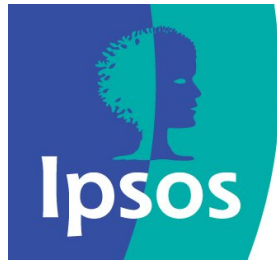


EASTER POLL: MAJORITY OF CANADIANS (73%) AND AMERICANS (78%) BELIEVE IN THE RESURRECTION

But Many (17% In Canada & 13% In The U.S.) Think Jesus' Crucifixion Was Faked



Ipsos Reid

Public Release Date: - Sunday April 16th, 2006 – 6:00 a.m. (EDT)

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit

www.ipsos.ca

For copies of other news releases, please visit

<http://www.ipsos-na.com/news/>

© Ipsos Reid

Washington ∙ New York ∙ Chicago ∙ Minneapolis ∙ Seattle ∙ San Francisco
Vancouver ∙ Edmonton ∙ Calgary ∙ Winnipeg ∙ Toronto ∙ Ottawa ∙ Montreal



Easter Poll: Majority Of Canadians (73%) And Americans (78%) Believe In The Resurrection

But Many (17% In Canada & 13% In The U.S.) Think Jesus' Crucifixion Was Faked

Toronto, ON – While perhaps billions of Christians around the world will celebrate the Crucifixion of Jesus Christ on this Good Friday, a new Ipsos Reid survey undertaken on behalf of CanWest News Service and Global News in both the United States and Canada reveals an underlying belief among many in both countries that the resurrection never actually occurred. Is this the impact of the block-buster novel the Da Vinci Code?

When asked about Jesus Christ, a strong majority in both Canada (73%) and the United States (78%) indicate they believe he “died on the cross and was resurrected to eternal life”. But, 17% of Canadians and 13% of Americans are of the opinion that “Jesus’ apparent death on the cross was faked” and that “Jesus was also married and had a family”. One in ten in both countries don’t have an opinion on this issue.

CANADA (N=814)		REGION						RELIGION	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	Christian	Non-Christian
Jesus died on the cross and was resurrected to eternal life	73%	71%	67%	81%	71%	73%	83%	86%	51%
Jesus' apparent death on the cross was faked. Jesus was also married and had a family	17%	15%	22%	8%	18%	19%	13%	8%	31%

UNITED STATES (N=768)		REGION				RELIGION	
	Total	Northeast	Midwest	South	West	Christian	Non-Christian
Jesus died on the cross and was resurrected to eternal life.	78%	74%	87%	79%	71%	93%	46%
Jesus' apparent death on the cross was faked. Jesus was also married and had a family.	13%	13%	7%	12%	21%	5%	31%

Question: People have many different ideas about the man known as Jesus Christ or Jesus of Nazareth. I'll read you two statements about Jesus and I'd like you to tell me which one statement comes closer to your own opinion. Is it...



These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News. For the survey, a representative sample of 814 adult Canadians, and 768 adult Americans were interviewed via telephone, from April 11th-12th, 2006. The sample used in this study has been weighted according to Census data to accurately reflect the population of both countries. With a sample of this size, the results for both countries are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire population of each country been polled. The margin of error will be larger within each sub-grouping of the survey population.

-30-

For more information on this news release, please contact:

Andrew Grenville
Senior Vice President
Ipsos Reid
(416) 416-526-6055

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>