

# ***Canadians' opinions on home healthcare and nurses***

***CNA Research Summary***

*submitted by Nanos to Canadian Nurses Association (CNA), June 2016  
(Submission 2016-854)*





## *Canadians have stronger support for healthcare at home and confidence in nurse practitioners in 2016*

The majority of Canadians feel that being able to access healthcare as a senior from their house is extremely important and support the federal government having an enhanced role for nurses who give aid to seniors in a home environment. There is also high confidence in nurse practitioner's abilities to manage day-to-day healthcare needs

- **Canadians feel that the ability to age at home is extremely important** – The vast majority of Canadians feel that it is important (81%) or somewhat important (17%) for their loved ones to be able to age at home with access to healthcare. One percent each feel that this is unimportant or somewhat unimportant, while one percent is unsure. Although the overall importance remained stable, the intensity of importance has increased since 2014.
- **Strong support for nurses having an enhanced role**– Most of Canadians feel that nurses having an enhanced role in delivering healthcare to seniors is important (66%) or somewhat important (19%). Four percent of Canadians feel that the enhanced role is somewhat unimportant while six percent say it's unimportant. Five percent are unsure. When the survey was conducted in 2014, there was stronger support towards an enhanced role for nurses as the strong majority of Canadians supported (75%) or somewhat supported (20%) this. Two percent of the population each, opposed or somewhat opposed this.
- **Canadians have high confidence in nurse practitioners**– Six out of ten Canadians (61%) have a high level of confidence in our nurses, while 32% of Canadians have a medium level of confidence. Only five percent of Canadians have low confidence and two percent are unsure. The overall confidence in nurse practitioners has significantly increased since 2012.

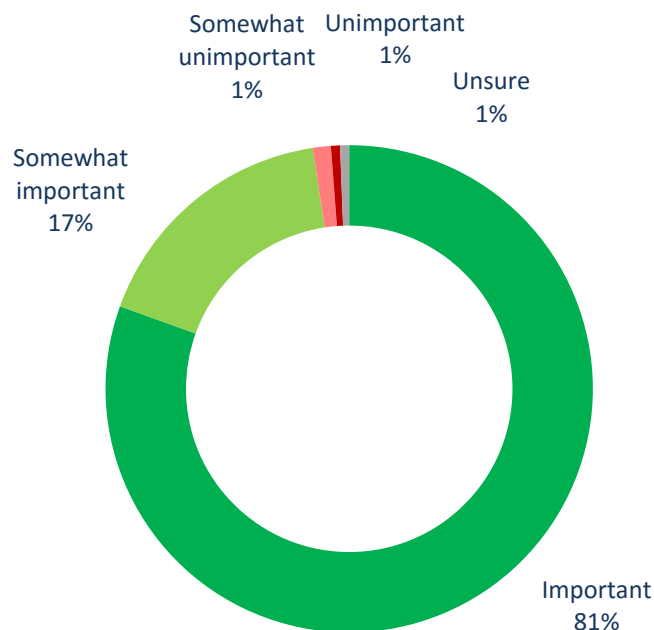
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 27th and June 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Canadian Nurses Association.

# Importance of healthcare at home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27<sup>th</sup> to June 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+95.8



