
The Atlantic Quarterly®

Summer 2009 Report of Results

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Nova Scotia Health Research Foundation
ATLQTR001-1013

Prepared for:

Nova Scotia Health Research Foundation

September 2009



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1-888-414-1336



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Introduction

Corporate Research Associates Inc. (CRA) is pleased to present The Nova Scotia Health Research Foundation with this Report and Tabular Results of commissioned questions from the Summer 2009 *Atlantic Quarterly*[®], the authority on public opinion in Atlantic Canada. Since 1989, the *Atlantic Quarterly*[®] has been tracking consumer trends and public opinion on pivotal economic, political, social, and other issues across the region on a quarterly basis.

This customized Summer 2009 Report is based on telephone interviews with a representative sample of 400 residents of Nova Scotia (18 years and older), conducted from August 14 to August 29, 2009. A sample of this size can be expected to yield a margin of sampling error of ± 4.9 percent in 95 out of 100 samples. A complete description of the methodology used in this survey is provided at the back of this report.

This report presents public opinion data concerning the following topics of interest to The Nova Scotia Health Research Foundation:

- Public familiarity with health research and the Nova Scotia Health Research Foundation;
- Public perceptions in terms of the importance of conducting health research across a variety of areas;
- Perceived importance of the work presently conducted by the Nova Scotia Health Research Foundation;
- Public awareness of organizations that fund health research in the province;
- The perceived financial contribution by the provincial government towards health research in the province;
- Level of financial support by the Nova Scotia Department of Health to the Nova Scotia Health Research Foundation; and
- Public perceptions in terms of how much should be spent on research.

Appended is a copy of the survey questionnaire (Appendix A) and comprehensive banner tables (Appendix B) that present the results for each question by key demographic subgroups. In addition, respondents' verbatim responses to HC14 are presented in Appendix C. For easy reference the tables are noted by number throughout the report. Unless otherwise stated, all results in this report are expressed as a percentage.



Conclusions

The following conclusions are drawn from the findings of the study.

Wait times and doctor shortages are of the utmost concern.

When asked to name issues facing the health care system in Nova Scotia, residents first think of wait times and doctor shortages. A small number mention nurse shortages, funding in general, or emergency room closures.

Residents were also asked to name which conditions or diseases require the most attention in Nova Scotia. Cancer is top-of-mind, followed by heart disease and diabetes. Finally, most residents believe that Nova Scotians need to eat healthier or exercise more in order to become healthier.

A small majority of Nova Scotians are familiar with the term ‘health research’, and most consider it critically important to conduct research in this area.

Familiarity with the term ‘health research’ is stable this year, with a small majority expressing familiarity. Residents consider areas of health research to be critically important, including health services, health outcomes, policy, and biomedical research. Furthermore, residents believe that various programs such as health research projects, programs that build health research skills, programs that help individuals use research results, and funding university students involved in health research, are important in supporting health research.

While familiarity with the Foundation continues to be low, Nova Scotians believe the Foundation’s work is important.

There has been a decrease in familiarity with the Nova Scotia Health Research Foundation compared with 2005. On a positive note, perceptions of the importance of the work conducted by the Foundation remain high, and the vast majority of Nova Scotians believe health research plays a positive role in terms of the development of treatments and cures, improving the health and well-being of Nova Scotians, the prevention of diseases, and designing and delivering health care.

Most Nova Scotians believe more should be spent on health research funding.

There are some misconceptions about health research funding in the province. A large minority believe the Government of Canada or the provincial government funds health research in Nova Scotia, and many believe 11 percent or more of all health expenditure is dedicated to health research. When told what percentage is spent on health research in the province, the majority of residents indicate that this amount is too little, and that more should be spent on health research in the province.

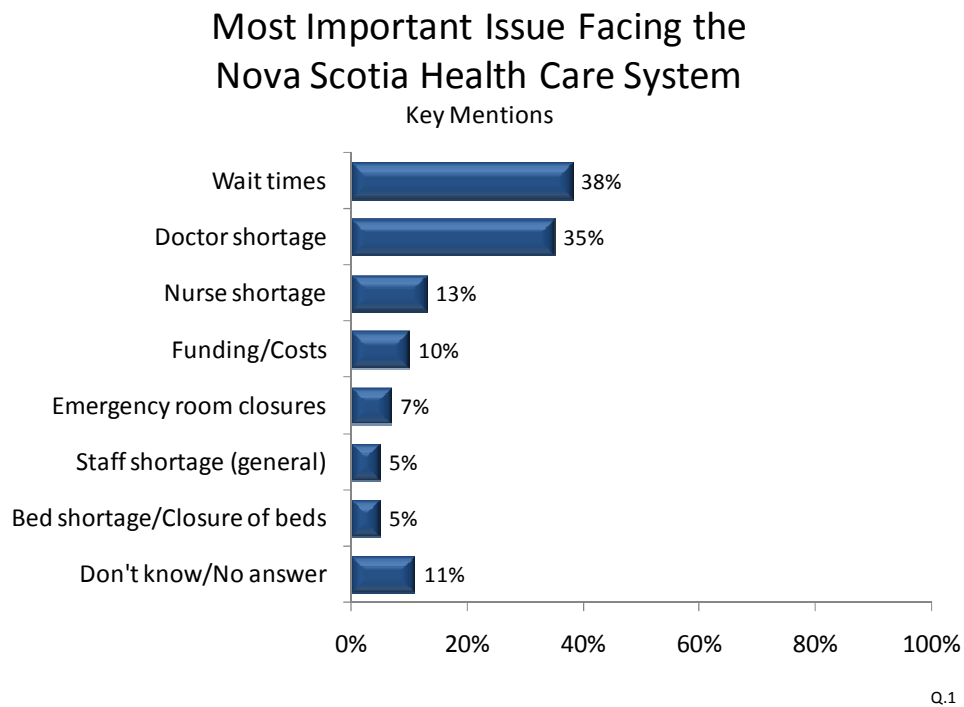


Detailed Analysis

Issues Facing Nova Scotia Health Care System

Wait times and doctor shortages are of the utmost concern.

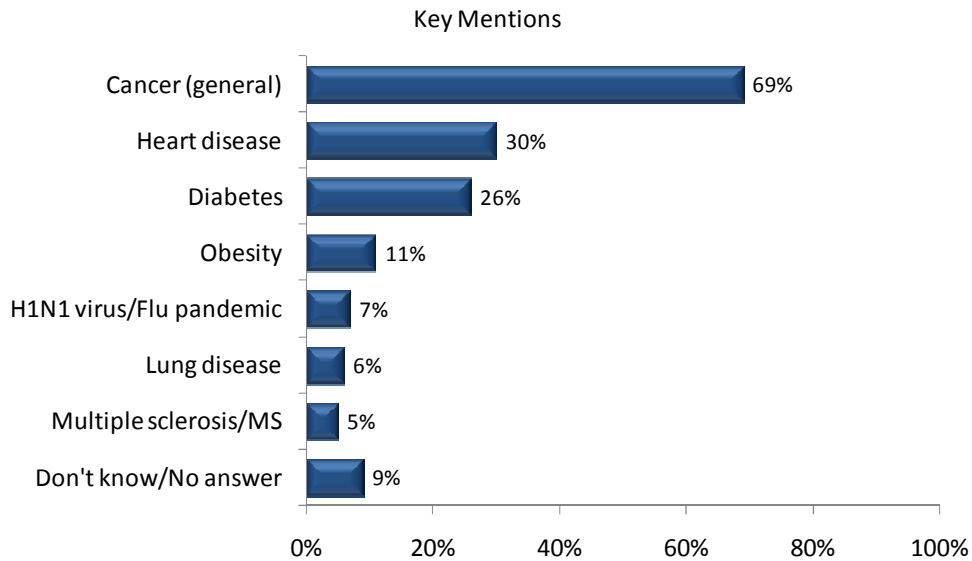
Nova Scotians believe wait times and doctor shortages are the most important issue facing the provincial health care system. One in ten mention nurse shortages or funding. Regionally, those in HRM are most concerned with wait times, while those in Cape Breton and the rest of Mainland Nova Scotia are most concerned with doctor shortages. Across the population, those most concerned with wait times include women, those in the middle income category, those under 55 years of age, and those with higher education levels. (Table 1)



Cancer is named most often as the disease or condition that requires the most attention in Nova Scotia. Heart disease is mentioned by three in ten residents, while diabetes is named by one-quarter. Key mentions vary across the province, with those in HRM more likely to mention heart disease compared with those elsewhere in the province, and those in Cape Breton more likely to mention diabetes. Across the population, those most likely to mention cancer include men, those in the highest income category, and those 35 years of age and older. (Table 4)



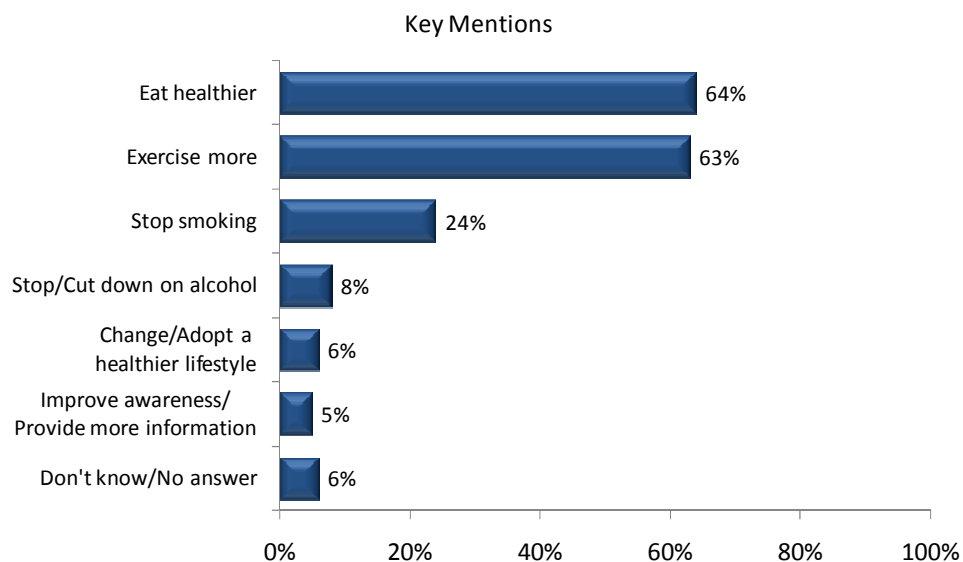
Diseases or Conditions That Require the Most Attention in Nova Scotia



Q.4

Notably, most Nova Scotians can name ways that residents can change their behaviour to become healthier. Eating healthier and exercising more are the top two mentions, with over six in ten residents naming each of these areas. Quitting smoking is mentioned by one-quarter of residents, while reducing alcohol consumption is named by one in ten Nova Scotians. Regionally, top mentions are fairly consistent across the province. Quitting smoking is more likely to be named by those 35 years of age and older than those 18 to 34. (Table 3)

Ways Nova Scotians Can Change Their Behaviour to Become Healthier



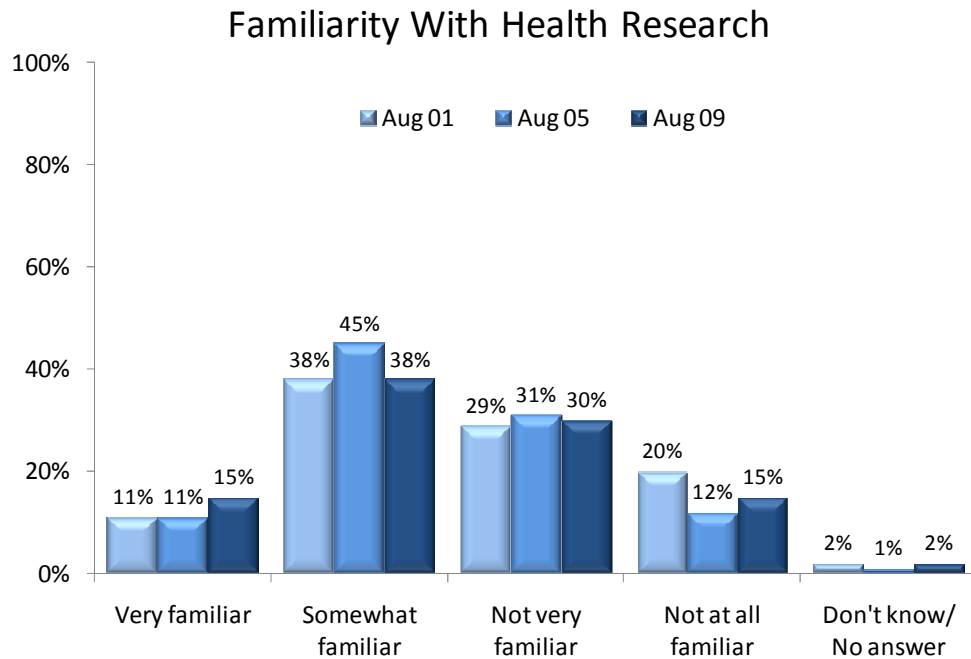
Q.3



Health Research

A small majority of Nova Scotians are familiar with the term ‘health research’, and most consider it critically important to conduct research in this area.

