

# Interview Schedule

Good morning/ afternoon/ evening. My name is ( ) of POLLARA, a national public opinion research organization. We are conducting a survey of Canadians 18 years of age or older regarding the health system. Would you mind if I asked you a few questions? We are not selling or promoting any product and all of your responses will be kept strictly confidential.

(IF YES) Thank you.

(IF NO) When is a better time to call you back? (SCHEDULE APPOINTMENT)

Before we begin, do you or does anyone in your household work:

For a market research firm? (IF YES- THANK AND TERMINATE)

For the media? (IF YES- THANK AND TERMINATE)

|  | <b>2004</b><br>(n=1034) | <b>2003</b><br>(n=1210) | <b>2002</b><br>(n=1205) | <b>2001</b><br>(n=1207) | <b>Change</b><br><b>2004-</b><br><b>2003</b> | <b>Change</b><br><b>2004-</b><br><b>2002</b> | <b>Change</b><br><b>2004-</b><br><b>2001</b> |
|--|-------------------------|-------------------------|-------------------------|-------------------------|--|--|--|
| 1. Overall, would you say that your confidence in the Canadian health system is rising or falling, or is it about the same as it ever was? |                         |                         |                         |                         |  |  |  |
| Rising .....   | ( 6%)                   | ( 6%)                   | ( 4%)                   | ( 4%)                   | <+ 2>  | <+ 2>  | <+ 2>  |
| Falling .....  | (47%)                   | (51%)                   | (58%)                   | (54%)                   | <- 4>  | <-11>  | <- 7>  |
| Same .....   | (45%)                   | (41%)                   | (36%)                   | (41%)                   | <+ 4>  | <+ 9>  | <+ 4>  |
| Don't Know (DO NOT READ) .....   | ( 2%)                   | ( 2%)                   | ( 1%)                   | ( 1%)                   | <n/c>  | <+ 1>  | <+ 1>  |
| Refused .....  | (<1%)                   | (<1%)                   | (<1%)                   | (<1%)                   | <n/c>  | <n/c>  | <n/c>  |

In September 2004 the Prime Minister and the Premiers signed a 10-year Health Deal that provided increased funding from the federal government towards health care. The funding was targeted to priority areas such as waiting times, supply of health professionals: community based services, home care; a pharmaceuticals strategy; & health promotion and disease prevention.

|   |       |
|---|-------|
| 2. In your opinion, what impact will the September 2004 Health Deal reached by the Premiers and the Prime Ministers have? Do you think it will significantly improve, improve, have no impact, worsen or significantly worsen Canadians' access to timely, quality health care? |       |
| Significantly improve .....   | ( 3%) |
| Improve .....   | (49%) |
| Have no impact .....  | (33%) |
| Worsen .....  | ( 7%) |
| Significantly worsen .....  | ( 2%) |
| Don't Know/Refused (DO NOT READ) ....   | ( 7%) |

Do you believe that Canada has more than enough, enough, or not enough of each of the following skilled health care professionals to meet our population's needs? (READ AND ROTATE)

|                          |                   |
|--------------------------|-------------------|
| 3A. Doctors              |                   |
| More than enough .....   | ( 2%) ( 1%) <+ 1> |
| Enough .....             | (11%) (11%) <n/c> |
| Not enough .....         | (86%) (87%) <- 1> |
| Don't Know/Refused ..... | ( 1%) ( 1%) <n/c> |



