



EKOS Poll

Private Voices, Public Choices

**Sponsored by The Charles E. Frosst
Foundation for Health Care**

November 7th, 2002



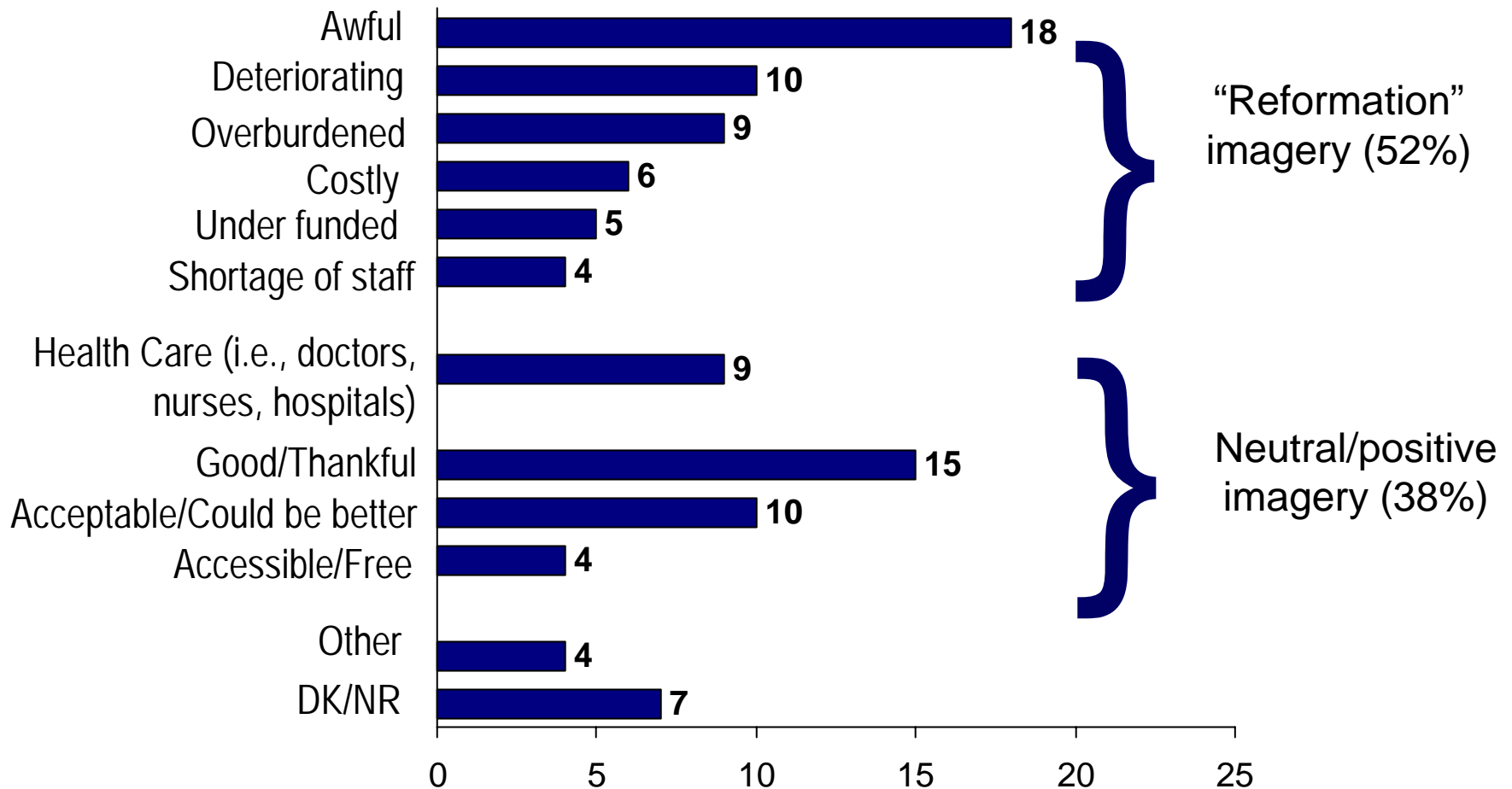
EKOS RESEARCH ASSOCIATES

Methodology

- **Telephone survey of the general public**
 - ❖ 1,006 completed interviews with a national random sample of Canadians 18 years of age and over
 - ❖ Interview period: October 29-31, 2002
 - ❖ National results valid within +/- 2.5 percentage points, 19 times out of 20
 - ✓ The margin of error increases when the results are subdivided.
 - ✓ It should also be noted that the refusal rate and other measurement errors could also increase the margin of error.
- **Tracking results by EKOS studies *Rethinking Government* and *Rethinking Citizen Engagement***
- **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data**

Top-of-Mind Imagery

“What is the first word that comes to mind when you think about the health care system in Canada?”