Familiarity with the term ‘health research’ is stable this year. Over one-half of Nova Scotians are either very or somewhat familiar with this term, while 45 percent are not very or not at all familiar with the term health research. Residents in HRM are more likely to be familiar with health research, as are women, those in the highest income category, and those 55 years of age and older. (Table 2)



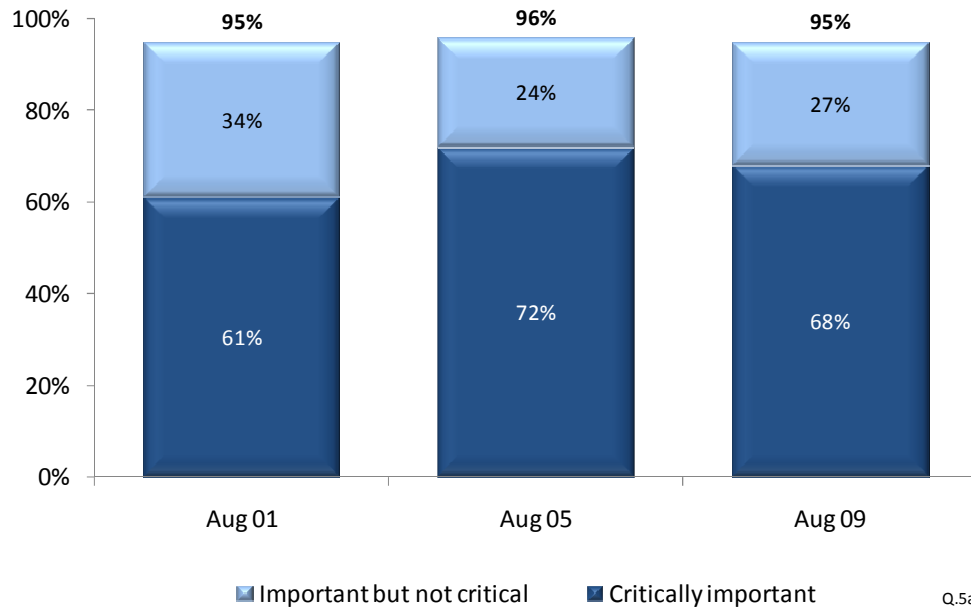
Q.2

All four areas under consideration are considered critically important areas of health research. Specifically, seven in ten Nova Scotians believe that health services, which looks at providing accessible treatment and services for Nova Scotians, is a critically important area for health research. Residents in Cape Breton are more likely than those in Mainland Nova Scotia to consider this a critically important area. Furthermore, women, those in the lowest income category, residents aged 35 to 54, and those with lower education levels are more likely to consider this area to be critically important. (Table 5a)



Importance of Health Research

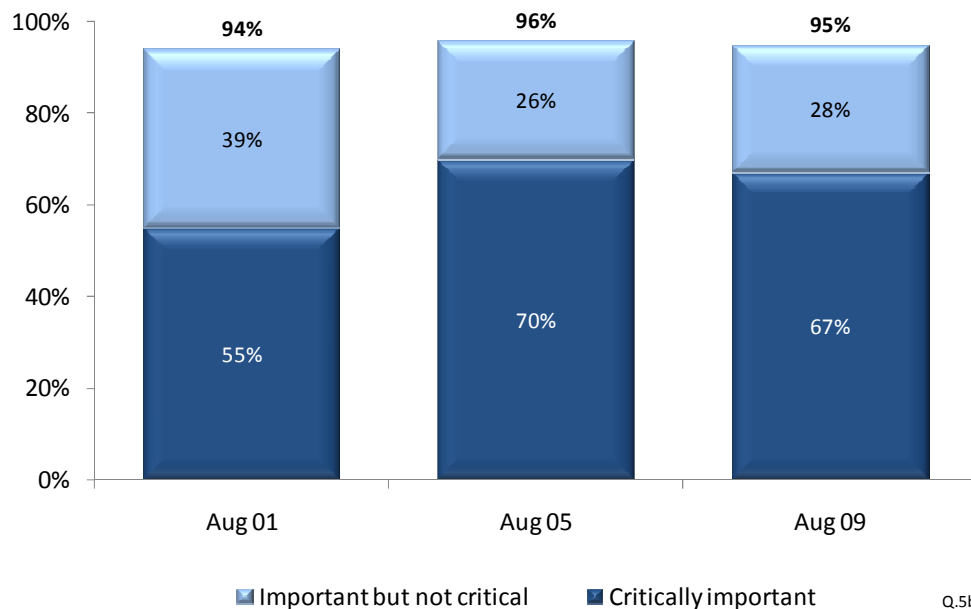
~ Health Services ~



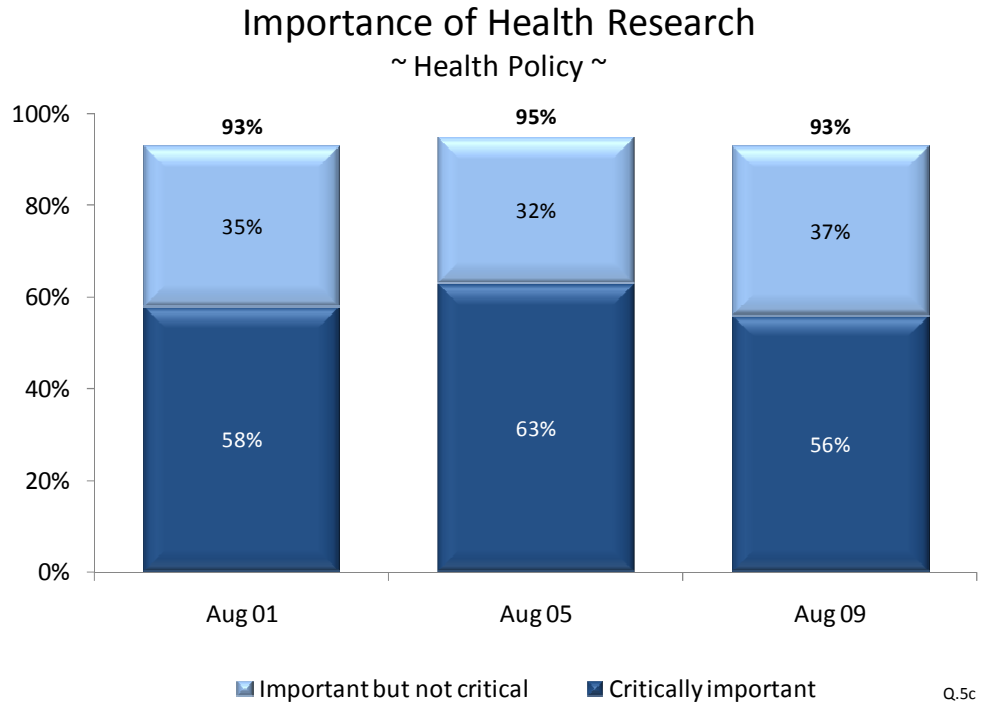
Two-thirds of Nova Scotians believe health outcomes, which involves research into improving health and well being for all Nova Scotians as well as improving quality of life for people who live in poverty or for people who live in rural areas, to be a critically important area for health research. Again, those in Cape Breton are more likely to consider this area critically important, as are women, those in the lowest income category, and those with lower education levels. There is no difference in opinion according to age, with all age categories considering this area critically important. (Table 5b)

Importance of Health Research

~ Health Outcomes ~

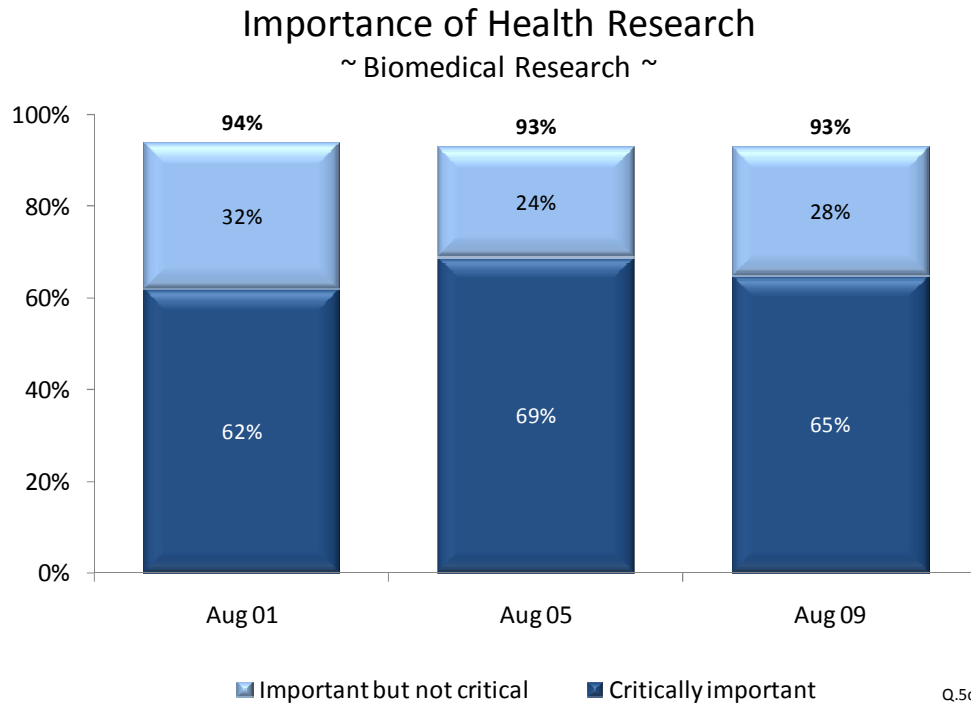


Over one-half of residents believe health policy, which involves research into the health care system and designing and delivering health care for Nova Scotians including home care and telehealth, to be a critically important research area. Residents in Cape Breton, as well as women, those in the lowest income category, and residents 35 years of age and older are more likely to consider this area critically important. (Table 5c)



Two-thirds of Nova Scotians believe biomedical research, which conducts laboratory experiments and develops treatments and cures for diseases to be critically important. Regionally, there is little difference in opinion across the province. Across the population, women, those in the middle income category, those aged 35 to 54, and those with lower levels of education are more likely to consider this area critically important. (Table 5d)





Residents were asked to rate the level of importance of various health research areas. Notably, all areas under consideration are considered important by at least nine in ten residents, and approximately one-half of these residents consider these areas to be *critically* important. Furthermore, there has been little change compared with 2005 results.

