DIGITAL NEWS REPORT CANADA

2024 DATA : AN OVERVIEW

CENTRE D'ÉTUDES SUR LES MÉDIAS

REUTERS INSTITUTE

UNIVERSITY OF OXFORD

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ABOUT

The Digital News Report (DNR) is an international survey led by the Reuters Institute for the Study of Journalism at the University of Oxford. Covering 47 international markets in 2024, it focuses on the practices and perceptions of news consumers, especially on issues related to online news. The Centre d'études sur les médias (CEM) is responsible for the Canadian component of the survey.

METHODOLOGY

The DNR is based on an online questionnaire administered by the survey firm YouGov. The Canadian data is calculated from a random sample of 2,014 participants registered with YouGov, including 430 Francophones. An autonomous Francophone sample was subsequently completed to obtain 1,026 participants. The Canadian data was collected from January 10 to February 6, 2024. The results are weighted to represent the country's adult population.

It should be noted that such a survey is likely to under-represent those segments of the Canadian population that do not have access to the Internet: typically, it includes seniors, those with less formal education levels, and people with lower incomes. Up to and including 2020, the questionnaire began with a filter question excluding respondents who had not consumed news in the month preceding the survey. In 2019, new quotas were implemented to mitigate the under-representation of people with a lower level of education. These elements must, therefore, be taken into account when comparing data across multiple years.

With financial support from:

Canada

Québec

[1] The template for this document was created by Florence Côté, research assistant at the CEM.

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HIGHLIGHTS

- Television is still the main source of news for the largest share of Canadians (38%, -2 percentage points (pp) in relation to 2023), while the use of news sites and apps is up (30%, +3 pp). Social media is the third-most-cited source (24%, -1 pp).

- With Meta blocking access to most news content in Canada since August 2023, the use of social media as the main access point to online news by people who consumed such contents in the week preceding the survey is down (23%, -4 pp in relation to 2023), and even more markedly so among Francophones (16%, -7 pp). Social media are at their lowest level since 2018 (22%).

- In relation to 2023, the use of Facebook for news is down (25%, -4 pp), but the impact of news blocking is difficult to assess since the downward trajectory began with the 2022 survey and can be seen in a number of the countries studied. The size of the decline is especially significant among Francophones (from 46% to 38%, a decrease of 8 pp). Nearly one in two Canadians (46%) said they used Facebook for news in the week preceding the 2016 survey, but only one in four Canadians (25%) did so in 2024.

- Even though Instagram is also affected by the news block imposed by parent company Meta, its use as a news source is up in Canada (13%, +3 pp), especially among those aged 18-34 (26%, +6 pp).

- Even though Facebook is often singled out for its role in spreading fake news, about half of its users (48%) consider it a source where it is easy to distinguish true from false – a score slightly lower than that of YouTube (51%). Facebook and YouTube have better results in this regard than Instagram (44%), TikTok (40%) and X (39%). Moreover, TikTok users are the most likely to think it's difficult to distinguish between trustworthy and untrustworthy news on their platform (33%).

- Watching videos about current events online is widespread across the country. For example, 57% of Canadians watch short news videos at least once a week. Whether the videos are long, short or livestreamed, such viewing is more prevalent among men and Anglophones.

- The vast majority of Canadians (85%) have already heard or read at least a small amount of news about artificial intelligence (AI). Slightly less than half of the Canadian population (46%) think they have seen a moderate (33%) or large (13%) amount of information on this topic, with men, people aged 18-24 and people with higher levels of education more likely to have consulted such contents.

- Canadian respondents are concerned about news produced primarily through AI, with the majority (52%) saying they are not comfortable with the idea, although 18% say they are comfortable. When the role of AI is reduced to merely helping a human journalist, the opinion is reversed: 39% of Canadians are comfortable with the idea and 27% express discomfort. Those who say they are more knowledgeable about AI are proportionally more likely to be comfortable with the idea of using it for news production.

- Trust in most news most of the time continues to decrease slowly across the country (39%, -1 pp in relation to 2023 and -16 pp in relation to 2016). Even so, interest in news, which had fallen by 4 pp from 2022 (84%) to 2023 (80%), saw a slight increase (82%, +2 pp) in 2024.

- The proportion of Canadians who say they are worn out by too much news has jumped from 28% in 2019, the last year the question was asked, to 41% in 2024 (+13 pp). “News fatigue” is more prevalent among Anglophones (41%, +14 pp) than among Francophones (38%, +6 pp).

- Payment for online news or access to paid-for news online is back to its 2022 level (15%, +4 pp in relation to 2023) in Canada. The increase is due entirely to Anglophones (16%, +5 pp), with the figures unchanged among Francophones (11%). Men aged 18-34 (29%) are more likely to pay for online news or to access paid-for news.

- The share of respondents who listened to a podcast (news or other) in the week preceding the survey reached the highest level ever measured in Canada by this study (41%, +8 pp in relation to 2023), and exceeds the overall figure for international respondents (35%). The practice is still much more widespread among Anglophones (44%) than Francophones (29%).

Introduction

On August 1, 2023, the Meta group stopped allowing Facebook and Instagram users in Canada to view or to share news content produced by news outlets. These platforms, which are an important gateway to Canadian news, and more generally all online news sources are covered in the first part of this report. In particular, we will observe potential changes in the use of the various sources of news available to Canadians online and offline.

Recent advances in artificial intelligence (AI) technologies have also sparked much discussion in the past year. Newsrooms and the public are wondering about matters such as the role that AI could play in the production of news content. Canadians' views on this matter are covered in the second part of the report.

Canadian data from the 2023 Digital News Report survey showed a decline in interest in news, a decline in public trust in news and a decline in payment for online news or access to paid-for online news services. Of these three indicators, the level of trust is the only one to continue its downward trajectory this year, whereas interest and payment levels are up. Payment for online news is back to the level measured in 2022, and the same is true for the share of Canadians who are extremely interested and very interested in news. The third part of the report covers trust and interest in news, news avoidance and fatigue, and concerns about fake news, while the fourth part focuses on payment for online news.

1. Media and platforms

1.1 Frequency of access to news

Despite Meta's restrictions, Canadians are still closely following the news in 2024 (figure 1). As in the 2023 survey, 73% of them access news every day, and nearly half of them (49%, +1 pp[2]) access it several times a day. In contrast, 7% of Canadians report accessing news less than once a month or never. The results are similar for Anglophones and Francophones (figures 2 and 3).

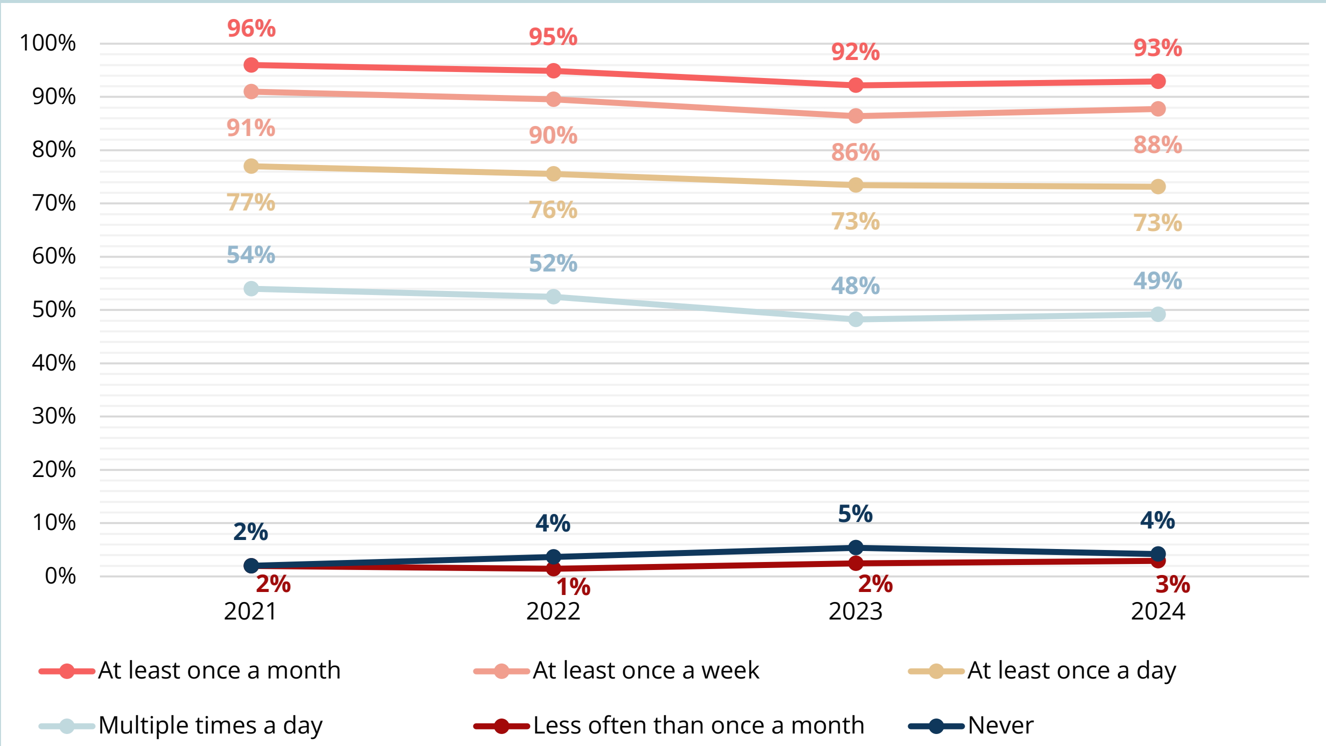


Figure 1 – Shares of Canadian respondents who access news at various frequencies, 2021 to 2024. *In 2024, n=2,014.*

[2] Unless otherwise stated, the basis of comparison is 2023.

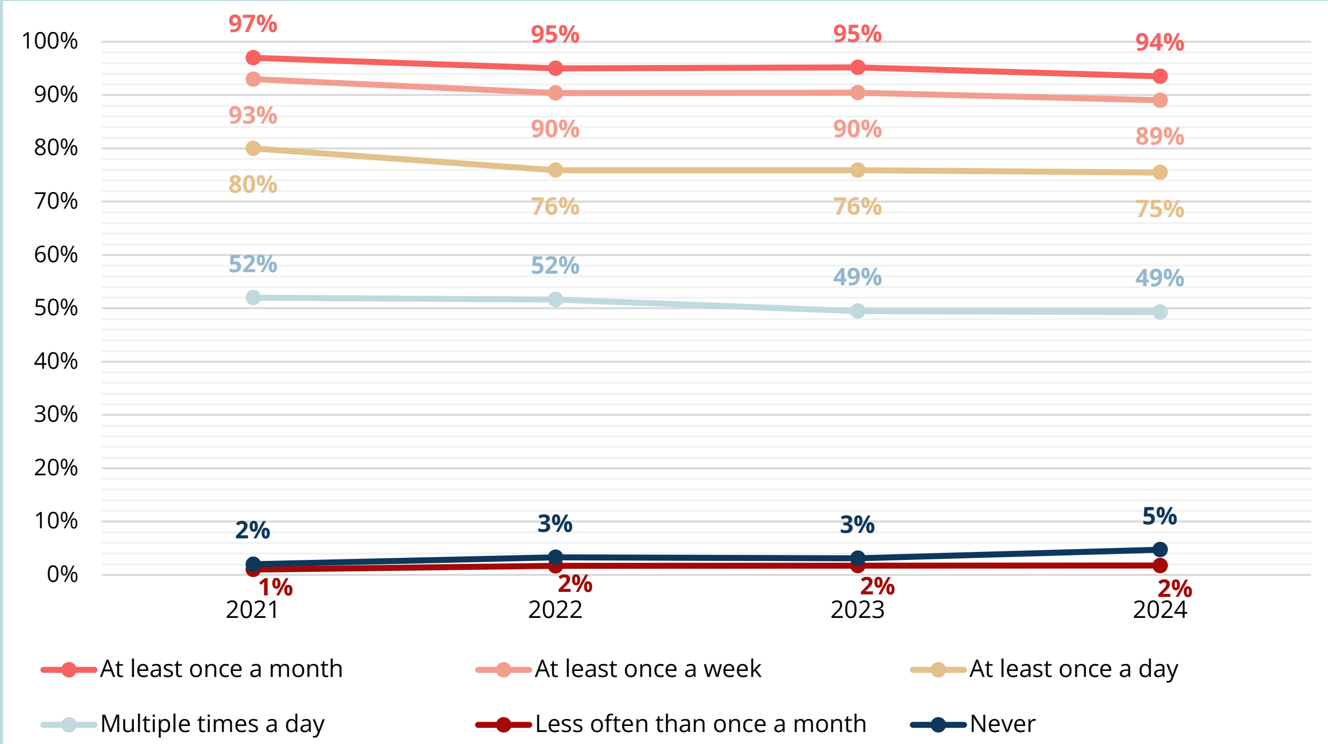


Figure 2 – Shares of Francophone respondents who access news at various frequencies, 2021 to 2024. *In 2024, n=1,026.*

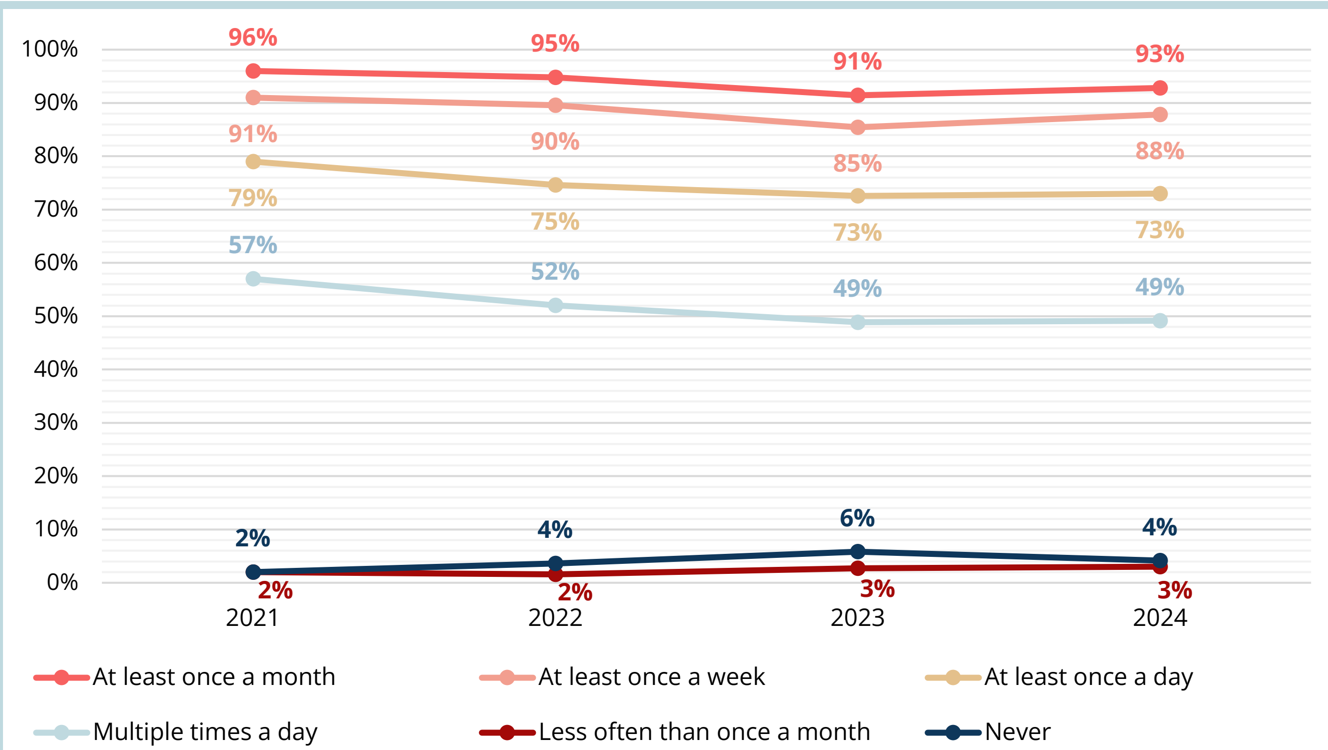


Figure 3 – Shares of Anglophone respondents who access news at various frequencies, 2021 to 2024. *In 2024, n=1,584.*

1.2 News sources

The order of the various platforms, from most cited as main news source to least cited, has been almost unchanged in Canada since 2016 (figure 4). Television is still the most cited source (38%) but is much more common among Francophones (48%) than among Anglophones (34%) (figures 5 and 6). Even so, this is a decrease of 2 pp in the country in relation to 2022 and 2023. Online news sites or apps are the main source of news for 30% of Canadians, an increase of 3 pp. The gap between these two platforms has fallen from 25 pp to 8 pp since 2016 – the year of Canada's first appearance in this survey. Among the Anglophone population, only three percentage points now separate television (34%) from online news sites or apps (31%), while the gap among Francophones is 22 pp. About a quarter of Canadians have cited social media as their main source of news over the past four years (24% in 2024), although a drop could have been expected this year in the context of Meta's news blocking efforts. Finally, the shares of radio (5%) and newspapers or magazines (4%) as the main sources of news have stayed at similar levels since 2021.

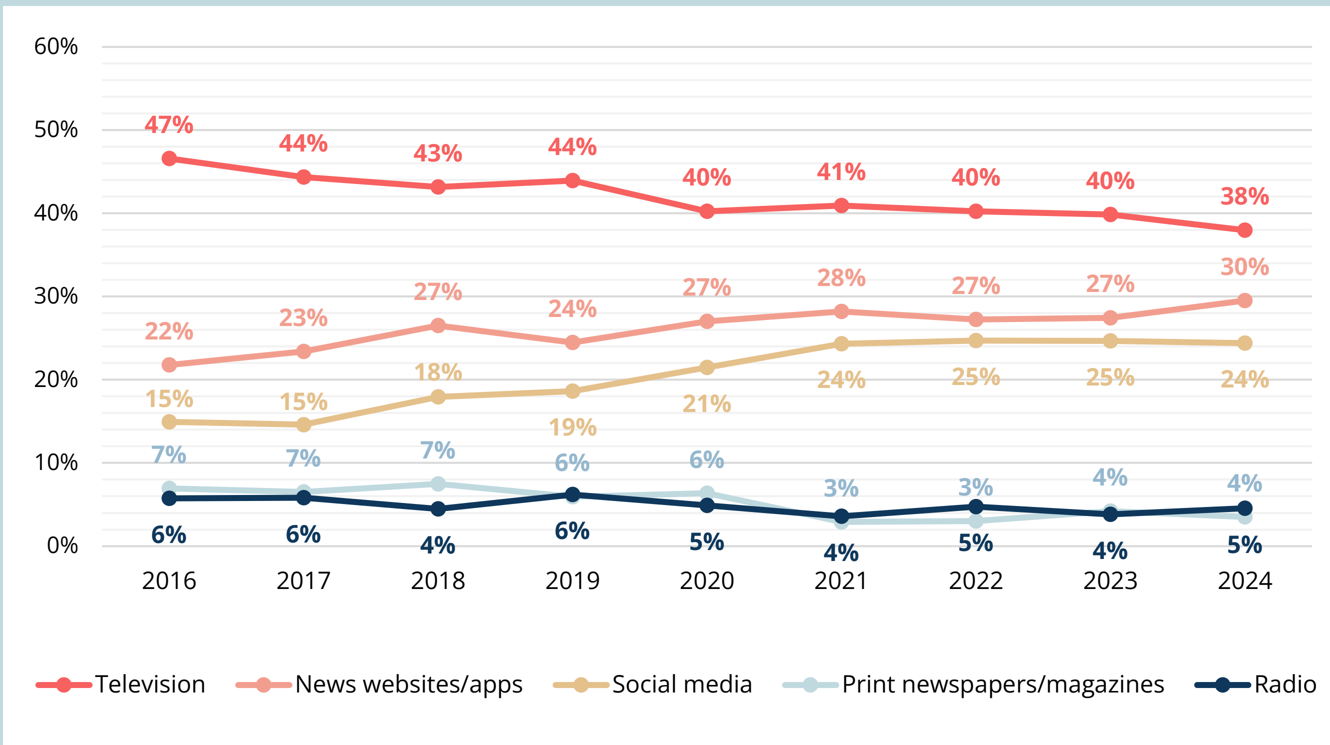


Figure 4 – Breakdown of Canadian respondents by their main news source in the week preceding the survey, 2016 to 2024. Base: Respondents who used news sources in the week preceding the survey. *In 2024, n=1,849.*

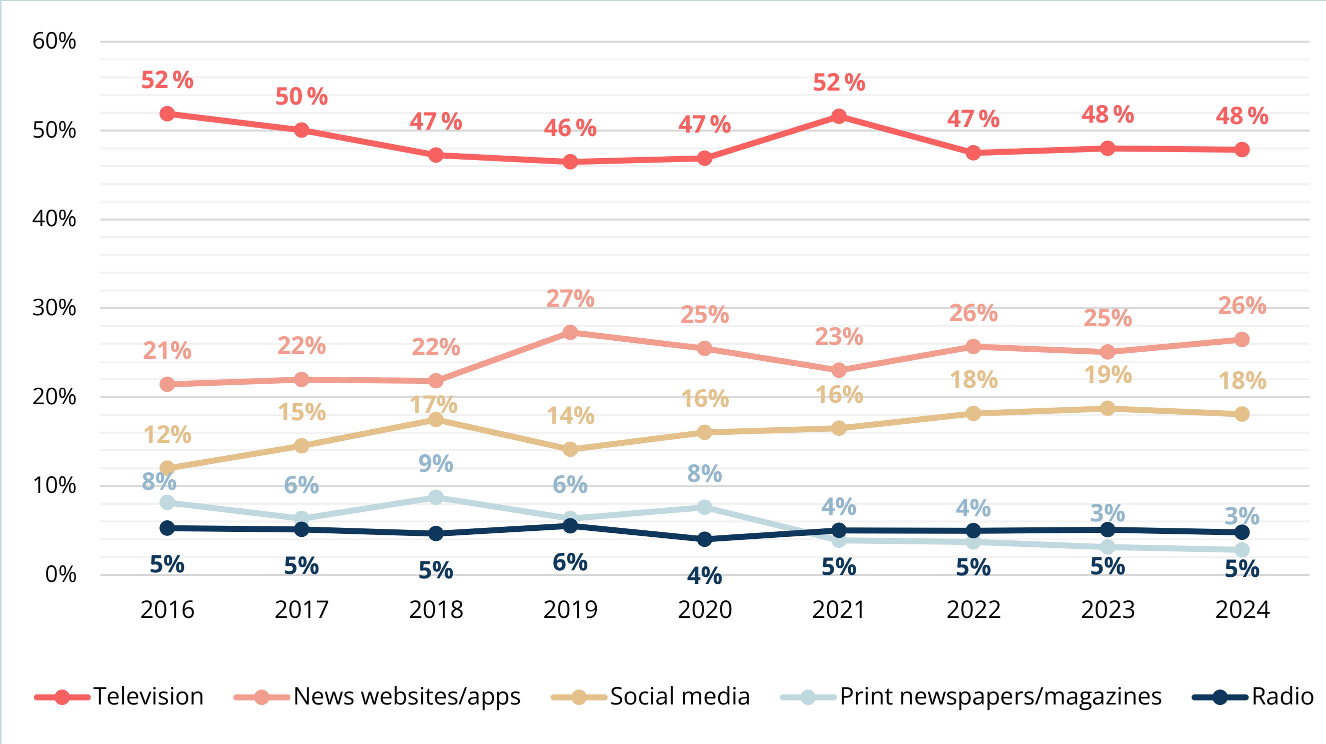


Figure 5 – Breakdown of Francophone respondents by their main news source in the week preceding the survey, 2016 to 2024. Base: Respondents who used news sources in the week preceding the survey. *In 2024, n=961.*

