## Canadians' opinions on being able to have the number of children they want and childcare

## CARDUS Fertility Intentions Summary

submitted by Nanos to CARDUS, May 2016
(Submission 2016-815)

# Canadians would like to have more children than they are actually having 

On average Canadians report that they would like to have more than two children, but say that society is doing an average job of promoting having the desired number of children. They also note that the number one challenge to having the ideal number of children is cost.

- Half of Canadians say it is very important for their personal aspirations to have as many children as they want - Half of Canadians ( $50 \%$ ) feel that being able to have the number of children they want is very important to their personal aspirations. Twenty-two percent feel that this is of average importance., while twenty-three percent feel that being able to have the number of children they want is not at all important to their personal aspirations. Five percent are unsure. On average, Canadians rate the importance of having the desired number of children as 6.69 on a scale of 10 .
- Just over two fifths of Canadians think society is doing a very good job at promoting having the desired number of children - Canadians rate the job that society is doing in promoting being able to have the ideal number of children as 7.18 out of 10, on average. Just over four in ten Canadians (44\%) feel that society is doing a very good job at promoting being able to have the number of children they want, while $35 \%$ feel that society is doing an average job in this respect. Nine percent of Canadians feel that society is doing a poor job of promoting having the ideal number of children. Twelve percent are unsure.
- The majority of respondents have had children in the past - The majority of respondents (72\%) have had children in the past, while $11 \%$ are neither interested in having children nor had children. Seven percent of Canadians have no children and are interested currently. Six percent of Canadians have been interested in having children in the past, but have none currently. Three percent prefer not to answer.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th and May 3rd, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

# Canadians would like to have more children than they are actually having 

- The majority of respondents are satisfied with the number of children they have had - On average respondents have had 2.27 children. More than nine in ten Canadians with children are satisfied ( $77 \%$ ) or somewhat satisfied ( $16 \%$ ) with the number of children they have had. Four percent are somewhat dissatisfied, while two percent are dissatisfied with the number of children they have had. One percent are unsure.
- Canadians from different regions, with different ages and genders report wanting more than two children - Canadians reported ideally wanting 2.76 children on average.
- Many Canadians with children feel that the biggest challenge to having their ideal number of children is cost - A little less than one in three (29\%) Canadians with children feel that the number one challenge for them in terms of having the number of children they want is cost/affordability/their income. Seventeen percent say they have no challenges, while seven percent cite their age and six percent cite infertility/health issues.
- Canadians with children feel that the government should provide cash payments directly to parents to choose any form of childcare they deem best - A quarter (25\%) of Canadians with children feel that the government should provide cash payments directly to parents who could choose any form of childcare they deem best, including having a parent stay home, while $16 \%$ feel the government should change the tax system to provide all parents with a child tax deduction whether they work or stay at home. Fifteen percent feel that the government should provide subsidies to child care centres to improve quality and/or create more spaces and fifteen percent feel that the government should expand the public school system to include younger children so eventually childcare for children of all ages is included. Eleven percent feel that the government should provide targeted childcare funding exclusively for disadvantaged families. Eight percent don't know.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 28th and May 3rd, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

## Personal aspirations: Ideal number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, \mathrm{n}=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20

## Mean Score

6.69


| Subgroups | Mean Score |
| :--- | :--- |
| Atlantic (n=100) | 6.68 |
| Quebec ( $n=250$ ) | 7.09 |
| Ontario ( $n=300$ ) | 6.54 |
| Prairies ( $n=200$ ) | 6.89 |
| British Columbia (n=150) | 6.08 |
| Male (n=500) | 6.56 |
| Female (n=500) | 6.82 |
| 18 to $29(n=155)$ | 7.21 |
| 30 to $39(n=156)$ | 6.73 |
| 40 to $49(n=211)$ | 6.38 |
| 50 to $59(n=240)$ | 6.32 |
| 60 plus $(n=238)$ | 6.75 |

QUESTION - On a scale of 1 to 10 where 1 is not at all important and 10 is very important, how important are the following to your personal aspirations?

Being able to have the number of children you want

## Society promotes: Ideal number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, n=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

## Interest in having children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, \mathrm{n}=1000$, accurate 3.1 percentage points plus or minus, 19 times out of 20 .

| Neither Prefer not to <br> answer Have no children <br> but interested <br> interested in <br> currently   | Subgroups | Have had children in the past |
| :---: | :---: | :---: |
| nor had children | Atlantic ( $\mathrm{n}=100$ ) | 73.3\% |
| Have been | Quebec ( $\mathrm{n}=250$ ) | 75.1\% |
| having in the past | Ontario ( $\mathrm{n}=300$ ) | 70.9\% |
| but none currently | Prairies ( $\mathrm{n}=200$ ) | 76.0\% |
| 6\% | British Columbia ( $n=150$ ) | 65.3\% |
|  | Male ( $\mathrm{n}=500$ ) | 72.6\% |
| ( | Female ( $\mathrm{n}=500$ ) | 72.2\% |
|  | 18 to 29 ( $\mathrm{n}=155$ ) | 56.5\% |
|  | 30 to 39 ( $\mathrm{n}=156$ ) | 71.6\% |
| Have had children | 40 to 49 ( $n=211$ ) | 71.7\% |
| 72\% | 50 to $59(\mathrm{n}=240)$ | 80.5\% |
|  | 60 plus ( $\mathrm{n}=238$ ) | 81.2\% |

*Note: Charts may not add up to 100 due to rounding
QUESTION - Would you describe yourself as someone who in the past or currently is interested in having children? In these questions, when we refer to children we mean any children, including adopted and step-children.

## Number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016$, $\mathrm{n}=694$, accurate 3.7 percentage points plus or minus, 19 times out of 20 . [Have children only]

| Region | $\begin{aligned} & \text { Mean } \\ & (n=694) \end{aligned}$ | Age | $\begin{aligned} & \text { Mean } \\ & (n=694) \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| Atlantic Canada | 2.48 | 18 to 29 | 2.11 |
| Quebec | 2.11 | 30 to 39 | 2.14 |
| Ontario | 2.24 | 40 to 49 | 2.33 |
| Prairies | 2.44 | 50 to 59 | 2.40 |
| British Columbia | 2.21 | 60 plus | 2.30 |
| Total | 2.27 | Total | 2.27 |


| Gender | Mean <br> $(\mathbf{n}=694)$ |
| :---: | :---: |
| Male | 2.28 |
| Female | 2.26 |
| Total | 2.27 |

QUESTION - [If have children] How many children, if any, do you have? [OPEN-ENDED]

## Satisfaction with number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, \mathrm{n}=728$, accurate 3.7 percentage points plus or minus, 19 times out of 20. [Have children only]

Net Score
+86.1

*Note: Charts may not add up to 100 due to rounding

| Subgroups | Satisfied/ <br> Somewhat <br> satisfied |
| :--- | :---: |
| Atlantic (n=73) | $91.0 \%$ |
| Quebec (n=188) | $91.5 \%$ |
| Ontario (n=211) | $92.3 \%$ |
| Prairies (n=156) | $95.4 \%$ |
| British Columbia (n=100) | $93.2 \%$ |
| Male (n=371) | $92.5 \%$ |
| Female (n=357) | $92.9 \%$ |
| 18 to $29(n=84)$ | $90.9 \%$ |
| 30 to $39(n=112)$ | $88.7 \%$ |
| 40 to $49(n=150)$ | $93.7 \%$ |
| 50 to $59(n=190)$ | $93.4 \%$ |
| 60 plus $(n=192)$ | $95.1 \%$ |

QUESTION - [If have children] Thinking of the number of children you have, would you say that you are personally satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with that decision?

## Ideal number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, n=683$, accurate 3.8 percentage points plus or minus, 19 times out of 20 .

| Region | Mean <br> $(\mathrm{n}=683)$ |
| :---: | :---: |
| Atlantic Canada | 2.78 |
| Quebec | 2.62 |
| Ontario | 2.73 |
| Prairies | 3.06 |
| British Columbia | 2.65 |
| Total | 2.76 |


| Age | Mean <br> $(\mathbf{n}=683)$ |
| :---: | :---: |
| 18 to 29 | 2.96 |
| 30 to 39 | 2.70 |
| 40 to 49 | 3.01 |
| 50 to 59 | 2.62 |
| 60 plus | 2.61 |
| Total | 2.76 |


| Gender | Mean <br> $(\mathrm{n}=683)$ |
| :---: | :---: |
| Male | 2.81 |
| Female | 2.71 |
| Total | 2.76 |

QUESTION - [If have children] Ideally, how many children would you like to have or have had in your family? [OPEN-ENDED]

