



MEDIA RELEASE

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Poll Shows Huge Public Support for Child Care in Manitoba

Child care continues to be a very high priority for Manitobans, according to a Probe Research poll, September 2016. Three in four surveyed (75%) agree a universal child care system, where every child who needs a space gets one, ought to be a priority of the new Progressive Conservative government, with 22% agreeing it should be top priority. A majority of Manitobans (58%) agree they are willing to pay a little more in taxes for a universal child care system. As of September 30, 2016 there are 15,273 children on the online child care registry waiting list.

Other findings from the public survey on child care include:

- More than 80% of Manitobans agree the lack of child care is a serious issue
- 75% agree early childhood educators should be paid more
- 75% think child care in Manitoba is too expensive for many parents
- 64% agree child care should be part of the education system
- Only 11% think it's easy to find child care in Manitoba
- Winnipeg residents and those with a child in child care prefer child care centres; rural residents and middle aged men prefer home based child care

“The public survey confirms that quality, affordable child care is very important to Manitobans, said April Kalyniuk, MCCA President. “With pre-budget consultations now underway in our province, we will be reporting to government that child care must be a priority in the 2017 budget” she continued.

The last time the public was consulted on child care was in 2001, when over 23,000 Manitobans signed on in support of the vision for a “*universal, accessible, affordable, quality*” child care system. To evaluate current public opinion on child care, MCCA hired Probe Research to design and conduct the province wide Omnibus poll via telephone interviews between September 13 and September 26, 2016 among a random and representative sampling of 1,000 adults residing in Manitoba. The results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed.

Probe Research is completing three additional surveys for MCCA including a survey of parents with children currently enrolled in licensed child care, a survey of the child care workforce, and a poll of business leaders to gather information about how child care availability affects the workplace. Results will be made available in the coming weeks.

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