

1. Do you have a go-to sauce (or 'secret sauce') that makes your summer barbecues a success?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	476	525	273	389	339	72	166	453	310
Base: All Respondents (wtd)	1001	485	516	279	370	351	141	313	392	154
Yes (Net)	359	169	190	131	143	84	50	123	129	57
	36%	35%	37%	47%	39%	24%	35%	39%	33%	37%
				E	E		*			
Yes, and I would never share the recipe	132	78	53	59	51	22	20	48	50	14
	13%	16%	10%	21%	14%	6%	14%	15%	13%	9%
		B		DE	E		*			
Yes, and I've shared the recipe with others	227	91	136	72	93	62	30	76	79	43
	23%	19%	26%	26%	25%	18%	21%	24%	20%	28%
			A	E	E		*			H
No	540	263	277	119	194	228	65	157	232	86
	54%	54%	54%	43%	52%	65%	46%	50%	59%	56%
					C	CD	*		FG	
I don't barbecue	102	54	48	29	33	40	26	33	32	11
	10%	11%	9%	11%	9%	11%	19%	11%	8%	7%
							HI*			
Sigma	1001	485	516	279	370	351	141	313	392	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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		A	B	C	D	E	F	G	H	I
Base: Excluding I Don't Barbecue (unwtd)	910	430	480	245	359	306	58	149	416	287
Base: Excluding I Don't Barbecue (wtd)	899	432	467	250	337	312	115	280	361	143
Yes (Net)	359	169	190	131	143	84	50	123	129	57
	40%	39%	41%	52%	43%	27%	43%	44%	36%	40%
				DE	E		*			
Yes, and I would never share the recipe	132	78	53	59	51	22	20	48	50	14
	15%	18%	11%	24%	15%	7%	17%	17%	14%	10%
		B		DE	E		*	I		
Yes, and I've shared the recipe with others	227	91	136	72	93	62	30	76	79	43
	25%	21%	29%	29%	28%	20%	26%	27%	22%	30%
			A	E	E		*			H
No	540	263	277	119	194	228	65	157	232	86
	60%	61%	59%	48%	57%	73%	57%	56%	64%	60%
					C	CD	*			
Sigma	899	432	467	250	337	312	115	280	361	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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2. Thinking about the ultimate sauce for summer barbecues, what would set it apart from the competition? That is, what would make it even better than your typical ketchup, mustard or relish?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	476	525	273	389	339	72	166	453	310
Base: All Respondents (wtd)	1001	485	516	279	370	351	141	313	392	154
A kick of heat	362	189	173	133	136	93	36	119	141	66
	36%	39%	34%	48%	37%	26%	26%	38%	36%	43%
				DE	E		*			F
Combines sweet and sour	369	169	199	96	134	138	57	116	135	60
	37%	35%	39%	35%	36%	39%	41%	37%	35%	39%
							*			
Isn't too sweet	229	101	128	63	79	87	28	64	95	42
	23%	21%	25%	23%	21%	25%	20%	20%	24%	27%
							*			
Has exotic/tropical ingredients	122	62	60	34	53	34	16	34	43	29
	12%	13%	12%	12%	14%	10%	11%	11%	11%	19%
							*			GH
Guests can't pinpoint the ingredients	223	110	113	72	85	67	38	69	91	25
	22%	23%	22%	26%	23%	19%	27%	22%	23%	16%
							I*		I	
Something else	50	19	31	15	19	16	9	10	22	8
	5%	4%	6%	5%	5%	5%	6%	3%	6%	5%
							*			
Sigma	1356	651	705	414	506	436	185	413	527	230
	135%	134%	137%	148%	137%	124%	131%	132%	134%	149%

Statistics:

Overlap formula used

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