



Canadian Online Omni November 7 - November 14, 2011

ABC PSE 2: Condensed

Table of Contents

1	8_1. [Read together] How often would you say you do the following activities with your children?
2	8_2. [Play games together] How often would you say you do the following activities with your children?
3	8_3. [Write stories together] How often would you say you do the following activities with your children?
4	8_4. [Help them with their homework] How often would you say you do the following activities with your children?
5	8_5. [Play/use a computer together] How often would you say you do the following activities with your children?
6	8_6. [Visit a library] How often would you say you do the following activities with your children?
7	8. [Daily Summary] How often would you say you do the following activities with your children?
8	8. [Weekly Summary] How often would you say you do the following activities with your children?
9	8. [Monthly Summary] How often would you say you do the following activities with your children?
10	8. [Less Often Than Monthly Summary] How often would you say you do the following activities with your children?
11	9_1. [To read] How confident are you when it comes to teaching your kids in the following areas:
12	9_2. [To write] How confident are you when it comes to teaching your kids in the following areas:
13	9_3. [Math] How confident are you when it comes to teaching your kids in the following areas:
14	9_4. [To use a computer] How confident are you when it comes to teaching your kids in the following areas:
15	9_5. [To drive] How confident are you when it comes to teaching your kids in the following areas:
16	9_6. [About money] How confident are you when it comes to teaching your kids in the following areas:
17	9. [Top2Box (Confident) Summary] How confident are you when it comes to teaching your kids in the following areas:
18	9. [Low2Box (Not Confident) Summary] How confident are you when it comes to teaching your kids in the following areas:
19	10_1. [Doing laundry] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
20	10_2. [Going grocery shopping] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
21	10_3. [Cooking/baking] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
22	10_4. [Traveling (local / out of town)] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
23	10_5. [Paying bills] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
24	10_6. [Participation in sport] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
25	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?
26	10. [Low2Box (Rarely/ Never) Summary] Thinking about the following activities, how often do you use them as learning opportunity for your kids?
27	11. Has your child ever taught you to do any of the following?
28	12_1. [I am my child's best teacher] To what extent do you agree or disagree with the following statements:
29	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:
30	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:
31	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:
32	12. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements:

