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## **Attitudes Towards Ontario Health Care Funding**

### **Final Report**

July 13, 2000

#### **Submitted to:**

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EKOS Research Associates Inc.  
Les Associés de recherche EKOS inc.

# **Attitudes Towards Ontario Health Care Funding**

**Final Report  
Linked Qualitative and  
Quantitative Study**

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July 13, 2000

# Study Objectives and Methodology

## Objectives

- The study explores some of the underlying public attitudes towards the health care system within the context of the current federal-provincial discussions on the issue.
- More specifically, the research gauges public awareness and reaction to the Government of Ontario's current public advertising campaign on the issue of health care funding and related issues.
- The research also explores public reaction to a Government of Canada advertisement placed in selected newspapers in response to the Ontario campaign.
  - ✓ In addition, draft public information materials were tested in focus groups

## Methodology (a)

- A total of eight focus groups were conducted on March 31, 2000 in four locations throughout Ontario
  - ✓ Two groups in each of London, Ottawa, Sudbury and Toronto.
  - ✓ All groups lasted approximately two hours.
- The focus groups were segmented according to two types of participants.
  - ✓ Half of the groups included participants who had personally used or taken a family member to use the health care system at least three times in last 12 months.
  - ✓ The other half of the groups included participants who had not personally used or taken a family member to use the health care system in the last twelve months
- All focus groups involved the participation of randomly selected members of the general public (with a mix of ages, gender and soci-economic status)
- Members of, and immediate family of, the media, federal or provincial public services and individuals employed in the health care field were not recruited for the groups

## Methodology (b)

- 800 interviews conducted with random sample of Ontario households
  - ✓ Provides provincial-wide result accurate to within +/- 3.5 percentage points at confidence level of 95 per cent
  - ✓ Fieldwork conducted March 30 to April 2

# Findings: Qualitative

## Impacts of Ads

- Ads are working
- Impressive recall of Ontario ads
  - ✓ Television especially — almost exclusively
  - ✓ Visual of pills (big pile-small pile) immediately recognized and registered
- Raising awareness of overall health care issue (funding most dramatic)
- Skepticism about the “truth” of Ontario ads
  - ✓ But, still raising significant/serious questions about federal contribution
- Weakening an already eroded federal position
  - ✓ Quantitative evidence that latest federal Budget missed health care mark

## Campaign Not Without Risk for Ontario

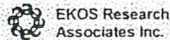
- Ontario exposed on several fronts
  - ✓ Stated dislike of negative tone (“there’re all about blame and money”)
  - ✓ Suspicions about motivation (political/electoral)
  - ✓ but not surprised to see ads like this from Ontario (linked to previous ad campaigns)
  - ✓ Raises questions about Ontario’s ability to manage/deliver health care
    - suggestion of shifting blame in wake of ineffective stewardship of system

## Impact of Canada’s Existing Ad

- Low recognition/recall
  - ✓ Overall, little unprompted impact registered
- Once introduced, mixed reactions
  - ✓ Conciliatory tone resonant; but not enough without more details
  - ✓ Some sense that ad is reactive and defensive
  - ✓ But, clear positive is view that it is less negative than Ontario ads
- Quantitative evidence that federal ad advances federal position in a much more subtle fashion than do the Ontario ads for the Ontario position

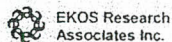
## Reaction to New/Proposed Ads: No Clear Winner (a)

- “Close Hospitals. Open Hospitals....”
  - ✓ Seen as true, highly resonant (“this sure tells it the way it happened”)
  - ✓ Too adversarial for some, while others feel “just telling the truth”
  - ✓ Visual image not strong
  
- “A Strong Commitment ...”
  - ✓ Positive/conciliatory elements well-received
  - ✓ Proportional shares of funding confusing and off-message for many (although curious about “truth” on the money question)
  - ✓ Visual image not strong



## Reaction to New/Proposed Ads: No Clear Winner (b)

- Letter from Prime Minister
  - ✓ Tested well (Toronto exception)
  - ✓ Appealing on several points:
    - straight-facts approach
    - signed by PM
    - perception that it was not meant to be seen by public (“must be true”)
  - ✓ Less appeal for others:
    - Too long
    - Scepticism about the numbers (confusion)



## Strategic Considerations

- **Opportunities for Canada to Proceed with New Ads**
  - ✓ Profile of issue high
  - ✓ Expectation for response
    - Not responding seen as validation of Ontario's message
  - ✓ Resonance of Government of Canada as "senior-level" of government – national role in broader system (equal access, etc..)
- **Exposures for Canada in Proceeding with New Ads**
  - ✓ Cynicism with overall process of ad war
    - Waste of public tax dollars that might go to health care
    - No clear win in wading into funding war (Or, more generally, an ad "war")
  - ✓ Public's patience eroding, little tolerance of any perceived stalling
- **No clear "win" in responding, yet response expected**
  - ✓ Clear expectation to "set record straight" on funding question



# Conclusions: Qualitative

## Conclusions (a)

### Proceed with **response**, but exercise caution

- ✓ Clear public expectation
- ✓ But, little potential or likelihood of "thank you"
- ✓ Tone and substance critical
- ✓ Apply lessons from Ontario campaign so far
  - Low appeal of **blame** and numbers
  - stronger appeal of **co-operation** and plan

### Positive messages best, even though not as "memorable"

- ✓ No one states preference for negative ads but they remember them
- ✓ Federal advantage appears to be focus on role in improving and securing health care system for the future



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## Conclusions (b)

### Key Messages

- ✓ Commitment
- ✓ Cooperation
- ✓ Plan
  - details (easy to get, easy to digest)
- ✓ Leadership (bringing players together)

### Television the primary medium (TV and print need to be complementary- tone and look)

- ✓ Swift and brief (must provide opportunity for public to access more info.
  - 1-800, Canada site, etc...)