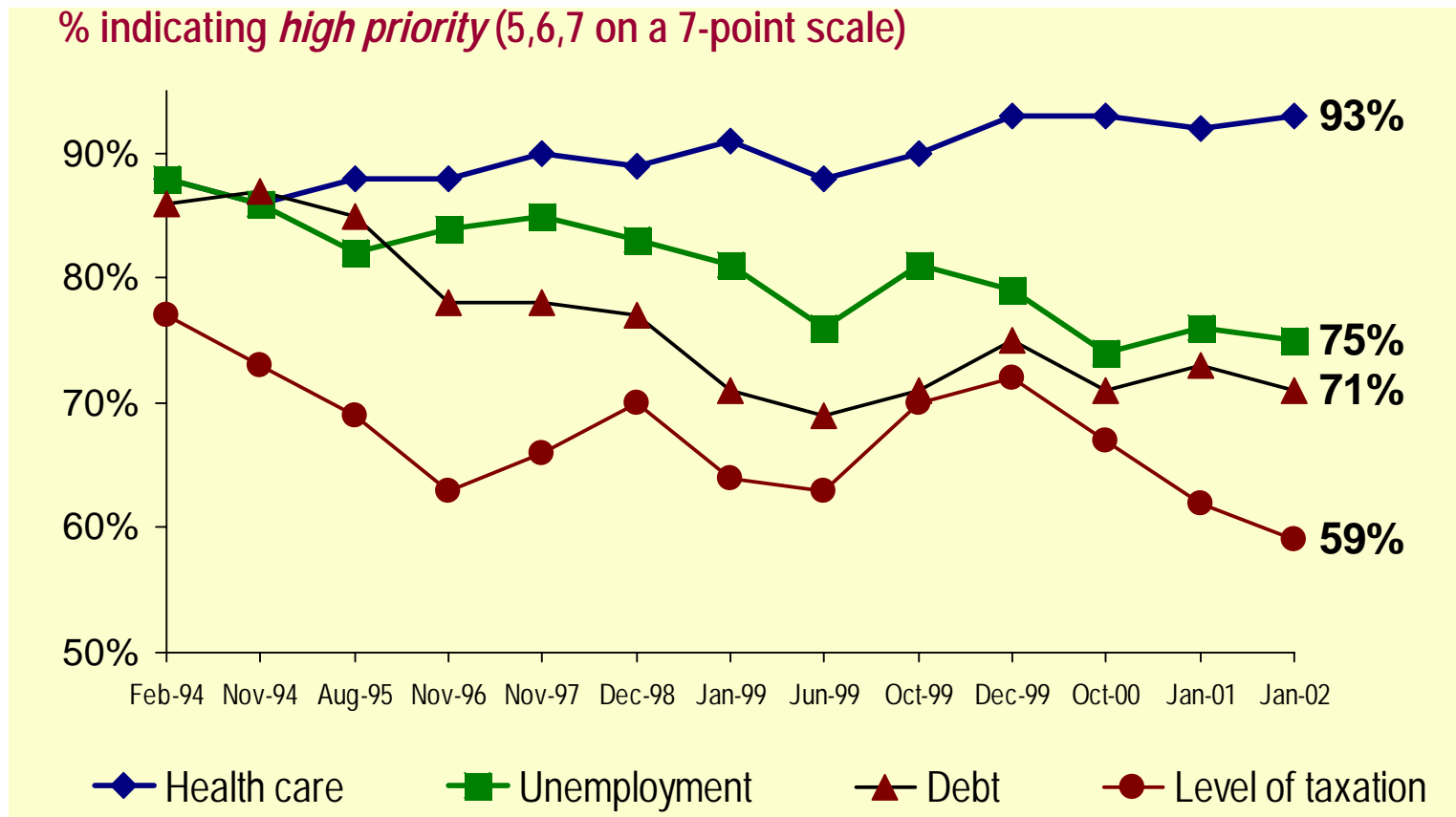


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*The Charles E. Frosst Foundation Survey,
October 29-31, 2002*

Health Care Remains the Top Priority

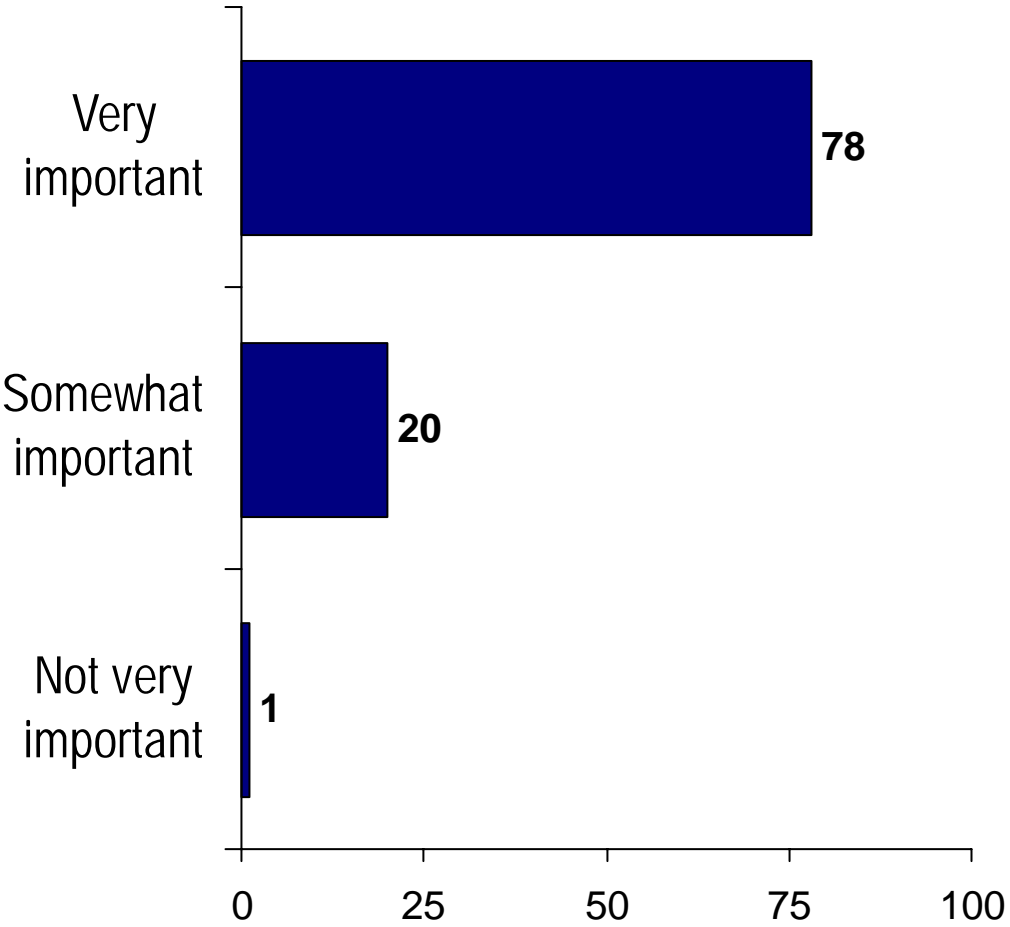
“Thinking not just of today but over the next five years, what priority should the federal government place on each of the following areas?”



Note: “debt and deficit” replaced by “debt and public finances” in January, 1998

Citizen Involvement

“How important is it for citizens to be involved in major decisions affecting the health care system in Canada?”

