

Canadians And Dieting

One In Four Canadians (26%) Are Currently Trying To Lose Weight Or Would Like To Lose Weight Through Diet

One-Third Of Carb-Watchers (34%) Look To Cut Back On Alcoholic Beverages As Part Of Their Dieting Plans

And, 23% Of All Canadians Indicate Likelihood To Buy An Alcoholic Beverage That Has Zero Carbs



Public Release Date: Monday, July 19th, 2004 at 9:00 a.m. (E.D.T)

Ipsos-Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos-Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos-Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit

www.ipsos.ca

For copies of other news releases, please visit

<http://www.ipsos-na.com/news/>

© Ipsos-Reid

Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal



CANADIANS AND DIETING

One In Four Canadians (26%) Are Currently Trying To Lose Weight Or Would Like To Lose Weight Through Diet

One-Third Of Carb-Watchers (34%) Look To Cut Back On Alcoholic Beverages As Part Of Their Dieting Plans

And, 23% Of All Canadians Indicate Likelihood To Buy An Alcoholic Beverage That Has Zero Carbs

Toronto, ON - A full one-quarter of Canadians (26%) are currently trying to lose weight or would like to lose weight through a diet - while three in four (74%) are not - according to a new Ipsos-Reid survey released today.

When considering their diet plans, many "carb-watchers" (34%) look to cut back on alcoholic beverages, such as vodka, rye or rum. But, 63% of carb-watchers do not plan to cut back on these spirits.

Cutting back on alcoholic beverages is difficult for many Canadians as one-quarter of Canadians (23%) agree "that not being able to consume alcohol beverages because of carbs is frustrating" (9% "strongly agree", 13% "somewhat agree"); 72% disagree (21% "somewhat disagree", 51% "strongly disagree"). The remaining 5% of Canadians "don't know" if they agree with this statement.

If given the opportunity to buy an alcoholic beverage that has zero carbs, 23% of Canadians say they would "definitely buy it" (4%) or "probably buy it" (18%). Half of Canadians (47%) say they would "probably not" (20%) or "definitely not" (26%) buy it, 29% say they are "not sure" if they would buy it, and 2% "don't know" if they would buy an alcoholic beverage that has zero carbs.



These are the findings of an Ipsos-Reid/Diageo survey conducted from July 9th to July 12th, 2004. For the survey, a representative randomly selected sample of 1000 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

-30-

For more information on this news release, please contact:

***Glenys Babcock
Vice President
Ipsos-Reid
Public Affairs
(416) 324-2900***

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>