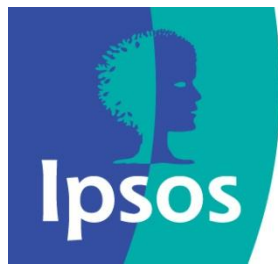


Eight in Ten (80%) Canadians Think Ending Child Poverty Should be a Goal for any Federal Government

*Almost Nine in Ten (86%) Agree Providing Quality Care for Children is an
Expression of Canadian Values*

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Almost Nine in Ten (86%) Agree Providing Quality Care for Children is an Expression of Canadian Values

Toronto, ON – A new Ipsos Reid survey commissioned by The College of Family Physicians reveals eight in ten (80%) Canadians think that ending child poverty should be a goal for any federal government.

In addition to supporting the goal of governments to end child poverty, half of Canadians (51%, 9% very strongly influence, 42% somewhat strong influence) say their vote would be strongly influenced by a party's platform on child health care. The other half (49%, 35% somewhat weak influence, 14% very weak influence) say a political party's platform would weakly influence their vote.

Furthermore, almost nine in ten (86%, 37% strongly/49% somewhat) agree that providing quality care to all children and youth in Canada is a reflection of Canadian health care values. Females are more likely to agree (88%) in comparison to males (83%), and Canadians 55+ are more likely to agree (90%) compared to those aged 18-34 (83%) and those aged 35-54 (84%).

Canadians are also demanding more from their government with respect to home care. Over eight in ten (83%, 40% strongly agree, 42% somewhat agree) agree that providing quality home care for those that need it is an expression of Canadian health care values. Less than two in ten (17%, 5% strongly disagree, 13% somewhat disagree) disagree with this. Despite the importance of home care to Canadians, three quarters (76%) believe the federal government is not doing enough about home care.

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Four in ten (43%) Canadians also believe that increased independence and dignity of people who are able to stay at home while under home care is the most important benefit of providing quality home care, compared to two in ten (19%) who believe lower costs for the health system is the most important benefit. One third (36%) believe both benefits are equally important and only 2% said neither of the two are important.

Two thirds of Canadians (65%, 20% strongly influence, 45% somewhat strongly influence) say a political party's position on home care would strongly influence their vote for that party, while one third (35%, 9% very weak influence, 26% somewhat weak influence) say it would weakly influence their vote.

These are findings from an Ipsos Reid survey conducted between July 7 and July 11, 2014 on behalf of The College of Family Physicians. A sample of n=2,004 Canadians from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data for Canada, and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-2.5 percentage points had all Canadians in this sample universe been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

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