

\$10aDay Supporter Equity Survey Report



A SINCERE THANK YOU to the many \$10aDay child care supporters across the province who took time out of their busy lives to share demographic information with us through this first survey. We appreciate you connecting with us in this way and very much hope you'll participate in an upcoming second survey where we'll ask more about child care experiences and issues. All this to ensure our child care advocacy is reflective and inclusive of all \$10aDay supporters.

\$10aDay Supporter Equity Survey Report

Coalition of Child Care Advocates of BC

October 2022

The Coalition of Child Care Advocates of BC gratefully acknowledges the support of Women And Gender Equality Canada.



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada

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Acknowledgement

The Coalition of Child Care Advocates of BC gratefully acknowledges that our offices are located on the traditional, ancestral and unceded territories of the xwməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish) and Səlilwətaʔ/Selilwitulh (Tsleil-Waututh) Peoples. We acknowledge that our work takes place on traditional and unceded territories of the First Nations, Métis, and Inuit Peoples. We recognize the rights and importance of Indigenous people's connection and protection of the land, water, and community. We thank the various Indigenous nations who continue to live on these lands and care for them, along with the waters and all that is above and below. We hold our hands up to the stewards of the lands, waters, and sovereign nations whose territories we each live and work on. We acknowledge our responsibilities to care for the lands which we inhabit as settlers.

As an important part of our commitment to reconciliation, we support the rights and jurisdiction of First Nations, Inuit, and Métis Peoples to design, develop and deliver early care and learning services that meet their needs. We support the Indigenous Early Learning and Child Care Framework and acknowledge that Indigenous communities have and may evolve their governance structures and child care services in directions other than those outlined in the \$10aDay Plan and Roadmap.

We commit to listen, learn, and act in our ongoing work to decolonize our own practices and perspectives.

Contents

Our Commitment	5
\$10aDay Supporter Survey	5
Why it Matters?.....	5
Snapshot of \$10aDay Survey Respondents.....	6
Gender and Sexual Orientation	7
Gender Identity.....	7
Sexual Orientation	7
Indigenous, Black and People of Colour.....	8
Indigenous Peoples	8
First Nations, Métis, and Inuk.....	8
Black Peoples and People of Colour	9
Persons Living with a Disability	10
Adults Living With a Disability.....	10
Children Living With a Disability	10
Household Composition and Financial Means.....	11
Household Composition.....	11
Financial Means	11
Geographic Location	12
Lessons Learned.....	13
Child Care Services for School-age Children.....	13
Child Care Services for Children With Special Needs	13
Child Care Services That Offer Flexible Hours of Operation	14
Better Compensation Package for Educators	14
Next Steps	15

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I became a child care advocate overnight. I was a young single parent of two adorable little boys and needed to go back to school. Little did I know that the waiting list for toddler child care was years long and the price was more than I could afford. So, I joined the Daycare Action Coalition (which is now the Coalition of Child Care Advocates of BC or CCCABC for short) and became publicly and politically active in advocating for quality, affordable child care that all families can access if they choose to — and where educators are fairly compensated for their important work.

At the time, CCCABC was as a feminist collective working towards gender equality in BC by advocating for quality, affordable childcare — the single biggest barrier to women’s full participation in the economy. Today, we are an inclusive feminist, membership-based organization leading the campaign for the \$10aDay Child Care Plan in British Columbia.

The CCCABC aims to better reflect the diversity of BC in its advocacy work. Yet as we continue to grow and evolve, our board, staff and volunteers remain predominantly white, cisgender middle class women. In 2019, we launched a four-year initiative to centre reconciliation, diversity, equity, and inclusion in our work to fulfill our mission and continue to advance equity for BC families, children, and educators.

— Sharon Gregson



Our Commitment

The Coalition of Child Care Advocates of BC (CCCABC) strives to advance our goal of an inclusive, equitable and accessible child care system in ways that reflect the values and culture of the system we are fighting for. This means we are committed to reconciliation, diversity, equity, and inclusion.¹

As the BC and federal governments are now — finally! — beginning to implement their significant child care commitments, it is important that our advocacy works to include the diversity of BC families, children, and educators. CCCABC is committed to centring voices that have historically been excluded from our work and the broader BC women's movement. We are taking concrete steps to include the lived experiences of families, children, and educators who identify as Black, Indigenous, People of Colour, 2SLGBTQIA+ and persons with disabilities.

