



CNA Hill Day Project Summary

submitted by Nanos, November, 2014 (Submission 2014-592)

Strong Support for Federal Involvement to Further Seniors Home Health Care

According to a survey of 25 federal ridings

Almost all those surveyed think it is important (89.8%) or somewhat important (7.8%) that they and their loved ones are able to age at home with access to health care in a home setting. There is considerable support for federal involvement in the issue.

- Support is highest for providing family caregivers with support, such as temporary care for seniors for the family member to have a break from caregiving (86.5% support and 8.3% somewhat support).
- Promoting support in communities to help seniors and caregivers cope with symptoms (83.5% support and 10.1% somewhat support), improving the financial support for family caregivers who are supporting aging relatives (83.0% support and 11.6% somewhat support), and an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system (83.0% support and 9.7% somewhat support) are also highly supported.
- Publicly funding all of the community health care that a senior will need delivered at home is also an option with high support (71.4% support and 18.8% somewhat support).

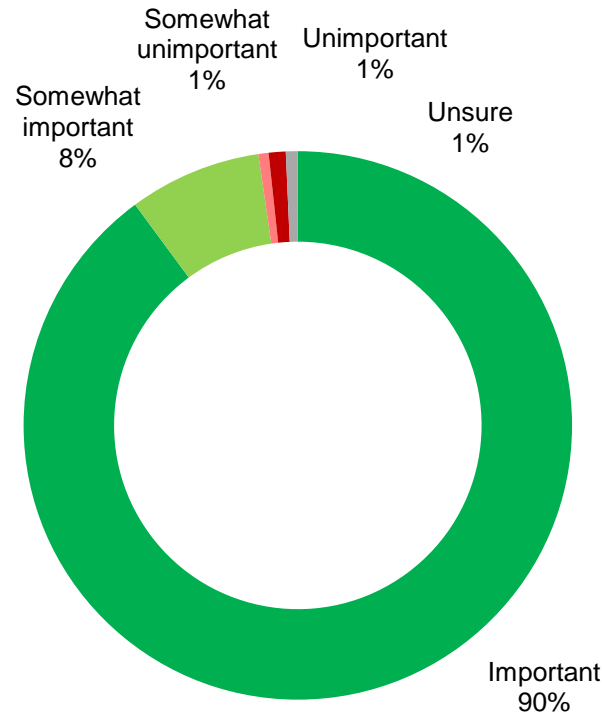
In terms of specific actions the federal government could take, the option most preferred is to increase the tax credit for family members who are caring for a senior (33.7%), followed by providing additional funding to the provinces for seniors home health care (27.6%). The issue of healthcare for seniors touches a large proportion of people as 19.7% report providing help to care for a senior while another 11.7% are involved in decisions about care but do not directly provide it. If the federal political party you currently support failed to make health care for seniors a priority in their upcoming federal election platform, 38.7% would likely and 25.4% would be somewhat likely to consider supporting another party that did make the issue a priority.

The survey was conducted by telephone in 25 federal ridings, all of which have ranking parliamentarians involved in health policy decisions who will be re-offering in the next federal election.

Importance of Healthcare at Home

Source: Nanos Research, random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate 1.7 percentage points plus or minus, 19 times out of 20.

