



# Trust in Media

How Canadians feel about news outlets

July 2024

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## Methodology

<b>Field Window</b>	June 6th – June 17th, 2024
<b>Sampling</b>	Online survey of randomly-selected sample of 3,500 adult (18+) Canadians.
<b>Reliability*</b>	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 1.7\%$ , 19 times out of 20. The margin of error is larger for sub-segments.
<b>Weighting</b>	Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.
<b>Tracking</b>	In some instances, results have been tracked against Pollara's 2023 "Trust in Media" poll, fielded between June 7 <sup>th</sup> to 15 <sup>th</sup> , 2023 with an online sample of n=3,000 Canadian adults.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	700	$\pm 3.7\%$
Quebec	700	$\pm 3.7\%$
Ontario	900	$\pm 3.3\%$
Manitoba/ Saskatchewan	350	$\pm 5.2\%$
Alberta	250	$\pm 6.2\%$
British Columbia	600	$\pm 4.0\%$
<b>CANADA</b>	<b>3,500</b>	<b><math>\pm 1.7\%</math></b>

# 57%

of Gen Z Canadians get their news regularly from social media, compared to 18% of Boomers



## Key Findings

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- There is a generational divide in how Canadians consume their news. Seniors are most likely to get their news from TV, radio, and online newspapers, while younger Canadians rely on social media.
- 28% of Canadians are currently paying for some form of news.
- The most trusted news source in Canada is **The Weather Network** (net trust score of +58), followed by major news networks **CBC** (+46), **CTV** (+45), and **Global** (+43).
  - Major print publications like **The Globe and Mail** (+32), **The National Post** (+22), **Maclean's** (+21), and **The Toronto Star** (+19) are consumed less, but still enjoy high trust levels.
  - The **BBC** (+34) is the most trusted international news source among Canadians, ahead of **The New York Times** (+24) and **CNN** (+22).
  - The only media outlets tested that are seen as more untrustworthy than trustworthy are **The Sun Newspapers** (-1), **The Western Standard** (-3), **Rebel Media** (-7), **FOX News** (-32), and the satirical news website **The Beaverton** (-4).
- The most trusted media outlets among francophones are **Radio-Canada** (+63), **MétéoMédia** (+49), **LaPresses** (+53), and **TVA** (+41).

# 49%

of Conservative voters  
trust the CBC (down 8  
points from a year ago)



## Key Findings

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- 72% of Canadians are concerned about the disappearance of local news outlets in Canada, with seniors the most concerned (83%).
- When asked directly about what factors build trust with a media outlet, accurate reporting and unbiased reporting top the list.
  - Relatively few say it is their trust in journalists themselves that leads to trust in a news outlet.
  - Only 3% say they trust a news outlet more if its views align with theirs. That said, there is a large partisan divide in trust levels towards many news outlets.
    - Liberals are more trusting than Conservatives of most media outlets (exceptions include the **National Post**, **Sun newspapers**, **The Western Standard**, **Rebel Media**, and **FOX News**). The largest trust gap comes for the CBC, with this gap widening over the past year.
- Only 18% would trust information in a news story produced by a major Canadian news organization if it was written by AI.
  - This figure rises to 26% if a journalist reviews it before publication.

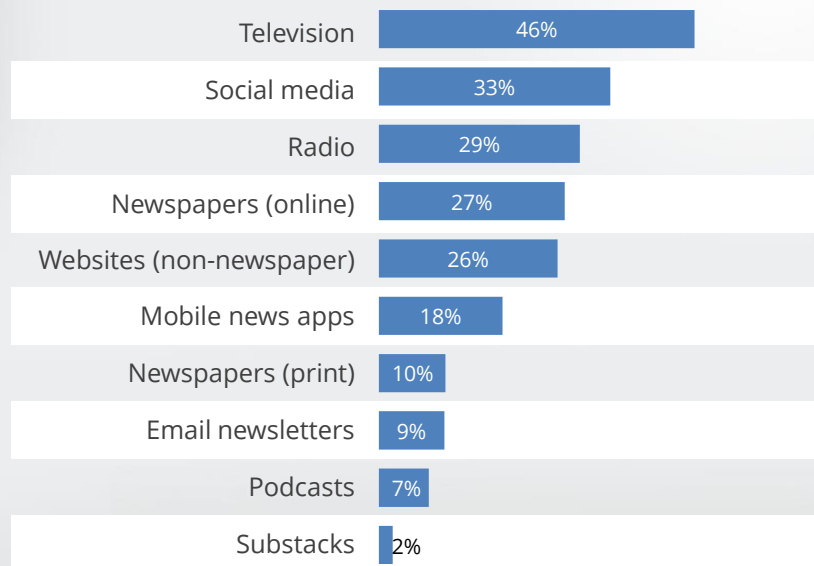


# Media Consumption

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## Television is the primary source of news for Canadians, though many are going online for news

