



# Canadian Online Omni February 28-March 7, 2011

## Tequilla Banner 2

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

		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	1309	166	118	70	430	431	94	282	372	655	285	1024
Weighted	1309	173	134	85*	501	319	97*	296	364	649	283	1026
More than once a month	98	12	11	9	29	31	7	30	24	44	24	75
	8%	7%	8%	11%	6%	10%	7%	10%	7%	7%	8%	7%
						D						
Once a month	169	14	17	12	66	46	14	34	56	79	43	126
	13%	8%	13%	14%	13%	14%	14%	11%	15%	12%	15%	12%
						A						
Once every couple of months	254	30	30	14	102	63	16	48	74	133	72	182
	19%	17%	22%	16%	20%	20%	16%	16%	20%	20%	25%	18%
											K	
Once every 4 to 6 months	234	32	25	14	87	57	20	27	61	146	67	167
	18%	18%	19%	16%	17%	18%	20%	9%	17%	23%	24%	16%
									G	GH	K	
Once a year	238	36	15	12	80	75	20	49	63	126	48	190
	18%	21%	11%	14%	16%	23%	21%	17%	17%	19%	17%	19%
		B				BD						
Never	316	49	36	25	137	48	21	109	86	121	29	286
	24%	28%	27%	29%	27%	15%	22%	37%	24%	19%	10%	28%
		E	E	E	E			HI				J

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	380	42	41	29	140	94	33	70	99	211	91	289
	38%	34%	42%	48%	38%	35%	44%	38%	36%	40%	36%	39%
Somewhat important	446	60	44	22	175	121	24	84	131	231	115	331
	45%	49%	45%	36%	48%	45%	32%	45%	47%	44%	45%	45%
		F			F	F						
Not very important	130	18	10	8	33	47	14	22	38	70	41	89
	13%	14%	10%	13%	9%	17%	19%	12%	14%	13%	16%	12%
						D	D					
Not at all important	37	3	3	1	17	9	4	11	11	16	7	31
	4%	3%	3%	2%	5%	3%	6%	6%	4%	3%	3%	4%
Summary												
Top2Box (Very/somewhat important)	826	102	85	51	315	215	57	154	230	442	206	620
	83%	83%	87%	84%	86%	79%	75%	82%	83%	84%	81%	84%
					EF							
Low2Box (Not very/not at all important)	168	21	12	10	50	56	19	33	49	86	48	120
	17%	17%	13%	16%	14%	21%	25%	18%	17%	16%	19%	16%
						D	D					

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	637	71	73	38	238	165	52	126	174	336	173	464
	64%	57%	74%	63%	65%	61%	69%	68%	63%	64%	68%	63%
			AE									
Like it	330	47	24	20	114	103	23	56	97	177	75	255
	33%	38%	24%	33%	31%	38%	30%	30%	35%	34%	30%	34%
		B				B						
Dislike it	18	4	2	1	9	2	1	0	6	12	3	15
	2%	4%	2%	1%	2%	1%	1%	-	2%	2%	1%	2%
		E										
Hate it	9	2	0	1	5	1	0	5	1	2	2	6
	1%	1%	-	2%	1%	0	-	3%	0	0	1%	1%
								I				
Summary												
Top2Box (Love it/like it)	967	118	96	58	351	269	75	182	271	513	248	718
	97%	95%	98%	97%	96%	99%	99%	97%	97%	97%	98%	97%
						AD						
Low2Box (Dislike it/hate it)	26	6	2	2	13	2	1	5	7	14	5	21
	3%	5%	2%	3%	4%	1%	1%	3%	3%	3%	2%	3%
		E			E							

