



Ipsos Public Affairs

RTDNA **Canada**

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

RTDNA

# Trust in News

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GAME CHANGERS



# Methodology

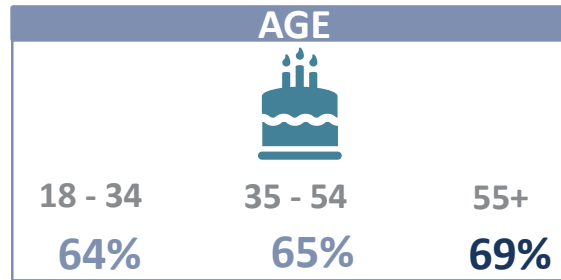
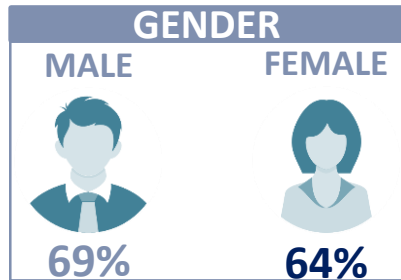
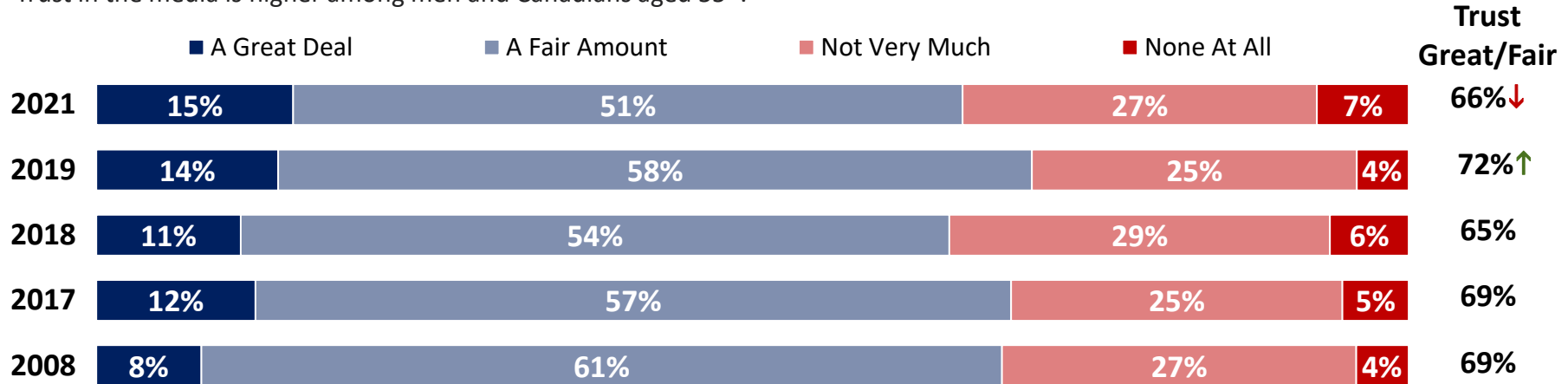
- These are findings of an Ipsos poll conducted on behalf of the RTDNA.
- For this survey, a **sample of 1,002 Canadians** from the Ipsos I-Say panel was interviewed from **May 6<sup>th</sup> to 10<sup>th</sup>**, 2021.
- Quotas and weighting were employed to ensure that the sample's composition reflects 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

# Trust in traditional news media has declined

- Overall trust is down 6 points since 2019, and trust has become more polarized (more trust media “a great deal” or “not at all”).
- Trust in the media is higher among men and Canadians aged 55+.



