

Canada's Favourite Summer Food:
Anything, so Long as It's on the BBQ
*Canadians Barbecue Outdoors Twice a Week, On Average,
In the Summer Months*

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Toronto, ON – Canada's favourite summer food is not so much a specific item, but a method of preparation, according to a new Ipsos Reid poll conducted exclusively for Canada.com. The poll revealed that four in ten (37%) Canadians say their favourite summer food is anything – so long as it is cooked on the barbecue.

From among a list of typical summer favourites, two in ten (17%) say steak is their favourite summer dish, while a similar proportion favours burgers (16%) or corn-on-the-cob (15%). One in ten (9%) Canadians most prefer potato salad from among the foods listed, while 5% say hotdogs and sausages are their favourite. But four in ten (37%) say it doesn't matter what the food is, so long as it's prepared on the open grill.

While more men (22%) than women (13%) say that steak is their prime choice in the summer, twice the proportion of women (20%) than men (10%) prefer corn on the cob. Ironically, in the beef capital of Canada, more Albertans prefer potato salad (16%) to steak (11%). Perhaps not surprisingly, Atlantic Canadians are twice as likely (18%) as the average Canadian (9%) to say potato salad is their favourite summer food.

The data also reveal that Canadians, on average, barbecue outdoors twice a week (1.9 times a week) in the summer, compared to the four times a week when they cook dinner indoors (4.4



times a week). Once a week, on average, is how often Canadians eat out at a restaurant, either inside (0.9 times a week) or outside on a patio (0.4 times a week) during the summer.

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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