

**Report of a Poll**  
**Concerning Health Issues**  
**In Saskatchewan**  
**Queries and Responses**

**Prepared for Saskatchewan Health**

**by**

**Sigma Analytics**

**November 2001**

## Background & Methodology

This omnibus study was commissioned by Saskatchewan Health as part of its ongoing research into attitudes affecting the management of health care services. The study was conducted as a stand-alone project because the large number of issues requiring research in November and December made use of the regular omnibus poll impractical.

The primary objectives of this poll are:

- To provide data that quantifies the level of importance Saskatchewan residents assign to certain health issues, and
- To assist in evaluating attitudes toward the management of certain health issues, and
- To quantify data concerning awareness of Saskatchewan Health advertisements.

The poll was conducted by telephone. A sample of Saskatchewan households was drawn by simple random sampling. Interviews were conducted over a multi-day period with the bulk occurring between 5:00 p.m. and 9:00 p.m. on weeknights and between 11:00 p.m. and 4:00 p.m. on weekend days.

In excess of 1000 interviews with respondents aged 18 or older were completed on all but one of the queries. Taken as a whole, the results from a sample of this size are considered to be accurate within plus or minus 3.1 percentage points, 19 times out of 20.

The survey instrument was developed by Saskatchewan Health in consultation with Sigma Analytics. It contained 39 substantive queries plus five demographic queries.

Call lists were generated using a random number generator. Each telephone number was geo-coded by both postal code and community name. All related geographic post-stratification is based on this methodology.

Interpreting the results in this report should be done with the following considerations in mind:

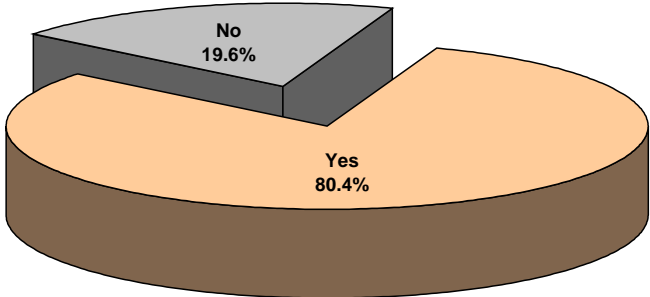
- Polls are “snapshot” approximations of reality, valid within the indicated ranges at the time the poll is conducted. Trends in opinion may be under way at the time the “snapshot” of the poll is taken, or they may begin subsequent to the poll. These trends are not captured by a single poll.
- Responses to all questions are provided in the form of valid percent. “Valid percent” means the percentage response among those who answered the question as opposed to the percentage response among those who were asked the question. The difference between the two is that only valid percent represents an unbiased estimator of the true population parameter of interest. As such, valid percent enables comparison of results of previous studies. In this report, for each query, the percent who “Refused to answer” is provided separately.

These respondents were not counted in the total  
from which the other figures are calculated.

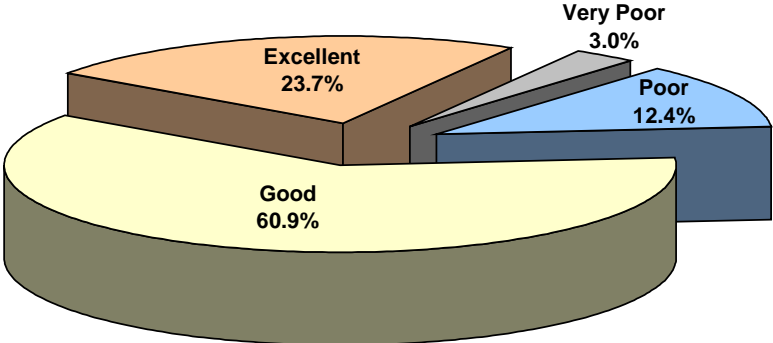
**Main Results**

**1. “Have you or any members of your immediate family received health care services in the past 12 months?” and if yes, 2. “How would you rate the quality of health services you or your family members have received over the past 12 months?”**

Have you or any members of your immediate family received health care services in the past 12 months?

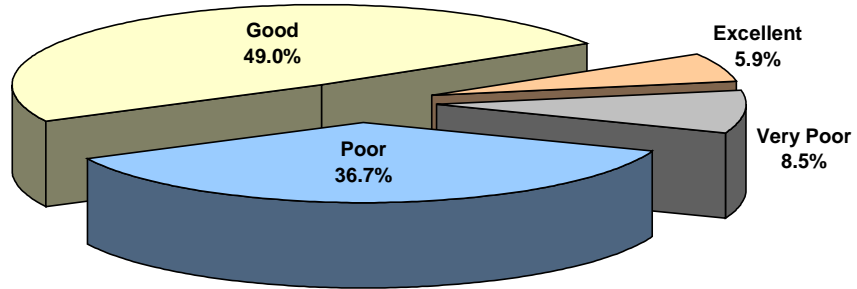


How would you rate the quality of health services you or your family members have received over the past 12 months?



