

Public Perceptions of Child Care in Manitoba

Prepared for

Manitoba Child Care Association

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RESEARCH INC.

...for what you need to know.

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1.0 RESEARCH METHODOLOGY AND BACKGROUND

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between Sept. 13 and Sept. 26, 2016 among a random and representative sampling of 1,000 adults residing in Manitoba.

With a sample of 1,000 one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing covering both landline and wireless numbers was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

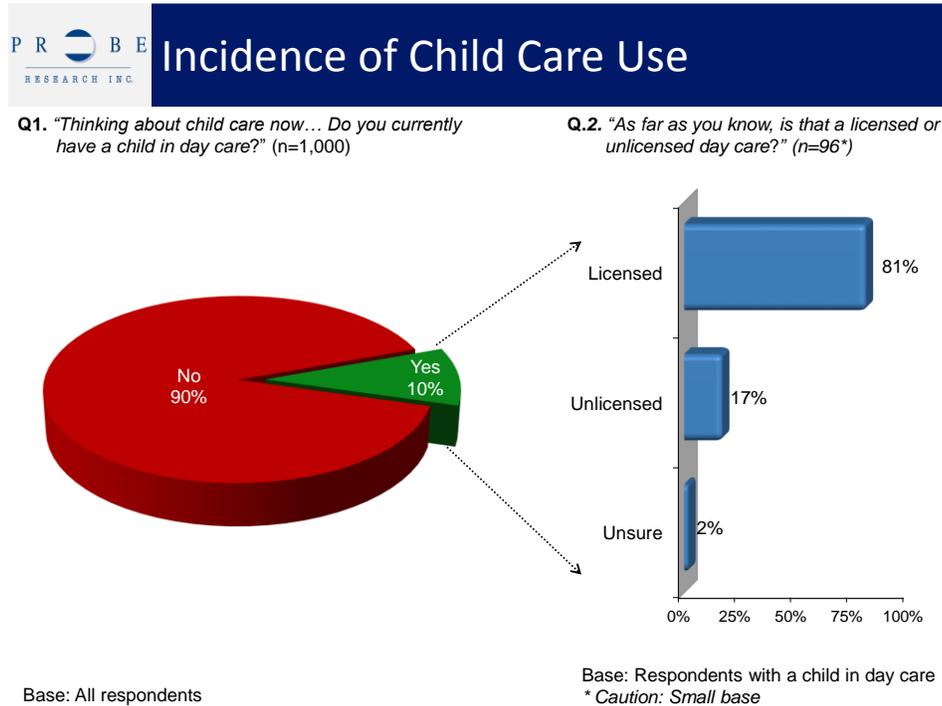
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2.0 RESEARCH RESULTS

2.1 Incidence of Child Care Use

Respondents throughout Manitoba were asked whether they have a child in “day care”, and whether that “day care” was licensed or unlicensed. As shown below, one in ten Manitobans has a child in child care, and the overwhelming majority (81%) say their facility is licensed.

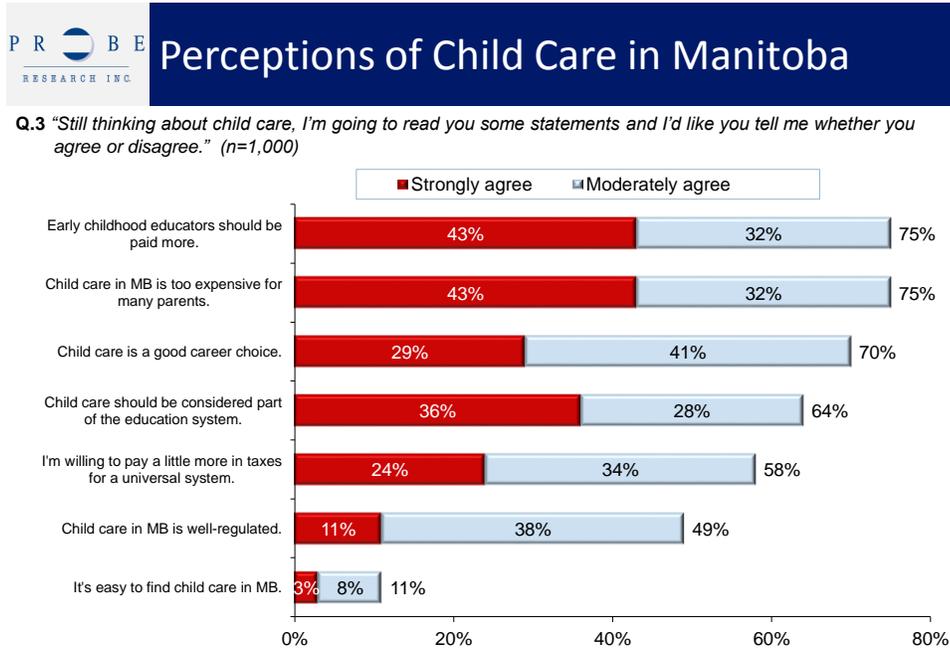


Notable variations among respondents include:

- Middle-aged respondents aged 35 to 54 were more likely to report having a child in child care (17%) compared to younger respondents aged 18 to 34 (9%).
- Residents with annual household incomes over \$100,000 were also more likely to report having a child in child care (17%) compared with those in households with incomes less than \$30,000 (4%).
- With such a small sample size of respondent using child care, it’s difficult to offer many statistically significant observations about the type of child care used. However, parents in rural Manitoba were more likely to report using licensed child care (91%) compared to those in Winnipeg (75%). And, younger parents, those aged 18 to 34, were also more likely to report using licensed child care (91%) compared to middle-aged parents, those aged 35 to 54 (77%).

2.2 Perceptions of Child Care in Manitoba

Respondents throughout Manitoba were presented with seven statements, in random order, about the current state of child care and about possible changes to child care policy. Respondents were asked in each case to specify if they agree or disagree.



Base: Manitoba adults aged 18 years and over.

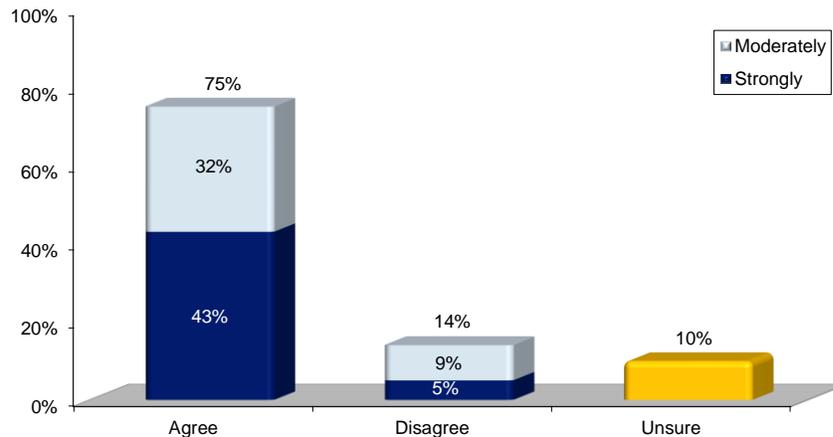
A detailed examination of each statement is presented in the sections that follow.

2.2.1 Public Perception of Staff Remuneration

The following graph shows that the overwhelming majority of Manitobans (75%) believe early childhood educators should be paid more. Most respondents, 43 per cent, agreed strongly, indicating a significant intensity of feeling on the part of Manitobans.

Views on Pay of Early Childhood Educators

Q3a. "...Early childhood educators should be paid more." (n=1,000)



Base: All respondents

Notable variations among respondents include:

- Winnipeg respondents were more likely to agree ECEs should be paid more (81%) than rural residents (67%).
- Women were more likely to agree (82%) than men (69%). Younger women, those aged 18 to 34, were significantly more likely to agree (88%).
- The gender gap was even wider among female caregivers (87% agree) and male caregivers (74% agree).
- Respondents with some post-secondary education were more likely to agree (80%) than respondents with high school credentials or less (70%).
- Respondents with a child in child care were significantly more likely to agree (95%) than respondents who do not use child care (74%).
- Respondents who favour more centre-based child care were more likely to agree (87%) than those who favour more home-based facilities (69%).

