



**Lakeridge
Health**

**Lakeridge Health Name
Catchment Study
Presentation of Findings
April 20, 2017**

POLLARA

- **In January 2017, Lakeridge Health contacted Pollara to conduct a survey of residents residing in its catchment area regarding the following:**
 - Awareness and usage of Lakeridge Health facilities within their communities
 - Perceptions of Lakeridge Health overall, and in relation to more urban hospitals
 - Understanding of how perceptions have changed
 - Usage of Lakeridge vs. legacy names
 - Perceptions of Lakeridge Health name as reflective of all of Durham and determination of whether it should be changed.
- **In order to gather the opinions of local residents in the most comprehensive and efficient way, Pollara conducted a telephone survey among 905 randomly-selected residents of the Lakeridge Health catchment area, between February 6th and 14th, 2017.**
 - In each of the six regions (Oshawa, Clarington, Port Perry/Scugog, Whitby, Brock and Ajax-Pickering) approximately 150 surveys were conducted.
 - Responses were weighted according to region, and age and gender distributions throughout the catchment area to the most recently available census data, rendering an overall margin of error of $\pm 3.3\%$, nineteen times out of twenty.
 - Margin of error for the regions is $\pm 8.0\%$, nineteen times out of twenty.

Results in Detail

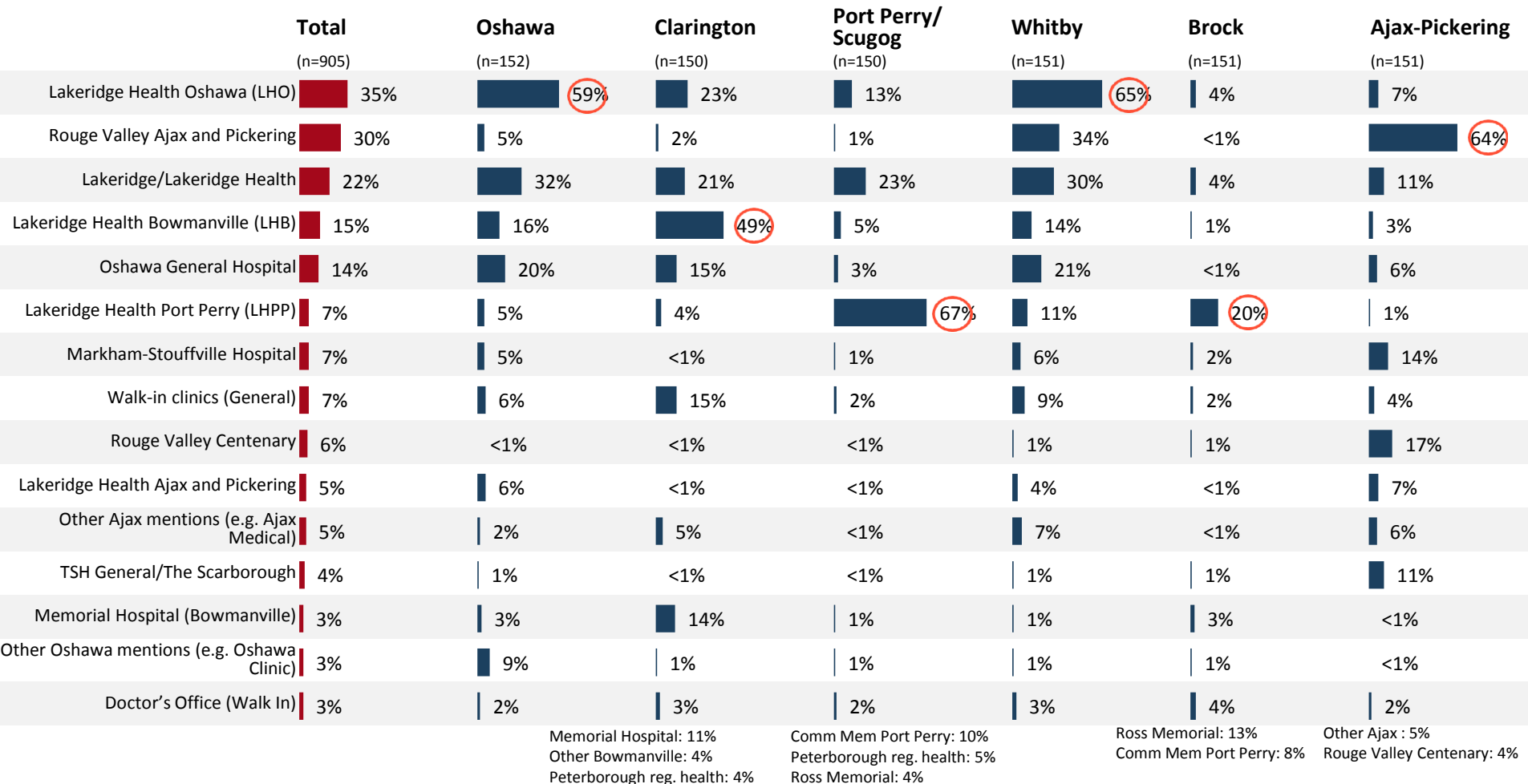
Awareness of Lakeridge in their Community

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Top-of-Mind: Hospitals / Healthcare Clinics In The Community

Three-fifths of residents use Lakeridge name to refer to health care in their community: 61%

Not surprisingly, regional variations show that many are most familiar with the hospital or clinic that serves their particular community. This is indicated by red circles (○) in the graph below.

