

Health Care Public Opinion & Bill 11 Research

Canadian Health Coalition

July 2026



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Methodology



Methodology

- Sample size: 3,000 Canadians ages 18+
 - Specifically split between Alberta residents (n=1,500) and residents from the rest of Canada (n=1,500).
- Survey field dates: July 9 to 20, 2026
- Margin of error: (+/-) ~1.79%, 19 times out of 20.
 - Separate regional samples (Alberta residents and residents from the rest of Canada): ~2.53%.
- The data was weighted by age, gender, education, and region.
- Totals may not add up to 100 due to rounding.

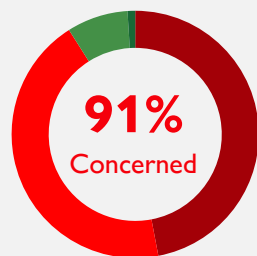


Executive Summary



KEY RESULTS

FUTURE OF PUBLIC HEALTH CARE SYSTEM IN CANADA



- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned

91% of Canadians are concerned about the future of the public health care system

CONCERN WITH HEALTH CARE ISSUES IN CANADA

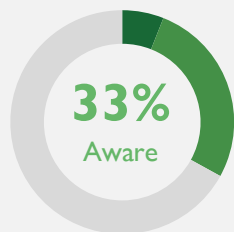
Emergency room delays	96%
Shortages of health care workers	95%
Waiting times to see medical professionals	94%
Access to specialists	92%
Lack of LTC and assisted living beds and facilities	90%
Finding a family doctor or nurse practitioner	83%
Having to pay out of pocket for health care services	87%

% major + minor concern

69% of Canadians oppose corporations and doctors having the unrestricted ability to charge patients for health care.

85% of Canadians believe universal health care based on a person's need, not how much money they have, is a core Canadian value.

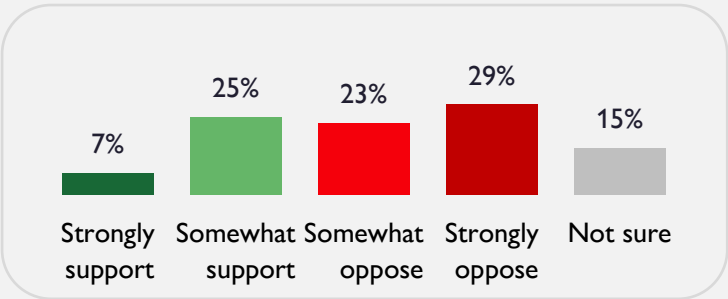
AWARENESS OF BILL 11 IN CANADA



- Heard a lot
- Heard a little
- Had not heard about it at all

Only 33% of Canadians have heard about Bill 11. This rises to 77% in Alberta.

VIEWS ON BILL 11 IN CANADA



Only 7% of Canadians strongly support Bill 11, while 53% oppose it. Additionally, 74% are concerned with Bill 11.

CONCERN WITH BILL 11

Higher health care costs for patients	85%
Unequal access to health care based on income	83%
The additional cost of private health care insurance	83%
Longer wait times in the public health care system	81%
For-profit companies making money from health care	81%
Canada moving toward a system similar to the U.S.	80%
Weaker public health care services	80%

% very + somewhat concerned

KEY RESULTS

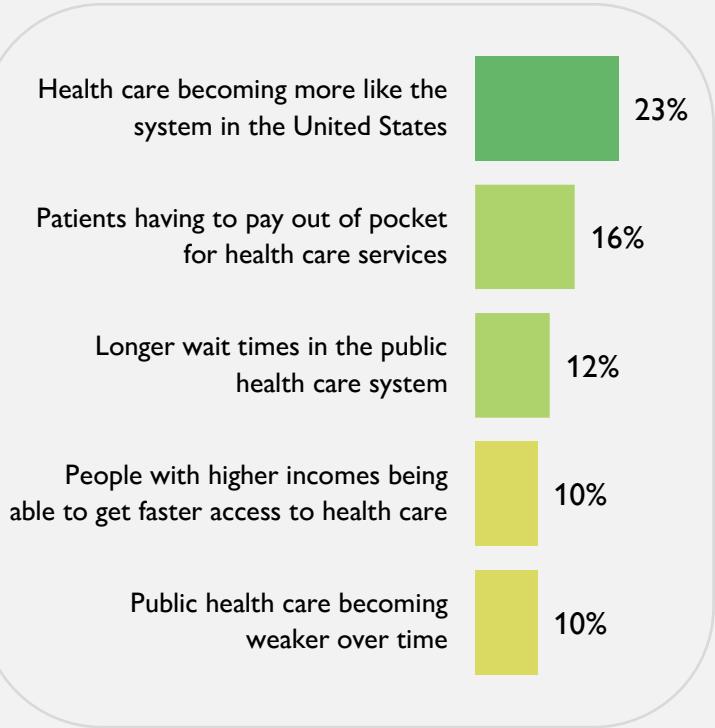
LANGUAGE: CONCERN OR BENEFIT

Benefit		Concern
15%	U.S. style health care	70%
17%	For-profit health care	61%
20%	Private-pay health care	59%
22%	Two-tier health care	55%
22%	Physician dual practice	51%
29%	Private health care	50%
23%	Corporate health care	48%

TOP SOURCES OF INFORMATION TO INFLUENCE OPINIONS

Family doctor	45%
Researchers and experts	27%
Information from the Government of Canada	27%
Nurse	23%
Friends and family	22%
Television news	22%
News websites	15%
Advocacy organizations	13%

MOST CONCERNING ISSUES WITH BILL 11 & HEALTH CARE CHANGES



Canadian's greatest concerns centre on **affordability** and **preserving universal access**.

MOST CONVINCING MESSAGES

Canadians already struggle with housing, groceries, and everyday costs. Health care should not become another expense	26%
Health care should be based on need, not income	23%
Canada should not move toward a health care system where access depends on income, like in the United States	19%
Health care should be based on your health card, not your credit card	18%
Doctors should not profit from medically necessary health care	6%
Allowing doctors to work in both public and private systems could weaken Canadas public health care system	4%

KEY INSIGHTS

1

Canadians are firmly on the side of protecting public health care, but believe the system is under strain. Support for universal public health care is nearly universal, with 91% concerned about its future, 82% believing everyone should receive the same standard of care regardless of income, and 81% supporting a national pharmacare program. At the same time, 55% believe the system has worsened over the past five years, creating an environment where Canadians are looking for solutions that strengthen, rather than replace, the public system.

2

The research identifies a clear hierarchy of concerns that should drive campaign priorities.

Canadians are most concerned about Canada moving toward a U.S.-style health care system (Rank #1), followed by patients paying out of pocket for medically necessary care (#2), longer wait times (#3), unequal access based on income (#4), and a weakening public health care system (#5). These issues consistently rank above concerns about physician dual practice or for-profit providers, indicating the campaign should focus on the consequences Canadians fear most rather than policy mechanics.

3

Bill 11 becomes a concern once Canadians understand what it means. Although awareness and understanding of Bill 11 are relatively low, a majority (56%) oppose the legislation once informed, and 74% are concerned about similar changes spreading beyond Alberta. Canadians overwhelmingly believe the legislation would lead to higher costs (85%), unequal access (83%), private insurance becoming necessary (83%), and a weaker public health care system (82%). The campaign should therefore focus on educating Canadians about the practical impacts of the legislation rather than the legislation itself.

KEY INSIGHTS

4

Affordability and fairness are the campaign's strongest message platforms. Messages emphasizing that health care should not become another household expense (91% convincing), should be based on need rather than income (89%), and should rely on a health card rather than a credit card (89%) resonate most strongly. These same messages are also the most likely to motivate action, confirming that affordability and protecting universal access should be the campaign's central narrative.

5

Language matters, and Canadians react most strongly to outcomes rather than policy terminology. Among the terms tested, "U.S.-style health care" (70% concern), "for-profit health care" (61%), and "private-pay health care" (59%) generate the strongest negative reactions. Campaign language should consistently reinforce the outcomes Canadians fear rather than adopting language that softens those consequences.

6

Campaigns should focus on patient impacts, not policy debates. The issues most likely to motivate Canadians to speak out are higher health care costs (26%), a weaker public health care system (23%), longer wait times (20%), and private insurance becoming necessary (20%). Canadians are motivated by the practical consequences these changes could have on themselves and their families, suggesting that patient-focused storytelling will be more effective than legislative or procedural arguments.

7

Trusted messengers will be as important as the message itself. Doctors (73%), nurses (75%), and health care researchers (66%) are the most trusted voices on health care issues and should play a central role in campaign communications. Family doctors are also the single most influential source of information (45%), well ahead of governments, advocacy organizations, social media, or AI tools, reinforcing the importance of leading with credible health care professionals.

STRATEGIC RECOMMENDATIONS

1 LEAD WITH CONCERNS ABOUT AFFORDABILITY AND A U.S.-STYLE HEALTH CARE SYSTEM

The campaign should focus on the consequences Canadians find most concerning: a U.S.-style health care system, patients paying out of pocket for medically necessary care, longer wait times, unequal access based on income, and a weaker public health care system. These issues are the strongest drivers of concern and should anchor the campaign narrative.

2 KEEP THE MESSAGE SIMPLE AND VALUES-BASED

Focus on the impact to patients rather than the legislative details of Bill 11. Messages centered on affordability, fairness, and health care based on need rather than ability to pay resonate most strongly and should form the foundation of campaign communications.

3 PUT DOCTORS, NURSES, AND HEALTH CARE EXPERTS AT THE FOREFRONT

Campaign communications should be led by trusted health care professionals whenever possible. Doctors, nurses, and health care researchers are the most credible voices on this issue and are best positioned to build trust and reinforce the campaign's message.

4 PAIR CONCERNS WITH A POSITIVE VISION FOR PUBLIC HEALTH CARE

While communicating the risks associated with Bill 11, the campaign should also present a clear vision for strengthening Canada's public health care system. Emphasizing investments in health care workers, reducing wait times, and protecting universal access provides Canadians with a constructive and solutions-oriented message.

PATHWAY TO INFLUENCE THE CARNEY GOVERNMENT

Liberal voters consistently express greater concern about privatization and are more receptive to campaign messaging, making them the clearest pathway to increasing political pressure on the Carney government.

	LIBERALS	CONSERVATIVES	GAP
Concerned Bill 11 spreads to other provinces	82%	66%	+16
Oppose Bill 11	59%	41%	+18
Concerned about U.S style health care system	76%	62%	+14
Concern about unequal access to health care	88%	76%	+12
Bill 11 will make health care worse	45%	31%	+14
Trust the federal government to act in patients' best interest	63%	28%	+35
Health care top issue in Canada	41%	30%	+11
Support investing more in the public health care system	87%	75%	+12

What Resonates with Liberals?

- U.S.-style health care is the strongest warning signal.
- Higher costs and unequal access reinforce concerns.
- Universal public health care is a core value.
- Affordability messages outperform policy arguments.
- Trusted health professionals add credibility.

THE PATHWAY: HOW TO INFLUENCE THE CARNEY GOVERNMENT

1 Increase salience

Health care is already a top issue for Liberal voters (41%), providing a strong foundation for engagement.

2 Reinforce the consequences

Focus on higher costs, unequal access, and the risks of a U.S.-style health care system rather than legislative details.

3 Use trusted messengers

Lead with doctors, nurses, and health care experts to reinforce credibility and broaden reach.

4 Build political pressure

Mobilize Liberal voters around protecting public health care to increase pressure on the federal government to act.

Detailed Findings



Issue Context & Health Care Salience



A black stethoscope is resting on a clipboard with a white sheet of paper. The background is a dark, textured surface.

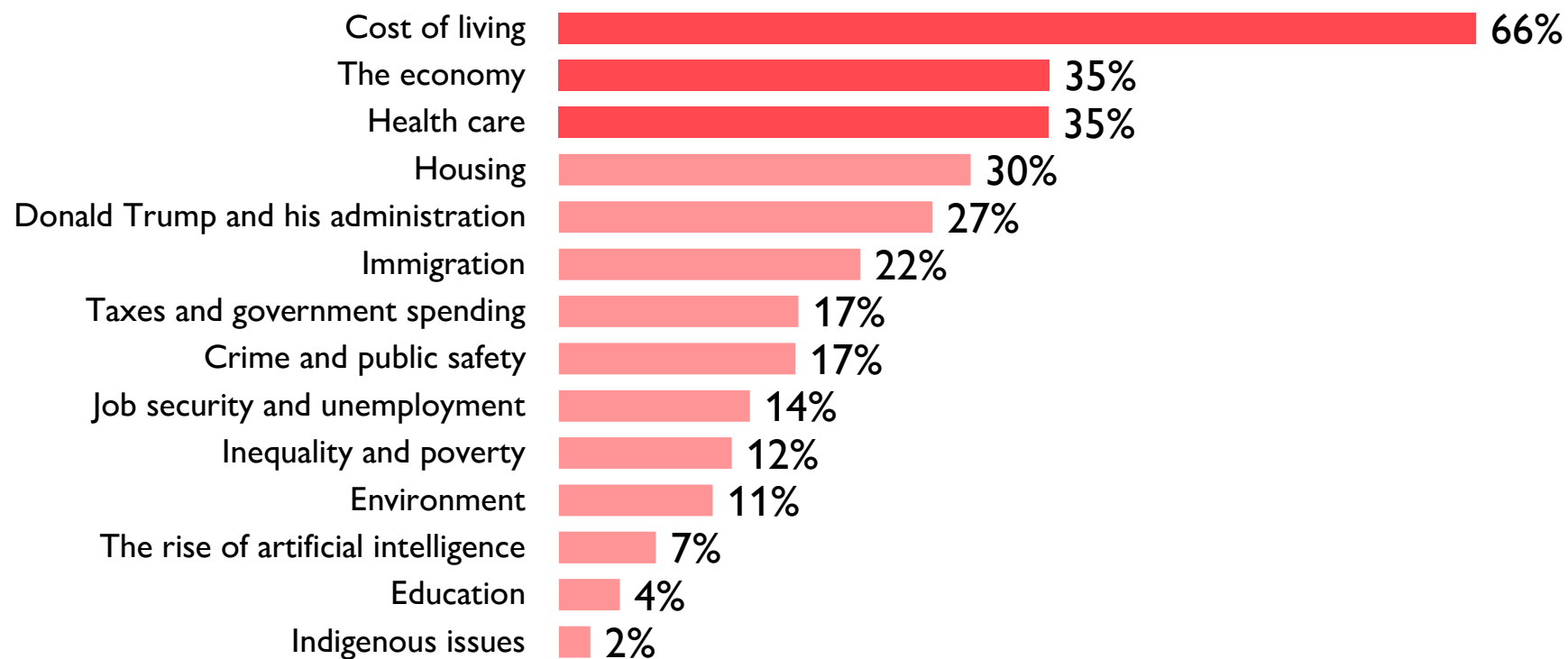
KEY FINDINGS

- Affordability remains Canadians' top issue, with 66% identifying the cost of living as one of the three most important issues facing Canada today. Health care ranks alongside the economy as the second most important issue (35%), rising to 39% among Albertans.
- Concern about the future of Canada's public health care system is widespread, with 91% of Canadians saying they are concerned, including 47% who are very concerned. Concern is similarly high in Alberta (92%), where a majority (53%) say they are very concerned.
- A majority of Canadians (55%) believe Canada's public health care system is worse than it was five years ago, while only 17% believe it has improved. Albertans share a similar view, with 57% saying the system has become worse.
- Nearly two-thirds of Canadians (63%) believe the health care system in their province is currently in a state of crisis, including 66% of Albertans. Only 23% nationally say the system is not in crisis.



In your opinion, what are the THREE MOST important issues facing Canada today? Select 3.

Affordability dominates Canadians' priorities, with two-thirds identifying the cost of living as a top issue, while one-third also point to healthcare and the economy.



Base: All respondents (n=3,000)





In your opinion, what are the THREE MOST important issues facing Canada today? Select 3.

TOP ISSUES FACING CANADA

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Cost of living	66%	67%	67%	69%	65%	64%	74%	67%	66%	61%	72%	70%	61%	61%	71%	72%	68%	56%	63%	67%	65%
The economy	35%	40%	38%	33%	34%	32%	39%	38%	35%	30%	33%	35%	40%	39%	31%	30%	35%	42%	35%	43%	31%
Health care	35%	37%	39%	35%	31%	35%	50%	39%	35%	27%	28%	36%	46%	29%	41%	33%	35%	38%	41%	30%	34%
Housing	30%	19%	23%	25%	31%	39%	29%	23%	30%	45%	36%	25%	19%	26%	33%	38%	30%	20%	29%	21%	43%
Donald Trump and his administration	27%	28%	19%	32%	25%	34%	21%	19%	28%	14%	18%	30%	40%	32%	22%	23%	26%	32%	38%	16%	19%
Immigration	22%	12%	26%	20%	20%	30%	18%	26%	21%	20%	26%	21%	20%	25%	18%	23%	19%	24%	12%	36%	10%
Taxes and government spending	17%	16%	26%	16%	17%	15%	19%	26%	16%	14%	15%	19%	19%	20%	14%	14%	18%	18%	9%	28%	15%
Crime and public safety	17%	24%	15%	23%	21%	6%	11%	15%	17%	17%	18%	19%	15%	18%	16%	14%	18%	19%	16%	22%	10%
Job security and unemployment	14%	20%	15%	19%	16%	6%	8%	15%	14%	27%	14%	11%	8%	13%	14%	12%	14%	15%	15%	16%	14%
Inequality and poverty	12%	12%	10%	14%	13%	12%	18%	10%	13%	15%	16%	10%	10%	11%	14%	18%	13%	6%	13%	9%	24%
Environment	11%	13%	7%	7%	10%	15%	9%	7%	12%	10%	10%	12%	11%	11%	12%	10%	10%	14%	13%	4%	20%
The rise of artificial intelligence	7%	8%	7%	6%	9%	4%	4%	7%	7%	6%	7%	6%	8%	7%	7%	7%	7%	7%	8%	5%	10%
Education	4%	2%	7%	0%	5%	7%	1%	7%	4%	10%	4%	3%	2%	5%	4%	3%	4%	6%	6%	2%	3%
Indigenous issues	2%	2%	3%	2%	3%	2%	0%	3%	2%	4%	3%	2%	1%	2%	2%	3%	2%	2%	3%	1%	3%

Base: All respondents (n=3,000)





In your opinion, what are the THREE MOST important issues facing Canada today? Select 3.

TOP ISSUES FACING CANADA – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Cost of living	67%	71%	68%	69%	61%	62%	72%	78%	63%	61%	70%	64%	62%
Health care	39%	36%	37%	36%	45%	33%	45%	34%	42%	40%	48%	36%	39%
The economy	35%	35%	28%	42%	38%	40%	31%	30%	37%	39%	33%	41%	31%
Housing	24%	31%	27%	26%	16%	25%	24%	30%	25%	17%	23%	22%	37%
Immigration	24%	22%	24%	25%	23%	24%	23%	24%	22%	25%	6%	35%	18%
Taxes and government spending	23%	11%	23%	17%	36%	26%	20%	16%	25%	27%	10%	32%	15%
Donald Trump and his administration	19%	10%	12%	20%	31%	20%	18%	17%	17%	21%	31%	8%	20%
Crime and public safety	16%	14%	18%	15%	17%	17%	16%	14%	17%	18%	7%	24%	20%
Job security and unemployment	16%	30%	18%	13%	6%	13%	18%	17%	17%	14%	14%	14%	22%
Inequality and poverty	12%	12%	15%	13%	7%	13%	11%	15%	9%	11%	19%	4%	9%
Environment	8%	10%	8%	8%	6%	10%	6%	7%	8%	8%	15%	3%	8%
Education	7%	10%	11%	6%	2%	8%	7%	5%	9%	9%	11%	5%	8%
The rise of artificial intelligence	7%	4%	6%	5%	11%	6%	7%	9%	5%	5%	10%	6%	3%
Indigenous issues	3%	4%	5%	4%	1%	4%	3%	4%	3%	4%	4%	2%	7%

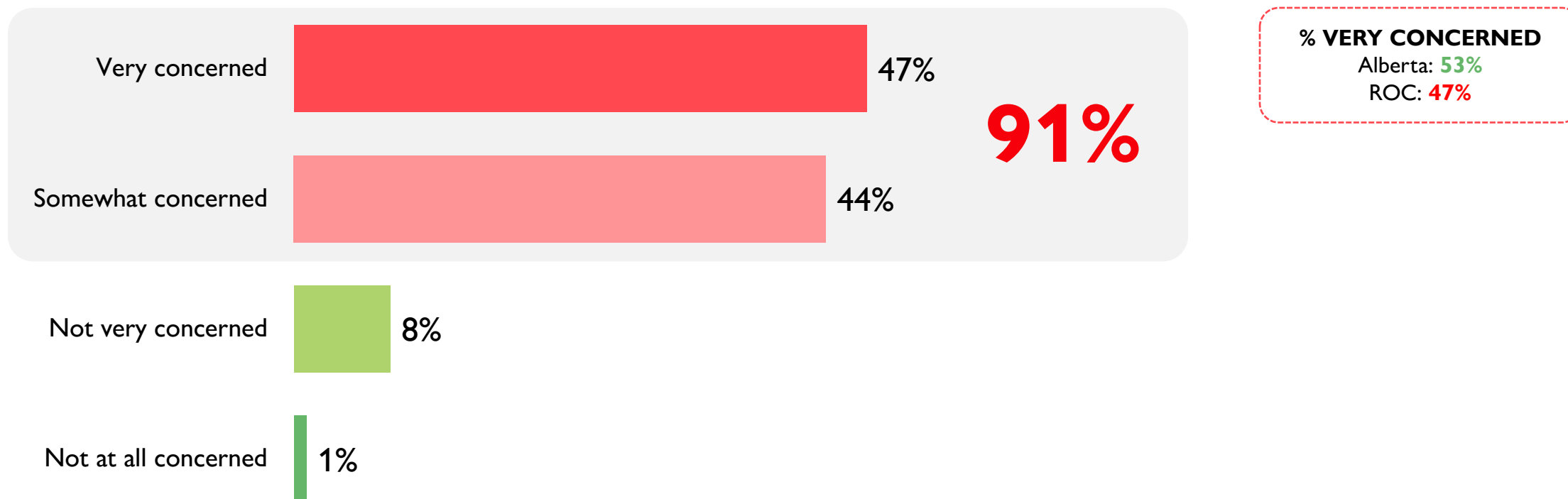
Base: Alberta residents (n=1,500)





How concerned are you about the future of Canada's public health care system?

9 in 10 Canadians are concerned about the future of Canada's public health care system, including nearly half who are very concerned.



Base: All respondents (n=3,000)





How concerned are you about the future of Canada's public health care system?

CONCERN ABOUT CANADA'S PUBLIC HEALTH CARE SYSTEM

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] CONCERNED	91%	92%	92%	95%	93%	86%	90%	92%	91%	93%	93%	89%	89%	88%	94%	93%	91%	89%	92%	90%	94%
Very concerned	47%	51%	53%	53%	48%	37%	53%	53%	47%	48%	50%	49%	43%	43%	52%	49%	45%	49%	47%	46%	61%
Somewhat concerned	44%	41%	39%	42%	44%	50%	37%	39%	44%	45%	43%	41%	46%	46%	42%	44%	46%	40%	45%	44%	33%
Not very concerned	8%	7%	7%	5%	6%	13%	8%	7%	8%	7%	5%	9%	10%	11%	5%	6%	9%	10%	7%	9%	5%
Not at all concerned	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%
[NET] NOT CONCERNED	9%	8%	8%	5%	7%	14%	10%	8%	9%	7%	7%	11%	11%	12%	6%	7%	9%	11%	8%	10%	6%

Base: All respondents (n=3,000)





How concerned are you about the future of Canada's public health care system?

CONCERN ABOUT CANADA'S PUBLIC HEALTH CARE SYSTEM – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] CONCERNED	92%	96%	93%	91%	91%	89%	96%	92%	92%	93%	97%	87%	96%
Very concerned	53%	51%	54%	53%	54%	43%	64%	49%	56%	54%	61%	45%	53%
Somewhat concerned	39%	45%	39%	39%	37%	46%	32%	43%	36%	39%	36%	42%	43%
Not very concerned	7%	4%	6%	8%	9%	11%	3%	7%	8%	6%	2%	12%	3%
Not at all concerned	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%
[NET] NOT CONCERNED	8%	4%	7%	9%	9%	11%	4%	8%	8%	7%	3%	13%	4%

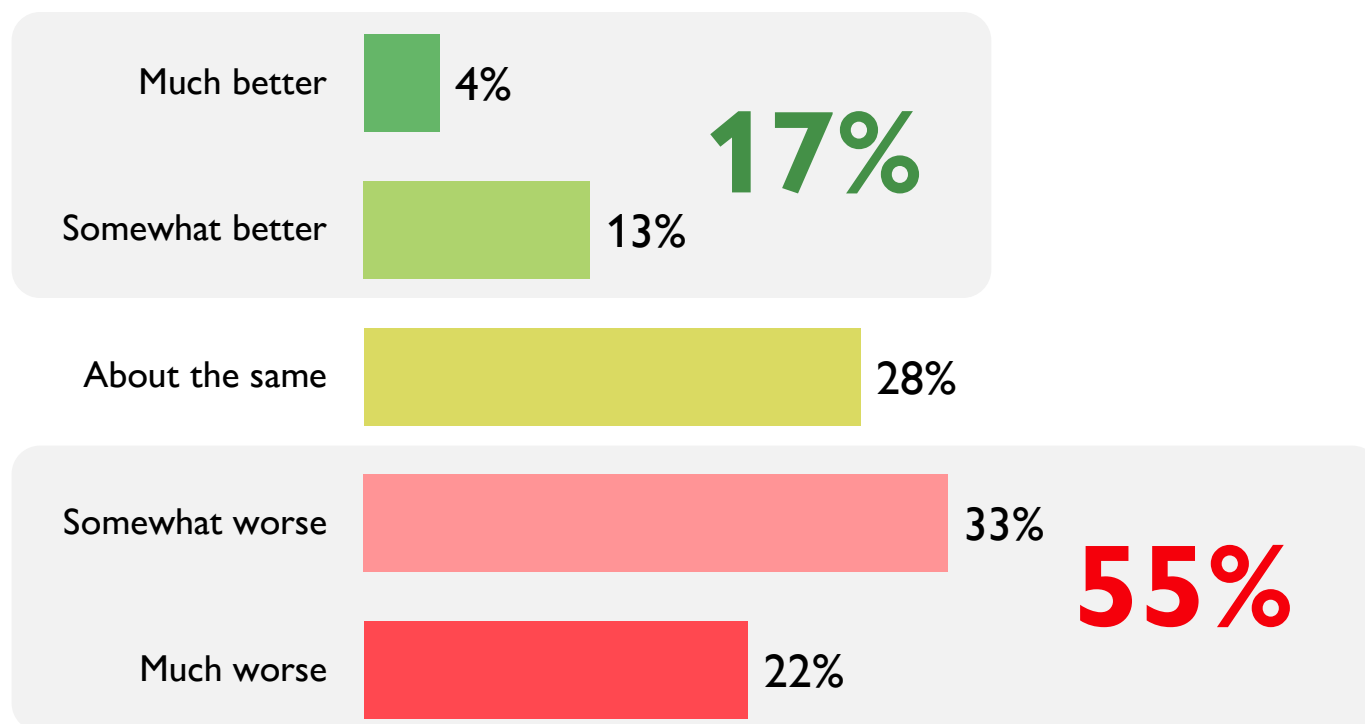
Base: Alberta residents (n=1,500)





Compared with five years ago, would you say Canada's public health care system is:

Over half (55%) believe Canada's public health care system is worse than it was five years ago.



Base: All respondents (n=3,000)



Compared with five years ago, would you say Canada's public health care system is:

CHANGE IN THE PUBLIC HEALTH CARE SYSTEM

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] BETTER	17%	14%	15%	14%	17%	22%	15%	15%	17%	30%	20%	10%	12%	20%	14%	17%	18%	16%	20%	16%	22%
Much better	4%	4%	5%	5%	4%	6%	1%	5%	4%	10%	6%	2%	1%	5%	3%	4%	4%	5%	7%	3%	3%
Somewhat better	13%	10%	11%	9%	14%	16%	13%	11%	13%	19%	14%	8%	11%	15%	10%	13%	15%	12%	13%	13%	20%
About the same	28%	29%	28%	25%	30%	24%	29%	28%	28%	29%	26%	29%	29%	32%	24%	25%	30%	28%	31%	26%	23%
Somewhat worse	33%	33%	34%	40%	32%	33%	30%	34%	33%	28%	33%	35%	35%	31%	35%	32%	30%	38%	33%	33%	32%
Much worse	22%	24%	24%	22%	20%	21%	26%	24%	21%	14%	21%	26%	24%	17%	26%	26%	21%	17%	17%	26%	23%
[NET] WORSE	55%	57%	57%	61%	52%	54%	56%	57%	55%	42%	54%	61%	59%	48%	62%	58%	51%	55%	49%	58%	54%

Base: All respondents (n=3,000)





Compared with five years ago, would you say Canada's public health care system is:

CHANGE IN THE PUBLIC HEALTH CARE SYSTEM – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] BETTER	16%	33%	24%	7%	4%	18%	14%	17%	18%	14%	11%	18%	31%
Much better	5%	11%	7%	2%	1%	5%	4%	4%	6%	5%	3%	5%	11%
Somewhat better	11%	22%	17%	5%	3%	13%	9%	13%	12%	9%	8%	13%	21%
About the same	27%	26%	25%	31%	27%	33%	22%	30%	27%	27%	27%	29%	26%
Somewhat worse	34%	28%	31%	38%	37%	33%	35%	29%	33%	39%	38%	29%	33%
Much worse	23%	13%	19%	24%	32%	16%	29%	24%	22%	21%	24%	24%	9%
[NET] WORSE	57%	41%	51%	62%	68%	49%	64%	54%	56%	60%	61%	53%	42%

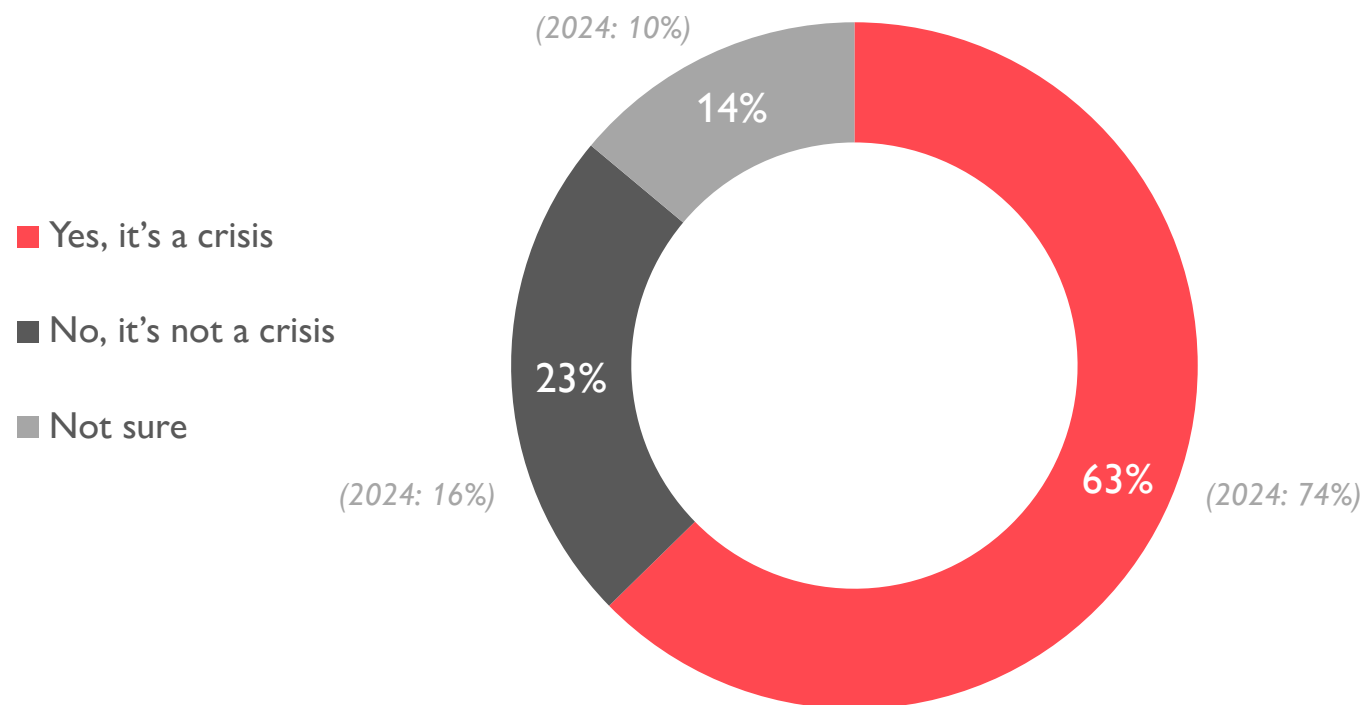
Base: Alberta residents (n=1,500)





Would you say that the health care in your province is currently in a state of crisis or not?

6 in 10 Canadians would say that the health care in their province is currently in a state of crisis.



Base: All respondents (n=3,000) | 2026 results compared with July 2024 (EnviroNics)





Would you say that the health care in your province is currently in a state of crisis or not?

PERCEPTIONS OF A HEALTH CARE CRISIS

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Yes, it's a crisis	63%	63%	65%	62%	60%	66%	62%	65%	62%	62%	65%	67%	57%	56%	69%	64%	63%	62%	62%	61%	67%
No, it's not a crisis	23%	26%	22%	20%	26%	21%	21%	22%	24%	24%	22%	20%	26%	29%	18%	20%	24%	27%	26%	27%	18%
Not sure	14%	11%	13%	19%	14%	13%	17%	13%	14%	14%	12%	13%	16%	15%	13%	16%	14%	12%	13%	12%	15%

ALBERTA RESIDENTS	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Yes, it's a crisis	66%	67%	62%	67%	67%	58%	73%	65%	69%	61%	78%	59%	64%
No, it's not a crisis	20%	22%	24%	16%	19%	28%	13%	20%	20%	23%	13%	27%	27%
Not sure	14%	11%	14%	17%	13%	14%	14%	15%	12%	15%	9%	14%	9%

Base: All respondents (n=3,000); Alberta residents (n=1,500)



Health Care Experience & Attitudes



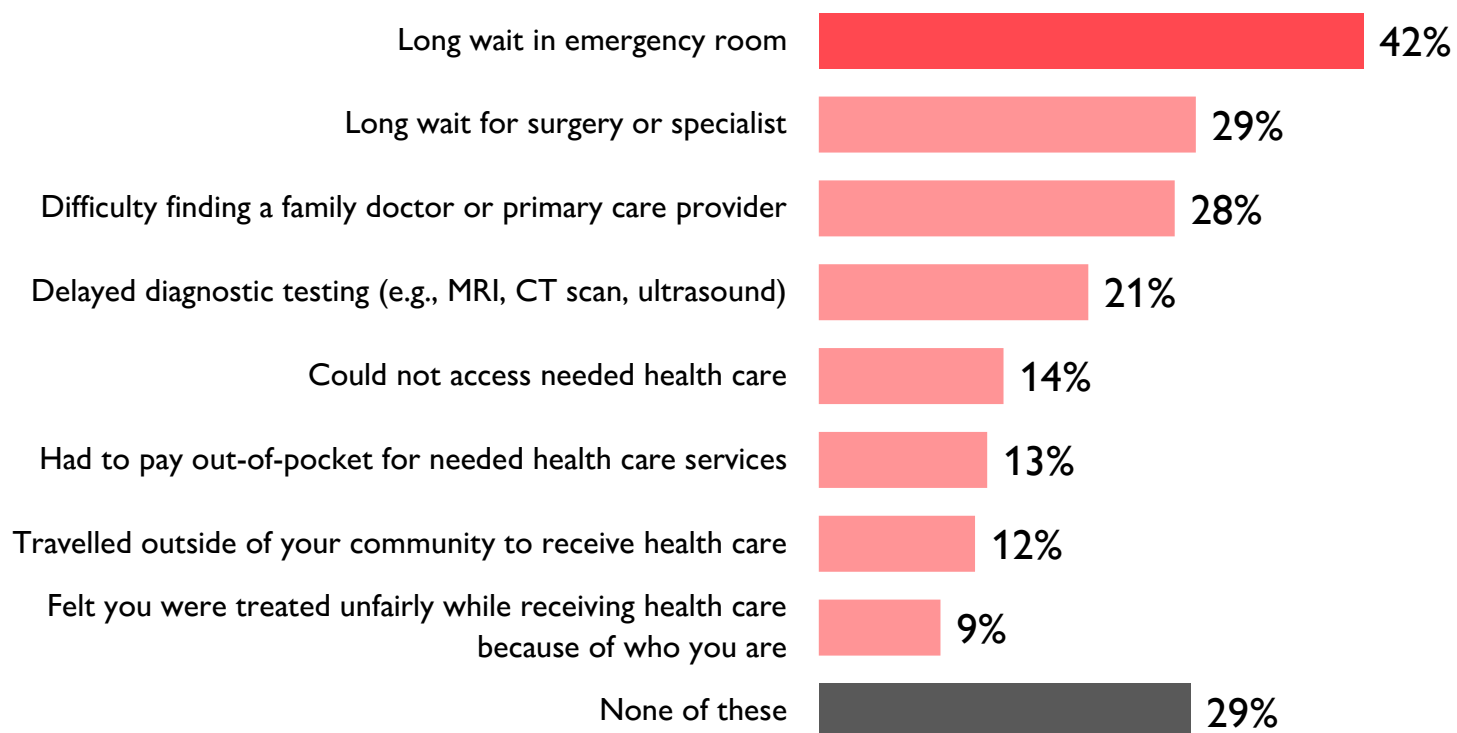
KEY FINDINGS

- Many Canadians have experienced challenges accessing care over the past year. Emergency room wait times are the most common issue experienced (42%), followed by long waits for surgery or specialists (29%) and difficulty finding a family doctor or primary care provider (28%). Just 29% report experiencing none of the challenges tested.
- Despite these challenges, a slight majority (51%) remain satisfied with the health care services available to them, while 30% are dissatisfied. Satisfaction is similar in Alberta (50% satisfied), although roughly one in three Albertans (32%) express dissatisfaction.
- Concern extends well beyond personal experiences. Nearly all Canadians express concern about emergency room delays (96%), health care worker shortages (95%), and wait times to see medical professionals (94%). More than 8 in 10 are also concerned about access to specialists (92%), long-term care capacity (90%), out-of-pocket costs (87%), and the quality of health care services (86%).
- Support for the principles of public health care remains strong. 85% agree that universal health care based on need is a core Canadian value, and 80% believe Canada's public health care system can meet Canadians' needs if governments invest more in it. Support is similarly high among Albertans (87% and 81%, respectively).
- Canadians are open to some role for private providers, with 59% agreeing they could help improve health care services. However, there is a clear distinction between supporting private delivery and supporting private payment - only 23% believe corporations and doctors should have the unrestricted ability to charge patients for health care, while 69% disagree.
- Albertans generally mirror national attitudes throughout this section. While they report slightly higher rates of emergency room waits (46% vs. 42%) and delayed diagnostic testing (27% vs. 21%), their overall satisfaction with health care services, concern about system challenges, and support for publicly funded health care are broadly consistent with Canadians overall.



In the past 12 months, have you or anyone in your household experienced any of the following? *Select all that apply.*

Emergency room wait times are the most common healthcare challenge experienced by Canadians (42%), followed by long waits for surgery or specialists (29%) and difficulty finding a family doctor or primary care provider (28%).



Base: All respondents (n=3,000)





In the past 12 months, have you or anyone in your household experienced any of the following? *Select all that apply.*

PERSONAL HEALTH CARE EXPERIENCES

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Long wait in emergency room	42%	37%	44%	51%	43%	37%	52%	44%	42%	52%	51%	43%	29%	39%	45%	45%	41%	42%	39%	45%	51%
Long wait for surgery or specialist	29%	33%	34%	23%	28%	28%	32%	34%	29%	31%	29%	28%	29%	29%	29%	26%	32%	29%	30%	28%	31%
Difficulty finding a family doctor or primary care provider	28%	21%	25%	21%	26%	36%	32%	25%	28%	34%	35%	27%	18%	25%	30%	29%	27%	27%	25%	25%	34%
Delayed diagnostic testing	21%	22%	26%	18%	21%	16%	25%	26%	20%	20%	25%	22%	16%	19%	23%	22%	17%	25%	21%	21%	29%
Could not access needed health care	14%	12%	12%	9%	14%	18%	15%	12%	15%	16%	23%	12%	8%	13%	15%	15%	14%	15%	13%	14%	23%
Had to pay out-of-pocket for needed health care services	13%	11%	14%	5%	15%	14%	9%	14%	13%	17%	16%	13%	9%	13%	13%	10%	14%	16%	13%	13%	21%
Travelled outside of your community to receive health care	12%	7%	13%	13%	13%	13%	14%	13%	12%	14%	15%	10%	10%	13%	11%	12%	13%	12%	10%	12%	21%
Felt you were treated unfairly while receiving health care because of who you are	9%	7%	11%	9%	9%	11%	5%	11%	9%	18%	16%	6%	2%	9%	10%	12%	10%	6%	7%	10%	19%
None of these	29%	36%	27%	27%	29%	27%	26%	27%	29%	20%	20%	31%	39%	30%	28%	30%	27%	29%	31%	28%	26%

Base: All respondents (n=3,000)





In the past 12 months, have you or anyone in your household experienced any of the following? *Select all that apply.*

PERSONAL HEALTH CARE EXPERIENCES – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Long wait in emergency room	46%	56%	51%	47%	32%	46%	46%	50%	43%	44%	44%	44%	55%
Long wait for surgery or specialist	34%	32%	34%	33%	35%	31%	37%	30%	36%	35%	32%	32%	36%
Delayed diagnostic testing	27%	20%	28%	32%	27%	24%	31%	24%	26%	33%	29%	27%	25%
Difficulty finding a family doctor or primary care provider	26%	34%	31%	25%	15%	22%	30%	26%	26%	25%	24%	27%	32%
Had to pay out-of-pocket for needed health care services	16%	24%	21%	11%	10%	15%	17%	13%	16%	19%	18%	12%	20%
Travelled outside of your community to receive health care	13%	21%	15%	12%	8%	13%	14%	14%	15%	11%	15%	11%	20%
Could not access needed health care	13%	20%	15%	12%	7%	11%	15%	14%	14%	9%	12%	11%	19%
Felt you were treated unfairly while receiving health care because of who you are	12%	17%	18%	11%	3%	9%	15%	12%	13%	12%	9%	11%	20%
None of these	25%	13%	23%	25%	34%	29%	21%	25%	23%	26%	27%	28%	17%

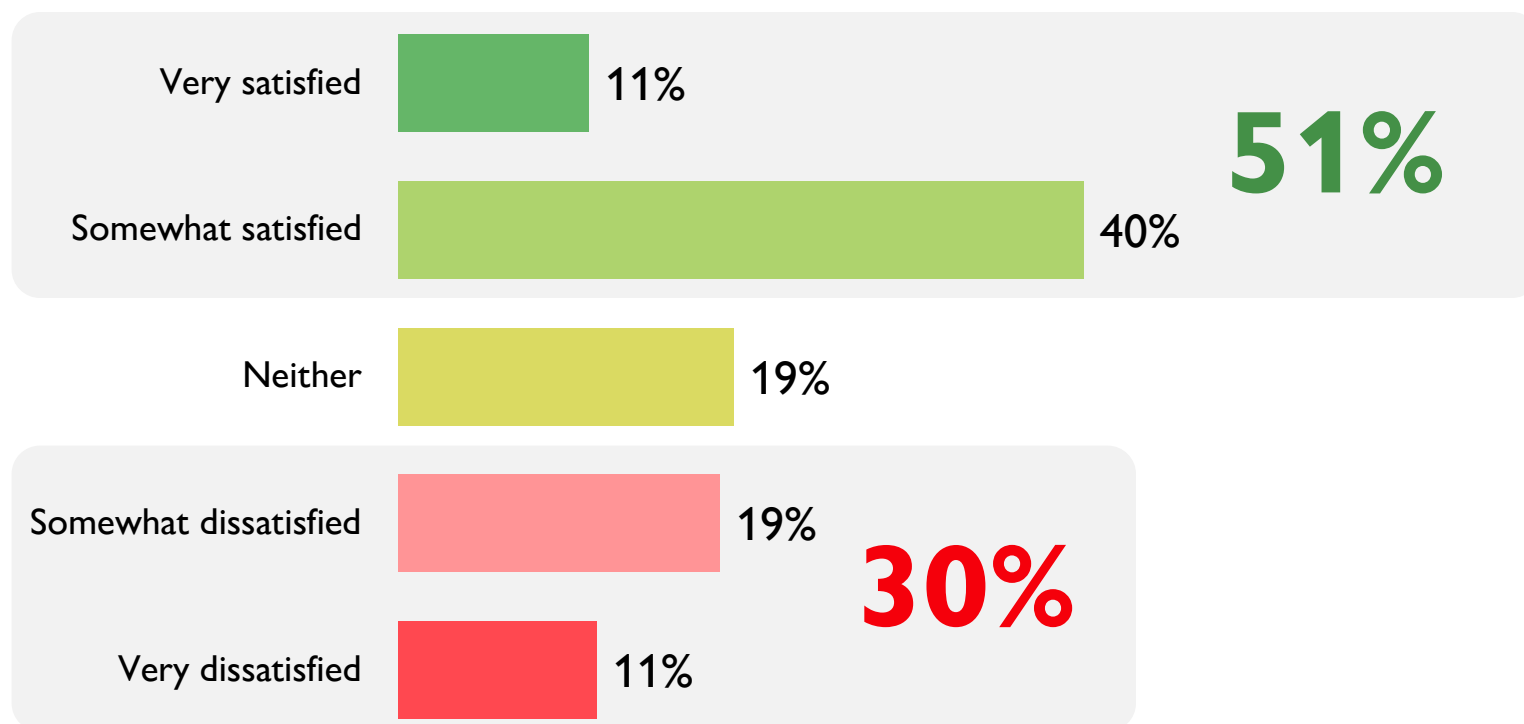
Base: Alberta residents (n=1,500)





Overall, how satisfied are you with the health care services available to you?

Despite widespread concerns about the future of Canada's healthcare system, a slight majority (51%) remain satisfied with the healthcare services available to them.



Base: All respondents (n=3,000)





Overall, how satisfied are you with the health care services available to you?

SATISFACTION WITH HEALTH CARE SERVICES

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] SATISFIED	51%	54%	52%	45%	51%	50%	47%	52%	50%	46%	44%	46%	62%	53%	48%	50%	49%	53%	59%	48%	45%
Very satisfied	11%	8%	10%	10%	9%	19%	7%	10%	11%	11%	8%	11%	14%	15%	7%	10%	9%	14%	15%	10%	6%
Somewhat satisfied	40%	46%	42%	35%	42%	31%	40%	42%	39%	35%	36%	36%	49%	39%	40%	41%	39%	39%	44%	39%	39%
Neither	19%	14%	16%	23%	19%	24%	18%	16%	20%	21%	20%	22%	16%	17%	21%	16%	23%	18%	16%	18%	23%
Somewhat dissatisfied	19%	21%	20%	21%	18%	15%	23%	20%	18%	23%	23%	17%	14%	18%	19%	18%	20%	18%	17%	18%	23%
Very dissatisfied	11%	11%	11%	12%	12%	12%	11%	11%	11%	11%	13%	15%	8%	11%	12%	16%	9%	11%	8%	15%	9%
[NET] DISSATISFIED	30%	31%	31%	33%	30%	26%	35%	31%	30%	34%	36%	32%	22%	29%	31%	33%	28%	29%	25%	33%	31%

Base: All respondents (n=3,000)





Overall, how satisfied are you with the health care services available to you?

SATISFACTION WITH HEALTH CARE SERVICES – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] SATISFIED	50%	49%	48%	50%	55%	54%	47%	48%	53%	52%	49%	55%	51%
Very satisfied	9%	12%	8%	6%	12%	11%	8%	9%	9%	10%	8%	12%	12%
Somewhat satisfied	41%	37%	39%	44%	43%	43%	39%	39%	44%	42%	41%	44%	39%
Neither	17%	18%	21%	16%	14%	17%	18%	20%	17%	14%	17%	15%	14%
Somewhat dissatisfied	21%	21%	21%	19%	23%	20%	22%	20%	19%	24%	21%	20%	27%
Very dissatisfied	11%	13%	10%	14%	9%	9%	14%	12%	11%	10%	13%	10%	8%
[NET] DISSATISFIED	32%	33%	31%	33%	32%	29%	35%	32%	30%	34%	34%	29%	35%

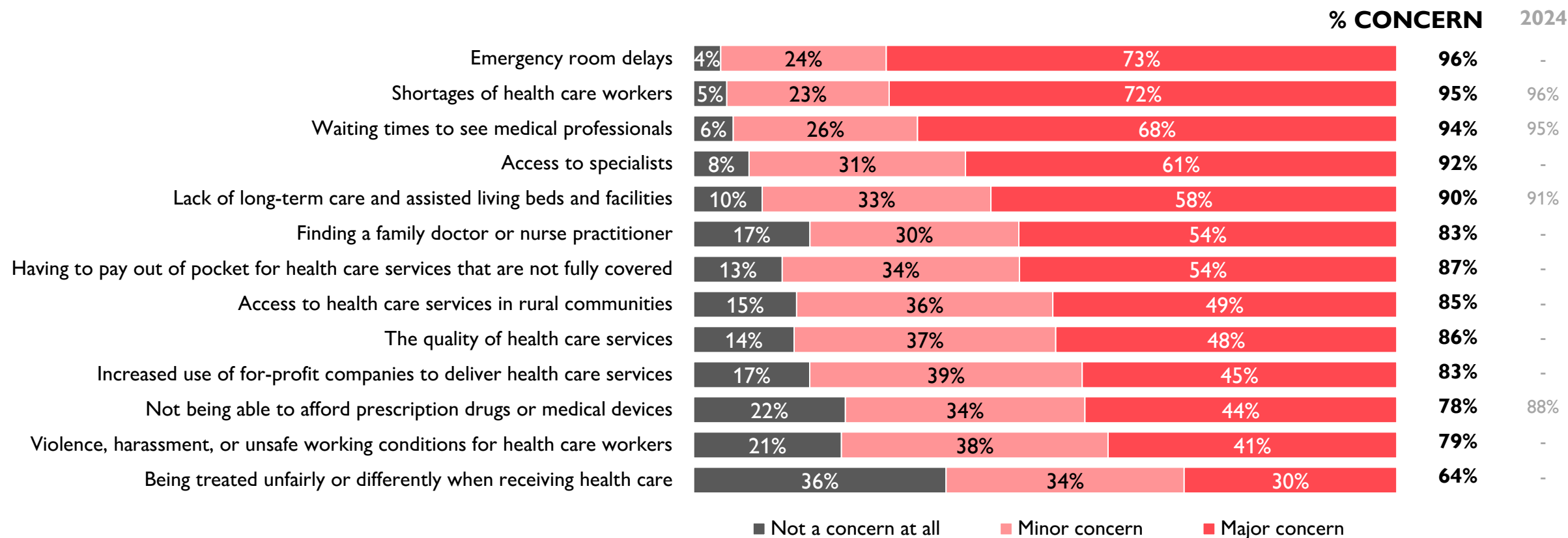
Base: Alberta residents (n=1,500)





How concerned are you about each of the following health care related issues in your province?

Concern is widespread across healthcare issues, with nearly three-quarters identifying emergency room delays (73%) and healthcare worker shortages (72%) as major concerns, followed by wait times to see medical professionals (68%).



Base: All respondents (n=3,000) | 2026 results compared with July 2024 (Environics); additional issues were included in 2026. Comparisons shown where available.





How concerned are you about each of the following health care related issues in your province?

CONCERNS ABOUT HEALTH CARE ISSUES

% MAJOR CONCERN	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Emergency room delays	73%	75%	75%	82%	72%	67%	77%	75%	72%	67%	76%	75%	72%	67%	78%	75%	72%	71%	73%	69%	82%
Shortages of health care workers	72%	79%	68%	80%	70%	70%	79%	68%	73%	70%	71%	75%	72%	65%	79%	74%	75%	67%	75%	65%	84%
Waiting times to see medical professionals	68%	71%	69%	82%	67%	63%	72%	69%	68%	68%	71%	74%	61%	61%	75%	68%	70%	67%	65%	69%	77%
Access to specialists	61%	62%	60%	60%	62%	60%	66%	60%	61%	59%	64%	64%	59%	54%	68%	63%	62%	58%	63%	57%	64%
Lack of long-term care and assisted living beds and facilities	58%	56%	54%	62%	60%	54%	65%	54%	58%	53%	57%	61%	59%	52%	63%	63%	54%	56%	61%	50%	74%
Finding a family doctor or nurse practitioner	54%	58%	45%	54%	51%	60%	56%	45%	55%	53%	59%	58%	46%	48%	60%	58%	50%	56%	55%	50%	62%
Having to pay out of pocket for health care services that are not fully covered	54%	46%	53%	59%	55%	53%	56%	53%	54%	60%	59%	56%	43%	48%	60%	62%	52%	48%	54%	49%	72%

Base: All respondents (n=3,000)





How concerned are you about each of the following health care related issues in your province?

CONCERNS ABOUT HEALTH CARE ISSUES

% MAJOR CONCERN	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Access to health care services in rural communities	49%	53%	48%	47%	47%	47%	60%	48%	49%	50%	46%	54%	46%	41%	57%	55%	47%	46%	50%	44%	61%
The quality of health care services	48%	44%	47%	54%	51%	45%	52%	47%	49%	50%	57%	52%	38%	42%	55%	52%	49%	44%	44%	50%	64%
Increased use of for-profit companies to deliver health care services	45%	42%	49%	34%	52%	38%	34%	49%	44%	49%	47%	43%	42%	42%	47%	50%	43%	41%	52%	35%	68%
Not being able to afford prescription drugs or medical devices	44%	43%	45%	52%	46%	39%	48%	45%	44%	53%	53%	47%	30%	38%	50%	54%	44%	34%	43%	44%	63%
Violence, harassment, or unsafe working conditions for health care workers	41%	44%	38%	46%	41%	40%	37%	38%	41%	50%	46%	40%	33%	36%	46%	44%	41%	38%	45%	34%	52%
Being treated unfairly or differently when receiving health care	30%	28%	31%	26%	31%	32%	25%	31%	30%	47%	36%	33%	13%	27%	34%	38%	28%	25%	29%	29%	43%

Base: All respondents (n=3,000)





How concerned are you about each of the following health care related issues in your province?

CONCERNS ABOUT HEALTH CARE ISSUES – ALBERTA RESIDENTS

% MAJOR CONCERN	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Emergency room delays	73%	69%	73%	74%	77%	68%	79%	74%	72%	74%	82%	67%	69%
Waiting times to see medical professionals	70%	69%	70%	71%	70%	63%	78%	68%	71%	69%	75%	65%	68%
Shortages of health care workers	69%	69%	66%	72%	70%	63%	75%	71%	68%	69%	81%	58%	70%
Access to specialists	61%	54%	59%	65%	65%	53%	69%	60%	61%	62%	68%	57%	60%
Having to pay out of pocket for health care services that are not fully covered	55%	58%	62%	55%	47%	47%	64%	61%	55%	49%	67%	44%	62%
Lack of long-term care and assisted living beds and facilities	54%	49%	50%	54%	63%	50%	59%	60%	54%	50%	63%	50%	52%
Increased use of for-profit companies to deliver health care services	50%	54%	50%	45%	51%	45%	55%	56%	48%	46%	74%	33%	54%

Base: Alberta residents (n=1,500)





How concerned are you about each of the following health care related issues in your province?

CONCERNS ABOUT HEALTH CARE ISSUES – ALBERTA RESIDENTS

% MAJOR CONCERN	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Access to health care services in rural communities	49%	53%	47%	51%	47%	43%	55%	57%	46%	45%	59%	42%	53%
Not being able to afford prescription drugs or medical devices	48%	59%	52%	48%	35%	41%	54%	57%	47%	37%	58%	35%	59%
The quality of health care services	47%	55%	52%	47%	38%	40%	55%	53%	48%	40%	49%	41%	58%
Finding a family doctor or nurse practitioner	45%	52%	47%	46%	38%	35%	55%	46%	45%	44%	48%	43%	49%
Violence, harassment, or unsafe working conditions for health care workers	40%	54%	42%	35%	32%	34%	46%	41%	38%	41%	47%	28%	50%
Being treated unfairly or differently when receiving health care	33%	55%	39%	29%	13%	28%	37%	36%	33%	28%	33%	27%	51%

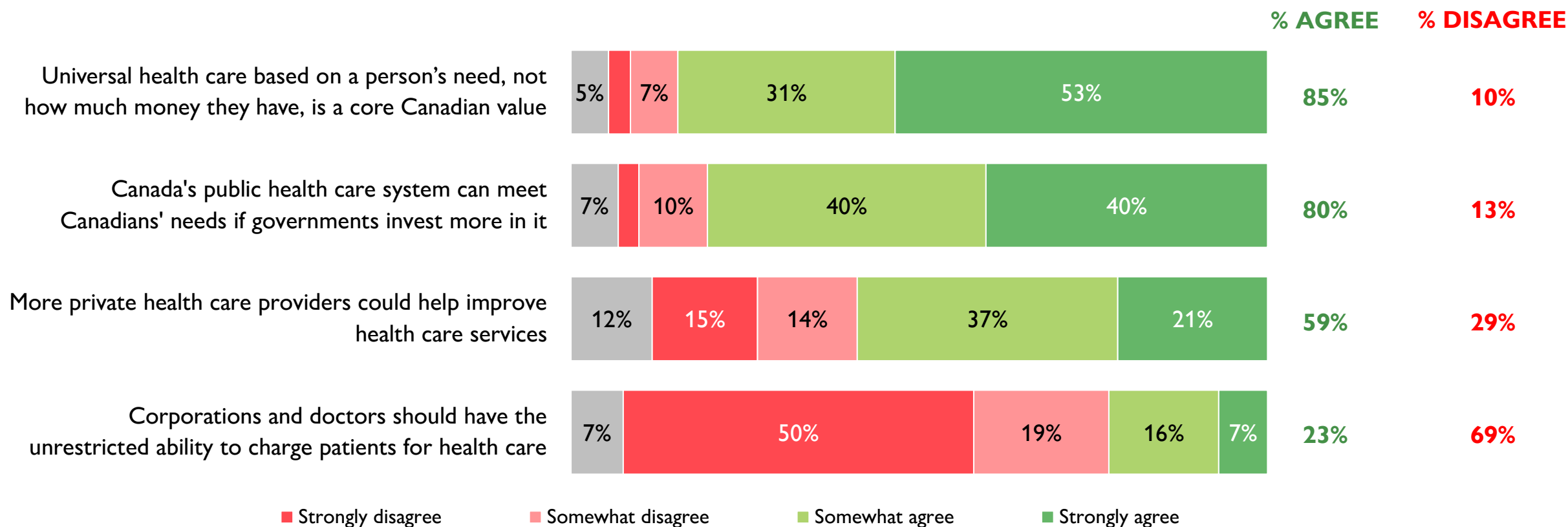
Base: Alberta residents (n=1,500)





Please indicate whether you agree or disagree with each statement.

Canadians strongly support universal public healthcare (85%) and investing more in the public system (80%), while 69% oppose allowing corporations and doctors to charge patients without restrictions.



Base: All respondents (n=3,000)





Please indicate whether you agree or disagree with each statement.

ATTITUDES TOWARD PUBLIC AND PRIVATE HEALTH CARE

% AGREE	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Universal health care based on a person's need, not how much money they have, is a core Canadian value	85%	85%	86%	83%	87%	78%	90%	86%	85%	80%	83%	81%	91%	85%	84%	83%	83%	89%	91%	83%	92%
Canada's public health care system can meet Canadians' needs if governments invest more in it	80%	80%	78%	79%	85%	75%	77%	78%	81%	84%	81%	78%	79%	78%	82%	79%	82%	80%	87%	75%	87%
More private health care providers could help improve health care services	59%	61%	59%	64%	55%	63%	61%	59%	59%	66%	64%	56%	52%	63%	55%	54%	61%	62%	58%	68%	38%
Corporations and doctors should have the unrestricted ability to charge patients for health care	23%	22%	23%	24%	26%	20%	16%	23%	23%	41%	33%	14%	10%	26%	19%	22%	24%	22%	22%	29%	19%

Base: All respondents (n=3,000)





Please indicate whether you agree or disagree with each statement.

ATTITUDES TOWARD PUBLIC AND PRIVATE HEALTH CARE – ALBERTA RESIDENTS

% AGREE	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Universal health care based on a person's need, not how much money they have, is a core Canadian value	87%	89%	87%	84%	87%	87%	87%	89%	85%	88%	95%	82%	91%
Canada's public health care system can meet Canadians' needs if governments invest more in it	81%	87%	86%	80%	73%	79%	83%	82%	82%	82%	91%	70%	93%
More private health care providers could help improve health care services	57%	72%	59%	55%	48%	62%	53%	55%	58%	60%	32%	75%	65%
Corporations and doctors should have the unrestricted ability to charge patients for health care	22%	44%	28%	15%	8%	25%	19%	20%	24%	23%	13%	27%	39%

Base: Alberta residents (n=1,500)



Health Care Values



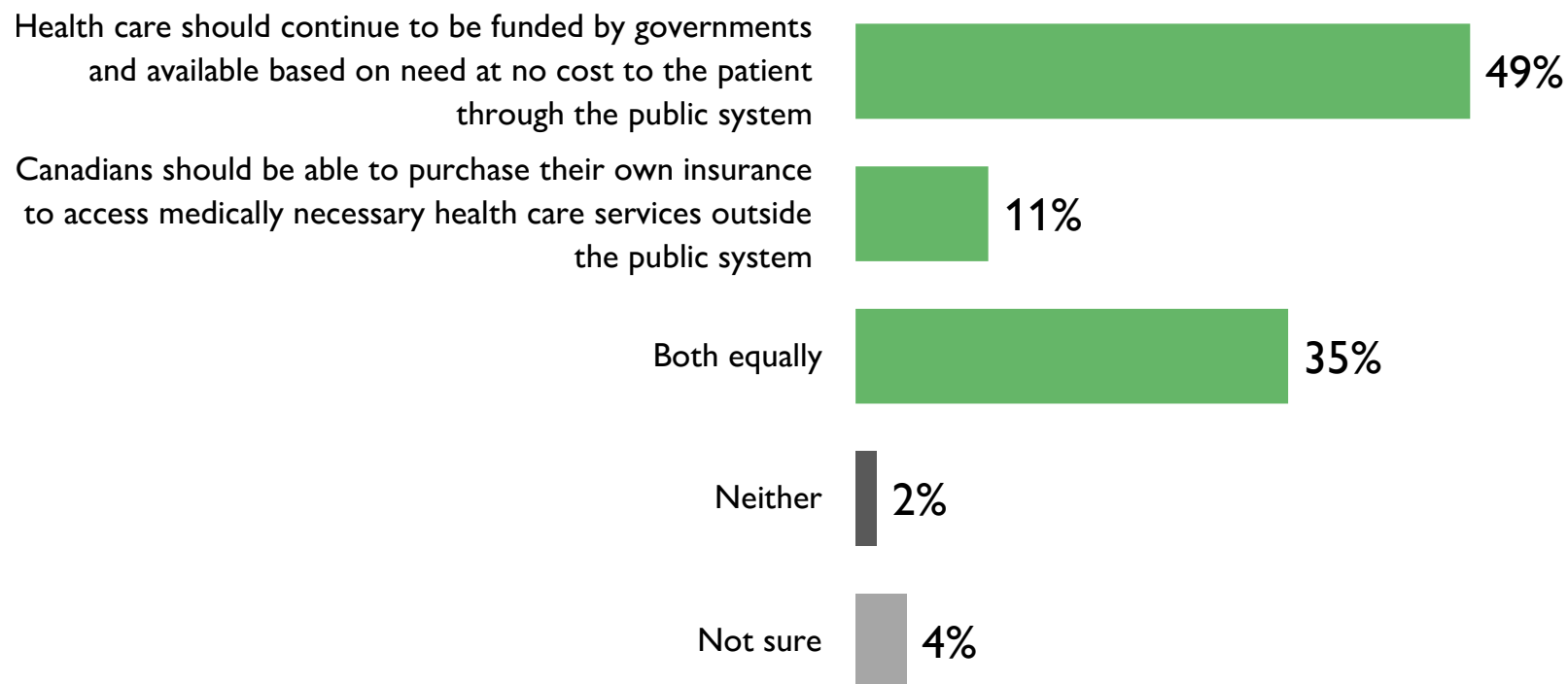
KEY FINDINGS

- Nearly half of Canadians (49%) believe medically necessary health care should continue to be publicly funded and available based on need, compared with just 11% who favour allowing people to purchase private insurance for medically necessary care.
- Support for a national Pharmacare program is overwhelming, with 80% of Canadians supporting a universal program that provides equal access to prescription drugs, while only 10% oppose it.
- Strong support for Pharmacare extends across demographic and political groups, with at least three-quarters of supporters of all major federal parties backing a national program, including 88% of Liberal supporters, 76% of Conservative supporters, and 88% of NDP supporters.
- While Canadians express some openness to incorporating both public and private delivery models (35%), the preferred approach continues to centre on publicly funded, universal access to medically necessary health care, rather than expanding private insurance as the primary model.



Thinking about medically necessary health care services, which comes closest to your view?

Support for a fully public healthcare system (49%) is stronger than support for private insurance (11%), although more than one-third (35%) see a role for both public and private models.



Base: All respondents (n=3,000)





Thinking about medically necessary health care services, which comes closest to your view?

PREFERRED HEALTH CARE MODEL

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Health care should continue to be funded by governments and available based on need at no cost to the patient through the public system	49%	48%	50%	37%	50%	51%	49%	50%	49%	48%	46%	49%	53%	43%	55%	53%	46%	48%	54%	40%	67%
Canadians should be able to purchase their own insurance to access medically necessary health care services outside the public system	11%	12%	10%	8%	9%	13%	11%	10%	11%	16%	13%	8%	7%	12%	9%	9%	11%	13%	10%	12%	4%
Both equally	35%	34%	34%	46%	36%	29%	32%	34%	35%	32%	34%	36%	35%	40%	29%	33%	37%	35%	32%	43%	21%
Neither	2%	2%	2%	1%	1%	3%	0%	2%	2%	1%	3%	2%	1%	3%	1%	1%	3%	1%	1%	2%	6%
Not sure	4%	3%	4%	8%	4%	3%	7%	4%	4%	3%	4%	5%	4%	3%	6%	4%	4%	3%	3%	4%	2%

Base: All respondents (n=3,000)





Thinking about medically necessary health care services, which comes closest to your view?

PREFERRED HEALTH CARE MODEL – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Health care should continue to be funded by governments and available based on need at no cost to the patient through the public system	53%	51%	54%	55%	54%	49%	57%	62%	51%	47%	76%	38%	50%
Canadians should be able to purchase their own insurance to access medically necessary health care services outside the public system	10%	12%	12%	10%	6%	12%	7%	7%	12%	12%	3%	17%	9%
Both equally	33%	35%	29%	31%	37%	34%	32%	28%	33%	37%	18%	42%	36%
Neither	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%	1%	5%
Not sure	3%	2%	4%	2%	4%	4%	3%	2%	3%	3%	3%	2%	1%

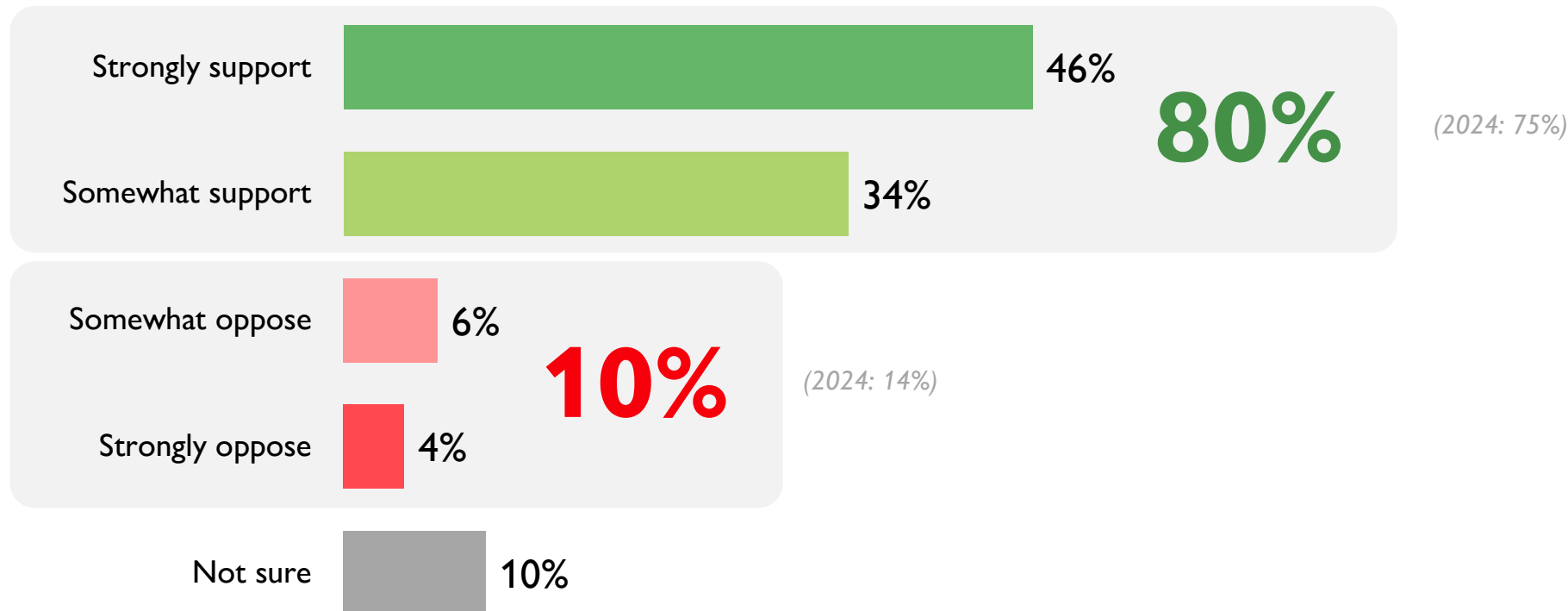
Base: Alberta residents (n=1,500)





To what extent do you oppose or support a national Pharmacare program that provides equal access to prescription drugs for everyone in Canada, similar to how we do not pay out-of-pocket to be treated by doctors or in hospitals?

Canadians overwhelmingly support a national Pharmacare program, with support (80%) outnumbering opposition (10%).



Base: All respondents (n=3,000) | 2026 results compared with July 2024 (EnviroNics)



To what extent do you oppose or support a national Pharmacare program that provides equal access to prescription drugs for everyone in Canada, similar to how we do not pay out-of-pocket to be treated by doctors or in hospitals?

SUPPORT FOR NATIONAL PHARMACARE

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] SUPPORT	80%	81%	79%	82%	82%	76%	81%	79%	80%	81%	80%	78%	82%	80%	80%	80%	80%	82%	88%	76%	88%
Strongly support	46%	47%	45%	51%	48%	40%	54%	45%	46%	50%	46%	45%	45%	43%	50%	53%	43%	44%	56%	34%	66%
Somewhat support	34%	34%	34%	31%	34%	37%	26%	34%	34%	31%	34%	33%	36%	38%	30%	27%	37%	38%	32%	41%	22%
Somewhat oppose	6%	6%	7%	5%	4%	8%	11%	7%	6%	5%	6%	8%	6%	6%	6%	5%	7%	6%	5%	7%	3%
Strongly oppose	4%	1%	5%	7%	4%	5%	1%	5%	4%	4%	6%	5%	2%	5%	3%	4%	5%	3%	1%	6%	3%
[NET] OPPOSE	10%	7%	13%	12%	9%	13%	12%	13%	10%	9%	12%	12%	8%	11%	10%	9%	12%	10%	6%	14%	7%
Not sure	10%	12%	8%	7%	10%	10%	7%	8%	10%	10%	8%	10%	10%	8%	11%	11%	8%	8%	6%	11%	6%

Base: All respondents (n=3,000)





To what extent do you oppose or support a national Pharmacare program that provides equal access to prescription drugs for everyone in Canada, similar to how we do not pay out-of-pocket to be treated by doctors or in hospitals?

SUPPORT FOR NATIONAL PHARMACARE – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] SUPPORT	80%	85%	83%	79%	75%	80%	81%	83%	79%	80%	89%	77%	88%
Strongly support	47%	46%	50%	50%	42%	47%	48%	52%	45%	46%	64%	37%	53%
Somewhat support	33%	39%	32%	30%	33%	33%	33%	31%	34%	34%	25%	39%	35%
Somewhat oppose	7%	5%	6%	8%	8%	7%	7%	5%	8%	7%	4%	9%	6%
Strongly oppose	4%	2%	3%	4%	8%	5%	4%	4%	4%	5%	3%	7%	2%
[NET] OPPOSE	11%	7%	9%	12%	16%	12%	11%	9%	12%	13%	7%	16%	8%
Not sure	8%	7%	8%	9%	9%	8%	9%	8%	8%	7%	5%	7%	5%

Base: Alberta residents (n=1,500)



Bill 11 & Dual Practice



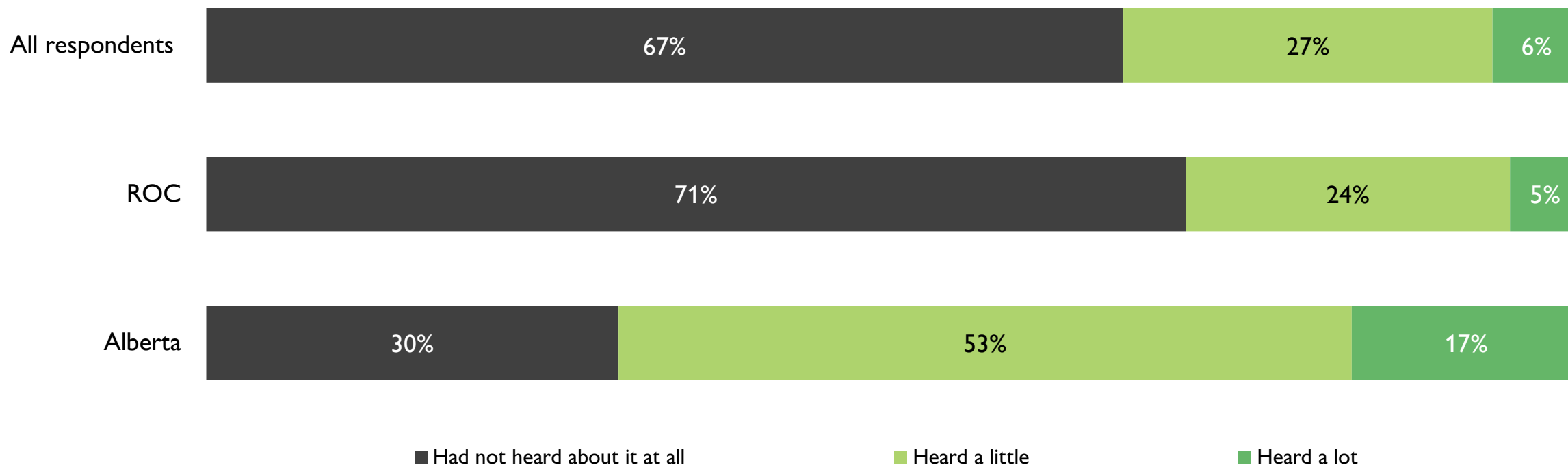
KEY FINDINGS

- Awareness of Bill 11 remains limited outside Alberta. While 70% of Albertans have heard at least something about Bill 11, 71% of Canadians outside Alberta have not heard of it, and only 6% nationally say they have heard "a lot" about the legislation.
- Only 22% of Canadians say they understand Bill 11 well, increasing to 42% in Alberta but remaining just 20% elsewhere in Canada. This suggests that public opinion is being formed from a relatively low-information environment.
- After reading a description of the legislation, a majority (53%) oppose Bill 11 compared with just 32% who support it. Opposition is consistent both inside Alberta (53%) and across the rest of Canada (53%). While opposition is the dominant view, one-third (34%) remain open to learning more, indicating there is still a meaningful persuadable audience.
- Nearly three-quarters (74%) are concerned about similar policies being adopted elsewhere in Canada, while concern is equally high among Albertans (76%) about Bill 11 remaining in place and expanding over time. The strongest concerns relate to higher health care costs for patients (85%), unequal access based on income (83%), higher private insurance costs (83%), longer wait times (81%), and for-profit companies making money from health care (81%).
- Physician dual practice is unfamiliar to most Canadians, and support declines once it is explained. Two-thirds (67%) have never heard the term, only 26% know what it means, and after learning more, Canadians are more likely to oppose physician dual practice (46%) than support it (40%).
- Canadians strongly prefer strengthening the public system over expanding private care. Hiring more health care workers (65%) and investing more in the public system (53%) are seen as the most effective ways to reduce wait times, while expanding private clinics ranks last (23%).



As you may know, [AB: your provincial government / ROC: Alberta] recently passed Bill 11, which permits doctors to engage in dual practice. How much had you heard about it before today?

Bill 11 has gained broad awareness in Alberta (70%) but remains unfamiliar to most Canadians outside the province (71% have not heard about it).



Base: All respondents (n=3,000)





As you may know, [AB: your provincial government / ROC: Alberta] recently passed Bill 11, which permits doctors to engage in dual practice. How much had you heard about it before today?

AWARENESS OF BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Heard a lot	6%	5%	17%	9%	4%	6%	3%	17%	5%	13%	7%	5%	3%	8%	5%	6%	6%	8%	8%	6%	10%
Heard a little	27%	25%	53%	27%	26%	16%	25%	53%	24%	31%	33%	25%	21%	30%	24%	22%	26%	34%	28%	29%	32%
Had not heard about it at all	67%	70%	30%	63%	69%	77%	72%	30%	71%	56%	59%	70%	77%	62%	71%	72%	68%	58%	64%	65%	58%

ALBERTA RESIDENTS	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Heard a lot	17%	22%	17%	16%	15%	17%	17%	12%	16%	24%	23%	14%	23%
Heard a little	50%	38%	51%	46%	63%	51%	50%	48%	53%	51%	55%	54%	50%
Had not heard about it at all	32%	40%	32%	39%	22%	32%	33%	40%	31%	25%	22%	32%	27%

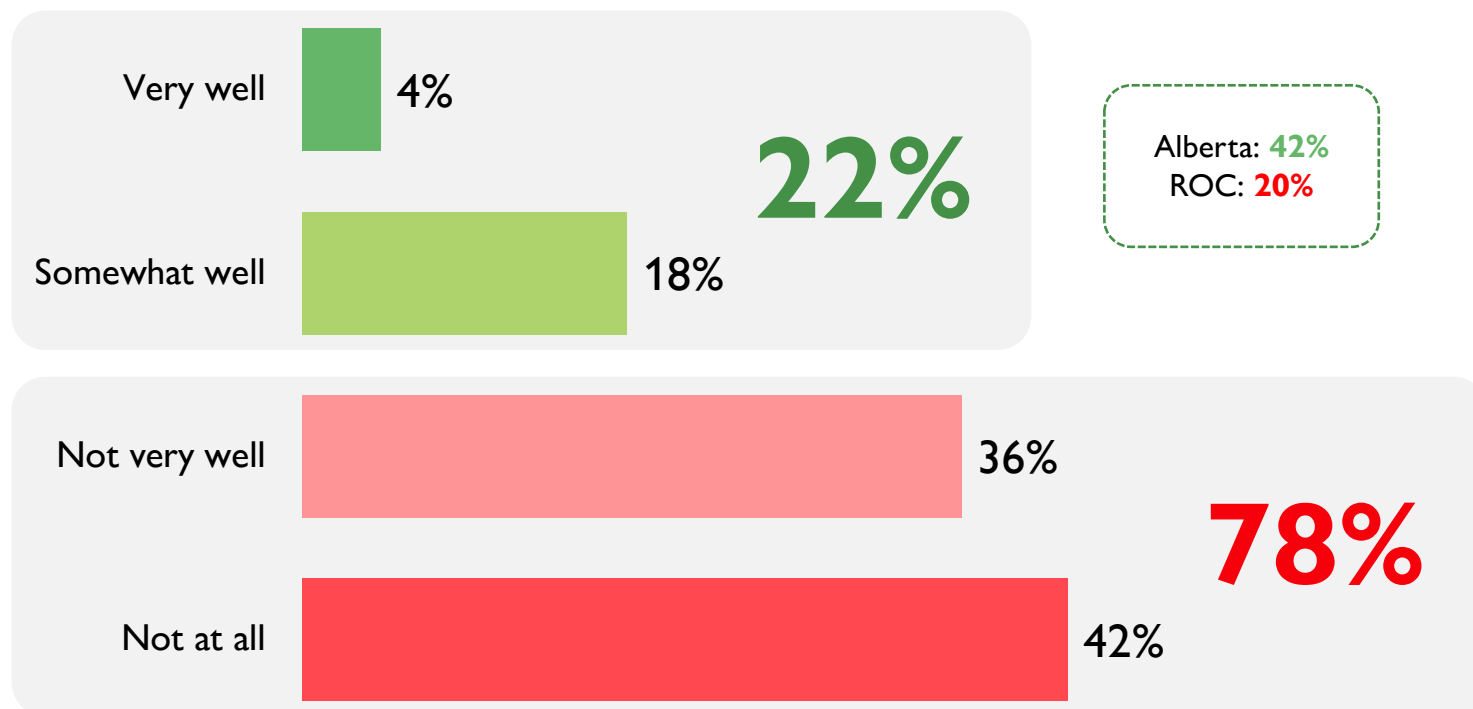
Base: All respondents (n=3,000); Alberta residents (n=1,500)





How well do you feel you understand Bill 11?

Knowledge of Bill 11 is limited, with only 22% saying they understand it well, rising to 42% in Alberta but just 20% elsewhere in Canada.



Base: All respondents (n=3,000)



How well do you feel you understand Bill 11?

UNDERSTANDING OF BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] WELL	22%	23%	42%	18%	21%	17%	13%	42%	20%	37%	28%	18%	12%	25%	19%	19%	23%	26%	24%	24%	18%
Very well	4%	2%	10%	7%	4%	5%	1%	10%	4%	10%	5%	3%	1%	6%	3%	4%	4%	6%	5%	4%	4%
Somewhat well	18%	21%	33%	11%	18%	12%	12%	33%	16%	27%	22%	15%	11%	19%	16%	15%	19%	20%	19%	20%	14%
Not very well	36%	31%	38%	35%	32%	44%	43%	38%	36%	30%	39%	37%	37%	38%	34%	33%	37%	39%	37%	38%	37%
Not at all	42%	46%	19%	47%	47%	39%	44%	19%	45%	33%	34%	45%	51%	37%	47%	49%	40%	35%	39%	38%	45%
[NET] NOT WELL	78%	77%	58%	82%	79%	83%	87%	58%	80%	63%	72%	82%	88%	75%	81%	81%	77%	74%	76%	76%	82%

Base: All respondents (n=3,000)





How well do you feel you understand Bill 11?

UNDERSTANDING OF BILL 11 – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] WELL	43%	49%	46%	37%	41%	46%	39%	33%	48%	47%	48%	44%	51%
Very well	9%	16%	8%	6%	7%	10%	7%	7%	8%	13%	8%	10%	11%
Somewhat well	34%	33%	38%	31%	34%	36%	32%	26%	41%	34%	41%	34%	40%
Not very well	36%	30%	34%	38%	42%	35%	38%	41%	33%	36%	35%	36%	32%
Not at all	21%	21%	20%	26%	17%	19%	23%	27%	19%	17%	16%	20%	17%
[NET] NOT WELL	57%	51%	54%	63%	59%	54%	61%	67%	52%	53%	52%	56%	49%

Base: Alberta residents (n=1,500)

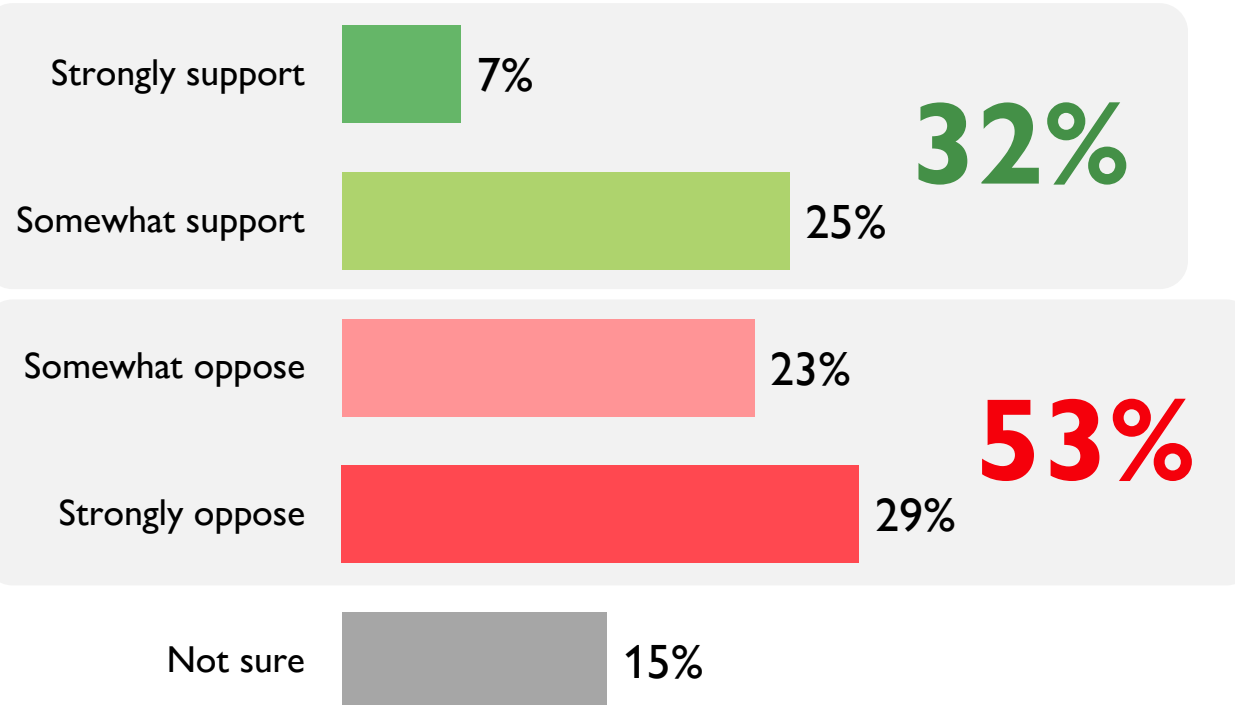




Based on what you know, do you support or oppose this approach?

Canadians are nearly twice as likely to oppose the legislation (53%) as to support it (32%).

Bill 11 would allow physicians to bill the public health care system or patients directly for certain medically necessary services. The legislation would permit patients to pay out of pocket for some physician services that have traditionally been covered exclusively through the public health care system. It would also allow the development of a private insurance market for medically necessary health care services.



Base: All respondents (n=3,000)



Based on what you know, do you support or oppose this approach?

SUPPORT FOR BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] SUPPORT	32%	30%	35%	33%	30%	34%	34%	35%	32%	43%	43%	30%	19%	36%	28%	26%	33%	38%	30%	40%	21%
Strongly support	7%	4%	10%	11%	7%	5%	6%	10%	6%	12%	10%	5%	3%	8%	6%	6%	6%	8%	5%	9%	5%
Somewhat support	25%	27%	25%	22%	23%	29%	28%	25%	25%	31%	33%	25%	16%	29%	22%	20%	27%	30%	25%	31%	16%
Somewhat oppose	23%	24%	20%	28%	21%	29%	18%	20%	24%	27%	18%	18%	30%	25%	22%	23%	24%	24%	26%	20%	19%
Strongly oppose	29%	26%	33%	22%	34%	23%	32%	33%	29%	22%	26%	33%	33%	27%	32%	35%	27%	25%	33%	22%	52%
[NET] OPPOSE	53%	50%	53%	50%	56%	51%	51%	53%	53%	49%	44%	52%	63%	51%	54%	58%	51%	49%	59%	41%	71%
Not sure	15%	20%	12%	17%	14%	15%	15%	12%	15%	9%	13%	19%	18%	12%	18%	16%	16%	13%	11%	19%	8%

Base: All respondents (n=3,000)





Based on what you know, do you support or oppose this approach?

SUPPORT FOR BILL 11 – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] SUPPORT	34%	46%	38%	27%	28%	41%	27%	27%	38%	37%	13%	51%	47%
Strongly support	10%	17%	12%	6%	6%	12%	7%	6%	13%	11%	3%	17%	16%
Somewhat support	24%	29%	26%	21%	22%	29%	19%	21%	25%	26%	11%	35%	32%
Somewhat oppose	22%	20%	20%	23%	24%	20%	23%	22%	22%	22%	23%	18%	23%
Strongly oppose	34%	30%	34%	38%	34%	29%	40%	40%	31%	32%	57%	19%	26%
[NET] OPPOSE	56%	50%	54%	60%	58%	49%	63%	62%	53%	54%	80%	37%	49%
Not sure	10%	4%	8%	13%	14%	11%	10%	11%	9%	9%	7%	12%	4%

Base: Alberta residents (n=1,500)





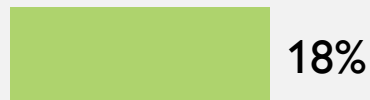
Which of the following best describes your current view?

Firm support for Bill 11 is limited (6%), while more than three-quarters of Canadians are either persuadable (52%) or already opposed (42%).

I strongly support Bill 11 and my opinion is unlikely to change



I somewhat support Bill 11 but could be persuaded to change my view

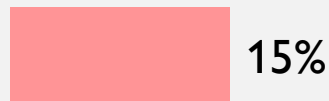


52%

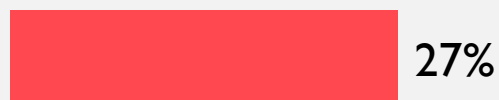
I am undecided and open to hearing more



I somewhat oppose Bill 11 but could be persuaded to change my view



I strongly oppose Bill 11 and my opinion is unlikely to change



42%

The campaign's greatest opportunity is **mobilizing the persuadable middle**, rather than trying to convert the small group of firm supporters.

Base: All respondents (n=3,000)





Which of the following best describes your current view?

PERSUADABILITY ON BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] SUPPORT	24%	19%	28%	25%	21%	29%	22%	28%	23%	40%	30%	20%	11%	28%	19%	20%	24%	27%	22%	28%	10%
I strongly support Bill 11 and my opinion is unlikely to change	6%	3%	9%	9%	4%	8%	2%	9%	5%	10%	8%	4%	2%	7%	4%	5%	5%	6%	5%	7%	5%
I somewhat support Bill 11 but could be persuaded to change my view	18%	16%	19%	17%	16%	21%	21%	19%	18%	29%	23%	16%	9%	21%	15%	15%	19%	21%	17%	21%	5%
I am undecided and open to hearing more	34%	39%	29%	34%	33%	37%	34%	29%	35%	28%	36%	35%	37%	30%	38%	34%	36%	31%	31%	38%	30%
I somewhat oppose Bill 11 but could be persuaded to change my view	15%	16%	13%	18%	15%	15%	18%	13%	15%	14%	12%	15%	19%	16%	14%	14%	16%	17%	15%	16%	13%
I strongly oppose Bill 11 and my opinion is unlikely to change	27%	25%	31%	23%	31%	20%	26%	31%	26%	18%	22%	30%	34%	25%	29%	33%	24%	25%	32%	18%	48%
[NET] OPPOSE	42%	42%	44%	41%	46%	34%	44%	44%	42%	33%	34%	45%	52%	41%	43%	47%	39%	42%	47%	33%	60%

Base: All respondents (n=3,000)





Which of the following best describes your current view?

PERSUADABILITY ON BILL 11 – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] SUPPORT	27%	34%	34%	19%	21%	32%	22%	18%	33%	30%	12%	42%	35%
I strongly support Bill 11 and my opinion is unlikely to change	9%	11%	11%	6%	7%	10%	7%	6%	11%	9%	4%	15%	11%
I somewhat support Bill 11 but could be persuaded to change my view	18%	23%	23%	13%	14%	22%	15%	12%	22%	21%	9%	27%	24%
I am undecided and open to hearing more	27%	22%	21%	32%	33%	30%	25%	30%	26%	25%	18%	28%	25%
I somewhat oppose Bill 11 but could be persuaded to change my view	14%	16%	13%	14%	12%	12%	16%	15%	12%	16%	14%	12%	17%
I strongly oppose Bill 11 and my opinion is unlikely to change	32%	27%	32%	34%	34%	27%	37%	38%	29%	29%	55%	18%	23%
[NET] OPPOSE	46%	44%	45%	48%	46%	39%	53%	53%	41%	45%	70%	30%	40%

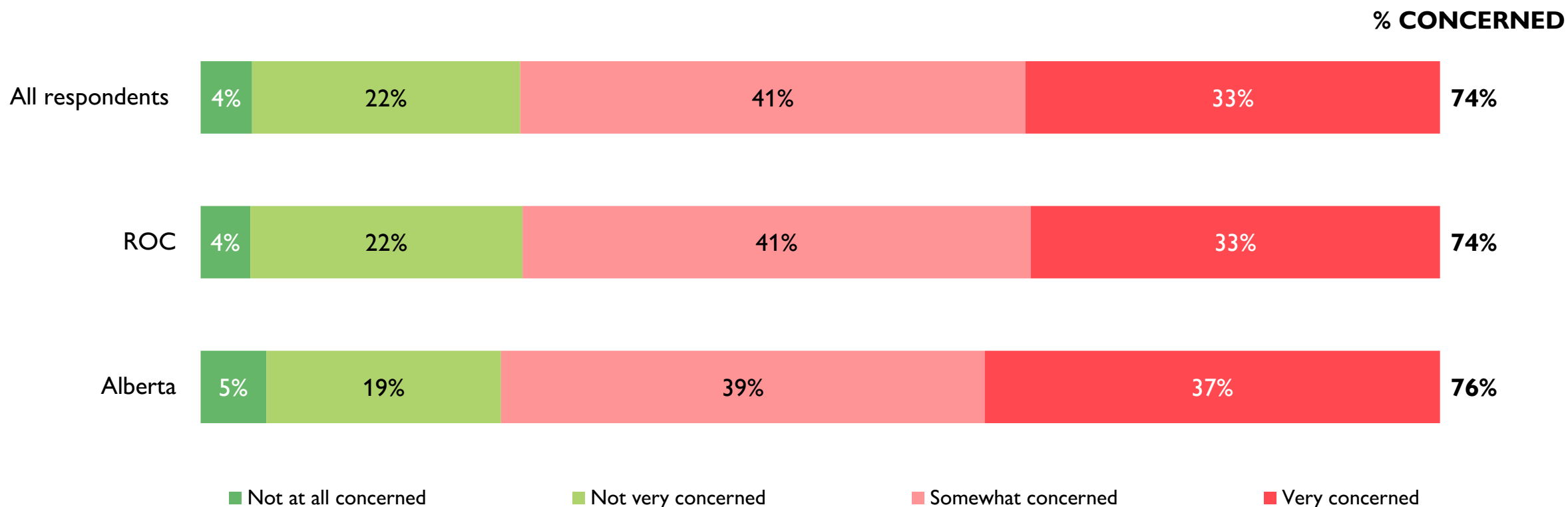
Base: Alberta residents (n=1,500)





ROC: How concerned are you that policies similar to Bill 11 could be adopted in other provinces? AB: How concerned are you about Bill 11 remaining in place and expanding over time in Alberta?

Nearly three-quarters of Canadians (74%) are concerned about Bill 11 expanding or similar policies being adopted elsewhere, with concern equally high in Alberta (76%).



Base: All respondents (n=3,000)





ROC: How concerned are you that policies similar to Bill 11 could be adopted in other provinces? AB: How concerned are you about Bill 11 remaining in place and expanding over time in Alberta?

CONCERN ABOUT BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] CONCERNED	74%	73%	76%	69%	81%	63%	75%	76%	74%	73%	72%	69%	81%	71%	77%	75%	74%	74%	82%	66%	94%
Very concerned	33%	33%	37%	28%	39%	23%	36%	37%	33%	33%	30%	37%	33%	32%	35%	39%	30%	32%	40%	25%	61%
Somewhat concerned	41%	41%	39%	42%	42%	41%	39%	39%	41%	39%	42%	32%	48%	39%	42%	37%	44%	41%	42%	42%	33%
Not very concerned	22%	22%	19%	25%	16%	32%	22%	19%	22%	25%	20%	27%	16%	24%	20%	20%	22%	22%	16%	27%	5%
Not at all concerned	4%	4%	5%	6%	3%	5%	3%	5%	4%	2%	7%	4%	3%	5%	3%	5%	4%	4%	2%	7%	1%

Base: All respondents (n=3,000)





How concerned are you about Bill 11 remaining in place and expanding over time in Alberta?

CONCERN ABOUT BILL 11 – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] CONCERNED	78%	81%	78%	79%	76%	73%	84%	84%	76%	75%	94%	63%	84%
Very concerned	39%	36%	39%	41%	39%	34%	44%	41%	38%	37%	66%	23%	35%
Somewhat concerned	39%	45%	39%	38%	37%	40%	39%	43%	38%	39%	28%	40%	48%
Not very concerned	17%	17%	18%	16%	17%	21%	13%	13%	18%	19%	5%	27%	16%
Not at all concerned	5%	2%	4%	5%	7%	6%	3%	3%	5%	6%	1%	11%	0%

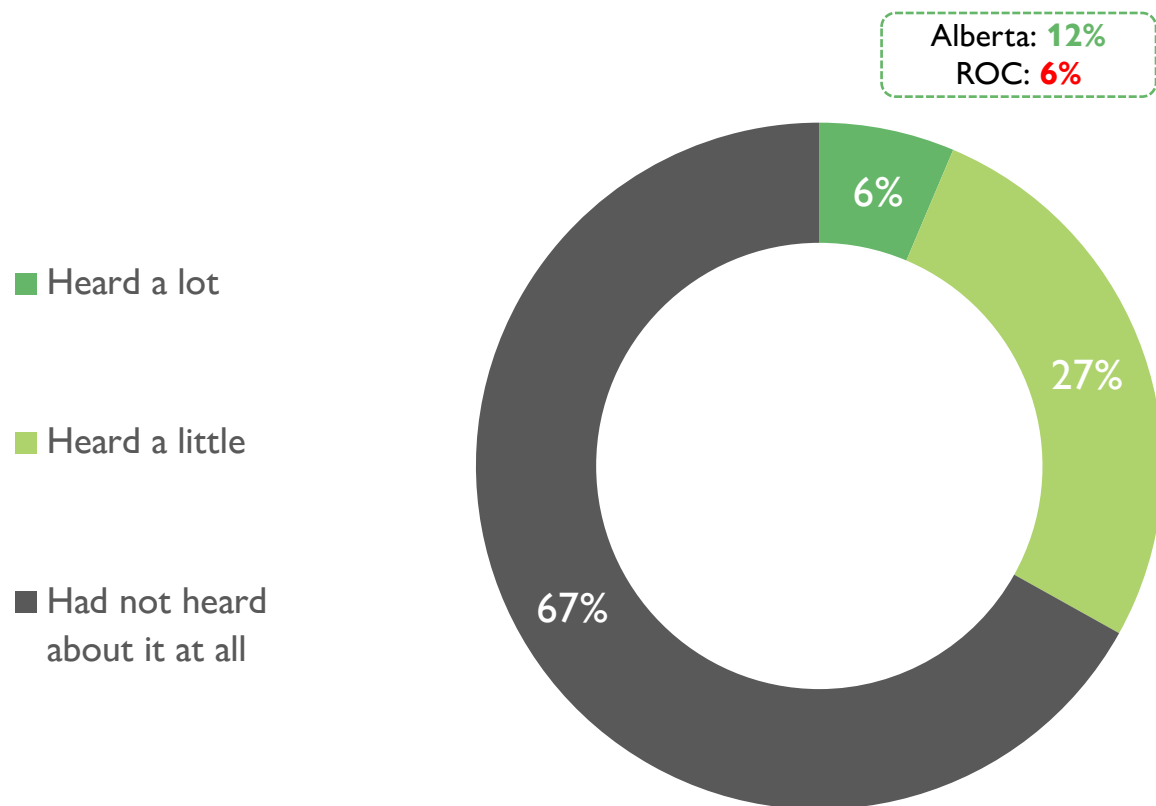
Base: Alberta residents (n=1,500)





Before today, had you heard the term "physician dual practice"?

The language of "physician dual practice" has limited public recognition, with 67% of Canadians saying they have never heard the term before.



Base: All respondents (n=3,000)



Before today, had you heard the term "physician dual practice"?

AWARENESS OF PHYSICIAN DUAL PRACTICE

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Heard a lot	6%	4%	12%	3%	4%	11%	6%	12%	6%	14%	7%	4%	3%	8%	5%	6%	6%	7%	7%	5%	7%
Heard a little	27%	22%	48%	18%	26%	26%	19%	48%	24%	40%	32%	22%	19%	31%	23%	22%	27%	32%	29%	27%	27%
Had not heard about it at all	67%	74%	40%	79%	71%	62%	76%	40%	70%	46%	61%	74%	79%	61%	72%	72%	67%	60%	64%	68%	66%

ALBERTA RESIDENTS	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Heard a lot	12%	21%	12%	10%	9%	14%	11%	10%	13%	16%	14%	11%	18%
Heard a little	47%	41%	49%	42%	53%	47%	47%	46%	48%	47%	57%	48%	45%
Had not heard about it at all	40%	38%	38%	47%	38%	39%	42%	44%	39%	36%	29%	41%	37%

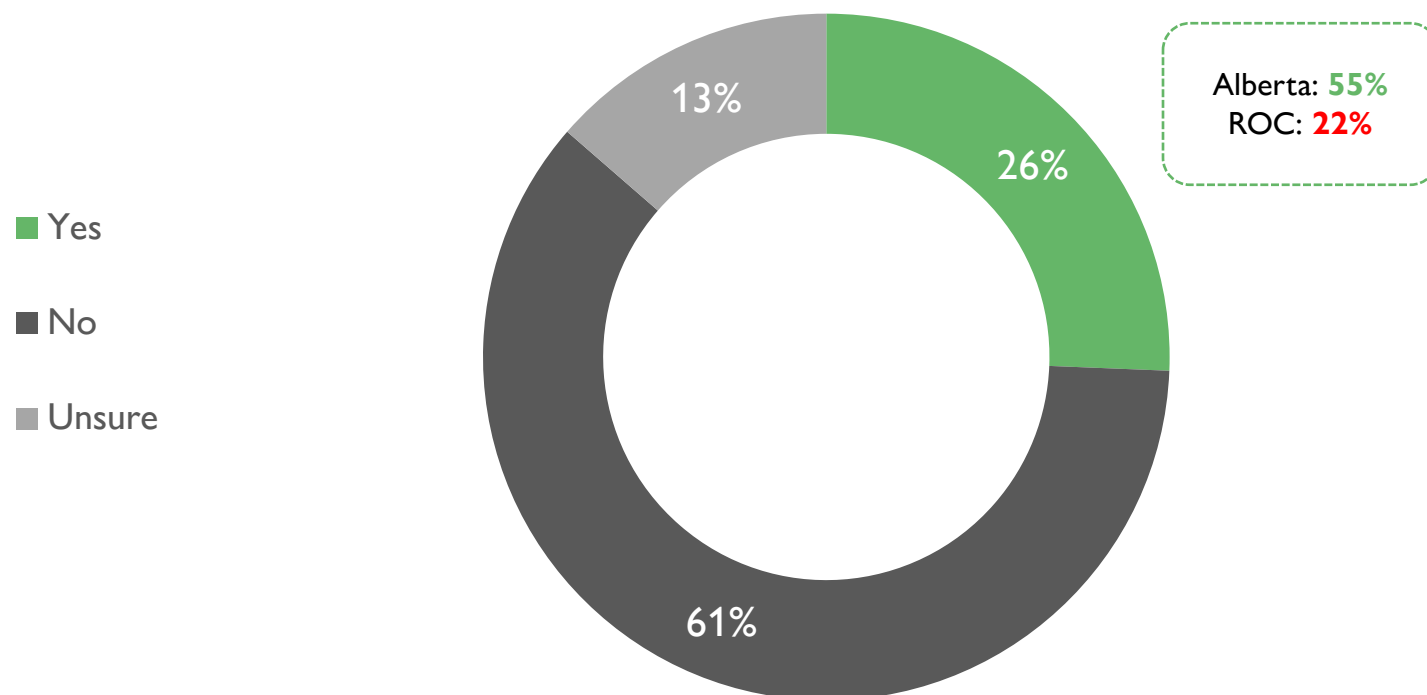
Base: All respondents (n=3,000)





Before today, were you aware that “physician dual practice” allows doctors to work in both the public and private health care systems?

The meaning of physician dual practice is unfamiliar to most Canadians, with only 26% knowing it allows doctors to work in both the public and private healthcare systems.



Base: All respondents (n=3,000)



 Before today, were you aware that “physician dual practice” allows doctors to work in both the public and private health care systems?

UNDERSTANDING OF PHYSICIAN DUAL PRACTICE

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Yes	26%	23%	55%	20%	21%	26%	20%	55%	22%	34%	30%	21%	20%	30%	22%	21%	26%	31%	30%	26%	20%
No	61%	61%	36%	61%	64%	62%	75%	36%	64%	53%	55%	68%	65%	58%	63%	66%	59%	58%	58%	61%	61%
Unsure	14%	17%	9%	19%	15%	12%	5%	9%	14%	13%	15%	11%	15%	12%	15%	13%	15%	11%	12%	13%	20%

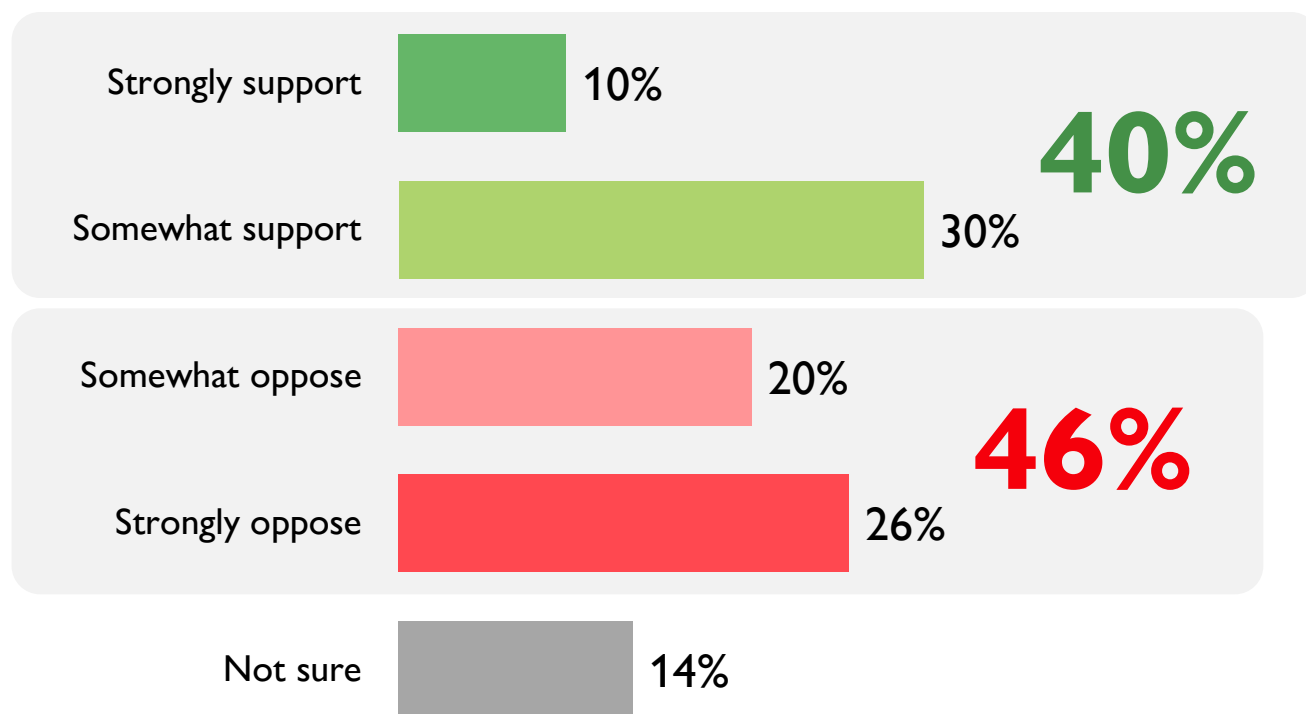
ALBERTA RESIDENTS	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Yes	53%	48%	52%	46%	65%	55%	51%	49%	54%	58%	65%	54%	49%
No	38%	42%	39%	46%	27%	38%	37%	39%	40%	33%	26%	39%	45%
Unsure	9%	11%	10%	8%	9%	7%	12%	12%	6%	9%	9%	7%	6%

Base: All respondents (n=3,000)



After learning more, do you support physician dual practice which allows doctors to work in both the public and private health care systems?

After learning what physician dual practice means, Canadians are slightly more likely to oppose it (46%) than support it (40%).



Base: All respondents (n=3,000)



After learning more, do you support physician dual practice which allows doctors to work in both the public and private health care systems?

SUPPORT FOR PHYSICIAN DUAL PRACTICE

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] SUPPORT	40%	35%	41%	44%	37%	47%	38%	41%	40%	60%	49%	34%	25%	42%	38%	35%	41%	45%	35%	51%	24%
Strongly support	10%	8%	14%	14%	7%	13%	7%	14%	9%	18%	13%	7%	4%	12%	8%	8%	10%	11%	7%	12%	6%
Somewhat support	30%	27%	28%	30%	30%	35%	31%	28%	31%	43%	36%	27%	21%	31%	30%	27%	31%	35%	28%	39%	19%
Somewhat oppose	20%	27%	19%	22%	18%	20%	24%	19%	21%	20%	15%	20%	25%	22%	19%	19%	23%	20%	22%	19%	21%
Strongly oppose	26%	21%	28%	18%	30%	24%	25%	28%	26%	13%	24%	30%	32%	24%	28%	30%	23%	25%	29%	18%	42%
[NET] OPPOSE	46%	47%	46%	39%	48%	45%	49%	46%	46%	33%	39%	51%	57%	46%	47%	48%	46%	45%	51%	37%	63%
Not sure	14%	17%	12%	17%	15%	8%	13%	12%	14%	7%	11%	15%	18%	12%	15%	16%	14%	10%	14%	12%	13%

Base: All respondents (n=3,000)





After learning more, do you support physician dual practice which allows doctors to work in both the public and private health care systems?

SUPPORT FOR PHYSICIAN DUAL PRACTICE – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] SUPPORT	41%	54%	44%	33%	35%	46%	35%	37%	42%	44%	18%	57%	51%
Strongly support	12%	21%	14%	7%	10%	14%	11%	8%	15%	15%	3%	21%	17%
Somewhat support	28%	33%	30%	25%	24%	32%	24%	30%	26%	30%	15%	36%	34%
Somewhat oppose	19%	19%	18%	21%	20%	19%	20%	21%	18%	19%	22%	17%	22%
Strongly oppose	28%	18%	27%	32%	31%	23%	32%	29%	29%	26%	51%	13%	25%
[NET] OPPOSE	47%	38%	45%	52%	51%	43%	52%	50%	47%	46%	74%	30%	47%
Not sure	12%	8%	11%	15%	14%	11%	14%	13%	12%	10%	9%	13%	2%

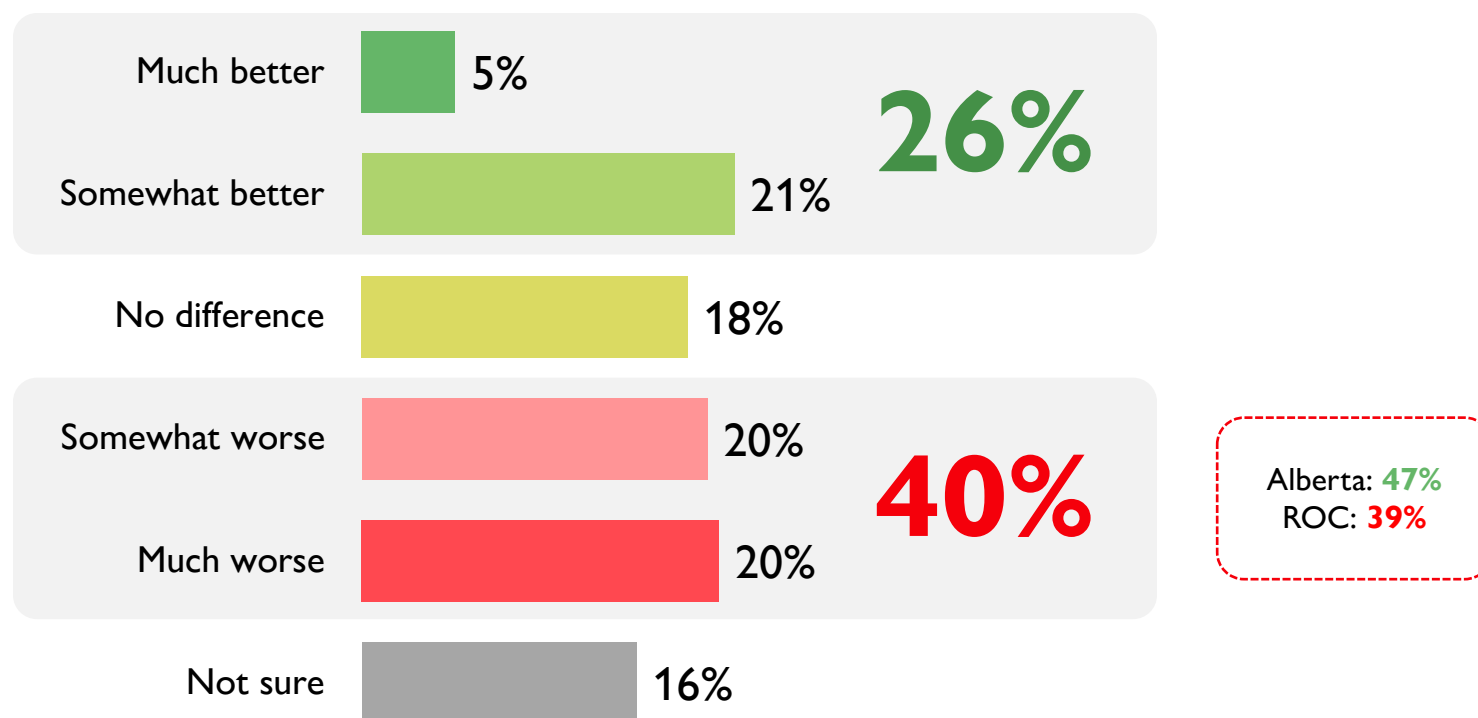
Base: Alberta residents (n=1,500)





Overall, do you think Bill 11 will make health care in Alberta...

Canadians are more likely to believe Bill 11 will make health care in Alberta worse (40%) than better (26%), while nearly one-third say it will make no difference or are unsure.



Base: All respondents (n=3,000)





Overall, do you think Bill 11 will make health care in Alberta...

EXPECTED IMPACT OF BILL 11

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
[NET] BETTER	26%	21%	30%	25%	21%	38%	23%	30%	26%	37%	34%	22%	17%	27%	25%	23%	27%	31%	25%	33%	10%
Much better	5%	3%	8%	5%	5%	6%	4%	8%	5%	9%	8%	4%	2%	7%	4%	4%	6%	6%	5%	6%	4%
Somewhat better	21%	18%	21%	20%	17%	32%	19%	21%	21%	28%	26%	18%	15%	21%	21%	19%	21%	25%	20%	27%	6%
No difference	18%	18%	14%	16%	16%	24%	25%	14%	19%	17%	22%	18%	17%	23%	14%	15%	22%	18%	16%	22%	14%
Somewhat worse	20%	23%	20%	22%	22%	14%	13%	20%	20%	23%	15%	19%	21%	20%	19%	17%	22%	18%	22%	17%	26%
Much worse	20%	20%	28%	20%	23%	11%	22%	28%	19%	14%	18%	23%	23%	18%	22%	25%	16%	20%	23%	14%	40%
[NET] WORSE	40%	43%	47%	42%	45%	25%	35%	47%	39%	37%	33%	43%	45%	38%	41%	42%	39%	39%	45%	31%	66%
Not sure	16%	18%	9%	17%	17%	13%	17%	9%	16%	10%	10%	17%	21%	12%	19%	20%	13%	13%	15%	14%	9%

Base: All respondents (n=3,000)





Overall, do you think Bill 11 will make health care in Alberta...

EXPECTED IMPACT OF BILL 11 – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
[NET] BETTER	29%	39%	35%	22%	23%	36%	23%	22%	35%	33%	12%	49%	36%
Much better	8%	16%	10%	4%	3%	9%	6%	5%	10%	8%	2%	15%	14%
Somewhat better	22%	23%	25%	19%	20%	27%	17%	16%	25%	25%	10%	35%	22%
No difference	13%	11%	9%	17%	14%	14%	12%	13%	13%	12%	9%	13%	14%
Somewhat worse	20%	20%	20%	22%	19%	19%	22%	22%	20%	20%	17%	17%	24%
Much worse	29%	22%	29%	29%	31%	24%	33%	33%	25%	28%	57%	12%	24%
[NET] WORSE	49%	43%	49%	51%	51%	43%	55%	55%	45%	48%	74%	29%	48%
Not sure	9%	7%	6%	10%	12%	7%	11%	10%	7%	8%	5%	9%	2%

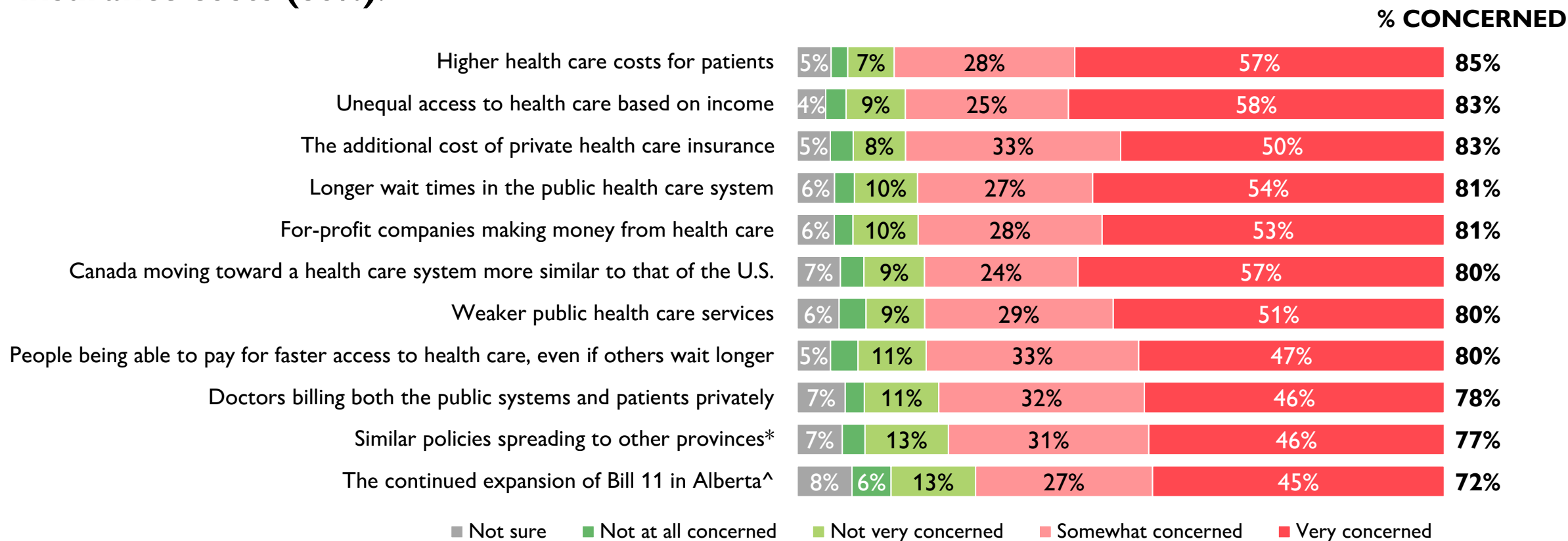
Base: Alberta residents (n=1,500)





Thinking about Bill 11, how concerned are you about each of the following?

Canadians express widespread concern across every tested consequence of Bill 11, particularly higher health care costs (85%), unequal access (83%), and private health insurance costs (83%).



Base: All respondents (n=3,000) | * only shown to respondents from the rest of Canada; ^ only shown to respondents from Alberta





Thinking about Bill 11, how concerned are you about each of the following?

CONCERNS ABOUT BILL 11

% CONCERNED	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Higher health care costs for patients	85%	85%	82%	89%	87%	82%	85%	82%	85%	83%	80%	84%	91%	82%	88%	88%	83%	85%	89%	81%	93%
Unequal access to health care based on income	83%	80%	79%	82%	86%	84%	80%	79%	84%	81%	79%	84%	88%	80%	87%	88%	81%	82%	88%	76%	94%
The additional cost of private health care insurance	83%	81%	80%	83%	85%	86%	80%	80%	84%	82%	78%	84%	88%	80%	86%	85%	82%	85%	88%	80%	90%
Longer wait times in the public health care system	81%	81%	80%	77%	86%	78%	74%	80%	81%	80%	78%	82%	85%	78%	85%	85%	79%	82%	84%	79%	95%
For-profit companies making money from health care	81%	80%	77%	77%	84%	82%	79%	77%	82%	81%	77%	80%	86%	78%	85%	85%	79%	82%	88%	74%	92%
Canada moving toward a health care system more similar to that of the United States	80%	82%	81%	84%	81%	76%	82%	81%	80%	80%	75%	81%	84%	78%	83%	84%	77%	82%	89%	71%	85%
Weaker public health care services	80%	83%	80%	75%	85%	74%	77%	80%	80%	77%	79%	80%	83%	77%	83%	82%	78%	82%	86%	74%	93%
People being able to pay for faster access to health care, even if others wait longer	80%	77%	75%	72%	81%	86%	76%	75%	81%	77%	76%	80%	85%	75%	85%	85%	78%	77%	88%	71%	92%
Doctors billing both the public systems and patients privately	78%	77%	75%	79%	79%	81%	70%	75%	78%	75%	75%	80%	81%	76%	80%	81%	77%	77%	83%	72%	87%
Similar policies spreading to other provinces *	77%	73%	--	73%	81%	72%	75%	--	77%	72%	74%	78%	81%	74%	79%	80%	75%	76%	84%	71%	91%

Base: All respondents (n=3,000) | * only shown to respondents from the rest of Canada





Thinking about Bill 11, how concerned are you about each of the following?

CONCERNS ABOUT BILL 11 – ALBERTA RESIDENTS

% CONCERNED	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Higher health care costs for patients	84%	85%	83%	85%	86%	80%	89%	87%	84%	82%	94%	75%	92%
Longer wait times in the public health care system	83%	84%	81%	84%	83%	77%	88%	85%	84%	80%	94%	70%	91%
Canada moving toward a health care system more similar to that of the United States	82%	86%	81%	80%	82%	77%	88%	86%	79%	83%	95%	70%	85%
The additional cost of private health care insurance	82%	81%	82%	83%	81%	79%	85%	83%	84%	78%	92%	71%	89%
Unequal access to health care based on income	82%	84%	82%	82%	79%	77%	86%	85%	80%	81%	92%	71%	91%
Weaker public health care services	81%	84%	82%	79%	80%	76%	86%	83%	80%	80%	93%	67%	94%
For-profit companies making money from health care	78%	80%	83%	73%	76%	73%	83%	82%	79%	72%	92%	63%	84%
People being able to pay for faster access to health care, even if others wait longer	78%	84%	75%	77%	76%	72%	83%	83%	80%	70%	90%	64%	87%
Doctors billing both the public systems and patients privately	77%	81%	78%	74%	75%	72%	81%	81%	77%	73%	88%	64%	85%
The continued expansion of Bill 11 in Alberta	75%	77%	76%	73%	73%	69%	81%	78%	74%	73%	92%	58%	86%

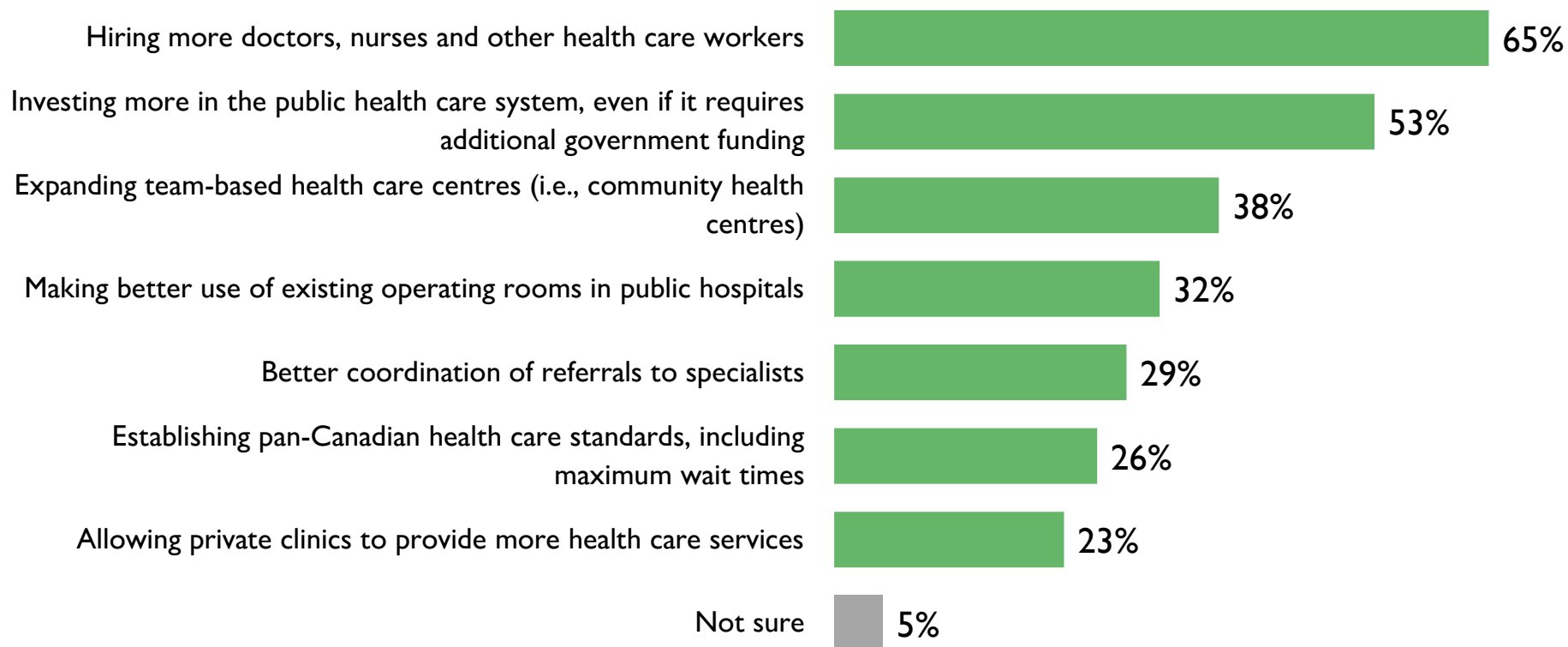
Base: Alberta residents (n=1,500)





Which THREE of the following approaches do you think would be most effective at reducing health care wait times in Canada? *Select up to 3.*

Canadians clearly favour public health care solutions to reduce wait times, with hiring more health care workers (65%) and public investment (53%) ranking well ahead of expanding private clinics (23%).



Base: All respondents (n=3,000)





Which THREE of the following approaches do you think would be most effective at reducing health care wait times in Canada? *Select up to 3.*

PREFERRED SOLUTIONS TO REDUCE WAIT TIMES

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Hiring more doctors, nurses and other health care workers	65%	73%	68%	78%	67%	46%	75%	68%	64%	59%	60%	66%	71%	60%	69%	64%	68%	60%	70%	61%	71%
Investing more in the public health care system, even if it requires additional government funding	53%	53%	55%	54%	61%	37%	58%	55%	53%	57%	54%	52%	52%	50%	56%	57%	50%	54%	59%	47%	72%
Expanding team-based health care centres	38%	38%	34%	40%	37%	41%	41%	34%	38%	36%	33%	39%	43%	36%	40%	34%	38%	41%	40%	38%	33%
Making better use of existing operating rooms in public hospitals	32%	36%	38%	42%	26%	37%	26%	38%	31%	31%	27%	35%	34%	34%	31%	32%	30%	34%	33%	32%	21%
Better coordination of referrals to specialists	29%	21%	29%	24%	31%	33%	26%	29%	29%	29%	32%	24%	30%	28%	30%	33%	26%	29%	29%	30%	24%
Establishing pan-Canadian health care standards, including maximum wait times	26%	26%	24%	16%	26%	32%	22%	24%	26%	29%	27%	27%	22%	28%	24%	24%	26%	29%	23%	28%	31%
Allowing private clinics to provide more health care services	23%	20%	25%	22%	20%	26%	26%	25%	22%	28%	28%	21%	16%	26%	20%	19%	25%	24%	18%	30%	14%
Not sure	5%	5%	4%	2%	5%	5%	5%	4%	5%	3%	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%	6%

Base: All respondents (n=3,000)





Which THREE of the following approaches do you think would be most effective at reducing health care wait times in Canada? *Select up to 3.*

PREFERRED SOLUTIONS TO REDUCE WAIT TIMES – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Hiring more doctors, nurses and other health care workers	68%	61%	62%	73%	72%	63%	72%	68%	64%	70%	75%	64%	62%
Investing more in the public health care system, even if it requires additional government funding	57%	60%	60%	57%	51%	54%	59%	56%	56%	60%	69%	44%	63%
Making better use of existing operating rooms in public hospitals	36%	27%	31%	35%	51%	39%	34%	36%	36%	38%	31%	38%	32%
Expanding team-based health care centres	34%	33%	31%	40%	34%	34%	35%	35%	37%	33%	37%	34%	36%
Better coordination of referrals to specialists	29%	30%	31%	26%	30%	30%	29%	27%	31%	31%	26%	33%	31%
Establishing pan-Canadian health care standards, including maximum wait times	24%	33%	26%	20%	20%	25%	23%	22%	26%	24%	29%	22%	29%
Allowing private clinics to provide more health care services	24%	29%	25%	25%	19%	26%	22%	20%	27%	26%	11%	39%	20%
Not sure	4%	4%	5%	3%	4%	4%	4%	6%	4%	3%	5%	3%	4%

Base: Alberta residents (n=1,500)



Language Testing



A black stethoscope is resting on a clipboard with a white sheet of paper. The background is a dark, textured surface.

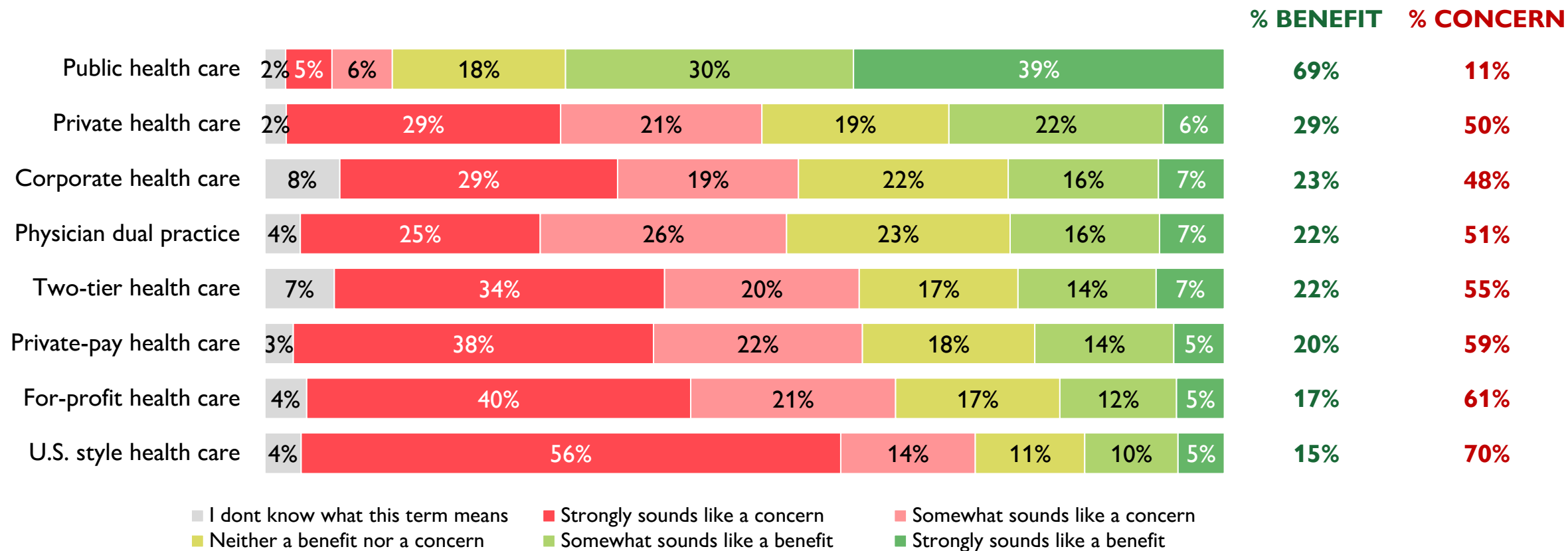
KEY FINDINGS

- Language associated with privatization consistently triggers concern. "U.S.-style health care" generates the strongest negative reaction (70% concern), followed by "for-profit health care" (61%), "private-pay health care" (59%), "two-tier health care" (55%), and "physician dual practice" (51%).
- The words used to describe health care policy meaningfully shape public reaction. Terms emphasizing privatization or profit consistently generate far greater concern than benefit, while neutral language softens negative reactions.
- Reactions are strongest among older Canadians and Liberal/NDP supporters. These groups are especially likely to express concern toward privatization-related terminology, while younger Canadians and Conservative supporters are relatively more receptive to these frames.



When you hear each of the following terms, does it sound more like a benefit or more like a concern?

"U.S.-style health care" (70%), "for-profit health care" (61%), and "private-pay health care" (59%) generate the strongest concern.



Base: All respondents (n=3,000)





When you hear each of the following terms, does it sound more like a benefit or more like a concern?

REACTIONS TO HEALTH CARE TERMINOLOGY

% BENEFIT	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Public health care	69%	70%	72%	73%	71%	57%	78%	72%	68%	69%	66%	67%	72%	69%	68%	69%	68%	71%	77%	61%	76%
Private health care	29%	24%	28%	30%	25%	39%	27%	28%	29%	42%	34%	26%	19%	31%	26%	25%	29%	33%	28%	36%	12%
Corporate health care	23%	18%	21%	23%	19%	34%	17%	21%	23%	38%	26%	19%	13%	24%	21%	18%	23%	28%	23%	23%	13%
Physician dual practice	22%	18%	26%	33%	20%	25%	19%	26%	22%	37%	27%	16%	15%	24%	20%	21%	22%	25%	20%	29%	13%
Two-tier health care	22%	18%	21%	22%	20%	26%	19%	21%	22%	35%	27%	18%	12%	24%	19%	16%	22%	27%	21%	25%	12%
Private-pay health care	20%	15%	23%	19%	20%	20%	19%	23%	19%	35%	23%	13%	13%	22%	17%	17%	19%	25%	19%	25%	11%
For-profit health care	17%	13%	18%	16%	17%	20%	16%	18%	17%	32%	19%	15%	8%	21%	14%	13%	18%	20%	17%	22%	10%
U.S. style health care	15%	8%	16%	17%	15%	16%	12%	16%	14%	31%	18%	9%	6%	17%	12%	14%	14%	17%	15%	18%	10%

Base: All respondents (n=3,000)





When you hear each of the following terms, does it sound more like a benefit or more like a concern?

REACTIONS TO HEALTH CARE TERMINOLOGY

% CONCERN	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
U.S. style health care	70%	77%	70%	70%	72%	62%	73%	70%	70%	55%	61%	74%	84%	68%	73%	72%	69%	69%	76%	62%	77%
For-profit health care	61%	66%	62%	64%	64%	50%	65%	62%	61%	43%	54%	63%	77%	60%	63%	68%	58%	58%	68%	53%	75%
Private-pay health care	59%	53%	59%	57%	61%	60%	58%	59%	59%	40%	52%	66%	71%	56%	63%	63%	58%	57%	65%	49%	75%
Two-tier health care	55%	57%	55%	55%	57%	48%	55%	55%	55%	30%	46%	60%	72%	55%	55%	58%	52%	55%	59%	50%	66%
Physician dual practice	51%	53%	49%	42%	54%	48%	47%	49%	51%	31%	44%	56%	64%	49%	52%	55%	48%	49%	56%	40%	66%
Private health care	50%	49%	53%	45%	55%	39%	50%	53%	49%	33%	42%	53%	63%	46%	53%	56%	46%	46%	55%	41%	71%
Corporate health care	48%	53%	52%	51%	56%	25%	52%	52%	47%	35%	43%	50%	58%	47%	48%	54%	45%	45%	51%	44%	68%
Public health care	11%	8%	10%	6%	10%	18%	5%	10%	11%	8%	12%	11%	12%	10%	12%	13%	12%	8%	9%	12%	10%

Base: All respondents (n=3,000)





When you hear each of the following terms, does it sound more like a benefit or more like a concern?

REACTIONS TO HEALTH CARE TERMINOLOGY – ALBERTA RESIDENTS

% BENEFIT	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Public health care	74%	79%	75%	71%	73%	74%	75%	70%	76%	78%	86%	68%	79%
Private health care	26%	39%	32%	17%	19%	31%	22%	20%	30%	29%	8%	40%	38%
Physician dual practice	26%	36%	32%	18%	19%	29%	22%	22%	28%	28%	10%	38%	38%
Private-pay health care	22%	36%	29%	12%	13%	24%	19%	17%	26%	23%	6%	32%	35%
Corporate health care	22%	39%	27%	14%	11%	26%	17%	19%	24%	23%	10%	29%	39%
Two-tier health care	21%	33%	29%	12%	12%	23%	19%	16%	25%	23%	7%	30%	32%
For-profit health care	18%	34%	25%	13%	7%	20%	16%	14%	22%	19%	7%	28%	30%
U.S. style health care	16%	32%	21%	9%	6%	19%	13%	13%	23%	14%	5%	25%	30%

Base: Alberta residents (n=1,500)





When you hear each of the following terms, does it sound more like a benefit or more like a concern?

REACTIONS TO HEALTH CARE TERMINOLOGY – ALBERTA RESIDENTS

% CONCERN	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
U.S. style health care	71%	55%	66%	77%	82%	66%	76%	72%	67%	75%	90%	59%	59%
For-profit health care	64%	45%	60%	70%	75%	59%	68%	66%	60%	65%	85%	48%	53%
Private-pay health care	61%	50%	55%	67%	68%	55%	67%	66%	56%	61%	86%	44%	54%
Two-tier health care	56%	36%	51%	61%	70%	52%	60%	58%	52%	59%	82%	40%	44%
Private health care	55%	41%	52%	63%	60%	50%	60%	60%	51%	54%	82%	38%	47%
Corporate health care	53%	38%	51%	55%	62%	50%	55%	57%	50%	51%	77%	41%	39%
Physician dual practice	51%	39%	49%	57%	56%	44%	57%	56%	47%	50%	74%	33%	44%
Public health care	10%	5%	11%	12%	12%	10%	10%	12%	10%	7%	6%	12%	10%

Base: Alberta residents (n=1,500)



Message Testing



KEY FINDINGS

- Canadians are most motivated by protecting universal, publicly funded health care. The top concern is Canada moving toward a U.S.-style health care system (23%), followed by patients paying out of pocket (16%) and longer wait times (12%), while physician dual practice itself ranks as the least important concern (4%).
- Every message tested resonates with a strong majority of Canadians. The affordability message is the strongest overall (91% convincing), followed closely by "health care should be based on need, not income" (89%) and "health card, not credit card" (89%).
- Affordability is the most powerful communications frame. Positioning health care as another rising household cost is both the most convincing message (91%) and the strongest motivator for action (26%).
- Messages focused on fairness and universal access also perform exceptionally well. Health care based on need rather than income motivates 23% of Canadians, while warning against a U.S.-style system motivates 19%, reinforcing that equity remains a compelling theme.
- Technical or policy-focused arguments are less effective than values-based messaging. Messages about doctors profiting from medically necessary care (78% convincing) or physician dual practice weakening the public system (78%) resonate, but motivate relatively few Canadians to act (6% and 4%, respectively).



When thinking about Alberta's Bill 11 and possible changes to Canada's health care system, which of the following concerns would matter MOST to you and which would matter LEAST to you?

MaxDiff Analysis

What is MaxDiff?

To identify which potential consequences of Alberta's Bill 11 resonate most strongly with Canadians, a MaxDiff (Maximum Difference) exercise was included in the survey. Respondents were shown a series of questions containing different combinations of potential concerns and were asked to select which would matter most and least to them in each set. This approach produces a relative ranking of the issues that matter most, helping identify the themes that are most likely to motivate public concern and inform campaign messaging.

The Current Design

Respondents completed 6 MaxDiff exercises, each presenting 4 potential concerns selected from a total of 8 issues. The design ensures each issue is shown an equal number of times and compared evenly against the others, producing a robust ranking of the concerns that matter most to Canadians.

The concerns tested were:

- People with higher incomes being able to get faster access to health care
- For-profit companies making money from medically necessary health care
- Doctors working in both the public and private health care systems
- Patients having to pay out of pocket for health care services
- Private health insurance becoming necessary to access care
- Longer wait times in the public health care system
- Public health care becoming weaker over time
- Health care becoming more like the system in the United States
- Governments not investing enough in public health care solutions

Respondents were asked to indicate which concern would matter most and least to them each time they completed the exercise.



When thinking about Alberta's Bill 11 and possible changes to Canada's health care system, which of the following concerns would matter MOST to you and which would matter LEAST to you?

Canadians' greatest concerns centre on affordability and preserving universal access, with fears of a U.S.-style health care system ranking highest.

WHAT CANADIANS CONSIDER THE MOST CONCERNING ISSUE

		Rank
Health care becoming more like the system in the United States	 23%	1
Patients having to pay out of pocket for health care services	 16%	2
Longer wait times in the public health care system	 12%	3
People with higher incomes being able to get faster access to health care	 10%	4
Public health care becoming weaker over time	 10%	5
Governments not investing enough in public health care solutions	 9%	6
Private health insurance becoming necessary to access care	 9%	7
For-profit companies making money from medically necessary health care	 7%	8
Doctors working in both the public and private health care systems	 4%	9

Base: All respondents (n=3,000)





When thinking about Alberta's Bill 11 and possible changes to Canada's health care system, which of the following concerns would matter **MOST** to you and which would matter **LEAST** to you?

WHAT CANADIANS CONSIDER THE MOST CONCERNING ISSUE

	TOTAL	COMMITTED FED. VOTE	
		LPC	CPC
Health care becoming more like the system in the United States	23%	28%	19%
Patients having to pay out of pocket for health care services	16%	16%	16%
Longer wait times in the public health care system	12%	11%	14%
People with higher incomes being able to get faster access to health care	10%	10%	9%
Public health care becoming weaker over time	10%	10%	10%
Governments not investing enough in public health care solutions	9%	9%	10%
Private health insurance becoming necessary to access care	9%	8%	9%
For-profit companies making money from medically necessary health care	7%	7%	7%
Doctors working in both the public and private health care systems	4%	3%	5%

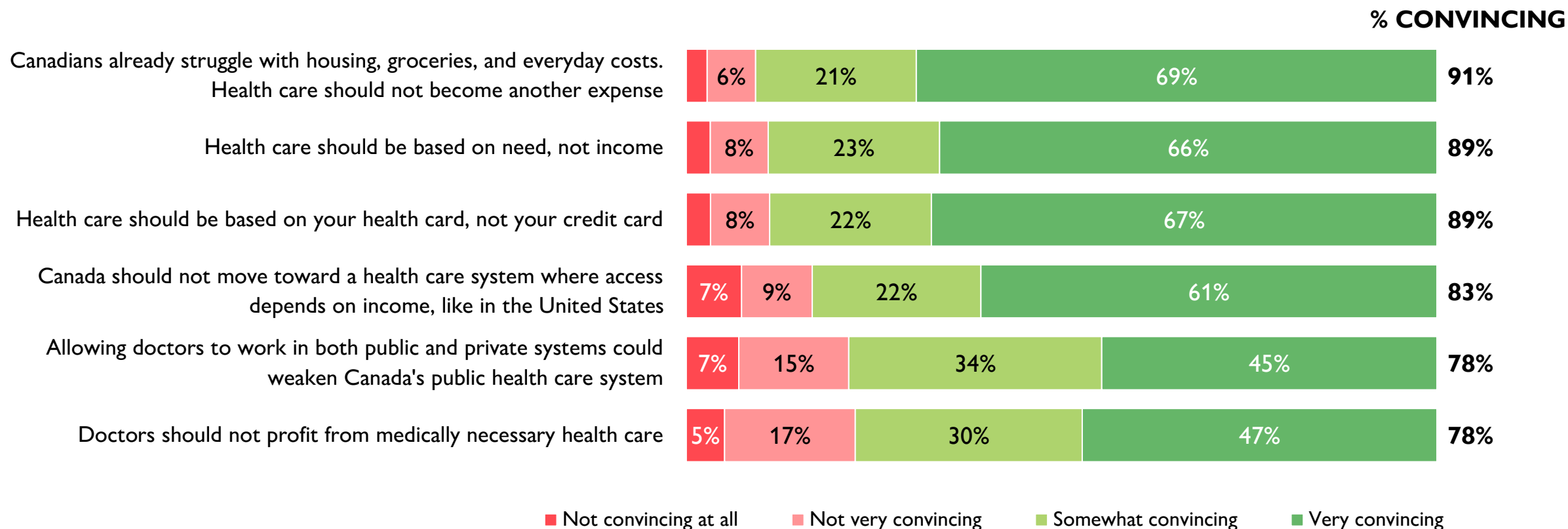
Base: All respondents (n=3,000)





How convincing do you find this message?

All messages resonate with a strong majority of Canadians, led by the affordability message at 91%, followed by need-based care and “health card, not credit card” at 89% each.



Base: All respondents (n=3,000)





How convincing do you find this message?

MESSAGE CONVINCINGNESS

% CONVINCING	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Canadians already struggle with housing, groceries, and everyday costs. Health care should not become another expense	91%	94%	88%	96%	92%	88%	88%	88%	91%	91%	88%	90%	94%	87%	94%	92%	90%	91%	95%	86%	96%
Health care should be based on need, not income	89%	87%	88%	93%	92%	85%	87%	88%	89%	87%	87%	88%	93%	85%	93%	90%	88%	90%	93%	84%	92%
Health care should be based on your health card, not your credit card	89%	88%	86%	95%	91%	86%	89%	86%	89%	83%	86%	89%	95%	85%	92%	90%	89%	89%	93%	84%	95%
Canada should not move toward a health care system where access depends on income, like in the U.S.	83%	83%	81%	86%	85%	82%	82%	81%	83%	85%	81%	81%	86%	81%	85%	82%	84%	83%	89%	79%	87%
Allowing doctors to work in both public and private systems could weaken Canada's public health care system	78%	77%	75%	81%	81%	76%	77%	75%	79%	77%	77%	80%	79%	77%	80%	76%	79%	81%	84%	72%	84%
Doctors should not profit from medically necessary health care	78%	76%	73%	81%	78%	79%	75%	73%	78%	78%	79%	76%	77%	72%	83%	81%	75%	77%	81%	73%	82%

Base: All respondents (n=3,000)





How convincing do you find this message?

MESSAGE CONVINCINGNESS – ALBERTA RESIDENTS

% CONVINCING	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Health care should be based on need, not income	90%	90%	93%	86%	90%	87%	93%	91%	89%	89%	96%	83%	93%
Canadians already struggle with housing, groceries, and everyday costs. Health care should not become another expense	89%	89%	94%	87%	87%	86%	93%	90%	90%	87%	96%	82%	94%
Health care should be based on your health card, not your credit card	88%	90%	92%	84%	87%	84%	92%	89%	89%	86%	95%	81%	93%
Canada should not move toward a health care system where access depends on income, like in the United States	81%	87%	84%	77%	79%	78%	85%	82%	80%	83%	90%	72%	86%
Allowing doctors to work in both public and private systems could weaken Canada's public health care system	76%	82%	82%	72%	70%	74%	79%	79%	75%	77%	88%	63%	84%
Doctors should not profit from medically necessary health care	76%	81%	84%	73%	66%	71%	81%	78%	76%	73%	86%	65%	81%

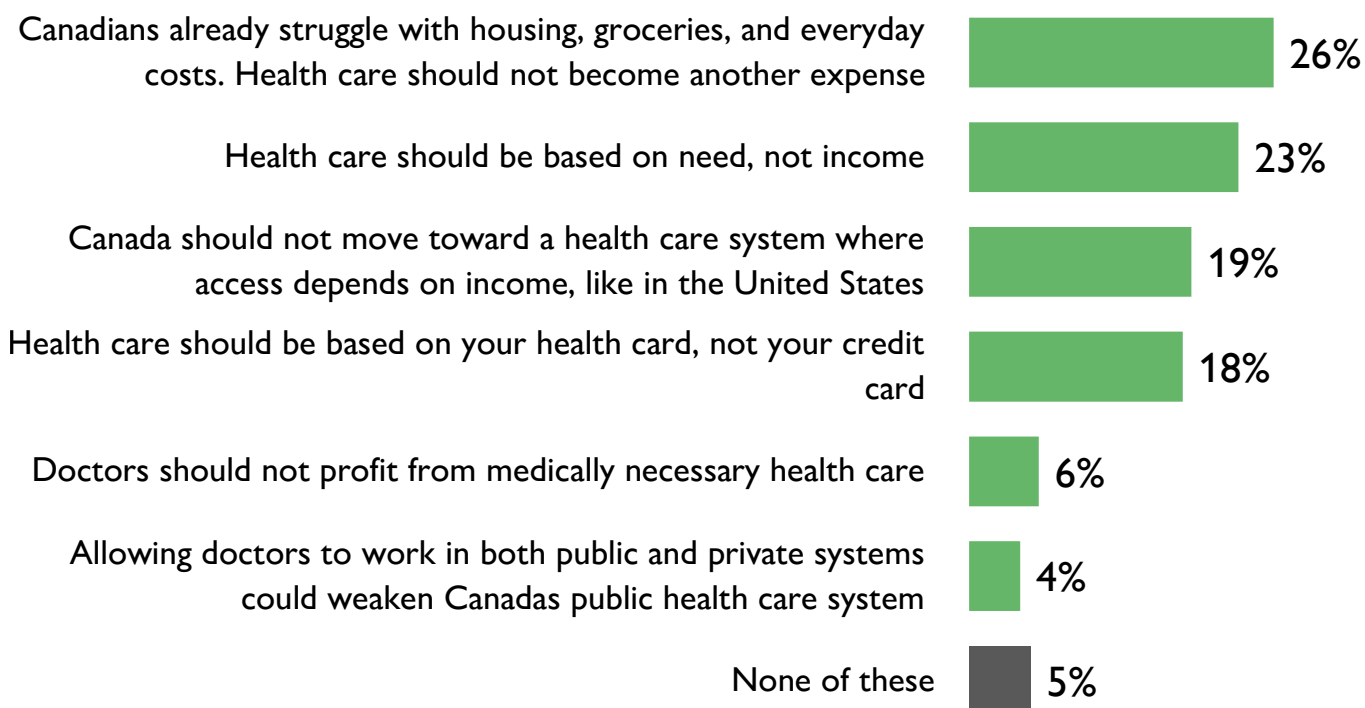
Base: Alberta residents (n=1,500)





Which message would make you MOST likely to take action on this issue?

The same affordability and universal access messages that resonate most are also the strongest motivators for action, led by the cost-of-living message (26%) and health care based on need, not income (23%).



Base: All respondents (n=3,000)





Which message would make you MOST likely to take action on this issue?

MOST MOTIVATING MESSAGE

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Canadians already struggle with housing, groceries, and everyday costs. Health care should not become another expense	26%	22%	24%	28%	27%	25%	26%	24%	26%	30%	23%	26%	25%	21%	30%	31%	25%	20%	23%	29%	25%
Health care should be based on need, not income	23%	27%	22%	23%	19%	27%	19%	22%	23%	21%	24%	20%	24%	23%	22%	23%	20%	25%	24%	21%	22%
Canada should not move toward a health care system where access depends on income, like in the U.S.	19%	18%	18%	17%	19%	17%	23%	18%	19%	14%	16%	17%	25%	20%	18%	17%	20%	18%	23%	15%	25%
Health care should be based on your health card, not your credit card	18%	18%	14%	17%	20%	16%	16%	14%	18%	15%	19%	20%	17%	19%	17%	16%	18%	21%	17%	16%	19%
Doctors should not profit from medically necessary health care	6%	4%	5%	6%	5%	9%	4%	5%	6%	8%	8%	7%	2%	6%	6%	4%	8%	6%	6%	7%	4%
Allowing doctors to work in both public and private systems could weaken Canadas public health care system	4%	5%	7%	5%	4%	4%	2%	7%	4%	8%	5%	3%	3%	5%	4%	4%	5%	5%	4%	4%	5%
None of these	5%	6%	8%	4%	5%	2%	10%	8%	5%	3%	6%	7%	4%	6%	4%	5%	4%	5%	3%	8%	2%

Base: Alberta residents (n=1,500)





Which message would make you MOST likely to take action on this issue?

MOST MOTIVATING MESSAGE – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Canadians already struggle with housing, groceries, and everyday costs. Health care should not become another expense	27%	29%	32%	23%	24%	24%	30%	31%	26%	24%	29%	23%	28%
Health care should be based on need, not income	21%	19%	17%	23%	25%	22%	21%	21%	21%	21%	24%	23%	17%
Canada should not move toward a health care system where access depends on income, like in the U.S.	18%	15%	17%	19%	19%	17%	19%	16%	17%	21%	21%	15%	18%
Health care should be based on your health card, not your credit card	14%	14%	12%	19%	13%	15%	14%	17%	14%	13%	13%	14%	22%
Allowing doctors to work in both public and private systems could weaken Canadas public health care system	7%	11%	9%	4%	5%	8%	7%	6%	8%	8%	7%	8%	5%
Doctors should not profit from medically necessary health care	5%	9%	7%	2%	2%	4%	5%	3%	6%	5%	2%	5%	8%
None of these	7%	3%	5%	9%	10%	9%	5%	5%	7%	9%	3%	12%	2%

Base: Alberta residents (n=1,500)



Advocacy & Trust



KEY FINDINGS

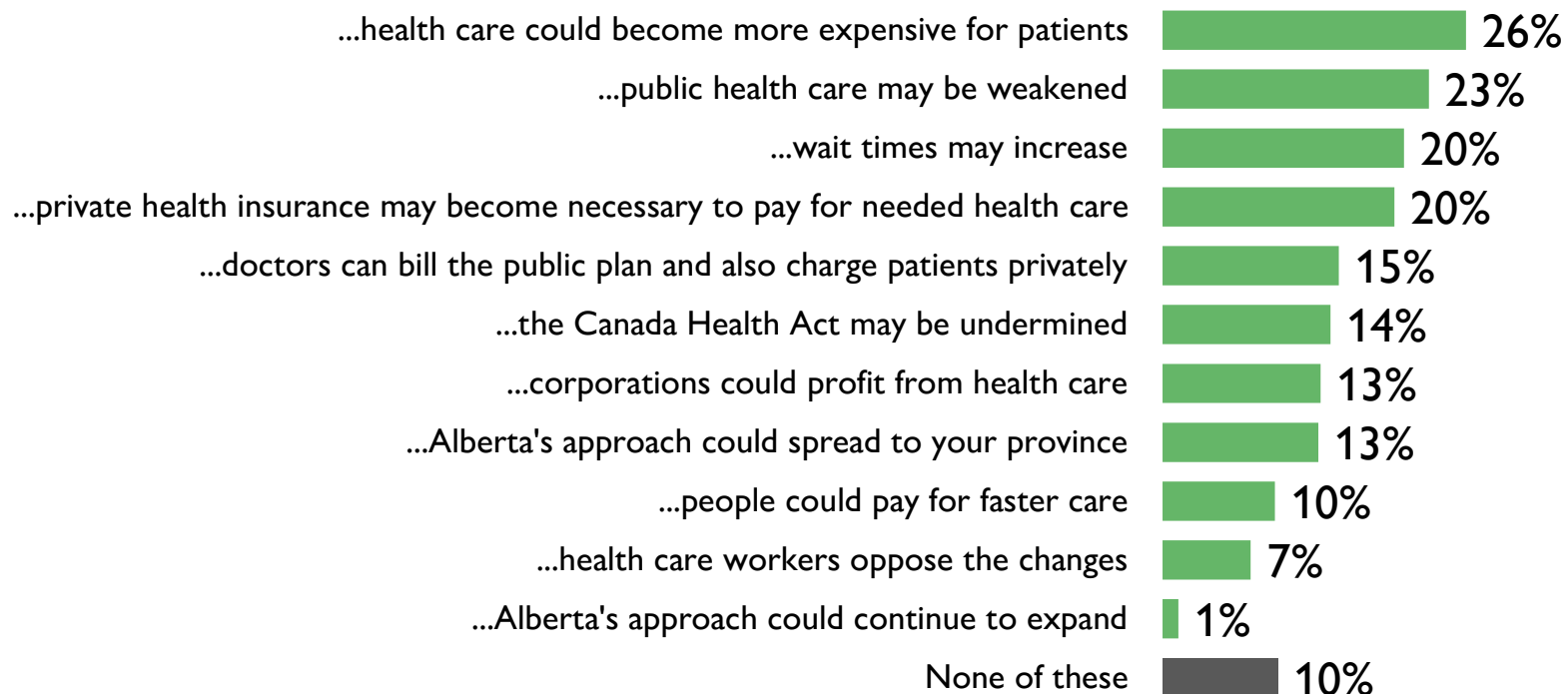
- Affordability and protecting public health care are the strongest motivators for action. Rising patient costs (26%), a weaker public system (23%), longer wait times (20%), and private insurance becoming necessary (20%) are the issues most likely to spur Canadians to speak out.
- Health care professionals are the most trusted voices. Nurses (75%), doctors (73%), and health care researchers (66%) are trusted far more than governments, insurers, or for-profit health care companies.
- Trust drops sharply for governments and private-sector organizations. Fewer than half trust the federal government (41%), provincial governments (38%), or the Canadian Health Coalition (45%), while trust is lowest for insurance companies (23%) and for-profit health care companies (22%).
- Family doctors are the single most influential source of health care information. Nearly half (45%) say family doctors would influence their views, followed by researchers and experts (27%) and the Government of Canada (27%).
- Campaigns should prioritize trusted clinical voices over social media. Physicians, nurses, and researchers are the most credible messengers, while AI tools (4%), TikTok (4%), Instagram (4%), and Facebook (5%) have relatively little influence on opinions about health care.



Which of the following would MOST likely motivate you to take action or speak out on this issue? *Select up to 2.*

Canadians are most motivated to act by concerns about affordability and protecting public health care.

Learning...



Base: All respondents (n=3,000)





Which of the following would MOST likely motivate you to take action or speak out on this issue? *Select up to 2.*

MOTIVATORS FOR PUBLIC ACTION

Learning...	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
...health care could become more expensive for patients	26%	25%	28%	31%	23%	29%	22%	28%	25%	29%	27%	22%	26%	24%	28%	30%	25%	22%	25%	28%	18%
...public health care may be weakened	23%	20%	20%	20%	20%	31%	26%	20%	23%	22%	27%	23%	19%	23%	22%	20%	23%	26%	25%	18%	33%
...wait times may increase	20%	23%	22%	29%	18%	19%	23%	22%	20%	21%	24%	21%	17%	20%	20%	19%	20%	24%	21%	26%	14%
...private health insurance may become necessary to pay for needed health care	20%	16%	19%	15%	21%	19%	25%	19%	20%	23%	16%	19%	21%	20%	20%	22%	21%	16%	21%	19%	20%
...doctors can bill the public plan and also charge patients privately	15%	9%	14%	19%	18%	13%	16%	14%	15%	16%	12%	14%	17%	15%	15%	13%	18%	13%	16%	14%	12%
...the Canada Health Act may be undermined	14%	17%	16%	12%	17%	6%	18%	16%	14%	14%	12%	12%	18%	15%	14%	15%	13%	15%	18%	11%	20%
...corporations could profit from health care	13%	16%	14%	15%	13%	11%	18%	14%	13%	16%	13%	11%	14%	14%	13%	14%	13%	13%	15%	11%	17%
...Alberta's approach could spread to your province	13%	19%	0%	8%	18%	12%	4%	0%	15%	15%	12%	12%	14%	14%	12%	15%	11%	13%	15%	12%	19%
...people could pay for faster care	10%	8%	9%	11%	10%	9%	10%	9%	10%	11%	13%	8%	7%	10%	9%	10%	9%	11%	8%	12%	5%
...health care workers oppose the changes	7%	7%	9%	6%	8%	7%	5%	9%	7%	7%	10%	9%	4%	8%	7%	5%	10%	7%	6%	8%	9%
...Alberta's approach could continue to expand	1%	0%	12%	0%	0%	0%	0%	12%	0%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%
None of these	10%	9%	12%	7%	11%	8%	10%	12%	10%	6%	8%	14%	10%	10%	10%	11%	8%	11%	7%	11%	5%

Base: All respondents (n=3,000)





Which of the following would MOST likely motivate you to take action or speak out on this issue? *Select up to 2.*

MOTIVATORS FOR PUBLIC ACTION – ALBERTA RESIDENTS

Learning...	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
...health care could become more expensive for patients	30%	31%	35%	30%	23%	28%	31%	33%	27%	31%	28%	28%	33%
...public health care may be weakened	21%	25%	23%	21%	18%	21%	21%	22%	18%	24%	25%	19%	22%
...wait times may increase	21%	18%	21%	21%	24%	22%	20%	20%	21%	23%	17%	25%	21%
...private health insurance may become necessary to pay for needed health care	19%	18%	18%	21%	19%	18%	21%	19%	20%	19%	24%	17%	15%
...the Canada Health Act may be undermined	18%	18%	18%	13%	21%	19%	16%	16%	18%	20%	27%	14%	16%
...doctors can bill the public plan and also charge patients privately	15%	16%	14%	16%	13%	14%	15%	14%	17%	12%	15%	11%	14%
...corporations could profit from health care	14%	11%	15%	14%	13%	12%	15%	15%	15%	11%	13%	14%	12%
...Alberta's approach could continue to expand	13%	17%	14%	13%	9%	14%	11%	13%	14%	12%	16%	11%	22%
...health care workers oppose the changes	10%	18%	8%	9%	9%	10%	11%	8%	11%	12%	10%	10%	12%
...people could pay for faster care	8%	13%	8%	8%	6%	8%	9%	9%	10%	6%	6%	9%	14%
...Alberta's approach could spread to your province	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of these	9%	3%	8%	9%	15%	9%	9%	9%	9%	9%	4%	14%	5%

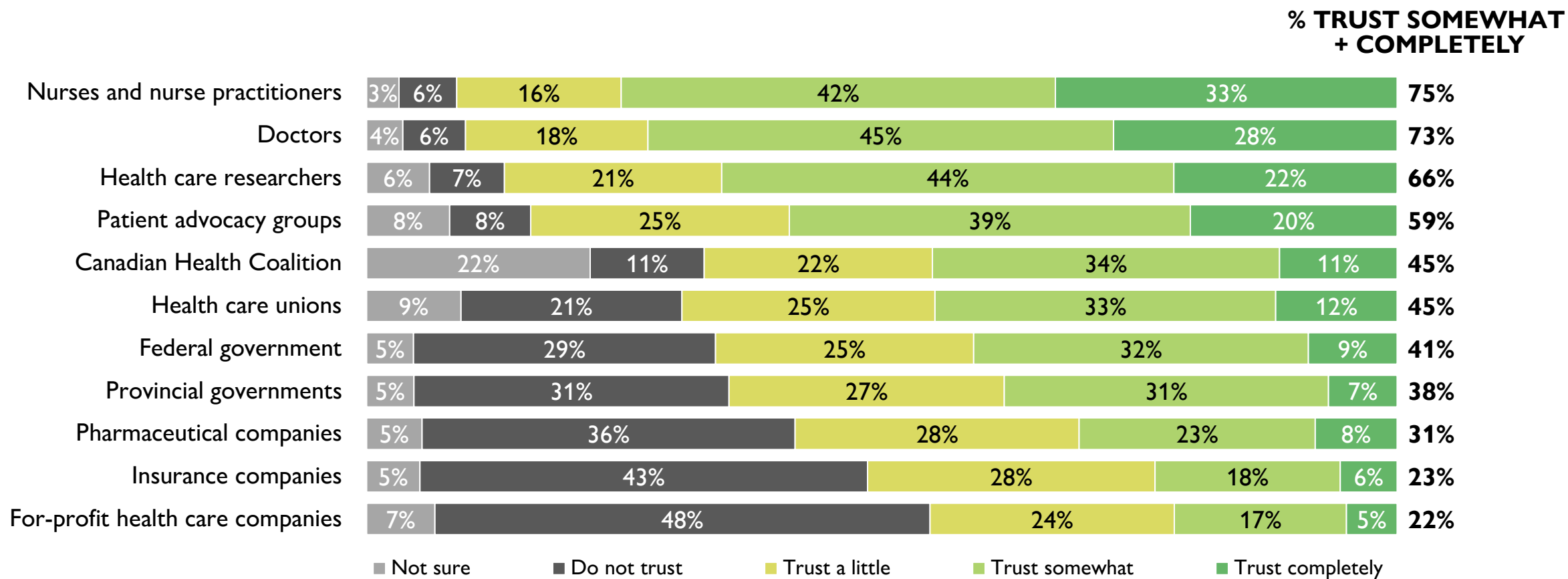
Base: Alberta residents (n=1,500)





How much do you trust each of the following to act in the best interests of patients?

Trust is highest in clinicians and researchers, but declines sharply for governments, insurers, and for-profit health care companies.



Base: All respondents (n=3,000)





How much do you trust each of the following to act in the best interests of patients?

TRUST IN HEALTH CARE ORGANIZATIONS

% TRUST SOMEWHAT + COMPLETELY	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Nurses and nurse practitioners	75%	76%	76%	75%	77%	70%	80%	76%	75%	71%	69%	76%	83%	73%	77%	72%	75%	82%	85%	67%	79%
Doctors	73%	74%	74%	77%	74%	67%	71%	74%	73%	70%	69%	70%	80%	72%	73%	70%	72%	78%	80%	68%	82%
Health care researchers	66%	67%	60%	68%	66%	66%	63%	60%	66%	65%	60%	66%	70%	66%	65%	60%	65%	74%	79%	54%	72%
Patient advocacy groups	59%	58%	61%	58%	59%	57%	64%	61%	59%	58%	58%	60%	59%	58%	60%	56%	60%	64%	70%	48%	64%
Canadian Health Coalition	45%	47%	42%	45%	46%	43%	47%	42%	46%	49%	43%	41%	48%	45%	45%	44%	47%	46%	59%	37%	51%
Health care unions	45%	49%	45%	48%	44%	42%	46%	45%	45%	59%	47%	37%	41%	46%	44%	41%	45%	50%	53%	36%	63%
Federal government	41%	49%	34%	39%	41%	39%	46%	34%	42%	42%	40%	37%	45%	43%	39%	39%	38%	48%	63%	28%	38%
Provincial governments	38%	48%	33%	38%	36%	38%	41%	33%	39%	44%	38%	32%	39%	42%	35%	35%	36%	45%	48%	37%	30%
Pharmaceutical companies	31%	30%	28%	36%	32%	30%	30%	28%	31%	40%	31%	28%	27%	30%	31%	29%	30%	35%	36%	32%	20%
Insurance companies	23%	20%	23%	21%	23%	29%	20%	23%	24%	37%	24%	19%	18%	25%	22%	18%	25%	28%	25%	27%	14%
For-profit health care companies	22%	16%	20%	19%	20%	30%	19%	20%	22%	33%	27%	19%	12%	23%	21%	20%	23%	23%	24%	24%	12%

Base: All respondents (n=3,000)





How much do you trust each of the following to act in the best interests of patients?

TRUST IN HEALTH CARE ORGANIZATIONS – ALBERTA RESIDENTS

% TRUST SOMEWHAT + COMPLETELY	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Nurses and nurse practitioners	76%	77%	76%	70%	83%	78%	75%	74%	80%	76%	89%	73%	79%
Doctors	74%	76%	69%	68%	82%	75%	72%	70%	77%	73%	82%	72%	78%
Patient advocacy groups	64%	67%	68%	60%	59%	62%	65%	58%	68%	66%	78%	54%	76%
Health care researchers	62%	70%	69%	51%	61%	65%	60%	57%	66%	63%	81%	54%	75%
Health care unions	48%	61%	58%	36%	41%	49%	48%	46%	50%	50%	71%	33%	63%
Canadian Health Coalition	44%	53%	50%	36%	37%	49%	39%	42%	47%	44%	54%	38%	62%
Federal government	37%	48%	40%	29%	35%	41%	33%	34%	40%	39%	56%	24%	60%
Provincial governments	32%	43%	31%	28%	29%	38%	26%	30%	37%	29%	17%	46%	49%
Pharmaceutical companies	28%	42%	29%	19%	25%	27%	28%	25%	33%	24%	22%	31%	40%
Insurance companies	23%	39%	29%	15%	12%	24%	22%	22%	26%	21%	16%	29%	36%
For-profit health care companies	20%	39%	27%	11%	10%	21%	19%	17%	24%	21%	10%	28%	35%

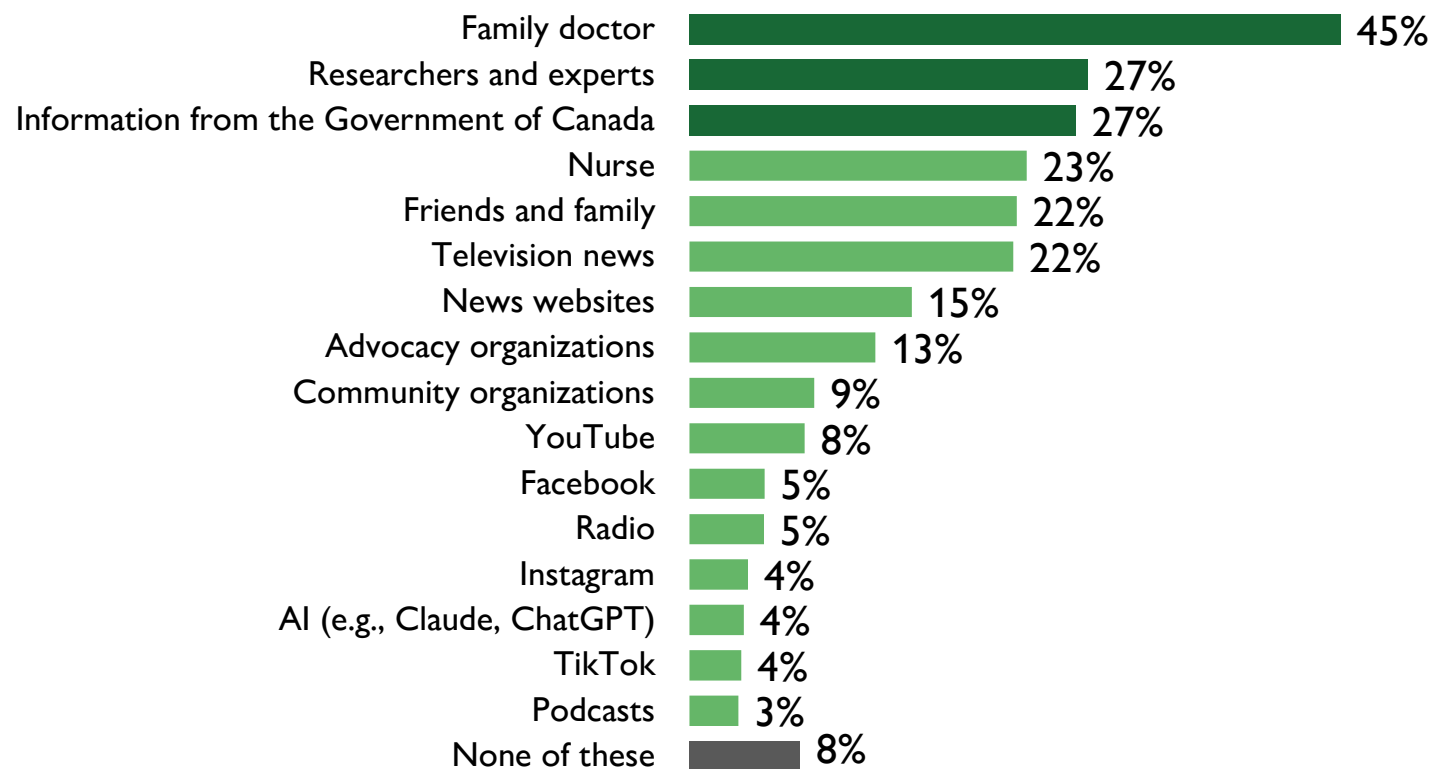
Base: Alberta residents (n=1,500)





What sources of information about health care issues would be most likely to influence your opinion? *Select up to 3.*

Family doctors are by far the most influential source of information on health care issues, followed by researchers and experts and the Government of Canada, while social media and AI tools have relatively little influence.



Base: All respondents (n=3,000)





What sources of information about health care issues would be most likely to influence your opinion? Select up to 3.

TRUSTED SOURCES OF HEALTH CARE INFORMATION

	TOTAL	PROVINCE						REGION		AGE				GENDER		HOUSEHOLD INCOME			COMMITTED FED. VOTE		
		BC	AB	SK/MB	ON	QC	ATL	AB	ROC	18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	LPC	CPC	NDP
Family doctor	45%	46%	41%	49%	42%	46%	55%	41%	45%	34%	41%	43%	56%	43%	46%	44%	48%	42%	46%	44%	45%
Researchers and experts	27%	27%	28%	23%	28%	26%	29%	28%	27%	30%	23%	27%	30%	24%	31%	26%	24%	32%	32%	20%	34%
Information from the Government of Canada	27%	29%	27%	25%	25%	25%	32%	27%	26%	20%	20%	28%	35%	25%	28%	29%	24%	28%	36%	17%	29%
Nurse	23%	17%	24%	28%	21%	27%	26%	24%	23%	25%	22%	21%	25%	21%	26%	22%	26%	20%	24%	24%	19%
Friends and family	22%	25%	29%	17%	25%	12%	33%	29%	22%	31%	22%	20%	19%	21%	23%	25%	21%	21%	22%	25%	16%
Television news	22%	20%	18%	24%	21%	28%	17%	18%	23%	14%	14%	22%	34%	25%	19%	23%	22%	22%	27%	20%	15%
News websites	15%	19%	16%	11%	17%	11%	12%	16%	15%	13%	16%	16%	16%	16%	14%	12%	16%	19%	15%	17%	19%
Advocacy organizations	13%	11%	13%	11%	12%	17%	9%	13%	13%	13%	9%	15%	14%	12%	14%	13%	11%	14%	13%	10%	24%
Community organizations	9%	9%	9%	4%	9%	9%	8%	9%	9%	10%	9%	6%	9%	8%	9%	9%	8%	9%	11%	6%	13%
YouTube	8%	10%	8%	6%	10%	4%	6%	8%	8%	14%	13%	6%	2%	10%	6%	7%	7%	11%	7%	10%	7%
Facebook	5%	4%	6%	2%	5%	7%	4%	6%	5%	7%	7%	6%	1%	6%	4%	6%	4%	5%	4%	8%	4%
Radio	5%	3%	4%	3%	5%	8%	4%	4%	5%	7%	6%	4%	5%	6%	4%	5%	5%	6%	4%	5%	8%
Instagram	4%	5%	6%	4%	5%	2%	0%	6%	4%	10%	6%	2%	1%	4%	4%	4%	4%	4%	3%	6%	4%
AI (e.g., Claude, ChatGPT)	4%	3%	3%	5%	5%	4%	0%	3%	4%	10%	4%	3%	1%	5%	2%	2%	5%	5%	4%	4%	3%
TikTok	4%	0%	6%	3%	4%	4%	1%	6%	3%	10%	4%	3%	0%	3%	4%	4%	3%	4%	4%	2%	5%
Podcasts	3%	5%	5%	0%	4%	3%	0%	5%	3%	5%	4%	4%	1%	3%	3%	2%	3%	4%	2%	5%	3%
None of these	8%	7%	8%	9%	9%	6%	8%	8%	8%	4%	9%	10%	7%	8%	7%	7%	7%	6%	5%	10%	2%

Base: All respondents (n=3,000)





What sources of information about health care issues would be most likely to influence your opinion? *Select up to 3.*

TRUSTED SOURCES OF HEALTH CARE INFORMATION – ALBERTA RESIDENTS

	TOTAL	AGE				GENDER		HOUSEHOLD INCOME			COMMITTED PROV. VOTE		
		18-29	30-44	45-59	60+	Male	Female	<\$50K	\$50K-\$100K	\$100K+	NDP	UPC	ALP
Family doctor	40%	28%	36%	38%	54%	40%	40%	38%	44%	37%	44%	40%	34%
Researchers and experts	31%	29%	32%	33%	29%	30%	32%	22%	34%	37%	39%	27%	28%
Friends and family	28%	31%	27%	28%	26%	30%	26%	33%	24%	26%	20%	33%	25%
Information from the Government of Canada	27%	25%	28%	28%	25%	28%	25%	24%	28%	29%	36%	22%	31%
Nurse	24%	21%	24%	21%	28%	23%	24%	25%	23%	21%	29%	23%	18%
Television news	18%	15%	13%	16%	29%	18%	19%	18%	21%	14%	18%	18%	21%
News websites	16%	16%	17%	17%	14%	19%	13%	16%	17%	15%	20%	15%	14%
Advocacy organizations	14%	15%	13%	15%	13%	9%	19%	16%	13%	14%	18%	11%	14%
Community organizations	9%	10%	9%	8%	8%	8%	9%	8%	8%	10%	9%	7%	12%
YouTube	8%	12%	12%	7%	2%	10%	6%	9%	7%	9%	7%	8%	10%
TikTok	6%	16%	8%	3%	0%	6%	6%	6%	6%	6%	3%	7%	13%
Facebook	6%	6%	7%	9%	2%	6%	6%	6%	7%	5%	4%	8%	6%
Podcasts	5%	4%	7%	6%	2%	5%	5%	5%	6%	5%	2%	7%	5%
Instagram	5%	14%	6%	3%	0%	5%	5%	3%	7%	5%	2%	5%	12%
Radio	4%	6%	3%	3%	6%	3%	6%	5%	4%	4%	4%	3%	10%
AI (e.g., Claude, ChatGPT)	3%	6%	4%	3%	1%	4%	3%	2%	3%	5%	2%	3%	5%
None of these	7%	4%	10%	7%	8%	8%	7%	9%	6%	6%	5%	9%	4%

Base: Alberta residents (n=1,500)



Respondent Profile



Demographics

GENDER	
Male	49%
Female	51%
Non-binary / third gender	<1%
Self describe	<1%
AGE	
18 to 29	19%
30 to 44	27%
45 to 59	24%
60 and older	30%
PROVINCE	
BC	8%
AB	50%
SK/MB	4%
ON	22%
QC	12%
ATL	4%
AREA	
Urban	51%
Suburban	33%
Rural	16%

MARITAL STATUS	
Married / Domestic partner	53%
Widowed / Divorced / Separated	15%
Single / Never married	32%
EDUCATION	
High school or less	26%
College or some university	34%
Bachelor's degree	29%
Post-graduate work or higher	12%
EMPLOYMENT	
Permanent full-time	43%
Self-employed	6%
Contract	1%
Employed part-time	9%
Student	3%
Retired	25%
Unemployed	7%
Stay at home	4%
Other	3%

INCOME	
Less than \$50K	31%
\$50K to \$100K	36%
\$100K to \$150K	18%
Over \$150K	11%
Rather not say	4%
HOUSEHOLD	
1 – Just me	22%
2 people	35%
3 people	19%
4 people	16%
5 or more people	10%
CHILDREN	
None	47%
Under 4 years old	9%
5 to 11 years old	13%
12 to 17 years old	14%
18 and older	28%

TIME IN CANADA	
I was born in Canada	78%
Living in Canada < 5 years	4%
Living in Canada 6-20 years	7%
Living in Canada 20+ years	10%
Prefer not to answer	1%
ETHNICITY	
White	70%
East Asian	10%
Black	7%
South Asian	5%
Indigenous / First Nations	3%
Other	4%
Prefer not to answer	2%

Political Attitudes

2025 FEDERAL ELECTION

I voted	77%
I did not vote	18%
Can't remember	5%

2025 FEDERAL VOTE

Liberal Party	43%
Conservative Party	36%
NDP	10%
Bloc Quebecois	3%
Green Party	2%
People's Party of Canada	2%
Another party	1%
Prefer not to say	3%

2023 AB PROVINCIAL VOTE

United Conservation Party (UCP)	35%
Alberta NDP	30%
Alberta Party	5%
Green Party of Alberta	2%
Another Party	2%
Did not vote	18%
Can't remember / prefer not to say	9%

FEDERAL VOTE INTENTION

Liberal Party	36%
Conservative Party	28%
NDP	11%
Bloc Quebecois	3%
Green Party	3%
People's Party of Canada	2%
Another party	1%
Undecided right now	17%

AB PROVINCIAL VOTE INTENTION

Alberta NDP	30%
United Conservation Party (UCP)	30%
Alberta Liberal Party	11%
Progressive Tony Party of Alberta	2%
Green Party of Alberta	2%
The Independent Party of Alberta	2%
Another Party	1%
Undecided at this point	18%
Would not vote	5%

Health Care

FED. GOVT'S ROLE IN HEALTH CARE	
The federal government should play an active role in improving Canada's public health care system, even though provinces are responsible for delivering health care	27%
Health care is primarily a provincial responsibility, so the federal government should generally stay out of provincial health care decisions	13%
The federal government and provincial governments should share responsibility for protecting Canada's health care system	50%
None of these	3%
Not sure	7%

FED. GOVT'S APPROACH TO HEALTH CARE CHANGES LIKE BILL 11	
The federal government is taking the right approach	9%
The federal government should be doing more to protect Canada's public health care system	53%
The federal government should allow provinces to make their own health care decisions without getting involved	12%
The federal government should be doing less	3%
Not sure	23%

FOLLOWING HEALTH CARE NEWS	
Very closely	20%
Somewhat closely	49%
Not very closely	25%
Not at all closely	7%
FAMILY DOCTOR / HC PROVIDER	
Yes	79%
No	21%
WORK IN HC (INCL. HOUSEHOLD)	
Yes	12%
No	88%
PRIVATE HEALTH COVERAGE LOSS (DUE TO UNEMPLOYMENT)	
Yes	29%
No	59%
Not sure	12%

**Good decisions
require good data.**

Good data drives success.

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