|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
| <b>3B. Nurses</b>  |                  |                  |                  |                  |                         |                         |                         |
| More than enough .....   | ( 2%)            | ( 1%)            |                  |                  | <+ 1>                   |                         |                         |
| Enough .....   | (13%)            | (10%)            |                  |                  | <+ 3>                   |                         |                         |
| Not enough .....   | (81%)            | (87%)            |                  |                  | <- 6>                   |                         |                         |
| Don't Know/Refused .....   | ( 4%)            | ( 1%)            |                  |                  | <+ 3>                   |                         |                         |
| <b>3C. Pharmacists</b>   |                  |                  |                  |                  |                         |                         |                         |
| More than enough .....   | ( 6%)            | ( 8%)            |                  |                  | <- 2>                   |                         |                         |
| Enough .....   | (66%)            | (65%)            |                  |                  | <+ 1>                   |                         |                         |
| Not enough .....   | (20%)            | (22%)            |                  |                  | <- 2>                   |                         |                         |
| Don't Know/Refused .....   | ( 8%)            | ( 6%)            |                  |                  | <+ 2>                   |                         |                         |
| <b>3D. Health Care Managers</b>  |                  |                  |                  |                  |                         |                         |                         |
| More than enough .....   | (19%)            | (18%)            |                  |                  | <+ 1>                   |                         |                         |
| Enough .....   | (33%)            | (42%)            |                  |                  | <- 9>                   |                         |                         |
| Not enough .....   | (21%)            | (24%)            |                  |                  | <- 3>                   |                         |                         |
| Don't Know/Refused .....   | (26%)            | (16%)            |                  |                  | <+10>                   |                         |                         |
| <b>4. Would you say that you are Very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with access to care in the home or community?</b>        |                  |                  |                  |                  |                         |                         |                         |
| Very Satisfied .....   | (12%)            | (12%)            | ..(10%)          | (12%)            | .. <n/c>                | . <+ 2>                 | .. <n/c>                |
| Somewhat Satisfied .....   | (37%)            | (36%)            | ..(38%)          | (36%)            | .. <+ 1>                | .. <- 1>                | .. <+ 1>                |
| Somewhat Dissatisfied .....  | (25%)            | (23%)            | ..(20%)          | (20%)            | .. <+ 2>                | . <+ 5>                 | .. <+ 5>                |
| Very Dissatisfied .....  | (13%)            | (12%)            | ..(12%)          | (14%)            | .. <+ 1>                | . <+ 1>                 | .. <- 1>                |
| Don't Know/Refused .....   | (13%)            | (17%)            | ..(19%)          | (17%)            | .. <- 4>                | .. <- 6>                | .. <- 4>                |
| <b>5. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that Canadians are encouraged/motivated to promote wellness and prevent disease?</b> |                  |                  |                  |                  |                         |                         |                         |
| Strongly Agree .....   | (22%)            |                  |                  |                  |                         |                         |                         |
| Somewhat Agree .....   | (49%)            |                  |                  |                  |                         |                         |                         |
| Somewhat Disagree .....  | (15%)            |                  |                  |                  |                         |                         |                         |
| Strongly Disagree .....  | ( 8%)            |                  |                  |                  |                         |                         |                         |
| Don't Know/Refused .....   | ( 6%)            |                  |                  |                  |                         |                         |                         |

Health research can include research into medical treatments as well as the best ways to provide care and manage the health care system. Would you say that you strongly agree, agree, are neutral, disagree, or strongly disagree with the following statements? (READ AND ROTATE)

|   |       |       |  |  |       |  |  |
|---|-------|-------|--|--|-------|--|--|
| <b>6A. There should be increased public sector funding for health research, such as at universities, teaching hospitals and other not-for-profit organizations.</b> |       |       |  |  |       |  |  |
| Strongly Agree .....  | (33%) | (32%) |  |  | <+ 1> |  |  |
| Agree .....   | (48%) | (51%) |  |  | <- 3> |  |  |
| Neutral .....   | ( 9%) | (11%) |  |  | <- 2> |  |  |
| Disagree .....  | ( 5%) | ( 4%) |  |  | <+ 1> |  |  |
| Strongly Disagree .....   | ( 2%) | ( 1%) |  |  | <+ 1> |  |  |
| Don't know/Refused .....  | ( 3%) | ( 1%) |  |  | <+ 2> |  |  |

