

[Brush your own teeth]

How often do you do the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>Brush your own teeth</b>							
More than once a day	679	89	74	40	273	158	45
	68%	67%	70%	62%	71%	66%	63%
Once a day	268	39	27	21	93	65	23
	27%	29%	25%	33%	24%	27%	32%
A few times a week	24	-	2	2	10	8	2
	2%	-	2%	3%	3%	3%	3%
Once a week	6	1	1	1	-	2	1
	1%	1%	1%	1%	-	1%	1%
Once a month	2	-	-	-	1	1	-
	*	-	-	-	*	*	-
Rarely	6	2	1	1	1	-	1
	1%	2%	1%	1%	*	-	1%
Never	15	2	1	-	5	6	-
	2%	2%	1%	-	1%	3%	-

- 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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[Brush your cat's teeth]

How often do you do the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	602	64	53	53	213	158	61
Weighted	604	72	56	34	233	165	43
<b>Brush your cat's teeth</b>							
More than once a day	7	-	2	1	2	1	1
	1%	-	4%	2%	1%	1%	3%
		*	*	*			*
Once a day	16	4	-	-	5	5	1
	3%	6%	-	-	2%	3%	2%
		*	*	*			*
A few times a week	17	1	1	3	7	5	1
	3%	2%	2%	8%	3%	3%	2%
		*	*	*			*
Once a week	24	-	2	1	12	8	-
	4%	-	4%	4%	5%	5%	-
		*	*	*			*
Once a month	14	-	2	1	5	5	-
	2%	-	4%	4%	2%	3%	-
		*	*	*			*
Rarely	86	9	13	5	32	24	4
	14%	12%	23%	13%	14%	15%	10%
		*	*	*			*
Never	439	57	36	24	170	116	36
	73%	80%	64%	70%	73%	70%	84%
		*	*	*			BE*

- 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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[Brush your dog's teeth]

How often do you do the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	592	76	67	69	209	118	53
Weighted	591	85	71	45	229	123	38
<b>Brush your dog's teeth</b>							
More than once a day	5	-	-	-	3	1	1
	1%	-	-	-	1%	1%	2%
		*	*	*			*
Once a day	39	9	3	3	11	11	1
	7%	11%	4%	6%	5%	9%	4%
		*	*	*			*
A few times a week	48	9	4	6	14	9	6
	8%	11%	6%	13%	6%	8%	15%
		*	*	*			D*
Once a week	60	9	7	3	26	13	1
	10%	11%	10%	7%	11%	10%	4%
		*	*	*			*
Once a month	44	10	6	2	16	9	-
	7%	12%	9%	4%	7%	8%	-
		F*	F*	*			*
Rarely	142	16	18	8	60	31	9
	24%	18%	25%	17%	26%	25%	23%
		*	*	*			*
Never	253	32	32	23	97	48	20
	43%	38%	45%	52%	43%	39%	53%
		*	*	*			*

- 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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[Give your cat dental chews or other non-diet products to help improve their oral health]

How often do you do the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	602	64	53	53	213	158	61
Weighted	604	72	56	34	233	165	43
Give your cat dental chews or other non-diet products to help improve their oral health							
More than once a day	51	6	5	3	19	14	6
	9%	8%	9%	8%	8%	8%	13%
		*	*	*			*
Once a day	103	15	8	7	36	29	8
	17%	20%	15%	19%	15%	18%	18%
		*	*	*			*
A few times a week	98	7	14	5	45	24	4
	16%	9%	25%	13%	19%	15%	8%
		*	AF*	*	F		*
Once a week	45	3	4	3	23	9	1
	7%	5%	8%	9%	10%	6%	3%
		*	*	*			*
Once a month	37	4	1	2	19	8	3
	6%	6%	2%	6%	8%	5%	7%
		*	*	*			*
Rarely	79	9	6	5	23	28	7
	13%	12%	11%	15%	10%	17%	16%
		*	*	*		D	*
Never	191	28	17	10	69	52	15
	32%	39%	30%	30%	30%	32%	34%
		*	*	*			*

- 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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[Give your dog dental chews or other non-diet products to help improve their oral health]

How often do you do the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	592	76	67	69	209	118	53
Weighted	591	85	71	45	229	123	38
<b>Give your dog dental chews or other non-diet products to help improve their oral health</b>							
More than once a day	67	8	6	5	25	17	6
	11%	9%	9%	10%	11%	14%	17%
		*	*	*			*
Once a day	160	19	20	11	66	32	11
	27%	22%	28%	25%	29%	26%	30%
		*	*	*			*
A few times a week	127	18	17	7	51	26	7
	21%	21%	24%	16%	22%	21%	19%
		*	*	*			*
Once a week	79	12	10	7	34	14	3
	13%	14%	13%	16%	15%	11%	8%
		*	*	*			*
Once a month	56	9	6	5	23	9	4
	9%	11%	9%	10%	10%	8%	9%
		*	*	*			*
Rarely	54	8	7	7	12	14	6
	9%	9%	10%	14%	5%	11%	17%
		*	*	D*			D*
Never	48	11	4	4	18	11	-
	8%	13%	6%	9%	8%	9%	-
		F*	*	F*	F	F	*

- Column Proportions:

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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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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[Brushing my pet's teeth can increase his/her lifespan]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>Brushing my pet's teeth can increase his/her lifespan</b>							
Strongly agree	222	36	35	16	77	46	13
	22%	27%	33%	25%	20%	19%	18%
			DEF				
Somewhat agree	536	64	51	34	219	128	40
	54%	48%	48%	53%	57%	53%	56%
Somewhat disagree	203	26	19	14	80	50	15
	20%	19%	18%	21%	21%	21%	21%
Strongly disagree	38	9	1	1	8	16	4
	4%	7%	1%	1%	2%	7%	5%
		BD				BCD	
<b>Summary</b>							
Top2Box (Agree)	759	99	86	51	296	174	53
	76%	74%	81%	78%	77%	73%	74%
Low2Box (Disagree)	241	35	20	14	88	66	18
	24%	26%	19%	22%	23%	27%	26%

