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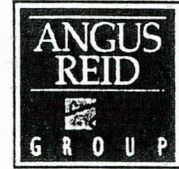
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VIEWS ON HEALTHCARE

Final Report



Submitted to:

Canada Information Office

October 2, 2000

TABLE OF CONTENTS

INTRODUCTION	1
METHODOLOGY	1
SUMMARY	2
DETAILED FINDINGS	4
Issues Presently Confronting Canadians.....	4
Awareness of the Federal/Provincial Agreement on Healthcare	6
Public Perception of Healthcare Agreement (no explanation)	7
Public Perception of Healthcare Agreement (with explanation)	8
Confidence in the Government of Canada.....	9
Confidence in the Provincial Government.....	11
Federal vs. Provincial Government.....	13
Underlying Attitudes.....	14
Management Statements	15
Other Statements	16
TOP-LINE QUESTIONNAIRE.....	17

INTRODUCTION

The following report summarizes the results of a telephone survey conducted by the Angus Reid Group on behalf of Canada Information Office. The objective of the survey was to provide Canada Information Office with an overview of the issues Canadians consider important, a measure of the overall awareness and perceptions of the federal/provincial healthcare agreement (September 11, 2000) and the public's confidence in the healthcare system. The report provides an overview of the final results of the survey, key demographics and a copy of the questionnaire with the percentage results inserted for each question (Top-Line Questionnaire).

METHODOLOGY

Interviews for the survey were conducted via telephone during September 12-18, 2000 among a national representative random sample of 1,000 Canadian residents, 18 years of age or older. Where necessary, statistical weighting techniques have been applied to ensure the sample accurately reflects the composition of Canadian population. A sample of this size produces results accurate to within ± 3.1 percentage points, 19 times out of 20. Confidence levels associated with regional and demographic results vary according to the number of interviews in each subgroup. Complete detailed tables for the survey are provided under separate cover.

SUMMARY

- ◆ Medicare/healthcare tops the list by a wide margin (54%), when Canadians are asked (unaided) about the issues presently confronting Canada that should receive the greatest attention from Canadian leaders. Education/schools follows in second and taxes/tax reform/GST third.
- ◆ Six in ten (59%) Canadians are aware of the recent federal/provincial agreement on healthcare. This is comprised mostly of people who say they are “somewhat aware” (43%), but includes 16% who say they are “very aware”.
- ◆ Canadians have a decidedly positive opinion when asked about their perception of the federal/provincial healthcare agreement without a detailed explanation. Over three-quarters (76%) express a positive view.
- ◆ When Canadians are explained the details of the federal/provincial healthcare agreement, overall positive responses increased dramatically from 76% to 92%. This is driven by a significant increase among the “very positive” responses from 10% to 34%.
- ◆ Canadians have confidence that the Government of Canada can improve the healthcare system in Canada. The majority of Canadians (73%) are confident in the Government of Canada’s ability to improve the healthcare system in the country.
- ◆ A smaller majority of Canadians have confidence in their provincial Government’s abilities to improve the healthcare system. Six in ten (60%) Canadians feel confident (12% very confident, 48% somewhat confident) that the provincial Governments will improve healthcare.
- ◆ While Canadians are overwhelmingly positive toward the recent plan, they are more divided in assessing the federal and provincial Government’s management of the healthcare system. Only 45% of Canadians approve of the way the Government of Canada has managed the healthcare file and 41% approve of the provincial Government’s healthcare management.
- ◆ In terms of perception and confidence of the new healthcare agreement, eight in ten (79%) of respondents agree that the new plan will lead to a stronger healthcare system. Additionally, 73% agree that provinces will be able to make noticeable improvements as a result of the agreement and 69% are confident that they will be

able to access the necessary healthcare. Although Canadians show more positive attitudes toward the healthcare agreement and healthcare in general, just less than half (49%) feel that the threat or privatization and a two-tier system has lessened. Additionally, there is some cynicism with 67% of Canadians agreeing that the government has only put back the money it has already taken out of the healthcare system.

