

INSIGHTS WEST

Survey on Child Care in British Columbia for \$10aDay - March 5, 2015

As you may know, the federal government is planning to increase the monthly taxable Universal Child Care Benefit (UCCB) payment from \$100 to \$160. All things considered, how beneficial do you think this change would be for parents in Canada?

	British Columbia	Gender		Age			Region			Child Care?
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
Very beneficial	18%	21%	14%	19%	20%	15%	21%	13%	10%	23%
Moderately beneficial	44%	46%	41%	44%	44%	43%	38%	52%	55%	40%
Not too beneficial	25%	20%	30%	22%	25%	27%	26%	21%	23%	25%
Not beneficial at all	8%	8%	9%	5%	9%	10%	8%	10%	6%	11%
Not sure	6%	5%	6%	10%	3%	5%	6%	4%	5%	1%

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As you may know, the provincial government is planning to introduce a monthly \$55 tax credit next year for families with young children. All things considered, how beneficial do you think this change would be for parents in British Columbia?

	British Columbia	Gender		Age			Region			Child Care?
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
Very beneficial	14%	15%	12%	14%	14%	12%	17%	9%	8%	17%
Moderately beneficial	36%	36%	36%	41%	39%	30%	33%	45%	41%	36%
Not too beneficial	34%	34%	33%	32%	30%	38%	35%	26%	34%	32%
Not beneficial at all	11%	9%	13%	3%	13%	15%	10%	16%	10%	14%
Not sure	6%	6%	5%	11%	4%	5%	6%	4%	8%	2%

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As you may know, there is a proposal for child care that costs parents \$10/day, increases the number of available spaces and improves wages and training of early childhood educators. All things considered, how beneficial do you think this change would be for parents in British Columbia?

	British Columbia	Gender		Age			Region			Child Care?
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
Very beneficial	50%	52%	47%	48%	54%	47%	49%	52%	52%	58%
Moderately beneficial	32%	31%	32%	36%	28%	32%	34%	25%	30%	28%
Not too beneficial	7%	5%	10%	2%	8%	9%	6%	13%	6%	8%
Not beneficial at all	4%	3%	5%	2%	4%	5%	4%	4%	3%	2%
Not sure	7%	9%	6%	12%	5%	7%	7%	7%	9%	4%

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Thinking about the proposal for child care that costs parents \$10/day, increases the number of available spaces and improves wages and training of early childhood educators, do you agree or disagree with each of the following statements?

		British Columbia	Gender		Age			Region			Child Care?
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
I think this proposal is realistic	Strongly agree	23%	25%	21%	27%	20%	23%	23%	21%	23%	31%
	Moderately agree	38%	37%	39%	37%	35%	41%	36%	42%	42%	33%
	Moderately disagree	18%	18%	19%	15%	24%	15%	19%	18%	16%	19%
	Strongly disagree	12%	10%	15%	7%	12%	15%	13%	13%	8%	12%
	Not sure	9%	10%	7%	14%	8%	6%	9%	6%	11%	5%
I support this proposal	Strongly agree	38%	41%	35%	46%	37%	33%	39%	33%	39%	51%
	Moderately agree	36%	37%	36%	30%	38%	38%	35%	40%	35%	32%
	Moderately disagree	9%	7%	11%	7%	9%	10%	9%	7%	8%	6%
	Strongly disagree	8%	6%	11%	3%	8%	12%	8%	11%	5%	5%
	Not sure	9%	10%	8%	15%	7%	7%	8%	8%	13%	5%
I would consider voting for a political party that implemented this proposal	Strongly agree	28%	30%	26%	35%	29%	23%	29%	25%	27%	42%
	Moderately agree	35%	37%	33%	35%	34%	36%	34%	39%	37%	31%
	Moderately disagree	11%	8%	15%	7%	13%	12%	12%	11%	9%	9%
	Strongly disagree	11%	8%	14%	3%	11%	17%	11%	14%	9%	8%
	Not sure	14%	16%	13%	20%	13%	11%	14%	11%	19%	10%

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Which of these statements comes closest to your own point of view?

	British Columbia	Gender		Age			Region			Child Care?
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
It is better to provide cash for parents—they can make a decision on how to allocate the funds for their children	22%	20%	24%	23%	26%	16%	26%	19%	12%	28%
It is better to fund services—parents would have more opportunities to enroll their children in child care facilities	64%	66%	62%	62%	63%	67%	59%	73%	74%	58%
Not sure	14%	14%	14%	15%	11%	16%	15%	8%	15%	13%

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All things considered, do you agree or disagree with these statements?

		British Columbia	Gender		Age			Region			Child Care?
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Yes
Investing in child care would ultimately be more beneficial to other aspects of the economy, including health care	Strongly agree	34%	37%	29%	39%	31%	32%	35%	31%	30%	41%
	Moderately agree	38%	35%	41%	31%	44%	36%	38%	40%	34%	38%
	Moderately disagree	12%	10%	16%	11%	11%	15%	12%	11%	13%	9%
	Strongly disagree	6%	5%	7%	4%	7%	7%	6%	7%	5%	5%
	Not sure	10%	13%	7%	15%	7%	10%	8%	10%	17%	6%
More child care spaces would result in more tax revenue for the province	Strongly agree	25%	28%	22%	28%	24%	24%	27%	25%	19%	32%
	Moderately agree	38%	36%	40%	36%	40%	36%	36%	46%	38%	37%
	Moderately disagree	15%	10%	21%	8%	16%	18%	15%	10%	16%	12%
	Strongly disagree	5%	5%	6%	3%	6%	6%	5%	7%	3%	5%
	Not sure	18%	23%	12%	25%	14%	16%	17%	14%	23%	13%
Employers would benefit from investments in child care because parents would be more effective workers	Strongly agree	41%	45%	35%	45%	38%	39%	44%	34%	34%	47%
	Moderately agree	42%	41%	43%	39%	45%	42%	40%	47%	45%	44%
	Moderately disagree	9%	6%	13%	6%	9%	11%	9%	11%	9%	6%
	Strongly disagree	4%	3%	4%	3%	4%	4%	4%	3%	4%	2%
	Not sure	5%	4%	6%	7%	3%	4%	4%	4%	8%	2%
A properly developed provincial child care program would pay for itself—every dollar invested in child care would see a return to the province	Strongly agree	29%	33%	25%	34%	29%	27%	32%	27%	24%	37%
	Moderately agree	35%	37%	32%	38%	38%	29%	34%	38%	36%	37%
	Moderately disagree	15%	10%	20%	7%	15%	20%	14%	19%	14%	12%
	Strongly disagree	8%	5%	11%	2%	8%	12%	8%	9%	7%	6%
	Not sure	13%	15%	11%	19%	11%	12%	13%	7%	20%	7%