|   | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|---|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
| <b>6B. Incentives should be put in place to encourage more private sector investments in health research such as at universities, teaching hospitals and other not-for-profit organizations</b>   |                  |                  |                  |                  |                         |                         |                         |
| Strongly Agree  | 26%              | 30%              |                  |                  | <- 4>                   |                         |                         |
| Agree   | 44%              | 46%              |                  |                  | <- 2>                   |                         |                         |
| Neutral   | 13%              | 11%              |                  |                  | <+ 2>                   |                         |                         |
| Disagree  | 8%               | 6%               |                  |                  | <+ 2>                   |                         |                         |
| Strongly Disagree   | 5%               | 5%               |                  |                  | <n/c>                   |                         |                         |
| Don't know/Refused  | 4%               | 2%               |                  |                  | <+ 2>                   |                         |                         |
| <b>7. Do you strongly support, support, oppose or strongly oppose allowing the government to be able to contract out the delivery of publicly covered services to private clinics, for instance having medicare pay for knee surgery at a private clinic rather than a public hospital?</b> |                  |                  |                  |                  |                         |                         |                         |
| Strongly Support  | 19%              | 17%              |                  |                  | <+ 2>                   |                         |                         |
| Support   | 34%              | 40%              |                  |                  | <- 6>                   |                         |                         |
| Oppose  | 23%              | 20%              |                  |                  | <+ 3>                   |                         |                         |
| Strongly Oppose   | 19%              | 18%              |                  |                  | <+ 1>                   |                         |                         |
| Don't Know/Refused (DO NOT READ)  | 4%               | 5%               |                  |                  | <- 1>                   |                         |                         |
| Do you strongly support, support, oppose or strongly oppose each of the following policies to increase access to health care professionals? (READ AND ROTATE)   |                  |                  |                  |                  |                         |                         |                         |
| <b>8A. Requiring patients to register with one family doctor</b>  |                  |                  |                  |                  |                         |                         |                         |
| Strongly Support  | 25%              | 27%              | 22%              |                  | <- 2>                   | <+ 3>                   |                         |
| Support   | 44%              | 47%              | 33%              |                  | <- 3>                   | <+11>                   |                         |
| Oppose  | 18%              | 16%              | 24%              |                  | <+ 2>                   | <- 6>                   |                         |
| Strongly Oppose   | 8%               | 7%               | 17%              |                  | <+ 1>                   | <- 9>                   |                         |
| Don't Know/Refused  | 5%               | 4%               | 4%               |                  | <+ 1>                   | <+ 1>                   |                         |
| <b>8B. Requiring health care professionals to work in teams with other types of health care providers</b>   |                  |                  |                  |                  |                         |                         |                         |
| Strongly Support  | 34%              | 32%              |                  |                  | <+ 2>                   |                         |                         |
| Support   | 52%              | 57%              |                  |                  | <- 5>                   |                         |                         |
| Oppose  | 5%               | 7%               |                  |                  | <- 2>                   |                         |                         |
| Strongly Oppose   | 2%               | 1%               |                  |                  | <+ 1>                   |                         |                         |
| Don't Know/Refused  | 6%               | 4%               |                  |                  | <+ 2>                   |                         |                         |
| <b>8C. Requiring health care professionals to work in the parts of the country where they are most needed</b>   |                  |                  |                  |                  |                         |                         |                         |
| Strongly Support  | 30%              | 33%              |                  |                  | <- 3>                   |                         |                         |
| Support   | 49%              | 49%              |                  |                  | <n/c>                   |                         |                         |
| Oppose  | 12%              | 14%              |                  |                  | <- 2>                   |                         |                         |
| Strongly Oppose   | 5%               | 3%               |                  |                  | <+ 2>                   |                         |                         |
| Don't Know/Refused  | 4%               | 1%               |                  |                  | <+ 3>                   |                         |                         |

|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|

9. Do you strongly support, support, oppose or strongly oppose individuals being allowed to pay out of their own pocket for quicker access to health services that are currently funded under the public system?

|  |       |
|--|-------|
| Strongly Support .....                 | (11%) |
| Support .....                          | (24%) |
| Oppose .....                           | (26%) |
| Strongly Oppose .....                  | (36%) |
| Don't Know / Refused (DO NOT READ) ... | ( 3%) |

Thinking of the additional funding that will be made available under the new Health Deal, do you believe that the government will do a very good, good, fair, poor or very poor job of each of the following? (READ AND ROTATE)

