



CNA Hill Day Project Summary

submitted by Nanos, November, 2014 (Submission 2014-592)



Canadians Support Federal Involvement to Further Seniors Home Health Care

Being able to age at home with access to health care important for Canadians

Almost all Canadians think it is important or somewhat important (95.9%) that they and their loved ones are able to age at home with access to health care in a home setting. In the 25 federal ridings with parliamentarians involved in health policy decisions 97.6% think it is important or somewhat important.

There is considerable support for federal involvement in the issue among Canadians overall and within the 25 target ridings.

- 67.0% support and 26.8% somewhat support improving the financial support for family caregivers who are supporting aging relatives (83.0% support and 11.6% somewhat support).
- 51.0% support and 31.5% somewhat support publicly funding all of the community health care that a senior will need delivered at home (71.4% support and 18.8% somewhat support in the ridings).
- 74.7% support and 19.5% somewhat support an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system (83.0% support and 9.7% somewhat support this idea in the ridings).

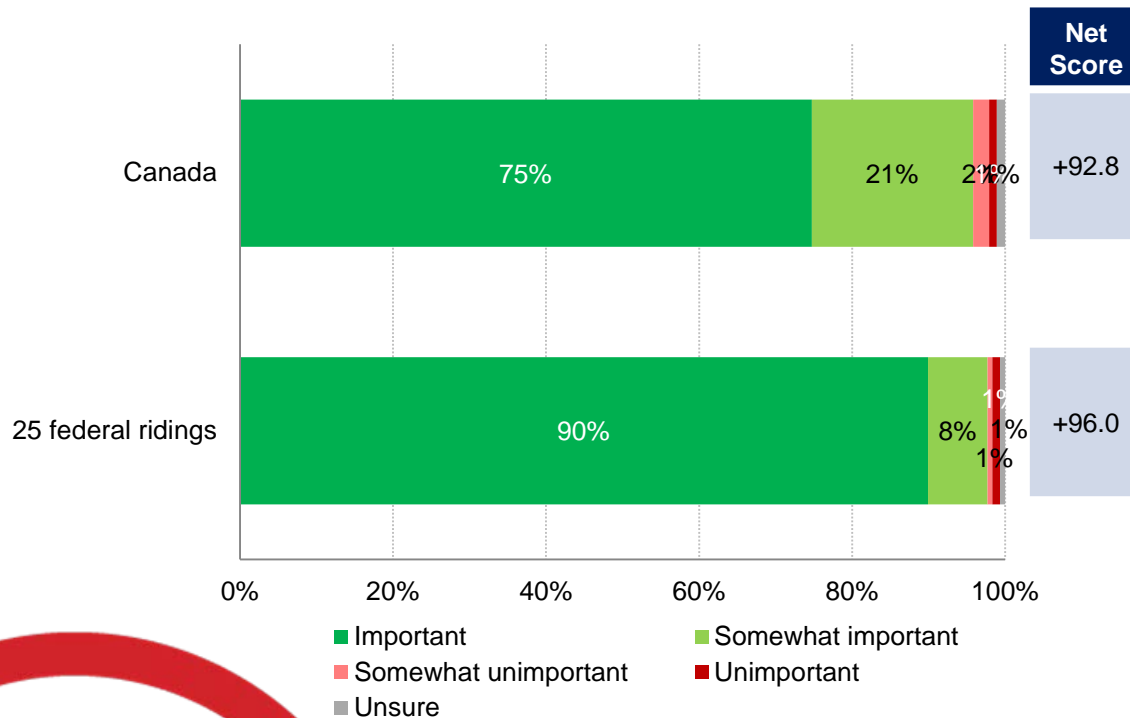
In terms of specific actions the federal government could take, the option most preferred by Canadians is to provide additional funding to the provinces for seniors home health care (35.0%) followed closely by investing in nurses in the community (30.3%) to help seniors and caregivers connect to the right services.

Residents of the 25 ridings most prefer to increase the tax credit for family members who are caring for a senior (33.7%), followed by providing additional funding to the provinces for seniors home health care (27.6%).

