

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 report

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	664	336	328	181	225	258	83	188	211	182
	66%	69%	64%	64%	65%	69%	57%	68%	63%	75%
							*			FH
A great deal	151	92	59	45	53	52	27	43	39	42
	15%	19%	11%	16%	15%	14%	19%	15%	12%	17%
		B					*			H
A fair amount	513	244	270	135	172	206	56	145	172	140
	51%	50%	53%	48%	50%	55%	38%	53%	51%	58%
							*			F
Bottom 2 Box (Net)	337	153	183	101	121	115	63	88	125	61
	34%	31%	36%	36%	35%	31%	43%	32%	37%	25%
							I*		I	
Not very much	271	121	150	79	97	95	57	70	98	45
	27%	25%	29%	28%	28%	25%	39%	26%	29%	19%
							I*		I	
None at all	66	33	33	22	24	20	6	18	27	15
	7%	7%	6%	8%	7%	5%	4%	6%	8%	6%
							*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Broadcast TV news	481	234	247	82	163	236	49	128	172	131
	48%	48%	48%	29%	47%	63%	34%	46%	51%	54%
					C	CD	*		F	F
Facebook	360	151	209	111	142	107	64	86	128	83
	36%	31%	41%	39%	41%	29%	44%	31%	38%	34%
			A	E	E		*			
Cable news	300	160	140	60	97	143	31	83	105	81
	30%	33%	27%	21%	28%	38%	21%	30%	31%	33%
						CD	*			
Print newspapers	238	113	125	42	72	124	26	61	87	64
	24%	23%	24%	15%	21%	33%	18%	22%	26%	26%
						CD	*			
Social media (generally)	382	181	201	150	141	90	62	97	116	106
	38%	37%	39%	53%	41%	24%	42%	35%	35%	44%
				DE	E		*			H
Newspapers' websites	333	171	162	75	133	124	37	60	114	122
	33%	35%	32%	27%	38%	33%	25%	22%	34%	50%
					C		*		G	FGH
	349	168	181	80	120	149	39	82	130	98
	35%	34%	35%	29%	35%	40%	27%	30%	39%	40%
						C	*		G	G
Online-only newspapers	234	103	131	57	85	92	27	44	83	80
	23%	21%	26%	20%	24%	25%	19%	16%	25%	33%
							*		G	GH
Twitter	159	98	61	70	54	35	11	47	50	50
	16%	20%	12%	25%	16%	9%	8%	17%	15%	21%
		B		DE	E		*			FH
Talk radio	187	94	93	54	61	73	22	44	69	52
	19%	19%	18%	19%	18%	19%	15%	16%	21%	22%
							*			
None of these	68	35	32	22	25	20	19	22	19	8
	7%	7%	6%	8%	7%	5%	13%	8%	6%	3%
							I*	I		
Sigma	3089	1507	1582	803	1094	1193	386	755	1072	876
	309%	308%	309%	285%	316%	319%	264%	273%	320%	360%

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Do you trust the news you hear from the following sources..... - Social media

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	117	68	49	59	39	19	15	36	37	29
	12%	14%	10%	21%	11%	5%	10%	13%	11%	12%
				DE	E		*			
All the time	28	17	11	18	10	-	7	8	8	6
	3%	4%	2%	7%	3%	-	5%	3%	2%	2%
				E	E		*			
Most of the time	89	51	38	41	29	19	8	28	29	23
	9%	10%	7%	14%	8%	5%	6%	10%	9%	10%
				DE			*			
About half the time	315	137	178	91	125	100	50	88	102	75
	31%	28%	35%	32%	36%	27%	35%	32%	30%	31%
			A		E		*			
Bottom 2 Box (Net)	518	267	251	127	163	227	79	133	177	129
	52%	55%	49%	45%	47%	61%	54%	48%	53%	53%
						CD	*			
Rarely	298	148	150	81	101	116	45	72	105	75
	30%	30%	29%	29%	29%	31%	31%	26%	31%	31%
							*			
	220	119	101	47	63	111	33	61	72	54
	22%	24%	20%	17%	18%	30%	23%	22%	21%	22%
						CD	*			
Don't know	51	18	34	4	20	27	2	20	20	9
	5%	4%	7%	2%	6%	7%	1%	7%	6%	4%
					C	C	*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources.... - Facebook

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	85	54	31	32	37	16	7	29	32	17
	9%	11%	6%	11%	11%	4%	5%	11%	9%	7%
		B		E	E		*			
All the time	24	14	10	14	9	2	4	10	6	5
	2%	3%	2%	5%	3%	*	2%	4%	2%	2%
				E	E		*			
Most of the time	61	41	20	18	29	15	4	19	26	13
	6%	8%	4%	6%	8%	4%	3%	7%	8%	5%
		B			E		*			
About half the time	271	105	166	85	103	84	46	71	86	67
	27%	21%	32%	30%	30%	23%	32%	26%	26%	28%
			A				*			
Bottom 2 Box (Net)	558	297	261	145	182	231	79	145	188	146
	56%	61%	51%	52%	52%	62%	54%	52%	56%	60%
		B				CD	*			
Rarely	289	143	146	77	98	114	47	62	103	77
	29%	29%	28%	27%	28%	31%	32%	22%	31%	32%
							*		G	G
	270	154	115	69	84	117	32	83	86	69
	27%	32%	23%	24%	24%	31%	22%	30%	25%	28%
		B					*			
Don't know	86	32	54	20	25	41	13	31	29	12
	9%	7%	10%	7%	7%	11%	9%	11%	9%	5%
							*	I		
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources.... - Twitter

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	107	62	45	45	41	21	16	32	29	30
	11%	13%	9%	16%	12%	6%	11%	11%	9%	12%
				E	E		*			
All the time	22	17	5	17	5	-	5	7	5	4
	2%	3%	1%	6%	2%	-	4%	3%	1%	2%
		B		DE	E		*			
Most of the time	85	45	41	29	35	21	11	24	24	26
	8%	9%	8%	10%	10%	6%	8%	9%	7%	11%
					E		*			
About half the time	204	103	101	89	74	41	33	55	62	54
	20%	21%	20%	32%	21%	11%	22%	20%	19%	22%
				DE	E		*			
Bottom 2 Box (Net)	481	265	216	113	161	206	55	133	164	129
	48%	54%	42%	40%	46%	55%	38%	48%	49%	53%
		B				CD	*			
Rarely	229	125	104	60	80	89	16	64	82	67
	23%	26%	20%	21%	23%	24%	11%	23%	24%	28%
							*		F	F
	252	140	112	54	81	118	39	68	83	62
	25%	29%	22%	19%	23%	31%	27%	25%	25%	25%
		B				CD	*			
Don't know	209	61	149	33	71	105	42	57	80	30
	21%	12%	29%	12%	21%	28%	29%	21%	24%	12%
			A		C	CD	I*	I	I	
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources..... - Online-only news publications

