

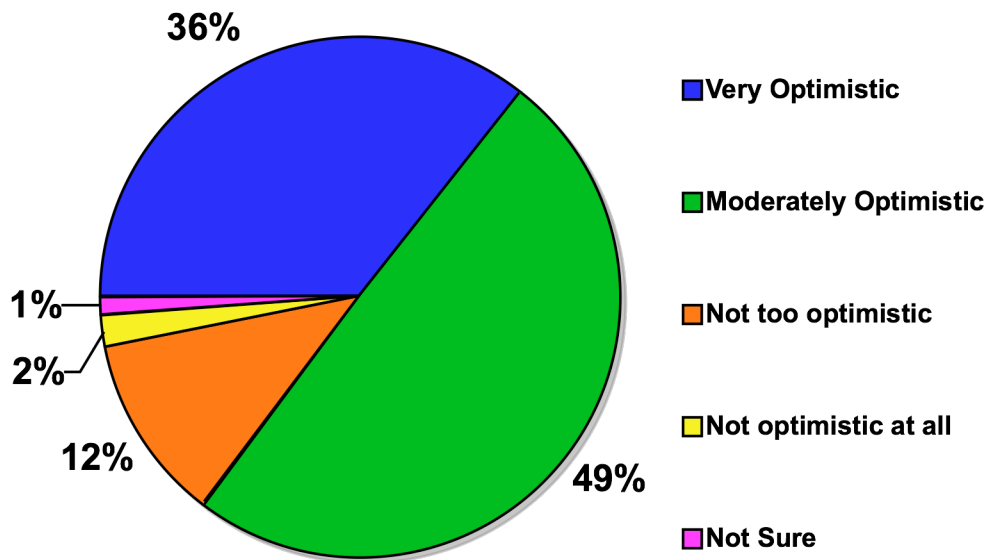


We Asked Canadians... Omnibus Poll Results Backgrounder

In April 2010, PepsiCo Canada commissioned Angus Reid Public Opinion to conduct a national survey to ask Canadians about their views on optimism, empowerment and what holds us back from achieving social good. The survey polled 1,006 Canadians.

OPTIMISM TOWARD CANADA

1. Generally speaking, how optimistic are you that Canada is a country with a positive future compared to other countries in the world?



Overall:

- 85% of Canadians are very or moderately optimistic about Canada's future

Regional Comparisons:

- The most optimistic results are from Alberta (96%) and Manitoba/Saskatchewan (94%)
- Canadians from British Columbia are least optimistic about Canada's future - 19% respond they are not too optimistic or not optimistic at all

Gender Comparisons

- Males (84%) and females (87%) are almost equally optimistic

Household Income Comparisons

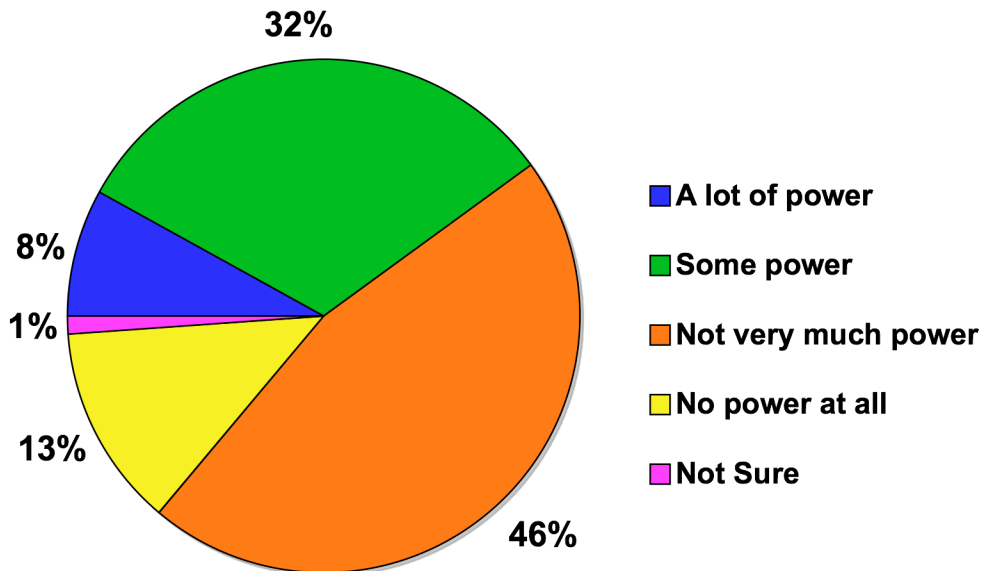
- Canadians with an income of 100K+ are more optimistic (95%) than those with an income less than 50K (78%)

