# 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.

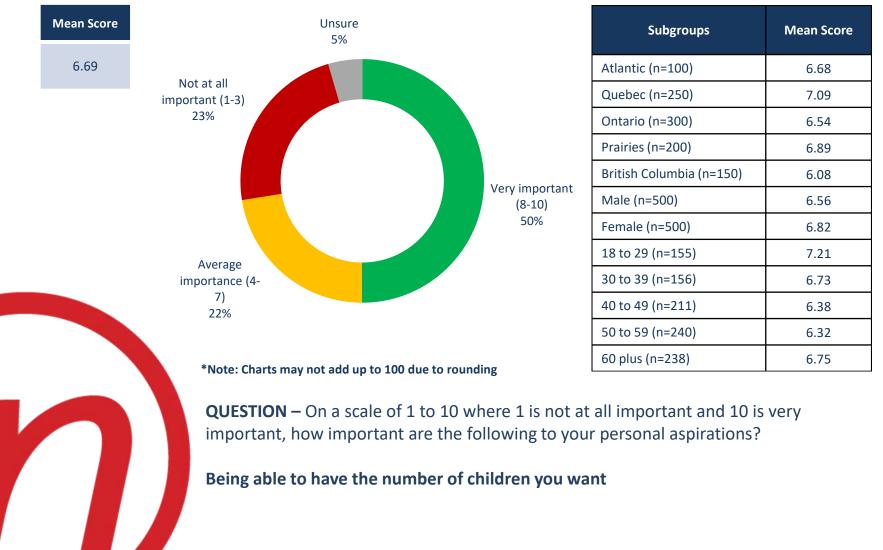
### Canadians would like to have more children than they are actually having

- 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.

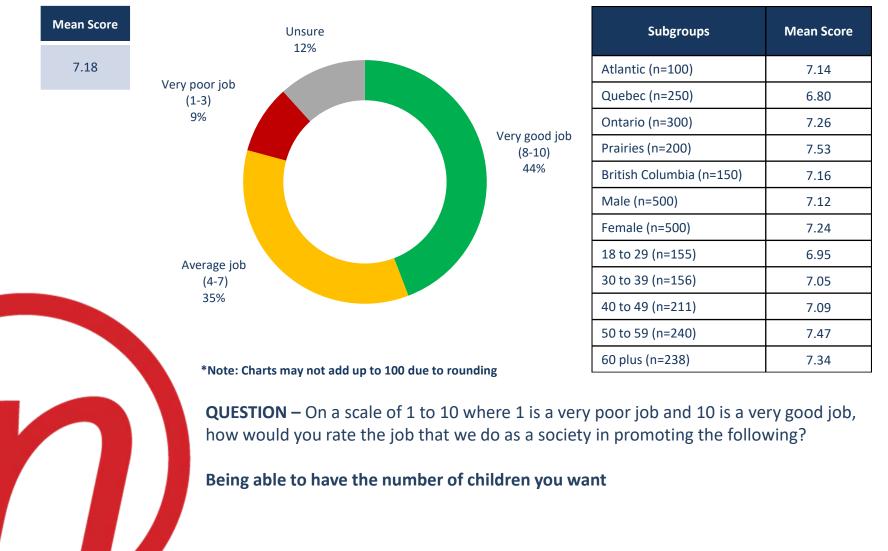
### Personal aspirations: Ideal number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 3<sup>rd</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