One-half of Nova Scotians believe that it is critically important to support health research projects. Regionally, those in Cape Breton are more likely to offer a rating of critically important. Women, those in the lower or middle income categories, residents 35 years of age and older, and those with lower education levels are more likely to believe health research projects are critically important. (Table 6a)

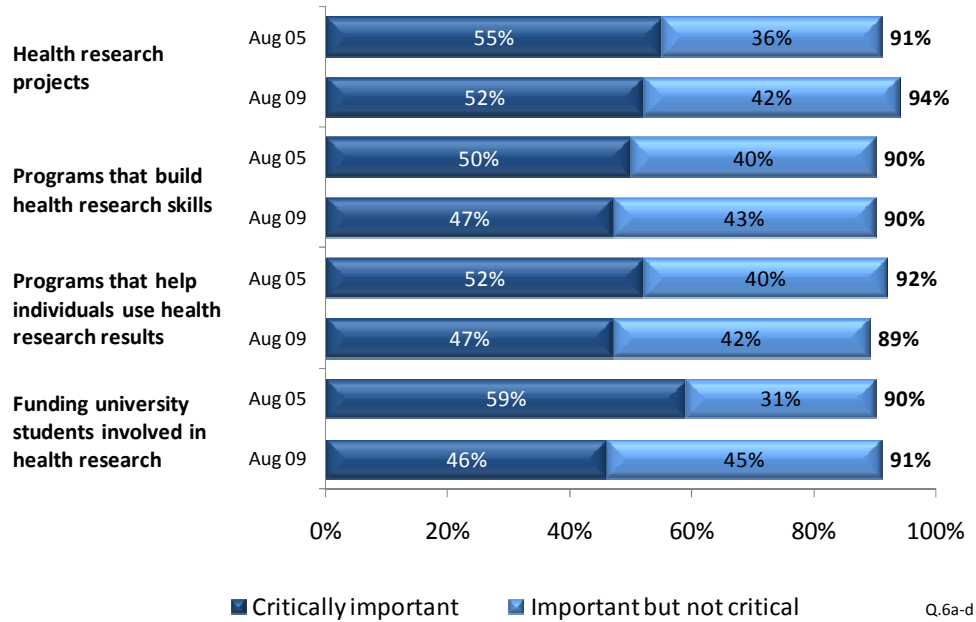
In regards to programs that build health research skills, just under one-half rate this area as critically important. Similar to other areas of health research, residents in Cape Breton are more likely to offer a rating of critically important. Across the population, women, those in the lowest and middle income categories, residents 55 years of age and older, and those with lower education levels are more likely to offer a rating of critically important. (Table 6b)

Just under one-half of residents believe it is critically important to support programs that help the public, government, and health professionals use health research results. Those most likely to believe this area is not very important or not at all important include residents in Mainland Nova Scotia outside of HRM, men, those in the middle or highest income categories, and those with some post-secondary education. (Table 6c)



Finally, just under one-half of Nova Scotians believe it is critically important to fund university students involved in health research. Regionally, those in Cape Breton are more likely to offer a rating of critically important. Men, those in the middle income category, younger residents, and those with lower education levels are more likely to consider funding university students as critically important. (Table 6d)

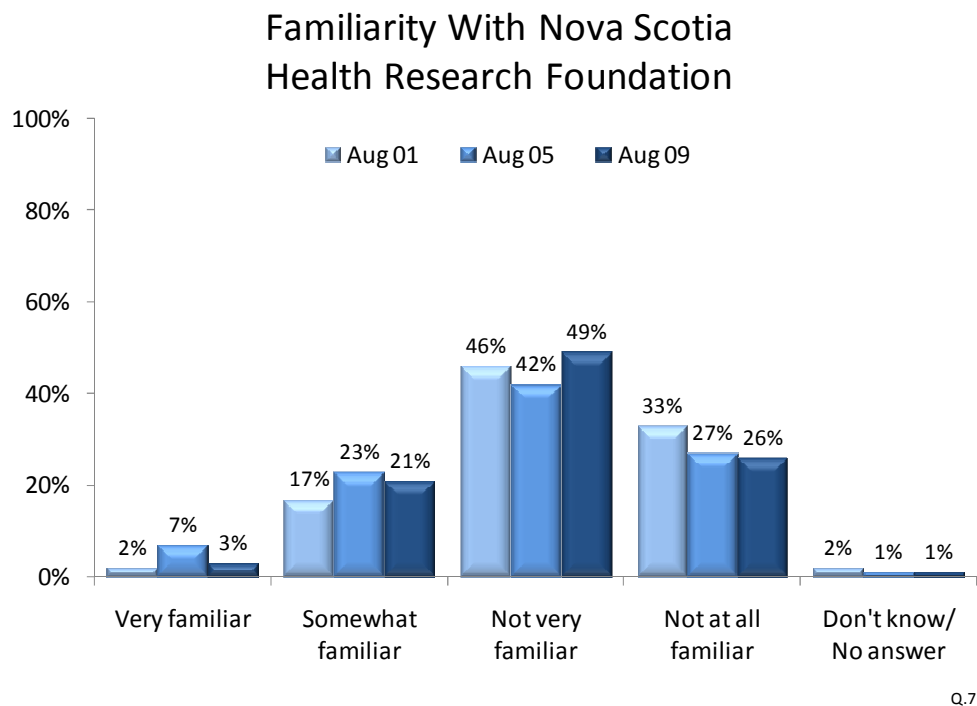
Importance of Supporting Health Research



Health Research Foundation

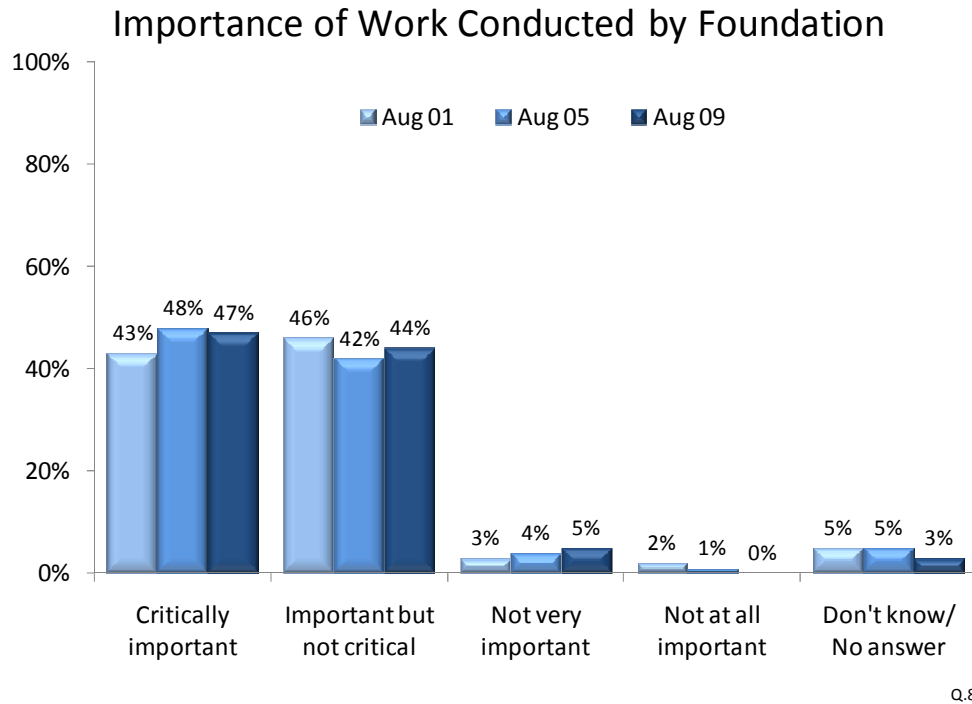
While familiarity with the Foundation continues to be low, Nova Scotians believe the Foundation’s work is important.

One-quarter of Nova Scotians report being very or somewhat familiar with the Nova Scotia Health Research Foundation. This represents a slight decrease compared with findings from 2005, and the majority of residents remain unfamiliar with the Foundation. Familiarity with the Foundation is higher in HRM and among residents 35 years of age and older. (Table 7)

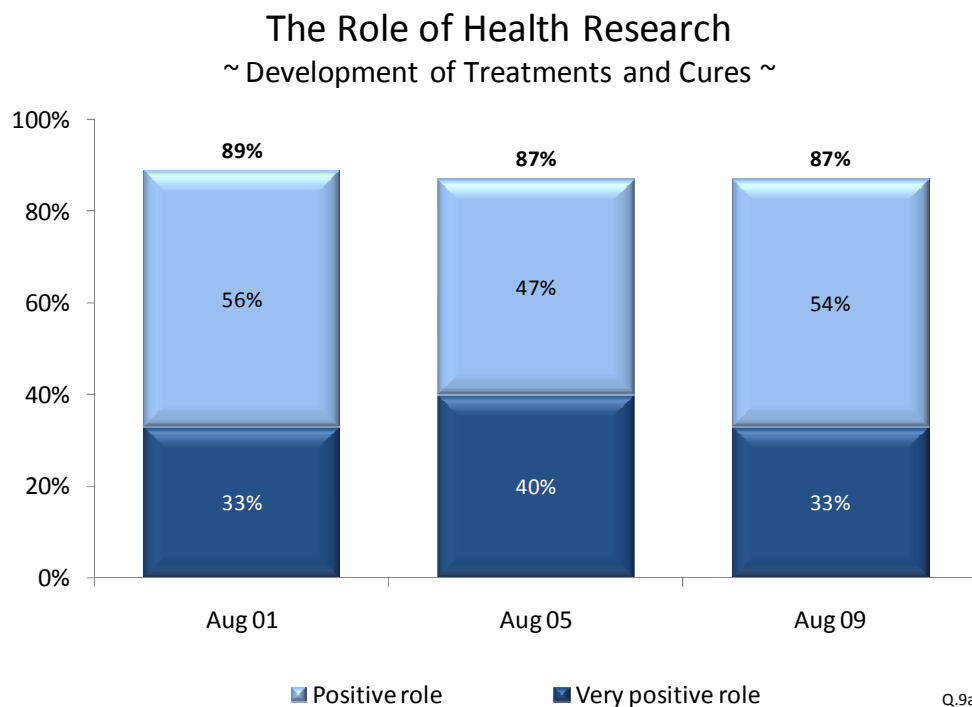


Perceptions of the importance of the work conducted by the Foundation is stable in 2009. Just under one-half of Nova Scotians believe the work is critically important, while just over four in ten deem the Foundation’s work to be important, but not critical. Residents in Mainland Nova Scotia outside of HRM are slightly more likely to believe the Foundation’s work is not important when compared with those elsewhere in the province. Across the population, women, those in the lowest or middle income categories, residents 18 to 34, and those with lower education levels are more likely to consider the Foundation’s work critically important. (Table 8)

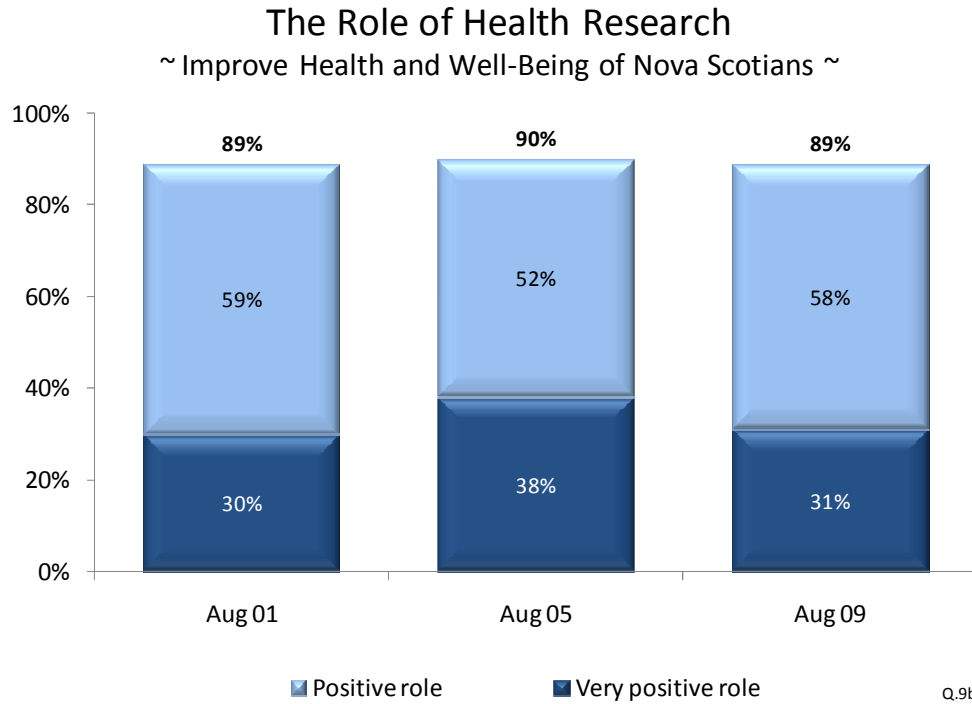




The vast majority of Nova Scotians continue to believe health research plays a positive role. In terms of the development of treatments and cures of diseases in Nova Scotia, one-third of residents believe health research plays a *very positive* role, and over one-half believe it plays a *positive* role. Only six percent believe health research plays a *negative* role in this regard. Regionally, perceptions are consistent across the province. Across the population, those in the middle income category and those under the age of 35 are slightly more likely to believe health research plays a positive role in terms of the development of treatments and cures of diseases in Nova Scotia. (Table 9a)