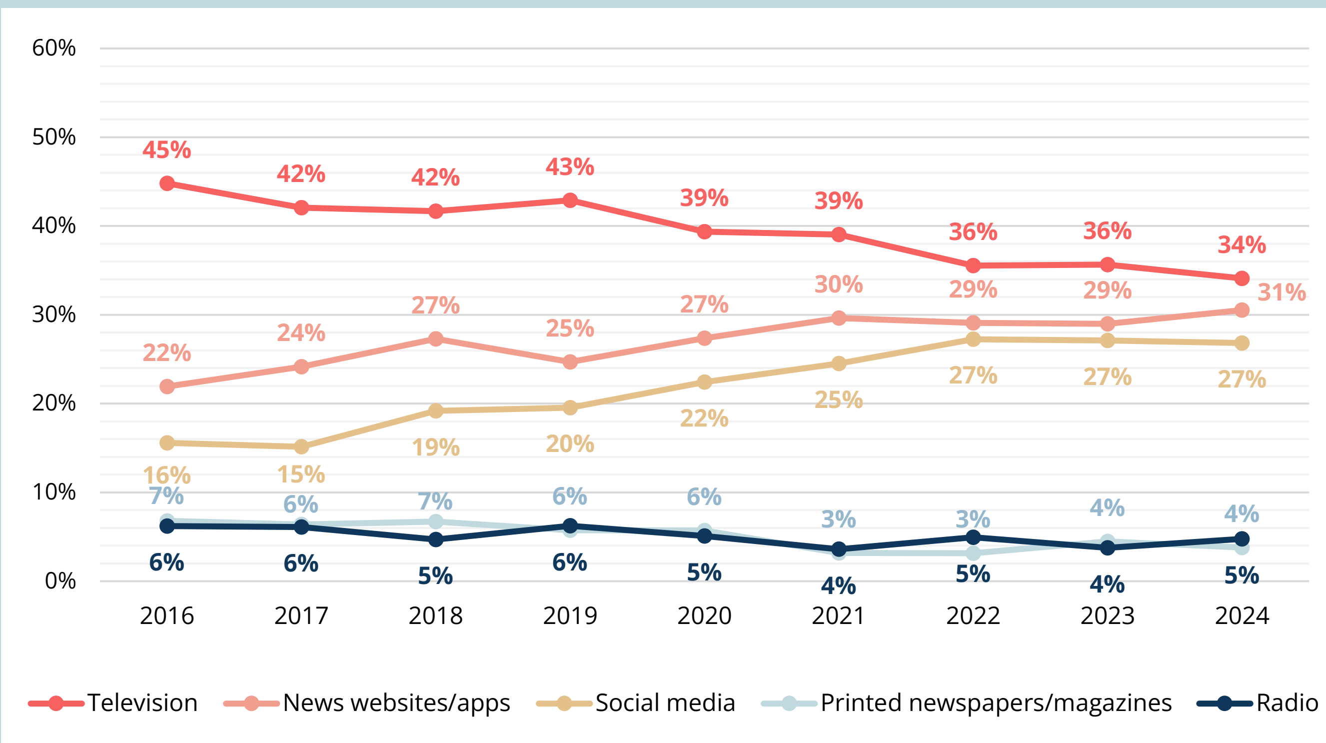
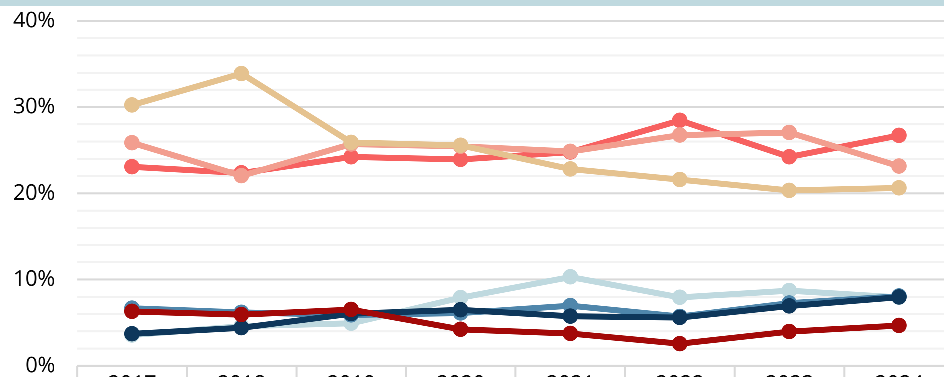


Figure 6 – Breakdown of Anglophone respondents by their main news source in the week preceding the survey, 2016 to 2024. Base: Respondents who used news sources in the week preceding the survey. *In 2024, n=1,450.*

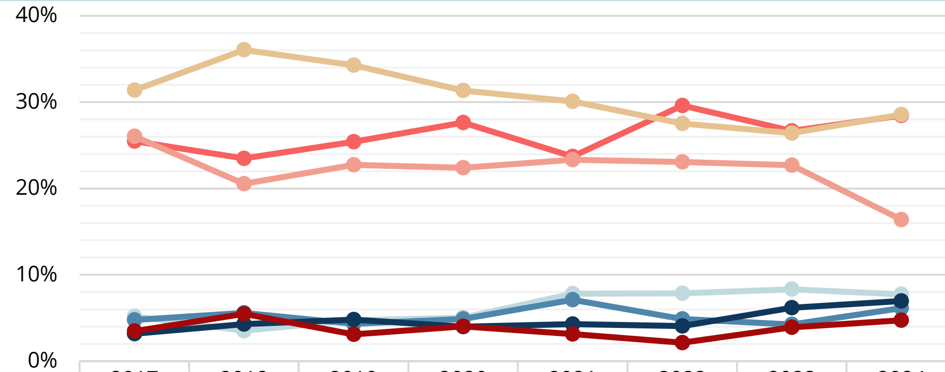
1.3 Ways of accessing online news

When we focus solely on ways of accessing online news, the decline in the relative importance of social media becomes clearer (figure 7). Among respondents who accessed online news in the week preceding the survey, the use of social media as their main access point is down 4 pp (23%, in relation to 27% in 2023). Among Francophones who access news online and who are more partial to Facebook from one survey to the next (see sections 1.5 and 1.9), the drop is even more pronounced (figure 8). Their proportion is 17%, the lowest result for social media since the question was first asked in Canada (-7 pp in relation to 2023 and -10 pp in relation to 2017). The share of respondents who use mainly a search engine to access online news or who go directly to a news website or app are, conversely, up slightly in the country and for both Anglophones and Francophones.



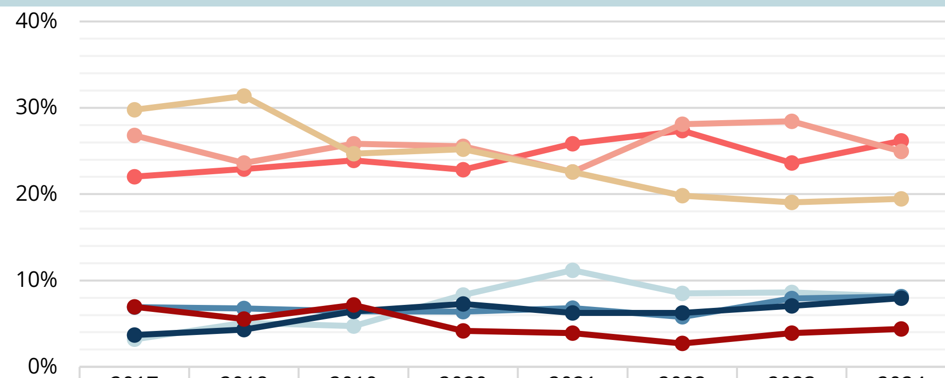
	2017	2018	2019	2020	2021	2022	2023	2024
Used a search engine	23%	22%	24%	24%	25%	28%	24%	27%
Used social media	26%	22%	26%	25%	25%	27%	27%	23%
Directly on a news website or app	30%	34%	26%	26%	23%	22%	20%	21%
Received a news alert on my mobile phone/tablet	4%	5%	5%	8%	10%	8%	9%	8%
Got news via an email newsletter or email alert	7%	6%	6%	6%	7%	6%	7%	8%
Used a newsreader site or 'app' that aggregates news links	4%	4%	6%	6%	6%	6%	7%	8%
Other	6%	6%	7%	4%	4%	3%	4%	5%

Figure 7 – Breakdown of Canadian respondents by their main way of accessing online news in the week preceding the survey, 2017 to 2024. Base: Respondents who came across news online in the week preceding the survey. *In 2024, n=1,728.*



	2017	2018	2019	2020	2021	2022	2023	2024
Used a search engine	25%	23%	25%	28%	24%	30%	27%	28%
Used social media	26%	21%	23%	22%	23%	23%	23%	16%
Directly on a news website or app	31%	36%	34%	31%	30%	28%	26%	29%
Received a news alert on my mobile phone/tablet	5%	4%	5%	5%	8%	8%	8%	8%
Got news via an email newsletter or email alert	5%	6%	4%	5%	7%	5%	4%	6%
Used a newsreader site or ‘app’ that aggregates news links	3%	4%	5%	4%	4%	4%	6%	7%
Other	3%	5%	3%	4%	3%	2%	4%	5%

Figure 8 – Breakdown of Francophone respondents by their main way of accessing online news in the week preceding the survey, 2017 to 2024. Base: Respondents who came across news online in the week preceding the survey. *In 2024, n=867.*

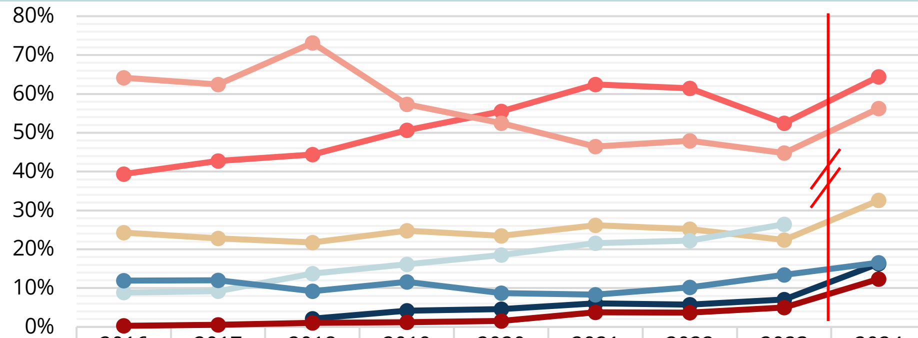


	2017	2018	2019	2020	2021	2022	2023	2024
Used a search engine	22%	23%	24%	23%	26%	27%	24%	26%
Used social media	27%	24%	26%	26%	23%	28%	28%	25%
Directly on a news website or app	30%	31%	25%	25%	23%	20%	19%	19%
Received a news alert on my mobile phone/tablet	3%	5%	5%	8%	11%	8%	9%	8%
Got news via an email newsletter or email alert	7%	7%	6%	6%	7%	6%	8%	8%
Used a newsreader site or ‘app’ that aggregates news links	4%	4%	6%	7%	6%	6%	7%	8%
Other	7%	6%	7%	4%	4%	3%	4%	4%

Figure 9 – Breakdown of Anglophone respondents by their main way of accessing online news in the week preceding the survey, 2017 to 2024. Base: Respondents who came across news online in the week preceding the survey. *In 2024, n=1,373.*

1.4 Devices used

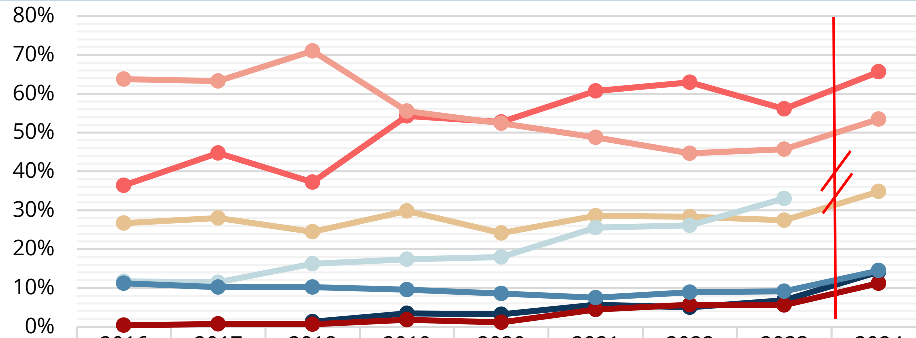
Even though changes in the way the question is administered make it difficult to compare the use of different devices used to obtain news in 2024 with previous years, smartphones are still the device most used by Canadians for online news (64%), followed by computers (56%) and tablets (33%) (figure 10). Use of smart TV wasn't inquired for in 2024, but one in four Canadians reported using it to access news in 2023.[3]



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Smartphone	39%	43%	44%	51%	55%	62%	61%	52%	64%
Laptop or desktop computer	64%	62%	73%	57%	52%	46%	48%	45%	56%
Tablet computer	24%	23%	22%	25%	23%	26%	25%	22%	33%
Television connected to the Internet or Smart TV	9%	9%	14%	16%	19%	22%	22%	26%	
Voice activated speaker			2%	4%	5%	6%	6%	7%	16%
Smart watch or wristband	0%	1%	1%	1%	2%	4%	4%	5%	12%
None	12%	12%	9%	12%	9%	8%	10%	13%	17%

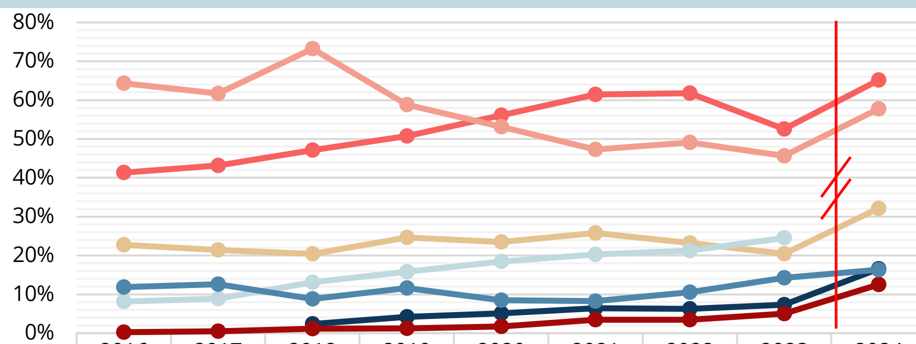
Figure 10 – Shares of Canadian respondents who used various devices to access news in the week preceding the survey, 2016 to 2024. *In 2024, n=2,014.*
Notes: Owing to changes in the way the question is administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.

[3] n=2,150.



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Smartphone	36%	45%	37%	54%	53%	61%	63%	56%	66%
Laptop or desktop computer	64%	63%	71%	55%	52%	49%	45%	46%	53%
Tablet computer	27%	28%	25%	30%	24%	29%	28%	27%	35%
Television connected to the Internet or Smart TV	12%	11%	16%	17%	18%	26%	26%	33%	
Voice activated speaker			1%	3%	3%	6%	5%	7%	14%
Smart watch or wristband	0%	1%	1%	2%	1%	4%	6%	6%	11%
None	11%	10%	10%	10%	9%	7%	9%	9%	14%

Figure 11 – Shares of Francophone respondents who used various devices to access news in the week preceding the survey, 2016 to 2024. *In 2024, n=1,026*.
Notes: Owing to changes in the way the question is administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Smartphone	41%	43%	47%	51%	56%	61%	62%	53%	65%
Laptop or desktop computer	64%	62%	73%	59%	53%	47%	49%	46%	58%
Tablet computer	23%	21%	20%	25%	24%	26%	23%	20%	32%
Television connected to the Internet or Smart TV	8%	9%	13%	16%	18%	20%	21%	25%	
Voice activated speaker			2%	4%	5%	6%	6%	7%	17%
Smart watch or wristband	0%	1%	1%	1%	2%	3%	3%	5%	13%
None	12%	13%	9%	12%	9%	8%	11%	14%	16%

Figure 12 – Shares of Anglophone respondents who used various devices to access news in the week preceding the survey, 2016 to 2024. *In 2024, n=1,584*.
Notes: Owing to changes in the way the question is administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.

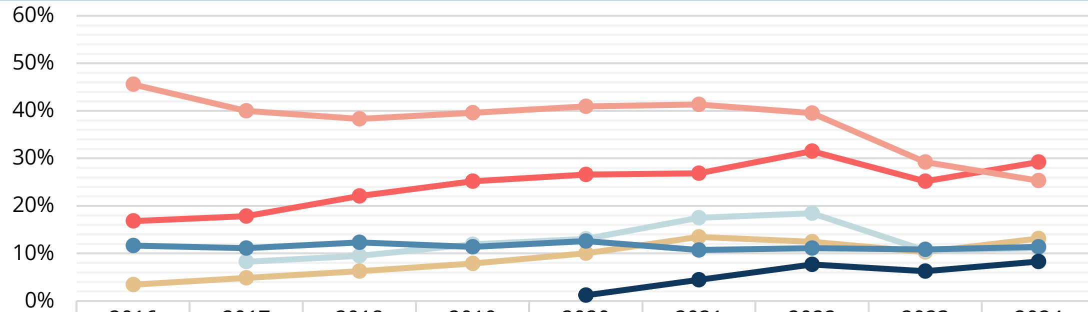
1.5 Use of social media to access news

Even though nearly half of Canadians (46%) said they used Facebook for news in the week before the survey in 2016, only one in four Canadians (25%) did so in 2024 (figure 13). For the first time since Canada has been included in the survey, YouTube (29%, up 4 pp) is used more widely than Facebook to access news in the country. It is still difficult to assess the role that the blocking of news content plays in the decline, because the downward trajectory began in 2022 and doesn't concern Canada alone. Combined data from 12 international markets[4] covered by the Digital News Report team indicates a decline of 16 pp in the use of Facebook as a news source since 2016 (from 42% in 2016 to 26% in 2024). Even so, the decline in relation to 2023 is smaller in these markets (-2 pp) than for Canada (-4 pp), where it is seen among Anglophones (21%, -3 pp) and Francophones (38%, -8 pp) (figures 14 and 15).

The use of Instagram as a source of news is up, although it too makes it difficult for its Canadian users to access news content. In Canada, 13% (+3 pp) of respondents used Instagram to access news in the week preceding the survey in 2024, and the proportions were the same for Anglophones (+2 pp) and Francophones (no change). Again, this finding appears to be in line with the trend seen in the 12 international markets mentioned above, where the use of Instagram as a source of news is 15% (+1pp).

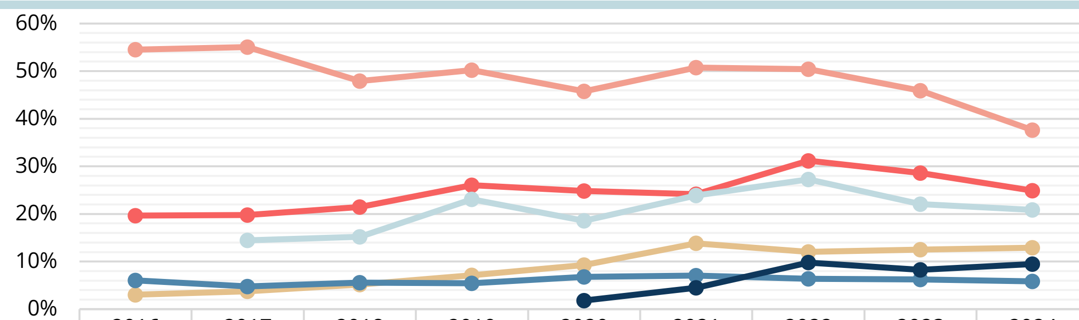
Finally, 11% of respondents in Canada say they got news from X (formerly Twitter), a result similar to 2023, 8% from TikTok (+2 pp) and WhatsApp (+2 pp). As for Francophones, the share of respondents who say they did not used any social media increased significantly (31%, +6 pp), whereas it decreased among Anglophones (35%, -4 pp).

[4] United Kingdom, United States, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Australia, Brazil, and Japan.



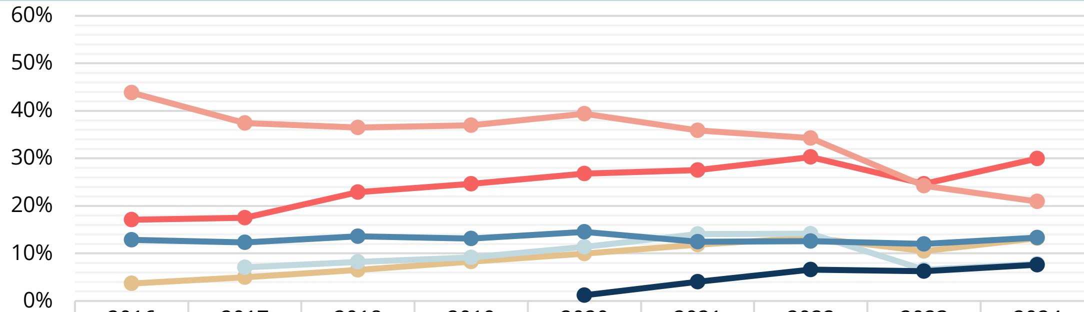
	2016	2017	2018	2019	2020	2021	2022	2023	2024
YouTube	17%	18%	22%	25%	27%	27%	32%	25%	29%
Facebook	46%	40%	38%	40%	41%	41%	40%	29%	25%
Instagram	3%	5%	6%	8%	10%	13%	12%	10%	13%
Facebook Messenger		8%	10%	12%	13%	18%	18%	11%	11%
X (formally Twitter)	12%	11%	12%	11%	13%	11%	11%	11%	11%
TikTok					1%	4%	8%	6%	8%
WhatsApp	2%	3%	5%	4%	6%	8%	9%	6%	8%
LinkedIn	3%	3%	4%	4%	4%	5%	5%	3%	5%
Snapchat	2%	3%	4%	4%	3%	4%	4%	3%	3%
Threads									1%
None of these	37%	37%	38%	35%	31%	27%	26%	36%	33%

Figure 13 – Shares of Canadian respondents who used various social media to find, read, watch or share news in the week preceding the survey, 2016 to 2024. *In 2024, n=2,014.*



	2016	2017	2018	2019	2020	2021	2022	2023	2024
YouTube	20%	20%	21%	26%	25%	24%	31%	29%	25%
Facebook	55%	55%	48%	50%	46%	51%	50%	46%	38%
Instagram	3%	4%	5%	7%	9%	14%	12%	13%	13%
Facebook Messenger		14%	15%	23%	19%	24%	27%	22%	21%
X (formally Twitter)	6%	5%	6%	5%	7%	7%	6%	6%	6%
TikTok					2%	5%	10%	8%	9%
WhatsApp	2%	1%	2%	4%	4%	5%	8%	4%	7%
LinkedIn	4%	3%	4%	5%	5%	5%	5%	3%	4%
Snapchat	1%	3%	3%	3%	3%	5%	5%	4%	3%
Threads									0%
None of these	27%	26%	32%	28%	29%	25%	22%	25%	31%

Figure 14 – Shares of Francophone respondents who used various social media to find, read, watch or share news in the week preceding the survey, 2016 to 2024. *In 2024, n=1,026.*



	2016	2017	2018	2019	2020	2021	2022	2023	2024
YouTube	17%	18%	23%	25%	27%	28%	30%	25%	30%
Facebook	44%	37%	37%	37%	39%	36%	34%	24%	21%
Instagram	4%	5%	7%	8%	10%	12%	13%	11%	13%
Facebook Messenger		7%	8%	9%	11%	14%	14%	7%	8%
X (formally Twitter)	13%	12%	14%	13%	15%	12%	13%	12%	13%
TikTok					1%	4%	7%	6%	8%
WhatsApp	2%	3%	6%	5%	6%	9%	9%	6%	9%
LinkedIn	3%	4%	4%	4%	4%	5%	6%	4%	5%
Snapchat	2%	3%	5%	4%	3%	3%	4%	3%	3%
Threads									2%
None of these	38%	40%	39%	37%	32%	30%	28%	39%	35%

Figure 15 – Shares of Anglophone respondents who used various social media to find, read, watch or share news in the week preceding the survey, 2016 to 2024. *In 2024, n=1,584.*

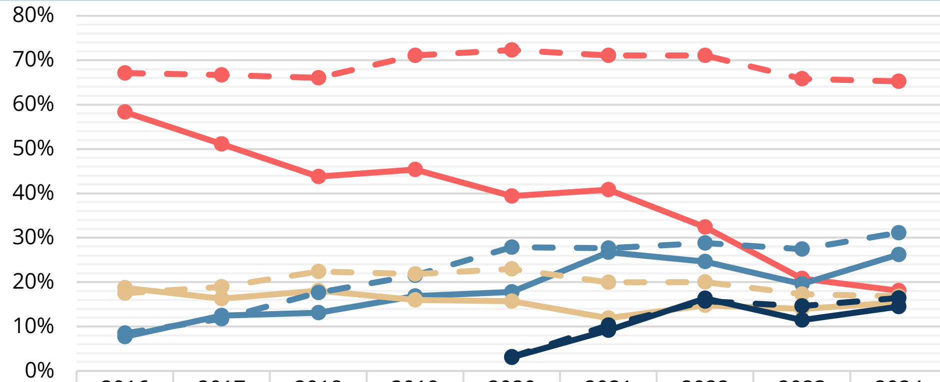
1.6 Social media use by age

Young Canadian adults continue to abandon Facebook (figure 16). Even though three-quarters of respondents aged 18-34 (77%) used this social media platform in the week before the survey in 2016, slightly less than half of this age group (46%, -31 pp) use it today. Unlike younger adults, those aged 35 and older are still relatively loyal to Facebook: 67% of them used it in 2016 and 65% in 2024 (-2 pp). This trend also affects the use of Facebook to access news: at only 18% (-40 pp), the share of those aged 18-34 who said they used it for such purposes in the week preceding the survey is less than one-third of the share in 2016 (58%). Even though the general use of Facebook has remained fairly stable among those aged 35 and older, its use for news is also down (28%, -13 pp in relation to 2016[5]).

