



3090001
w
mis?

B/

Health Canada Perceptions Wave II

FINAL REPORT

p2 missing in copy
& in electronic version.
OK ✓
→

Submitted to:
Nizam Siddiqui
Health Canada
H1011-03-0141

EKOS RESEARCH ASSOCIATES INC.

18

EKOS RESEARCH ASSOCIATES

Ottawa Office
99 Metcalfe Street, Suite 1100
Ottawa, Ontario
K1P 6L7
Tel: (613) 235 7215
Fax: (613) 235 8498
E-mail: pobox@ekos.com

Toronto Office
480 University Avenue, Suite 1006
Toronto, Ontario
M5G 1V2
Tel: (416) 598 8002
Fax: (416) 598 2543
E-mail: toronto@ekos.com

Edmonton Office
9925 109th St. NW, Suite 606
Edmonton, Alberta
T5K 2J8
Tel: (780) 408 5225
Fax: (780) 408 5233
E-mail: edmonton@ekos.com

TABLE OF CONTENTS

Key Findings iii

2.	Introduction	1
2.1	Background.....	1
2.2	Methodology.....	1
3.	Descriptive Findings.....	3
3.1	Health Care Issues in Speech from the Throne	3
3.2	Overall Performance of Health Canada.....	5
3.3	Perceived Quality of Health Care.....	8
3.4	Trust in Health Canada	10
3.5	Perceptions of Health Canada.....	11
3.6	Concern with Health Issues	12
3.7	Importance, Involvement and Satisfaction with Health Canada	13
3.8	Contact with Health Canada.....	18
3.9	Concern with Safety Issues.....	21
3.10	Trust in Health-Related Information	23
3.11	Views on Personal Health Information	24
3.12	Views on the Safety of Products Evaluated by Health Canada.....	25
3.13	Views on Openness and Transparency of Health Canada.....	26

Annex A: Questionnaire

KEY FINDINGS

a) Addressing the Quality of Health Care

- Stated recall of health related announcements in the SFT is modest (with 1 in 3 volunteering some level recall), but we would in fact gauge this to be healthy compared to general recall of large-scale government announcements such as past SFTs and federal Budgets. The message that dominates is the increased funding to provinces and territories for health care (both on unprompted and prompted measures), with notable but lower recall of efforts to reduce wait times.
- For the first time in our tracking dating back to 1997, the number of Canadians who feel the quality of health care (over a two-year window) has “stayed the same” now equals those who say it has deteriorated. This key indicator has been a touchstone measure of Canadians’ views on their top priority for the country, with a dramatic drop in perceptions of a deteriorating system beginning in earnest in 2002, following a period of healthy reinvestments in the health care system.

b) Views on Health Canada

- While semantic positioning of Health Canada on a host of dimensions shows a general trend towards worsening attitudes, overall rated performance in key areas is stable or showing slight increases. Health Canada remains the second most trusted choice (following practitioners) in terms of health related information.
- Two rather different key communications challenges emerge, with a desire to see yet more increased funding for the health care system (which over half of Canadians see as an area that Health Canada is greatly involved in) and more modest performance evaluations of funding health research. Previous EKOS work in the latter area have shown that communicating the results of research remains a challenging venture for many organizations.
- One in four respondents report having contacted Health Canada in the past five years, primarily for general inquiries or information on diseases, and while satisfaction with their last contact is health it has declined somewhat since 2001.

- Taking all data in account, Health Canada enjoys reputational advantages (either in pure performance rankings or increased trust since 2001) in a number of areas:
 - ◇ Dealing with new health threats (such as West Nile, SARS and Mad Cow)
 - ◇ Ensuring the safety of food products
 - ◇ A trusted source of health related (including health promotion) information
 - ◇ Scientific evaluations of products and drugs

- Key exposures (again either in terms of lower rankings or declines since 2001) include:
 - ◇ Health care funding (which a great many Canadians see Health Canada as having a good deal of ownership over)
 - ◇ Extracting greater communications capital from health related research
 - ◇ Addressing the general contamination effect of the lower esteem levels with which Canadians hold the Government of Canada

- Ultimately, Health Canada is seen at the center of Canadians top priority and, despite declines in some qualitative attributes, deliberative evaluations and specific performance ranking remain strong and are coupled with a continuing decline in concern with the quality of the system.

c) Implications

- These findings point to a somewhat complex amalgam of positive and challenging trends in the current public environment.

- In terms of semantic perceptions of Health Canada, across the range of elements tested we find a lean towards the positive in most instances (e.g., more relevant than irrelevant, more trustworthy than untrustworthy, etc.), but noticeable declines since 2001. Other research conducted during the same time frame has shown a general decline in views of the Government of Canada's performance, which seems to be a contamination effect from the media attention paid to the sponsorship issue in the wake of the Auditor General's report. Where these findings become less certain is in the evaluation of Health Canada's performance in specific areas — in all areas tested, we find small increases (of between one and four percentage points).

- This somewhat conflicting results suggest that Canadians may be attempting to disentangle a generally negative outlook towards the government in general from their more bullish views of the health care system. The Department may wish to consider conducting a small number of diagnostic follow-up interviews with a sub-set of respondents to probe this impact in greater depth.
- It is also instructive to note that an experimental test of the location of the indicator gauging Health Canada's overall performance shows a sharp rise in positive assessments if asked after specific indicators on the importance of health issues, Health Canada's involvement in those issues and their performance in those areas. When asked *after* the importance and performance battery (the same location as in the 2001 study), overall Health Canada performance has remained unchanged, with those deeming it to be positive outnumbering those saying it is poor by a margin of over two to one. Essentially, a neutral sounding of the importance of various issues and Health Canada's execution in addressing those same issues leads to a sharp spike in overall performance assessments.
- While it is difficult (given the number of indicators contained in the survey instrument) to pinpoint demographic groups which should be seen as key communications targets, sufficient patterns emerge of groups who either give Health Canada lower performance marks or express lower levels of esteem for the Department in general. These would include: B.C. residents, Quebeckers, pre-retirees (especially those aged 45 to 54) and to a lesser extent those with higher levels of educational attainment and higher household incomes.
- Finally, and perhaps most positive, is the longitudinal tracking of Canadians' perceptions of the quality of the health care system. From 1997 through to 2002, we saw a majority of Canadians believing that the quality of the health care system has declined in the preceding two years. This sounding marks the first time in our tracking that the number who feel the system has stayed about the same is now equal to those who feel it has deteriorated.

2. INTRODUCTION

2.1 BACKGROUND

The purpose of the study was to provide Health Canada with an overview of Canadians' broad perceptions of health care, views of Health Canada and priorities for government in the health arena.

The overall objective of this research was to gauge public attitudes towards the Department's roles with a specific emphasis on tracking shifts since baseline measures produced in 2001.

The study examined a wide range of inter-related issues such as:

- Awareness, knowledge and impressions of Health Canada
- Understanding of public health and the broader health agenda
- Priority and resonance of the Department's specific health related activities and services
- Broad framing and branding of HC

2.2 METHODOLOGY

The study involved a national random sample survey of 2,009 Canadians 18 years of age and older. This number provides a margin of error of +/- 2.2 percentage points (19 times out of 20) for the overall findings, and is large enough to analyze results across regional and demographic characteristics. The fieldwork was conducted from February 20 to March 4, 2004.

Where available, the results are tracked from the EKOS Benchmark Health Canada Survey (August 2001) and the Ipsos-Reid Health Protection Survey (May 2001).

The data were weighted by region, age, and gender to ensure that the results are nationally representative of the Canadian population as a whole.

All data were examined by cross-tabulations with demographic and other characteristics. Those variations which were significant at an alpha of 0.5 or lower (using chi-square analysis) are reported here.

3. DESCRIPTIVE FINDINGS

3.1 HEALTH CARE ISSUES IN SPEECH FROM THE THRONE

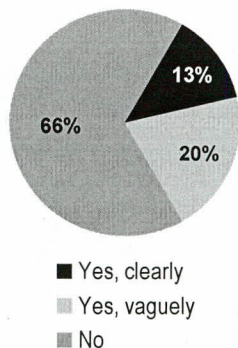
All respondents were asked if they recalled reading, seeing, or hearing anything about health care related issues in the recent Speech from the Throne (SFT). One in three Canadians (33 per cent) said they either clearly (13 per cent) or vaguely (20 per cent) remembered health-related issues in the SFT, while two in three (66 per cent) did not recall any such issue in the SFT. Claimed awareness of health issues in the SFT was higher among:

- Men (35 per cent vs. 30 per cent among women)
- Those between 45 and 64 years of age (41 per cent)
- Those earning \$100K+ (38 per cent)

Conversely, recall is lowest among youth (78% of those under 25 say they recall no health related issues from the SFT) and those with lower levels of educational attainment (71% for those with high school educations).

Health Care Issues in the Speech from the Throne

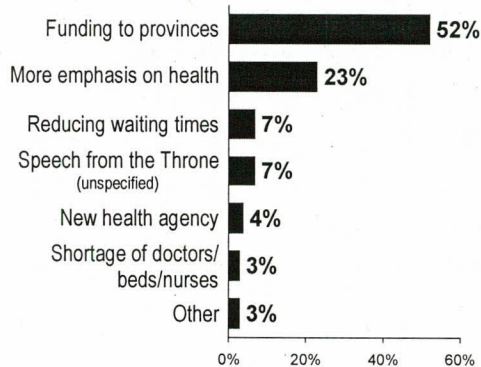
“Do you recall reading, seeing, or hearing anything about any health care related issues in the recent speech from the Throne from the Government of Canada?”



n=2009

EKOS Research Associates Inc.

