



# Ipsos Public Affairs



## HSFO Healthiest Province

February 2011



# Objectives & Methodology

## Objectives:

- Ipsos Reid is pleased to present to HSFO the results from a a public opinion poll in Ontario about health promotion. The HSFO was interested in better understanding Ontarians support to of investing at least 170 million more per year in Health Promotion (or greater percentage of budget) to improve health behaviours / determinants related to smoking, physical activity, diet and childhood obesity.

## Methodology:

- A total of 1,014 interviews were conducted online from January 27<sup>th</sup> to February 1<sup>st</sup>, 2011 among Ontarians 18+ (results were weighted on region, age, and gender to ensure the sample matched the actual adult population of Ontario). A sample of this size has a margin of error +/-3.0%, 19 times out of 20.



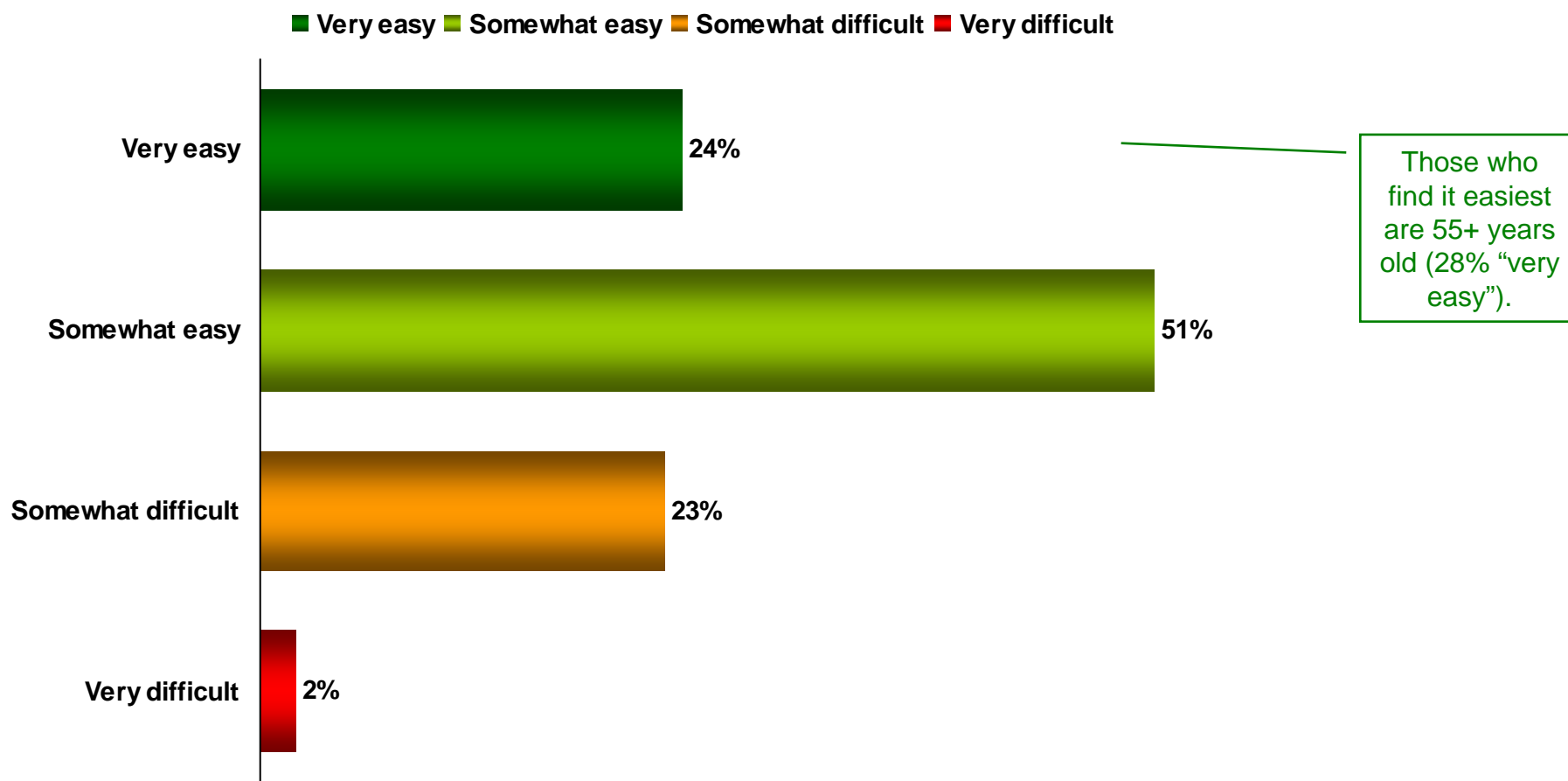
## Key Findings

- While three in four Ontarians say that it is easy for them to lead a healthy life and make healthy choices, just one-quarter think that it is “very easy”.