10A. Making sure that every tax dollar intended for health care will be spent on health care

|                          |                      |       |
|--------------------------|----------------------|-------|
| Very Good .....          | ( 7%) .. ( 3%) ..... | <+ 4> |
| Good .....               | (18%) . (24%) .....  | <- 6> |
| Fair .....               | (30%) . (43%) .....  | <-13> |
| Poor .....               | (24%) . (24%) .....  | <n/c> |
| Very Poor .....          | (16%) . ( 7%) .....  | <+ 9> |
| Don't Know/Refused ..... | ( 4%) .. (<1%) ..... | <+ 4> |

10B. Reporting to Canadians the results of how those health care dollars are spent

|                          |                      |       |
|--------------------------|----------------------|-------|
| Very Good .....          | ( 5%) .. ( 3%) ..... | <+ 2> |
| Good .....               | (18%) . (23%) .....  | <- 5> |
| Fair .....               | (28%) . (48%) .....  | <-20> |
| Poor .....               | (29%) . (21%) .....  | <+ 8> |
| Very Poor .....          | (17%) . ( 5%) .....  | <+12> |
| Don't Know/Refused ..... | ( 4%) .. (<1%) ..... | <+ 4> |

In 2004 the Health Council of Canada was formed to report to Canadians on the progress of health reforms in Canada. Their first report will be in January 2005.

11. Have you heard of the Health Council?

|                          |       |
|--------------------------|-------|
| Yes.....                 | (27%) |
| No .....                 | (71%) |
| Don't Know/Refused ..... | ( 2%) |

|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
| 11A. What do you think the priorities of the council should be? (OPEN-ENDED) |                  |                  |                  |                  |                         |                         |                         |
| Shorter Waiting Lists/Timely Access .....                                    | 16%              |                  |                  |                  |                         |                         |                         |
| Accountability/Monitor Where Money   |                  |                  |                  |                  |                         |                         |                         |
| Spent .....  | 15%              |                  |                  |                  |                         |                         |                         |
| Better Access/Equal Care To Everyone .....                                   | 13%              |                  |                  |                  |                         |                         |                         |
| Improve/Reorganize Health Care System .....                                  | 11%              |                  |                  |                  |                         |                         |                         |
| Get More Doctors .....   | 10%              |                  |                  |                  |                         |                         |                         |
| Promote Health/Education/Prevention .....                                    | 7%               |                  |                  |                  |                         |                         |                         |
| Communicate Plan & Progress Of Health  |                  |                  |                  |                  |                         |                         |                         |
| Reform .....   | 5%               |                  |                  |                  |                         |                         |                         |
| Accurate/Honest Reports .....  | 5%               |                  |                  |                  |                         |                         |                         |
| Better Quality Of Care/Service .....   | 5%               |                  |                  |                  |                         |                         |                         |
| Getting More/Adequate Staff  |                  |                  |                  |                  |                         |                         |                         |
| (NONSPECIFIC) .....  | 4%               |                  |                  |                  |                         |                         |                         |
| Cost Of Health Care (GENERAL) .....  | 3%               |                  |                  |                  |                         |                         |                         |
| Getting More Nurses .....  | 3%               |                  |                  |                  |                         |                         |                         |
| More Funding .....   | 3%               |                  |                  |                  |                         |                         |                         |
| Health Care For The Elderly/Seniors .....                                    | 2%               |                  |                  |                  |                         |                         |                         |
| I Don't Like It/Council Not Needed .....                                     | 2%               |                  |                  |                  |                         |                         |                         |
| More Research .....  | 2%               |                  |                  |                  |                         |                         |                         |
| Need More Information/Never Heard  |                  |                  |                  |                  |                         |                         |                         |
| Of It .....  | 2%               |                  |                  |                  |                         |                         |                         |
| Keep Doctors/Less Brain Drain .....  | 2%               |                  |                  |                  |                         |                         |                         |
| Home Care Is Needed .....  | 2%               |                  |                  |                  |                         |                         |                         |
| Improved Conditions/Working  |                  |                  |                  |                  |                         |                         |                         |
| Environment .....  | 2%               |                  |                  |                  |                         |                         |                         |
| Condition Of Hospital/Cleanliness .....                                      | 2%               |                  |                  |                  |                         |                         |                         |
| Build More Hospitals/Facilities .....  | 1%               |                  |                  |                  |                         |                         |                         |
| Invest In Equipment/Technology .....   | 1%               |                  |                  |                  |                         |                         |                         |
| Availability/More Beds .....   | 1%               |                  |                  |                  |                         |                         |                         |
| Watch Dog Is Needed For Health Care .....                                    | 1%               |                  |                  |                  |                         |                         |                         |
| Alternative Health Care .....  | 1%               |                  |                  |                  |                         |                         |                         |
| Keeping Mandate/Enforcing Promises .....                                     | 1%               |                  |                  |                  |                         |                         |                         |
| Recognize Foreign Credentials .....  | 1%               |                  |                  |                  |                         |                         |                         |
| Downsizing Management .....  | 1%               |                  |                  |                  |                         |                         |                         |
| Privatization/Public Sector .....  | 1%               |                  |                  |                  |                         |                         |                         |
| Listen To Public Wants/Needs .....   | 1%               |                  |                  |                  |                         |                         |                         |
| Don't Change/Maintain Health Care .....                                      | 1%               |                  |                  |                  |                         |                         |                         |
| Anti Smoking/Banish Smoking .....  | <1%              |                  |                  |                  |                         |                         |                         |
| Include Dental Benefits .....  | <1%              |                  |                  |                  |                         |                         |                         |
| Other .....  | 4%               |                  |                  |                  |                         |                         |                         |
| Don't Know/Refused .....   | 23%              |                  |                  |                  |                         |                         |                         |

