



Canadians Care About Preventative Health

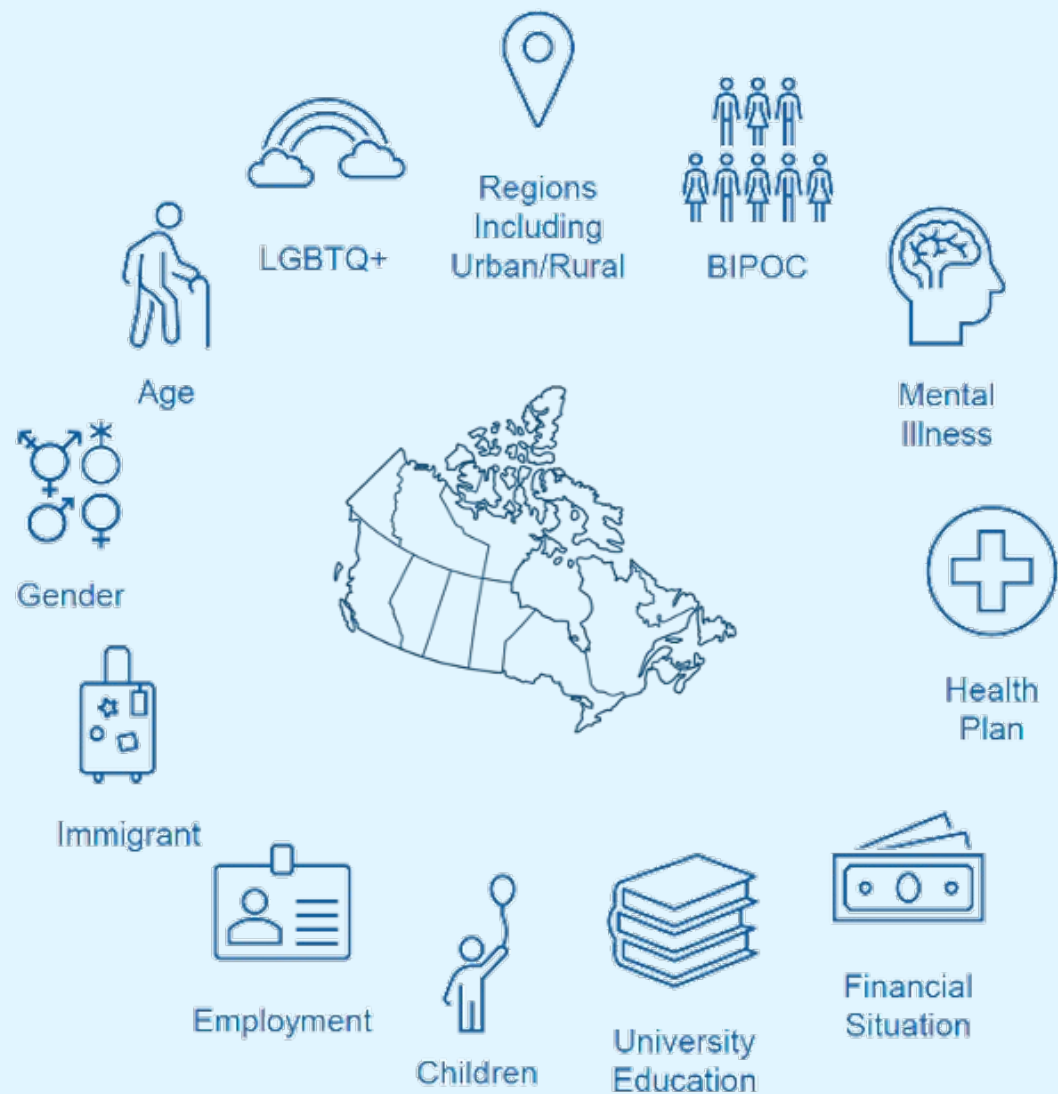
2024 Blue Cross
Health Study

Methodology

To create the 2024 Blue Cross Health Study, Research + Knowledge = Insight, an independent research company, conducted an online survey from April to July 2024.

The comprehensive sample for this survey includes 2,322 adult Canadians, including 12 key demographic measures (pictured to the right).

The study has a margin of error of plus or minus 2%, 19 times out of 20.

