



Canadian Online Omni February 28-March 7, 2011

Tequilla Banner 1

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1. How often do you and your girlfriends hold a 'Ladies Night In?'

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	1309	460	477	372	78	392	611	228
Weighted	1309	365	520	424	101*	544	427	237
More than once a month	98	38	27	33	6	58	21	14
	8%	11%	5%	8%	6%	11%	5%	6%
		B				F		
Once a month	169	72	58	39	14	58	57	40
	13%	20%	11%	9%	14%	11%	13%	17%
		BC						E
Once every couple of months	254	91	100	64	10	97	94	52
	19%	25%	19%	15%	10%	18%	22%	22%
		BC					D	D
Once every 4 to 6 months	234	57	105	72	10	87	84	53
	18%	16%	20%	17%	10%	16%	20%	22%
							D	D
Once a year	238	54	103	82	17	95	79	47
	18%	15%	20%	19%	16%	18%	18%	20%
Never	316	53	128	135	44	149	93	30
	24%	15%	25%	32%	44%	27%	22%	12%
			A	AB	EFG	G	G	

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

2. How important is 'Ladies Night In' to you?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	380	106	153	121	17	154	126	82
	38%	34%	39%	42%	31%	39%	38%	40%
Somewhat important	446	141	178	126	31	185	149	82
	45%	45%	45%	44%	54%	47%	45%	39%
Not very important	130	53	44	33	5	44	49	33
	13%	17%	11%	11%	9%	11%	15%	16%
		BC						
Not at all important	37	11	17	10	4	13	10	11
	4%	4%	4%	3%	7%	3%	3%	5%
Summary								
Top2Box (Very/somewhat important)	826	247	331	247	48	339	275	164
	83%	79%	85%	85%	85%	86%	82%	79%
Low2Box (Not very/not at all important)	168	65	61	42	9	56	59	44
	17%	21%	15%	15%	15%	14%	18%	21%

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

3_1. (Celebrating birthdays or other special occasions) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	637	211	256	169	33	254	216	133
	64%	68%	65%	59%	59%	64%	65%	64%
		C						
Like it	330	91	130	109	22	129	109	70
	33%	29%	33%	38%	38%	33%	33%	34%
				A				
Dislike it	18	5	4	9	0	7	7	4
	2%	2%	1%	3%	-	2%	2%	2%
Hate it	9	4	2	3	2	5	2	0
	1%	1%	0	1%	3%	1%	0	-
					G			
Summary								
Top2Box (Love it/like it)	967	302	387	278	55	384	325	203
	97%	97%	99%	96%	97%	97%	97%	98%
Low2Box (Dislike it/hate it)	26	9	5	11	2	12	9	4
	3%	3%	1%	4%	3%	3%	3%	2%

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

3_2. (Crafting) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	116	30	45	40	5	56	33	22
	12%	10%	11%	14%	9%	14%	10%	10%
Like it	334	112	126	96	21	116	135	62
	34%	36%	32%	33%	37%	29%	40%	30%
							EG	
Dislike it	371	126	136	109	24	151	111	84
	37%	40%	35%	38%	42%	38%	33%	41%
Hate it	173	43	86	43	7	72	55	40
	17%	14%	22%	15%	12%	18%	16%	19%
			AC					
Summary								
Top2Box (Love it/like it)	450	142	170	137	26	173	168	84
	45%	46%	43%	47%	46%	44%	50%	40%
							G	
Low2Box (Dislike it/hate it)	543	169	222	152	31	223	166	124
	55%	54%	57%	53%	54%	56%	50%	60%
								F

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

3_3. (Food and cocktails) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	631	214	267	151	30	252	207	141
	64%	68%	68%	52%	53%	64%	62%	68%
		C	C					
Like it	321	88	111	122	24	119	113	64
	32%	28%	28%	42%	42%	30%	34%	31%
				AB				
Dislike it	36	9	11	16	2	21	11	2
	4%	3%	3%	6%	4%	5%	3%	1%
						G		
Hate it	6	2	3	1	0	3	3	0
	1%	1%	1%	0	-	1%	1%	-
Summary								
Top2Box (Love it/like it)	952	301	378	272	54	372	320	206
	96%	97%	96%	94%	96%	94%	96%	99%
								EF
Low2Box (Dislike it/hate it)	42	11	14	17	2	24	14	2
	4%	3%	4%	6%	4%	6%	4%	1%
						G	G	

