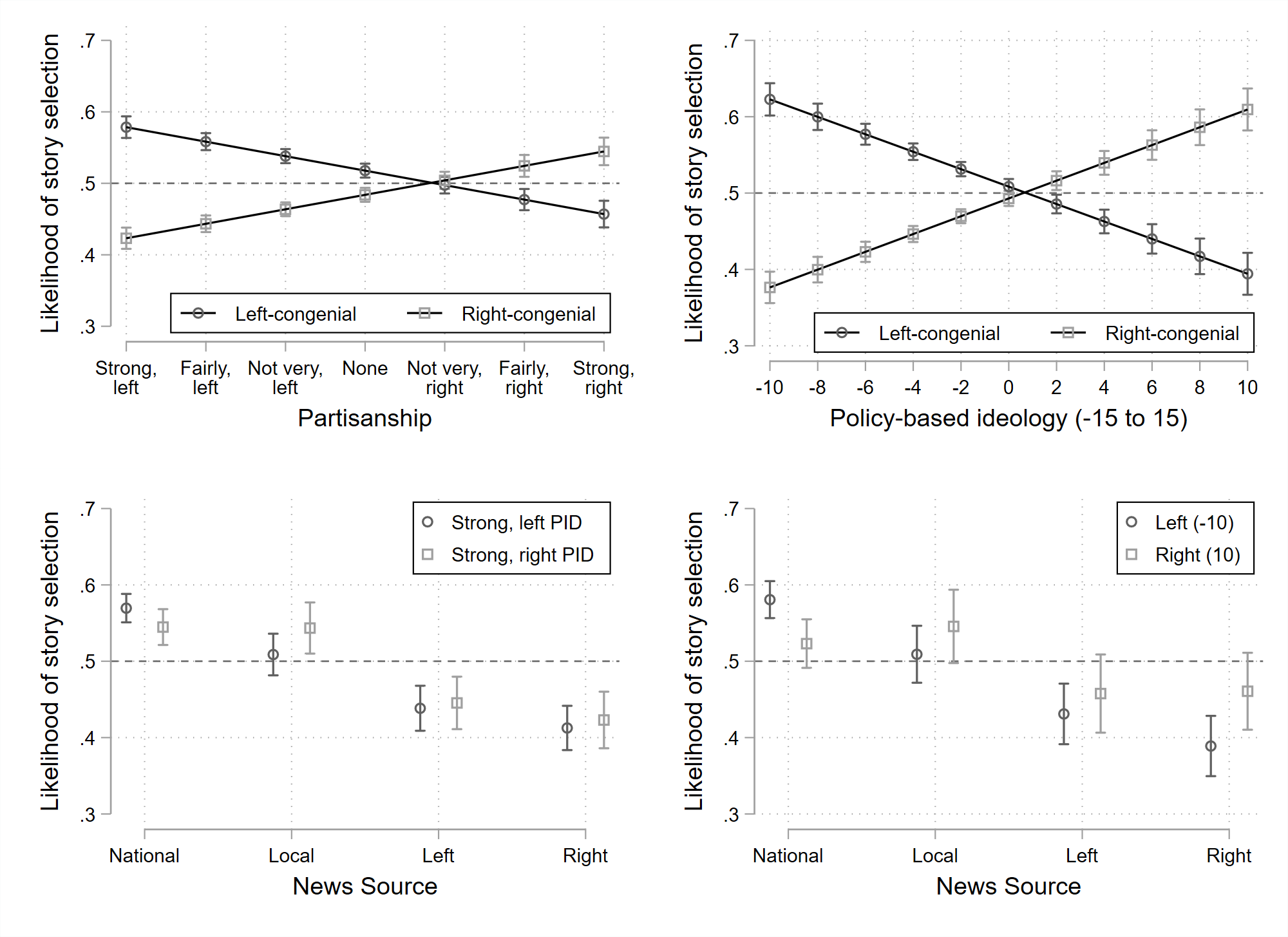
**Supplementary Materials for**

Ideological and Partisan Bias in the Canadian Public

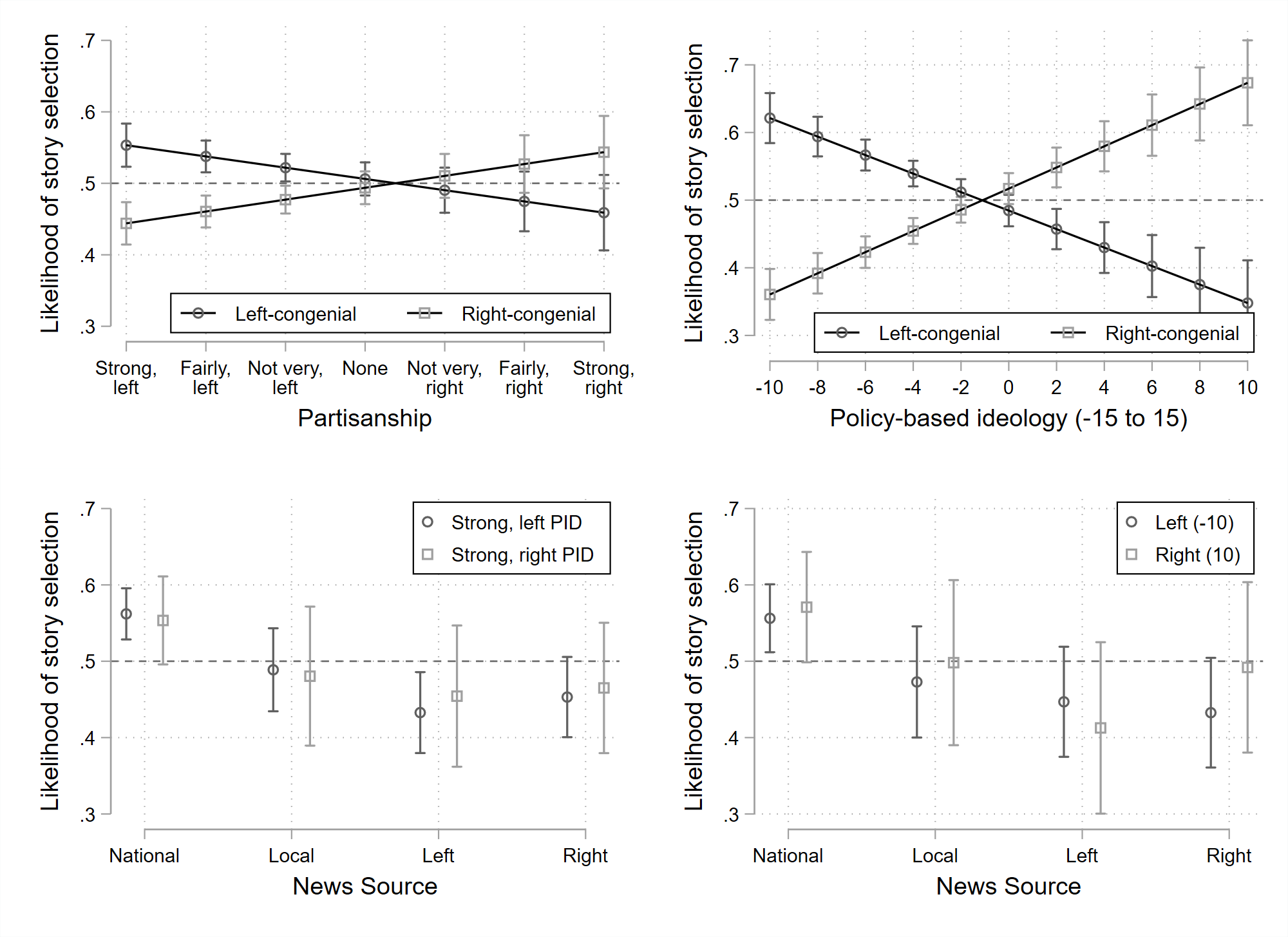
**Table S1.** Robustness tests, Study 2

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Binary** | | **Ordinal** | | | |
|  | *Logistic Regression* | | *OLS Regression* | | *Ordered Logistic Regression* | |