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	116	21	18	13	38	22	4	27	34	55	30	86
	12%	17%	18%	22%	11%	8%	5%	14%	12%	10%	12%	12%
		EF	EF	DEF								
Like it	334	43	42	12	129	81	28	67	88	179	75	259
	34%	35%	43%	19%	35%	30%	36%	36%	32%	34%	30%	35%
			CE		C							
Dislike it	371	46	24	25	145	100	30	61	115	194	100	271
	37%	37%	25%	42%	40%	37%	40%	33%	41%	37%	39%	37%
					B	B						
Hate it	173	14	14	10	52	69	14	32	42	99	49	124
	17%	11%	14%	17%	14%	25%	18%	17%	15%	19%	19%	17%
						ABD						
Summary												
Top2Box (Love it/like it)	450	64	60	25	167	103	32	94	122	234	105	345
	45%	52%	61%	41%	46%	38%	42%	50%	44%	44%	41%	47%
		E	CDEF		E							
Low2Box (Dislike it/hate it)	543	60	38	36	197	168	44	93	157	294	149	395
	55%	48%	39%	59%	54%	62%	58%	50%	56%	56%	59%	53%
				B	B	ABD	B					

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	631	83	67	42	231	158	49	119	160	351	175	456
	64%	68%	69%	70%	63%	58%	65%	64%	58%	67%	69%	62%
										H	K	
Like it	321	35	26	18	122	95	25	60	101	160	71	250
	32%	29%	26%	30%	33%	35%	32%	32%	36%	30%	28%	34%
Dislike it	36	5	5	0	8	16	2	8	15	13	5	31
	4%	4%	5%	-	2%	6%	3%	4%	5%	2%	2%	4%
						D			I			
Hate it	6	0	0	0	3	3	0	0	2	3	2	3
	1%	-	-	-	1%	1%	-	0	1%	1%	1%	0
Summary												
Top2Box (Love it/like it)	952	119	93	60	353	253	74	179	261	511	246	706
	96%	96%	95%	100%	97%	93%	97%	96%	94%	97%	97%	95%
					E							
Low2Box (Dislike it/hate it)	42	5	5	0	12	18	2	8	17	16	7	34
	4%	4%	5%	-	3%	7%	3%	4%	6%	3%	3%	5%
						D						

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	249	33	28	14	91	69	13	51	72	126	66	182
	25%	27%	28%	23%	25%	26%	17%	27%	26%	24%	26%	25%
Like it	496	59	49	28	188	134	40	103	141	252	111	385
	50%	47%	50%	46%	51%	49%	53%	55%	51%	48%	44%	52%
											J	
Dislike it	208	30	16	17	71	54	21	27	56	125	61	147
	21%	24%	16%	27%	19%	20%	28%	14%	20%	24%	24%	20%
										G		
Hate it	40	2	5	2	15	14	2	6	9	25	15	25
	4%	1%	6%	3%	4%	5%	2%	3%	3%	5%	6%	3%
Summary												
Top2Box (Love it/like it)	745	92	77	42	278	203	53	154	213	377	178	567
	75%	75%	78%	70%	76%	75%	70%	83%	77%	72%	70%	77%
								I				
Low2Box (Dislike it/hate it)	248	31	21	18	86	68	23	33	65	150	76	173
	25%	25%	22%	30%	24%	25%	30%	17%	23%	28%	30%	23%
										G		

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	85	13	14	6	32	15	6	12	22	50	21	64
	9%	10%	14%	11%	9%	5%	8%	7%	8%	10%	8%	9%
			E									
Like it	379	58	35	18	157	82	30	73	110	197	92	287
	38%	47%	36%	29%	43%	30%	39%	39%	40%	37%	36%	39%
		CE			E							
Dislike it	381	39	38	24	128	119	33	79	103	199	94	287
	38%	32%	39%	39%	35%	44%	44%	42%	37%	38%	37%	39%
						AD						
Hate it	148	14	11	13	49	55	7	23	43	82	46	102
	15%	11%	11%	21%	13%	20%	9%	12%	15%	16%	18%	14%
						ADF						
Summary												
Top2Box (Love it/like it)	464	71	49	24	188	97	35	85	132	247	113	351
	47%	57%	50%	40%	52%	36%	47%	45%	47%	47%	45%	47%
		E	E		E							
Low2Box (Dislike it/hate it)	529	53	49	36	176	174	40	102	146	281	140	389
	53%	43%	50%	60%	48%	64%	53%	55%	53%	53%	55%	53%
						ABD						