“What do you recall?”



n=675

Health Canada Perceptions – Wave II

Those who indicated they clearly or vaguely recalled health-related issues in the SFT were asked, unprompted, what they recalled. The majority of these respondents (52 per cent) mentioned increased funding to the provinces, and one in four (22 per cent) said the Government of Canada was going to place more emphasis on healthcare. All other responses were mentioned by 7 per cent or fewer of these respondents. A small number of demographic differences emerge as significant:

- Quebeckers are more likely to cite initiatives to address wait times (19%)
- Upper SES groups are more likely to cite increased funding to the provinces (66% for those with incomes over \$100,000, 55% for university educated Canadians)

All respondents were then asked for their recall of specific health-related issues from the Speech From the Throne. With prompting, just over half (56 per cent) either clearly (27 per cent) or vaguely (29 per cent) remember the transfer of \$2 billion to the provinces and territories for health care. Four in ten (43 per cent) either clearly (20 per cent) or vaguely (23 per cent) remember a commitment to help track waiting times for health care. Fewer than one in four (24 per cent) either clearly (9 per cent) or vaguely (15 per cent) recall the creation of a Public Health Agency for Canada.

Aided Recall of Speech from the Throne

“Do you recall reading, seeing or hearing about...?”

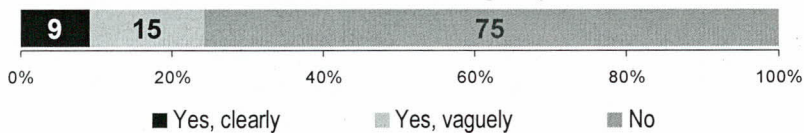
A transfer of \$2 billion to the provinces and territories for health care



A commitment to help track waiting times for health care and report back to Canadians on progress in reducing them



The creation of a Public Health Agency for Canada



3.2 OVERALL PERFORMANCE OF HEALTH CANADA

All respondents were asked to rate the overall performance of Health Canada, however half the sample was asked to rate this performance before a battery of questions about health priorities, and Health Canada's involvement and performance in these priorities. The other half of the sample was asked about the performance of Health Canada after these priority, involvement and performance questions.

Among those asked to rate Health Canada's performance before the priority, involvement and performance questions, just under half (47 per cent) rate the Department's performance as good, 24 per cent rate it as bad, and 28 per cent are neutral.

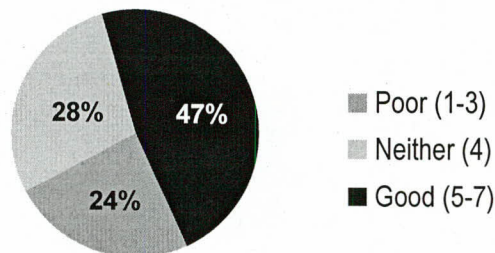
Satisfaction with Health Canada's performance is highest among:

- Those under 25 years of age (64 per cent)
- Ontario residents (54 per cent)
- Those with university education (50 per cent)

Overall Performance: Prior to Focus on Issues

"In general, how would you rate the overall performance of Health Canada?"

[asked of half of respondents before detailed importance, involvement and performance batteries]

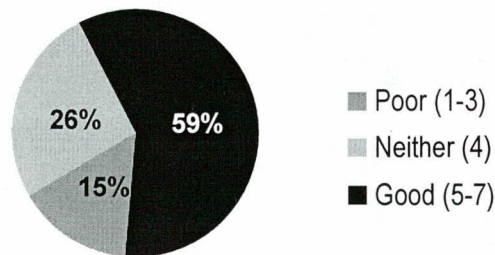


Satisfaction with the performance of Health Canada increased significantly among those who were asked to rate the Department's performance after the priority, involvement and performance questions: six in ten (59 per cent) thought Health Canada was doing a good job, 15 per cent thought the Department was doing a bad job, and 26 per cent were neutral. In the 2001 iteration, where the performance question was asked of the full sample after the above noted batteries, similar performance marks were garnered. A fuller analysis of this indicator is included in the key findings section of this report.

Overall Performance: Following Focus on Issues

“In general, how would you rate the overall performance of Health Canada?”

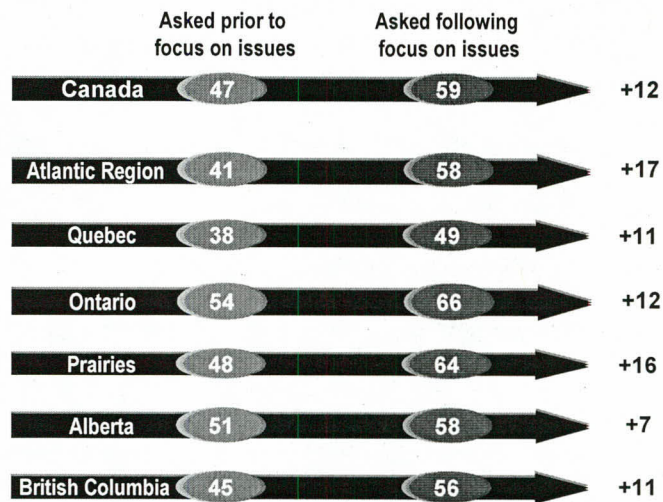
[asked of half of respondents following detailed importance, involvement and performance batteries]



As displayed in the chart below these increases in perceived performance of Health Canada occur in all regions of Canada, from a high of 17 per cent in the Atlantic Provinces, to a low of 7 per cent in Alberta.

Shifting Views of Performance

“How would you rate the overall performance of Health Canada?”



 EKOS Research
Associates Inc.

Per cent saying "good performance" (5-7)

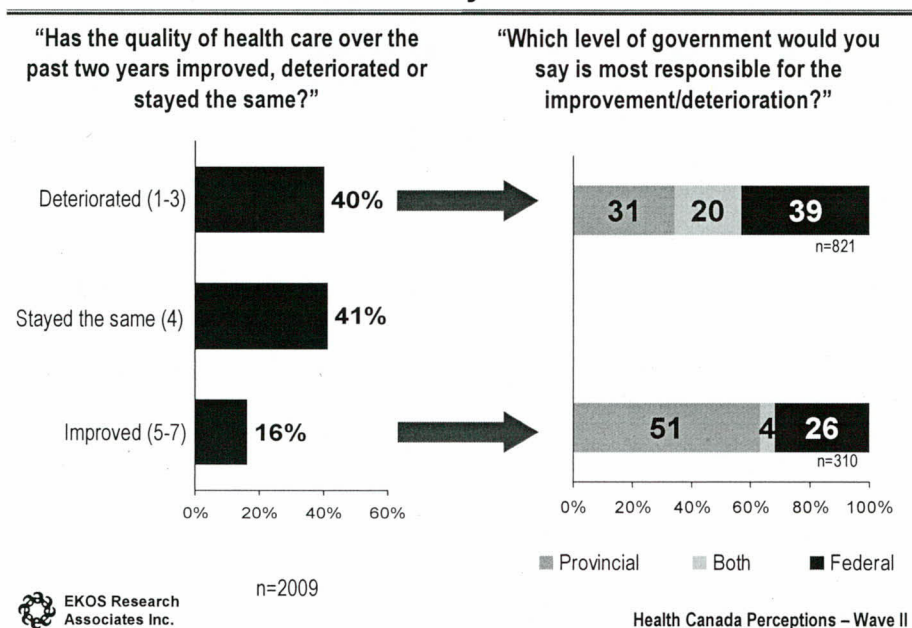
Health Canada Perceptions – Wave II

3.3 PERCEIVED QUALITY OF HEALTH CARE

Canadians were also asked whether they thought the quality of health care had improved, deteriorated, or stayed the same over the past two years. Four in ten (40 per cent) thought the quality of health care had deteriorated over the past two years, roughly the same proportion (41 per cent) felt health care had stayed the same over this time period, and only 16 per cent thought it had improved. The following sub-groups are particularly likely to feel the quality of health care had deteriorated in the previous two years:

- Residents of B.C. (52 per cent) and the Atlantic Provinces (47 per cent)
- Women (43 per cent vs. 36 per cent among men)
- Those 45 to 54 years of age (46 per cent)
- Those with college (45 per cent) and university (43 per cent) education

Perceived Quality of Health Care



- Quebeckers are most likely (49%) to believe the quality of health care has remained unchanged
- Younger Canadians (24% of those under 25), and those with lower levels of educational attainment (22%) and lower household incomes (21%) are most likely to say the quality of health care has improved

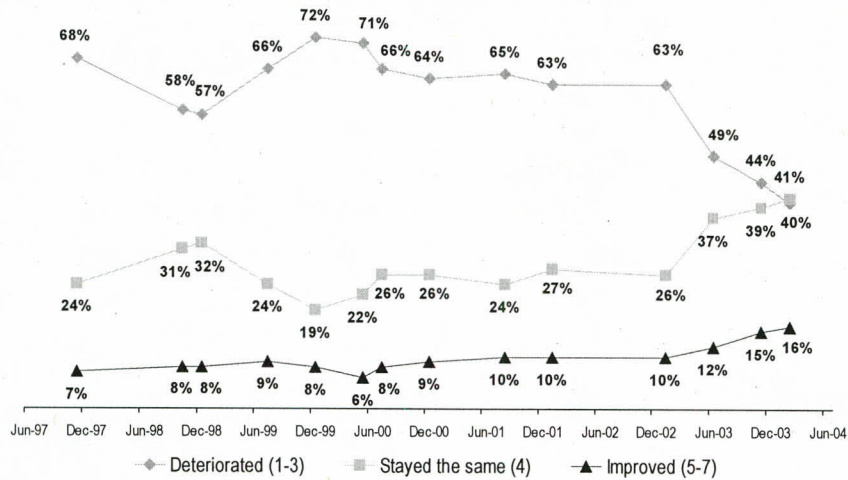
Among those who felt health care had deteriorated, the plurality (39 per cent) felt that the federal government was most responsible for this situation, while 31 per cent felt the provincial government was most responsible for this deterioration (20 per cent felt both were responsible).

Among those who felt the health care system had improved, the majority (51 per cent) believed that their provincial government was most responsible, only 26 per cent thought the federal government was responsible for this improvement (4 per cent said both).