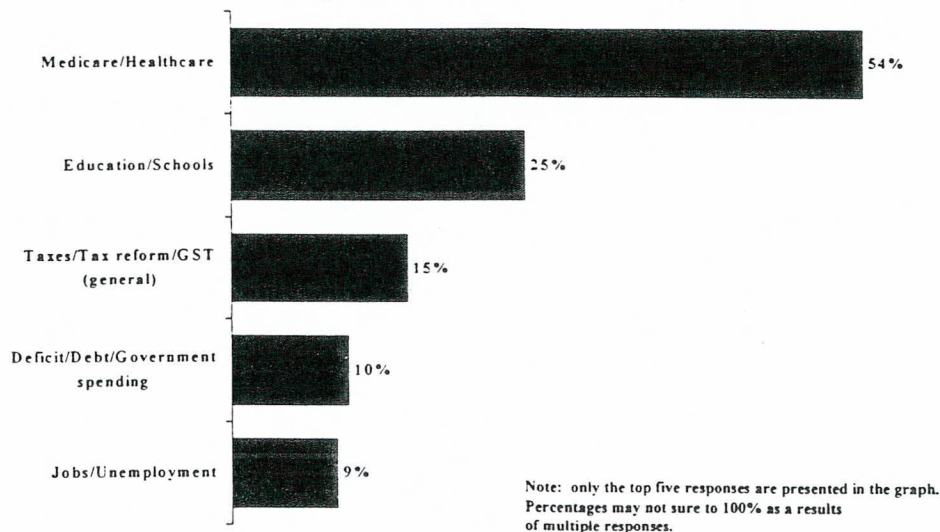
DETAILED FINDINGS

Issues Presently Confronting Canadians

Medicare/healthcare tops the list by a wide margin (54%), when Canadians are asked (unaided) about the issues presently confronting Canada that should receive the greatest attention from Canadian leaders. Education/schools follows in second and taxes/tax reform/GST third. Other notable responses include deficit/debt/government spending, jobs/unemployment, poverty/welfare/homeless and the economy in general.

Issues Presently Confronting Canada

Thinking of the issues presently confronting Canada, which one do you feel should receive the greatest attention from Canada's leaders? (Total Mentions)



- ◆ Medicare/healthcare ranks the highest across all demographics including region, age, and education level.
- ◆ Saskatchewan/Manitoba appear to be the most concerned about medicare/healthcare with the majority (63%) of respondents indicating it as the number one issue facing Canada today. Comparatively, 57% of Ontario, Alberta and British Columbia residents, 55% of Atlantic Canadians and 45% of Quebec residents also mentioned medicare/healthcare as their top response.

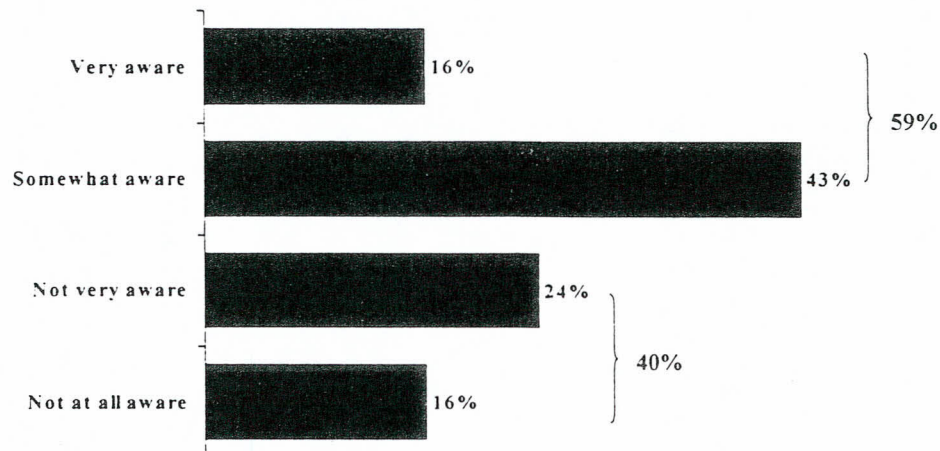
- ◆ Mention of medicare/healthcare increases with age. Two-thirds (63%) of respondents 65 years of age or older mentioned medicare/healthcare compared with 58% of 45-64 year olds, 53% of 35-44 year olds and 47% of respondents between 18-34 years. Education/schools emerged with more frequency among younger respondents.
- ◆ Consistent with the age distinctions, concern for medicare/healthcare also increases with education level (57% of university graduates, 55% of post secondary graduates, 54% of high school graduates and 42% of respondents with less than high school education). Once again, education/schools and taxes/tax reform/GST also emerge as top responses across education levels.