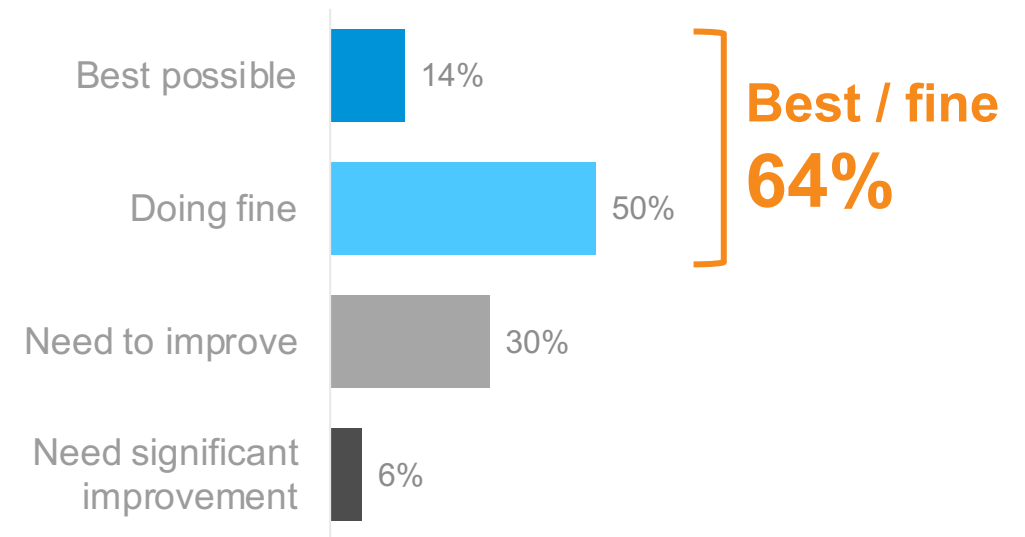




Most are in good health

Many Canadians describe their physical health as best possible or doing fine

Self-described physical health



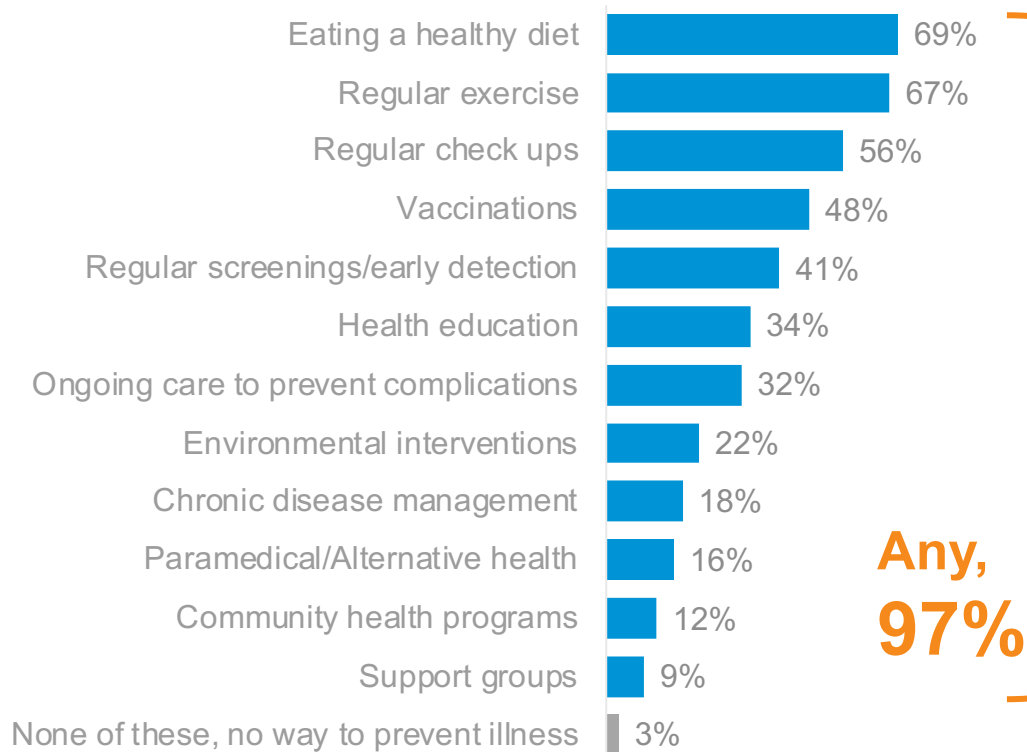
7. Thinking about the following, how would you describe your physical health all things considered?



We know how health works

Canadians are most likely to use diet and exercise as prevention tactics for staying healthy

Prevention tactics for staying healthy



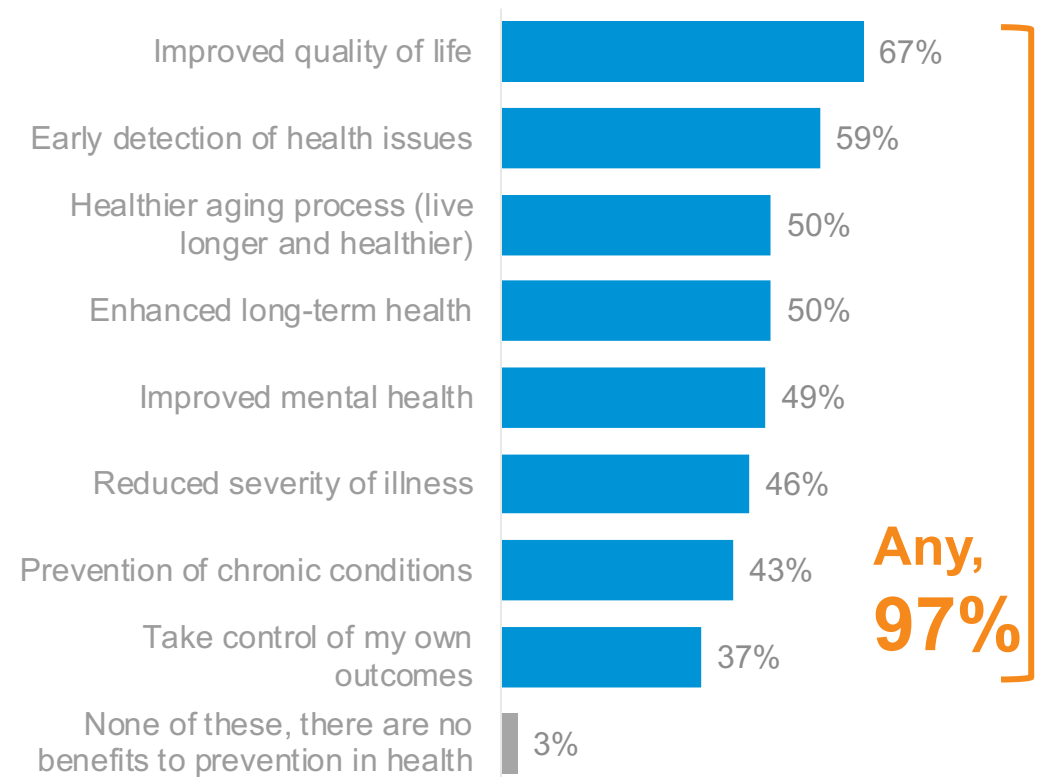
14. Which of the following prevention tactics do you feel are key to staying healthy?



