

1. How many times do you believe you've seen your child(ren)'s favourite movie?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Kids in Household	535	16	46	28	234	179	32	92	85	171	118	535	-
Weighted	516	17	49	34	211	169	35	105	86	161	98	516	-
1	49	-	3	4	29	12	1	11	10	10	13	49	-
	9%	-	6%	12%	14%	7%	2%	10%	12%	6%	13%	9%	-
		**	*	**	E		**	*	*		*		
2	47	2	5	-	21	18	2	10	6	14	12	47	-
	9%	11%	9%	-	10%	11%	6%	9%	7%	9%	12%	9%	-
		**	*	**			**	*	*		*		
3	35	1	4	3	13	13	1	1	10	10	8	35	-
	7%	5%	8%	8%	6%	8%	4%	1%	11%	6%	8%	7%	-
		**	*	**			**	*	G*		G*		
4	31	2	3	4	7	14	1	9	3	10	6	31	-
	6%	9%	6%	11%	3%	8%	2%	9%	3%	6%	6%	6%	-
		**	*	**			**	*	*		*		
5	58	-	5	2	24	23	3	14	10	16	11	58	-
	11%	-	10%	5%	11%	14%	10%	13%	11%	10%	12%	11%	-
		**	*	**			**	*	*		*		
6 - 10	91	4	12	4	27	33	10	10	20	31	16	91	-
	18%	22%	25%	12%	13%	20%	29%	10%	23%	20%	16%	18%	-
		**	*	**			**	*	G*		*		
11 - 24	64	5	3	4	27	21	3	15	5	23	11	64	-
	12%	29%	6%	13%	13%	13%	9%	14%	6%	15%	11%	12%	-
		**	*	**			**	*	*		*		
25-49	46	3	3	3	18	16	4	8	5	19	5	46	-
	9%	15%	6%	10%	8%	9%	11%	7%	6%	12%	5%	9%	-
		**	*	**			**	*	*		*		
50+	95	1	11	10	45	19	9	28	18	25	17	95	-
	18%	7%	23%	29%	21%	11%	27%	26%	21%	16%	17%	18%	-
		**	*	**	E		**	*	*		*		
Mean	33.1	16	48.6	87.2	34.2	18.1	31.9	34.7	24.4	35.6	42.4	33.1	-
		**	E*	**			**	*	*		*		
Std. Dev.	102.43	13.78	142.15	249.53	97.14	29.45	44.37	74.76	38.42	121.26	151.72	102.43	-
Std. Err.	4.43	3.44	20.96	47.16	6.35	2.2	7.84	7.79	4.17	9.27	13.97	4.43	-
Median	10	14.1	7	12	9.7	6.8	10	10	8.7	10	5	10	-

- 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 (*)

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