\$10aDay Supporter Survey

As part of this commitment, CCCABC conducted the \$10aDay Supporter Survey to better understand the extent to which \$10aDay supporters reflect the diversity of BC families, children, and educators.

We invited over 14,000 \$10aDay supporters to participate in a confidential online survey between March 31, 2022, and April 30, 2022. Survey respondents had the option to answer some or all of the questions. In many cases, they could also select more than one response to each question to better reflect their multiple and intersecting identities. Survey respondents also had the option to share additional comments to fully answer each question.

We are grateful for the high rate of response which exceeded our expectations and industry norms. Almost 1,200 (8.3 per cent) of the invited \$10aDay supporters completed the

survey and shared their ideas and hopes for the \$10aDay child care system. As a token of our appreciation, five survey respondents chosen at random received \$100 payments.

Why it Matters?

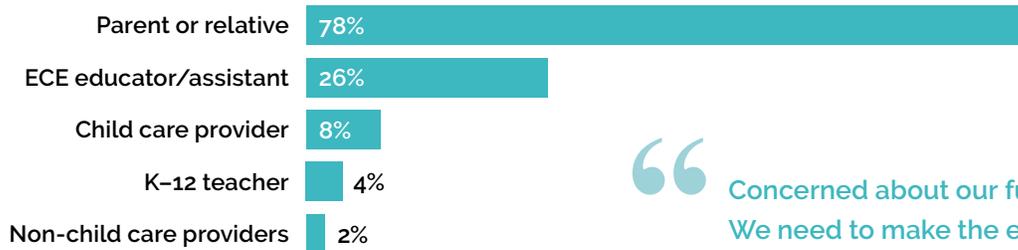
As a leader in the child care movement, the CCCABC seeks to represent the needs of *all* BC families, children, and educators. We rely on \$10aDay supporters to voice their priorities in order to inform our advocacy work.

The *\$10aDay Supporter Survey* provided a snapshot of the current demographics of \$10aDay supporters. The survey results highlighted the need to continue building relationships with communities to better represent the diversity of BC. Our goal is to ensure that our advocacy work centres the diverse voices and lived experiences of all BC families, children, and educators.

¹ We invite you to read CCCABC's Inclusion and Diversity Policy at cccabc.bc.ca/about_us.

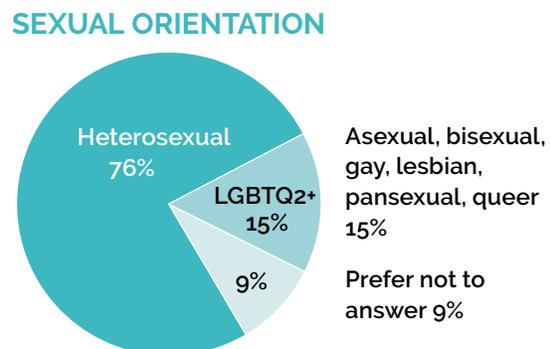
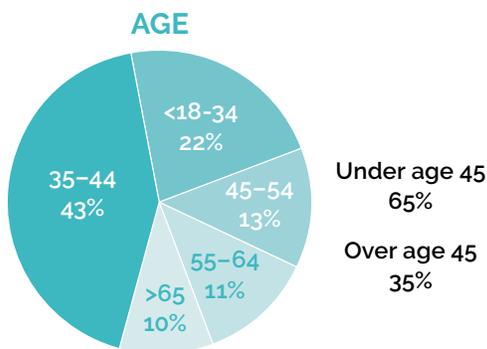
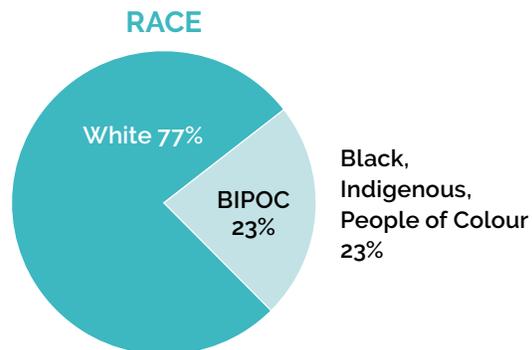
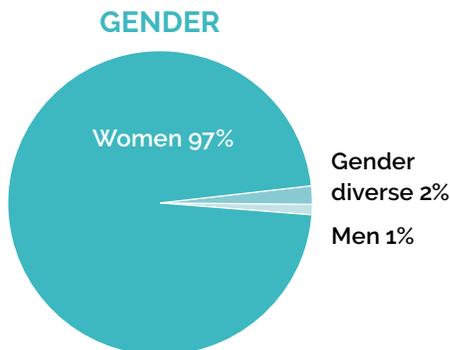
Snapshot of \$10aDay Survey Respondents

The majority of survey respondents identified as parents or relatives of children. Some survey respondents also identified as working in various roles in the educational and child care sectors.



