



Partners:

Association of Faculties
of Medicine of Canada

Health Charities
Coalition of Canada

HealthCareCAN

Innovative Medicines
Canada

MEDEC

Research Canada

A National Public Opinion Poll

on Health Research and Innovation

April 2019

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Foreword

In this sixth national public opinion poll in the *CanadaSpeaks!* series, Canadians continue to demonstrate their strong commitment to health research and health innovation in Canada despite the economic challenges our country faces in 2019.

In a federal election year, Canadians told us that they are more likely to vote for a candidate who supports increased funding for health and medical research. Ninety-one percent of Canadians want Canada to be a global leader in health and medical research and 86% want their province to be a national leader – an increase in both in past decade. Further, 91% of Canadians say that health and medical research makes an important contribution to the healthcare system while a strong majority (81%) say it makes an important contribution to the economy.

A very strong majority of Canadians told us it is important for both federal and provincial governments to invest in the education and training of health and medical researchers, and 9 out of 10 Canadians agree that basic research is necessary and should be supported by the federal government. However, Canadians are of the view that government spending on health and medical research has decreased dramatically to an average of 14 cents on the healthcare dollar, a decrease of almost 10 cents in the past decade. The majority of Canadians are still willing to pay out of pocket to support health and medical research and to pay more taxes for Canadian-made health science innovations and technologies.

While a majority of Canadians say they are interested in participating in health and medical research – including helping to determine priority topics and deciding on future areas of funding – only 24% are aware of opportunities to do so. Only one-third of Canadians are familiar with health and medical research being conducted at universities and hospitals in their province.

CanadaSpeaks! 2019 was conducted in partnership with five national health organizations – the Association of Faculties of Medicine of Canada (AFMC), the Health Charities Coalition of Canada (HCCC), HealthCareCAN, Innovative Medicines Canada, MEDEC, and Research Canada.

We are proud to present our findings on behalf of our respective member organizations and Canadians.

Methodology

From March 1st to March 3rd 2019 an online survey of 1,511 randomly selected Canadian adults who are [Maru Voice Canada](#) panelists was executed by [Maru/Blue](#).

For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/-2.5%, 19 times out of 20.

The results have been weighted by education, age, gender and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada.



Acknowledgements

Research Canada would like to thank its national partners for their participation in developing and delivering *CanadaSpeaks! 2019*.

They include: Dr. Geneviève Moineau, The Association of Faculties of Medicine of Canada (AFMC); Ms. Connie Côté, Health Charities Coalition of Canada (HCCC); Mr. Paul-Émile Cloutier, HealthCareCAN; Mr. Hugh Scott, Innovative Medicines Canada; and Mr. Raj Malik, MEDEC.

We would also like to thank Ms. Mellissa Hill and Mr. Daniel Faziluddin of Maru/Blue, our pollster, for the additional work they undertook on our behalf. Finally, we would like to thank Ms. Christie Tomkins who rose above and beyond the call of duty to design this poll report.

Leadership and Priorities

Politicians who campaign on increased funding for health and medical research will get more traction with Canadians.

An overwhelming majority of Canadians (86%) are more likely to vote for a candidate who supports increased funding for health and medical research, a rate of support consistent with four years ago (84%).

Canadians are increasingly convinced that Canada and their province should be global leaders in health and medical research.

91% of Canadians say Canada should be a global leader in health and medical research as opposed to 86% of Canadians in 2006 and 89% of Canadians in 2009 while 86% say that their province should be a national leader as compared to 76% in 2006 and 81% in 2009.

Canadians view health and medical research as having greater impact over the past decade.

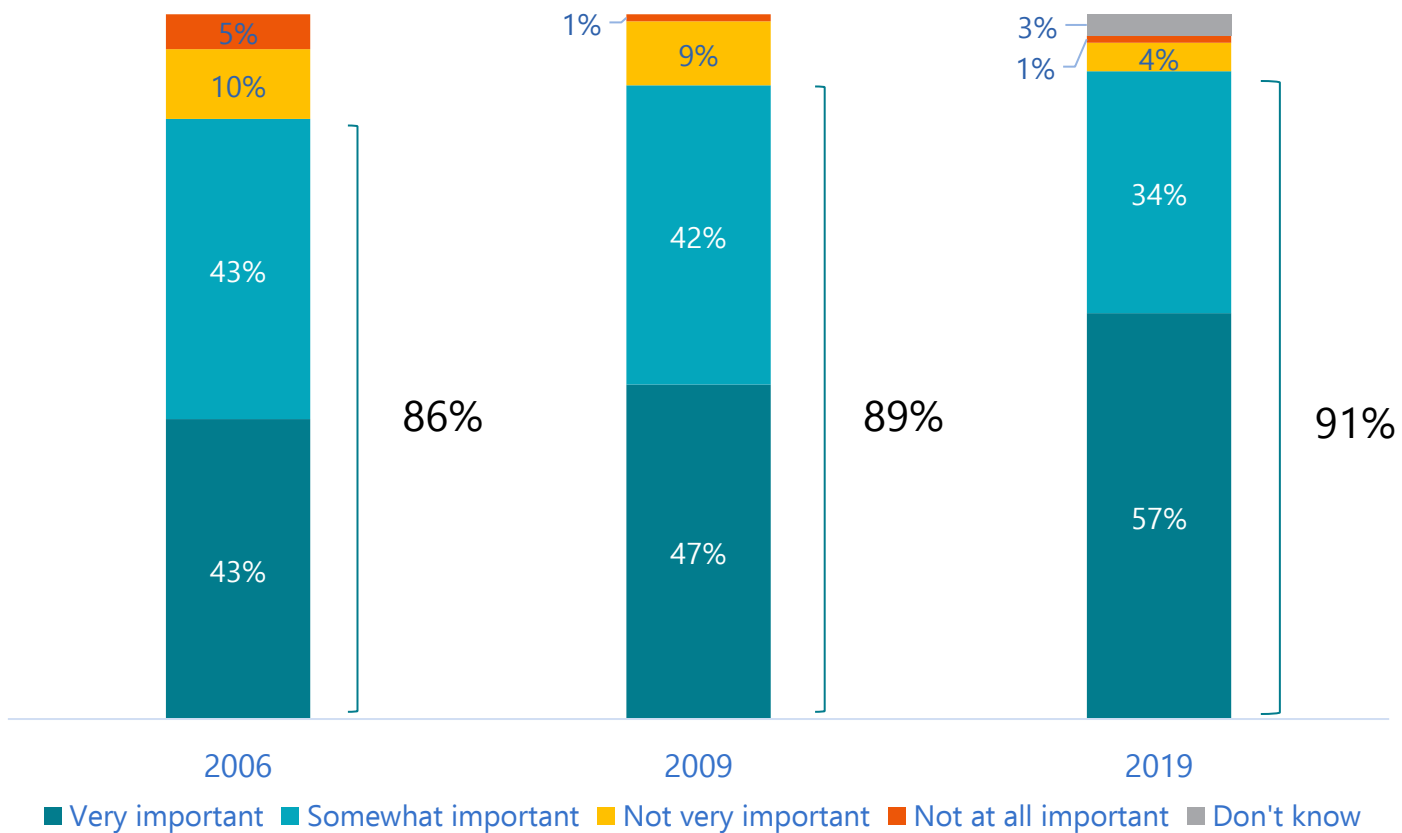
91% of Canadians say that health and medical research makes an important contribution to the healthcare system with a notable increase in the percentage of Canadians who consider it *very* important (49% in 2015 compared to 61% in 2019).

81% of Canadians say that health and medical research makes an important contribution to the economy. More notable is the increase among Canadians who consider it a *very* important contribution (41% compared to 31% in 2015).