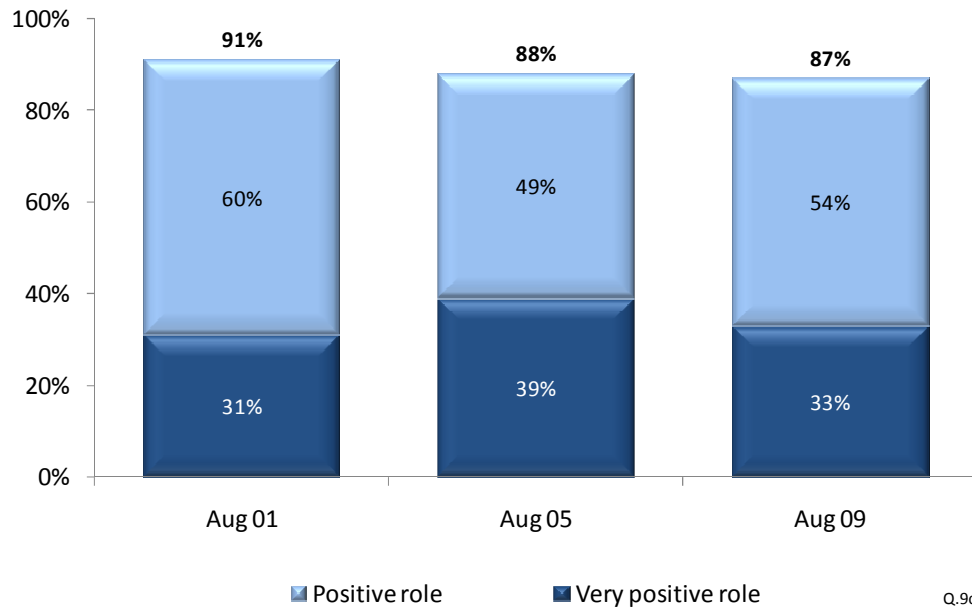
In terms of improving the health and well-being of Nova Scotians, nine in ten believe health research plays a *positive* role, which is consistent with 2005 results. Regionally, those in Cape Breton are more likely than their counterparts elsewhere in the province to believe health research plays a *positive* role in this regard. Across the population, those most likely to offer a rating of *very positive* include women, those in the highest income category, residents 18 to 34 years of age, and those with lower education levels. (Table 9b)



Just under nine in ten Nova Scotians believe health research plays a *positive* role in the prevention of diseases in Nova Scotia, which is consistent with findings from 2005. Results are consistent across the province in this regard. Across the population, those under the age of 55 are more likely to believe health research plays a positive role in this regard. (Table 9c)

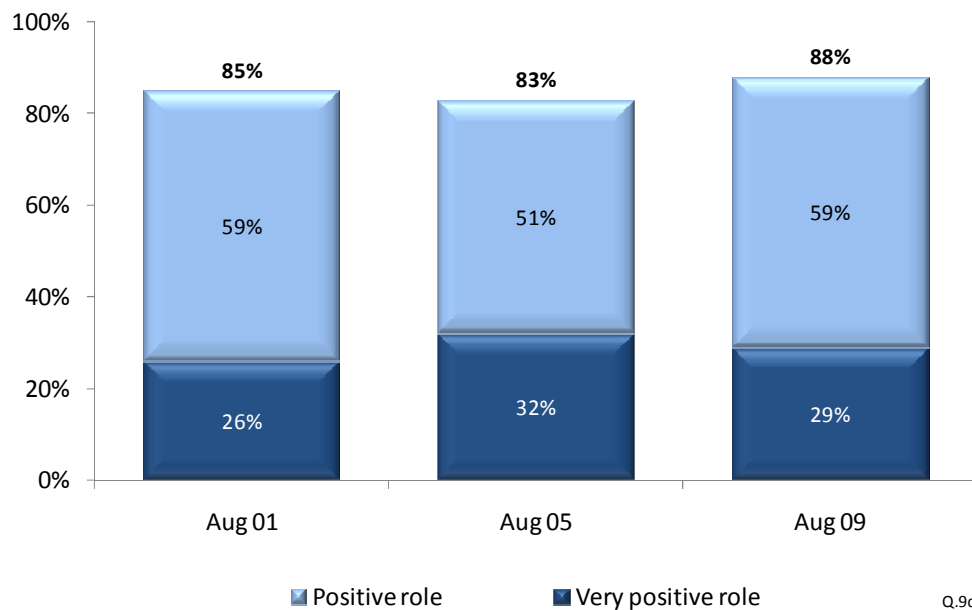


The Role of Health Research ~ Prevention of Diseases ~



Nine in ten residents believe health research plays a positive role in designing and delivering health care, a slight increase compared with 2005 results. Three in ten residents believe health research plays a *very positive* role in this regard, while six in ten believe it plays a *positive* role. Regionally, those in Cape Breton are more likely to believe health research plays a *very positive* role, as do those in the highest income category and men. (Table 9d)

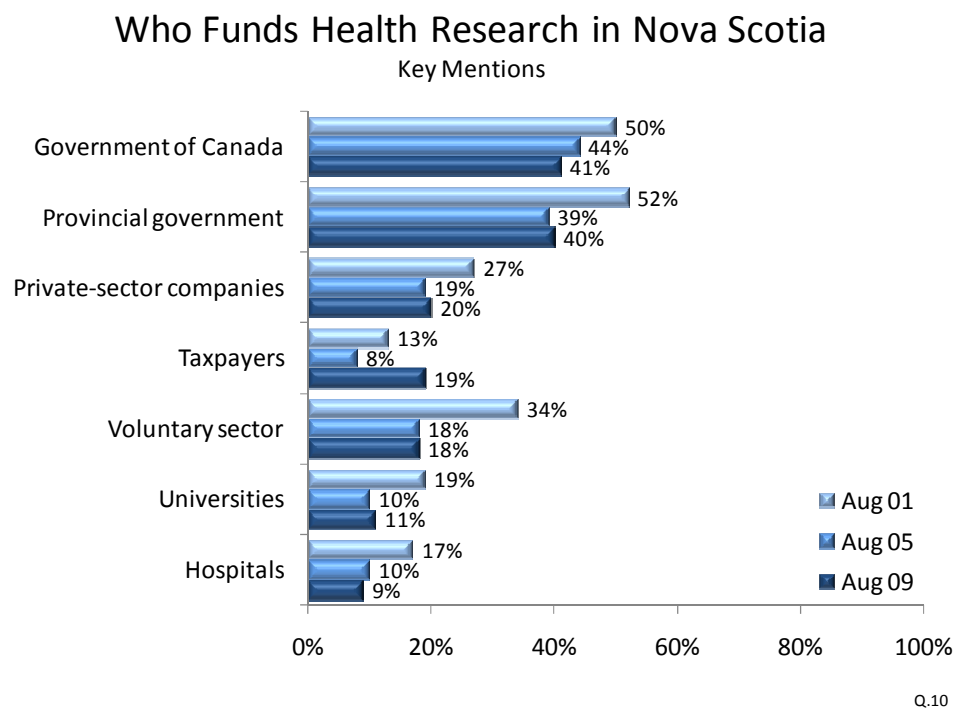
The Role of Health Research ~ Designing and Delivering Health Care ~



Funding

Most Nova Scotians believe more should be spent on health research funding.

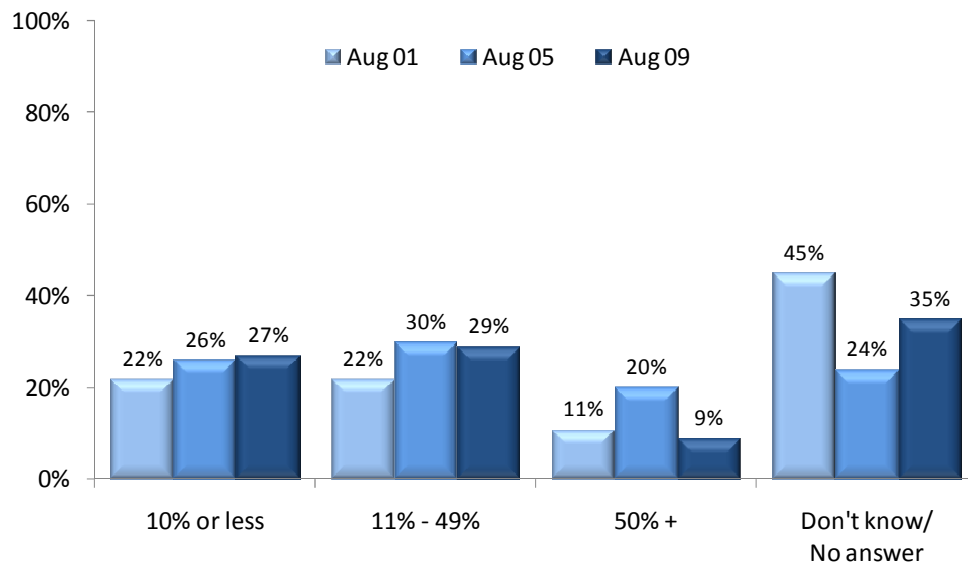
Four in ten Nova Scotians believe the Government of Canada or the provincial government funds health research in Nova Scotia. A small number believe private sector companies provide this funding, or that the taxpayers cover the costs. Two in ten believe volunteer organizations and organizations such as the Heart and Stroke Foundation fund health research in Nova Scotia. Regionally, those in Cape Breton are more likely to believe the provincial government provides health research funding. Across the population, those most likely to believe funding comes from the provincial government include women, those in the middle or upper income category, residents under the age of 55, and those with higher education levels. (Table 10)



Over one-quarter of residents believe 10 percent or less of all public expenditure on health is dedicated to health research, which is similar to results from 2005. Only one in ten believe 50 percent or more is dedicated to health research. Over one-third of residents do not offer a response, an increase from 2005. Regionally, those in HRM are most likely to believe 10 percent or less of health care expenditure is dedicated to health research. Across the population, men, those in the middle or upper income categories, those aged 35 to 54, and those with higher education levels are more likely to believe 10 percent or less is dedicated to health research. (Table 11)