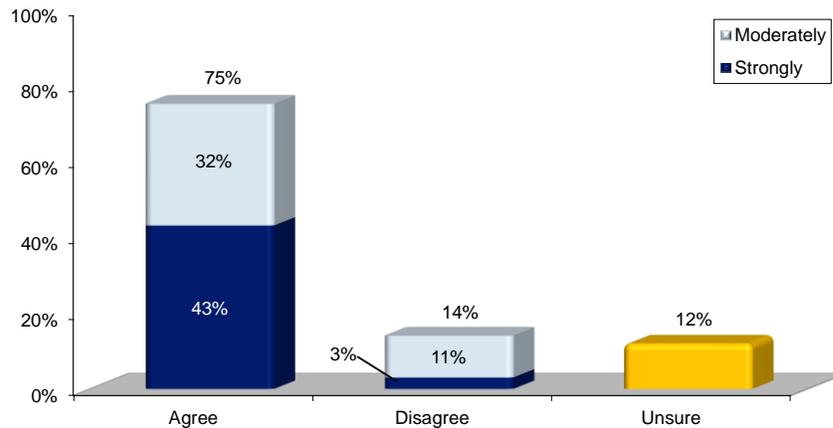
2.2.2 Perception of Child Care Cost to Parents

The following graph shows that three in four Manitobans believe child care is too costly for many parents. Again, intense sentiment exists on this question, with 43 per cent saying they strongly agree.



Perception of Child Care Costs

Q3b. "...Child care in Manitoba is too expensive for many parents." (n=1,000)



Base: All respondents

Notable variations among respondents include:

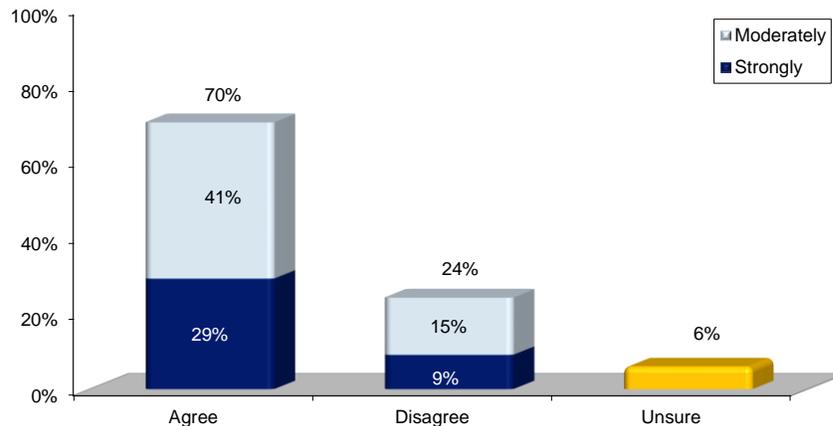
- There was relatively little variation across sub-groups on this question. However, middle-aged men, those aged 35 to 54, were more likely to **disagree** that child care is too costly for parents (20%) than younger men, those aged 18 to 34 (9%).
- Respondents with lower levels of education, those with high school or less, were more likely to agree child care in Manitoba is costly for parents (81%) than respondents with some (70%) or all of a post-secondary credential (72%).
- Those who favour more centre-based child care were more likely to agree (82%) than those who favour more home-based care (68%).

2.2.3 Views on Child Care as a Career Choice

The following graph show that a majority of Manitobans believe child care is a good career choice. However, most respondents only moderately agreed (41%).



Q3c. "...Child care is a good career choice." (n=1,000)



Base: All respondents

Notable variations among respondents include:

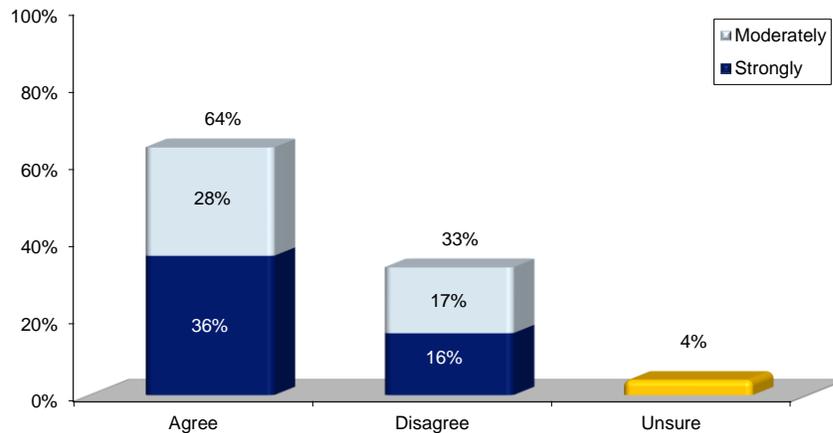
- Respondents in the lower-middle income bracket, those with household earnings of \$30,000 to \$59,000, were more likely to agree child care is a good career choice (81%) compared with the province-wide average.
- In addition, young women, those aged 18 to 34, were more inclined to agree (87%).
- Respondents who self-identified as Aboriginal were also more likely to agree (81%) than non-Aboriginal respondents (68%).
- Finally, those with high school educations or less were more likely to agree (79%) than post-secondary graduates (65%).
- Those who have a child in child care are more likely to **disagree** that child care is a good career choice (36%) than those not using child care (23%). Also more likely than average to disagree are middle-aged Manitobans, those aged 35 to 54 (31%).

