



RTDNA

Trust and Confidence in News Sources

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Methodology

- These are findings of an Ipsos poll conducted on behalf of the RTDNA.
- For this survey, a sample of 1,000 Canadians from the Ipsos I-Say panel was interviewed from May 16th to May 21st, 2018.
- 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.

DETAILED FINDINGS

Executive Summary

Erosion of Trust in Mainstream Media

- Trust in traditional news media is showing signs of eroding. While two in three (65%) have some level of trust, this is down four points from 2017. Only 11% trust the media a great deal.
- Indeed, trust in traditional news sources such as broadcast TV news (59%, -3pts) and news radio (51%, -4 pts) has declined since 2017, while online-only news publications have seen an 8-point jump in trust over the same period.
- Stories shared on social media are now accorded slightly more trust in Canadians' minds when they are shared by friends or family members (44%, +5 pts) than by a traditional Canadian media company (40%, -2 pts). News that is sponsored (40%), posted by a business or political leader (32%) or celebrity (38%) is more likely to incur mistrust.
- Despite waning trust in several media sources, the overwhelming majority (79%, +2 pts) say that they believe the news media in cases where senior government officials deny reports in the national news media or say they aren't accurate.

News Saturation and Uncertainty

- Some Canadians feel saturated with news: nearly three in ten (28%) say they feel overwhelmed by all the news coming at them, more than twice as many as say they just can't get enough news and want more (11%). A majority (61%) think they're getting just the right amount of news.
- With so many sources of available news, it can be difficult to distinguish one type of content from another. While more than two in three Canadians (68%) claim they can always tell the difference between a news story and an opinion or commentary piece, one in four (24%) admit they're not so sure.
- A majority trust the mainstream media to give unbiased political coverage (59%) and think news organizations are fair in their coverage of Canadian political leaders (53%). However, half (49%) think there can often be an unfair pile-on when Canadian leaders have a misstep or gaffe.

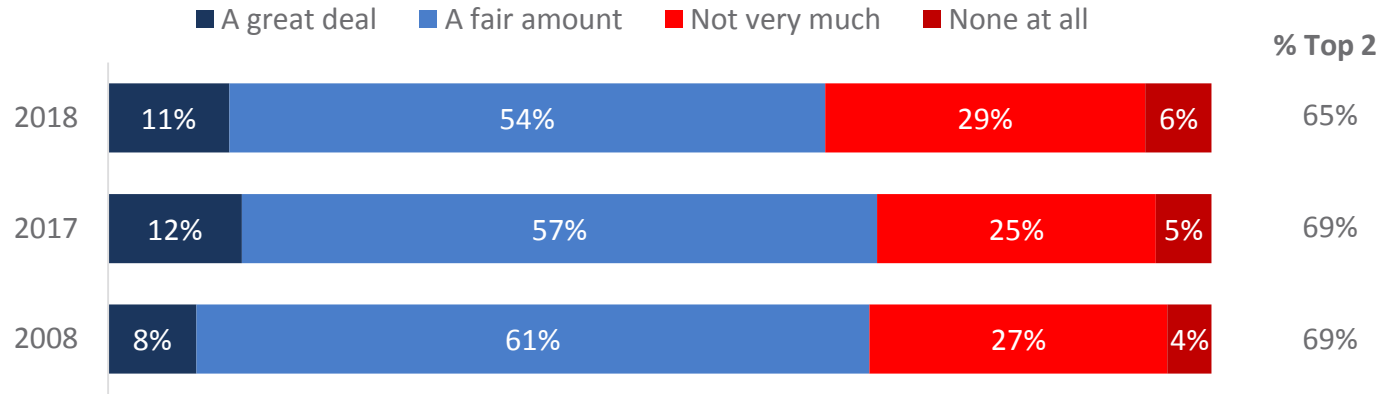
Executive Summary

Shaping the News on Social Media

- Only half of Canadians (49%) want to see more mainstream media news stories in their social media feeds. At the same time, one in three (34%) want the news in their social media feeds to reflect their political leanings or point of view (50% disagree).
- News format preferences vary depending on where Canadians access their news media. When obtained through social media, Canadians want news to be limited to top-line headlines or minimal detail to get a quick glimpse at what's going on. Deep-dives on key issues are preferred for newspapers, newspaper websites or broadcast TV news.
- These findings come as social media is set to overtake broadcast TV as a leading source of news for Canadians. Only half got their news from broadcast TV last month, down significantly from a year ago. Meanwhile, news consumption through social media is on the rise. At a glance:
 - Top 5 media where news accessed in the past month:
 - Broadcast TV news: 51% (-7 pts)
 - Facebook: 46% (-2 pts)
 - Social media (generally): 42% (+4 pts)
 - News radio: 41% (+1 pt)
 - Print newspapers: 40% (-2 pts)
 - Sources of news consumption:
 - Local: 46% (+1 pt)
 - National: 32% (-1 pt)
 - International: 22% (unchanged)

Trust and Confidence in Traditional News Media

- Trust in traditional news media is down 4 points compared to previous years. Younger Canadians have significantly less confidence than older generations.



