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# Health Canada Benchmark Survey

*Final Report*

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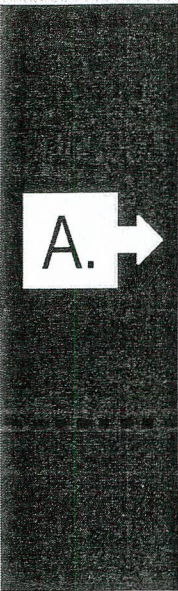
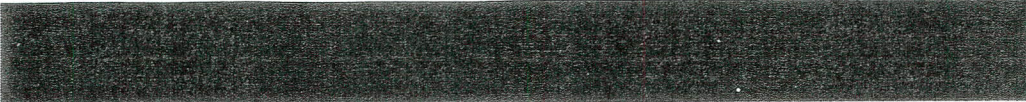
November 23, 1999

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# Methodology



# Methodology

■ **Results based on a national stratified random sample telephone survey of 1,203 Canadians, conducted between August 4 and August 11, 1999**

- ✓ Pan-Canadian results valid to within +/- 2.8 percentage points at a confidence level of 95 per cent, with statistical error margins larger for regions and other sub-groups

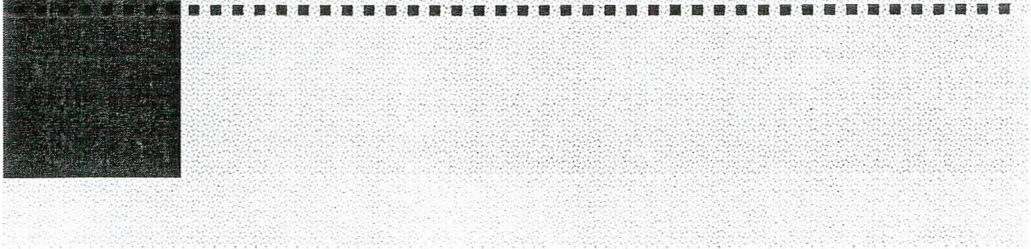


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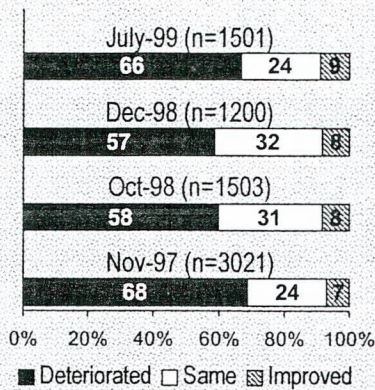


# Overall Perceptions

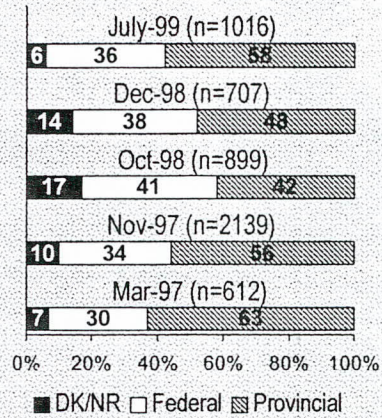


# Perceptions of the Health Care System

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



**“Which level of government is most responsible for the deterioration?”**



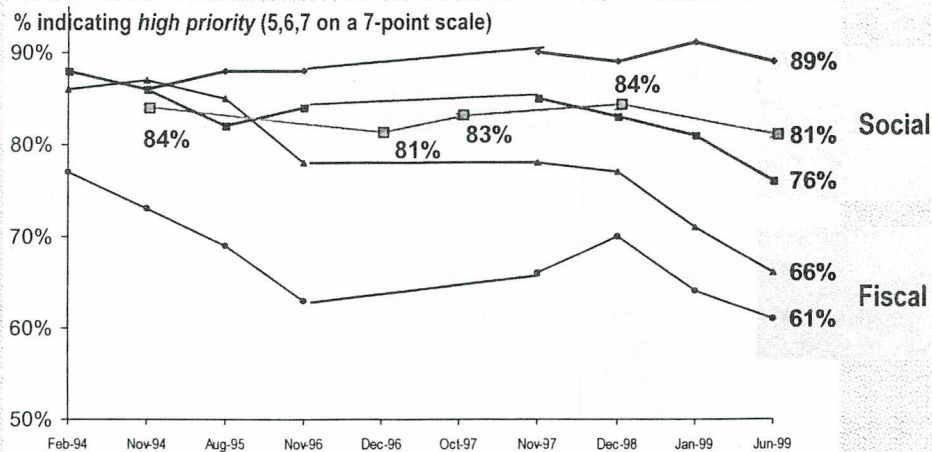
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Preliminary Findings  
Rethinking Government & Health Canada Survey



# Longer-Term Tracking of Priorities

"Thinking not just of today but over the next five years, what priority should the federal government place on each of the following areas?"



Note: "debt and deficit" replaced by "debt and public finances" in January, 1998 and "level of taxation" changed to "tax cuts" in June, 1999.



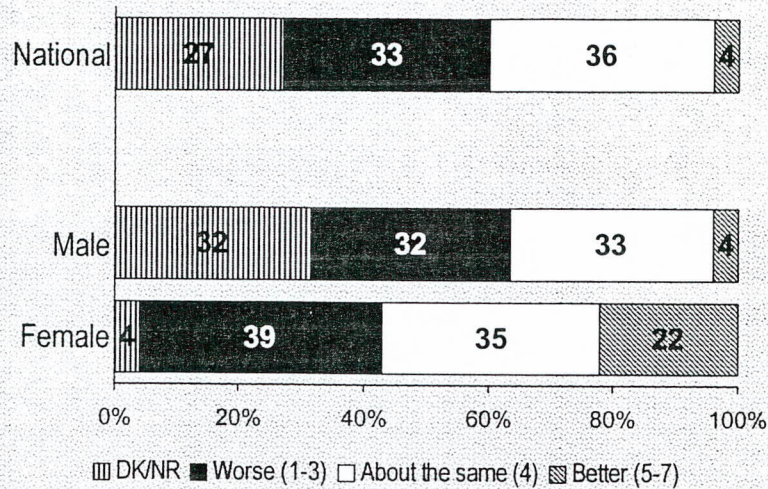
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Survey on Children's Issues, 1999  
CIO Government Communications Surveys,  
Rethinking Government, Productivity Study

- This longer-term tracking of five key priorities demonstrates the clear dominance of social/human investment areas over fiscal issues.
- While the rated priority of unemployment is down somewhat since the beginning of the year, health care and child poverty have remained essentially stable. These social priorities are rated significantly higher than either debt or taxation.
- Since our initial sounding five years ago, debt has not been ranked as highly as any of the three social areas since the summer of 1995 and taxes have never been at the same level as social/human priorities and, indeed, has been declining in priority.

# Overall Level of Health of Canadians

“Thinking about the overall level of health of Canadians, do you think it is worse or better than it was five years ago?”



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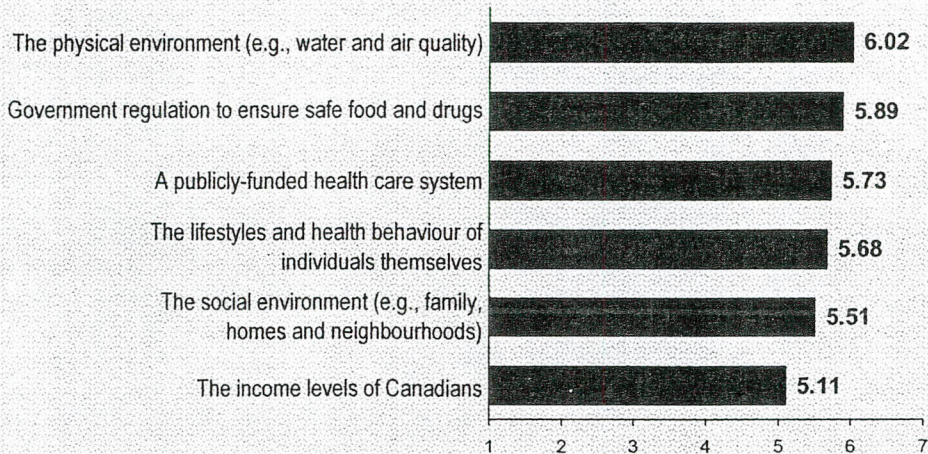
Benchmark Survey, August 1999

- ➔ A plurality believes that the overall level of health of Canadians is worse today than it was five years ago, with six in 10 respondents telling us that it is the same or better. Surprisingly, there are no significant differences of opinion among the various age groups or according to socio-economic status.
- ➔ A difference in opinion exists between men and women on this question. Close to one in three (32%) men believes Canadians are healthier today than they were five years ago. Only slightly more than one in five (22%) women expresses this view.
- ➔ On a regional basis, we see a significant split in opinion on Canadians' health status. Respondents from British Columbia (27%) are far less likely than those from Quebec (41%) to think that the overall level of health of Canadians is worse today.



## Key Factors in Health of Canadians

“Thinking of the factors influencing the overall health of the Canadian population, how would you rate the importance of the following factors?”



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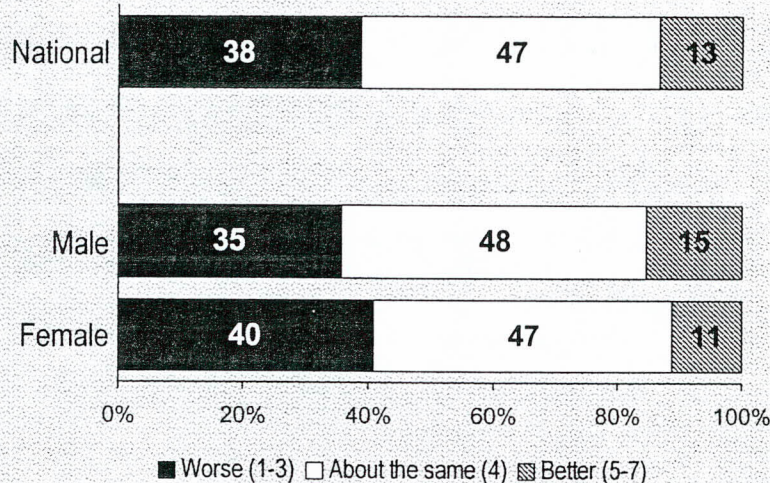
Benchmark Survey, August 1999

- ➔ All factors presented are seen to have significant importance on the overall health of the Canadian population. What is surprising about these results is not that all are important, but rather how Canadians rating of the various factors rank. We see the physical environment and government regulation of food and drugs top the rankings by significant margins over the factors of the social environment and income levels, which individually do well but relatively poorly on a comparative basis.
- ➔ Within this set of questions, the most interesting and significant differences in opinion are seen on the issue of income levels. This factor is assigned greater importance by less well-educated respondents (71%) – i.e. high school or less- than by those who are university educated (64%). Regionally, we see a significantly higher proportion of Quebeckers (77%) than Ontarians (63%) who believe that income levels have an important influence on the overall health of the Canadian population.



## Quality of Health Care: Personal Experience

“In your opinion, over the past two years has the quality of health care available to you personally become worse, better, or stayed the same?”



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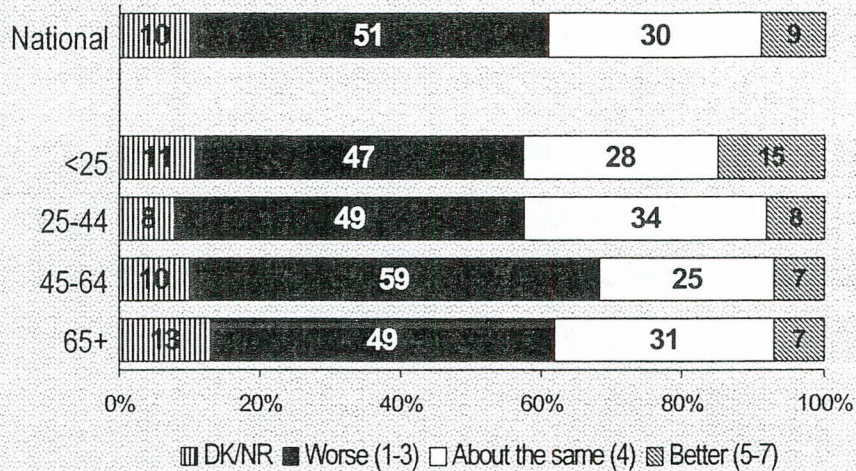
Benchmark Survey, August 1999

- ➔ A near majority of Canadians (47%) tell us that the quality of health care available to them personally has stayed about the same over the last two years. On the specific measures of better or worse there is a decided lean towards deterioration. Nearly four in ten of respondents are of the view that it has become worse and a slightly more than one in ten believing that it has become better.
- ➔ A slight education effect is evident on this question, with the university educated (42) more inclined than those with high school or less (35) to believe that the quality has become worse. Women (40%) are more likely than men (35%) believe quality has deteriorated over the past two years.



## Quality of Health Care: National Level

“Do you think the quality of health care available at the national level has become worse, better, or stayed the same?”