Other social media, with the exception of YouTube, which reaches similar shares of respondents in all age groups for both general use and news, are favoured more by respondents aged 18-34 than by older adults. When it comes to news, the gap is especially pronounced in the case of Instagram: more than a quarter (26%) of those aged 18-34 accessed news on that platform in the week preceding the survey, but only 10% of those aged 35 and older.

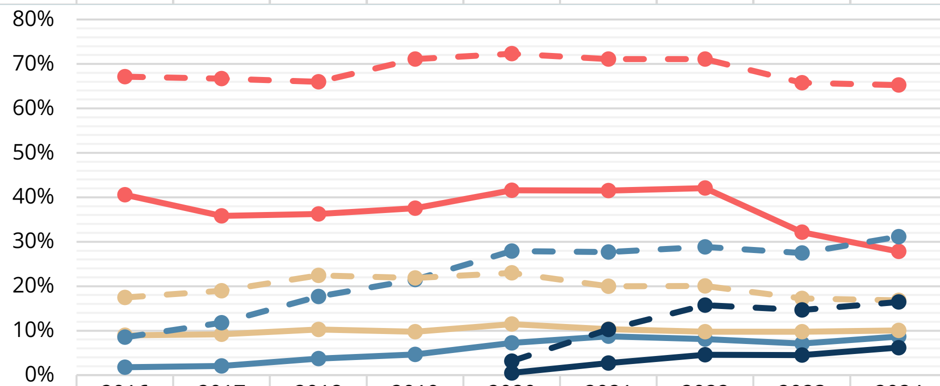
[5] In 2016, the Facebook Messenger results were integrated with those for Facebook, which may somewhat amplify the differences vis-à-vis 2024 when it comes to use for news purposes.

18-34



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Facebook (for information purposes)	58%	51%	44%	45%	39%	41%	32%	21%	18%
Instagram (for information purposes)	8%	12%	13%	17%	18%	27%	25%	20%	26%
X (for information purposes)	19%	16%	18%	16%	16%	12%	15%	14%	15%
TikTok (for information purposes)					3%	9%	16%	11%	14%
Facebook (general use)	67%	67%	66%	71%	72%	71%	71%	66%	65%
Instagram (general use)	9%	12%	18%	22%	28%	28%	29%	27%	31%
X (general use)	17%	19%	22%	22%	23%	20%	20%	17%	17%
TikTok (general use)					3%	10%	16%	15%	16%

35+



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Facebook (for information purposes)	41%	36%	36%	38%	42%	42%	42%	32%	28%
Instagram (for information purposes)	2%	2%	4%	5%	7%	9%	8%	7%	9%
X (for information purposes)	9%	9%	10%	10%	11%	10%	10%	10%	10%
TikTok (for information purposes)					1%	3%	5%	5%	6%
Facebook (general use)	67%	67%	66%	71%	72%	71%	71%	66%	65%
Instagram (general use)	9%	12%	18%	22%	28%	28%	29%	27%	31%
X (general use)	17%	19%	22%	22%	23%	20%	20%	17%	17%
TikTok (general use)					3%	10%	16%	15%	16%

Figure 16 – Shares of Canadian respondents aged 18 to 34 and 35 or over who used Facebook, Instagram, X and TikTok for all purposes and to find, read, watch or share news in the week preceding the survey 2016 to 2024. *In 2024,* 18 to 34: *n=496 ; 35 or over : n=1,518.*

1.7 News sources on social media

If we compare the sources that users of the various social media platforms pay attention to for news in 2024 with those of 2023 – before the block – we see that, on Facebook, the use of mainstream news brands or journalists is down slightly in Canada (-3 pp) but is unchanged among Anglophones (39%). The decrease is due entirely to the results for Francophones (29%, -8 pp) (figure 17). In contrast, Francophones are more likely to report paying attention to ordinary people (40%, +11 pp) than previously, whereas the opposite is true for Anglophones (34%, -8 pp), for whom the biggest year-over-year variation is in interest in politicians or political activists (30%, +7 pp). On Instagram, Canadians (whether they speak English or French) are more likely to pay attention to major news brands in 2024 than in 2023 (36%, +5 pp), even though Instagram theoretically no longer allows content from news outlets to be shared and viewed (figure 18).[6] This increase, whose significance is limited, owing to the very small sample, is part of a broader trend, with all the potential news sources on Instagram suggested in the questionnaire attracting the attention of a larger proportion of its users than in 2023. We must acknowledge those numbers do not allow us to determine any significant impact from Meta's measures to block access to news content.

Among respondents who use X for news purposes, major news brands (44%, -8 pp), alternative news sources (42%, -5 pp), ordinary people (41%, +4 pp), and politicians or political activists (41%, +1 pp) attract similar shares of respondents (figure 19).

In the case of YouTube, the main social medium used by Canadians for news, 44% of its users say they pay special attention to content from major news brands (+4 pp) and 38% to alternative or smaller news sources (38%, +9 pp) (figure 20). These sources are well ahead of online personalities or creators, who attract a quarter (25%, +3 pp) of the platform's users for news purposes.

[6] It is important to note that workarounds exist (such as modified hyperlinks and screenshots) and that some accounts of individual journalists or accounts with specialized content (sports channel publications, cultural magazines, etc.) are still accessible on Instagram or Facebook.

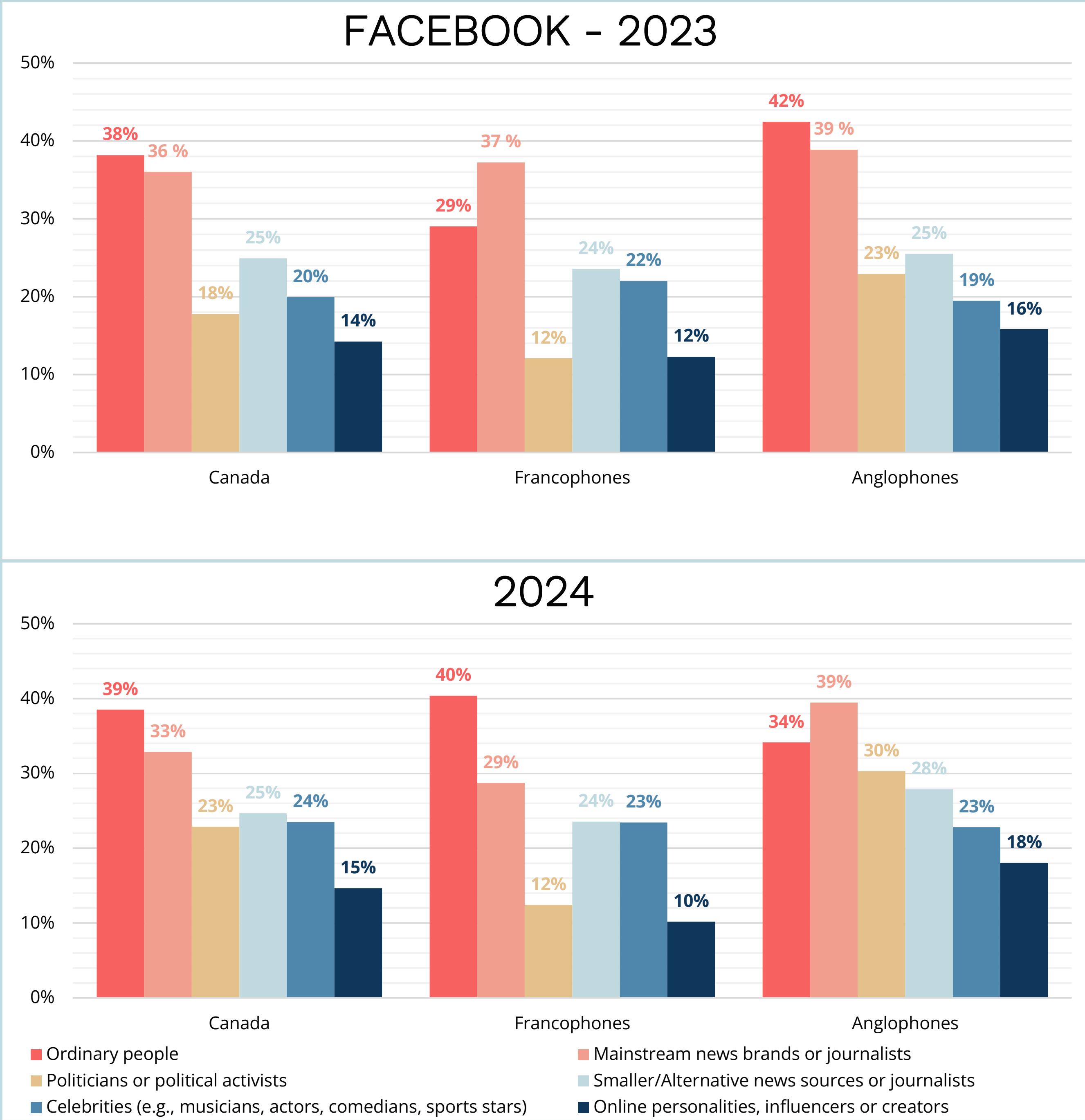


Figure 17 – Shares of Canadian, Francophone and Anglophone respondents who pay special attention to different types of news sources on Facebook, 2023 and 2024. Base: Respondents who use Facebook for news. *In 2024, Canada: n=341; Francophones: n=274; Anglophones: n=214.*

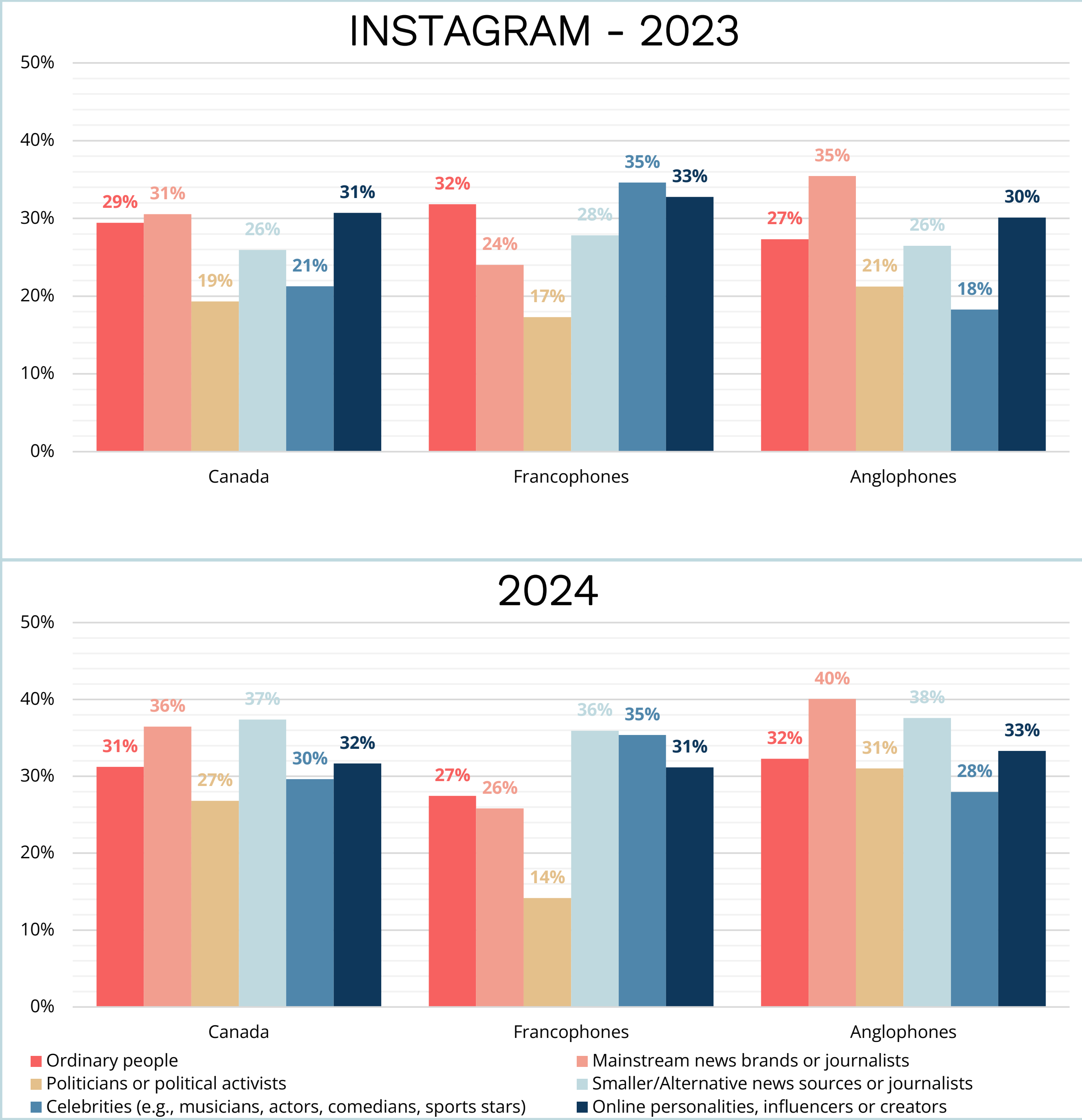


Figure 18 – Shares of Canadian, Francophone and Anglophone respondents who pay special attention to different types of news sources on Instagram, 2023 and 2024. Base: Respondents who use Instagram for news. *In 2024, Canada: n=136; Francophones: n=63; Anglophones: n=108.*

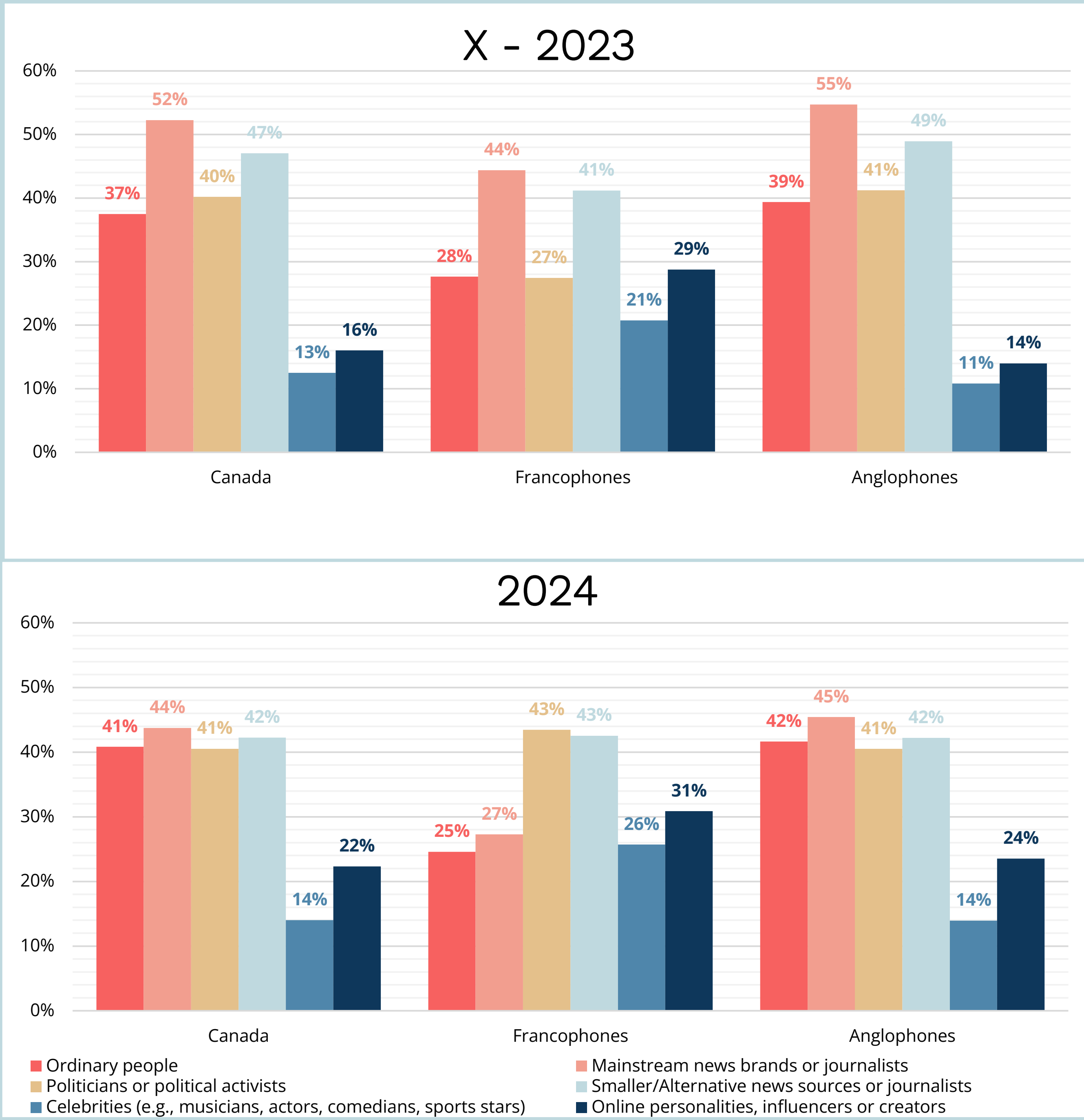


Figure 19 – Shares of Canadian, Francophone and Anglophone respondents who pay special attention to different types of news sources on X, 2024. Base: Respondents who use X for news. *In 2024, Canada: n=127; Francophones: n=30; Anglophones: n=120.*

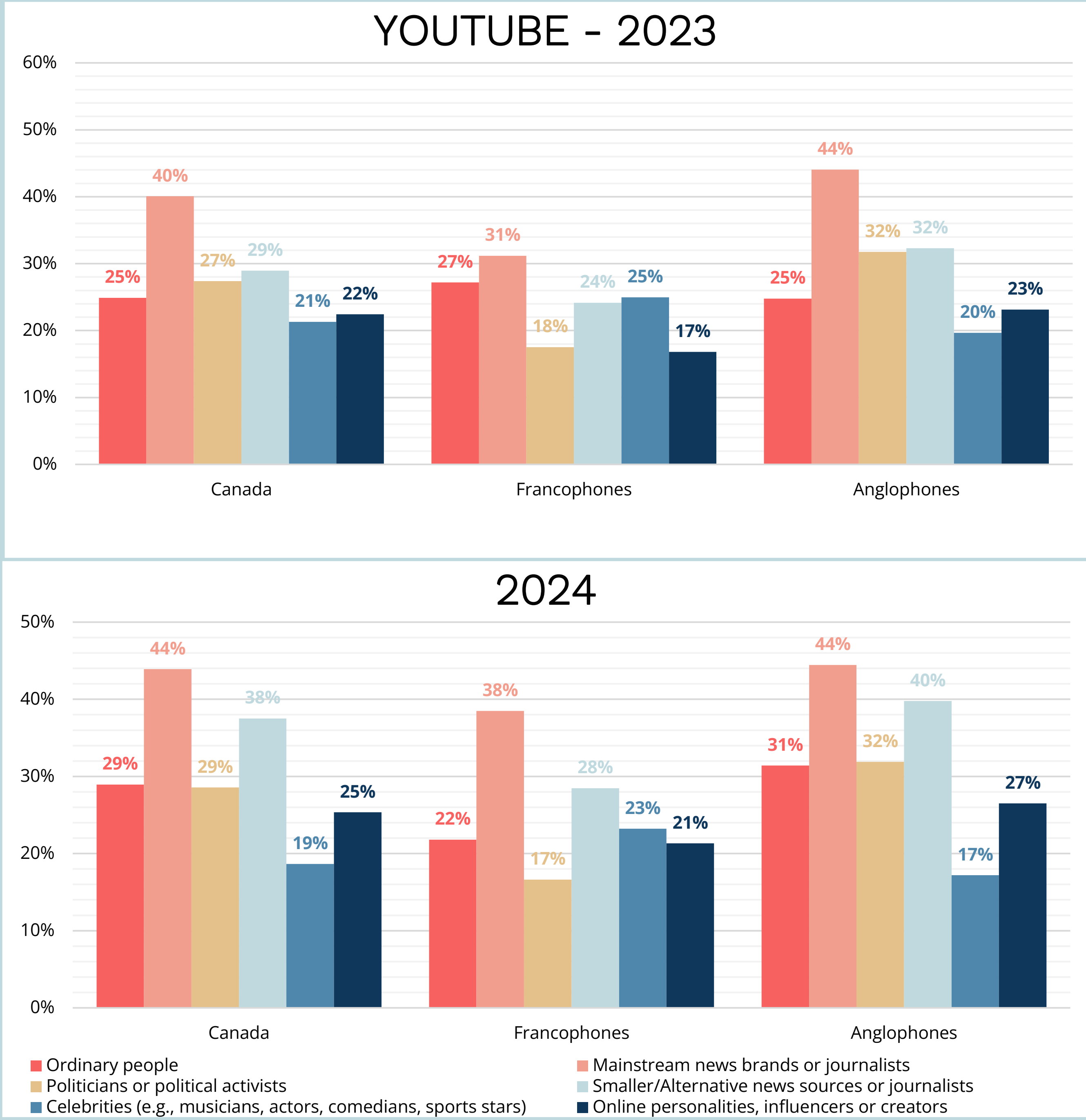


Figure 20 – Shares of Canadian, Francophone and Anglophone respondents who pay special attention to different types of news sources on YouTube, 2024. Base: Respondents who use YouTube for news. *In 2024, Canada: n=373; Francophones: n=145; Anglophones: n=307.*

1.8 Identifying trustworthy news on platforms

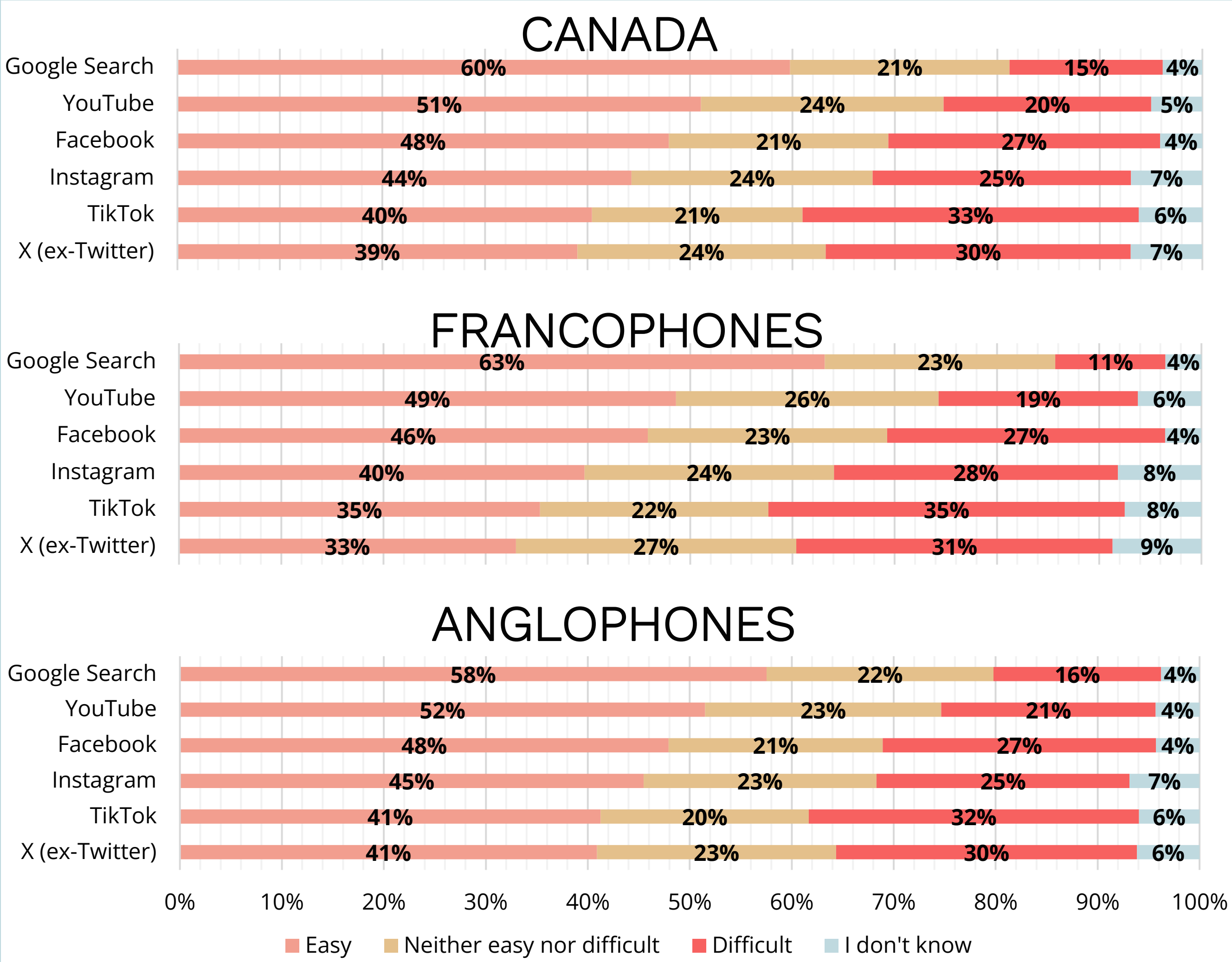


Figure 21 – Breakdown of Canadian, Francophone and Anglophone respondents according to their difficulty in distinguishing between trustworthy and untrustworthy news on the platforms they use. Base: Respondents who use the platform. *For TikTok, Canada: n=1,224; Francophones: n=610; Anglophones: n=966. For X, Canada: n=1,222; Francophones: n=522; Anglophones: n=1,011. For Facebook, Canada: n=1,753; Francophones: n=931; Anglophones: n=1,355. For Instagram, Canada: n=1,450; Francophones: n=674; Anglophones: n=1,173. For YouTube, Canada: n=1,792; Francophones: n=881; Anglophones: n=1,418. Easy: very easy, somewhat easy ; difficult: very difficult, somewhat difficult.*

In Canada, TikTok is the social media platform whose users find it most difficult to distinguish between trustworthy and untrustworthy news (figure 21). Although 40% of them find it easy, one in three users (33%) consider it difficult. These results are in line with the DNR survey global findings, with TikTok being the platform where a larger share of users have difficulty identifying trusted news. That being said, Canadian respondents are slightly more likely to hold this view than international respondents in general (27%). Next, 30% of users of X (formerly Twitter) and 27% of Facebook users find it difficult to separate the wheat from the chaff, again a little more than the international result (24% for X, and 21% for Facebook). Finally, one-quarter (25%) of Instagram users, 22% of WhatsApp users, 20% of YouTube users and 19% of LinkedIn users find it difficult to determine whether news on these platforms is trustworthy.

