Parental Metrics

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Ipsos

Country

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
	936	446	490	404	324	208	466	256	202	4	246	82	477	131	336	600
Brazil	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1. Are you the parent or guardian of a child or children living in your household ages 5 to 17 years old?

| | Total | GENDER | | AGE | | | SOCIAL CLASS | | | | REGION | | | | PARENT OF A CHILD AGE 5-17 | |
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Yes	336	128	208	132	179	25	191	87	54	1	81	28	184	43	336	0
	35.9%	28.7%	42.4%	32.7%	55.2%	12.0%	41.0%	34.0%	26.7%	25.0%	32.9%	34.1%	38.6%	32.8%	100.0%	-
			A		E	CE		gH	h							O
No	600	318	282	272	145	183	275	169	148	3	165	54	293	88	0	600
	64.1%	71.3%	57.6%	67.3%	44.8%	88.0%	59.0%	66.0%	73.3%	75.0%	67.1%	65.9%	61.4%	67.2%	-	100.0%
		B		D		CD		f	Fg							N

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q2. What kinds of things do you talk about with your children?

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Parent/Guardian Of 5-17 Year Old Child	336	128	208	132	179	25**	191	87*	54*	1**	81*	28**	184	43*	336	-**
Friends	241	91	150	93	130	18	139	64	36	1	55	21	139	26	241	0
	71.7%	71.1%	72.1%	70.5%	72.6%	72.0%	72.8%	73.6%	66.7%	100.0%	67.9%	75.0%	75.5%	60.5%	71.7%	-
													M			
Clothes	141	44	97	60	76	5	91	34	14	0	20	10	89	22	141	0
	42.0%	34.4%	46.6%	45.5%	42.5%	20.0%	47.6%	39.1%	25.9%	-	24.7%	35.7%	48.4%	51.2%	42.0%	-
			A				H						J	J		
Foods/diet	141	49	92	65	70	6	86	33	20	0	30	13	80	18	141	0
	42.0%	38.3%	44.2%	49.2%	39.1%	24.0%	45.0%	37.9%	37.0%	-	37.0%	46.4%	43.5%	41.9%	42.0%	-
				d												
Music	128	40	88	57	67	4	87	27	14	0	12	11	90	15	128	0
	38.1%	31.3%	42.3%	43.2%	37.4%	16.0%	45.5%	31.0%	25.9%	-	14.8%	39.3%	48.9%	34.9%	38.1%	-
			A				GH						Jm	J		
Social Media	115	44	71	50	58	7	82	23	9	0	20	11	72	12	115	0
	34.2%	34.4%	34.1%	37.9%	32.4%	28.0%	42.9%	26.4%	16.7%	-	24.7%	39.3%	39.1%	27.9%	34.2%	-
							GH						J			
Other	103	41	62	32	64	7	63	30	10	0	16	16	67	4	103	0
	30.7%	32.0%	29.8%	24.2%	35.8%	28.0%	33.0%	34.5%	18.5%	-	19.8%	57.1%	36.4%	9.3%	30.7%	-
					C		H	H					JM			

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3. How much do you agree or disagree with the statement, 'It's important for parents to talk with their children about drinking alcohol'?

