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**Post-Test of the Healthcare
Agreement Television Advertisement
Wave 2**

Submitted to:

Canada Information Office

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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 Canada 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.

METHODOLOGY

All data were collected via the IPSOS-Reid Corporation's National Omnibus "Angus Reid Express" – a telephone survey, carried out between October 18th and October 22th 2000, among 961 Canadian adults. With this national sample, one can say with 95 percent certainty that the results are within ± 3.2 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.

It should be noted that the sample was pulled on October 22nd due to the Federal election call. This affected the sample and underrepresented Ontario and Quebec. As a result, it is difficult to track/compare the previous wave of research.

The demographics are as follows:

Province	Sample size N=961
British Columbia	125
Alberta	87
Saskatchewan/Manitoba	67
Ontario	363
Quebec	241
Atlantic Provinces	78

We will discuss subgroup breakdowns but due to some cases with small bases, caution should be used in analyzing the results. For this reason, percentages are not indicated when bases are N=30 and under.

SUMMARY OF FINDINGS

Awareness

- When aided, one in five Canadians (19%) said they had actually seen the advertisement of the doctor walking through a clinic. No subgroup differences were exhibited.
- More than one in four respondents said that the main message was that the government was putting money into the healthcare system (29%). A less specific message that was picked up by one in five respondents was that there would be some improvements to the healthcare system (20%).
- A majority of respondents (56%) said they were very aware (14%) or somewhat aware (42%) of the new healthcare agreement between the federal government and the provinces.
- **Overall findings showed respondents who were aware of the television advertisement generally held slightly less 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.**
- **Respondents who had seen the advertisement were more likely to say they were *very aware* (21%) of the federal/provincial agreement than those who had not seen the advertisement (12%).**
- Four in five (80%) of those who were aware of the advertisement said that the new healthcare agreement was very positive (13%) or somewhat positive (67%). When the same question (with an explanation of the agreement) was asked of all respondents, a large majority (93%) once again said that the new agreement was very positive (38%) or somewhat positive (55%).

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 less likely (12%) than those who had not (13%) 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. Respondents who had actually seen the advertisement (aided) were slightly more likely (39%) than those who had not (38%) to say the new agreement was *very positive*.
- Almost three in four Canadians (71%) strongly agreed (36%) or somewhat agreed (35%) that the Government of Canada was simply putting back the money it took out of the healthcare system over the last couple of years. Interestingly, respondents who had seen the advertisement were more likely to *strongly agree* (38%) that the government is simply putting back the money it took out of the healthcare system than those who had not seen the advertisement (36%).
- Most Canadians (71%) strongly agreed (29%) or somewhat agreed (42%) that if they or a family member were to be very ill, they would be able to have access to the necessary healthcare services. Canadians who had seen the advertisement were less likely to *strongly agree* (26%) that they would have access to the necessary healthcare services than those who had not seen the advertisement (29%).
- Four in five Canadians (80%) strongly agreed (18%) or somewhat agreed (62%) that the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future. Respondents who had seen the advertisement were slightly less likely to *strongly agree* (16%) that the federal/provincial agreement will lead to a stronger healthcare system in the future than those who had not seen the advertisement (18%).
- Slightly less than three in four Canadians (74%) strongly agreed (15%) or somewhat agreed (59%) that the new money from the federal government will allow provincial governments to make noticeable improvements within the next year. Respondents who had seen the advertisement were less likely to *strongly agree* with this idea (11%) than those who had not seen the advertisement (16%).
- Almost the same percentage of respondents agreed (48%) that with the new money, the threat of privatization of the healthcare system has lessened, as those who disagreed (49%) with this statement. Respondents who had seen the advertisement were less likely to *strongly agree* that with more money in the healthcare system, the threat of privatization or a two-tier system in Canada has lessened (6%) than those who had not seen the advertisement (9%). Having said this, it is important to note that this issue was not mentioned in the television advertisement.