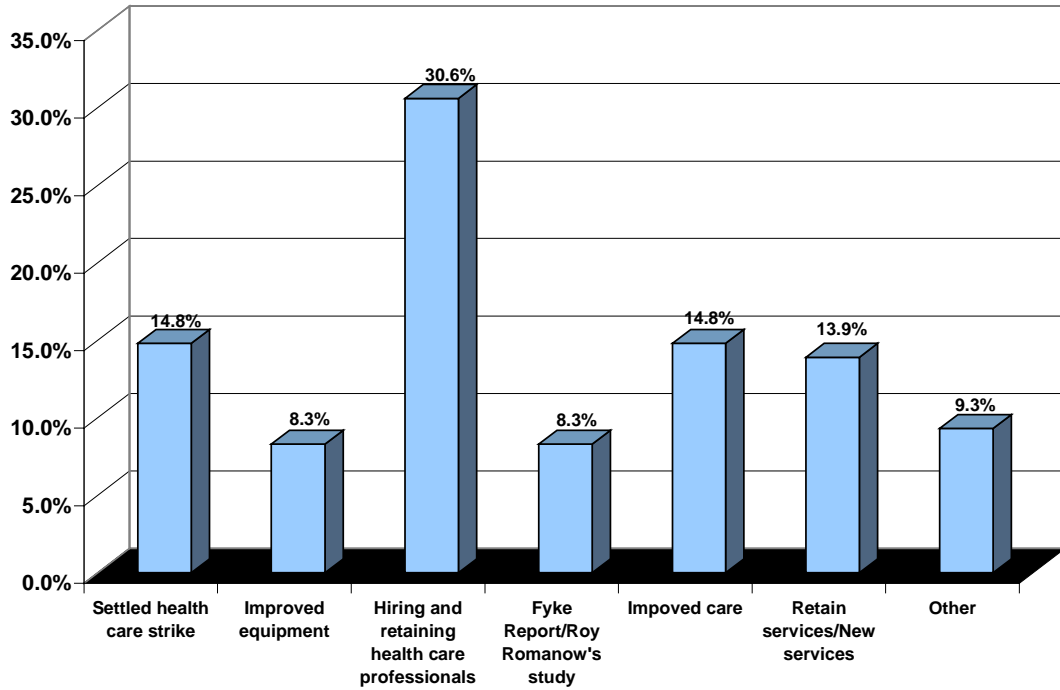
**3. “Overall, how would you rate the current level of health services provided in the province?”**

Overall, how would you rate the current level of health services provided in the province?



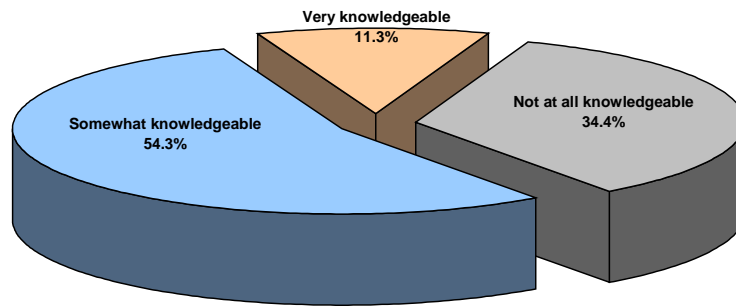
**4. “What do you believe is the most positive thing that has happened to health care in Saskatchewan in the past year?”**

**What do you believe is the most positive thing that has happened to health care in Saskatchewan in the past year?**



**5. “Saskatchewan health care provides full and partial coverage for a wide range of health programs and services. How would you describe your level of knowledge about which health care services are paid for, in full or in part, by Saskatchewan Health?”**

**How would you describe your level of knowledge about which health care services are paid for, in full or in part, by Saskatchewan Health?**





## 6. “Can you name three health care services that are fully paid for by Saskatchewan Health?”

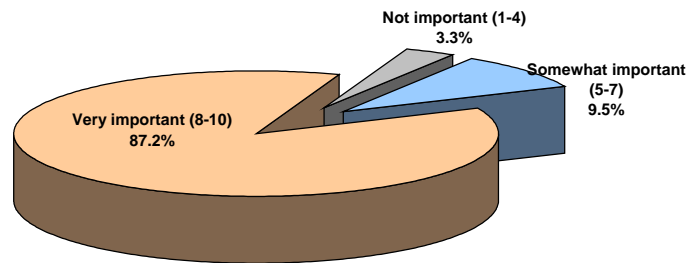
Following are some of the most popular responses:

- Doctor visit/specialist visit: 78.4%
- Hospital care: 36.5%
- Operations/surgeries: 25.7%
- Medicine prescriptions: 11.4%
- Hospital equipment: 3.2%
- Ambulance: 3.1%
- Optometry: 5.6%
- Home care: 2.2%
- Diagnostic tests: 1.5%
- X-rays: 16.9%
- Lab work/tests: 8.2%
- Emergency care: 13.9%
- Cancer treatments: 2.2%
- Physiotherapy: 2.2%
- Childbirth: 3.2%
- Dental: 1.7%
- Mammograms: 1.5%
- Immunizations: 2.6%

**7. “I will now read a list of issues. Please rate each in terms of their importance to the future of Saskatchewan health care.”**

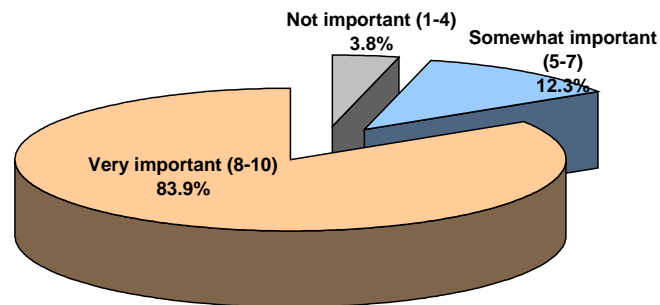
**“Having enough health care providers working in the right places”**

Having enough health care providers working in the right places



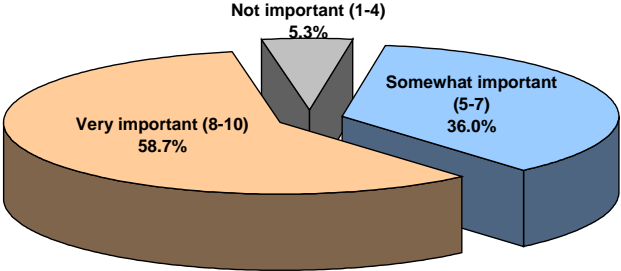
**8. “Having enough revenue to pay for the health care system”**

Having enough revenue to pay for the health care system



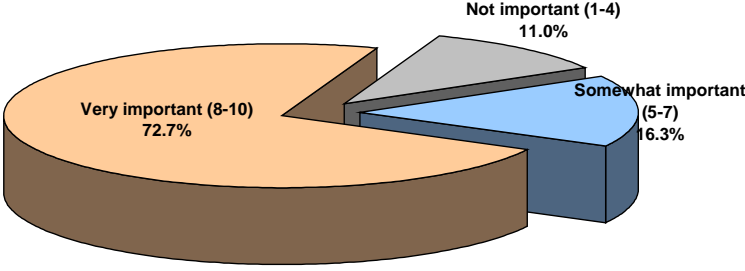
**9. “How changing demographics will affect demand on services”**

How changing demographics will affect demand on services

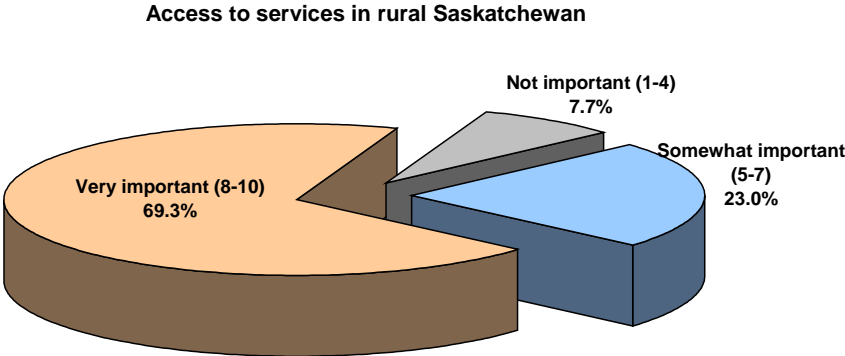


**10. “Waiting lists for surgery or other health services”**

Waiting lists for surgery or other health services



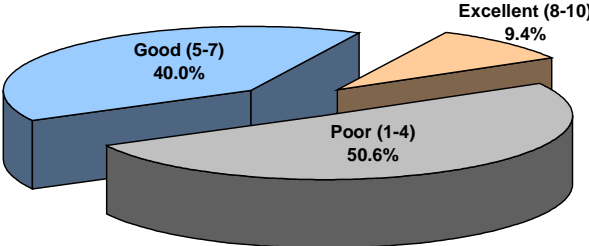
**11. “Access to services in rural Saskatchewan”**



