Hospital Reputation Ratings in Canada

Normative Benchmarks

Wave 3: 2022

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About Pollara Strategic Insights

Since 1980, Pollara Strategic Insights has provided our clients with what they need: deep understanding, bulletproof accuracy, actionable recommendations, and insightful ongoing counsel. One of Canada's premier public affairs research firms, we are a collaborative team of senior research veterans who are passionate about helping our clients – through hands-on engagement and creative solutions chosen from our comprehensive toolbox of industry-leading quantitative and qualitative research methodologies and analytical techniques.

Experience. Creativity. Perspective.

With a health affairs research practice led by senior researchers who, together, have conducted every type of study for more than 50 hospitals, LHINs, and health councils across Canada, Pollara understands hospitals and health authorities. We understand the principles, challenges, constraints, and needs at play. And, we understand how research can assist hospitals in developing strategic plans, devising effective branding and communications strategies, and making sensitive, difficult decisions which reflect and acknowledge the views of their patients and catchment.

Methodology

- Online survey of randomly-selected sample of N=2,013 adult (18+) Canadians.
- Study was conducted from July 25 to August 2, 2022.
- The dataset has been weighted according to the most current gender, age, and and regional Census data, to ensure sample reflects actual population of adult Canadians.
- **Reliability:** Online surveys do not permit the application of a margin of error. A probability sample of N=2,013 carries a margin of error of ±2.2%, 19 times out of 20. The margin of error would be larger for sub-segments.

Region	Number of interviews	Margin of error*	Weighted Base Sizes
Atlantic Canada	302	±5.6%	135
Quebec	404	±4.9%	465
Ontario	604	±4.0%	799
Manitoba	100	±9.8%	71
Saskatchewan	103	±9.7%	59
Alberta	200	±6.9%	224
British Columbia	300	±5.7%	380
Canada	**2,013**	**± 2.2%**	**2,013**

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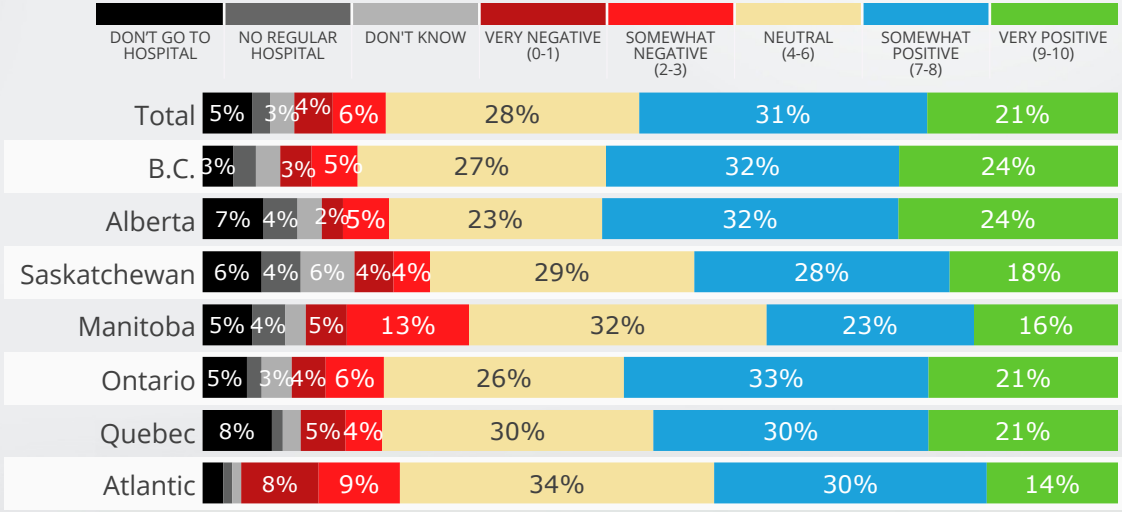
Impression ratings: Primary hospital, overall

- The improved impression ratings which Canadians gave to their primary hospital in 2020 – largely out of gratitude and good will during the height of the pandemic – were short-lived, with positive scores dropping significantly (-9) in 2022 to similar levels seen in 2019. With the backlogs faced by many hospitals across Canada, it is not surprising that only a small majority (52%; -9 pts) of Canadians now hold positive perceptions of their main community hospital. Mean average scores drop across all provinces, with the exception of Saskatchewan. The largest decline in mean scores is seen in the Atlantic provinces (-1), followed by Manitoba (-0.7), and Ontario (-0.5).