|  | Coef. | SE | Coef. | SE | Coef. | SE |
| Accuracy | 0.16 | 0.23 | 0.10 | 0.13 | 0.15 | 0.21 |
| Direction | -0.16 | 0.22 | -0.10 | 0.12 | -0.17 | 0.20 |
| Cues | -0.12 | 0.19 | -0.10 | 0.11 | -0.16 | 0.19 |
| Cues \* Accuracy | -0.18 | 0.28 | -0.08 | 0.15 | -0.13 | 0.26 |
| Cues \* Direction | 0.48\*\* | 0.27 | 0.28\*\* | 0.15 | 0.45\*\* | 0.25 |
| Constant | 0.04 | 0.16 | 3.52\*\*\* | 0.09 |  |  |
| Cut 1 |  |  |  |  | -3.04 | 0.19 |
| Cut 2 |  |  |  |  | -1.60 | 0.16 |
| Cut 3 |  |  |  |  | -0.08 | 0.15 |
| Cut 4 |  |  |  |  | 1.27 | 0.16 |
| N | 1463 | | 1463 | | 1463 | |

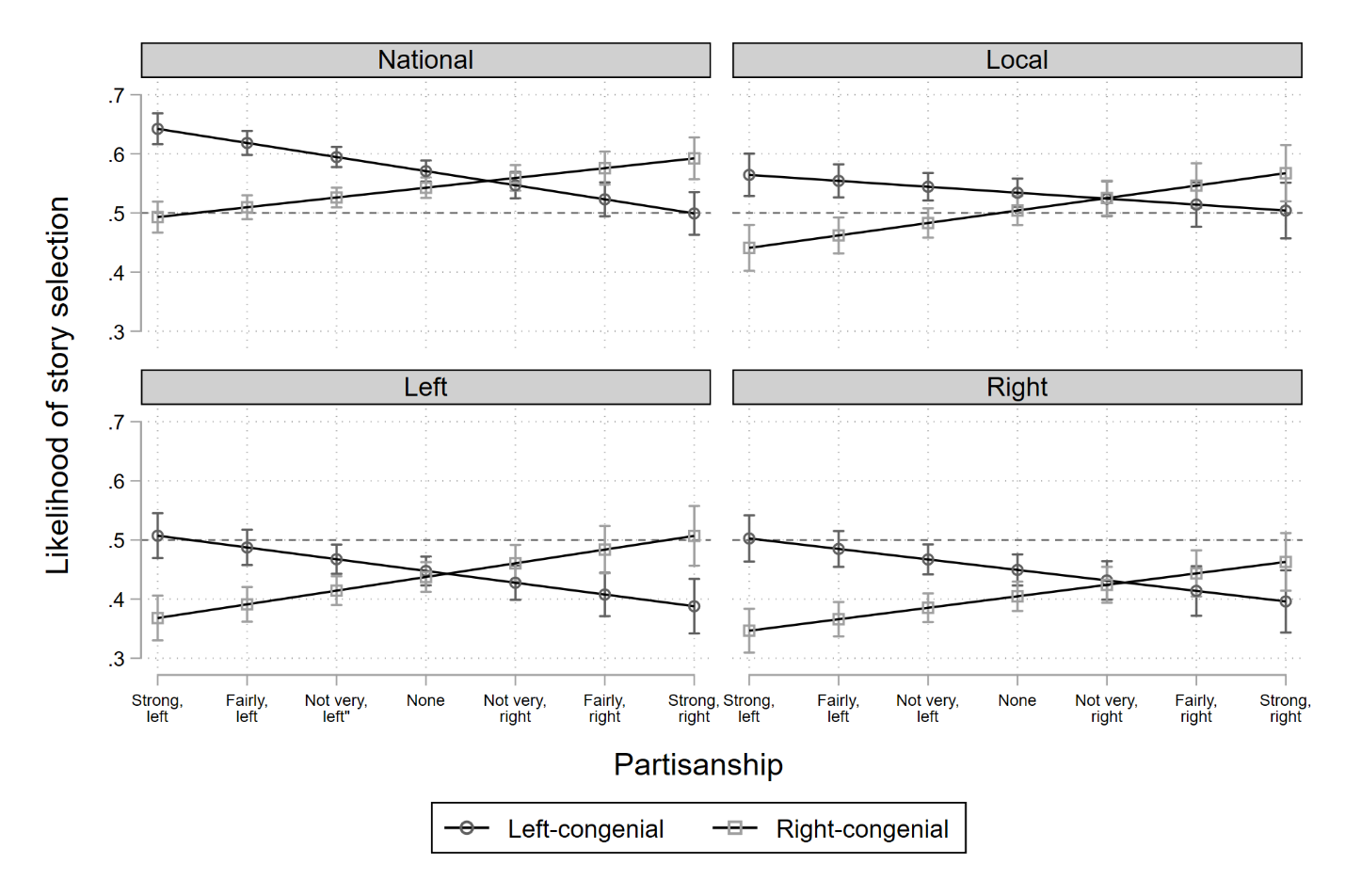
\* p<0.1, \*\* p<0.05, \*\*\* p<0.01, one-tailed



