

**MANY CANADIANS FEEL THERE IS TOO MUCH
COVERAGE OF ENTERTAINMENT (42%) AND SPORTS
(38%) AND NOT ENOUGH ON MORE SUBSTANTIVE
MATTERS, LIKE BELIEFS AND BUSINESS**

*Sizable minority feel faith and religion (27%) &
business and analysis (22%) receive too little coverage*



Public Release Date: - Thursday April 28th, 2005 11:00p.m. (EDT)

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 300 researcher 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 – including the Ipsos Trend Report, the leading source of public opinion in the country – 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/>*

© Ipsos-Reid

*Washington λ New York λ Minneapolis λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



MANY CANADIANS FEEL THERE IS TOO MUCH COVERAGE OF ENTERTAINMENT (42%) AND SPORTS (38%) AND NOT ENOUGH ON MORE SUBSTANTIVE MATTERS, LIKE BELIEFS AND BUSINESS

Sizable minority feel faith & religion (27%) and business & analysis (22%) receive too little coverage

Toronto, Ontario – In a time of ever-multiplying numbers of media choices and channels, a new Ipsos-Reid poll on behalf of the Centre for Faith and the Media indicates that many Canadians think there is too much media coverage of entertainment and sports and too little coverage of more substantive subjects such as Faith and Religion.

More than Enough Sports and Entertainment

More specifically, 42% reported Entertainment has too much coverage. Just 9% think it has less than it should and the remaining 47% say it has “about the right amount”.

- Quebecers are more likely to report Entertainment has about the right amount of coverage (64%).

Sports have too much coverage, 38% of Canadians think. Only 8% think Sports have less coverage than they should. The remainder, 52%, think Sports have about the right amount of coverage.

- Men were more likely than women to feel Sports have about the right amount of coverage (57% men Vs 47% women).



Too Little Reporting on Religion & Faith and Business & Analysis

Faith and Religion have too little coverage, a significant minority (27%) of Canadians say. Half (49%) feel Faith and Religion have about the right amount of coverage. There is, however, a significant minority (22%) that believes Faith and Religion have too much coverage.

- Men were more likely than women to think Religion and Faith have too much coverage (26% men Vs 16% women).

There is also interest in more coverage of Business & Analysis among a notable minority – twenty-two percent. Most (62%) think it has about the right amount and 16% would like more coverage.

- Those 18-55 were more likely to say there should be more coverage of Business and Analysis (28% 18-34, 24% 35-54 Vs 14% 55+).

These are the findings of an Ipsos-Reid poll conducted for Centre for Faith and the Media from April 5th, 2005 to April 7th, 2005. For the survey, a representative randomly selected sample of 1000 adult Canadians were interviewed by telephone. With a sample of this size, the national results are considered accurate to within ± 4.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.



Ipsos Reid

For more information on this news release, please contact:

Andrew Grenville
Senior Vice President
Ipsos-Reid
(416) 324-2900

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

© Ipsos-Reid

- 3 -

Washington λ New York λ Minneapolis λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal

fa1_1. **(Faith and Religion)** Some topics or issues receive more media coverage than others. In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	210	31	16	12	77	57	18	65	78	63	126	84
	21%	24%	16%	17%	20%	23%	23%	22%	20%	22%	26%	16%
About the right amount	487	65	43	40	180	126	33	137	203	141	217	270
	49%	49%	45%	59%	47%	51%	43%	47%	51%	48%	45%	52%
Less than it should	275	32	33	14	108	61	27	86	108	76	121	154
	27%	25%	34%	21%	29%	25%	34%	29%	27%	26%	25%	30%
(DK/NS)	28	4	5	2	14	3	0	5	9	13	20	8
	3%	3%	5%	2%	4%	1%	-	2%	2%	4%	4%	2%
			E								K	

Faith and the Media

Detailed tables

fa1_2. (Business and Analysis) Some topics or issues receive more media coverage than others.
In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	127 13%	20 15%	14 15%	7 10%	52 14%	25 10%	9 11%	34 12%	40 10%	52 18%	62 13%	65 13%
About the right amount	620 62%	78 59%	51 53%	52 77% ABDE	239 63%	150 61%	50 64%	171 58%	252 63%	186 63%	290 60%	330 64%
Less than it should	222 22%	30 23%	30 31%	7 10%	77 20%	59 24%	18 23%	82 28%	96 24%	41 14%	116 24%	106 21%
(DK/NS)	31 3%	4 3%	2 2%	2 2%	11 3%	12 5%	1 1%	6 2%	10 3%	14 5%	15 3%	15 3%

Faith and the Media

Detailed tables

fa1_3. **(Entertainment)** Some topics or issues receive more media coverage than others.
 In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	421 42%	69 52%	48 50%	31 45%	177 47%	61 25%	36 46%	141 48%	178 45%	96 33%	203 42%	218 42%
About the right amount	473 47%	48 36%	35 37%	33 49%	166 44%	158 64%	34 44%	118 40%	186 47%	162 55%	225 46%	249 48%
Less than it should	90 9%	11 8%	11 12%	3 4%	33 9%	25 10%	7 9%	33 11%	32 8%	25 9%	46 10%	44 8%
(DK/NS)	16 2%	4 3%	2 2%	2 2%	4 1%	3 1%	1 1%	2 1%	3 1%	10 3%	9 2%	6 1%

Faith and the Media

Detailed tables

fa1_4. (Sports) Some topics or issues receive more media coverage than others.
 In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	385 38%	60 45%	45 47%	23 33%	140 37%	84 34%	33 43%	104 35%	160 40%	115 39%	157 32%	228 44%
About the right amount	516 52%	59 44%	40 41%	39 57%	209 55%	135 55%	34 45%	167 57%	204 51%	138 47%	274 57%	242 47%
Less than it should	82 8%	8 6%	12 12%	5 7%	22 6%	26 11%	9 12%	22 8%	28 7%	31 11%	46 10%	36 7%
(DK/NS)	17 2%	6 4%	0 -	2 2%	7 2%	2 1%	1 1%	0 -	6 2%	9 3%	7 1%	11 2%