



IPSOS REID SUMMER IN BC SURVEY FINAL RESULTS – JULY 9, 2007

Methodology – Long Version

These are the findings of an Ipsos Reid poll conducted on behalf of Global BC. The poll was fielded July 3-8, 2007 with a representative sample of 600 adult British Columbians. With a sample of this size, the results are considered accurate to within ± 4.0 percentage points, 19 times out of 20, of what they would have been had the entire adult population of BC been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2001 Census data.

The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 1,400 British Columbians who have been randomly recruited to match the overall characteristics of the adult BC population.

Methodology – Short Version

These are the findings of an Ipsos Reid poll conducted on behalf of Global BC. The survey was fielded on July 3-8, 2007 with a random sample of 485 adult British Columbians. The survey has a margin of error of ± 4.0 percentage points, 19 times out of 20.

Ipsos Reid Contact

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General Summer Do's and Don'ts

Q1. Do you approve or disapprove of each of the following summer behaviours?

Comments: British Columbians have identified some no-no's for summer. If you want to avoid the scowls and mocking of your fellow citizens, it might be best to avoid sunglasses at night, smoking on patios, socks and sandals, and bringing your work to the cabin. In addition, men might want to put their shirt back on after leaving the beach area.

Two-thirds of British Columbians think it's okay for people to have conversations while wearing sunglasses, and a similar proportion give a thumbs-up to weddings on long-weekends and asking guests to bring their own meat to a barbeque. However, men are much less impressed by long-weekend weddings and being asked to bring their own meat to a barbeque.

Approve	Total (n=600) %	By Sex		By Age			By Region	
		Men (n=309) %	Women (n=291) %	18-34 (n=150) %	35-54 (n=250) %	55+ (n=200) %	Lower Mainland (n=359) %	Rest of BC (n=241) %
THUMBS UP (>50% Approval)								
Having a conversation while wearing sunglasses	66	62	69	73▲	68	56▼	71▲	59▼
Couples who schedule their wedding on a long weekend	63	51▼	74▲	67	61	61	63	63
Asking guests to bring their own meat to a barbeque	60	48▼	72▲	58	65	56	63	57
THUMBS DOWN (<50% Approval)								
Doing work on a laptop/Blackberry at the cabin/campsite	40	37	43	38	38	45	41	39
Wearing socks with sandals	31	33	29	30	24▼	42▲	31	31
Smoking on outdoor restaurant/bar patios	31	30	32	37	30	28	32	30
Men who go shirtless in public places (other than the beach/pool)	28	32	24	37▲	28	19▼	29	27
Wearing sunglasses at night	21	21	22	37▲	19	10▼	24	18

Public Beach Do's and Don'ts

Q2. Do you approve or disapprove of each of the following behaviours at public beaches?

Comments: If you're a man wearing a Speedo at the beach, you might as well light-up, because you can't get much less popular. Most British Columbians disapprove of both men in Speedos and smoking at the beach.

Slim majorities say they approve of other beach behaviours, including allowing small children to run around naked, drinking alcohol, as well as topless sunbathing and thong bikinis for women.

There are huge gender splits on attitudes toward women sunbathing topless and wearing thong bikinis. Eight-in-ten men say they approve of both of these activities, while a majority of women say they disapprove.

Approve	Total (n=600) %	By Sex		By Age			By Region	
		Men (n=309) %	Women (n=291) %	18-34 (n=150) %	35-54 (n=250) %	55+ (n=200) %	Lower Mainland (n=359) %	Rest of BC (n=241) %
THUMBS UP (>50% Approval)								
Allowing small children to run around naked at the beach	58	60	56	53	59	61	59	56
Women sunbathing topless at the beach	57	78 ▲	38 ▼	69 ▲	57	47 ▼	60	54
Drinking alcohol at a picnic at the beach	54	57	52	67 ▲	52	47 ▼	60 ▲	47 ▼
Women wearing thong bikinis at the beach	54	80 ▲	30 ▼	59	55	48	58	49
THUMBS DOWN (<50% Approval)								
Men wearing Speedos at the beach	37	44 ▲	31 ▼	39	37	36	37	38
Smoking at the beach	29	31	27	37 ▲	28	23 ▼	30	27

Summer Office Wear Do's and Don'ts

Q3. People often dress more casually at the office during the summer. Do you approve or disapprove of each of the following clothing choices at the office during the summer months? [If you don't work in an office, think about the offices you may visit such as government offices or banks, etc.]

Comments: British Columbians are generally okay with relaxed office dress in the summer. There are some notable exceptions. Most British Columbians disapprove of midriff revealing shirts and a majority would prefer not to see sleeveless shirts on men or flip flops.

