

# NINE IN TEN CANADIANS WOULD BE HONoured TO CARRY THE OLYMPIC TORCH FOR CANADA



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## NINE IN TEN CANADIANS WOULD BE HONOURED TO CARRY THE OLYMPIC TORCH FOR CANADA

**Toronto, ON** – According to a new Ipsos-Reid survey conducted on behalf of Samsung, nine in ten Canadians (87%) think it would be an honour to carry the Olympic Torch for Canada.

Residents of Ontario (93%) are the most likely to consider carrying the Olympic Torch for Canada, closely followed by residents of Saskatchewan/Manitoba (92%), Alberta (90%), and Atlantic Canada (88%). Residents of Quebec (77%) and British Columbia (82%) are less likely to consider it an honour.

*These are the findings of an Ipsos-Reid/Samsung poll conducted between February 17<sup>th</sup> and February 19<sup>th</sup>, 2004. The telephone survey is based on a randomly selected sample of 1059 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  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 2001 Census data.*

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