

A Ladies' Night In: Cocktails and Gossip

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Important to the Success of a Ladies' Night In,
Just Three in Ten (29%) Women Say They Don't Gossip*

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Toronto, ON – What could beat a ladies' night in with good friends and good drink? A new Ipsos Reid poll, conducted on Sauza Tequila suggests that Canadian women enjoy their ladies' night in, and that camaraderie and cocktails are essential to a successful evening.

Three quarters (76%) of Canadian women say they have ladies' nights in with their girlfriends, including 8% who have one more than once a month, 13% who have one about once a month, two in ten (19%) who have one every couple of months, two in ten (18%) who have one every four to six months, and two in ten (18%) who have one about once a year. Just one quarter (24%) of Canadian women, disproportionately skewing to those who are older than 55 years of age, say they never celebrate a ladies' night in.

Among those who have a ladies' night in from time to time, two in three (66%) say that having alcoholic drinks and cocktails are 'important' (28% very/38% somewhat) to the success of their party'. Other items that are important to the success of their ladies' night in include delicious finger foods (87%, 44% very/43% somewhat), music (75%, 32% very/43% somewhat), games and group activities (55%, 18% very/37% somewhat), a fun theme (50%, 16% very/35% somewhat), and movies (44%, 12% very/32% somewhat).

Eight in ten (83%) women who attend ladies' nights in say that they are 'important' (38% very/45% somewhat) to them. In fact, just two in ten (17%) say they're not important to them

(4% not at all/13% not very). But what does a ladies' night in mean to Canadian women? A majority (57%) believes it's all about 'venting about personal issues like a significant other, kids, work, friendships gone wrong', etc, while a similar proportion (54%) thinks it's 'a chance to relax and unwind after a long week at work'. For one half (50%) of women, it's 'a chance to let your hair down and party with the girls', while nearly half (44%) say it's about 'being part of a sisterhood'. Others think it's about 'catching up on juicy gossip' (38%), 'an opportunity to have a mini-break from your significant other' (30%), or a chance to 'learn from your friends about fashion trends, recipes and celebrity news'. Just 3% think a ladies' night in is not about any of these things.

When the ladies get together, good conversation – also known as gossip – is no doubt a central focus of the evening. While three in ten (29%) women maintain that they don't gossip at their ladies' night in, others say that they tend to gossip the most about sex and relationships (32%), their co-workers (13%), their significant other (12%), celebrities (8%), their neighbours (4%), or their in-laws (2%).

Thinking about the kinds of activities they enjoy during a ladies' night in, most (97%) say they like (64% love/33% like) to celebrate a birthday or other special occasion through a ladies' night in, while others like to indulge in food and cocktails (96%, 64% love/32% like), cooking together (75%, 25% love/50% like), playing board games (74%, 23% love/51% like), participating in a book club (47%, 8% love/38% like) or attending a tupperware party or other sales event (29%, 3% love/26% like), or crafting (45%, 12% love/34% like).

With celebrities being a topic of conversation for many women enjoying a ladies' night in, those surveyed were given a list of eight celebrities and asked which celebrity they would most like to attend their ladies' night in as their fantasy guest. Four in ten (37%) would



choose the hilarious and quirky Tina Fey, while two in ten (22%) would opt for Cameron Diaz, a girl who is always up for a fun time. In third-place is Rachel McAdams (12%), the quintessential girl next door. Others would choose Lady Gaga (8%), Katy Perry (7%), Madonna (7%), Beyonce (6%) or Kate Moss (2%).

Francophones were provided with a separate list of six celebrities, however, and one in three (34%) Quebecois women would want to invite Veronique Cloutier in all her hilarity and quiriness. In a close second is accomplished entertainer Celine Dion (28%), with the fearless and strong Sylvie Moreau (17%) in third place. Fewer women would most want to invite Anne-Marie Cadieux (8%), Mahee Paiement (8%), or Sophie Cadieux (5%).

These are some of the findings of an Ipsos Reid poll conducted on behalf of Sauza Tequila. For this survey, a sample of 1,032 women from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of women in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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