

December 2023

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Nursing in Focus

National Survey Key Findings

Prepared for the Canadian Federation of Nurses Unions

Crestview Strategy Research and Insights Team

December 15, 2023



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Key findings

Findings presented here are derived from a custom survey instrument gauging Canadians' attitudes towards nurses and the health care system, as well as government performance metrics on key nursing issues, along with wide variety of psychometric and demographic indicators.

Sample size: N = 3,000 (weighted)

Field dates: November 24 to December 6, 2023

Wait times and nursing shortages are top of mind

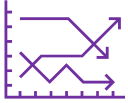
An overwhelming number of Canadians are aware of nursing shortages and have expressed high levels of concern for the issue.

Work-life balance likely key to retention and recruitment

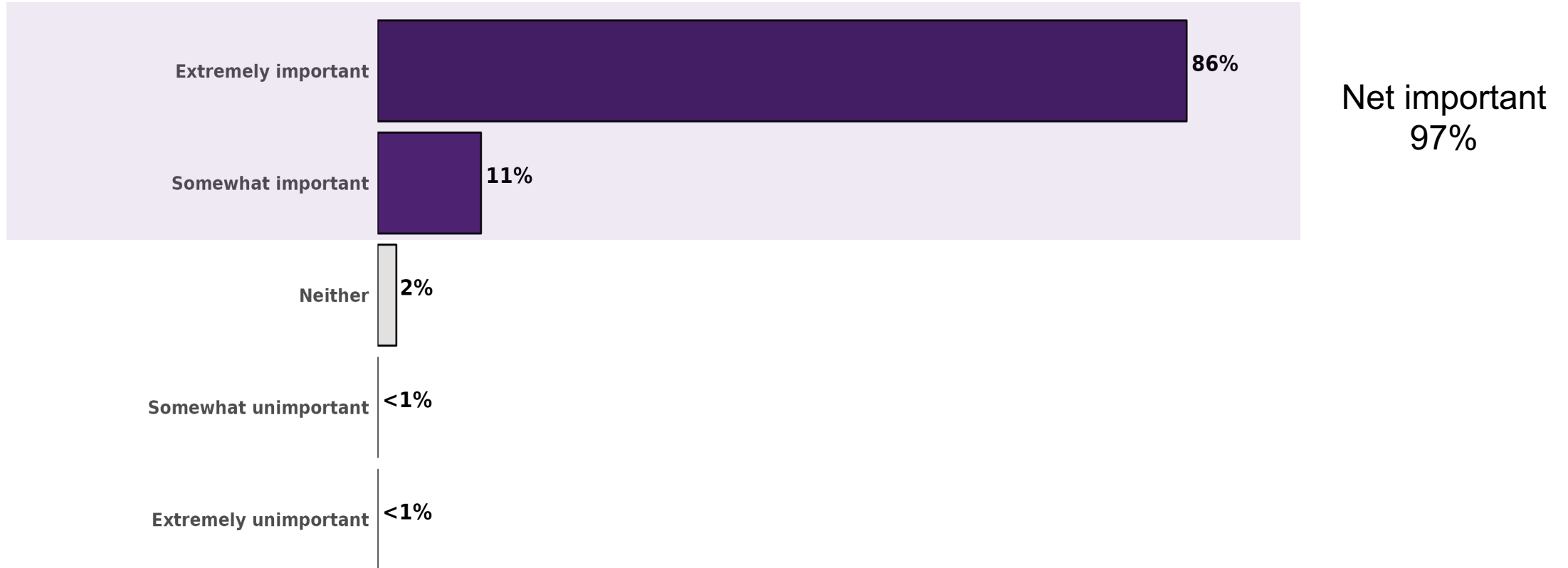
Canadians express concern over nurses' poor work-life balance and foresee challenges in recruiting/retaining nurses.

Canadians trust nurses on health care

Compared to elected officials and government representatives, nurses and their affiliated unions and associations are viewed as more believable and more trustworthy.



Nurses are “extremely important” to the health care system



Base: (N = 3,000)

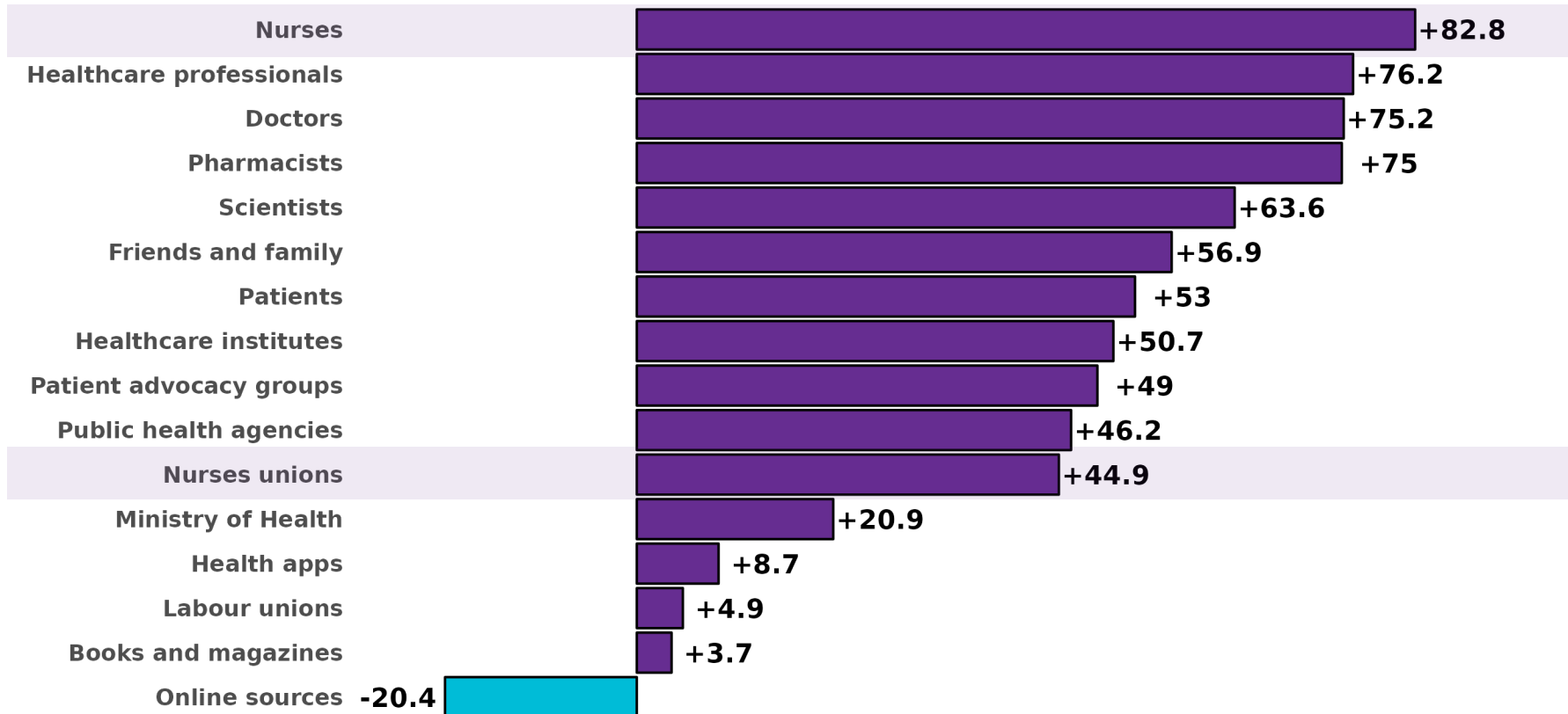


Q: In your opinion, how important are nurses to the health care system in general?