Net Score
+96.0



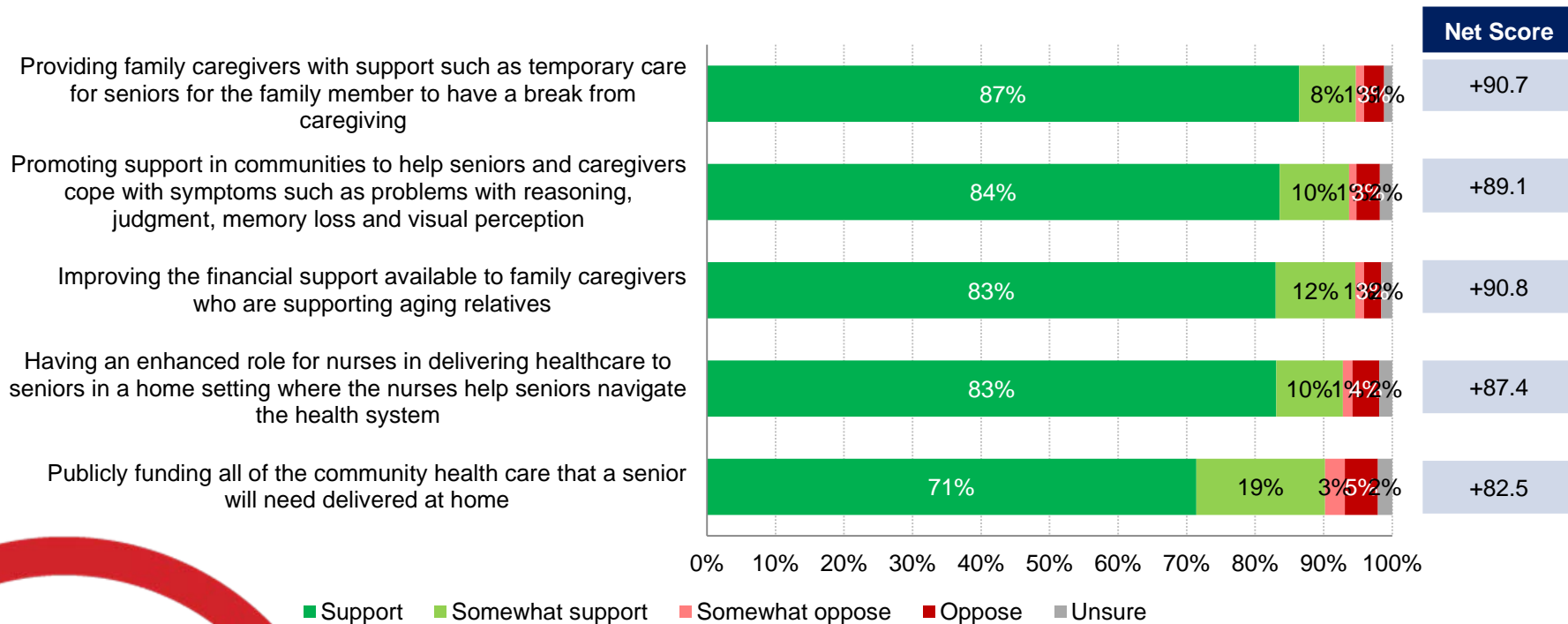
Subgroups	Important/ Somewhat important
Male (n=1,547)	96.9%
Female (n=1,578)	98.3%
45 to 54 (n=1,150)	97.6%
55 to 64 (n=950)	98.1%
65 plus (n=1,024)	97.1%
Own (n=2,551)	98.0%
Rent (n=523)	95.5%

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

QUESTION – Is it important, somewhat important, somewhat unimportant or unimportant that you and your loved ones have the ability to age at home with access to health care in a home setting?

Federal Government Involvement

Source: Nanos Research, random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate 1.7 percentage points plus or minus, 19 times out of 20.

