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Ontario Health Care Funding

Final Report of Quantitative Research

August 25, 2000

Submitted to:

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Outline

A. Research Objectives and Methodology

B. Findings

C. Conclusions

D. Appendix: Survey Instruments

Objectives of the Research

- In the context of the public debate on health care funding, and in response to the advertisement campaign launched by the Government of Ontario earlier in the Spring of 2000, the Government of Canada developed and conducted a television advertisement campaign on the issue of health care.
- The research was designed and conducted to first measure awareness of the ads in the general public of Ontario and to gauge the public's reaction to the ads. We also examined the public's perceptions and attitudes towards broader health care issues, including:
 - ✓ funding priorities;
 - ✓ the trajectory of the system; and
 - ✓ the best approaches to addressing the challenges.

A. →

Research Objectives and Methodology

Methodology

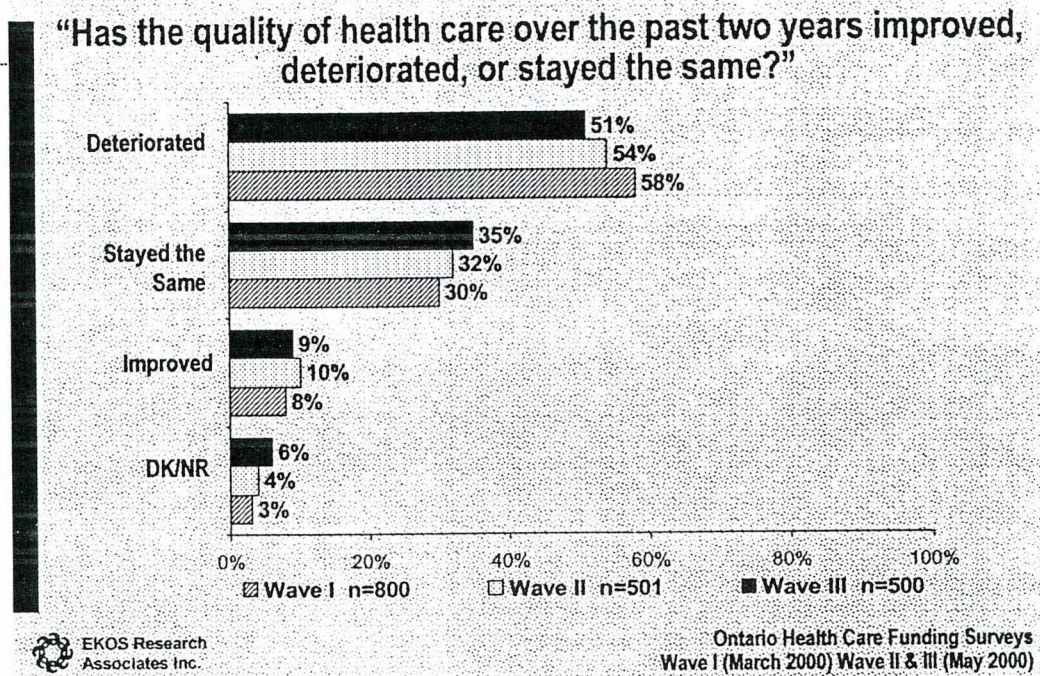
- **Wave I — 800 interviews conducted with random sample of Ontario households**
 - ✓ Provides provincial-wide result accurate to within 3.5 percentage points at confidence level of 95 per cent
 - ✓ Fieldwork conducted March 30 to April 2 — prior to Canada television ad campaign
 - ✓ Used for tracking key on-going relevant indicators
- **8 focus groups held in Ottawa, Toronto, Sudbury and London (Wave I)**
- **Wave II - 501 interviews conducted with random sample of Ontario households**
 - ✓ Provides provincial-wide result accurate to within 4.4 percentage points at confidence level of 95 per cent
 - ✓ Fieldwork conducted May 2 to May 4
- **Wave III - 500 interviews conducted with random sample of Ontario households**
 - ✓ Provides provincial-wide result accurate to within 4.4 percentage points at confidence level of 95 per cent
 - ✓ Fieldwork conducted May 17 to May 20



Findings



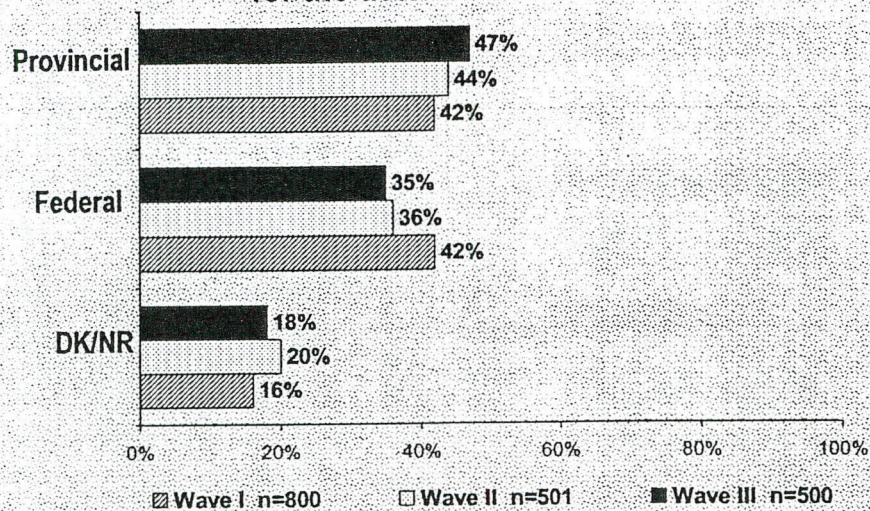
Perceptions of Health Care System (a)



