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## Critical Illness:

Canadians' Attitudes and Perceptions

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**Desjardins**

Cooperating in building the future

# Desjardins Financial Security Annual Health Survey

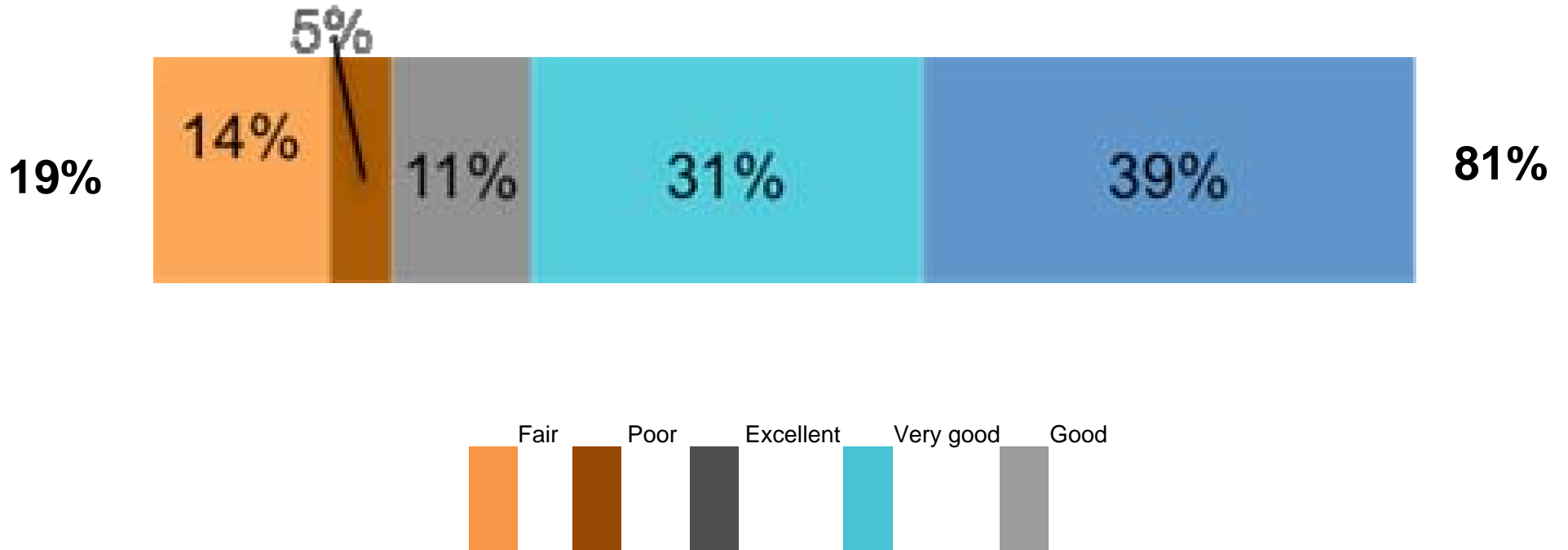
- Conducted online by SOM from April 13 – 20, 2011
- Target: Canadians aged 18 – 64
- Sample size: 2,115
- Measuring Canadians' attitudes, beliefs and perceptions about health
- Results weighted to reflect the distribution of the Canadian population aged 18 to 64 years old in terms of gender and mother tongue distributions in 14 regions
- The data was also weighted to reflect the population distributions in terms of the joint age-gender distribution and the proportion of adults who live alone.

