OMSSA Attitudinal Benchmark Survey: Key Findings

June 2nd, 2014

Agenda

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Methodology

Methodology

- The OMSSA Ontario Provincial Attitudinal Poll was conducted via IVR Telephone methodology from May 23-26, 2014.

- N=1,137 interviews were conducted. After data cleaning for speeders and outliers the final sample size for the data set was N=1,106.

- The estimated margin of error (MoE) for this sample size is +/- 3% at a confidence interval of 95%. The MoE for subsamples is larger than the main sample.

- This report highlights the aggregate (total) findings along with subgroup items that tested as significant using a standard significance testing methodology. The green arrow below is used to demark items that are signficantly higher than others, while the red arrow denotes items that are significantly lower.
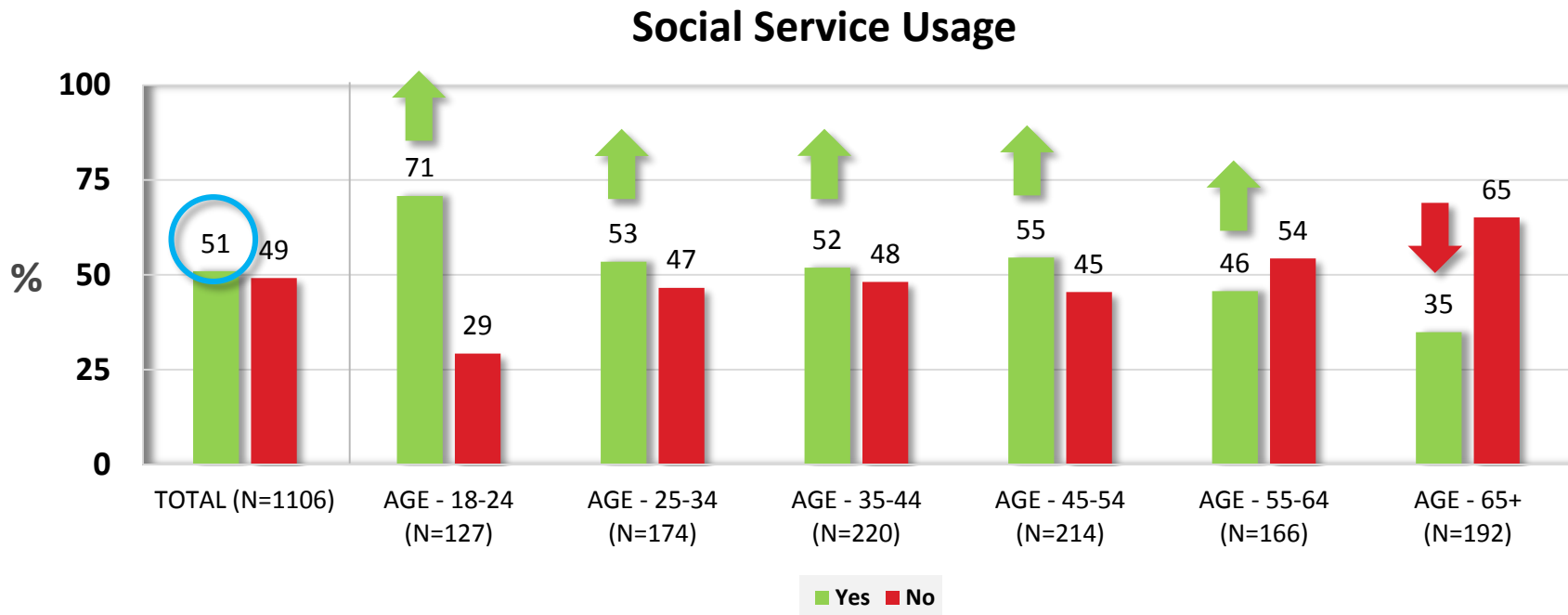
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Key Findings

1. Social Service Usage Findings

Overall, 51% of those polled indicated that they, or someone in their family, have made use of Social Services. Social Service Usage was found to be significantly lower among those aged 65+ when compared to other age groups (35%).
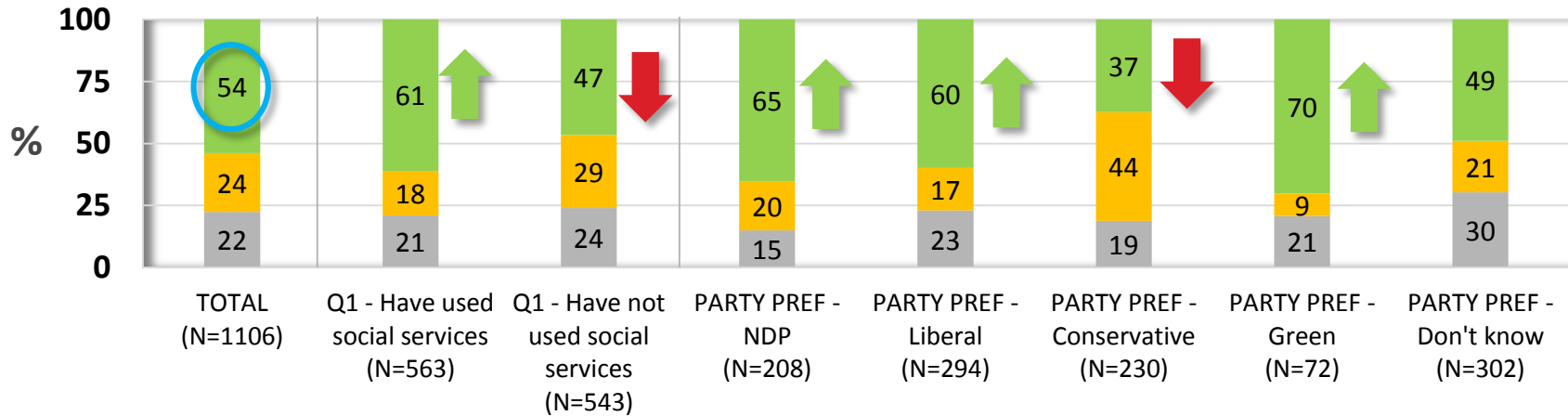
Social Service Usage

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1. I'd like to ask you some questions about social services. Social services refer to government programs that support people in time of need. Examples of social services would be welfare, childcare fee subsidies, housing subsidies, long term care/seniors residents, or homeless shelters. First of all, have you or any member of your family ever used social services?

2. Responsibility Attitudes

Over half of those polled think the government should take full responsibility to ensure the population is provided for (54%). This sentiment was significantly stronger among those who indicated they, or their families, had used Social Services (61%, compared to 47% who did not). When it came to provincial party preference those who would vote Conservative were significantly less likely to share this sentiment (37%).

Responsibility Attitudes

- Think the government should take full responsibility to ensure the population is provided for
- Think people should take full responsibility to provide for themselves
- Don't know

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2. Please tell me which statement best describes how you feel

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3. Most Serious Community Issues

The most serious community issues according to respondents were 'peopling living in poverty' (28%), followed by 'affordable housing' (25%) , and 'youth unemployment' (20%).