Amidst a multitude of sources, nurses emerge as the most trusted voice in health care, closely followed by other dedicated health care professionals

NET agreement (agreement – disagreement)



Base: (N = 3,000)



Q: Please indicate your level of trust in the following sources when seeking healthcare-related information.



Nurses are rated higher in honesty and ethical standards

NET score (high – low)



Base: (N = 3,000)

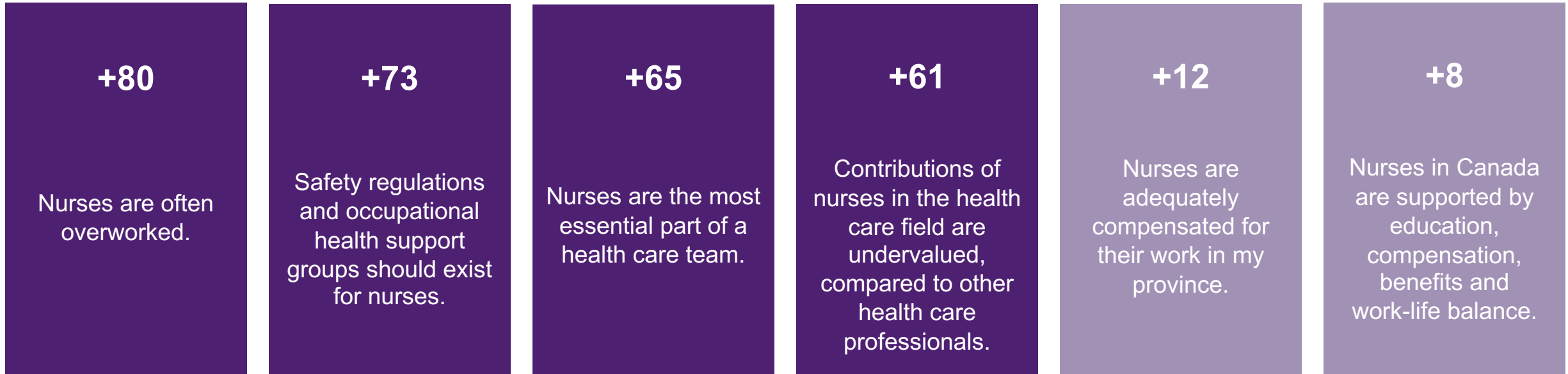


Q: How would you rate the honesty and ethical standards of people in these different fields?



Nurses are valued, and so are initiatives supporting them

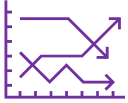
NET agreement (agreement – disagreement)



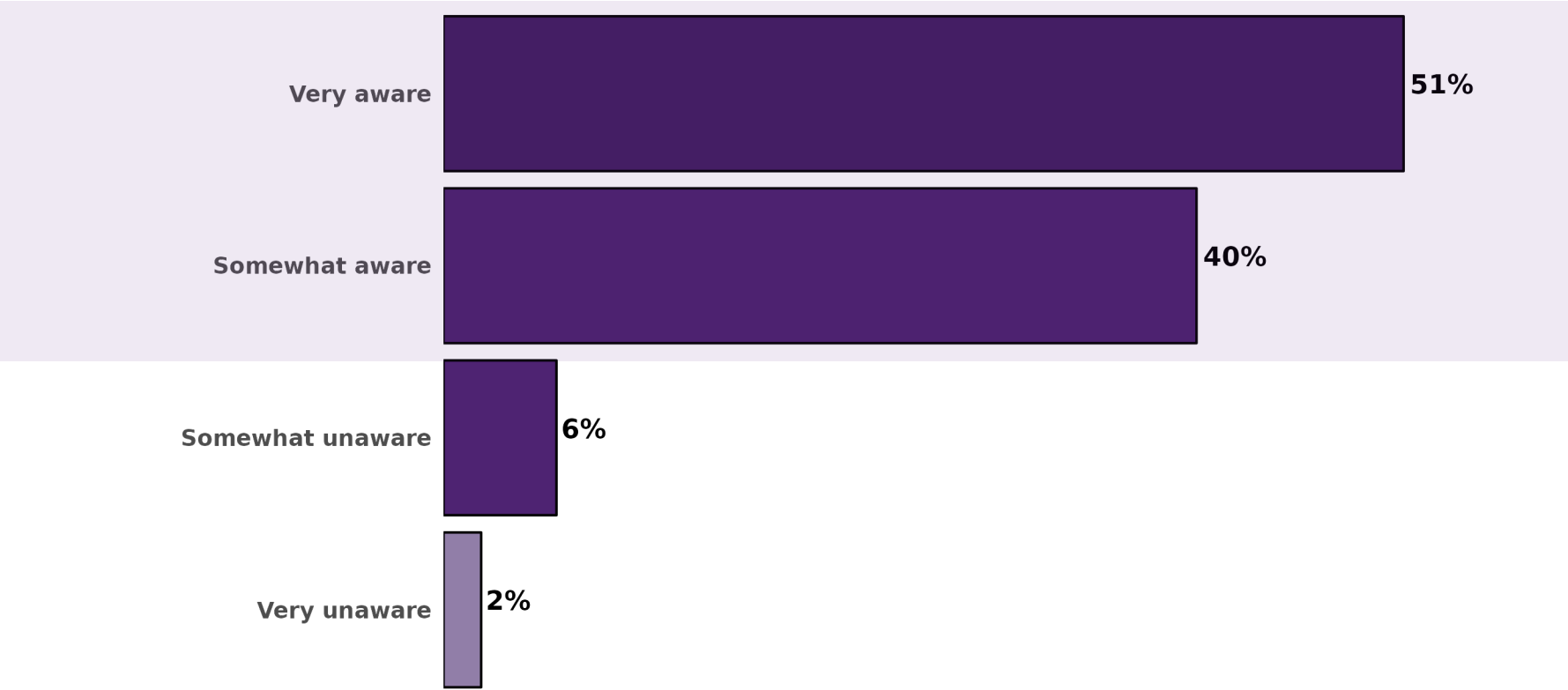
Base: (N = 3,000)