- 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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[Bad oral hygiene can cause my pet pain]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>Bad oral hygiene can cause my pet pain</b>							
Strongly agree	400	61	52	27	146	89	25
	40%	46%	49%	42%	38%	37%	35%
			DEF				
Somewhat agree	502	61	47	33	203	119	39
	50%	46%	44%	51%	53%	50%	55%
Somewhat disagree	80	9	5	4	31	25	6
	8%	7%	5%	6%	8%	10%	8%
Strongly disagree	18	2	2	1	4	7	1
	2%	2%	2%	1%	1%	3%	2%
<b>Summary</b>							
Top2Box (Agree)	902	123	99	61	348	208	64
	90%	92%	93%	93%	91%	87%	90%
Low2Box (Disagree)	98	11	7	5	35	32	7
	10%	8%	7%	7%	9%	13%	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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[I should brush my pet's teeth to help keep his/her teeth healthy]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>I should brush my pet's teeth to help keep his/her teeth healthy</b>							
Strongly agree	265	40	32	19	94	62	18
	27%	30%	30%	29%	25%	26%	26%
Somewhat agree	493	51	55	34	192	123	37
	49%	38%	52%	53%	50%	51%	52%
Somewhat disagree	195	31	17	10	85	40	12
	20%	23%	16%	15%	22%	17%	17%
Strongly disagree	47	11	2	2	12	16	4
	5%	8%	2%	3%	3%	7%	5%
<b>Summary</b>							
Top2Box (Agree)	758	92	87	53	286	185	55
	76%	68%	82%	82%	75%	77%	78%
Low2Box (Disagree)	242	42	19	12	97	55	16
	24%	32%	18%	18%	25%	23%	22%
		BC					

- 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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[Brushing my pet's teeth is difficult and an inconvenience for me and my pet]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>Brushing my pet's teeth is difficult and an inconvenience for me and my pet</b>							
Strongly agree	391	45	42	21	149	110	24
	39%	33%	40%	33%	39%	46%	34%
						AC	
Somewhat agree	426	61	38	29	174	88	36
	43%	46%	36%	44%	45%	37%	51%
					E		BE
Somewhat disagree	115	13	19	10	39	26	6
	11%	10%	18%	16%	10%	11%	9%
			D				
Strongly disagree	67	15	6	5	21	17	4
	7%	11%	6%	7%	5%	7%	6%
		D					
<b>Summary</b>							
Top2Box (Agree)	818	106	81	50	323	197	60
	82%	79%	76%	77%	84%	82%	85%
Low2Box (Disagree)	182	28	25	15	60	43	11
	18%	21%	24%	23%	16%	18%	15%

- 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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[Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet							
Strongly agree	247	32	33	17	90	61	14
	25%	24%	31%	26%	23%	25%	20%
Somewhat agree	502	59	48	36	193	125	41
	50%	44%	45%	56%	50%	52%	57%
Somewhat disagree	199	23	22	10	89	42	13
	20%	18%	21%	16%	23%	17%	18%
Strongly disagree	52	19	3	1	12	13	4
	5%	14%	3%	2%	3%	5%	5%
		BCDEF					
<b>Summary</b>							
Top2Box (Agree)	749	92	81	53	283	186	55
	75%	68%	76%	82%	74%	77%	77%
				A			
Low2Box (Disagree)	251	42	25	12	101	54	16
	25%	32%	24%	18%	26%	23%	23%
		C					

- 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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[I am aware that bad breath in my pet could be a sign of dental disease]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
<b>I am aware that bad breath in my pet could be a sign of dental disease</b>							
Strongly agree	384	51	50	26	141	91	24
	38%	38%	47%	40%	37%	38%	34%
Somewhat agree	526	74	48	34	208	121	41
	53%	55%	45%	52%	54%	50%	58%
Somewhat disagree	72	6	6	5	30	22	4
	7%	4%	6%	7%	8%	9%	6%
Strongly disagree	18	3	2	1	4	6	1
	2%	2%	2%	1%	1%	3%	2%
<b>Summary</b>							
Top2Box (Agree)	910	125	98	60	349	212	65
	91%	93%	92%	92%	91%	88%	92%
Low2Box (Disagree)	90	9	8	5	34	28	6
	9%	7%	8%	8%	9%	12%	8%

- 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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[SUMMARY - TOP2BOX (AGREE)]

To what extent do you agree or disagree with the following:

	Total	REGION					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Respondents	1000	120	100	100	350	230	100
Weighted	1000	134	106	65	383	240	71
I am aware that bad breath in my pet could be a sign of dental disease	910	125	98	60	349	212	65
	91%	93%	92%	92%	91%	88%	92%
Bad oral hygiene can cause my pet pain	902	123	99	61	348	208	64
	90%	92%	93%	93%	91%	87%	90%
Brushing my pet's teeth is difficult and an inconvenience for me and my pet	818	106	81	50	323	197	60
	82%	79%	76%	77%	84%	82%	85%
Brushing my pet's teeth can increase his/her lifespan	759	99	86	51	296	174	53
	76%	74%	81%	78%	77%	73%	74%
I should brush my pet's teeth to help keep his/her teeth healthy	758	92	87	53	286	185	55
	76%	68%	82%	82%	75%	77%	78%
Brushing my pet's teeth is an important way for me to contribute to the good oral health of my pet			A	A			
	749	92	81	53	283	186	55
	75%	68%	76%	82%	74%	77%	77%
				A			

- 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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