



Public Opinion Research ▶▶

Perceived Media Bias in BC


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Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from February 27th to March 8th, 2017.
- This online survey of 2036 adult Canadians was conducted on INNOVATIVE's Canada 20/20 national research panel. The results are weighted to n=1,200 based on Census data from Statistics Canada. The following slides show the results for BC only (n=427 unweighted; n=400 weighted).
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*



Key Findings – Perceived Media Bias

In BC, many voters see the media as favourable towards the BC Liberals:

- Nearly 3-in-4 (72%) respondents think the media is very favourable (36%) or somewhat favourable (36%) towards the BC Liberal Party. 18% think it's biased against the Liberal party and just 7% think there is no favour or bias.
- There is more disagreement on coverage of the NDP: 36% think coverage is favourable towards the NDP, 32% feel it is biased against and 28% think there is no favour or bias.
- A slight plurality think coverage is biased against the Green Party (26% favourable towards vs. 28% biased against) and the Conservative Party (25% favourable towards vs. 35% biased against).

There is a very strong negative bias perceived by partisans against their own party.

- While a strong majority of BC respondents think the media is favourably biased towards the Liberals, Liberal identifiers disagree: 46% of BC Liberals think the media is biased against their party, compared to just 18% of the overall population.
- Similarly, 68% of BC NDP identifiers think there is a bias against their party in the media, compared to just 32% of the general population who feel the same way.
- On the other hand, 54% of BC Liberal identifiers see a bias in favour of the NDP (with just 7% seeing a bias against them); while 90% of BC NDP identifiers see a bias for the BC Liberals (with just 3% seeing a bias against them).

Media Bias

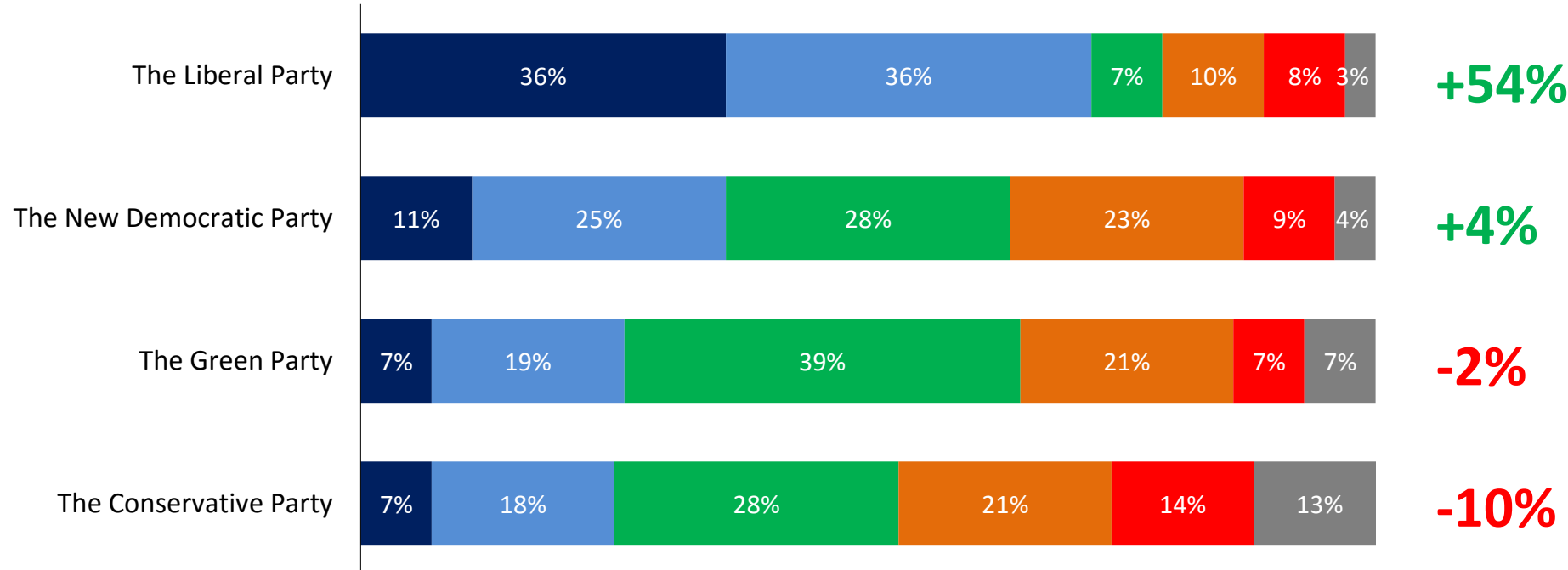
Perceived media bias: very strong perceived bias in favour of BC Liberal party



Which of the following provincial parties do you think, in general, the media is favourable towards or biased against?

