



Canada Day Survey 2004



Methodology

Between June 3rd and June 7th, 2004, SES conducted a total of 500 telephone interviews across Canada with beer drinkers as part of the Moosehead Canada Day Survey. Aggregate results of the survey are accurate $\pm 4.5\%$, 19 times out of 20.

The poll was registered with the Canadian Survey Research Council of which SES is a member. Please note that percentages may not necessarily add up to 100 due to rounding. The numbers located in the second column are the results from the Canada Day poll conducted in 2003.

Top of Line Figures

1. On Canada Day, what Canadian politician, living or dead, would you most like to have a beer with?

	<u>2004</u>	<u>2003</u>
Pierre Trudeau.....	26%	29%
None of them.....	20%	14%
Unsure.....	13%	13%
Jean Chretien.....	6%	11%
Sir John A. Macdonald.....	6%	8%
Rene Levesque.....	6%	3%
Paul Martin.....	3%	3%
Stephen Harper.....	3%	
Brian Mulroney.....	2%	4%
Sir Wilfred Laurier.....	2%	1%
Gilles Duceppe.....	1%	
Ralph Klein.....	1%	1%
Joe Clark.....	1%	0.8%
John Diefenbaker.....	1%	1%
Dave Barrett.....	0.8%	
John Crosbie.....	0.6%	
Robert Stanfield.....	0.4%	0.4%
Tommy Douglas.....	0.4%	
Lester B. Pearson.....	0.4%	1%
Ed Broadbent.....	0.4%	0.4%
Bill Vanderzalm.....	0.4%	0.2%
Gordon Campbell.....	0.4%	
Bill Davis.....	0.4%	
Jean Sauve.....	0.4%	
Shelia Copps.....	0.2%	0.8%
Jack Layton.....	0.2%	0.2%
Sir Charles Tupper.....	0.2%	0.2%
Mackenzie King.....	0.2%	0.2%
Bernard Lord.....	0.2%	0.2%
Svend Robinson.....	0.2%	
Louis Robichaud.....	0.2%	
Louis Riel.....	0.2%	0.2%
John Abbott.....	0.2%	
Joey Smallwood.....	0.2%	
Ernie Eves.....	0.2%	
Andy Scott.....	0.2%	
Jean Lesage.....	0.2%	



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2. If you had one beer left on Canada Day, would you drink it, give it to a friend or share it?

Share it.....	50%
Keep it.....	30%
Give it to a friend	19%
Unsure	1%

Our next few questions are about the habits and preferences of Canadians.

3. If you were stranded on a deserted island, what is the one thing from Canada you would want most?

Canadian Beer	41%	61%
Unsure	12%	3%
Maple Syrup	12%	12%
Poutine.....	9%	11%
Women	4%	0.6%
Water	4%	0.2%
Donuts	3%	5%
My boy/girl friend.....	3%	0.8%
Tim Hortons.....	3%	
Hockey Arena.....	2%	0.2%
Screech.....	1%	3%
Music	1%	
Fiddleheads.....	0.8%	1%
Shania Twain	0.8%	
Television	0.6%	0.2%
Ice cream	0.6%	
Cigarettes	0.6%	0.2%
Bacon	0.4%	0.2%
Beavertail.....	0.4%	
Lobster.....	0.2%	0.2%
Snow shoes.....	0.2%	
Books	0.2%	

4. Of the words commonly used by Canadians, which one defines you most as a Canadian?

Unsure	27%	16%	I am Canadian.....	1%
Eh	24%	29%	Mickey.....	1% 2%
2-4.....	12%	15%	Proud.....	1%
Canadian Tire money	11%	9%	Pogey.....	0.6% 0.6%
Poutine.....	7%	3%	Nice.....	0.6%
Toque spelling?	5%	5%	Hoser	0.4%
Couch.....	4%	5%	Polite.....	0.2%
Zed	2%	3%		
Tim Hortons.....	1%			



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5. If you had to compare Canada as a country to an animal, what animal would it be?

