

# Canada *Speaks!* 2006



Research Canada's First Public Opinion  
Survey on Health Research in Canada

November 2006

**Research Canada:**  
An Alliance for Health Discovery

# About Research Canada

**Research Canada: An Alliance for Health Discovery** is a not-for-profit, voluntary organization dedicated to making Canada a global leader in health research. Working for all Canadians, Research Canada's membership is drawn from a diversity of sectors committed to increasing investments in health research—including health research institutes, national health charities, universities, hospitals, regional health authorities, professional associations and industry.

## Mission

To help Canadians maintain and improve their health by ensuring Canada is a world leader in health research.

## Vision

Research Canada envisions Canada as a country in which health research is seen to be a shared benefit and shared responsibility and an invaluable investment in the country's future.

# Acknowledgements

## Environics

Research Canada would like to thank Environics Research Group, which conducted the survey. Environics is one of Canada's leading public opinion research firms, which is independent and non-partisan. Environics is well known for its groundbreaking syndicated research studies, including National Pulse on Health Strategy, FOCUS CANADA, the 3SC Monitor of Social Values, and the North of 60° and Remote Community Monitor.

## Research!America

Research Canada would like to thank Research!America for its guidance throughout this project. In particular, we would like to thank Dr. Stacie Propst, Director of Science Policy at Research!America for her expertise and her dedication to this project.

## Research Canada Task Group

Research Canada would also like to thank the members of the Public Opinion Poll Task Force who provided sound counsel throughout the duration of this project. They include: Dr. Ronald G. Worton, Ms. Sally Brown, Mr. Ian Thompson, Ms. Judy Noordermeer, and Dr. Stacie Propst.

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**Working for all Canadians,  
Research Canada's  
membership is drawn from  
a diversity of sectors  
committed to increasing  
investments in health  
research.**



# Foreword

Research Canada: An Alliance for Health Discovery is pleased to release the results of its first Public Opinion Survey on Health Research in Canada. **Canada Speaks 2006** demonstrates Canadians' strong support for increased investments in health and medical research. Canadians believe that health research holds the promise of curing diseases, developing new drugs, improving health and health care and that it makes an important contribution to the economy. Ninety-one percent of Canadians indicate that even if basic research brings no immediate benefits, it is necessary and should be supported by the federal government.

Canada has an opportunity to become a global leader in health and medical research, and Canadians couldn't agree more according to the survey. In the past several years, the Government of Canada demonstrated its commitment to health research through a series of significant investments, most notably in the Canadian Institutes of Health Research (CIHR), the Canada Foundation for Innovation, (CFI), the Canada Research Chairs Program, Genome Canada, the Networks of Centres of Excellence (NCEs) and the Indirect Costs program.

The national health charities have also continued to play a vital role in raising contributions, funding research and thinking strategically about health research priorities.

Dr. Ronald Worton  
Chair



A handwritten signature in black ink that reads "Ron Worton".

Ms. Deborah Gordon-El-Bihbet  
President and CEO



A handwritten signature in black ink that reads "Deborah Gordon-El-Bihbet".

Industry also plays a critical role in sustaining the health research enterprise in Canada. Eighty-three percent of Canadians agree that the federal government should encourage industry to conduct more research.

If Canada is to realize its potential, as a nation, it must invest in the research that will result in the innovations, which will keep Canadians healthy and productive and be our competitive edge in a fast-paced global economy.

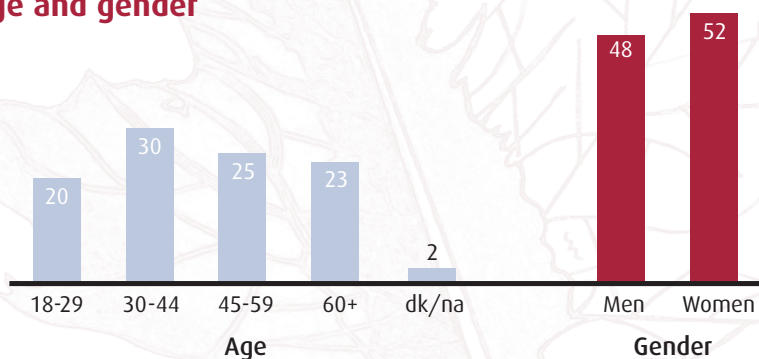
We are proud to present our findings on behalf of the thousands of voices of the member organizations of the Research Canada alliance.