|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|

If the governments through taxation could not cover all of the costs for all health services, they might have to make choices as to how to deal with the shortfall. Would you strongly support, support, oppose or strongly oppose each of the following choices? (READ AND ROTATE)

12A. Restricting the range of services that are offered

|                    |       |       |  |  |       |  |  |
|--------------------|-------|-------|--|--|-------|--|--|
| Strongly Support   | ( 2%) | ( 3%) |  |  | <- 1> |  |  |
| Support            | (19%) | (16%) |  |  | <+ 3> |  |  |
| Oppose             | (42%) | (44%) |  |  | <- 2> |  |  |
| Strongly Oppose    | (31%) | (32%) |  |  | <- 1> |  |  |
| Don't Know/Refused | ( 6%) | ( 4%) |  |  | <+ 2> |  |  |

12B. Asking patients to pay for part of the cost of services

|                    |       |       |  |  |       |  |  |
|--------------------|-------|-------|--|--|-------|--|--|
| Strongly Support   | ( 4%) | ( 8%) |  |  | <- 4> |  |  |
| Support            | (30%) | (31%) |  |  | <- 1> |  |  |
| Oppose             | (37%) | (33%) |  |  | <+ 4> |  |  |
| Strongly Oppose    | (25%) | (25%) |  |  | <n/c> |  |  |
| Don't Know/Refused | ( 4%) | ( 3%) |  |  | <+ 1> |  |  |

12C. Levying a health care tax on all citizens linked to their income

|                    |       |       |  |  |       |  |  |
|--------------------|-------|-------|--|--|-------|--|--|
| Strongly Support   | ( 9%) | (10%) |  |  | <- 1> |  |  |
| Support            | (32%) | (36%) |  |  | <- 4> |  |  |
| Oppose             | (30%) | (29%) |  |  | <+ 1> |  |  |
| Strongly Oppose    | (25%) | (22%) |  |  | <+ 3> |  |  |
| Don't Know/Refused | ( 5%) | ( 4%) |  |  | <+ 1> |  |  |

12D. Making cuts in other government services and directing it to health care

|                    |       |       |  |  |       |  |  |
|--------------------|-------|-------|--|--|-------|--|--|
| Strongly Support   | (18%) | (25%) |  |  | <- 7> |  |  |
| Support            | (47%) | (42%) |  |  | <+ 5> |  |  |
| Oppose             | (20%) | (21%) |  |  | <- 1> |  |  |
| Strongly Oppose    | ( 7%) | ( 7%) |  |  | <n/c> |  |  |
| Don't Know/Refused | ( 8%) | ( 4%) |  |  | <+ 4> |  |  |

Finally, for statistical purposes only, I'd like to ask you a few questions about yourself. I remind you that your responses are confidential.

