaks!* 2010: Canadians Go for Gold in Health and Medical Research

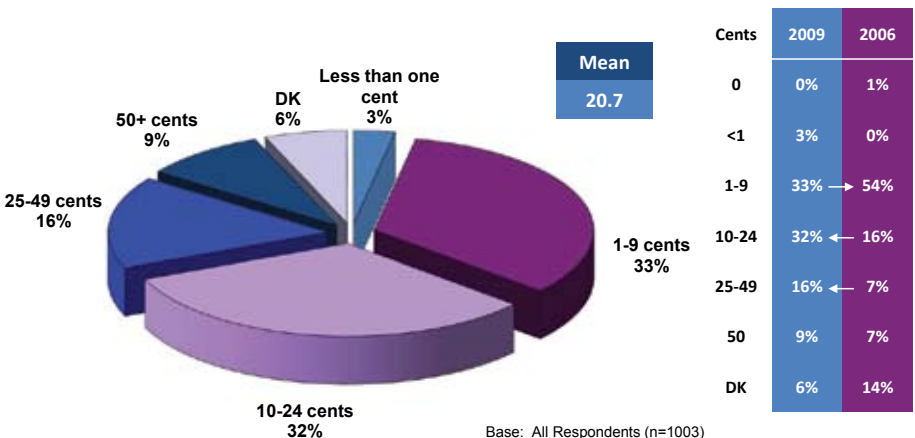
In the absence of information about the current spending, Canadians believe, on average, that 23.2 cents out of every government health care dollar are spent on health and medical research.

**Question:** Out of every one dollar spent by government on health care, how much do you believe is spent specifically on health and medical research?



On average, Canadians say 20.7 cents out of each dollar spent on health care in Canada should go toward health and medical research; an amount higher than that reported in 2006.

**Question:** Currently, less than one cent out of each dollar spent on health care in Canada goes toward health and medical research. Given this information, how many cents out of each dollar spent in health would you now say should be spent on health and medical research?

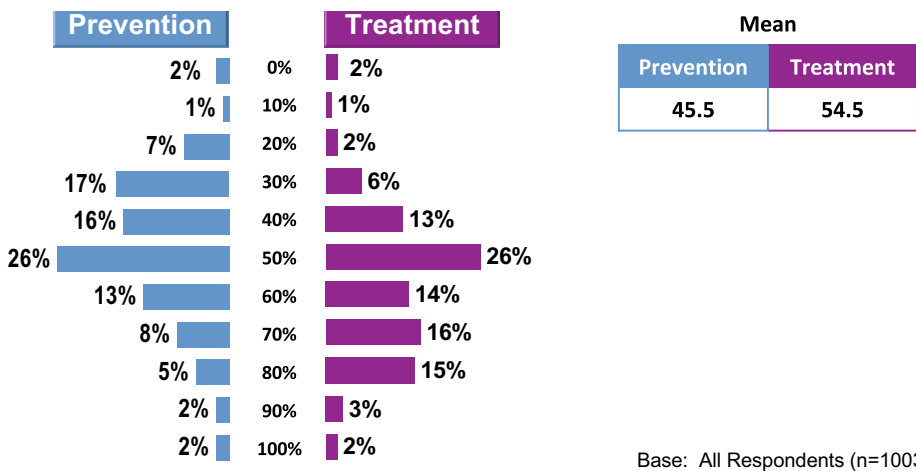


# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

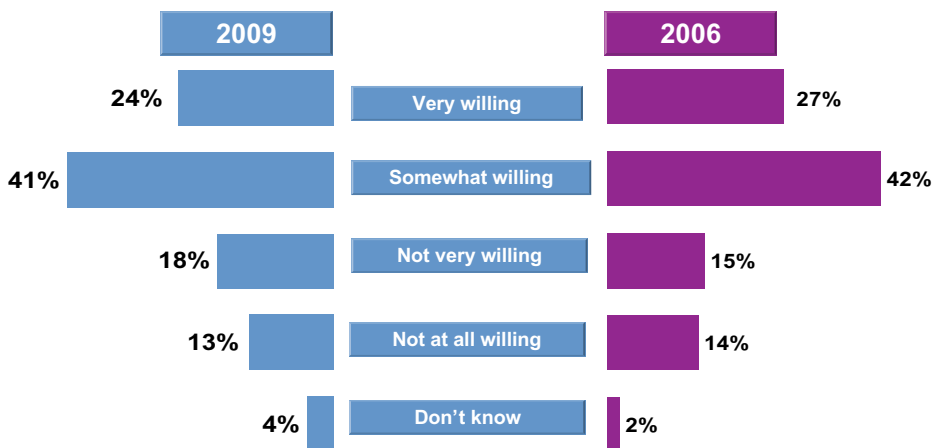
On average, Canadians think a slightly higher proportion of health care spending should go towards treatment, as compared to prevention.