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## Recommendation

### Proceed with two-part (positive) message

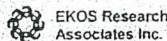
- ✓ Highlight national role in ensuring that all partners work together for the future of the health care system

### Correct provincial interpretation of funding

- ✓ Quickly and in a matter-of-fact manner
- ✓ Federal government is doing its part on funding
- ✓ Already made commitment to do more

### Turn focus and emphasis to "truly" important issues

- ✓ Commitment to action and money
- ✓ Use context of a "real" plan with examples (e.g., home care)
- ✓ Stress that plan is not excuse for inaction



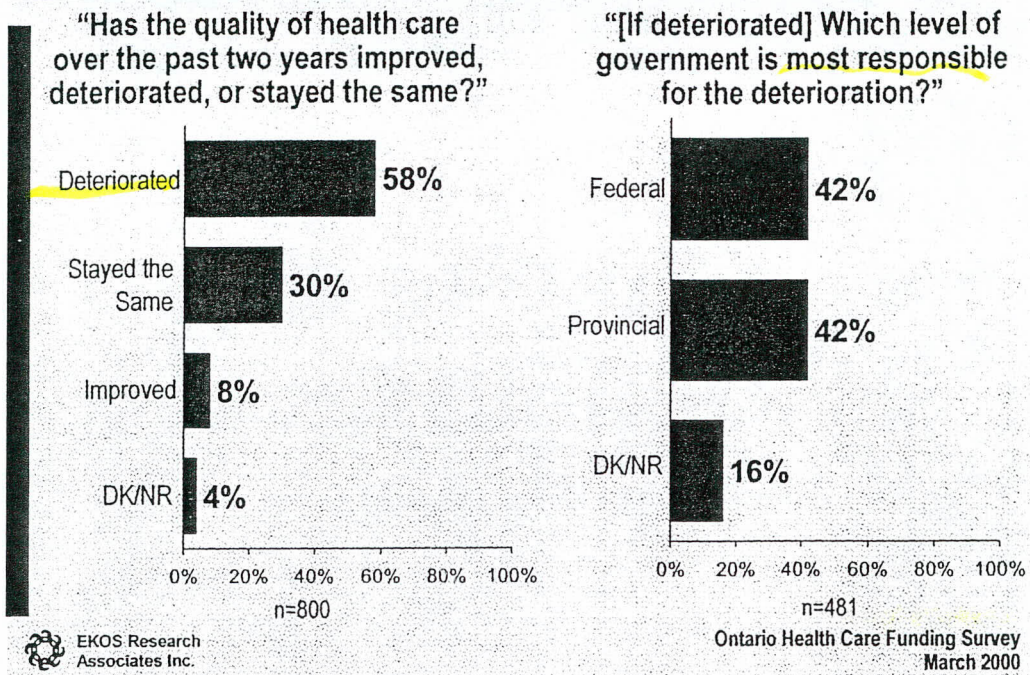
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# Findings: Quantitative

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# Perceptions of Health Care System



## Quality of Health Care

### Deteriorated

Age <25 (--)  
45-64 (++++)

Gender Women (++++)

Education LSHS (--)  
University (+++)

Region (613) (-)  
(416) (++)

Higher among those who recall all ads, inserts and news coverage

## Level of government most responsible

**Federal**  
Gender Women (---)

**Provincial**  
Age 65+ (--)  
Education LSHS (-)  
University (++)

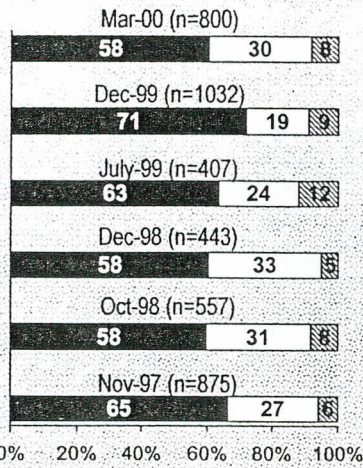
Region (519) (--)

**DK/NR**  
Gender Women (++)  
Age 65+ (++)  
Education LSHS (+)  
University (---)

Region (519) (++)

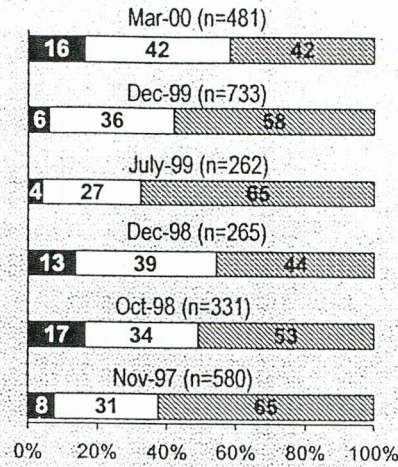
# Tracking Perceptions of Health Care System

“Has the quality of health care over the past two years improved, deteriorated, or stayed the same?”



0% 20% 40% 60% 80% 100%  
 ■ Deteriorated □ Same ▨ Improved

“Which level of government is most responsible for the deterioration?”



0% 20% 40% 60% 80% 100%  
 ■ DK/NR □ Federal ▨ Provincial



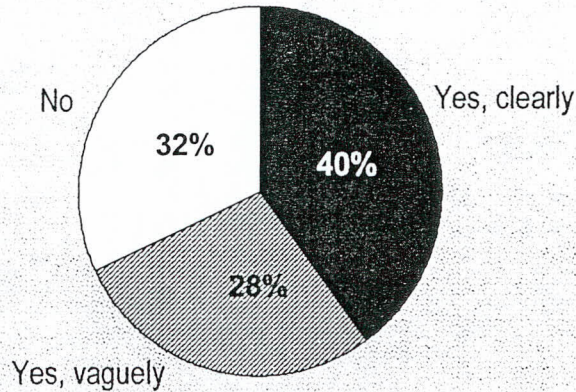
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Rethinking Government

*Handwritten signature in yellow ink.*

## Recall of Issues (a)

"Recently, the Government of Ontario and the Government of Canada have been talking about the federal and provincial contributions to health care funding. Have you heard or seen anything about this?"



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n=800

Ontario Health Care Funding Survey  
March 2000

### RECALL CLEARLY

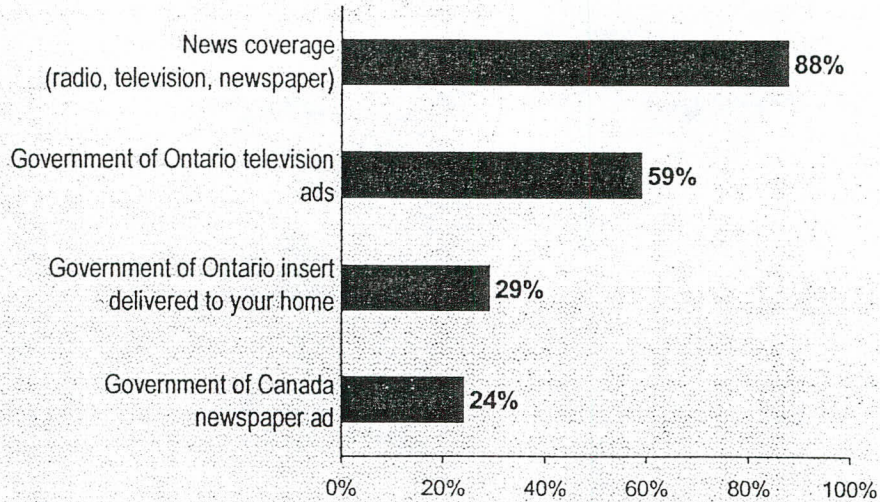
Age	<25 (----)
	25-44 (---)
	45-64 (++++)
	65+ (+++)
Education	LSHS (----)
	University (++++)
Income	20-39K (--)
	60K+ (++)

### NO RECALL

Age	<25 (++++)
	45-64 (---)
Education	LSHS (++++)
	University(----)
Income	20-39K (++)
	40-59K (+++)
	60K+ (---)

## Recall of Issues (b)

"Have you heard or seen ..."



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n=554

Ontario Health Care Funding Survey  
March 2000

- **Government of ON TV ads**

Age 45-64 (--)  
Income 20-39K (+++)  
60K+ (---)

- **Government of ON insert**

Age 25-44 (--)  
65+ (++)  
Income 60K+ (--)  
Employed in Health Care (++++)

- **Government of Canada newspaper ad**

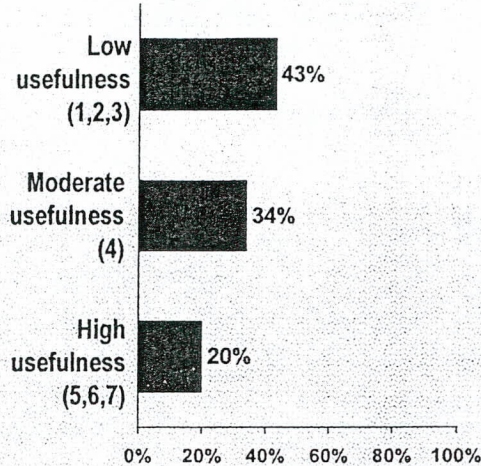
Age 45-64 (++)  
Education College (++)

- **News coverage**

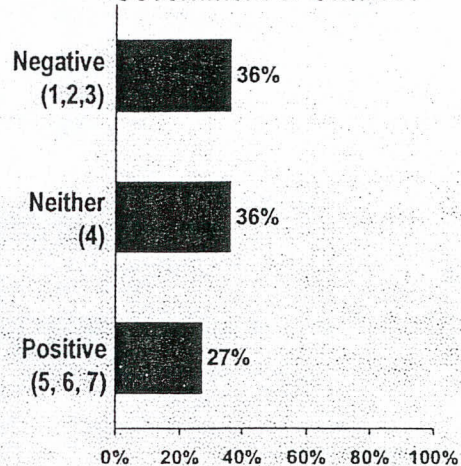
Education LSHS (-)  
Income 60K+ (+)

# Rating Information from Government of Ontario

“Thinking about the message from the Government of Ontario, how useful would you say this information was?”



“What impact would you say this message had on your overall view of the Government of Ontario?”



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n=324

Ontario Health Care Funding Survey  
March 2000

- Usefulness

- Low usefulness

Education University (++)

- Impact of message

- Negative

Gender Women (+++)

- Neither

Income <20K (--)

60K+ (++)

- Positive

Gender Men (++)

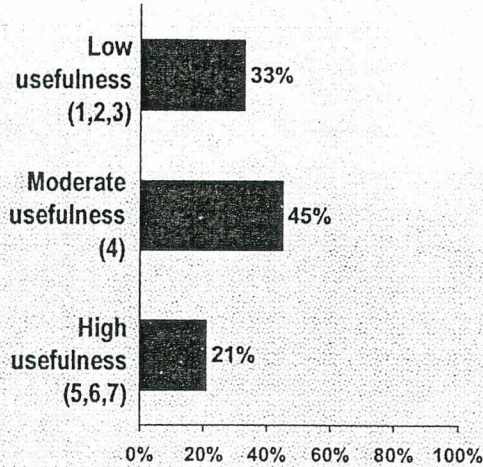
Income <20K (+)

60K+ (-)

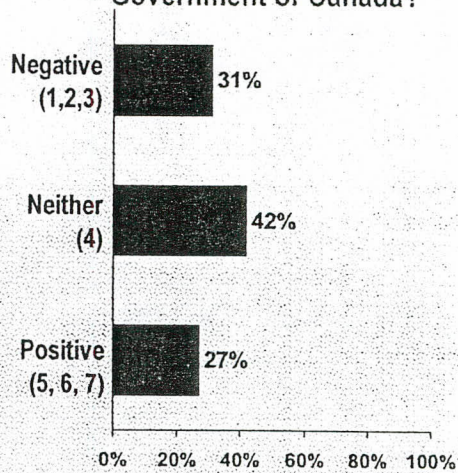


# Rating Information from Government of Canada

“Thinking about the message from the Government of Canada, how useful would you say this information was?”



“What impact would you say this message had on your overall view of the Government of Canada?”



