

# Public Affairs Survey



April 2023



## Introduction



- › The results presented in this report cover various public affairs issues in Canada, including the cost of living, the environment, trust in various institutions/occupations, and long-term care.
- › They are based on a survey that ran from April 25 to May 5 and gathered a total of 1,631 responses.
- › As Modalis is 100% recruited using RDD probability-based sampling, a margin of error can be calculated – plus or minus 2.0% at a 95% confidence interval.
- › The data have been weighted by age, gender, and region using population data from the 2021 Statistics Canada Census.

## Thoughts on Cost of Living

Almost 9 out of 10 Canadians (87%) feel it is getting harder to make ends meet.

- › According to 8 out of 10 Canadians CEOs of big companies are paid too much.
- › Three quarters felt that big grocery retailers have used inflation as an excuse to boost their profits.
- › Seven out of ten feel there is a need for wealth redistribution to help middle and low income families.



How strongly do you agree or disagree with each of the following statements?

■ Disagree (1 to 3)

■ Neither (4)

■ Agree (5 to 7)

It's getting harder to make ends meet



CEOs of big companies are paid too much



Big grocery retailers have used inflation as an excuse to boost their profits



There is a serious need for wealth redistribution today to help the middle class and low income families



Income inequality is overstated these days



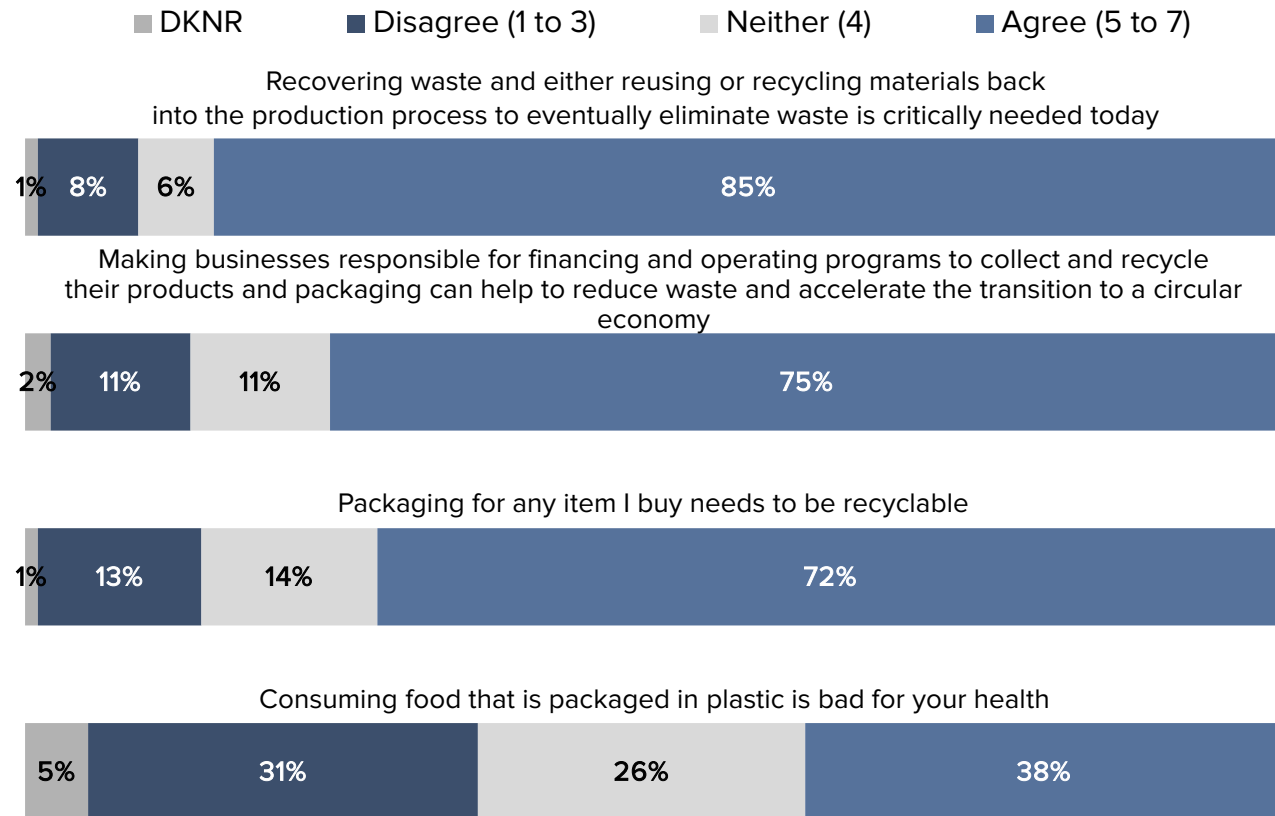
## Thoughts on Environmental Issues

Canadians strongly support the ideas of a circular economy (85%) and extended producer responsibility (75%).

- › Seven in ten think that packaging for any item they buy should be recyclable.



How strongly do you agree or disagree with each of the following statements about environmental issues?