ABC PSE 2: Condensed

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

[34](#) 13. How do you define literacy?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Read together												
Daily	401	54	51	29	149	87	31	75	96	230	335	66
	40%	41%	50%	45%	39%	35%	42%	44%	34%	42%	53%	18%
Weekly			E								K	
	221	27	22	11	66	78	17	42	68	111	151	70
	22%	20%	22%	18%	17%	32%	22%	25%	25%	20%	24%	19%
Monthly						ACD						
	66	5	8	2	29	19	3	8	23	35	39	27
	7%	4%	7%	3%	8%	8%	4%	4%	8%	6%	6%	7%
Less often than monthly												
	315	46	22	22	140	61	24	46	91	177	109	205
	31%	35%	21%	34%	36%	25%	32%	27%	33%	32%	17%	56%
		BE			BE							J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Play games together												
Daily	337	36	34	23	126	88	30	67	80	190	261	76
	34%	27%	33%	35%	33%	36%	40%	39%	29%	34%	41%	21%
Weekly								H			K	
	331	47	38	19	109	98	21	50	101	180	245	86
	33%	35%	37%	28%	28%	40%	29%	29%	36%	33%	39%	23%
Monthly						D					K	
	129	27	16	6	48	25	8	17	45	68	83	47
	13%	21%	15%	9%	12%	10%	11%	10%	16%	12%	13%	13%
Less often than monthly		DE										
	204	22	15	18	101	34	14	37	52	115	46	159
	20%	17%	15%	28%	26%	14%	19%	22%	19%	21%	7%	43%
				E	ABE							J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Write stories together												
Daily	41	3	0	7	18	11	3	11	7	23	29	12
	4%	2%	-	10%	5%	4%	4%	6%	2%	4%	5%	3%
Weekly				AB	B							
	155	22	16	3	57	44	14	31	46	78	118	37
	15%	16%	15%	4%	15%	18%	18%	18%	17%	14%	19%	10%
Monthly		C			C	C	C				K	
	128	12	12	8	48	36	10	27	35	66	96	32
	13%	9%	12%	12%	13%	15%	14%	16%	13%	12%	15%	9%
Less often than monthly											K	
	679	95	74	48	261	154	47	103	190	386	391	287
	68%	72%	73%	74%	68%	63%	63%	60%	68%	70%	62%	78%
										G		J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Help them with their homework												
Daily	349	40	32	15	130	106	25	65	91	193	283	66
	35%	30%	31%	23%	34%	43%	34%	38%	33%	35%	45%	18%
Weekly						ACD					K	
	209	34	21	16	73	55	10	33	70	106	132	77
	21%	26%	20%	24%	19%	22%	14%	19%	25%	19%	21%	21%
Monthly	71	8	7	6	32	14	5	8	18	45	44	27
	7%	6%	6%	9%	8%	6%	6%	5%	7%	8%	7%	7%
Less often than monthly												
	374	50	43	29	148	70	34	65	98	210	175	199
	37%	38%	42%	44%	39%	29%	46%	38%	35%	38%	28%	54%
			E	E	E		E					J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Play/use a computer together												
Daily	224	35	20	17	94	33	25	49	59	115	170	54
	22%	26%	20%	26%	24%	14%	34%	29%	21%	21%	27%	15%
Weekly		E		E	E		BE				K	
	340	44	37	17	123	104	15	56	103	182	254	86
	34%	33%	37%	27%	32%	43%	20%	33%	37%	33%	40%	23%
Monthly			F		F	CDF					K	
	119	17	16	5	46	27	9	18	32	68	67	52
	12%	13%	16%	7%	12%	11%	12%	11%	12%	12%	11%	14%
Less often than monthly												
	319	37	29	26	122	80	26	48	83	188	143	176
	32%	28%	28%	40%	32%	33%	35%	28%	30%	34%	23%	48%
												J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Visit a library												
Daily	16	2	1	0	6	7	0	3	2	11	9	7
	2%	2%	1%	-	1%	3%	-	2%	1%	2%	1%	2%
Weekly	169	25	19	7	71	41	7	35	46	88	128	41
	17%	19%	18%	11%	18%	17%	9%	20%	17%	16%	20%	11%
											K	
Monthly	232	38	21	16	79	59	19	40	59	133	168	63
	23%	28%	20%	25%	21%	24%	26%	23%	21%	24%	27%	17%
Less often than monthly											K	
	585	68	62	42	229	137	48	94	170	321	328	257
	58%	51%	61%	64%	60%	56%	65%	55%	61%	58%	52%	70%
												J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Daily Summary												
Read together	401	54	51	29	149	87	31	75	96	230	335	66
	40%	41%	50%	45%	39%	35%	42%	44%	34%	42%	53%	18%
Help them with their homework			E								K	
	349	40	32	15	130	106	25	65	91	193	283	66
	35%	30%	31%	23%	34%	43%	34%	38%	33%	35%	45%	18%
Play games together						ACD					K	
	337	36	34	23	126	88	30	67	80	190	261	76
	34%	27%	33%	35%	33%	36%	40%	39%	29%	34%	41%	21%
Play/use a computer together								H			K	
	224	35	20	17	94	33	25	49	59	115	170	54
	22%	26%	20%	26%	24%	14%	34%	29%	21%	21%	27%	15%
Write stories together		E		E	E		BE				K	
	41	3	0	7	18	11	3	11	7	23	29	12
	4%	2%	-	10%	5%	4%	4%	6%	2%	4%	5%	3%
Visit a library				AB	B							
	16	2	1	0	6	7	0	3	2	11	9	7
	2%	2%	1%	-	1%	3%	-	2%	1%	2%	1%	2%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Weekly Summary												
Play/use a computer together	340	44	37	17	123	104	15	56	103	182	254	86
	34%	33%	37%	27%	32%	43%	20%	33%	37%	33%	40%	23%
Play games together			F		F	CDF					K	
	331	47	38	19	109	98	21	50	101	180	245	86
	33%	35%	37%	28%	28%	40%	29%	29%	36%	33%	39%	23%
Read together						D					K	
	221	27	22	11	66	78	17	42	68	111	151	70
	22%	20%	22%	18%	17%	32%	22%	25%	25%	20%	24%	19%
Help them with their homework						ACD						
	209	34	21	16	73	55	10	33	70	106	132	77
	21%	26%	20%	24%	19%	22%	14%	19%	25%	19%	21%	21%
Visit a library												
	169	25	19	7	71	41	7	35	46	88	128	41
	17%	19%	18%	11%	18%	17%	9%	20%	17%	16%	20%	11%
Write stories together											K	
	155	22	16	3	57	44	14	31	46	78	118	37
	15%	16%	15%	4%	15%	18%	18%	18%	17%	14%	19%	10%
		C			C	C	C				K	

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Monthly Summary												
Visit a library	232	38	21	16	79	59	19	40	59	133	168	63
	23%	28%	20%	25%	21%	24%	26%	23%	21%	24%	27%	17%
Play games together											K	
	129	27	16	6	48	25	8	17	45	68	83	47
	13%	21%	15%	9%	12%	10%	11%	10%	16%	12%	13%	13%
Write stories together		DE										
	128	12	12	8	48	36	10	27	35	66	96	32
	13%	9%	12%	12%	13%	15%	14%	16%	13%	12%	15%	9%
Play/use a computer together											K	
	119	17	16	5	46	27	9	18	32	68	67	52
	12%	13%	16%	7%	12%	11%	12%	11%	12%	12%	11%	14%
Help them with their homework												
	71	8	7	6	32	14	5	8	18	45	44	27
	7%	6%	6%	9%	8%	6%	6%	5%	7%	8%	7%	7%
Read together												
	66	5	8	2	29	19	3	8	23	35	39	27
	7%	4%	7%	3%	8%	8%	4%	4%	8%	6%	6%	7%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Less Often Than Monthly Summary												
Write stories together	679	95	74	48	261	154	47	103	190	386	391	287
	68%	72%	73%	74%	68%	63%	63%	60%	68%	70%	62%	78%
Visit a library										G		J
	585	68	62	42	229	137	48	94	170	321	328	257
	58%	51%	61%	64%	60%	56%	65%	55%	61%	58%	52%	70%
Help them with their homework												J
	374	50	43	29	148	70	34	65	98	210	175	199
	37%	38%	42%	44%	39%	29%	46%	38%	35%	38%	28%	54%
Play/use a computer together			E	E	E		E					J
	319	37	29	26	122	80	26	48	83	188	143	176
	32%	28%	28%	40%	32%	33%	35%	28%	30%	34%	23%	48%
Read together												J
	315	46	22	22	140	61	24	46	91	177	109	205
	31%	35%	21%	34%	36%	25%	32%	27%	33%	32%	17%	56%
Play games together		BE			BE							J
	204	22	15	18	101	34	14	37	52	115	46	159
	20%	17%	15%	28%	26%	14%	19%	22%	19%	21%	7%	43%
				E	ABE							J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
To read												
Very confident	689	88	67	51	268	167	49	119	177	392	451	238
	69%	66%	65%	78%	70%	68%	66%	70%	64%	71%	71%	65%
Somewhat confident	265	41	34	13	90	66	22	38	82	145	165	100
	26%	31%	33%	20%	23%	27%	30%	22%	30%	26%	26%	27%
Not very confident	27	2	1	0	15	8	2	6	14	7	14	13
	3%	1%	1%	-	4%	3%	3%	3%	5%	1%	2%	3%
Not at all confident	21	2	1	2	11	4	2	8	5	8	4	17
	2%	2%	1%	2%	3%	2%	2%	5%	2%	1%	1%	5%
Summary												
Top2Box (Confident)	954	128	100	64	358	233	71	157	259	538	616	338
	95%	97%	98%	98%	93%	95%	95%	92%	93%	97%	97%	92%
Low2Box (Not Confident)	48	4	2	2	25	12	4	14	19	15	18	30
	5%	3%	2%	2%	7%	5%	5%	8%	7%	3%	3%	8%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
To write												
Very confident	591	77	55	42	229	143	44	106	153	332	402	189
	59%	59%	54%	64%	60%	59%	60%	62%	55%	60%	63%	51%
Somewhat confident	331	45	42	18	120	81	25	50	97	184	204	127
	33%	34%	41%	28%	31%	33%	34%	29%	35%	33%	32%	34%
Not very confident	54	6	4	4	21	16	3	5	21	28	23	31
	5%	5%	4%	6%	6%	7%	4%	3%	7%	5%	4%	9%
Not at all confident	26	4	1	2	13	4	2	10	7	9	5	21
