CANADA
LEARNING
CODE

OUR VISION & MISSION

We envision a prosperous Canada in which all people have the knowledge and confidence to harness the power of technology to achieve economic or personal fulfilment.

Canada Learning Code designs, delivers, and partners on technology education programs for Canadians. We place special emphasis on reaching communities who are under-represented in the tech community.

WHO ARE WE

Canada Learning Code is Canada's leading national charity championing digital literacy education. Placing a special emphasis on women, girls, people with disabilities, Indigenous youth and newcomers, Canada Learning Code is proud to work from coast to coast to make sure that all Canadians have access to the knowledge they need to prosper in our digital world.

Originally founded as Ladies Learning Code in 2011, the organization has evolved to run programming for adults, youth and educators through programs Ladies, Girls, Kids, Teens and Teachers Learning Code.

Today, Canada Learning Code operates in over 35 communities across the country, driving results through program design and delivery, strategic industry and public partnerships, research and advocacy. To date, the organization has reached over 90,000 learners through an in-person experience. "

OUR PROGRAMS

CANADA LEARNING CODE

ladies learning code

Adult programming offers women and men of all ages, education and experience levels, hands-on, project-based learning experiences.

girls learning code

Workshops and clubs for 13 to 17 year old teen girls. In addition to code, it includes learning problem solving skills, how to turn ideas into reality and exposure to what a future in technology could look like.

kids learning code

Workshops, camps and afterschool programs for 6-17-year old kids Each workshop and camp reserves 50% of the tickets for boys and 50% for girls.

teens learning code

Workshops, camps and afterschool programs for 6-17-year old girls

teachers learning code

Lessons and instructional design for school teachers to bring coding fundamentals in the classroom

BEYOND OUT OF SCHOOL TIME

With initiatives such as CanCode, there's strong momentum and resources for out of school time coding activities.

But, we believe technical skills can be a great equalizer only if all Canadians have opportunities to participate.

We started by finding out if Canadians agree.

CODING & CURRICULIUM
Exploring public attitudes in Canada

PUBLIC OPINION AMONG CANADIANS
SPRING 2018

ABACUS DATA

METHODOLOGY

- Interviewed 2,200 Canadian adults from June 1 to 6, 2018.
- Sample recruited from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.
- The margin of error for a comparable probability-based random sample of the same size is +/- 2.1%, 19 times out of 20.
- Data was weighted to match the population.