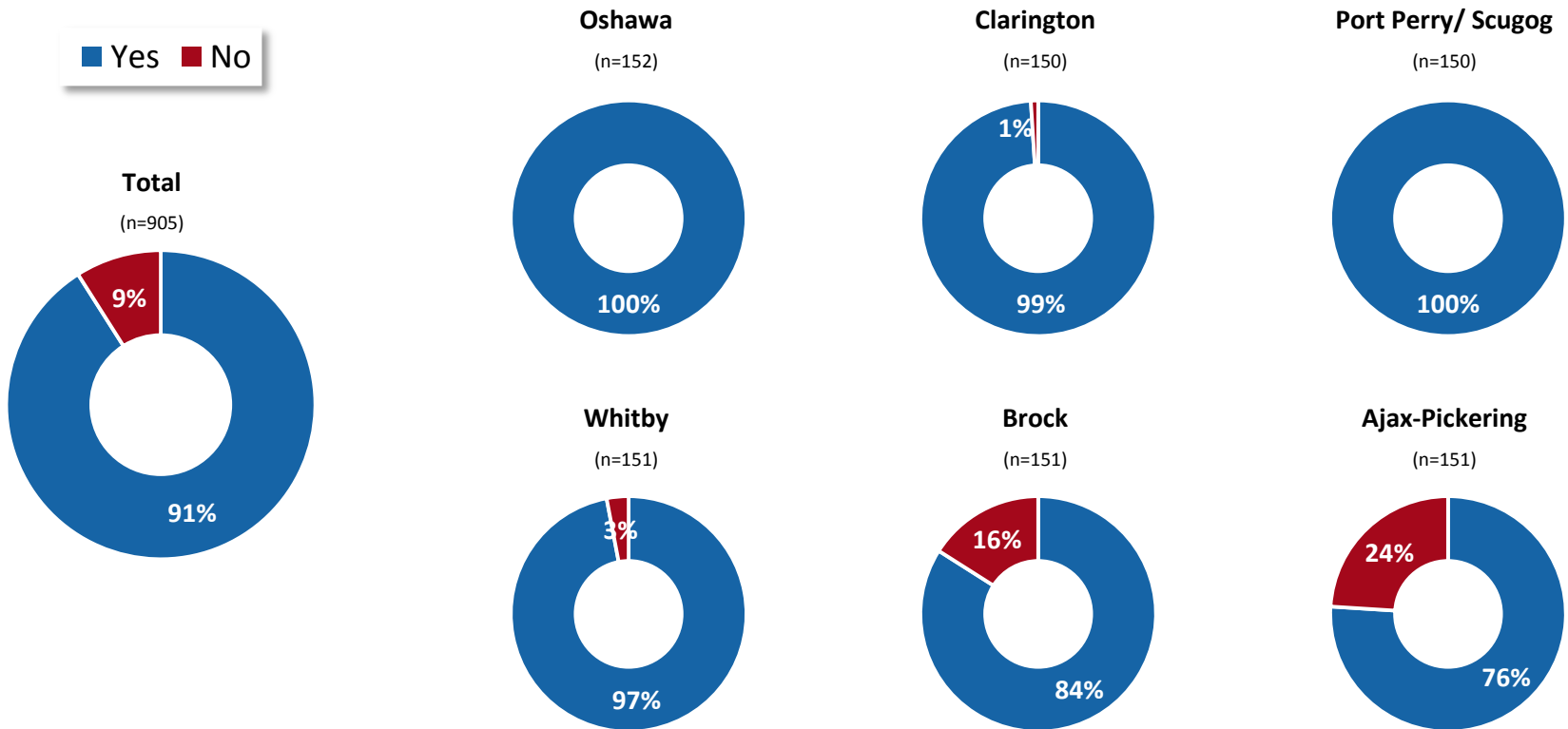


*NOTE: responses <3% excluded based on 'Total'
 Q1A+B: Can you please tell me the names of any hospitals and healthcare clinics in your community? - All mentions

Lakeridge Health – Aided awareness

A strong majority in all regions are aware of Lakeridge

Aware of Lakeridge Health



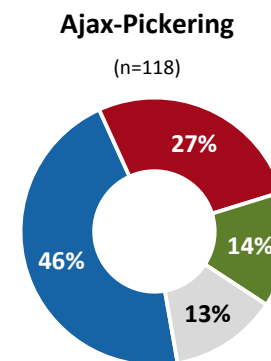
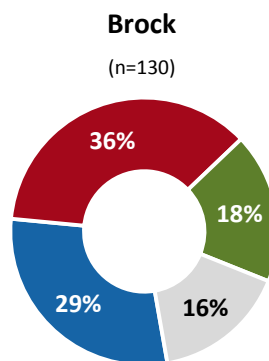
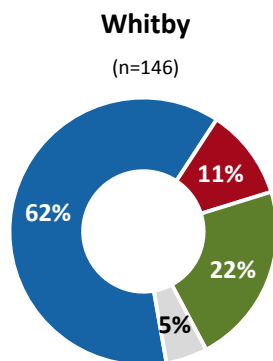
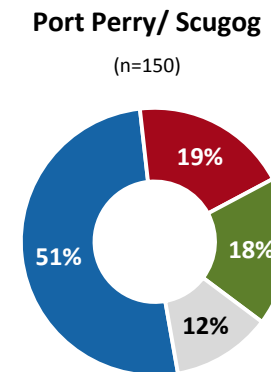
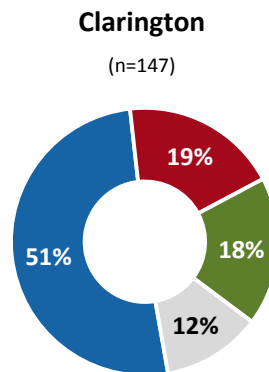
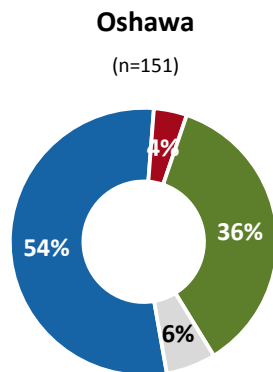
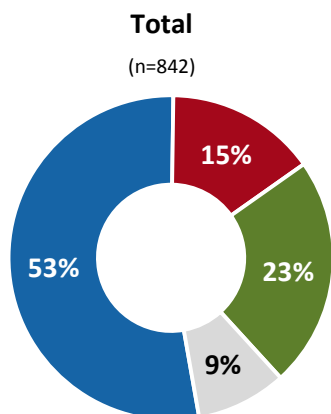
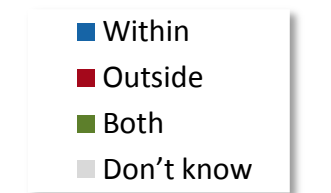
Base: All Respondents
Q7: Are you aware of Lakeridge Health?