2.2.4 Views on Child Care as Part of the Education System

Nearly two thirds of Manitobans agree child care should be part of the education system, though a significant minority (33%) disagree.

Views on Child Care as Part of the Education System

Q3d. "...Child care should be considered part of the education system." (n=1,000)



Base: All respondents

Notable variations among respondents include:

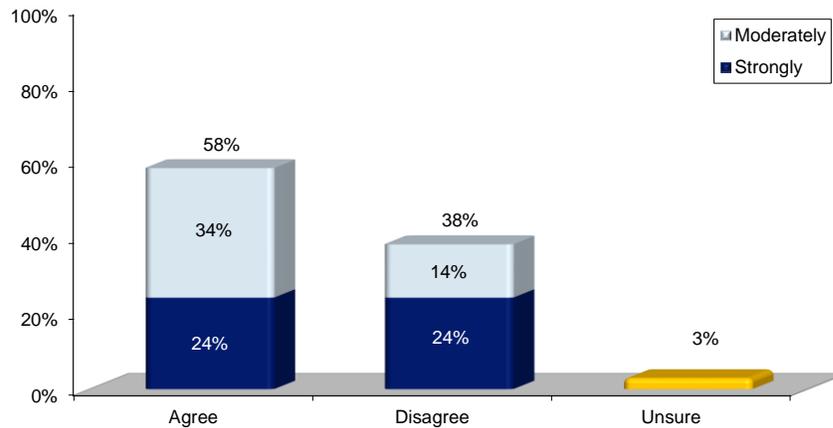
- Younger respondents, those aged 18 to 34, are more likely to agree child care should be part of the education system (72%) compared with those aged 55-plus (60%). In particular, young men are more likely to agree (77%).
- Respondents using the child care system were more likely to agree (75%) than those with no children in child care (63%). Similarly, female caregivers were more likely to agree (74%).
- Those who favour more centre-based child care were more likely to agree (77%) than those who favour more home-based care (50%).

2.2.5 Willingness to Pay More for a Universal Child Care System

A majority of Manitobans (58%) agree they are willing to pay a little more in taxes for a universal child care system. However, more than one-third of Manitobans (38%) are not.


Willingness to Pay More for a Universal System

Q3e. "...I'm willing to pay a little more in taxes for a universal child care system." (n=1,000)



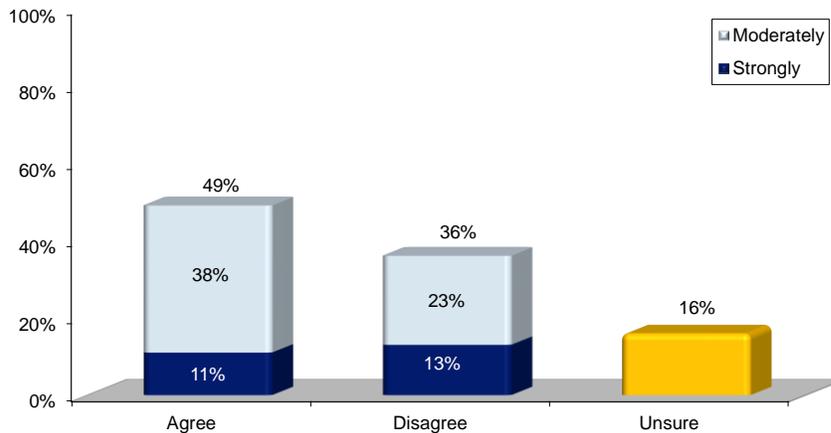
Base: All respondents

Notable variations among respondents include:

- Younger Manitobans, those 18 to 34, are more likely to agree they would pay a little more for a universal system (69%) compared with those older than 35 (55%). In particular, young women, those 18 to 34, were more likely than the province-wide average to agree (73%).
- Respondents who use child care were more likely to agree (69%) than those who do not (58%).
- Those who favour more centre-based child care were more likely to agree (75%) than those who favour more home-based care (44%).

