

Cold Summer Treats to Beat the Heat

*As the Weather Heats Up,
Beer and Chocolate Ice Cream Keep Canadians Cool*

Public Release Date: Friday, July 2, 2010, 6:00 AM EDT



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Toronto, ON – Canadians are in the midst of enjoying the Canada Day long weekend, and as the weather is heating up in many parts of the country, a new Ipsos Reid poll conducted on behalf of Canada.com reveals Canadians' tricks to beat the heat.

When the weather heats up, beer is king, according to the poll. One in three (34%) Canadians say that beer is their alcoholic drink of choice in the summer months (50% of men vs. 19% of women), while 16% say they prefer wine in the summer months (19% of women vs. 12% of men). One in ten (11%) like spirits with mix, while a similar proportion (9%) most enjoys alcoholic coolers in the summer months. Interestingly, one quarter (26%) of Canadians (30% of women vs. 22% of men) say they don't drink – even in the summer.

The data also reveal that *any* cold beverage is the most popular summer treat to beat the heat as three in ten (30%) say that's their favourite method to stay cool. Others prefer to go for a swim (26%), eat ice cream (20%), specifically drink beer (10%), suck on popsicles (8%) or run through the hose or sprinkler (1%). One in ten (6%) say some other method of staying cool is their favourite.

Summer and ice cream go together like winter and hot cocoa, and many Canadians will no doubt be heading to an ice-cream parlour over the next few months. Thinking about their favourite flavour of ice cream, two in ten (22%) Canadian adults say that chocolate reigns supreme, while only slightly fewer (17%) believe that vanilla is tops. Others claim that

praline 'n cream (12%), cookie dough (10%) mint (8%) or rocky road (5%) are the best flavours. But with so many to choose from, one quarter (26%) say some other flavour is their favourite.

When it comes to staying cool, some Canadians are more likely than others to prefer different drinks:

- Atlantic Canadians (44%) are the most likely to say that beer is the summer alcoholic drink of choice, followed by those living in Saskatchewan and Manitoba (39%), Quebec (36%), Ontario (35%), British Columbia (28%) and Alberta (24%).
- Quebecers (23%) are the most likely to say they prefer wine in the summer months, while those in Atlantic Canada (16%), British Columbia (15%), Ontario (14%) Saskatchewan and Manitoba (12%) and Alberta (8%) are less likely to sip the syrah.
- Interestingly, the highest proportion of non-drinkers – even in the summer – live in Alberta (40%), followed by Atlantic Canada (29%), Ontario (26%), British Columbia (26%), Quebec (22%) and Saskatchewan and Manitoba (20%).

These are some of the findings of an Ipsos Reid poll conducted between June 10 and 14, 2010, on behalf of Canada.com. For this survey, a sample of 1,017 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For more information on this news release, please contact:

*Sean Simpson
Senior Research Manager
Ipsos Reid
Public Affairs
(416) 572-4474*

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