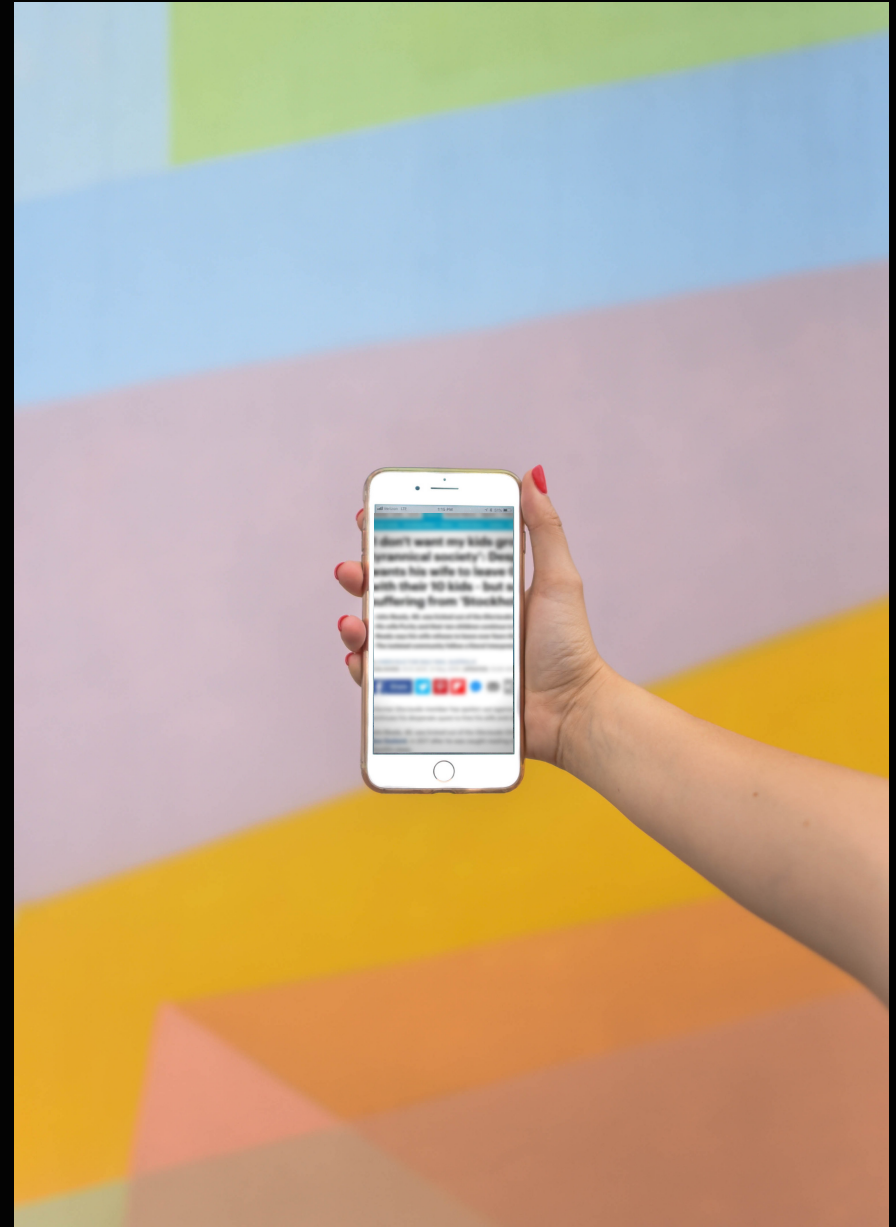


# News Consumption Habits in Canada | Digital News Report 2022

- 1 Media Types and Devices
- 2 Online Sources
- 3 Preferred Format
- 4 Podcasts
- 5 Payment





# Methodology

The DNR is based on an online questionnaire conducted by YouGov from January 21 to February 21, 2022. Canadian data is collected from a random sample of 2012 participants registered with this survey agency, of which 526 are Francophones. A free-standing Francophone sample was then completed, resulting in a total of 1,004 participants. Up to and including 2020, the questionnaire excluded respondents who had not consumed any news in the month prior to the survey.

Results are weighted to represent the adult Canadian population. It is worth noting that a web-based survey such as this is likely to under-represent segments of the Canadian population that do not have access to the Internet: typically, these include the elderly, people with lower levels of education or those from lower-income households.