Lakeridge Health Within or Outside Community

Most regions see Lakeridge as servicing their community: The exception is Brock

Awareness goes down with age: while 56% of those between the ages of 18 and 44 and 54% among those 45-64 say Lakeridge Health has presence in their community, only 45% among the oldest cohort say the same. Of this latter group, fully 16% say they don't know.

Lakeridge Health Centres Presence Within or Outside The Community

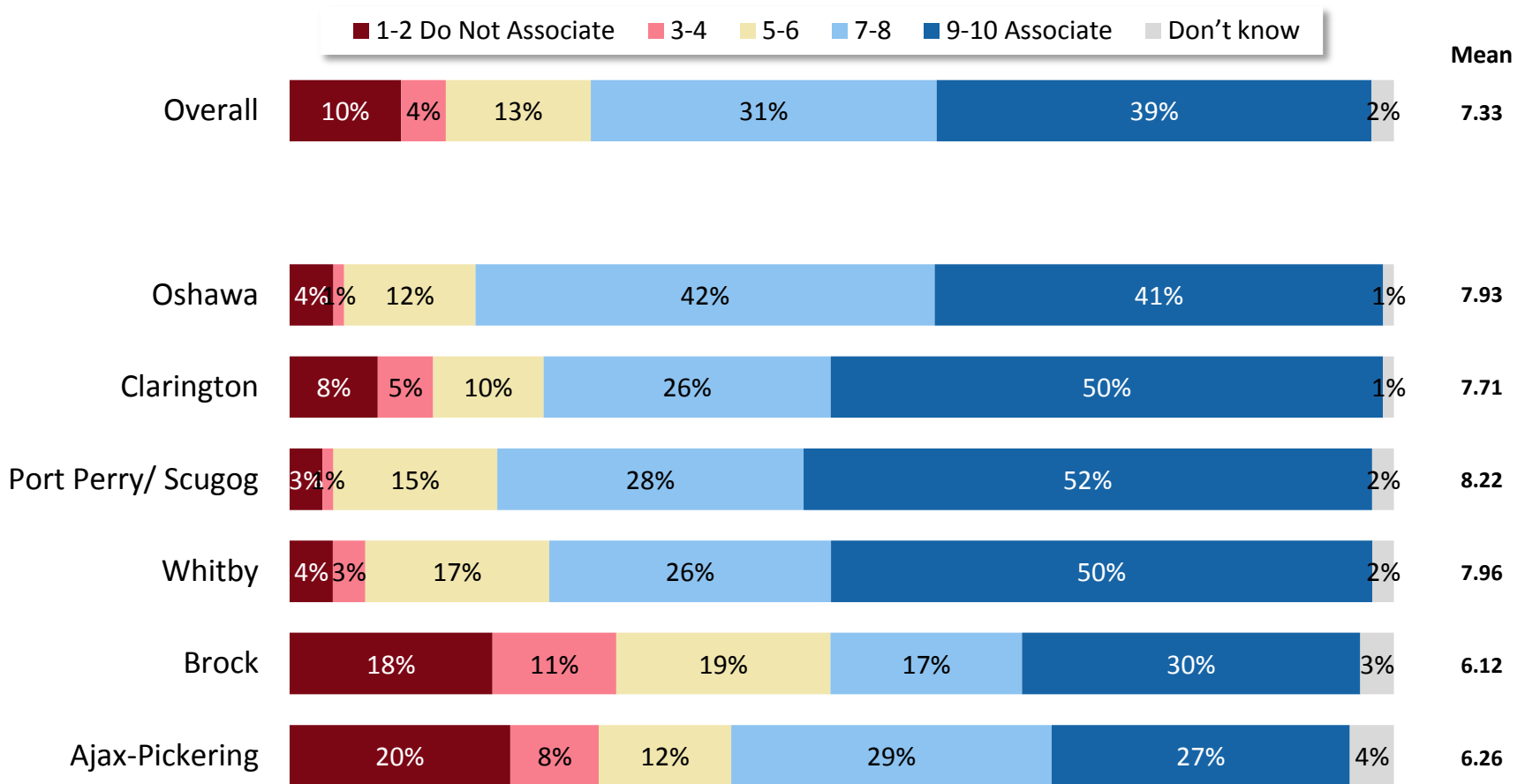


Name Association – with Durham region

Most residents associate Lakeridge Health with all of Durham

The name association with the region was strongest in Port Perry/Scugog and weakest in Brock and Ajax-Pickering.