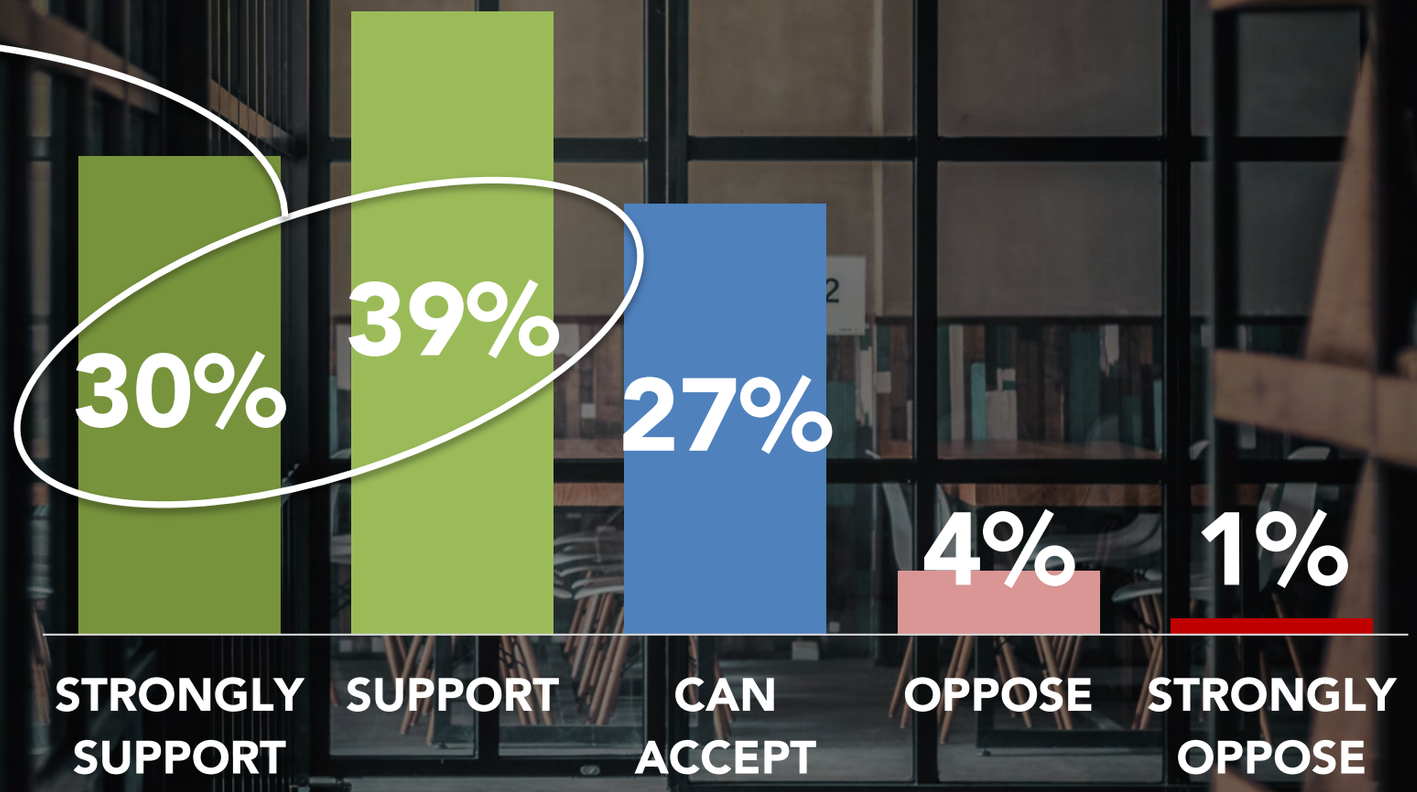
ABACUS DATA

2 IN 3 SUPPORT MORE COMPUTER SCIENCE AND CODING IN THE CLASSROOM.
VERY FEW ARE OPPOSED.

69%

68%
UNDER 45

69%
45+



ABACUS DATA

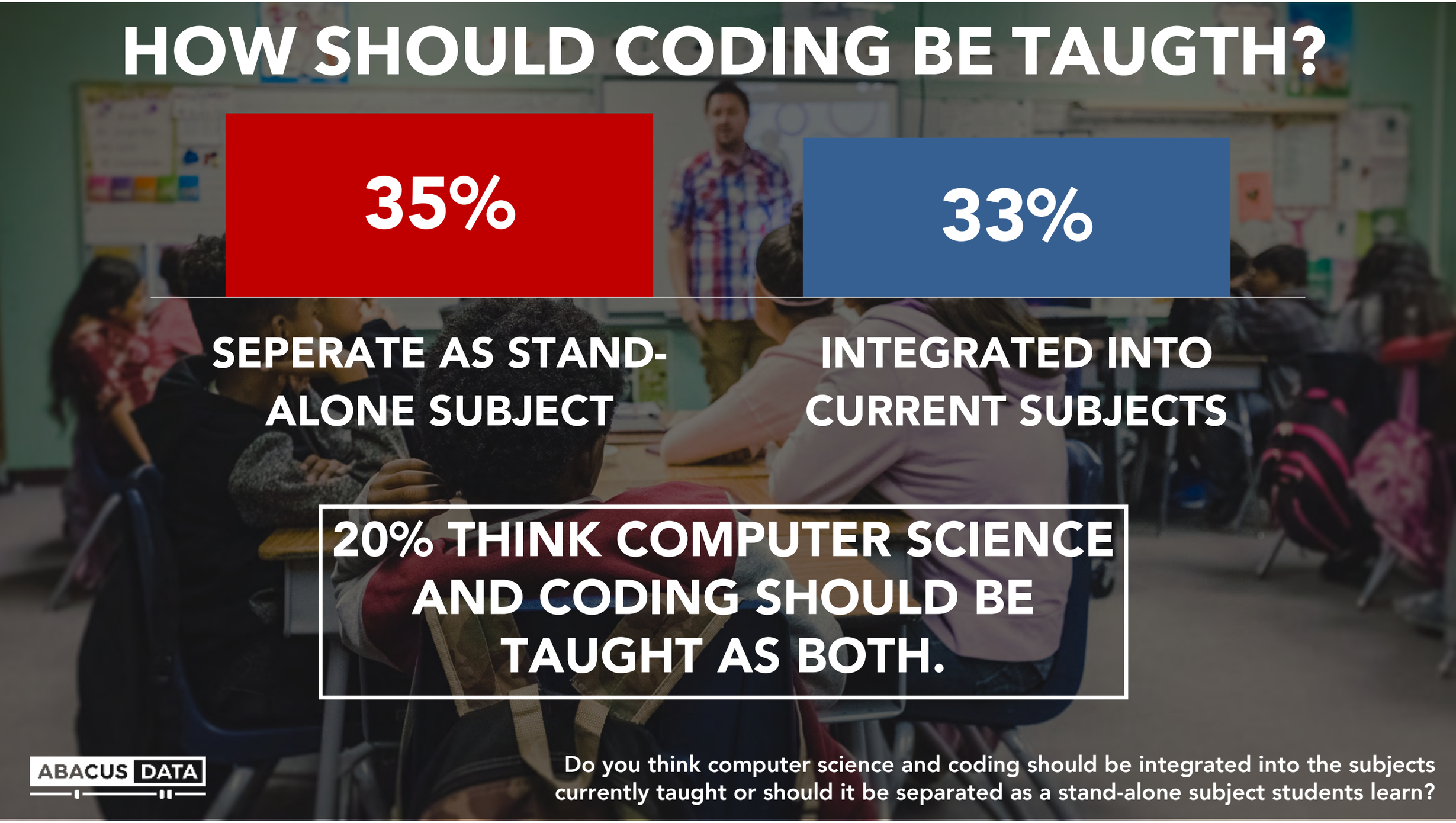
Would you support or oppose including more computer science and coding in school curriculum in your province?