Statistically significant  
( $p < 0.05$ ) relationship  
between variables

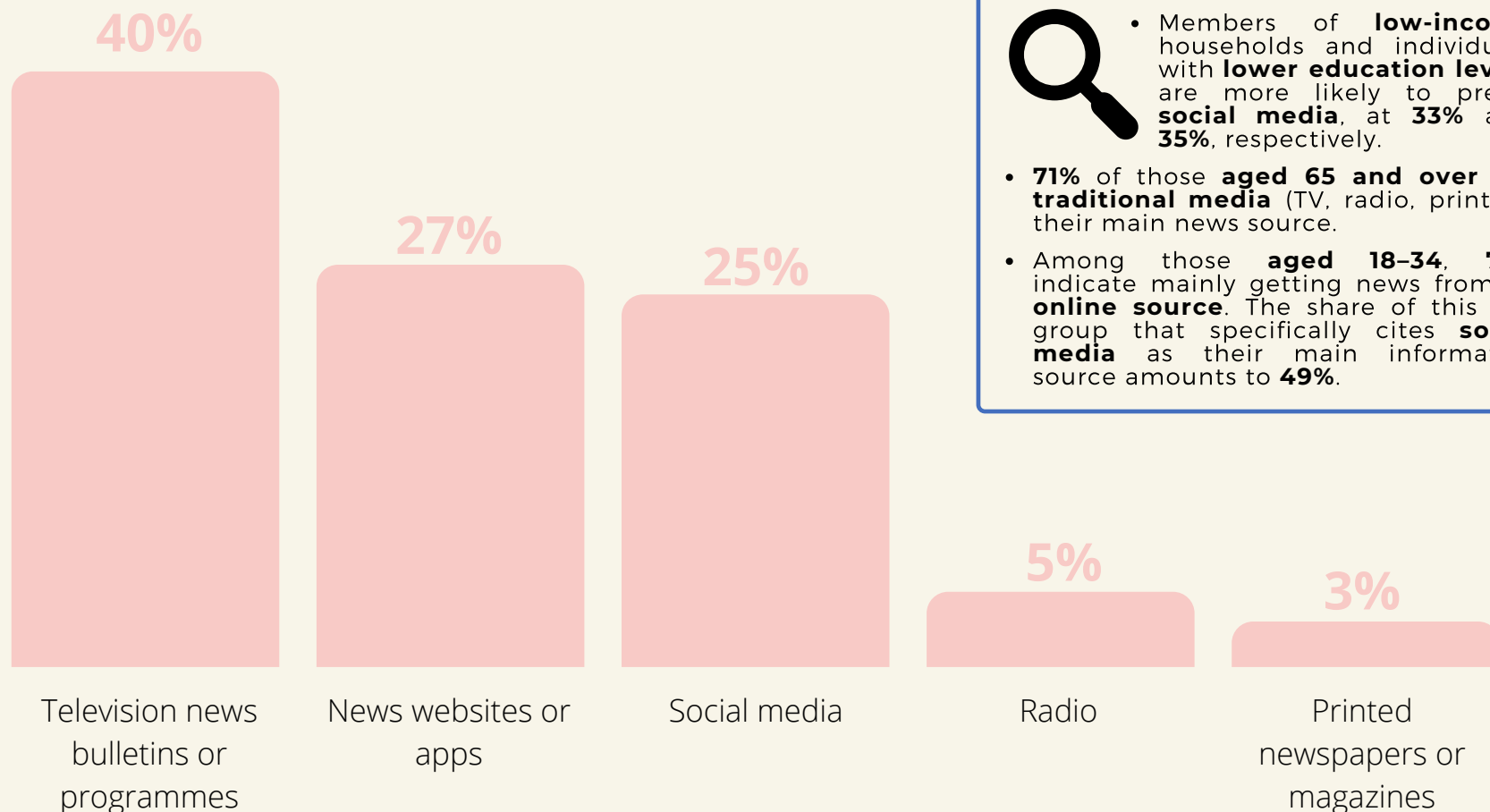


Methodological  
specifications

1

# MEDIA TYPES AND DEVICES

HOW DO RESPONDENTS ACCESS NEWS IN 2022?



- Members of **low-income** households and individuals with **lower education levels** are more likely to prefer **social media**, at **33%** and **35%**, respectively.
- **71%** of those **aged 65 and over** use **traditional media** (TV, radio, print) as their main news source.
- Among those **aged 18–34**, **76%** indicate mainly getting news from an **online source**. The share of this age group that specifically cites **social media** as their main information source amounts to **49%**.



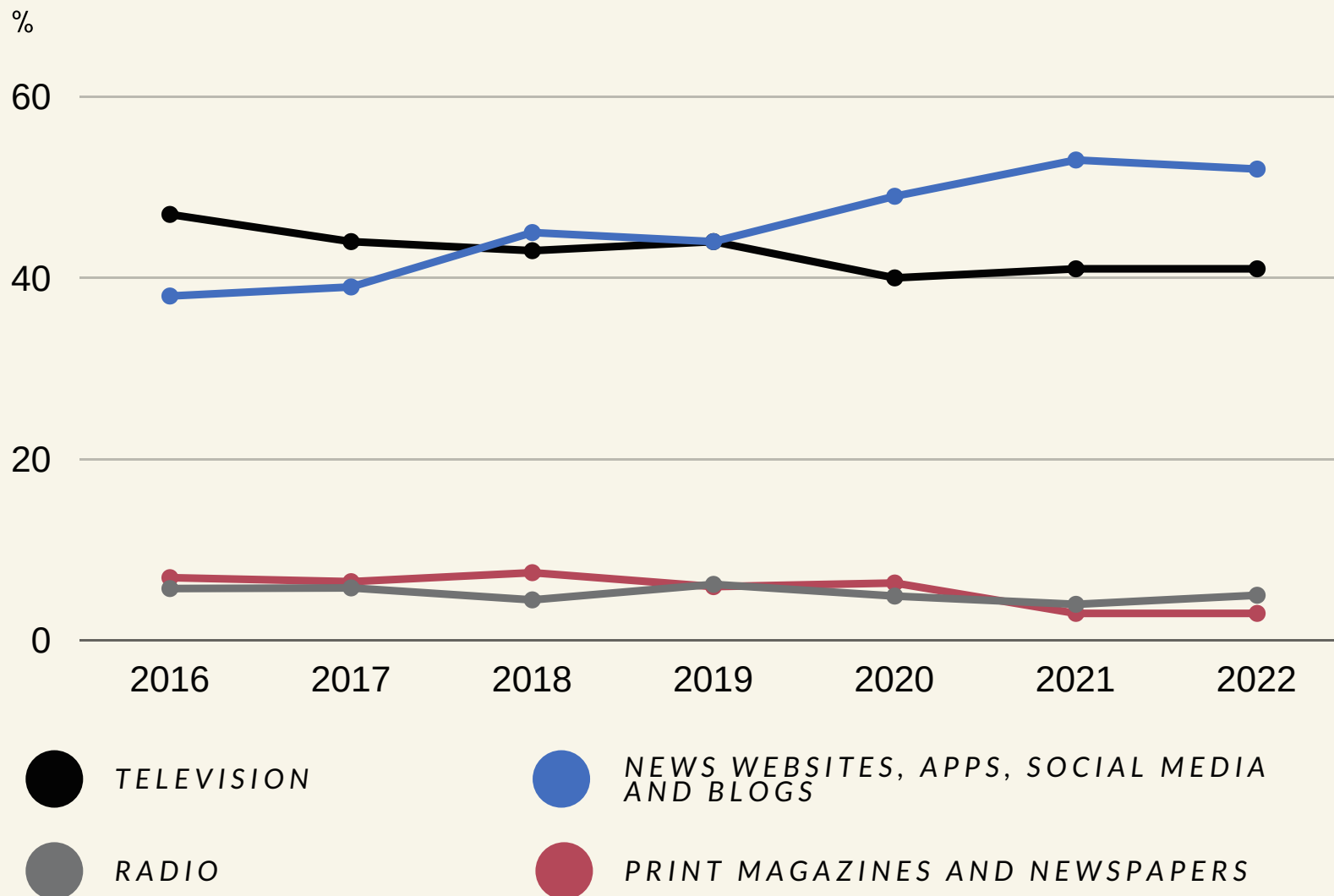
You say you've used these sources of news in the last week, which would you say is your **main source of news?**

Base: Those who used news sources last week (n=1882)