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Strongly Agree	805	377	428	343	277	185	385	230	179	4	219	67	430	89	294	511
	86.0%	84.5%	87.3%	84.9%	85.5%	88.9%	82.6%	89.8%	88.6%	100.0%	89.0%	81.7%	90.1%	67.9%	87.5%	85.2%
								F	f		kM	M	KM			
Somewhat Agree	92	51	41	43	33	16	57	16	18	0	17	8	30	37	35	57
	9.8%	11.4%	8.4%	10.6%	10.2%	7.7%	12.2%	6.3%	8.9%	-	6.9%	9.8%	6.3%	28.2%	10.4%	9.5%
							G							JKL		
Neither Agree Nor Disagree	29	11	18	13	10	6	16	8	5	0	7	5	14	3	5	24
	3.1%	2.5%	3.7%	3.2%	3.1%	2.9%	3.4%	3.1%	2.5%	-	2.8%	6.1%	2.9%	2.3%	1.5%	4.0%
																N
Somewhat Disagree	3	2	1	0	2	1	2	1	0	0	1	0	1	1	1	2
	0.3%	0.4%	0.2%	-	0.6%	0.5%	0.4%	0.4%	-	-	0.4%	-	0.2%	0.8%	0.3%	0.3%
Strongly Disagree	2	1	1	2	0	0	2	0	0	0	0	0	1	1	1	1
	0.2%	0.2%	0.2%	0.5%	-	-	0.4%	-	-	-	-	-	0.2%	0.8%	0.3%	0.2%
(DK/NS)	5	4	1	3	2	0	4	1	0	0	2	2	1	0	0	5
	0.5%	0.9%	0.2%	0.7%	0.6%	-	0.9%	0.4%	-	-	0.8%	2.4%	0.2%	-	-	0.8%
												Lm				n
Summary																
Top2Box(Strongly/ Somewhat Agree)	897	428	469	386	310	201	442	246	197	4	236	75	460	126	329	568
	95.8%	96.0%	95.7%	95.5%	95.7%	96.6%	94.8%	96.1%	97.5%	100.0%	95.9%	91.5%	96.4%	96.2%	97.9%	94.7%
													K		O	
Low2Box(Somewhat/ Strongly Disagree)	5	3	2	2	2	1	4	1	0	0	1	0	2	2	2	3
	0.5%	0.7%	0.4%	0.5%	0.6%	0.5%	0.9%	0.4%	-	-	0.4%	-	0.4%	1.5%	0.6%	0.5%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3x. How much do you agree or disagree with the statement, 'It's important for parents to talk with their children about drinking alcohol'?

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Parent/Guardian Of 5-17 Year Old Child	336	128	208	132	179	25**	191	87*	54*	1**	81*	28**	184	43*	336	-**
Strongly Agree	294	109	185	112	159	23	164	80	47	1	75	25	167	27	294	0
	87.5%	85.2%	88.9%	84.8%	88.8%	92.0%	85.9%	92.0%	87.0%	100.0%	92.6%	89.3%	90.8%	62.8%	87.5%	-
												M		M		
Somewhat Agree	35	18	17	16	18	1	23	5	6	0	4	2	16	13	35	0
	10.4%	14.1%	8.2%	12.1%	10.1%	4.0%	12.0%	5.7%	11.1%	-	4.9%	7.1%	8.7%	30.2%	10.4%	-
		b												JL		
Neither Agree Nor Disagree	5	1	4	3	1	1	3	1	1	0	1	1	1	2	5	0
	1.5%	0.8%	1.9%	2.3%	0.6%	4.0%	1.6%	1.1%	1.9%	-	1.2%	3.6%	0.5%	4.7%	1.5%	-
														L		
Somewhat Disagree	1	0	1	0	1	0	0	1	0	0	1	0	0	0	1	0
	0.3%	-	0.5%	-	0.6%	-	-	1.1%	-	-	1.2%	-	-	-	0.3%	-
Strongly Disagree	1	0	1	1	0	0	1	0	0	0	0	0	0	1	1	0
	0.3%	-	0.5%	0.8%	-	-	0.5%	-	-	-	-	-	-	2.3%	0.3%	-
														L		
Summary																
Top2Box(Strongly/ Somewhat Agree)	329	127	202	128	177	24	187	85	53	1	79	27	183	40	329	0
	97.9%	99.2%	97.1%	97.0%	98.9%	96.0%	97.9%	97.7%	98.1%	100.0%	97.5%	96.4%	99.5%	93.0%	97.9%	-
													M			
Low2Box(Somewhat/ Strongly Disagree)	2	0	2	1	1	0	1	1	0	0	1	0	0	1	2	0
	0.6%	-	1.0%	0.8%	0.6%	-	0.5%	1.1%	-	-	1.2%	-	-	2.3%	0.6%	-
														L		

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4. Have you talked with your children about drinking alcohol?

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Parent/Guardian Of 5-17 Year Old Child	336	128	208	132	179	25**	191	87*	54*	1**	81*	28**	184	43*	336	-**
Yes	257	99	158	88	149	20	147	62	46	1	58	22	148	29	257	0
	76.5%	77.3%	76.0%	66.7%	83.2%	80.0%	77.0%	71.3%	85.2%	100.0%	71.6%	78.6%	80.4%	67.4%	76.5%	-
					C				g				m			
No	79	29	50	44	30	5	44	25	8	0	23	6	36	14	79	0
	23.5%	22.7%	24.0%	33.3%	16.8%	20.0%	23.0%	28.7%	14.8%	-	28.4%	21.4%	19.6%	32.6%	23.5%	-
				D				h						l		

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q5. From the reasons included below, can you choose all the reasons why you have not talked with your children about drinking?

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Didn't Not Talked With Your Children About Drinking	79*	29**	50*	44*	30*	5**	44*	25**	8**	-**	23**	6**	36*	14**	79*	-**
Feel child is still too young	38	14	24	29	9	0	24	9	3	0	8	3	17	10	38	0
	48.1%	48.3%	48.0%	65.9%	30.0%	-	54.5%	36.0%	37.5%	-	34.8%	50.0%	47.2%	71.4%	48.1%	-
				D												
Not sure how to discuss/start conversation	17	7	10	6	9	2	11	5	1	0	4	1	9	3	17	0
	21.5%	24.1%	20.0%	13.6%	30.0%	40.0%	25.0%	20.0%	12.5%	-	17.4%	16.7%	25.0%	21.4%	21.5%	-
					c											
Trust my children to make the right decision	12	2	10	4	6	2	6	5	1	0	5	1	6	0	12	0
	15.2%	6.9%	20.0%	9.1%	20.0%	40.0%	13.6%	20.0%	12.5%	-	21.7%	16.7%	16.7%	-	15.2%	-
Too awkward/ too embarrassed to discuss	7	1	6	3	3	1	1	2	4	0	2	0	4	1	7	0
	8.9%	3.4%	12.0%	6.8%	10.0%	20.0%	2.3%	8.0%	50.0%	-	8.7%	-	11.1%	7.1%	8.9%	-
Expect it is taught in schools/ Not role of parent	2	0	2	1	1	0	2	0	0	0	1	0	1	0	2	0
	2.5%	-	4.0%	2.3%	3.3%	-	4.5%	-	-	-	4.3%	-	2.8%	-	2.5%	-
Other	4	2	2	2	2	0	2	2	0	0	0	0	4	0	4	0
	5.1%	6.9%	4.0%	4.5%	6.7%	-	4.5%	8.0%	-	-	-	-	11.1%	-	5.1%	-
(DK/NS)	4	4	0	2	2	0	1	3	0	0	3	1	0	0	4	0
	5.1%	13.8%	-	4.5%	6.7%	-	2.3%	12.0%	-	-	13.0%	16.7%	-	-	5.1%	-

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q6. In your opinion, at what age is it appropriate for parents to start talking with their children about drinking?

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
5	142	66	76	58	51	33	75	43	21	2	33	14	79	16	61	81
	15.2%	14.8%	15.5%	14.4%	15.7%	15.9%	16.1%	16.8%	10.4%	50.0%	13.4%	17.1%	16.6%	12.2%	18.2%	13.5%
							h	h							o	
6	46	27	19	15	19	12	25	13	7	0	7	5	26	8	20	26
	4.9%	6.1%	3.9%	3.7%	5.9%	5.8%	5.4%	5.1%	3.5%	-	2.8%	6.1%	5.5%	6.1%	6.0%	4.3%
7	73	29	44	26	27	20	44	18	11	0	9	4	39	21	25	48
	7.8%	6.5%	9.0%	6.4%	8.3%	9.6%	9.4%	7.0%	5.4%	-	3.7%	4.9%	8.2%	16.0%	7.4%	8.0%
							h						J	JKL		
8	81	35	46	29	38	14	40	18	21	1	17	8	42	14	35	46
	8.7%	7.8%	9.4%	7.2%	11.7%	6.7%	8.6%	7.0%	10.4%	25.0%	6.9%	9.8%	8.8%	10.7%	10.4%	7.7%
					Ce											
9	50	22	28	27	17	6	27	15	8	0	13	4	28	5	20	30
	5.3%	4.9%	5.7%	6.7%	5.2%	2.9%	5.8%	5.9%	4.0%	-	5.3%	4.9%	5.9%	3.8%	6.0%	5.0%
				E												
10	247	119	128	120	79	48	113	69	62	1	75	20	128	24	86	161
	26.4%	26.7%	26.1%	29.7%	24.4%	23.1%	24.2%	27.0%	30.7%	25.0%	30.5%	24.4%	26.8%	18.3%	25.6%	26.8%
				e					f		M		M			
11	39	14	25	23	12	4	21	8	9	0	11	3	20	5	14	25
	4.2%	3.1%	5.1%	5.7%	3.7%	1.9%	4.5%	3.1%	4.5%	-	4.5%	3.7%	4.2%	3.8%	4.2%	4.2%
				E												
12	131	66	65	56	40	35	63	33	34	0	33	8	72	18	40	91
	14.0%	14.8%	13.3%	13.9%	12.3%	16.8%	13.5%	12.9%	16.8%	-	13.4%	9.8%	15.1%	13.7%	11.9%	15.2%
13	33	16	17	12	12	9	19	7	6	0	12	5	15	1	11	22
	3.5%	3.6%	3.5%	3.0%	3.7%	4.3%	4.1%	2.7%	3.0%	-	4.9%	6.1%	3.1%	0.8%	3.3%	3.7%
											M	M				
14	24	11	13	12	9	3	9	6	9	0	13	3	7	1	5	19
	2.6%	2.5%	2.7%	3.0%	2.8%	1.4%	1.9%	2.3%	4.5%	-	5.3%	3.7%	1.5%	0.8%	1.5%	3.2%
									f		LM					
15	42	23	19	19	13	10	19	15	8	0	14	7	16	5	14	28
	4.5%	5.2%	3.9%	4.7%	4.0%	4.8%	4.1%	5.9%	4.0%	-	5.7%	8.5%	3.4%	3.8%	4.2%	4.7%
												L				
16	12	8	4	3	3	6	4	5	3	0	5	0	0	7	2	10
	1.3%	1.8%	0.8%	0.7%	0.9%	2.9%	0.9%	2.0%	1.5%	-	2.0%	-	-	5.3%	0.6%	1.7%
						Cd					L			jKL		
17	2	2	0	0	0	2	1	0	1	0	1	0	1	0	0	2
	0.2%	0.4%	-	-	-	1.0%	0.2%	-	0.5%	-	0.4%	-	0.2%	-	-	0.3%
						Cd										
18	6	5	1	2	2	2	3	2	1	0	2	1	3	0	1	5
	0.6%	1.1%	0.2%	0.5%	0.6%	1.0%	0.6%	0.8%	0.5%	-	0.8%	1.2%	0.6%	-	0.3%	0.8%
		b														
21	2	1	1	0	0	2	0	2	0	0	0	0	0	2	1	1
	0.2%	0.2%	0.2%	-	-	1.0%	-	0.8%	-	-	-	-	-	1.5%	0.3%	0.2%
						Cd		f						jL		
DK/ Refused	6	2	4	2	2	2	3	2	1	0	1	0	1	4	1	5
	0.6%	0.4%	0.8%	0.5%	0.6%	1.0%	0.6%	0.8%	0.5%	-	0.4%	-	0.2%	3.1%	0.3%	0.8%
														JL		
Summary																
Mean (Excl. Dk/ Refused)	9.5	9.7	9.4	9.6	9.2	9.7	9.3	9.6	9.9	7	10.1	9.6	9.2	9.4	9.1	9.7
						d			F		Lm					N

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Age

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
18 - 24	183	90	93	183	0	0	89	63	26	3	57	15	86	25	17	166
	19.6%	20.2%	19.0%	45.3%	-	-	19.1%	24.6%	12.9%	75.0%	23.2%	18.3%	18.0%	19.1%	5.1%	27.7%
				DE			h	fH								N
25 - 34	221	106	115	221	0	0	133	51	32	1	59	21	112	29	115	106
	23.6%	23.8%	23.5%	54.7%	-	-	28.5%	19.9%	15.8%	25.0%	24.0%	25.6%	23.5%	22.1%	34.2%	17.7%
				DE			GH								O	
35 - 44	201	98	103	0	201	0	106	54	41	0	49	19	104	29	134	67
	21.5%	22.0%	21.0%	-	62.0%	-	22.7%	21.1%	20.3%	-	19.9%	23.2%	21.8%	22.1%	39.9%	11.2%
					CE										O	
45 - 54	123	53	70	0	123	0	58	28	35	0	29	8	70	16	45	78
	13.1%	11.9%	14.3%	-	38.0%	-	12.4%	10.9%	17.3%	-	11.8%	9.8%	14.7%	12.2%	13.4%	13.0%
					CE				fG							
55 - 64	135	66	69	0	0	135	55	38	42	0	37	14	59	25	18	117
	14.4%	14.8%	14.1%	-	-	64.9%	11.8%	14.8%	20.8%	-	15.0%	17.1%	12.4%	19.1%	5.4%	19.5%
						CD			Fg					L		N
65+	73	33	40	0	0	73	25	22	26	0	15	5	46	7	7	66
	7.8%	7.4%	8.2%	-	-	35.1%	5.4%	8.6%	12.9%	-	6.1%	6.1%	9.6%	5.3%	2.1%	11.0%
						CD	f	F								N
Summary																
18 - 34	404	196	208	404	0	0	222	114	58	4	116	36	198	54	132	272
	43.2%	43.9%	42.4%	100.0%	-	-	47.6%	44.5%	28.7%	100.0%	47.2%	43.9%	41.5%	41.2%	39.3%	45.3%
				DE			H	H								n
35 - 54	324	151	173	0	324	0	164	82	76	0	78	27	174	45	179	145
	34.6%	33.9%	35.3%	-	100.0%	-	35.2%	32.0%	37.6%	-	31.7%	32.9%	36.5%	34.4%	53.3%	24.2%
					CE										O	
55+	208	99	109	0	0	208	80	60	68	0	52	19	105	32	25	183
	22.2%	22.2%	22.2%	-	-	100.0%	17.2%	23.4%	33.7%	-	21.1%	23.2%	22.0%	24.4%	7.4%	30.5%
						CD		F	FG							N
Mean	40.1	39.8	40.3	25.6	43.2	63.5	38.3	39.6	45.6	23.8	39	39.7	40.7	40.3	38.3	41.1
				C	CD				FG							N
Std. Dev.	15.7	15.8	15.7	4.8	5.6	7	14.5	16.8	16	3.3	15.6	15.1	16.2	14.9	9.9	18.1
Std. Err.	0.5	0.7	0.7	0.2	0.3	0.5	0.7	1.1	1.1	1.7	1	1.7	0.7	1.3	0.5	0.7
Median	38	38	38	25	43	62	35	36	46	23.5	35	37.5	38	39	36	39

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Gender

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Male	446	446	0	196	151	99	233	116	92	1	121	40	220	65	128	318
	47.6%	100.0%	-	48.5%	46.6%	47.6%	50.0%	45.3%	45.5%	25.0%	49.2%	48.8%	46.1%	49.6%	38.1%	53.0%
		B														N
Female	490	0	490	208	173	109	233	140	110	3	125	42	257	66	208	282
	52.4%	-	100.0%	51.5%	53.4%	52.4%	50.0%	54.7%	54.5%	75.0%	50.8%	51.2%	53.9%	50.4%	61.9%	47.0%
			A												O	

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Income - Brazil

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (Brz)	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Until R$ 678.00	101	49	52	31	35	35	7	23	68	3	56	6	36	3	30	71
	10.8%	11.0%	10.6%	7.7%	10.8%	16.8%	1.5%	9.0%	33.7%	75.0%	22.8%	7.3%	7.5%	2.3%	8.9%	11.8%
						CD		F	FG		KLM	m	M			
From R$ 678.01 until R$ 1356.00	342	151	191	135	116	91	98	145	99	0	123	30	145	44	114	228
	36.5%	33.9%	39.0%	33.4%	35.8%	43.8%	21.0%	56.6%	49.0%	-	50.0%	36.6%	30.4%	33.6%	33.9%	38.0%
						Cd		F	F		KLM					
From R$ 1356.01 until R$ 2034.00	220	102	118	98	83	39	146	49	23	1	39	18	116	47	89	131
	23.5%	22.9%	24.1%	24.3%	25.6%	18.8%	31.3%	19.1%	11.4%	25.0%	15.9%	22.0%	24.3%	35.9%	26.5%	21.8%
					e		GH	H					J	JKL		
From R$ 2034.01 until R$ 3390.00	134	66	68	66	47	21	112	20	2	0	16	15	77	26	59	75
	14.3%	14.8%	13.9%	16.3%	14.5%	10.1%	24.0%	7.8%	1.0%	-	6.5%	18.3%	16.1%	19.8%	17.6%	12.5%
				E			GH	H				J	J	J	O	
From R$ 3390.01 until R$ 6780.00	60	38	22	27	23	10	58	1	0	0	3	8	40	9	31	29
	6.4%	8.5%	4.5%	6.7%	7.1%	4.8%	12.4%	0.4%	-	-	1.2%	9.8%	8.4%	6.9%	9.2%	4.8%
		B					GH					J	J	J	O	
From R$ 6780.01 until R$ 13560.00	4	3	1	2	1	1	2	0	0	0	0	0	2	2	1	3
	0.4%	0.7%	0.2%	0.5%	0.3%	0.5%	0.4%	-	-	-	-	-	0.4%	1.5%	0.3%	0.5%
														j		
From R$ 13560.01 until R$ 20340.00	2	0	2	1	1	0	0	0	1	0	2	0	0	0	1	1
	0.2%	-	0.4%	0.2%	0.3%	-	-	-	0.5%	-	0.8%	-	-	-	0.3%	0.2%
											L					
More than R$ 20340.01	2	2	0	1	1	0	1	0	0	0	1	0	1	0	1	1
	0.2%	0.4%	-	0.2%	0.3%	-	0.2%	-	-	-	0.4%	-	0.2%	-	0.3%	0.2%
Income code 9	71	35	36	43	17	11	42	18	9	0	6	5	60	0	10	61
	7.6%	7.8%	7.3%	10.6%	5.2%	5.3%	9.0%	7.0%	4.5%	-	2.4%	6.1%	12.6%	-	3.0%	10.2%
				DE			H					m	M	JkM		N
Summary																
Mean (using mid-points)	1818.5	1954	1695.7	1934.5	1870.6	1524.6	2337.8	1283.4	1078.5	932.3	1425.2	1901.9	1969.8	2008.1	2000.7	1708.2
		B		E	E		GH	H				j	J	J	O	

