

2ND ANNUAL IPSOS-REID / COMEDY NETWORK

APRIL FOOLS DAY POLL

**JIM CAREY (12%) AND WAYNE AND SHUSTER (8%)
CHOSEN AS FAVOURITE CANADIAN COMEDIANS**

*Two-Thirds (62%) of Canadians would buy \$3 "Troonie" Coin
worth \$2 – with \$1 going to Olympic Athletes*

Canadians Assess Their Own And Others Funny Bones



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Canadians Assess Their Own And Others Funny Bones

Toronto, ONTARIO – Canadian humour is alive and well according to an Ipsos-Reid poll conducted on behalf of The Comedy Network. According to the 2nd Annual Ipsos-Reid / Comedy Network April Fools Day poll, over eight in ten (85%) Canadians agree that there is an identifiable Canadian sense of humour -- and 71% believe that Canadian humour is more sophisticated than American humour.

Canada's international reputation for comedy is believed by just under two-thirds (63%) of Canadians who say that those in other countries perceive Canadians to be funny.

When asked what country has the funniest or most humorous people, one-quarter (26%) of Canadians choose their own country over all others. Australia (15%), the US (14%), England (13%), Ireland (12%) follow as the home of the worlds funniest or most humorous citizens.

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Within Canada, residents of Newfoundland and Labrador (33%) are believed to be the funniest or most humorous Canadians. Quebecers (13%), and Ontarians (12%) follow as those believed to be most humorous.

When asked on an open-ended basis, whom their favourite Canadian comedian or comedy troupe of all time is, Jim Carrey tops the list with just over one-in-ten (12%). Wayne and Shuster (8%), John Candy (7%), the Air Farce (6%), and Yvon Deschamp (5%) round out the top five mentions.

Other findings of the poll include that eight-in-ten (83%) Canadians who say that when choosing a partner, a good sense of humour is more important than good looks -- however almost half (48%) of Canadians would personally rather be good looking than be funny.

And in the comedy of the sexes, according to two-thirds (67%) of Canadians, men are viewed as being funnier or better humoured than women (27%).

Finally, in an April Fools Day policy questions, two-thirds (62%) of Canadians say they are willing to pay \$3.00 for a new currency, called a "troonie", that is worth only \$2.00, of which \$1.00 would go to support of Canadian athletes.

These are the findings of an Ipsos-Reid/Comedy Network poll conducted between March 5th and March 13th, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.



Canadians believe there is an identifiable Canadian sense of humour and that it is more sophisticated than American humour . . .

Comedy has been described as one of Canada's greatest exports and it appears that Canadians agree, with over eight in ten (85%) indicating that there is an identifiable Canadian sense of humour.

- This belief is strongest among residents of Alberta (92%) and Saskatchewan/Manitoba (92%). In comparison only 82% of British Columbians and 83% of Ontarians agree with this view.

As well, seven-in-ten (71%) agree that Canadian humour is more sophisticated than American humour.

- Agreement with this view is strongest among those in Saskatchewan and Manitoba (80%), while only two-thirds (64%) of those in Atlantic Canada agree with this view.

Canadians think that those in other countries perceive Canadians to be funny . . .

Canada's international reputation for comedy is believed by two-thirds (63%) of Canadians who think that those outside of Canada perceive Canadians to be funny people.

- This view is strongest among residents of Atlantic Canada (72%) and Quebec (68%). In comparison, only 57% of Ontarians agree with this view.
- Younger (73%) and middle aged (67%) Canadians are more likely to think that others find Canadians funny than do older (47%) Canadians.



However, comedy is viewed as international . . .

When asked what country has the funniest or most humorous people, more Canadians cite their own country (26%) than any other country. Australia (15%), the United States (14%), England (13%), Ireland (12%) follow behind. Support is also expressed for Scotland (6%), France (5%), and Italy (3%). Three percent mentioned an “other” country, and 4 percent did not know.

- Quebecers (43%) are the most likely to cite Canada, whereas Ontarians (16%) are least likely to mention their own country. As well, younger (28%) and middle aged (28%) Canadians are more likely than older (20%) Canadians to express this view
- Albertans (27%) are more likely to mention Australian than those in other regions, while Quebecers (5%) are the least likely to think that Aussies are the funniest or most humorous.
- The United States is more likely mentioned by Quebecers (18%) and Ontarians (17%), compared to residents of Alberta (6%) or Atlantic Canada (6%). Younger (18%) Canadians are more likely to believe this to be the case than older (12%) or middle aged (11%) Canadians.
- Middle aged (14%) and older (16%) Canadians are more likely than their younger (8%) counterparts to cite England as the land of the most humorous or funniest people.
- And not surprising, Quebecers (15%) are more likely than those in any other region to mention France as the country with the funniest or most humorous people.

Newfoundlanders are viewed as the most humorous Canadians . . .

When asked which province, excluding their own, has the funniest or most humorous people, one-third (33%) of all Canadians identified Newfoundland and Labrador. Quebecers and Ontarians are viewed as the most humorous by 13% and 12% respectively. Lower levels



of support are expressed for British Columbia (7%), Nova Scotia (6%), Alberta (5%), and New Brunswick (4%). While, the provinces at the bottom of the list include Saskatchewan (2%), Manitoba (2%), and Prince Edward Island (1%).

