Pharmacare in Canada:
A Quantitative Study of Canadian Attitudes and Preferences

Overview of Key Findings

Neighbourhood Pharmacy Association of Canada

Association canadienne des pharmacies de quartier

pollara strategic insights

Wave 2: November 2020

Methodology

Methodology: An online survey was conducted among a randomly-selected, reliable sample of **N=4,120** adult (18+) Canadians.

Field Window: November 6 to 17, 2020

This is the 2nd wave of study. Each wave includes a core set of tracking questions as well as new questions. Data from the previous wave has been indicated in the tracking columns where applicable.

Wave 1 of this study (N=4,173) conducted: July 27 – August 3, 2018

Reliability: Online samples cannot officially be assigned a margin of error. As a guideline*, a probability sample of this size carries a margin of error of ± 1.5%, 19 times out of 20. The margin of error is larger for sub-segments. Although demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Discrepancies in total % are due to rounding.

Region	Number of Interviews	Margin of error*
British Columbia	502	±4.4%
Alberta	404	±4.9%
Saskatchewan	303	±5.6%
Manitoba	309	±5.6%
Ontario	701	±3.7%
Quebec	700	±3.7%
Atlantic Canada	1201	±2.8%
New Brunswick	350	±5.2%
Nova Scotia	401	±4.9%
Newfoundland and Labrador	400	±4.9%
Prince Edward Island	50	±13.8%
Canada	**4,120**	**±1.5%**

Key Findings [1]

PUBLIC PRIORITIES

- **Pharmacare is not a top-of-mind general policy priority** for Canadians. COVID-19 is the primary priority, followed by the secondary priorities of health care and a number of economic and fiscal concerns. Pharmacare receives scant mention (3%).
  - In terms of health care priorities, COVID-19 is also the dominant priority, followed by the secondary priorities of mental health, seniors care, increased access to doctors, and reduced wait times. **Pharmacare ranks as a tertiary priority amongst many other health care issues.**
  - Moreover, when specifically asked to weigh other health care priorities against a universal pharmacare program, **all 7 of the other health care priorities were seen to be more deserving of federal government funding than pharmacare**. Indeed, between seven to eight-in-ten Canadians felt this way about 6 of the 7 health care areas tested, and half (51% vs. 32%) felt this way about the 7th health care area (opioid addiction).

Key Findings [2]

PRESCRIPTION DRUG COVERAGE

- Currently, 16% of Canadians *report* not having coverage and 6% are unsure. However, after identifying respondents who actually had prescription drug coverage through a government program amongst these cohorts, **we were able to *calculate* a more accurate measurement of prescription drug coverage in Canada: 10% of Canadians do not have coverage and 4% are unsure.**
  - To calculate this, we rely upon reported participation in social programs as well as demographic questions (age, health condition, etc.) that allow us to determine if respondents are actually covered by government drug plans – even if they are unaware of it. This is a much more accurate measurement of levels of prescription drug coverage/non-coverage than simply relying upon a single question that measures reported coverage .
  - **Drug coverage levels are currently 2 percentage points lower than pre-COVID.** Prior to COVID-19, 14% of Canadians *reported* that they did not have coverage and 6% were unsure. However, when we *calculate* drug coverage levels based on actual eligibility and participation in government programs, 8% did not have coverage prior to COVID and 4% were unsure. Regardless of the method of measuring drug coverage, the pre-post COVID difference is consistent.
  - Importantly, **there is no statistical difference between the proportion of actual prescription drug users who report paying all drug costs due to no coverage during the pre-COVID (10%) and post-COVID (11%) time periods.**
- Among those with some type of drug coverage, **fully eight-in-ten drug plan members are satisfied with their current primary drug insurance plan**, as well as their coverage across multiple plans – just 6-7% are dissatisfied.
  - **Canadians with employer drug plans (84%) are the most satisfied**, followed by those with government coverage (82%) – those with an affinity-related group plan (through a professional association, union, student association) (68%) and RAMQ (63%) coverage are less satisfied

Key Findings [3]

PHARMACARE: SUPPORT & PREFERRED APPROACHES

- **82% of Canadians provide conceptual support** for "national universal prescription drug coverage program that would provide all Canadians access to the prescription medications they need". However, when presented with four different approaches to executing this program, **only a quarter (25%) prefer an all-government single-payor program that replaces all existing plans. A majority (57%) prefer an approach that focusses on providing coverage to those without coverage** – either exclusively (29%) or that also allows those with existing coverage to bill their insurer first and the government second (28%).
- **After exposure to a number of messages about pharmacare, conceptual support for a single-payor plan dropped significantly – from 82% to 62% (-20).** Opposition increased from 12% to 30% (+18). Additionally, **preference for the single payor replace-all-plans approach dropped from 25% to 22%.**
- The most effective, impactful messages were those that explained that a single-payor program would **replace all existing plans and reduced drug choice** (46% more opposed), increase government spending to a level that would **restrict spending on other health care priorities** like dental care, home care, senior care, mental health etc. (41% more opposed), cause life and health **insurance companies to let go of employees (mainly women)** who administered existing drug plans (41% more opposed), and likely **require tax increases** (40% more opposed).

Context:
Public Priorities

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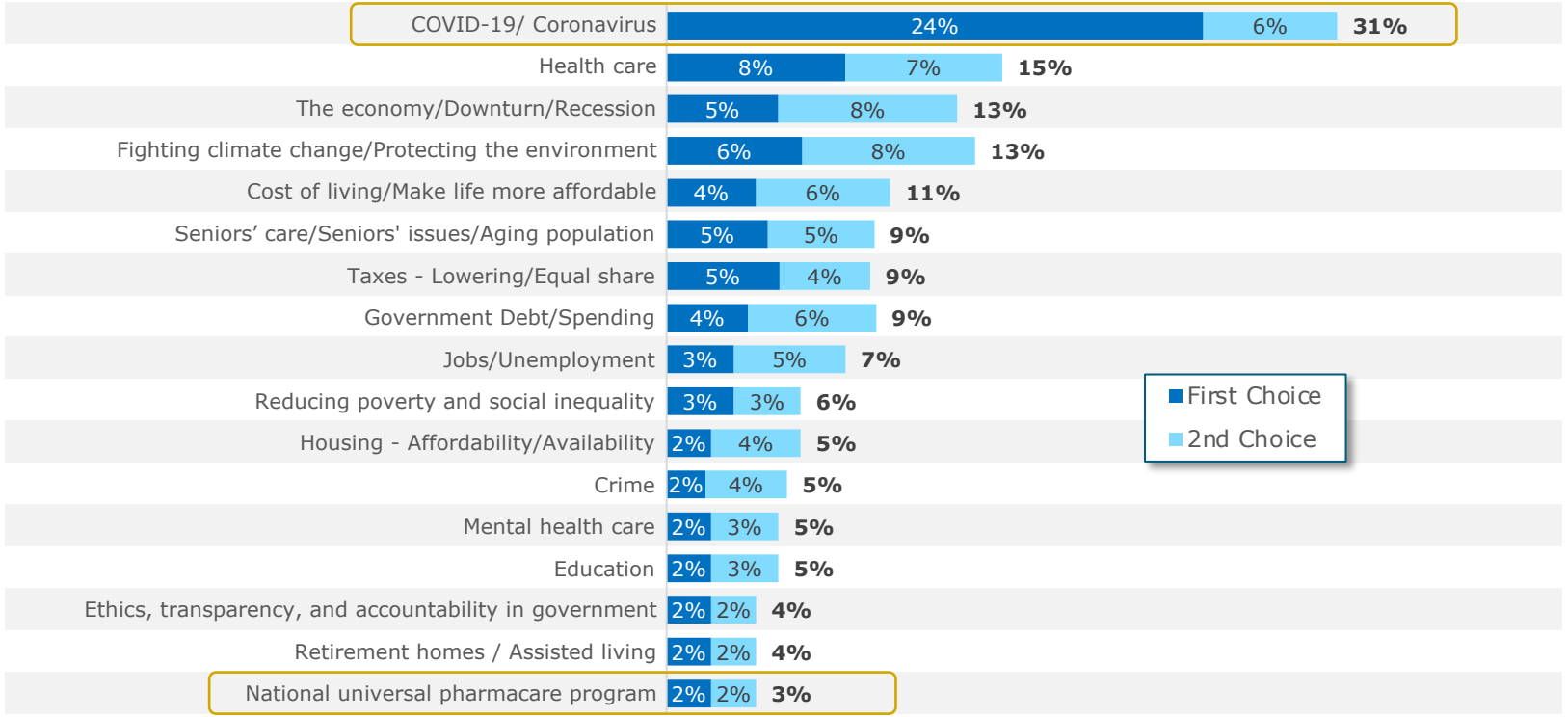
Top-of-mind public policy priorities: In 2020, COVID-19 persists as the dominant public priority. Health care, economy, fighting climate change, affordability and senior care are other important issues

