

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 - J/K

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	8396	1310	704	669	2882	2216	615	2079	2731	3585	2245	6151
Weighted	8396	1108	856	546	3216	2049	621	2200	2728	3467	2262	6134
At least once a day	307 4%	39 4%	27 3%	11 2%	112 3%	99 5%	20 3%	71 3%	109 4%	127 4%	73 3%	234 4%
4-6 times a week	393 5%	47 4%	30 3%	15 3%	163 5%	108 5%	31 5%	84 4%	113 4%	196 6%	113 5%	280 5%
2-3 times a week	933 11%	111 10%	89 10%	49 9%	345 11%	275 13%	64 10%	194 9%	295 11%	445 13%	249 11%	684 11%
Once a week	864 10%	102 9%	87 10%	52 10%	326 10%	228 11%	68 11%	167 8%	276 10%	421 12%	239 11%	625 10%
2-3 days in the past 4 weeks	833 10%	125 11%	83 10%	50 9%	319 10%	191 9%	66 11%	184 8%	272 10%	378 11%	227 10%	607 10%
Once in the past 4 weeks	1085 13%	153 14%	105 12%	91 17%	378 12%	288 14%	70 11%	311 14%	329 12%	445 13%	299 13%	787 13%
Not at all	3981 47%	531 48%	435 51%	278 51%	1573 49%	860 42%	304 49%	1190 54%	1335 49%	1455 42%	1063 47%	2917 48%

**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 - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Beer Consumers Weighted	4501	688	355	334	1495	1305	324	973	1413	2114	1223	3278
	4415	577	421	268	1643	1189	317	1010	1393	2012	1199	3216
Yes	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
	88%	85%	88%	86%	90%	87%	93%	90%	88%	88%	91%	87%
No	520	86	49	37	170	158	21	106	172	241	105	415
	12%	15%	12%	14%	10%	13%	7%	10%	12%	12%	9%	13%
		DF	F	F	F	DF						J

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 - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to get home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
Someone in our group is a designated driver	1801	243	172	118	701	426	141	270	556	976	532	1269
	46%	49% E	46%	51% E	48% E	41%	47%	30%	46% G	55% GH	49%	45%
I rely on public transportation (examples: taxi, bus, subway, etc.)	980	125	95	40	397	244	77	322	297	361	261	719
	25%	25% C	26% C	17%	27% C	24% C	26% C	36% HI	24% I	20%	24%	26%
Someone else picks me up at the end of the night. (This includes anyone other than the people you are out with)	321	38	29	22	91	103	38	92	103	126	97	224
	8%	8%	8%	10% D	6%	10% D	13% ABD	10% I	8%	7%	9%	8%
I usually just walk home (or to a friend/family member's place)	355	44	38	28	131	90	24	125	105	125	86	269
	9%	9%	10%	12%	9%	9%	8%	14% HI	9%	7%	8%	10%
Other	438	41	39	23	153	167	15	95	160	182	119	319
	11%	8%	10% F	10% F	10% F	16% ABCD	5%	11%	13% I	10%	11%	11%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 D	0 -	0 -	1 0	0 -	1 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 - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to get home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
The people I am going out with.	2396 62%	290 59%	225 60%	150 65%	915 62%	643 62%	173 58%	503 56%	736 60%	1157 65%	709 65%	1686 60%
Friends/family who will pick me up at the end of the night.	671 17%	87 18%	70 19%	44 19%	244 17%	160 16%	66 22%	173 19%	208 17%	291 16%	240 22%	432 15%
No need for discussion, we always get home the same way.	820 21%	125 25%	84 23%	45 19%	335 23%	169 16%	62 21%	181 20%	265 22%	374 21%	194 18%	626 22%
I do not usually make the plans, someone I'm with does.	63 2%	8 2%	1 0	7 3%	25 2%	17 2%	6 2%	23 3%	24 2%	16 1%	16 1%	47 2%
Nobody	379 10%	42 9%	35 9%	20 9%	144 10%	123 12%	15 5%	134 15%	116 10%	130 7%	83 8%	296 11%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 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 - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to get home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
While you are out at the activity or event	421 11%	49 10%	41 11%	25 11%	129 9%	147 14%	30 10%	90 10%	122 10%	209 12%	111 10%	309 11%
As you are leaving the house/ on your way to the activity or event.	613 16%	70 14%	69 19% DF	33 14%	206 14%	203 20% ACDF	32 11%	125 14%	184 15%	304 17% G	188 17%	425 15%
A few hours prior the activity or event.	1031 26%	124 25%	92 25%	68 30% E	424 29% E	240 23%	83 28%	229 25%	327 27%	475 27%	296 27%	734 26%
2-5 days prior to the activity of event.	618 16%	93 19% E	68 18% E	38 16% E	243 16% E	109 11%	67 22% DE	139 15%	181 15%	297 17%	206 19% K	412 15%
You always use the same plan	1212 31%	156 32%	103 28%	67 29%	471 32%	332 32%	83 28%	320 35% I	407 33% I	485 27%	292 27%	920 33% J
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	0 -	1 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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to gett home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
Yes	1461 38%	181 37%	186 50%	94 41%	601 41%	277 27%	122 41%	332 37%	427 35%	702 40%	477 44%	984 35%
No	2182 56%	275 56%	164 44%	122 53%	782 53%	685 66%	154 52%	508 56%	713 58%	961 54%	545 50%	1637 58%
Don't Remember/ Not Sure	251 6%	35 7%	23 6%	15 6%	90 6%	69 7%	20 7%	63 7%	81 7%	107 6%	73 7%	178 6%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	0 -	1 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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to get home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
Very comfortable	1996 51%	274 56%	226 61%	141 61%	735 50%	450 44%	170 57%	402 44%	620 51%	974 55%	590 54%	1406 50%
Somewhat comfortable	910 23%	89 18%	72 19%	55 24%	353 24%	276 27%	66 22%	212 24%	300 25%	397 22%	271 25%	639 23%
Somewhat uncomfortable	466 12%	55 11%	37 10%	14 6%	182 12%	150 15%	29 10%	130 14%	131 11%	205 12%	122 11%	344 12%
Very uncomfortable	206 5%	28 6%	18 5%	11 5%	76 5%	59 6%	14 5%	56 6%	69 6%	81 5%	43 4%	163 6%
I would never call a friend or family member	315 8%	45 9%	19 5%	11 5%	127 9%	96 9%	17 6%	103 11%	100 8%	112 6%	68 6%	247 9%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	0 -	1 0	0 -	1 0
Summary												
Top2Box - Comfortable	2907 75%	363 74%	299 80%	196 85%	1089 74%	726 70%	235 79%	614 68%	921 75%	1372 77%	861 79%	2045 73%
Low2Box - Not Comfortable	672 17%	83 17%	54 15%	25 11%	258 17%	209 20%	43 14%	186 21%	200 16%	286 16%	165 15%	508 18%