Those who think the government should take responsibility for ensuring the population is provided for were significantly more likely to be concerned with people living in poverty (33%, compared to 19% who think people should take care of themselves).

Affordable housing was of significantly more concern to those who have used social services compared to those who have not (29%, compared to 20%), and among those aged 25-34 when compared to older residents (40%). This issue was also of significant concern to those living in the Northeast (49%), and Toronto (31%) when compared to those living in other regions.

Current backers of the provincial NDP and Liberal parties were significantly more likely than Conservatives to indicate people living in poverty was the most serious issue facing their community (33%, 33%, compared to 19%).

Most Serious Community Issues   %

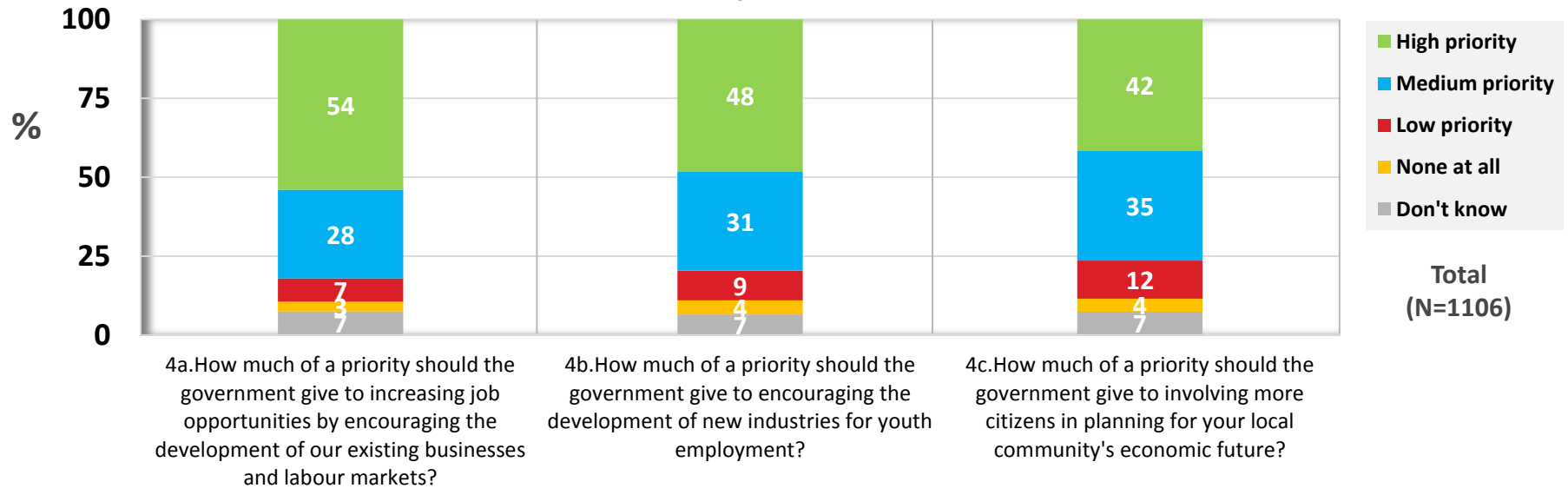| Issue	%
People living in poverty	28
Affordable housing	25
Youth unemployment	20
Something else	16
Discrimination	7
Homelessness	4

■ TOTAL (N=1106)

3.Which of the following do you consider to be the most serious issue for your community? Please listen to all options before making a selection.

4. Economic Development Priorities

When it came to priorities surrounding economic development, a sizeable portion of the population ranked all provided items as high priority. Respondents were most likely to rate encouraging the development of existing businesses and labour markets as a high priority (54%), followed by the development of new industries for youth employment (48%), and planning for their local communities' economic future (42%).

Economic Development Priorities

Legend:
- High priority
- Medium priority
- Low priority
- None at all
- Don't know

Total (N=1106)

4a. How much of a priority should the government give to increasing job opportunities by encouraging the development of our existing businesses and labour markets?
- High priority: 54
- Medium priority: 28
- Low priority: 7
- None at all: 3
- Don't know: 7

4b. How much of a priority should the government give to encouraging the development of new industries for youth employment?
- High priority: 48
- Medium priority: 31
- Low priority: 9
- None at all: 4
- Don't know: 7

4c. How much of a priority should the government give to involving more citizens in planning for your local community's economic future?
- High priority: 42
- Medium priority: 35
- Low priority: 12
- None at all: 4
- Don't know: 7

4a. How much of a priority should the government give to increasing job opportunities by encouraging the development of our existing businesses and labour markets? / 4b. How much of a priority should the government give to encouraging the development of new industries for youth employment? / 4c. How much of a priority should the government give to involving more citizens in planning for your local community's economic future?
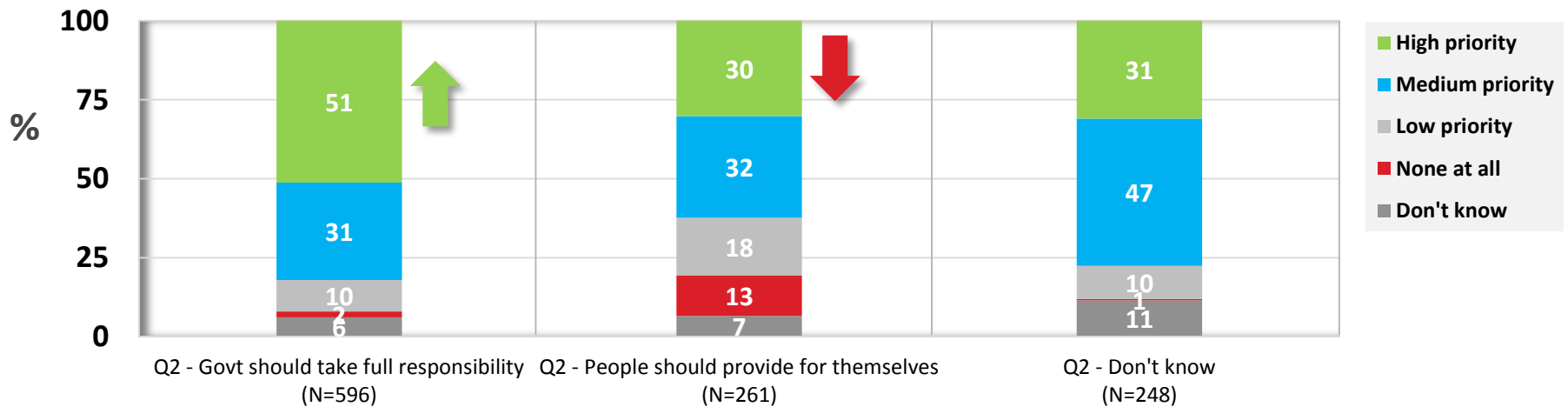
4. Economic Development Priorities

Significant Differences in Opinion Regarding the question: *How much of a priority should the government give to involving more citizens in planning for your local community's economic future?*

Those who think the government should take full responsibility to ensure the population is provided for were significantly more likely than those who think people should provide for themselves to rate involving more citizens in planning for the local community's economic future as a high priority (51%, compared to 30%).