SUPPORT FOR INCLUDING CODING OR COMPUTER SCIENCE IN SCHOOL CURRICULUM IS CONSISTENT ACROSS CANADA

ABACUS DATA

Would you support or oppose including more computer science and coding in school curriculum in your province?

HOW SHOULD CODING BE TAUGTH?



35%

SEPERATE AS STAND-ALONE SUBJECT

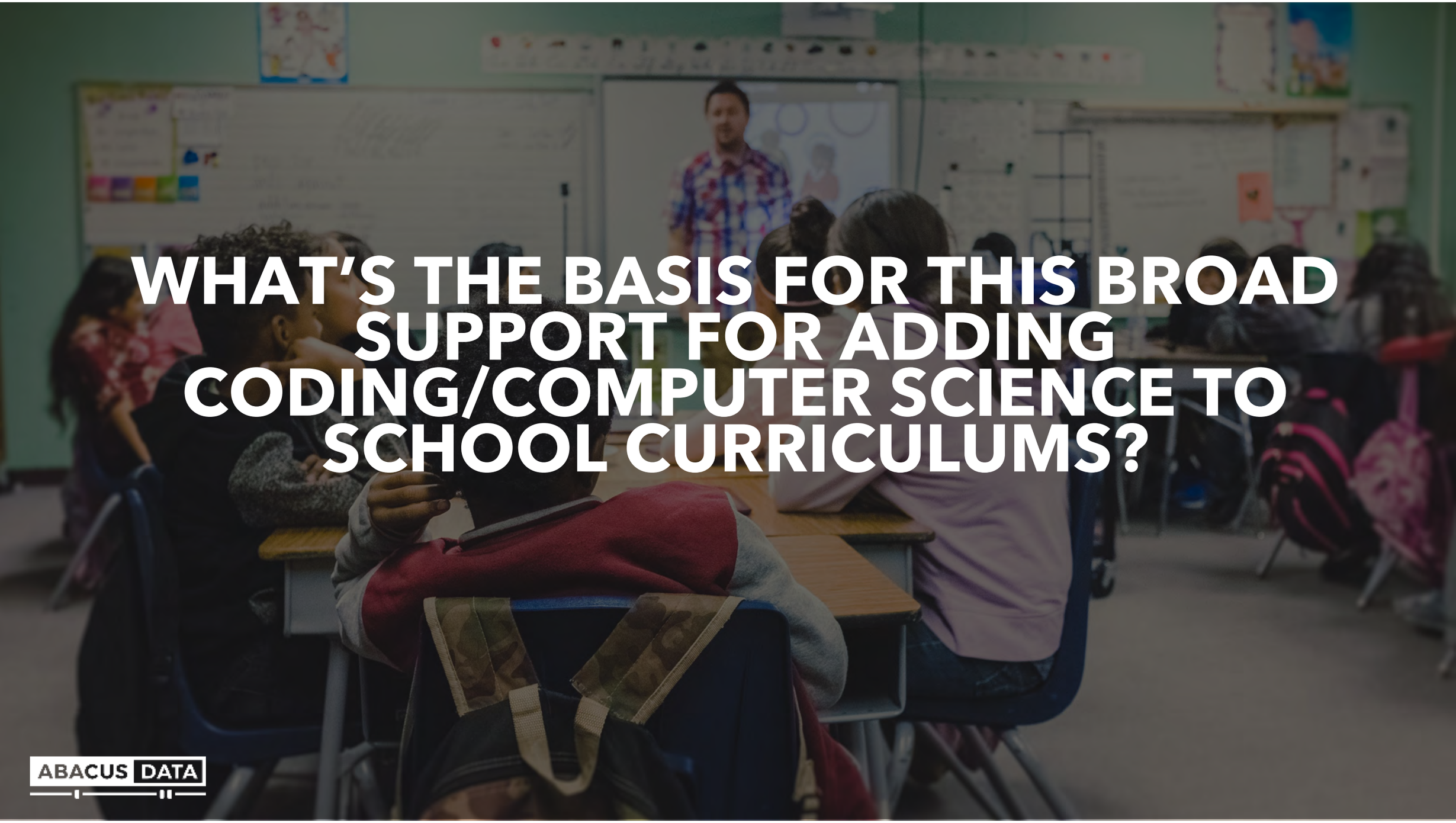
33%

INTEGRATED INTO CURRENT SUBJECTS

20% THINK COMPUTER SCIENCE AND CODING SHOULD BE TAUGHT AS BOTH.

