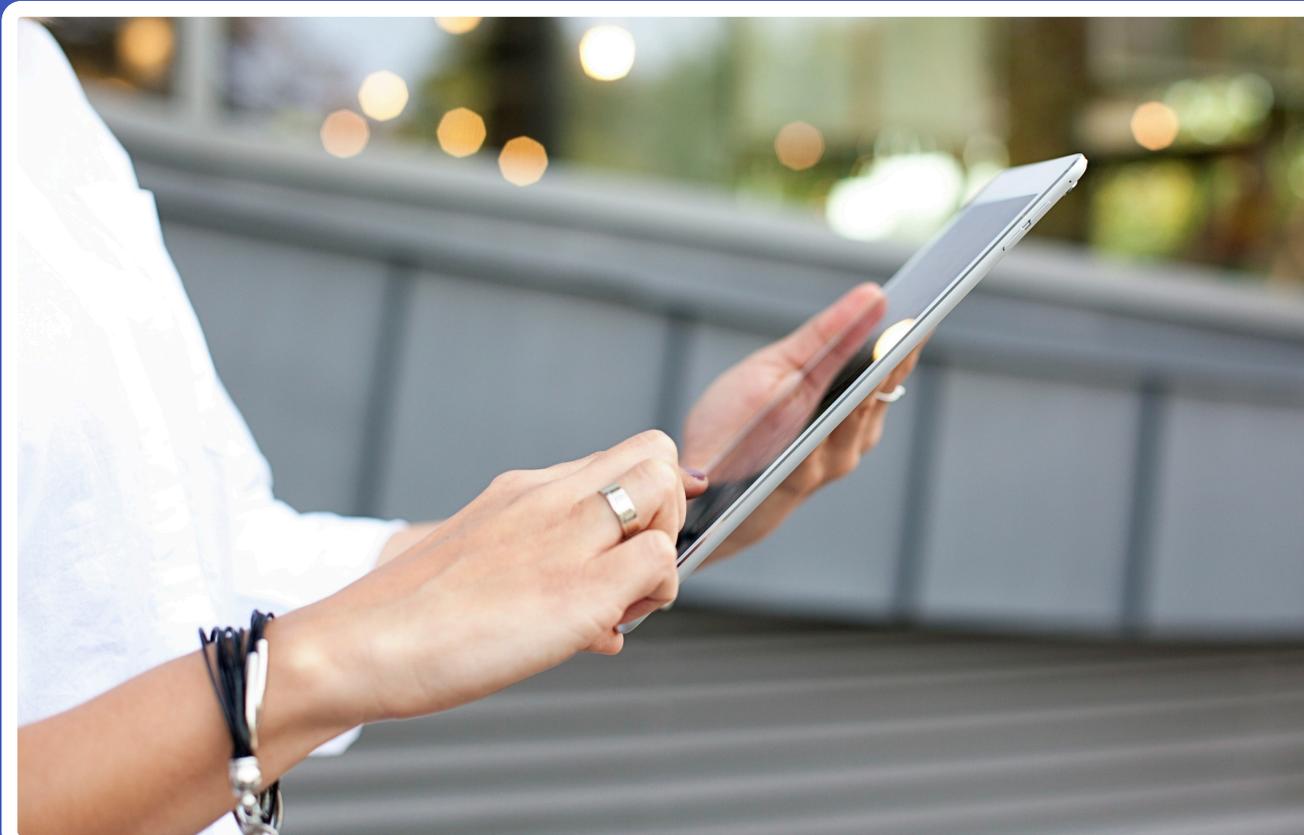


News Consumption Habits in Canada | Digital News Report 2024



- 1 Media types and devices
- 2 Online sources and access points
- 3 News-related videos online
- 4 Podcasts
- 5 Mis- and disinformation





Methodology

The Digital News Report (DNR) is based on an online questionnaire conducted by YouGov from January 10 to February 6, 2024. Canadian data is collected from a random sample of 2,014 participants registered with this polling firm, including 430 Francophones. A free-standing Francophone sample was then completed, resulting in a total of 1,026 participants. The Anglophone sample consists of 1,584 respondents.

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.

In this document, we define high-income households as those earning \$80,000 or more annually, covering 36% of respondents. Low-income households, representing 21% of our respondents, earn less than \$30,000 annually, while the middle-income category, comprising 43% of respondents, falls between these two poles.



