

13-023054-01 YOUTH PERSONAL CARE STUDY
[Do better at school]

Please indicate how much you agree or disagree that taking part in organized activities like sports, music, arts, etc. helps/could help you:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	210	120	91	30	13	11	87	51	19
	26%	30%	22%	29%	14%	19%	28%	26%	33%
		B		D	*	*	D	D	D*
Somewhat agree	437	209	228	56	55	37	167	95	27
	54%	52%	57%	54%	62%	65%	54%	49%	47%
					*	G*			*
Somewhat disagree	146	68	78	18	16	9	50	44	10
	18%	17%	19%	17%	18%	16%	16%	23%	18%
					*	*			*
Strongly disagree	13	7	6	1	5	-	3	4	1
	2%	2%	2%	1%	5%	-	1%	2%	2%
					F*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	647	328	319	86	68	48	254	146	46
	80%	81%	79%	82%	77%	84%	83%	75%	81%
					*	*	G		*
Bottom2Box Disagree (Strongly/Somewhat)	160	75	85	18	21	9	53	48	11
	20%	19%	21%	18%	23%	16%	17%	25%	19%
					*	*		F	*
Mean	3	3.1	3	3.1	2.9	3	3.1	3	3.1
				D	*	*	D		D*
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.8	0.8
Std. Err.	*	*	*	0.1	0.1	0.1	*	0.1	0.1

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY

[Feel better about yourself]

Please indicate how much you agree or disagree that taking part in organized activities like sports, music, arts, etc. helps/could help you:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	330	177	153	40	29	21	130	85	25
	41%	44%	38%	38%	33%	37%	42%	44%	44%
					*	*			*
Somewhat agree	432	204	228	59	55	35	160	94	29
	54%	51%	56%	57%	62%	61%	52%	49%	51%
					G*	*			*
Somewhat disagree	38	20	18	5	3	1	15	11	3
	5%	5%	4%	5%	4%	2%	5%	6%	5%
					*	*			*
Strongly disagree	7	2	5	1	1	-	2	3	-
	1%	*	1%	1%	1%	-	1%	2%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	762	382	380	99	84	55	290	180	54
	94%	95%	94%	94%	95%	98%	95%	93%	95%
					*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	45	22	23	6	5	1	17	14	3
	6%	5%	6%	6%	5%	2%	5%	7%	5%
					*	*			*
Mean	3.3	3.4	3.3	3.3	3.3	3.4	3.4	3.4	3.4
					*	*			*
Std. Dev.	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

Please indicate how much you agree or disagree that taking part in organized activities like sports, music, arts, etc. helps/could help you:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	404	225	179	51	39	30	160	92	32
	50%	56%	44%	49%	44%	53%	52%	48%	56%
		B			*	*			*
Somewhat agree	373	168	205	47	46	26	136	95	23
	46%	42%	51%	44%	52%	46%	44%	49%	40%
			A		*	*			*
Somewhat disagree	26	10	16	6	3	1	10	4	2
	3%	2%	4%	6%	4%	2%	3%	2%	4%
					*	*			*
Strongly disagree	4	1	3	1	-	-	1	2	-
	*	*	1%	1%	-	-	*	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	777	393	384	98	85	55	296	188	55
	96%	97%	95%	93%	96%	98%	96%	97%	96%
					*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	30	11	19	7	3	1	11	6	2
	4%	3%	5%	7%	4%	2%	4%	3%	4%
					*	*			*
Mean	3.5	3.5	3.4	3.4	3.4	3.5	3.5	3.4	3.5
		B			*	*			*
Std. Dev.	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

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Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
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- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY
[Build your self-confidence]

Please indicate how much you agree or disagree that taking part in organized activities like sports, music, arts, etc. helps/could help you:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	360	192	169	41	31	23	157	87	22
	45%	48%	42%	39%	35%	40%	51%	45%	39%
					*	*	CD		*
Somewhat agree	403	191	212	58	47	31	136	97	33
	50%	47%	52%	56%	53%	54%	44%	50%	58%
				F	*	*			*
Somewhat disagree	39	20	19	4	9	3	13	8	2
	5%	5%	5%	4%	10%	5%	4%	4%	4%
					F*	*			*
Strongly disagree	5	1	4	2	1	-	1	1	-
	1%	*	1%	2%	1%	-	*	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	763	383	380	99	78	53	293	185	55
	95%	95%	94%	94%	88%	95%	96%	95%	96%
					*	*	D	D	*
Bottom2Box Disagree (Strongly/Somewhat)	44	21	23	6	10	3	14	9	2
	5%	5%	6%	6%	12%	5%	4%	5%	4%
					FG*	*			*
Mean	3.4	3.4	3.3	3.3	3.2	3.4	3.5	3.4	3.4
					*	*	CD	D	*
Std. Dev.	0.6	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

