

# ***Gauging Canadians' Impressions of Long Term Care in Canada***

## ***CALTC Summary***

*submitted by Nanos to Canadian Alliance for Long Term Care, July, 2015  
(Submission 2015-689)*





# Canadians are concerned that long term care homes will be unable to meet future needs

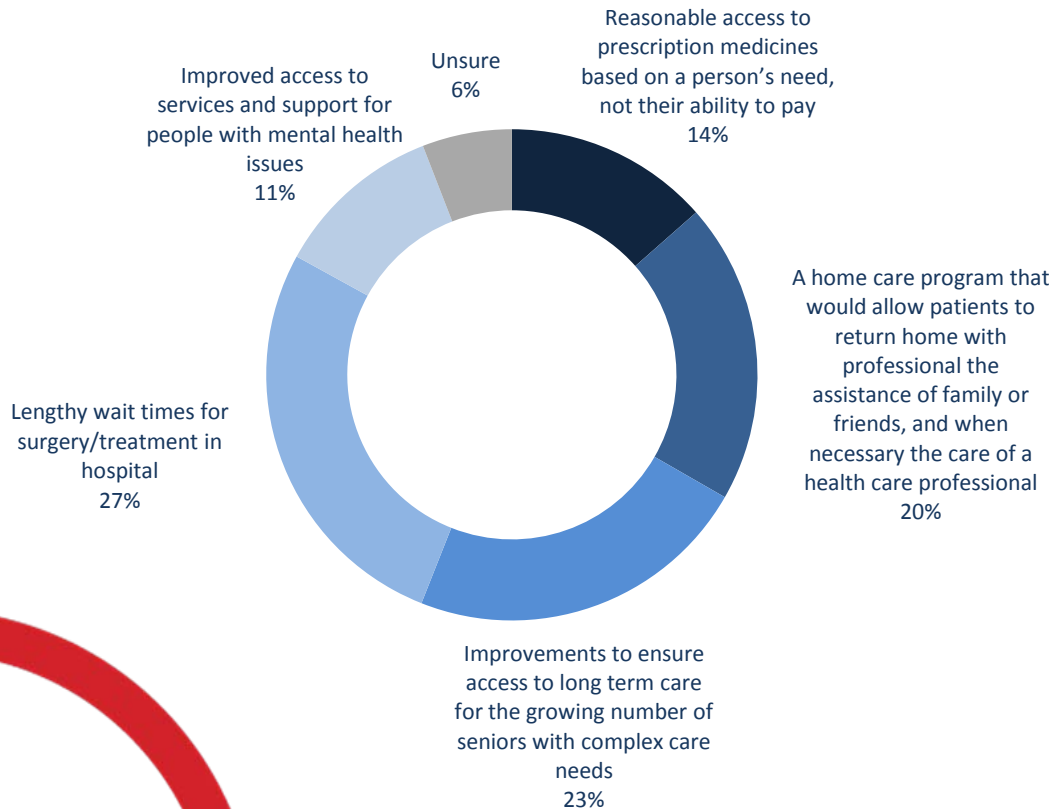
Canadians are concerned about issues related to long term care in equal measure. At the same time, very few Canadians are confident in the future of long term care. Seventy nine per cent of Canadians believe we should be investing now in long term care, rather than delaying investment.

- **Personal concerns** – When it comes to long term care Canadians are most concerned about lengthy wait times for surgery/ treatment in hospitals (27% first ranked response and 16% second ranked response) and improvements to ensure long term care for the growing number of seniors with complex care needs (23% first ranked response and 23% second ranked response).
- **Long term care** – Canadians are equally concerned (58%) about patients waiting too long to be placed in long term care and homes not being able to meet the needs of seniors. In the Atlantic, 99% of Canadians are concerned (59%) or somewhat concerned (40%) about patients waiting too long in a hospital or at home for placement in a long term care home, whereas in Quebec 89% are concerned (56%) or somewhat concerned (33%). Quebec consistently scored lower on the concern scale than other provinces.
- **Confidence in future of long term care** – Canadians lack confidence in the future of long term care. Less than one in five Canadians agree (2%) or somewhat agree (14%) that they are confident that long term care homes will be prepared for the rising number of Canadians living with dementia. Men (25%) are more likely than women to agree or somewhat agree that they are confident there will be enough trained staff to provide care to seniors when they need it, in their home, than women (15%).
- **Federal Government actions** – Canadians say that it is important (65%) or somewhat important (28%) that the Federal Government ensures that all Canadians have access to the same level of care regardless of where they live in Canada. Also, 58% of Canadians think it is important and 34% think it is somewhat important that the Federal Government ensures there are homes prepared for the rising number of seniors with dementia.
- **Investment in long term care** – Almost four in five Canadians (79%) say that we should invest in long term care now, while 8% think we should delay investment. More Canadians aged 40 to 49 (87%), 50 to 59 (86%) and 60 plus (84%) say they support investment now, compared to 67% of Canadians aged 18 to 29.

These observations are based on 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 July 18<sup>th</sup> and 22<sup>nd</sup>, 2015 as part of an omnibus survey. The research was commissioned by Canadian Alliance for Long Term Care. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

# Areas of Personal Concern

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



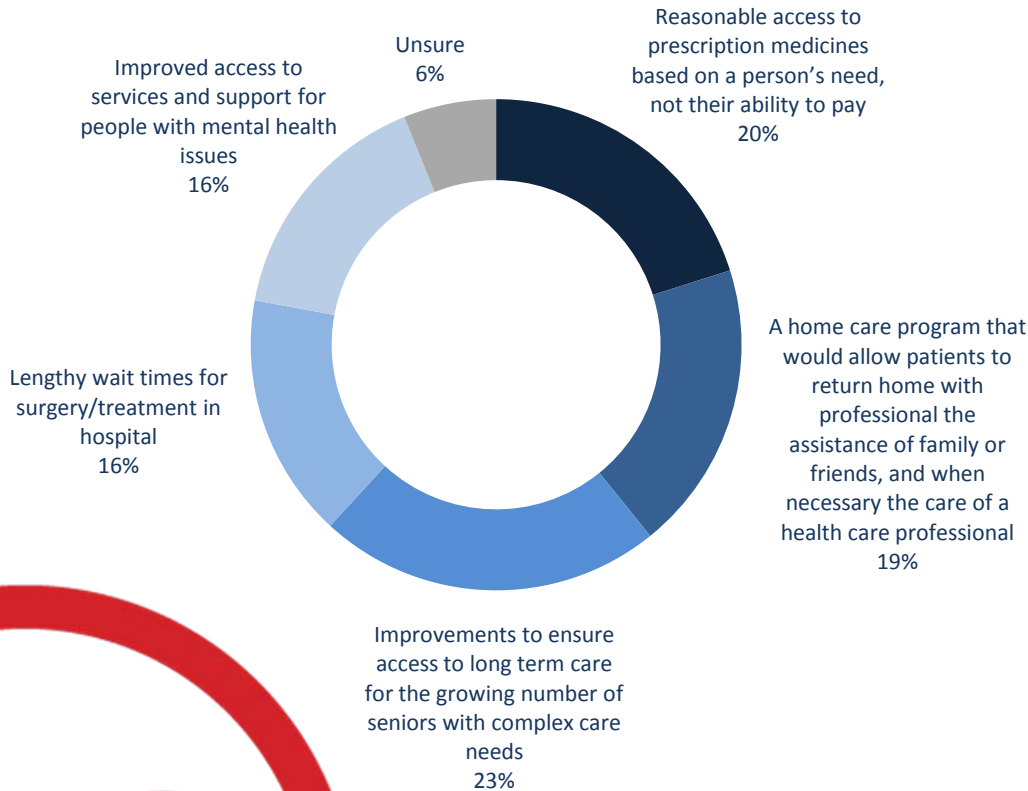
Subgroups	Lengthy wait times for surgery/treatment in hospital
Atlantic (n=100)	27.6%
Quebec (n=250)	25.6%
Ontario (n=300)	27.1%
Prairies (n=200)	24.3%
British Columbia (n=150)	32.2%
Male (n=513)	27.8%
Female (n=487)	26.1%
18 to 29 (n=205)	30.8%
30 to 39 (n=169)	30.2%
40 to 49 (n=208)	28.4%
50 to 59 (n=178)	24.0%
60 plus (n=239)	22.4%

