

1. From among the list below, what is your alcoholic drink of choice in the summer months?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
Beer	359	39	26	27	140	93	34	79	105	175	60	299
	34%	28%	24%	39%	35%	36%	44%	34%	33%	35%	31%	35%
None -- I don't drink	275	35	42	14	105	57	22	69	91	115	63	213
	26%	26%	40%	20%	26%	22%	29%	30%	28%	23%	32%	25%
Wine	165	21	8	8	57	58	12	23	38	103	33	132
	16%	15%	8%	12%	14%	23%	16%	10%	12%	21%	17%	16%
Spirits with Mix	120	19	12	6	52	25	5	31	41	49	21	99
	11%	13%	12%	10%	13%	10%	6%	13%	13%	10%	11%	12%
Alcoholic Coolers	97	14	15	10	39	15	4	21	40	36	16	81
	9%	10%	14%	15%	10%	6%	5%	9%	12%	7%	8%	10%
Other	31	10	3	3	8	7	1	6	7	18	4	28
	3%	7%	2%	5%	2%	3%	1%	3%	2%	4%	2%	3%

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

2. Which is your favourite summer treat to beat the heat?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
Any cold beverage	317	50	35	27	127	56	21	63	95	159	42	274
	30%	36%	33%	40%	32%	22%	27%	28%	29%	32%	21%	32%
Going for a swim		E	E	E	E						J	
	267	26	18	11	103	90	18	49	83	135	69	198
	26%	19%	17%	17%	26%	35%	24%	22%	26%	27%	35%	23%
Ice Cream						ABCD					K	
	209	21	26	11	78	53	20	49	64	95	39	170
	20%	15%	25%	16%	19%	21%	26%	21%	20%	19%	20%	20%
Beer	104	19	6	6	43	20	10	14	36	54	19	85
	10%	14%	6%	9%	11%	8%	13%	6%	11%	11%	10%	10%
Popsicles	82	12	10	7	27	23	5	30	26	26	16	66
	8%	8%	9%	10%	7%	9%	6%	13%	8%	5%	8%	8%
Running in the hose or sprinkler		I						I				
	10	0	2	1	2	5	0	5	3	2	3	6
	1%	-	2%	1%	0	2%	-	2%	1%	0	2%	1%
Other	59	11	9	5	22	9	3	19	16	25	7	52
	6%	8%	9%	7%	5%	4%	4%	8%	5%	5%	4%	6%

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

3. What is your favourite ice-cream flavour?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
Chocolate	234	35	20	18	87	62	13	43	78	113	50	184
	22%	25%	18%	26%	22%	24%	16%	19%	24%	23%	25%	22%
Vanilla	179	13	23	12	56	61	14	59	61	59	20	159
	17%	10%	21%	17%	14%	24%	19%	26%	19%	12%	10%	19%
Praline 'n' Cream	125	A	A			AD	I	I			J	
	12%	9%	9%	5%	16%	11%	7%	8%	12%	14%	12%	12%
Cookie Dough	101	6	5	7	54	24	5	24	37	39	25	75
	10%	5%	5%	10%	13%	9%	6%	11%	12%	8%	13%	9%
Mint	80	17	8	6	24	21	5	20	20	40	17	64
	8%	12%	7%	9%	6%	8%	6%	9%	6%	8%	9%	7%
Rocky road	53	D	D									
	5%	10%	5%	5%	5%	2%	5%	3%	5%	6%	6%	5%
Other	275	E	E									
	26%	29%	35%	27%	24%	20%	41%	25%	23%	29%	26%	26%

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