



Canadian Online Omni November 7 - November 14, 2011

ABC PSE 3: 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 3: 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?

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Read together							
Daily	401	178	194	99	73	47	38
	40%	67%	72%	56%	34%	20%	13%
		CDEF	CDEF	DEF	EF	F	
Weekly	221	59	66	57	72	47	40
	22%	22%	24%	32%	34%	20%	13%
		F	F	AEF	ABEF	F	
Monthly	66	8	6	11	26	25	22
	7%	3%	2%	6%	12%	11%	7%
				B	ABC	AB	AB
Less often than monthly	315	21	4	11	42	117	200
	31%	8%	2%	6%	20%	50%	67%
		B		B	ABC	ABCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Play games together							
Daily	337	186	141	56	44	37	31
	34%	70%	52%	31%	21%	16%	10%
		BCDEF	CDEF	DEF	F	F	
Weekly	331	54	111	99	115	82	66
	33%	20%	41%	56%	54%	35%	22%
			AF	ABEF	ABEF	AF	
Monthly	129	12	12	21	34	62	56
	13%	4%	4%	12%	16%	27%	19%
				AB	AB	ABCDF	ABC
Less often than monthly	204	13	6	3	20	54	147
	20%	5%	2%	2%	9%	23%	49%
					BC	ABCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Write stories together							
Daily	41	16	10	9	5	8	9
	4%	6%	4%	5%	2%	4%	3%
Weekly	155	55	78	41	37	20	17
	15%	21%	29%	23%	18%	8%	6%
		EF	ADEF	EF	EF		
Monthly	128	28	47	43	45	24	17
	13%	11%	17%	24%	21%	10%	6%
		F	AEF	AEF	AEF	F	
Less often than monthly	679	166	135	86	126	183	257
	68%	62%	50%	48%	59%	78%	86%
		BC			BC	ABCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Help them with their homework							
Daily	349	85	154	119	116	64	47
	35%	32%	57%	66%	54%	27%	16%
		F	AEF	ABDEF	AEF	F	
Weekly	209	39	45	47	66	74	54
	21%	15%	17%	26%	31%	32%	18%
				ABF	ABF	ABF	
Monthly	71	6	9	7	14	35	31
	7%	2%	3%	4%	7%	15%	10%
					A	ABCD	ABC
Less often than monthly	374	136	62	5	17	61	167
	37%	51%	23%	3%	8%	26%	56%
		BCDE	CD		C	CD	BCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Play/use a computer together							
Daily	224	73	86	42	48	48	40
	22%	28%	32%	24%	22%	21%	13%
		F	CDEF	F	F	F	
Weekly	340	83	121	95	109	78	59
	34%	31%	45%	53%	51%	33%	20%
		F	AEF	AEF	AEF	F	
Monthly	119	25	27	19	28	41	44
	12%	9%	10%	10%	13%	18%	15%
						ABC	
Less often than monthly	319	85	36	23	27	68	157
	32%	32%	13%	13%	13%	29%	52%
		BCD				BCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Visit a library							
Daily	16	4	3	4	1	4	4
	2%	2%	1%	2%	0	2%	1%
Weekly	169	52	61	40	47	30	24
	17%	20%	23%	23%	22%	13%	8%
		F	EF	EF	EF	F	
Monthly	232	68	96	64	60	45	36
	23%	26%	35%	36%	28%	19%	12%
		F	AEF	AEF	EF	F	
Less often than monthly	585	141	111	70	105	155	235
	58%	53%	41%	39%	49%	66%	79%
		BC			C	ABCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Daily Summary							
Read together	401	178	194	99	73	47	38
	40%	67%	72%	56%	34%	20%	13%
		CDEF	CDEF	DEF	EF	F	
Help them with their homework	349	85	154	119	116	64	47
	35%	32%	57%	66%	54%	27%	16%
		F	AEF	ABDEF	AEF	F	
Play games together	337	186	141	56	44	37	31
	34%	70%	52%	31%	21%	16%	10%
		BCDEF	CDEF	DEF	F	F	
Play/use a computer together	224	73	86	42	48	48	40
	22%	28%	32%	24%	22%	21%	13%
		F	CDEF	F	F	F	
Write stories together	41	16	10	9	5	8	9
	4%	6%	4%	5%	2%	4%	3%
Visit a library	16	4	3	4	1	4	4
	2%	2%	1%	2%	0	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Weekly Summary							
Play/use a computer together	340	83	121	95	109	78	59
	34%	31%	45%	53%	51%	33%	20%
		F	AEF	AEF	AEF	F	
Play games together	331	54	111	99	115	82	66
	33%	20%	41%	56%	54%	35%	22%
			AF	ABEF	ABEF	AF	
Read together	221	59	66	57	72	47	40
	22%	22%	24%	32%	34%	20%	13%
		F	F	AEF	ABEF	F	
Help them with their homework	209	39	45	47	66	74	54
	21%	15%	17%	26%	31%	32%	18%
				ABF	ABF	ABF	
Visit a library	169	52	61	40	47	30	24
	17%	20%	23%	23%	22%	13%	8%
		F	EF	EF	EF	F	
Write stories together	155	55	78	41	37	20	17
	15%	21%	29%	23%	18%	8%	6%
		EF	ADEF	EF	EF		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Monthly Summary							
Visit a library	232	68	96	64	60	45	36
	23%	26%	35%	36%	28%	19%	12%
		F	AEF	AEF	EF	F	
Play games together	129	12	12	21	34	62	56
	13%	4%	4%	12%	16%	27%	19%
				AB	AB	ABCD	ABC
Write stories together	128	28	47	43	45	24	17
	13%	11%	17%	24%	21%	10%	6%
		F	AEF	AEF	AEF	F	
Play/use a computer together	119	25	27	19	28	41	44
	12%	9%	10%	10%	13%	18%	15%
						ABC	
Help them with their homework	71	6	9	7	14	35	31
	7%	2%	3%	4%	7%	15%	10%
					A	ABCD	ABC
Read together	66	8	6	11	26	25	22
	7%	3%	2%	6%	12%	11%	7%
				B	ABC	AB	AB