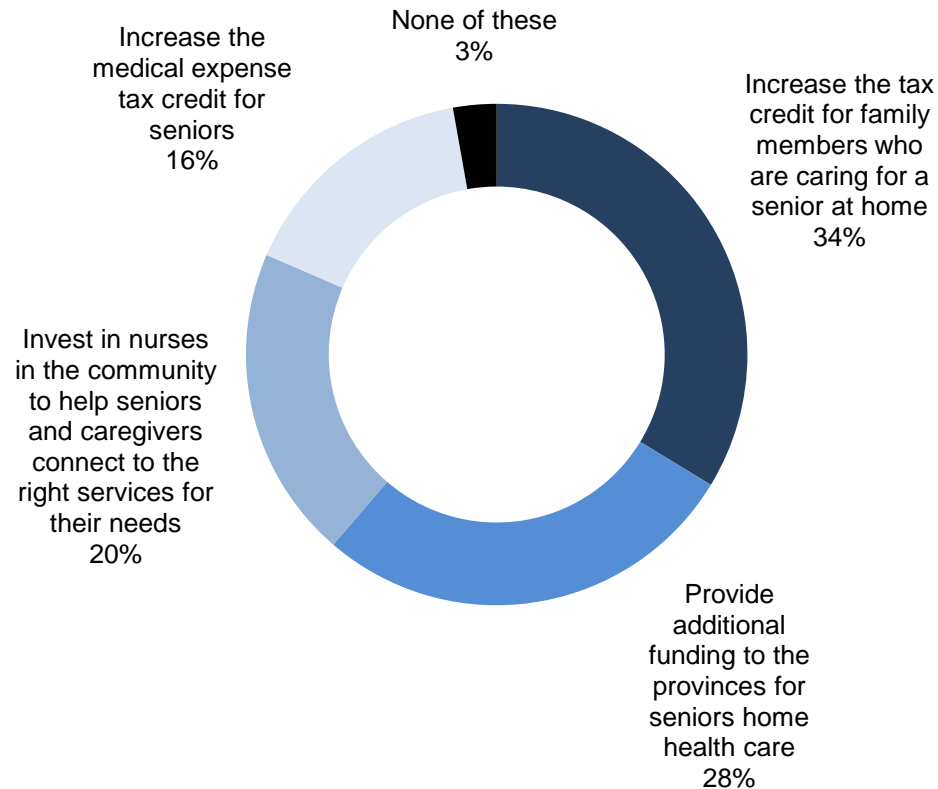


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[RANDOMIZE]

The Federal Government's Activities

Source: Nanos Research, random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate 1.7 percentage points plus or minus, 19 times out of 20.

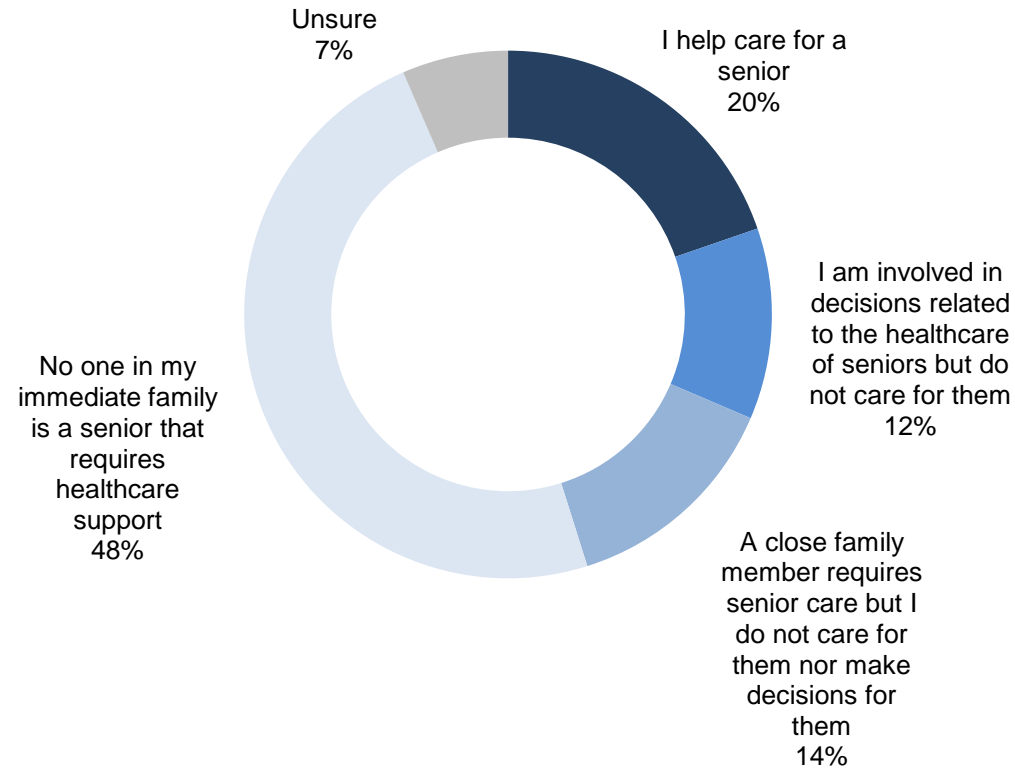


***Note: Charts may not add up to 100 due to rounding**

QUESTION – The federal government could undertake a number of possible activities to meet the healthcare goals of seniors. I am going to read you a list of specific activities and would like to rank the top two activities that you think the government should undertake. [First ranked responses]

Personal Situation

Source: Nanos Research, random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate 1.7 percentage points plus or minus, 19 times out of 20.



