



Moosehead Canada Day poll

Survey says: Quebecers are sexiest and Canadians like to party . . . eh?

The sexiest Canadians may be Quebecers but Ontario is the best place in the nation to party on Canada Day, according to the results of the Moosehead Breweries Canada Day Poll released Saturday.

These and other surprising facts about the Canadian psyche were revealed in a poll of 500 Canadian beer drinkers commissioned by Moosehead Breweries to help understand how Canadians celebrate Canada Day.

"This is the one time in the year when all Canadians pause to recognise and celebrate this great country of ours and how fortunate we are to be Canadians," said Derek Oland, Chairman of Moosehead Breweries.

In its quest to uncover the truth about these issues-of-the-day, there were no sacred cows. The Moosehead Canada Day poll probed everything Canadian from skinny-dipping habits, to underwear trends. It asked about favourite politicians, the sexiest, well-known Canadians and favourite sports and pastimes.

So what did respondents have to say about Canada Day?

The question "if you were stranded on a deserted island, what is the one thing from Canada you would most want" prompted more than a few surprises. A majority of respondents < 61 per cent, replied "Canadian beer." This was followed at a huge distance by maple syrup (11.5 percent) and poutine (11.2 percent).

Only three percent of respondents identified women as the one thing they would want most on a deserted island. Another four percent, split evenly among the sexes, responded they would most want their boyfriend or girlfriend. One Western respondent identified singer Rita McNeil as his preference were he stranded on a deserted island.

Three-quarters (75.6 percent) of Canadians have skinny-dipped at some point, and only 3.2 percent of those took the plunge *au naturel* alone. Almost half (45 percent) skinny-dipped with friends while 23 percent were accompanied by their spouses and another 24 percent swam with their girlfriend or boyfriend.

The French-Canadian mystique lives on throughout Canada with Quebecers considered to be the country's sexiest people, by nearly a 2-to-1 margin over their nearest competitor, Ontario. The country's most populous province made a comeback when Canadian beer drinkers named Ontario the best place to celebrate Canada Day, followed by British Columbia and Quebec.

When it comes to Canadian speak, beer drinkers said "Eh" was the expression that best defined us as Canadians. This was followed closely by "two-four," the uniquely Canadian way to imply a case of two dozen beers. Other expressions respondents felt worked for Canadians: "Toque," "Poutine," "Mickey," and "Cold Beer."

It didn't take a national survey to determine that hockey is the favoured sport of Canadians but in terms of the most popular Canadian National Hockey League teams, the Toronto Maple Leafs (29.2 percent) narrowly edged out the Montreal Canadiens (28.6 percent).

It's hard to stray too far from hockey when discussing anything Canadian, even on Canada Day. The most popular place in the country to have sex this Canada Day is on a beach in the Maritimes, but six per cent of respondents said that if they could have sex anywhere in the country this July 1, they would do it on top of a Zamboni. Oh, Canada!

Canadians like to keep things light in bed: More than half of Canadians (64.6 percent) like to wear nothing or next to nothing when they sleep, preferring to sleep in the nude or in underwear. That underwear will most likely be boxer shorts after 43.6 percent of Canadians reported their preference for the easy-hanging boxers. Another 5.2 percent of Canadians said they don't wear any underwear ever.

When beer drinkers were asked what Canadian politician, living or dead, they would like to have a beer with, the late Hon. Pierre Elliott Trudeau dominated, with 28 percent or 123 respondents < more than double his nearest competitor, current Canadian Prime Minister Jean Chretien. The crop of politicians vying to replace the Prime Minister, however, have some work to do with Canadian beer drinkers. Liberal leadership hopefuls Paul Martin, Sheila Copps and John Manley combined shared 23 votes from among the 500 beer drinkers.

Mr. Trudeau also did well when beer drinkers were asked which Canadian celebrity is the sexiest. It should be no surprise that Shania Twain (37 percent) came in first, but the former Prime Minister's third-place finish, between Pamela Anderson and Céline Dion says a lot about his legacy three years after his death.