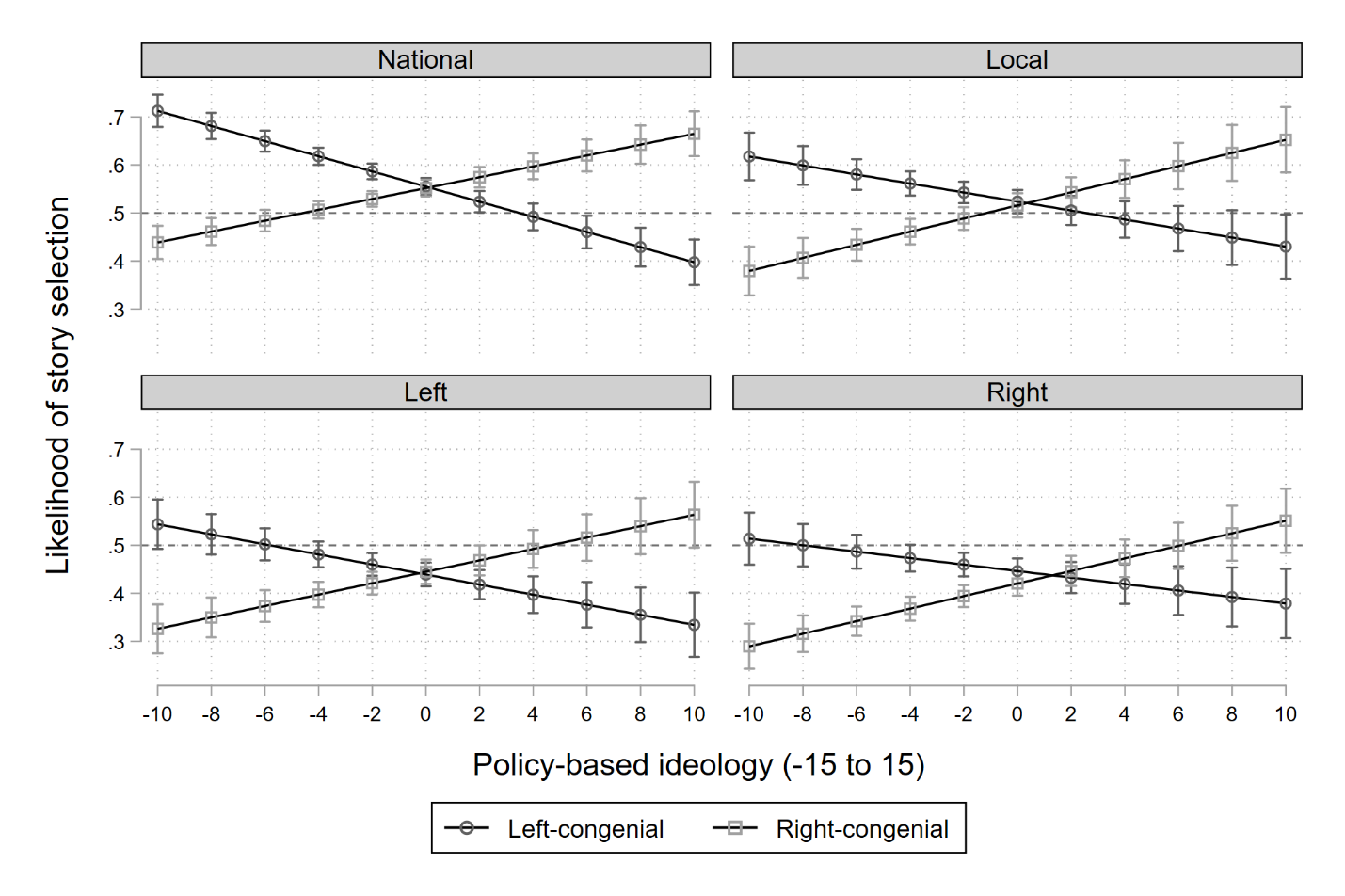
**Figure S1.** Predicted likelihood of story selection by congeniality of the headline (top) or source (bottom) across levels of partisanship (left) and policy-based ideology (right). Note: 95 per cent confidence intervals. English respondents only.



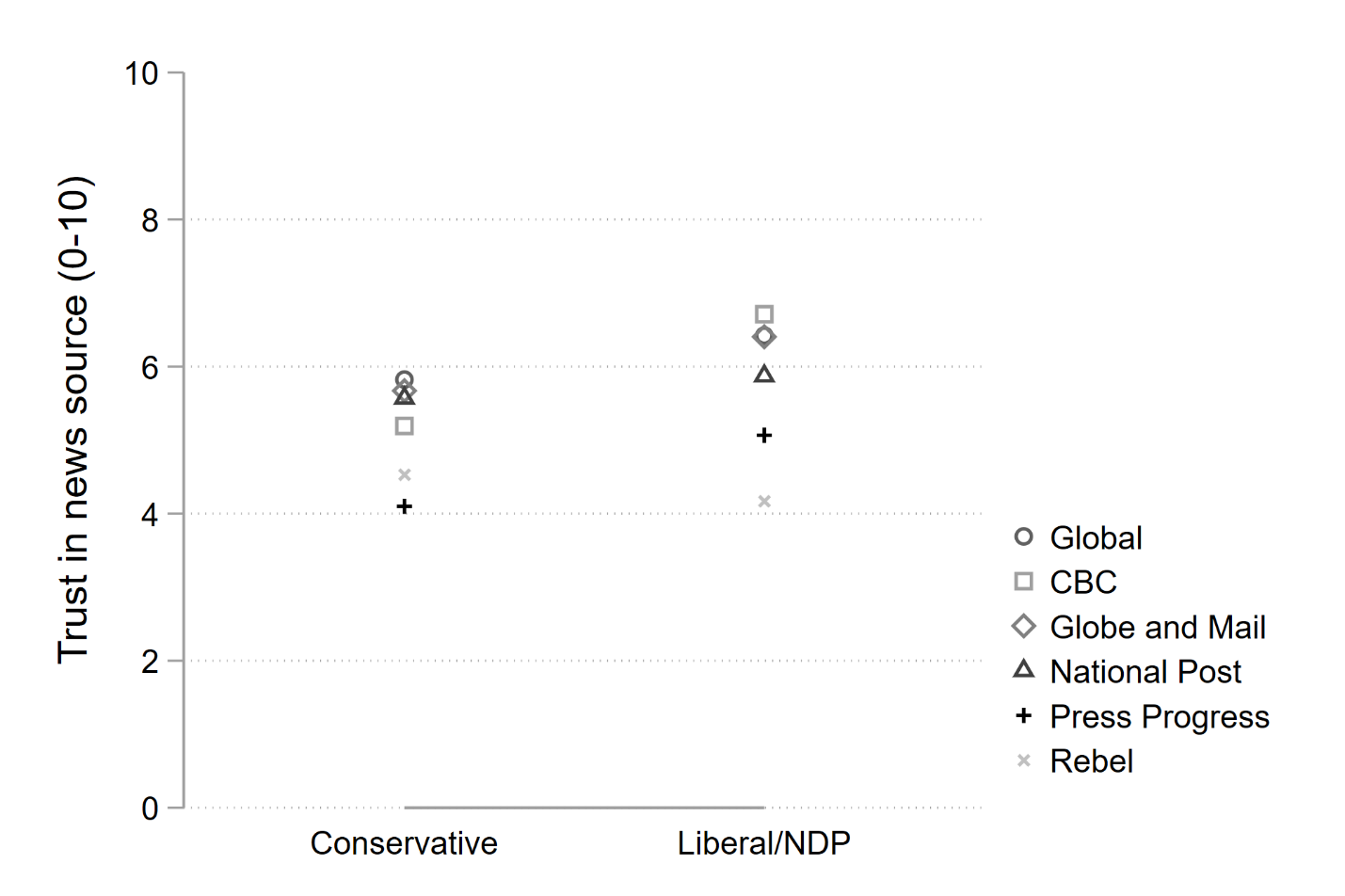
**Figure S2.** Predicted likelihood of story selection by congeniality of the headline (top) or source (bottom) across levels of partisanship (left) and policy-based ideology (right). Note: 95 per cent confidence intervals. French respondents only.



