

1. Over the past three years, have you served as the designated driver for your friends and/or family

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
All of the time	321	46	23	17	135	82	17	78	55	97	59	91	231
	13%	14%	9%	11%	15%	14%	10%	13%	13%	15%	13%	20%	12%
Sometimes					B							L	
	1274	171	150	95	492	273	94	277	225	368	274	274	1000
	53%	52%	56%	61%	53%	48%	57%	47%	52%	56%	62%	60%	51%
Never					E					G	GH	L	
	809	110	96	44	296	210	53	231	152	191	108	95	714
	34%	34%	36%	28%	32%	37%	32%	39%	35%	29%	24%	21%	37%
Sigma								IJ	J				K
	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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2. Over the past 3 years, please estimate the total number of times you've personally served as the designated driver for your friends and/or family

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
0	819	110	99	46	301	210	53	237	153	192	108	96	723
	34%	34%	37%	29%	33%	37%	33%	40%	35%	29%	24%	21%	37%
								IJ	J				K
1	72	8	7	9	20	26	3	16	9	28	14	17	56
	3%	2%	3%	6%	2%	5%	2%	3%	2%	4%	3%	4%	3%
				D	D								
2	171	27	17	9	56	52	10	38	30	55	26	26	144
	7%	8%	6%	6%	6%	9%	6%	6%	7%	8%	6%	6%	7%
3	190	27	25	13	69	47	9	41	42	48	32	29	161
	8%	8%	9%	9%	7%	8%	5%	7%	10%	7%	7%	6%	8%
4	114	6	14	9	47	29	9	25	26	23	24	24	90
	5%	2%	5%	6%	5%	5%	5%	4%	6%	3%	5%	5%	5%
				A	A								
5	165	30	24	12	58	37	5	35	24	50	38	40	125
	7%	9%	9%	8%	6%	7%	3%	6%	5%	8%	9%	9%	6%
		F											
6 - 10	396	58	42	24	167	68	37	98	69	100	95	88	308
	16%	18%	16%	15%	18%	12%	22%	17%	16%	15%	22%	19%	16%
					E		E				I		
11 - 15	128	17	15	6	60	17	14	22	24	41	32	33	96
	5%	5%	6%	4%	6%	3%	8%	4%	6%	6%	7%	7%	5%
					E		E				G		
16-20	113	12	11	5	47	31	7	23	23	39	17	39	74
	5%	4%	4%	3%	5%	5%	4%	4%	5%	6%	4%	9%	4%
												L	
21-25	44	9	4	2	17	5	6	10	2	18	14	10	35
	2%	3%	2%	2%	2%	1%	4%	2%	*	3%	3%	2%	2%
							E			H	H		
26-30	49	5	2	8	21	11	1	9	7	15	14	16	33
	2%	2%	1%	5%	2%	2%	1%	2%	2%	2%	3%	4%	2%
				ABDEF								L	
31-35	7	-	-	*	4	3	-	3	3	2	-	1	6
	*	-	-	*	*	1%	-	*	1%	*	-	*	*
36-40	23	5	1	4	6	6	1	5	1	12	3	6	17
	1%	2%	*	3%	1%	1%	1%	1%	*	2%	1%	1%	1%
				D									
41-45	1	*	-	*	-	*	-	-	*	-	1	-	1
	*	*	-	*	-	*	-	-	*	-	*	-	*
46-50	31	2	1	2	18	5	3	9	5	9	4	9	22
	1%	*	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%
51-100	49	6	6	3	16	12	5	3	10	14	16	18	31
	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	4%	4%	2%
										G		L	

more than 100	32	4	1	2	19	6	1	11	5	11	2	8	23
	1%	1%	*	1%	2%	1%	*	2%	1%	2%	1%	2%	1%
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	11.6	10.6	7.3	13.9	13.7	10.7	10.3	13.1	9.8	12.2	11.9	18	10.1
												L	
Std. Dev.	41.08	31.3	15.9	49.94	47.09	45.35	20.02	57.55	26.76	32.62	27.96	56.48	36.36
Std. Err.	0.84	1.73	0.97	4	1.55	1.91	1.57	2.38	1.29	1.27	1.33	2.64	0.82
Mean (Excl. 0)	17.6	16	11.5	19.6	20.3	17	15.3	22	15.2	17.2	15.7	22.7	16.1
							*						
Std. Dev.	49.53	37.28	18.75	58.48	56.19	56.31	22.79	73.23	32.07	37.66	31.23	62.66	44.81
Std. Err.	1.24	2.53	1.44	5.56	2.25	2.99	2.17	3.91	1.92	1.75	1.71	3.29	1.28
Median	3	3	3	4	4	2	4	3	3	4	5	5	3