## Challenges to ideal number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May 3 rd 2016, $n=725$, accurate $3 . .7$ percentage points plus or minus, 19 times out of 20

| Reported number one challenge | Frequency <br> (n=725) |
| :---: | :---: |
| Cost/Affordability/My income | $29.2 \%$ |
| There are no challenges for me | My age |
| Infertility/health issues | $16.8 \%$ |
| I don't have enough time | $7.2 \%$ |
| I don't want any more children/have the amount that I want | Arranging for child care/daycare |

QUESTION - [If have children] What is the number one challenge, if any, for you personally in terms of having the number of children you want? [OPEN-ENDED]

## Government spending on childcare

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016, \mathrm{n}=727$, accurate 3.7 percentage points plus or minus, 19 times out of 20 .

|  | Frequency $(n=727)$ |
| :---: | :---: |
| Provide cash payments directly to parents who could choose any form of childcare they deem best, including having a parent stay at home and care for their children | 25.2\% |
| Change the tax system to provide all parents with a child tax deduction whether they work or stay at home | 16.3\% |
| Provide subsidies to child care centres to improve quality and/ or create more spaces | 15.3\% |
| Expand the public school system to include younger children so that eventually, childcare for children of all ages is included | 14.8\% |
| Return the money to all tax payers through reduced taxes | 11.3\% |
| Provide targeted childcare funding exclusively for disadvantaged families | 9.4\% |
| Don't know | 7.8\% |

QUESTION - [If have children] If the government should spend money to look after children, how should they do so? Please choose the option that is closest to your own point of view. [RANDOMIZE]
*See Methodology.

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Methodology

## Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April $28^{\text {th }}$ and May $3^{\text {rd }}, 2016$ as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

The research was commissioned by CARDUS.
Note: Charts may not add up to 100 due to rounding.
*This question was provided by Cardus to Nanos Research and originates from a 2013 survey conducted by Abingdon Research for the Institute of Marriage and Family Canada. Please see the following link for the full study: http://www.imfcanada.org/sites/default/files/monthly_release/DaycareDesiresMay2013.pdf.

## About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

## Nik Nanos FMRIA

Chairman, Nanos Research Group Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

## Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com

## Technical Note

| Element | Description | Element | Description |
| :---: | :---: | :---: | :---: |
| Organization who commissioned the research | CARDUS | Weighting of Data | The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure |
| Final Sample Size | 1000 Randomly selected individuals. | Screening | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data. |
| Margin of Error | $\pm 3.1$ percentage points, 19 times out of 20. | Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell lines could not participate. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey |  | By age and gender using the latest Census information (2014) and |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |  | Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
|  |  | Estimated Response Rate | 12 percent, consistent with industry norms. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography. | Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct | Question Content | This was module eight of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, the monarchy, interest in the leadership races of the NDP and Conservatives, as well as Canadians' impressions of public-private partnerships, race, and access to medicines. |
| Number of Calls | Maximum of five call backs. |  |  |
| Time of Calls | Individuals were called between $12-5: 30 \mathrm{pm}$ and 6:309:30pm local time for the respondent. | Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
|  |  | Survey Company | Nanos Research |
| Field Dates | April $28^{\text {th }}$ to May $3^{\text {rd }}, 2016$. | Contact | Contact Nanos Research for more information or with any concerns or questions. <br> http://www.nanosresearch.com <br> Telephone:(613) 234-4666 ext. <br> Email: info@nanosresearch.com. |
| Language of Survey | The survey was conducted in both English and French. |  |  |



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On a scale of 1 to 10 where 1 is not at all important and 10 is very important, how important are the following to your personal aspirations? [RANDOMIZE]