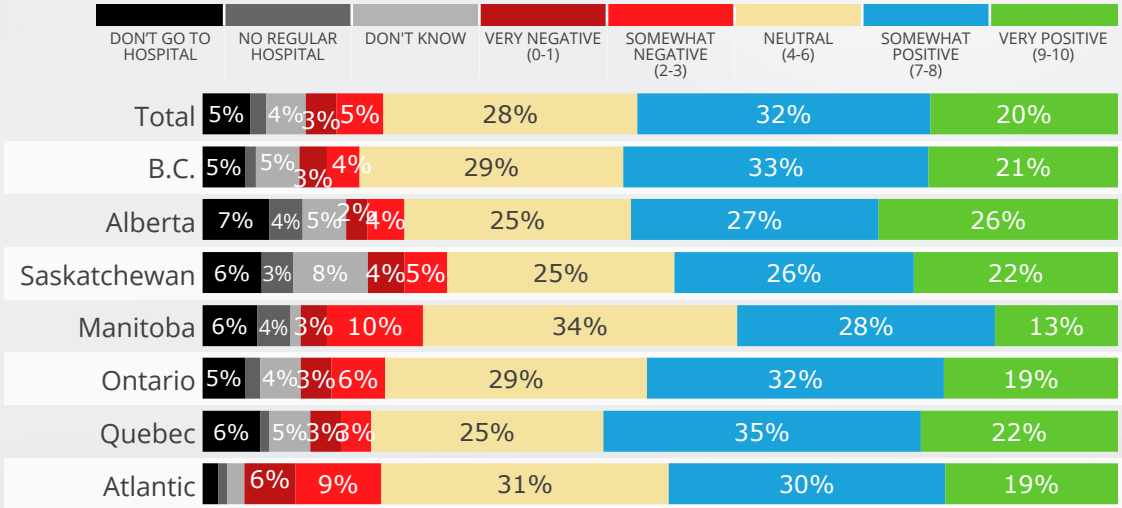


	Positive 2022	Positive 2020	Positive 2019	Mean 2022	Mean 2020	Mean 2019
Total	**52%**	61%	55%	**6.6**	7.1	6.5
B.C.	**56%**	67%	56%	**6.9**	7.2	6.7
Alberta	**56%**	63%	60%	**7.0**	7.3	6.7
Saskatchewan	**46%**	57%	45%	**6.6**	6.5	6.5
Manitoba	**38%**	56%	40%	**5.9**	6.6	5.6
Ontario	**54%**	64%	54%	**6.7**	7.2	6.5
Quebec	**51%**	55%	57%	**6.5**	6.8	6.5
Atlantic	**44%**	58%	54%	**5.9**	6.9	6.3

*Today, hospitals are called by different names. Some call themselves "Hospital". Some are called "Health Centre". Some simply use the word "Health" at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - **This hospital, overall** (N=2013)*

Impression ratings: Overall quality of care provided by primary hospital

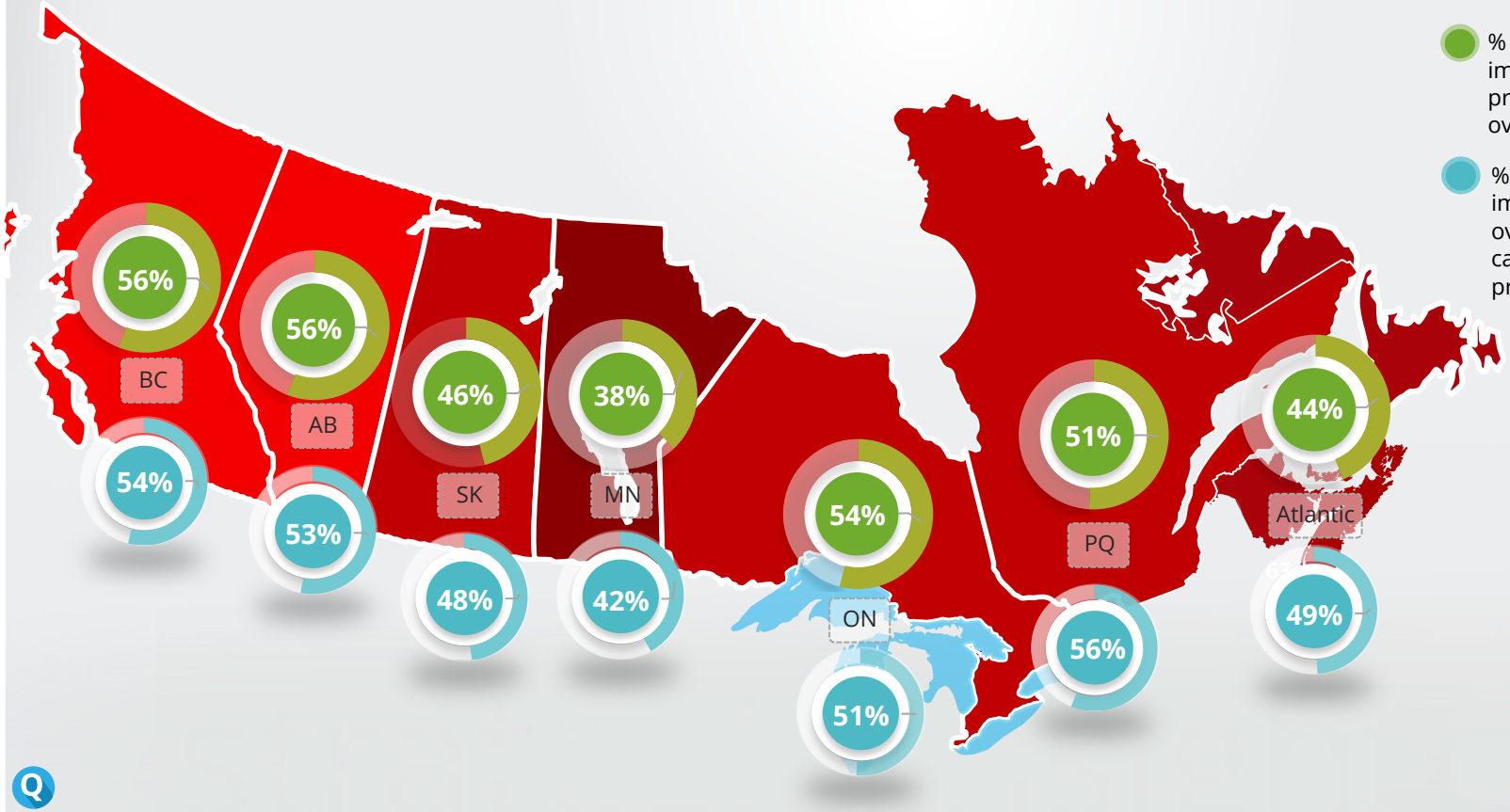
- Positive perceptions of quality of care have also declined significantly, with half (53%) giving a positive score – falling below 2020 (-9) and 2019 (-8) levels. That said, the decline is mainly attributed to more respondents feeling neutral or unsure, rather than feeling negatively about the quality of care. Positive scores drop across all provinces, with the exception of Quebec and Saskatchewan. BC, Manitoba, Ontario, and Atlantic Canada see the highest decline in scores compared to 2020 (-12% to -16%).



	Positive 2022	Positive 2020	Positive 2019	Mean 2022	Mean 2020	Mean 2019
Total	**53%**	62%	61%	**6.7**	7.1	6.9
B.C.	**54%**	69%	65%	**6.8**	7.5	7.3
Alberta	**53%**	59%	57%	**7.1**	7.3	7.0
Saskatchewan	**48%**	51%	54%	**6.7**	6.3	6.6
Manitoba	**42%**	58%	41%	**6.1**	6.8	5.8
Ontario	**51%**	63%	60%	**6.6**	7.1	6.8
Quebec	**56%**	57%	68%	**6.9**	6.9	7.1
Atlantic	**49%**	62%	58%	**6.2**	7.1	6.6

