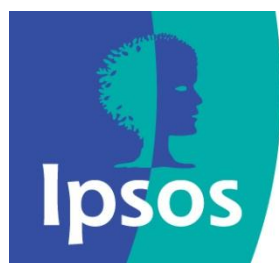


One in Three (35%) Canadians Say Boston Marathon Bombing has Changed the Way they Feel about Taking Part in Large Public Events

Public Release Date: Thursday, December 26th, 2013, 9:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



One in Three (35%) Canadians Say Boston Marathon Bombing has Changed the Way they Feel about Taking Part in Large Public Events

Toronto, ON – The year 2013 witnessed two horrifying terrorist attacks on innocent civilians – one far overseas and the other close to home. The Westgate shopping mall attack saw unidentified gunmen storm a high-end shopping mall and kill at least 72 people with scores more injured. The Boston marathon bombings turned an exciting and historical public event into chaos after two homemade bombs exploded near the finish line, and a mass man-hunt ensued to find the suspect – which eventually succeeded. These terrorist attacks have been named the 7th largest story in 2013 by CTV News, Ipsos's media partner.

With the Boston bombing being so close to home, it had particular resonance for Canadians. In fact, a new Ipsos Reid poll conducted for CTV has revealed that one in three (35%) 'agree' (7% strongly/28% somewhat) that 'the Boston marathon bombing has changed the way they feel about taking part in large public events', while two in three (65%) 'disagree' (24% strongly/41% somewhat).

Quebecers (38%) are most likely to say the bombings have changed the way they feel about taking part in large public events, followed by those living in Alberta (35%), Atlantic Canada (34%), Ontario (34%), Saskatchewan and Manitoba (34%) and British Columbia (32%).

Interestingly, those with a household income of less than \$40,000 a year are most likely to agree (40%), while those whose families earn between \$40,000 and \$60,000 (33%), \$60,000 to



\$100,000 (31%) or more than \$100K a year (29%) are significantly less likely to agree that the bombings have changed the way they feel about taking part in large public events.

Further, women (40%) are much more likely than men (30%) to say they've changed their views since the bombing, as are younger adults aged 18-34 (41%, aged 18-34), compared to middle-aged (32%, aged 35-54) and older (33%) Canadians, aged 55+.

These are some of the findings of an Ipsos Reid poll conducted between December 9th to 13th, 2013, on behalf of CTV News. For this survey, a sample of 2,535 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 +/- 2.2 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-

For more information on this news release, please contact:

John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002

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

© Ipsos Reid

- 2 -

**Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John**