

Parents See Beneficial Link Between Volunteering and Education

Nearly All Parents of Above Average Students who Volunteer See the Educational Benefits of Their Children's Charitable Acts



Ipsos Reid

Public Release Date: Friday, July 3, 2009, 6:00 am EDT

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit

www.ipsos.ca

For copies of other news releases, please visit

<http://www.ipsos-na.com/news/>

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



Parents See Beneficial Link Between Volunteering and Education

Nearly All Parents of Above Average Students who Volunteer See the Educational Benefits of Their Children's Charitable Acts

Toronto, ON – Many parents see a link between education in the classroom and volunteerism in their communities, according to an Ipsos-Reid survey conducted on behalf of Kumon Math and Reading Centres. Parents see the benefits as being two-fold: volunteerism enhances education while education encourages volunteerism.

Above average students are more likely than below average to either be involved in their communities or to be interested in becoming involved. According to their parents, 28% of above average students are already involved in activities with local charitable organizations, and an additional 24% of parents say that they are interested in getting their children involved or that their children have expressed this interest themselves. Additionally, parents whose children are performing at an above average level in school *and* are involved in their local communities nearly unanimously agree (97%) that this community involvement helps their children succeed both inside and outside the classroom.

Three quarters of parents of above average students (75%) say that they believe that their children's educational experiences inspire them to get more involved with volunteering and charitable activities. Furthermore, a quarter of parents whose children volunteer (27%)



report that their children's charitable activities makes them want to be more involved in their communities as well.

These are the findings of an Ipsos Reid North American I Say Panel poll conducted on behalf of Kumon Canada from April 6 to April 10, 2009. This online survey of 1,024 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canada with children been polled

For more information on this news release, please contact:

***Sean Simpson
Research Manager
Ipsos Reid
Public Affairs
(416) 572-4474***

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>