# Canadians were asked about their attitudes towards:

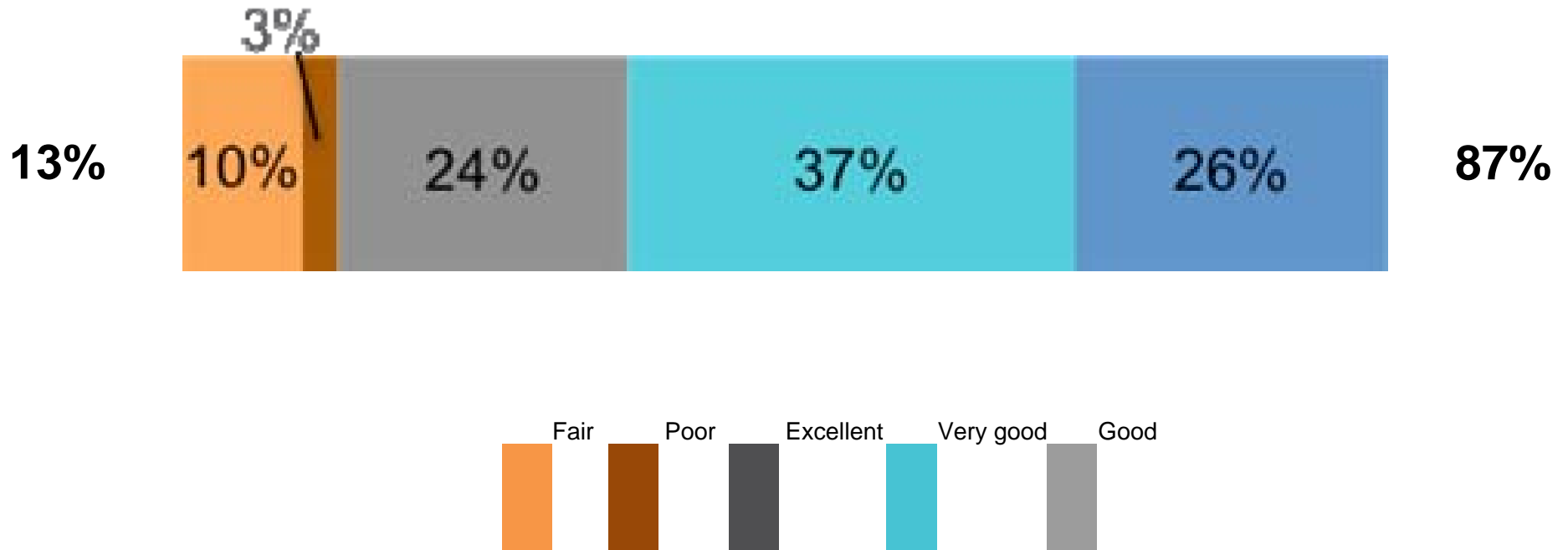
- Physical health
- Psychological health
- Critical illness
- Health supports
- Health challenges and concerns
- Financial concerns



