



Ipsos Public Affairs

RTDNA **Canada**

Radio Television Digital News Association
Association des nouvelles radio, télévision et numériques

Trust in News Sources

MAY 2017

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GAME CHANGERS



METHODOLOGY

These are findings of an Ipsos poll conducted on behalf of the RTDNA.

For this survey, a sample of 1,001 Canadians from the Ipsos I-Say panel was interviewed from May 5th to May 8th, 2017.

Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.

The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.

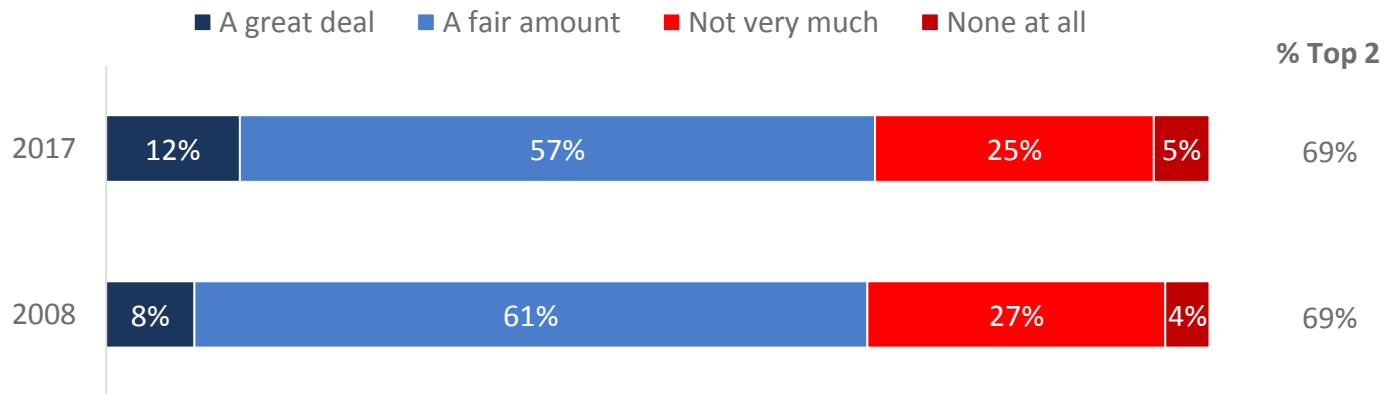
Credibility intervals are wider among subsets of the population.



TRUST IN MEDIA

TRUST AND CONFIDENCE IN TRADITIONAL NEWS MEDIA

- Despite the proliferation of social media, fake news, and alternative facts, seven in ten (69%) Canadians continue to trust traditional news media – unchanged since 2008 – suggesting these new sources haven't impacted the degree of trust Canadians have in traditional media. However, trust is lower among Millennials at 59%, meaning four in ten (41%) Millennials do not trust traditional news media.



	Total	GENDER		AGE			EDUCATION				REGION					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	A	B	C	D	E	F
Base: All Respondents	1001	465	536	284	361	356	67	185	446	303	124	104	73	360	237	103
A great deal/ A fair amount	69%	69%	69%	59%	72%_c	75%_c	75%	65%	70%	73%	56%	58%	67%	71%_{AB}	80%_{ABCD}	68%

Q1. In general, how much trust and confidence do you have in traditional news media - such as newspapers, news magazines, TV and radio news - when it comes to reporting the news fully, accurately and fairly?

GOVERNMENT VS. NEWS MEDIA

- In cases where government denies a story reported in the news media, Canadians are much more likely to believe the media over the government – albeit to a lesser extent than in 2008 (down 7 points).



23%

The Government
2008: 16% (+7 pts)



77%

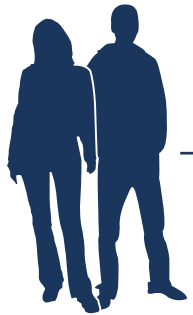
The News Media
2008: 84% (-7 pts)

Q2. From time to time, senior government officials deny reports in the national news media and say that news reports are not accurate. In such cases, who do you tend to believe?


NEWS MEDIA ACCESSED IN PAST MONTH

- Broadcast TV leads as the most common source for news. Facebook, however, is the #2 source, ahead of print newspapers and news radio. Canadians are more likely than Americans to have sourced their news from broadcast TV news, print newspapers, and, especially, news radio. For Millennials, Facebook and social media (generally) are ahead of broadcast TV news and papers

Millennials



61% 
Facebook

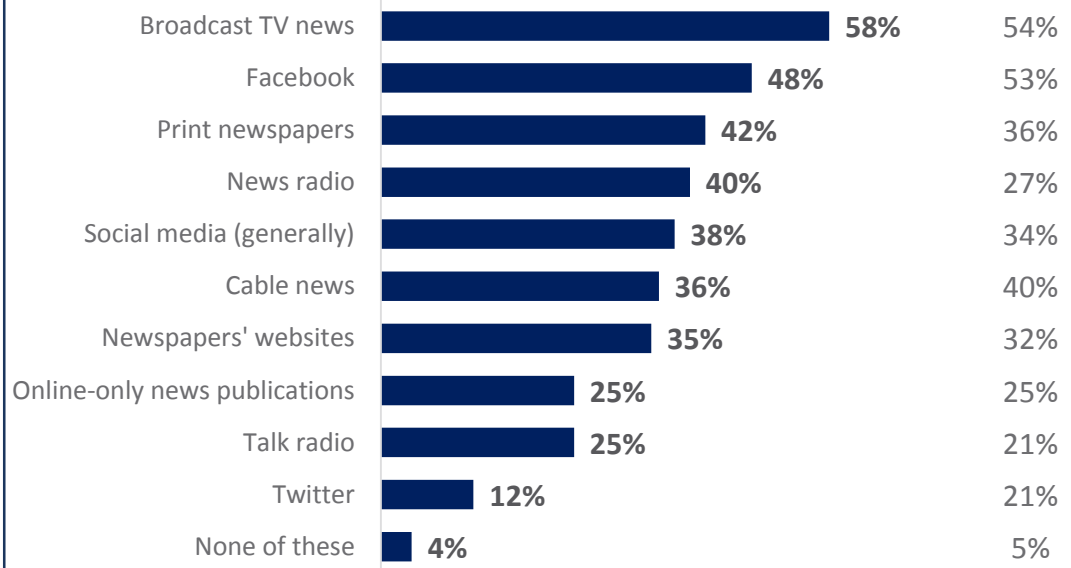
54% 
Social media (generally)

39% 
Broadcast TV news

30% 
Print newspapers

23% 
Twitter

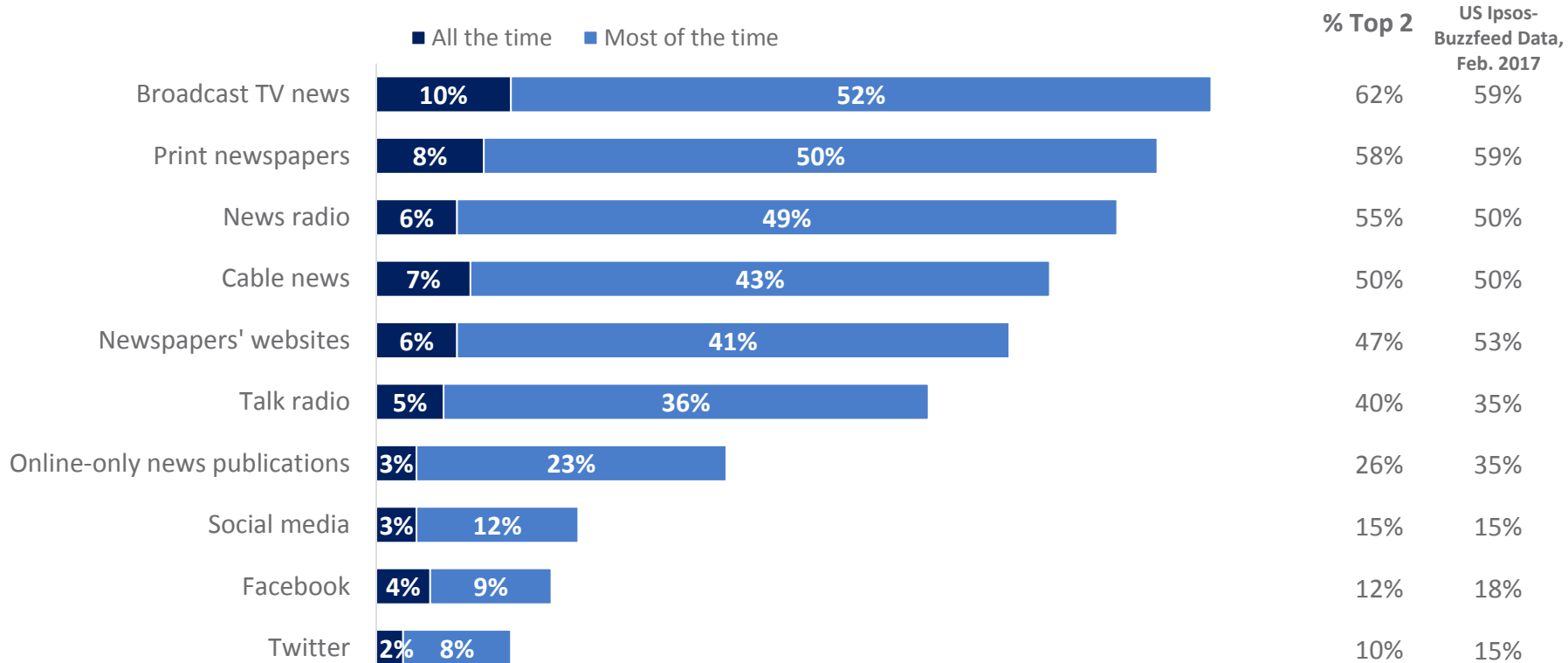
All Canadians



3. In the last month, have you gotten news from any of the following?

FREQUENCY OF TRUST

- Traditional news sources are trusted more often than online or social media sources, led by broadcast TV news and print newspapers. Compared to Americans, Canadians are more trusting of broadcast TV news, news radio and talk radio, but less trusting of newspapers' websites, online-only news publications and Facebook.

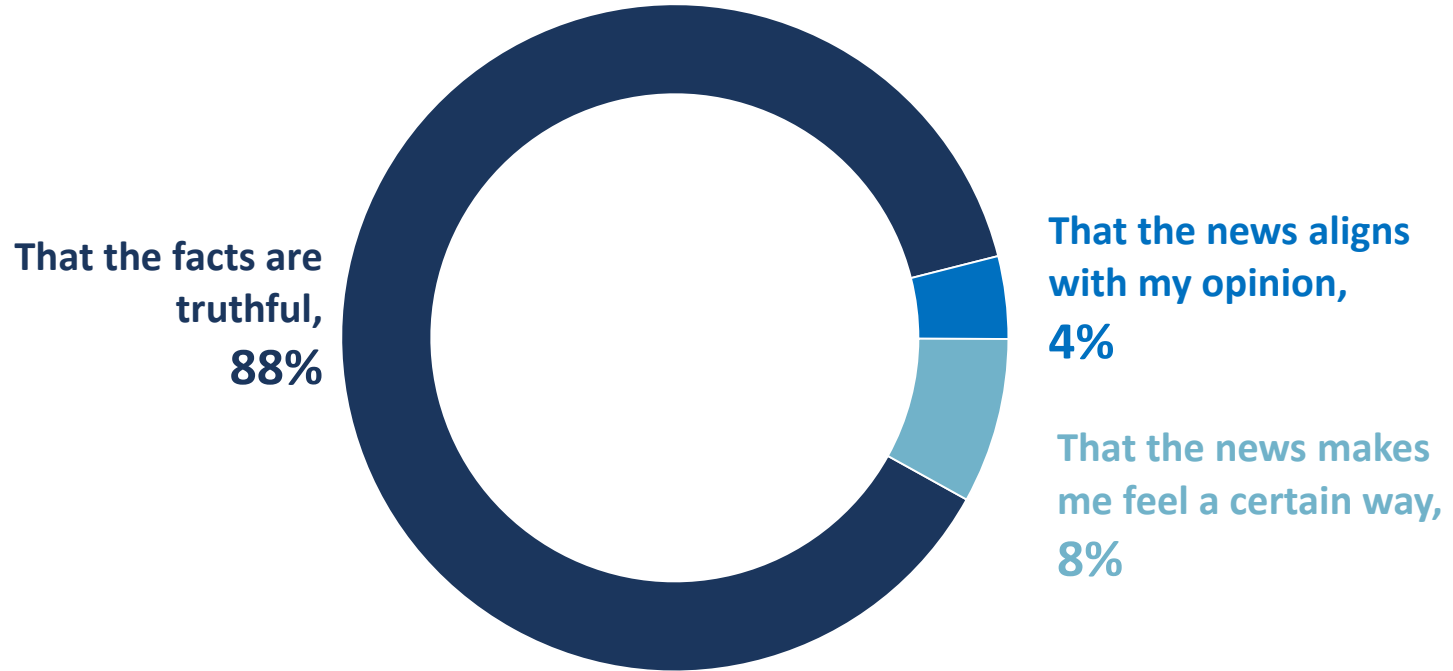


Q4. Do you trust the news you read or hear:

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IMPORTANT FACTORS WHEN CONSUMING NEWS

- The overwhelming majority of Canadians (88%) say truthful facts are the most important thing when watching, reading or listening to news. Smaller groups say it's more important that the news makes them feel a certain way (8%), or that it aligns with their opinions (4%).