- The public is generally satisfied with the job that the provincial government is doing to promote healthy living in Ontario and give the government good ratings in this regard, but few are “very satisfied” or rate the government “very good” or “excellent”. Indeed, after being told about health promotion spending in other provinces, a strong majority support increasing Ontario’s investment in health promotion.
- All of the health promotion programs and policies tested are supported by a majority of Ontarians; reintroducing food education in the school curriculum, increased funding to schools for health and Phys. Ed., and programs to prevent youth from using tobacco receive the highest levels of support. In fact, the public ranks this the most important of five smoking/tobacco issues tested.
- Nine in ten think it is imperative that we invest in health promotion and introduce policy changes to promote healthy lifestyles to mitigate these costs, half strongly agree with this way of thinking. Moreover, eight in ten say that a provincial parties’ position on health promotion is an important factor in deciding who to vote for.



# Leading a Healthy Life

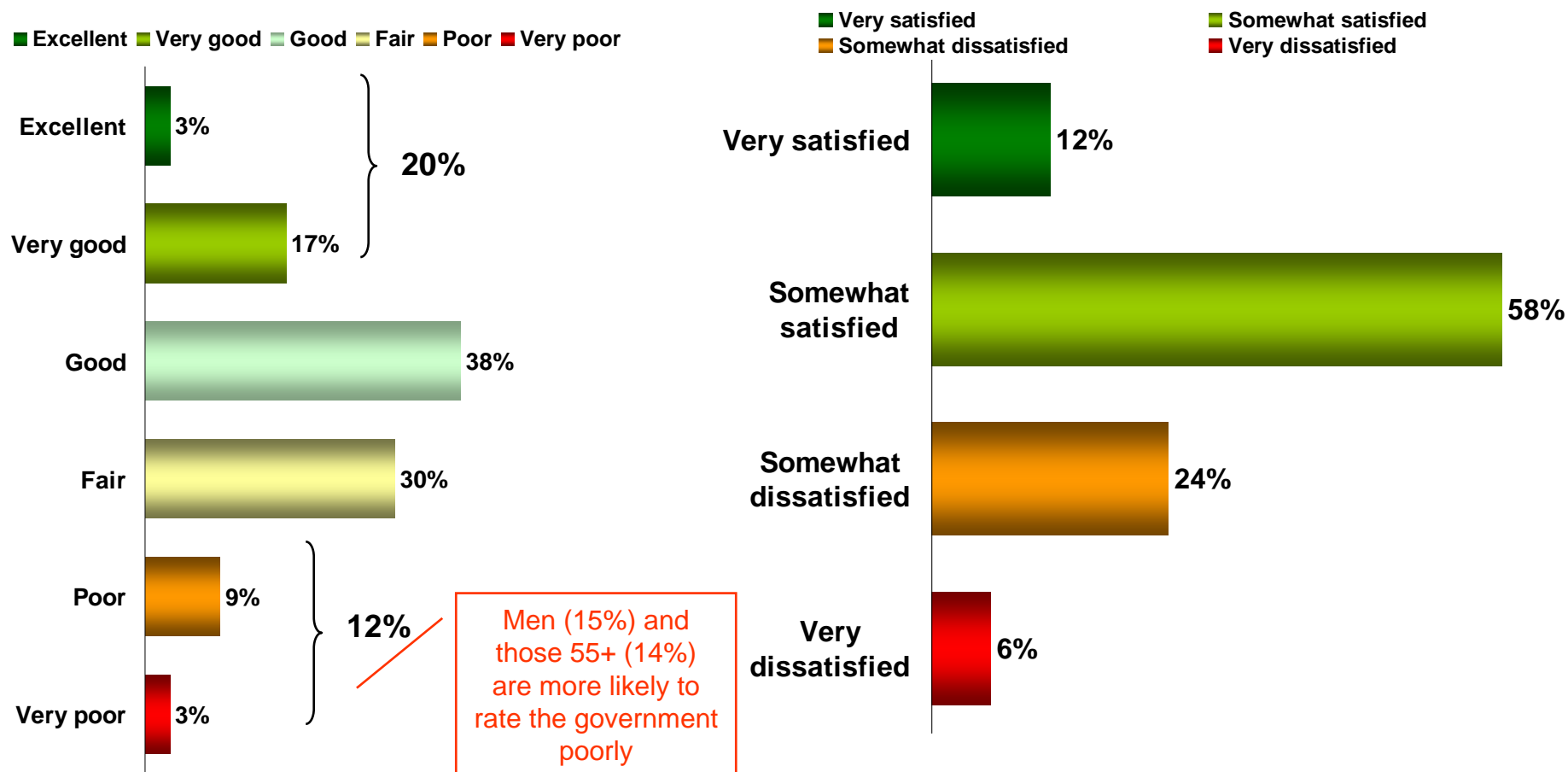
Three quarters (75%) of Ontarians feel it is at least somewhat easy for them to live a healthy life and make healthy choices. Very few (2%) state it is very difficult.