Confidence

- More than two in three Canadians (68%) were very confident (11%) or somewhat confident (57%) in the Government of Canada's ability to improve the healthcare system across Canada. **Respondents who had seen the advertisement were slightly more likely (12%) 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. However, overall confidence in the Federal Government was slightly lower among those who were aware of the advertisement (63%) than those who were not aware of it (69%).**
- More than half of Canadians (57%) said they were very confident (13%) or somewhat confident (44%) in their provincial government's ability to improve the healthcare system in their province. **Respondents who had seen the advertisement were slightly less likely (11%) than those who had not seen it (13%) to say they were very confident in the provincial governments' handling of the healthcare system.**
- 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 this study were more likely (68%) to say they were very confident (11%) or somewhat confident (57%) in the Government of Canada's ability to improve the healthcare system across Canada than they were to say (57%) that they were very confident (13%) or somewhat confident (44%) 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 (59%) and their confidence in the provincial government (26%) on the healthcare issue. Residents of Alberta were the only Canadians to have slightly more confidence in their provincial government (73%) than in the federal government (71%).

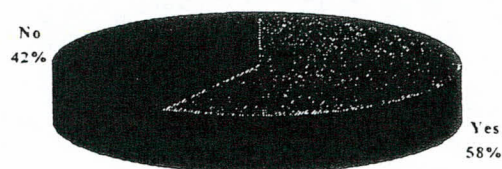
DETAILED FINDINGS

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 (58%) 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=961

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

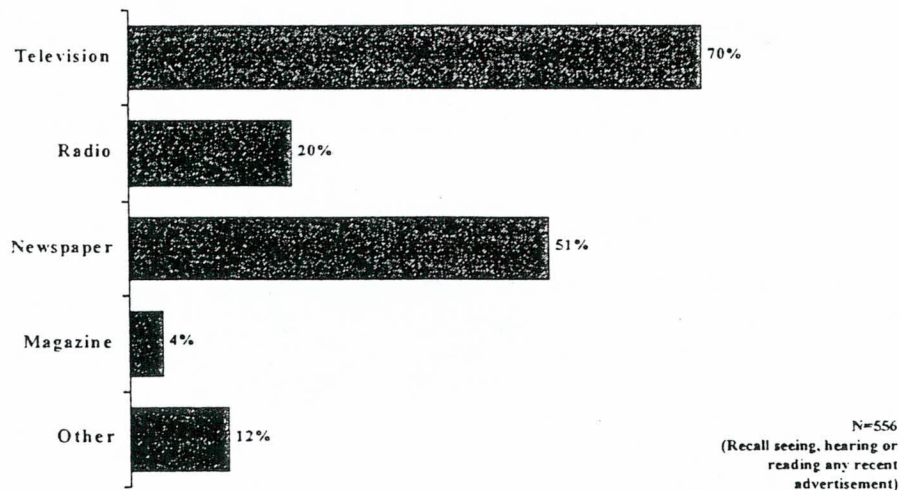
- Residents of Alberta (64%), and
- Older Canadians (peaking at 64% for those 55 years of age and older).

Advertisement Media

When asked to specify the media through which they saw/heard/read this advertisement, more than two in three respondents (70%) said they had seen it on television, followed by half (51%) 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 most likely to have seen an advertisement on television:

- Residents of Quebec (84%),
- Those earning less than \$30K (79%), and
- Women (74%).

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

- Those with a university education (56%),
- Older Canadians (peaking at 63% for those 55 years of age and older), and
- Residents of the Atlantic Provinces.

Canadians who were most likely to have heard the advertisement on the radio were:

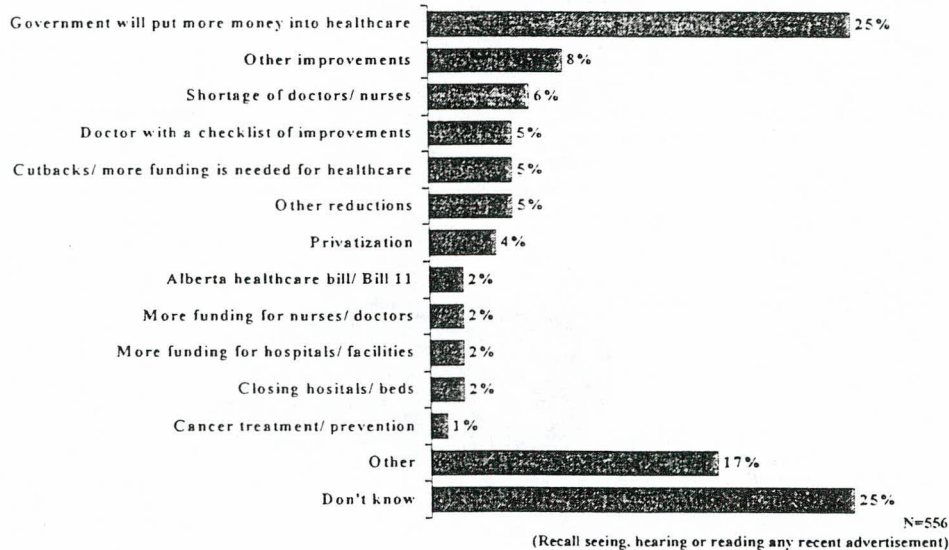
- Men (25%),
- Those with higher incomes (peaking at 24% for those earning \$60K and over).
- Those with a high school education (29%), and
- Residents of Alberta.

