



ABC Life Literacy Canada

Youth Survey - 2012



August 2012

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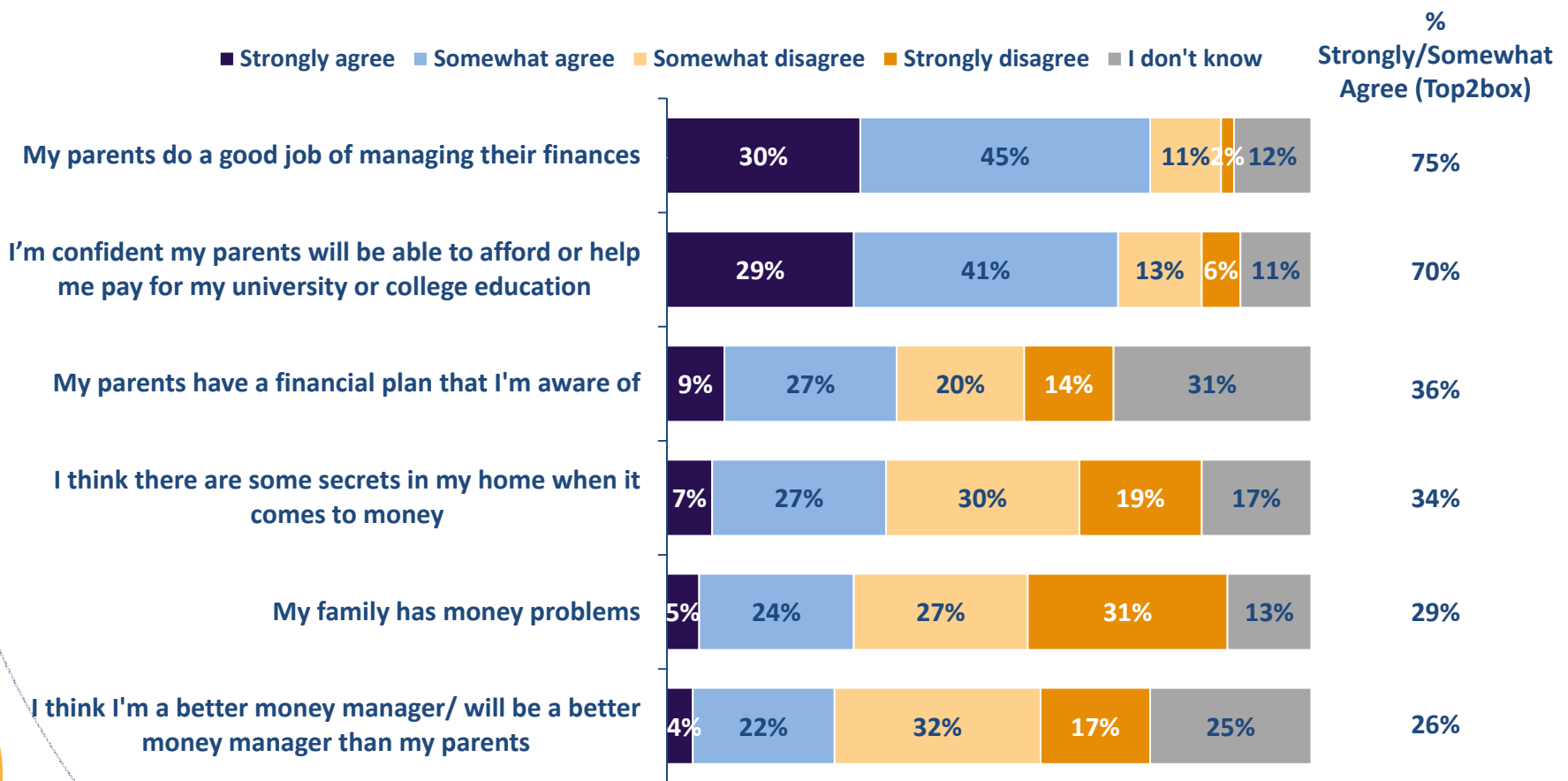
Objectives and Methodology

- ABC Life Literacy Canada commissioned Ipsos to conduct a study of youth, ages 10-13 and 14-17, to gauge their opinions on their household finances.
- Methodology
 - ⇒ The survey used an online methodology with fieldwork running from August 20th to 27th, 2012
 - ⇒ An overall sample of 539 youth under the age of 18 were sampled, with 273 being between the ages of 10-13 and the remaining 266 being between the ages of 14-17.
 - ⇒ With a sample of this size, the total results are considered accurate to within ± 4.4 percentage points, 19 times out of 20, of what they would have been had the entire Canadian population, aged 10-17, been polled. The results for the individual age groups (10-13 and 14-17 yr olds) are considered accurate to within ± 6.2 percentage points, 19 times out of 20, had the entire population of each group been polled.



Thoughts About Parents and Household Finances - Total

- Three-quarters (75%) 'agree' (30% strongly/45% somewhat) that 'their parents do a good job of managing their finances', only one in ten (11%) 'disagree' (2% strongly/11% somewhat). Two in ten (19%) 'disagree' (6% strongly/13% somewhat) that they are confident their parents will be able to afford or help pay for a post-secondary education, while seven in ten (70%) 'agree' (29% strongly/41% somewhat) that they have such confidence. Only three in ten (30%) 'agree' (5% strongly/24% somewhat) that 'their family has money problems, compared to six in ten (31% strongly/27% somewhat) 'disagree'.



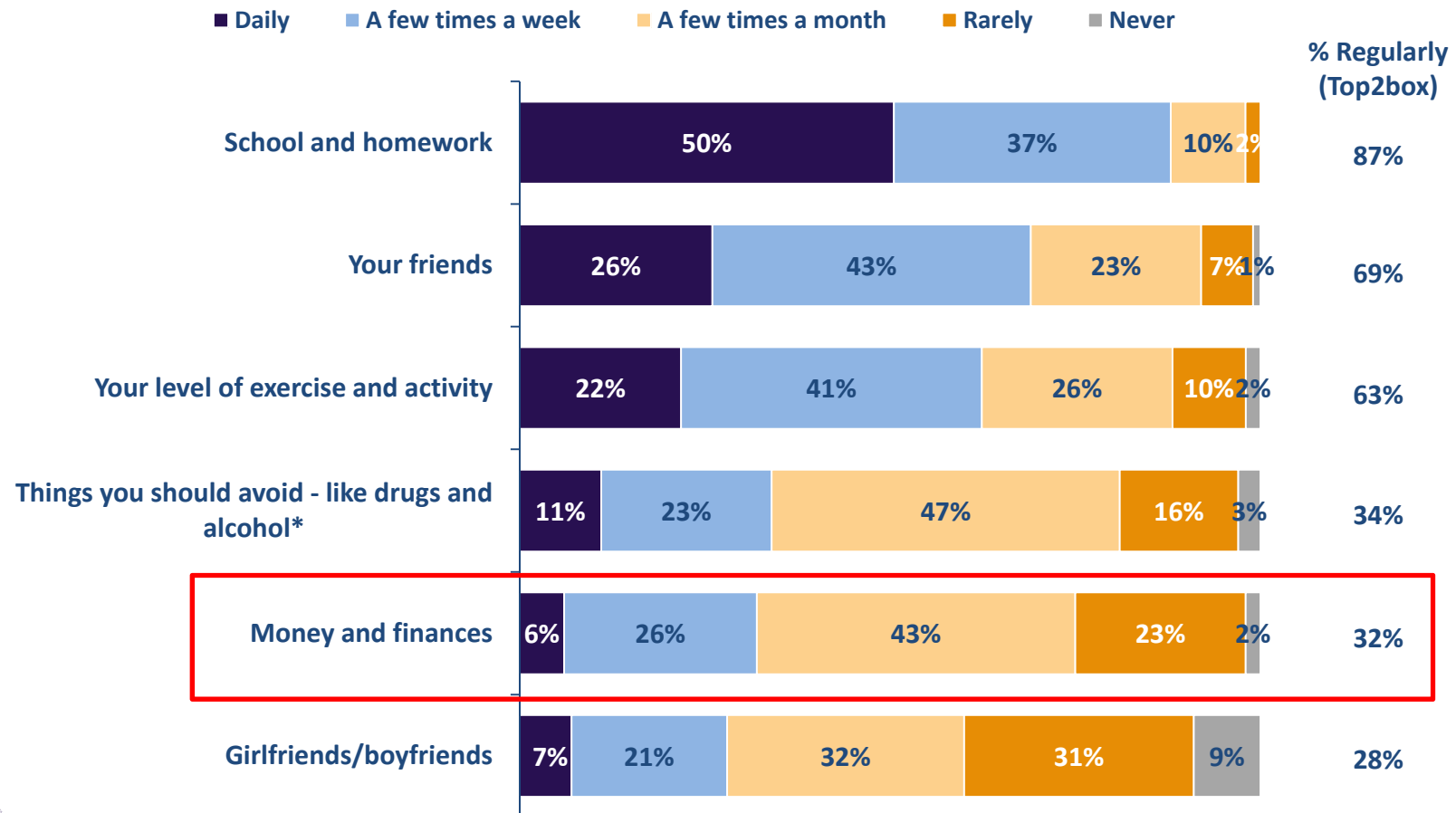
Q1: Please think about your parents and your household finances. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Base: All respondents n=539



Frequent Discussion Topics with Parents – Total

- Parents are least likely to talk to their kids about money and finances on a daily basis (6%). Other than chats about girlfriends/boyfriends (31%), money and finances is the most rarely (23%) talked about issue between parents and their kids.



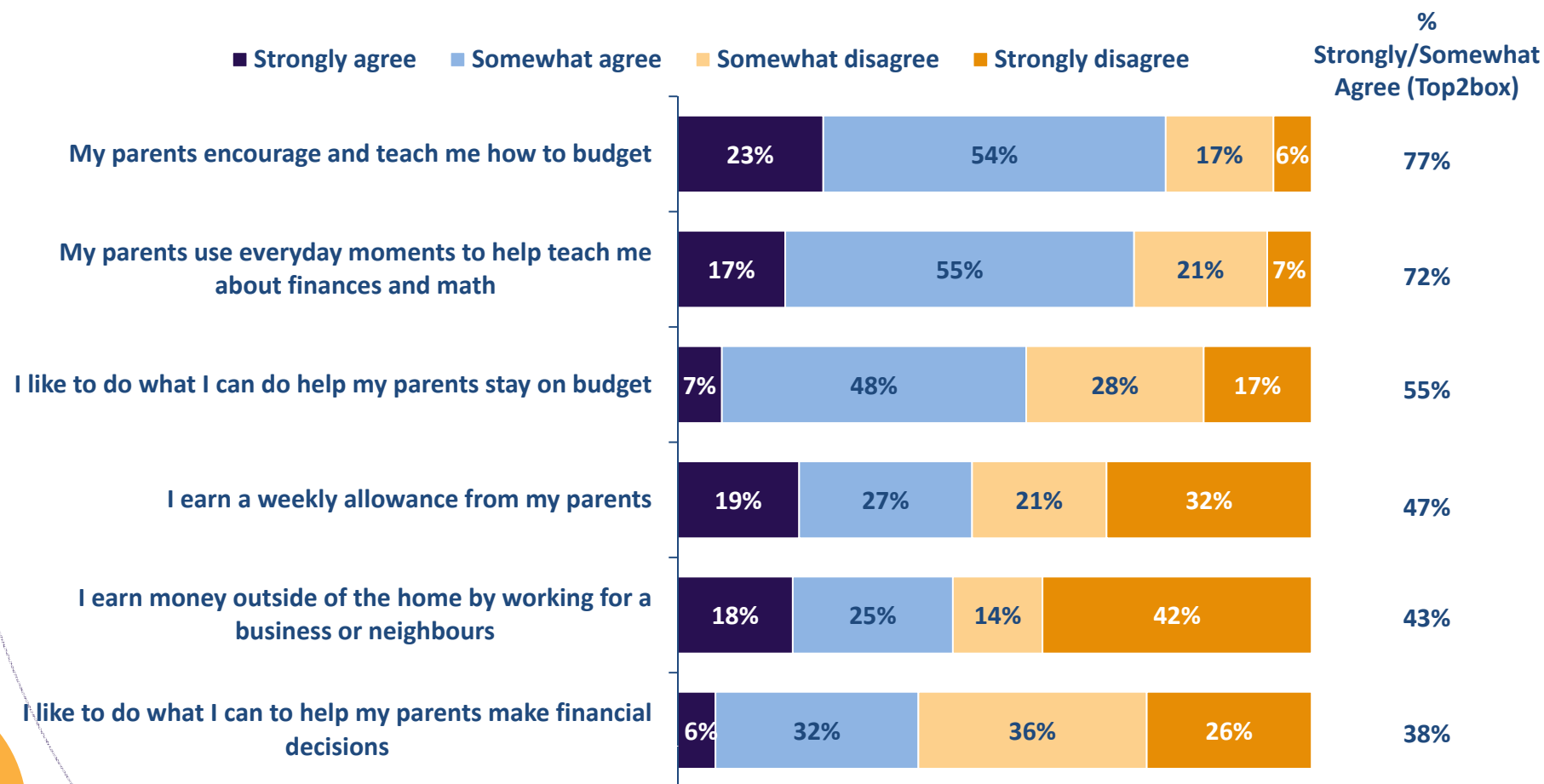
Q2: How often do your parents talk to you about the following things?

Base: All respondents n=539, 'Things you should avoid – like drugs and alcohol'* only asked of 14-17 yr olds.



Parents and Budgeting - Total

•Three-quarters (77%) 'agree' (23% strongly/54% somewhat) that 'their parents encourage and teach them how to budget', while only one-quarter (23%) 'disagree' (6% strongly/17% somewhat) with this statement. Nearly the same amount agree that 'they earn a weekly allowance from their parents' (47%) or 'they earn money outside of the home by working for a business or neighbours' (43%).



