

Labatts
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QPS1. How often have you personally consumed beer in the past 4 weeks?

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

Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	8396	4230	4166	2136	3477	2783	728	2168	4060	1440
Weighted	8396	4064	4332	2342	3333	2720	946	2865	3291	1293
At least once a day	307 4%	247 6% B	61 1%	47 2%	117 3% C	144 5% CD	31 3%	119 4%	112 3%	46 4%
4-6 times a week	393 5%	286 7% B	107 2%	122 5%	160 5%	111 4%	47 5%	121 4%	162 5%	63 5%
2-3 times a week	933 11%	654 16% B	279 6%	283 12% E	420 13% E	230 8%	78 8%	288 10%	378 11% F	189 15% FGH
Once a week	864 10%	515 13% B	349 8%	282 12% E	356 11% E	225 8%	105 11%	248 9%	354 11% G	157 12% G
2-3 days in the past 4 weeks	833 10%	474 12% B	359 8%	266 11% E	329 10%	238 9%	69 7%	246 9%	370 11% FG	149 12% FG
Once in the past 4 weeks	1085 13%	503 12%	582 13%	314 13%	402 12%	369 14%	121 13%	368 13%	420 13%	176 14%
Not at all	3981 47%	1385 34% A	2596 60% A	1029 44%	1549 46%	1403 52% CD	497 52% HI	1475 51% HI	1496 45% I	513 40%

QP1. When you are going out to an activity where you might be drinking alcohol, do you generally have a plan or make arrangements to get home safely?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Beer Consumers	4501	2813	1688	1207	1914	1380	347	1060	2224	870
Weighted	4415	2679	1736	1314	1785	1317	450	1390	1796	780
Yes	3895	2269	1627	1198	1583	1114	393	1245	1583	674
	88%	85%	94%	91%	89%	85%	87%	90%	88%	86%
		A	A	DE	E			I		
No	520	410	110	115	201	203	57	145	213	105
	12%	15%	6%	9%	11%	15%	13%	10%	12%	14%
		B			C	CD				G

QP2. Which of the following best describes the plan or arrangement you have most often to ensure you get home safely at the end of the night?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to get home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
Someone in our group is a designated driver	1801	1006	795	493	733	575	168	566	759	308
	46%	44%	49%	41%	46%	52%	43%	45%	48%	46%
		A	A		C	CD				
I rely on public transportation (examples: taxi, bus, subway, etc.)	980	553	427	413	391	176	108	284	418	170
	25%	24%	26%	34%	25%	16%	27%	23%	26%	25%
				DE	E			G		
Someone else picks me up at the end of the night. (This includes anyone other than the people you are out with)	321	170	150	90	138	93	33	115	127	46
	8%	8%	9%	8%	9%	8%	8%	9%	8%	7%
I usually just walk home (or to a friend/family member's place)	355	236	119	133	144	78	38	124	126	67
	9%	10%	7%	11%	9%	7%	10%	10%	8%	10%
		B		E						
Other	438	303	134	68	177	192	46	156	153	82
	11%	13%	8%	6%	11%	17%	12%	13%	10%	12%
		B			C	CD		H		
(Dk/Ns)	1	0	1	1	0	0	0	0	0	1
	0	-	0	0	-	-	-	-	-	0

QP3. Who do you discuss your plans to get home safely with?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to get home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
The people I am going out with.	2396 62%	1283 57%	1113 68% A	814 68% DE	965 61% E	616 55%	220 56%	738 59%	1017 64% FG	420 62%
Friends/family who will pick me up at the end of the night.	671 17%	392 17%	280 17%	273 23% DE	236 15%	162 15%	67 17%	217 17%	269 17%	118 17%
No need for discussion, we always get home the same way.	820 21%	497 22%	323 20%	264 22%	326 21%	230 21%	90 23%	255 21%	340 21%	135 20%
I do not usually make the plans, someone I'm with does.	63 2%	38 2%	25 2%	26 2% D	16 1%	22 2% D	13 3% GHI	17 1%	26 2%	7 1%
Nobody	379 10%	280 12% B	100 6%	70 6%	166 10% C	143 13% C	37 9%	138 11% H	129 8%	76 11% H
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0

QP4. And when do you make arrangements to ensure you arrive home safely?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to get home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
While you are out at the activity or event	421 11%	285 13% B	136 8%	142 12%	161 10%	118 11%	53 14%	128 10%	168 11%	71 11%
As you are leaving the house/ on your way to the activity or event.	613 16%	376 17%	237 15%	203 17% E	257 16%	153 14%	43 11%	196 16% F	242 15% F	132 20% FGH
A few hours prior the activity or event.	1031 26%	581 26%	449 28%	404 34% DE	380 24%	247 22%	92 23%	298 24%	451 29% G	190 28%
2-5 days prior to the activity of event.	618 16%	300 13%	317 20% A	165 14%	288 18% CE	164 15%	58 15%	210 17% I	275 17% I	75 11%
You always use the same plan	1212 31%	726 32%	486 30%	284 24%	497 31% C	432 39% CD	147 38% HI	412 33% H	447 28%	205 30%
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0

QP5. Have you ever been in a situation where you have already consumed alcohol and your previously arranged plan to get home has fallen through?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to gett home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
Yes	1461 38%	851 37%	610 38%	598 50% DE	612 39% E	252 23%	127 32%	438 35%	663 42% FGI	234 35%
No	2182 56%	1261 56%	921 57%	514 43%	883 56% C	785 70% CD	240 61% H	732 59% H	818 52%	392 58% H
Don't Remember/ Not Sure	251 6%	157 7%	94 6%	86 7%	88 6%	77 7%	27 7%	75 6%	103 6%	47 7%
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0

QP6. If your original plan to get home safely was to ever fall through, how comfortable would you be calling a friend or family member for a safe ride home, even if it was quite late at night?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to get home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
Very comfortable	1996 51%	1123 50%	873 54% A	549 46%	825 52% C	622 56% C	223 57% HI	695 56% HI	795 50% I	283 42%
Somewhat comfortable	910 23%	555 24%	356 22%	333 28% DE	356 23%	221 20%	69 18%	260 21%	387 24% FG	194 29% FGH
Somewhat uncomfortable	466 12%	275 12%	192 12%	191 16% DE	168 11%	108 10%	30 8%	130 10%	195 12% F	110 16% FGH
Very uncomfortable	206 5%	116 5%	90 6%	66 6%	83 5%	57 5%	28 7%	63 5%	80 5%	35 5%
I would never call a friend or family member	315 8%	200 9%	116 7%	58 5%	151 10%	106 9% C	43 11%	96 8%	126 8%	50 7%
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0
Summary										
Top2Box - Comfortable	2907 75%	1678 74%	1229 76%	882 74%	1182 75%	843 76%	292 74%	955 77% I	1181 75% I	478 71%
Low2Box - Not Comfortable	672 17%	391 17%	282 17%	257 21% DE	250 16%	165 15%	58 15%	193 16%	275 17%	146 22% FGH

QP7. How often do you have a backup plan in place, in case your original arrangements to get home safely do not pan out?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan/ make arrangements to get home safely	3949	2371	1578	1098	1686	1165	302	944	1955	748
Weighted	3895	2269	1627	1198	1583	1114	393	1245	1583	674
All of the time	1149 29%	617 27%	532 33% A	295 25%	530 33% CE	324 29% C	124 31% I	386 31% I	468 30% I	171 25% I
Most of the time	982 25%	541 24%	441 27% A	315 26%	385 24%	282 25%	109 28% I	319 26% I	412 26% I	142 21% I
Some of the time	544 14%	321 14%	222 14%	217 18% DE	216 14% E	110 10%	42 11%	149 12%	241 15% FG	111 16% FG
Rarely	813 21%	505 22% B	308 19%	258 22%	299 19%	256 23% D	65 16%	265 21%	310 20%	173 26% FGH
Never	407 10%	285 13% B	122 8%	112 9%	153 10%	142 13% CD	54 14% H	125 10%	152 10%	76 11% I
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0
Summary										
Top2Box - All the time/ Most of the time	2131 55%	1158 51%	973 60% A	610 51%	915 58% C	606 54%	232 59% I	705 57% I	880 56% I	313 46% I
Low2Box - Rarely/ Never	1220 31%	790 35% B	430 26%	370 31%	452 29%	398 36% CD	119 30%	390 31%	462 29%	249 37% FGH

QP8. What is the main reason you generally do not make arrangements or have a plan to get home safely after attending an activity or event where you may be drinking alcohol?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Do not plan/ make arrangements to get home safely	552	442	110	109	228	215	45	116	269	122
Weighted	520	410	110	115	201	203	57*	145	213	105
I trust that I will get home safely somehow.	73 14%	52 13%	21 19%	34 30% DE	24 12%	14 7%	7 13%	22 15%	29 14%	14 14%
I just do not think about it in advance.	34 7%	27 7%	7 6%	13 11% E	14 7%	8 4%	9 15% GI	7 5%	15 7%	4 3%
I do not plan on drinking at all.	43 8%	32 8%	10 9%	9 8%	17 8%	17 8%	12 22% GHI	8 6%	17 8%	4 4%
I do not intend on drinking very much.	329 63%	272 66% B	57 52%	50 43%	127 63% C	153 75% CD	27 48%	94 64%	132 62%	77 73% FH
Other	31 6%	21 5%	10 9%	8 7%	15 7%	8 4%	1 2%	10 7%	15 7%	4 4%
(Dk/Ns)	10 2%	5 1%	5 5% A	2 1%	6 3%	3 1%	0 -	4 3%	5 2%	2 2%