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 (25%). Interestingly, other aspects that were mentioned by respondents were other improvements (8%) and that there was a shortage of doctors/nurses (6%).

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 subgroups were most likely to have recalled the main aspect of the advertisement:

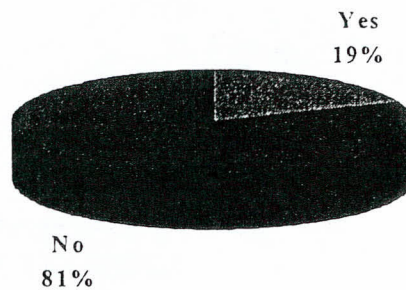
- Those with higher incomes (peaking at 33% for those earning \$60K and above),
- Those between 35 and 54 years of age (32%), and
- Residents of British Columbia.

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 five Canadians (19%) said they had actually seen the advertisement of the doctor walking through a clinic. Residents who were most likely to say they were aware of this advertisement were those between 35 and 54 years of age (23%).

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?



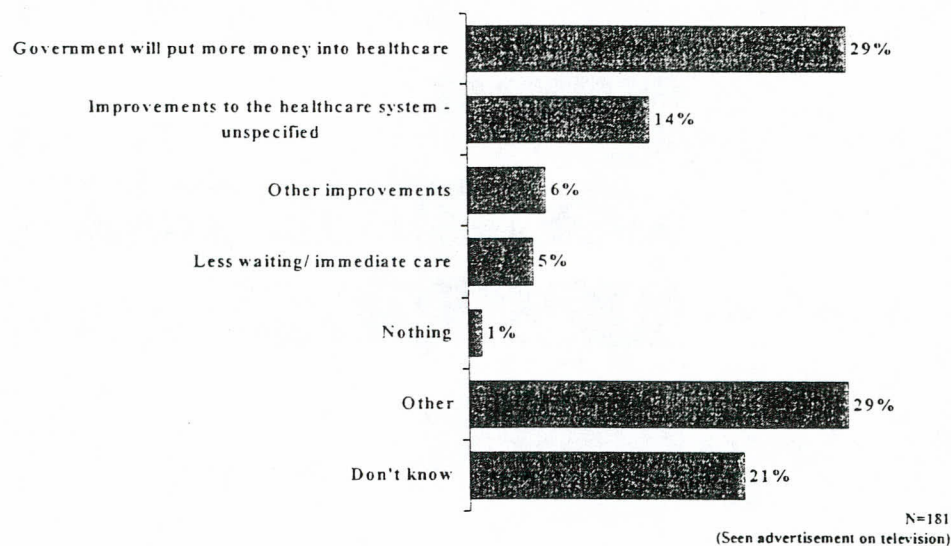
N=961

Main Message of the Advertisement

Respondents were asked what they believed was the main message of the television advertisement. More than one in four respondents said that the main message was that the government was putting money into the healthcare system (29%). A less specific message that was picked up by one in five respondents was that there would be some improvements to the healthcare system (20%).

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:

- Residents of British Columbia,
- Those with higher educational attainment,
- Those with higher incomes, and
- Those between 35 and 54 years of age.

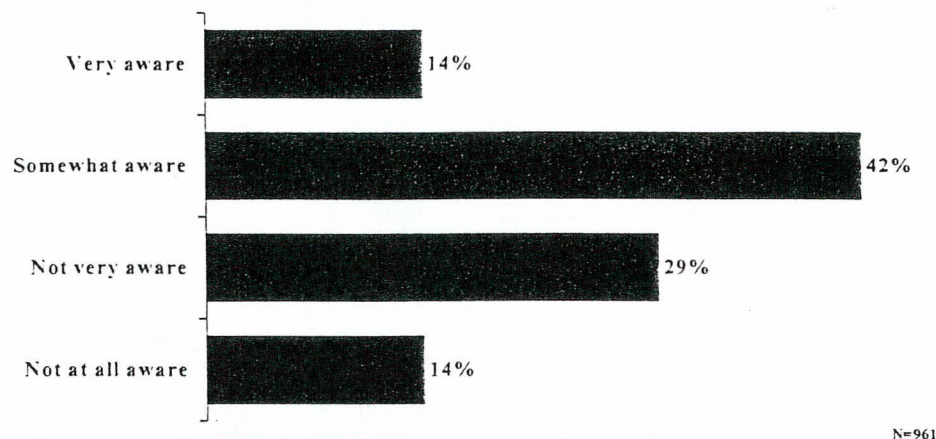
Awareness of Healthcare Agreement

Awareness of Federal/Provincial Healthcare Agreement

A majority of respondents (56%) said they were very aware (14%) or somewhat aware (42%) of the new healthcare agreement between the federal government and the provinces.

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?



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

- Residents of Ontario (68%),
- Older Canadians (peaking at 69% for those 55 years of age and older),
- Those with higher educational attainment (peaking at 67% for those with a university education),
- Those with higher incomes (peaking at 67% for those earning \$60K and over), and
- Men (60%).

Respondents who had seen the advertisement were more likely to say they were *very aware* (21%) of the federal/provincial agreement than those who had not seen the advertisement (12%).

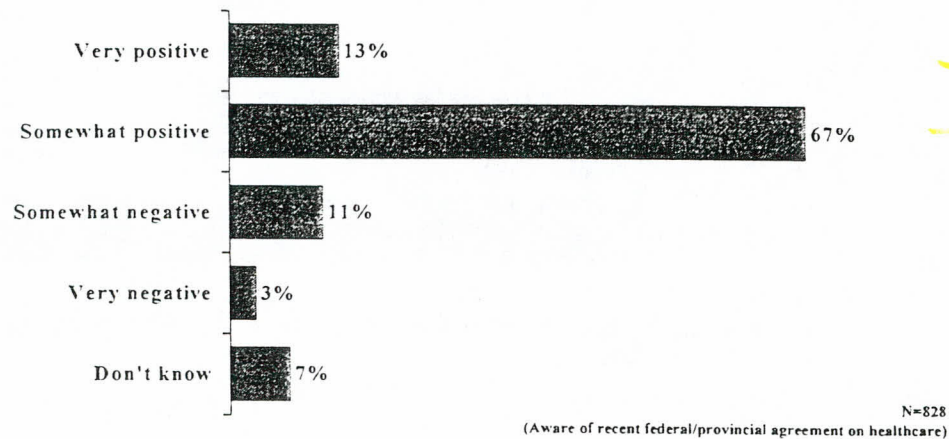
Views on Healthcare Agreement (No Explanation)

Four in five (80%) respondents who were aware of the agreement said that the new healthcare agreement was very positive (13%) or somewhat positive (67%).

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



Respondents who were most likely to say the agreement was positive were:

- Residents of Saskatchewan/Manitoba (89%),
- Those with higher educational attainment (peaking at 85% for those with a university education), and
- Those with higher incomes (peaking at 84% for those earning \$60K and over).

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 less likely (12%) than those who had not (13%) to say the new agreement was *very positive*.

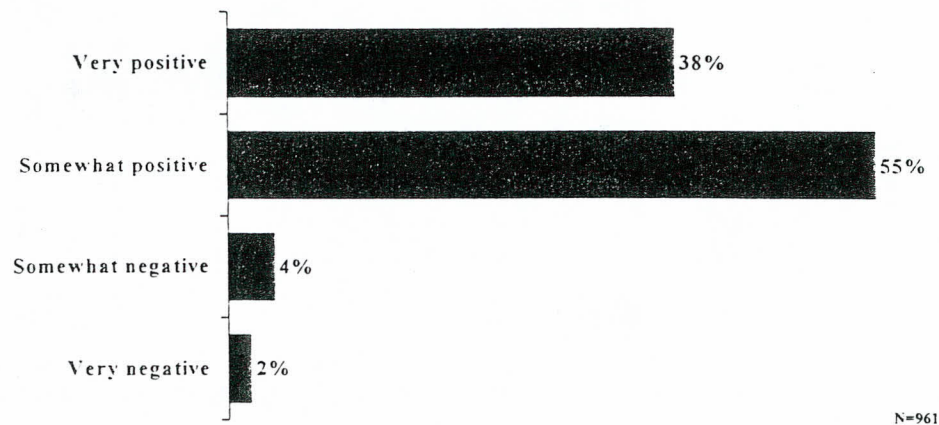
Views on Healthcare Agreement (With Explanation)