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Social Class

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (Brz)	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
	8	4	4	6	2	0	0	0	0	0	2	1	3	2	3	5
A2	0.9%	0.9%	0.8%	1.5%	0.6%	-	-	-	-	-	0.8%	1.2%	0.6%	1.5%	0.9%	0.8%
				e												
	41	21	20	27	11	3	41	0	0	0	3	2	27	9	16	25
B1	4.4%	4.7%	4.1%	6.7%	3.4%	1.4%	8.8%	-	-	-	1.2%	2.4%	5.7%	6.9%	4.8%	4.2%
				DE			GH						J	J		
	161	77	84	75	57	29	161	0	0	0	13	22	94	32	70	91
B2	17.2%	17.3%	17.1%	18.6%	17.6%	13.9%	34.5%	-	-	-	5.3%	26.8%	19.7%	24.4%	20.8%	15.2%
							GH					J	J	J	O	
	264	135	129	120	96	48	264	0	0	0	40	26	156	42	105	159
C1	28.2%	30.3%	26.3%	29.7%	29.6%	23.1%	56.7%	-	-	-	16.3%	31.7%	32.7%	32.1%	31.3%	26.5%
				e	e		GH					J	J	J		
	256	116	140	114	82	60	0	256	0	0	87	18	118	33	87	169
C2	27.4%	26.0%	28.6%	28.2%	25.3%	28.8%	-	100.0%	-	-	35.4%	22.0%	24.7%	25.2%	25.9%	28.2%
								FH			KLM					
	202	92	110	58	76	68	0	0	202	0	98	12	79	13	54	148
D	21.6%	20.6%	22.4%	14.4%	23.5%	32.7%	-	-	100.0%	-	39.8%	14.6%	16.6%	9.9%	16.1%	24.7%
					C	CD			FG		KLM		m			N
	4	1	3	4	0	0	0	0	0	4	3	1	0	0	1	3
E	0.4%	0.2%	0.6%	1.0%	-	-	-	-	-	100.0%	1.2%	1.2%	-	-	0.3%	0.5%
				d							L	L				
Summary																
	466	233	233	222	164	80	466	0	0	0	56	50	277	83	191	275
B1, B2 or C1	49.8%	52.2%	47.6%	55.0%	50.6%	38.5%	100.0%	-	-	-	22.8%	61.0%	58.1%	63.4%	56.8%	45.8%
				E	E		GH					J	J	J	O	