Finally, in terms of cooling off, a small majority of Canadian beer drinkers would rather dive into a tall cold one on a hot day to cool down than dive into the water. 42.7 percent of beer drinking Canadians would rather drink a cold beer than jump into a lake, river or pool on a hot day (41 per cent). Kinda makes you proud to be Canadian, eh?

The complete survey can be found at:

www.moosehead.com/corporate or www.sesresearch.com

Between June 7th and June 12th, 2003, SES Canada Research Inc. conducted a national Canada Day Survey of 500 randomly selected beer drinkers over 19 years of age. The margin of accuracy for the aggregate survey results is 4.5 percentage points, plus or minus, 19 times out of 20. The margin of accuracy for sub-groups may have a wider margin of accuracy. The poll was commissioned by Moosehead Breweries and registered with the Canadian Survey Research Council of which SES is a member.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm (www.sesresearch.com).

For further information contact:

Joel Levesque
Vice President Public Affairs
Moosehead Breweries
Res: 506-847-3366
Office: 506-635-7087

Moosehead Canada Day Poll
500 Beer Drinkers

SES Canada Research
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Question 1

How do you plan to celebrate Canada Day?

<u>Response</u>	<u>Decided Percent</u>
With friends/family	35.0
Unsure	21.8
Participating in Canada Day festivities	11.0
Nothing	8.4
At the cottage	7.6
Watching fireworks	7.0
Working	3.6
Road trip	2.4
Boating	0.6
Going to USA	0.6
Going to beach	0.6
Attending a music concert	0.4
Golfing	0.4
Biking	0.4
Fishing	0.2
	<hr/> 100.0

Question 2

In your opinion, what Canadian province/territory holds the best Canada Day party other than your home province/territory?

<u>Response</u>	<u>Decided Percent</u>
Ontario	38.8
Unsure	24.6
British Columbia	13.4
Quebec	5.6
Alberta	4.8
Newfoundland/Labrador	4.6
Nova Scotia	3.0
New Brunswick	1.4
Manitoba	1.0
They are all the same	1.0
Saskatchewan	0.8
Prince Edward Island	0.6
NWT/Yukon/Nunavut	0.4
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Question 3

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

<u>Response</u>	<u>Decided Percent</u>
Pierre Trudeau	28.7
None of them	13.8
Unsure	12.8
Jean Chretien	11.4
Sir John A Macdonald	8.2
Brian Mulroney	4.2
Rene Levesque	3.4
Paul Martin	3.0
Ralph Klein	1.4
Lester B. Pearson	1.4
John Diefenbaker	1.2
Sir Wilfred Laurier	1.0
Bernard Landry	1.0
John Manley	0.8
Sheila Copps	0.8
Joe Clark	0.8
Steven Harper	0.6
Gilles Duceppe	0.6
Robert Stansfield	0.4
Tommy Douglas	0.4
Mel Lastman	0.4
Kim Campbell	0.4
Jean Charest	0.4
Ed Broadbent	0.4
Jack Layton	0.2
Roger Grimes	0.2
Sir Robert Borden	0.2
Sir Charles Tupper	0.2
Mike Harris	0.2
Mackenzie King	0.2
Louis Riel	0.2
Richard Hatfield	0.2
Gary Doer	0.2
Frank McKenna	0.2
Bill Vanderzalm	0.2
Bernard Lord	0.2
	<hr/>
	100.0

Question 4

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

<u>Response</u>	<u>Decided Percent</u>
Canadian beer	61.0
Maple syrup	11.6
Poutine	11.2
Donuts	4.8
Screech	3.0
Unsure	3.0
Fiddleheads	1.4
My boy/girl friend	0.8
Women	0.6
Television	0.2
Rita McNeil	0.2
Melons	0.2
Lobster	0.2
Ice	0.2
Hockey arena	0.2
Cheese	0.2
Water	0.2
Canadian Flag	0.2
Cigarettes	0.2
Cereals	0.2
Salmon	0.2
Bacon	0.2
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	100.0