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



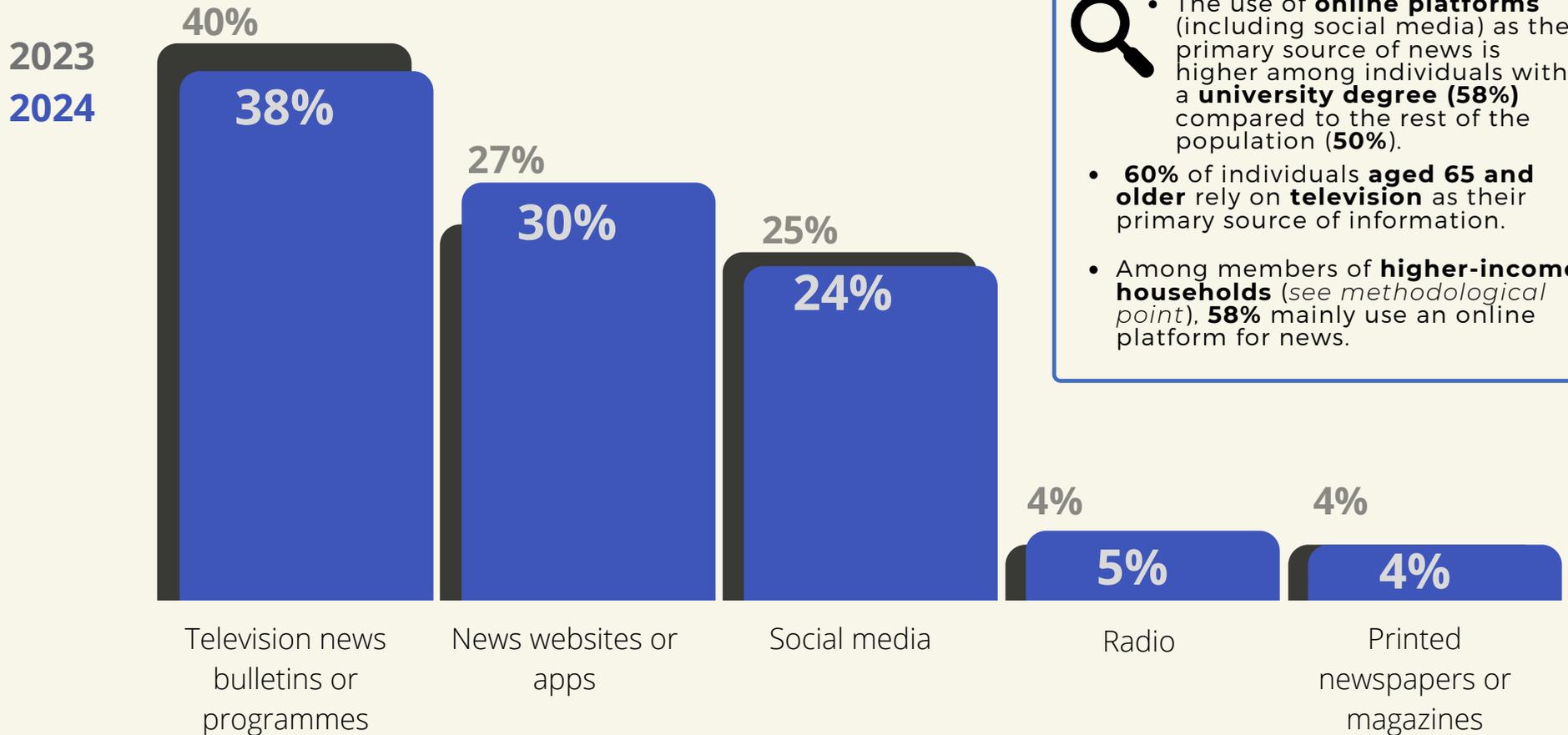
Methodological specifications



MEDIA TYPES AND DEVICES

HOW DO RESPONDENTS ACCESS NEWS IN 2024?

COMPARED TO 2023



- The use of **online platforms** (including social media) as the primary source of news is higher among individuals with a **university degree (58%)** compared to the rest of the population (**50%**).
- **60%** of individuals **aged 65 and older** rely on **television** as their primary source of information.
- Among members of **higher-income households** (see *methodological point*), **58%** mainly use an online platform for news.