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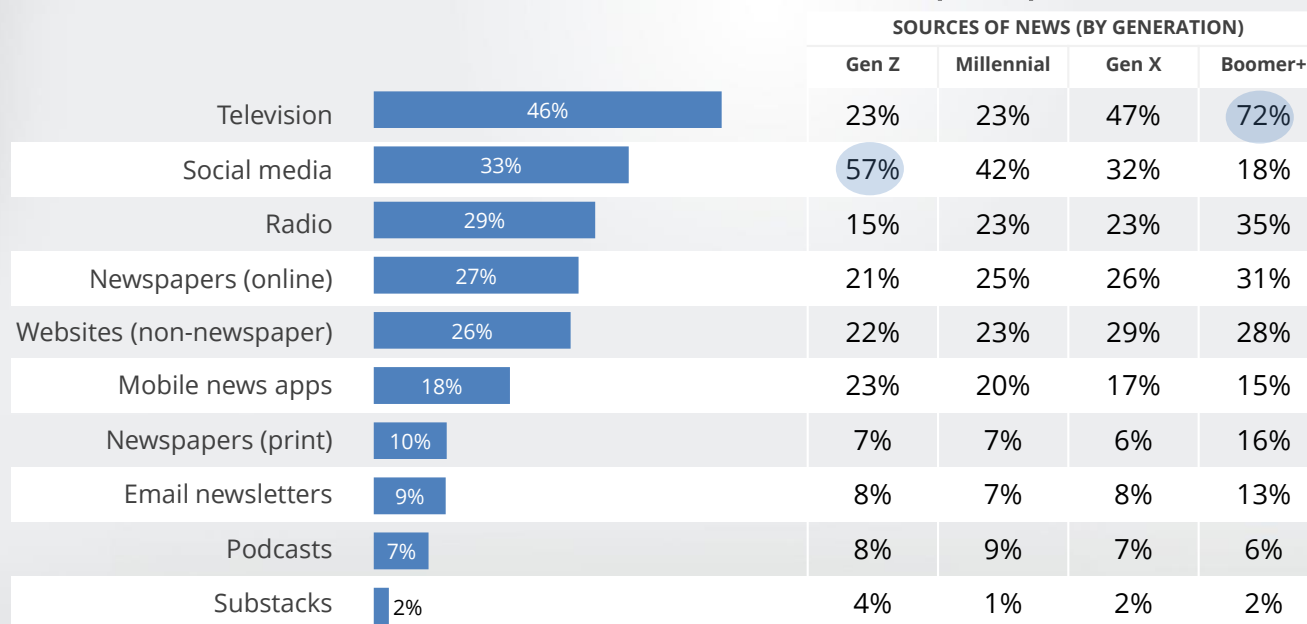


- News consumption levels are similar across education groups, with the exception of online newspapers: 36% of those with university degrees regularly get news from them, compared to 23% of those without degrees.
- Those born in Canada are significantly more likely than immigrants to get their news via television (48% vs. 39%) or radio (31% vs. 22%), while immigrants are more likely to get their news via social media (42% vs. 31%).



Generally speaking, where do you get the majority of your news on a daily basis?  
Base: All respondents (n=3,500)

## Generational disconnect, with young people getting most news via social media and older people via TV



Generally speaking, where do you get the majority of your news on a daily basis?  
Base: All respondents (n=3,500)

## Three-in-ten (28%) Canadians **pay** for news

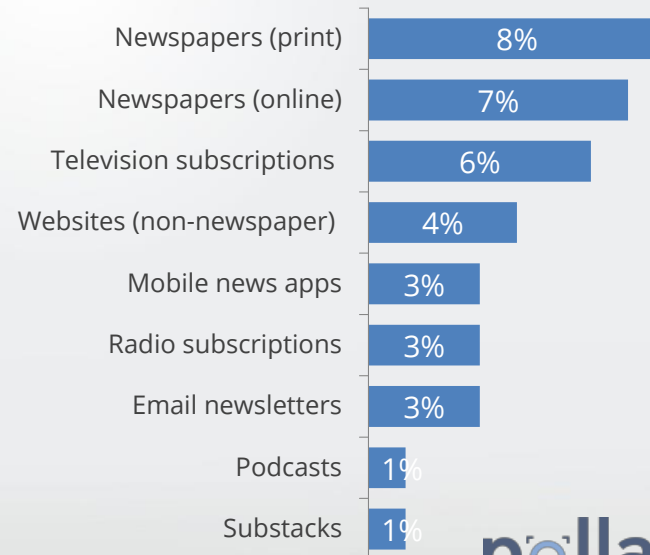
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# 28%