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

**QUESTION** – When it comes to health care, please rank the top two areas that you are most concerned about personally. [FIRST RANKED]

# Areas of Personal Concern

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



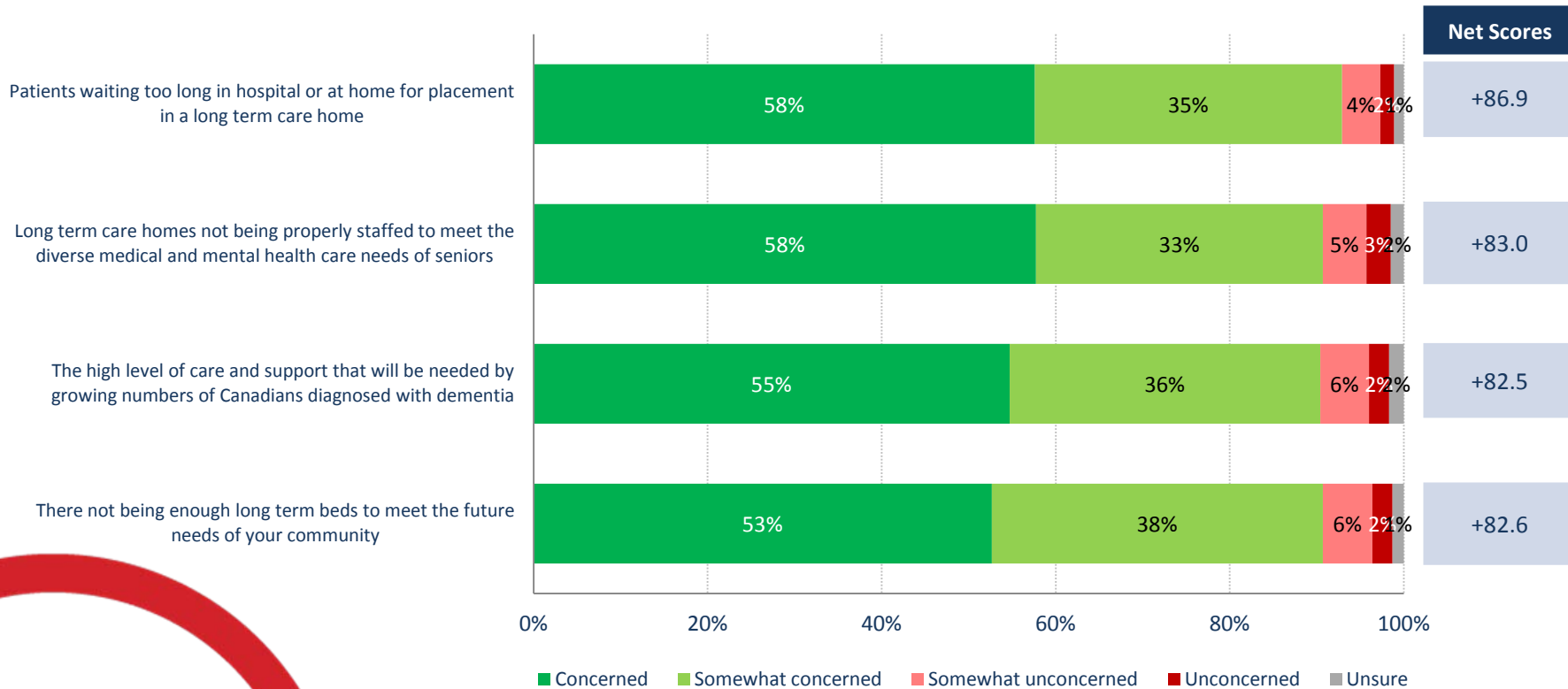
Subgroups	Improvements to ensure access to long term care for the growing number of seniors with complex care needs
Atlantic (n=100)	17.5%
Quebec (n=250)	22.3%
Ontario (n=300)	22.0%
Prairies (n=200)	30.7%
British Columbia (n=150)	17.1%
Male (n=513)	24.5%
Female (n=487)	20.6%
18 to 29 (n=205)	19.9%
30 to 39 (n=169)	21.5%
40 to 49 (n=208)	24.0%
50 to 59 (n=178)	25.3%
60 plus (n=239)	22.6%

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

**QUESTION** – When it comes to health care, please rank the top two areas that you are most concerned about personally. [SECOND RANKED]

# Concerning Issues Related to Long Term Care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



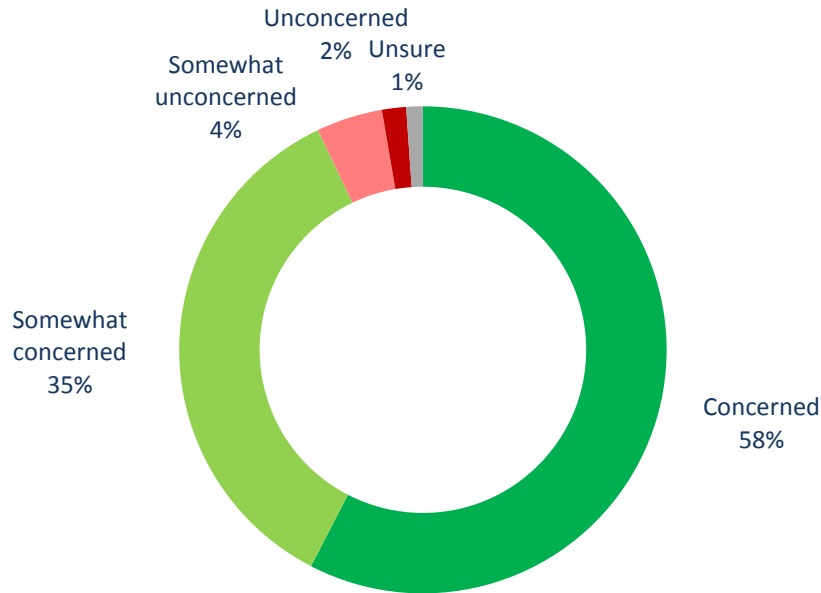
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following? [RANDOMIZE]

# Long Waits for Placement

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

**Net Score**  
+86.9



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

Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	98.8%
Quebec (n=250)	89.2%
Ontario (n=300)	94.2%
Prairies (n=200)	94.7%
British Columbia (n=150)	89.9%
Male (n=513)	91.9%
Female (n=487)	93.8%
18 to 29 (n=205)	88.7%
30 to 39 (n=169)	91.1%
40 to 49 (n=208)	94.0%
50 to 59 (n=178)	94.7%
60 plus (n=239)	95.3%

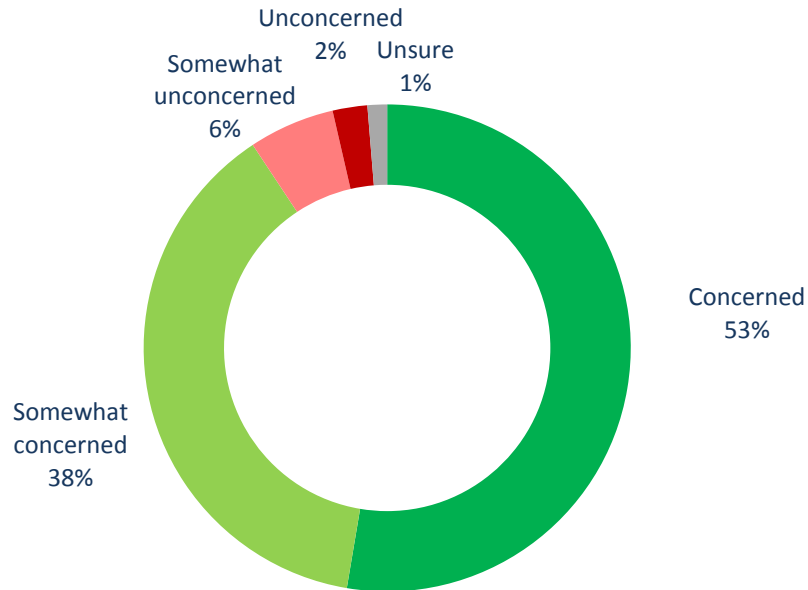
**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following? [RANDOMIZE]