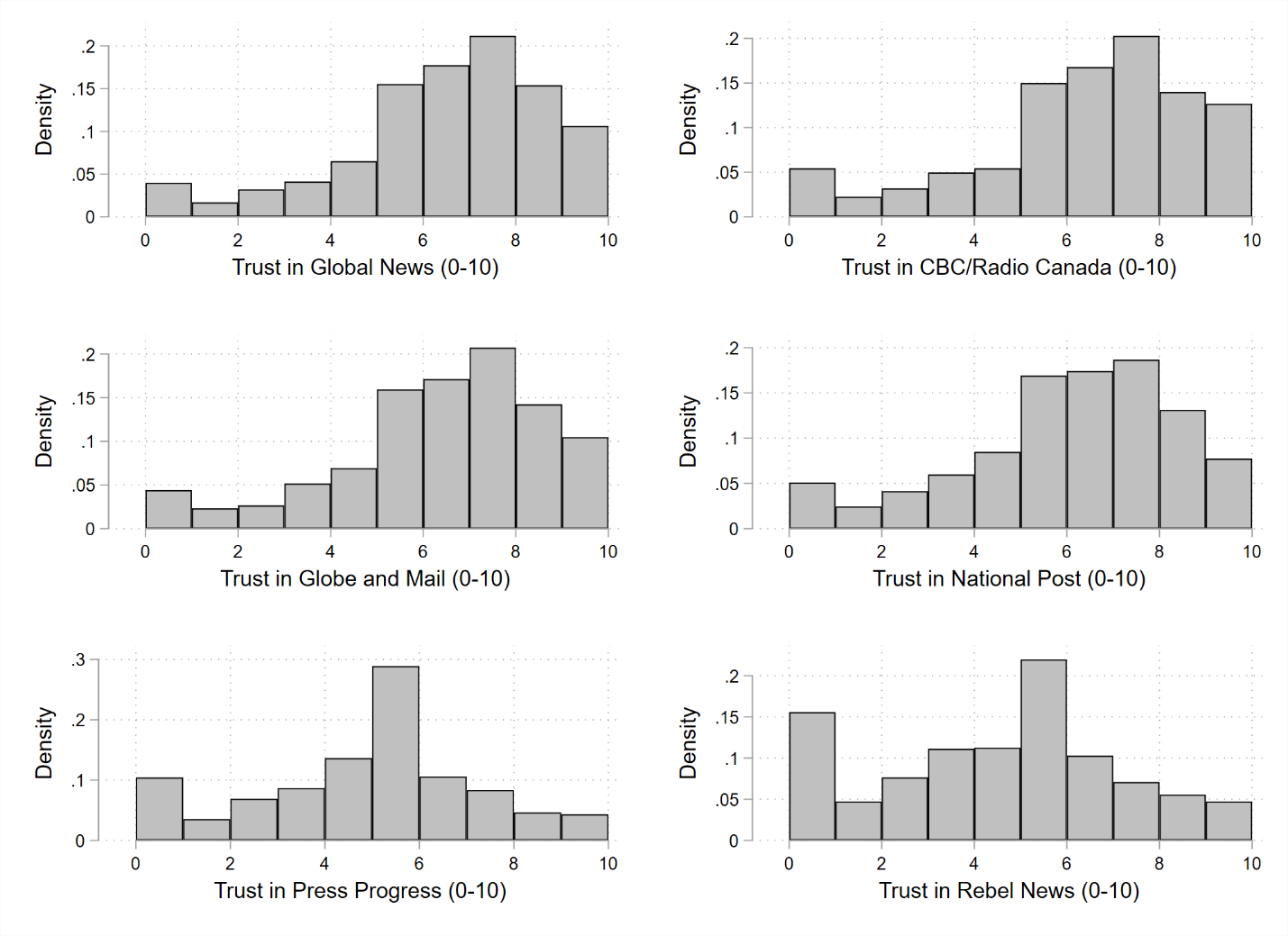
**Figure S3.** Predicted likelihood of story selection by congeniality of the headline and source across levels of partisanship. Note: 95 per cent confidence intervals. Estimation from otherwise identical models from Figure 1 that interact ideology, source, and headline.