Quality of life is our goal

Almost all Canadians believe there are benefits to preventive health strategies

Benefits of focusing on preventative strategies



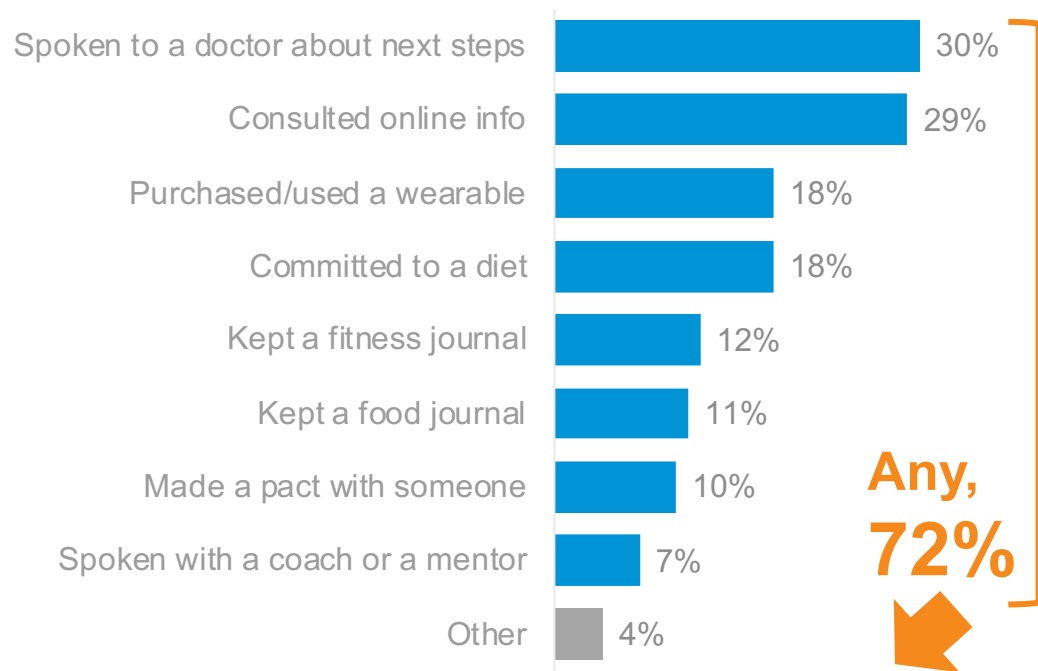
15. Thinking of your long-term health, what, if any, do you think are the main benefits of focusing on preventative health strategies?



