

# EKOS/CBC/Toronto Star/La Presse Poll

## The Romanow Report

December 6<sup>th</sup>, 2002




EKOS RESEARCH ASSOCIATES

# Methodology

## ■ Telephone survey of the general public

- 1205 completed interviews with a national random sample of Canadians 18 years of age and over (n=403 in Quebec)
  - ✓ Interview period: December 2-4, 2002
  - ✓ National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec:  $\pm$  4.9%)
- The margin of error increases when the results are sub-divided
- It should also be noted that the refusal rate and other measurement errors could also increase the margin of error

- **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.**



**Future of  
Health Care and  
Romanow's Report**

## **Romanow's Report (a)**

- Concerns about health care have not diminished; broad consensus that system continues to decline
- Concerns tend to focus on access and quality; health outcomes and costs are subordinate concerns. Equal access is now the salient principle for the health care system
- Public preferences for reform focus on waiting list/access, and financial and human resources (doctors). Prevention and promotion also fare well but privatization is largely rejected
- Romanow's report produced high recognition (62 per cent) and overall responses leaned heavily to favorable (more so for the more familiar)



## **Romanow's Report (b)**

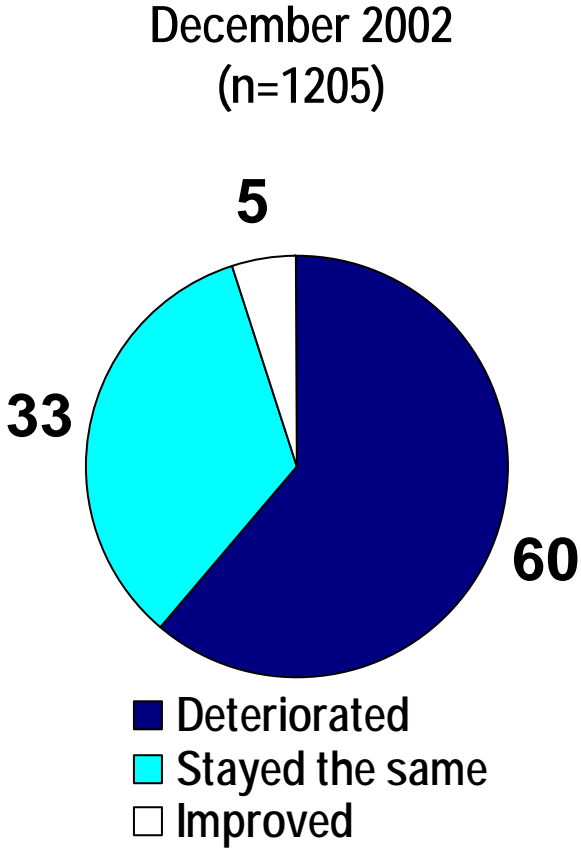
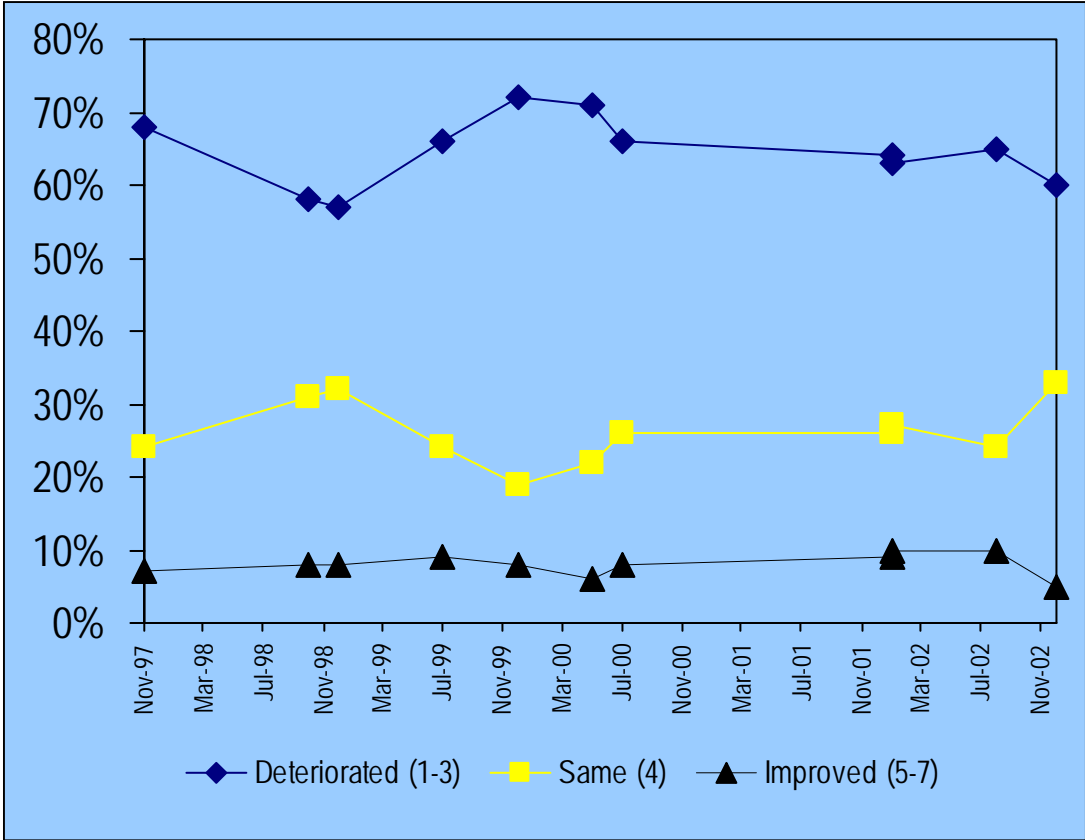
- Given the stated public emphasis on access and the low emphasis on commercialization, it is instructive to note that Romanow's value positioning is consistent with the Canadian center. Once again, positive resonance rises with familiarity with the report
- While leaning favorable, there is considerable skepticism about how decisively senior governments will act/implement Romanow
- The public believe a Post-Romanow Medicare would be decisively more costly, higher quality and more accessible

