



SURVEY OVERVIEW

The following is a brief summary of the results of an Ipsos Reid poll conducted between May 16 and 23, 2011, on behalf of Dairy Farmers of Canada. For this survey, a sample of 1,600 adults from Ipsos' Canadian online panel was interviewed, including 400 from each of Vancouver, Toronto, Montreal and Halifax. Weighting was then employed to balance demographics composition within each city to ensure that the sample's composition reflects that of the adult population according to national 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 +/-2.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in these cities been polled. The margin of error for the individual cities is +/- 4.9 percentage points. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

The vast majority of Canadians feel cheated by frozen desserts appearing to be ice cream

(80%) residents of Vancouver, Toronto, Montreal and Halifax 'agree'

(38% strongly/42% somewhat) 'agree' that they feel like they are being 'cheated by companies that appear to be selling ice cream when they are not'

(20%) 'disagree' (10% strongly/9% somewhat) that they feel like they are being cheated.

Q. To what extent do you agree or disagree with the following statement: *I feel that I'm being cheated by companies that appear to be selling ice cream when they're not*

Ice cream is the most popular treat for the hot summer months among Canadians

(44%) say that ice cream is their favourite

(21%) watermelon

(17%) popsicles

(14%) sherbet/gelato

(5%) some other treat

Q. Now, during the hot summer months, which of the following would you say is your favourite treat?



A vast majority of Canadians say they can taste the difference between *ice cream* and frozen dessert and prefer ice cream made from milk

(86%) 'agree' (41% strongly/45% somewhat) that they can 'taste a difference between ice cream and other frozen desserts'

(92%) 'agree' (63% strongly/30% somewhat) that their 'preference is to eat ice cream made from milk'

Q. To what extent do you agree or disagree with the following statement: *I can taste a difference between ice cream and other frozen desserts*

While most say they can taste a difference and have a preference to eat ice cream made from milk, many are swayed to purchase frozen desserts instead of ice cream mainly because they are familiar with the brand on the package

(61%) would choose to buy the frozen dessert product

(39%) would buy the ice cream

Q. When you're at the grocery store and shopping for ice cream, and you're presented with the two choices in the pictures below, assuming they cost the same, which product would you buy?



Q. And why would you choose ice cream over the other one?

- (26%) it's made with real dairy products
- (13%) they think that ice cream is better than frozen desserts
- (7%) that it has real, natural ingredients
- (10%) are less likely to pick the product because of the packaging

Q. And why would you choose frozen dessert over the other one?

- (16%) familiarity with the brand
- (16%) mention something about the packaging itself as the reason
- (14%) familiarity with the product
- (14%) they like it
- (10%) they have tried it before

Once people became aware of the difference between ice cream and frozen dessert

(81%) said they would pay more attention to the type of product they are buying

(19%) said they would not change how they shop for desserts

Q. Understanding that there is a difference between frozen desserts and ice cream; will this change how you shop for ice cream and ice cream products in the future?

A majority of Canadians are confused about the ingredients in ice cream and frozen desserts

(55%) of respondents 'agree'

(9% strongly/47% somewhat) 'agree' that they are 'sometimes confused about which ice cream products are made from milk or cream and which are not'

(45%) 'disagree' (20% strongly/24% somewhat) that they are confused in this matter

Q. To what extent do you agree or disagree with the following statement: I'm sometimes confused about which ice cream products are made from milk or cream and which are not

A majority of Canadians believe there is a big difference between the products, when a product is labelled 'ice cream', and another is labelled 'frozen dessert'.

(77%) yes there is a big difference

(23%) no there is not a big difference

Q. When a product is labelled 'ice cream', and another is labelled 'frozen dessert', do you believe there is a big difference between the products?

A majority of Canadians are aware a product labelled as ice cream must be made from milk or cream

(63%) say they are 'aware'

(27% very/35% somewhat) are aware a product labelled as ice cream must be made from milk or cream, but that there are other products that appear to be ice cream but are labelled as frozen dessert as they are made from edible vegetable oil products

(37%) are 'not aware'

(19% strongly/18% somewhat) are aware of this distinction.

Q. In Canada, a product labelled as 'ice cream' must be made from milk or cream. However, there are other products which may appear to be ice cream, but are labelled as 'frozen dessert' as they're made from edible vegetable oil products. Before today, how aware of this were you?

Among those who were not originally aware

(81%) say that they will now pay more attention to the type of product they will buy in the future

(19%) say that this information will not change how they shop for desserts in the future

Q. Understanding that there is a difference between frozen desserts and ice cream; will this change how you shop for ice cream and ice cream products in the future?

The majority of Canadians prefer to eat ice cream made from milk

(63%) strongly agree

(30%) somewhat agree

(4%) strongly disagree

(4%) somewhat disagree

Q. To what extent do you agree or disagree with the following statement: My preference is to eat ice cream that is made from milk

A majority of Canadians claim to check for the words 'ice cream' on the product before they buy it.

(74%) yes

(26%) no

Q. When you're at the grocery store shopping for ice cream, do you check for the words 'ice cream' on the product before you buy it?

Canadians eat most of their *ice cream* later in the day

(41%) have it at supper-time as a dessert

(35%) usually eat ice cream later in the evening

(22%) typically eat ice cream in the afternoon as a snack

(2%) like to get an early start on their ice cream by enjoying it with their lunch

Q. What time of day do you usually eat ice cream?

A large majority of Canadians prefer to eat ice cream in a bowl

(74%) typically prefer to eat their ice cream in a bowl with a spoon

(13%) typically indulge via a waffle cone

(11%) normal cone

(2%) in a milk shake

Q. In which way do you typically prefer to eat your ice cream?

A majority of Canadians like their favourite brands but aren't afraid to mix it up

(61%) favour one brand, but try others from time to time

(27%) always like to mix it up

(12%) choose the same brand each time they purchase ice cream

Q. When you're purchasing ice cream, which of the following comes closest to your strategy when choosing from among various brands: