



FACTUM

Canadian parents take toothbrush time seriously, including on Halloween

Nine in ten (90%) Canadian parents have a toothbrushing routine with their children that they follow every night including before bed on Halloween.

Toronto, ON, October 30, 2023 – Nine in ten (90%) Canadian parents say they have an established toothbrushing routine for their children that they follow every night. Such routines are even followed on Halloween with nine in ten (90%) saying they make their children brush their teeth thoroughly on October 31st before bed.

Additionally, Canadians admit that they have something of a sweet tooth when it comes to Halloween treats. Around six in ten (57%) of those who hand out candy say they usually buy more Halloween candy before October 31st because they've already eaten some of it. British Columbians appear to have the biggest sweet tooth nationwide as significantly more admit to buying more candy before Halloween (71% BC vs. 61% AB, 56% ATL, 55% ON, 53% QC, and 51% SK/MB). Similarly, nearly six in ten (58%) Canadian parents admit to eating their children's Halloween candy after they've gone to bed.

About the Study

These are some of the findings of an Ipsos poll conducted between September 29th and October 5th, 2023, on behalf of RBC. For this survey, a sample of 1,282 adults aged 18+ in Canada was collected with a boosted sample of 500 parents. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.1 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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