1

# MEDIA TYPES AND DEVICES

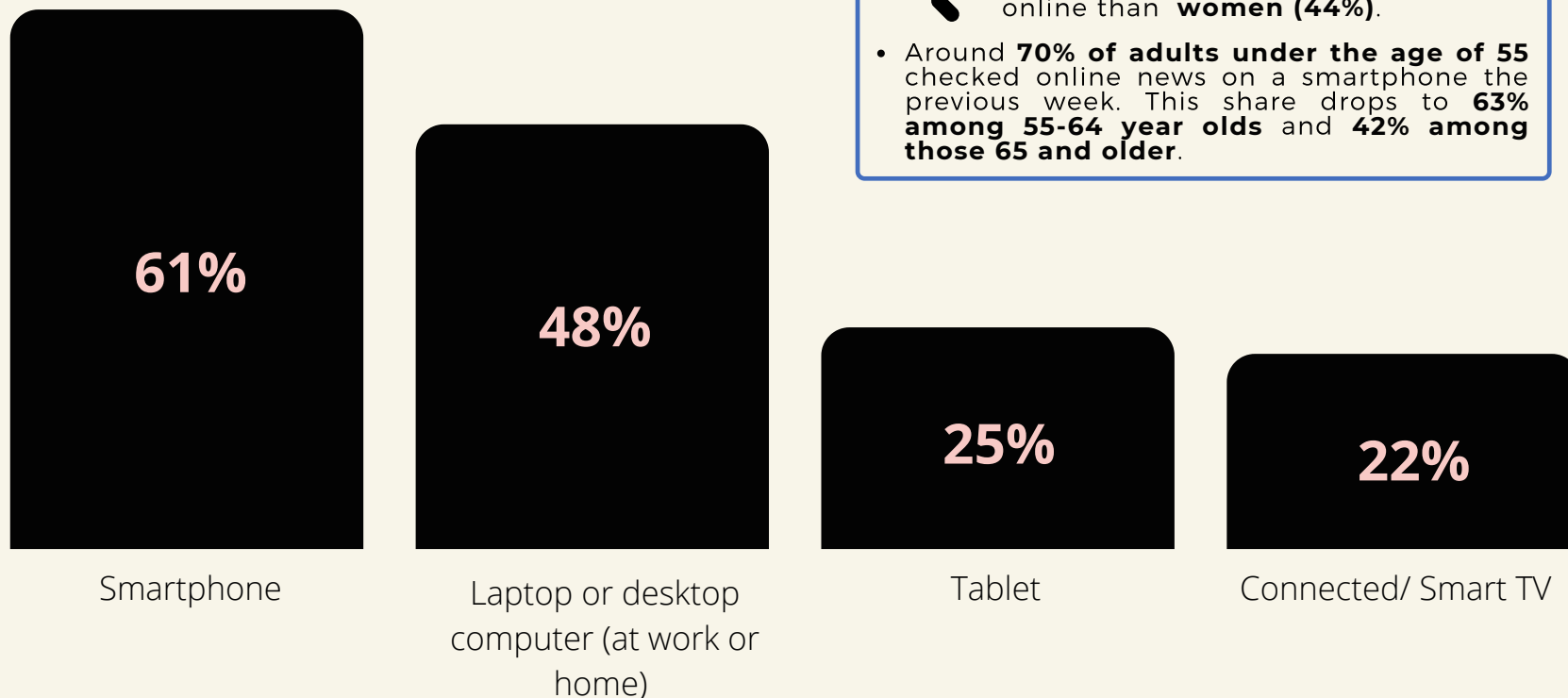
OVERVIEW OF THE CANADIAN TREND FROM 2016 TO 2022



1

# MEDIA TYPES AND DEVICES

DEVICES USED TO ACCESS NEWS ONLINE IN THE WEEK BEFORE THE SURVEY



- **Men** are more likely (**52%**) to report using a computer to access news online than **women** (**44%**).
- Around **70% of adults under the age of 55** checked online news on a smartphone the previous week. This share drops to **63% among 55-64 year olds** and **42% among those 65 and older**.