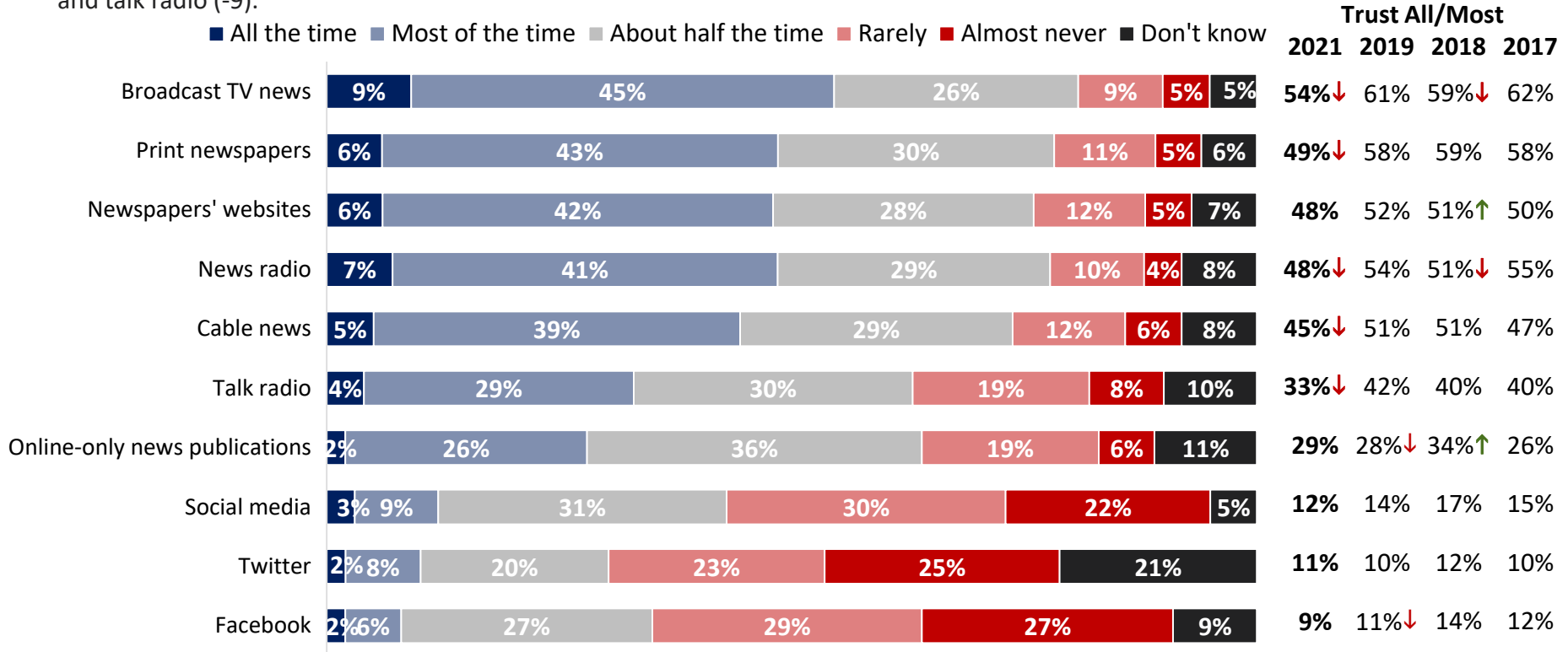
Q1. In general, how much trust and confidence do you have in traditional news media - such as newspapers, news magazines, TV and radio news - when it comes to reporting the news fully, accurately and fairly?  
 Base: All respondents (n=1,001)



# Decline in trust is significant and widespread

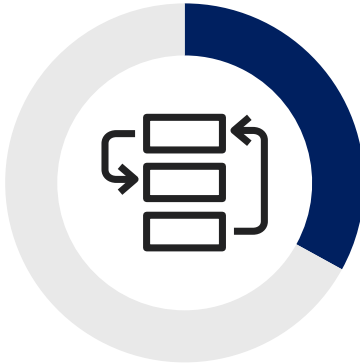
- Trust is down, particularly when it comes to more traditional sources of news media like broadcast TV (-7), print newspapers (-9) and talk radio (-9).