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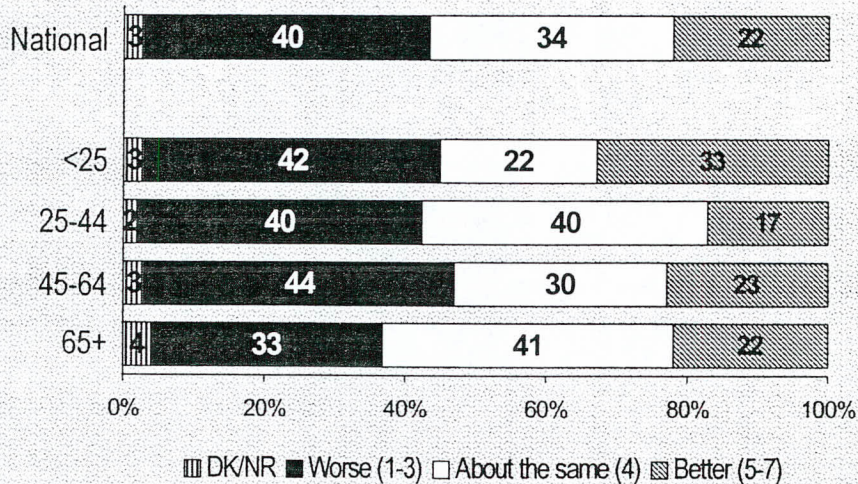
Benchmark Survey, August 1999

- ➔ Placed in a national, rather than a personal context, a slim majority of Canadians (51%) holds the view that the quality of health care has worsened. Framing the question in this way produces significantly higher levels of negativity. By comparison in the previous chart, we see that, in a personal basis, a smaller proportion of respondents (38%) expresses the view that the quality of health care available to them has deteriorated.
- ➔ Close to six in ten of the pre-retirement cohort (i.e. those aged 45 –64) tell us that the quality of health care available at the national level has become worse. There is a gender split on this question, with women (55%) more likely than men (47%) to believe that the quality of health care is worse.



## Future Expectations: Personally

“Now thinking ahead two years, do you think the quality of health care available to you personally will get better, worse, or stay the same?”



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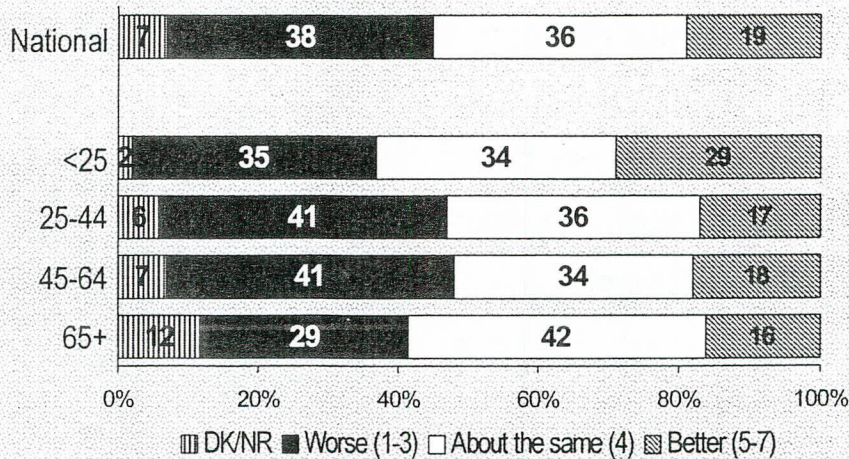
Benchmark Survey, August 1999

- ➔ Similar to the findings on perceptions of what has happened over the past two years to the quality of health care available on an individual level, expectations for the future are fairly positive. While a plurality (40%) believes the quality will worsen over the next two years, close to six in ten Canadians tell us that quality will be the same or better over this period.
- ➔ The most significant age effects are between respondents under 25 and those between 25 and 44. Respondents aged 25 to 44 (40%) are more inclined than respondents under 25 (22%) to believe that the future will bring about the same level of quality. Canadians under 25 (33%) express more optimism about the future quality of health care than do those aged 25 to 44 (17%).
- ➔ Educational attainment produces a difference of opinion on this question, with university educated respondents holding more pessimistic views about future quality than do less well educated respondents. Close to one in two Canadians with university education believe quality will deteriorate over the next two years a view which is shared by only 35 per cent of those with high school or less. Conversely, more than six in ten respondents with high school or less believe the quality of health care will stay the same or get better over the next two years, roughly one in two university educated respondents holds this view.



## Future Expectations: National Level

“Do you think the quality of health care available at the national level will get worse, better, or stay the same?”



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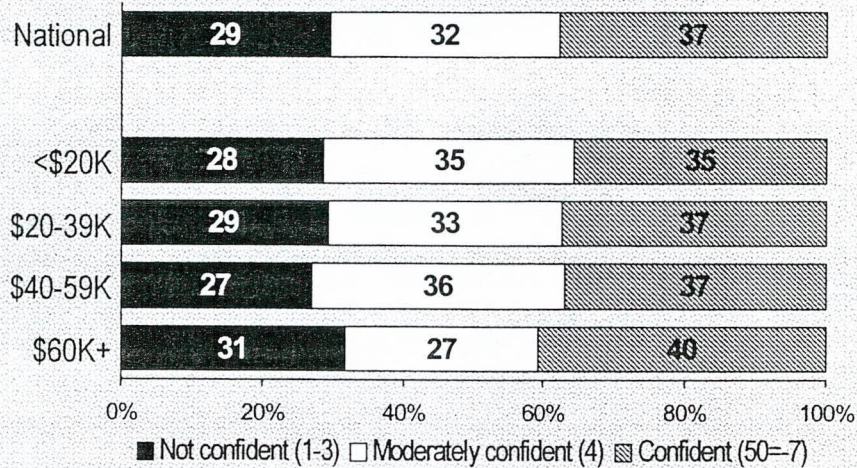
Benchmark Survey, August 1999

- ➔ The positive advantage held by individual-based assessments about the quality of health care over the past two years concerning assessments of its quality on the national level largely disappears when respondents assess the future on the individual and national dimensions. Although thinking nationally still results in a plurality of Canadians (38%) who feels that quality of health care will be worse, more than one in two respondents (55%) feel that it will stay the same or improve. In the earlier question asking whether quality had worsened and stayed the same or improved over the past two years on a national level, 51 per cent of respondents thought that it had worsened while 39 per cent thought it had stayed the same or improved.
- ➔ Regionally, people in British Columbia (47%) are more pessimistic about improvements in quality, especially when compared with respondents from Quebec (33%). On this question, women (40%) are more pessimistic than men (35%).
- ➔ Canadians under age 25 (29%) are the most optimistic about improvement in comparison to those aged 25-44, all other age cohorts where fewer than one in five in any other cohort anticipates gains in the quality of health.
- ➔ Pessimism is also linked to income and education. Respondents with university education (44%) and household incomes of \$60,000 or more per year (44%) are more likely to see deterioration than are respondents with household incomes under \$20,000 (30%) and those with high school or less (32%).



## Access to Health Care Services

“If you or a family member were to become ill, how confident are you that you would be able to access the necessary health care services?”



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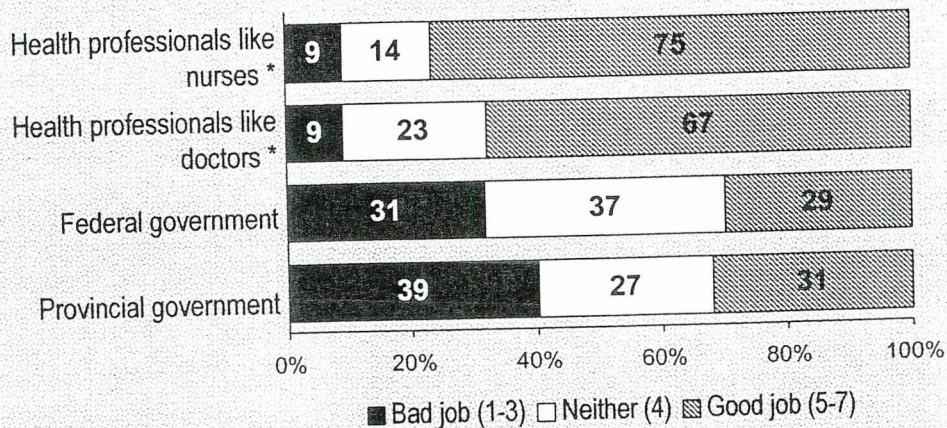
Benchmark Survey, August 1999

- ➔ Close to seven in ten Canadians express moderate to high confidence in their ability to access the necessary health services in the event of personal or family illness. Even after unbundling the two categories of moderate and high confidence, a plurality of Canadians (37%) express high confidence. However, close to one in three Canadians are not confident that they could access the health care services they might need.
- ➔ Women (32%) are more likely than are men (26%) to have low confidence in their ability to access needed health care services.



## Performance Ratings (a)

"In the area of health care, how would you rate the current performance of the following, using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means neither good nor bad?"



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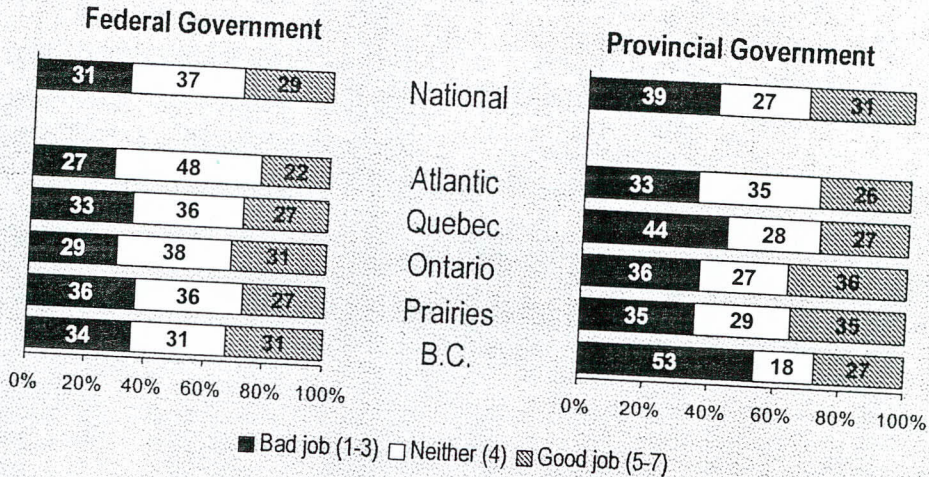
n=1175; \* 1/2 sample

Benchmark Survey, August 1999

- ➔ Governments lag significantly behind health professionals in Canadians' ratings of performance on health care. Nurses receive the highest ratings, with 75 per cent of respondents telling us that they are doing a good job. Doctors register a good-job rating of 67 per cent. The federal and provincial governments are seen to be doing a good job on health care by 29 per cent and 31 per cent respectively (these findings are not inconsistent with results on similar questions periodically asked in Rethinking Government). There is a significant difference in the bad job ratings assigned to the two orders of government. Provincial governments are assigned this rating by 39 per cent of the people we spoke with, compared to 31 per cent for the federal government.
- ➔ Women are less likely than are men to assign a good performance rating on health care to either order of government.

# Performance Ratings (b)

"In the area of health care, how would you rate the current performance of the following, using a 7-point scale where 1 means terrible, 7 means excellent, and the mid-point 4 means neither good nor bad?"



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n=1175; \* 1/2 sample

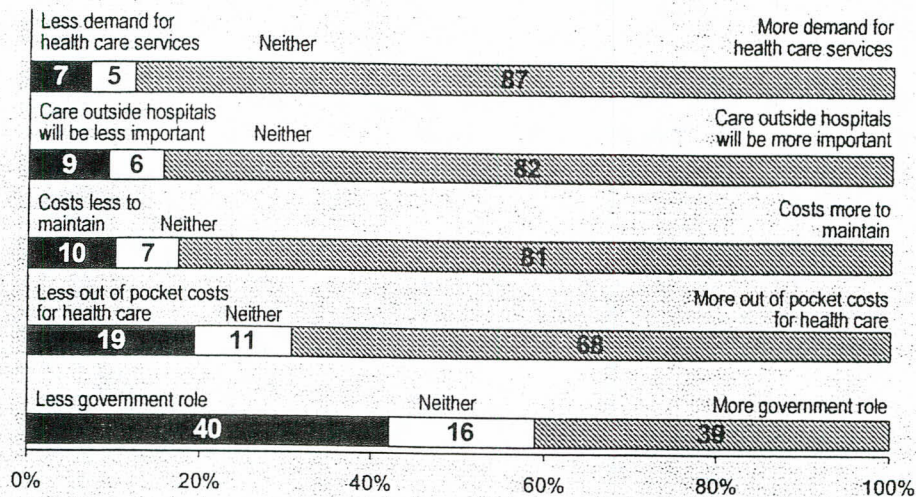
Benchmark Survey, August 1999

Regionally, British Columbia (53%) and Quebec (44%) stand out as the provinces in which people assign the poorest performance ratings on health care to their provincial governments. Given the high public profile health care has achieved in Ontario in the run up to, and during, the recent provincial election, it is somewhat surprising to see an equilibrium in the proportion of Ontarians assigning good (36%) and bad (36%) performance ratings to the provincial government.



## Images of the Future Health Care System

“Which more clearly reflects your images of what the health care system will look like in 10 years.”



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Benchmark Survey, August 1999

- ➔ When asked to choose among descriptions of various aspects of what the future health care system might look like, a fairly unambiguous picture, our set of perceptions emerges. Close to nine in ten Canadians expect more demand for health care services in the future. More than eight in ten anticipate greater importance of care outside of hospitals and increased cost to maintain the system. Seven in ten Canadians expect that individuals will face more out of pocket expenses for health care.
- ➔ The one exception to this clear imagery is the role to be played by government. On this point there is ambiguity in the public's mind. Opinion is polarized between those who say that government will play a more minor role (40%) and those who see government taking on a more major role (39%).