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	25	4	5	3	7	5	1	2	13	10	12	14
	3%	3%	5%	4%	2%	2%	2%	1%	5%	2%	5%	2%
									GI		K	
Like it	262	42	31	19	103	49	19	58	70	134	74	188
	26%	34%	31%	31%	28%	18%	25%	31%	25%	25%	29%	25%
		E	E	E	E							
Dislike it	373	46	36	26	146	93	26	71	106	196	89	284
	38%	38%	37%	42%	40%	34%	34%	38%	38%	37%	35%	38%
Hate it	333	31	26	13	109	124	30	56	90	188	79	254
	34%	25%	27%	22%	30%	46%	39%	30%	32%	36%	31%	34%
						ABCD	A					
Summary												
Top2Box (Love it/like it)	287	46	36	21	110	54	20	60	83	144	86	201
	29%	37%	37%	36%	30%	20%	27%	32%	30%	27%	34%	27%
		E	E	E	E							
Low2Box (Dislike it/hate it)	706	77	62	39	255	218	55	127	196	384	168	539
	71%	63%	63%	64%	70%	80%	73%	68%	70%	73%	66%	73%
						ABCD						

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Love it	228	27	35	19	75	59	14	49	73	106	52	177
	23%	22%	35%	31%	21%	22%	18%	26%	26%	20%	20%	24%
			ADEF									
Like it	506	66	44	32	187	137	40	96	127	284	130	376
	51%	54%	45%	54%	51%	50%	53%	51%	45%	54%	51%	51%
										H		
Dislike it	207	28	15	8	82	54	19	37	66	104	54	153
	21%	23%	16%	13%	23%	20%	25%	20%	24%	20%	21%	21%
Hate it	52	2	3	1	21	22	3	6	13	34	17	35
	5%	2%	3%	2%	6%	8%	4%	3%	5%	6%	7%	5%
						A						
Summary												
Top2Box (Love it/like it)	735	93	79	51	262	196	54	144	200	390	182	553
	74%	76%	81%	85%	72%	72%	71%	77%	72%	74%	72%	75%
Low2Box (Dislike it/hate it)	259	30	19	9	103	76	22	43	78	138	71	187
	26%	24%	19%	15%	28%	28%	29%	23%	28%	26%	28%	25%

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Celebrating birthdays or other special occasions	967	118	96	58	351	269	75	182	271	513	248	718
	97%	95%	98%	97%	96%	99%	99%	97%	97%	97%	98%	97%
						AD						
Food and cocktails	952	119	93	60	353	253	74	179	261	511	246	706
	96%	96%	95%	100%	97%	93%	97%	96%	94%	97%	97%	95%
					E							
Cooking together	745	92	77	42	278	203	53	154	213	377	178	567
	75%	75%	78%	70%	76%	75%	70%	83%	77%	72%	70%	77%
								I				
Playing board games	735	93	79	51	262	196	54	144	200	390	182	553
	74%	76%	81%	85%	72%	72%	71%	77%	72%	74%	72%	75%
Book club	464	71	49	24	188	97	35	85	132	247	113	351
	47%	57%	50%	40%	52%	36%	47%	45%	47%	47%	45%	47%
		E	E		E							
Crafting	450	64	60	25	167	103	32	94	122	234	105	345
	45%	52%	61%	41%	46%	38%	42%	50%	44%	44%	41%	47%
		E	CDEF		E							
Tupperware or other sales event	287	46	36	21	110	54	20	60	83	144	86	201
	29%	37%	37%	36%	30%	20%	27%	32%	30%	27%	34%	27%
		E	E	E	E							

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Tupperware or other sales event	706	77	62	39	255	218	55	127	196	384	168	539
	71%	63%	63%	64%	70%	80%	73%	68%	70%	73%	66%	73%
						ABCD						
Crafting	543	60	38	36	197	168	44	93	157	294	149	395
	55%	48%	39%	59%	54%	62%	58%	50%	56%	56%	59%	53%
				B	B	ABD	B					
Book club	529	53	49	36	176	174	40	102	146	281	140	389
	53%	43%	50%	60%	48%	64%	53%	55%	53%	53%	55%	53%
						ABD						
Playing board games	259	30	19	9	103	76	22	43	78	138	71	187
	26%	24%	19%	15%	28%	28%	29%	23%	28%	26%	28%	25%
Cooking together	248	31	21	18	86	68	23	33	65	150	76	173
	25%	25%	22%	30%	24%	25%	30%	17%	23%	28%	30%	23%
										G		
Food and cocktails	42	5	5	0	12	18	2	8	17	16	7	34
	4%	4%	5%	-	3%	7%	3%	4%	6%	3%	3%	5%
						D						
Celebrating birthdays or other special occasions	26	6	2	2	13	2	1	5	7	14	5	21
	3%	5%	2%	3%	4%	1%	1%	3%	3%	3%	2%	3%
		E			E							

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

		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: English respondents	680	122	88	49	296	72	53	119	188	373	165	515
Weighted	717	120	97*	59*	338	50*	53*	133	195	389	182	535
The resilient, girl next door - Rachel McAdams	86	22	13	12	33	5	3	15	32	39	17	69
	12%	18%	13%	20%	10%	10%	5%	11%	16%	10%	9%	13%
		DF		F								
Cheeky, edgy, with a naughty side - Katy Perry	50	5	7	5	27	2	4	7	18	25	25	25
	7%	4%	7%	8%	8%	4%	8%	5%	9%	7%	14%	5%
											K	
Hilarious, quirky - Tina Fey	264	40	44	15	129	21	16	45	72	147	59	205
	37%	33%	45%	25%	38%	42%	30%	34%	37%	38%	32%	38%
			C									
The gal who is always up for a fun time - Cameron Diaz	156	26	26	14	64	11	15	33	31	92	38	118
	22%	22%	27%	24%	19%	23%	28%	25%	16%	24%	21%	22%
										H		
Fearless and strong - Beyonce	40	7	2	4	20	3	4	9	10	21	10	29
	6%	6%	2%	7%	6%	7%	7%	7%	5%	5%	6%	6%
Creative, empowered - Lady Gaga	54	11	4	6	28	3	2	9	12	34	16	39
	8%	10%	4%	10%	8%	5%	4%	7%	6%	9%	9%	7%
Accomplished entertainer - Madonna	51	6	2	2	30	3	7	9	16	26	11	40
	7%	5%	2%	4%	9%	7%	14%	7%	8%	7%	6%	7%
					B		B					
Party girl - Kate Moss	15	2	0	2	7	1	3	5	5	6	6	9
	2%	2%	-	3%	2%	2%	5%	3%	3%	1%	4%	2%
							B					

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

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

		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: French respondents	352	4	1	1	24	301	21	69	110	173	90	262
Weighted	276	4**	1**	1**	26**	221	22**	54*	83*	139	71*	205
The resilient, girl next door- Sophie Cadieux,	14	0	0	0	2	9	2	3	6	5	5	9
	5%	-	-	-	9%	4%	10%	5%	8%	3%	7%	4%
Cheeky, edgy, with a naughty side- Mahée Paiement,	23	1	0	0	1	19	2	8	7	8	8	15
	8%	22%	-	-	3%	9%	11%	15%	8%	6%	12%	7%
								I				
Hilarious, quirky and always up for a fun time- Véronique Cloutier	94	1	1	1	14	70	6	14	28	51	19	74
	34%	29%	100%	100%	55%	32%	26%	26%	34%	37%	27%	36%
Fearless and strong- Sylvie Moreau	46	1	0	0	4	38	2	6	12	28	12	33
	17%	30%	-	-	16%	17%	11%	11%	15%	20%	18%	16%
Creative, empowered- Anne-Marie Cadieux	21	0	0	0	1	16	4	3	9	9	6	15
	8%	-	-	-	5%	7%	19%	5%	11%	7%	9%	7%
Accomplished entertainer- Céline Dion	78	1	0	0	3	69	5	20	21	37	19	59
	28%	19%	-	-	12%	31%	24%	37%	25%	27%	27%	29%

Proportions/Mean: 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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
An opportunity to have a mini-break from your significant other	302	37	31	21	121	73	19	46	86	170	92	210
	30%	30%	32%	34%	33%	27%	25%	25%	31%	32%	36%	28%
											K	
Being part of a 'sisterhood'	435	66	49	32	165	91	30	72	116	247	102	333
	44%	54%	50%	54%	45%	34%	40%	38%	42%	47%	40%	45%
		E	E	E	E							
A chance to let your hair down and party with the girls	495	61	42	33	196	124	40	95	140	260	128	368
	50%	49%	43%	55%	54%	46%	52%	51%	50%	49%	50%	50%
					E							
Learn from your friends about fashion trends, recipes and celebrity news	270	40	20	15	81	96	18	56	73	142	62	209
	27%	32%	21%	25%	22%	35%	24%	30%	26%	27%	24%	28%
		D				BD						
Catching up on juicy gossip	378	43	34	30	137	105	29	80	92	206	86	291
	38%	35%	35%	50%	38%	39%	38%	43%	33%	39%	34%	39%
								H				
Venting about personal issues (significant other, kids, work, friendships gone wrong)	565	61	48	37	218	160	40	103	150	311	151	413
	57%	49%	49%	62%	60%	59%	53%	55%	54%	59%	60%	56%
A chance to relax and unwind after a long week at work	535	72	56	28	201	137	40	93	150	292	137	398
	54%	59%	58%	47%	55%	50%	53%	50%	54%	55%	54%	54%
None of these	35	4	6	3	6	14	1	5	9	21	5	29
	3%	3%	6%	5%	2%	5%	1%	2%	3%	4%	2%	4%
			D			D						

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	156	11	22	14	56	43	10	46	48	62	49	108
	16%	9%	22%	23%	15%	16%	13%	24%	17%	12%	19%	15%
			A	A				I	I			
Somewhat important	343	46	34	12	126	99	26	60	102	180	85	258
	35%	37%	34%	20%	35%	37%	34%	32%	37%	34%	33%	35%
		C				C						
Not very important	359	52	29	30	130	88	29	60	89	210	92	267
	36%	42%	30%	50%	36%	33%	39%	32%	32%	40%	36%	36%
				BE						H		
Not at all important	135	14	13	4	52	41	10	21	39	75	29	107
	14%	12%	13%	7%	14%	15%	14%	11%	14%	14%	11%	14%
Summary												
Top2Box (Very/somewhat important)	499	58	55	26	182	142	36	106	150	243	133	366
	50%	47%	57%	43%	50%	52%	48%	57%	54%	46%	53%	49%
								I	I			
Low2Box (Not very/not at all important)	494	66	42	35	182	129	40	81	128	285	120	374
	50%	53%	43%	57%	50%	48%	52%	43%	46%	54%	47%	51%
										GH		

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	433	54	51	27	177	93	31	89	112	232	112	321
	44%	43%	53%	44%	49%	34%	41%	48%	40%	44%	44%	43%
			E		E							
Somewhat important	432	57	40	26	152	117	39	71	125	236	111	320
	43%	46%	41%	44%	42%	43%	52%	38%	45%	45%	44%	43%
Not very important	106	12	7	7	29	46	5	20	32	54	22	84
	11%	10%	7%	12%	8%	17%	7%	11%	11%	10%	9%	11%
						BDF						
Not at all important	23	1	0	0	6	15	0	8	9	6	8	15
	2%	1%	-	-	2%	6%	-	4%	3%	1%	3%	2%
						ABDF		I	I			
Summary												
Top2Box (Very/somewhat important)	865	110	91	53	330	210	70	160	238	467	224	641
	87%	89%	93%	88%	90%	78%	93%	85%	85%	89%	88%	87%
		E	E		E		E					
Low2Box (Not very/not at all important)	129	13	7	7	35	61	5	27	41	60	30	99
	13%	11%	7%	12%	10%	22%	7%	15%	15%	11%	12%	13%
						ABDF						