Pay to subscribe to news

- 31% of Gen Z
- 26% of Millennials
- 24% of Gen X
- 32% of Boomer+



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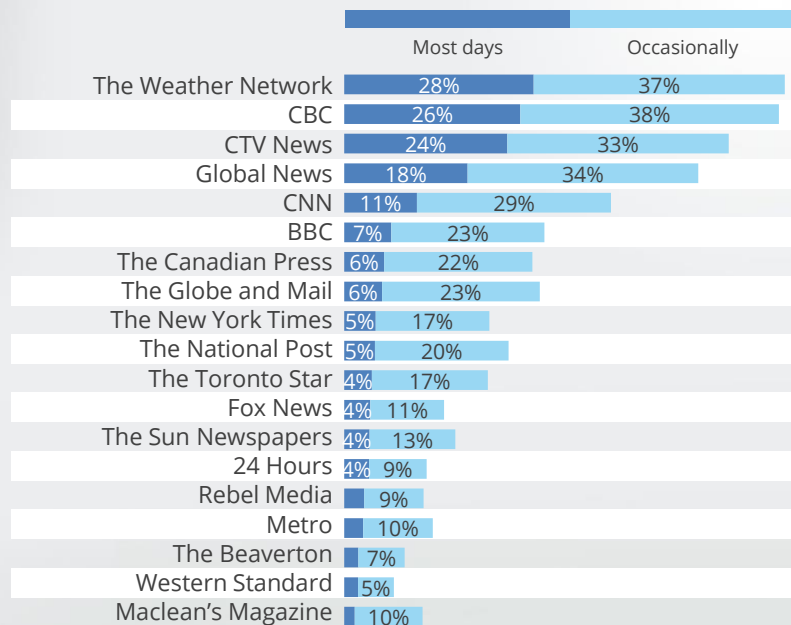


Do you or does your household pay to subscribe to news content in any of the following ways?  
Base: All respondents (n=3,500)



## Canadians turn to The Weather Network, CBC, CTV and Global most regularly for their news

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- Consumption levels are higher among university educated Canadians for all media outlets *except* for Global News, where levels are similar across education groups, and the Sun, which those with University degrees are *less* likely to read.
- Immigrants are significantly more likely than those born in Canada to get news from the BBC daily (15% vs. 5%).
- Urban residents more than twice as likely as rural Canadians to read major newspapers daily.

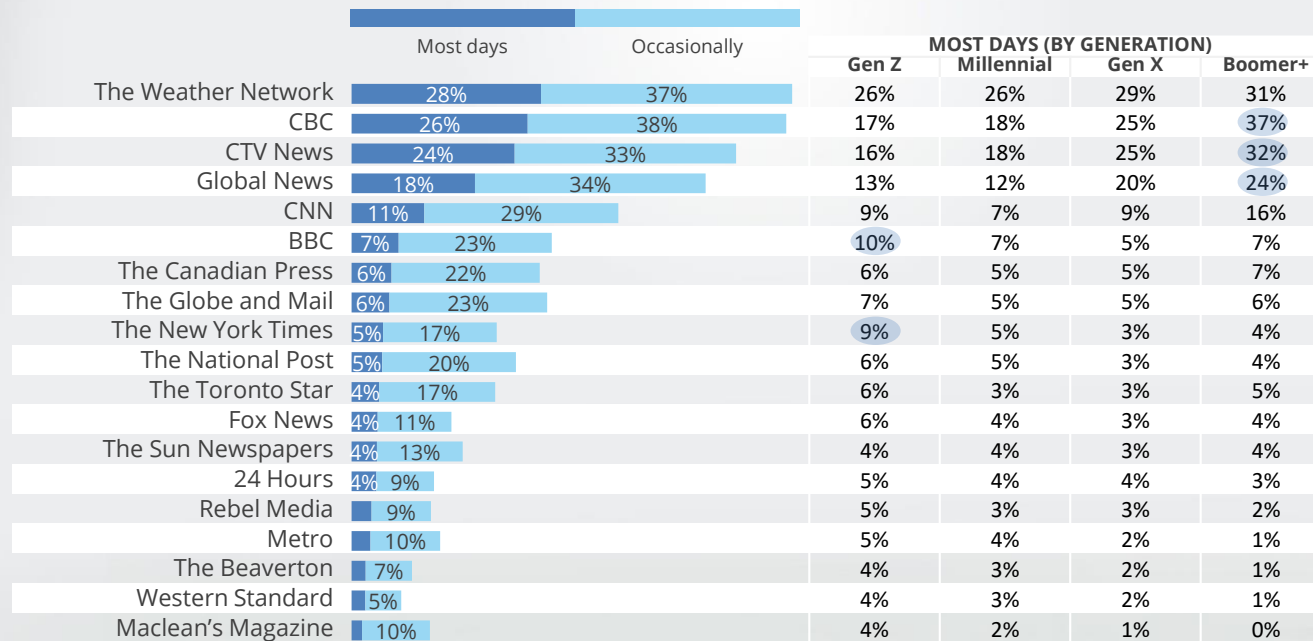


How often do you get news from the following media organizations?  
Base: All respondents (n=3,500)

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## Media consumption, by generation

