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Wave 1

**POST-TEST OF THE HEALTHCARE
AGREEMENT TELEVISION ADVERTISEMENT**

Wave 1

Submitted to:

Canadian Information Office

Ipsos

Ipsos Reid

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BACKGROUND

In early September 2000, the Government of Canada and all provinces and territories agreed to a plan that will increase federal funding available for healthcare by \$21.2 billion over the next 5 years. Following this announcement, the Canadian Information Office released a television advertisement to raise awareness of this new agreement. The Canadian Information Office contracted the IPSOS-Reid Corporation to conduct a survey with Canadians in order to evaluate their awareness of this television advertisement as well as their awareness of the healthcare agreement.

Some sections contain tracking from an earlier study that took place in September of 2000.

METHODOLOGY

All data were collected via the IPSOS-Reid Corporation's National Omnibus "Angus Reid Express" – a telephone survey, carried out between October 4th and October 10th 2000, among a representative cross-section of 1500 Canadian adults. With this national sample, one can say with 95 percent certainty that the results are within ± 2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The data are weighted to ensure an accurate reflection of the actual Canadian population according to 1996 Census. ?

SUMMARY OF FINDINGS

Awareness

- When aided, one in ten Canadians (11%) said they had actually seen the Government of Canada advertisement of the doctor walking through a clinic.
- Close to one quarter of these respondents said that the main message of the advertisement was that the government was putting money into the healthcare system (24%), while 32% said that the advertisement means there will be improvements to the healthcare system.
- Some differences exist between October respondents and September respondents (when the advertisement didn't air on television). While awareness of the agreement remained the same among both groups of respondents, October respondents seemed more positive about the agreement in general, the future of the healthcare system specifically and access to healthcare services. However, they were less confident in the federal and provincial governments' ability to improve the healthcare system, more pessimistic about noticeable improvements to provincial governments, more likely to feel that the threat of privatization has not lessened and that the government is simply putting back the money it took.
However, overall findings showed respondents who were aware of the television advertisement generally held more positive views of the governments, the healthcare system and the new agreement between federal and provincial governments than those who were not aware of the advertisement.
- A majority of respondents (59%) said they were very aware (16%) or somewhat aware (43%) of the new healthcare agreement between the federal government and the provinces. These results are identical to those from the previous wave of this report in September 2000. Slightly more respondents who had seen the television advertisement said they were *very aware* of the new agreement (19%) compared to those who had not seen the advertisement (16%).
- A large majority (82%) of those who were aware of the advertisement said that the new healthcare agreement was very positive (11%) or somewhat positive (71%), compared to 10% and 66% respectively in September 2000. When the same question (with an explanation of the agreement) was asked of all respondents, a large majority (92%) once again said that the new agreement was very positive (33%) or somewhat positive (59%). Results from the earlier study also showed a majority of 92% with 34% of respondents saying that the new agreement was very positive and 58% saying it was somewhat positive.

Views on the Agreement

- Before receiving an explanation of the agreement, all respondents were asked about their views on the agreement. **Those who had actually seen the advertisement were slightly more likely (16%) than those who had not (11%) to say the new agreement was *very positive*.**
- After receiving an explanation of the agreement, all respondents were asked about their views on the agreement. Those who had actually seen the advertisement were slightly more likely (36%) than those who had not (33%) to say the new agreement was *very positive*.
- Almost three in four Canadians (71%) strongly agreed (35%) or somewhat agreed (36%) that the Government of Canada was simply putting back the money it took out of the healthcare system over the last couple of years. Canadians were more likely to agree with this idea than respondents from the earlier study (67%). **Interestingly, respondents who had seen the advertisement were more likely to *strongly agree* (42%) that the government is simply putting back the money it took out of the healthcare system, as opposed to those who had not seen the advertisement (34%).**
- Most Canadians (73%) strongly agreed (28%) or somewhat agreed (45%) that if they or a family member were to be very ill, they would be able to have access to the necessary healthcare services. Respondents were more positive in their assessment of access to healthcare services than those in the previous study (69%). **Canadians who saw the advertisement were more likely to *strongly agree* (33%) that if they or a member of their family was sick, they would have access to the necessary healthcare services, compared to those who had not seen the advertisement (28%).**
- Four in five Canadians (82%) strongly agreed (22%) or somewhat agreed (60%) that the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future. Findings on this issue show a slight increase since September (79%). **Respondents who had seen the advertisement were also more likely to *strongly agree* (31%) that the federal/provincial agreement will lead to a stronger healthcare system in the future than those who were unaware of the advertisement (21%).**
- Slightly less than three in four Canadians (71%) strongly agreed (16%) or somewhat agreed (55%) that the new money from the federal government will allow provincial governments to make noticeable improvements within the next year. Findings from the September study were slightly more positive (73%). **Respondents who had seen the advertisement also *strongly agreed* that the new money being given to provinces**

will lead to noticeable improvements in the next year (22%) compared to those who had not seen the advertisement (16%).

- Slightly more than half of Canadians (52%) strongly disagreed (19%) or somewhat disagreed (33%) that with the new money, the threat of privatization of the healthcare system has lessened. Conversely, slightly less Canadians (45%) strongly agreed (9%) or somewhat agreed (36%) with this statement. Respondents felt slightly more threatened by privatization than those in the previous study (49%). **Just as many respondents who had seen the advertisement (9%) as those who had not seen it (9%) *strongly agreed* that with more money in the healthcare system, the threat of privatization or a two-tier system in Canada has lessened.**