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	276	29	26	19	103	75	24	54	63	160	74	202
	28%	24%	26%	32%	28%	28%	32%	29%	22%	30%	29%	27%
										H		
Somewhat important	374	42	33	25	140	102	32	66	97	211	103	272
	38%	34%	34%	41%	38%	38%	43%	35%	35%	40%	41%	37%
Not very important	222	31	22	10	83	61	15	40	73	109	54	168
	22%	25%	23%	17%	23%	23%	19%	21%	26%	21%	21%	23%
Not at all important	121	21	17	6	39	33	5	27	46	48	23	97
	12%	17%	17%	10%	11%	12%	6%	14%	16%	9%	9%	13%
		F	F						I			
Summary												
Top2Box (Very/somewhat important)	651	71	59	44	243	177	57	120	160	370	176	474
	66%	58%	60%	73%	67%	65%	75%	64%	57%	70%	70%	64%
							A			H		
Low2Box (Not very/not at all important)	343	52	39	16	122	94	19	67	119	157	77	266
	34%	42%	40%	27%	33%	35%	25%	36%	43%	30%	30%	36%
		F							I			

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	322	38	35	16	120	93	20	69	101	152	90	232
	32%	31%	35%	26%	33%	34%	27%	37%	36%	29%	36%	31%
									I			
Somewhat important	424	50	33	27	150	120	42	92	112	219	113	310
	43%	40%	34%	45%	41%	44%	56%	49%	40%	42%	45%	42%
							ABD					
Not very important	196	29	24	10	75	48	10	20	55	122	39	157
	20%	23%	25%	17%	20%	18%	14%	10%	20%	23%	15%	21%
									G	G		
Not at all important	51	7	5	7	20	10	3	7	10	35	11	40
	5%	5%	6%	12%	5%	4%	3%	4%	4%	7%	4%	5%
				E								
Summary												
Top2Box (Very/somewhat important)	745	88	68	43	270	214	63	161	213	371	203	542
	75%	71%	70%	71%	74%	79%	83%	86%	77%	70%	80%	73%
								HI			K	
Low2Box (Not very/not at all important)	248	35	30	17	95	58	13	26	65	156	50	198
	25%	29%	30%	29%	26%	21%	17%	14%	23%	30%	20%	27%
									G	G		J

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	120	12	20	7	48	22	10	36	42	42	36	85
	12%	10%	21%	12%	13%	8%	14%	19%	15%	8%	14%	11%
			AE					I	I			
Somewhat important	321	45	38	23	137	63	16	65	95	162	87	234
	32%	36%	38%	38%	38%	23%	21%	35%	34%	31%	34%	32%
		EF	EF	E	EF							
Not very important	396	46	28	22	129	131	39	67	99	230	95	301
	40%	37%	29%	37%	35%	48%	52%	36%	35%	44%	38%	41%
						ABD	BD			H		
Not at all important	156	21	12	8	50	55	10	19	43	94	35	120
	16%	17%	12%	13%	14%	20%	14%	10%	15%	18%	14%	16%
						D				G		
Summary												
Top2Box (Very/somewhat important)	442	57	58	30	185	86	26	101	137	204	123	319
	44%	46%	59%	50%	51%	32%	35%	54%	49%	39%	48%	43%
		E	EF	E	EF			I	I			
Low2Box (Not very/not at all important)	552	67	40	30	179	185	49	86	142	324	130	421
	56%	54%	41%	50%	49%	68%	65%	46%	51%	61%	52%	57%
						ABCD	BD			GH		

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Very important	180	18	29	15	62	45	10	45	68	66	52	128
	18%	15%	30%	25%	17%	17%	13%	24%	25%	12%	20%	17%
			ADEF					I	I			
Somewhat important	368	51	38	23	144	84	28	76	101	190	109	259
	37%	41%	39%	37%	39%	31%	38%	41%	36%	36%	43%	35%
					E						K	
Not very important	332	44	23	16	118	100	31	53	79	200	67	265
	33%	36%	24%	26%	32%	37%	41%	29%	28%	38%	26%	36%
						B	B			GH		J
Not at all important	114	10	8	7	40	42	7	12	30	72	26	88
	11%	8%	8%	12%	11%	15%	9%	6%	11%	14%	10%	12%
										G		
Summary												
Top2Box (Very/somewhat important)	547	69	67	38	206	130	38	122	170	256	160	387
	55%	56%	69%	62%	56%	48%	50%	65%	61%	49%	63%	52%
			EF		E			I	I		K	
Low2Box (Not very/not at all important)	446	55	31	23	159	142	37	65	109	272	93	353
	45%	44%	31%	38%	44%	52%	50%	35%	39%	51%	37%	48%
						BD	B			GH		J