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	286	146	140	83	93	109	39	74	97	76
	29%	30%	27%	30%	27%	29%	27%	27%	29%	31%
							*			
All the time	24	15	9	11	8	4	-	10	11	3
	2%	3%	2%	4%	2%	1%	-	4%	3%	1%
							*			
Most of the time	262	130	131	72	85	105	39	64	86	73
	26%	27%	26%	26%	24%	28%	27%	23%	26%	30%
							*			
About half the time	356	185	171	115	140	102	53	89	118	95
	36%	38%	33%	41%	40%	27%	36%	32%	35%	39%
				E	E		*			
Bottom 2 Box (Net)	253	122	131	76	81	96	30	90	81	52
	25%	25%	26%	27%	23%	26%	20%	33%	24%	21%
							*	HI		
Rarely	188	91	97	61	58	70	24	71	55	38
	19%	19%	19%	22%	17%	19%	17%	26%	16%	16%
							*	HI		
	65	31	34	15	23	26	6	19	26	14
	6%	6%	7%	5%	7%	7%	4%	7%	8%	6%
							*			
Don't know	106	37	69	7	32	66	24	23	40	19
	11%	8%	13%	3%	9%	18%	16%	8%	12%	8%
			A		C	CD	*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources..... - Cable news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	448	219	229	110	165	173	47	127	152	122
	45%	45%	45%	39%	48%	46%	32%	46%	45%	50%
							*			F
All the time	53	28	25	17	23	13	11	16	18	9
	5%	6%	5%	6%	7%	3%	7%	6%	5%	4%
							*			
Most of the time	395	192	203	93	142	161	36	111	134	113
	39%	39%	40%	33%	41%	43%	25%	40%	40%	46%
						C	*		F	F
About half the time	294	146	148	97	91	105	55	71	100	68
	29%	30%	29%	35%	26%	28%	38%	26%	30%	28%
							*			
Bottom 2 Box (Net)	182	103	78	59	67	55	25	56	62	38
	18%	21%	15%	21%	19%	15%	17%	20%	19%	16%
		B					*			
Rarely	120	66	53	38	49	33	21	32	44	22
	12%	14%	10%	13%	14%	9%	14%	12%	13%	9%
							*			
	62	37	25	22	19	22	4	24	19	16
	6%	8%	5%	8%	5%	6%	3%	9%	6%	7%
							*			
Don't know	78	21	57	15	23	39	19	22	22	15
	8%	4%	11%	5%	7%	11%	13%	8%	6%	6%
		A					*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources..... - Broadcast TV news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	542	265	277	132	175	235	76	147	173	145
	54%	54%	54%	47%	50%	63%	52%	53%	52%	60%
						CD	*			H
All the time	91	50	41	22	39	29	11	32	27	20
	9%	10%	8%	8%	11%	8%	7%	12%	8%	8%
							*			
Most of the time	451	215	236	110	136	206	65	115	146	125
	45%	44%	46%	39%	39%	55%	45%	42%	44%	51%
						CD	*			GH
About half the time	263	133	129	76	100	86	37	68	94	64
	26%	27%	25%	27%	29%	23%	25%	25%	28%	26%
							*			
Bottom 2 Box (Net)	148	79	69	58	52	37	28	39	54	26
	15%	16%	14%	21%	15%	10%	19%	14%	16%	11%
				E			*		I	
Rarely	95	41	53	38	34	23	21	21	37	16
	9%	8%	10%	14%	10%	6%	14%	7%	11%	7%
				E			*		I	
	53	37	16	20	19	15	8	19	17	10
	5%	8%	3%	7%	5%	4%	5%	7%	5%	4%
		B					*			
Don't know	49	13	36	14	19	16	5	22	15	7
	5%	3%	7%	5%	5%	4%	3%	8%	4%	3%
			A				*	I		
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Do you trust the news you hear from the following sources..... - Newspapers' websites

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	478	242	236	137	156	185	74	116	151	137
	48%	49%	46%	49%	45%	50%	51%	42%	45%	56%
							*			GH
All the time	57	34	23	26	16	16	19	10	13	15
	6%	7%	5%	9%	4%	4%	13%	4%	4%	6%
				DE			GH*			
Most of the time	421	208	213	111	140	169	55	106	138	121
	42%	42%	42%	40%	41%	45%	37%	38%	41%	50%
							*			GH
About half the time	283	132	152	76	105	103	43	75	96	69
	28%	27%	30%	27%	30%	28%	29%	27%	29%	28%
							*			
Bottom 2 Box (Net)	169	95	73	55	65	49	16	60	65	28
	17%	19%	14%	20%	19%	13%	11%	22%	19%	11%
							*	I	I	
Rarely	121	66	55	41	47	34	16	40	45	20
	12%	13%	11%	14%	13%	9%	11%	14%	14%	8%
							*	I	I	
	48	29	18	14	19	15	-	21	19	8
	5%	6%	4%	5%	5%	4%	-	7%	6%	3%
							*	FI		
Don't know	71	20	50	13	20	37	13	25	23	10
	7%	4%	10%	5%	6%	10%	9%	9%	7%	4%
			A				*	I		
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources..... - Print newspapers

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	488	236	253	123	164	201	62	127	166	133
	49%	48%	49%	44%	47%	54%	42%	46%	50%	55%
						C	*			
All the time	58	30	29	17	24	17	7	14	18	19
	6%	6%	6%	6%	7%	5%	5%	5%	5%	8%
							*			
Most of the time	430	206	224	106	140	184	55	112	148	115
	43%	42%	44%	38%	40%	49%	38%	41%	44%	47%
						CD	*			
About half the time	299	151	148	88	102	109	51	80	104	64
	30%	31%	29%	31%	29%	29%	35%	29%	31%	26%
							*			
Bottom 2 Box (Net)	155	82	73	58	59	39	17	51	51	37
	16%	17%	14%	21%	17%	10%	12%	18%	15%	15%
				E	E		*			
Rarely	108	57	51	42	40	26	14	33	34	26
	11%	12%	10%	15%	12%	7%	10%	12%	10%	11%
				E			*			
	48	26	22	16	19	13	3	18	16	11
	5%	5%	4%	6%	5%	3%	2%	6%	5%	5%
							*			
Don't know	58	20	37	12	22	25	16	18	15	9
	6%	4%	7%	4%	6%	7%	11%	7%	4%	4%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources..... - News radio

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	485	244	241	119	159	208	75	128	158	123
	48%	50%	47%	42%	46%	56%	51%	46%	47%	51%
						CD	*			
All the time	72	39	33	25	22	24	20	18	18	15
	7%	8%	6%	9%	6%	6%	14%	7%	5%	6%
							*			
Most of the time	413	205	208	93	136	184	55	110	140	108
	41%	42%	41%	33%	39%	49%	38%	40%	42%	44%
						CD	*			
About half the time	292	148	144	96	107	89	42	68	108	74
	29%	30%	28%	34%	31%	24%	29%	25%	32%	30%
				E			*			
Bottom 2 Box (Net)	139	71	69	51	47	41	13	48	46	32
	14%	14%	13%	18%	14%	11%	9%	18%	14%	13%
				E			*			
Rarely	104	55	49	41	34	29	13	37	32	22
	10%	11%	10%	14%	10%	8%	9%	13%	10%	9%
				E			*			
	36	16	20	10	13	12	-	12	14	10
	4%	3%	4%	4%	4%	3%	-	4%	4%	4%
							*			
Don't know	85	27	58	16	33	36	17	32	22	14
	8%	5%	11%	6%	10%	10%	11%	11%	7%	6%
			A				*	I		
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Do you trust the news you hear from the following sources.... - Talk radio