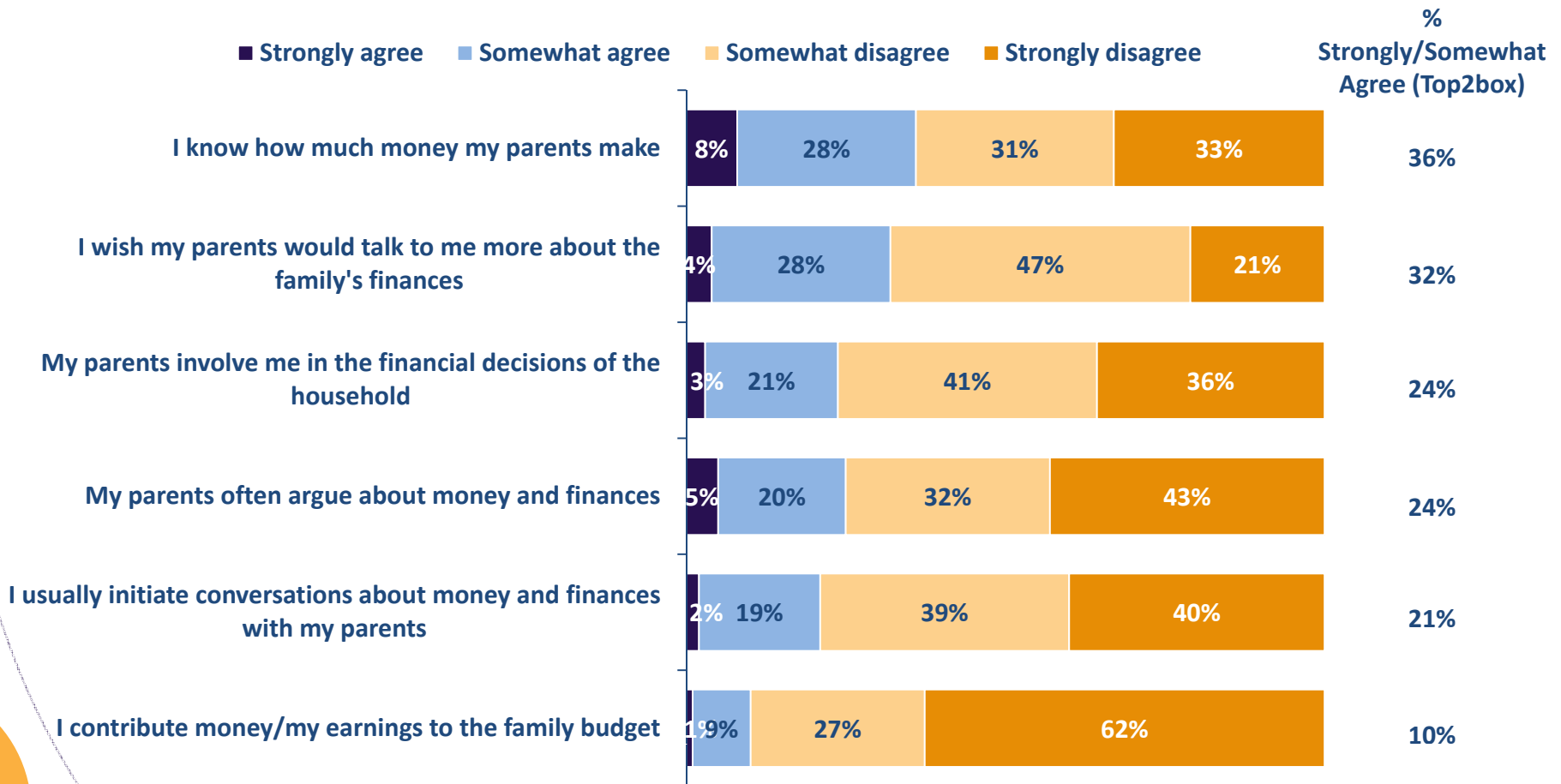
Q3: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

Base: All respondents n=539



Parents and Budgeting Continued - Total

•One-third (32%) 'agree' (4% strongly/28% somewhat) that 'they wish their parents would talk to them more about the family's finances', while seven in ten (68%) 'disagree' (21% strongly/47% somewhat). Two in ten (21%) 'agree' (2% strongly/19% somewhat) that 'they usually initiate conversations about money and finances with their parents', although eight in ten (79%) 'disagree' (40% strongly/39% somewhat). 10% 'agree' (1% strongly/9% somewhat) 'they contribute money to the family budget', although 90% do not agree (62% strongly/27% somewhat) that they do this.



Q3: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

Base: All respondents n=539