Importance of Healthcare at Home

Canada Source: RDD dual frame hybrid telephone and online random survey, October 18th to 21st, 2014, n=1,000, accurate ± 3.1 percentage points 19 times out of 20.

Riding Source: Random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate ± 1.7 percentage points 19 times out of 20.



Subgroups (Canada)	Important/ Somewhat important
Atlantic (n=100)	98.3%
Quebec (n=250)	94.8%
Ontario (n=300)	94.8%
Prairies (n=200)	95.2%
British Columbia (n=150)	98.8%
Male (n=503)	95.3%
Female (n=496)	96.4%
18 to 29 (n=206)	90.9%
30 to 39 (n=169)	95.7%
40 to 49 (n=208)	97.0%
50 to 59 (n=178)	96.6%
60 plus (n=239)	98.6%

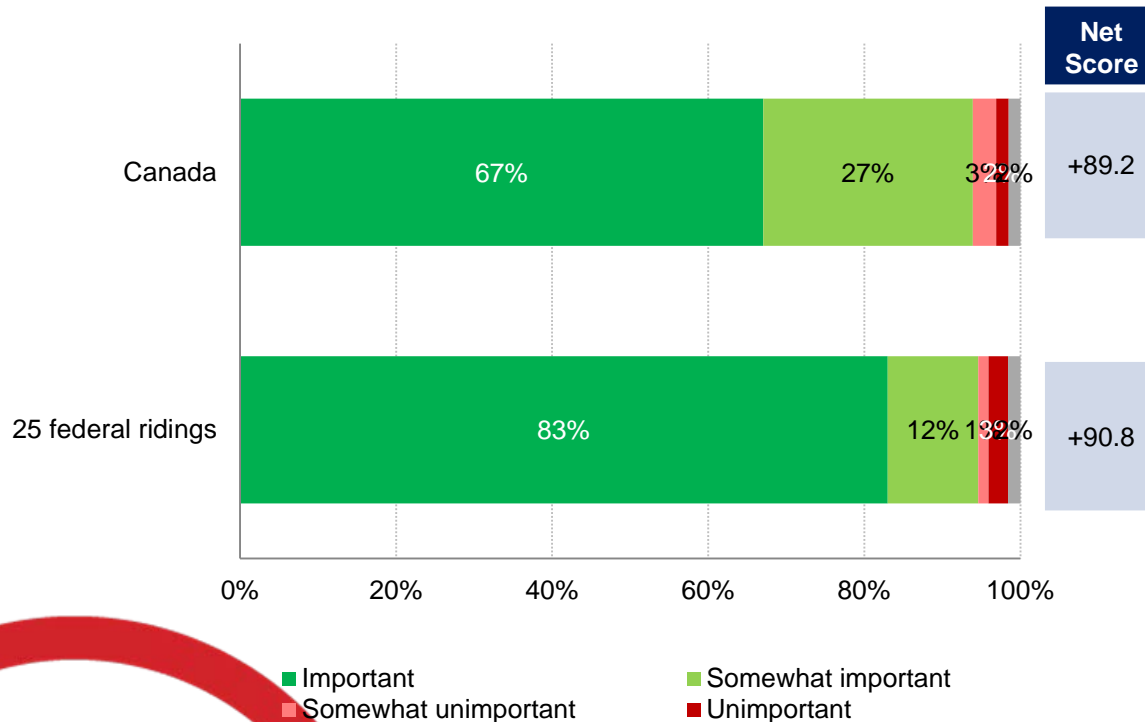
***Note: Charts may not add up to 100 due to rounding**

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?

Support for Improving Financial Support

Canada Source: RDD dual frame hybrid telephone and online random survey, October 18th to 21st, 2014, n=1,000, accurate ± 3.1 percentage points 19 times out of 20.

Riding Source: Random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate ± 1.7 percentage points 19 times out of 20.



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

Subgroups (Canada)	Support/ Somewhat support
Atlantic (n=100)	96.9%
Quebec (n=250)	91.4%
Ontario (n=300)	91.4%
Prairies (n=200)	98.0%
British Columbia (n=150)	95.1%
Male (n=503)	93.4%
Female (n=496)	94.3%
18 to 29 (n=206)	89.0%
30 to 39 (n=169)	94.9%
40 to 49 (n=208)	93.7%
50 to 59 (n=178)	94.8%
60 plus (n=239)	96.7%

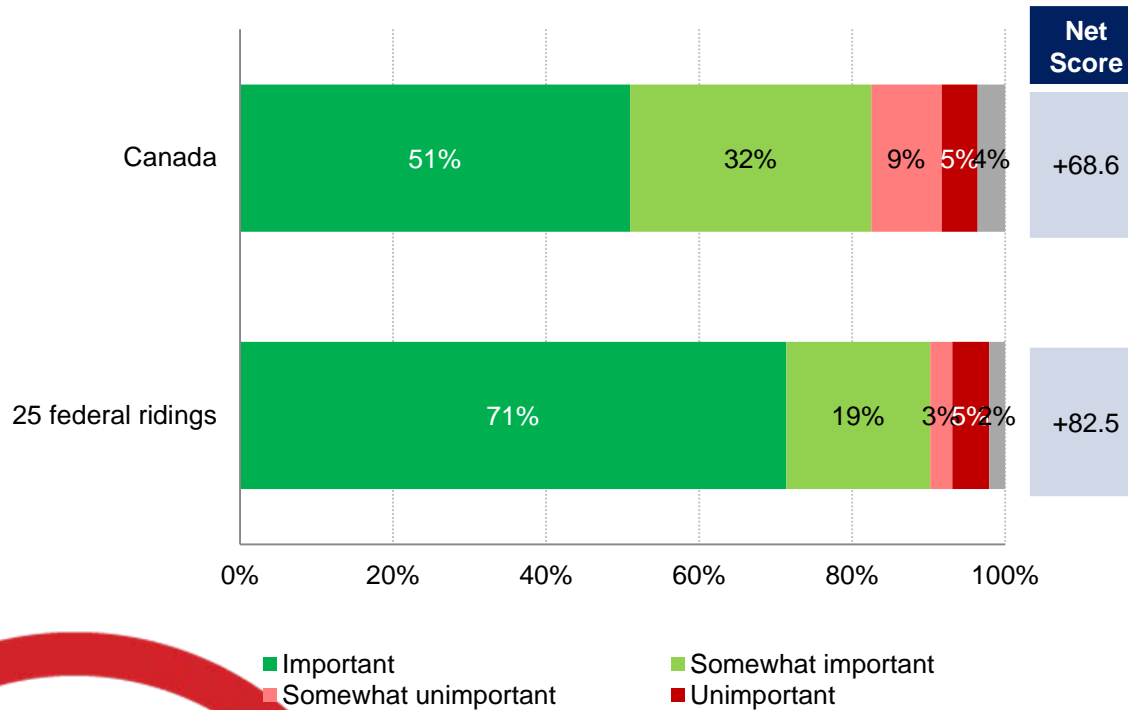
QUESTION – Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
 [RANDOMIZE]

Improving the financial support available to family caregivers who are supporting aging relatives.

Support for Funding All of the Community Care

Canada Source: RDD dual frame hybrid telephone and online random survey, October 18th to 21st, 2014, n=1,000, accurate ± 3.1 percentage points 19 times out of 20.

Riding Source: Random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate ± 1.7 percentage points 19 times out of 20.



