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HEALTHCARE AD TESTING 2

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Ipsos

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Table of Contents

OBJECTIVES	1
METHODOLOGY	1
A NOTE OF CAUTION	2
OVERALL FINDINGS	3
APPENDIX I - PRE – QUESTIONNAIRE.....	6
APPENDIX II - POST – QUESTIONNAIRE	8

OBJECTIVES

The present report includes the findings from three focus groups that were conducted to pre-test the proposed television advertisement. The objective of this advertisement was to raise awareness about the health agreement between the federal government and the provinces. IPSOS-Reid evaluated the degree to which the television advertisement communicated the agreement and its specifics to participants.

METHODOLOGY

The IPSOS-Reid Corporation conducted 3 focus groups in Toronto on September 26th, 2000. Two of the three groups were segmented by age (30 to 45 years old and 46 to 65 years old) and included only those Canadians who are moderately or very concerned about the future of healthcare in Canada as well as a 50/50 gender split. The third group was not segmented by age but by the same concerns as indicated above. For each group, IPSOS-Reid recruited 12 participants, allowing for two "no-shows" without compromising the size of the groups.

The focus groups were each approximately one hour in length. The groups focussed on evaluating a television advertisement to raise awareness about the new healthcare agreement between the federal government and the provinces. The advertisement portrayed a physician walking through a hospital with a clipboard and pen in hand and checking off several points: *"Better access to doctors and nurses"*, *"Improved medical treatments and Technology"*, *"Reduced emergency room waiting times"* and *"Increased health care funding by \$21.2 billion"*.

The focus groups began with a general discussion about healthcare. Then, respondents were asked to fill-in a questionnaire before watching the television advertisement. After the screening of the advertisement, they were asked to answer a similar questionnaire. A discussion focussing on participants' reactions to the television advertisement followed.

This report contains the results from these three focus groups.

A NOTE OF CAUTION

Because of the small sample (n=28), the finding of this report should be treated as qualitative in nature. The reader is cautioned to view these findings as hypotheses rather than as definitive conclusions. Although consistencies and logic lend confidence to analysis and interpretations, there is no way of determining the degree to which the opinions expressed are reflective of the study population at large.

OVERALL FINDINGS

- Many participants had heard about some money being injected into the healthcare system but had not heard about the details of the agreement. After viewing the television advertisement, participants considered the advertisement to be informative and a worthwhile project for the Government of Canada.
- After viewing the advertisement, participants understood that the federal government was providing money to the provinces with the specific goal of improving the healthcare system across Canada. They understood that the \$21.2 billion would go towards better access to doctors and nurses, improved medical treatments and technology and reduced emergency room waiting times. They liked the idea that their governments are doing something to fix the healthcare situation.
- This advertisement will work in the short term as an awareness campaign but will not address long term cynicism about healthcare. This advertisement is a first step in a long process of restoring Canadians' confidence in the healthcare system.
- A few participants were cynical about the advertisement itself and said it was too upbeat. Although they would have preferred a more serious, realistic advertisement set in a real hospital and with real patients, the television advertisement represents what the participants would like the healthcare system to be but not what it currently is. Participants remained sceptical about the agreement and shared the attitude that they *will believe it when they see it*.

"It's been going downhill for so long. It's hard to believe it's going to get better."

- Participants said the 1-800 number and the web site address on the advertisement could give them more information. However, most felt that they were too small to see clearly and did not remain on screen long enough.

- Overall, participants' core attitudes about the governments and the healthcare system remained fairly neutral regarding the issues raised in the pre-viewing and the post-viewing questionnaires. While average scores for the same questions did not *significantly* change after seeing the television advertisement, a detailed analysis of the scores showed that participants were generally *slightly* more positive about government and the healthcare system once they watched the advertisement:
 - In the pre-viewing questionnaire, participants scored an average of 8.66 on an eleven point scale when assessing their concern about the future of the healthcare system in Canada. After viewing the advertisement, their concern declined by 0.44 points, to 8.20.
 - In the pre-viewing questionnaire, participants scored an average of 5.36 on an eleven points scale when assessing their confidence in the Government of Canada's ability to improve the healthcare system across Canada. After screening the advertisement, their confidence increased by 0.5 points to 5.86.
 - In the pre-viewing questionnaire, participants scored an average of 4.96 on an eleven points scale when assessing their confidence in their provincial Government's ability to improve the healthcare system in their province. After screening the advertisement, confidence increased by 0.24 points, to 5.20.
 - In the pre-viewing questionnaire, participants scored an average of 4.93 on an eleven points scale when assessing their confidence in the fact that the federal and provincial governments were taking the steps necessary to improve the healthcare system in Canada. After screening the advertisement, confidence increase by 0.23 points to an average of 5.16.
- However, in the pre-viewing questionnaire, participants scored an average 5.90 on an eleven points scale when assessing their confidence in accessing the necessary healthcare services. Interestingly, their confidence dropped by 0.1 points to 5.80 after viewing the advertisement.

- Some questions were only asked after screening the advertisement. Findings revealed that:
 - Participants were generally neutral about the fact that the federal/provincial healthcare agreement would lead to a stronger healthcare system in the future (average score of 5.66).
 - Participants were also neutral in their opinion regarding the provinces' ability to make noticeable improvements within the next year due to the money the Government of Canada was willing to put into it (average score of 5.96).
 - Participants generally did not think that the influx of money into the healthcare system would reduce the threat of privatisation or a two-tier system in Canada (average score of 4.66).
- Generally speaking, many participants somewhat agreed that the Government of Canada was simply putting back the money it took out of the healthcare system over the last couple of years (average score of 6.27).

APPENDIX I - PRE – QUESTIONNAIRE

(Please check in the appropriate box.)

1. Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned about the future of the health care system in Canada?

Not at all concerned

Very concerned

0	1	2	3	4	5	6	7	8	9	10
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2. 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?

Not very confident

Very confident

0	1	2	3	4	5	6	7	8	9	10
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3. 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?

Not very confident

Very confident

0	1	2	3	4	5	6	7	8	9	10
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4. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. “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 health care services.”

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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5. Please indicate whether or you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. " I am confident that the federal and provincial governments are taking the steps necessary to improve the health care system in Canada."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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APPENDIX II - POST – QUESTIONNAIRE

(Please check in the appropriate box.)

1. Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned about the future of the health care system in Canada?

Not at all concerned

Very concerned

0	1	2	3	4	5	6	7	8	9	10
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2. 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?

Not very confident

Very confident

0	1	2	3	4	5	6	7	8	9	10
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3. 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?

Not very confident

Very confident

0	1	2	3	4	5	6	7	8	9	10
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4. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. "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 health care services."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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5. Please indicate whether or you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. " I am confident that the federal and provincial governments are taking the steps necessary to improve the health care system in Canada."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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6. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement "The federal/provincial healthcare agreement will lead to a stronger healthcare system in the future."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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7. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement "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."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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8. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement "Now that there is more money in the health system the threat of privatization or a two-tier system in Canada has lessened."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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9. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement "The Government of Canada has simply put back the money it took out of the healthcare system over the last couple of years."

Strongly disagree

Strongly agree

0	1	2	3	4	5	6	7	8	9	10
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