

Detailed Tables

A1_1. Please tell me how important each of the following are (or were) to your baby's healthy development. Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) - A-D						
	GENDER			AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Good feeding practices						
Very important	493 85%	224 79%	269 91% A	191 88%	174 83%	128 83%
Somewhat important	82 14%	55 19% B	27 9%	26 12%	30 14%	26 16%
Not very important	6 1%	4 2%	1 0	0 -	5 2%	1 1%
Summary						
Top2Box (Very/Somewhat Important)	575 99%	279 98%	296 100%	217 100%	204 98%	154 99%
Low2Box (Not Very/Not At All Important)	6 1%	4 2%	1 0	0 -	5 2%	1 1%

A1_2. Please tell me how important each of the following are (or were) to your baby's healthy development. Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) - AD						
	GENDER		AGE OF YOUNGEST CHILD			
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
A relaxing bedtime routine						
Very important	377	168	209	149	130	97
	65%	59%	70% A	69%	63%	63%
Somewhat important	178	101	77	63	66	49
	31%	36% B	26%	29%	32%	32%
Not very important	25	13	11	5	12	8
	4%	5%	4%	2%	6%	5%
Not at all important	2	2	0	0	0	2
	0	1%	-	-	-	1%
Summary						
Top2Box (Very/Somewhat Important)	555	269	286	213	196	146
	96%	95%	96%	98%	94%	94%
Low2Box (Not Very/Not At All Important)	26	15	11	5	12	9
	4%	5%	4%	2%	6%	6%

Detailed Tables

A1_3. Please tell me how important each of the following are (or were) to your baby's healthy development. Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Meanis: Columns Tested (5% risk level) - AD		GENDER		AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted						
	581	214	367	217	212	152
	581	284	297	217	208	155
Attention from and interaction with loved ones (i.e. Mom and Dad)						
Very important	561 97%	271 96%	290 97%	213 98%	205 98%	143 92%
Somewhat important	19 3%	11 4%	8 3%	5 2%	2 1%	12 8%
Not very important	2 0	2 1%	0 -	0 -	2 1%	0 -
Summary						
Top2Box (Very/Somewhat Important)	579 100%	282 99%	297 100%	217 100%	206 99%	155 100%
Low2Box (Not Very/Not At All Important)	2 0	2 1%	0 -	0 -	2 1%	0 -

A1_4. Please tell me how important each of the following are (or were) to your baby's healthy development. Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) - AD						
	GENDER		AGE OF YOUNGEST CHILD			
	Total	Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted						
	581	214	367	217	212	152
	581	284	297	217	208	155
Access to quality toys and other play items						
Very important	260	116	144	100	93	67
	45%	41%	49%	46%	45%	43%
Somewhat important	274	142	131	93	102	78
	47%	50%	44%	43%	49%	50%
Not very important	43	24	19	22	12	9
	7%	9%	6%	10%	6%	6%
Not at all important	4	1	2	2	1	1
	1%	0	1%	1%	0	1%
Summary						
Top2Box (Very/Somewhat Important)	534 92%	258 91%	276 93%	193 89%	195 94%	145 94%
Low2Box (Not Very/Not At All Important)	47 8%	25 9%	22 7%	24 11%	13 6%	10 6%

Detailed Tables

A1_5. Please tell me how important each of the following are (or were) to your baby's healthy development. Is it very important, somewhat important, not very important, not at all important?

Proportions/Mean: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) A/B		GENDER		AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Interaction with other babies						
Very important	283 49%	133 47%	150 51%	104 48%	116 56%	63 41%
Somewhat important	240 41%	121 43%	119 40%	92 42%	76 37%	71 46%
Not very important	52 9%	26 9%	26 9%	19 9%	14 7%	19 12%
Not at all important	6 1%	5 2%	2 1%	2 1%	2 1%	2 2%
Summary						
Top2Box (Very/Somewhat Important)	523 90%	253 89%	270 91%	197 90%	192 92%	134 86%
Low2Box (Not Very/Not At All Important)	58 10%	30 11%	28 9%	21 10%	16 8%	21 14%

A2_1. Focusing on your baby's sleeping patterns / behaviour specifically, how important is (or was) each of the following to ensure your baby has a restful night sleep? Is it very important, somewhat important, not very important, not at all important?

Proportions/Mean: Columns Tested (5% risk level) - A/B

Proportions/Meanis: Columns Tested (5% risk level) - AD						
	GENDER		AGE OF YOUNGEST CHILD			
	Total	Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted						
	581	214	367	217	212	152
	581	284	297	217	208	155
A relaxing bedtime routine						
Very important	378 65%	176 62%	203 68%	143 66%	131 63%	105 68%
Somewhat important	176 30%	93 33%	83 28%	65 30%	68 32%	43 28%
Not very important	27 5%	15 5%	12 4%	9 4%	10 5%	8 5%
Summary						
Top2Box (Very/Somewhat Important)	554 95%	269 95%	286 96%	208 96%	198 95%	148 95%
Low2Box (Not Very/Not At All Important)	27 5%	15 5%	12 4%	9 4%	10 5%	8 5%

Detailed Tables

A2.2. Focusing on your baby's sleeping patterns / behaviour specifically, how important is (or was) each of the following to ensure your baby has a restful night sleep? Is it very important, somewhat important, not very important, not at all important?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
Good feeding practices						
Very important	433 75%	200 71%	233 78%	167 77%	150 72%	117 75%
Somewhat important	131 23%	75 26%	57 19%	44 20%	50 24%	37 24%
Not very important	13 2%	7 3%	6 2%	5 2%	7 3%	1 1%
Not at all important	3 1%	1 0	2 1%	1 1%	2 1%	0 -
Summary						
Top2Box (Very/Somewhat Important)	564 97%	275 97%	289 97%	211 97%	199 96%	154 99%
Low2Box (Not Very/Not At All Important)	16 3%	8 3%	8 3%	6 3%	9 4%	1 1%

A2.3. Focusing on your baby's sleeping patterns / behaviour specifically, how important is (or was) each of the following to ensure your baby has a restful night sleep? Is it very important, somewhat important, not very important, not at all important?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
A quiet household						
Very important	190 33%	99 35%	91 31%	76 35%	57 27%	56 36%
Somewhat important	253 44%	113 40%	140 47%	94 43%	93 45%	65 42%
Not very important	124 21%	65 23%	59 20%	47 22%	50 24%	27 17%
Not at all important	14 2%	7 3%	7 2%	0 -	8 4%	7 4%
Summary						
Top2Box (Very/Somewhat Important)	442 76%	212 75%	231 78%	171 78%	151 72%	121 78%
Low2Box (Not Very/Not At All Important)	138 24%	72 25%	66 22%	47 22%	58 28%	34 22%

Detailed Tables

A2_4. Focusing on your baby's sleeping patterns / behaviour specifically, how important is (or was) each of the following to ensure your baby has a restful night sleep? Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
A comfortable, dry diaper						
Very important	469 81%	213 75%	255 86%	176 81%	163 78%	130 84%
Somewhat important	101 17%	64 23%	37 13%	41 19%	35 17%	25 16%
Not very important	7 1%	4 1%	4 1%	1 0	7 3%	0 -
Not at all important	4 1%	3 1%	1 0	0 -	4 2%	0 -
Summary						
Top2Box (Very/Somewhat Important)	570 98%	277 98%	293 98%	217 100%	198 95%	155 100%
Low2Box (Not Very/Not At All Important)	11 2%	6 2%	5 2%	1 0	10 5%	0 -

A2_5. Focusing on your baby's sleeping patterns / behaviour specifically, how important is (or was) each of the following to ensure your baby has a restful night sleep? Is it very important, somewhat important, not very important, not at all important?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
A comfortable crib and bedding						
Very important	390 67%	179 63%	211 71%	145 67%	134 64%	112 72%
Somewhat important	164 28%	95 33%	70 23%	67 31%	62 30%	35 23%
Not very important	22 4%	6 2%	15 5%	5 2%	9 4%	8 5%
Not at all important	5 1%	4 1%	1 0	1 1%	3 2%	0 -
Summary						
Top2Box (Very/Somewhat Important)	554 95%	274 96%	281 95%	211 97%	196 94%	147 95%
Low2Box (Not Very/Not At All Important)	26 5%	10 4%	16 5%	6 3%	12 6%	8 5%

Detailed Tables

A3_1. As a parent, how often do (or did) you do each of the following to help your baby sleep or get back to sleep. Would you say you do it 'regularly', 'Sometimes', 'Seldom' or 'Never'?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Meanis: Columns Tested (5% risk level) - AD							
	GENDER		AGE OF YOUNGEST CHILD				
	Total	Male	Female	0-1	2-3	4-5	
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B				
	581	214	367	217	212	152	
	581	284	297	217	208	155	
Ensure your baby has a dry and comfortable diaper							
Regularly	494	233	261	181	173	141	
	85%	82%	88%	83%	83%	91%	
	Sometimes	59	34	25	29	18	12
		10%	12%	9%	14%	9%	7%
Seldom		19	13	6	7	9	2
		3%	5%	2%	3%	5%	1%
	Never	9	4	5	0	8	1
		2%	1%	2%	-	4%	1%
Summary							
Top2Box (Regularly/Sometimes)		553	267	286	210	191	152
	95%	94%	96%	97%	92%	98%	
Low2Box (Seldom/Never)	28	17	11	7	17	3	
	5%	6%	4%	3%	8%	2%	

A3_2. As a parent, how often do (or did) you do each of the following to help your baby sleep or get back to sleep. Would you say you do it 'regularly', 'Sometimes', 'Seldom' or 'Never'?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) - AD						
	GENDER		AGE OF YOUNGEST CHILD			
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Rub your baby's stomach						
Regularly	92 16%	41 14%	52 17%	29 14%	27 13%	36 23%
Sometimes	193 33%	98 35%	95 32%	79 36%	67 32%	47 30%
Seldom	195 34%	94 33%	100 34%	65 30%	75 36%	55 35%
Never	101 17%	51 18%	50 17%	44 20%	40 19%	17 11%
Summary						
Top2Box (Regularly/Sometimes)	285 49%	139 49%	146 49%	109 50%	93 45%	83 54%
Low2Box (Seldom/Never)	296 51%	145 51%	151 51%	109 50%	115 55%	72 46%

Detailed Tables

A3_3. As a parent, how often do (or did) you do each of the following to help your baby sleep or get back to sleep. Would you say you do it 'regularly', 'Sometimes', 'Seldom' or 'Never'?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) A-B		GENDER		AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Walk or rock your baby						
Regularly	236 41%	119 42%	117 39%	96 44%	69 33%	71 46%
Sometimes	196 34%	95 33%	101 34%	73 33%	74 36%	49 31%
Seldom	112 19%	60 21%	53 18%	41 19%	40 19%	32 21%
Never	37 6%	10 4%	27 9% A	8 4%	26 12%	3 2%
Summary						
Top2Box (Regularly/Sometimes)	432 74%	214 75%	218 73%	168 77%	143 69%	120 78%
Low2Box (Seldom/Never)	149 26%	70 25%	79 27%	49 23%	65 31%	35 22%

A3_4. As a parent, how often do (or did) you do each of the following to help your baby sleep or get back to sleep. Would you say you do it 'regularly', 'Sometimes', 'Seldom' or 'Never'?

Proportions/Means: Columns Tested (5% risk level) - A/B

Proportions/Mean: Columns Tested (5% risk level) - AD						
	GENDER		AGE OF YOUNGEST CHILD			
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Provide your baby with a soother						
Regularly	170 29%	79 28%	90 30%	87 40%	41 20%	42 27%
Sometimes	83 14%	52 18%	31 10%	32 15%	23 11%	28 18%
Seldom	82 14%	45 16%	38 13%	27 13%	27 13%	28 18%
Never	246 42%	107 38%	138 47%	71 33%	117 56%	57 37%
Summary						
Top2Box (Regularly/Sometimes)	253 44%	132 46%	121 41%	119 55%	64 31%	70 45%
Low2Box (Seldom/Never)	328 56%	152 54%	176 59%	98 45%	144 69%	86 55%

Detailed Tables

A3_5. As a parent, how often do (or did) you do each of the following to help your baby sleep or get back to sleep. Would you say you do it 'regularly', 'Sometimes', 'Seldom' or 'Never'?

Proportions/Mean: Columns Tested (5% risk level) - A/B

Reported on mother's column: Tested (5% risk level) - 12		GENDER		AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
Use music or sing to your baby						
Regularly	254 44%	113 40%	142 48%	95 44%	94 45%	65 42%
Sometimes	205 35%	104 37%	101 34%	79 36%	63 30%	63 40%
Seldom	85 15%	45 16%	39 13%	33 15%	29 14%	22 14%
Never	37 6%	22 8%	14 5%	10 5%	21 10%	5 3%
Summary						
Top2Box (Regularly/Sometimes)	460 79%	216 76%	243 82%	174 80%	158 76%	128 82%
Low2Box (Seldom/Never)	121 21%	67 24%	54 18%	43 20%	51 24%	27 18%

A4. Would you say that you have more than enough, enough, or not enough information to help you establish good sleeping practices for your child?

Proportions/Mean: Columns Tested (5% risk level) - A/B

		GENDER		AGE OF YOUNGEST CHILD		
	Total	Male	Female	0-1	2-3	4-5
Base: Parent or guardian of a child between the ages of 0 and 5 years old Weighted		A	B			
	581	214	367	217	212	152
	581	284	297	217	208	155
More than enough information	193 33%	93 33%	100 34%	75 35%	67 32%	51 33%
Enough information	350 60%	172 61%	178 60%	131 60%	126 60%	93 60%
Not enough information	38 6%	19 7%	19 6%	11 5%	16 8%	11 7%

Detailed Tables

A5. And how interested are you in getting more information to help you establish good sleeping practices for your child? Would you say that you're very interested, somewhat interested, not very interested, or not at all interested?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
Very interested	110 19%	52 18%	58 19%	46 21%	38 18%	26 17%
Somewhat interested	243 42%	122 43%	121 41%	98 45%	92 44%	53 34%
Not very interested	154 26%	77 27%	77 26%	54 25%	49 23%	51 33%
Not at all interested	74 13%	33 12%	41 14%	19 9%	30 14%	25 16%
Summary						
Top2Box (Very/Somewhat Interested)	353 61%	174 61%	179 60%	144 66%	130 62%	79 51%
Low2Box (Not Very/Not At All Interested)	228 39%	110 39%	119 40%	74 34%	78 38%	76 49%

A6. Finally, how often does (or did) your baby's waking up during the night disturb your own sleep?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	GENDER		AGE OF YOUNGEST CHILD		
		Male	Female	0-1	2-3	4-5
		A	B			
Base: Parent or guardian of a child between the ages of 0 and 5 years old	581	214	367	217	212	152
Weighted	581	284	297	217	208	155
Regularly	136 23%	49 17%	87 29%	57 26%	45 22%	33 22%
Sometimes	209 36%	104 37%	106 36%	78 36%	75 36%	56 36%
Seldom	193 33%	107 38%	86 29%	67 31%	71 34%	55 35%
Never	43 7%	24 8%	19 6%	15 7%	17 8%	11 7%
Summary						
Top2Box (Regularly/Sometimes)	345 59%	153 54%	192 65%	135 62%	120 58%	90 58%
Low2Box (Seldom/Never)	235 41%	131 46%	105 35%	82 38%	88 42%	65 42%