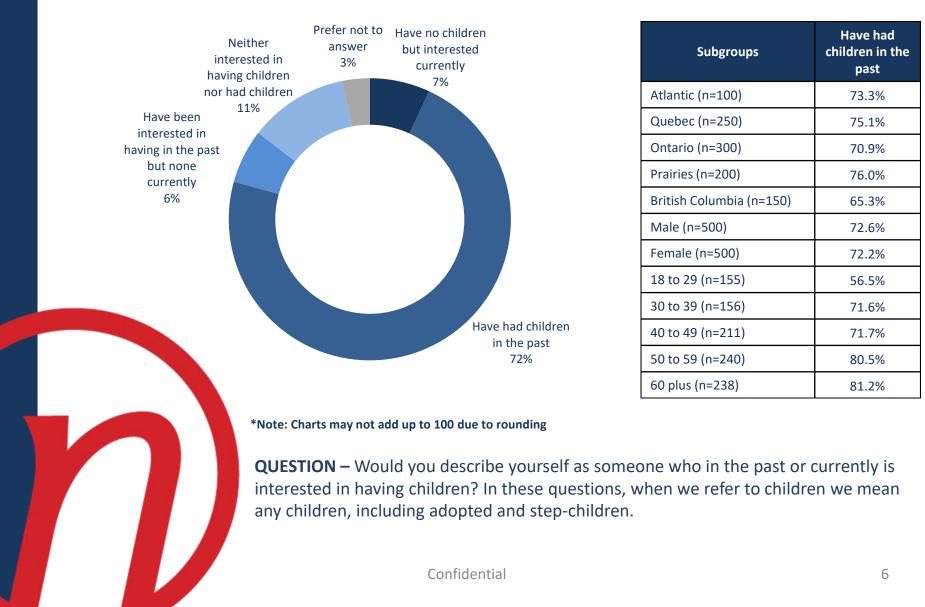
## Society promotes: Ideal number of children

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



# Number of children

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 3<sup>rd</sup>, 2016, n=694, accurate 3.7 percentage points plus or minus, 19 times out of 20. [Have children only]

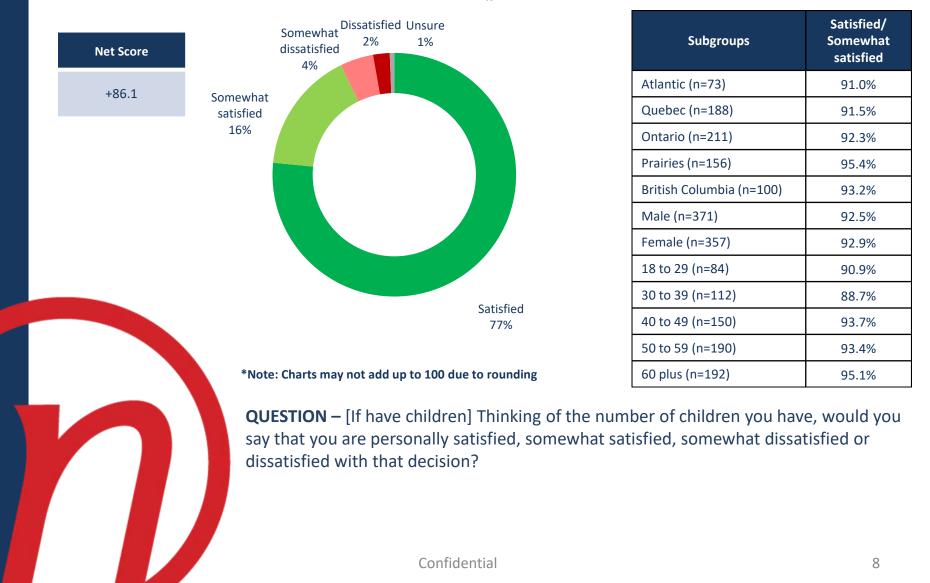
Region	Mean (n=694)	Age	Mean (n=694)
Atlantic Canada	2.48	18 to 29	2.11
Quebec	2.11	30 to 39	2.14
Ontario	2.24	40 to 49	2.33
Prairies	2.44	50 to 59	2.40
British Columbia	2.21	60 plus	2.30
Total	2.27	Total	2.27

Gender	Mean (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<sup>th</sup> to May 3<sup>rd</sup>, 2016, n=728, accurate 3.7 percentage points plus or minus, 19 times out of 20. [Have children only]



# Ideal number of children

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

Region	Mean (n=683)	Age	Mean (n=683)
Atlantic Canada	2.78	18 to 29	2.96
Quebec	2.62	30 to 39	2.70
Ontario	2.73	40 to 49	3.01
Prairies	3.06	50 to 59	2.62
British Columbia	2.65	60 plus	2.61
Total	2.76	Total	2.76

Gender	Mean (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 28th to May 3rd 2016, n= 725, accurate 3..7 percentage points plus or minus, 19 times out of 20.