Global leadership in health and medical research

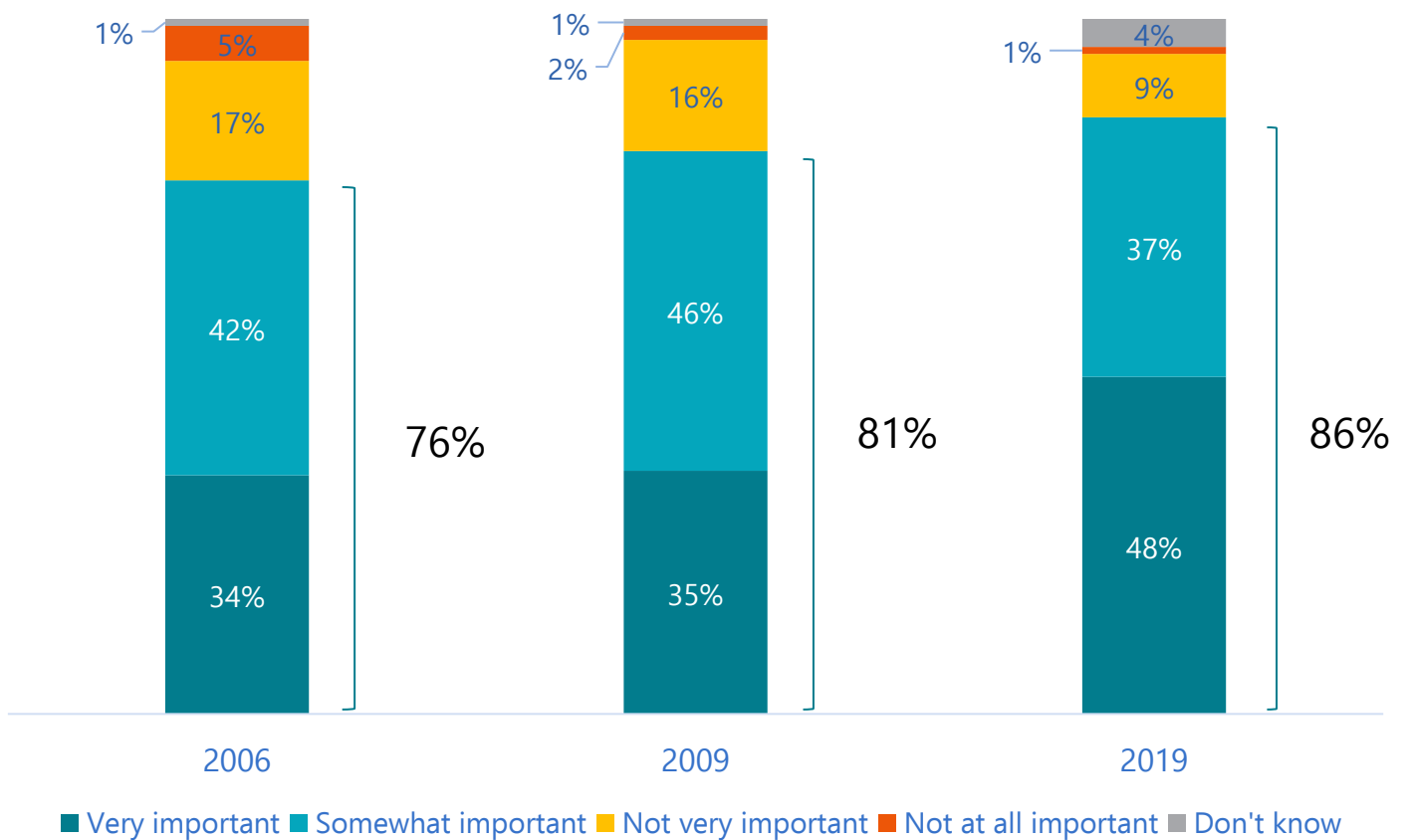
91% of Canadians say Canada should be a global leader in health and medical research with a notable increase among those who consider it very important.



Question 1: Is each of the following important ... That Canada be a global leader in health and medical research ... That your province be a national leader in health and medical research? (n = 1,511)

National leadership in health and medical research

86% of Canadians say their province should be a national leader in health and medical research, with a notable increase in the % of Canadians who consider it very important.

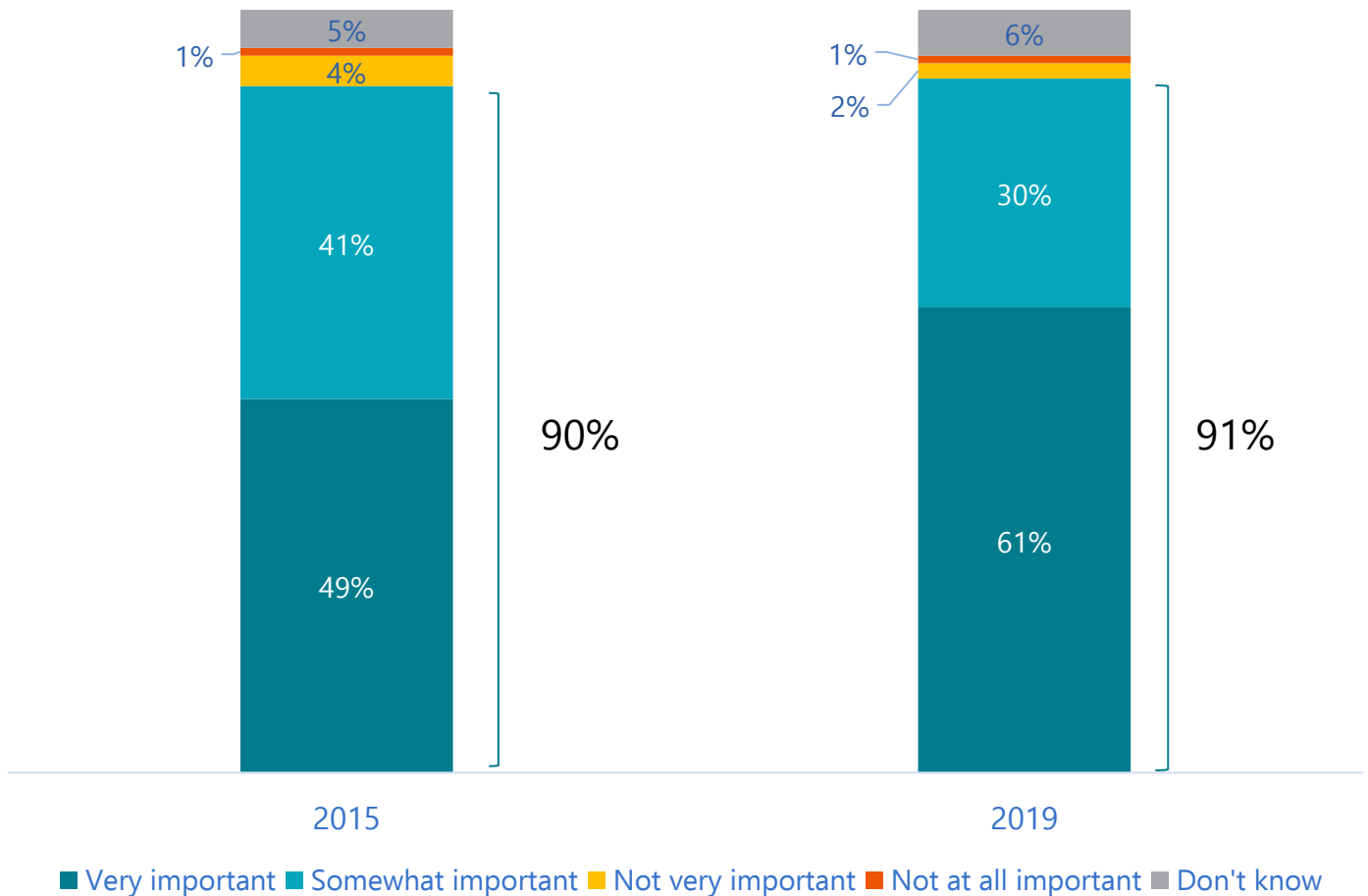


Question 1: Is each of the following important ... That Canada be a global leader in health and medical research ... That your province be a national leader in health and medical research? (n = 1,511)