**Question:** When you think of the amount of money spent on health care in Canada, what proportion do you think should go towards (programs aimed at preventing Canadians from getting sick), and what proportion should go towards (the actual treatment of patients who already suffer from conditions)?



Compared to 2006, a similar majority of Canadians are willing to pay \$1 more per week out of their pocket to fund new health and medical research projects in Canada.

**Question:** How willing would you be to pay \$1 more per week out of your pocket, to help pay for new health and medical research projects in Canada? Would you be...?

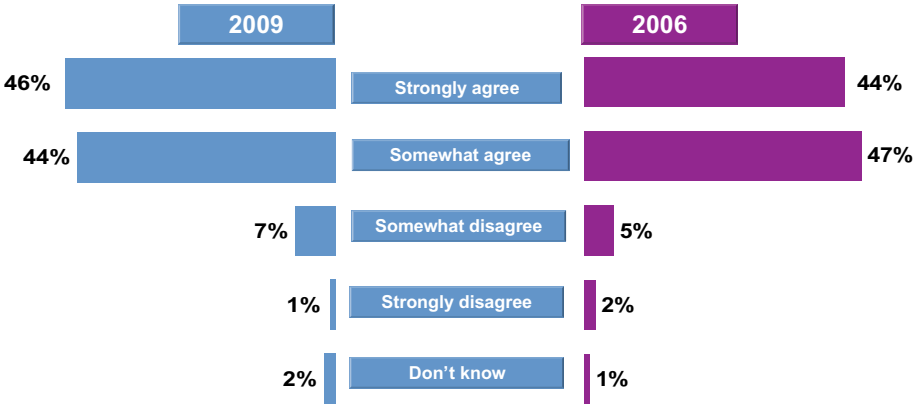


Base: All Respondents (n=1003)

# Canada *Speaks!* 2010: **Canadians Go for Gold in Health and Medical Research**

As was the case in 2006, 9 out of 10 Canadians agree that basic research should be supported by the federal government.

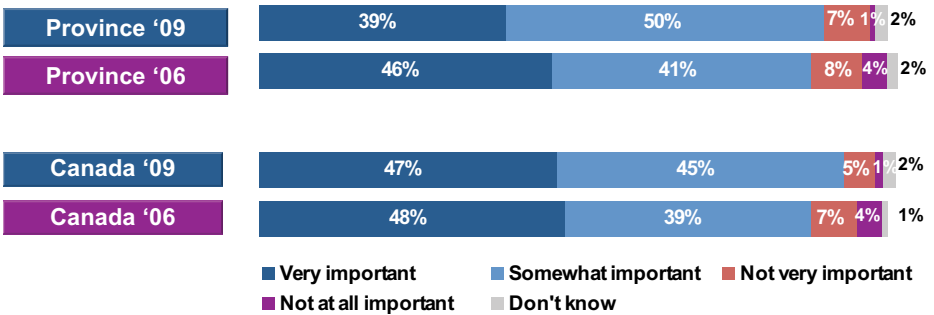
**Question:** Do you agree with the following statement...Even if it brings no immediate benefits, basic research, which builds our foundation of knowledge, is necessary and should be supported by the federal government?



Base: All Respondents (n=1003)

Nine out of 10 Canadians think it is important for both federal and provincial governments to invest in the education and training of health and medical researchers; a proportion slightly higher than seen in 2006.

**\*Question:** Is each of the following important...That the federal government invest in the education and training of health and medical researchers? ...That the provincial government invest in the education and training of health and medical researchers?