	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	A	B	C	A	B	C	D	A	B	C	D	E	F
<i>Base: All Respondents</i>	1000	485	515	279	370	351	101	353	392	154	134	106	65	383	240	71
A great deal/ A fair amount	65%	66%	65%	58%	68% A	69% A	76%	62%	65%	68%	61%	57%	65%	63%	75%	68%

A/B/C denotes a significant difference.

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?
 Base: All Respondents (n=1000)

Government vs. News Media

- However, Canadians are still overwhelmingly more likely to side with the news media than the government (+2 points), when senior government officials say news reports aren't accurate.



21%

The Government
2017: 23% (-2 pts)
2008: 16%

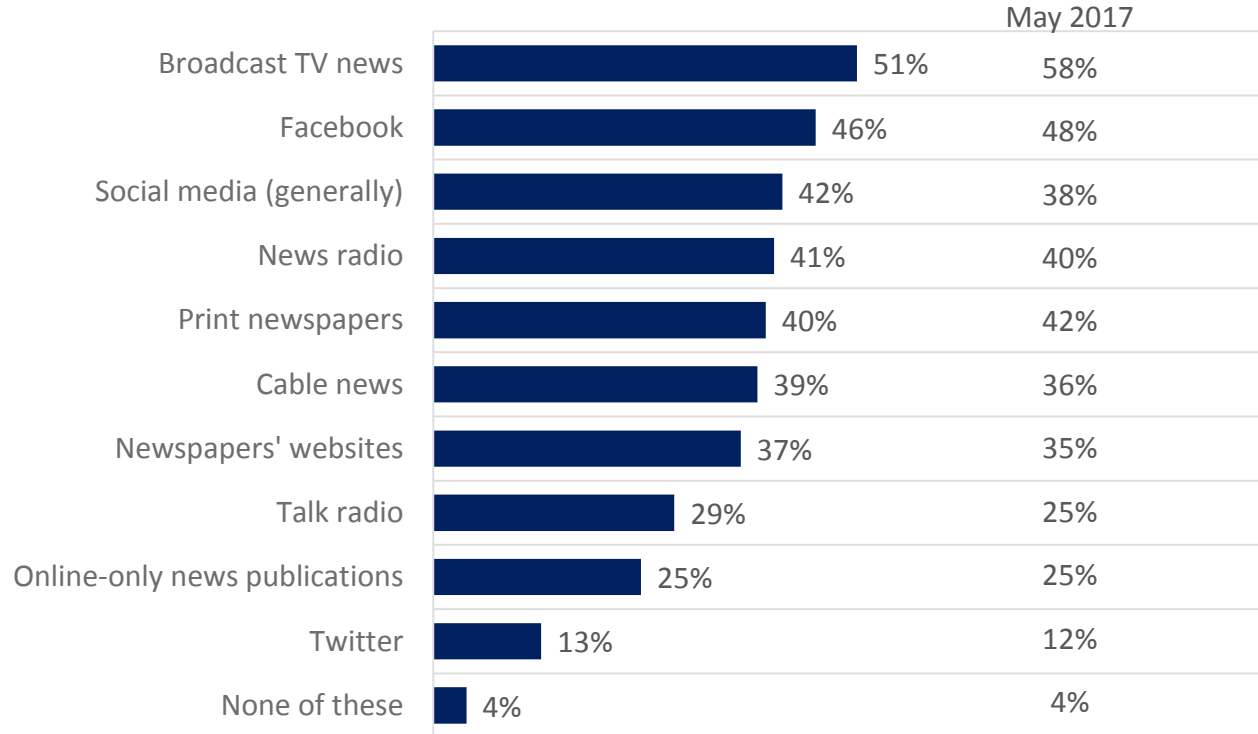


79%

The News Media
2017: 77% (+2 pts)
2008: 84%

News Media Accessed in Past Month

- Fewer Canadians got their news from a TV news broadcast in the past month than was the case a year ago (-7 pts). People are turning to other sources of news, such as social media (+4), cable news (+3) and talk radio (+4).



