

Detailed Tables

Now I'd like you to think about Baileys Irish Cream Liqueur. What is your **FAVORITE** way to enjoy Baileys in the summer time ?

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: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
Over ice	344 35%	33 25%	39 40% A	20 29%	140 37% A	93 38% A	20 26%	107 37% I	149 38% I	85 29%	162 34%	183 36%
Don't drink/ don't drink Baileys	335 34%	40 31%	26 26%	28 41%	128 34%	84 34%	30 40%	79 28%	128 33%	116 39% G	148 31%	187 37%
In or with your coffee	159 16%	36 28% DEF	17 18%	11 16%	52 14%	33 13%	9 12%	40 14%	65 17%	53 18%	89 19% K	70 14%
Over ice cream or in a milkshake	105 11%	14 11%	14 14%	6 9%	33 9%	27 11%	11 15%	41 14% H	34 9%	28 9%	55 11%	50 10%
As part of a special summertime cocktail	39 4%	7 6%	1 1%	3 4%	15 4%	10 4%	3 4%	16 6%	14 4%	8 3%	21 4%	18 3%
Don't know/Refused	10 1%	1 1%	0 -	1 1%	6 2% E	0 -	2 3% E	4 1%	2 1%	4 1%	5 1%	5 1%

Now I'd like you to think about Baileys Irish Cream Liqueur. What is your **FAVORITE** way to enjoy Baileys in the summer time ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
Over ice	344 35%	298 37% B	46 23%	18 18%	59 31% C	148 40% CD	118 36% C	54 27%	105 34%	150 44% GH
Don't drink/ don't drink Baileys	335 34%	257 32%	78 40%	38 39%	72 38%	115 31%	109 33%	81 40% I	102 34% I	90 26%
In or with your coffee	159 16%	115 14%	44 22% A	20 21%	24 13%	59 16%	55 17%	25 12%	53 18%	65 19% G
Over ice cream or in a milkshake	105 11%	84 11%	21 11%	18 18% E	20 11%	31 8%	36 11%	32 16% I	31 10%	21 6%
As part of a special summertime cocktail	39 4%	35 4%	4 2%	2 2%	12 6%	14 4%	11 3%	7 4%	13 4%	14 4%
Don't know/Refused	10 1%	7 1%	3 2%	3 3%	3 2%	2 1%	3 1%	4 2%	1 0	4 1%

Detailed Tables

Which of the following is CLOSEST to your idea of playful indulgence in the summertime ?

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: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
Walking along the beach in bare feet	353	45	20	18	137	107	26	86	155	105	146	207
	36%	34%	21%	26%	37%	43%	34%	30%	40%	36%	30%	40%
Leaving work early for an afternoon of fun outdoors	B	B	B	B	BC				G		J	
	302	48	35	16	119	60	26	120	138	39	176	127
Eating a great big banana split	30%	36%	36%	23%	32%	24%	34%	42%	35%	13%	37%	25%
	E	E	E	E	E			I	I		K	
Enjoying a nice glass of Baileys over ice with friends	140	12	13	22	57	23	12	42	49	45	57	83
	14%	9%	13%	32%	15%	9%	16%	15%	12%	15%	12%	16%
None of the above	132	18	20	8	41	38	6	25	40	65	69	63
	13%	14%	21%	12%	11%	16%	7%	9%	10%	22%	14%	12%
Don't know/Refused	59	9	7	3	17	18	5	9	9	39	30	29
	6%	7%	7%	4%	4%	7%	7%	3%	2%	13%	6%	6%
	7	0	1	1	3	1	1	5	1	1	2	5
	1%	-	1%	2%	1%	0	2%	2%	0	0	1%	1%

Detailed Tables

Which of the following is **CLOSEST** to your idea of playful indulgence in the summertime ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
Walking along the beach in bare feet	353	281	72	29	65	132	126	69	123	110
	36%	35%	36%	29%	34%	36%	38%	34%	40%	32%
Leaving work early for an afternoon of fun outdoors	302	250	53	19	45	116	123	36	88	149
	30%	31%	27%	19%	24%	32%	37%	18%	29%	43%
Eating a great big banana split	140	104	36	19	35	52	33	41	37	36
	14%	13%	18%	19%	19%	14%	10%	20%	12%	10%
Enjoying a nice glass of Baileys over ice with friends	132	106	26	14	32	48	38	40	39	38
	13%	13%	13%	14%	17%	13%	11%	19%	13%	11%
None of the above	59	50	9	14	11	21	12	15	17	11
	6%	6%	4%	14%	6%	6%	4%	8%	5%	3%
Don't know/Refused	7	5	2	4	2	0	1	3	1	1
	1%	1%	1%	4%	1%	-	0	1%	0	0

