



Canadian Online Omni January 3 - January 9, 2012

Quaker Poll

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1. Choose the statement that best describes your thoughts on winter.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
I can take the cold and snowy winter weather for only short periods of time.	499	220	279	151	179	169	62	166	170	101
	49%	44%	53%	53%	44%	51%	47%	45%	51%	54%
			A	D						
I hate winter and would rather be on a beach in the Caribbean.	286	138	149	64	133	89	41	127	85	33
	28%	28%	28%	22%	33%	27%	31%	34%	25%	18%
					C		I	HI		
I love it! Bring on the snow and cold, crisp air.	236	137	100	70	93	73	29	78	78	51
	23%	28%	19%	25%	23%	22%	22%	21%	24%	28%
		B								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

1. Choose the statement that best describes your thoughts on winter.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
I can take the cold and snowy winter weather for only short periods of time.	499	75	44	31	192	121	35	133	160	205	62	436
	49%	56%	43%	47%	49%	49%	46%	51%	50%	47%	53%	48%
I hate winter and would rather be on a beach in the Caribbean.	286	28	36	21	106	74	22	71	89	126	27	259
	28%	20%	35%	31%	27%	30%	29%	27%	27%	29%	23%	29%
			A									
I love it! Bring on the snow and cold, crisp air.	236	32	24	14	94	54	19	56	75	105	27	209
	23%	24%	23%	21%	24%	21%	25%	22%	23%	24%	23%	23%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

2. During the winter, how often do you complain about the weather?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
Everyday	109	59	49	29	47	33	18	38	37	15
	11%	12%	9%	10%	12%	10%	14%	10%	11%	8%
Only before, during, and after snow storms or blizzards	155	70	85	40	63	52	21	62	42	30
	15%	14%	16%	14%	15%	16%	16%	17%	13%	16%
Only when it is bone-chillingly cold	627	284	344	186	235	207	77	215	216	119
	61%	57%	65%	65%	58%	63%	59%	58%	65%	65%
			A							
Never	130	82	49	31	61	38	15	56	37	21
	13%	17%	9%	11%	15%	12%	12%	15%	11%	11%
		B								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

2. During the winter, how often do you complain about the weather?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
Everyday	109	9	12	7	49	26	5	31	40	37	9	99
	11%	7%	11%	10%	13%	11%	7%	12%	12%	9%	8%	11%
Only before, during, and after snow storms or blizzards	155	20	11	9	57	35	23	43	44	67	23	132
	15%	15%	11%	14%	15%	14%	30%	17%	14%	15%	20%	15%
							ABCDE					
Only when it is bone-chillingly cold	627	76	70	45	236	163	38	146	205	277	74	553
	61%	56%	68%	68%	60%	65%	50%	56%	63%	64%	64%	61%
			F			F						
Never	130	30	11	5	49	25	9	41	35	54	10	121
	13%	22%	11%	8%	13%	10%	12%	16%	11%	12%	8%	13%
		BCDE										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

3. Which of the following is your favourite way to warm up during cold winter months?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
Turn up the thermostat and stay inside	273	140	133	60	110	102	47	100	80	45
	27%	28%	25%	21%	27%	31%	36%	27%	24%	25%
						C	H			
Snuggle under the covers	218	95	123	100	76	41	31	65	78	44
	21%	19%	23%	35%	19%	13%	23%	17%	24%	24%
				DE	E				G	
Sit by a roaring fire with a significant other	193	91	102	45	75	73	19	79	68	27
	19%	18%	19%	16%	19%	22%	15%	21%	20%	15%
						C				
Cook or eat warm comfort foods	174	83	91	41	79	54	19	59	55	40
	17%	17%	17%	14%	19%	16%	15%	16%	17%	22%
Bundle up with many layers and my hat, gloves and scarf	164	85	79	40	65	60	16	68	51	29
	16%	17%	15%	14%	16%	18%	12%	18%	15%	15%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