Tracking perceptions of the quality of health care reveals a significant decline among Canadians who feel that health care quality has deteriorated. In our benchmark survey of July 1997, full two in three Canadians (68 per cent) thought health care had deteriorated, 24 per cent thought it had stayed the same, and only 7 per cent thought it had improved. Currently, only 40 per cent feel that health care has deteriorated, while substantially more Canadians now believe that the system has stayed the same (41 per cent), or improved (16 per cent) than did in 1997.

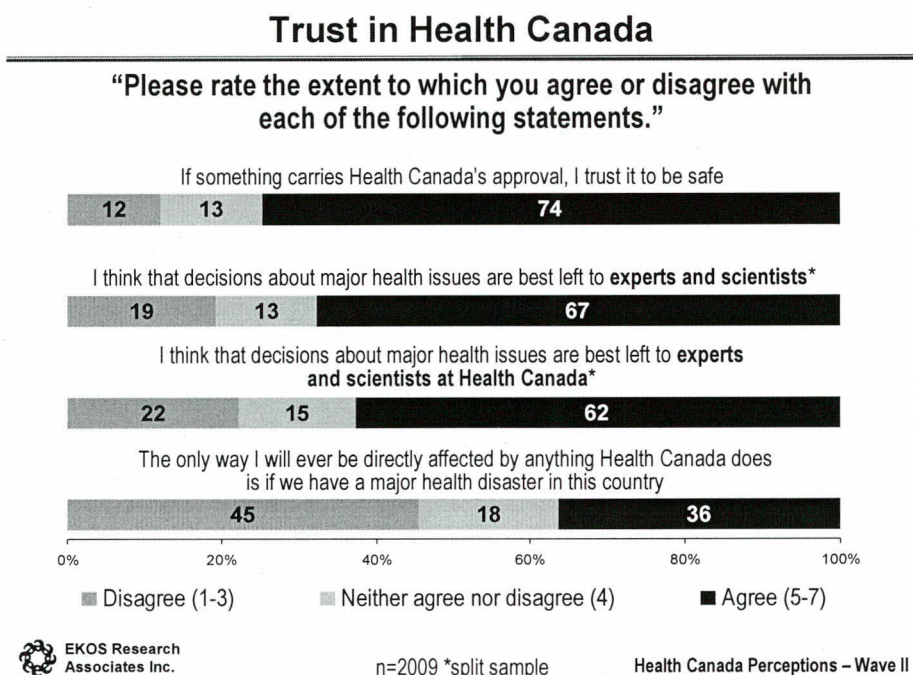
Tracking the Perceived Quality of Health Care

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



3.4 TRUST IN HEALTH CANADA

The survey also contained a number of questions regarding their trust in Health Canada. The findings reveal that Canadians generally express trust in the Department. Fully three in four (74 per cent) agree that if something carries Health Canada's approval, they trust it to be safe (only 12 per cent disagree with this idea). More than six in ten (62 per cent) agree that decisions about major health issues are best left to experts and scientists at Health Canada - 67 per cent agree that decisions about major health issues are best left to experts and scientists (in general). Moreover, only one in three (36%) agree with the idea that the only way they will ever be directly affected by anything Health Canada does is if we have a major health disaster in the country (45 per cent disagree with this notion).

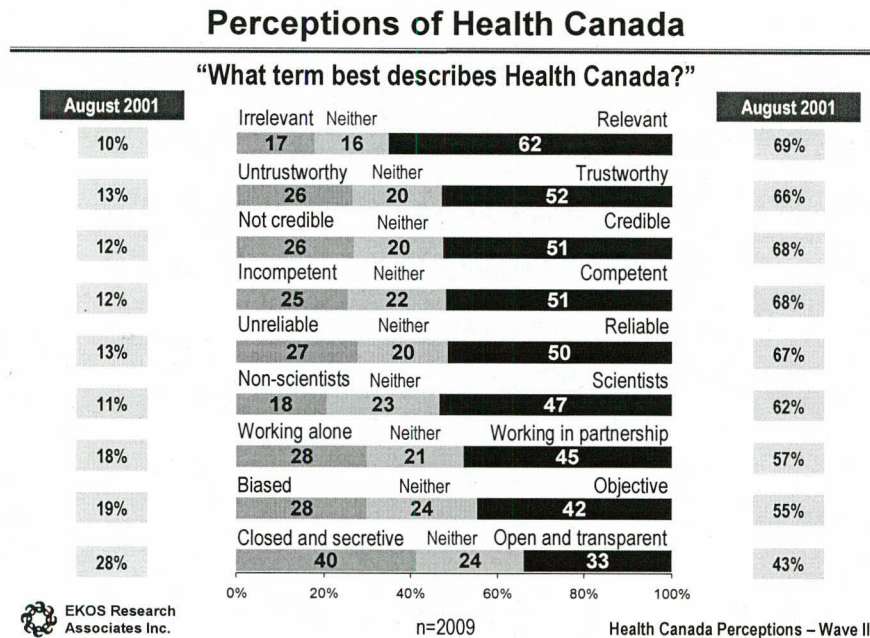


Some demographic variations of note include:

- Men are more likely to agree with the notion of decisions about major health issues being best left to experts and scientists in general (67%) or at health Canada in particular (73%)
- Seniors (49%) and Quebeckers (45%) are most likely to agree that in the absence of a major health disaster they are unlikely to be affected by the activities of Health Canada, with the university educated (57%) and B.C. residents (55%) most likely to disagree

3.5 PERCEPTIONS OF HEALTH CANADA

Respondents were also given a series of paired terms that have opposite meanings and asked which term best describes Health Canada. The results indicate that Health Canada is viewed in largely favourable terms. Six in ten (62%) believe Health Canada is relevant (only 17 per cent believe it is irrelevant). More than half of Canadians believe Health Canada is trustworthy (52 per cent), credible (51 per cent), and competent (51 per cent) – only one in four see Health Canada in opposite terms (i.e., untrustworthy, not credible, and incompetent, respectively). Half of Canadians (50 per cent) believe Health Canada is reliable (27 per cent believe the Department is unreliable). Fewer than half (47 per cent) believe that “scientists” describes Health Canada (however only 18 per cent believe “non-scientists” describes the Department), and a similar proportion (45 per cent) feel the term working in partnership describes the Department. Four in ten (42 per cent) believe that Health Canada is objective (28 per cent feel that the Department is biased). At the bottom of the list is the term open and transparent – only 33 per cent feel this term describes Health Canada, and a higher proportion (40 per cent) feel that the opposite term (closed and secretive) describes the Department.

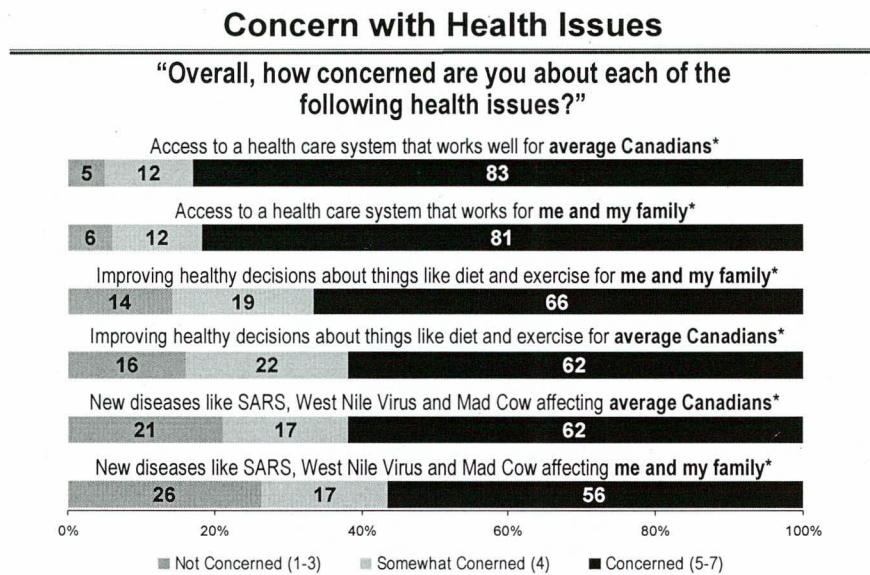


Despite a reasonably high proportion of Canada assigning favourable terms to the Department, tracking this data reveals a sharp decline in the number of Canadians who accord positive terms to Health Canada. Across all nine items, Canadians are much less positive that they were in August 2001, particularly in terms of credibility, competency, and reliability (agreement that each of these descriptors describe Health Canada has dropped 17 per cent since August 2001).

While no clear pattern of demographic variation emerges across these indicators, we find a general trend of Ontario residents and younger Canadians rating Health Canada higher on many indicators, far more so than was the case in the 2001 survey.

3.6 CONCERN WITH HEALTH ISSUES

The survey also reveals that Canadians express significant concerns about the health care system and health issues in general. Eight in ten Canadians are concerned about access to a health care system that works well for average Canadians (83 per cent), and a system that works for themselves and their family (81 per cent). Two in three are concerned about improving healthy decisions like diet and exercise for themselves and their family (66 per cent), and for improving these decisions for Canadians as a whole (62 per cent). Six in ten are concerned about new diseases like SARS, West Nile virus and Mad Cow affecting average Canadians (62 per cent), and themselves and their family (56 per cent).