	3%	3%	1%	2%	3%	2%	2%	6%	3%	2%	1%	6%
Summary												
Top2Box (Confident)	922	122	97	60	349	224	69	156	250	516	606	316
	92%	92%	95%	92%	91%	92%	94%	91%	90%	93%	96%	86%
Low2Box (Not Confident)	80	10	5	5	35	20	5	15	28	37	28	52
	8%	8%	5%	8%	9%	8%	6%	9%	10%	7%	4%	14%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Math												
Very confident	428	54	32	38	176	104	25	78	101	249	298	131
	43%	41%	31%	59%	46%	42%	34%	45%	36%	45%	47%	35%
Somewhat confident				ABEF	B					H	K	
	336	47	52	12	115	81	28	47	94	196	212	125
	34%	35%	51%	19%	30%	33%	38%	27%	34%	35%	33%	34%
Not very confident		C	ACDE			C	C					
	176	27	16	10	65	44	14	25	63	88	100	76
	18%	21%	16%	15%	17%	18%	19%	15%	23%	16%	16%	21%
Not at all confident									I			
	62	4	2	5	28	16	6	22	20	20	25	37
	6%	3%	2%	8%	7%	7%	9%	13%	7%	4%	4%	10%
							B	I	I			J
Summary												
Top2Box (Confident)	764	101	84	50	291	185	53	124	195	445	509	255
	76%	76%	82%	77%	76%	76%	72%	73%	70%	80%	80%	69%
Low2Box (Not Confident)										H	K	
	238	32	18	15	93	60	21	47	83	108	125	113
	24%	24%	18%	23%	24%	24%	28%	27%	30%	20%	20%	31%
									I			J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
To use a computer												
Very confident	543	65	48	47	217	126	41	95	141	307	381	162
	54%	49%	47%	72%	56%	52%	55%	55%	51%	56%	60%	44%
Somewhat confident				ABDE							K	
	323	46	39	13	112	88	25	50	90	183	191	132
	32%	35%	38%	19%	29%	36%	34%	29%	32%	33%	30%	36%
Not very confident		C	C			C						
	90	15	12	4	34	18	6	12	35	42	40	50
	9%	11%	12%	6%	9%	8%	7%	7%	13%	8%	6%	13%
Not at all confident								I			J	
	46	6	3	2	20	13	3	14	12	20	22	25
	5%	5%	3%	2%	5%	5%	4%	8%	4%	4%	3%	7%
								I				J
Summary												
Top2Box (Confident)	866	111	87	60	329	214	66	145	231	490	572	294
	86%	84%	85%	92%	86%	87%	89%	85%	83%	89%	90%	80%
										H	K	
Low2Box (Not Confident)	136	21	15	5	55	31	8	26	47	63	62	74
	14%	16%	15%	8%	14%	13%	11%	15%	17%	11%	10%	20%
									I			J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
To drive												
Very confident	554	65	56	44	208	136	45	74	149	331	363	192
	55%	49%	55%	68%	54%	55%	61%	43%	54%	60%	57%	52%
Somewhat confident				A						G		
	296	45	29	12	124	68	17	44	87	165	167	129
	30%	34%	28%	19%	32%	28%	23%	26%	31%	30%	26%	35%
Not very confident				C								J
	79	11	10	3	22	25	8	21	19	39	52	27
	8%	8%	10%	4%	6%	10%	10%	12%	7%	7%	8%	7%
Not at all confident				D				I				
	73	11	7	6	30	15	4	32	23	18	52	21
	7%	8%	7%	9%	8%	6%	5%	19%	8%	3%	8%	6%
Summary												
Top2Box (Confident)	850	110	85	57	332	204	63	118	236	496	530	320
	85%	83%	83%	87%	86%	83%	85%	69%	85%	90%	84%	87%
									G	G		
Low2Box (Not Confident)	152	22	17	9	52	41	11	53	42	57	104	48
	15%	17%	17%	13%	14%	17%	15%	31%	15%	10%	16%	13%
								HI				

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
About money												
Very confident	532	60	50	41	203	138	41	99	137	296	336	196
	53%	45%	49%	63%	53%	56%	55%	58%	49%	54%	53%	53%
Somewhat confident		A				A						
	390	65	38	17	152	91	28	47	119	224	253	137
	39%	49%	37%	26%	40%	37%	37%	28%	43%	40%	40%	37%
Not very confident		CE							G	G		
	61	5	13	6	17	16	5	14	17	30	43	18
	6%	4%	12%	9%	4%	6%	7%	8%	6%	5%	7%	5%
Not at all confident		AD										
	19	3	2	2	11	1	1	11	5	3	2	17
	2%	2%	2%	2%	3%	0	1%	7%	2%	1%	0	5%
					E			HI				J
Summary												
Top2Box (Confident)	922	125	87	58	355	228	69	146	256	520	589	333
	92%	94%	85%	89%	93%	93%	93%	85%	92%	94%	93%	91%
		B			B	B			G	G		
Low2Box (Not Confident)	80	7	15	7	28	16	6	25	22	33	46	35
	8%	6%	15%	11%	7%	7%	7%	15%	8%	6%	7%	9%
			ADE					HI				

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Top2Box (Confident) Summary												
To read	954	128	100	64	358	233	71	157	259	538	616	338
	95%	97%	98%	98%	93%	95%	95%	92%	93%	97%	97%	92%
To write										GH	K	
	922	122	97	60	349	224	69	156	250	516	606	316
	92%	92%	95%	92%	91%	92%	94%	91%	90%	93%	96%	86%
About money											K	
	922	125	87	58	355	228	69	146	256	520	589	333
	92%	94%	85%	89%	93%	93%	93%	85%	92%	94%	93%	91%
To use a computer		B			B	B			G	G		
	866	111	87	60	329	214	66	145	231	490	572	294
	86%	84%	85%	92%	86%	87%	89%	85%	83%	89%	90%	80%
To drive										H	K	
	850	110	85	57	332	204	63	118	236	496	530	320
	85%	83%	83%	87%	86%	83%	85%	69%	85%	90%	84%	87%
Math									G	G		
	764	101	84	50	291	185	53	124	195	445	509	255
	76%	76%	82%	77%	76%	76%	72%	73%	70%	80%	80%	69%
										H	K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Low2Box (Not Confident) Summary												
Math	238	32	18	15	93	60	21	47	83	108	125	113
	24%	24%	18%	23%	24%	24%	28%	27%	30%	20%	20%	31%
To drive	152	22	17	9	52	41	11	53	42	57	104	48
	15%	17%	17%	13%	14%	17%	15%	31%	15%	10%	16%	13%
								HI				
To use a computer	136	21	15	5	55	31	8	26	47	63	62	74
	14%	16%	15%	8%	14%	13%	11%	15%	17%	11%	10%	20%
About money									I			J
	80	7	15	7	28	16	6	25	22	33	46	35
	8%	6%	15%	11%	7%	7%	7%	15%	8%	6%	7%	9%
To write			ADE					HI				
	80	10	5	5	35	20	5	15	28	37	28	52
	8%	8%	5%	8%	9%	8%	6%	9%	10%	7%	4%	14%
To read											J	
	48	4	2	2	25	12	4	14	19	15	18	30
	5%	3%	2%	2%	7%	5%	5%	8%	7%	3%	3%	8%
								I	I			J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Doing laundry												
Every time	190	30	21	20	67	39	13	47	58	85	127	64
	19%	23%	21%	31%	18%	16%	18%	27%	21%	15%	20%	17%
Some of the time				DE				I				
	469	71	50	23	184	98	42	72	132	265	291	178
	47%	54%	49%	35%	48%	40%	57%	42%	48%	48%	46%	48%
Rarely		CE					CE					
	212	17	17	14	85	62	16	24	59	129	147	65
	21%	13%	17%	22%	22%	25%	21%	14%	21%	23%	23%	18%
Never		A			A					G	K	
	131	14	13	8	48	45	3	29	28	74	70	61
	13%	10%	13%	13%	12%	18%	4%	17%	10%	13%	11%	17%
					F	ADF						J
Summary												
Top2Box (Every/ Some of the time)	659	101	72	43	251	137	55	119	191	350	417	242
	66%	77%	70%	65%	66%	56%	74%	69%	69%	63%	66%	66%
		DE	E		E		E					
Low2Box (Rarely/ Never)	343	31	31	22	132	107	19	52	87	203	217	126
	34%	23%	30%	35%	34%	44%	26%	31%	31%	37%	34%	34%
					A	ABDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Going grocery shopping												
Every time	310	42	32	19	118	75	25	65	89	157	212	99
	31%	31%	32%	29%	31%	31%	34%	38%	32%	28%	33%	27%
Some of the time								I			K	
	509	68	57	32	189	129	33	70	143	296	332	178
	51%	52%	56%	50%	49%	53%	45%	41%	52%	53%	52%	48%
Rarely								G		G		
	106	15	6	5	43	23	12	14	27	64	63	43
	11%	11%	6%	8%	11%	10%	17%	8%	10%	12%	10%	12%
Never							B					
	77	8	7	9	34	17	3	22	18	37	28	49
	8%	6%	6%	13%	9%	7%	4%	13%	7%	7%	4%	13%
								HI				J
Summary												
Top2Box (Every/ Some of the time)	820	110	89	51	307	204	58	135	232	452	543	276
	82%	83%	87%	79%	80%	83%	79%	79%	84%	82%	86%	75%
Low2Box (Rarely/ Never)											K	
	182	22	13	14	77	41	16	36	45	101	91	92
	18%	17%	13%	21%	20%	17%	21%	21%	16%	18%	14%	25%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Cooking/baking												
Every time	267	35	33	21	106	51	20	60	74	133	191	76
	27%	27%	32%	32%	28%	21%	27%	35%	27%	24%	30%	21%
Some of the time	556	79	57	34	198	149	40	77	146	333	357	199
	55%	60%	56%	52%	51%	61%	54%	45%	53%	60%	56%	54%
Rarely	94	11	7	5	37	28	6	13	37	44	53	41
	9%	9%	6%	8%	10%	11%	9%	8%	13%	8%	8%	11%
Never	85	7	6	5	43	17	8	21	20	44	33	52
	8%	5%	6%	8%	11%	7%	11%	12%	7%	8%	5%	14%
Summary												
Top2Box (Every/ Some of the time)	823	114	89	55	304	200	60	137	221	465	548	275
	82%	87%	87%	85%	79%	82%	81%	80%	79%	84%	86%	75%
Low2Box (Rarely/ Never)	179	18	13	10	80	44	14	34	57	88	86	93
	18%	13%	13%	15%	21%	18%	19%	20%	21%	16%	14%	25%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Traveling (local / out of town)												
Every time	306	47	37	22	114	65	22	43	74	189	205	101
	31%	36%	36%	33%	30%	27%	30%	25%	27%	34%	32%	28%
Some of the time	451	57	40	28	173	118	33	64	125	262	291	160
	45%	43%	39%	44%	45%	48%	45%	37%	45%	47%	46%	43%
Rarely	145	18	21	7	52	34	13	35	47	63	87	58
	14%	13%	20%	11%	14%	14%	18%	21%	17%	11%	14%	16%
Never	100	11	5	8	45	27	5	29	32	39	51	49
	10%	8%	5%	12%	12%	11%	7%	17%	12%	7%	8%	13%
Summary												
Top2Box (Every/ Some of the time)	757	104	77	50	287	183	55	107	199	451	496	261
	76%	79%	75%	77%	75%	75%	75%	63%	72%	81%	78%	71%
Low2Box (Rarely/ Never)	245	28	25	15	97	61	19	64	79	102	138	107
	24%	21%	25%	23%	25%	25%	25%	37%	28%	19%	22%	29%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Paying bills												
Every time	137	20	19	13	54	28	3	28	38	72	74	64
	14%	15%	19%	21%	14%	11%	4%	16%	14%	13%	12%	17%
Some of the time		F	F	F	F						J	
	311	54	28	21	124	53	32	53	96	161	163	148
	31%	41%	27%	32%	32%	22%	44%	31%	35%	29%	26%	40%
Rarely		E			E		BE				J	
	286	33	24	13	112	83	21	47	81	157	205	81
	28%	25%	23%	21%	29%	34%	29%	27%	29%	28%	32%	22%
Never											K	
	268	25	32	18	95	81	17	43	63	162	193	75
	27%	19%	31%	27%	25%	33%	24%	25%	22%	29%	30%	20%
						AD					K	
Summary												
Top2Box (Every/ Some of the time)	448	74	47	34	178	81	35	81	134	233	236	212
	45%	56%	46%	52%	46%	33%	48%	47%	48%	42%	37%	58%
		E	E	E	E		E					J
Low2Box (Rarely/ Never)	554	58	56	31	206	164	39	90	144	320	398	156
	55%	44%	54%	48%	54%	67%	52%	53%	52%	58%	63%	42%
						ABCDF					K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Participation in sport												
Every time	321	43	32	25	112	84	25	55	77	189	240	81
	32%	33%	32%	39%	29%	34%	33%	32%	28%	34%	38%	22%
Some of the time	434	62	42	26	168	105	30	59	135	239	268	165
	43%	47%	41%	40%	44%	43%	40%	35%	49%	43%	42%	45%
Rarely	146	16	16	7	60	32	15	31	44	71	81	65
	15%	12%	15%	11%	16%	13%	20%	18%	16%	13%	13%	18%
Never	102	11	12	6	44	24	5	25	22	55	44	57
	10%	8%	11%	10%	11%	10%	7%	15%	8%	10%	7%	16%
Summary												
Top2Box (Every/ Some of the time)	755	105	75	52	280	189	54	114	213	428	509	246
	75%	80%	73%	79%	73%	77%	73%	67%	76%	77%	80%	67%
Low2Box (Rarely/ Never)	247	27	27	14	104	56	20	57	65	125	125	122
	25%	20%	27%	21%	27%	23%	27%	33%	24%	23%	20%	33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Top2Box (Every/ Some Of The Time) Summary												
Cooking/baking	823	114	89	55	304	200	60	137	221	465	548	275
	82%	87%	87%	85%	79%	82%	81%	80%	79%	84%	86%	75%
											K	
Going grocery shopping	820	110	89	51	307	204	58	135	232	452	543	276
	82%	83%	87%	79%	80%	83%	79%	79%	84%	82%	86%	75%
											K	
Traveling (local / out of town)	757	104	77	50	287	183	55	107	199	451	496	261
	76%	79%	75%	77%	75%	75%	75%	63%	72%	81%	78%	71%
										GH	K	
Participation in sport	755	105	75	52	280	189	54	114	213	428	509	246
	75%	80%	73%	79%	73%	77%	73%	67%	76%	77%	80%	67%
									G	G	K	
Doing laundry	659	101	72	43	251	137	55	119	191	350	417	242
	66%	77%	70%	65%	66%	56%	74%	69%	69%	63%	66%	66%
		DE	E		E		E					
Paying bills	448	74	47	34	178	81	35	81	134	233	236	212
	45%	56%	46%	52%	46%	33%	48%	47%	48%	42%	37%	58%
		E	E	E	E		E					J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Low2Box (Rarely/ Never) Summary												
Paying bills	554	58	56	31	206	164	39	90	144	320	398	156
	55%	44%	54%	48%	54%	67%	52%	53%	52%	58%	63%	42%
						ABCDF					K	
Doing laundry	343	31	31	22	132	107	19	52	87	203	217	126
	34%	23%	30%	35%	34%	44%	26%	31%	31%	37%	34%	34%
					A	ABDF						
Participation in sport	247	27	27	14	104	56	20	57	65	125	125	122
	25%	20%	27%	21%	27%	23%	27%	33%	24%	23%	20%	33%
								HI			J	
Traveling (local / out of town)	245	28	25	15	97	61	19	64	79	102	138	107
	24%	21%	25%	23%	25%	25%	25%	37%	28%	19%	22%	29%
								I	I		J	
Going grocery shopping	182	22	13	14	77	41	16	36	45	101	91	92
	18%	17%	13%	21%	20%	17%	21%	21%	16%	18%	14%	25%
											J	
Cooking/baking	179	18	13	10	80	44	14	34	57	88	86	93
	18%	13%	13%	15%	21%	18%	19%	20%	21%	16%	14%	25%
											J	

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Use computer software/programs	350	55	27	29	160	56	23	55	103	192	178	171
	35%	41%	27%	44%	42%	23%	31%	32%	37%	35%	28%	47%
		BE		BE	BE							J
Use a smartphone / ipod	279	45	26	19	121	54	14	33	79	166	152	127
	28%	34%	25%	29%	32%	22%	20%	19%	28%	30%	24%	34%
		EF			EF				G	G		J
Upload photos/video from digital camera	268	35	19	20	109	63	22	42	83	143	131	137
	27%	26%	18%	31%	28%	26%	30%	24%	30%	26%	21%	37%
												J
Use Facebook	247	36	20	17	95	60	19	49	68	130	128	118
	25%	28%	20%	25%	25%	25%	26%	28%	25%	23%	20%	32%
												J
Program your digital technology (DVD player, microwave)	217	32	13	17	86	57	12	31	63	123	124	93
	22%	24%	13%	26%	22%	23%	16%	18%	23%	22%	20%	25%
		B				B						J
Shop online	97	9	10	4	44	23	6	11	35	51	47	51
	10%	7%	10%	6%	11%	9%	9%	7%	12%	9%	7%	14%
												J
None of the above	503	62	62	33	176	132	38	96	133	274	365	138
	50%	47%	60%	51%	46%	54%	51%	56%	48%	50%	58%	38%
			D								K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
I am my child's best teacher												
Strongly agree	220	34	34	10	80	43	19	45	61	114	161	59
	22%	26%	33%	15%	21%	18%	26%	26%	22%	21%	25%	16%
			CDE								K	
Somewhat agree	483	54	48	43	197	108	32	69	139	275	315	168
	48%	41%	46%	67%	51%	44%	44%	40%	50%	50%	50%	46%
				ABDEF						G		
Somewhat disagree	260	39	20	9	94	80	18	46	71	143	144	116
	26%	29%	20%	13%	25%	33%	24%	27%	26%	26%	23%	31%
		C				BCD						J
Strongly disagree	39	5	1	3	13	12	5	11	6	21	14	25
	4%	4%	1%	5%	3%	5%	6%	7%	2%	4%	2%	7%
								H				J
Summary												
Top2Box (Agree)	703	88	81	53	277	152	52	114	201	389	476	227
	70%	67%	79%	82%	72%	62%	70%	67%	72%	70%	75%	62%
			E	AE	E						K	
Low2Box (Disagree)	299	44	21	12	107	93	22	57	77	164	158	141
	30%	33%	21%	18%	28%	38%	30%	33%	28%	30%	25%	38%
		C				BCD						J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
I don't have as much time as I would like to spend helping my child learn												
Strongly agree	153	16	16	10	69	33	10	25	49	79	108	45
	15%	12%	15%	15%	18%	14%	13%	15%	18%	14%	17%	12%
Somewhat agree	465	65	43	33	175	121	28	61	137	267	286	179
	46%	49%	42%	51%	46%	50%	38%	36%	49%	48%	45%	49%
									G	G		
Somewhat disagree	259	35	27	19	90	61	26	41	62	156	160	100
	26%	27%	26%	30%	24%	25%	35%	24%	22%	28%	25%	27%
							D					
Strongly disagree	124	16	17	3	49	29	11	44	29	52	80	44
	12%	12%	17%	4%	13%	12%	14%	26%	10%	9%	13%	12%
			C					HI				
Summary												
Top2Box (Agree)	618	81	58	43	245	154	38	86	187	346	394	224
	62%	61%	57%	66%	64%	63%	51%	50%	67%	63%	62%	61%
					F				G	G		
Low2Box (Disagree)	384	52	44	22	139	90	37	85	91	207	240	144
	38%	39%	43%	34%	36%	37%	49%	50%	33%	37%	38%	39%
							D	HI				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
The primary place for a child to learn is at school, not at home												
Strongly agree	106	15	12	4	40	29	6	15	41	50	64	41
	11%	11%	12%	6%	10%	12%	8%	9%	15%	9%	10%	11%
									I			
Somewhat agree	268	38	24	14	104	70	19	41	82	146	159	110
	27%	28%	24%	21%	27%	29%	25%	24%	30%	26%	25%	30%
Somewhat disagree	391	49	38	28	147	103	25	66	102	223	259	132
	39%	37%	37%	44%	38%	42%	34%	39%	37%	40%	41%	36%
Strongly disagree	237	31	28	19	92	43	24	49	53	135	152	85
	24%	23%	27%	30%	24%	17%	32%	29%	19%	24%	24%	23%
							E	H				
Summary												
Top2Box (Agree)	374	52	36	17	145	99	25	56	123	195	223	151
	37%	40%	36%	27%	38%	40%	33%	33%	44%	35%	35%	41%
									GI			
Low2Box (Disagree)	628	80	66	48	239	146	49	115	155	358	411	217
	63%	60%	64%	73%	62%	60%	67%	67%	56%	65%	65%	59%
								H		H		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
If I had time and access to free financial literacy programs and resources, I would use them												
Strongly agree	212	24	31	12	89	41	16	49	63	100	149	63
	21%	18%	30%	19%	23%	17%	21%	29%	23%	18%	23%	17%
Somewhat agree			E					I			K	
	505	75	47	40	185	121	38	70	155	281	317	188
Somewhat disagree	50%	56%	46%	61%	48%	50%	51%	41%	56%	51%	50%	51%
								G	G			
Strongly disagree	197	26	16	11	77	54	14	25	48	124	125	72
	20%	20%	15%	16%	20%	22%	19%	15%	17%	23%	20%	20%
Summary										G		
	88	8	9	2	33	29	7	28	12	48	43	44
Top2Box (Agree)	9%	6%	9%	4%	9%	12%	9%	16%	4%	9%	7%	12%
								HI		H		J
Low2Box (Disagree)	717	98	78	52	273	162	54	118	218	380	466	251
	72%	74%	76%	80%	71%	66%	72%	69%	79%	69%	73%	68%
									GI			
	285	34	25	13	111	82	21	53	60	173	168	117
	28%	26%	24%	20%	29%	34%	28%	31%	21%	31%	27%	32%
								H		H		