We often try to be healthy

Canadians use many ways to improve their health

Health improvements tried in the past 12 months



Gen Z	Millennial	Gen X	Boomer
84%	79%	64%	64%



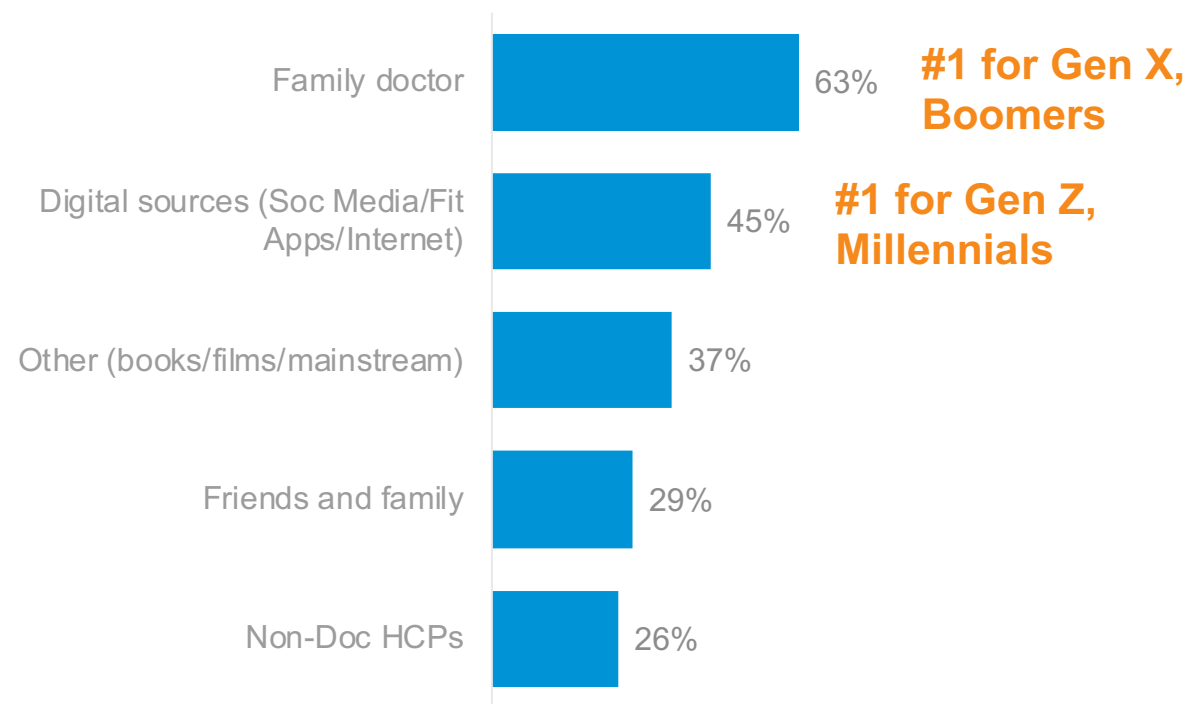
12. Which of the following health or fitness improvement approaches have you tried in the past 12 months?



Info sources are evolving

Doctors remain a key source of health information but younger Canadians prefer digital sources

Key source of health information



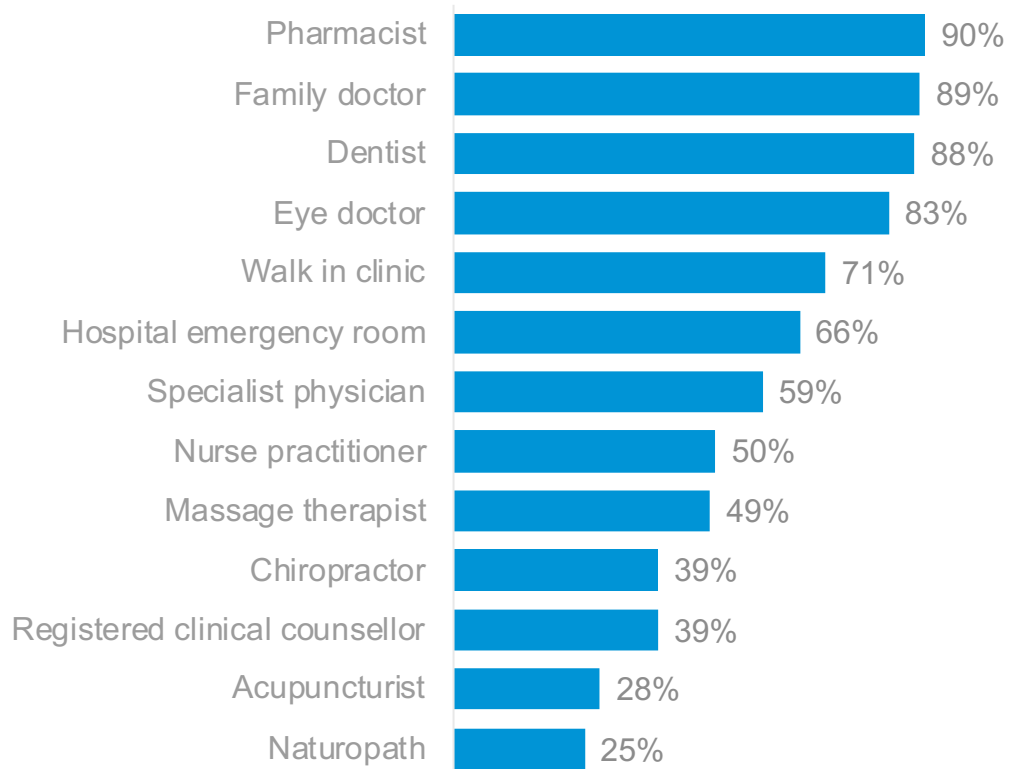
13. Which of the following are key sources of health information for you?



We consult professionals

Most Canadians have visited their pharmacist, doctor or dentist in the past 12 months