Confidence

- More than two in three Canadians (70%) were very confident (12%) or somewhat confident (58%) in the Government of Canada's ability to improve the healthcare system across Canada. These results were slightly lower than those in the September study (73%). **Respondents who had seen the advertisement were more likely (16%) than those who had not seen the advertisement (11%) to say they were very confident in the Government of Canada's ability to improve the healthcare system across Canada.**
- More than half of Canadians (58%) said they were very confident (12%) or somewhat confident (46%) in their provincial government's ability to improve the healthcare system in their province. Results from an earlier study show that overall confidence has slightly diminished since September (60%). **Respondents who were aware of the advertisement were more likely (14%) than those who were not aware of the advertisement (12%) to say they were very confident in the provincial governments' abilities in the healthcare issue.** However, overall confidence in the provincial governments is higher among those who haven't seen the television advertisement (59%) than those who have seen the advertisement (53%).
- Overall, Canadians have more confidence in the Federal Government (70%) than they do in their provincial government's (58%) ability to improve the healthcare system. This trend has not significantly changed since the last survey in September 2000 where 73% of respondents said they were confident in the Government of Canada's ability to improve the healthcare system compared to 60% of respondents who said they were confident in their provincial government's ability to improve the healthcare system in their province.
- Findings revealed that residents of British Columbia were more likely than other Canadians to have a significant difference between their confidence in the federal government (70%) and in the provincial government (43%) on the healthcare issue. Residents of Alberta were most likely to have more confidence in their provincial government (70%) than in the federal government (67%). Interestingly, residents of Saskatchewan/Manitoba had relatively similar confidence levels in both branches of government (68%-Federal and 67%-Provincial).

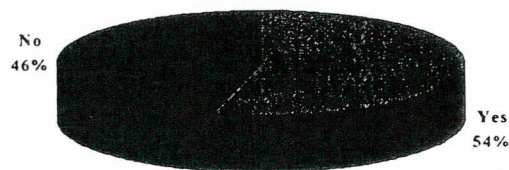
DETAILED FINDINGS

Unaided Awareness of television advertisement

Respondents were asked if they had seen, heard or read any recent advertisements about changes to the healthcare system. A majority of respondents (54%) said that they had seen/heard/read such an advertisement.

General Awareness of Advertisement (unaided)

Do you recall seeing, hearing, or reading any recent advertisements about changes to the healthcare system in Canada?



N=1500

The following subgroups were more likely than their counterparts to say they had heard/seen/read advertisements about healthcare changes:

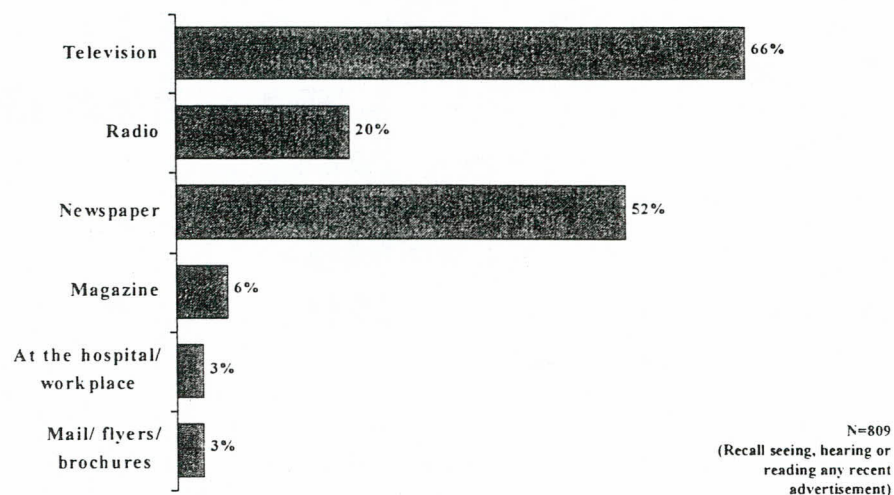
- Residents of Ontario (61%),
- Those with higher educational attainment (peaking at 58% for those with a university education),
- Those with higher incomes (peaking at 59% for those earning \$60K and over), and
- Canadians between 35 and 54 years of age (61%).

Advertisement Media

When asked to specify the media through which they saw/heard/read this advertisement, two in three respondents (66%) said they had seen it on television, followed by half (52%) who had read it in the newspaper and one in five (20%) who had heard it on the radio.

Advertisement Media

Where did you see, hear, or read this advertisement?
(Total Mentions)



The following subgroups were more likely to have seen an advertisement on television:

- Residents of Quebec (71%),
- Those with a high school education (70%), and
- Canadians between 18 and 34 years of age (70%).

Subgroups more likely to say they read an advertisement in the newspaper were:

- Residents of Saskatchewan/ Manitoba (60%), and
- Older Canadians (peaking at 64% for those 55 years of age and older).

The following Canadians were more likely to have heard the advertisement on the radio:

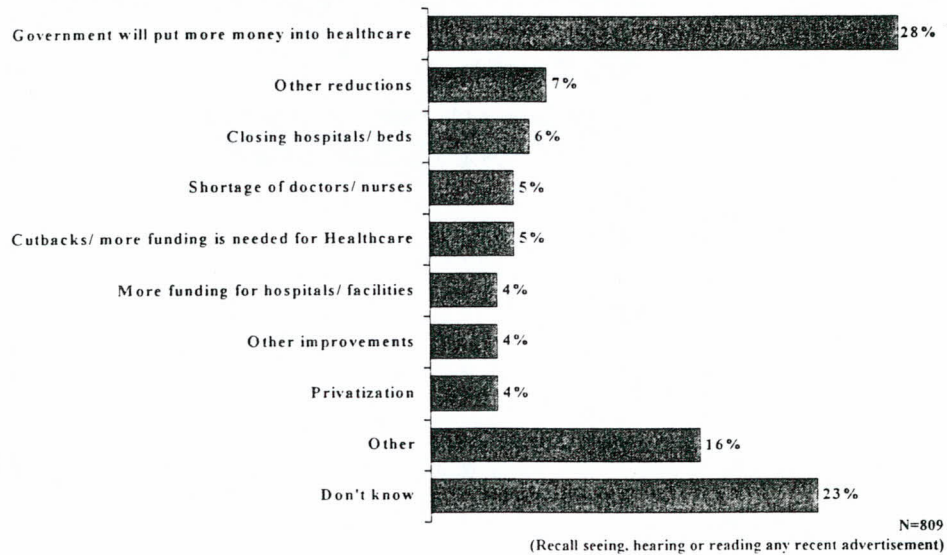
- Residents of British Columbia (28%),
- Younger Canadians (peaking at 24% for those between 18 and 34 years of age), and
- Men (24%).

