

**Fox News North (Sun News)—It Will Win Large Share of the Panel's TV Viewing But Is Unlikely to Influence Canadian Society as much as Fox News is Influencing the U.S.**

**BDO Dunwoody Weekly CEO/Business Leader Poll  
By COMPAS in *Canadian Business*  
For Publication June 21, 2010**



**COMPAS Inc.  
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## 1.0 Overview

CEOs and business leaders on the COMPAS business panel were asked about the proposed Sun News channel—dubbed “Fox News North” by the current media—and its inspiration, the U.S.-based Fox News channel.

A more than two-thirds majority (71%) have seen the U.S. Fox News channel at least once or twice. More than a third of these—37%--either watch U.S. Fox News channel often or would do so if they had greater access.

For Sun News (“Fox News North”), this is good news, at least among a narrow business segment. The share of panelists who do or would watch U.S. Fox News and could potentially switch to Sun News is immense given that a relatively small portion of the viewing public watches all-news programming.

At least some of the appetite for Sun News derives from misgivings about the current menu of options in Canada, as reflected in the following verbatims:

I am very pleased with this [Sun News] proposition. I am not a fan of CBC News in particular. I do not trust them to bring balance to the news in any way. Their concept of balance is to find a malcontent with an opposing point of view and portray them as being qualified to speak on the subject when they rarely are.

Canada desperately needs a Fox News.

A great idea, won't work as well as in the U.S....[The] CBC...needs balance.

Due to the left wing bias in the present news reporting it will be interesting to have two points of view presented and to have the people decide issues based on the presentation.

According to members of the COMPAS business panel, the big winners from Sun News will be social conservatives because the proposed channel will likely give them part of the channel's platform and journalists because their job opportunities will multiply. Business interests will be unlikely to benefit.



Panelists' reactions to and assessments of Fox News Channel's personalities appear to parallel somewhat Fox's audience experience in the United States. Bill O'Reilly leads in U.S. audience ratings and among members of the COMPAS business panel.

Panelists are not convinced that Sun News will have as much impact in Canada as has Fox achieved in the United States in recent years. Most panelists believe that Sun News' impact in Canada will be dwarfed by Fox's in the United States.

These are the key findings from this past week's Internet survey of CEOs and business leaders on the COMPAS panel. The weekly business survey is undertaken for *Canadian Business* magazine under sponsorship of BDO Dunwoody LLP.

## **2.0 Findings**

Table 1 presents data showing that 37% of the business panel do currently watch Fox News channel or would with greater ease of opportunity. Table 2 shows that O'Reilly tops other Fox personalities among panelists, as he does among his home audience in the U.S. More than a third of panelists feel that they know too little about Fox to have an opinion about its on air personalities. Table 3 shows that panelists forecast much less influence on Canada of Sun New compared to the influence of Fox on the United States. Meanwhile, table 4 shows that social conservatives and TV journalists will be the biggest winners from the launch of Sun News in the opinion of members of the panel.



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*Table 1: (Q1) The media have been carrying many stories about Quebecor's plan to launch a provocative, all-news channel somewhat similar to but not affiliated with Fox News in the United States. Thinking of the Fox News Channel with Bill O'Reilly, Greta van Susteren, Chris Wallace, Sean Hannity and others, would you say that you...*

	% ALL RESPONDENTS	% RESPONDENTS WHO HAVE VIEWED IT AT ALL	% WITH COMBINED CATEGORY
Have never seen the channel	27	NA	NA
Have seen it infrequently and would not want to view it	45	63	63
Have seen it infrequently and would want to view it	18	25	37 <sup>1</sup>
See it often	8	11	
Don't know or no opinion	2	NA	NA

*Table 2: (Q2) IF HAVE SEEN THE CHANNEL AT ALL; OTHERWISE SKIP. Which of the following individuals on Fox News earns the most respect from you? RANDOMIZE (n=79)*

	%
Bill O'Reilly	9
Greta Van Susteren	8
Chris Wallace	6
Glenn Beck	5
Sean Hannity	0

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<sup>1</sup> Do or would watch it.



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	%
Other <sup>2</sup>	1
All of the above earn your respect	8
None of the individuals on Fox News earn your respect	28
Don't know or no opinion	35

*Table 3: (Q3) ALL RESPONDENTS Audience statistics show that Fox News attracts 2-4 times the viewership of CNN and about as many viewers as all of the four other news networks combined. Almost all the most popular cable news shows are on Fox. Do you predict that Quebecer's new all news channel, dubbed "Fox News North" by the other media, will eventually have...*

	%
Much less impact than Fox News in the U.S.	36
Somewhat less impact	29
About the same impact	24
Somewhat more impact	1
Much more impact	3
Don't know or no opinion	8

*Table 4: (Q4) On a 7 point scale where 1 mean benefit little or not at all and 7 benefit greatly, how much will each of the following benefit from having "Fox News North"? RANDOMIZE*

	Mean	7	6	5	4	3	2	1	DNK
Social conservatives because of a more conservative TV journalism	4.7	12	13	27	22	6	6	3	12

<sup>2</sup> One respondent said, Brit Hume.