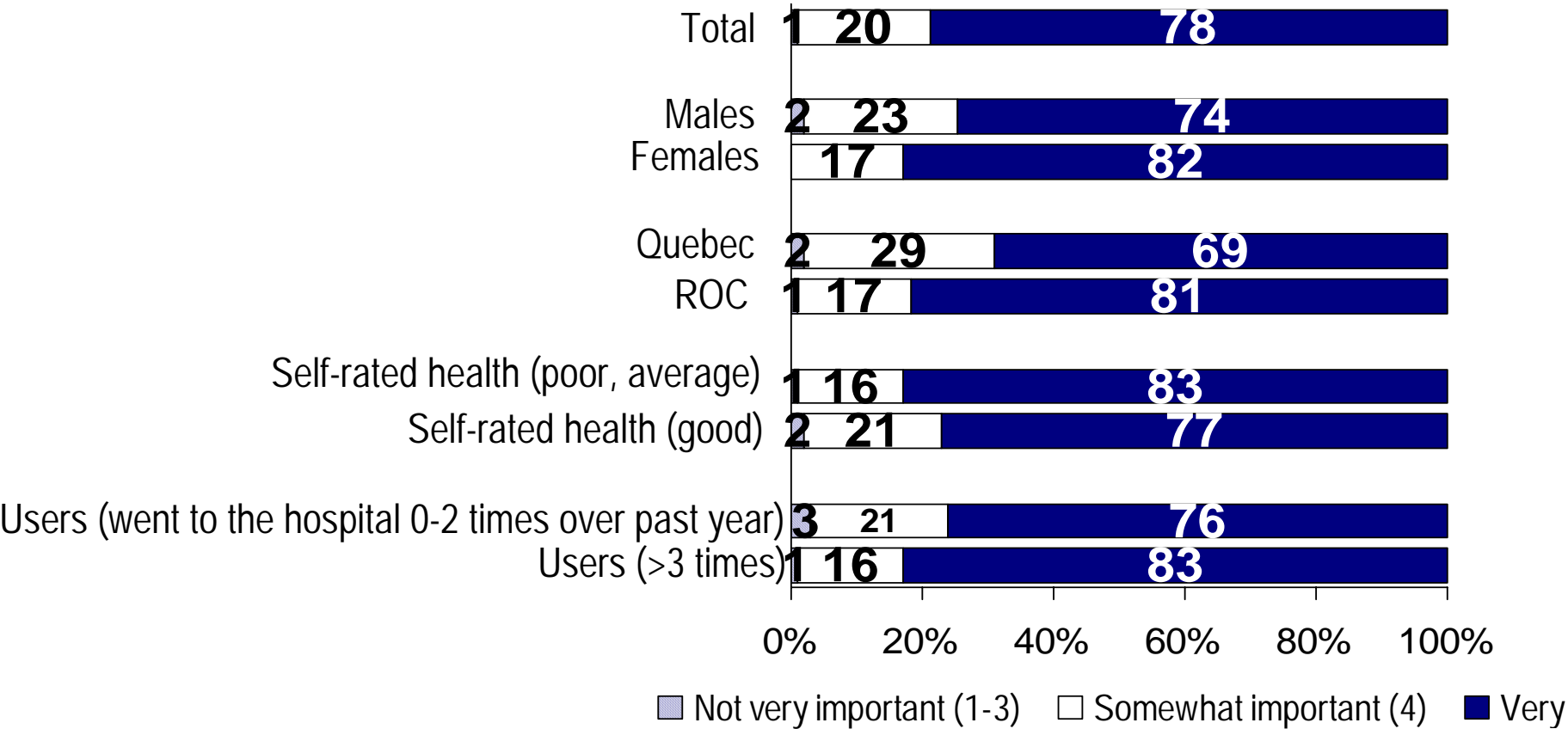


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Citizen Involvement (continued)

“How important is it for citizens to be involved in major decisions affecting the health care system in Canada?”