**Figure S4.** Predicted likelihood of story selection by congeniality of the headline and source across levels of policy-based ideology. Note: 95 per cent confidence intervals. Estimation from otherwise identical models from Figure 1 that interact ideology, source, and headline.



**Figure S5.** Trust in news outlets by partisan group. Data collected in wave 5 of the Digital Democracy project, fielded from September 19-24, 2019 (N=1,630). Data weighted within Canadian region by age and gender.



**Figure S6.** Distribution of trust in news outlets. Data collected in wave 5 of the Digital Democracy project, fielded from September 19-24, 2019 (N=1,630). Data weighted within Canadian region by age and gender.

**Table S2.** Balance test, Study 1

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | OLS | | Multinomial logit | | | | | |
|  | Headline (1= right) | | Local vs. National | | Right vs. National | | Left vs. National | |
|  | Coef. | SE | Coef. | SE | Coef. | SE | Coef. | SE |
| Conservative | -0.01 | 0.01 | 0.04 | 0.06 | 0.01 | 0.06 | 0.05 | 0.06 |
| NDP | 0.01 | 0.01 | 0.04 | 0.07 | -0.03 | 0.07 | 0.13\* | 0.07 |
| Bloc | -0.03 | 0.02 | -0.16 | 0.12 | -0.10 | 0.1 | -0.14 | 0.11 |
| Green | -0.01 | 0.02 | -0.02 | 0.11 | 0.02 | 0.11 | -0.10 | 0.12 |
| Other | 0.04 | 0.04 | -0.16 | 0.20 | 0.33 | 0.23 | 0.08 | 0.24 |
| None | 0.00 | 0.01 | 0.04 | 0.06 | 0.00 | 0.06 | -0.05 | 0.06 |
| Bachelor's degree | 0.00 | 0.01 | -0.04 | 0.05 | -0.11\*\* | 0.05 | -0.12\*\*\* | 0.05 |
| Age | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Female | 0.00 | 0.01 | -0.05 | 0.05 | -0.02 | 0.05 | 0.00 | 0.05 |
| French | -0.01 | 0.03 | -0.10 | 0.14 | 0.32\*\* | 0.15 | 0.08 | 0.13 |
| Quebec | -0.01 | 0.03 | 0.11 | 0.15 | -0.10 | 0.17 | 0.14 | 0.15 |
| Ontario | -0.02 | 0.02 | -0.01 | 0.08 | 0.20\*\* | 0.1 | 0.10 | 0.09 |
| West | -0.02 | 0.02 | 0.03 | 0.09 | 0.21\*\* | 0.1 | 0.13 | 0.10 |
| Constant | 0.53\*\*\* | 0.03 | -0.52\*\*\* | 0.18 | -1.09\*\*\* | 0.2 | -0.83\*\*\* | 0.19 |
| N | 15968 | | 15968 | | | | | |

