EKOS/CBC NEWS: SUNDAY Poll

Bias in Middle East Media Reporting?

Presentation to
CBC News: Sunday, Ottawa

January 19th, 2003

EKOS RESEARCH ASSOCIATES

www.ekos.com

Methodology

- **Telephone survey of the general public**

  - 1,001 completed interviews with a national random sample of Canadians 18 years of age and over (n=243 in Quebec)

    - ✓ Interview period: January 14-16, 2003

    - ✓ National results valid within +/- 3.1 percentage points, 19 times out of 20 (Quebec: $\pm$ 6.3%)

  - The margin of error increases when the results are sub-divided

  - It should also be noted that the refusal rate and other measurement errors could also increase the margin of error

- **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.**
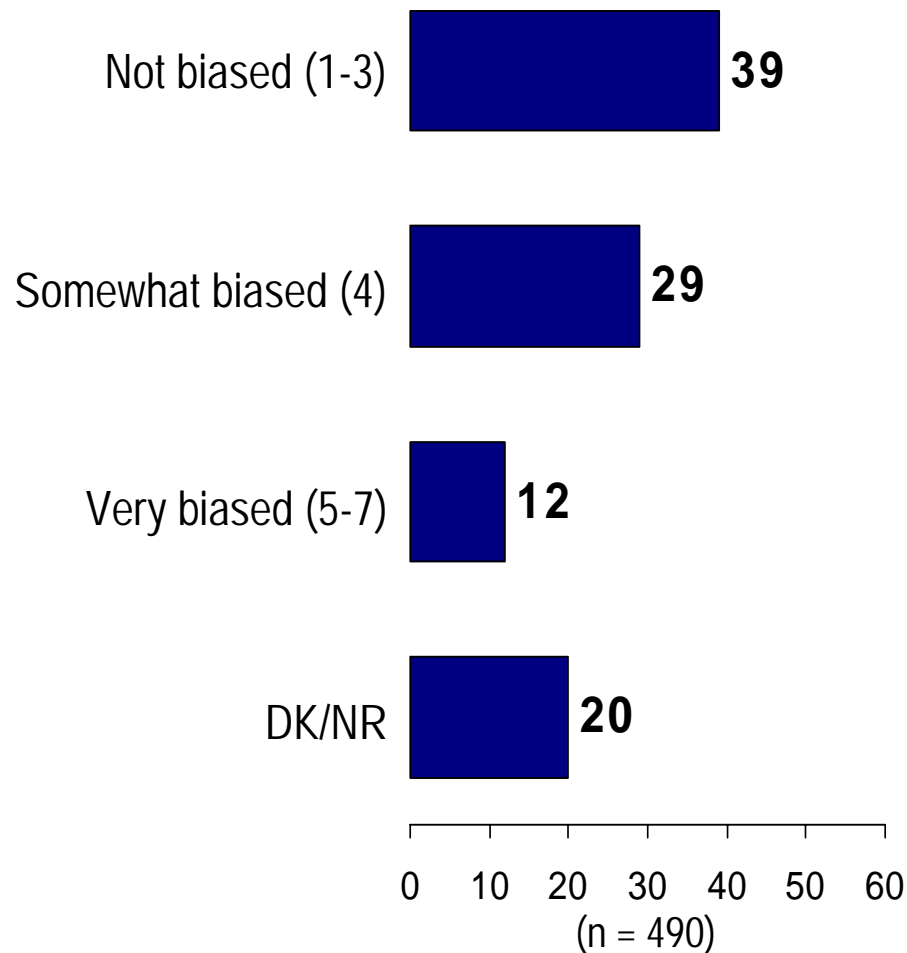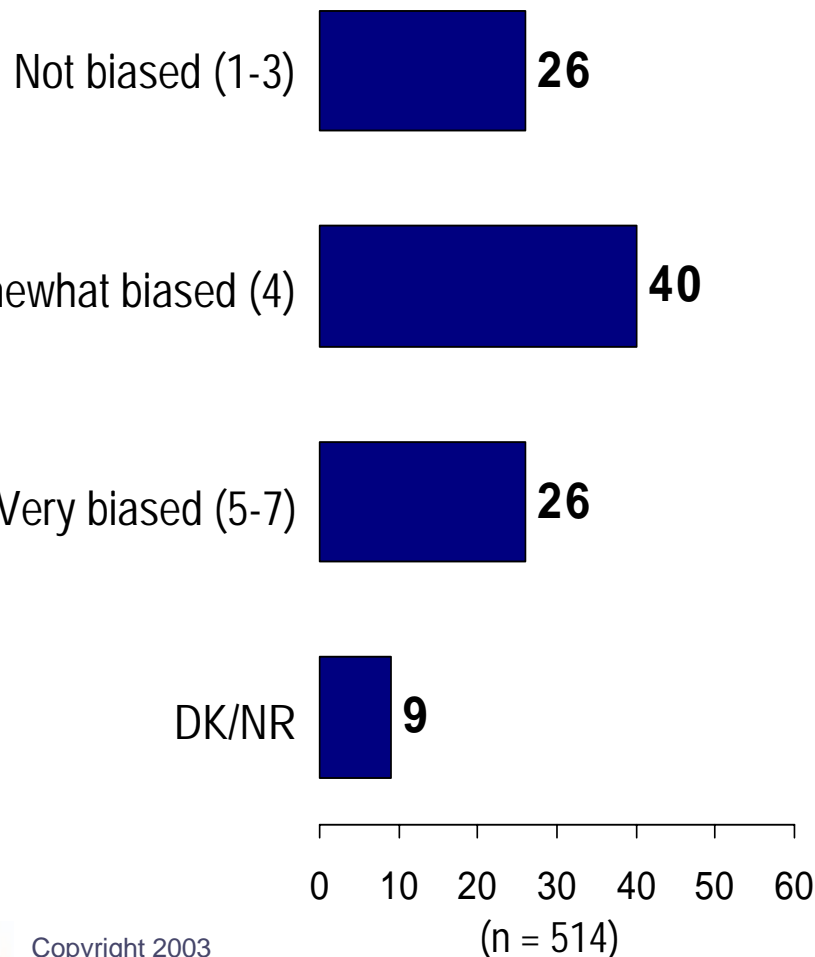
Media Reporting in Middle East