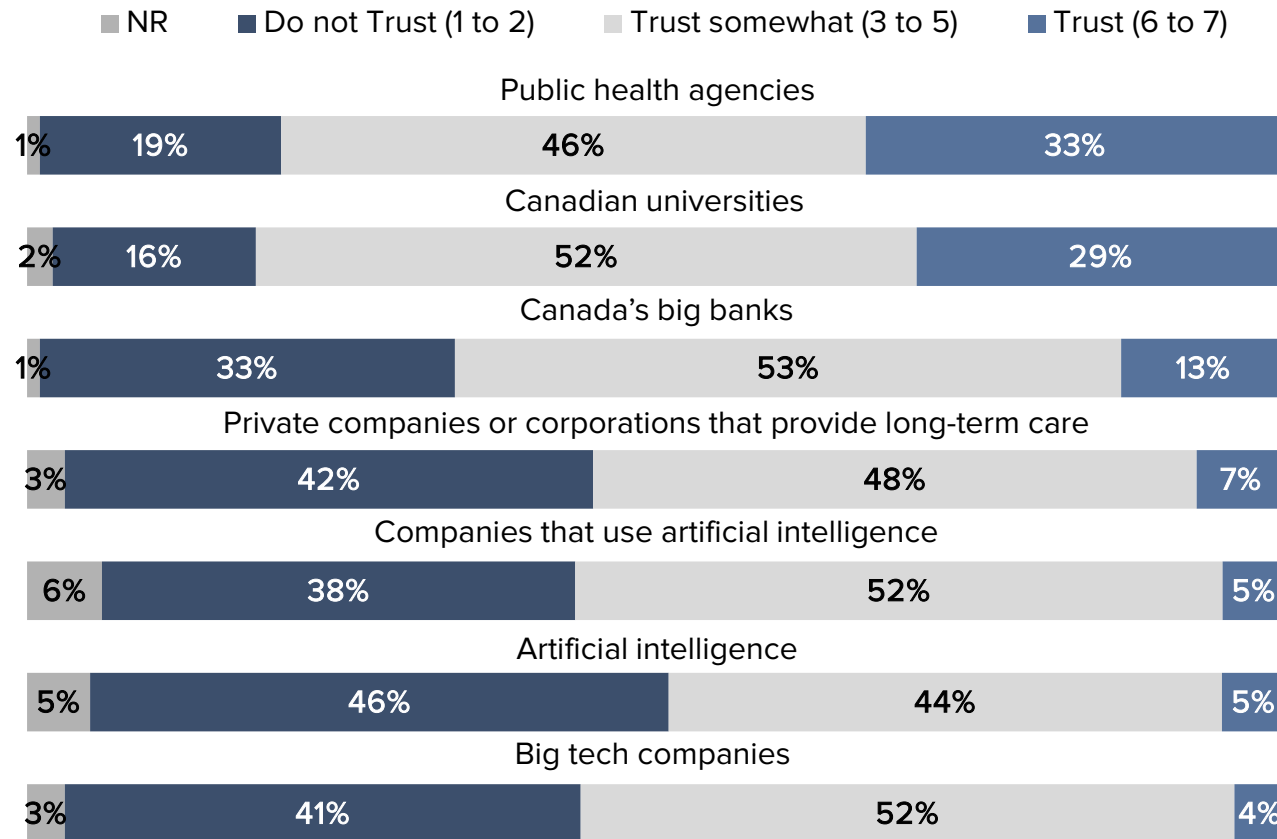
## Trust in Organizations

The most trusted organizations are public health agencies and Canadian universities.

- › Very few people (<5%) trust companies that use AI (or AI in general) or Big Tech companies.
- › Not many more trust LTC providers.
- › Banks fared a little better with 13% saying that they trust them.



