

## 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.

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	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	499	220	279	151	179	169	62	166	170	101
short periods of time.	49%	44%	53%	53%	44%	51%	47%	45%	51%	54%
			А	D						
I hate winter and would rather be on a beach in the	286	138	149	64	133	89	41	127	85	33
Caribbean.	28%	28%	28%	22%	33%	27%	31%	34%	25%	18%
					С		I	HI		
I love it! Bring on the snow and cold, crisp air.	236	137	100	70	93	73	29	78	78	51
Thore it: Dring on the show and cold, chap all.	23%	28%	19%	25%	23%	22%	22%	21%	24%	28%
		В								

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

			REC	SION			НО	USEHOLD INCO	OME		HOUSEHOLD COMPOSITION	
Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	
	Α	В	С	D	E	F	G	Н	1	J	K	
1021	136	99	57	419	233	77	267	317	437	119	902	
1021	135	104*	66*	391	249	76*	261	324	436	116	905	
499 49%	75 56%	44 43%	31 47%	192 49%	121 49%	35 46%	133 51%	160 50%	205 47%	62 53%	436 48%	
286	28	36	21	106	74	22	71	89	126	27	259 29%	
20 /6	2076		3170	21 /0	30 /6	29 /6	21 /0	21 /6	2370	2370	25/6	
236 23%	32 24%	24 23%	14 21%	94 24%	54 21%	19 25%	56 22%	75 23%	105 24%	27 23%	209 23%	
	1021 1021 499 49% 286 28%	A 1021 136 1021 135 499 75 49% 56%  286 28 28% 20%	A B 1021 136 99 1021 135 104*  499 75 44 49% 56% 43%  286 28 36 28% 20% 35% A  236 32 24	Total         BC         AB         SK/MB           A         B         C           1021         136         99         57           1021         135         104*         66*           499         75         44         31           49%         56%         43%         47%           286         28         36         21           286         20%         35%         31%           A         A         14	A         B         C         D           1021         136         99         57         419           1021         135         104*         66*         391           499         75         44         31         192           49%         56%         43%         47%         49%           286         28         36         21         106           28%         20%         35%         31%         27%           A           236         32         24         14         94	Total         BC         AB         SK/MB         Ontario         Quebec           A         B         C         D         E           1021         136         99         57         419         233           1021         135         104*         66*         391         249           499         75         44         31         192         121           49%         56%         43%         47%         49%         49%           286         28         36         21         106         74           28%         20%         35%         31%         27%         30%           A         236         32         24         14         94         54	Total         BC         AB         SK/MB         Ontario         Quebec         Atlantic           A         B         C         D         E         F           1021         136         99         57         419         233         77           1021         135         104*         66*         391         249         76*           499         75         44         31         192         121         35           49%         56%         43%         47%         49%         49%         46%           286         28         36         21         106         74         22           28%         20%         35%         31%         27%         30%         29%           A         A         494         54         19	Total         BC         AB         SK/MB         Ontario         Quebec         Atlantic         <\$30K           A         B         C         D         E         F         G           1021         136         99         57         419         233         77         267           1021         135         104*         66*         391         249         76*         261           499         75         44         31         192         121         35         133           49%         56%         43%         47%         49%         49%         46%         51%           286         28         36         21         106         74         22         71           28%         20%         35%         31%         27%         30%         29%         27%           A         A         4         94         54         19         56	Total         BC         AB         SK/MB         Ontario         Quebec         Atlantic         <\$30K         \$30K - <\$60K           A         B         C         D         E         F         G         H           1021         136         99         57         419         233         77         267         317           1021         135         104*         66*         391         249         76*         261         324           499         75         44         31         192         121         35         133         160           49%         56%         43%         47%         49%         49%         46%         51%         50%           286         28         36         21         106         74         22         71         89           28%         20%         35%         31%         27%         30%         29%         27%         27%           A         236         32         24         14         94         54         19         56         75	Total         BC         AB         SK/MB         Ontario         Quebec         Atlantic         <\$30K         \$30K - <\$60K         \$60K+           A         B         C         D         E         F         G         H         I           1021         136         99         57         419         233         77         267         317         437           1021         135         104*         66*         391         249         76*         261         324         436           499         75         44         31         192         121         35         133         160         205           49%         56%         43%         47%         49%         49%         46%         51%         50%         47%           286         28         36         21         106         74         22         71         89         126           28%         20%         35%         31%         27%         30%         29%         27%         27%         29%           A         105         40         54         19         56         75         105	Total         BC         AB         SK/MB         Ontario         Quebec         Atlantic         <\$30K         \$30K - <\$60K         \$60K+         Kids           Image: Line of the content of the	