■ All the time ■ Most of the time ■ About half the time ■ Rarely ■ Almost never ■ Don't know



# News aggregators are gaining traction

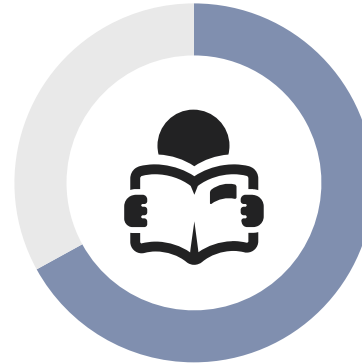
- While two in three (67%) Canadians still prefer to get their news from traditional news organizations directly, this is down 4 points since 2019.
- Conversely, preference in news aggregators is up 4 points to 33%.



**33%** +4% vs  
2019

## NEWS AGGREGATORS

news sites which compile top headlines and news stories from across multiple news sources and platforms.



**67%** -4% vs  
2019

## TRADITIONAL NEWS ORGANIZATIONS, DIRECTLY

news organizations that have their own reporters, columnists and editors who write or produce news content based on their own research or interviews.

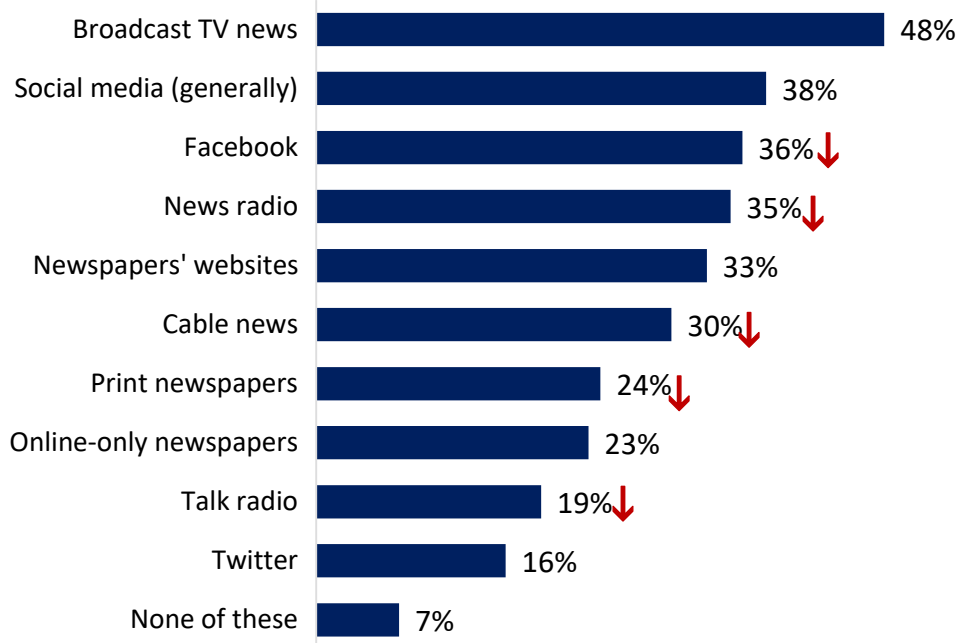


**75%**

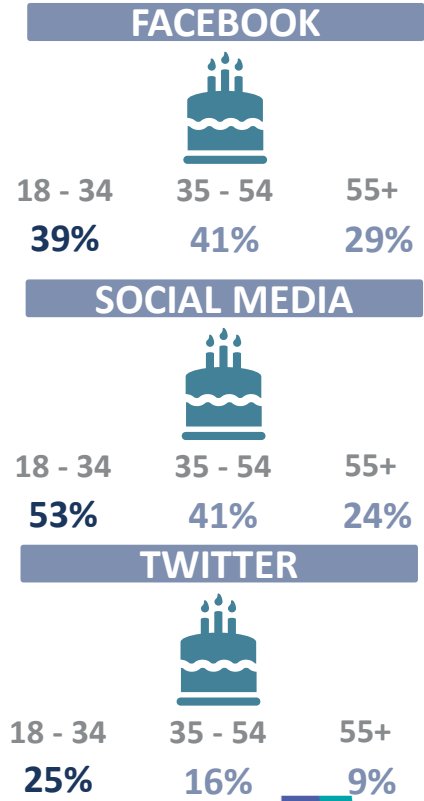
**BABY BOOMERS**  
vs. **71%** of Gen X'ers  
and **52%** Millennials

# Canadians are accessing fewer media sources

- Fewer Canadians say they've consumed news in the last month from nearly all these sources, most notably Facebook (-11), news radio (-8), print newspapers (-15) and talk radio (-9).
- Facebook, Twitter and other social media continue to be favoured by 18-34 y.o.



	May 2019	May 2018	May 2017
Broadcast TV news	52%	51%	58%
Social media (generally)	40%	42%	38%
Facebook	47%	46%	48%
News radio	43%	41%	40%
Newspapers' websites	34%	37%	35%
Cable news	35%	39%	36%
Print newspapers	39%	40%	42%
Online-only newspapers	24%	25%	25%
Talk radio	28%	29%	25%
Twitter	17% ↑	13%	12%
None of these	5%	4%	4%

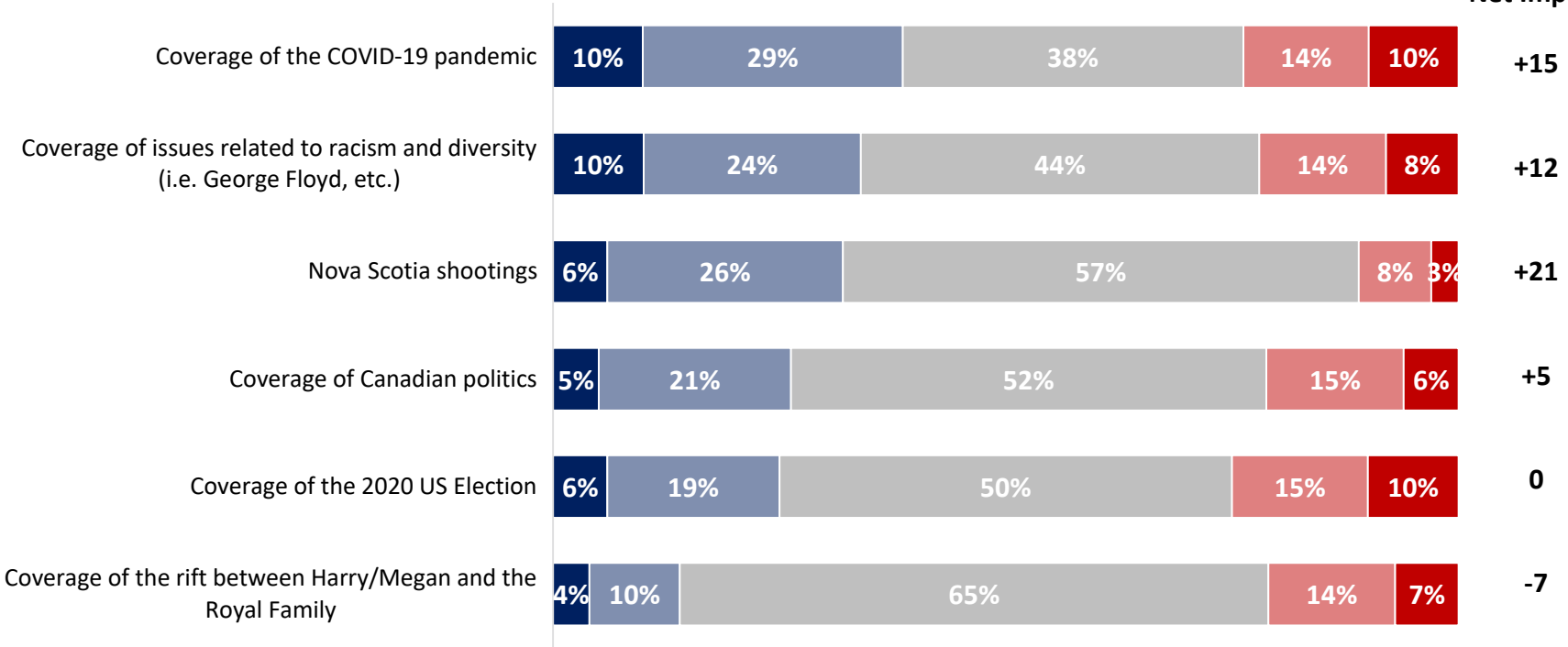


# Coverage of key stories impacts trust

- Coverage of the NS shooting, the pandemic and issues of racism and diversity have added to trust; but these gains are mitigated by coverage of the US Election and the royal family rift.

■ Much more trusting ■ Somewhat more trusting ■ No impact either way ■ Somewhat less trusting ■ Much less trusting

**Net Impact**





# Desired mix of news holds steady

- Unchanged since 2017, the desired mix of news skews more towards local (44%) than national (34%) or international (22%).

## Mean



**44%** -1% vs 2017

Local news sources



**34%** +1% vs 2017

National news sources



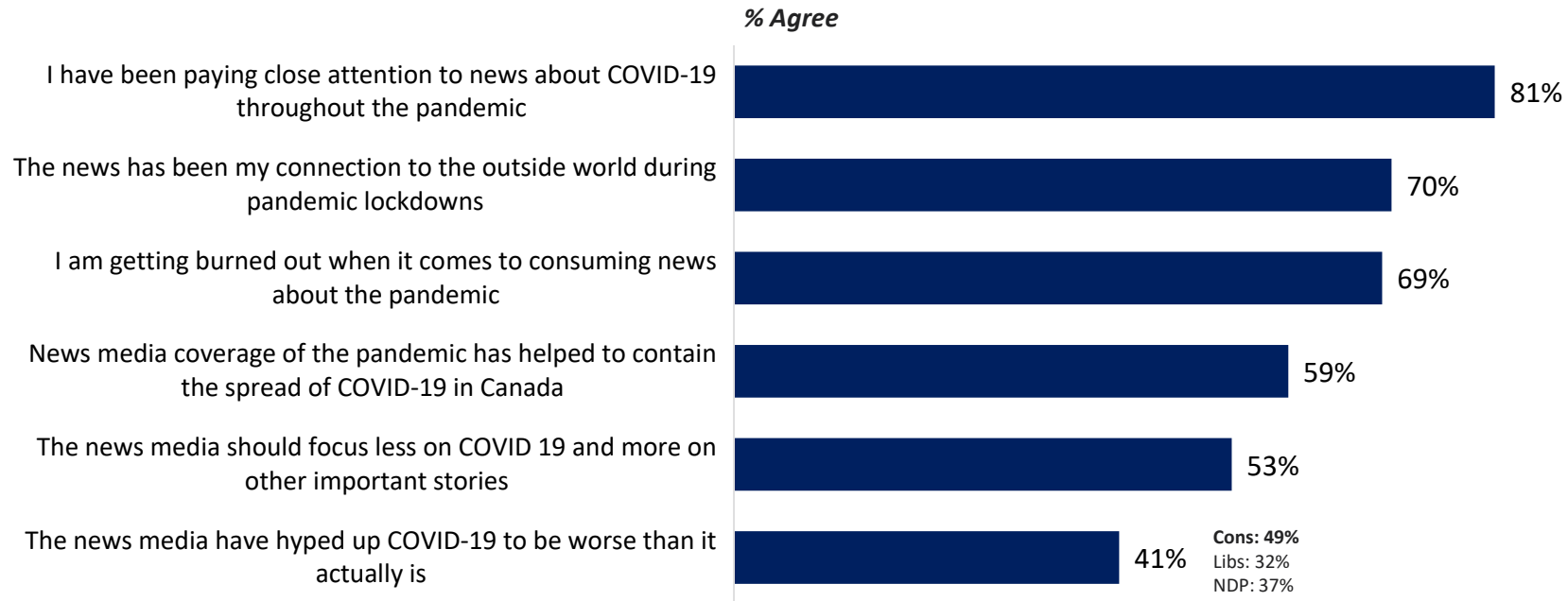
**22%**

International news sources

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

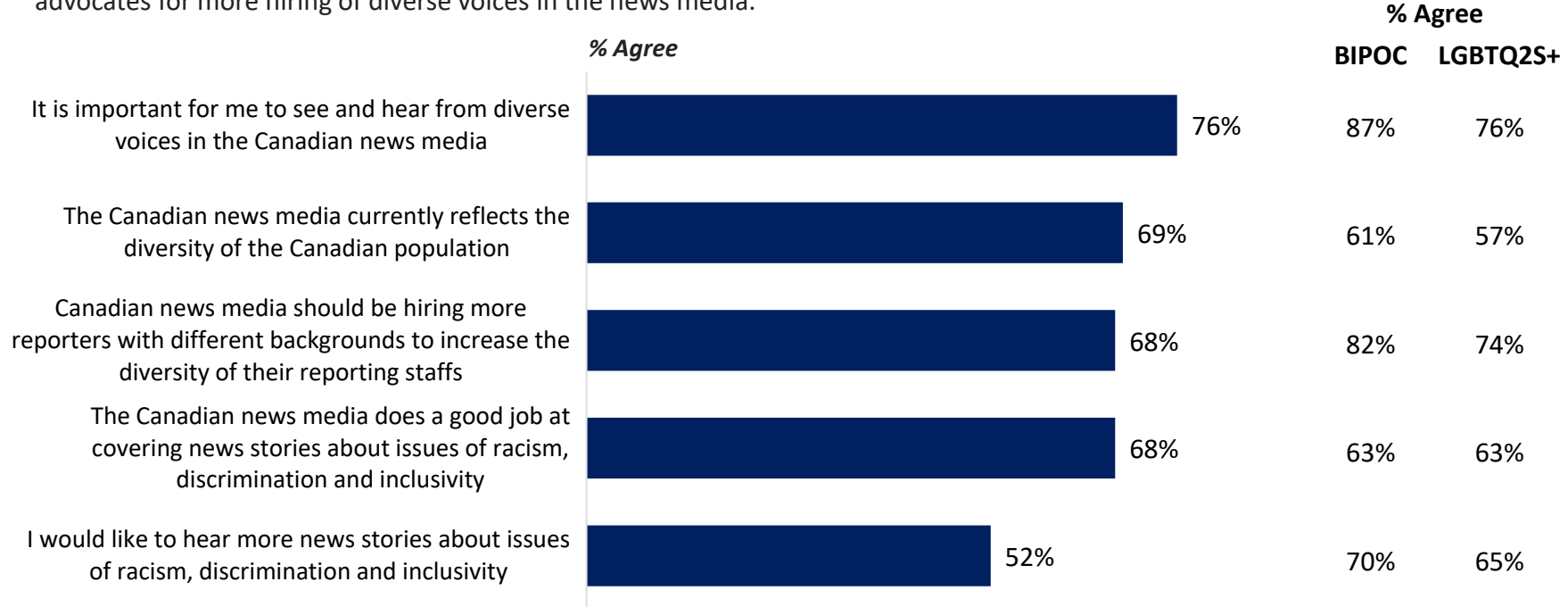
# News helps to connect people

- While news has served as a conduit connecting most people (70%) to the outside world during lockdowns, burn out is real (69%) and there is a desire among many (53%) that the news media focus less on the pandemic and more on other stories.
- A majority believes the news media has helped contain the spread of COVID (59%), and only 41% believe the media have over-hyped COVID-19, led by Tory voters.