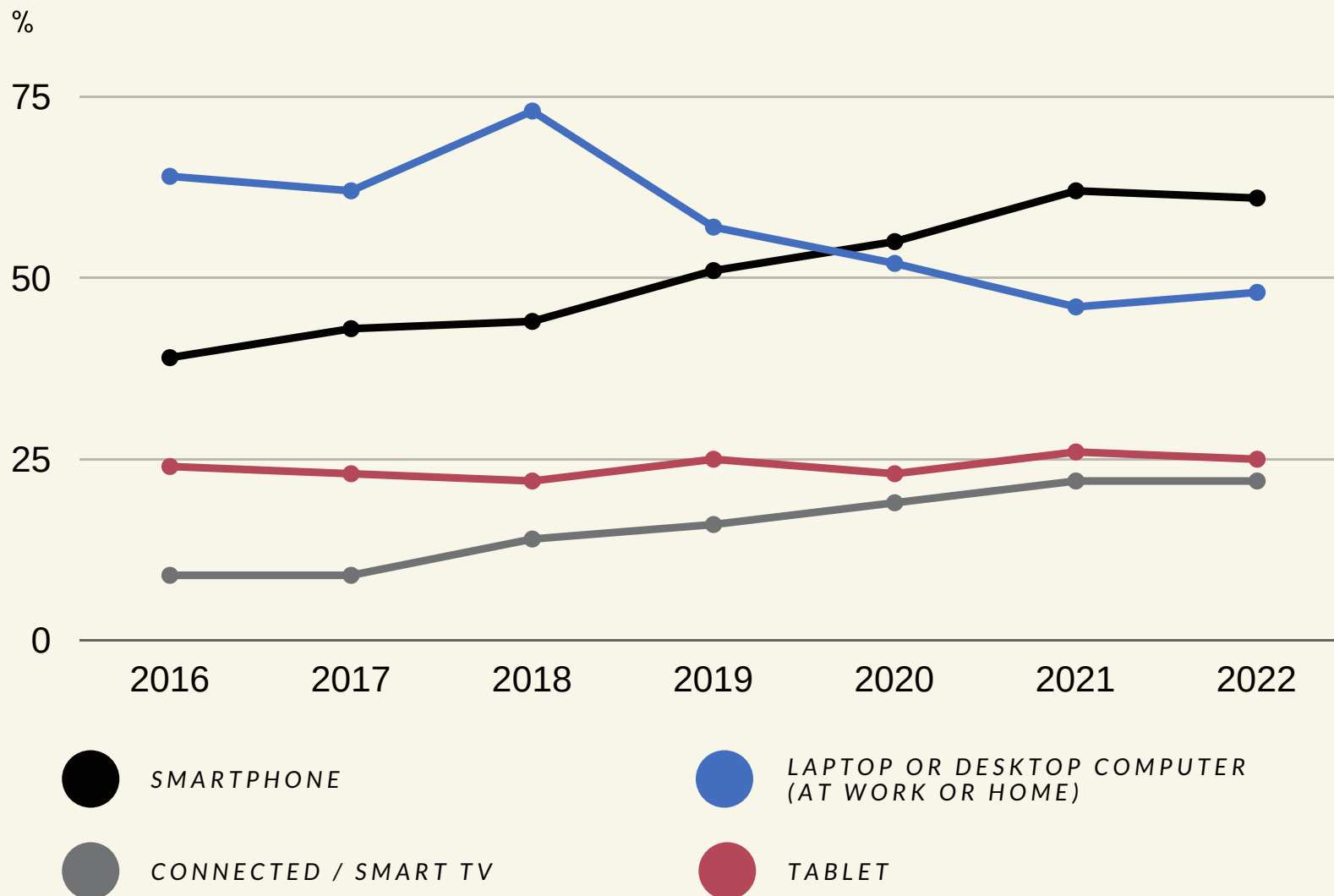


Which, if any, of the following devices have you used to access news in the **last week**?  
Please select all that apply.  
Base: all respondents (n=2012)

1

# MEDIA TYPES AND DEVICES

DEVICES USED TO ACCESS NEWS ONLINE IN THE WEEK BEFORE THE SURVEY



2

# ONLINE SOURCES

MOST VISITED ONLINE NEWS BRANDS IN THE PAST WEEK

## FRANCO

n=1004

%

32	TVA Nouvelles
32	ICI Radio-Canada / ICI RDI Nouvelles
27	La Presse
23	Journal de Montréal or Journal de Québec
15	MSN News
11	Yahoo! News
11	Le Devoir
9	L'actualité
8	Local weekly newspaper

## ANGLO

n=1558

%

23	CBC News
22	CTV News
17	Global News
14	CNN.com
14	Yahoo! News
12	BBC News
12	MSN News
12	Globe and Mail
10	BuzzFeed News

Share of respondents **from this language group** who accessed the news brand in the week prior to the survey

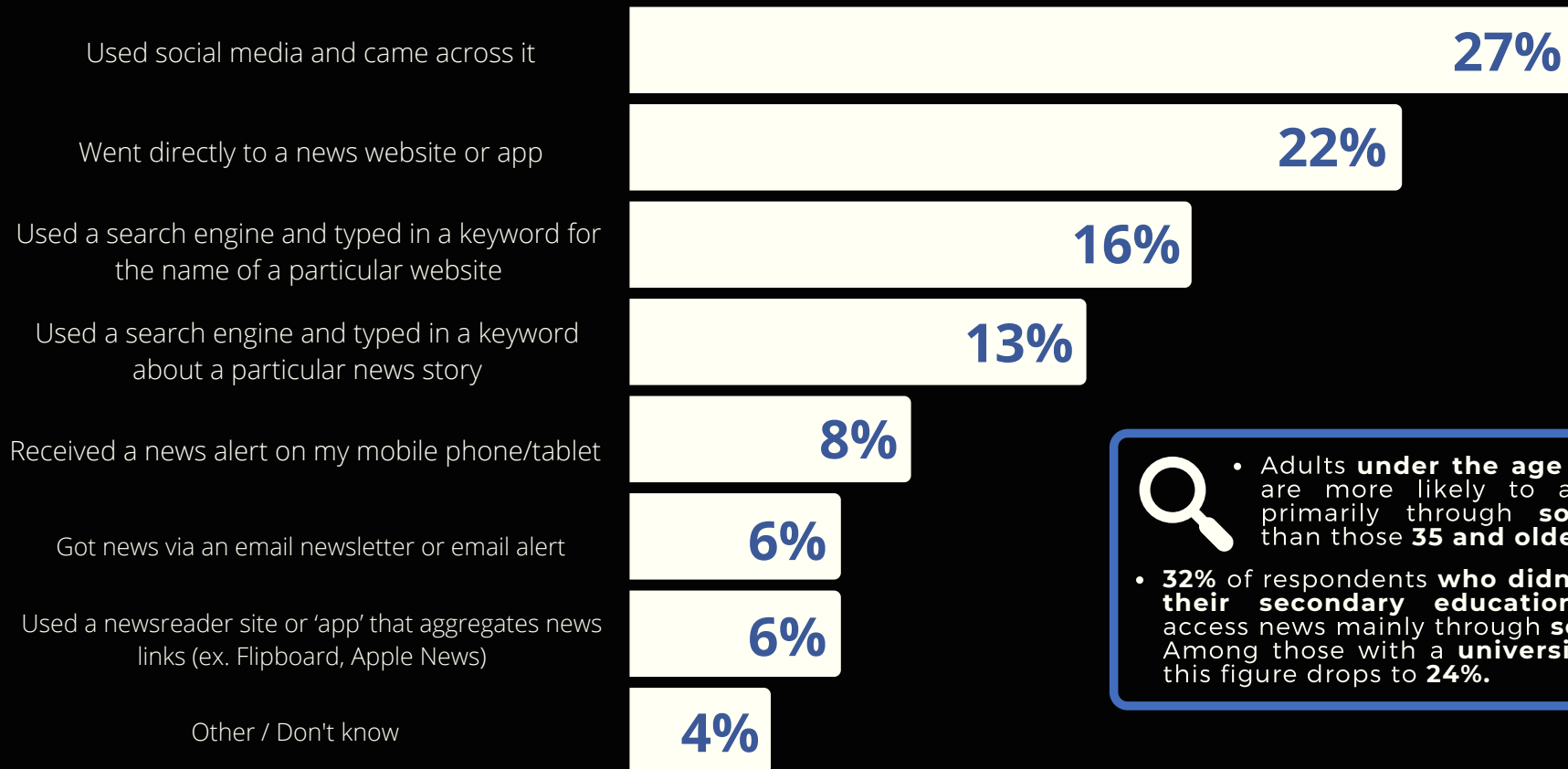


Which of the following brands have you used to **access news online in the last week** (via websites, apps, social media, and other forms of Internet access)? Please select all that apply. Base : All respondents. Note: Only the top 9 most viewed online news brands by each language group were included in the tables above.