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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Plan/ make arrangements to get home safely	3949	584	312	289	1333	1128	303	871	1227	1851	1103	2846
Weighted	3895	491	373	232	1473	1031	296	904	1221	1771	1094	2801
All of the time	1149 29%	129 26%	119 32%	60 26%	412 28%	367 36%	63 21%	267 30%	357 29%	525 30%	312 29%	837 30%
Most of the time	982 25%	108 22%	94 25%	49 21%	325 22%	337 33%	70 23%	251 28%	325 27%	406 23%	275 25%	707 25%
Some of the time	544 14%	69 14%	54 14%	42 18%	213 14%	111 11%	55 19%	132 15%	177 15%	234 13%	166 15%	377 13%
Rarely	813 21%	126 26%	76 20%	61 26%	343 23%	126 12%	81 27%	155 17%	249 20%	409 23%	236 22%	577 21%
Never	407 10%	59 12%	30 8%	20 9%	181 12%	91 9%	27 9%	99 11%	113 9%	196 11%	105 10%	302 11%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	0 -	1 0	0 -	1 0
Summary												
Top2Box - All the time/ Most of the time	2131 55%	237 48%	213 57%	109 47%	736 50%	703 68%	133 45%	518 57%	682 56%	931 53%	587 54%	1544 55%
Low2Box - Rarely/ Never	1220 31%	186 38%	106 28%	80 35%	524 36%	217 21%	107 36%	254 28%	361 30%	605 34%	341 31%	879 31%

**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 - J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Do not plan/ make arrangements to get home safely	552	104	43	45	162	177	21	102	186	263	120	432
Weighted	520	86*	49*	37*	170	158	21**	106*	172	241	105	415
I trust that I will get home safely somehow.	73 14%	13 15%	8 16%	5 13%	20 12%	19 12%	8 38%	20 19%	20 12%	32 13%	14 13%	59 14%
I just do not think about it in advance.	34 7%	6 7%	3 7%	2 6%	9 6%	13 8%	0 -	8 8%	8 5%	18 7%	6 6%	28 7%
I do not plan on drinking at all.	43 8%	4 4%	2 4%	3 9%	17 10%	16 10%	1 4%	15 14%	14 8%	14 6%	8 7%	35 8%
I do not intend on drinking very much.	329 63%	56 65%	31 64%	22 61%	110 65%	99 63%	10 48%	46 43%	120 70%	163 68%	68 65%	261 63%
Other	31 6%	5 5%	5 10%	2 6%	10 6%	8 5%	1 4%	10 9%	8 5%	12 5%	6 6%	25 6%
(Dk/Ns)	10 2%	2 2%	0 -	2 4%	3 2%	3 2%	2 7%	6 6%	1 1%	2 1%	2 2%	8 2%