News Media Accessed in Past Month

- Important differences in media consumption exist by age. Younger Canadians are significantly more likely to get their news from social media, online-only sources and talk radio.

	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	A	B	C	A	B	C	D	A	B	C	D	E	F
<i>Base: All Respondents</i>	1000	485	515	279	370	351	101	353	392	154	134	106	65	383	240	71
Broadcast TV news	51%	51%	51%	34%	51% A	65% AB	42%	47%	56%	55%	48%	49%	41%	49%	58% c	55%
Facebook	46%	38%	53% A	60% BC	49% c	32%	45%	44%	48%	46%	43%	47%	45%	49%	41%	53%
Print newspapers	39%	42%	36%	33%	43% c	40%	30%	39%	42%	38%	40%	38%	34%	43%	33%	42%
News radio	40%	45% B	35%	27%	39% c	51% AB	32%	37%	43%	42%	52% CD	38%	28%	38%	41%	37%
Social media (generally)	42%	38%	45% A	61% BC	42% c	26%	32%	44%	42%	43%	38%	47%	43%	45% E	33%	49% E
Cable news	37%	39%	34%	39%	38%	33%	27%	31%	37%	53% ABC	31%	36%	34%	40%	35%	38%
Newspapers' websites	41%	45%	38%	31%	43% A	48% A	24%	41% A	44% A	46% A	44%	38%	30%	41%	43%	44%
Online-only news publications	25%	28%	23%	29% c	27%	21%	26%	19%	27% B	35% BC	24%	26%	22%	30% F	23%	13%
Talk radio	13%	15%	12%	23% BC	12% c	7%	16%	10%	13%	20% B	12%	12%	14%	17%	11%	8%
Twitter	29%	31%	26%	23%	33% B	28%	11%	28% A	32% A	31% A	22%	30% F	23%	30% F	35% AF	15%
None of these	4%	5%	3%	4%	6% c	2%	5%	3%	5%	3%	3%	5%	6%	3%	5%	4%

A/B/C /D/E/F denotes a significant difference.

News Media Accessed in Past Month

- Those who trust traditional news media are more likely to be watching broadcast TV news.

	Total	Trust Traditional News Media	
		Yes	No
		A	B
<i>Base: All Respondents (unwtd)</i>	1000	655	345
Broadcast TV news	51%	55% B	44%
Facebook	46%	47%	44%
Print newspapers	40%	42%	35%
News radio	41%	43%	38%
Social media (generally)	42%	42%	42%
Cable news	39%	42%	34%
Newspapers' websites	37%	39%	32%
Online-only news publications	25%	26%	25%
Talk radio	29%	30%	26%
Twitter	13%	13%	15%
None of these	4%	2%	8% A

A/B denotes a significant difference.

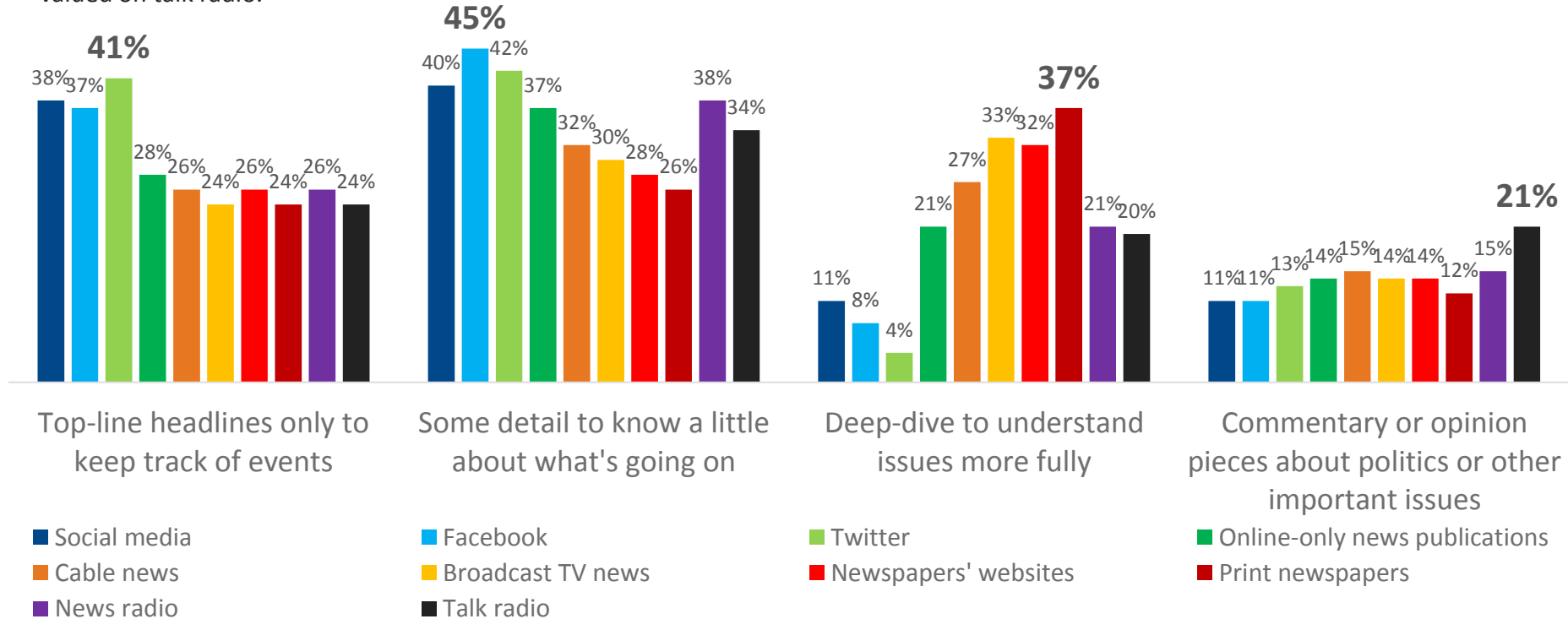
News Consumption Preference – on TV, web, print