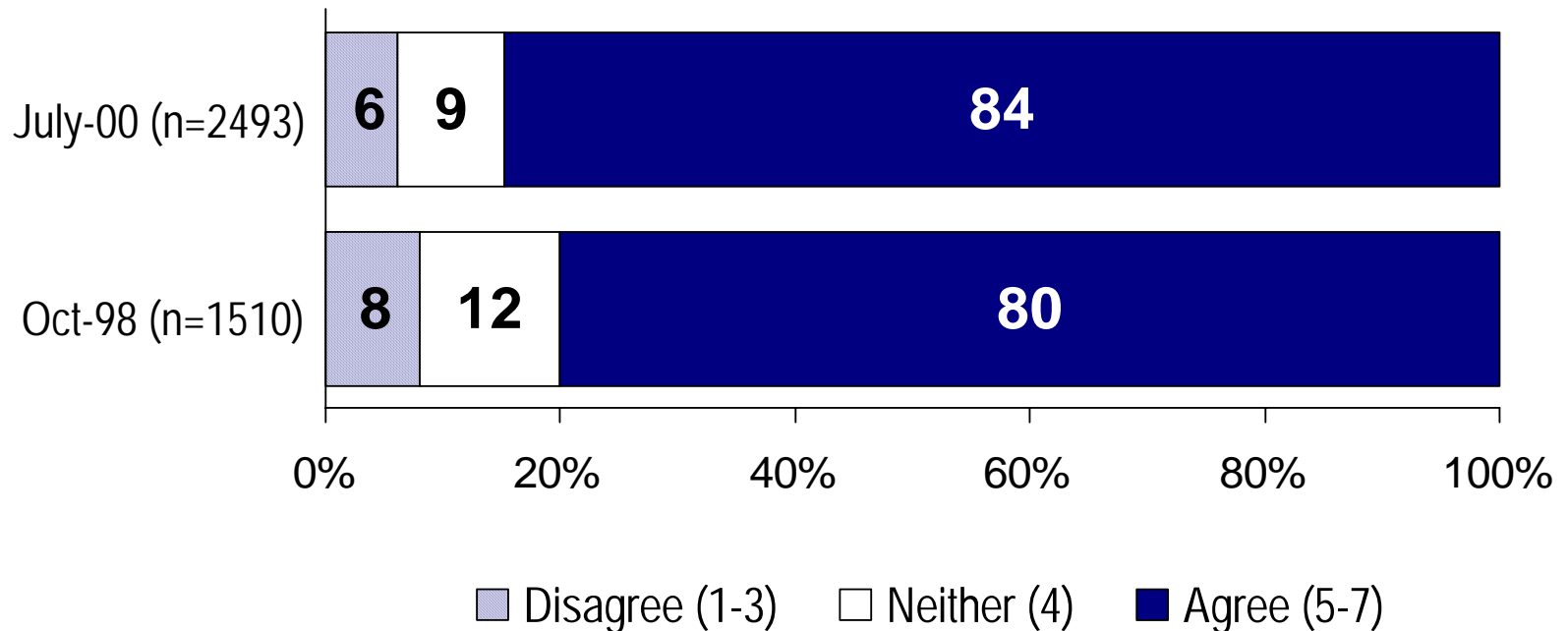


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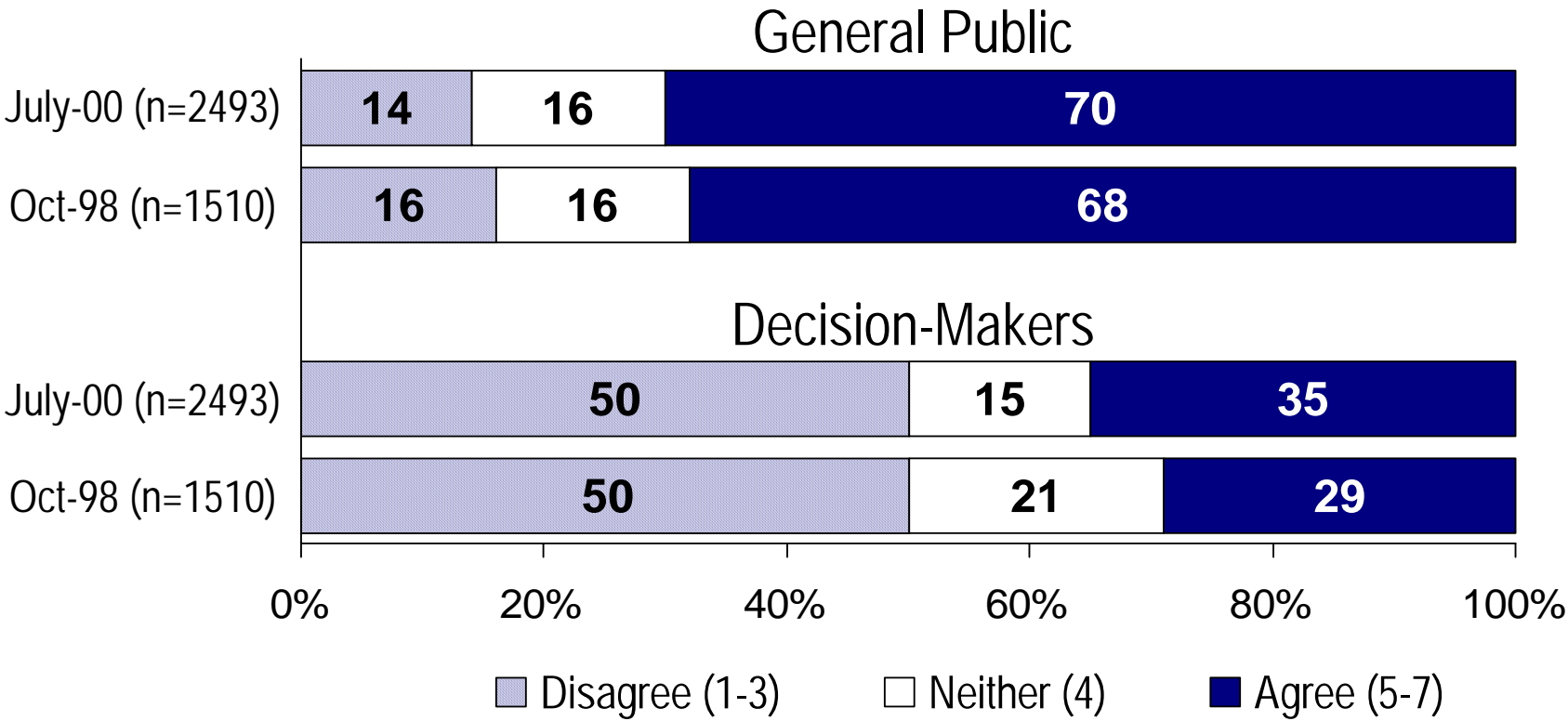
Growing Demand for Engagement?

“I would feel better about government decision-making if I knew that government regularly sought informed input from average citizens.”



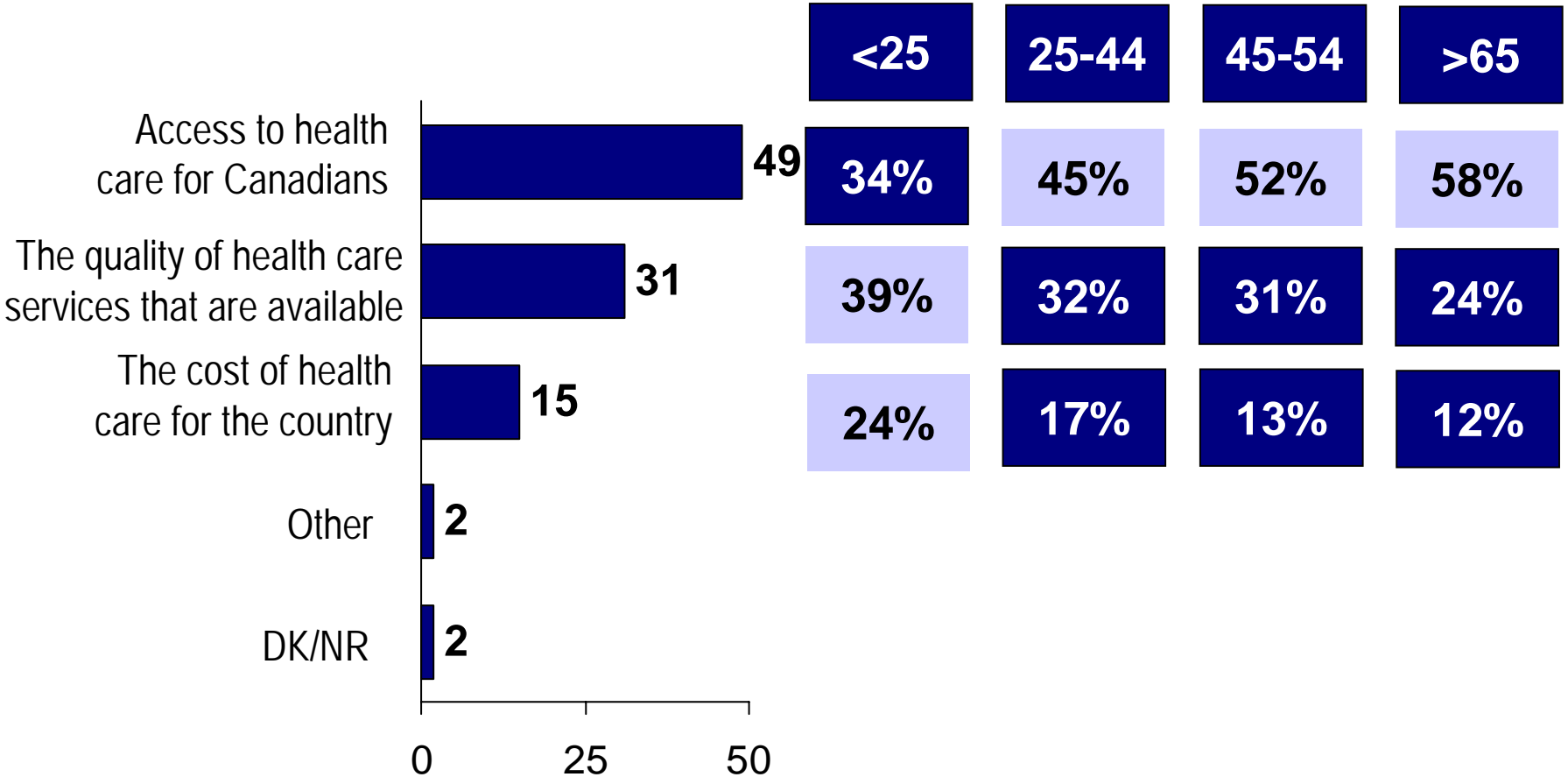
Growing Demand for Engagement? (continued)