In all cases, social media do not fare as well as Google Search: 60% of users of this search engine find it easy to distinguish between true and false news, but 15% consider it difficult. It should also be noted that, despite the removal of contents from news outlets on Facebook and Instagram, a large proportion of respondents find it easy to distinguish between trustworthy and untrustworthy news on them (48% for Facebook and 44% for Instagram). Apart from Google Search, YouTube (51%) is the only platform whose users are more likely to find such a task easy.

1.9 Watching videos online

For the first time in 2024, the Canadian survey looked at certain types of online news videos watched by Canadian respondents, with 57% of Canadians (59% of Anglophones and 48% of Francophones) saying they watch short news videos at least once a week (figure 22). At the same time, 42% of Canadians (43% of Anglophones and 38% of Francophones) watch longer news videos at least once a week, and 38% (40% of Anglophones and 30% of Francophones) watch livestreams. As can be seen, these practices are largely driven by Anglophones, with Francophones less likely to watch news videos online and much more likely than Anglophones to say they never watch them.

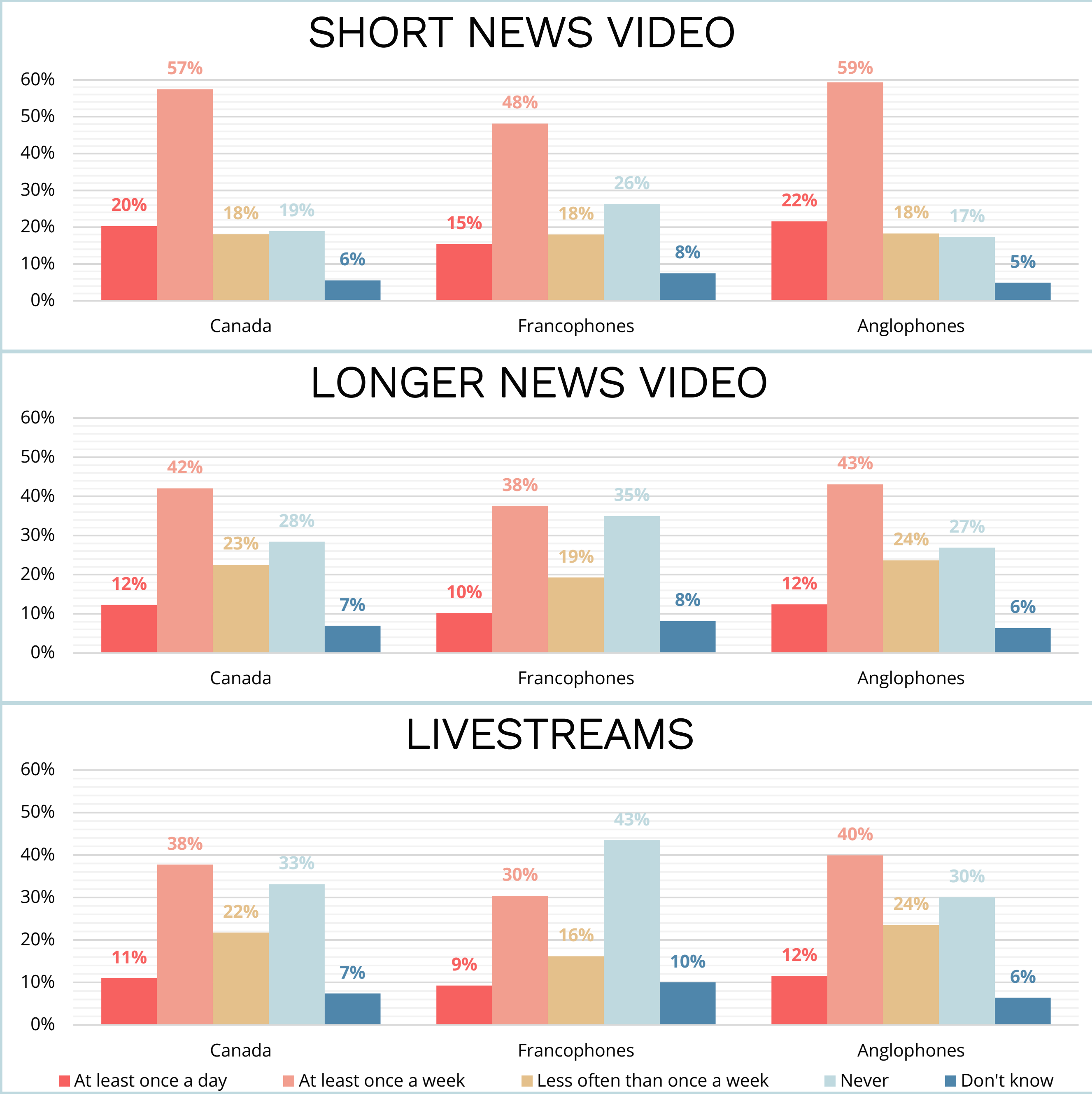


Figure 22 – Shares of Canadian, Francophone and Anglophone respondents who watched short online news videos, longer online news videos and livestreams at various frequencies. *Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

It also appears that Canadian women are less likely to watch news videos online than Canadians in general (figure 23). Two-thirds (66%) of men and half (49%) of women watch at least one short news video in a typical week (a difference of 17 pp), and a similar gap is seen for longer videos (51% of men and 33% of women, or 18 pp). As for livestreams, 44% of men and 32% of women (a difference of 12 pp) say they watch at least one a week. Finally, respondents aged 18-34 are more likely than older respondents to watch news videos online, regardless of type, on a weekly basis.

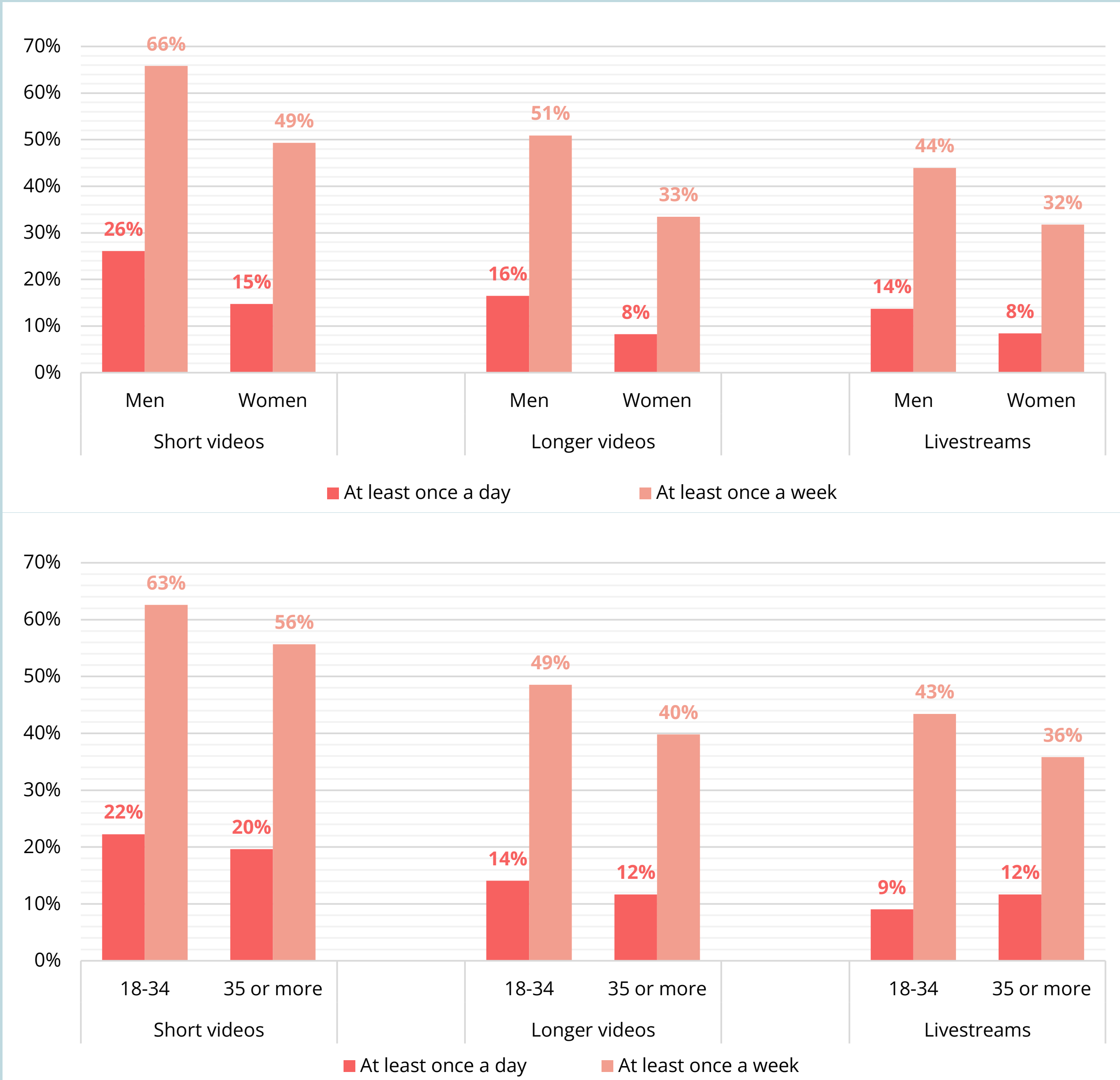


Figure 23 – Shares of men and women aged 18-34 and 35 and older who watched various types of online news videos at least once a day and at least once a week. *Men: n=990; women: n=1,024 ; 18-34 years: n=990; 35 and older: n=1,024.*

Which source is used most for watching news videos online? YouTube is cited by 29% of people who watch such videos in Canada, followed by news apps or sites (24%) and Facebook (15%) (figure 24). Even though the Canadian results are consistent with the Anglophone reality, the trends are not the same among Francophones. In their case, news apps and sites are their most cited source of videos (29%), followed by Facebook (28%) and YouTube (12%).

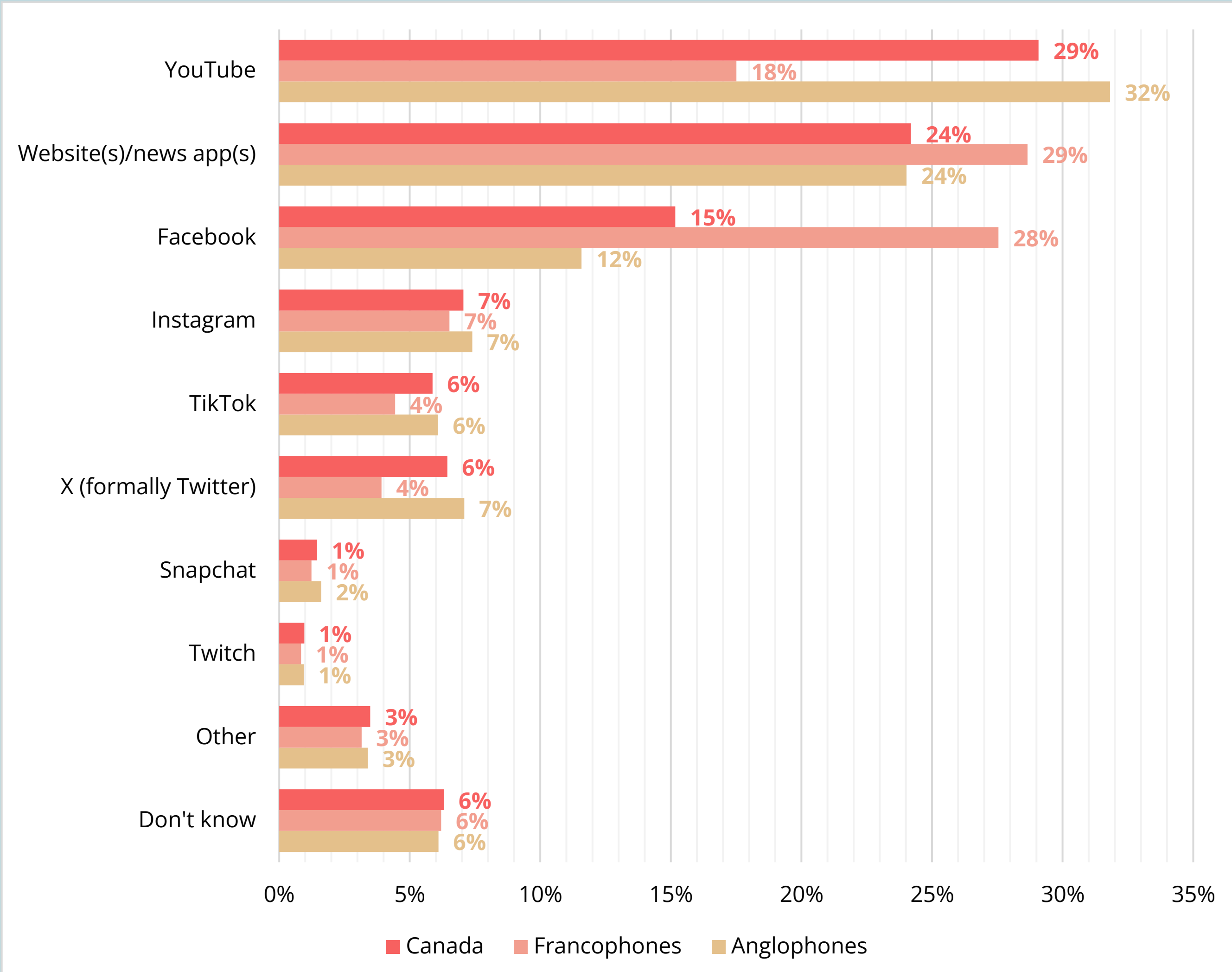


Figure 24 – Breakdown of Canadian, Francophone and Anglophone respondents according to the most used source for watching online news videos. Base: Respondents who consume news-related videos**.** *Canada: n=1,584; Francophones: n=712; Anglophones: 1,286.*

News websites and apps are much less popular among respondents aged 18-34 (9%) for watching news videos than among those aged 35 and older (30%) (figure 25). Facebook is also cited more by older adults (16%) than younger adults (12%), although YouTube scores similarly across all age groups (about 29%). But younger people are more partial to other social media. The gap is especially striking for Instagram which is considered the main source of news videos for 18% of consumers of such content in the 18-34 group but only 3% for those 35 and older. In terms of gender-specific results[7], we first note the very high proportion of men who cite YouTube as their main source of online news videos (39% versus 19% of women). For women, news websites and apps are the most popular option (29%, versus 20% for men).

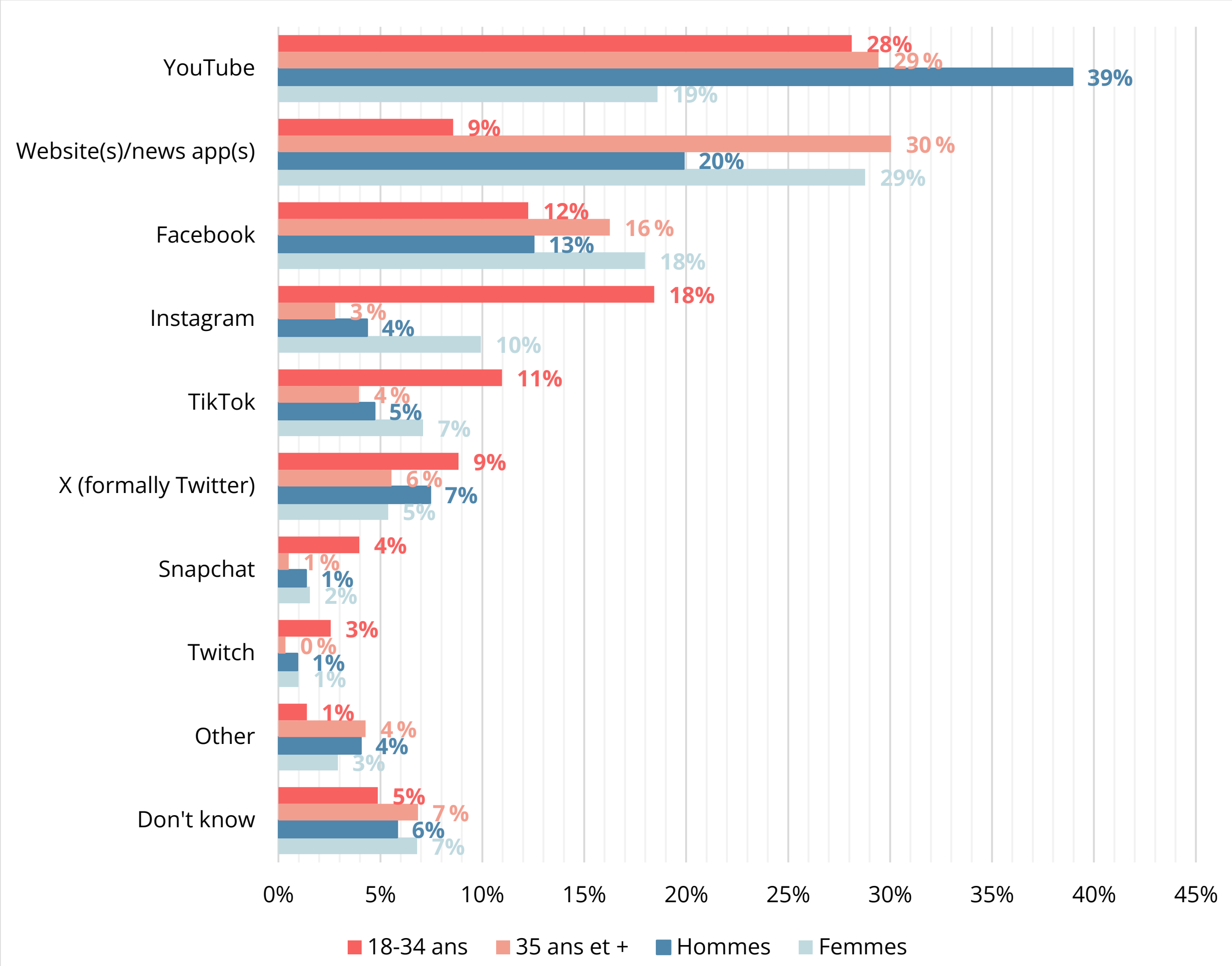


Figure 25 – Breakdown of Canadian respondents by age and gender according to the most used source for watching online news videos. Base: Respondents who consume news-related videos. *Age 18-34: n=417, 35 and older: n=1,167, men: n=797, women: n=787.*

[7] Our data do not allow for a non-binary categorization of gender identity.

1.10 Listening to podcasts

In the 2024 survey, 41% of Canadians (+7 pp) said they had listened to at least one podcast in the month preceding the survey, regardless of category (figure 26). Podcast listening reached its highest level in the country in the DNR survey, and also surpassed the international results (35%). Since 2018, the practice has spread widely across the country (+13 pp in Canada, +12 pp among Anglophones and Francophones), although it's more popular among Anglophones (44%) than Francophones (29%).

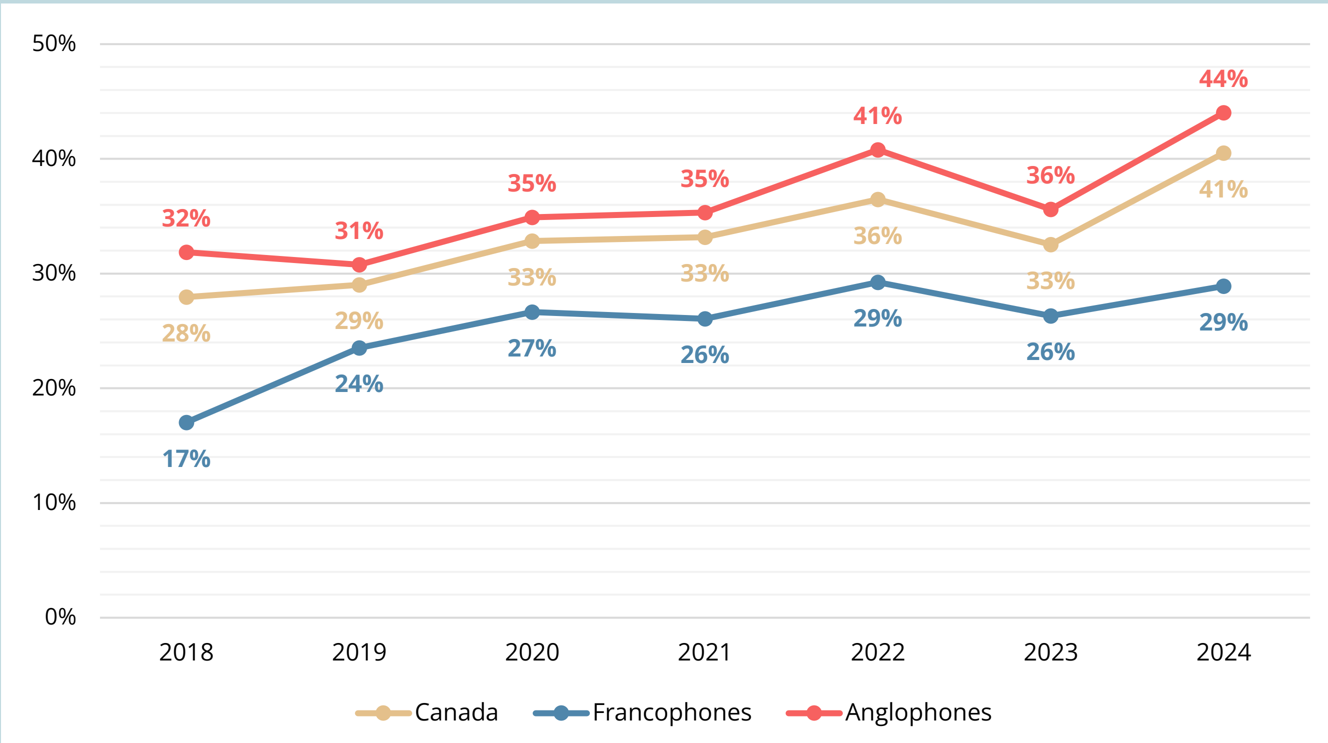


Figure 26 – Shares of Canadian respondents who listened to at least one podcast in the month preceding the survey, 2018 to 2024. *Canada: n=2,014, Francophones: n=1,026, Anglophones: n=1,584.*

In terms of types of podcasts, there is little variance, with podcasts on specialist subjects attracting a slightly higher share of respondents (18%) than those covering news, politics and international events (15%), or podcasts on contemporary life and lifestyle subjects (both 14%) (figure 27). In relation to 2023, listening to all types of podcasts is up, with the largest increase for podcasts on specialist subjects (+4 pp). As is the case for general listening, the share of Anglophones who listen to the different types of podcasts is systematically higher than the share of Francophones.

