

**Bearing Witness to History in the Making:
One Third (32%) of Canadians Plan to Watch or
Listen to President-elect Barack Obama's
Inauguration on Tuesday, January 20, 2009**
*Over 7.5 Million Adult Canadians
Say They'll Tune In*

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Ipsos Reid

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Toronto, ON – Tuesday, January 20, 2009, will mark the day in American history when the first African American will be inaugurated as President of the United States, and it appears that millions of Canadians want to bear witness to the live events in Washington, DC.

According to a new Ipsos Reid poll conducted on behalf of Global National Television, one third (32%) – over 7.5 million – adult Canadians plan to watch or listen to the inauguration of President-elect Barack Obama live just after noon on this coming Tuesday.

While 45% indicate that they won't watch or listen to the ceremony as it happens, another 23% are unsure of whether or not they'll watch or listen to the inauguration, meaning that the number of adult Canadian witnesses to the event may be larger indeed. And as noted, this poll does not sample the millions of younger Canadian's (below the age of 18) who will be in school that day but may also witness the swearing in ceremony on televisions set up in classrooms or gymnasiums.



- British Columbians (37%) are most likely to say they'll either watch or listen to the ceremony live, followed by those in Ontario (34%), Atlantic Canada (32%), Alberta (31%), Quebec (29%) and Saskatchewan and Manitoba (27%).
- More women (36%) than men (28%) say they'll view or listen to the proceedings live.
- Older Canadians, aged 55 and older (42%), are more likely than middle-aged (27%), aged 35 to 54, or younger Canadians (28%) to suggest they'll witness the inauguration.

These are the findings of a poll conducted on behalf of Global National from January 13 to 15, 2009. This online survey of 1016 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls 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. Statistical margins of error are not applicable to online polls, however, 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, had the entire adult population of Canada been polled.

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