

To what extent do you agree or disagree with the following? - I usually buy more Halloween candy before October 31st because I've already eaten some or all of it.

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	836	93	77	84	323	168	91
Base: All Answering (wtd)	771	106	84	55	307	158	60
Top 2 Box (Net)	440	75	52	28	168	83	34
	57%	71%	61%	51%	55%	53%	56%
		CDE*	*	*			*
Strongly agree	159	27	17	14	61	29	12
	21%	25%	20%	25%	20%	18%	21%
		*	*	*			*
Somewhat agree	281	49	35	14	107	55	21
	37%	46%	42%	26%	35%	35%	35%
		C*	*	*			*
Bottom 2 Box (Net)	330	31	32	27	139	75	27
	43%	29%	39%	49%	45%	47%	44%
		*	*	A*	A	A	*
Somewhat disagree	209	20	22	14	91	45	16
	27%	19%	27%	26%	30%	29%	27%
		*	*	*			*
Strongly disagree	121	10	10	13	48	29	10
	16%	10%	12%	23%	16%	18%	17%
		*	*	A*			*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following? - I eat my child(ren)'s Halloween candy after they've gone to bed.

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	500	49	45	44	201	119	42
Base: All Answering (wtd)	435	57	45	27	178	104	24
Top 2 Box (Net)	253	38	29	15	103	54	13
	58%	67%	66%	55%	58%	53%	54%
		*	*	*		*	**
Strongly agree	94	18	13	4	43	10	6
	22%	32%	29%	14%	24%	10%	25%
		E*	E*	*	E	*	**
Somewhat agree	159	20	16	11	60	45	7
	37%	35%	37%	41%	34%	43%	30%
		*	*	*		*	**
Bottom 2 Box (Net)	182	19	15	12	75	49	11
	42%	33%	34%	45%	42%	47%	46%
		*	*	*		*	**
Somewhat disagree	96	6	11	4	38	31	5
	22%	11%	25%	14%	21%	30%	22%
		*	*	*		A*	**
Strongly disagree	86	13	4	8	37	18	6
	20%	22%	9%	31%	21%	18%	23%
		*	*	B*		*	**
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following? - I make my child(ren) brush their teeth thoroughly before bed on Halloween night.

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	500	49	45	44	201	119	42
Base: All Answering (wtd)	435	57	45	27	178	104	24
Top 2 Box (Net)	393	52	38	23	163	95	22
	90%	90%	86%	84%	92%	92%	91%
	*	*	*		*	**	
Strongly agree	258	28	24	11	119	59	17
	59%	48%	53%	42%	67%	57%	70%
	*	*	*	AC	*	**	
Somewhat agree	135	24	15	11	44	36	5
	31%	42%	33%	42%	25%	34%	21%
		D*	*	D*		*	**
Bottom 2 Box (Net)	42	6	6	4	15	9	2
	10%	10%	14%	16%	8%	8%	9%
		*	*	*		*	**
Somewhat disagree	24	3	3	4	11	2	2
	6%	5%	6%	14%	6%	2%	8%
		*	*	E*		*	**
Strongly disagree	18	3	3	*	4	7	*
	4%	5%	8%	1%	2%	6%	2%
		*	*	*		*	**
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

To what extent do you agree or disagree with the following? - I have a toothbrushing routine for my child(ren) that we follow every night.

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	500	49	45	44	201	119	42
Base: All Answering (wtd)	435	57	45	27	178	104	24
Top 2 Box (Net)	393	46	42	24	160	98	22
	90%	81%	95%	90%	90%	94%	91%
		*	*	*		A*	**
Strongly agree	234	29	23	13	103	53	13
	54%	51%	51%	47%	58%	51%	55%
		*	*	*		*	**
Somewhat agree	159	17	19	11	57	45	9
	37%	30%	44%	43%	32%	44%	36%
		*	*	*		*	**
Bottom 2 Box (Net)	42	11	2	3	18	6	2
	10%	19%	5%	10%	10%	6%	9%
		E*	*	*		*	**
Somewhat disagree	31	8	2	2	14	3	1
	7%	14%	4%	8%	8%	3%	5%
		E*	*	*		*	**
Strongly disagree	11	3	1	*	4	2	1
	3%	5%	1%	2%	2%	2%	5%
		*	*	*		*	**
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)