Q: Please indicate your level of agreement with the following statements:



Canadians are aware of provincial nurse shortages



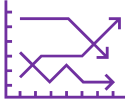
Net aware
92%



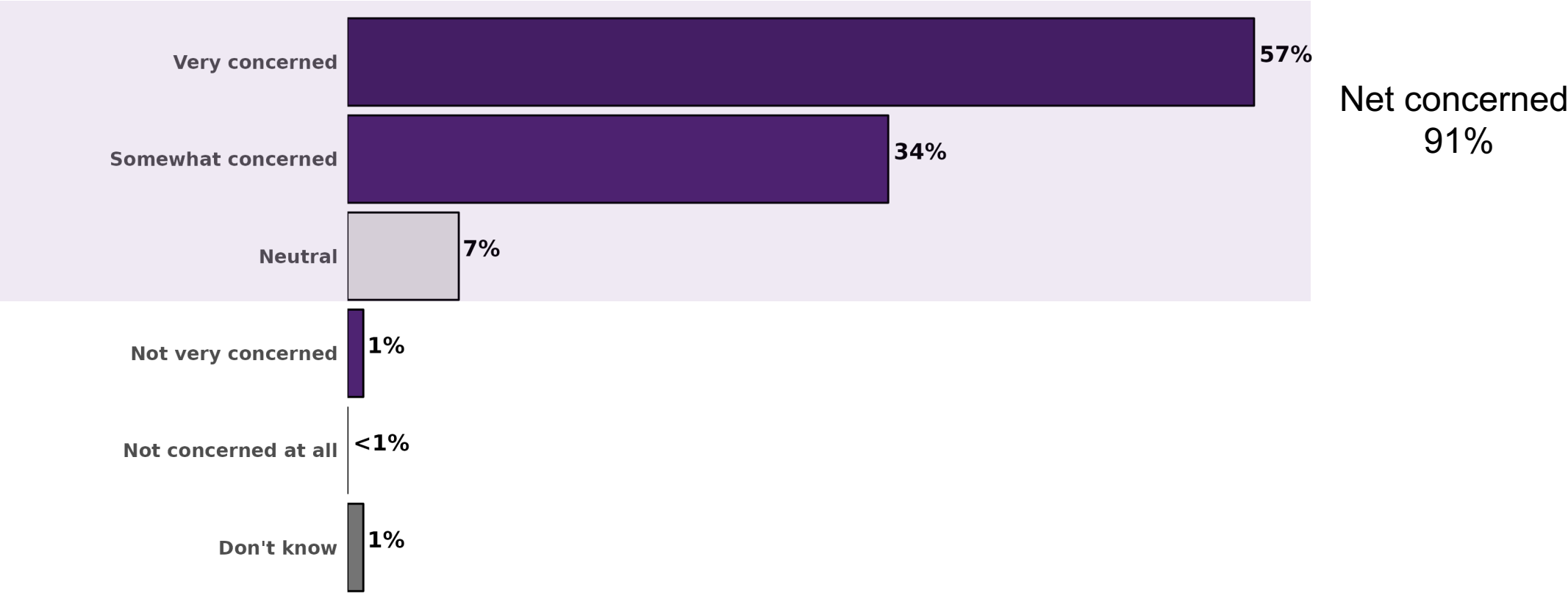
Base: (N = 3,000)



Q: To what extent are you aware of the current nurse shortage issue in your province?



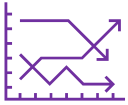
Canadians express significant concern over nursing shortage



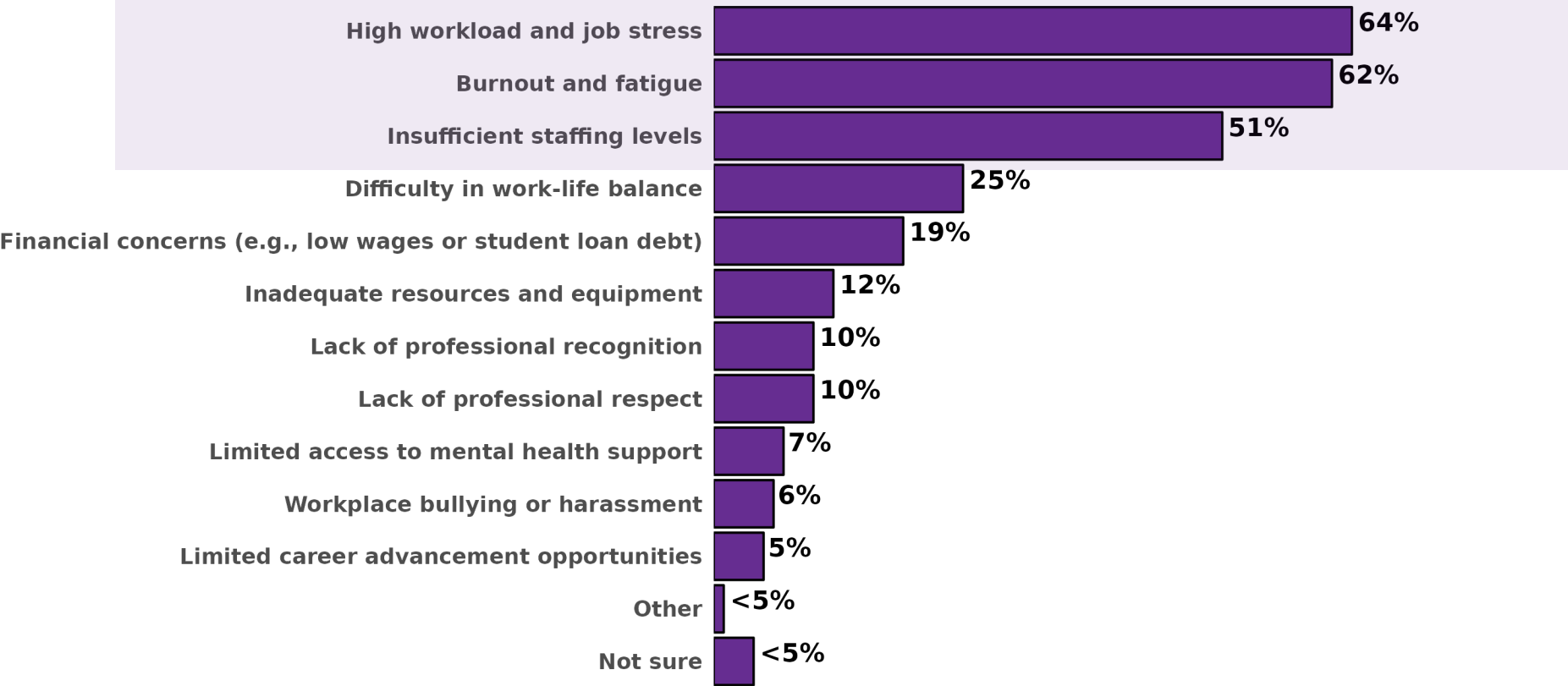
Base: (N = 2,749)



Q: Are you concerned about the current nursing shortage issue?



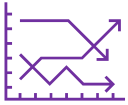
Workload, burnout and insufficient staffing top-of-mind issues



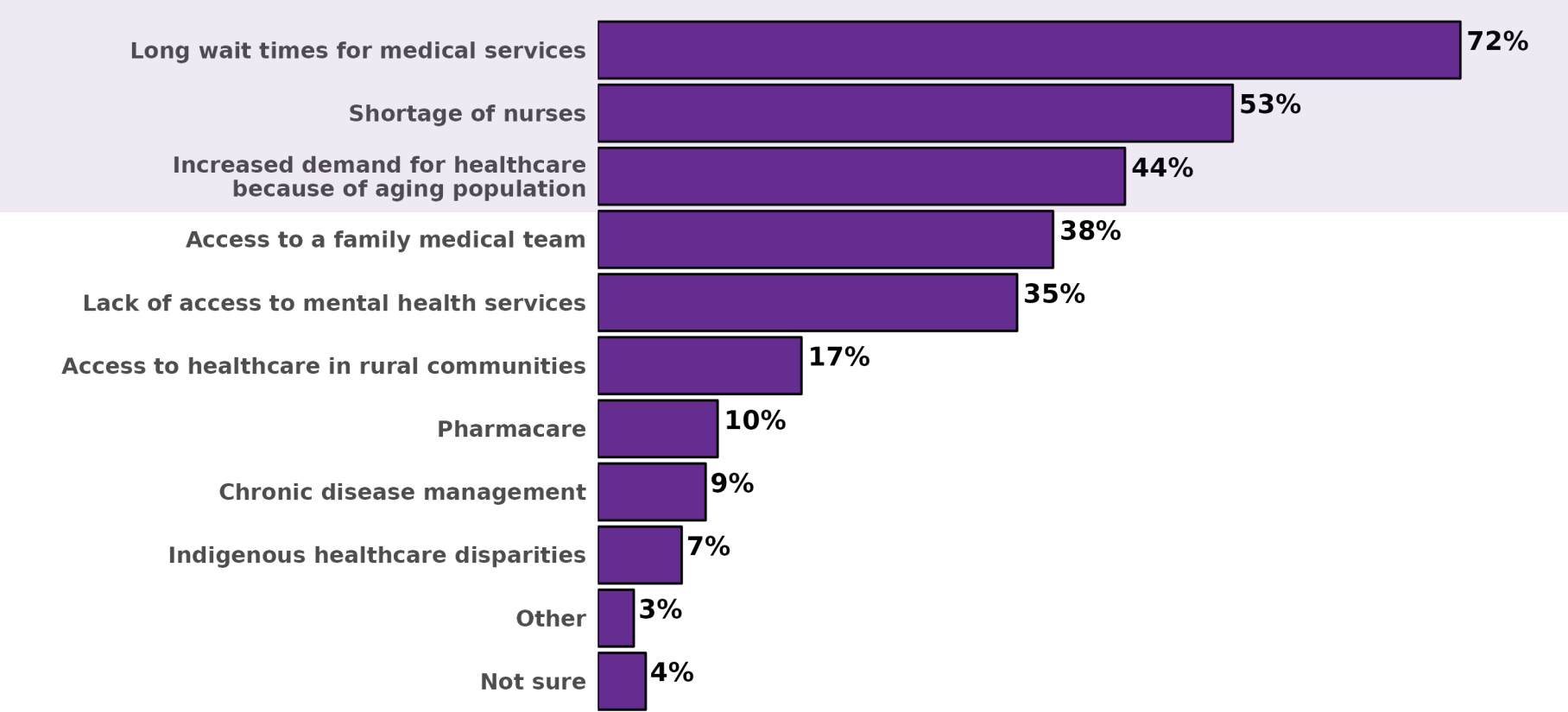
Base: (N = 3,000)



Q: What are the most significant challenges nurses face in Canada? (select up to three challenges)



Top three challenges faced by Canadian health care system speak to the shortage of nurses in Canada



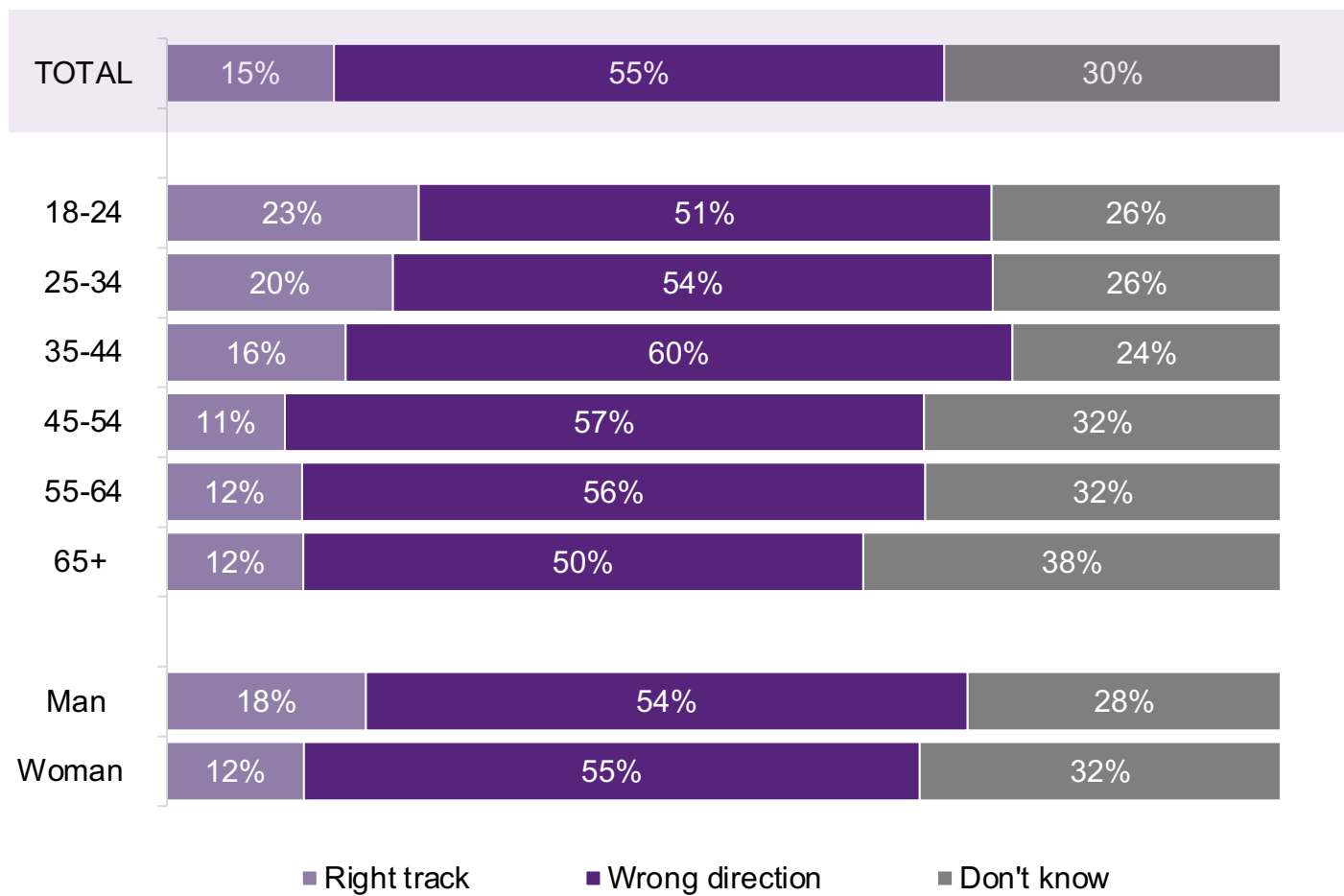
Base: (N = 3,000)



Q: In your opinion, what are the top three issues currently faced by the Canadian health care system? (select top 3)



Canadians believe Canada heading in the “wrong direction” on nursing staff shortages



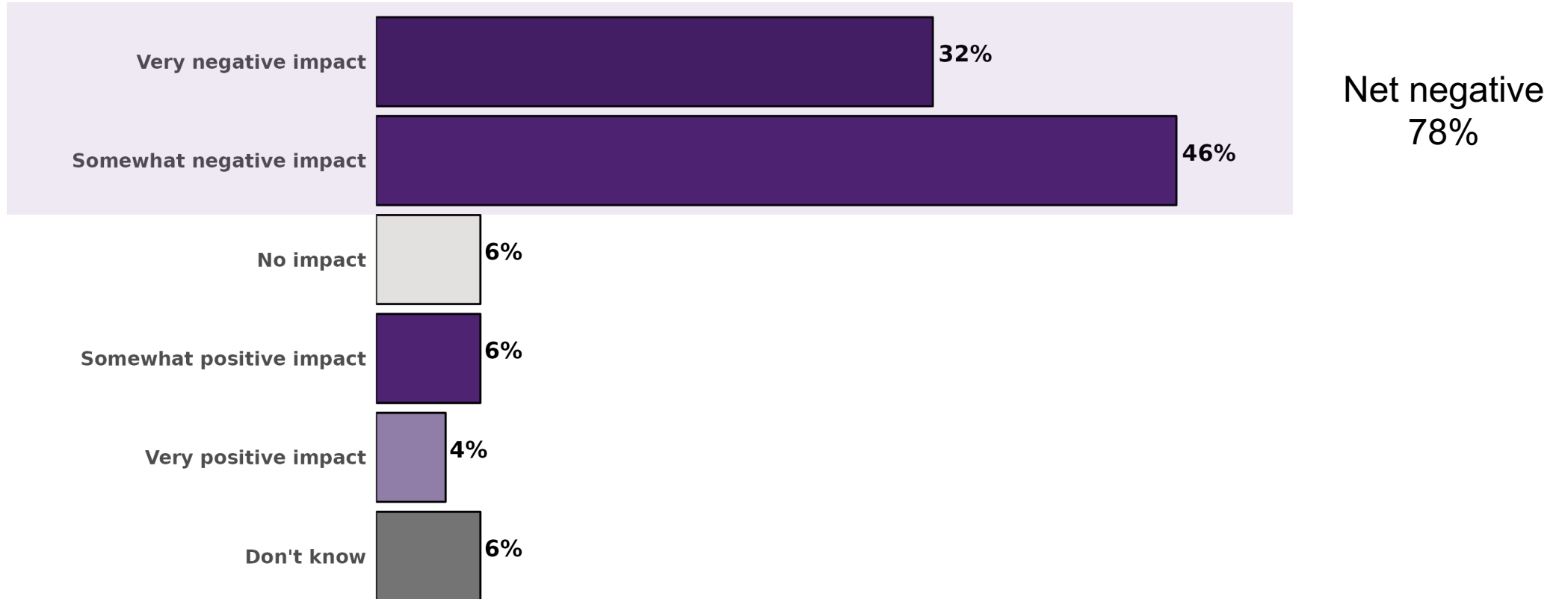
Base: (N = 3,000)



Q: Thinking about the nursing shortage specifically, do you think Canada is generally trending on the right track or headed in the wrong direction?



Majority of Canadians see overtime as “negative” to health care



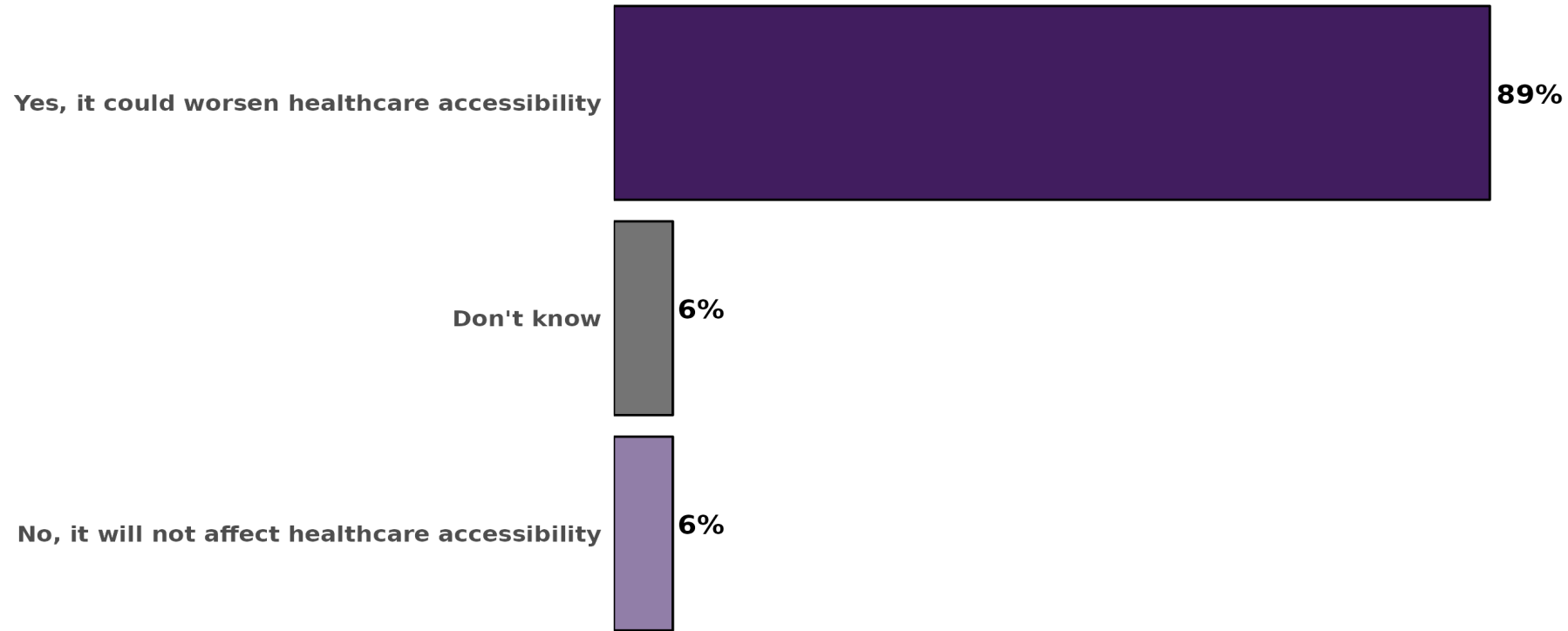
Base: (N = 3,000)



Q: In your opinion, what impact does overtime have on health care?



Canadians believe nurses leaving the profession is bad for health care



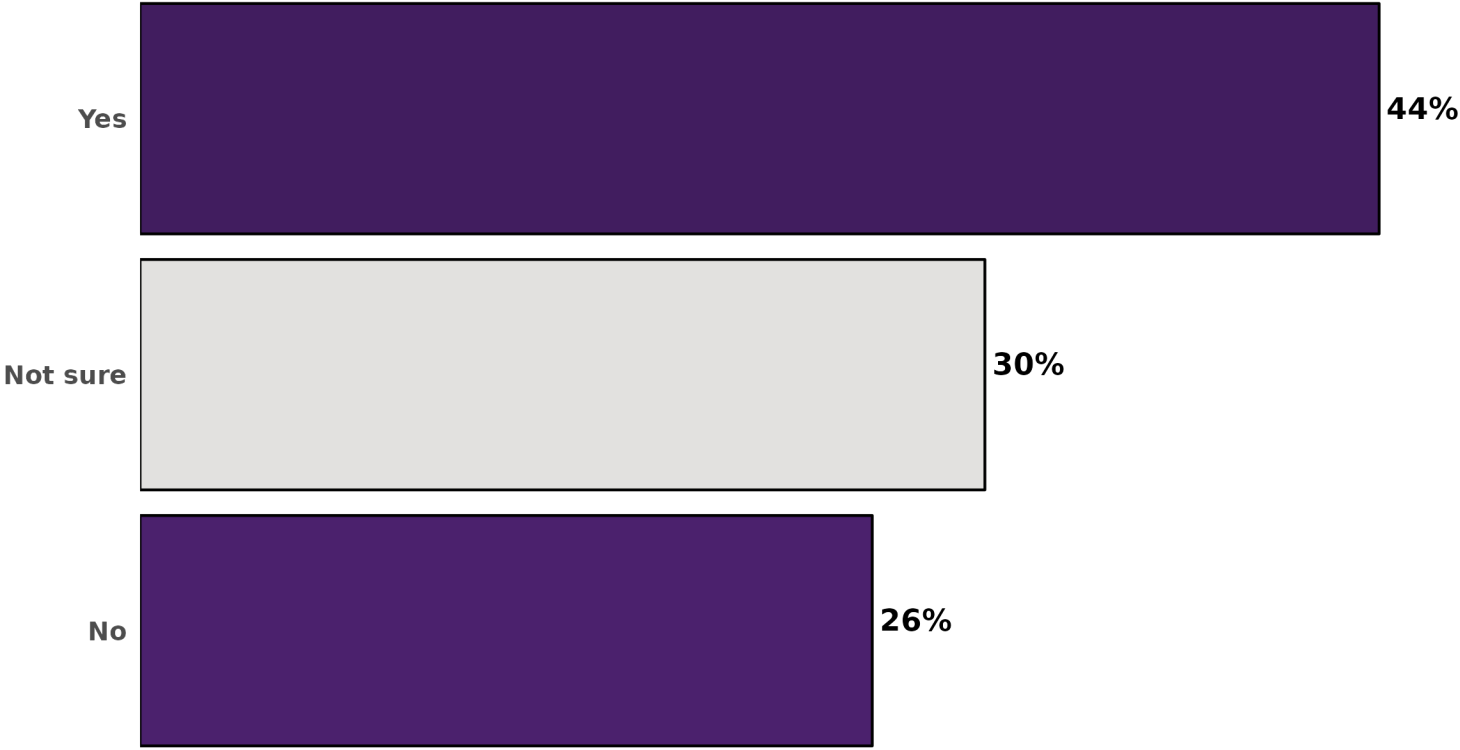
Base: (N = 3,000)



Q: Do you think nurses leaving their profession will affect health care accessibility in Canada?



Less than half of Canadians would encourage nursing as a career



Base: (N = 3,000)



Q: Would you encourage family or friends to pursue a career in nursing?



Canadians acknowledge the impact of nurses' well-being on the health care system

NET agreement (agreement – disagreement)

Shortage of nursing staff can adversely affect the quality of health care services in Canada.

+86

Maintaining a healthy work-life balance is important for the retention of nurses in the profession.

+86

The mental health of nurses can affect the quality of health care services provided to patients.

+84

Investing in nurses' well-being will lead to increasingly positive health outcomes for Canadians.

+82



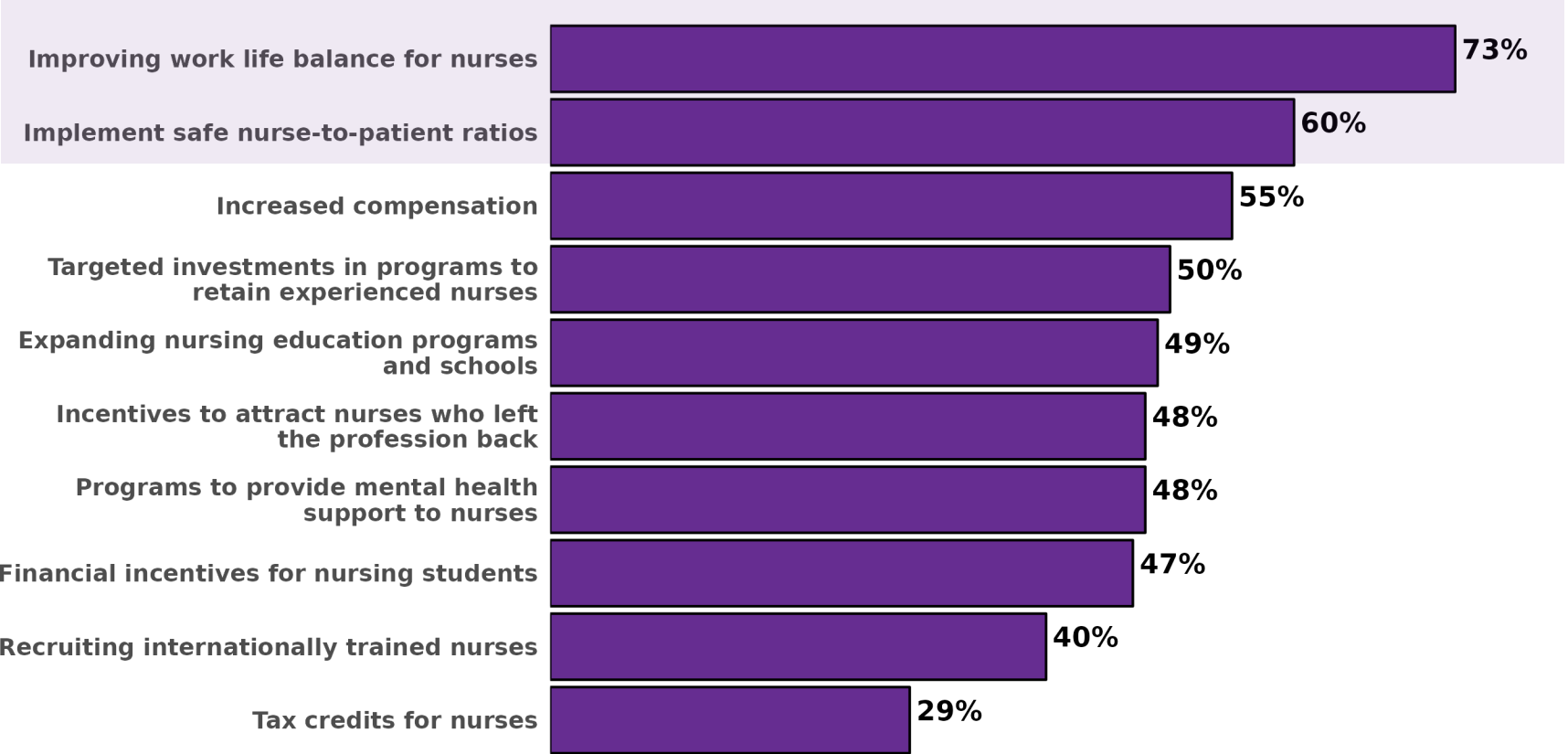
Base: (N = 3,000)



Q: Please indicate your level of agreement with the following statements:



Safe nurse/patient ratios and work-life balance are the key strategies for alleviating nursing shortage



Base: (N = 3,000)

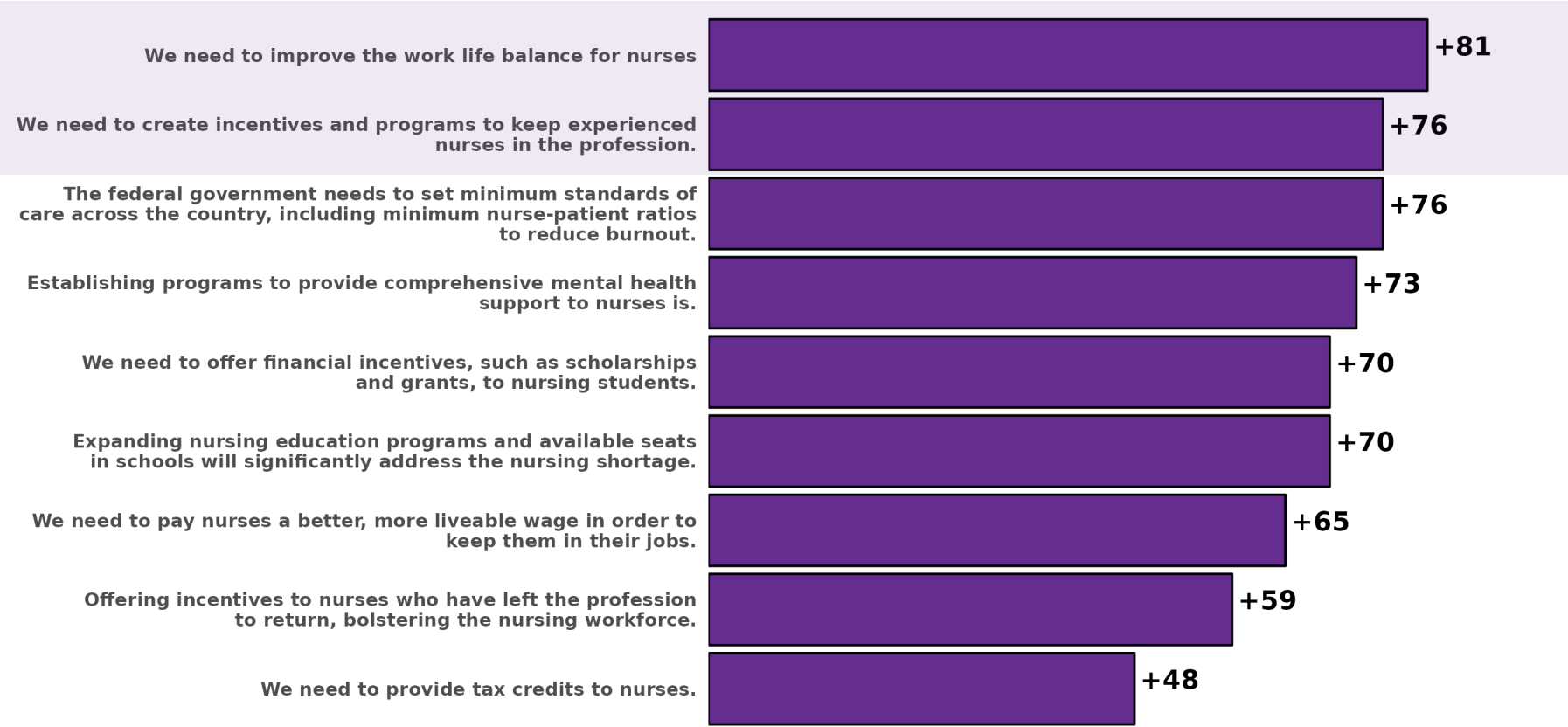


Q: Please rank the most crucial strategies, in order of importance, that you believe should receive additional attention and funding to tackle the nursing shortage. [TOP 5]



Unified consensus towards key strategies and initiatives supporting nurses

NET Agreement (Agreement – Disagreement)



Base: (N = 3,000)