Awareness of the Federal/Provincial Agreement on Healthcare

Six in ten (59%) Canadians are aware of the recent federal/provincial agreement on healthcare. This is comprised mostly of people who say they are “somewhat aware” (43%), but includes 16% who say they are “very aware”.

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?



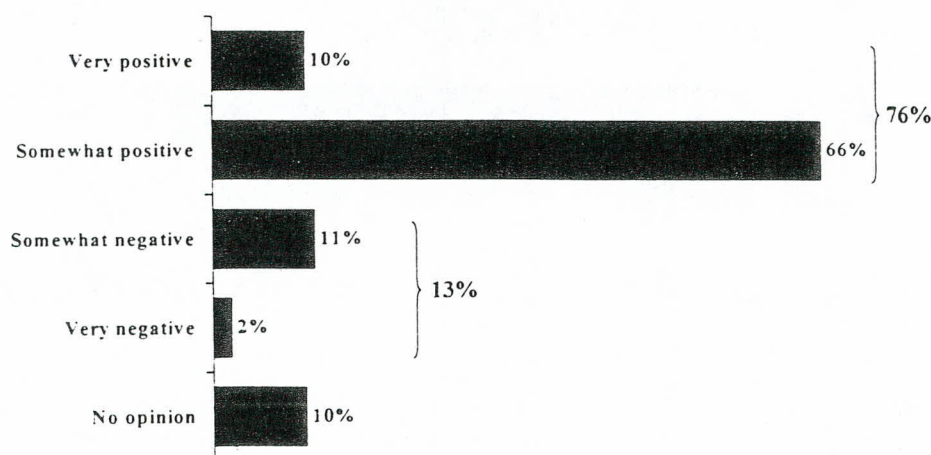
- ◆ Ontarians (68%), Albertans (67%) and Atlantic Canadians (66%) are the most knowledgeable of the recent federal/provincial agreement on healthcare, while Quebec residents (43%) are the least aware. Additionally, 55% of British Columbia residents and 63% of Saskatchewan/Manitoba residents were aware of the plan.
- ◆ Older Canadians are most aware of the plan. (73% 45-64 years, 70% 65 years or older). Comparatively, younger Canadians (18-34 years) are the least aware (45%) and middle aged Canadians fall among the average in terms of awareness (57%).
- ◆ Awareness increases slightly with education level. University graduates (69%) are more aware of the plan than post secondary graduates (57%), high school graduates (54%) and respondents with less than high school education (55%).

Public Perception of Healthcare Agreement (no explanation)

Canadians have a decidedly positive opinion when asked about their perception of the federal/provincial healthcare agreement without a detailed explanation. Over three-quarters (76%) express a positive view.

