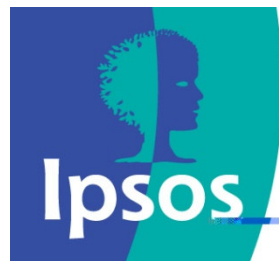


Can't Touch This!

What do Canadians most want to touch?

Public Release Date: Thursday, March 27, 2008, 6:00am EST



Ipsos Reid

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Can't Touch This!

What do Canadians most want to touch?

Toronto, ON – It appears that the top of the Egyptian pyramids have piqued (or peaked) the interest of Canadians, according to a new LG Electronics Canada / Ipsos Reid poll. Given the opportunity, and a list of options, nearly half (45%) of all Canadians would most like to touch the very top of the ancient wonder. Perhaps reflective of Canadian heritage, two in ten want to touch the Stanley Cup, and an equal number (18%) would most like to touch the Holy Grail. One in ten (11%) would like to touch the Hope Diamond, while 3% would like to touch Dorothy's shoes from 'The Wizard of Oz'. Surprisingly, only 4% would like to touch an Academy Award.

- Perhaps understandably, men (24%) are more likely than women (11%) to want to touch the Stanley Cup. Women, on the other hand, are more likely (14%) than men (8%) to want to touch the Hope Diamond.
- Canadians living in Saskatchewan and Manitoba (10%) are most likely to want to touch an Academy Award.
- Interestingly, Atlantic Canadians (33%) are most likely to want to touch the Holy Grail. This exceeds the 30% from the same area who want to touch the top of a pyramid.

Thinking about things they would like to touch but are prohibited from doing so, Canadians are more divided. Three in ten (29%) say they would have the hardest time not touching freshly poured cement on a sidewalk, while a nearly equal number (27%) say they wouldn't be able to resist the allure of the gleaming finish on an Aston Martin.



One in five (18%) wouldn't be able to resist touching the hat of a guard at Buckingham Palace, and a slightly smaller proportion (15%) couldn't keep their hands off a perfectly decorated wedding cake. Rounding out the list, one in ten (11%) would have an irrepressible urge to touch a nude sculpture in a museum.

- Residents of Quebec (15%) are most likely to want to touch a nude sculpture.
- Men (34%) are more likely than women (22%) to be drawn to the finish of an Aston Martin.
- Perhaps in consideration of setting a good example, Canadians with children (13%) are less likely than those without kids (20%) to want to touch the hat of a guard at Buckingham Palace.

These are the findings of an Ipsos Reid poll conducted on behalf of LG from 03/10 to 03/13, 2008. This online survey of 1,012 adult Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

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- 3 -

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