**Patients waiting too long in hospital or at home for placement in a long term care home.**

# Long Term Bed Needs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+82.6



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	91.3%
Quebec (n=250)	86.2%
Ontario (n=300)	94.1%
Prairies (n=200)	90.3%
British Columbia (n=150)	91.3%
Male (n=513)	88.3%
Female (n=487)	93.2%
18 to 29 (n=205)	85.7%
30 to 39 (n=169)	91.8%
40 to 49 (n=208)	90.1%
50 to 59 (n=178)	92.8%
60 plus (n=239)	93.0%

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

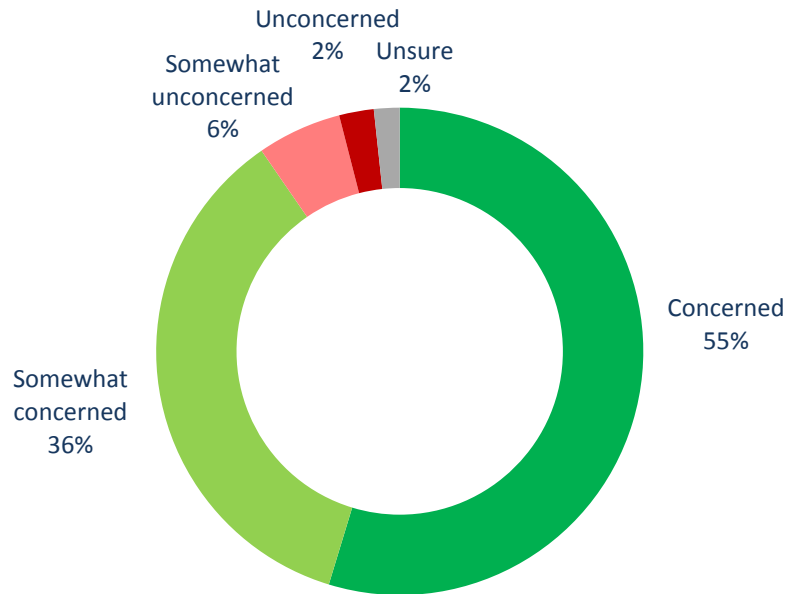
**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following? [RANDOMIZE]

**There not being enough long term beds to meet the future needs of your community.**

# Care and Support Needs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

**Net Score**  
+82.5



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

Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	96.0%
Quebec (n=250)	83.2%
Ontario (n=300)	92.3%
Prairies (n=200)	91.4%
British Columbia (n=150)	93.4%
Male (n=513)	86.7%
Female (n=487)	94.3%
18 to 29 (n=205)	84.0%
30 to 39 (n=169)	87.8%
40 to 49 (n=208)	90.7%
50 to 59 (n=178)	94.9%
60 plus (n=239)	94.0%

**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following? [RANDOMIZE]

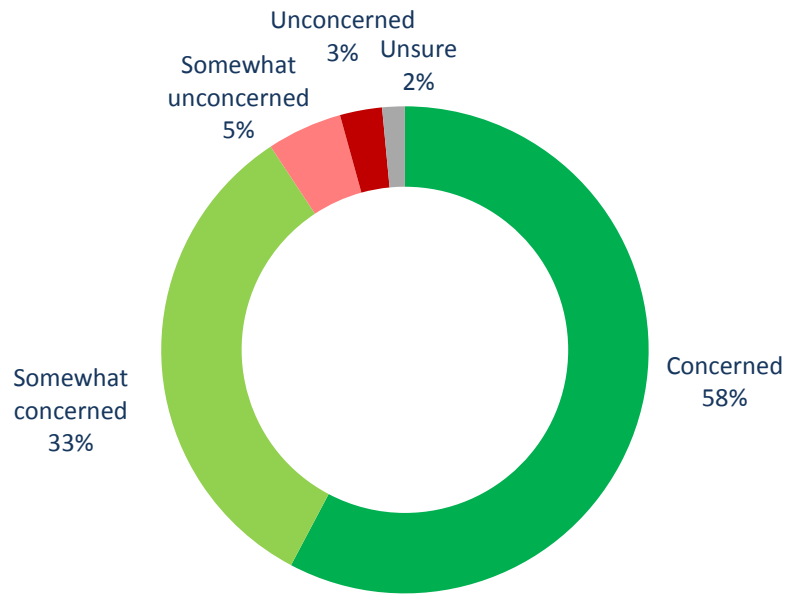
**The high level of care and support that will be needed by growing numbers of Canadians diagnosed with dementia.**



# Long Term Care Homes Staff

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+82.6



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	94.3%
Quebec (n=250)	87.1%
Ontario (n=300)	92.1%
Prairies (n=200)	90.8%
British Columbia (n=150)	91.7%
Male (n=513)	88.4%
Female (n=487)	93.3%
18 to 29 (n=205)	83.8%
30 to 39 (n=169)	88.9%
40 to 49 (n=208)	95.4%
50 to 59 (n=178)	93.4%
60 plus (n=239)	92.0%

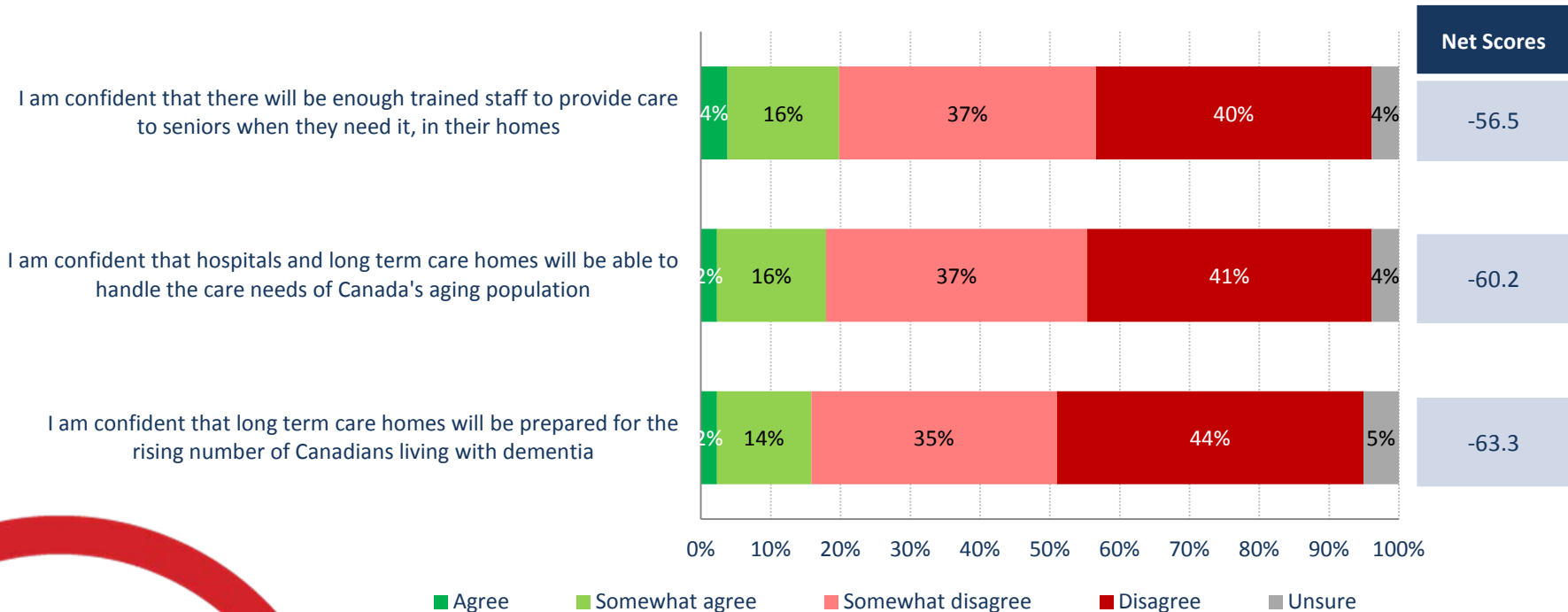
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following? [RANDOMIZE]