Statistics:

Overlap formulae 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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3. How seriously do the following people take the role of assigning or being a designated driver? - I, myself

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	2326	319	262	147	890	549	158	562	421	639	426	442	1884
	97%	97%	97%	94%	96%	97%	97%	96%	97%	97%	97%	96%	97%
Very seriously	1859	251	195	110	749	417	136	419	344	525	346	363	1496
	77%	77%	72%	71%	81%	74%	83%	72%	80%	80%	78%	79%	77%
					BCE		BCE		G	G	G		
Somewhat seriously	467	68	67	37	141	132	22	143	77	115	81	79	388
	19%	21%	25%	24%	15%	23%	13%	24%	18%	17%	18%	17%	20%
			DF	DF		DF		HI					
Bottom 2 Box (Net)	78	8	8	9	33	16	5	24	11	17	15	17	61
	3%	3%	3%	6%	4%	3%	3%	4%	3%	3%	3%	4%	3%
Not very seriously	54	6	2	8	22	12	3	14	8	16	11	16	38
	2%	2%	1%	5%	2%	2%	2%	2%	2%	2%	3%	3%	2%
				B									
Not at all seriously	24	2	5	1	10	3	2	10	4	2	3	1	23
	1%	1%	2%	1%	1%	1%	1%	2%	1%	*	1%	*	1%
								I					
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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4_1. To what extent do you agree or disagree with the following as they relate to designated drivers: - I would never be a designated driver; I prefer to party with the rest of my friends

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	389	49	33	33	152	102	19	120	56	109	62	95	294
	16%	15%	12%	21%	17%	18%	12%	20%	13%	17%	14%	21%	15%
				BF				HJ				L	
Strongly agree	130	13	7	10	62	30	9	43	18	31	20	42	88
	5%	4%	2%	6%	7%	5%	6%	7%	4%	5%	5%	9%	5%
				B								L	
Somewhat agree	259	36	27	24	90	72	10	77	38	78	42	53	206
	11%	11%	10%	15%	10%	13%	6%	13%	9%	12%	9%	12%	11%
				F		F							
Bottom 2 Box (Net)	2015	278	236	123	771	463	144	466	376	547	379	364	1651
	84%	85%	88%	79%	83%	82%	88%	80%	87%	83%	86%	79%	85%
			C				C		G		G		K
Somewhat disagree	619	90	65	39	212	171	43	153	128	163	112	110	509
	26%	27%	24%	25%	23%	30%	26%	26%	30%	25%	25%	24%	26%
						D							
Strongly disagree	1397	188	171	84	559	292	102	314	248	384	268	255	1142
	58%	58%	64%	54%	61%	52%	62%	53%	57%	59%	61%	55%	59%
			E		E		E						
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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4_2. To what extent do you agree or disagree with the following as they relate to designated drivers: - If weren't for designated drivers, there would be a lot more car accidents and fatalities in my community.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	2263	308	257	146	872	525	155	543	406	623	419	427	1836
	94%	94%	95%	94%	94%	93%	95%	93%	94%	95%	95%	93%	94%
Strongly agree	1495	208	155	97	615	314	106	364	269	409	279	301	1194
	62%	64%	58%	62%	67%	56%	65%	62%	62%	62%	63%	66%	61%
					BE								
Somewhat agree	768	100	101	50	257	210	49	179	138	215	140	126	642
	32%	31%	38%	32%	28%	37%	30%	31%	32%	33%	32%	27%	33%
			D			D							K
Bottom 2 Box (Net)	141	19	13	10	51	40	9	44	26	33	23	32	109
	6%	6%	5%	6%	6%	7%	5%	7%	6%	5%	5%	7%	6%
Somewhat disagree	116	18	13	8	39	34	4	31	23	31	18	30	87
	5%	6%	5%	5%	4%	6%	3%	5%	5%	5%	4%	6%	4%
Strongly disagree	25	*	-	2	12	6	5	13	3	2	5	2	22
	1%	*	-	1%	1%	1%	3%	2%	1%	*	1%	1%	1%
							AB	I					
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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4_3. To what extent do you agree or disagree with the following as they relate to designated drivers: - Designated drivers get enough credit for the service they perform