- In the latest wave of the survey, one in two respondents indicate that the health care system has deteriorated over the past two years. Over a third (35 per cent) say that the quality of health care has stayed the same, while approximately one in 10 believe it has improved. The level of indecision is relatively low, with only six per cent of respondents unable to offer a response to this question.
- Among the most likely to say that the health care system has deteriorated, we find respondents between the ages of 45 and 64, as well as respondents with an annual household income above \$60,000. Respondents under the age of 25, as well as those over the age of 65, have a greater likelihood of saying that the quality of the health care system has stayed the same over the past two years.
- Immediate recall of health care issues seems to have little or no effect on the propensity to say that the quality of health care has improved or deteriorated. On the other hand, views on the overall state of health care appear to be closely linked to the perceptions about the provincial government's share of health care costs. Respondents who believe that the provincial government's share of health care costs has decreased are more likely to say that the overall quality of the system has deteriorated. The same strong link cannot be made with regards to the federal government's share of health care spending. Respondents who have been exposed to both the Ontario government and the federal government's ads are more likely to say that the quality of health care in Canada has deteriorated over the past few years.
- Over the course of the last few months, there has been a modest shift away from the idea that the quality of the health care system has deteriorated (down from 58 per cent in March) towards the opinion that it has stayed the same (increase of five percentage points). The proportion of respondents who indicate that there has been an improvement in the quality of the health care system over the past two years remains flat, hovering around one in 10 respondents. The level of non-response or indecision has increased slightly yet consistently with each successive wave of the survey.

Perceptions of Health Care System (b)

“[If deteriorated] Which level of government is most responsible for the deterioration?”



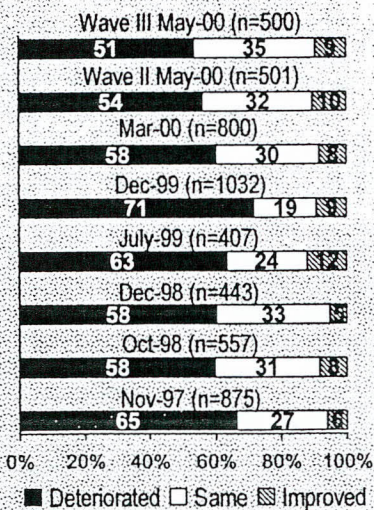
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Ontario Health Care Funding Surveys
Wave I (March 2000) Wave II & III (May 2000)

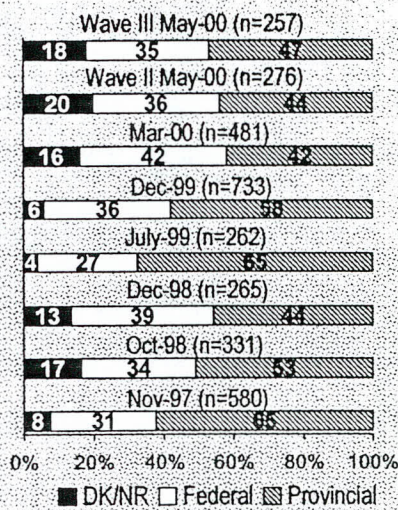
- To follow up with the respondents who believe they have witnessed a deterioration in the quality of health care in Canada, we asked them to determine who is most responsible for this decline. A plurality of respondents point to the provincial government, with slightly more than one in three assigning blame to the federal government and nearly one in five unable to determine or decide which level of government is most responsible for the deterioration.
- Over the course of these three soundings of Ontarians, from an even split between the federal and provincial levels of government in March 2000 (42 per cent each), there has been a significant decline in the proportion of respondents who hold the federal government responsible and a corresponding increase in the level of reproach for the provincial government. Respondents who had seen ads from both campaigns had similar response patterns to this question as those who reported having seen only the Ontario ads. Respondents who have seen neither ad campaign have a much stronger proportion of non-response and indecision when determining whom to hold responsible for the deterioration of the quality of health care.

Tracking Perceptions of Health Care System

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



"Which level of government is most responsible for the deterioration?"



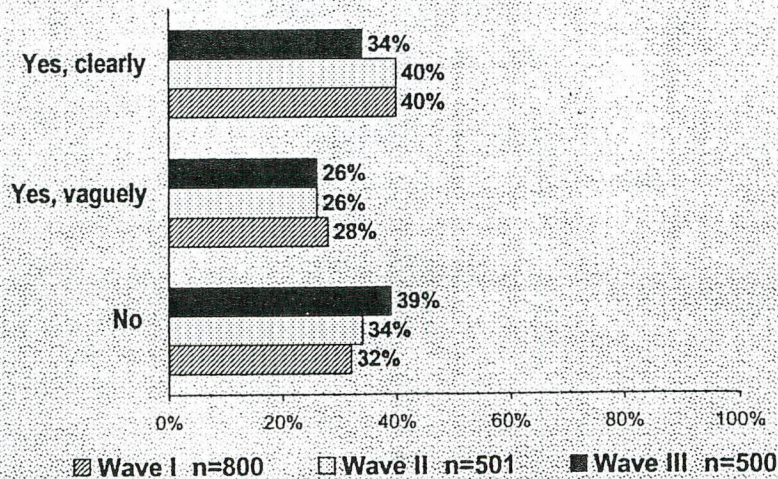
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Rethinking Government

- Tracking responses to this question for the past two and a half years, there is a fairly stable pattern, with an overall decline in the number who say that the quality of health care has deteriorated. The share of federal responsibility peaked in March 2000, corresponding with the start of the Ontario ad campaign.

