



NOTICEABLE DIFFERENCE BETWEEN QUEBECERS' AND OTHER CANADIANS' PERSPECTIVES ON FACTORS AFFECTING HEALTH

Ottawa, October 16, 2012 – Compared to Canadians in other provinces, Quebecers put more emphasis on the health care system and less on daily activities as the factors having the biggest impact on a person's health, according to an EKOS Research Associates [survey](#) released by The Conference Board of Canada today.

“The differences between Quebecers and the national results are slight on most of the individual questions, but, when the survey results are taken as a whole, there is a noticeable difference in perspectives,” said Louis Thériault, Director, Health Economics.

When asked to identify the factor that has the biggest impact on the health of the average Canadian, 39 per cent of Quebecers selected daily activities, more than any other factor. Nationally, 48 per cent of survey respondents said daily activities had the biggest impact on a person's health. This figure rose to 60 per cent of respondents in Alberta.

Quebecers were most likely to say that the health care system had the biggest impact on the health of Canadians (21 percent versus 17 per cent nationally). Quebecers were also the most likely respondents in the country to say that food, water and environmental factors had the biggest impact on personal health.

Quebecers considered environmental factors marginally more important than respondents elsewhere in Canada (87 per cent versus 85 per cent nationally) and they were somewhat more likely to see income as an important factor (69 per cent versus 63 per cent nationally).

When asked how important lifestyle factors are to their health:

Physical activity: 76 per cent of the national population said being physically active was very important to their health, compared to 71 per cent of Quebecers;

Diet and nutrition: 74 per cent of respondents nationally said it was very important to eat a well-balanced diet, compared to 52 per cent of Quebecers;

Smoking: Nationally, 82 per cent of respondents said not smoking is very important to their health, a sentiment shared by 79 per cent of Quebecers;

Alcohol consumption: 44 per cent for respondents nationally said it was very important not to drink too much alcohol; 37 per cent of Quebecers agreed.

EKOS Research Associates conducted this study to update and refine the understanding of Canadian views on health and the health care system. The methodology involved a nationally representative survey of 2,047 Canadians 18 years of age and older - 519 were surveyed by telephone and 1,528 completed the survey online. The sample source for this study was members of the EKOS panel, which was specifically designed for online/telephone surveys. Results include a margin of errors of plus or minus 2.2 per cent 19 times out of 20. The survey took place in May 2012, and the findings will be released throughout October and November 2012.

The study was supported by the Canadian Medical Association, Accreditation Canada and the Conference Board's [Canadian Alliance for Sustainable Health Care \(CASHC\)](#). Launched in 2011, CASHC is a five-year Conference Board program of research and dialogue. It will delve deeply into facets of Canada's health care challenge, including the financial, workplace, and institutional dimensions, in an effort to develop forward-looking qualitative and quantitative analysis and solutions to make the system more sustainable.

As part of the CASHC initiative, the Conference Board is hosting the [Summit on Sustainable Health and Health Care](#) in Toronto on October 30 and 31. The Summit will bring together Canada's health system leaders to discuss the latest research, learn from

top Canadian experts, and explore solutions for Canada's greatest health challenges and opportunities.

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