- Canadians are more than twice as likely to say they're overwhelmed by all the news than to say they still want more. A majority – six in ten – think they're getting just the right amount.



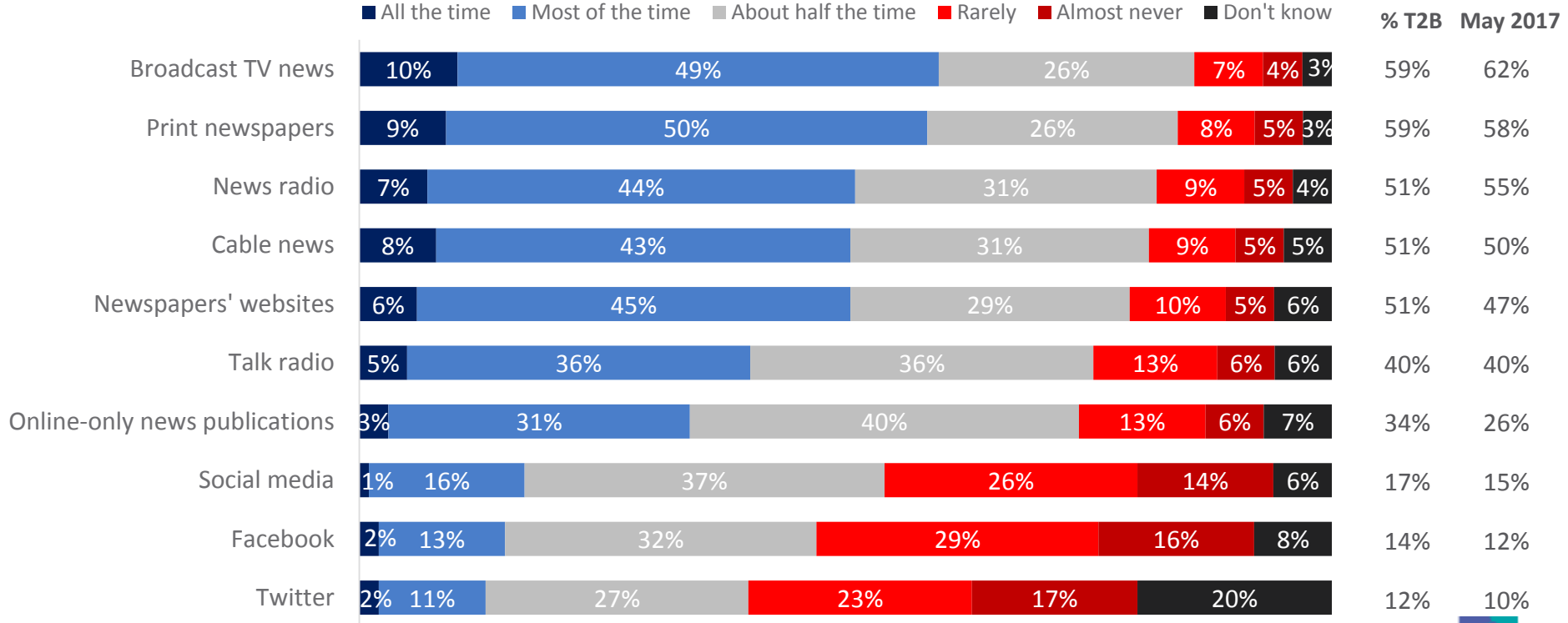
News Consumption Preference

- Canadians like their news in top-line headlines or with minimal detail when consumed through social media like Twitter or Facebook. For a deeper dive on the issues, they turn to newspapers or their websites, and broadcast TV news. Commentary is most valued on talk radio.



