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SOS1. Do you have a daughter 7 to 13 years of age?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
* small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Yes	1066 100%

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Detailed tables

SO1_1. (My daughter really enjoys sleepover parties.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	624 59%
Somewhat agree	344 32%
Somewhat disagree	71 7%
Strongly disagree	27 3%
Top2Box - Agree	968 91%
Low2Box - Disagree	98 9%

SO1_2. (Sleepover parties have the power to impact my daughter's self-esteem positively or negatively.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	353 33%
Somewhat agree	559 52%
Somewhat disagree	125 12%
Strongly disagree	29 3%
Top2Box - Agree	913 86%
Low2Box - Disagree	153 14%

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SO1_3. (When my daughter is arranging a sleepover party she asks for my help and doesn't mind if I get involved in the planning.) How much do you agree or disagree with each of the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	531 50%
Somewhat agree	430 40%
Somewhat disagree	72 7%
Strongly disagree	33 3%
Top2Box - Agree	962 90%
Low2Box - Disagree	104 10%

SO1_4. (Sometimes Moms have to help with sleepover party guest lists so people's feelings don't get hurt.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	302 28%
Somewhat agree	560 53%
Somewhat disagree	167 16%
Strongly disagree	37 3%
Top2Box - Agree	862 81%
Low2Box - Disagree	204 19%

SO1_5. (It's always good for moms to talk to each other when a sleepover party is being planned.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	632 59%
Somewhat agree	350 33%
Somewhat disagree	73 7%
Strongly disagree	11 1%
Top2Box - Agree	982 92%
Low2Box - Disagree	84 8%

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SO1_6. (I believe what goes on at sleepover parties today is different from when I was young.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	214 20%
Somewhat agree	438 41%
Somewhat disagree	361 34%
Strongly disagree	53 5%
Top2Box - Agree	652 61%
Low2Box - Disagree	414 39%

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Detailed tables

SO1. (Top2box - Agree Summary) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
My daughter really enjoys sleepover parties.	968 91%
Sleepover parties have the power to impact my daughter's self-esteem positively or negatively.	913 86%
When my daughter is arranging a sleepover party she asks for my help and doesn't mind if I get involved in the planning.	962 90%
Sometimes Moms have to help with sleepover party guest lists so people's feelings don't get hurt.	862 81%
It's always good for moms to talk to each other when a sleepover party is being planned.	982 92%
I believe what goes on at sleepover parties today is different from when I was young.	652 61%

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Detailed tables

SO1. (Low2box - Disagree Summary) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
My daughter really enjoys sleepover parties.	98 9%
Sleepover parties have the power to impact my daughter's self-esteem positively or negatively.	153 14%
When my daughter is arranging a sleepover party she asks for my help and doesn't mind if I get involved in the planning.	104 10%
Sometimes Moms have to help with sleepover party guest lists so people's feelings don't get hurt.	204 19%
It's always good for moms to talk to each other when a sleepover party is being planned.	84 8%
I believe what goes on at sleepover parties today is different from when I was young.	414 39%

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Detailed tables

SO2_1. (Sleepover parties are a time for girls to be girls, and I generally leave them on their own to do just that.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	234 22%
Somewhat agree	665 62%
Somewhat disagree	132 12%
Strongly disagree	35 3%
Top2Box - Agree	899 84%
Low2Box - Disagree	167 16%

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Detailed tables

SO2_2. (Playing music is an important part of the sleepover party experience.) How much do you agree or disagree with each of the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	354 33%
Somewhat agree	569 53%
Somewhat disagree	131 12%
Strongly disagree	12 1%
Top2Box - Agree	923 87%
Low2Box - Disagree	143 13%

SO2_3. (Sometimes my daughter comes home from sleepover parties feeling a bit upset.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	27 3%
Somewhat agree	245 23%
Somewhat disagree	511 48%
Strongly disagree	284 27%
Top2Box - Agree	271 25%
Low2Box - Disagree	795 75%

SO2_4. (My daughter is more self-conscious about her body and how she looks after attending a sleepover party.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	28 3%
Somewhat agree	154 14%
Somewhat disagree	511 48%
Strongly disagree	372 35%
Top2Box - Agree	183 17%
Low2Box - Disagree	883 83%

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Detailed tables

SO2_5. (My daughter has felt left out because she was not invited to a sleepover party.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	104 10%
Somewhat agree	328 31%
Somewhat disagree	386 36%
Strongly disagree	249 23%
Top2Box - Agree	432 41%
Low2Box - Disagree	634 59%

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Detailed tables

SO2_6. (I find it easy to talk to my daughter about what happens at sleepover parties.) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Strongly agree	570 53%
Somewhat agree	432 41%
Somewhat disagree	51 5%
Strongly disagree	13 1%
Top2Box - Agree	1002 94%
Low2Box - Disagree	64 6%

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Detailed tables

SO2. (Top2box - Agree Summary) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Sleepover parties are a time for girls to be girls, and I generally leave them on their own to do just that.	899 84%
Playing music is an important part of the sleepover party experience.	923 87%
Sometimes my daughter comes home from sleepover parties feeling a bit upset.	271 25%
My daughter is more self-conscious about her body and how she looks after attending a sleepover party.	183 17%
My daughter has felt left out because she was not invited to a sleepover party.	432 41%
I find it easy to talk to my daughter about what happens at sleepover parties.	1002 94%

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SO2. (Low2box - Disagree Summary) How much do you agree or disagree with each of the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Sleepover parties are a time for girls to be girls, and I generally leave them on their own to do just that.	167 16%
Playing music is an important part of the sleepover party experience.	143 13%
Sometimes my daughter comes home from sleepover parties feeling a bit upset.	795 75%
My daughter is more self-conscious about her body and how she looks after attending a sleepover party.	883 83%
My daughter has felt left out because she was not invited to a sleepover party.	634 59%
I find it easy to talk to my daughter about what happens at sleepover parties.	64 6%

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SO3. Which of the following do you believe takes place at the sleepover parties your daughter participates in?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G
 * small base; ** very small base (under 30) ineligible for sig testing

	Total
Base: All respondents	1066
Weighted	1066
Trying on clothes and experimenting with hair styles and makeup	873 82%
Talking about boys and crushes	766 72%
Gossiping about other girls	712 67%
Reading fashion, beauty and celebrity magazines	478 45%
Talking about the latest celebrity gossip	326 31%
Comparing their appearance and their bodies to those of their friends	299 28%
Comparing themselves to celebrities they admire	290 27%
None of the above	84 8%