Generally speaking, to what extent do you trust each of the following?



Adult Canadians (n= 1,631)

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## Trust by Occupations

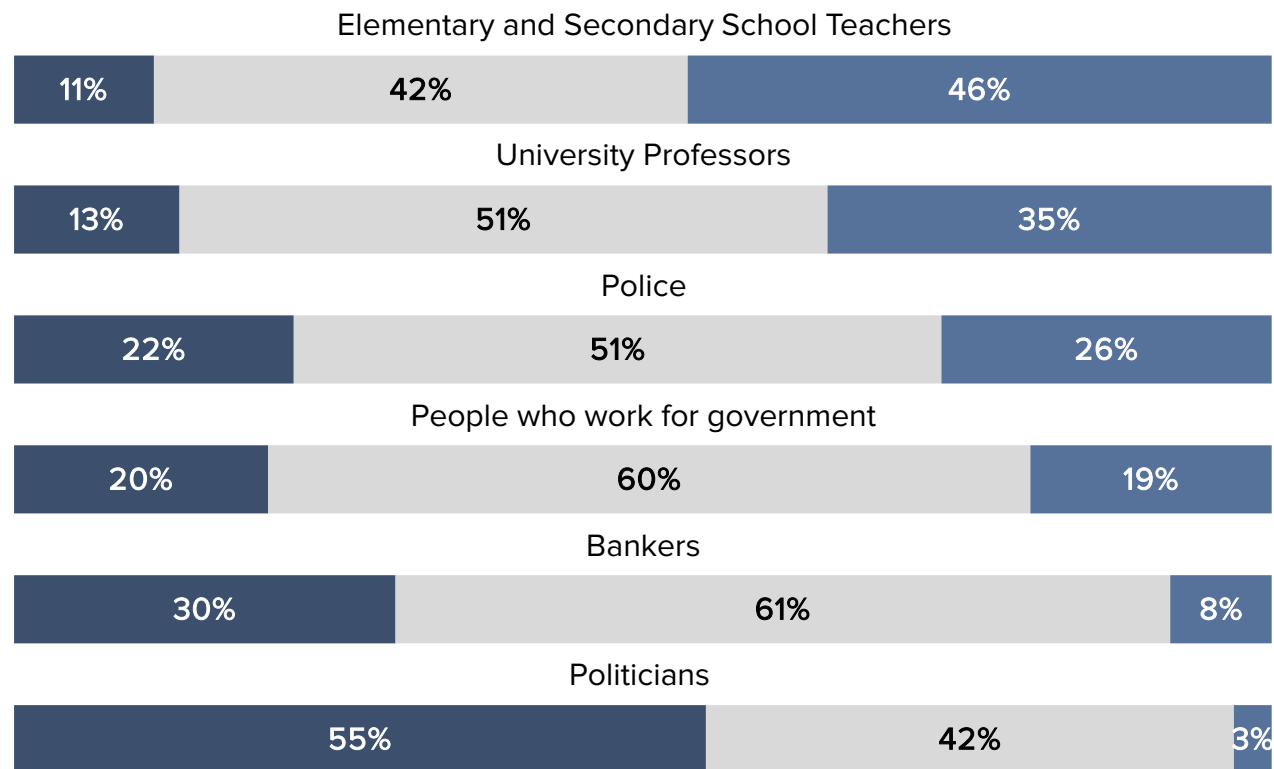
The most trusted occupations are teachers (at 46%) and university professors (at 35%)

- › Politicians are the least trusted with <5% of Canadians saying that they trust them.
- › This is followed by Bankers where the level of trust is less than 10%.
- › The police and people who work for government are in the middle with 19-26% of Canadians saying that they trust them.



Generally speaking, to what extent do you trust people working in the following occupations?

■ Little or No Trust (1 to 2)    ■ Somewhat (3 to 5)    ■ High Trust (6 to 7)



Adult Canadians (n= 1,631) ; DKNR = <3%

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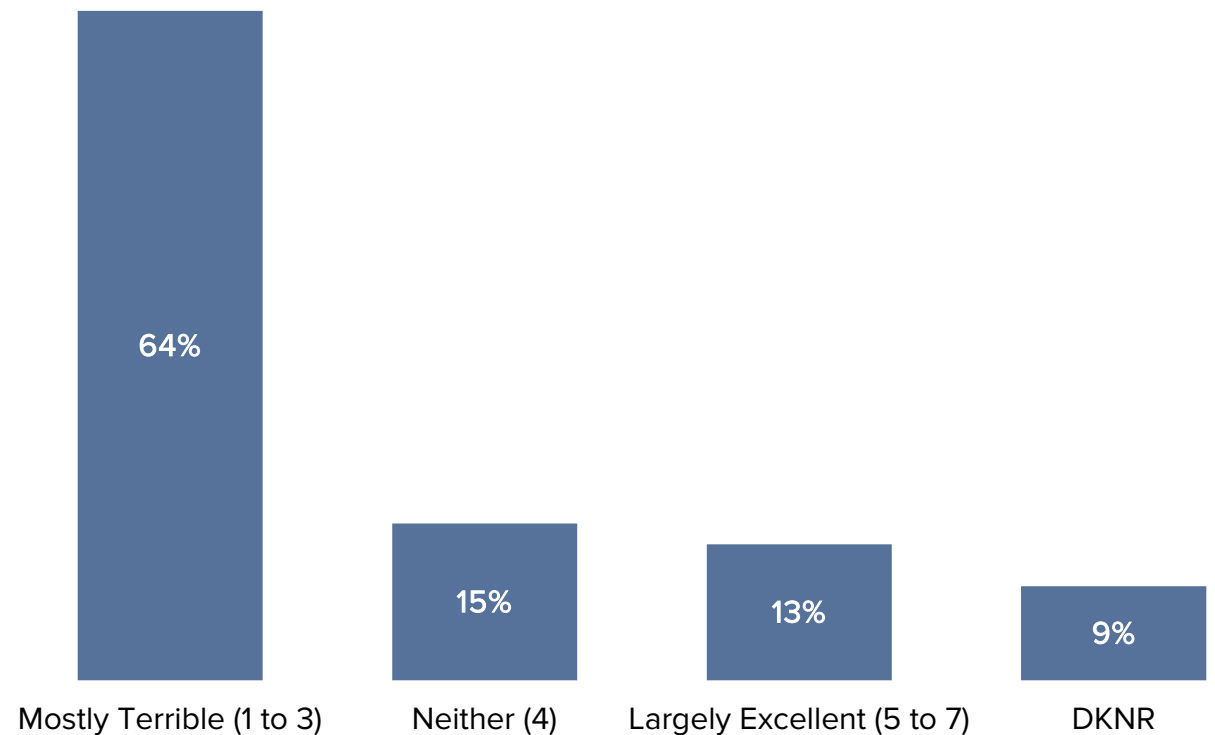
## Overall State of Long-Term Care

Provincial long-term care is rated as mostly terrible by two-thirds of Canadians.