# Health Promotion in Ontario

Only two in ten would rate the job the provincial government is doing regarding health promotion as at least very good, while approximately four in ten would rate it as good (38%). Seven in ten (70%) state they are satisfied with the healthy life policies and programs offered by the Ontario government.





## Support for Specific Policies and Programs – By Demographics

Women are more likely to support reintroducing food education and home economics, safe routes to school and subsidies to Ontario farmers than men. While those aged 18 to 34 are more likely to support increased funding for health/physical education curriculums, subsidies to Ontario farmers and harm-reduction policies for the consumption of alcohol than 35+ years old. There are few differences by other demographic groups and region.

% Support	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Reintroducing food education or home economics back into school curriculums	95%	93%	97%	96%	94%	96%
Increased funding to help schools implement a health and physical education curriculum	92%	90%	94%	97%	91%	91%
More public awareness and education on mental health problems	92%	90%	93%	89%	91%	94%
Programs to prevent youth from using tobacco products	91%	90%	92%	93%	89%	92%
Making after school programs more available and affordable	91%	89%	92%	93%	90%	89%
Fund and support local active, safe routes to schools programs	87%	84%	91%	91%	87%	86%
Subsidies to Ontario farmers	86%	79%	92%	93%	83%	82%
Harm-reduction policies to reduce high-risk consumption of alcohol	84%	85%	84%	91%	80%	85%
Public awareness campaigns to educate the public on the health impacts of tobacco use	84%	84%	84%	88%	81%	84%