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

		GE	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55 <b>+</b>	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	E	F	G	Н	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
	109	59	49	29	47	33	18	38	37	15
Everyday	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%
			211	100					212	
	627	284	344	186	235	207	77	215	216	119
Only when it is bone-chillingly cold	61%	57%	65%	65%	58%	63%	59%	58%	65%	65%
			Α							
	130	82	49	31	61	38	15	56	37	21
Never	13%	17%	9%	11%	15%	12%	12%	15%	11%	11%
		В								

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

				REC	SION			Н	DUSEHOLD INCO	ME	7.7	EHOLD DSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	l	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
	109	9	12	7	49	26	5	31	40	37	9	99
Everyday	11%	7%	11%	10%	13%	11%	7%	12%	12%	9%	8%	11%
Only hafara during and after annuatorms as historida	155	20	11	9	57	35	23	43	44	67	23	132
Only before, during, and after snow storms or blizzards	15%	15%	11%	14%	15%	14%	30%	17%	14%	15%	20%	15%
							ABCDE					
	627	76	70	45	236	163	38	146	205	277	74	553
Only when it is bone-chillingly cold	61%	56%	68%	68%	60%	65%	50%	56%	63%	64%	64%	61%
			F			F						
	130	30	11	5	49	25	9	41	35	54	10	121
Never	13%	22%	11%	8%	13%	10%	12%	16%	11%	12%	8%	13%
		BCDE										

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	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
	273	140	133	60	110	102	47	100	80	45
Turn up the thermostat and stay inside	27%	28%	25%	21%	27%	31%	36%	27%	24%	25%
						С	Н			
	218	95	123	100	76	41	31	65	78	44
Snuggle under the covers	21%	19%	23%	35%	19%	13%	23%	17%	24%	24%
				DE	Е				G	
Sit by a roaring fire with a significant other	193	91	102	45	75	73	19	79	68	27
on by a roaning life with a significant other	19%	18%	19%	16%	19%	22%	15%	21%	20%	15%
						С				
	174	83	91	41	79	54	19	59	55	40
Cook or eat warm comfort foods	17%	17%	17%	14%	19%	16%	15%	16%	17%	22%
Bundle up with many layers and my hat, gloves and	164	85	79	40	65	60	16	68	51	29
scarf	16%	17%	15%	14%	16%	18%	12%	18%	15%	15%

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

				REG	GION			но	USEHOLD INCO	OME		EHOLD OSITION
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	1	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
	273	36	27	24	104	58	23	69	79	124	20	253
Turn up the thermostat and stay inside	27%	27%	26%	36%	27%	23%	31%	27%	24%	29%	17%	28%
												J
	218	28	20	14	83	56	17	71	73	74	28	190
Snuggle under the covers	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
on by a roaning life with a significant other	19%	22%	18%	12%	19%	20%	16%	11%	21%	22%	23%	18%
									G	G		
	174	21	18	9	66	47	12	45	49	79	24	149
Cook or eat warm comfort foods	17%	15%	17%	14%	17%	19%	16%	17%	15%	18%	21%	17%
Bundle up with many layers and my hat, gloves and	164	20	20	11	64	38	11	46	56	62	18	146
scarf	16%	15%	19%	16%	16%	15%	14%	18%	17%	14%	15%	16%

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

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
iny mear habits don't change during the writer months	34%	40%	29%	32%	35%	36%	42%	43%	28%	23%
		В					HI	HI		
I try to make nutritious food choices year round	289	117	173	76	125	88	32	92	102	64
. Wy to mane naminous issue should your round	28%	24%	33%	27%	31%	27%	24%	25%	31%	35%
			Α							G
I choose warm, nourishing foods more often to keep me	272	101	171	70	101	101	25	87	103	57
going in the cold	27%	20%	32%	25%	25%	31%	19%	24%	31%	31%
			Α						FG	F
Lidan't care about making nutritious abaics. Lalways	108	77	31	48	37	23	19	32	35	21
I don't care about making nutritious choices - I always eat what I want			6%	48 17%	9%	7%	14%	9%		
eat what i want	11%	16% B	0%	DE	9%	1%	14%	9%	11%	12%
		В		DΕ						