Public Perception of the Healthcare Agreement (without explanation)

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



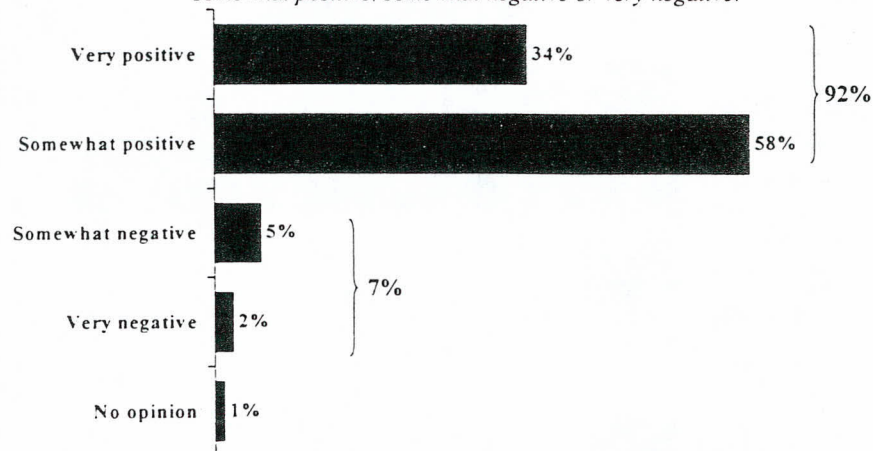
- ◆ Atlantic Canadians are the most positive (83%) about the agreement. No substantial variations emerge among other regions --78% Saskatchewan/Manitoba, 77% Quebec, 75% Ontario, 74% British Columbia and 73% Alberta residents.
- ◆ Older Canadians (45-64) are the most optimistic towards the plan. Eight in ten (80%) Canadians between the ages of 45 and 64 have a positive view. Both younger Canadians (18-34 years, 73%) and the oldest Canadians (65 years and older, 74%) are somewhat less positive. Canadians between 35-44 years appear to be a bit more positive about the plan at 76%.
- ◆ Positive perceptions of the healthcare plan increase with Canadians education level. Eight-in-ten (80%) university graduates have a positive opinion compared with 77% of post secondary graduates, 73% of high school graduates and 67% of Canadians with less than a high school education.

Public Perception of Healthcare Agreement (with explanation)

When Canadians are explained the details of the federal/provincial healthcare agreement, overall positive responses increased dramatically from 76% to 92%. This is driven by a significant increase among the “very positive” responses from 10% to 34%.

Public Perception of the Healthcare Agreement (with explanation)

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



Explanation: 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).

- ◆ Once respondents are given the explanation of the healthcare agreement, positive perceptions increase across all regions. Ninety-four percent (94%) of Atlantic Canada, 93% Ontario and Saskatchewan/Manitoba, 92% British Columbia, 91% of Quebec and 90% of Alberta residents express a positive outlook.
- ◆ The oldest Canadians continue to be somewhat less positive of the government's new healthcare agreement when they receive an explanation. (65 years or older, 82%). Comparatively, younger Canadians are the most optimistic (18-34 years, 95%) followed by middle aged Canadians (35-44 years, 94%) and older Canadians (45-64, 91%).
- ◆ Post secondary graduates express the most positive opinions (95%) of the healthcare plan after the explanation of details whereas Canadians with less than high school education are somewhat behind (84%). In addition, High school and University graduates are equally as positive about the plan both with 92%.

Why Positive or Negative

- ◆ When respondents were asked why they feel that the federal/provincial healthcare agreement is positive or negative, those who feel the agreement is positive are most likely to mention “increased funds” or “the system is under funded” (18%). Other positive mentions include:
 - 14% “There is a shortage of doctors and nurses”
 - 11% “The healthcare system needs improvement”
 - 10% “Waiting times are too long”
 - 8% “It’s a step in the right direction”
 - 6% “Reserve judgement until we see results”