Frequency of Trust

- Traditional media continue to be trusted more regularly than social media and other news websites. However, trust in several traditional news sources is down, while there has been an 8-point jump in trust toward online-only news publications.



Frequency of Trust

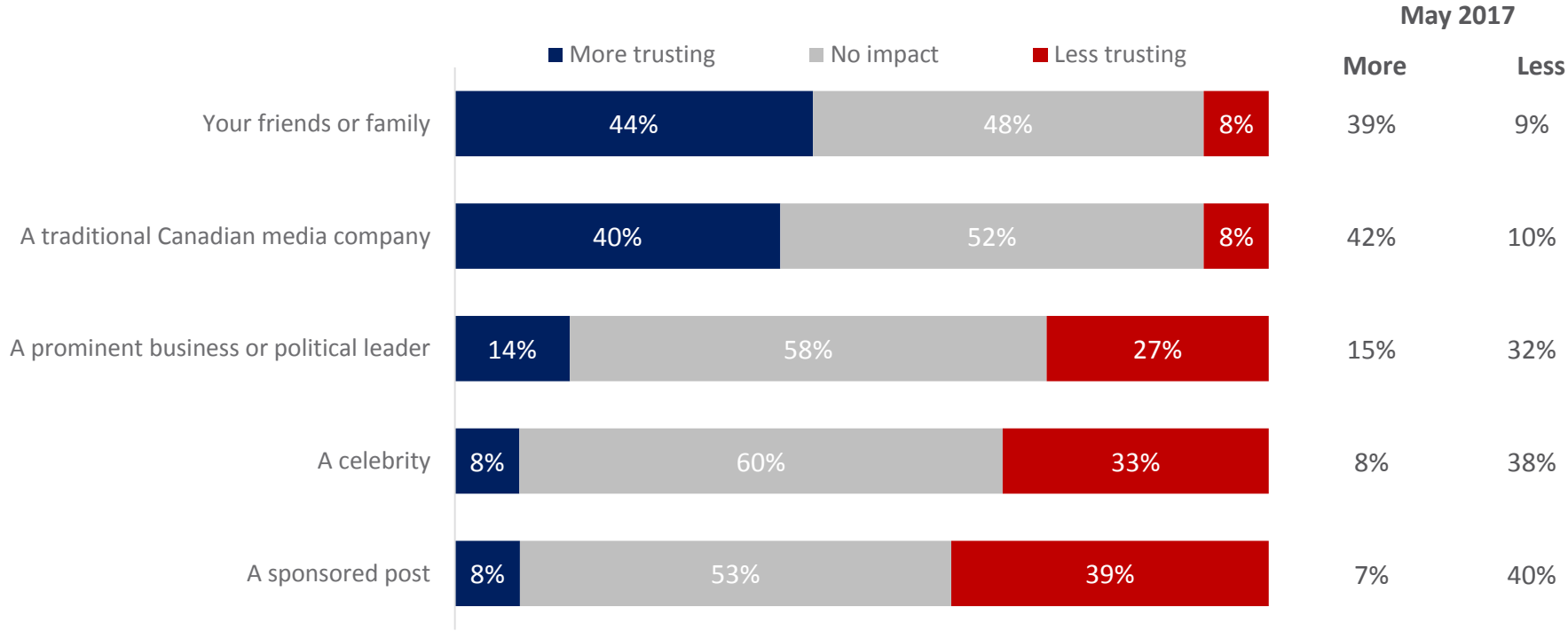
- Trust is split along generational fault lines: older Canadians are more likely to trust traditional media, while Millennials and Gen X'ers are more likely to trust social media and online-only news publications.