- › LTC in Ontario was rated the worst of all with over 70% of Canadians saying that it is in a bad state.
- › LTC in Alberta was rated better than others but still nearly 50% of Albertans think it is in bad shape.



How would you rate the current state of long-term care in your province?



Adult Canadians (n= 1,631)

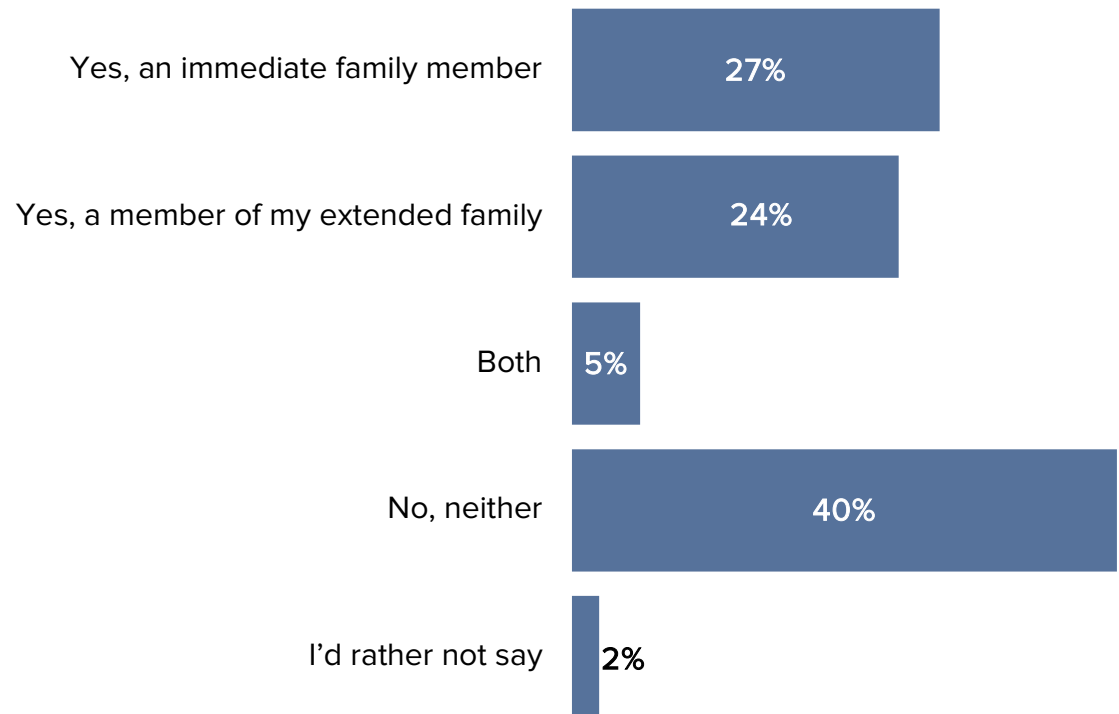
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## Family Members in Long Term Care

More than half of Canadians have had either an immediate or extended family member (or both) move into a long-term care facility.



Have you ever had a member of your immediate or extended family move into a long-term care facility in your province?





