



Survey of British Columbians on Nursing Homes for the Elderly - November 2018

Overview:

- In November of 2018, the BC Care Providers Association (BCCPA) contracted Mario Canseco from Research Co. to undertake a short five question public survey on British Columbians perceptions of long term care homes and media coverage.
- The following results are based on an online study conducted from November 16 to 18th, 2018, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia.

Questions:

1. Overall, do you have a positive or negative opinion of nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia? Your opinion can be based on your own experiences, what your friends and family have experienced, and/or what you have heard.
 - Provincial Results: 51% positive (42% moderately and 9% very); 26% negative (19% moderately and 7% very)
2. Have you had any personal experience with nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia, either through work or a family member?
 - Provincial Results: 34% yes; 64% no
3. To those who had a personal experience — Based on your personal experience, how would you rate nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia?
 - Provincial Results: 34% excellent; 52% good; 11% fair; 3% poor; 0% not sure
4. Over the past couple of years, do you remember seeing any news reports (whether in television, radio or print) about nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia?
 - Provincial Results 26% yes; 74% no



5. To those who remember seeing news reports — Thinking about the last news report you saw (whether in television, radio or print) about nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia, would you say the news report portrayed nursing homes in a positive or negative manner?

- Provincial Results: 22% positive (19% moderately and 3% very); 65% negative (32% moderately and 33% very)

Key Messages / Results

- Majority of respondents had positive opinion of nursing homes for the elderly (over 50%).
- About two-thirds of respondents (64%) did not have any personal experience with nursing homes for the elderly. If they did have experience their opinion was likely more positive. Those with experience overwhelmingly rate the nursing homes as excellent (34%) or good (52%).
- Over the past couple of years, only about a quarter (26%) identified remembering seeing any news reports (whether in television, radio or print) about nursing homes for the elderly.
- When people do remember such stories most remember negative stories (22% positive and 65% negative)

Appendix A: Results

1. Overall, do you have a positive or negative opinion of nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia? Your opinion can be based on your own experiences, what your friends and family have experienced, and/or what you have heard.

	British Columbia
Very positive	9%
Moderately positive	42%
Moderately negative	19%



Very negative	7%
Not sure	23%

2. Have you had any personal experience with nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia, either through work or a family member?

	British Columbia
Yes	34%
No	66%

3. To those who had a personal experience — Based on your personal experience, how would you rate nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia?

	British Columbia
Excellent	34%
Good	52%
Fair	11%
Poor	3%
Not sure	0%

4. Over the past couple of years, do you remember seeing any news reports (whether in television, radio or print) about nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia?

	British Columbia
Yes	26%

No	74%
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5. To those who remember seeing news reports — Thinking about the last news report you saw (whether in television, radio or print) about nursing homes for the elderly—also known as residential care or long-term care homes—in British Columbia, would you say the news report portrayed nursing homes in a positive or negative manner?

	British Columbia
Very positive	3%
Moderately positive	19%
Moderately negative	32%
Very negative	33%
Not sure	13%

**Results are based on an online study conducted from November 16 to November 18, 2018, among 800 adults in British Columbia.*

**The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia.*

**The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.*