Beaver	25%	Deer	0.8%
Bear	18%	Rabbit	0.8%
Moose	15%	Caribou	0.8%
Unsure	10%	Dolphin	0.6%
Dog	6%	Eagle	0.6%
Lion	4%	Elk	0.6%
Cat	3%	Turtle	0.6%
Buffalo	3%	Zebra	0.6%
Lamb/Sheep	3%	Giraffe	0.4%
Horse	2%	Snake	0.4%
Elephant	1%	Whale	0.4%
Badger	1%	Donkey	0.2%
Cow	1%	Owl	0.2%
Wolf	1%	Platypus	0.2%

6. In the summertime, what is your favorite way to cool off?

Dipping into a pool/lake/river/stream/ocean.....	54%	40%
Cold beer	31%	41%
Air conditioning	7%	9%
Shower or bath.....	4%	5%
Fans	2%	1%
Garden hose	1%	1%
Go boating.....	0.6%	
Ride motorcycle.....	0.2%	

7. What is Canada's biggest sports rivalry?

Hockey.....	67%
Unsure	7%
Canada vs. US.....	6%
Leafs vs. Canadiens	6%
Soccer.....	2%
Leafs vs. Senators	2%
Grey Cup.....	2%
Flames vs. Oilers	2%
Canada vs. Russia	1%
Skiing	1%
Canucks vs. Flames	0.6%
Jays vs. Yankees	0.4%
Curling.....	0.4%
Baseball.....	0.4%
Formula One	0.4%
Canucks vs. Canadiens.....	0.2%
Stampeders vs. Eskimos.....	0.2%
Bruins vs. Canadiens	0.2%
Senators vs. Canucks	0.2%

8. Who is your favorite Canadian NHL hockey team?

Montreal Canadiens.....	27%	29%	Ottawa Senators.....	4%	10%
Toronto Maple Leafs.....	26%	30%	Unsure.....	4%	3%
Calgary Flames	16%	4%			
Edmonton Oilers	8%	7%			
Vancouver Canucks	8%	13%			
No preference	8%	3%			



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9. How often do you fall asleep on the couch? Is it at least once every ...
- | | | | | | |
|-----------------------------|-----|-----|-----------------------|----|-----|
| Weekly | 33% | 27% | Every few months..... | 7% | 13% |
| It has never happened | 25% | 18% | Yearly | 5% | 13% |
| Daily..... | 15% | 9% | | | |
| Monthly | 15% | 20% | | | |
10. How often do you talk back to the television set? Is it...
- | | |
|--------------------|-----|
| Never | 27% |
| Occasionally | 24% |
| Frequently | 18% |
| Seldom..... | 18% |
| Always..... | 13% |
11. Of the following, which music format do you prefer the most? (
- | | | |
|---------------------|------|-----|
| CDs..... | 61% | 65% |
| Radio..... | 15% | |
| MP3s | 11% | 11% |
| Cassettes | 6% | 4% |
| No preference | 4% | 15% |
| LPs..... | 2% | 3% |
| 8-tracks..... | 0.2% | 1% |
12. If you could change your hair color, what color would you choose?
- | | | | | | |
|-------------------------|-----|-----|--------------|------|------|
| Blonde..... | 25% | 24% | Unsure..... | 2% | 2% |
| Brown | 19% | 15% | Purple..... | 2% | 2% |
| Red | 16% | 15% | Green..... | 2% | 0.2% |
| I wouldn't change | 15% | 20% | Pink | 1% | 0.4% |
| Black..... | 11% | 13% | White | 0.6% | 0.8% |
| I'm bald | 3% | 3% | 2 tone | 0.4% | |
| Blue | 2% | 3% | Orange..... | 0.4% | 0.2% |
13. If you were to pierce a part of your body, which body part would it most likely be?
- | | |
|--------------------|------|
| Ear | 35% |
| I wouldn't..... | 27% |
| Eyebrow..... | 10% |
| Belly button..... | 10% |
| Nose | 5% |
| Nipple..... | 4% |
| Unsure | 3% |
| Tongue..... | 3% |
| Lips..... | 2% |
| Private parts..... | 0.4% |
| Thumb..... | 0.2% |
14. If you were to get a tattoo, on which body part would you most likely put it?
- | | |
|------------------|------|
| Arm | 22% |
| I wouldn't..... | 21% |
| Back..... | 15% |
| Shoulder | 11% |
| Ankle/Foot | 10% |
| Leg..... | 7% |
| Backside..... | 5% |
| Chest | 4% |
| Unsure | 3% |
| Neck..... | 1% |
| Stomach | 0.6% |
| Anywhere..... | 0.4% |
| Hand | 0.2% |



