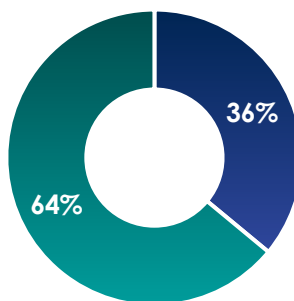


MAJORITY (64%) SEE DECLINING FERTILITY RATES AS BAD NEWS, BUT YOUNGER ADULTS NOT SO SURE

FEBRUARY 29, 2024

PERCEPTION OF DECLINING FERTILITY RATE

While six in ten Canadians think it is bad news that the fertility rate has hit its lowest level in Canada since records began, over a third think this is good news as there are too many people in Canada and world. Canadians aged 18-34 are more likely to think this is good news (47%) compared to those aged 55+ (28%).



- This is **bad news**.
Canada will have a rapidly aging population that will be difficult to support.
- This is **good news**.
There are already too many people in Canada and the world.

GOVERNMENT ACTIONS TO INCREASE FERTILITY RATES

Support is high for the government providing tax credits for parents with children in the house, but lower providing housing subsidies for parents with 2 or more children, making childcare free or covering the cost of fertility test and in vitro fertilization. A majority supports every action tested.

Do you support or oppose the government taking the following actions to potentially increase the fertility rate in Canada?

■ SUPPORT ■ OPPOSE

Tax credits for parents with children in the household	82%	18%
Increased access to subsidized childcare	81%	19%
Legislation to make work more flexible for parents	81%	19%
Provide a monthly child allowance for parents raising children	78%	23%
Longer and better paid maternity and paternity leave for parents	74%	25%
Make childcare free for parents	64%	37%
Housing subsidies for families with 2 children or more	64%	36%
Cover the cost of fertility tests and in vitro fertilization	61%	39%

ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between February 16 and 20, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ 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.

For more information on this news release, please contact:

Sean Simpson

Senior Vice President, Ipsos Public Affairs Canada

+1 416 324 2002

Sean.Simpson@ipsos.com

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