13. Which of the following best represents your annual household income? (READ)

|                       |       |       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|
| Under \$25,000        | (18%) | (21%) | (19%) | (19%) | <- 3> | <- 1> | <- 1> |
| \$25,000-\$34,000     | (13%) | (13%) | (14%) | (16%) | <n/c> | <- 1> | <- 3> |
| \$35,000-\$44,000     | (11%) | (11%) | (13%) | (13%) | <n/c> | <- 2> | <- 2> |
| \$45,000-\$54,000     | (11%) | (11%) | (13%) | (12%) | <n/c> | <- 2> | <- 1> |
| \$55,000-\$64,000     | ( 9%) | ( 8%) | ( 7%) | ( 9%) | <+ 1> | <+ 2> | <n/c> |
| \$65,000-\$74,000     | ( 8%) | ( 7%) | ( 6%) | ( 6%) | <+ 1> | <+ 2> | <+ 2> |
| \$75,000-\$100,000    | ( 9%) | (10%) | (10%) | ( 9%) | <- 1> | <- 1> | <n/c> |
| More than \$100,000   | ( 9%) | ( 9%) | ( 8%) | ( 8%) | <n/c> | <+ 1> | <+ 1> |
| Refused (DO NOT READ) | (11%) | ( 9%) | (11%) | ( 9%) | <+ 2> | <n/c> | <+ 2> |



|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|

Thank you. As I mentioned, all of your responses are confidential. However, there may be members of our media partners who would be interested in interviewing people who completed this survey about their views on the health care system.

14. Would you be willing to be contacted by them to comment on issues facing the health care system?

- Yes..... (43%)
- No ..... (56%)
- Don't Know/Refused ..... ( 1%)

B. Age

|                   |       |          |           |          |           |          |          |
|-------------------|-------|----------|-----------|----------|-----------|----------|----------|
| 18 To 24 .....    | ( 8%) | .. ( 9%) | ... ( 9%) | .. ( 9%) | ... <- 1> | .. <- 1> | .. <- 1> |
| 25 To 34 .....    | (12%) | . (13%)  | ..(14%)   | . (15%)  | .. <- 1>  | .. <- 2> | .. <- 3> |
| 35 To 44 .....    | (18%) | . (22%)  | ..(22%)   | . (22%)  | .. <- 4>  | .. <- 4> | .. <- 4> |
| 45 To 54 .....    | (22%) | . (21%)  | ..(24%)   | . (20%)  | .. <+ 1>  | .. <- 2> | .. <+ 2> |
| 55 To 64 .....    | (20%) | . (19%)  | ..(16%)   | . (17%)  | .. <+ 1>  | . <+ 4>  | .. <+ 3> |
| 65 And Over ..... | (20%) | . (16%)  | ..(15%)   | . (17%)  | .. <+ 4>  | . <+ 5>  | .. <+ 3> |
| Mean (Age): ..... | 50.10 | . 47.78  | ... 47.22 | .. 47.25 | <+2.32>   | <+2.88>  | <+2.85>  |

15. Gender (INTERVIEWER-RECORDED)

- Male ..... (49%) . (49%) ..(50%) . (49%) .. <n/c> .. <- 1> .. <n/c>
- Female ..... (51%) . (51%) ..(50%) . (51%) .. <n/c> . <+ 1> .. <n/c>

16. Generation

|                         |       |         |         |         |          |          |          |
|-------------------------|-------|---------|---------|---------|----------|----------|----------|
| Male - 18 To 34 .....   | (10%) | . (11%) | ..(12%) | . (13%) | .. <- 1> | .. <- 2> | .. <- 3> |
| Male - 35 To 54 .....   | (19%) | . (23%) | ..(22%) | . (20%) | .. <- 4> | .. <- 3> | .. <- 1> |
| Male - 55+ .....        | (20%) | . (15%) | ..(15%) | . (16%) | .. <+ 5> | . <+ 5>  | .. <+ 4> |
| Female - 18 To 34 ..... | (10%) | . (10%) | ..(10%) | . (12%) | .. <n/c> | .. <n/c> | .. <- 2> |
| Female - 35 To 54 ..... | (22%) | . (20%) | ..(24%) | . (21%) | .. <+ 2> | .. <- 2> | .. <+ 1> |
| Female - 55+ .....      | (20%) | . (20%) | ..(16%) | . (18%) | .. <n/c> | . <+ 4>  | .. <+ 2> |