ABACUS DATA

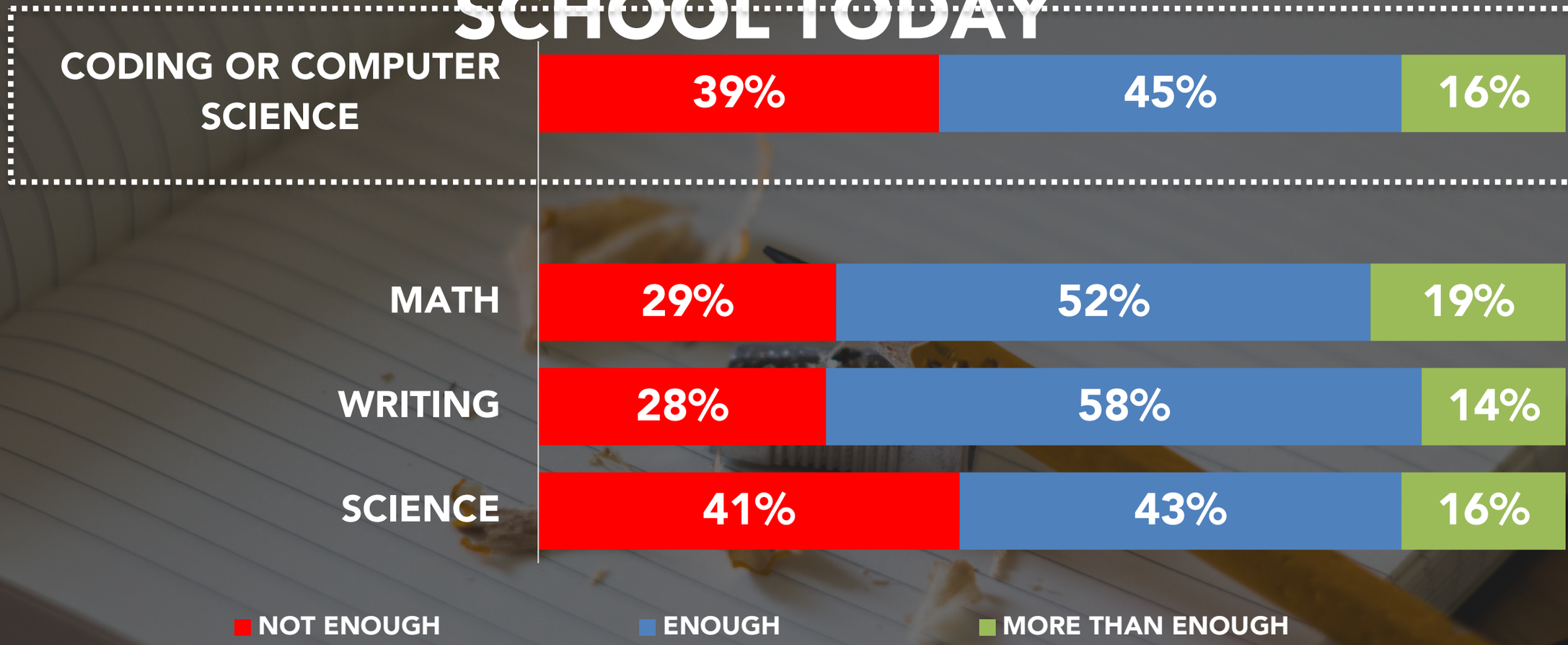
Do you think computer science and coding should be integrated into the subjects currently taught or should it be separated as a stand-alone subject students learn?



WHAT'S THE BASIS FOR THIS BROAD SUPPORT FOR ADDING CODING/COMPUTER SCIENCE TO SCHOOL CURRICULUMS?