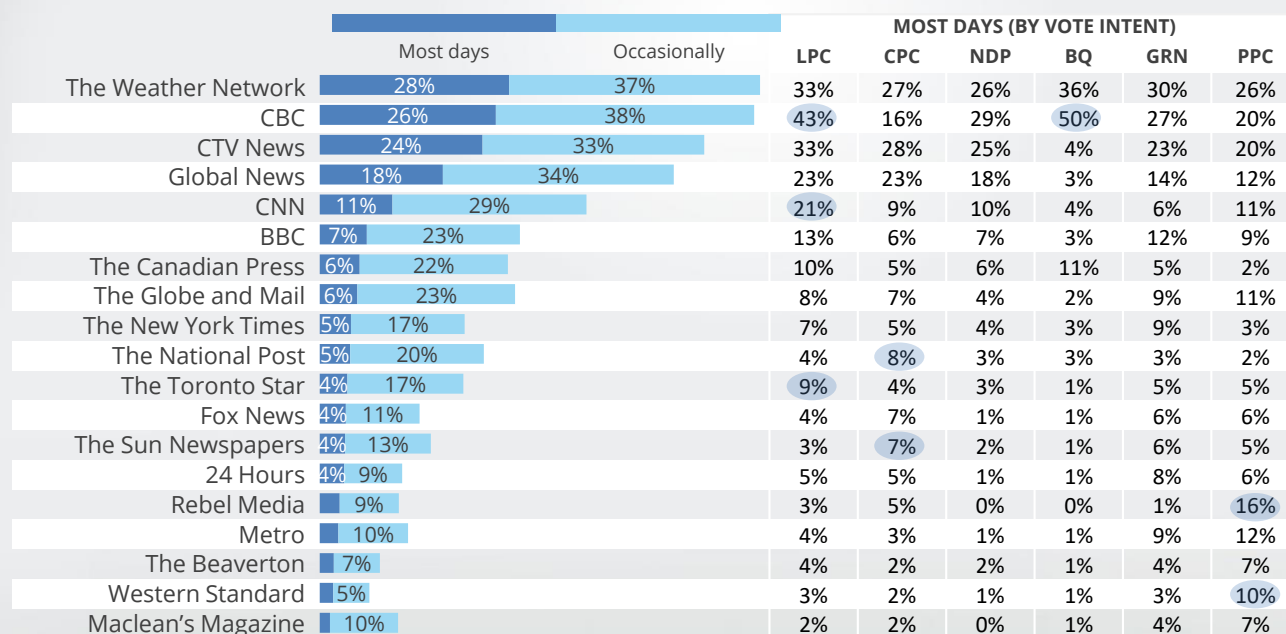
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How often do you get news from the following media organizations?  
Base: All respondents (n=3,500)

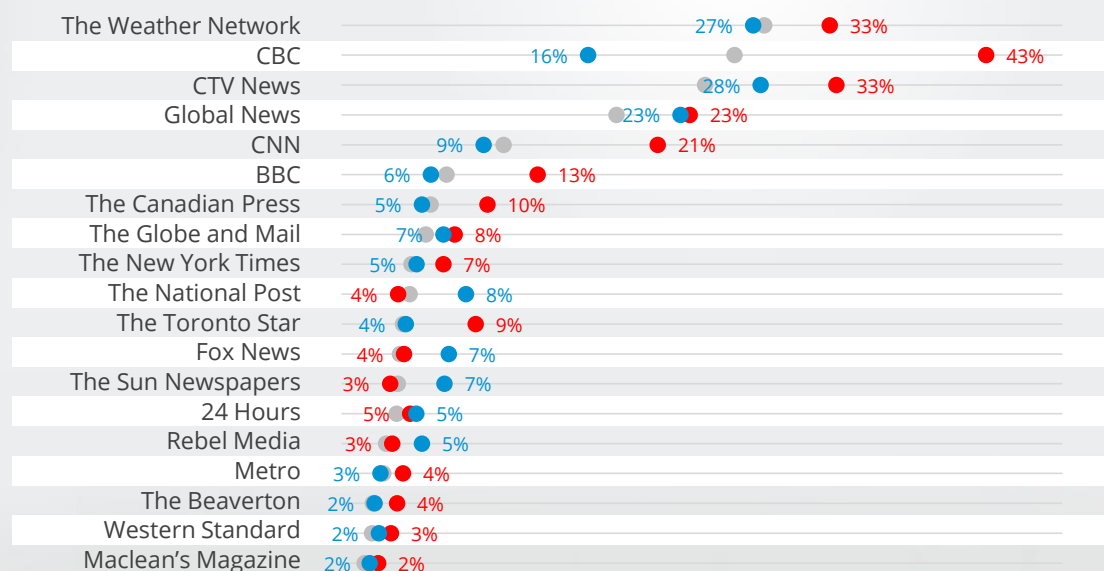
## Media consumption, by vote intent

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How often do you get news from the following media organizations?  
Base: All respondents (n=3,500)

