

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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: All Respondents (unwtd)	1001	122	102	102	352	234	89	285	166	246	204	275	726
Base: All Respondents (wtd)	1001	134	106	65	384	241	71	347	173	224	157	264	737
Yes (Net)	359	57	37	30	133	77	24	122	77	84	59	137	221
	36%	42%	35%	47%	35%	32%	34%	35%	44%	37%	38%	52%	30%
		*	*	E*			*					L	
Yes, and I would never share the recipe	132	16	15	16	48	29	9	58	25	29	14	53	79
	13%	12%	14%	24%	12%	12%	13%	17%	15%	13%	9%	20%	11%
		*	*	ADE*			*	J				L	
Yes, and I've shared the recipe with others	227	41	22	15	86	48	15	64	51	55	45	84	143
	23%	31%	21%	23%	22%	20%	21%	18%	30%	25%	28%	32%	19%
		*	*	*			*		G		G	L	
No	540	70	60	29	208	135	38	172	86	127	95	112	429
	54%	52%	57%	44%	54%	56%	54%	50%	50%	57%	60%	42%	58%
		*	*	*			*				G		K
I don't barbecue	102	7	9	6	42	29	9	53	10	13	3	15	87
	10%	5%	9%	9%	11%	12%	12%	15%	6%	6%	2%	6%	12%
		*	*	*			*	HIJ					K
Sigma	1001	134	106	65	384	241	71	347	173	224	157	264	737
	100%	100%	100%	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/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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	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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: Excluding I Don't Barbecue (unwtd)	910	115	95	94	320	207	79	241	156	231	198	261	649
Base: Excluding I Don't Barbecue (wtd)	899	127	97	59	342	212	62	294	162	211	154	249	650
Yes (Net)	359	57	37	30	133	77	24	122	77	84	59	137	221
	40%	45%	38%	51%	39%	36%	39%	41%	47%	40%	38%	55%	34%
		*	*	E*			*					L	
Yes, and I would never share the recipe	132	16	15	16	48	29	9	58	25	29	14	53	79
	15%	12%	15%	26%	14%	14%	15%	20%	16%	14%	9%	21%	12%
		*	*	ADE*			*	J				L	
Yes, and I've shared the recipe with others	227	41	22	15	86	48	15	64	51	55	45	84	143
	25%	32%	23%	25%	25%	23%	24%	22%	32%	26%	29%	34%	22%
		*	*	*			*					L	
No	540	70	60	29	208	135	38	172	86	127	95	112	429
	60%	55%	62%	49%	61%	64%	61%	59%	53%	60%	62%	45%	66%
		*	*	*		C	*						K
Sigma	899	127	97	59	342	212	62	294	162	211	154	249	650
	100%	100%	100%	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/J,K/L

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

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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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		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: All Respondents (unwtd)	1001	122	102	102	352	234	89	285	166	246	204	275	726
Base: All Respondents (wtd)	1001	134	106	65	384	241	71	347	173	224	157	264	737
A kick of heat	362	58	38	22	125	96	24	116	65	81	67	111	251
	36%	43%	35%	34%	33%	40%	34%	33%	38%	36%	42%	42%	34%
		*	*	*			*					L	
Combines sweet and sour	369	43	33	26	134	92	41	115	79	86	53	102	267
	37%	32%	31%	40%	35%	38%	57%	33%	46%	38%	34%	39%	36%
		*	*	*			ABCDE*		GJ				
Isn't too sweet	229	29	27	11	87	55	20	85	40	49	38	54	176
	23%	22%	25%	17%	23%	23%	28%	24%	23%	22%	24%	20%	24%
		*	*	*			*						
Has exotic/tropical ingredients	122	26	19	10	41	18	8	36	23	37	16	29	93
	12%	19%	18%	15%	11%	8%	11%	10%	13%	17%	10%	11%	13%
		DE*	E*	*			*						
Guests can't pinpoint the ingredients	223	29	38	16	89	39	12	81	35	50	30	63	160
	22%	22%	36%	24%	23%	16%	17%	23%	20%	22%	19%	24%	22%
		*	ADEF*	*			*						
Something else	50	8	4	1	26	8	2	18	6	11	7	16	34
	5%	6%	4%	2%	7%	3%	3%	5%	3%	5%	5%	6%	5%
		*	*	*			*						
Sigma	1356	193	158	86	503	309	106	451	248	313	211	375	981
	135%	144%	149%	133%	131%	128%	149%	130%	144%	140%	134%	142%	133%

Statistics:

Overlap formula used

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

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