

**Justin Bieber (17%) Edges out Stephen Harper (15%) as  
Top Canadian Newsmaker of 2012**  
*Shafia Family (10%), Rob Ford (10%),  
Pauline Marois (10%) Round out the Top 5*

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**Toronto, ON** – Stratford singing sensation Justin Bieber is the top Canadian newsmaker of 2012, according to new poll conducted by Ipsos Reid on behalf of Postmedia News and Global Television. According to Canadians, international teen singer and heartthrob Justin Bieber (17%) slightly edges out Prime Minister Stephen Harper (15%) for the accolade of the country's top newsmaker this year, among a list of 15 candidates assembled by Postmedia News. The table below outlines in full the top Canadian newsmakers of 2012.

<b><u>Top Canadian Newsmaker of the Year</u></b>	<b>% of Canadians</b>
Justin Bieber	17%
Stephen Harper	15%
Shafia family members found guilty in honour killings	10%
Rob Ford	10%
Pauline Marois	10%
Justin Trudeau	8%
Luka Magnotta	8%
Amanda Todd	6%

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Mark Carney	4%
Christine Sinclair	3%
Sidney Crosby	3%
Thomas Mulcair	2%
Pierre Poutine	1%
Alison Redford	1%
Bev Oda	1%

- Women (21%) are most likely to believe that Justin Bieber is the top Canadian newsmaker of the year, while men (18%) are most likely to believe the top newsmaker for 2012 is Stephen Harper.
- The top newsmaker according to younger Canadians, aged 18-34, is Justin Bieber (26%), twice the proportion who chose Rob Ford (13%), and Luka Magnotta (13%), the second choices among this demographic. Middle-aged Canadians (17%), aged 35-54, and Canadian seniors (18%), aged 55+, however, most believe Prime Minister Stephen Harper to be the year's top newsmaker.
- There is great regional variation amongst Canadians when it comes to the year's top Canadian newsmaker:
  - Two in ten (20%) Columbians believe Amanda Todd was Canada's top newsmaker this year, only 1 pt. behind Stephen Harper (21%).



- Ontarians believe former Toronto Mayor Rob Ford (21%) is the top Canadian newsmaker for 2012
- Quebecers believe it to be newly-elected Premier and Parti Quebecois leader Pauline Marois (36%).
- Atlantic Canadians (23%) and Albertans (22%) are more likely than the national average to believe Justin Bieber was the top Canadians newsmaker

*These are some of the findings of an Ipsos Reid poll conducted between December 7<sup>th</sup> to 12<sup>th</sup>, 2012, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,021 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 3.5 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

-30-

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***For full tabular results, please visit our website at [www.ipsos-na.com](http://www.ipsos-na.com). News Releases are available at: <http://www.ipsos-na.com/news-polls/>***

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- 3 -

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