Significantly higher

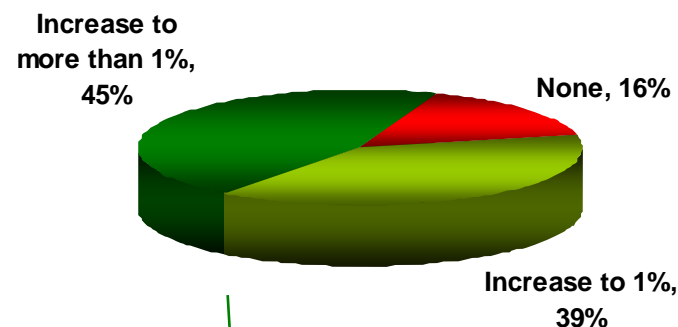
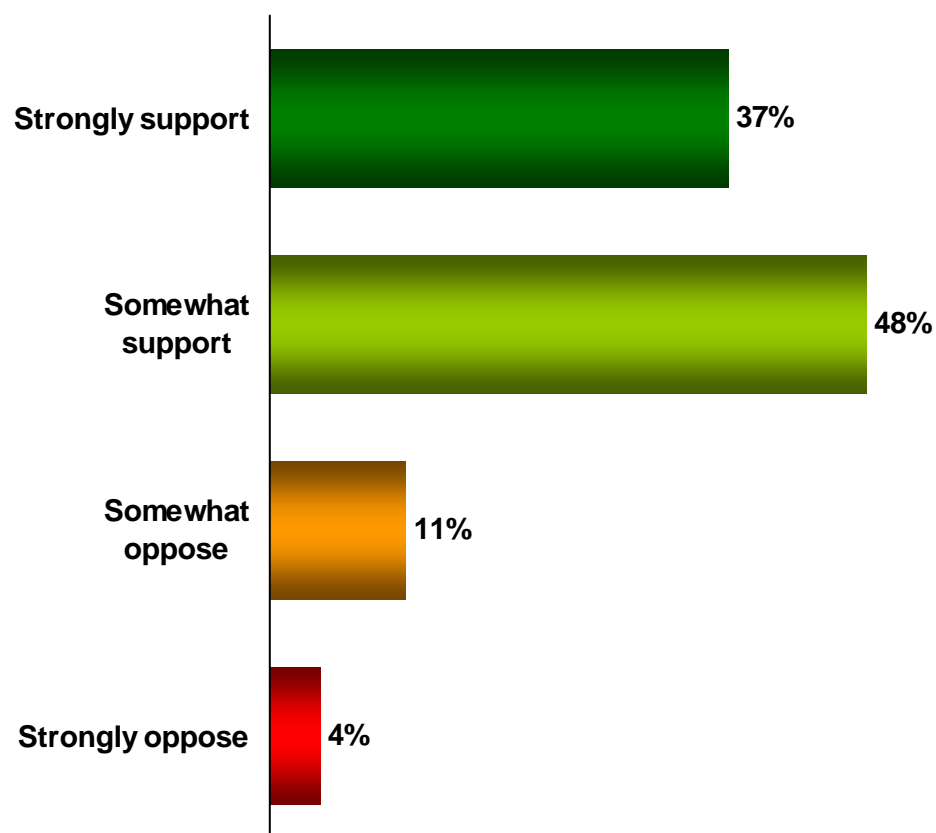
Significantly lower



# Increase to Health Promotions Programs and Policies

The vast majority (85%) of Ontarians would support the Ontario government increasing its investments in health promotion programs and policies, one third strongly support the idea. Approximately eight in ten (84%) indicate that investments should be increased; 45% state an increase to one percent and 39% state an increase to more than one percent.

