

# CROP – PANORAMA

CANADA

O192. When entertaining at home, to impress one's guest with the way they are recieved and the food they are served

	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25-40M	40-60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
Population:	26502	12728	13774	3102	4341	4414	5296	4169	4711	3175	3210	3411	11264	5998	19165	11732	8640	5984	8441	6023	11566
Sample:	2451	1022	1429	237	351	266	482	534	553	254	284	388	1091	1050	1325	734	696	1009	716	940	767
Very important	31%	28%	33%	30%	23%	29%	27%	33%	43%	31%	43%	38%	29%	43%	26%	34%	29%	26%	25%	41%	29%
Fairly important	48%	49%	47%	54%	55%	49%	46%	48%	40%	43%	36%	50%	50%	49%	48%	48%	45%	53%	47%	47%	49%
Not particularly important	17%	18%	17%	13%	18%	21%	21%	15%	14%	19%	18%	8%	17%	8%	21%	14%	21%	19%	22%	10%	18%
Not important at all	4%	6%	2%	2%	4%	1%	5%	4%	3%	6%	3%	3%	4%	1%	5%	4%	4%	2%	5%	2%	4%
DNK/NA	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

CANADA

O192. When entertaining at home, to impress one's guest with the way they are recieved and the food they are served

	Born in Canada			Household with children			Occupation				Community Size*				Regions						
	Total	Yes	No	12 -	13 - 17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK	AL-BERTA	B.C.	CAN. LESS QUE
Population:	26502	21976	4508	5874	3827	17844	4369	2269	3216	4269	11249	7400	3090	4763	1869	6401	10099	1735	2876	3522	20101
Sample:	2451	2137	311	459	271	1789	477	219	262	258	994	655	303	499	268	1123	438	178	194	250	1328
Very important	31%	29%	38%	25%	23%	33%	27%	26%	27%	28%	31%	30%	27%	34%	22%	42%	31%	28%	20%	24%	27%
Fairly important	48%	48%	47%	53%	48%	47%	48%	45%	54%	51%	48%	48%	47%	49%	53%	49%	45%	50%	49%	51%	48%
Not particularly important	17%	18%	14%	20%	25%	16%	19%	27%	18%	15%	18%	16%	22%	14%	14%	8%	20%	17%	26%	20%	20%
Not important at all	4%	4%	1%	2%	4%	4%	6%	1%	1%	6%	2%	6%	4%	3%	11%	1%	3%	5%	5%	5%	5%
DNK/NA	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

\* Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitants

QUÉBEC

O192. When entertaining at home, to impress one's guest with the way they are received and the food they are served																					
	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25-40M	40-60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
Population:	6401	3255	3146	525	952	1186	1344	1025	1345	1051	1153	1034	2218	5367	661	3416	1744	1211	499	4079	1772
Sample:	1123	486	637	103	158	141	223	255	236	135	144	195	479	996	97	382	290	447	95	800	218
Very important	42%	37%	48%	48%	43%	35%	36%	40%	53%	31%	54%	48%	43%	43%	33%	44%	39%	41%	37%	42%	45%
Fairly important	49%	52%	45%	45%	50%	49%	55%	51%	42%	50%	40%	44%	49%	49%	51%	46%	53%	51%	53%	51%	41%
Not particularly important	8%	10%	6%	4%	6%	16%	8%	8%	5%	18%	6%	5%	7%	8%	15%	9%	6%	9%	10%	6%	13%
Not important at all	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	0%	2%	0%	1%	1%	1%	2%	0%	0%	1%	1%
DNK/NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

QUÉBEC

O192. When entertaining at home, to impress one's guest with the way they are received and the food they are served																					
	Born in Canada			Own or rent your home		Household with children			Occupation				Community Size*				Regions				
	Total	Yes	No	Own	Rent	12 - 17	13 - 17	None	PROF ADM	TECH	OFF.SALE SERV	MAN. WORK	A	B	C	D	Montréal	Québec city	Rest of Québec	Outside Québec	
Population:	6401	5551	842	4284	2091	1544	796	4373	896	756	621	861	3056	1305	761	1278	3092	323	2988	3309	
Sample:	1123	1017	104	803	313	226	112	819	213	111	114	106	525	254	124	220	526	70	528	597	
Very important	42%	41%	53%	43%	41%	39%	35%	43%	41%	35%	36%	37%	42%	49%	29%	43%	43%	43%	42%	42%	
Fairly important	49%	50%	44%	49%	48%	56%	55%	47%	51%	44%	50%	55%	47%	46%	54%	53%	46%	50%	51%	51%	
Not particularly important	8%	9%	3%	7%	11%	4%	8%	10%	7%	21%	12%	7%	10%	4%	15%	3%	10%	7%	6%	6%	
Not important at all	1%	1%	0%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	
DNK/NA	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

\* Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitants

CANADA WITHOUT QUÉBEC

O192. When entertaining at home, to impress one's guest with the way they are received and the food they are served																					
	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25-40M	40-60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
<b>Population:</b>	20101	9473	10628	2576	3390	3228	3952	3144	3366	2124	2057	2377	9046	631	18504	8316	6896	4773	7942	1945	9793
<b>Sample:</b>	1328	536	792	134	193	125	259	279	317	119	140	193	612	54	1228	352	406	562	621	140	549
<b>Very important</b>	27%	24%	29%	27%	18%	27%	24%	30%	38%	31%	37%	34%	25%	44%	26%	30%	26%	22%	24%	38%	27%
<b>Fairly important</b>	48%	48%	48%	56%	56%	49%	43%	47%	40%	40%	34%	52%	50%	50%	48%	49%	44%	53%	47%	38%	51%
<b>Not particularly important</b>	20%	20%	20%	15%	21%	23%	26%	18%	17%	20%	25%	9%	20%	6%	21%	16%	25%	21%	23%	19%	19%
<b>Not important at all</b>	5%	7%	2%	2%	5%	1%	6%	5%	4%	9%	5%	4%	4%	1%	5%	5%	5%	3%	6%	4%	4%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%

CANADA WITHOUT QUÉBEC

O192. When entertaining at home, to impress one's guest with the way they are received and the food they are served																					
	Born in Canada		Household with children			Occupation				Community Size*				Regions							
	Total	Yes	No	12 -	13 - 17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK	AL-BERTA	B.C.	CAN. LESS QUE
<b>Population:</b>	20101	16425	3665	4330	3031	13471	3473	1514	2595	3409	8193	6094	2329	3485	1869	0	10099	1735	2876	3522	20101
<b>Sample:</b>	1328	1120	207	233	159	970	264	108	148	152	469	401	179	279	268	0	438	178	194	250	1328
<b>Very important</b>	27%	25%	35%	20%	20%	30%	23%	21%	24%	26%	27%	25%	26%	31%	22%	0%	31%	28%	20%	24%	27%
<b>Fairly important</b>	48%	48%	48%	52%	46%	47%	47%	45%	55%	49%	49%	48%	44%	48%	53%	0%	45%	50%	49%	51%	48%
<b>Not particularly important</b>	20%	21%	16%	26%	29%	18%	23%	31%	19%	16%	21%	19%	25%	17%	14%	0%	20%	17%	26%	20%	20%
<b>Not important at all</b>	5%	5%	1%	2%	4%	5%	8%	2%	1%	8%	3%	7%	5%	4%	11%	0%	3%	5%	5%	5%	5%
<b>DNK/NA</b>	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

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