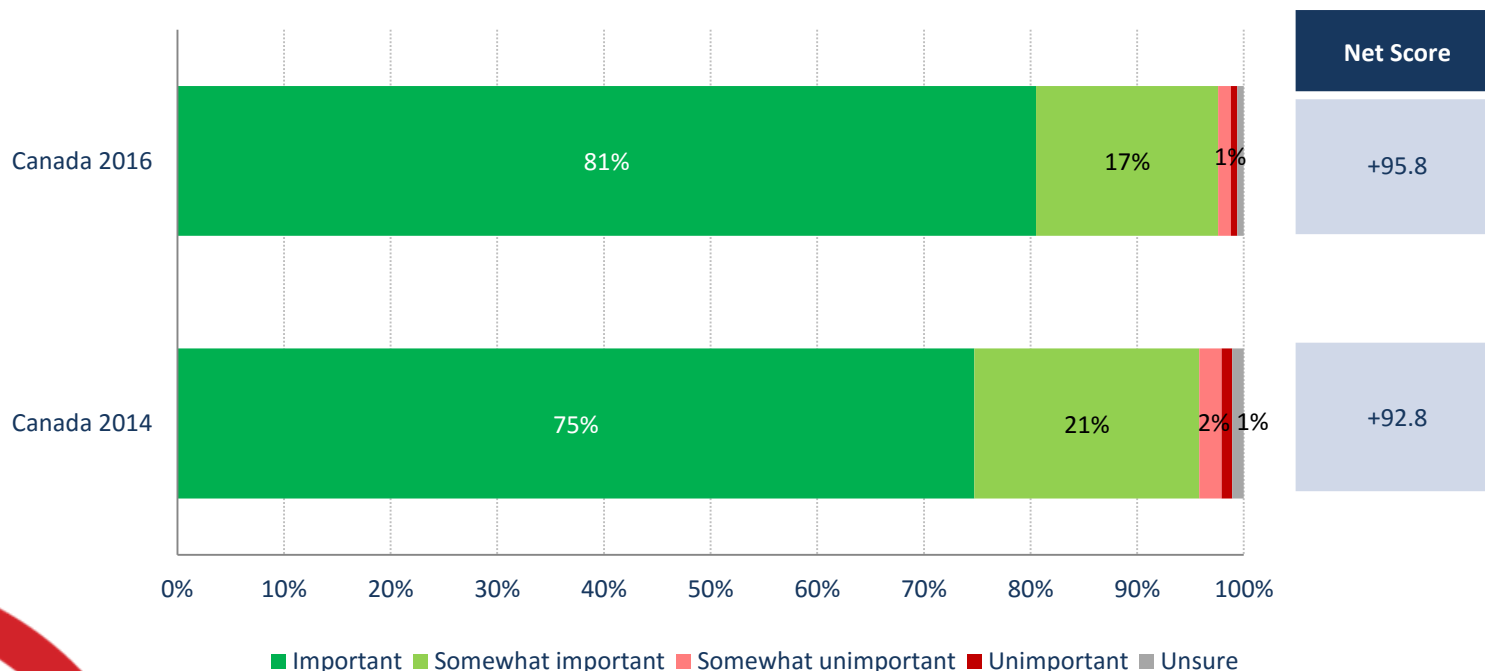
\*Note: Charts may not add up to 100 due to rounding

Subgroups	Important/ Somewhat important
Atlantic (n=100)	98.1%
Quebec (n=250)	98.0%
Ontario (n=300)	97.7%
Prairies (n=200)	96.2%
British Columbia (n=150)	97.8%
Male (n=500)	97.2%
Female (n=500)	98.0%
18 to 29 (n=162)	95.5%
30 to 39 (n=170)	97.2%
40 to 49 (n=206)	97.3%
50 to 59 (n=207)	99.1%
60 plus (n=255)	98.7%

**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant that you and your loved ones have the ability to age at home with access to health care in a home setting?

# Importance of healthcare at home

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27<sup>th</sup> to June 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.  
Tracking source: RDD dual frame hybrid telephone and online random survey, October 18<sup>th</sup> to 21<sup>st</sup>, 2014, n=1,000, accurate  $\pm 3.1$  percentage points 19 times out of 20.