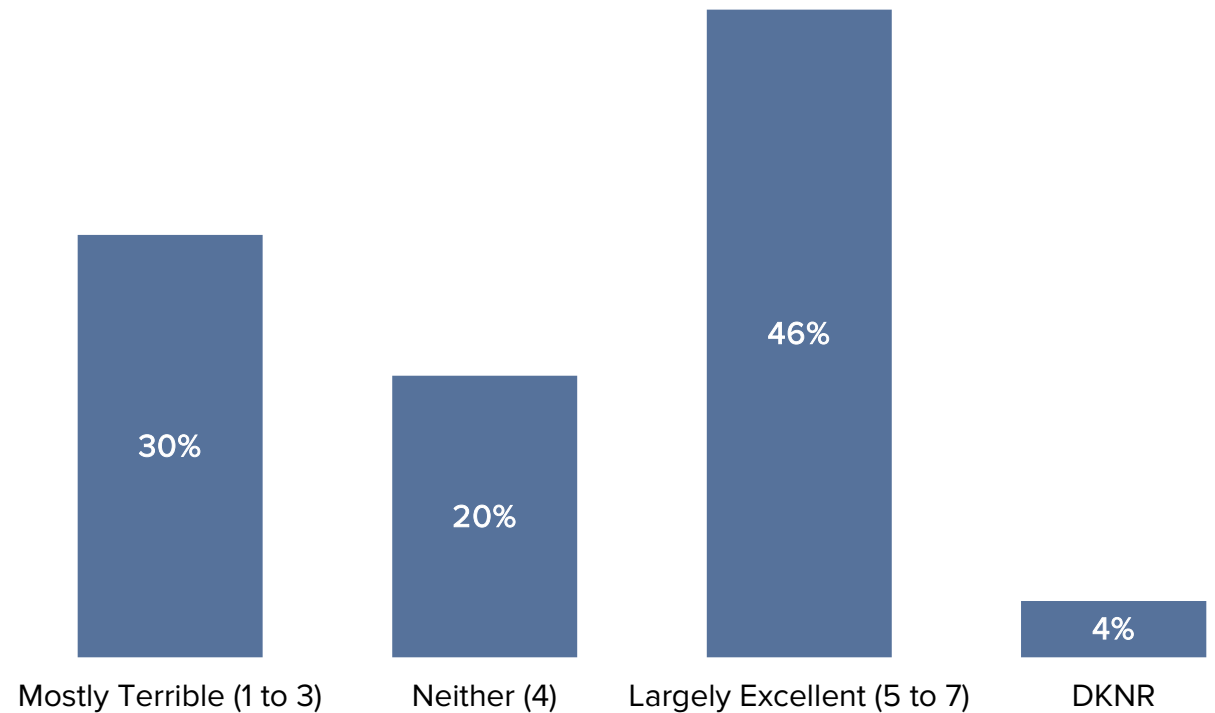
## Rating of Long-Term Care Received

Care received was rated as largely excellent by almost half of those who had family members in long-term care (46%). Conversely, nearly a third (30%) thought the care received was mostly terrible.

- › There was little difference between the provinces.



How would you rate the care that your relative received at this long-term care facility? If more than one family member has received care in a long-term care facility, please respond based on your most recent experience.



Long-term care recipients (n= 949)

