

Mainstreet Research Survey - Canada



About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

Methodology

The analysis in this report is based on results of a survey conducted from Thursday, January 25th to Friday, January 26th, 2024, among a sample of 947 adults, 18 years of age or older, living in Canada. The survey was conducted using automated telephone interviews (Smart IVR). The survey is intended to represent the voting population in Canada.

The margin of error for the poll is +/- 3.2% at the 95% confidence level. Margins of error are higher in each subsample.

This poll was commissioned by and is the exclusive property of Mainstreet Research. Any reproduction, in whole or in part of this report or the data contained herein is expressly prohibited without written authorization by Mainstreet Research.



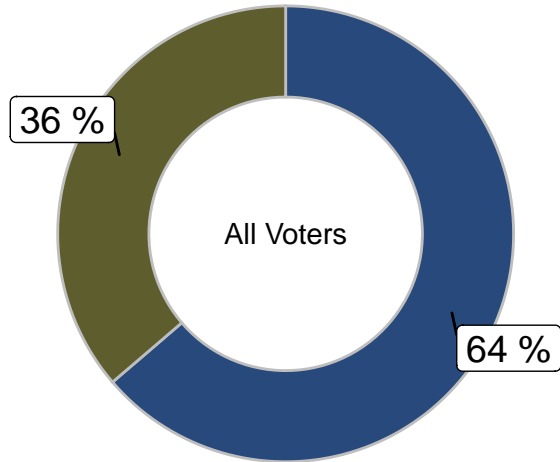
As the government considers what a pharmacare plan in Canada will look like, which of the following two broad options best reflects your own view?

In Canada, we have a universal health care system, which means everyone has equal access to essential health services, regardless of their income. Any pharmacare plan should be based on the same principle. This way, everyone can afford the prescription medication they need, and Canada would be able to negotiate lower drug prices by buying in bulk on behalf of everyone. For this option, Press 1

OR

It's not necessary to create a new universal pharmacare plan for everyone, because most people already have some kind of drug coverage through their province or employer. Canada should keep things as they are and just add some programs to help the very poor and elderly. And lowering drug prices could backfire, because it would reduce the amount that the pharmaceutical companies can spend on research to find new cures.

For this option, Press 2 (all voters)



broken out by age, gender, and region

	Total	Gender			Age				Region					
		Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Option 1	63.7%	62%	65.5%	62.4%	65.6%	65.7%	59.4%	65.9%	59%	66.9%	65.2%	65.8%	66.4%	59.3%
Option 2	36.3%	38%	34.5%	37.6%	34.4%	34.3%	40.6%	34.1%	41%	33.1%	34.8%	34.2%	33.6%	40.7%
Unweighted Frequency	947	587	322	38	167	271	271	238	140	70	129	85	322	201
Weighted Frequency	947	471	466	11	206	191	302	249	107	65	128	62	365	221

broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Option 1	63.7%	69.6%	55.3%	66%	72.8%	61%	56.9%	61.2%
Option 2	36.3%	30.4%	44.7%	34%	27.2%	39%	43.1%	38.8%
Unweighted Frequency	947	167	295	485	208	165	166	408
Weighted Frequency	947	268	294	386	268	186	159	335

broken out by vote intention

	Total	Party							
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	Undecided
Option 1	63.7%	77.7%	48.4%	92.3%	53.2%	82.6%	52.3%	44.9%	56.1%
Option 2	36.3%	22.3%	51.6%	7.7%	46.8%	17.4%	47.7%	55.1%	43.9%
Unweighted Frequency	947	216	400	131	44	23	26	14	93
Weighted Frequency	947	231	381	131	45	29	25	11	96



broken out by race

	Race									
	Total	White	Black	East Asian	Latino	Middle Eastern	First Nations	Multiracial/Other	South Asian	Southeast Asian
Option 1	63.7%	62.9%	80.9%	60.4%	66.1%	54.5%	68.6%	58.7%	65.4%	53.8%
Option 2	36.3%	37.1%	19.1%	39.6%	33.9%	45.5%	31.4%	41.3%	34.6%	46.2%
Unweighted Frequency	947	681	31	34	17	11	26	55	19	8
Weighted Frequency	947	691	38	34	16	11	24	47	22	5

Which of these two options appeals more to you?