Detailed Tables

In total, how often do you plan on getting together with friends and family this summer ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
Not at all	41 4%	28 3%	13 7% A	12 12% DEF	8 4%	11 3%	9 3%	20 10% HI	8 3%	4 1%
1 to 5 gatherings	441 44%	345 43%	96 49%	51 52% F	98 52% F	162 44%	127 38%	113 55% I	141 46% I	129 38%
6 to 10 gatherings	268 27%	214 27%	54 27%	17 17%	42 22%	99 27% C	110 33% CD	35 17%	79 26% G	110 32% G
11 to 15 gatherings	92 9%	76 10%	16 8%	6 6%	14 7%	33 9%	39 12%	12 6%	24 8%	48 14% GH
16 to 20 gatherings	53 5%	49 6% B	4 2%	2 2%	13 7%	22 6%	16 5%	4 2%	22 7% G	19 5%
More than 20 different gatherings	83 8%	72 9%	11 6%	5 5%	8 4%	39 11% D	31 9% D	12 6%	27 9%	33 9%
Don't know/Refused	15 2%	12 2%	3 1%	7 7% EF	7 3% EF	2 1%	0 -	6 3% I	3 1%	1 0

Detailed Tables

In total, how often do you plan on getting together with friends and family this summer ?

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: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
Not at all	41 4%	3 2%	1 1%	4 6%	8 2%	22 9%	3 4%	11 4%	14 3%	15 5%	18 4%	23 4%
1 to 5 gatherings	441 44%	50 38%	44 45%	22 33%	147 39%	146 59%	32 42%	89 31%	193 49%	154 53%	216 45%	225 44%
6 to 10 gatherings	268 27%	42 31%	29 30%	20 29%	111 30%	48 20%	18 24%	70 24%	115 29%	76 26%	139 29%	129 25%
11 to 15 gatherings	92 9%	15 11%	10 10%	12 17%	32 9%	17 7%	7 9%	44 15%	33 8%	12 4%	40 8%	52 10%
16 to 20 gatherings	53 5%	9 7%	4 4%	5 8%	23 6%	7 3%	4 6%	25 9%	14 4%	11 4%	27 6%	26 5%
More than 20 different gatherings	83 8%	12 9%	5 5%	5 7%	44 12%	6 2%	11 15%	41 14%	23 6%	17 6%	34 7%	49 9%
Don't know/Refused	15 2%	2 1%	4 4%	0 -	8 2%	1 0	1 2%	6 2%	1 0	8 3%	5 1%	10 2%

Detailed Tables

Which of the following would be your **PREFERRED** way to spend a playful evening with friends and family this summer ?

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: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
Whoop it up at a backyard barbecue	535 54%	72 54%	49 51%	37 55%	200 54%	130 53%	46 61%	174 61%	227 58%	123 42%	258 54%	277 54%
Enjoy drinks on a patio	162 16%	28 21%	18 19%	14 21%	58 16%	35 14%	8 11%	63 22%	70 18%	27 9%	95 20%	67 13%
Have an elegant sit-down dinner at home	135 14%	11 8%	12 13%	2 2%	52 14%	45 18%	13 18%	16 6%	45 11%	72 25%	71 15%	64 12%
Step out to a nice restaurant	134 14%	20 15%	14 14%	13 19%	51 14%	32 13%	5 6%	24 8%	45 12%	59 20%	44 9%	91 18%
None of the above	21 2%	2 1%	3 3%	1 2%	9 2%	4 2%	2 3%	5 2%	5 1%	10 3%	10 2%	11 2%
Don't know/Refused	7 1%	0 -	0 -	1 1%	4 1%	1 0	1 2%	4 1%	0 -	3 1%	2 0	4 1%

Detailed Tables

Which of the following would be your **PREFERRED** way to spend a playful evening with friends and family this summer ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
Whoop it up at a backyard barbecue	535 54%	435 55%	100 51%	52 53%	103 54%	193 52%	184 55%	96 47%	170 56%	200 58% G
Enjoy drinks on a patio	162 16%	133 17%	29 15%	11 11%	29 15%	74 20% C	49 15%	30 15%	48 16%	65 19%
Have an elegant sit-down dinner at home	135 14%	101 13%	34 17%	14 14%	17 9%	45 12%	57 17% D	34 17%	41 14%	39 11%
Step out to a nice restaurant	134 14%	106 13%	28 14%	16 17%	35 18% F	45 12%	38 12%	33 16%	38 12%	38 11%
None of the above	21 2%	18 2%	3 2%	2 2%	4 2%	12 3%	4 1%	7 3% I	6 2% I	1 0
Don't know/Refused	7 1%	4 0	3 2%	4 4% EF	2 1% E	0 -	1 0	4 2%	1 0	1 0

Detailed Tables

For which of the following will you bring your family and friends together this summer ?