How much of a priority should the government give to involving more citizens in planning for your local community's economic future?
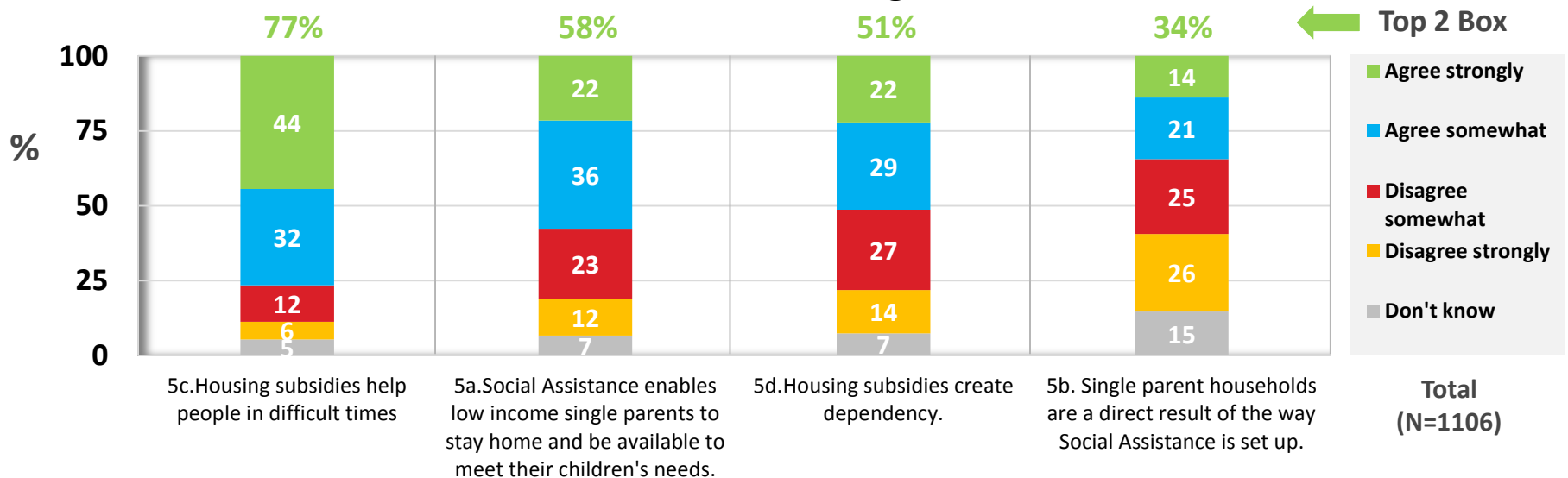
4c. How much of a priority should the government give to involving more citizens in planning for your local community's economic future?

5. Social Assistance Statement Agreement

Respondents were asked about their agreement levels with a series of statements regarding Social Assistance. It was found that agreement was highest for the statement 'housing subsidies help people in difficult times' (77% top 2 box), followed somewhat distantly by 'social assistance enables low income parents to stay home and be available to meet their children's needs (58%). Agreement levels were considerably lower for the statements 'housing subsidies create dependency' (51%), and 'single parent households are a direct result of the way Social Assistance is set up' (34%) .

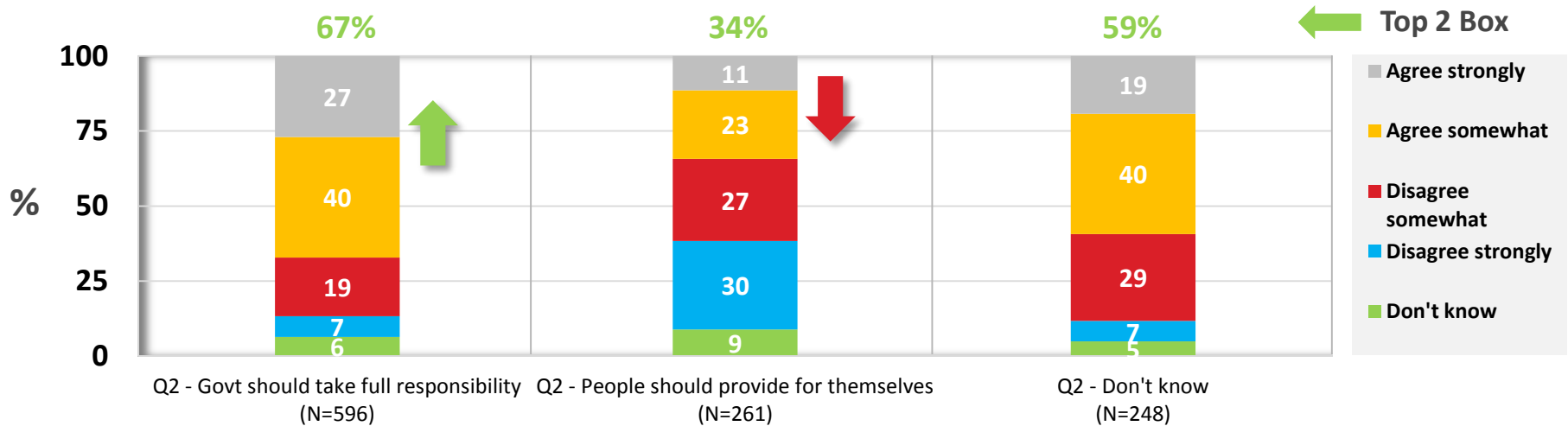## Social Assistance Statement Agreement

5. Social Assistance Statement Agreement

Significant Differences in Opinion Regarding the statement: *Social Assistance enables low income single parents to stay home and be available to meet their children's needs.*

Those who think the government should take full responsibility for ensuring the population is provided for were significantly more likely than those who think people should take care of themselves to agree that Social Assistance enables low income single parents to stay home and be available to meet their children's needs (67% top 2 box, compared to 34%). It was also found that current provincial NDP backers were significantly more likely to agree with this statement when compared to Conservative supporters (65%, compared to 47%).

Social Assistance enables low income single parents to stay home and be available to meet their children's needs.

Top 2 Box

	Q2 - Govt should take full responsibility (N=596)	Q2 - People should provide for themselves (N=261)	Q2 - Don't know (N=248)
Top 2 Box	67%	34%	59%
Agree strongly	27	11	19
Agree somewhat	40	23	40
Disagree somewhat	19	27	29
Disagree strongly	7	30	7
Don't know	6	9	5

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5. Please tell me whether you agree or disagree with each of the following statements: 5a.Social Assistance enables low income single parents to stay home and be available to meet their children's needs.
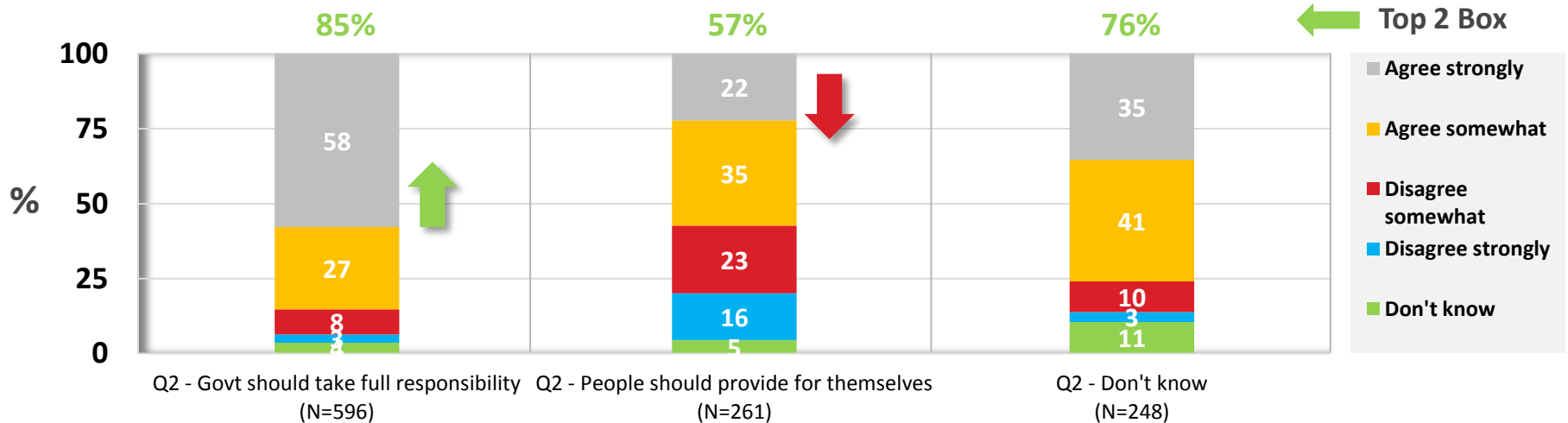
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5. Social Assistance Statement Agreement

Significant Differences in Opinion Regarding the statement: *Housing subsidies help people in difficult times*

Those who think the government should take full responsibility for ensuring the population is provided for were significantly more likely than those who think people should take care of themselves to agree that Housing subsidies help people in difficult times (85% top 2 box, compared to 57%). It was also found that current supporters of the Liberal and NDP parties were significantly more likely to agree with this statement when compared to Conservative backers (87%, 81%, compared to 64%).

Housing subsidies help people in difficult times

Top 2 Box

Legend:
- Agree strongly
- Agree somewhat
- Disagree somewhat
- Disagree strongly
- Don't know

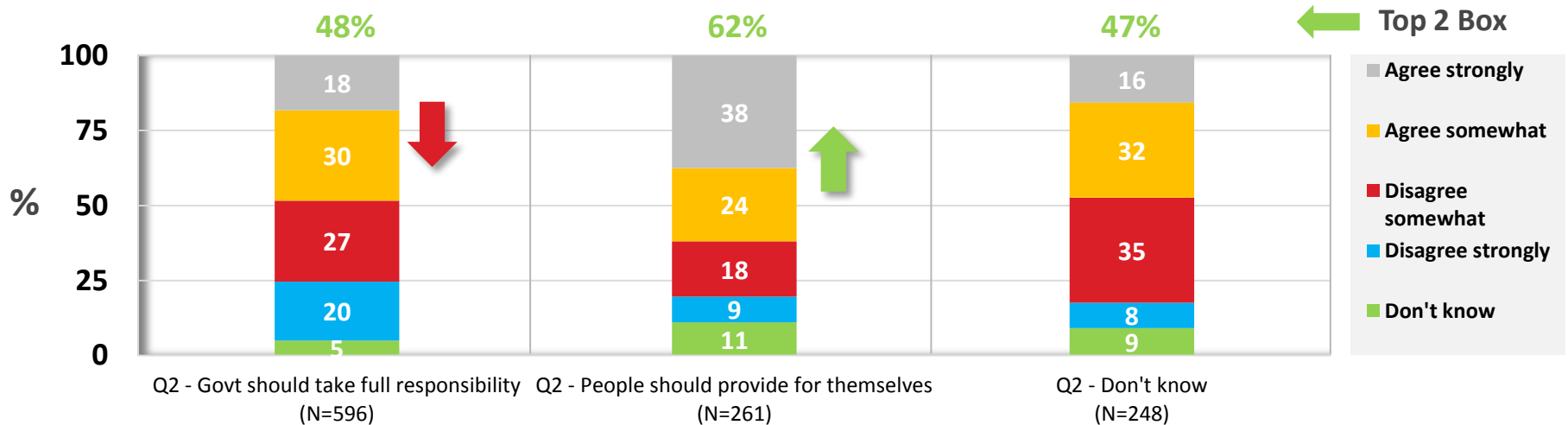|	Q2 - Govt should take full responsibility (N=596)	Q2 - People should provide for themselves (N=261)	Q2 - Don't know (N=248)
Top 2 Box	85%	57%	76%
Agree strongly	58	22	35
Agree somewhat	27	35	41
Disagree somewhat	8	23	10
Disagree strongly	3	16	3
Don't know		5	11

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5. Social Assistance Statement Agreement

Significant Differences in Opinion Regarding the statement: *Housing subsidies create dependency.*

Further to the previous finding, it was found that those who think the government should take full responsibility for ensuring the population is provided for were significantly less likely than those who think people should take care of themselves to agree that Housing subsidies create dependency (48% top 2 box, compared to 62%). It was also found that current supporters of the provincial Conservatives were significantly more likely than NDP and Liberal supporters to agree with this statement (63%, compared to 44%, 50%).

Housing subsidies create dependency.

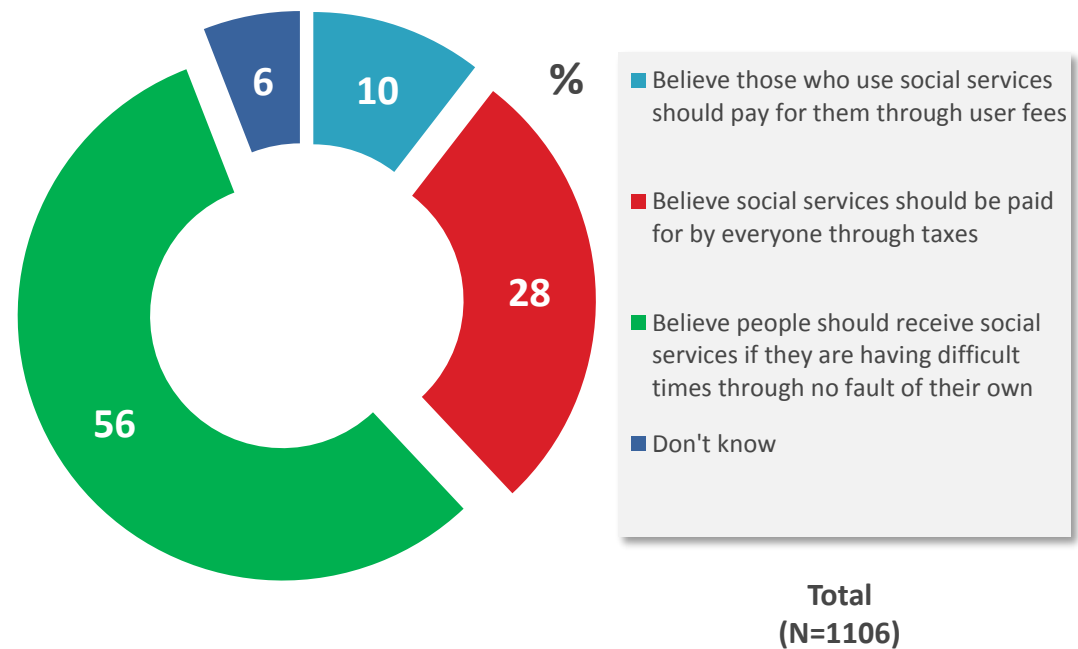|	Q2 - Govt should take full responsibility (N=596)	Q2 - People should provide for themselves (N=261)	Q2 - Don't know (N=248)
Top 2 Box	48%	62%	47%
Agree strongly	18	38	16
Agree somewhat	30	24	32
Disagree somewhat	27	18	35
Disagree strongly	20	9	8
Don't know	5	11	9

6. Social Service Funding

When asked which statement was closest to their opinion regarding Social Service Funding the majority of Ontarians selected 'believe people should receive social services if they are having difficult times through no fault of their own' (56%), followed by 'believe social services should be paid for by everyone through taxes' (28%). Considerably less chose options 'believe those who use social services should pay for them through user fees' (10%).

Males were significantly more likely than females to select 'believe social services should be paid for by everyone through taxes' (34%, compared to 23% of females).

Those who would back the Conservative party if a provincial election were held today were significantly more likely to support user fees than taxes when compares to other groups (23%, compared to 10% total).

Social Service Funding

%

- Believe those who use social services should pay for them through user fees
- Believe social services should be paid for by everyone through taxes
- Believe people should receive social services if they are having difficult times through no fault of their own
- Don't know

Total (N=1106)

6. Which of the following statements is closest to your opinion? Please listen to all options before making a selection.
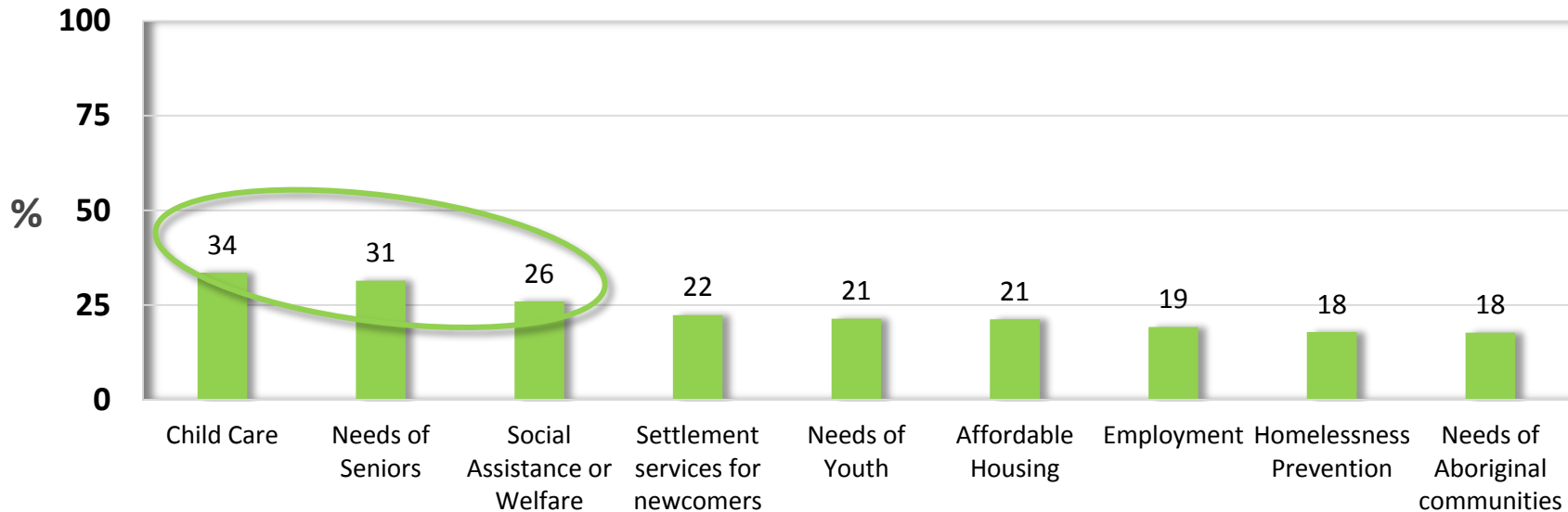
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Government on Right Track

When asked which track Ontarians felt the government was on regarding community issues, few overall said the government was on the 'right track'. The issues that Ontarians were most likely to indicate were on the 'right track' were child care (34%), needs of seniors (31%), and social assistance of welfare (26%).

Government on Right Track

Total (N=1106)

■ **On Right Track**

7.Would you say government is on the right on track or on the wrong track in addressing each of the following issues in your community?: 7a.Needs of Youth / 7b.Needs of Seniors / 7c.Affordable Housing / 7d. Homelessness Prevention / 7e.Social Assistance or Welfare / 7f.Needs of Aboriginal communities / 7g. Child Care / 7h.Employment / 7i. Settlement services for newcomers

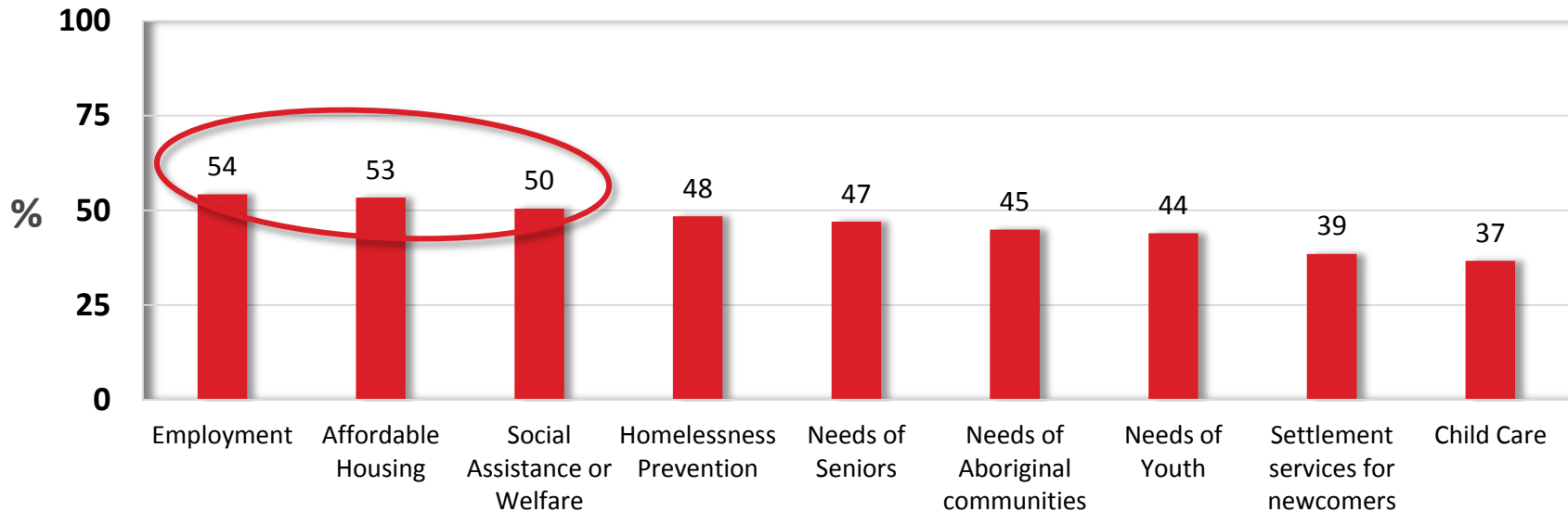16

Government on Wrong Track

The core community issues that were seen as being on the 'wrong track' were employment (54%), affordable housing (53%), and social assistance or welfare (50%).