Education Comparisons

- 92% of respondents who report an education level of University or more are very optimistic or moderately optimistic, compared to only 80% of respondents with high school or less

EMPOWERMENT TO MAKE CHANGE

2. How much power do you feel you have to make positive changes in the world around you?



Overall:

- 59% of Canadians feel they have little or no power to make positive changes in the world around them

Gender Comparisons:

- 40% of Canadians feel they have some or a lot of power. Men (40%) and women (40%) feel equally empowered

Regional Comparisons:

- 23% of Canadians in Manitoba/Saskatchewan feel they have no power at all
- Only 30% of Quebecers feel that they have power to make positive changes in the world around them

Age Comparisons:

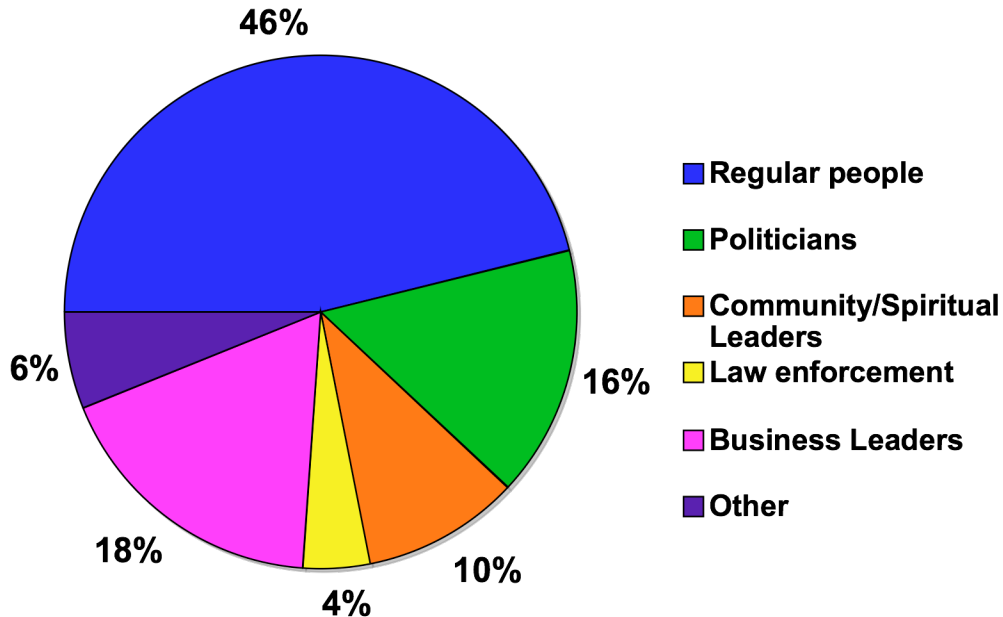
- Canadians aged 18-34 (47%) are more likely to be very or moderately optimistic compared to those aged 35-54 (42%) and 55 and over (31%)

Household Income Comparisons:

- Canadians with an income of \$100K+ (48%) are more likely to feel they have some or a lot of power versus Canadians with an income of less than \$50K (38%)

RESPONSIBILITY FOR MAKING POSITIVE CHANGE

3. Which one of the following groups do you think plays the most important role in coming up with ideas to make positive changes in society?



Overall:

- 46% of Canadians think regular people like themselves and their family and friends play the most important role, compared to business leaders (18%) and politicians (16%)

Regional Comparisons:

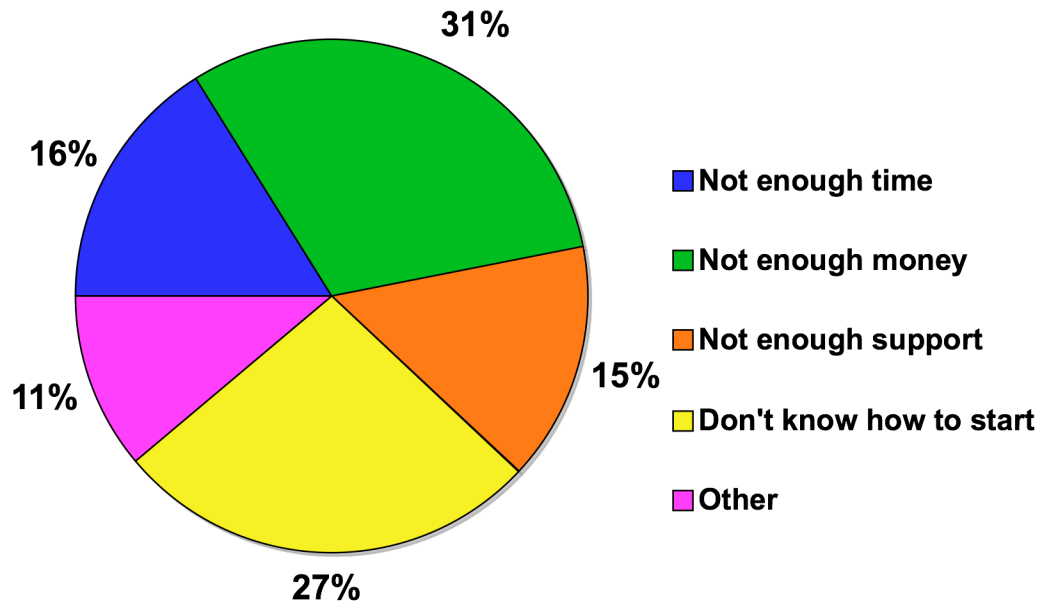
- 37% of Quebecers think that regular people play the most important role in coming up with ideas to make positive changes in society, followed by business leaders (20%) and politicians (17%)