EKOS Research Associates Inc.

n=2009 *split sample

Health Canada Perceptions – Wave II

3.7 IMPORTANCE, INVOLVEMENT AND SATISFACTION WITH HEALTH CANADA

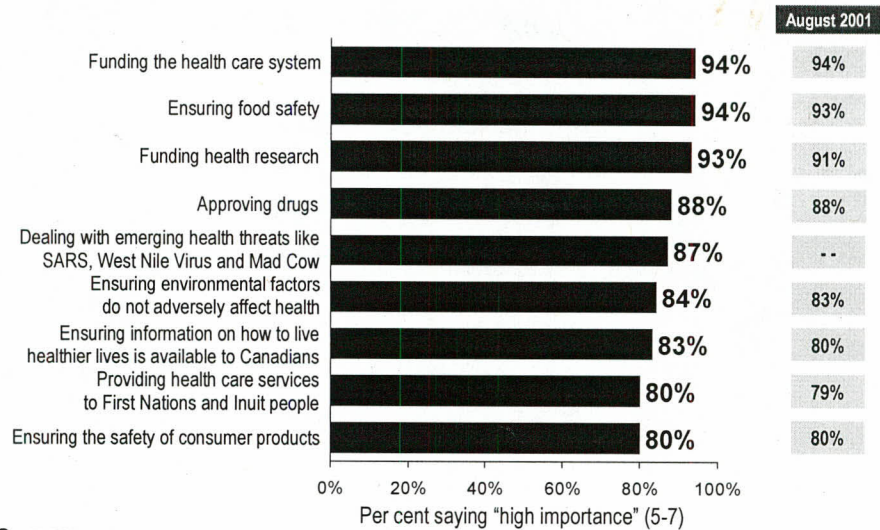
Canadians were asked to rate the importance, Health Canada's perceived involvement, and satisfaction with Health Canada's performance across a range of health issues. The importance of these issues is discussed below, Health Canada's perceived involvement and satisfaction with Health Canada are addressed in later sections of this report.

a) Importance of Health Issues

The findings reveal that all of the issues tested are seen as important to Canadians. More than nine in ten Canadians believe that funding the health care system (94 per cent), ensuring food safety (94 per cent), and funding health research (93 per cent) are important issues. All other issues tested are seen as important by at least eight in ten Canadians, from a low of 80 per cent for ensuring the safety of consumer products and providing health care services to First Nations and Inuit people, to a high of 88 per cent for approving drugs. These findings have remained largely stable since August 2001. Generally speaking, Ontario residents and women assign higher importance to the health issues tested.

Importance of Health Issues

“Please rate the importance of each of the following health issues...”



EKOS Research Associates Inc.

n=2009

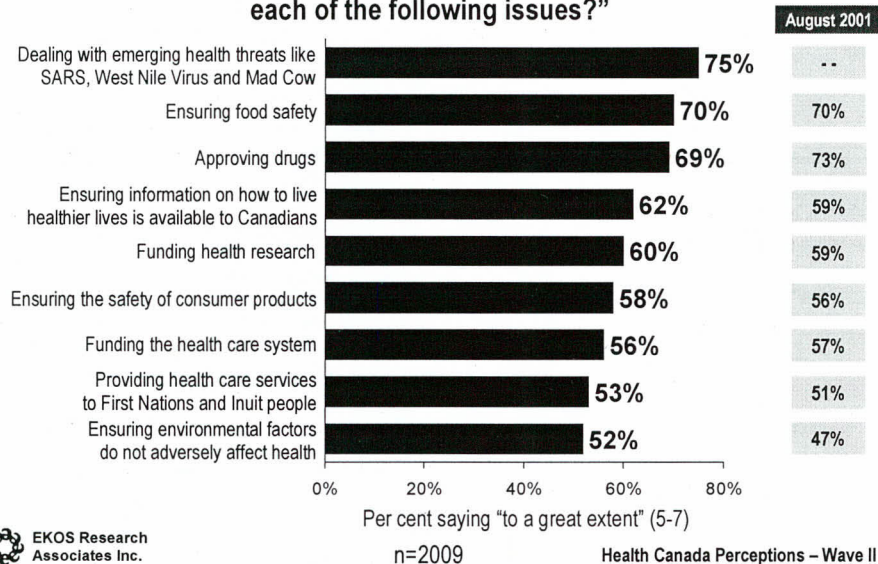
Health Canada Perceptions – Wave II

b) Health Canada's Perceived Involvement in Health Issues

When asked about Health Canada's perceived involvement in these same issues, the results suggest that many Canadians are unsure of Health Canada's participation in many of these issues. Just over half feel that Health Canada is involved in ensuring that environmental factors do not adversely affect health (52 per cent), providing health care services for First Nations and Inuit people (53 per cent), and funding the health care system (56 per cent). Six in ten believe that Health Canada is involved in ensuring the safety of consumer products (58 per cent), funding health research (60 per cent), and ensuring information on how to live healthier lives is available to Canadians (62 per cent). Canadians are most likely to believe that Health Canada is involved in approving drugs (69 per cent), ensuring food safety (70 per cent), and dealing with emerging health threats like SARS, West Nile Virus and Mad Cow Disease (75 per cent). These findings have remained largely stable since August 2001 (although ensuring that environmental factors do not adversely affect health is up 5 percentage points since that time). Ontario residents are particularly likely to feel Health Canada is involved in the issues tested.

Health Canada's Involvement in the Issues

"To what extent do you believe Health Canada is involved with each of the following issues?"



EKOS Research
Associates Inc.

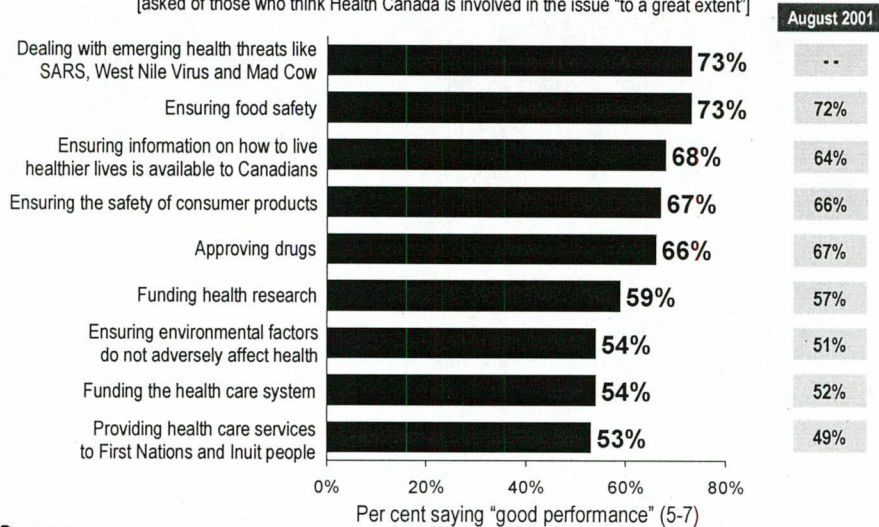
c) Perceived Performance of Health Canada in Health Issues

Those who believed that Health Canada was involved in each of these issues were asked to rate the performance of the Department in each of the areas. Three in four of these respondents believe that Health Canada is doing a good job in terms of dealing with emerging health threats (73 per cent) and ensuring food safety (73 per cent). Two in three rate Health Canada's performance positively in terms of ensuring information on how to live healthier lives is available to Canadians (68 per cent), ensuring the safety of consumer products (67 per cent), and approving drugs (66 per cent). Just over half feel the Department is doing a good job in funding health research (59 per cent), ensuring environmental factors do not adversely affect health (54 per cent), funding the health care system (54 per cent), and providing health care services to First Nations and Inuit people (53 per cent). Across virtually all of these issues there has been a great deal of stability in perceived performance of the Department since our last sounding in August 2001 (where there have been shifts these have tended towards slight improvement of between 1 and 3 percentage points). Generally speaking, younger Canadians and those with less educational attainment express higher levels of satisfaction with Health Canada across the health issues tested.

Health Canada's Performance on the Issues

"How would you rate Health Canada's performance in each of the following areas?"

[asked of those who think Health Canada is involved in the issue "to a great extent"]



 EKOS Research Associates Inc.

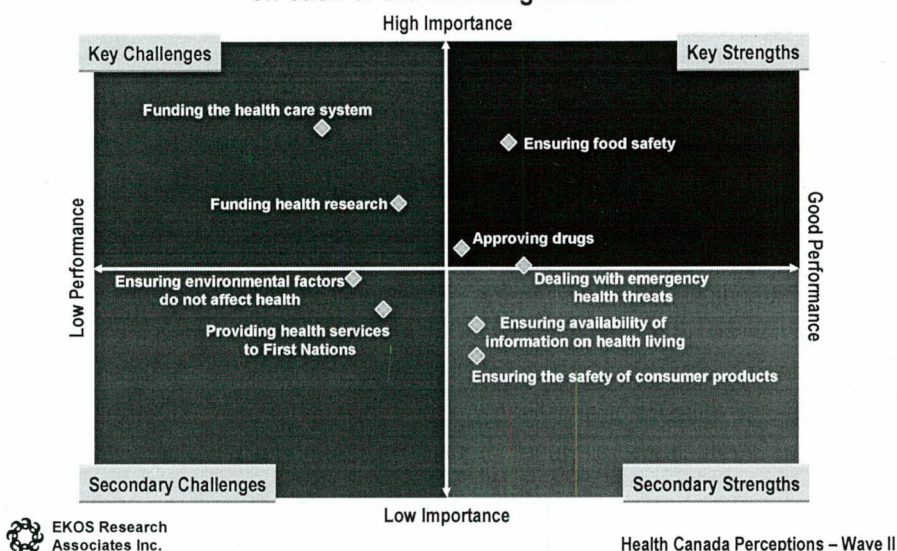
Health Canada Perceptions – Wave II

d) Comparing Importance and Performance on Health Issues

Mapping Canadians' perception of issue importance and how well Health Canada is performing on these same issues provides insight into the department's strengths and challenges. The issues are mapped using the overall average mean for all the priority issues and the overall average mean for the performance ratings on those same issues.

Mapping Performance and Importance

"How would you rate the importance of/Health Canada's performance on each of the following issues?"



An issue's importance score in relation to the overall average mean determines its placement along the "importance axis." If an issue's score is equal to or greater than the overall average mean, it is placed in the upper quadrant (high importance); if the score is less than the overall average mean, it is placed in the lower quadrant (low importance).