% Top 2	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	A	B	C	A	B	C	D	A	B	C	D	E	F
<i>Base: All Respondents</i>	1000	485	515	279	370	351	101	353	392	154	134	106	65	383	240	71
Broadcast TV news	59%	58%	61%	52%	60%	64% A	52%	59%	62%	58%	59%	53%	46%	57%	65% C	73% BCD
Print newspapers	59%	57%	61%	51%	61% A	63% A	51%	58%	61%	61%	62%	55%	50%	57%	62%	69% C
News radio	51%	49%	52%	42%	54% A	54% A	43%	50%	52%	55%	54%	46%	47%	50%	51%	63% B
Cable news	51%	49%	53%	48%	53%	51%	50%	52%	50%	53%	54%	46%	42%	51%	51%	61% C
Newspapers' websites	51%	50%	52%	52%	53%	48%	43%	48%	52%	60% ABC	52%	44%	48%	52%	50%	60% B
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Social media	17%	18%	16%	20% c	19% c	12%	25%	18%	13%	18%	16%	14%	22%	17%	17%	19%
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Twitter	12%	13%	11%	15% c	14% c	8%	18%	12%	11%	14%	6%	9%	18% A	16% A	10%	15%

A/B/C/D/E/F denotes a significant difference.

Source of Sharing and Impact on Trust

- Canadians are now more likely to trust a news story on social media if it has been shared by friends or family than if it is shared by a traditional Canadian media company. Stories shared by Canadian media are still far more trusted than those shared by leaders or celebrities, or those that are part of a sponsored post.



Source of News Consumption

- Canadians's news habits are virtually unchanged from a year ago, with just under half gleaned from local sources, a third from national sources, and the remaining 22% sourced internationally.

Mean



46%

Local news sources
2017: 45% (+1 pt)



32%

National news sources
2017: 33% (-1 pt)



22%

International news sources
2017: 22% (unchanged)

Sources of News Consumption

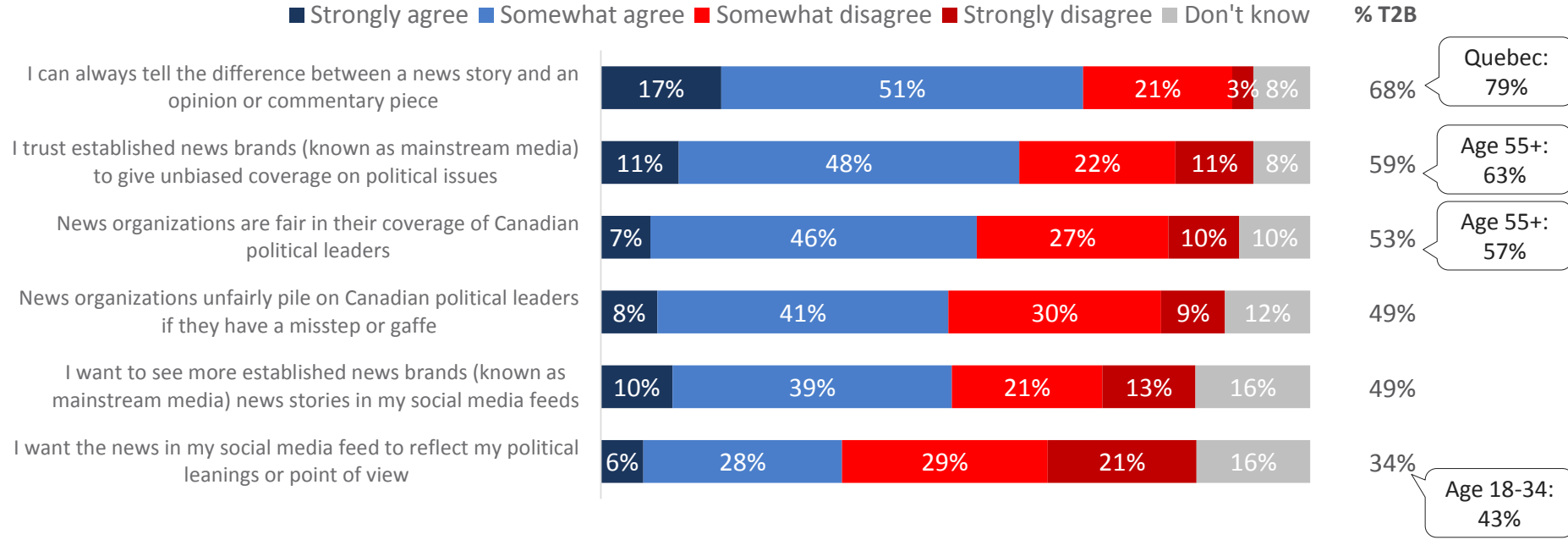
- Local news consumption skews heaviest among women and Canadians 35 and up, while international news is more likely to be consumed by those aged 18-34 with higher education, particularly those living in BC and Ontario. Quebecers are by far the most avid consumers of national news (although national could also mean Quebec within Quebec).