|  |  |  | Region |  |  |  |  |  | Gender |  | Age |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Canada 2016-04 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - Being able to have the number of children you want | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 155 | 156 | 211 | 240 | 238 |
|  |  | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 205 | 169 | 208 | 178 | 239 |
|  |  | Mean | 6.69 | 6.68 | 7.09 | 6.54 | 6.89 | 6.08 | 6.56 | 6.82 | 7.21 | 6.73 | 6.38 | 6.32 | 6.75 |
|  | Not at all important (1) | \% | 19.1 | 23.2 | 14.3 | 21.3 | 15.1 | 25.1 | 17.9 | 20.3 | 10.7 | 18.6 | 25.3 | 23.5 | 18.0 |
|  | 2 | \% | 1.2 | . 0 | 1.4 | 1.3 | 1.9 | . 8 | . 7 | 1.8 | . 6 | . 6 | 1.0 | . 8 | 2.8 |
|  | 3 | \% | 2.7 | . 0 | 3.4 | 2.3 | 4.1 | 2.0 | 3.9 | 1.4 | 4.9 | 3.0 | 1.0 | 3.2 | 1.5 |
|  | 4 | \% | 2.7 | 1.0 | 2.6 | 3.0 | 2.5 | 3.7 | 3.5 | 1.9 | 2.5 | 3.8 | 2.6 | 1.4 | 3.1 |
|  | 5 | \% | 7.8 | 8.3 | 7.3 | 6.9 | 8.8 | 9.0 | 9.6 | 6.1 | 9.3 | 6.9 | 6.0 | 10.0 | 7.2 |
|  | 6 | \% | 5.5 | 7.7 | 4.6 | 5.9 | 6.3 | 3.8 | 7.0 | 4.1 | 6.6 | 6.0 | 5.9 | 5.7 | 4.0 |
|  | 7 | \% | 6.4 | 2.5 | 5.8 | 5.5 | 6.3 | 12.2 | 7.4 | 5.4 | 5.3 | 8.6 | 5.7 | 5.5 | 7.2 |
|  | 8 | \% | 6.0 | 8.8 | 4.8 | 5.8 | 7.5 | 4.5 | 6.5 | 5.5 | 8.3 | 5.3 | 4.2 | 5.2 | 6.7 |
|  | 9 | \% | 7.3 | 6.9 | 12.4 | 6.2 | 5.1 | 4.4 | 7.0 | 7.6 | 10.8 | 7.3 | 6.3 | 7.1 | 5.5 |
|  | Very important (10) | \% | 36.7 | 37.8 | 37.3 | 36.8 | 39.7 | 31.1 | 33.4 | 40.0 | 36.6 | 37.2 | 37.0 | 34.2 | 38.1 |
|  | Unsure | \% | 4.5 | 3.9 | 6.2 | 4.9 | 2.8 | 3.3 | 3.0 | 5.9 | 4.5 | 2.8 | 4.9 | 3.5 | 6.0 |

[^0] $28^{\text {th }}$ and May $3^{\text {rd }}, 2016$. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20.
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On a scale of 1 to 10 where 1 is a very poor job and 10 is a very good job, how would you rate the job that we do as a society in promoting the following? [RANDOMIZE]

|  |  |  | Region |  |  |  |  |  | Gender |  | Age |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | $\begin{gathered} \text { Canada } \\ \text { 2016-04 } \end{gathered}$ | Atlantic <br> Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | $\begin{gathered} 18 \text { to } \\ 29 \end{gathered}$ | $\begin{gathered} 30 \text { to } \\ 39 \end{gathered}$ | $\begin{gathered} 40 \text { to } \\ 49 \end{gathered}$ | $\begin{gathered} 50 \text { to } \\ 59 \end{gathered}$ | 60 plus |
| Question - Being able to have the number of children you want | Total | Unwgt <br> N | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 155 | 156 | 211 | 240 | 238 |
|  |  | Wgt $N$ | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 205 | 169 | 208 | 178 | 239 |
|  |  | Mean | 7.18 | 7.14 | 6.80 | 7.26 | 7.53 | 7.16 | 7.12 | 7.24 | 6.95 | 7.05 | 7.09 | 7.47 | 7.34 |
|  | Very poor job <br> (1) | \% | 3.2 | 3.2 | 4.0 | 3.4 | 2.0 | 2.9 | 2.3 | 4.0 | 7.0 | 2.0 | 2.0 | 2.5 | 2.2 |
|  | 2 | \% | 2.2 | 4.6 | 2.5 | 1.2 | 2.2 | 2.0 | 2.8 | 1.6 | 3.5 | 3.1 | 1.4 | . 4 | 2.4 |
|  | 3 | \% | 3.7 | . 7 | 3.4 | 4.5 | 3.6 | 4.8 | 2.9 | 4.5 | 4.4 | 3.6 | 2.6 | 4.4 | 3.7 |
|  | 4 | \% | 3.2 | . 9 | 6.1 | 3.1 | 1.1 | 2.7 | 4.2 | 2.1 | 1.9 | 4.9 | 3.9 | 1.9 | 3.3 |
|  | 5 | \% | 10.9 | 15.8 | 10.7 | 11.1 | 10.4 | 8.5 | 14.2 | 7.6 | 7.1 | 10.2 | 16.6 | 10.5 | 10.2 |
|  | 6 | \% | 8.2 | 6.5 | 10.3 | 8.7 | 8.3 | 4.5 | 8.0 | 8.4 | 9.0 | 9.4 | 8.9 | 7.5 | 6.5 |
|  | 7 | \% | 12.7 | 15.7 | 12.4 | 11.9 | 12.0 | 13.5 | 11.3 | 14.1 | 15.7 | 12.3 | 11.0 | 12.6 | 11.8 |
|  | 8 | \% | 12.2 | 14.4 | 9.6 | 11.4 | 13.7 | 14.7 | 11.4 | 13.0 | 9.6 | 16.2 | 13.5 | 11.7 | 10.8 |
|  | 9 | \% | 8.0 | 9.1 | 9.1 | 7.8 | 8.2 | 5.4 | 7.6 | 8.3 | 5.1 | 7.6 | 7.7 | 9.2 | 10.0 |
|  | Very good job (10) | \% | 24.0 | 22.1 | 18.4 | 27.1 | 29.5 | 21.2 | 24.3 | 23.8 | 27.2 | 20.0 | 20.7 | 26.6 | 25.2 |
|  | Unsure | \% | 11.7 | 7.0 | 13.5 | 9.7 | 8.9 | 19.7 | 10.9 | 12.5 | 9.4 | 10.6 | 11.6 | 12.8 | 13.9 |