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15. If you were to get a tattoo, what would the tattoo say or be about?

Unsure	37%	Smiley face.....	0.8%
Canadian Flag	7%	Bugs.....	0.6%
Foreign symbol	5%	Lion	0.6%
Religious symbol.....	5%	Made in Canada.....	0.6%
Animal	5%	Scorpion.....	0.6%
Flower.....	4%	Totem pole.....	0.6%
Butterfly.....	3%	Bars.....	0.4%
Fish.....	3%	Football	0.4%
Family members.....	3%	Freedom.....	0.4%
Eagle.....	2%	Other slogans	0.4%
I am Canadian.....	2%	Winnie the Pooh	0.4%
Tribal symbol.....	2%	Plane.....	0.2%
Zodiac sign.....	2%	Motorcycles	0.2%
Dragon.....	2%	Bumble Bee.....	0.2%
Heart	2%	Fish	0.2%
Peace symbol	2%	Forever	0.2%
Sun.....	2%	Garfield.....	0.2%
Angel.....	1%	Initials	0.2%
Nature.....	1%	Mickey Mouse.....	0.2%
Hockey logo	1%	Ying/yang	0.2%
Barbed wire.....	1%	Fleur des lis	0.2%
Mother	0.8%		

16. Of all the famous or well known Canadians you can think of, who do you believe is the sexiest?

Shania Twain	29%	33%	Paul Gross	0.4%	
Unsure	25%	16%	Paul Brent	0.4%	
Pamela Anderson Lee.....	14%	15%	Paul Anka.....	0.4%	
None.....	7%	5%	Michael J. Fox.....	0.4%	
Pierre Trudeau.....	4%	4%	Matthew Good.....	0.4%	
Celine Dion	2%	2%	Leanne Boyde.....	0.4%	
Peter Mansbridge	1%	0.4%	Leonard Cohen	0.4%	
Wayne Gretzky	1%	0.2%	Kurt Browning.....	0.4%	
Avril Lavigne.....	1%	0.8%	Keifer Sutherland	0.4%	
Mike Myers	1%		Justin Trudeau	0.4%	
Roche Voisin	1%	0.6%	Belinda Stronach.....	0.4%	
Peter Jennings	0.8%		Jean Chretien.....	0.4%	
Diana Krall	0.8%		Matthew Perry	0.2%	0.2%
Jim Carrey	0.6%	0.2%	Keanu Reeves.....	0.2%	0.8%
Jason Priestly.....	0.6%		Neve Campbell	0.2%	
Alannis Morrisette	0.6%	0.2%	Linda Evangelista.....	0.2%	
Paul Martin	0.4%		Joni Mitchell	0.2%	
Nelly Furtado.....	0.4%		John Candy.....	0.2%	
Katrina Le May Doan	0.4%	0.4%	Rene Levesque	0.2%	
William Shatner.....	0.4%		Patrick Roy	0.2%	
Jerome Iginla.....	0.4%		Kim Campbell.....	0.2%	
Wendy Mesley	0.4%		Mila Mulrony	0.2%	



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17. What makes Canadian men sexy?