## **Romanow's Report (c)**

- There are strong divisions on whether to cut funding to provinces violating CHA
- All in all, Romanow has scored a solid if unspectacular hit with a public who remain preoccupied by health care anxieties. Although they believe there is a better, more responsive and higher quality health care system in a post-Romanow world, they believe it will be costly and they fear governments may not move swiftly or with adequate resources to meet the challenge

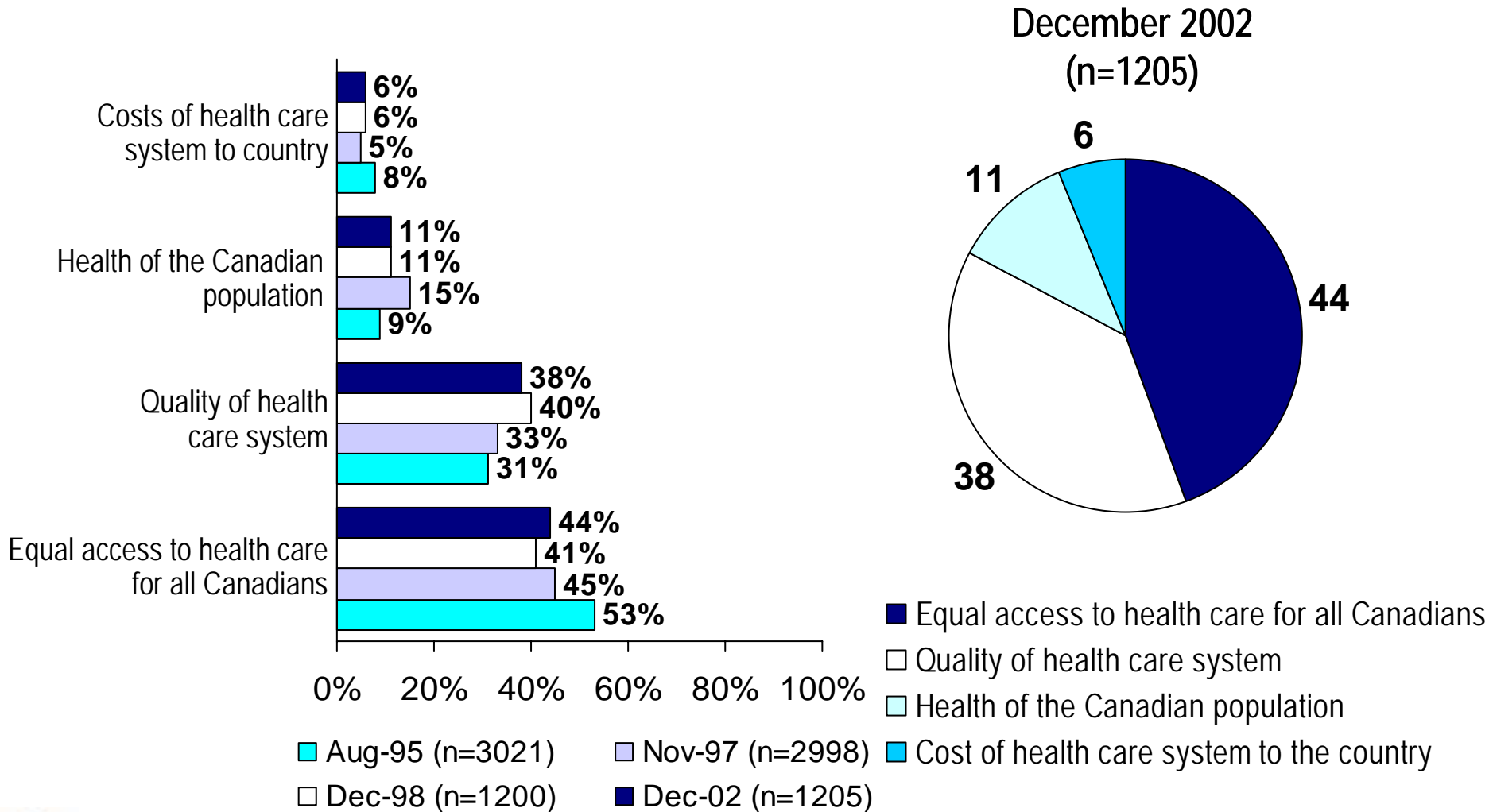
# Quality of Health Care: Up or Down?