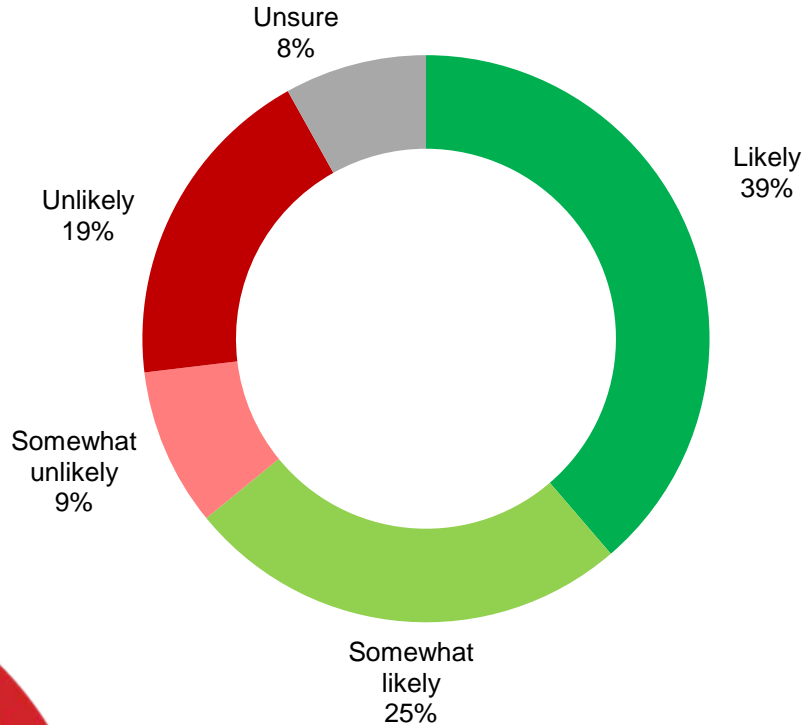
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Which of the following BEST describes you.

Prioritizing Seniors Health Care

Source: Nanos Research, random telephone survey of Canadians 45 years of age or older, in 25 select ridings, from October 31st and November 13th, 2014, n=3,125, accurate 1.7 percentage points plus or minus, 19 times out of 20.

Net Score
+36.3



Subgroups	Likely/ Somewhat likely
Male (n=1,547)	59.8%
Female (n=1,578)	68.4%
45 to 54 (n=1,150)	63.5%
55 to 64 (n=950)	64.4%
65 plus (n=1,024)	64.6%
Own (n=2,551)	63.9%
Rent (n=523)	67.1%

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

QUESTION – If the federal political party you currently support failed to make health care for seniors a priority in their upcoming federal election platform, how likely or unlikely would you be to support another party that did?



Methodology

Methodology

Nanos conducted a random telephone survey of 3,125 Canadian voters, aged 45 or older, in 25 ridings, between October 31st and November 13th, 2014. The survey was completed using live agents. The sample included both land- and cell-lines. 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.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 3,125 Canadians is ± 1.7 percentage points, 19 times out of 20.

The 25 federal ridings were held by ranking parliamentarians involved in health policy decisions who will be re-offering in the next federal election. The focus of the study was on parliamentary leadership/senior caucus members in the House of Commons.

The 25 ridings were:

Huron—Bruce, Vancouver East, Vancouver Centre, Mississauga—Brampton South, Oakville, Nickel Belt, Chicoutimi—Le Fjord, Mississauga East—Cooksville, Kootenay—Columbia, Markham—Unionville, Calgary—Southwest, Outremont, Papineau, Saanich—Gulf Islands, Edmonton—Spruce Grove, Richmond, Portage—Lisgar, London—Fanshawe, Halifax, Hamilton Centre, Wascana, Beausejour, Kings—Hants, Churchill, Kenora

The research was commissioned by the Canadian Nurses Association.

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

About Nanos

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Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com



Tabulations

Confidential



2014-592 – CANADIAN NURSES ASSOCIATION – STAT SHEET – CONFIDENTIAL

		Question 1 – Is it important, somewhat important, somewhat unimportant or unimportant that you and your loved ones have the ability to age at home with access to health care in a home setting?					
		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	89.8	7.8	.6	1.0	.7
	Male	1547	87.4	9.5	1.2	1.4	.6
	Female	1578	92.1	6.2	.1	.7	.9
Age	45 to 54	1150	87.6	10.0	1.0	1.0	.4
	55 to 64	950	90.7	7.4	.3	.9	.7
	65 plus	1024	91.4	5.7	.6	1.2	1.2
Home	Own	2551	90.2	7.8	.7	.8	.5
	Rent	523	87.0	8.5	.4	2.4	1.7
	Refusal	51	95.4	2.8	.0	1.8	.0

Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
 [Randomize questions 2 thru 6]

		Question 2 – Promoting support in communities to help seniors and caregivers cope with symptoms such as problems with reasoning, judgment, memory loss and visual perception.					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	83.5	10.1	1.1	3.4	1.8
	Male	1547	79.9	12.4	1.5	4.6	1.7
	Female	1578	87.0	8.0	.8	2.4	1.9
Age	45 to 54	1150	82.5	11.8	1.0	3.5	1.1
	55 to 64	950	85.6	8.7	1.1	3.1	1.5
	65 plus	1024	82.6	9.7	1.3	3.6	2.8
Home	Own	2551	83.3	10.5	1.2	3.3	1.7
	Rent	523	84.7	8.3	.9	4.0	2.2
	Refusal	51	80.5	12.3	1.8	3.2	2.2

Random telephone survey, using live agents, of 3,125 Canadian voters, aged 45 or older, in 25 federal ridings (125 in each), between October 31st and November 13th, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 3,125 Canadians is ± 1.7 percentage points, 19 times out of 20.



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**Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[Randomize questions 2 thru 6]**

		Question 3 – Improving the financial support available to family caregivers who are supporting aging relatives.					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	83.0	11.6	1.3	2.5	1.6
	Male	1547	79.7	13.3	1.8	3.4	1.7
	Female	1578	86.2	10.0	.8	1.6	1.4
Age	45 to 54	1150	82.8	12.9	1.7	1.8	.8
	55 to 64	950	83.4	11.3	1.0	2.6	1.7
	65 plus	1024	82.8	10.6	1.2	3.1	2.3
Home	Own	2551	82.5	12.2	1.5	2.3	1.5
	Rent	523	85.9	9.1	.7	3.1	1.3
	Refusal	51	76.1	9.0	1.5	8.3	5.1

**Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[Randomize questions 2 thru 6]**

		Question 4 – Publicly funding all of the community health care that a senior will need delivered at home.					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	71.4	18.8	2.9	4.8	2.1
	Male	1547	68.0	19.4	4.1	6.5	1.9
	Female	1578	74.7	18.1	1.7	3.1	2.4
Age	45 to 54	1150	68.1	22.5	3.8	4.0	1.6
	55 to 64	950	71.8	17.9	2.8	5.6	1.9
	65 plus	1024	74.6	15.4	2.1	5.0	3.0
Home	Own	2551	70.2	19.9	3.2	4.8	2.0
	Rent	523	76.5	14.2	2.0	4.8	2.5
	Refusal	51	78.6	11.2	.0	6.5	3.7

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Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[Randomize questions 2 thru 6]

		Question 5 – Having an enhanced role for nurses in delivering healthcare to seniors in a home setting where the nurses help seniors navigate the health system					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	83.0	9.7	1.4	3.9	1.9
	Male	1547	80.1	11.4	1.8	5.3	1.4
	Female	1578	85.8	8.0	1.1	2.6	2.4
Age	45 to 54	1150	82.5	11.3	1.7	3.5	.9
	55 to 64	950	83.2	8.4	1.2	4.5	2.6
	65 plus	1024	83.4	9.0	1.3	3.9	2.4
Home	Own	2551	83.0	9.8	1.4	4.1	1.7
	Rent	523	84.3	8.0	1.4	3.6	2.7
	Refusal	51	69.9	19.6	1.8	1.7	7.0

Do you support, somewhat support, somewhat oppose or oppose federal government involvement in each of the following:
[Randomize questions 2 thru 6]

		Question 6 – Providing family caregivers with support such as temporary care for seniors for the family member to have a break from caregiving					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	86.5	8.3	1.2	2.9	1.2
	Male	1547	82.5	10.7	1.3	4.3	1.2
	Female	1578	90.4	6.0	1.0	1.4	1.2
Age	45 to 54	1150	84.8	10.3	1.5	2.7	.6
	55 to 64	950	88.1	7.3	.8	2.7	1.1
	65 plus	1024	86.8	7.0	1.0	3.2	1.9
Home	Own	2551	86.4	8.6	1.3	2.7	1.0
	Rent	523	87.6	6.9	.5	3.4	1.7
	Refusal	51	78.0	7.6	.0	6.3	8.1

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Question 7 (first ranked response) – The federal government could undertake a number of possible activities to meet the healthcare goals of seniors. I am going to read you a list of specific activities and I would like you to rank the top two activities that you think the government should undertake.
[Randomize options]

		Total	Increase the tax credit for family members who are caring for a senior at home	Increase the medical expense tax credit for seniors	Provide additional funding to the provinces for seniors home health care	Invest in nurses in the community to help seniors and caregivers connect to the right services for their needs	None of these
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	33.7	15.7	27.6	20.2	2.8
	Male	1547	35.9	13.7	27.5	19.7	3.1
	Female	1578	31.5	17.6	27.7	20.8	2.4
Age	45 to 54	1150	33.0	14.5	27.6	22.7	2.2
	55 to 64	950	35.0	14.3	29.4	18.5	2.9
	65 plus	1024	33.2	18.3	26.1	19.1	3.3
Home	Own	2551	34.6	15.7	28.2	19.2	2.3
	Rent	523	29.5	16.4	26.4	23.3	4.4
	Refusal	51	30.9	7.8	11.5	40.1	9.7

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Question 7 (second ranked response) – The federal government could undertake a number of possible activities to meet the healthcare goals of seniors. I am going to read you a list of specific activities and I would like you to rank the top two activities.
[Randomize options]

		Total	Increase the tax credit for family members who are caring for a senior at home	Increase the medical expense tax credit for seniors	Provide additional funding to the provinces for seniors home health care	Invest in nurses in the community to help seniors and caregivers connect to the right services for their needs	No second choice
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3039	13.1	22.9	21.3	36.2	6.5
	Male	1498	14.3	23.4	19.8	35.4	7.1
	Female	1540	11.9	22.4	22.8	37.0	6.0
Age	45 to 54	1125	13.3	21.8	21.8	37.9	5.1
	55 to 64	923	13.0	24.0	19.5	38.2	5.3
	65 plus	990	13.0	22.9	22.4	32.4	9.3
Home	Own	2492	12.9	23.0	21.1	36.7	6.3
	Rent	500	14.8	21.9	20.7	35.7	6.9
	Refusal	46	6.6	27.5	38.0	14.5	13.5

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		Question 8 – Which of the following BEST describes you					
		Total	I help care for a senior	I am involved in decisions related to the healthcare of seniors but do not care for them	A close family member requires senior care but I do not care for them nor make decisions for them	No one in my immediate family is a senior that requires healthcare support	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	19.7	11.7	13.7	48.3	6.5
	Male	1547	18.1	11.5	15.0	49.8	5.5
	Female	1578	21.3	12.0	12.4	46.7	7.5
Age	45 to 54	1150	19.9	13.7	17.3	46.7	2.4
	55 to 64	950	22.1	12.4	14.8	46.8	3.8
	65 plus	1024	17.3	8.9	8.6	51.4	13.8
Home	Own	2551	19.7	12.5	14.6	47.8	5.4
	Rent	523	19.8	8.3	10.5	50.4	10.9
	Refusal	51	20.9	8.4	3.1	48.6	19.0

		Question 9 – If the federal political party you currently support failed to make health care for seniors a priority in their upcoming federal election platform, how likely or unlikely would you be to support another party that did?					
		Total	Likely	Somewhat likely	Somewhat unlikely	Unlikely	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Aggregate 2014-11	3125	38.7	25.4	9.0	18.8	8.1
	Male	1547	35.4	24.4	10.2	23.5	6.5
	Female	1578	42.0	26.4	7.8	14.2	9.6
Age	45 to 54	1150	35.7	27.8	10.4	19.9	6.2
	55 to 64	950	37.9	26.5	9.6	17.4	8.6
	65 plus	1024	43.0	21.6	6.8	18.9	9.7
Home	Own	2551	37.6	26.3	9.8	18.8	7.4
	Rent	523	45.2	21.9	5.1	18.2	9.7
	Refusal	51	29.2	15.4	8.8	22.4	24.2

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