Age Comparisons:

- 48% of Canadians aged 55 and over think regular people like themselves play an important role compared 38% of Canadians aged 18-34

BARRIERS TO PUTTING IDEAS INTO ACTION

4. What is the single most important thing that holds you back from taking the ideas that you have and putting them into action?



Overall:

- 31% of Canadians feel that money is the most important thing that holds them back, followed by not knowing how to get started (27%), not having enough time (16%) and not having enough support from others (15%)

Age Comparisons:

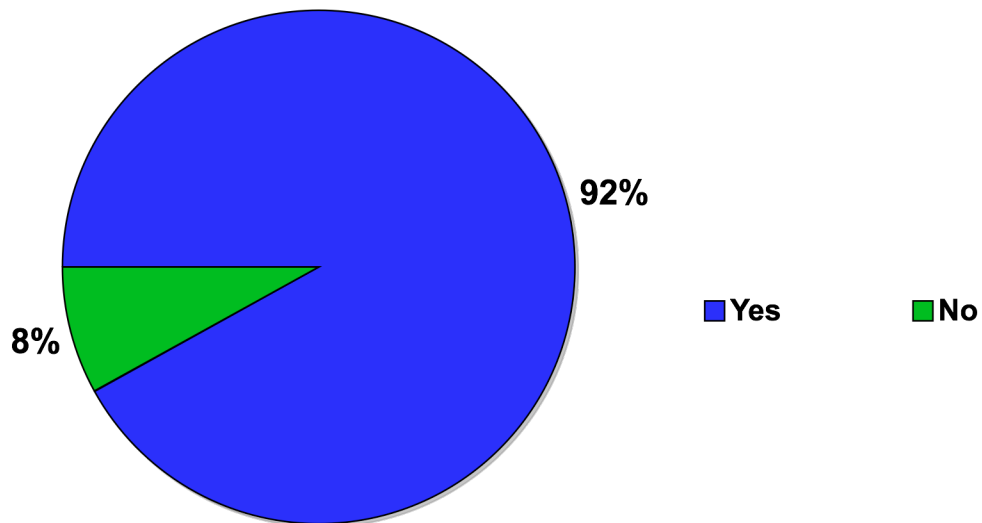
- Canadians aged 18-34 are most likely to say they don't have enough money (39%), don't know how to get started (24%), or enough time (18%) and are least likely to say they don't have enough support (10%)
- Canadians aged 55 and over are most likely to say they don't know how to get started (29%) and least likely to say they don't have enough time (12%)

Regional Comparisons:

- Quebecers rank lack of money and don't know how to start equally as their number one thing that holds them back (31%)

CANADIAN DESIRE TO GET INVOLVED IN DOING GOOD

5. Given the opportunity, do you think that most Canadians would like to do something to help improve the world around them?



Overall:

- 92% of Canadians believe that most Canadians would like to do something to help the world around them

Regional Comparisons:

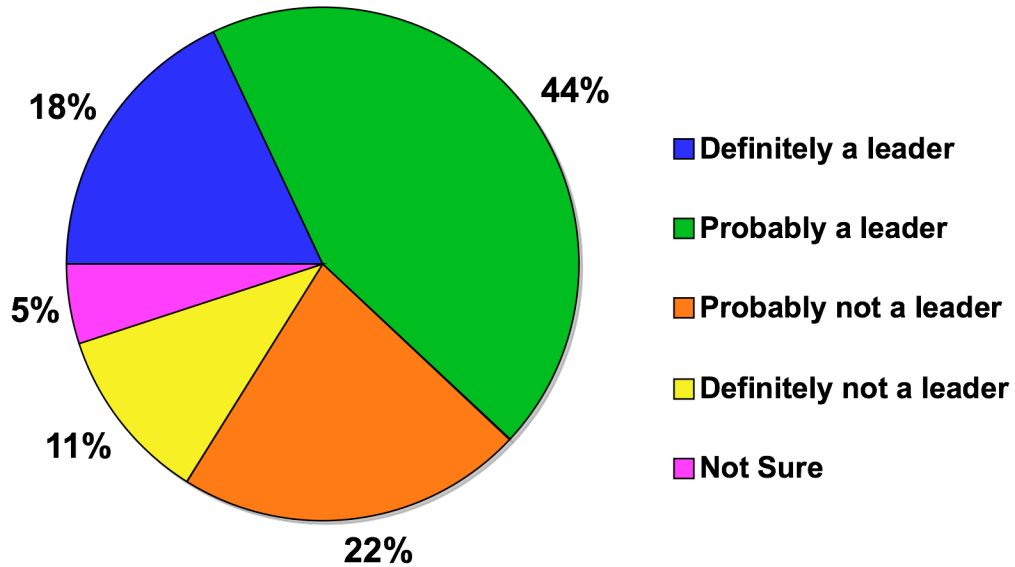
- 99% of Canadians from Atlantic Canada believe that most Canadians would like to do something to help the world around them

Age Comparisons:

- Canadians aged 18-34 (87%) are less likely to believe that most Canadians would like to do something to help the world around them than those aged 35-54 (93%) and 55+ (94%)

PERCEPTIONS OF CANADA AS A CHANGE LEADER

6. Do you think Canada is a leader when it comes to creating change or making a positive difference in the world?



Overall:

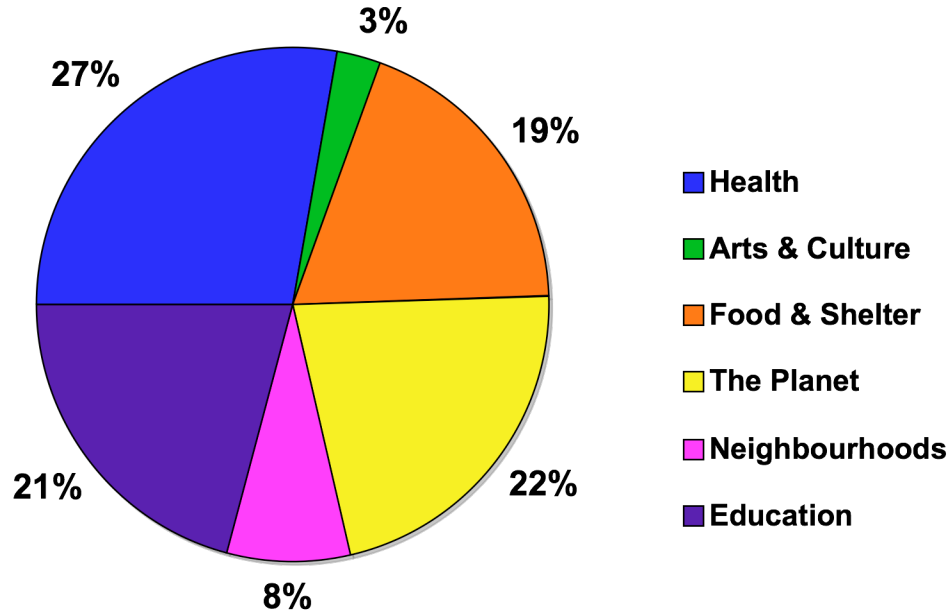
- 62% of Canadians feel that Canada is definitely or probably a leader when it comes to creating change or making a positive difference in the world

Age Comparisons:

- 26% of Canadians 55 and over believe that Canada is definitely a leader, almost twice the number of Canadians aged 18-34 (14%) and 35-54 (14%)

AREAS OF SOCIETY CONSIDERED TO BE THE MOST IMPORTANT

7. When you think about helping to make the world a better place, which one of these areas is most important to you?



Overall:

- Overall, Canadians consider Health to be the number 1 area of importance (28%), followed by The Planet (22%), Education (21%) and Food & Shelter (19%)

Regional Comparisons:

- In British Columbia (34%) and Alberta (29%) Education is top priority and in the Atlantic provinces (27%) and Manitoba (28%), Food and Shelter are top priorities
- Quebecers consider Health to be the number 1 area of importance (40%), followed by The Planet (25%), Education (21%) and Food & Shelter (7%)