



MANITOBANS' TRUST IN LONG-TERM CARE

DECEMBER 2020 PROBE OMNIBUS

CANADIAN UNION OF PUBLIC
EMPLOYEES MANITOBA

CUPE

PROBE RESEARCH INC.

FOR MORE
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KEY FINDINGS

- Public trust in private long-term care providers is relatively low. More than one-half of Manitobans do not trust private companies to provide good quality care to the elderly or chronically ill. In contrast, about eight-in-ten Manitobans trust non-profits and the government to provide good care to vulnerable people. Manitobans have the strongest degree of faith in non-profit agencies, but even here the faith may have been shaken by recent events, with only one-third saying they trust these agencies *a lot*.
- Manitobans generally favour the takeover of at least some private long-term care homes in the province. Indeed, more than one-third of Manitobans say the government or non-profit agencies ought to take over *all* the private care homes in Manitoba.
- There is almost unanimous support for regulations that would boost minimum staffing levels at long-term care homes, even if these rules increased costs. Two-thirds of Manitobans *strongly support* such a move.
- Generally, those who favour tougher staffing regulations and a government or non-profit takeover of private long-term care facilities include women, Winnipeggers and older Manitobans. Members of these sub-groups are also less likely to have faith in the quality of care offered by private long-term care providers.

ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with CUPE Manitoba.

METHODOLOGY

- Between November 24th and December 4th, 2020, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.
- With a sample of 1,000, one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.
- Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 277 randomly recruited Probe Research panel members were included in this general population adult sampling.
- Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

A MAJORITY OF MANITOBANS DO NOT TRUST PRIVATE COMPANIES TO PROVIDE ELDERLY CARE

CUPE1. "Most long-term care homes in Manitoba are run by either:

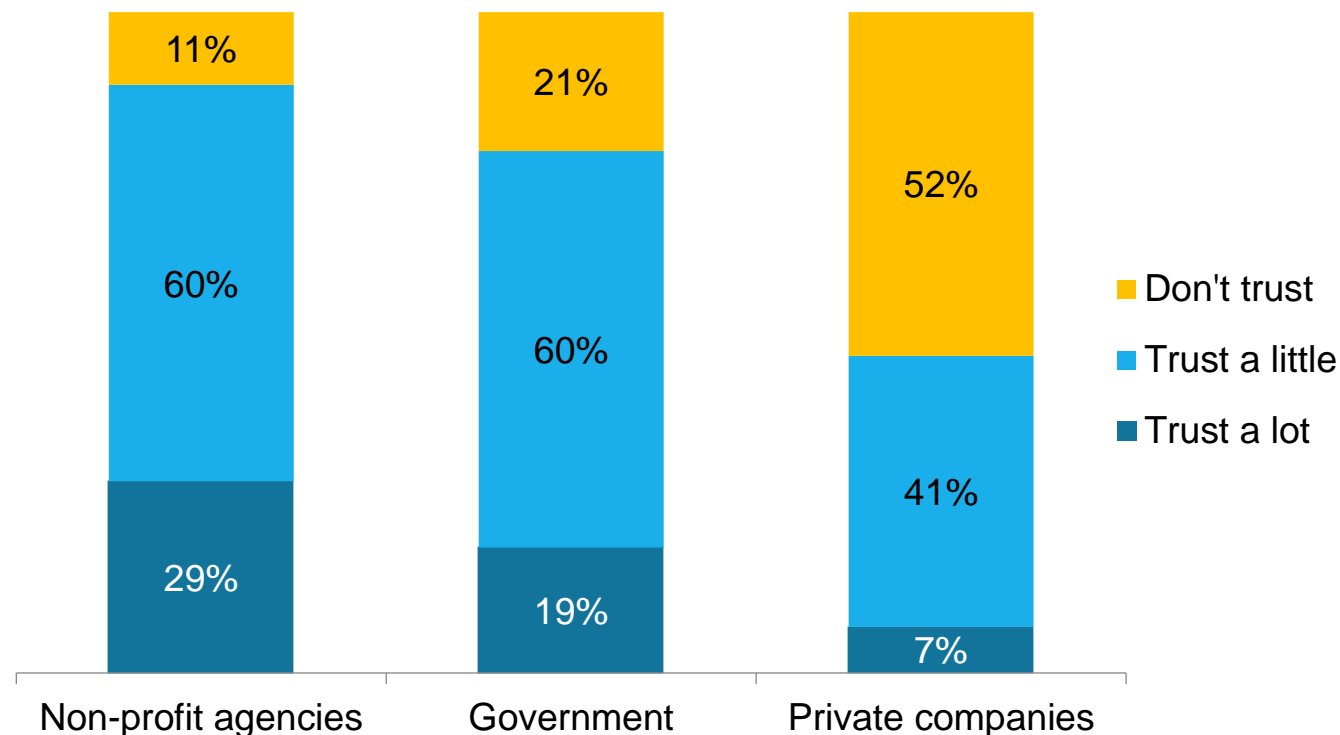
Private companies

Non-profit agencies (usually faith-based or charitable service organizations)

The government (usually health authorities)

Please indicate how much you trust each of these groups, if at all, to provide good-quality care to the elderly and chronically ill."