# ACCESS POINT

MAIN WAY TO ACCESS ONLINE NEWS IN THE LAST WEEK



- Adults **under the age of 35 (37%)** are more likely to access news primarily through **social media** than those **35 and older (23%)**.
- **32%** of respondents **who didn't complete their secondary education** say they access news mainly through **social media**. Among those with a **university diploma**, this figure drops to **24%**.



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

Base: All who came across news in last week (n=1732)



2

# ACCESS POINT

SOCIAL MEDIA USED TO READ, COMMENT OR SHARE NEWS

Share of respondents **from this language group** who report having used the platform in the week prior to the survey

FRANCO n=1004				
%				
50	0	Facebook	—	
31	+7	YouTube	—	
27	+3	Facebook Messenger	—	
12	-2	Instagram	—	
10	+5	TikTok	▲	
8	+2	WhatsApp	▲	
6	-1	Twitter	▼	
6	+1	Pinterest	▼	
5	0	Snapchat	▼	

ANGLO n=1558				
%				
34	-2	Facebook	—	
30	+3	YouTube	—	
14	0	Facebook Messenger	—	
13	+2	Twitter	—	
13	0	Instagram	—	
9	0	WhatsApp	—	
7	+1	Reddit	—	
7	+3	TikTok	▲	
6	+1	LinkedIn	▼	



- **Francophones aged 18-24 (37%)** are more likely to report using TikTok to interact with news than their **Anglophone counterparts (16%)**.
- Among both Anglophones and Francophones, **women** use Facebook for news in greater numbers (**58% and 39%**) than **men (42% and 30%)**. **Men**, on the other hand, use YouTube more (**35% and 33%**) than **women (27% and 27%)**.

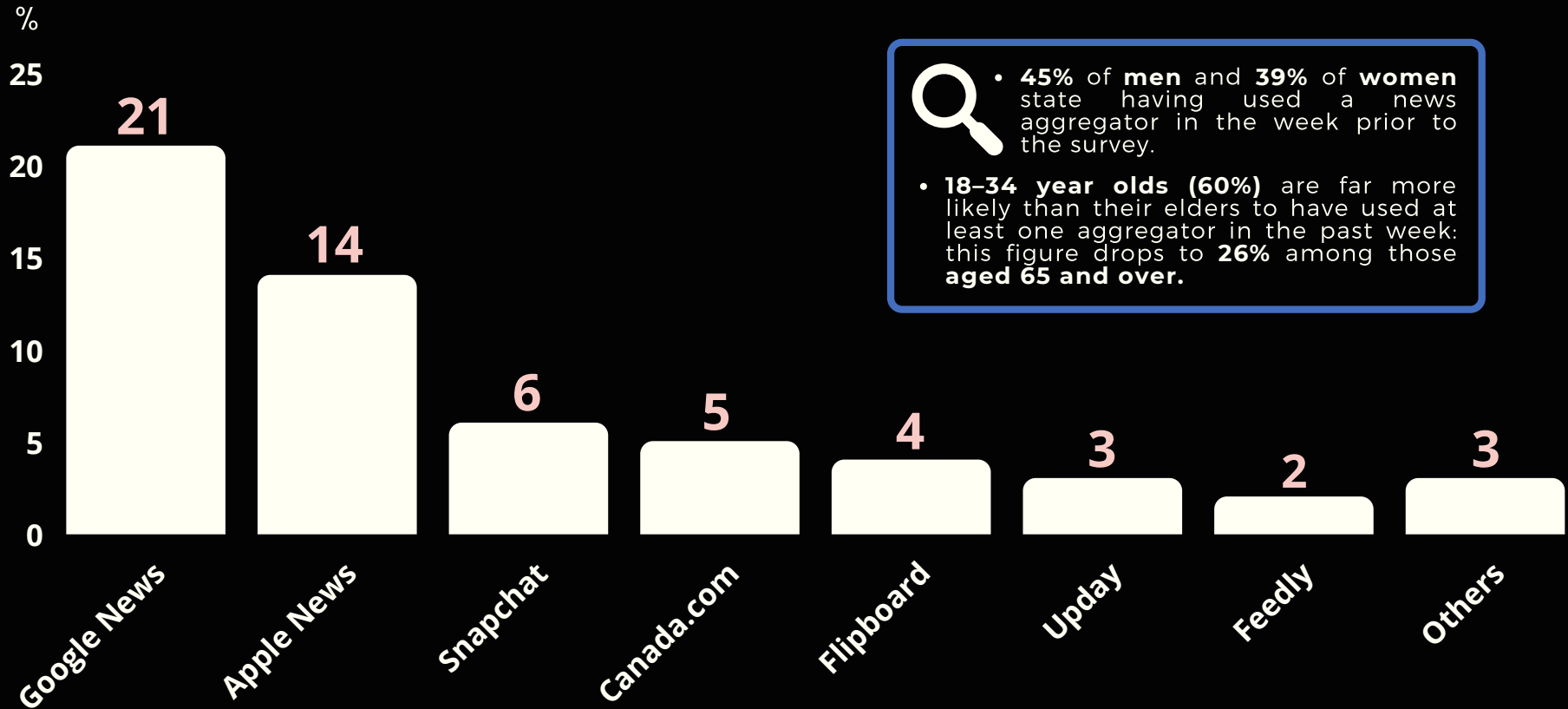


Which, if any, of the following have you used for **finding, reading, watching, sharing or discussing news** in the last week? Please select all that apply.  
Base : All respondents . Note: Only the top 9 most widely used platforms by each language group were included in the tables above.

2

# ACCESS POINT

NEWS AGGREGATORS USED IN THE LAST WEEK



When using the internet for news, have you used any of the following **sites or mobile apps** that aggregate different news links in the last week? Please select all that apply.

Base : All respondents (n=2012)

3

# PREFERRED FORMAT

READ TEXTS OR WATCH VIDEOS TO GET NEWS ONLINE?



- Canadians aged 18-24 are more likely to **watch** news online (**29%**) than the overall adult population (**18%**).
- Those with a university education tend to prefer news in **text** (**60%**) in greater proportion than the population as a whole (**45%**).

2022

7%

10%

17%

29%

23%

2016

4%

5%

11%

38%

33%



I **mostly** watch  
**video news**

I **mostly** watch  
**video news** and  
read **text**  
**occasionally**

I read **text stories**  
and watch **video**  
**news** about the  
**same**

I **mostly** read news  
in **text** but  
**occasionally** watch  
**video news** that  
looks interesting

I **mostly** read news  
in **text**



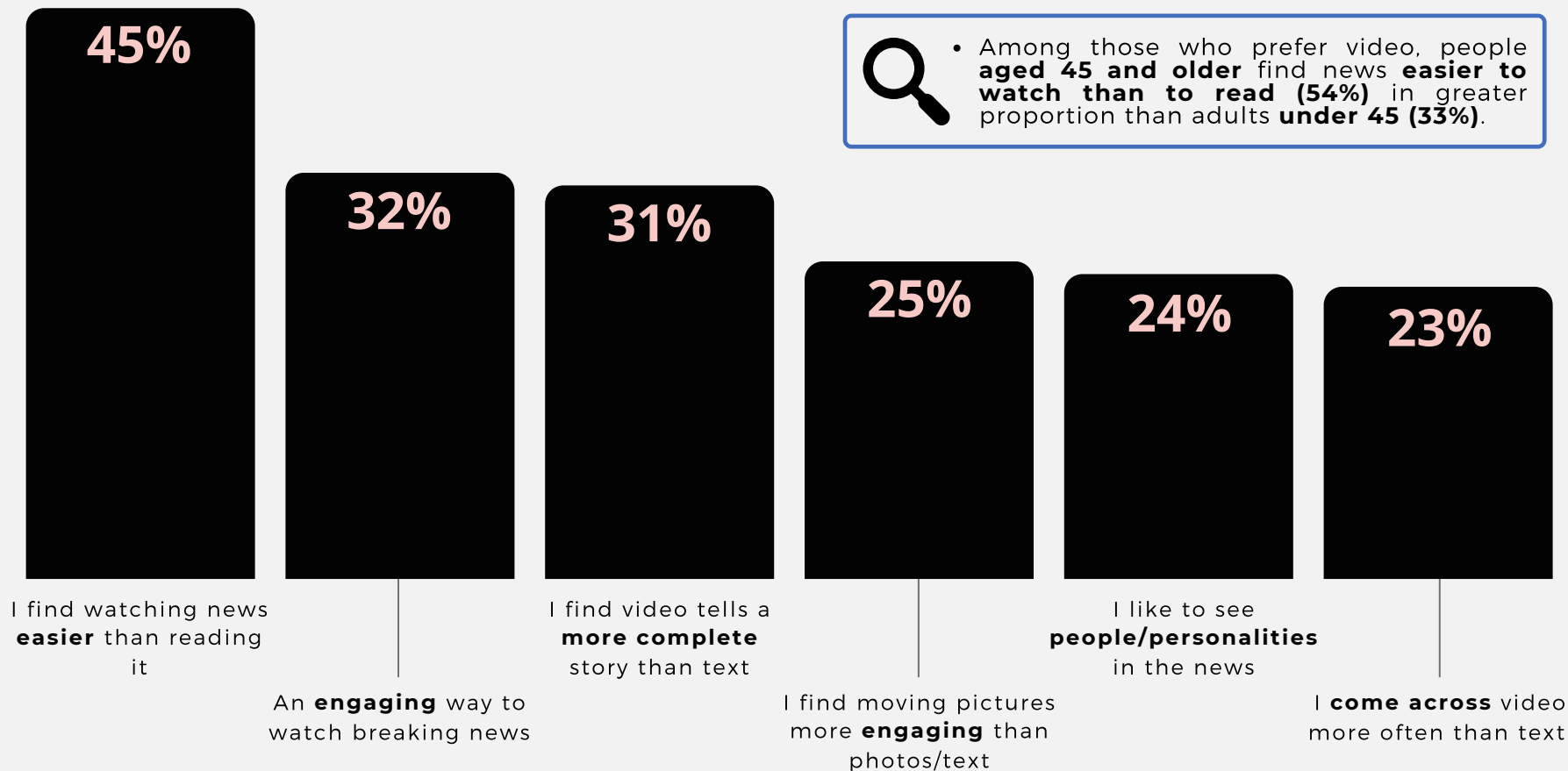
In thinking about your **online news habits**, which of the following statements applies best to you? Please select one.

Base: All respondents (2016: n=2011 / 2022: n=2012).

3

# PREFERRED FORMAT

WHY DO PEOPLE PREFER VIDEO OVER TEXT?



• Among those who prefer video, people **aged 45 and older** find news **easier to watch than to read (54%)** in greater proportion than adults **under 45 (33%)**.



You say **you prefer to watch online news video rather than read it in text...** What are the **main reasons** for this? Please select all that apply.

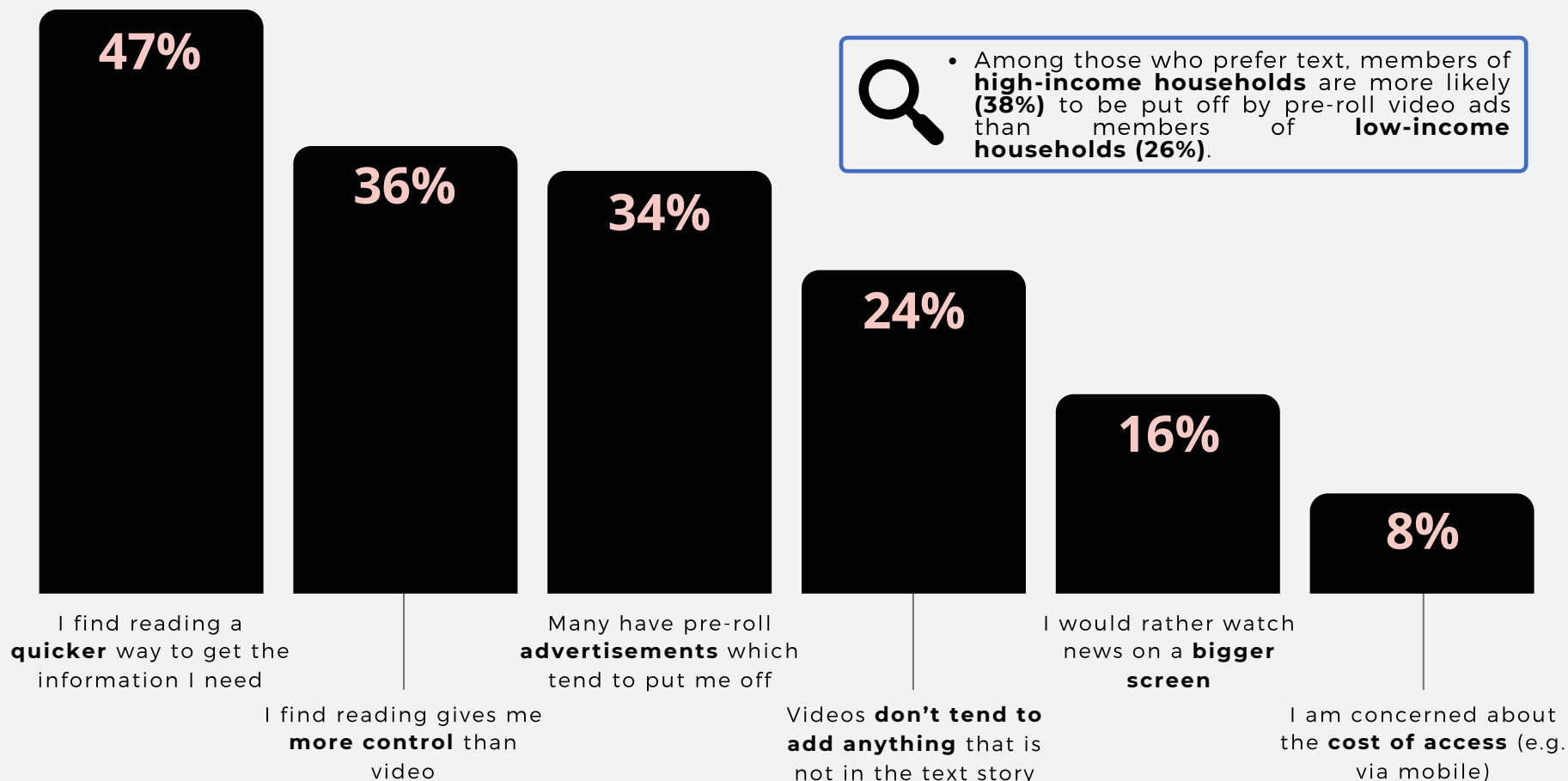
Base: Those who prefer video (n=343).

Note: Only the six most common responses are reported in the graph.

3

# PREFERRED FORMAT

WHY DO PEOPLE PREFER TEXT OVER VIDEO?



- Among those who prefer text, members of **high-income households** are more likely (**38%**) to be put off by pre-roll video ads than members of **low-income households** (**26%**).



You say **you prefer to read news in text rather than watch online video**... What are the **main reasons** for this? Please select all that apply.

Base: Those who prefer text (n=1041).

Note: Only the six most common responses are reported in the graph.

# PODCASTS

## TYPES OF PODCASTS LISTENED TO IN THE LAST MONTH

Share of respondents **from this language group** who report having listened to a podcast on this topic in the month prior to the survey

FRANCO n=1004	
%	
13	Specialist subjects (science and technology, media, health...)
10	Contemporary life (societal issues, crime...)
10	<b>News</b> , politics, international events
10	Lifestyle (fashion, arts, literature, travel...)
5	Sport
71	I haven't listened to a podcast in the last month

ANGLO n=1558	
%	
19	Specialist subjects (science and technonology, media, health...)
16	<b>News</b> , politics, international events
15	Lifestyle (fashion, arts, literature, travel...)
14	Contemporary life (societal issues, crimes...)
8	Sport
59	I haven't listened to a podcast in the last month

