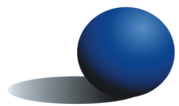


Attitudes to News Media

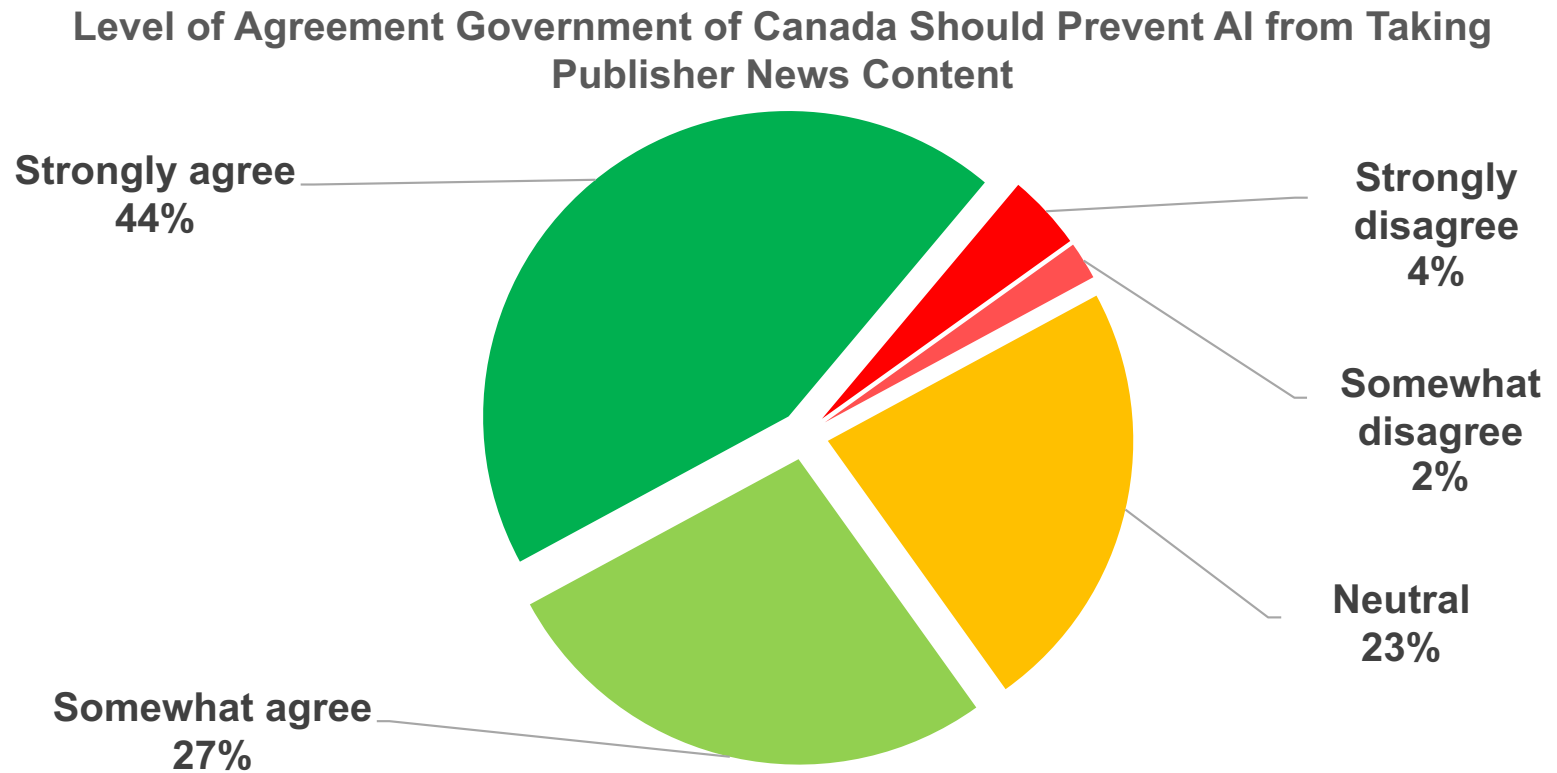
Conducted for News Media Canada

March 2026



Totum *Research Inc*

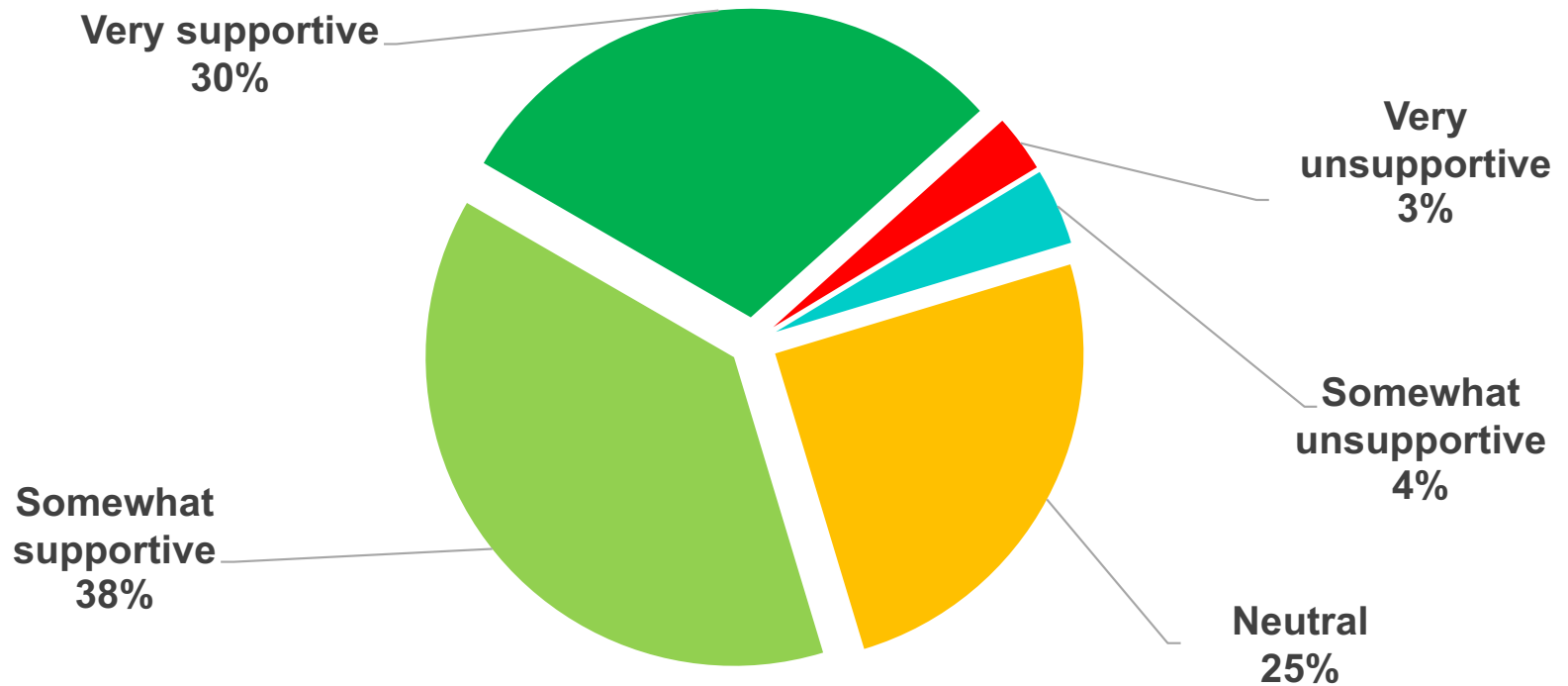
71% of Canadians Agree the Government of Canada Should Take Action to Prevent AI Companies From Taking and Repackaging Publisher News Content Without Permission or Compensation



Q. AI (Artificial Intelligence) companies are allegedly taking news content from publishers without permission or compensation and repackaging it. Do you agree or disagree that the Government of Canada should do something to prevent these AI companies from doing this?

68% of Canadians Are Supportive of the Federal Government Committing a Percentage of its Advertising Budget to Local News Publishers

Level of Support for Federal Government Allocation of a Percentage of its Advertising Budget to Canadian News Publishers



Q. The Ontario provincial government supports local news publishers by allocating a portion of its advertising budgets to Ontario-based news publishers. Do you agree or disagree that the federal government should adopt a similar “Buy Canadian” approach and commit a percentage of its advertising budget to Canadian-owned media?



Study Design

- An online study was conducted with 2,404 adult Canadians.
- Invitation blasts were sent out between 9 December 2025 and 14 January 2026. Invites were paused for the holiday period and resumed between 5 and 14 January 2026.
- Quotas of 501 in each of Western Provinces and Ontario, 900 in Québec and 498 in the Atlantic Provinces were applied. These quotas were all achieved or exceeded.
- Targets were also set by community size - <10K population, 10K–99.9K and 100K+
- Age, language and gender targets were applied to ensure reasonable representation.
 - 50% of the respondents were to be male, 50% female
 - About half of the respondents were to be ages 18-34; 40% aged 35-64; and 10% Seniors.
 - 62.5% were to be English speakers and 37.5% French.
 - These targets were achieved.

Study Details

Study Timing

Dec. 2025 – Jan. 2026

Online Panel

2,404 online interviews conducted with adult Canadians

National Scope

78% English / 22% French

Study Management

Totum Research

Maximum Margin of Error

±2.0% at the 95% confidence level

Nationally Representative Sample

Men 50%, Women 50%

18-34: 49%, 35-49: 20%, 50-64: 21%, 65+ 10%

West 21%, Ontario 21%, Quebec 37%, Atlantic 21%

Weighted Sample

Men 50%, Women 50%

18-34: 26%, 35-64: 51%, 65+ 23%

West 33%, Ontario 39%, Quebec 22%, Atlantic 6%