Contribution to the healthcare system

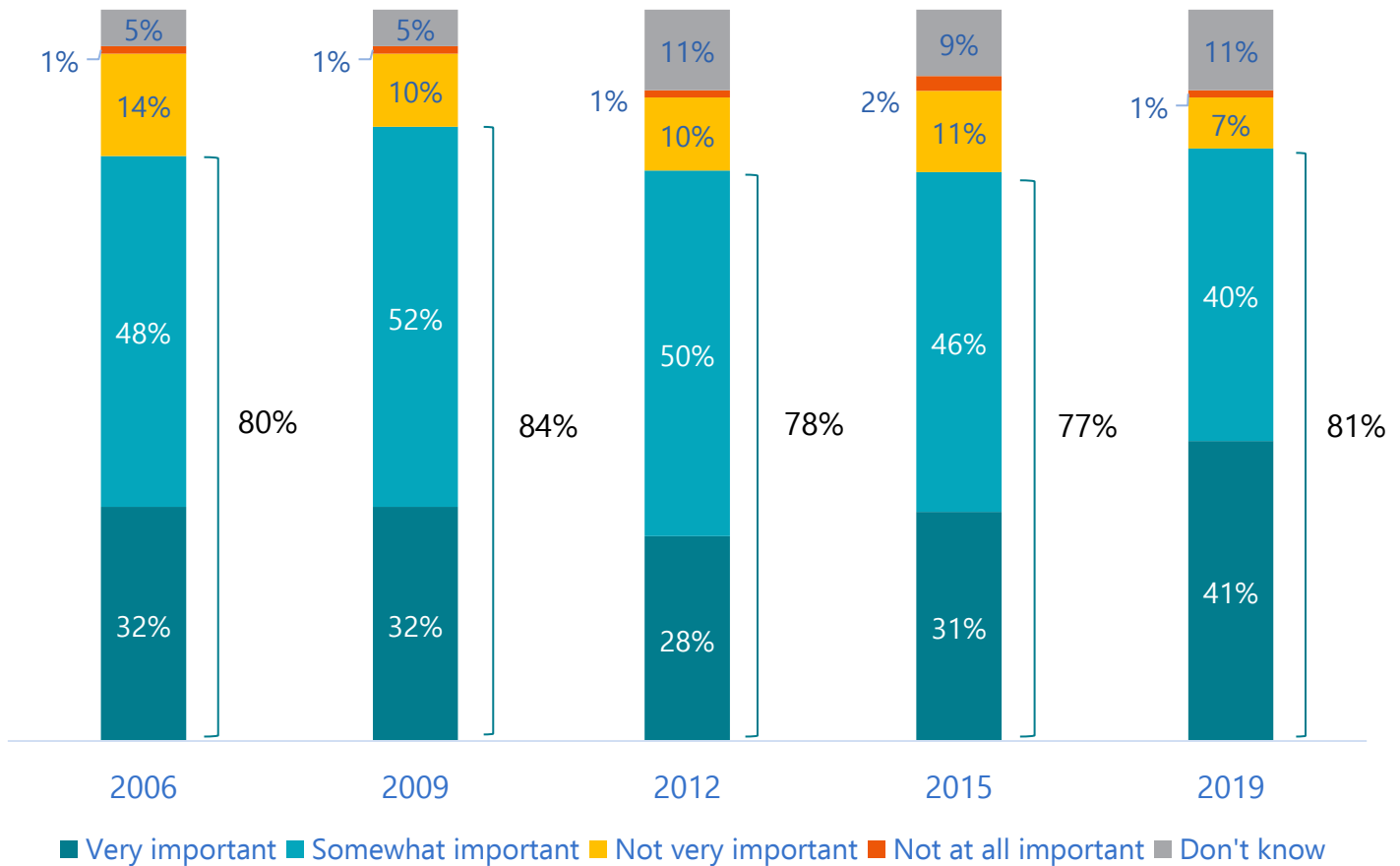
91% of Canadians say that health and medical research makes an important contribution to the healthcare system with a notable increase in the % of Canadians who consider it very important.



Question 2: Would you say that health and medical research makes an important contribution to the Canadian healthcare system? (n = 1,511)

Contribution to the economy

81% of Canadians say that health and medical research makes an important contribution to the economy. More notable is the increase among Canadians who consider it a *very important* contribution (41%), up 10 percentage points from 2015!

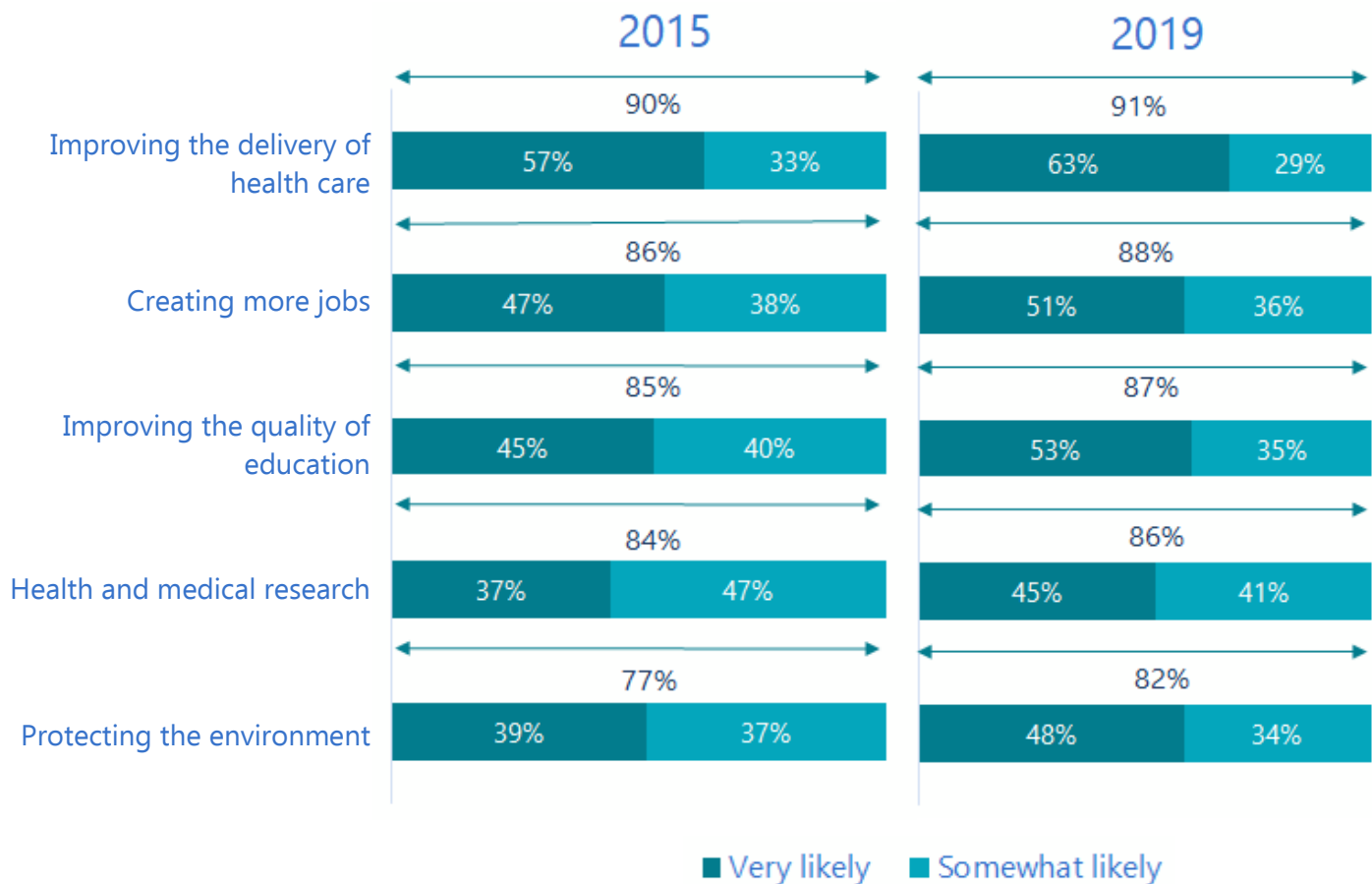


Question 3: Would you say that health and medical research makes an important contribution to the Canadians economy? (n = 1,511)



Voter support for funding areas

An overwhelming majority of Canadians are more likely to vote for a candidate who supports increased funding for health and medical research (86%), a rate of support consistent with four years ago (84%).



Question 4: If a federal election were held today would you be likely to vote for a candidate who supported increased funding for one of the following areas? (n = 1,511)

Investments

There continues to be a strong view among Canadians that health and medical research should be funded directly by the federal government.

9 out of 10 Canadians agree that basic research is necessary and should be supported by the federal government and consider it important that federal and provincial governments invest in the education and training of health and medical researchers.

Canadians are of the view; however, that government spending on health and medical research has decreased dramatically to an average of 14 cents on the healthcare dollar now compared to an average of 23 cents in 2009.

