

TRUST IN NEWS 2022

Darrell J. Bricker, CEO, Ipsos Public Affairs

RTDNA Canada

June 2022

© 2022 Ipsos

RTDNA
CANADA



Methodology

APPROACH:

- 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 were interviewed from **May 27 to 30, 2022**.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.

INTERPRETING RESULTS:

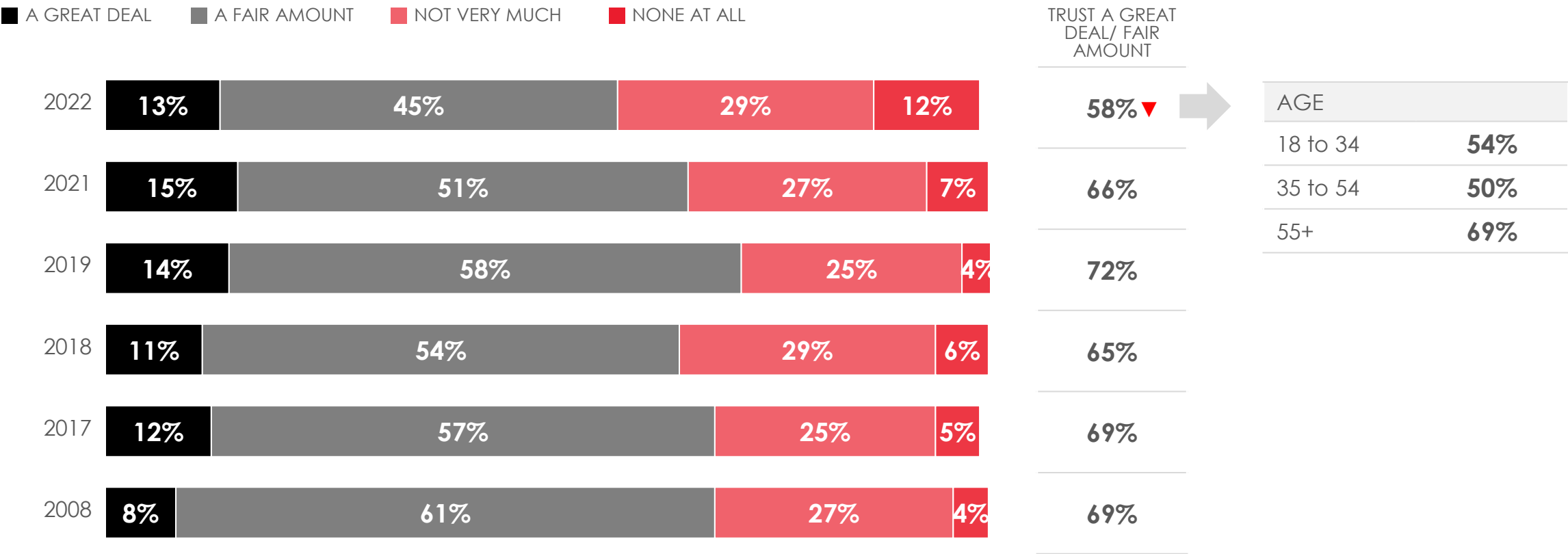
- The precision of online polls is measured using a credibility interval. In this case, the results are **accurate to within +/- 3.5 percentage points, 19 times out of 20**, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.
- Where applicable, there is tracking against data from the previous surveys – green arrows ▲ are used to identify statistically significant increases and red arrows ▼ denote statistically significant decreases, relative to 2021.