# Methodology

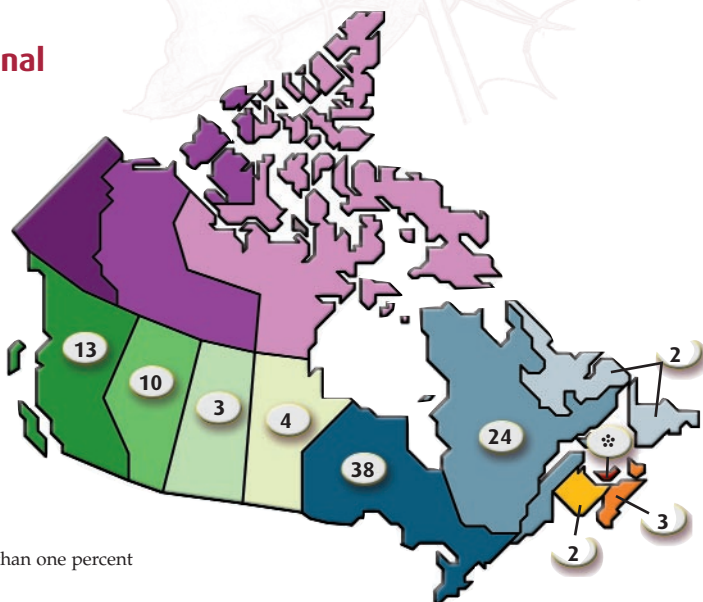
- National phone survey among 1,000 adult Canadians from a range of educational and income groups
- Fieldwork: September 5 to September 19, 2006
- Margin of error: (plus or minus) 3.1 percentage points, 19 times out of 20
- Sample was drawn using Random Digit Dialing
- Quotas were placed to ensure final sample followed population distributions by sex, age and region, and data were then weighted by these same variables