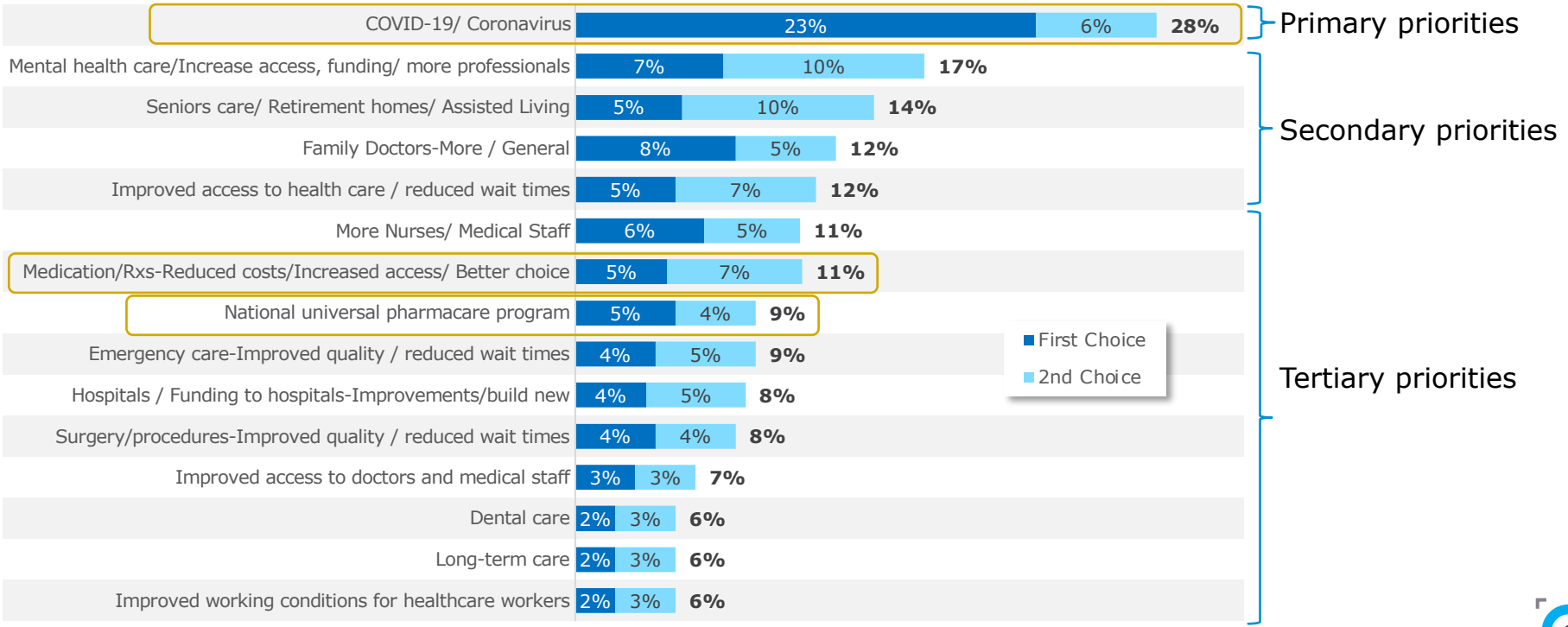
- Taxes, government spending, jobs and unemployment are mentioned by 7-9%. A national universal pharmacare program is not a top-of-mind policy priority, only 3% mention it.



NOTE: Responses less than 4% on top 2 choices not shown
QB1 - Thinking about some of the issues facing Canada today, what are the TWO most important issues to you? (Base: N=4120)

Top-of-mind health care priorities: COVID-19 also dominates the health care priorities, followed by secondary priorities of mental health care, seniors care, access to family doctors, and reduced waiting times

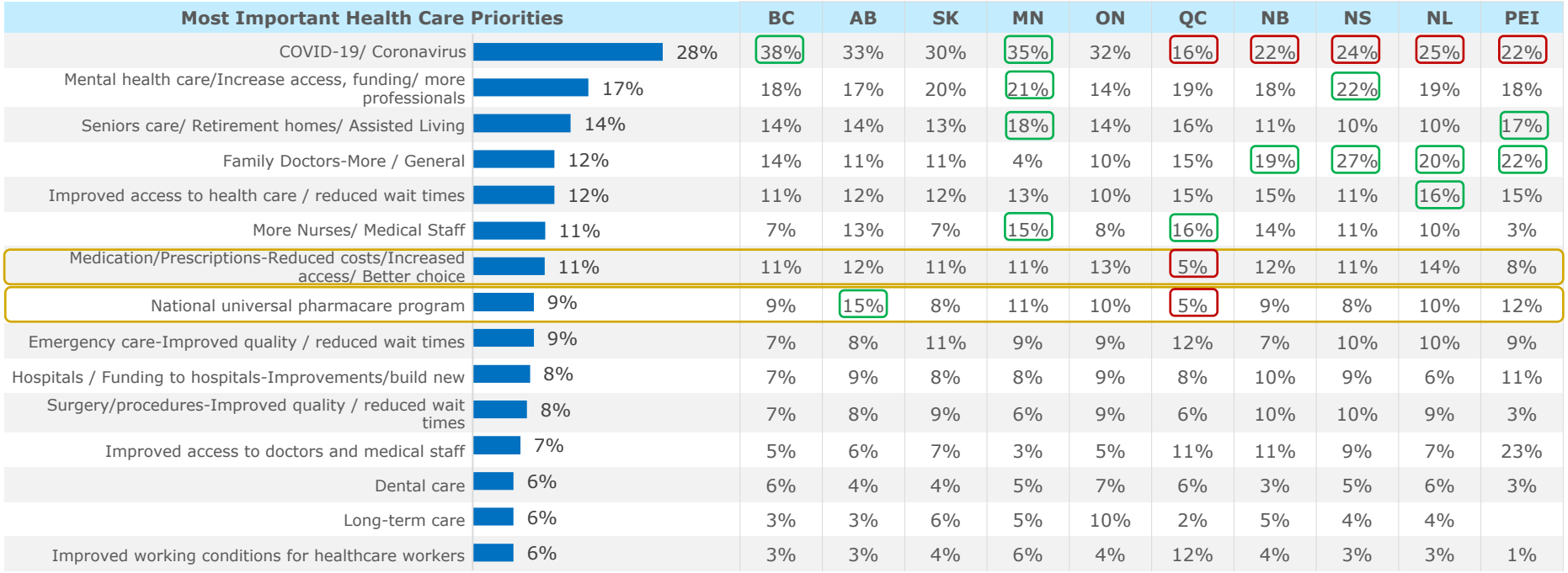
- National universal pharmacare and prescription drugs, along with more medical staff, emergency-care, hospital improvements and surgery wait times are tertiary priorities.



NOTE: Responses less than 5% on top 2 choices not shown
QB3. And, what would you say are the TWO most important health care priorities that deserve additional attention and funding? (Base: N=4120)

Pharmacare is a tertiary top-of-mind health care priority across almost all regions – a somewhat higher priority in AB, but not important in QC

- Among non-COVID priorities, having more family doctors is a priority in Atlantic Canada. Mental health care is a priority in NS, MN and SK. Medication/ prescription costs and pharmacare are tertiary priorities across Canada.