Base: All Respondents (n=1003)

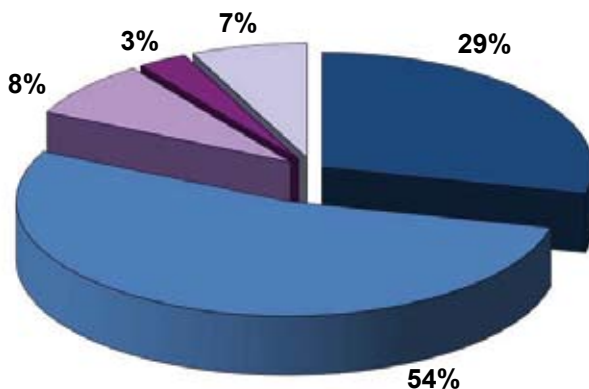
\* Note: There is a change in the wording of the question from the 2006 study where the question asked about educating and training professionals to conduct health and medical research.

# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

Four out of five Canadians agree that the federal government should support tax and regulatory policies that encourage private industries to conduct more medical research.

**Question:** Do you agree or disagree that the federal government should support tax and regulatory policies that encourage private industries to conduct more medical research?

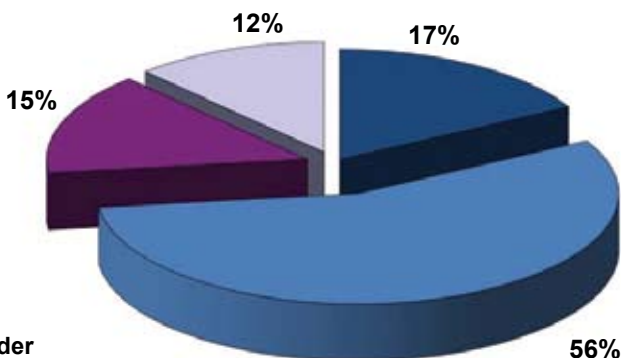


- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

Base: All Respondents (n=1003)

Canada is widely perceived to be a “middle-of-the-pack” player among industrialized nations contributing to the global pool of health and medical research.

**Question:** How well do you think Canada compares to other industrialized nations in the world when it comes to contributing to the global pool of health and medical research?



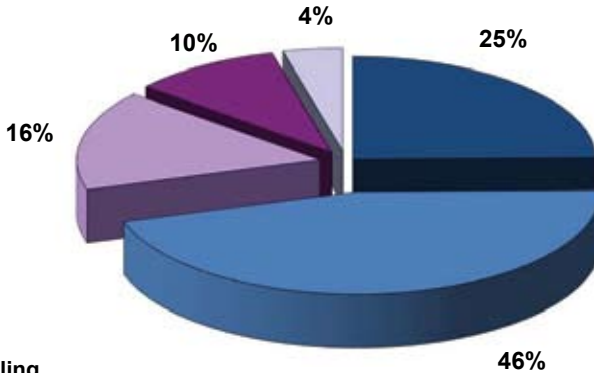
- World leader
- Middle-of-the-pack
- Trails most industrialized nations
- Don't know

Base: All Respondents (n=1003)

# Canada *Speaks!* 2010: **Canadians Go for Gold in Health and Medical Research**

Seven out of 10 Canadians are willing to pay \$1 more a week in taxes if they knew the revenues would pay for government investment in Canadian-made health science innovations and technologies.

**Question:** How willing would you be to pay \$1 more a week in taxes if you knew the revenues would pay for government investment in Canadian-made health science innovations and technologies?

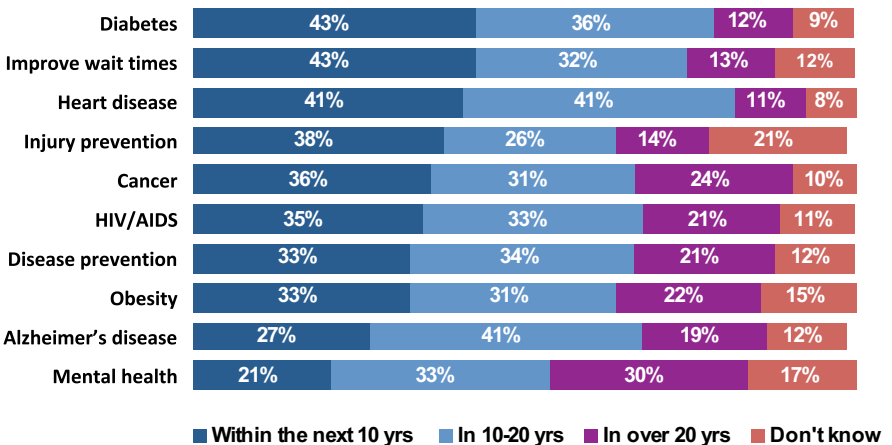


- Very willing
- Somewhat willing
- Not very willing
- Not at all willing
- Don't know