## CBC consumption significantly higher among Liberal than Conservative voters



LPC Voters

CPC Voters

OVERALL

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How often do you get news from the following media organizations?  
Base: All respondents (n=3,500)



# Trust in Media

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## Canada's most trusted media organizations

7 Day Forecast - Mon



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Météo Média The Weather Network

**71%** Trustworthy | **13%** Untrustworthy

**CBC NEWS**

**67%** Trustworthy | **21%** Untrustworthy

**CTV NEWS**

**62%** Trustworthy | **17%** Untrustworthy

**Global NEWS**

**59%** Trustworthy | **16%** Untrustworthy

**THE GLOBE AND MAIL**

**49%** Trustworthy | **17%** Untrustworthy

**THE CANADIAN PRESS**

**44%** Trustworthy | **15%** Untrustworthy

**NATIONAL POST**

**41%** Trustworthy | **19%** Untrustworthy

**TORONTO STAR**

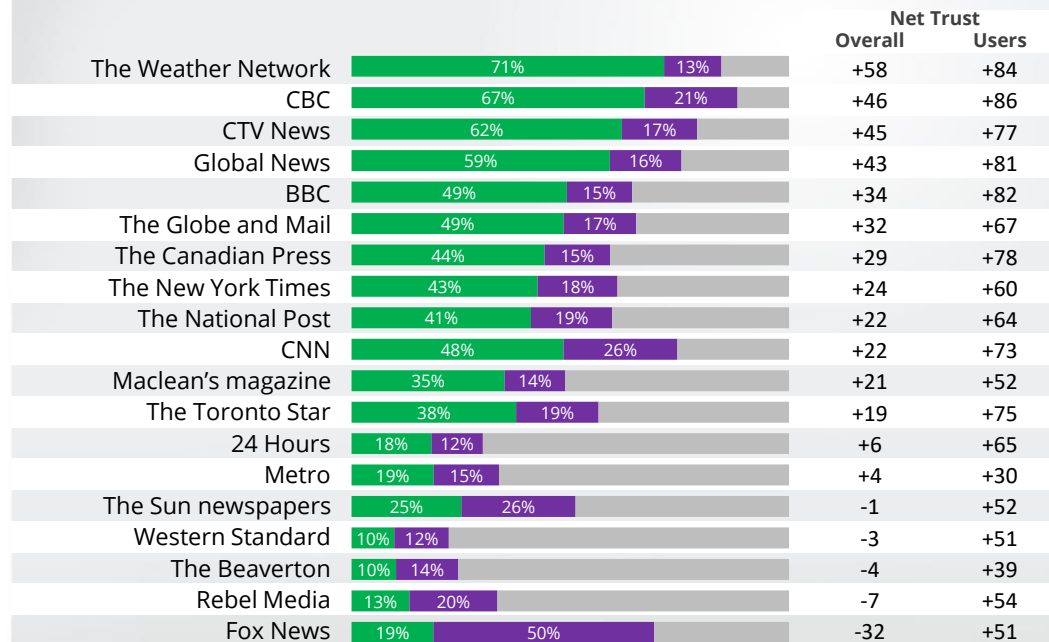
**38%** Trustworthy | **19%** Untrustworthy

**MACLEAN'S**

**35%** Trustworthy | **14%** Untrustworthy

## Major Canadian TV networks generally trusted

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- The only media outlets with *negative* trust with the broader public are FOX News, Rebel Media, The Beaverton, The Western Standard, and The Sun newspapers. However, they are all trusted by their own users.
- Trust levels are high for all media sources among those who at least occasionally use them. The CBC (+86), The Weather Network (+84), BBC (+82), Global (+81), The Canadian Press (+78), and CTV (+77) are the most trusted *among people who read/watch them*.




How trustworthy do you find the news reported by the following media organizations?  
Base: All respondents (n=3,500)

## Regional variations in play for many outlets

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The most trusted media organizations in **rural Canada** are The Weather Network (73% / 12%), Global News (64% / 12%), CTV News (64% / 14%), and the CBC (62% / 16%).

 Outside of The Weather Network, Global News is the most trusted media outlet in BC (73% / 17%), Alberta (64% / 24%), as well as Saskatchewan & Manitoba Alberta (70% / 16%)

 Trust in CBC-Radio Canada is highest in Quebec (77% / 14%)