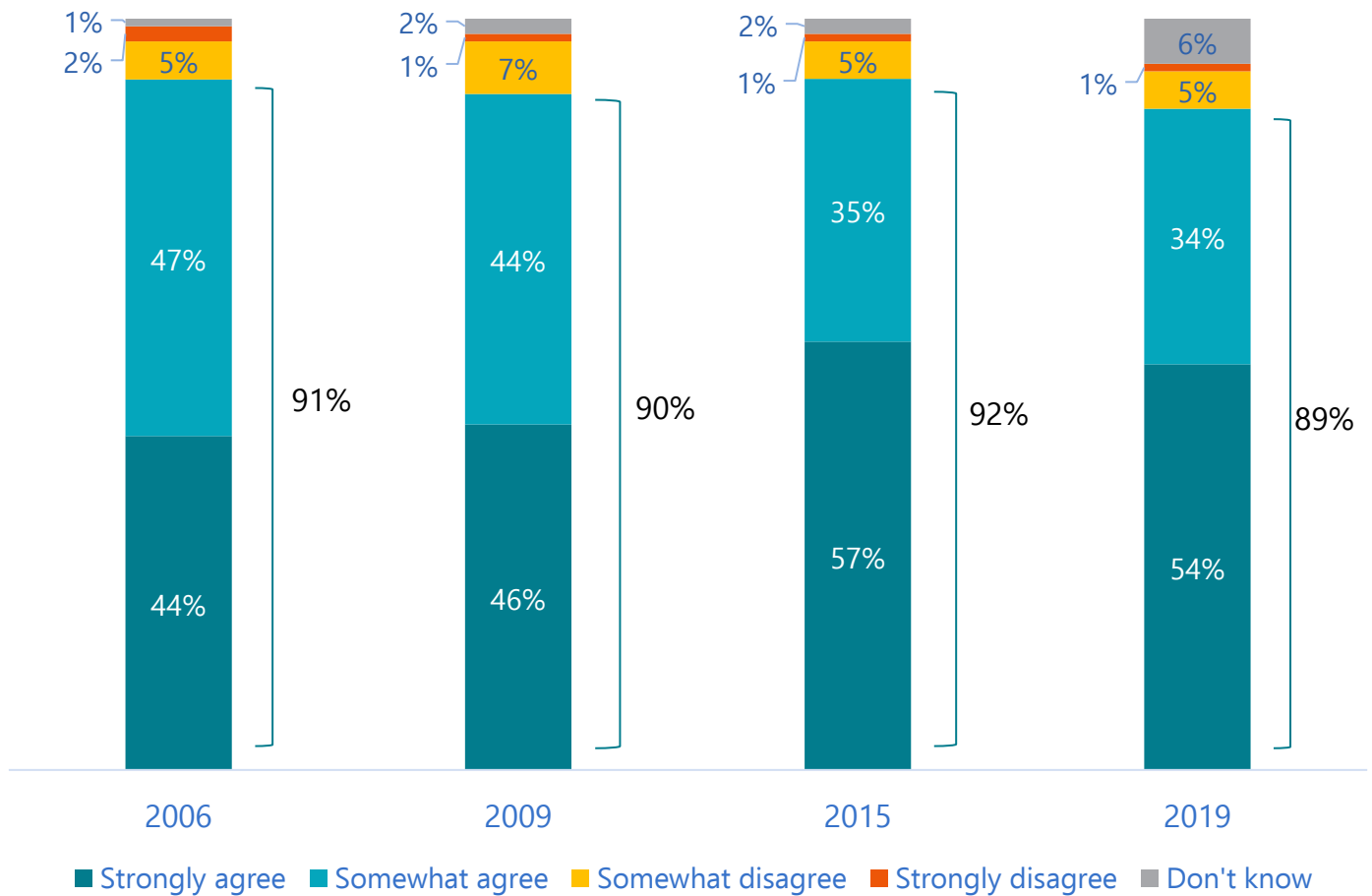
The majority of Canadians are still willing to pay out of pocket to support health and medical research and to pay more taxes for Canadian-made health science innovations and technologies.

6 out of 10 Canadians are willing to pay out of pocket for new health and medical research projects and would be 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.



Federal support of basic research

9 out of 10 Canadians agree that basic research is necessary and should be supported by the federal government.

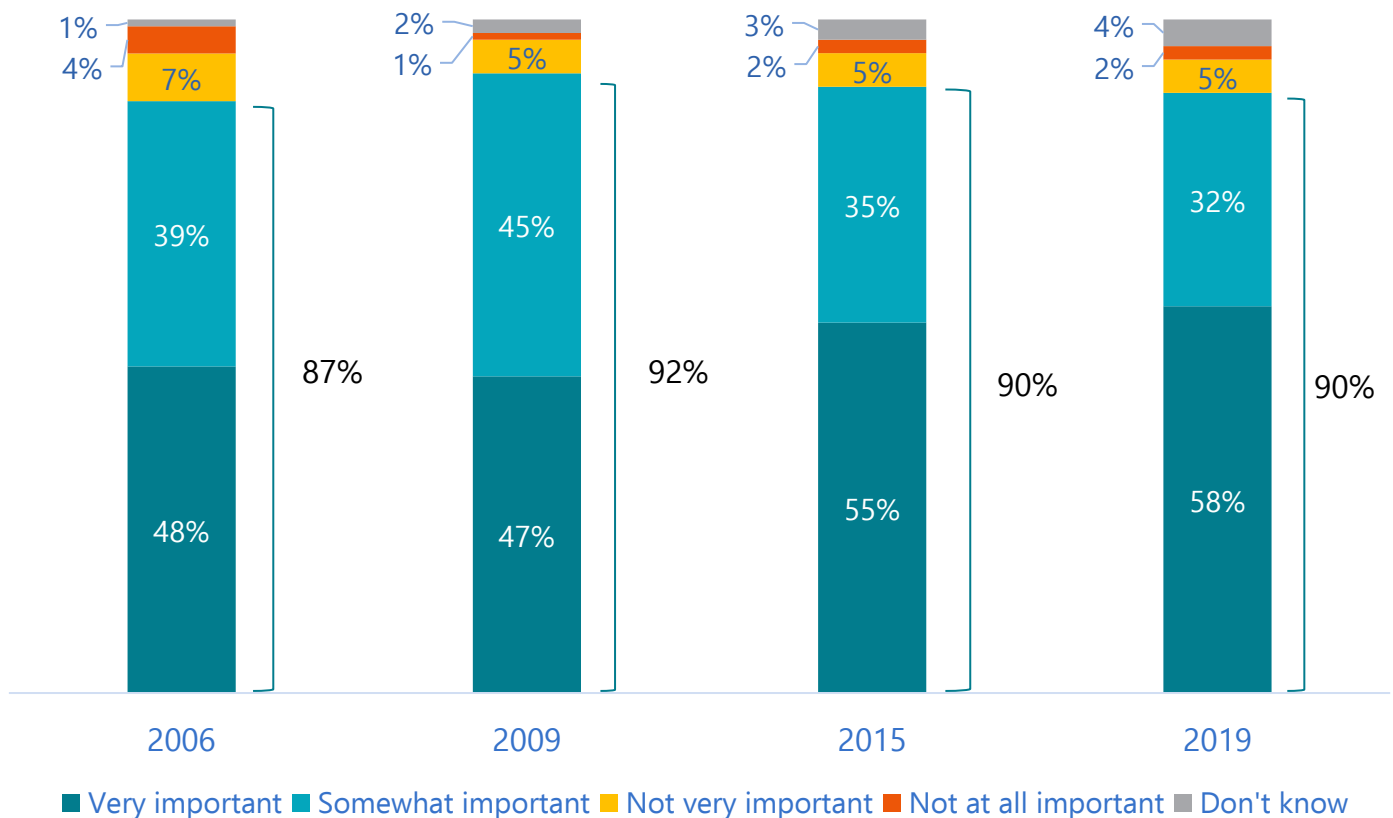


Question 5: Do you agree with the following statement: Even if it brings no immediate benefits, basic research, which builds our foundation of knowledge, if necessary and should be supported by the federal government? (n = 1,511)

Training for Researchers –

Funded by the federal government

9 out of 10 Canadians consider it important that the federal government invest in the education and training of health and medical researchers, with an increase of 10% among those who consider it *very* important from 2006 to 2019.