Mean %	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	A	B	C	A	B	C	D	A	B	C	D	E	F
<i>Base: All Respondents</i>	1000	485	515	279	370	351	101	353	392	154	134	106	65	383	240	71
Local news sources	46%	43%	49% A	39%	48% A	49% A	52% D	47% D	47% D	40%	48% E	54% DE	53% DE	45% E	39%	50% E
National news sources	32%	33%	31%	32%	31%	33%	34%	31%	32%	35%	27%	27%	23%	31% C	42% ABCDF	29%
International news sources	22%	23%	21%	29% BC	21%	18%	15%	23% A	22% A	26% AC	25% BE	18%	24%	24% BE	19%	21%

A/B/C/D/E/F denotes a significant difference.

Attitudes to News Coverage

- One in four Canadians admit they can't always distinguish between news and commentary. While more than half say they trust the mainstream media to be unbiased and think news organizations are fair in their coverage of Canadian political leaders, about half also agree these organizations unfairly pile on when leaders make a misstep. Canadians are split as to whether they want more mainstream media in their social media feeds, and many want their news to reflect their political stance.



Attitudes to News Coverage

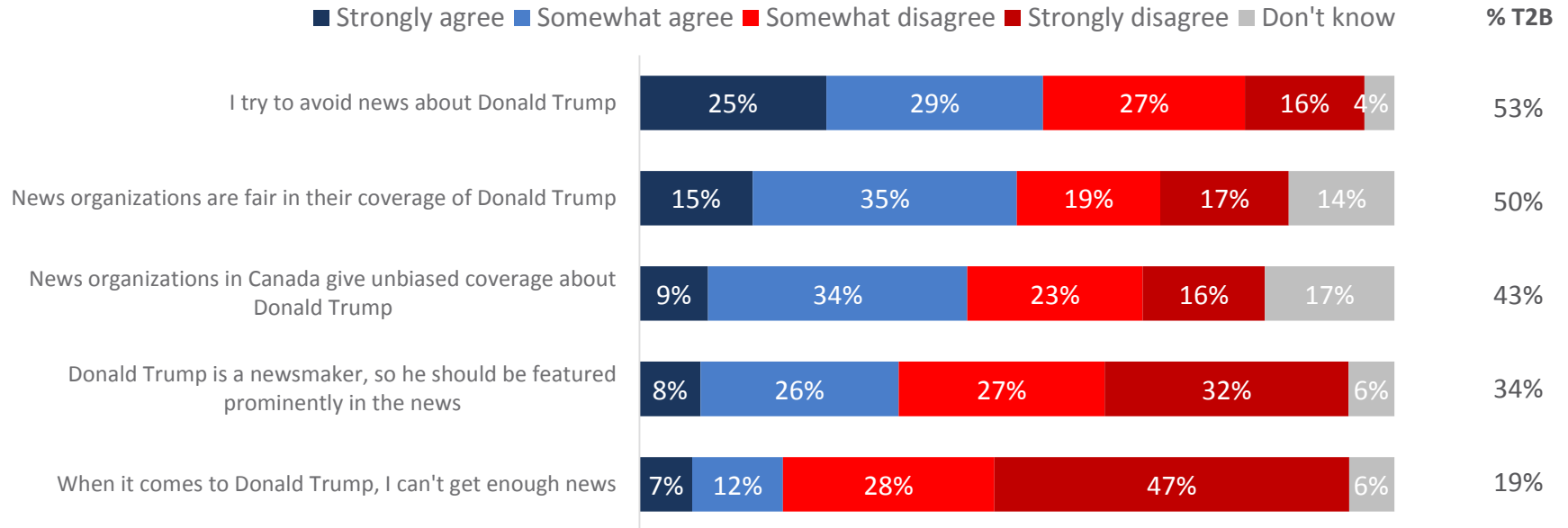
- Those who trust traditional news media are significantly more likely to agree with all statements – yet interestingly, not all of those who trust mainstream news media trust these brands to give unbiased coverage on political issues.

% Agree (Strongly/Somewhat)	Total	Trust Traditional News Media	
		Yes	No
		A	B
<i>Base: All Respondents (unwtd)</i>	1000	655	345
I can always tell the difference between a news story and an opinion or commentary piece	68%	73%^B	59%
I trust established news brands (known as mainstream media) to give unbiased coverage on political issues	59%	74%^B	30%
News organizations are fair in their coverage of Canadian political leaders	53%	65%^B	30%
I want to see more established news brands (known as mainstream media) news stories in my social media feeds	49%	58%^B	33%
News organization unfairly pile on Canadian political leaders if they have a misstep or gaffe	49%	52%^B	43%
I want the news in my social media feed to reflect my political leanings or point of view	34%	38%^B	26%

A/B denotes a significant difference.