Recall of Issues

"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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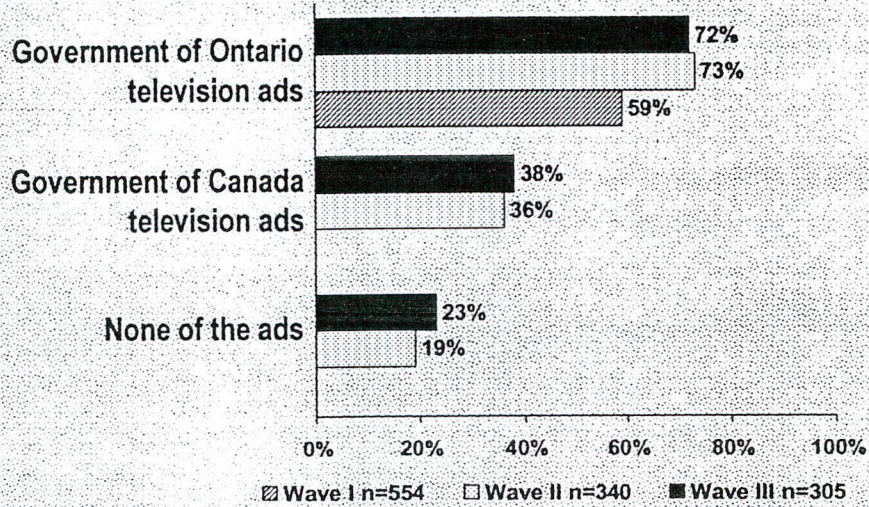
Ontario Health Care Funding Surveys
Wave I (March 2000) Wave II & III (May 2000)

- Recall of the health care funding issue is remarkably high, with six in 10 respondents indicating they have vague (26 per cent) or clear (34 per cent) recall of having heard or seen anything about it.
- The level of recall is highest among men, the 45 to 64 year old age cohort, higher income earners and the university-educated.
- There has been a slight erosion in the overall level of recall in the past few months, from close to seven in 10 expressing clear or vague recall in March to six in 10 respondents at the end of May.

Recall of Television Ads

Asked of respondents with clear/vague recall of issue

"Have you heard or seen ..."



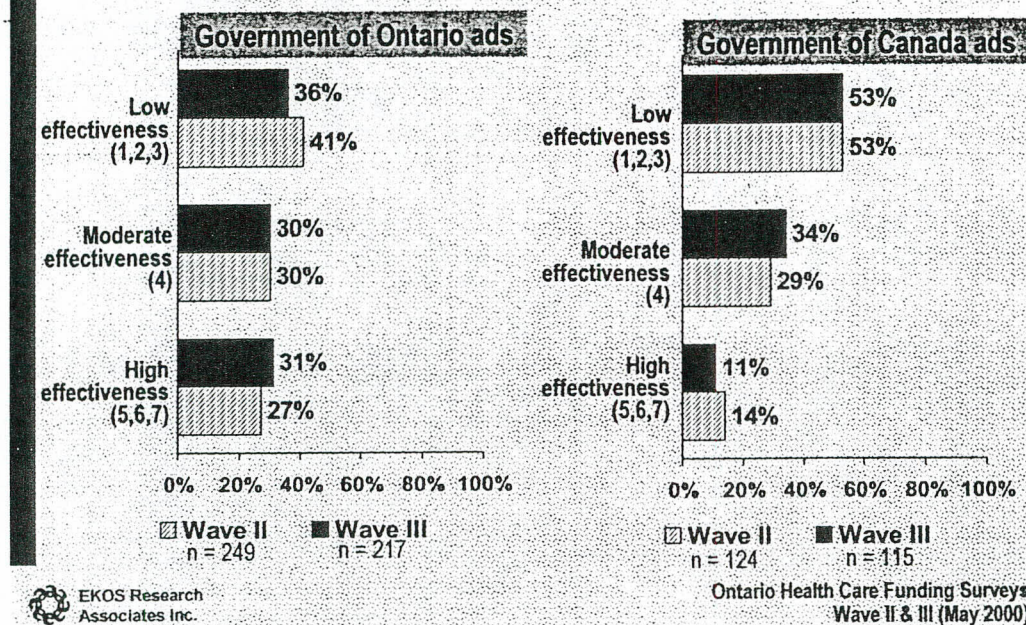
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Ontario Health Care Funding Surveys
Wave I (March 2000) Wave II & III (May 2000)

- Nearly three out of four respondents indicate that they have seen or heard the Government of Ontario television ads, and a further 38 per cent indicate having seen the ad produced by the Government of Canada. Nearly all respondents who have seen the federal government's ad have also seen the Ontario government's ads.
- Exposure to the ads is slightly higher among men than among women.