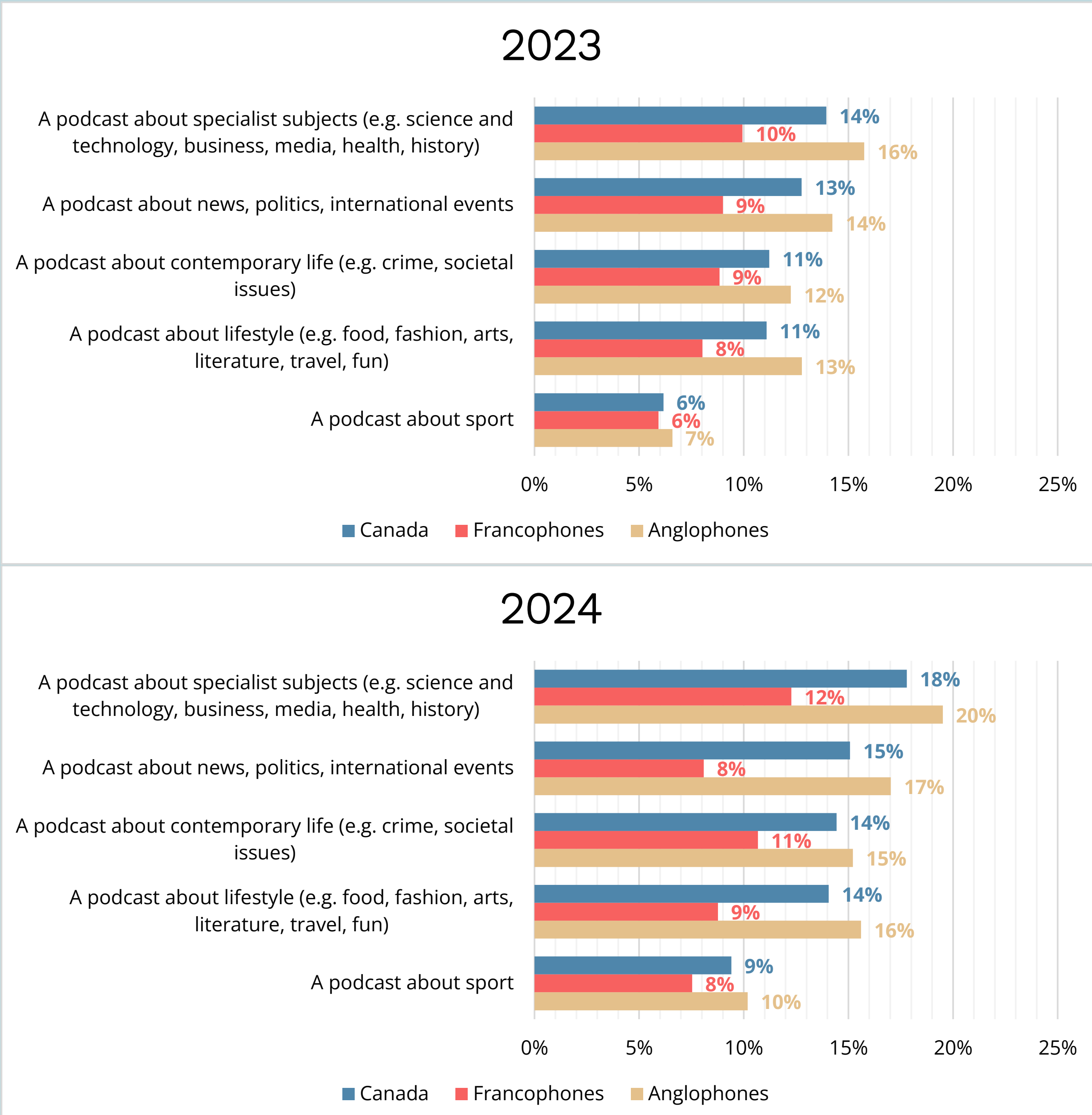


Figure 27 – Shares of Canadian, Francophone and Anglophone respondents who listened to various types of podcasts in the month preceding the survey, 2023 and 2024. *In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

2. ARTIFICIAL INTELLIGENCE

2.1 Knowledge of AI

A large majority (85%) of Canadians report having heard or read at least a small amount of news about AI (figure 28). The proportion is higher among Anglophones (88%) than among Francophones (76%). One-quarter of Francophones (25%) say they have not accessed any news on AI or don't know whether they have.

Looking at the findings in more detail, we see that nearly half of Anglophone respondents (48%) say they have accessed a large or moderate amount of information about AI, whereas this is the case for slightly more than a third of Francophones (37%). In this respect, Canada as a whole (46%) is at the same level as the overall survey results (45%). That being said, the results vary greatly from one country to another: a majority of respondents in the United States (53%) and Germany (52%) say they have accessed at least a moderate amount of news about AI, but this is the case for 40% of respondents in Sweden, 39% in Spain, 32% in Denmark and 28% in France.[8]

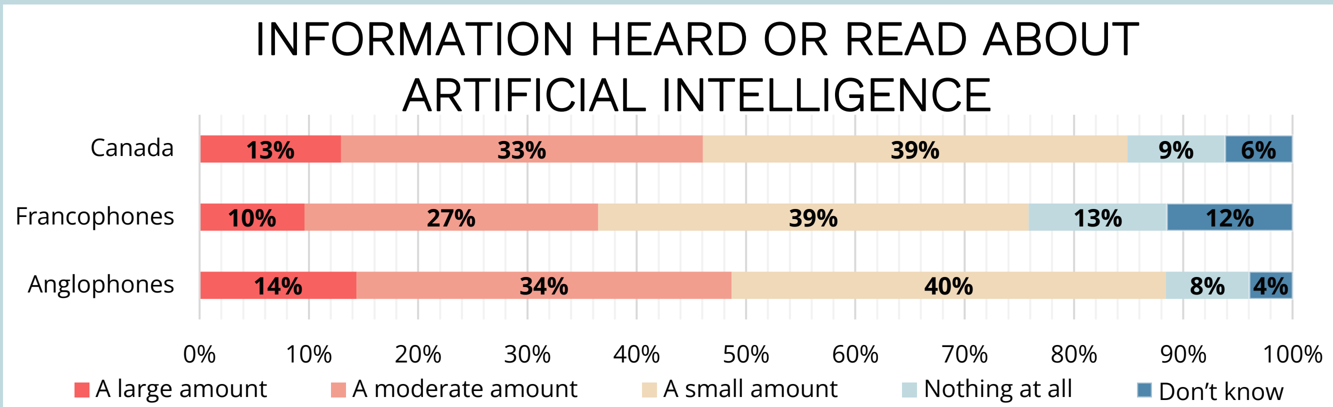


Figure 28 – Breakdown of Canadian, Francophone and Anglophone respondents according to the amount of news they have heard or read about AI. *Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

A majority (55%) of Canadian men say they are moderately (38%) or very (17%) knowledgeable about AI (figure 29). Conversely, a similar proportion of women (55%) think they heard or read only a little amount of information (44%) or even no information (11%) on this topic. The estimated amount of knowledge about AI is also correlated with age and education.[9] Those aged 18 to 34 are more likely to feel informed (55%, versus 43% of those aged 35 and older), as are university graduates (56%, versus 33% of those with at least a high school diploma).

[8] For each country, n≈2,000.

[9] Educational levels break down as follows: low educational attainment includes respondents with less than a high school diploma or the equivalent; medium includes individuals with a high school diploma, with or without collegial, technical or occupational education; and high refers to individuals with one or more university degrees.

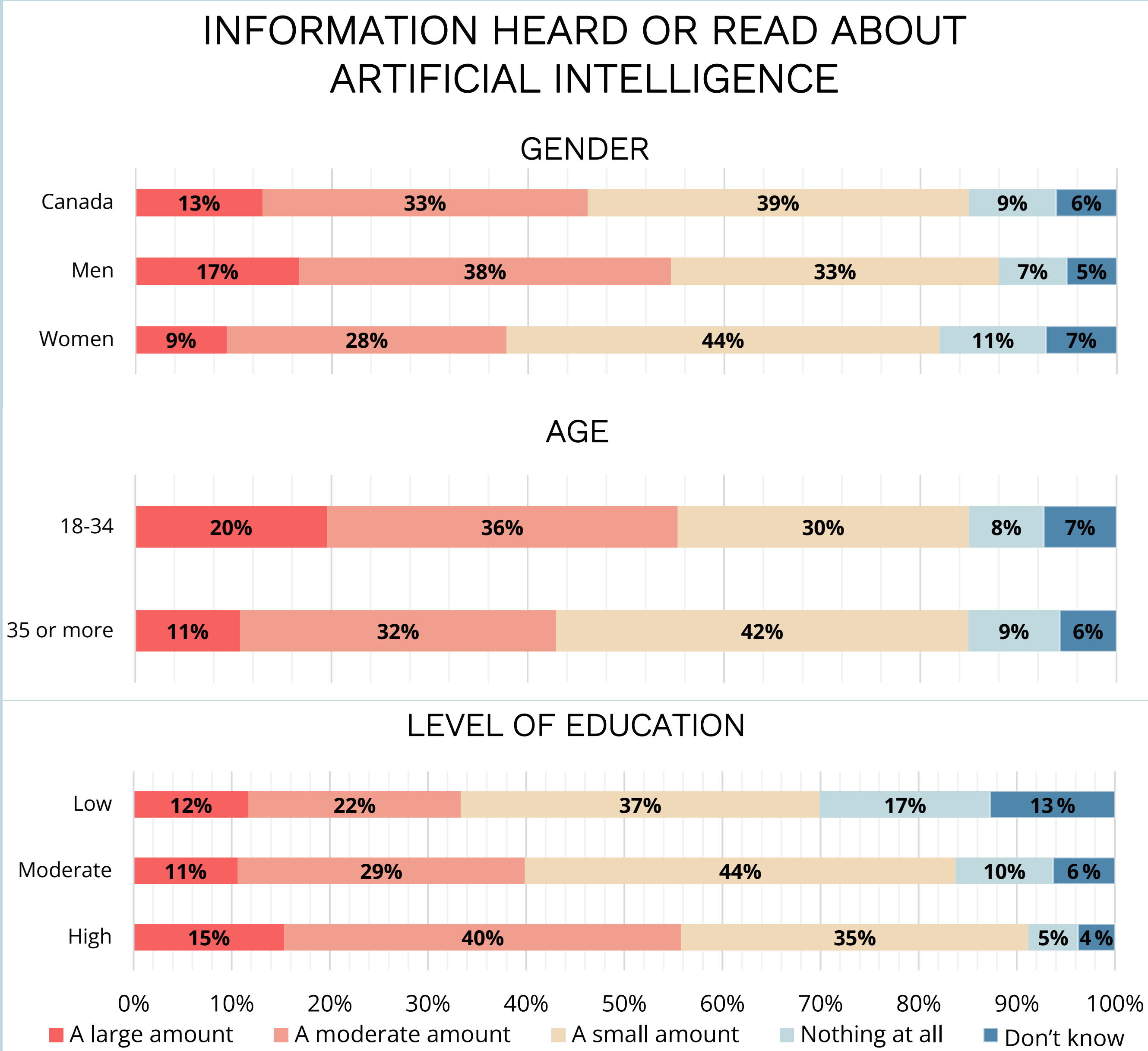


Figure 29 – Breakdown of Canadian respondents from various socio-demographic categories according to the amount of news about AI they have heard or read. *Canada: n=2,014, men: n=990, women: n=1,024, 18-24 years: n=184, 25-34 years: n=328, 35-44 years: n=341, 45-54 years: n=308, 55 and over: n=853, low level: n=326, medium level: n=773, high level: n=914.*

2.2 Opinions on using AI for news

Opinion is divided on the use of AI to produce news (figure 30). A majority of Canadians (52%) say they are not comfortable with using news produced mostly by AI with some human oversight. Only a small proportion welcome this practice (17%). But when the role of AI in news production is reduced to simply helping a human journalist, the opinion is more positive: 39% of Canadians are comfortable with the idea, whereas 27% express discomfort. Even though Anglophones are somewhat comfortable (43% say they are comfortable and 26% uncomfortable), skepticism prevails among Francophones, who are less likely to be comfortable with this idea (27%) than uncomfortable (34%).

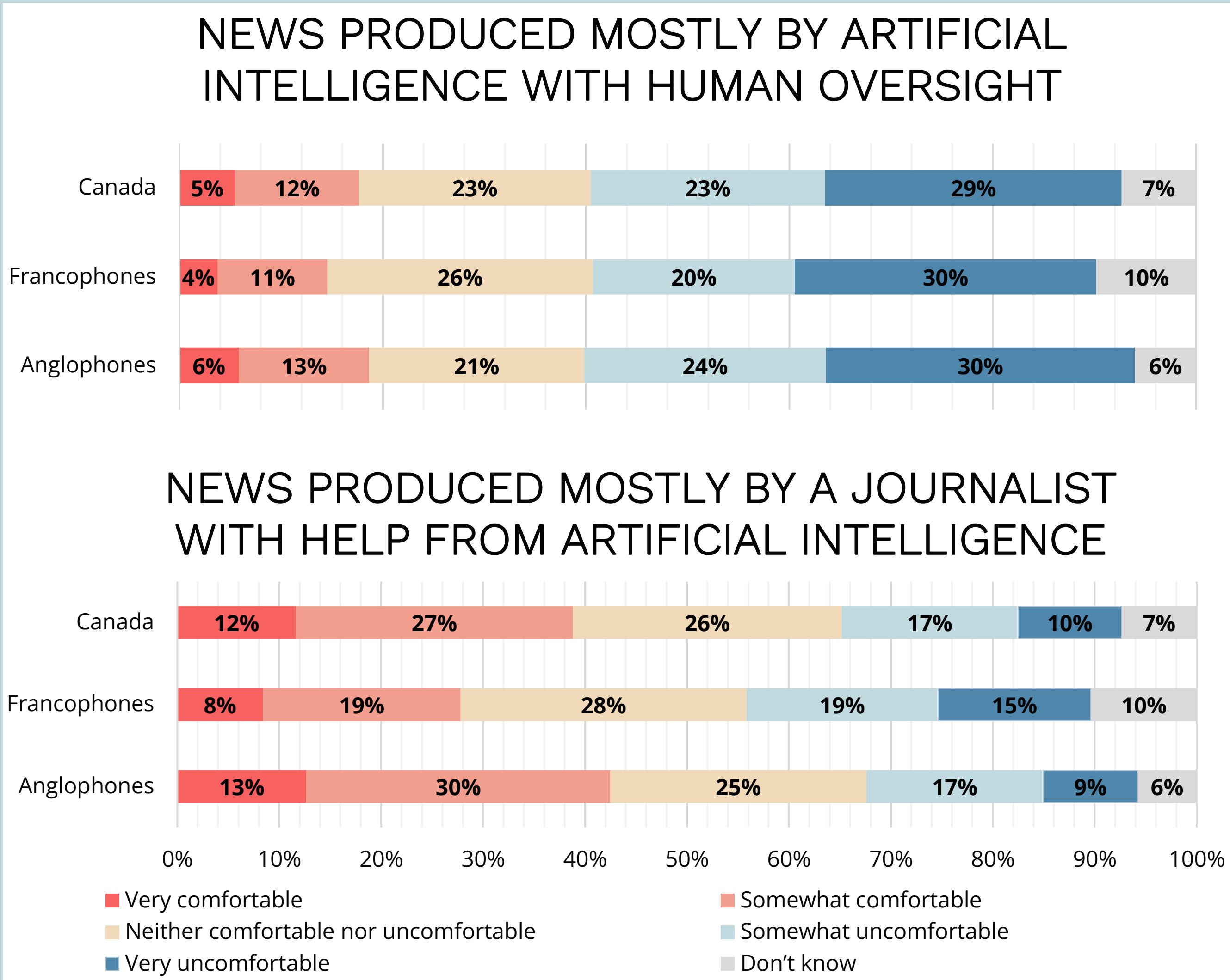


Figure 30 – Breakdown of Canadian, Francophone and Anglophone respondents according to their answer to the question: “In general, how comfortable or uncomfortable are you with using news produced in each of the following ways?”. *Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

The use of AI for news production appears to be somewhat more likely to cause discomfort among Canadian women than among Canadians as a whole: 54% of women and 51% of men say they are uncomfortable with the use of news produced mostly by AI with some human oversight (figure 31). Conversely, 21% of men are comfortable with the idea, as are 14% of women. This trend is also seen for news produced mostly by a journalist with some help from AI, with 35% of women and 43% of men saying they are comfortable with the idea (figure 32). Canadians aged 18-34 are also less likely to be concerned than those aged 35 and older. As for news produced mostly by AI, 43% of respondents aged 18-34 say they are uncomfortable, versus the majority (55%) of those aged 35 and older.

Finally, in examining the impact of the respondents' education levels, we see that acceptance of news produced by an AI-assisted journalist is higher among those with a university degree (45%) than among those without a high school diploma (30%). When it comes to news mostly produced by AI, about 20% of both groups say they are comfortable with using them; discomfort is prevalent among the majority of university graduates (55%) but less widespread among those without a high school diploma (37%, or a difference of 18 pp).

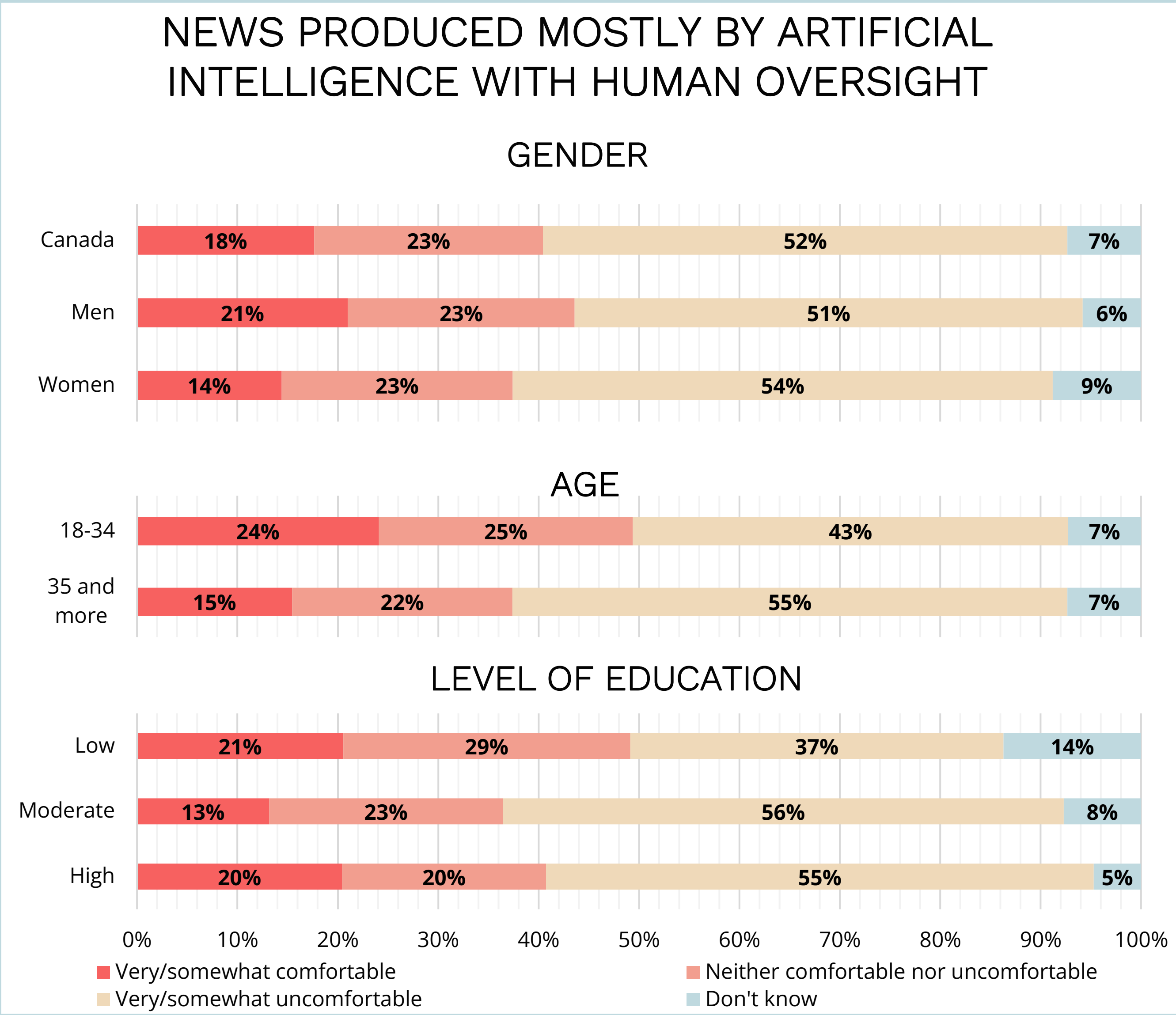


Figure 31 – Breakdown of Canadian respondents from various socio-demographic categories according to their answer to the question: "In general, how comfortable or uncomfortable are you with using news produced mostly by artificial intelligence (AI) with some human oversight?" *Canada: n=2,014, men: n=990, women: n=1,024, aged 18-24 years: n=184, 25-34: n=328, 35-44: n=341, 45-54: n=308, 55 and older: n=853, low level: n=326, medium level: n=773, high level: n=914.*

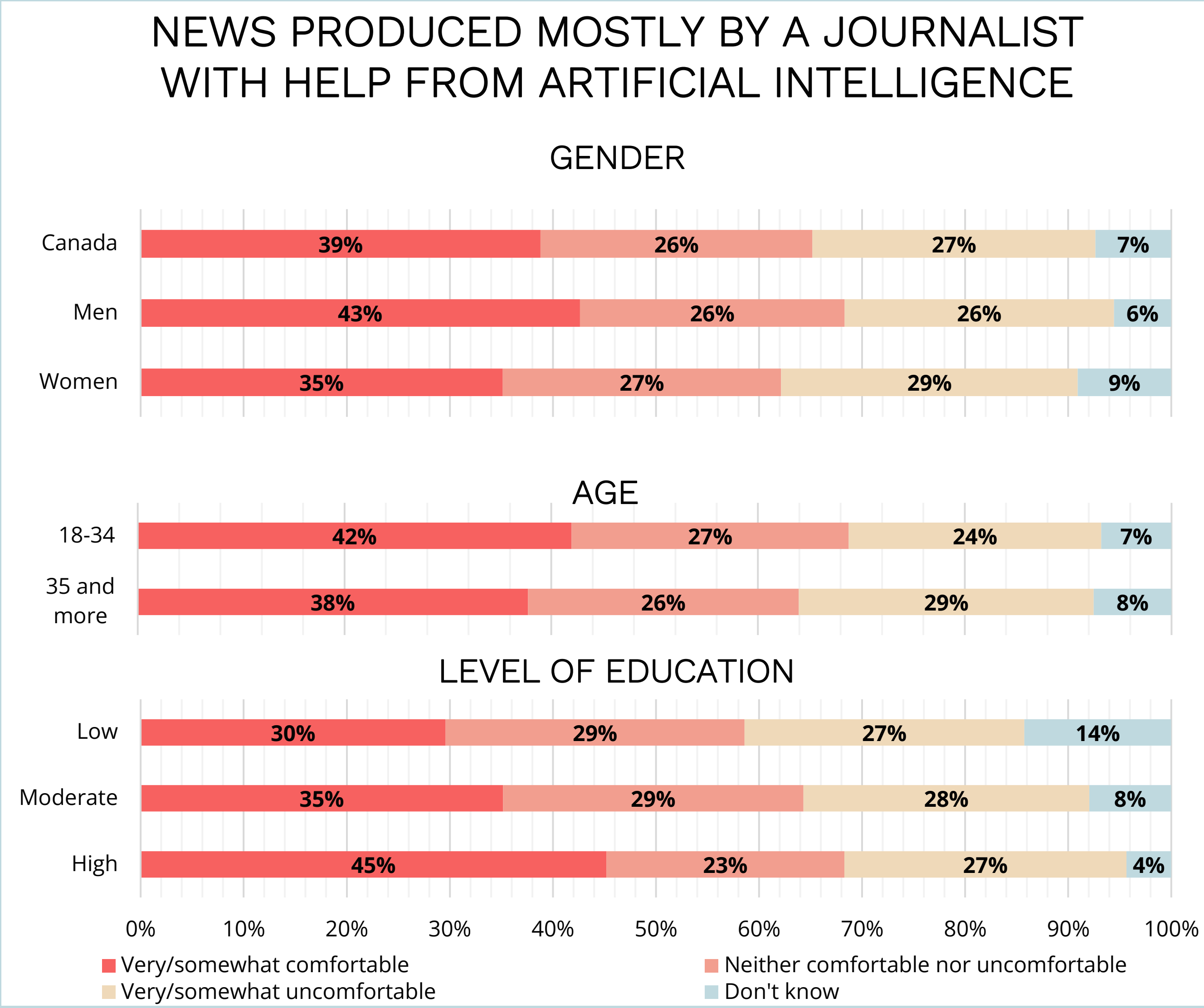


Figure 32 – Breakdown of Canadian respondents from various socio-demographic categories according to their answer to the question: "In general, how comfortable or uncomfortable are you with using news produced mostly by a human journalist with some help from artificial intelligence (AI)?" *Canada: n=2,014, men: n=990, women: n=1,024, aged 18-24: n=184, 25-34: n=328, aged 35-44: n=341, 45-54: n=308, 55 and older: n=853, low level: n=326, medium level: n=773, high level: n=914.*

Respondents who say they are more informed about AI are the ones who are most comfortable seeing it used for news production (figure 33). Slightly more than a third (35%) of Canadians who say they have accessed a large amount of information about this topic are comfortable with the idea of news being produced mostly by AI, versus 18% of all respondents in the country.

