

# Only Half (50%) of Canadian Parents Strongly Agree they are Confident in Helping their Children with their Reading, Writing and Math Homework

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**Ipsos Reid**

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## **Only Half (50%) of Canadian Parents Strongly Agree they are Confident in Helping their Children with their Reading, Writing and Math Homework**

**Toronto, ON** – Family Literacy Day is just around the corner on January 27, 2011 but a new Ipsos Reid poll conducted on behalf of ABC Life Literacy Canada finds that only half (50%) of Canadian parents strongly agree that they are confident in helping their children with their reading, writing and math homework. Three in ten (30%) Canadian parents somewhat agreed that they are confident in helping their children with their homework. On the other hand, 7% ‘disagreed’ (5% somewhat/2% strongly) that they are confident. One in seven (14%) Canadian parents said they did not know if they were confident in helping their children with their reading, writing and math homework.

*These are some of the findings of an Ipsos Reid poll conducted between August 4 and 9, 2010, on behalf of the ABC Life Literacy Canada. For this survey, a sample of 1,021 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. 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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**For more information on this news release, please contact:**

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

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