

Detailed Tables

Thinking about your household's personal barbequing habits, which of the following would you say signifies the beginning of barbecue season ?

Proportions/Mean: Columns Tested

(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|---|------------|-----------|-----------|-----------|------------|-----------|-----------|------------|------------|------------|------------|------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1000 | 135 | 100 | 100 | 335 | 230 | 100 | 289 | 429 | 260 | 461 | 539 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 393 | 294 | 483 | 517 |
| Victoria Day long weekend (May 19) | 226 23% | 28 21% | 17 17% | 10 15% | 92 24% | 66 27% | 13 17% | 72 24% | 77 20% | 72 25% | 111 23% | 116 22% |
| July long weekend (Canada Day) | 81 8% | 13 10% | 3 3% | 7 11% | 21 5% | 25 10% | 11 15% | 28 9% | 21 5% | 28 10% | 30 6% | 50 10% |
| The first day the thermometer creeps above 10 degrees | 217 22% | 11 9% | 17 17% | 18 26% | 76 20% | 78 32% | 17 22% | 75 26% | 93 24% | 46 16% | 105 22% | 112 22% |
| Barbecue season never ends | 392 39% | 63 48% | 55 57% | 23 34% | 170 45% | 48 19% | 32 42% | 107 36% | 172 44% | 109 37% | 190 39% | 203 39% |
| None | 68 7% | 16 12% | 4 4% | 10 14% | 15 4% | 20 8% | 4 5% | 7 2% | 26 7% | 33 11% | 39 8% | 29 6% |
| Don't know/Refused | 16 2% | 1 1% | 1 1% | 1 1% | 5 1% | 9 3% | 0 - | 4 1% | 4 1% | 6 2% | 8 2% | 7 1% |

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(5% risk level) - A/B - C/D/E/F - G/H/I

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| | | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|------------|-------------|----------------|-----------------|----------------|----------------|----------------|-----------------|-----------------|-----------------|
| | TOTAL | Rural | Urban | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1000 | 786 | 214 | 97 | 264 | 340 | 288 | 231 | 299 | 329 |
| Weighted Base | 1000 | 798 | 202 | 100* | 262 | 336 | 292 | 226 | 296 | 337 |
| Victoria Day long weekend (May 19) | 226 23% | 178 22% | 48 24% | 27 27% | 48 18% | 76 23% | 72 25% | 57 25% | 64 22% | 78 23% |
| July long weekend (Canada Day) | 81 8% | 64 8% | 17 8% | 11 11% | 26 10% | 21 6% | 22 7% | 35 15% HI | 21 7% | 15 4% |
| The first day the thermometer creeps above 10 degrees | 217 22% | 182 23% | 35 18% | 8 8% | 52 20% C | 81 24% C | 73 25% C | 36 16% | 64 22% | 85 25% G |
| Barbecue season never ends | 392 39% | 315 40% | 77 38% | 36 35% | 110 42% | 135 40% | 109 37% | 68 30% | 120 41% G | 148 44% G |
| None | 68 7% | 46 6% | 22 11% A | 15 15% EF | 22 8% | 16 5% | 15 5% | 26 11% I | 22 7% I | 9 3% |
| Don't know/Refused | 16 2% | 12 2% | 3 2% | 3 3% F | 3 1% | 7 2% F | 1 0 | 4 2% | 4 1% | 3 1% |

Detailed Tables

Do you or does anyone in your household currently own a barbecue ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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|-----------------------|------------|------------|------------------|-----------------|----------------|-----------------|-----------------|----------------|------------------|----------------|------------|------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1000 | 135 | 100 | 100 | 335 | 230 | 100 | 289 | 429 | 260 | 461 | 539 |
| Weighted Base | 1000 | 132 | 97* | 68* | 379 | 247 | 77* | 293 | 393 | 294 | 483 | 517 |
| Yes | 776 78% | 105 80% | 84 87% CDE | 48 71% | 293 77% | 180 73% | 65 84% CE | 215 73% | 323 82% GI | 222 76% | 376 78% | 399 77% |
| No | 224 22% | 27 20% | 13 13% | 20 29% BF | 86 23% B | 66 27% BF | 12 16% | 78 27% H | 69 18% | 71 24% H | 107 22% | 117 23% |