Q: Has the quality of health care over the past two years improved, deteriorated or stayed the same?



# Health Care: Ultimate Goals

Q: Which of the following aspects of health care is of greatest importance to you?

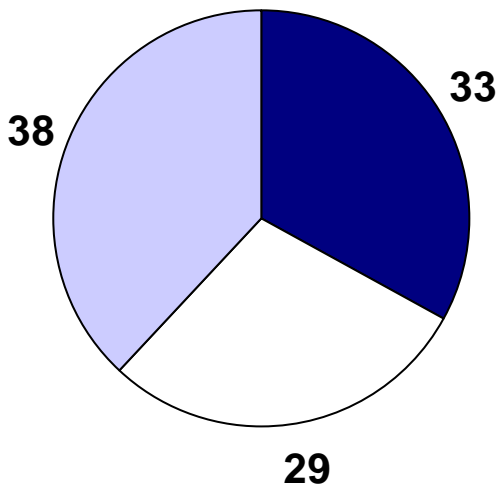




# Awareness/Impression of the Romanow Report

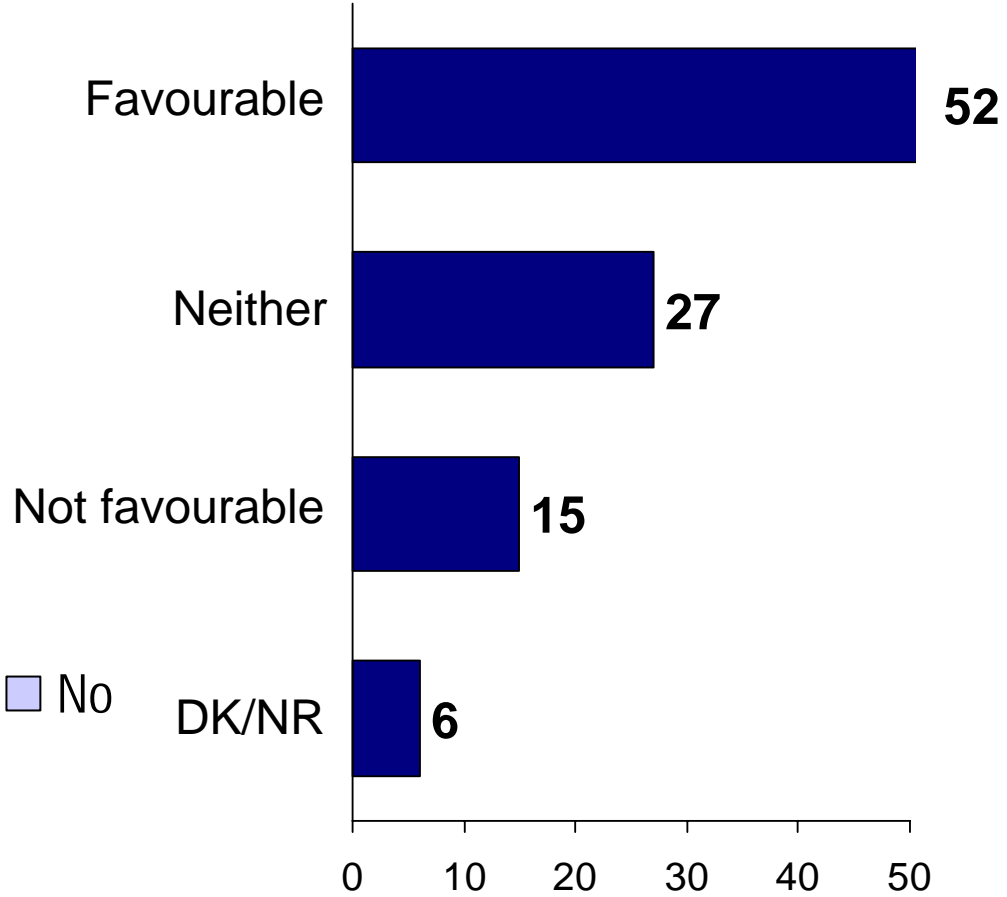