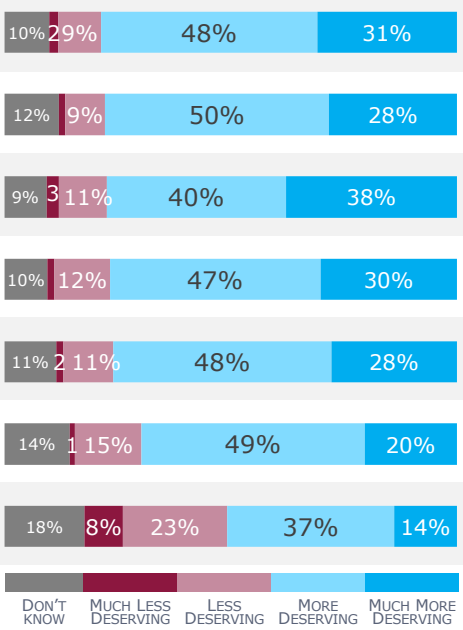
Most Important Health Care Priorities		BC	AB	SK	MN	ON	QC	NB	NS	NL	PEI
COVID-19/ Coronavirus	28%	38%	33%	30%	35%	32%	16%	22%	24%	25%	22%
Mental health care/Increase access, funding/ more professionals	17%	18%	17%	20%	21%	14%	19%	18%	22%	19%	18%
Seniors care/ Retirement homes/ Assisted Living	14%	14%	14%	13%	18%	14%	16%	11%	10%	10%	17%
Family Doctors-More / General	12%	14%	11%	11%	4%	10%	15%	19%	27%	20%	22%
Improved access to health care / reduced wait times	12%	11%	12%	12%	13%	10%	15%	15%	11%	16%	15%
More Nurses/ Medical Staff	11%	7%	13%	7%	15%	8%	16%	14%	11%	10%	3%
Medication/Prescriptions-Reduced costs/Increased access/ Better choice	11%	11%	12%	11%	11%	13%	5%	12%	11%	14%	8%
National universal pharmacare program	9%	9%	15%	8%	11%	10%	5%	9%	8%	10%	12%
Emergency care-Improved quality / reduced wait times	9%	7%	8%	11%	9%	9%	12%	7%	10%	10%	9%
Hospitals / Funding to hospitals-Improvements/build new	8%	7%	9%	8%	8%	9%	8%	10%	9%	6%	11%
Surgery/procedures-Improved quality / reduced wait times	8%	7%	8%	9%	6%	9%	6%	10%	10%	9%	3%
Improved access to doctors and medical staff	7%	5%	6%	7%	3%	5%	11%	11%	9%	7%	23%
Dental care	6%	6%	4%	4%	5%	7%	6%	3%	5%	6%	3%
Long-term care	6%	3%	3%	6%	5%	10%	2%	5%	4%	4%	
Improved working conditions for healthcare workers	6%	3%	3%	4%	6%	4%	12%	4%	3%	3%	1%

Note – small base size for PEI (N=50)

NOTE: Responses less than 5% on Total not shown
QB3. And, what would you say are the TWO most important health care priorities that deserve additional attention and funding? (Base: N=4120)

Moreover, all 13 health care initiatives tested are seen to be more deserving of federal funding than a single-payor pharmacare program - 12 of which are seen to be more deserving by clear majorities of 70-79%

- Although opioid addiction is not seen at the same level of priority as the other 6 issues, yet a slight majority (51%) still consider it more deserving of federal funding that a national pharmacare policy.



Overall 2020		BC	AB	SK	MN	ON	QC	NB	NS	NL	*PEI
Improving long-term care/seniors care outcomes	79%	75%	75%	80%	83%	75%	86%	85%	79%	82%	78%
Increasing access to doctors/primary care	78%	73%	74%	73%	78%	76%	85%	81%	86%	84%	87%
Fighting COVID-19	77%	79%	74%	74%	81%	77%	78%	76%	73%	82%	77%
Reducing hospital/emergency room wait times	77%	71%	74%	73%	75%	76%	82%	79%	74%	82%	88%
Supporting people struggling with mental health	76%	73%	73%	75%	75%	72%	86%	79%	77%	78%	72%
Expanding access to home care	70%	63%	67%	73%	68%	68%	78%	69%	64%	71%	73%
Helping the millions of Canadians struggling with opioid addiction	51%	51%	49%	46%	54%	50%	53%	49%	42%	53%	70%

*Note – Very small base size for PEI (N=~30)

D8. Below is a list of recent health care issues Canadians have been dealing with recently. For each, please indicate whether you feel it is more or less deserving of federal government funding than a new national universal prescription drug coverage policy. (Base: N=2354)

Context:
Prescription Drug Coverage

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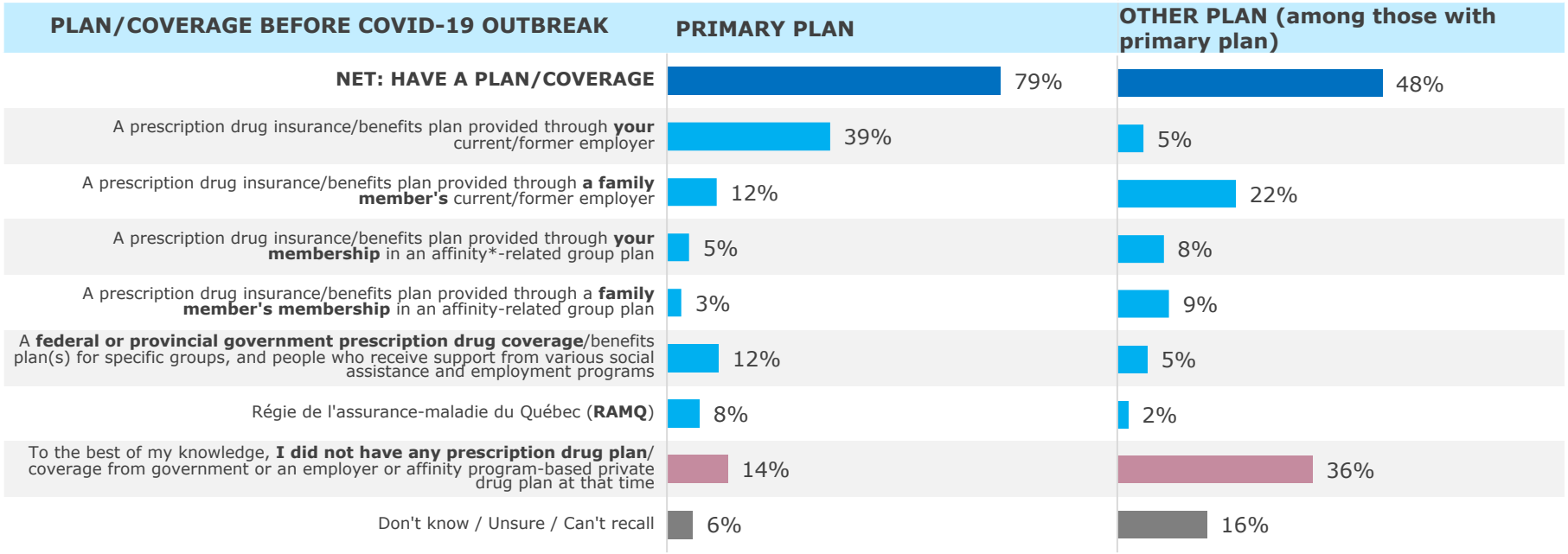
Measuring prescription drug coverage: Moving beyond reported coverage levels to calculated coverage levels

- When measuring prescription drug coverage amongst Canadians, simply asking Canadians if they have such coverage is insufficient – because **many Canadians are unaware or unsure of the prescription drug coverage they may receive from private sector plans and different government programs.**
- Thus, in addition to asking Canadians directly about their drug coverage, we also asked a range of relevant demographic and social program participation questions. This allowed us to identify who had prescription drug coverage through a government program amongst those survey respondents who had reported that they did not have coverage or that they were unsure if they had coverage. We then reassigned these respondents from the Do Not Have Coverage and Don't Know / Unsure categories to the Have Coverage category. (The demographic and social program criteria used to reassign respondents are detailed in an Appendix which can be made available upon request).
- This approach is still insufficient, as we are *partially* relying upon reported participation in social programs (which requires awareness of such) and because a proportion of Canadians remain in the Unsure category. However, this is a much more accurate measurement of levels of prescription drug coverage/non-coverage in Canada than simply relying upon a single question that measures *reported* coverage only.
- In the following slides, we present the results from the initial question about *reported* coverage levels, and we follow this with a presentation of *calculated coverage levels,* wherein we have reassigned respondents per their actual coverage status based on their demographic characteristics and social program eligibility/participation.