3. Which of the following is your favourite way to warm up during cold winter months?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
Turn up the thermostat and stay inside	273	36	27	24	104	58	23	69	79	124	20	253
	27%	27%	26%	36%	27%	23%	31%	27%	24%	29%	17%	28%
												J
Snuggle under the covers	218	28	20	14	83	56	17	71	73	74	28	190
	21%	21%	19%	22%	21%	22%	23%	27%	22%	17%	24%	21%
								I				
Sit by a roaring fire with a significant other	193	30	19	8	73	50	12	29	67	97	26	167
	19%	22%	18%	12%	19%	20%	16%	11%	21%	22%	23%	18%
									G	G		
Cook or eat warm comfort foods	174	21	18	9	66	47	12	45	49	79	24	149
	17%	15%	17%	14%	17%	19%	16%	17%	15%	18%	21%	17%
Bundle up with many layers and my hat, gloves and scarf	164	20	20	11	64	38	11	46	56	62	18	146
	16%	15%	19%	16%	16%	15%	14%	18%	17%	14%	15%	16%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

4. Which of the following best describes how the cold winter season affects your eating habits?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
My meal habits don't change during the winter months	351	199	152	90	142	119	56	160	93	42
	34%	40%	29%	32%	35%	36%	42%	43%	28%	23%
		B					HI	HI		
I try to make nutritious food choices year round	289	117	173	76	125	88	32	92	102	64
	28%	24%	33%	27%	31%	27%	24%	25%	31%	35%
			A							G
I choose warm, nourishing foods more often to keep me going in the cold	272	101	171	70	101	101	25	87	103	57
	27%	20%	32%	25%	25%	31%	19%	24%	31%	31%
			A						FG	F
I don't care about making nutritious choices - I always eat what I want	108	77	31	48	37	23	19	32	35	21
	11%	16%	6%	17%	9%	7%	14%	9%	11%	12%
		B		DE						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

4. Which of the following best describes how the cold winter season affects your eating habits?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
My meal habits don't change during the winter months	351	48	29	19	149	81	26	93	118	141	36	315
	34%	36%	28%	28%	38%	32%	34%	36%	36%	32%	31%	35%
I try to make nutritious food choices year round	289	38	32	24	108	66	21	63	86	141	37	252
	28%	28%	31%	36%	28%	27%	28%	24%	26%	32%	32%	28%
										G		
I choose warm, nourishing foods more often to keep me going in the cold	272	37	30	17	90	77	21	70	89	113	27	245
	27%	28%	28%	26%	23%	31%	28%	27%	27%	26%	24%	27%
						D						
I don't care about making nutritious choices - I always eat what I want	108	11	13	7	44	25	8	35	32	41	15	93
	11%	8%	13%	11%	11%	10%	11%	13%	10%	9%	13%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

5. Choose which best describes your typical breakfast menu choice during the winter.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
A bowl of hot oatmeal	204	88	117	47	78	80	20	77	68	41
	20%	18%	22%	16%	19%	24%	15%	21%	20%	22%
						C				
Other hot breakfast choices like a breakfast sandwich, toast or eggs	324	157	167	93	118	114	42	115	118	50
	32%	32%	32%	33%	29%	34%	31%	31%	35%	27%
Bowl of cold cereal and fruit	230	123	107	72	80	77	25	82	72	51
	23%	25%	20%	25%	20%	23%	19%	22%	22%	28%
Breakfast-on-the-go with a granola bar or another choice I can grab on the run	80	32	49	26	40	14	8	24	30	19
	8%	6%	9%	9%	10%	4%	6%	6%	9%	10%
				E	E					
I skip breakfast	182	94	88	47	89	46	38	74	46	24
	18%	19%	17%	16%	22%	14%	29%	20%	14%	13%
					E		HI	H		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