Question 5

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

<u>Response</u>	<u>Decided Percent</u>
Eh	32.1
Unsure	17.7
2-4	16.4
Canadian Tire money	10.1
Toque	5.6
Couch	5.2
Poutine	3.8
Zed	3.4
Pogey	2.2
Mickey	2.0
Cold beer	0.7
Wet t-shirt contest	0.2
Water fight	0.2
Washing my car	0.2
Tabernaque	0.2
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	100.0

Question 6

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

<u>Response</u>	<u>Decided Percent</u>
Cold beer	42.7
Dipping into a pool/I	41.0
Air conditioning	9.3
Shower or bath	4.8
Using a garden hose	1.2
Fans	1.0
	<hr/>
	100.0

Question 7

What is your favourite sport?

<u>Response</u>	<u>Decided Percent</u>
Hockey	39.0
Baseball	9.4
Football	7.6
Soccer	5.4
Unsure	4.6
Auto racing	4.0
Golf	4.0
Cycling/biking	3.6
Basketball	3.2
Tennis	2.4
Skiing	2.2
Boxing	2.0
Fishing	1.8
Swimming	1.4
Hunting	0.8
Rugby	0.6
Softball	0.6
Volleyball	0.6
Curling	0.6
Bowling	0.4
Skating	0.4
Snowboarding	0.4
I hate sports	0.4
Walking	0.4
Triathlon	0.4
Wrestling	0.4
Badminton	0.4
Diving	0.2
Lacrosse	0.2
Martial arts	0.2
Horseback riding	0.2
Sailing/boating	0.2
Water skiing	0.2
Water polo	0.2
Rollerblading	0.2
Rodeo	0.2
Olympics	0.2
Kickboxing	0.2
Gymnastics	0.2
Floor hockey	0.2
Ballet	0.2
Aerobics	0.2
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	100.0

Question 8

Who is your favorite Canadian NHL hockey team?

<u>Response</u>	<u>Decided Percent</u>
Toronto Maple Leafs	29.7
Montreal Canadiens	28.9
Vancouver Canucks	13.0
Ottawa Senators	10.4
Edmonton Oilers	7.3
Calgary Flames	3.7
I don't have a prefer	3.3
Unsure	3.0
Winnipeg Jets	0.8
	<hr/>
	100.0

Question 9

How often do you fall asleep on the couch? Is it at least once every ...

<u>Response</u>	<u>Decided Percent</u>
Week	27.0
Month	20.4
It has never happened	17.6
Year	13.2
Few months	12.8
Day	9.0
	<hr/>
	100.0

Question 10

How often do you talk out loud to yourself? Is it ...

<u>Response</u>	<u>Decided Percent</u>
Occasionally	28.4
Frequently	24.0
Seldom	22.4
Always	12.4
Never	12.4
Unsure	0.4
	<hr/>
	100.0

Question 11

Of the following, which music format do you prefer the most?

<u>Response</u>	<u>Decided Percent</u>
CD's	65.0
No preference	15.0
MP3's	11.0
Cassettes	3.6
LP's	2.6
Unsure	1.8
8-Tracks	1.0
	<hr/>
	100.0

Question 12

If you could change your hair color, what color would you choose?

<u>Response</u>	<u>Decided Percent</u>
Blonde	24.3
I wouldn't change the	20.6
Brown	15.4
Red	15.2
Black	13.0
I'm bald	2.8
Blue	2.6
Unsure	2.0
Purple	1.8
White/grey	0.8
Pink	0.4
Multicolour	0.4
Platinum	0.2
Orange	0.2
Green	0.2
	<hr/>
	100.0

Question 13

What province or territory do the sexiest Canadians come from?