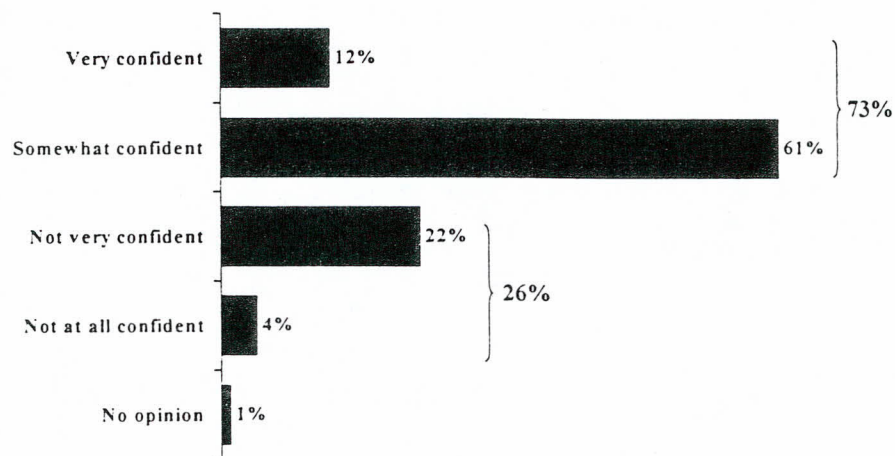
- ◆ Top responses of those who feel negative about the healthcare agreement are:
 - 11% “The government doesn’t keep its promises”
 - 11% “They are just putting back the money they took away”

Confidence in the Government of Canada

Canadians have confidence that the Government will improve the healthcare system in Canada. The majority of Canadians (73%) are confident in the Government of Canada's ability to improve the healthcare system in the country.

Confidence in the Government of Canada

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 in Canada?



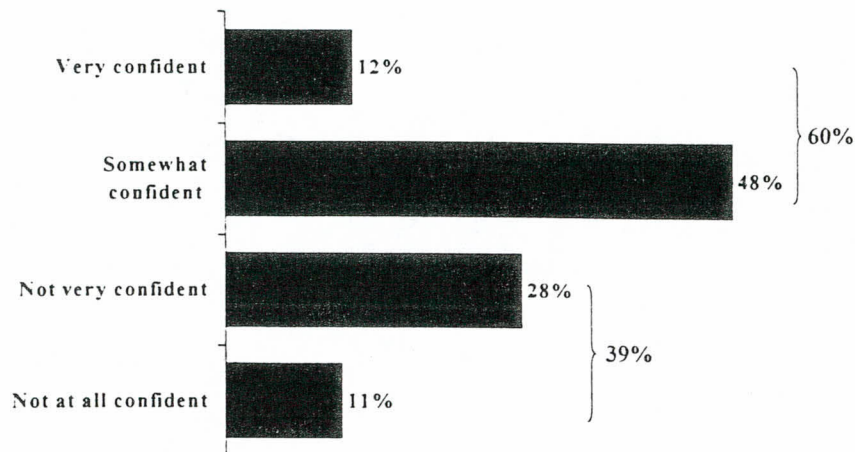
- ◆ Three-quarters (75%) of Ontario residents are confident in the federal Government's ability to improve healthcare compared with 62% of Saskatchewan/Manitoba, 69% Atlantic Canada, 72% Alberta and 73% Quebec and British Columbia.
- ◆ Young Canadians are more confident in the Government of Canada whereas older Canadians have somewhat less confidence. Three-quarters (75%) of respondents between 18-34 years indicated at least some confidence in the Government of Canada, compared with 71% 35-44 years, 73% 45-64 years and 68% 65 years or older.
- ◆ Three quarters of Post secondary graduates (75%) and high school graduates (74%) are confident in the Canadian Government's ability to improve healthcare while 70% of university graduates and 69% of Canadians with less than high school education are confident.

Confidence in the Provincial Government

A smaller majority of Canadians have confidence in their provincial Government's abilities to improve the healthcare system. Six in ten (60%) Canadians feel confident (12% very confident, 48% somewhat confident) that the provincial Governments will improve healthcare.