“Concerned about our future generations. We need to make the economy of Canada strong by keeping mothers in the work force. That each child receives the best chance at success by having standardized day care for all with educated child care workers.” — Parent

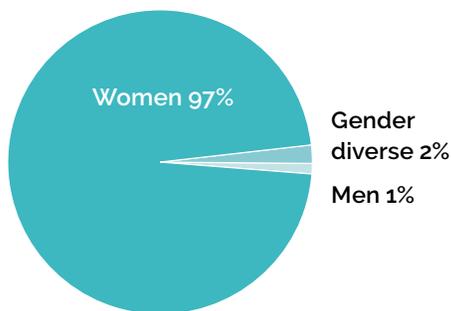
On average, the majority of survey respondents identified as white, heterosexual women, aged 35 to 44 years, living in two-parent households with at least one child.



Gender and Sexual Orientation

Gender Identity

The majority of survey respondents identified as women. 3% of survey respondents identified as gender diverse (including gender fluid, gender nonconforming, genderqueer, non-binary, transgender, and two-spirit identities.)

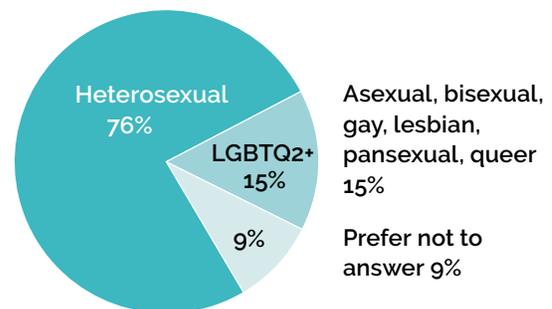


Although less than 1% of BC's population identified as transgender or nonbinary, the province has one of the largest proportions of transgender and nonbinary identities in the country, according to 2021 Census.²

Sexual Orientation

15% of survey respondents identified as asexual, bisexual, gay, lesbian, pansexual or queer.

“We NEED support for families with gender diverse children!” — Parent

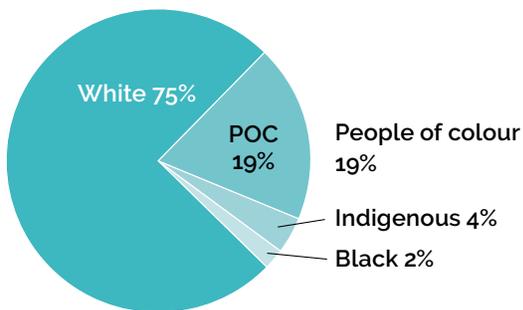
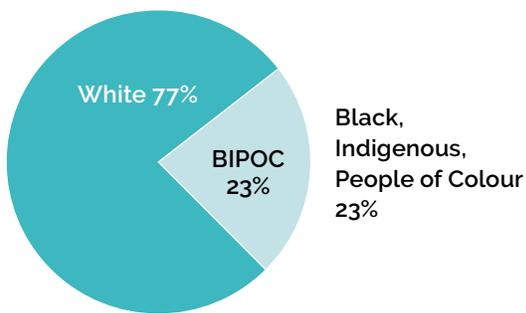


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² Canada is the first country to provide Census data on transgender and non-binary people. www150.statcan.gc.ca/n1/daily-quotidien/220427/dq220427b-eng.htm

Indigenous, Black and People of Colour

23% of survey respondents identified as either Indigenous (4%), Black (2%) or a Person of Colour (19%).

