

1\_1. [Teach children how to manage their finances] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
<b>Teach children how to manage their finances</b>													
Very important	625	86	64	39	249	141	47	222	85	139	85	136	460
	62%	64%	60%	60%	65%	58%	65%	62%	61%	59%	67%	57%	64%
Somewhat important	303	40	31	20	111	83	19	104	43	80	36	88	206
	30%	29%	29%	30%	29%	34%	27%	29%	30%	34%	29%	37%	29%
Not very important	54	7	9	3	17	13	4	23	9	13	2	11	39
	5%	5%	9%	5%	4%	5%	6%	6%	6%	5%	2%	5%	5%
Not at all important	22	2	3	3	9	4	1	8	4	5	3	4	16
	2%	2%	3%	5%	2%	2%	1%	2%	3%	2%	2%	2%	2%
<b>Summary</b>													
Top2Box (Very/ Somewhat important)	928	125	94	59	359	224	66	327	128	219	121	224	666
	92%	93%	88%	90%	93%	93%	93%	91%	91%	93%	96%	94%	92%
Low2Box (Not very/ Not at all important)	77	10	13	7	26	17	5	32	12	17	5	15	55
	8%	7%	12%	10%	7%	7%	7%	9%	9%	7%	4%	6%	8%

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

1\_2. [Teach children the role of business] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
<b>Teach children the role of business</b>													
Very important	348	52	47	25	140	54	30	129	41	81	44	78	252
	35%	39%	44%	38%	36%	23%	42%	36%	29%	34%	35%	33%	35%
		E	E	E	E		E						
Somewhat important	474	59	43	30	174	138	31	146	83	116	65	121	337
	47%	43%	41%	45%	45%	57%	44%	41%	59%	49%	51%	51%	47%
						ABDF			G	G	G		
Not very important	142	18	12	6	55	41	10	65	12	29	14	32	103
	14%	13%	12%	9%	14%	17%	13%	18%	8%	12%	11%	14%	14%
								H					
Not at all important	41	6	4	5	17	8	1	18	5	9	5	7	29
	4%	4%	4%	8%	4%	3%	1%	5%	3%	4%	4%	3%	4%
				F									
<b>Summary</b>													
Top2Box (Very/ Somewhat important)	823	111	90	54	314	192	61	275	124	198	108	199	589
	82%	82%	85%	83%	81%	80%	85%	77%	88%	84%	86%	83%	82%
									G	G	G		
Low2Box (Not very/ Not at all important)	182	24	16	11	72	49	11	83	17	38	18	40	131
	18%	18%	15%	17%	19%	20%	15%	23%	12%	16%	14%	17%	18%
								HIJ					

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

1\_3. [Teach children how to run a business] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
<b>Teach children how to run a business</b>													
Very important	284	42	35	19	109	54	26	111	39	58	31	57	211
	28%	31%	33%	30%	28%	22%	36%	31%	28%	24%	25%	24%	29%
			E				E						
Somewhat important	461	61	51	31	177	110	31	143	69	122	61	118	328
	46%	46%	48%	48%	46%	45%	43%	40%	49%	52%	48%	50%	45%
										G			
Not very important	209	26	16	10	81	65	12	80	24	46	28	51	147
	21%	19%	15%	15%	21%	27%	17%	22%	17%	20%	23%	21%	20%
						BC							
Not at all important	51	6	5	5	18	14	3	23	8	10	6	13	35
	5%	5%	5%	8%	5%	6%	4%	7%	5%	4%	5%	5%	5%
<b>Summary</b>													
Top2Box (Very/ Somewhat important)	745	103	86	51	286	163	56	255	108	179	92	175	539
	74%	77%	80%	77%	74%	68%	79%	71%	77%	76%	73%	73%	75%
			E				E						
Low2Box (Not very/ Not at all important)	260	32	21	15	99	78	15	103	32	57	34	64	182
	26%	23%	20%	23%	26%	32%	21%	29%	23%	24%	27%	27%	25%
						BF							

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

1\_4. [Teach children the importance of budgeting their money] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Teach children the importance of budgeting their money													
Very important	667	90	71	47	275	134	50	234	89	149	91	145	489
	66%	67%	67%	71%	71%	56%	70%	65%	63%	63%	72%	61%	68%
		E		E	E		E						K
Somewhat important	271	35	27	14	94	82	18	96	44	72	28	75	187
	27%	26%	25%	21%	25%	34%	26%	27%	31%	30%	22%	31%	26%
						CD							
Not very important	45	5	8	2	9	19	2	18	4	13	4	13	31
	4%	4%	7%	3%	2%	8%	3%	5%	3%	5%	4%	5%	4%
			D			D							
Not at all important	22	4	1	3	7	6	1	10	4	3	3	6	14
	2%	3%	1%	5%	2%	2%	1%	3%	3%	1%	2%	3%	2%
Summary													
Top2Box (Very/ Somewhat important)	938	125	98	60	369	217	69	330	132	221	119	220	676
	93%	93%	92%	92%	96%	90%	96%	92%	94%	93%	94%	92%	94%
					E								
Low2Box (Not very/ Not at all important)	67	10	8	5	16	25	3	28	8	16	7	19	45
	7%	7%	8%	8%	4%	10%	4%	8%	6%	7%	6%	8%	6%
						D							

1\_5. [Teach children the skills needed to succeed in the workplace] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Teach children the skills needed to succeed in the workplace													
Very important	613	90	71	44	237	123	48	222	81	135	82	141	441
	61%	67%	66%	68%	62%	51%	67%	62%	58%	57%	65%	59%	61%
Somewhat important		E	E	E	E		E						
	312	34	23	16	121	97	20	104	49	80	35	79	224
	31%	25%	22%	25%	31%	40%	29%	29%	35%	34%	28%	33%	31%
Not very important						ABCD							
	58	8	10	1	19	19	2	25	7	13	8	15	39
	6%	6%	9%	1%	5%	8%	3%	7%	5%	6%	6%	6%	5%
Not at all important			C			C							
	22	3	3	4	8	3	1	8	3	8	1	5	16
	2%	3%	3%	7%	2%	1%	1%	2%	2%	3%	1%	2%	2%
Summary				DE									
Top2Box (Very/ Somewhat important)	924	124	94	60	358	220	68	326	130	215	117	219	665
	92%	92%	88%	92%	93%	91%	96%	91%	93%	91%	93%	92%	92%
Low2Box (Not very/ Not at all important)													
	81	11	12	5	27	22	3	33	10	21	9	20	56
	8%	8%	12%	8%	7%	9%	4%	9%	7%	9%	7%	8%	8%

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

1\_6. [Participate in schools to teach children about financial literacy] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Participate in schools to teach children about financial literacy													
Very important	417	65	47	29	187	56	32	143	59	90	59	84	314
	41%	48%	44%	45%	49%	23%	45%	40%	42%	38%	47%	35%	44%
		E	E	E	E		E					K	
Somewhat important	444	54	46	25	153	132	34	158	65	107	53	125	301
	44%	40%	43%	38%	40%	55%	47%	44%	46%	45%	42%	52%	42%
						ACD						L	
Not very important	114	12	11	6	36	44	5	46	14	30	10	24	84
	11%	9%	11%	9%	9%	18%	6%	13%	10%	13%	8%	10%	12%
						ADF							
Not at all important	30	4	2	5	9	9	1	11	2	10	4	7	22
	3%	3%	2%	8%	2%	4%	1%	3%	2%	4%	4%	3%	3%
				BDF									
Summary													
Top2Box (Very/ Somewhat important)	860	118	93	54	340	188	66	301	124	197	112	208	615
	86%	88%	88%	83%	88%	78%	92%	84%	88%	83%	89%	87%	85%
		E	E		E		E						
Low2Box (Not very/ Not at all important)	145	17	13	11	45	53	5	57	17	39	14	30	106
	14%	12%	12%	17%	12%	22%	8%	16%	12%	17%	11%	13%	15%
						ABDF							