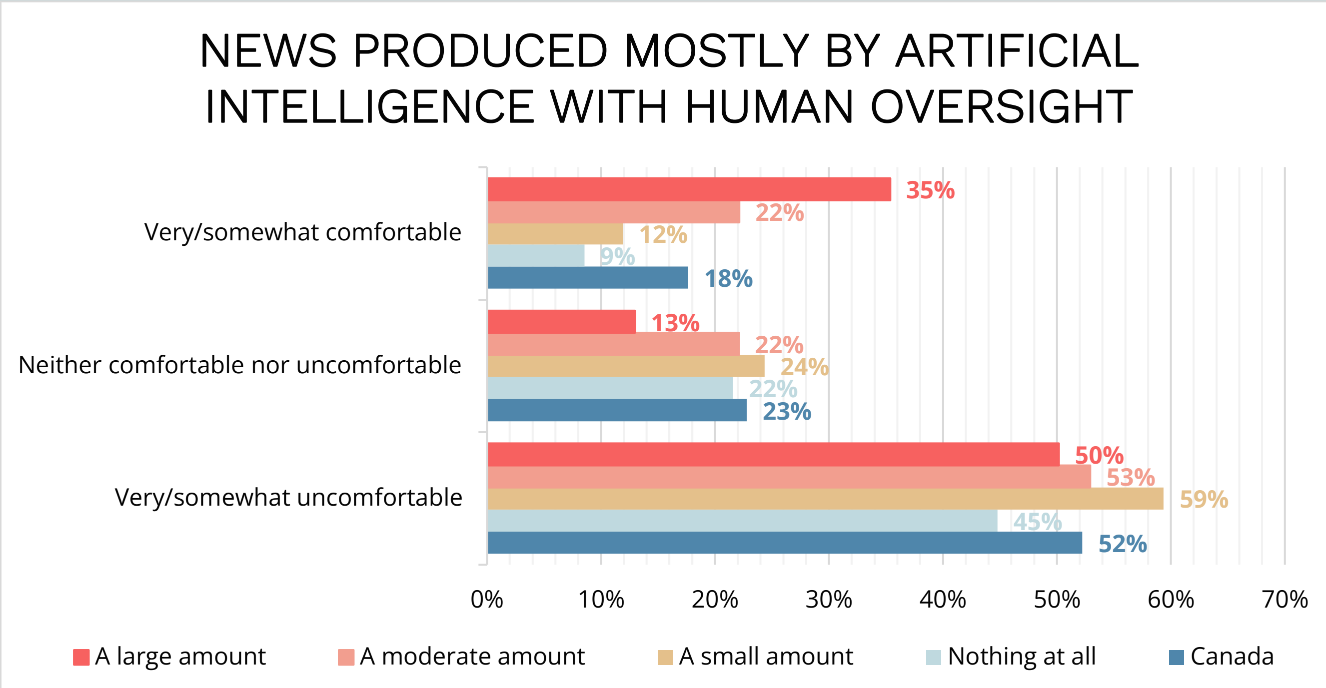


Figure 33 – Breakdown of Canadian respondents who reported hearing or reading various amounts of information about AI according to their answer to the question: "In general, how comfortable or uncomfortable are you with using news produced mostly by artificial intelligence (AI) with some human oversight?" *In 2024, Canada: n=2,014, a large amount: n=255, a moderate amount: n=666, a small amount: n=784, nothing at all: n=182.*

News produced mostly by AI doesn't raise the same degree of concern for all categories of news (table 1). Politics is the topic with which respondents are most uncomfortable (51%), followed by crime news (47%) and local news (45%). Conversely, the use of AI seems to have greater public support for some topics – although in no case do more than a third of respondents say they are comfortable with it. At 29%, AI-generated sports news is the use that Canadians are most comfortable with, and one in four respondents (26%) is comfortable with using AI to produce news related to celebrities and entertainment, arts and culture, and science and technology.

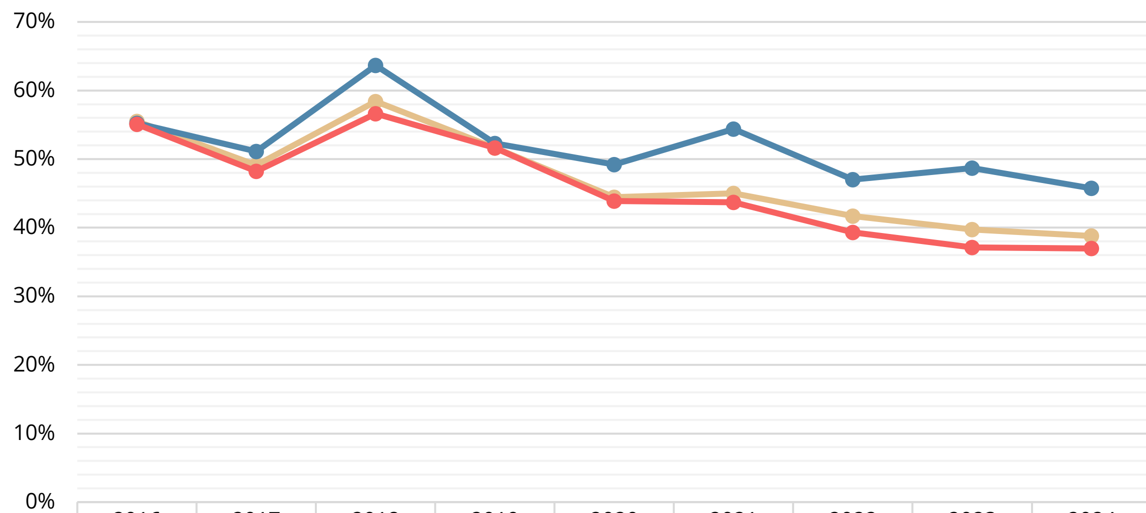
As already noted, using AI for political news causes the most discomfort on the part of respondents. It is therefore not surprising that this is also the topic where a smaller proportion of Canadians say they are comfortable with the production of such news. Only 18% say they are comfortable with it (19% of Anglophones and 13% of Francophones). Regardless of the topic, Francophones are less likely than Anglophones to be comfortable with news generated mostly by AI.

News topics	Canada		Francophones		Anglophones	
	Comfortable	Uncomfortable	Comfortable	Uncomfortable	Comfortable	Uncomfortable
Politics	18%	**51%**	13%	**50%**	19%	**52%**
Crime	19%	**47%**	16%	**47%**	21%	**48%**
Local news	23%	**45%**	18%	**43%**	24%	**46%**
Business	22%	**42%**	18%	**44%**	23%	**42%**
Science and technology	26%	**41%**	23%	**39%**	27%	**42%**
Arts and culture	26%	**34%**	21%	**37%**	28%	**33%**
Celebrity or entertainment	26%	**31%**	23%	**33%**	26%	**31%**
Sports	29%	**28%**	25%	**32%**	30%	**28%**

Table 1 – Shares of Canadian, Anglophone, and Francophone respondents who are comfortable (very or somewhat) or uncomfortable (very or somewhat) with using news produced mostly by AI with some human oversight on different news topics. *Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

3. Trust and interest in news

3.1 Trust in news



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Canada	55%	49%	58%	52%	44%	45%	42%	40%	39%
Francophones	55%	51%	64%	52%	49%	54%	47%	49%	46%
Anglophones	55%	48%	57%	52%	44%	44%	39%	37%	37%

Figure 34 – Change in the shares of Canadian, Francophone and Anglophone respondents who agree with the statement: "I think you can trust most news most of the time", 2016 to 2024. *Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

Trust in most news most of the time continues to decline across the country, with only 39% (-1 pp in relation to 2023) of Canadians evincing such trust (figure 34). This score is the lowest that Canada has recorded in the survey to date. With a slight decline since last year, this score sits just below the international score, which remains stable (40%), but it is still well above the results in the United States (32%) and France (30%).[10] Since 2016, when Canada first took part in the survey, the share of people who trust the news has fallen from 55% to 39% (-16 pp), and the gap between Canadians who feel they can trust most news most of the time (39%) and those who disagree (30%) is at an all-time low. As has been the case for several years, Anglophones are less likely to trust most news (37%, a result similar to 2023) than are Francophones (46%, -3 pp).

As is the case from one year to another, Canadians' level of trust in the news they personally access (48%) is higher than their trust in most news (39%) (figure 35). Although a majority of Francophones trust most of the news they consume (53%, down 2 pp from 2023), this is not the case among Anglophones (47%, +2 pp).

[10] United States: n=2,023; France: n=2,010.

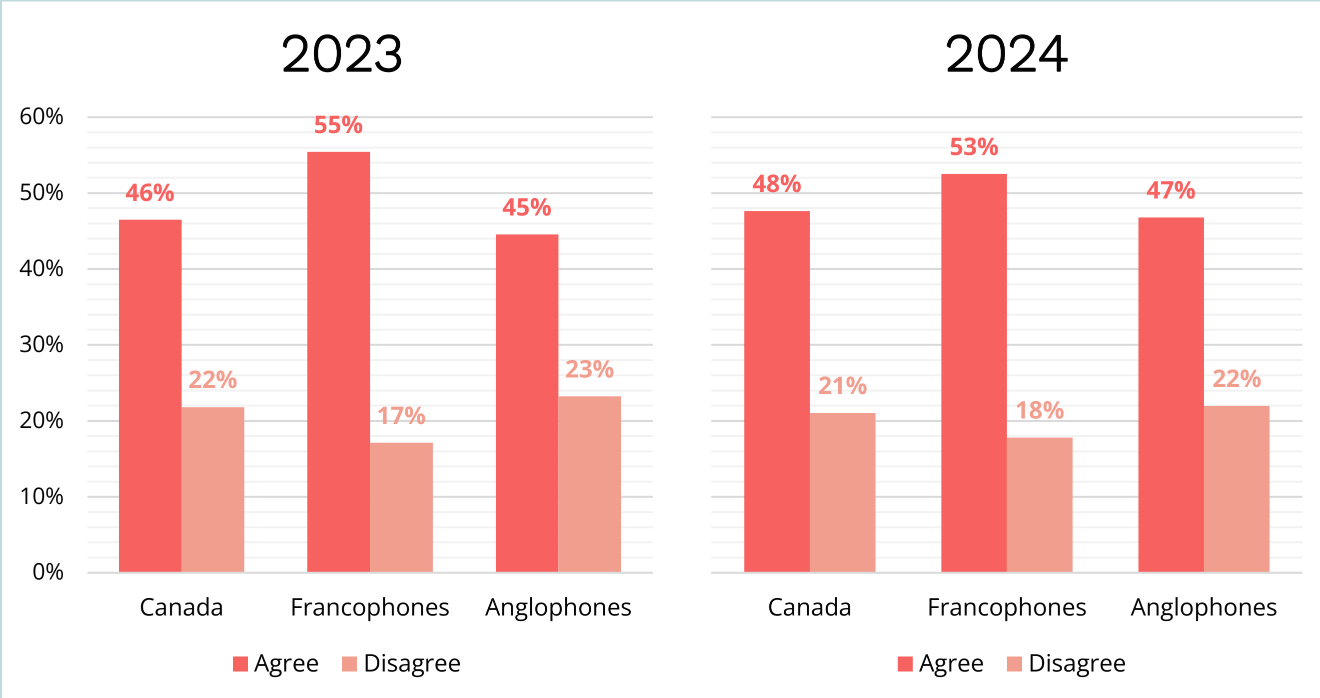


Figure 35 – Shares of Canadian, Francophone and Anglophone respondents who agree with the statement: "I think I can trust most of the news I consume most of the time", 2023 and 2024. *In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

3.2 Interest in news

After a sharp decline in 2023 (-4 pp), Canadians' interest in news increased slightly in 2024 (82%, +2 pp) (figure 36). This slight increase was observed for Anglophones (83%, +2 pp) and Francophones (80%, +2 pp) alike.

The share of Canadians who say they are extremely or very interested in the news, at 47% (+4 pp), is back to the 2022 level. Even so, this score is 6 pp lower than that obtained in 2021 (53%). The 2024 increase is also seen among Anglophones (48%, +3 pp) and Francophones (42%, +3 pp) alike.

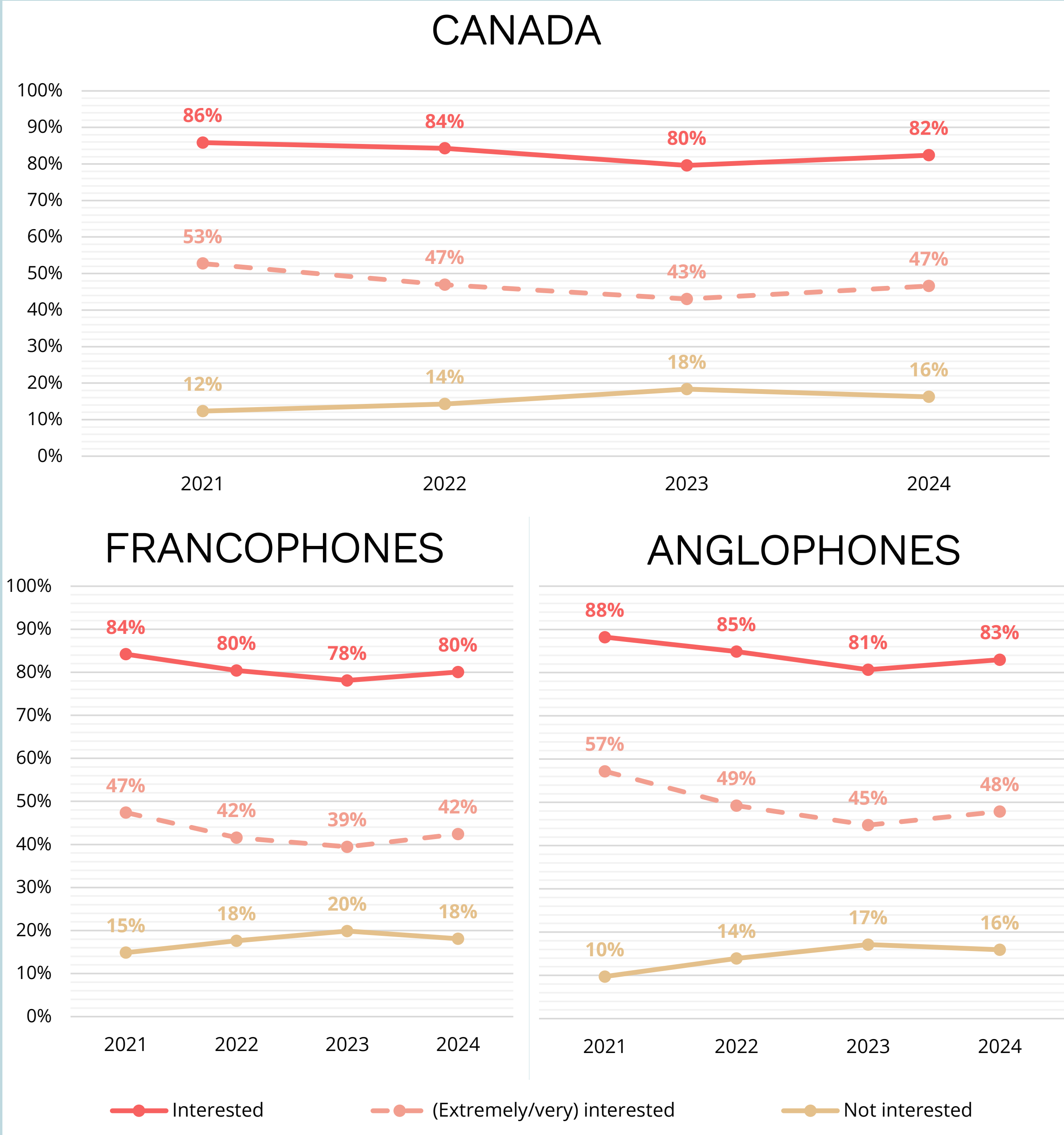


Figure 36 – Shares of Canadian, Francophone and Anglophone respondents who are interested (extremely, very or somewhat), very interested (extremely or very), or not interested (not very and not at all) in news, 2021 to 2024. *In 2024, Canadian n=2,014 ; Francophones n=1,026 ; Anglophones n=1,584.*

3.3 Topics of interest and accessibility to news

In 2024, the DNR team surveyed interest in different types of news across the country, as it has on a several occasions in the past (most recently in 2022). But this year it also asked Canadians interested in these topics to determine whether they thought they had access to all the information they needed about them.

News topics	Canada 2022	Canada 2024	Francophones 2022	Francophones 2024	Anglophones 2022	Anglophones 2024
Local news	65%	60%	60%	52%	65%	63%
International news	53%	52%	55%	42%	53%	55%
Politics	45%	43%	44%	39%	46%	46%
Science and technology	39%	41%	42%	40%	39%	43%
Environment and climate change	39%	38%	44%	41%	38%	38%
Crime and personal security	38%	36%	36%	36%	37%	37%
Business, finance and economic news	35%	34%	43%	35%	34%	35%
Mental health/wellness	31%	32%	34%	34%	31%	32%
Fun news	32%	32%	32%	30%	31%	32%
Sports	32%	29%	31%	26%	32%	30%
Lifestyle or culture	-	25%	-	25%	-	26%
Entertainment and celebrity	27%	24%	24%	24%	27%	24%
Education	25%	23%	32%	26%	23%	23%
Social justice	29%	23%	32%	26%	27%	22%
Coronavirus	47%	-	53%	-	44%	-
Culture*	30%	-	37%	-	28%	-
Lifestyle*	28%	-	29%	-	27%	-

Table 2 – Shares of Canadian, Francophone and Anglophone respondents interested in different types of news. In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584. *The “lifestyle” and “culture” categories were merged in the 2024 questionnaire.

Of the 14 types identified for the 2024 survey, local news is of interest to the largest share of respondents across the country (60%, -5 pp in relation to 2022) (table 2). This was also the case in 2022. In addition, as in 2022, international news is the only other type that interests more than half of respondents (55% in 2024, +2 pp). Otherwise, more than 40% of respondents are interested in political news (43% in 2024, -2 pp) as well as in science and technology (41%, +3 pp). In 2022, owing to the context, this was also the case for COVID news (47%), which has since been removed from the questionnaire.

The order of the main topics of interest is similar for Anglophones and Francophones, but Francophones are less likely to say they are interested in local news (63% of Anglophones, 52% of Francophones), international news (55% of Anglophones, 42% of Francophones) or politics (46% of Anglophones, 39% of Francophones).

Some topics are less popular. “Lifestyle and culture,” “entertainment and celebrity,” “education” and “social justice” are of interest to about one-quarter of Canadian respondents. Once again, the findings are similar for Anglophones and Francophones.

In relation to 2022, the results have not changed significantly for Anglophones. Among Francophones, there are slightly larger variations. For example, 60% of respondents in this group were interested in local news in 2022, 8 pp more than in 2024 (52%). More than half (55%) of Francophone respondents also said they were interested in international news in 2022, 13 pp more than in 2024 (42%). As for political news, it was of interest to 44% of Francophones in 2022, a share that fell to 39% in 2024 (-5 pp).

In most cases, a relatively large proportion of respondents who are interested in a topic think they have access to all or most of the information they need (table 3). For example, more than three-quarters (76%) of those interested in sports news in Canada think they have most of the information they need.[11] Other topics about which a large proportion of people think they have enough information include local news (65%), business and economic news (65%), politics (64%), and international news (62%). With a score of 46%, social justice is the only topic for which less than half of those interested in it think they have all or most of the information they need. A similar proportion (47%) of respondents think only some or none of the information they need is available on this topic. Coverage of mental health and wellness (44%) and education (40%) also generates a higher proportion of discontent. In fact, for every topic with the exception of sports (22%), about a third (32%) or more of those interested think only some or none of the information they need about it is available.

Once again, there is a fairly large gap between the answers of Francophone and Anglophone respondents for certain types of news: 70% of Francophones think they have access to much of what they need when it comes to international news and 63% of Anglophones hold this opinion, a difference of 7 pp. Similarly, contrary to what is seen for the country as a whole, a majority (52%) of Francophones think they have the information they need on social justice issues, and 39% think they have little or no information on this subject. As for Anglophones, 47% (a 5 pp difference in relation to Francophones) think they have access to most of the information they need in this regard, but 48% say they have access to little or no information (a 9 pp difference).

When it comes to politics, 36% of Anglophone respondents think little or none of the information they need is available, whereas 28% of Francophone respondents feel this way, a difference of 8 pp. A similar trend can be seen for education, with 44% of Anglophone respondents and 38% of Francophone respondents (a difference of 6 pp) saying they have access to little or none of the information they need.

[11] For each topic, respondents could also state that they did not need any information on the subject. This is the case for 2 to 5% of the respondents interested in each topic. It could be argued that these people also think they have the information they need but we have not gone that far when analyzing the data.

News topics	QUANTITY OF NECESSARY INFORMATION FOUND											
	Canada				Francophones				Anglophones			
	All + Most	All	Some + None	None	All + Most	All	Some + None	None	All + Most	All	Some + None	None
Sports *Can : n=582, Ang : n=472 et Fra : n=271*	**76 %**	37 %	22 %	2 %	**75 %**	38 %	23 %	2 %	**78 %**	38 %	20 %	2 %
Local news *Can : n=1221, Ang : n=1008 et Fra : n=534*	**65 %**	19 %	32 %	2 %	**64 %**	18 %	32 %	2 %	**65 %**	19 %	32 %	2 %
Business, finance, economic news *Can : n=677, Ang : n=550 et Fra : n=354*	**65 %**	20 %	32 %	2 %	**66 %**	17 %	30 %	1 %	**65 %**	21 %	32 %	2 %
Politics *Can : n=868, Ang : n=719 et Fra : n=393*	**64 %**	19 %	34 %	2 %	**70 %**	22 %	28 %	1 %	**63 %**	19 %	36 %	2 %
International news *Can : n=1041, Ang : n=876 et Fra : n=431*	**62 %**	19 %	36 %	2 %	**66 %**	20 %	31 %	1 %	**63 %**	19 %	35 %	2 %
Science and technology *Can : n=832, Ang : n=678 et Fra : n=402*	**59 %**	16 %	37 %	2 %	**61 %**	18 %	33 %	1 %	**58 %**	16 %	39 %	2 %
Entertainment and celebrity *Can : n=496, Ang : n=390 et Fra : n=243*	**57 %**	26 %	34 %	5 %	**56 %**	23 %	34 %	6 %	**58 %**	28 %	33 %	4 %
Lifestyle or culture *Can : n=514, Ang : n=411 et Fra : n=254*	**57 %**	19 %	38 %	2 %	**61 %**	15 %	34 %	3 %	**59 %**	20 %	37 %	3 %
Environment and climate change Can : n=775, Ang : n=605 et Fra : n=421	**57 %**	12 %	40 %	3 %	**57 %**	11 %	38 %	3 %	**57 %**	13 %	40 %	3 %
Crime and personal security *Can : n=736, Ang : n=587 et Fra : n=376*	**56 %**	18 %	39 %	3 %	**58 %**	19 %	35 %	3 %	**57 %**	19 %	39 %	3 %
Fun news *Can : n=636, Ang : n=510 et Fra : n=312*	**53 %**	17 %	38 %	3 %	**58 %**	19 %	33 %	4 %	**53 %**	18 %	39 %	3 %
Education *Can : n=466, Ang : n=362 et Fra : n=265*	**52 %**	17 %	42 %	4 %	**54 %**	15 %	38 %	3 %	**52 %**	17 %	44 %	4 %
Mental health/wellness *Can : n=646, Ang : n=504 et Fra : n=344*	**50 %**	15 %	44 %	2 %	**53 %**	13 %	40 %	3 %	**49 %**	16 %	46 %	4 %
Social justice *Can : n=464, Ang : n=353 et Fra : n=256*	**46 %**	13 %	47 %	5 %	**52 %**	11 %	39 %	5 %	**47 %**	15 %	48 %	4 %

Table 3 – Shares of Canadian, Francophone and Anglophone respondents interested in different news topics who think they can or cannot access most of the information they need about it. Base: Respondents interested in the topic.

3.4 Avoidance of news

Paradoxically, the increase in Canadians' interest in news (see section 3.2) is accompanied by an increase in the share of respondents avoiding it, with 69% (+6 pp) of respondents trying to avoid news at least occasionally, and 40% (+7 pp) saying they do so sometimes or often (figure 37). In both cases, the proportions are close to those of 2022 (42% and 71%, respectively).

