



THE SHATTERED MIRROR SERIES

MIND THE GAPS

QUANTIFYING THE DECLINE OF
NEWS COVERAGE IN CANADA

ANNEX I

SEPTEMBER 2018



PPFORUM.CA

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REPORTING GAPS WIDEN

Figure 1: Total Number of Articles Per Year

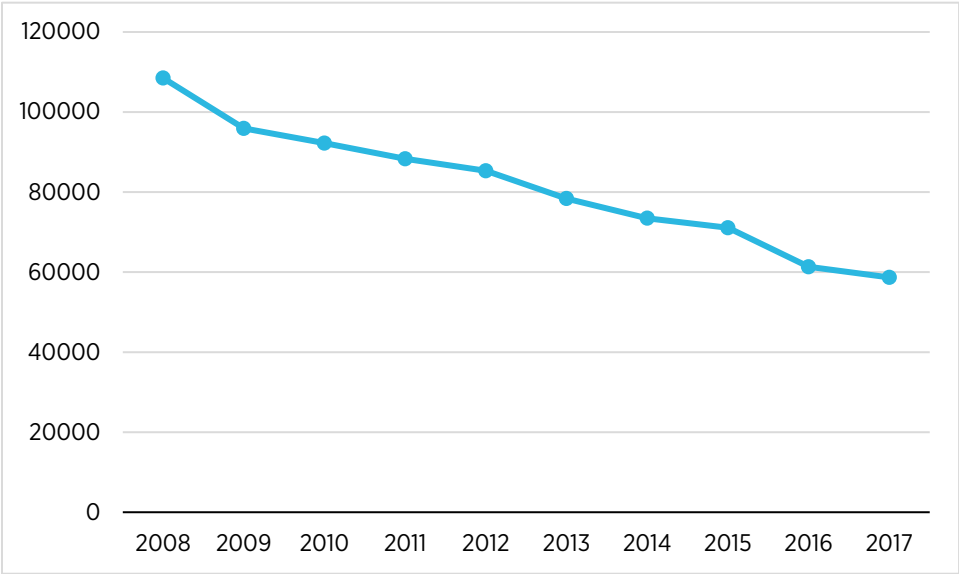
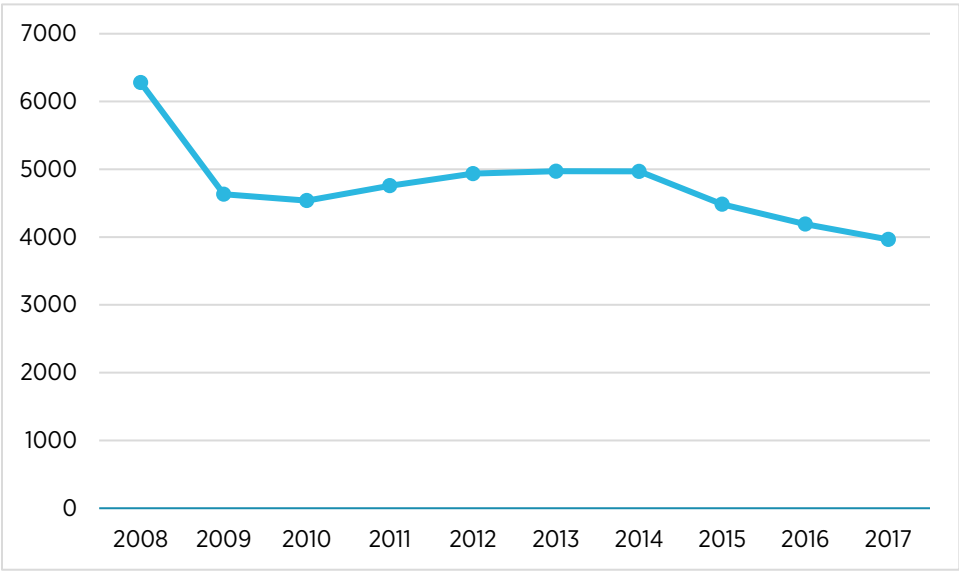


Figure 2: Total Number of Civic Articles Per Year



BREAKING DOWN THE GAPS

Figure 3: Number of Civic Articles and Percent Share by Theme

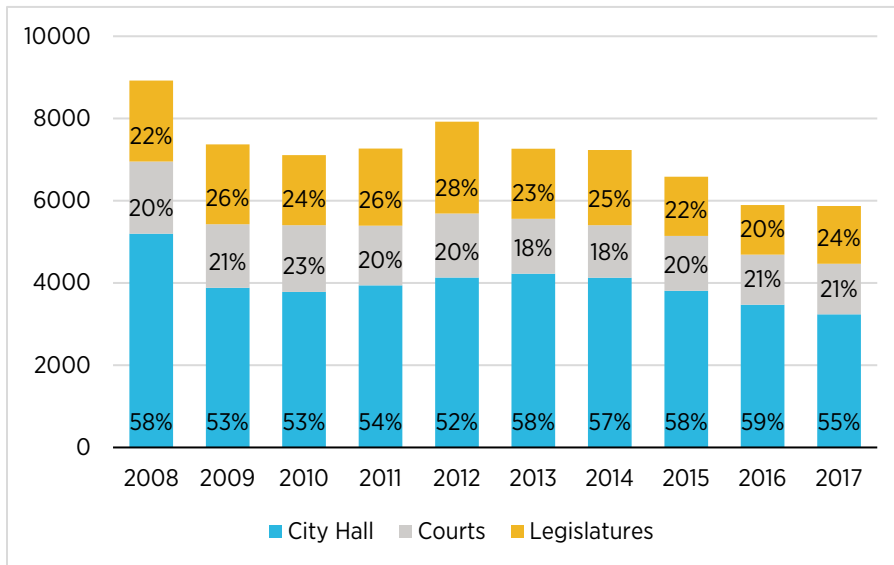
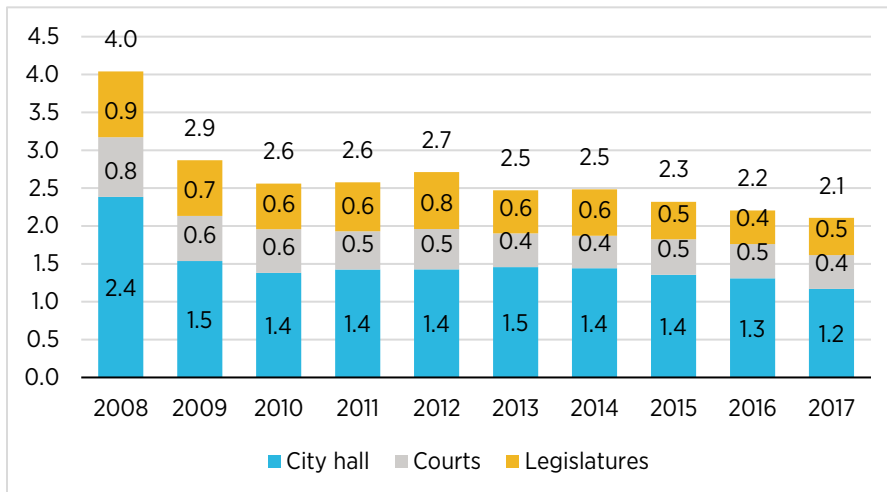


Figure 4: Average Number of Articles Per Edition by Theme



*Please note that in the following graphs the terms “before” and “after” refer to the start and end of the testing period. In most cases this was from 2008 to 2017. However, in some cases the start year was later (e.g. 2012) as some outlets did not have digitized articles available in 2008.

DEPTH OF COVERAGE

Figure 5.1: Direct Quotes

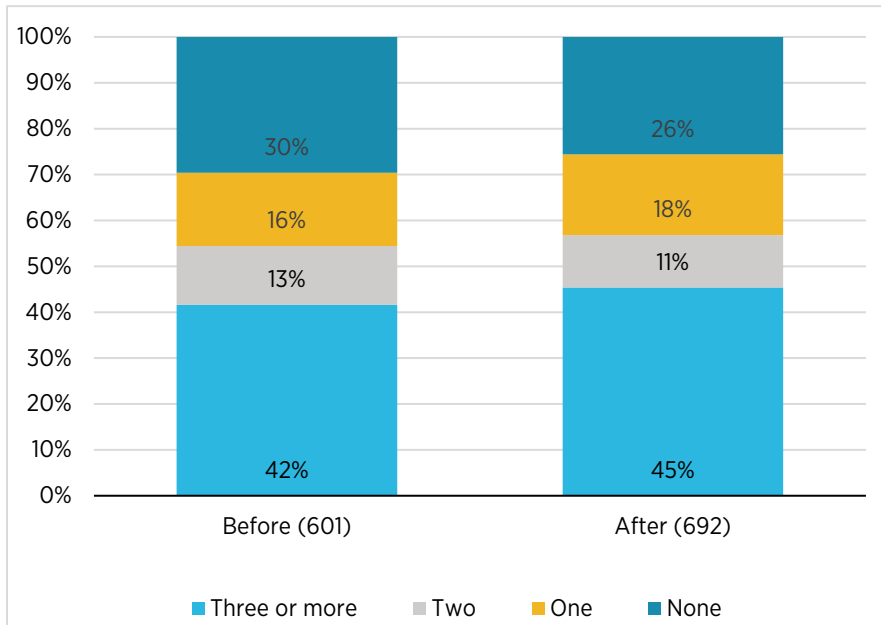


Figure 5.2: Opposing Perspectives

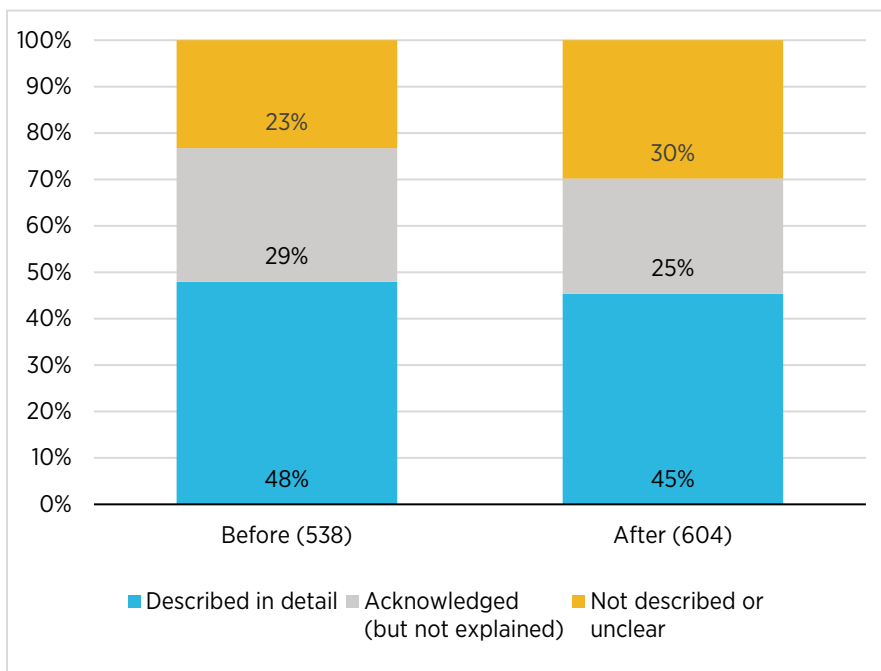


Figure 5.3: Historical Context

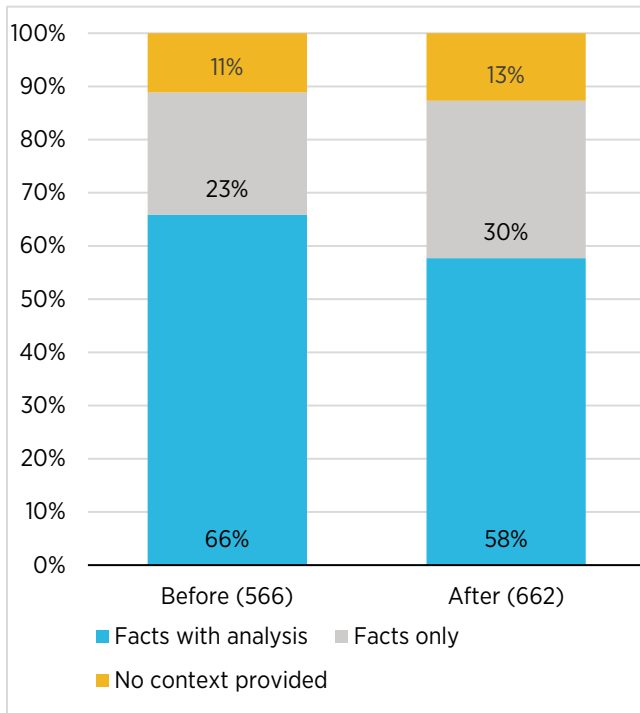


Figure 5.4: Presence of Statistics/Polls

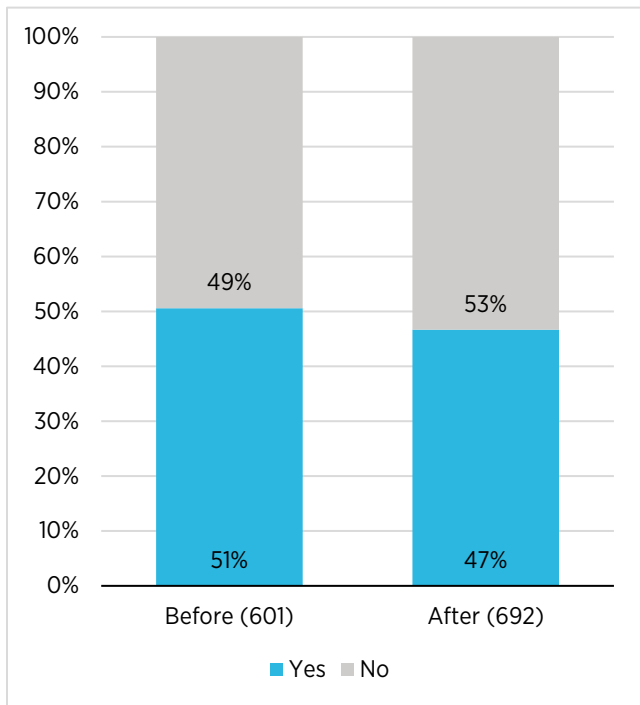
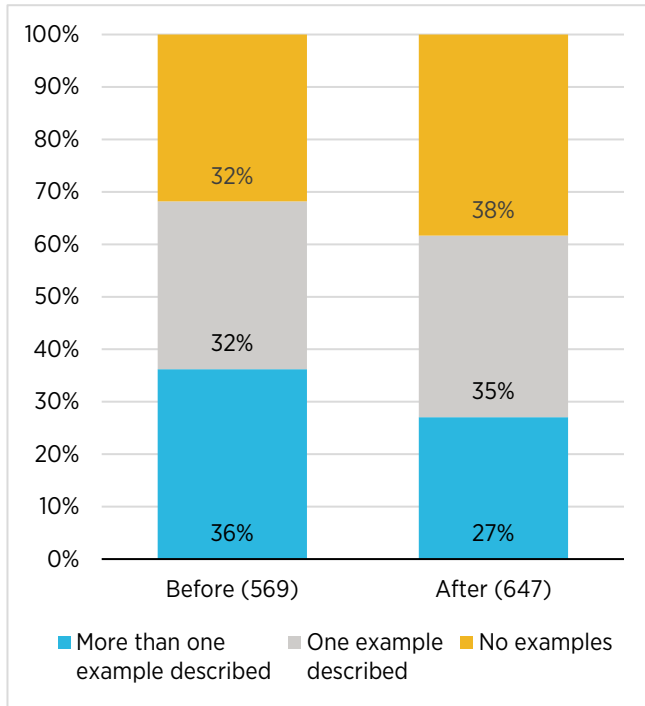
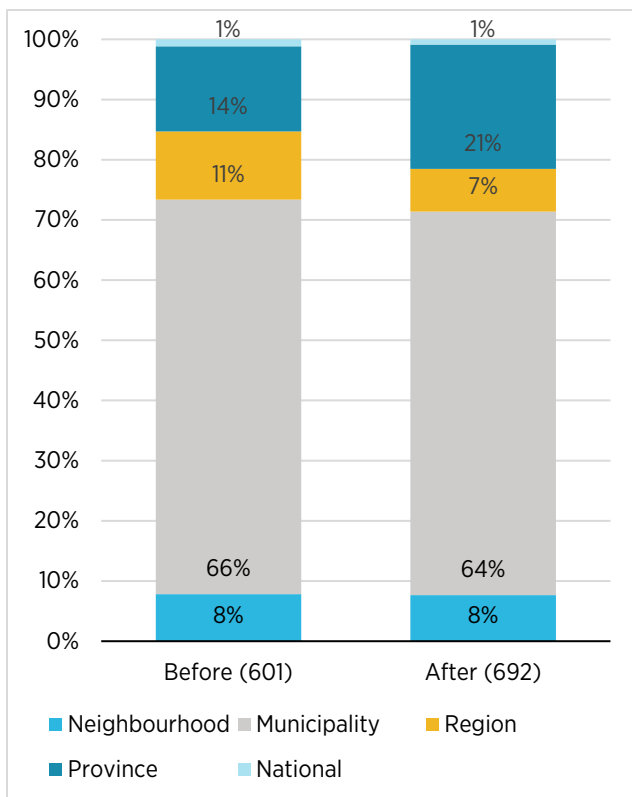


Figure 5.5: Illustrative Examples



GEOGRAPHICAL SCOPE

Figure 6: Geographical Scope of Articles



REPORTING ACROSS COMMUNITIES

Figure 7: Total Number of Articles Per Year by Market

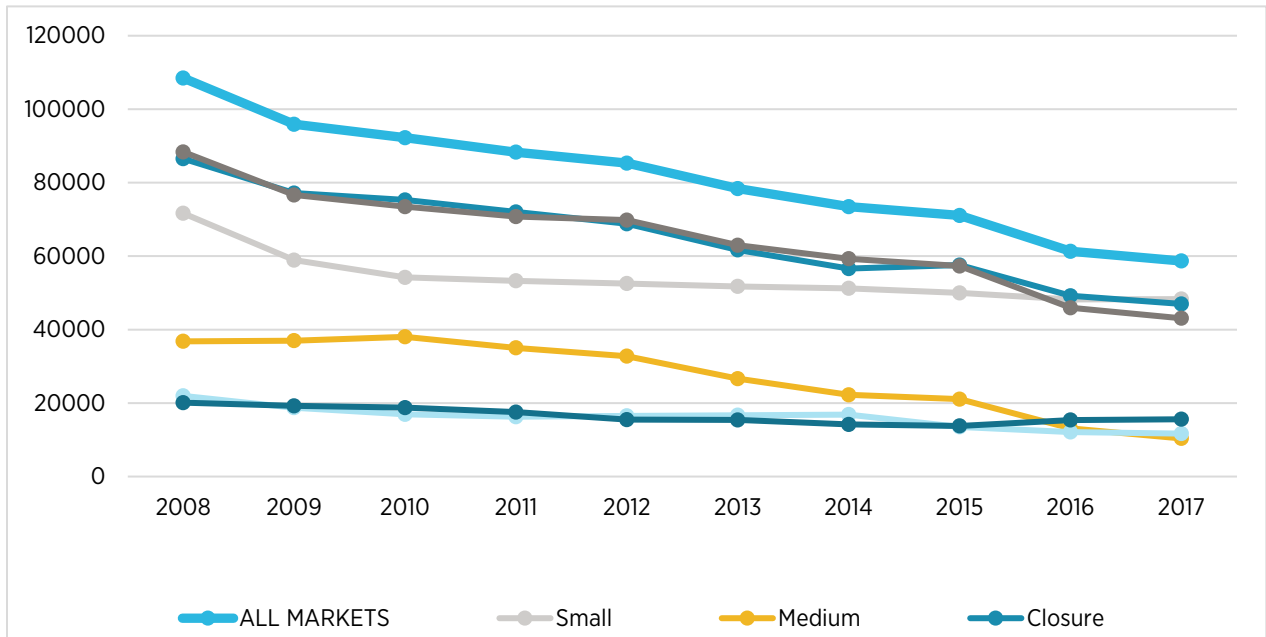


Figure 8: Total Number of Civic Articles Per Year by Market

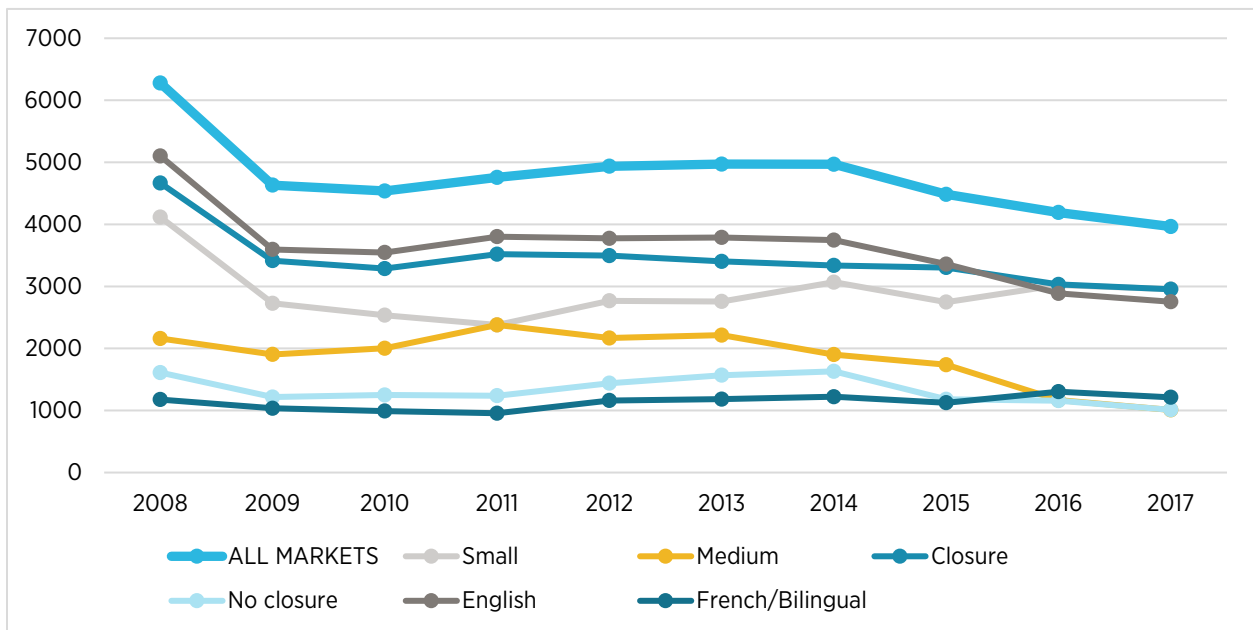
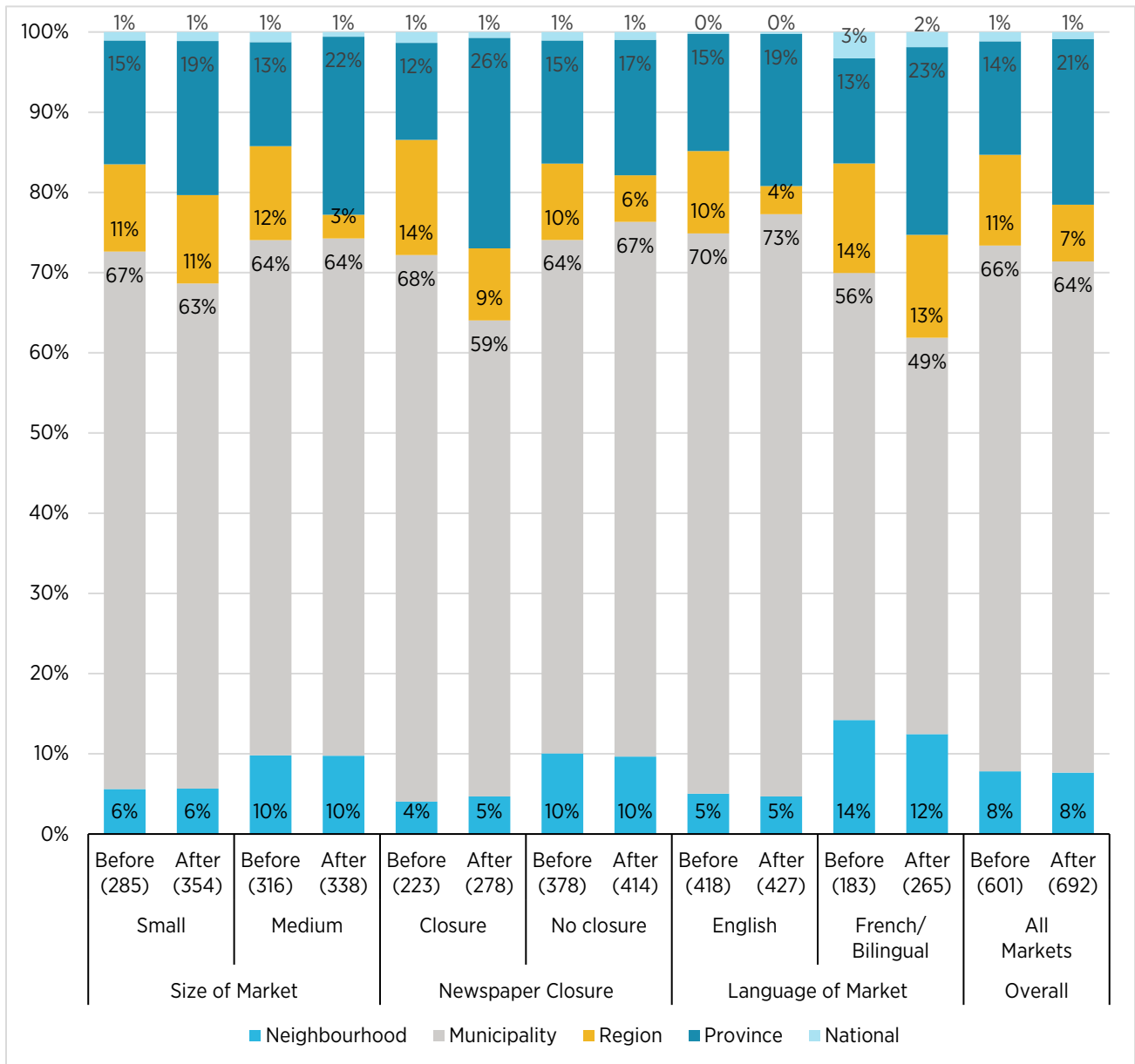


Figure 9: Geographical Scope of Articles by Market



Metrics Measuring the Depth of Articles

Figure 10.1: Direct Quotes

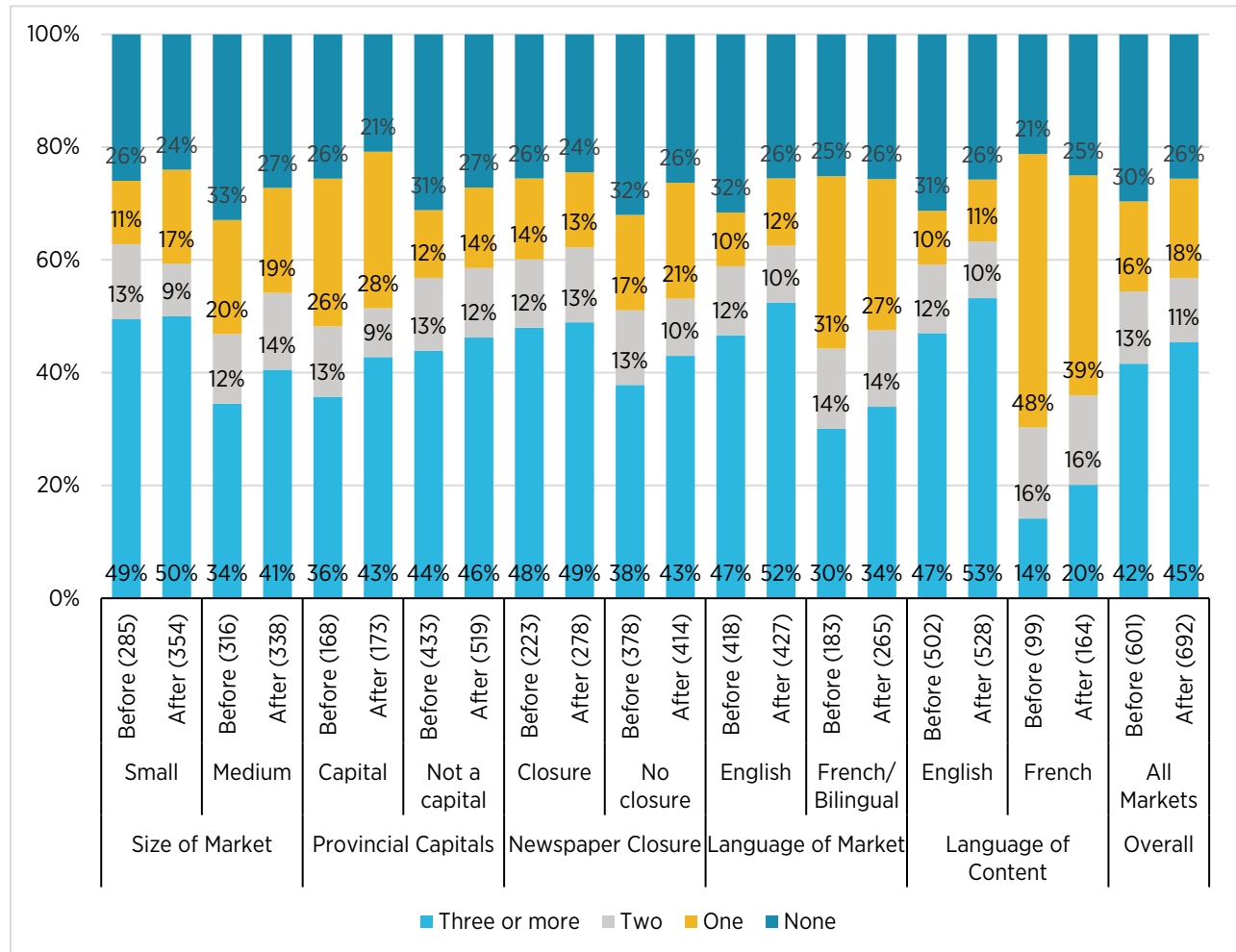


Figure 10.2: Opposing Perspectives

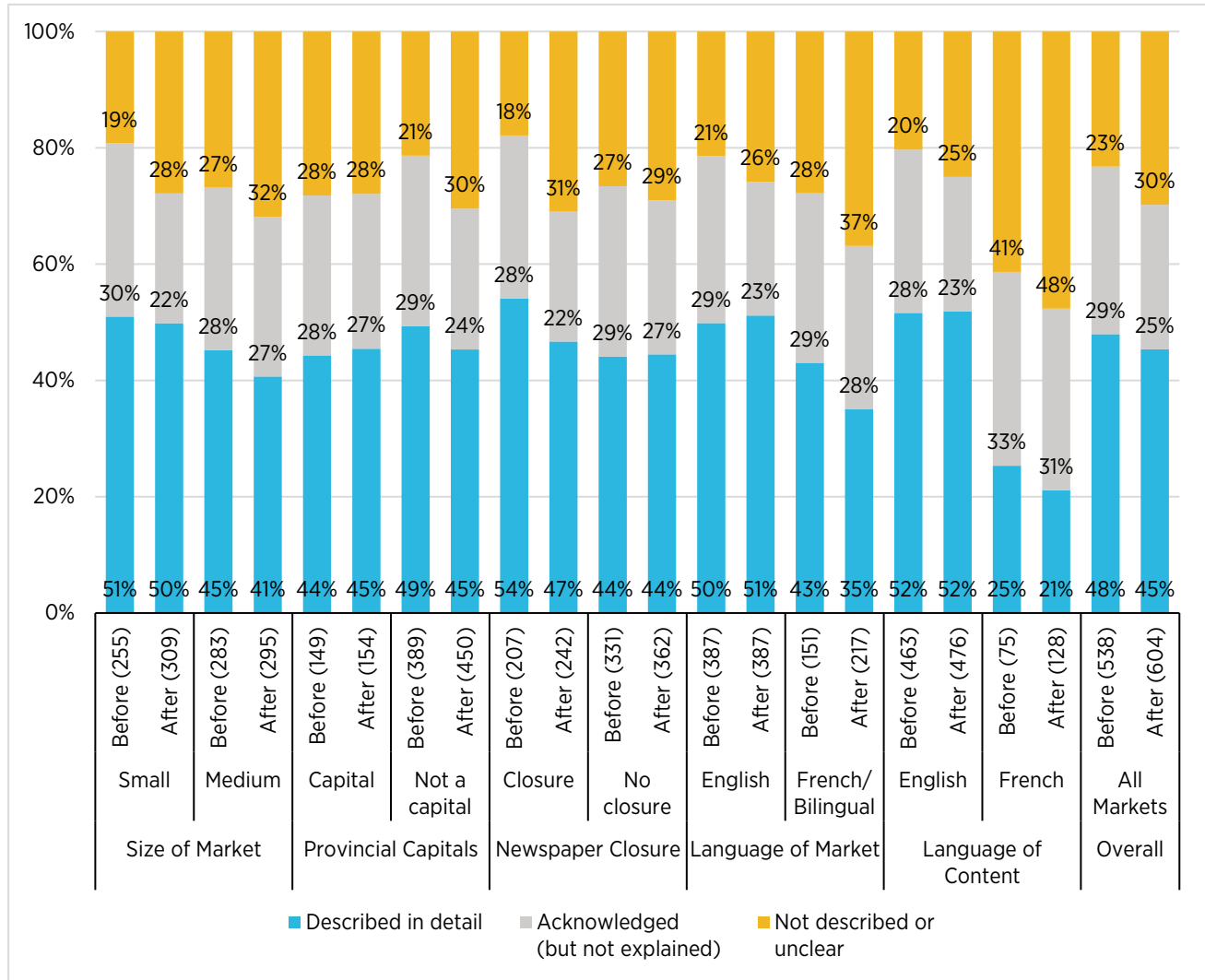


Figure 10.3: Historical Context

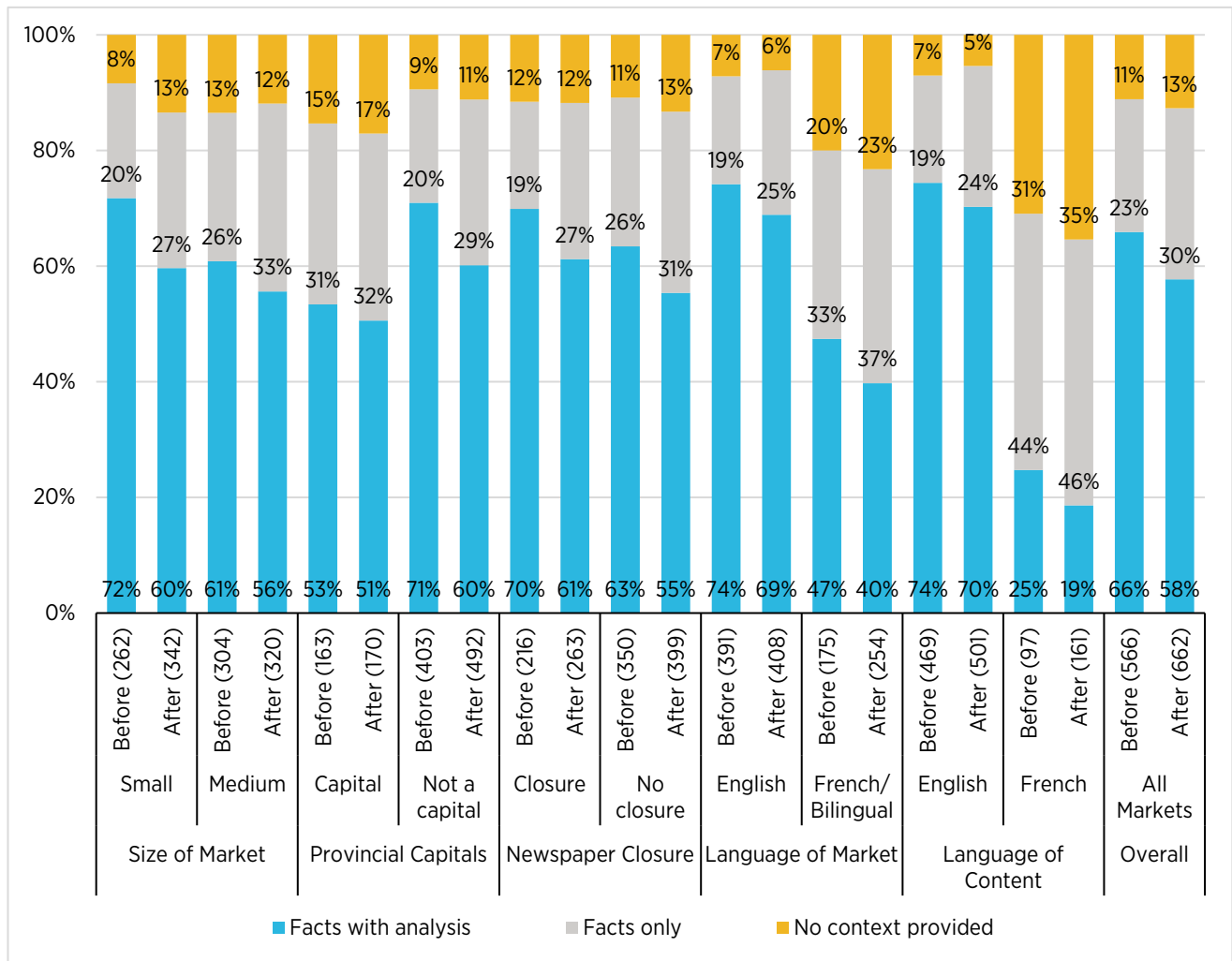


Figure 10.4: Presence of Statistics/Polls

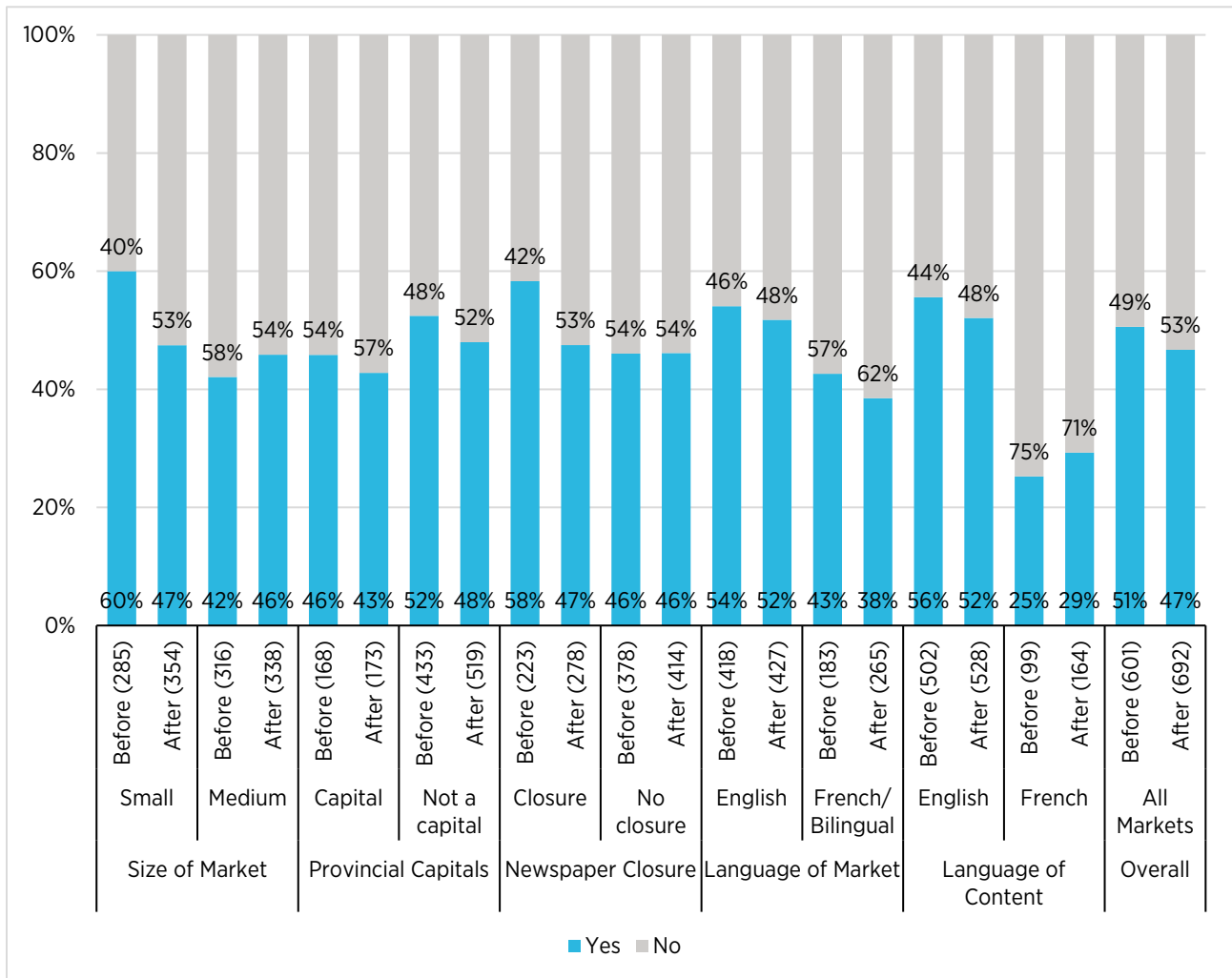
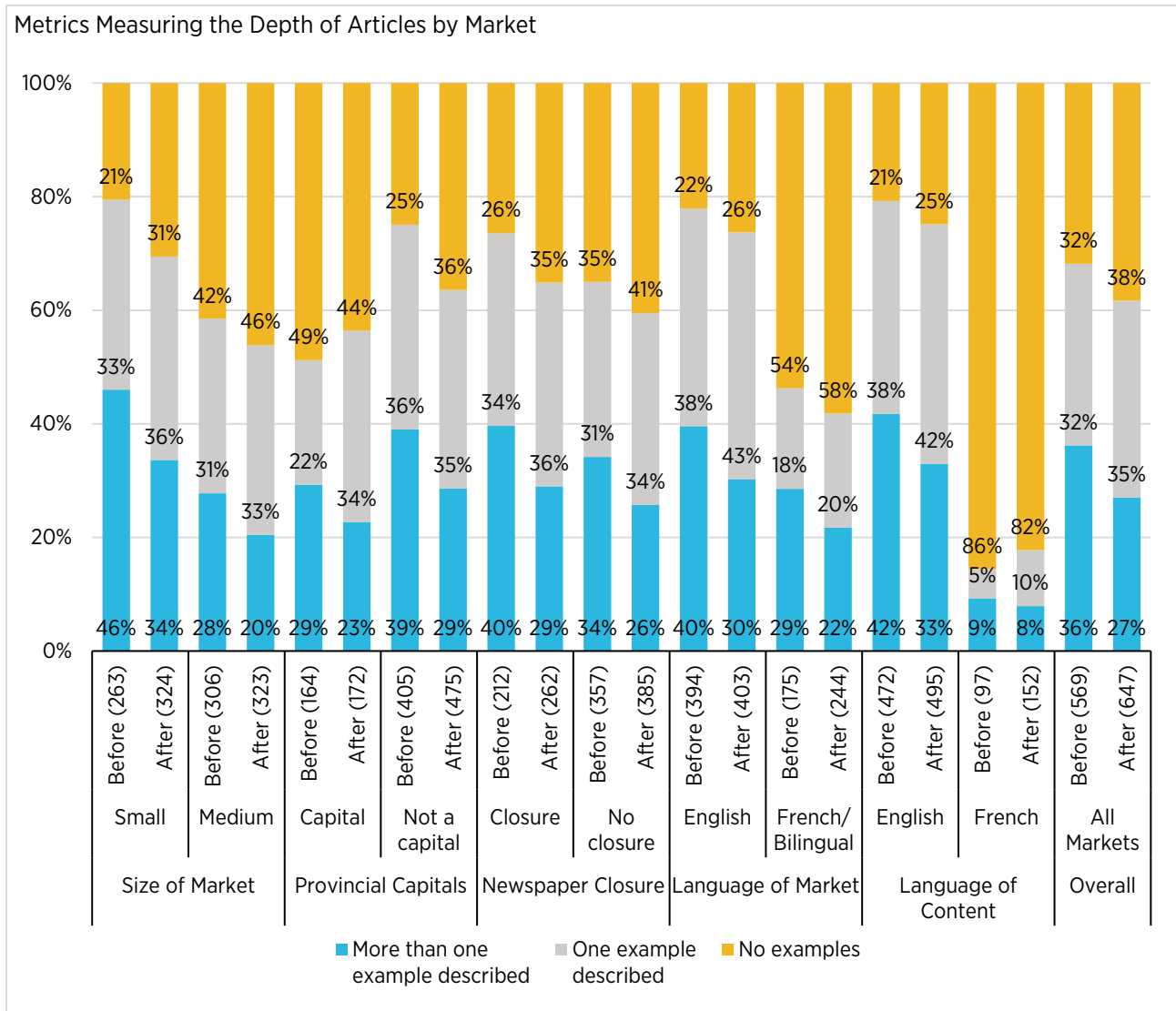


Figure 10.5: Illustrative Examples



Metrics Measuring the Depth of Articles by Language

Figure 11.1: Direct Quotes

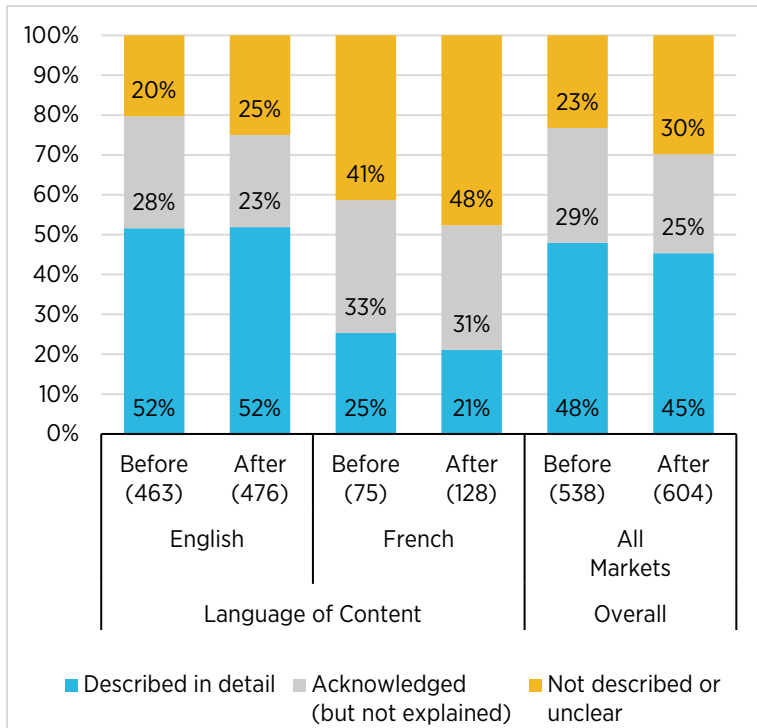


Figure 11.2: Opposing Perspectives

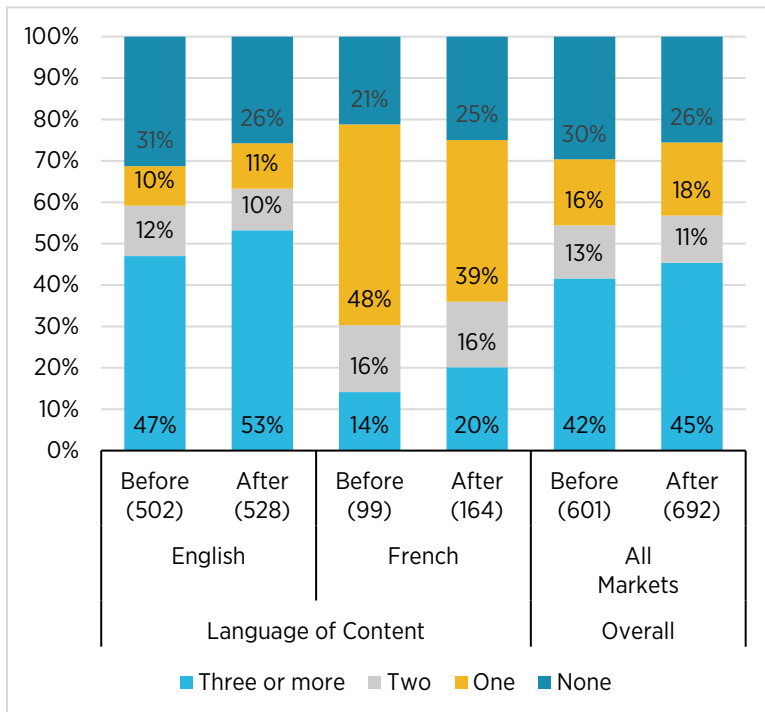


Figure 11.3: Historical Context

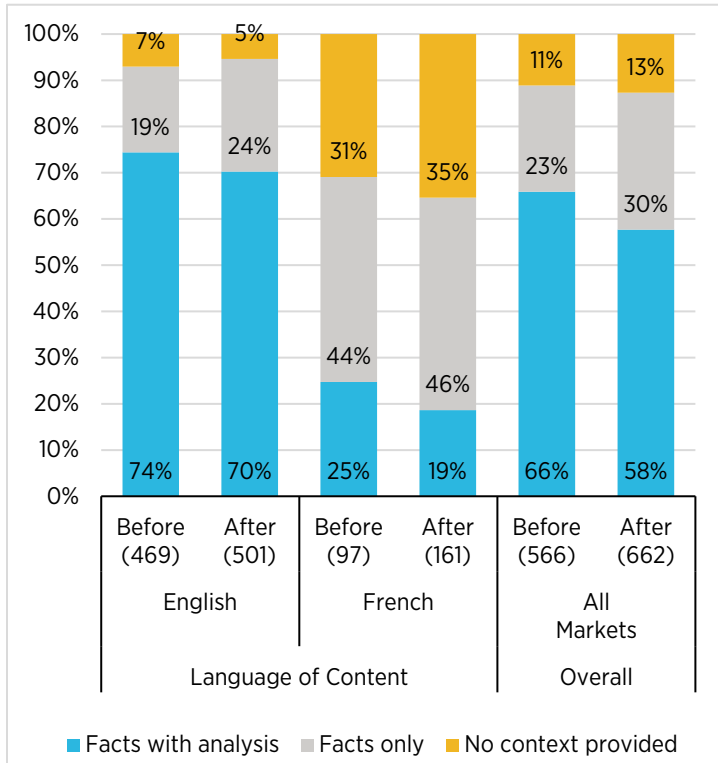


Figure 11.4: Presence of Statistics and Polls

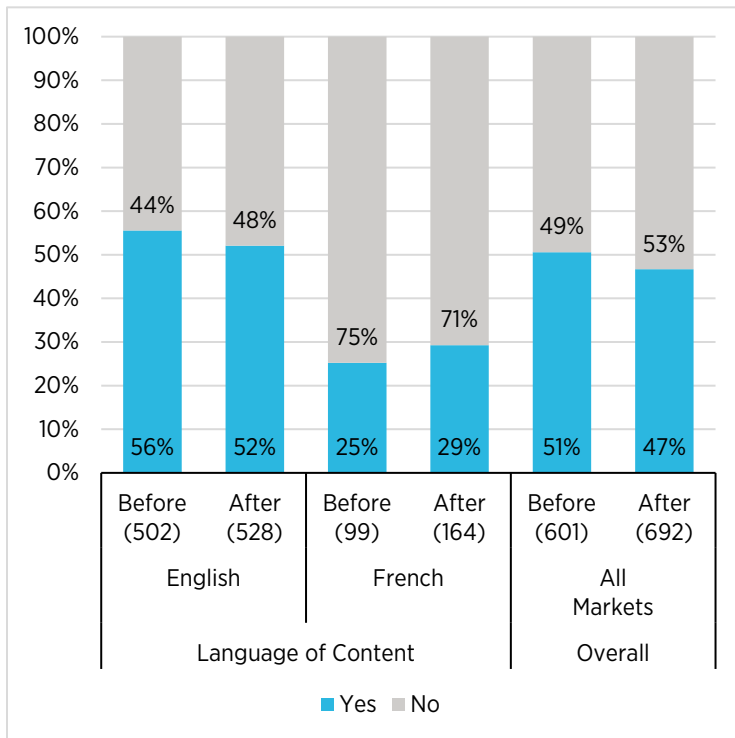
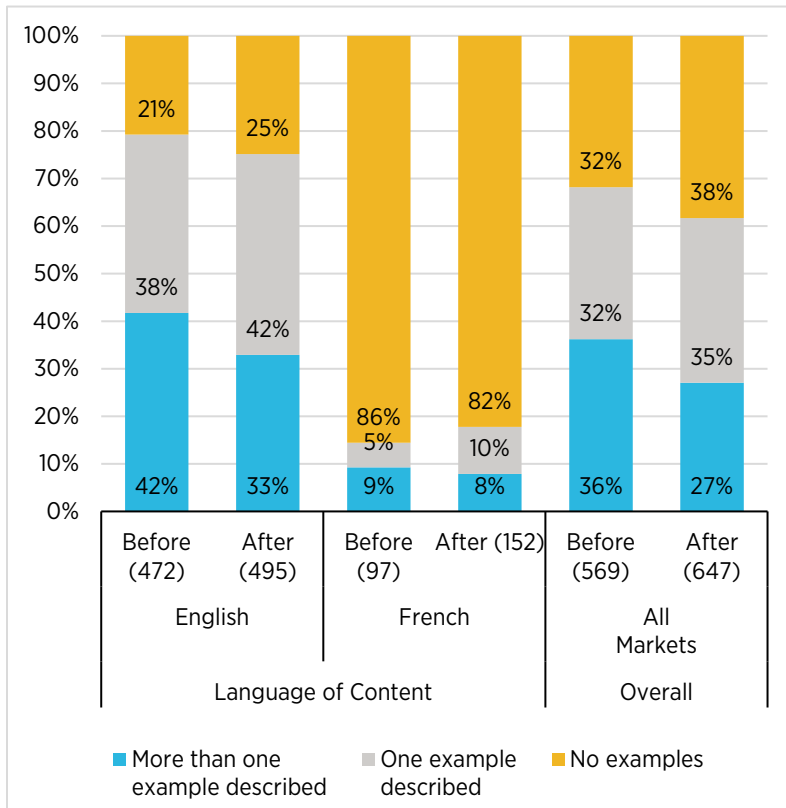


Figure 11.5: Illustrative Examples



Number of Articles and Percent Share by Theme and Market

Figure 12.1: Small Markets

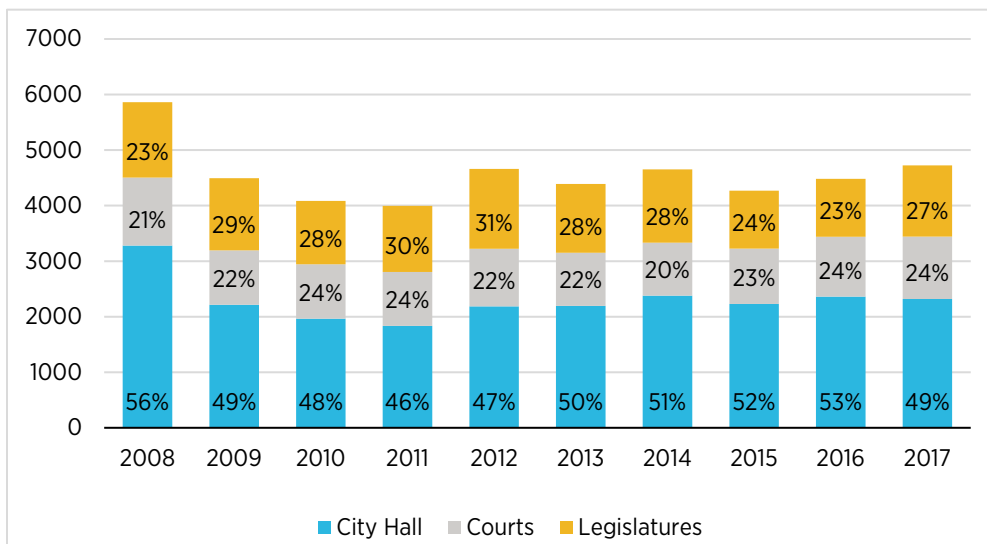


Figure 12.2: Medium Markets

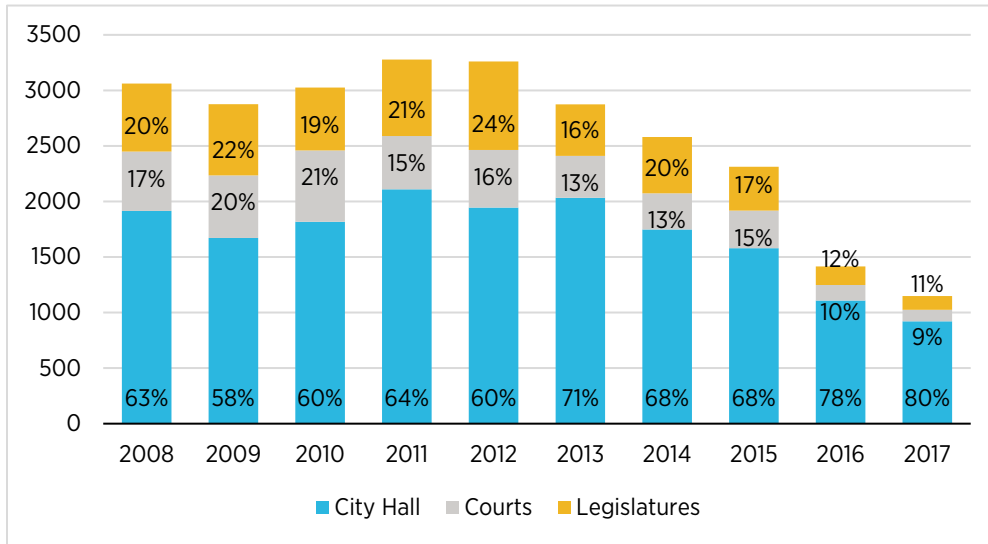


Figure 12.3: Markets With Closures

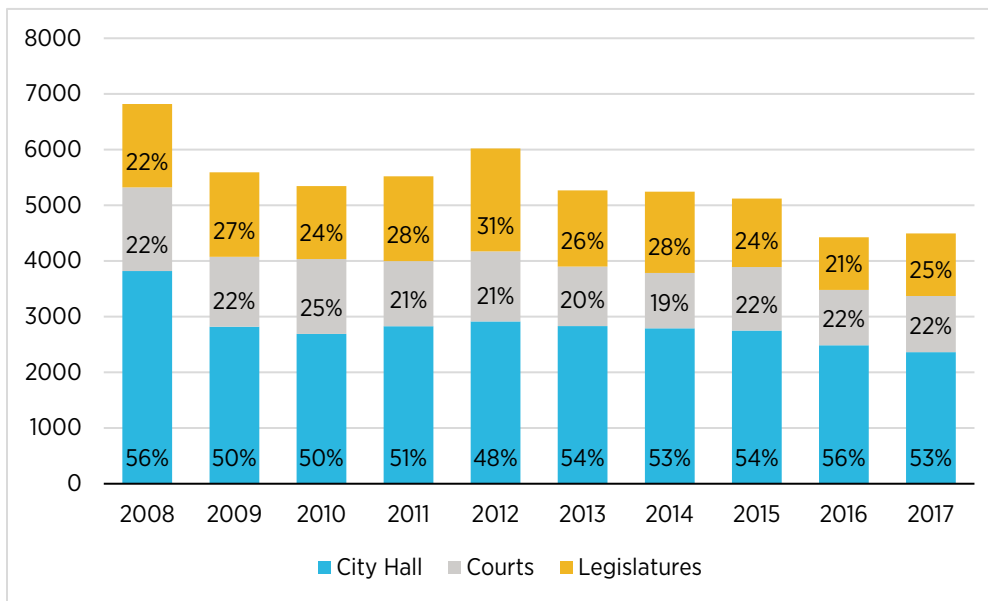


Figure 12.4: Markets With No Closures

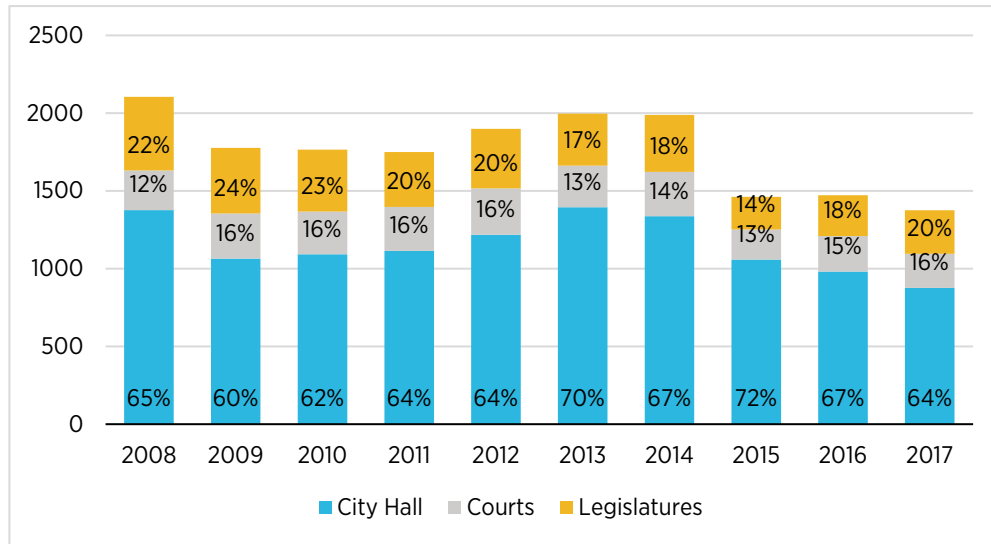


Figure 12.5: English Markets

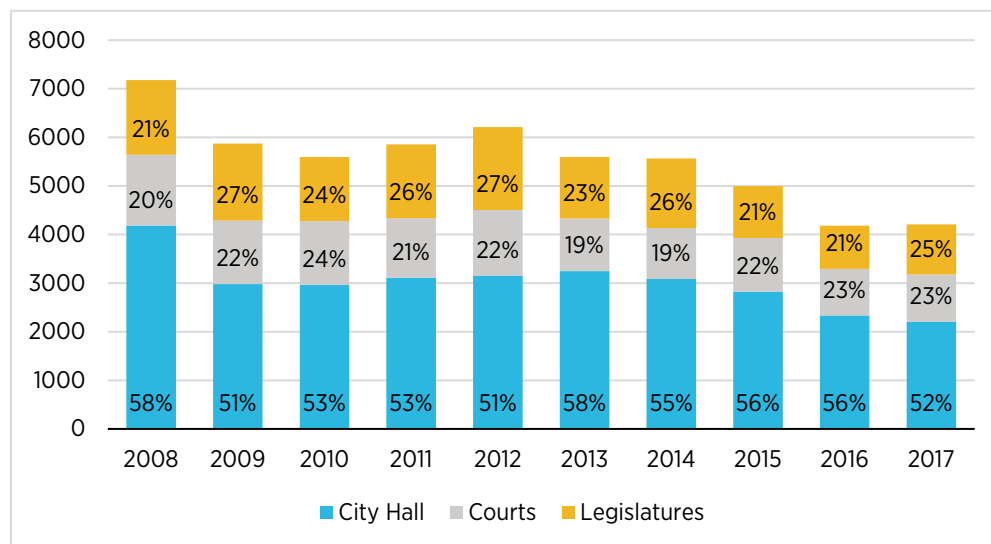
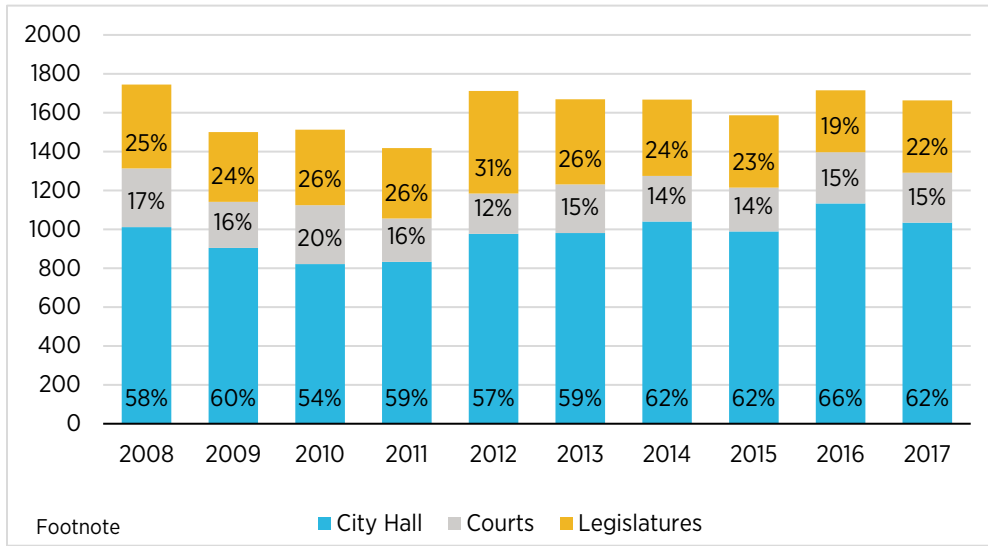


Figure 12.6: French/Bilingual Markets



Average Number of Articles Per Edition by Theme and Market

Figure 13.1: Small Markets

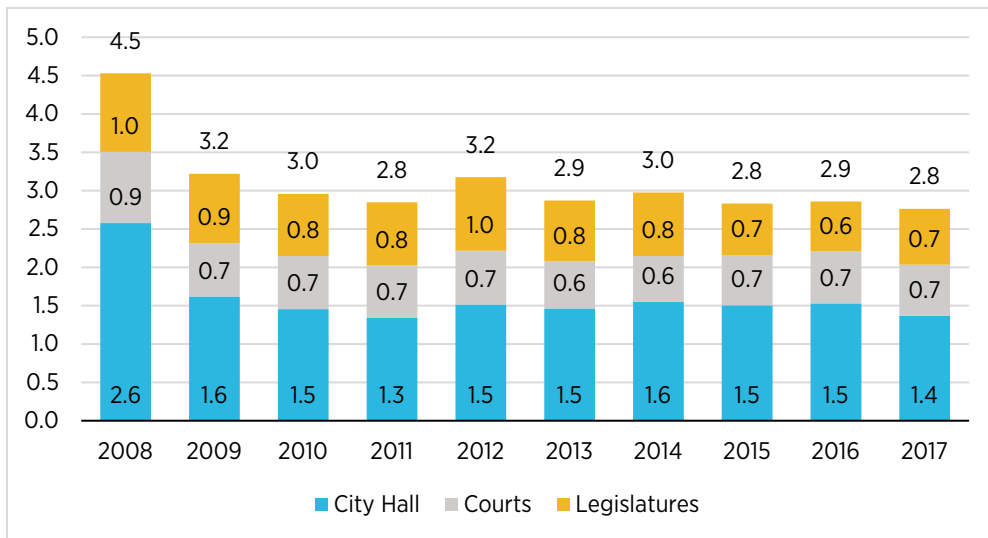


Figure 13.2: Medium Markets

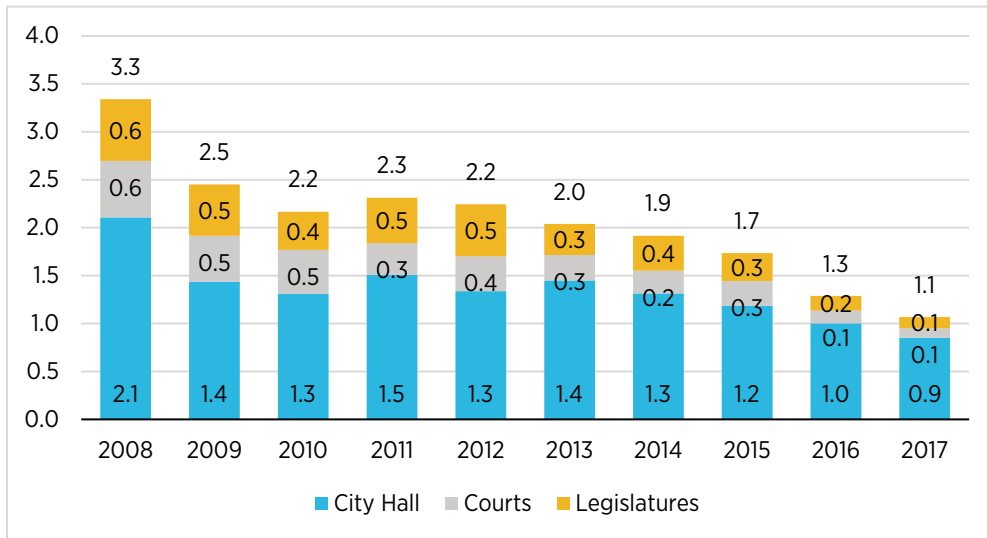


Figure 13.3: Markets With Closures

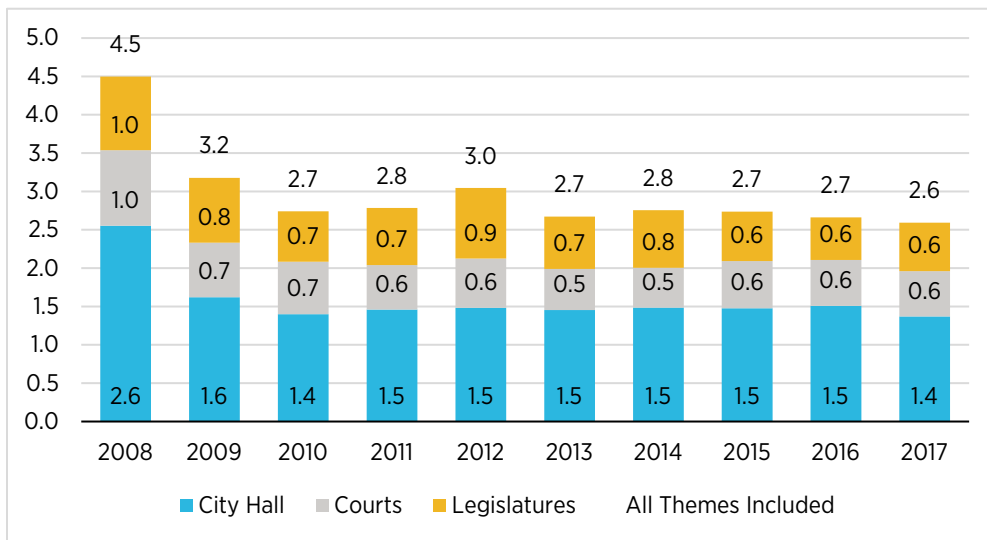


Figure 13.4: Markets With No Closures

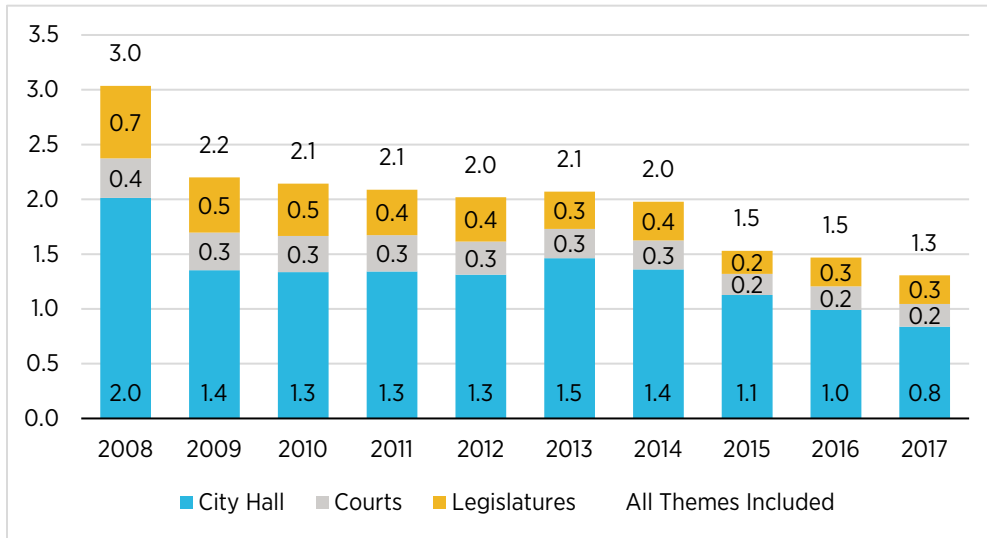


Figure 13.5: English Markets

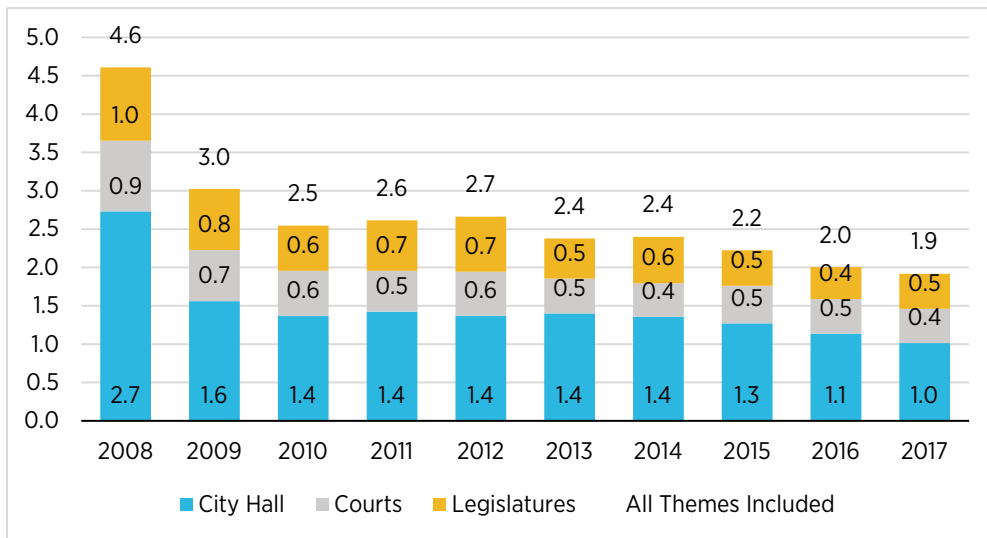


Figure 13.6: French/Bilingual Markets