## Demographic Profile

### Age and gender



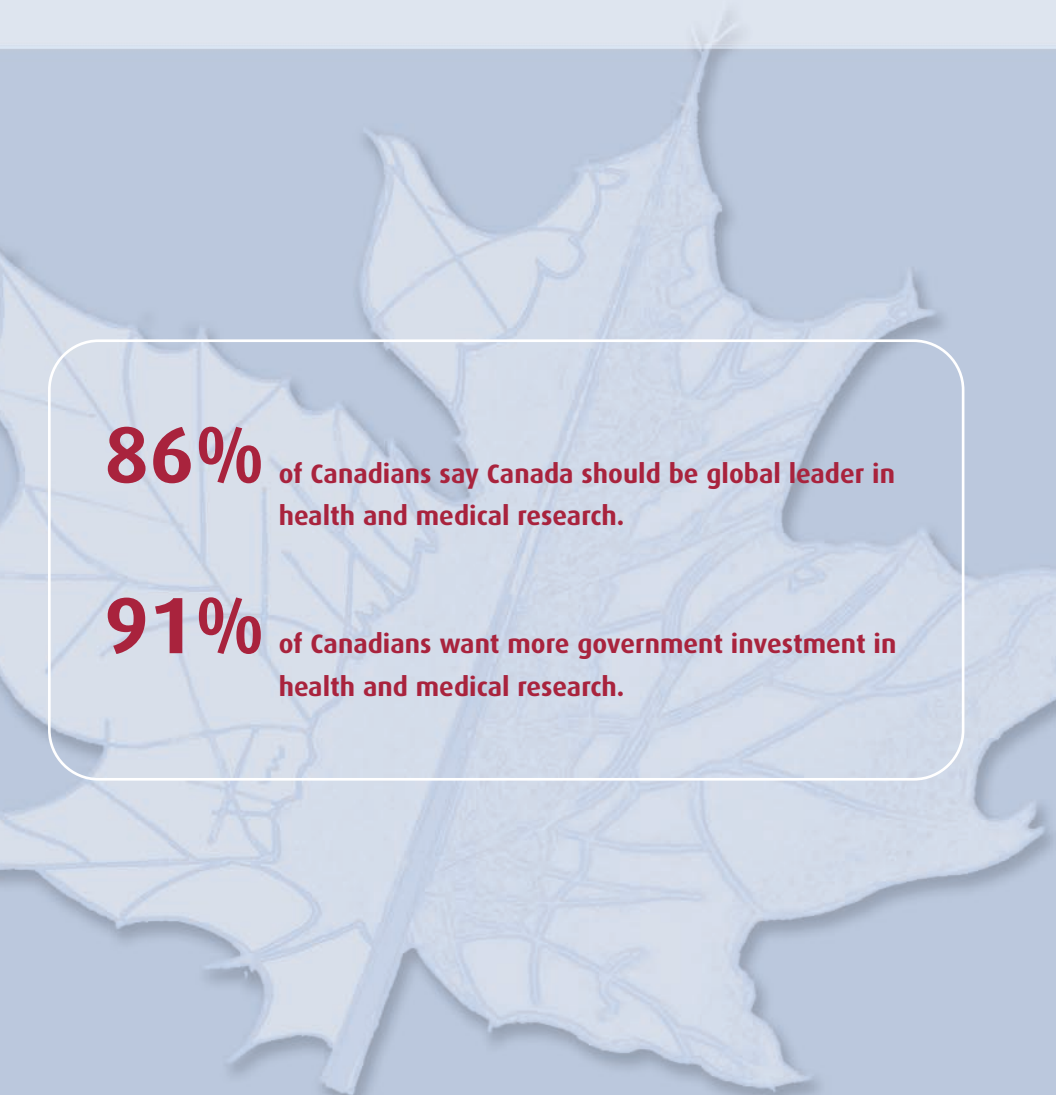
### Regional



\* Less than one percent

# Key Findings

## Leadership & Priorities



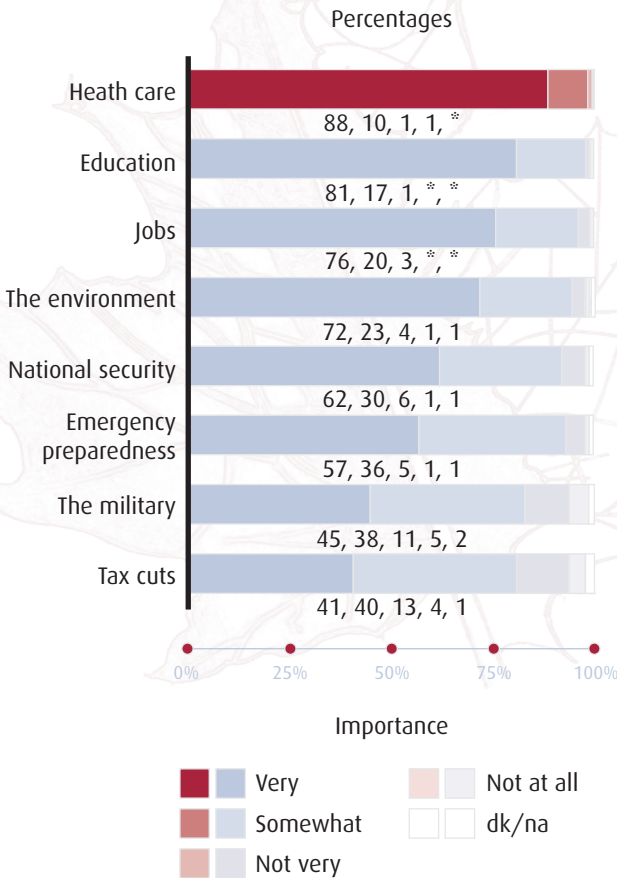
**86%** of Canadians say Canada should be global leader in health and medical research.

**91%** of Canadians want more government investment in health and medical research.

## Leadership & Priorities

# Health care is “number one” in minds of Canadians.

**Question:** Thinking about Canada’s national priorities, would you say that each of the following is important ...?



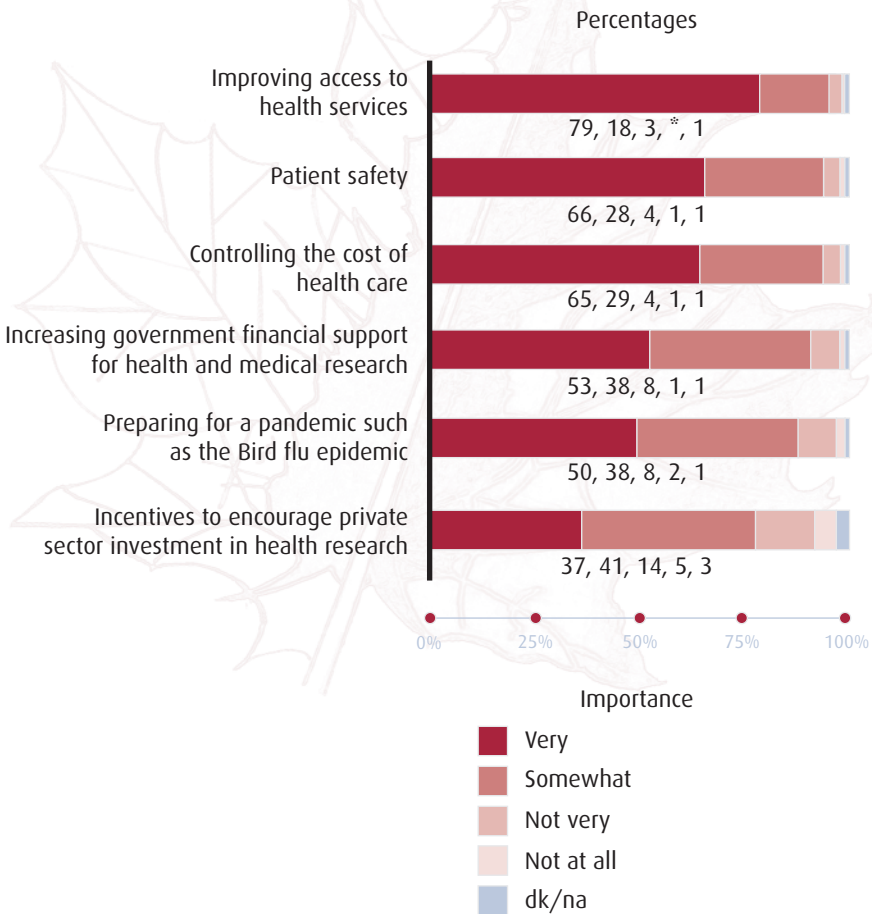
Note: Responses may not always add to 100 due to rounding

