

HEALTH CARE

Americans Tend to Believe Ad That Criticizes Canadian Health Care

Television spot featuring a Canadian woman who sought treatment in the U.S. regarded as “informative” by Americans; “deceiving” by Canadians.

[VANCOUVER – Aug. 5, 2009] – A television spot featuring a Canadian woman who travelled to the United States to be treated for a rare type of brain cyst elicits very different responses on either side of the border, a new Angus Reid Strategies poll has found.

In the online survey of representative samples in both countries, respondents in Canada and the United States were shown the controversial ad where Shona Holmes states: “If I’d relied on my government for health care, I’d be dead.”

After watching the 60-second television spot, respondents were asked to select up to four words to describe the ad.

Almost three-in-five Canadians (58%) believe the ad is deceiving, and 46 per cent brand it as unfair. About a third of respondents think the spot is informative (34%), untrue (32%) and offensive (also 32%).

In the United States, two-thirds of respondents (68%) regard the television spot as informative, 44 per cent think it is honest, and 35 per cent believe it is true. One-in-four Americans say the ad is fair (26%) and respectful (25%).

The television spot’s voiceover makes five claims about the health care system in Canada. A majority of respondents on both sides of the border think it is true that health care can be delayed in Canada (77% per cent in Canada; 68% in the U.S.) and that some patients wait a year for vital surgeries (57% in Canada; 54% in the U.S.).

KEY FINDINGS

- **Canadians on the Shona Holmes ad: Deceiving 58%, Unfair 46%**
- **Americans on the Shona Holmes ad: Informative 68%, Honest 44%**

Full topline results are at the end of this release.

From July 28 to July 31, 2009, Angus Reid Strategies conducted an online survey among 1,010 randomly selected Canadian adults who are Angus Reid Forum panelists, and 1,005 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada, and +/- 3.1% for the United States. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada and the US. Discrepancies in or between totals are due to rounding.

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Also, about two-in-five respondents in both countries believe that many drugs and treatments are not available in Canada (38% in Canada; 42% in the U.S.).

On the other two claims, some striking differences emerge. While almost half of Americans (49%) believe health care can be denied in Canada, only 21 per cent of Canadians concur. Also, one-in-four Americans (27%) believes the Canadian government has actually said that patients “aren’t worth it” when it comes to health care—a view shared by only seven per cent of Canadians.

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CANADA AND UNITED STATES - We'd like to show you an advertisement that has been running in U.S. television for the past few weeks. Click on either of the links below to watch the video:

<http://www.youtube.com/watch?v=xWxcv0Dummk>

<http://www.youtube.com/watch?v=XwLp2KJCLOQ>

Here are some words that people may use to describe the ad you have just seen. Please choose up to four words that you think describe the ad.

	CANADA 	UNITED STATES 
Fair	20%	26%
Unfair	46%	19%
True	21%	35%
Untrue	32%	13%
Informative	34%	68%
Useless	16%	11%
Offensive	32%	10%
Respectful	9%	25%
Honest	22%	44%
Deceiving	58%	21%



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CANADA AND UNITED STATES - Here are some of the claims the ad has made about Canada's health care system. Do you think each one of these claims is true or untrue?

– *"True" responses listed*

	CANADA 	UNITED STATES 
Health care can be delayed in Canada	77%	68%
Health care can be denied in Canada	21%	49%
Some patients wait a year for vital surgeries in Canada	57%	54%
Many drugs and treatments are not available in Canada	38%	42%
The Canadian government says patients aren't worth it	7%	27%

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Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panels are maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10_NSElection.pdf

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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