There are some differences between men and women in terms of what is acceptable summer office wear. While men generally approve of both mini skirts and spaghetti strap tank tops, women are about equally split between approval and disapproval. And men are more than twice as likely as women to approve of midriff revealing shirts.

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		Men (n=309) %	Women (n=291) %	18-34 (n=150) %	35-54 (n=250) %	55+ (n=200) %	Lower Mainland (n=359) %	Rest of BC (n=241) %
THUMBS UP (>50% Approval)								
Sleeveless shirts for women	94	92	96	96	94	91	92	96
T-shirts	76	73	80	88▲	77	65▼	75	78
Shorts for women	76	81	73	88▲	80	60▼	74	80
Shorts for men	75	73	76	79	78	66▼	72	77
Mini skirts	60	70▲	51▼	55	66	58	61	60
Spaghetti strap tank tops	54	63▲	45▼	64▲	55	43▼	56	51
THUMBS DOWN (<50% Approval)								
Flip-flops	47	48	46	61▲	46	36▼	51	42
Sleeveless shirts for men	43	48	39	41	45	44	43	43
Midriff (stomach) revealing shirts	31	43▲	19▼	37▲	31	24▼	32	29

Weather Questions

Q4. How would you rate the weather so far this summer?

Comments: Only about one-in-three British Columbians rate the weather as “excellent” or “good” so far this summer. It appears that people are looking for a few weeks of solid summer weather before they’re willing to forget about the dismal winter and spring.

	Total (n=600) %	By Sex		By Age			By Region	
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Excellent	8	8	9	17	4	5	9	6
Good	24	19	29	21	26	24	21	28
Fair	37	41	34	37	36	40	39	36
Poor	31	32	29	25	33	32	32	29
Total Excellent/Good	32	27 ▼	37 ▲	38 ▲	31	28 ▼	30	35
Total Fair/Poor	68	73	63	62	69	72	70	65

Q5. What is your ideal summer daytime temperature in Celsius? [What temperature would you choose, if you had to choose one temperature as the daytime high for every day this summer?]

Comments: If British Columbians had a magic thermostat for the outdoors, they’d set it at 25°C every day.

	Total (n=600)	By Sex		By Age			By Region	
		Men (n=309)	Women (n=291)	18-34 (n=150)	35-54 (n=250)	55+ (n=200)	Lower Mainland (n=359)	Rest of BC (n=241)
Average answer	25°C	25°C	25°C	25°C	25°C	24°C	25°C	25°C
Most common answer	25°C	25°C	25°C	25°C	25°C	25°C	25°C	25°C

Q6. How hot is too hot? [At what temperature (in Celsius) does it become too hot for you to enjoy outdoor activities?]

Comments: Any day that reaches 30°C or hotter is becoming uncomfortable for most British Columbians.

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		Men (n=309)	Women (n=291)	18-34 (n=150)	35-54 (n=250)	55+ (n=200)	Lower Mainland (n=359)	Rest of BC (n=241)
Average answer	31°C	31°C	31°C	32°C	32°C	31°C	31°C	32°C
Most common answer	30°C	30°C	30°C	30°C	30°C	30°C	30°C	30°C

Exotic Summer Behaviours

Q7. And finally, have you ever done any of the following summer activities?

Comments: A majority of British Columbians have gone skinny-dipping and had a summer time romance. Nearly four-in-ten have sunbathed in the nude, stolen from a neighbours garden and peed in a public/friends pool.

Maybe they haven't had enough time and opportunity yet, but younger British Columbians are trailing their elders when it comes to participating in activities like skinny-dipping, summer romances and sunbathing nude. In contrast, younger British Columbians are more likely to have stolen from a neighbours garden and peed in a public/friends pool.

Women are more likely than men to have sunbathed in the nude.

Yes, done the activity	Total (n=600) %	By Sex		By Age			By Region	
		Men (n=309) %	Women (n=291) %	18-34 (n=150) %	35-54 (n=250) %	55+ (n=200) %	Lower Mainland (n=359) %	Rest of BC (n=241) %
Done by Most (>50%)								
Gone skinny-dipping	65	66	63	56 ▼	70	65	65	64
Has a summer time fling/romance	60	59	62	52 ▼	67 ▲	58	60	61
Done by Some (<50%)								
Sunbathed in the nude	39	34 ▼	44 ▲	28 ▼	48 ▲	38	41	37
Stolen from a neighbours garden (fruit, vegetables, flowers)	39	37	41	47 ▲	39	32 ▼	36	43
Peed in a public pool or a friends pool	37	40	35	43 ▲	39	29 ▼	41	33
Called in sick to work to enjoy a day in the sun	29	29	30	31	33	22 ▼	32	26
Snuck into a neighbours pool	18	18	18	19	21	13	19	17