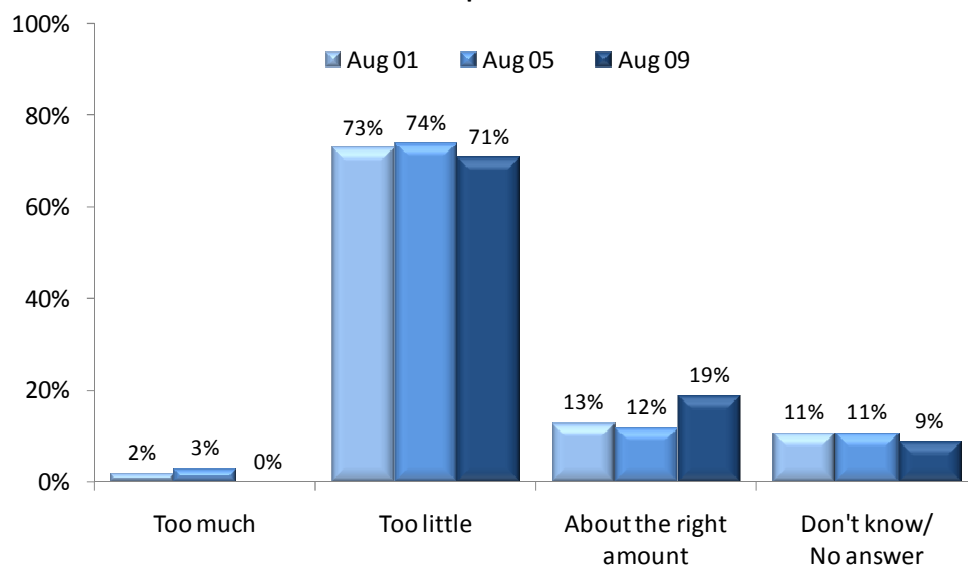
Percentage of All Health Expenditures Dedicated to Health Research



Q.11

The Nova Scotia Department of Health presently contributes approximately one-fifth of one percent (or 0.18 percent) of its annual budget to supporting the Nova Scotia Health Research Foundation. Similar to previous years, Nova Scotians believe this amount is insufficient, with seven in ten believing this amount is too little. Two in ten (up 7 percentage points) believe this is right amount. Notably, very few Nova Scotians considers this amount too much. Regionally, those most likely to believe this amount to be too little include residents in Cape Breton, women, those in the lowest or middle income categories, and residents under 55 years of age. (Table 12)

Monetary Support by the Nova Scotia Department of Health

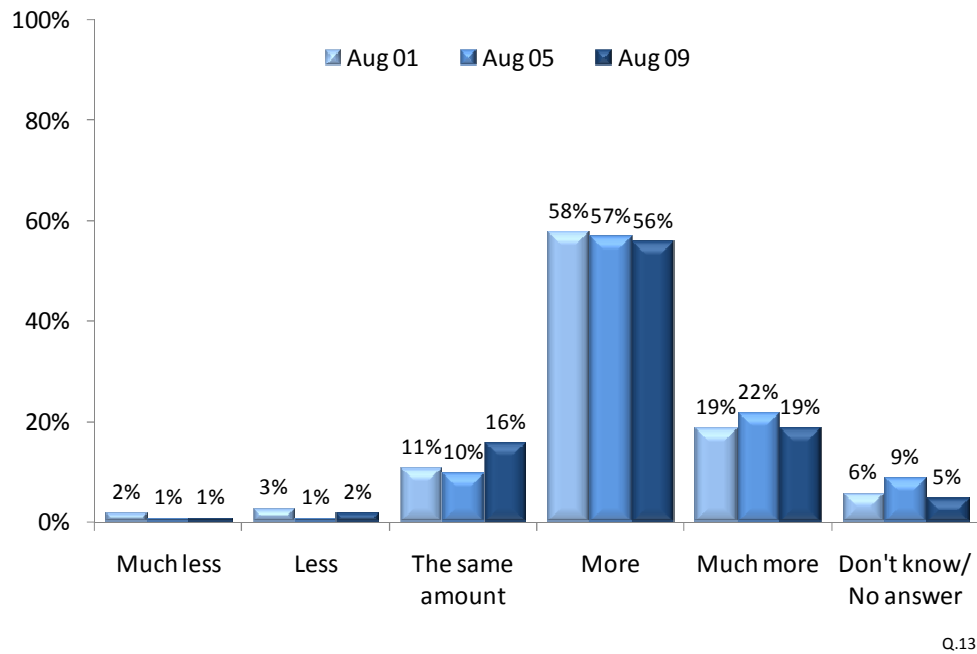


Q.12



Residents believe the province should spend more of its health care dollars on health research. Just under six in ten believe more should be spent (which is comparable with findings in 2005), and two in ten believe *much more* should be spent. Regionally, those most likely to believe much more should be spent on health research include those in HRM and Cape Breton, men, those in the highest income category, residents aged 35 to 54, and those with less than a high school education. (Table 13)

What Should Nova Scotia Spend on Research



Study Methodology

Questionnaire Design

The questions commissioned by The Nova Scotia Health Research Foundation utilized in this study were designed by Corporate Research Associates, in consultation with Quantum staff.

Sample Design and Selection

The sample for this study was drawn using systematic sampling procedures from a list of randomly-selected households compiled from listed telephone numbers in Nova Scotia, drawn from a database that is updated quarterly. The sample was selected to match the geographical distribution of the population within the province and was designed to complete interviews with a representative sample of 400 adult residents 18 years of age and older of Nova Scotia.

Survey Administration

The survey was conducted by telephone from August 14 to August 29, 2009 from Corporate Research Associates' data collection facilities in Halifax. All interviewing was conducted by fully trained and supervised interviewers and a minimum of 10 percent of all completed interviews were monitored or verified.



Completion Results

Among all eligible Nova Scotia residents contacted the response rate was 11 percent. Response rate is calculated as the number of cooperative contacts (578) divided by the total number of eligible telephone numbers called (5162).

The final disposition of all telephone numbers called is shown below according to the Marketing Research and Intelligence Association (MRIA) Standard Record of Contact Format.

COMPLETION RESULTS	
A. Total Numbers Attempted	6483
Discontinued Number/Not in Service	1087
Fax/Modem	114
Cell Phone/Pager	16
Non Residential Number	83
Wrong Number/Blocked Number	15
Duplicate	6
B. Eligible Numbers	5162
Busy Signal	40
Answering Machine	941
No Answer	417
Scheduled Call Back	237
Mid Call Back	11
Illness, Incapable	34
Language Problem	14
Qualified Not Available	300
C. Total Asked	3168
Gatekeeper Refusal	578
Mid Terminate	54
Respondent Refusal	917
Never Call List	59
Hang Up	982
D. Co-operative Contacts	578
Quota Full Age	177
Complete	401



Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table:

Size of Sample	Sample Tolerances for Percentage Results by Sample Size				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
400 Interviews	2.9%	3.9%	4.5%	4.8%	4.9%
200 Interviews	4.2%	5.5%	6.3%	6.8%	6.9%
100 Interviews	5.9%	7.8%	9.0%	9.6%	9.8%
50 Interviews	8.3%	11.1%	12.7%	13.6%	13.9%



Appendix A:
Study Questionnaire

Nova Scotia (n=400)

Hello, my name is _____ and I work with Corporate Research Associates, a public opinion research company. Today we are conducting a public opinion survey of Nova Scotians on a number of issues and would like to speak with a male or female 18 years of age or older in your household.

A. (09-2) Gender
BY OBSERVATION

- 1 Male
- 2 Female

B. (09-2) Before we begin, can you tell me in which of the following age categories you fall? Are you 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 or older?
READ RESPONSES IN ORDER—CODE ONE ONLY

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-44
- 5 55-64
- 6 65 or older

VOLUNTEERED

- 7 Refused **THANK AND TERMINATE**

161. (09-2) And what is your current employment status? Are you currently ... :
READ RESPONSES IN ORDER—CODE ONE ONLY

- 1 Employed full-time, that is, at least 30 hours per week
- 2 Employed part-time, that is, less than 30 hours per week
- 3 Not employed, but actively looking for full-time work
- 4 Not employed, but actively looking for part-time work, or
- 5 Not actively looking for work

VOLUNTEERED

- 7 Refused

1. (NEW) In your opinion, what do you think is the most important issue facing the Nova Scotia health care system? **PROBE:** Any others? **[DO NOT READ, CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY]**

- 01 Wait times
- 02 Doctor shortage
- 03 Nurse shortage
- 04 Emergency room closures
- 98 Don't know/no answer
- 99 Other **[SPECIFY:_____]**



2. (05-3 Q1) Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the term *Health Research*? **CODE ONE ONLY**

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not very familiar
- 4 Not at all familiar

VOLUNTEERED

- 8 Don't know/No answer

3. (NEW) In what ways, if any, do you believe Nova Scotians can change their behaviour to become healthier? **PROBE:** Any other ways? **[DO NOT READ, CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY]**

- 01 Exercise more
- 02 Eat healthier
- 03 Stop smoking
- 98 Don't know/no answer
- 99 Other **[SPECIFY:_____]**

4. (NEW) Health research helps to address the diseases that affect us by helping to discover new ways of managing these diseases. What do you think are the diseases or conditions that require the most attention in Nova Scotia? **PROBE:** Any others? **[DO NOT READ, CODE ALL THAT APPLY, CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY]**

- 01 Cancer (general)
- 02 Diabetes
- 03 Heart Disease
- 04 Breast cancer
- 05 Colon cancer
- 98 Don't know/no answer
- 99 Other **[SPECIFY:_____]**



5. (05-3 Q2) How important, if at all, do you think it is to conduct health research in each of the following areas. [To begin,] Would you say it is **[READ RESPONSES IN ORDER]** to conduct research... :
READ AND ROTATE STATEMENTS – CODE ONE ONLY PER STATEMENT

- a. in the area of health services, which looks at providing accessible treatment and services for Nova Scotians?
- b. in the area of health outcomes, which involves research into improving health and well being for all Nova Scotians as well as improving quality of life for people who live in poverty or for people who live in rural areas, for example?
- c. in the area of health policy, which involves research into the health care system and designing and delivering health care for Nova Scotians including home care and telehealth?.
- d. in the area of biomedical research, which conducts laboratory experiments and develops treatments and cures for diseases?

- 1 Critically important
- 2 Important but not critical
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 8 Don't know/No answer

6. (05-3 Q3) How important, if at all, do you think it is to support the following areas of health research in Nova Scotia? [To begin,] Would you say it is **[READ RESPONSES IN ORDER]** to support ... :
READ AND ROTATE ITEMS – CODE ONE ONLY PER ITEM

- a. Health research projects
- b. Programs that build health research skills
- c. Programs that help the public, government, and health professionals use health research results
- d. Funding university students involved in health research

- 1 Critically important
- 2 Important but not critical
- 3 Not very important, or
- 4 Not at all important

VOLUNTEERED

- 8 Don't know/No answer

7. (05-3 Q4) And would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the *Nova Scotia Health Research Foundation*?
CODE ONE ONLY

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not very familiar
- 4 Not at all familiar

VOLUNTEERED

- 8 Don't know/No answer



8. (05-3 Q5) The Nova Scotia Health Research Foundation's objectives are to assist, collaborate with and fund individuals and organizations conducting health research in the Province including the fields of health policy, health promotion and health care. All things considered, how important would you say is the work conducted by the Nova Scotia Health Research Foundation? Would you say it is ...:
READ RESPONSES IN ORDER - CODE ONE ONLY

- 1 Critically important
- 2 Important but not critical
- 3 Not very important
- 4 Not at all important

VOLUNTEERED

- 8 Don't know/No answer

9. (05-3 Q6) In general, do you believe that health research plays a very positive role, a positive role, a negative role, or a very negative role in each of the following areas?
READ AND ROTATE OPTIONS – CODE ONE ONLY PER OPTION

- a. The development of treatments and cures of diseases in Nova Scotia
- b. Improvement in the health and well-being of Nova Scotians
- c. The prevention of diseases in Nova Scotia
- d. Designing and delivering health care

- 1 Very positive role
- 2 Positive role
- 3 Negative role
- 4 Very negative role

VOLUNTEERED

- 8 Don't know/No answer

10. (05-3 Q7) Who do you think funds health research in Nova Scotia?
READ AND ROTATE RESPONSES – CODE ALL THAT APPLY

- 01 The Government of Canada
- 02 Private-sector companies
- 03 Your provincial government
- 04 The voluntary sector/Associations such as the Heart and Stroke Foundation
- 05 Universities
- 06 Hospitals

VOLUNTEERED

- 98 Don't know/No answer
- 99 Other (**SPECIFY:**_____)

11. (05-3 Q8) Of all the public expenditures on health, what percentage do you think the provincial government dedicates to health research?