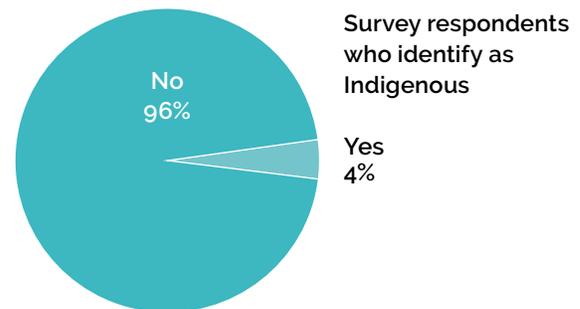


In BC, 30% of the population identified as a visible minority according to the 2016 Census. While BC is considered the most diverse province in the country, Metro Vancouver has the largest visible minority³ population in BC, particularly the municipalities of Burnaby, Coquitlam, Surrey, and Vancouver. The largest visible minority identified as East Asian (e.g., Chinese, Japanese, Korean). Visible minority populations living outside of Metro Vancouver are 15% or less of the total population.

³ The *Employment Equity Act* defines visible minorities as "persons other than aboriginal who are non-Caucasian in race or non-white in colour."

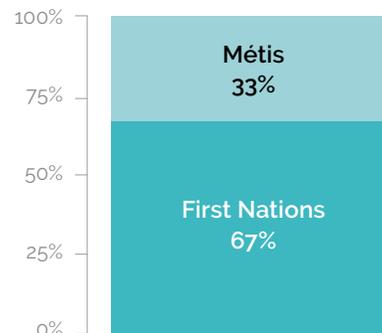
Indigenous Peoples

4% of survey respondents identified as Indigenous Peoples including First Nations, Métis, and Inuk.



First Nations, Métis, and Inuk

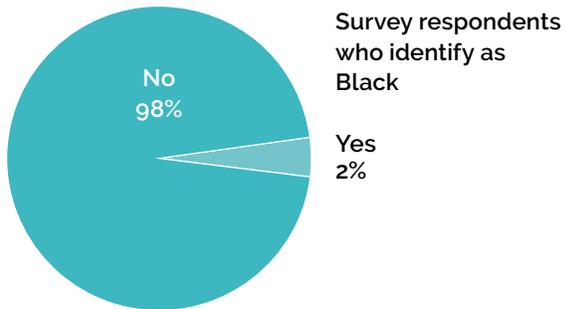
67% of survey respondents who identified as Indigenous also identified as First Nations, 33% as Métis and 0% as Inuk (Inuit).



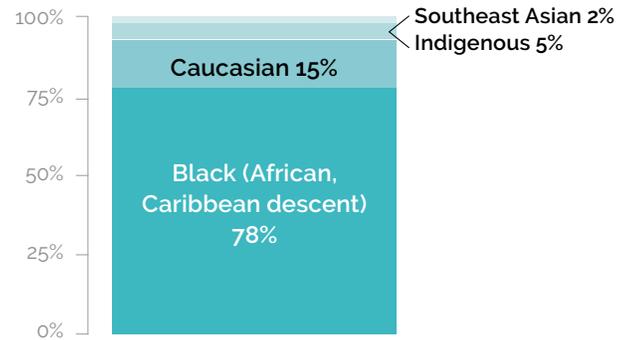
In BC, 5.9% of the population identified as Aboriginal Peoples including First Nations (3.8%), Métis (2%) and Inuk (1%) according to the 2016 Census.

Black Peoples and People of Colour

2% of survey respondents identified as Black.



24% of survey respondents who identified as Black also identified as Caucasian, Indigenous, and Southeast Asian.



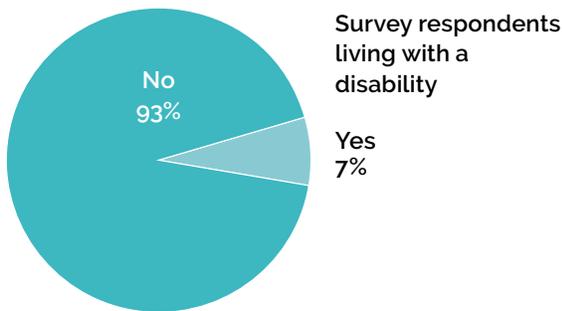
“ I think it is very important to provide culturally appropriate child care support for all Canadian parents, and recognize diverse communities' needs, including Indigenous and BIPOC.” — Parent



Persons Living with a Disability

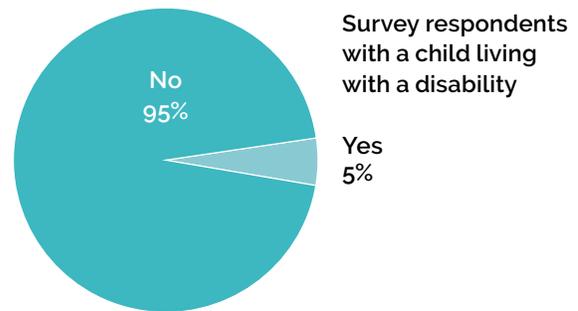
Adults Living With a Disability

7% of survey respondents identify as a person living with a disability.



