News Consumption Habits in Canada | Digital News Report 2023
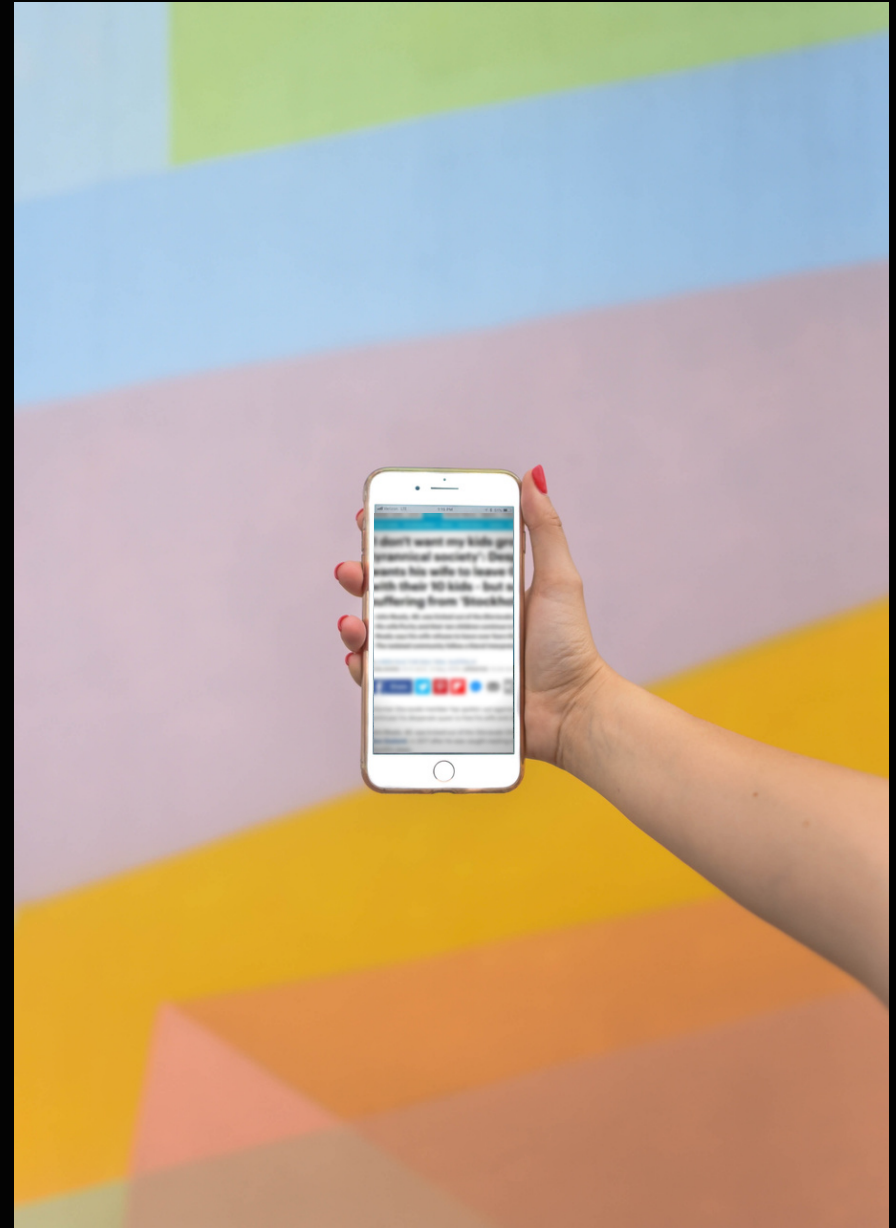
Methodology

The Digital News Report (DNR) is based on an online questionnaire conducted by YouGov from January 11 to February 20, 2023. Canadian data is collected from a random sample of 2,150 participants registered with this survey agency, of which 555 are Francophones. A free-standing Francophone sample was then completed, resulting in a total of 1,066 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.

Because of a polling error, data for Narcity.com for francophones (n=233) and Yahoo! News for anglophones (n=804) were collected from a random free-standing sample from March 27 to April 6, 2023.

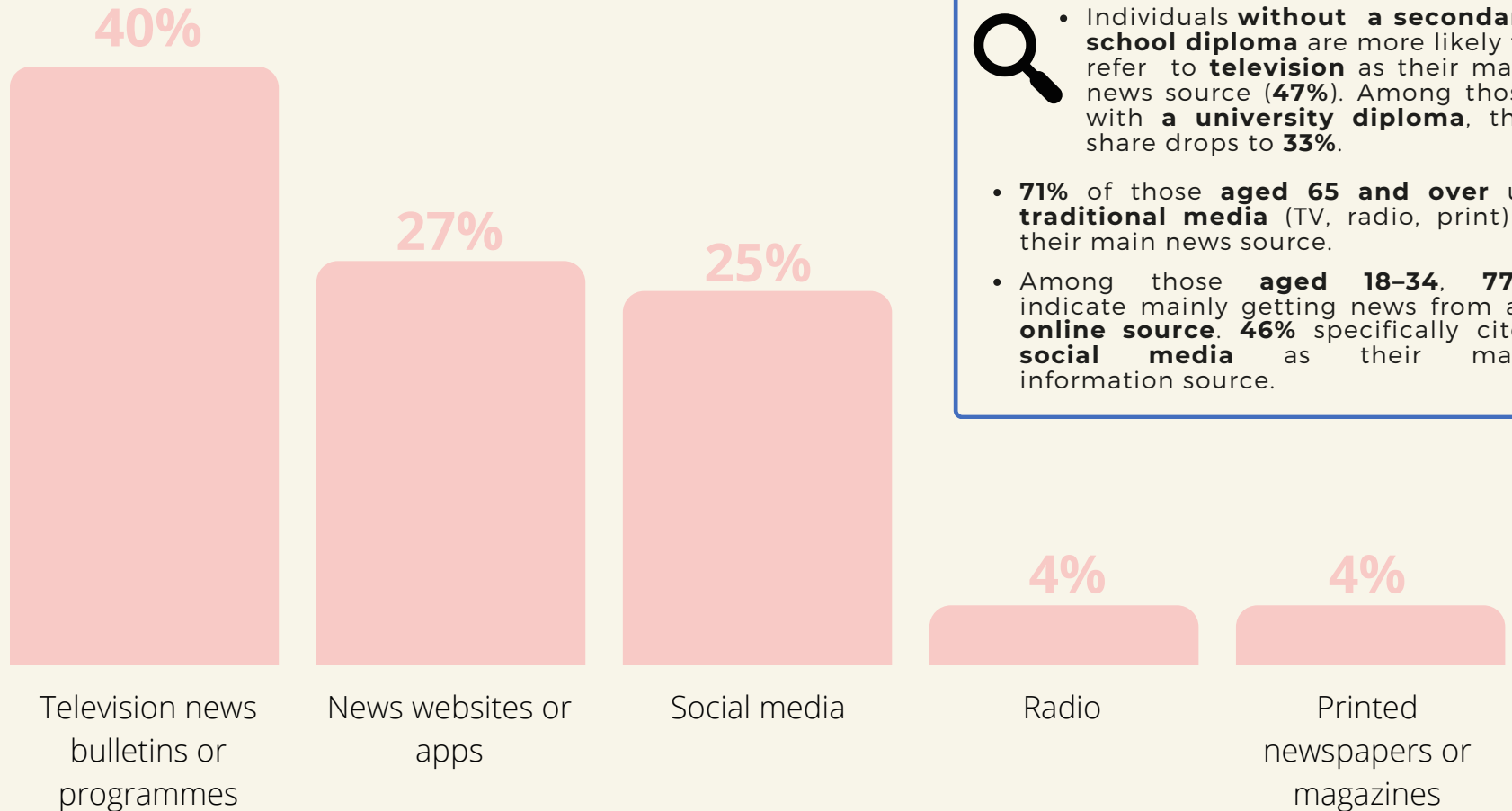Statistically significant (p <0.05) relationship between variables

Methodological specifications

40% — Television news bulletins or programmes

27% — News websites or apps

25% — Social media

4% — Radio

4% — Printed newspapers or magazines

- Individuals **without a secondary school diploma** are more likely to refer to **television** as their main news source (**47%**). Among those with **a university diploma**, this share drops to **33%**.

- **71%** of those **aged 65 and over** use **traditional media** (TV, radio, print) as their main news source.

- Among those **aged 18–34**, **77%** indicate mainly getting news from an **online source**. **46%** specifically cites **social media** as their main information source.
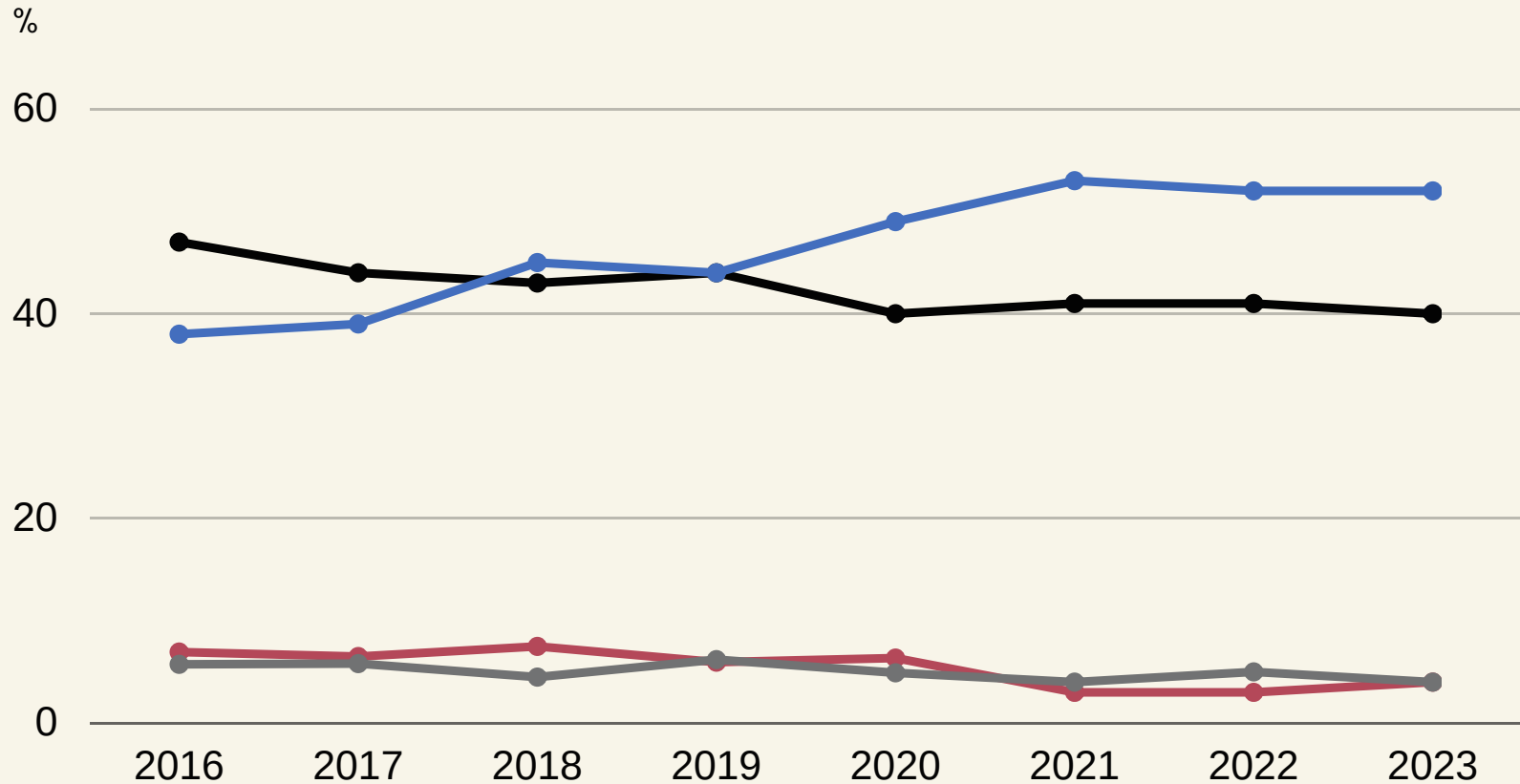
You say you've used these sources of news in the last week, which would you say is your **main source of news**?
Base: Those who used **news sources last week** (n=1,937)

1 MEDIA TYPES AND DEVICES

OVERVIEW OF THE CANADIAN TREND FROM 2016 TO 2023

%

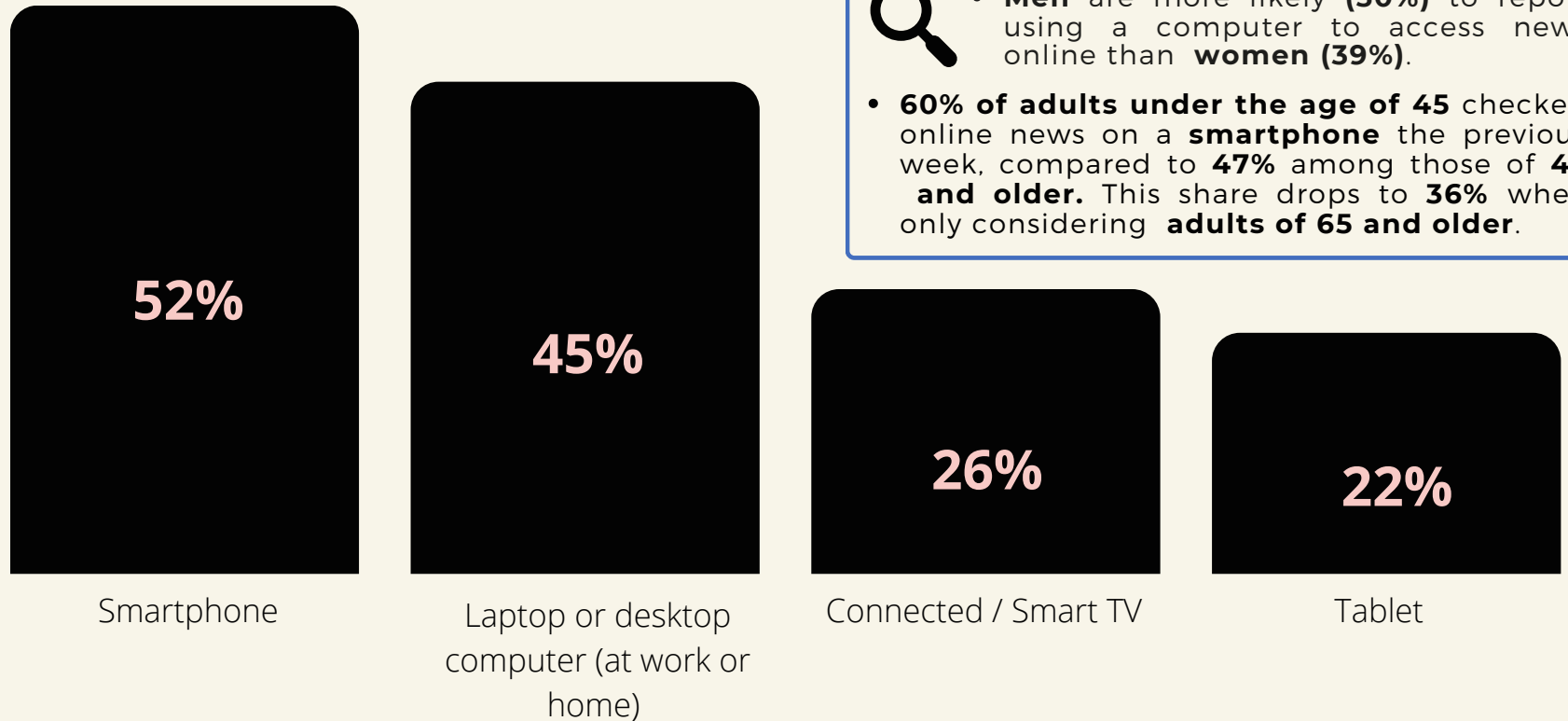|	TELEVISION		NEWS WEBSITES, APPS, SOCIAL MEDIA AND BLOGS
	RADIO		PRINT MAGAZINES AND NEWSPAPERS

- **Men** are more likely **(50%)** to report using a computer to access news online than **women (39%)**.
- **60% of adults under the age of 45** checked online news on a **smartphone** the previous week, compared to **47%** among those of **45 and older.** This share drops to **36%** when only considering **adults of 65 and older**.

52%

45%

26%

22%

Smartphone

Laptop or desktop computer (at work or home)

Connected / Smart TV

Tablet

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=2,150). Note : Only the top 4 most devices used were included in the graphic above. Other answers included **Voice activated speaker (7%), Smart watch (5%),** none of these (13%) and Don't know (4%).

1 MEDIA TYPES AND DEVICES

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

%

75

50

25

0

2016 2017 2018 2019 2020 2021 2022 2023
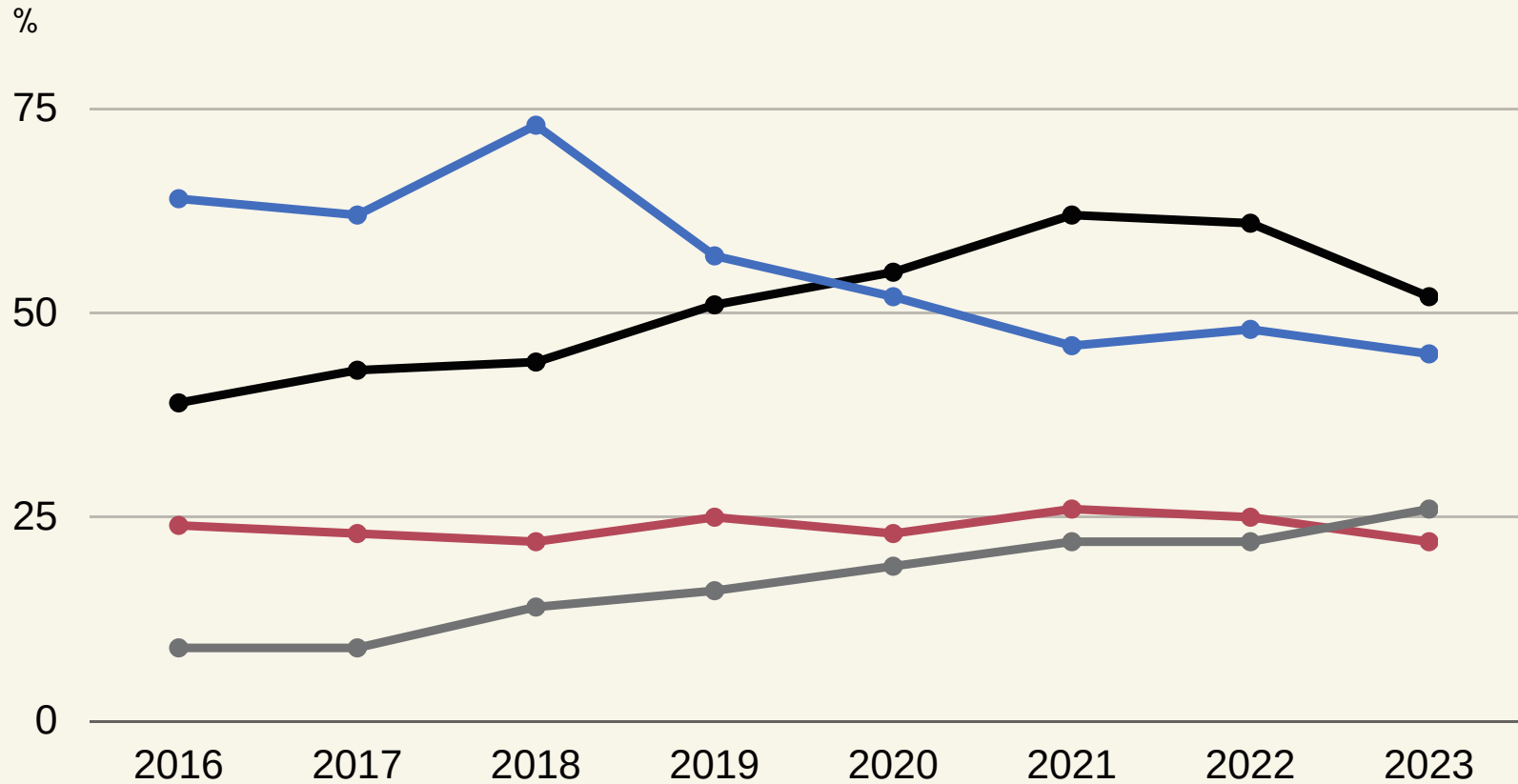
● SMARTPHONE
● LAPTOP OR DESKTOP COMPUTER (AT WORK OR HOME)
● CONNECTED / SMART TV
● TABLET

2

ONLINE SOURCES
MOST VISITED ONLINE NEWS BRANDS IN THE PAST WEEK

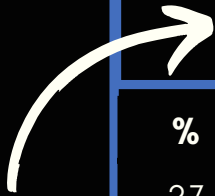Share of respondents **from this language group** who accessed the news brand in the week prior to the survey

FRANCO n=1066	
%	
27	TVA Nouvelles
23	La Presse
22	ICI Radio-Canada / ICI RDI Nouvelles
20	Journal de Montréal or Journal de Québec
15	MSN News
10	L'actualité
10	Narcity.com*
9	Local radio news online
9	Le Devoir

ANGLO n=1595	
%	
19	CBC News
18	CTV News
16	Global News
13	BBC News
12	CNN.com
11	Yahoo! News*
10	Globe and Mail
10	MSN News
8	CP 24

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 (n=2,150). <u>Note:</u> Only the top 9 most viewed online news brands by each language group were included in the tables above.
(*) See methodology section at the start of this document for comments concerning these samples.

② ACCESS POINT

MAIN WAY TO ACCESS ONLINE NEWS IN THE LAST WEEK

- Used social media and came across it — **27%**
- Went directly to a news website or app — **20%**
- Used a search engine and typed in a keyword for the name of a particular website — **14%**
- Used a search engine and typed in a keyword about a particular news story — **11%**
- Received a news alert on my mobile phone/tablet — **9%**
- Got news via an email newsletter or email alert — **7%**
- Used a newsreader site or 'app' that aggregates news links (ex. Flipboard, Apple News) — **7%**
- Other / Don't know — **6%**

- Adults **under the age of 35 (40%)** are more likely to access news primarily through **social media** than those **35 and older (23%)**.
- **24%** of respondents with a **university diploma** say they mainly access news directly through **news website or app**. Among those **who didn't complete their secondary education,** this figure drops to **13%**.

Which of these was the **main** way in which you came across news online in the **last week**?
Base: All who came across news in last week (n=1798)

ACCESS POINT
SOCIAL MEDIA USED TO READ, COMMENT OR SHARE NEWS

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

FRANCO
n=1066

%			
46	-4	Facebook	▬
29	-2	YouTube	▬
22	-5	Facebook Messenger	▬
13	+1	Instagram	▬
8	-2	TikTok	▬
6	0	Twitter	▲
5	-1	Pinterest	▲
4	-4	Whatsapp	▼
4	-1	Snapchat	▬

ANGLO
n=1595

%			
25	-5	Facebook	▲
24	-10	YouTube	▼
12	-1	Facebook Messenger	▲
11	-2	Twitter	▲
7	-7	Instagram	▼
6	-3	WhatsApp	▬
6	-1	TikTok	▲
6	-1	Reddit	▼
4	-2	LinkedIn	▬

Among both Anglophones and Francophones, adults **over 35** are more likely to report using **Facebook (48% and 27%)** to interact with the news than those under 35 (39% and 17%).

Canadians **aged 18-34** use in greater numbers **Instagram** and **TikTok (20% and 11%)** than their elders (7% and 5%).

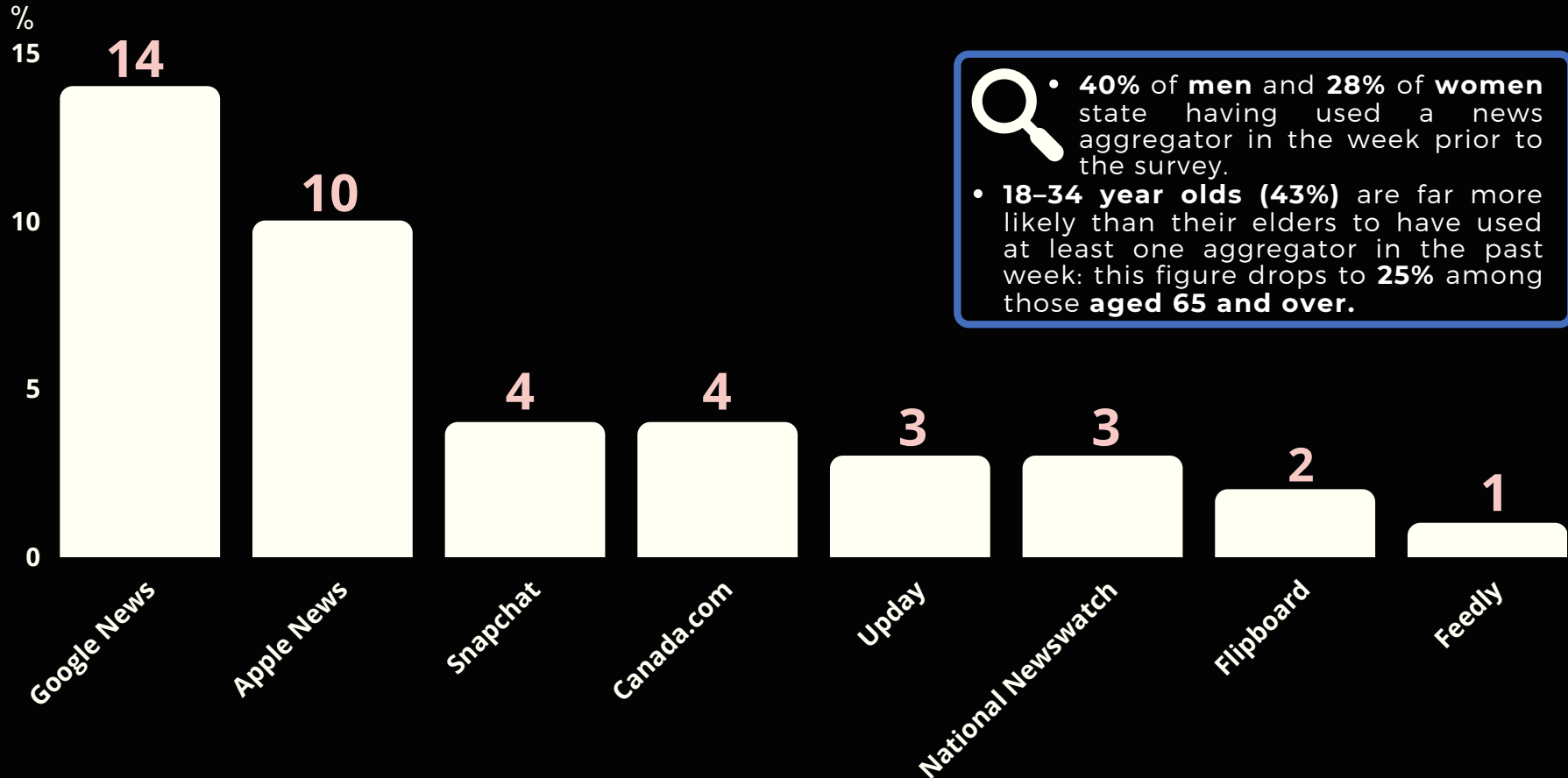The use of **YouTube** for interacting with news remains mostly stable from one age group to another.

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 (n=2,150). <u>Note:</u> Only the top 9 most widely used plateforms by each language group were included in the tables above.

ACCESS POINT

NEWS AGGREGATORS USED IN THE LAST WEEK

%
15

14 Google News
10 Apple News
4 Snapchat
4 Canada.com
3 Upday
3 National Newswatch
2 Flipboard
1 Feedly

- **40%** of **men** and **28%** of **women** state having used a news aggregator in the week prior to the survey.
- **18–34 year olds (43%)** are far more likely than their elders to have used at least one aggregator in the past week: this figure drops to **25%** among those **aged 65 and over.**

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=2,150). Note : the selected answers also include **Goodable (1%), Village Report** (1%) and **Others** (3%).

PREFERRED FORMAT

READ, WATCH OR LISTEN NEWS ONLINE?

- More than half of respondents from **higher income household** or with a **university diploma** prefer news in **text**, at **52%** and **54%** respectively. This format, while still more often cited than others, is less popular with members of lower income household (38%) and individuals without a high school degree (30%).

2023

| 45% | 10% | 22% | 23% |

2020

| 41% | 10% | 41% | 7% |

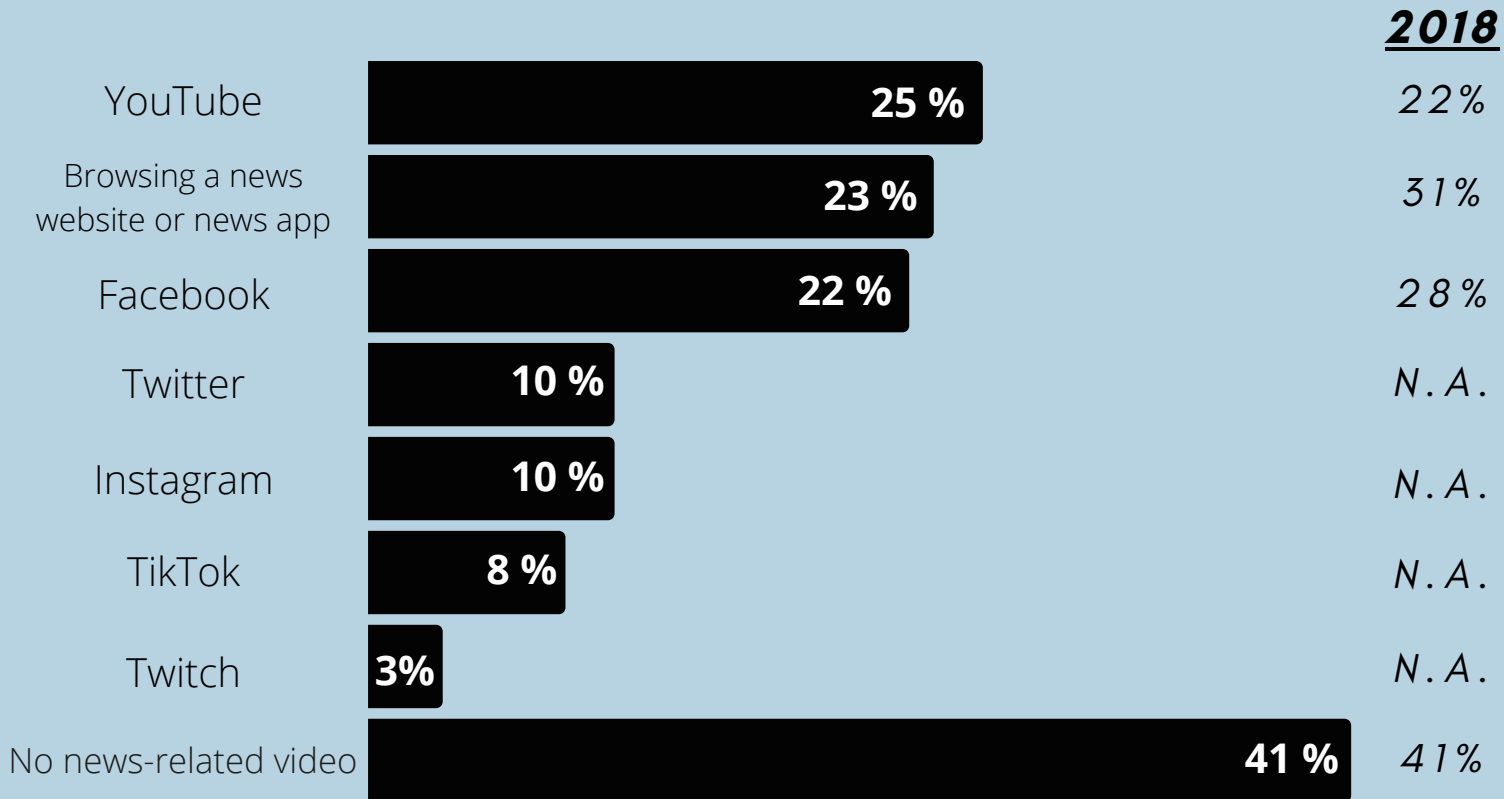| I prefer to **read** the news when I'm online | I prefer to **watch** the news when I'm online | I prefer **listening** the news when I'm online | I don't know |

In thinking about your **online habits** around news and current affairs, which of the following statements applies best to you? Please select one.
Base: All respondents (2020: n=2,002 ; 2023: n=2,150).

2018

Platform	2023	2018
YouTube	25 %	22%
Browsing a news website or news app	23 %	31%
Facebook	22 %	28%
Twitter	10 %	N.A.
Instagram	10 %	N.A.
TikTok	8 %	N.A.
Twitch	3%	N.A.
No news-related video	41 %	41%

- **32% of men** consumed news-related video on **YouTube** in the week prior to the survey, compared to **18% of women**.

- **Women** were more likely (**49%**) to report **not having consumed any news-related videos** than **men** (**33%**).

Thinking about when you used **online news-related video** (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? Please select all that apply.
Base : All respondents (2018: n=2,010, 2023: n=2,150).

3 VIDEOS AND PLATFORMS

WHERE DO PEOPLE CONSUME NEWS-RELATED VIDEO?

Share of respondents **from this language** group who accessed the platform in the week prior to the survey
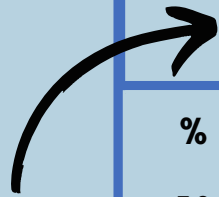
FRANCO
n=1066

%	
30	Facebook
21	YouTube
19	Browsing a news website or news app
9	Instagram
7	TikTok
6	Twitter
4	Twitch
40	No news-related video

ANGLO
n=1595

%	
26	YouTube
25	Browsing a news website or news app
20	Facebook
11	Twitter
11	Instagram
9	TikTok
2	Twitch
39	No news-related video

Thinking about when you used **online news-related video** (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? Please select all that apply.
Base : All respondents (n=2,150).

4

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=1,066

%	
10	Specialist subjects (science and technology, media, health...)
9	**News**, politics, international events
9	Contemporary life (societal issues, crime...)
8	Lifestyle (fashion, arts, literature, travel...)
6	Sport
74	I haven't listened to a podcast in the last month

ANGLO
n=1,595

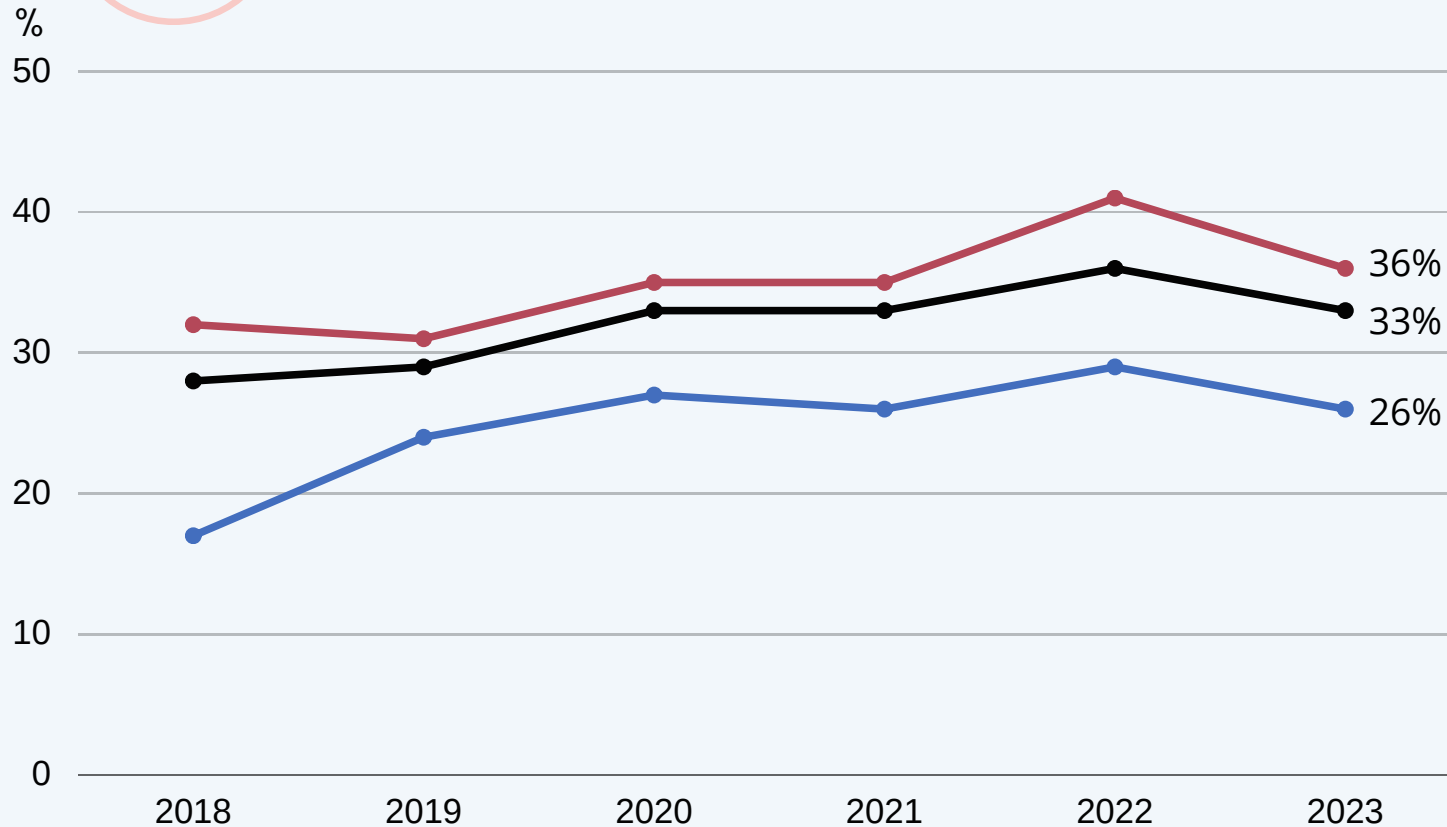| %	
16	Specialist subjects (science and technology, media, health...)
14	**News**, politics, international events
13	Lifestyle (fashion, arts, literature, travel...)
12	Contemporary life (societal issues, crimes...)
7	Sport
64	I haven't listened to a podcast in the last month

Which of the following **types of podcast** have you listened to in the last month? Please select all that apply.
Base: All respondents (n=2,150).

4

PODCASTS

%

- Adults **under 35** are almost twice as likely to listen to podcasts **(51%)** than those **over 35 (26%)**.

- Podcasts appear to be more popular among **men**. In 2023, **40%** of them consumed one in the past month (all topics) compared to **26%** of **women**.

- Members of **higher-income households** and individuals with a **university diploma** are also more likely to listen to podcasts, at **41%** and **42%**, respectively.

36%

33%

26%

● **CANADIANS WHO LISTENED TO A PODCAST**

● **FRANCOPHONES WHO LISTENED TO A PODCAST**

● **ANGLOPHONES WHO LISTENED TO A PODCAST**

Which of the following **types of podcast** have you listened to in the last month? Please select all that apply.
Base: All respondents (n=2,150).

PAYING FOR NEWS

Have you **paid** for online news content, **or accessed a paid** for online news service in the last year?
Base: All respondents (n=2,150).

11%
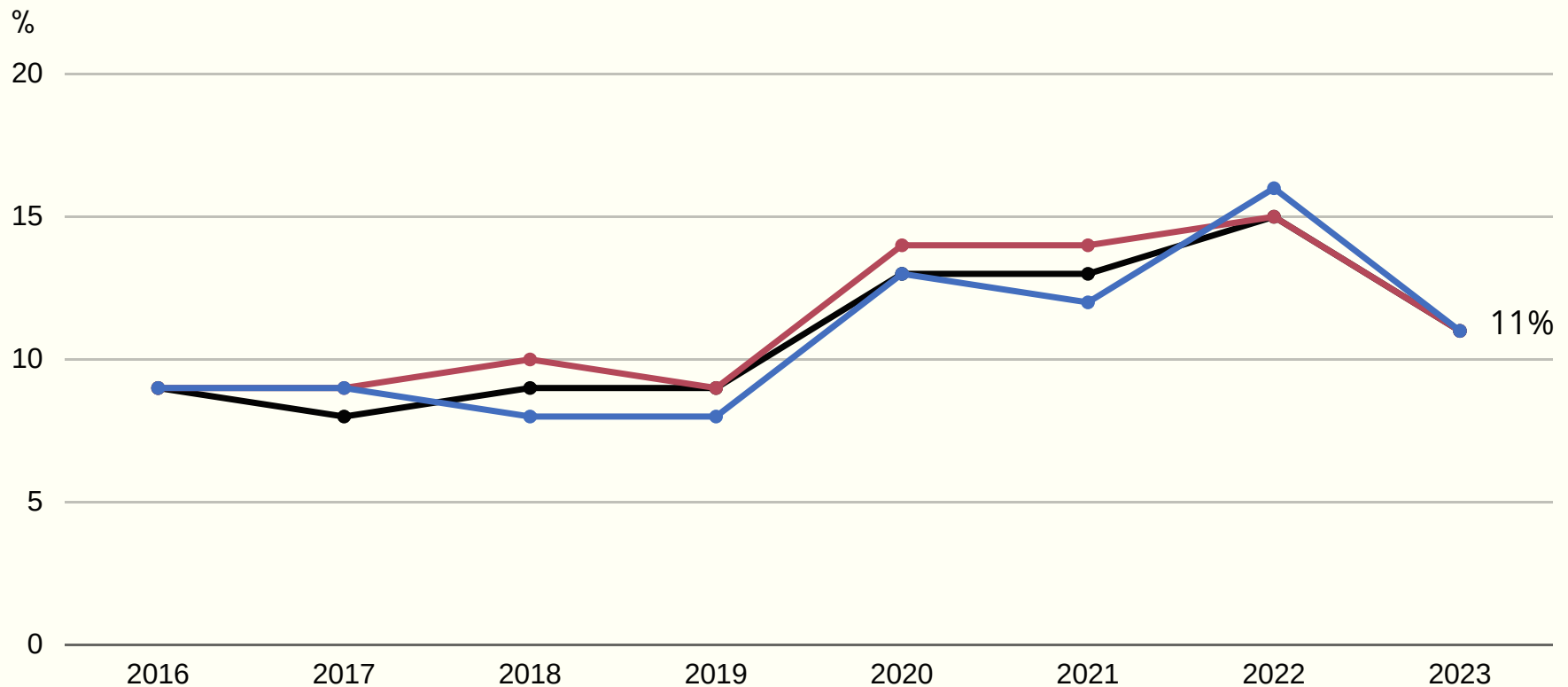
CANADIANS WHO PAID FOR OR ACCESSED A PAID SERVICE

FRANCOPHONES WHO PAID FOR OR ACCESSED A PAID SERVICE

ANGLOPHONES WHO PAID FOR OR ACCESSED A PAID SERVICE

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.

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Visit digitalnewsreport.org and cem.ulaval.ca for additionnal data

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