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	Mean	7	6	5	4	3	2	1	DNK
TV journalists because of more employment opportunities	4.6	5	21	23	26	7	5	4	10
The Conservative party	4.2	8	10	23	19	10	11	6	13
All Canadians because the country will then have more debate and real discussion	4.2	12	12	21	16	8	14	9	8
Business because of a more conservative TV journalism	4.1	4	12	22	26	10	9	8	9

The following verbatims provide a nuanced sense of panel opinion:

A great idea, won't work as well as in the US. The Post and Fox are close ideologically but there is no conservative TV presence in Canada and we have an overtly liberal (progressive - where did that word come from - read the history of FDR) CBC that though I think needs balance.

Due to the left wing bias in the present news reporting it will be interesting to have two points of view presented and to have the people decide issues based on the presentation.

Fox News is available on Satellite TV if you pay extra for this channel. It depends on the package you purchase from Bell if Fox News is one of their channels.

Fox viewers will suck up any BS provided by the "fair & balance." Fox gives journalism a bad name. They are competent in inventing their own facts.

Good poll. We live in the U.S. for 4 months/yr and are very impressed with FOX. They are ridiculed by the liberals, but watched by all since they are honest and not politically correct. We have often thought that Canada desperately needs a Fox News.

I am very pleased with this proposition. I am not a fan of CBC News in particular. I do not trust them to bring balance



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to the news in any way. Their concept of balance is to find a malcontent with an opposing point of view and portray them as being qualified to speak on the subject when they rarely are. This is particularly true when they want to try and discredit a conservative point of view. The CBC is a subsidized "fat cat" and is generally a shill for the Liberal Party. I avoid being contaminated by their perspective and welcome anything that leans to the other end of the spectrum. Currently CBC is far left, CTV is left, and Global is more in the middle of the road with periodic left leanings. Bring on a conservative leaning network; I'm all for it!

I prefer the balanced global view of BBC.

It is a mistake to think the same dynamics prevail in Canada that prevails in the U.S. Fox news relies on fear, the fears of its viewers...I'm as conservative as it gets in this country but the Fox news network is designed for a constituency that is just not widespread in Canada...Most conservatives I know in Canada are okay with the legalization of pot, and good on gay marriage. In other words, social Liberals and fiscal Conservatives. Good luck to them.

I watch Fox News sometimes but...there is very little news of the world other than what's happening in the US.... Will the same happen in Canada?

This is a long overdue venture. To be stuck with only options of CBC and a CTV clone for this long is evidence of what a closed shop the broadcast industry, overseen by CRTC policy, actually is.

Much of the news reporting is negative and tries to be sensational. We need more solid and positive reporting particularly of achievements.

There is nothing wrong with being conservative. The problem with Fox is they are not open to factual information. If the facts don't align with their preconception, they



somehow can't understand, or they distort the facts. And as a consequence they spread misinformation... Good for business, bad for humanity.

Opposing views always help promote balance or fanaticism. Looking forward to the new channel.

The large population of recent immigrants to Canada (ex. Indians, Chinese, Latin Americans) will help make the channel a success because most immigrants are entrepreneurial, hard-working, and somewhat conservative in their thinking.

There is a misconception that the populist, right wing tea party, Fox news is more pro-business than the mainstream media like CNN. This has been proven to not be the case, numerous times - Argentina being the latest example of anti-business populism.

There is no real benefit from this. I prefer PBS type discussions not advocacy journalism or combative journalism.

It's time that the left wing bias of the media had some balance applied to it. The CBC DOES NOT represent Canadians!

### **3.0 Methodology**

The COMPAS web-survey of CEOs and leaders of small, medium, and large corporations was conducted June 16–18, 2010. Respondents constitute an essentially hand-picked panel with a higher numerical representation of small and medium-sized firms.

Because of the small population of CEOs and business leaders from which the sample was drawn, the study can be considered more accurate than comparably sized general public studies. In studies of the general public,



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surveys of n=113 are deemed accurate to within approximate 9.3 percentage points 19 times out of 20. The principal and investigator on this study is Conrad Winn, Ph.D.