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	1186	153	118	82	415	350	67	296	217	316	215	253	933
	49%	47%	44%	53%	45%	62%	41%	50%	50%	48%	49%	55%	48%
						ABDF						L	
Strongly agree	365	42	31	18	140	113	22	116	69	89	47	95	270
	15%	13%	11%	11%	15%	20%	13%	20%	16%	14%	11%	21%	14%
						ABC		IJ				L	
Somewhat agree	822	111	88	65	275	238	45	180	148	227	168	159	663
	34%	34%	33%	41%	30%	42%	28%	31%	34%	35%	38%	35%	34%
				DF		BDF					G		
Bottom 2 Box (Net)	1218	174	151	74	508	215	97	291	215	340	226	206	1012
	51%	53%	56%	47%	55%	38%	59%	50%	50%	52%	51%	45%	52%
		E	E	E	E	E	E						K
Somewhat disagree	867	126	113	61	341	160	66	210	154	238	165	141	726
	36%	39%	42%	39%	37%	28%	41%	36%	36%	36%	37%	31%	37%
		E	E	E	E	E	E						K
Strongly disagree	351	47	38	13	167	55	30	81	61	102	60	65	286
	15%	14%	14%	8%	18%	10%	18%	14%	14%	16%	14%	14%	15%
					CE		CE						
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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4_4. To what extent do you agree or disagree with the following as they relate to designated drivers: - Our communities need more designated drivers

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	2266	314	250	145	866	535	156	542	412	623	416	436	1830
	94%	96%	93%	93%	94%	95%	95%	92%	95%	95%	94%	95%	94%
Strongly agree	1447	211	151	79	593	307	106	344	266	390	271	296	1151
	60%	65%	56%	51%	64%	54%	65%	59%	62%	59%	61%	64%	59%
		CE			CE		CE						
Somewhat agree	819	103	99	65	273	228	50	198	146	233	145	140	679
	34%	31%	37%	42%	30%	40%	31%	34%	34%	35%	33%	30%	35%
				AD		ADF							
Bottom 2 Box (Net)	138	13	19	12	57	30	8	45	20	34	25	24	115
	6%	4%	7%	7%	6%	5%	5%	8%	5%	5%	6%	5%	6%
Somewhat disagree	111	11	19	10	45	22	4	32	13	33	20	23	88
	5%	3%	7%	7%	5%	4%	2%	5%	3%	5%	5%	5%	5%
Strongly disagree	27	1	1	1	12	8	4	13	7	1	5	1	26
	1%	*	*	1%	1%	1%	3%	2%	2%	*	1%	*	1%
								I	I				
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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5_1. How have the following impacted how much alcohol you consume when you're out with friends: - Seeing or hearing examples of people losing their jobs because of inappropriate or offensive social media posts

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
I drink more as a result	64	5	2	7	32	14	4	21	10	22	8	27	37
	3%	1%	1%	5%	4%	2%	2%	4%	2%	3%	2%	6%	2%
				B								L	
No impact	1167	162	139	83	454	262	67	235	210	331	262	246	921
	49%	50%	52%	53%	49%	46%	41%	40%	48%	50%	59%	54%	47%
									G	G	GHI	L	
I drink less as a result	515	75	49	36	183	133	39	130	98	154	98	112	403
	21%	23%	18%	23%	20%	24%	24%	22%	23%	23%	22%	24%	21%
Not applicable	658	85	79	30	254	156	53	200	114	149	74	74	584
	27%	26%	29%	19%	28%	28%	33%	34%	26%	23%	17%	16%	30%
							C	HIJ	J	J			K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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5_2. How have the following impacted how much alcohol you consume when you're out with friends: - Your friends' or the public's ability to capture pictures of you while you're out drinking

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
I drink more as a result	74	5	7	9	36	11	6	25	15	22	11	25	49
	3%	2%	3%	6%	4%	2%	3%	4%	4%	3%	3%	5%	3%
				AE								L	
No impact	1258	177	144	94	463	300	81	264	223	368	274	259	999
	52%	54%	53%	60%	50%	53%	49%	45%	52%	56%	62%	56%	51%
				D						G	GH		
I drink less as a result	447	65	43	26	167	114	32	113	82	130	81	104	343
	19%	20%	16%	17%	18%	20%	20%	19%	19%	20%	18%	23%	18%
												L	
Not applicable	625	80	75	27	258	139	45	185	112	136	74	72	553
	26%	25%	28%	17%	28%	25%	27%	32%	26%	21%	17%	16%	28%
			C		C			IJ	J				K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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5_3. How have the following impacted how much alcohol you consume when you're out with friends: - Seeing pictures of your friends on other people on social media who have been drinking heavily