C. →

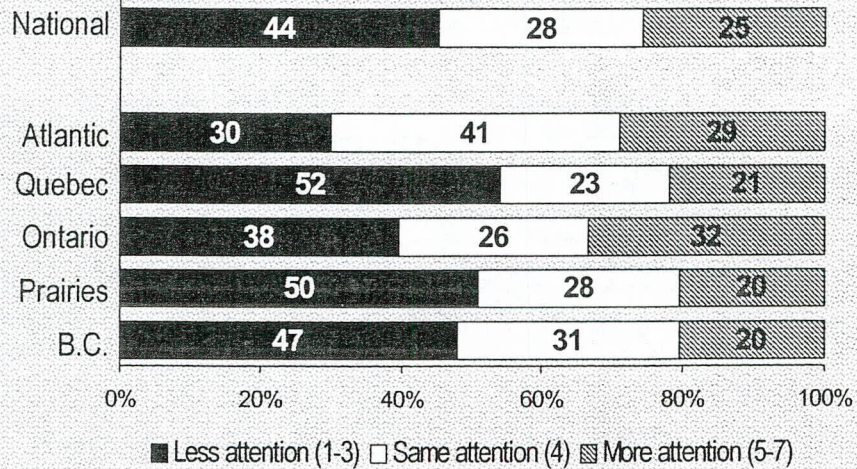
# **Governments and the Health Care System**

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## Federal Attention to Health Care

“In your view, has the federal government been paying more attention or less attention to health care in the past year?”



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n=611

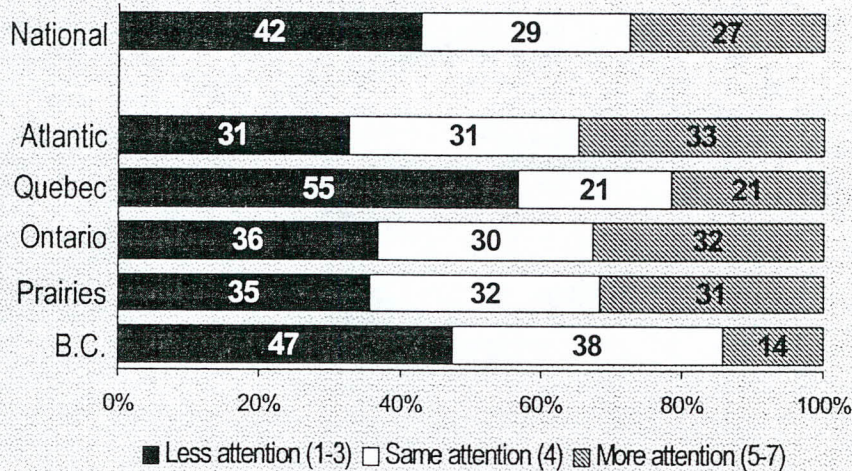
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- More than four in ten Canadians (44%) believe that the federal government has been paying less attention to health care over the last year. Only one in four (25%) says that it has been paying more attention to the issue and three in ten (30%) say it has paid about the same amount of attention to the issue over the past year.
- On a regional basis, the most significant variation in this belief is found between Ontario and Quebec. Ontarians (38%) are much less likely than are Quebeckers (52%) to say that the federal government is paying less attention to health care.
- The only exception to this view is found with respondents from the Atlantic region where a plurality (41%) thinks that about the same attention has been paid to the issue and only 30 per cent believe that the government has paid less attention.



## Provincial Attention to Health Care

“In your view, has your provincial government been paying more attention or less attention to health care in the past year?”



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n=580

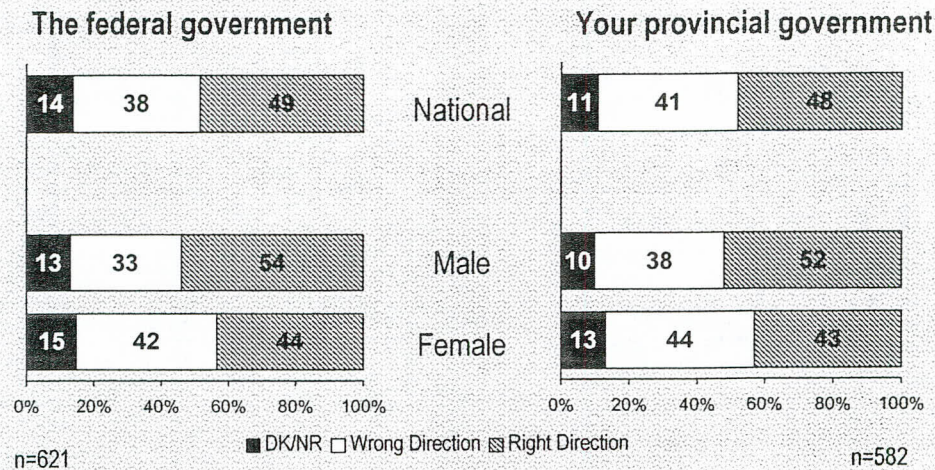
Benchmark Survey, August 1999

- ➔ Opinions on provincial governments' attention to health care are very close to those expressed about the federal government on the same question. Again with the exception of the Atlantic, a plurality in most regions believes that their provincial governments have paid less attention to health care in the last twelve months. In Quebec a majority believes less attention has been paid to the issue.
- ➔ While cautioning for the relatively sample size, there is a striking gap between people in that province who believe that the provincial government has paid less attention to the issue and those of the view that it has paid more attention to health care. British Columbians are more than three times more likely to have the view that less attention has been paid rather than more (47% to 14% respectively).



## Overall Direction of Governments (a)

“Do you get a sense that overall the recent attention paid to the health care system by ... has been a step in the right direction or the wrong direction?”



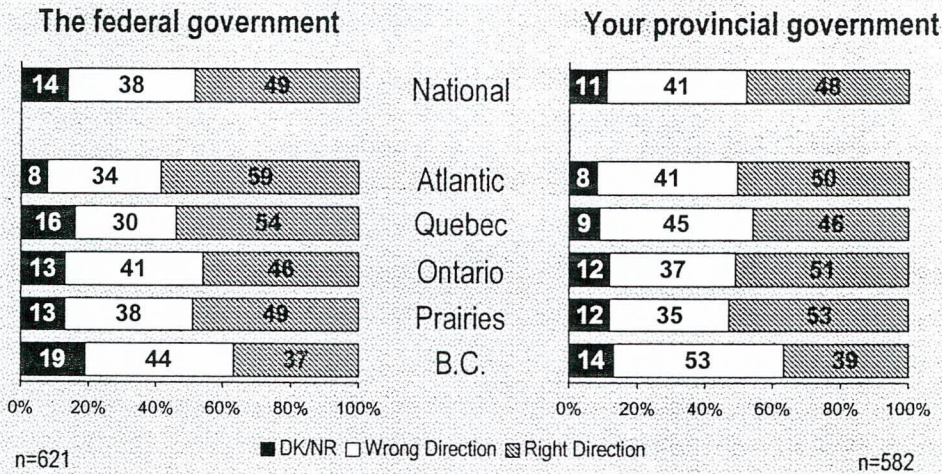
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- ➔ A plurality of Canadians believes that less attention has been paid to health care in the past year both the federal and provincial governments. Notwithstanding this finding, almost one in two Canadians believes that recent government attention paid to health care has been a step in the right direction: 49% and 48% respectively for the federal government and provincial governments.
- ➔ This view is held by a majority of men, with 54 per cent thinking that the federal government has made a step in the right direction and 52 per cent assign this view to provincial governments. Women's opinions on these questions are polarized, with roughly four in ten lining up behind each of wrong direction and right direction for both orders of government. We also see a relatively high do not know response rate on these questions (ore than one in ten).

## Overall Direction of Governments (b)

“Do you get a sense that overall the recent attention paid to the health care system by ... has been a step in the right direction or the wrong direction?”



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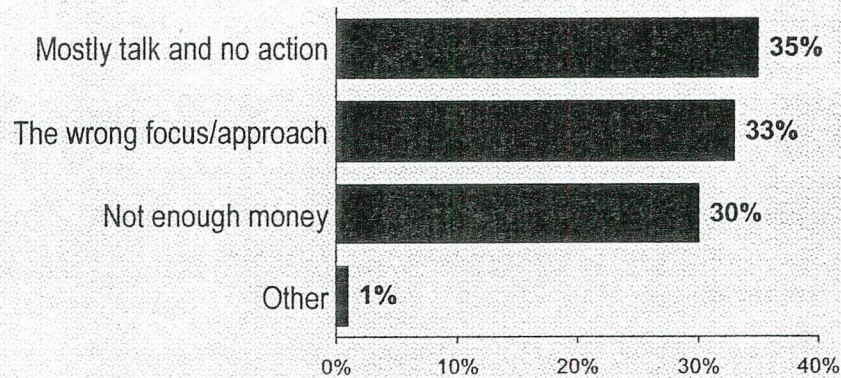
- ➔ No consistent regional patterns emerge. The federal government fares moderately to slightly better than provincial governments in the Atlantic, Quebec and British Columbia. Provincial governments do slightly better than the federal government in Ontario and the Prairies.



# Criticisms of Government Direction

“Why do you think it is a step in the wrong direction? Is it...”

[respondents who indicated federal/provincial government's attention has been in the wrong direction]



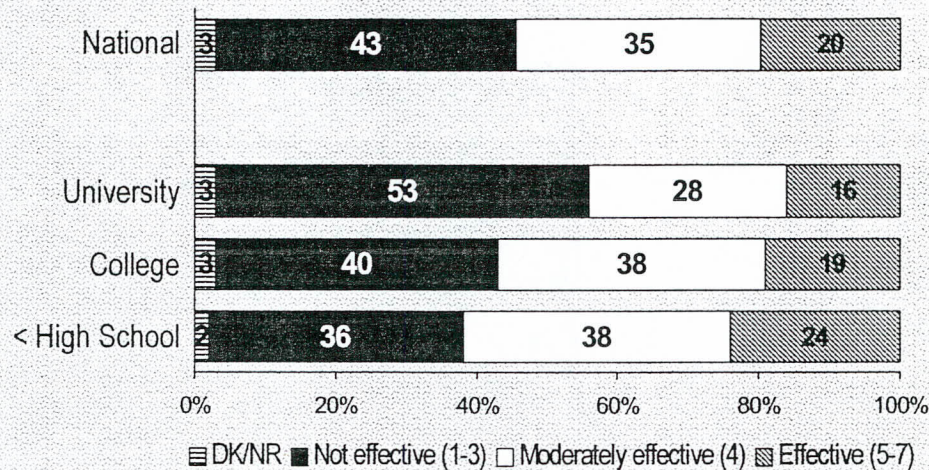
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n=469

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# Intergovernmental Cooperation

“How effective would you say the federal government and your provincial government are in co-operating to improve the health care system?”



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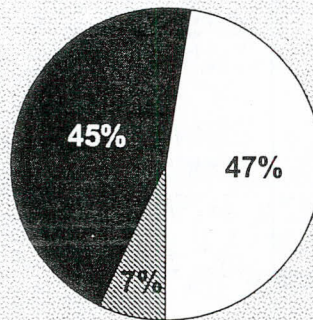
- The good news is that more than one in two Canadians tell us that the federal government and provincial governments are moderately to very effective in co-operating to improve the health care system. The bad news is in the finding that more than four in ten Canadians believe that governments do not co-operate effectively on the issue of improving health care and only one in five are of the view that they are very effective.
- There are fairly dramatic differences of opinion on this question within sub-groups. On a regional basis, Quebecers (51%) are much more likely than Ontarians (39%) to believe that current government-to-government co-operation is not effective. Similar differences in opinion exist between the university educated (53%) and those with high school or less (36%). This pattern holds true across income lines, with 54 percent of respondents with annual household incomes believing that current efforts are not effective compared to 35 percent for respondents with annual household incomes of less than \$20,000.



## Broad Perceptions of Budget Measures

“In its 1999 budget, the Government of Canada announced several health care initiatives, including increased health care funding for the provinces, increased funding for research, and additional funding for illness prevention and health promotion. Now, which of these two statements is closest to your point of view?”

Federal budget is just throwing money back into health care system without any consideration for a longer-term plan



Money is part of a longer-term plan to ensure quality health care

DK/NR



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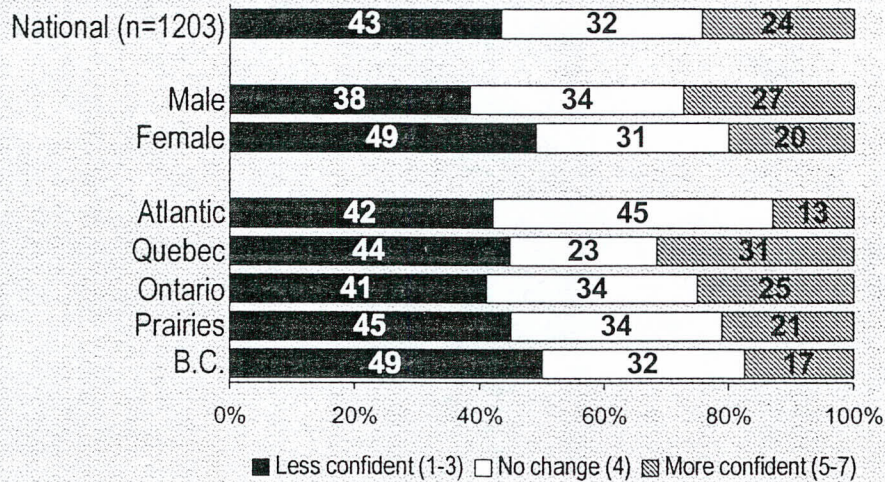
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- ➔ The polarization on these questions points to relatively high levels of lingering public anxiety and cynicism about the status of the health care system and the potential of current government initiatives to rectify the situation. These sentiments are reflected and repeated throughout this study.