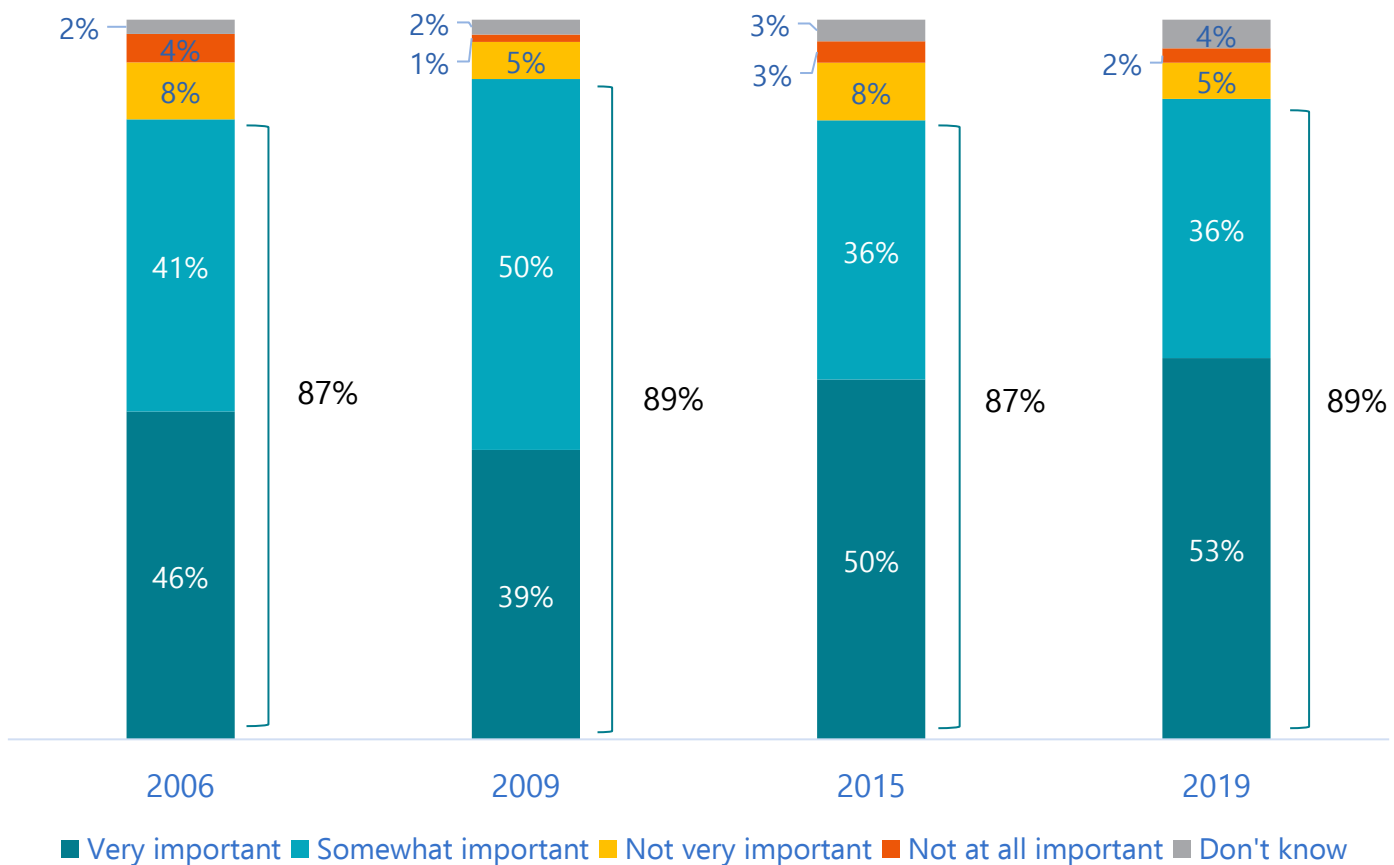
Question 6: Is each of the following important ... that the federal government invest in the education and training of health and medical researchers ... that the provincial government invest in the education and training of health and medical researchers? (n = 1,511)



Training for Researchers –

Funded by the provincial government

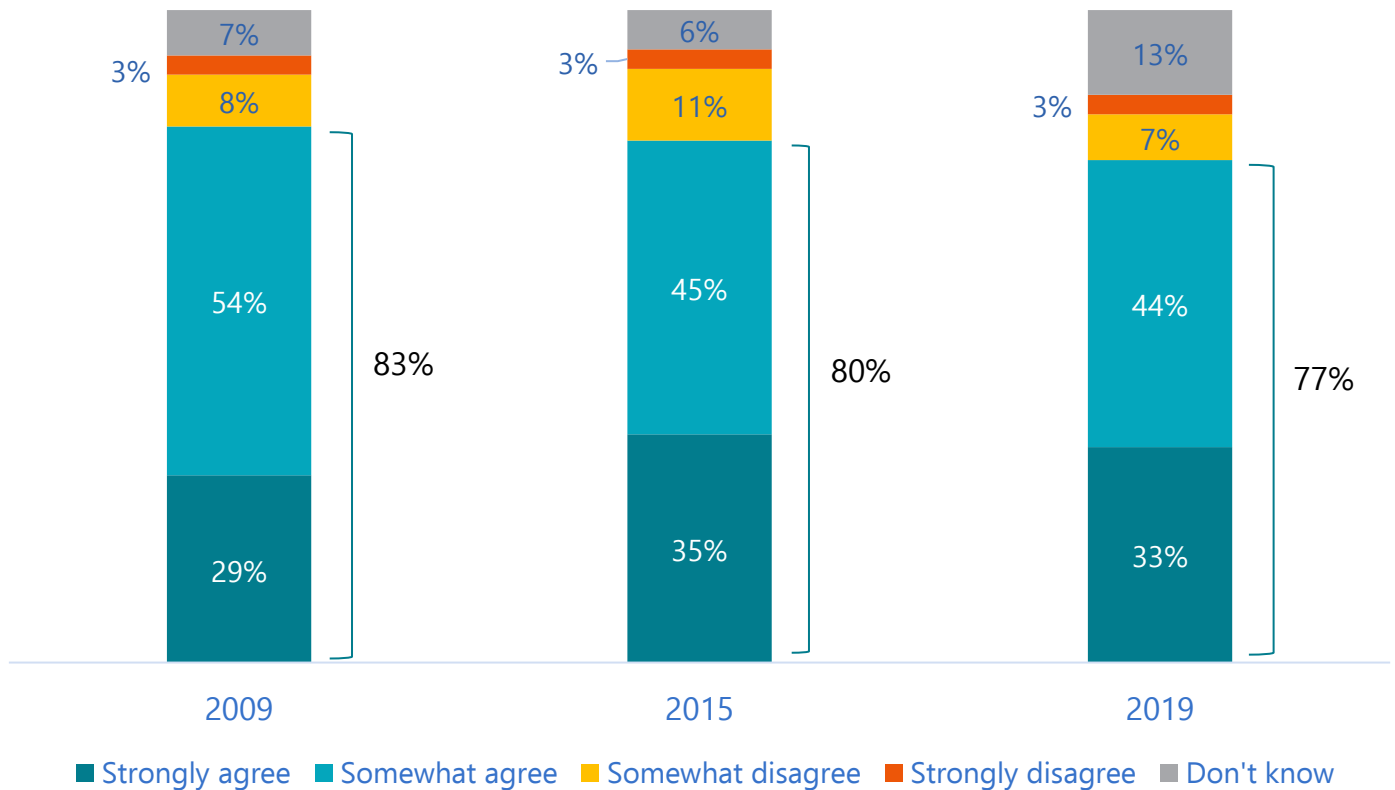
9 out of 10 Canadians consider it important that the provincial government invest in the education and training of health and medical researchers, with more than half in 2019 who consider it *very* important.



Question 6: 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? (n = 1,511)

Regulation encouraging private industries

77% of Canadians agree that the federal government should support tax and regulatory policies that encourage private industry to conduct more medical research.

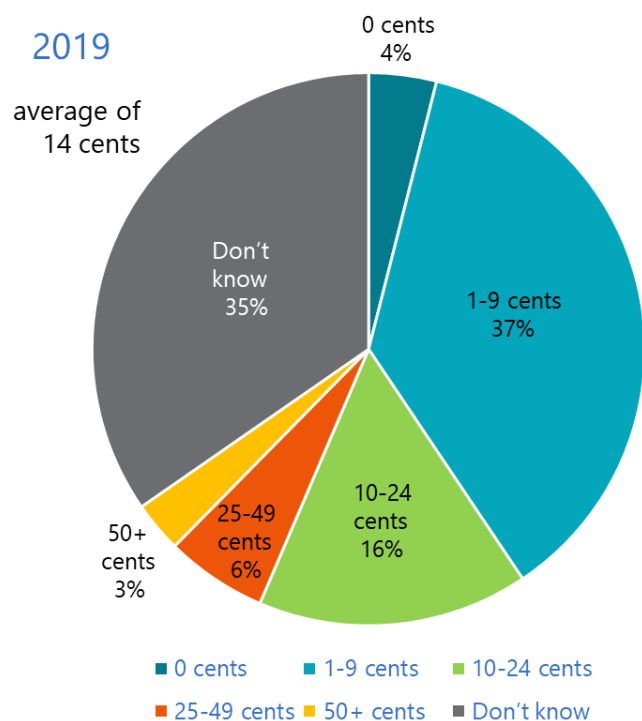
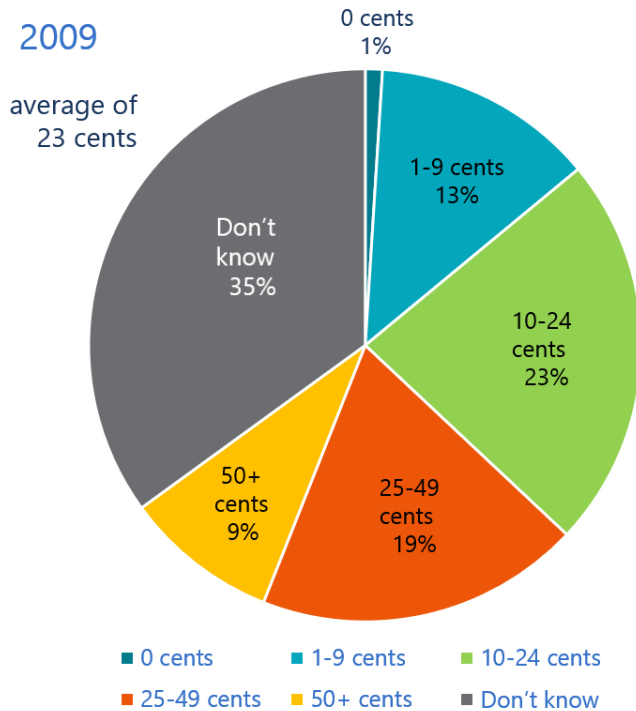