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

		REGION						но	USEHOLD INCO	HOUSEHOLD COMPOSITION		
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	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 34%	48 36%	29 28%	19 28%	149 38%	81 32%	26 34%	93 36%	118 36%	141 32%	36 31%	315 35%
try to make nutritious food choices year round	289	38	32	24	108	66	21	63	86	141	37	252
try to make natificate loss choises your round	28%	28%	31%	36%	28%	27%	28%	24%	26%	32% G	32%	28%
choose warm, nourishing foods more often to keep me	272	37	30	17	90	77	21	70	89	113	27	245
going in the cold	27%	28%	28%	26%	23%	31% D	28%	27%	27%	26%	24%	27%
don't care about making nutritious choices - I always	108	11	13	7	44	25	8	35	32	41	15	93
eat what I want	11%	8%	13%	11%	11%	10%	11%	13%	10%	9%	13%	10%

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

		GEI	NDER		AGE			EDU	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	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
	204	88	117	47	78	80	20	77	68	41
A bowl of hot oatmeal	20%	18%	22%	16%	19%	24%	15%	21%	20%	22%
						С				
Other hot breakfast choices like a breakfast sandwich,	324	157	167	93	118	114	42	115	118	50
toast or eggs	32%	32%	32%	33%	29%	34%	31%	31%	35%	27%
	230	123	107	72	80	77	25	82	72	51
Bowl of cold cereal and fruit	23%	25%	20%	25%	20%	23%	19%	22%	22%	28%
Breakfast-on-the-go with a granola bar or another	80	32	49	26	40	14	8	24	30	19
choice I can grab on the run	8%	6%	9%	9%	10%	4%	6%	6%	9%	10%
				Е	Е					
	182	94	88	47	89	46	38	74	46	24
I skip breakfast	18%	19%	17%	16%	22%	14%	29%	20%	14%	13%
					E		HI	Н		

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

				REC	GION			НО	USEHOLD INCO	ME		EHOLD OSITION
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	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
	204	37	27	11	80	36	13	65	64	76	16	188
A bowl of hot oatmeal	20%	28%	26%	17%	21%	14%	17%	25%	20%	17%	14%	21%
		Е	Е					I				
Other hot breakfast choices like a breakfast sandwich,	324	32	31	16	119	109	18	81	108	135	40	284
toast or eggs	32%	23%	30%	24%	30%	44%	24%	31%	33%	31%	34%	31%
						ABCDF						
	230	34	21	22	81	49	22	51	71	108	27	203
Bowl of cold cereal and fruit	23%	26%	20%	33%	21%	20%	29%	20%	22%	25%	23%	22%
				DE								
Breakfast-on-the-go with a granola bar or another choice	80	10	6	5	34	17	8	8	30	42	11	69
I can grab on the run	8%	7%	6%	7%	9%	7%	11%	3%	9%	10%	10%	8%
									G	G		
	182	22	19	13	76	38	14	55	51	76	22	160
I skip breakfast	18%	16%	19%	19%	19%	15%	18%	21%	16%	17%	19%	18%

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

		GE	NDER		AGE			FDU	CATION	
		OLI	TOLIX		AGL			LDO	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Total	A	B	C	D	E	F	G	H	I 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
	243	98	145	84	88	71	32	88	75	48
Clean the house	24%	20%	28%	29%	22%	21%	24%	24%	23%	26%
			Α	DE						
	155	77	77	62	51	42	6	56	51	42
Exercise	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
Clean out the pantry cupocards and reingerator	12%	8%	16%	17%	11%	10%	7%	12%	13%	16%
			Α	DE						F
	117	54	63	47	35	36	11	30	44	32
Take care of my monthly bills	11%	11%	12%	16%	9%	11%	8%	8%	13%	17%
				DE					G	FG
	62	34	28	31	13	18	5	18	21	19
Do my taxes	6%	7%	5%	11%	3%	5%	4%	5%	6%	10%
				DE						G
	420	201	219	100	174	146	54	157	145	64
Anything	41%	41%	41%	35%	43%	44%	41%	42%	44%	34%
					С	С				
I don't mind the cold winter weather, so I'd just as well	235	142	93	62	97	77	36	81	70	48
go outside	23%	29%	18%	22%	24%	23%	27%	22%	21%	26%
90 0410140	2370	29% B	1070	ZZ 7/0	Z4 <sup>-7</sup> /0	2370	Z1 70	ZZ-70	Z 1 70	2070

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	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	1	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%
		С			С	С	BC				К	
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 Anything	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										
	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