## Impact of Budget Measures (a)

“Now, thinking of the overall impact of all of these federal budget measures, have they made you feel more or less confident about the future of health care in Canada?”



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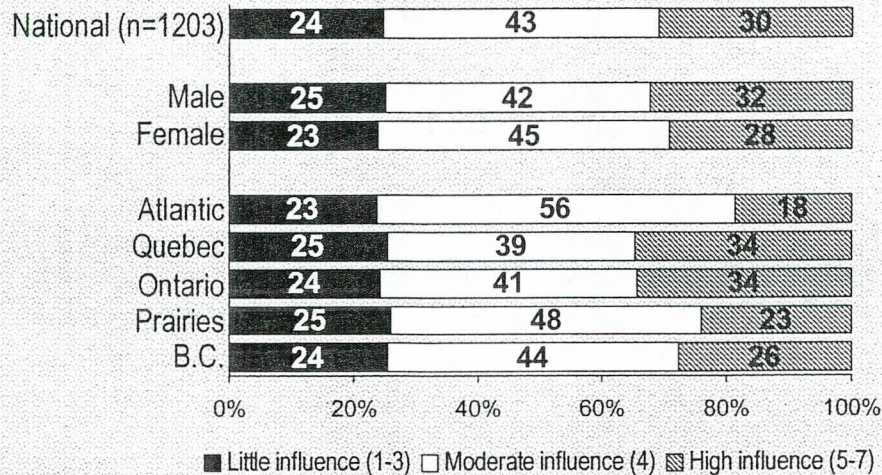
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- ➔ In the here and now, the 1999 Budget measures have not assuaged public anxieties about the future of the country's health care system. Three in four Canadians tell us that these initiatives have either had no impact or have lessened their confidence in the future of health care.
- ➔ When thinking of the impact of the Budget measures, women (49%) are significantly more likely than are men (38%) to feel less confident about the future of the health care system.



## Impact of Budget Measures (b)

“Over the next two years or so, what influence do you think these federal budget measures will have on the quality of the health care system in Canada?”



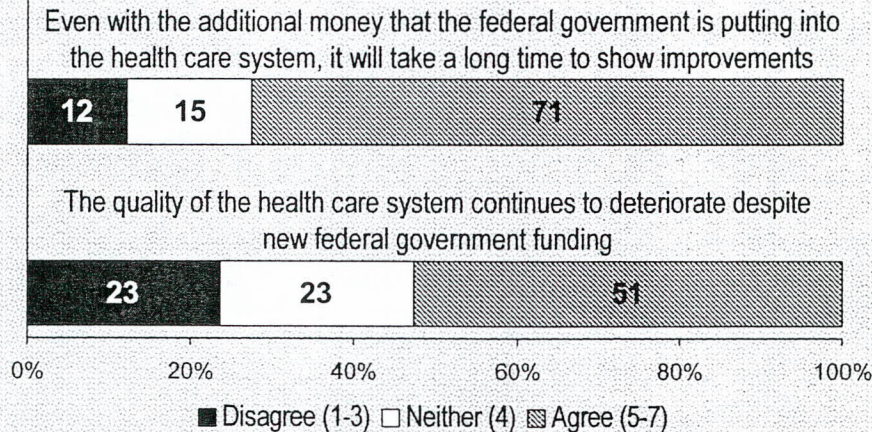
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- ➔ A dramatic shift in attitude occurs when respondents think about the impact of the 1999 Budget measures in a more general context and over the period of the next two years or so. Close to three in four Canadians tell us that these measures will have a moderate to high influence on the quality of health care in Canada. This attitude shows almost no significant variation across regional lines and within sub-groups.



## Federal Funding and the State of the Health Care System



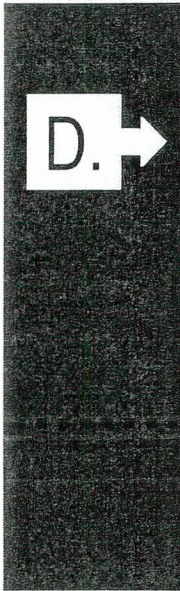
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- ➔ Canadians appear to understand well that improvement in the health care system, despite the recent infusion of more money, will take some time to become evident. This point is well supported by the findings concerning the connection between confidence and context. Three in four Canadians tell us that the Budget measures have had virtually no impact on increasing their immediate confidence in the health care system. The same proportion of Canadians tell us that over the medium to longer term these measures will have an influence on the quality health care system.
- ➔ Respondents in Quebec (64%) are less convinced of the delayed impact of adding more money to the system than are Ontarians (75%). So too are men (67%) as compared to women ((75%). But in both instances, clear and strong majorities prevail on the side of having to wait for the benefits to show.
- ➔ Despite the general appreciation (and likely acceptance) of the fact that that it will take time to put right a system that has taken some time to fall into “crisis”, a good deal of cynicism remains.



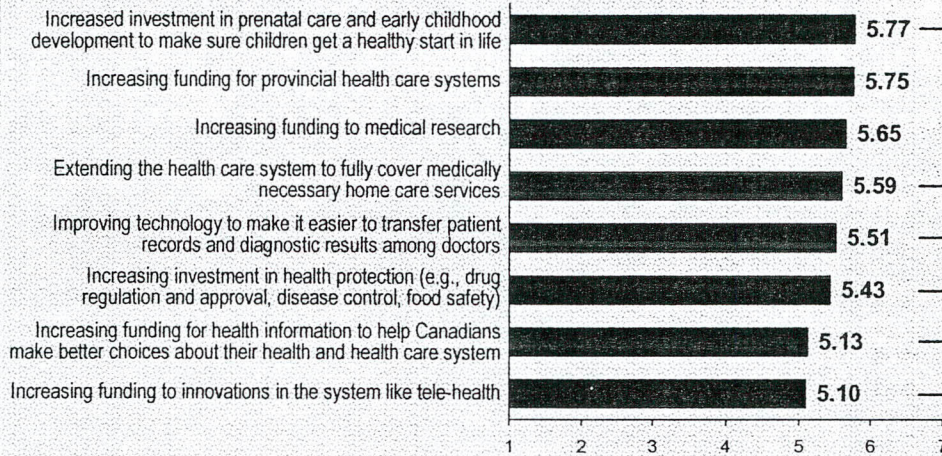


# **Improving and Strengthening the Health Care System**



# Priorities

“Towards the overall goal of strengthening and securing the health care system for the future, please tell me what priority you think the federal government should place on each of the following activities.”



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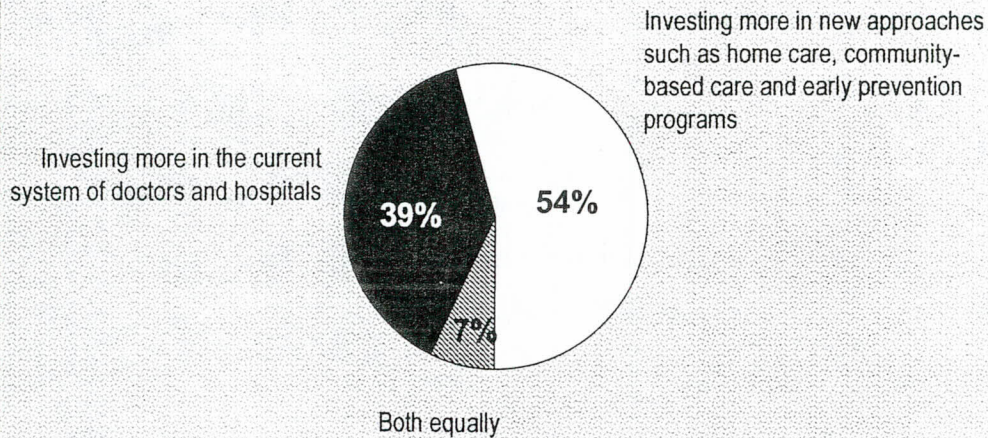
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- ➔ Canadians assign high priority to an array of tools and approaches for securing the health care system for the future. While all options or activities presented draw respectable support, some clear winners do emerge.
- ➔ Topping the list, and registering as out-right winners are prenatal care and early childhood development, increased funding for health care, bolstering current medical research efforts and the extension of home care services.
- ➔ Falling into a second cluster, at a relatively lower level of priority are technological innovations in the area of information sharing and increased investment in health protection.
- ➔ Trailing the list of priorities, and forming a third cluster, are health information and innovations in the system like tele-health.
- ➔ We see strikingly consistent response patterns across regions and within the various sub-groups.



## Improving the Health Care System

“If you were responsible for improving the health care system in Canada which of the following would you put more emphasis on?”



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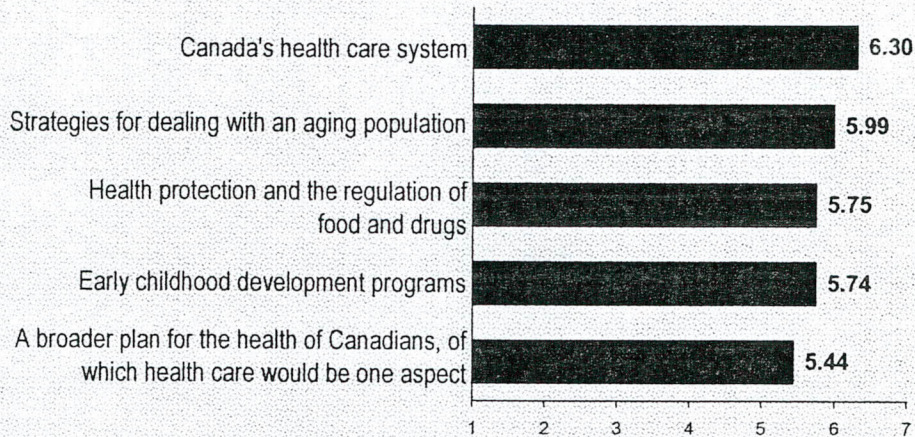
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- In this forced choice question, a clear majority endorses investing in new approaches such as home care, community care and early prevention programs. This result is significant, in that it demonstrates Canadians' openness to embrace new approaches as part of the process of improving the health care system over the long term. We do not interpret this, however, as a reflection of any diminution in the public's mind of the importance of doctors and hospitals to an improved health care system.
- The most significant sub-group differences on this question are found in the prevailing attitudes in British Columbia and between the university educated and those with high school or less. The advantage assigned to new approaches in British Columbia is 65 per cent as opposed to 26 percent for doctors and hospitals. Significantly more support is assigned to new approaches by the university educated (60%) than by those with high school or less (49%). Support for the doctors and hospital choice falls to 32 percent among the university educated, but maintains a respectable 43 percent support level among the less well-educated.

## Importance of Different Aspects

“If you were the federal Minister of Health, how much importance would you assign to each of the following issues?”



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n=1203

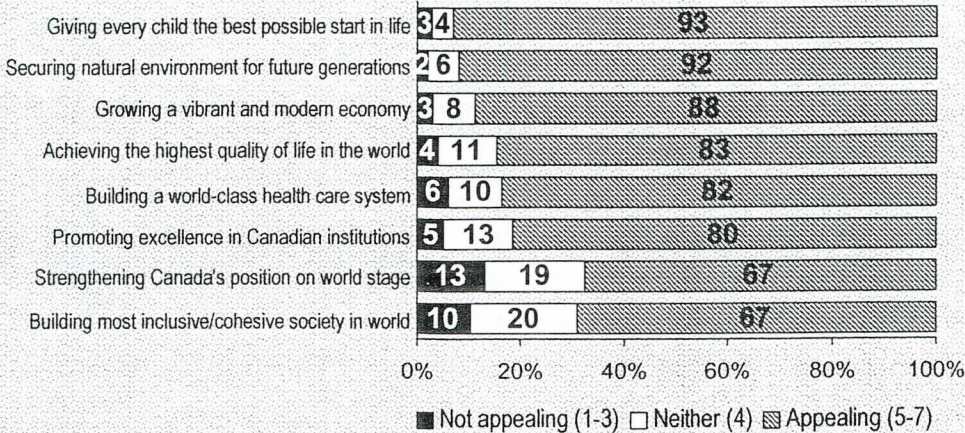
Benchmark Survey, August 1999

- Respondents were asked to rate the importance of a range of issues facing the federal Minister of Health. Without exception, high levels of importance were accorded to each issue presented. The run away winner, however, is Canada's health care system. More than nine in ten Canadians assigned high importance to this particular aspect of the Health Minister's mandate. Following fairly closely behind the health care system was aging, which in turn was followed by health protection, early childhood development programs and a broader plan for the health of Canadians, which was assigned high importance by just over seven in ten respondents.



# Appeal of Different National Agendas

“If the Government of Canada were to develop a broad new plan to guide its overall activities, how appealing would you find each of the following themes as possible national agendas?”



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Benchmark Survey, August 1999

- ➔ Moving beyond health care to a more general list of possible themes around which the federal government might build national agendas.
- ➔ Canadians top choices were giving every child the best possible start in life, securing the natural environment and growing a vibrant and modern economy. This balanced cluster of themes, with top ranking assigned to a humanistic goal, is supported by other recent Ekos studies.
- ➔ A second tier of themes with public resonance include quality of life, building a world class health care system and promoting excellence in Canadian institutions.
- ➔ A third and relatively distant tier includes strengthening Canada’s position on the world stage and building the most inclusive/cohesive society in the world.
- ➔ The health care theme drew higher support from respondents with high school or less (86%) than from those with university education (78%). This theme has more appeal for by respondents from Ontario (87%) than for those from Quebec (72%).



# Redirecting Resources

I think that the shifting of some resources from hospital care to community care for certain services, like home care for people with chronic illnesses and recovery from minor surgery, will make the health care system better.



I think that the health care system is now on the right track and it is time to concentrate on other health priorities like illness prevention and medical research



0% 20% 40% 60% 80% 100%

■ Disagree (1-3) □ Neither (4) ▨ Agree (5-7)



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Benchmark Survey, August 1999

- ➔ There are both high levels of support for innovations like home care and community care and persistent and significant resistance that the health care system has been fixed or that it is even on the right track. These simultaneously held and non-reconciled views are evident in the responses to these specific questions on redirecting resources.
- ➔ The statement concerning shifting focus now that the health care system is on the right track produces differences in opinion along SES lines. Respondents from households with annual incomes of \$60,000 or more (40%) and the university educated (39%) are significantly less likely than are respondents with annual household incomes of less than \$20,000 (57%) and those with high school or less (52%) to agree with statement. Women (43%) are also less inclined to support this proposition than are men (49%).



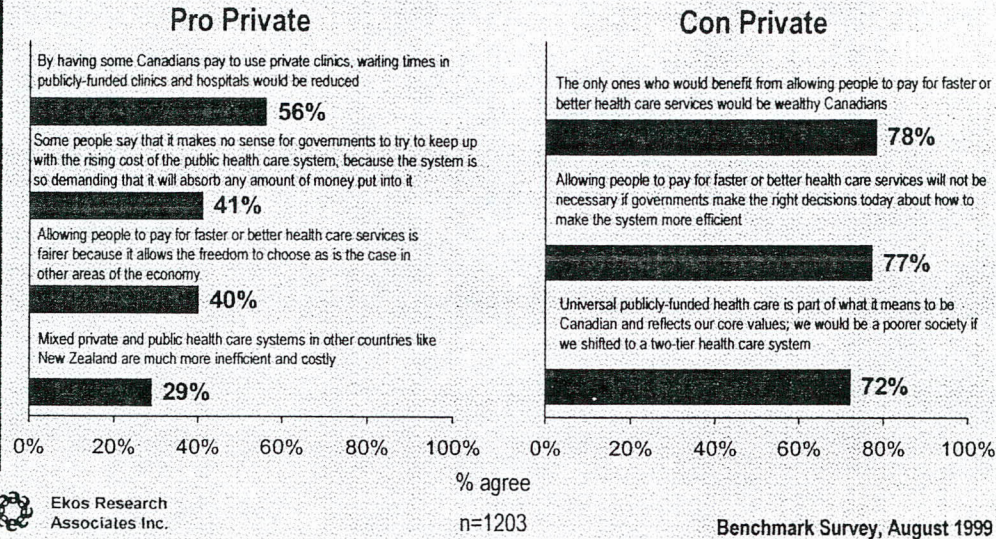


## **Public vs. Private Health Care Systems**

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## Public vs. Private Arguments in Favour and Against

“Some people talk about the need to allow Canadians to buy quicker or higher quality care than what is offered by the publicly-funded health care system. There are a number of arguments put forward in favour and against this idea. Please indicate how much you agree with the following arguments.”



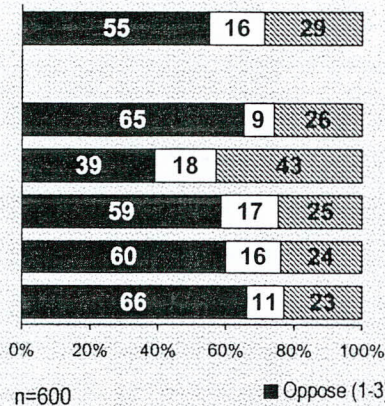
- ➔ Close to eight in ten Canadians (78%) are of the view that the benefits of paying for faster and better health care accrue exclusively to wealthy Canadians.
- ➔ There is an interesting and significant difference between attitudes in Quebec on this question and the rest of Canada, the sharpest of which is with Ontario. Four in five respondents (81%) from Ontario agree with the statement, just under two-thirds (30%) of Quebecers agree. Respondents from Quebec (30%) are more than twice as likely to disagree with the statement than are respondents from Ontario (13%). Comparing Quebec and the Prairies on this question produces similar differences.
- ➔ Governments are assigned a clear responsibility for the move toward a system in which people can purchase faster and better health care services. Just over three in four (77%) Canadians believe that this situation will not be necessary if governments make the right decisions on how to make the system more efficient.
- ➔ The notion that health care is an integral part of what it means to be Canadian elicits relatively high levels of support and very little disagreement. As might be expected, respondents from Quebec were less likely to agree with the statement (65%), contrasting most significantly with respondents from Ontario (75%).



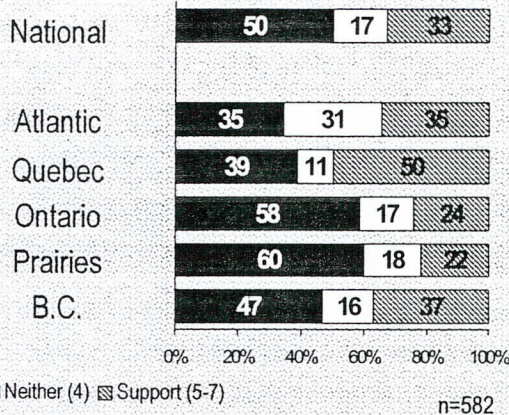
- ➔ Although the small sample size for each age group limits the ability to draw definitive conclusions, we see no variation in opinion on this statement based on age.
- ➔ The potential consequence of private clinics taking the strain off publicly funded clinics and hospitals – the “safety-valve” rationale - has resonance with the public. The level of agreement (56%) with the statement, however, lags significantly behind the levels of support Canadians assign to arguments in support of preserving a predominantly publicly funded system.
- ➔ Canadians are divided on the question of whether the health care system is a bottomless “money pit” and that it is folly for governments to attempt to keep pace with rising system costs. We see disagreement with this statement running higher among the university educated (47%) than among those with college (32%) and similarly lower among the more affluent (45%) than among respondents from lower-income households (32%).
- ➔ Canadians are also divided in their opinions concerning freedom to choose and the treatment of health care as any other service in the economy. As a rationale for allowing people to pay, the choice statement/argument does significantly less well than the “safety- valve” rationale. On a regional basis, however, we see a significant difference in the opinions on this question between Quebecers and Ontarians. Roughly one in two (51%) respondents from Quebec agree with the statement, while slightly more than one in three respondents (37%) from Ontario agrees with the statement. Women (36%) are less likely than are men (45%) to agree with this rationale.

# Moving to a Mixed Public/Private System

"Now, having thought about these pro and con arguments, do you personally support or oppose moving more money towards a two-tier health care system?"



"Now, having thought about these pro and con arguments, do you personally support or oppose moving more money towards a mixed public and private system where people are free to pay for faster or better health care services?"



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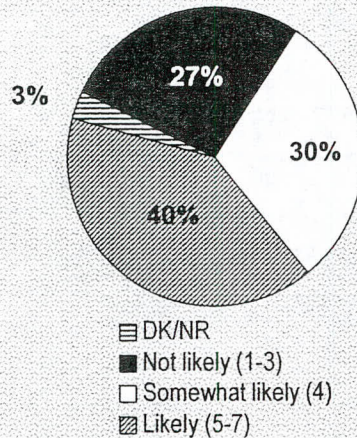
Benchmark Survey, August 1999

- ➔ A majority of Canadians (55%) oppose moving towards a two-tier health care system. Respondents were asked to respond to this question after they had been presented with a series of pro and con arguments/statements concerning public and private health care systems.
- ➔ Respondents from Quebec expressed the highest level of support for moving towards a two-tier system.
- ➔ Among age groups, the strongest opposition is found among the pre-retirement cohort (64%), with respondents aged 25-64 (49%) somewhat less likely to be opposed.
- ➔ We found no significant variation in opinion on this question across income groups.
- ➔ Rephrasing the question to incorporate the phrase mixed public and private system instead of two-tier produces slightly higher support for the private elements of the system. Despite the slight shift, the decided lean, in fact, the majority view, is to oppose moving to a mixed public/private system.



## Importance of Public Funding

“Today, Canada’s health care system is predominately publicly funded. How likely do you think that this will be the case by the year 2010?”



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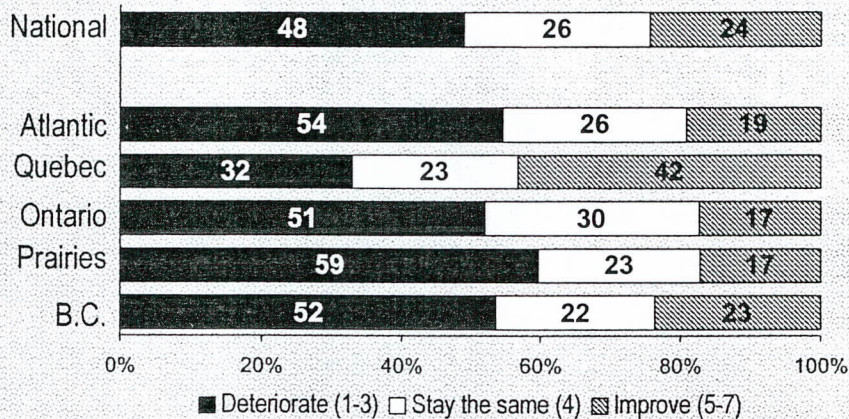
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Benchmark Survey, August 1999

- ➔ Seven in ten (70%) Canadians believe that it is somewhat likely or highly likely that Canada’s health care system will be predominantly publicly funded by the year 2010.
- ➔ Compared to respondents in other regions, Quebecers are more likely to believe (36%) that the health care system will not be predominately publicly funded 10 years from now. The proportion of Ontarians holding this view is significantly lower at 23 per cent.
- ➔ We also see more skepticism on this question among the university educated (34%) than among respondents with high school or less (22%).

## The Impact of a Private System on the Public Health Care System

“If Canadians were allowed to start paying for faster or better health care services, how do you think the basic public health care system would be affected?”



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n=1203

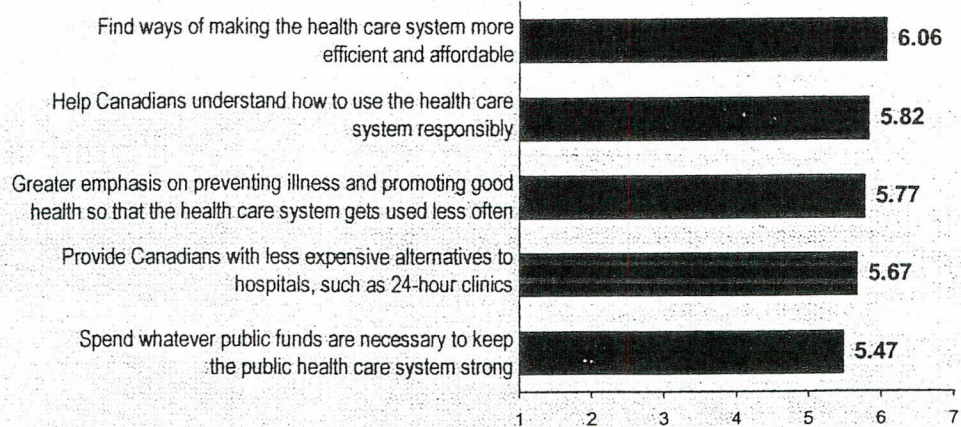
Benchmark Survey, August 1999

- ➔ A plurality (almost a majority) of Canadians believes that a private system would have a deleterious impact on the basic health care system. However, one in two Canadians believe that the public health care system will either stay the same or improve with the introduction of a private system.
- ➔ Respondents from Quebec do not fit into the pattern of responses coming out of the other regions. Fully 42 per cent of Quebecers think that the public system would be improved with the introduction of a private system and roughly two in three respondents told us that they thought the public system would either stay the same or improve under this scenario.



## Long-term Sustainability of Public Health Care System

"Many people think that the publicly-funded health care system cannot be sustained over the long term as more and more demands are placed on it. Given this situation, what do you think the best options are for the federal government to deal with this problem?"



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n=1203

Benchmark Survey, August 1999

- Presented with a series of options for dealing with the long-term sustainability of the public health care system, Canadians turn first to the importance of greater efficiency in the system. This choice points to two expectations: first, there are efficiencies to be made and, second, government, in this case the federal government, can affect change in the management of the national health care system.
- A prominent role is assigned to awareness, both in terms of better public understanding of responsible use of the health care system and preventing illness.
- Rounding out the list of top rated options is the provision of alternatives to hospital care.
- Trailing the list of options presented, but receiving a respectable rating, is the spending whatever it takes to keep the system strong.
- Seen individually, all options do well with the public. In comparative terms, however, the alignment of the various options is consistent with public attitudes across a range of public policy issues: be strategic, be balanced, draw on a number of partners, innovate and be prepared to allocate the resources required to maintain a high quality system.



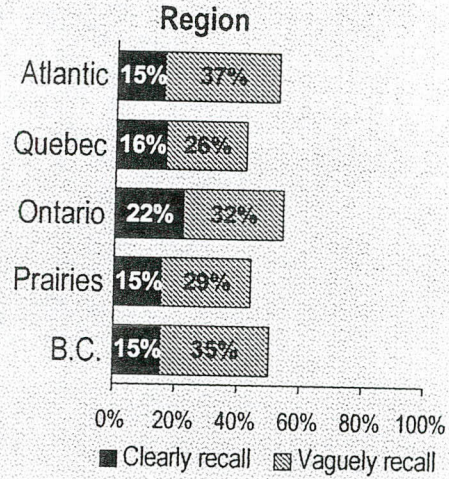
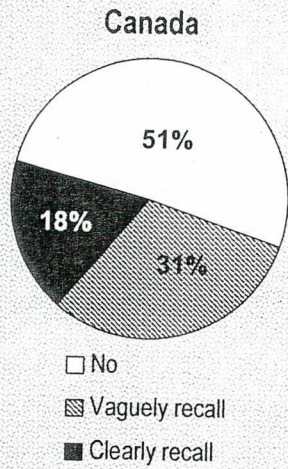
# Recall of Federal Government Initiatives

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# Recall (a)

“Do you recall reading, hearing or seeing anything in the last six months about measures by the government of Canada designed to improve health care?”