Pre-COVID Reported Coverage Levels: Eight-in-ten (79%) Canadians report having drug coverage at that time – 14% report that they did not have coverage, and 6% were unsure

- Most (51%) had coverage through their or family member's employer; 12% have federal or provincial drug coverage.
- Nearly half (48%) of Canadians who had a primary plan were also covered by other prescription drug insurance plans– most likely through their family member's employer (22%).
- A third (33%) of Quebec residents utilize RAMQ.

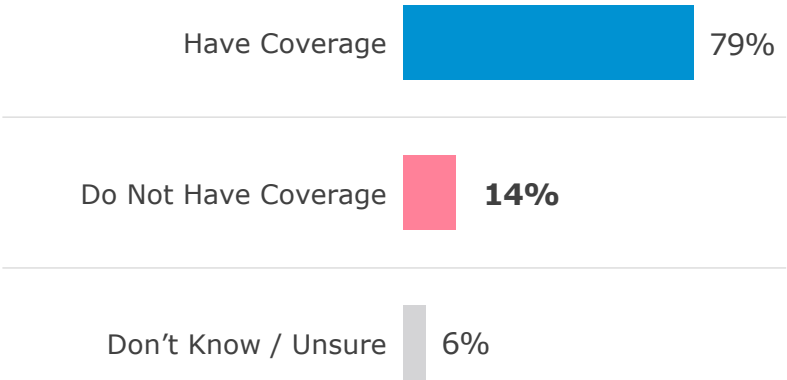


QC1B. And, IMMEDIATELY BEFORE the COVID-19 outbreak in Mid-March 2020... what was your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)
QC1C. And, were you covered by any other prescription drug insurance plans IMMEDIATELY BEFORE the COVID-19 outbreak in Mid-March 2020? Select all that apply. (Base: Those who have primary plan N=3255)
**Wording when asking about affinity group plans in the survey was "an affinity-related group plan through a professional association, union, student association, etc."*

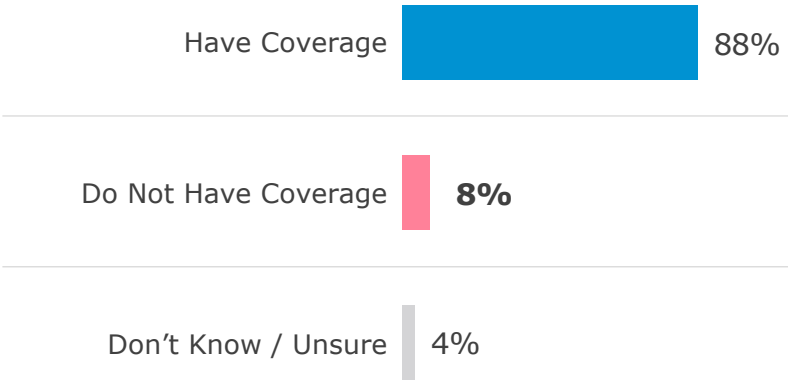
Pre-COVID Calculated Coverage Levels: 88% of Canadians had coverage during this time – 8% did not, and 4% were unsure

- 14% reported that they did not have any drug coverage before the COVID-19 outbreak. However, after reassigning those who actually have coverage (based on age, social assistance, chronic health conditions, and other factors that translate into government-provided coverage) from the "Don't Have" and "Don't Know" categories, the proportion who did not have coverage during the pre-COVID period is actually 8% (-6). The proportion who were unsure drops to 4% (-2).
- Overall, our calculated coverage reveals that 88% (+9) of Canadians had some type of prescription drug coverage.

REPORTED COVERAGE BEFORE COVID-19 LEVELS



CALCULATED COVERAGE BEFORE COVID-19 LEVELS



Pre-COVID Reported and Calculated Coverage Levels: Regional and demographic results

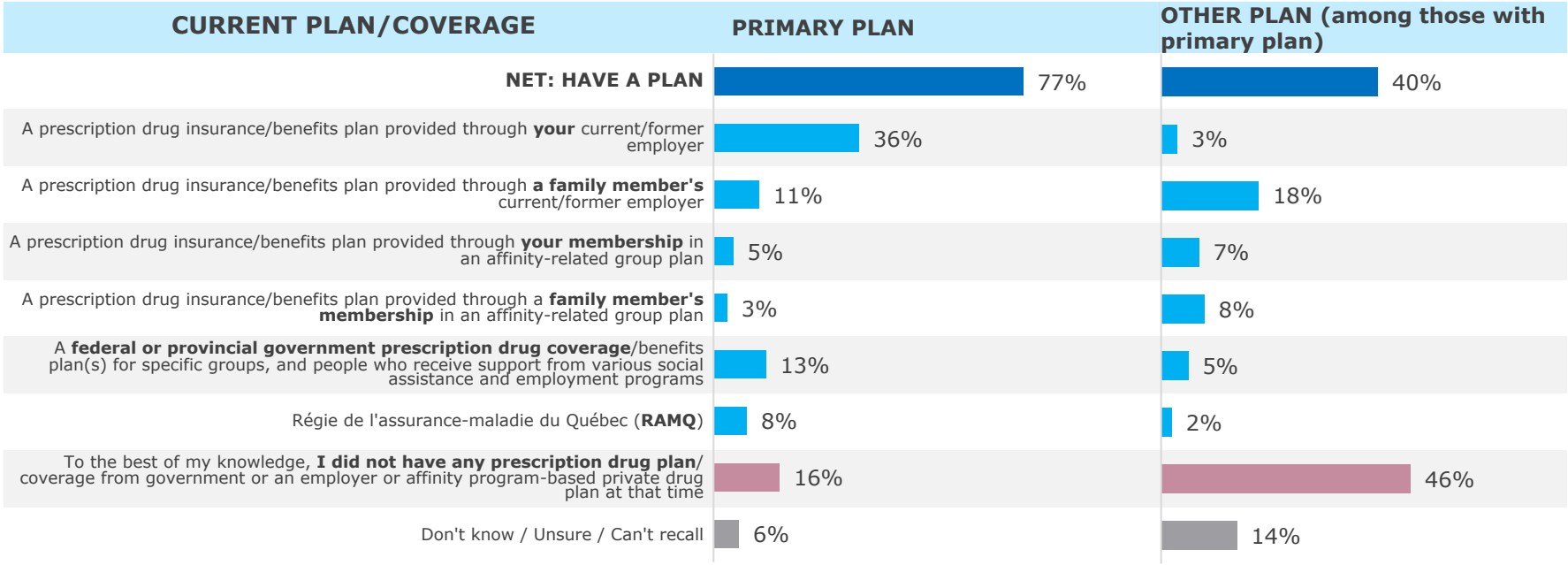
BEFORE COVID-19 OUTBREAK		REGION										AGE			GENDER	
		BC	AB	SK	MN	ON	QC	NB	NS	NL	PEI	18-34	35-54	55+	Female	Male
Reported: Have Coverage	79%	70%	79%	79%	71%	76%	92%	80%	80%	82%	77%	76%	79%	82%	80%	79%
Reported: Do Not Have Coverage	14%	25%	15%	15%	21%	17%	3%	14%	16%	11%	15%	14%	15%	15%	14%	15%
Reported: Don't Know / Unsure	6%	6%	6%	5%	8%	7%	5%	6%	4%	7%	9%	10%	6%	3%	6%	6%
Calculated: Have Coverage	88%	84%	85%	91%	88%	85%	96%	90%	89%	91%	84%	84%	84%	94%	89%	87%
Calculated: Do Not Have Coverage	8%	12%	11%	6%	8%	11%	1%	7%	9%	5%	10%	10%	11%	5%	7%	9%
Calculated: Don't Know / Unsure	4%	4%	4%	3%	5%	4%	3%	3%	3%	4%	6%	6%	5%	1%	4%	4%

Note – small base size for PEI (N=50)

QC1B. And, IMMEDIATELY BEFORE the COVID-19 outbreak in Mid-March 2020... what was your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)

Current Reported Coverage Levels: 77% of Canadians report having drug coverage – 16% report they do not, and 6% are unsure

- There is a 2-point drop in reported prescription drug coverage since the COVID-19 outbreak (77% vs. 79%), and a 2-point increase in those reporting no drug coverage.
- Currently among those reporting a primary plan, 40% (-8) report having additional drug coverage by other insurance plans, such as a family member's employer.