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Top2Box (Agree) Summary												
If I had time and access to free financial literacy programs and resources, I would use them	717	98	78	52	273	162	54	118	218	380	466	251
	72%	74%	76%	80%	71%	66%	72%	69%	79%	69%	73%	68%
									GI			
I am my child's best teacher	703	88	81	53	277	152	52	114	201	389	476	227
	70%	67%	79%	82%	72%	62%	70%	67%	72%	70%	75%	62%
			E	AE	E						K	
I don't have as much time as I would like to spend helping my child learn	618	81	58	43	245	154	38	86	187	346	394	224
	62%	61%	57%	66%	64%	63%	51%	50%	67%	63%	62%	61%
					F				G	G		
The primary place for a child to learn is at school, not at home	374	52	36	17	145	99	25	56	123	195	223	151
	37%	40%	36%	27%	38%	40%	33%	33%	44%	35%	35%	41%
									GI			

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Low2Box (Disagree) Summary												
The primary place for a child to learn is at school, not at home	628	80	66	48	239	146	49	115	155	358	411	217
	63%	60%	64%	73%	62%	60%	67%	67%	56%	65%	65%	59%
								H		H		
I don't have as much time as I would like to spend helping my child learn	384	52	44	22	139	90	37	85	91	207	240	144
	38%	39%	43%	34%	36%	37%	49%	50%	33%	37%	38%	39%
							D	HI				
I am my child's best teacher	299	44	21	12	107	93	22	57	77	164	158	141
	30%	33%	21%	18%	28%	38%	30%	33%	28%	30%	25%	38%
		C				BCD						J
If I had time and access to free financial literacy programs and resources, I would use them	285	34	25	13	111	82	21	53	60	173	168	117
	28%	26%	24%	20%	29%	34%	28%	31%	21%	31%	27%	32%
								H		H		

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

13. How do you define literacy?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	135	91	55	366	269	86	163	265	574	627	375
Weighted	1002	132	102*	65*	384	244	74*	171	278	553	634	368
Ability to identify, understand, interpret, create and communicate using printed and written materials	430	58	52	34	183	69	34	77	121	231	282	148
	43%	44%	51%	52%	48%	28%	46%	45%	44%	42%	44%	40%
		E	E	E	E		E					
Ability to read for knowledge, write coherently and think critically about printed materials	233	31	16	14	89	65	18	37	62	134	138	95
	23%	24%	15%	22%	23%	26%	25%	22%	22%	24%	22%	26%
						B						
Ability to read and write	206	18	21	11	66	78	12	30	51	125	132	74
	21%	14%	21%	17%	17%	32%	17%	18%	18%	23%	21%	20%
						ACDF						
Ability to read, write and do math	88	18	6	4	32	22	6	19	28	42	54	34
	9%	14%	5%	6%	8%	9%	8%	11%	10%	8%	9%	9%
Ability to communicate well	26	3	5	2	3	10	3	4	11	10	14	11
	3%	2%	5%	3%	1%	4%	3%	2%	4%	2%	2%	3%
			D			D						
Ability to understand written material and technology	19	4	3	0	10	1	1	4	6	10	13	6
	2%	3%	3%	-	3%	0	1%	2%	2%	2%	2%	2%

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