**12. “Please rate how you think the provincial government’s performance has been on that issue.”**

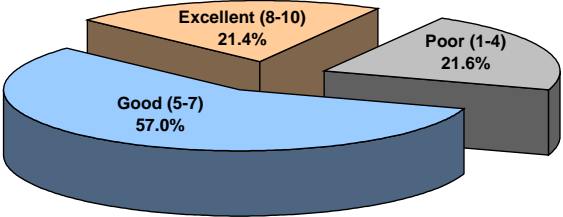
**12. “Preventing and treating problem gambling**

Preventing and treating problem gambling



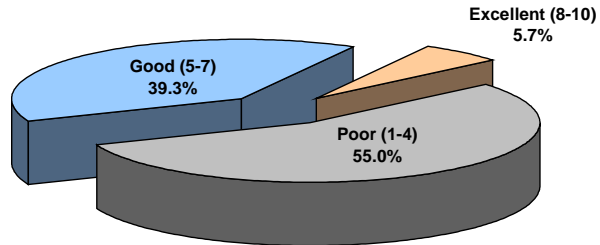
**13. “Ensuring children have a healthy start to life”**

Ensuring children have a healthy start to life



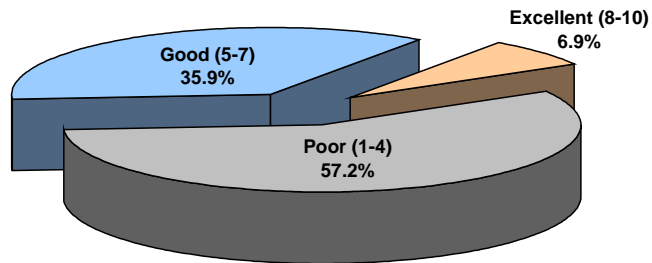
## 14. “Creating program to help retain and recruit nurses”

Creating programs to help retain and recruit nurses



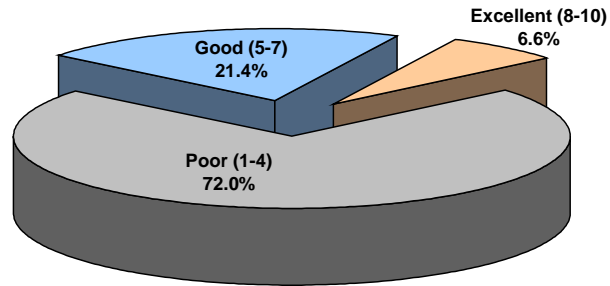
## 15. “Creating programs to help retain and recruit doctors”

Creating programs to help retain and recruit doctors



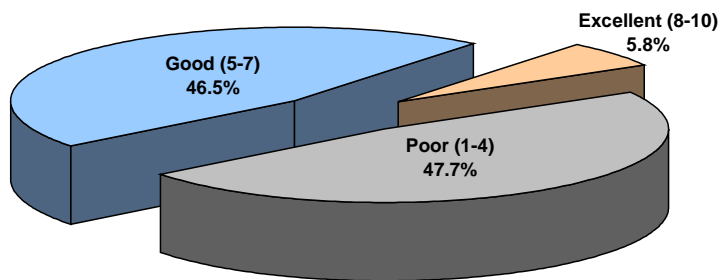
## 16. “Reducing waiting times for surgery and diagnostic tests”

Reducing waiting times for surgery and diagnostic tests



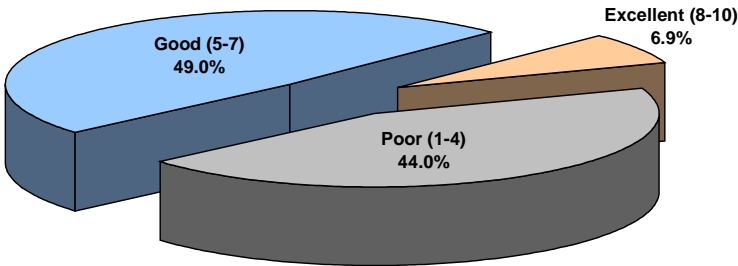
## 17. “Preventing fetal alcohol syndrome”

Preventing fetal alcohol syndrome



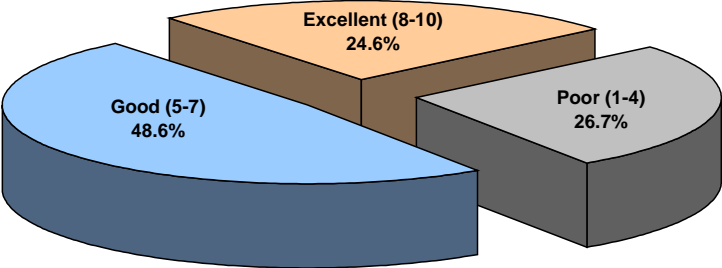
**18. “Treating and supporting children and families affected by fetal alcohol syndrome”**

Treating and supporting children and families affected by fetal alcohol syndrome



**19. “Discouraging people from smoking cigarettes”**

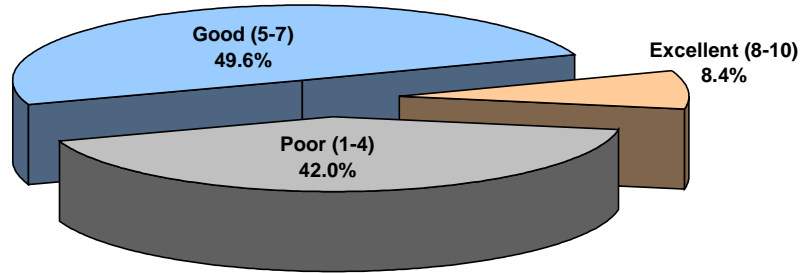
Discouraging people from smoking cigarettes





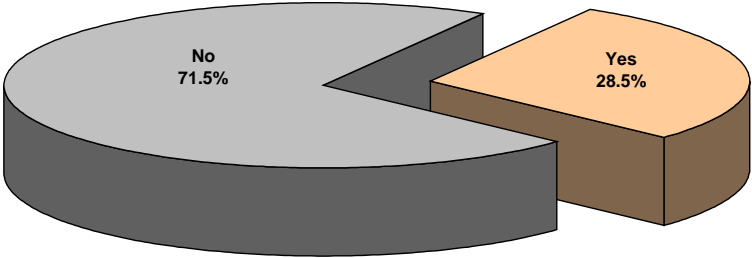
## 20. “Overall management of health care”

Overall management of health care

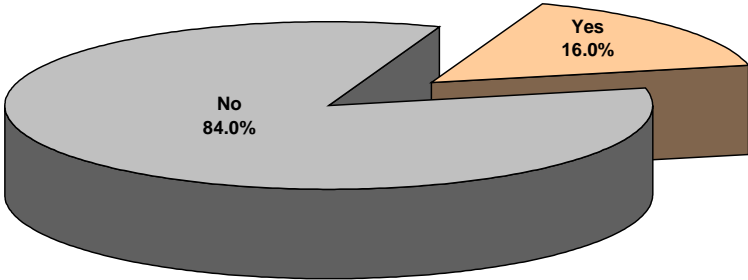


**21. “Would you say the government’s efforts to find and keep health professionals has improved in the past few months?” and 22. “Have you noticed an increase in the number of doctors and specialists in Saskatchewan in the past few months?”**

**Would you say the government's efforts to find and keep health professionals has improved in the past few months?**



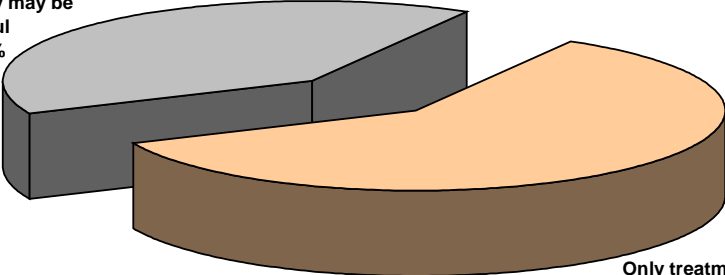
**Have you noticed an increase in the number of doctors and specialists in Saskatchewan in the past few months?**



**23. “Physicians are licensed and regulated by the College of Physicians and Surgeons. Which of the following best describes your understanding of the treatments a licensed physician can offer?”**