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	329	152	178	90	113	127	53	88	111	78
	33%	31%	35%	32%	32%	34%	36%	32%	33%	32%
							*			
All the time	41	23	19	11	18	13	14	14	8	5
	4%	5%	4%	4%	5%	3%	10%	5%	2%	2%
							HI*			
Most of the time	288	129	159	79	95	114	38	74	103	73
	29%	26%	31%	28%	27%	31%	26%	27%	31%	30%
							*			
About half the time	298	154	144	96	106	97	47	61	111	80
	30%	32%	28%	34%	31%	26%	32%	22%	33%	33%
							*		G	G
Bottom 2 Box (Net)	273	153	120	78	96	98	34	89	84	66
	27%	31%	23%	28%	28%	26%	23%	32%	25%	27%
		B					*			
Rarely	194	110	83	53	73	68	30	58	58	48
	19%	23%	16%	19%	21%	18%	20%	21%	17%	20%
		B					*			
	79	42	37	25	23	31	4	31	27	18
	8%	9%	7%	9%	7%	8%	3%	11%	8%	7%
							*			
Don't know	100	31	70	17	31	52	13	38	29	20
	10%	6%	14%	6%	9%	14%	9%	14%	9%	8%
			A			C	*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Do you trust the news you hear from the following sources.... - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Social media	117	68	49	59	39	19	15	36	37	29
	12%	14%	10%	21%	11%	5%	10%	13%	11%	12%
Facebook	85	54	31	32	37	16	7	29	32	17
	9%	11%	6%	11%	11%	4%	5%	11%	9%	7%
Twitter	107	62	45	45	41	21	16	32	29	30
	11%	13%	9%	16%	12%	6%	11%	11%	9%	12%
Online-only news publications	286	146	140	83	93	109	39	74	97	76
	29%	30%	27%	30%	27%	29%	27%	27%	29%	31%
Cable news	448	219	229	110	165	173	47	127	152	122
	45%	45%	45%	39%	48%	46%	32%	46%	45%	50%
Broadcast TV news	542	265	277	132	175	235	76	147	173	145
	54%	54%	54%	47%	50%	63%	52%	53%	52%	60%
	478	242	236	137	156	185	74	116	151	137
	48%	49%	46%	49%	45%	50%	51%	42%	45%	56%
Print newspapers	488	236	253	123	164	201	62	127	166	133
	49%	48%	49%	44%	47%	54%	42%	46%	50%	55%
News radio	485	244	241	119	159	208	75	128	158	123
	48%	50%	47%	42%	46%	56%	51%	46%	47%	51%
Talk radio	329	152	178	90	113	127	53	88	111	78
	33%	31%	35%	32%	32%	34%	36%	32%	33%	32%

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Do you trust the news you hear from the following sources..... - Bottom 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Social media	518	267	251	127	163	227	79	133	177	129
	52%	55%	49%	45%	47%	61%	54%	48%	53%	53%
						CD	*			
Facebook	558	297	261	145	182	231	79	145	188	146
	56%	61%	51%	52%	52%	62%	54%	52%	56%	60%
		B				CD	*			
Twitter	481	265	216	113	161	206	55	133	164	129
	48%	54%	42%	40%	46%	55%	38%	48%	49%	53%
		B				CD	*			
Online-only news publications	253	122	131	76	81	96	30	90	81	52
	25%	25%	26%	27%	23%	26%	20%	33%	24%	21%
							*	HI		
Cable news	182	103	78	59	67	55	25	56	62	38
	18%	21%	15%	21%	19%	15%	17%	20%	19%	16%
		B					*			
Broadcast TV news	148	79	69	58	52	37	28	39	54	26
	15%	16%	14%	21%	15%	10%	19%	14%	16%	11%
				E			*		I	
	169	95	73	55	65	49	16	60	65	28
	17%	19%	14%	20%	19%	13%	11%	22%	19%	11%
							*	I	I	
Print newspapers	155	82	73	58	59	39	17	51	51	37
	16%	17%	14%	21%	17%	10%	12%	18%	15%	15%
				E	E		*			
News radio	139	71	69	51	47	41	13	48	46	32
	14%	14%	13%	18%	14%	11%	9%	18%	14%	13%
				E			*			
Talk radio	273	153	120	78	96	98	34	89	84	66
	27%	31%	23%	28%	28%	26%	23%	32%	25%	27%
		B					*			

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Coverage of the COVID-19 pandemic

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	389	214	175	107	112	169	72	92	124	101
	39%	44%	34%	38%	32%	45%	49%	33%	37%	42%
		B				D	*			
Much more trusting	95	57	38	30	18	47	13	32	31	19
	10%	12%	7%	11%	5%	13%	9%	12%	9%	8%
		B		D		D	*			
Somewhat more trusting	293	157	137	77	94	122	60	60	92	82
	29%	32%	27%	28%	27%	33%	41%	22%	27%	34%
							G*			G
No impact either way	380	166	213	101	149	129	38	126	128	88
	38%	34%	42%	36%	43%	35%	26%	45%	38%	36%
			A		E		*	FI		
Bottom 2 Box (Net)	233	109	124	73	85	75	36	59	84	54
	23%	22%	24%	26%	25%	20%	25%	21%	25%	22%
							*			
Somewhat less trusting	137	63	74	34	48	54	12	31	56	38
	14%	13%	14%	12%	14%	15%	8%	11%	17%	16%
							*			
	96	46	49	38	37	20	24	28	29	15
	10%	9%	10%	14%	11%	5%	17%	10%	9%	6%
				E	E		I*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Coverage of the 2020 US Election

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	249	137	112	77	68	104	44	56	73	76
	25%	28%	22%	27%	20%	28%	30%	20%	22%	31%
						D	*			GH
Much more trusting	63	40	23	23	17	23	10	21	15	17
	6%	8%	5%	8%	5%	6%	7%	8%	4%	7%
							*			
Somewhat more trusting	186	97	88	54	51	81	34	35	58	59
	19%	20%	17%	19%	15%	22%	23%	13%	17%	24%
						D	*			GH
No impact either way	496	211	285	126	192	178	64	155	178	99
	50%	43%	56%	45%	56%	48%	44%	56%	53%	41%
			A		C		*	I	I	
Bottom 2 Box (Net)	257	142	115	79	86	92	39	65	84	69
	26%	29%	22%	28%	25%	25%	27%	23%	25%	28%
		B					*			
Somewhat less trusting	155	81	74	53	53	49	20	41	52	42
	15%	17%	14%	19%	15%	13%	14%	15%	16%	17%
							*			
	101	60	41	26	33	42	19	24	32	26
	10%	12%	8%	9%	10%	11%	13%	9%	10%	11%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Coverage of issues related to racism and

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	337	176	161	99	100	139	57	79	111	91
	34%	36%	31%	35%	29%	37%	39%	28%	33%	37%
						D	*			G
Much more trusting	99	57	43	45	20	35	22	32	33	13
	10%	12%	8%	16%	6%	9%	15%	12%	10%	5%
				DE			I*	I	I	
Somewhat more trusting	238	120	118	54	80	104	36	47	78	78
	24%	24%	23%	19%	23%	28%	24%	17%	23%	32%
						C	*			GH
No impact either way	441	202	239	106	175	160	60	144	145	92
	44%	41%	47%	38%	51%	43%	41%	52%	43%	38%
					C		*	I		
Bottom 2 Box (Net)	223	112	111	77	72	74	29	54	79	61
	22%	23%	22%	27%	21%	20%	20%	20%	24%	25%
							*			
Somewhat less trusting	142	64	78	48	42	52	23	29	49	41
	14%	13%	15%	17%	12%	14%	16%	10%	15%	17%
							*			G
	81	48	33	30	30	22	6	25	30	20
	8%	10%	7%	11%	9%	6%	4%	9%	9%	8%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Coverage of Canadian politics