Performance is also based on an issue's score in relation to the overall average mean. If an issue's score is equal to or greater than the average mean, it is placed in the right-hand quadrant (good performance); if the score is less than the average mean, it is placed in the left-hand quadrant (poor performance).

For example, a majority of Canadians (94 per cent) feel that funding the health care system is one of the more important issues dealt with by Health Canada. It is also an area where Health Canada could improve its performance (only 54 per cent feel Health Canada is doing a good job on this issue). Funding the health care system is therefore perceived as a key challenge for Health Canada. Comparing this to ensuring the availability of information on healthy living, the analysis reveals that Canadians rate this issue

as one of lower importance and feel that Health Canada's performance is good. This particular issue, therefore, can be interpreted as a secondary strength for the department.

This mapping exercise suggests that ensuring food safety and approving drugs are key strengths of Health Canada, while funding the health care system and funding health research are key challenges facing the Department.

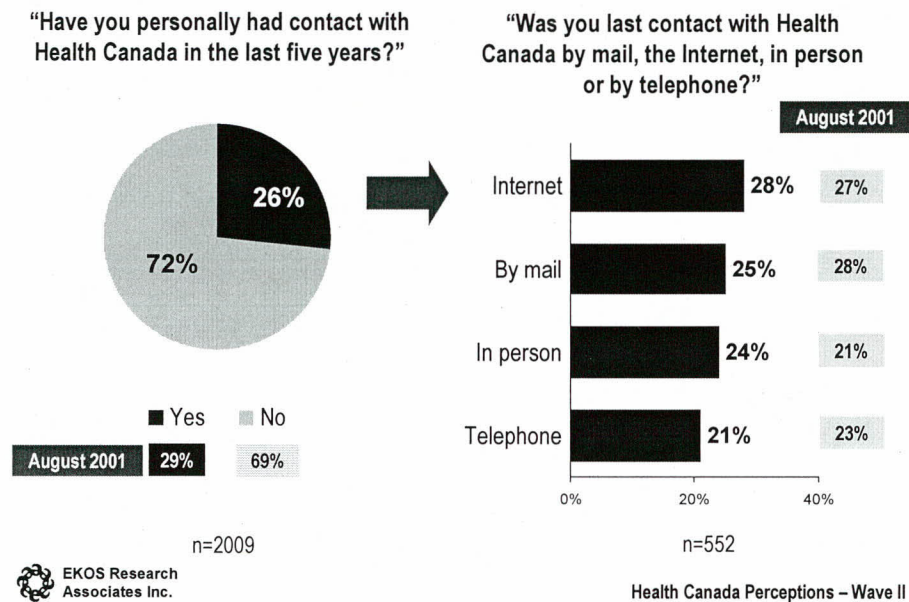
3.8 CONTACT WITH HEALTH CANADA

All respondents were asked if they had personally contacted Health Canada in the last five years. One in four (26 per cent) said they did contact the Department, while the majority of Canadians (72 per cent) said they did not. Contact with Health Canada has declined slightly since August 2001 (from 29 per cent to 26 per cent). Contact with Health Canada is higher among the following sub-groups:

- > Alberta residents (33 per cent)
- > Those between 25 and 44 years of age (32 per cent)
- > Those with university education (32 per cent)

Seniors (79%), those with high school educations (78%) and Quebeckers (77%) are least likely to have contacted Health Canada.

Contact with Health Canada (i)

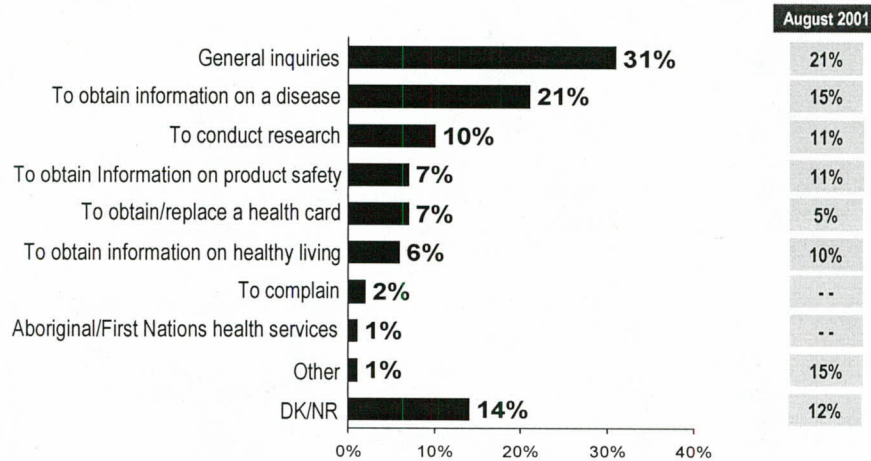


Those who said they had contacted the Department were asked a number of follow-up questions. They were asked whether they had contacted the Department by mail, the Internet, in person, or by phone. Responses are fairly evenly split between these methods: from a high of 28 per cent for the Internet, to a low of 21 per cent for telephone. These findings have remained largely stable over the past two and a half years.

Those who had contacted Health Canada were also asked, unprompted, for the reason behind their last contact with the Department. General inquiries (31 per cent) were mentioned most often, followed by obtaining information on a disease (21 per cent), and conducting research (10 per cent). All other responses were mentioned by 7 per cent or fewer of these respondents.

Contact with Health Canada (ii)

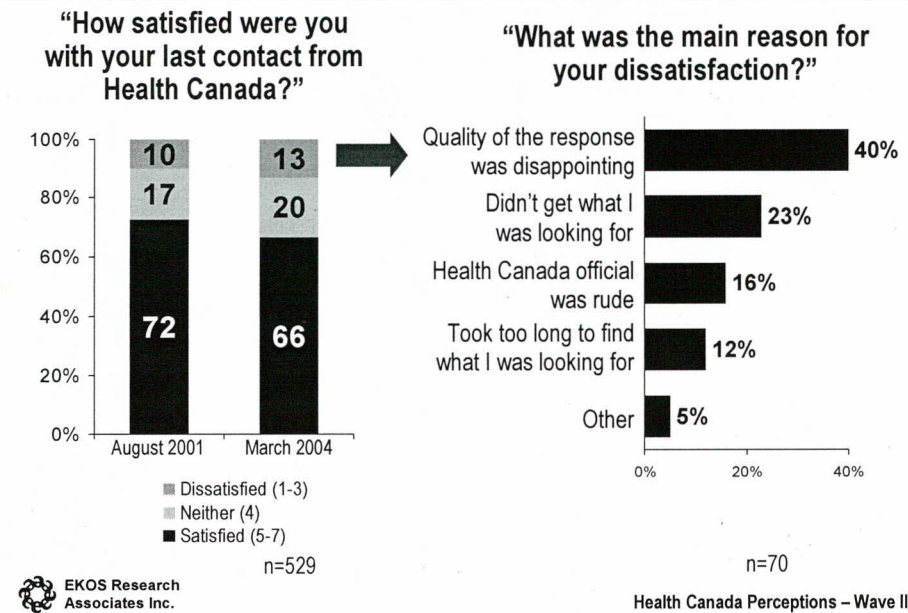
“What was the purpose of your last contact with Health Canada?”



These respondents were also asked how satisfied they were with their last contact from Health Canada. Two in three (66 per cent) indicated they were satisfied with the service they received from the Department (down from 72 per cent in August 2001). Thirteen percent were dissatisfied with their contact with the Department and 20 per cent were neutral. Satisfaction with their interaction with Health Canada is highest among:

- Those under 25 years of age (81 per cent)
- Those earning between 80K and 100K (78 per cent)
- Manitoba/Saskatchewan residents(73 per cent)

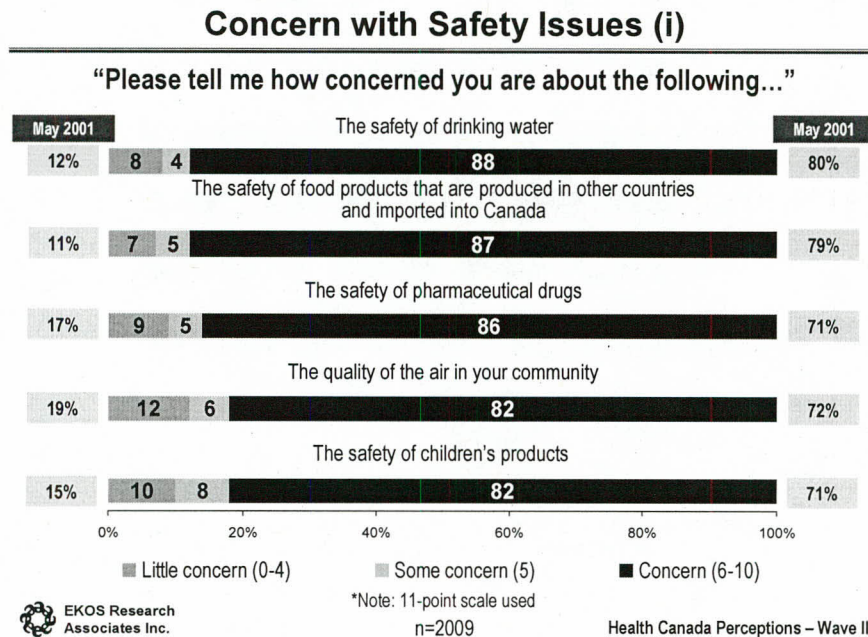
Contact with Health Canada (iii)



Among those who expressed dissatisfaction with Health Canada, the main reasons revolved around the ideas that the quality of the response was disappointing (40 per cent), they didn't get what they were looking for (23 per cent), the Health Canada official was rude (16 per cent), or it took too long to find what they were looking for (12 per cent).