Effectiveness of Television Ads (a)

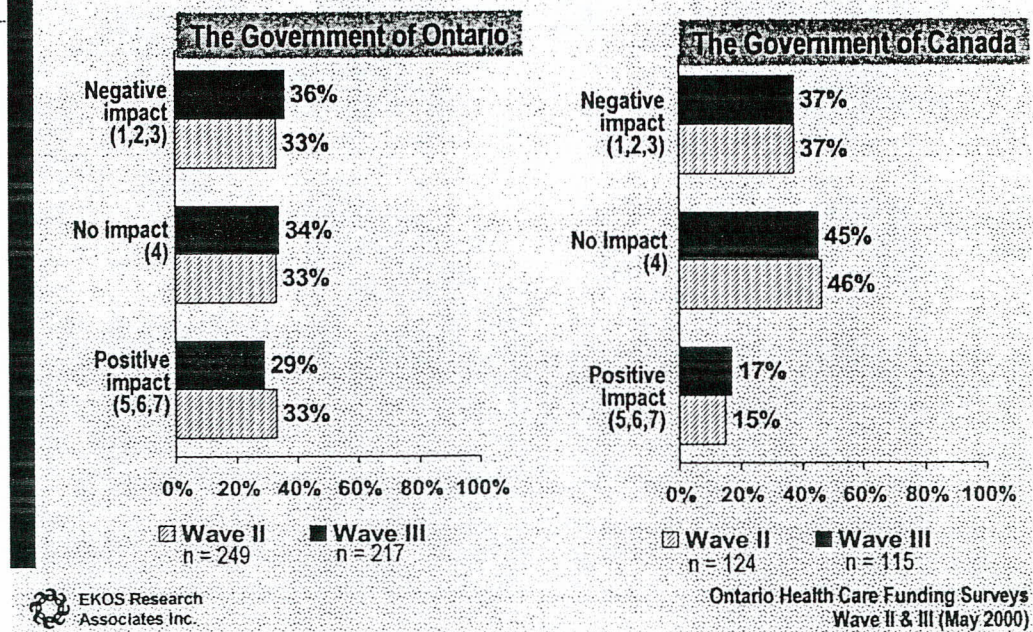
Thinking about the television ads, how effective would you say they are?"



- Results are polarized on the effectiveness of the ad campaign from the Government of Ontario. A slight plurality (36 per cent) give the ads a low effectiveness rating. Respondents with higher levels of education are more likely to rate the ads as highly effective (41 per cent among university-educated).
- Respondents who have seen both the Ontario ads and the federal ads give a less enthusiastic rating to the effectiveness of the Ontario government's ads. The perceived effectiveness of the ads is also linked to the overall attitudes that respondents have about the quality of health care. Respondents who believe that the quality of care has decreased in the past two years are also more likely to say that the effectiveness of the Ontario ads was low.
- The overall effectiveness of the Government of Canada's ad campaign on this measure was not rated as highly as the ads from the Government of Ontario. Over the course of the campaign (Wave II to Wave III data), there has even been a slight shift towards a more moderate, rather than a high effectiveness rating. Men are more likely than women to give the federal government's ad campaign a low effectiveness rating.

Effectiveness of Television Ads (b)

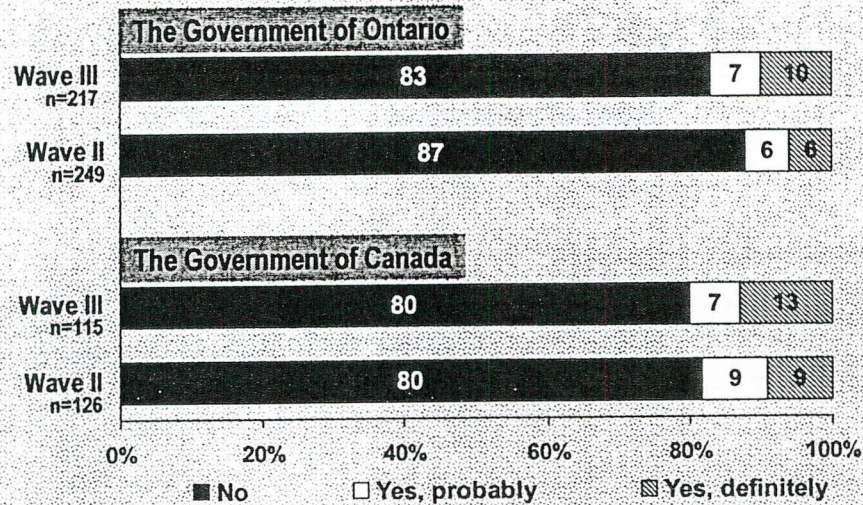
“What impact would you say this message had on your overall view of ...?”



- As for the impact of the ad campaign from the Government of Ontario, again results are polarized, with a very slim plurality (36 per cent) indicating that the message had an overall negative impact on their view of the Government of Ontario. Compared to the results from Wave II, Ontario residents were slightly less inclined to say that the ad campaign had a positive impact.
- The ad campaign from the Government of Canada registers a more neutral or unaffected impression, with a strong plurality (45 per cent) indicating the ad campaign had no impact on the overall view of the Government of Canada. In a very similar proportion to the reaction to the Ontario government's ad campaign, 37 per cent indicate that the Government of Canada ad campaign has had a negative impact on their view of the federal government. Very few, less than one in five, find the federal ad campaign had a positive impact on their overall view of the Government of Canada.

Requests for More Information

"Have you, or do you, intend to request more information from (...) on the issues presented in its television advertisements?"