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Education

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (Brz)	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Illiterate / Incomplete Elementary	181	82	99	17	70	94	37	57	87	0	76	12	69	24	49	132
	19.3%	18.4%	20.2%	4.2%	21.6%	45.2%	7.9%	22.3%	43.1%	-	30.9%	14.6%	14.5%	18.3%	14.6%	22.0%
					C	CD		F	FG		KLM					N
Complete Elementary	189	95	94	45	73	71	68	62	58	1	48	15	98	28	59	130
	20.2%	21.3%	19.2%	11.1%	22.5%	34.1%	14.6%	24.2%	28.7%	25.0%	19.5%	18.3%	20.5%	21.4%	17.6%	21.7%
					C	CD		F	F							
Incomplete Middle School	123	60	63	58	47	18	47	45	30	1	33	10	59	21	59	64
	13.1%	13.5%	12.9%	14.4%	14.5%	8.7%	10.1%	17.6%	14.9%	25.0%	13.4%	12.2%	12.4%	16.0%	17.6%	10.7%
				E	E			F	f						O	
Complete Middle School	110	54	56	54	51	5	72	28	9	1	25	10	60	15	56	54
	11.8%	12.1%	11.4%	13.4%	15.7%	2.4%	15.5%	10.9%	4.5%	25.0%	10.2%	12.2%	12.6%	11.5%	16.7%	9.0%
				E	E		gH	H							O	
Incomplete Highschool	62	34	28	47	12	3	36	21	5	0	13	5	34	10	17	45
	6.6%	7.6%	5.7%	11.6%	3.7%	1.4%	7.7%	8.2%	2.5%	-	5.3%	6.1%	7.1%	7.6%	5.1%	7.5%
				DE	E		H	H								
Complete Highschool	167	76	91	113	43	11	125	31	10	1	35	18	95	19	56	111
	17.8%	17.0%	18.6%	28.0%	13.3%	5.3%	26.8%	12.1%	5.0%	25.0%	14.2%	22.0%	19.9%	14.5%	16.7%	18.5%
				DE	E		GH	H					j			
Incomplete College	68	31	37	51	14	3	56	7	2	0	9	7	44	8	26	42
	7.3%	7.0%	7.6%	12.6%	4.3%	1.4%	12.0%	2.7%	1.0%	-	3.7%	8.5%	9.2%	6.1%	7.7%	7.0%
				DE	e		GH					j	J			
Complete College or more	36	14	22	19	14	3	25	5	1	0	7	5	18	6	14	22
	3.8%	3.1%	4.5%	4.7%	4.3%	1.4%	5.4%	2.0%	0.5%	-	2.8%	6.1%	3.8%	4.6%	4.2%	3.7%
				E	e		GH									

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Employmnet

		GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
	Total	Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (Brz)	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
	641	362	279	306	252	83	336	168	129	2	168	55	319	99	261	380
Yes	68.5%	81.2%	56.9%	75.7%	77.8%	39.9%	72.1%	65.6%	63.9%	50.0%	68.3%	67.1%	66.9%	75.6%	77.7%	63.3%
		B		E	E		gH							I		O
	295	84	211	98	72	125	130	88	73	2	78	27	158	32	75	220
No	31.5%	18.8%	43.1%	24.3%	22.2%	60.1%	27.9%	34.4%	36.1%	50.0%	31.7%	32.9%	33.1%	24.4%	22.3%	36.7%
			A			CD		f	F				m			N

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos

Region

	Total	GENDER		AGE			SOCIAL CLASS				REGION				PARENT OF A CHILD AGE 5-17	
		Male	Female	Under 35	35 to 54	55 or older	B1, B2 or C1	C2	D	E	Northeast	North/Midwest	Southeast	South	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (Brz)	936	446	490	404	324	208	466	256	202	4**	246	82*	477	131	336	600
Northeast	246	121	125	116	78	52	56	87	98	3	246	0	0	0	81	165
	26.3%	27.1%	25.5%	28.7%	24.1%	25.0%	12.0%	34.0%	48.5%	75.0%	100.0%	-	-	-	24.1%	27.5%
							F	FG			KLM					
North / Midwest	82	40	42	36	27	19	50	18	12	1	0	82	0	0	28	54
	8.8%	9.0%	8.6%	8.9%	8.3%	9.1%	10.7%	7.0%	5.9%	25.0%	-	100.0%	-	-	8.3%	9.0%
							h					JLM				
Southeast	477	220	257	198	174	105	277	118	79	0	0	0	477	0	184	293
	51.0%	49.3%	52.4%	49.0%	53.7%	50.5%	59.4%	46.1%	39.1%	-	-	-	100.0%	-	54.8%	48.8%
							GH						JKM		o	
South	131	65	66	54	45	32	83	33	13	0	0	0	0	131	43	88
	14.0%	14.6%	13.5%	13.4%	13.9%	15.4%	17.8%	12.9%	6.4%	-	-	-	-	100.0%	12.8%	14.7%
							gH	H						JKL		

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing