Canadian Online Omni November 7 - November 14, 2011

ABC PSE 1: Condensed
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8_1. [Read together] How often would you say you do the following activities with your children?

| | | GENDER | | AGE | | EDUCATION | | | |
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Read together									
Daily	401	159	242	251	149	32	147	135	86
	40%	32%	48%	62%	25%	34%	37%	41%	47%
			A	D					F
Weekly	221	118	103	101	120	25	80	71	45
	22%	24%	20%	25%	20%	26%	20%	22%	25%
Monthly	66	39	27	18	47	8	20	26	12
	7%	8%	5%	5%	8%	8%	5%	8%	7%
Less often than monthly	315	179	136	33	281	30	153	94	38
	31%	36%	27%	8%	47%	31%	38%	29%	21%
		B			C		GH	H	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8_2. [Play games together] How often would you say you do the following activities with your children?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Play games together									
Daily	337	151	186	225	112	28	118	115	76
	34%	30%	37%	56%	19%	30%	29%	35%	42%
			A	D					F
Weekly	331	169	162	131	200	30	137	107	58
	33%	34%	32%	32%	34%	32%	34%	33%	32%
Monthly	129	68	62	27	102	17	50	47	16
	13%	14%	12%	7%	17%	18%	13%	14%	9%
					C				
Less often than monthly	204	108	97	20	184	20	95	58	31
	20%	22%	19%	5%	31%	21%	24%	18%	17%
					C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8_3. [Write stories together] How often would you say you do the following activities with your children?

		GENDER		AGE		EDUCATION			
	Total	**Male**	**Female**	**18-34**	**35-55**	**<HS**	**HS**	**Post Sec**	**Univ Grad**
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Write stories together									
Daily	41	18	23	22	19	2	11	13	15
	4%	4%	4%	5%	3%	2%	3%	4%	8%
									FG
Weekly	155	79	75	79	75	14	52	58	30
	15%	16%	15%	20%	13%	15%	13%	18%	17%
				D					
Monthly	128	62	66	68	60	7	53	40	28
	13%	12%	13%	17%	10%	7%	13%	12%	15%
				D					
Less often than monthly	679	336	343	235	444	72	283	215	108
	68%	68%	68%	58%	74%	76%	71%	66%	60%
					C	H	H		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8_4. [Help them with their homework] How often would you say you do the following activities with your children?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Help them with their homework									
Daily	349	151	198	161	187	33	136	115	65
	35%	30%	39%	40%	31%	34%	34%	35%	36%
			A	D					
Weekly	209	115	93	75	133	17	77	77	38
	21%	23%	18%	19%	22%	18%	19%	23%	21%
Monthly	71	46	25	18	54	6	27	25	13
	7%	9%	5%	4%	9%	6%	7%	8%	7%
		B			C				
Less often than monthly	374	183	191	150	224	39	160	110	65
	37%	37%	38%	37%	37%	41%	40%	34%	36%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8_5. [Play/use a computer together] How often would you say you do the following activities with your children?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Play/use a computer together									
Daily	224	100	123	105	119	22	88	72	43
	22%	20%	24%	26%	20%	23%	22%	22%	23%
				D					
Weekly	340	180	161	159	182	34	127	113	67
	34%	36%	32%	39%	30%	36%	32%	35%	37%
				D					
Monthly	119	60	59	44	75	12	49	41	17
	12%	12%	12%	11%	12%	12%	12%	13%	9%
Less often than monthly	319	155	164	96	223	27	136	100	55
	32%	31%	32%	24%	37%	29%	34%	31%	30%
					C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8_6. [Visit a library] How often would you say you do the following activities with your children?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Visit a library									
Daily	16	7	9	10	6	0	5	7	5
	2%	1%	2%	3%	1%	-	1%	2%	3%
Weekly	169	78	91	79	91	17	59	52	41
	17%	16%	18%	19%	15%	17%	15%	16%	23%
									FG
Monthly	232	115	117	120	111	21	83	82	46
	23%	23%	23%	30%	19%	22%	21%	25%	25%
				D					
Less often than monthly	585	295	290	194	391	57	253	186	89
	58%	60%	57%	48%	65%	61%	63%	57%	49%
					C		H		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8. [Daily Summary] How often would you say you do the following activities with your children?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Daily Summary									
Read together	401	159	242	251	149	32	147	135	86
	40%	32%	48%	62%	25%	34%	37%	41%	47%
			A	D					F
Help them with their homework	349	151	198	161	187	33	136	115	65
	35%	30%	39%	40%	31%	34%	34%	35%	36%
			A	D					
Play games together	337	151	186	225	112	28	118	115	76
	34%	30%	37%	56%	19%	30%	29%	35%	42%
			A	D					F
Play/use a computer together	224	100	123	105	119	22	88	72	43
	22%	20%	24%	26%	20%	23%	22%	22%	23%
				D					
Write stories together	41	18	23	22	19	2	11	13	15
	4%	4%	4%	5%	3%	2%	3%	4%	8%
									FG
Visit a library	16	7	9	10	6	0	5	7	5
	2%	1%	2%	3%	1%	-	1%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8. [Weekly Summary] How often would you say you do the following activities with your children?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Weekly Summary									
Play/use a computer together	340	180	161	159	182	34	127	113	67
	34%	36%	32%	39%	30%	36%	32%	35%	37%
				D					
Play games together	331	169	162	131	200	30	137	107	58
	33%	34%	32%	32%	34%	32%	34%	33%	32%
Read together	221	118	103	101	120	25	80	71	45
	22%	24%	20%	25%	20%	26%	20%	22%	25%
Help them with their homework	209	115	93	75	133	17	77	77	38
	21%	23%	18%	19%	22%	18%	19%	23%	21%
Visit a library	169	78	91	79	91	17	59	52	41
	17%	16%	18%	19%	15%	17%	15%	16%	23%
									FG
Write stories together	155	79	75	79	75	14	52	58	30
	15%	16%	15%	20%	13%	15%	13%	18%	17%
				D					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8. [Monthly Summary] How often would you say you do the following activities with your children?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Monthly Summary									
Visit a library	232	115	117	120	111	21	83	82	46
	23%	23%	23%	30%	19%	22%	21%	25%	25%
				D					
Play games together	129	68	62	27	102	17	50	47	16
	13%	14%	12%	7%	17%	18%	13%	14%	9%
					C				
Write stories together	128	62	66	68	60	7	53	40	28
	13%	12%	13%	17%	10%	7%	13%	12%	15%
				D					
Play/use a computer together	119	60	59	44	75	12	49	41	17
	12%	12%	12%	11%	12%	12%	12%	13%	9%
Help them with their homework	71	46	25	18	54	6	27	25	13
	7%	9%	5%	4%	9%	6%	7%	8%	7%
		B			C				
Read together	66	39	27	18	47	8	20	26	12
	7%	8%	5%	5%	8%	8%	5%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

8. [Less Often Than Monthly Summary] How often would you say you do the following activities with your children?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Less Often Than Monthly Summary									
Write stories together	679	336	343	235	444	72	283	215	108
	68%	68%	68%	58%	74%	76%	71%	66%	60%
					C	H	H		
Visit a library	585	295	290	194	391	57	253	186	89
	58%	60%	57%	48%	65%	61%	63%	57%	49%
					C		H		
Help them with their homework	374	183	191	150	224	39	160	110	65
	37%	37%	38%	37%	37%	41%	40%	34%	36%
Play/use a computer together	319	155	164	96	223	27	136	100	55
	32%	31%	32%	24%	37%	29%	34%	31%	30%
					C				
Read together	315	179	136	33	281	30	153	94	38
	31%	36%	27%	8%	47%	31%	38%	29%	21%
		B			C		GH	H	
Play games together	204	108	97	20	184	20	95	58	31
	20%	22%	19%	5%	31%	21%	24%	18%	17%
					C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_1. [To read] How confident are you when it comes to teaching your kids in the following areas:

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
To read									
Very confident	689	314	374	295	393	56	249	240	145
	69%	63%	74%	73%	66%	59%	62%	73%	80%
			A	D				EF	EF
Somewhat confident	265	146	119	96	169	29	128	74	34
	26%	29%	24%	24%	28%	31%	32%	23%	19%
		B				H	GH		
Not very confident	27	17	10	10	17	5	11	9	3
	3%	3%	2%	3%	3%	5%	3%	3%	1%
Not at all confident	21	18	3	2	19	5	12	4	0
	2%	4%	1%	0	3%	5%	3%	1%	-
		B			C	GH	H		
Summary									
Top2Box (Confident)	954	460	494	391	563	85	376	314	179
	95%	93%	97%	97%	94%	90%	94%	96%	99%
			A					E	EF
Low2Box (Not Confident)	48	35	13	12	36	10	23	12	3
	5%	7%	3%	3%	6%	10%	6%	4%	1%
		B				GH	H		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_2. [To write] How confident are you when it comes to teaching your kids in the following areas:

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
To write									
Very confident	591	251	340	268	323	47	208	208	128
	59%	51%	67%	66%	54%	50%	52%	64%	71%
			A	D				EF	EF
Somewhat confident	331	184	147	121	210	33	151	99	48
	33%	37%	29%	30%	35%	35%	38%	30%	26%
		B					GH		
Not very confident	54	39	15	11	44	10	25	15	5
	5%	8%	3%	3%	7%	10%	6%	5%	3%
		B			C	H			
Not at all confident	26	21	4	4	22	5	15	5	1
	3%	4%	1%	1%	4%	5%	4%	1%	0
		B			C	H	H		
Summary									
Top2Box (Confident)	922	435	487	389	533	80	359	307	176
	92%	88%	96%	96%	89%	84%	90%	94%	97%
			A	D				EF	EF
Low2Box (Not Confident)	80	60	20	14	66	15	40	19	6
	8%	12%	4%	4%	11%	16%	10%	6%	3%
		B			C	GH	GH		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_3. [Math] How confident are you when it comes to teaching your kids in the following areas:

| | Total | GENDER | | AGE | | EDUCATION | | | |
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Math									
Very confident	428	232	196	197	231	40	134	142	112
	43%	47%	39%	49%	39%	43%	34%	43%	62%
		B		D				F	EFG
Somewhat confident	336	173	163	122	215	25	137	121	54
	34%	35%	32%	30%	36%	26%	34%	37%	30%
Not very confident	176	56	120	69	106	20	88	54	14
	18%	11%	24%	17%	18%	22%	22%	16%	8%
			A			H	H	H	
Not at all confident	62	34	28	15	46	9	40	11	2
	6%	7%	5%	4%	8%	10%	10%	3%	1%
				C	GH	GH			
Summary									
Top2Box (Confident)	764	405	359	319	445	65	272	262	165
	76%	82%	71%	79%	74%	69%	68%	80%	91%
		B						EF	EFG
Low2Box (Not Confident)	238	89	148	85	153	29	128	64	16
	24%	18%	29%	21%	26%	31%	32%	20%	9%
			A			GH	GH	H	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_4. [To use a computer] How confident are you when it comes to teaching your kids in the following areas:

		GENDER		AGE		EDUCATION			
	Total	**Male**	**Female**	**18-34**	**35-55**	**<HS**	**HS**	**Post Sec**	**Univ Grad**
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
To use a computer									
Very confident	543	275	268	265	278	46	182	186	129
	54%	56%	53%	66%	46%	49%	45%	57%	71%
				D				F	EFG
Somewhat confident	323	143	180	107	216	28	142	109	45
	32%	29%	36%	26%	36%	30%	36%	33%	25%
			A		C		H	H	
Not very confident	90	47	42	23	67	11	49	23	7
	9%	10%	8%	6%	11%	12%	12%	7%	4%
					C	H	GH		
Not at all confident	46	30	16	9	38	9	27	9	1
	5%	6%	3%	2%	6%	10%	7%	3%	0
					C	GH	GH	H	
Summary									
Top2Box (Confident)	866	418	448	372	494	74	324	295	174
	86%	84%	88%	92%	83%	78%	81%	90%	96%
				D				EF	EFG
Low2Box (Not Confident)	136	77	59	32	104	20	76	32	8
	14%	16%	12%	8%	17%	22%	19%	10%	4%
					C	GH	GH	H	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_5. [To drive] How confident are you when it comes to teaching your kids in the following areas:

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
To drive									
Very confident	554	305	250	214	340	47	209	180	118
	55%	62%	49%	53%	57%	50%	52%	55%	65%
		B							EFG
Somewhat confident	296	134	162	109	187	20	126	105	45
	30%	27%	32%	27%	31%	21%	32%	32%	25%
Not very confident	79	24	55	43	35	10	29	26	14
	8%	5%	11%	11%	6%	11%	7%	8%	8%
			A	D					
Not at all confident	73	32	41	37	36	17	36	16	4
	7%	7%	8%	9%	6%	18%	9%	5%	2%
						FGH	GH		
Summary									
Top2Box (Confident)	850	439	411	323	527	67	335	285	164
	85%	89%	81%	80%	88%	71%	84%	87%	90%
		B			C		E	E	E
Low2Box (Not Confident)	152	56	96	81	71	27	65	42	18
	15%	11%	19%	20%	12%	29%	16%	13%	10%
			A	D		FGH			

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9_6. [About money] How confident are you when it comes to teaching your kids in the following areas:

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
About money									
Very confident	532	258	274	220	312	48	193	176	114
	53%	52%	54%	54%	52%	51%	48%	54%	63%
									FG
Somewhat confident	390	185	205	153	237	35	172	128	56
	39%	37%	40%	38%	40%	37%	43%	39%	31%
							H	H	
Not very confident	61	36	25	29	32	8	24	17	12
	6%	7%	5%	7%	5%	9%	6%	5%	6%
Not at all confident	19	16	3	3	17	3	11	6	0
	2%	3%	1%	1%	3%	3%	3%	2%	-
		B			C	H	H		
Summary									
Top2Box (Confident)	922	443	479	372	550	83	365	304	170
	92%	89%	94%	92%	92%	88%	91%	93%	94%
			A						
Low2Box (Not Confident)	80	52	28	32	49	11	35	23	12
	8%	11%	6%	8%	8%	12%	9%	7%	6%
		B							

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9. [Top2Box (Confident) Summary] How confident are you when it comes to teaching your kids in the following areas:

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Top2Box (Confident) Summary									
To read	954	460	494	391	563	85	376	314	179
	95%	93%	97%	97%	94%	90%	94%	96%	99%
			A					E	EF
To write	922	435	487	389	533	80	359	307	176
	92%	88%	96%	96%	89%	84%	90%	94%	97%
			A	D				EF	EF
About money	922	443	479	372	550	83	365	304	170
	92%	89%	94%	92%	92%	88%	91%	93%	94%
			A						
To use a computer	866	418	448	372	494	74	324	295	174
	86%	84%	88%	92%	83%	78%	81%	90%	96%
				D				EF	EFG
To drive	850	439	411	323	527	67	335	285	164
	85%	89%	81%	80%	88%	71%	84%	87%	90%
		B			C		E	E	E
Math	764	405	359	319	445	65	272	262	165
	76%	82%	71%	79%	74%	69%	68%	80%	91%
		B						EF	EFG

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

9. [Low2Box (Not Confident) Summary] How confident are you when it comes to teaching your kids in the following areas:

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Low2Box (Not Confident) Summary									
Math	238	89	148	85	153	29	128	64	16
	24%	18%	29%	21%	26%	31%	32%	20%	9%
			A			GH	GH	H	
To drive	152	56	96	81	71	27	65	42	18
	15%	11%	19%	20%	12%	29%	16%	13%	10%
			A	D		FGH			
To use a computer	136	77	59	32	104	20	76	32	8
	14%	16%	12%	8%	17%	22%	19%	10%	4%
					C	GH	GH	H	
About money	80	52	28	32	49	11	35	23	12
	8%	11%	6%	8%	8%	12%	9%	7%	6%
		B							
To write	80	60	20	14	66	15	40	19	6
	8%	12%	4%	4%	11%	16%	10%	6%	3%
		B			C	GH	GH		
To read	48	35	13	12	36	10	23	12	3
	5%	7%	3%	3%	6%	10%	6%	4%	1%
		B				GH	H		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_1. [Doing laundry] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

| | Total | GENDER | | AGE | | EDUCATION | | | |
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Doing laundry									
Every time	190	78	113	87	103	19	68	63	41
	19%	16%	22%	22%	17%	20%	17%	19%	22%
			A						
Some of the time	469	202	267	184	285	46	188	159	76
	47%	41%	53%	45%	48%	48%	47%	49%	42%
			A						
Rarely	212	127	85	78	134	12	85	69	45
	21%	26%	17%	19%	22%	13%	21%	21%	25%
		B							E
Never	131	89	42	56	76	17	59	36	19
	13%	18%	8%	14%	13%	18%	15%	11%	11%
		B							
Summary									
Top2Box (Every/ Some of the time)	659	279	380	271	389	65	256	221	117
	66%	56%	75%	67%	65%	68%	64%	68%	65%
			A						
Low2Box (Rarely/ Never)	343	216	127	133	210	30	143	105	64
	34%	44%	25%	33%	35%	32%	36%	32%	35%
		B							

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_2. [Going grocery shopping] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

| | Total | GENDER | | AGE | | EDUCATION | | | |
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Going grocery shopping									
Every time	310	126	185	147	163	32	109	116	53
	31%	25%	36%	36%	27%	34%	27%	35%	29%
			A	D				F	
Some of the time	509	244	265	200	310	44	214	153	98
	51%	49%	52%	50%	52%	47%	54%	47%	54%
Rarely	106	69	36	33	73	7	42	34	22
	11%	14%	7%	8%	12%	8%	10%	10%	12%
		B							
Never	77	56	21	24	52	11	35	23	8
	8%	11%	4%	6%	9%	11%	9%	7%	4%
		B				H			
Summary									
Top2Box (Every/ Some of the time)	820	370	450	347	473	76	323	269	151
	82%	75%	89%	86%	79%	81%	81%	82%	83%
			A	D					
Low2Box (Rarely/ Never)	182	125	57	57	125	18	76	58	30
	18%	25%	11%	14%	21%	19%	19%	18%	17%
		B			C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_3. [Cooking/baking] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

| | Total | GENDER | | AGE | | EDUCATION | | | |
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Cooking/baking									
Every time	267	111	156	124	142	28	95	94	49
	27%	22%	31%	31%	24%	29%	24%	29%	27%
			A	D					
Some of the time	556	261	295	217	339	50	229	174	103
	55%	53%	58%	54%	57%	53%	57%	53%	57%
Rarely	94	58	36	35	59	8	36	36	15
	9%	12%	7%	9%	10%	9%	9%	11%	8%
		B							
Never	85	64	21	28	57	8	40	23	14
	8%	13%	4%	7%	10%	9%	10%	7%	8%
		B							
Summary									
Top2Box (Every/ Some of the time)	823	373	450	341	482	78	324	268	153
	82%	75%	89%	84%	80%	83%	81%	82%	84%
			A						
Low2Box (Rarely/ Never)	179	122	57	63	117	16	75	59	29
	18%	25%	11%	16%	20%	17%	19%	18%	16%
		B							

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_4. [Traveling (local / out of town)] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Traveling (local / out of town)									
Every time	306	143	163	131	175	21	108	113	64
	31%	29%	32%	33%	29%	22%	27%	35%	35%
								F	
Some of the time	451	227	223	176	274	35	176	142	98
	45%	46%	44%	44%	46%	37%	44%	44%	54%
									EFG
Rarely	145	72	73	55	90	22	65	46	12
	14%	15%	14%	14%	15%	24%	16%	14%	7%
						H	H	H	
Never	100	52	48	41	59	16	51	26	8
	10%	11%	9%	10%	10%	17%	13%	8%	4%
						GH	GH		
Summary									
Top2Box (Every/ Some of the time)	757	371	386	308	449	56	284	255	161
	76%	75%	76%	76%	75%	59%	71%	78%	89%
								EF	EFG
Low2Box (Rarely/ Never)	245	124	121	96	149	39	116	71	20
	24%	25%	24%	24%	25%	41%	29%	22%	11%
						GH	GH	H	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_5. [Paying bills] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Paying bills									
Every time	137	66	72	40	97	8	60	47	23
	14%	13%	14%	10%	16%	8%	15%	14%	13%
					C				
Some of the time	311	143	168	99	213	30	130	98	52
	31%	29%	33%	24%	36%	32%	33%	30%	29%
					C				
Rarely	286	151	135	116	170	24	109	98	55
	28%	30%	27%	29%	28%	25%	27%	30%	30%
Never	268	136	132	150	118	33	101	83	52
	27%	27%	26%	37%	20%	34%	25%	25%	29%
				D					
Summary									
Top2Box (Every/ Some of the time)	448	209	240	139	310	38	190	146	75
	45%	42%	47%	34%	52%	40%	48%	45%	41%
					C				
Low2Box (Rarely/ Never)	554	286	267	265	288	56	209	181	107
	55%	58%	53%	66%	48%	60%	52%	55%	59%
				D					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10_6. [Participation in sport] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Participation in sport									
Every time	321	151	170	153	168	26	114	111	70
	32%	30%	34%	38%	28%	27%	29%	34%	38%
				D					F
Some of the time	434	222	212	163	271	40	175	143	75
	43%	45%	42%	40%	45%	42%	44%	44%	42%
Rarely	146	59	87	53	93	16	62	44	23
	15%	12%	17%	13%	15%	17%	16%	14%	13%
			A						
Never	102	64	38	35	67	12	48	29	13
	10%	13%	7%	9%	11%	13%	12%	9%	7%
		B							
Summary									
Top2Box (Every/ Some of the time)	755	373	382	316	438	66	289	254	145
	75%	75%	75%	78%	73%	70%	72%	78%	80%
Low2Box (Rarely/ Never)	247	122	125	88	160	29	110	73	36
	25%	25%	25%	22%	27%	30%	28%	22%	20%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10. [Top2Box (Every/ Some Of The Time) Summary] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Top2Box (Every/ Some Of The Time) Summary									
Cooking/baking	823	373	450	341	482	78	324	268	153
	82%	75%	89%	84%	80%	83%	81%	82%	84%
			A						
Going grocery shopping	820	370	450	347	473	76	323	269	151
	82%	75%	89%	86%	79%	81%	81%	82%	83%
			A	D					
Traveling (local / out of town)	757	371	386	308	449	56	284	255	161
	76%	75%	76%	76%	75%	59%	71%	78%	89%
								EF	EFG
Participation in sport	755	373	382	316	438	66	289	254	145
	75%	75%	75%	78%	73%	70%	72%	78%	80%
Doing laundry	659	279	380	271	389	65	256	221	117
	66%	56%	75%	67%	65%	68%	64%	68%	65%
			A						
Paying bills	448	209	240	139	310	38	190	146	75
	45%	42%	47%	34%	52%	40%	48%	45%	41%
					C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

10. [Low2Box (Rarely/ Never) Summary] Thinking about the following activities, how often do you use them as learning opportunity for your kids?

| | | GENDER | | AGE | | EDUCATION | | | |
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Low2Box (Rarely/ Never) Summary									
Paying bills	554	286	267	265	288	56	209	181	107
	55%	58%	53%	66%	48%	60%	52%	55%	59%
				D					
Doing laundry	343	216	127	133	210	30	143	105	64
	34%	44%	25%	33%	35%	32%	36%	32%	35%
		B							
Participation in sport	247	122	125	88	160	29	110	73	36
	25%	25%	25%	22%	27%	30%	28%	22%	20%
Traveling (local / out of town)	245	124	121	96	149	39	116	71	20
	24%	25%	24%	24%	25%	41%	29%	22%	11%
						GH	GH	H	
Going grocery shopping	182	125	57	57	125	18	76	58	30
	18%	25%	11%	14%	21%	19%	19%	18%	17%
		B			C				
Cooking/baking	179	122	57	63	117	16	75	59	29
	18%	25%	11%	16%	20%	17%	19%	18%	16%
		B							

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

11. Has your child ever taught you to do any of the following?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Use computer software/programs	350	170	180	69	281	26	157	103	64
	35%	34%	35%	17%	47%	27%	39%	32%	35%
					C		G		
Use a smartphone / ipod	279	137	141	59	220	24	118	84	52
	28%	28%	28%	15%	37%	25%	30%	26%	29%
					C				
Upload photos/video from digital camera	268	131	137	45	223	27	120	77	43
	27%	27%	27%	11%	37%	29%	30%	24%	24%
					C				
Use Facebook	247	111	135	49	198	30	111	64	43
	25%	22%	27%	12%	33%	31%	28%	20%	23%
					C	G	G		
Program your digital technology (DVD player, microwave)	217	95	122	50	168	26	85	61	47
	22%	19%	24%	12%	28%	27%	21%	19%	26%
					C				G
Shop online	97	46	52	23	75	10	33	32	21
	10%	9%	10%	6%	12%	11%	8%	10%	12%
					C				
None of the above	503	244	258	300	202	48	182	180	93
	50%	49%	51%	74%	34%	51%	46%	55%	51%
				D				F	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12_1. [I am my child's best teacher] To what extent do you agree or disagree with the following statements:

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
I am my child's best teacher									
Strongly agree	220	85	135	127	94	23	76	76	45
	22%	17%	27%	31%	16%	24%	19%	23%	25%
			A	D					
Somewhat agree	483	239	244	197	286	40	202	148	94
	48%	48%	48%	49%	48%	42%	50%	45%	52%
Somewhat disagree	260	145	115	69	191	29	104	89	37
	26%	29%	23%	17%	32%	31%	26%	27%	21%
		B			C				
Strongly disagree	39	26	12	11	28	3	18	14	5
	4%	5%	2%	3%	5%	3%	4%	4%	3%
		B							
Summary									
Top2Box (Agree)	703	324	380	324	379	63	278	224	139
	70%	65%	75%	80%	63%	66%	70%	68%	77%
			A	D					G
Low2Box (Disagree)	299	171	127	80	219	32	122	103	42
	30%	35%	25%	20%	37%	34%	30%	32%	23%
		B			C			H	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12_2. [I don't have as much time as I would like to spend helping my child learn] To what extent do you agree or disagree with the following statements:

| | | GENDER | | AGE | | EDUCATION | | | |
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
I don't have as much time as I would like to spend helping my child learn									
Strongly agree	153	85	68	57	96	13	61	54	25
	15%	17%	13%	14%	16%	14%	15%	17%	14%
Somewhat agree	465	269	196	175	290	37	185	147	96
	46%	54%	39%	43%	48%	39%	46%	45%	53%
		B							
Somewhat disagree	259	101	158	118	141	27	109	77	47
	26%	20%	31%	29%	24%	28%	27%	24%	26%
			A						
Strongly disagree	124	40	85	53	71	17	45	49	14
	12%	8%	17%	13%	12%	18%	11%	15%	8%
			A			H		H	
Summary									
Top2Box (Agree)	618	354	265	232	386	50	246	201	121
	62%	71%	52%	58%	65%	53%	62%	62%	67%
		B			C				
Low2Box (Disagree)	384	141	242	171	212	44	154	125	60
	38%	29%	48%	42%	35%	47%	38%	38%	33%
			A	D					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12_5. [The primary place for a child to learn is at school, not at home] To what extent do you agree or disagree with the following statements:

		GENDER		AGE		EDUCATION			
	Total	**Male**	**Female**	**18-34**	**35-55**	**<HS**	**HS**	**Post Sec**	**Univ Grad**
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
The primary place for a child to learn is at school, not at home									
Strongly agree	106	62	43	22	84	19	50	24	12
	11%	13%	9%	5%	14%	20%	13%	7%	6%
		B			C	GH	GH		
Somewhat agree	268	155	113	97	172	22	112	87	47
	27%	31%	22%	24%	29%	23%	28%	27%	26%
		B							
Somewhat disagree	391	187	204	169	222	37	149	129	76
	39%	38%	40%	42%	37%	39%	37%	40%	42%
Strongly disagree	237	91	146	116	121	17	88	86	46
	24%	18%	29%	29%	20%	18%	22%	26%	25%
			A	D					
Summary									
Top2Box (Agree)	374	218	156	118	256	41	163	112	59
	37%	44%	31%	29%	43%	43%	41%	34%	32%
		B			C				
Low2Box (Disagree)	628	277	351	285	343	54	237	215	122
	63%	56%	69%	71%	57%	57%	59%	66%	68%
			A	D					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12_6. [If I had time and access to free financial literacy programs and resources, I would use them] To what extent do you agree or disagree with the following statements:

		GENDER		AGE		EDUCATION			
	Total	Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
If I had time and access to free financial literacy programs and resources, I would use them									
Strongly agree	212	98	114	80	132	27	81	70	34
	21%	20%	22%	20%	22%	28%	20%	21%	19%
Somewhat agree	505	265	240	208	297	37	212	165	91
	50%	54%	47%	52%	50%	39%	53%	51%	50%
							E		
Somewhat disagree	197	91	107	79	118	23	69	63	43
	20%	18%	21%	20%	20%	24%	17%	19%	24%
Strongly disagree	88	41	46	36	52	8	38	28	13
	9%	8%	9%	9%	9%	8%	10%	9%	7%
Summary									
Top2Box (Agree)	717	363	354	288	429	64	293	236	125
	72%	73%	70%	71%	72%	68%	73%	72%	69%
Low2Box (Disagree)	285	132	153	115	170	31	107	91	56
	28%	27%	30%	29%	28%	32%	27%	28%	31%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements:

| | Total | GENDER | | AGE | | EDUCATION | | | |
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Top2Box (Agree) Summary									
If I had time and access to free financial literacy programs and resources, I would use them	717	363	354	288	429	64	293	236	125
	72%	73%	70%	71%	72%	68%	73%	72%	69%
I am my child's best teacher	703	324	380	324	379	63	278	224	139
	70%	65%	75%	80%	63%	66%	70%	68%	77%
			A	D					G
I don't have as much time as I would like to spend helping my child learn	618	354	265	232	386	50	246	201	121
	62%	71%	52%	58%	65%	53%	62%	62%	67%
		B			C				
The primary place for a child to learn is at school, not at home	374	218	156	118	256	41	163	112	59
	37%	44%	31%	29%	43%	43%	41%	34%	32%
		B			C				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

12. [Low2Box (Disagree) Summary] To what extent do you agree or disagree with the following statements:

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Low2Box (Disagree) Summary									
The primary place for a child to learn is at school, not at home	628	277	351	285	343	54	237	215	122
	63%	56%	69%	71%	57%	57%	59%	66%	68%
			A	D					
I don't have as much time as I would like to spend helping my child learn	384	141	242	171	212	44	154	125	60
	38%	29%	48%	42%	35%	47%	38%	38%	33%
			A	D					
I am my child's best teacher	299	171	127	80	219	32	122	103	42
	30%	35%	25%	20%	37%	34%	30%	32%	23%
		B			C			H	
If I had time and access to free financial literacy programs and resources, I would use them	285	132	153	115	170	31	107	91	56
	28%	27%	30%	29%	28%	32%	27%	28%	31%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base

13. How do you define literacy?

	Total	GENDER		AGE		EDUCATION			
		Male	Female	18-34	35-55	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All respondents	1002	476	526	338	664	67	288	445	202
Weighted	1002	495	507	404	598	95*	399	327	181
Ability to identify, understand, interpret, create and communicate using printed and written materials	430	195	235	190	240	39	174	150	67
	43%	39%	46%	47%	40%	41%	44%	46%	37%
			A	D				H	
Ability to read for knowledge, write coherently and think critically about printed materials	233	123	110	81	152	13	99	72	50
	23%	25%	22%	20%	25%	13%	25%	22%	27%
							E		E
Ability to read and write	206	104	102	87	119	20	74	70	41
	21%	21%	20%	21%	20%	21%	19%	22%	23%
Ability to read, write and do math	88	48	41	29	60	18	40	16	14
	9%	10%	8%	7%	10%	19%	10%	5%	8%
						GH	G		
Ability to communicate well	26	17	9	9	17	4	9	9	4
	3%	3%	2%	2%	3%	4%	2%	3%	2%
Ability to understand written material and technology	19	9	11	9	10	2	3	9	6
	2%	2%	2%	2%	2%	2%	1%	3%	3%
									F

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H Overlap formulae used. * small base