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THE LARGEST CANADIAN-OWNED POLLING, MARKET RESEARCH AND ANALYTICS FIRM

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Report

British Columbians' View of Healthcare and Experience with Hospital Emergency Rooms

Conducted in collaboration with:

METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

Fieldwork June 2-5, 2023.

1,000 British Columbia residents, 18 years of age or older, randomly recruited from LEO's online panel.

Using data from the 2021 Census, results were weighted by region in BC, gender, as well as by education and presence of children in the household in order to ensure a representative sample of the population.

The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

In this report, data in red characters indicate a significantly lower proportion than that of other subgroups; data in green characters indicate a significantly higher proportion.

A margin of error should not be associated with a non-probability sample. However, for comparison purposes, a probability sample of 1,000 respondents would have a margin of error of ± 3.1%, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

For additional information regarding this poll please contact Steve Mossop with Leger at smossop@leger360.com.

KEY FINDINGS

- British Columbians are split on if the BC healthcare system is in good/very good (50%) or poor/very poor (46%) shape. Ratings are significantly worse in rural areas (58% poor/very poor) than urban (42%) or suburban (47%) areas.

- Use of Emergency Rooms (ERs) in BC is very high, with over one-third (36%) making a visit in the past 6 months alone. More than one-quarter (28%) of these past 6-month visitors are making that visit because they either don't have a family doctor or the wait times at medical clinics are too long.

- Ratings of the experience at those ERs is mixed – 59% rate their last visit overall to have been good or very good while 38% rate it poor or very poor. While the quality of care (76% good/very good) and health outcomes (72%) are rated well, being paid enough attention to by staff (67%) is slightly less well perceived and wait times get a failing grade (43% good/very good for wait time to see a doctor and 44% for total length of time for the visit). Over the past two years, ratings appear to be similar or worsening slightly on some of the dimensions evaluated.

- A large number of British Columbians would consider leaving Canada to get medical care in future – 39% would definitely or probably consider doing so for at least one of the procedures we asked about and a further 26% might/might not, leaving only 35% who would not consider it. More specifically, while only 19% would consider leaving Canada for a cosmetic medical procedure, 23% would consider doing so for surgery, 25% for a dental procedure and 26% for another type of medical diagnostic work, care of procedure.

DETAILED RESULTS

RATING OF HEALTHCARE IN BRITISH COLUMBIA

Overall, how would you rate the healthcare system in your province?
Base: *All respondents (n=1,000)*

Not sure 4%

Very good 4%

Very Poor 13%

50%
Good

46%
Poor

Good 46%

Poor 33%

Ratings among British Columbians are similar to the national average. (Leger's January 2023 North American tracker included this same metric and found results among British Columbians to be like that of all Canadians).
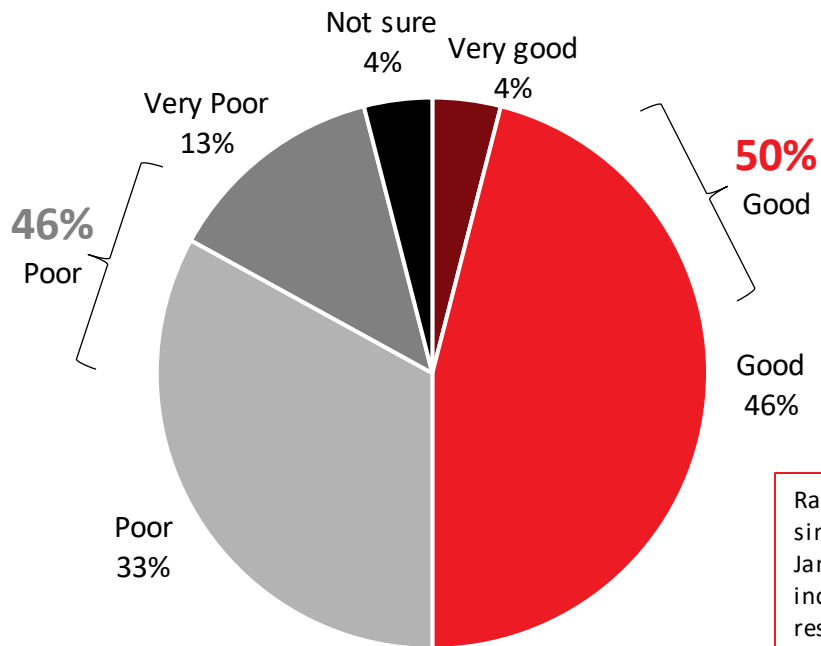
RATING OF HEALTHCARE IN BRITISH COLUMBIA x SUBGROUP