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
I drink more as a result	72	4	3	10	31	17	6	20	14	26	7	27	45
	3%	1%	1%	6%	3%	3%	4%	3%	3%	4%	2%	6%	2%
				AB								L	
No impact	1173	160	135	87	458	252	81	236	197	338	273	255	918
	49%	49%	50%	56%	50%	45%	49%	40%	46%	51%	62%	55%	47%
				E						G	GHI	L	
I drink less as a result	502	69	49	28	173	148	36	132	102	149	74	105	397
	21%	21%	18%	18%	19%	26%	22%	22%	23%	23%	17%	23%	20%
						BD			J	J			
Not applicable	657	93	82	32	262	148	41	199	119	144	87	73	585
	27%	28%	30%	20%	28%	26%	25%	34%	28%	22%	20%	16%	30%
			C					IJ	J				K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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6. Have you ever drunk texted somebody an inappropriate or unintended text or photo when you've been drinking?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Yes - more than once	231	28	31	23	101	32	15	66	46	58	48	76	155
	10%	9%	12%	15%	11%	6%	9%	11%	11%	9%	11%	16%	8%
Yes - but just once as I learned my lesson			E	E	E							L	
	193	35	22	17	68	31	19	53	37	61	33	51	142
	8%	11%	8%	11%	7%	6%	12%	9%	8%	9%	7%	11%	7%
Never		E		E			E					L	
	1980	263	216	116	754	502	130	468	350	537	360	332	1648
	82%	81%	80%	74%	82%	89%	79%	80%	81%	82%	82%	72%	85%
Sigma					C	ABCDF							K
	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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7_1. To what extent are you concerned about the following when you're out drinking with friends? - Being shamed on social media because of something inappropriate you did as a result of drinking too much

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	953	123	104	67	336	252	71	262	187	252	160	220	733
	40%	38%	39%	43%	36%	45%	44%	45%	43%	38%	36%	48%	38%
						D		J				L	
Very concerned	494	61	60	27	172	148	27	140	94	129	73	118	376
	21%	19%	22%	17%	19%	26%	16%	24%	22%	20%	17%	26%	19%
						ACDF		J				L	
Somewhat concerned	459	62	44	40	165	103	44	123	92	123	87	102	357
	19%	19%	16%	26%	18%	18%	27%	21%	21%	19%	20%	22%	18%
				BD			BDE						
Bottom 2 Box (Net)	1451	204	165	89	587	313	92	324	246	404	281	239	1211
	60%	62%	61%	57%	64%	55%	56%	55%	57%	62%	64%	52%	62%
					E						G		K
Not very concerned	538	65	81	39	208	115	31	111	82	162	122	102	436
	22%	20%	30%	25%	23%	20%	19%	19%	19%	25%	28%	22%	22%
			AEF								GH		
Not at all concerned	913	139	85	51	378	199	61	214	164	243	159	138	775
	38%	43%	31%	32%	41%	35%	38%	36%	38%	37%	36%	30%	40%
		B			B								K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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7_2. To what extent are you concerned about the following when you're out drinking with friends? - The potential legal consequences of overconsuming alcohol, such as being caught drinking and driving