Recall of Advertisement

Respondents who had seen an advertisement were asked to describe what they had heard/seen/read. The most recalled factor of the advertisement was that the government was going to put more money into the healthcare system (28%). Interestingly, other aspects that were mentioned by respondents were that a doctor was walking with a checklist of improvements (2%), that there would be more funding for nurses/doctors (3%) and more funding for hospitals/facilities (4%).

Recall of Advertisement

Can you please describe the most recent advertisement that you read, saw, or heard about the healthcare system? (Total Mentions)



The following segments were more likely to have recalled the main aspect of the advertisement:

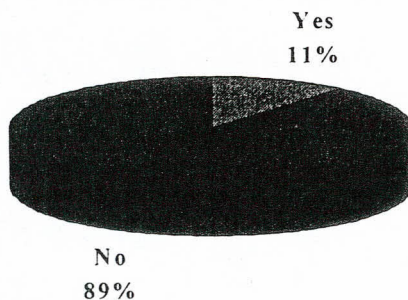
- Canadians with a university education (32%),
- Residents of Quebec (32%), and
- Men (34%).

Aided Awareness of Television Advertisement

We then asked respondents if they had seen the television advertisement that shows a doctor walking through a clinic. He is checking items off of a list, as an announcer explains some aspects of a recent federal/provincial agreement on healthcare. One in ten Canadians (11%) said they had actually seen the advertisement of the doctor walking through a clinic. This was particularly true of residents of Quebec (15%).

Awareness of Advertisement (aided)

Now I'd like to ask you about some specific advertisements. Have you seen an advertisement on television, which shows a doctor walking through a clinic? He's checking items off of a list, as an announcer explains some aspects of a recent federal/provincial agreement on healthcare?



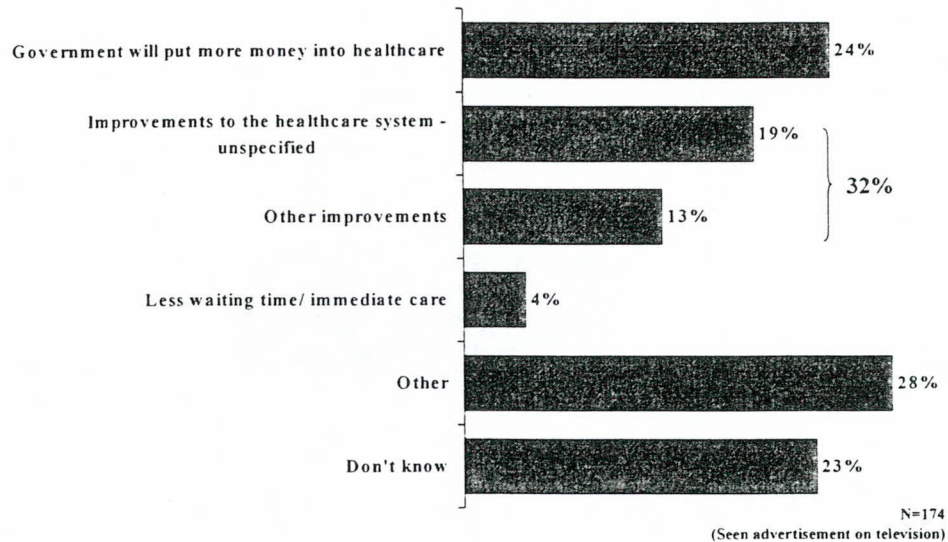
N=1500

Main Message of the Advertisement

Respondents were asked what they believed was the main message of the television advertisement. One in four respondents said that the main message was that the government was putting money into the healthcare system (24%). A less specific message that was picked up by one in three respondents was that there would be some improvements to the healthcare system (32%).

Main Message of Advertisement

What was the advertisement trying to tell you? That is, what was the main message of the advertising you saw? (Total Mentions)



The main message that the government was putting money into the healthcare system was mentioned mostly by the following subgroups:

- Canadians with higher educational attainment (peaking at 29% for those with a university education),
- Residents of Quebec (33%), and
- Men (28%).

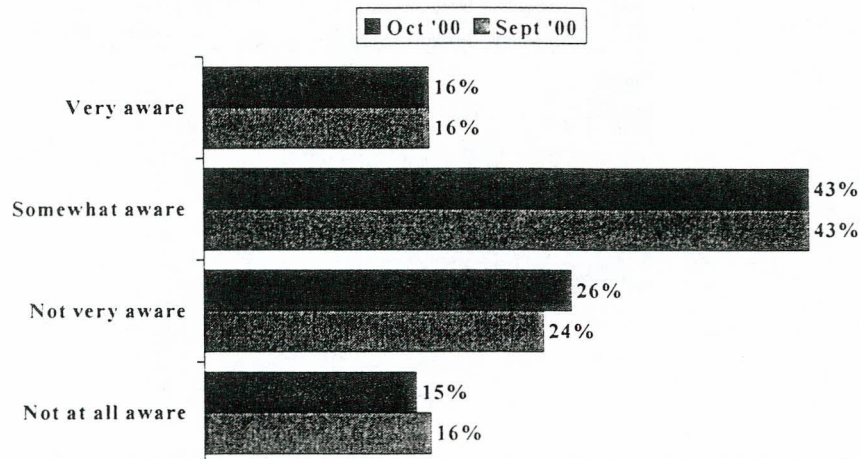
Awareness of Healthcare Agreement

Awareness of Federal/Provincial Healthcare Agreement

A majority of respondents (59%) said they were very aware (16%) or somewhat aware (43%) of the new healthcare agreement between the federal government and the provinces. These results are identical to those from the previous wave of this report in September 2000.

Unaided Awareness of Recent Agreement on Healthcare

Would you say that you are very aware, somewhat aware, not very aware or not at all aware of the recent federal/provincial agreement on healthcare?