Associate 'Lakeridge Health' With Durham Region



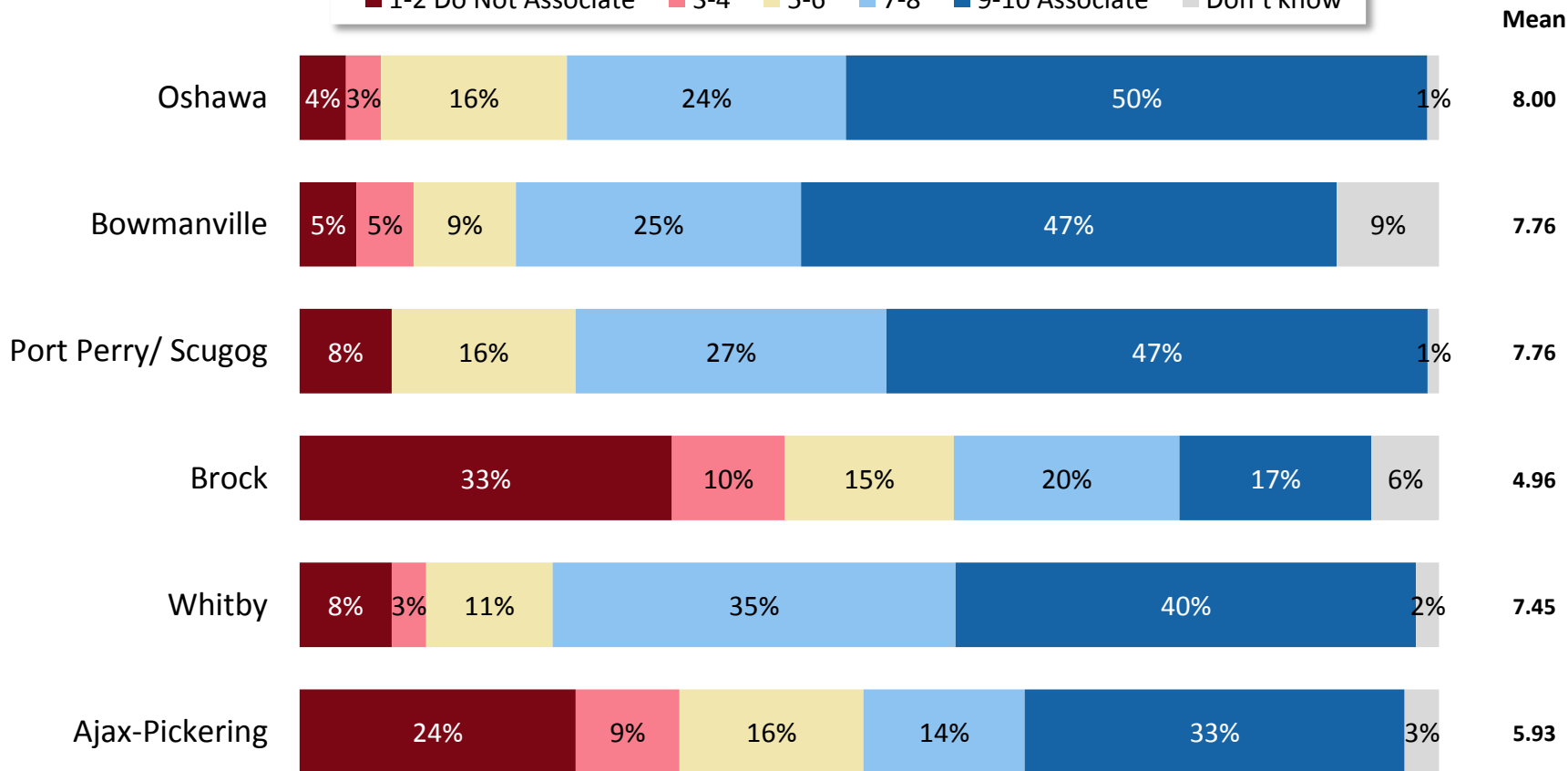
Base: Total (n=905), Oshawa (n=152), Clarington (n=150), Port Perry (n=150), Whitby (n=151), Brock (n=151), Ajax/ Pickering (n=151)
 Q23: In your opinion, how strongly do you associate the name 'Lakeridge Health' with all of Durham Region? Please use a 10-point scale where 1 means 'I do not associate it at all' and 10 means 'I strongly associate it with all of Durham Region'.

Name Association – With community

Lakeridge Health name also associated with most of the communities in Durham

Associate 'Lakeridge Health' With Community

■ 1-2 Do Not Associate ■ 3-4 ■ 5-6 ■ 7-8 ■ 9-10 Associate ■ Don't know



* CAUTION: small sample size

Base: Total (n=905), Oshawa (n=152), Clarington (n=150), Port Perry (n=150), Whitby (n=151), Brock (n=151), Ajax/ Pickering (n=151)

Q24A/B/C/D/E: Using the same scale, how strongly do you associate the name 'Lakeridge Health' with your community of _____

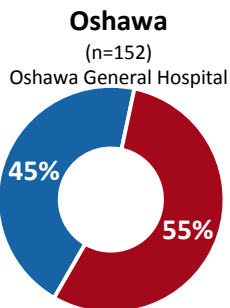
Changing the Lakeridge Name

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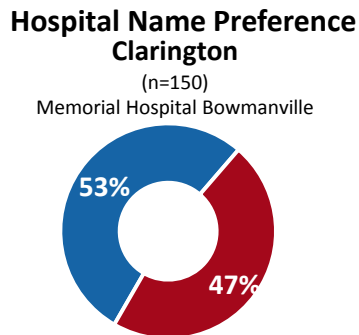
Lakeridge Health Name vs Legacy Names

Older residents most likely to use legacy names; younger residents Lakeridge

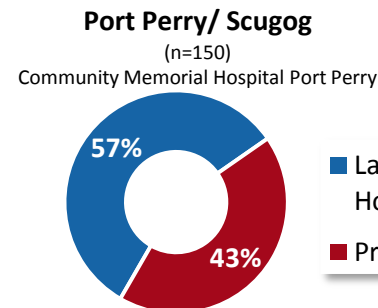
2010 Comparison: Lakeridge branding has improved significantly. In 2010, a minority of users called each hospital by its Lakeridge name.



	18-44	45-64	65+
Lakeridge	60%	37%	31%
Oshawa Gen	40%	63%	69%

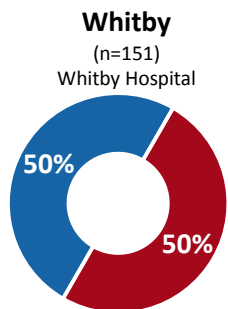


	18-44	45-64	65+
Lakeridge	62%	45%	38%
Memorial Bowmanville	38%	55%	62%

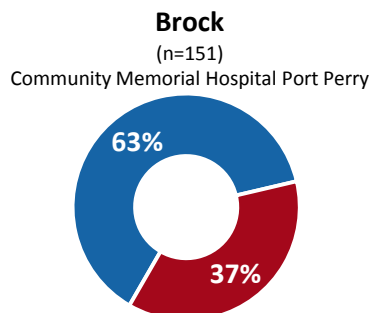


	18-44	45-64	65+
Lakeridge	55%	61%	55%
Community Memorial	43%	39%	45%

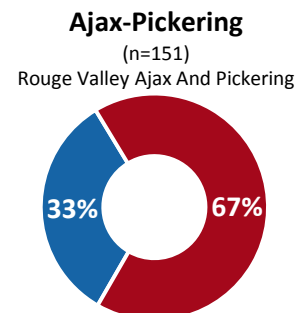
■ Lakeridge Health Hospital
■ Previous name



