ONLY ONE IN FIVE (19%) BLAME ISRAEL FOR CURRENT AND ON-GOING MID-EAST CONFLICTS VS. 47% WHO BLAME OTHERS IN THE REGION

Substantial Proportions Blame "Both" (14%), "Neither" (7%) Or Just "Don't Know" (13%)

Sharp Divide in Opinion Between Quebec And Rest Of Canada: 29% Of Quebeçois Blame Israel Vs. 16% In Rest Of The Country





Ipsos Reid Posting Public Release Date: Saturday August 26th, 2006

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/



ONLY ONE IN FIVE (19%) BLAME ISRAEL FOR CURRENT AND ON-GOING MID-EAST CONFLICTS VS. 47% WHO BLAME OTHERS IN THE REGION

Substantial Proportions Blame "Both" (14%), "Neither" (7%) Or Just "Don't Know" (13%)

Sharp Divide in Opinion Between Quebec And Rest Of Canada: 29% Of Quebeçois Blame Israel Vs. 16% In Rest Of The Country

Toronto, ON – A new national survey conducted by Ipsos Reid on behalf of *CanWest/Global News* reports that when asked who they blame most for current and on-going conflicts in the Middle East region many more Canadians (47%) point to "other groups and countries in the region such as the Palestinian and Hezbollah militias, and Iran and Syria" than to the "government and state of Israel" (19%).

But regional analysis reveals a sharp divide in opinion between Quebec and the rest of Canada. Specifically, nearly twice the ratio of Quebecois (29%) gives blame to the "government and state of Israel" than do Canadians living outside of Quebec (16%).

Further regional comparisons:

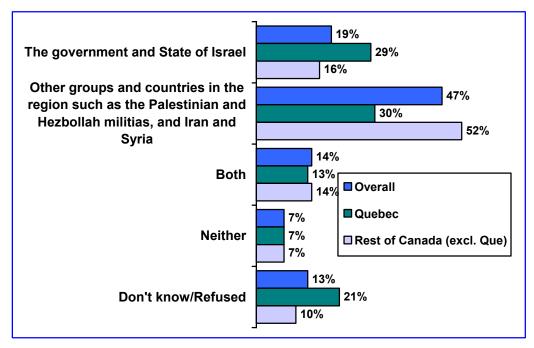
- Those most likely to blame the "government and State of Israel" are residents of Quebec (29%), followed by residents of Atlantic Canada (22%) and Ontario (18%);
- Those most likely to blame "other groups and countries in the region such as the Palestinian and Hezbollah militias, and Iran and Syria" are residents of Saskatchewan/Manitoba (62%), followed by those in Ontario (54%), and British Columbia (52%).

10303

• Albertans (21%) are the most likely to blame "both" of these groups.

Assignment Of Blame For Mid-East Turmoil

Thinking of the current events that have transpired in the Middle East, who do you blame the most for ongoing conflicts in the region?



These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from, August 22-24th, 2006. For this survey, a representative randomly selected sample of 1,002 adult Canadians was interviewed by telephone. With a sample of this size, the aggregate results are considered accurate to within ±3.1 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 each sub-grouping 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 Census data.





	Total	British Columbia	Alberta	Sask/Man	Ontario	Quebec	Atlantic Canada
Sample	1002	140	96*	67*	386	238	76*
Margin of Error +/-%	3.1	8.3	10.0	12	5.0	6.4	11.2

-30-

For more information on this news release, please contact: John Wright

Sr. Vice President
Ipsos Reid Public Affairs
(416) 324-2900

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