N=1500

The following Canadians were more likely than their counterparts to say that they were aware of this agreement:

- Residents of the Atlantic Provinces (69%),
- Older Canadians (peaking at 71% for those 55 years of age and older),
- Those with higher educational attainment (peaking at 67% for those with a university education), and
- Those with higher incomes (peaking at 69% for those earning \$60K and over).

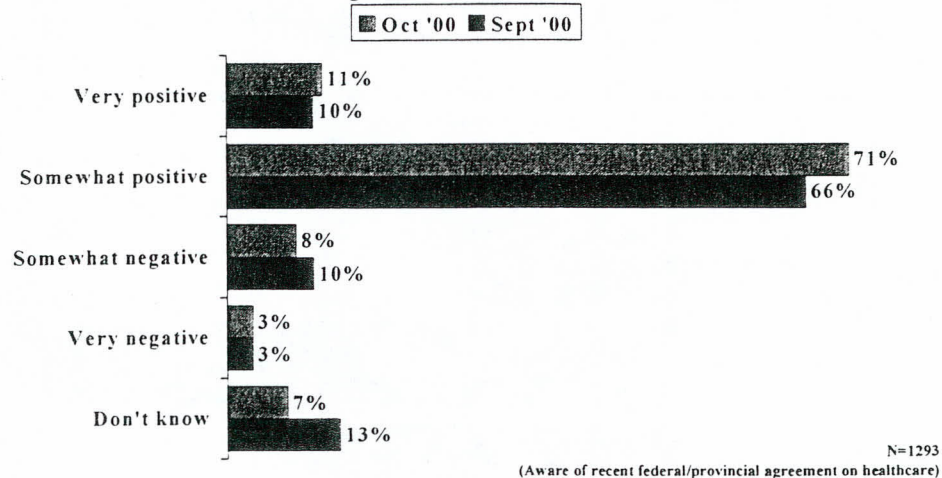
Views on Healthcare Agreement (No Explanation)

A majority (82%) of respondents who were aware of the agreement said that the new healthcare agreement was very positive (11%) or somewhat positive (71%), compared to 10% and 66% respectively in September 2000.

Unaided Views on Healthcare Agreement

And do you personally see this agreement as very positive, somewhat positive, somewhat negative or very negative?

Respondents very, somewhat or not very aware of the recent federal/provincial agreement on healthcare



Before receiving an explanation of the agreement, all respondents were asked about their views on the agreement. Those who had actually seen the advertisement were slightly more likely (16%) than those who had not (11%) to say the new agreement was *very positive*. Interestingly, those who had not seen the advertisement were more likely to feel that the agreement was somewhat positive (72%) compared to those who had seen the advertisement (67%).

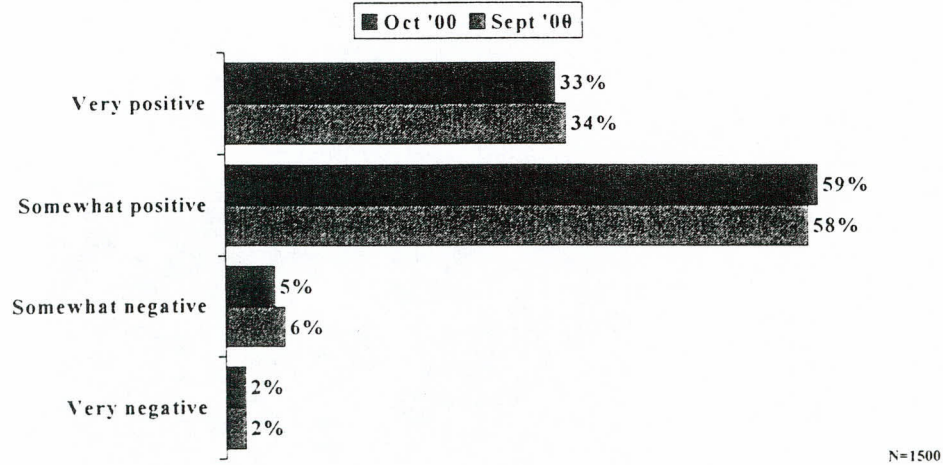
Views on Healthcare Agreement (With Explanation)

When respondents were given an explanation of the healthcare agreement, a majority (92%) said that the new agreement was very positive (33%) or somewhat positive (59%). Results from the earlier study also showed a majority of 92% with 34% of respondents saying that the new agreement was very positive and 58% saying it was somewhat positive.

Aided Views on Healthcare Agreement

As you may or may not know the federal/provincial agreement on healthcare would see the Government of Canada invest an additional \$21 billion in the healthcare system over the next five years. The investment is part of a broader strategy to improve healthcare in Canada. The provinces will use some of the money to meet their priorities (for example, to reduce waiting times, to improve emergency services, to buy new medical equipment and to increase the number of doctors and nurses.

Now based on what I've just told you, do you personally see this agreement as very positive, somewhat positive, somewhat negative or very negative?



The following subgroups were more likely than their counterparts to be positive about the agreement:

- Canadians earning higher incomes (peaking at 96% for those earning \$60K and over).

When respondents were asked about their views on the agreement, those who had actually seen the advertisement (aided) were slightly more likely (36%) than those who had not (33%) to say the new agreement was very positive.

