

NEWS MEDIA IN BRITISH COLUMBIA

Television is Number One Source for Local/Provincial News

Tony Parsons is the King of BC News Media



Ipsos Reid

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Vancouver, BC—According to a new Ipsos Reid survey, British Columbians rely on television more than any other medium for getting their local and provincial news. Nearly half (46%) of BC residents say television is their main source for local or provincial news – placing television well in front of newspapers (24%), radio (20%) and online (9%).

Given the dominance of television news, it is not surprising that British Columbians name a television anchor as their most trusted news media personality. Tony Parsons is the runaway leader as the most trusted news media personality, reporter or journalist in British Columbia. Bill Good secures a solid second place finish, well behind Parsons, but well ahead of Kevin Newman and Ian Hanomansing, who are tied for third place.

These are the some of the findings of an Ipsos Reid telephone poll on the BC Media conducted September 6th to 11th, 2005 with a randomly selected sample of 800 adult British Columbia residents. The results are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire BC adult population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to the 2001 Census. The full report on BC Media can be purchased from Ipsos Reid.

Television is Number One Source for Local/Provincial News

Nearly half (46%) of BC residents say they rely on television most for getting their local or provincial news. This gives television about the same share as the next two media sources combined – newspapers at 24% and radio at 20%. About one-in-ten (9%) British Columbians say they rely on an online news source most for local or provincial news.

These results are similar to a 1999 Ipsos Reid survey that also showed television on top (television 47%, newspapers 30%, radio 19%, online 3%). The only significant change from 1999 is that online (up 6 points) has gained at the expense of newspapers (down 6 points).

- While television is the number one source of local/provincial news for all demographic groups, it performs even better among lower income residents (56% vs. 44% middle, 40% higher) and those with a high school education or less (59% vs. 46% some post-secondary, 37% university graduates).
- Newspaper mentions are higher in the Lower Mainland (27%) than in the rest of the province (21%).
- Radio mentions increase with income (11% lower, 24% middle/higher) and education (14% high school or less, 21% some post-secondary, 25 university graduates).
- Online finishes last with all sub-groups, although it does relatively better with younger residents (15% 18-34 years, 10% 35-54 years, 2% 55+ years).

Tony Parsons is the King of BC News Media

Nearly one-in-four (23%) British Columbians spontaneously name Tony Parsons as their most trusted news media personality, reporter or journalist in British Columbia. Bill Good is second best at 9%, followed by Kevin Newman (3%) and Ian Hanomansing (3%), who are tied for third.

The full top 10 list (and ties) is as follows:

1. Tony Parsons (23%)
2. Bill Good (9%)
- T3. Kevin Newman (3%)
- T3. Ian Hanomansing (3%)
- T5. Lloyd Robertson (2%)
- T5. Pamela Martin (2%)
- T5. Rafe Mair (2%)
- T5. Jill Krop (2%)
- T5. Deborra Hope (2%)
- T10. Peter Mansbridge (1%)
- T10. Gloria Macarenko (1%)
- T10. Steve Darling (1%)
- T10. Hudson Mack (1%)
- T10. Vaughn Palmer (1%)

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