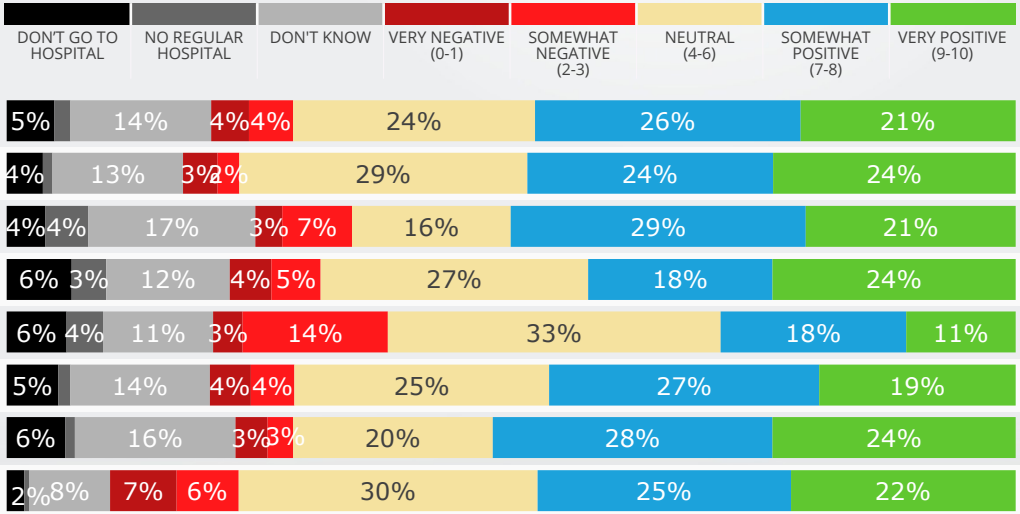
*Today, hospitals are called by different names. Some call themselves "Hospital". Some are called "Health Centre". Some simply use the word "Health" at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - **The overall quality of care provided by this hospital** (N=2013)*

Impression ratings of primary hospital: Regional results



Impression ratings: Management and Response to COVID-19

- Although a majority of Canadians in 2020 held a positive impression of the way hospitals managed and responded to COVID-19, fewer than half (48%; -11pts) hold a positive opinion on COVID management in 2022 – likely related to public frustration with increased wait times, reduced access, and related backlogs. Positive perceptions decline across all provinces, with the biggest drops occurring in the Atlantic provinces, Ontario, and Manitoba.



	Positive 2022	Positive 2020	Mean 2022	Mean 2020
Total	**48%**	57%	**6.8**	7.3
B.C.	**48%**	55%	**6.9**	7.6
Alberta	**50%**	57%	**7.0**	7.5
Saskatchewan	**42%**	48%	**6.6**	6.7
Manitoba	**29%**	38%	**5.7**	6.6
Ontario	**46%**	62%	**6.6**	7.5
Quebec	**52%**	53%	**7.1**	7.0
Atlantic	**47%**	62%	**6.4**	7.8

*Today, hospitals are called by different names. Some call themselves "Hospital". Some are called "Health Centre". Some simply use the word "Health" at the end of their name. Now, thinking about the one hospital in your community that you are most likely to go to when you require medical attention – whether emergency or non-emergency care...Using the scale below, what is your overall impression of the following aspects of this hospital? - **How this hospital has managed and responded to COVID-19** (N=2013)*

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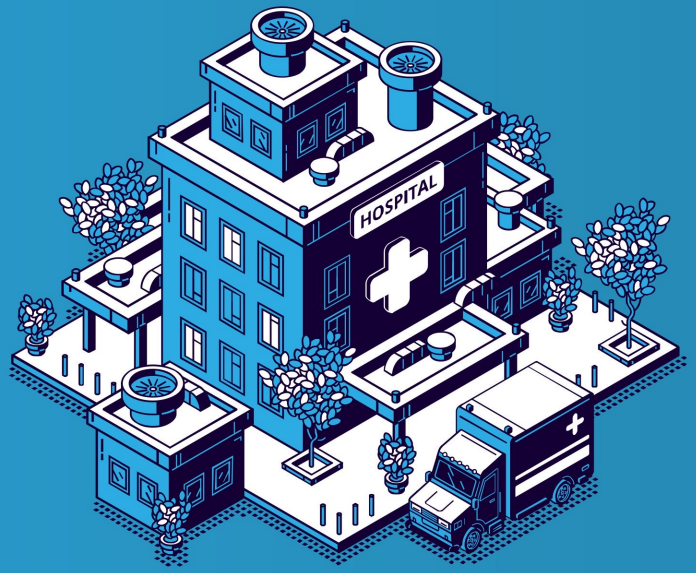
CONTACT:

Craig Worden
President & Chief Innovation Officer
craigworden@pollara.com



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