2.2.6 Confidence in Child Care Regulation

Only one-half of all Manitobans (49%) agreed child care in Manitoba is well-regulated, and a significant minority, more than one-third of all respondents, disagreed.



Base: All respondents

Notable variations among respondents include:

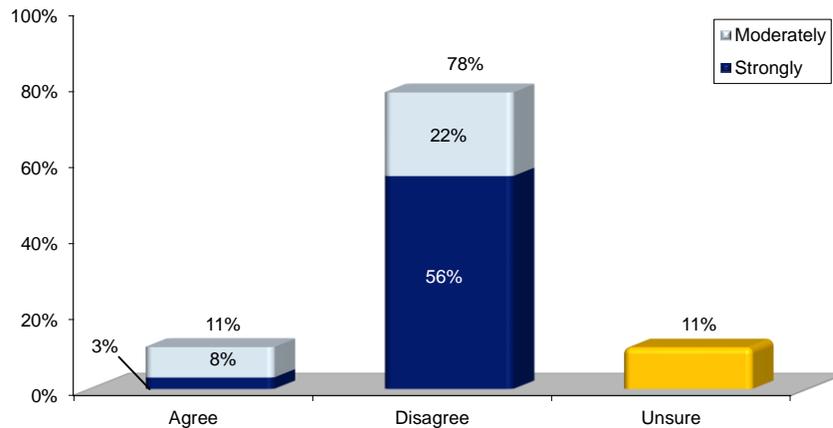
- There was relatively little variation across sub-groups on this question.
- However, Winnipeggers were more likely to **disagree** (39%) than rural residents (29%). In addition, women were more likely to **disagree** (40%) than men (30%). Particularly, young women, those 18 to 34, were more likely to disagree (50%).
- In addition, respondents who prefer more child care centres were more likely to disagree (41%).

2.2.7 Perception of Space Availability

The following graph shows that an overwhelming majority of Manitobans **disagree** a child care space is easy to find in the province. Again, intense sentiment exists on this question, with the majority of all respondents (56%) saying they strongly disagree.

PERB E RESEARCH INC Perception of Space Availability

Q3g. "...It's easy to find a child care space in Manitoba?" (n=1,000)



Base: All respondents

Notable variations among respondents include:

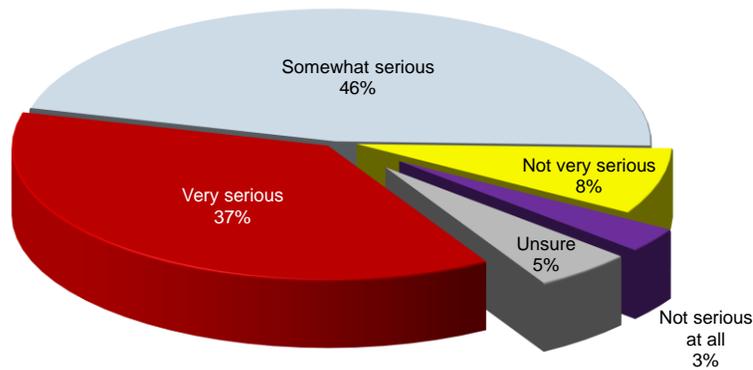
- Women were more likely to disagree (82%) than men (73%). Similarly, female caregivers were more likely to disagree (89%) than male caregivers (78%).
- Younger respondents, those aged 18 to 34, were less likely to disagree (73%) than middle-aged respondents, those 35 to 54 (82%).
- Respondents who use child care were more likely to disagree (94%) than those who do not (76%).

2.3 Perceptions of Child Care Availability

More than 80 per cent of Manitobans agree the lack of child care is a serious issue in Manitoba. Only one-in-ten Manitobans felt the lack of child care is not a serious issue.

Perceived Extent of Child Care Availability Issue

Q.4 "In your opinion, is the lack of child care in Manitoba a very serious, somewhat serious, not very serious or not at all serious issue?" (n=1,000)



Base: Manitoba adults aged 18 years and over.

Notable variations among respondents include:

- Women were more likely to agree the lack of child care is a serious issue (88%) than men (79%).
- Winnipeggers were more likely to agree the lack of child care is a serious issue (87%) than rural residents (79%).