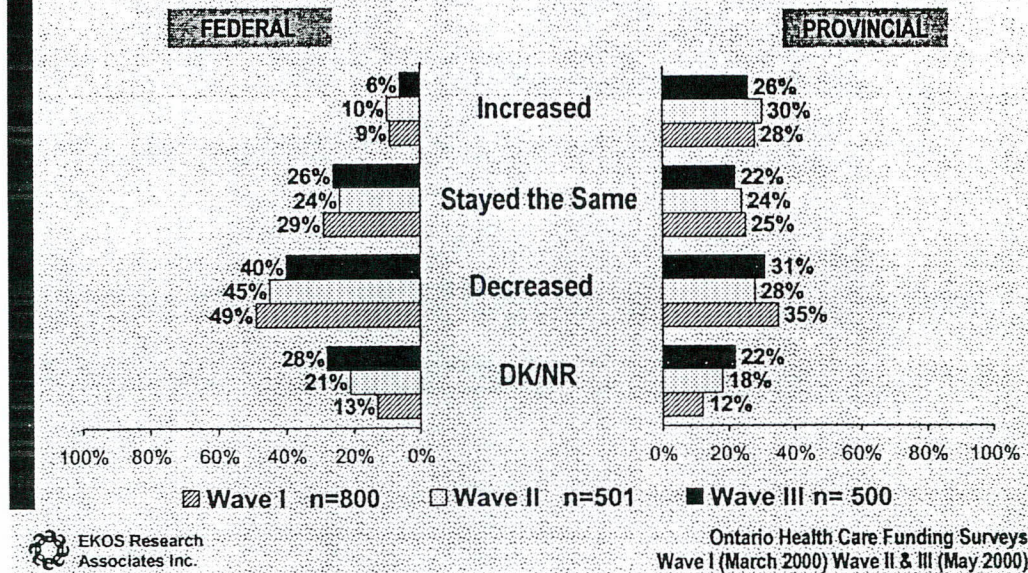
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Ontario Health Care Funding Surveys Wave II & III (May 2000)

- The greater part of those surveyed indicate that they have no intention of requesting more information from either the Government of Ontario or the Government of Canada on the issues presented in its television advertisements. As exposure to the ads increases over time, respondents indicate that they are slightly more inclined to request information, however that proportion never surpasses one in five respondents.
- Women are more likely than men to indicate that they would request further information from the Government of Ontario, as are respondents with annual household incomes between \$20,000 and \$39,000. Respondents with a university-level education are among the least likely to request further information from the Government of Canada.

Changes in Share of Spending

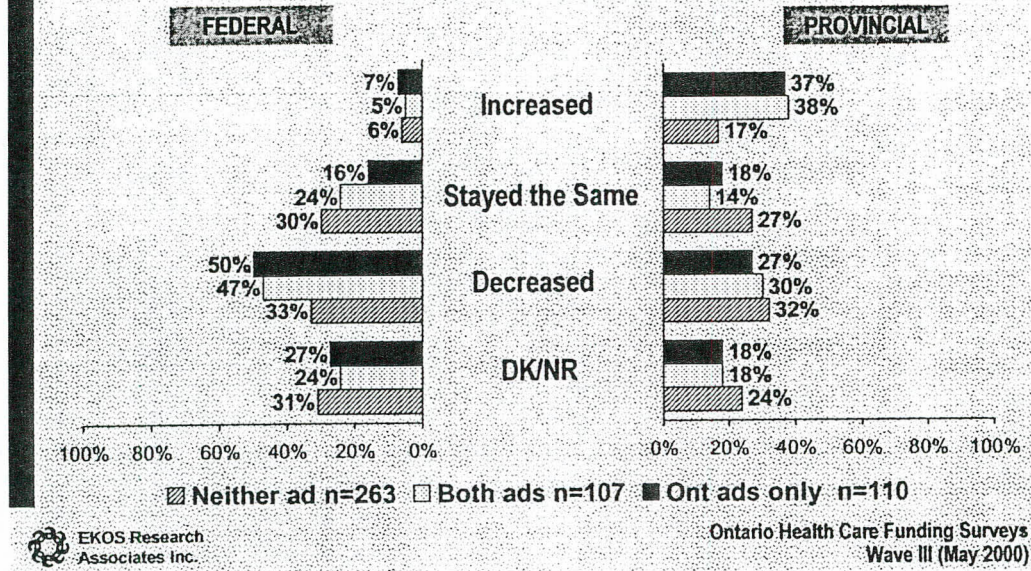
"Over the past three years, would you say that the share of Ontario's health care contributions paid by the (...) government has increased, decreased, or stayed the same?"



- A plurality of respondents are inclined to say that the share of Ontario's health care contributions paid by either the federal and the provincial government has decreased in the past three years. Approximately one in four believe the contribution levels from the federal and provincial governments have stayed about the same. Respondents are more likely to say that health care contributions have increased at the provincial level (26 per cent) rather than at the federal level (six per cent). A fairly sizeable proportion are unable to say whether the provincial share (22 per cent) or the federal share (28 per cent) has increased or decreased over the past three years.
- What is interesting to note over the successive waves of the survey is the progressive increase in the proportion of respondents who were unable to offer an answer to these questions. At the federal level, the shift is mostly away from those who believe the share of spending has decreased. At the provincial level, the increase in the proportion of non-response occurs at the expense of the proportion who indicate decrease, increase and stayed the same. The gradual increase in the proportion of non-response and uncertainty is quite telling, in light of the diverging messages that are being delivered in the respective campaigns.
- Respondents with a university-level education are among the most likely to indicate that the provincial share of health care spending has increased in the past three years. At the federal level, respondents over the age of 65 are the most likely to believe that the share of spending has increased, while respondents with higher household incomes are more likely to believe that the federal share has decreased.

