



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from May 9 to May 12, 2019, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

The current provincial government ran on a platform of implementing the \$10aDay Child Care Plan for more affordable parent fees, more spaces, and better wages and education for those who work in child care settings. Do you think the province should move more quickly to achieve these goals?

Definitely should /
Probably should – 76%
Definitely should not /
Probably should not – 15%
Not sure – 9%

British Columbians Support More Action on Child Care

Nine-in-ten consider the investments to build a quality affordable child care system as “very important” or “moderately important.”

Vancouver, BC [June 13, 2019] – In an online survey of a representative provincial sample, 76% of British Columbians think the province should move more quickly to achieve the established goals of more affordable parent fees, more spaces, and better wages and education for those who work in child care settings, a new Research Co. poll conducted on behalf of the [\\$10aDay Child Care Plan](#) has found.

When parents who currently have a child enrolled in child care were asked about their experience, 64% said the current government investments are having a positive impact on their situation.

There is still more to be done, as 70% of parents report that their return to work was delayed because of lack of access to child care.

“British Columbians of all ages, regions and political allegiances agree that children, parents and employers benefit when there’s access to quality affordable child care,” says Mario Canseco, President of Research Co.

Two thirds of British Columbians (66%) believe the provincial government should continue to put a priority on public funding for child care, to make it more affordable and available for families.

“Some parents are experiencing benefits of new investments in child care, but many families are still struggling when it comes to cost, finding a licensed space, and educators are still earning low wages—BC need further investments,” says Sharon Gregson, spokesperson for the \$10aDay Child Care Plan.

Across the province, almost two-in-five parents who currently have a child in child care (38%) say they waited at least five months before a space became available for their child. Three-in-four parents (76%) say the cost of child care has put a financial strain on their families.

Four-in-five British Columbians (81%) believe that, when child care is affordable and available to parents, more mothers work and pay taxes. An even larger proportion of residents (86%) agree with the notion that having children today costs a lot more than it did 40 years ago.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

About the \$10aDay Child Care Plan

Since 2011, supporters across the province have advanced the **\$10aDay Child Care Plan** as the solution to BC’s child care chaos calling for parent fees of no more than \$10aDay, access to licensed spaces for all families who choose child care, and fair wages for early childhood educators.

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