**Which of the following best describes your understanding of the treatments a licensed physician can offer?**

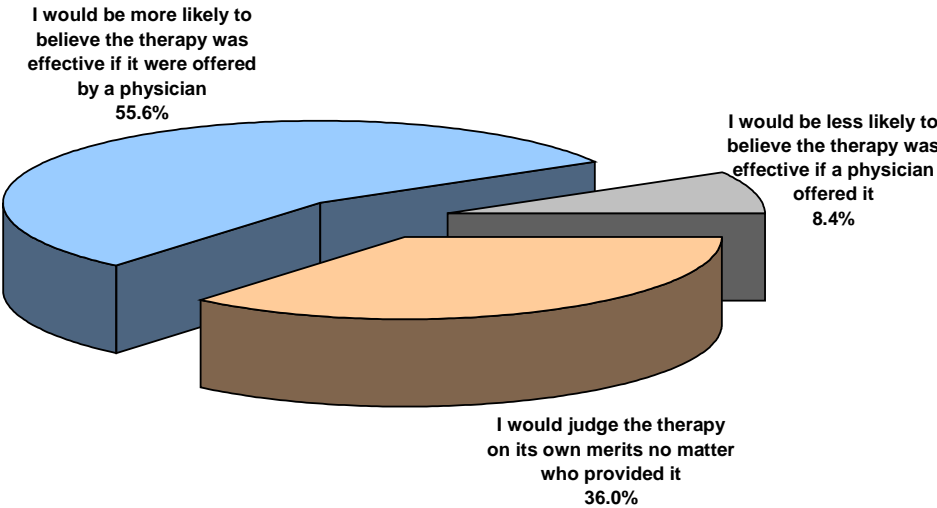
Treatments beyond what is generally accepted, including alternative therapies, if the doctor believes they may be helpful  
40.1%



Only treatments that are generally accepted by the medical profession as scientifically proven and effective  
59.9%

**24. “Many people today are using alternative therapies – that is, therapies that are not accepted by the medical profession generally. If a licensed physician offered an alternative therapy, how would that affect your view of the therapy?”**

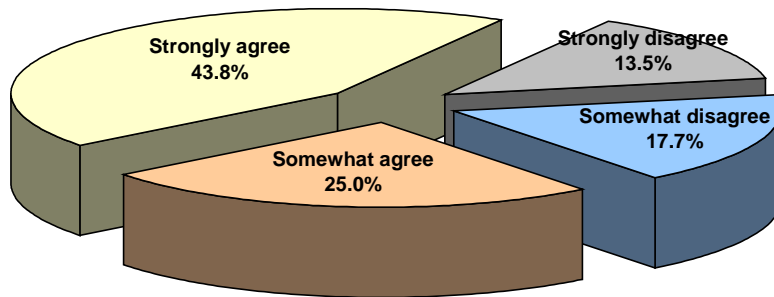
**If a licensed physician offered an alternative therapy, how would that affect your view of the therapy?**



25. “The next section deals with waiting times for surgery and diagnostic tests. Please rate each issue...”

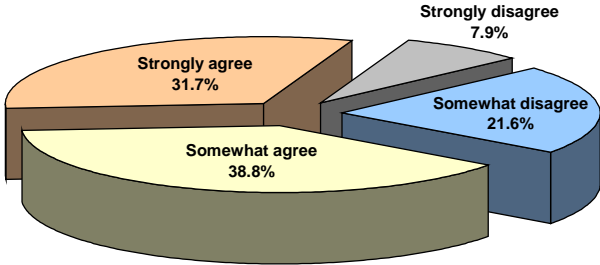
25. “People who need life-saving surgery receive it without delay”

People who need life-saving surgery receive it without delay



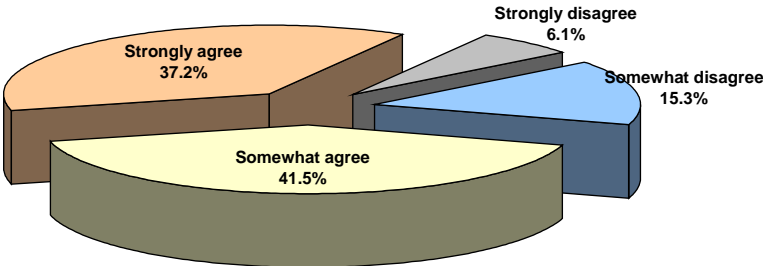
**26. “The longest waits are for elective surgeries such as cataract or hip and knee replacements”**

The longest waits are for elective surgeries such as cataract or hip and knee replacements



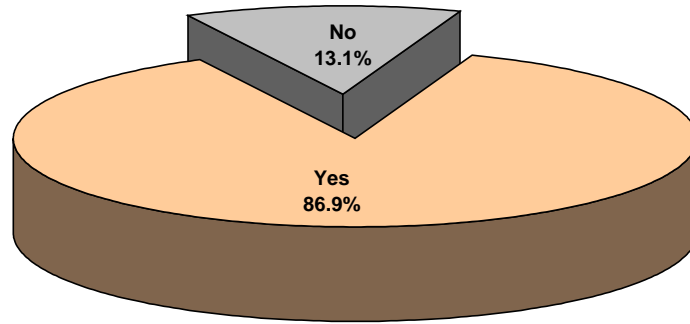
**27. “A standard guideline to measure how urgently people need surgery would make waiting lists fairer”**