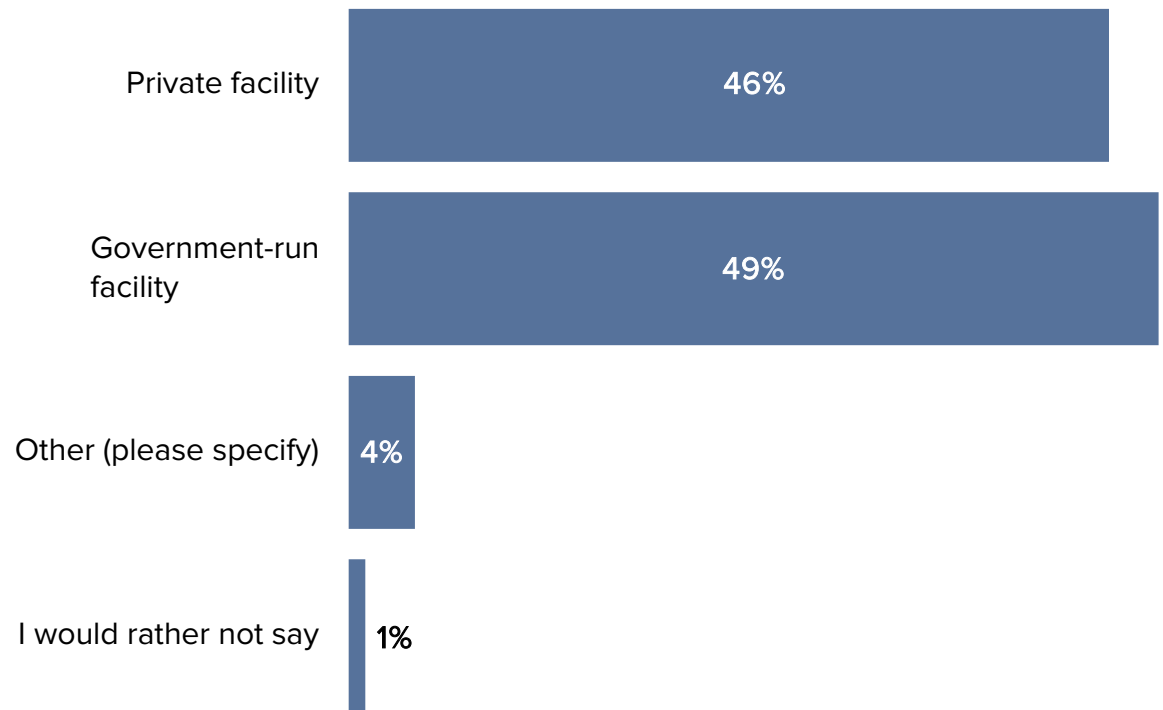
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## Long-Term Care: Private or Public?

The facilities where family members were located was almost evenly split between private (46%) and government-run (49%).



Thinking of this most recent experience with a long-term care facility, was it a private facility or run by government/government agency?



## Difficulties Experienced with Long-Term Care

The most difficulty was experienced in finding a good facility at an affordable price.

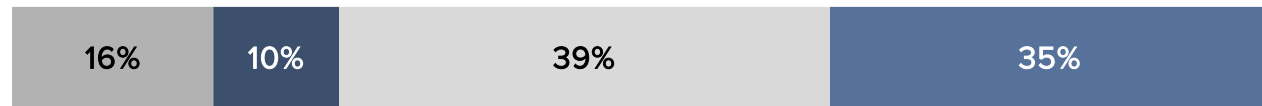
- › Just behind this was the length of the waiting list or getting access to the facility (31%).
- › Slightly less than that was the amount of time involved in finding a good facility (28%).
- › One in four had serious issues dealing with the financial costs.



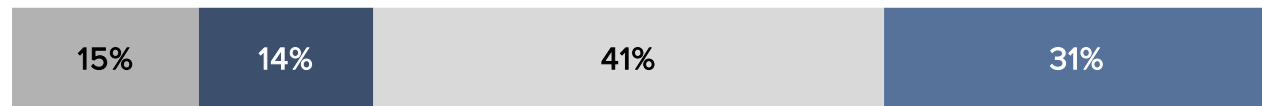
Based on this most recent experience with long-term care, how difficult were each of the following?

■ DKNR ■ Not difficult (1 to 2) ■ Somewhat difficult (3 to 5) ■ Difficult (6 to 7)

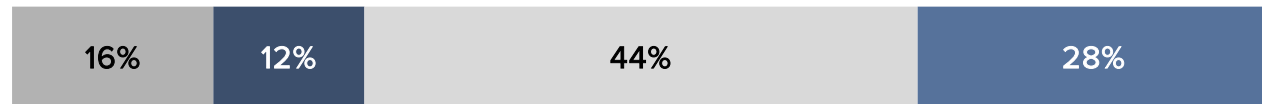
Finding a good quality facility at a price you could afford



The length of waiting list or getting access to a facility



The amount of time involved in finding a good facility



Dealing with the financial costs





*Real answers from real people*