_____ **RECORD EXACT PERCENTAGE UP TO 100 – DO NOT ACCEPT A RANGE**

VOLUNTEERED

- 998 Don't know/No answer



12. (05-3 Q9) Health research is conducted by a variety of individuals and organizations across the province, of which the Nova Scotia Health Research Foundation is one. About one-fifth of one percent of the Nova Scotia Department of Health's annual budget goes to support the Nova Scotia Health Research Foundation. Do you think this amount is:

- 1 Too much
 - 2 Too little
 - 3 About the right amount
- VOLUNTEERED**
- 8 Don't know/No answer

13. (05-3 Q10) In your opinion, do you think that Nova Scotia should spend much less, less, the same amount, more, or much more of its health care dollars in the future on research?

CODE ONE ONLY

- 1 Much less
 - 2 Less
 - 3 The same amount
 - 4 More
 - 5 Much more
- VOLUNTEERED**
- 8 Don't know/No answer

14. (05-3 Q11) Do you have any other comments you would like to make regarding health research in Nova Scotia or the Nova Scotia Health Research Foundation?

RECORD VERBATIM: _____

- 97 No comments
- 98 Don't know/No answer

DEMOGRAPHICS: Finally, I would like information about yourself that will help us analyse the results of this survey.

160. (09-2) What is the highest level of education you have completed?

DO NOT READ RESPONSES—CODE ONE ONLY

- 1 Elementary school (Grades 1-8)
- 2 Some high school
- 3 Graduated high school/vocational
- 4 Some Community/technical College
- 5 Graduate Community/technical College
- 6 Some university
- 7 Graduated university
- 8 Refused
- 9 Other (specify: _____)



162. (09-2) Which of the following broad income categories best describes your **total** household income **before** taxes in 2008? Would it be ... :

READ RESPONSES IN ORDER—CODE ONE ONLY

- 1 Less than \$25,000
- 2 At least \$25,000, but less than \$50,000
- 3 At least \$50,000, but less than \$75,000
- 4 At least \$75,000, but less than \$100,000, or
- 5 \$100,000 or more

VOLUNTEERED

- 7 Refused
- 8 Don't know/No answer

168. (07-2) What city, town, or village do you live in?

97
Refused

169. (07-2) What is your postal code?

97
Refused

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.



Appendix B:
Tabular Results

- Quantum / Nova Scotia Health Research -

TABLE HC1 FIRST MENTION:

In your opinion, what do you think is the most important issue facing the Nova Scotia health care system?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Wait times	26	34	19	21	23	28	24	32	28	27	28	23	16	20	12	34
Doctor shortage	22	17	21	27	19	24	27	20	19	17	24	23	27	24	20	20
Funding/Costs	9	10	4	9	14	4	7	7	14	6	10	10	4	11	6	10
Nurse shortage	5	1	8	7	6	4	6	5	3	6	3	6	9	10	6	2
Emergency room closures	3	2	8	2	1	4	4	5	1	3	3	4	2	4	0	4
Staff shortage (general)	3	4	4	1	4	2	2	4	2	3	5	1	0	4	4	3
Bed shortage/Closure of beds	3	3	1	3	2	4	3	6	0	4	2	3	4	1	2	3
Access/Availability of health care	2	2	0	3	3	2	1	2	3	1	2	4	0	1	6	3
Senior care/Long term care facilities	2	3	1	2	1	3	2	0	2	0	2	3	2	3	2	2
Health insurance/coverage	2	1	2	3	2	2	4	2	0	3	0	4	6	0	2	2
Emergency room wait times/care	1	1	2	1	1	1	0	2	2	1	2	0	1	0	5	1
Hospital closures	1	0	1	1	1	0	0	0	2	0	2	0	0	1	0	1
Rural health care	0	0	0	1	0	1	1	0	0	0	1	0	0	0	0	1
Everything/Overall health care	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	0
Other	10	13	8	8	10	10	9	8	13	7	12	10	11	6	19	9
Don't know/No answer	11	8	19	10	11	10	8	8	11	23	4	8	16	16	16	6
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC1: TOTAL MENTIONS

In your opinion, what do you think is the most important issue facing the Nova Scotia health care system? PROBE: Any others?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Wait times	38	42	30	36	32	43	37	42	37	38	43	32	35	31	27	43
Doctor shortage	35	25	35	44	32	38	38	41	28	29	38	36	38	35	35	34
Nurse shortage	13	11	13	16	13	14	18	12	11	14	9	18	17	18	10	11
Funding/Costs	10	13	4	10	16	5	7	8	18	7	12	10	4	12	10	11
Emergency room closures	7	6	14	5	5	8	8	7	7	10	5	6	3	5	0	10
Staff shortage (general)	5	7	5	3	4	5	4	5	5	4	8	2	0	5	6	6
Bed shortage/Closure of beds	5	4	2	6	2	7	6	7	2	5	4	5	5	2	7	5
Senior care/Long term care facilities	4	5	1	3	2	5	5	0	3	0	4	6	3	7	2	3
Access/Availability of health care	3	2	0	4	3	2	2	2	3	1	2	4	1	1	6	3
Health insurance/coverage	3	2	2	3	2	3	4	2	0	3	0	4	8	0	2	2
Hospital closures	2	0	1	4	3	1	2	0	2	3	3	1	2	3	0	2
Rural health care	2	1	0	3	1	3	2	2	1	3	2	1	0	0	0	3
Emergency room wait times/care	2	1	2	2	2	1	1	2	3	1	3	1	1	0	5	2
Everything/Overall health care	1	1	0	1	0	1	1	1	0	0	1	1	3	0	0	0
Other	12	15	13	10	12	12	14	9	15	8	13	15	13	7	19	13
Don't know/No answer	11	8	19	10	11	10	8	8	11	23	4	8	16	16	16	6
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC2:

Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the term Health Research?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very familiar	15	19	15	11	14	15	10	11	24	11	17	15	13	14	6	17
Somewhat familiar	38	42	34	35	34	42	40	34	40	39	35	41	25	35	53	41
Not very familiar	30	24	38	33	34	27	29	39	25	38	31	24	33	29	19	32
Not at all familiar	15	12	13	18	16	14	18	15	11	10	16	17	23	18	20	10
Don't know/No answer	2	3	0	2	2	2	3	2	0	2	2	2	6	3	3	0
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC3 FIRST MENTION:

In what ways, if any, do you believe Nova Scotians can change their behaviour to become healthier?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Exercise more	36	40	32	33	31	39	28	43	45	46	34	29	23	32	42	41
Eat healthier	31	27	30	35	31	30	34	35	26	30	32	30	35	28	26	31
Stop smoking	13	16	14	9	15	11	15	12	12	5	17	14	17	18	17	8
Change/Adopt a healthier lifestyle	3	3	4	3	4	3	3	4	2	3	2	5	2	1	0	5
Provide more education/information/ Improve awareness of health and wellness issues	3	3	4	2	2	4	2	3	3	1	5	2	0	5	0	3
Lower prices for healthy food choices	1	2	0	0	1	1	1	1	1	1	1	1	0	1	0	1
Provide affordable/free recreational facilities/programs	1	1	0	1	1	1	1	0	2	2	1	0	0	1	0	1
Maintain proper weight	1	2	0	0	0	1	0	1	1	0	1	1	0	0	0	1
Cleaner environment (water, air, pollution, pesticides)	1	0	0	1	1	0	1	0	1	0	0	2	2	0	3	0
Regular check-ups/Be more pro-active	0	0	0	1	0	0	0	1	1	0	1	0	0	0	0	1
Stop/Cut down on alcohol	0	1	0	0	1	0	1	0	0	0	1	0	0	0	3	0
Other	5	4	11	4	6	4	10	1	3	4	3	9	10	4	5	4
Don't know/No answer	6	2	5	10	7	6	6	1	3	8	3	9	11	9	4	4
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC3: TOTAL MENTIONS

In what ways, if any, do you believe Nova Scotians can change their behaviour to become healthier? PROBE: Any other ways?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Eat healthier	64	65	70	61	61	67	65	64	70	69	67	58	61	62	71	65
Exercise more	63	70	60	57	58	67	60	76	66	63	65	61	53	56	73	67
Stop smoking	24	28	25	20	25	23	24	26	26	16	30	22	23	26	32	22
Stop/Cut down on alcohol	8	8	13	6	6	9	9	7	7	5	7	11	10	9	10	6
Change/Adopt a healthier lifestyle	6	6	6	7	5	8	6	7	7	7	5	8	3	6	7	8
Provide more education/information/ Improve awareness of health and wellness issues	5	7	4	4	3	7	4	5	6	2	7	5	0	8	6	5
Provide affordable/free recreational facilities/programs	2	3	0	3	3	2	1	5	3	2	3	2	0	4	3	2
Maintain proper weight	2	3	1	1	0	3	2	2	2	0	2	3	2	0	5	2
Regular check-ups/Be more pro-active	2	3	0	2	1	2	1	3	4	1	3	2	0	2	0	3
Lower prices for healthy food choices	2	2	0	2	1	3	2	1	2	1	2	1	0	3	0	2
Cleaner environment (water, air, pollution, pesticides)	1	0	1	2	1	1	1	2	1	0	0	3	2	1	5	0
Other	10	12	14	7	13	8	16	5	7	12	5	14	13	11	10	9
Don't know/No answer	6	2	5	10	7	6	6	1	3	8	3	9	11	9	4	4
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC4 FIRST MENTION:

Health research helps to address the diseases that affect us by helping to discover new ways of managing these diseases.

What do you think are the diseases or conditions that require the most attention in Nova Scotia?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Cancer (general)	56	57	68	50	58	53	49	61	63	51	62	52	57	55	61	55
Diabetes	11	12	13	9	9	12	11	8	13	12	8	14	5	13	10	12
Heart disease	8	9	4	8	8	7	7	7	7	6	8	9	7	10	0	9
H1N1 virus/Flu pandemic	3	2	4	4	4	3	5	3	2	4	4	2	5	5	8	1
Obesity	3	5	0	2	3	3	1	8	2	5	0	4	1	2	3	4
Mental health	1	1	0	2	2	1	2	0	2	1	2	1	2	2	0	1
Multiple sclerosis/MS	1	2	0	0	0	2	1	1	0	1	2	0	0	4	3	0
Lung disease	1	1	1	0	1	0	0	2	0	0	2	0	0	1	0	1
Alzheimers	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0
Colon cancer	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0
Asthma	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Breast cancer	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Other	7	4	8	9	5	8	8	8	4	4	8	7	1	7	8	8
Don't know/No answer	9	7	2	14	9	10	13	4	7	15	4	10	20	2	7	9
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC4: TOTAL MENTIONS

Health research helps to address the diseases that affect us by helping to discover new ways of managing these diseases.

