

Canada: The Great White North that doesn't like winter?

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Introduction

Traditionally, we celebrate the first day of spring on March 21, but astronomers and calendar manufacturers alike now say that the spring season starts on March 20th, in all time zones in North America. For Canadians the start of spring doesn't quite mean the end of Winter but its on the often uneven path to warmer weather. Canada is often referred to as the great white north as the winters are snowy and cold in most of the country. Newcomers to Canada are often advised to be well-prepared and embrace winter activities to make the most of the cold weather.

But do Canadians actually like winter and snow. A March 2023 Leger survey in partnership with the Association for Canadian Studies reveals that the majority of Canadians like neither winter nor snow. Also when asked to select their preferred season, only 4.6% of Canadians chose Winter. Most Canadians chose summer with spring at a distant second.

The web based survey was conducted between March 10th and 12th, 2023 with 1544 Canadians. A margin of error cannot be associated with a non-probability sample in a panel survey for comparative purposes a probability sample of 1,544 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

When asked to rank their preferred season, most Canadians chose summer followed by Spring; less than 5 percent of Canadians pick winter first and that choice declines with age

| Rank in order the following seasons according to which is your favorite | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|
| | Canada | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | >= 75 |
| Summer | 48.4% | 47.6% | 48.8% | 48.5% | 55.0% | 49.1% | 42.0% | 47.0% |
| Spring | 25.5% | 19.0% | 22.3% | 19.7% | 23.5% | 25.6% | 35.7% | 36.0% |
| Fall | 21.6% | 23.3% | 21.8% | 28.4% | 17.8% | 22.5% | 18.6% | 15.8% |
| Winter | 4.6% | 10.2% | 7.1% | 3.7% | 3.7% | 2.6% | 3.4% | 3.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Summer is the number one choice across all parts of the country though British Columbians are more divided between summer and spring and many Maritimers like the Fall

| | Rank in order the following seasons according to which is your favorite | | | | | |
|--------|---|---------|----------|---------|--------|-----------|
| | British Columbia | Alberta | Prairies | Ontario | Quebec | Maritimes |
| Summer | 43.3% | 49.4% | 48.5% | 44.6% | 57.6% | 48.1% |
| Spring | 37.0% | 22.0% | 28.3% | 25.8% | 22.2% | 13.6% |
| Fall | 11.7% | 25.0% | 20.0% | 24.9% | 16.8% | 35.6% |
| Winter | 7.9% | 4.1% | 4.0% | 4.7% | 3.4% | 2.9% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

A majority of Canadians like neither winter nor snow though British Columbians are more divided on winter and Prairies and Quebec residents more divided when asked about snow

| | Canada | British Columbia | Alberta | Prairies | Ontario | Quebec | Maritimes |
|---------------------|--------|------------------|---------|----------|---------|--------|-----------|
| I like winter - | 40.8% | 49.3% | 29.7% | 40.4% | 42.3% | 41.3% | 31.7% |
| I don't like winter | 59.2% | 50.7% | 70.3% | 59.6% | 57.7% | 58.7% | 68.3% |
| | Canada | British Columbia | Alberta | Prairies | Ontario | Quebec | Maritimes |
| I like snow | 44.0% | 44.7% | 41.9% | 48.5% | 43.8% | 48.0% | 28.8% |
| I don't like snow | 56.0% | 55.3% | 58.1% | 51.5% | 56.2% | 52.0% | 71.2% |

When ranking this winter relative to previous ones, Canadians were divided in three with over one third saying it was better, one third saying it was the same and just over one in four saying it was worse.

| | When thinking about this winter, compared with previous ones would you say that it was... | | | | | | | |
|-----------------|---|--------|--------|--------|--------|--------|--------|--------|
| | Canada | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | >= 75 |
| Much worse | 6.9% | 9.6% | 11.1% | 7.1% | 4.9% | 6.3% | 2.7% | 9.0% |
| Somewhat worse | 21.1% | 31.5% | 17.9% | 20.1% | 18.1% | 17.8% | 24.6% | 23.0% |
| The same | 34.2% | 33.6% | 36.5% | 41.0% | 38.3% | 31.9% | 26.9% | 26.0% |
| Somewhat better | 27.9% | 21.2% | 25.8% | 22.0% | 29.6% | 30.4% | 31.4% | 39.0% |
| Much better | 8.7% | 3.4% | 7.1% | 7.8% | 8.2% | 11.9% | 13.3% | 3.0% |
| Don't Know | 1.3% | 0.7% | 1.6% | 1.9% | 0.8% | 1.9% | 1.1% | |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

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