Question 7: Do you agree or disagree that the federal government should support tax and regulatory policies that encourage private industry to conduct more medical research? (n = 1,511)



Government spending on health and medical research

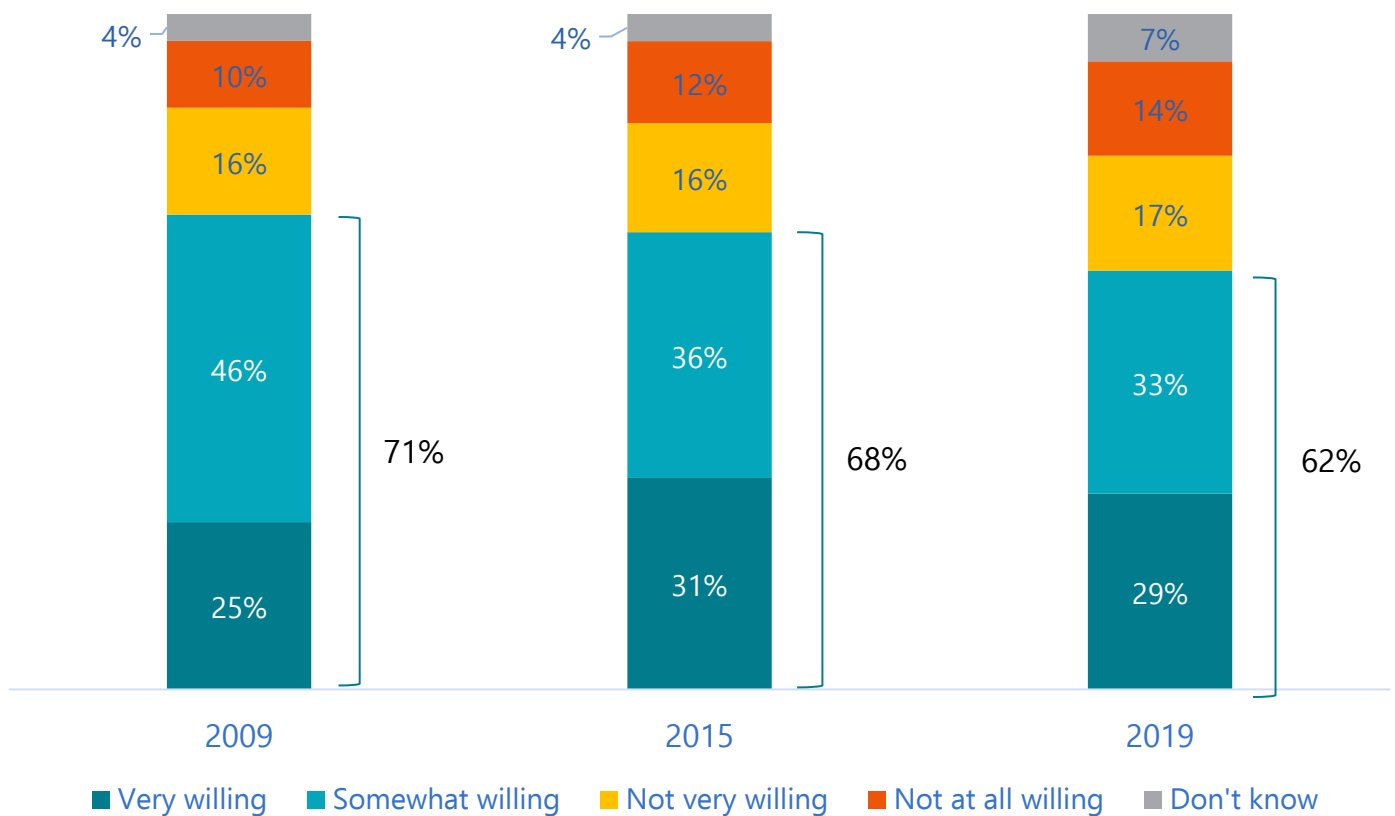
Over the past ten years, there has been a significant decrease in the amount Canadians believe the government spends on health and medical research.



Question 8: Out of every one dollar spent by government on health care, how much do you believe is spent specifically on health and medical research? (n = 1,511)

Support for taxes investing in health technology

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

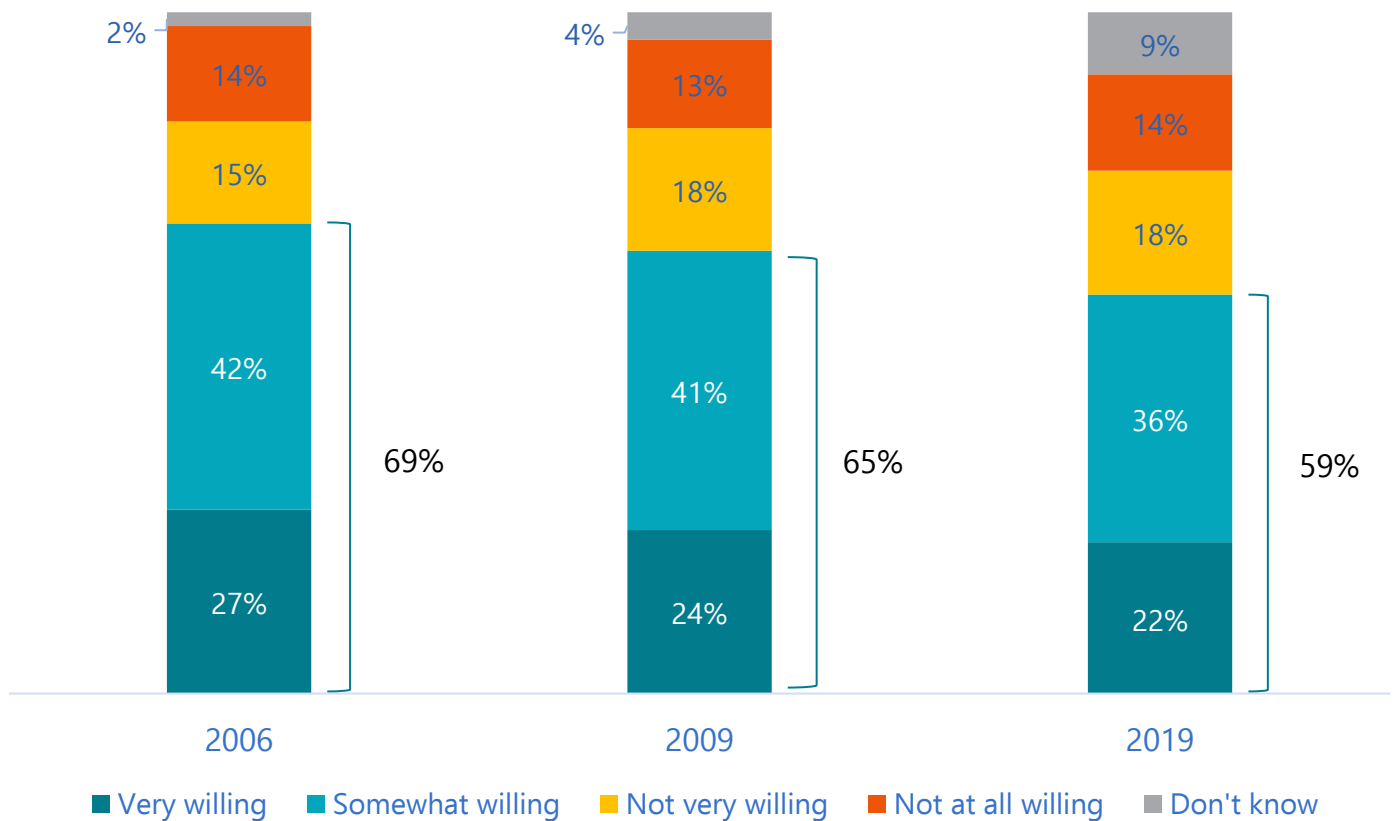


Question 9: How willing would you be to pay \$1 more a week in taxes if you knew the revenues would pay for government investment in Canadian-made health science innovations and technologies? (n = 1,511)



Paying out of pocket for health and medical research

6 out of 10 Canadians would be willing to pay \$1 more a week out of pocket to help pay for new health and medical research projects in Canada.



Question 10: 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/ (n = 1,511)

Public Engagement in Health and Medical Research

Most Canadians are not familiar with where health and medical research takes place, nor are they aware of opportunities to take part in research; however, their interest in getting involved and their support of clinical research is high.

Familiarity with local health and medical research going on at universities and hospitals remains low among Canadians with only 29% being familiar in 2019, a slight drop from 2009 (31%), and awareness of opportunities to take part in health and medical research is unchanged since 2015 with only 24% of Canadians aware of current opportunities.

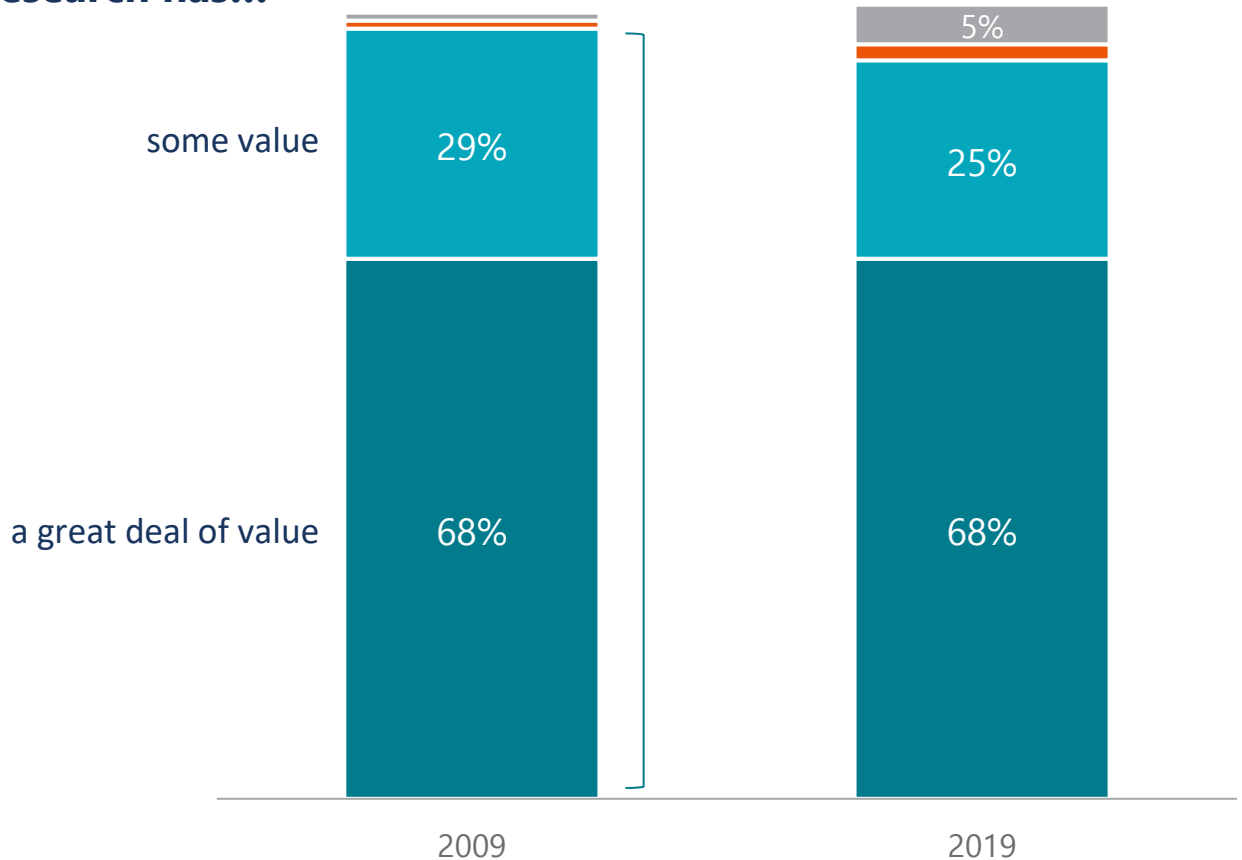
Interest in getting involved in health and medical research continues to be very high with 63% of Canadians interested in participating in health and medical research and 93% saying clinical research has important value.



Value of clinical research

Clinical research remains important to Canadians with 93% of Canadians saying it has value.

Clinical research has...

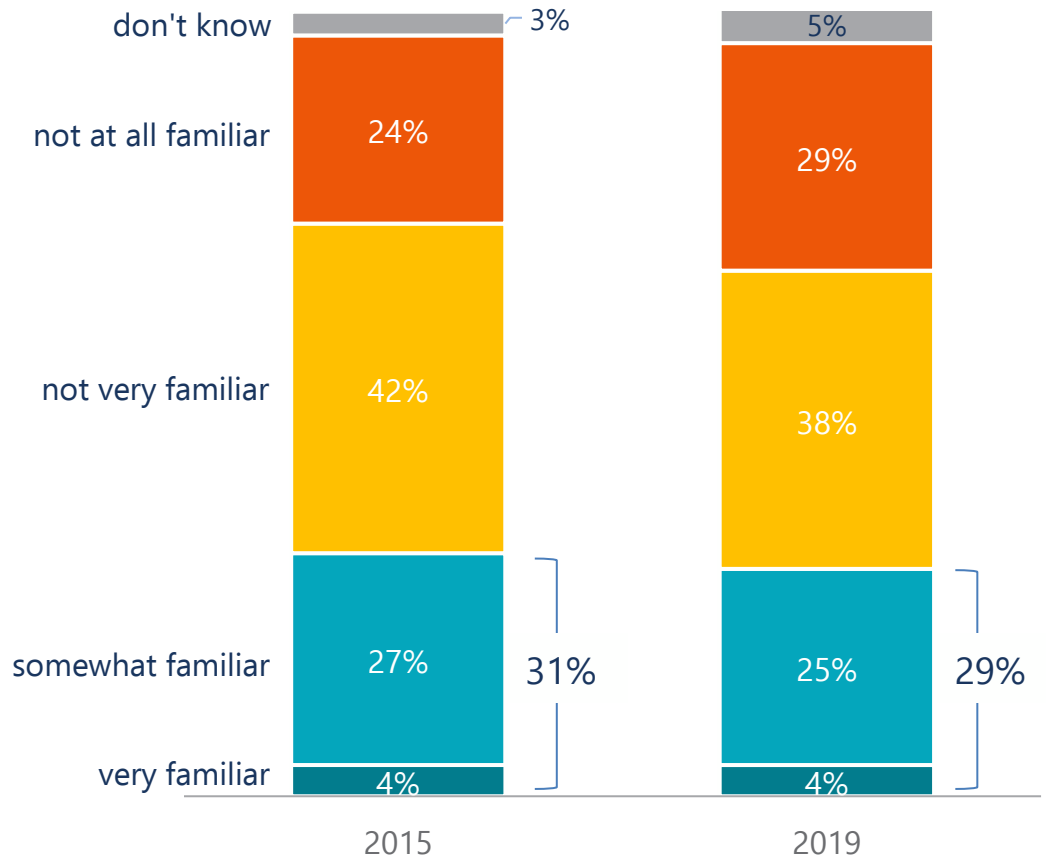


Question 11: One kind of research, often referred to as clinical trials, is clinical research. In this, patients choose to participate to test the safety and effectiveness of certain treatments, drugs or devices. How important is this kind of research? Would you say it is a... (n = 1,511)

Familiarity with local research

Familiarity with local health and medical research going on at universities and hospitals remains low among Canadians with only 29% being familiar in 2019, a slight drop from 2015 (31%).

familiarity with health and medical research going on at universities and hospitals in your province