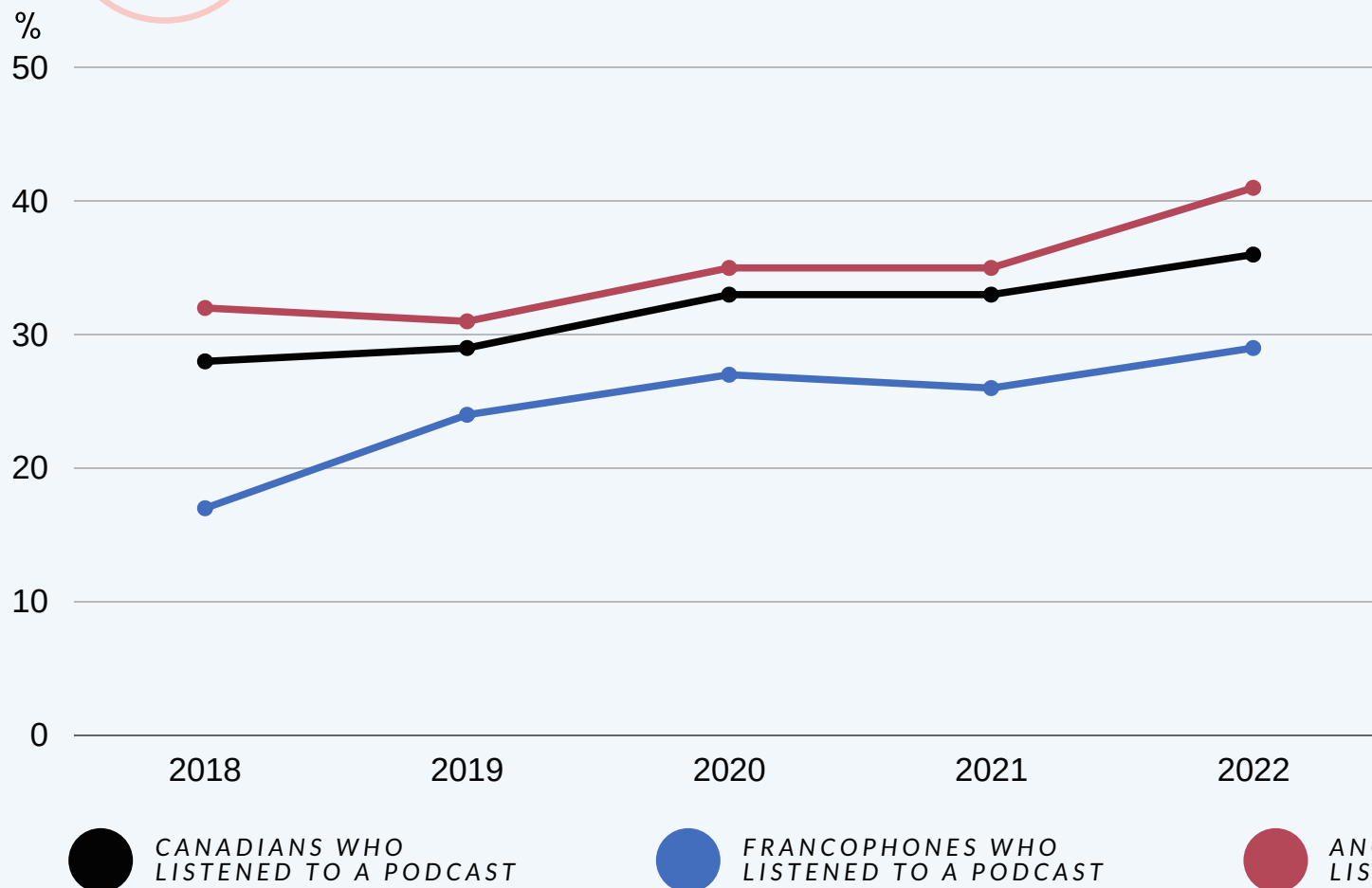


Which of the following **types of podcast** have you listened to in the last month? Please select all that apply.  
Base: All respondents

4

# PODCASTS

OVERVIEW OF THE CANADIAN TREND FROM 2018 TO 2022



- Adults **under 35** are much more likely to listen to podcasts (**58%**) than those **over 35** (**29%**).
- Podcasts appear to be more popular among **men**. In 2022, **41%** of them consumed one in the past month (all topics) compared to **32%** of **women**.
- Members of **higher-income households** and individuals with a **university diploma** are also more likely to listen to podcasts, at **45%** and **46%**, respectively.



Which of the following **types of podcast** have you listened to in the last month? Please select all that apply.  
Base: All respondents

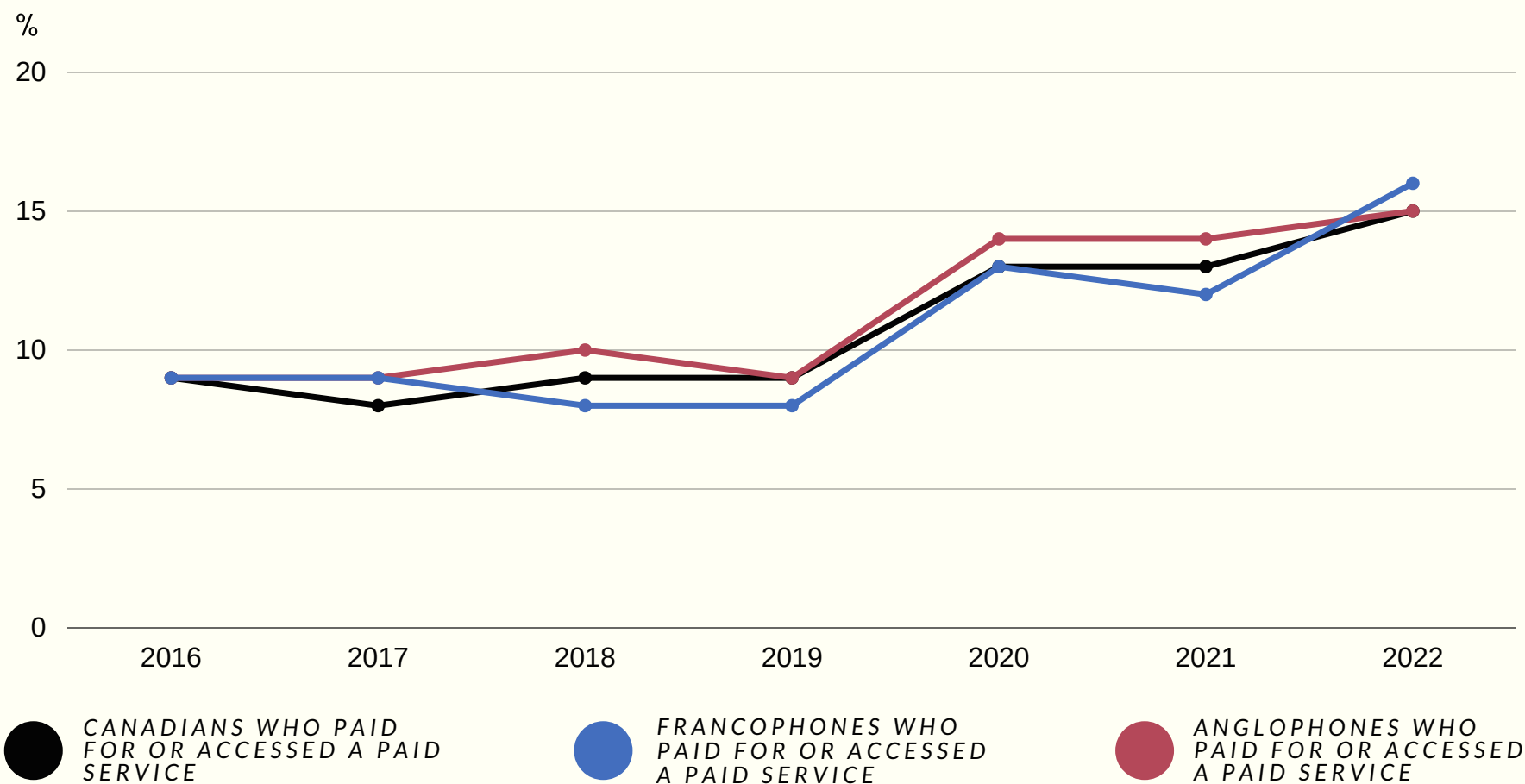
# PAYMENT

OVERVIEW OF THE CANADIAN TREND FROM 2016 TO 2022



Have you **paid** for online news content, **or accessed a paid** for online news service in the last year?

Base: All respondents





# ABOUT US



CENTRE D'ÉTUDES SUR LES MÉDIAS

The Centre d'études sur les médias (CEM), a non-profit organisation founded in 1992, is a research entity that also fosters dialogue between communication firms, government, and the academic community. It includes three university partners: the Information and Communication Department of Université Laval, UQAM's École des médias and Université de Montréal.

Since its foundation, the CEM has been producing research and short analyses to help better understand the evolution of Canadian media. We take a particular interest in public policies, the economics of media, evolution in consumer habits and the changing face of journalism.

## Centre d'études sur les médias

Colette Brin, director

## Project Team

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Florence Côté, research assistant

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