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Less Often Than Monthly Summary							
Write stories together	679	166	135	86	126	183	257
	68%	62%	50%	48%	59%	78%	86%
		BC			BC	ABCD	ABCDE
Visit a library	585	141	111	70	105	155	235
	58%	53%	41%	39%	49%	66%	79%
		BC			C	ABCD	ABCDE
Help them with their homework	374	136	62	5	17	61	167
	37%	51%	23%	3%	8%	26%	56%
		BCDE	CD		C	CD	BCDE
Play/use a computer together	319	85	36	23	27	68	157
	32%	32%	13%	13%	13%	29%	52%
		BCD				BCD	ABCDE
Read together	315	21	4	11	42	117	200
	31%	8%	2%	6%	20%	50%	67%
		B		B	ABC	ABCD	ABCDE
Play games together	204	13	6	3	20	54	147
	20%	5%	2%	2%	9%	23%	49%
					BC	ABCD	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
To read							
Very confident	689	192	196	133	158	147	194
	69%	72%	73%	74%	74%	63%	65%
		E	E	EF	EF		
Somewhat confident	265	62	64	42	52	72	87
	26%	24%	24%	23%	24%	30%	29%
Not very confident	27	6	10	3	3	9	7
	3%	2%	4%	2%	1%	4%	2%
Not at all confident	21	5	0	1	0	7	11
	2%	2%	-	1%	-	3%	4%
		B				BD	BCD
Summary							
Top2Box (Confident)	954	254	260	174	210	219	282
	95%	96%	96%	98%	99%	93%	94%
				E	EF		
Low2Box (Not Confident)	48	11	10	4	3	16	18
	5%	4%	4%	2%	1%	7%	6%
						CD	D

