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Methodology:

Results are based on an online study conducted from May 7 to May 11, 2018, among 836 adults in Canada who drink beer or cider. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Which of the following statements best describes what you would do?

Only consume the six-pack you brought – 62%
Consume anything, as long as it's not more than a six-pack – 25%
Consume anything, even if it's more than a six-pack – 5%

Canadians Have Differing Views on BBQ Drinking Etiquette

More than half say they only consume the beer or cider they bring to a party or barbecue.

Vancouver, BC [June 29, 2018] – As the country prepares for Canada Day celebrations, the conduct of Canadians who consume alcohol at a “BYOB” party or barbecue differs greatly by gender, age and region, a new Research Co. poll has found.

The online survey of a representative national sample asked Canadians who drink beer or cider to suppose they had just arrived at a party or barbecue and placed a six-pack of beer or cider they brought into a large cooler that was being used by everybody.

Across the country, three-in-five respondents (62%) say they would only drink the beer or cider they brought themselves.

One-in-four respondents (25%) say they would help themselves to any beer or cider that is in the cooler, but making sure not to consume more than six cans.

One-in-twenty respondents (5%) say they would drink any beer or cider that is in the cooler, even if more than six cans are consumed.

Women are more likely than men to say they would only consume what they brought to the party or barbecue (69% to 55%).

Conversely, men are more likely to say they would try anything in the cooler and keep a six-can maximum (30% to 20%) or drink anything, even if it's more than the six-pack they brought themselves (8% to 2%).

Respondents aged 55 and over are less likely to only drink what they brought to the party or barbecue (54%) than those aged 35-to-54 (58%) and those aged 18-to-34 (73%).

“Millennials have sometimes been labelled as egotistical,” says Mario Canseco, President at Research Co. “But on this matter, they are more likely to steer clear of other people’s booze than their older counterparts.”

Atlantic Canadians are the most likely to say they would only drink what they brought to the party or barbecue (75%), followed by Albertans (72%), residents of Manitoba and Saskatchewan (70%), British Columbians (69%) and Ontarians (64%).

Quebecers are the least likely to only consume the six-pack they brought (47%, compared to the national average of 62%) and the



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most likely to consume more than six cans at the party (11%, compared to the national average of 5%).

Two thirds of Conservative Party voters in the last federal election (68%) would only consume what they brought, along with 64% of Liberal Party voters and 60% of New Democratic Party (NDP) voters.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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