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	1519	195	179	98	559	400	88	364	289	425	284	303	1216
	63%	60%	67%	63%	61%	71%	54%	62%	67%	65%	64%	66%	63%
			F			ADF							
Very concerned	1055	134	121	65	397	276	63	257	208	282	188	197	858
	44%	41%	45%	41%	43%	49%	39%	44%	48%	43%	43%	43%	44%
						F							
Somewhat concerned	464	61	58	34	162	124	25	107	81	143	96	106	357
	19%	19%	21%	22%	18%	22%	15%	18%	19%	22%	22%	23%	18%
												L	
Bottom 2 Box (Net)	885	132	90	58	365	165	75	223	143	231	158	156	729
	37%	40%	33%	37%	39%	29%	46%	38%	33%	35%	36%	34%	37%
		E			E		BE						
Not very concerned	279	45	32	19	105	56	23	62	45	81	58	58	221
	12%	14%	12%	12%	11%	10%	14%	11%	10%	12%	13%	13%	11%
Not at all concerned	606	88	58	39	260	109	52	161	98	150	100	98	508
	25%	27%	22%	25%	28%	19%	32%	27%	23%	23%	23%	21%	26%
		E			E		BE						
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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8. When you're out at a friend's house, restaurant or bar and consuming alcoholic beverages, which of the following is closest to your point of view when it comes to the impact social media has on how many drinks you consume:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
I drink more because it's fun for me and my friends to post photos of us having a good time while drinking.	62 3%	5 1%	4 1%	7 4%	35 4%	9 2%	3 2%	20 3%	13 3%	16 2%	10 2%	22 5%	40 2%
It doesn't impact my drinking either way.	1823 76%	253 77%	208 77%	113 73%	676 73%	460 81%	111 68%	414 71%	314 73%	504 77%	364 83%	333 72%	1490 77%
I drink less because I don't want any embarrassing photos of me to end up on social media because I haven't consumed in Sigma	519 22%	69 21%	57 21%	36 23%	212 23%	96 17%	49 30%	153 26%	104 24%	136 21%	67 15%	105 23%	414 21%
	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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9. Given the existence of ride sharing apps such as Uber, Lyft, and other apps that help to call a cab or locate public transit, which of the following is closest to your point of view:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
The existence of these apps makes me more likely to plan how I'm going to get home after a night of drinking, because they make it easier to	655	69	88	45	282	139	32	163	110	188	139	129	527
	27%	21%	33%	29%	31%	25%	20%	28%	26%	29%	31%	28%	27%
			AF		AF								
These apps don't have any impact on my planning.	1540	235	164	97	549	376	121	368	270	411	279	286	1255
	64%	72%	61%	62%	59%	66%	74%	63%	63%	63%	63%	62%	65%
		BD				D	BCD						
The existence of these apps makes me less likely to plan how I'm going to get home after a night of drinking, because I can use them to	208	23	18	15	93	50	10	55	51	57	24	45	163
	9%	7%	7%	9%	10%	9%	6%	9%	12%	9%	5%	10%	8%
									J				
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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10. What apps have you used in the past to help you plan to get home safely when you've been drinking?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Uber	399	33	54	19	210	68	13	88	58	126	102	111	287
	17%	10%	20%	12%	23%	12%	8%	15%	13%	19%	23%	24%	15%
			AEF		ACEF					H	GH	L	
Lyft	51	5	4	3	27	11	*	13	15	14	8	15	36
	2%	2%	2%	2%	3%	2%	*	2%	4%	2%	2%	3%	2%
Apps to help find public transit routes	206	40	16	20	85	35	10	51	42	65	38	54	151
	9%	12%	6%	13%	9%	6%	6%	9%	10%	10%	9%	12%	8%
		BE		BEF								L	
Apps to help hail a taxi cab	314	48	36	30	106	74	20	80	58	87	69	91	223
	13%	15%	14%	19%	11%	13%	12%	14%	13%	13%	16%	20%	11%
				D								L	
JustPark	32	1	1	1	21	5	2	10	7	6	5	16	16
	1%	*	1%	1%	2%	1%	1%	2%	2%	1%	1%	3%	1%
												L	
Other	110	8	15	8	32	35	11	40	20	35	7	30	79
	5%	2%	6%	5%	3%	6%	7%	7%	5%	5%	1%	7%	4%
						A	A	J	J	J		L	
None of the above	1639	241	185	102	612	378	121	394	296	425	285	256	1383
	68%	74%	69%	66%	66%	67%	74%	67%	69%	65%	65%	56%	71%
		D											K
Sigma	2750	376	312	185	1093	607	177	678	496	757	515	573	2176
	114%	115%	116%	118%	118%	107%	108%	116%	115%	115%	117%	125%	112%
Summary													
App user	765	86	84	54	312	187	42	193	136	232	156	203	562
	32%	26%	31%	34%	34%	33%	26%	33%	31%	35%	35%	44%	29%
					A							L	
Non-users	1639	241	185	102	612	378	121	394	296	425	285	256	1383
	68%	74%	69%	66%	66%	67%	74%	67%	69%	65%	65%	56%	71%
		D											K

Statistics:

Overlap formulae 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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11_1. To what extent do you agree or disagree with the following statements: - I am less likely to drink and drive because I would never want that information to get out on social media

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	1319	174	127	79	502	346	90	343	246	366	234	273	1046
	55%	53%	47%	50%	54%	61%	55%	58%	57%	56%	53%	59%	54%
						BCD							
Strongly agree	677	87	67	36	246	191	48	189	119	187	120	142	535
	28%	27%	25%	23%	27%	34%	29%	32%	28%	28%	27%	31%	28%
						BCD							
Somewhat agree	642	87	60	42	256	155	42	154	127	180	114	131	511
	27%	27%	22%	27%	28%	27%	26%	26%	29%	27%	26%	29%	26%
Bottom 2 Box (Net)	1085	153	142	77	421	219	73	244	186	290	207	186	899
	45%	47%	53%	50%	46%	39%	45%	42%	43%	44%	47%	41%	46%
			E	E	E								
Somewhat disagree	389	41	50	37	153	78	29	89	70	109	79	83	306
	16%	12%	19%	24%	17%	14%	18%	15%	16%	17%	18%	18%	16%
				ADE									
Strongly disagree	696	112	92	40	268	140	44	155	116	181	128	103	593
	29%	34%	34%	26%	29%	25%	27%	26%	27%	28%	29%	22%	31%
		E	E										K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_2. To what extent do you agree or disagree with the following statements: - I regret some texts or photos that I've sent while I've been drunk.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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 Answering (unwtd)	519	66	51	53	222	79	48	113	106	167	106	166	353
Base: All Answering (wtd)	424	63	54	41	169	63	34	119	82	119	81	127	297
Top 2 Box (Net)	280	47	34	30	106	36	27	75	58	83	46	86	194
	66%	74%	64%	73%	63%	57%	79%	63%	70%	70%	57%	68%	65%
		*	*	*		*	E*	*	*		*		
Strongly agree	98	10	8	14	39	16	12	34	22	27	13	38	61
	23%	16%	14%	34%	23%	26%	34%	28%	26%	23%	16%	30%	20%
		*	*	*		*	*	*	*		*		
Somewhat agree	182	37	27	16	68	20	15	42	36	56	33	49	133
	43%	58%	50%	39%	40%	31%	45%	35%	44%	47%	41%	38%	45%
		DE*	*	*		*	*	*	*		*		
Bottom 2 Box (Net)	144	16	19	11	63	27	7	43	24	36	35	41	103
	34%	26%	36%	27%	37%	43%	21%	37%	30%	30%	43%	32%	35%
		*	*	*		F*	*	*	*		*		
Somewhat disagree	92	12	9	8	35	22	6	26	16	24	23	31	61
	22%	19%	17%	20%	21%	35%	17%	21%	20%	20%	28%	24%	21%
		*	*	*		D*	*	*	*		*		
Strongly disagree	52	5	10	3	28	5	1	18	8	12	12	10	42
	12%	7%	19%	7%	17%	8%	4%	15%	10%	10%	15%	8%	14%
		*	*	*		*	*	*	*		*		
Sigma	424	63	54	41	169	63	34	119	82	119	81	127	297
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_3. To what extent do you agree or disagree with the following statements: - Social media helps me to stay safe when I've been drinking.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	600	81	66	48	244	115	46	168	107	166	100	150	450
	25%	25%	25%	30%	26%	20%	28%	29%	25%	25%	23%	33%	23%
				E	E							L	
Strongly agree	137	16	10	10	60	30	10	46	22	36	22	51	86
	6%	5%	4%	7%	7%	5%	6%	8%	5%	5%	5%	11%	4%
												L	
Somewhat agree	463	65	57	37	184	85	36	122	85	130	79	100	364
	19%	20%	21%	24%	20%	15%	22%	21%	20%	20%	18%	22%	19%
				E									
Bottom 2 Box (Net)	1804	246	203	109	679	450	117	418	325	490	341	309	1495
	75%	75%	75%	70%	74%	80%	72%	71%	75%	75%	77%	67%	77%
						CD							K
Somewhat disagree	577	74	55	40	234	133	40	136	112	160	115	128	449
	24%	23%	21%	26%	25%	24%	25%	23%	26%	24%	26%	28%	23%
Strongly disagree	1227	172	148	68	445	317	77	283	213	331	226	181	1046
	51%	53%	55%	44%	48%	56%	47%	48%	49%	50%	51%	39%	54%
						CD							K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_4. To what extent do you agree or disagree with the following statements: - Social media helps me to plan ahead before I've been drinking.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	612	77	72	49	237	128	49	166	119	170	105	171	440
	25%	23%	27%	31%	26%	23%	30%	28%	27%	26%	24%	37%	23%
												L	
Strongly agree	161	16	22	10	63	37	14	53	29	48	20	60	101
	7%	5%	8%	7%	7%	7%	8%	9%	7%	7%	5%	13%	5%
								J				L	