[^1] $28^{\text {th }}$ and May $3^{\text {rd }}, 2016$. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20.
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|  |  |  |  |  | Regio |  |  |  | Gen |  |  |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Canada 2016- <br> 04 | Atlantic <br> Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - Would you describe yourself as someone who in the past or currently is interested in having children? In these questions, when we refer to children we mean any children, including adopted and step-children. | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 155 | 156 | 211 | 240 | 238 |
|  |  | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 500 | 500 | 205 | 169 | 208 | 178 | 239 |
|  | Have no children but interested currently | \% | 6.9 | 4.8 | 9.9 | 6.6 | 4.2 | 7.6 | 8.3 | 5.6 | 22.1 | 8.9 | 2.0 | 2.7 | . 0 |
|  | Have had children in the past | \% | 72.4 | 73.3 | 75.1 | 70.9 | 76.0 | 65.3 | 72.6 | 72.2 | 56.5 | 71.6 | 71.7 | 80.5 | 81.2 |
|  | Have been interested in having in the past but none currently | \% | 6.2 | 3.7 | 6.0 | 5.5 | 4.3 | 12.5 | 5.3 | 7.2 | 6.6 | 4.5 | 9.4 | 5.0 | 5.3 |
|  | Neither interested in having children nor had children | \% | 11.4 | 11.8 | 6.9 | 14.1 | 11.7 | 12.8 | 11.3 | 11.5 | 13.3 | 11.6 | 14.1 | 8.8 | 9.2 |
|  | Prefer not to answer | \% | 3.1 | 6.3 | 2.2 | 2.9 | 3.7 | 1.9 | 2.5 | 3.6 | 1.5 | 3.4 | 2.9 | 3.1 | 4.3 |

 and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

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| * Region |  |  |
| :---: | :---: | :---: |
| Question - [If have children] How many children, if any, do you have? [Open-ended] |  |  |
| Region | Mean | N |
| Atlantic Canada | 2.4832 | 71 |
| Quebec | 2.1149 | 178 |
| Ontario | 2.2378 | 203 |
| Prairies | 2.4387 | 146 |
| British Columbia | 2.2125 | 96 |
| Total | 2.2701 | 694 |


| * Gender |  |  |
| :---: | :---: | :---: |
| Question - [If have children] How many children, if any, do you have? [Open-ended] |  |  |
| Gender | Mean | N |
| Male | 2.2791 | 346 |
| Female | 2.2612 | 348 |
| Total | 2.2701 | 694 |