Base: All respondents (N=1,000)



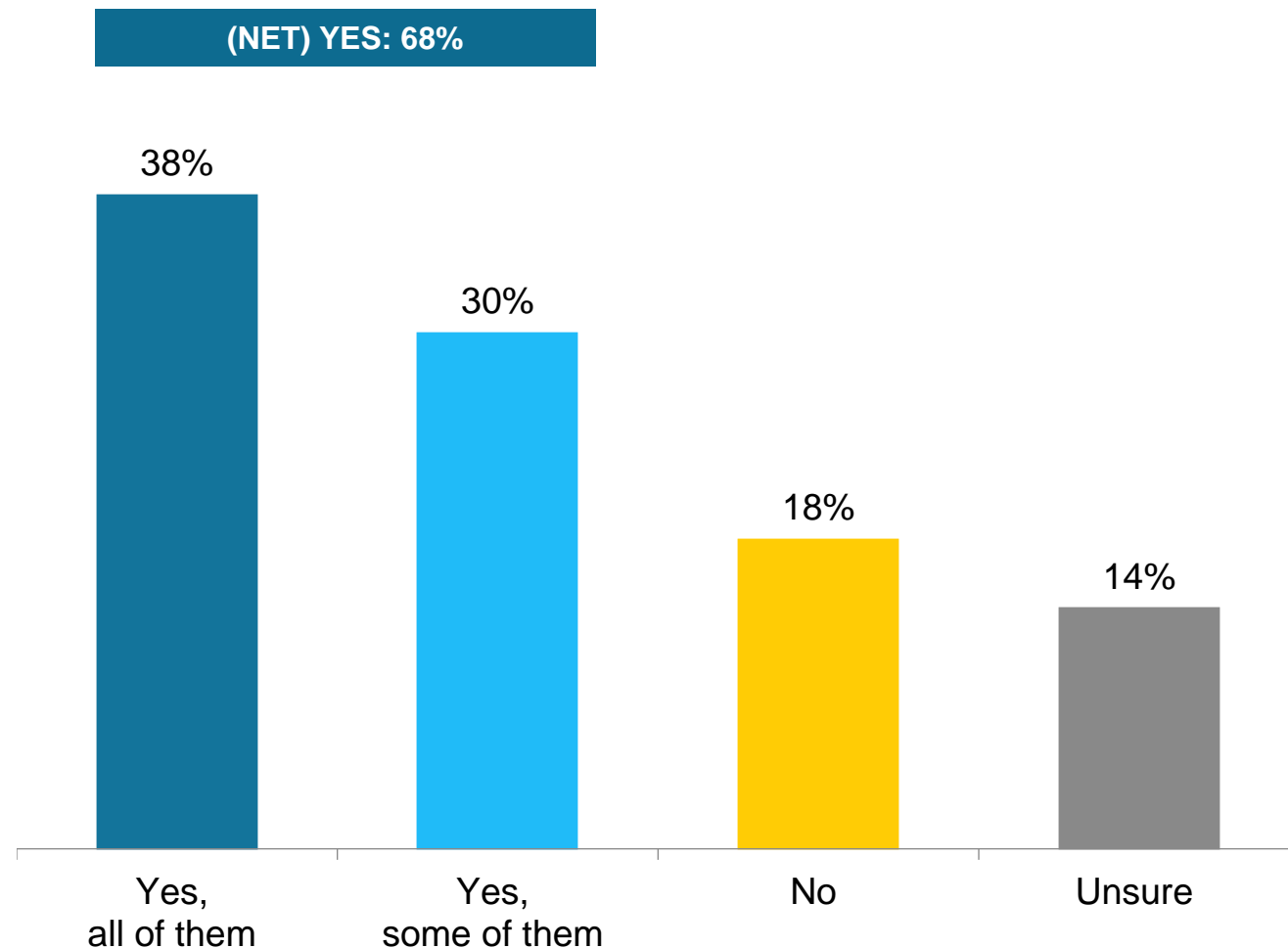
Distrust for **private companies** was most evident among:

- Winnipeggers (58% vs. 43% among non-Winnipeggers)
- Those aged 55+ (58% vs. 44% among those 18-34)
- University graduates (60% vs. 47% among those with some post-secondary and 41% among those with high school or less)

TWO-THIRDS WANT THE GOVERNMENT OR NON-PROFIT AGENCIES TO TAKE OVER AT LEAST SOME LONG-TERM CARE HOMES

CUPE2. "Sixteen long-term care homes in Manitoba are run by private sector, for-profit companies. The provincial government or a non-profit agency could take over these long-term care homes, but it would likely cost the government some money to do so. What do you think? Should the government or non-profit agencies take over operation of these private, for-profit long-term care homes?"

