# Detailed Tables

*I am now going to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the statements: I feel a stainless steel microwave can be a nice Christmas present ?*

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

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 135 | 100 | 100 | 335 | 231 | 100 | 300 | 415 | 256 | 459 | 542 |
| Weighted Base | 1001 | 132 | 97* | 68* | 379 | 247 | 77* | 294 | 385 | 294 | 484 | 517 |
| Strongly agree | 263 | 33 | 16 | 19 | 96 | 74 | 26 | 82 | 96 | 78 | 131 | 132 |
| | 26% | 25% | 16% | 28% | 25% | 30% | 33% | 28% | 25% | 27% | 27% | 26% |
| | | | | B | | B | B | | | | | |
| Somewhat agree | 417 | 59 | 52 | 30 | 162 | 82 | 32 | 126 | 169 | 111 | 222 | 195 |
| | 42% | 45% | 54% | 45% | 43% | 33% | 41% | 43% | 44% | 38% | 46% | 38% |
| | | E | E | E | E | | | | | | K | |
| Somewhat disagree | 152 | 18 | 16 | 6 | 62 | 40 | 11 | 45 | 52 | 53 | 65 | 87 |
| | 15% | 13% | 17% | 9% | 16% | 16% | 14% | 15% | 13% | 18% | 14% | 17% |
| Strongly disagree | 149 | 17 | 12 | 11 | 51 | 50 | 8 | 39 | 61 | 47 | 55 | 94 |
| | 15% | 13% | 13% | 16% | 14% | 20% | 10% | 13% | 16% | 16% | 11% | 18% |
| | | | | | | DF | | | | | | J |
| Don't know/Refused | 19 | 6 | 1 | 1 | 8 | 2 | 1 | 1 | 8 | 5 | 10 | 9 |
| | 2% | 5% | 1% | 2% | 2% | 1% | 1% | 0 | 2% | 2% | 2% | 2% |
| | | E | | | | | | | | | | |
| **TOPBOX & LOWBOX SUMMARY** | | | | | | | | | | | | |
| Agree (Top2Box) | 680 | 92 | 67 | 50 | 258 | 156 | 58 | 209 | 265 | 189 | 353 | 327 |
| | 68% | 69% | 70% | 73% | 68% | 63% | 74% | 71% | 69% | 64% | 73% | 63% |
| | | | | | | | | | | | K | |
| Disagree (Low2Box) | 302 | 34 | 29 | 17 | 114 | 89 | 19 | 84 | 113 | 100 | 121 | 181 |
| | 30% | 26% | 29% | 25% | 30% | 36% | 24% | 29% | 29% | 34% | 25% | 35% |
| | | | | | | AF | | | | | | J |

# Detailed Tables

*I am now going to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the statements:  I feel a stainless steel microwave can be a nice Christmas present ?*

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

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 806 | 195 | 104 | 233 | 382 | 273 | 256 | 279 | 337 |
| Weighted Base | 1001 | 813 | 188 | 109* | 229 | 383 | 273 | 258 | 280 | 332 |
| Strongly agree | 263 | 210 | 54 | 40 | 71 | 92 | 60 | 87 | 77 | 69 |
| | 26% | 26% | 29% | 36% EF | 31% F | 24% | 22% | 34% I | 27% | 21% |
| Somewhat agree | 417 | 332 | 84 | 43 | 97 | 160 | 114 | 93 | 128 | 148 |
| | 42% | 41% | 45% | 40% | 42% | 42% | 42% | 36% | 46% G | 45% G |
| Somewhat disagree | 152 | 132 | 21 | 13 | 27 | 62 | 49 | 44 | 33 | 57 |
| | 15% | 16% | 11% | 12% | 12% | 16% | 18% | 17% | 12% | 17% |
| Strongly disagree | 149 | 123 | 26 | 11 | 32 | 62 | 43 | 30 | 41 | 52 |
| | 15% | 15% | 14% | 10% | 14% | 16% | 16% | 12% | 14% | 16% |
| Don't know/Refused | 19 | 16 | 3 | 2 | 3 | 6 | 7 | 4 | 2 | 6 |
| | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% |
| **TOPBOX & LOWBOX SUMMARY** | | | | | | | | | | |
| | | | | | | | | | | |
| Agree    (Top2Box) | 680 | 542 | 138 | 83 | 168 | 252 | 174 | 180 | 205 | 217 |
| | 68% | 67% | 74% | 76% F | 73% F | 66% | 64% | 70% | 73% | 65% I |
| Disagree (Low2Box) | 302 | 255 | 47 | 24 | 58 | 125 | 92 | 74 | 73 | 109 |
| | 30% | 31% | 25% | 22% | 25% | 33% C | 34% C | 29% | 26% | 33% |