Children Living With a Disability

5% of survey respondents report that they have child(ren) aged 0-12 years living with a disability.

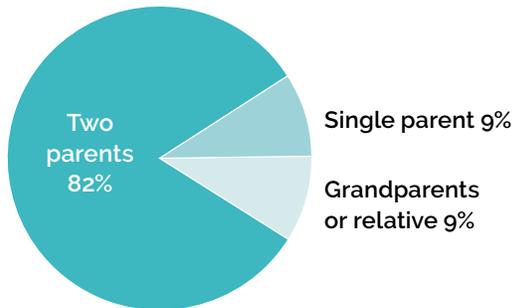


“Support for EVERY child who needs it without having to fight for it. Supported Child Development (SCD) services need to be integrated into ALL childcare programs so that a truly inclusive environment is ready and available for those that need it when they need it.” — Parent

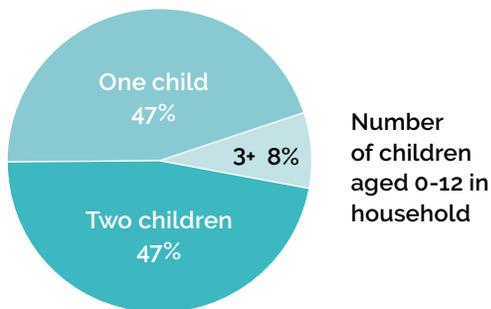
Household Composition and Financial Means

Household Composition

82% of survey respondents live in two-parent households with children aged 0-12 years. Also, 9% of respondents identified as grandparents (or relatives) with children aged 0-12 years in their households. Similarly, 9% of survey respondents identified as single parents with children aged 0-12 years in their households.

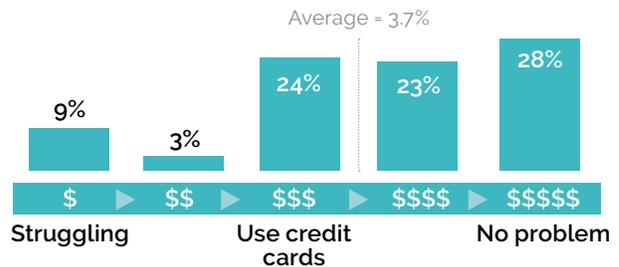


61% are parents of children aged 0-12 years. 92% of these parents have one or two children living in their households; only 8% have three or more children living in their households.

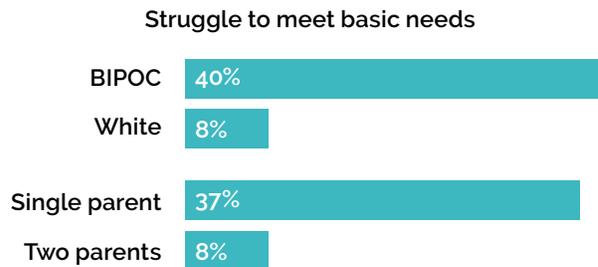


Financial Means

On average, 9% of survey respondents report that they struggle to meet their basic needs.



Two segments of survey respondents reported they were most likely to struggle to meet their basic needs. Survey respondents who identified as Black, Indigenous or a Person of Colour were five times more likely to struggle to meet their basic needs than survey respondents who identify as Caucasian or "white."



Similarly, survey respondents who are single parents were four times more likely to struggle to meet their basic needs than respondents who lived in two-parent households.