Confidence in the Provincial Government

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



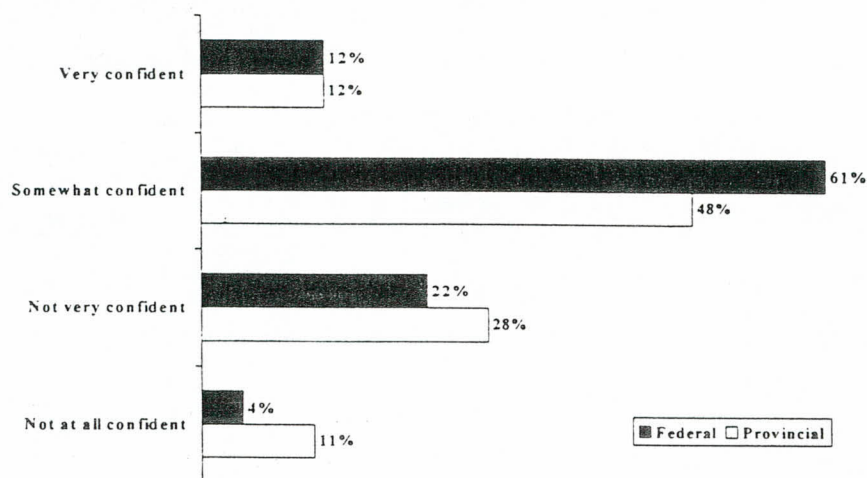
- ◆ Significant differences emerge among Western Canadians in terms of their confidence in their provincial Government's abilities to improve healthcare in Canada. Alberta residents expressed the most confidence (71%), followed by Saskatchewan/Manitoba 69%, Ontario and Quebec 63%, Atlantic Canada 58% and British Columbia residents with 37%.
- ◆ Confidence in the provincial Government's abilities appears to be stronger among young Canadians. Two-thirds (66%) of Canadians between the ages of 18 and 34 have confidence that their provincial Government will improve the healthcare system. Comparatively, little variation emerges among any other age groups (56% of Canadians between 35-44, 59% between 45-64 and 57% of Canadians 65 years or older).

- ◆ No significant differentiation exists among education levels with respect to Canadians' confidence in their provincial governments. Fifty-nine percent (59%) of Canadians with less than high school education, 60% of high school graduates, 62% of post secondary graduates and 58% of university graduates are confident that their provincial Governments will improve healthcare.

Federal vs. Provincial Government

Overall, when compared with Federal support, Canadians have less confidence in their Provincial Government's ability to improve the healthcare system. As highlighted earlier, six in ten (60%) Canadians are confident that their Provincial Government will improve healthcare in Canada. Conversely, 73% expressed the same confidence in the Federal Government. In spite of this, when comparisons are made among respondents with the highest degree of confidence (very confident), both the Federal and Provincial Governments received equal support (12%).

Confidence in Federal vs. Provincial Government



- Regional results show a significant variation of 36 percentage points among British Columbia residents when asked about their confidence in the federal versus provincial Government's ability to improve the healthcare system. Seventy-three percent (73%) of British Columbia residents expressed confidence in the federal Government versus 37% provincial. Consistent with the BC results, all other regions with the exception of Saskatchewan/Manitoba (62% fed, 69% prov) show stronger support for the federal Government versus the provincial (Ontario 75% fed vs. 63% prov, Quebec 73% fed vs. 63% prov, Atlantic 69% fed vs. 58% prov, Alberta 72% fed vs. 71% prov).

Underlying Attitudes

To determine Canadians' specific underlying attitudes surrounding healthcare and the recent healthcare plan, respondents were asked to indicate their agreement or disagreement with seven key statements. Included in the statements are two questions on the management of the healthcare system and five questions surrounding the perceived impact of the new agreement.

While Canadians are overwhelmingly positive toward the recent plan, they are more divided in assessing the federal and provincial Government's management of the healthcare system. Only 45% of Canadians approve of the way the Government of Canada has managed the healthcare file and 41% approve of the provincial Government's healthcare management.

