



Back to Nature: Are Canadians Missing the Butterfly Experience?

Very Few Canadians (15%) Have Been There To See A Butterfly Emerge From Its Pupa State

Winnipeg, MB, June 6, 2008 - Even the Butterfly Lady (Dana Lawrence) is not sure just how many Canadians have seen a butterfly emerge from its pupa state. She thought it might be 25 percent and other guesses ranged from 5 percent to "almost everyone". So, how many Canadians have seen a butterfly emerge from its pupa state and what does that say about our closeness to nature?

A new Ipsos Forward poll reveals that very few Canadians (15%) have been there to see a butterfly emerge from its pupa state. While the majority of Canadians (58%) have observed this wonder of nature, very few of us have actually seen it in-person (15%). Canadians are much more likely to have seen it on television (45%) and a small number have seen it on the Internet (4%) or elsewhere (4%).

Folks in Ontario and British Columbia are equally likely to have been there to see a butterfly emerge from its pupa (20%) and twice as likely as those who reside in Alberta, Quebec or the Atlantic Provinces (10%).

It doesn't seem to matter whether you are male or female or what your family income is, but age and education play a role in whether someone has actually seen a butterfly emerge from its pupa.

- Canadians who are 55 or older are more likely to have been there to see a butterfly emerge (19% versus 13%) while younger Canadians are more likely to have seen it happen on the Internet (8% versus 1%). Nevertheless, there is little difference between age groups in terms of whether they have observed this event at all.
- Those with post-secondary education (63%) or university (65%) are more likely than those with lower levels of education (51%) to have seen a butterfly emerge either live or otherwise.

The results indicate that few Canadians have been there to experience one of the wonders of nature. Yet despite having fewer years to do so, younger people have still managed to observe the event either in-person, on television or the Internet. And, it seems that education helps bring Canadians a little closer to nature.

For more information on this news release, please contact:

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Methodology

These results are based on 1,000 online interviews with Canadian adults, 18 years of age and older. Interviews were conducted between May 14-16, 2008. The final data are statistically weighted to reflect the actual age and gender of the Canadian population and are balanced by region.

With a sample of 1,000 people, one can say with 95% certainty that the overall results are within ± 3.1 percentage points of what they would have been had the entire Canadian population been surveyed. The margin of error will be larger for sub-groupings of the survey sample.

About Ipsos Forward Research

Our research team is comprised of 30 professionals in Canada and the U.S. with a broad range of backgrounds in the agriculture, food and animal health industries. Our practice has a North American focus with global capabilities.

We have more than 20 years experience in agricultural, animal health and food-related market research – with extensive experience conducting research with a broad range of audiences – farmers, retailers/distributors, veterinarians, stakeholders and consumers.

We work with clients to provide “fact based consulting”, whether to build brands and optimize sales or to better understand their customers or issues in their market. We provide our clients with customized research approaches, including both qualitative and quantitative methods, combined with advanced analytical tools to provide insight into the issues that our clients face.

About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

In 2007, Ipsos generated 927.2 million euros (\$1.27 billion U.S.) in total revenues, of which 31% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

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About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.



Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999.

In 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.).

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