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|-----------------------|------------|-------------|------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| | TOTAL | Rural | Urban | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1000 | 786 | 214 | 97 | 264 | 340 | 288 | 231 | 299 | 329 |
| Weighted Base | 1000 | 798 | 202 | 100* | 262 | 336 | 292 | 226 | 296 | 337 |
| Yes | 776 78% | 610 76% | 166 82% | 67 67% | 207 79% C | 260 78% C | 233 80% C | 137 61% | 232 78% G | 299 89% GH |
| No | 224 22% | 188 24% | 37 18% | 33 33% DEF | 55 21% | 75 22% | 59 20% | 89 39% HI | 64 22% I | 39 11% |

Detailed Tables

During the summer months, do you and others in your household cook the bulk of your meals in the kitchen or outside in the back yard, deck or balcony ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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|--------------------------------|------------|----------------|-----------|------------------|------------------|-----------------|-----------|-----------------|-----------------|------------------|-----------------|-----------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: Currently own a barbecue | | | | | | | | | | | | |
| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Kitchen | 388 50% | 64 61% D | 41 48% | 24 49% | 125 43% | 104 57% D | 31 48% | 105 49% | 139 43% | 135 61% GH | 209 56% K | 179 45% |
| Back yard, deck or balcony | 379 49% | 40 38% | 43 52% | 22 45% | 164 56% AE | 76 42% | 34 52% | 109 51% I | 178 55% I | 87 39% | 165 44% | 214 54% J |
| Don't know/Refused | 8 1% | 1 1% | 0 - | 3 6% ABDEF | 4 1% | 1 0 | 0 - | 1 0 | 6 2% | 1 0 | 2 1% | 6 2% |

During the summer months, do you and others in your household cook the bulk of your meals in the kitchen or outside in the back yard, deck or balcony ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

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| | | A | B | C | D | E | F | G | H | I |
| Base: Currently own a barbecue | | | | | | | | | | |
| Unweighted Base | 777 | 601 | 176 | 65 | 209 | 265 | 229 | 140 | 236 | 292 |
| Weighted Base | 776 | 610 | 166 | 67* | 207 | 260 | 233 | 137 | 232 | 299 |
| Kitchen | 388 50% | 296 48% | 93 56% | 34 50% | 89 43% | 126 48% | 136 58% DE | 71 52% | 129 56% | 143 48% |
| Back yard, deck or balcony | 379 49% | 308 51% | 71 43% | 32 47% | 114 55% F | 132 51% F | 96 41% | 63 46% | 101 44% | 154 52% |
| Don't know/Refused | 8 1% | 6 1% | 2 1% | 1 2% | 4 2% | 2 1% | 1 1% | 3 2% | 2 1% | 2 1% |

Detailed Tables

And, thinking about your household, who would you say does most of the barbecuing, the men or the women ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

| | | REGION | | | | | | AGE | | | GENDER | |
|--------------------------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|-----------------|-----------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: Currently own a barbecue | | | | | | | | | | | | |
| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Men | 536 69% | 71 67% | 57 68% | 33 68% | 202 69% | 125 69% | 48 74% | 157 73% | 226 70% | 146 66% | 295 78% K | 241 60% |
| Women | 216 28% | 30 28% | 25 30% | 13 27% | 84 29% | 48 27% | 16 25% | 48 22% | 92 28% | 68 31% | 63 17% | 153 38% J |
| Don't know/Refused | 23 3% | 5 5% | 1 2% | 2 5% | 7 2% | 7 4% | 1 1% | 10 5% | 6 2% | 8 4% | 18 5% K | 6 1% |

And, thinking about your household, who would you say does most of the barbecuing, the men or the women ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

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| | TOTAL | Rural | Urban | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: Currently own a barbecue | | | | | | | | | | |
| Unweighted Base | 777 | 601 | 176 | 65 | 209 | 265 | 229 | 140 | 236 | 292 |
| Weighted Base | 776 | 610 | 166 | 67* | 207 | 260 | 233 | 137 | 232 | 299 |
| Men | 536 69% | 429 70% | 107 65% | 41 61% | 134 65% | 191 73% | 166 71% | 75 54% | 167 72% G | 220 74% G |
| Women | 216 28% | 162 27% | 54 32% | 24 36% | 60 29% | 68 26% | 59 25% | 56 41% HI | 61 26% | 70 23% |
| Don't know/Refused | 23 3% | 19 3% | 4 3% | 2 3% | 12 6% E | 2 1% | 8 3% E | 6 5% | 4 2% | 9 3% |

