



Canuckology: From Dollars to Donuts—Canada's Premier Pollsters Reveal What Canadians Think and Why

Darrell, John Wrig Bricker

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The anonymity of a phone line is the secret to the success for Darrell Bricker and John Wright of Ipsos Reid, the largest market research company in Canada. Ipsos' accuracy in gathering people's thoughts and predicting trends makes them the go-to source for major companies seeking answers to unusual questions, such as: What would your ideal lover look like? Would you rather touch the Stanley Cup or Dorothy's ruby slippers from *The Wizard of Oz*? And, do you believe in ghosts?

In *Canuckology*, Wright and Bricker, the bestselling authors of *What Canadians Think about Almost Everything*, share with us the wealth of their thousands of polls, drawn from conversations with some unlikely characters, including the retired man who still believes in Santa Claus, the non-parent who freaks out about toy safety, and the woman who would rather take her dad to a movie premiere than George Clooney.

Filled with hilarious insights from every province and territory, as well as from people of every age, gender and economic standing -- and peppered with fun factoids and quizzes -- *Canuckology* is compulsive, must-have reading for any Canadian.

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