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

Subgroups (Canada)	Support/ Somewhat support
Atlantic (n=100)	89.7%
Quebec (n=250)	83.4%
Ontario (n=300)	77.7%
Prairies (n=200)	83.4%
British Columbia (n=150)	85.2%
Male (n=503)	79.5%
Female (n=496)	85.7%
18 to 29 (n=206)	78.3%
30 to 39 (n=169)	78.5%
40 to 49 (n=208)	81.3%
50 to 59 (n=178)	86.0%
60 plus (n=239)	87.6%

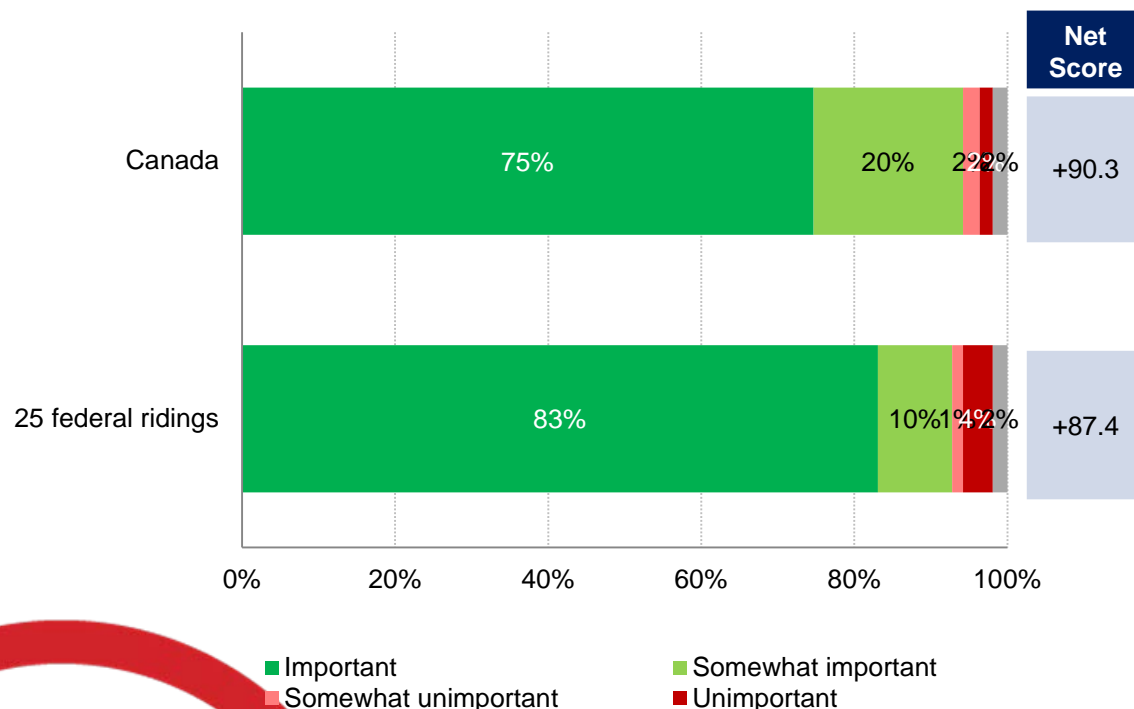
QUESTION – Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[RANDOMIZE]

Publicly funding all of the community health care that a senior will need delivered at home

An Enhanced Role for Nurses

Canada Source: RDD dual frame hybrid telephone and online random survey, October 18th to 21st, 2014, n=1,000, accurate ± 3.1 percentage points 19 times out of 20.

Riding Source: Random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate ± 1.7 percentage points 19 times out of 20.



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

Subgroups (Canada)	Support/ Somewhat support
Atlantic (n=100)	96.9%
Quebec (n=250)	93.9%
Ontario (n=300)	94.0%
Prairies (n=200)	92.7%
British Columbia (n=150)	95.2%
Male (n=503)	93.3%
Female (n=496)	95.0%
18 to 29 (n=206)	91.6%
30 to 39 (n=169)	91.5%
40 to 49 (n=208)	93.8%
50 to 59 (n=178)	97.1%
60 plus (n=239)	96.4%

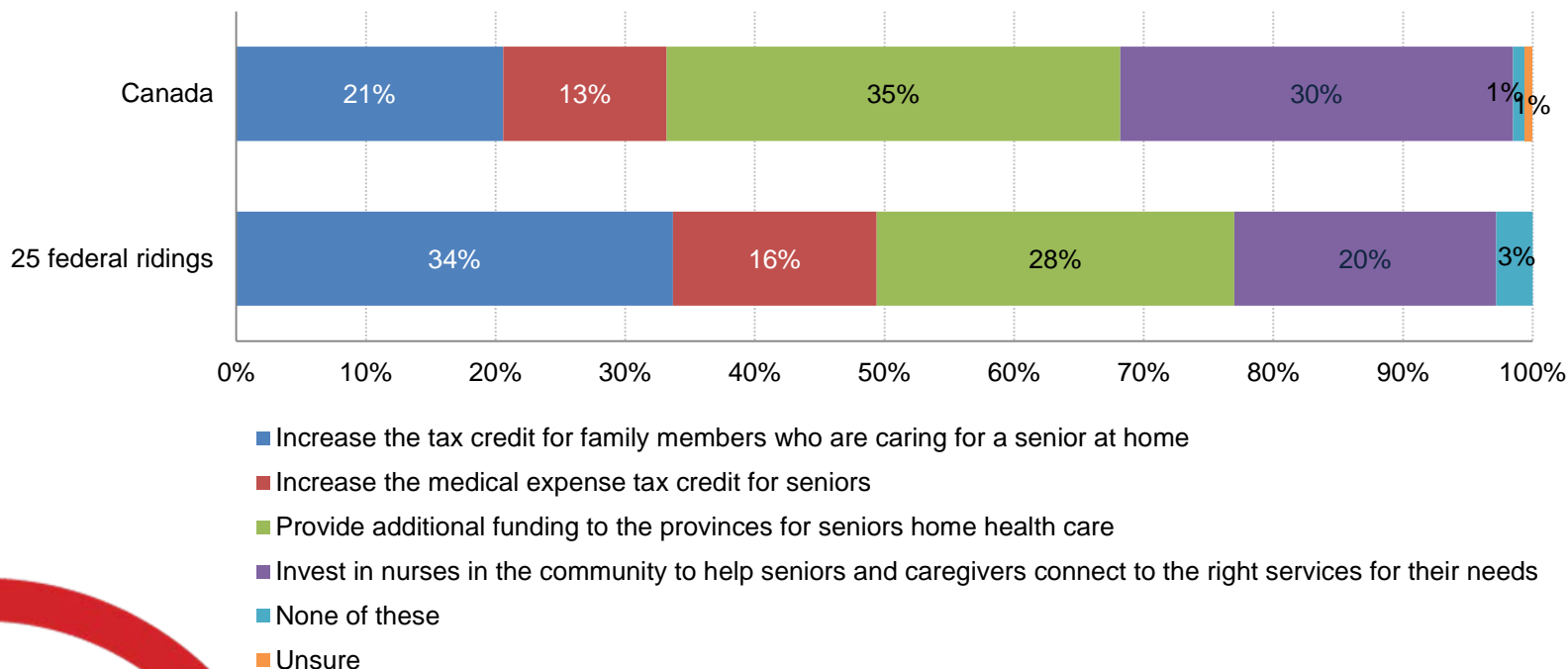
QUESTION – Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[RANDOMIZE]

Having an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system

The Federal Government's Activities

Canada Source: RDD dual frame hybrid telephone and online random survey, October 18th to 21st, 2014, n=1,000, accurate ± 3.1 percentage points 19 times out of 20.

Riding Source: Random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate ± 1.7 percentage points 19 times out of 20.



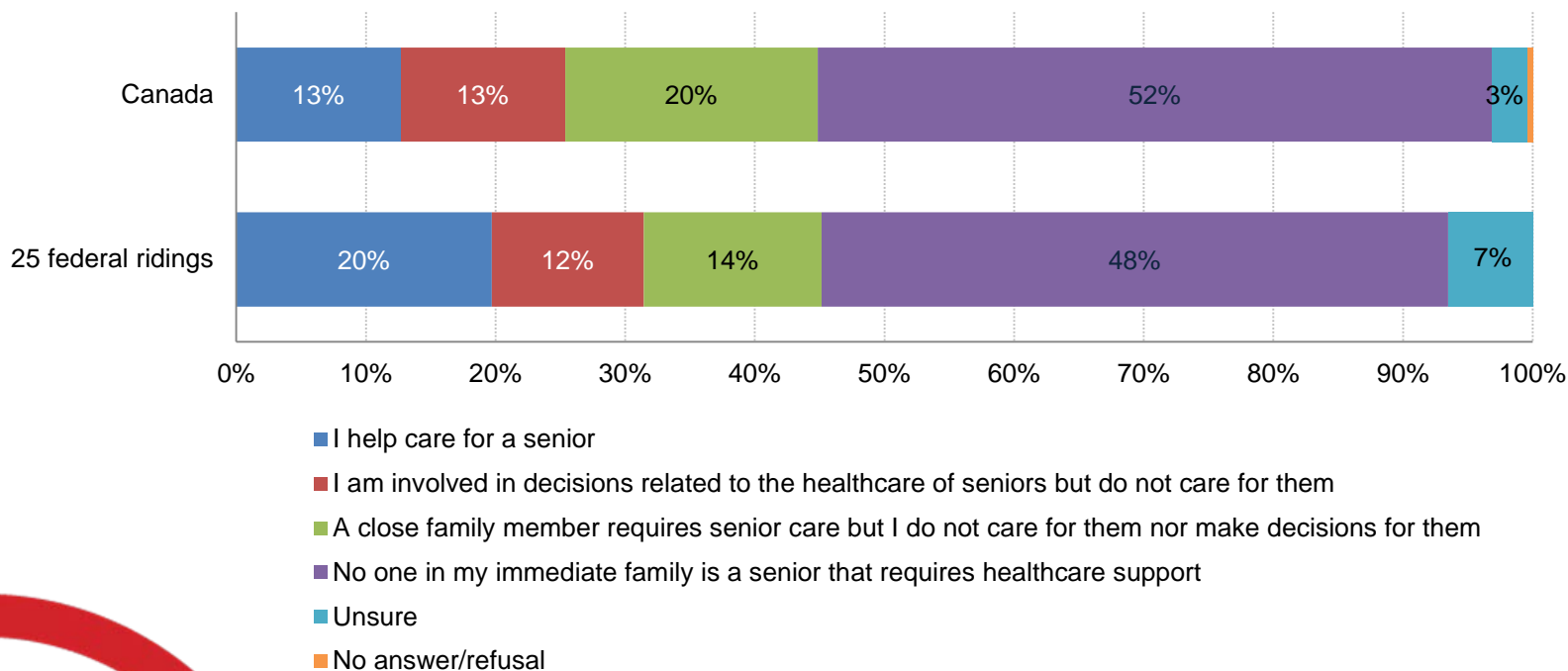
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QUESTION – The federal government could undertake a number of possible activities to meet the healthcare goals of seniors. I am going to read you a list of specific activities and would like you to rank the top two activities that you think the government should undertake. [First ranked responses]