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
To write							
Very confident	591	169	185	120	132	125	153
	59%	64%	69%	67%	62%	53%	51%
		EF	EF	EF	EF		
Somewhat confident	331	83	75	53	72	83	107
	33%	31%	28%	30%	34%	35%	36%
Not very confident	54	8	9	5	7	19	25
	5%	3%	3%	3%	3%	8%	8%
						ABCD	ABCD
Not at all confident	26	5	1	1	1	7	15
	3%	2%	1%	1%	1%	3%	5%
						BD	BCD
Summary							
Top2Box (Confident)	922	252	260	173	205	209	260
	92%	95%	96%	97%	96%	89%	87%
		EF	EF	EF	EF		
Low2Box (Not Confident)	80	13	10	6	8	27	40
	8%	5%	4%	3%	4%	11%	13%
						ABCD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Math							
Very confident	428	131	140	83	99	90	98
	43%	50%	52%	46%	46%	38%	33%
		EF	EF	F	EF		
Somewhat confident	336	84	89	63	70	78	102
	34%	32%	33%	35%	33%	33%	34%
Not very confident	176	37	33	28	42	45	69
	18%	14%	12%	16%	20%	19%	23%
					B	B	AB
Not at all confident	62	13	8	6	2	22	31
	6%	5%	3%	3%	1%	9%	10%
		D				BCD	ABCD
Summary							
Top2Box (Confident)	764	216	229	145	169	168	200
	76%	81%	85%	81%	79%	72%	67%
		EF	EF	EF	EF		
Low2Box (Not Confident)	238	50	41	33	44	67	100
	24%	19%	15%	19%	21%	28%	33%
						ABCD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
To use a computer							
Very confident	543	177	182	111	118	100	115
	54%	67%	68%	62%	55%	43%	39%
		DEF	DEF	EF	EF		
Somewhat confident	323	66	72	51	74	93	122
	32%	25%	27%	28%	35%	39%	41%
					A	ABC	ABC
Not very confident	90	14	14	13	16	25	39
	9%	5%	5%	8%	7%	11%	13%
						AB	AB
Not at all confident	46	9	2	4	5	18	24
	5%	3%	1%	2%	3%	7%	8%
		B				BCD	ABCD
Summary							
Top2Box (Confident)	866	243	254	161	192	193	237
	86%	92%	94%	90%	90%	82%	79%
		EF	EF	EF	EF		
Low2Box (Not Confident)	136	22	16	17	21	43	63
	14%	8%	6%	10%	10%	18%	21%
						ABCD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
To drive							
Very confident	554	145	161	93	110	129	170
	55%	55%	60%	52%	52%	55%	57%
Somewhat confident	296	67	74	49	71	69	97
	30%	25%	27%	27%	33%	29%	32%
Not very confident	79	22	16	22	20	19	16
	8%	8%	6%	12%	9%	8%	5%
				BF			
Not at all confident	73	31	19	15	12	18	17
	7%	12%	7%	8%	6%	8%	6%
		BDF					
Summary							
Top2Box (Confident)	850	212	235	142	181	198	267
	85%	80%	87%	80%	85%	84%	89%
			AC				AC
Low2Box (Not Confident)	152	53	35	36	32	38	33
	15%	20%	13%	20%	15%	16%	11%
		BF		BF			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
About money							
Very confident	532	152	146	95	113	108	156
	53%	57%	54%	53%	53%	46%	52%
		E					
Somewhat confident	390	89	101	78	94	103	119
	39%	33%	37%	44%	44%	44%	40%
				A	A	A	
Not very confident	61	19	22	5	5	16	16
	6%	7%	8%	3%	3%	7%	5%
		D	CD			D	
Not at all confident	19	5	1	1	0	8	8
	2%	2%	0	1%	-	3%	3%
						BD	BD
Summary							
Top2Box (Confident)	922	241	247	173	208	211	275
	92%	91%	92%	97%	97%	90%	92%
				ABEF	ABEF		
Low2Box (Not Confident)	80	25	23	6	5	24	24
	8%	9%	8%	3%	3%	10%	8%
		CD	CD			CD	CD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Top2Box (Confident) Summary							
To read	954	254	260	174	210	219	282
	95%	96%	96%	98%	99%	93%	94%
				E	EF		
To write	922	252	260	173	205	209	260
	92%	95%	96%	97%	96%	89%	87%
		EF	EF	EF	EF		
About money	922	241	247	173	208	211	275
	92%	91%	92%	97%	97%	90%	92%
				ABEF	ABEF		
To use a computer	866	243	254	161	192	193	237
	86%	92%	94%	90%	90%	82%	79%
		EF	EF	EF	EF		
To drive	850	212	235	142	181	198	267
	85%	80%	87%	80%	85%	84%	89%
			AC				AC
Math	764	216	229	145	169	168	200
	76%	81%	85%	81%	79%	72%	67%
		EF	EF	EF	EF		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Low2Box (Not Confident) Summary							
Math	238	50	41	33	44	67	100
	24%	19%	15%	19%	21%	28%	33%
						ABCD	ABCD
To drive	152	53	35	36	32	38	33
	15%	20%	13%	20%	15%	16%	11%
		BF		BF			
To use a computer	136	22	16	17	21	43	63
	14%	8%	6%	10%	10%	18%	21%
						ABCD	ABCD
About money	80	25	23	6	5	24	24
	8%	9%	8%	3%	3%	10%	8%
		CD	CD			CD	CD
To write	80	13	10	6	8	27	40
	8%	5%	4%	3%	4%	11%	13%
						ABCD	ABCD
To read	48	11	10	4	3	16	18
	5%	4%	4%	2%	1%	7%	6%
						CD	D