A standard guideline to measure how urgently people need surgery would make waiting lists fairer



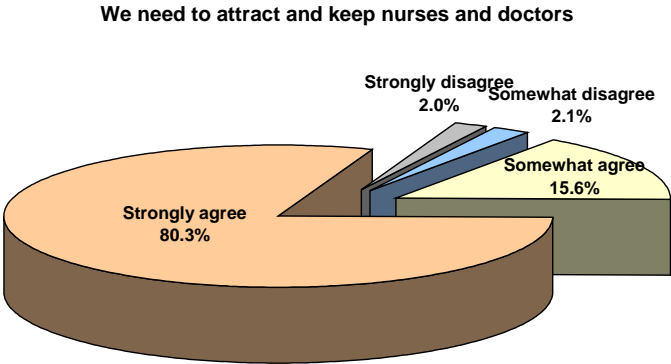
**28. “Do you think more information about access to surgery should be available to the public?”**

Do you think more information about access to surgery should be available to the public?



**29. “For the following statements, please indicate your opinion as to whether or not it would help reduce waiting lists”**

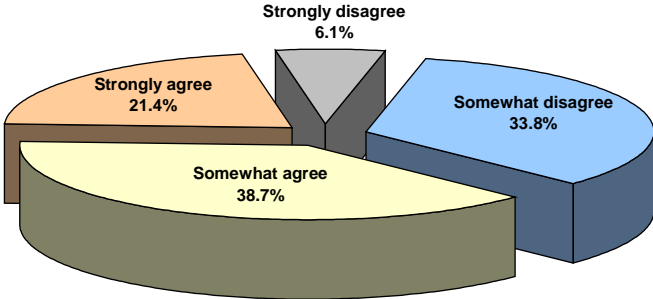
**29. “We need to attract and keep nurses and doctors”**





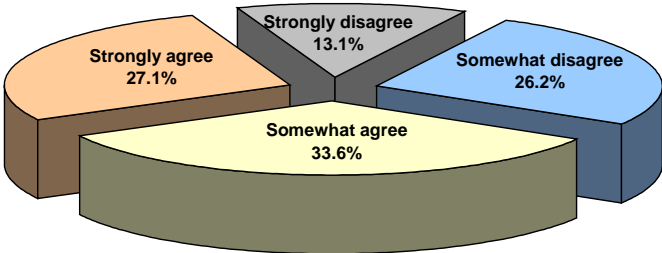
**30. “We need to spend more money, even at the expense of other health priorities”**

We need to spend more money, even at the expense of other health priorities



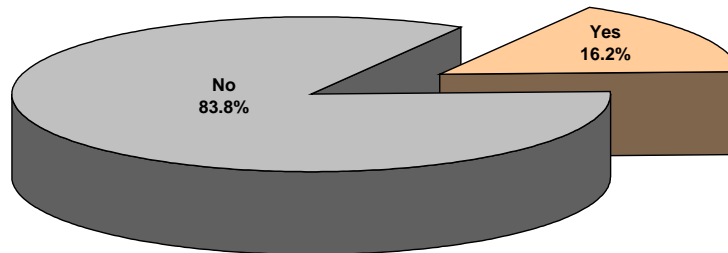
**31. “There should be one central wait list, rather than separate lists for each district and each surgeon”**

There should be one central wait list, rather than separate lists for each district and each surgeon



### 32. “Do you recall seeing any advertising recently for Saskatchewan Health?”

Do you recall seeing any advertising recently for Saskatchewan Health?

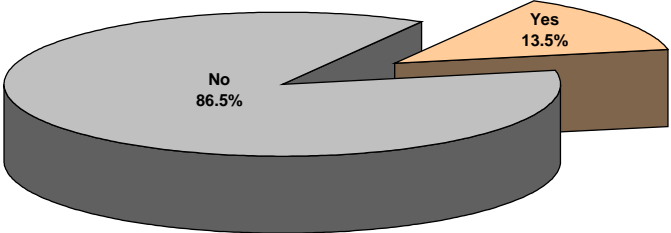


### 33. “What was the topic of that advertising?”

Of the 16.2% of respondents who recall seeing advertising for Saskatchewan Health, almost one-half (47.8%) were able to say what the topic of the advertising was. Exact responses are provided at the end of the report.

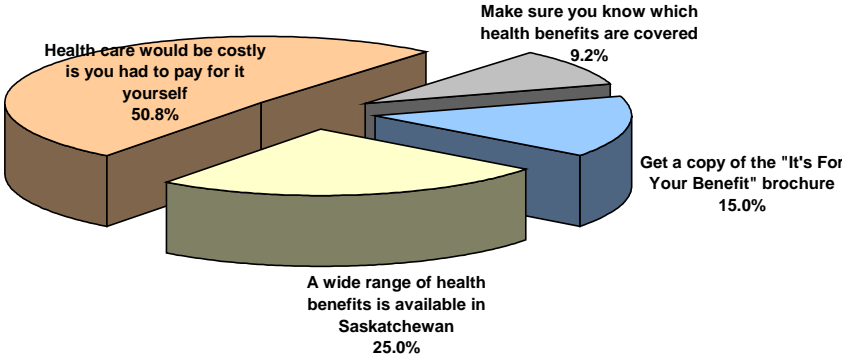
**34. “Do you recall seeing a television ad showing emergency services provided to a young girl in a figure skating accident?”**

Do you recall seeing a television ad showing emergency services provided to a young girl in a figure skating accident?



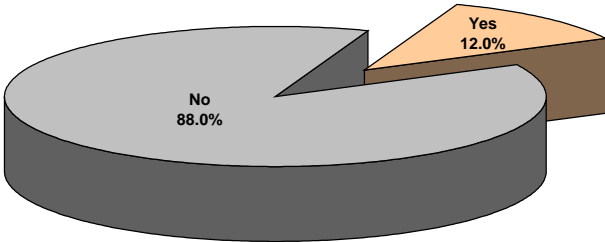
**35. “Which of the following best describes the message of that television ad?”**

Which of the following best describes the message of that television ad?



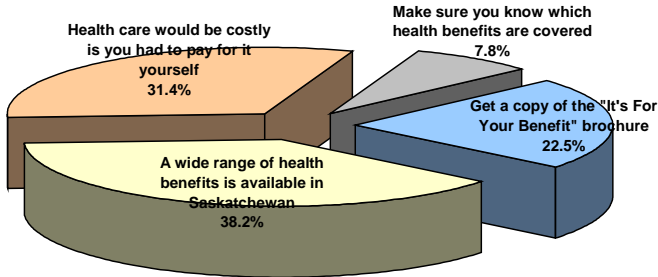
**36. “Do you recall seeing a television ad showing home care services provided to an elderly man?”**

Do you recall seeing a television ad showing home care services provided to an elderly man?



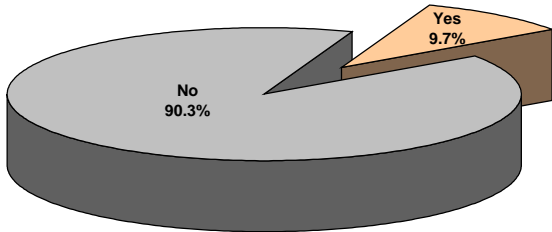
**37. “Which of the following best describes the message of that television ad?”**

Which of the following best describes the message of that television ad?



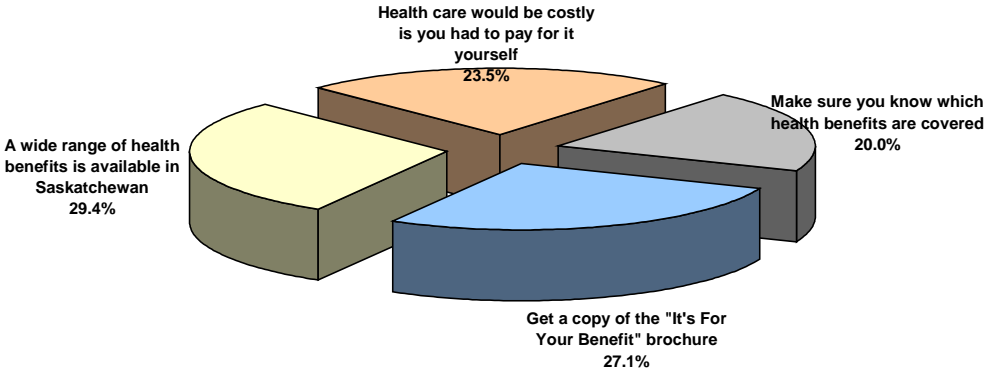
**38. “Do you recall seeing a print ad about health benefits provided under Saskatchewan Medicare?”**

Do you recall seeing a print ad about health benefits provided under Saskatchewan Medicare?



**39. “Which of the following best describes the message of that print ad?”**

Which of the following best describes the message of that print ad?



ad?”