“We would probably solve most of our big national problems if decisions could be brought to people at the grassroots.”



Issues of Concern for Engagement

“If you were able to express your views on a health care issue that is of concern to you, which one would it be?”

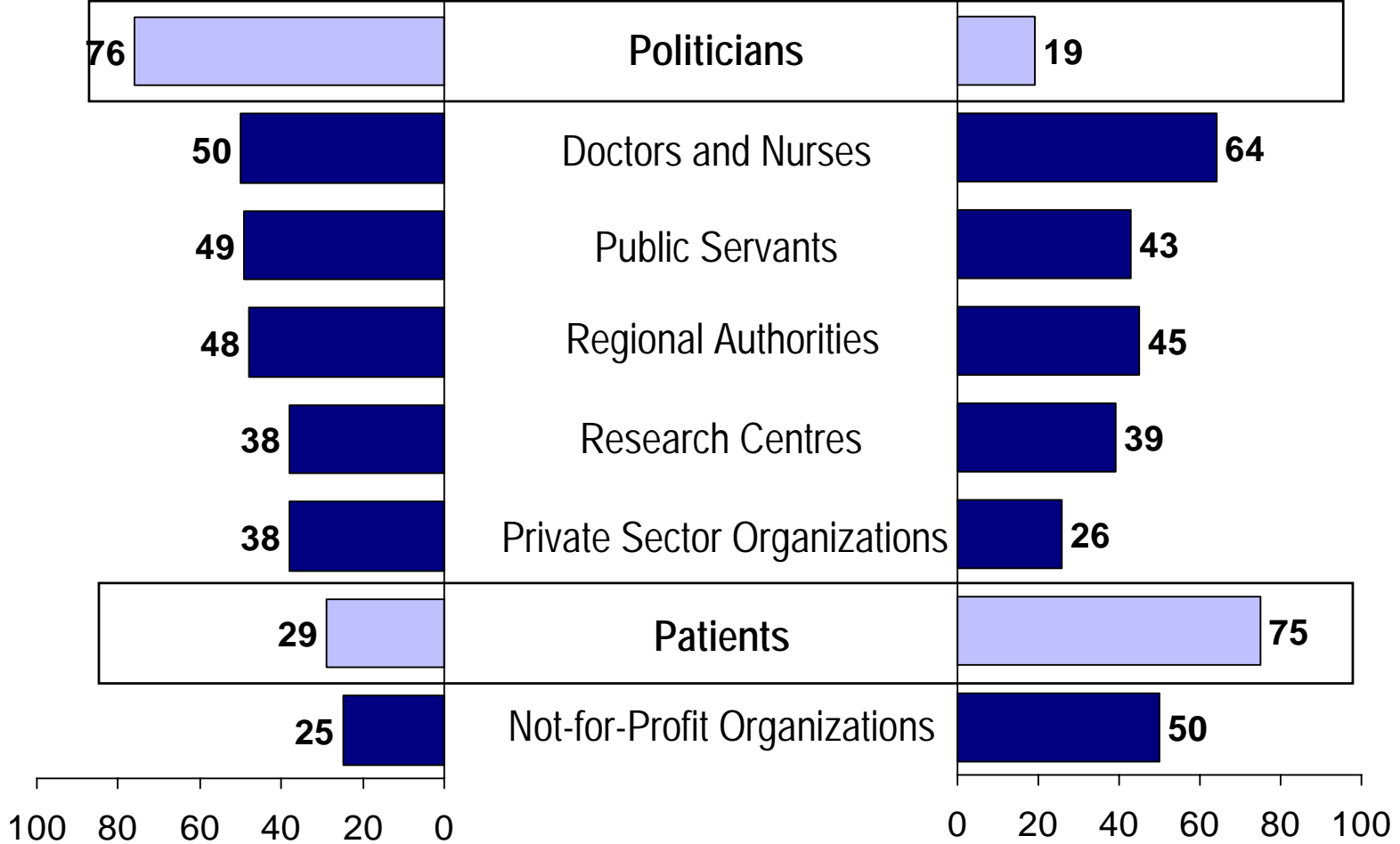


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Perceived Level of Influence

“At present, who do you think has the strongest voice on health care reform in Canada?”