**Long term care homes not being properly staffed to meet the diverse medical and mental health care needs of seniors.**

# Confidence in the Future of Long Term Care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



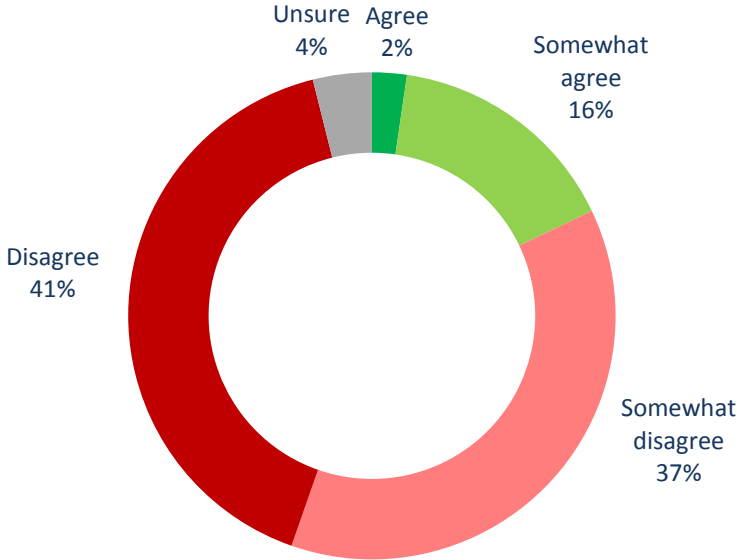
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements?

# Confidence in Ability to Handle Needs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-60.2



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

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	11.7%
Quebec (n=250)	20.9%
Ontario (n=300)	17.8%
Prairies (n=200)	20.5%
British Columbia (n=150)	13.9%
Male (n=513)	21.2%
Female (n=487)	14.4%
18 to 29 (n=205)	25.4%
30 to 39 (n=169)	21.5%
40 to 49 (n=208)	15.9%
50 to 59 (n=178)	11.7%
60 plus (n=239)	15.3%

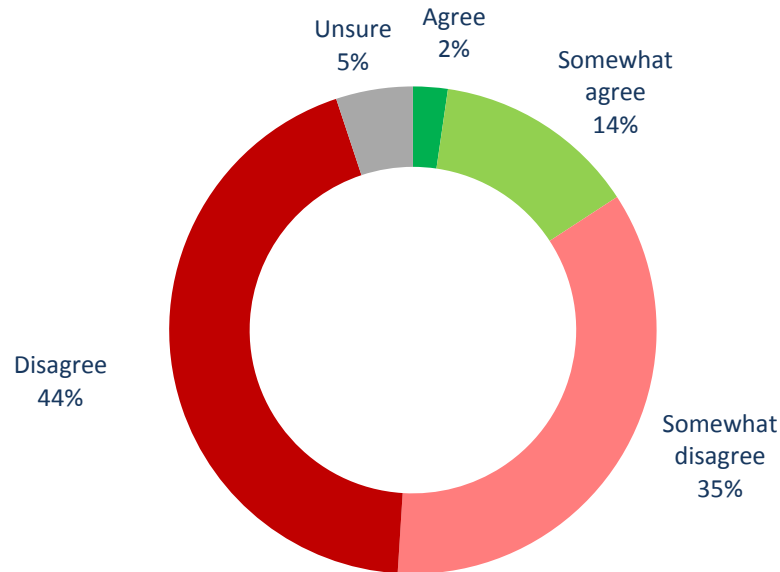
**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements?

**I am confident that hospitals and long term care homes will be able to handle the care needs of Canada's aging population.**

# Confidence in Care and Support Needs Preparations

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-63.3



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

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	11.6%
Quebec (n=250)	18.7%
Ontario (n=300)	14.7%
Prairies (n=200)	17.5%
British Columbia (n=150)	14.0%
Male (n=513)	18.2%
Female (n=487)	13.4%
18 to 29 (n=205)	23.3%
30 to 39 (n=169)	20.8%
40 to 49 (n=208)	12.1%
50 to 59 (n=178)	12.5%
60 plus (n=239)	11.6%

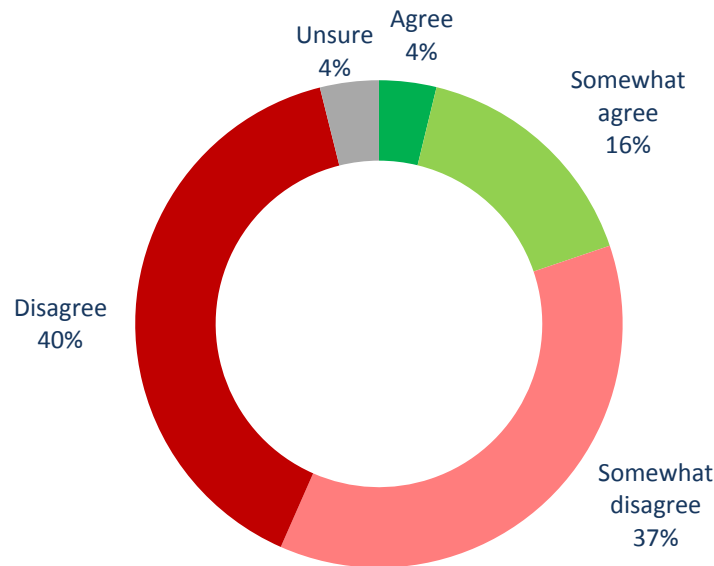
**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements?

**I am confident that long term care homes will be prepared for the rising number of Canadians living with dementia.**

# Confidence in Long Term Care Homes Staff

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

**Net Score**  
-56.5



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

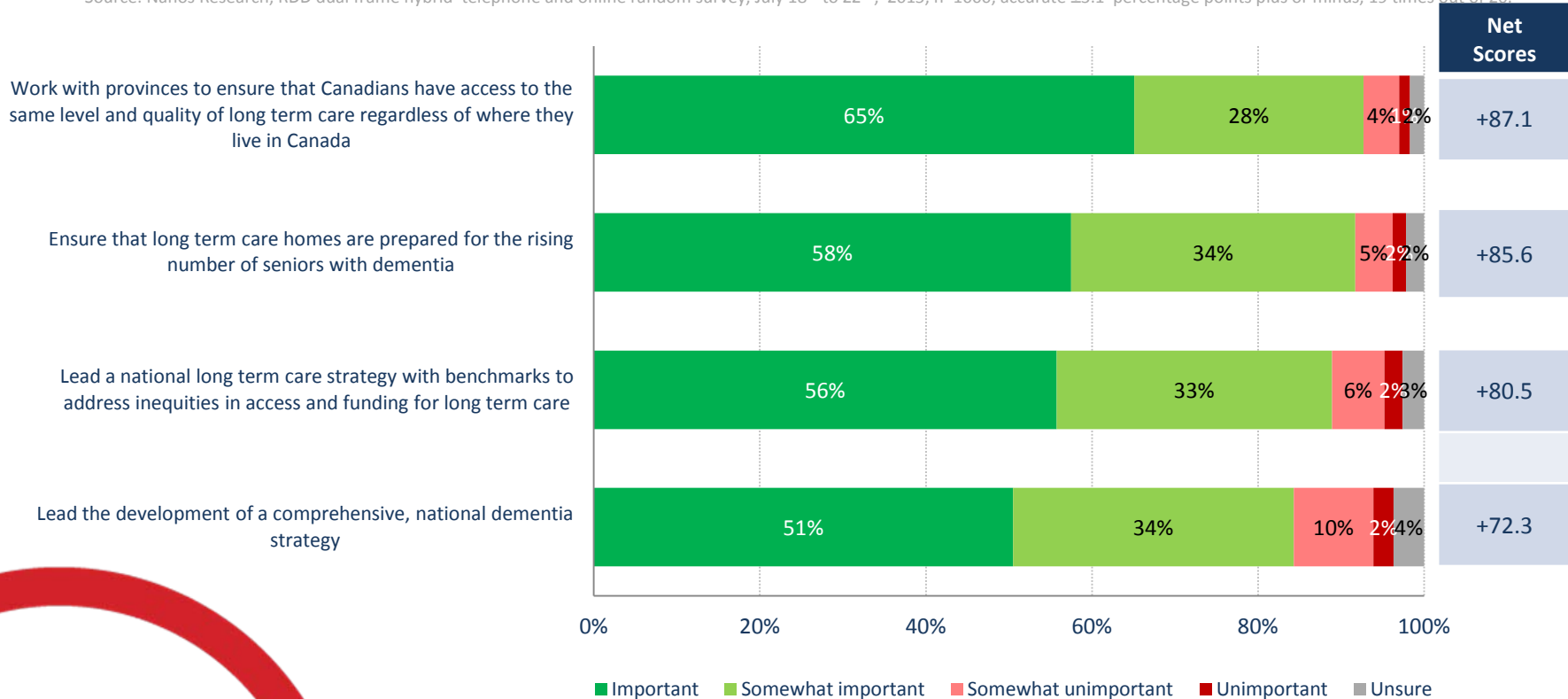
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	15.5%
Quebec (n=250)	19.7%
Ontario (n=300)	20.1%
Prairies (n=200)	22.0%
British Columbia (n=150)	19.4%
Male (n=513)	24.7%
Female (n=487)	14.6%
18 to 29 (n=205)	30.1%
30 to 39 (n=169)	25.1%
40 to 49 (n=208)	15.9%
50 to 59 (n=178)	14.1%
60 plus (n=239)	14.9%