3.9 CONCERN WITH SAFETY ISSUES

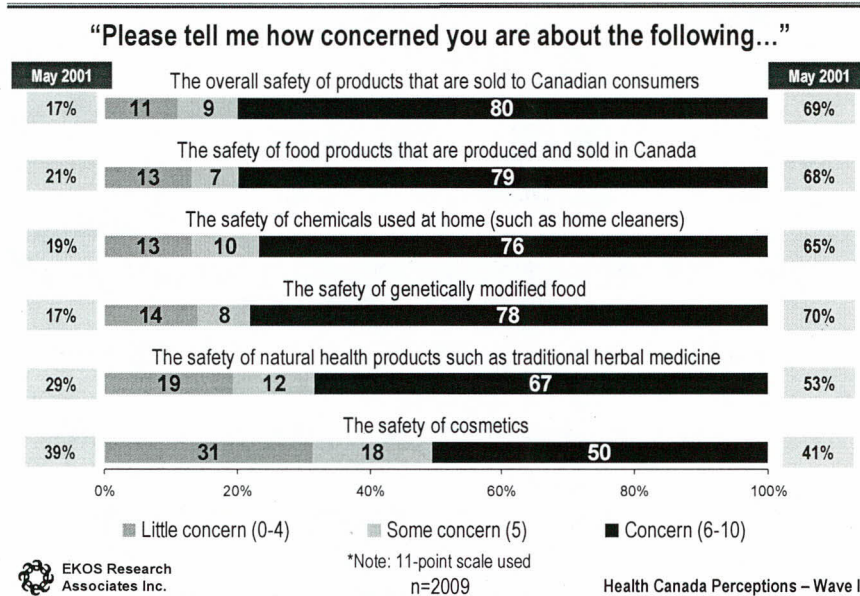
The survey also asked a battery of questions regarding Canadians' concerns with respect to safety issues. Among the list of tested issues, Canadians express highest concern for the safety of drinking water (fully 88 per cent are concerned about this safety issue), followed closely by the safety of food products that are produced in other countries and imported into Canada (87 per cent express concern about this issue), and the safety of pharmaceutical drugs (86 per cent). More than eight in ten Canadians are also concerned about the quality of air in their community (82 per cent) and the safety of children's products (82 per cent).



Across virtually all indicators of concern, we find Quebeckers, women and those aged 25 to 44 expressing the highest levels of concern.

Eight in ten Canadians express concern about the overall safety of products that are sold to Canadian consumers (80 per cent), the safety of food products that are produced and sold in Canada (79 per cent), and the safety of genetically modified food (78 per cent). Three in four (76 per cent) are similarly concerned about the safety of chemicals used at home (such as home cleaners), and two-thirds (67 per cent) are concerned about the safety of natural health products. At the bottom of the list, half of Canadians (50 per cent) say they are concerned about the safety of cosmetics.

Concern with Safety Issues (ii)



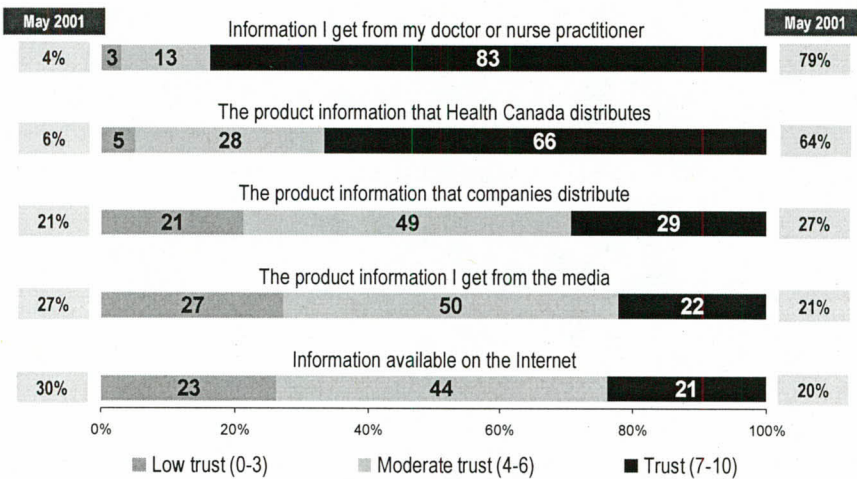
Tracking these findings reveals a significant increase in Canadians' levels of concern regarding all of these safety issues since May 2001, from a low of 8 per cent in terms of the safety of genetically modified food, to a high of a 15 per cent in terms of the safety of pharmaceutical drugs.

3.10 TRUST IN HEALTH-RELATED INFORMATION

Respondents were also asked to indicate their trust levels in a range of health-related information. The results suggest that trust levels in health information vary greatly depending on the source of the information. Over eight in ten (83 per cent) express trust in information they receive from their doctor or nurse practitioner, and two-thirds (66 per cent) express trust in product information that Health Canada distributes. Trust levels are significantly lower for the other sources of information tested. Fewer than one in three (29 per cent) express trust in product information distributed by companies, and one in five say they trust product information from the media (22 per cent), or information available on the Internet (21 per cent).

Level of Trust in Health-Related Information

“Please indicate your level of trust in the following health-related information.”



EKOS Research Associates Inc.

*Note: 11-point scale used n=2009

Health Canada Perceptions – Wave II

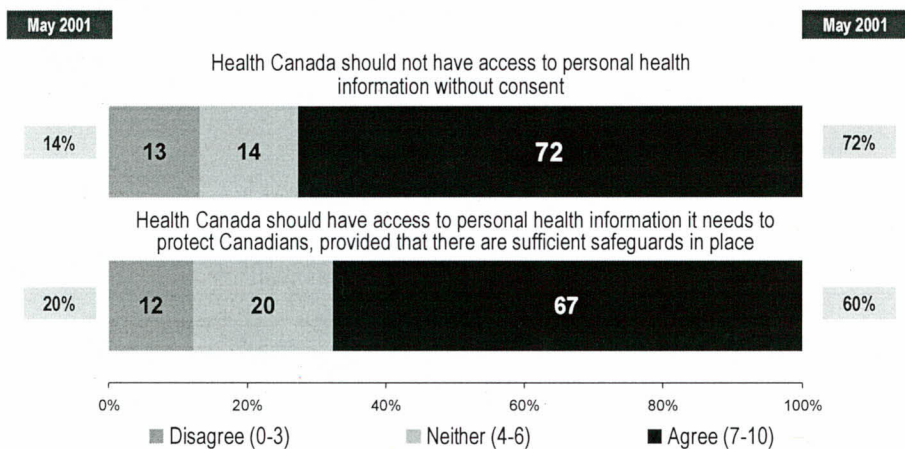
No significant patterns of variation across sub-groups emerge.

3.11 VIEWS ON PERSONAL HEALTH INFORMATION

The results of the survey suggest that the public are concerned about the privacy of health information that Health Canada can access. Three in four (72 per cent) agree that Health Canada should not have access to personal health information without their consent, while two-thirds (67 per cent - up 7 per cent since May 2001) believe Health Canada should have access to personal health information, but only if there are sufficient safeguards to ensure that information will not be disclosed outside the Department.

Views on Personal Health Information

“To what extent do you agree with the following statements?”



EKOS Research Associates Inc.

*Note: 11-point scale used n=2009

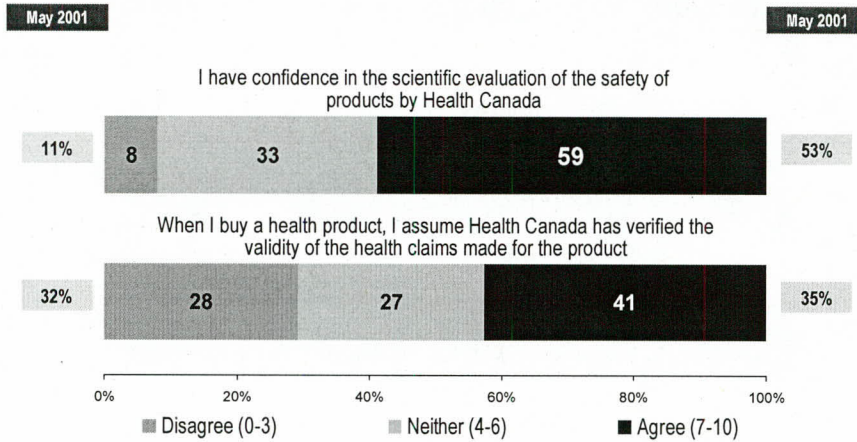
Health Canada Perceptions – Wave II

3.12 VIEWS ON THE SAFETY OF PRODUCTS EVALUATED BY HEALTH CANADA

Results are mixed with respect to views on the safety of products evaluated by Health Canada, although the trend would seem to indicate growing confidence in Health Canada's evaluation of products. Six in ten (59 per cent - up 6 percentage points since May 2001) have confidence in the scientific evaluation of the safety of products by Health Canada, however only four in ten (41 per cent, also up 6 percentage points) assume that Health Canada has verified the validity of health claims made by products.

Views on the Safety of Products Evaluated by Health Canada

"To what extent do you agree with the following statements?"



EKOS Research Associates Inc.