Views on the Healthcare Agreement

Future of Healthcare

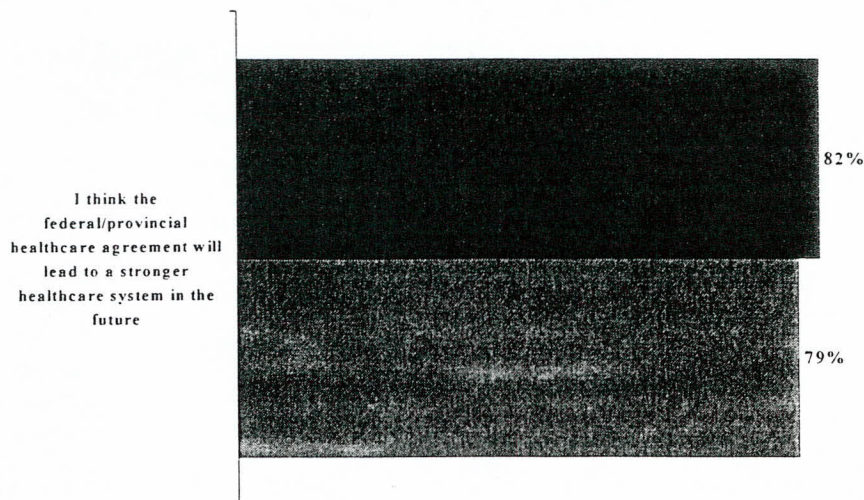
Four in five Canadians (82%) strongly agreed (22%) or somewhat agreed (60%) that the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future, particularly men (86%). Findings on this issue show a slight increase in the percentage of Canadians who agree that the agreement will lead to a stronger future for the healthcare system. In fact, 79% strongly agreed (22%) or somewhat agreed (57%) with this idea in September compared to the 82% who agreed in October.

Views on the Future of Healthcare

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

% Agree

■ Oct '00 ■ Sept '00



Respondents who had seen the advertisement were more likely to strongly agree (31%) that the federal/provincial agreement will lead to a stronger healthcare system in the future. Those who had not seen the advertisement were less likely to strongly agree (21%) but more likely to somewhat agree (61%) compared to those who had seen the advertisement (49%).

Access to Necessary Healthcare Services

Most Canadians (73%) strongly agreed (28%) or somewhat agreed (45%) that if they or a family member were to be very ill, they would be able to have access to the necessary healthcare services. Respondents in October were slightly more positive in their assessment of access to healthcare services (73%) than those in the previous study. In fact, in September, two in three Canadians (69%) strongly agreed (28%) or somewhat agreed (41%) that they would have access the necessary services.

The following subgroups were more likely than other Canadians to agree that they would be able to access the necessary healthcare services:

- Residents of Quebec (80%), and
- Men (78%).

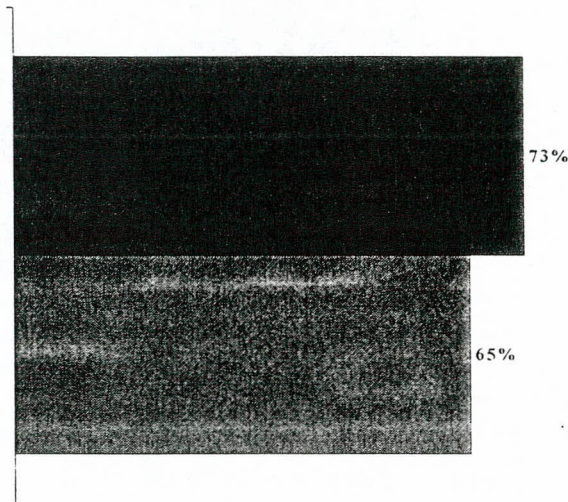
Views on the Future of Healthcare

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

% Agree

■ Oct '00 ■ Sept '00

I am confident that if I or a member of my family were to become seriously ill, we would be able to access the necessary healthcare services



Canadians who saw the advertisement were more likely to strongly agree (33%) that they would have access to the necessary healthcare services, compared to those who had not seen the advertisement (28%).

Return of the Money

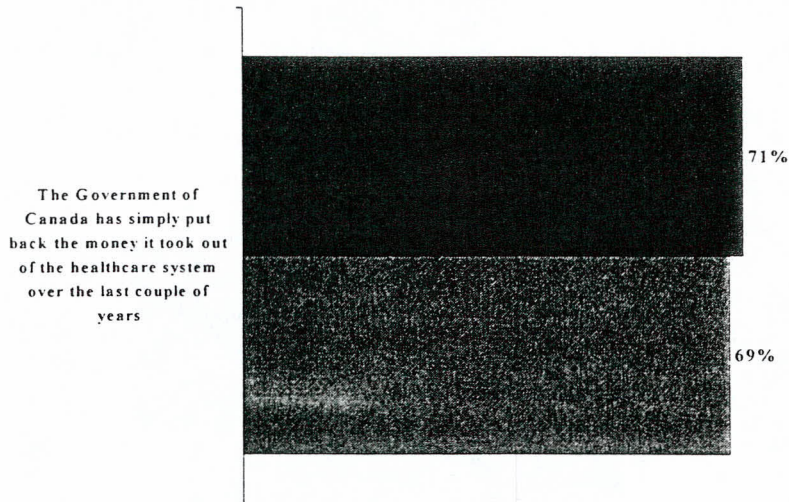
Almost three in four Canadians (71%) strongly agreed (35%) or somewhat agreed (36%) that the Government of Canada was simply putting back the money it took out of the healthcare system over the last couple of years. This was particularly true of residents of Saskatchewan/Manitoba (76%). Canadians in October were more likely (71%) than respondents in the earlier study to feel that the government was giving back the money it took. Two in three of the earlier respondents (67%) strongly agreed (32%) or somewhat agreed (35%) with this idea.

Views on the Future of Healthcare

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

% Agree

■ Oct '00 ■ Sept '00



Interestingly, respondents who have seen the advertisement were more likely to strongly agree (42%) that the government is simply putting back the money it took out of the healthcare system, compared to those who had not seen the advertisement (34%). However, those who had not seen the advertisement were more likely to somewhat agree (37%) than those who had seen the advertisement (32%). Therefore, overall findings showed that those who had seen the advertisement were more likely to agree with this idea (74%) than those who had not seen the advertisement (70%).

Improvements for provinces

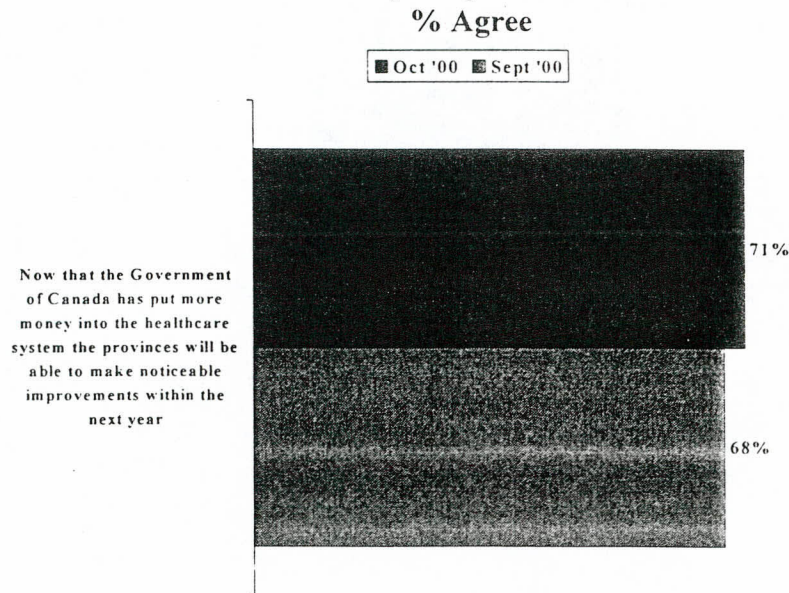
Slightly less than three in four Canadians (71%) strongly agreed (16%) or somewhat agreed (55%) that the new money from the federal government will allow provincial governments to make noticeable improvements within the next year. Findings from the September study were slightly more positive (73%) with 20% strongly agreeing with this idea and 53% somewhat agreeing with this idea.

Canadians who were more likely to agree with this idea were:

- Residents of Quebec (79%),
- Those with lower educational attainment (peaking at 77% for those with less than a high school education), and
- Those with lower incomes (peaking at 76% for those earning less than \$30K).

Views on the Future of Healthcare

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:



Respondents who had seen the advertisement strongly agreed with this idea (22%) compared to those who had not seen the advertisement (16%). Conversely, those who had not seen the advertisement were more likely to somewhat agree with this idea (56%) than those who had seen it (49%).

Threat of Privatization/Two-Tier Healthcare System

Slightly more than half of Canadians (52%) strongly disagreed (19%) or somewhat disagreed (33%) that with the new money, the threat of privatization of the healthcare system has lessened. Canadians who were more likely to disagree were:

- Residents of Alberta (67%),
- Canadians with higher educational attainment (peaking at 63% for those with a university education), and
- Those with higher incomes (peaking at 57% for those earning \$60K and over).

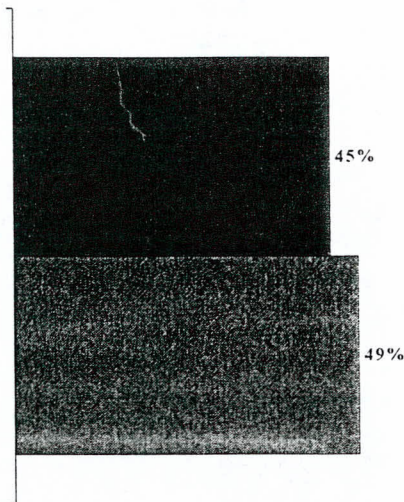
Views on the Future of Healthcare

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

% Agree

■ Oct '00 ■ Sept '00

Now that there is more money in the health system the threat of privatization or a two-tier system in Canada has lessened



Conversely, slightly less Canadians (45%) strongly agreed (9%) or somewhat agreed (36%) with this statement, particularly residents of the Atlantic Provinces (52%).

Respondents in October felt slightly more threatened by privatization than those in the previous study. In fact, respondents in the previous survey were more likely (49%) than those in the October survey (45%) to strongly agree (10%) or somewhat agree (39%) that the threat of privatization of the healthcare system has lessened.

Just as many respondents who had seen the advertisement (9%) as those who had not seen it (9%) strongly agreed that with more money in the healthcare system, the threat of privatization or a two-tier system in Canada has lessened. Having said this, it is important to note that this issue was not mentioned in the television advertisement.

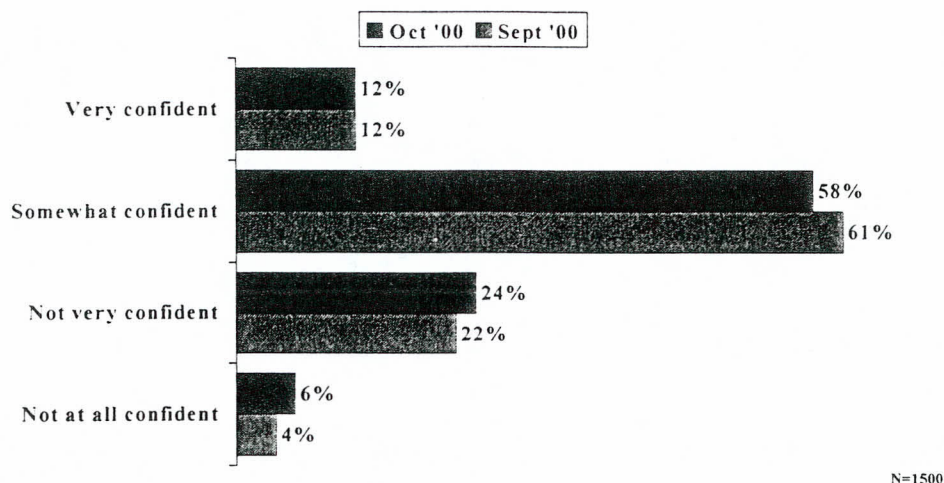
Confidence in Governments

Confidence in Federal Government's Ability to Improve Healthcare

More than two in three Canadians (70%) were very confident (12%) or somewhat confident (58%) in the Government of Canada's ability to improve the healthcare system across Canada, particularly residents of the Atlantic Provinces (74%). Results from September were slightly higher with 73% of respondents saying that they were very confident (12%) or somewhat confident (61%).

Confidence in Government of Canada's Ability to Improve Healthcare System

Would you say that you are very confident, somewhat confident, not very confident or not at all confident in the Government of Canada's ability to improve the healthcare system across Canada?



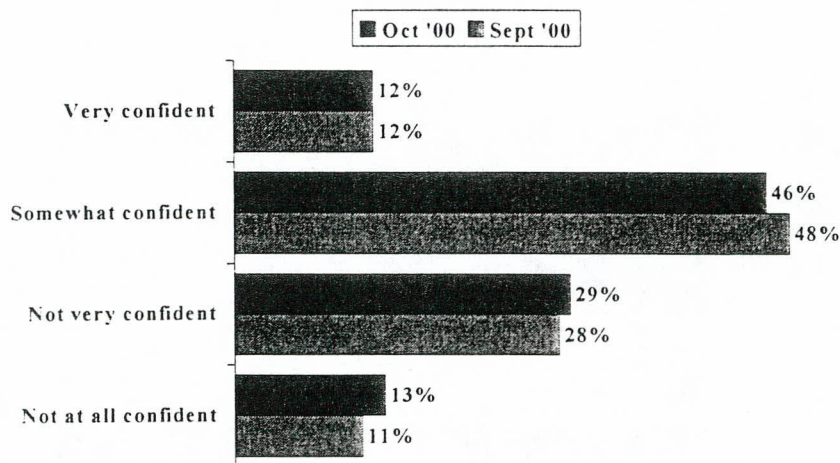
Respondents who had seen the advertisement were more likely (16%) than those who had not seen the advertisement (11%) to say they were very confident in the Government of Canada's ability to improve the healthcare system across Canada.

Confidence in Provincial Governments' Ability to Improve Healthcare

More than half of Canadians (58%) said they were very confident (12%) or somewhat confident (46%) in their provincial government's ability to improve the healthcare system in their province. Results from an earlier study show that confidence has slightly diminished from 60% (very confident-12% and somewhat confident- 48%) in September to 58% in October.

Confidence in Provincial Government's Ability to Improve Healthcare System

Would you say that you are very confident, somewhat confident, not very confident or not at all confident in your provincial Government's ability to improve the healthcare system in your province?



N=1500

Confidence in the provincial government was highest among:

- Residents of Alberta (70%), and
- Men (62%).

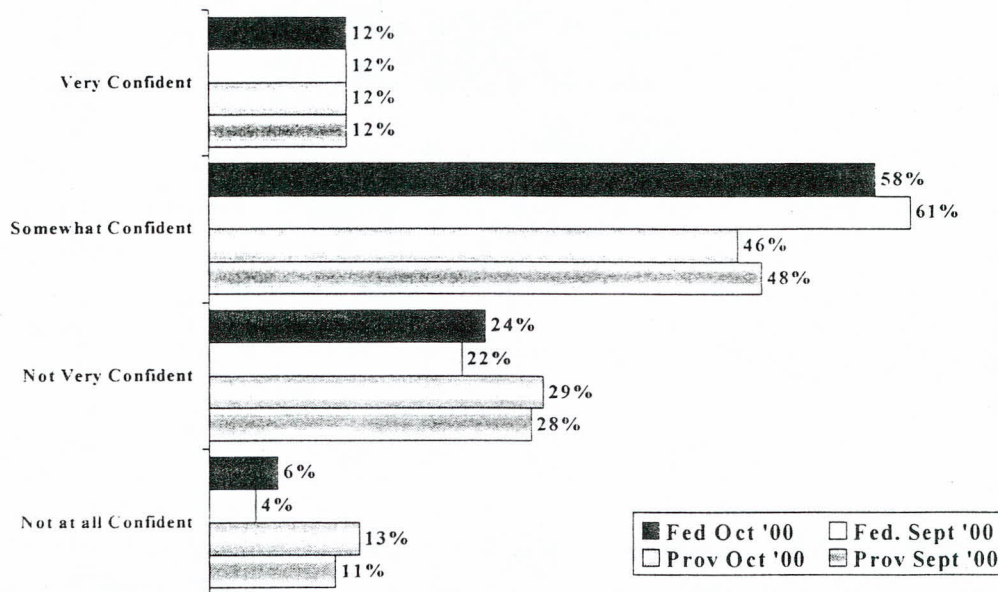
Respondents who had seen the advertisement were slightly more likely (14%) than those who hadn't seen it (12%) to say they were very confident in the provincial governments' handling of the healthcare system. However, those who had not seen the advertisement (47%) were more likely than those who had seen the advertisement (39%) to say they were somewhat confident in their provincial government's ability to improve the healthcare system. Overall confidence in the provincial governments is higher among those who hadn't seen the television advertisement (59%) than among those who had (53%).

Confidence in Federal Versus Provincial Governments

Overall, Canadians have more confidence in the Federal Government than they do in their provincial government's ability to improve the healthcare system. As indicated previously, respondents in the October study were more likely (70%) to say they were very confident (12%) or somewhat confident (58%) in the Government of Canada's ability to improve the healthcare system across Canada than they were to say that they were very confident (12%) or somewhat confident (46%) in their provincial government's ability to improve the healthcare system in their province.

This trend has not changed since the last survey in September 2000 where 73% of respondents said they were very confident (12%) or somewhat confident (61%) in the Government of Canada's ability to improve the healthcare system compared to 60% of respondents who said they were very confident (12%) or somewhat confident (48%) in their provincial government's ability to improve the healthcare system in their province.

Confidence in Federal vs. Provincial Government



Confidence in Federal Versus Provincial Governments by Province

There were some considerable differences in the confidence residents of each province had in the federal and provincial governments regarding the healthcare issue.

The following table reveals some of the significant differences in confidence levels per province:

Province	Confidence in Federal Government regarding the healthcare issue		Confidence in Provincial Government regarding the healthcare issue	
	Sept.'00	Oct.'00	Sept.'00	Oct.'00
British Columbia	73%	70%	37%	43%
Alberta	72%	67%	71%	70%
Saskatchewan/ Manitoba	62%	68%	69%	67%
Ontario	75%	73%	63%	62%
Quebec	73%	65%	63%	54%
Atlantic Provinces	69%	74%	58%	59%

Findings revealed that residents of British Columbia were more likely than other Canadians to have a significant difference between their confidence in the federal government (70%) and in the provincial government (43%) on the healthcare issue. Residents of Alberta were the only Canadians to have more confidence in their provincial government (70%) than the federal government (67%). Interestingly, residents of Saskatchewan/Manitoba had similar confidence levels in both branches of government (68%-Federal and 67%-Provincial).

APPENDIX- TOPLINE QUESTIONNAIRE

1. Do you recall seeing, hearing, or reading any recent advertisements about changes to the healthcare system in Canada?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Yes	54%
No	46%
Don't know	0

2. Where did you see, hear, or read this advertisement?

TOTAL MENTIONS	TOTAL
BASE (Weighted) : Recall seeing, hearing, or reading any recent advertisements	809
BASE (Unweighted): Recall seeing, hearing, or reading any recent advertisements	809
Television	66%
Radio	20%
Newspaper	52%
Magazine	6%
At the hospital/ workplace	3%
Mail/ flyers/ brochures	3%
Internet	1%
Word of mouth	2%
Other	3%
Don't know	1%

3. Can you please describe the most recent advertisement that you read, saw, or heard about the healthcare system?

TOTAL MENTIONS	TOTAL
BASE (Weighted) : Recall seeing, hearing, or reading any recent advertisements	809
BASE (Unweighted): Recall seeing, hearing, or reading any recent advertisements	809
Government will put more money into healthcare	28%
Other reductions	7%
Closing hospitals/ beds	6%
Shortage of doctors/ nurses	5%
Cutbacks/ more funding is needed for Healthcare	5%
More funding for hospitals/ facilities	4%
Other improvements	4%
Privatization	4%
More funding for nurses/ doctors	3%
Nothing	3%
Alberta healthcare bill/ Bill 11	2%
Doctor with a checklist of improvements	2%
Cancer treatment/ prevention	2%
Other	16%
Don't know	23%

4. Now I'd like to ask you about some specific advertisements. Have you seen an advertisement on television, which shows a doctor walking through a clinic? He's checking items off of a list, as an announcer explains some aspects of a recent federal/provincial agreement on healthcare?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Yes	11%
No	89%

5. What was the advertisement trying to tell you? That is, what was the main message of the advertising you saw?

TOTAL MENTIONS	TOTAL
BASE (Weighted) : Seen an advertisement on television	158
BASE (Unweighted): Seen an advertisement on television	174
Government will put more money into healthcare	24%
Improvements to the healthcare system - unspecified	19%
Other improvements	13%
Less waiting time/ immediate care	4%
Other	28%
Don't know	23%

6. As you may know, the Government of Canada and all of the Provinces recently agreed on a plan to improve the healthcare system in Canada. Would you say that you are very aware, somewhat aware, not very aware or not at all aware of the recent federal/provincial agreement on healthcare?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Very aware	16%
Somewhat aware	43%
Not very aware	26%
Not at all aware	15%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Aware (Top2Box)	59%
Not aware (Low2Box)	41%

7. And do you personally see this agreement as very positive, somewhat positive, somewhat negative, or very negative?

	TOTAL
BASE (Weighted) : Aware of the recent federal/provincial agreement on healthcare	1274
BASE (Unweighted): Aware of the recent federal/provincial agreement on healthcare	1293
Very positive	11%
Somewhat positive	71%
Somewhat negative	8%
Very negative	3%
Don't know	7%
TOPBOX & LOWBOX SUMMARY	
Positive (Top2Box)	83%
Negative (Low2Box)	11%

As you may or may not know the federal/provincial agreement on healthcare would see the Government of Canada invest an additional \$21 billion in the healthcare system over the next five years. The investment is part of a broader strategy to improve healthcare in Canada. The provinces will use some of the money to meet their priorities (for example, to reduce waiting times, to improve emergency services, to buy new medical equipment and to increase the number of doctors and nurses.

8. Now based on what I've just told you, do you personally see this agreement as very positive, somewhat positive, somewhat negative, or very negative?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Very positive	33%
Somewhat positive	59%
Somewhat negative	5%
Very negative	2%
Don't know	1%
TOPBOX & LOWBOX SUMMARY	
Positive (Top2Box)	93%
Negative (Low2Box)	6%

9. Would you say that you are very confident, somewhat confident, not very confident, or not at all confident in the Government of Canada's ability to improve the healthcare system across Canada?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Very confident	12%
Somewhat confident	58%
Not very confident	24%
Not at all confident	6%
Don't know	1%
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	70%
Not confident (Low2Box)	30%

10. Would you say that you are very confident, somewhat confident, not very confident, or not at all confident in your Provincial Government's ability to improve the healthcare system in your province?

	TOTAL
BASE (Weighted) : All Respondents	1500
BASE (Unweighted): All Respondents	1500
Very confident	12%
Somewhat confident	46%
Not very confident	29%
Not at all confident	13%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	58%
Not confident (Low2Box)	41%

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know	TOPBOX & LOWBOX SUMMARY	
						Agree (Top2Box)	Disagree (Low2Box)
11.1 I think the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future?	22%	60%	13%	4%	1%	81%	17%
11.2 Now that the Government of Canada has put more money into the healthcare system, the provinces will be able to make noticeable improvements within the next year?	16%	55%	20%	8%	1%	71%	28%
11.3 Now that there is more money in the health system, the threat of privatization or a two-tier system in Canada has lessened?	9%	36%	33%	19%	3%	45%	53%
11.4 I am confident that if I or a member of my family were to become seriously ill, we would be able to access the necessary healthcare services?	28%	45%	15%	11%	0	74%	26%
11.5 The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years?	35%	36%	17%	9%	3%	71%	26%