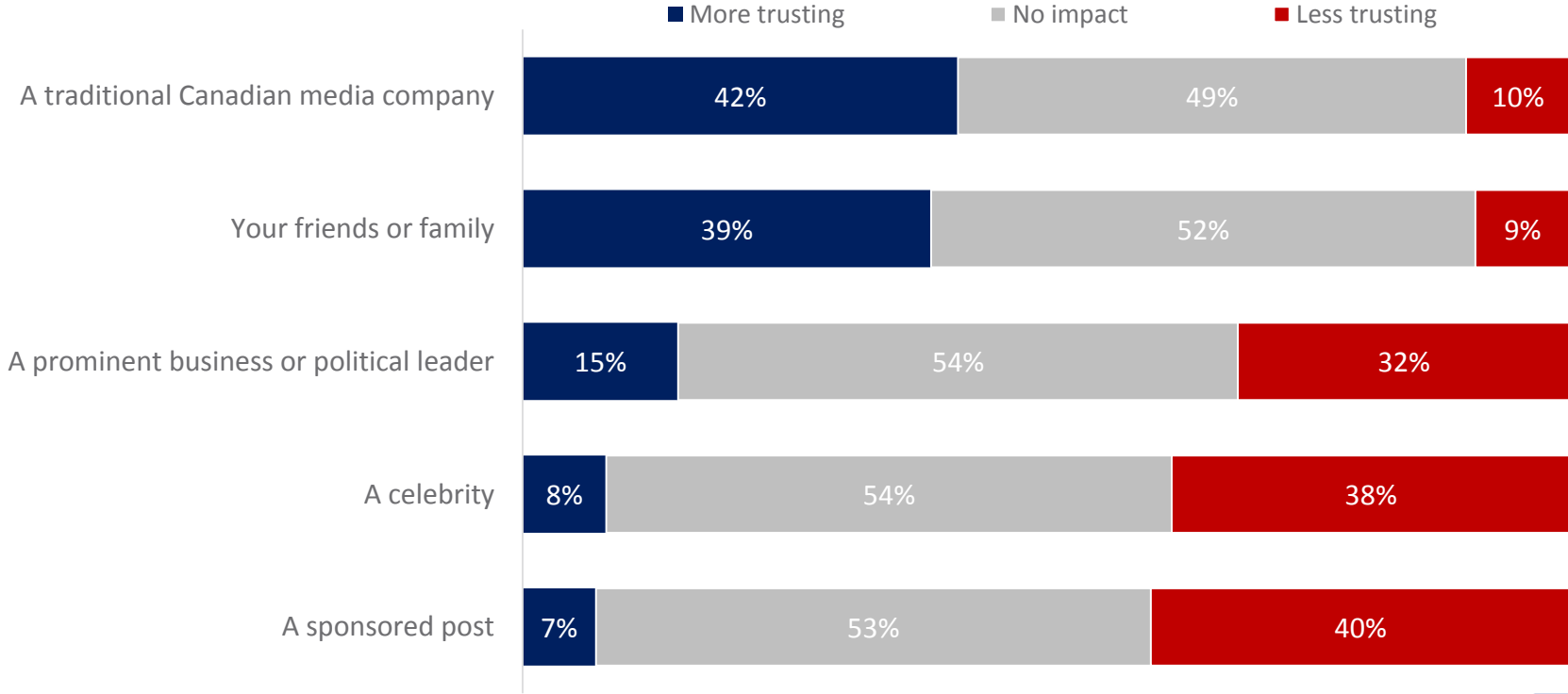


5. When watching, reading or listening to news, what is most important to you:

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IMPACT ON TRUST BASED ON WHO SHARED THE STORY ON SOCIAL MEDIA

- When it comes to stories shared on social media, about half of Canadians say that the original source of the story doesn't impact how much they choose to trust it. In general, news stories shared by a traditional Canadian media company or a personal acquaintance are trusted more than those shared by a business/political leader, a celebrity, or a sponsored post.



6. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources:

SOURCES OF NEWS CONSUMPTION

- Despite the closure of many local news sources and existing local news platforms using more national/international content for their stories, Canadians say that nearly half (45%) of all their news is consumed from local sources, while less news is obtained from national or international sources individually.

Mean



45%

Local news sources



33%

National news sources



22%

International news sources

7. What percentage of the news that you consume comes from the following sources:

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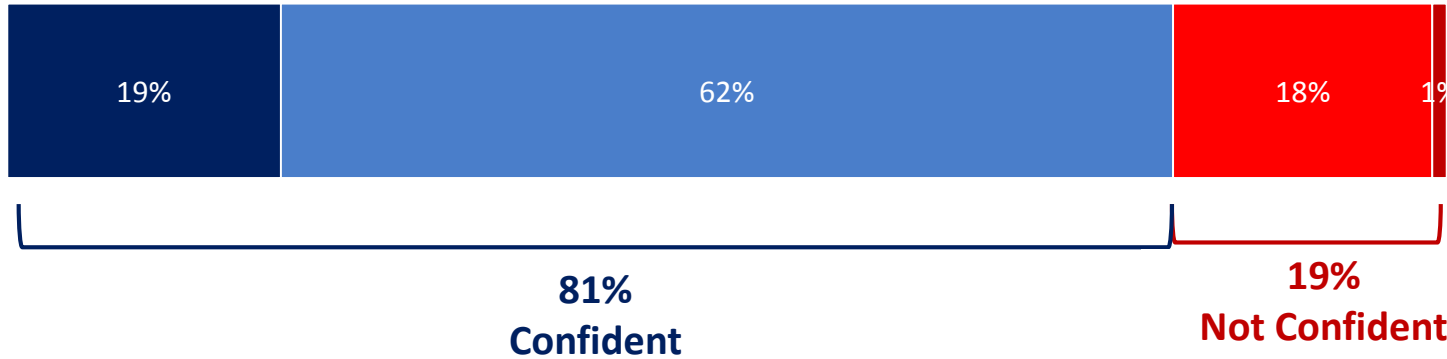


