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One Quarter (23%) of Canadians Say 'Bring it On!'**
*While Most (61%) Only Complain When It's Bone-Chillingly Cold,
Four in Ten (41%) Would Rather do Anything than Step Outside in
-30 Degree Weather*

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Toronto, ON - When it comes to winter weather in Canada, one quarter (23%) of Canadians say they love the cold weather, bring on the snow and cold, crisp air, according to a new Ipsos Reid poll conducted on behalf of Quaker. While one half (49%) say that they can take the cold and snowy winter weather for only short periods of time, three in ten (28%) say they simply hate winter and would rather be on a beach in the Caribbean. Men in particular are more likely to love the snow and cold crisp air (28%) compared to women (19%).

But being in Canada, the cold and snow is no surprise, and most appear to be used to it. Six in ten (61%) say they only complain about the weather when it's bone-chillingly cold, while 15% limit their winter whining to before, during or after snow storms or blizzards. One in ten (11%) Canadians appear to be elsewhere in mind and spirit, saying they complain about the weather on a daily basis (11%), while a similar proportion of hardened Canadians (13%) say they never complain about the winter weather. Those in British Columbia (22%) are the most likely to say they never complain about the winter weather, especially when compared to those living in Saskatchewan and Manitoba, where only 8% say they never complain.

Thinking about what they'd rather do than step outside in -30 degree weather, four in ten (41%) would rather do anything than brave the frosty air. One quarter (24%) would rather clean the house, while others would rather exercise (15%), clean out the pantry, cupboards



and refrigerator (12%), take care of their monthly bills (11%) or even do their taxes (6%) than go outside in -30 degree weather. Just one quarter (23%) of Canadians say they don't mind the cold weather, so they'd just as well go outside as do any of these mundane tasks.

Canadians appear to employ various tactics to stay warm when the temperature drops. Chief among them is to turn the thermostat up (27%), while two in ten (21%) appear to be creating their own heat by snuggling up under the covers to stay warm. Others say their favourite way to warm up during the winter is to sit by a roaring fire with their significant other, or to cook and eat warm comfort foods (17%). Two in ten (16%) turn into snowmen, preferring to bundle up with many layers and a hat, gloves and scarf.

Focusing specifically on eating habits in the winter, one in three (34%) say their eating habits do not change with the cold winter season, while another three in ten (28%) say they try to make nutritious food choices year round. A similar proportion (27%) choose warm, nourishing foods more often to keep them going in the cold, while just one in ten (11%) don't care about making nutritious choices – they always eat what they want.

Canadians are quite varied in what their typical breakfast looks like during the winter months. Two in ten (20%) prefer the warm comfort of a bowl of hot oatmeal, while one in three (32%) like to enjoy a hot breakfast like a breakfast sandwich, toast or eggs. One quarter (23%) opt for a bowl of cold cereal and fruit, and one in ten (8%) typically have a breakfast on-the-go with a granola bar or another choice they can grab on the run. Two in ten (18%) Canadians say that, even during the cold winter months, they typically skip breakfast altogether. Oatmeal is more of a favourite of those aged 55 and over (24%), particularly compared to those aged 18-34 (16%), and is more likely to be the preferred choice in Western Canada (28% in BC, 26% in Alberta) compared to Quebec (14%).



These are some of the findings of an Ipsos Reid poll conducted between January 3 and 9, 2012, on behalf of Quaker. For this survey, a sample of 1,021 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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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