	18-44	45-64	65+
Lakeridge	45%	55%	55%
Whitby Hosp	55%	45%	45%



	18-44	45-64	65+
Lakeridge	64%	66%	63%
Community Memorial	36%	34%	47%



	18-44	45-64	65+
Lakeridge	34%	32%	30%
Rouge Valley	66%	68%	70%

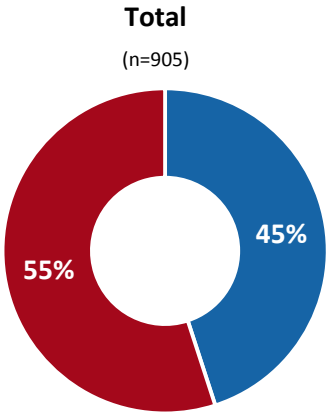
Q11A/B/C/D/E: When you think about the Lakeridge Health Hospital in your community do you think of it as a Lakeridge Health Hospital, or do you refer to it by its previous name?

Awareness of Rouge Valley becoming part of Lakeridge Health

Half of residents in Ajax-Pickering were aware of the change

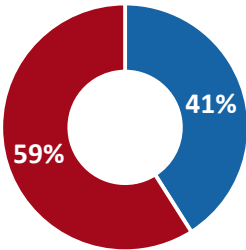
Aware of former Rouge Valley Ajax/Pickering Hospital Becoming Lakeridge

■ Yes ■ No



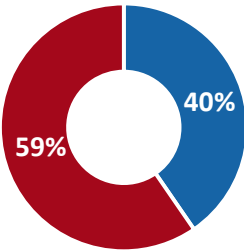
Oshawa

(n=152)



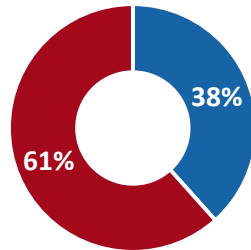
Clarington

(n=150)



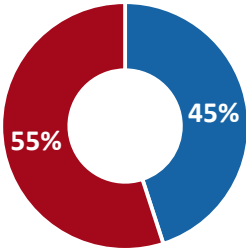
Port Perry/ Scugog

(n=150)



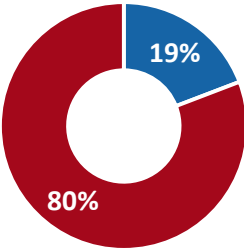
Whitby

(n=151)



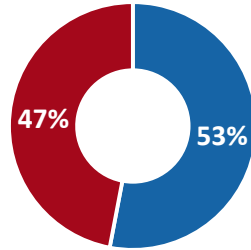
Brock

(n=151)



Ajax-Pickering

(n=151)



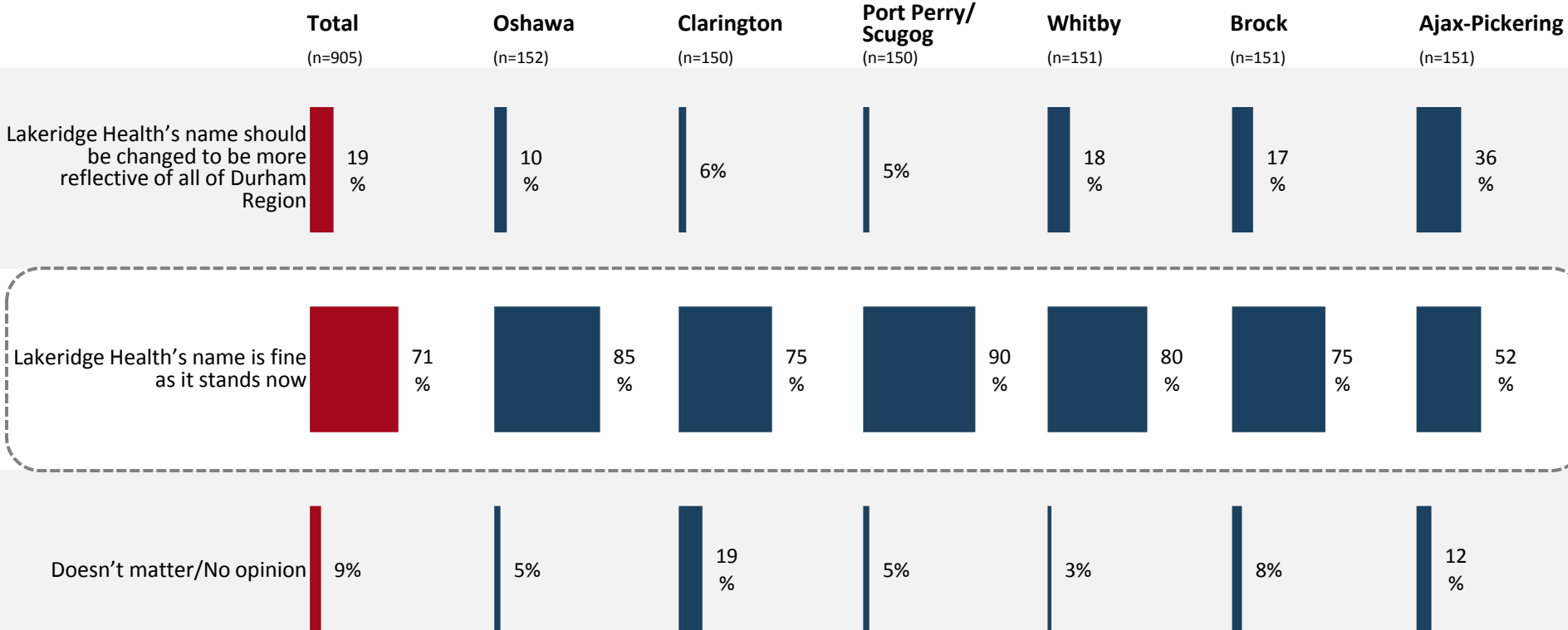
Q25: As of last year, the former Rouge Valley Ajax/Pickering Hospital became part of Lakeridge Health. Were you aware of this change?