'FAKE NEWS'

CONFIDENCE IN ABILITY TO DETERMINE REAL AND FAKE

- A majority – eight in ten (81%) Canadians – are at least somewhat confident in their ability to distinguish between legitimate and ‘fake’ news. Men are more confident than women, as are university grads compared to the less educated. While a majority in all regions are confident, Quebecers (67%) are less likely to be so than anyone else.

■ Very confident
 ■ Somewhat confident
 ■ Not very confident
 ■ Not at all confident



	Total	GENDER		AGE			EDUCATION				REGION					
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% Confident	81%	86% _B	76%	82%	81%	80%	77%	81%	80%	87% _H	85% _E	84% _E	84% _E	86% _E	67%	88% _E

8. How confident are you in your ability to distinguish between legitimate and accurate news, fake news, false news and alternative facts?

FAKE NEWS QUIZ

- However, when English-speaking Canadians were shown a series of six images from news websites, and asked to indicate which ones were 'fake news', a majority (63%) failed the quiz by only getting 0-3 out of 6 right. The pass/fail rate was broadly similar across gender, age, education and regional lines, and showed no correlation with people's confidence in their ability to detect fake news.



	GENDER		AGE			EDUCATION				REGION						ABILITY TO DISTINGUISH	
	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Confident	Not Confident
	A	B	C	D	E	F	G	H	I	A	B	C	D	E	F	G	H
<i>Base: All Respondents</i>	379	414	240	269	284	51	140	367	235	123	102	70	351	51	96	683	110
Pass	38%	37%	39%	37%	36%	32%	40%	36%	38%	38%	29%	40%	39%	37%	35%	37%	36%
Fail	62%	63%	61%	63%	64%	68%	60%	64%	62%	62%	71%	60%	61%	63%	65%	63%	64%

9. Please look at the six images below. Please select the ones that you believe are fake news.

FAKE NEWS QUIZ

- In the best case, 58% of Canadians were able to correctly identify whether a news story was real or fake. In the worst case, only 43% were able to correctly identify the legitimacy of a news story.



FAKE NEWS



REAL



FAKE NEWS



REAL



REAL



REAL

How Many Canadians Got It Right?

58%

58%

53%

52%

49%

43%

9. Please look at the six images below. Please select the ones that you believe are fake news.

PERCEPTIONS OF FAKE NEWS

One in three (35%) admit they have no idea how to distinguish between real news and fake news.

A majority of Canadians (65%) have, at some point, believed a news story that they subsequently discovered was fake.

More than one in four Canadians (27%) feel that if they disagree with a story, it's likely to be fake – men are more likely than women to feel this way, as are those with less education.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

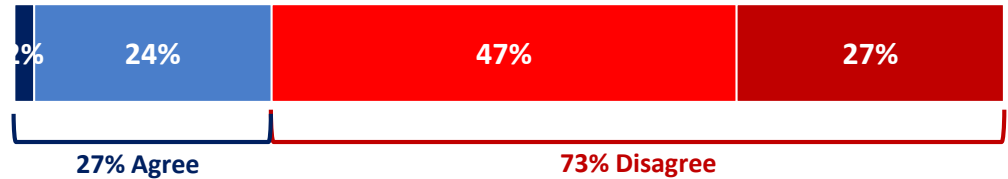
I have no idea how to distinguish between real news and fake news



I have falsely believed a news story was real until I found out otherwise



If I disagree with a news story, it is likely fake



10. To what extent do you agree or disagree with the following statements:

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GAME CHANGERS

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