

Could It Be Any Clearer?

Nine in ten (91%) Canadians say having a superior picture quality is most important to them when choosing a TV

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Ipsos Reid

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Toronto, ON – It seems that Canadians want their televisions to show them the world, and in the best possible light. According to a new poll conducted by Ipsos Reid on behalf of LG, nine in ten (91%) Canadians say that when it comes to choosing a TV for their home, a superior picture quality is what matters to them. Only 9% went the other way, saying that the actual design of the TV was more important. Interestingly, women (90%) are just as likely as men (92%) to say that a superior picture quality is important.

Thinking about how their choice of TV reflects on them as a person, three in ten (27%) Canadians say that their television is a statement of who they are. Additionally, that number rises to one in three (31%) among men and among Quebecers (36%).

These are the findings of an Ipsos Reid poll conducted on behalf of LG from 05/01 to 05/05, 2008. This online survey of 1033 Canadian adults 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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