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

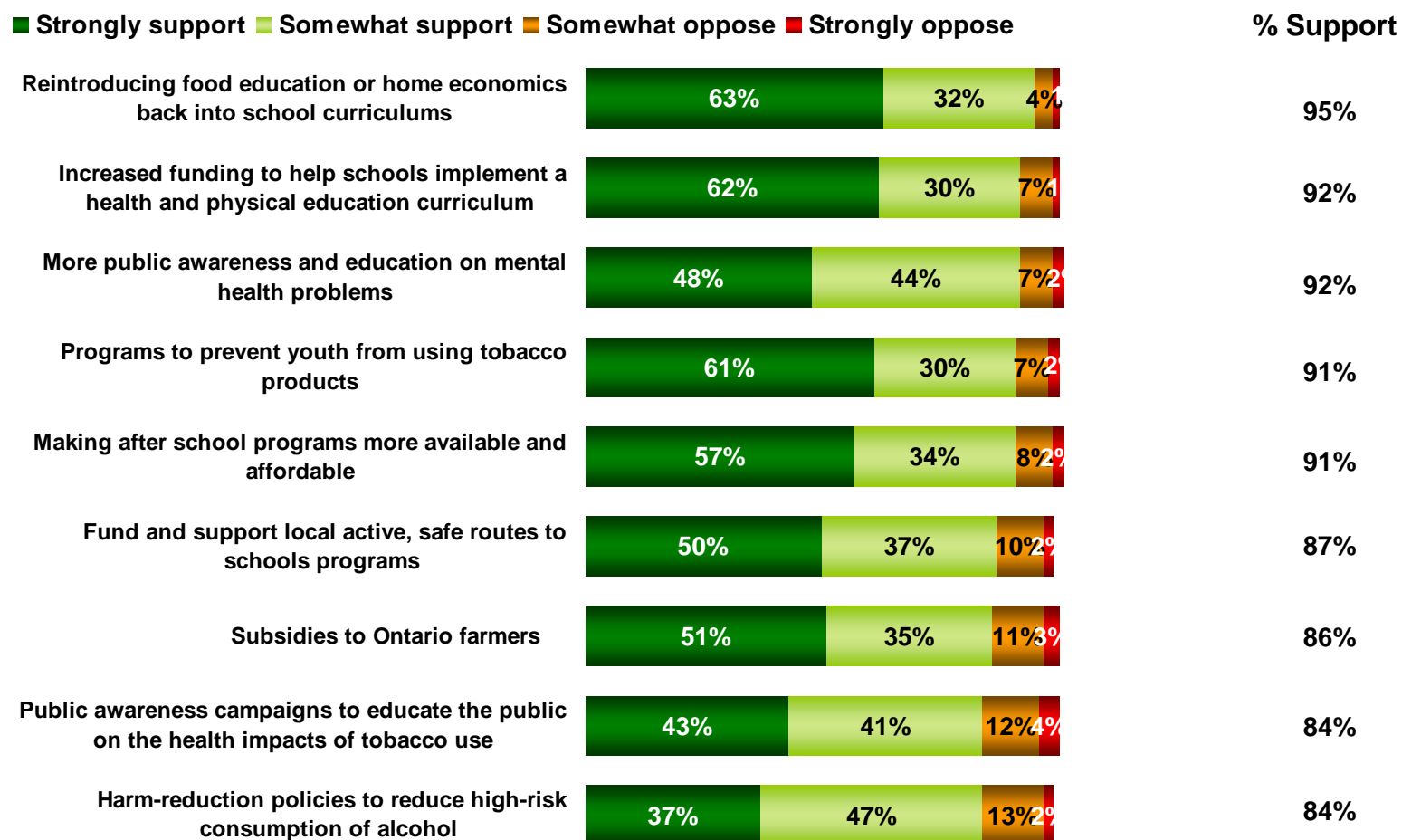


Those 18 - 34 years old are most likely to support an increase (90%).



## Support for Specific Policies and Programs

All policies and programs are supported by a majority. However, reintroducing food education or home economics back into school curriculums, increased funding for health and physical education and programs to prevent youth from using tobacco products are the top supported health promotion programs by Ontarians, with six in ten strongly supportive. All other policies/programs are supported by more than eight in ten Ontarians.