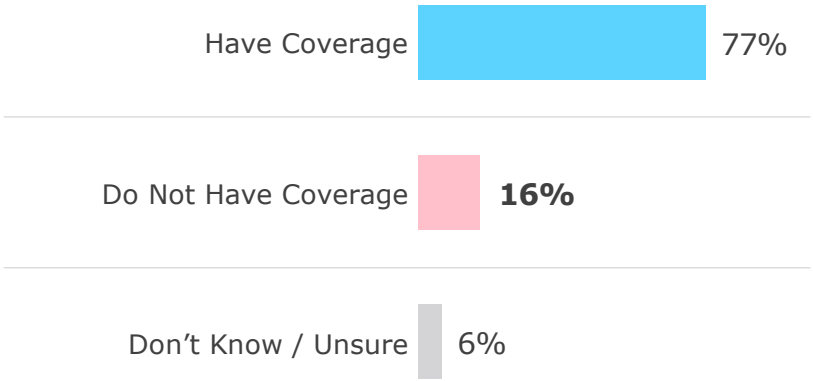


QC2B. And, currently... what is your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)
QC2C. And, do you currently have coverage from any other prescription drug insurance plans? (Base: Those who did not have primary plan N=3179)

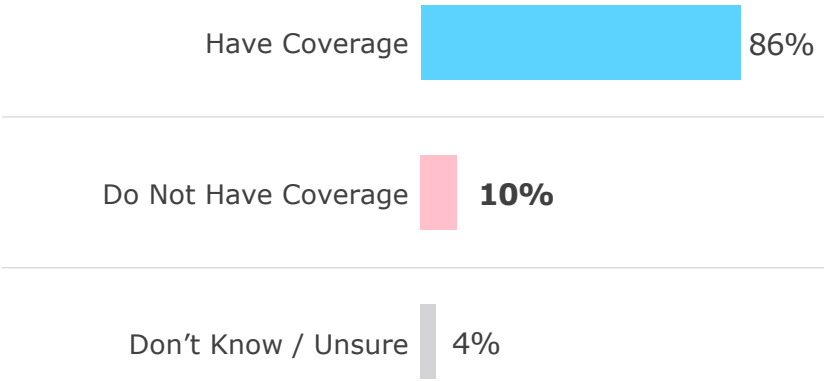
Current Calculated Coverage Levels: 86% of Canadians currently have drug coverage – 10% do not, and 4% are unsure

- 16% report that they currently don't have a primary drug insurance or coverage plan. However, after removing those who ***actually have*** coverage (based on age, social assistance, chronic health conditions, and other factors that translate into government-provided coverage) from those who have selected "Don't Have" or "Don't Know", the proportion who ***actually do not*** have coverage currently drops to 10% and those who are unsure are 4% (from 6%).
- Overall, 86% (+9%) of Canadians actually have some type of primary drug plan or coverage currently.
- Of the 10% who definitely do not have a plan or coverage, 61% say they have taken prescription drugs before the COVID outbreak and 51% have done the same since the outbreak.

REPORTED COVERAGE: CURRENT LEVELS



CALCULATED COVERAGE: CURRENT LEVELS



QC2B. And, currently... what is your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)

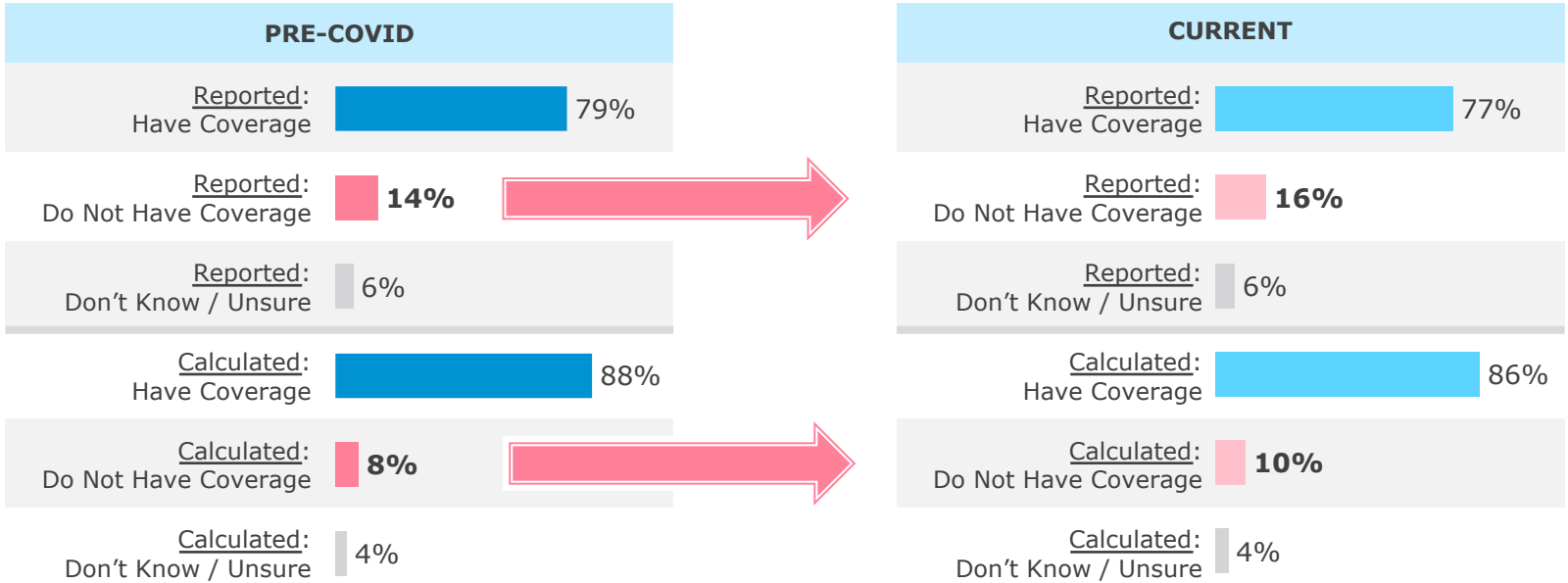
Current Reported and Calculated Coverage Levels: Regional and demographic results

CURRENT		REGION										AGE			GENDER	
		BC	AB	SK	MN	ON	QC	NB	NS	NL	PEI	18-34	35-54	55+	Female	Male
Reported: Have Coverage	77%	65%	74%	79%	70%	74%	92%	80%	80%	77%	77%	74%	77%	80%	78%	76%
Reported: Do Not Have Coverage	16%	28%	20%	16%	24%	19%	3%	14%	16%	17%	20%	16%	16%	17%	15%	18%
Reported: Don't Know / Unsure	6%	8%	6%	5%	6%	7%	5%	6%	4%	7%	3%	10%	7%	3%	7%	6%
Calculated: Have Coverage	86%	80%	82%	89%	87%	83%	95%	90%	89%	88%	84%	81%	82%	93%	87%	85%
Calculated: Do Not Have Coverage	10%	15%	14%	8%	10%	13%	1%	7%	8%	8%	16%	12%	12%	6%	8%	11%
Calculated: Don't Know / Unsure	4%	6%	4%	3%	3%	4%	4%	3%	2%	4%	-	6%	6%	1%	4%	4%

Note – small base size for PEI (N=50)

QC2B. And, currently... what is your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)

