



A&W Ipsos Reid Survey

Vancouver, BC, June 27, 2007 – According to a recent A&W survey conducted by Ipsos Reid, one-third of Canadians say they plan to celebrate Canada Day with family or friends. Just 9% say that they'll attend a formally organized Canada Day celebration. At the same time, 53% of Canadians say that they have no special plans for the Canada Day holiday.

Canadians were also asked what their favourite brand of root beer is. The favourite brand of root beer is A&W Root Beer, with 45% of all Canadians selecting it. The next highest number is Barq's Root Beer at 14% with Hires following in 3rd at 11%. When only those who gave a favourite are included in the calculation, A&W is selected as the favourite brand of root beer by 67% of respondents.

The survey was conducted by Ipsos-Reid on behalf of A&W from June 12th to June 18th, 2007. For this research, a representative sample of 3,164 Canadians was interviewed through an online survey using the Ipsos Reid Canadian Online Omnibus. Results are considered accurate to within +/- 1.7%, 19 times out of 20 of what they would have been had the entire adult Canadian population been polled. The margin of error is 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. Please visit <http://www.ipsos.ca> for full tabular results.

For more information, please contact:

Rhys Gibb
Ipsos Reid
(778) 373-5112
rhys.gibb@ipsos-reid.com