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
ALL THAT APPLY												
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
For casual gatherings over the course of the summer	510	80	58	32	216	87	38	158	223	121	252	257
	51%	60%	59%	47%	58%	35%	50%	55%	57%	41%	52%	50%
For a Wedding/Anniversary or birthday celebration	347	48	33	31	128	79	28	109	131	95	134	213
	35%	36%	34%	46%	34%	32%	37%	38%	33%	32%	28%	42%
For a family reunion	236	23	16	14	81	84	19	50	91	91	121	115
	24%	17%	17%	20%	22%	34%	25%	17%	23%	31%	25%	23%
For a High School/University Reunion	32	7	0	5	12	3	5	11	12	9	19	13
	3%	5%	-	7%	3%	1%	6%	4%	3%	3%	4%	3%
None	46	7	5	6	9	14	5	6	12	27	24	21
	5%	5%	5%	8%	3%	6%	6%	2%	3%	9%	5%	4%
Don't know/Refused	4	0	0	0	3	0	1	4	0	0	1	2
	0	-	-	-	1%	-	2%	1%	-	-	0	0

Detailed Tables

For which of the following will you bring your family and friends together this summer ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
ALL THAT APPLY										
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
For casual gatherings over the course of the summer	510	420	90	24	82	188	212	82	157	211
	51%	53%	45%	24%	43% C	51% C	64% CDE	40%	52% G	61% GH
For a Wedding/Anniversary or birthday celebration	347	282	65	40	62	149	96	70	104	120
	35%	35%	33%	41% F	33%	40% F	29%	34%	34%	35%
For a family reunion	236	174	62	34	45	84	71	52	77	78
	24%	22%	31% A	34% EF	24%	23%	21%	25%	25%	23%
For a High School/University Reunion	32	25	7	0	7	13	12	4	13	12
	3%	3%	3%	-	4%	4%	4%	2%	4%	4%
None	46	31	15	9	13	14	9	18	9	7
	5%	4%	7% A	10% EF	7% F	4%	3%	9% HI	3%	2%
Don't know/Refused	4	3	1	3	1	0	0	3	0	1
	0	0	1%	3% EF	1%	-	-	1%	-	0

Detailed Tables

Which of the following sounds **MOST** appealing for a sensuous evening with someone special ?

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: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec												
Unweighted Base	995	132	97	68	375	247	76	233	423	316	458	537
Weighted Base	993	132	97*	68*	374	247	76*	287	392	294	480	513
Create an intimate evening picnic dinner for two	303	35	30	13	127	80	18	72	121	106	141	162
	30%	27%	31%	19%	34%	32%	23%	25%	31%	36%	29%	32%
Head down to the beach for a night of cuddling and stargazing	229	37	20	9	89	54	20	108	79	38	106	122
	23%	28% C	21%	13%	24%	22%	26%	38% HI	20% I	13%	22%	24%
Draw a luxurious bubble bath with candles and soft music	161	17	17	10	42	61	14	50	71	38	91	69
	16%	13%	18%	15%	11%	25% AD	19%	17%	18%	13%	19% K	13%
Send the roommates, kids and family members out for the night	138	20	15	13	56	21	12	38	77	20	72	66
	14%	15%	16%	19% E	15% E	9%	16%	13% I	20% GI	7%	15%	13%
None of the above	137	21	11	21	50	27	8	12	35	81	57	80
	14%	16%	11%	30% ABDEF	13%	11%	10%	4%	9% G	28% GH	12%	16%
Don't know/Refused	27	2	4	2	10	4	4	6	8	10	13	14
	3%	2%	4%	4%	3%	2%	6% E	2%	2%	4%	3%	3%

Detailed Tables

Which of the following sounds *MOST* appealing for a sensuous evening with someone special ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents 19+ or 18+ in Alberta, Manitoba & Quebec										
Unweighted Base	995	790	205	100	192	365	333	202	307	340
Weighted Base	993	796	197	99*	189	368	332	204	305	344
Create an intimate evening picnic dinner for two	303	240	63	25	63	98	117	49	102	106
	30%	30%	32%	26%	33%	27%	35% E	24%	34% G	31%
Head down to the beach for a night of cuddling and stargazing	229	186	43	13	38	95	79	45	78	80
	23%	23%	22%	14%	20%	26% C	24% C	22%	26%	23%
Draw a luxurious bubble bath with candles and soft music	161	132	29	17	32	61	49	41	50	59
	16%	17%	14%	17%	17%	17%	15%	20%	16%	17%
Send the roommates, kids and family members out for the night	138	108	29	9	22	65	41	21	36	63
	14%	14%	15%	9%	12%	18% C	12%	10%	12%	18% GH
None of the above	137	113	23	25	28	47	35	40	35	32
	14%	14%	12%	26% DEF	15%	13%	11%	19% HI	11%	9%
Don't know/Refused	27	17	10	9	5	2	10	9	4	4
	3%	2%	5% A	9% DEF	3% E	0	3% E	4% HI	1%	1%