Health providers visited in past 12 months



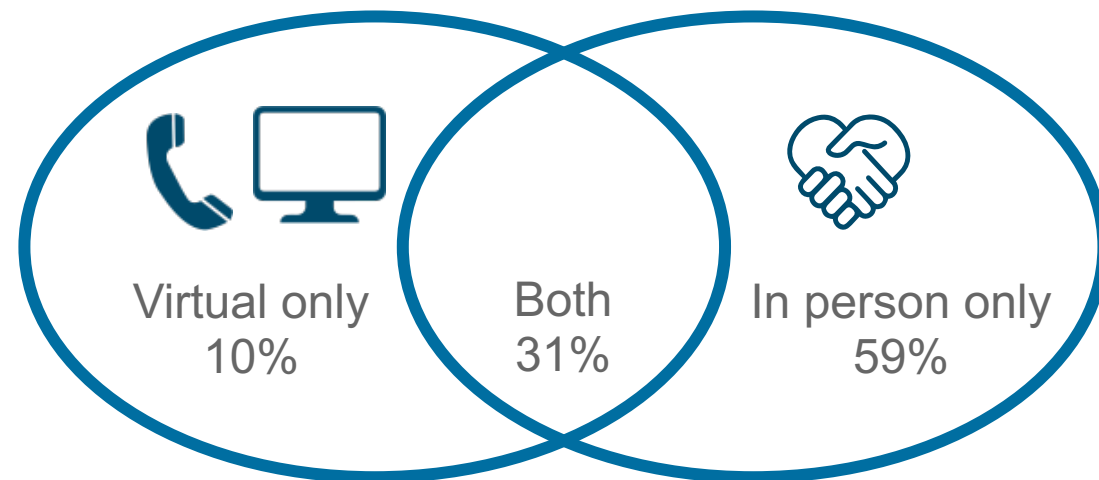
8. About how often have you visited or engaged with the following health providers in the past 12 months either virtually or in person?





Access type is changing

Most Canadians have accessed health services in the past 12 months, often in person



41% have had at least one video or phone appointment

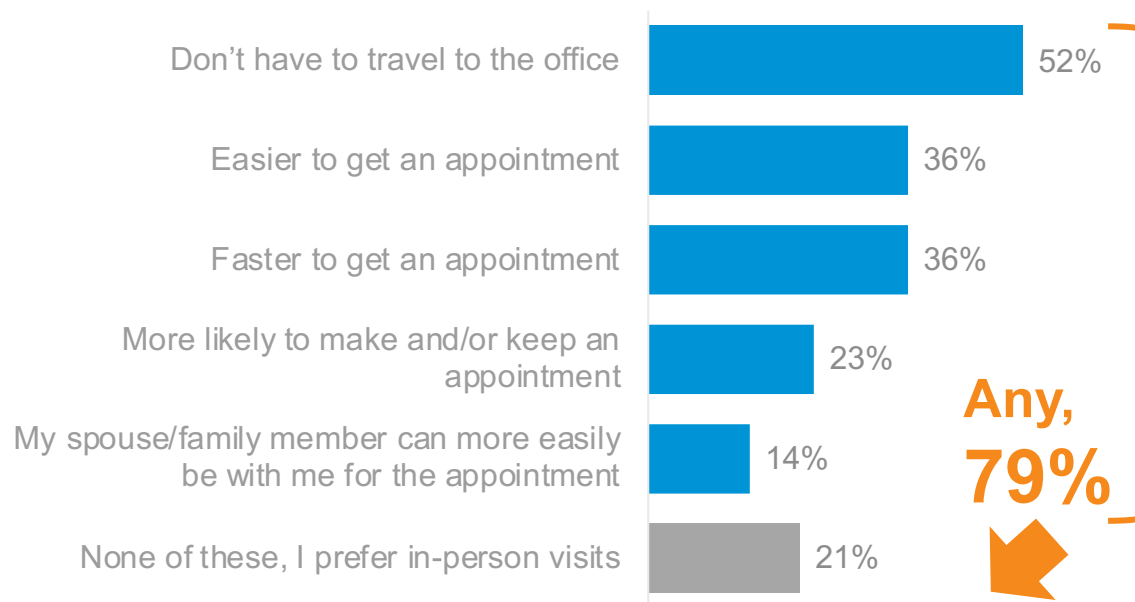
9. In the past 12 months, have you accessed health services in any of the following ways?



Benefits of virtual care

Most Canadians see the benefits of accessing health services via video/audio for convenience

Benefits of video or audio health access



Gen Z	Millennial	Gen X	Boomer
87%	88%	75%	67%



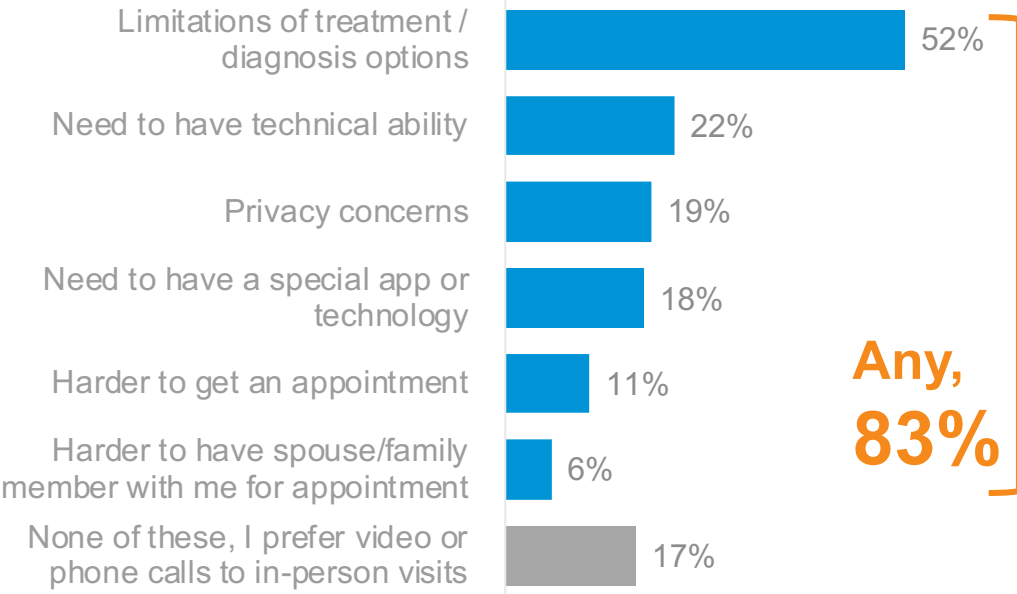
10. What are the benefits of accessing health services using video or audio phone calls?