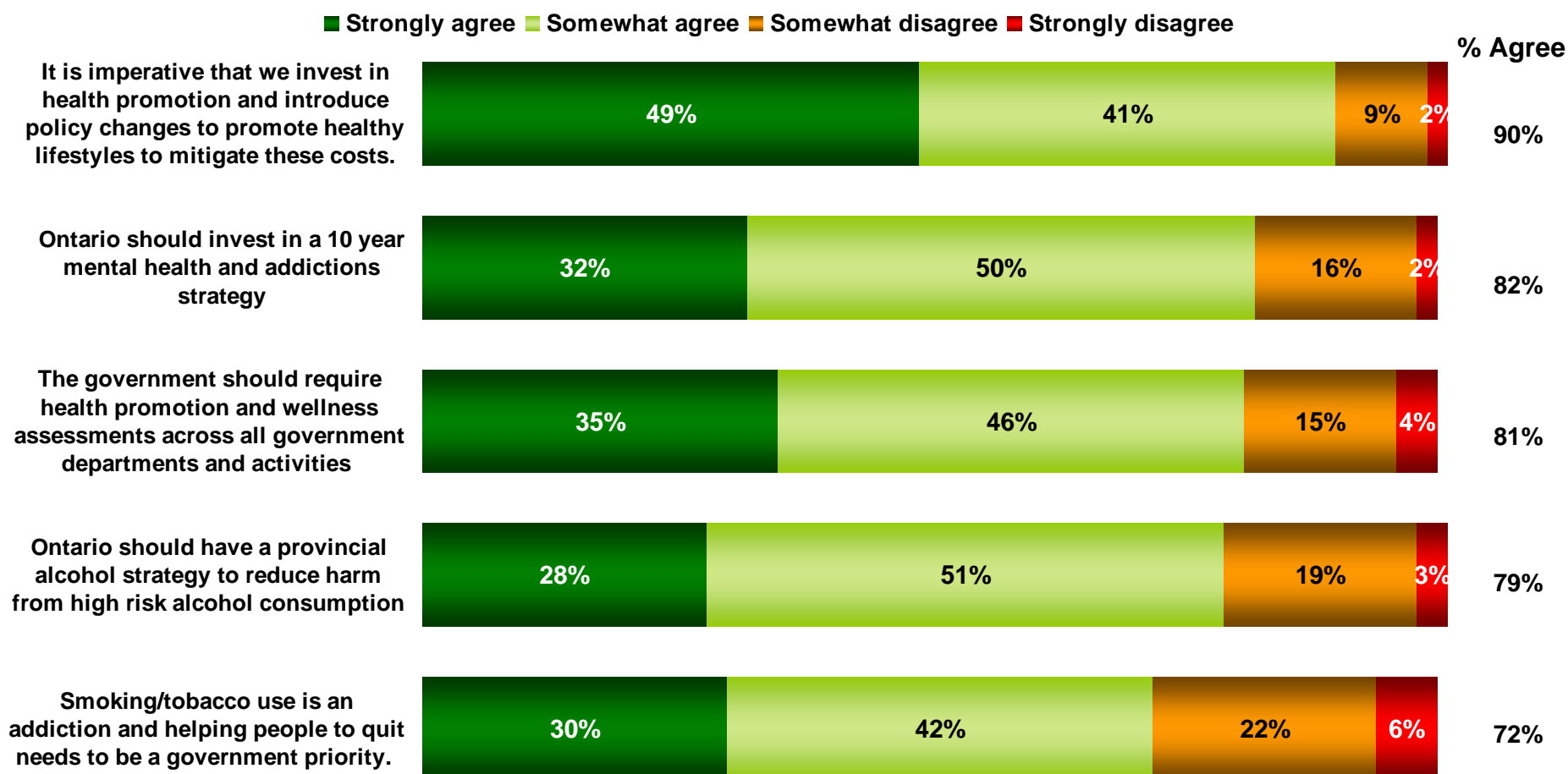






## Level of Agreement with Specific Policy-Related Statements

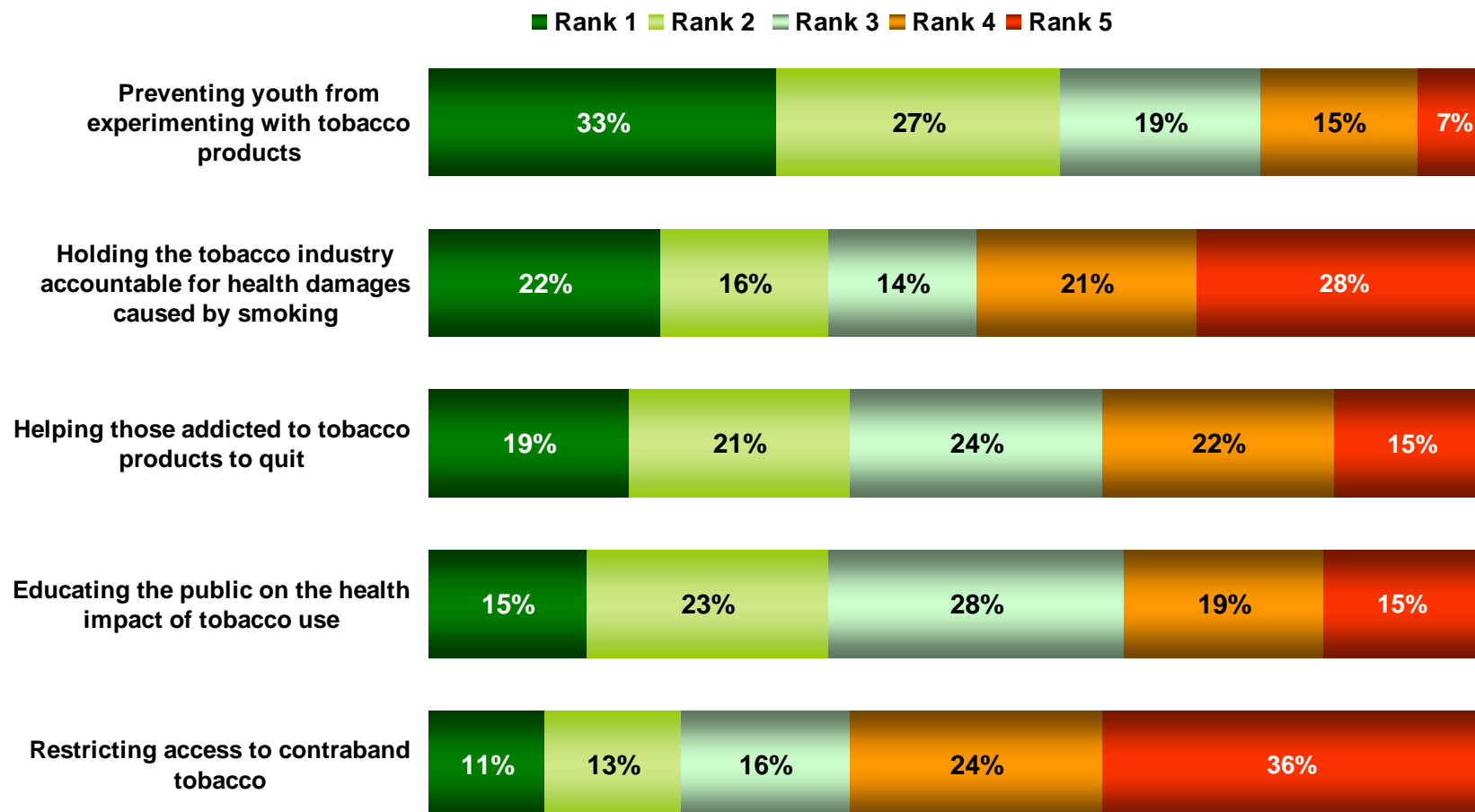
The majority of Ontarians agree with all of the policy related statements tested. Half strongly agree that it is imperative that we invest in health promotion and introduce policy changes to promote healthy lifestyles; three in ten or more strongly agree with the rest of the statements.





# Ranking of Smoking/Tobacco Issues

The public ranks preventing youth from experimenting with tobacco products as the most important issue regarding smoking/tobacco use in Ontario.





# Priority of Health Promotion in Provincial Election

Eight in ten (81%) state health promotion would be an important decision about who to vote for in the next provincial election. Demographically, young adults are most likely to feel this way.