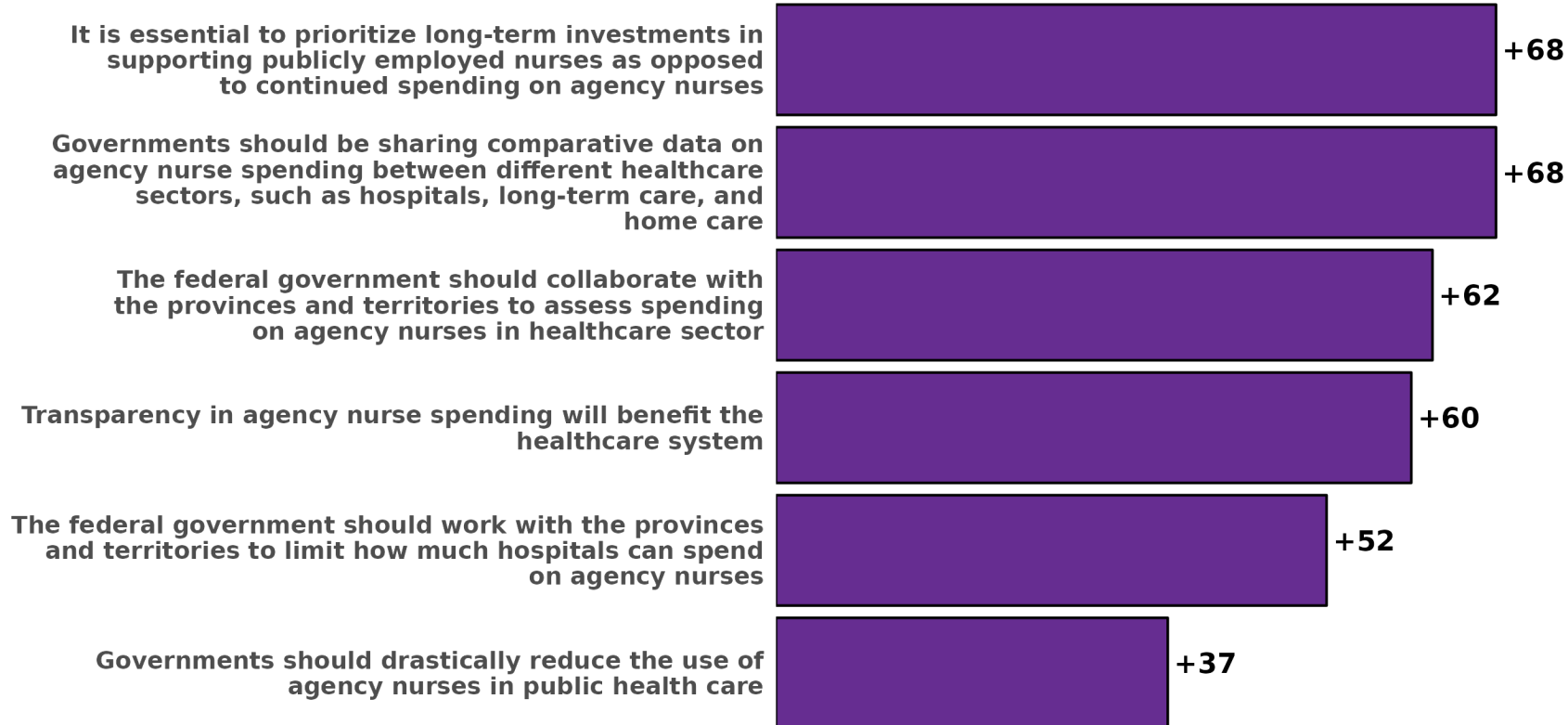


Q: Please indicate your level of agreement with the following statements:



Consensus highlights: prioritizing long-term investments over agency nursing spend, emphasis on transparency and assessment for healthcare improvement

NET Agreement (Agreement – Disagreement)



Base: (N = 3,000)



Q: Please indicate your level of agreement with the following statements:

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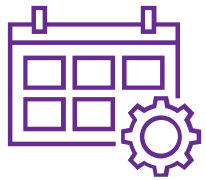
Methodological Approach

Nursing In Focus Survey



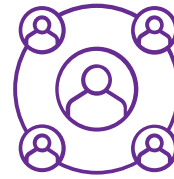
Study

Results presented here are derived from a custom survey instrument gauging Canadians attitudes towards nurses, the health care system, government performance metrics on key nursing issues, along with wide variety of psychometric and demographic indicators. This report highlights comparative findings from the CFNU custom survey.



Field Dates

November 24 to December 6, 2023



Sample

Weighted Sample: N = 3,000

National figures contained within this report derive from a weighted sample of 3,000 respondents (Margin of error = +/- 2%).

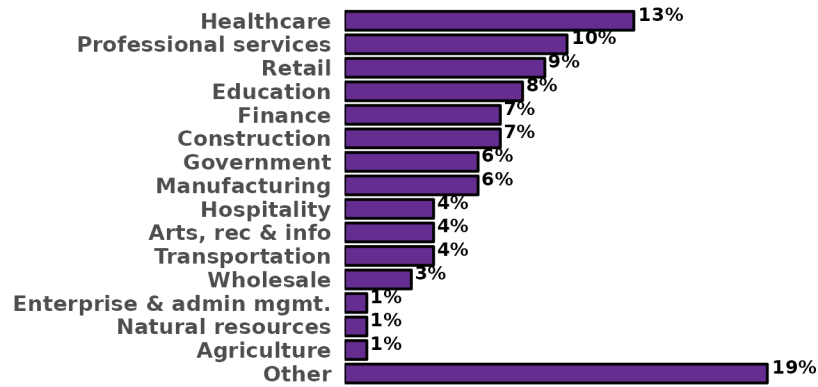


Data Validity

For comparison purposes, a probability sample with the same number of respondents would have a margin of error of plus or minus 2 percent, 19 times out of 20. Percentages may not add to 100% due to rounding, or because respondents were allowed to select more than one answer choice. All responses are % based. A more detailed methodology is available upon request.

Respondent Profile (National Sample)

Industry



Age



49%



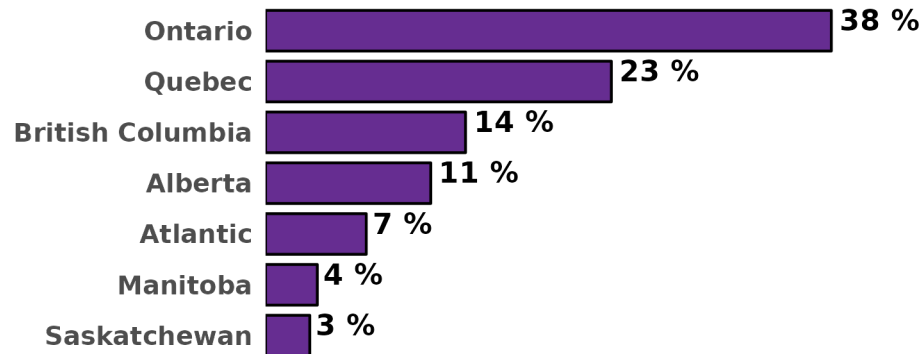
51%



8%

Nurses

Region



Annual Household Income