Limitations of virtual care

While most Canadians perceive benefits to virtual care, there are access barriers to overcome

Barriers to virtual care



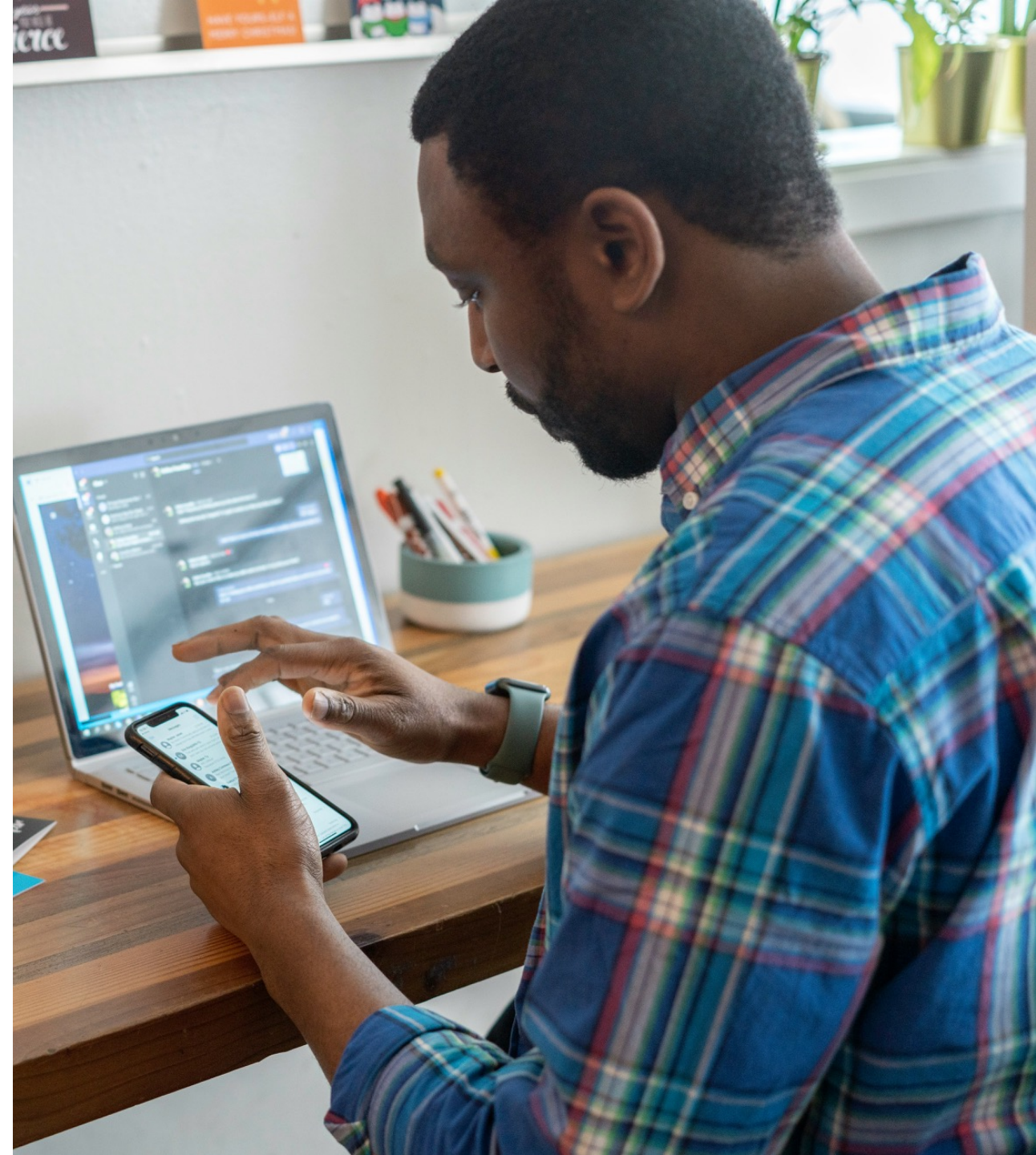
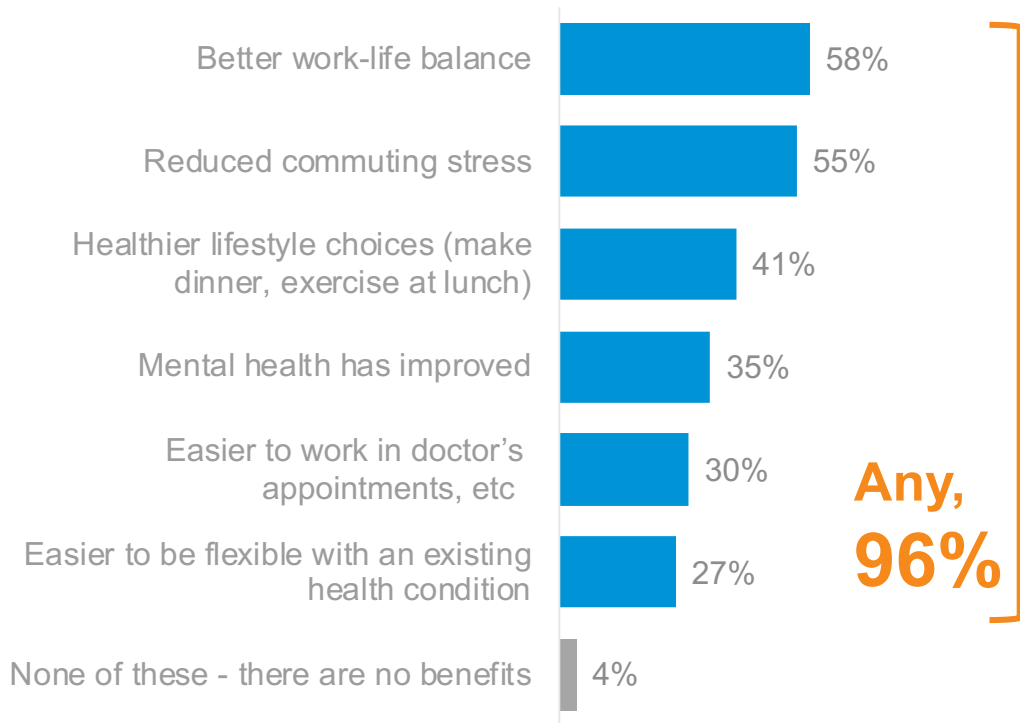
11. What are the barriers of accessing health services using video or audio phone calls?