Detailed Tables

In general, who do you think is the better barbecuer...men or women ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

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|--------------------------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: Currently own a barbecue | | | | | | | | | | | | |
| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Men | 520 67% | 65 62% | 54 65% | 33 68% | 193 66% | 125 69% | 49 76% | 148 69% | 203 63% | 158 71% | 264 70% | 256 64% |
| Women | 188 24% | 28 26% | 24 28% | 10 20% | 75 25% | 40 22% | 13 19% | 48 23% | 92 28% | 45 20% | 68 18% | 120 30% |
| Don't know/Refused | 68 9% | 12 12% | 6 7% | 6 12% | 26 9% | 16 9% | 3 5% | 18 9% | 29 9% | 19 9% | 45 12% | 23 6% |
| | | | | | | | | | | | K | |

In general, who do you think is the better barbecuer...men or women ?

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| Base: Currently own a barbecue | | | | | | | | | | |
| Unweighted Base | 777 | 601 | 176 | 65 | 209 | 265 | 229 | 140 | 236 | 292 |
| Weighted Base | 776 | 610 | 166 | 67* | 207 | 260 | 233 | 137 | 232 | 299 |
| Men | 520 67% | 410 67% | 109 66% | 47 70% | 134 65% | 190 73% | 144 62% | 89 65% | 152 65% | 201 67% |
| Women | 188 24% | 144 24% | 44 26% | 12 18% | 56 27% | 59 23% | 57 25% | 37 27% | 60 26% | 73 24% |
| Don't know/Refused | 68 9% | 55 9% | 13 8% | 8 12% | 16 8% | 11 4% | 32 14% | 10 8% | 20 8% | 24 8% |
| | | | | E | | | E | | | |

Detailed Tables

Of the following items, which would you say is the secret to a great barbecue meal ?

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| Base: Currently own a barbecue | | | | | | | | | | | | |
| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Quality of the ingredients | 355 46% | 50 48% | 38 45% | 19 39% | 137 47% | 83 46% | 28 43% | 72 34% | 156 48% G | 120 54% G | 168 45% | 187 47% |
| A great marinade or sauce | 208 27% | 27 26% | 21 25% | 10 20% | 79 27% | 57 32% | 13 20% | 76 35% HI | 79 24% | 46 21% | 101 27% | 107 27% |
| Sheer skill and talent | 147 19% | 17 16% | 16 19% | 17 35% ABDEF | 55 19% | 30 17% | 12 19% | 55 25% I | 60 19% | 31 14% | 67 18% | 80 20% |
| A top-notch, high quality barbecue | 57 7% | 10 9% | 9 10% | 1 2% | 19 7% | 8 5% | 10 15% CDE | 9 4% | 25 8% | 23 10% G | 35 9% | 23 6% |
| Don't know/Refused | 9 1% | 1 1% | 0 - | 2 3% | 2 1% | 2 1% | 2 3% | 3 1% | 4 1% | 2 1% | 5 1% | 4 1% |

Of the following items, which would you say is the secret to a great barbecue meal ?

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| Unweighted Base | 777 | 601 | 176 | 65 | 209 | 265 | 229 | 140 | 236 | 292 |
| Weighted Base | 776 | 610 | 166 | 67* | 207 | 260 | 233 | 137 | 232 | 299 |
| Quality of the ingredients | 355 46% | 282 46% | 72 44% | 22 32% | 93 45% | 123 47% C | 114 49% C | 54 39% | 106 46% | 139 47% |
| A great marinade or sauce | 208 27% | 170 28% | 38 23% | 22 32% | 54 26% | 64 25% | 67 29% | 38 28% | 60 26% | 83 28% |
| Sheer skill and talent | 147 19% | 104 17% | 43 26% A | 17 26% F | 39 19% | 56 21% | 34 15% | 28 21% | 50 21% | 53 18% |
| A top-notch, high quality barbecue | 57 7% | 48 8% | 9 6% | 6 8% | 17 8% | 17 6% | 16 7% | 15 11% H | 12 5% | 22 7% |
| Don't know/Refused | 9 1% | 5 1% | 3 2% | 1 1% | 4 2% | 1 0 | 2 1% | 2 2% | 4 2% | 2 1% |

