

## CANADIAN MOMS AND LEARNING

*Three-Quarters (74%) of Canadian Moms Concerned about their Children's Ability to Compete in Global Economy*

*Virtually All (98%) Think it is Important to Encourage Learning At Home; Nine-in-Ten (92%) Now More Inclined to Choose Educational Entertainment for Children*

*Moms More Keen Than Dads on Reading with their Children at a Young Age (78% when Children are Less than 1 Year Old)*



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***Moms More Keen Than Dads on Reading with their Children at a Young Age (78% when Children are Less than 1 Year Old)***

**Toronto, ON** – A new Ipsos-Reid poll conducted on behalf of LeapFrog Canada and released today shows that three-quarters (74%) of Canadian moms with children aged 18 or younger agree with the statement “I am concerned about my child’s ability to compete in a global economy”. Not only are moms concerned, but they are also taking steps to promote at-home learning. Virtually all (98%) agree that “I think it is important to encourage learning experiences at home by providing my child with education-related activities”, while nine-in-ten (92%) say “Nowadays, I am more inclined to choose educational entertainment or toys for my children”. Mothers appear particularly keen on reading with their children at a young age, with 78% suggesting reading should start when children are less than 1 year old compared to 50% of fathers.

*These are the findings of an Ipsos-Reid poll conducted between April 27 and April 29, 2004. The poll is based on a randomly selected sample of 1,052 adult Canadians including 234 mothers with children 18 years of age or under. The overall results are considered accurate to within  $\pm 3.0$  percentage points, while the sample of mothers is considered accurate to within  $\pm 6.5$  percentage points, 19 times out of 20. The data have been statistically weighted to ensure that the sample’s regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census.*

## ***Three-Quarters (74%) of Canadian Moms Concerned about their Children's Ability to Compete in Global Economy***

Many Canadian moms express concern over their children's ability to compete in the global economy. Overall, 74% of Canadian mothers with children aged 18 or younger say "I am concerned about my child's ability to compete in a global economy", and 40% indicate they "strongly agree" with this statement. In other words, approximately 3.8 million of these Canadian mothers are worried about their children's ability to compete in the global economy.

- In comparison, 68% of Canadian fathers express concern regarding their children's ability to compete in the global economy.

## ***Virtually All (98%) Think it is Important to Encourage Learning At Home; Nine-in-Ten (92%) Now More Inclined to Choose Educational Entertainment for Children***

Home learning for children appears to play an important role in the minds of Canadian mothers. Virtually all (98%) moms surveyed agree that "I think it is important for me to encourage learning experiences at home by providing my child with education-related activities", and 83% "strongly agree" with this statement. Another nine-in-ten (92%) agree that "Nowadays, I am more inclined to choose educational entertainment or toys for my children" (63% "strongly agree").

- Compared to mothers, Canadian fathers are less likely to believe it is important for parents to encourage learning experiences at home (94%), although at-home learning is still important to most.
- Meanwhile, fathers are just as likely as mothers to indicate they are now more inclined to choose educational entertainment or toys for their children (89%).



## ***Moms More Keen Than Dads on Reading with their Children at a Young Age (78% when Children are Less than 1 Year Old)***

When Canadian mothers were asked what age parents should start reading with their children, the majority (78%) indicate reading should begin when children are less than 1 year old. This includes 51% who believe reading should begin with children under 6 months of age, and 27% who say children should be 6 months to less than 1 year when reading begins.

- Fathers, on the other hand, are more likely to believe reading should begin when children are slightly older, with 35% indicating this would be appropriate once the child is 1 or 2 years of age.

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