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n=1203

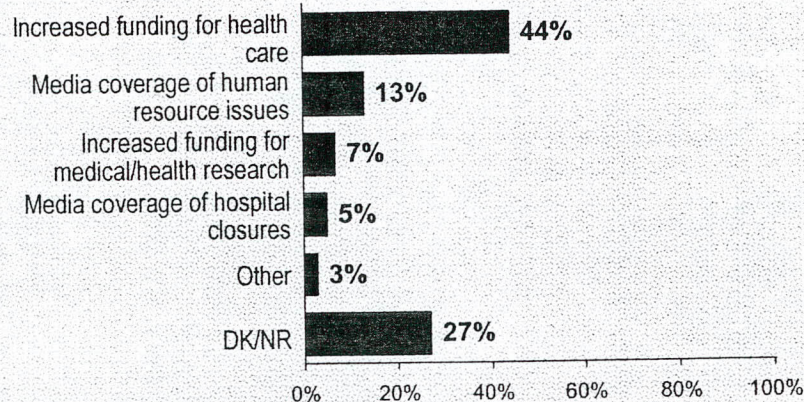
Benchmark Survey, August 1999

➔ Almost equal proportions of Canadians recall (49%) or do not recall (51%) reading, hearing or seeing something in the last six months about health care initiatives. Given traditional levels of public recall of government initiatives and the time which has passed since the project, this level of recall is somewhat higher than we expected.

## Recall (b)

### “What do you recall?”

[Question asked of respondents answering clearly recall or vaguely recall]



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n=595

Benchmark Survey, August 1999

- ➔ By a wide margin, increased funding for health care is the most frequently cited response on this Budget recall question.
- ➔ Among respondents with recall of government initiatives, two significant differences are revealed by sub-group analysis. Men (52%) are more likely than women (36%) to recall a funding increase. Also, Canadians from urban areas (47%) are more likely than rural Canadians (35%) to cite an increase in funding for health care.



G. →

## Conclusions and Implications

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## The General View (a)

- High public concern with current status of the national health care system. No real sense that the system has recovered yet.
- Canadians' anxieties and concerns focused on health care have not disappeared. The 1999 Budget did not solve the health care crisis for Canadians.
- Views less bleak as one looks forward (but still high concerns)
- Evidence of public patience and commitment to longer term solutions (but not a rationale for avoiding immediate continued action and investment)



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## The General View (b)

- **Strong, stubborn lean to public health care system**
  - ✓ But less confidence that it is “on” for the future
  - ✓ Aging concerns high
  - ✓ Quebec ambivalent and polarized
  - ✓ “Private care” does better than “two-tier” but does not alter overall preference for publicly funded system



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## Linking Continuity and Change

- Recognition that Medicare/health care system is not the sole, or even the most important, determinant of health. But, it is seen as the primary responsibility for the federal minister of health.
- Economic-health-social agenda scores well
  - ✓ Kids an especially resonant and important priority
  - ✓ Guardian role (drug and food regulation) scores well; also environmental protection
- Receptivity to innovation (particularly community and home care), but only after assurances and action on preserving Medicare.



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## Imagery and Expectations (a)

- Most believe that in the near future the system will stabilize or improve (although, plurality still believes the system will worsen). The quality advantage for individual over national (over past two years) disappears when asked to project likely quality of the system for the future.
- Notwithstanding attachment to Medicare and the existing primary care system, there is a clear belief that the future will be profoundly different
  - ✓ More community-based health care alternatives to be available — seen as a plus
  - ✓ Burgeoning demand (linked to aging)
  - ✓ More cost to the public both as private consumers and funders of the public system



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## Imagery and Expectations (b)

- **Clear public support for broad range of investment priorities**
  - ✓ Kids
  - ✓ Medicare
  - ✓ Research
  - ✓ Home care
  - ✓ Protection and regulation (drugs, food and environment)
- **Physical and natural environment salient; lack of recognition of socio-economic determinants**



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## Perceptions of Government Action

- General view of both federal and provincial
  - ✓ Low recognition
  - ✓ Low approval/cynicism
- Budget produces moderate recognition but more see net impact as negative. But, general support and acknowledgement of need for longer term approach.
- Plurality view is that governments are paying less attention to health care but general sense that they are “sort of” moving in right direction (particularly federal government)
- Slight majority thinks federal government moving in right overall general direction. Provincial governments have absorbed more of the recent disapproval.
- Rhetoric exceeds action but also concerns about direction and money



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## Key Communications Challenges (a)

- Innovation and change do not equal two-tier
- How to balance presentation of Minister/Department as champion of change and continuity?
- Work within a Framework of core values
  - ✓ Equal access
  - ✓ Accountability
  - ✓ Quality/excellence
  - ✓ People centred (e.g., kids, aging)
  - ✓ Partnership



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## Key Communications Challenges (b)

- **Minister/Department must simultaneously position as:**
  - ✓ Champion of public system
  - ✓ Guardian of public national interest in era of broad change (regulation, protection, natural environment, ethics)
  - ✓ Strategic partner participating in greater shift to focus on communities and homes (with equality)
- **Clear objective to lead/broker ordered transition to new system**
- **Focus on next generation and children; build an explicit blueprint for the future; design in partnership with public, provinces, professionals.**
- **Bottom line**
  - ✓ Clear resolve on protecting medicare (public system)
  - ✓ Explicit recognition of need for broad change to meet challenge of next century



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H. →

## **Appendix: Survey Questionnaire and Annotated Results**

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**Benchmark Survey**

**INTRO**

Hello, my name is ... and I work for Ekos Research Associates. We have been hired by the Government of Canada to conduct a survey of Canadians on issues currently in the news. Is there someone in your household that I could speak to who is 18 years of age or older and a permanent resident of Canada? This survey is an opportunity for you to express your views to the government on major national issues. The interview is totally voluntary and all your responses will be kept strictly confidential. May I begin?

**ROT1**

- 01 The federal government .....1
- 02 Your provincial government .....2

**ROT2**

- 01 The federal government .....1
- 02 Your provincial government .....2

**ROT3**

- Random selection for Q22
- 01 .....1
  - 02 .....2

**ROT4**

- 01 Doctors.....1
- 02 Nurses.....2

**SEX**

DO NOT ASK - ENTER THE SEX.

- 01 Male.....1
- 02 Female.....2

Q1

Thinking about the overall level of health of Canadians, do you think it is worse or better than it was five years ago? Please respond using a 7-point scale where 1 means much worse, 7 means much better, and the mid-point 4 means about the same.

01	Much worse.....	1	10%	
02	.....	2	11	
03	.....	3	16	
04	About the same.....	4	33	
05	.....	5	18	-
06	.....	6	5	x=3.72
07	Much better.....	7	4	s=1.48
08	DK/NR.....	9		n=1203

Q2

In your opinion, over the past two years has the quality of health care available to you personally become worse, better, or stayed the same? Please respond using a 7-point scale where 1 means much worse, 7 means much better, and the mid-point 4 means about the same.

01	Much worse.....	1	14%	
02	.....	2	12	
03	.....	3	12	
04	About the same.....	4	47	
05	.....	5	6	-
06	.....	6	4	x=3.44
07	Much better.....	7	3	s=1.42
08	DK/NR.....	9		n=1203

Q3

Using the same scale, do you think the quality of health care available at the national level has become worse, better, or stayed the same?

01	Much worse.....	1	13%	
02	.....	2	17	
03	.....	3	21	
04	About the same.....	4	30	
05	.....	5	5	-
06	.....	6	2	x=3.11
07	Much better.....	7	1	s=1.34
08	DK/NR.....	9		n=1203



Q4

Now thinking ahead two years, do you think the quality of health care available to you personally will get better, worse, or stay the same? Please respond using a 7-point scale where 1 means much worse, 7 means much better, and the mid-point 4 means about the same.

01	Much worse.....	1	9%	
02	.....	2	16	
03	.....	3	15	
04	About the same.....	4	34	
05	.....	5	12	-
06	.....	6	8	x=3.61
07	Much better.....	7	3	s=1.50
08	DK/NR.....	9		n=1203

Q5

Using the same scale, do you think the quality of health care available at the national level will get worse, better, or stay the same?

01	Much worse.....	1	8%	
02	.....	2	14	
03	.....	3	16	
04	About the same.....	4	36	
05	.....	5	12	-
06	.....	6	6	x=3.58
07	Much better.....	7	2	s=1.38
08	DK/NR.....	9		n=1203

Q6

If you or a family member were to become ill, how confident are you that you would be able to access the necessary health care services? Please respond using a 7-point scale where 1 means not at all confident, 7 means extremely confident, and the mid-point 4 means moderately confident.

01	Not at all confident.....	1	9%	
02	.....	2	6	
03	.....	3	14	
04	Moderately confident.....	4	32	
05	.....	5	15	-
06	.....	6	13	x=4.14
07	Extremely confident.....	7	9	s=1.66
08	DK/NR.....	9		n=1203

**Q7**

In your view, has <rot1 >been paying more attention or less attention to health care in the past year? Please respond using a 7-pointscale where 1 means much less attention, 7 means much more attention, and the mid-point 4 means about the same amount of attention.

		Federal		Provincial	
01	Much less attention .....	1	16%	16%	
02	.....	2	14	11	
03	.....	3	15	14	
04	About the same amount of attention .....	4	28	29	
05	.....	5	14	14	-
06	.....	6	8	10	x=3.58
07	Much more attention .....	7	3	4	s=1.67
08	DK/NR .....	9	n=611	n=592	

**Q8**

Do you get a sense that overall the recent attention paid to the health care system by <rot2 >has been a step in the right direction or the wrong direction?

		Federal		Provincial	
01	Right direction .....	1	49%	48%	
02	Wrong direction .....	2	38	41	n=621
03	DK/NR .....	3			n=582

**Q9**

Why do you think it is a step in the wrong direction? Is it...

01	Not enough money .....	1	30%
02	Mostly talk and no action.....	2	35
03	The wrong focus/approach .....	3	33
04	Other (specify) .....	4	1
05	(DO NOT READ) DK/NR .....	9	1

n=469



**PRQ10**

Different people have different images when it comes to thinking about the health care system of the future. I am going to read you a series of descriptions and ask you to rate which more clearly reflects your images of what the health care system will look like in 10 years.

10a → e

**Q10A**

What will the health care system look like in 10 years...where 1 is LESS GOVERNMENT ROLE and 7 is MORE GOVERNMENT ROLE.

01	Less government role.....	1	20%	
02	.....	2	9	
03	.....	3	11	
04	.....	4	16	
05	.....	5	12	
06	.....	6	10	
07	More government role.....	7	17	
08	DK/NR.....	9		n=1203

**Q10B**

What will the health care system look like in 10 years...where 1 is LESS DEMAND FOR HEALTH CARE SERVICES and 7 is MORE DEMAND FOR HEALTH CARE SERVICES.

01	Less demand for health care services.....	1	3%	
02	.....	2	1	
03	.....	3	3	
04	.....	4	5	
05	.....	5	12	
06	.....	6	23	
07	More demand for health care services.....	7	52	
08	DK/NR.....	9		n=1203

**Q10C**

What will the health care system look like in 10 years...where 1 is COSTS LESS TO MAINTAIN and 7 is COSTS MORE TO MAINTAIN.

01	Costs less to maintain.....	1	5%	
02	.....	2	2	
03	.....	3	3	
04	.....	4	7	
05	.....	5	16	
06	.....	6	12	
07	Costs more to maintain.....	7	43	
08	DK/NR.....	9		n=1203

**Q10D**

What will the health care system look like in 10 years...where 1 is CARE OUTSIDE HOSPITALS (e.g., home care and community care) WILL BE LESS IMPORTANT and 7 is CARE OUTSIDE HOSPITALS WILL BE MORE IMPORTANT.

01	Care outside hospitals will be less important .....	1	4%	
02	.....	2	2	
03	.....	3	3	
04	.....	4	6	
05	.....	5	14	
06	.....	6	23	
07	Care outside hospitals will be more important.....	7	45	
08	DK/NR .....	9		n=1203

**Q10E**

What will the health care system look like in 10 years...where 1 is MORE OUT-OF-POCKET COSTS FOR HEALTH CARE and 7 is LESS OUT-OF-POCKET COSTS FOR HEALTH CARE.

01	More out-of-pocket costs for health care.....	1	39%	
02	.....	2	13	
03	.....	3	16	
04	.....	4	11	
05	.....	5	8	
06	.....	6	4	
07	Less out-of-pocket costs for health care .....	7	7	
08	DK/NR .....	9		n=1203

**Q12**

IF YES, PROMPT FOR CLEAR OR VAGUE RECALL.

Do you recall reading, hearing or seeing anything in the last six months about measures by the government of Canada designed to improve health care?

01	Yes, clearly .....	1	18%	
02	Yes, vaguely .....	2	31	
03	No.....	3	51	
04	DK/NR .....	9		n=1203

**Q13**

What do you recall?

01	Increased funding for health care .....	1	44%	
02	Increased funding for medical/health research .....	2	7	
03	Media coverage of hospital closures.....	3	5	
04	Media coverage of human resource issues .....	3	13	
05	Other .....	3	3	
06	DK/NR .....	9		n=595



**PRQ14**

Bab

Ba

In its 1999 budget, the Government of Canada announced several health care initiatives, including increased health care funding for the provinces, increased funding for research, and additional funding for illness prevention and health promotion.

**Q14**

13b

Now, which of these two statements is closer to your point of view? Some people say that the federal budget is just throwing money back into the health care system without any consideration for a longer-term plan. Others say that this money is all part of a longer-term plan to ensure a quality health care system for the future.

01	Federal budget is just throwing money back into health care .....	1	45%	
02	Money is part of a longer-term plan to ensure quality health care .....	2	47	
03	DK/NR .....	9		n=1203

**Q15**

14

Now, thinking of the overall impact of all of these federal budget measures, have they made you feel more or less confident about the future of health care in Canada? Please respond using a 7-point scale where 1 means much less confident, 7 means much more confident, and the mid-point 4 means no change.

01	Much less confident .....	1	17%	
02	.....	2	13	
03	.....	3	13	
04	No change .....	4	32	
05	.....	5	14	-
06	.....	6	6	x=3.46
07	Much more confident .....	7	4	s=1.64
08	DK/NR .....	9		n=1203

**Q16**

15

Over the next two years or so, what influence do you think these federal budget measures will have on the quality of the health care system in Canada? Please respond using a 7-point scale where 1 means no influence at all, 7 means a great deal of influence, and the mid-point 4 means a moderate amount of influence.

01	No influence at all .....	1	9%	
02	.....	2	5	
03	.....	3	10	
04	A moderate amount of influence .....	4	43	
05	.....	5	16	-
06	.....	6	6	x=4.04
07	A great deal of influence .....	7	8	s=1.51
08	DK/NR .....	9		n=1203

**PRQ17**

Towards the overall goal of strengthening and securing the health care system for the future, please tell me what priority you think the federal government should place on each of the following activities. Please respond using a 7-point scale where 1 means the lowest priority, 7 means the highest priority, and the mid-point 4 means a moderate priority.

16a → h

**Q17A**

Priority the federal government should place on...Increasing funding for provincial health care systems.

16

01	Lowest priority .....	1	2%	
02	.....	2	1	
03	.....	3	2	
04	Moderate priority .....	4	12	
05	.....	5	20	
06	.....	6	22	x=5.75
07	Highest priority .....	7	39	s=1.35
08	DK/NR .....	9		n=1203

**Q17B**

Priority the federal government should place on...Increasing funding to medical/health research.

16

01	Lowest priority .....	1	2%	
02	.....	2	1	
03	.....	3	3	
04	Moderate priority .....	4	15	
05	.....	5	19	
06	.....	6	24	x=5.65
07	Highest priority .....	7	36	s=1.38
08	DK/NR .....	9		n=1203

**Q17C**

Priority the federal government should place on...Increasing funding to innovations in the system like tele-health.

16

01	Lowest priority .....	1	4%	
02	.....	2	2	
03	.....	3	5	
04	Moderate priority .....	4	20	
05	.....	5	24	
06	.....	6	21	x=5.10
07	Highest priority .....	7	21	s=1.54
08	DK/NR .....	9		n=1203



16  
Q17D

Priority the federal government should place on...Extending the health care system to fully cover medically necessary homecare services.

01	Lowest priority .....	1	2%	
02	.....	2	1	
03	.....	3	4	
04	Moderate priority .....	4	14	
05	.....	5	20	-
06	.....	6	23	x=5.59
07	Highest priority .....	7	34	s=1.41
08	DK/NR .....	9		n=1203

16  
Q17E

Priority the federal government should place on...  
Increasing funding for health information to help Canadians make better choices about their health and the health care system.

01	Lowest priority .....	1	2%	
02	.....	2	3	
03	.....	3	7	
04	Moderate priority .....	4	21	
05	.....	5	21	-
06	.....	6	19	x=5.13
07	Highest priority .....	7	25	s=1.56
08	DK/NR .....	9		n=1203

16  
Q17F

Priority the federal government should place on...Increasing investment in health protection (e.g., drug regulation and approval, disease control, food safety).

01	Lowest priority .....	1	2%	
02	.....	2	2	
03	.....	3	4	
04	Moderate priority .....	4	18	
05	.....	5	20	-
06	.....	6	22	x=5.43
07	Highest priority .....	7	30	s=1.44
08	DK/NR .....	9		n=1203

16  
Q17G

Priority the federal government should place on...Increased investment in prenatal care and early childhood development to make sure children get a healthy start in life.

01	Lowest priority .....	1	2%	
02	.....	2	1	
03	.....	3	2	
04	Moderate priority .....	4	14	
05	.....	5	14	-
06	.....	6	24	x=5.77
07	Highest priority .....	7	42	s=1.42
08	DK/NR .....	9		n=1203

16  
Q17H

Priority the federal government should place on...Improving technology to make it easier to transfer patient records and diagnostic results among doctors.

01	Lowest priority .....	1	2%	
02	.....	2	2	
03	.....	3	4	
04	Moderate priority .....	4	16	
05	.....	5	18	
06	.....	6	20	x=5.31
07	Highest priority .....	7	35	s=1.52
08	DK/NR .....	9		n=1203

Q18

17

If you were responsible for improving the health care system in Canada which of the following would you put more emphasis on?

01	Investing more in the current system of doctors and hospitals .....	1	39%	
02	Investing more in new approaches such as home care, community-based care and early prevention programs .....	2	54	
04	(DO NOT READ) Both equally .....	3	7	
05	(DO NOT READ) DK/NR .....	9		n=1203

PRQ19

Thinking of the factors influencing the overall health of the Canadian population, how would you rate the importance of the following factors? Please respond using a 7-point scale where 1 means not at all important, 7 means extremely important, and the mid-point 4 means moderately important.

18a → f

Q19A

Importance of...in the overall health of Canadians.  
A publicly-funded health care system

01	Not at all important .....	1	2%	
02	.....	2	1	
03	.....	3	3	
04	Moderately important .....	4	14	
05	.....	5	16	
06	.....	6	22	x=5.73
07	Extremely important.....	7	41	s=1.43
08	DK/NR .....	9		n=1203



18  
Q19B

Importance of...in the overall health of Canadians.  
The income levels of Canadians.

01	Not at all important .....	1	7%	
02	.....	2	4	
03	.....	3	4	
04	Moderately important .....	4	17	
05	.....	5	21	-
06	.....	6	19	x=5.11
07	Extremely important.....	7	28	s=1.77
08	DK/NR .....	9		n=1203

18  
Q19C

Importance of...in the overall health of Canadians.  
The lifestyles and health behaviour of individuals themselves.

01	Not at all important .....	1	1%	
02	.....	2	1	
03	.....	3	3	
04	Moderately important .....	4	14	
05	.....	5	19	-
06	.....	6	23	x=5.68
07	Extremely important.....	7	37	s=1.35
08	DK/NR .....	9		n=1203

18  
Q19D

Importance of...in the overall health of Canadians.  
The physical environment (e.g., water and air quality).

01	Not at all important .....	1	1%	
02	.....	2	1	
03	.....	3	2	
04	Moderately important .....	4	11	
05	.....	5	15	-
06	.....	6	22	x=6.02
07	Extremely important.....	7	49	s=1.22
08	DK/NR .....	9		n=1203

18  
Q19E

Importance of...in the overall health of Canadians.  
The social environment (e.g., family, homes and neighbourhoods).

01	Not at all important .....	1	2%	
02	.....	2	1	
03	.....	3	5	
04	Moderately important .....	4	15	
05	.....	5	19	-
06	.....	6	24	x=5.51
07	Extremely important.....	7	33	s=1.46
08	DK/NR .....	9		n=1203

18  
Q19F

Importance of...in the overall health of Canadians.  
Government regulation to ensure safe food and drugs.

01	Not at all important .....	1	1%	
02	.....	2	1	
03	.....	3	3	
04	Moderately important .....	4	11	
05	.....	5	17	
06	.....	6	22	x=5.89
07	Extremely important.....	7	45	s=1.28
08	DK/NR .....	9		n=1203

PRQ20

Please indicate how much you agree with each of the following statements by using a 7-point scale where 1 means strongly disagree, 7 means strongly agree, and the mid-point 4 means neither disagree nor agree.

19 a-7d

Q20A

19

I think that the shifting of some resources from hospital care to community care for certain services, like home care for people with chronic illnesses and recovery from minor surgery, will make the health care system better.

01	Strongly disagree.....	1	4%	
02	.....	2	3	
03	.....	3	3	
04	Neither.....	4	13	
05	.....	5	22	
06	.....	6	24	x=5.38
07	Strongly agree.....	7	30	s=1.58
08	DK/NR .....	9		n=1203

19  
Q20B

I think that the health care system is now on the right track and it is time to concentrate on other health priorities like illness prevention and medical research.

01	Strongly disagree.....	1	11%	
02	.....	2	10	
03	.....	3	10	
04	Neither.....	4	21	
05	.....	5	18	
06	.....	6	15	x=4.24
07	Strongly agree.....	7	14	s=1.87
08	DK/NR .....	9		n=1203



19  
Q20C

Even with the additional money that the federal government is putting into the health care system, it will take a long time to show improvements.

01	Strongly disagree.....	1	4%	
02	.....	2	3	
03	.....	3	5	
04	Neither.....	4	15	
05	.....	5	20	-
06	.....	6	25	x=5.29
07	Strongly agree.....	7	27	s=1.58
08	DK/NR.....	9		n=1203

19  
Q20D

The quality of the health care system continues to deteriorate despite new federal government funding.

01	Strongly disagree.....	1	6%	
02	.....	2	8	
03	.....	3	9	
04	Neither.....	4	23	
05	.....	5	17	-
06	.....	6	16	x=4.64
07	Strongly agree.....	7	19	s=1.75
08	DK/NR.....	9		n=1203

20  
Q21A

20a → 9

Allowing people to pay for faster or better health care services is fairer because it allows the freedom to choose as is the case in other areas of the economy.

01	Strongly disagree.....	1	20%	
02	.....	2	13	
03	.....	3	9	
04	Neither.....	4	15	
05	.....	5	15	-
06	.....	6	13	x=3.81
07	Strongly agree.....	7	12	s=2.07
08	DK/NR.....	9		n=1203

20  
Q21B

By having some Canadians pay to use private clinics, waiting times in publicly-funded clinics and hospitals would be reduced.

01	Strongly disagree.....	1	11%	
02	.....	2	11	
03	.....	3	6	
04	Neither.....	4	14	
05	.....	5	19	-
06	.....	6	20	x=4.50
07	Strongly agree.....	7	17	s=1.96
08	DK/NR.....	9		n=1203

20  
Q21C

Universal publicly-funded health care is part of what it means to be Canadian and reflects our core values; we would be a poorer society if we shifted to a two-tier health care system.

01	Strongly disagree.....	1	7%	
02	.....	2	4	
03	.....	3	6	
04	Neither.....	4	10	
05	.....	5	12	-
06	.....	6	22	x=5.38
07	Strongly agree.....	7	38	s=1.84
08	DK/NR.....	9		n=1203

26  
Q21D

Mixed private and public health care systems in other countries like New Zealand are much more inefficient and costly.

01	Strongly disagree.....	1	5%	
02	.....	2	3	
03	.....	3	4	
04	Neither.....	4	26	
05	.....	5	8	-
06	.....	6	11	x=4.50
07	Strongly agree.....	7	11	s=1.69
08	DK/NR.....	9		n=1203

20  
Q21E

The only ones who would benefit from allowing people to pay for faster or better health care services would be wealthy Canadians.

01	Strongly disagree.....	1	8%	
02	.....	2	6	
03	.....	3	3	
04	Neither.....	4	5	
05	.....	5	9	-
06	.....	6	23	x=5.54
07	Strongly agree.....	7	45	s=1.93
08	DK/NR.....	9		n=1203

20  
Q21F

Allowing people to pay for faster or better health care services will not be necessary if governments make the right decisions today about how to make the system more efficient.

01	Strongly disagree.....	1	4%	
02	.....	2	4	
03	.....	3	4	
04	Neither.....	4	9	
05	.....	5	14	-
06	.....	6	25	x=5.57
07	Strongly agree.....	7	38	s=1.65
08	DK/NR.....	9		n=1203



<sup>20</sup>  
Q21G

Some people say that it makes no sense for governments to try to keep up with the rising cost of the public health care system, because the system is so demanding that it will absorb any amount of money put into it.

01	Strongly disagree.....	1	13%	
02	.....	2	14	
03	.....	3	12	
04	Neither .....	4	19	
05	.....	5	18	-
06	.....	6	13	x=3.97
07	Strongly agree.....	7	11	s=1.88
08	DK/NR .....	9		n=1203

<sup>21</sup>  
Q22A

21a → b

Now, having thought about these pro and con arguments, do you personally support or oppose moving more money towards a two-tier health care system? Please respond using a 7-point scale where 1 means strongly oppose, 7 means strongly support, and the mid-point 4 means neither oppose nor support.

01	Strongly oppose.....	1	35%	
02	.....	2	12	
03	.....	3	8	
04	Neither .....	4	16	
05	.....	5	13	-
06	.....	6	6	x=3.19
07	Strongly support.....	7	10	s=2.09
08	DK/NR .....	9		n=600

<sup>21</sup>  
Q22B

Now, having thought about these pro and con arguments, do you personally support or oppose moving more money towards a mixed public and private system where people are free to pay for faster or better health care services? Please respond using a 7-point scale where 1 means strongly oppose, 7 means strongly support, and the mid-point 4 means neither oppose nor support.