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements?

**I am confident that there will be enough trained staff to provide care to seniors when they need it, in their homes.**

# Important Actions for Federal Government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



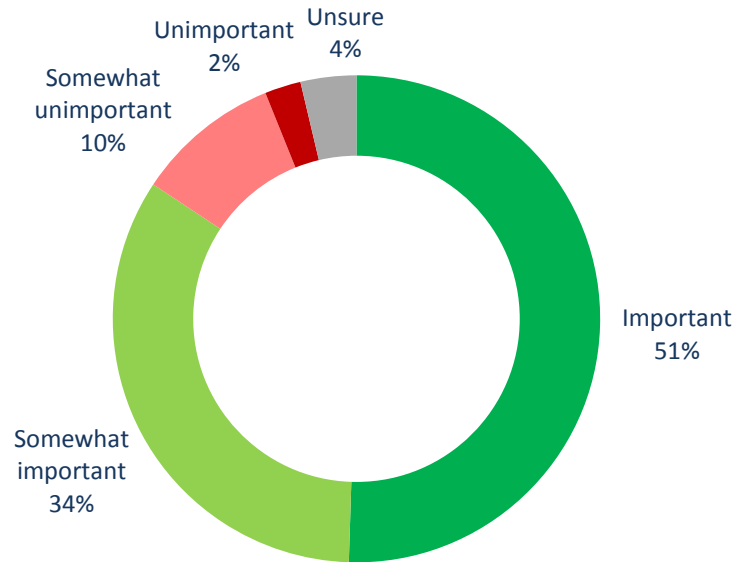
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions?

# Importance of Leading National Strategy

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+72.3



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

Subgroups	Important/ Somewhat important
Atlantic (n=100)	88.9%
Quebec (n=250)	84.3%
Ontario (n=300)	83.8%
Prairies (n=200)	82.3%
British Columbia (n=150)	85.1%
Male (n=513)	80.5%
Female (n=487)	88.3%
18 to 29 (n=205)	78.6%
30 to 39 (n=169)	79.3%
40 to 49 (n=208)	86.3%
50 to 59 (n=178)	88.8%
60 plus (n=239)	87.7%

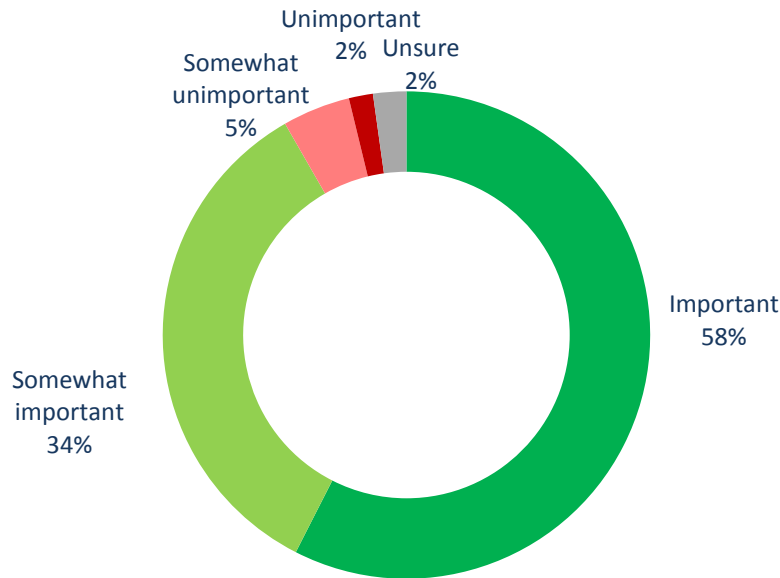
**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions?

**Lead the development of a comprehensive, national dementia strategy**

# Importance of Ensuring Homes are Prepared

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+85.6



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

Subgroups	Important/ Somewhat important
Atlantic (n=100)	93.2%
Quebec (n=250)	93.6%
Ontario (n=300)	91.0%
Prairies (n=200)	92.2%
British Columbia (n=150)	88.7%
Male (n=513)	87.9%
Female (n=487)	95.9%
18 to 29 (n=205)	87.8%
30 to 39 (n=169)	87.9%
40 to 49 (n=208)	94.0%
50 to 59 (n=178)	94.7%
60 plus (n=239)	93.8%

**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions?

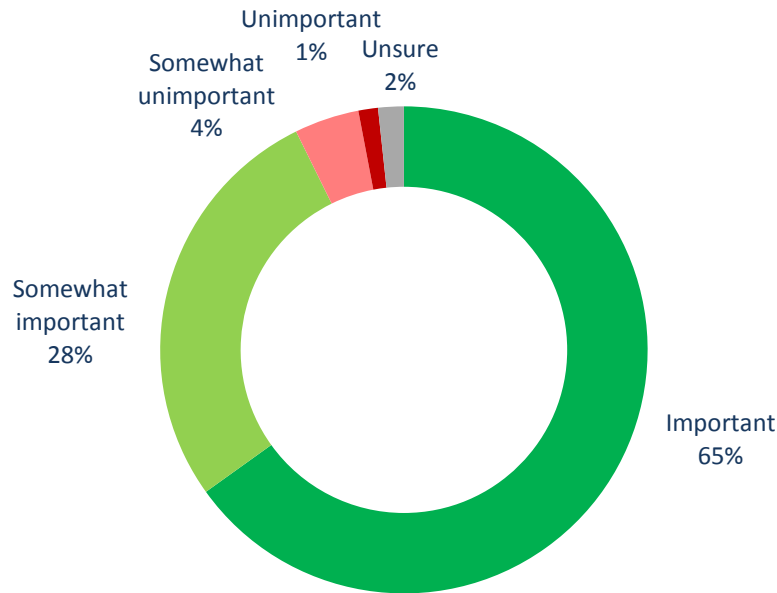
**Ensure that long term care homes are prepared for the rising number of seniors with dementia**



# Importance of Providing Equal Care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+87.1



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

Subgroups	Important/ Somewhat important
Atlantic (n=100)	98.3%
Quebec (n=250)	91.9%
Ontario (n=300)	93.4%
Prairies (n=200)	89.2%
British Columbia (n=150)	93.6%
Male (n=513)	91.1%
Female (n=487)	94.3%
18 to 29 (n=205)	89.8%
30 to 39 (n=169)	91.2%
40 to 49 (n=208)	92.2%
50 to 59 (n=178)	96.4%
60 plus (n=239)	93.9%

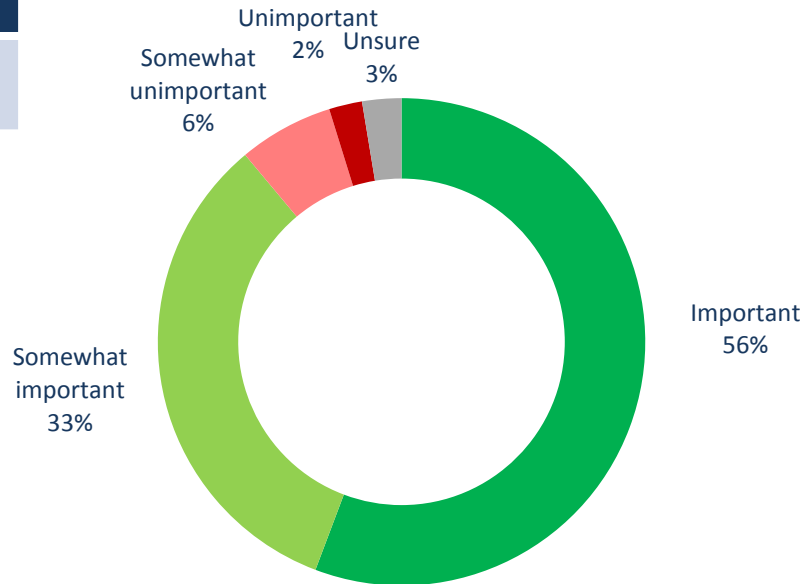
**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions?