- The public believe that there is moderate but not excessive bias in national media reporting on the Middle East. About 1 in 4 think it's very biased (males, university graduates, CA and NDP supporters more likely to see bias)

- The CBC is seen as significantly *less* biased than the rest of the national media (in a blind experimental test). 12% think CBC is very biased

- What bias does exist is not clearly identifiable by many who claim bias (particularly in case of CBC)

- Perceived bias tends to lean to a pro-Israel rather then pro-Arab slant

- So, contrary to Norman Spector's view, the CBC is seen as relatively unbiased and leaning pro-Israel. These are only public *perceptions* but they are a useful public counterpoint to his views

Biased Media Reporting of the Middle East?

Q: Would you say that the **national media** in Canada are biased in their reporting of the Middle East?

Q: Would you say that the **CBC** is biased in their reporting of the Middle East?

National media	
Not biased (1-3)	26
Somewhat biased (4)	40
Very biased (5-7)	26
DK/NR	9

(n = 514)

CBC	
Not biased (1-3)	39
Somewhat biased (4)	29
Very biased (5-7)	12
DK/NR	20

(n = 490)

Pro-Israeli or Pro-Arab?

Q: Do you think that the **national media** in Canada are pro-Israeli or pro-Arab?

Q: Do you think that the **CBC** is pro-Israeli or pro-Arab?

Pro-Israeli — 47
Pro-Arab — 15
DK/NR — 39

(n = 337)