Q: Do you recall hearing or seeing anything about the Romanow report on the future of health care in Canada?

Q: Was your overall impression generally favorable or unfavorable? (Filter: clearly/vaguely aware of the Romanow report only)



■ Yes, clearly □ Yes, vaguely ■ No

(n=1205)



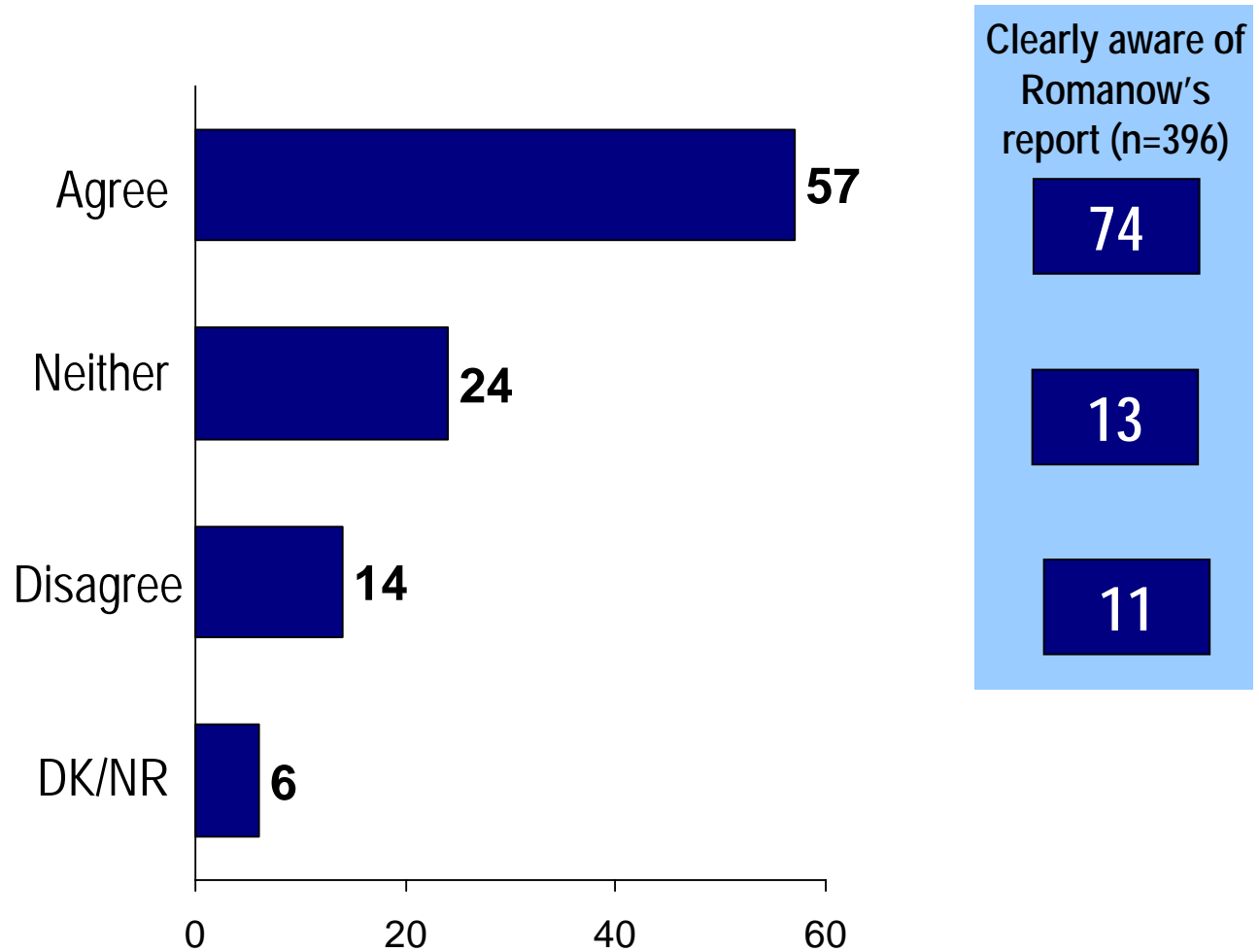
(n=759)