Government on Wrong Track

Total
(N=1106)

■ Wrong track

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7.Would you say government is on the right on track or on the wrong track in addressing each of the following issues in your community?: 7a.Needs of Youth / 7b.Needs of Seniors / 7c.Affordable Housing / 7d. Homelessness Prevention / 7e.Social Assistance or Welfare / 7f.Needs of Aboriginal communities / 7g. Child Care / 7h.Employment / 7i. Settlement services for newcomers
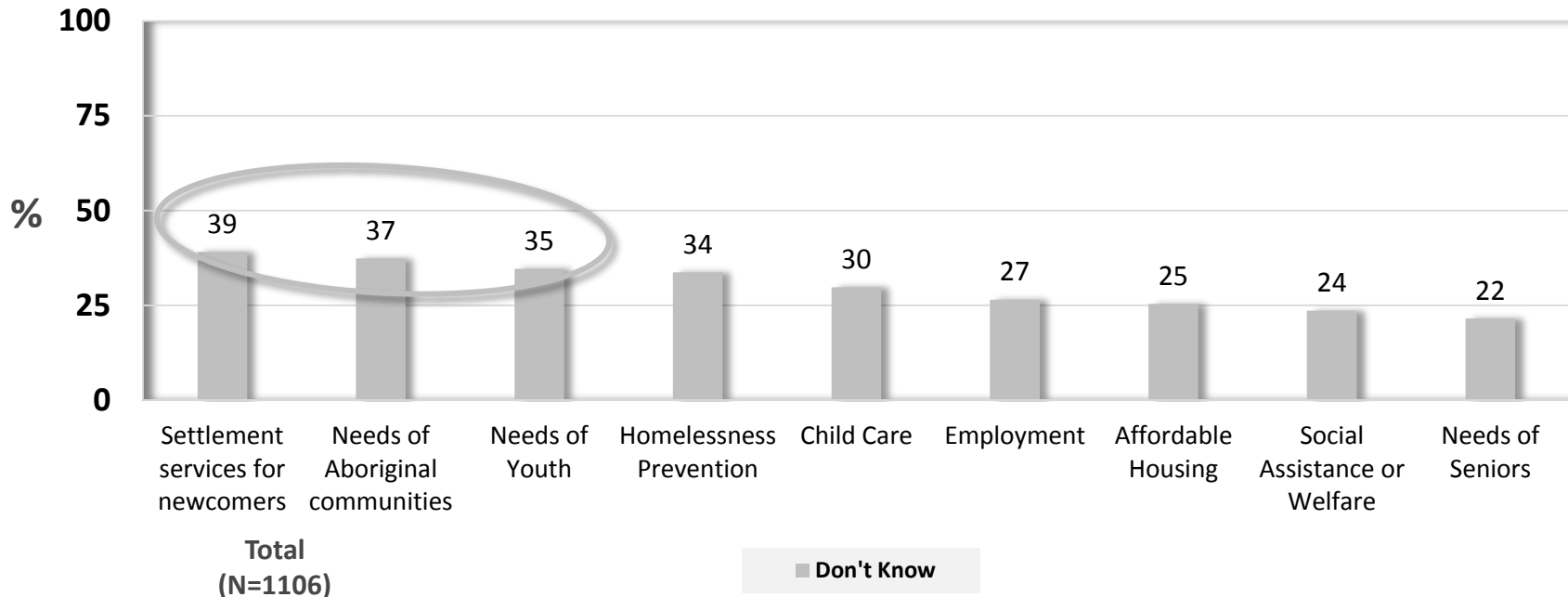
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Unsure whether on Right or Wrong Track

Important to note is the relatively high level of unawareness regarding which track the government is on with a wide variety of community issues. Of particular note was settlement services for newcomers (39%), needs of aboriginal communities (37%), and the needs of youth (35%).

Unsure

Bar chart titled "Unsure" with y-axis labeled % from 0 to 100.

Category	Value
Settlement services for newcomers	39
Needs of Aboriginal communities	37
Needs of Youth	35
Homelessness Prevention	34
Child Care	30
Employment	27
Affordable Housing	25
Social Assistance or Welfare	24
Needs of Seniors	22

Total (N=1106)

■ Don't Know

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7.Would you say government is on the right on track or on the wrong track in addressing each of the following issues in your community?: 7a.Needs of Youth / 7b.Needs of Seniors / 7c.Affordable Housing / 7d. Homelessness Prevention / 7e.Social Assistance or Welfare / 7f.Needs of Aboriginal communities / 7g. Child Care / 7h.Employment / 7i. Settlement services for newcomers

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7. Government Handling of Community Issues
Highlights of Significant Differences in Opinion

Needs of Seniors

Ontarians aged 55-64 were significantly more likely than most other age groups to think the government is on the wrong track when it comes to the needs of seniors (60%, compared to 47% average). Current provincial Conservative supporters were also significantly more likely than Liberal backers to share this sentiment (54%, compared to 38%).

Affordable Housing

Ontarians aged 25-34 were significantly more likely than those in other age groups to think the government was on the wrong track when it comes to affordable housing (66%, compared to 53% average). Current provincial Green and NDP party supporters were significantly more likely than other parties to say the same (75%, 58%).

Homelessness Prevention

Current provincial Green party supporters were significantly more likely than all others to think the government was on the wrong track when it came to homelessness prevention (87%, compared to 48% average).

Social Assistance or Welfare

Those who indicated they or their families have used Social Services were significantly more likely than those who have not to indicate they believe social assistance or welfare is on the right track (32%, compared to 20%). The same applied to those who think the government should take full responsibility for providing for the population when compared to those who think that people should take care of themselves (34%, compared to 18%). On a regional level those residing in the Toronto and East region were significantly more likely to say the same when compared to those living in the West region (38%, 30%, compared to 16%). On a party support level current backers of the NDP were significantly more likely to say this is on the wrong track when compared to other party supporters (64%, compared to 50% average).

Total
(N=1106)

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7. Would you say government is on the right on track or on the wrong track in addressing each of the following issues in your community?: 7a. Needs of Youth / 7b. Needs of Seniors / 7c. Affordable Housing / 7d. Homelessness Prevention / 7e. Social Assistance or Welfare / 7f. Needs of Aboriginal communities / 7g. Child Care / 7h. Employment / 7i. Settlement services for newcomers

7. Government Handling of Community Issues
Highlights of Significant Differences in Opinion

Needs of Aboriginal Communities

Males were significantly more likely than females to feel the government is on the right track regarding the needs of Aboriginal Communities (23%, compared to 14%). On a provincial political party support level it was found that Green and Conservative party supporters were significantly more likely than NDP backers to agree with this statement (31%, 26%, compared to 10%).

Child Care

Males were significantly more likely than females to feel the government is on the right track when it came to child care (40%, compared to 29%). On a provincial political party support level it was found that Green and Conservative party supporters were significantly more likely than NDP backers to agree (31%, 26%, compared to 10%).

Settlement Services for Newcomers

Current provincial Liberal supporters were significantly more likely than Conservative and Green party backers to think the government is on the right track when it comes to settlement services for newcomers (31%, compared to 20%, 9%).
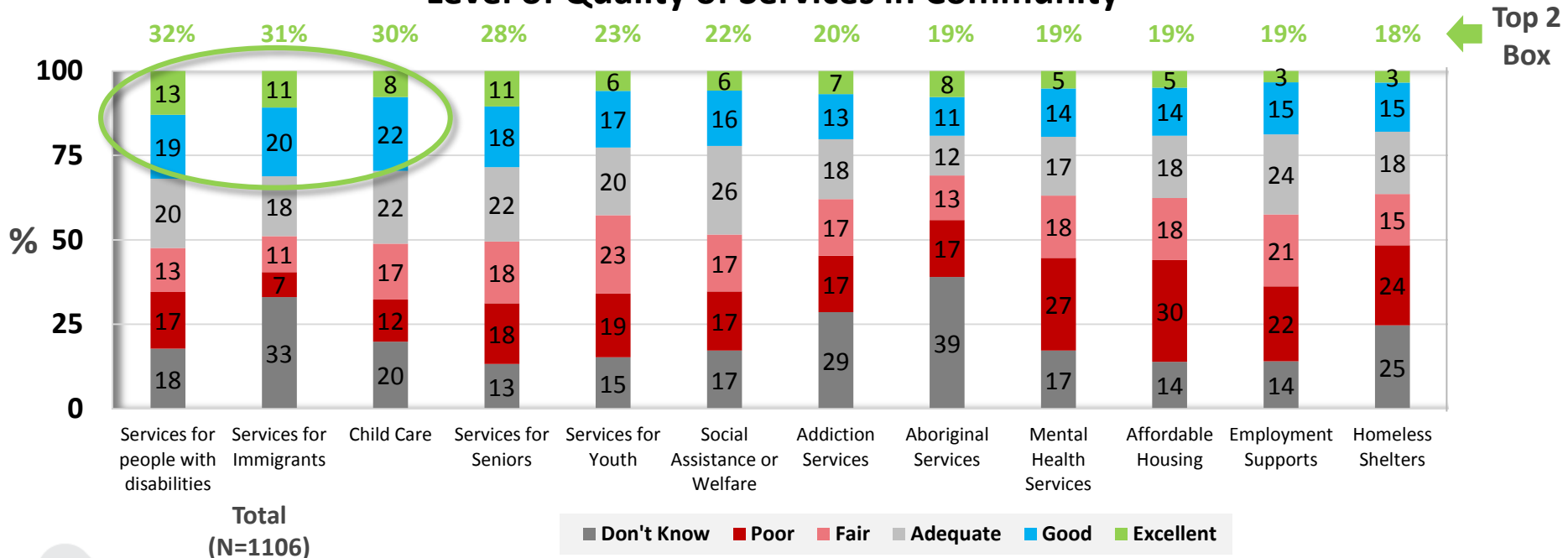
Total
(N=1106)

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7. Would you say government is on the right on track or on the wrong track in addressing each of the following issues in your community?: 7a. Needs of Youth / 7b. Needs of Seniors / 7c. Affordable Housing / 7d. Homelessness Prevention / 7e. Social Assistance or Welfare / 7f. Needs of Aboriginal communities / 7g. Child Care / 7h. Employment / 7i. Settlement services for newcomers

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8. Level of Quality of Services in Community

Overall, relatively few Ontarians rated the level of quality of services in their community as 'excellent' or 'good'. The highest rated services were services for people with disabilities (32% top 2 box), services for immigrants (31%), and child care (30%). It should be noted that a significant number of Ontarians indicated they 'don't know' enough to rate the services. This was especially true of aboriginal services (39%), services for immigrants (33%), and addiction services (29%).

Level of Quality of Services in Community

Top 2 Box

	Services for people with disabilities	Services for Immigrants	Child Care	Services for Seniors	Services for Youth	Social Assistance or Welfare	Addiction Services	Aboriginal Services	Mental Health Services	Affordable Housing	Employment Supports	Homeless Shelters
Top 2 Box	32%	31%	30%	28%	23%	22%	20%	19%	19%	19%	19%	18%
Excellent	13	11	8	11	6	6	7	8	5	5	3	3
Good	19	20	22	18	17	16	13	11	14	14	15	15
Adequate	20	18	22	22	20	26	18	12	17	18	24	18
Fair	13	11	17	18	23	17	17	13	18	18	21	15
Poor	17	7	12	18	19	17	17	17	27	30	22	24
Don't Know	18	33	20	13	15	17	29	39	17	14	14	25

Total (N=1106)

Legend: ■ Don't Know ■ Poor ■ Fair ■ Adequate ■ Good ■ Excellent
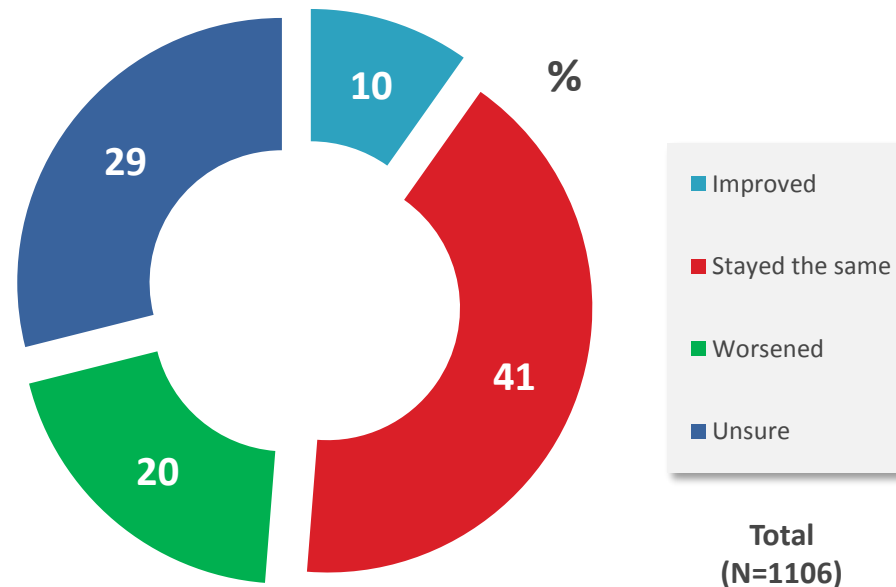
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8. Please tell me the level of quality the following services have in your community: 8a. Child Care / 8b. Employment Supports / 8c. Services for Immigrants / 8d. Services for people with disabilities / 8e. Affordable Housing / 8f. Homeless Shelters / 8g. Social Assistance or Welfare / 8h. Mental Health Services / 8i. Services for Seniors / 8j. Services for Youth / 8k. Addiction Services / 8l. Aboriginal Services

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9. Quality of Services Movement (Past 2 Years)

Overall, only 1 in 10 Ontarians think the quality of services in their community has improved in the past 2 years (10%). Just over 4 in 10 think it has stayed the same (41%), with 1 in 5 thinking it has worsened (20%). Just shy of 1 in 3 said they were unsure (29%).

Those living in the West region were significantly more likely to indicate quality has worsened (32%, compared to 20% average), as were current provincial NDP party supporters (32%).
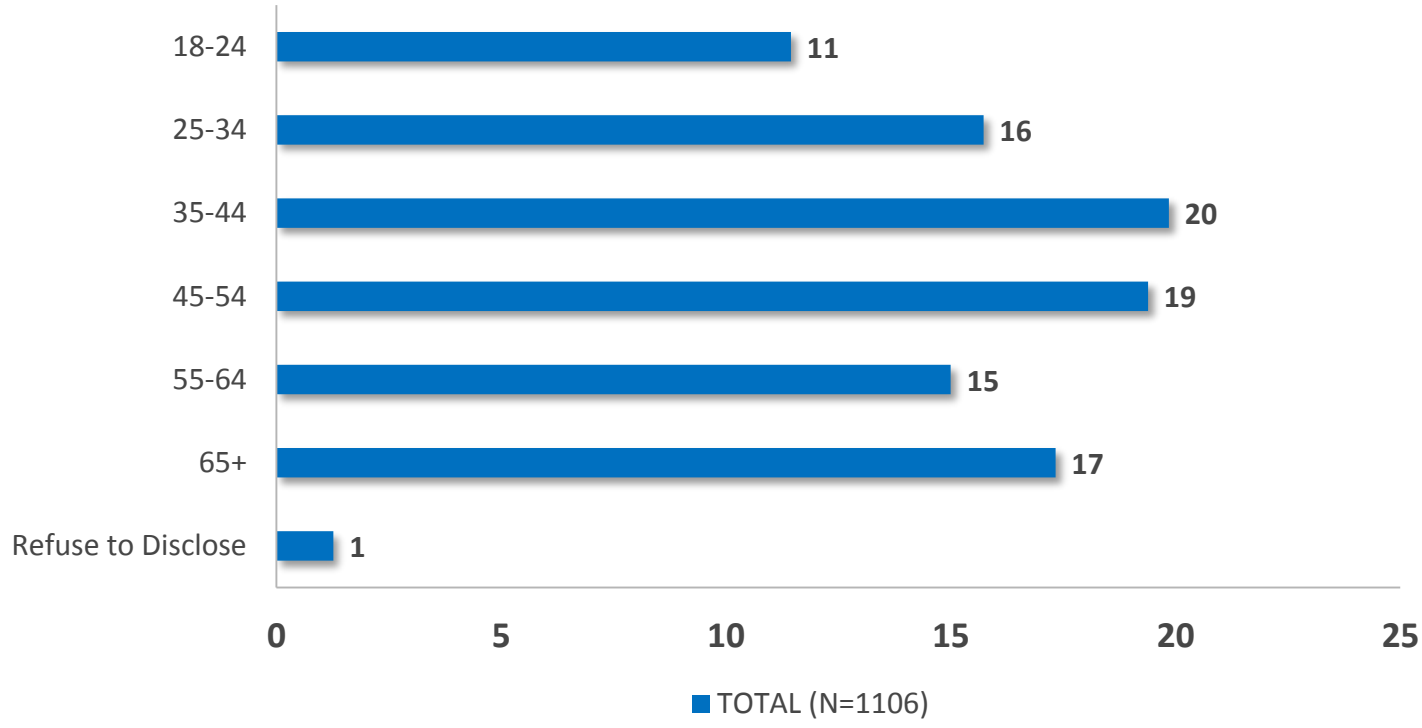
Quality of Services Movement

%

- ■ Improved
- ■ Stayed the same
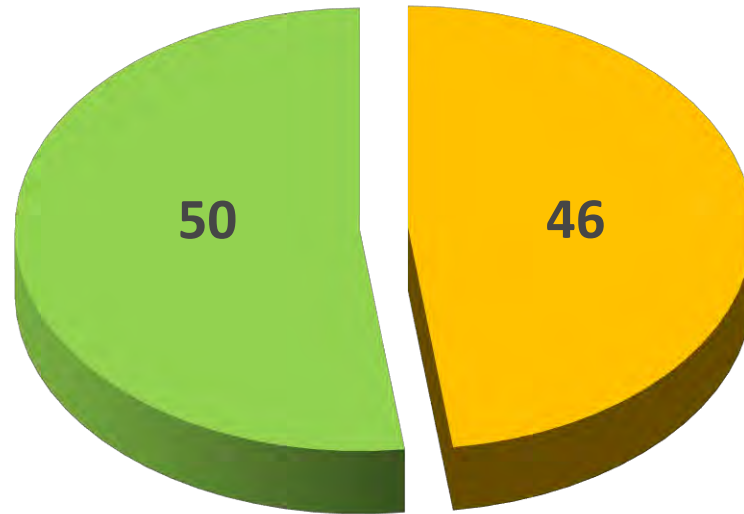- ■ Worsened
- ■ Unsure

Total (N=1106)

Demographics

Respondent Age

Mean Age: 46

Respondent Gender

50 **46**

% ■ Male ■ Female

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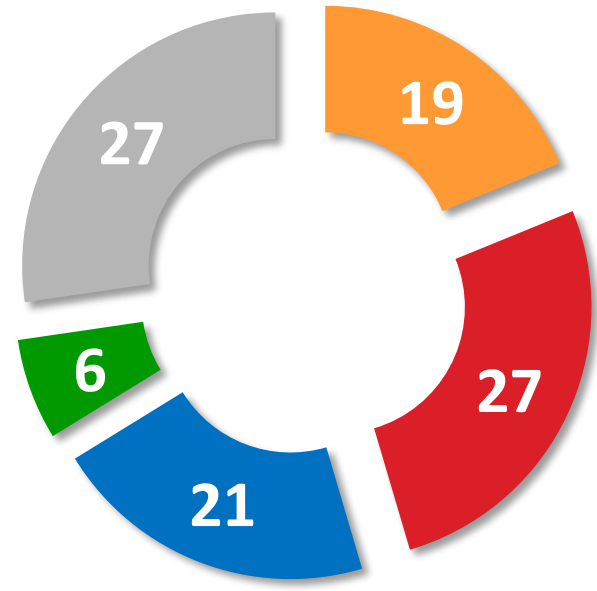
Current Provincial Party Support

% ■ NDP ■ Liberal ■ Progressive Conservative ■ Green Party ■ Don't Know