Unsure	32%
Rugged.....	10%
In shape	10%
Witty/funny.....	7%
Nice	6%
Confident.....	6%
Relaxed	5%
Well dressed.....	4%
Good looking	4%
Fun	4%
Intelligent	2%
The beer they drink.....	2%
They're Canadian	2%
Their eyes	1%
Caring	1%
Honest.....	1%
Their accent	0.8%
Talented	0.4%
Rich	0.4%
Play hockey	0.4%
Individuals	0.2%

18. What makes Canadian women sexy?

Unsure	21%
In good shape	14%
They're beautiful	14%
Confident.....	11%
Well dressed.....	9%
Down to earth.....	6%
Intelligent	4%
Nice	4%
Well endowed.....	3%
Funny	3%
Their eyes	3%
Everything.....	2%
Their half	2%
They're Canadian	1%
Smell good.....	1%
Their accents	0.4%
Multi-ethnic.....	0.4%
They watch hockey	0.4%
Classy	0.2%
They can drink.....	0.2%
Strong.....	0.2%

19. Have you ever skinny-dipped?

Yes	76%	76%
No.....	23%	23%
Unsure	1%	0.6%
I don't swim	0.2%	0.4%



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20. Did you skinny dip....
- | | | | | | |
|-------------------------------|-----|-----|---------------------|-----|-----|
| With friends | 31% | 31% | By yourself..... | 12% | 2% |
| With your boy/girlfriend..... | 18% | 16% | With strangers..... | 2% | 3% |
| With your spouse..... | 13% | 17% | Refused | 24% | 30% |
21. On Canada Day, do you plan to wear ...
- | | | |
|--------------------------------------|-----|-----|
| Boxers..... | 32% | 43% |
| Briefs | 30% | 30% |
| Thong..... | 14% | 12% |
| Neither/I don't wear underwear | 14% | 5% |
| Unsure | 10% | 10% |
22. If you had the choice, which of the following would be the most interesting place to have sex on Canada Day ...
- | | | | | | |
|----------------------------------|-----|-----|-------------------------|------|----|
| on a beach in the Maritimes..... | 26% | 31% | None of the above..... | 3% | 3% |
| in a canoe..... | 16% | 14% | on a mountainside | 1% | |
| Unsure | 12% | 5% | golf course | 0.4% | |
| at the top of the CN Tower | 11% | 11% | In a tub of beer | 0.4% | |
| in a ski lift at Whistler | 9% | 12% | In an elevator | 0.4% | |
| in a wheat field | 9% | 9% | On a lake | 0.4% | |
| on a zamboni | 6% | 6% | In the country..... | 0.2% | |
| on Parliament Hill..... | 5% | 7% | | | |
23. Which of the following uniquely Canadian activities would you prefer doing more than sex?
- | | | |
|---|-----|-----|
| There is nothing I prefer more than having sex..... | 36% | 14% |
| Picnicking in the Rockies | 18% | 19% |
| Having a BBQ..... | 15% | 27% |
| Drinking beer..... | 11% | 22% |
| Unsure | 8% | 2% |
| Playing hockey | 7% | 8% |
| Sleeping..... | 3% | 4% |
| Watching sports | 2% | 4% |
24. If you were to describe Canadian beer to a friend, what word or words would you use?
- | | |
|------------------|------|
| Great..... | 46% |
| Refreshing | 11% |
| The best..... | 10% |
| Strong..... | 7% |
| Smooth..... | 6% |
| Full-bodied..... | 6% |
| Unsure | 6% |
| Cold..... | 4% |
| Weak | 1% |
| Skunky | 0.6% |
| Gross | 0.4% |
| Bad | 0.4% |
| Expensive | 0.2% |
| Heaven..... | 0.2% |
| Hoppy | 0.2% |
| Fresh..... | 0.2% |