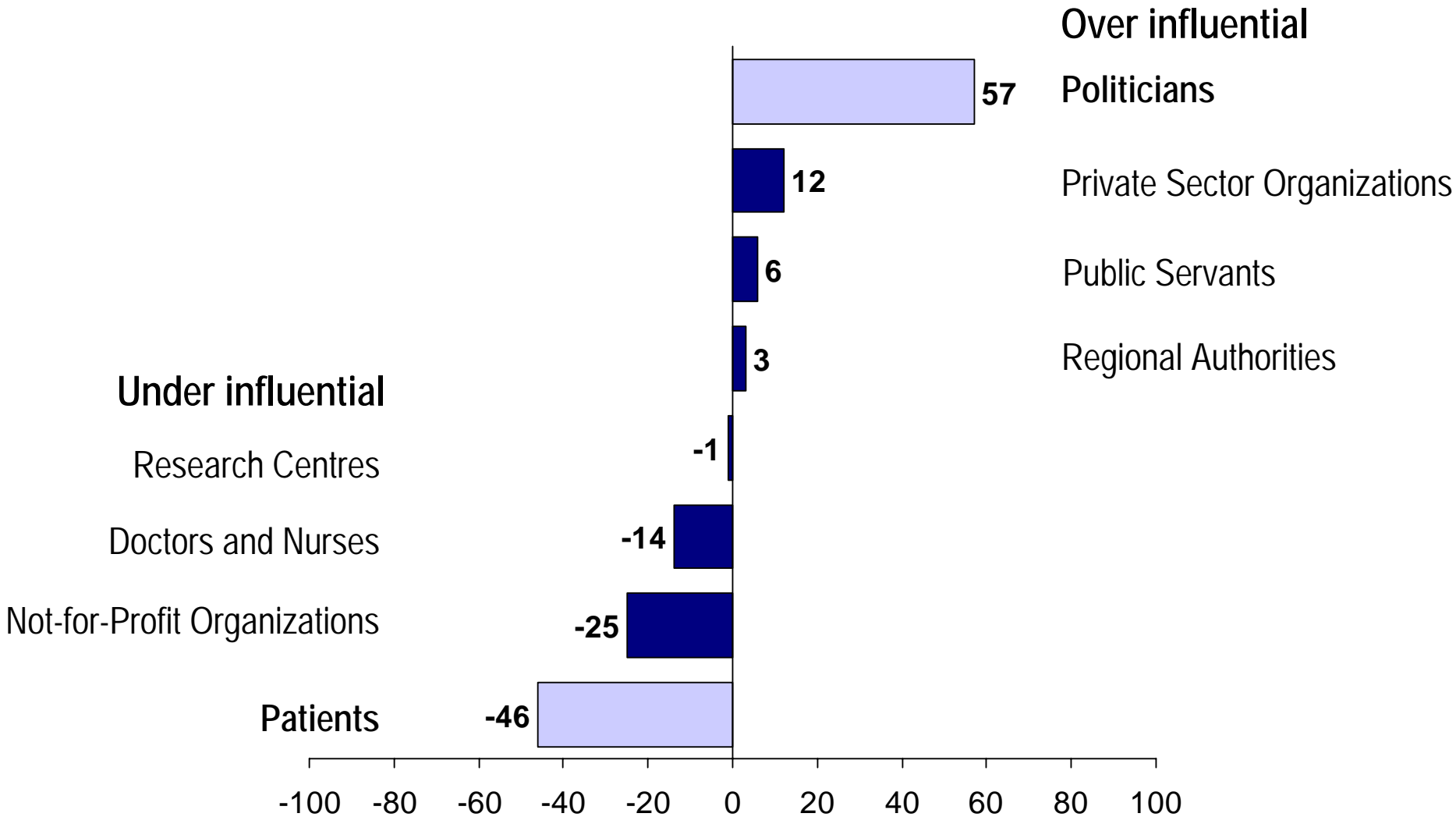
“In an ideal world, who do you think should have the strongest voice on health care reform in Canada?”



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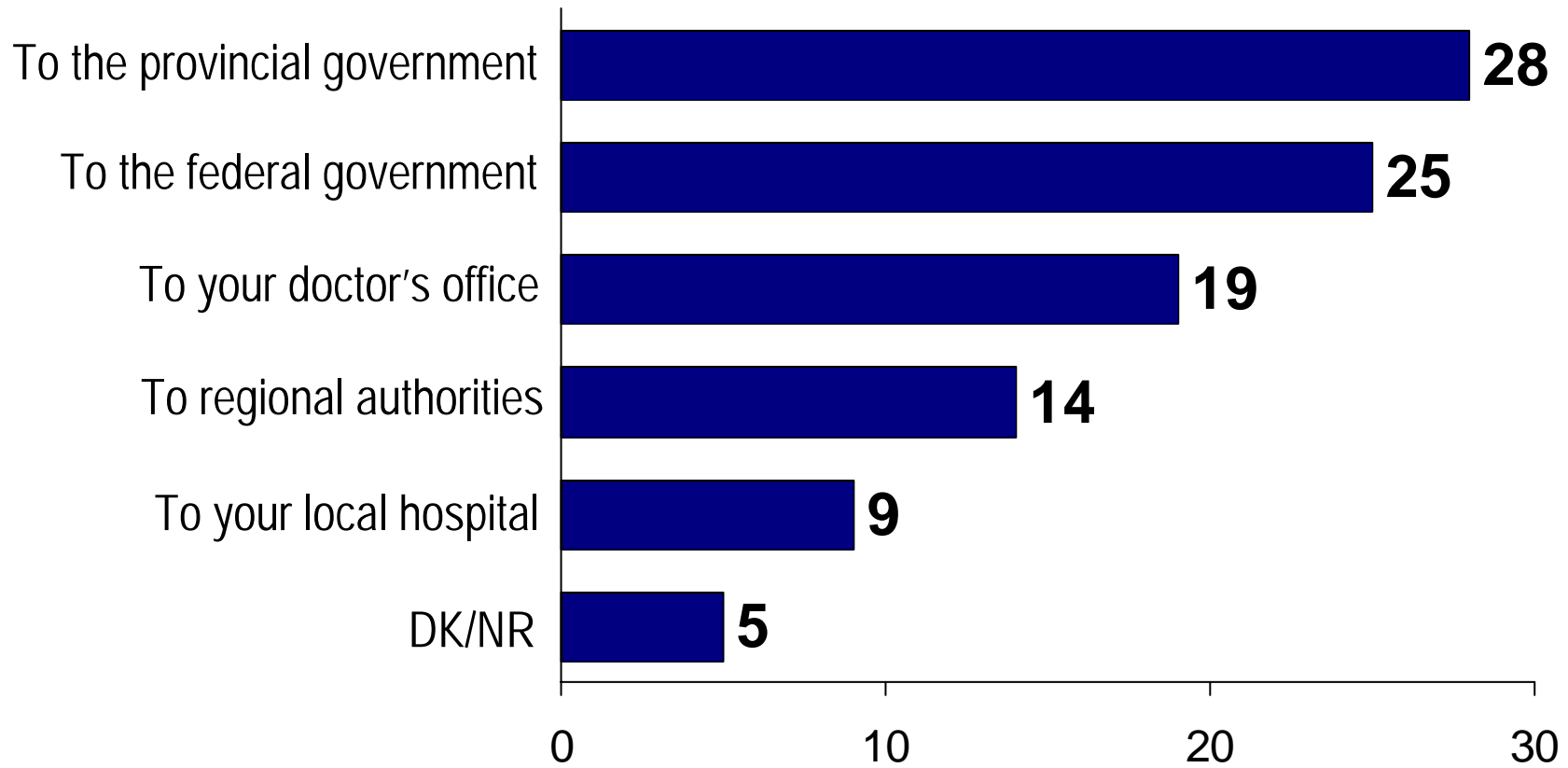
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Influence Gap



Who is the Most Credible Actor for Engagement?