In terms of perception and confidence of the new healthcare agreement, eight in ten (79%) of respondents agree that the new plan will lead to a stronger healthcare system. Additionally, 73% agree that provinces will be able to make noticeable improvements as a result of the agreement and 69% are confident that they will be able to access the necessary healthcare. Although Canadians show more positive attitudes toward the healthcare agreement and healthcare in general, just less than half (49%) feel that the threat or privatization and a two-tier system has lessened. Additionally, there is some cynicism with 67% of Canadians agreeing that the government has only put back the money it has already taken out of the healthcare system.

Underlying Attitudes - Statement Testing

Statement...	Agree Responses		
	Strongly	Somewhat	Total
I think the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future	22	57	79
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	20	53	73
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	41	69
Now that there is more money in the health system the threat of privatization or a two-tier system in Canada has lessened	10	39	49
I approve of the way the Government of Canada has managed the healthcare file	10	35	45
The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years	32	35	67
I approve of the way my province has managed the healthcare file	10	31	41

Management Statements

- ◆ Overall, approval of the federal Government's performance is higher among younger Canadians 18-34 years (52%) in Quebec (59%) with high school (49%) or post secondary (48%) education. Comparatively, it appears that older Canadians (35%) in British Columbia (27%) are the most disapproving.
- ◆ Approval of the provincial Government's performance appears to be higher among younger Canadians 18-34 years (47%) in Quebec (52%) with high school (44%) education or less (43%).

Other Statements

- ◆ Canadians express confidence that the new plan will ensure proper access to the necessary healthcare services and improve the overall healthcare system in Canada and the provinces. Regional results show that all provinces with the exception of British Columbia are optimistic about the plan.
- ◆ Despite the optimism for the new plan, some concern of privatization and a two-tier system still exist among all Canadians and some believe that the Government is only reinvesting what it has already taken out of the system.

TOP-LINE QUESTIONNAIRE

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1. Thinking of the issues presently confronting Canada, which one do you feel should receive the most attention from Canada's leaders? What other issues do you think are important for Canada right now? ^{1a} _{1b}

	1 st Mention %	Total Mentions %
Medicare/Healthcare	35	54
Other (specify)	13	28
Education/Schools	8	25
Taxes/tax reform/GST (general)	6	15
Deficit/Debt/Govt. spending	6	10
Jobs/Unemployment	2	9
No opinion/refused	9	9
Economy (in general)	3	7
Poverty/The poor/Welfare/Homeless	3	7
Environment/Pollution	3	6
National unity/Quebec's future	2	6
None are important	4	4
Aboriginal/Native issues	1	3
Crime/Violence	1	3
Immigration/Refugees	1	3
Justice system – Young Offenders Act. death penalty	1	3
Social services – pensions/daycare/housing	1	3
Armed forces/Military	0	2
Trade/Free trade/NAFTA/Global trade	0	2
Agriculture/Farming	0	1
Canadian dollar	0	1
Native fishing dispute/rights	1	1

2. As you may know, the Government of Canada and all of the provinces recently agreed on a plan for 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?

	%
Very aware	16
Somewhat aware	43
Not very aware	24
Not at all aware	16

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

	%
Very positive	10
Somewhat positive	66
Somewhat negative	11
Very negative	2
No opinion/refused	10

4a → c

4. 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.

4a Now based on what I've told you, do you personally see this agreement as very positive, somewhat positive, somewhat negative or very negative?

Very positive	34
Somewhat positive	58
Somewhat negative	5
Very negative	2
No opinion/refused	1

4b. And why do you say that you see this agreement as POSITIVE ?

Healthcare is underfunded/ needs money	18
There is a shortage of staff (doctors, nurses, etc.)	14
Healthcare system needs improvement (unsp)	11
Waiting time is too long	10
Other positive mentions (spec)	9
It's a step in the right direction	8
Reserve judgement until we see results	6
Depends on how they use the money	4
Other neutral mentions (spec)	1
Don't know	19

4b. And why do you say that you see this agreement as NEGATIVE ?

