

# Canadians Take Their Coffee Seriously

*Most drink it daily and claim to suffer if they have to go without*

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**Ipsos Reid**

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## Canadians Take Their Coffee Seriously

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**Montreal, QC** – Newly released research conducted by Ipsos Reid on behalf of McDonalds Canada reveals that a large majority of Canadians are daily coffee consumers, drinking the beverage both at home and the workplace or school, as well as regularly in cafés and restaurants.

88% of Canadians surveyed claim stated that they drink at least 1 cup of coffee in a typical day, with those coffee drinkers averaging 3.2 cups per day. Coffee is primarily a morning beverage, with consumption in the hours prior to noon significantly higher than in the afternoon or evening.

Outside the home or workplace, coffee drinkers enjoy an average of 3.5 cups of coffee per week in cafes and restaurants.

When not drinking coffee at home, the largest proportion of enthusiasts (43%) most often drink coffee at work or school, followed by in cafes and restaurants in the company of friends (32%). Comparatively rare in comparison, fewer than 1-in-10 (8% overall) will most often have coffee *on their own* in a café or restaurant.

Flavour is the leading criterion when selecting a brand of coffee (71%) and it is the most important factor in determining loyalty to a given café (63%). A secondary influence is the convenience of the location (47%), but a majority (61%) profess loyalty to their usual café or restaurant.



The population statistics with regard to coffee consumption give us a glimpse only of the tip of the iceberg that is coffee's hold on the nation: fully 1-in-2 (53%) of Canadian coffee drinkers describe themselves as having a confirmed or potential caffeine addiction.

Yet despite its tenacious addictive grip, Canadians are for the most part stoic when facing caffeine deprivation. More than two-in-three (69%) claim to suffer through the dark moments in silence; the balance lash out, in some cases without specific target – indeed, 15% claim that no one is safe when they are forced to go without their morning (or daily) dose.

*These are some of the findings of an Ipsos Reid poll conducted between September 17<sup>th</sup> and 21<sup>st</sup>, 2010, on behalf of McDonalds Canada.. For this survey, a national sample of 2,101 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 +/-2.1 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.*

**For more information on this news release, please contact:**

**Mark Wilkins  
Vice President  
(514) 904 4360**

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