

Canadians stay true to stereotypical roots even in hamburger preferences, survey reveals

- Harvey's proclaims Hamburger Day in Ontario on Sunday, May 27th and celebrates being selected best tasting burger(*) by giving away free Original Hamburgers -

TORONTO, May 23 /CNW/ - When it comes to Canadian stereotypes, it seems even hamburgers aren't exempt - our conservative, loyal, and even predictable natures extend to our hamburger preferences too! In a recent Harvey's survey, conducted by Ipsos Reid, 61 per cent of Canadians said they order the exact same toppings every single time they eat a hamburger. Yet while our orders may be predictable, we still want choice when it comes to customization.

"Canadians want options so they can decide what toppings they want, and at Harvey's we've always offered hamburgers with 'your name on it,'" says Rick McNabb, President, Harvey's. "To celebrate the fact that we cater to all Canadians' preferences, we're proclaiming Sunday, May 27 Hamburger Day. We're inviting all Ontarians to come celebrate with us and taste for themselves why the Harvey's hamburger was named best tasting(*)!"

Harvey's has been making custom-made hamburgers for Canadians since 1959, and is Canada's only home-grown hamburger chain. Giving the customer exactly what they want has always been at the forefront of the chain's mandate - from garnishing the hamburgers in front of each guest with a wide array of toppings, to being the first quick serve restaurant chain to offer custom combos with a choice of sides and drinks.

To celebrate every individual taste, Harvey's is inviting all Ontarians to come out and enjoy a free Original Hamburger just the way they like it on Sunday, May 27 between 10:30 a.m. and 3:00 p.m. So how do we like our hamburgers? Let us count the ways!

Do you want fries with that? Of course you do!

The stereotypical "burger and fries" combination certainly rings true for conventional Canadians! Sixty-six per cent of us make this conservative choice when we place our orders - and then we share it predictably too, with 94 per cent of us letting others grab a few fries rather than a bite of our hamburgers.

Almost half of us also enjoyed a hamburger in the last week (48 per cent), and most of us did so with our families. In fact, 63 per cent of Canadians say family comes first when it comes to hamburger companions, compared with 24 per cent who prefer a bite with friends and only 13 per cent who eat alone. And what are our top three hamburger toppings in order of preference? Why, cheese, onions and ketchup, of course!

The gender debate

Who says guys aren't spontaneous? The survey found that 64 per cent of women order the same toppings every time, compared to 58 per cent of men. On the flip side, however, women like to savour things a little more than men - the majority of women said they take 10 minutes to eat a hamburger (46 per cent) vs. the 55 per cent of men who wolf one down in five minutes.

Burger personalities from coast to coast

Across the country, Canadians have very particular habits when it comes to their hamburgers. Not surprisingly, there are some distinct differences that play on our regional habits:

Atlantic Canadians - talk fast and eat fast!

Atlantic Canadians were the most likely to say they eat their hamburgers in one minute or less! (10 per cent).

Ontarians - convenience (and pickles!) reign supreme

Ontarians are the most likely Canadians to have consumed a hamburger in the last week - 53 per cent said they did so! Ontarians are also the highest percentage of people to select pickles as their number one topping (seven per cent).

Prairie residents - true beef connoisseurs!
Prairie residents are the most likely to eat naked hamburgers (11 per cent) - no toppings! Prairie men in particular are also the most likely to eat their hamburgers this way (six per cent).

B.C. residents - a laid back lifestyle
B.C. residents take it slow! They're the most likely to take 10 minutes or more to eat a hamburger (46 per cent). They're also the most likely to eat a hamburger with a knife and fork (five per cent), and are most apt to change their hamburger order on each visit (58 per cent) - talk about thrill-seekers!

Quebecois - No surprise! Quebecers love their frites!
Quebec residents are the most likely to order a side of fries with their hamburger (79 per cent).

Hooray for Hamburger Day!

Harvey's creates great tasting hamburgers topped with quality garnishes, giving Canadians the freedom of choice! To celebrate being selected best tasting burger(*), Harvey's has proclaimed Sunday, May 27 Hamburger Day so Ontarians can enjoy their favourite burger combination on the house.

One free Harvey's Original Hamburger will be given away to each person who visits any location in Ontario between 10:30 a.m. and 3:00 p.m. on Hamburger Day. Come out and enjoy a burger with your name on it, on Harvey's!

About Harvey's

Harvey's has 286 restaurants nationwide serving up more than 35 million grilled burgers a year with \$220 million in sales. Harvey's is a division of Cara Operations Limited, Canada's leading integrated restaurant company. Cara is a privately owned company. Visit www.harveys.ca for more information.

Ipsos Survey - Canadian Burger Eating Habits

The survey was conducted by Ipsos-Reid on behalf of Harvey's from April 13th to April 17th, 2007.

For this research, a representative sample of 1,000 Canadians was interviewed through an online survey using the Ipsos Reid Canadian Online Omnibus. Results are considered accurate to within +/- 3.1%, 19 times out of 20 of what they would have been had the entire adult Canadian population been polled. The margin of error is larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data. Please contact Rhys Gibb, Associate Vice President, Ipsos Reid for tabular results at 603-893-1633 or rhys.gibb@ipsos-reid.com.(*) In a study conducted by TNS Canadian Facts in January 2007 among 334

Ontario residents 18 years of age or older, Harvey's was identified by more respondents than any other brand when asked to name Canada's best tasting burger.

Harvey's background information and photos available upon request.

For further information:

For further information: Suzanne Rappaport or Stephanie Kohls, Edelman, (416) 979-1120 ext. 285 or 232, Suzanne.rappaport@edelman.com, stephanie.kohls@edelman.com

<https://recipeunlimited.investorroom.com/2007-05-23-Canadians-stay-true-to-stereotypical-roots-even-in-hamburger-preferences-survey-reveals>