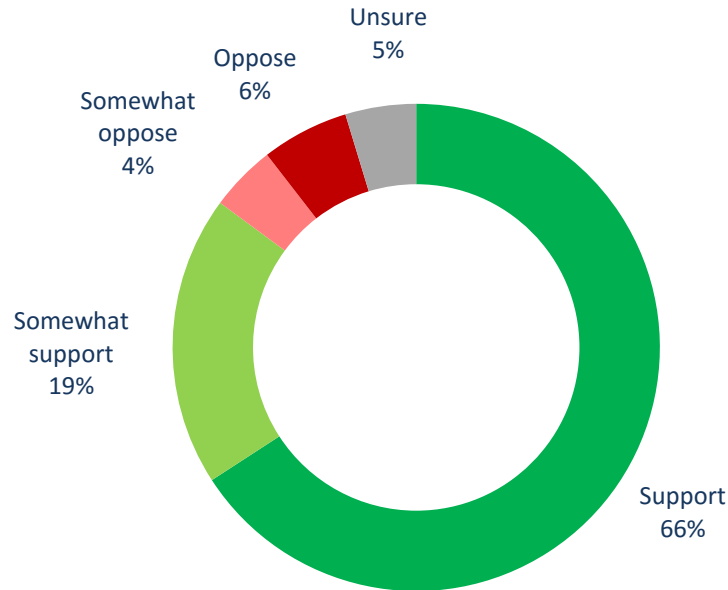
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**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant that you and your loved ones have the ability to age at home with access to health care in a home setting?

# An enhanced role for nurses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27<sup>th</sup> to June 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+75.0



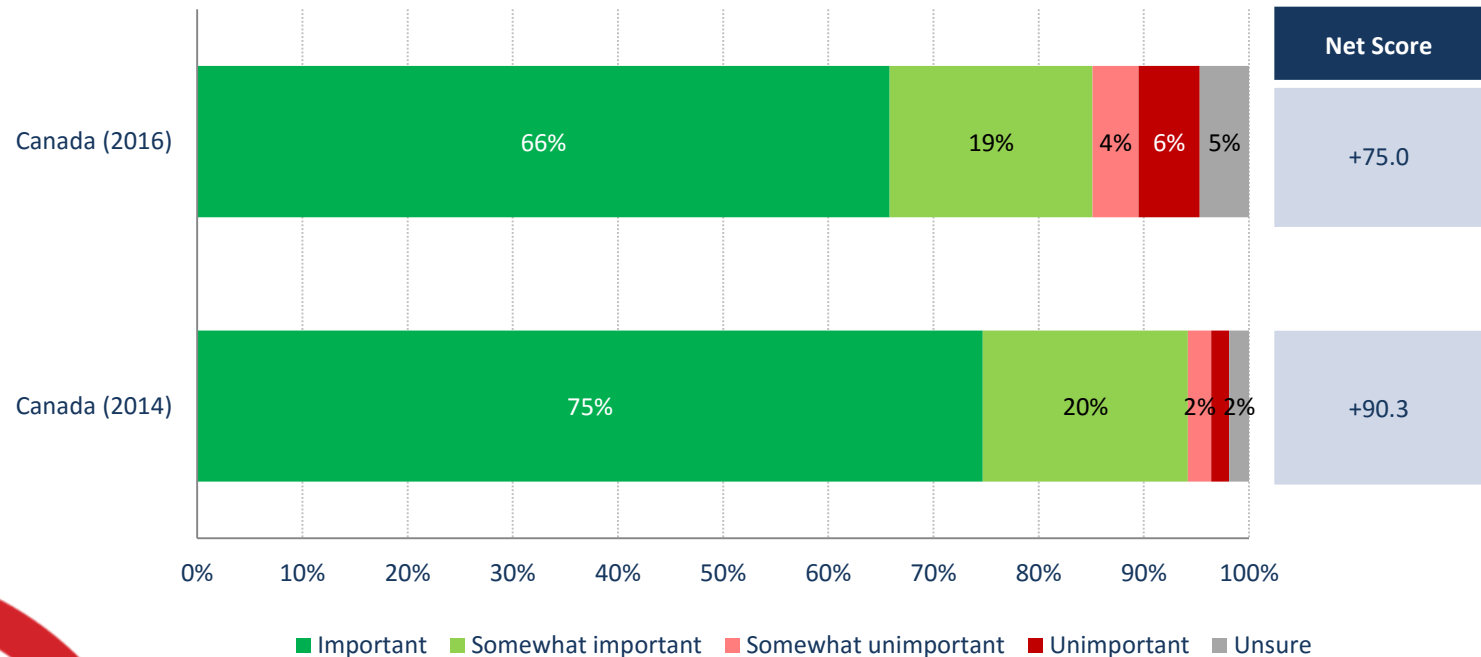
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Subgroups	Support/ Somewhat support
Atlantic (n=100)	94.5%
Quebec (n=250)	69.6%
Ontario (n=300)	89.9%
Prairies (n=200)	85.9%
British Columbia (n=150)	94.7%
Male (n=500)	83.2%
Female (n=500)	87.2%
18 to 29 (n=162)	84.4%
30 to 39 (n=170)	84.6%
40 to 49 (n=206)	84.2%
50 to 59 (n=207)	88.3%
60 plus (n=255)	84.9%