ABACUS DATA

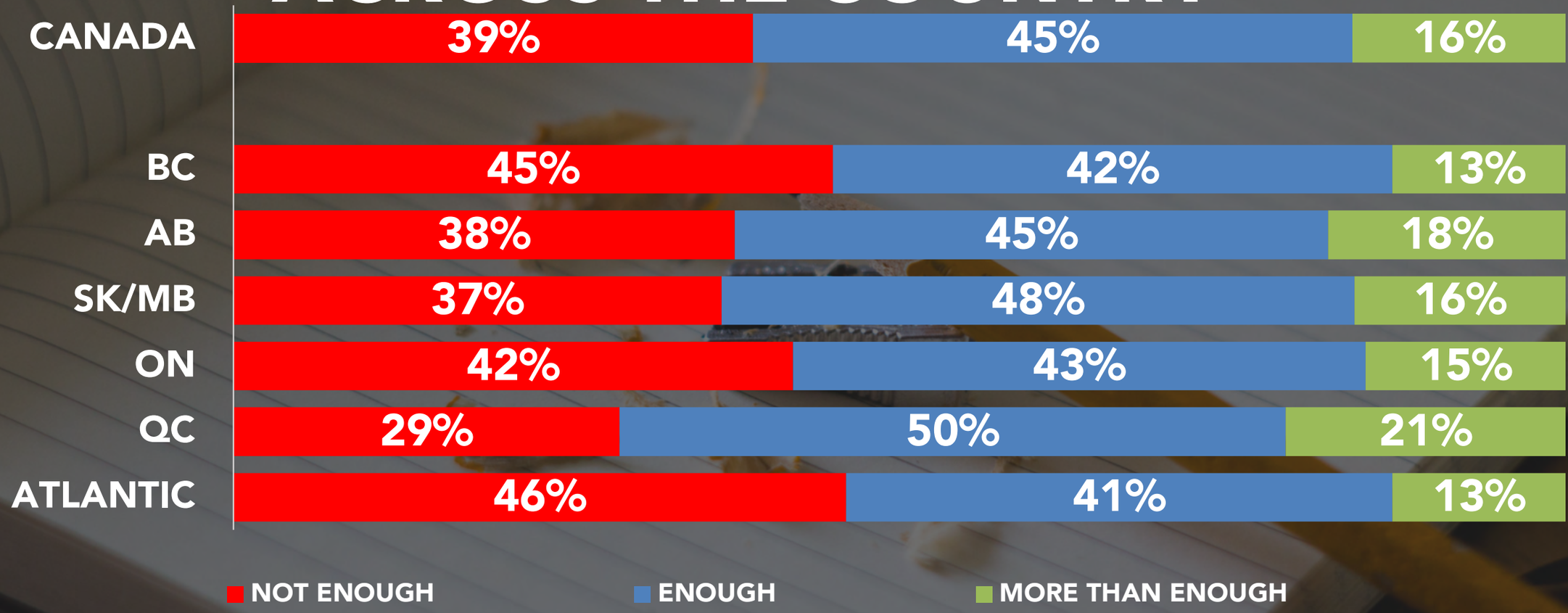
4 IN 10 DON'T THINK THERE ARE ENOUGH OPPORTUNITIES TO LEARN CODING IN SCHOOL TODAY



ABACUS DATA

Do you believe children have more than enough, enough, or not enough opportunities to learn the following subjects or skills in school today