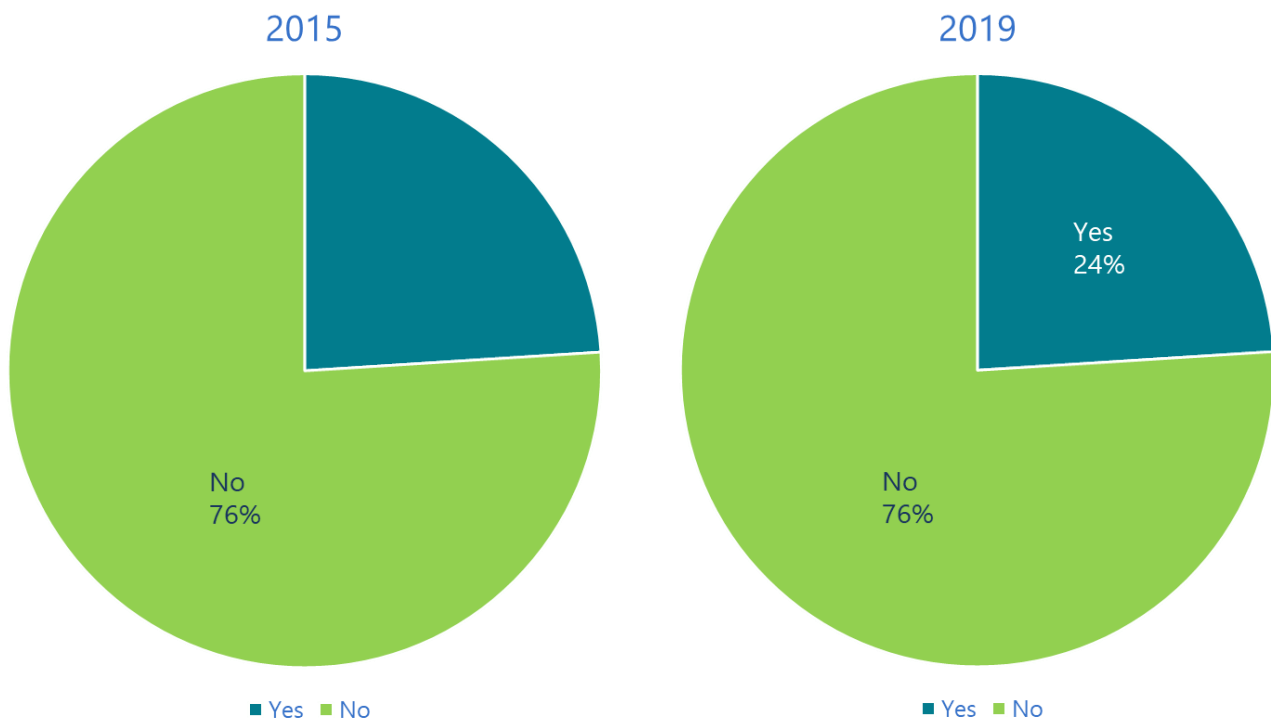


Question 12: How familiar are you with health and medical research going on at universities and hospitals in your province? (n = 1,511)



Awareness of opportunities to participate in research

Awareness of opportunities to take part in health and medical research is unchanged since 2015 with only 24% of Canadians aware of current opportunities.

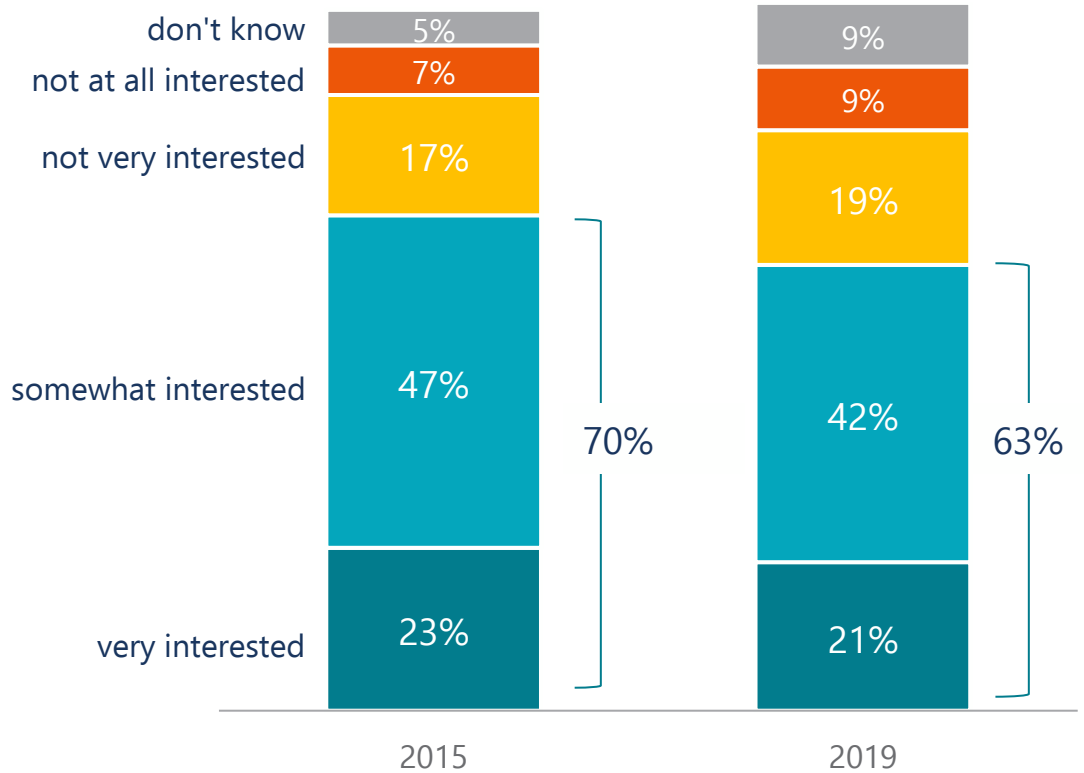


Question 13: Are you aware of current opportunities that exist for patients and the public to participate in health and medical research including helping to determine priority topics and deciding on future areas of funding? (n = 1,511)

Interest in participating in research

Interest in getting involved in health and medical research continues to be very high with 63% of Canadians interested in participating in health and medical research!

interest in participating in health and medical research



Question 14: How interested are you in participating in health and medical research, including helping to determine priority topics and deciding on future areas of funding? (n = 1,511)



About the Partners



The **Association of Faculties of Medicine of Canada (AFMC)** represents the country's 17 faculties of medicine and is the national voice for academic medicine. Our organization was founded in 1943 and functions to support individually and collectively Canada's medical schools through promotion of medical education, research, and clinical care.



Founded in 2000, the **Health Charities Coalition of Canada (HCCC)** is a member-based organization of national health charities and patient groups dedicated to advocating for improved health policy and promoting the highest quality health research. Our members provide leadership on major health issues of concern to Canadians and we work together to bring about sustainable change in improving the health and well-being of Canadians.



HealthCareCAN is the national voice of healthcare organizations across Canada. We foster informed and continuous, results-oriented discovery and innovation across the continuum of health care. We act with others to enhance the health of the people of Canada; to build the capability for high quality care; and to help ensure value for money in publicly financed, healthcare programs. Learn more about our solutions to health system challenges by visiting our website www.healthcarecan.ca. Follow us on Twitter: @HealthCareCAN

About the Partners



Innovative Medicines Canada is the national voice of Canada's innovative pharmaceutical industry. We advocate for policies that enable the discovery, development and commercialization of innovative medicines and vaccines that improve the lives of all Canadians. We support our members' commitment to being valued partners in the Canadian healthcare system.



MEDEC is the national association representing Canada's innovative medical technology industry. Representing approximately 100 medtech companies (ranging from Canadian-owned to multinationals), MEDEC works closely with the federal and provincial-territorial governments, health professionals, patients and other stakeholders to deliver a patient-centred, safe, accessible, innovative and sustainable, universal healthcare system supported by the use of medical technology.



Research Canada is a national, broad-based alliance dedicated to increasing investments in health research through collaborative advocacy. We believe health research is a shared benefit, shared responsibility and an investment in Canada's future. We engage government, academia, industry and nonprofit sectors to build support for balanced and long-term health research funding – investments that strengthen Canada's innovation system and lead to better health, sustainable health care, new commercialization opportunities, and skilled jobs for Canadians. Only through sustained and balanced investments in health research will Canada succeed in keeping its citizens the healthiest and most prosperous in the world.

Research Canada: An Alliance for Health Discovery

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