\* Less than one percent

## Leadership & Priorities

# 91% of Canadians want more government investment in health and medical research.

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



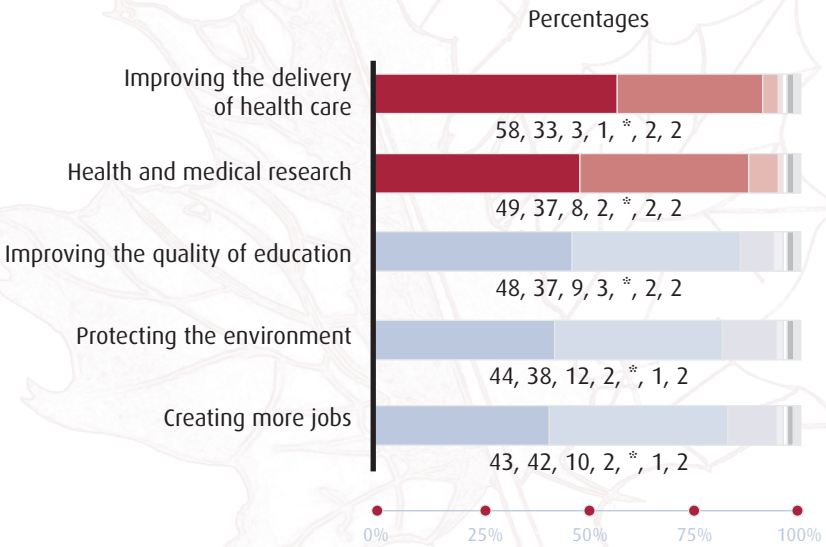
Note: Responses may not always add to 100 due to rounding \* Less than one percent



## Leadership & Priorities

# Canadians more likely to vote for candidate who supports increased funding for health care and health and medical research.

**Question:** 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?



Likelihood

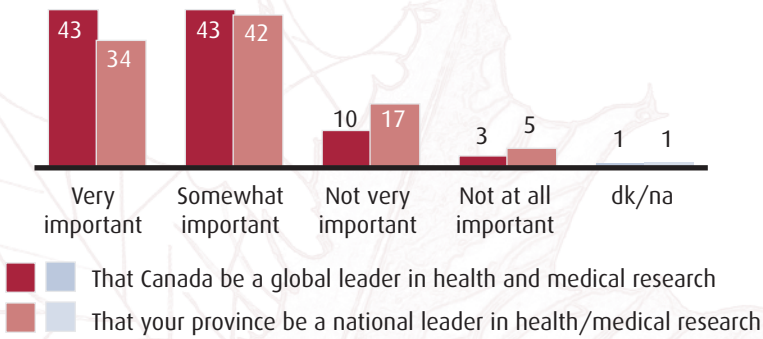
- Much more
- Somewhat more
- Somewhat less
- Much less
- Depends on political party
- No effect
- dk/na

Note: Responses may not always add to 100 due to rounding \* Less than one percent

## Leadership & Priorities

# 86% of Canadians say Canada should be global leader in health and medical research.

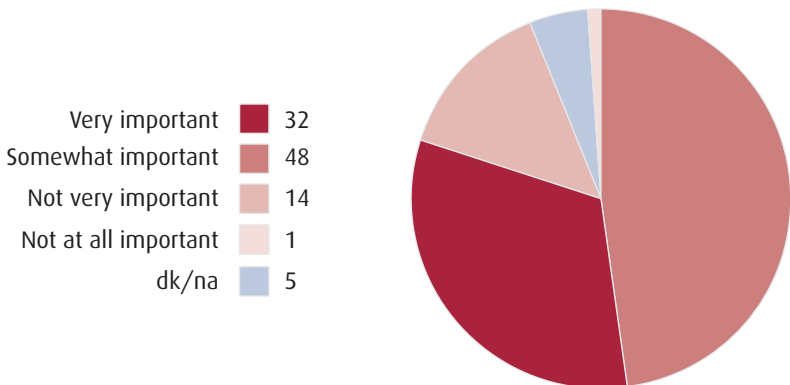
**Question:** Is each of the following important ... That Canada be a global leader in health and medical research ... That your province be a national leader in health and medical research?



Note: Responses may not always add to 100 due to rounding

# 80% of Canadians say research important to the economy.

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



# Key Findings

## Investments

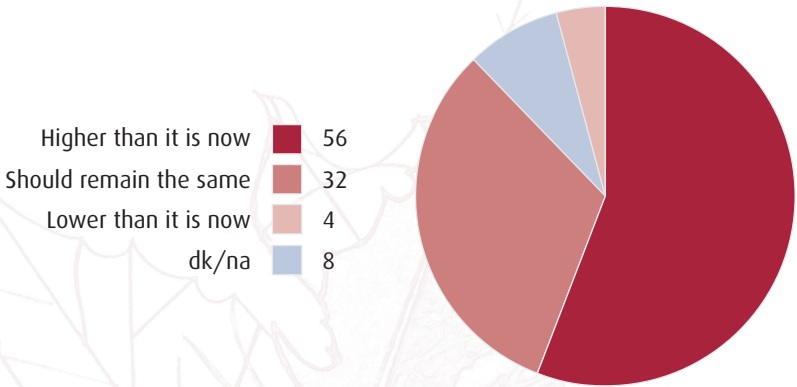
**Canadians** want more spent on health research.