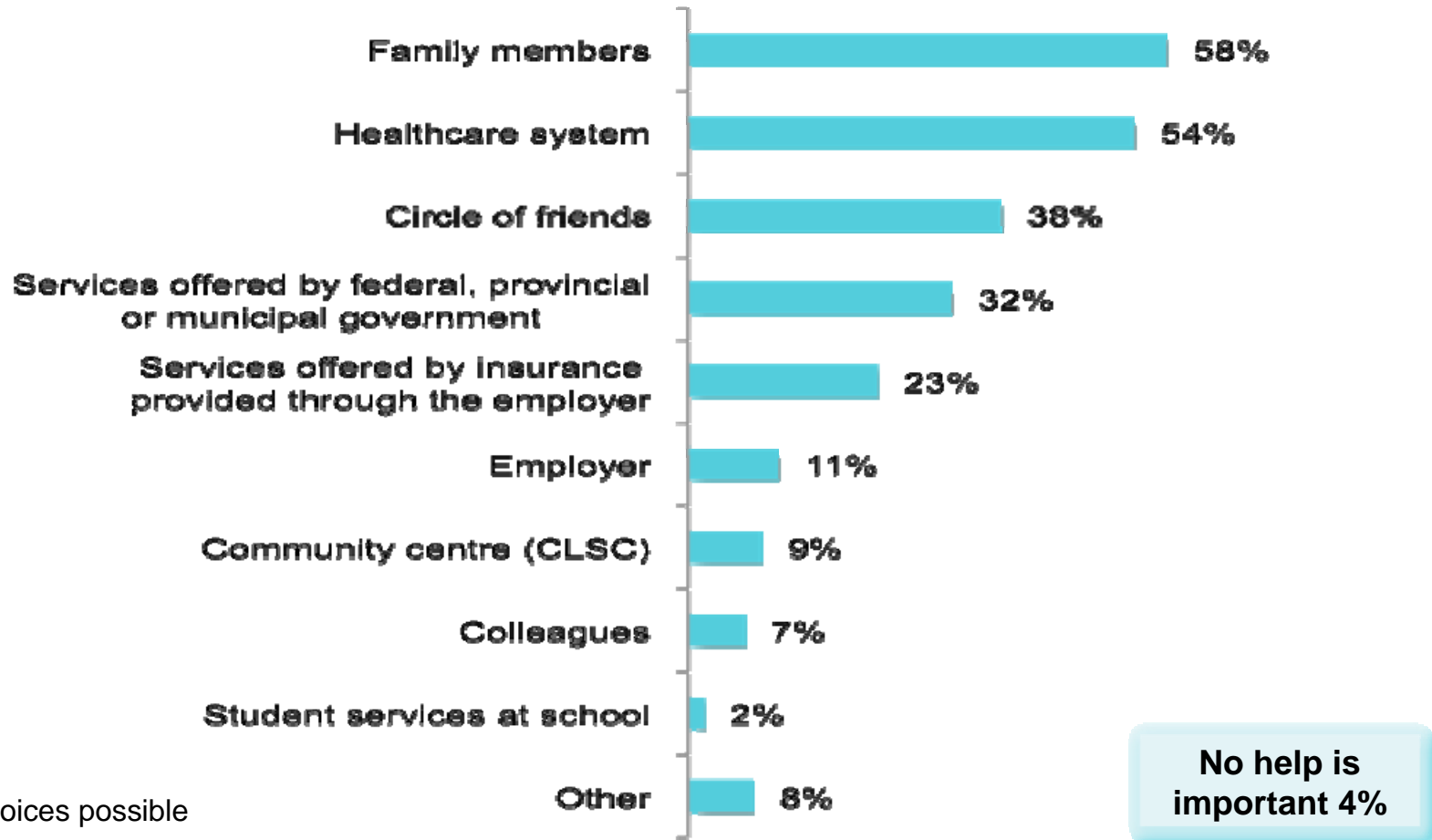
# Canadians' Perceptions of their Physical Health