Among those who feel the lack of child care is a **very serious** issue:

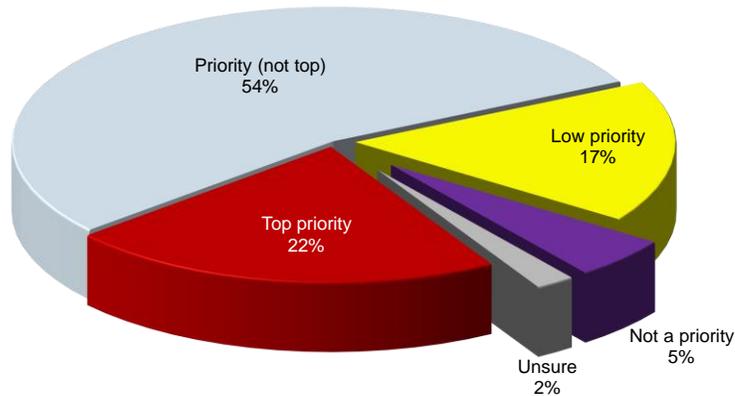
- Women (43%) and female caregivers (47%).
- Low-income respondents, those with household earning under \$30,000 (49%).
- Aboriginal respondents (52%).

2.4 Priority of a Universal Child Care System

Three in four Manitobans (76%) agree a universal child care system ought to be a priority of the new Progressive Conservative government, with 22 per cent agreeing it ought to be a **top** priority. The same proportion of respondents agreed a universal system ought **not** be a priority for the new government (22%).

Perceived Priority of Universal Child Care System

Q.5 "The previous provincial government said it wanted to move toward a universal child care system where every child who needs a day care space gets one. What kind of a priority should this be for the new Progressive Conservative government?" (n=1,000)



Base: Manitoba adults aged 18 years and over.

Notable variations among respondents include:

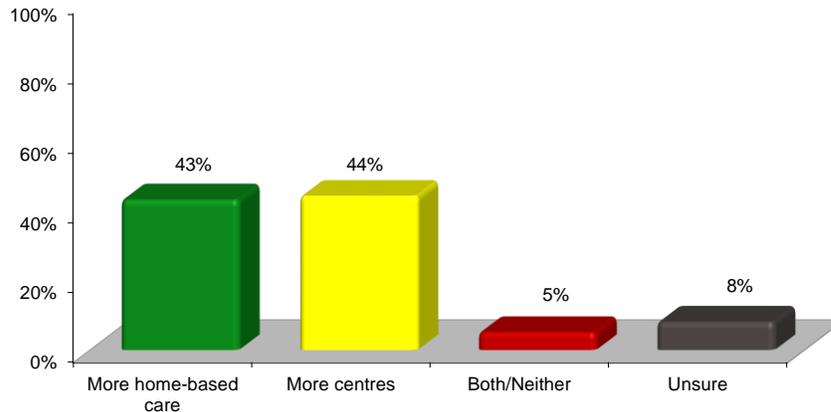
- Women were more likely to agree a universal system ought to be a priority (83%) than men (69%). In fact, 95 per cent of young women, those 18 to 34, agree a universal system should be a priority.
- Younger respondents, those 18 to 34, were more likely to place a priority on a universal system, (86%) than those in older age ranges (72%).
- Winnipeggers were more likely to agree a universal system ought to be a priority (79%) than rural residents (71%).
- Those who favour more centre-based child care were more likely to place a priority on a universal system (90%) than those who favour more home-based care (63%).

2.5 Views on Solutions to Increase Availability of Child Care

Manitobans are evenly split on the preferences for home-based or centre-based child care. There was only minor variation within demographic subgroups.

Views on Solutions to Increase Child Care Spaces

Q.6 (Some/Other) people feel the solution to increasing the number of child care spaces in Manitoba is to encourage more home-based child care. (Some/Other) people feel the government should be investing in more child care centres. Which of these two views is closest to your own?*" (n=1,000)



Base: All respondents
* Statements presented in random order

Subgroups who tend to prefer **child care centres** include:

- Middle-aged women, those 35 to 54 (50%). Older men, those aged 55-plus, were less likely to prefer centres than the provincial average (37%).
- Winnipeg residents (49%).
- Those with annual household incomes above \$100,000 (50%).
- Those with a child in child care (66%).

Subgroups who tend to prefer **home-based facilities** include:

- Rural residents (47%).
- Middle-aged men, those 35 to 54 (48%).

APPENDIX A
Questionnaire

APPENDIX B

Detailed Tabular Results