Lakeridge Health Name – Should it Change?

One-third in Ajax-Pickering believe it should

The call for change was loudest in Ajax-Pickering, where just over a third felt that it should be changed. Among those in the 45-64-year-old age category, 28% felt that the name should change, compared to only half that percentage (14%) in both the youngest and the oldest age groups.

Name Reflective of Durham Region



Q26: Some people believe Lakeridge Health's name should be changed to be more reflective of all of Durham Region. Other people believe the name Lakeridge Health is fine as it is now. Which comes most closely to your belief?

Importance of Changing Name

Of those who want a change, two-thirds believe this is at least somewhat important

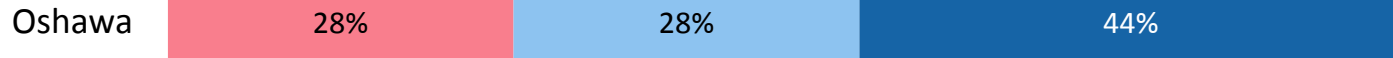
Importance of Name Change

■ Not at all important ■ Not very important ■ Somewhat important ■ Very important ■ No opinion

% Important % Important AMONG ALL



Region Residents



* CAUTION: small sample size

Base: Respondents Who Think Name Should Change Total (n=156), Oshawa (n=22*), Clarington (n=16*), Port Perry (n=8*), Whitby (n=34), Brock (n=25*), Ajax/ Pickering (n=51)

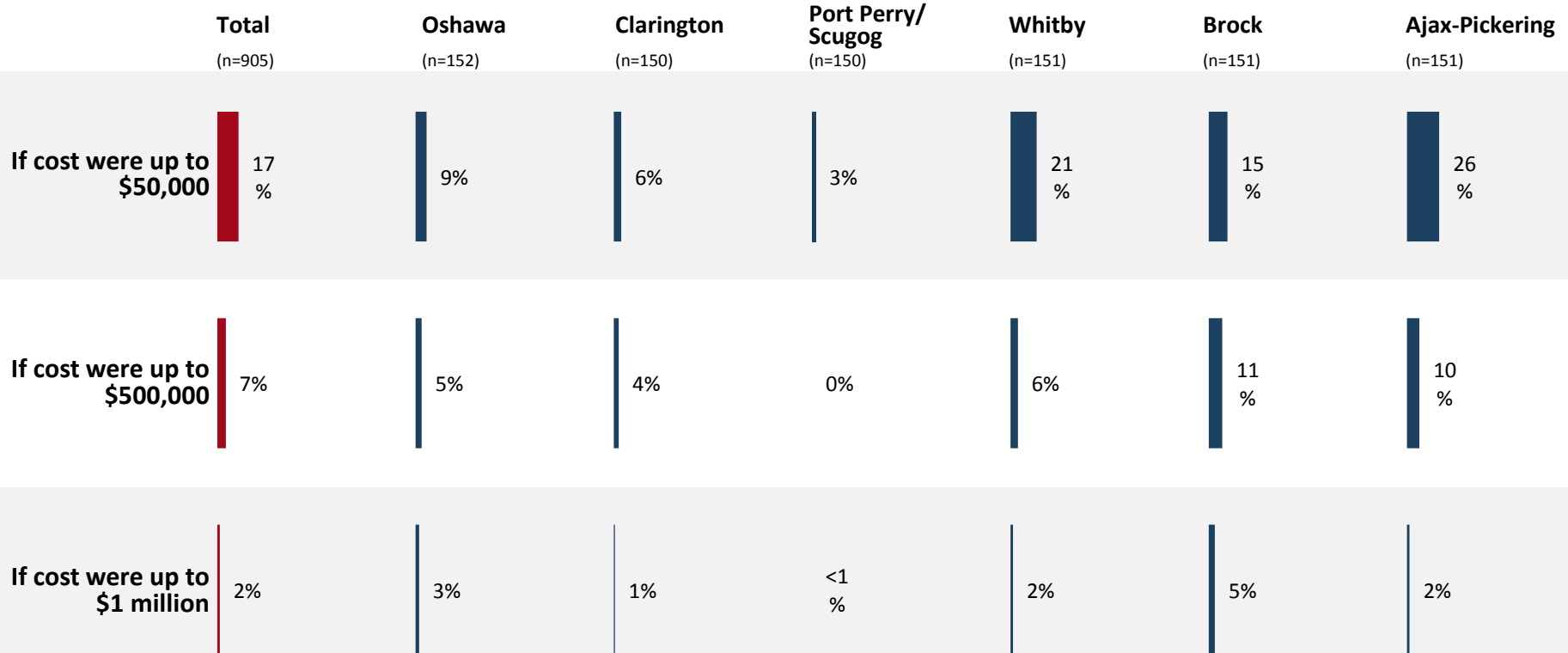
Q27: How important is it to you that Lakeridge Health change its name to be more reflective of all of Durham Region?

Name Change Cost

Is a non-issue when it comes with a price tag

While residents of Ajax-Pickering were significantly more likely than their neighbours in other areas to agree to a name change if it would cost up to \$50K, they were no more or less likely than average to believe a name change was warranted if costs would go up to half a million or 1 million dollars.

Name should change



Q28/29/30: If this name change were to cost up to \$50,000/\$500,000/\$1,000,000, do you think the name should be changed to be more reflective of Durham or should it stay as it is?