“If you were to contribute to health care reform, where would you be most likely to go?”

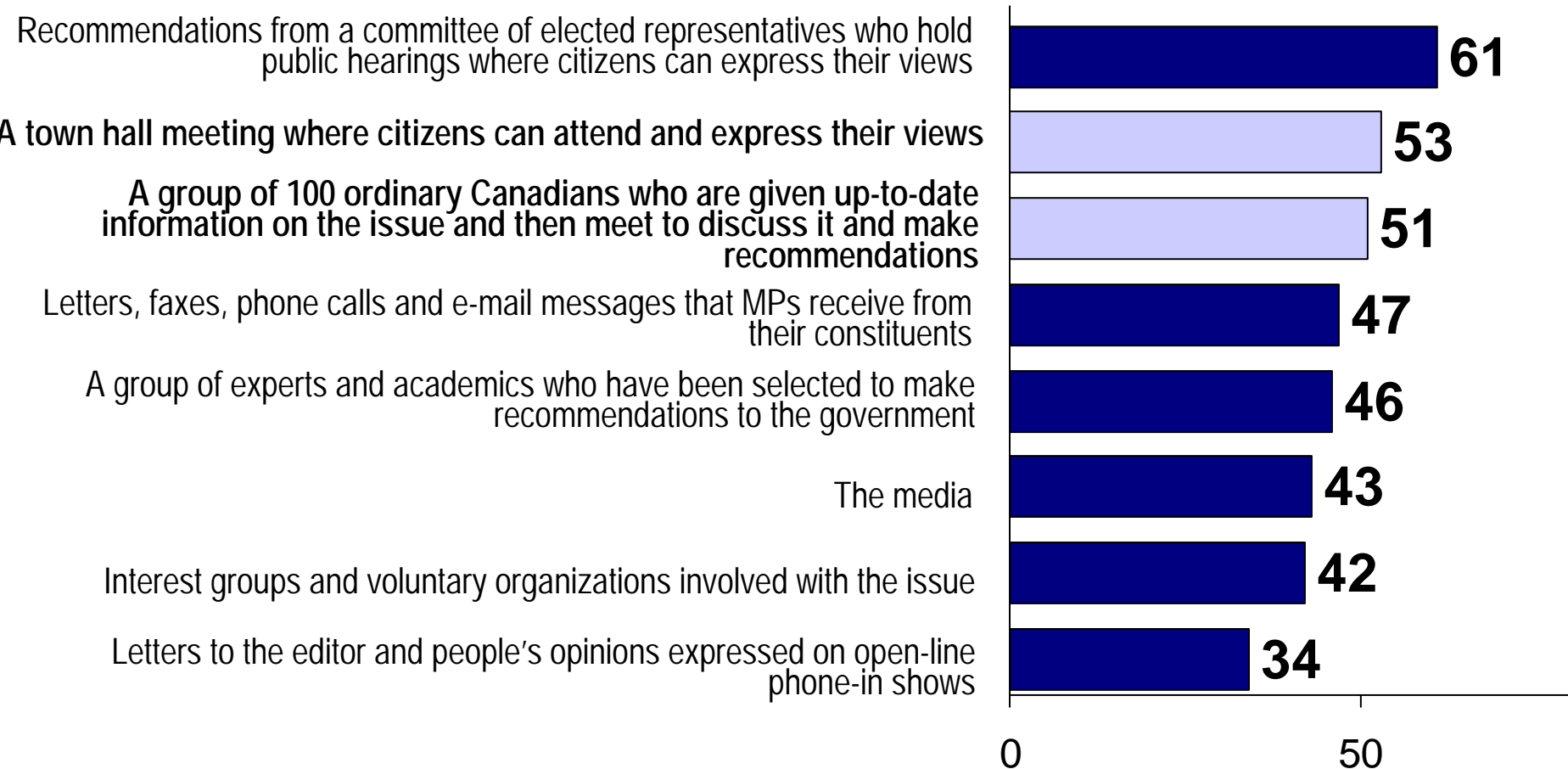


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Methods of Engagement

“There are a number of ways to gather the views of Canadians and engage them on health issues. Which of the following do you think would be the best method?”