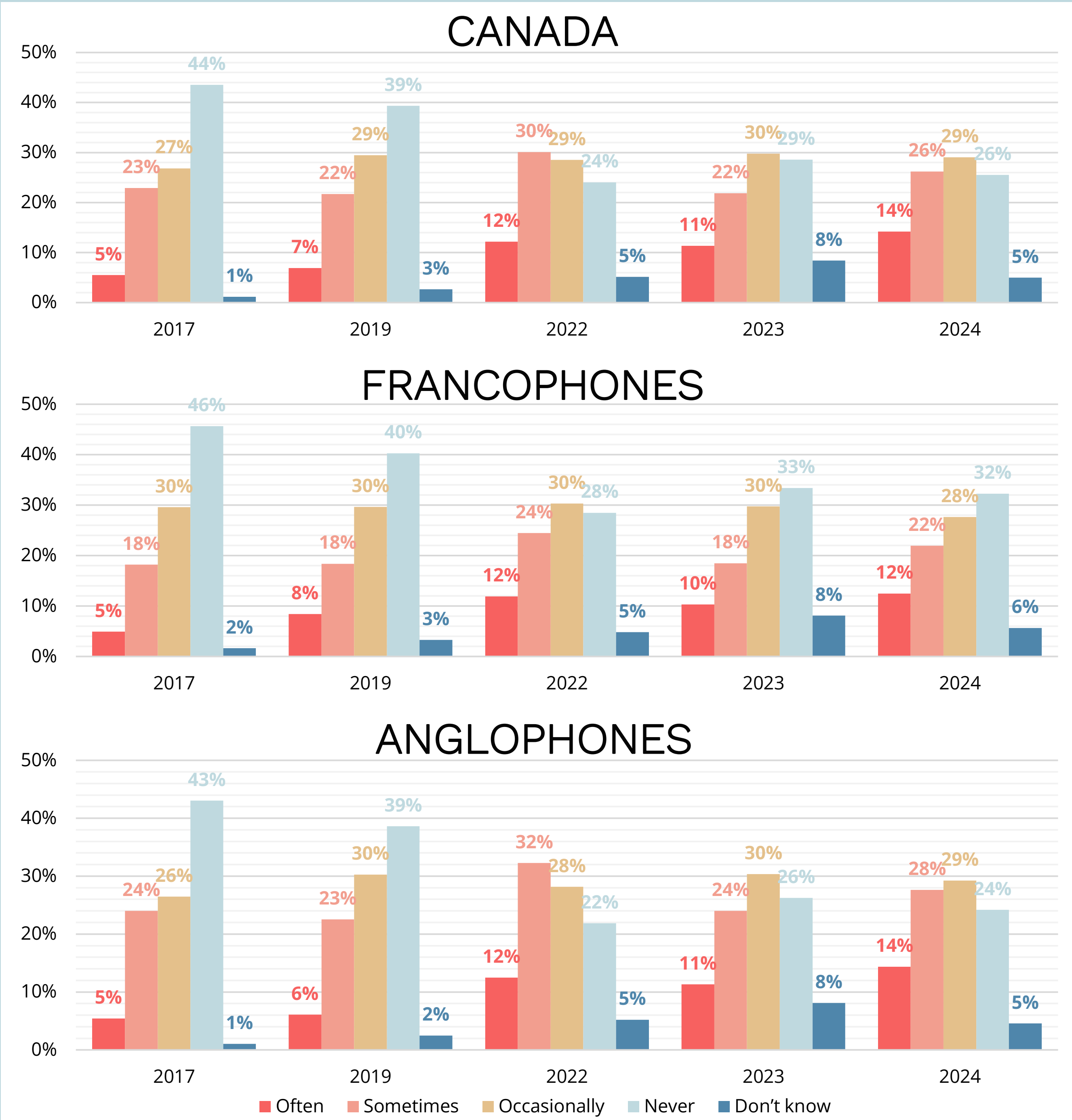


Figure 37 – Breakdown of Canadian, Francophone and Anglophone respondents by their answer to the question: "Do you find yourself actively trying to avoid news these days?", 2017, 2019, 2022, 2023 and 2024. *In 2024, Canadians n=2,014 ; Francophones n=1,026 and Anglophones n=1,584.*

News avoidance is a more widespread practice among Anglophones than Francophones, both on a recurring basis (42% and 34%) and at least occasionally (71% and 62%). In the long term, Canada is in line with the trajectory observed internationally. In 2017, 28% of Canadians and 29% of all international respondents said they sometimes or often avoided news. In 2024, this is the case for 40% of Canadians and 39% of international respondents.

3.5 News fatigue

The feeling of being worn out by all the news available shows the same trend as avoidance of news (figure 38). The share of Canadians who feel "worn out by the amount of news there is today" has increased from 28% in 2019, the last year we asked the question, to 41% in 2024 (+13 pp). Contrary to what was seen in 2019, Anglophone respondents are more likely to feel worn out by the amount of news available (41%, an increase of 14 pp) than Francophones (38%, an increase of 6 pp).

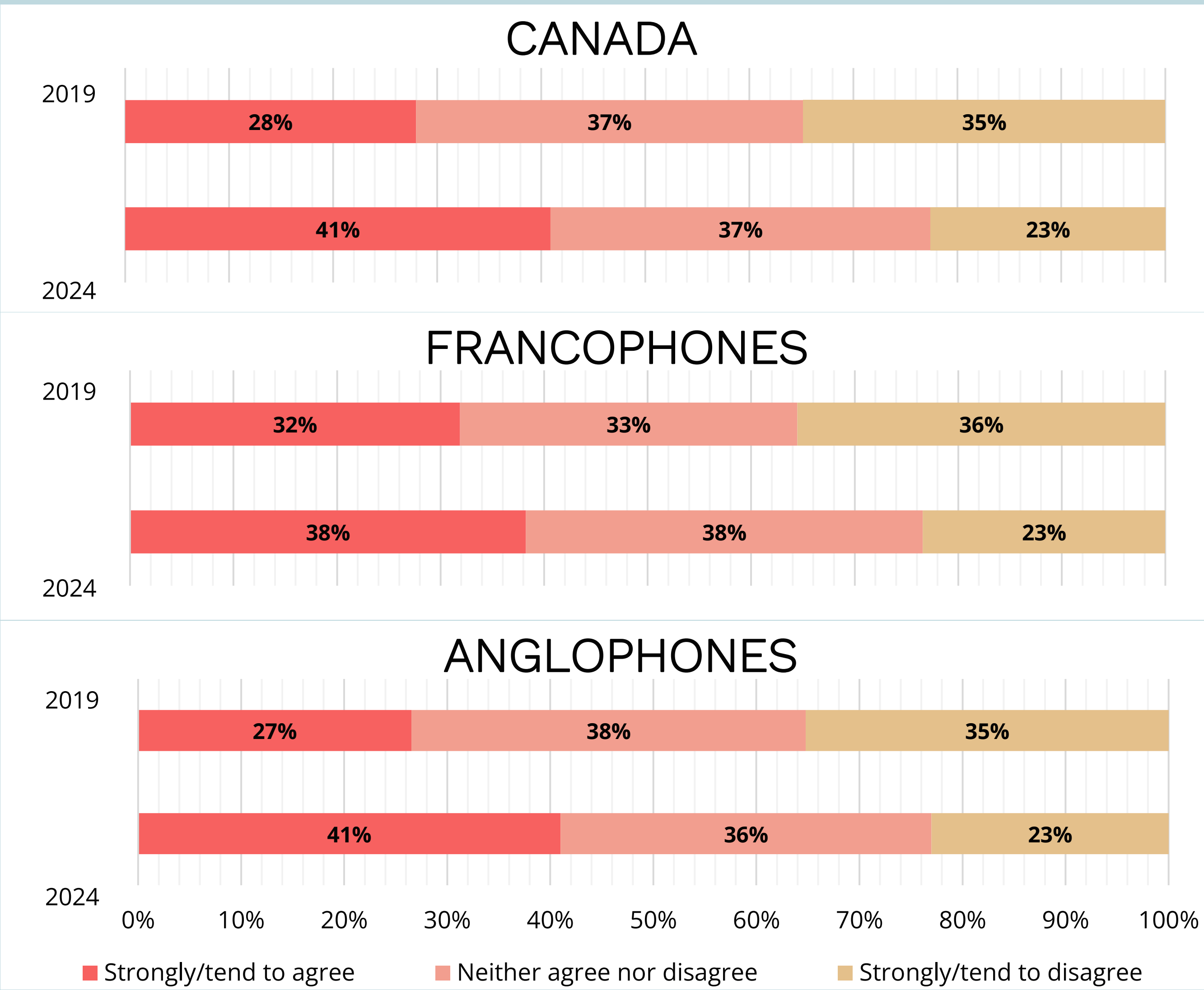


Figure 38 – Breakdown of Canadian, Francophone and Anglophone respondents by degree of agreement with the statement: "I am worn out by the amount of news there is today," 2019 and 2024. *In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,604.*

3.6 True and false online and misleading news

The ability to distinguish fact from fiction when it comes to online news seems to be a growing concern for Canadians (figure 39). In 2024, two-thirds (67%, +7 pp) of Canadians say they are concerned, the highest level since the question was included in the study in 2018. The increase was observed among Anglophones (70%, +5 pp) and Francophones (54%, +7 pp) alike. Although this result is the highest seen for Anglophones so far, the result for Francophones is still lower than those observed from 2018 to 2020, which were around 60%.

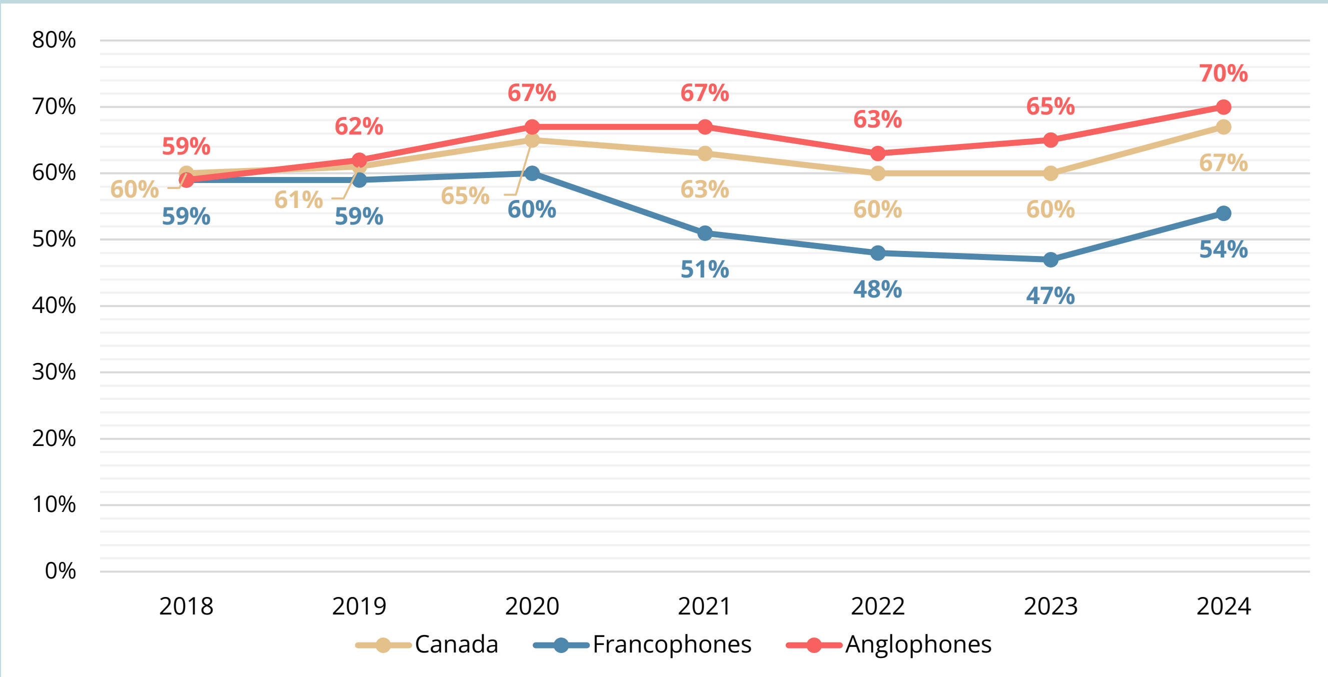


Figure 39 – Shares of Canadian, Francophone and Anglophone respondents who agree with the statement: "Thinking about online news, I am concerned about what is real and what is fake on the internet," 2018 to 2024. *In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

About one-third of Canadians think they saw false or misleading information about COVID-19 (35%), politics (35%), the Israeli-Palestinian conflict (34%) or the environment and climate change (32%) in the week preceding the survey (table 4). These results are slightly higher than what is observed for topics such as the war in Ukraine (28%), immigration (27%) or economic issues (26%). People who identify with the political right[12] are much more likely to think they have encountered misleading information, regardless of the topic: this is the case for almost half when it comes to the environment (48%), COVID-19 (47%) and politics (46%). Anglophones are also more likely to think they have seen false or misleading information than Francophones. The difference is especially marked when it comes to the environment and climate change: 36% of Anglophones and 18% of Francophones think they have seen false or misleading information on these subjects.

[12] People identifying as politically right-wing (fairly right-wing, very right-wing): n=317.

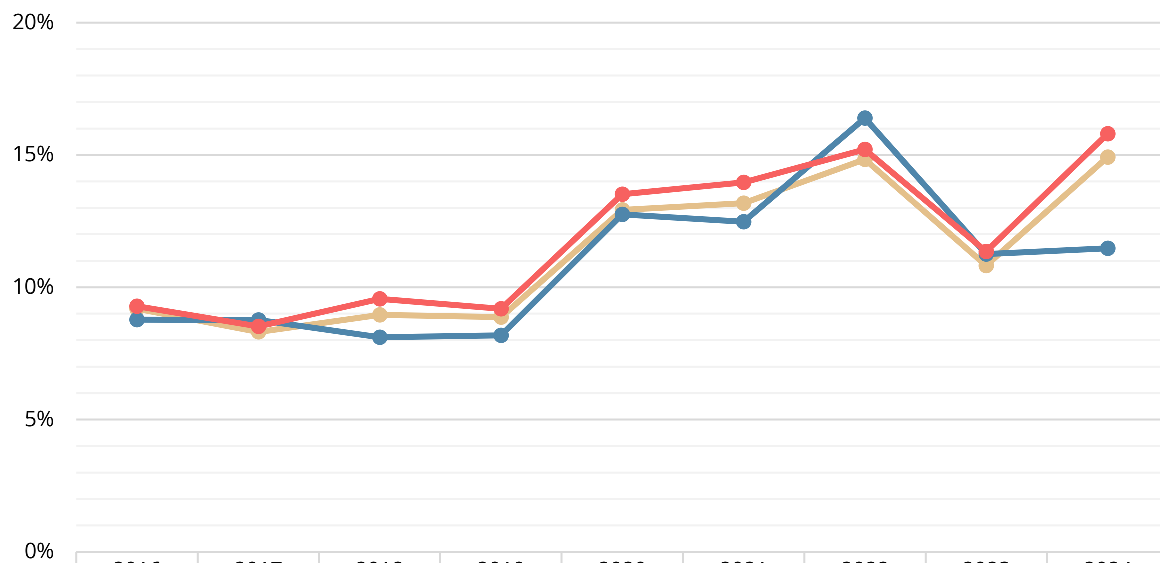
News topics	Canada 2022	Canada 2024	Francophone 2022	Francophone 2024	Anglophones 2022	Anglophones 2024
Politics	39%	35%	24%	25%	43%	37%
Coronavirus	54%	35%	46%	30%	57%	37%
Other health issues	21%	19%	19%	14%	21%	20%
Immigration	21%	27%	15%	21%	23%	29%
Economics, cost of living	-	26%	-	18%	-	28%
Climate change or the environment	29%	32%	17%	18%	32%	36%
War in Ukraine	-	28%	-	19%	-	30%
Israel-Palestine conflict	-	34%	-	22%	-	38%
Other	3%	2%	1%	1%	3%	2%
None of these	10%	16%	14%	19%	9%	15%
Don’t know	19%	22%	21%	29%	18%	21%

Table 4 – Shares of Canadian, Anglophone and Francophone respondents who said they had seen false or misleading information about various topics in the week preceding the survey, 2022 and 2024. *In 2024, Canada: n=2,014; Anglophones: n=1,584; Francophones: n=1,026.*

4. Payment for online news

4.1 Payment

In 2023, for the first time since Canada was included in the survey, the share of respondents who said they paid for online news content or accessed a paid-for online news service in the year preceding the survey decreased, falling to 11% (-4 pp in relation to 2022). In 2024, this share returned to its 2022 level, namely 15%, thus approaching the overall international results (16%) (figure 40). The increase in respondents who paid for online news content or accessed a paid-for online news service is due entirely to Anglophones (16%, +5 pp), with the Francophone figures remaining at the 2023 level (11%). Year after year, men are more likely than women to pay for online news and people aged 18-34 are more likely to pay for it than those aged 35 and older, trends that can be seen both in Canada and internationally. In 2024, 19% of men and 11% of women in Canada, as well as 22% of those aged 18-34 and 13% of people 35 and older, report having paid for news or accessed a paid-for online news service. People with at least a university degree (19%) and those who identify as politically left-wing (26%)[13] are also more likely than the rest of the population to do so.



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Canada	9%	8%	9%	9%	13%	13%	15%	11%	15%
Francophones	9%	9%	8%	8%	13%	12%	16%	11%	11%
Anglophones	9%	9%	10%	9%	14%	14%	15%	11%	16%

Figure 40 – Change in the shares of Canadian, Francophone and Anglophone respondents who paid for online news content or accessed a paid-for online news service in the year preceding the survey, 2016 to 2024. *In 2024, Canada: n=2,014; Francophones: n=1,026; Anglophones: n=1,584.*

[13] Men: n=967, women: n=1,047; people identifying as politically left-wing (fairly left-wing or very left-wing): n=344; university graduates: n=918.

4.2 Payment methods

Ongoing payment for a subscription is still the most frequently cited method of accessing paid-for online content in the country (figure 41). In 2024, 45% of people who paid for a digital news service in the year preceding the survey said they did so in this way. This share corresponds to 7% of the adult population, an increase of 1 pp in relation to 2023. The other methods proposed in the survey, such as donations to a digital news service, free digital access as part of a print subscription or one-off payment to access a single article or edition, yield similar results that consistently correspond to 3% of respondents in the country.

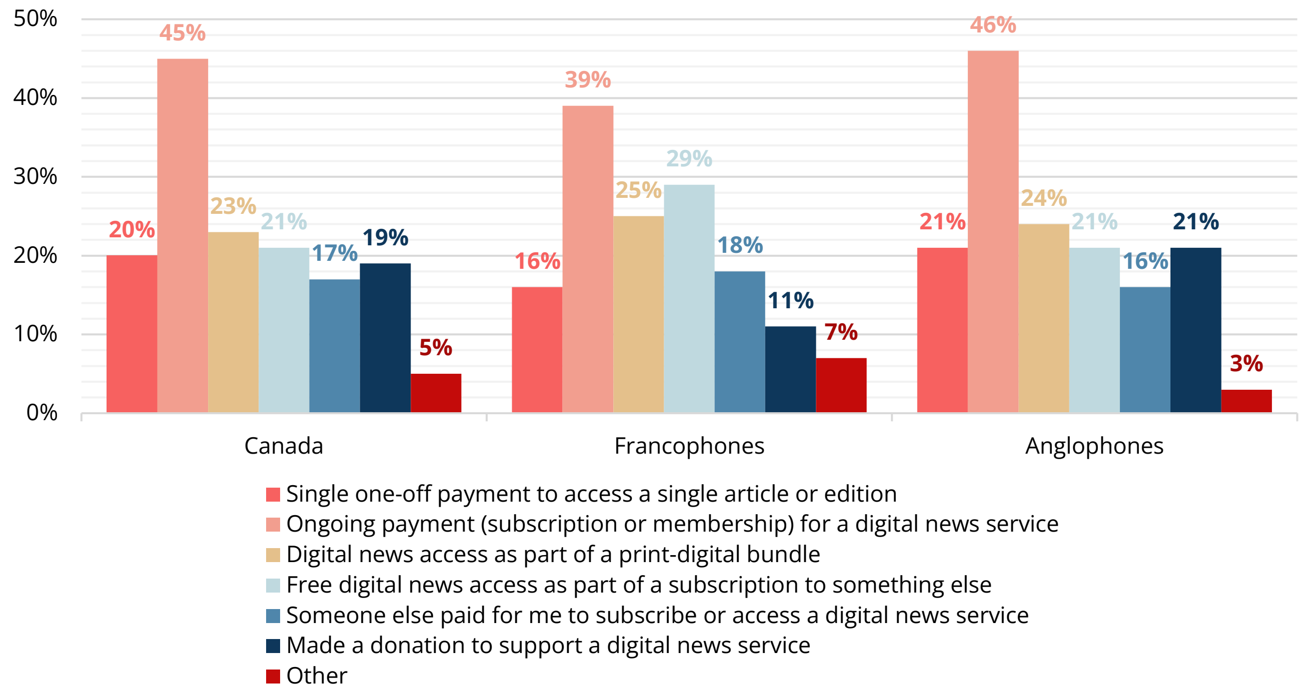


Figure 41 – Change in the shares of Canadian, Francophone and Anglophone respondents who paid in various ways for online news content in the year preceding the survey in 2023 and 2024. Base: Respondents who accessed paid-for online news content or accessed a paid-for online news service in the year preceding the survey. *In 2024, Canada: n=300; Francophones: n=118; Anglophones: n=253.*

4.3 Amounts paid

Half of Canadians who pay for online news estimate that they spend $10 or less each month for their main subscription (49% in Canada, 50% for Anglophones, 40% for Francophones) (figure 42).

For example, among Canadians who pay for online news, only one in four (27%) spends more than $15 a month (27% of Anglophones, 31% of Francophones). These relatively low expenditures are not unique to Canada. In the United States, where the median regular cost of a monthly subscription to a news service is estimated at US$16,[14] the study found that 60% of respondents spend less than that amount. The median cost of a monthly subscription to the online news services in Canada most cited by the survey

[14] Based on the 13 most cited subscriptions.

respondents is CA$22, excluding promotions.[15] It appears that in Canada, three-quarters of those who pay for such a subscription (74%) spend less than that amount.

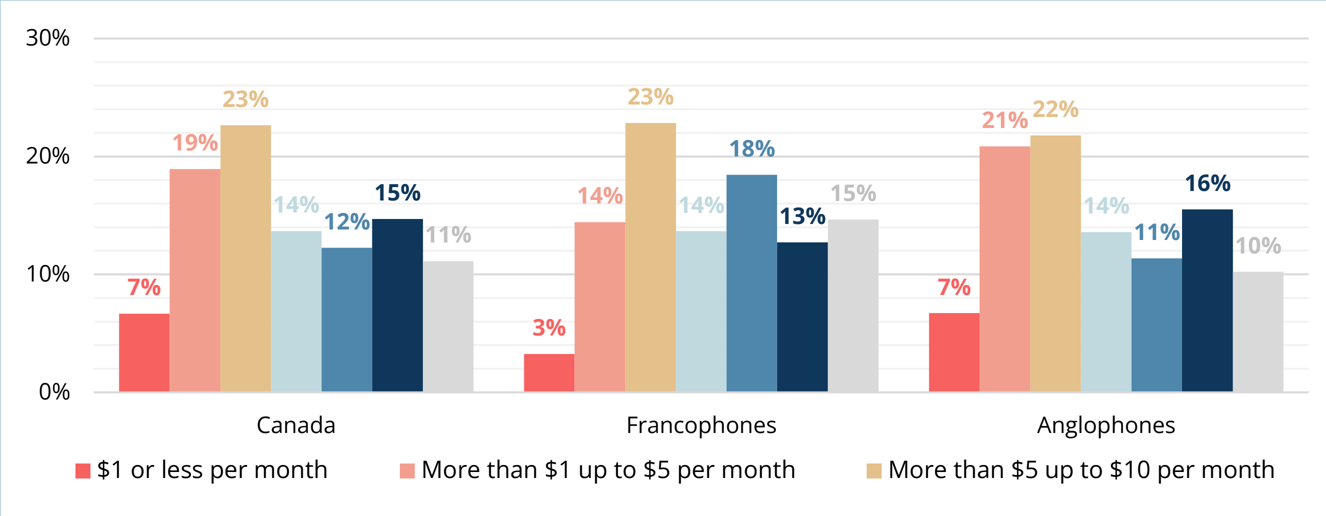


Figure 42 – Breakdown of Canadian, Francophone and Anglophone respondents who pay for online news by the price of their main subscription. Base: Respondents who pay for online news. Canada: n=292; Francophones: n=111; Anglophones: n=244.

In most cases (57%), respondents who don't pay for online news are unable to estimate how much they would be happy to pay each month for such content (figure 43). More than a quarter (29%) think this amount should not exceed $5 a month, a share that increases to 38% for the $10 threshold. A small portion of respondents (5%) say they would be willing to spend more than $10 a month.