Donald Trump Coverage

- Canadians are showing signs of fatigue when it comes to news coverage of US President Donald Trump. Half say they actively avoid news about him, while only one in five admit they “can’t get enough” of it. Canadian news organizations are seen as less objective in their Trump coverage, with only 43% agreeing they give unbiased coverage about Donald Trump.



Donald Trump Coverage

- Those who trust mainstream news organizations are more likely to think these organizations are fair in their coverage of Trump, and that Canadian news organizations are unbiased in their reporting about him.

% Agree (Strongly/Somewhat)	Total	Trust Traditional News Media	
		Yes	No
		A	B
<i>Base: All Respondents (unwtd)</i>	1000	655	345
I try to avoid news about Donald Trump	53%	55%	51%
News organizations are fair in their coverage of Donald Trump	50%	60%^B	30%
News organizations in Canada give unbiased coverage about Donald Trump	43%	53%^B	26%
Donald Trump is a newsmaker, so he should be featured prominently in the news	35%	34%	33%
When it comes to Donald Trump, I can't get enough news	19%	19%	18%

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APPENDIX

Executive Summary

Erosion of Trust in Mainstream Media

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News Saturation and Uncertainty

- Some Canadians feel saturated with news: nearly three in ten (28%) say they feel overwhelmed by all the news coming at them, more than twice as many as say they just can't get enough news and want more (11%). A majority (615%) think they're getting just the right amount of news.
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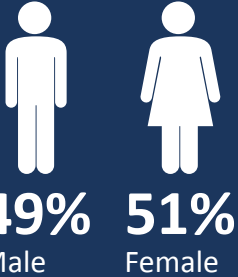
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Demographics

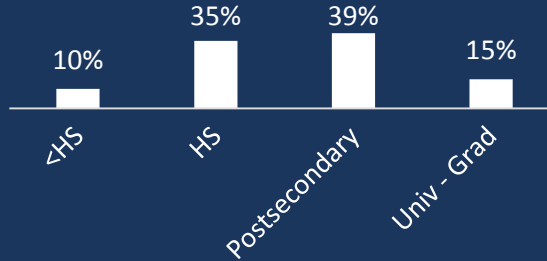
GENDER



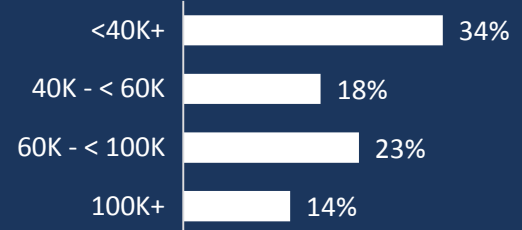
AGE



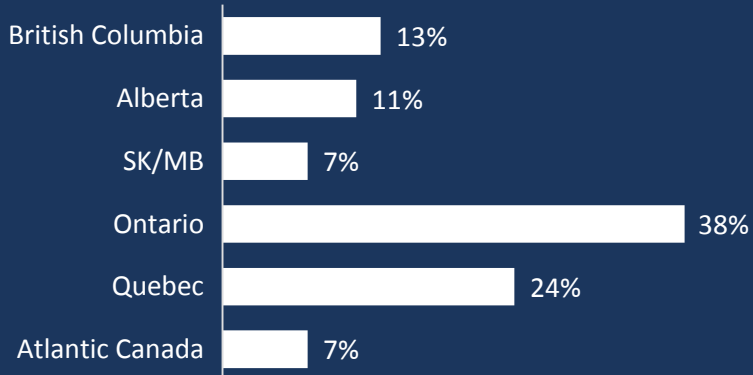
EDUCATION



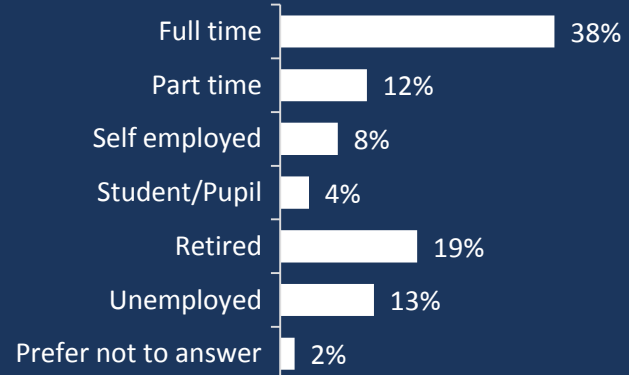
INCOME



REGION



EMPLOYMENT



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GAME CHANGERS

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