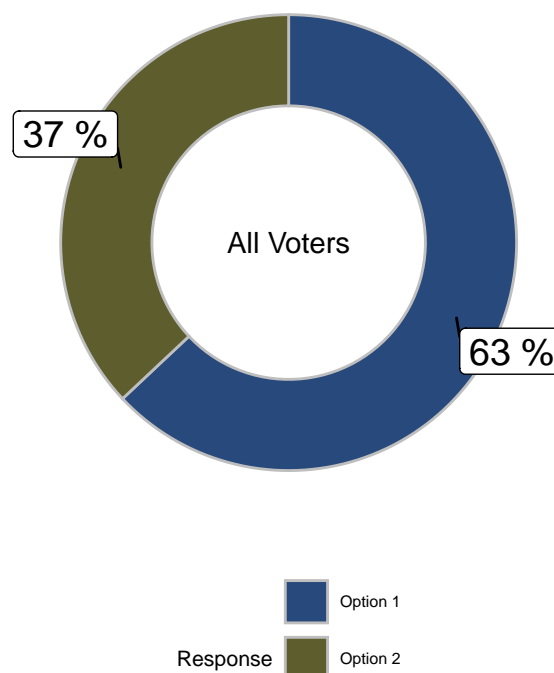
Everyone in Canada would have access to equal coverage and pay no more than \$5 per prescription – regardless of their income, age, employment, or location. The plan would first cover the most commonly-prescribed medicines and expand over time to include more medications. The program would be administered by the federal government.

For this option, Press 1

OR

Only Canadians who don't currently have any drug insurance and whose income is below a certain level would be covered. Depending on their income, some would have the full cost of their prescriptions covered while others would pay 40 to 60 percent of the cost. The program would be managed by a private insurance company and cover a limited list of medicines.

For this option, Press 2 (all voters)



broken out by age, gender, and region

	Total	Gender			Age				Region					
		Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Option 1	63%	62.6%	63.4%	60.1%	65.7%	57.6%	61.8%	66.4%	60.4%	70.9%	62.4%	61.7%	63.6%	61.6%
Option 2	37%	37.4%	36.6%	39.9%	34.3%	42.4%	38.2%	33.6%	39.6%	29.1%	37.6%	38.3%	36.4%	38.4%
Unweighted Frequency	947	587	322	38	167	271	271	238	140	70	129	85	322	201
Weighted Frequency	947	471	466	11	206	191	302	249	107	65	128	62	365	221

broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Option 1	63%	68.5%	58%	63%	67.6%	63.7%	60.3%	60.2%
Option 2	37%	31.5%	42%	37%	32.4%	36.3%	39.7%	39.8%
Unweighted Frequency	947	167	295	485	208	165	166	408
Weighted Frequency	947	268	294	386	268	186	159	335

broken out by vote intention

	Total	Party							Undecided
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	
Option 1	63%	70.1%	51.4%	80.3%	66.7%	87.1%	53.2%	53.8%	62.7%
Option 2	37%	29.9%	48.6%	19.7%	33.3%	12.9%	46.8%	46.2%	37.3%
Unweighted Frequency	947	216	400	131	44	23	26	14	93
Weighted Frequency	947	231	381	131	45	29	25	11	96

broken out by race

	Race									
	Total	White	Black	East Asian	Latino	Middle Eastern	First Nations	Multiracial/Other	South Asian	Southeast Asian
Option 1	63%	62.5%	58.2%	62.5%	58.2%	70.6%	55.8%	67.2%	74%	76%
Option 2	37%	37.5%	41.8%	37.5%	41.8%	29.4%	44.2%	32.8%	26%	24%
Unweighted Frequency	947	681	31	34	17	11	26	55	19	8
Weighted Frequency	947	691	38	34	16	11	24	47	22	5