Perceived Changes in Spending by Exposure to Ads

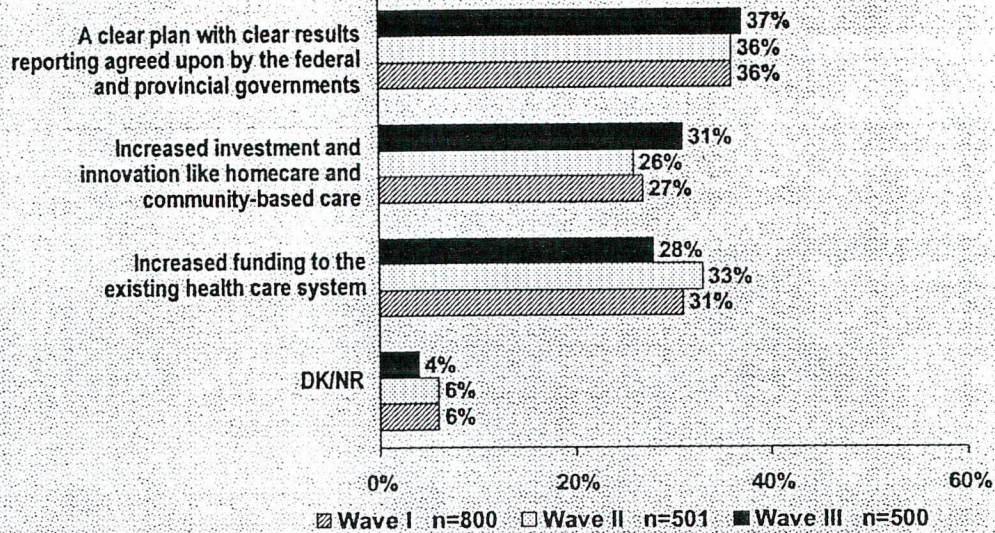
"Over the past three years, would you say that the share of Ontario's health care contributions paid by the (...) government has increased, decreased, or stayed the same?"



- The response patterns to these questions serve to illustrate some of the effects of the advertisement campaigns. Respondents who only saw the Ontario government's ad campaign are far more likely to say that the federal share of contributions has decreased. Conversely, they are also more likely to indicate that the provincial share has increased in the past three years. The strong effect of the Ontario ad campaign persists on those who also saw the federal ad. Because the sample of respondents who only saw the federal ad is very small, we are unable to measure the independent effect of the federal ad, isolated from the impact of the provincial ads. Respondents with no exposure to either ad campaign are more likely to indicate that federal and provincial spending levels have stayed the same.

Long-Term Solutions

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



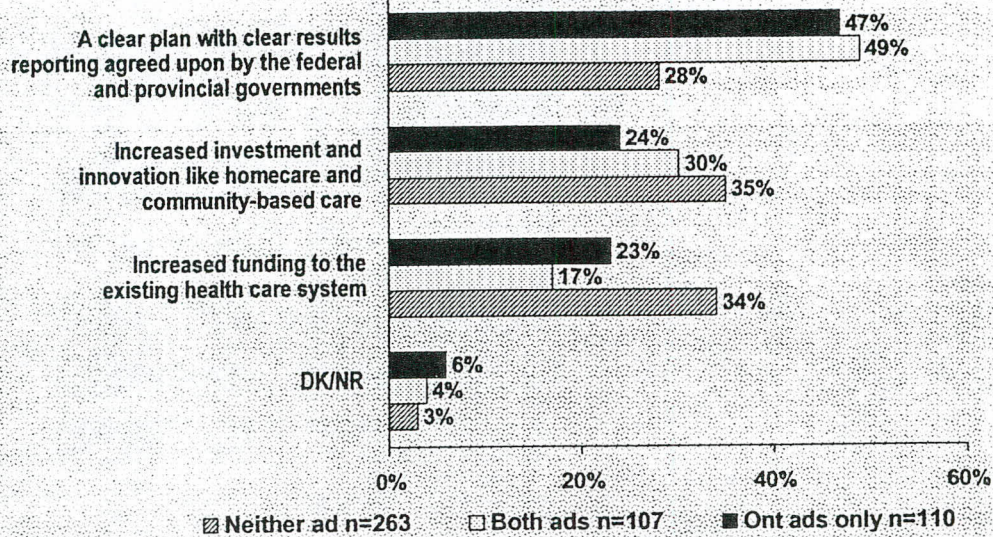
EKOS Research Associates Inc.

Ontario Health Care Funding Surveys
Wave I (March 2000) Wave II & III (May 2000)

- Respondents are split on the best long-term solutions to fixing the health care system. A plurality (37 per cent) believe the federal and provincial governments should agree upon a clear plan with clear reporting of results. The level of support for that course of action has remained stable over the three waves of the survey.
- In the latest wave of the survey, there is increased support for investment and innovations into the health care system, replacing increased funding to the existing health care system as the second most popular option. Non-response and uncertainty is relatively low at approximately five per cent.
- Men and respondents with higher household incomes are more likely to endorse the clear plan and reporting strategy. Women lean more towards increasing funding to the existing health care system.