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

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		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	330	182	148	39	30	16	133	83	29
	41%	45%	37%	37%	34%	28%	43%	43%	51%
		B			*	*	E	E	E*
Somewhat agree	435	207	229	60	55	37	159	98	26
	54%	51%	57%	57%	62%	65%	52%	51%	46%
					*	H*			*
Somewhat disagree	38	14	24	5	2	4	14	11	2
	5%	3%	6%	5%	3%	7%	4%	6%	3%
					*	*			*
Strongly disagree	4	1	3	1	1	-	1	1	-
	1%	*	1%	1%	1%	-	*	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	765	389	376	99	85	52	292	182	55
	95%	96%	93%	94%	96%	93%	95%	94%	97%
		B			*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	42	15	27	6	3	4	15	12	2
	5%	4%	7%	6%	4%	7%	5%	6%	3%
			A		*	*			*
Mean	3.4	3.4	3.3	3.3	3.3	3.2	3.4	3.4	3.5
		B			*	*	E		E*
Std. Dev.	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

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		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	446	255	190	59	43	28	173	114	29
	55%	63%	47%	56%	48%	49%	56%	59%	51%
		B			*	*			*
Somewhat agree	347	143	203	43	46	29	129	75	26
	43%	35%	50%	41%	52%	51%	42%	39%	46%
			A		G*	*			*
Somewhat disagree	12	4	8	2	-	-	4	4	2
	1%	1%	2%	2%	-	-	1%	2%	4%
					*	*			*
Strongly disagree	3	1	2	1	-	-	1	1	-
	*	*	*	1%	-	-	*	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	792	399	394	102	89	56	302	189	55
	98%	99%	98%	97%	100%	100%	98%	97%	96%
					*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	15	5	10	3	-	-	5	5	2
	2%	1%	2%	3%	-	-	2%	3%	4%
					*	*			*
Mean	3.5	3.6	3.4	3.5	3.5	3.5	3.5	3.6	3.5
		B			*	*			*
Std. Dev.	0.5	0.5	0.6	0.6	0.5	0.5	0.5	0.6	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	396	215	181	47	45	32	152	91	30
	49%	53%	45%	44%	51%	56%	49%	47%	53%
		B			*	*			*
Somewhat agree	349	163	186	50	31	23	138	85	22
	43%	40%	46%	47%	35%	40%	45%	44%	39%
					*	*			*
Somewhat disagree	47	18	29	8	7	2	14	13	4
	6%	4%	7%	7%	8%	3%	4%	7%	7%
					*	*			*
Strongly disagree	15	8	7	1	6	-	3	4	1
	2%	2%	2%	1%	6%	-	1%	2%	2%
					CF*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	745	378	367	96	76	55	290	177	52
	92%	94%	91%	92%	86%	97%	95%	91%	91%
					*	D*	D		*
Bottom2Box Disagree (Strongly/Somewhat)	62	26	36	9	13	2	17	17	5
	8%	6%	9%	8%	14%	3%	5%	9%	9%
					EF*	*			*
Mean	3.4	3.5	3.3	3.4	3.3	3.5	3.4	3.4	3.4
		B			*	*			*
Std. Dev.	0.7	0.7	0.7	0.7	0.9	0.6	0.6	0.7	0.7
Std. Err.	*	*	*	0.1	0.1	0.1	*	0.1	0.1