Overall, how would you rate the healthcare system in your province?
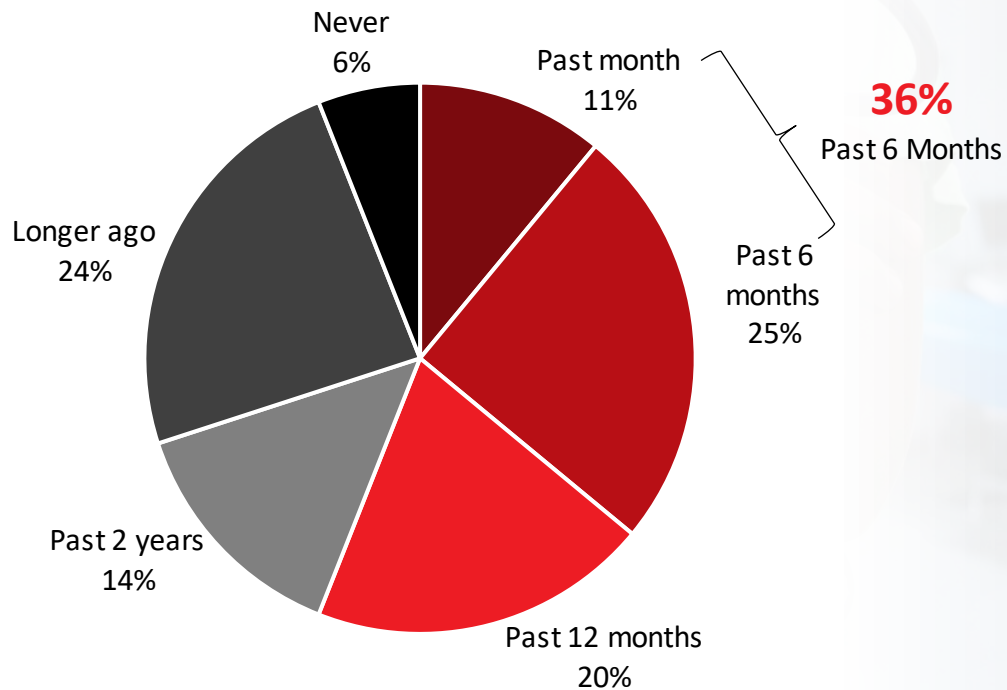
Base: *All respondents*

	TOTAL	Region			Area			Age			Gender	
		Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-44	55+	Men	Women
Weighed n=	1,000	535	174	291	415	449	120	263	318	420	485	515
Unweighted n=	1,000	500	200	300	435	416	138	196	358	446	455	545
TOTAL GOOD	**50%**	**52%**	**41%**	**52%**	**54%**	**49%**	**42%**	**55%**	**50%**	**47%**	**53%**	**47%**
Very good	4%	4%	2%	4%	4%	3%	4%	4%	4%	4%	5%	3%
Good	46%	48%	39%	48%	50%	45%	37%	51%	46%	43%	48%	44%
TOTAL POOR	**46%**	**43%**	**56%**	**46%**	**42%**	**47%**	**58%**	**39%**	**48%**	**49%**	**43%**	**49%**
Very poor	13%	13%	14%	13%	12%	14%	14%	13%	13%	14%	12%	14%
Poor	33%	30%	42%	33%	29%	33%	44%	26%	35%	36%	31%	35%
Not sure	**4%**	**5%**	**3%**	**2%**	**4%**	**4%**	**0%**	**6%**	**2%**	**4%**	**4%**	**4%**

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

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RECENCY OF VISIT TO EMERGENCY ROOM

When was the last time you or a family member needed to go to a hospital **emergency room (ER)** for care?
Base: *All respondents (n=1,000)*

Never
6%

Past month
11%

36%
Past 6 Months

Longer ago
24%

Past 6
months
25%

Past 2 years
14%

Past 12 months
20%

RECENCY OF VISIT TO EMERGENCY ROOM x SUBGROUP

When was the last time you or a family member needed to go to a hospital **emergency room (ER)** for care?
Base: *All respondents*