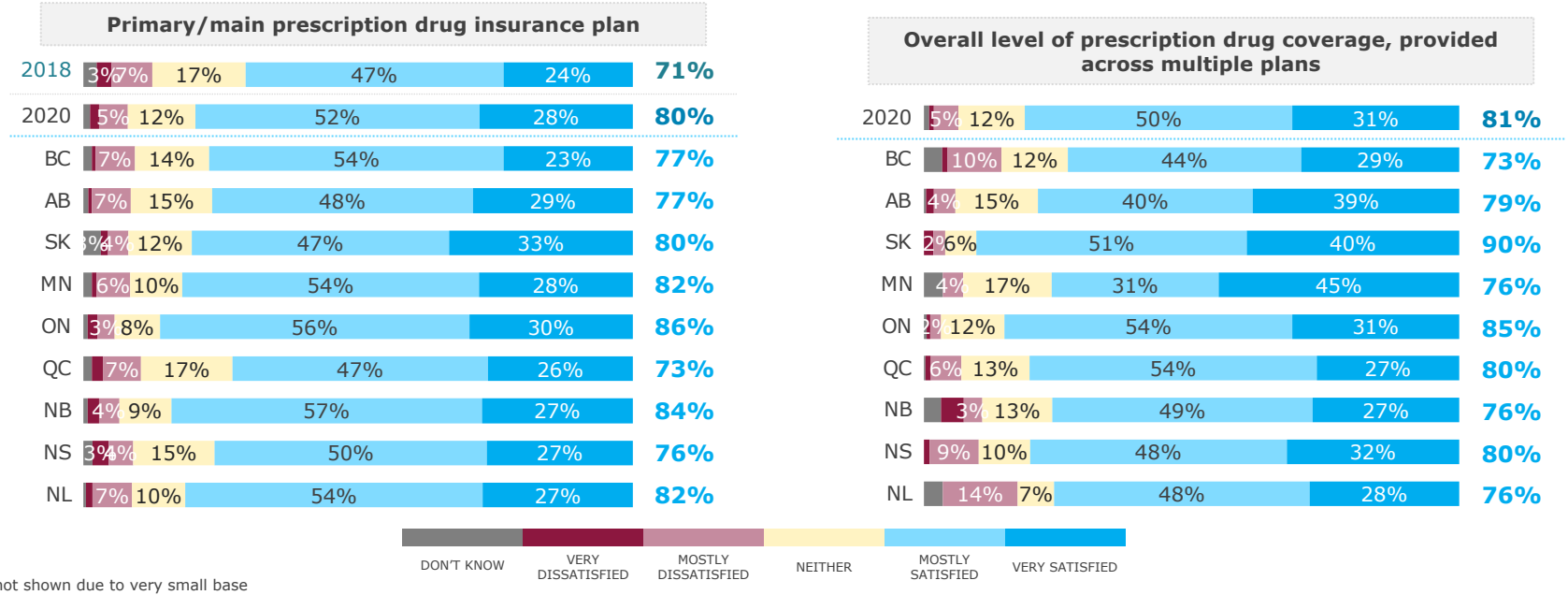
Pre-COVID vs. Current Coverage Levels: Both reported and calculated levels reveal a 2-point reduction in coverage levels



QC1B. And, IMMEDIATELY BEFORE the COVID-19 outbreak in Mid-March 2020… what was your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)
QC2B. And, currently… what is your primary or main prescription drug insurance/coverage plan, if any? (Base: N=4120)

Fully eight-in-ten drug plan members are satisfied with their current primary drug insurance plan, as well as their coverage across multiple plans – just 6-7% are dissatisfied

- Satisfaction with current drug plan is higher than seen in 2018 (71%; +9%) – the level of dissatisfaction remains almost constant. Regionally, at least three-quarters are satisfied with the primary plan as well overall drug coverage across multiple plans. The remaining quarter are more likely to say they are neutral rather than dissatisfied with their drug coverages.
- Satisfaction levels for multiple drug plans across regions vary when compared to the satisfaction with their primary plan – ON and SK residents are satisfied with both primary and overall coverage. QC and NS residents are least satisfied with their primary plan, but satisfaction levels are higher when it comes to their overall drug coverage. On the other hand, while MN, NB and NL residents are more satisfied with their primary plan, they are somewhat less satisfied with their coverage that includes other plans as well.

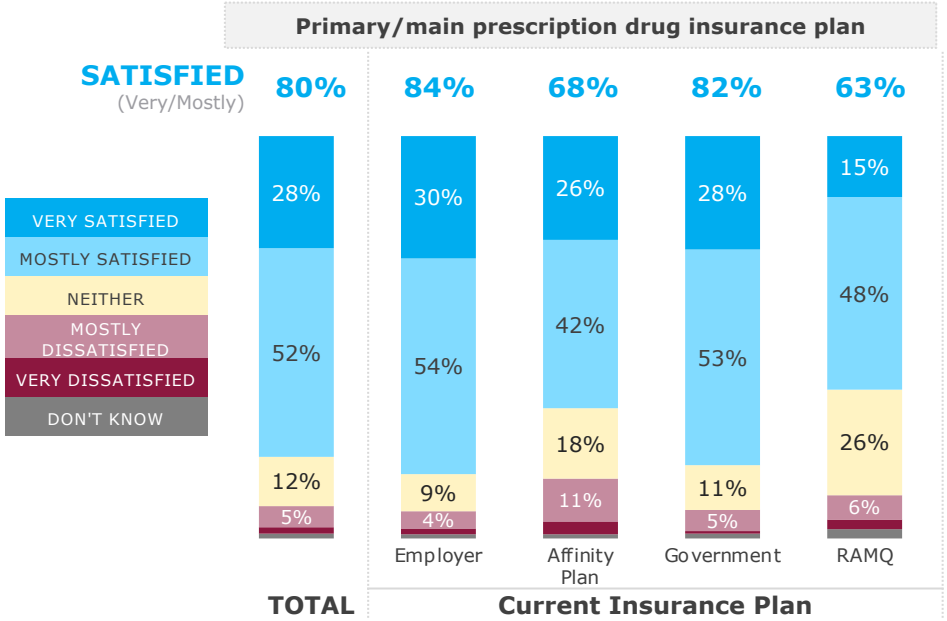


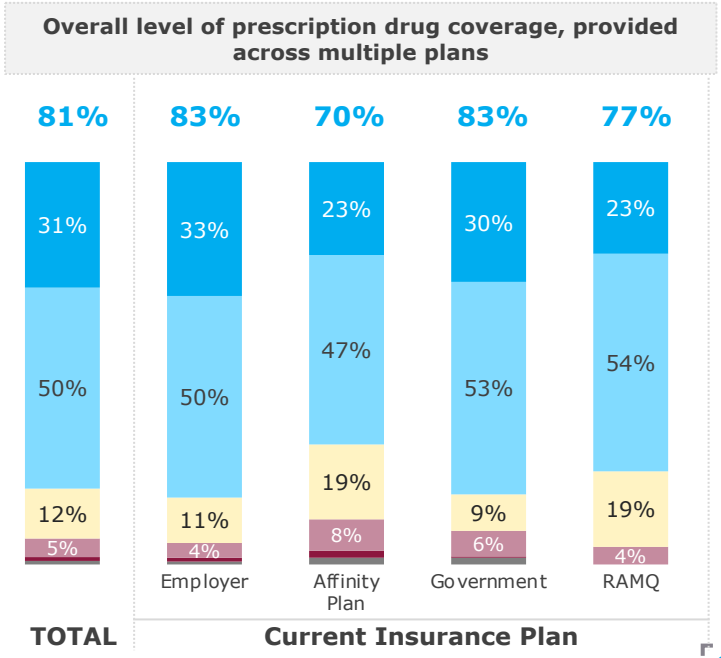
Note – PEI not shown due to very small base

QC3A. Overall, are you satisfied or dissatisfied with: - Your primary/main prescription drug insurance plan (Base: Those who have a primary drug plan / drug coverage of some kind N=3179).
QC3B. Overall, are you satisfied or dissatisfied with: - Your overall level of prescription drug coverage, provided across multiple plans (Base: Those who have coverage across multiple plans N=1148).

Canadians with employer drug plans (84%) are the most satisfied, followed by those with government coverage (82%) – those with affinity plan (68%) and RAMQ (63%) coverage are less satisfied

- Large majorities of those currently getting overall drug coverage or primary coverage from their employers or through the government are satisfied with their plan.
- When comparing current levels of satisfaction across the various primary plans with those seen in 2018, there is at least a 4-5% increase in satisfaction with current employer and affinity plans, while there is a significant 17% jump in satisfaction with government-based plans.
- Quebecers who utilize the RAMQ plan as their current primary plan are least satisfied, however, these levels too are higher than 2018 (51%; +12%).