# Canadians' Perceptions of their Psychological Health

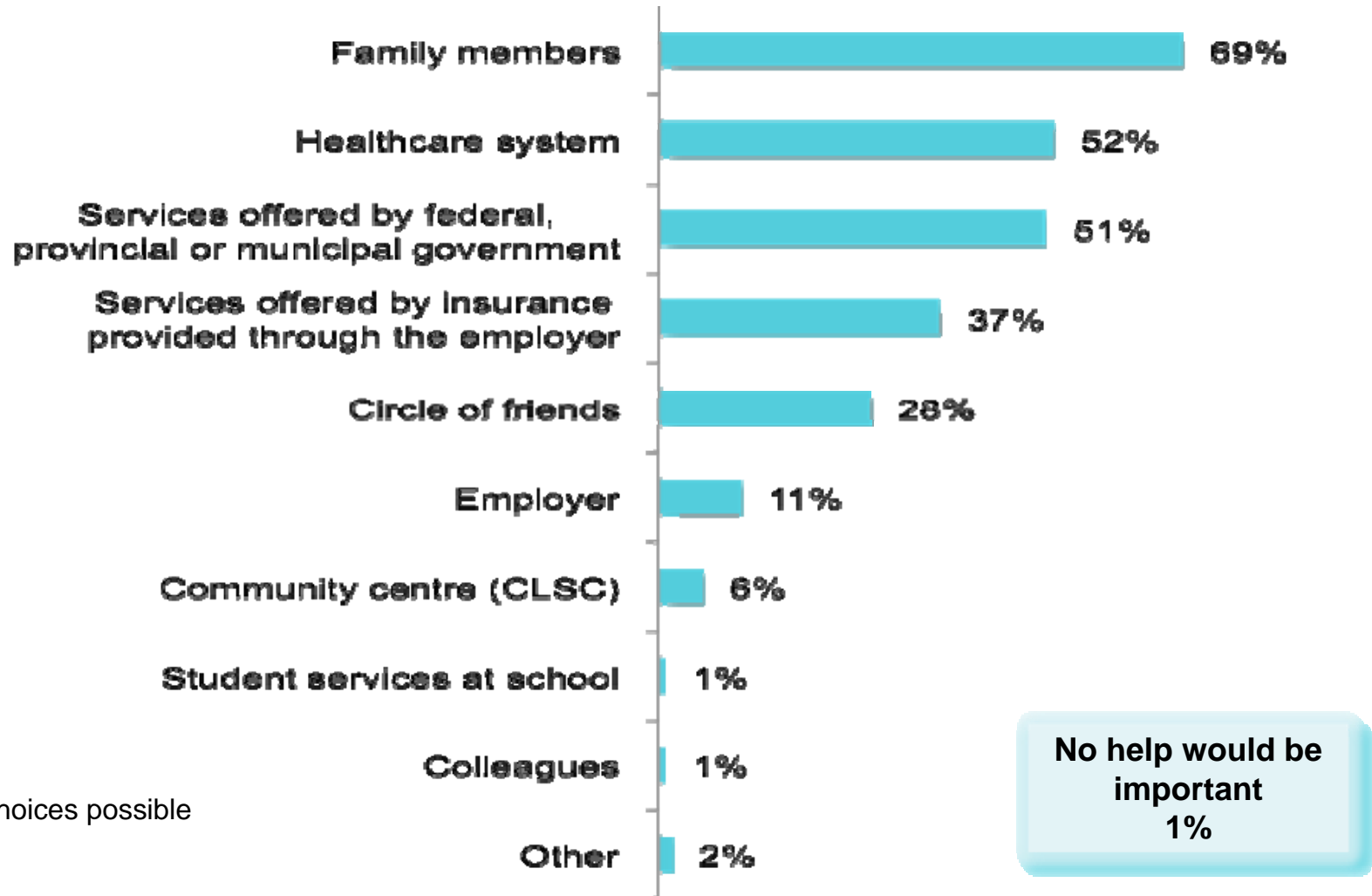


# We asked Canadians whose help was most important to become or stay healthy\*:



\* Three choices possible

# We asked Canadians whose help was most important to recover from a critical illness\*:

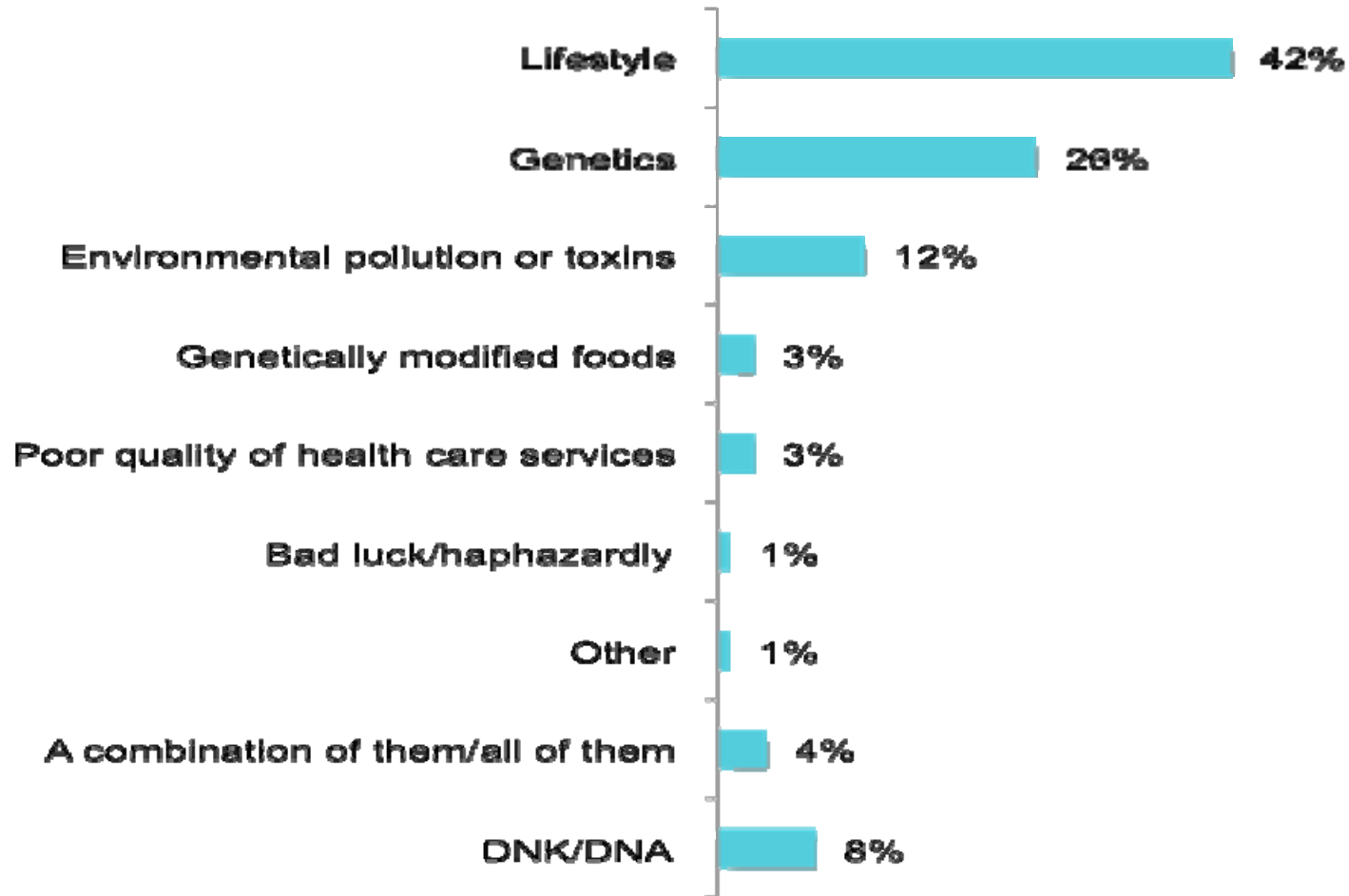


\* Three choices possible

# We asked Canadians about their biggest challenge to get or stay healthy:

	%
Being motivated or having the willpower for healthy living	26
Making time for healthy living	16
Making healthy living part of the routine	14
Including the costs of healthy habits in the budget	14
Managing stress in personal or professional life	13
Having access to services that promote healthy living	4
Finding relevant and credible information about healthy living	3
Saying "no" to friends and family members about activities or habits that go against healthy living	2
At the present time, has to live with a disease	1
Other	1
Do not have any challenge	5
DNK/DNA	1

# We asked Canadians what they felt was the most significant cause of a critical illness:

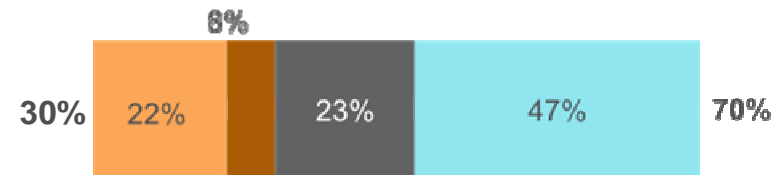


# Cancer – Canadians' #1 Health Concern

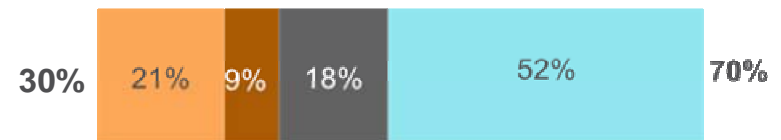
	%
Having cancer	24
Having dementia or Alzheimer's disease	12
Becoming disabled through an accident	10
Having a chronic illness like diabetes or multiple sclerosis	8
Ageing	8
Having a heart attack	8
Having a stroke	4
Becoming blind	4
Becoming overweight/obese	1
Fear that his/her disease got worse/turn bad early	1
Other	2
Some of them/all of them	1
Have no fear	11
DNK/DNA	6

