

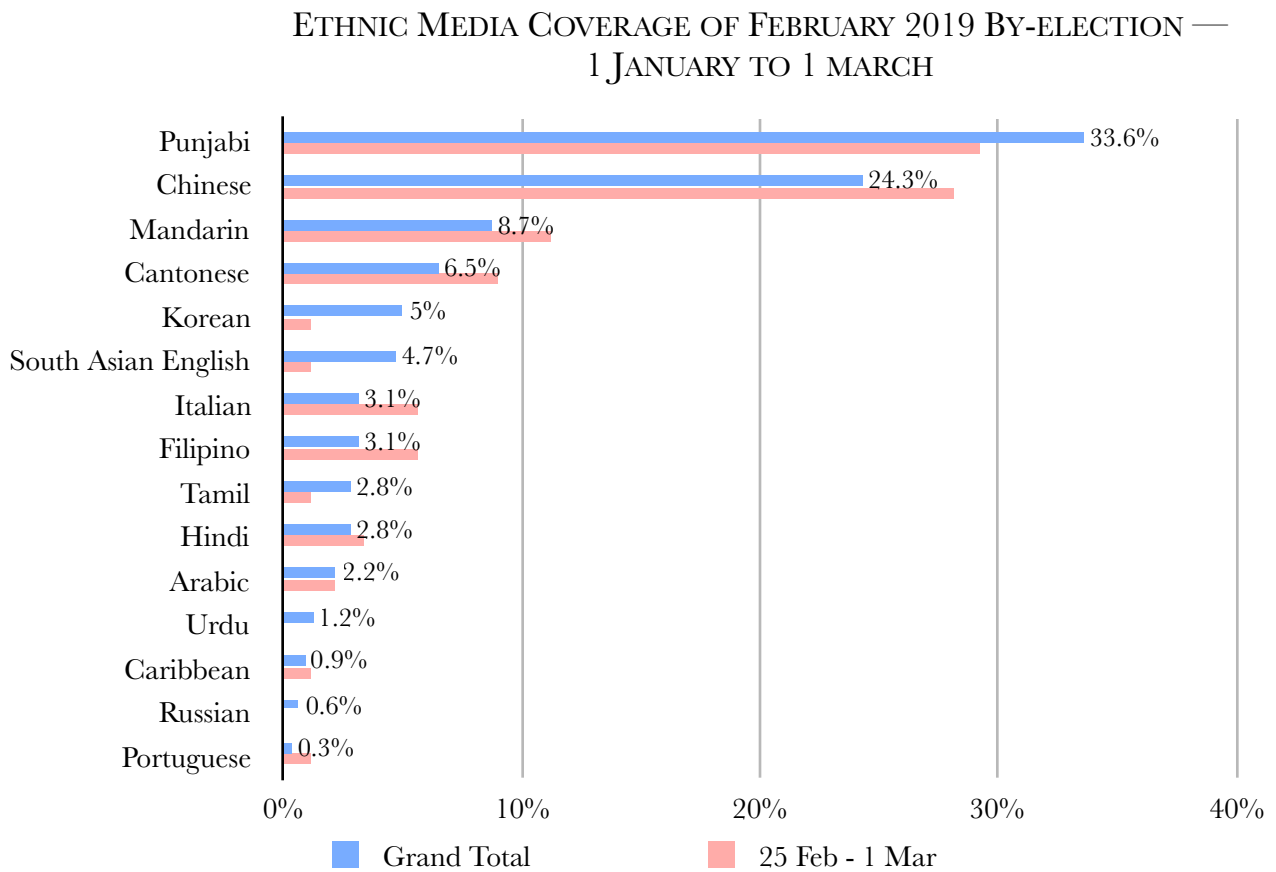
# Diversity Votes — February By-elections: Matching Census Data with Ethnic Media Coverage (Final report 24 February to 1 March 2019)

For background data on the riding demographic, economic, social and political characteristics, see: [February By-elections: Matching Census Data with Ethnic Media Coverage \(1-18 January 2019\)](#).

Note: While Chinese in the chart of ethnic media coverage refers to written media, Cantonese and Mandarin to broadcast oral media, I generally summarize all three as Chinese media except where indicated.

## Ethnic Media Coverage

As expected, by-election day generated the most articles since the by-election call, with a mix of pre-result (32) and post-result result (57) articles. Most articles continued to focus on Burnaby South given NDP leader Singh’s successful campaign. The chart below shows the by-election coverage by language from the start of the year (321 articles), along with the breakdown from last week.



During the past week, while pre-result coverage was Punjabi (43.8 percent) and Chinese (34.4 percent), almost half of the result coverage was Chinese (48.3 percent) with Punjabi at 29.2 percent. The results were also covered by more language groups, a similar pattern to that of by-election call coverage.

Pre-by-election coverage was a mix of factual stories regarding the three by-elections and articles highlighting the stakes for NDP leader Singh, particularly in Punjabi media. Other articles of note included articles on PPC leader Bernier's visit to Burnaby South and PPC candidate Tyler Thompson (Punjabi), Chinese Canadian support for the PPC (based on the Star article [How Canadian populism is playing out in the Burnaby South byelection](#)), Conservative candidate Shin's opposition to edible cannabis (Chinese), and NDP candidate in Outremont Sanchez's comments on what people are talking about, the most interesting being comments regarding NDP leader Singh's turban (Filipino).

Commentary was largely analysis of the prospects of NDP Singh in Burnaby South and the NDP more generally, with the general tone being somewhat pessimistic while noting the SNC Lavalin scandal may increase his prospects.

Post-results coverage featured a similar mix of factual stories on the election results, again with the focus on Burnaby South, and how NDP leader Singh "tightened his shaky grip" on his leadership with his win. The anticipated Liberal win in Outremont over the NDP defeat was also covered in some depth as the counterpoint to his win. (The anticipated Conservative win in York South was merely noted.)

Post-results commentary focussed on the immediate impact for the NDP of leader Singh's victory as well as some broader opinions and analysis on what the results may mean for the October general election. One commentary in Punjabi media noted that Singh's victory showed he could take on "tough challenges." Another in Chinese media considered that the Liberals should be considered the "biggest winner" as they appear to have been unaffected by the SNC Lavalin scandal in Quebec while another, also in Chinese media, quoted UBC professor Allan Tupper's comments that not too much should be read into these results with respect to the general election, a point also covered in Hindi media.

While the strong results of the PPC in Burnaby South were not subject to analysis or commentary in Punjabi media, they did provoke a number of commentaries in Chinese media. One explained Chinese Canadian support as reflecting "church influence, different values of their native country and Canada, and their dissatisfaction with Trudeau" as the main reasons for the Chinese Canadian community to turn to the right (note: Chinese Canadians tend to support Conservatives more than other parties). Another stressed their social conservatism as a reason and a third the PPC's highlighting the murder of Marissa Shen, allegedly by a Syrian refugee.

See the MIREMS blog for some of the stories being covered: [MIREMS blog](#).