**QUESTION** – Do you support, somewhat support, somewhat oppose, or oppose federal government involvement in having an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system.

# An enhanced role for nurses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27<sup>th</sup> to June 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.  
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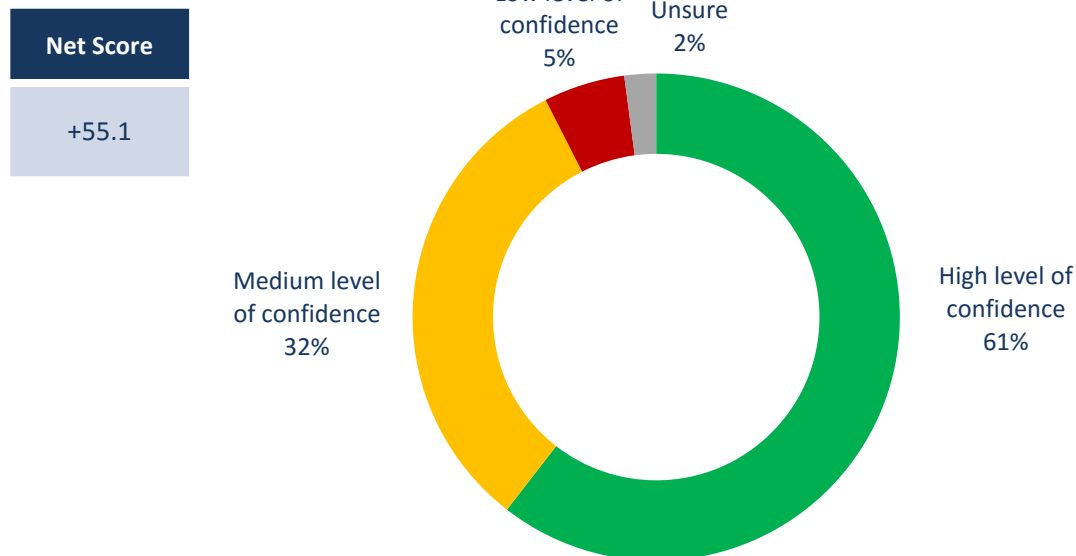


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**QUESTION** – Do you support, somewhat support, somewhat oppose, or oppose federal government involvement in having an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system.