DETAILED FINDINGS

Trust in Traditional News Media Continues to Deteriorate

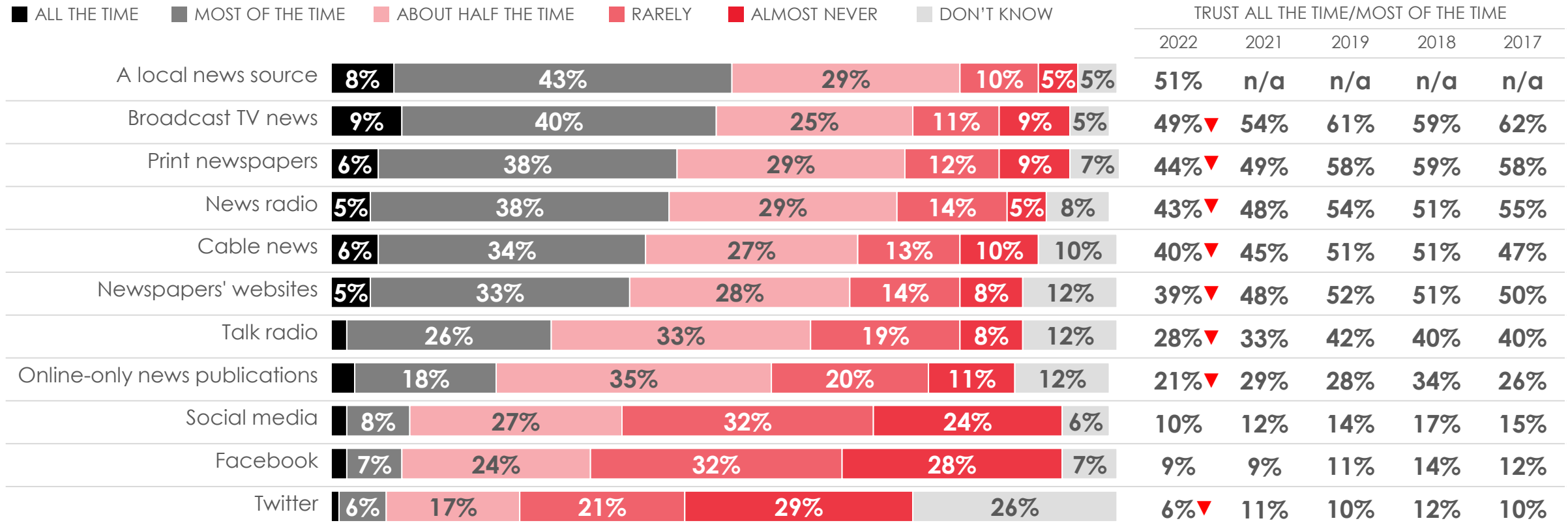
- Overall trust in traditional news media is down 8 points since 2021, and 14 points since 2019. Twelve percent (12%) *do not trust traditional news media at all*, a figure which represents a high-water mark.
- Trust in the media is higher among Canadians aged 55+.



DZ1. 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)

Declining Trust Continues to be Significant and Widespread

- Trust is down across the board, with significant declines observed in most cases. In fact, trust levels have reached historic lows, across all media sources. The most substantial year-over-year declines are observed for newspapers' websites (-9 pts) and online-only news publications (-8). Local news tops the list, as the most trustworthy news source.















Note: Values less than 3% not labelled

DZ3. Do you trust the news you hear from the following sources ...?
Base: All respondents (n=1000)

Monthly News Consumption Tracks Below Pre-Pandemic Levels

- News consumption levels remain below what was observed prior to the pandemic. Year-over-year, statistically fewer report consuming news on a monthly basis from broadcast TV (-5 pts) and newspapers' websites (-7), specifically. Directional declines are observed in most other cases.
- Twitter and social media more generally continue to be favoured by 18-34 year olds. The under 55 demographic is more likely to favour Facebook,

		2021	2019	2018	2017
Broadcast TV news	 43% ▼	48%	52%	51%	58%
A local news source	 38%	n/a	n/a	n/a	n/a
Social media (generally)	 35%	38%	40%	42%	38%
Facebook	 33%	36%	47%	46%	48%
News radio	 33%	35%	43%	41%	40%
Cable news	 30%	30%	35%	39%	36%
Newspapers' websites	 26% ▼	33%	34%	37%	35%
Print newspapers	 22%	24%	39%	40%	42%
Online-only newspapers	 22%	23%	24%	25%	25%
Talk radio	 20%	19%	28%	29%	25%
Twitter	 14%	16%	17%	13%	12%
None of these	 8%	7%	5%	4%	4%

SOCIAL MEDIA

18 to 34	53%
35 to 54	36%
55+	21%

FACEBOOK

18 to 34	36%
35 to 54	39%
55+	26%

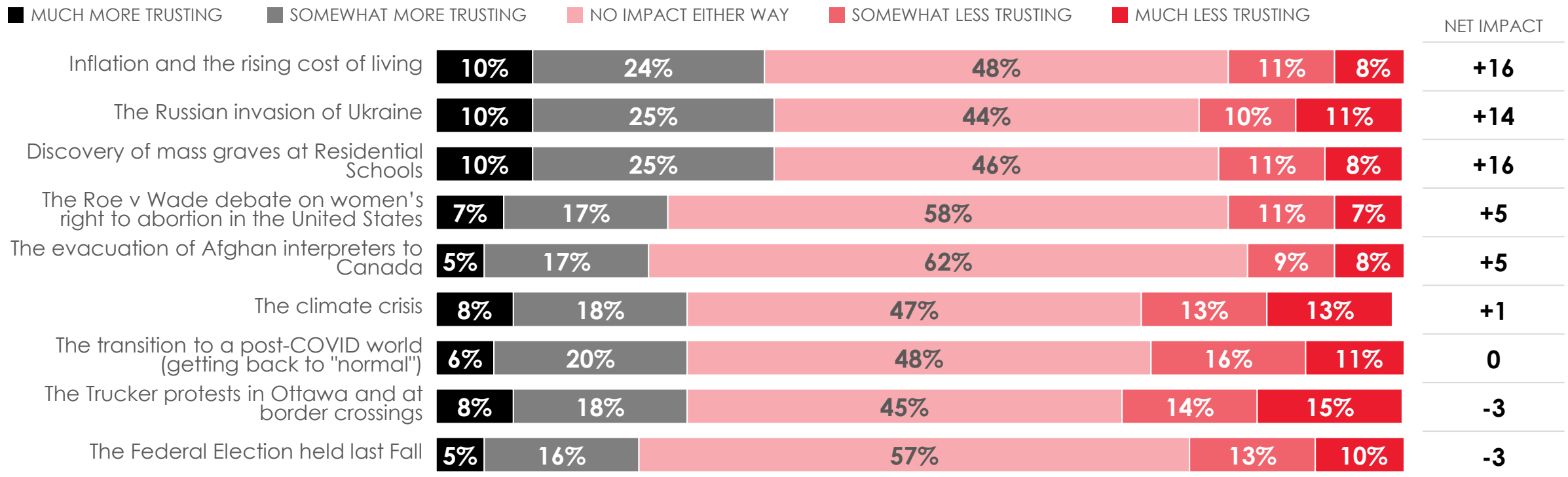
TWITTER

18 to 34	25%
35 to 54	15%
55+	5%

DZ2. In the last month, have you gotten news from any of the following?
Base: All respondents (n=1000)

The Issues Matter and Can Impact Trust

- Coverage of the Federal Election (-2 pts) and more divisive issues such as the Trucker protests (-3) tend to have a small but negative impact on trust.
- On the other hand, coverage of top-of-mind issues such as inflation and the rising cost of living (+16), the Russian invasion of Ukraine (+14) and the discovery of mass graves at residential schools (+16) have a decidedly positive impact on trust in mainstream news media.



DZ3b. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media as a result?
Base: All respondents (n=1000)

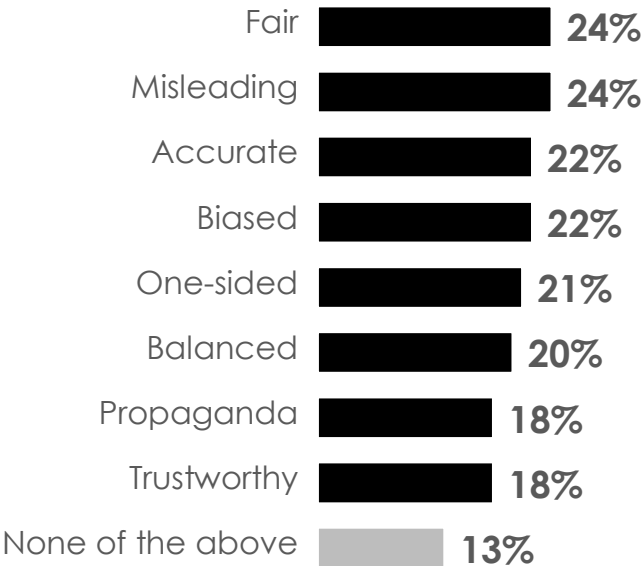
Polarized Views Regarding Coverage of the Trucker Protests

- Equally as many think coverage of the Trucker protests was fair (24%) as misleading (24%), accurate (22%) as biased (22%), one-sided (21%) as balanced (20%), and saw it as being trustworthy (18%) vs. propaganda (18%).
- Albertans are more likely to perceive coverage of the trucker protests as biased (39% vs. 20% across all other regions), misleading (46% vs. 22%), and propaganda (30% vs. 16%).
- Older Canadians (55+) are more likely to think the coverage was fair (30% vs. 21% under 55) and trustworthy (24% vs. 14%).

Top 3 Words



Fair (40%)
Balanced (35%)
Accurate (34%)



Top 3 Words

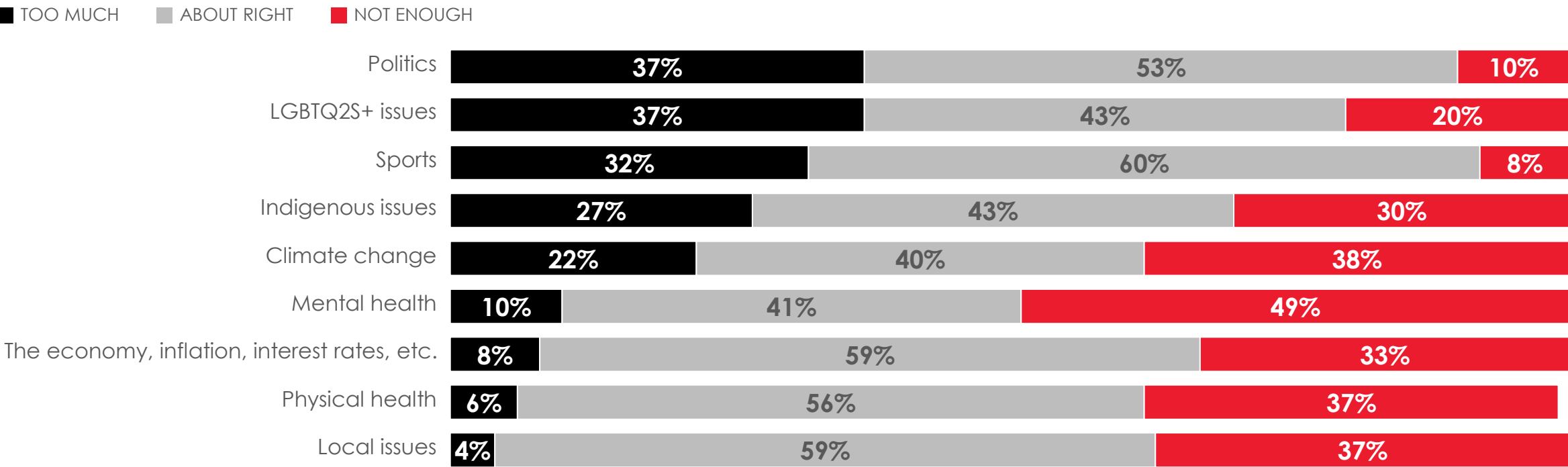


Misleading (40%)
Biased (38%)
One Sided (34%)

DZ4a. Thinking about the news media's coverage of the Trucker protests specifically, which of the following words/phrases would you use to describe the coverage? Choose as many as apply.
Base: All respondents (n=1000)

Is the News Media Covering the Right Issues?

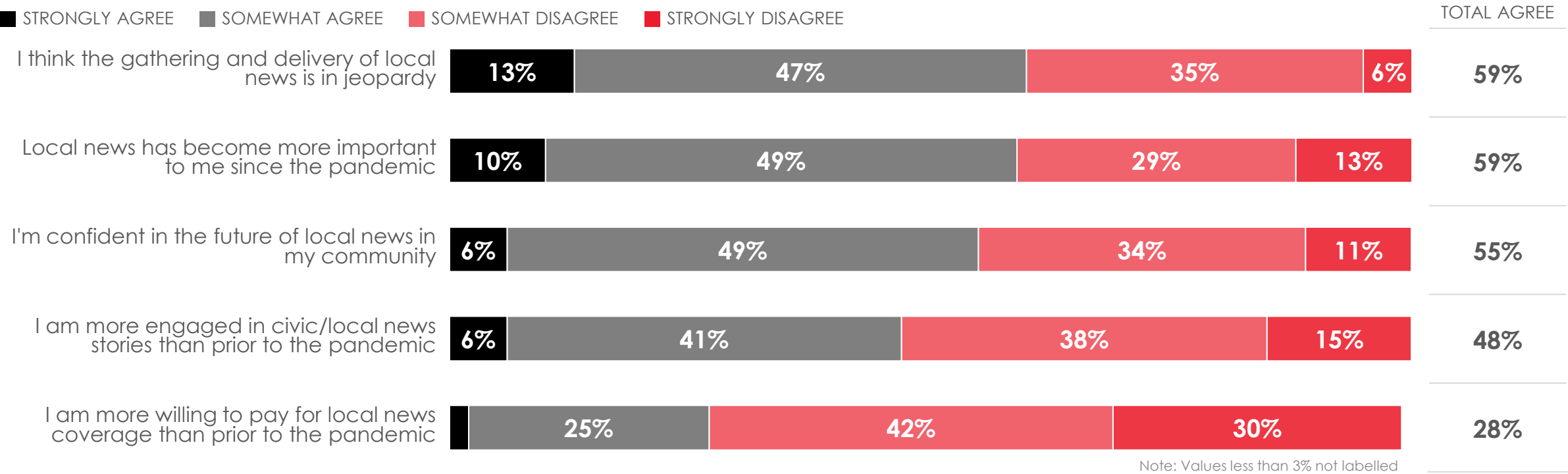
- At one in three (33%), a considerable proportion of Canadians think more coverage needs to be devoted to the economy, inflation, and interest rates. It is noteworthy that coverage of this issue has a substantial, positive impact on trust (see slide 7). Additionally, sizeable proportions believe not enough coverage is devoted to climate change (38%), physical health (37%), local (37%) and Indigenous issues (30%), the latter being the most divisive. Half (49%) do not think the news media provides enough coverage, as it relates to mental health issues.
- Substantial proportions believe politics (37%), sports (32%), and LGBTQ2S+ issues (37%) receive too much coverage.



DZ5a. Do you think that the following topics are covered too much, not enough, or about right in the news that you consume?
Base: All respondents (n=1000)

Local News Might Be Under Siege; Canadians Not More Willing to Pay For it

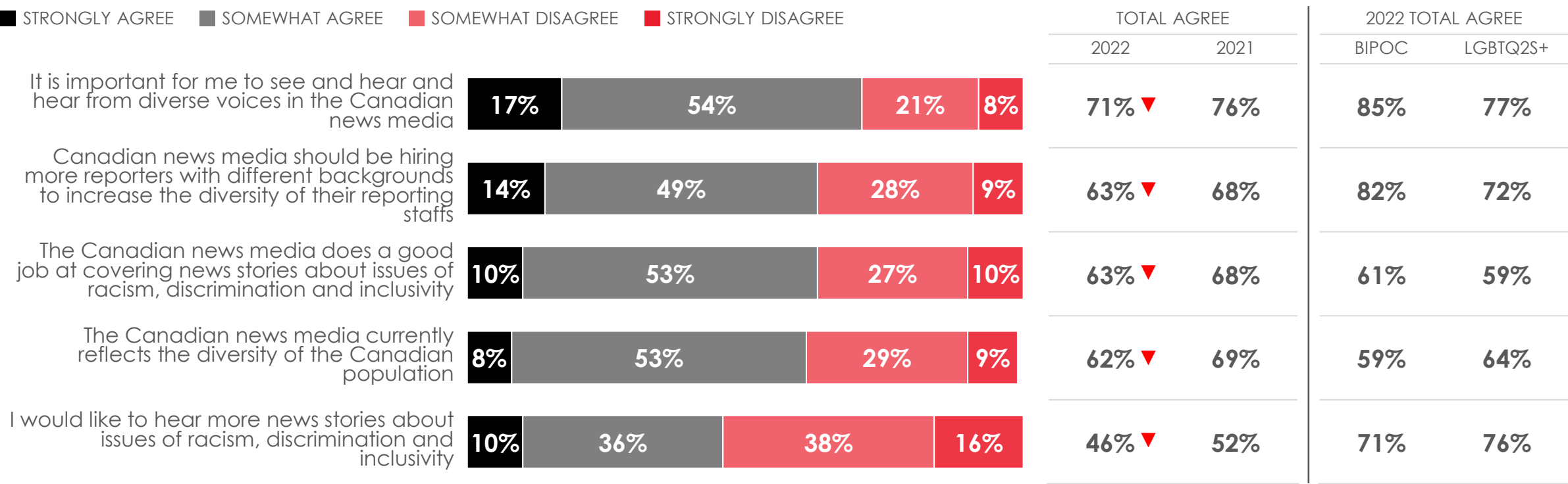
- Local news outranks all other media sources in terms of trustworthiness (see slide 5) but the survey offers evidence that it might be under siege as three-fifths (59%) believe the gathering and delivery of local news is in jeopardy and nearly half (45%) do not have confidence in the future of local news in their community.
- The pandemic has increased the salience of local news, as three in five (59%) think local news has become more important to them since the pandemic and around half (48%) feel more engaged in civic/local news stories than did prior to the pandemic. Despite this, fewer than three in ten (28%) are more willing to pay for local news coverage than they were, prior to the pandemic.



DZ7a. To what extent do you agree or disagree with the following ...?
Base: All respondents (n=1000)

Diverse Voices Matter But Racism Issues Less Salient Than in 2021

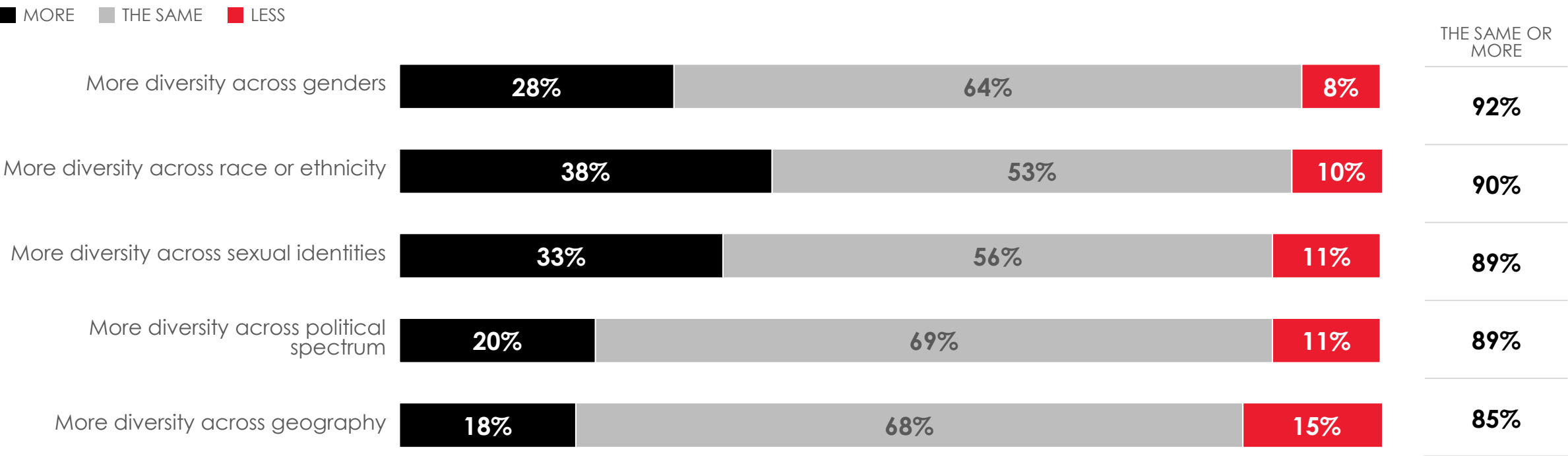
- Most (71%), though statistically fewer (-5 pts) compared to 2021, think it is important for them to see and hear from diverse voices in the Canadian news media. And even though fewer (62%; -9 pts vs. 2021) feel as though the Canadian news media reflects the diversity of the Canadian population or that the Canadian news media does a good job at covering news stories about issues of racism, discrimination, and inclusivity (63%; -5 pts) than did in 2021, there is a declining belief that Canadian news media should be hiring more reporters with different backgrounds to increase diversity (63%; -5 pts). Statistically fewer (-6 pts) Canadians say they would like to hear more news stories about issues of racism, discrimination, and inclusivity than did in 2021.



DZ8. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following?
Base: All respondents (n=1000)

Canadians See the News Media is Becoming More Diverse

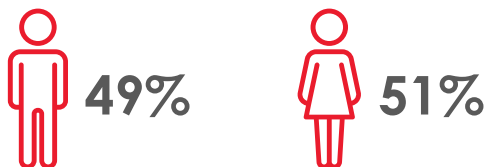
- The vast majority of Canadians feel as though there has been as much or more diversity in the news media over the past year across the political spectrum (89%), genders (92%), races (90%), sexual identities (89%), and geography (85%).
- While majorities across the board think there is the same amount of diversity, compared to one year ago, twice as many (or more) think there is more as opposed to less diversity in the news media as it relates to the political spectrum (20% more vs. 11% less), genders (28% vs. 8%), races (38% vs. 10%), and sexual identities (33% vs. 11%). However, only a slightly higher proportion feel as though there is more (18%) than less (15%) geographic diversity in the news media, compared to one year ago.



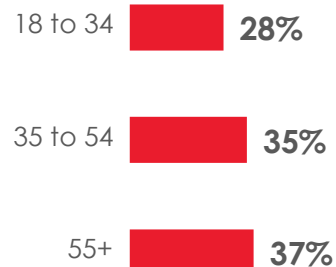
DZ9a. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the following ...?
Base: All respondents (n=1000)

Demographics

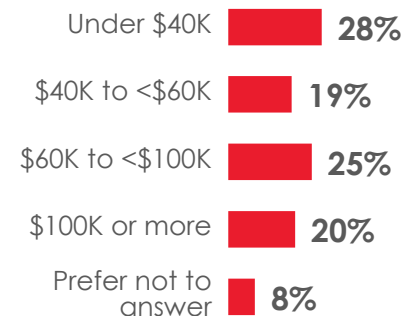
GENDER



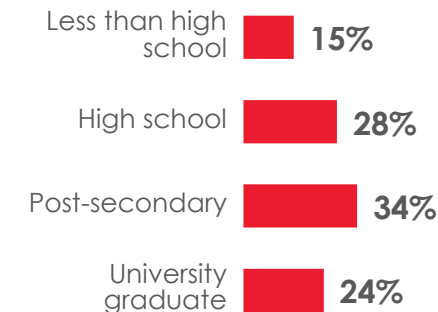
AGE



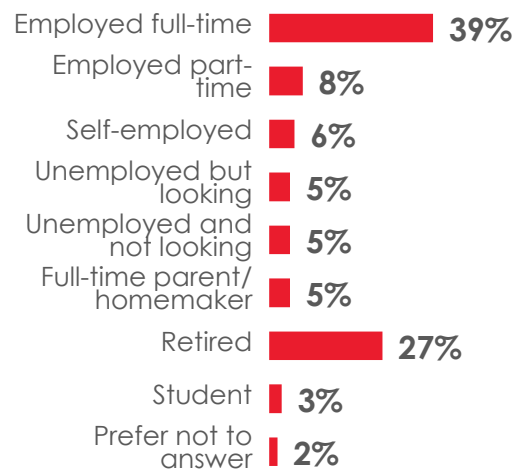
INCOME



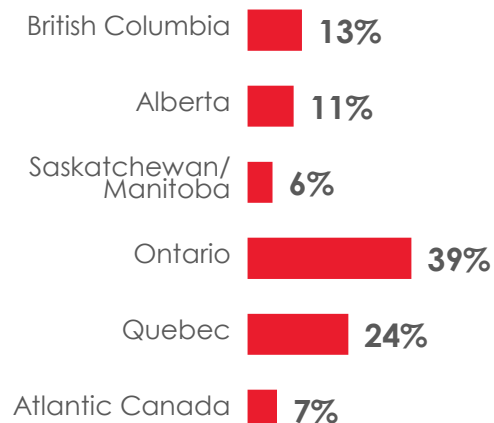
EDUCATION



EMPLOYMENT STATUS



REGION



SELF IDENTIFY



Base: All respondents (n=1000)

Thank you



Darrell J. Bricker, PhD

CEO, Ipsos Global Public Affairs
Darrell.Bricker@ipsos.com
416.324.2001

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.