QC3A. Overall, are you satisfied or dissatisfied with: - Your primary/main prescription drug insurance plan (Base: Those who have a drug plan N=3179)
QC3B. Overall, are you satisfied or dissatisfied with: - Your overall level of prescription drug coverage, provided across multiple plans (Base: Those who have coverage across multiple plans N=1148)

Pharmacare:
Support and Preferences

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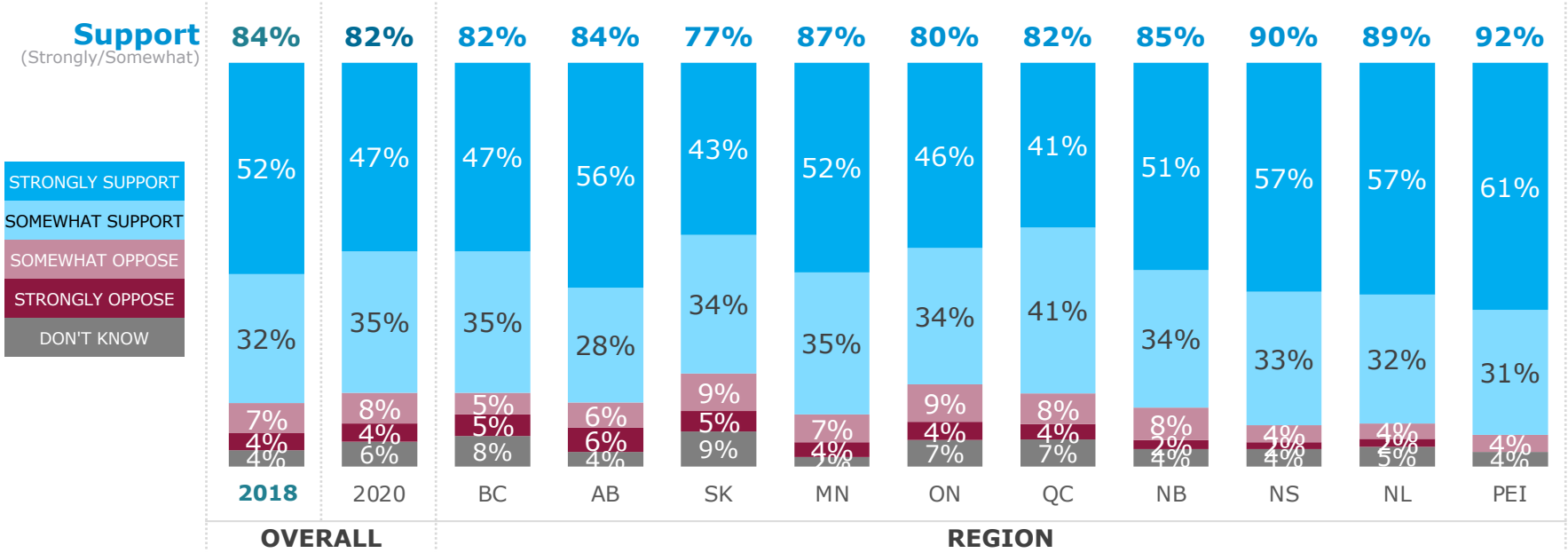
At first blush, conceptual support for a national universal prescription drug program is high – close to half strongly support.

- Support is relatively consistent across the provinces – highest in the Atlantic, (but not as intensely high in NB) and lowest in SK and somewhat lower in ON.
- Top-of-mind support for a universal pharmacare program is at the same levels as in 2018, just slightly lower in intensity – 47% strongly support versus 52% in 2018.



Note – small base size for PEI (N=50)

QD1. Generally speaking, do you support or oppose the idea of a national universal prescription drug coverage program that would provide all Canadians access to the prescription medications they need? (Base: N=4120)

However, when considering specific pharmacare approaches, only a quarter (25%; -5 since 2018) prefer a universal government plan that replaces all existing plans – 57% prefer 1 of 2 options focussed on providing coverage to those without

- Regionally, one-third of NB and NL residents prefer the universal pharmacare plan. ON residents least prefer the replace-all approach and are equally split between a program that only covers those without a plan or a program that does this as well as allows those with a plan to bill the government second. This latter bill-insurer-first-and-government-second+cover-those-without approach is preferred by SK, MN, NS and PEI residents as well as NL residents who are split between this and a replace-all pharmacare. Support for an exclusively "complete the plan" approach is strongest in QC.

	Overall 2020	2018	BC	AB	SK	MN	ON	QC	NB	NS	NL	PEI
Universal prescription drug coverage should **only cover those Canadians who are not currently covered** through some other existing government or private plan	29%	20%	27%	26%	24%	24%	29%	34%	22%	29%	23%	26%
Those covered by private insurance plans will continue to **bill their insurer first and government second. Those who are not covered by private insurance will receive their prescriptions for free** from the government	28%	35%	31%	30%	33%	35%	29%	23%	31%	35%	33%	41%
A new **national universal prescription drug coverage program** should cover all Canadians and **replace all** existing government and private insurance plans	25%	30%	28%	28%	22%	26%	22%	28%	34%	23%	32%	23%
Universal prescription drug coverage should **only focus on those Canadians facing extreme circumstances** (ex. catastrophic drug coverage; covering expensive drugs for rare diseases)	17%	15%	15%	16%	20%	15%	20%	16%	13%	13%	12%	10%

Note – small base size for PEI (N=50)

D2. While many Canadians want enhanced access to medications, many Canadians are also concerned about the cost of a national universal prescription drug coverage program, losing their private drug plans, and the ability of governments to administer drug plans effectively.
Which one of the following approaches to universal prescription drug coverage comes closest to your view? (Base: N=4120)

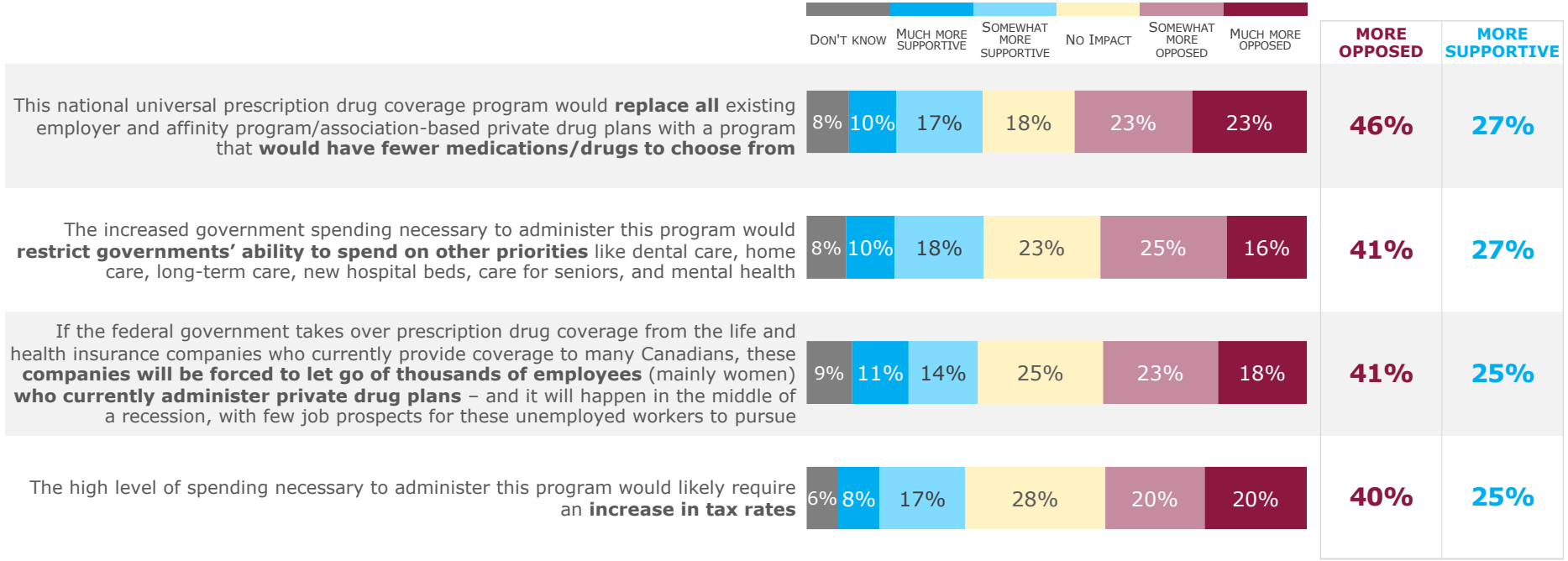
Clear majorities of Liberal, Conservative, NDP, and BQ voters prefer 1 of 2 approaches focussed on providing coverage to those without – no more than 32% of any voting segment prefers a fully government, replace-all-plans approach

	Overall 2020	Liberal	Conservative Party of Canada	NDP	green	BLOC Québécois
Universal prescription drug coverage should only **cover those Canadians who are not currently covered** through some other existing government or private plan	29%	30%	31%	22%	21%	39%
Those covered by private insurance plans will continue to **bill their insurer first and government second**. Those who are not covered by private insurance will receive their prescriptions for free from the government	28%	28%	26%	32%	36%	24%
A new **national universal prescription drug coverage program** should cover all Canadians and **replace all** existing government and private insurance plans	25%	27%	19%	32%	28%	22%
Universal prescription drug coverage should **only focus on those Canadians facing extreme circumstances** (ex. catastrophic drug coverage; covering expensive drugs for rare diseases)	17%	15%	24%	13%	15%	15%

D2. While many Canadians want enhanced access to medications, many Canadians are also concerned about the cost of a national universal prescription drug coverage program, losing their private drug plans, and the ability of governments to administer drug plans effectively.
Which one of the following approaches to universal prescription drug coverage comes closest to your view? (Base: N=4120)

Message Testing: Replacing all current plans with a plan that would result in fewer drugs to choose from is the most effective message that leads to opposition to new fully government program

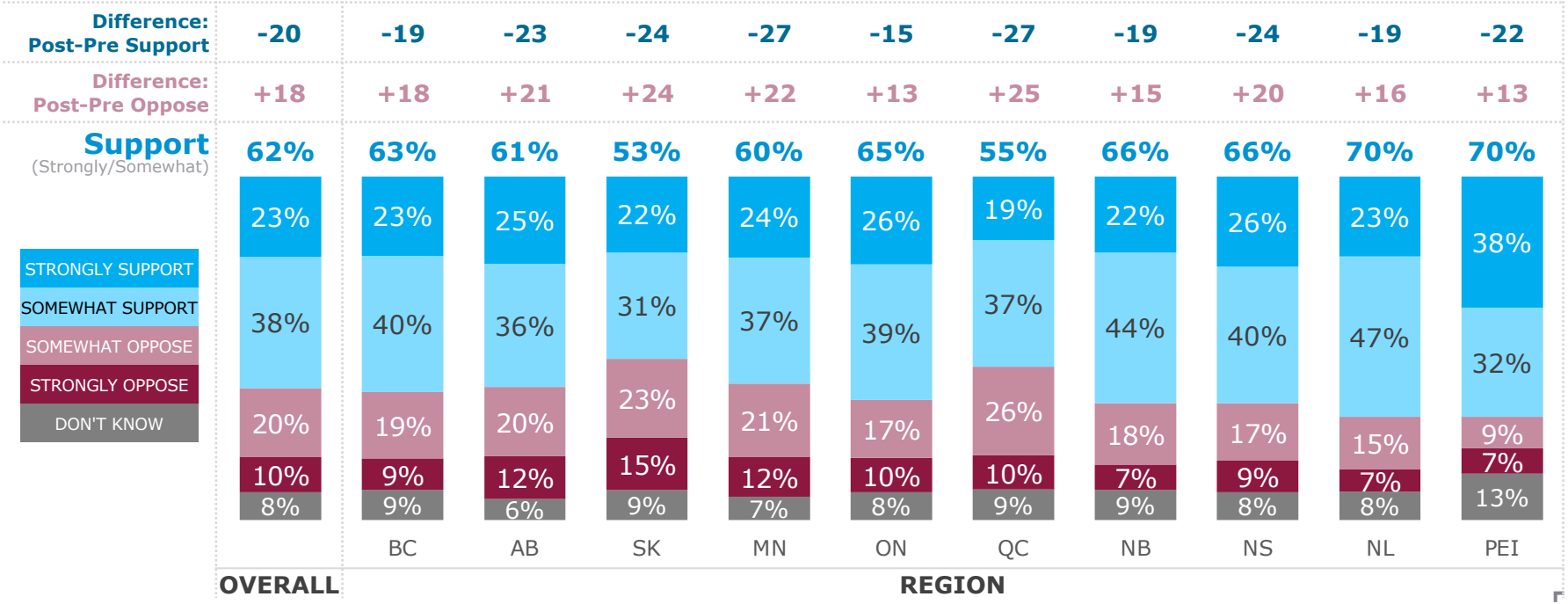
- Messages relating to reduced government spending on other health priorities like dental care, home care, mental health, seniors etc., loss of jobs for employees working in private insurance companies, and a related tax increase also significantly increase opposition to a fully government, replace-all-plans approach to pharmacare.



D3. After seeing each of the following pieces of information, please indicate if it makes you more supportive or more opposed to the idea of a national universal prescription drug coverage program that would provide all Canadians access to the prescription medications they need:

After exposure to messaging, conceptual support for a national universal prescription drug program drops significantly (-20), as opposition increases by 18 points

- After exposure to messages, support drops from 82% to 62% and opposition increases from 12% to 30% - a significant degree of change for a message-testing exercise.
- Regionally, support continues to be the highest in Atlantic Canada, and lowest in SK. Though initial support in QC was high, it drops significantly to among the lowest.



Note – small base size for PEI (N=50)

QD4A. Generally speaking, do you now support or oppose the idea of a national universal prescription drug coverage program that would provide all Canadians access to the prescription medications they need?
(Base: N=4120)

After exposure to messaging, preference for a universal single-payor option drops by 3pts overall – based on significant declines in BC, AB, QC, NB, and NL

Overall 2020	PRE vs. POST DIFF	BC	AB	SK	MN	ON	QC	NB	NS	NL	PEI
Universal prescription drug coverage should only **cover those Canadians who are not currently covered** through some other existing government or private plan — 31% / 29%	+2	32% / +5	28% / +2	24% / =	29% / +5	33% / +4	30% / -4	24% / +2	30% / +1	25% / +2	28% / +2
Those covered by private insurance plans will continue to **bill their insurer first and government second**. Those who are not covered by private insurance will receive their prescriptions for free from the government — 28% / 28%	=	29% / -2	32% / +2	26% / -7	27% / -8	27% / -2	25% / +2	28% / -3	34% / -1	36% / +3	31% / -10
A new **national universal prescription drug coverage program** should cover all Canadians and **replace all** existing government and private insurance plans — 22% / 25%	-3	20% / -8	22% / -6	23% / +1	26% / =	22% / =	21% / -7	27% / -7	19% / -4	23% / -9	28% / +5
Universal prescription drug coverage should **only focus on those Canadians facing extreme circumstances** (ex. catastrophic drug coverage; covering expensive drugs for rare diseases) — 20% / 17%	+3	19% / +4	19% / +3	27% / +7	18% / +3	18% / -2	23% / +7	21% / +8	17% / +4	17% / +5	13% / +3

Note – small base size for PEI (N=50)

(Base: N=4120)

D2. Which one of the following approaches to universal prescription drug coverage comes closest to your view? | QD4B - And, which one of the following approaches to universal prescription drug coverage comes closest to your view?

After exposure to messaging, clear majorities of all party supporters prefer 1 of 2 approaches focussed on providing coverage to those without – notable declines in support for single-payor approach among NDP and BQ voters

	Overall 2020	Liberal	Conservative Party of Canada	NDP	green	BLOC Québécois
Universal prescription drug coverage should only **cover those Canadians who are not currently covered** through some other existing government or private plan	31%	31%	33%	27%	26%	37%
	29%	+1	+2	+5	+5	-2
Those covered by private insurance plans will continue to **bill their insurer first and government second**. Those who are not covered by private insurance will receive their prescriptions for free from the government	28%	27%	24%	32%	36%	29%
	28%	-1	-2	NC	NC	+5
A new **national universal prescription drug coverage program** should cover all Canadians and **replace all** existing government and private insurance plans	22%	25%	18%	26%	26%	13%
	25%	-2	-1	-6	-2	-9
Universal prescription drug coverage should **only focus on those Canadians facing extreme circumstances** (ex. catastrophic drug coverage; covering expensive drugs for rare diseases)	20%	17%	25%	16%	12%	21%
	17%	+2	+1	+3	-3	+6

QD4B - And, which one of the following approaches to universal prescription drug coverage comes closest to your view? (Base: N=4120)

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