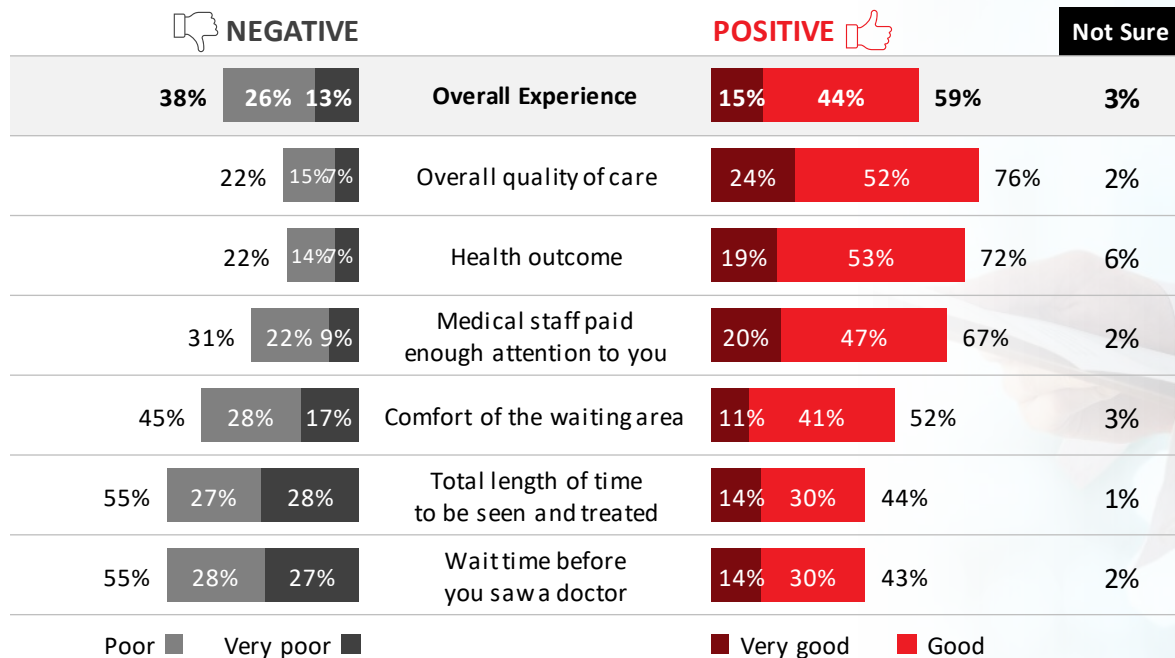|	TOTAL	Region			Area			Age			Gender	
		Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-44	55+	Men	Women
Weighed n=	1,000	535	174	291	415	449	120	263	318	420	485	515
Unweighted n=	1,000	500	200	300	435	416	138	196	358	446	455	545
Total past 6 months	**36%**	**33%**	**35%**	**43%**	**31%**	**38%**	**47%**	**39%**	**36%**	**34%**	**30%**	**42%**
Past month	**11%**	8%	15%	14%	10%	11%	19%	12%	11%	10%	9%	13%
Past 6 months	**25%**	25%	20%	29%	21%	27%	29%	27%	25%	24%	21%	29%
Past 12 months	**20%**	21%	21%	18%	22%	20%	17%	25%	20%	17%	21%	20%
Past 2 years	**14%**	14%	17%	13%	13%	14%	15%	9%	15%	16%	14%	14%
Longer ago	**24%**	25%	24%	23%	28%	23%	19%	15%	25%	30%	27%	21%
Never	**6%**	8%	4%	3%	7%	5%	2%	12%	4%	3%	8%	4%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

EXPERIENCE WITH LAST ER VISIT
(Among Past 6-Month Visitors)

How would you rate your/your family member's experience with your last visit to a hospital ER?
Base: *Visited ER in past 6 months (n=336)*

NEGATIVE				POSITIVE			Not Sure
38%	26%	13%	**Overall Experience**	15%	44%	59%	3%
22%	15%	7%	Overall quality of care	24%	52%	76%	2%
22%	14%	7%	Health outcome	19%	53%	72%	6%
31%	22%	9%	Medical staff paid enough attention to you	20%	47%	67%	2%
45%	28%	17%	Comfort of the waiting area	11%	41%	52%	3%
55%	27%	28%	Total length of time to be seen and treated	14%	30%	44%	1%
55%	28%	27%	Wait time before you saw a doctor	14%	30%	43%	2%

Poor ▨ Very poor ▪   ▪ Very good ▪ Good

EXPERIENCE WITH LAST ER VISIT x TIMEFRAME
TOTAL GOOD (VERY GOOD + GOOD)
(Among Visitors)

How would you rate your/your family member's experience with your last visit to a hospital ER?