[^2]
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|  |  |  | Region |  |  |  |  |  | Gender |  | Age |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Canada 2016- <br> 04 | Atlantic <br> Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - [If have children] Thinking of the number of children you have, would you say that you are personally satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with that decision? | Total | Unwgt N | 728 | 73 | 188 | 211 | 156 | 100 | 371 | 357 | 84 | 112 | 150 | 190 | 192 |
|  |  | Wgt $N$ | 724 | 73 | 188 | 213 | 152 | 98 | 363 | 361 | 116 | 121 | 149 | 143 | 194 |
|  | Satisfied | \% | 76.5 | 77.5 | 72.1 | 73.0 | 84.6 | 79.4 | 73.2 | 79.8 | 65.4 | 67.0 | 78.4 | 83.9 | 82.2 |
|  | Somewhat satisfied | \% | 16.2 | 13.5 | 19.4 | 19.3 | 10.8 | 13.8 | 19.3 | 13.1 | 25.5 | 21.7 | 15.3 | 9.5 | 12.9 |
|  | Somewhat dissatisfied | \% | 4.4 | 7.3 | 4.8 | 4.5 | 2.2 | 4.6 | 4.4 | 4.4 | 6.2 | 5.3 | 3.3 | 3.9 | 4.0 |
|  | Dissatisfied | \% | 2.2 | 1.6 | 3.0 | 2.6 | 1.2 | 2.1 | 2.5 | 2.0 | 1.8 | 4.9 | 3.1 | 1.7 | . 5 |
|  | Unsure | \% | . 6 | . 0 | . 7 | . 6 | 1.3 | . 0 | . 5 | . 7 | 1.1 | 1.0 | . 0 | 1.0 | . 4 |

 and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20 .

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| Question - Ideally, how many children would you like to have or have <br> had in your family? <br> [Open-ended] ${ }^{*}$ Region |  |  |
| :--- | :---: | :---: |
| Region | Mean | N |
| Atlantic Canada | 2.7813 | 72 |
| Quebec | 2.6162 | 174 |
| Ontario | 2.7311 | 199 |
| Prairies | 3.0551 | 144 |
| British Columbia | 2.6450 | 94 |
| Total | 2.7634 | 683 |

Question - Ideally, how many children would you like to
have or have had in your family? [Open-ended] * Age have or have had in your family? [Open-ended] * Age

| Age | Mean | N |
| :--- | :--- | :--- |
| 18 to 29 | 2.9561 | 107 |
| 30 to 39 | 2.7000 | 113 |
| 40 to 49 | 3.0132 | 141 |
| 50 to 59 | 2.6240 | 134 |
| 60 plus | 2.6039 | 188 |
| Total | 2.7634 | 683 |

[^3]
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| Question - Ideally, how many children would you like to <br> have or have had in your family? [Open-ended] <br> Gender |  |  |
| :--- | :--- | :--- |
| Gender | Mean | N |
| Male | 2.8140 | 347 |
| Female | 2.7114 | 337 |
| Total | 2.7634 | 683 |

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Question - What is the number one challenge, if any, for you personally in terms of having the number of children you want? [Open-ended]

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Valid | Cost/Affordability/My income | 212 | 21.2 | 29.2 | 29.2 |
|  | Unsure/no opinion | 146 | 14.6 | 20.2 | 49.4 |
|  | There are no challenges for me | 122 | 12.2 | 16.8 | 66.3 |
|  | My age | 52 | 5.2 | 7.2 | 73.5 |
|  | Infertility/health issues | 44 | 4.4 | 6.0 | 79.5 |
|  | I don't have enough time | 32 | 3.2 | 4.5 | 84.0 |
|  | I don't want any more children/have the amount I want | 27 | 2.7 | 3.7 | 87.6 |
|  | Arranging for child care/daycare | 22 | 2.2 | 3.1 | 90.7 |
|  | Ensuring they have a good education/a good future | 20 | 2.0 | 2.7 | 93.5 |
|  | I am not emotionally able to handle it | 13 | 1.3 | 1.8 | 95.3 |
|  | I am single/have not found the right partner | 10 | 1.0 | 1.4 | 96.7 |
|  | My spouse/partner doesn't want more | 9 | . 9 | 1.3 | 97.9 |
|  | Already have special needs child/children | 8 | . 8 | 1.1 | 99.1 |
|  | Other | 7 | . 7 | . 9 | 100.0 |
|  | Total | 725 | 72.5 | 100.0 |  |
| Missing | No answer | 275 | 27.5 |  |  |
| Total |  | 1000 | 100.0 |  |  |

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April $28^{\text {th }}$ and May $3^{\text {rd }}, 2016$. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is $\pm 3.1$ percentage points, 19 times out of 20.
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