Pro-Israeli — 37
Pro-Arab — 16
DK/NR — 47

(n = 203)
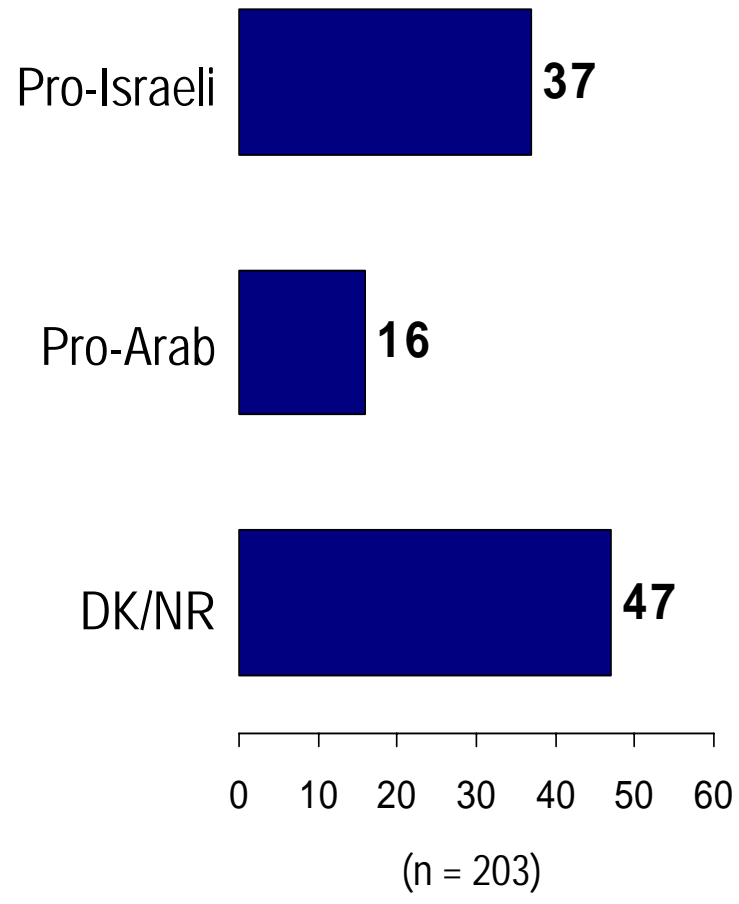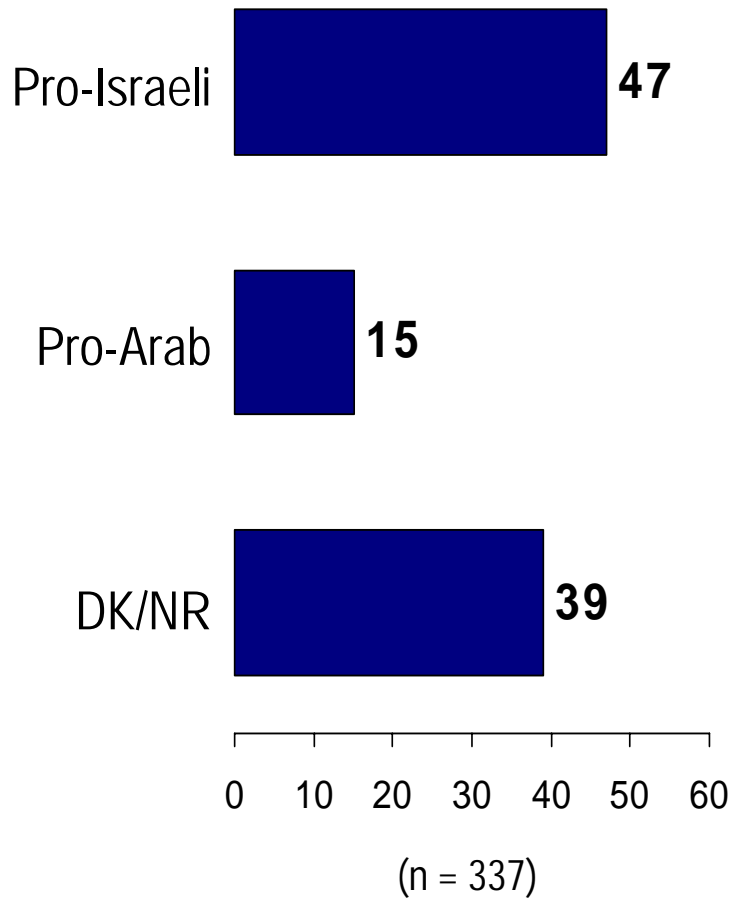
For more information:
Frank Graves, President
fgraves@ekos.com

Christian Boucher, Executive Director
cboucher@ekos.com

t: 613 235 7215