



DIGITAL NEWS REPORT CANADA

2021 DATA : AN OVERVIEW



CENTRE D'ÉTUDES SUR LES MÉDIAS



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About the Digital News Report

The [Digital News Report \(DNR\)](#) is based on an international survey led by the Reuters Institute for the Study of Journalism at the University of Oxford. It was conducted in 46 countries in 2021 and focuses on practices and perceptions of news by consumers, with a special interest in digital issues. The Canadian component of the survey is supervised by the Centre d'études sur les médias (CEM).

Methodology

The DNR is produced through an online questionnaire administered by the survey firm YouGov. In Canada, it was distributed to a random sample of 2,036 participants registered with the firm, including 530 francophones. The francophone sample was then completed independently until totalling 1 017 participants. The Canadian data was collected from January 14 to February 15, 2021.

The results are weighted to be representative of Canada's adult population. It should be noted that such a survey is likely to underrepresent those segments of the Canadian population without access to the internet: typically, such people are older, have less formal education and have lower incomes. In 2019, new quotas were established to mitigate the underrepresentation of people with lower levels of education. From 2016 to 2020, the questionnaire began with a filter question to exclude respondents who did not consume news in the month preceding the survey. These factors should be taken into account when comparing the findings with those of previous years.

With the financial support of :



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Background

The Digital News Report data was collected in January and February 2021, during the second wave of the coronavirus pandemic in most of Europe and the Americas, as vaccination was slowly getting underway.

Since the 2020 survey was conducted shortly before declarations of public health emergency in North America, this edition provides a comparison of news consumption habits and perceptions in Canada before and almost a full year into the pandemic.

Questions about COVID-19 and disinformation during this global crisis have been included in the questionnaire. At the same time, new questions about the way Canadians perceive media coverage of groups with which they may identify, the neutrality or impartiality of news media and their financial situation were added.

2021 Highlights in Canada

- About half of Canadian respondents think there is about the right amount of coverage of their political views, age group, gender, and social and economic class, and that the coverage is fair. Between 20% and 30% of them are dissatisfied, however. The groups that are the least satisfied with the coverage they receive are Anglophones who identify themselves as politically right-leaning, people aged 18 to 24, women, members of low-income households and people without a postsecondary diploma or degree.
- Even though trust in the news is up globally in the markets covered by the Digital News Report during this pandemic year, trust is stable in Canada, with 45% of respondents saying you can trust most news most of the time in 2021, versus 44% in 2020. Similarly, 63% of Canadian respondents are concerned about what is real and what is fake on the internet, a proportion down slightly from the previous year (65%).

As has been the case every year since 2016, more Francophones trust most news most of the time, at 54%, an increase of 5 points over 2020 (49%).

- Most Canadians think that when news outlets report on social and political issues, they should reflect a range of different views (71%), try to be neutral on every issue (57%) and give equal time to all positions and parties (69%).
- The rate of readership for print newspapers and magazines, whose revenues and circulation have been affected significantly by the pandemic, reached its lowest point since the survey began in 2016. That year, 7% of Canadian respondents said they consulted the news mainly via print media. The number was still 6% in 2020 but fell to only 3% in 2021.

In contrast, the upward trend in the proportion of respondents who say they consult the news mainly online (53%) continued (+15 percentage points in relation to 2016 and +4 points in relation to 2020).

- Respondents' perception of the financial state of commercial news organisations in Canada is rather variable. Although a third (34%) say they are concerned about the financial state of commercial news organisations in the country, almost half (49%) say the opposite.

More Francophone respondents (39%) than Anglophone respondents (28%) think the government should step in to help those organisations that can't make enough money on their own. The overall share of Canadians who agree with this statement is 30%.

1. Quality of news coverage

For the first time, Canadian respondents taking part in the Digital News Report survey were able to assess news coverage of the various groups that they belong to or identify with. More than half of Canadian respondents said that there is about the right amount of news coverage (neither too much nor not enough) of each of the following categories:

- Political views (51%);
- Age group (52%);
- Gender⁴ (58%);
- Social and economic class (51%).

Conversely, the proportion of people who think there is not enough coverage ranges from 23% (for gender) to 30% (for age and social and economic class), with political views between the two, at 28%.

In addition, about half of the respondents think news coverage is fair in respect of the groups that they belong to or identify with: 47% for political views, 49% for social and economic class, 52% for age and 56% for gender. Generally speaking, the answers also show less dissatisfaction than with the amount of coverage: barely a quarter of Canadians think the coverage of the various categories is unfair. But the proportion of undecideds is also higher, with more than a quarter saying they don't know.

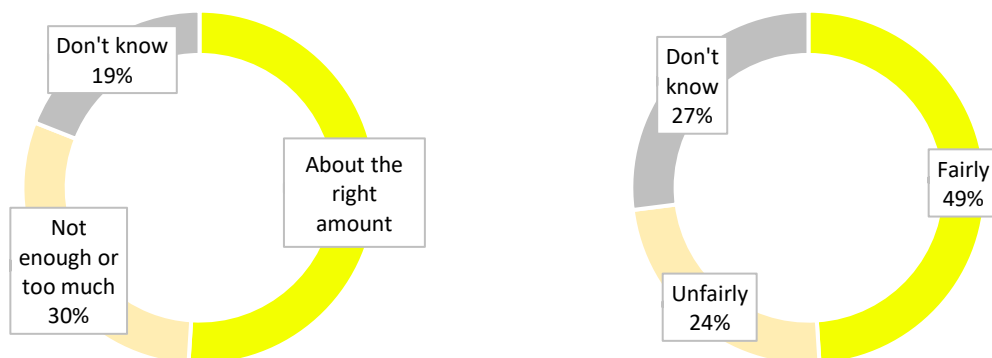


Figure 1. Breakdown of Canadian respondents based on their answers to the questions: *Thinking about the news in general in your country, do you think that there is a) too much, about the right amount or not enough news coverage of **your social and economic class**?* (left) and b) *Do the news organisations in your country cover **your social and economic class** fairly or unfairly?* (right).

In comparison with Anglophones, more Francophones generally think the amount of news coverage is about right, with 4 additional percentage points for their political views and for people of the same gender (55% and 62%, versus 51% and 58% for Anglophones) and 5 points more for age and social and economic class (57% and 56%, versus 52% and 51%). Similarly, more Francophones (52%) say

⁴ Our data do not allow for a non-binary categorisation of gender identity.

that the news coverage of their social and economic class is fair than do Anglophones (49%), for a difference of 3 points.

It should be noted however that these proportions vary as a function of the respondents' political views, age group, gender, household income and level of education.

1.1 Political views

In Canada, we can see that the political right is less satisfied with news outlets. As Figure 2 shows, this apparent dissatisfaction seems to be present only on the English-speaking right; 42% of such respondents think there is “about the right amount” of coverage of their point of view and only 36% deem it “fair”. Most of the respondents who identify as left-leaning and centre have a favourable opinion, in a proportion ranging from 55% to 60%.

Of those English-speaking Canadians who think there is not enough coverage of their political views, most say that it is not complete enough. This is the case for 35% of the right-leaning respondents, but only 23% of those who consider themselves left-leaning.

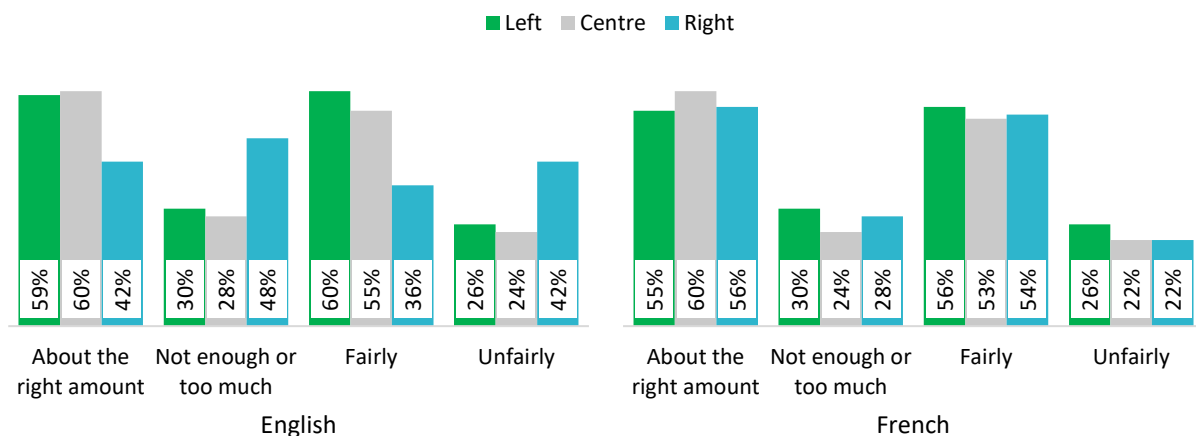


Figure 2. Breakdown of Anglophones and Francophones of different political views based on their answers to the questions: *Thinking about the news in general in your country, do you think there is a) too much, about the right amount or not enough news coverage of **your political views**?* and b) *Do the news organisations in your country cover **your political views** fairly or unfairly?*

Among Francophones, however, differences in perception vary less on the basis of political views. Once again, respondents in the political centre tend to have a favourable opinion (at 60%), as do the right-wing (56%) and left-wing (55%) respondents. Concerning the fairness of news coverage, the proportions range from 53% for the centre to 56% for the left, with the right halfway between the two.

Francophones on the right and on the left who think there is not enough coverage tend, like Anglophones, to describe it as not being complete enough, with 21% of left-leaning Francophone respondents and 18% of right-leaning respondents holding this opinion.

1.2 Age

When it comes to the representativeness of news coverage for different age groups, there are two notable distinctions: the first between Anglophones under 45 and those aged 45 and older, and the second between Canadian respondents aged 18 to 24 and their elders.

English-speaking respondents under the age of 45 are proportionally less likely to think there is “about the right amount” of coverage of people their age, at 47%. The majority of those aged 45 and older are satisfied, at 55%.

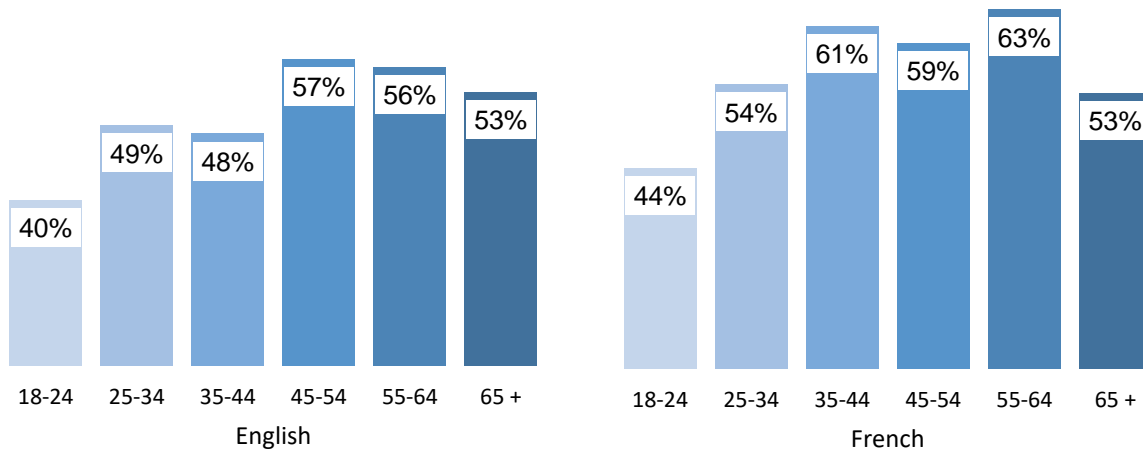


Figure 3. Share of Anglophones and Francophones by age group who answered “about the right amount” to the question: *Thinking about the news in general in your country, do you think that there is too much, about the right amount or not enough news coverage of people your age?*

Regarding the fairness of news coverage, only 47% of people under 45 responded favourably, compared with 58% of those aged 45 and older.

Among Francophone Canadians, there are smaller differences between the age groups. A majority think people their age receive “about the right amount” of news coverage, namely 55% of those under the age of 45 and 58% of those aged 45 and older. The coverage is considered “fair” by 55% of the first group and 53% of the second.

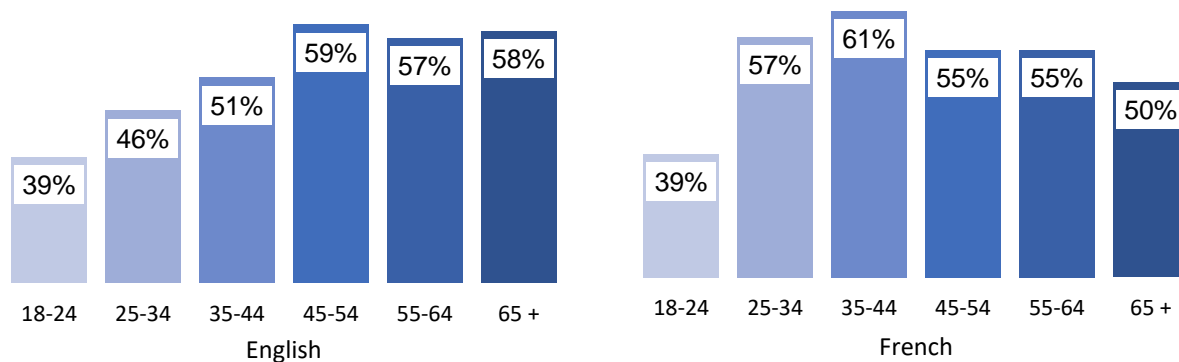


Figure 4. Share of Anglophones and Francophones by age group who answered “fairly” to the question: *Thinking about the news in general in your country, do you think that news organisations in your country cover **people your age** fairly or unfairly?*

Among Francophone Canadians, there are smaller differences between the age groups. A majority think people their age receive “about the right amount” of news coverage, namely 55% of those under the age of 45 and 58% of those aged 45 and older. The coverage is considered “fair” by 55% of the first group and 53% of the second.

For both language groups, the respondents aged 18 to 24 stand out for their low level of agreement with the favourable statements. This age group has the lowest proportions of respondents who think there is about the right amount of coverage, namely 44% of Francophones and 40% of Anglophones. Similarly, concerning the “fairness” of the coverage, only 39% have a favourable opinion in both cases.

1.3 Gender

The perception of news coverage of people of the same gender varies little between women and men. Even so, it should be noted that more Anglophone men (61%) than women (54%) think the amount of coverage is about right, while Francophone men and women agree in the same proportion, namely 62%.

Among respondents who think there is not enough coverage, women are more likely to think there is not enough coverage of their gender, namely 19% of Anglophones and 15% of Francophones. Very few respondents think there is too much coverage, namely 5% and 6%, respectively. Men, both Anglophone and Francophone, think there is “too much” or “not enough” coverage in similar proportions, namely about 11%.

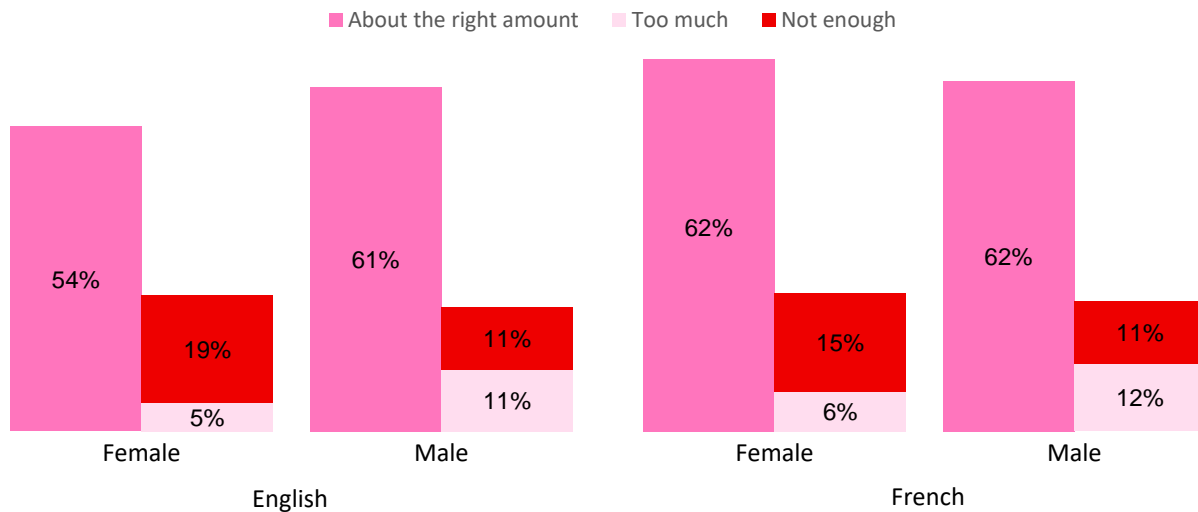


Figure 5. Breakdown of Anglophones and Francophones according to their gender based on their answer to the question: *Thinking about the news in general in your country, do you think that there is too much, about the right amount or not enough news coverage of **people your gender**?*

As for fairness of the coverage of people their gender, Canadians are again mostly satisfied. Even so, Figure 6 shows a notable difference between Francophone men and women, with 54% of women deeming their coverage “fair”, versus 60% of men. As for Anglophones, the proportions vary little (56% of women and 58% of men).

The share of respondents who consider the coverage of people their gender “unfair” is quite similar from one group to another, ranging from 16% to 20%.

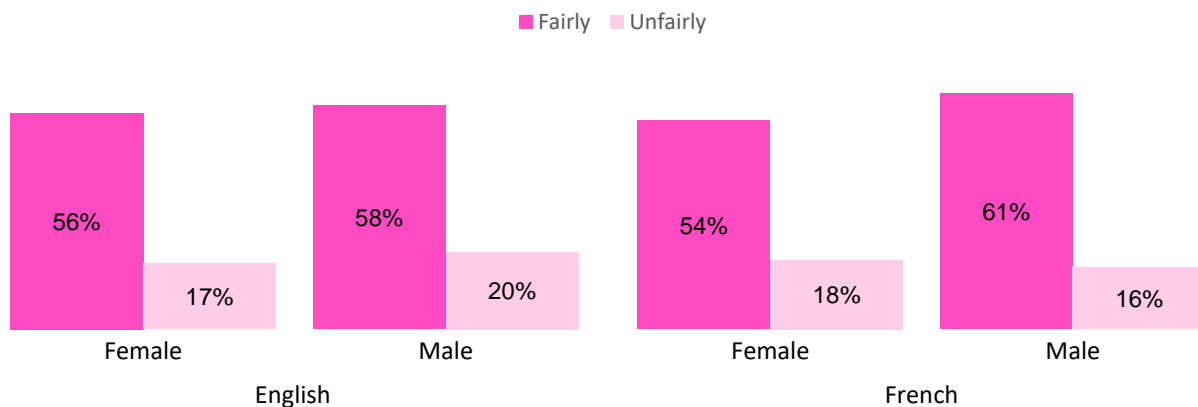


Figure 6. Breakdown of Anglophones and Francophones according to their gender based on their answer to the question: *Thinking about the news in general in your country, do you think that news organisations cover **people your gender** fairly or unfairly?*

1.4 Social and economic class

Impressions of news coverage of social and economic classes appear to be linked to two factors: level of education and household income.

First, as shown by Figures 7 and 8, in both language groups respondents with a university education seem to be the most satisfied with their media coverage. The differences are less pronounced among Francophones than among Anglophones.

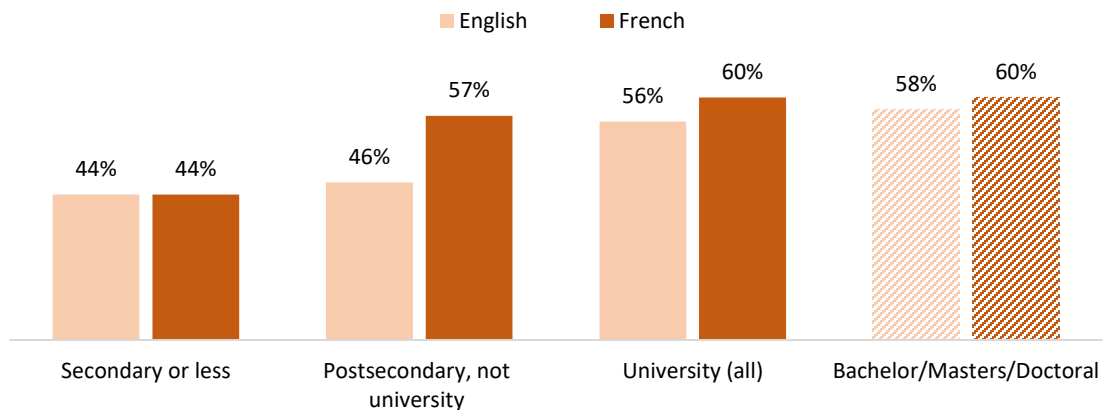


Figure 7. Share of Anglophones and Francophones according to the highest degree obtained who answered “about the right amount” to the question: *Thinking about the news in general in your country, do you think there is too much, about the right amount or not enough news coverage of your **social and economic class**?*

Figure 7 shows that, of Francophones with a postsecondary education, 57% (postsecondary but not university) and 60% (all university levels) say they benefit from “about the right amount” of news coverage. These results are 13 and 16 percentage points higher than for respondents with a secondary diploma or less, with 44% of them holding this favourable opinion.

Among Anglophones, however, the satisfaction of respondents with a non-university postsecondary education (46%) is fairly similar to that of respondents who have only a secondary education (44%).⁵ Those who attended university differ from the other groups by their mostly favourable assessment (56%) of the amount of news coverage concerning them (58% of holders of a bachelor’s degree, a master’s degree or a doctorate).

⁵ This result may be due to Quebec, where more than 90% of the Francophone population resides, and its CEGEPs, namely postsecondary institutions that offer preuniversity education and technical training, and have no equivalent in the rest of Canada.

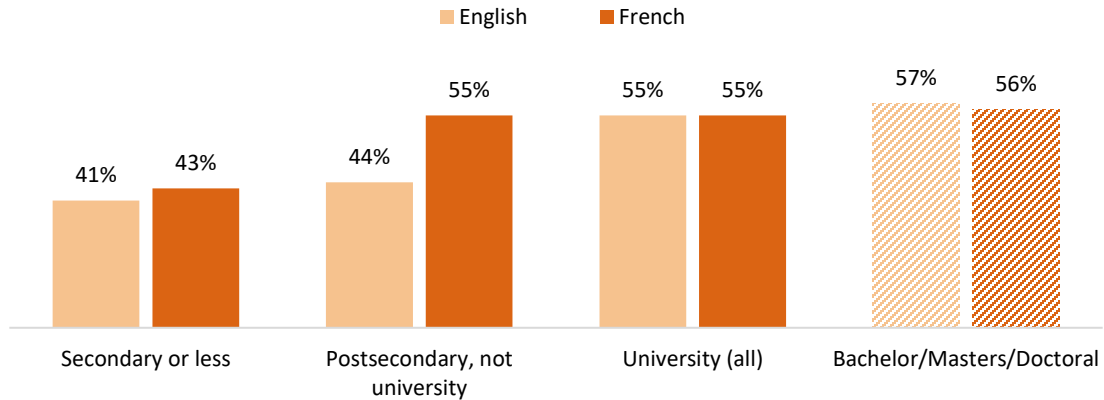


Figure 8. Share of Canadian respondents according to highest degree obtained who answered “fairly” to the question: *Thinking about the news in general in your country, do you think that news organisations in your country cover **your social and economic class** fairly or unfairly?*

The same variations can be seen in the answers on the fairness of news coverage of social and economic class. More Francophone respondents with a postsecondary education (whether university-educated or not) consider their coverage “fair” (55%), 12 points more than Francophones with no more than a secondary education (43%). Anglophones are also divided between those with a university education (55% answered “fair”) and those with a non-university postsecondary education (44%) or less education (41%).

Moreover, greater numbers of both Francophones and Anglophones in households with higher incomes find the news coverage of their social and economic class satisfactory: 63% of the first group and 68% of the second group think there is “about the right amount”. These figures are 26 points (37%) and 25 points (43%), respectively, higher than for respondents from the lowest income households.⁶

Respondents from higher-income households also think, at 62%, that the news coverage of their social and economic class is fair. For low-income households, the proportion drops to 40% for Anglophones and 43% for Francophones.

Results for respondents from middle-income households come between those of the other two groups.

⁶ For the purposes of these comparisons, higher income households earn \$80,000 or more annually (which covers 29% of respondents) and lower income households less than \$30,000 annually (28% of respondents). Households with “average” incomes fall between these two thresholds (43% of respondents). This division doesn’t take into account factors such as household or family size and cost of living variations by area of residence.

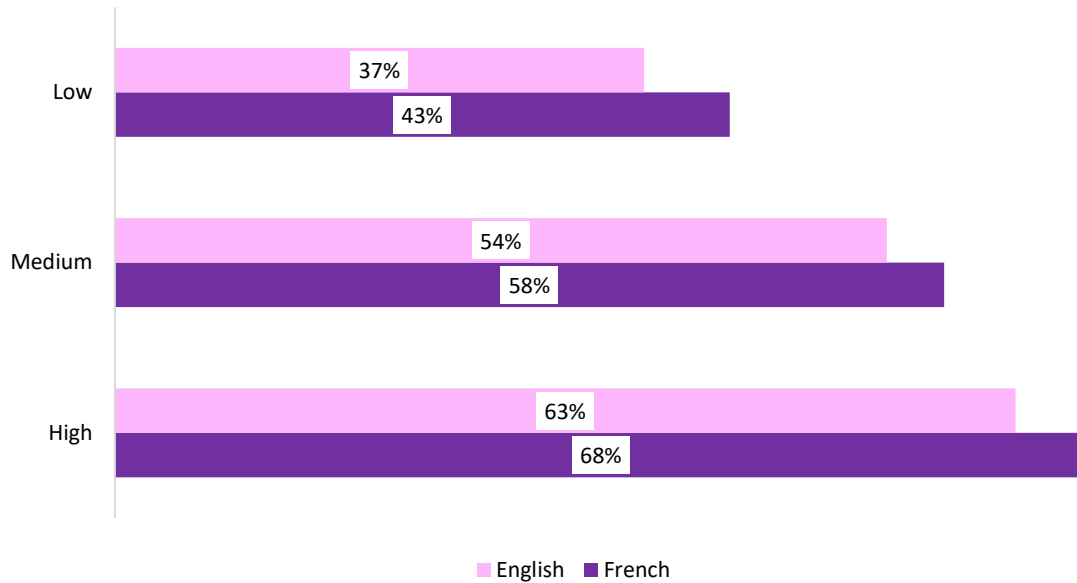


Figure 9. Share of Canadian respondents from different levels of household incomes who answered “about the right amount” to the question: *Thinking about the news in general in your country, do you think that there is too much, about the right amount or not enough news coverage of **your social and economic class**?*

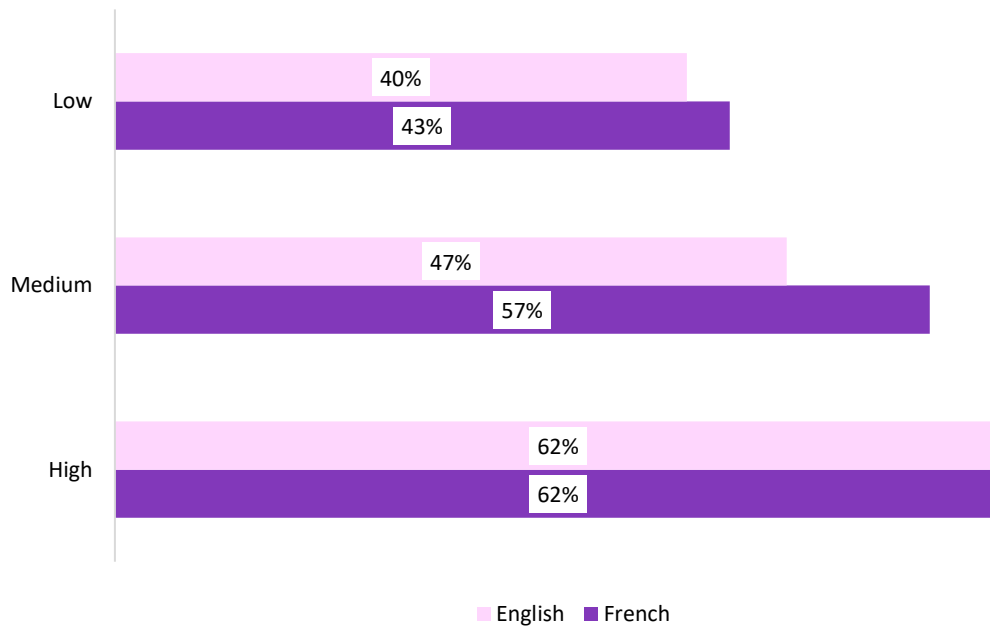


Figure 10. Share of Canadian respondents from different levels of household incomes who answer “fairly” to the question: *Thinking about the news in general in your country, do you think that news organisations in your country cover **your social and economic class** fairly or unfairly?*

2. Trust in the news

Canadians' trust towards news remained roughly stable since 2020, with 45% of respondents saying they trust most news most of the time, an increase of one percentage point. But even though this proportion remained almost unchanged in Canada, the global share of respondents trusting most news most of the time in the markets covered by the Digital News Report was up 6 percentage points, from 38% to 44%. As a result, Canada's rate ends up in the international average.

In 2021, global trust in news in social media is 6 points than it is in Canada, and global trust in search engines is 3 points higher.

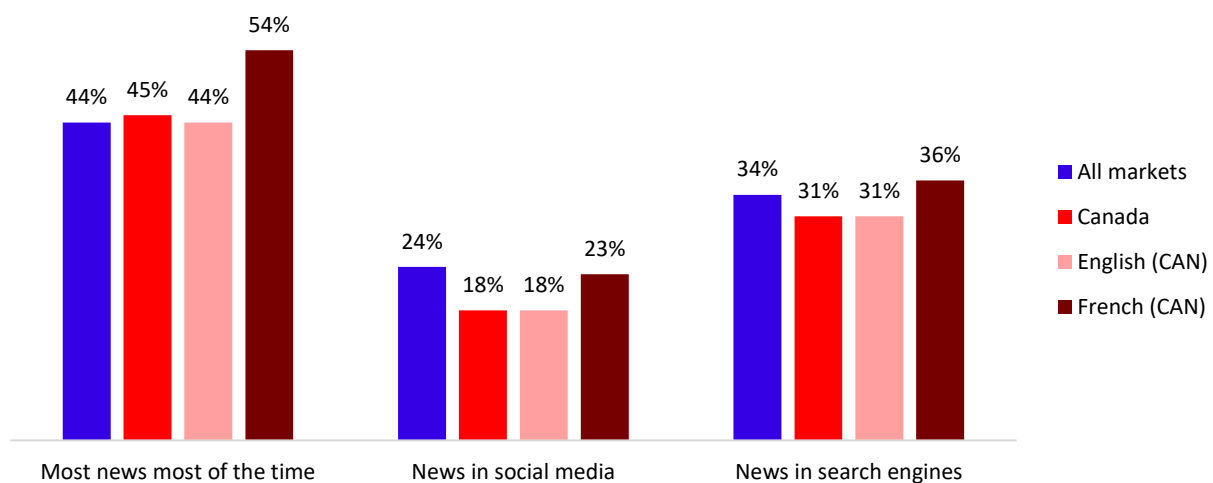


Figure 11. Share of respondents in different markets who trust certain types of news.

Figure 11 also shows that Francophone Canadians systematically trust news more than Anglophones do. This trend has been seen from the outset of DNR's gathering of Canadian data. Among Francophones, 54% trust most news most of the time, an increase of 5 points from 2020. As for Anglophones, the percentage was unchanged at 44%.

Canadian respondents' level of trust also varies with age and education. More than half of respondents aged 45 or older (52%) say they trust most news most of the time, whereas only slightly more than a third (36%) of respondents under the age of 45 hold that view.

As was seen with the assessment of the amount and fairness of news coverage, Canadians who have a university education also have more trust in most of the news, at 48%, a proportion that rises to 50% for holders of a bachelor's degree, a master's degree or a doctorate. These percentages are, respectively, 10 and 12 points higher than for respondents with no postsecondary education (38%),

who are less trusting in this respect. Even so, they are more trusting of news in social media, at 23% (+7 points in comparison with holders of university degrees).

2.1 Political view, language and trust

Trust in the news also differs according to political orientation, but not in the same ways for Anglophones and Francophones.

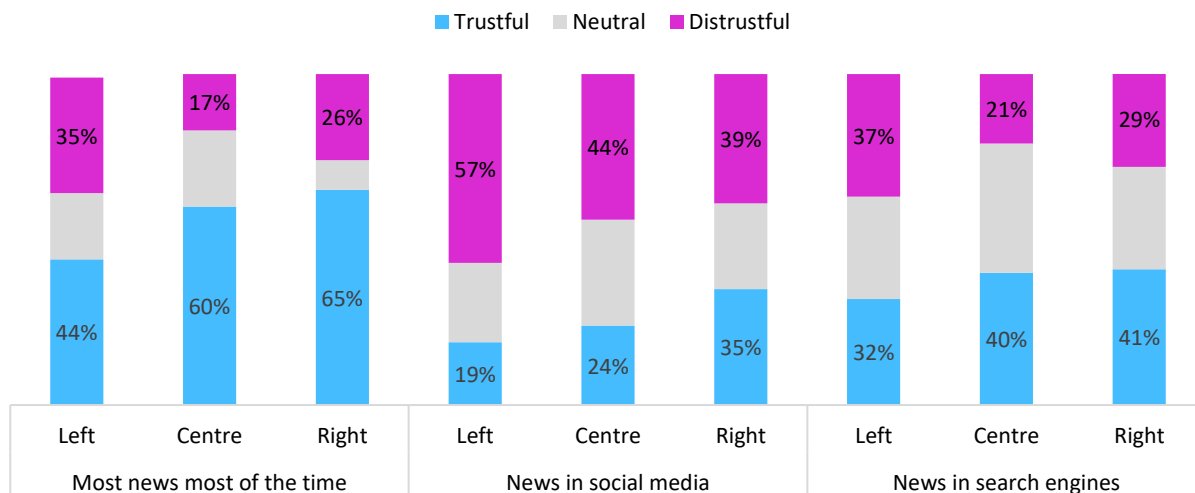


Figure 12. Breakdown of Francophone respondents from different political views based on their attitude toward news from various sources.

Thus, Figure 12 shows that, among French-speaking Canadians, right-leaning respondents are much more likely to trust most news most of the time than left-leaning ones (65% versus 44%). More than a third of right-leaning Francophones say they trust news in social media (35%), whereas for those who are left-leaning it is only 19%. The difference is a little less pronounced when it comes the trustworthiness of news in search engines, although the right still exceeds the left by 9 points.

As for English-speaking Canadians, Figure 13 shows a less pronounced reverse trend, with the share of right-leaning respondents who trust most news most of the time (40%) being 15 percentage points lower than for left-leaning ones (55%). The phenomenon can also be seen when it comes to trust in the news in search engines: 6 points separate the right (26%) from the left (32%). The percentage of Anglophones who trust news in social media is much the same for the different political orientations covered (about 18%).

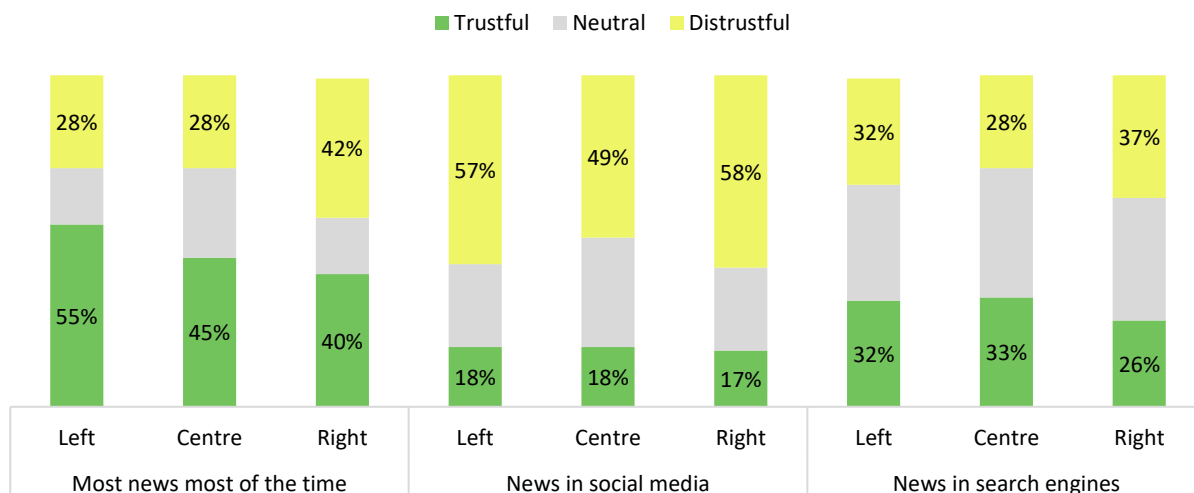


Figure 13. Breakdown of Anglophone respondents from different political views according to their attitude to news from various sources.

3. Neutrality of news outlets

What does the public expect from news, in which only half of respondents place their trust? More than two-thirds of respondents believe that news outlets should reflect a range of different views about social issues and leave it up to people to decide what to think (71%). News outlets should also give equal time to all sides according to 69% of respondents.

Fewer respondents think news outlets should be neutral on all social and political issues covered, with 57% holding this view. Even so, slightly less than a third of them (29%) think there are some issues where it makes no sense for news outlets to try to be neutral.

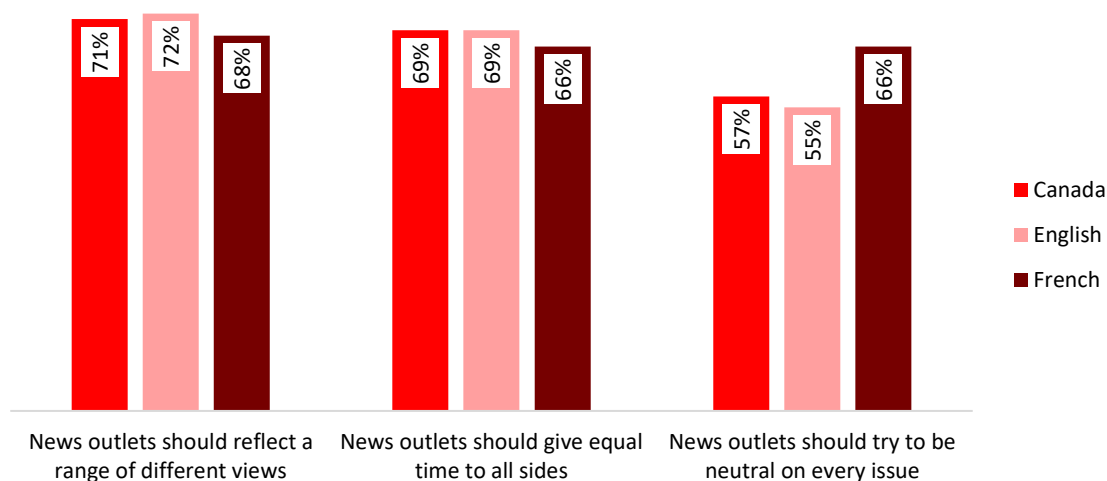


Figure 14. Share of Canadian respondents who agree with various statements according to their language group.

There are slight divergences between Francophones and Anglophones, Francophones being less likely to think it is necessary to reflect a range of different views (68% versus 72%), or to give equal time to all sides (66% versus 69%). Even so, more of them think the media should try to be neutral at all times, with 66% of them agreeing with this statement, a rate exceeding that of Anglophones (55%) by 11 points. Finally, one Francophone out of four (24%) thinks there are some issues where it makes no sense for news outlets to try to be neutral, versus 30% of Anglophones.

For these questions, variations according to political orientation are similar for both language groups.

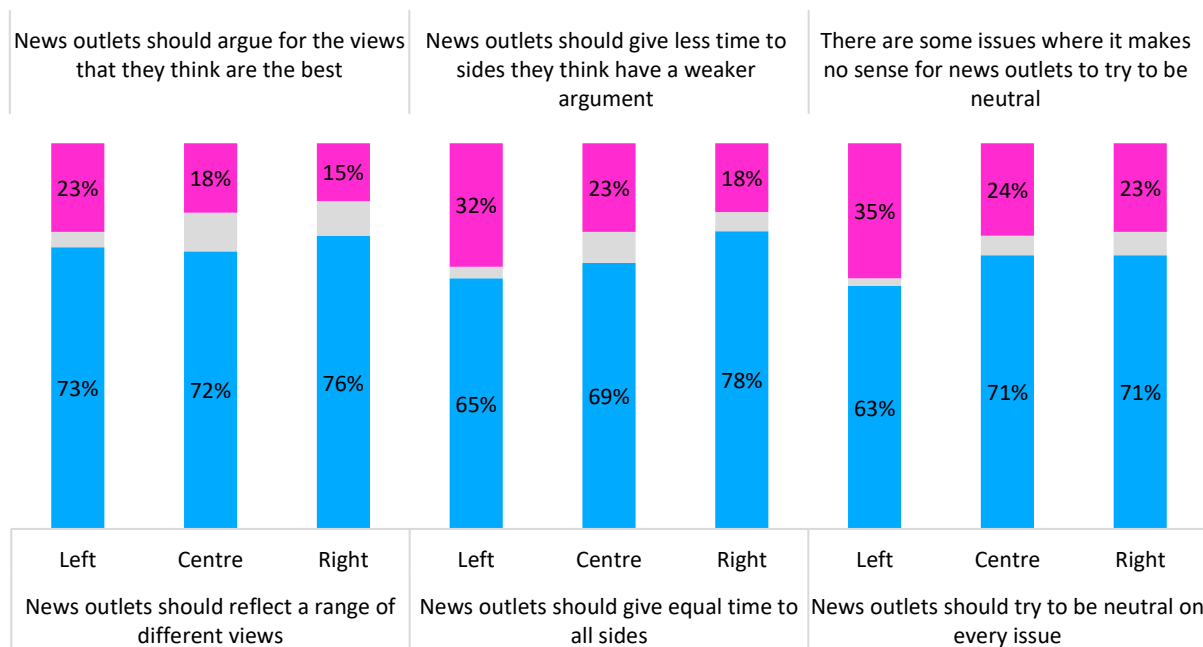


Figure 15. Breakdown of Francophones from different political views based on their answers to various statements concerning the neutrality of news outlets.

Left-leaning Francophones are more inclined to think that news outlets should not be neutral on some issues, at 35%, but also that they should give less coverage to sides they think have a weaker argument, at 32%. These figures are, respectively, 12 points and 14 points more than those for right-leaning respondents. Conversely, 71% of right-leaning respondents say that news outlets should be neutral at all times, 8 points more than left-leaning ones. They are also more supportive of the idea that news outlets should give equal time to all sides, at 78%, versus 65% for left-leaning Francophones.

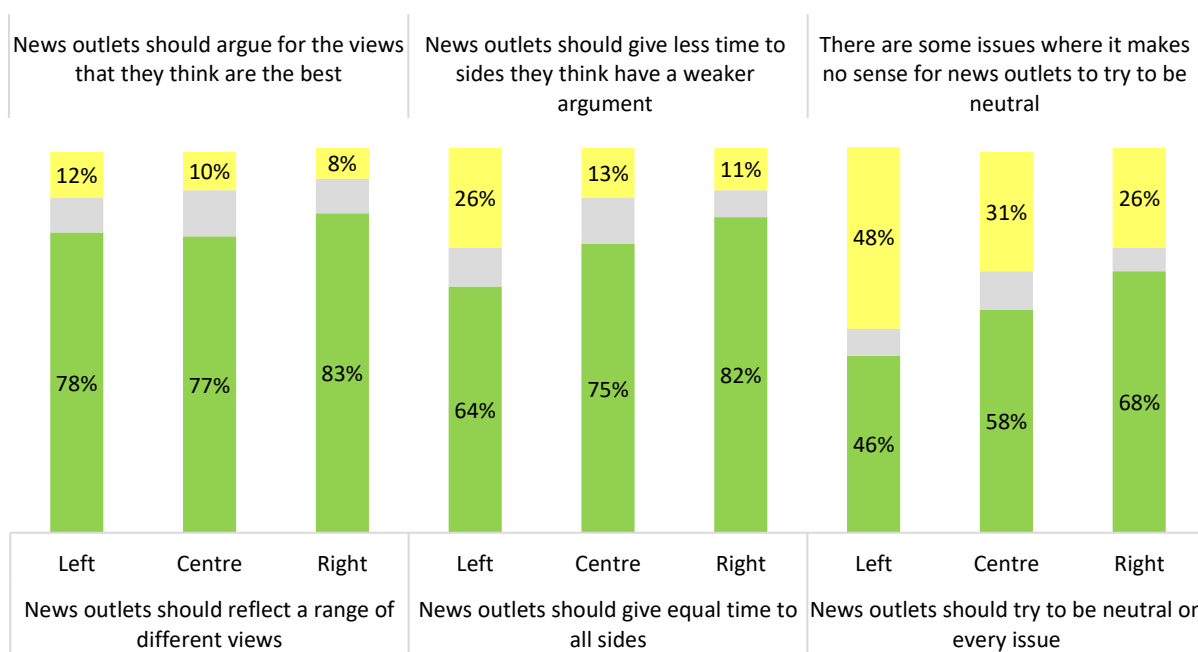


Figure 16. Breakdown of Anglophones from different political views based on their answers to various statements concerning the neutrality of news outlets.

At slightly more than a quarter (26%), left-leaning Anglophones are less likely than their French-speaking counterparts to think news outlets should not automatically give equal time to all sides. However, this share is still respectively 13 and 15 points higher than for the Anglophone center or right. In contrast, 82% of right-leaning Anglophones say that news outlets should give equal time to all sides, while fewer than two-thirds (64%) of left-leaning Anglophones share this view.

Left-leaning Anglophone respondents are the only ones to think in larger numbers that it makes no sense for news outlets to try to be neutral on some issues (48%) rather than thinking that they should try to be neutral at all times (46%). In response to these statements, the great majority of their right-leaning counterparts (68%) say that news outlets should try to be neutral on every issue, with about a quarter of them disagreeing (26%).

4. Fake news and disinformation during the pandemic

Fake news continues to be of particular interest in the DNR questionnaire, with several of this year's questions focusing specifically on COVID-19. More than half of respondents (52%) said they had seen "false or misleading information" about COVID-19 in the week before the survey,⁷ a rate that exceeded those of other topics like politics (43%), environment or celebrities (at 29% each).

⁷ The data were collected from January 14 to February 15, 2021, after the holiday season had resulted an increase of cases in a number of provinces and as the vaccination campaign was starting in the country.

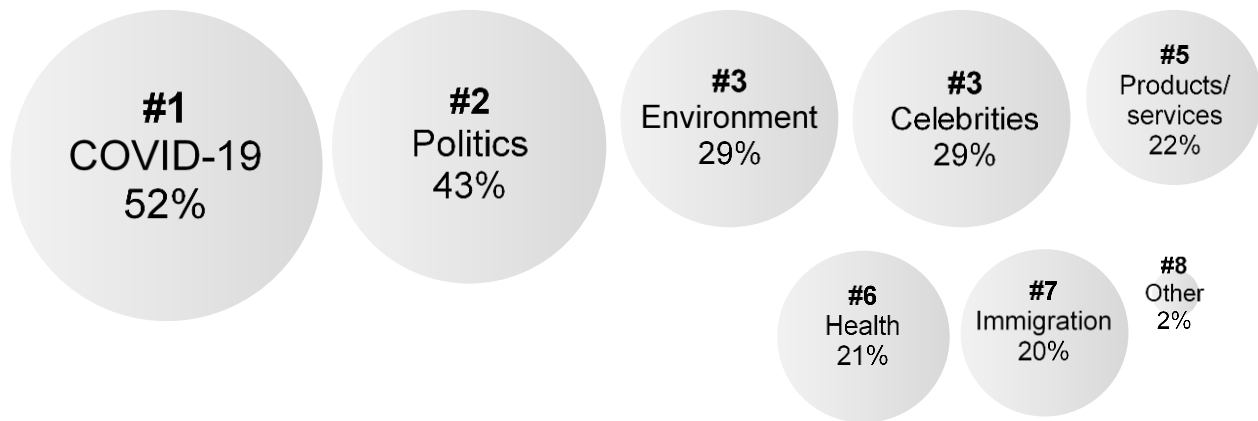


Figure 17. Share of Canadian respondents who said that they had seen false or misleading information on various issues in the week leading up to the survey.

Despite the pandemic, concern about fake news online has remained the same as in 2020, with 63% of respondents saying they are concerned about the distinction between real news and fake news on the internet. This proportion rises to 67% among Anglophones, but is lower among Francophones (51%). Those aged 45 and older are also more concerned about this matter (69%) than are younger adults (56%).

4.1 Purveyors of misleading information

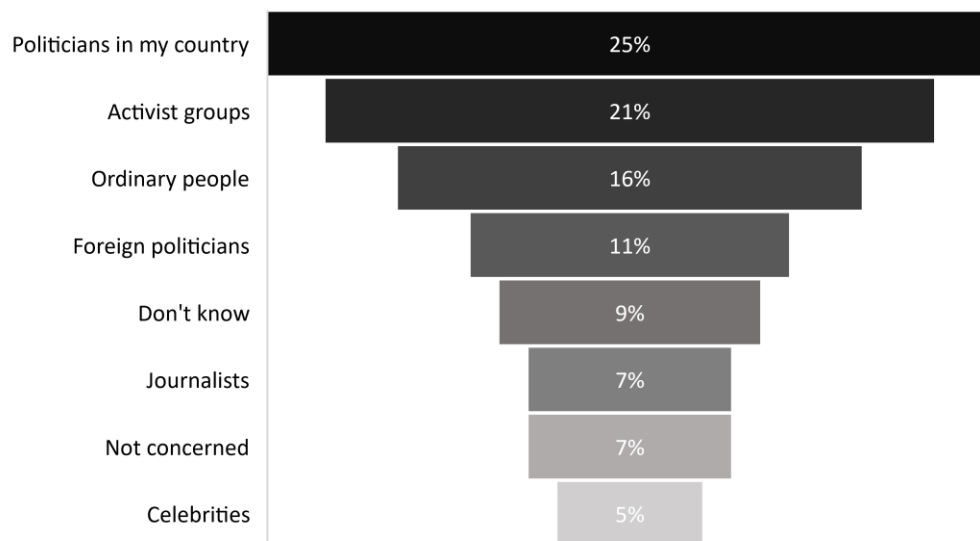


Figure 18. Breakdown of Canadian respondents according to their answer to the question: *Thinking specifically about coronavirus (COVID-19) and its effects, which of the following sources, if any, are you most concerned about online?*

The main cause for concern on the internet varies a great deal according to the respondents. As seen in Figure 18, online fake news about COVID-19 from local politicians concerns the largest number of

respondents, namely 25%. Even though local politicians were also the main source of concern in 2020, when the question pertained to fake news online more generally, this number is down 6 points from the score obtained then (31%). Journalists fare relatively well, with only 7% of respondents considering them their main cause for concern, versus 11% for fake news in general the previous year. Among other notable changes, activist groups (21%) have become the second most worrisome source of misleading information. Foreign politicians occupied this position in 2020, when the statement was not limited to COVID-19. They are in fourth place this year at 11%, behind ordinary individuals (16%).

Francophones are much less concerned about local politicians (15%), with activist groups being their greatest source of concern (29%). Anglophones are decidedly less concerned about activist groups (18%).

Older and younger respondents have different concerns. For those under 45, journalists are the most worrisome source of false or misleading information about COVID-19 (10% of them versus 5% for those aged 45 and older), while they are less concerned about activist groups (13%) than their elders are (26%).

Finally, it should be noted that right-leaning Anglophones are significantly more concerned about local politicians (41%) than any other group of respondents in the Canadian sample as a whole.

4.2 Concern about online platforms

Digital media platforms are also a source of concern for many respondents.

Facebook, the social media site that is most popular with Canadians, is by far the platform deemed to be of greatest concern in terms of misinformation relating to the pandemic, with 32% of Canadians citing it. News sites and apps follow (14%). Social media generally, including messaging applications, are the main source of concern for more than half of respondents (54%). In 2020, when the statement concerned fake news in general, this proportion was about 60%.

Slightly fewer Francophones (12%) than Anglophones (15%) consider news sites their main source of concern in terms of fake news online. Even so, Francophone respondents are much more likely to identify Facebook as their primary concern, at a rate of 41% (versus 29% for Anglophones).

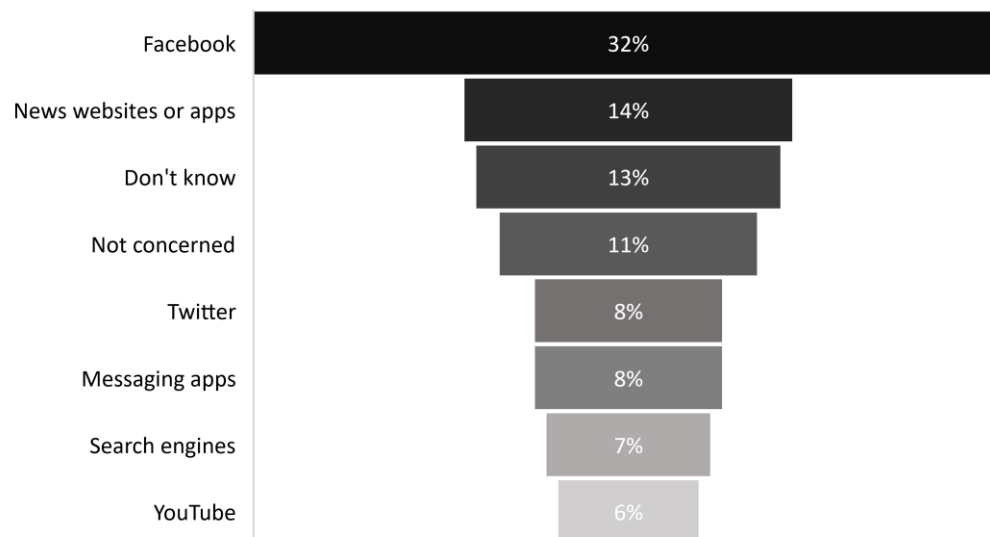


Figure 19. Breakdown of Canadian respondents according to their answer to the statement: *Thinking specifically about coronavirus (COVID-19) and its effects, which of the following sources, if any, are you most concerned about online?*

Among the different age groups, people aged 25 to 34 are the most concerned (44%) about false or misleading information on Facebook. Left-leaning respondents are also more likely to cite Facebook as their main concern, namely 50% of Francophones and 38% of Anglophones, while right-leaning Anglophones are more concerned about news apps and sites (at 20%, 6 percentage points more than all respondents).

5. Use of different formats

As every year since 2016, the Digital News Report surveyed Canadians about their general news consumption habits. Most of the trends observed in 2020 are also seen this year.

First, online news consumption continues to gain followers. Social media have seen the biggest rise, with 24% of Canadian respondents considering them their main source of news, or 3 points more than last year, and 8 points more than in 2016. News sites or apps attract 28% of respondents, a proportion that is stable in relation to 2020, although 6 points higher than in 2016. Thus, online news is now the primary source of news for more than half (52%) of Canadian respondents.

Television is still the preferred source for the largest number of respondents, at 41%, a percentage that is stable in relation to the previous year but part of a downward trend (-6 points in relation to 2016).

Finally, print media, whose advertising revenues and circulation have been severely affected by health restrictions, saw their steepest decline, recording the largest drop of all formats this year: their share fell by one-half compared with 2020. Print media are the main source of news for 3% of respondents, falling behind radio (which is still at 4%) for the first time in this survey.

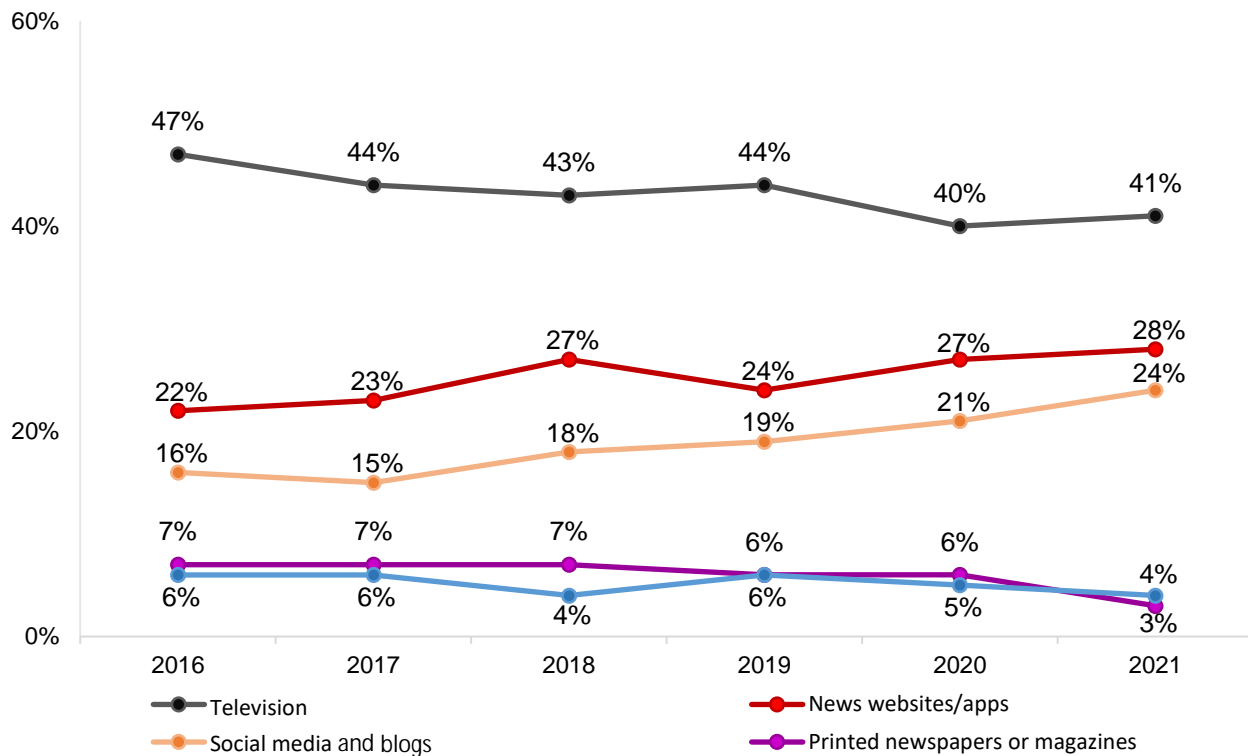


Figure 20. Breakdown of Canadian respondents based on their main news source in the week preceding the survey, from 2016 to 2021

Anglophone and Francophone respondents differ as to their preferred news format. Television is the main source for more than half of Francophones (52%), whereas the proportion is less than 40% for Anglophones. In contrast, more than a quarter of Anglophones (30%) prefer news sites or news apps, 7 points more than the rate for French-speaking respondents (23%), and one-quarter (25%) prefer social media, namely 9 points more than Francophones (16%).

5.1 Consultation of online news

In 2021 three points of access share almost three-quarters of the respondents as the main means of accessing news on the internet.

Figure 21 shows that social media and search engines are each preferred by a quarter of the respondents (25%). Direct access to news sites or applications fell for the first time below the first two methods, with its lowest rate to date, namely 23% of respondents. This percentage is part of a downward trend in the popularity of this means of accessing online news, which has fallen 11 points since 2016.

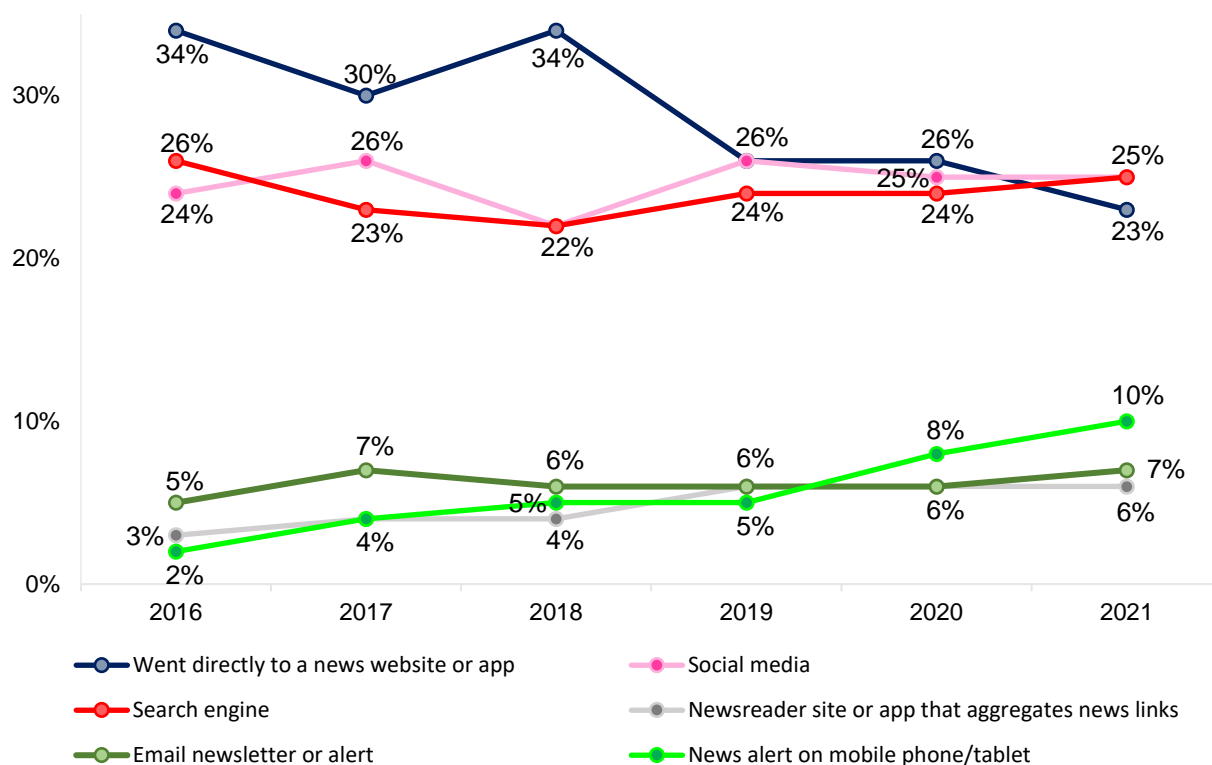


Figure 21. Breakdown of Canadian respondents based on their main means of accessing online news in the week preceding the survey, from 2016 to 2021.

In general, there is little variation in most categories from year to year. But the use of alerts and notifications on smart devices has increased fivefold since 2016, going from 2% of respondents who accessed the news mainly in this way that year in 2016 to 10% in 2021. The upward trend seen in recent years is therefore continuing, with this means favoured by 8% of respondents in 2020.

The differences between Anglophones and Francophones in terms of access to online news are relatively small. Even so, a higher proportion of Francophones (30%) prefer to access news sites or applications directly than do Anglophones (23%). Conversely, a larger percentage of Anglophones (11%) than Francophones (8%) consult mainly their alerts and notifications.

6. Financing

As shown in Figure 22, a minority of Canadians, whether Anglophone or Francophone, say they are concerned about the financial state of the country's commercial news organisations. A clearly more significant proportion, namely almost half of respondents (49%), think it is not a concern, however. The proportion is lower (-3 points) for Anglophones, but higher (+3 points) for Francophones.

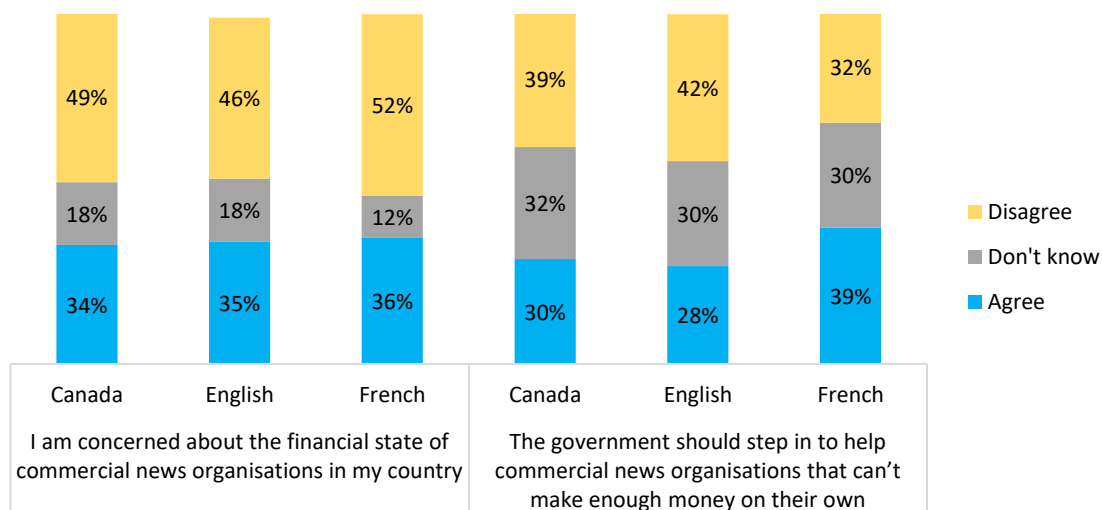


Figure 22. Breakdown of Canadian respondents from different language groups according to their answers to various statements about the financial state of commercial news organisations.

In response to the question “Should the government step in to help commercial news organisations that can’t make enough money on their own?”, opinions are less clear-cut, with almost a third of Canadians (32%) saying they don't know. The distinctions between Francophone and Anglophone respondents are fairly pronounced, however. More Francophones, albeit a minority, agree (39%) than disagree (32%) that the government should step in to help news organisations in financial difficulty. As for Anglophones, a plurality of respondents disagree (42%, versus 28% who agree).

As for perceptions of the state of news organisations, they vary according to place of residence. As shown in Figure 23, more than half of respondents in the Atlantic provinces (56%) and Quebec (54%) are not concerned about the financial state of news organisations, but fewer hold this view in the West (48%) and Ontario (44%). Only in Quebec are more than a third of respondents (37%) in favour of government assistance for news outlets in financial difficulty, even though it is one of the provinces that is least concerned about the finances of its news organisations. Next come Ontario (30%), the Western provinces (26%) and the Atlantic provinces (17%).

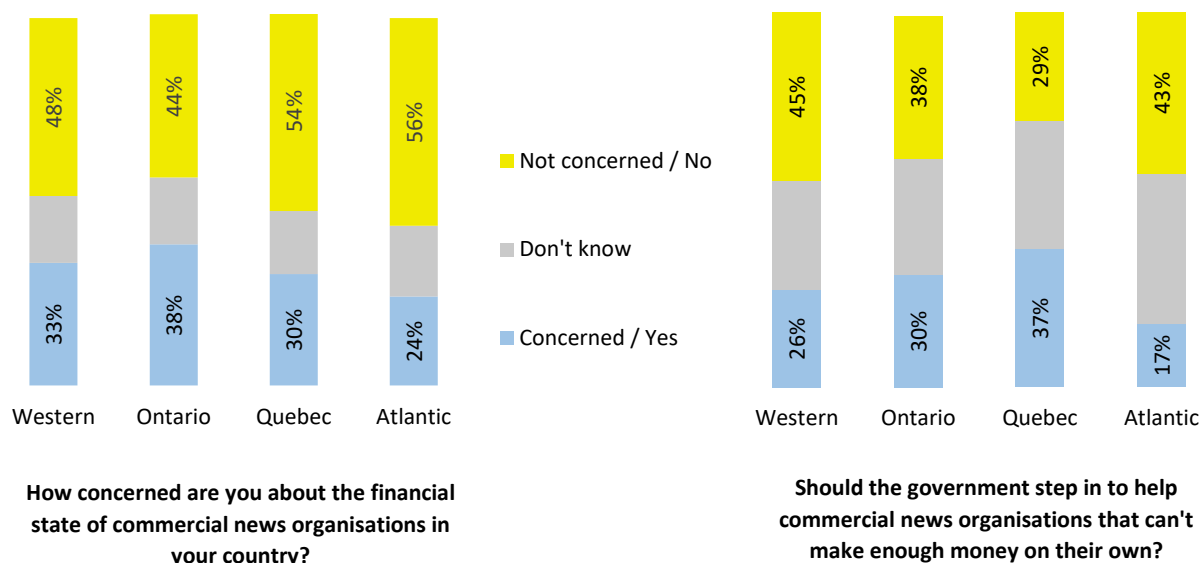


Figure 23. Breakdown of Canadian respondents in different regions based on their answer to the statements: *How concerned are you, if at all, about the financial state of commercial news organisations in your country?* (left) and *Should the government step in to help commercial news organisations that can't make enough money on their own?* (right)

Apart from these regional variations, it can be seen that those under 45 are more in favour (34%) of government assistance, 8 points more than the older respondents (26%). About one-half (46%) of people aged 45 or older reject government assistance for commercial news organisations, 17 percentage points more than people under 45 (29%). Left-leaning respondents are also more concerned (42%) about the financial state of news organizations in the country. A large number of them (45%) endorse the idea of government support for organisations in difficulty. Conversely, more than half of the respondents from the political right say they are not concerned (54%) and only one-quarter (24%) would like the government to step in. Lastly, the proportion of holders of a bachelor's degree, a master's degree or a doctorate who are concerned about the financial state of news organisations (44%) exceeds by almost 20 percentage points the percentage for those without a postsecondary education (25%).

Labels

1. News coverage

Div1_2021_1. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants bénéficient d'une couverture médiatique trop importante, adéquate ou pas assez importante? Vos opinions politiques

Thinking about the news in general in your country, do you think that there is too much, about the right amount, or not enough news coverage of each of the following? Your political views

Div1_2021_2. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants bénéficient d'une couverture médiatique trop importante, adéquate ou pas assez importante? Les personnes de votre âge

Thinking about the news in general in your country, do you think that there is too much, about the right amount, or not enough news coverage of each of the following? People your age

Div1_2021_3. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants bénéficient d'une couverture médiatique trop importante, adéquate ou pas assez importante? Les personnes de votre sexe

Thinking about the news in general in your country, do you think that there is too much, about the right amount, or not enough news coverage of each of the following? People your gender

Div1_2021_4. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants bénéficient d'une couverture médiatique trop importante, adéquate ou pas assez importante? Votre catégorie sociale et économique

Thinking about the news in general in your country, do you think that there is too much, about the right amount, or not enough news coverage of each of the following? Your social and economic class

Div2_2021_1. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants sont justement ou injustement couverts par les organisations médiatiques de votre pays? Vos opinions politiques

Thinking about the news in general in your country, do you think that news organisations in your country cover each of the following fairly or unfairly? Your political views

Div2_2021_2. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants sont justement ou injustement couverts par les organisations médiatiques de votre pays? Les personnes de votre âge

Thinking about the news in general in your country, do you think that news organisations in your country cover each of the following fairly or unfairly? People your age

Div2_2021_3. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants sont justement ou injustement couverts par les organisations médiatiques de votre pays? Les personnes de votre sexe

Thinking about the news in general in your country, do you think that news organisations in your country cover each of the following fairly or unfairly? People your gender

Div2_2021_4. En ce qui concerne l'actualité en général dans votre pays, pensez-vous que les éléments suivants sont justement ou injustement couverts par les organisations médiatiques de votre pays? Votre catégorie sociale et économique

Thinking about the news in general in your country, do you think that news organisations in your country cover each of the following fairly or unfairly? Your social and economic class

2. Trust

Q6_2016_1. Je pense qu'on peut faire confiance à la plupart des informations la plupart du temps

I think you can trust most news most of the time

Q6_2018_2. Je pense que la plupart des actualités diffusées sur les réseaux sociaux sont dignes de confiance

I think I can trust news in social media most of the time

Q6_2018_3. Je pense que la plupart des actualités diffusées sur les moteurs de recherche sont dignes de confiance.

I think I can trust news in search engines most of the time

3. Neutrality

Q_IMPARTIAL1_2021. En ce qui concerne les actualités dans votre pays de manière générale, lorsque les médias d'information traitent de questions sociales et politiques, laquelle des propositions suivantes se rapproche le plus de votre point de vue ? - Les médias d'information doivent présenter un éventail de points de vue différents et laisser les gens décider de ce qu'ils en pensent - Les médias d'information doivent défendre les points de vue qu'ils estiment être les meilleurs - Je ne sais pas

Thinking about the news in general in your country, when news outlets report on social and political issues, which of the following comes closest to your view? - News outlets should reflect a range of different views and leave it up to people to decide - News outlets should argue for the views that they think are the best - Don't know

Q_IMPARTIAL2_2021a. En ce qui concerne les actualités dans votre pays de manière générale, lorsque les médias d'information traitent de questions sociales et politiques, laquelle des propositions suivantes se rapproche le plus de votre point de vue ? - Il y a certains sujets pour lesquels il est insensé que les médias d'information essaient de rester neutres - Les médias d'information doivent s'efforcer de rester neutres sur tous les sujets - Je ne sais pas

Thinking about the news in general in your country, when news outlets report on social and political issues, which of the following comes closest to your view? - There are some issues where it makes no sense for news outlets to try to be neutral - News outlets should try to be neutral on every issue - Don't know

Q_IMPARTIAL3_2021. En ce qui concerne les actualités dans votre pays de manière générale, lorsque les médias d'information traitent de questions sociales et politiques, laquelle des propositions suivantes se rapproche le plus de votre point de vue ? - Les médias d'information doivent accorder un temps égal à tous les points de vues - Les médias d'information doivent accorder moins de temps aux points de vues qui, selon eux, ont un argument plus faible - Je ne sais pas

Thinking about the news in general in your country, when news outlets report on social and political issues, which of the following comes closest to your view? - News outlets should give equal time to all sides - News outlets should give less time to sides they think have a weaker argument - Don't know

4. Fake news

Q_FAKE_NEWS_1. Veuillez indiquer votre degré d'accord avec la déclaration suivante. « En ce qui concerne les actualités en ligne, je suis préoccupé(e) par la possibilité de démêler le vrai du faux sur Internet. »

Please indicate your level of agreement with the following statement. "Thinking about online news, I am concerned about what is real and what is fake on the internet."

Q_FAKE_NEWS_2021a. Avez-vous vu des informations fausses ou trompeuses sur l'un des sujets suivants au cours de la semaine passée? Veuillez sélectionner toutes les réponses qui s'appliquent.

Have you seen false or misleading information about any of the following topics, in the last week? Please select all that apply.

Q_FAKE_NEWS_2021b. En ce qui concerne spécifiquement le coronavirus (COVID-19) et ses effets, parmi les sources suivantes, lesquelles vous préoccupent le plus en ligne? Veuillez sélectionner une seule réponse. Les informations fausses ou trompeuses venant ...

Thinking specifically about coronavirus (COVID-19) and its effects, which of the following sources, if any, are you most concerned about online? Please select one. False or misleading information from...

Q_FAKE_NEWS_2021c. En ce qui concerne le coronavirus (COVID-19) et ses effets, parmi les propositions suivantes, laquelle vous préoccupe le plus en ligne ? Veuillez sélectionner une seule réponse. Les informations fausses ou trompeuses diffusées sur...

Thinking specifically about coronavirus (COVID-19) and its effects, which of the following, if any, are you most concerned about online? Please select one. False or misleading information via...

5. Access points

Q4. Vous avez indiqué avoir utilisé ces sources d'information au cours de la semaine passée, mais quelle est pour vous la source PRINCIPALE pour les nouvelles?

You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Q10a_new2017_rc. Parmi les moyens suivants, lequel a représenté le moyen ****PRINCIPAL**** par lequel vous avez accédé aux actualités au cours de la semaine passée?

Which of these was the ****MAIN**** way in which you came across news in the last week?

6. Financial situation

Financing1_2021. Dans quelle mesure êtes-vous préoccupé(e) par la situation financière des médias d'information commerciaux dans votre pays ?

How concerned are you, if at all, about the financial state of commercial news organisations in your country?

Financing2_2021. À votre connaissance, quelle proposition parmi les suivantes décrit le mieux l'état financier des organisations médiatiques commerciales dans votre pays?

To the best of your knowledge, which of the following best describes the financial state of commercial news organisations in your country?

Financing3_2021. Le gouvernement devrait-il intervenir pour aider les médias d'information commerciaux qui ne parviennent pas à générer suffisamment de revenus par leurs propres moyens ?

Should the government step in to help commercial news organisations that can't make enough money on their own?