

# Detailed Tables

Have you ever eaten a chocolate or vanilla Girl Guide sandwich cookie?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
 Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1013	150	100	100	307	254	102	474	539	301	431	261
Weighted	1013	134	98*	69*	384	250	78*	490	523	297	399	297
Yes	679 67%	117 87%	86 88%	48 69%	318 83%	46 19%	64 82%	308 63%	371 71%	192 65%	278 70%	194 65%
No	329 32%	17 13%	12 12%	19 27%	66 17%	202 81%	14 17%	177 36%	152 29%	103 35%	119 30%	102 34%
(DK/NS)	5 0	0 -	0 -	2 3%	0 -	2 1%	1 1%	4 1%	1 0	1 0	2 0	2 1%

	Total	EDUCATION				INCOME			CHILDREN IN HH	
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1013	122	228	365	290	254	386	302	333	675
Weighted	1013	128	227	355	295	255	383	304	317	691
Yes	679 67%	72 56%	152 67%	248 70%	199 68%	153 60%	235 61%	240 79%	226 71%	448 65%
No	329 32%	54 43%	75 33%	104 29%	95 32%	101 39%	145 38%	63 21%	88 28%	241 35%
(DK/NS)	5 0	2 1%	1 0	2 1%	0 -	2 1%	3 1%	1 0	3 1%	2 0

# Detailed Tables

I am now going to read you a number of ways in which people eat their Girl Guide sandwich cookies, and I want you to choose the one which is closest to your favourite way of eating yours.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Have eaten a chocolate or vanilla Girl Guide sandwich or cookie	675	130	89	71	255	46	84	295	380	188	304	167
Weighted	679	117	86*	48*	318	46*	64*	308	371	192	278	194
The whole cookie at once	114 17%	18 15%	19 23%	7 14%	50 16%	4 9%	16 25% E	80 26% H	34 9%	39 20%	47 17%	25 13%
A bite or a nibble at a time	323 48%	66 56% BF	37 43%	22 46%	149 47%	22 48%	26 41%	130 42%	193 52% G	67 35%	134 48% I	114 59% J
Dipped or melted in a beverage	83 12%	11 10%	7 8%	5 11%	42 13%	8 18%	9 14%	34 11%	50 13%	29 15%	27 10%	27 14%
Twisting it apart and eating the inside cream	151 22%	21 18%	22 26%	12 25%	74 23%	9 20%	13 20%	56 18%	94 25% G	56 29% K	66 24% K	27 14%
(DK/NS)	8 1%	1 1%	1 1%	1 3%	2 1%	2 4%	0 -	8 2% H	0 -	1 1%	5 2%	0 -

	Total	EDUCATION				INCOME			CHILDREN IN HH	
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+	Yes	No
		A	B	C	D	E	F	G	H	I
Base: Have eaten a chocolate or vanilla Girl Guide sandwich or cookie	675	65	150	254	198	150	237	238	237	433
Weighted	679	72*	152	248	199	153	235	240	226	448
The whole cookie at once	114 17%	11 15%	26 17%	37 15%	39 20%	18 12%	44 19%	43 18%	43 19%	70 16%
A bite or a nibble at a time	323 48%	35 49%	68 45%	116 47%	101 50%	73 48%	108 46%	117 49%	88 39%	235 52% H
Dipped or melted in a beverage	83 12%	16 23% CD	23 15%	28 11%	16 8%	23 15%	28 12%	23 10%	31 14%	52 12%
Twisting it apart and eating the inside cream	151 22%	9 13%	34 22%	66 26% A	41 20%	38 25%	53 22%	52 22%	60 26%	89 20%
(DK/NS)	8 1%	0 -	1 1%	3 1%	2 1%	1 0	2 1%	4 2%	4 2%	3 1%

# Detailed Tables

Now I'd like you to choose, from the following list, which one beverage is your favourite to have with your chocolate or vanilla Girl Guide cookie.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
 Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC A	AB B	SK/MN C	ON D	QUE E	Atl F	Male G	Female H	18-34 I	35-54 J	55+ K
Base: Have eaten a chocolate or vanilla Girl Guide sandwich or cookie	675	130	89	71	255	46	84	295	380	188	304	167
Weighted	679	117	86*	48*	318	46*	64*	308	371	192	278	194
MILK (NET)	354 52%	61 52%	54 62%	23 47%	159 50%	26 56%	32 50%	180 58% H	173 47%	131 68% JK	149 54% K	68 35%
- Cold white milk	320 47%	53 45%	53 61% ACDF	20 42%	142 45%	24 52%	29 45%	157 51% H	162 44%	115 60% JK	136 49% K	63 32%
- Chocolate milk	30 4%	6 6%	1 1%	2 4%	16 5%	2 4%	3 5%	21 7% H	10 3%	16 8% K	11 4%	4 2%
- Warm milk	4 1%	2 2%	0 -	1 1%	1 0	0 -	0 -	2 1%	2 0	0 -	2 1%	2 1%
Coffee	127 19%	20 17%	14 16%	12 25%	58 18%	10 22%	14 21%	55 18%	72 19%	12 6%	56 20% I	57 30% IJ
Tea	129 19%	22 19%	11 13%	5 11%	69 22% C	6 14% C	15 24% C	34 11%	95 26% G	30 16%	49 18%	49 25% I
Hot chocolate	29 4%	6 5%	4 5%	3 6%	12 4%	2 5%	2 3%	13 4%	17 5%	12 6%	9 3%	8 4%
None/No beverage	30 4%	7 6%	2 2%	3 6%	17 5%	1 2%	1 1%	18 6%	12 3%	7 3%	13 5%	9 5%
(DK/NS)	9 1%	1 1%	2 2%	2 4%	4 1%	1 2%	0 -	8 3% H	1 0	1 1%	2 1%	2 1%

# Detailed Tables

Now I'd like you to choose, from the following list, which one beverage is your favourite to have with your chocolate or vanilla Girl Guide cookie.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I  
Overlap formulae used. \* small base

	Total	EDUCATION				INCOME			CHILDREN IN HH	
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G	Yes H	No I
Base: Have eaten a chocolate or vanilla Girl Guide sandwich or cookie	675	65	150	254	198	150	237	238	237	433
Weighted	679	72*	152	248	199	153	235	240	226	448
MILK (NET)	354 52%	36 50%	81 54%	136 55%	97 48%	73 48%	122 52%	135 56%	128 57%	224 50%
- Cold white milk	320 47%	31 43%	73 48%	126 51%	86 43%	66 43%	110 47%	120 50%	117 52%	200 45%
- Chocolate milk	30 4%	4 5%	8 5%	9 4%	10 5%	6 4%	10 4%	15 6%	10 4%	20 5%
- Warm milk	4 1%	1 2%	1 1%	1 0	1 0	1 1%	2 1%	0 -	1 0	3 1%
Coffee	127 19%	17 24%	24 16%	51 21%	35 17%	39 26%	47 20%	32 13%	36 16%	91 20%
Tea	129 19%	12 17%	32 21%	38 15%	46 23%	28 18%	52 22%	41 17%	40 18%	90 20%
Hot chocolate	29 4%	3 4%	9 6%	11 5%	6 3%	8 5%	9 4%	10 4%	7 3%	22 5%
None/No beverage	30 4%	4 5%	3 2%	9 4%	14 7%	2 1%	4 2%	19 8%	11 5%	17 4%
(DK/NS)	9 1%	0 -	3 2%	3 1%	2 1%	3 2%	1 1%	3 1%	3 1%	4 1%