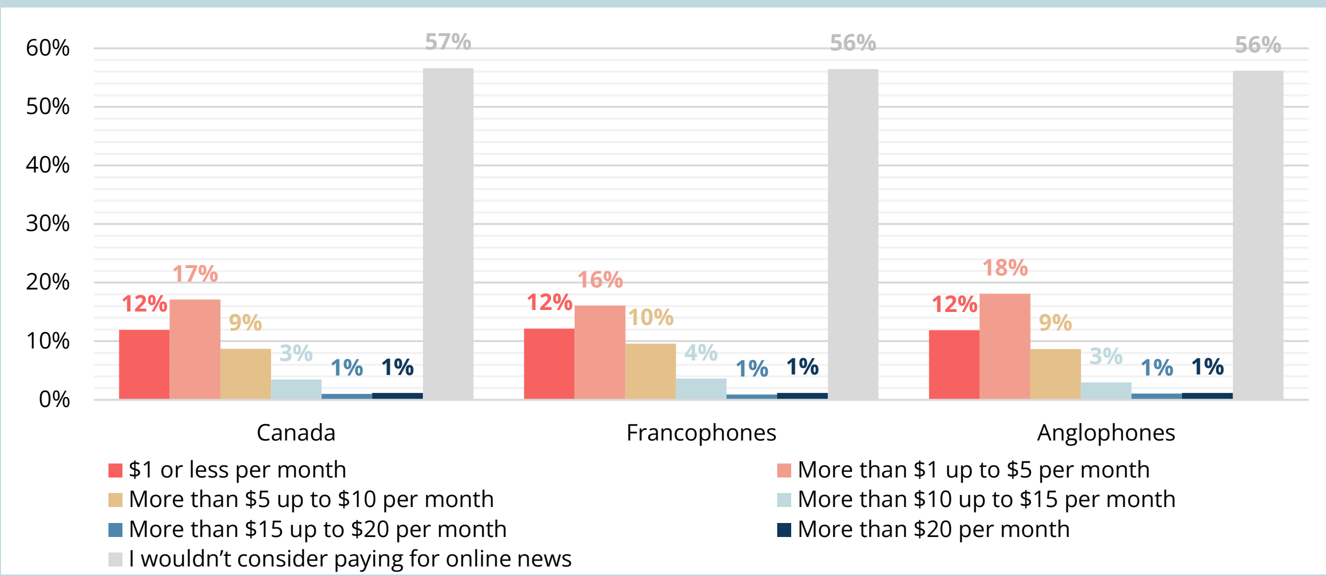


Figure 43 – Breakdown of Canadian, Francophone and Anglophone respondents who don't pay for online news by the price they would be happy to pay for online news. Base: Respondents who don't pay for online news. *Canada: n=1,617; Francophones: n=860; Anglophones: n=1,274.*

[15] The regular monthly prices of the most cited subscriptions, as of May 1, 2024:
L'actualité ($6); Washington Post ($10); Les Coops de l'information ($13); Wall Street Journal ($13); Apple News + ($17); Le Devoir ($17.75); Winnipeg Free Press ($19); Toronto Star ($21.75); Le Journal de Montréal ($27); Le Journal de Québec ($27); New York Times ($27); The Economist ($27.9); NewsConnect ($30); The Province (30$); The Globe and Mail ($34.75).

4.4 Number of subscriptions

In 2024, half of Canadians who pay for a subscription or membership to a digital news service pay for only one service (50%, -1 pp) (figure 44). The remaining half is divided almost equally between those who subscribe to two services (25%, -5 pp) and those who have at least three subscriptions to access online news (23%, +8 pp). On average, people who sign up for such services do so for 1.9 news providers.

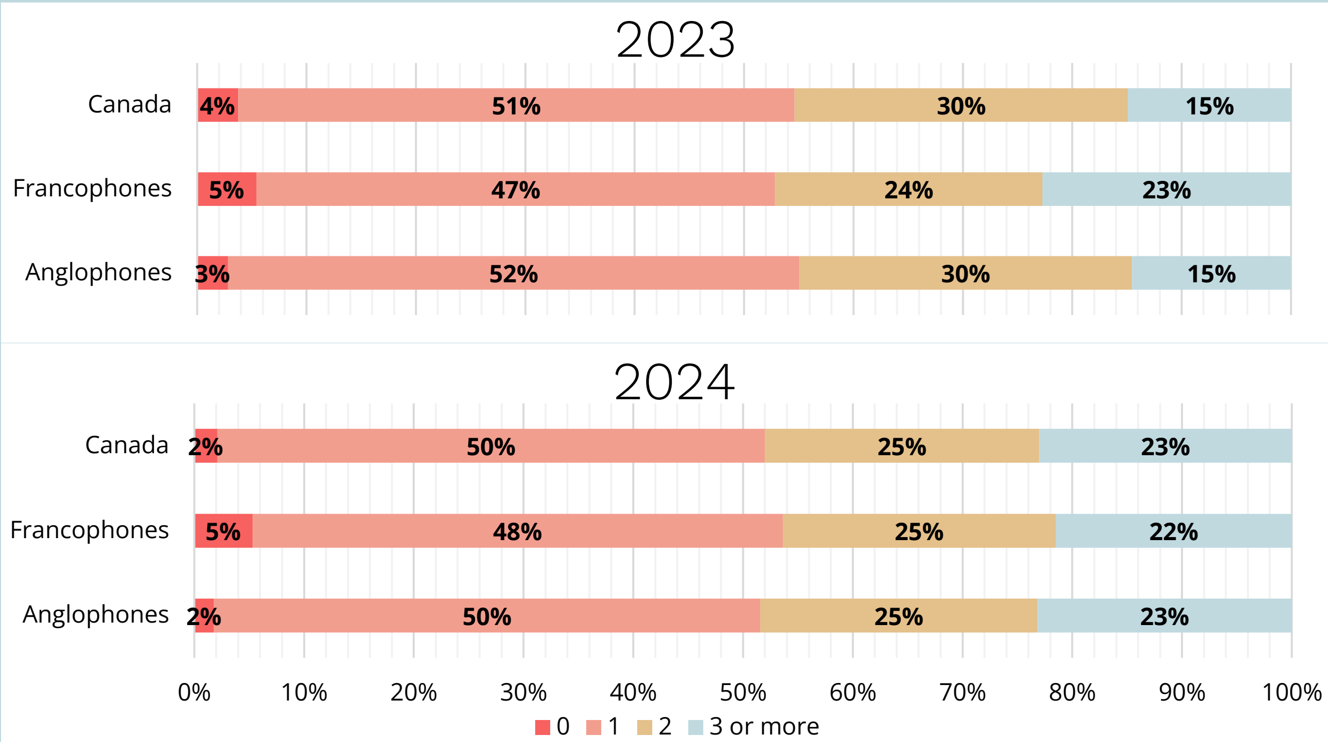


Figure 44 – Breakdown of Canadian, Francophone and Anglophone respondents who regularly pay for online news on the basis of number of subscriptions/memberships to a digital news service in the year preceding the survey, 2023 and 2024. Base: Respondents who made a regular payment to a digital news service in the year preceding the survey. *In 2024, Canada: n=182; Francophones: n=68; Anglophones: n=157.*

For Anglophones (26%) and Canada as a whole (23%), the New York Times is the subscription most frequently cited by respondents who make at least one regular payment for online news (figure 45). This finding points up the significant share of foreign services in Canada, as does Apple News' score, the third largest in the country (17%).

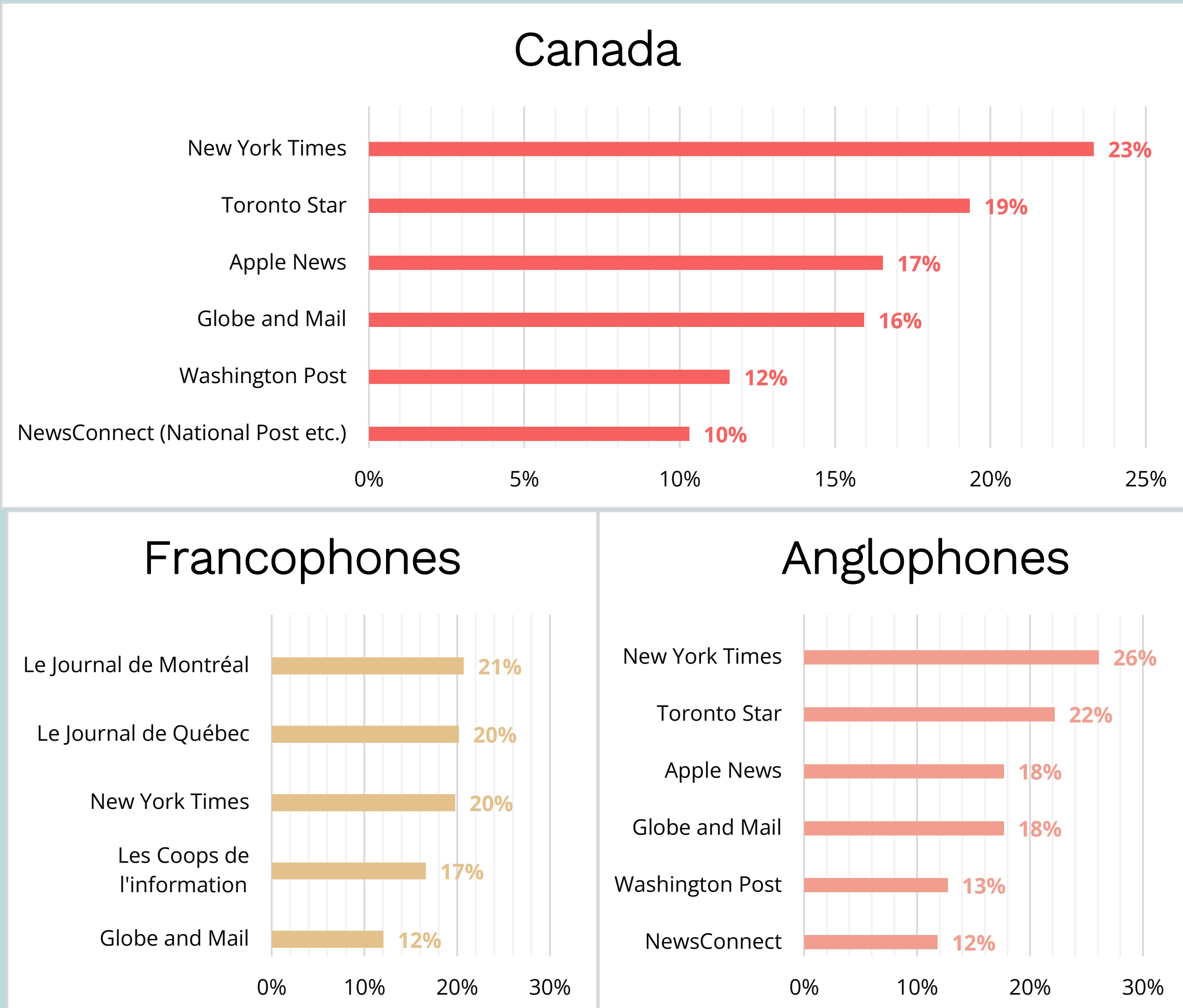


Figure 45 – Shares of Canadian, Anglophone and Francophone respondents paying for a subscription or membership to a news service who made a payment for different brands in the year preceding the survey. Base: Respondents who made a regular payment to at least one digital news service in the year preceding the survey. *Canada: n=182, Francophones: n=68, Anglophones: n=157.*

Note: Only the most cited brands for each group are shown.

4.5 Subscriptions to foreign online news services

Canada stands out in that more than 58% of respondents[16] (63% of Anglophones and 39% of Francophones[17]) who say they make a regular payment for one or more digital news services subscribe to at least one foreign service (figure 46). Most of those cited are based in the United States. Even so, two-thirds of respondents (65%) cite at least one Canadian service that they subscribe to. The proportion is slightly higher among Francophones (72%) than it is among Anglophones (66%).

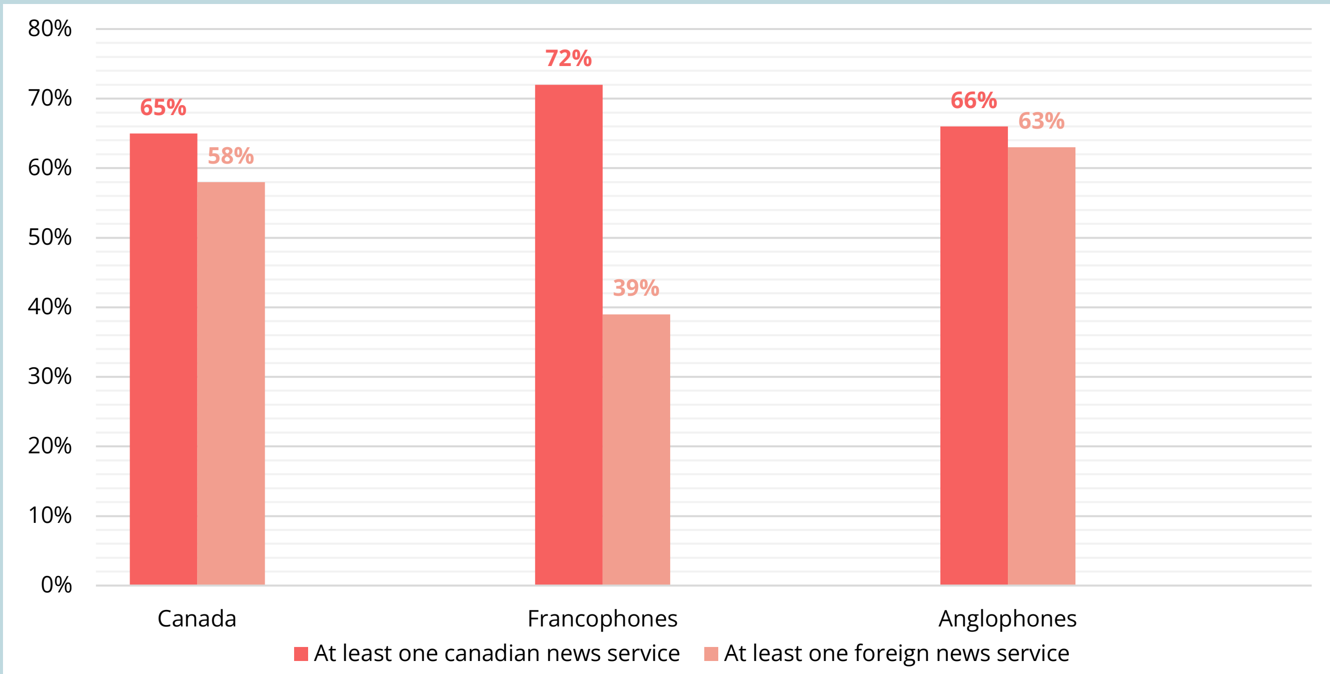


Figure 46 – Shares of Canadian, Anglophone and Francophone respondents paying for a subscription or membership to a news service who made a regular payment to subscribe to at least one foreign digital news service and at least one Canadian digital news service in the year preceding the survey. Base: Respondents who made a regular payment to at least one digital news service in the year preceding the survey. *In 2024, Canada: n=182; Anglophones: n=157; Francophones: n=66.*

[16] Some generic answers (a journalist's newsletter, a service specializing in finance, etc.) did not make it possible to identify the nature of the subscriptions precisely, so the figures in this section probably underestimate the actual shares.
[17] Note that the Francophone sample is very small (n=69).

Appendix - Wordings

1. MEDIA AND PLATFORMS

Q1b_NEW

À quelle fréquence consultez-vous habituellement les nouvelles ? Par « nouvelles », nous entendons les nouvelles nationales, internationales, régionales/locales et autres sujets d'actualité auxquels vous accédez par l'intermédiaire de tout type de support (radio, TV, presse écrite ou en ligne).

Typically, how often do you access news? By news we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online).

Q4

Vous avez indiqué avoir utilisé ces sources d'information au cours de la semaine passée, mais quelle est pour vous la source PRINCIPALE pour les nouvelles ?

You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Q10a_new2017_rc

Parmi les moyens suivants, lequel a représenté le moyen PRINCIPAL par lequel vous avez accédé aux nouvelles au cours de la semaine passée ?

*Which of these was the **MAIN** way in which you came across news in the last week?*

Q8B_2023_V2

Avez-vous utilisé l'appareil suivant pour accéder aux nouvelles au cours de la semaine passée ?

Have you used the following device to access NEWS in the last week?

Q12B

Parmi les sites (ou applications) suivants, quels sont ceux, le cas échéant, que vous avez utilisés au cours de la semaine passée pour trouver, lire, regarder, partager des nouvelles ou en discuter ? Veuillez sélectionner toutes les réponses qui s'appliquent.

Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply.

Q12A

Parmi les sites (ou applications) suivants, quels sont ceux, le cas échéant, que vous avez utilisés au cours de la semaine passée, quel qu'en soit le but ? Veuillez sélectionner toutes les réponses qui s'appliquent.

Which, if any, of the following have you used for any purpose in the last week? Please select all that apply.

Q12_Social_sources

Vous avez indiqué utiliser [Facebook OU X OU Instagram OU YouTube] pour vous tenir au courant de l'actualité… En ce qui concerne l'actualité sur [Facebook OU X OU Instagram OU YouTube], à laquelle de ces sources prêtez-vous généralement la plus grande attention ? Veuillez sélectionner toutes les réponses qui s'appliquent.

You said that you use [Facebook OR X OR Instagram OR YouTube] for news… When it comes to news on [Facebook OR X OR Instagram OR YouTube], which of these sources do you generally pay most attention to? Please select all that apply.

Q6_platform_trust_2024

Toujours concernant à la confiance, dans quelle mesure est-il facile ou difficile pour VOUS de distinguer les nouvelles qui sont dignes de confiance de celles qui ne le sont pas sur chacune des plateformes suivantes ? [Facebook OU X OU Instagram OU YouTube OU Google search]

Still thinking about trust, how easy or difficult is it for YOU to tell apart trustworthy versus untrustworthy news and information on each of the following platforms? [Facebook OR X OR Instagram OR YouTube OR Google search]

Q11_video_2024_GRID

Lorsque vous avez utilisé des vidéos en ligne concernant des questions liées à l'actualité, par exemple via un ordinateur, un téléphone intelligent ou une tablette, à quelle fréquence, le cas échéant, avez-vous regardé les éléments suivants ? [Flux vidéo en ligne en direct OU Courte(s) vidéo(s) d'actualités en ligne OU Vidéo(s) d'actualités en ligne plus longue(s)]

Thinking about when you have used online videos about news-related issues – e.g. via a computer, smartphone or tablet – how often, if at all, do you watch the following? [Live online video stream(s) OR Short online news video(s) OR Longer online news video(s)]

Q11F_2018

Un balado est une série épisodique de fichiers audio-numériques que vous pouvez télécharger, auquel vous pouvez vous abonner, ou que vous pouvez écouter. Quels types de balado parmi la liste suivante avez-vous écouté au cours du mois dernier ? Veuillez choisir toutes les réponses qui s'appliquent.

A podcast is an episodic series of digital audio files, which you can download, subscribe or listen to. Which of the following types of podcast have you listened to in the last month? Please select all that apply.

2. ARTIFICIAL INTELLIGENCE

Q1_AIAwareness_2024

Quelle quantité d'information, le cas échéant, avez-vous entendue ou lue sur l'intelligence artificielle (IA) ?

How much, if anything, have you heard or read about artificial intelligence (AI)?

Q2_AIComfortlevel_2024_1

De manière générale, dans quelle mesure êtes-vous à l'aise ou non avec l'utilisation de nouvelles produites par chacune des méthodes suivantes… ? - Principalement par intelligence artificielle (IA) avec une certaine surveillance humaine

In general, how comfortable or uncomfortable are you with using NEWS produced in each of the following ways…? - Mostly by artificial intelligence (AI) with some human oversight

Q2_AIComfortlevel_2024_2

De manière générale, dans quelle mesure êtes-vous à l'aise ou non avec l'utilisation de nouvelles produites par chacune des méthodes suivantes… ? - Principalement par un journaliste humain avec l'aide de l'intelligence artificielle (IA)

In general, how comfortable or uncomfortable are you with using NEWS produced in each of the following ways…? - Mostly by a human journalist with some help from artificial intelligence (AI)

Q3_AIComfortlevel_News_2024

De manière générale, sur chacun des sujets suivants, dans quelle mesure êtes-vous à l'aise ou non avec l'utilisation de nouvelles produites principalement par l'intelligence artificielle (IA) avec une certaine surveillance humaine ? [Politique ; Criminalité ; Affaires ; Sport ; Célébrités ou divertissement ; Art et culture ; Science et technologie ; Actualités locales]

In general, how comfortable or uncomfortable are you with using NEWS about each of the following topics produced mostly by artificial intelligence (AI) with some human oversight? [Politics; Crime; Business; Sports; Celebrity or entertainment news; Arts and culture; Science and Technology; Local news]

3. TRUST AND INTEREST IN NEWS

Q6_2016_1

Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation qui suit. « Je pense qu'on peut faire confiance à la plupart des informations la plupart du temps ».

Please indicate your level of agreement with the following statements: "I think you can trust most news most of the time."

Q6_2016_6

Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation qui suit. « Je pense pouvoir faire confiance à la plupart des informations que je consulte la plupart du temps ».

Please indicate your level of agreement with the following statements: "I think I can trust most of the news I consume most of the time."

Q1c

Dans quelle mesure, le cas échéant, êtes-vous intéressé(e) par les nouvelles ?

How interested, if at all, would you say you are in news?

Q1d_2022

Parmi les sujets d'actualité suivants, lesquels vous intéressent? Merci de sélectionner toutes les propositions qui conviennent.

Which of the following types of news, if any, are you interested in? Please select all that apply.

Q_Needs_3_2024

D'après votre expérience, quelle part des informations dont vous avez besoin, le cas échéant, est disponible sur chacun des sujets suivants?

In your experience, how much of the information you need, if any, is available to access on each of the following topics?

Q1di_2017

Vous est-il arrivé ces derniers temps d'essayer activement d'éviter les nouvelles?

Do you find yourself actively trying to avoid news these days?

Q1e_2019

Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation qui suit. « Je suis découragé(e) par la quantité d'informations qui circule aujourd'hui. »

Please indicate your level of agreement with the following statement. "I am worn out by the amount of news there is these days."

Q_FAKE_NEWS_1

Veuillez indiquer votre degré d'accord avec la déclaration suivante. « En ce qui concerne les nouvelles en ligne, je suis préoccupé(e) par la possibilité de démêler le vrai du faux sur Internet. »

Please indicate your level of agreement with the following statement. "Thinking about online news, I am concerned about what is real and what is fake on the internet."

Q_FAKE_NEWS_2021a

Avez-vous vu des informations fausses ou trompeuses sur l'un des sujets suivants au cours de la semaine passée ? Veuillez sélectionner toutes les réponses qui s'appliquent.

Have you seen false or misleading information about any of the following topics, in the last week? Please select all that apply.

4. PAYMENT FOR ONLINE NEWS

Q7a

Avez-vous payé pour accéder à un contenu de nouvelles EN LIGNE ou avez-vous accédé à un service payant de nouvelles EN LIGNE au cours de la dernière année ? (Il peut s'agir d'un abonnement numérique, d'un abonnement pour une combinaison de format numérique et imprimé ou d'un paiement unique pour un article, un don, une application ou une édition en ligne).

Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be a digital subscription, combined digital/print subscription, a donation, or one off payment for an article or app or e-edition)

Q7ai

Vous avez indiqué avoir accédé à un contenu de nouvelles payant EN LIGNE au cours de la dernière année… Parmi les types de paiements suivants, quels sont ceux, le cas échéant, que vous avez effectués au cours de la dernière année pour accéder à des nouvelles EN LIGNE ? Veuillez sélectionner toutes les réponses qui s'appliquent.

You said you have accessed paid for ONLINE news content in the last year… Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.

Q1a_Pay_2024

Vous avez déclaré payer un abonnement aux nouvelles en ligne. Combien vous coûte votre PRINCIPAL abonnement aux nouvelles en ligne par mois ?

You said that you pay for an online news subscription. How much does your MAIN online news subscription cost you per month?

Q1b_Pay_2024

Vous avez déclaré ne pas payer actuellement pour les nouvelles en ligne. Si vous deviez payer pour les nouvelles en ligne, quel serait un prix raisonnable que vous seriez prêt(e) à payer, le cas échéant ?

You said you don't currently pay for online news. If you were to pay for online news, what is a fair price that you would be happy paying, if anything?

Q7_SUBS

Vous avez indiqué avoir effectué un paiement dans le cadre d'un abonnement ou d'une adhésion à un service de nouvelles numériques au cours de l'année passée. Combien de fournisseurs de nouvelles payez-vous ainsi ?

You said you have paid a subscription/membership to a digital news service in the last year. How many different news providers do you pay money to in this way?

Q7_SUBS_name_2022

Vous avez indiqué avoir payé un abonnement ou une adhésion à un service de nouvelles numérique au cours de l'année passée… Parmi les suivants, auquel vous êtes-vous abonné(e) ? Merci de sélectionner toutes les propositions qui conviennent.

You said you have paid a subscription/membership to a digital news service in the last year… Which of the following did you subscribe to? Please select all that apply.