What do you think are the diseases or conditions that require the most attention in Nova Scotia? PROBE: Any others?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Cancer (general)	69	70	78	65	74	64	62	70	77	59	71	74	66	78	75	66
Heart disease	30	35	18	31	32	29	22	40	32	29	29	33	22	29	31	33
Diabetes	26	28	34	21	25	27	26	23	26	25	22	30	29	27	19	26
Obesity	11	19	0	7	12	10	8	13	13	13	12	9	1	6	12	16
H1N1 virus/Flu pandemic	7	5	15	7	9	6	11	7	4	4	8	9	7	10	12	6
Lung disease	6	6	7	4	5	6	6	7	5	7	4	5	7	5	7	5
Multiple sclerosis/MS	5	8	1	3	3	6	4	5	5	3	7	3	2	7	3	5
Alzheimers	4	3	5	5	5	3	5	3	3	4	4	4	3	4	8	4
Asthma	3	2	3	4	2	4	2	6	2	3	4	2	0	3	6	3
Mental health	2	3	0	2	2	2	3	0	3	1	3	2	3	2	0	2
Breast cancer	2	0	5	1	1	2	2	2	1	2	1	2	0	3	0	2
Colon cancer	1	0	2	1	1	1	2	1	0	0	2	1	1	2	0	0
Other	20	16	27	22	16	24	23	19	18	10	23	25	18	19	16	22
Don't know/No answer	9	7	2	14	9	10	13	4	7	15	4	10	20	2	7	9
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC5a:

How important, if at all, do you think it is to conduct health research in each of the following areas. Would you say it is critically important, important but not critical, not very important, or not at all important to conduct research:

In the area of health services, which looks at providing accessible treatment and services for Nova Scotians?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	68	67	72	67	64	71	79	70	59	62	73	66	72	75	61	65
Important but not critical	27	29	17	28	30	24	17	30	32	33	23	26	12	22	35	33
Not very important	2	2	1	2	3	0	1	0	5	1	2	2	2	2	0	2
Not at all important	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
Don't know/No answer	4	1	10	3	3	4	3	0	3	4	1	6	14	1	4	1
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC5b:

How important, if at all, do you think it is to conduct health research in each of the following areas. Would you say it is critically important, important but not critical, not very important, or not at all important to conduct research:

In the area of health outcomes, which involves research into improving health and well being for all Nova Scotians as well as improving quality of life for people who live in poverty or for people who live in rural areas, for example?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	67	64	81	65	64	70	78	66	57	67	68	65	76	77	59	62
Important but not critical	28	34	13	28	30	27	19	33	34	29	28	28	16	20	41	33
Not very important	2	1	0	4	3	1	0	1	8	1	2	3	0	2	0	4
Don't know/No answer	3	0	6	4	2	3	3	0	1	2	2	3	9	1	0	1
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC5c:

How important, if at all, do you think it is to conduct health research in each of the following areas. Would you say it is critically important, important but not critical, not very important, or not at all important to conduct research:

In the area of health policy, which involves research into the health care system and designing and delivering health care for Nova Scotians including home care and telehealth?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	56	50	72	56	52	59	64	55	48	44	60	60	76	64	38	49
Important but not critical	37	44	24	35	38	36	32	38	45	50	36	30	17	29	51	45
Not very important	4	4	3	5	7	2	1	6	6	7	2	4	3	5	3	4
Not at all important	1	2	0	1	2	1	0	1	1	0	1	3	0	1	5	1
Don't know/No answer	2	1	0	3	1	2	3	0	0	0	1	4	4	1	3	1
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC5d:

How important, if at all, do you think it is to conduct health research in each of the following areas. Would you say it is critically important, important but not critical, not very important, or not at all important to conduct research:

In the area of biomedical research, which conducts laboratory experiments and develops treatments and cures for diseases?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	65	63	65	68	63	67	66	72	62	65	70	61	68	76	60	61
Important but not critical	28	32	25	24	29	27	27	25	32	27	28	28	16	19	34	35
Not very important	2	2	1	3	3	2	1	3	3	3	1	3	0	1	3	3
Not at all important	1	1	2	1	2	1	1	0	1	2	0	2	2	2	0	1
Don't know/No answer	3	2	7	3	3	3	4	0	1	4	1	5	14	1	3	0
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC6a:

How important, if at all, do you think it is to support the following areas of health research in Nova Scotia? Would you say it is critically important, important but not critical, not very important, or not at all important to support:

Health research projects?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	52	50	64	49	48	56	53	55	48	43	53	58	70	57	43	45
Important but not critical	42	45	35	41	44	39	40	41	48	54	43	32	19	38	52	49
Not very important	5	4	1	7	7	3	5	3	5	4	4	6	6	2	5	4
Not at all important	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0
Don't know/No answer	2	1	0	3	1	2	3	0	0	0	1	3	4	2	0	1
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC6b:

How important, if at all, do you think it is to support the following areas of health research in Nova Scotia? Would you say it is critically important, important but not critical, not very important, or not at all important to support:

Programs that build health research skills?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	47	40	69	46	42	52	50	47	40	44	46	51	63	54	42	40
Important but not critical	43	50	27	43	49	38	44	48	45	49	45	38	30	42	52	47
Not very important	7	8	3	7	7	7	4	3	15	6	8	7	2	2	6	11
Not at all important	1	0	0	1	0	1	0	1	0	0	0	1	0	1	0	1
Don't know/No answer	2	2	1	3	2	2	2	1	0	1	1	3	5	1	0	2
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC6c:

How important, if at all, do you think it is to support the following areas of health research in Nova Scotia? Would you say it is critically important, important but not critical, not very important, or not at all important to support:

Programs that help the public, government, and health professionals use health research results?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	47	46	60	43	43	50	53	50	38	45	46	50	54	53	48	42
Important but not critical	42	47	31	41	45	39	38	40	51	47	44	36	27	39	38	48
Not very important	8	6	3	12	11	6	5	9	11	8	9	9	6	7	14	9
Not at all important	1	0	0	1	0	1	1	0	0	0	1	1	1	1	0	0
Don't know/No answer	2	1	5	3	1	4	4	0	0	0	2	5	12	0	0	0
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC6d:

How important, if at all, do you think it is to support the following areas of health research in Nova Scotia? Would you say it is critically important, important but not critical, not very important, or not at all important to support:

Funding university students involved in health research?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	46	39	66	45	48	44	46	52	45	51	48	40	59	57	41	39
Important but not critical	45	53	33	42	43	47	44	41	48	42	45	48	32	38	46	52
Not very important	6	5	0	9	6	6	7	4	7	7	6	5	3	3	11	7
Not at all important	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0
Don't know/No answer	2	2	1	3	2	2	3	2	0	0	1	6	6	1	2	2
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC7:

And would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the Nova Scotia Health Research Foundation?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very familiar	3	2	9	2	3	3	4	0	6	2	5	2	6	5	0	2
Somewhat familiar	21	28	19	15	20	21	20	14	26	13	23	23	13	19	29	22
Not very familiar	49	46	56	49	51	47	42	64	41	62	45	44	44	46	58	50
Not at all familiar	26	23	17	33	26	27	31	22	27	23	26	29	33	29	13	26
Don't know/No answer	1	1	0	2	0	2	2	0	0	0	1	2	4	0	0	1
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC8:

The Nova Scotia Health Research Foundation's objectives are to assist, collaborate with and fund individuals and organizations conducting health research in the Province including the fields of health policy, health promotion and health care.

All things considered, how important would you say is the work conducted by the Nova Scotia Health Research Foundation? Would you say it is critically important, important but not critical, not very important, or not at all important?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Critically important	47	45	57	44	44	50	49	48	44	50	46	45	59	57	25	43
Important but not critical	44	47	36	45	46	43	42	46	48	44	47	42	28	36	68	48
Not very important	5	3	3	7	7	3	4	5	6	5	4	6	6	6	2	5
Not at all important	0	0	0	1	0	1	1	0	0	0	0	1	1	0	0	0
Don't know/No answer	3	4	4	2	3	4	4	2	3	1	3	6	6	2	5	3
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC9a:

In general, do you believe that health research plays a very positive role, a positive role, a negative role, or a very negative role in each of the following areas:

The development of treatments and cures of diseases in Nova Scotia.

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very positive role	33	33	40	30	32	33	32	37	36	40	36	25	31	41	32	31
Positive role	54	55	49	54	53	54	54	56	48	54	50	57	51	48	53	57
Negative role	6	6	5	6	9	3	5	3	11	4	8	5	7	8	9	4
Very negative role	0	1	0	0	1	0	0	0	1	1	0	0	0	0	0	1
Don't know/No answer	7	4	7	11	4	10	10	4	4	1	6	13	11	4	7	7
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC9b:

In general, do you believe that health research plays a very positive role, a positive role, a negative role, or a very negative role in each of the following areas:

Improvement in the health and well-being of Nova Scotians.

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very positive role	31	32	32	29	28	33	30	26	43	33	31	29	32	39	21	29
Positive role	58	56	62	57	59	56	57	65	47	62	56	55	53	49	73	60
Negative role	7	9	2	6	9	5	8	5	7	4	7	9	6	7	6	8
Very negative role	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0
Don't know/No answer	5	2	4	7	3	6	6	4	2	1	5	7	7	6	0	4
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC9c:

In general, do you believe that health research plays a very positive role, a positive role, a negative role, or a very negative role in each of the following areas:

The prevention of diseases in Nova Scotia.

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very positive role	33	34	33	31	30	35	33	28	42	36	35	27	38	37	29	30
Positive role	54	55	53	54	56	52	52	63	47	55	54	53	44	50	54	59
Negative role	6	7	0	7	8	4	6	6	6	5	7	5	6	4	15	5
Very negative role	1	1	3	0	1	0	1	0	2	0	1	1	1	2	0	1
Don't know/No answer	7	3	12	8	4	9	8	4	4	3	3	13	11	7	2	5
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC9d:

In general, do you believe that health research plays a very positive role, a positive role, a negative role, or a very negative role in each of the following areas:

Designing and delivering health care.

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Very positive role	29	30	45	23	27	31	28	26	38	31	28	29	31	30	24	29
Positive role	59	61	52	59	63	55	57	67	52	60	62	54	55	56	68	59
Negative role	5	5	1	8	6	5	7	2	5	4	5	7	5	6	0	7
Very negative role	1	1	1	0	1	0	0	0	2	1	0	1	1	1	0	1
Don't know/No answer	6	4	1	10	3	9	7	6	3	4	5	9	8	7	7	5
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

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TABLE HC10:

Who do you think funds health research in Nova Scotia?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
The Government of Canada	41	42	39	41	37	45	35	44	45	42	41	41	35	39	36	45
Your provincial government	40	38	44	40	36	43	32	48	48	42	44	34	23	42	45	44
Private-sector companies	20	19	25	19	19	21	16	25	26	10	25	21	12	16	31	22
The public/Individuals/Nova Scotian's/Tax payers	19	20	15	20	22	16	22	20	14	22	21	14	20	18	18	19
The voluntary sector/Associations such as the Heart and Stroke Foundation	18	16	18	20	15	21	19	23	17	14	20	19	20	22	13	17
Universities	11	11	12	10	8	13	10	12	15	8	11	12	8	13	9	12
Hospitals	9	8	13	9	6	12	11	7	8	5	9	12	8	12	9	8
Government (non-specific)	7	7	6	7	10	5	8	7	7	9	6	7	5	7	2	9
Donations (non-specific)	3	4	0	4	3	3	5	3	2	3	2	5	3	4	4	3
Pharmaceutical/Drug companies	3	3	0	4	3	2	1	4	4	1	1	6	0	2	3	4
Charities/Fundraisers	1	2	1	1	0	2	1	1	3	3	1	0	0	3	0	1
Corporate donations	1	2	2	0	2	0	1	1	2	1	1	1	1	1	0	1
Other	3	5	1	1	2	3	1	2	6	2	3	3	1	3	3	3
Don't know/No answer	10	10	9	12	8	13	15	5	6	13	7	12	19	10	10	8
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC11:

Of all the public expenditures on health, what percentage do you think the provincial government dedicates to health research?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Less than 10%	17	22	11	15	23	12	8	21	31	13	21	16	7	8	14	25
10%	10	11	4	12	12	9	7	12	12	13	10	9	7	8	17	11
11% to 49%	29	32	27	28	33	26	31	33	28	39	29	23	26	31	37	29
50% or More	9	7	15	8	4	12	9	11	9	5	14	5	16	12	5	6
Don't know/No answer	35	29	43	37	28	41	45	22	21	29	26	47	44	42	28	29
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209
MEAN	22.0	18.7	28.4	23.6	16.9	27.6	27.6	22.9	16.3	21.3	23.2	21.0	33.6	28.3	18.1	17.6

- Quantum / Nova Scotia Health Research -

TABLE HC12:

Health research is conducted by a variety of individuals and organizations across the province, of which the Nova Scotia Health Research Foundation is one. About one-fifth of one percent (or 0.18 percent) of the Nova Scotia Department of Health's annual budget goes to support the Nova Scotia Health Research Foundation.

