

# What do British Columbians think about \$10aDay child care? <sup>[1]</sup>

Practically four-in-five British Columbians agree that employers benefit from investments in child care cause more parents can go to work.

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**Source:** Research Co.

**Format:** Article

**Publication Date:** 27 May 2024

## AVAILABILITY

Access online <sup>[2]</sup>

## Excerpts

### Introduction

In March 2024, the Coalition of Child Care Advocates of BC worked with Research Co.[1] to conduct a provincial poll asking British Columbians about their views on \$10aDay child care.

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The new provincial poll explores public views of \$10aDay child care 6 years after the program's launch in BC, and 5 years after our last provincial poll. To support comparisons over time, some polling questions are consistent with previous polls.

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### Summary of Findings

British Columbians continue to strongly support \$10aDay child care[2]. Nearly 80% of British Columbians say it's important for government to continue with its \$10aDay commitments and three quarters (76%) think implementation should be moving more quickly. 75% of British Columbians also agree that flexible child care options are needed as more parents today work outside of Monday to Friday 9-5.

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At the same time, 84% of BC families with young children report that long waiting lists for child care are still a problem.

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Overall, 70% of British Columbians with young children say that government has made child care more affordable for their family, and 88% confirm that they would like to have access to \$10aDay child care.

### Highlights

The poll asked British Columbians to consider 17 \$10aDay policy recommendations. While the results show that support drops slightly for older age groups, and men relative to women, overall, the recommendations were broadly supported (see charts below).

Specifically,

- 84% of British Columbians agree it's important for Early Childhood Educators to earn fair wages for their important work.
- 81% agree that all elementary schools should provide before and after school care for the children in that school.

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Furthermore,

- 90% of young people (aged 18-34) think it's important to keep building the \$10aDay child care system, and 58% say this issue will be vote-determining for them in the upcoming BC election.

Among older British Columbians,

- 90% think it's important for Early Childhood Educators to earn fair wages.
- 78% think BC's child care system should help parents who work non-traditional schedules.

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On affordability,

- 85% of British Columbians – and 88% of those over 55 – agree that having children now costs a lot more than it did 40 years ago.

- 82% agree child care is important to support working parents.
- 80% agree that single parents have a better opportunity to work when there's access to quality flexible \$10aDay child care.

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On the economic impacts of child care,

- 78% of British Columbians agree that employers benefit from investments in child care because more parents can go to work.

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These poll results confirm what we hear from families, educators, and communities across BC. Public support for \$10aDay Child Care remains very strong and consistent.

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**Related link:** By the numbers: Poll shows parents want government to create more child-care spaces, not just hand out cash <sup>[3]</sup>

**Region:** British Columbia <sup>[4]</sup>

**Tags:** accessibility <sup>[5]</sup>

affordability <sup>[6]</sup>

spaces <sup>[7]</sup>

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**Source URL (modified on 29 May 2024):** <https://childcarecanada.org/documents/research-policy-practice/24/05/what-do-british-columbians-think-about-10aday-child-care>

**Links**

[1] <https://childcarecanada.org/documents/research-policy-practice/24/05/what-do-british-columbians-think-about-10aday-child-care> [2]

<https://researchco.ca/2024/05/27/10aday-2024/> [3] <https://childcarecanada.org/documents/child-care-news/15/03/numbers-poll-shows-parents-want-government-create-more-child-care-sp> [4] <https://childcarecanada.org/taxonomy/term/7860> [5] <https://childcarecanada.org/category/tags/accessibility> [6]

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