Clearly aware of Romanow's report (n=396)

Favourable	69
Neither	15
Not favourable	14

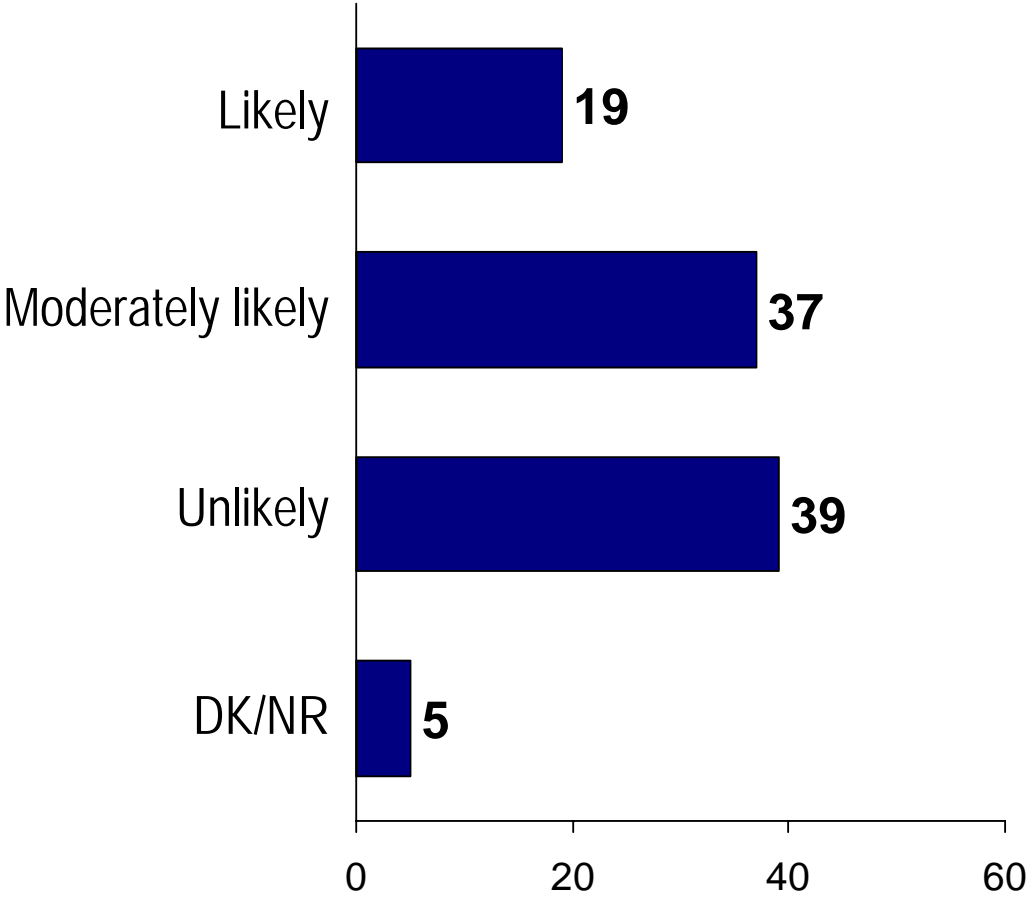
# Romanow Report Reflects Values of Canadians