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Doing laundry							
Every time	190	66	45	24	36	44	52
	19%	25%	16%	14%	17%	19%	17%
		BCDF					
Some of the time	469	110	118	88	111	112	153
	47%	41%	44%	49%	52%	48%	51%
					A		A
Rarely	212	43	78	47	48	51	55
	21%	16%	29%	26%	23%	22%	18%
			AF	A			
Never	131	46	30	19	17	28	39
	13%	17%	11%	11%	8%	12%	13%
		BD					
Summary							
Top2Box (Every/ Some of the time)	659	176	162	113	147	156	205
	66%	66%	60%	63%	69%	66%	69%
					B		B
Low2Box (Rarely/ Never)	343	89	108	66	66	79	94
	34%	34%	40%	37%	31%	34%	31%
			DF				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Going grocery shopping							
Every time	310	107	92	57	60	62	67
	31%	40%	34%	32%	28%	27%	22%
		DEF	F	F			
Some of the time	509	112	144	106	129	118	156
	51%	42%	53%	59%	60%	50%	52%
			A	A	AE		A
Rarely	106	22	27	13	20	35	41
	11%	8%	10%	7%	10%	15%	14%
						ACD	AC
Never	77	25	6	3	4	19	35
	8%	9%	2%	1%	2%	8%	12%
		BCD				BCD	BCD
Summary							
Top2Box (Every/ Some of the time)	820	219	236	163	189	181	223
	82%	82%	88%	91%	89%	77%	75%
		F	EF	AEF	EF		
Low2Box (Rarely/ Never)	182	47	34	15	24	54	76
	18%	18%	12%	9%	11%	23%	25%
		C				BCD	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Cooking/baking							
Every time	267	86	74	52	58	69	60
	27%	33%	28%	29%	27%	29%	20%
		F		F		F	
Some of the time	556	126	161	106	130	125	173
	55%	48%	60%	60%	61%	53%	58%
			A	A	A		A
Rarely	94	23	31	15	20	24	29
	9%	9%	11%	8%	9%	10%	10%
Never	85	30	4	5	5	17	37
	8%	11%	1%	3%	2%	7%	12%
		BCD				BD	BCDE
Summary							
Top2Box (Every/ Some of the time)	823	213	235	158	188	194	233
	82%	80%	87%	89%	88%	83%	78%
			AF	AF	AF		
Low2Box (Rarely/ Never)	179	53	35	20	25	41	66
	18%	20%	13%	11%	12%	17%	22%
		BCD					BCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Traveling (local / out of town)							
Every time	306	88	89	63	58	59	76
	31%	33%	33%	35%	27%	25%	25%
				DEF			
Some of the time	451	109	124	83	105	109	139
	45%	41%	46%	46%	50%	46%	46%
Rarely	145	33	39	24	37	43	47
	14%	13%	14%	13%	17%	18%	16%
Never	100	35	19	9	13	25	38
	10%	13%	7%	5%	6%	11%	13%
		BCD				CD	BCD
Summary							
Top2Box (Every/ Some of the time)	757	197	213	146	163	168	215
	76%	74%	79%	82%	77%	71%	72%
				EF			
Low2Box (Rarely/ Never)	245	69	57	32	49	67	85
	24%	26%	21%	18%	23%	29%	28%
						C	C

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Paying bills							
Every time	137	31	21	24	23	34	58
	14%	12%	8%	14%	11%	14%	19%
				B		B	ABD
Some of the time	311	55	63	46	67	76	121
	31%	21%	23%	26%	31%	32%	41%
					AB	AB	ABCDE
Rarely	286	66	98	65	73	83	76
	28%	25%	36%	37%	34%	35%	25%
			AF	AF	AF	AF	
Never	268	113	88	43	49	43	45
	27%	43%	33%	24%	23%	18%	15%
		BCDEF	CDEF	F	F		
Summary							
Top2Box (Every/ Some of the time)	448	87	84	71	90	110	179
	45%	33%	31%	40%	42%	47%	60%
				B	AB	AB	ABCDE
Low2Box (Rarely/ Never)	554	179	186	108	123	126	120
	55%	67%	69%	60%	58%	53%	40%
		DEF	CDEF	F	F	F	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Participation in sport							
Every time	321	99	103	87	91	62	64
	32%	37%	38%	49%	43%	26%	21%
		EF	EF	ABEF	EF		
Some of the time	434	100	131	70	91	113	137
	43%	38%	49%	39%	43%	48%	46%
			AC			A	
Rarely	146	30	30	17	24	35	59
	15%	11%	11%	10%	11%	15%	20%
							ABCD
Never	102	36	6	4	7	25	40
	10%	14%	2%	2%	3%	11%	13%
		BCD				BCD	BCD
Summary							
Top2Box (Every/ Some of the time)	755	199	234	157	182	175	201
	75%	75%	87%	88%	86%	74%	67%
			AEF	AEF	AEF	F	
Low2Box (Rarely/ Never)	247	67	36	21	31	60	98
	25%	25%	13%	12%	14%	26%	33%
		BCD				BCD	BCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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?