Somewhat agree	450	61	51	38	175	90	35	114	90	122	84	111	339
	19%	19%	19%	25%	19%	16%	21%	19%	21%	19%	19%	24%	17%
				E								L	
Bottom 2 Box (Net)	1792	250	197	108	686	437	115	420	313	487	337	288	1504
	75%	77%	73%	69%	74%	77%	70%	72%	73%	74%	76%	63%	77%
													K
Somewhat disagree	524	66	51	38	209	124	36	135	91	152	100	108	415
	22%	20%	19%	24%	23%	22%	22%	23%	21%	23%	23%	24%	21%
Strongly disagree	1269	184	146	70	477	313	79	286	222	335	237	180	1089
	53%	56%	54%	45%	52%	55%	48%	49%	51%	51%	54%	39%	56%
		C				C							K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_5. To what extent do you agree or disagree with the following statements: - When invited to an event on Facebook, I then use social media to help me organize how I'm going to get home safely.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	589	64	60	36	251	139	39	178	104	155	98	158	431
	25%	20%	22%	23%	27%	25%	24%	30%	24%	24%	22%	35%	22%
					A			IJ				L	
Strongly agree	185	20	13	11	78	53	10	70	27	50	30	60	125
	8%	6%	5%	7%	8%	9%	6%	12%	6%	8%	7%	13%	6%
								HIJ				L	
Somewhat agree	404	44	47	25	174	85	29	108	78	105	68	98	306
	17%	13%	17%	16%	19%	15%	18%	18%	18%	16%	15%	21%	16%
												L	
Bottom 2 Box (Net)	1815	263	210	120	672	426	124	409	328	502	344	301	1514
	75%	80%	78%	77%	73%	75%	76%	70%	76%	76%	78%	65%	78%
		D								G	G		K
Somewhat disagree	552	80	55	45	207	122	42	128	122	153	103	120	433
	23%	25%	21%	29%	22%	22%	26%	22%	28%	23%	23%	26%	22%
Strongly disagree	1262	182	154	74	465	304	82	281	206	348	240	181	1081
	53%	56%	57%	48%	50%	54%	50%	48%	48%	53%	54%	39%	56%
													K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_6. To what extent do you agree or disagree with the following statements: - When I see my friends on social media having fun while drinking, I'm more likely to want to join them.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	584	77	56	53	240	107	52	162	105	171	100	152	432
	24%	23%	21%	34%	26%	19%	32%	28%	24%	26%	23%	33%	22%
				ABE	E		BE					L	
Strongly agree	127	14	9	15	60	18	12	53	25	32	13	44	83
	5%	4%	3%	9%	7%	3%	8%	9%	6%	5%	3%	10%	4%
				BE	E		E	IJ				L	
Somewhat agree	457	63	47	38	180	90	40	109	80	138	87	108	349
	19%	19%	17%	24%	19%	16%	24%	19%	19%	21%	20%	23%	18%
				E			E					L	
Bottom 2 Box (Net)	1820	250	214	104	683	458	111	425	327	486	342	307	1513
	76%	77%	79%	66%	74%	81%	68%	72%	76%	74%	77%	67%	78%
		C	CF			CDF							K
Somewhat disagree	623	88	80	39	240	138	40	136	119	175	133	116	507
	26%	27%	30%	25%	26%	24%	24%	23%	27%	27%	30%	25%	26%
										G			
Strongly disagree	1197	163	134	65	444	320	71	289	208	311	208	191	1006
	50%	50%	50%	42%	48%	57%	44%	49%	48%	47%	47%	42%	52%
						CDF							K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_7. To what extent do you agree or disagree with the following statements: - I always plan ahead of time how I'm going to get home before going out and drinking.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	1893	269	214	123	741	414	132	441	348	516	370	379	1515
	79%	82%	80%	79%	80%	73%	81%	75%	80%	79%	84%	82%	78%
		E			E						G		
Strongly agree	1153	160	125	68	493	220	87	261	216	309	243	224	929
	48%	49%	46%	44%	53%	39%	53%	45%	50%	47%	55%	49%	48%
		E			CE		E				GI		
Somewhat agree	740	109	89	55	248	194	45	180	131	206	127	154	586
	31%	33%	33%	35%	27%	34%	27%	31%	30%	31%	29%	34%	30%
						D							
Bottom 2 Box (Net)	511	58	55	33	182	151	32	146	84	141	72	80	430
	21%	18%	20%	21%	20%	27%	19%	25%	20%	21%	16%	18%	22%
						AD		J					
Somewhat disagree	199	23	19	13	71	57	16	49	40	56	41	43	156
	8%	7%	7%	8%	8%	10%	10%	8%	9%	9%	9%	9%	8%
Strongly disagree	311	35	36	20	111	94	16	97	44	84	31	38	274
	13%	11%	13%	13%	12%	17%	10%	17%	10%	13%	7%	8%	14%
								HJ		J			K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_8. To what extent do you agree or disagree with the following statements: - I'm more likely to use social media when I've been drinking