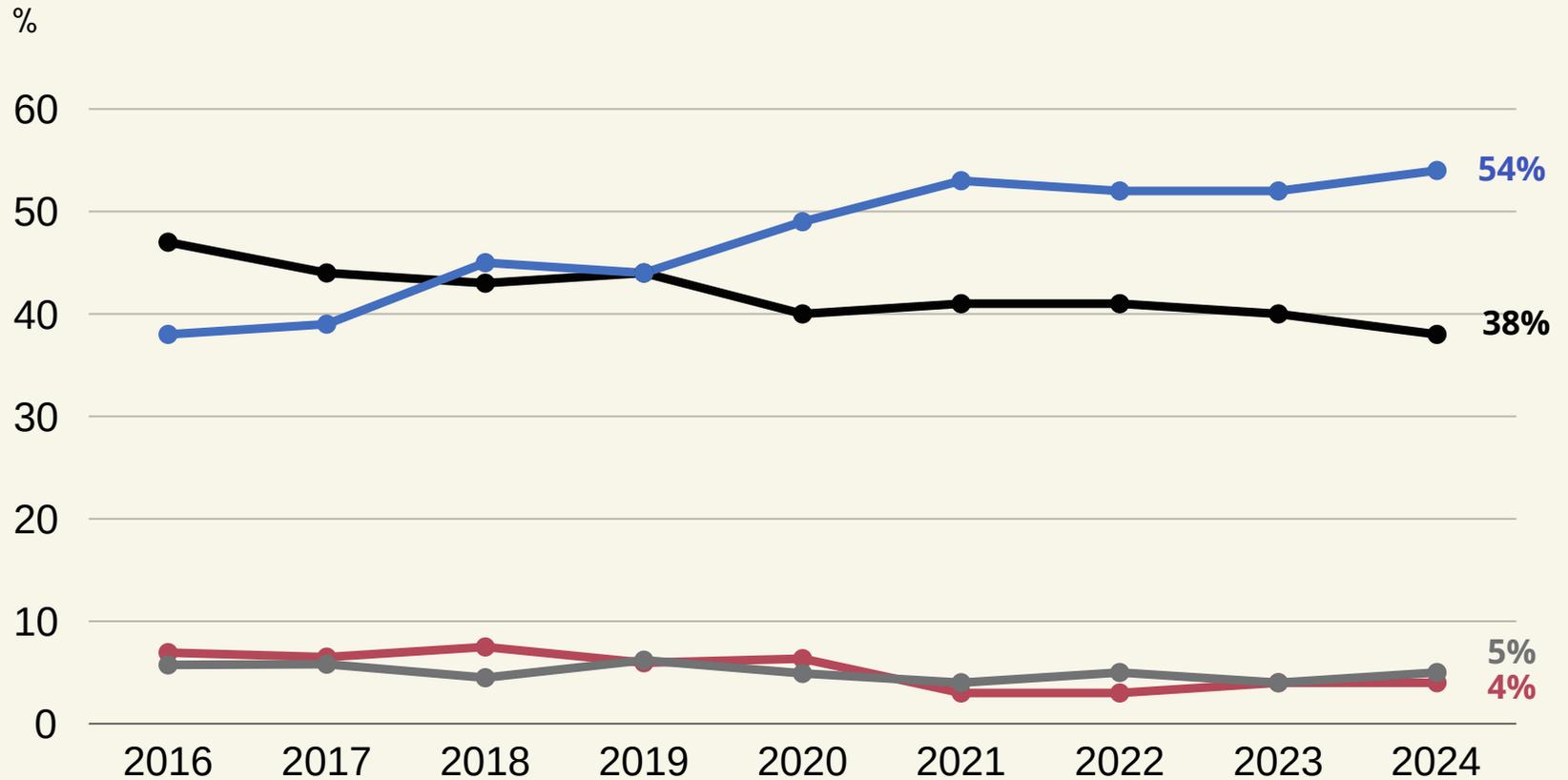
You say you've used these sources of news in the last week, which would you say is your **main source of news**?

Base: Those who used news sources last week (n=1,849).