Detailed Tables

If you had a choice amongst the following celebrities, which one would you select to host a backyard barbecue for you and your friends ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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| Base: Currently own a barbecue | | | | | | | | | | | | |
| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Jim Carey | 353 45% | 49 46% | 47 56% | 21 43% | 132 45% | 77 43% | 27 42% | 126 59% | 165 51% | 54 24% | 155 41% | 198 50% |
| George Foreman | 137 18% | 23 22% | 17 20% | 9 18% | 56 19% | 15 8% | 17 26% | 38 18% | 44 14% | 50 23% | 85 23% | 52 13% |
| Gwyneth Paltrow | 105 13% | 6 5% | 10 12% | 5 9% | 37 13% | 37 21% | 10 15% | 31 15% | 44 14% | 28 13% | 58 16% | 46 12% |
| Jamie Oliver | 54 7% | 10 10% | 1 1% | 2 4% | 32 11% | 5 3% | 4 7% | 11 5% | 19 6% | 23 10% | 21 5% | 33 8% |
| Nigella Lawson | 22 3% | 7 7% | 1 2% | 1 1% | 10 3% | 2 1% | 1 2% | 3 2% | 12 4% | 6 3% | 10 3% | 12 3% |
| Don't know/Refused | 105 14% | 10 10% | 8 9% | 12 25% | 26 9% | 44 24% | 5 8% | 4 2% | 39 12% | 61 27% | 47 12% | 58 15% |

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| Weighted Base | 776 | 610 | 166 | 67* | 207 | 260 | 233 | 137 | 232 | 299 |
| Jim Carey | 353 45% | 284 47% | 69 42% | 32 48% | 108 52% | 120 46% | 88 38% | 61 45% | 116 50% | 129 43% |
| George Foreman | 137 18% | 105 17% | 32 20% | 13 19% | 37 18% | 57 22% | 29 12% | 27 20% | 37 16% | 56 19% |
| Gwyneth Paltrow | 105 13% | 83 14% | 22 13% | 7 10% | 27 13% | 31 12% | 40 17% | 16 12% | 28 12% | 46 15% |
| Jamie Oliver | 54 7% | 44 7% | 10 6% | 3 4% | 8 4% | 16 6% | 28 12% | 7 5% | 9 4% | 27 9% |
| Nigella Lawson | 22 3% | 22 4% | 0 - | 0 - | 1 1% | 6 2% | 15 7% | 2 1% | 6 3% | 13 4% |
| Don't know/Refused | 105 14% | 73 12% | 32 20% | 13 19% | 26 12% | 31 12% | 34 15% | 24 18% | 35 15% | 27 9% |

Detailed Tables

If you had to choose among the following, which would you say is your favourite summer outdoor activity ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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| Unweighted Base | 777 | 107 | 86 | 71 | 259 | 171 | 83 | 213 | 354 | 193 | 362 | 415 |
| Weighted Base | 776 | 105 | 84* | 48* | 293 | 180 | 65* | 215 | 323 | 222 | 376 | 399 |
| Spending time at the cottage or beach | 425 55% | 49 47% | 50 60% | 29 59% | 159 54% | 98 54% | 40 61% | 128 59% | 174 54% | 115 52% | 194 52% | 231 58% |
| Barbecuing with friends | 269 35% | 44 42% | 26 31% | 17 35% | 103 35% | 58 32% | 21 33% | 63 29% | 122 38% | 78 35% | 134 36% | 135 34% |
| Hanging out on a restaurant or bar patio | 75 10% | 10 10% | 8 10% | 3 5% | 28 9% | 22 12% | 4 6% | 24 11% | 26 8% | 25 11% | 42 11% | 33 8% |
| Don't know/Refused | 7 1% | 1 1% | 0 - | 0 - | 4 1% | 2 1% | 0 - | 0 - | 2 1% | 5 2% G | 6 2% K | 1 0 |

If you had to choose among the following, which would you say is your favourite summer outdoor activity ?

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| Hanging out on a restaurant or bar patio | 75 10% | 60 10% | 15 9% | 4 6% | 21 10% | 27 10% | 23 10% | 14 11% | 22 10% | 27 9% |
| Don't know/Refused | 7 1% | 6 1% | 1 1% | 1 1% | 2 1% | 0 - | 4 2% | 1 1% | 1 0 | 4 1% |