When respondents were given an explanation of the healthcare agreement, a majority (93%) said that the new agreement was very positive (38%) or somewhat positive (55%). No subgroup differences were exhibited across this question.

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?



When respondents were asked about their views on the agreement, those who had actually seen the advertisement (aided) were slightly more likely (39%) than those who had not (38%) to say the new agreement was *very positive*.

Views on the Healthcare Agreement

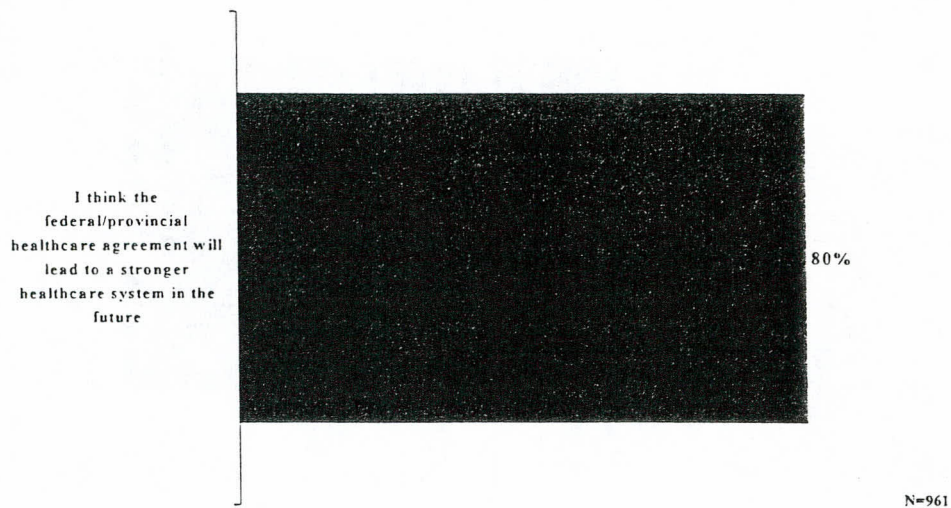
Future of Healthcare

Four in five Canadians (80%) strongly agreed (18%) or somewhat agreed (62%) that the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future.

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



The following subgroups were more likely than other Canadians to feel this way:

- Those with a high school education (86%), and
- Residents of the Atlantic Provinces (85%).

Respondents who had seen the advertisement were slightly less likely to *strongly agree* (16%) that the federal/provincial agreement will lead to a stronger healthcare system in the future than those who had not seen the advertisement (18%).

Access to Necessary Healthcare Services

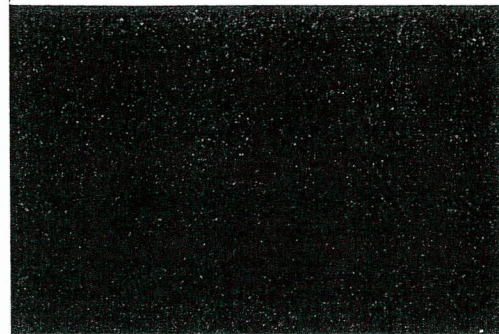
Most Canadians (71%) strongly agreed (29%) or somewhat agreed (42%) that if they or a family member were to be very ill, they would be able to have access to the necessary healthcare services.

Views on the Access to Healthcare Services

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

% Agree

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



71%

N=961

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

- Residents of the Atlantic Provinces (80%), and
- Canadians between 18 and 34 years of age (75%).

Canadians who had seen the advertisement were less likely to *strongly agree* (26%) that they would have access to the necessary healthcare services than those who had not seen the advertisement (29%).

Return of the Money

Almost three in four Canadians (71%) strongly agreed (36%) or somewhat agreed (35%) that the Government of Canada was simply putting back the money it took out of the healthcare system over the last couple of years.