17. Sub-Region

|                            |       |          |           |          |           |          |          |
|----------------------------|-------|----------|-----------|----------|-----------|----------|----------|
| Newfoundland .....         | ( 2%) | .. ( 2%) | ... ( 2%) | .. ( 2%) | ... <n/c> | .. <n/c> | .. <n/c> |
| Nova Scotia .....          | ( 3%) | .. ( 3%) | ... ( 3%) | .. ( 3%) | ... <n/c> | .. <n/c> | .. <n/c> |
| New Brunswick .....        | ( 2%) | .. ( 2%) | ... ( 3%) | .. ( 3%) | ... <n/c> | .. <- 1> | .. <- 1> |
| Prince Edward Island ..... | (<1%) | . (<1%)  | . (<1%)   | . (<1%)  | .. <n/c>  | .. <n/c> | .. <n/c> |
| Toronto East .....         | ( 4%) | .. ( 3%) | ... ( 4%) | .. ( 4%) | ... <+ 1> | .. <n/c> | .. <n/c> |
| Toronto West .....         | ( 3%) | .. ( 3%) | ... ( 4%) | .. ( 4%) | ... <n/c> | .. <- 1> | .. <- 1> |
| MetroBelt .....            | ( 8%) | .. ( 7%) | ... ( 7%) | .. ( 7%) | ... <+ 1> | . <+ 1>  | .. <+ 1> |
| South Central .....        | ( 7%) | .. ( 7%) | ... ( 6%) | .. ( 6%) | ... <n/c> | . <+ 1>  | .. <+ 1> |
| South West .....           | ( 5%) | .. ( 6%) | ... ( 5%) | .. ( 5%) | ... <- 1> | .. <n/c> | .. <n/c> |
| East .....                 | ( 4%) | .. ( 5%) | ... ( 5%) | .. ( 5%) | ... <- 1> | .. <- 1> | .. <- 1> |
| Central .....              | ( 4%) | .. ( 4%) | ... ( 3%) | .. ( 3%) | ... <n/c> | . <+ 1>  | .. <+ 1> |
| North .....                | ( 4%) | .. ( 3%) | ... ( 3%) | .. ( 3%) | ... <+ 1> | . <+ 1>  | .. <+ 1> |
| City Of Winnipeg .....     | ( 2%) | .. ( 2%) | ... ( 2%) | .. ( 2%) | ... <n/c> | .. <n/c> | .. <n/c> |