Reported number one challenge	Frequency (n=725)
Cost/Affordability/My income	29.2%
There are no challenges for me	16.8%
My age	7.2%
Infertility/health issues	6.0%
I don't have enough time	4.5%
I don't want any more children/have the amount that I want	3.7%
Arranging for child care/daycare	3.1%
Ensuring they have a good education/good future	2.7%
I am not emotionally able to handle it	1.8%
I am single/have not found right partner	1.4%
My spouse/partner doesn't want more	1.3%
Already have special needs child/children	1.1%
Other	0.9%
Unsure/no opinion	20.2%

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] Confidential

# Government spending on childcare

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

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	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.



# 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<sup>th</sup> and May 3<sup>rd</sup>, 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.



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## **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				
Margin of Error	$\pm 3.1$ percentage points, 19 times out of 20.		ensure the integrity of the data.				
	RDD dual frame (land- and cell-lines) hybrid telephone	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.				
Mode of Survey	and online [omnibus] survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of				
Sampling Method Base	The sample included both land- and cell-lines RDD		Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.				
h0	(Random Digit Dialed) across Canada.	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.				
			This was module eight of an omnibus survey. The modules preceding these questions included top unprompted national				
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	issues of concern, vote preferences, the monarchy, interest in the leadership races of the NDP and Conservatives, as well as				
Number of Calls	Maximum of five call backs.		Canadians' impressions of public-private partnerships, race, and access to medicines.				
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.				
Time of Calls	9:30pm local time for the respondent.	Survey Company	Nanos Research				
Field Dates	April 28 <sup>th</sup> to May 3 <sup>rd</sup> , 2016.		Contact Nanos Research for more information or with any concerns or questions.				
Language of Survey	The survey was conducted in both English and French.	Contact	http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.				

# **Tabulations**

Confidential

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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]

					Regio	n			Ger	ıder			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	Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
you want		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

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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]

					Regio	n			Ger	nder			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	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 (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

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			_	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 - Would you describe yourself as	- Total	Unwgt N	1000	100	250	300	200	150	500	500	155	156	211	240	238
someone who in the past or currently is interested in having		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
children? In these questions, when we refer to children we	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
mean any children, including adopted and step-children.	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

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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

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#### \* Age

Question – [If have children] How many children, if any, do you have? [Open-ended]

Age	Mean	N
18 to 29	2.1092	107
30 to 39	2.1366	117
40 to 49	2.3348	147
50 to 59	2.3991	138
60 plus	2.3004	186
Total	2.2701	694

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			_		Region	I				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 - [If have children] Thinking of the	Total	Unwgt N	728	73	188	211	156	100	371	357	84	112	150	190	192
number of children you have, would you say that you are personally		Wgt N	724	73	188	213	152	98	363	361	116	121	149	143	194
satisfied, somewhat satisfied, somewhat	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
dissatisfied or dissatisfied with that decision?	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

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

Region	Mean	Ν
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

Age	Mean	N
	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

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

Gender	Mean	Ν
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<sup>th</sup> and May 3<sup>rd</sup>, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



			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 - [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]	Total	Unwgt N Wgt N	727 722	73 73	188 188	210 211	156 152	100 98	371 363	356 359	83 114	112 121	150 149	190 143	192 194
	Change the tax system to provide all parents with a child tax deduction whether they work or stay at home	%	16.3	15.7	15.4	16.8	19.4	12.2	18.7	13.8	22.4	20.8	15.2	14.7	11.7
	Provide subsidies to child care centres to improve quality and/ or create more spaces	%	15.3	18.6	18.3	14.1	10.3	17.2	12.4	18.2	12.9	11.5	10.2	18.8	20.3
	Provide cash payments directly to parents who could choose any form of childcare they deem best, including having a pare	%	25.2	26.5	29.0	22.8	24.3	23.6	24.2	26.3	31.3	29.7	27.2	18.5	22.2
	Expand the public school system to include younger children so that eventually, childcare for children of all ages is in	%	14.8	8.5	13.3	18.5	13.8	15.9	13.9	15.7	17.3	6.4	14.5	13.6	19.6
	Return the money to all tax payers through reduced taxes	%	11.3	9.3	10.8	11.0	17.2	5.1	15.7	6.8	7.4	18.0	14.5	13.0	5.6
	Provide targeted childcare funding exclusively for disadvantaged families	%	9.4	12.4	5.6	8.1	9.3	17.5	7.0	11.9	4.5	9.6	11.1	9.7	10.7
	Don't know	%	7.8	9.0	7.5	8.8	5.7	8.5	8.1	7.5	4.2	4.0	7.3	11.7	9.7

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