- Across the country (with the exception of Quebec), Newfoundlanders are viewed as the most humorous, with their fellow Atlantic Canadians (46%) leading the charge. The lowest level for Newfoundlanders come from Saskatchewan/Manitoba (27%) and Quebec (10%).
- Interestingly, with few exceptions, the highest level of support for each province comes from its neighbours. For example, the biggest supporters of Quebecers are those from Ontario (19%), while Quebecers reciprocate, with the highest level of support for Ontario coming from that province (22%). Similarly, Alberta's highest support are from its neighbours Saskatchewan/Manitoba (19%) and British Columbia (10%).
- Canadians from the highest (43%) and middle (35%) household income groups are more likely to say Newfoundlanders are the most humorous, compared to those in the lowest household income group (20%).
- Canadians in the lowest (13%) and middle (16%) household income group are more likely to cite Ontarians as being the funniest or most humorous in the country than Canadians from the highest household income group (6%).

Jim Carrey is Canada's favourite home-grown comedian . . .

When asked on an open-ended basis, whom their favourite Canadian comedian or comedy troupe of all time is, Jim Carrey tops the list with just over one-in-ten (12%). Wayne and Shuster (7%), John Candy (7%), the Air Farce (6%), and Yvon Deschamp (5%) round out the top five mentions.

- An interesting difference is between the choices of the age groups. Canadians between 18 and 34 (23%) are more likely than those 55 years of age or older (2%) to choose Jim Carrey

as their favourite Canadian comedian, with those between 35 and 54 are closer to the national average (10%). Whereas, older Canadians (22%) are more likely to cite Wayne and Shuster as their favourite funny Canadians, than younger Canadians (0%), with the middle age group closer to the national average (6%).

- Quebecers differ from those of the other regions in their choice of favourite home-grown comedians. Each of the top favourites of Quebecers was not mentioned by anyone outside of that province. The top five favourites of Quebecers are Yvon Deschamps (19%), Rock et Belles Oreilles (5%), Jean Michel Anctil (5%), Lise Dion (5%), and Daniel Lemire (4%).

When choosing a mate, Canadians say a sense of humour is more important than good looks . . .

Appearances do not appear to impress Canadians in the dating and mating ritual. Eight-in-ten (83%) Canadians claim that when choosing a partner, a good sense of humour is more important to them than good looks.

- Women (90%) are more likely than men (76%) to choose a sense of humour over good looks in a mate.
- Regionally, this view is strongest among those in Saskatchewan/Manitoba (94%) and Alberta (93%), followed by residents of British Columbia (87%), Ontario (85%), and Atlantic Canada (83%). Quebecers (71%) are the least likely to accept this view.
- Canadians in the middle household income group (88%) are more likely compared to those in the highest household income grouping (80%) to believe that a sense of humour is more important in a partner than good looks.
- There are no significant differences among age groups on this subject.



But half would personally rather be good looking than be funny . . .

While they may say that they would like a mate with a good sense of humour, Canadians would rather be good looking than be funny. In fact, half (48%) of Canadians agree that they would personally rather be good looking than be funny, compared to 50% who would choose to be funny than be good looking.

- Men (51%) are slightly more likely than women (45%) to say they personally would rather be good looking than be funny.
- Regionally, this view is strongest in Atlantic Canada (52%), Quebec (50%), Ontario (48%) and British Columbia (47%), while weaker in Saskatchewan/Manitoba (42%) and Alberta (40%).
- Older (52%) Canadians are more likely than their middle aged (47%) and younger (45%) counterparts to agree with this view.

And in the comedy battle of the sexes . . .

In the battle of the sexes it appears that men are viewed by Canadians as being better humoured or funnier than women. When asked, who tends to be funnier or better humoured, three quarters (67%) of Canadians cited men over women (27%).

- Men (77% versus 58% of women) not surprisingly believe their own sex to be the funnier of the two, while women (38% versus 16% of men) think females are the funnier or better humoured.
- Quebecers (79%) are more likely than Canadians in any other region of the country to believe that men are funnier or better humoured than women (19%). This compares to the views of those in Alberta (66% versus 32%), British Columbia (65% versus 21%), Saskatchewan/Manitoba (64% versus 31%), Ontario (62% versus 32%) and Atlantic Canada (62% versus 31%).



- Younger (73%) and middle aged (70%) Canadians are more likely to cite men than their older (58%) counterparts, while older (35%) Canadians are more likely than their younger (22%) or middle aged (26%) counterparts to choose women over men as the funnier or better humoured.

Finally, Canadians are willing to pay \$3 for a new currency, called a “Troonie” worth only \$2 . . .

When asked if they would buy a new “troonie” currency worth \$2, but that would cost \$3, with the extra dollar going to support Canadian athletes training for the Olympics, six-in-ten (62%) Canadians said they would. Four in ten (37%) indicated they would not purchase this new coin.

- Regionally, residents of Atlantic Canada (69%), and Ontario (66%) are more likely than those in other regions to say they would purchase the new Olympic “Troonie” coin, followed by those in Quebec (61%), British Columbia (58%), Alberta (56%) and Saskatchewan/Manitoba (56%).
- Women (65% versus 59% of men) are more willing to purchase the new coin.
- Canadians with a high school education (68%) and a post-secondary education (64%) are more likely to be willing to purchase the new currency than those with less than a high school education (61%) or a university degree (56%).
- There is no significant differences between income groups regarding use of the “Troonie”
 - Household income of \$60,000 or above: 64%;
 - Household income of between \$30,000 and \$60,000: 63%
 - Household income of less than \$30,000: 61%
- Canadians 55 years of age or older (64%) are statistically as likely as those between 18 and 34 (62%) or 35 and 54 (62%) to indicate they would purchase this new coin.



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