5. Choose which best describes your typical breakfast menu choice during the winter.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
A bowl of hot oatmeal	204	37	27	11	80	36	13	65	64	76	16	188
	20%	28%	26%	17%	21%	14%	17%	25%	20%	17%	14%	21%
		E	E					I				
Other hot breakfast choices like a breakfast sandwich, toast or eggs	324	32	31	16	119	109	18	81	108	135	40	284
	32%	23%	30%	24%	30%	44%	24%	31%	33%	31%	34%	31%
						ABCDF						
Bowl of cold cereal and fruit	230	34	21	22	81	49	22	51	71	108	27	203
	23%	26%	20%	33%	21%	20%	29%	20%	22%	25%	23%	22%
				DE								
Breakfast-on-the-go with a granola bar or another choice I can grab on the run	80	10	6	5	34	17	8	8	30	42	11	69
	8%	7%	6%	7%	9%	7%	11%	3%	9%	10%	10%	8%
									G	G		
I skip breakfast	182	22	19	13	76	38	14	55	51	76	22	160
	18%	16%	19%	19%	19%	15%	18%	21%	16%	17%	19%	18%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6. Which of the following things, if any, would you rather do than step outside in -30 degree Celsius weather?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1021	591	430	337	385	299	117	315	431	158
Weighted	1021	494	527	285	405	331	132	371	333	185
Clean the house	243	98	145	84	88	71	32	88	75	48
	24%	20%	28%	29%	22%	21%	24%	24%	23%	26%
			A	DE						
Exercise	155	77	77	62	51	42	6	56	51	42
	15%	16%	15%	22%	13%	13%	4%	15%	15%	23%
				DE				F	F	F
Clean out the pantry cupboards and refrigerator	126	40	86	50	45	32	10	45	43	29
	12%	8%	16%	17%	11%	10%	7%	12%	13%	16%
			A	DE						F
Take care of my monthly bills	117	54	63	47	35	36	11	30	44	32
	11%	11%	12%	16%	9%	11%	8%	8%	13%	17%
				DE					G	FG
Do my taxes	62	34	28	31	13	18	5	18	21	19
	6%	7%	5%	11%	3%	5%	4%	5%	6%	10%
				DE						G
Anything	420	201	219	100	174	146	54	157	145	64
	41%	41%	41%	35%	43%	44%	41%	42%	44%	34%
					C	C				
I don't mind the cold winter weather, so I'd just as well go outside	235	142	93	62	97	77	36	81	70	48
	23%	29%	18%	22%	24%	23%	27%	22%	21%	26%
		B								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

6. Which of the following things, if any, would you rather do than step outside in -30 degree Celsius weather?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	136	99	57	419	233	77	267	317	437	119	902
Weighted	1021	135	104*	66*	391	249	76*	261	324	436	116	905
Clean the house	243	27	18	5	103	65	25	67	79	97	44	199
	24%	20%	17%	8%	26%	26%	33%	26%	24%	22%	37%	22%
		C			C	C	BC				K	
Exercise	155	22	16	10	55	36	16	35	48	72	22	133
	15%	17%	15%	15%	14%	14%	21%	13%	15%	16%	19%	15%
Clean out the pantry cupboards and refrigerator	126	22	15	5	47	29	8	32	38	56	28	99
	12%	17%	15%	8%	12%	11%	11%	12%	12%	13%	24%	11%
											K	
Take care of my monthly bills	117	19	8	7	51	23	9	27	30	60	20	97
	11%	14%	8%	10%	13%	9%	12%	10%	9%	14%	17%	11%
Do my taxes	62	14	6	1	26	12	4	14	17	32	12	51
	6%	10%	6%	1%	7%	5%	5%	5%	5%	7%	10%	6%
		C										
Anything	420	53	47	30	149	114	28	98	147	175	45	375
	41%	39%	45%	45%	38%	46%	37%	38%	45%	40%	39%	41%
I don't mind the cold winter weather, so I'd just as well go outside	235	35	23	19	99	42	17	70	67	98	17	218
	23%	26%	23%	28%	25%	17%	22%	27%	21%	22%	15%	24%
		E			E							J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base