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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 Answering (unwtd)	2084	272	213	182	776	455	186	401	382	612	464	504	1580
Base: All Answering (wtd)	2029	278	232	142	748	481	149	487	373	554	387	427	1602
Top 2 Box (Net)	362	46	36	29	154	72	26	96	63	119	52	111	250
	18%	17%	16%	20%	21%	15%	17%	20%	17%	22%	13%	26%	16%
					E			J		J		L	
Strongly agree	106	14	9	9	46	25	3	30	22	34	19	34	71
	5%	5%	4%	6%	6%	5%	2%	6%	6%	6%	5%	8%	4%
												L	
Somewhat agree	256	32	27	20	108	47	23	66	41	85	32	77	179
	13%	11%	12%	14%	14%	10%	15%	14%	11%	15%	8%	18%	11%
								J		J		L	
Bottom 2 Box (Net)	1668	232	196	113	594	409	123	391	310	435	335	316	1352
	82%	83%	84%	80%	79%	85%	83%	80%	83%	78%	87%	74%	84%
						D					GI		K
Somewhat disagree	490	73	59	42	175	104	36	120	88	115	125	117	373
	24%	26%	26%	29%	23%	22%	24%	25%	24%	21%	32%	27%	23%
											GHI		
Strongly disagree	1178	159	137	71	419	305	87	272	222	319	209	199	979
	58%	57%	59%	50%	56%	63%	58%	56%	59%	58%	54%	47%	61%
						CD							K
Sigma	2029	278	232	142	748	481	149	487	373	554	387	427	1602
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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11_9. To what extent do you agree or disagree with the following statements: - Social media makes me do things I regret when I've been drinking.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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)	2404	308	246	202	914	533	201	463	429	705	526	536	1868
Base: All Respondents (wtd)	2404	327	269	156	923	565	163	587	432	656	441	459	1945
Top 2 Box (Net)	370	39	36	28	153	89	25	106	68	120	48	107	263
	15%	12%	13%	18%	17%	16%	15%	18%	16%	18%	11%	23%	14%
								J		J		L	
Strongly agree	115	19	9	12	48	21	7	45	21	29	12	32	83
	5%	6%	3%	7%	5%	4%	4%	8%	5%	4%	3%	7%	4%
								J				L	
Somewhat agree	255	20	27	17	105	68	18	61	47	91	36	75	179
	11%	6%	10%	11%	11%	12%	11%	10%	11%	14%	8%	16%	9%
					A	A				J		L	
Bottom 2 Box (Net)	2034	288	234	128	770	476	139	481	364	537	393	352	1682
	85%	88%	87%	82%	83%	84%	85%	82%	84%	82%	89%	77%	86%
											GI		K
Somewhat disagree	460	58	45	33	182	109	33	114	101	111	96	90	370
	19%	18%	17%	21%	20%	19%	20%	19%	23%	17%	22%	20%	19%
									I				
Strongly disagree	1574	229	189	96	588	367	106	367	263	426	296	262	1313
	65%	70%	70%	61%	64%	65%	65%	63%	61%	65%	67%	57%	67%
													K
Sigma	2404	327	269	156	923	565	163	587	432	656	441	459	1945
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae 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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