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

1\_7. [Provide parents with tools to teach their children about financial literacy] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Provide parents with tools to teach their children about financial literacy													
Very important	495	73	55	30	212	85	40	178	64	108	65	102	370
	49%	54%	51%	46%	55%	35%	56%	50%	45%	46%	51%	43%	51%
Somewhat important		E	E		E		E						K
	398	50	36	28	143	115	27	129	65	100	50	112	271
	40%	37%	33%	43%	37%	48%	37%	36%	46%	42%	39%	47%	38%
Not very important						BD			G			L	
	92	8	16	4	24	38	3	42	9	24	10	21	66
	9%	6%	15%	6%	6%	16%	4%	12%	6%	10%	8%	9%	9%
Not at all important			ADF			ACDF							
	20	3	1	3	7	4	2	10	3	4	3	4	14
	2%	3%	1%	5%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Summary													
Top2Box (Very/ Somewhat important)	893	123	90	58	355	200	67	307	128	209	114	214	641
	89%	91%	85%	89%	92%	83%	94%	86%	92%	88%	90%	89%	89%
Low2Box (Not very/ Not at all important)		E			BE		E						
	112	12	16	7	31	42	5	51	12	28	12	25	80
	11%	9%	15%	11%	8%	17%	6%	14%	8%	12%	10%	11%	11%
			D			ADF							

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

1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Teach children the importance of budgeting their money	938	125	98	60	369	217	69	330	132	221	119	220	676
	93%	93%	92%	92%	96%	90%	96%	92%	94%	93%	94%	92%	94%
				E									
Teach children how to manage their finances	928	125	94	59	359	224	66	327	128	219	121	224	666
	92%	93%	88%	90%	93%	93%	93%	91%	91%	93%	96%	94%	92%
Teach children the skills needed to succeed in the workplace	924	124	94	60	358	220	68	326	130	215	117	219	665
	92%	92%	88%	92%	93%	91%	96%	91%	93%	91%	93%	92%	92%
Provide parents with tools to teach their children about financial literacy	893	123	90	58	355	200	67	307	128	209	114	214	641
	89%	91%	85%	89%	92%	83%	94%	86%	92%	88%	90%	89%	89%
		E			BE		E						
Participate in schools to teach children about financial literacy	860	118	93	54	340	188	66	301	124	197	112	208	615
	86%	88%	88%	83%	88%	78%	92%	84%	88%	83%	89%	87%	85%
		E	E		E		E						
Teach children the role of business	823	111	90	54	314	192	61	275	124	198	108	199	589
	82%	82%	85%	83%	81%	80%	85%	77%	88%	84%	86%	83%	82%
									G	G	G		
Teach children how to run a business	745	103	86	51	286	163	56	255	108	179	92	175	539
	74%	77%	80%	77%	74%	68%	79%	71%	77%	76%	73%	73%	75%
			E				E						

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



1. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] Please indicate how important it is for volunteers to do the following:

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	121	104	84	359	238	99	351	142	240	127	246	712
Weighted	1005	135	107	65*	385	241	71*	358	140	236	126	239	721
Teach children how to run a business	260	32	21	15	99	78	15	103	32	57	34	64	182
	26%	23%	20%	23%	26%	32%	21%	29%	23%	24%	27%	27%	25%
						BF							
Teach children the role of business	182	24	16	11	72	49	11	83	17	38	18	40	131
	18%	18%	15%	17%	19%	20%	15%	23%	12%	16%	14%	17%	18%
								HIJ					
Participate in schools to teach children about financial literacy	145	17	13	11	45	53	5	57	17	39	14	30	106
	14%	12%	12%	17%	12%	22%	8%	16%	12%	17%	11%	13%	15%
						ABDF							
Provide parents with tools to teach their children about financial literacy	112	12	16	7	31	42	5	51	12	28	12	25	80
	11%	9%	15%	11%	8%	17%	6%	14%	8%	12%	10%	11%	11%
			D			ADF							
Teach children the skills needed to succeed in the workplace	81	11	12	5	27	22	3	33	10	21	9	20	56
	8%	8%	12%	8%	7%	9%	4%	9%	7%	9%	7%	8%	8%
Teach children how to manage their finances	77	10	13	7	26	17	5	32	12	17	5	15	55
	8%	7%	12%	10%	7%	7%	7%	9%	9%	7%	4%	6%	8%
Teach children the importance of budgeting their money	67	10	8	5	16	25	3	28	8	16	7	19	45
	7%	7%	8%	8%	4%	10%	4%	8%	6%	7%	6%	8%	6%
						D							

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