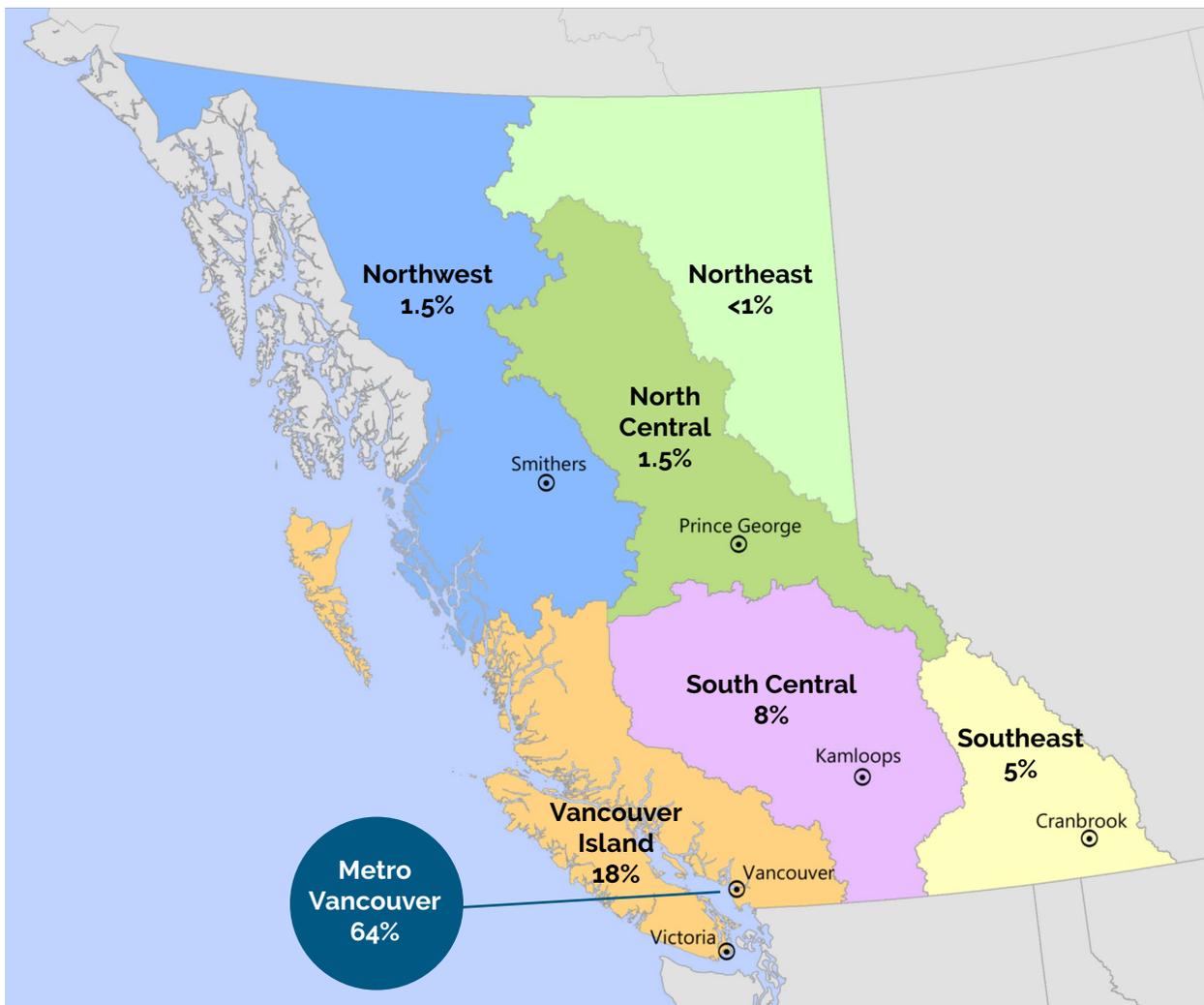
“Child care and high housing costs put all parents but particularly single parents in precarious financial situations where affordable childcare would create more opportunity for financial stability (most significantly supporting single mothers)” — Parent

Geographic Location

Over 64% of survey respondents reported that they lived in Metro Vancouver. The top cities included Vancouver, Burnaby, and Surrey.

In BC, 50% of the total population lives in Metro Vancouver according to the 2021 Census of Population.

“ Enough licensed childcare spaces to meet the needs within each geographic area (similar to catchment system in public school) to ensure no child needs to commute long distances to receive care.” – Parent



Lessons Learned

WE ARE GRATEFUL for the opportunity to learn from \$10aDay supporters.

\$10aDay supporters who completed the survey identified the following priorities for BC's new child care system.