**87%** of Canadians say it is important for government to educate and train researchers.

## Investments

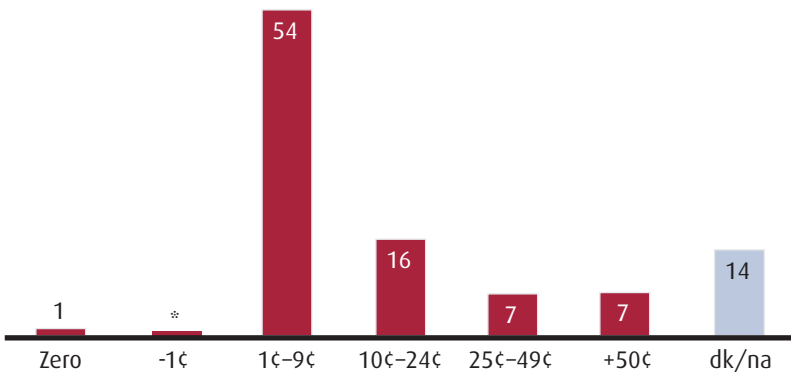
# Majority of Canadians think commitment to health and medical research should be higher.

**Question:** Do you think that the federal government's funding of health and medical research should be ...?



# 85% of Canadians say that one cent or more of each health dollar should be spent on health and medical research.

**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?



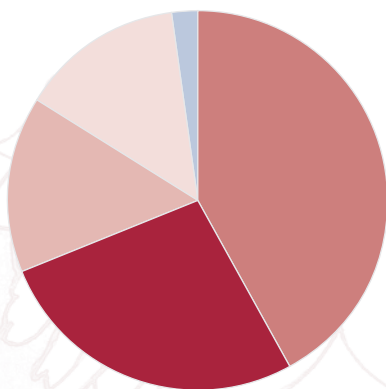
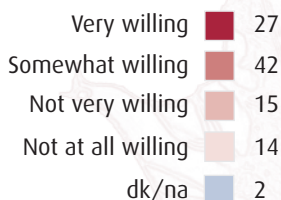
\* Less than one percent



## Investments

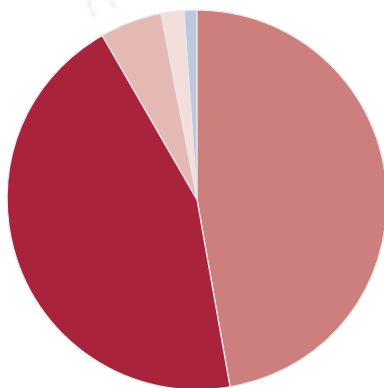
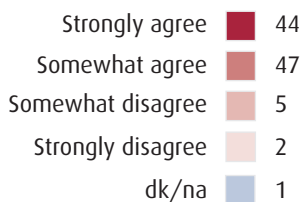
## Majority of Canadians willing to pay out of their pocket to fund new health and medical research.

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



## 91% of Canadians show strong support for basic research.

**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?

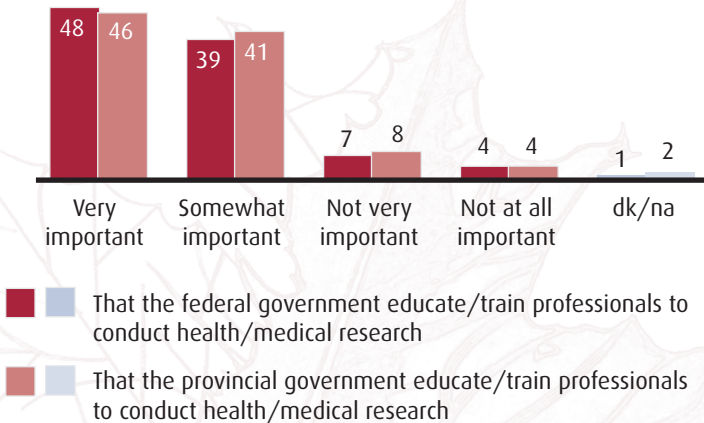


Note: Responses may not always add to 100 due to rounding

## Investments

### 87% of Canadians say it is important for government to educate and train researchers.

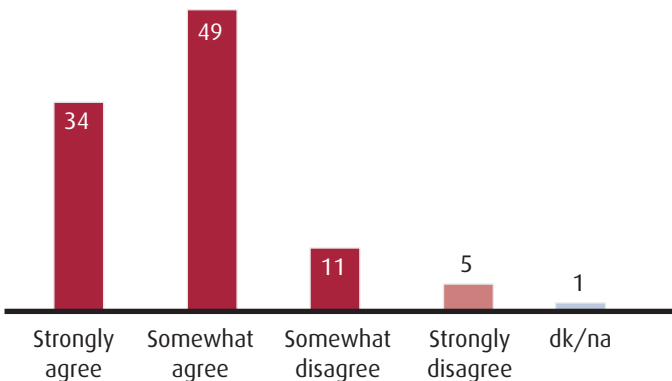
**Question:** Is each of the following important ... That the federal government educate and train professionals to conduct health and medical research ... That the provincial government educate and train professionals to conduct health and medical research?