Do you think this amount is too much, too little, or about the right amount?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Too much	0	1	0	0	1	0	0	1	0	0	1	1	0	0	2	1
About the right amount	19	19	11	23	23	16	12	11	32	23	16	20	19	24	23	18
Too little	71	68	80	71	67	75	78	82	60	73	77	63	68	68	65	74
Don't know/No answer	9	13	9	6	9	9	10	6	7	4	6	16	13	9	10	7
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

TABLE HC13:

In your opinion, do you think that Nova Scotia should spend much less, less, the same amount, more, or much more of its health care dollars in the future on health research?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50-<\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
Much less	1	2	0	1	1	2	0	2	1	0	2	1	0	1	5	1
Less	2	1	1	3	2	2	2	2	3	0	4	1	0	4	3	2
The same amount	16	11	13	22	20	13	15	9	24	16	14	19	12	21	11	17
More	56	59	62	52	52	61	60	63	46	67	54	52	52	59	67	55
Much more	19	21	23	16	23	16	19	20	25	16	23	18	30	13	13	20
Don't know/No answer	5	6	1	5	3	6	5	4	2	1	4	8	6	2	0	5
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

- Quantum / Nova Scotia Health Research -

TABLE HC14:

Do you have any other comments you would like to make regarding health research in Nova Scotia or the Nova Scotia Health Research Foundation?

	NOVA SCOTIA %	REGION			GENDER		INCOME			AGE			EDUCATION			
		Metro	Cape Breton	Rest of mainland	M	F	L.T. \$50K	\$50- <\$75K	\$75K+	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.
More funding/Sponsorship/Responsible spending	4	3	9	4	6	3	5	4	4	5	4	4	3	3	5	6
Provide education/information to public	4	4	8	3	4	4	3	6	5	1	4	6	1	0	5	7
Need to do more to keep/attract research here	1	2	0	1	1	2	2	1	2	2	1	2	1	0	0	2
More focus needs to be put on prevention	1	2	0	2	1	2	1	4	0	3	0	2	0	3	5	0
Would like to see more research done	1	1	1	2	0	3	2	3	0	2	1	2	3	1	0	1
More funding needs to be put in the health care system	1	0	3	1	0	2	2	1	0	0	1	2	5	1	0	0
Happy with research that is currently being done	1	1	1	1	0	2	2	1	0	2	1	1	0	2	0	1
Need to attract more doctors to Nova Scotia	1	0	3	1	0	1	2	1	0	0	0	2	3	0	2	0
Health research is important/needed	1	1	0	1	0	1	1	1	1	0	1	1	0	0	0	1
Other	6	5	10	4	4	7	6	4	6	2	7	7	3	13	3	4
No comments	76	79	66	76	81	72	73	76	79	85	77	68	78	76	77	75
Don't know/No answer	3	3	2	4	3	3	3	1	4	1	4	4	5	2	2	3
WEIGHTED SAMPLE SIZE (#)	401	164	63	175	190	211	151	99	101	102	157	142	70	81	38	208
UNWEIGHTED SAMPLE SIZE (#)	401	171	59	171	190	211	151	96	104	83	175	143	68	82	37	209

Appendix C:
Verbatim Comments

Question 14: Do you have any other comments you would like to make regarding health research in Nova Scotia or the Nova Scotia Health Research Foundation?

- I really do believe that the existing system needs to be looked at really carefully. Too many hospitals, located sporadically within a few kilometers, we need to space out the locations.
- You give this money to the cancer society and you give the money to the Heart and Stroke Foundation, there is too much of this money not going to the right place. It's going for different things not totally for research.
- I do feel that more thought has been given to it. And when you read the papers there seems to be more written about it so people must be thinking about it or talking about it more.
- I don't think they do enough for the little people and they do more for the people in business and stuff. They're not doing enough for the little man, the little working man. They do more for the people who got businesses.
- The more Nova Scotians do to improve their health the better. We are unclear of where donated money would go, we have concerns about donation security, but would like to contribute.
- There are a lot of empty beds in Sydney hospitals, there aren't enough doctors or nurses, they are over-worked and underpaid and certain hospitals are closed on weekends, on social assistance if they're on pension of any kind, every dollar they get social assistance take it off, and the prices of everything are going up. They should have more money given out to the public.
- They should do more because it's the most important thing because we're all vulnerable to sickness and diseases. When we're stricken with something we'd sure like to know that there's help available.
- What they are researching, I would like the money to go in that. (ex cancer, I would like it to be for cancer).
- The thing is that the research is valid and not driven by pharmaceutical companies and that it is not just for the sake of research but has practical applications.
- Research Foundation is not known to me. They should probably let people know who they are.
- See my doctor I need an appointment and that takes about 4-6 weeks and I could be dead by that time, they need more doctors.
- I would support them right up to the point that they were embryonic stem-cell research.
- It would be nice to hear more about what they're doing and how the public can get involved, and also to know their findings.
- Wish they could come up with more cures.
- I wish that more attention would be put to educating the public on health research in Nova Scotia. I am very well informed on many things but I do not hear anything on health research. I am glad they are doing this survey so more people will hear about health research.
- Be nice if they publicize what they actually accomplish.



- Research is important to keep people healthy, of course, for me, it is essential that they are funded.
- It could be improved all the way around. Well the government and all of those organizations should be putting more into it to get more out of it.
- They could probably set up some kind of information desk at every hospital for quick access for patients for information (researching illnesses that might be ongoing).
- I'm very pleased with what being reported of what's going on with research of brain tumors and that, I think that's great for Nova Scotia, I think that the people who work in Nova Scotia are doing a great job, the Dalhousie graduates.
- Thank god I have insurance; the people that don't have insurance are out of luck. You are not a person when you go into emergency, you are a number.
- Any research for health is good and I hope it keeps getting funding by the government or that the funding continues and/or is increased.
- I think the universities should get more funding for research.
- I think donations that are made to certain organizations should go to more research instead of to the administrations.
- Doing top research keeps the best doctors here in Nova Scotia and our new doctors, that is, students in the province.
- Less waiting for the patients. I feel the seniors shouldn't have to wait as long as other people and small children.
- Personally, I feel that these questions are best answered by someone who has more knowledge of the field and somebody without that knowledge should not be directing policy.
- I would like to know more about the health research foundation. I think they should publicize themselves more.
- I think research is important but a lot of the problems we have now, we know what the right thing to do it. We're just not doing it. I think research is important; we just need to use the information we have now.
- I'd like to see a greater connection between family services and health care because I look around at different situations and I see people that are very stressed out because of lack of funds, lack of jobs, the kids don't have healthy food the parents are stressed out because they don't have the money and I'm sure all this stress has to lead to a lot of health problems and if there was a connection between health care and family services things would improve but I don't think they even talk to each other. It's complete stupidity, family service doesn't take anything into consideration there's no connection between family services and what the health care people know what is going to happen to these person.
- More should be done in health research to help get health care faster.



- With regard to health for Nova Scotians, I think that we should be looking at cutting or eliminating ads for products that promote diseases. Pop commercials, burgers, McDonald's--that's all bad stuff and all the kind of stuff that promotes diabetes, obesity, and cancer. So if you want to do something meaningful--you meaning the government, start promoting healthy things and get the message that these sugary carbohydrate type products are good for you when they're not.
- More research in schools for them to go to elementary and junior high and high schools to see what the health concerns are there and do what's really needed.
- Nothing regarding the Health Research Foundation, in general Nova Scotia and every province needs to invest and spend more money on health care in general.
- I've been diagnosed with M.S. which is a neurological disorder, and that's why I'm quite interested in anything having to do with research for a cure.
- This would be a good survey for my husband who has a lot of health problems and deals with this more than I do.
- I think they should let more people know about it, because I kind of watch it as a senior citizen, I watch health care and I want to know about that kind of stuff.
- I'd like to see more research done on MS, cancer, schizophrenia, bi-polar, colitis, and arthritis.
- I just figure that after all these years, and these decades I can't understand why they haven't found a cure for all these major diseases and I just figure they should come up with a cure sooner than later because people are dying off all the time.
- They have a long way to go.
- We can have fewer hospitals, but they need to be better hospitals. But if we're going to have fewer hospitals that are terrible hospitals, we need more hospitals. And we need to get our wait times down at all costs.
- I think that our health care in Canada is among the best in the world. I am quite familiar with the health care they have in the US. Compared to Canada they are much worse.
- Health research in general towards disease that's fine if it's research towards policy it's a waste.
- Hopefully they can get more support moneywise and otherwise. There's always room for improvement.
- The research has been done but I haven't seen any papers on it. Health research is one thing and having enough doctors is another, I'd like to see more doctors in Nova Scotia.
- I think that health research is very, very important. I think the government should chuck in more money on research. They certainly tax us enough here in the province. I think the federal government and the provincial government should put in more money into research on health.
- I believe we can do all the research we want but until we change our life style, were going around in circles.
- I support health research that doesn't include animal testing and also research that takes into consideration social determinance and biomedical.



- I think it is critically important, we can't go forward if we don't know the way to go forward. That is what research does.
- There is just not enough money to go around.
- Just that research should look at prevention not just current outcomes.
- A critical part of the health regime should be paid more attention to.
- Just more money should be allowed for cancer research.
- Wants money to go toward more nurses and doctors before the research.
- I think Halifax should be a research triangle. It has so much going for it to be that with universities here, good quality of living, not expensive. I think they should do everything they can to recruit research companies and researchers here.
- I would like to see more research on genetics, I don't hear a lot of places doing research on genetics.
- I do feel like the government should come up with a program to help fund young doctors to be in Nova Scotia, and help pay for schooling, for a certain amount of time.
- Unless they up the ante or the percentage given to research, there is going to be more and more people who are too sick to help and will be a drain on the rest such as geriatric diseases, they should try their hardest to keep the stipends given to public employees which adds to the sacrifice of more health care research.
- I think that right now my girlfriend's brother is doing health research, he struggles to do research because of less money, but gets more incentive to go to the states where more lucrative offers are made to him.
- I'd like to see more screening, testing, more blood work the full extent of research. More testing.
- They should be given more money.
- I think there's too many top CEOs higher salaries instead of going to research.
- I certainly hope they get the funding they need.
- Keep doing what they're doing.
- I wish I knew more about it.
- It would be kind of nice if the doctor puts you on a prescription that is not paid for by Medicare the government will not pay for it, the doctor prescribes it - the government will not pay - if it is what you should be on then it should be paid for.
- I think the dentists are way too expensive for a guy that has to pay his own health care.
- I'm very supportive of them.
- Well, I'm a very health-conscious person and I think that in Nova Scotia cancer is the biggest problem.
- I think the seniors should be getting more attention than they are getting.
- They need to make sure that privatization does not take over public health.



- It's critical to know what the outcomes are to assess whether what we have been doing has been effective or not. And to make recommendations and plans for the future.
- Someone who is uninformed cannot answer these questions, I don't even know who they are - I don't see how my responses will benefit when I don't know what you're talking about. I'm sure that most other people wouldn't know any more than I do on these issues.
- Find out how many people are double doctoring, or repeat visits, costing money.
- Yes, get rid of the government that we have there now, they promised the world and give you nothing.
- I would hope that they would find cures for cancer and other diseases, Alzheimer's and things like that, I would appreciate it.
- Increase the HST back to 15 percent, put the extra two percent back into healthcare.
- Keep up the good work, more money to try to solve some of the bigger diseases it would help.
- Until I had the phone call I didn't have an understanding on health research.
- It's important, things are always changing, there's not enough money going towards it, hopefully people will shift towards it now.
- I am unsure about the Nova Scotia Health Research Foundation. We need to have more information generally on what the foundation is doing, both so we can answer questions like these and that we can make decisions on who should be supporting them.
- I think they should find a better way for them to get their information. I think a telephone survey such as this. The average person doesn't have a clue. I hold more than one college degree, and I don't understand it, and I read the paper everyday cover to cover. If the Health Research Foundation wants to know, they should go out and talk to professionals (doctors, health care professionals) that know, and they can do surveys of in-house patients. A lot of this is motherhood questions. I think these types of surveys are useless. They're not asking the right questions and they're asking the wrong people. I don't think that this will tell them anything: only tell them what they already know, or what they think they know. They're not in-touch with the grassroots.
- I think health research is important for Dalhousie in particular and any other medical schools in the Maritimes to keep themselves at the forefront and not allow themselves to be pushed into second place by other medical schools in Canada.

