



THE MEDIA ENVIRONMENT

March - June 2005





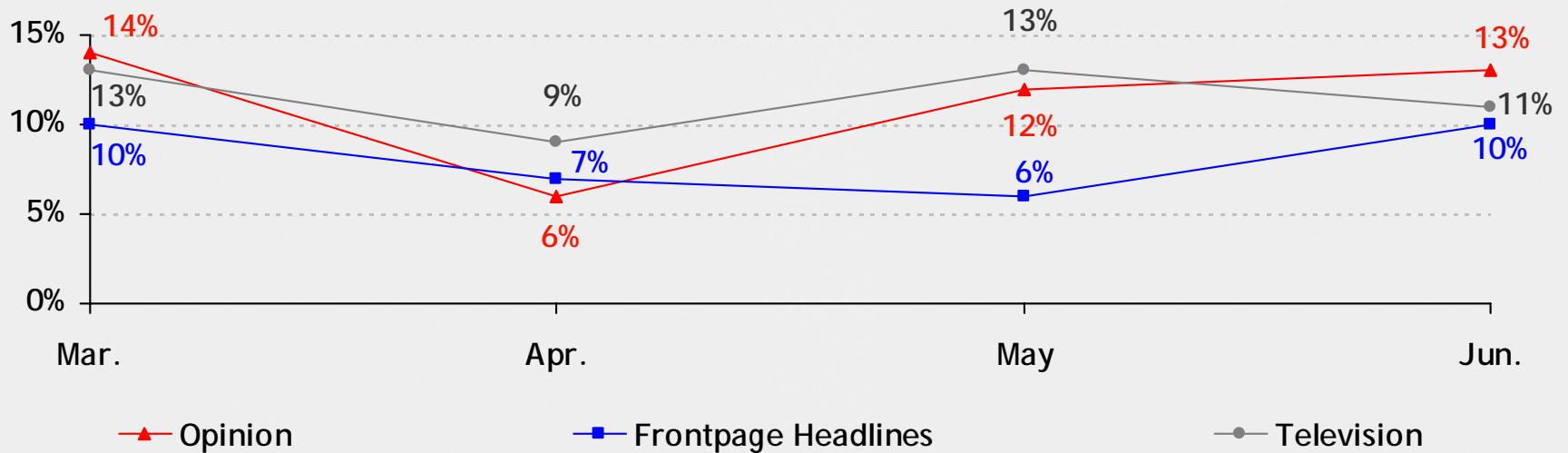
- Data on newspaper headlines, editorial content and television newscasts were collected between March and June, and coded according to pre-determined categories.
- A list of the sources that make up the sample and a list of the categories can be found at the end of this section.

Overview

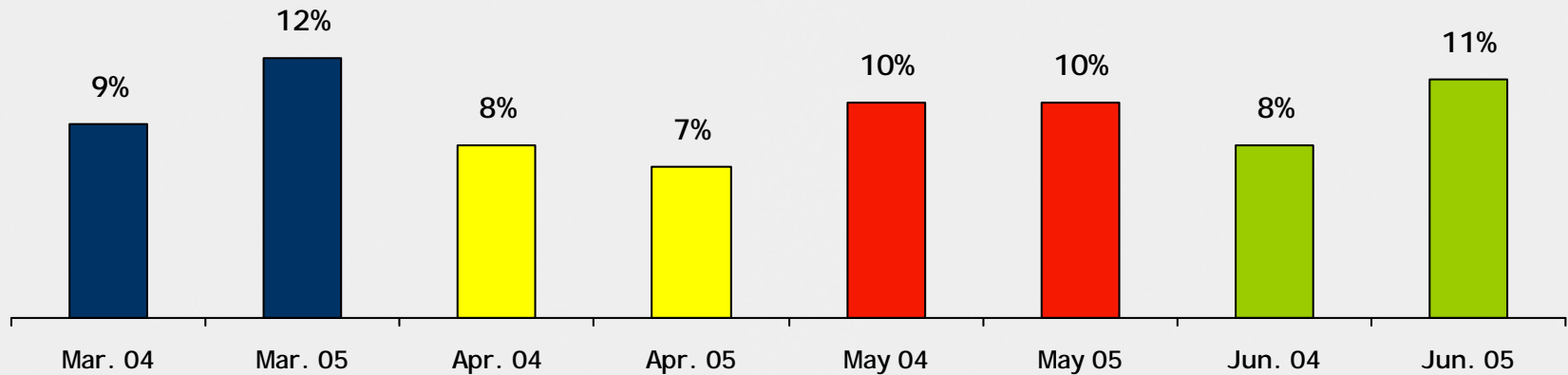
Issue	Average	Editorial	Headline	TV News Story
Aboriginals	0.65%	1.14%	0.46%	0.35%
Economy	10.40%	11.61%	7.99%	11.59%
Foreign and Defence Policy	5.20%	7.32%	3.60%	4.69%
Global Security	3.59%	1.85%	1.98%	6.93%
Governance	12.32%	18.96%	8.29%	9.71%
Health	4.49%	4.60%	4.92%	3.94%
International Affairs	10.99%	4.37%	8.50%	20.10%
Miscellaneous	13.47%	1.97%	23.34%	15.12%
Natural Resources	3.03%	4.92%	2.98%	1.19%
Politics	6.48%	10.31%	6.51%	2.62%
Provincial and Municipal Affairs	12.34%	16.17%	10.64%	10.22%
Justice and Public Safety	10.36%	7.79%	13.23%	10.06%
Social Issues	6.22%	8.10%	7.46%	3.09%
Unity	0.46%	0.90%	0.11%	0.38%



