DIGITAL NEWS REPORT CANADA

2022 DATA: AN OVERVIEW

CENTRE D'ÉTUDES SUR LES MÉDIAS

REUTERS INSTITUTE

UNIVERSITY OF OXFORD

PROJECT TEAM: CANADIAN DATA

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ABOUT

The Digital News Report (DNR) is an international survey led by the Reuters Institute for the Study of Journalism at the University of Oxford. Covering 46 international markets in 2022, it focuses on the practices and perceptions of news consumers, especially on issues related to online news. The Centre d'études sur les médias (CEM) is responsible for the Canadian component of the survey.

METHODOLOGY

The DNR is based on an online questionnaire administered by the survey firm YouGov. The Canadian data is calculated from a random sample of 2,012 participants registered with YouGov, including 526 Francophones. An autonomous Francophone sample was subsequently completed to obtain 1,004 participants. The Canadian data was collected from January 21 to February 21, 2022. The results are weighted to represent the country's adult population.

It should be noted that such a survey is likely to under-represent those segments of the Canadian population that do not have access to the Internet: typically, it includes seniors, those with less formal education levels, and people with lower incomes. Up to and including 2020, the questionnaire began with a filter question excluding respondents who had not consumed news in the month preceding the survey. In 2019, new quotas were implemented to mitigate the under-representation of people with a lower level of education. These elements must, therefore, be taken into account when comparing data across multiple years.

With financial support from:

Canada

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Highlights

- At 42%, trust in most news most of the time is at its lowest level in the 7 years of Canada's participation in the Digital News Report survey. This amounts to a decrease of 3 percentage points from 2021 and 13 in relation to 2016. The decline can be seen among Francophones (47%, -7 pp versus 2021) and Anglophones (39%, -5 pp) alike.

- 27% of Canadians think the news media in their country are independent of undue political influence, and 29% think the same about business influence. Compared to 2017, these figures represent decreases of 10 percentage points in the first case and 9 points in the second. Again, Francophones, at 38% and 37%, respectively, have a more positive perception of the situation than do Anglophones. About a quarter (27% and 25%) of Anglophones think the media are independent from these external influences.

- About half (51%) of respondents think the country's news organisations are very or quite close together politically (Figure 10), a finding slightly more prevalent among Francophones (56%) than among Anglophones (50%). People aged 65 and over and those with a university degree are more likely to think this is the case, as are right-leaning Canadians.

- In 2022, 71% of Canadian respondents said they had at least occasionally tried actively to avoid the news in the recent past, up 13 percentage points from 2019 (58%), the last time this question was asked in the study. This increase is seen among Francophones (67% in 2022, 56% in 2021) and Anglophones (73% in 2022, 59% in 2021). Slightly more women are actively avoiding news (74%) than men (67%).

- Increasingly, Canadians are paying for online news or accessing paid online news services: at 15%, a two-point increase over the results of the past two years, this is the highest score so far. Moreover, Francophones (16%) and Anglophones (15%) alike are doing so more than ever before.

- Even though podcast use stagnated in the Canadian results from 2020 to 2021, this practice seems to have resumed its upward trend. In 2022, 36% of respondents across the country said they had listened to at least one podcast in the month preceding the survey (41% of Anglophones and 29% of Francophones), an increase of three points over the previous year.

Context

The respondents in the different countries covered by the survey expressed their opinions in January and February 2022, when many countries, including Canada, were hit by an increase in reported cases of COVID-19 and before Russia's invasion of Ukraine. This was also the moment at which a series of demonstrations and blockades called "freedom convoys" by their organisers were taking place in protest of public health measures.

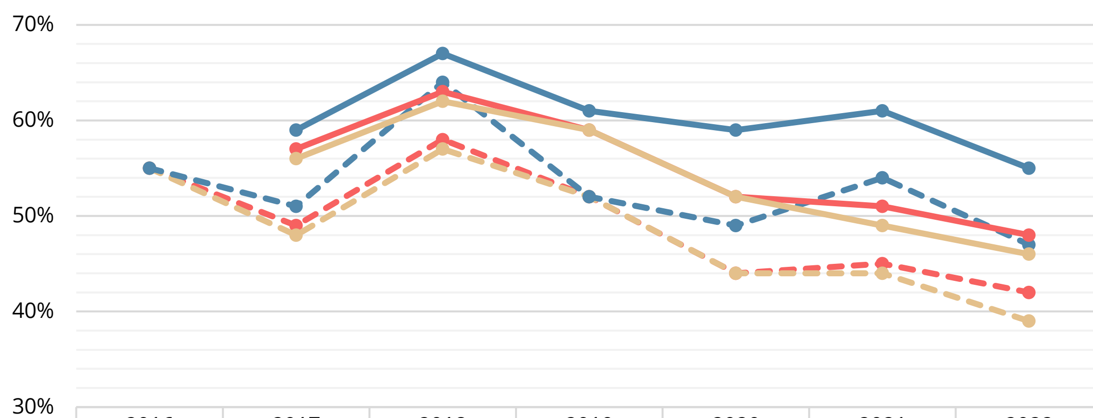
Since the 2020 survey was conducted shortly before health emergencies were declared in North America, starting from 2021 we can observe potential effects of the pandemic context on changes in news-related perceptions and habits in Canada.

1. Perception

1.1 Trust in the news

Trust in the news is the lowest it has been since the Digital News Report survey began collecting Canadian data. In 2022, 42% of Canadian respondents said they could “trust most news most of the time,” a decrease of 13 percentage points since 2016 and 3 points in relation to 2021. Francophones remain more trusting of the news (47%, -7 pp versus 2021) than Anglophones (39%, -5 pp), but in both cases these are the lowest scores obtained so far. Even though trust is significantly lower than in countries such as Finland (69%) or Germany (50%), the Canadian results still compare favourably with those of Great Britain (34%), France (30%) and the United States (26%).

Figure 1 relates trust in most news to trust in most news consumed. In both cases, trust is declining. On a year-over-year basis and across countries, respondents have greater trust in the news they consume (48% in Canada in 2022, -3 pp) than in the news in general.



	2016	2017	2018	2019	2020	2021	2022
Trust most news							
Canada	55%	49%	58%	52%	44%	45%	42%
Anglophones	55%	48%	57%	52%	44%	44%	39%
Francophones	55%	51%	64%	52%	49%	54%	47%
Trust most news they consume							
Canada		57%	63%	59%	52%	51%	48%
Anglophones		56%	62%	59%	52%	49%	46%
Francophones		59%	67%	61%	59%	61%	55%

Figure 1. Change in Anglophone and Francophone Canadians’ trust in most news most of the time (2016 to 2022) and most news they consume (2017 to 2022). *In 2022, Canadians: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

Even though, in 2022, trust in the news is at similar levels for Canadian men (41%, -4 pp) and women (42%, -4 pp)[5], the most marked decline in trust is seen among Francophone men, whose score fell from 56% in 2021 to 46% in 2022 (-10 pp).

[5] Our data does not allow for a non-binary categorization of gender identity.

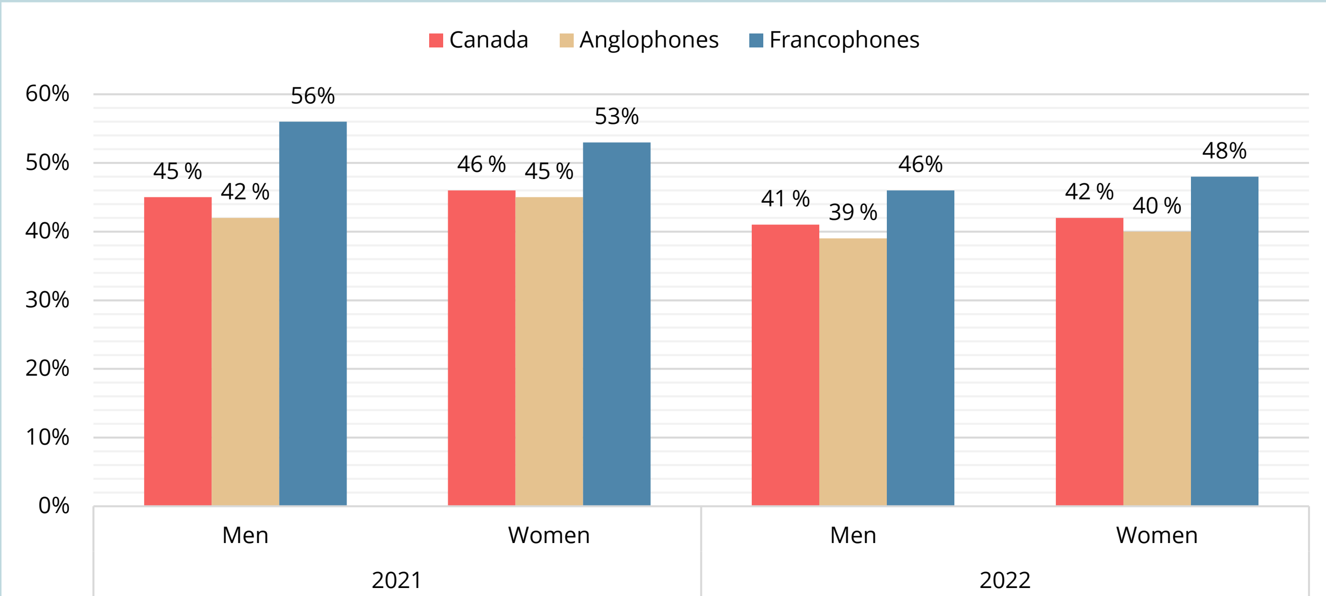


Figure 2. Share of positive answers by Anglophone and Francophone Canadians, according to gender, to the statement: "I think you can trust most news most of the time." *In 2022, men: n=957(c), 721(a), 443(f); women: n=1,055(c), 765(a), 561(f).*

In 2022, as has generally been the case since 2016, adults under the age of 35 are less likely to trust the news (31%) than their elders (46%). Among Anglophones, trust is below 50% for all age groups (Figure 3). This score is at its lowest for those under 35 (32%) but stabilizes around 42% starting with the 35-44 age group.

As for Francophones, trust in the news increases significantly with age: 55% of Francophones aged 35 and over trust the news, including 63% of those aged 55-64 and 64% of those aged 65 and over.

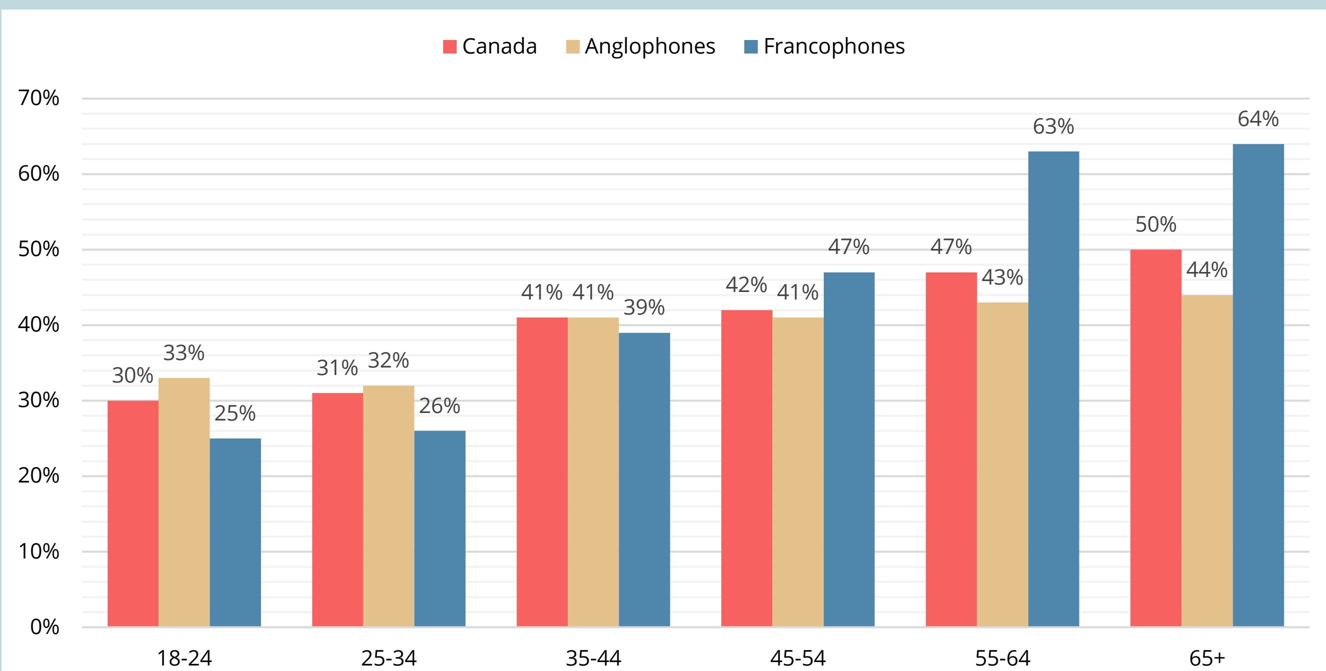


Figure 3. Share of positive answers by Anglophone and Francophone Canadians, according to age, to the statement: "I think you can trust most news most of the time." *18-24: n=168(c), 122(a), 96(f); 25-34: n=330(c), 281(a), 155(f); 35-44: n=344(c), 298(a), 161(f); 45-54: n=331(c), 284(a), 161(f); 55-64: n=364(c), 216(a), 189(f); 65+: n=475(c),285(a), 242(f).*

In our previous summaries, we noted two distinct trends in the connection between trust and stated political orientation. First, right-leaning Anglophones were more mistrustful of the news than those leaning to the left. As shown in Figure 4, this phenomenon still obtains this year. For example, one-third (33%) of right-leaning Anglophones say they trust the news versus nearly half (47%) of left-leaning Anglophones.

Second, Francophone respondents who identify with the political right also stood out in previous studies but for their greater trust in the news versus left-leaning Francophones. This is less true in 2022, with Francophones of all political orientations now showing similar results: the left at 51%, the centre at 52% and the right at 50%. In the case of the right and the centre, these figures represent decreases of 15 and 8 percentage points, respectively, from the 2021 results. In contrast, trust is up 7 points among left-leaning Francophones.

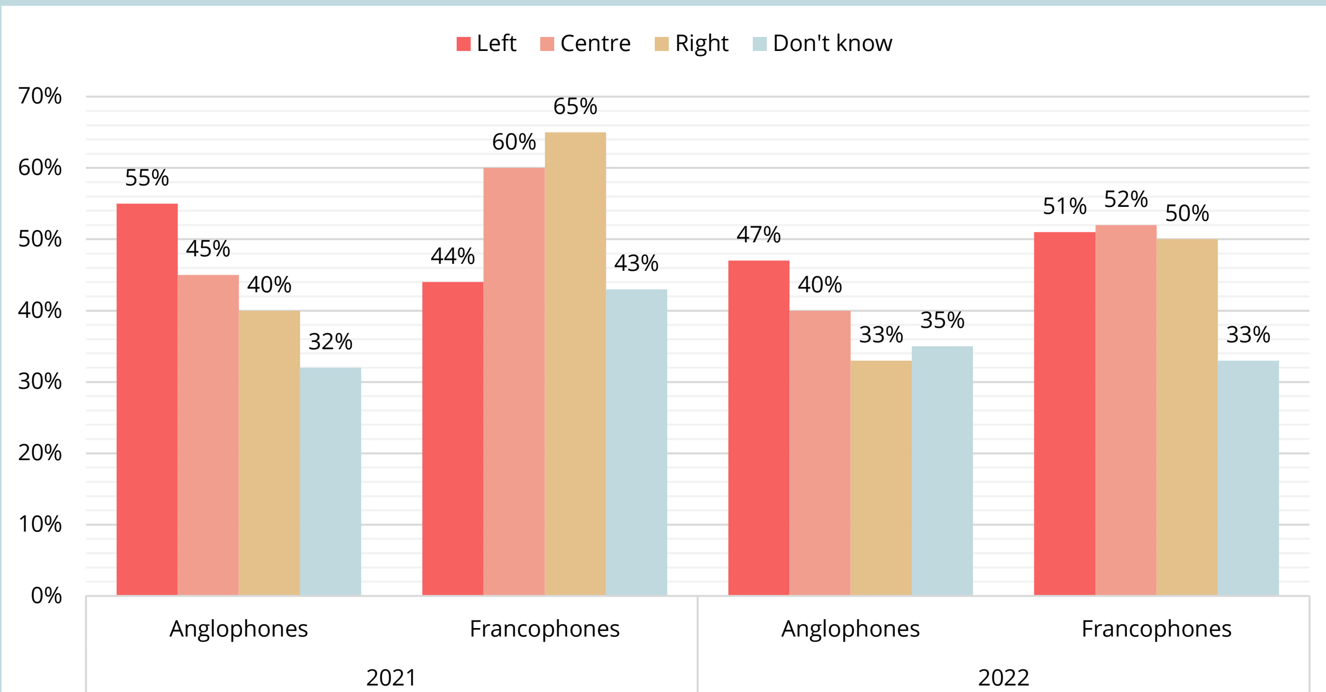


Figure 4. Breakdown of Anglophone and Francophone respondents who trust most news most of the time, according to political orientation, in 2021 and 2022. *In 2022, Anglophones: n=289(g), 720(c), 192(d), 285 (dnk); Francophones: n=172(g), 494(c), 91(d), 247 (dnk).*

Finally, we can see connections between Canadian respondents' household income or education and their trust in the news. Members of high-income[6] households (46%) and university graduates (43%) trust the news more than respondents from low-income households (40%) or those without a high school diploma (35%).

1.2 Independence of the news media

Trust in the news is not the only area where the results are lower than in previous years, as belief in the independence of the news media has also taken a hit. The proportion of Canadians who think the media

[6] For the purposes of this document, we place high-income households at $80,000 or more annually, which covers 28% of respondents. Low-income households, which account for 26% of our respondents, earn less than $30,000 annually, with the intermediate category between these two covering 46% of respondents.

are independent of political or government influence or independent of business or commercial influence has plunged: it is down 10 percentage points in the first case and 9 points in the second case since 2017.[7]

Among Anglophones, only 27% of respondents think the media are free from undue political influence and 25% from business influence (Figure 5). However, the results have changed very little for Francophones. They are now more favourable than English-speaking respondents to the idea that news organisations are independent from undue influence by government (38%) or business (37%).

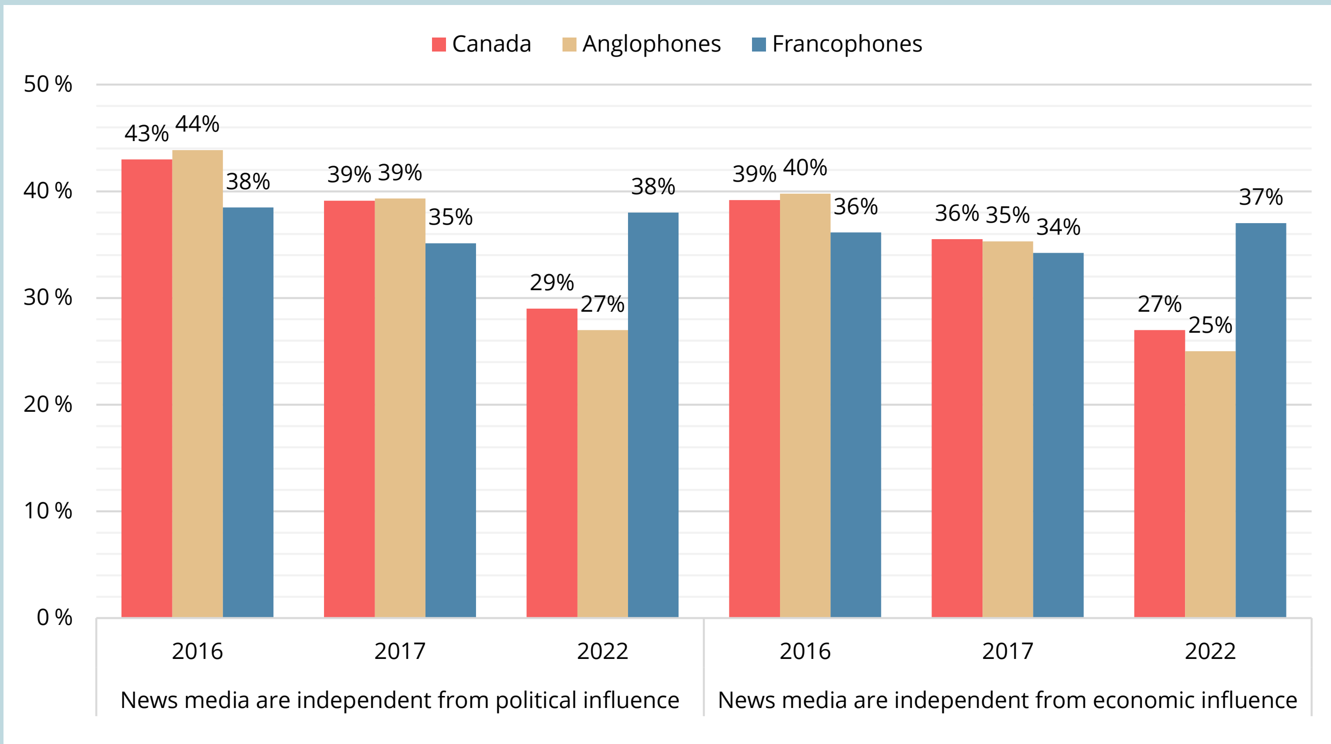


Figure 5. Share of Anglophone and Francophone Canadian respondents who agree with the statements "The news media in my country is independent from undue political or government influence most of the time" and "The news media in my country is independent from undue business or commercial influence most of the time." *For the two questions in 2022, Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

Only for respondents aged 65 and over do we find as many people agreeing (about 35%) as disagreeing with the idea that the media are independent from political or business influence. Moreover, regardless of language, respondents who identify as right-leaning are more likely to doubt the independence of the news media than those on the left or in the centre (Figure 6). For example, only 18% of Anglophones who identify with the political right think the media are independent of political influence, while 21% share the same opinion about business influence. These figures are 33% and 36%, respectively, for the Francophone right.

[7] The question had not been asked since then.

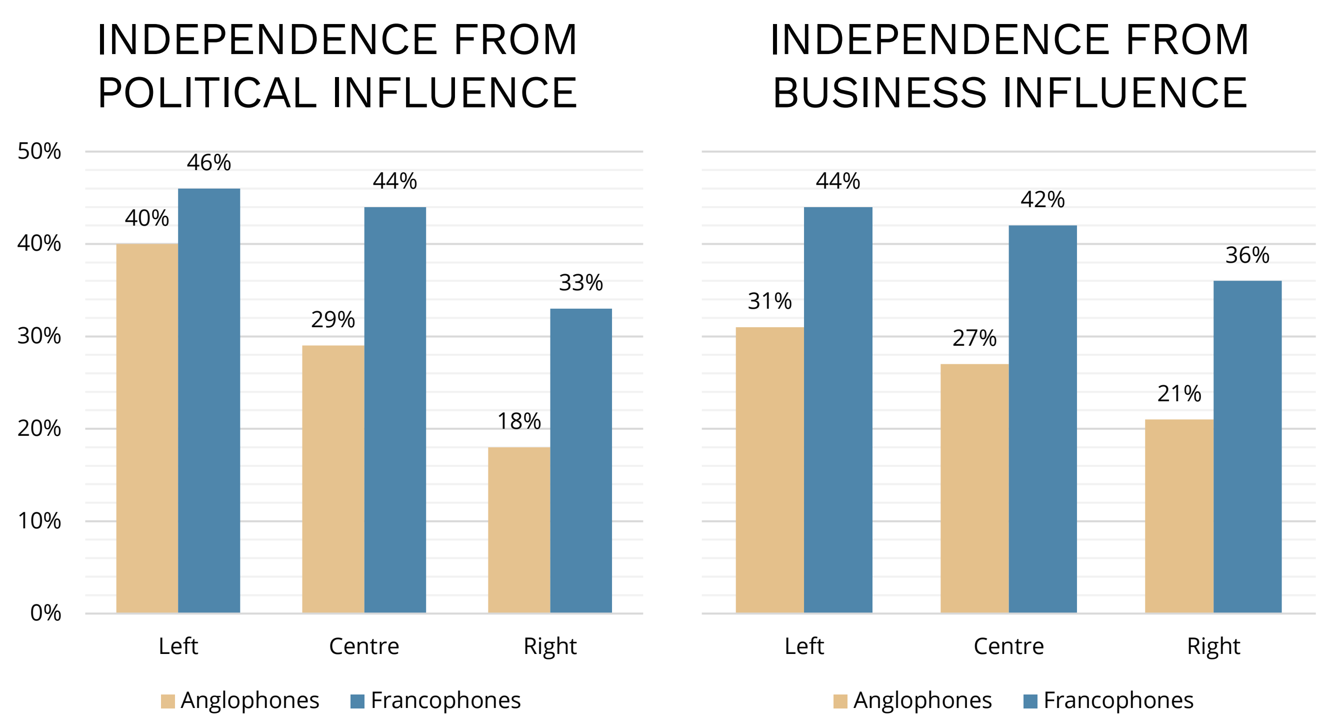


Figure 6. Share of Anglophone and Francophone respondents who agree with the statements "The news media in my country is independent from undue political or government influence most of the time" and "The news media in my country is independent from undue business or commercial influence most of the time" according to political orientation. *For both questions, Anglophones: n=289(g), 720(c), 192(d); Francophones: n=172(g), 494(c), 91(d).*

1.3 Media priorities

In the same vein, Canadians were also asked whether news organisations put their commercial interests or political views ahead of what's best for society. As can be seen from Figure 7, the results are similar for both questions.

Anglophones are much more likely to think the commercial interests (38%) and political views (36%) of the news media come before what's best for society rather than the opposite (19% for both). Francophones are more divided: 29% say that news organisations prioritize their commercial interests over those of society, and 25% say the opposite. And 26% think the media prioritize their own political views over the interests of society, versus 27% who think the opposite.

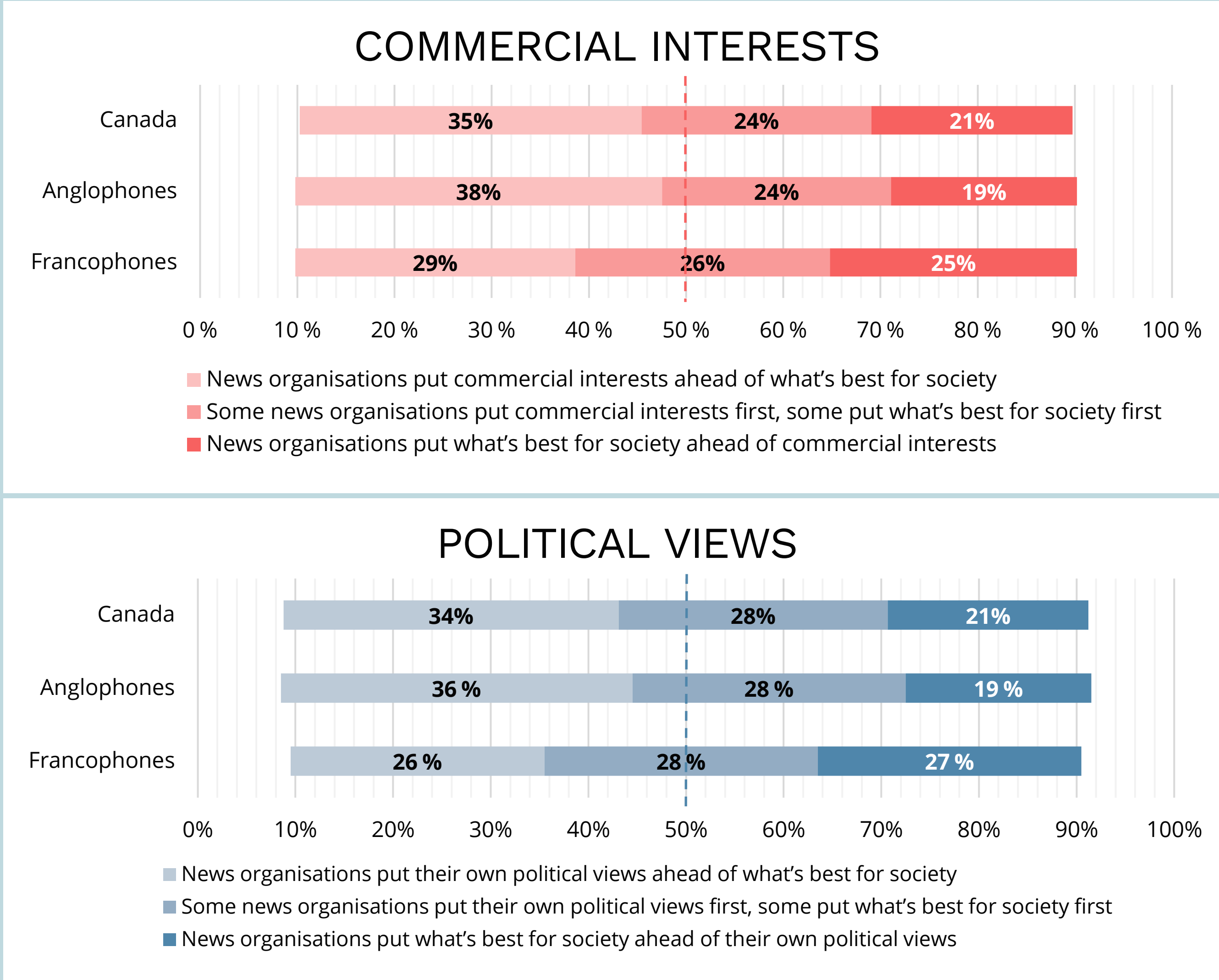
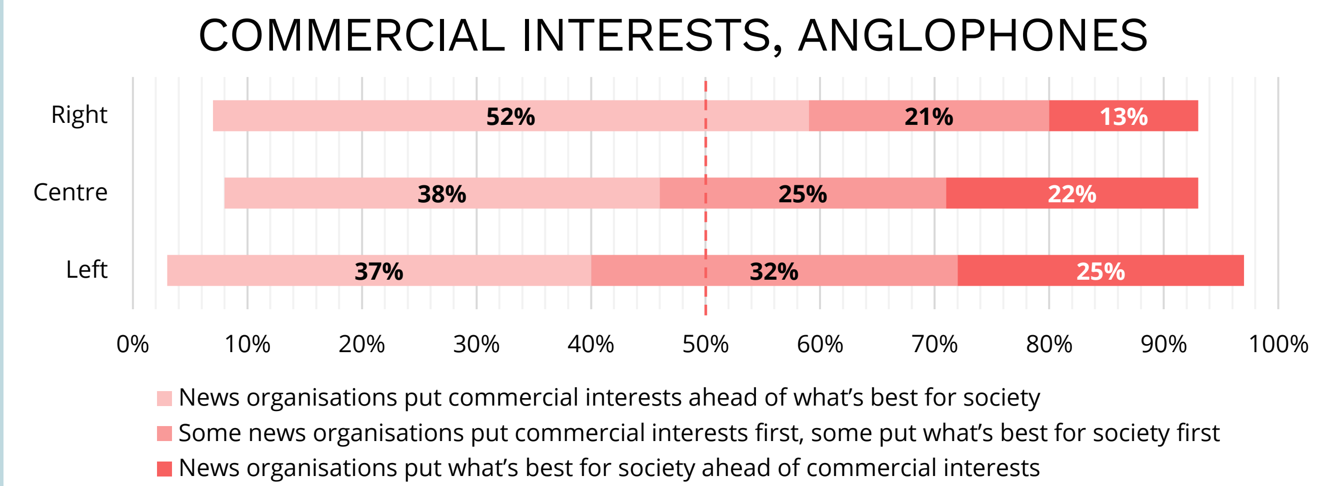


Figure 7. Breakdown of the opinions of Anglophone and Francophone Canadian respondents concerning priority interests (commercial, political or societal) by news organisations. *Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

Even though the propensity to think the media put what's best for society first varies little from one age group to another among Anglophones, that is not the case of Francophones, where it is stronger among older people. For example, 18% of Francophone respondents aged 18 to 34 think news organisations put society ahead of their commercial interests, compared to 28% among those aged 35 and over. In contrast, 35% of adults under the age of 35 and 27% of older adults think news organisations favour their commercial interests. Francophones aged 65 and over think a larger number of news organisations put what's best for society ahead of their commercial interests (37%, versus 22%) or their own political views (35%, versus 27%).

Right-leaning respondents are far more likely to think news organisations prioritize their commercial interests over those of society. This is especially true among Anglophones; a majority (52%) share this opinion while only 13% think the news media put society first. Among right-leaning Francophones, 8 percentage points separate respondents who think the news media prioritize their commercial interests (36%) and those who say they prioritize the interests of society (28%); the difference is only 4 percentage points on the left (33% and 29%, respectively). Francophones in the centre are, both languages included, the only ones who think in larger numbers that the media put what's best for society (29%) ahead of their commercial interests (26%).



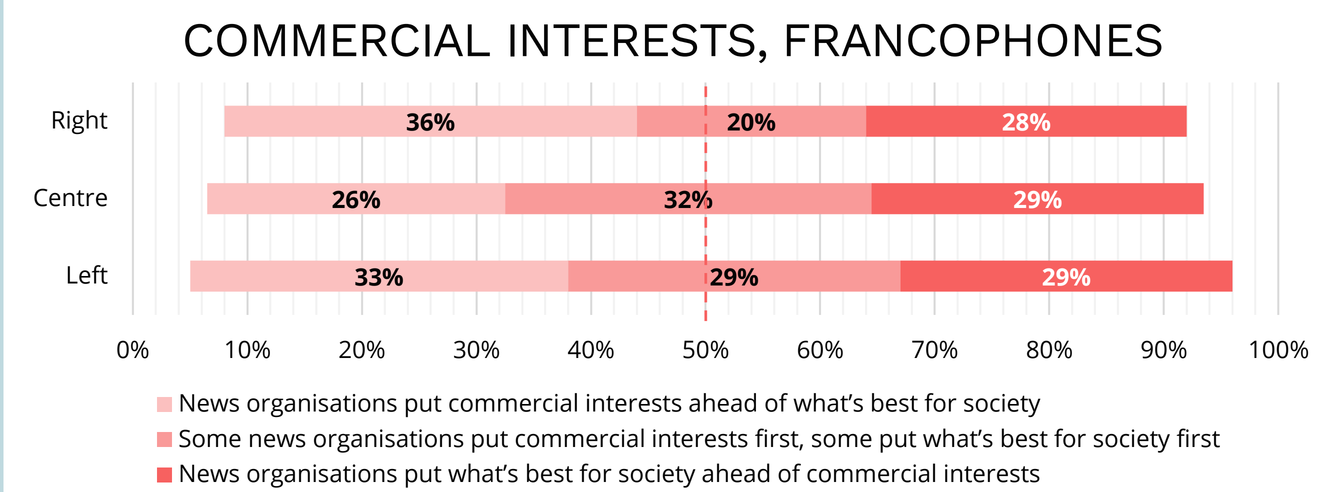


Figure 8. Breakdown of the opinions of Anglophone and Francophone Canadian respondents concerning interests (commercial or societal) prioritized by news organisations according to stated political orientation. *Anglophones: n=289(g), 720(c), 192(d); Francophones: n=172(g), 494(c), 91(d).*

Even more right-leaning Anglophones (61%) think news organisations put their own political views ahead of what's best for society than they do in the case of commercial interests (52%). But, among Francophones, opinions are very divided and vary little according to political orientation. Those on the right (like those on the left and in the centre for that matter) are even slightly more likely to think the media put what's best for society (33%) ahead of their own political views (27%).

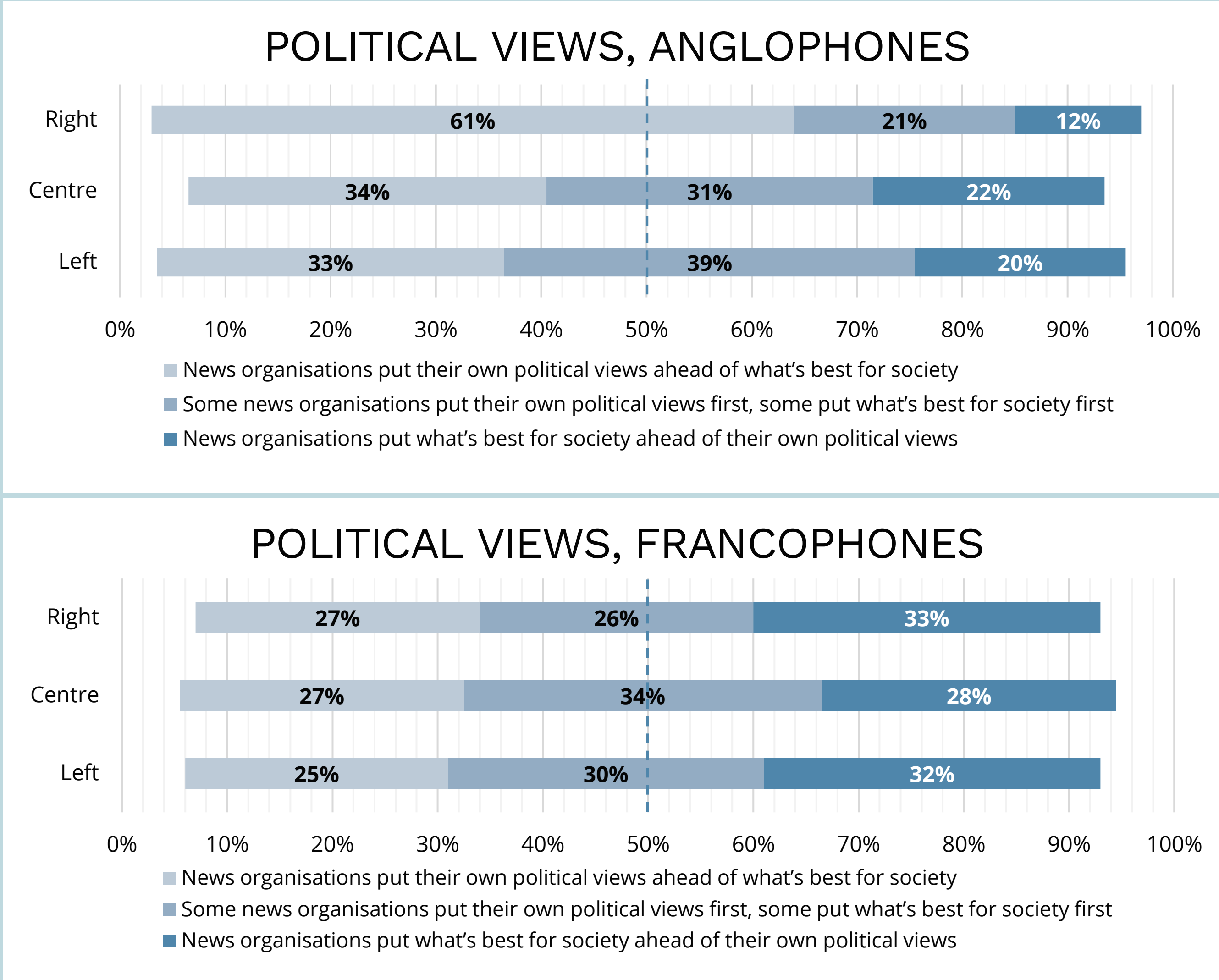


Figure 9. Breakdown of the opinions of Anglophone and Francophone Canadian respondents concerning interests (political or societal) prioritized by news organisations according to political orientation. *Anglophones: n=289(g), 720(c), 192(d); Francophones: n=172(g), 494(c), 91(d).*

1.4 Are the news organisations close politically?

When Canadians are asked to rate the political proximity of the country's major news organisations, about half (51%) think they are somewhat or very close to one another (Figure 10). This finding is somewhat more common among Francophones (56%) than among Anglophones (50%). Moreover, people aged 65 and over (58%) and those with a university degree (56%) are more likely to think the main media hold similar views, as are respondents who identify with the political right. Thus, 62% of Anglophones of this political stripe and 67% of Francophones consider the main news organisations to be politically close to one another. This impression does not seem entirely separate from trust in the news. Among those who think the major news media are very close politically, trust in most news is only 21%, 21 points lower than for all respondents (42%).

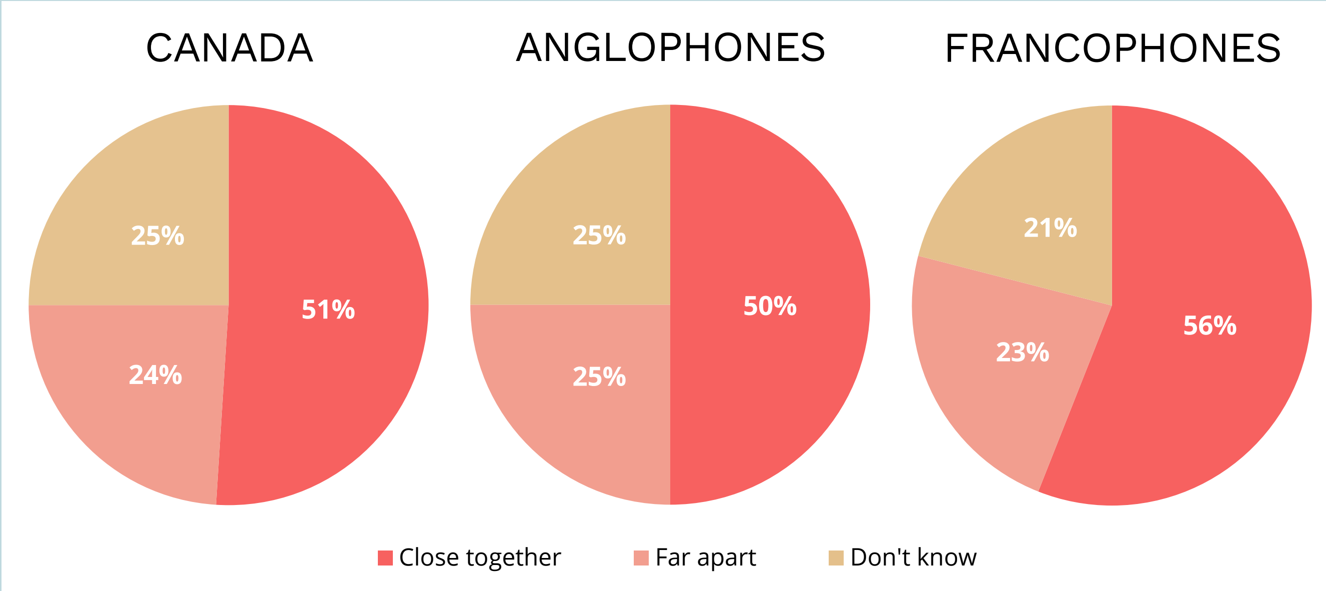


Figure 10. Breakdown of the answers of Anglophone and Francophone Canadian respondents to the question "In your view, how politically close together or far apart are the main news organisations in your country?". *Canada: n=2,102; Anglophones: n=1,486; Francophones: n=1,004.*

1.5 Fake news

Even though trust in the news is diminishing, it does not seem to affect Canadians' concern about fake news online. In fact, with 60% of Canadians expressing concern about what is true and what is fake on the Internet in 2022, this amounts to a slight decrease over 2021 (-3 pp). As in the past, Anglophones (63%, -4 pp) are more likely to be concerned than Francophones (48%, -3 pp).

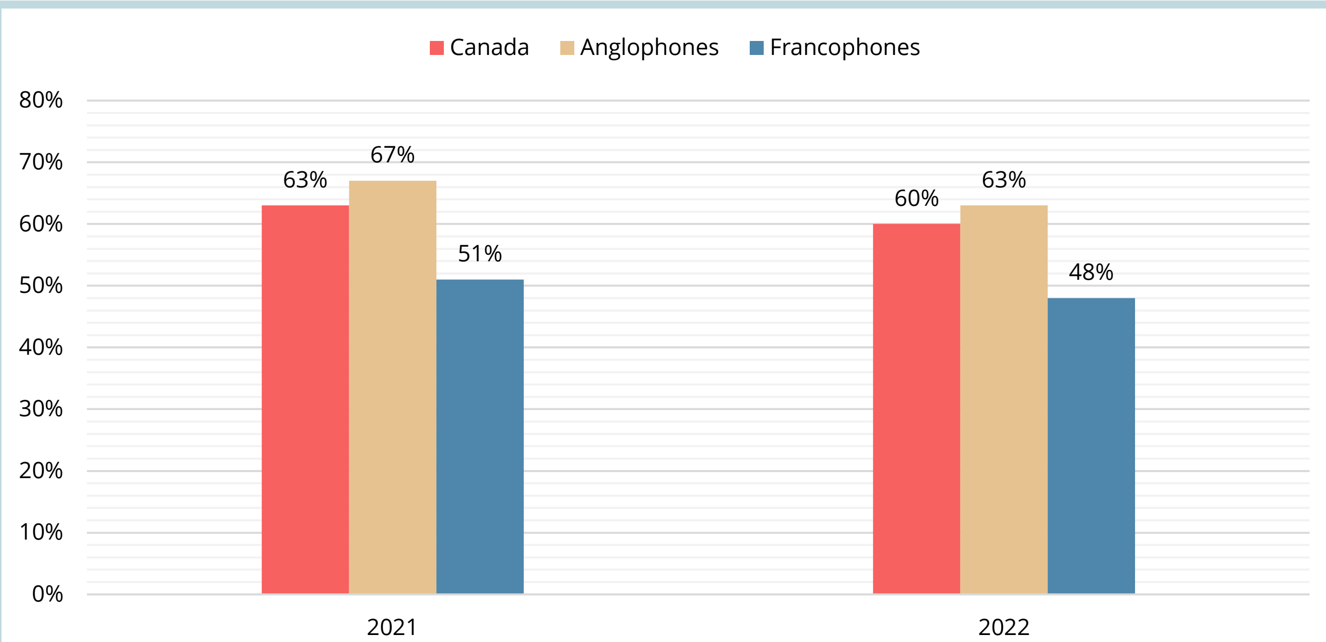


Figure 11. Share of Anglophone and Francophone Canadians, in 2021 and 2022, who agree with the statement "Thinking about online news, I am concerned about what is real and what is fake on the Internet." *In 2022, Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

More older respondents expressed concern about this matter than younger respondents did. This is the case for 62% of those aged 35 and over, including 67% of those aged 65 and over, while the result is 54% for adults under 35. The distinction between what is true and false online seems less of a concern for Canadians who do not have at least a high school diploma or the equivalent (47%, 32% among Francophones) compared with the rest of the adult population (62%). As for Anglophones, concern about the truthfulness of online news is much more prevalent among those who identify with the political right (70%), while it varies little from one political orientation to another among Francophones.

In 2022, as in 2021, 71% of Canadians (73% of Anglophones and 65% of Francophones) reported having found misleading information about news topics online in the week before the survey. The data changed little from 2021 (Table 1): coronavirus and politics are still the topics about which respondents report the most potential disinformation, at 54% and 39%, respectively. That being said, since last year, there have been slight declines for topics such as politics (-4 percentage points) and celebrities (-5 pp), decreases that can be observed for both language groups.

Topics	Canada		Anglophones		Francophones	
Coronavirus	54%	**+2%**	57%	**+4%**	46%	**0%**
Politics	39%	**-4%**	43%	**-5%**	24%	**-2%**
Climate change	29%	**0%**	32%	**0%**	17%	**0%**
Celebrities	23%	**-5%**	24%	**-4%**	19%	**-4%**
Immigration	21%	**+1%**	23%	**1%**	15%	**3%**
Other health issues	21%	**0%**	21%	**0%**	19%	**-1%**
Products and services	20%	**-2%**	21%	**-2%**	15%	**2%**
Other	3%	**+1%**	3%	**+1%**	1%	**0%**
None of these	10%	**0%**	9%	**-1%**	14%	**-4%**
Don’t know	19%	**0%**	18%	**0%**	21%	**-1%**

Table 1. Share of Anglophone and Francophone Canadian respondents who saw fake news online on different news topics in the preceding week, in 2022 and 2021. *In 2022, Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

1.6 News avoidance

In 2022, 71% of Canadian respondents said they had at least occasionally tried actively to avoid the news in the recent past, up 13 percentage points from the 58% recorded in 2019, the last time this question was asked in the Digital News Report survey. The increase can be seen among Francophones (67% in 2022 and 56% in 2021) and Anglophones (73% in 2022 and 59% in 2021). Even though we see little difference from one age group to another in the country, slightly more women are distancing themselves (74%) than are men (67%).

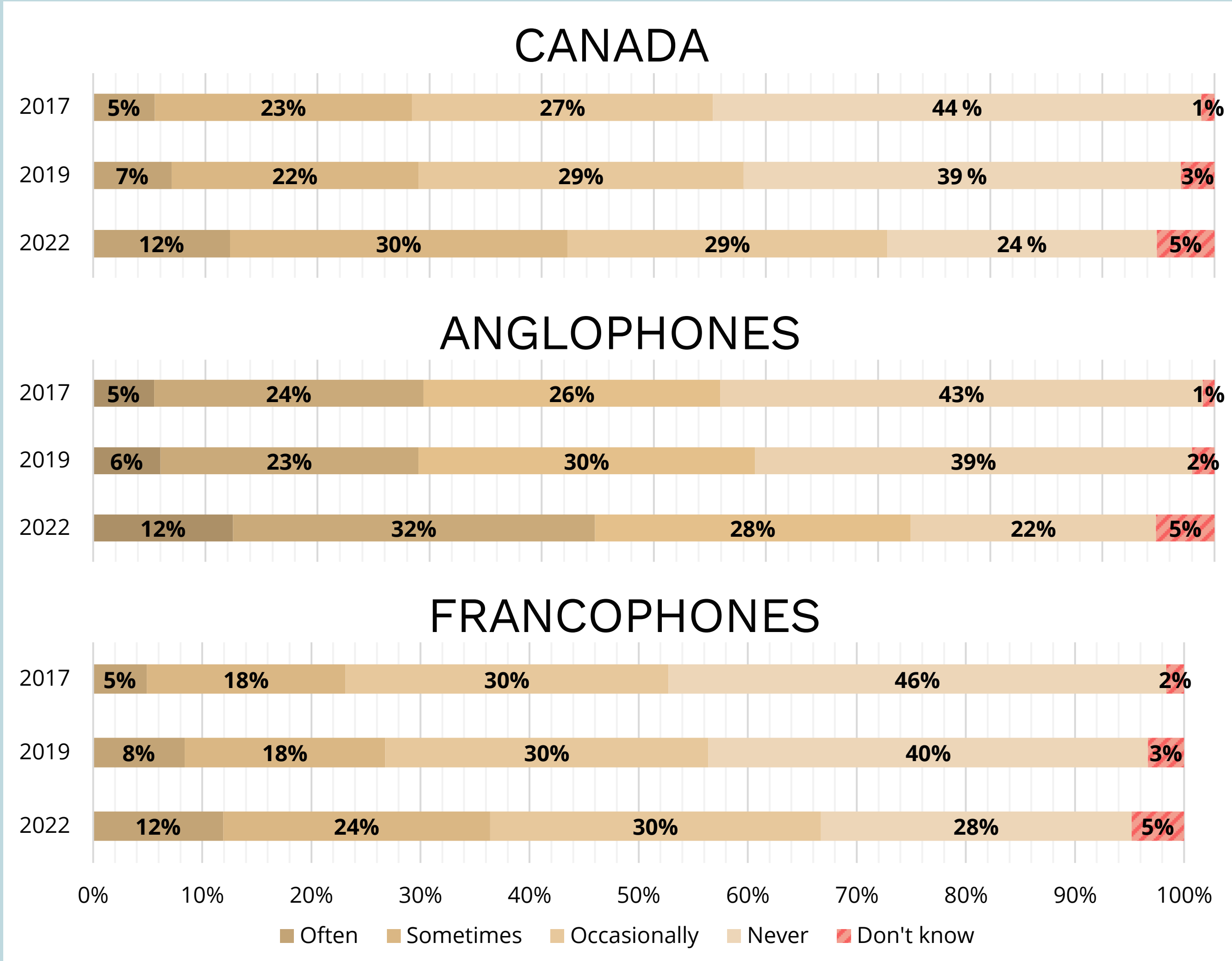


Figure 12. Breakdown of answers to the question "Do you find yourself trying to avoid news these days?" in 2017, 2019 and 2022 for Francophone and Anglophone Canadians. *In 2022, Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

The reasons given for avoiding news at least occasionally vary from one person to the next, but two stand out: the potential negative effect on mood, cited by 47% of people who avoid the news, and excessive coverage of topics such as politics and Covid-19 (46%). Feeling worn out by the amount of news (32%) and considering news untrustworthy or biased (29%) were also cited by more than a quarter of the people who avoid news at least occasionally.

Anglophones (31% versus 21% of Francophones) and men (35% versus 25% of women) are more likely to justify avoiding news on the grounds that it is untrustworthy or biased. Women are more likely to sometimes avoid the news so as not to affect their mood (50% versus 45% of men) or because certain subjects receive excessive coverage (51% versus 42% of men).

The same trends are seen among those aged 35 and over, who, at 49% and 48%, respectively, are also more likely to choose these two explanations than those aged 18-34 (44% and 42%). Adults under the age of 35 are more likely than older respondents to say that the news leads to arguments they would rather avoid (23% versus 13%), that they do not have time for the news (15% versus 9%) or that they have difficulty understanding the news (13% versus 6%).

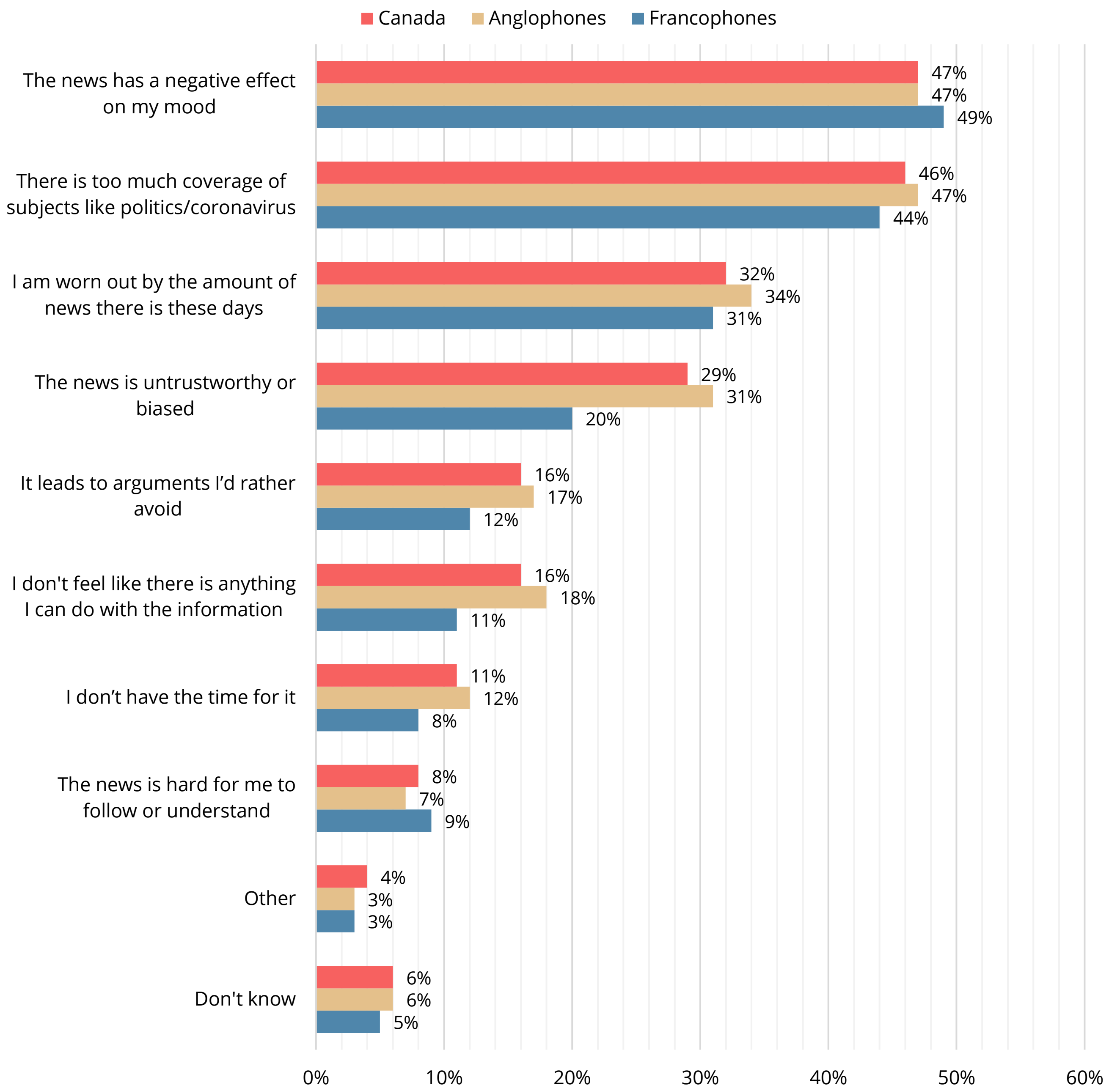


Figure 13. Breakdown of reasons cited by Anglophone and Francophone Canadians for avoiding the news in 2022. *Base: those who say they avoid the news at least occasionally. Canada: n=1,422; Anglophones: n=1,086; Francophones: n=663.*

2. Consumption

2.1 Paid news

Despite declining trust in the news media, payment for online news and access to paid news continue to rise slowly. The share of respondents who pay for online news or access paid online news is 15%, its highest level so far in the country (Figure 14). And, for the first time, this figure is slightly higher among Francophones than among Anglophones. At 16% and 15%, respectively, both of these results are the highest recorded so far.

As in previous surveys, men (19%) and those 18-34 years old (18%) are more likely to pay for online news or to access paid news on the Internet, as are Anglophones (26%) and Francophones (27%) who identify with the political left.

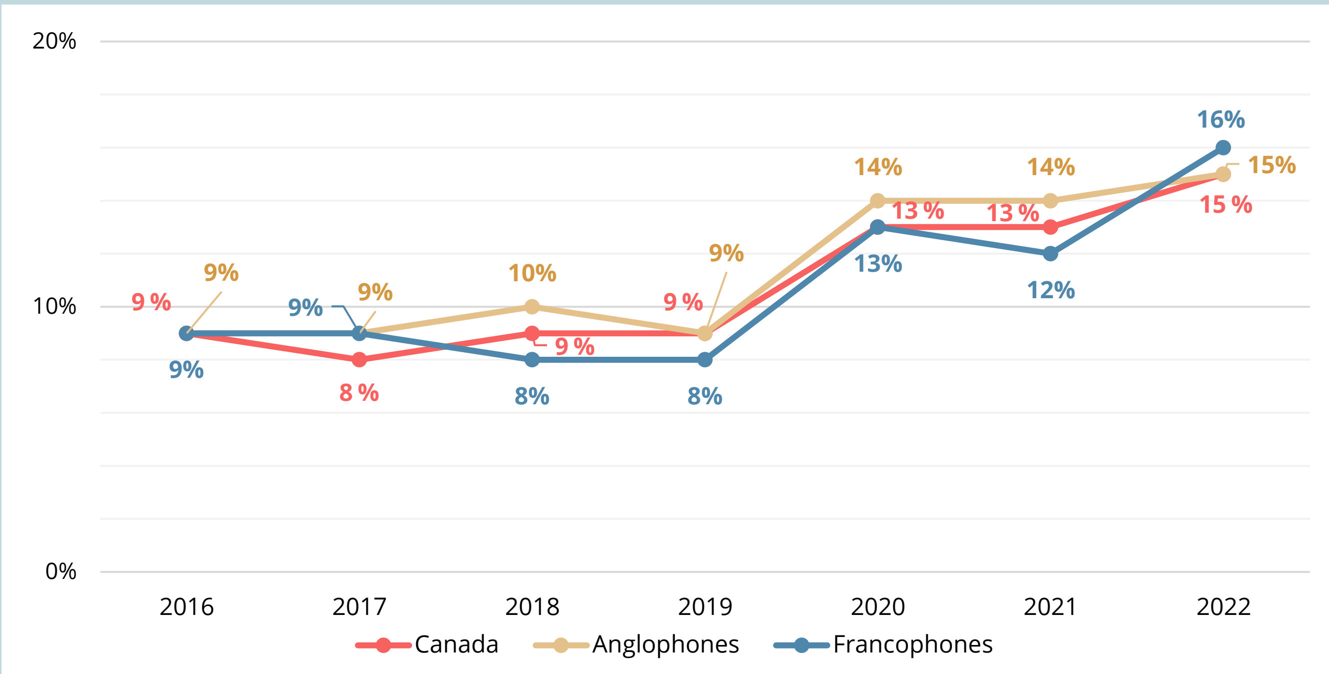


Figure 14. Breakdown of Canadian respondents who paid for online news content or accessed a paid online news service in the previous year, from 2016 to 2022. *In 2022, Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

Canadians who paid for a subscription or donated to at least one news provider in the past year[8] are also more likely to support multiple news sources than in previous years. Even though nearly half (48%) say they regularly support only one news provider, the same proportion supports more than one: 21% of respondents say they support two sources and 27% support three or more. In 2021, 40% of those who paid such amounts regularly supported more than one source and 13% supported more than two. It should be noted, however, that respondents do not necessarily pay for Canadian news services or news media: the *New York Times* and Apple News+ are among the subscriptions regularly cited.

[8] This corresponds to 178 respondents (9%) and excludes, for example, people who paid for specific items, received a subscription as a gift or accessed paid news online through the account of another person, a library or an organisation.

2.2 Subscriptions to online media

With 9% of Canadians financially supporting news providers in some way with their own money, these services are still far less popular than online music platforms (46%) or movie and TV platforms (71%).

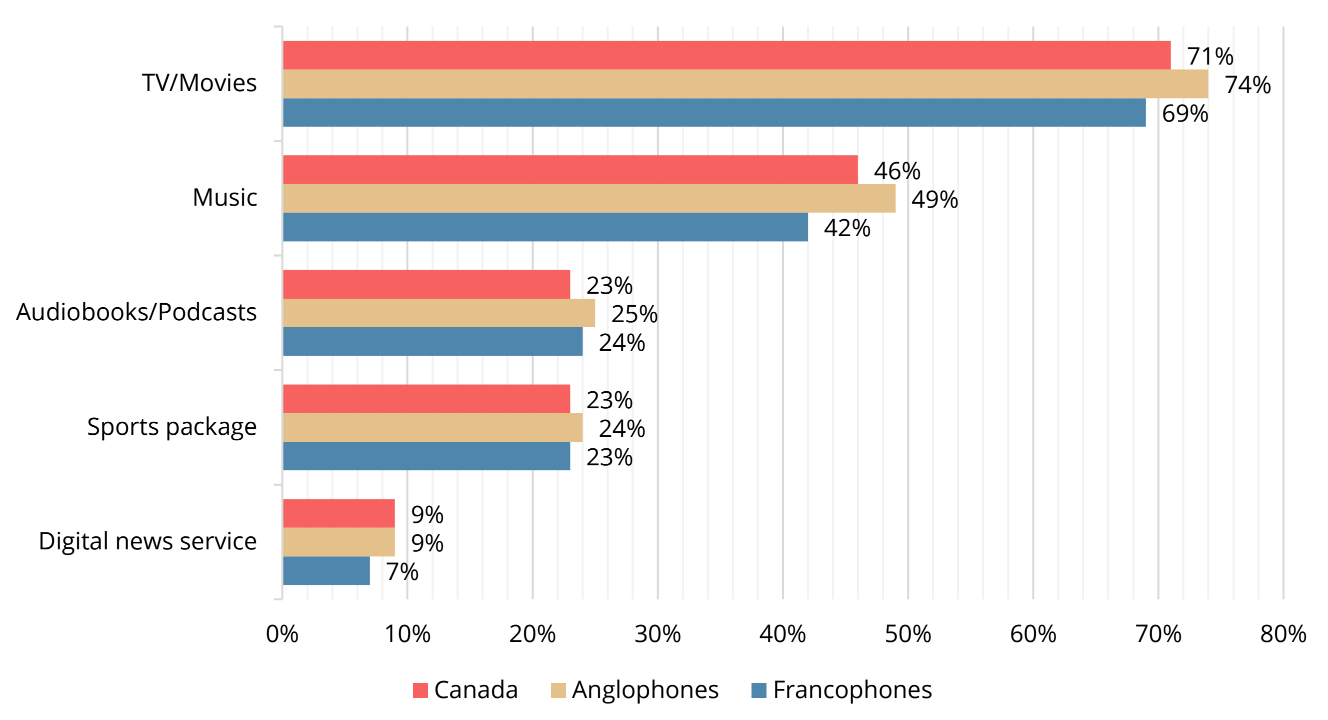


Figure 15. Breakdown of Anglophone and Francophone Canadians who pay for an online subscription according to type. *Canada: n=2,012; Anglophones: n=1,486; Francophones: n=1,004.*

Adults under the age of 35 are more likely to spend money for online subscriptions than are older adults. For online news, however, this difference is much smaller than it is for other services, in terms of both percentage points and proportion, as shown in Figure 16 below.

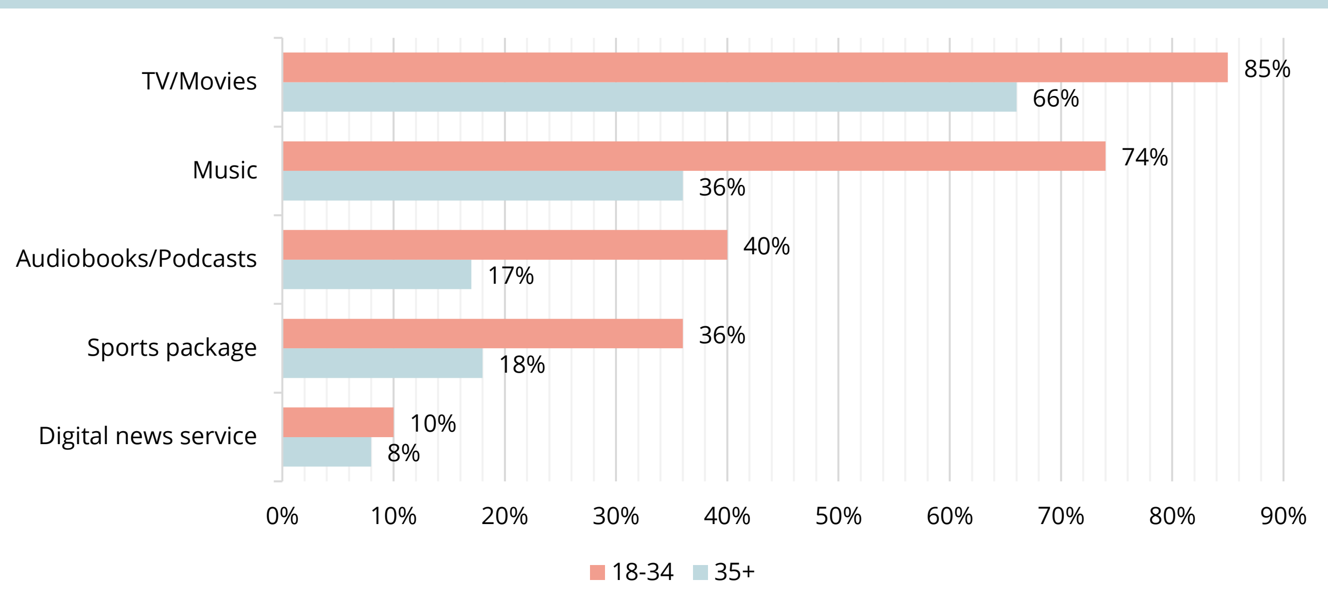


Figure 16. Breakdown of Canadians, by age, who subscribe to online media. *Age 18-35: n=498; 35 or more: n=1,514.*

Canadian participants in the Digital News Report survey are not yet showing signs of digital subscription fatigue: while more than half of respondents think their number of paid digital media subscriptions will remain the same over the next year (58%), more predict that this figure will increase (19%) rather than decrease (8%), and these figures do not vary much between the two language groups.

2.3 Registration for online news media

Some online media, even free ones, require that users create an account to access their content, and 29% of the respondents say they signed up for an online news site in the past year (30% of Anglophones and 27% of Francophones).

This way of accessing news content is more common among those under 35 (38%) than among those aged 35 and over (25%). Respondents on the left of the political spectrum, who are already more likely to pay for online news, are also more likely to sign up for an online news site than those of other political orientations, with scores of 44% among Anglophones and 34% among Francophones.

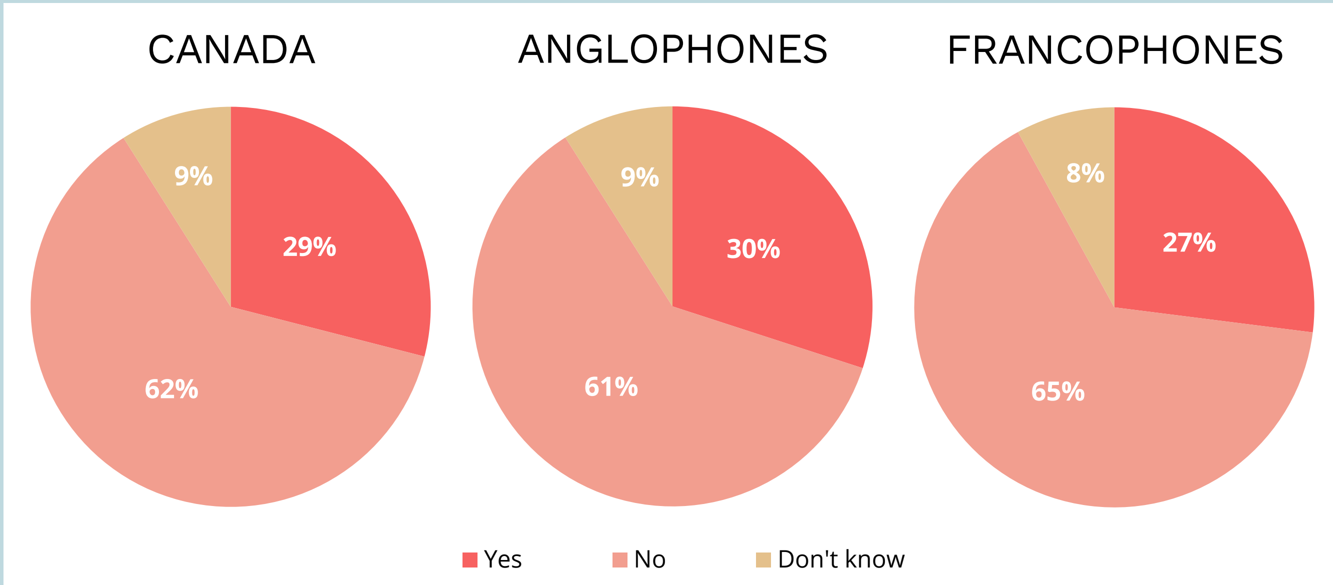


Figure 17. Breakdown of Anglophone and Francophone Canadians' answer to the question: "Have you registered for news media in the last year?" *Canada: n=2,102; Anglophones: n=1,486; Francophones: n=1,004.*

Only 25% of Canadians trust most news sites to use their personal data responsibly. Those under 35 are slightly more likely to trust them (27%) than those aged 35 and over (24%).

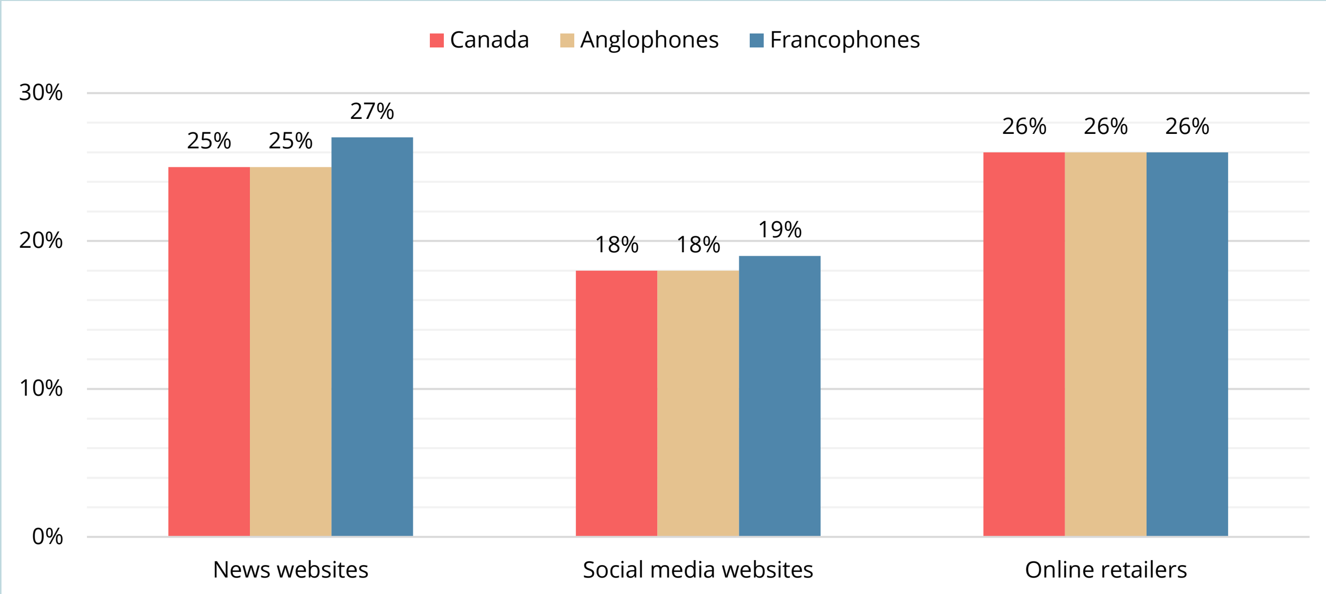


Figure 18. Share of Anglophone and Francophone Canadian respondents who trust most news websites, social media sites and online retailers to use their data responsibly. *Canada: n=2,102; Anglophones: n=1,486; Francophones: n=1,004.*

News organizations and journalists can take solace in the fact that distrust of social media sites is even greater, with only 18% trusting them on data privacy. Trust in news sites is similar to the level of trust in online retailers (26%), as shown in Figure 18 above. Those under 35 are more likely to trust social media sites (26%) than those aged 35 and over (15%), but the difference is much larger (11 percentage points) than for news sites (3 pp). These trends are similar for both language groups.

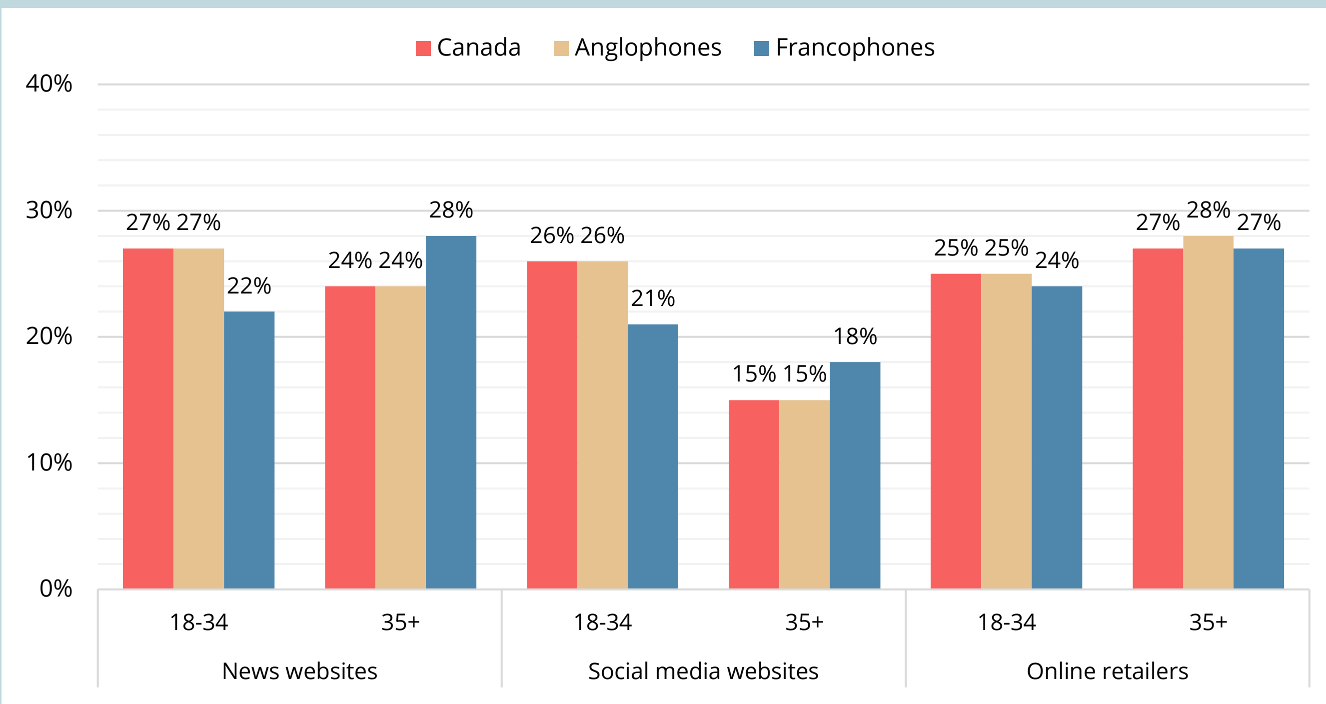


Figure 19. Share of Anglophone and Francophone Canadian respondents who trust most news websites, social media sites and online retailers to use their data responsibly, as a function of age group. *Under 35: n=498(c), 403(a), 251(f); 35 and over: n=1514(c), 1083(a), 753(f).*

3. Motivation and interest

3.1 Reasons for keeping up with the news

Despite criticism and wavering trust, Canadians generally continue to keep up with the news. Among the reasons suggested by the Digital News Report survey for doing so, three stand out: the opportunity to learn new things (44%), the duty to be informed (44%), and the feeling that it is important and useful for the respondents personally (41%). As can be seen from Figure 20, the results vary slightly from one age group to another. People aged 35 and over are more likely than younger respondents to cite the duty to stay informed (48%, versus 33% for those 18-34 years old) or the idea that keeping up with the news can help them learn things (46% versus 40%). Conversely, adults under 35 years of age tend to cite the entertainment aspect more often (16% versus 11% of the oldest respondents).

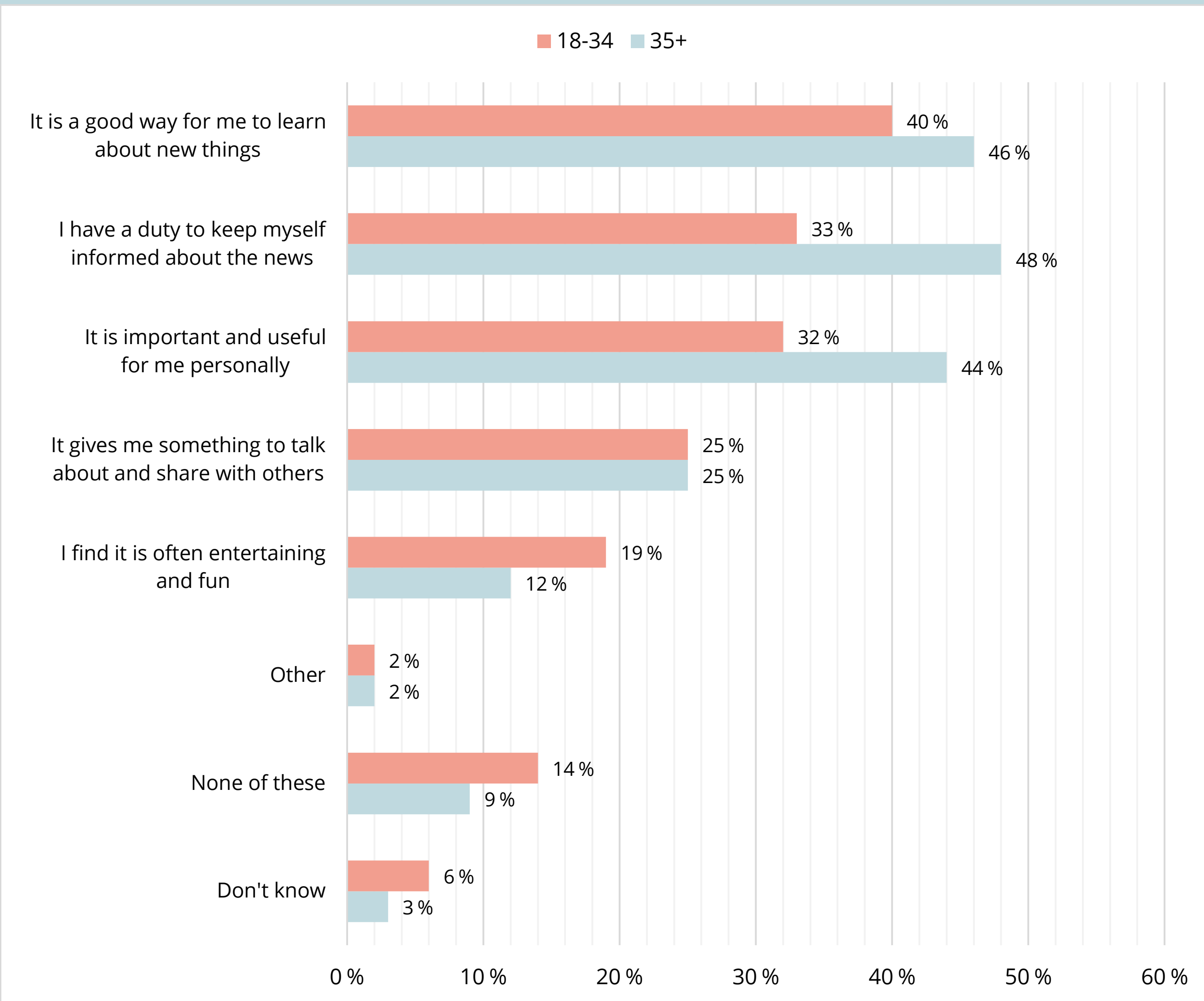


Figure 20. Share of Canadians from different age groups who agree with the different answers to the question "Which are the most important reasons for you to keep up with the news? Please choose up to three options." *Canada: n=2,102; Anglophones: n=1,486, Francophones: n=1,004.*

3.2 Interest in different news categories

When it comes to the news topics that interest the greatest number of Canadians, local news comes first, as is often the case in such surveys, at 65%.[9] This is the category cited most often by Anglophones (65%) and Francophones (60%) alike. Next come international news (53%), coronavirus news (47%), political news (45%) and science and technology (39%).

Because the Francophones surveyed generally named more topics of interest than did Anglophones, only local news obtained a larger share of responses among Anglophones (difference of 5 pp or more). In contrast, topics such as COVID-19, business, finance and economy, culture, education, or environment and climate change were all cited more by Francophones.

News topics	Canada	Anglophones	Francophones
Local news	65%	65%	60%
International news	53%	53%	55%
Coronavirus	47%	44%	53%
Political news	45%	46%	44%
Science and technology	39%	39%	42%
Environment and climate change	39%	38%	44%
Crime and personal security	38%	37%	36%
Business, finance and economy	35%	34%	43%
Fun news	32%	31%	32%
Sports	32%	32%	31%
Mental health/wellness	31%	31%	34%
Cultural news	30%	28%	37%
Social justice	29%	27%	32%
Lifestyle (travel, fashion, etc.)	28%	27%	29%
Entertainment and celebrities	27%	27%	24%
Education	25%	23%	32%
None of these	4%	4%	3%
Don't know	2%	2%	3%

Table 2. List of news topics of interest to Anglophone and Francophone Canadian respondents. *Canada: n=2,102; Anglophones: n=1,486; Francophones: n=1,004.*

[9] This was the case with Digital News Report's 2020 Canadian survey, as it was in 2007, 2009, 2011 and 2013, when the Centre d'études sur les médias did its own study on this subject. See Giroux, Lemieux and Charlton (2015), *Les Québécois et l'information à l'ère numérique*. Quebec City: Centre d'études sur les médias. Online.

The interests vary somewhat when gender and age variables are introduced. Even though women share with men local news (69%) and international news (50%) as their favourite topics, women are more likely to cite the first (+8 pp) and less the second (-7 pp). Men are much more likely than women to name political news, science and technology, sports, and business, finance and economy (differences of 10 pp or more), whereas women tend to report more interest in news related to mental health and wellness, entertainment and celebrities, lifestyle and education.

In general, those aged 35 and over tend to name more topics of interest than younger adults. This is particularly evident for the four most popular topics in the country. Local news (73%), international news (59%), COVID-19 news (53%) and political news (50%) all attract at least half of the older respondents, a rate much higher than those observed for younger adults (43%, 36%, 29% and 30%, respectively).

News topics	Canada	Men	Women	18-34	35+
Local news	65%	61%	69%	43%	73%
International news	53%	57%	50%	36%	59%
Coronavirus	47%	44%	49%	29%	53%
Political news	45%	53%	38%	30%	50%
Science and technology	39%	45%	34%	35%	41%
Environment and climate change	39%	36%	42%	33%	41%
Crime and personal security	38%	34%	41%	32%	40%
Business, finance and economy	35%	41%	30%	27%	39%
Fun news	32%	29%	35%	33%	32%
Sports	32%	44%	19%	27%	33%
Mental health/wellness	31%	23%	40%	30%	32%
Cultural news	30%	26%	33%	32%	29%
Social justice	29%	25%	32%	27%	29%
Lifestyle (travel, fashion, etc.)	28%	21%	34%	29%	27%
Entertainment and celebrities	27%	19%	34%	28%	26%
Education	25%	20%	30%	26%	25%
None of these	4%	4%	4%	7%	2%
Don't know	2%	2%	3%	3%	2%

Table 3. List of news topics of interest to respondents according to gender and age group. *Men: n=957; women: n=1,055; under 35: n=498; 35 and over: n=1,514.*

4. Miscellaneous

4.1 News sources

Each year, the Digital News Report asks Canadian respondents about their main source of news. In 2022, television, which has been at about 40% since 2020, still takes the top spot. At 25%, social media are slowly continuing to rise but are still not as popular as news sites or apps, which remained at about 27% for the third year. Once again this year, French-speaking respondents tend to favour television (47%) and, more broadly, traditional media (56%) more systematically than do Anglophones (36% and 44%, respectively).

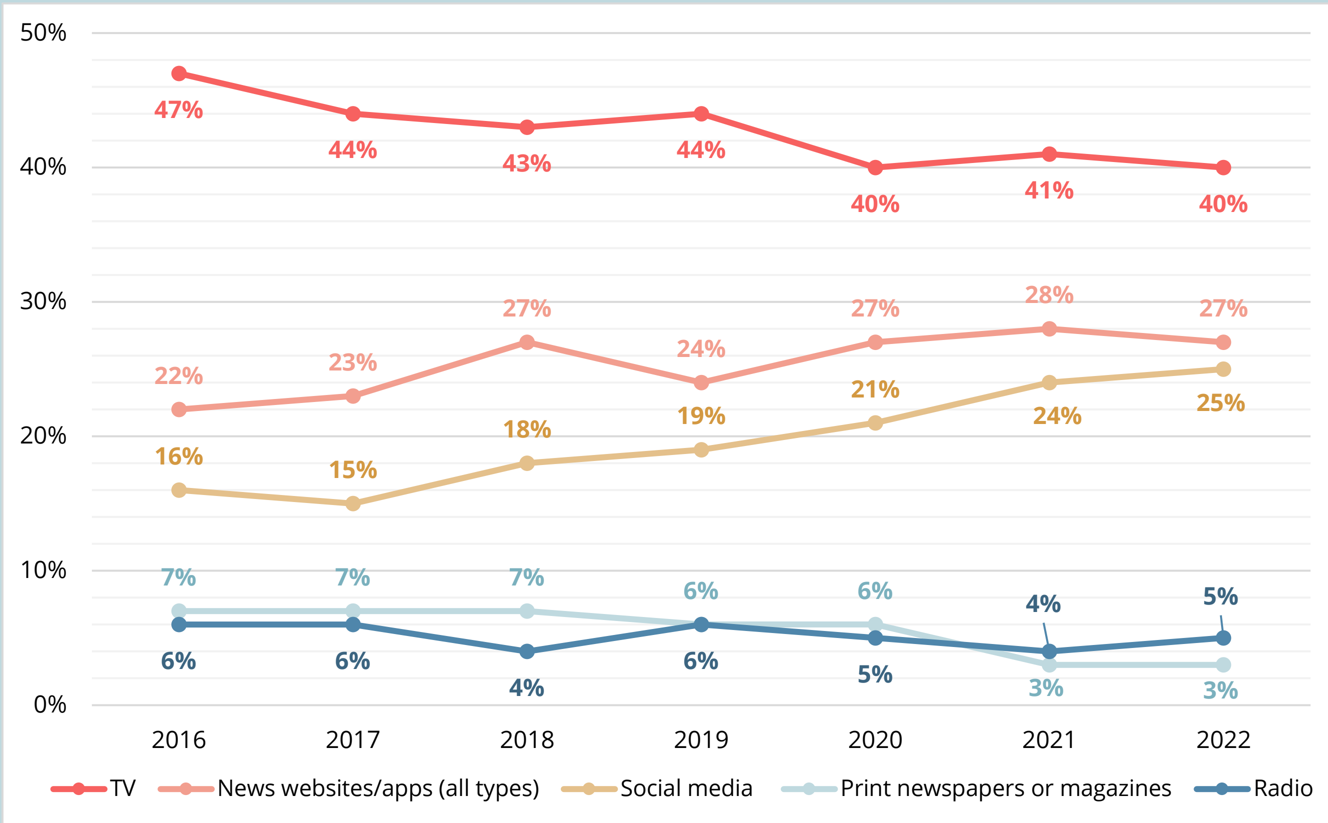


Figure 21. Breakdown of Canadian respondents as a function of their main source of news in the week preceding the survey, from 2016 to 2022. *Base: those who consulted the news in the week preceding the survey. In 2022: n=1,882.*

4.2 Podcasts

Finally, Canadians are increasingly listening to podcasts: 36% of respondents said they had listened to at least one podcast in the month before the survey, an increase of 3 percentage points over the previous two years and the highest score so far. Moreover, this increase is seen among Anglophones (41%, +6 pp) and Francophones (29%, +3 pp) alike. Since 2018, these figures have increased by 9 percentage points for Anglophones and by 12 pp for Francophones.

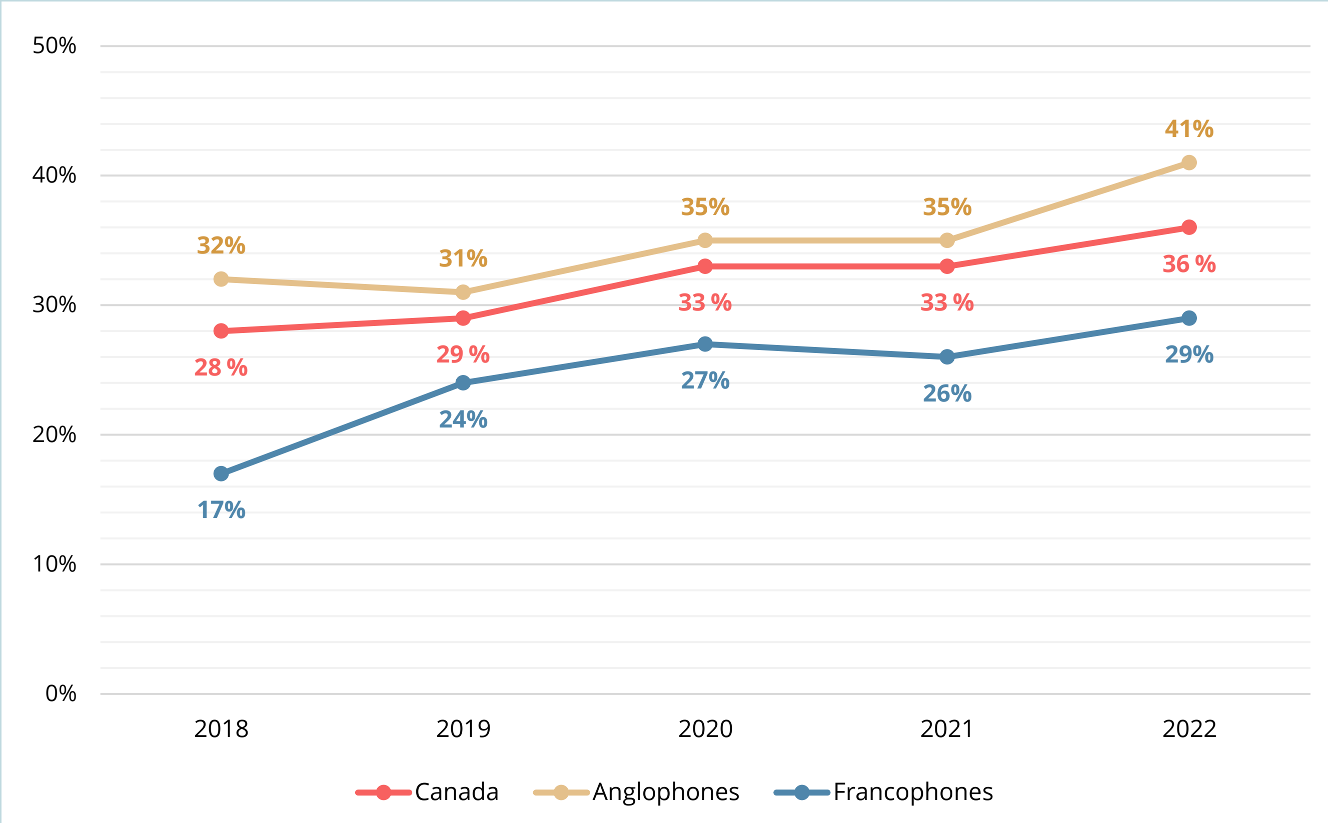


Figure 22. Change in the share of Anglophone and Francophone Canadian respondents who listened to at least one podcast in the month preceding the survey, 2018 to 2022. *In 2022, Canada: n=2,102; Anglophones: n=1,486; Francophones: n=1,004.*

Appendix - Wordings

1. PERCEPTION

Q6_2016_1

- Je pense qu'on peut faire confiance à la plupart des nouvelles la plupart du temps
- *I think you can trust most news most of the time.*

Q6_2016_6

- Je pense pouvoir faire confiance à la plupart des informations que je consulte la plupart du temps.
- *I think I can trust most of the news I consume most of the time.*

Q6_2016_4

- Les médias d'information dans mon pays sont indépendants et ne subissent pas d'influence excessive de la part des politicien(ne)s ou du gouvernement la plupart du temps.
- *The news media in my country is independent from undue political or government influence most of the time.*

Q6_2016_5

- Les médias d'information dans mon pays sont indépendants et ne subissent pas d'influence excessive de la part du monde des affaires ou des entreprises la plupart du temps
- *The news media in my country is independent from undue business or commercial influence most of the time*

Q_Cynicism_a

- Parmi les affirmations suivantes, laquelle décrit le mieux votre opinion sur les entreprises de presse de votre pays ? –Toutes/la plupart font passer les intérêts commerciaux en premier, - Certaines font passer leurs intérêts commerciaux avant le reste, certaines pensent d'abord à la société, - toutes/la plupart font passer les intérêts de la société en premier, - Je ne sais pas
- *Which of the following comes closest to your view of news organisations in your country? – All/mostly commercial first, - Some put commercial interests first, some put what's best for society first, - All/mostly society first, - Don't know*

Q_Cynicism_b

- Parmi les affirmations suivantes, laquelle décrit le mieux votre opinion sur les entreprises de presse de votre pays ? – Toutes/la plupart font passer leurs propres opinions politiques en premier, - Certaines font passer leurs propres opinions politiques avant le reste, certaines pensent d'abord à la société, - toutes/la plupart font passer les intérêts de la société en premier
- *Which of the following comes closest to your view of news organisations in your country? - All/mostly own political views first, - Some put their own political views first, some put what's best for society first, - All/mostly own political views first, - Don't know*

Q_Polarisation

- Selon vous, dans quelle mesure les principales entreprises de presse de votre pays sont-elles proches les unes des autres _sur le plan politique_ ? – Proches : très/assez proches – Éloignées : très/assez éloignées, - Je ne sais pas
- *In your view, how politically close together or far apart are the main news organisations in your country? – Close: very /quite close together, - Far apart: very/quite far apart, - Don't know*

Q_Fake_News_1

- Veuillez indiquer votre degré d'accord avec la déclaration suivante. « En ce qui concerne les nouvelles 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.*

Q1di_2017

- Vous est-il arrivé ces derniers temps d'essayer activement d'éviter les nouvelles ?
- *Do you find yourself actively trying to avoid news these days?*

Q1di_2017ii

- Vous avez indiqué qu'il vous arrivait d'essayer d'éviter les nouvelles. Parmi les raisons suivantes, quelles sont celles pour lesquelles vous essayez activement d'éviter les nouvelles ? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *Why do you find yourself actively trying to avoid the news? Please select all that apply.*

2. CONSUMPTION

Q7a

- Avez-vous payé pour accéder à un contenu de nouvelles EN LIGNE ou avez-vous accédé à un service payant de nouvelles EN LIGNE _au cours de la dernière année_ ? (Il peut s'agir d'un abonnement numérique, d'un abonnement pour une combinaison de format numérique et imprimé ou d'un paiement unique pour un article, un don, une application ou une édition en ligne).
- *Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be a digital subscription, combined digital/print subscription, a donation, or one off payment for an article or app or e-edition)*

Q7_SUBS

- Vous avez indiqué avoir effectué un paiement dans le cadre d'un abonnement ou d'une adhésion à un service de nouvelles numériques au cours de l'année passée. Combien de fournisseurs de nouvelles payez-vous ainsi ?
- *You said you have paid a subscription or made an on-going donation to a digital news service in the last year. How many different news providers do you regularly pay money to?*

Q7_SUBS_name_2022

- Vous avez indiqué avoir payé un abonnement ou une adhésion à un service de nouvelles numérique au cours de l'année passée… Parmi les suivants, auquel vous êtes-vous abonné(e) ? Merci de sélectionner toutes les propositions qui conviennent.
- *You said you have paid a subscription/membership to a digital news service in the last year… Which of the following did you subscribe to? Please select all that apply.*

Q_Sub_fatigue1

- De nos jours, vous pouvez payer un abonnement à beaucoup de médias en ligne. Parmi les médias en ligne suivants, à combien vous êtes-vous abonné(e) avec votre propre argent, le cas échéant ?
- *There are many different online media subscriptions you can pay for these days. How many of the following _online media subscriptions_ do you currently have, if any, that you pay for with your own money?*

Q_Sub_fatigue2a

- Au cours de l'année prochaine, pensez-vous que le nombre d'abonnements à des médias en ligne que vous payez avec votre propre argent va augmenter, diminuer ou rester identique ?
- *In the next year, do you expect the number of online media subscriptions you pay for with your own money to increase, decrease, or stay the same?*

REGISTER1

- Certains médias d'information en ligne vous demandent désormais de vous inscrire (en fournissant une adresse courriel ou en créant un compte) pour pouvoir accéder à leur contenu sans limites. Vous êtes-vous inscrit(e) à des médias d'information au cours des 12 derniers mois ?
- *Some online news outlets now ask you to register (for example to give an email address or set up an account) before they will give you full access to their content. Have you done this in the last year?*

REGISTER2_2.1

- Je fais confiance à la plupart des sites de nouvelles concernant l'utilisation responsable de mes données.
- *I trust most news websites to use my data responsibly.*

REGISTER_2.2

- Je fais confiance à la plupart des réseaux sociaux concernant l'utilisation responsable de mes données.
- *I trust most social media sites to use my data responsibly.*

REGISTER_2.3

- Je fais confiance à la plupart des détaillants en ligne concernant l'utilisation responsable de mes données.
- *I trust most online retailers to use my data responsibly.*

3. MOTIVATION AND INTEREST

QMotivations_2022a

- Quelles sont les principales raisons qui vous poussent à suivre l'actualité ? Vous pouvez choisir trois options maximum.
- *Which, if any, are the most important reasons for you, personally, to keep up with the news? Please choose up to three options.*

Q1d_2022

- Parmi les sujets d'actualité suivants, lesquels vous intéressent ? Merci de sélectionner toutes les propositions qui conviennent.
- *Which of the following types of news, if any, are you interested in? Please select all that apply.*

4. MISCELLANEOUS

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?*

Q11F_2018

- Un balado est une série épisodique de fichiers audio-numériques que vous pouvez télécharger, auquel vous pouvez vous abonner, ou que vous pouvez écouter. Quels types de balado parmi la liste suivante avez-vous écouté au cours _du mois dernier_ ? Veuillez choisir toutes les réponses qui s'appliquent. - Tous
- *A podcast is an episodic series of digital audio files, which you can download, subscribe or listen to. Which of the following types of podcast have you listened to in the last month? Please select all that apply. - Any*