Views on the Return of Money

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

% Agree

The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years



71%

N=961

This was particularly true of the following Canadians:

- Those with higher educational attainment (peaking at 78% for those with a university education),
- Those with higher incomes (peaking at 78% for those earning \$60K and over),
- Residents of Saskatchewan/Manitoba (75%), and
- Older Canadians (peaking at 76% for those 55 years of age and over).

Interestingly, respondents who had seen the advertisement were more likely to *strongly agree* (38%) that the government is simply putting back the money it took out of the healthcare system than those who had not seen the advertisement (36%).

Improvements for provinces

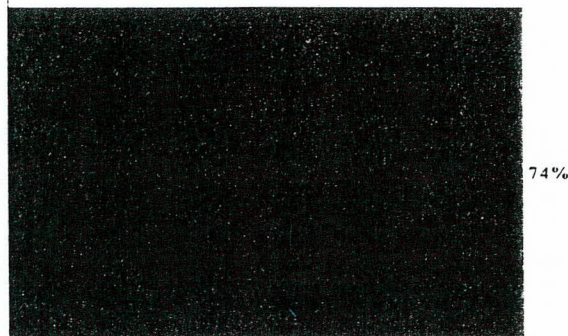
Slightly less than three in four Canadians (74%) strongly agreed (15%) or somewhat agreed (59%) that the new money from the federal government will allow provincial governments to make noticeable improvements within the next year.

Views on Improvements to Provinces

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

% Agree

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



N=961

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

- Residents of Alberta (80%),
- Those with a high school education (80%),
- Canadians 55 years of age and older (78%), and
- Those earning between \$30K and \$59K (78%).

Respondents who had seen the advertisement were less likely to *strongly agree* with this idea (11%) than those who had not seen the advertisement (16%).

Threat of Privatization/Two-Tier Healthcare System

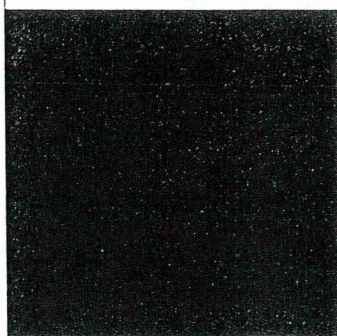
Almost the same percentage of respondents agreed (48%) that with the new money, the threat of privatization of the healthcare system has lessened, as those who disagreed (49%) with this statement.

Views on the Threat of Privatization

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

% Agree

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



48%

N=961

Canadians who were most likely to strongly agree (9%) or somewhat agree (40%) were:

- Residents of Quebec (56%),
- Younger Canadians (peaking at 56% for those between 18 and 34 years of age),
- Those with lower earnings (peaking at 52% for those earning less than \$30K),
- Those with a high school education (52%), and
- Men (52%).

Canadians who were most likely to strongly disagree (20%) or somewhat disagree (29%) with this idea were:

- Those with a university education (54%),
- Those with higher incomes (peaking at 54% for those earning \$60K and over),
- Residents of British Columbia (62%), and
- Those between 35 and 54 years of age (53%).

Respondents who had seen the advertisement were less likely to *strongly agree* that with more money in the healthcare system, the threat of privatization or a two-tier system in Canada has lessened (6%) than those who had not seen the advertisement (9%). Having said this, it is important to note that this issue was not mentioned in the television advertisement.

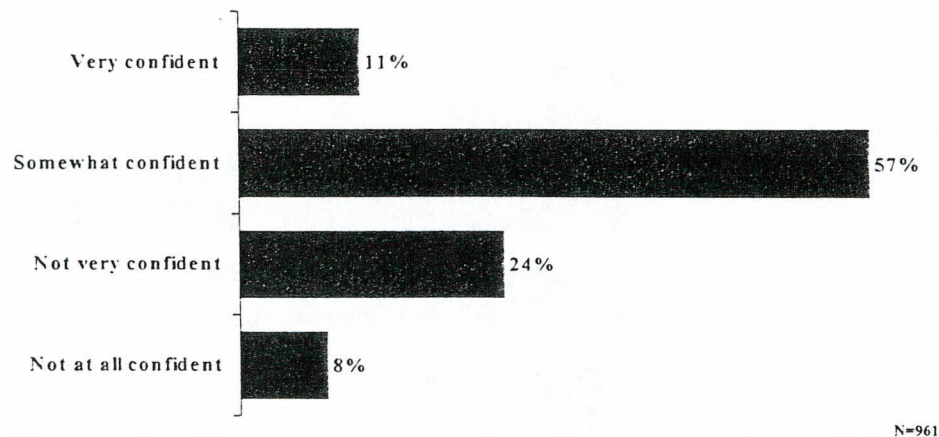
Confidence in Governments

Confidence in Federal Government's Ability to Improve Healthcare

More than two in three Canadians (68%) were very confident (11%) or somewhat confident (57%) in the Government of Canada's ability to improve the healthcare system across Canada.