**Work with provinces to ensure that Canadians have access to the same level and quality of long term care regardless of where they live in Canada**

# Importance of Leading Strategy with Benchmarks

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+80.5



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

Subgroups	Important/ Somewhat important
Atlantic (n=100)	92.4%
Quebec (n=250)	87.2%
Ontario (n=300)	90.0%
Prairies (n=200)	87.2%
British Columbia (n=150)	89.9%
Male (n=513)	85.9%
Female (n=487)	92.2%
18 to 29 (n=205)	84.7%
30 to 39 (n=169)	83.8%
40 to 49 (n=208)	94.8%
50 to 59 (n=178)	90.6%
60 plus (n=239)	89.9%

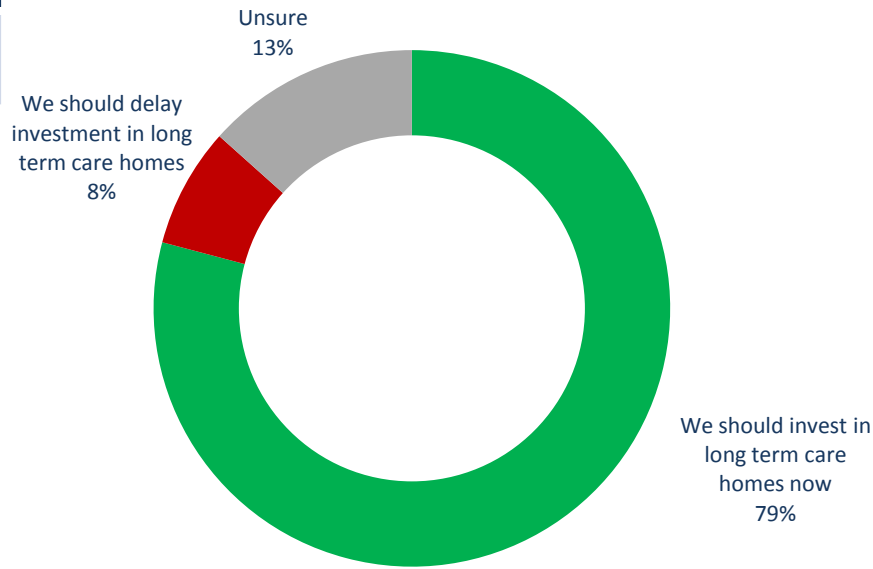
**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions?

**Lead a national long term care strategy with benchmarks to address inequities in access and funding for long term care**

# Investment in Long Term Care Homes

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 18<sup>th</sup> to 22<sup>nd</sup>, 2015, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

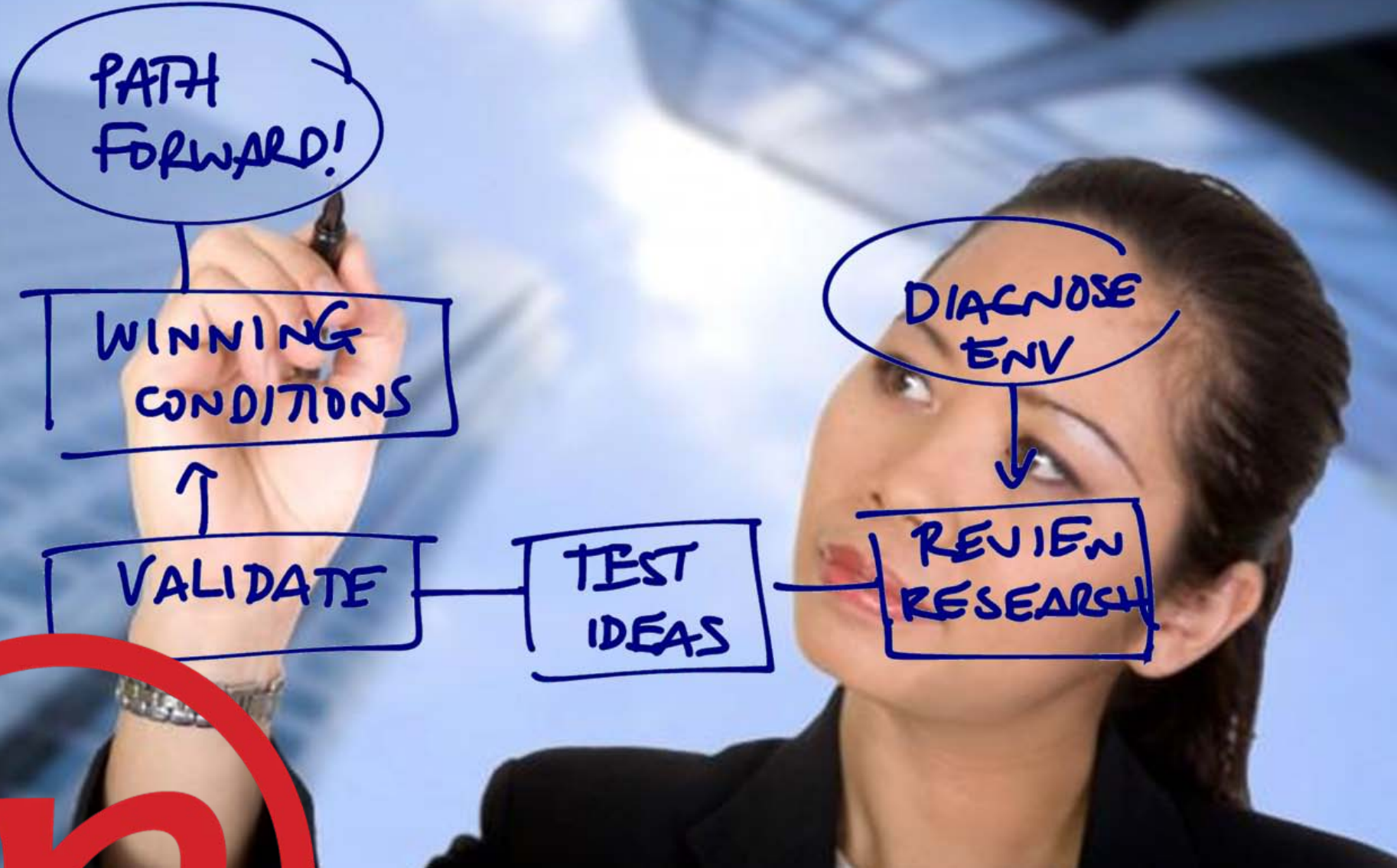
**Net Score**  
+71.7



Subgroups	Invest now
Atlantic (n=100)	88.4%
Quebec (n=250)	77.4%
Ontario (n=300)	78.9%
Prairies (n=200)	76.6%
British Columbia (n=150)	79.9%
Male (n=513)	74.1%
Female (n=487)	84.5%
18 to 29 (n=205)	66.6%
30 to 39 (n=169)	71.3%
40 to 49 (n=208)	86.6%
50 to 59 (n=178)	86.4%
60 plus (n=239)	83.7%

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

**QUESTION** – Some people think that because of government budget pressures investments in long term care homes can be delayed to a later time, others believe with an aging population we need to invest now to ensure that seniors get quality long term care when and where they need it. Which of these two views, if either, best reflects your personal view?