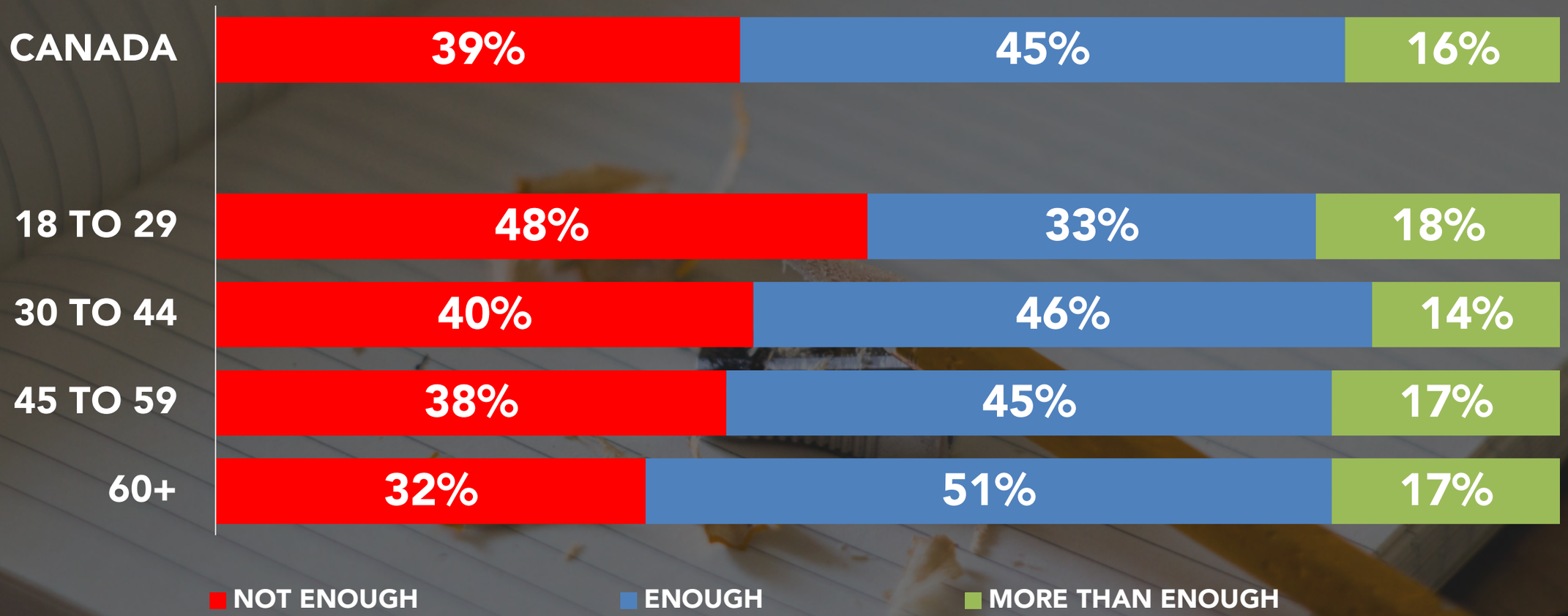
AND THIS VIEW IS SHARED BY CANADIANS ACROSS THE COUNTRY



ABACUS DATA

Do you believe children have more than enough, enough, or not enough opportunities to learn the following subjects or skills in school today

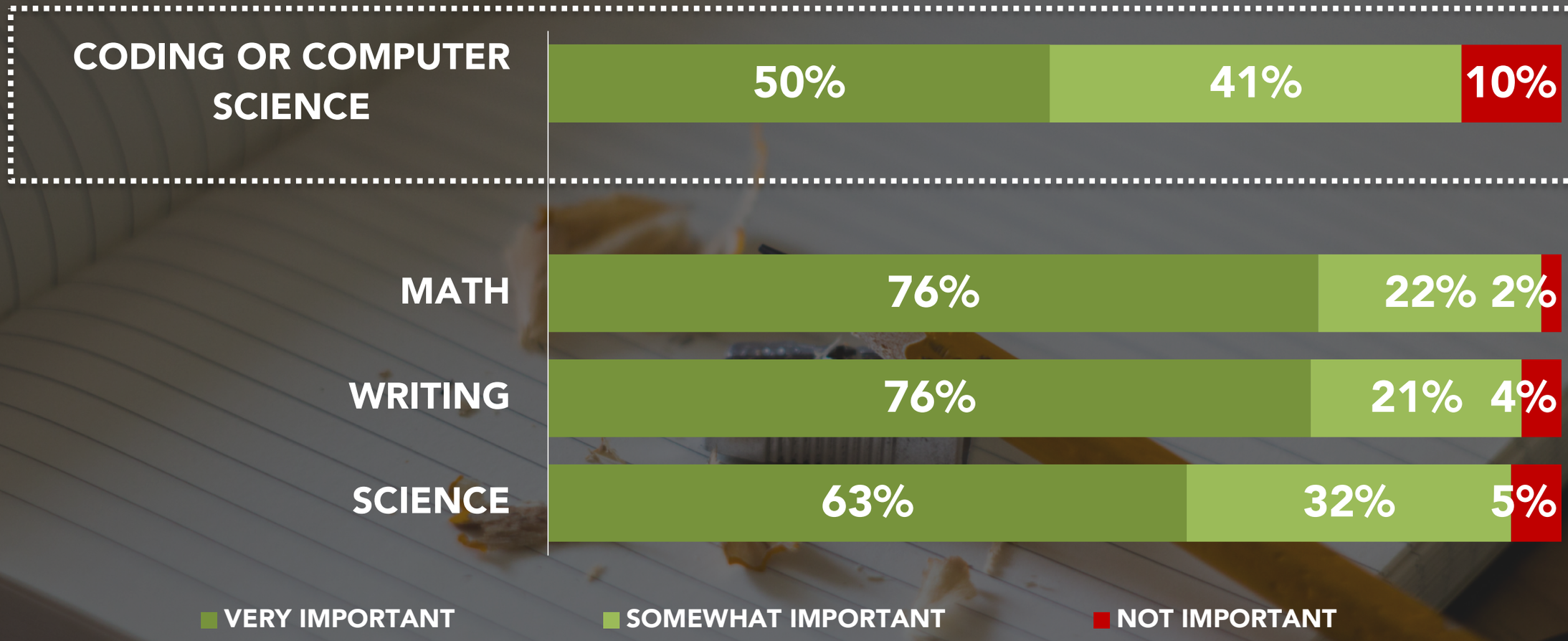
AND BY YOUNGER AND OLDER CANADIANS



ABACUS DATA

Do you believe children have more than enough, enough, or not enough opportunities to learn the following subjects or skills in school today

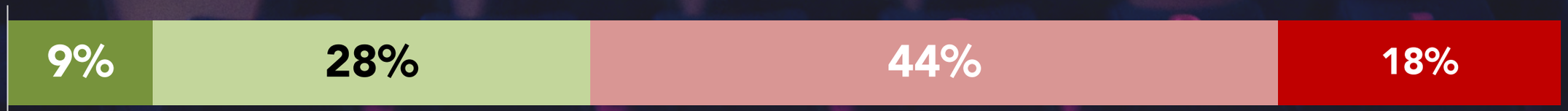
AND HALF OF CANADIANS THINK THAT IT IS "VERY" IMPORTANT FOR CHILDREN TO LEAN CODING OR COMPUTER SCIENCE.



ABACUS DATA

How important do you think it is for children to learn the following skills or subjects?

BUT A LACK OF UNDERSTANDING PRESENTS A BARRIER TO EMBRACING CODING AND COMPUTER SCIENCE TRAINING AND EDUCATION.



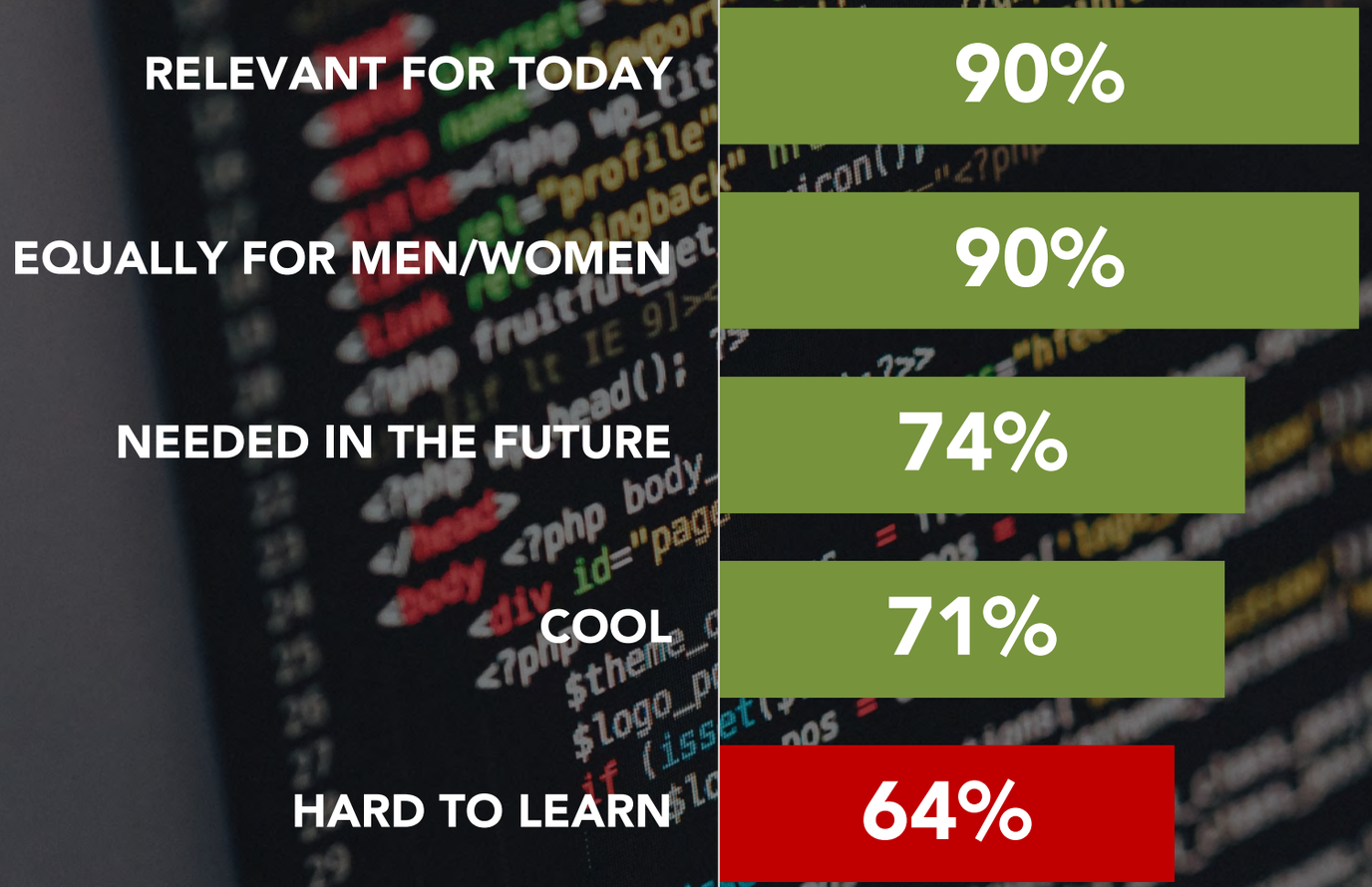
THOSE MOST LIKELY TO SAY THEY HAVE A GOOD UNDERSTANDING ARE UNDER 45, PARENTS, OR MALE.

51% UNDER 45	72% 45+
54% MALE	71% FEMALE
56% HAVE KIDS <18	64% DON'T HAVE KIDS <18

ABACUS DATA

Generally speaking, do you feel you have a very good understanding, a good understanding, a limited understanding, or not much understanding about what coding or computer science is?

CANADIANS OVERWHELMINGLY SEE CODING AS RELEVANT TODAY AND NEEDED IN THE FUTURE



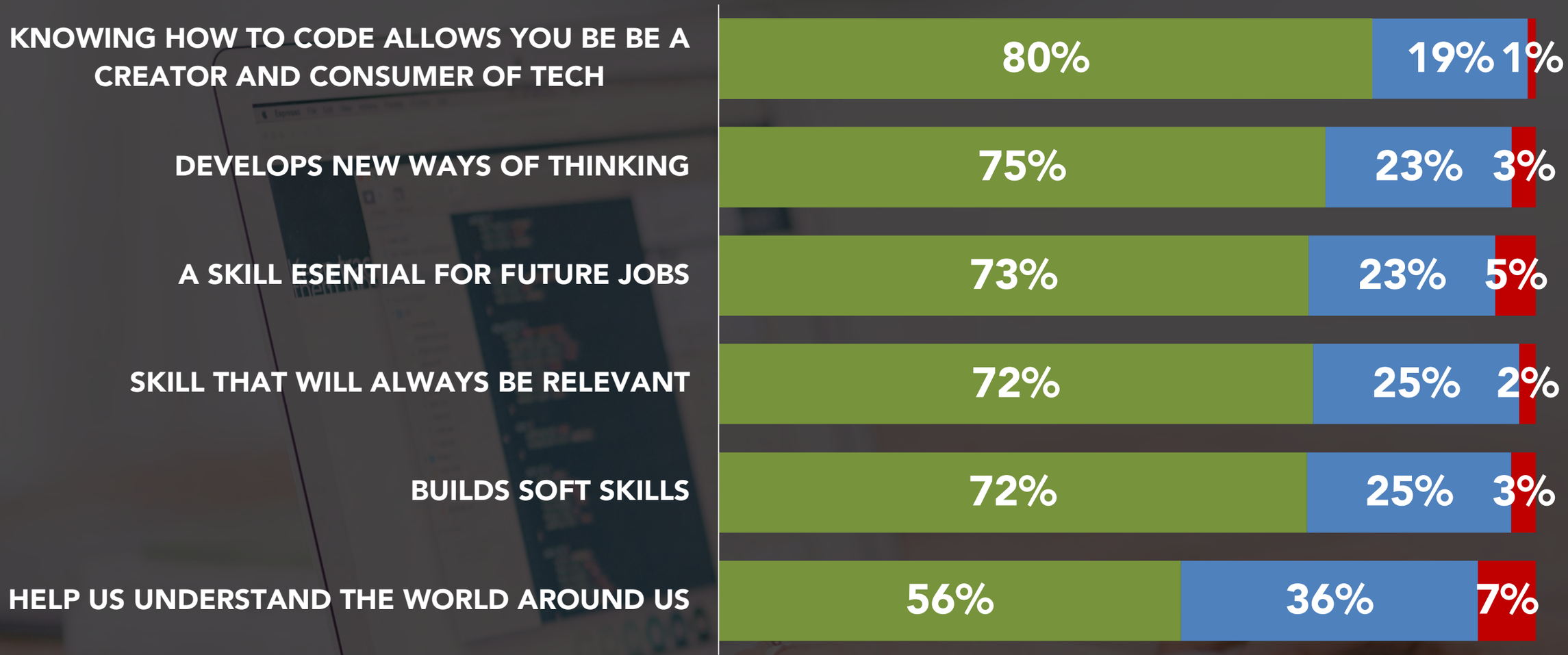
CODING IS SEEN AS RELEVANT TODAY, FOR BOTH MEN AND WOMEN, AND SOMETHING THAT WILL BE NEEDED IN THE FUTURE.

BUT MANY THINK IT'S A "HARD" SKILL TO LEARN.

ABACUS DATA

Below are pairs of words or statements that could be used to describe coding or programming. Tell us which you think best describes coding or computer science.

CANADIANS RECOGNIZE THAT THERE'S MORE TO CODING THAN SIMPLY A POSSIBLE CAREER...



ABACUS DATA

Now we are going to show you a number of statements that have been made about coding and computer science skills. For each, please tell us whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree.

Media Availability

Melissa Sariffodeen, CEO of Canada Learning Code is available for interviews across Canada.

To arrange an interview please contact:
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