Other negative mentions (spec)	27
The government doesn't keep it's promises/ I don't believe them	11
They are just putting back the money they took away before	11
Other specified Government mentions	7
Government is just doing this for the election	6
The government doesn't make healthcare a priority	4
Money being spent poorly	4
Still needs improvement, they have a long way to go	3
Reserve judgement until we see results	2
Depends on how they use the money	2
Other neutral mentions (spec)	3
Don't know	19

5. 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?

	%
Very confident	12
Somewhat confident	61
Not very confident	22
Not at all confident	4
No opinion/refused	1

6. 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?

	%
Very confident	12
Somewhat confident	48
Not very confident	28
Not at all confident	11
No opinion/refused	1

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

7a-g

Statement	Agree	Disagree
7a I approve of the way the Government of Canada has managed the healthcare file	45	51
7b I approve of the way my province has managed the healthcare file	41	56
7c I think the federal/provincial healthcare agreement will lead to a stronger healthcare system in the future	80	17
7d 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	73	24
7e Now that there is more money in the health system the threat of privatization or a two-tier system in Canada has lessened	49	46
7f 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	70	29
7g The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years.	67	25

FALL 2008 CODING SUMMARY SHEET (V13C V46 à V59K) Report Code: 3001003.10 Temps de codage: 1251-1258 7 mins

Coder's Name: Pier-Olivier Fortin Report Title: Views on health care Final Report

Conciliation Date: Highlight: Survey Focus Group

Variable 13C: TOTAL NUMBER OF QUESTIONS IN THE QUESTIONNAIRE OR THE MODERATOR GUIDE

(a) TOTAL NUMBER OF QUESTIONS: 16 =

PART E: PUBLIC OPINION QUALITY, CRITERIA FOR PUBLIC JUDGEMENT

VARIABLE	v46 Involvement	v47 ISSUE knowledge	v48 Engagement	v49 Conviction (change mind)	v50 Issue Salience	v51 Policy Priorities	v52 Policy Knowledge
Frequency	0	1	0	3	0	0	0
Question Numbers		2		4a-c(3)			
VARIABLE	v53 General Policy Orientations	v54A Specific Policy Instruments	v54B Communication & PR Tools	v55 Satisfaction with Policy &/or Government	v56 Other Policy Ideas	v57 Effectiveness of Policy	v58 Consequences of Policy Choices
Frequency	9	0	0	1	0	0	0
Question Numbers	56 7a-g (7)			3			

(b) TOTAL NUMBER OF PUBLIC JUDGEMENT QUESTIONS (V46 to V58): 14

PART F: RESIDUAL QUESTION CATEGORIES

VARIABLE	V59A Other Policy-related Attitudes Opinions...	v59B Core Political Values /ideology	V59C Other Values	v59D Trust & confidence	V59E General Knowledge	V59F Other Political Knowledge	V59G Definitions
Frequency	0	0	0	0	0	0	0
Question Numbers							
VARIABLE	V59H Current & Past Behaviour & Events	V59I Future Behaviour & Events	V59J Socio-demographic questions	v59 K Problematic Questions & Specify (Use with great parcimony only & provide a detailed justification for any Q placed here.)	V59L Other Issue-related Attitudes Opinions...	V59M Risks, benefits, drawbacks(Other Issue-related Attitudes Opinions...)	
Frequency	0	0	0	0	2	0	
Question Numbers					1ab (2)		

(c) TOTAL NUMBER OF RESIDUAL QUESTIONS (V59A to V59K): 2 (b + c) SUM OF PUBLIC JUDGMENT & RESIDUAL QUESTIONS: 16

PART G: Consistency of Meanings/ Question formats

VARIABLE	v60 Meaning		v61 Probe	v62 Order-rotate/wording
Frequency	0		2	0
Question Numbers			4bc (a)	
Special Notes				