EKOS Research Associates Inc.

n=137

Ontario Health Care Funding Survey March 2000

• **Usefulness**

**Low Usefulness**

Region (519) (--)  
 Education LSHS (--)  
 Income 40-59K (--)  
 60K+ (++)

Higher among those who recall Ontario Insert

**High Usefulness**

Region (519) (+)  
 Education LSHS (+)  
 Income 40-59K (++)

• **Impact of message**

**Neither**

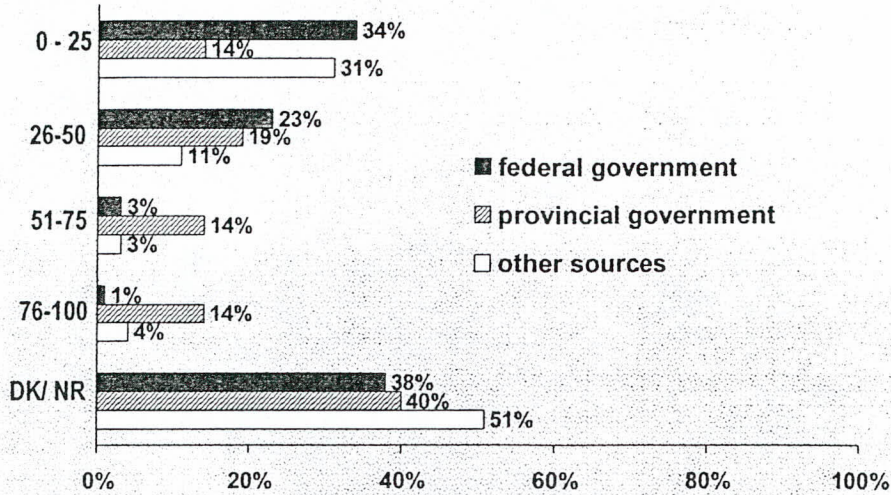
Education LSHS (-)  
 Age 45-64 (++)  
 Higher among those who recall Ontario Insert

**Positive**

Region (519) (++)

# Perception of Portion of Health Care Spending

"Out of every health care dollar spent in Ontario, how many cents do you think are paid by (... )?"



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n=800

Ontario Health Care Funding Survey March 2000

## Federal Gvt

### 0-25

Gender Men(++)  
Age 25-44 (--)  
Region (613) (-)

Higher among those who saw the ON government ads on TV

### 26-50

Age 65+ (--)  
Income <20K (--)  
60K+ (+++)

Higher among those who saw the Fed Govt newspaper ad

### 51-75

No significant variation

### 76-100

No significant variation

### DK/NR

Age <25 (--)  
65+ (+++)

## ONT Gvt

### 0-25

Age <25 (+)  
65+ (--)

### 26-50

Income <20K (--)

### 51-75

Education University (++++)  
Income 60K+ (++++)

### 76-100

Gender Men (++++)  
Higher among those who saw the ON government ads on TV

### DK/NR

Age 65+ (+++)  
Gender Women (++)  
Income <20K (+++)

## Other sources

### 0-25

Region (613) (+++)  
Gender Men (+++)  
Education LSHS (---)  
University (++++)  
Income <40K (-)  
60K+ (++++)

### 26-50

Age <25 (++)

### 51-75

No significant variation

### 76-100

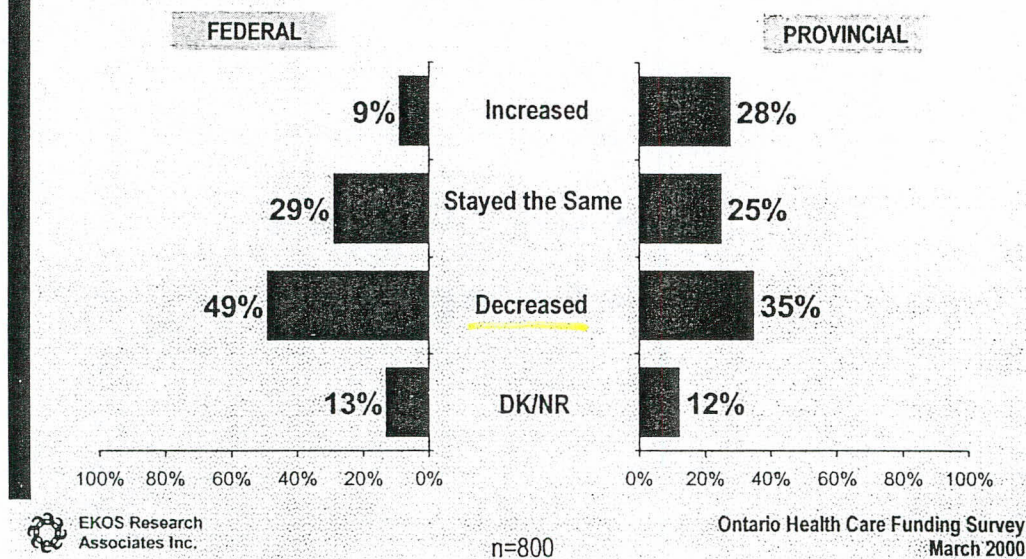
Region (613) (--)  
Age <25 (+++)

### DK/NR

Region (905) (++)  
Age 65+ (+++)  
Gender Women (++)  
Education LSHS (++)  
University (---)  
Income <20K (++)  
60K + (---)

# Changes in Share of Spending

"Over the past three years, would you say that the share of Ontario's health care contributions paid by the (...) government has increased, decreased, or stayed the same?"



## FEDERAL

### Increased

Employed in Health Care (+++)  
Higher among those who recall  
fed. gvt newspaper ad  
(++)

### Same

Age 45-64 (-)  
Education University (--)

### Decreased

Region (613) (++)  
Age <25 (-)  
45-64 (++)  
65+ (-)  
Education University (++)

### DK/NR

Age 65+ (++++)

## PROVINCIAL

### Increased

Gender Men (++)  
Education University (+++)  
Income 20-39K (---)  
Higher among those who recall  
Federal Government ad &  
Ontario Government TV ad

### Same

Age 45-64 (--)  
Region (905) (--)

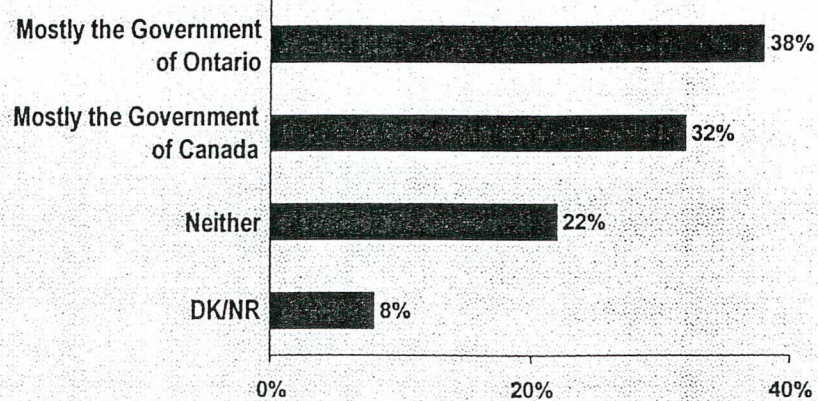
### Decreased

Age 45-64 (+++)  
65+ (---)  
Gender Women (+)

# Believability of Messages

The Government of Ontario claims that the Government of Canada is only paying roughly 11 cents out of every dollar of annual health care costs in Ontario. The Government of Canada claims that it pays roughly 34 cents out of every dollar of annual health care costs in Ontario.

Who do mostly tend to believe?



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n=800

Ontario Health Care Funding Survey  
March 2000

- **Mostly Government of Ontario**

Region (613) (+)  
(416) (--)  
Age 25-44 (++)  
Gender Men (+)  
Education University (---)

- **Mostly Government of Canada**

Region (416) (++)  
Age <25 (+++)  
Gender Women (++)  
Education University (++)  
Income 60K+ (+)

- **Neither**

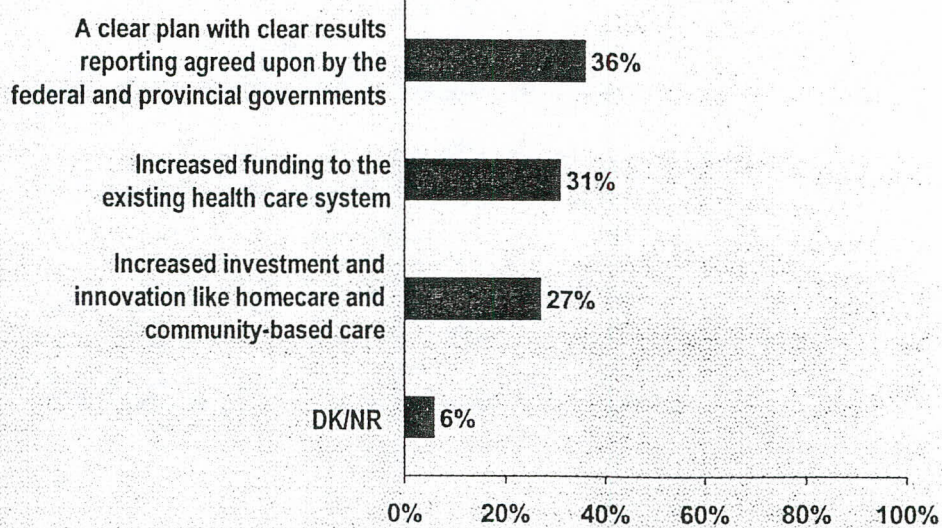
Age <25 (---)  
45-64 (++)

- **DK/NR**

Age 65+ (+++)

# Long-Term Solutions

“Thinking about long-term solutions for fixing the health care system, which of the following would be the best solution?”



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n=800

Ontario Health Care Funding Survey  
March 2000

- **Increase funding**

Age 45-64 (---)  
 Education LSHS (++)  
 University (--)  
 Income 20-39K (++)  
 40-59K (-)

Lower among those who recall Ontario insert , Federal Gvt ad

- **Increase investment in new programs**

Education LSHS (--)  
 Employed in Health Care (++)

- **Clear plan**

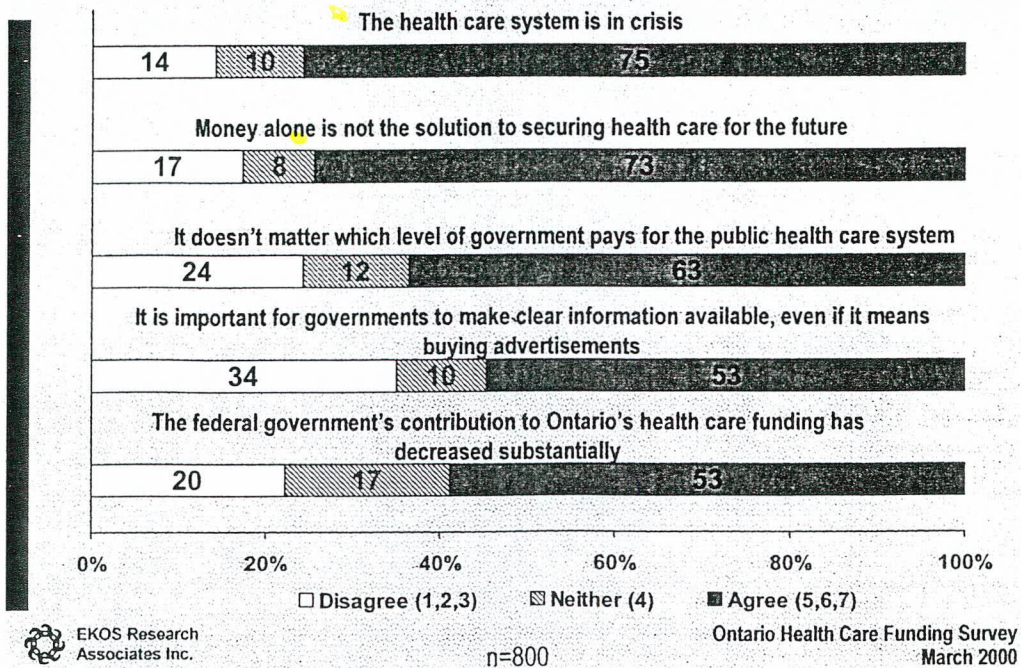
Income <20K (---)  
 60K+ (++)

Higher among those who recall Ontario insert , Federal ad and news coverage

- **DK/NR**

Age 65+ (++++)

# Health Care Funding in Ontario



- System in crisis**

**Disagree**

Gender Men (++++)

**Agree**

Age 45-64 (+++)

65+ (----)

Gender Women (++++)

**DK/NR**

Age 65+ (++++)

- Money alone not only solution**

**Agree**

Age 65+ (----)

Education LSHS (----)

University (+++)

Income <20K (--)

60K+ (++)

- Level of government doesn't matter**

**Disagree**

Age 65+ (---)

Education LSHS (---)

University (++)

Income 60K+ (++)

**Agree**

Age <25 (---)

45+ (++)

Education LSHS (++)

- Info is important – even paying for ads**

**Disagree**

Age <25 (---)

45-64 (++)

**Agree**

Age <25 (++++)

65+ (---)

**DK/NR**

Age 65+ (++++)

Income <20K (++++)

- Fed Govt contribution has decreased**

**Disagree**

Region (416) (++)

Age 65+ (---)

Higher among those who recall the Fed gvt ad

**Neither**

Region (705) (++)

Age <45 (++)

45-64 (---)

Education College (+++)

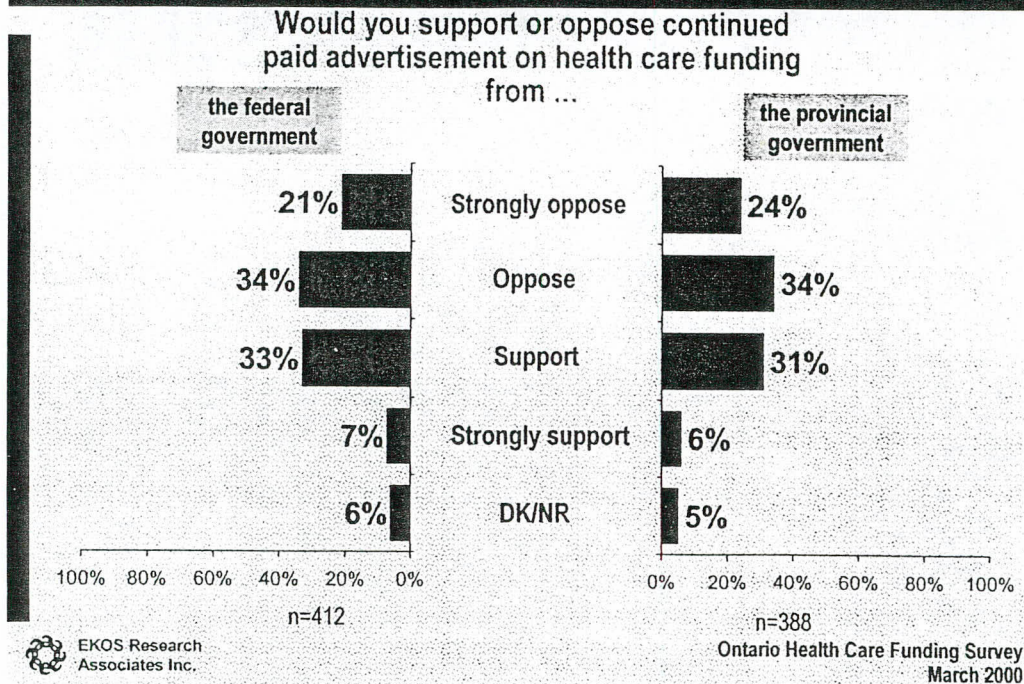
**Agree**

Age 45-64 (++)

**DK/NR**

Age 65+ (++++)

# Paid Advertisements on Health Care Funding



- Federal government ads**

- Strongly oppose**

Age <25 (----)  
45-64 (++++)

Opposition higher among those who recall Ontario insert and news coverage

- Support**

Age <25 (++++)  
45+ (---)

- Provincial government ads**

- Strongly oppose**

Region (613) (--)  
(905) (+++)  
Age <25 (--)  
45-64 (++)

NOT employed in Health Care (++)

Opposition higher among those who recall Ontario insert

- Support**

Age 25-44 (++)  
45-64 (----)

# Conclusions: Quantitative

## The Ads (a)

### ■ Ontario campaign is having an impact...

- ✓ Recall high, especially for TV ads (the "pills" are easily remembered)
- ✓ Awareness of funding issue, federal and provincial share
- ✓ Federal advantage over province *vis-à-vis* responsibility for perceived deterioration of health care is eroding
- ✓ Those who've seen the ads more likely to place federal share below 25 cents of every dollar

### ■ ...BUT

- ✓ Stated reaction tends to be muted
- ✓ Plurality say the Ontario message is not useful, strong majority say it has had negative or neutral impact on views of Ontario government

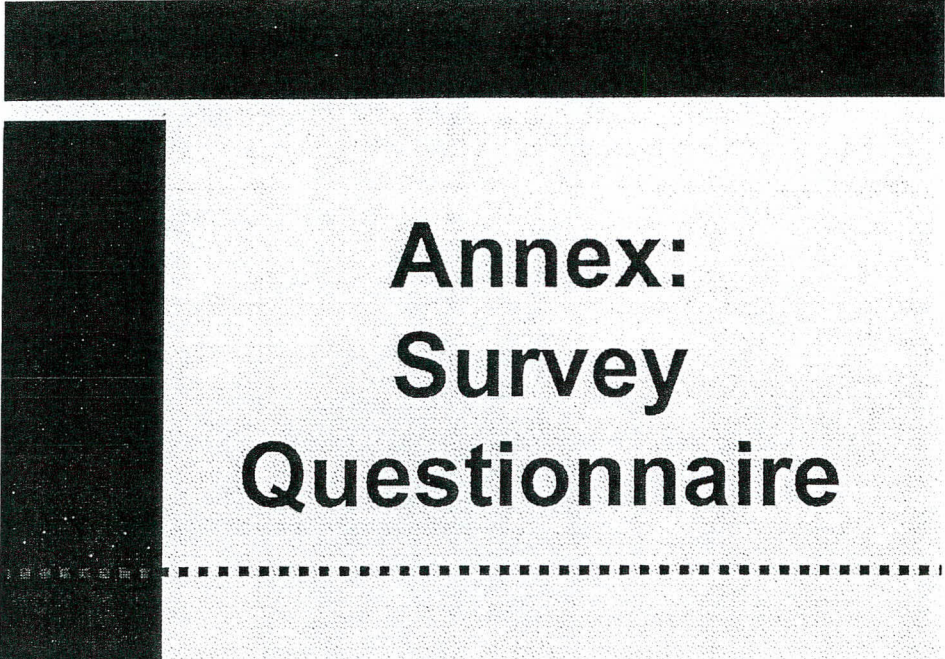


## The Ads (b)

- With smaller (and uniquely print) buy, Federal ad has much lower recall than Ontario TV ad, close to tied with direct-to-home flyer
  - ✓ As with Ontario message, low usefulness and stated impact on views of federal government
  - ✓ Marginally higher believability for Ontario's stance on funding *versus* Ottawa's (but 1 in 5 believe neither)
- Few will say they "like" ads, portrayed as
  - ✓ American, negative, attack (possibly more expected from Ontario than Ottawa)
  - ✓ Missing the point – "This isn't about health care!"
  - ✓ Inter-jurisdictional squabbling, and "it's all our tax dollars"
- Acceptance/belief that a response is appropriate if misinformation exists in Ontario ads, but few (no one?) likely to thank either side
  - ✓ Support and opposition to further advertising is essentially tied

## Health Care

- Possible rebound in perceived state of health care in Ontario, but those who say it is worsening outnumber those saying *status quo* by 2:1
  - ✓ While pluralities believe both feds and province have decreased funding, this sentiment is stronger when thinking about Ottawa
  - ✓ For Queen's Park, residents are much more closely split between believing funding has increased, stayed stable or decreased
- It's about more than money
  - ✓ While \$ are important, other issues are far more resonant
- Debates over funding can turn people off
  - ✓ Either missing the point, or
  - ✓ "Playing with numbers – you can make them say what you want"



# **Annex: Survey Questionnaire**

Hello, my name is...and I work for Ekos Research Associates. We are conducting a survey on behalf of the Government of Canada concerning the views of Ontario residents 18 years of age and older, on several important issues in the news today. The interview will take approximately 8 minutes and I think that you will find it interesting. All of your responses will be kept completely confidential. May I begin?

@intro

1- Continue, SHIFT + ? to terminate

\*\*\* DO NOT MENTION THAT IT IS A SURVEY ON HEALTH CARE FUNDING \*\*\*

**INTRO**

see screen

Continue.....1

**ROT1**

=> \* if IF((ROT1==0),TRC(RAN(1,2.99999999)),ROT1)

rot for Q11

federal.....1

provincial.....2

**SEX**

DO NOT ASK

Record gender of respondent

Male.....1

Female.....2

lab

**Q1A**

In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved, or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved, and the mid-point 4 means stayed the same.

1 Greatly deteriorated.....1

2.....2

3.....3

4 Stayed the same.....4

5.....5

6.....6

7 Greatly improved.....7

DK/NR.....9

**Q1B**

=> +1 if NOT Q1A=#1-#3

Which level of government, federal or provincial, would you say is most responsible for the deterioration?

- Federal .....1
- Provincial .....2
- DK/NR .....9

**Q2**

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL

Recently, the Government of Ontario and the Government of Canada have been talking about federal and provincial contributions to health care funding. Have you heard or seen anything about this?

- Yes, clearly .....1
- Yes, vaguely .....2
- No .....3
- DK/NR .....9

**Q3**

=> Q6A if NOT Q2=#1-#2

READ LIST, SELECT ALL THAT APPLY

Have you heard or seen...

Rotation => 4

- Government of Ontario television ads .....1
- Government of Ontario insert delivered to your home .....2
- Government of Canada newspaper ad .....3
- News coverage (radio, television, newspaper) .....4
- (DO NOT READ) None of the above .....5 X
- (DO NOT READ) DK/NR .....9 X

Aa7

**Q4A**

=> +2 if NOT Q3=#1

Thinking about the message from the Government of Ontario, how useful would you say this information was? Please respond using a 7-point scale where 1 is not at all useful, 7 is extremely useful, and the mid-point 4 is moderately useful.

- 1 Not at all useful .....1
- 2 .....2
- 3 .....3
- 4 Somewhat useful .....4
- 5 .....5
- 6 .....6
- 7 Extremely useful .....7
- DK/NR .....9

**Q4B**

What impact would you say this message had on your overall view of the Government of Ontario? Please respond using a 7-point scale where 1 is extremely negative, 7 is extremely positive, and the mid-point 4 is neither negative or positive.

- 1 Extremely negative .....1
- 2 .....2
- 3 .....3
- 4 Neither .....4
- 5 .....5
- 6 .....6
- 7 Extremely positive .....7
- DK/NR .....9

5ab

**Q5A**

=> +2 if NOT Q3=#3

Thinking about the message from the Government of Canada, how useful would you say this information was? Please respond using a 7-point scale where 1 is not at all useful, 7 is extremely useful, and the mid-point 4 is moderately useful.

- 1 Not at all useful .....1
- 2 .....2
- 3 .....3
- 4 Somewhat useful .....4
- 5 .....5
- 6 .....6
- 7 Extremely useful .....7
- DK/NR .....9

**Q5B**

What impact would you say this message had on your overall view of the Government of Canada? Please respond using a 7-point scale where 1 is extremely negative, 7 is extremely positive, and the mid-point 4 is neither negative or positive.

