Majority (56%) of Ontarians Say Ford Government Should Take Childcare Offer

TORONTO, December 3, 2021—The results of a Maru Public Opinion poll released today finds that while the Ontario and federal governments are locked in discussions behind closed doors about a potential funding deal that could produce a $10 a day childcare program for the province, a majority (54%) of Ontarians have some advice for the Ontario premier: take the $10.2 billion childcare offer on the table from the Prime Minister. Alternatively, a minority (46%) of Ontarians offer the Ford government its own wisdom: hang tough and fight for or better/fair deal for Ontario.

And if there's a deal to be made, it could influence three in ten (27%) Ontarians to give the Ford government their vote in the provincial election scheduled for next June—with men (31%) more likely than women (23%) to offer up their ballot.

Detailed Findings

The Trudeau government has put $10.2 billion over five years on the table for Ontario to lower childcare costs $10 per day and the Ford government says that there's not enough money in the offer and it shortchanges Ontario.

A majority (54%) of Ontarians believe the Ford government should take the offer that is on the table and do what they can. Those who take this position are most likely to be women (60%) compared to men (47%), are both the youngest (aged 18 – 34 56%) and the oldest Ontarians (56% 55+) and followed by those who are middle-aged (35 – 54 50%). Those earning below $99,000 (55%) are somewhat more likely to provide this advice to the government than those who earn the highest wages ($100,000+ 48%). Regardless of level of education, all equally support this action (54%).

Those who believe that the Ford government should fight for a better/fair deal for Ontario (46%) are most likely to be men (53%) compared to women (40%) and are more likely to be middle-aged (35 – 54 50%) than those who are the youngest (aged 18 – 34 44%) or the oldest (55+ 44%) Ontarians. Those who are the highest income earners ($100,000+ 52%) are more likely to take this position than their lesser earning counterparts (45%). Regardless of level of education, all equally support this approach (46%).

And three in ten (27%) Ontarians say that if the Ford government can come to an agreement, it will make them more likely to vote for their local Ontario provincial progressive conservative party candidate in the next provincial election to be held in June 2022. Those most likely to offer their ballot in advance are men (31%) compared to women (23%), are the youngest Ontarians (aged 18 – 34 36%) compared to their older counterparts (aged 35+ 26%). Those who earn the highest wages ($100,000+ 33%) are more likely than those earning less (26%) to provide their support, along with those who are the highest educated (30%) compared to their lesser educated Ontarians (college 28%/high school or less 23%).

-30-

Methodology

These are some of the findings released by Maru Public Opinion from a survey undertaken November 29/30, 2021, by the panel and data collection experts at Maru/Blue of 1,072 randomly selected Ontario adults who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.9%, 19 times out of 20. The results have been weighted by education, age, and gender to match the population according to Census data which ensures the sample is representative of the entire adult population of Ontario. Discrepancies in or between totals when compared to the data tables are due to rounding.

Maru/Blue is rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents.

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