*Note: 11-point scale used n=2009

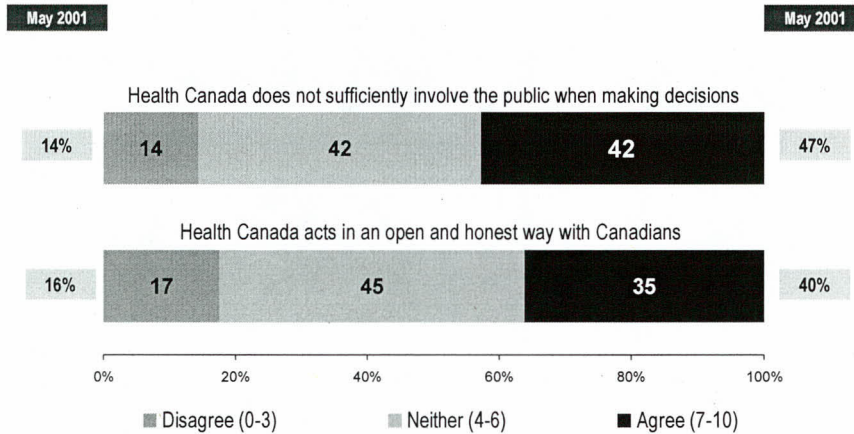
Health Canada Perceptions – Wave II

3.13 VIEWS ON OPENNESS AND TRANSPARENCY OF HEALTH CANADA

Canadians express mixed views regarding the openness and transparency of Health Canada. Only four in ten (42 per cent - down from 47 per cent since May 2001) agree with the idea that Health Canada does not sufficiently involve the public when making decisions, however, only one in three (35 per cent, down 5 percentage points since 2001) agree that Health Canada acts in an open and honest way with Canadians (with a plurality holding a neutral point of view and the number of Canadians disagreeing with this statement remaining essentially unchanged).

Views on Openness and Transparency of Health Canada

“To what extent do you agree with the following statements?”



EKOS Research Associates Inc.

*Note: 11-point scale used n=2009

Health Canada Perceptions – Wave II

APPENDIX A
QUESTIONNAIRE

Hello, my name is...and I work for Ekos Research Associates. We are conducting a survey on behalf of the Government of Canada concerning the views of Canadians 18 years of age and older, on several important issues in the news today. The interview will take approximately 15 minutes and I think that you will find it interesting. All of your responses will be kept completely confidential. May I begin?

@intro
1- Continue, SHIFT + ? to terminate

5: **INTRO**
see screen
Continue.....1

7: **ROT2**
=> * if IF((ROT2==0),TRC(RAN(1,2.99999999)),ROT2)
Half Sample wording selection for Q13D
.....1
at Health Canada2

~~**16:**~~ **SEX**
GENDER - DO NOT ASK
Male1
Female.....2

17: **Q13**
Has the quality of health care over the past two years improved, deteriorated or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved, and the mid-point 4 means stayed the same.
1 Greatly deteriorated.....1
2.....2
3.....3
4 Stayed the same.....4
5.....5
6.....6
7 Greatly improved7
DK/NR9

LHI

2 **18:**

=> +1 if NOT (Q13=#5-#7)

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

- Federal.....1
- Provincial2
- NO NOT READ (Both equally).....3
- DK/NR9

3 **19:**

LHD

=> +1 if NOT (Q13=#1-#3)

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

- Federal.....1
- Provincial2
- NO NOT READ (Both equally).....3
- DK/NR9

4 **20:**

Q4

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL

Do you recall reading, seeing, or hearing anything about any health care related issues in the recent Speech from the Throne from the GOVERNEMENT OF CANADA?

- Yes, clearly.....1
- Yes, vaguely2
- No.....3
- DK/NR9

5 **21:**

Q5

=> +1 if NOT (Q4=#1-#2)

do not read list

What do you recall?

- Speech from the Throne (general).....01
- Funding to provinces/agreement on funding02
- New health agency03
- Reducing waiting times04
- More emphasis on health (general)05
- Other (Specify).....77
- DK/NR99

6 **22:**

Q6

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL

And do you recall anything about a transfer of \$2 billion to the provinces and territories for health-care?

- Yes, clearly.....1
- Yes, vaguely2
- No.....3
- DK/NR9

7

23:

Q7

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL

And what about the creation of a Public Health Agency for Canada?

- Yes, clearly.....1
- Yes, vaguely.....2
- No.....3
- DK/NR.....9

8

24:

Q8

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL

And what about a commitment to help track waiting times for health care and report back to Canadians on progress in reducing them?

- Yes, clearly.....1
- Yes, vaguely.....2
- No.....3
- DK/NR.....9

25:

CCRNP

Overall, how CONCERNED are you about each of the following health issues? Please use a 7 point scale where 1 is not at all concerned, 4 is somewhat concerned, and 7 is very concerned?

9

26:

CRN1A

=> +1 if NOT (ROT3=#1)

Concern with...

Access to a health care system that works well for me and my family

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned.....7
- DK/NR.....9

10

27:

CRN1B

=> +1 if NOT (ROT3=#2)

Concern with...

Access to a health care system that works well for average Canadians

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned.....7
- DK/NR.....9

4

11

28:

CRN2A

=> +1 if NOT (ROT3=#1)

Concern with...

Improving healthy decisions about things like diet and exercise for me and my family

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned7
- DK/NR9

12

29:

CRN2B

=> +1 if NOT (ROT3=#2)

Concern with...

Improving healthy decisions about things like diet and exercise for average Canadians

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned7
- DK/NR9

13

30:

CRN3A

=> +1 if NOT (ROT3=#1)

Concern with...

New diseases like SARS, West Nile Virus and mad cow affecting me and my family

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned7
- DK/NR9

3

14

31:

=> +1 if NOT (ROT3=#2)

Concern with...

New diseases like SARS, West Nile Virus and mad cow affecting average Canadians

- 1. Not at all concerned.....1
- 2.....2
- 3.....3
- 4. Somewhat concerned.....4
- 5.....5
- 6.....6
- 7. Very concerned7
- DK/NR9

32:

PRQ3

I am going to read you a list of paired terms that have opposite meanings, and I would like you to use a 7-point scale to choose which term best describes your view of Health Canada.

15a

33:

Q3A

Which term best describes Health Canada...

where 1 is NON-SCIENTISTS and 7 is SCIENTISTS

- 1 Non-Scientists1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7 Scientists7
- DK/NR9

15b

34:

Q3B

Which term best describes Health Canada...

where 1 is INCOMPETENT and 7 is COMPETENT

- 1 Incompetent.....1
- 2.....2
- 3.....3
- 4.....4
- 5.....5
- 6.....6
- 7 Competent7
- DK/NR9

35:

Q3C

15c

Which term best describes Health Canada...
 where 1 is IRRELEVANT and 7 is RELEVANT

1 Irrelevant	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Relevant	7
DK/NR	9

36:

Q3D

15d

Which term best describes Health Canada...
 where 1 is WORKING ALONE and 7 is WORKING IN PARTNERSHIP

1 Working alone	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Working in partnership.....	7
DK/NR	9

37:

Q3E

15e

Which term best describes Health Canada...
 where 1 is BIASED and 7 is OBJECTIVE

1 Biased.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Objective	7
DK/NR	9

38:

Q3F

15f

Which term best describes Health Canada...
 where 1 is UNRELIABLE and 7 is RELIABLE

1 Unreliable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Reliable	7
DK/NR	9

15g

39:

Q3G

Which term best describes Health Canada...

where 1 is CLOSED AND SECRETIVE and 7 is OPEN AND TRANSPARENT

1 Closed and secretive.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Open and transparent.....	7
DK/NR	9

15h

40:

Q3H

Which term best describes Health Canada...

where 1 is UNTRUSTWORTHY and 7 is TRUSTWORTHY

1 Untrustworthy	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Trustworthy	7
DK/NR	9

15i

41:

Q3I

Which term best describes Health Canada...

where 1 is NOT CREDIBLE and 7 is CREDIBLE

1 Not credible.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7 Credible.....	7
DK/NR	9

16

42:

PRFH1

=> +1 if	NOT (ROT1=#1)
----------	---------------

In general, how would you rate the overall performance of Health Canada? Please respond using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means neither good nor bad.

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR	9

4

43:

PRQ22

Please rate the importance of each of the following health issues, using a 7-point scale where 1 means not at all important, 7 means extremely important, and the mid-point 4 means somewhat important.

44:

Q22A

How important is...

Funding the health care system

1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

45:

Q22B

How important is...

Providing health care service to First Nations and Inuit people

1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

46:

Q22C

How important is...

Funding health research

1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

17d

47:

Q22D

<i>How important is...</i>	
Ensuring food safety	
1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

17e

48:

Q22E

<i>How important is...</i>	
Approving drugs	
1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

17f

49:

Q22F

<i>How important is...</i>	
Ensuring the safety of consumer products like toys and cosmetics	
1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

17g

50:

Q22G

<i>How important is...</i>	
Ensuring environmental factors do not adversely affect health	
1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

4

17h

51:

Q22H

How important is...

Ensuring information on how to live healthier lives is available to Canadians

1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

17i

52:

Q22I

How important is...

Dealing with emerging health threats like SARS, West Nile Virus and mad cow

1 Not at all important	1
2.....	2
3.....	3
4 Somewhat important	4
5.....	5
6.....	6
7 Extremely important.....	7
DK/NR	9

53:

PRQ23

Health Canada is the federal government department that deals with health issues. To what extent do you believe Health Canada is involved with each of the following issues? Please respond using a 7-point scale where 1 means to no extent, 7 means to a great extent, and the mid-point 4 means to some extent.

18a

54:

Q23A

To what extent is Health Canada involved with...

Funding the health care system

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR	9

18b

55:

Q23B

To what extent is Health Canada involved with...

Providing health care service to First Nations and Inuit people

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR	9

18c

56:

Q23C

To what extent is Health Canada involved with...

Funding health research

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR	9

18d

57:

Q23D

To what extent is Health Canada involved with...

Ensuring food safety

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR	9

18e

58:

Q23E

To what extent is Health Canada involved with...

Approving drugs

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR	9

4

18f

59:

Q23F

To what extent is Health Canada involved with...

Ensuring the safety of consumer products like toys and cosmetics

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent.....	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR.....	9

18g

60:

Q23G

To what extent is Health Canada involved with...

Ensuring environmental factors do not adversely affect health

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent.....	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR.....	9

18h

61:

Q23H

To what extent is Health Canada involved with...

Ensuring information on how to live healthier lives is available to Canadians

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent.....	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR.....	9

18i

62:

Q23I

To what extent is Health Canada involved with...

