



October 8, 2008

## Attitudes Toward Child Care

In September 2008, Environics Research was retained by Code Blue for Child Care to conduct a survey of Canadians' attitudes toward child care. Two questions were asked on a national poll, which was conducted among a sample of 1,000 respondents between September 24 and October 4, 2008.

Among the findings of the poll are:

- Three-quarters of Canadians (77%) think that the lack of affordable child care is a very (31%) or somewhat (46%) serious problem in Canada today. Just two in ten Canadians (19%) feel that this is not very (14%) or not at all (5%) serious.
- Across the country, the lack of affordable child care is seen as particularly serious in the Atlantic provinces (86%), British Columbia (85%), and Ontario (78%). Seventy percent (70%) of Quebec residents, and 75 percent of Prairie residents, see it as a serious problem. Outside Quebec, 80 percent say it is a serious problem.
- Although concern about the lack of affordable child care is higher among women (79%) concern is also high among men (75%). Among those with children under six, 84 percent say it is a serious problem.
- Conservative supporters are less inclined than other partisans to see the lack of affordable child care as serious, but over two-thirds (68%) agree. Among other party supporters, 83 percent of Liberals see it as serious, as do 93 percent of New Democrats, 76 percent of Green party supporters, and 80 percent of Bloc Quebecois supporters.
- On the second question, eight in ten Canadians (83%) think that governments have a very (35%) or somewhat (48%) important role to play in helping parents meet their child care needs. Just 15 percent think this is not very or not at all important.
- Across the country, a role for government is seen as especially important in British Columbia (90%), the Atlantic provinces (88%), and Quebec (85%). A total of 80 percent of Prairies residents, and 79 percent of Ontarians, see an important role for government.

- Women (85%) and lower-to-middle income Canadians show stronger support for a government role, but support is also high among men (80%) and in all income groups.
- Again, supporters of all political parties see an important role for governments in helping parents meet their child care needs, including Conservatives (75%), Liberals (88%), New Democrats (95%), Green Party supporters (81%), and Bloc Quebecois supporters (88%).

## Methodology

These results are taken from an Environics survey of 1,000 Canadians aged 18 and older, conducted in English and French between September 24 and October 4, 2008. On a national basis, these results are accurate to within +/-3.2 percentage points, in 95 out of 100 samples. The margins are larger for sub-samples of the total sample

Questions (English):

*There has been a lot of discussion recently about the issue of child care. How serious a problem do you believe the lack of affordable child care is in Canada today? Would you say this issue is a very serious, somewhat serious, not very serious, or not at all serious problem?*

*How important a role do you believe governments should play in helping parents meet their child care needs? Do you believe governments have a very important, somewhat important, not very important, or not at all important role in this way?*