# Methodology

# Methodology

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 July 18<sup>th</sup> and 22<sup>nd</sup>, 2015 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. Canadians without internet access or telephone lines were excluded by default.

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  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Canadian Alliance for Long Term Care.

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



# 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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# *Tabulations*

Confidential



2015-689 - CALTC- STAT SHEET

Question 1 (first ranked response) – When it comes to health care, please rank the top two areas that you are most concerned about personally [RANDOMIZE]

			Reasonable access to prescription medicines based on a person's need, not their ability to pay	A home care program that would allow patients to return home with the assistance of family or friends, and when necessary the care of a healthcare professional	Improvements to ensure access to long term care for the growing number of seniors with complex care needs	Lengthy wait times for surgery/ treatment in hospital	Improved access to services and support for people with mental health issues	Unsure
	Total	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	13.5	19.8	22.7	27.0	11.1	5.9
	Atlantic Canada	100	10.2	17.2	20.3	27.6	18.0	6.7
	Quebec	250	12.1	24.5	17.8	25.6	9.9	10.0
	Ontario	300	12.7	20.3	27.6	27.1	10.2	2.0
	Prairies	200	16.6	16.3	23.2	24.3	11.9	7.7
	British Columbia	150	15.4	17.3	21.8	32.2	9.2	4.1
Gender	Male	513	15.3	21.4	22.7	27.8	8.6	4.2
	Female	487	11.6	18.2	22.6	26.1	13.7	7.7
Age	18 to 29	205	15.9	12.6	19.8	30.8	17.5	3.5
	30 to 39	169	14.0	17.8	22.0	30.2	12.5	3.5
	40 to 49	208	10.9	21.8	24.1	28.4	8.1	6.7
	50 to 59	178	14.6	22.7	23.1	24.0	9.2	6.4
	60 plus	239	12.5	23.6	24.1	22.4	8.7	8.8

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2015-689 - CALTC- STAT SHEET

Question 1 (second ranked response) – When it comes to health care, please rank the top two areas that you are most concerned about personally [RANDOMIZE]

		Total	Reasonable access to prescription medicines based on a person's need, not their ability to pay	A home care program that would allow patients to return home with the assistance of family or friends, and when necessary the care of a healthcare professional	Improvements to ensure access to long term care for the growing number of seniors with complex care needs	Lengthy wait times for surgery/ treatment in hospital	Improved access to services and support for people with mental health issues	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	940	20.1	19.1	22.6	16.1	16.0	6.1
	Atlantic Canada	93	22.8	15.3	17.5	22.0	18.4	3.9
	Quebec	225	25.0	14.3	22.3	11.7	19.4	7.2
	Ontario	294	18.1	22.7	22.0	14.6	15.1	7.5
	Prairies	185	19.1	17.2	30.7	18.6	11.2	3.1
	British Columbia	144	15.9	24.3	17.1	18.9	17.0	6.8
	Gender	Male	491	20.4	19.3	24.5	16.3	14.8
	Female	449	19.7	19.0	20.6	15.9	17.3	7.5
Age	18 to 29	198	22.6	17.3	19.9	18.4	18.4	3.5
	30 to 39	163	18.5	14.3	21.5	19.2	18.4	8.1
	40 to 49	194	21.8	20.9	24.0	9.1	17.8	6.3
	50 to 59	167	19.2	18.6	25.3	18.6	13.1	5.3
	60 plus	218	18.2	23.2	22.6	15.9	12.7	7.4

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**2015-689 - CALTC- STAT SHEET**

**Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following: [RANDOMIZE]**

		Question 2 – Patients waiting too long in hospital or at home for placement in a long term care home					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	57.6	35.3	4.4	1.6	1.1
	Atlantic Canada	100	58.8	40.0	1.3	.0	.0
	Quebec	250	56.0	33.2	6.0	3.5	1.3
	Ontario	300	56.2	38.0	2.8	1.5	1.6
	Prairies	200	61.9	32.8	3.6	1.2	.6
	British Columbia	150	56.5	33.4	7.9	.7	1.4
Gender	Male	513	51.5	40.4	4.4	2.2	1.5
	Female	487	64.0	29.8	4.4	1.0	.8
Age	18 to 29	205	51.3	37.4	5.2	3.9	2.3
	30 to 39	169	47.5	43.6	6.9	1.2	.8
	40 to 49	208	56.6	37.4	4.8	.0	1.2
	50 to 59	178	69.4	25.3	3.5	1.5	.3
	60 plus	239	62.2	33.1	2.2	1.5	1.0

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**2015-689 - CALTC- STAT SHEET**

**Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following: [RANDOMIZE]**

**Question 3 - There not being enough long term beds to meet the future needs of your community**

		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	52.6	38.0	5.7	2.3	1.3
	Atlantic Canada	100	47.6	43.7	7.0	1.0	.7
	Quebec	250	52.2	34.0	7.8	4.4	1.6
	Ontario	300	51.4	42.7	3.3	1.0	1.6
	Prairies	200	52.1	38.2	5.3	3.1	1.3
	British Columbia	150	59.8	31.5	6.6	1.2	.9
Gender	Male	513	46.3	42.0	7.1	3.6	1.1
	Female	487	59.3	33.9	4.2	.9	1.6
Age	18 to 29	205	46.8	38.9	7.9	4.2	2.3
	30 to 39	169	41.6	50.2	3.8	3.6	.8
	40 to 49	208	49.4	40.7	7.4	.7	1.9
	50 to 59	178	63.0	29.8	5.7	.8	.7
	60 plus	239	60.5	32.5	3.7	2.3	.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

**Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following: [RANDOMIZE]**

		Question 4 - The high level of care and support that will be needed by a growing number of Canadians diagnosed with dementia					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	54.7	35.7	5.6	2.3	1.7
	Atlantic Canada	100	53.2	42.8	1.5	1.3	1.3
	Quebec	250	52.7	30.5	11.4	3.9	1.5
	Ontario	300	54.6	37.7	4.0	1.0	2.7
	Prairies	200	52.6	38.8	5.0	3.1	.6
	British Columbia	150	61.9	31.5	2.9	1.9	1.8
Gender	Male	513	49.0	37.7	7.9	3.4	2.0
	Female	487	60.7	33.6	3.3	1.1	1.3
Age	18 to 29	205	44.1	39.9	7.6	4.9	3.5
	30 to 39	169	43.0	44.8	7.2	2.7	2.3
	40 to 49	208	57.4	33.3	7.5	.6	1.2
	50 to 59	178	66.2	28.7	2.6	1.5	1.0
	60 plus	239	61.1	32.9	3.5	1.9	.7

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**2015-689 - CALTC- STAT SHEET**

**Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the following: [RANDOMIZE]**

		Question 5 - Long term care homes not being properly staffed to meet the diverse medical and mental health care needs of seniors					
		Total	Concerned	Somewhat concerned	Somewhat unconcerned	Unconcerned	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	57.8	33.0	5.0	2.8	1.5
	Atlantic Canada	100	55.2	39.1	2.5	2.2	1.0
	Quebec	250	55.5	31.6	7.0	5.3	.6
	Ontario	300	57.2	34.9	4.4	.8	2.8
	Prairies	200	63.7	27.1	5.3	3.4	.6
	British Columbia	150	56.6	35.1	4.0	2.5	1.8
Gender	Male	513	51.6	36.8	6.2	4.1	1.4
	Female	487	64.3	29.0	3.7	1.4	1.6
Age	18 to 29	205	50.7	33.1	5.8	7.0	3.4
	30 to 39	169	46.3	42.6	9.0	1.2	.8
	40 to 49	208	62.3	33.1	2.0	1.4	1.2
	50 to 59	178	66.8	26.6	4.9	.7	1.0
	60 plus	239	61.4	30.6	4.0	3.2	.7