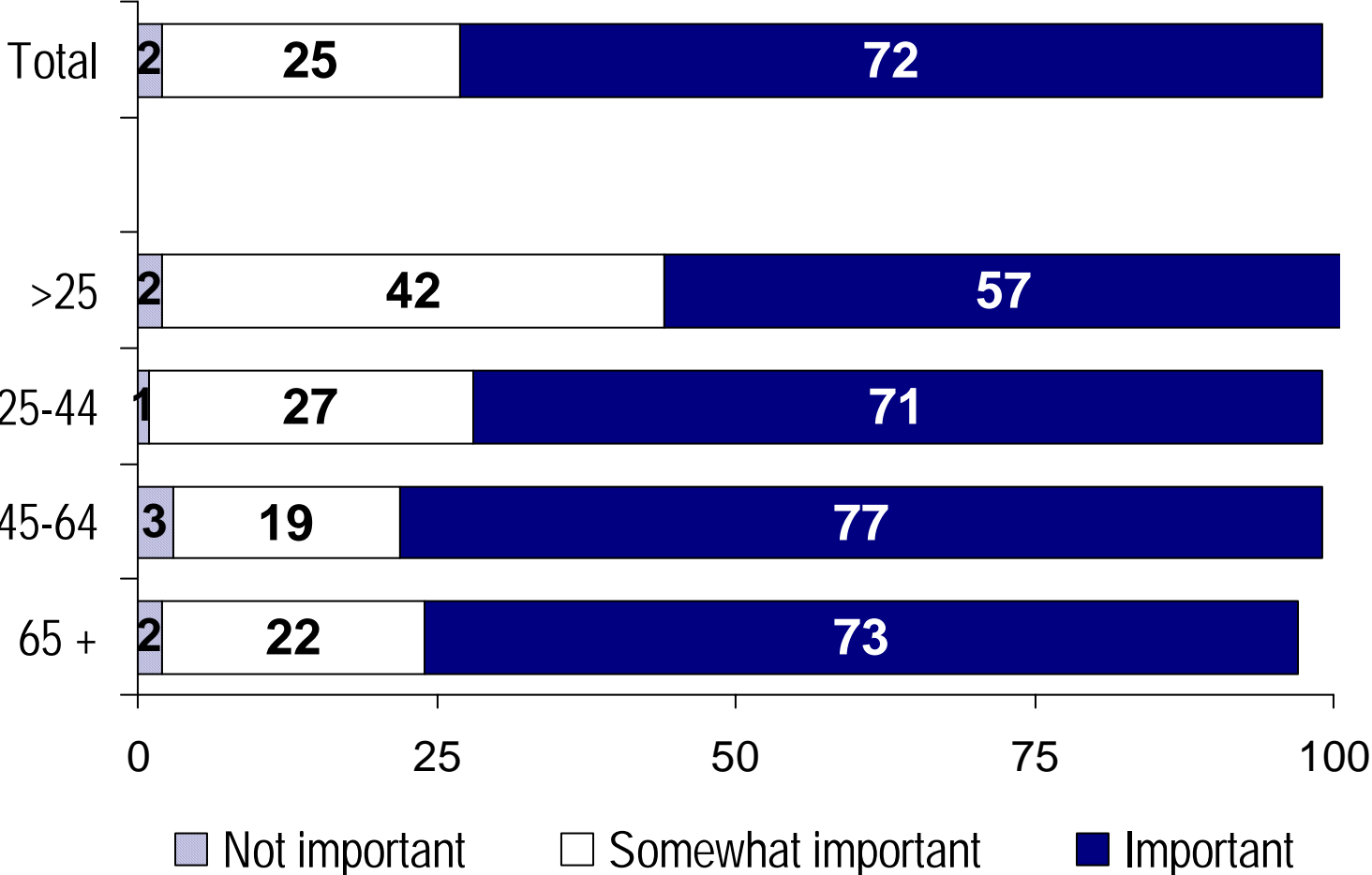


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Support for Citizen Engagement

“How important is it for governments and other organizations to support efforts by citizens to have a meaningful role in shaping policies?”

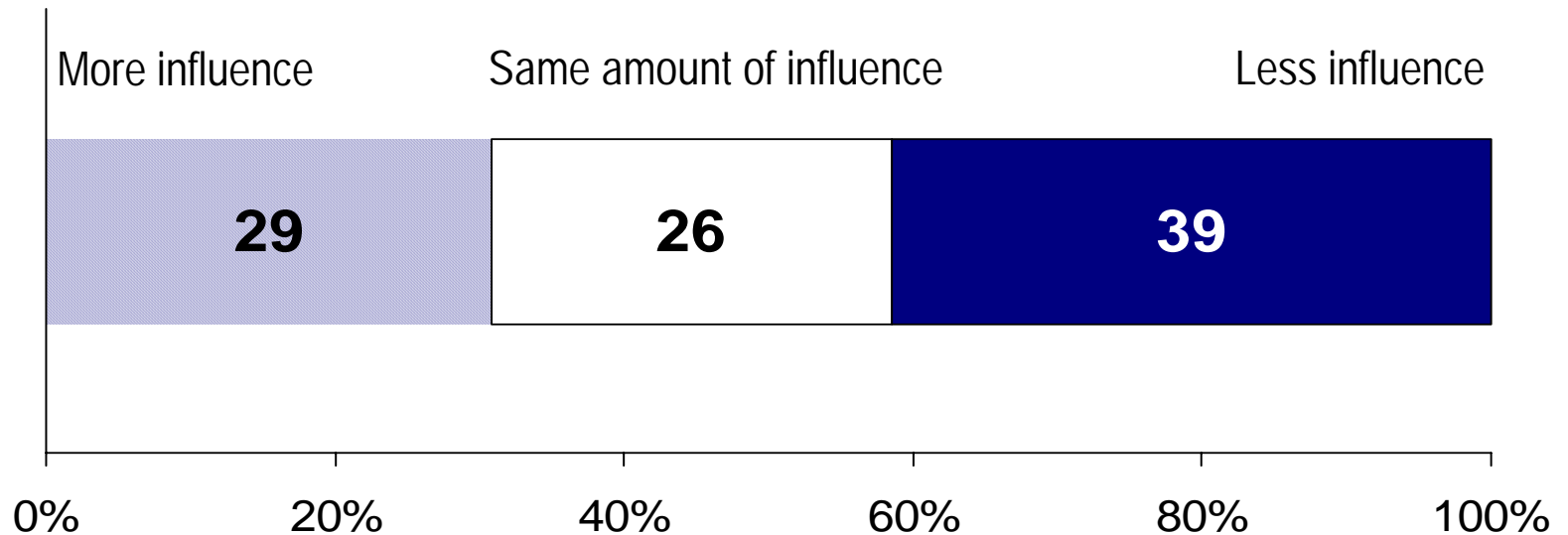


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Future Role for Citizens

“Thinking about the future – say year 2010 – do you think citizens will have less influence, about the same amount of influence or more influence when it comes to making important decisions confronting the health care system in Canada?”



Conclusions

- Survey reflects convergence of two huge public forces:
 - (i) Demand for greater citizen voice/inclusion
 - (ii) The salience of health care as the pinnacle issue (i.e. top public priority, “reformation” imagery)
 - Only 1% of Canadians feel that it is “unimportant” to have citizens involved in major decisions about the health care system; 2 % disagree with a “meaningful role (for citizens) in shaping policies.”
 - ❖ Vulnerability (both economic and health) linked to stronger support
 - Access and quality are by far the dominant issues the public wants to weigh in on with access topping the list.
 - ❖ The focus on access rises with one’s age and use of the health care system
 - Canadians would radically shift the current distribution of power and influence away from the perceived dominance of politicians to a much greater emphasis on patients.
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Conclusions (continued)

- Governments the most popular places to register views. Doctor's office and the health system less popular choices but more favoured in Quebec and amongst the vulnerable.
- The public favours a fairly broad menu of engagement methods; there is no single winning method. Methods which are open and linked to decision-making process most favoured.
 - ❖ A deliberative dialogue process involving citizens fares well
- The public favours greater public engagement on health but more sceptical about whether this consensus will be reflected in future changes.



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