Note: Responses may not always add to 100 due to rounding

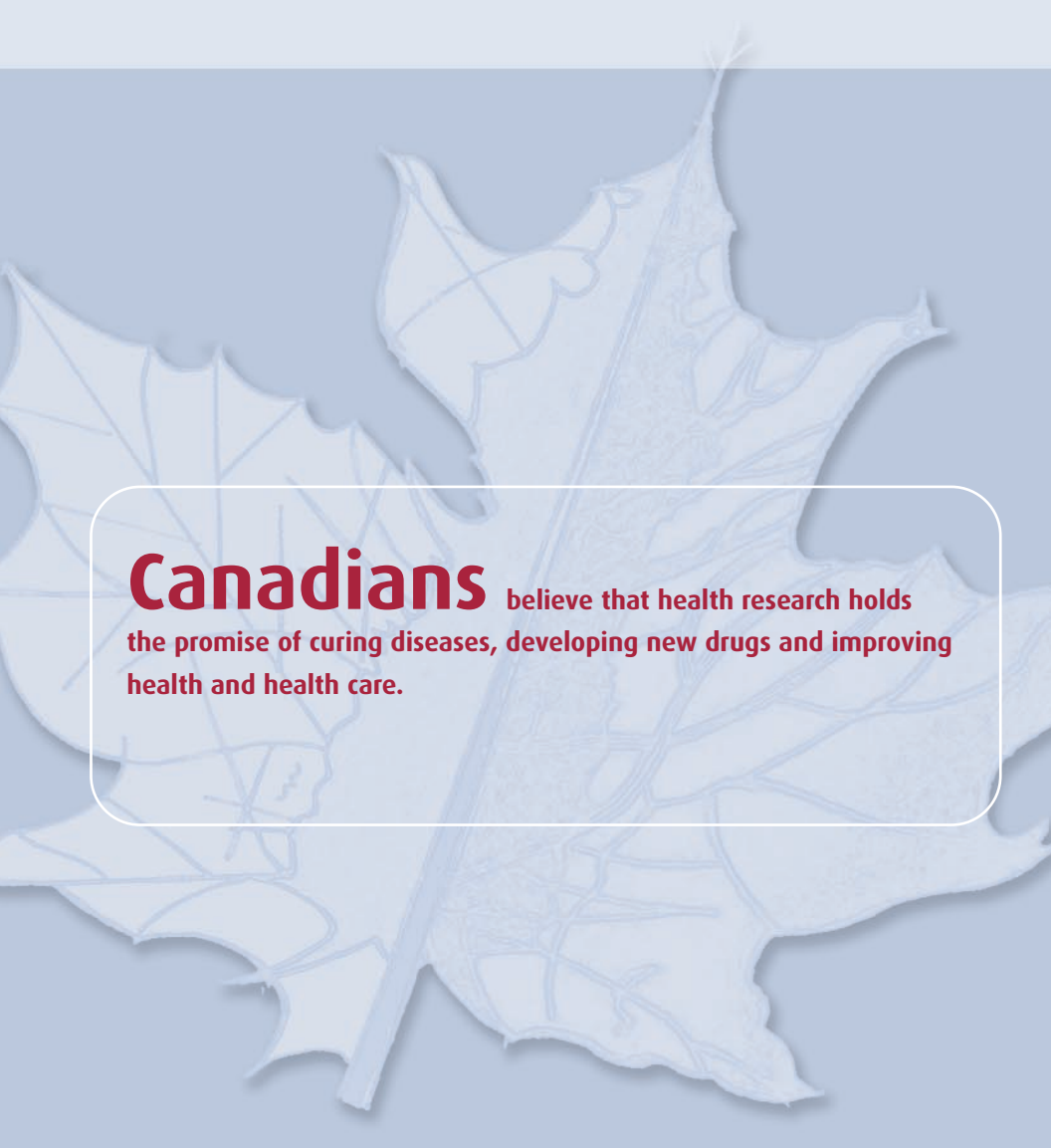
### Industry should be encouraged to conduct more research – 83% of Canadians agree.

**Question:** Do you agree with the following statement ... The federal government should have tax policies and regulations that encourage private industries to conduct more health and medical research?



