



Press Release

Eight in Ten (79%) Canadian Parents say New Canada Child Benefit Will be an Improvement Over Universal Childcare Benefit

Parents See Allocating Most of the Benefit to Day-to-Day Expenses (37%) and Education Savings (22%)

Toronto, ON, July 18, 2016 — Canadian parents see many benefits in the new Canada Child Benefit with eight in ten (79%) parents 'agreeing' that the Canada Child Benefit, a new monthly tax-free payment for families with children under the age of 18, will be an improvement over the previous Universal Childcare Benefit, according to a new Ipsos poll conducted on behalf of Knowledge First Financial. In fact, a majority of parents agree that the new benefit will:

- Help families with day-to-day expenses (e.g. food, clothing, etc) — 86% agree (39% strongly/47% somewhat)
- Help families with childcare costs — 83% agree (30% strongly/53% somewhat)
- Help families pay for extra activities that enrich a child's development (e.g. sports, music, tutoring, etc.) — 80% agree (28% strongly/52% somewhat)
- Help families save/invest for their child's future needs (e.g. post-secondary education) — 70% agree (25% strongly/45% somewhat)

Canadian parents were asked to identify how much of the CCB they will use to pay or save for various activities or expenses. The largest portion of the benefit will go to pay for day-to-day expenses (37% of the total benefit, on average), followed by savings for post-secondary education (22%). A smaller portion of the benefit will go towards childcare (16%), extra activities (14%), family vacations (5%) or some other category (6%).

Many parents are already on the road to saving for their children's education through a Registered Education Savings Plan (RESP), as one half (48%) say they have an RESP for their children and three quarters (73%) suggest that they'd consider using a portion of the CCB to save for their children's education.

Address: 160 Bloor Street East, Suite 300
Toronto, ON, M4W 1B9
Tel: +1 416 324-2900

Contact: **Sean Simpson**
Vice President, Canada, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002



Press Release – continued –

About the Study

These are some of the findings of an Ipsos poll conducted between June 30 to July 6, 2016, on behalf of Knowledge First Financial. For this survey, a sample of 1,001 Canadians with children in the household from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian parents with children in the household been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Knowledge First Financial news release:

<http://info.knowledgefirstfinancial.ca/kff-news/ccbchoices/>

For more information on this news release, please contact:

Sean Simpson
Vice President, Canada
Ipsos Public Affairs
+1 416 324-2002
sean.simpson@ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON, M4W 1B9
Tel: +1 416 324-2900

Contact: **Sean Simpson**
Vice President, Canada, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002



Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of Canadian American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, Ipsos Public Affairs is the polling partner for Global News. Internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON, M4W 1B9
Tel: +1 416 324-2900

Contact: **Sean Simpson**
Vice President, Canada, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002