

Methodology:

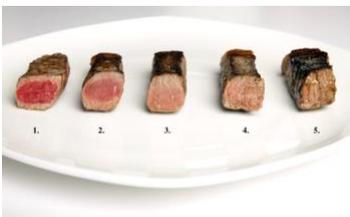
Results are based on an online study conducted from May 22 to May 24, 2022, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

How do you usually drink your coffee?



- 1 – 17%
- 2 – 4%
- 3 – 6%
- 4 – 8%
- 5 – 18%
- 6 – 14%
- 7 – 11%
- 8 – 5%
- 9 – 3%
- I don't drink coffee – 15%

How do you usually eat steak?



- 1 – 9%
- 2 – 21%
- 3 – 27%
- 4 – 17%
- 5 – 17%
- I don't eat steak – 10%

Fewer Than One-in-Five Canadians Prefer Black Coffee

When asked to select the best way to cook a steak, 27% of Canadians cast their vote for “medium”.

Vancouver, BC [June 14, 2022] – A plurality of Canadians express a fondness for the middle ground when assessing how they personally enjoy coffee and steak, a new Research Co. poll has found.

The online survey of a representative national sample showed Canadians two photographs with various shades of coffee and steak, and asked them to select what they usually consume.

Across the country, one-in-ten residents (10%) say they do not eat steak and about one-in-seven (15%) do not drink coffee.

Just under one-in-five Canadians (17%) selected the #1 option or black coffee, including 21% of men and 20% of those aged 55 and over.

“Only 13% of Atlantic Canadians usually take their coffee without any creamer,” says Mario Canseco, President of Research Co. “The proportion is higher in Quebec (15%), Ontario (16%), Alberta (17%), British Columbia (21%) and Saskatchewan and Manitoba (22%).”

The proportion of Canadians who selected shades #2, #3 and #4—adding a little bit of milk or creamer to their cup of coffee—stands at 18% across the country.

More than two-in-five Canadians (43%) take their coffee with a larger amount of milk or creamer, choosing shades #5, #6 and #7. This group includes 50% of women in Canada, but only 34% of men.

Shades #8 and #9—where the milk or creamer content is significantly greater—are selected by a combined 8% of Canadians, including 13% of Albertans.

Among the five shades of steak tested in the survey, more than one-in-four Canadians (27%) selected #3 or medium—including 29% of men and 32% of British Columbians.

Equal proportions of Canadians chose shade #4 or medium well (17%) or shade #5 or well done (also 17%). Well done steak is particularly fashionable among Atlantic Canadians (24%) and Quebecers (21%).

Just over one-in-five Canadians (21%) preferred shade #2 or medium rare, while 9% opted for shade #1 or blue.



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The rarest of steaks are preferred by 14% of Canadians of Indigenous or First Nations origin.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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Media contact:

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] mario.canseco@researchco.ca

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mario.canseco@researchco.ca



[mario_canseco](https://twitter.com/mario_canseco)



778.929.0490



Mario Canseco