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Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY
[Talk to about my friends/relationships]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	383	201	182	41	55	25	155	76	31
	47%	50%	45%	39%	62%	44%	50%	39%	54%
					CEG*	*	CG		G*
Somewhat agree	357	172	185	52	30	30	129	91	24
	44%	43%	46%	50%	34%	53%	42%	47%	42%
				D	*	D*		D	*
Somewhat disagree	55	24	31	9	2	2	18	23	1
	7%	6%	8%	8%	3%	4%	6%	12%	2%
					*	*		DFH	*
Strongly disagree	13	7	6	3	1	-	5	3	1
	2%	2%	2%	3%	1%	-	2%	2%	2%
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	740	373	366	93	85	55	284	168	55
	92%	92%	91%	89%	96%	96%	93%	87%	96%
					G*	G*	G		G*
Bottom2Box Disagree (Strongly/Somewhat)	67	30	37	12	3	2	23	26	2
	8%	8%	9%	11%	4%	4%	7%	13%	4%
					*	*		DEFH	*
Mean	3.4	3.4	3.3	3.2	3.6	3.4	3.4	3.2	3.5
					CG*	*	CG		CG*
Std. Dev.	0.7	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	0.1	0.1

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY

[Talk to about my future (i.e. education, career, jobs)]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	466	238	227	52	55	35	185	103	35
	58%	59%	56%	50%	62%	61%	60%	53%	61%
					*	*			*
Somewhat agree	304	146	157	44	31	20	110	79	20
	38%	36%	39%	42%	35%	35%	36%	41%	35%
					*	*			*
Somewhat disagree	29	15	14	7	-	2	10	8	2
	4%	4%	3%	6%	-	3%	3%	4%	4%
				D	*	*			*
Strongly disagree	9	4	5	2	2	-	2	3	-
	1%	1%	1%	2%	3%	-	1%	2%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	769	385	385	96	86	55	295	183	55
	95%	95%	95%	92%	97%	97%	96%	94%	96%
					*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	38	19	19	9	2	2	12	11	2
	5%	5%	5%	8%	3%	3%	4%	6%	4%
					*	*			*
Mean	3.5	3.5	3.5	3.4	3.6	3.6	3.6	3.5	3.6
					*	*	C		*
Std. Dev.	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.7	0.6
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY

[To encourage me to try new interests/hobbies (i.e. sports, clubs, music)]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	384	212	172	48	50	28	149	80	29
	48%	52%	43%	46%	56%	49%	49%	42%	51%
		B			G*	*			*
Somewhat agree	369	165	203	49	36	28	135	93	28
	46%	41%	50%	46%	40%	49%	44%	48%	49%
			A		*	*			*
Somewhat disagree	46	23	23	5	2	1	19	19	-
	6%	6%	6%	5%	3%	2%	6%	10%	-
					*	*		DH	*
Strongly disagree	9	4	5	3	1	-	4	1	-
	1%	1%	1%	3%	1%	-	1%	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	752	377	375	97	85	56	284	174	56
	93%	93%	93%	93%	96%	98%	93%	90%	100%
					*	G*			CFG*
Bottom2Box Disagree (Strongly/Somewhat)	55	27	28	8	3	1	23	20	-
	7%	7%	7%	7%	4%	2%	7%	10%	-
				H	*	*	H	EH	*
Mean	3.4	3.4	3.3	3.4	3.5	3.5	3.4	3.3	3.5
		B			G*	*			G*
Std. Dev.	0.6	0.6	0.6	0.7	0.6	0.5	0.7	0.7	0.5
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY

[To encourage me to keep taking part in current activities (i.e. sports, clubs, music)]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	380	206	174	51	43	31	142	86	27
	47%	51%	43%	49%	48%	54%	46%	45%	47%
		B			*	*			*
Somewhat agree	374	173	201	42	43	25	143	92	29
	46%	43%	50%	40%	48%	44%	47%	48%	51%
			A		*	*			*
Somewhat disagree	45	21	24	10	2	1	17	14	1
	6%	5%	6%	9%	3%	2%	5%	7%	2%
					*	*			*
Strongly disagree	9	4	5	2	1	-	5	1	-
	1%	1%	1%	2%	1%	-	2%	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	753	379	375	93	85	55	285	179	55
	93%	94%	93%	89%	96%	98%	93%	92%	98%
					*	C*			C*
Bottom2Box Disagree (Strongly/Somewhat)	54	25	29	12	3	1	22	15	1
	7%	6%	7%	11%	4%	2%	7%	8%	2%
				EH	*	*			*
Mean	3.4	3.4	3.3	3.4	3.4	3.5	3.4	3.4	3.5
		B			*	*			*
Std. Dev.	0.6	0.6	0.6	0.7	0.6	0.5	0.7	0.6	0.5
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY
 [To have fun with/do fun things together]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	461	263	198	55	57	32	175	109	34
	57%	65%	49%	53%	64%	56%	57%	56%	60%
		B			*	*			*
Somewhat agree	318	131	186	44	29	25	119	80	22
	39%	33%	46%	42%	32%	44%	39%	41%	39%
			A		*	*			*
Somewhat disagree	21	6	15	6	2	-	9	3	1
	3%	1%	4%	6%	3%	-	3%	2%	2%
			A	G	*	*			*
Strongly disagree	7	3	4	-	1	-	4	2	-
	1%	1%	1%	-	1%	-	1%	1%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	779	395	384	99	85	56	294	189	55
	97%	98%	95%	94%	96%	100%	96%	97%	98%
					*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	28	9	19	6	3	-	13	5	1
	3%	2%	5%	6%	4%	-	4%	3%	2%
					*	*			*
Mean	3.5	3.6	3.4	3.5	3.6	3.6	3.5	3.5	3.6
		B			*	*			*
Std. Dev.	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.5
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)

[To help me feel better about myself]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	426	229	197	53	52	35	172	85	29
	53%	57%	49%	51%	59%	61%	56%	44%	51%
		B			G*	G*	G		*
Somewhat agree	338	156	182	48	33	22	113	95	27
	42%	39%	45%	45%	38%	39%	37%	49%	47%
					*	*		F	*
Somewhat disagree	33	15	18	3	2	-	17	10	1
	4%	4%	4%	3%	3%	-	5%	5%	2%
					*	*			*
Strongly disagree	10	4	6	1	1	-	5	3	-
	1%	1%	2%	1%	1%	-	2%	2%	-
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	764	385	379	101	85	56	285	181	55
	95%	95%	94%	96%	96%	100%	93%	93%	98%
					*	FG*			*
Bottom2Box Disagree (Strongly/Somewhat)	43	19	24	4	3	-	22	13	1
	5%	5%	6%	4%	4%	-	7%	7%	2%
					*	*	E	E	*
Mean	3.5	3.5	3.4	3.5	3.5	3.6	3.5	3.4	3.5
		B			G*	G*			*
Std. Dev.	0.6	0.6	0.7	0.6	0.6	0.5	0.7	0.7	0.5
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

13-023054-01 YOUTH PERSONAL CARE STUDY

[To help me feel more comfortable with my body]

Please indicate how much you agree/disagree that it is/would be helpful to have a mom/role model in your life to:

		Age		Region					
	Total	11-14 yr. olds	15-17 yr. olds	British	Alberta	Saskatchewan	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	807	406	401	108	77	57	313	195	57
Base: All Respondents (wtd)	807	404	403	105	89	56	307	194	56
Strongly agree	362	191	171	39	45	30	149	76	23
	45%	47%	42%	37%	51%	53%	49%	39%	40%
					*	*	CG		*
Somewhat agree	365	181	183	54	38	24	122	98	29
	45%	45%	45%	52%	43%	42%	40%	51%	51%
				F	*	*		F	*
Somewhat disagree	64	24	40	10	5	2	28	15	4
	8%	6%	10%	9%	5%	4%	9%	8%	7%
			A		*	*			*
Strongly disagree	17	8	9	2	1	1	8	4	1
	2%	2%	2%	2%	1%	2%	3%	2%	2%
					*	*			*
Summary									
Top2Box Agree (Strongly/Somewhat)	726	372	354	93	83	54	270	175	52
	90%	92%	88%	89%	93%	95%	88%	90%	91%
		B			*	*			*
Bottom2Box Disagree (Strongly/Somewhat)	81	32	49	12	6	3	36	19	5
	10%	8%	12%	11%	7%	5%	12%	10%	9%
			A		*	*			*
Mean	3.3	3.4	3.3	3.2	3.4	3.5	3.3	3.3	3.3
					*	*			*
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7
Std. Err.	*	*	*	0.1	0.1	0.1	*	*	0.1

- Column Proportions:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B,C/D/E/F/G/H,I/J/K
 - Minimum Base: 30 (**), Small Base: 100 (*)