\* p<0.1, \*\* p<0.05, \*\*\* p<0.01

**Table S3.** Balance test, Study 2, multinomial logit estimates

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | In-party cue vs. control | | Accuracy prime vs. control | |
|  | Coef. | SE | Coef. | SE |
| Conservative | 0.00 | 0.15 | -0.18 | 0.15 |
| NDP | -0.01 | 0.19 | 0.04 | 0.18 |
| Bachelor's degree | -0.01 | 0.14 | 0.00 | 0.13 |
| Age | 0.00 | 0.00 | 0.00 | 0.00 |
| Female | -0.15 | 0.14 | -0.17 | 0.14 |
| French | -0.01 | 0.42 | -0.24 | 0.41 |
| Quebec | 0.21 | 0.46 | 0.32 | 0.46 |
| Ontario | 0.38 | 0.28 | 0.35 | 0.29 |
| West | 0.34 | 0.29 | 0.26 | 0.29 |
| Constant | -0.46 | 0.54 | 0.02 | 0.54 |
|  | Out-party cue vs. control | | Directional prime vs. control | |
|  | Coef. | SE | Coef. | SE |
| Conservative | -0.02 | 0.15 | 0.19 | 0.15 |
| NDP | 0.04 | 0.18 | 0.08 | 0.19 |
| Bachelor's degree | 0.12 | 0.13 | -0.10 | 0.14 |
| Age | 0.00 | 0.00 | 0.00 | 0.00 |
| Female | -0.09 | 0.14 | -0.21 | 0.14 |
| French | 0.25 | 0.41 | -0.32 | 0.43 |
| Quebec | 0.21 | 0.45 | 0.09 | 0.46 |
| Ontario | 0.34 | 0.28 | 0.02 | 0.28 |
| West | 0.41 | 0.29 | -0.01 | 0.28 |
| Constant | -0.55 | 0.54 | 0.24 | 0.54 |
| N | 1461 | | 1461 | |

\* p<0.1, \*\* p<0.05, \*\*\* p<0.01

**Table S4.** Balance test, Study 3, OLS estimates

|  |  |  |
| --- | --- | --- |
| DV = political treatment | Coef. | SE |
| Conservative | 0.01 | 0.03 |
| NDP | 0.03 | 0.04 |
| Bloc | -0.09 | 0.06 |
| Green | -0.03 | 0.06 |
| Other | 0.07 | 0.11 |
| None | -0.01 | 0.03 |
| Bachelor's degree | -0.03 | 0.02 |
| Age | 0.00 | 0.00 |
| Female | -0.03 | 0.02 |
| French | -0.04 | 0.07 |
| Quebec | 0.11 | 0.08 |
| Ontario | 0.02 | 0.05 |
| West | 0.06 | 0.05 |
| Constant | 0.50\*\*\* | 0.09 |
| N | 1996 | |

\* p<0.1, \*\* p<0.05, \*\*\* p<0.01