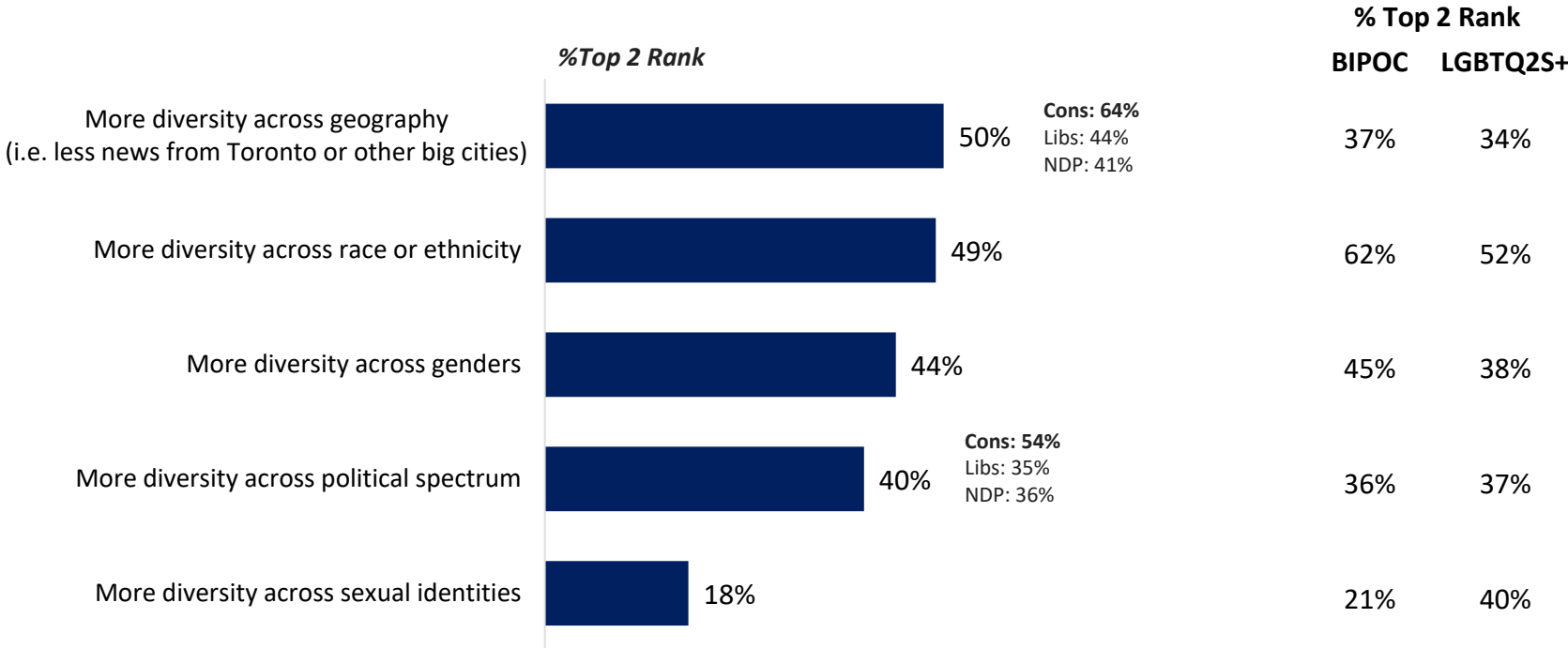
# Canadians want to hear from diverse voices

- Three in four (76%) say it's important for them to see and hear from diverse voices (rising to 87% among BIPOC), and seven in ten (69%) believe the news media currently reflects the diversity of the Canadian population.
- But LGBTQ2S+ and BIPOC Canadians are less likely to believe that Canada's diversity is represented, and are greater advocates for more hiring of diverse voices in the news media.



# Geographic, ethnic and gender diversity is paramount

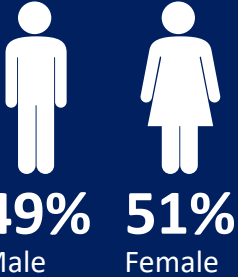
- Canadians prioritize hearing more diversity across geographies (50%), race and ethnicity (49%) and gender (44%).
- Geographic diversity is less important to the BIPOC and LGBTQ2s+ communities, who prioritizes ethnic diversity first and foremost.



# Demographics

# Demographics

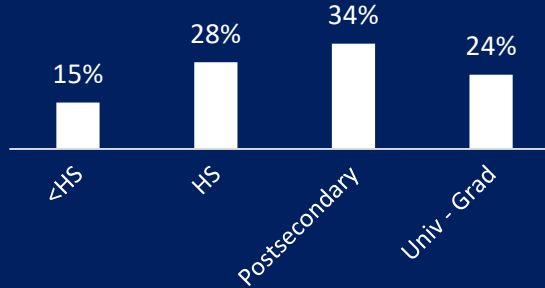
## GENDER



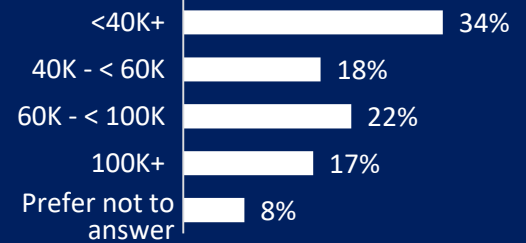
## AGE



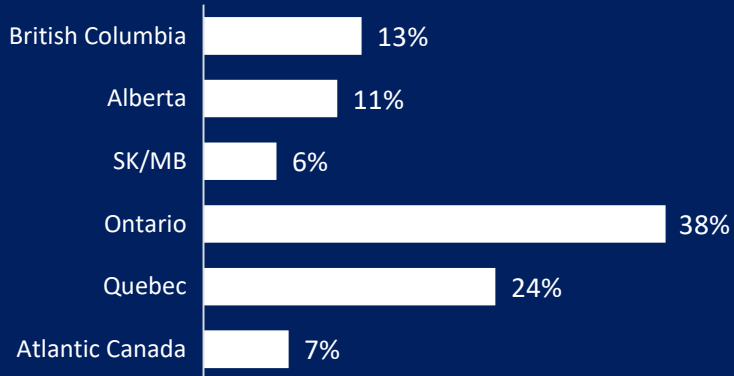
## EDUCATION



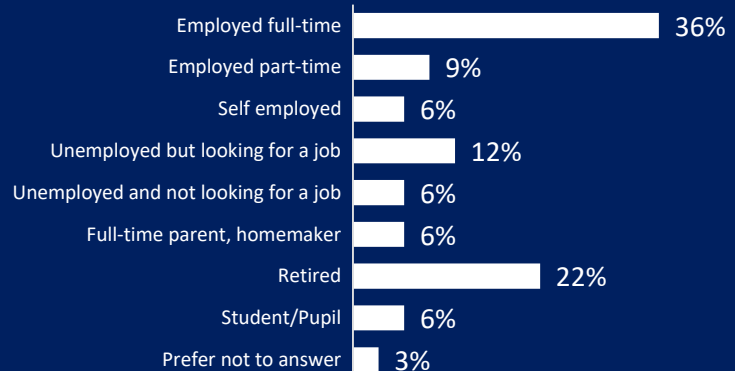
## INCOME



## REGION



## EMPLOYMENT





# Thank You



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## GAME CHANGERS

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