- 1 Extremely negative .....1
- 2 .....2
- 3 .....3
- 4 Neither .....4
- 5 .....5
- 6 .....6
- 7 Extremely positive .....7
- DK/NR .....9

Q6a → C

Broadly speaking, out of every health care dollar spent in Ontario, how many cents do you think are paid by:

The federal government: @q6a

The provincial government: @q6b

Other sources (e.g., private insurance plans, average citizens) @q6c

\*\*\* FOR EACH QUESTION, ENTER A NUMBER BETWEEN 0 AND 100, OR 999 FOR DK/NR\*\*\*

\*\*\* NOTE: IN ORDER TO CONTINUE THE SURVEY, THE THREE RESPONSES MUST ADD UP TO 100, UNLESS AT LEAST ONE RESPONSE IS A DK/NR

**Q6A**

Federal government .....999  
DK/NR.....999

**Q6B**

Provincial government .....999  
DK/NR.....999

**Q6C**

Other sources (e.g., private insurance plans, average citizens) .....999  
DK/NR.....999

**CHECK**

=> Q6A else => +1 if Q6A+Q6B+Q6C<>100 AND NOT (Q6A=#1 OR Q6B=#1 OR Q6C=#1)

Check to see if three valid responses add up to 100, skip back if not \*\*\*Note that if there is one or more DK/NR response, it will not skip back

Tab

**Q7A**

Rotation => Q7B

Over the past three years, would you say that the share of Ontario's health care contributions paid by the FEDERAL government has increased, decreased, or stayed the same?

Increased .....1  
Decreased .....2  
Stayed the same .....3  
DK/NR .....9

**Q7B**

Over the past three years, would you say that the share of Ontario's health care contributions paid by the PROVINCIAL government has increased, decreased, or stayed the same?

- Increased .....1
- Decreased .....2
- Stayed the same.....3
- DK/NR .....9

**Q8**

READ LIST

The Government of Ontario claims that the Government of Canada is only paying roughly 11 cents out of every dollar of annual health care costs in Ontario. The Government of Canada claims that it pays roughly 34 cents out of every dollar of annual health care costs in Ontario. Who do you mostly tend to believe?

Rotation => 2

- Mostly the Government of Ontario .....1
- Mostly the Government of Canada.....2
- (DO NOT READ) Neither .....3
- (DO NOT READ) DK/NR .....9

**Q9**

READ LIST

Thinking about long-term solutions for fixing the health care system, which of the following three would be the best solution for fixing the health care system?

Rotation => 3

- Increased funding to the existing health care system .....1
- Increased investment and innovation like homecare and community-based care ....2
- A clear plan with clear results reporting agreed upon by the federal and provincial governments .....3
- (DO NOT READ) DK/NR .....9

**PRQ10**

10a -> e

For each of the following questions, please indicate your level of agreement by using a 7-point scale where 1 is totally disagree, 7 is totally agree, and the mid-point 4 is neither agree nor disagree.

**Q10A**

Rotation => Q10E

I don't really think it matters which level of government pays for the public health care system because it is all our tax dollars

1 Totally disagree .....	1
2 .....	2
3 .....	3
4 Neither .....	4
5 .....	5
6 .....	6
7 Totally agree .....	7
DK/NR .....	9

**Q10B**

I think that it is important for governments to make clear information available about health care, even if that means using tax dollars to buy advertisements

1 Totally disagree .....	1
2 .....	2
3 .....	3
4 Neither .....	4
5 .....	5
6 .....	6
7 Totally agree .....	7
DK/NR .....	9

**Q10C**

The health care system is in crisis

1 Totally disagree .....	1
2 .....	2
3 .....	3
4 Neither .....	4
5 .....	5
6 .....	6
7 Totally agree .....	7
DK/NR .....	9

**Q10D**

The federal government's contribution to Ontario's health care funding has decreased substantially

1 Totally disagree .....	1
2 .....	2
3 .....	3
4 Neither .....	4
5 .....	5
6 .....	6
7 Totally agree .....	7
DK/NR .....	9



**Q10E**

Money alone is not the solution to securing the health care system for the future

1 Totally disagree .....	1
2 .....	2
3 .....	3
4 Neither .....	4
5 .....	5
6 .....	6
7 Totally agree .....	7
DK/NR .....	9

**Q11**

Thinking about the <rot1 > government, would you strongly oppose, oppose, support, or strongly support continued paid advertisements on health care funding?

Strongly oppose.....	1
Oppose.....	2
Support.....	3
Strongly support.....	4
DK/NR .....	9

**STATS**

Now I have a few more questions to be used for statistical purposes only.

**HOUSE**

12

Which of the following types best describes your current household? \*\* IF THEY SAY THEY ARE LIVING WITH THEIR PARENT(S) THEN THE HOUSEHOLD IS EITHER 02 (ONE ADULT WITH CHILD/CHILDREN) OR 04 (MARRIED OR COMMON-LAW COUPLE, WITH CHILDREN)

One person, living alone .....	01
One adult with child/children .....	02
A married or common-law couple, without children .....	03
A married or common-law couple, with children .....	04
Two or more unrelated persons .....	05
Living with relatives other than parents .....	06
More than one adult with child/children.....	07
Other (please specify) .....	98
DK/NR .....	99

o

**EDUC**

13

What is the highest level of schooling that you have completed?

Public/Elementary school or less (grade 1-8) .....	01
Some high school.....	02
Graduated from high school (grade 12-13).....	03
Vocational/Technical college or CEGEP .....	04
Trade certification .....	05
Some university .....	06
Bachelor's degree.....	07
Professional certification .....	08
Graduate degree .....	09
DK/NA.....	99

**EMPLO**

14

Which of the following categories best describes your CURRENT employment status?

Self-employed.....	01
Employed full-time.....	02
Employed part-time.....	03
Seasonal employment.....	04
Term/casual employment.....	05
Unemployed.....	06
Student.....	07
Retired.....	08
Homemaker.....	09
Disability / sick leave.....	10
Maternity / paternal leave.....	11
Other (please specify).....	98
DK/NR.....	99

**HLTH**

15

Are you or anyone in your household employed in the health care field, either directly or indirectly?

Yes.....	1
No.....	2
DK/NR.....	9

**AGE**

*READ CATEGORIES IF NECESSARY*

16

What is your age, please?

Under 25.....	01
25-34 years.....	02
35-44 years.....	03
45-54 years.....	04
55-64 years.....	05
65 years or older.....	06
(DO NOT READ) DK/NR.....	99

**INCOM**

17

What is your annual HOUSEHOLD income from all sources before taxes?

<\$20,000.....	1
\$20,000-\$39,999.....	2
\$40,000-\$59,999.....	3
\$60,000-\$79,999.....	4
\$80,000 or more.....	5
DK/NR.....	9

**THNK**

*End of Interview*

Thank you for your cooperation and time!

Completion.....	1
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