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?



The following subgroups were most likely to be confident in the Federal Government's ability to improve healthcare:

- Those with a high school education (76%), and
- Residents of Ontario (72%) and the Atlantic Provinces (72%).

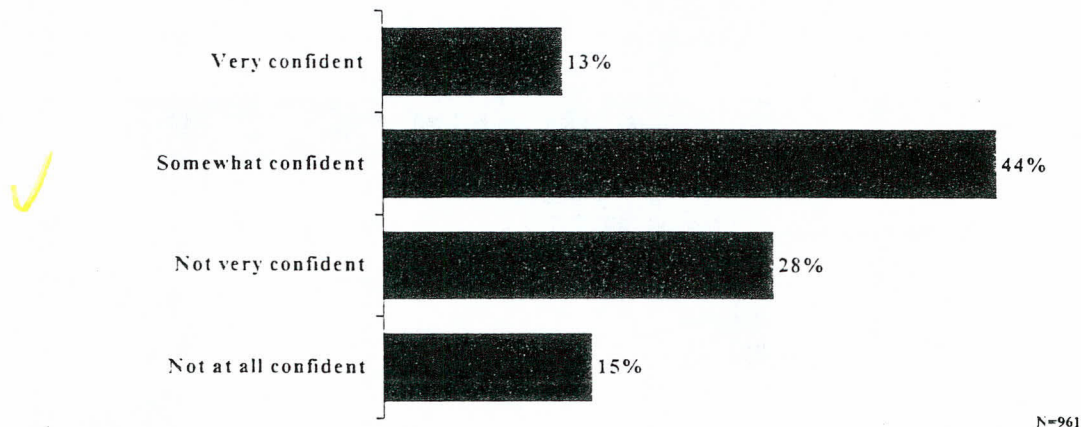
Respondents who had seen the advertisement were slightly more likely (12%) than those who had not seen the advertisement (11%) to say they were very confident in the Government of Canada's ability to improve the healthcare system across Canada. However, overall confidence in the Federal Government was slightly lower among those who were aware of the advertisement (63%) than those who were not aware of it (69%).

Confidence in Provincial Governments' Ability to Improve Healthcare

More than half of Canadians (57%) said they were very confident (13%) or somewhat confident (44%) in their provincial government's ability to improve the healthcare system in their province.

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?



Confidence in the provincial government was highest among:

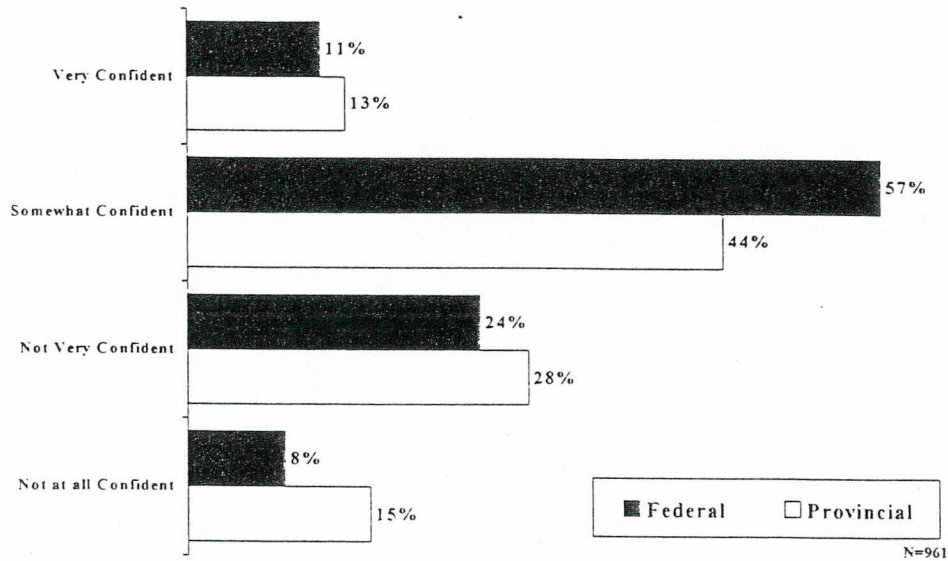
- Residents of Alberta (73%),
- Those between 18 and 34 years of age (61%), and
- Those with a high school education (61%).