|  | 2004<br>(n=1034) | 2003<br>(n=1210) | 2002<br>(n=1205) | 2001<br>(n=1207) | Change<br>2004-<br>2003 | Change<br>2004-<br>2002 | Change<br>2004-<br>2001 |
|--|------------------|------------------|------------------|------------------|-------------------------|-------------------------|-------------------------|
| <b>17. (CONT'D) Sub-Region</b>         |                  |                  |                  |                  |                         |                         |                         |
| Rest Of Manitoba .....                 | ( 2%)            | ( 2%)            | ( 2%)            | ( 2%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Saskatchewan .....                     | ( 3%)            | ( 3%)            | ( 3%)            | ( 3%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| City Of Edmonton .....                 | ( 2%)            | ( 1%)            | ( 2%)            | ( 2%)            | <+ 1>                   | <n/c>                   | <n/c>                   |
| Rest Of Alberta .....                  | ( 8%)            | ( 8%)            | ( 7%)            | ( 7%)            | <n/c>                   | <+ 1>                   | <+ 1>                   |
| Greater Vancouver .....                | ( 2%)            | ( 3%)            | ( 4%)            | ( 4%)            | <- 1>                   | <- 2>                   | <- 2>                   |
| Fraser Valley .....                    | ( 4%)            | ( 4%)            | ( 4%)            | ( 4%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Kamloops Okanagan .....                | ( 2%)            | ( 2%)            | ( 1%)            | ( 1%)            | <n/c>                   | <+ 1>                   | <+ 1>                   |
| Nanaimo-South Island .....             | ( 2%)            | ( 2%)            | ( 2%)            | ( 2%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Kootenay-North B.C.....                | ( 3%)            | ( 2%)            | ( 2%)            | ( 2%)            | <+ 1>                   | <+ 1>                   | <+ 1>                   |
| Yukon .....                            | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Northwest Territories .....            | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Nunavut .....                          | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Montréal East .....                    | ( 3%)            | ( 3%)            | ( 4%)            | ( 4%)            | <n/c>                   | <- 1>                   | <- 1>                   |
| Montréal West .....                    | ( 2%)            | ( 3%)            | ( 3%)            | ( 3%)            | <- 1>                   | <- 1>                   | <- 1>                   |
| Rest Of Québec North .....             | ( 6%)            | ( 6%)            | ( 7%)            | ( 7%)            | <n/c>                   | <- 1>                   | <- 1>                   |
| Rest Of Québec South .....             | ( 4%)            | ( 4%)            | ( 4%)            | ( 4%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Rest Of Québec East .....              | ( 9%)            | ( 8%)            | ( 7%)            | ( 7%)            | <+ 1>                   | <+ 2>                   | <+ 2>                   |
| <b>18. Province (SYSTEM- RECORDED)</b> |                  |                  |                  |                  |                         |                         |                         |
| Newfoundland .....                     | ( 2%)            | ( 2%)            | ( 2%)            | ( 2%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Nova Scotia .....                      | ( 3%)            | ( 3%)            | ( 3%)            | ( 3%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| New Brunswick .....                    | ( 2%)            | ( 2%)            | ( 3%)            | ( 3%)            | <n/c>                   | <- 1>                   | <- 1>                   |
| Prince Edward Island .....             | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Québec .....                           | (24%)            | (24%)            | (25%)            | (25%)            | <n/c>                   | <- 1>                   | <- 1>                   |
| Ontario .....                          | (38%)            | (38%)            | (37%)            | (37%)            | <n/c>                   | <+ 1>                   | <+ 1>                   |
| Manitoba .....                         | ( 4%)            | ( 4%)            | ( 4%)            | ( 4%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Saskatchewan .....                     | ( 3%)            | ( 3%)            | ( 3%)            | ( 3%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Alberta .....                          | (10%)            | (10%)            | ( 9%)            | ( 9%)            | <n/c>                   | <+ 1>                   | <+ 1>                   |
| British Columbia .....                 | (13%)            | (13%)            | (13%)            | (13%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Yukon .....                            | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Northwest Territories .....            | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Nunavut .....                          | (<1%)            | (<1%)            | (<1%)            | (<1%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| <b>19. Region (SYSTEM- RECORDED)</b>   |                  |                  |                  |                  |                         |                         |                         |
| Atlantic .....                         | ( 8%)            | ( 8%)            | ( 8%)            | ( 8%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| Québec .....                           | (24%)            | (24%)            | (25%)            | (25%)            | <n/c>                   | <- 1>                   | <- 1>                   |
| Ontario .....                          | (38%)            | (38%)            | (37%)            | (37%)            | <n/c>                   | <+ 1>                   | <+ 1>                   |
| Prairies .....                         | (17%)            | (17%)            | (17%)            | (17%)            | <n/c>                   | <n/c>                   | <n/c>                   |
| BC/Territories .....                   | (14%)            | (13%)            | (13%)            | (13%)            | <+ 1>                   | <+ 1>                   | <+ 1>                   |
| <b>20. Rural/Urban</b>                 |                  |                  |                  |                  |                         |                         |                         |
| Rural .....                            | (21%)            | (19%)            | (21%)            | (22%)            | <+ 2>                   | <n/c>                   | <- 1>                   |
| Urban .....                            | (71%)            | (73%)            | (74%)            | (74%)            | <- 2>                   | <- 3>                   | <- 3>                   |
| Don't Know/Refused .....               | ( 8%)            | ( 8%)            | ( 5%)            | ( 4%)            | <n/c>                   | <+ 3>                   | <+ 4>                   |