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	265	155	110	82	79	104	41	66	88	70
	26%	32%	21%	29%	23%	28%	28%	24%	26%	29%
		B					*			
Much more trusting	51	35	16	23	10	17	11	17	15	9
	5%	7%	3%	8%	3%	5%	7%	6%	4%	4%
		B		D			*			
Somewhat more trusting	214	121	93	59	68	86	30	49	73	62
	21%	25%	18%	21%	20%	23%	21%	18%	22%	25%
		B					*			G
No impact either way	520	227	294	140	186	194	75	159	171	116
	52%	46%	57%	50%	54%	52%	51%	57%	51%	48%
			A				*	I		
Bottom 2 Box (Net)	216	107	108	59	82	75	30	52	77	57
	22%	22%	21%	21%	24%	20%	21%	19%	23%	23%
							*			
Somewhat less trusting	154	67	88	37	58	59	27	36	52	40
	15%	14%	17%	13%	17%	16%	18%	13%	16%	16%
							*			
	61	41	21	22	24	16	4	16	25	17
	6%	8%	4%	8%	7%	4%	2%	6%	7%	7%
		B					*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Coverage of the rift between Harry/M

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	140	80	60	63	39	39	18	40	43	39
	14%	16%	12%	22%	11%	10%	13%	15%	13%	16%
				DE			*			
Much more trusting	43	28	15	24	10	9	12	12	8	11
	4%	6%	3%	9%	3%	3%	8%	4%	2%	5%
				DE			*			
Somewhat more trusting	97	51	45	39	29	29	6	28	35	27
	10%	10%	9%	14%	8%	8%	4%	10%	11%	11%
				E			*			
No impact either way	647	306	342	164	241	242	96	177	226	149
	65%	62%	67%	58%	70%	65%	65%	64%	67%	61%
					C		*			
Bottom 2 Box (Net)	214	104	110	54	66	93	32	59	67	55
	21%	21%	21%	19%	19%	25%	22%	22%	20%	23%
							*			
Somewhat less trusting	143	65	78	36	38	69	24	36	45	39
	14%	13%	15%	13%	11%	19%	16%	13%	13%	16%
						D	*			
	71	39	32	18	29	24	9	24	22	16
	7%	8%	6%	6%	8%	6%	6%	9%	7%	7%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Nova Scotia shootings

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	316	176	140	96	94	125	65	74	91	85
	32%	36%	27%	34%	27%	34%	45%	27%	27%	35%
		B					GH*			GH
Much more trusting	60	38	22	21	14	25	19	14	18	9
	6%	8%	4%	7%	4%	7%	13%	5%	5%	4%
		B					I*			
Somewhat more trusting	256	138	118	76	81	100	46	60	74	76
	26%	28%	23%	27%	23%	27%	32%	22%	22%	31%
							*			GH
No impact either way	574	253	321	153	209	212	71	169	200	133
	57%	52%	63%	54%	60%	57%	49%	61%	60%	55%
			A				*			
Bottom 2 Box (Net)	111	61	51	32	43	36	10	33	44	25
	11%	12%	10%	11%	12%	10%	7%	12%	13%	10%
							*			
Somewhat less trusting	78	40	38	22	26	30	6	25	29	18
	8%	8%	7%	8%	8%	8%	4%	9%	9%	7%
							*			
	33	21	12	10	17	7	4	8	15	7
	3%	4%	2%	3%	5%	2%	2%	3%	4%	3%
					E		*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Top 2 Box Summary

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Coverage of the COVID-19 pandemic	389	214	175	107	112	169	72	92	124	101
	39%	44%	34%	38%	32%	45%	49%	33%	37%	42%
		B				D	*			
Coverage of the 2020 US Election	249	137	112	77	68	104	44	56	73	76
	25%	28%	22%	27%	20%	28%	30%	20%	22%	31%
						D	*			GH
Coverage of issues related to racism and diversity (i.e. George Floyd, etc.)	337	176	161	99	100	139	57	79	111	91
	34%	36%	31%	35%	29%	37%	39%	28%	33%	37%
						D	*			G
Coverage of Canadian politics	265	155	110	82	79	104	41	66	88	70
	26%	32%	21%	29%	23%	28%	28%	24%	26%	29%
		B					*			
Coverage of the rift between Harry/Megan and the Royal Family	140	80	60	63	39	39	18	40	43	39
	14%	16%	12%	22%	11%	10%	13%	15%	13%	16%
				DE			*			
Nova Scotia shootings	316	176	140	96	94	125	65	74	91	85
	32%	36%	27%	34%	27%	34%	45%	27%	27%	35%
		B					GH*			GH

- Column Proportions:

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Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result: - Bottom 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Coverage of the COVID-19 pandemic	233	109	124	73	85	75	36	59	84	54
	23%	22%	24%	26%	25%	20%	25%	21%	25%	22%
							*			
Coverage of the 2020 US Election	257	142	115	79	86	92	39	65	84	69
	26%	29%	22%	28%	25%	25%	27%	23%	25%	28%
		B					*			
Coverage of issues related to racism and diversity (i.e. George Floyd, etc.)	223	112	111	77	72	74	29	54	79	61
	22%	23%	22%	27%	21%	20%	20%	20%	24%	25%
							*			
Coverage of Canadian politics	216	107	108	59	82	75	30	52	77	57
	22%	22%	21%	21%	24%	20%	21%	19%	23%	23%
							*			
Coverage of the rift between Harry/Megan and the Royal Family	214	104	110	54	66	93	32	59	67	55
	21%	21%	21%	19%	19%	25%	22%	22%	20%	23%
							*			
Nova Scotia shootings	111	61	51	32	43	36	10	33	44	25
	11%	12%	10%	11%	12%	10%	7%	12%	13%	10%
							*			

- Column Proportions:

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Do you prefer to get your news from....

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
News aggregators - news sites which compile top headlines and news stories from across multiple news sources and platforms.	329	176	153	135	100	95	56	98	96	79
	33%	36%	30%	48%	29%	25%	39%	36%	29%	33%
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.	672	313	358	146	247	279	90	178	240	164
	67%	64%	70%	52%	71%	75%	61%	64%	71%	67%
					C	C	*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

What percentage of the news that you consume comes from the following sources: - % Local news sources (i.e. your local newspaper, radio station, or local TV station)

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
0	42	19	23	22	12	7	4	15	14	8
	4%	4%	4%	8%	4%	2%	3%	6%	4%	3%
				DE			*			
1-10	123	64	59	27	43	53	19	28	37	40
	12%	13%	12%	10%	12%	14%	13%	10%	11%	16%
							*			GH
11-20	117	60	57	39	44	34	22	34	32	28
	12%	12%	11%	14%	13%	9%	15%	12%	10%	12%
							*			
21-30	145	91	54	52	43	50	27	26	44	48
	15%	19%	11%	18%	13%	13%	18%	9%	13%	20%
		B					*			GH
31-40	114	71	43	39	39	36	8	31	40	35
	11%	14%	8%	14%	11%	10%	5%	11%	12%	14%
		B					*			
41-50	183	92	91	51	58	75	31	54	61	38
	18%	19%	18%	18%	17%	20%	21%	19%	18%	16%
							*			
	39	15	24	8	16	14	6	7	14	12
	4%	3%	5%	3%	5%	4%	4%	3%	4%	5%
							*			
61-70	38	19	19	13	15	11	2	10	20	7
	4%	4%	4%	5%	4%	3%	1%	4%	6%	3%
							*		I	
71-80	68	27	42	12	31	25	15	17	25	12
	7%	5%	8%	4%	9%	7%	10%	6%	7%	5%
							*			
81-90	27	6	21	2	11	15	2	3	14	8
	3%	1%	4%	1%	3%	4%	2%	1%	4%	3%
			A			C	*		G	
91-99	16	-	16	3	1	11	-	8	6	1
	2%	-	3%	1%	*	3%	-	3%	2%	1%
			A			D	*	I		
100	88	27	61	14	32	43	10	42	30	7
	9%	6%	12%	5%	9%	11%	7%	15%	9%	3%
			A			C	*	HI	I	
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	43.6	38.4	48.5	37.3	44.5	47.4	41	47.8	46.1	36.8
			A		C	C	*	I	I	
Std. Dev.	29.2	25.45	31.64	26.04	29.23	30.69	27.39	32.02	29.49	25.02
Std. Err.	0.92	1.15	1.4	1.55	1.57	1.59	2.27	1.93	1.61	1.6
Median	40	33	50	33	40	45	33	49	41.8	30

Statistics:

- Column Proportions:

- Column Means:

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What percentage of the news that you consume comes from the following sources: - % National news sources (i.e. national news broadcast or national paper or magaz

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
0	111	36	75	26	37	48	10	53	38	11
	11%	7%	15%	9%	11%	13%	7%	19%	11%	4%
			A				*	FHI	I	
1-10	101	38	63	20	40	41	16	25	43	17
	10%	8%	12%	7%	11%	11%	11%	9%	13%	7%
			A				*		I	
11-20	121	46	75	49	41	31	21	41	35	26
	12%	9%	15%	18%	12%	8%	14%	15%	10%	10%
			A	E			*			
21-30	190	108	81	69	62	59	23	46	65	55
	19%	22%	16%	25%	18%	16%	16%	17%	19%	23%
		B		E			*			
31-40	146	87	59	46	56	44	18	33	48	47
	15%	18%	12%	16%	16%	12%	13%	12%	14%	19%
		B					*			G
41-50	178	105	73	50	55	73	45	38	52	43
	18%	21%	14%	18%	16%	20%	31%	14%	15%	18%
		B					GH*			
	37	19	18	5	15	17	2	10	14	11
	4%	4%	4%	2%	4%	4%	1%	4%	4%	4%
							*			
61-70	31	15	16	5	5	20	4	10	7	10
	3%	3%	3%	2%	2%	5%	3%	4%	2%	4%
						D	*			
71-80	49	23	26	4	17	28	7	8	17	17
	5%	5%	5%	2%	5%	7%	5%	3%	5%	7%
						C	*			G
81-90	24	9	15	4	11	9	-	8	12	5
	2%	2%	3%	1%	3%	2%	-	3%	3%	2%
							*			
91-99	5	1	4	-	2	2	-	2	1	1
	*	*	1%	-	1%	1%	-	1%	*	*
							*			
100	9	3	6	2	6	1	-	2	5	2
	1%	1%	1%	1%	2%	*	-	1%	1%	1%
							*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	34.1	36.3	32.1	31.2	34.6	35.9	34.2	30.6	33.8	38.5
		B				C	*			GH
Std. Dev.	23.88	21.51	25.8	19.83	24.92	25.48	20.48	25.24	24.99	21.98
Std. Err.	0.75	0.97	1.14	1.18	1.34	1.32	1.69	1.52	1.36	1.41
Median	30	34	30	30	30	35	33.3	25	30	35

Statistics:

- Column Proportions:

- Column Means:

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What percentage of the news that you consume comes from the following sources: - % International news sources (i.e. the BBC, CNN, Reuters or other international co

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
0	242	87	155	41	84	116	32	90	87	32
	24%	18%	30%	15%	24%	31%	22%	32%	26%	13%
			A		C	C	*	I	I	
1-10	203	91	112	29	74	100	31	42	78	52
	20%	19%	22%	10%	21%	27%	21%	15%	23%	21%
					C	C	*		G	
11-20	133	66	68	36	53	45	4	38	44	47
	13%	13%	13%	13%	15%	12%	3%	14%	13%	19%
							*	F	F	FH
21-30	153	86	68	56	51	46	25	33	57	38
	15%	17%	13%	20%	15%	12%	17%	12%	17%	16%
					E		*			
31-40	112	77	36	43	42	27	26	28	25	32
	11%	16%	7%	15%	12%	7%	18%	10%	7%	13%
		B		E			H*			H
41-50	83	45	38	41	21	22	16	22	22	24
	8%	9%	8%	15%	6%	6%	11%	8%	6%	10%
				DE			*			
	22	14	8	6	11	5	4	6	4	8
	2%	3%	2%	2%	3%	1%	3%	2%	1%	3%
							*			H
61-70	15	8	8	11	1	4	-	6	5	4
	2%	2%	1%	4%	*	1%	-	2%	1%	2%
				D			*			
71-80	12	4	8	3	5	4	4	1	5	3
	1%	1%	2%	1%	1%	1%	2%	*	1%	1%
							*			
81-90	8	6	2	5	2	1	4	2	3	-
	1%	1%	*	2%	1%	*	3%	1%	1%	-
							*			
91-99	2	1	1	-	1	1	-	-	-	2
	*	*	*	-	*	*	-	-	-	1%
							*			
100	15	7	9	10	3	2	-	8	6	2
	2%	1%	2%	3%	1%	1%	-	3%	2%	1%
				E			*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	22.3	25.3	19.4	31.5	20.8	16.7	24.8	21.5	20.1	24.7
		B		DE	E		*			H
Std. Dev.	22.41	21.91	22.52	24.66	20.9	19.71	23.17	24.17	21.84	20.31
Std. Err.	0.71	0.99	1	1.47	1.12	1.02	1.92	1.45	1.19	1.3
Median	20	25	10	30	20	10	25	15	15	20

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - I have been paying close attention to news about COVID-19

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	806	402	404	203	276	327	110	216	271	209
	81%	82%	79%	72%	80%	88%	75%	78%	81%	86%
						CD	*			G
Strongly agree	301	149	152	49	90	162	34	83	94	90
	30%	30%	30%	18%	26%	43%	23%	30%	28%	37%
					C	CD	*			H
Somewhat agree	505	253	252	154	186	165	76	134	177	119
	50%	52%	49%	55%	54%	44%	52%	48%	53%	49%
				E	E		*			
Bottom 2 Box (Net)	195	88	107	78	70	46	36	60	64	34
	19%	18%	21%	28%	20%	12%	25%	22%	19%	14%
				E	E		*	I		
Somewhat disagree	146	62	85	65	48	34	25	46	49	26
	15%	13%	17%	23%	14%	9%	17%	17%	15%	11%
				DE			*			
Strongly disagree	48	26	22	14	23	12	11	14	16	8
	5%	5%	4%	5%	7%	3%	7%	5%	5%	3%
							*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - I am getting burned out when it comes to consuming n

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	695	343	353	204	242	249	116	186	232	161
	69%	70%	69%	73%	70%	67%	80%	67%	69%	66%
							*			
Strongly agree	244	114	130	86	88	70	38	70	81	56
	24%	23%	25%	31%	25%	19%	26%	25%	24%	23%
				E			*			
Somewhat agree	451	229	222	118	155	179	78	117	151	105
	45%	47%	43%	42%	45%	48%	54%	42%	45%	43%
							*			
Bottom 2 Box (Net)	306	147	159	77	104	124	30	90	103	83
	31%	30%	31%	27%	30%	33%	20%	33%	31%	34%
							*			
Somewhat disagree	249	116	133	66	83	100	26	72	85	67
	25%	24%	26%	23%	24%	27%	18%	26%	25%	27%
							*			
Strongly disagree	57	30	26	11	21	25	4	18	19	16
	6%	6%	5%	4%	6%	7%	3%	7%	6%	7%
							*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - The news has been my connection to the outside world

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	706	344	361	181	239	286	85	202	234	185
	70%	70%	71%	64%	69%	77%	58%	73%	70%	76%
						CD	*			F
Strongly agree	179	87	91	41	52	85	13	64	57	45
	18%	18%	18%	15%	15%	23%	9%	23%	17%	18%
						CD	*	F		
Somewhat agree	527	257	270	140	187	201	73	138	177	140
	53%	52%	53%	50%	54%	54%	50%	50%	53%	57%
							*			
Bottom 2 Box (Net)	295	145	150	100	107	88	61	74	102	59
	30%	30%	29%	36%	31%	23%	42%	27%	30%	24%
				E	E		I*			
Somewhat disagree	213	106	107	75	76	62	45	52	69	46
	21%	22%	21%	27%	22%	17%	31%	19%	21%	19%
				E			*			
Strongly disagree	83	39	43	26	31	26	15	22	33	13
	8%	8%	8%	9%	9%	7%	10%	8%	10%	5%
							*		I	
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - The news media should focus less on COVID 19 and more on other news

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	531	260	271	175	190	167	93	149	173	117
	53%	53%	53%	62%	55%	45%	64%	54%	52%	48%
				E	E		*			
Strongly agree	152	78	73	62	52	37	38	53	42	18
	15%	16%	14%	22%	15%	10%	26%	19%	13%	7%
				E			HI*	HI	I	
Somewhat agree	380	182	198	113	138	129	55	95	131	99
	38%	37%	39%	40%	40%	35%	37%	35%	39%	41%
							*			
Bottom 2 Box (Net)	470	229	240	107	156	207	53	128	162	127
	47%	47%	47%	38%	45%	55%	36%	46%	48%	52%
						CD	*			
Somewhat disagree	397	196	201	95	131	170	49	105	137	106
	40%	40%	39%	34%	38%	46%	34%	38%	41%	43%
						C	*			
Strongly disagree	73	33	40	11	25	37	4	23	26	21
	7%	7%	8%	4%	7%	10%	3%	8%	8%	9%
						C	*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - News media coverage of the pandemic has helped to c

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	594	309	285	161	204	229	86	159	192	157
	59%	63%	56%	57%	59%	61%	59%	58%	57%	65%
		B					*			H
Strongly agree	108	64	45	37	35	35	19	36	27	26
	11%	13%	9%	13%	10%	9%	13%	13%	8%	11%
							*			
Somewhat agree	486	246	240	124	168	194	67	123	165	131
	49%	50%	47%	44%	49%	52%	46%	44%	49%	54%
							*			G
Bottom 2 Box (Net)	407	180	227	120	142	144	60	117	144	86
	41%	37%	44%	43%	41%	39%	41%	42%	43%	35%
			A				*		I	
Somewhat disagree	301	123	178	84	102	115	42	87	106	66
	30%	25%	35%	30%	29%	31%	29%	31%	32%	27%
			A				*			
Strongly disagree	106	57	49	37	41	29	17	31	38	20
	11%	12%	10%	13%	12%	8%	12%	11%	11%	8%
							*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - The news media have hyped up COVID-19 to be worse than it actually is

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	410	213	197	138	165	107	81	117	129	84
	41%	43%	39%	49%	48%	29%	56%	42%	38%	34%
				E	E		HI*			
Strongly agree	147	71	76	59	52	36	39	40	47	20
	15%	14%	15%	21%	15%	10%	27%	15%	14%	8%
				E			HI*	I	I	
Somewhat agree	263	142	121	79	113	71	42	76	82	63
	26%	29%	24%	28%	33%	19%	28%	28%	24%	26%
				E	E		*			
Bottom 2 Box (Net)	591	277	314	143	182	266	65	160	207	160
	59%	57%	61%	51%	52%	71%	44%	58%	62%	66%
						CD	*		F	F
Somewhat disagree	311	147	164	90	104	117	21	84	123	83
	31%	30%	32%	32%	30%	31%	14%	30%	37%	34%
							*	F	F	F
Strongly disagree	280	130	150	53	77	150	44	76	84	76
	28%	27%	29%	19%	22%	40%	30%	27%	25%	31%
						CD	*			H
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
I have been paying close attention to news about COVID-19 throughout the pandemic	806	402	404	203	276	327	110	216	271	209
	81%	82%	79%	72%	80%	88%	75%	78%	81%	86%
						CD	*			G
I am getting burned out when it comes to consuming news about the pandemic	695	343	353	204	242	249	116	186	232	161
	69%	70%	69%	73%	70%	67%	80%	67%	69%	66%
							*			
The news has been my connection to the outside world during pandemic lockdowns	706	344	361	181	239	286	85	202	234	185
	70%	70%	71%	64%	69%	77%	58%	73%	70%	76%
						CD	*			F
The news media should focus less on COVID 19 and more on other important stories	531	260	271	175	190	167	93	149	173	117
	53%	53%	53%	62%	55%	45%	64%	54%	52%	48%
				E	E		*			
News media coverage of the pandemic has helped to contain the spread of COVID-19 in Canada	594	309	285	161	204	229	86	159	192	157
	59%	63%	56%	57%	59%	61%	59%	58%	57%	65%
		B					*			H
The news media have hyped up COVID-19 to be worse than it actually is	410	213	197	138	165	107	81	117	129	84
	41%	43%	39%	49%	48%	29%	56%	42%	38%	34%
				E	E		HI*			

- Column Proportions:

- Column Means:

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To what extent do you agree or disagree with the following about your news consumption during COVID-19: - Bottom 2 Box Summary

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
I have been paying close attention to news about COVID-19 throughout the pandemic	195	88	107	78	70	46	36	60	64	34
	19%	18%	21%	28%	20%	12%	25%	22%	19%	14%
I am getting burned out when it comes to consuming news about the pandemic	306	147	159	77	104	124	30	90	103	83
	31%	30%	31%	27%	30%	33%	20%	33%	31%	34%
The news has been my connection to the outside world during pandemic lockdowns	295	145	150	100	107	88	61	74	102	59
	30%	30%	29%	36%	31%	23%	42%	27%	30%	24%
The news media should focus less on COVID 19 and more on other important stories	470	229	240	107	156	207	53	128	162	127
	47%	47%	47%	38%	45%	55%	36%	46%	48%	52%
News media coverage of the pandemic has helped to contain the spread of COVID-19 in Canada	407	180	227	120	142	144	60	117	144	86
	41%	37%	44%	43%	41%	39%	41%	42%	43%	35%
The news media have hyped up COVID-19 to be worse than it actually is	591	277	314	143	182	266	65	160	207	160
	59%	57%	61%	51%	52%	71%	44%	58%	62%	66%
						CD	*		F	F

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - The Canadian news media currently reflects the di

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	691	355	336	178	238	275	100	200	237	154
	69%	73%	66%	63%	69%	74%	68%	72%	71%	63%
		B				C	*	I	I	
Strongly agree	107	69	38	33	38	37	16	35	38	19
	11%	14%	8%	12%	11%	10%	11%	13%	11%	8%
		B					*			
Somewhat agree	584	286	298	145	201	238	84	165	199	136
	58%	58%	58%	52%	58%	64%	58%	60%	59%	56%
						C	*			
Bottom 2 Box (Net)	310	134	175	103	108	98	46	76	98	89
	31%	27%	34%	37%	31%	26%	32%	28%	29%	37%
			A	E			*			GH
Somewhat disagree	254	104	150	77	87	90	35	61	84	74
	25%	21%	29%	27%	25%	24%	24%	22%	25%	31%
			A				*			G
Strongly disagree	55	30	25	26	20	8	11	15	14	14
	6%	6%	5%	9%	6%	2%	8%	5%	4%	6%
				E	E		*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - It is important for me to see and hear and hear fro

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	766	357	409	212	268	286	91	215	257	202
	76%	73%	80%	75%	77%	77%	63%	78%	77%	83%
		A					*	F		FH
Strongly agree	208	99	110	86	67	56	20	59	65	64
	21%	20%	21%	30%	19%	15%	14%	21%	19%	26%
				DE			*			H
Somewhat agree	557	258	299	126	202	230	71	156	192	138
	56%	53%	59%	45%	58%	62%	49%	56%	57%	57%
					C	C	*			
Bottom 2 Box (Net)	235	133	102	70	78	88	55	61	79	41
	24%	27%	20%	25%	23%	23%	37%	22%	23%	17%
		B					GI*		I	
Somewhat disagree	182	94	88	46	63	73	41	45	62	33
	18%	19%	17%	16%	18%	20%	28%	16%	19%	14%
							I*			
Strongly disagree	54	39	15	24	15	14	13	16	16	8
	5%	8%	3%	9%	4%	4%	9%	6%	5%	3%
		B		E			*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - Canadian news media should be hiring more repor

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	683	318	364	203	243	237	86	185	232	180
	68%	65%	71%	72%	70%	63%	59%	67%	69%	74%
							*			F
Strongly agree	157	79	77	62	61	33	19	36	55	46
	16%	16%	15%	22%	18%	9%	13%	13%	17%	19%
				E	E		*			
Somewhat agree	526	239	287	142	181	203	67	148	176	134
	53%	49%	56%	50%	52%	54%	46%	54%	53%	55%
							*			
Bottom 2 Box (Net)	318	171	147	78	104	137	60	91	104	63
	32%	35%	29%	28%	30%	37%	41%	33%	31%	26%
							I*			
Somewhat disagree	243	119	124	50	82	112	42	70	81	50
	24%	24%	24%	18%	24%	30%	29%	25%	24%	21%
						C	*			
Strongly disagree	75	52	23	28	22	25	18	21	23	13
	7%	11%	5%	10%	6%	7%	12%	8%	7%	5%
		B					*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - I would like to hear more news stories about issue

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	517	258	259	182	175	161	92	132	165	129
	52%	53%	51%	65%	50%	43%	63%	48%	49%	53%
				DE			*			
Strongly agree	112	57	55	58	30	24	19	35	33	25
	11%	12%	11%	21%	9%	6%	13%	13%	10%	10%
				DE			*			
Somewhat agree	405	201	204	123	144	137	72	97	132	103
	40%	41%	40%	44%	42%	37%	49%	35%	39%	43%
							*			
Bottom 2 Box (Net)	484	231	252	100	172	212	54	144	170	115
	48%	47%	49%	35%	50%	57%	37%	52%	51%	47%
					C	C	*			
Somewhat disagree	344	149	195	70	128	146	23	106	127	88
	34%	30%	38%	25%	37%	39%	16%	38%	38%	36%
			A		C	C	*	F	F	F
Strongly disagree	139	82	57	30	44	66	32	38	43	27
	14%	17%	11%	11%	13%	18%	22%	14%	13%	11%
		B				C	*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - The Canadian news media does a good job at cove

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Box (Net)	681	336	344	176	233	271	94	187	235	165
	68%	69%	67%	63%	67%	73%	64%	68%	70%	68%
						C	*			
Strongly agree	94	60	35	29	31	34	7	28	36	24
	9%	12%	7%	10%	9%	9%	5%	10%	11%	10%
		B					*			
Somewhat agree	586	277	309	147	203	237	87	159	199	141
	59%	57%	60%	52%	58%	63%	59%	58%	59%	58%
						C	*			
Bottom 2 Box (Net)	320	153	167	105	113	103	52	89	100	79
	32%	31%	33%	37%	33%	27%	36%	32%	30%	32%
				E			*			
Somewhat disagree	247	114	133	73	85	88	43	73	71	60
	25%	23%	26%	26%	25%	24%	29%	27%	21%	24%
							*			
Strongly disagree	73	39	34	32	27	14	10	16	29	19
	7%	8%	7%	11%	8%	4%	7%	6%	9%	8%
				E	E		*			
	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
The Canadian news media currently reflects the diversity of the Canadian population	691	355	336	178	238	275	100	200	237	154
	69%	73%	66%	63%	69%	74%	68%	72%	71%	63%
		B				C	*	I	I	
It is important for me to see and hear and hear from diverse voices in the Canadian news media	766	357	409	212	268	286	91	215	257	202
	76%	73%	80%	75%	77%	77%	63%	78%	77%	83%
			A				*	F		FH
Canadian news media should be hiring more reporters with different backgrounds to increase the diversity of their reporting staffs	683	318	364	203	243	237	86	185	232	180
	68%	65%	71%	72%	70%	63%	59%	67%	69%	74%
							*			F
I would like to hear more news stories about issues of racism, discrimination and inclusivity	517	258	259	182	175	161	92	132	165	129
	52%	53%	51%	65%	50%	43%	63%	48%	49%	53%
				DE			*			
The Canadian news media does a good job at covering news stories about issues of racism, discrimination and inclusivity	681	336	344	176	233	271	94	187	235	165
	68%	69%	67%	63%	67%	73%	64%	68%	70%	68%
						C	*			

Statistics:

- Column Proportions:

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Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - Bottom 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
The Canadian news media currently reflects the diversity of the Canadian population	310	134	175	103	108	98	46	76	98	89
	31%	27%	34%	37%	31%	26%	32%	28%	29%	37%
			A	E			*			GH
It is important for me to see and hear and hear from diverse voices in the Canadian news media	235	133	102	70	78	88	55	61	79	41
	24%	27%	20%	25%	23%	23%	37%	22%	23%	17%
		B					GI*		I	
Canadian news media should be hiring more reporters with different backgrounds to increase the diversity of their reporting staffs	318	171	147	78	104	137	60	91	104	63
	32%	35%	29%	28%	30%	37%	41%	33%	31%	26%
							I*			
I would like to hear more news stories about issues of racism, discrimination and inclusivity	484	231	252	100	172	212	54	144	170	115
	48%	47%	49%	35%	50%	57%	37%	52%	51%	47%
					C	C	*			
The Canadian news media does a good job at covering news stories about issues of racism, discrimination and inclusivity	320	153	167	105	113	103	52	89	100	79
	32%	31%	33%	37%	33%	27%	36%	32%	30%	32%
				E			*			

Statistics:

- Column Proportions:

- Column Means:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - More diversity across race or ethnicity (i.e. black, indigenous, person

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Ranks (Net)	488	239	250	155	175	159	68	134	159	128
	49%	49%	49%	55%	51%	42%	46%	48%	48%	52%
				E			*			
1 - Highest priority	287	145	141	101	98	87	43	76	93	75
	29%	30%	28%	36%	28%	23%	29%	27%	28%	31%
				E			*			
2	202	93	109	53	77	71	25	58	66	53
	20%	19%	21%	19%	22%	19%	17%	21%	20%	22%
							*			
3	214	95	119	57	62	95	35	59	72	48
	21%	19%	23%	20%	18%	25%	24%	21%	22%	20%
						D	*			
Bottom 2 Ranks (Net)	298	156	142	70	109	120	43	83	104	68
	30%	32%	28%	25%	31%	32%	30%	30%	31%	28%
							*			
4	192	99	94	50	57	86	26	69	58	39
	19%	20%	18%	18%	16%	23%	18%	25%	17%	16%
							*	HI		
	106	57	49	19	52	34	17	14	45	29
	11%	12%	10%	7%	15%	9%	12%	5%	13%	12%
					CE		*		G	G
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - More diversity across genders (i.e. women)

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Ranks (Net)	445	207	238	103	171	170	67	114	153	110
	44%	42%	47%	37%	49%	46%	46%	41%	46%	45%
					C		*			
1 - Highest priority	180	67	113	37	73	71	23	48	64	46
	18%	14%	22%	13%	21%	19%	15%	17%	19%	19%
			A		C		*			
2	264	139	125	66	99	100	44	66	89	65
	26%	28%	24%	23%	28%	27%	30%	24%	27%	27%
							*			
3	223	115	108	62	69	93	33	51	83	55
	22%	23%	21%	22%	20%	25%	23%	19%	25%	23%
							*			
Bottom 2 Ranks (Net)	334	168	166	117	106	110	46	111	99	78
	33%	34%	32%	42%	31%	30%	32%	40%	30%	32%
				DE			*	H		
4	217	108	109	77	63	76	30	61	70	56
	22%	22%	21%	27%	18%	20%	21%	22%	21%	23%
				D			*			
	117	60	56	40	43	34	16	49	29	22
	12%	12%	11%	14%	12%	9%	11%	18%	9%	9%
							*	HI		
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - More diversity across sexual identities (i.e. lesbian, gay, transexual, e

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Ranks (Net)	176	76	101	73	62	42	28	55	57	36
	18%	15%	20%	26%	18%	11%	19%	20%	17%	15%
				DE	E		*			
1 - Highest priority	56	28	28	17	24	16	4	20	22	11
	6%	6%	6%	6%	7%	4%	2%	7%	7%	4%
							*			
2	120	48	72	56	38	26	25	35	35	25
	12%	10%	14%	20%	11%	7%	17%	13%	11%	10%
				DE			*			
3	193	97	97	69	62	62	28	50	58	56
	19%	20%	19%	25%	18%	17%	19%	18%	17%	23%
				E			*			
Bottom 2 Ranks (Net)	631	317	314	139	222	270	89	171	220	151
	63%	65%	61%	50%	64%	72%	61%	62%	66%	62%
					C	CD	*			
4	212	97	115	42	88	81	37	42	80	53
	21%	20%	22%	15%	25%	22%	25%	15%	24%	22%
					C		*		G	
	420	220	200	97	134	188	52	129	140	99
	42%	45%	39%	35%	39%	50%	36%	47%	42%	41%
						CD	*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - More diversity across political spectrum (i.e. socialist, liberal, conser

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Ranks (Net)	396	217	179	105	127	164	57	109	133	97
	40%	44%	35%	37%	37%	44%	39%	40%	40%	40%
		B					*			
1 - Highest priority	180	110	71	42	61	77	19	51	68	42
	18%	22%	14%	15%	18%	21%	13%	18%	20%	17%
		B					*			
2	216	107	108	63	66	87	38	58	65	55
	22%	22%	21%	22%	19%	23%	26%	21%	19%	23%
							*			
3	189	94	96	43	80	66	31	60	54	44
	19%	19%	19%	15%	23%	18%	21%	22%	16%	18%
					C		*			
Bottom 2 Ranks (Net)	416	179	237	133	140	143	58	107	149	102
	42%	36%	46%	47%	40%	38%	40%	39%	44%	42%
			A				*			
4	195	88	107	45	78	72	5	64	75	52
	20%	18%	21%	16%	23%	19%	3%	23%	22%	21%
							*	F	F	F
	220	91	130	88	61	71	54	43	73	50
	22%	19%	25%	31%	18%	19%	37%	16%	22%	20%
			A	DE			GHI*			
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

- Column Means:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - More diversity across geography (i.e. less news from Toronto or other

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
Top 2 Ranks (Net)	496	241	256	127	158	212	73	140	168	116
	50%	49%	50%	45%	46%	57%	50%	51%	50%	48%
						CD	*			
1 - Highest priority	297	139	158	84	91	122	58	81	88	70
	30%	28%	31%	30%	26%	33%	40%	29%	26%	29%
							*			
2	199	102	97	43	67	89	15	59	80	46
	20%	21%	19%	15%	19%	24%	10%	21%	24%	19%
						C	*		F	
3	182	90	92	51	73	58	18	56	68	40
	18%	18%	18%	18%	21%	15%	12%	20%	20%	16%
							*			
Bottom 2 Ranks (Net)	323	159	164	103	115	104	55	81	99	88
	32%	33%	32%	37%	33%	28%	38%	29%	30%	36%
				E			*			
4	185	98	86	66	60	58	49	40	51	44
	18%	20%	17%	24%	17%	16%	34%	15%	15%	18%
				E			GHI*			
	138	61	77	37	56	46	6	40	48	44
	14%	12%	15%	13%	16%	12%	4%	15%	14%	18%
							*		F	F
Sigma	1001	489	512	281	346	373	146	276	335	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

- Column Proportions:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - Top 2 Ranks Summary

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
More diversity across race or ethnicity (i.e. black, indigenous, persons of colour, new to Canada, etc.)	488	239	250	155	175	159	68	134	159	128
	49%	49%	49%	55%	51%	42%	46%	48%	48%	52%
				E			*			
More diversity across genders (i.e. women)	445	207	238	103	171	170	67	114	153	110
	44%	42%	47%	37%	49%	46%	46%	41%	46%	45%
				C			*			
More diversity across sexual identities (i.e. lesbian, gay, transexual, etc.)	176	76	101	73	62	42	28	55	57	36
	18%	15%	20%	26%	18%	11%	19%	20%	17%	15%
				DE	E		*			
More diversity across political spectrum (i.e. socialist, liberal, conservative, etc)	396	217	179	105	127	164	57	109	133	97
	40%	44%	35%	37%	37%	44%	39%	40%	40%	40%
		B					*			
More diversity across geography (i.e. less news from Toronto or other big cities)	496	241	256	127	158	212	73	140	168	116
	50%	49%	50%	45%	46%	57%	50%	51%	50%	48%
						CD	*			

Statistics:

- Column Proportions:

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As Canadian news media work to diversify their voices, how would you prioritize the following? - Bottom 2 Ranks Summary

	Gender			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	506	495	252	388	361	43	188	434	336
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243
More diversity across race or ethnicity (i.e. black, indigenous, persons of colour, new to Canada, etc.)	298	156	142	70	109	120	43	83	104	68
	30%	32%	28%	25%	31%	32%	30%	30%	31%	28%
							*			
More diversity across genders (i.e. women)	334	168	166	117	106	110	46	111	99	78
	33%	34%	32%	42%	31%	30%	32%	40%	30%	32%
				DE			*	H		
More diversity across sexual identities (i.e. lesbian, gay, transexual, etc.)	631	317	314	139	222	270	89	171	220	151
	63%	65%	61%	50%	64%	72%	61%	62%	66%	62%
					C	CD	*			
More diversity across political spectrum (i.e. socialist, liberal, conservative, etc)	416	179	237	133	140	143	58	107	149	102
	42%	36%	46%	47%	40%	38%	40%	39%	44%	42%
			A				*			
More diversity across geography (i.e. less news from Toronto or other big cities)	323	159	164	103	115	104	55	81	99	88
	32%	33%	32%	37%	33%	28%	38%	29%	30%	36%
				E			*			

Statistics:

- Column Proportions:

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