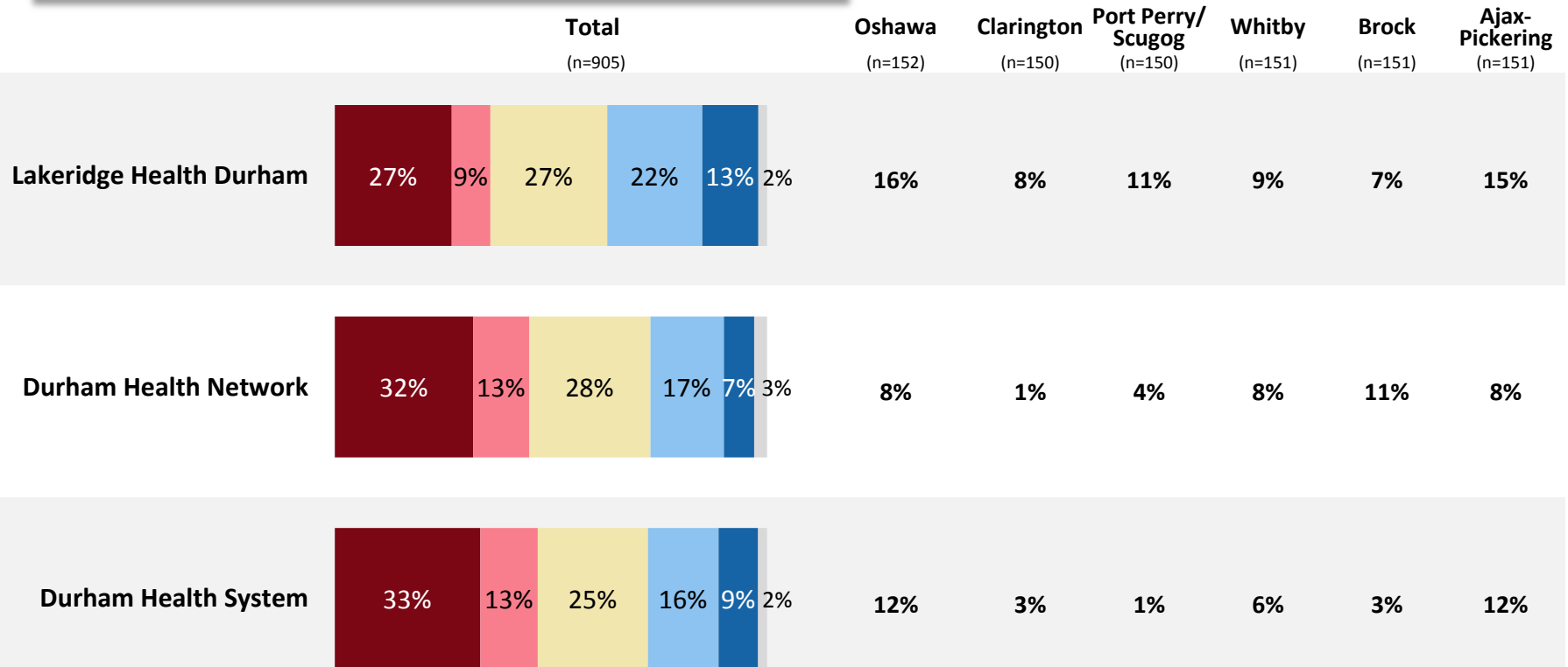
New Name Appeal

All new name choices not particularly appealing

For all names, the percentage of detractors (rating it 1-4, or not appealing) outnumbered supporters (rating it 7-8, or appealing.) Although still not garnering strong appeal, each name was somewhat better received in Ajax-Pickering compared to all other regions when looking at average scores.

■ 1-2 Not Appealing ■ 3-4 ■ 5-6 ■ 7-8 ■ 9-10 Appealing ■ Don't know

% Very Appealing (rated 9-10)



Q31A/B/C: If Lakeridge Health were to change its name, the following names are being considered. How appealing do you find each of the following names, based on a 10 point scale where 1 means 'not at all appealing' and 10 means 'very appealing.'

New Name Reflective of Durham Region

Some belief that each are reflective of Durham

Some slight regional variations can be seen, with residents of Whitby, Brock and Ajax-Pickering giving the name “Durham Health Network” a slight edge over “Lakeridge Health Durham” when looking at the percentage who say those names reflect the Durham region very well (9 or 10 out of ten).

■ 1-2 Does Not Reflect ■ 3-4 ■ 5-6 ■ 7-8 ■ 9-10 Reflects ■ Don't know

% Reflects Durham Region Very Well
(rated 9-10)

Total
(n=905)

Oshawa
(n=152)

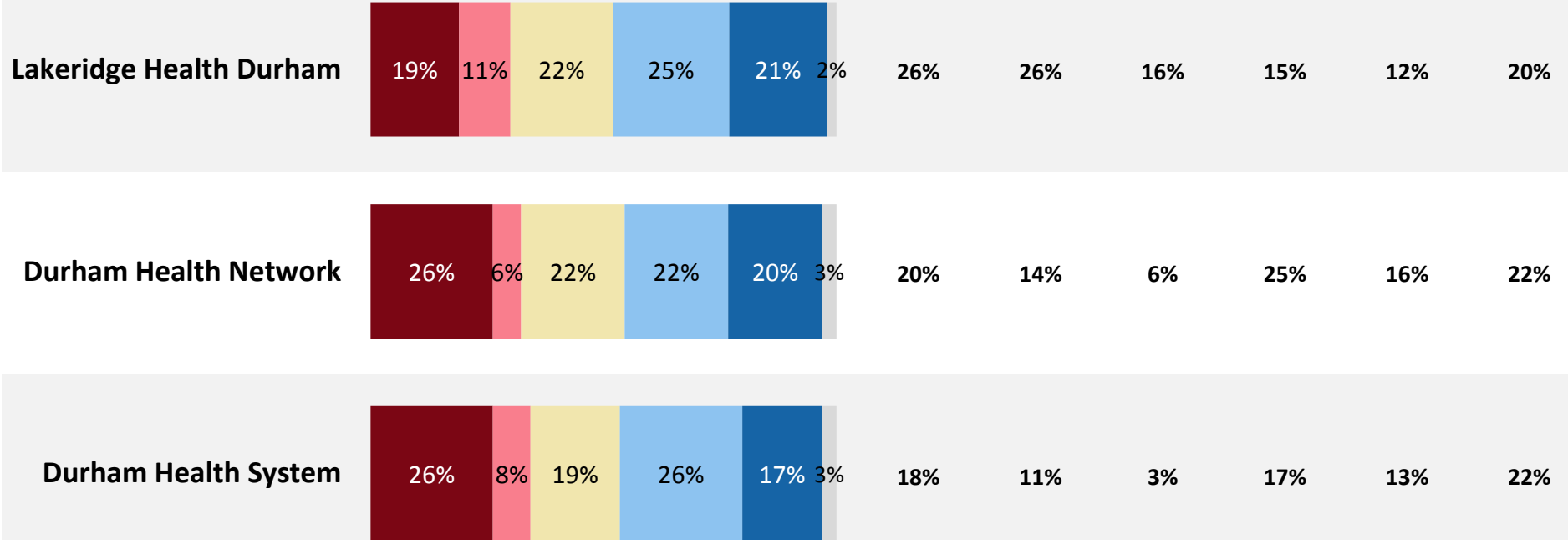
Clarington
(n=150)

