

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Peter Mansbridge biggest name in Canadian broadcasting**

### **Lloyd Robertson second**

TORONTO AUGUST 20<sup>th</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1798 Canadian adults, the plurality, 3-in-10 cite CBC news anchor Peter Mansbridge (31%) as the "biggest name in Canadian broadcasting", and he is followed by the one-time perennial winner of this poll, retired CTV news anchor Lloyd Robertson (14%), with The Nature Of Things host David Suzuki in the same tier (13%). One tenth cite Hockey Night in Canada commentator Don Cherry in this regard (10%). Fewer opt for comedian Rick Mercer (8%), CTV's current anchor, Lisa Laflamme (6%), Sun News contributor Ezra Levant (3%) or Power & Politics host Evan Solomon (2%). One seventh say someone else is the biggest name in broadcasting (14%). Ideology prevails when preference is measured; Conservative voters are much more likely to cite Ezra Levant (9%) than Liberals or New Democrats (0), while New Democrats (15%) and Liberals (16%) are more likely to mention David Suzuki than Conservatives (3%). Don Cherry is especially popular in the prairies (19%), while David Suzuki is tops in Quebec (27% - no Francophone personalities were listed). Lloyd Robertson is especially well-remembered in Alberta (28%).

"It is fitting that, with Lloyd's retirement, Peter should don the laurels of the dean of Canadian broadcasting. As this is a random poll, and not an online beauty contest, our results accurately reflect the sentiments of the Canadian audience," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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### **TORONTO**

**August 20<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- 3-in-10 cite CBC news anchor Peter Mansbridge (31%) as the "biggest name in Canadian broadcasting", and he is followed by the one-time perennial winner of this poll, retired CTV news anchor Lloyd Robertson (14%).
- "It is fitting that, with Lloyd's retirement, Peter should don the laurels of the dean of Canadian broadcasting. As this is a random poll, and not an online beauty contest, our results accurately reflect the sentiments of the Canadian audience," said Forum Research President, Dr. Lorne Bozinoff.

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**Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1798 randomly selected Canadians 18 years of age and older. The poll was conducted on August 18-19<sup>th</sup>, 2014.

Results based on the total sample are considered accurate  $\pm 2\%$ , 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### ***Biggest Name in Canadian Broadcasting***

*'As far as you know, who is the biggest name in Canadian broadcasting?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1798	121	172	336	491	678	878	920
Peter Mansbridge	31	22	29	34	38	37	30	31
Lloyd Robertson	14	8	17	17	16	15	13	15
Ezra Levant	3	2	3	4	2	4	4	1
Lisa LaFlamme	6	3	5	6	7	12	4	8
David Suzuki	13	19	13	11	11	9	10	16
Don Cherry	10	18	11	6	7	3	12	8
Evan Solomon	2	1	3	2	1	2	2	1
Rick Mercer	8	11	8	8	5	4	8	7
someone else	14	17	13	12	13	14	16	12

### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1798	132	440	626	144	190	266	1408	390
Peter Mansbridge	31	39	8	38	27	39	42	37	7
Lloyd Robertson	14	13	7	13	23	28	16	17	4
Ezra Levant	3	0	2	3	3	7	1	3	2
Lisa LaFlamme	6	7	7	5	7	6	5	7	4
David Suzuki	13	2	27	11	3	4	11	9	28
Don Cherry	10	12	10	11	19	4	6	10	11
Evan Solomon	2	1	2	1	2	2	1	1	2
Rick Mercer	8	18	4	10	8	4	6	9	4
someone else	14	9	33	6	8	6	12	8	38

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## TORONTO

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### Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K
Sample	1798	204	326	288	214	201	277
Peter Mansbridge	31	16	28	31	33	28	39
Lloyd Robertson	14	14	14	14	19	17	11
Ezra Levant	3	2	2	3	2	4	4
Lisa LaFlamme	6	10	7	8	4	7	3
David Suzuki	13	17	17	12	10	17	7
Don Cherry	10	13	9	5	15	5	12
Evan Solomon	2	3	1	1	1	2	1
Rick Mercer	8	9	4	8	9	5	11
someone else	14	16	18	19	8	15	12

### Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1798	542	649	274	110	74	69
Peter Mansbridge	31	32	35	28	42	5	17
Lloyd Robertson	14	18	15	11	7	4	14
Ezra Levant	3	9	0	0	2	0	4
Lisa LaFlamme	6	7	7	7	2	3	2
David Suzuki	13	3	16	15	11	28	17
Don Cherry	10	14	8	9	7	5	20
Evan Solomon	2	1	2	2	1	4	0
Rick Mercer	8	5	8	9	15	2	4
someone else	14	11	8	18	13	50	23

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