01	Strongly oppose.....	1	29%	
02	.....	2	11	
03	.....	3	10	
04	Neither .....	4	17	
05	.....	5	13	-
06	.....	6	9	x=3.43
07	Strongly support.....	7	11	s=2.08
08	DK/NR .....	9		n=582

22  
Q23

Today, Canada's health care system is predominately publicly funded. How likely do you think that this will be the case by the year 2010? Please respond using a 7-point scale where 1 means not at all likely, 7 means extremely likely, and the mid-point 4 means moderately likely.

01	Not at all likely .....	1	10%	
02	.....	2	7	
03	.....	3	9	
04	Moderately likely .....	4	30	
05	.....	5	15	
06	.....	6	11	-
07	Extremely likely.....	7	14	x=4.25
08	DK/NR.....	9		s=1.79 n=1203

23  
Q24

If Canadians were allowed to start paying for faster or better health care services, how do you think the basic public health care system would be affected? Please respond using a 7-point scale where 1 means greatly deteriorate, 7 means greatly improve, and the mid-point 4 means stay the same.

01	Greatly deteriorate .....	1	20%	
02	.....	2	15	
03	.....	3	13	
04	Stay the same .....	4	26	
05	.....	5	12	
06	.....	6	6	-
07	Greatly improve .....	7	6	x=3.38
08	DK/NR.....	9		s=1.77 n=1203

24a → e  
Q25A

How appropriate would it be for the federal government to...  
Spend whatever public funds are necessary to keep the public health care system strong.

01	Not at all appropriate .....	1	4%	
02	.....	2	2	
03	.....	3	5	
04	Moderately appropriate .....	4	14	
05	.....	5	19	
06	.....	6	19	-
07	Extremely appropriate.....	7	36	x=5.47
08	DK/NR.....	9		s=1.60 n=1203



**Q25B**  
2A

How appropriate would it be for the federal government to...  
Put greater emphasis on preventing illness and promoting good health so that the health care system gets used less often.

01	Not at all appropriate .....	1	2%	
02	.....	2	2	
03	.....	3	2	
04	Moderately appropriate .....	4	13	
05	.....	5	14	-
06	.....	6	24	x=5.77
07	Extremely appropriate.....	7	42	s=1.45
08	DK/NR .....	9		n=1203

**Q25C**  
2A

How appropriate would it be for the federal government to...  
Help Canadians understand how to use the health care system responsibly.

01	Not at all appropriate .....	1	2%	
02	.....	2	1	
03	.....	3	2	
04	Moderately appropriate .....	4	13	
05	.....	5	15	-
06	.....	6	24	x=5.82
07	Extremely appropriate.....	7	43	s=1.40
08	DK/NR .....	9		n=1203

**Q25D**  
2A

How appropriate would it be for the federal government to...  
Provide Canadians with less expensive alternatives to hospitals, such as 24-hour clinics.

01	Not at all appropriate .....	1	3%	
02	.....	2	2	
03	.....	3	2	
04	Moderately appropriate .....	4	13	
05	.....	5	16	-
06	.....	6	25	x=5.67
07	Extremely appropriate.....	7	37	s=1.47
08	DK/NR .....	9		n=1203

**Q25E**  
2A

How appropriate would it be for the federal government to...  
Find ways of making the health care system more efficient and affordable.

01	Not at all appropriate .....	1	1%	
02	.....	2	1	
03	.....	3	1	
04	Moderately appropriate .....	4	8	
05	.....	5	14	-
06	.....	6	23	x=6.06
07	Extremely appropriate.....	7	50	s=1.26
08	DK/NR .....	9		n=1203

25a → d  
25  
Q26A

Current performance of ... in the area of health care.

The federal government.

01	Terrible .....	1	11%	
02	.....	2	7	
03	.....	3	14	
04	Neither .....	4	37	
05	.....	5	19	-
06	.....	6	7	x=3.80
07	Excellent .....	7	2	s=1.44
08	DK/NR .....	9		n=1203

25  
Q26B

Current performance of ... in the area of health care.

Your provincial government.

01	Terrible .....	1	16%	
02	.....	2	9	
03	.....	3	14	
04	Neither .....	4	27	
05	.....	5	19	-
06	.....	6	9	x=3.65
07	Excellent .....	7	4	s=1.67
08	DK/NR .....	9		n=1203

25  
Q26C

Current performance of ... in the area of health care.

Health professionals like <rot4 > doctors.

01	Terrible .....	1	2%	
02	.....	2	2	
03	.....	3	5	
04	Neither .....	4	23	
05	.....	5	25	-
06	.....	6	26	x=5.10
07	Excellent .....	7	15	s=1.37
08	DK/NR .....	9		n=608

25  
Q26C

Current performance of ... in the area of health care.

Health professionals like <rot4 > nurses.

01	Terrible .....	1	4%	
02	.....	2	2	
03	.....	3	3	
04	Neither .....	4	14	
05	.....	5	14	-
06	.....	6	31	x=5.50
07	Excellent .....	7	30	s=1.54
08	DK/NR .....	9		n=595



Q27

26

How effective would you say the federal government and your provincial government are in co-operating to improve the health care system? Please respond using a 7-point scale where 1 means not at all effective, 7 means extremely effective, and the mid-point 4 means moderately effective.

01	Not at all effective .....	1	16%	
02	.....	2	11	
03	.....	3	16	
04	Moderately effective .....	4	35	
05	.....	5	14	
06	.....	6	4	-
07	Extremely effective.....	7	3	x=3.43
08	DK/NR .....	9		s=1.51
				n=1203

PRQ28

26a-7c  
27

If you were the federal Minister of Health, how much importance would you assign to each of the following issues? Please respond using a 7-point scale where 1 means not at all important, 7 means extremely important, and the mid-point 4 means moderately important.

Q28A

Importance of...  
Canada's health care system.

01	Not at all important .....	1	0%	
02	.....	2	0	
03	.....	3	1	
04	Moderately important .....	4	5	
05	.....	5	12	
06	.....	6	26	-
07	Extremely important.....	7	56	x=6.30
08	DK/NR .....	9	3	s=1.98
				n=1203

Q28B

Importance of...  
A broader plan for the health of Canadians, of which health care would be one aspect.

01	Not at all important .....	1	2%	
02	.....	2	1	
03	.....	3	2	
04	Moderately important .....	4	18	
05	.....	5	23	
06	.....	6	25	-
07	Extremely important.....	7	25	x=5.44
08	DK/NR .....	9		s=1.35
				n=1203

Benchmark Survey

27  
Q28C

Importance of...  
Early childhood development programs.

01	Not at all important	1	1%	
02		2	2	
03		3	3	
04	Moderately important	4	14	
05		5	16	-
06		6	25	x=5.74
07	Extremely important	7	39	s=1.37
08	DK/NR	9		n=1203

7  
Q28D

Importance of...  
Strategies for dealing with an ageing population.

01	Not at all important	1	1%	
02		2	1	
03		3	1	
04	Moderately important	4	9	
05		5	25	-
06		6	29	x=5.99
07	Extremely important	7	43	s=1.18
08	DK/NR	9		n=1203

7  
Q28E

Importance of...  
Health protection and the regulation of food and drugs.

01	Not at all important	1	1%	
02		2	1	
03		3	2	
04	Moderately important	4	15	
05		5	19	-
06		6	25	x=5.75
07	Extremely important	7	38	s=1.28
08	DK/NR	9		n=1203

28 → H  
29  
Q29A

How appealing is ... as a possible national agenda.  
Building the most inclusive/cohesive society in the world.

01	Extremely unappealing	1	3%	
02		2	2	
03		3	4	
04	Neither	4	20	
05		5	20	-
06		6	19	x=5.28
07	Extremely appealing	7	28	s=1.56
08	DK/NR	9		n=1203



Q29B

28

How appealing is ... as a possible national agenda.  
Strengthening Canada's position on the world stage.

01	Extremely unappealing .....	1	5%	
02	.....	2	3	
03	.....	3	5	
04	Neither .....	4	19	
05	.....	5	22	-
06	.....	6	18	x=5.16
07	Extremely appealing.....	7	27	s=1.64
08	DK/NR .....	9		n=1203

28

Q29C

How appealing is ... as a possible national agenda.  
Securing our natural environment for future generations.

01	Extremely unappealing .....	1	1%	
02	.....	2	0	
03	.....	3	0	
04	Neither .....	4	6	
05	.....	5	11	-
06	.....	6	22	x=6.29
07	Extremely appealing.....	7	59	s=1.08
08	DK/NR .....	9		n=1203

28

Q29D

How appealing is ... as a possible national agenda.  
Achieving the highest quality of life in the world.

01	Extremely unappealing .....	1	1%	
02	.....	2	1	
03	.....	3	2	
04	Neither .....	4	11	
05	.....	5	15	-
06	.....	6	22	x=5.93
07	Extremely appealing.....	7	46	s=1.30
08	DK/NR .....	9		n=1203

28

Q29E

How appealing is ... as a possible national agenda.  
Growing a vibrant and modern economy.

01	Extremely unappealing .....	1	1%	
02	.....	2	1	
03	.....	3	2	
04	Neither .....	4	8	
05	.....	5	16	-
06	.....	6	28	x=5.99
07	Extremely appealing.....	7	44	s=1.19
08	DK/NR .....	9		n=1203

Q29F

28

How appealing is ... as a possible national agenda.  
Building a world-class health care system.

- 01 Extremely unappealing .....
- 02 .....
- 03 .....
- 04 Neither .....
- 05 .....
- 06 .....
- 07 Extremely appealing .....
- 08 DK/NR .....

Q29G

28

How appealing is ... as a possible national agenda.  
Building a world-class health care system.

- 01 Extremely unappealing .....
- 02 .....
- 03 .....
- 04 Neither .....
- 05 .....
- 06 .....
- 07 Extremely appealing .....
- 08 DK/NR .....

Q29H

28

How appealing is ... as a possible national agenda.  
Promoting excellence in Canadian institutions.

- 01 Extremely unappealing .....
- 02 .....
- 03 .....
- 04 Neither .....
- 05 .....
- 06 .....
- 07 Extremely appealing .....
- 08 DK/NR .....

LAN16

*socio dimes J*

29

What is the language that you first learned at home in childhood and st

- 01 English .....
- 02 French .....
- 03 Other .....
- 04 DK/NR .....



possible national agenda.  
position on the world stage.

$\bar{x}=5.87$   
 $s=1.43$   
 $n=1203$

.....1	5%	
.....2	3	
.....3	5	
.....4	19	
.....5	22	
.....6	18	$\bar{x}=5.16$
.....7	27	$s=1.64$
.....9		$n=1203$

the national agenda.  
that for future generations.

$\bar{x}=6.36$   
 $s=1.08$   
 $n=1203$

.....1	1%	
.....2	0	
.....3	0	
.....4	6	
.....5	11	
.....6	22	$\bar{x}=6.29$
.....7	59	$s=1.08$
.....9		$n=1203$

national agenda.  
role in the world.

$\bar{x}=5.72$   
 $s=1.34$   
 $n=1203$

.....1	1%	
.....2	1	
.....3	2	
.....4	11	
.....5	15	
.....6	22	$\bar{x}=5.93$
.....7	46	$s=1.30$
.....9		$n=1203$

national agenda.  
company.

$n=1203$

.....1	1%	
.....2	1	
.....3	2	
.....4	8	
.....5	16	
.....6	28	$\bar{x}=5.99$
.....7	44	$s=1.19$
.....9		$n=1203$

**HOU16**

Which of the following types best describes your current household? \*\* if they say they are living with their parent(s) then the household is either 02 (One adult with child/children) or 04 (Married or common-law couple, with children).

30

01	One person, living alone .....	1	20%	
02	One adult with child/children .....	2	8	
03	A married or common-law couple, without children .....	3	22	
04	A married or common-law couple, with children .....	4	42	
05	Two or more unrelated persons .....	5	4	
06	Living with relatives other than parents .....	6	2	
07	More than one adult with child/children .....	7	1	
08	Other (specify) .....	8	0	
09	DK/NR .....	9	1	n=1203

**EDU16**

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

31

01	Public/Elementary school or less (grade 1-8) .....	01	4%	
02	Some high school .....	02	12	
03	Graduated from high school (grade 12-13) .....	03	28	
04	Vocational/Technical college or CEGEP .....	04	22	
05	Trade certification .....	05	2	
06	Some university .....	06	8	
07	Bachelor's degree .....	07	16	
08	Professional certification .....	08	4	
09	Graduate degree .....	09	4	
10.	DK/NR .....	99	0	n=1203

**EMP16**

Which of the following categories best describes your CURRENT employment status?

32

01	Self-employed .....	01	11%	
02	Employed full-time .....	02	41	
03	Employed part-time .....	03	9	
04	Seasonal employment .....	04	2	
05	Term employment .....	05	0	
06	Unemployed .....	06	4	
07	Student .....	07	7	
08	Retired .....	08	19	
08	Homemaker .....	09	5	
09	Disability/sick leave .....	10	2	
08	Maternity/paternal leave .....	11	0	
09	Other (specify) .....	12	0	
08	DK/NR .....	99	0	n=1203



**INC16**

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

33	01	<\$20,000.....	1	16%	
	02	\$20,000-\$39,999.....	2	23	
	03	\$40,000-\$59,999.....	3	19	
	04	\$60,000-\$79,000.....	4	14	
	05	\$80,000 or more.....	5	13	
	06	DK/NR.....	9	15	n=1203

**AGE**

What is your age, please?

34	01	Under 25.....	1	17%	
	02	25-34 years.....	2	18	
	03	35-44 years.....	3	22	
	04	45-54 years.....	4	16	
	05	55-64 years.....	5	11	
	06	65 years or older.....	6	15	
	08	(DON'T READ) DK/NR.....	9	1	n=1203