Base: All respondents (N=1,000)

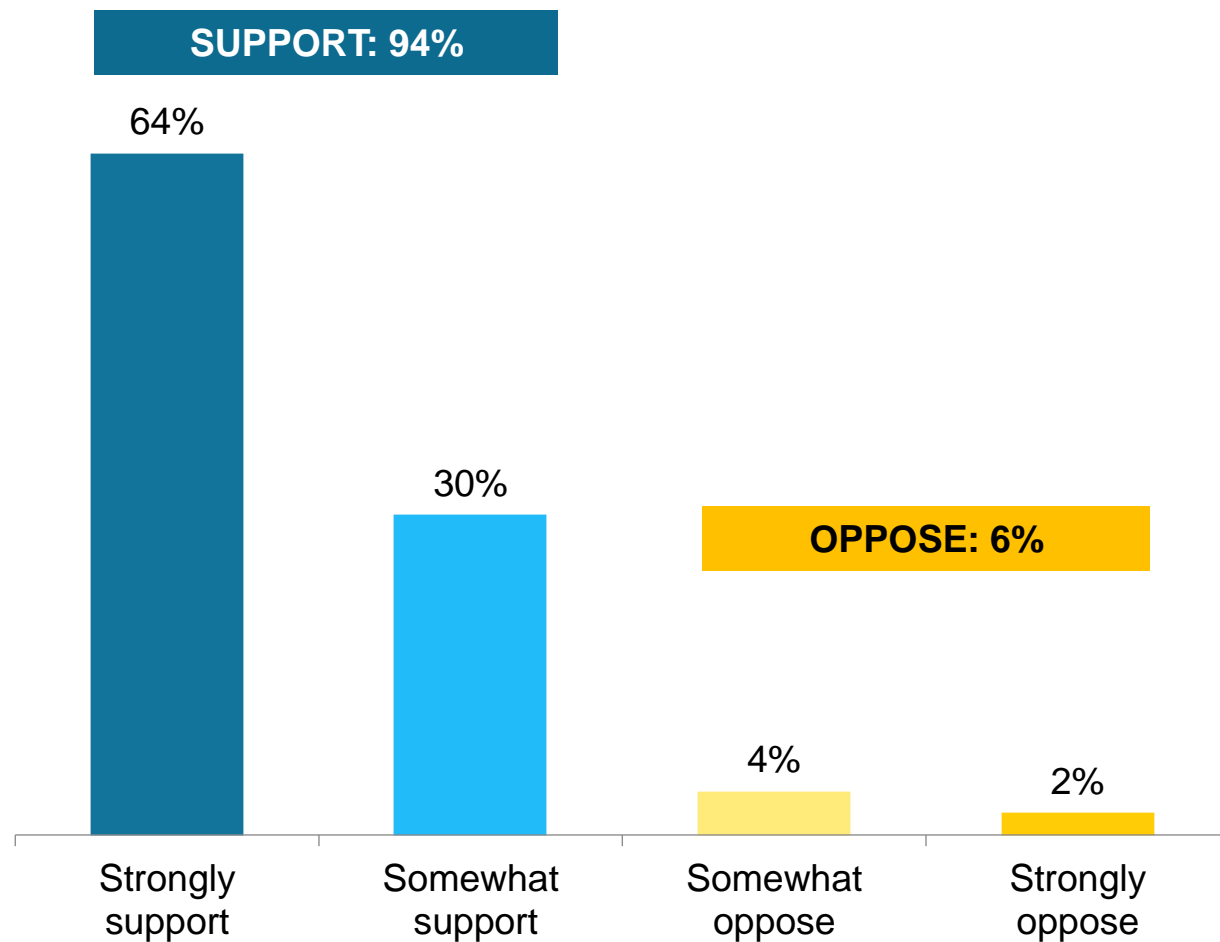


Those most likely to support government or non-profit agencies **taking over all** private long-term care homes include:

- Winnipeggers (43% vs. 30% among rural Manitobans)
- Women (43% vs. 31% among men)
- Those aged 55+ (45% vs. 31% among those 18-34)

STRONG, BROAD SUPPORT FOR GOVERNMENT REGULATION OF MINIMUM LTC STAFFING LEVELS

CUPE3. "The provincial government could require all long-term care homes to increase staffing levels so that residents get a higher level of attention and care. This might mean the cost to government could increase. Would you support or oppose regulations that would increase the minimum staffing levels at long-term care homes?"



Those most likely to **strongly support** regulations to increase minimum staffing levels include:

- Winnipeegers (69% vs. 55% among non-Winnipeegers)
- Women (72% vs. 55% among men)
- Those aged 55+ (73% vs. 58% among those aged 18-34)
- University graduates (68% vs. 55% among those with high school or less)

Base: All respondents (N=1,000)