Child Care Services for School-age Children

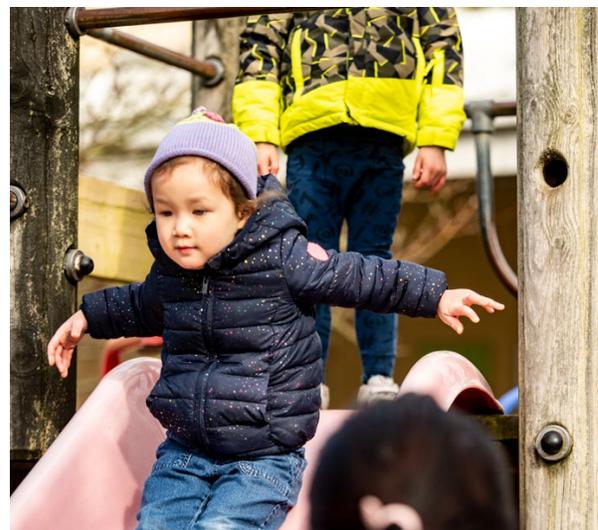
\$10aDay supporters recommended the integration of BC's child care and education systems. Parents and guardians highlighted the need for the K-12 system to provide before-and-after school care for school-age children in schools or on school grounds.

“ I am concerned that the program is leaving out school-age children. I signed petitions and supported this group when my child was a baby. Now, we are out of the preschool/toddler age, and we are feeling left behind. Before and after school care is just as expensive, essential, and difficult to access as it is for younger children, but no one seems to advocate for it.” — Parent

Child Care Services for Children With Special Needs

\$10aDay supporters identified the need for child care services to be more inclusive of children with special needs, including neuro-diverse children. Autism was the most common disability reported by parents and guardians of children living with a disability. Parents and guardians also highlighted the need for BC's child care system to provide specialized training and professional development opportunities for educators.

“ Inclusive services for disabled children who are often excluded from every childcare setting due to underfunding of Supported Child Development program.” — Parent



Child Care Services That Offer Flexible Hours of Operation

\$10aDay supporters identified the need for flexible child care options for parents and guardians who are shift workers. Specific needs included child care services that offer extended hours of operation, before-and-after school care as well as overnight care. Similarly, parents and guardians who have shared parenting arrangements require child care services that offer flexible scheduling such as alternate weeks.

“Options for families that have parents working abnormal hours (like night shifts), or who have split-house families, where children may need to be accessing child care inconsistently (like alternate weekly schedules).” — Parent

Better Compensation Package for Educators

\$10aDay supporters identified the need for a better compensation package for educators that includes a competitive wage, benefits (medical, dental, extended health) and a pension. Additional suggestions included paid sick days, subsidized education, and professional development opportunities. \$10aDay supporters highlighted the importance of an equitable compensation strategy that respects and values the work of early childhood education professionals.

“...NOW is the time for a fully funded system that supports not only families but more importantly the Educators who provide the care for children. It will provide an equitable opportunity for all ECEs to get what they deserve through a provincial wage scale.” — Parent



Next Steps

THE \$10ADAY SUPPORTER SURVEY was the first of two surveys. In the near future, we will be conducting a second survey to better understand how the lived experiences of \$10aDay supporters impact their access to child care. Together, both surveys will provide a current snapshot of \$10aDay supporters and their experience of child care in communities across the province.

Many survey respondents took the opportunity to share their experiences accessing child care in their own communities. The majority of comments identified the need to improve access to child care by addressing key systemic barriers including cost, location, and hours of operation. \$10aDay supporters also described additional barriers accessing child care based on their identity or social location defined by a variety of factors such as gender identity, race, social class, age, ability, sexual orientation, and geographic location.

Our upcoming second survey will help us better understand how the lived experiences of our \$10aDay supporters shapes their child care needs and priorities. As the government implements its child care commitments, we want to ensure that our advocacy strategy

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reflects the diversity of BC families, children, and educators. This survey will ask \$10aDay supporters about their current child care arrangements and the challenges to accessing child care in their communities. The input of our \$10aDay supporters will inform our advocacy strategy to promote the inclusion of all families in BC's new child care system.

Thank you so much for your support of the \$10aDay campaign. Together we are making progress.

The Coalition of Child Care Advocates of BC (CCCABC) is an inclusive, feminist, membership-based organization. We are comprised of individuals and groups including parents, grandparents, child care providers, community organizations, academics and unions. We work collectively, using research, public education and mobilization, to achieve our vision of a high-quality, affordable, accessible child care system that serves the public interest.

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