Base: All Respondents (n=1003)

Canadians expect it will take up to twenty years from now to see significant research breakthroughs in the areas of Heart disease, Alzheimer's and Diabetes. They expect a longer horizon for breakthroughs in conditions including Mental Health, Cancer and Obesity.

**Question:** How soon do you think that significant research breakthroughs will occur in each of the following categories?



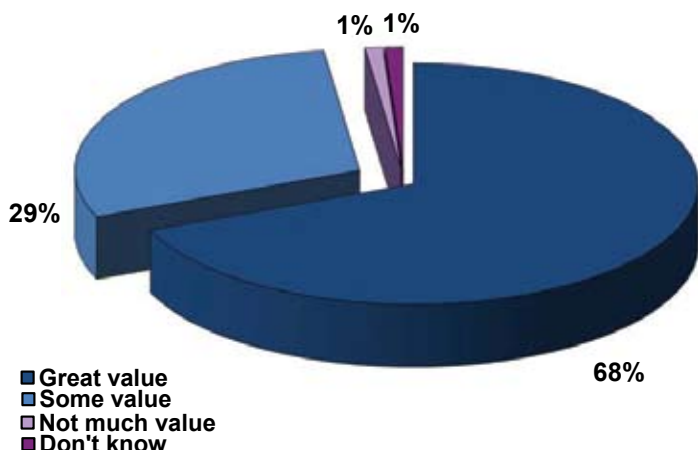
Base: All Respondents (n=1003)

# Canada Speaks! 2010:

## Canadians Go for Gold in Health and Medical Research

A majority of Canadians say clinical research is of great (68%) value in determining the safety and effectiveness of certain treatments, drugs and devices.

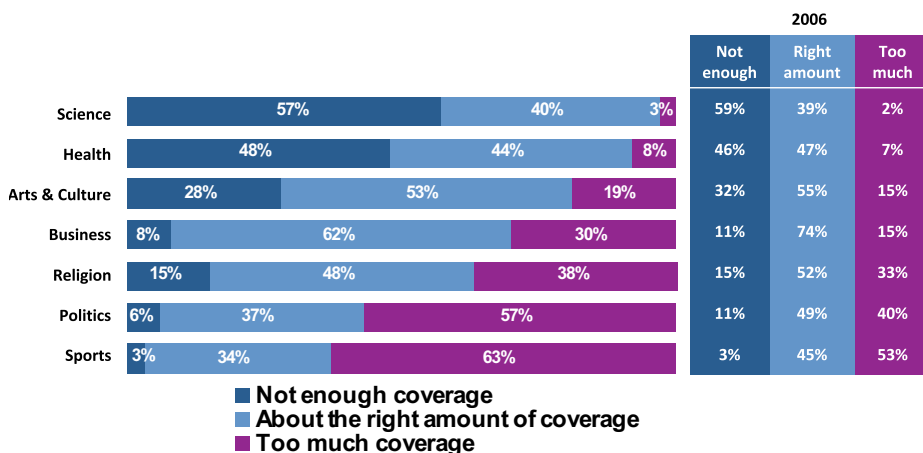
**Question:** One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is a....



Base: All Respondents (n=1003)

Canadians believe (as in 2006) that the topics of Science and Health suffer from not enough media coverage. By comparison, a majority believe that Politics and Sports receive too much media coverage.

**Question:** In your opinion, do you think each of the following currently receives too much media coverage, about the right amount or not enough media coverage?



Base: All Respondents (n=1003)



# Canada *Speaks!* 2010:

## Canadians Go for Gold in Health and Medical Research

Nine out of ten Canadians think it is important for both federal and provincial governments to invest in the education and training of health and medical researchers; a portion slightly higher than seen in the 2006 survey.

Four out of five Canadians agree that the federal government should support tax and regulatory policies that encourage private industries to conduct more medical research.