Base: *Visited ER*

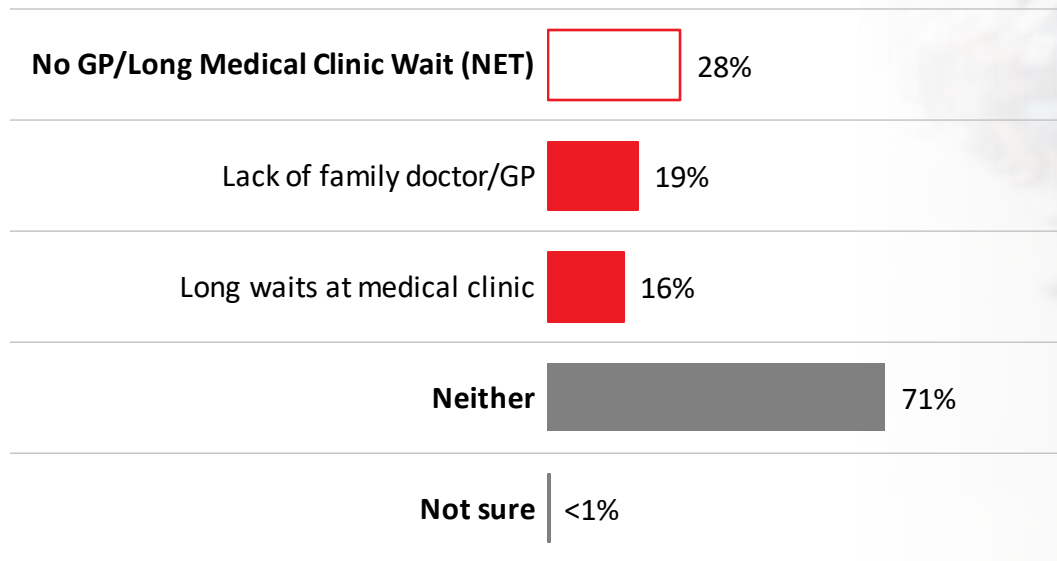|	TOTAL	Recency of Visit to ER		
		Past 6 months	Past 12 months	Past 2 years
Weighed n=	1,000	361	202	138
Unweighted n=	1,000	336	194	146
Overall Experience	**58%**	**59%**	**53%**	**64%**
Overall quality of care	74%	76%	69%	79%
Health outcome	74%	72%	71%	82%
Medical staff paid enough attention to you	67%	67%	62%	74%
Comfort of the waiting area	49%	52%	44%	49%
Total length of time to be seen and treated	56%	55%	59%	57%
Wait time before you saw a doctor	42%	43%	40%	40%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

REASONS FOR VISITING HOSPITAL ER
(Among Past 6-Month Visitors)

Thinking about your/your family member's last visit to a hospital ER, were the following reasons why you chose to go to a hospital ER?
Base: *Visited ER in past 6 months (n=336)*

Reason	Percentage
No GP/Long Medical Clinic Wait (NET)	28%
Lack of family doctor/GP	19%
Long waits at medical clinic	16%
Neither	71%
Not sure	<1%

LIKELIHOOD TO GO OUTSIDE CANADA FOR MEDICAL TREATMENT

How likely would you be to consider going to another country for the following types of medical treatment?
Base: *All respondents (n=1,000)*

WOULD CONSIDER
- 🟥 Probably would
- 🟥 Definitely would

MIGHT CONSIDER

- ⬛ Definitely would not
- ⬜ Probably would not

WOULD NOT CONSIDER

	ANY (NET)	Dental procedure	Surgery	Cosmetic medical procedure	Other medical diagnostic work, care, or procedure
WOULD CONSIDER	39%	25%	23%	19%	26%
Probably would	22%	14%	14%	11%	17%
Definitely would	17%	11%	9%	9%	9%
MIGHT CONSIDER	26%	21%	26%	18%	31%
Definitely would not	19%	32%	26%	42%	23%
Probably would not	16%	22%	24%	20%	21%
WOULD NOT CONSIDER	35%	54%	50%	62%	43%

LIKELIHOOD TO GO OUTSIDE CANADA FOR MEDICAL TREATMENT x SUBGROUP

TOTAL WOULD CONSIDER (DEFINITELY + PROBABLY)

How likely would you be to consider going to another country for the following types of medical treatment?

Base: *All respondents*

	TOTAL	Region			Area			Age			Gender	
		Metro Vancouver	Vancouver Island	Rest of BC	Urban	Suburban	Rural	18-34	35-44	55+	Men	Women
Weighed n=	1,000	535	174	291	415	449	120	263	318	420	485	515
Unweighted n=	1,000	500	200	300	435	416	138	196	358	446	455	545
ANY (NET)	**39%**	**41%**	**38%**	**36%**	**41%**	**38%**	**38%**	**50%**	**42%**	**30%**	**45%**	**34%**
Dental procedure	**25%**	27%	16%	26%	27%	22%	25%	33%	29%	16%	27%	22%
Surgery	**23%**	25%	19%	23%	25%	21%	22%	27%	26%	18%	27%	20%
Cosmetic medical procedure	**19%**	20%	16%	19%	22%	16%	16%	28%	26%	9%	21%	17%
Other medical diagnostic work, care, or procedure	**26%**	28%	23%	25%	27%	25%	28%	32%	29%	21%	30%	23%

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- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

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Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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