"I think the Romanow report did a good job at reflecting the core values of Canadians."  
(Filter: clearly/vaguely aware of the Romanow report only)



# Romanow's Recommendations and Government Action

Q: How likely do you think it is that the federal and provincial governments will act decisively on Romanow's report on the future of health care in Canada? (Filter: clearly/vaguely aware of the Romanow report only)

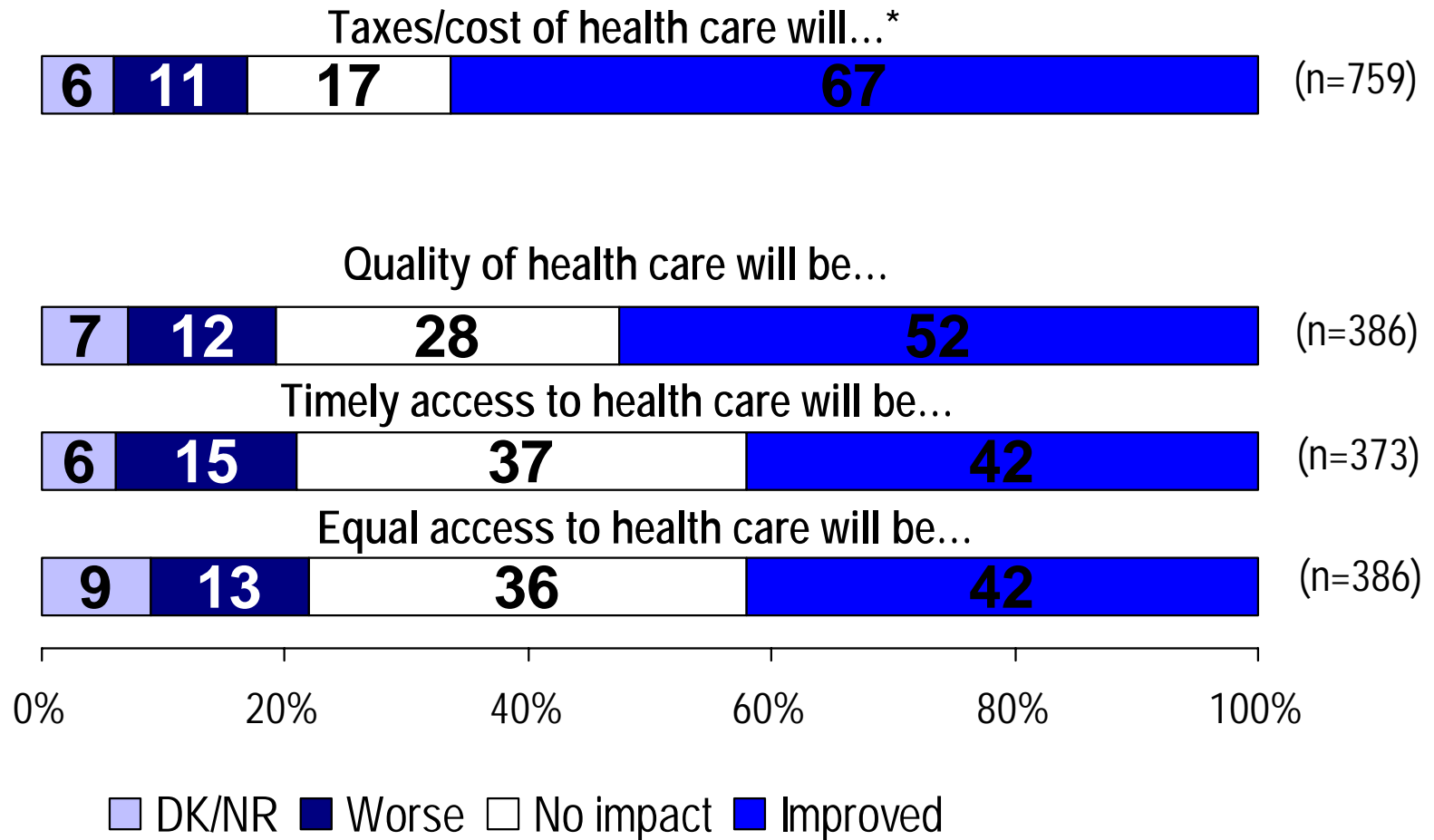


(n=759)



# Impact of the Romanow Report

Q: Still thinking about the Romanow report, what impact do you think it will have on the health care system in the next few years? (Filter: clearly/vaguely aware of the Romanow report only)



DK/NR Worse No impact Improved

\*(DK/NR Decrease No impact Increase)



# Reforming the Health Care System

Q: Which of the following two choices would you pick as the best way to improve the health care system?