Long-Term Solutions by Exposure to Ads

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

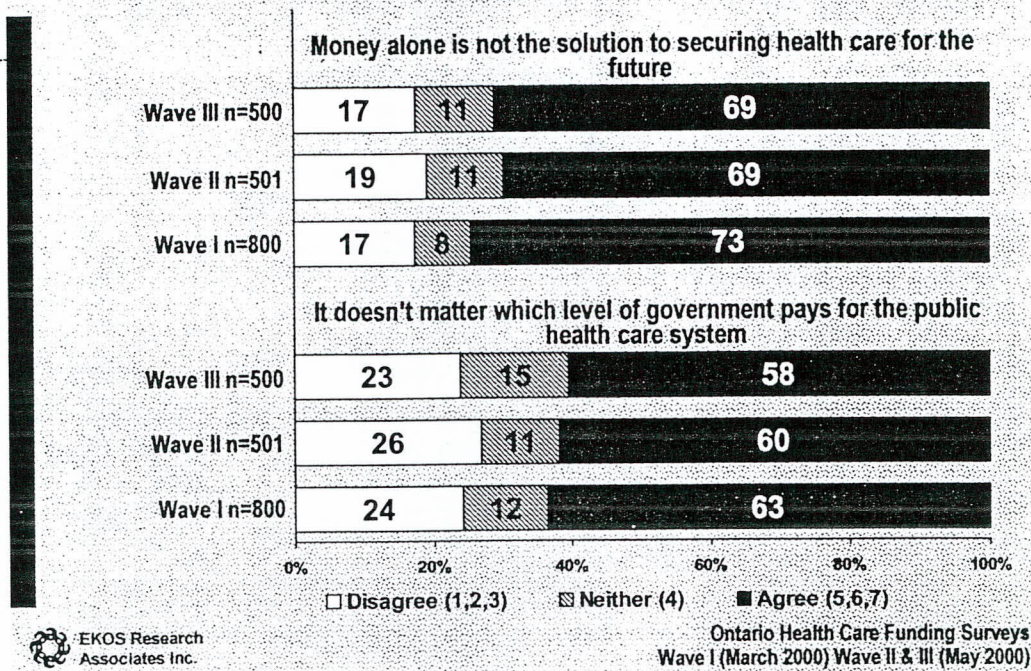


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Ontario Health Care Funding Surveys Wave III (May 2000)

- Respondents who have been exposed to either ad campaign are more likely to endorse the clear plan and reporting strategy. Nearly one in two select that option as the best long-term solution for fixing the health care system. Those who have seen both the Ontario Government and the Government of Canada ads select increased investment and innovation as the second most popular option, over increased funding to the existing health care system.
- Respondents who have seen neither ad campaign are polarized in their opinion as to the best long-term solution for the health care system. Compared to the respondents with some exposure to the ad campaigns, they lean more towards increasing funding to the existing health care system. The idea of a clear plan with clear reporting does not resonate with the same salience as it does with respondents who have been exposed to the ad campaigns.

Health Care Funding in Ontario



- A strong majority of respondents, nearly seven in ten, support the idea that money alone is not the solution to securing health care for the future. Nearly six in 10 say it doesn't matter which level of government pays for the public health care system. While we see that the response patterns have been fairly stable over the course of the advertisement campaigns, there is also evidence to show that respondents who had seen the ads are more likely to agree that money is not the lone solution.
- Respondents with a university-level education are least likely to be indifferent to which level of government that pays for the public health care system.
- Respondents with lower annual household incomes are less likely to agree that money alone is not the solution to securing the health care system for the future. As well, respondents with no exposure to either ad campaign are also less likely to agree that money alone is not the key to resolving the difficulties in the health care system.

C. →

Conclusions

Conclusions (a)

- **Majority believes the health care system in Ontario has deteriorated in the past few years, with one in three indicating it has stayed about the same.**
 - ✓ Blame for deterioration shared (approximately 60/40 among decided respondents) by provincial and federal governments
 - ✓ Initial effect of Ontario ad campaign to square blame on federal government has attenuated
- **Recall of health care funding issues very high**
 - ✓ Most have been exposed to the Ontario Government's ads, about half as many to the Government of Canada's ad
- **Results of federal ad campaign mitigated**
 - ✓ Separate effect of federal campaign difficult to measure since near totality of those who have seen the federal ads also claim to have seen the Ontario government's ads
 - ✓ Effectiveness rated lower than Ontario ads
 - ✓ Reaction to federal ad more muted

Conclusions (b)

- **Counter-points to Ontario ads have sparked increased levels of uncertainty, confusion over “the facts”**
 - ✓ More and more uncertainty as to the level and share of spending on health care by the federal and provincial governments
 - ✓ Increased likelihood of requesting more information from the federal government on the issues presented in the ad
- **Preferred long-term solutions influenced by exposure to ad campaign**
 - ✓ Having a clear plan with clear reporting resonates with respondents who have seen the ads
 - ✓ Preferences for increased funding or innovation driven by demographic /SES indicators.
 - ✓ Importance of issues besides money linked to having seen advertisement campaigns

D. →

Appendix: Survey Instruments

Explanatory Note

Attached survey instruments used to collect data presented in report

- ✓ Wave I questionnaire
 - 800 interviews (randomly selected Ontario households)
 - Fieldwork conducted March 30 – April 2, 2000
 - Baseline survey for subsequent tracking
- ✓ Waves II and III questionnaire
 - 500 interviews (randomly selected Ontario households)
 - Wave II fieldwork conducted May 2 – May 4, 2000
 - Wave III fieldwork conducted May 17 – May 20, 2000
 - Replicated key variables from Wave I and introduced new items



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A. →

Wave I Questionnaire

Ontario Health Care Funding Survey

1

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

Continue1

ROT1

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

rot for Q11

federal1

provincial2

SEX

DO NOT ASK

Record gender of respondent

Male1

Female2

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 deteriorated1

22

33

4 Stayed the same4

55

66

7 Greatly improved7

DK/NR9

Ontario Health Care Funding Survey

Q1B

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

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

- Federal1
- Provincial2
- DK/NR9

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, clearly1
- Yes, vaguely2
- No3
- DK/NR9

Q3

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

READ LIST, SELECT ALL THAT APPLY

Have you heard or seen...