### **TORONTO STAR**

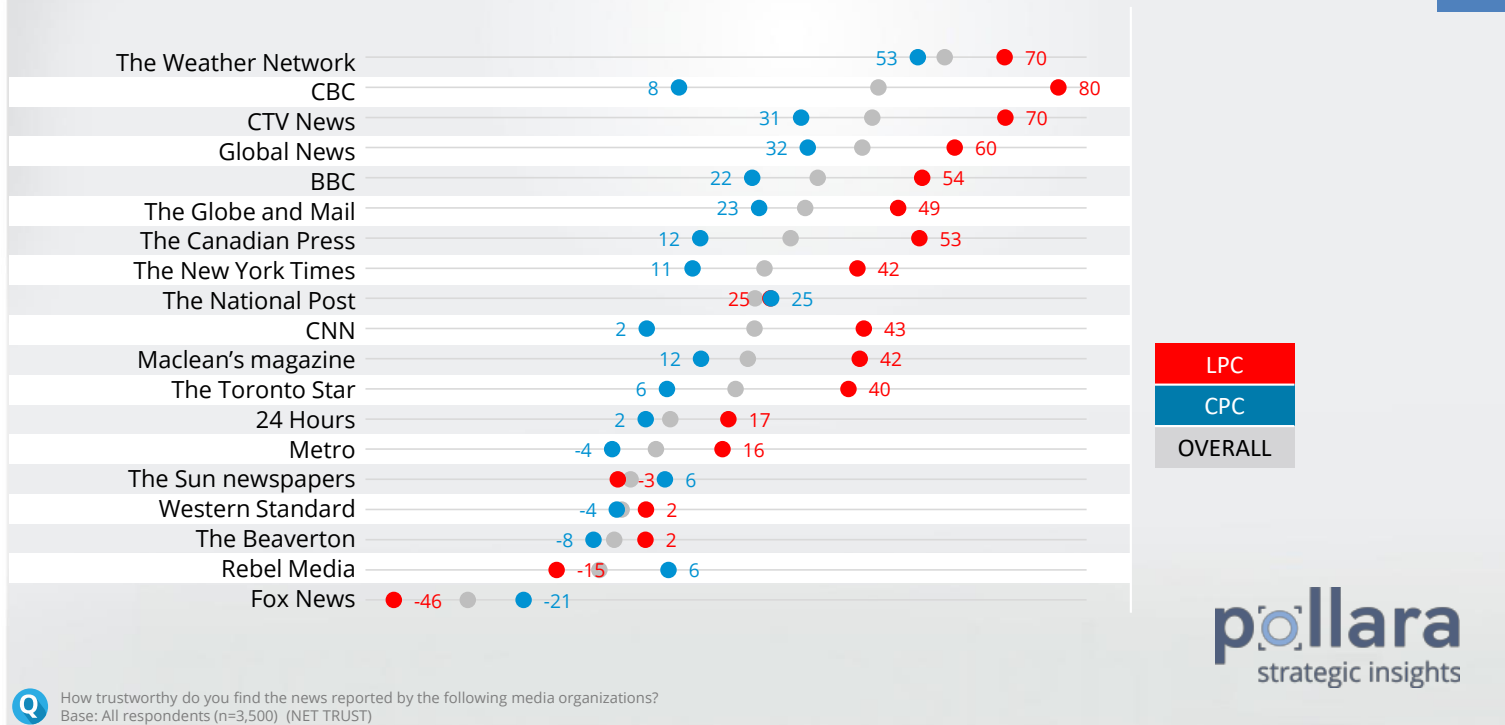
The Star enjoys high trust levels in Ontario (52% / 23%)

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# Liberals more trusting than Conservatives of most media

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## Liberal voters are generally most trusting of traditional media outlets

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	Lib	CPC	NDP	BQ	GP	PPC
The Weather Network	+70	+53	+70	+64	+59	+3
CBC	+80	+8	+76	+81	+47	-27
CTV News	+70	+31	+66	+21	+38	-12
Global News	+60	+32	+62	+22	+45	-21
BBC	+54	+22	+54	+31	+45	-6
The Globe and Mail	+49	+23	+47	+31	+38	-34
The Canadian Press	+53	+12	+41	+50	+48	-21
The New York Times	+42	+11	+40	+35	+26	-27
The National Post	+25	+25	+24	+24	+23	-17
CNN	+43	+2	+40	+35	+20	-20
Maclean's magazine	+42	+12	+31	+12	+28	-28
The Toronto Star	+40	+6	+27	+21	+26	-24
24 Hours	+17	+2	+7	+18	+8	-19
Metro	+16	-4	+4	+19	+11	-17
The Sun newspapers	-3	+6	-6	+5	-9	-29
Western Standard	+2	-4	-3	+2	+3	-9
The Beaverton	+2	-8	-2	+1	+7	-25
Rebel Media	-15	+6	-22	-5	-12	+10
Fox News	-46	-21	-57	-13	-38	-21

- Liberal voters are significantly more trusting of traditional TV/print media outlets than Conservative voters. The only media outlets Conservatives trust more than Liberals are Sun newspapers, Rebel Media, and FOX news.
- PPC voters trust Rebel Media more than all other media outlets. The only other media source they trust more than distrust is The Weather Network.