# Detailed Tables

*I am now going to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the statements: A microwave is an important day-to-day cooking tool ?*

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

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 135 | 100 | 100 | 335 | 231 | 100 | 300 | 415 | 256 | 459 | 542 |
| Weighted Base | 1001 | 132 | 97* | 68* | 379 | 247 | 77* | 294 | 385 | 294 | 484 | 517 |
| Strongly agree | 452 | 55 | 48 | 30 | 185 | 96 | 38 | 130 | 182 | 129 | 227 | 225 |
| | 45% | 41% | 50% | 44% | 49% | 39% | 49% | 44% | 47% | 44% | 47% | 43% |
| | | | | | E | | | | | | | |
| Somewhat agree | 287 | 44 | 36 | 20 | 99 | 70 | 18 | 100 | 101 | 77 | 143 | 144 |
| | 29% | 33% | 38% | 30% | 26% | 28% | 23% | 34% | 26% | 26% | 30% | 28% |
| | | | DF | | | | | H | | | | |
| Somewhat disagree | 150 | 23 | 9 | 12 | 51 | 44 | 11 | 39 | 62 | 46 | 69 | 81 |
| | 15% | 18% | 10% | 17% | 14% | 18% | 14% | 13% | 16% | 16% | 14% | 16% |
| Strongly disagree | 111 | 10 | 3 | 6 | 44 | 38 | 11 | 25 | 39 | 41 | 43 | 67 |
| | 11% | 7% | 3% | 9% | 12% | 15% | 14% | 9% | 10% | 14% | 9% | 13% |
| | | | | | B | AB | B | | | G | | J |
| Don't know/Refused | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| | 0 | 1% | - | - | - | - | - | - | 0 | - | 0 | - |
| **TOPBOX & LOWBOX SUMMARY** | | | | | | | | | | | | |
| Agree (Top2Box) | 739 | 98 | 85 | 50 | 284 | 166 | 56 | 230 | 283 | 207 | 371 | 368 |
| | 74% | 74% | 88% | 74% | 75% | 67% | 72% | 78% | 73% | 70% | 77% | 71% |
| | | | ACDEF | | E | | | I | | | | |
| Disagree (Low2Box) | 261 | 33 | 12 | 18 | 96 | 81 | 22 | 64 | 102 | 87 | 112 | 149 |
| | 26% | 25% | 12% | 26% | 25% | 33% | 28% | 22% | 26% | 30% | 23% | 29% |
| | | B | | B | B | BD | B | | | G | | |

# Detailed Tables

*I am now going to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the statements:   A microwave is an important day-to-day cooking tool ?*

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

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 806 | 195 | 104 | 233 | 382 | 273 | 256 | 279 | 337 |
| Weighted Base | 1001 | 813 | 188 | 109* | 229 | 383 | 273 | 258 | 280 | 332 |
| Strongly agree | 452 | 359 | 93 | 37 | 99 | 186 | 128 | 107 | 118 | 166 |
| | 45% | 44% | 50% | 34% | 43% | 49% | 47% | 42% | 42% | 50% |
| | | | | | | C | C | | | |
| Somewhat agree | 287 | 239 | 48 | 28 | 59 | 104 | 90 | 65 | 83 | 101 |
| | 29% | 29% | 25% | 26% | 26% | 27% | 33% | 25% | 30% | 31% |
| Somewhat disagree | 150 | 125 | 25 | 26 | 44 | 54 | 27 | 52 | 40 | 38 |
| | 15% | 15% | 13% | 24% | 19% | 14% | 10% | 20% | 14% | 11% |
| | | | | EF | F | | | I | | |
| Strongly disagree | 111 | 89 | 22 | 18 | 27 | 38 | 26 | 34 | 39 | 27 |
| | 11% | 11% | 12% | 17% | 12% | 10% | 10% | 13% | 14% | 8% |
| | | | | | | | | | I | |
| Don't know/Refused | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 0 | 0 | - | - | - | - | 0 | - | - | - |
| **TOPBOX & LOWBOX SUMMARY** | | | | | | | | | | |
| | | | | | | | | | | |
| Agree    (Top2Box) | 739 | 598 | 141 | 65 | 158 | 290 | 219 | 172 | 201 | 267 |
| | 74% | 74% | 75% | 60% | 69% | 76% | 80% | 67% | 72% | 80% |
| | | | | | | C | CD | | | GH |
| Disagree (Low2Box) | 261 | 214 | 47 | 44 | 71 | 93 | 53 | 85 | 79 | 65 |
| | 26% | 26% | 25% | 40% | 31% | 24% | 19% | 33% | 28% | 20% |
| | | | | EF | F | | | I | I | |