Respondents who had seen the advertisement were slightly less likely (11%) than those who had not seen it (13%) to say they were *very confident* in the provincial governments' handling of the healthcare system. Overall confidence in the provincial governments was slightly higher among those who had not seen the television advertisement (57%) than those who have seen the advertisement (54%).

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 this study were more likely (68%) to say they were very confident (11%) or somewhat confident (57%) in the Government of Canada's ability to improve the healthcare system across Canada than they were to say (57%) that they were very confident (13%) or somewhat confident (44%) 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
	Late Oct.'00	Late Oct.'00
British Columbia	59%	26%
Alberta	71%	73%
Saskatchewan/ Manitoba	67%	67%
Ontario	72%	58%
Quebec	65%	59%
Atlantic Provinces	72%	56%

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 (59%) and their confidence in the provincial government (26%) on the healthcare issue. Residents of Alberta were the only Canadians to have slightly more confidence in their provincial government (73%) than in the federal government (71%).

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Yes	58%
No	42%
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	557
BASE (Unweighted): Recall seeing, hearing, or reading any recent advertisements	556
Television	70%
Radio	21%
Newspaper	51%
Magazine	4%
At the hospital/ workplace	2%
Mail/ flyers/ brochures	4%
Internet	2%
Word of mouth	1%
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	557
BASE (Unweighted): Recall seeing, hearing, or reading any recent advertisements	556
Government will put more money into healthcare	25%
Other improvements	8%
Shortage of doctors/ nurses	6%
Doctor with a checklist of improvements	5%
Cutbacks/ more funding is needed for healthcare	5%
Other reductions	5%
Privatization	4%
Alberta healthcare bill/ Bill 11	2%
More funding for nurses/ doctors	2%
More funding for hospitals/ facilities	2%
Closing hospitals/ beds	2%
Cancer treatment/ prevention	1%
Other	17%
Don't know	25%

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Yes	19%
No	81%
Don't know	0

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	178
BASE (Unweighted): Seen an advertisement on television	181
Government will put more money into healthcare	29%
Improvements to the healthcare system – unspecified	14%
Other improvements	6%
Less waiting/ immediate care	5%
Nothing	1%
Other	29%
Don't know	21%

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Very aware	14%
Somewhat aware	42%
Not very aware	30%
Not at all aware	14%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Aware (Top2Box)	56%
Not aware (Low2Box)	44%

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	828
BASE (Unweighted): Aware of the recent federal/provincial agreement on healthcare	828
Very positive	13%
Somewhat positive	67%
Somewhat negative	11%
Very negative	3%
Don't know	7%
TOPBOX & LOWBOX SUMMARY	
Positive (Top2Box)	79%
Negative (Low2Box)	14%

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Very positive	38%
Somewhat positive	55%
Somewhat negative	4%
Very negative	2%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Positive (Top2Box)	93%
Negative (Low2Box)	7%

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Very confident	11%
Somewhat confident	57%
Not very confident	24%
Not at all confident	8%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	68%
Not confident (Low2Box)	32%

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) : Interviews from October 19-22, 2000	961
BASE (Unweighted): Interviews from October 19-22, 2000	961
Very confident	13%
Somewhat confident	44%
Not very confident	28%
Not at all confident	15%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Confident (Top2Box)	57%
Not confident (Low2Box)	43%

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	TOPBOX & LOW SUMMARY	
					Agree (Top2Box)	Disag (Low2B)
I think the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future?	18%	62%	12%	7%	80%	20%
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?	15%	59%	17%	9%	74%	26%
Now that there is more money in the health system, the threat of privatization or a two-tier system in Canada has lessened?	9%	40%	29%	20%	48%	49%
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?	29%	42%	16%	14%	70%	30%
The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years?	36%	35%	14%	11%	72%	24%