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

**Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]**

		Question 6 - I am confident that hospitals and long term care homes will be able to handle the care needs of Canada's aging population.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	2.3	15.6	37.4	40.7	3.9
	Atlantic Canada	100	.0	11.7	45.5	40.3	2.5
	Quebec	250	4.1	16.8	36.9	37.3	5.0
	Ontario	300	1.9	15.9	36.1	42.0	4.0
	Prairies	200	3.3	17.2	38.0	37.9	3.6
	British Columbia	150	.5	13.4	34.8	47.8	3.5
Gender	Male	513	2.3	18.9	41.7	32.6	4.4
	Female	487	2.3	12.1	32.9	49.2	3.4
Age	18 to 29	205	4.9	20.5	30.7	38.6	5.2
	30 to 39	169	4.4	17.1	43.0	31.2	4.3
	40 to 49	208	.7	15.2	38.1	42.9	3.1
	50 to 59	178	.7	11.0	37.6	49.3	1.4
	60 plus	239	1.2	14.1	38.6	40.9	5.2

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

**Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]**

		Question 7 - I am confident that long term care homes will be prepared for the rising number of Canadians living with dementia.					
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	2.3	13.5	35.2	43.9	5.1
	Atlantic Canada	100	.0	11.6	38.7	45.2	4.5
	Quebec	250	5.0	13.7	35.5	39.7	6.2
	Ontario	300	1.3	13.4	36.8	43.7	4.7
	Prairies	200	3.0	14.5	34.6	43.7	4.3
	British Columbia	150	.5	13.5	29.8	50.8	5.4
Gender	Male	513	2.1	16.1	38.5	37.8	5.5
	Female	487	2.6	10.8	31.7	50.4	4.6
Age	18 to 29	205	4.4	18.9	31.2	38.8	6.7
	30 to 39	169	4.6	16.2	39.6	35.0	4.5
	40 to 49	208	.7	11.4	35.6	47.8	4.4
	50 to 59	178	1.5	11.0	30.7	53.8	3.0
	60 plus	239	.9	10.7	38.4	43.9	6.1

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



2015-689 - CALTC- STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

Question 8 - I am confident that there will be enough trained staff to provide care to seniors when they need it, in their homes.

		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	3.8	16.0	36.8	39.5	3.9
	Atlantic Canada	100	1.9	13.6	48.3	33.7	2.5
	Quebec	250	2.7	17.0	36.1	39.0	5.1
	Ontario	300	4.5	15.6	36.3	40.1	3.5
	Prairies	200	6.9	15.1	38.0	37.2	2.8
	British Columbia	150	1.2	18.2	29.4	46.3	4.9
Gender	Male	513	4.3	20.4	39.2	31.5	4.6
	Female	487	3.2	11.4	34.2	48.0	3.1
Age	18 to 29	205	8.7	21.4	33.3	32.3	4.3
	30 to 39	169	6.8	18.3	36.6	33.3	5.0
	40 to 49	208	.7	15.2	38.0	42.9	3.3
	50 to 59	178	1.9	12.2	34.7	49.0	2.2
	60 plus	239	1.6	13.3	40.3	40.2	4.5

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**2015-689 - CALTC- STAT SHEET**

Question 9 - Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions? [RANDOMIZE] Lead the development of a comprehensive, national dementia strategy

		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	50.5	33.8	9.6	2.4	3.7
	Atlantic Canada	100	54.8	34.1	9.1	2.0	.0
	Quebec	250	51.1	33.2	8.8	1.0	5.9
	Ontario	300	48.6	35.2	10.2	2.5	3.6
	Prairies	200	49.9	32.4	10.0	3.1	4.5
	British Columbia	150	51.2	33.9	9.7	3.7	1.6
Gender	Male	513	45.3	35.2	12.1	3.7	3.7
	Female	487	55.9	32.4	7.1	1.0	3.7
Age	18 to 29	205	42.7	35.9	12.1	4.4	4.9
	30 to 39	169	43.7	35.6	13.2	3.7	3.8
	40 to 49	208	47.1	39.2	10.4	.0	3.3
	50 to 59	178	58.1	30.7	6.3	2.0	3.0
	60 plus	239	59.3	28.4	6.7	2.0	3.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



2015-689 - CALTC- STAT SHEET

Question 10 - Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions? [RANDOMIZE] Ensure that long term care homes are prepared for the rising number of seniors with dementia

		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	57.5	34.2	4.5	1.6	2.2
	Atlantic Canada	100	61.5	31.7	4.1	.7	2.0
	Quebec	250	61.0	32.6	4.1	1.1	1.1
	Ontario	300	53.3	37.7	3.4	2.6	3.0
	Prairies	200	57.8	34.4	3.7	1.9	2.2
	British Columbia	150	57.5	31.2	8.5	.7	2.1
Gender	Male	513	50.8	37.1	6.6	3.0	2.5
	Female	487	64.7	31.2	2.2	.2	1.8
Age	18 to 29	205	51.3	36.5	7.2	1.6	3.5
	30 to 39	169	48.7	39.2	6.7	3.1	2.3
	40 to 49	208	52.7	41.3	4.1	.6	1.3
	50 to 59	178	68.0	26.7	1.5	1.5	2.2
	60 plus	239	65.6	28.2	3.0	1.6	1.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

Question 11 - Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions? [RANDOMIZE] Work with provinces to ensure that Canadians have access to the same level and quality of long term care regardless of where they live in Canada

		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	65.1	27.6	4.3	1.3	1.7
	Atlantic Canada	100	71.8	26.5	1.0	.7	.0
	Quebec	250	66.4	25.5	5.4	1.0	1.7
	Ontario	300	64.0	29.4	3.8	.5	2.3
	Prairies	200	62.0	27.2	5.8	3.1	1.9
	British Columbia	150	64.9	28.7	3.8	1.4	1.2
Gender	Male	513	58.6	32.5	5.2	2.0	1.6
	Female	487	71.9	22.4	3.4	.5	1.8
Age	18 to 29	205	63.1	26.7	7.8	.8	1.5
	30 to 39	169	51.0	40.2	2.9	3.5	2.3
	40 to 49	208	61.3	30.9	5.2	.5	2.0
	50 to 59	178	74.6	21.8	1.8	.8	1.1
	60 plus	239	73.0	20.9	3.3	1.2	1.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

Question 12 - Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to take the following actions? [RANDOMIZE] Lead a national long term care strategy with benchmarks to address inequities in access and funding for long-term care

		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	55.8	33.2	6.3	2.2	2.6
	Atlantic Canada	100	61.9	30.5	6.1	.7	.7
	Quebec	250	53.0	34.2	8.2	.8	3.6
	Ontario	300	53.7	36.3	4.4	2.7	2.9
	Prairies	200	58.3	28.9	7.4	2.6	2.8
	British Columbia	150	57.0	32.9	5.3	3.8	1.1
Gender	Male	513	51.4	34.5	7.9	3.5	2.7
	Female	487	60.4	31.8	4.6	.7	2.5
Age	18 to 29	205	52.8	31.9	9.8	2.2	3.3
	30 to 39	169	44.4	39.4	9.4	4.5	2.3
	40 to 49	208	57.0	37.8	3.3	.0	1.9
	50 to 59	178	62.6	28.0	4.7	2.4	2.2
	60 plus	239	60.1	29.8	4.8	2.3	2.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 18<sup>th</sup> to 22<sup>nd</sup>, as part of an omnibus survey. 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.



**2015-689 - CALTC- STAT SHEET**

Question 13 - [ROTATE] [Statement G] Some people think that because of government budget pressures investments in long term care homes in Canada can be delayed to a later time, [Statement L] others believe with an aging population we need to invest now to ensure that seniors get quality long term care when and where they need it. Which of these two views, if either, best reflects your personal view?

		Total	Statement G	Statement L	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2015-07	1000	7.5	79.2	13.4
	Atlantic Canada	100	6.4	88.4	5.2
	Quebec	250	10.5	77.4	12.1
	Ontario	300	7.5	78.9	13.6
	Prairies	200	6.7	76.6	16.7
	British Columbia	150	4.1	79.9	16.0
Gender	Male	513	10.3	74.1	15.6
	Female	487	4.5	84.5	11.0
Age	18 to 29	205	11.9	66.6	21.6
	30 to 39	169	10.0	71.3	18.7
	40 to 49	208	5.1	86.6	8.3
	50 to 59	178	5.1	86.4	8.5
	60 plus	239	5.7	83.7	10.6

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