

Child Rights Public Awareness Campaign Ipsos Reid Survey Summary

The survey was conducted on behalf of the Society for Children and Youth of BC, the Child and Youth Officer for BC, and the Institute for Safe Schools and Communities of BC as part of the Child Rights Public Awareness Campaign.

The Ipsos Reid survey, conducted in September 2006, randomly sampled 801 British Columbians over the age of 18 throughout the province. The survey was conducted in English.

Demographics

<i>Geography</i>		<i>Age</i>	
Vancouver Island	31%	18 to 24	9%
Lower Mainland	26%	25 to 34	26%
Interior	19%	35 to 44	12%
Rest of BC	24%	45 to 54	13%
		55 to 64	20%
		65 and older	17%

Survey Highlights

- 52% of British Columbians stated they know not very much or nothing at all about children's rights.
- 54% of respondents identified the child's right to education as the most significant right that currently needs attention in British Columbia.
- 75% of survey respondents have only heard of the *UN Convention on the Rights of the Child* or are not familiar with the *Convention* at all.
- 43% of survey respondents felt that children's rights were not being fully met in BC.
- 86% of British Columbians strongly or moderately agreed that the public needs more information about children's rights in BC.
- 49% of respondents moderately or strongly disagreed that there was enough knowledge and information available to the public in BC to really understand how children are doing in BC.
- 75% of respondents stated that the federal, provincial and municipal governments, community organizations, parents/family and schools all have responsibility for meeting children's rights in BC.
- 49% of respondents stated that public service announcements on television were the best way to reach adults to inform them of the rights of children.
- 67% of respondents agreed that school curriculum would be the best method to provide information about children's rights to children and youth in BC.