# Key Findings

## Awareness and Concerns

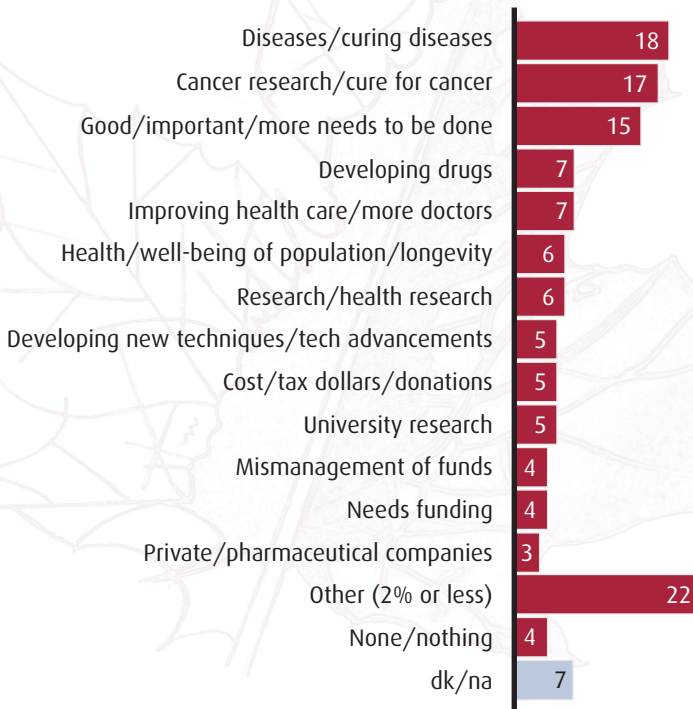


**Canadians** believe that health research holds the promise of curing diseases, developing new drugs and improving health and health care.

## Awareness and Concerns

# Majority of Canadians have positive view of health and medical research\*.

**Question:** What do you think of when you hear the term “health and medical research”?



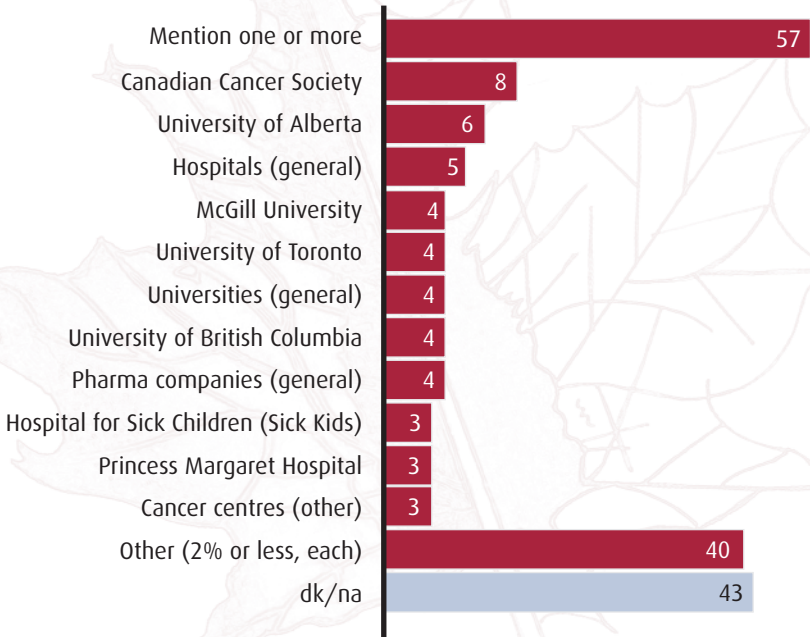
\*Responses exceed 100% because respondents could give more than one answer



## Awareness and Concerns

## Canadians not sure where research is conducted.

**Question:** Can you name one or two institutions, companies or organizations in Canada where health and medical research is conducted?



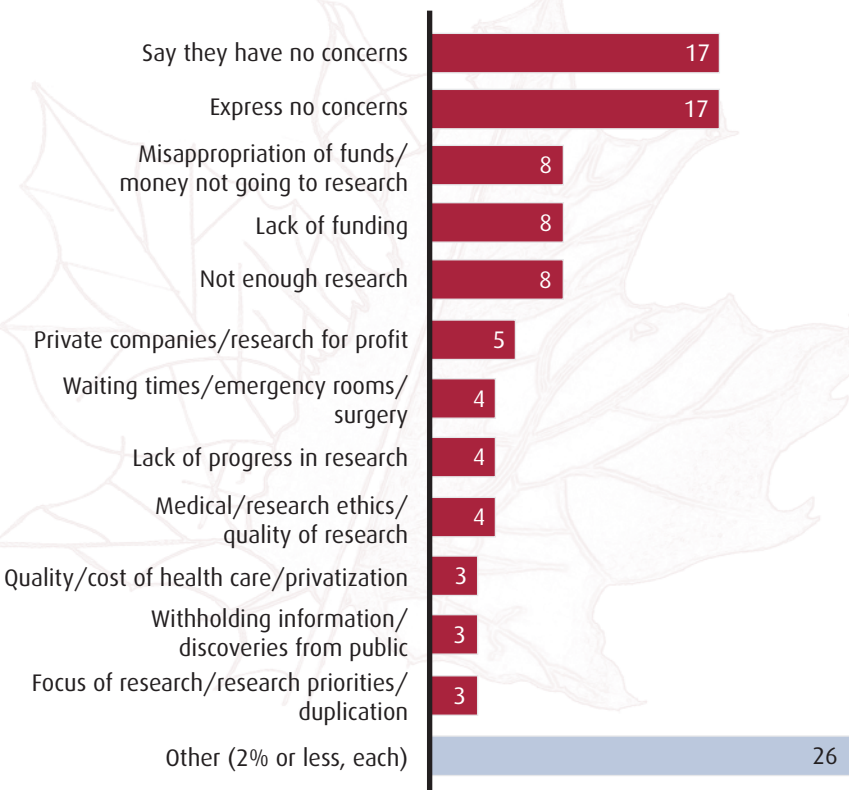
**When Canadians are asked to name one or two institutions, a total of 57 percent offer one or more names. At the head of the list are the Canadian Cancer Society (8%), University of Alberta (6%) and hospitals (5%).**