How trustworthy do you find the news reported by the following media organizations?  
Base: All respondents (n=3,500)

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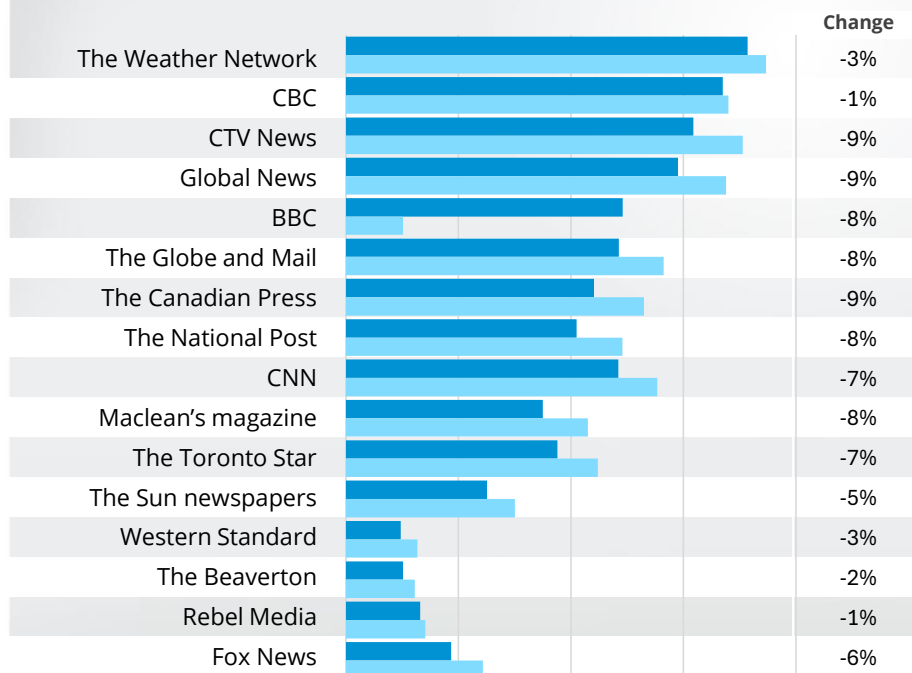
Older Canadians tend to trust legacy media more than younger ones, women more trusting than men

Average **net trust** (trustworthy – untrustworthy) in legacy TV and print media organizations (CTV, Global, CBC, Globe and Mail, National Post, Toronto Star).

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Women		Men
+26	Gen Z	+25
+30	Millennials	+19
+41	Gen X	+36
+46	Boomers+	+39

## Trust down across all media



2024

2023

20

- Views around the CBC have grown more polarized over the past year. While the share of Liberal and NDP voters who trust the CBC is up 3 points, the share of Conservatives who trust them is down 8 points.
- On the other side, the level of trust Liberals have in Rebel media is down 5 points, while the level of trust Conservatives have in it is up 5 points.

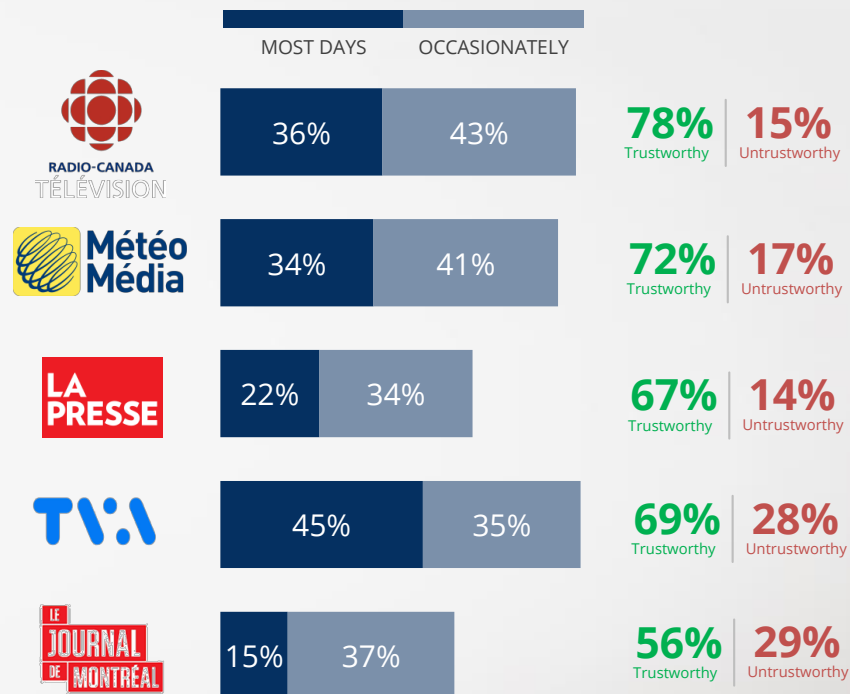


How trustworthy do you find the news reported by the following media organizations?  
Base: All respondents (n=3,500) (TOTAL TRUST)