Rotation => 4

- Government of Ontario television ads1
- Government of Ontario insert delivered to your home2
- Government of Canada newspaper ad3
- News coverage (radio, television, newspaper)4
- (DO NOT READ) None of the above.....5 X
- (DO NOT READ) DK/NR9 X

4ab

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 useful1
- 22
- 33
- 4 Somewhat useful4
- 55
- 66
- 7 Extremely useful.....7
- DK/NR9

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 negative1
- 22
- 33
- 4 Neither4
- 55
- 66
- 7 Extremely positive7
- DK/NR9

5 ab

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 useful1
- 22
- 33
- 4 Somewhat useful4
- 55
- 66
- 7 Extremely useful.....7
- DK/NR9

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 negative1
- 22
- 33
- 4 Neither4
- 55
- 66
- 7 Extremely positive7
- DK/NR9

Ontario Health Care Funding Survey

6abc

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 government999
DK/NR

Q6B

Provincial government999
DK/NR

Q6C

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

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?

Increased1
Decreased2
Stayed the same3
DK/NR9

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?

Increased1
Decreased2
Stayed the same3
DK/NR9

7 ab

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 Ontario1
- Mostly the Government of Canada.....2
- (DO NOT READ) Neither3
- (DO NOT READ) DK/NR9

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 system1
- Increased investment and innovation like homecare and community-based care2
- A clear plan with clear results reporting agreed upon by the federal and provincial governments3
- (DO NOT READ) DK/NR9

10a -> e

PRQ10

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 disagree1
- 22
- 33
- 4 Neither4
- 55
- 66
- 7 Totally agree7
- DK/NR9

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

Ontario Health Care Funding Survey

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 alone01
- One adult with child/children.....02
- A married or common-law couple, without children03
- A married or common-law couple, with children.....04
- Two or more unrelated persons05
- Living with relatives other than parents.....06
- More than one adult with child/children.....07
- Other (please specify)98 O
- DK/NR99

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 CEGEP04
- Trade certification05
- Some university06
- 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

O

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

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

17 <\$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

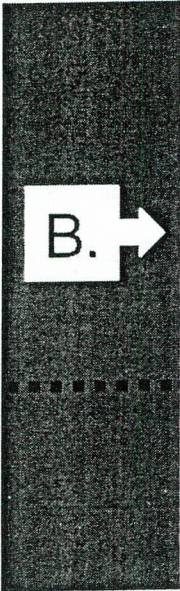
THNK

End of Interview

Thank you for your cooperation and time!

Completion	1
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D



Waves II & III Questionnaire



Ontario Health Care Ad Testing

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

Continue1

ROT1

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

rot for Q9

federal1

provincial2

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

22

33

4 Stayed the same.....4

55

66

7 Greatly improved.....7

DK/NR9

Ontario Health Care Ad Testing

Q1B

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

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

- Federal1
- Provincial2
- DK/NR9

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, clearly1
- Yes, vaguely2
- No3
- DK/NR9

Q3

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

READ LIST, SELECT ALL THAT APPLY

Have you heard or seen...

Rotation => 4

- Government of Ontario television ads1
- Government of Ontario newspaper ads.....2
- Government of Canada television ad.....3
- Government of Canada newspaper ad4
- (DO NOT READ) None of the above.....5 X
- (DO NOT READ) DK/NR9 X

Q4

=> +1 if NOT Q3=#1

Thinking about the Government of Ontario's television ads, how effective would you say they are? Please respond using a 7-point scale where 1 is not at all effective, 7 is extremely effective, and the mid-point 4 is moderately effective.

- 1 Not at all effective1
- 22
- 33
- 4 Somewhat effective4
- 55
- 66
- 7 Extremely effective.....7
- DK/NR9

Q5

=> +1 if NOT Q3=#3

Thinking about the Government of Canada's television ad, how effective would you say it is? Please respond using a 7-point scale where 1 is not at all effective, 7 is extremely effective, and the mid-point 4 is moderately effective.

- 1 Not at all effective1
- 22
- 33
- 4 Somewhat effective4
- 55
- 66
- 7 Extremely effective.....7
- DK/NR9

bab

Q6A

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?

- Increased1
- Decreased2
- Stayed the same3
- DK/NR9

Q6B

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?

- Increased1
- Decreased2
- Stayed the same3
- DK/NR9

Q7

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 system1
- Increased investment and innovation like homecare and community-based care2
- A clear plan with clear results reporting agreed upon by the federal and provincial governments3
- (DO NOT READ) DK/NR9

Sab

PRQ8

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.

Ontario Health Care Ad Testing

Q8A

Rotation => Q8B

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

Q8B

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

Q9

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

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)

10

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

11 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

12 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

13 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

14 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

15 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 D