The Economy

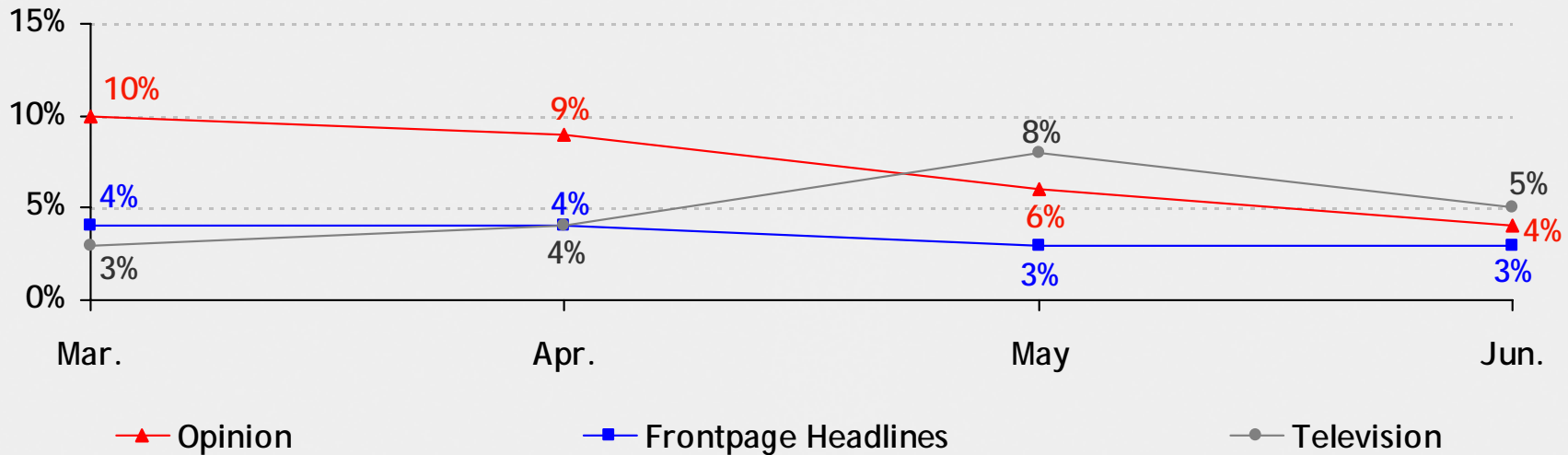


All media average (2004 vs. 2005)

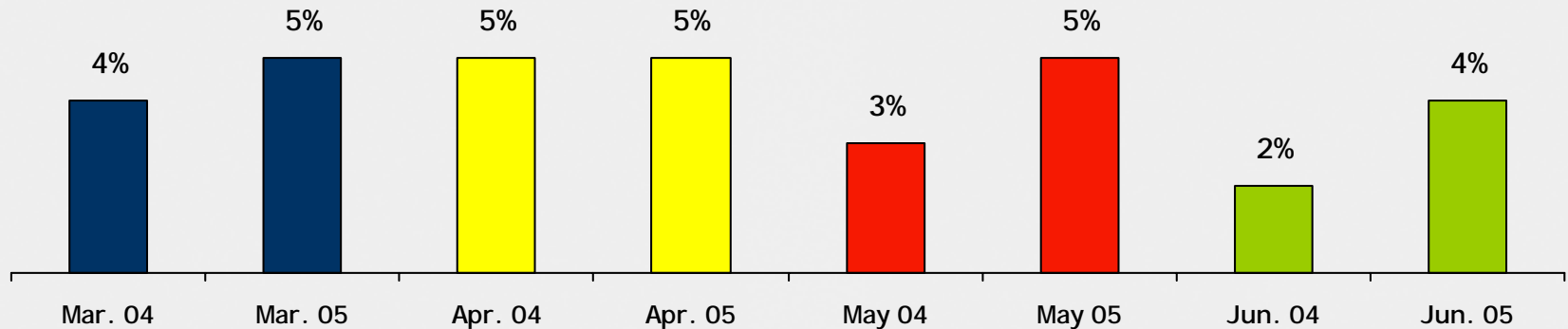




Foreign and Defence Policy

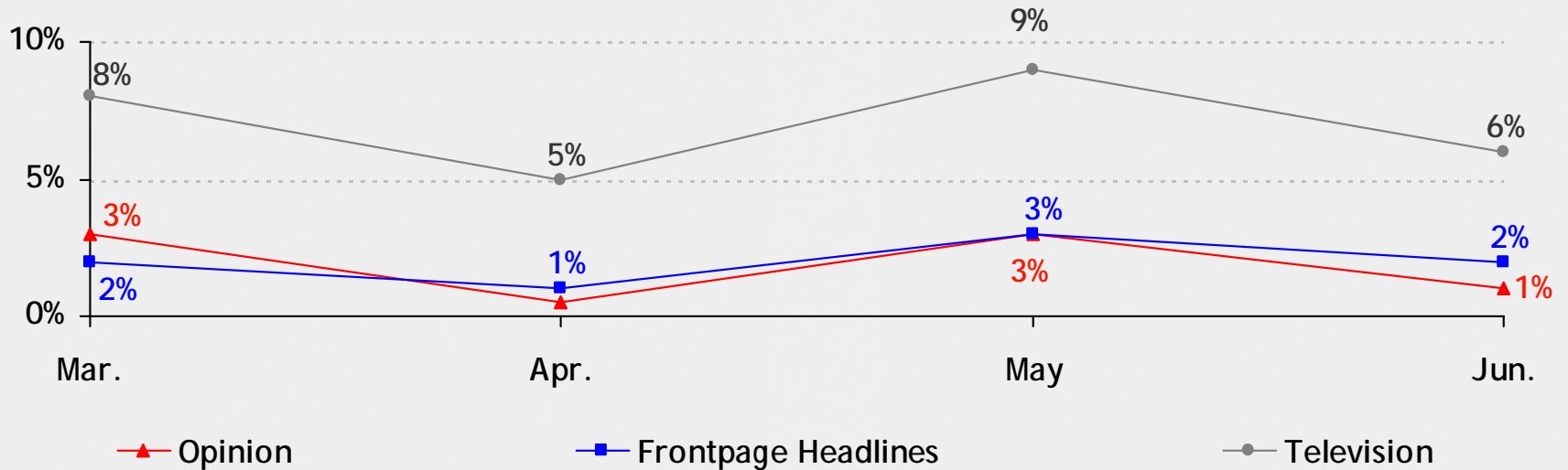


All media average (2004 vs. 2005)

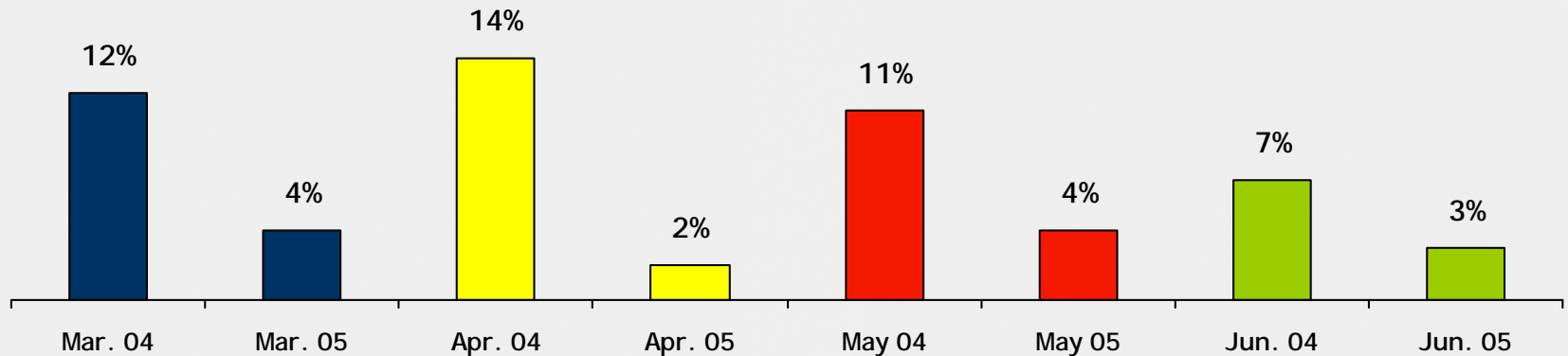




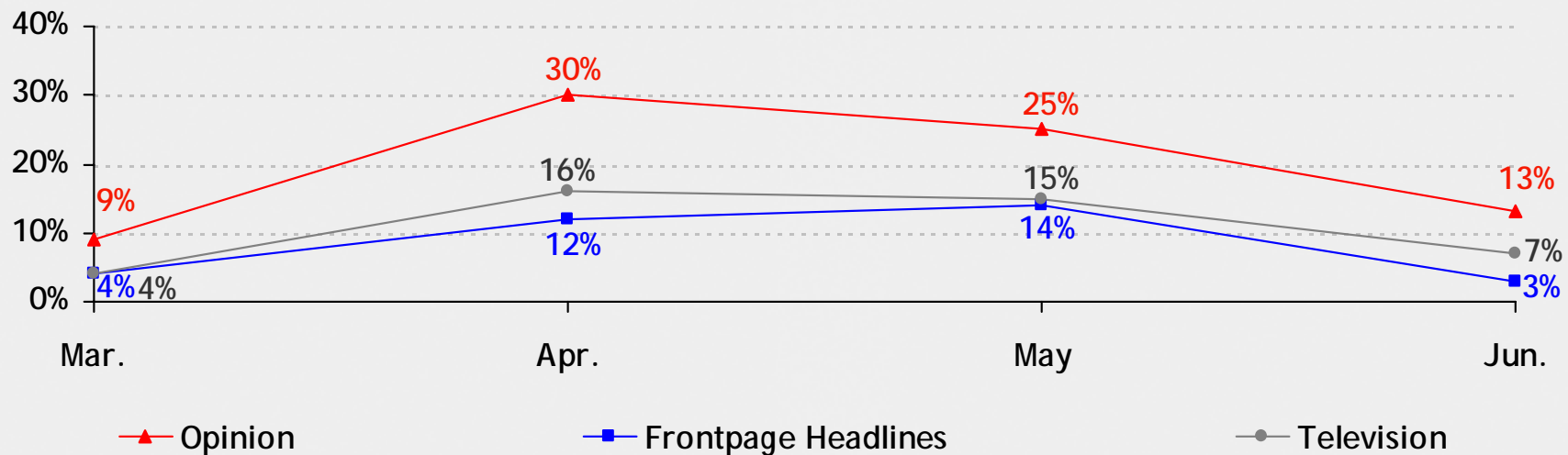
Global Security



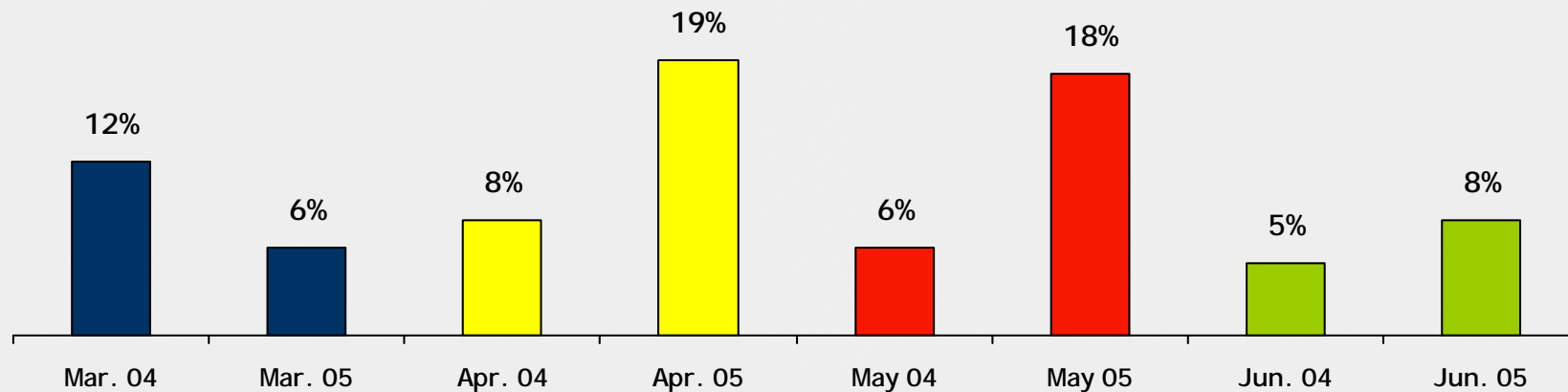
All media average (2004 vs. 2005)



Governance

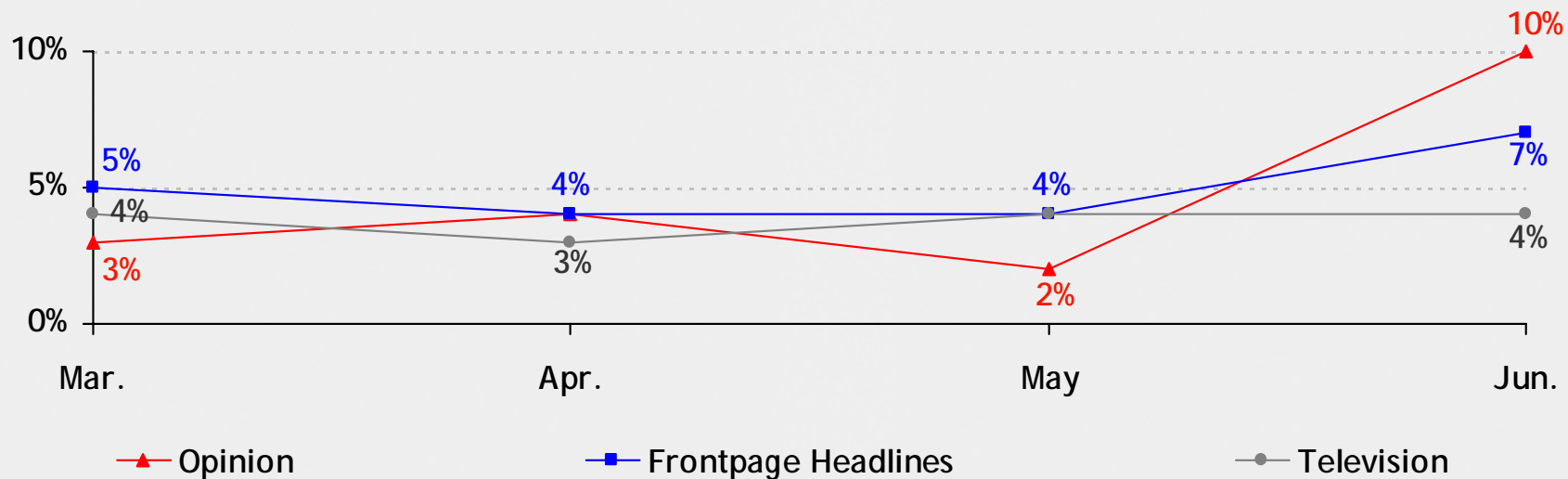


All media average (2004 vs. 2005)

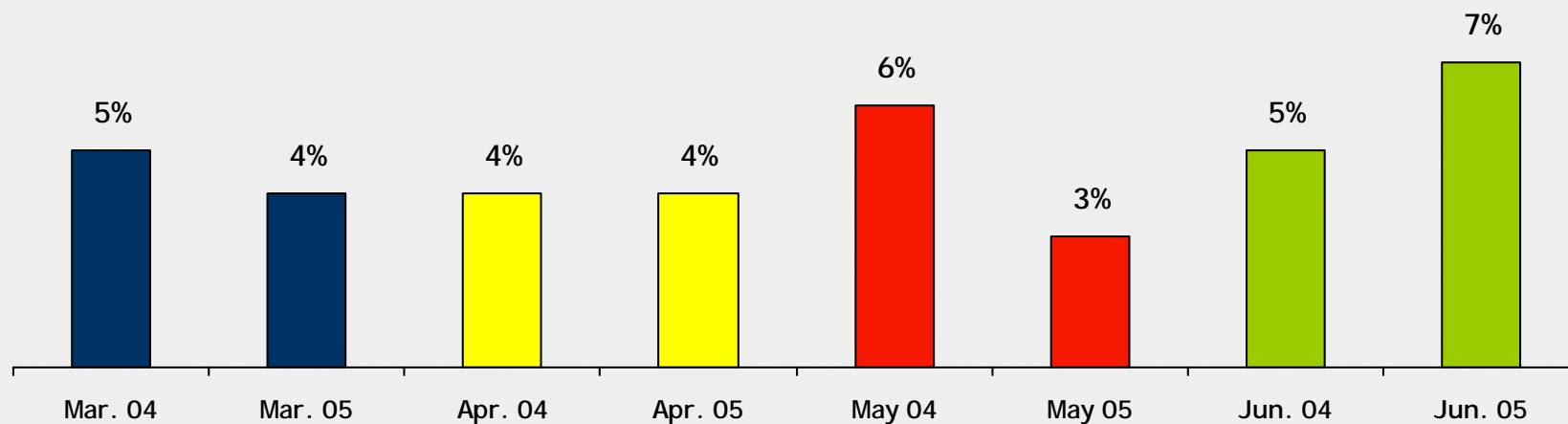




Health

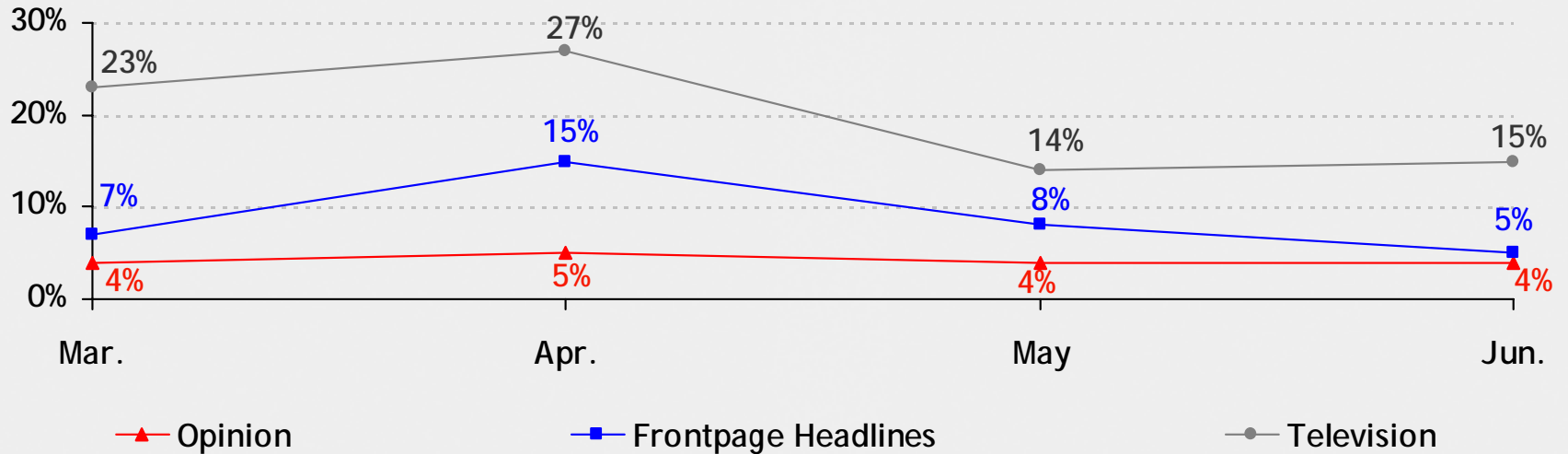


All media average (2004 vs. 2005)

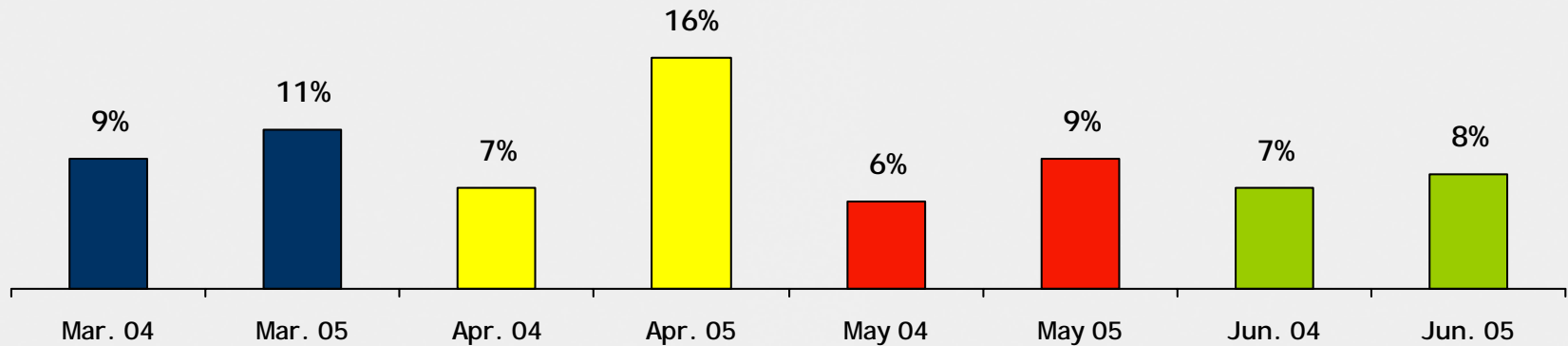


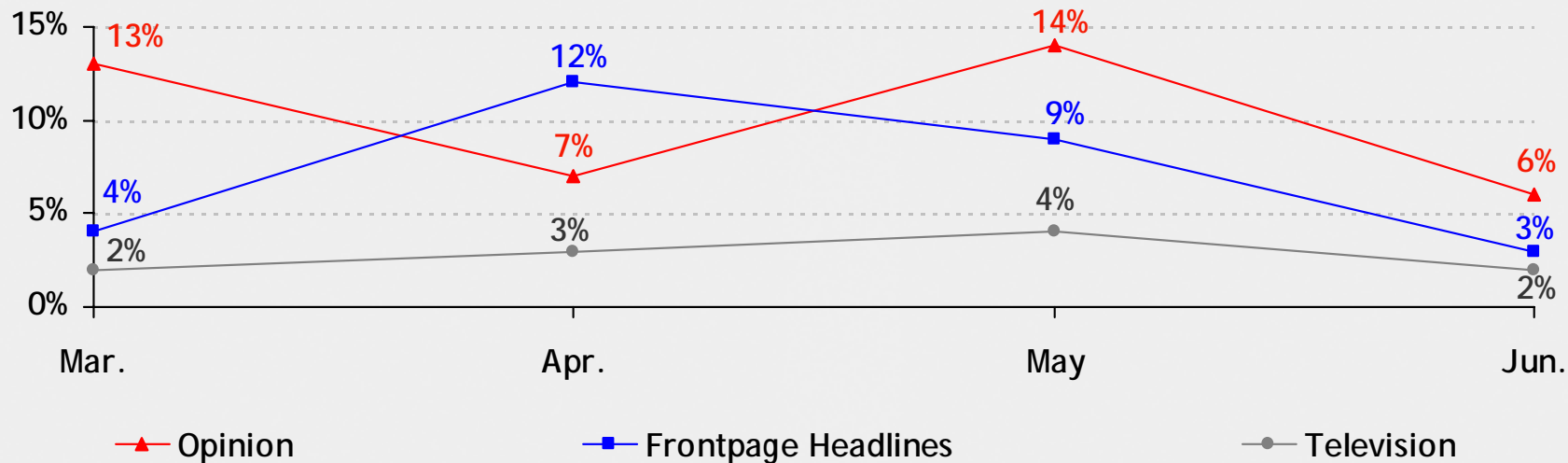


International Affairs

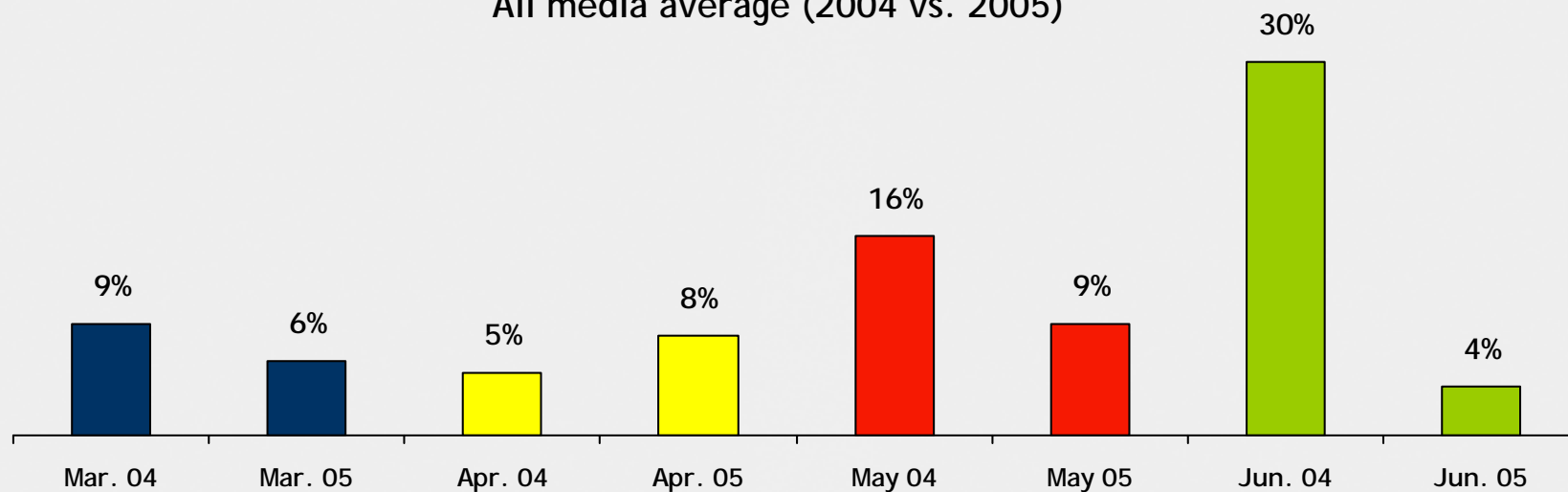


All media average (2004 vs. 2005)



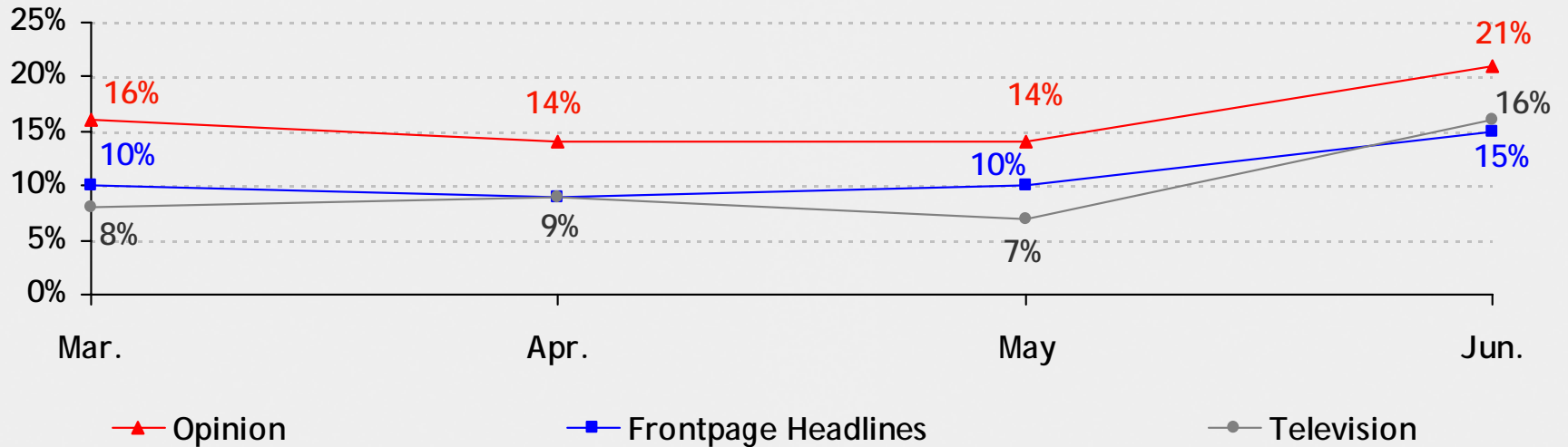


All media average (2004 vs. 2005)

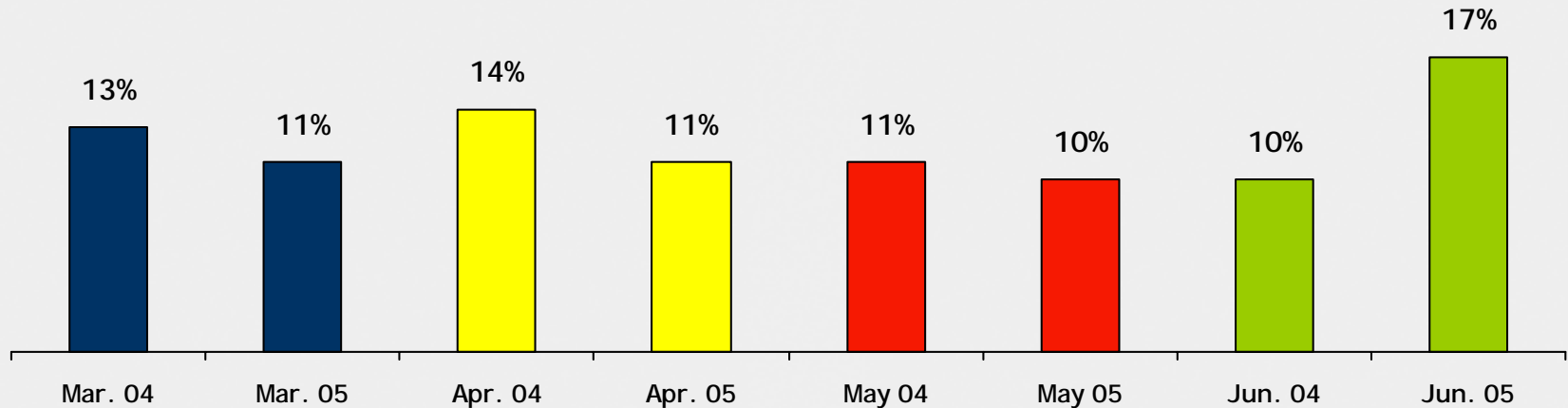




Provincial and Municipal Issues

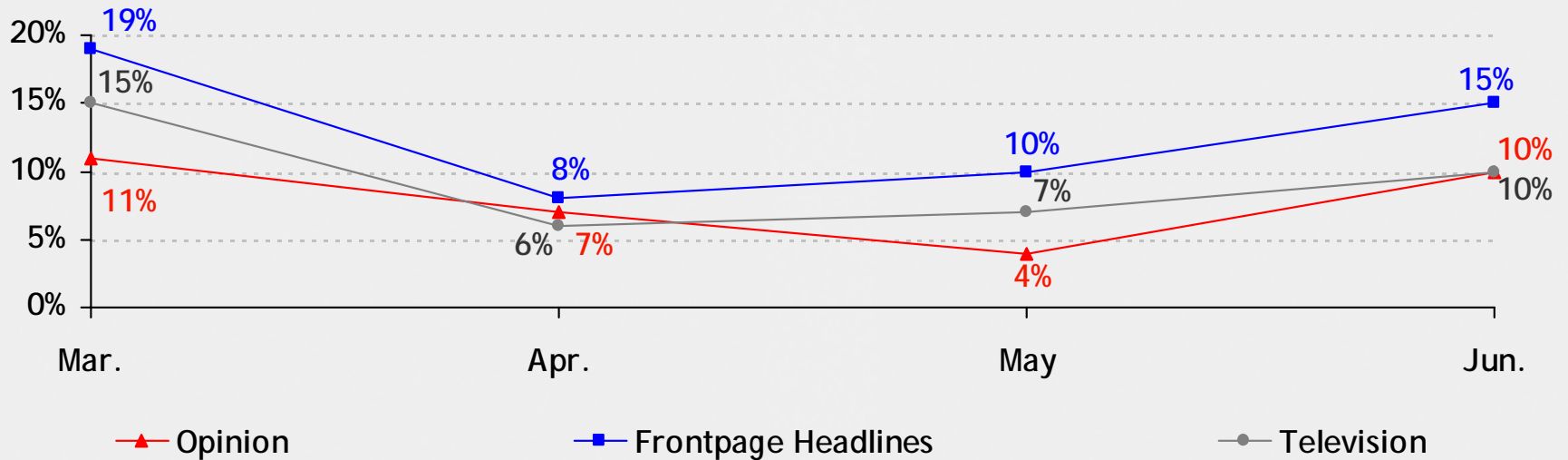


All media average (2004 vs. 2005)

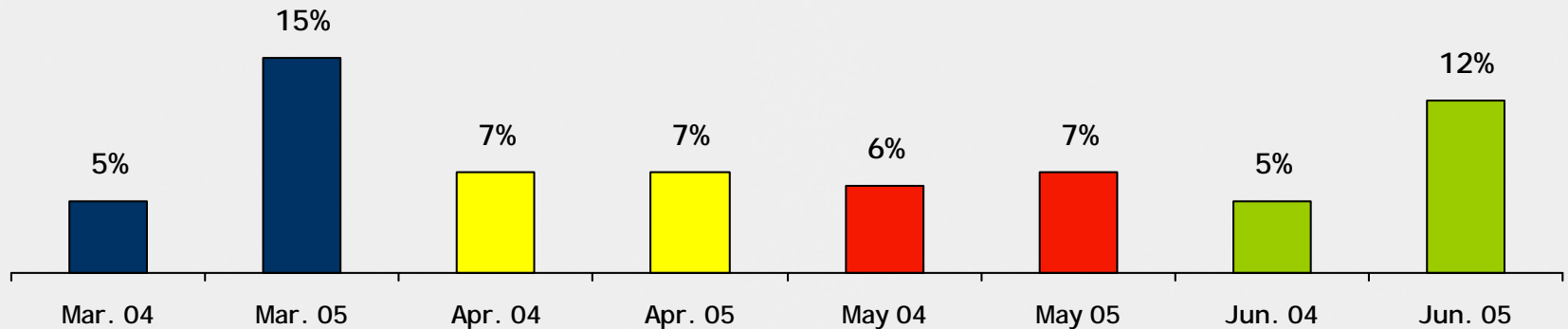




Justice and Public Safety

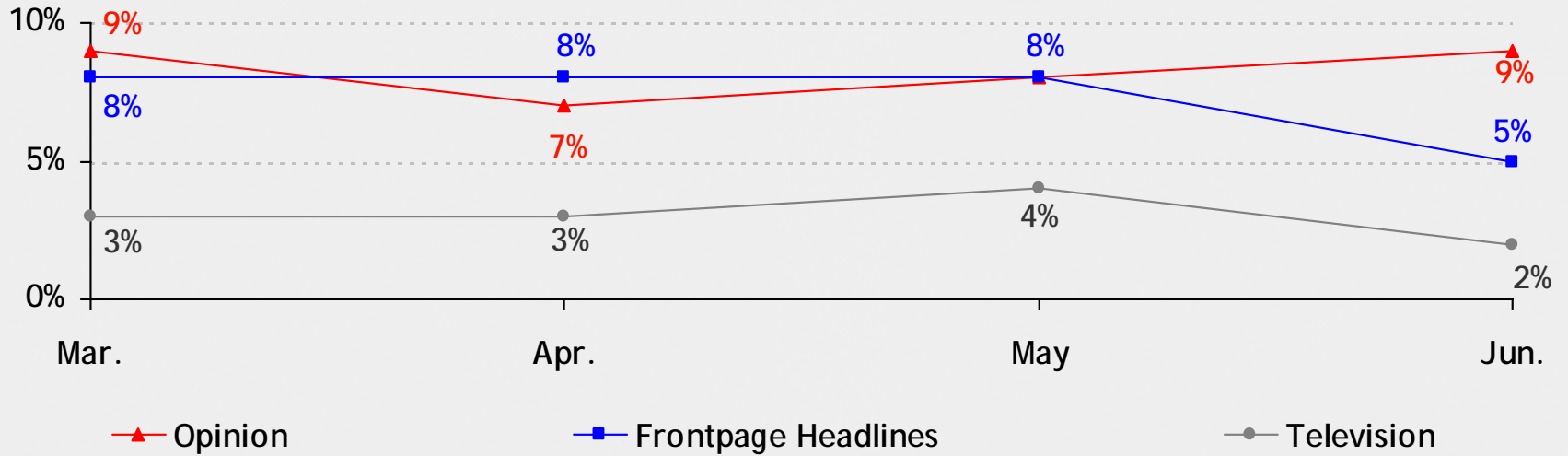


All media average (2004 vs. 2005)

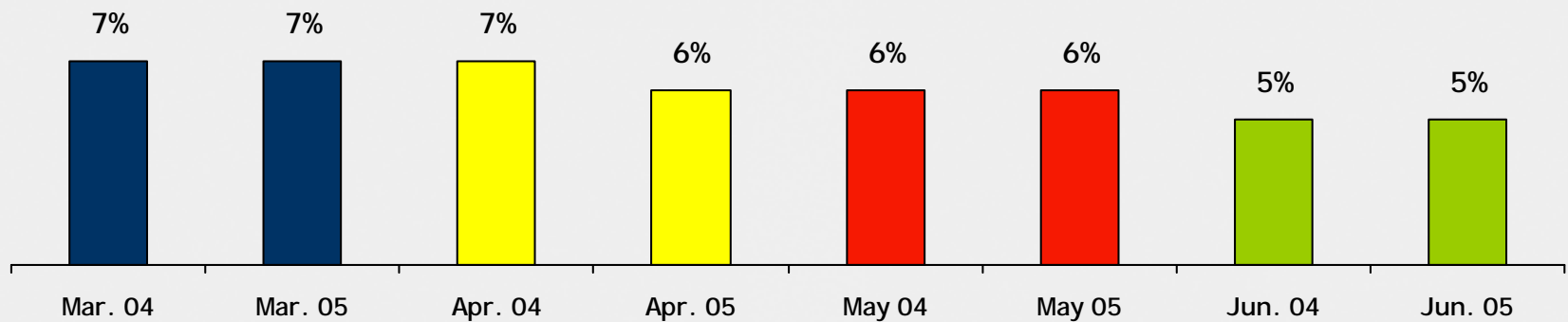




Social Issues



All media average (2004 vs. 2005)



Frontpage Coverage by Region

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0.40%	0.52%	0.68%	0.36%	0.48%
Economy	10%	7%	6%	7%	9%
Foreign and Defence Policy	4%	2%	5%	1%	2%
Global Security	0.69%	4%	3%	0.49%	0.48%
Governance	3%	18%	10%	4%	6%
Health	5%	2%	5%	5%	11%
International Affairs	4%	16%	9%	6%	9%
Miscellaneous	27%	12%	23%	33%	18%
Natural Resources	6%	1%	2%	2%	2%
Politics	5%	4%	7%	7%	7%
Provincial and Municipal Affairs	14%	20%	6%	11%	12%
Justice and Public Safety	11%	8%	16%	14%	17%
Social Issues	10%	5%	8%	8%	6%
Unity	--	0.52%	0.08%	--	--

Note: Totals exclude Globe & Mail and National Post

Editorial Coverage by Region

Issue	Atlantic	Quebec	Ontario	Prairies	BC.
Aboriginals	0.21%	0.82%	1%	2%	0.99%
Economy	14%	14%	9%	13%	13%
Foreign and Defence Policy	6%	2%	10%	9%	7%
Global Security	0.41%	--	3%	2%	0.99%
Governance	13%	28%	19%	16%	20%
Health	5%	6%	5%	6%	3%
International Affairs	2%	2%	5%	6%	0.49%
Miscellaneous	3%	0.27%	0.98%	4%	0.49%
Natural Resources	11%	--	5%	4%	6%
Politics	9%	6%	10%	11%	19%
Provincial and Municipal Affairs	23%	35%	12%	11%	9%
Justice and Public Safety	5%	2%	8%	8%	11%
Social Issues	9%	3%	11%	8%	7%
Unity	0.21%	2%	0.98%	0.45%	1%

Note: Totals exclude Globe & Mail and National Post



APPENDIX





Sources and Sample Details

National	Ontario	Television News
Globe and Mail	The Toronto Star	CBC News
National Post	The Ottawa Citizen	CTV News
		SRC - Le Téléjournal
		TVA Réseau
Atlantic	Prairies	
Charlottetown Guardian	The Calgary Herald	
Halifax Chronicle Herald	The Winnipeg Free Press	
New Brunswick Telegraph Journal	The Regina Leader Post	
St. John's Telegram		
Quebec	British Columbia	
La Presse	The Vancouver Sun	
Le Journal de Montréal		

Sample Sizes

	March 2005	April 2005	May 2005	June 2005
Frontpage Headlines	1555	1384	1370	1360
Editorial/Opinion	691	629	644	578
Television	1700	1384	1320	1582



Media Categories

Aboriginals	First Nations politics / Governance / Land Claims / Residential Schools
The Economy	Economy / Jobs / Fiscal issues / Taxes / Innovation & Skills / R&D / Industry / Transportation and Infrastructure
Foreign Policy	Foreign Policy / International Assistance / Immigration / Defence (including preparedness)
Global Security	Terrorism / War in Iraq / Canada -US border
Governance	Governance / Parliament / Ethics / Appointments / ATIP
Health	Health care services / Renewal / SARS / West Nile
International Affairs	International events that are political in nature or that have public policy implications (other than Terrorism and Iraq)
Miscellaneous	Miscellaneous
Natural Resources	Natural Resources / Environment / Climate Change / Energy / Fisheries / Agriculture
Party Politics	Partisan politics at federal level
Prov. & Munic	Provincial and municipal affairs / politics
Public Safety	Public safety / Justice / Organized crime / Security
Social issues	Social issues / Education / Culture / Same-Sex marriage
Unity	Unity / Federal-provincial relations / Fiscal federalism