Personal Situation

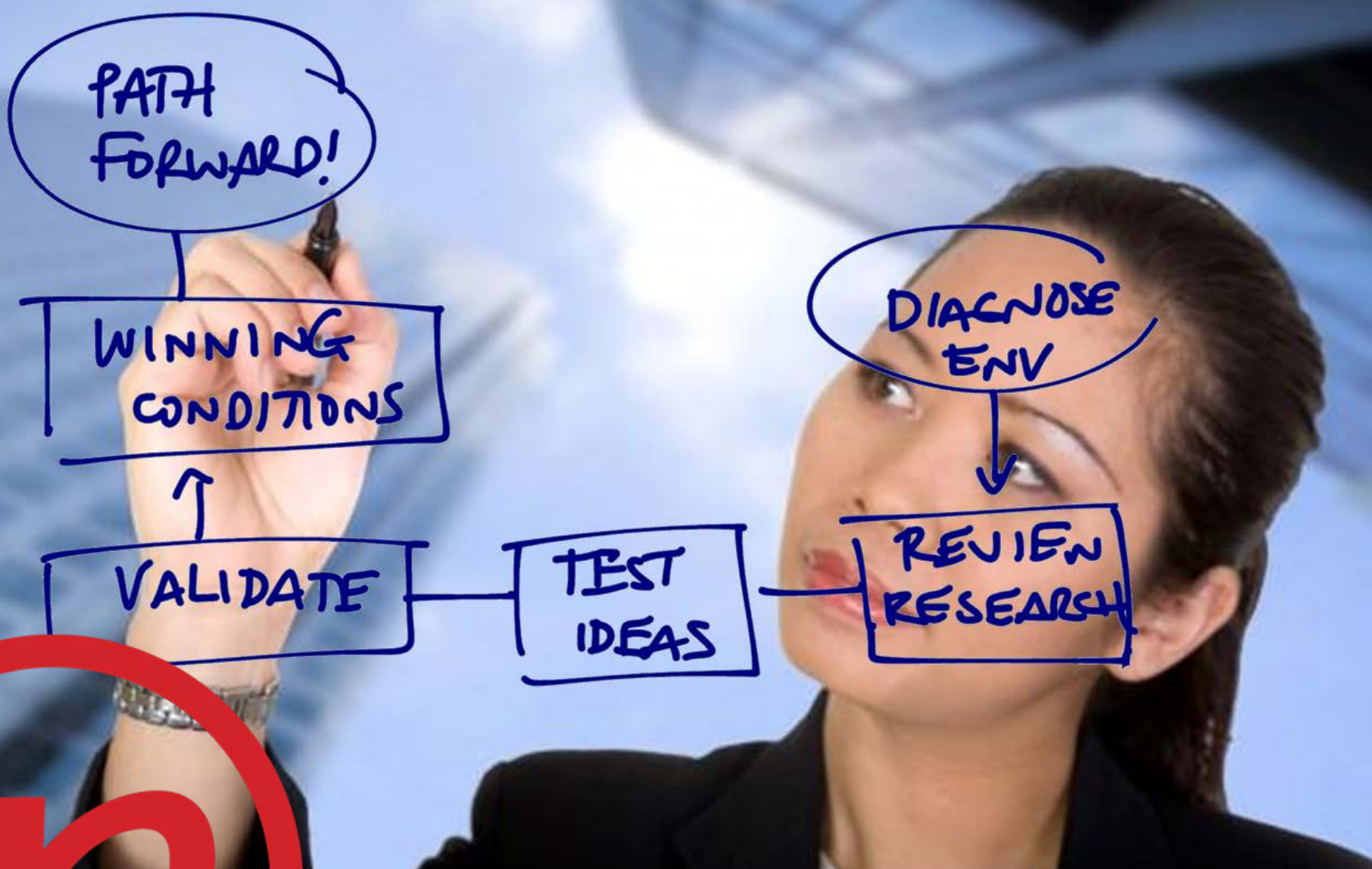
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QUESTION – Which of the following BEST describes you.



Methodology

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National Survey

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 18th and 21st, 2014 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 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 ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Nurses Association.

Note: Charts may not add up to 100 due to rounding.

Methodology continued

25 Federal Ridings

Nanos conducted a random telephone survey of 3,125 Canadian voters, aged 45 or older, in 25 ridings, between October 31st and November 13th, 2014. The survey was completed using live agents. The sample included both land- and cell-lines. 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 3,125 Canadians is ± 1.7 percentage points, 19 times out of 20.

The 25 federal ridings were held by ranking parliamentarians involved in health policy decisions who will be re-offering in the next federal election. The focus of the study was on parliamentary leadership/senior caucus members in the House of Commons.

The 25 ridings were:

Huron—Bruce, Vancouver East, Vancouver Centre, Mississauga—Brampton South, Oakville, Nickel Belt, Chicoutimi—Le Fjord, Mississauga East—Cooksville, Kootenay—Columbia, Markham—Unionville, Calgary—Southwest, Outremont, Papineau, Saanich—Gulf Islands, Edmonton—Spruce Grove, Richmond, Portage—Lisgar, London—Fanshawe, Halifax, Hamilton Centre, Wascana, Beausejour, Kings—Hants, Churchill, Kenora

The research was commissioned by the Canadian Nurses Association.

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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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