# Detailed Tables

*Of the following, which do you associate most with microwave cooking ?*

_____

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

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 135 | 100 | 100 | 335 | 231 | 100 | 300 | 415 | 256 | 459 | 542 |
| Weighted Base | 1001 | 132 | 97* | 68* | 379 | 247 | 77* | 294 | 385 | 294 | 484 | 517 |
| Reheating food | 565 56% | 68 52% | 52 54% | 38 56% | 216 57% | 149 60% | 41 54% | 160 54% | 219 57% | 170 58% | 273 56% | 292 56% |
| Defrosting food | 184 18% | 22 17% | 23 24% | 14 20% | 60 16% | 52 21% | 13 17% | 57 19% | 71 18% | 54 18% | 84 17% | 100 19% |
| Popping popcorn | 99 10% | 19 14% E | 6 6% | 7 10% | 43 11% | 17 7% | 8 10% | 38 13% I | 41 11% | 19 6% | 42 9% | 57 11% |
| Heating frozen foods | 66 7% | 4 3% | 9 9% | 2 4% | 26 7% | 16 7% | 8 11% A | 23 8% | 23 6% | 19 6% | 39 8% | 27 5% |
| Full meal preparation | 46 5% | 7 5% | 4 4% | 6 8% | 18 5% | 8 3% | 4 5% | 9 3% | 17 4% | 17 6% | 20 4% | 26 5% |
| Other | 27 3% | 8 6% CE | 3 3% | 0 - | 10 3% | 4 2% | 2 3% | 6 2% | 12 3% | 8 3% | 18 4% | 9 2% |
| Don't know/Refused | 13 1% | 4 3% | 0 - | 1 2% | 5 1% | 2 1% | 1 1% | 1 0 | 2 0 | 7 3% GH | 7 2% | 5 1% |

# Detailed Tables

*Of the following, which do you associate most with microwave cooking ?*

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

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 806 | 195 | 104 | 233 | 382 | 273 | 256 | 279 | 337 |
| Weighted Base | 1001 | 813 | 188 | 109* | 229 | 383 | 273 | 258 | 280 | 332 |
| Reheating food | 565 56% | 461 57% | 104 55% | 63 58% | 125 55% | 213 56% | 162 60% | 143 55% | 152 54% | 204 62% |
| Defrosting food | 184 18% | 143 18% | 41 22% | 21 19% | 38 17% | 80 21% | 43 16% | 40 16% | 65 23% GI | 53 16% |
| Popping popcorn | 99 10% | 84 10% | 15 8% | 11 10% | 26 11% | 37 10% | 24 9% | 29 11% | 30 11% | 27 8% |
| Heating frozen foods | 66 7% | 54 7% | 12 6% | 5 4% | 19 8% | 22 6% | 19 7% | 20 8% | 15 5% | 21 6% |
| Full meal preparation | 46 5% | 39 5% | 8 4% | 2 2% | 9 4% | 22 6% | 14 5% | 13 5% | 9 3% | 16 5% |
| Other | 27 3% | 23 3% | 5 2% | 3 2% | 10 4% | 8 2% | 5 2% | 9 3% | 7 3% | 8 2% |
| Don't know/Refused | 13 1% | 10 1% | 3 2% | 4 4% DE | 2 1% | 0 - | 5 2% E | 4 2% | 2 1% | 3 1% |

# Detailed Tables

*Which of the following do you find most stressful about holiday food preparation ?*

_____

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

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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: In charge of preparing the holiday meal** | | | | | | | | | | | | |
| Unweighted Base | 464 | 59 | 46 | 48 | 146 | 118 | 47 | 98 | 222 | 127 | 122 | 342 |
| Weighted Base | 455 | 59* | 44* | 31* | 162 | 121 | 37* | 92* | 199 | 148 | 128 | 327 |
| Time required | 154 34% | 17 29% | 23 52% ACD | 10 31% | 49 30% | 44 36% | 12 31% | 35 38% | 62 31% | 49 33% | 32 25% | 121 37% J |
| Lack of room in the kitchen | 128 28% | 15 25% | 9 21% | 11 36% | 55 34% | 29 24% | 9 25% | 34 36% | 53 27% | 38 26% | 38 29% | 91 28% |
| Family interruptions | 54 12% | 11 18% | 3 7% | 4 12% | 17 10% | 15 12% | 5 13% | 9 10% | 23 12% | 20 14% | 18 14% | 36 11% |
| Too many people to cook for | 49 11% | 6 10% | 1 3% | 4 14% | 14 9% | 17 14% B | 6 17% B | 9 10% | 26 13% | 14 9% | 13 10% | 36 11% |
| Following recipes | 17 4% | 1 2% | 2 5% | 1 2% | 4 3% | 6 5% | 3 7% | 1 1% | 11 6% | 4 3% | 7 6% | 9 3% |
| Don't know/Refused | 54 12% | 10 17% | 5 12% | 2 6% | 23 14% | 11 9% | 3 7% | 5 5% | 23 11% | 23 15% G | 20 16% | 33 10% |