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Delicious finger foods	865	110	91	53	330	210	70	160	238	467	224	641
	87%	89%	93%	88%	90%	78%	93%	85%	85%	89%	88%	87%
		E	E		E		E					
Music	745	88	68	43	270	214	63	161	213	371	203	542
	75%	71%	70%	71%	74%	79%	83%	86%	77%	70%	80%	73%
								HI			K	
Alcoholic drinks and cocktails	651	71	59	44	243	177	57	120	160	370	176	474
	66%	58%	60%	73%	67%	65%	75%	64%	57%	70%	70%	64%
							A			H		
Games and other group activities	547	69	67	38	206	130	38	122	170	256	160	387
	55%	56%	69%	62%	56%	48%	50%	65%	61%	49%	63%	52%
			EF		E			I	I		K	
A fun theme	499	58	55	26	182	142	36	106	150	243	133	366
	50%	47%	57%	43%	50%	52%	48%	57%	54%	46%	53%	49%
								I	I			
Movies	442	57	58	30	185	86	26	101	137	204	123	319
	44%	46%	59%	50%	51%	32%	35%	54%	49%	39%	48%	43%
		E	EF	E	EF			I	I			

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Movies	552	67	40	30	179	185	49	86	142	324	130	421
	56%	54%	41%	50%	49%	68%	65%	46%	51%	61%	52%	57%
						ABCD	BD			GH		
A fun theme	494	66	42	35	182	129	40	81	128	285	120	374
	50%	53%	43%	57%	50%	48%	52%	43%	46%	54%	47%	51%
										GH		
Games and other group activities	446	55	31	23	159	142	37	65	109	272	93	353
	45%	44%	31%	38%	44%	52%	50%	35%	39%	51%	37%	48%
						BD	B			GH		J
Alcoholic drinks and cocktails	343	52	39	16	122	94	19	67	119	157	77	266
	34%	42%	40%	27%	33%	35%	25%	36%	43%	30%	30%	36%
		F							I			
Music	248	35	30	17	95	58	13	26	65	156	50	198
	25%	29%	30%	29%	26%	21%	17%	14%	23%	30%	20%	27%
									G	G		J
Delicious finger foods	129	13	7	7	35	61	5	27	41	60	30	99
	13%	11%	7%	12%	10%	22%	7%	15%	15%	11%	12%	13%
						ABDF						

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

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

		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: Have a 'Ladies Night In' at least once a year	1032	126	89	50	320	373	74	188	298	546	255	777
Weighted	993	124	98*	60*	365	271	76*	187	278	528	253	740
Celebrities	83	10	7	3	36	23	4	15	22	46	18	66
	8%	8%	8%	6%	10%	8%	5%	8%	8%	9%	7%	9%
Significant other	123	13	13	11	41	38	8	18	37	68	35	88
	12%	10%	13%	18%	11%	14%	11%	10%	13%	13%	14%	12%
Sex and relationships	315	32	26	17	109	103	29	79	76	160	94	221
	32%	26%	26%	27%	30%	38%	38%	42%	27%	30%	37%	30%
						ABD		HI			K	
In-laws	23	3	2	2	14	1	1	4	4	15	5	18
	2%	3%	2%	3%	4%	0	1%	2%	1%	3%	2%	2%
					E							
Co-workers	127	17	12	6	46	37	9	14	50	63	34	92
	13%	14%	13%	9%	13%	13%	12%	7%	18%	12%	13%	12%
									GI			
Neighbours	35	5	5	4	14	5	2	11	15	9	7	28
	4%	4%	5%	7%	4%	2%	3%	6%	5%	2%	3%	4%
				E				I	I			
Nothing - I don't gossip	287	44	33	18	105	65	23	47	74	166	60	227
	29%	36%	33%	30%	29%	24%	30%	25%	27%	32%	24%	31%
		E										

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