## Francophone media summary

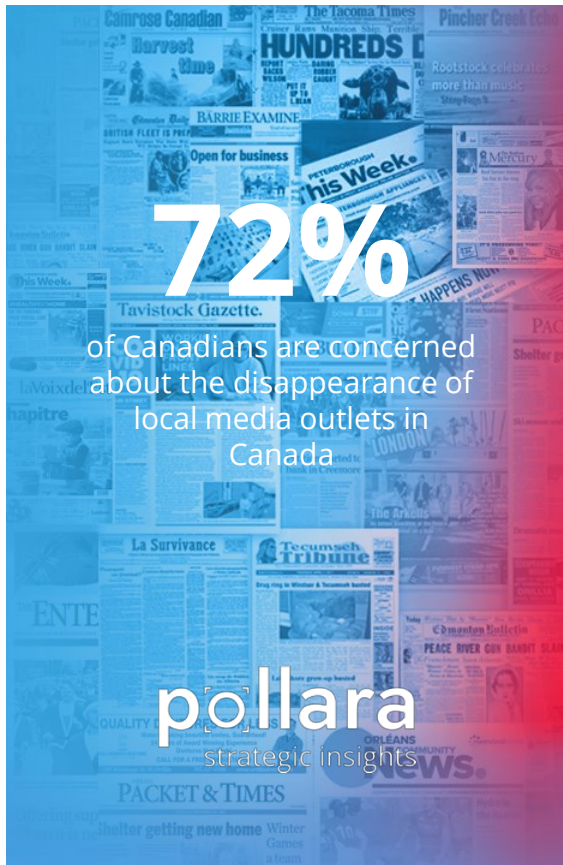
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# Media Challenges

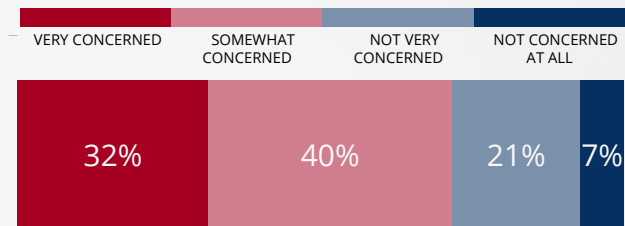
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## Disappearance of local news outlets

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- Seniors (43% very concerned / 83% concerned) and prairie residents (38% / 76%) worry most about local media decline
- Urban and rural Canadians express equal concern about the disappearance of local media



How concerned are you about the following issues? The disappearance of local news outlets in Canada  
Base: All respondents (n=3,500)



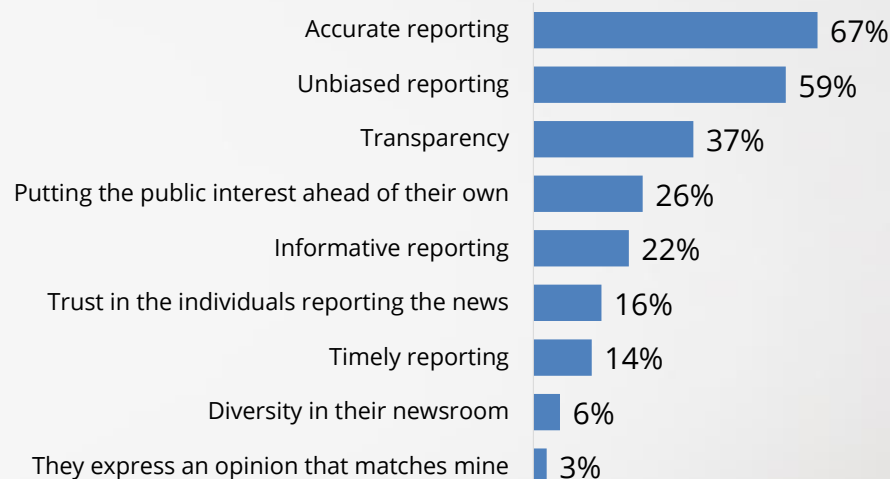
# 67%

of Canadians say "accurate reporting" is one of the largest factors in whether or not they trust a media outlet

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## When asked directly about trust, accurate and unbiased reporting are prioritized

- Trust stems more from views about the organization, than trust in individual journalists.



Q Which of the following factors have the largest impact on whether or not you trust a media outlet? Please select up to 3 factors from the list below.  
Base: All respondents (n=3,500)



# 18%

of Canadians would trust the information in a news story produced by a Canadian news organization if it was written by AI



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## Low levels of trust for AI-written news

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- Only 1-in-5 Canadians (18%) say they would trust information in a news story produced by a Canadian news organization if it was written by AI. This figure rises to 26% when told it would also be reviewed by a journalist.
- Women and older people tend to be less trusting of AI-written news.

### News written by AI

**18%** Trustworthy  
**61%** Untrustworthy

### News written by AI & reviewed by a journalist

**26%** Trustworthy  
**49%** Untrustworthy



How trustworthy would you find information in a news story produced by a major Canadian news organization, if it was [SPLIT] written by AI / written by AI and reviewed by a journalist?  
Base: All respondents (N=3,500 split sampled)

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