

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Liberal child benefit proposal preferred**

### **Earns twice the support of Conservative UCCB, NDP child care plan**

TORONTO July 8<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1200 Canadian voters, the plurality, close to one half, preferred the Liberal's proposal for an income-tested child care benefit (47%), while half this proportion expressed a preference for the Conservative's Universal Child Care Benefit (UCCB - 23%) or the NDP's plan for \$15 daily day care (also 23%).

The Liberal plan is especially popular among Boomers (55 to 64 - 54%), mid income groups (\$60K to \$80K - 54%), in Quebec, which already has \$15 daily day care (55%) and among Liberals (62%).

The UCCB is preferred more by those in child-bearing age groups (35 to 44 - 27%), the least wealthy (28%), in Atlantic Canada (28%) and Quebec (27%), among Conservatives (43%) and mothers of children under 18 (30%).

The NDP day care plan is preferred by the youngest (29%), the wealthiest (\$100K to \$250K - 35%), in Atlantic Canada (30%), BC (35%) and among New Democrats (45%)

It should be noted that 4-in-10 Conservatives prefer the Liberal plan (40%) as do New Democrats (39%).

Among mothers of children under 18, the Liberal plan is preferred (40%) to the Conservative UCCB (30%), while the NDP plan trails (26%).

"It appears that voters see that giving a universal child care benefit even to those who don't need it doesn't make sense, but they are also distrustful of a proposal which promises day care at the bargain basement price of \$15 a day," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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#### **TORONTO**

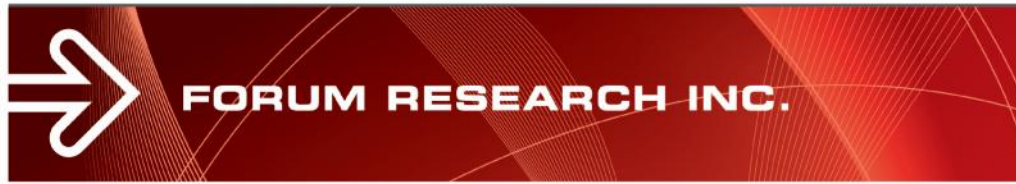
**July 8<sup>th</sup>, 2015**

#### **HIGHLIGHTS:**

- The plurality, close to one half, preferred the Liberal's proposal for an income-tested child care benefit (47%).
- "It appears that voters see that giving a universal child care benefit even to those who don't need it doesn't make sense, but they are also distrustful of a proposal which promises day care at the bargain basement price of \$15 a day," said Forum Research President, Dr. Lorne Bozinoff.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1200 randomly selected Canadians 18 years of age or older. The poll was conducted on July 5-7<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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**UCCB Options: Preference**

*'The Universal Child Care Benefit, or UCCB, is currently paid in the same amount to all Canadians with children under 18. The Liberals have proposed a plan that pays lower income families more and pays higher income families less. The NDP have proposed a national day care plan that would cost parents \$15 a day per child. Which of these three plans do you prefer?'*  
 [All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1200	211	167	219	292	311	674	526
Same benefit paid to all	23	24	27	23	19	21	24	22
Income-based benefit paid to those who need it	47	42	41	50	54	51	45	48
National day care at \$15 a day per child	23	29	26	20	17	17	23	23
None of these	4	3	6	2	6	6	5	3
Don't know	3	2	1	6	4	5	3	3

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1200	88	273	401	97	149	192	945	255
Same benefit paid to all	23	28	27	19	22	37	15	22	26
Income-based benefit paid to those who need it	47	32	55	49	45	31	45	44	56
National day care at \$15 a day per child	23	30	14	23	23	21	35	25	14
None of these	4	3	1	6	8	7	1	5	2
Don't know	3	7	3	3	2	4	3	4	2

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1200	356	283	350	66	46	37
Same benefit paid to all	23	43	14	10	26	24	25
Income-based benefit paid to those who need it	47	40	62	39	48	53	52
National day care at \$15 a day per child	23	5	19	45	25	17	18
None of these	4	8	2	4	1	3	2
Don't know	3	4	3	2	1	3	4

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