

Canadians more likely to prefer subsidized
childcare spaces over tax deductions for childcare
expenses.

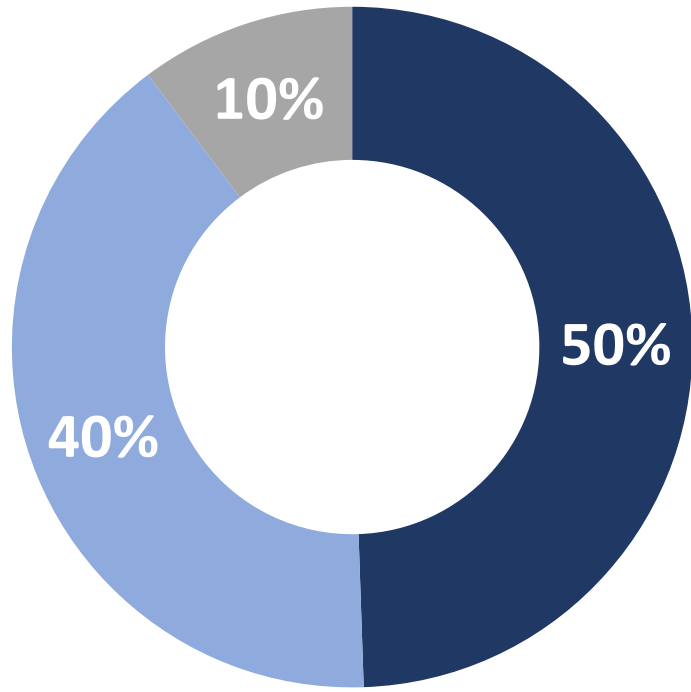
National survey released September, 2021
Submission 2021-1959/1960D

 NEWS

 THE GLOBE AND MAIL

 NANOS

Preferred childcare proposal



- The Liberal and NDP proposals for subsidized childcare spaces
- The Conservative proposal for a tax deduction on childcare expenses
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q

The Liberal Party and the NDP are both promising to create new subsidized childcare spaces at an average cost to parents of \$10. The Conservative Party says it would take a different approach, by converting the existing Child Care Expense deduction into a refundable tax credit that would cover up to 75 per cent of the cost of childcare for lower income families. Based on what you've heard so far during the campaign on childcare, do you prefer [ROTATE] the Liberal and NDP proposals for subsidized childcare spaces OR the Conservative proposal for a tax deduction on childcare expenses?

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Canadians are more likely to prefer subsidized childcare spaces (50%) proposed by the Liberal and NDP parties than tax deduction on childcare expenses (40%) proposed by the Conservative Party.

Residents from the Atlantic region are more likely to prefer the Liberal and NDP proposals for subsidized childcare space (62%) while residents from the Prairies prefer the Conservative proposal for a tax deduction on childcare expenses (55%).

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Preferred childcare proposal by demographics

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		Liberal and NDP Proposals				
	Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)	
	62.4%	55.9%	51.3%	33.9%	47.6%	
	Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)	
	46.1%	52.7%	55.8%	47.5%	46.8%	
		Conservative Proposal				
	Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)	
	31.5%	29.4%	40.8%	54.9%	42.2%	
	Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)	
	45.7%	35.1%	35.3%	41.8%	42.5%	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28th and 30th, 2021 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the Globe and Mail and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	CTV News and Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1029 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.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	16 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This was the only question asked on this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues, health care, the elections, and climate change policies.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	August 28 th to 30 th , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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ABOUT NANOS



TABULATIONS

2021-1959-1960 – CTV/Globe/Nanos Survey – August Omni - STAT SHEET – Childcare

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
The Liberal Party and the NDP are both promising to create new subsidized childcare spaces at an average cost to parents of \$10. The Conservative Party says it would take a different approach, by converting the existing Child Care Expense deduction into a refundable tax credit that would cover up to 75 per cent of the cost of childcare for lower income families. Based on what you've heard so far during the campaign on childcare, do you prefer [ROTATE] the Liberal and NDP proposals for subsidized childcare spaces or the Conservative proposal for a tax deduction on childcare expenses?	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	The Liberal and NDP proposals for subsidized childcare spaces	%	49.5	62.4	55.9	51.3	33.9	47.6	46.1	52.7	55.8	47.5	46.8
	The Conservative proposal for a tax deduction on childcare expenses	%	40.3	31.5	29.4	40.8	54.9	42.2	45.7	35.1	35.3	41.8	42.5
	Unsure	%	10.2	6.1	14.7	7.8	11.2	10.3	8.2	12.2	9.0	10.7	10.7