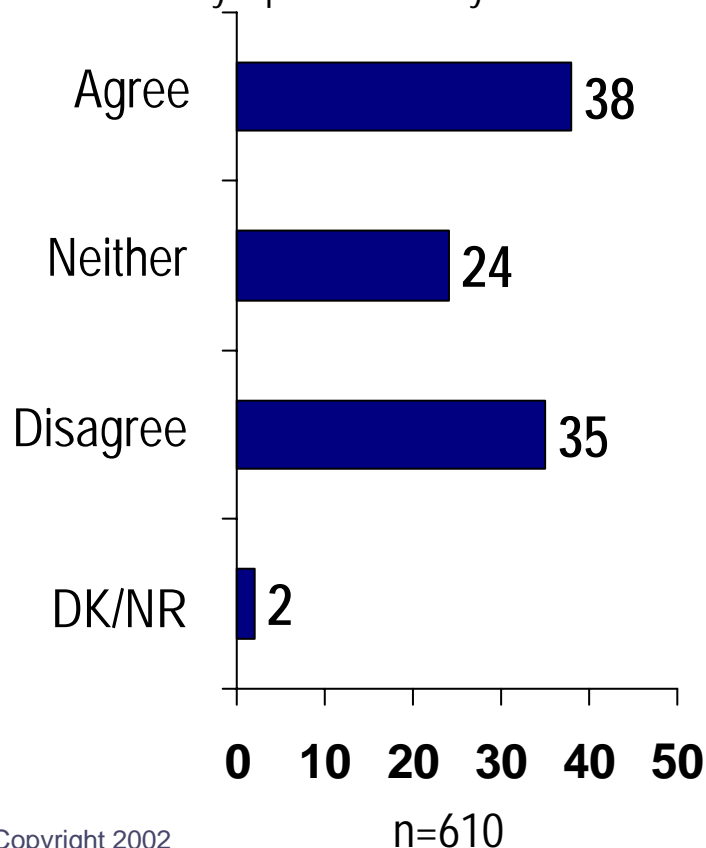
Note: presented as a series of randomly paired choices.



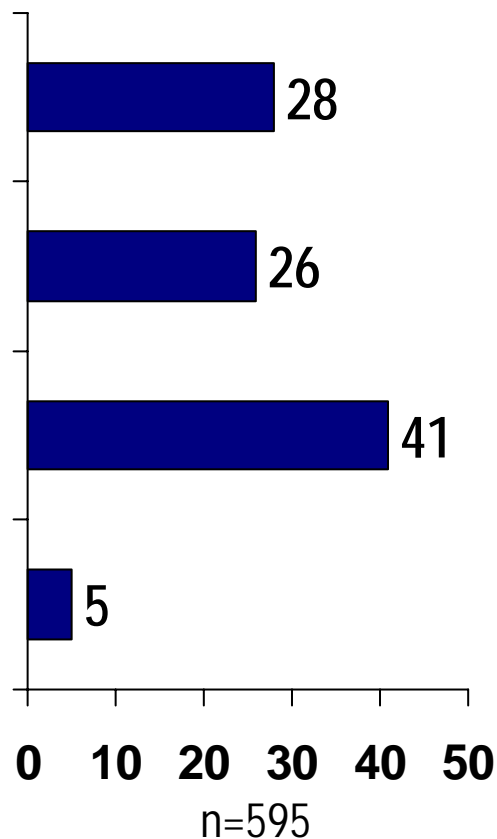
# Penalties for Not Abiding By the Canada Health Act

Q: Do you think that the Federal Government should cut funding to provinces that do not conform to the Canada Health Act?

With definition: The Canada Health Act stipulates that necessary health care services must be universally accessible and administered on a not-for-profit basis by a public authority.



No definition provided





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