[asked of all respondents in BC]

Net Favourable



- Very favourable towards party
- Somewhat favourable towards party
- No favour or bias
- Somewhat biased against party
- Very biased against party
- Don't know

Perceived media bias: strong negative bias perceived by partisans against their own party

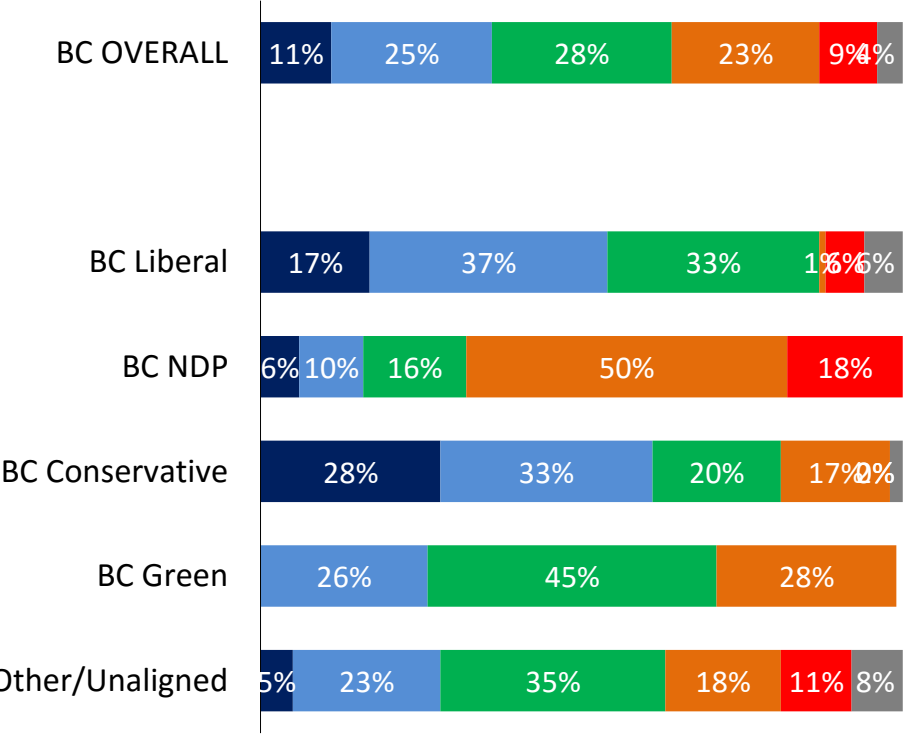
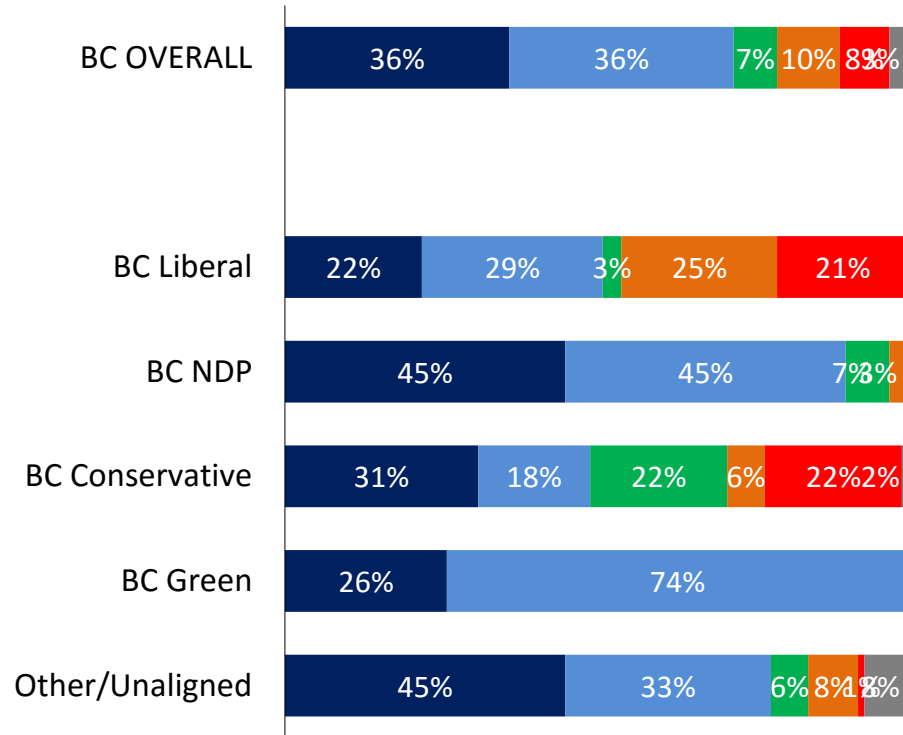


Which of the following provincial parties do you think, in general, the media is favourable towards or biased against?

[asked of all respondents in BC]

Bias: the Liberal Party

Bias: the New Democratic Party



■ Very favourable towards party ■ Somewhat favourable towards party
■ No favour or bias ■ Somewhat biased against party
■ Very biased against party ■ Don't know





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