# Detailed Tables

*Which of the following do you find most stressful about holiday food preparation ?*

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

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Rural | Urban | <HS | HS | Post sec | University | <$30K | $30K-<$60K | $60K + |
| | | A | B | C | D | E | F | G | H | I |
| **Base: In charge of preparing the holiday meal** | | | | | | | | | | |
| Unweighted Base | 464 | 375 | 89 | 43 | 117 | 182 | 119 | 115 | 128 | 161 |
| Weighted Base | 455 | 368 | 87* | 46* | 112 | 178 | 116 | 114 | 125 | 155 |
| Time required | 154 34% | 128 35% | 26 30% | 9 19% | 37 33% | 55 31% | 53 45% CE | 25 22% | 43 34% G | 62 40% G |
| Lack of room in the kitchen | 128 28% | 105 28% | 23 27% | 16 34% F | 33 30% F | 59 33% F | 20 18% | 45 39% I | 41 33% I | 30 19% |
| Family interruptions | 54 12% | 40 11% | 14 17% | 8 18% | 11 10% | 20 11% | 14 12% | 12 11% | 14 12% | 18 12% |
| Too many people to cook for | 49 11% | 40 11% | 9 10% | 9 20% F | 13 12% | 17 10% | 9 8% | 11 10% | 13 11% | 18 12% |
| Following recipes | 17 4% | 11 3% | 5 6% | 2 4% | 1 1% | 10 6% | 3 3% | 5 5% | 4 3% | 7 4% |
| Don't know/Refused | 54 12% | 45 12% | 9 10% | 3 6% | 16 15% | 17 10% | 17 14% | 16 14% | 9 7% | 20 13% |

# Detailed Tables

*When it comes to preparing meals for family gatherings such as Christmas or other holidays, are you personally the person that is in charge of preparing the holiday meal ?*

_____

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

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 135 | 100 | 100 | 335 | 231 | 100 | 300 | 415 | 256 | 459 | 542 |
| Weighted Base | 1001 | 132 | 97* | 68* | 379 | 247 | 77* | 294 | 385 | 294 | 484 | 517 |
| Yes | 455 | 59 | 44 | 31 | 162 | 121 | 37 | 92 | 199 | 148 | 128 | 327 |
| | 45% | 45% | 46% | 46% | 43% | 49% | 48% | 31% | 52% | 50% | 26% | 63% |
| | | | | | | | | | G | G | | J |
| No | 543 | 73 | 52 | 37 | 215 | 126 | 40 | 201 | 187 | 143 | 353 | 190 |
| | 54% | 55% | 54% | 54% | 57% | 51% | 52% | 69% | 48% | 49% | 73% | 37% |
| | | | | | | | | HI | | | K | |
| Don't know/Refused | 3 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 3 | 3 | 0 |
| | 0 | - | - | - | 1% | - | - | - | - | 1% | 1% | - |

*When it comes to preparing meals for family gatherings such as Christmas or other holidays, are you personally the person that is in charge of preparing the holiday meal ?*

_____

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

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 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 | 1001 | 806 | 195 | 104 | 233 | 382 | 273 | 256 | 279 | 337 |
| Weighted Base | 1001 | 813 | 188 | 109* | 229 | 383 | 273 | 258 | 280 | 332 |
| Yes | 455 | 368 | 87 | 46 | 112 | 178 | 116 | 114 | 125 | 155 |
| | 45% | 45% | 46% | 42% | 49% | 47% | 43% | 44% | 45% | 47% |
| No | 543 | 442 | 101 | 63 | 117 | 204 | 154 | 144 | 155 | 174 |
| | 54% | 54% | 54% | 58% | 51% | 53% | 56% | 56% | 55% | 53% |
| Don't know/Refused | 3 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3 |
| | 0 | 0 | - | - | - | - | 1% | - | - | 1% |