**Port Perry/
Scugog**
(n=150)

Whitby
(n=151)

Brock
(n=151)

**Ajax-
Pickering**
(n=151)

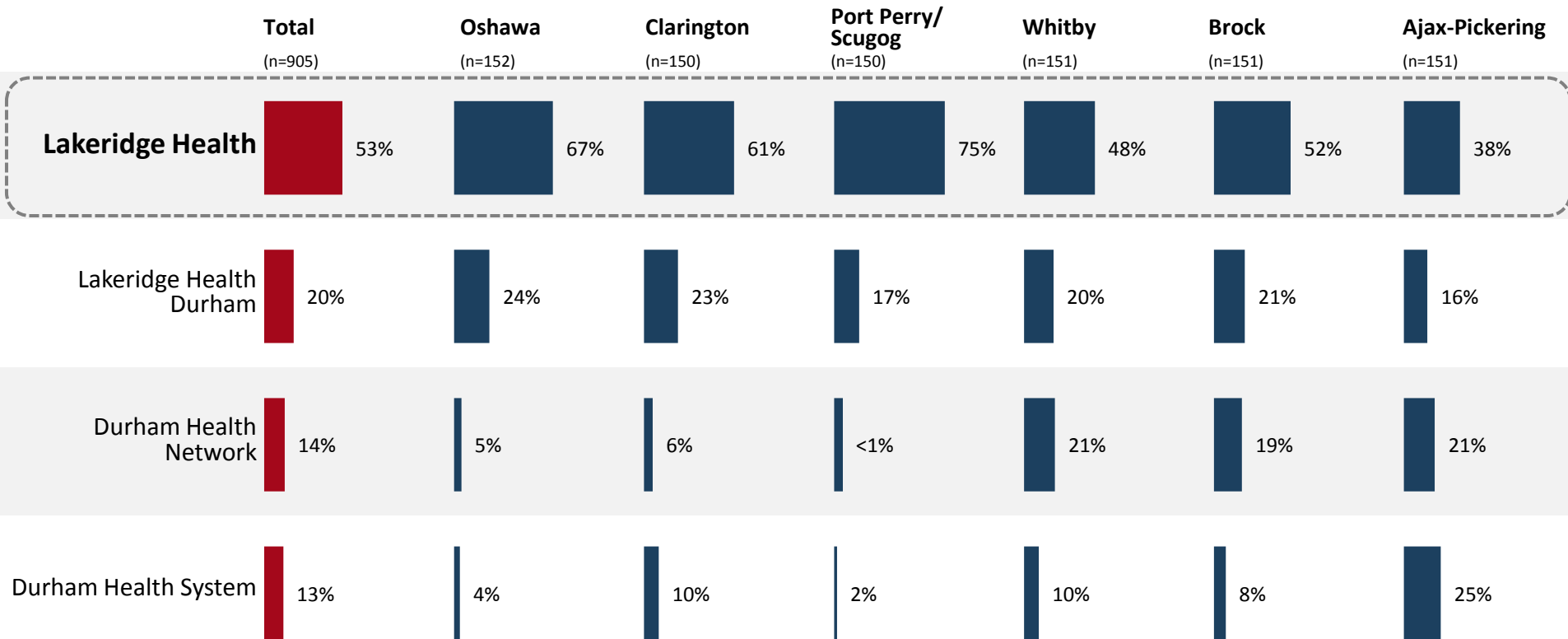


Q32A/B/C: And how well do you think these names reflect all of Durham Region, using a 10-point scale where 1 means 'does not reflect at all' and 10 means 'completely reflects'. - Lakeridge Health Durham

Name Preference Moving Forward

Lakeridge Health is the preferred name choice across all regions.

Name Preference



Q33: Which name would you prefer to be used, moving forward?

Summary of Results

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Key Findings: Local Hospital Visits

- **Lakeridge Health facilities are well known in its catchment area, with a majority naming it top of mind when asked to recall a hospital or health clinic in their community and four-in-ten naming a Lakeridge site as a place they have visited in the past three years.**
 - Residents of Ajax-Pickering are less likely to name Lakeridge top-of-mind.
- **When prompted, the Lakeridge Health name was familiar to virtually everyone in Oshawa, Port Perry, Clarington and Whitby with a small group in Ajax-Pickering and Brock having no awareness.**
- **Most residents associate Lakeridge with all of Durham region and recognized Lakeridge Health as servicing their community.**
 - There were some regional variations, with awareness of Lakeridge's catchment area being the highest in Oshawa and Whitby and lowest in Brock and Ajax-Pickering.

Key Findings: Lakeridge Health Name

- **Overall, just over half typically still refer to their community hospital by its previous name rather than its Lakeridge Health name.**
 - Lakeridge identity is less strong in Brock and Ajax-Pickering.
- **Just under half of residents in the region were aware that the Rouge Valley Ajax/Pickering Hospital had become part of Lakeridge Health.**
- **There is no great push to change the Lakeridge Health name; appetite is particularly low if costs associated with this change would be high.**
- **Neither of the three potential new names tested particularly strong when it comes to appeal or reflection of Durham region. That said, “Lakeridge Health Durham” did score highest (5.1 for appeal and 5.9 for reflecting Durham)**
- **When explicitly given the choice between the three proposed new names as well as the current Lakeridge Health name, the majority (53%) preferred the status quo while 20% preferred “Lakeridge Health Durham,” 14% “Durham Health Network” and 13% “Durham Health System.”**

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