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

3_4. (Cooking together) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	249	85	90	73	10	101	86	52
	25%	27%	23%	25%	17%	26%	26%	25%
Like it	496	171	196	129	33	191	161	112
	50%	55%	50%	45%	59%	48%	48%	54%
		C						
Dislike it	208	41	90	77	13	91	71	34
	21%	13%	23%	27%	23%	23%	21%	16%
			A	A				
Hate it	40	14	16	10	1	13	17	9
	4%	5%	4%	3%	1%	3%	5%	5%
Summary								
Top2Box (Love it/like it)	745	256	286	202	43	292	246	164
	75%	82%	73%	70%	76%	74%	74%	79%
		BC						
Low2Box (Dislike it/hate it)	248	55	106	87	14	104	88	43
	25%	18%	27%	30%	24%	26%	26%	21%
			A	A				

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

3_5. (Book club) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	85	16	32	36	4	26	34	21
	9%	5%	8%	12%	6%	7%	10%	10%
				A				
Like it	379	96	140	144	18	142	127	92
	38%	31%	36%	50%	31%	36%	38%	44%
				AB				
Dislike it	381	137	155	89	31	152	131	67
	38%	44%	39%	31%	55%	38%	39%	32%
		C	C		EFG			
Hate it	148	62	65	21	4	75	42	28
	15%	20%	17%	7%	7%	19%	12%	13%
		C	C			F		
Summary								
Top2Box (Love it/like it)	464	112	172	180	21	169	162	113
	47%	36%	44%	62%	38%	43%	48%	54%
			A	AB				DE
Low2Box (Dislike it/hate it)	529	199	220	110	35	227	172	95
	53%	64%	56%	38%	62%	57%	52%	46%
		BC	C		G	G		

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

3_6. (Tupperware or other sales event) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	25	9	10	6	0	13	12	0
	3%	3%	2%	2%	-	3%	4%	-
						G	G	
Like it	262	70	111	81	20	113	88	42
	26%	22%	28%	28%	35%	29%	26%	20%
					G	G		
Dislike it	373	123	138	112	17	148	132	76
	38%	40%	35%	39%	30%	37%	39%	37%
Hate it	333	109	134	90	20	121	103	90
	34%	35%	34%	31%	35%	31%	31%	43%
								EF
Summary								
Top2Box (Love it/like it)	287	79	121	87	20	126	100	42
	29%	25%	31%	30%	35%	32%	30%	20%
					G	G	G	
Low2Box (Dislike it/hate it)	706	233	272	202	37	269	234	166
	71%	75%	69%	70%	65%	68%	70%	80%
								DEF

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

3_7. (Playing board games) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Love it	228	84	77	68	10	94	71	53
	23%	27%	20%	23%	18%	24%	21%	26%
		B						
Like it	506	165	197	144	33	195	182	96
	51%	53%	50%	50%	59%	49%	54%	46%
Dislike it	207	55	87	64	10	80	67	49
	21%	18%	22%	22%	18%	20%	20%	24%
Hate it	52	7	31	14	3	26	14	9
	5%	2%	8%	5%	6%	7%	4%	4%
			A					
Summary								
Top2Box (Love it/like it)	735	249	274	212	43	289	253	150
	74%	80%	70%	73%	76%	73%	76%	72%
		B						
Low2Box (Dislike it/hate it)	259	62	118	78	13	106	81	58
	26%	20%	30%	27%	24%	27%	24%	28%
			A					

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

3. (Top2box Summary) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Celebrating birthdays or other special occasions	967	302	387	278	55	384	325	203
	97%	97%	99%	96%	97%	97%	97%	98%
Food and cocktails	952	301	378	272	54	372	320	206
	96%	97%	96%	94%	96%	94%	96%	99%
								EF
Cooking together	745	256	286	202	43	292	246	164
	75%	82%	73%	70%	76%	74%	74%	79%
		BC						
Playing board games	735	249	274	212	43	289	253	150
	74%	80%	70%	73%	76%	73%	76%	72%
		B						
Book club	464	112	172	180	21	169	162	113
	47%	36%	44%	62%	38%	43%	48%	54%
			A	AB				DE
Crafting	450	142	170	137	26	173	168	84
	45%	46%	43%	47%	46%	44%	50%	40%
							G	
Tupperware or other sales event	287	79	121	87	20	126	100	42
	29%	25%	31%	30%	35%	32%	30%	20%
					G	G	G	

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

3. (Low2box Summary) How much do you enjoy doing the following activities on your Ladies Night In?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Tupperware or other sales event	706	233	272	202	37	269	234	166
	71%	75%	69%	70%	65%	68%	70%	80%
								DEF
Crafting	543	169	222	152	31	223	166	124
	55%	54%	57%	53%	54%	56%	50%	60%
								F
Book club	529	199	220	110	35	227	172	95
	53%	64%	56%	38%	62%	57%	52%	46%
		BC	C		G	G		
Playing board games	259	62	118	78	13	106	81	58
	26%	20%	30%	27%	24%	27%	24%	28%
			A					
Cooking together	248	55	106	87	14	104	88	43
	25%	18%	27%	30%	24%	26%	26%	21%
			A	A				
Food and cocktails	42	11	14	17	2	24	14	2
	4%	3%	4%	6%	4%	6%	4%	1%
						G	G	
Celebrating birthdays or other special occasions	26	9	5	11	2	12	9	4
	3%	3%	1%	4%	3%	3%	3%	2%

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

4. [English] From among the following, who would you most like to be your fantasy guest for your 'Ladies Night In'?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: English respondents	680	243	241	196	19	187	342	132
Weighted	717	212	278	228	30**	287	257	144
The resilient, girl next door - Rachel McAdams	86	35	25	26	3	37	27	19
	12%	16%	9%	11%	11%	13%	10%	13%
		B						
Cheeky, edgy, with a naughty side - Katy Perry	50	28	19	3	3	20	21	6
	7%	13%	7%	1%	11%	7%	8%	4%
		BC	C					
Hilarious, quirky - Tina Fey	264	62	101	101	6	93	105	60
	37%	29%	36%	44%	20%	33%	41%	42%
				A				
The gal who is always up for a fun time - Cameron Diaz	156	47	60	48	8	63	60	25
	22%	22%	22%	21%	26%	22%	23%	17%
Fearless and strong - Beyonce	40	7	20	13	3	18	8	10
	6%	3%	7%	6%	11%	6%	3%	7%
Creative, empowered - Lady Gaga	54	17	19	18	3	24	18	10
	8%	8%	7%	8%	10%	8%	7%	7%
Accomplished entertainer - Madonna	51	12	23	17	2	18	17	14
	7%	6%	8%	7%	6%	6%	7%	10%
Party girl - Kate Moss	15	3	11	2	1	13	1	0
	2%	1%	4%	1%	4%	4%	1%	-
			C			FG		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G Overlap formulae used. ** very small base (under 30) ineligible for sig testing

4. [French] From among the following, who would you most like to be your fantasy guest for your 'Ladies Night In'?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: French respondents	352	158	128	66	28	105	148	71
Weighted	276	100	114	62*	27**	109	77	63*
The resilient, girl next door- Sophie Cadieux,	14	6	5	3	1	4	7	3
	5%	6%	4%	5%	3%	3%	9%	4%
Cheeky, edgy, with a naughty side- Mahée Paiement,	23	14	7	3	1	11	11	1
	8%	14%	6%	4%	3%	10%	14%	1%
		BC				G	G	
Hilarious, quirky and always up for a fun time- Véronique Cloutier	94	25	45	24	8	34	25	26
	34%	25%	39%	40%	29%	31%	33%	42%
			A	A				
Fearless and strong- Sylvie Moreau	46	19	18	9	3	16	12	14
	17%	19%	16%	14%	11%	15%	16%	22%
Creative, empowered- Anne-Marie Cadieux	21	12	5	4	3	7	4	6
	8%	12%	4%	7%	12%	7%	6%	10%
		B						
Accomplished entertainer- Céline Dion	78	25	35	19	11	37	17	14
	28%	25%	30%	30%	41%	34%	22%	21%
						F		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

5. Which of the following accurately describes what a Ladies Night In means to you?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
An opportunity to have a mini-break from your significant other	302	108	118	75	18	107	116	60
	30%	35%	30%	26%	33%	27%	35%	29%
		C					E	
Being part of a 'sisterhood'	435	126	163	146	14	166	166	88
	44%	41%	41%	50%	25%	42%	50%	43%
				AB		D	DE	D
A chance to let your hair down and party with the girls	495	177	195	123	24	194	183	94
	50%	57%	50%	43%	43%	49%	55%	46%
		C					G	
Learn from your friends about fashion trends, recipes and celebrity news	270	94	91	85	14	112	84	59
	27%	30%	23%	29%	25%	28%	25%	29%
		B						
Catching up on juicy gossip	378	164	135	79	21	143	126	87
	38%	53%	34%	27%	37%	36%	38%	42%
		BC						
Venting about personal issues (significant other, kids, work, friendships gone wrong)	565	210	227	128	35	211	189	130
	57%	67%	58%	44%	62%	53%	56%	63%
		BC	C					E
A chance to relax and unwind after a long week at work	535	185	235	115	23	202	186	124
	54%	59%	60%	40%	41%	51%	56%	60%
		C	C					D
None of these	35	11	12	11	1	8	13	13
	3%	4%	3%	4%	1%	2%	4%	6%
								E

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

6_1. (A fun theme) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	156	59	56	41	16	70	49	22
	16%	19%	14%	14%	29%	18%	15%	10%
					FG	G		
Somewhat important	343	92	138	113	17	144	123	59
	35%	29%	35%	39%	30%	36%	37%	28%
				A			G	
Not very important	359	113	149	96	16	142	122	79
	36%	36%	38%	33%	28%	36%	36%	38%
Not at all important	135	47	49	39	7	40	40	48
	14%	15%	12%	14%	13%	10%	12%	23%
								EF
Summary								
Top2Box (Very/somewhat important)	499	151	194	154	33	214	172	80
	50%	48%	49%	53%	59%	54%	51%	39%
					G	G	G	
Low2Box (Not very/not at all important)	494	161	198	135	23	182	162	127
	50%	52%	51%	47%	41%	46%	49%	61%
								DEF

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

6_2. (Delicious finger foods) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	433	127	174	133	19	184	137	94
	44%	41%	44%	46%	33%	46%	41%	45%
Somewhat important	432	138	173	121	29	158	152	92
	43%	44%	44%	42%	51%	40%	46%	45%
Not very important	106	38	37	30	6	45	35	20
	11%	12%	9%	10%	10%	11%	11%	10%
Not at all important	23	9	8	5	4	9	9	1
	2%	3%	2%	2%	6%	2%	3%	1%
					G			
Summary								
Top2Box (Very/somewhat important)	865	264	347	254	47	342	290	186
	87%	85%	88%	88%	83%	86%	87%	90%
Low2Box (Not very/not at all important)	129	47	45	36	9	54	44	21
	13%	15%	12%	12%	17%	14%	13%	10%

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

6_3. (Alcoholic drinks and cocktails) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	276	108	125	43	12	112	90	63
	28%	35%	32%	15%	22%	28%	27%	30%
		C	C					
Somewhat important	374	118	149	107	24	147	127	76
	38%	38%	38%	37%	43%	37%	38%	37%
Not very important	222	52	72	97	12	86	76	48
	22%	17%	18%	34%	21%	22%	23%	23%
				AB				
Not at all important	121	33	46	41	8	52	41	20
	12%	11%	12%	14%	14%	13%	12%	10%
Summary								
Top2Box (Very/somewhat important)	651	227	273	151	37	258	216	139
	66%	73%	70%	52%	65%	65%	65%	67%
		C	C					
Low2Box (Not very/not at all important)	343	85	119	139	20	137	117	68
	34%	27%	30%	48%	35%	35%	35%	33%
				AB				

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

6_4. (Music) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	322	119	123	80	27	130	107	58
	32%	38%	31%	28%	48%	33%	32%	28%
		C			FG			
Somewhat important	424	130	173	121	22	172	143	86
	43%	42%	44%	42%	40%	43%	43%	41%
Not very important	196	50	75	71	5	75	67	50
	20%	16%	19%	25%	9%	19%	20%	24%
				A				D
Not at all important	51	12	21	17	2	19	17	14
	5%	4%	5%	6%	4%	5%	5%	7%
Summary								
Top2Box (Very/somewhat important)	745	249	296	201	49	302	250	143
	75%	80%	75%	69%	88%	76%	75%	69%
		C			G			
Low2Box (Not very/not at all important)	248	63	96	89	7	93	83	64
	25%	20%	25%	31%	12%	24%	25%	31%
				A				D

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

6_5. (Movies) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	120	60	40	21	7	60	35	19
	12%	19%	10%	7%	12%	15%	10%	9%
		BC						
Somewhat important	321	107	131	83	18	129	111	63
	32%	34%	33%	29%	32%	33%	33%	30%
Not very important	396	115	153	128	24	152	138	82
	40%	37%	39%	44%	43%	38%	41%	39%
Not at all important	156	30	68	58	7	54	50	44
	16%	10%	17%	20%	12%	14%	15%	21%
			A	A				E
Summary								
Top2Box (Very/somewhat important)	442	167	171	104	25	189	145	82
	44%	54%	44%	36%	45%	48%	44%	39%
		BC						
Low2Box (Not very/not at all important)	552	145	221	186	31	206	188	126
	56%	46%	56%	64%	55%	52%	56%	61%
			A	A				

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

6_6. (Games and other group activities) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Very important	180	66	56	57	13	89	48	29
	18%	21%	14%	20%	22%	23%	14%	14%
		B				FG		
Somewhat important	368	136	139	93	23	151	127	67
	37%	44%	36%	32%	41%	38%	38%	32%
		BC						
Not very important	332	88	142	103	15	117	126	74
	33%	28%	36%	35%	27%	30%	38%	36%
			A				E	
Not at all important	114	22	55	37	6	38	32	37
	11%	7%	14%	13%	10%	10%	10%	18%
			A	A				EF
Summary								
Top2Box (Very/somewhat important)	547	202	195	150	36	240	176	96
	55%	65%	50%	52%	63%	61%	53%	46%
		BC			G	FG		
Low2Box (Not very/not at all important)	446	110	197	139	21	155	158	112
	45%	35%	50%	48%	37%	39%	47%	54%
			A	A			E	DE

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

6. (Top2box Summary) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Delicious finger foods	865	264	347	254	47	342	290	186
	87%	85%	88%	88%	83%	86%	87%	90%
Music	745	249	296	201	49	302	250	143
	75%	80%	75%	69%	88%	76%	75%	69%
		C			G			
Alcoholic drinks and cocktails	651	227	273	151	37	258	216	139
	66%	73%	70%	52%	65%	65%	65%	67%
		C	C					
Games and other group activities	547	202	195	150	36	240	176	96
	55%	65%	50%	52%	63%	61%	53%	46%
		BC			G	FG		
A fun theme	499	151	194	154	33	214	172	80
	50%	48%	49%	53%	59%	54%	51%	39%
					G	G	G	
Movies	442	167	171	104	25	189	145	82
	44%	54%	44%	36%	45%	48%	44%	39%
		BC						

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

6. (Low2box Summary) To what extent are the following aspects of a 'Ladies Night In' important for its success?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Movies	552	145	221	186	31	206	188	126
	56%	46%	56%	64%	55%	52%	56%	61%
			A	A				
A fun theme	494	161	198	135	23	182	162	127
	50%	52%	51%	47%	41%	46%	49%	61%
								DEF
Games and other group activities	446	110	197	139	21	155	158	112
	45%	35%	50%	48%	37%	39%	47%	54%
			A	A			E	DE
Alcoholic drinks and cocktails	343	85	119	139	20	137	117	68
	34%	27%	30%	48%	35%	35%	35%	33%
				AB				
Music	248	63	96	89	7	93	83	64
	25%	20%	25%	31%	12%	24%	25%	31%
				A				D
Delicious finger foods	129	47	45	36	9	54	44	21
	13%	15%	12%	12%	17%	14%	13%	10%

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

7. What do you gossip about the most during 'Ladies Night In'?

		AGE			EDUCATION			
	Total	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: Have a 'Ladies Night In' at least once a year	1032	401	369	262	47	292	490	203
Weighted	993	312	392	289	57*	396	334	207
Celebrities	83	15	28	40	5	35	30	14
	8%	5%	7%	14%	8%	9%	9%	7%
				AB				
Significant other	123	46	51	26	3	56	46	17
	12%	15%	13%	9%	6%	14%	14%	8%
		C				G	G	
Sex and relationships	315	157	113	45	29	122	96	69
	32%	50%	29%	15%	51%	31%	29%	33%
		BC	C		EFG			
In-laws	23	8	11	3	1	8	6	7
	2%	3%	3%	1%	2%	2%	2%	3%
Co-workers	127	37	65	25	6	47	44	31
	13%	12%	16%	9%	10%	12%	13%	15%
			C					
Neighbours	35	8	12	15	2	14	13	6
	4%	2%	3%	5%	3%	4%	4%	3%
Nothing - I don't gossip	287	41	111	135	11	113	98	65
	29%	13%	28%	47%	20%	29%	29%	31%
			A	AB				

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