

# | STRATEGIC DIRECTIONS |

Interactive Voter Communications

## CanCertainty & Strategic Directions IVR Report

January 4, 2017

**Web:** [www.mystrategicdirections.com](http://www.mystrategicdirections.com)  
**Email:** [info@mystrategicdirections.com](mailto:info@mystrategicdirections.com)  
**Phone:** 1-888-398-5246

## **Poll Summary:**

Between October 25 and 28, Strategic Directions conducted a survey of 1,691 randomly selected residents of Nova Scotia to study public awareness and opinions regarding access to cancer medication.

## **Results:**

Results show that more than half (56.6%) of Nova Scotians believe that prescription cancer medication will be paid for by the government. The majority of respondents (71%) indicated that up to \$200 per month was the most that they could manage before facing a financial hardship. If faced with paying for these costly medications themselves, 60% would consider leaving Nova Scotia for another province.

## **Notes:**

Survey responses were presented in random order to compensate for ordering effects.

Results have been weighted to accurately reflect actual Nova Scotian age and gender demographics and can be considered to be accurate within  $\pm 2.5\%$ , 19 times out of 20.

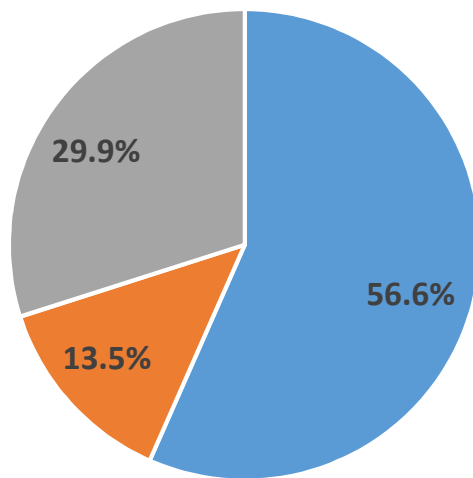
## **About Us:**

Direct Pulse is the research and polling division of Strategic Directions.

**Question 1**

If you or someone you knew required a prescription for pills that were taken at home to treat cancer, how would you expect these pills to be paid for?

1. Prescription pills will be paid for by the Nova Scotia Healthcare system
2. You will have to pay for these drugs yourself
3. They will be paid for by your private health insurance



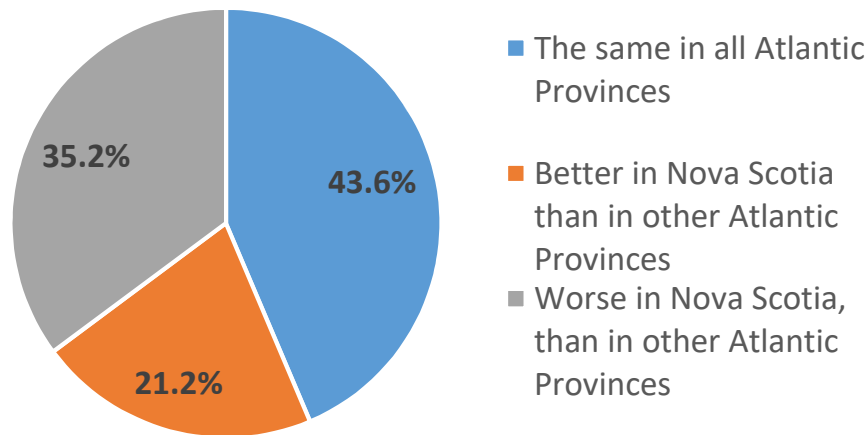
- Prescription pills will be paid for by the Nova Scotia Healthcare system
- You will have to pay for these drugs yourself
- They will be paid for by your private health insurance

	Count	Percent
Prescription pills will be paid for by the Nova Scotia Healthcare system	957	56.6%
You will have to pay for these drugs yourself	228	13.5%
They will be paid for by your private health insurance	506	29.9%
<b>Total</b>	<b>1691</b>	

## Question 2

Do you expect cancer treatment coverage is:

1. The same in all Atlantic Provinces
2. Better in Nova Scotia than in other Atlantic Provinces
3. Worse in Nova Scotia, than in other Atlantic Provinces

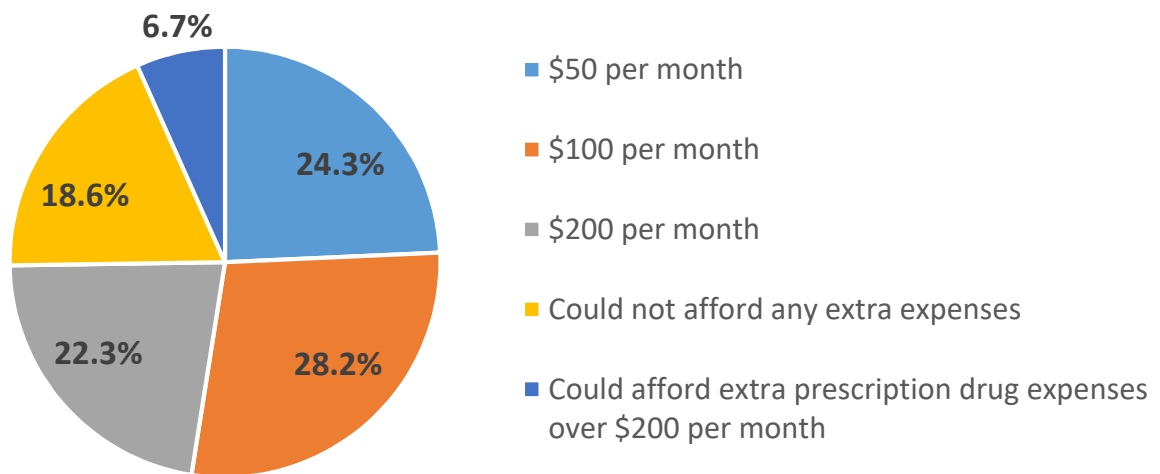


	Count	Percent
The same in all Atlantic Provinces	738	43.6%
Better in Nova Scotia than in other Atlantic Provinces	359	21.2%
Worse in Nova Scotia, than in other Atlantic Provinces	595	35.2%
<b>Total</b>	<b>1692</b>	

**Question 3**

Please tell us how much monthly drug costs you could afford before it would cause financial hardship for you or your family

1. \$50 per month
2. \$100 per month
3. \$200 per month
4. Could not afford any extra expenses
5. Could afford extra prescription drug expenses over \$200 per month

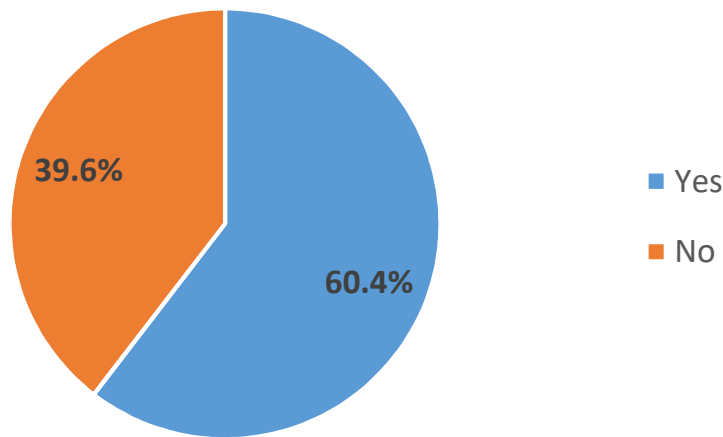


	Count	Percent
\$50 per month	411	24.3%
\$100 per month	477	28.2%
\$200 per month	377	22.3%
Could not afford any extra expenses	314	18.6%
Could afford extra prescription drug expenses over \$200 per month	113	6.7%
<b>Total</b>	<b>1692</b>	

**Question 4**

If you were faced with having to pay for your cancer drugs, would you consider leaving Nova Scotia?

1. Yes
2. No



	Count	Percent
Yes	1022	60.4%
No	669	39.6%
<b>Total</b>	<b>1691</b>	