Dealing with emerging health threats like SARS, West Nile Virus and mad cow

1 To no extent.....	1
2.....	2
3.....	3
4 To some extent.....	4
5.....	5
6.....	6
7 To a great extent.....	7
DK/NR.....	9

63:

PRQ6

=> PRFH2 if Q23A=#1-#3#8 AND Q23B=#1-#3#8 AND Q23C=#1-#3#8 AND Q23D=#1-#3#8 AND Q23E=#1-#3#8 AND Q23F=#1-#3#8 AND Q23G=#1-#3#8 AND Q23H=#1-#3#8 AND Q23I=#1-#3#8
--

How would you rate Health Canada's performance in each of the following areas?
 Please respond using a 7-point scale where 1 means terrible, 7 means excellent,
 and the mid-point 4 means neither good nor bad.

19a

64:

Q6A

=> +1 if NOT Q23A=#4-#7

How would you rate Health Canada's performance in...

Funding the health care system

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19b

65:

Q6B

=> +1 if NOT Q23B=#4-#7

How would you rate Health Canada's performance in...

Providing health care services to First Nations and Inuit people

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19c

66:

Q6C

=> +1 if NOT Q23C=#4-#7

How would you rate Health Canada's performance in...

Funding health research

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19d

67:

Q6D

=> +1 if NOT Q23D=#4-#7

How would you rate Health Canada's performance in...

Ensuring food safety

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19e

68:

Q6E

=> +1 if NOT Q23E=#4-#7

How would you rate Health Canada's performance in...

Approving drugs

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19f

69:

Q6F

=> +1 if NOT Q23F=#4-#7

How would you rate Health Canada's performance in...

Ensuring the safety of consumer products like toys and cosmetics

1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19g

70:

Q6G

=> +1 if NOT Q23G=#4-#7

How would you rate Health Canada's performance in...

Ensuring environmental factors do not adversely affect health	
1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19h

71:

Q6H

=> +1 if NOT Q23H=#4-#7

How would you rate Health Canada's performance in...

Ensuring information on how to live healthier lives is available to Canadians	
1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

19i

72:

Q6I

=> +1 if NOT Q23I=#4-#7

How would you rate Health Canada's performance in...

Dealing with emerging health threats like SARS, West Nile Virus and mad cow	
1 Terrible.....	1
2.....	2
3.....	3
4 Neither good nor bad.....	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR.....	9

2

PRFH2

73:

20

=> +1 if NOT (ROT1=#2)

In general, how would you rate the overall performance of Health Canada? Please respond using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means neither good nor bad.

- 1 Terrible.....1
- 2.....2
- 3.....3
- 4 Neither good nor bad.....4
- 5.....5
- 6.....6
- 7 Excellent.....7
- DK/NR9

74:

21

PRFHC

=> * if PRFH1+PRFH2

In general, how would you rate the overall performance of Health Canada? Please respond using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means neither good nor bad.

- 1 Terrible.....1
- 2.....2
- 3.....3
- 4 Neither good nor bad.....4
- 5.....5
- 6.....6
- 7 Excellent.....7
- DK/NR9

*

75:

22

Q80

Have you personally had contact with Health Canada in the last 5 years, either by mail, the Internet, in person or by telephone?

- Yes1
- No.....2
- DK/NR9

76:

23

Q9

=> PRQ13 if NOT (Q80=#1)

Was your last contact with Health Canada by mail, the Internet, in person or by telephone?

- Telephone.....1
- Internet2
- In person.....3
- By mail.....4
- DK/NR9

24

77:

Q10

DO NOT READ LIST

What was the purpose of your last contact with Health Canada?

Aboriginal/First Nations health services	01
To obtain information on product safety	02
To conduct research	03
To complain about the safety of a product	04
To obtain information on a disease	05
To obtain information on how to live healthier (e.g., Canada food guide).....	06
Obtain health card/replace card	07
General information/inquiries	08
Other (specify)	98
DK/NR	99

25

78:

Q11

Overall, how satisfied were you with your last contact with Health Canada? Please respond using a 7-point scale where 1 means extremely dissatisfied, 7 means extremely satisfied, and the mid-point 4 means neither.

1 Extremely dissatisfied	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Extremely satisfied.....	7
DK/NR	9

26

79:

Q12

=> +1 if NOT (Q11=#1-#3)

DO NOT READ LIST

What was the main reason for your dissatisfaction with your last contact with Health Canada?

Did not obtain what I was looking for.....	01
Took too long to find what I was looking for.....	02
The quality of information/response was disappointing.....	03
Health Canada official was rude/non-responsive	04
Other (specify)	98
DK/NR	99

80:

PRQ13

Please rate the extent to which you agree or disagree with each of the following statements, using a 7-point scale where 1 means strongly disagree, 7 means strongly agree, and the mid-point 4 means neither agree nor disagree.

3

27a 81:

Q13B

The only way I will ever be directly affected by anything Health Canada does is if we have a major health disaster in this country

1 Strongly disagree.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly agree	7
DK/NR	9

27b 82:

Q13C

If something carries Health Canada approval, I trust it to be safe

1 Strongly disagree.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly agree	7
DK/NR	9

27c 83:

Q13D

I think that decisions about major health issues are best left to experts and scientists <rot2 >

1 Strongly disagree.....	1
2.....	2
3.....	3
4 Neither.....	4
5.....	5
6.....	6
7 Strongly agree	7
DK/NR	9

84:

PRQ60

ensure respondent understands change in scale

We are going to use a somewhat different scale here, one from 0 to 10, where 0 means you completely disagree and 10 means you completely agree with each of the following statements.

28

85:

Q60

I have confidence in the scientific evaluation of the safety of products by Health Canada

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

29

86:

Q61

Health Canada does not sufficiently involve the public when making decisions

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

30

87:

Q62

Health Canada acts in an open and honest way with Canadians

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

3

Q63

31

88:

When I buy a natural health product, I assume Health Canada has verified the validity of the health claims made for the product

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

32

89:

Q64

Health Canada should have access to the personal health information it needs to protect the health of Canadians, provided that there are sufficient safeguards to ensure that identifying information will not be disclosed outside the Department

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

33

90:

Q65

Health Canada should not have access to my personal health information without my consent

00.completely disagree.....	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely agree	10
DK/NR	99

91:

Please tell me how concerned you are about the following. Please use a scale from 0 to 10 where 0 means you are not concerned at all and 10 means you are extremely concerned:

34

92:

Q66

The safety of drinking water	
00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

35

93:

Q67

The safety of food products that are produced in other countries and imported into Canada	
00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

2

36

94:

Q68

The safety of children's products

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

37

95:

Q69

The safety of pharmaceutical drugs

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

38

96:

Q70

The quality of the air in your community

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

39

97:

Q71

The safety of genetically modified food

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

40

98:

Q72

The safety of food products that are produced and sold in Canada

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

41

99:

Q73

The overall safety of products that are sold to Canadian consumers

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

m

42

100:

Q74

The safety of chemicals used at home (such as home cleaners)

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

43

101:

Q75

The safety of natural health products such as traditional herbal medicine

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

44

102:

Q76

The safety of cosmetics

00.not concerned at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.extremely concerned	10
DK/NR	99

103:

PRQ77

Please indicate your level of trust in the following health-related information.
 Please use a scale from 0 to 10, where 0 means you do not trust the information at all, and 10 means you completely trust the information

45

104:

Q77

Information I get from my doctor or nurse practitioner

00.do not trust the information at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely trust the information	10
DK/NR	99

46

105:

Q78

The product information that Health Canada distributes

00.do not trust the information at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely trust the information	10
DK/NR	99

47

106:

Q79

The product information that companies distribute

00.do not trust the information at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely trust the information	10
DK/NR	99

3

48

107:

Q80

The product information I get from the media

00.do not trust the information at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely trust the information	10
DK/NR	99

49

108:

Q81

Information available on the internet

00.do not trust the information at all	00
01.....	01
02.....	02
03.....	03
04.....	04
05.....	05
06.....	06
07.....	07
08.....	08
09.....	09
10.completely trust the information	10
DK/NR	99

109:

DEMIN

Now I have a few more questions to be used for statistical purposes only.

Socio

50

110:

INUSE

In the past 3 months, have you used the Internet either at home or elsewhere?

Yes	1
No.....	2
DK/NR	9

51

111:

OHLTH

In general, how would you rate your own health? Please respond using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means average.

1 Terrible.....	1
2.....	2
3.....	3
4 Average	4
5.....	5
6.....	6
7 Excellent.....	7
DK/NR	9

5

HOUSE

52

112:

Which of the following types best describes your current household?

One person, living alone.....	01
Single, with child/children	02
A married or common-law couple, without children	03
A married or common-law couple, with children.....	04
Single, without children, living with roommate(s).....	05
Single, without children, living with family/ parents	06
Other (please specify).....	98
DK/NR	99

53

113:

EDUC

What is the highest level of schooling that you have completed?

Public/Elementary school or less (grade 1-8).....	01
Some high school	02
Graduated from high school (grade 12-13)	03
Community/Technical college or CEGEP.....	04
Trade certification	05
Some community college or university	06
Bachelor's degree	07
Professional certification.....	08
Graduate degree	09
DK/NR	99

54

114:

INCOM

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

<\$20,000	1
\$20,000-\$29,999	2
\$30,000-\$39,999	3
\$40,000-\$49,999	4
\$50,000-\$59,999	5
\$60,000-\$79,999	6
\$80,000-\$99,999	7
\$100,000 or more	8
DK/NR	9

55

115:

AGE

READ CATEGORIES IF NECESSARY

What is your age, please?

Under 25.....	01
25-29 years.....	02
30-34 years.....	03
35-44 years.....	04
45-54 years.....	05
55-64 years.....	06
65 years or older.....	07
(DO NOT READ) DK/NR.....	99

4

116:

THNK

End of Interview

Thank you for your cooperation and time!

Completion.....1