<u>Response</u>	<u>Decided Percent</u>
Quebec	32.2
Ontario	20.0
British Columbia	18.8
Alberta	6.6
Manitoba	5.0
Newfoundland and Labr	4.2
Unsure	4.2
Nova Scotia	2.6
New Brunswick	2.6
Saskatchewan	1.4
NWT/Yukon/Nunavut	1.2
Prince Edward Island	0.6
All the same	0.6
	<hr/>
	100.0

Question 14

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

<u>Response</u>	<u>Decided Percent</u>
Shania Twain	37.0
Unsure	17.4
Pamela Lee Anderson	16.3
Can't think of any	5.1
Pierre Elliot Trudeau	4.7
Celine Dion	2.0
Anne Murray	1.6
Peter Jennings	1.1
Bryan Adams	1.1
Martin Brodeur	0.9
Keanu Reeves	0.9
Avril Lavigne	0.9
Roche Voisin	0.7
Mike Myers	0.7
Peter Mansbridge	0.4
Brian Tobin	0.4
Reba McEntyre	0.4
Mitsou	0.4
Rocket Richard	0.4
Gord Downie	0.4
Jose Theodore	0.4
Jill Hennessey	0.4
Jason Priestly	0.4
David Usher	0.4
Katrina Le May Doan	0.4
Bobby Orr	0.4
Wayne Gretzky	0.2
Barenaked ladies	0.2
Teri Clark	0.2
Stompin Tom Connors	0.2
Steve Yzerman	0.2
Ross Rebagliati	0.2
Richard Seguin	0.2
Paul Martin	0.2
Pierre Nadeau	0.2
Paul Kariya	0.2
Nelly Furtado	0.2
Neil Young	0.2
Mike Weir	0.2
Mike Harcourt	0.2
Mike Bullard	0.2
Matthew Perry	0.2
Jim Carey	0.2
Alisha Cuthbert	0.2
Corey Hart	0.2
Alanis Morissette	0.2
	100.0

Question 15

Do you mostly sleep in...

<u>Response</u>	<u>Decided Percent</u>
Undewear/briefs	35.2
The nude	29.8
Pajamas or sweatpants	16.3
Nightgown	8.0
T-shirt	6.2
Depends on how I feel/variety of things	3.2
Unsure	1.2
	<hr/>
	100.0

Question 16

Have you ever skinny-dipped?

<u>Response</u>	<u>Decided Percent</u>
Yes	75.9
No	23.1
Unsure	0.6
I don't swim	0.4
	<hr/>
	100.0

Question 17 - those who have skinny-dipped only

Did you skinny dip...

<u>Response</u>	<u>Decided Percent</u>
With friends	45.1
With your spouse	23.9
With your boy/girl f	23.6
With strangers	3.7
By yourself	3.2
Unsure	0.6
	<hr/>
	100.0

Question 18

On Canada Day, do you plan to wear....

<u>Response</u>	<u>Decided Percent</u>
Boxers	43.6
Briefs	29.8
Thong	11.6
Unsure	9.8
I don't wear underwear	5.2
	<hr/>
	100.0

Question 19

If you had the choice, which of the following would be the most interesting place to have sex on Canada Day ...

<u>Response</u>	<u>Decided Percent</u>
On a beach in the Maritime	30.8
In a canoe	14.1
In a ski lift at Whistler	12.4
At the top of the CN Tower	10.6
In a wheat field	9.4
On Parliament Hill	7.1
On a zamboni	6.1
Unsure	4.9
None of the above	2.7
On my front yard	0.4
The forest	0.2
Skydome Hotel	0.2
Ralph Klein's desk	0.2
Prime Ministers Office	0.2
Portage & Main	0.2
Newfoundland	0.2
On a boat	0.2
	<hr/>
	100.0

Question 20

Which of the following uniquely Canadian activities would you prefer doing more than sex?

<u>Response</u>	<u>Decided Percent</u>
Having a BBQ	27.4
Drinking beer	21.8
Picnicking in the Roc	18.6
Nothing I prefer more to having sex	14.2
Playing hockey	7.6
Sleeping	4.4
Watching sports	3.6
Unsure	2.4
	<hr/>
	100.0

Question 21

A moosehead is a

<u>Response</u>	<u>Decided Percent</u>
Beer	75.6
Animal	11.6
Trophy	6.1
Target	4.1
Unsure	2.6
	<hr/>
	100.0

Question 22

What age group do you fit into?