\*Responses exceed 100% because respondents could give more than one answer

## Awareness and Concerns

# Canadians have few concerns about health and medical research.

**Question:** What concerns, if any, do you have about health and medical research?



\*Responses exceed 100% because respondents could give more than one answer

# Research Canada Members

## Academic Institutions, Hospitals, Regional Health Authorities, Research Institutes (hospital-based and others)

Baycrest Centre for Geriatric Care, ON  
 Calgary Health Region, AB  
 Capital District Health Authority, NS  
 Capital Health, AB  
 Centre for Addiction and Mental Health, ON  
 Centre Hospitalier de l'Université de Montréal – Research Centre, QC  
 Centre Hospitalier Universitaire de Québec – Research Centre, QC  
 Centre Hospitalier Universitaire de Sherbrooke – Research Centre, QC  
 CHAUQ Research Centre, QC  
 Child & Family Research Institute, BC  
 Children's Hospital of Eastern Ontario Research Institute, ON  
 Clinical Research Institute of Montreal, QC  
 Douglas Hospital, QC  
 Father Sean O'Sullivan Research Centre – St. Joseph's Healthcare Hamilton, ON  
 Hôpital Sainte-Justine Research Centre, QC  
 Hospital for Sick Children Research Institute, ON  
 Hotel Dieu Hospital, Kingston, ON  
 Infectious Diseases Research Center of Laval University, QC  
 IWK Health Centre, NS  
 Kingston General Hospital, ON  
 Lawson Health Research Institute, ON  
 McGill University Health Centre Research Institute, QC  
 Montreal Heart Institute, QC  
 Montreal Neurological Institute, QC  
 National Cancer Institute of Canada  
 Newfoundland and Labrador Centre for Applied Health Research, NL  
 Ottawa Health Research Institute, ON  
 Providence Health Care, BC  
 Provincial Health Services Authority, BC  
 Queen's University, Faculty of Health Sciences, ON  
 Regina Qu'Appelle Health Region, SK  
 Robarts Research Institute, ON  
 Samuel Lunenfeld Research Institute, ON  
 St. Joseph's Health Centre, ON  
 St. Michael's Hospital, ON  
 Sunnybrook Health Sciences Centre, ON  
 Toronto Rehabilitation Institute, ON  
 University Health Network, ON  
 University of Ottawa Heart Institute, ON  
 University of Toronto, Faculty of Medicine, ON  
 University of Western Ontario, ON  
 Vancouver Coastal Health Research Institute, BC  
 Winnipeg Regional Health Authority, MB  
 York University, ON

## **Charities, Public Foundations, Voluntary Organizations, Professional Associations**

Alzheimer Society of Canada  
Arthritis Society  
Association of Canadian Academic Healthcare Organizations  
Association of Faculties of Medicine of Canada  
BIOTECanada  
Canada's Research-Based Pharmaceutical Companies  
Canadian AIDS Society  
Canadian Association of Occupational Therapists  
Canadian Cancer Society  
Canadian Cystic Fibrosis Foundation  
Canadian Diabetes Association  
Canadian Foundation for Dental Hygiene Research and Education  
Canadian Mental Health Association  
Canadian Psychiatric Research Foundation  
College of Family Physicians of Canada  
Foundation for Research into Children's Diseases  
Friends of CIHR  
Heart and Stroke Foundation of Canada  
Juvenile Diabetes Research Foundation  
Leukemia & Lymphoma Society of Canada  
Lung Association  
Multiple Sclerosis Society of Canada  
Muscular Dystrophy Canada  
Osteoporosis Canada  
Parkinson Society Canada  
Rick Hansen Man in Motion Foundation  
Schizophrenia Society of Canada  
Society of Obstetricians and Gynaecologists of Canada

## **Private Sector / Industry**

Pfizer Canada Inc.  
sanofi pasteur

## **International**

Research!America  
Research Australia

## **For more information, please contact:**

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