# Confidence in nurse practitioners

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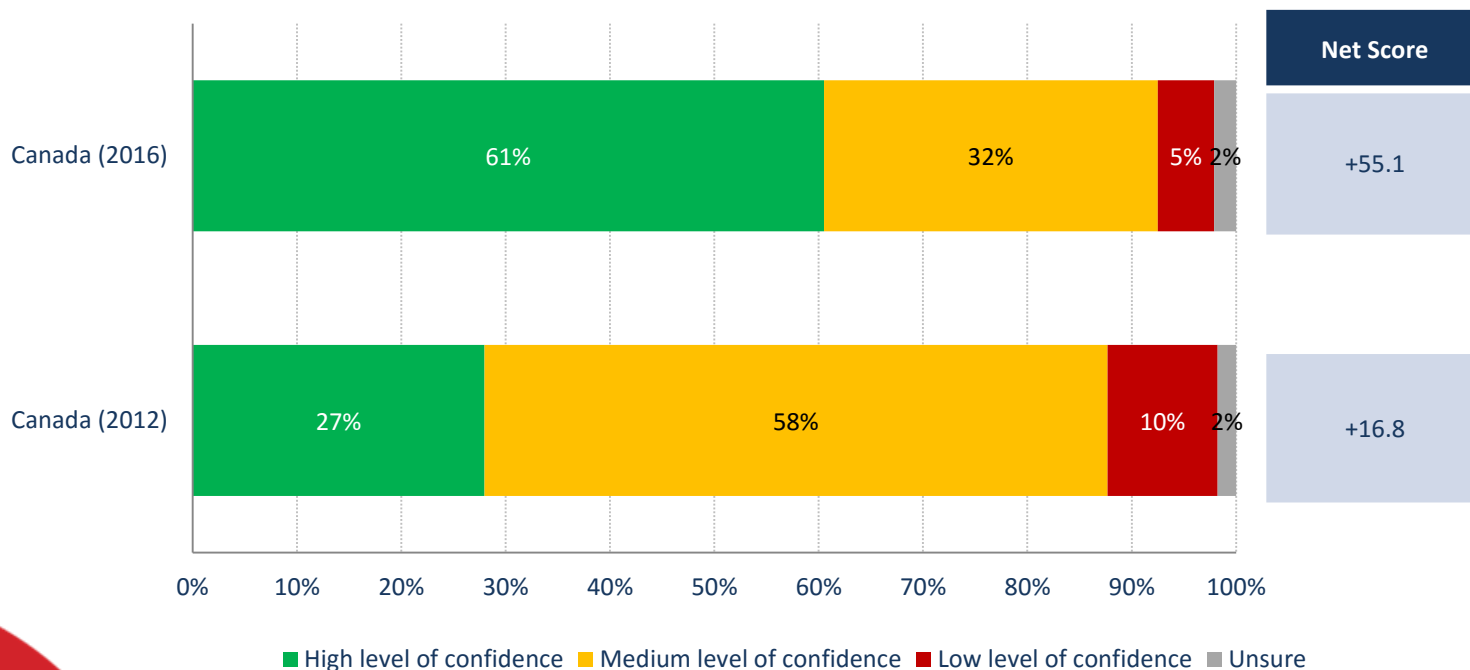
Subgroups	High level of confidence
Atlantic (n=100)	69.1%
Quebec (n=250)	74.1%
Ontario (n=300)	54.9%
Prairies (n=200)	48.0%
British Columbia (n=150)	60.1%
Male (n=500)	59.6%
Female (n=500)	61.5%
18 to 29 (n=162)	58.9%
30 to 39 (n=170)	61.4%
40 to 49 (n=206)	61.4%
50 to 59 (n=207)	59.3%
60 plus (n=255)	61.5%

**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – As you may know, nurse practitioners can diagnose, treat illnesses, order tests and prescribe medications. Do you have a high, medium or low level of confidence in the ability of nurse practitioners managing your day-to-day healthcare needs in clinics outside of hospitals?

# Confidence in nurse practitioners

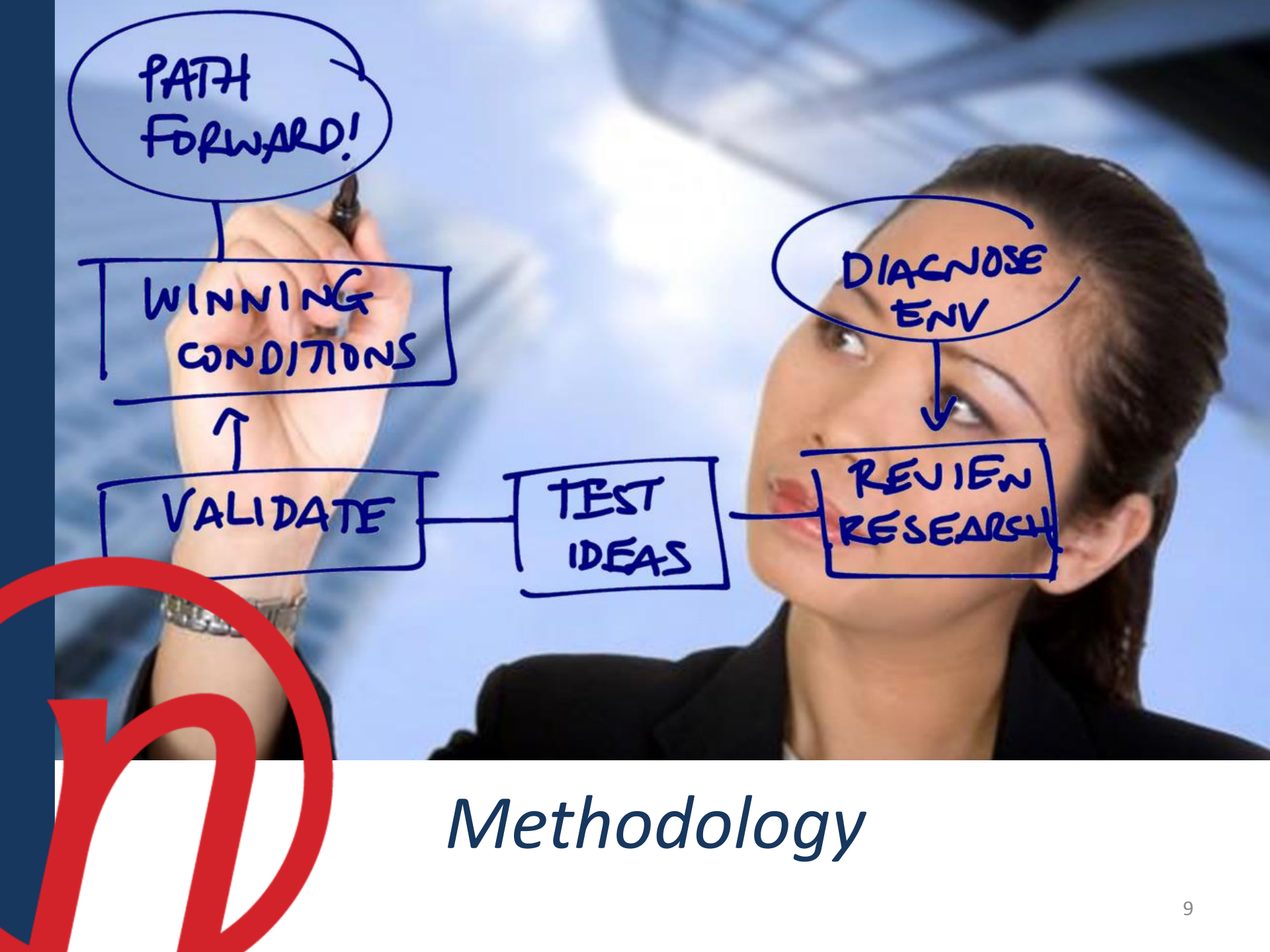
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 27<sup>th</sup> to June 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.  
Tracking source: National representative online survey of 1,000 Canadians aged 18 and over, conducted on December 19<sup>th</sup> and 20<sup>th</sup>, 2012.



**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – As you may know, nurse practitioners can diagnose, treat illnesses, order tests and prescribe medications. Do you have a high, medium or low level of confidence in the ability of nurse practitioners managing your day-to-day healthcare needs in clinics outside of hospitals?





# Methodology

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 27<sup>th</sup> and June 1<sup>st</sup>, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Canadian Nurses Association.

Previous waves: On December 19<sup>th</sup> and 20<sup>th</sup>, 2012, Nanos Research conducted a representative online survey of 1,000 Canadians aged 18 and over. The results were weighted demographically using the latest Census results and should be considered an accurate representation of opinion at the time of the research. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 18<sup>th</sup> and 21<sup>st</sup>, 2014 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Technical Note

Element	Description
Organization who commissioned the research	Canadian Nurses Association
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 27 <sup>th</sup> to June 1 <sup>st</sup> , 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	16 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module six of an omnibus survey. Previous modules included vote preferences, unprompted issues of concern, electorate reform, marijuana legalization, gasoline and greenhouse gas emissions
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.