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Top2Box (Every/ Some Of The Time) Summary							
Cooking/baking	823	213	235	158	188	194	233
	82%	80%	87%	89%	88%	83%	78%
			AF	AF	AF		
Going grocery shopping	820	219	236	163	189	181	223
	82%	82%	88%	91%	89%	77%	75%
		F	EF	AEF	EF		
Traveling (local / out of town)	757	197	213	146	163	168	215
	76%	74%	79%	82%	77%	71%	72%
				EF			
Participation in sport	755	199	234	157	182	175	201
	75%	75%	87%	88%	86%	74%	67%
			AEF	AEF	AEF	F	
Doing laundry	659	176	162	113	147	156	205
	66%	66%	60%	63%	69%	66%	69%
					B		B
Paying bills	448	87	84	71	90	110	179
	45%	33%	31%	40%	42%	47%	60%
				B	AB	AB	ABCDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Low2Box (Rarely/ Never) Summary							
Paying bills	554	179	186	108	123	126	120
	55%	67%	69%	60%	58%	53%	40%
		DEF	CDEF	F	F	F	
Doing laundry	343	89	108	66	66	79	94
	34%	34%	40%	37%	31%	34%	31%
			DF				
Participation in sport	247	67	36	21	31	60	98
	25%	25%	13%	12%	14%	26%	33%
		BCD				BCD	BCDE
Traveling (local / out of town)	245	69	57	32	49	67	85
	24%	26%	21%	18%	23%	29%	28%
						C	C
Going grocery shopping	182	47	34	15	24	54	76
	18%	18%	12%	9%	11%	23%	25%
		C				BCD	ABCD
Cooking/baking	179	53	35	20	25	41	66
	18%	20%	13%	11%	12%	17%	22%
		BCD					BCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Use computer software/programs	350	32	42	54	96	117	177
	35%	12%	15%	30%	45%	50%	59%
				AB	ABC	ABC	ABCDE
Use a smartphone / ipod	279	30	37	41	75	97	134
	28%	11%	14%	23%	35%	41%	45%
				AB	ABC	ABC	ABCD
Upload photos/video from digital camera	268	14	19	38	78	100	148
	27%	5%	7%	21%	36%	43%	49%
				AB	ABC	ABC	ABCD
Use Facebook	247	15	19	32	69	105	133
	25%	6%	7%	18%	32%	45%	44%
				AB	ABC	ABCD	ABCD
Program your digital technology (DVD player, microwave)	217	18	21	47	66	75	107
	22%	7%	8%	26%	31%	32%	36%
				AB	AB	AB	ABC
Shop online	97	7	6	15	30	30	49
	10%	3%	2%	8%	14%	13%	16%
				AB	ABC	AB	ABC
None of the above	503	219	208	100	70	61	62
	50%	83%	77%	56%	33%	26%	21%
		CDEF	CDEF	DEF	F		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
I am my child's best teacher							
Strongly agree	220	91	69	47	43	34	39
	22%	34%	25%	26%	20%	15%	13%
		BDEF	EF	EF	F		
Somewhat agree	483	133	142	81	102	109	140
	48%	50%	52%	45%	48%	46%	47%
Somewhat disagree	260	34	58	42	63	84	103
	26%	13%	21%	24%	29%	36%	35%
			A	A	AB	ABC	ABC
Strongly disagree	39	7	2	9	5	9	17
	4%	3%	1%	5%	2%	4%	6%
				B		B	B
Summary							
Top2Box (Agree)	703	224	210	128	145	143	179
	70%	84%	78%	72%	68%	61%	60%
		BCDEF	DEF	EF	F		
Low2Box (Disagree)	299	41	60	51	67	92	120
	30%	16%	22%	28%	32%	39%	40%
			A	A	AB	ABC	ABCD

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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:

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
I don't have as much time as I would like to spend helping my child learn							
Strongly agree	153	32	56	40	38	43	34
	15%	12%	21%	23%	18%	18%	11%
			AF	AF	F	F	
Somewhat agree	465	118	123	79	102	112	139
	46%	45%	45%	44%	48%	48%	46%
Somewhat disagree	259	69	68	38	48	54	88
	26%	26%	25%	22%	23%	23%	29%
Strongly disagree	124	46	24	21	24	26	38
	12%	17%	9%	12%	11%	11%	13%
		B					
Summary							
Top2Box (Agree)	618	151	179	119	141	155	173
	62%	57%	66%	67%	66%	66%	58%
			A	A	A	AF	
Low2Box (Disagree)	384	115	91	59	72	80	126
	38%	43%	34%	33%	34%	34%	42%
		BCDE					E

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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:

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
The primary place for a child to learn is at school, not at home							
Strongly agree	106	15	25	22	26	39	37
	11%	6%	9%	12%	12%	16%	12%
				A	A	AB	A
Somewhat agree	268	54	72	43	66	69	91
	27%	20%	27%	24%	31%	29%	30%
			A		A	A	A
Somewhat disagree	391	116	104	69	77	86	114
	39%	44%	38%	39%	36%	37%	38%
Strongly disagree	237	81	69	45	45	41	58
	24%	30%	25%	25%	21%	17%	19%
		DEF	E				
Summary							
Top2Box (Agree)	374	69	98	65	91	108	128
	37%	26%	36%	36%	43%	46%	43%
			A	A	A	AB	A
Low2Box (Disagree)	628	197	172	114	122	127	172
	63%	74%	64%	64%	57%	54%	57%
		BCDEF	E				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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:

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
If I had time and access to free financial literacy programs and resources, I would use them							
Strongly agree	212	64	61	48	53	51	56
	21%	24%	23%	27%	25%	22%	19%
				F			
Somewhat agree	505	125	137	88	105	119	147
	50%	47%	51%	50%	49%	51%	49%
Somewhat disagree	197	50	52	30	42	43	63
	20%	19%	19%	17%	20%	18%	21%
Strongly disagree	88	27	20	12	13	23	33
	9%	10%	7%	7%	6%	10%	11%
Summary							
Top2Box (Agree)	717	189	198	137	157	170	203
	72%	71%	73%	77%	74%	72%	68%
				F			
Low2Box (Disagree)	285	77	72	42	56	65	97
	28%	29%	27%	23%	26%	28%	32%
							C

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Top2Box (Agree) Summary							
If I had time and access to free financial literacy programs and resources, I would use them	717	189	198	137	157	170	203
	72%	71%	73%	77%	74%	72%	68%
				F			
I am my child's best teacher	703	224	210	128	145	143	179
	70%	84%	78%	72%	68%	61%	60%
		BCDEF	DEF	EF	F		
I don't have as much time as I would like to spend helping my child learn	618	151	179	119	141	155	173
	62%	57%	66%	67%	66%	66%	58%
			A	A	A	AF	
The primary place for a child to learn is at school, not at home	374	69	98	65	91	108	128
	37%	26%	36%	36%	43%	46%	43%
			A	A	A	AB	A

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

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

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Low2Box (Disagree) Summary							
The primary place for a child to learn is at school, not at home	628	197	172	114	122	127	172
	63%	74%	64%	64%	57%	54%	57%
		BCDEF	E				
I don't have as much time as I would like to spend helping my child learn	384	115	91	59	72	80	126
	38%	43%	34%	33%	34%	34%	42%
		BCDE					E
I am my child's best teacher	299	41	60	51	67	92	120
	30%	16%	22%	28%	32%	39%	40%
			A	A	AB	ABC	ABCD
If I had time and access to free financial literacy programs and resources, I would use them	285	77	72	42	56	65	97
	28%	29%	27%	23%	26%	28%	32%
							C

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.

13. How do you define literacy?

		AGES OF CHILDREN IN HOUSEHOLD					
	Total	0-2	3-6	7-9	10-13	14-17	18-21.
		A	B	C	D	E	F
Base: All respondents	1002	242	250	178	223	246	320
Weighted	1002	265	270	179	213	235	300
Ability to identify, understand, interpret, create and communicate using printed and written materials	430	115	121	69	91	93	129
	43%	43%	45%	39%	43%	39%	43%
Ability to read for knowledge, write coherently and think critically about printed materials	233	56	52	41	55	63	75
	23%	21%	19%	23%	26%	27%	25%
Ability to read and write	206	66	69	34	37	49	57
	21%	25%	26%	19%	17%	21%	19%
			D				
Ability to read, write and do math	88	22	19	23	18	23	24
	9%	8%	7%	13%	8%	10%	8%
				B			
Ability to communicate well	26	2	4	7	9	5	11
	3%	1%	2%	4%	4%	2%	4%
				A	A		A
Ability to understand written material and technology	19	6	4	5	4	3	4
	2%	2%	2%	3%	2%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J - K/L - M/N - O/P - Q/R Overlap formulae used.