# Canadians are taking care of their health....

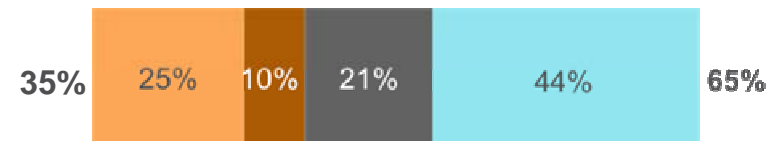
*Made significant changes to lifestyle to reduce the risk of critical illness*



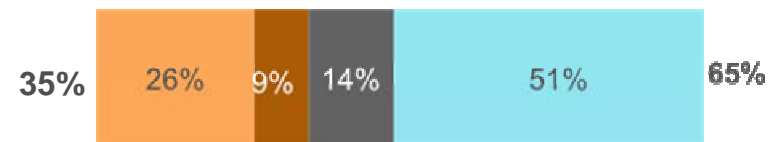
*Possible to prevent a critical illness like cancer by adopting a healthy lifestyle*



*Need to save money to ensure enough in case of health problems in the future*

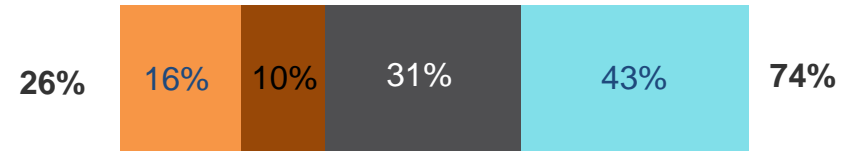


*Confident that you would survive a critical illness*

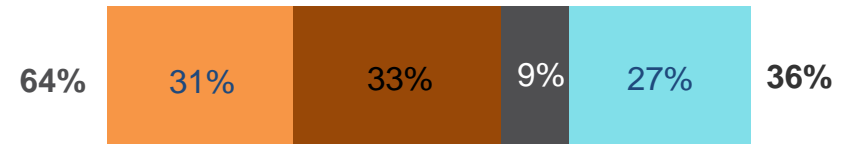


# ...but what about their finances?

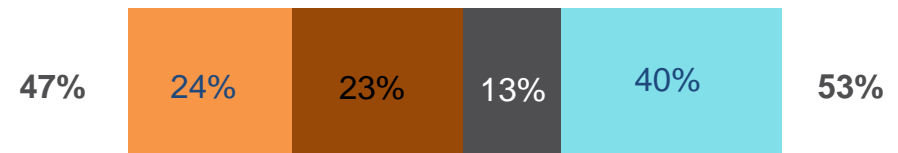
***Healthcare services would cover only some medical or hospital expenses***



***Able, during recovery, to afford the costs not covered as part of the public health system or by insurance plan***



***Able, during your recovery, to cover basic expenses***



Somewhat disagree

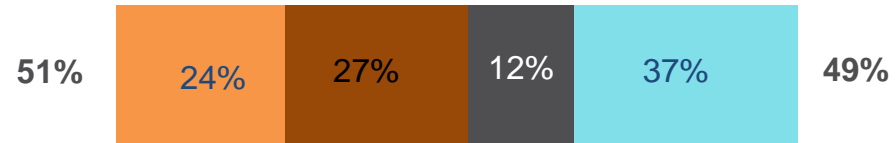
Totally disagree

Totally agree

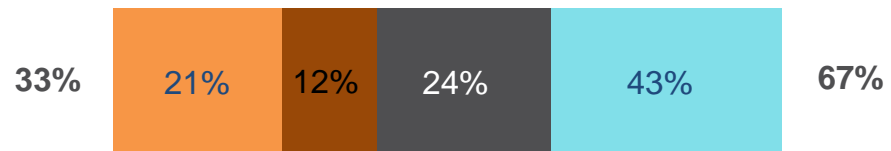
Somewhat agree

# ...but what about their finances? contd.

***Able, during recovery, to cover monthly bills***



***Afraid that family or your friends would have to provide financial support during recovery***



# We asked Canadians if they had taken actions to plan for their needs in case of a critical illness