WFH delivers on health

Almost all Canadians see benefits to working from home, especially better work-life balance and reducing commuting stress

Benefits of working from home



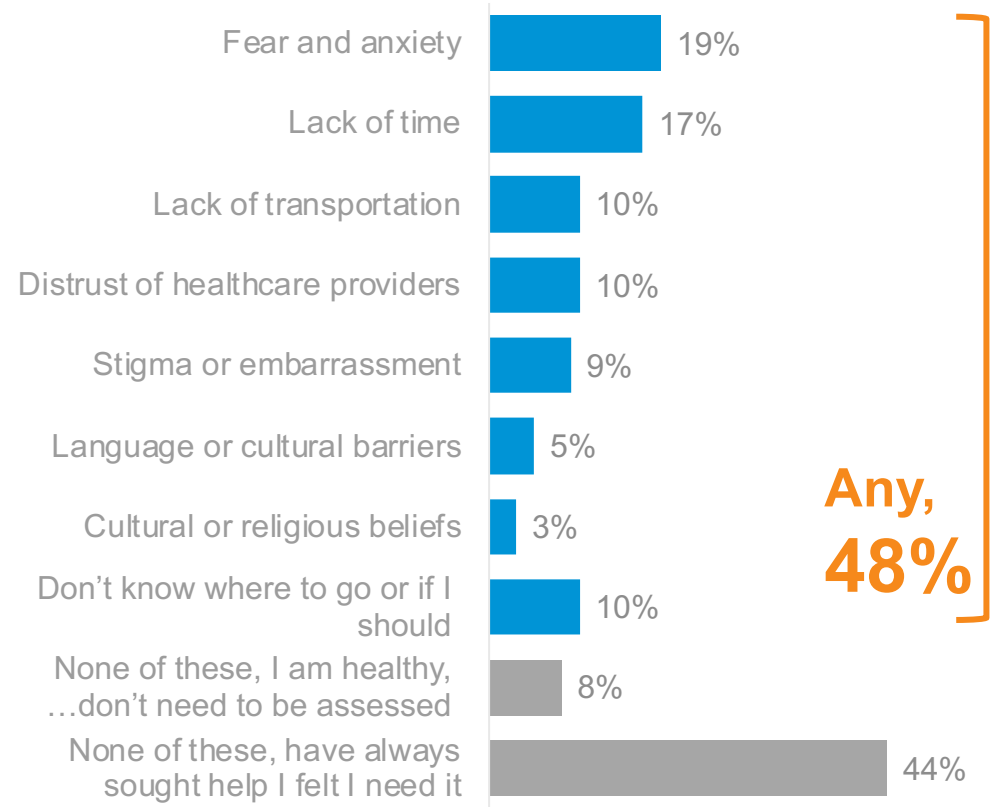
27. Which of the following benefits of working from home are key for you?
—Among those who currently work hybrid or home



Many don't get help

Many Canadians don't seek the help they need from health professionals due to perceived barriers

Reasons for not seeking health assistance



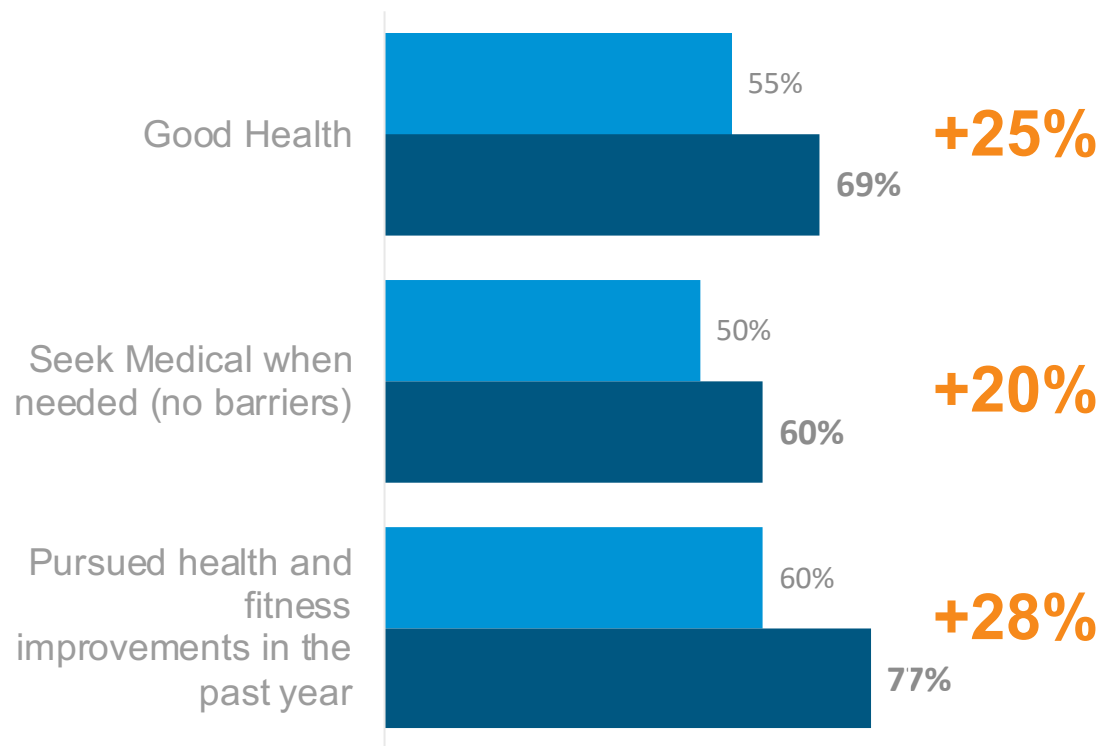
18. In the past 2 years have you not sought help from a health practitioner for any of the following reasons?



Health benefits deliver

Those with health benefits are more likely to seek care when needed and report better health

■ No Benefits ■ With Benefits



With benefit plans

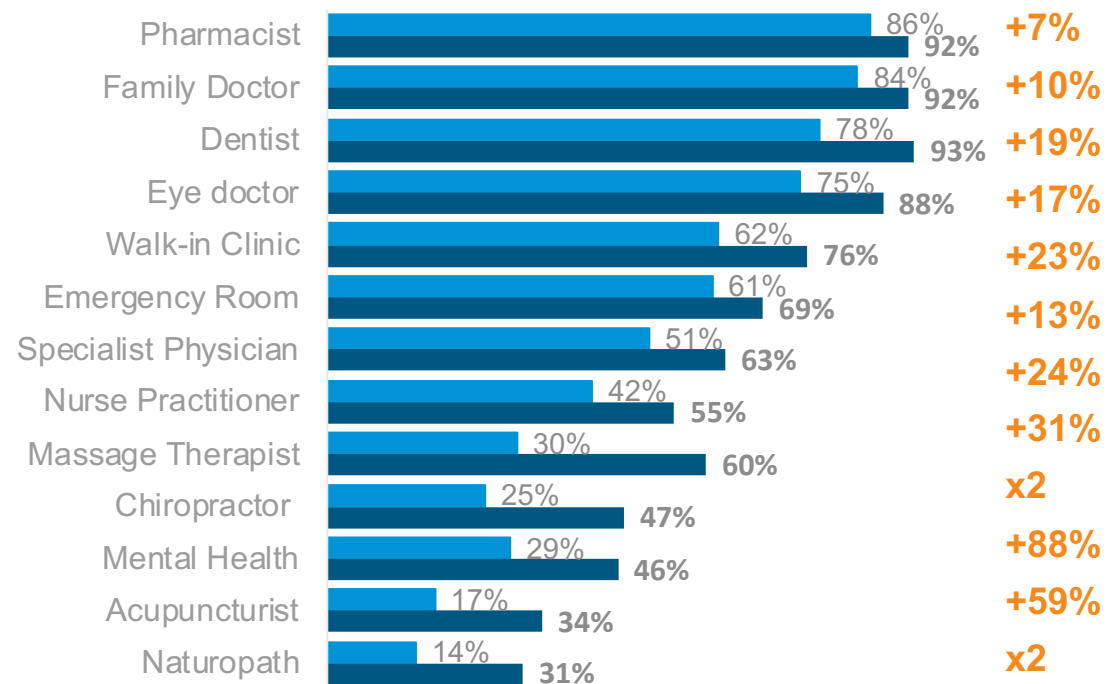




The benefits of benefits

Canadians with health benefits are more likely to seek care from health professionals

Visiting health providers



With benefit plans





2024 Blue Cross Health Study

For more information, please visit
BlueCross.ca/HealthStudy