



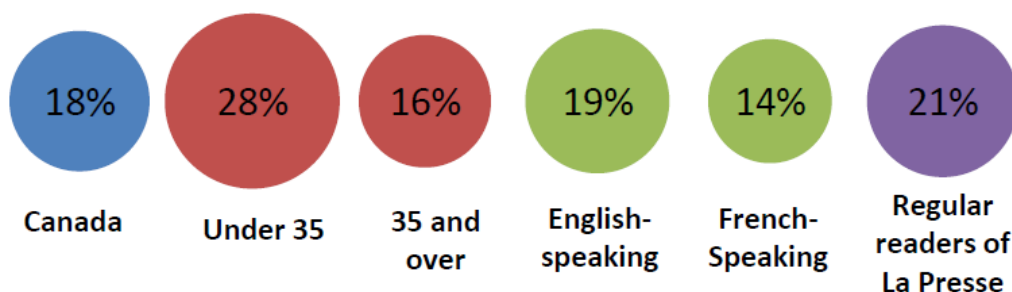
CENTRE D'ÉTUDES SUR LES MÉDIAS

Digital News Report 2018 : Few Canadians willing to fund online news

Quebec City, June 14, 2018 - Canadians continue to value their news media, but don't seem concerned about its financial health. This is one of the key findings of the Digital News Report 2018, an international online survey of news consumers' habits. Thus, less than one in ten Canadians (9%) reports having paid, one way or another, for online news or having accessed a paywalled news site (10 % of Anglophones, 8% of Francophones). Among those who haven't paid for online news, 20 % believe they may do so in the coming year. By comparison, 30 % of Canadian participants say they paid for a newspaper during the week before the survey.

Nearly one in five Canadians (18 %, compared to 22 % internationally) would consider donating to a news organization they like, if the news organization needed that to cover its costs, and younger respondents are more likely to do so than older people (28 % of respondents under 35, 16 % over 35). More Anglophones than Francophones seem willing to donate to a media outlet (19 % versus 14 %). This percentage climbs to 21 %, however, for regular readers of *La Presse*, now an exclusively digital publication, whose publishers recently announced their intention to transform it into a non-profit organization.

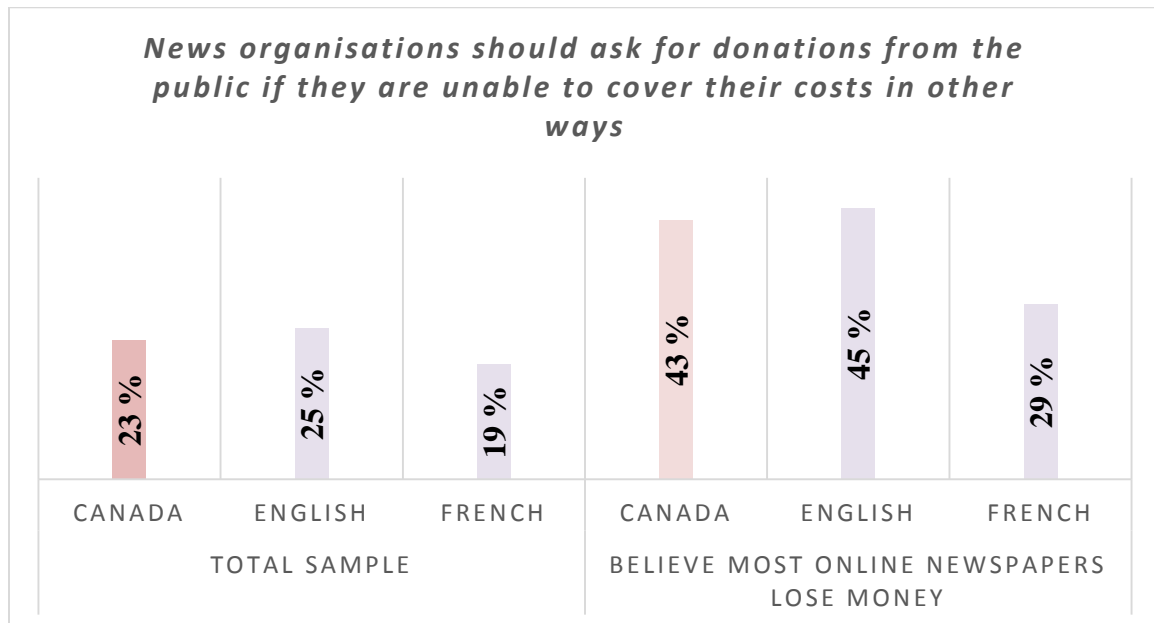
I would consider making a donation to a news outlet I like if they were unable to cover their costs in other ways



Proportion of respondents who "strongly agree" or "tend to agree" with the following statement : "I would consider making a donation to a news outlet I like if they were unable to cover their costs in other ways".

Canadians hold mixed views regarding the idea that a news organization could rely on donations as a source of funding. While one in four respondents agrees that the media should appeal to the public's generosity if they can't cover their costs by other means, 41 % disagree. Very few Canadians surveyed (less than 8 %) believe that most online newspapers make a loss : those who do, are more

favourable to the idea that news organizations should solicit donations, but only in a proportion of 43 % (45 % of Anglophones, 29 % of Francophones).



Proportion of respondents who “strongly agree” or “tend to agree” with the following statement : “News organizations should ask for donations from the public if they are unable to cover their costs in other ways”.

Trust is up, but Canadians worry about fake news

Trust in the news has gone up in Canada in the past year. The country is still among those where trust is highest: 58 % of respondents say they can trust most news most of the time (57 % of Anglophones, 64 % of Francophones), a slight uptick since 2017 (55 %). The overall average for all participating countries is 44 %. However, only 36 % of Canadians believe they can trust most of the time, news found through search engines, and 21% trust news accessed via social media.

When it comes to online news, 60 % of Canadian respondents express concern about what is fake and what is real on the Internet. Most believe the responsibility for doing that is shared.. Four out of five respondents (80%) believe the media and journalists should do more in this regard, 75 % say that large digital media companies such as Google and Facebook should be more active to solve this problem (80 % of Francophones, 72 % of Anglophones) and 64 % suggest that governments play a stronger role (67 % of Francophones, 62 % of Anglophones). An equivalent proportion of Europeans consider that governments could do more to fight fake news, but much fewer Americans (41 %).

Decline of Facebook as a source for news

Finally, although Francophones remain avid users of Facebook as a source of news, their numbers are declining, as they are internationally. This trend could be partly attributed to the algorithm changes put in place by the social media company. Now 48 % of Francophones report accessing news on this platform, compared to 55% in 2016 and 2017. All age groups use it less, except those aged 65

and over. Among Anglophones, 37 % use Facebook to access news, compared to 44 % in 2016. Meanwhile, use of YouTube for news appears to be growing, as reported by 22 % of Canadians (18 % in 2017). The increase is more pronounced among Anglophones (17 % to 23 %) than Francophones (20 % to 22%).

Use of Facebook and YouTube to access news, 2016 to 2018

		2016	2017	2018	Change 2016-18
Canada	Facebook	46 %	40 %	38 %	-8
	YouTube	17 %	18 %	22 %	5
English	Facebook	44 %	37 %	37 %	-7
	YouTube	17 %	18 %	23 %	6
French	Facebook	55 %	55 %	48 %	-7
	YouTube	20 %	20 %	21 %	1

Proportion of people having used the website or application in the week before the survey to find, read, watch, share or discuss news.

Data collection for the Digital News Report, led by YouGov for the Reuters Institute for the Study of Journalism (University of Oxford), was conducted in 37 countries in 2018. The Canadian partner is le Centre d'études sur les médias (<http://www.cem.ulaval.ca>). The survey was conducted in Canada from January 23 to February 1, obtaining an initial sample of 2010 respondents, including 1590 Anglophones. The Francophone subsample of 1010 respondents was collected until February 12. The data have been weighted to be representative of the adult population.

International report : www.digitalnewsreport.org

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