<u>Response</u>	<u>Decided Percent</u>
18 to 29	30.4
30 to 39	23.8
40 to 49	24.2
50 to 59	13.2
60 plus	8.4
	<hr/>
	100.0

Question 23

Do you own or rent your home?

<u>Response</u>	<u>Decided Percent</u>
Own	68.8
Rent	31.2
	<hr/>
	100.0

Question 24

Gender

<u>Response</u>	<u>Decided Percent</u>
Male	69.4
Female	30.6
	<hr/>
	100.0

Region

<u>Response</u>	<u>Decided Percent</u>
Atlantic	10.0
QC	25.0
ON	30.0
MB/SK	10.0
AB	10.0
BC	15.0
	<hr/>
	100.0

Moosehead Canada Day Poll
500 Beer Drinkers

SES Canada Research
June 2003 - Page 1

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At the cottage	7.6
Watching fireworks	7.0
Working	3.6
Road trip	2.4
Boating	0.6
Going to USA	0.6
Going to beach	0.6
Attending a music concert	0.4
Golfing	0.4
Biking	0.4
Fishing	0.2
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Question 2

In your opinion, what Canadian province/territory holds the best Canada Day party other than your home province/territory?

<u>Response</u>	<u>Decided Percent</u>
Ontario	38.8
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British Columbia	13.4
Quebec	5.6
Alberta	4.8
Newfoundland/Labrador	4.6
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Manitoba	1.0
They are all the same	1.0
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Prince Edward Island	0.6
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Question 3

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

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Brian Mulroney	4.2
Rene Levesque	3.4
Paul Martin	3.0
Ralph Klein	1.4
Lester B. Pearson	1.4
John Diefenbaker	1.2
Sir Wilfred Laurier	1.0
Bernard Landry	1.0
John Manley	0.8
Sheila Copps	0.8
Joe Clark	0.8
Steven Harper	0.6
Gilles Duceppe	0.6
Robert Stansfield	0.4
Tommy Douglas	0.4
Mel Lastman	0.4
Kim Campbell	0.4
Jean Charest	0.4
Ed Broadbent	0.4
Jack Layton	0.2
Roger Grimes	0.2
Sir Robert Borden	0.2
Sir Charles Tupper	0.2
Mike Harris	0.2
Mackenzie King	0.2
Louis Riel	0.2
Richard Hatfield	0.2
Gary Doer	0.2
Frank McKenna	0.2
Bill Vanderzalm	0.2
Bernard Lord	0.2
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Question 4

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

<u>Response</u>	<u>Decided Percent</u>
Canadian beer	61.0
Maple syrup	11.6
Poutine	11.2
Donuts	4.8
Screech	3.0
Unsure	3.0
Fiddleheads	1.4
My boy/girl friend	0.8
Women	0.6
Television	0.2
Rita McNeil	0.2
Melons	0.2
Lobster	0.2
Ice	0.2
Hockey arena	0.2
Cheese	0.2
Water	0.2
Canadian Flag	0.2
Cigarettes	0.2
Cereals	0.2
Salmon	0.2
Bacon	0.2
	<hr/>
	100.0

Question 5

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

<u>Response</u>	<u>Decided Percent</u>
Eh	32.1
Unsure	17.7
2-4	16.4
Canadian Tire money	10.1
Toque	5.6
Couch	5.2
Poutine	3.8
Zed	3.4
Pogey	2.2
Mickey	2.0
Cold beer	0.7
Wet t-shirt contest	0.2
Water fight	0.2
Washing my car	0.2
Tabernaque	0.2
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Question 6

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

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Dipping into a pool/I	41.0
Air conditioning	9.3
Shower or bath	4.8
Using a garden hose	1.2
Fans	1.0
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Question 7

What is your favourite sport?

<u>Response</u>	<u>Decided Percent</u>
Hockey	39.0
Baseball	9.4
Football	7.6
Soccer	5.4
Unsure	4.6
Auto racing	4.0
Golf	4.0
Cycling/biking	3.6
Basketball	3.2
Tennis	2.4
Skiing	2.2
Boxing	2.0
Fishing	1.8
Swimming	1.4
Hunting	0.8
Rugby	0.6
Softball	0.6
Volleyball	0.6
Curling	0.6
Bowling	0.4
Skating	0.4
Snowboarding	0.4
I hate sports	0.4
Walking	0.4
Triathlon	0.4
Wrestling	0.4
Badminton	0.4
Diving	0.2
Lacrosse	0.2
Martial arts	0.2
Horseback riding	0.2
Sailing/boating	0.2
Water skiing	0.2
Water polo	0.2
Rollerblading	0.2
Rodeo	0.2
Olympics	0.2
Kickboxing	0.2
Gymnastics	0.2
Floor hockey	0.2
Ballet	0.2
Aerobics	0.2
	<hr/>
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Question 8

Who is your favorite Canadian NHL hockey team?

<u>Response</u>	<u>Decided Percent</u>
Toronto Maple Leafs	29.7
Montreal Canadiens	28.9
Vancouver Canucks	13.0
Ottawa Senators	10.4
Edmonton Oilers	7.3
Calgary Flames	3.7
I don't have a prefer	3.3
Unsure	3.0
Winnipeg Jets	0.8
	<hr/>
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Question 9

How often do you fall asleep on the couch? Is it at least once every ...

<u>Response</u>	<u>Decided Percent</u>
Week	27.0
Month	20.4
It has never happened	17.6
Year	13.2
Few months	12.8
Day	9.0
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Question 10

How often do you talk out loud to yourself? Is it ...

<u>Response</u>	<u>Decided Percent</u>
Occasionally	28.4
Frequently	24.0
Seldom	22.4
Always	12.4
Never	12.4
Unsure	0.4
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Question 11

Of the following, which music format do you prefer the most?

<u>Response</u>	<u>Decided Percent</u>
CD's	65.0
No preference	15.0
MP3's	11.0
Cassettes	3.6
LP's	2.6
Unsure	1.8
8-Tracks	1.0
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Question 12

If you could change your hair color, what color would you choose?

<u>Response</u>	<u>Decided Percent</u>
Blonde	24.3
I wouldn't change the	20.6
Brown	15.4
Red	15.2
Black	13.0
I'm bald	2.8
Blue	2.6
Unsure	2.0
Purple	1.8
White/grey	0.8
Pink	0.4
Multicolour	0.4
Platinum	0.2
Orange	0.2
Green	0.2
	<hr/>
	100.0

Question 13

What province or territory do the sexiest Canadians come from?

<u>Response</u>	<u>Decided Percent</u>
Quebec	32.2
Ontario	20.0
British Columbia	18.8
Alberta	6.6
Manitoba	5.0
Newfoundland and Labr	4.2
Unsure	4.2
Nova Scotia	2.6
New Brunswick	2.6
Saskatchewan	1.4
NWT/Yukon/Nunavut	1.2
Prince Edward Island	0.6
All the same	0.6
	<hr/>
	100.0

Question 14

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

<u>Response</u>	<u>Decided Percent</u>
Shania Twain	37.0
Unsure	17.4
Pamela Lee Anderson	16.3
Can't think of any	5.1
Pierre Elliot Trudeau	4.7
Celine Dion	2.0
Anne Murray	1.6
Peter Jennings	1.1
Bryan Adams	1.1
Martin Brodeur	0.9
Keanu Reeves	0.9
Avril Lavigne	0.9
Roche Voisin	0.7
Mike Myers	0.7
Peter Mansbridge	0.4
Brian Tobin	0.4
Reba McIntyre	0.4
Mitsou	0.4
Rocket Richard	0.4
Gord Downie	0.4
Jose Theodore	0.4
Jill Hennessey	0.4
Jason Priestly	0.4
David Usher	0.4
Katrina Le May Doan	0.4
Bobby Orr	0.4
Wayne Gretzky	0.2
Barenaked ladies	0.2
Teri Clark	0.2
Stompin Tom Connors	0.2
Steve Yzerman	0.2
Ross Rebagliati	0.2
Richard Seguin	0.2
Paul Martin	0.2
Pierre Nadeau	0.2
Paul Kariya	0.2
Nelly Furtado	0.2
Neil Young	0.2
Mike Weir	0.2
Mike Harcourt	0.2
Mike Bullard	0.2
Matthew Perry	0.2
Jim Carey	0.2
Alisha Cuthbert	0.2
Corey Hart	0.2
Alanis Morissette	0.2
	<hr/> 100.0

Question 15

Do you mostly sleep in...

<u>Response</u>	<u>Decided Percent</u>
Undewear/briefs	35.2
The nude	29.8
Pajamas or sweatpants	16.3
Nightgown	8.0
T-shirt	6.2
Depends on how I feel/variety of things	3.2
Unsure	1.2
	<hr/>
	100.0

Question 16

Have you ever skinny-dipped?

<u>Response</u>	<u>Decided Percent</u>
Yes	75.9
No	23.1
Unsure	0.6
I don't swim	0.4
	<hr/>
	100.0

Question 17 - those who have skinny-dipped only

Did you skinny dip...

<u>Response</u>	<u>Decided Percent</u>
With friends	45.1
With your spouse	23.9
With your boy/girl f	23.6
With strangers	3.7
By yourself	3.2
Unsure	0.6
	<hr/>
	100.0

Question 18

On Canada Day, do you plan to wear....

<u>Response</u>	<u>Decided Percent</u>
Boxers	43.6
Briefs	29.8
Thong	11.6
Unsure	9.8
I don't wear underwear	5.2
	<hr/>
	100.0

Question 19

If you had the choice, which of the following would be the most interesting place to have sex on Canada Day ...

<u>Response</u>	<u>Decided Percent</u>
On a beach in the Maritime	30.8
In a canoe	14.1
In a ski lift at Whistler	12.4
At the top of the CN Tower	10.6
In a wheat field	9.4
On Parliament Hill	7.1
On a zamboni	6.1
Unsure	4.9
None of the above	2.7
On my front yard	0.4
The forest	0.2
Skydome Hotel	0.2
Ralph Klein's desk	0.2
Prime Ministers Office	0.2
Portage & Main	0.2
Newfoundland	0.2
On a boat	0.2
	<hr/>
	100.0

Question 20

Which of the following uniquely Canadian activities would you prefer doing more than sex?

<u>Response</u>	<u>Decided Percent</u>
Having a BBQ	27.4
Drinking beer	21.8
Picnicking in the Roc	18.6
Nothing I prefer more to having sex	14.2
Playing hockey	7.6
Sleeping	4.4
Watching sports	3.6
Unsure	2.4
	<hr/>
	100.0

Question 21

A moosehead is a

<u>Response</u>	<u>Decided Percent</u>
Beer	75.6
Animal	11.6
Trophy	6.1
Target	4.1
Unsure	2.6
	<hr/>
	100.0

Question 22

What age group do you fit into?

<u>Response</u>	<u>Decided Percent</u>
18 to 29	30.4
30 to 39	23.8
40 to 49	24.2
50 to 59	13.2
60 plus	8.4
	<hr/>
	100.0

Question 23

Do you own or rent your home?

<u>Response</u>	<u>Decided Percent</u>
Own	68.8
Rent	31.2
	<hr/>
	100.0

Question 24

Gender

<u>Response</u>	<u>Decided Percent</u>
Male	69.4
Female	30.6
	<hr/>
	100.0

Region

<u>Response</u>	<u>Decided Percent</u>
Atlantic	10.0
QC	25.0
ON	30.0
MB/SK	10.0
AB	10.0
BC	15.0
	<hr/>
	100.0