MEDIA TYPES AND DEVICES

MAIN SOURCE OF NEWS FROM 2016 TO 2024



TELEVISION



NEWS WEBSITES, APPS, SOCIAL MEDIA AND BLOGS



RADIO

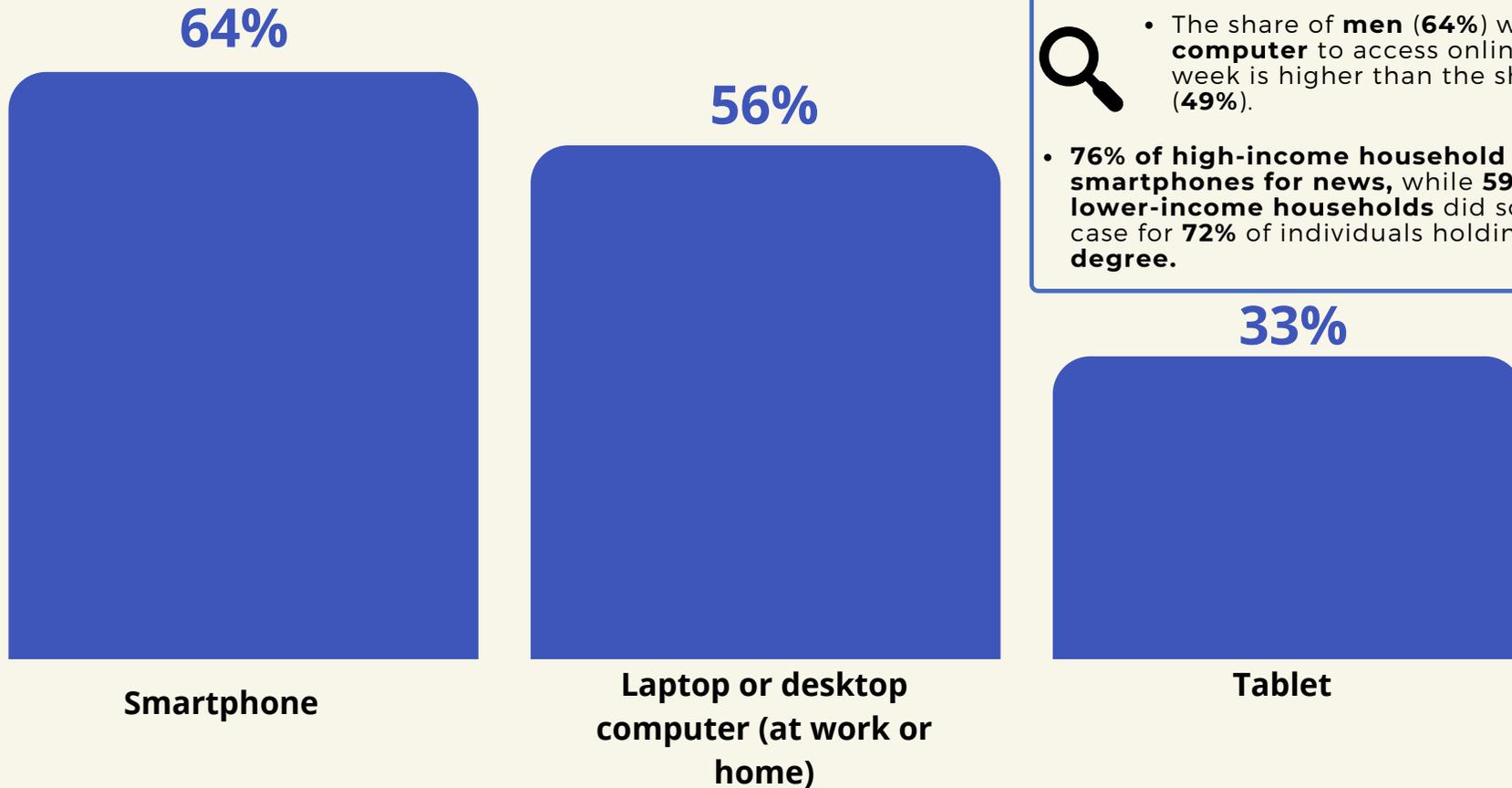


PRINT MAGAZINES AND NEWSPAPERS



MEDIA TYPES AND DEVICES

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



- The share of **men (64%)** who report using a **computer** to access online news in the last week is higher than the share of **women (49%)**.
- **76% of high-income household members** used **smartphones for news**, while **59%** of those from **lower-income households** did so. This is also the case for **72%** of individuals holding a **university degree**.

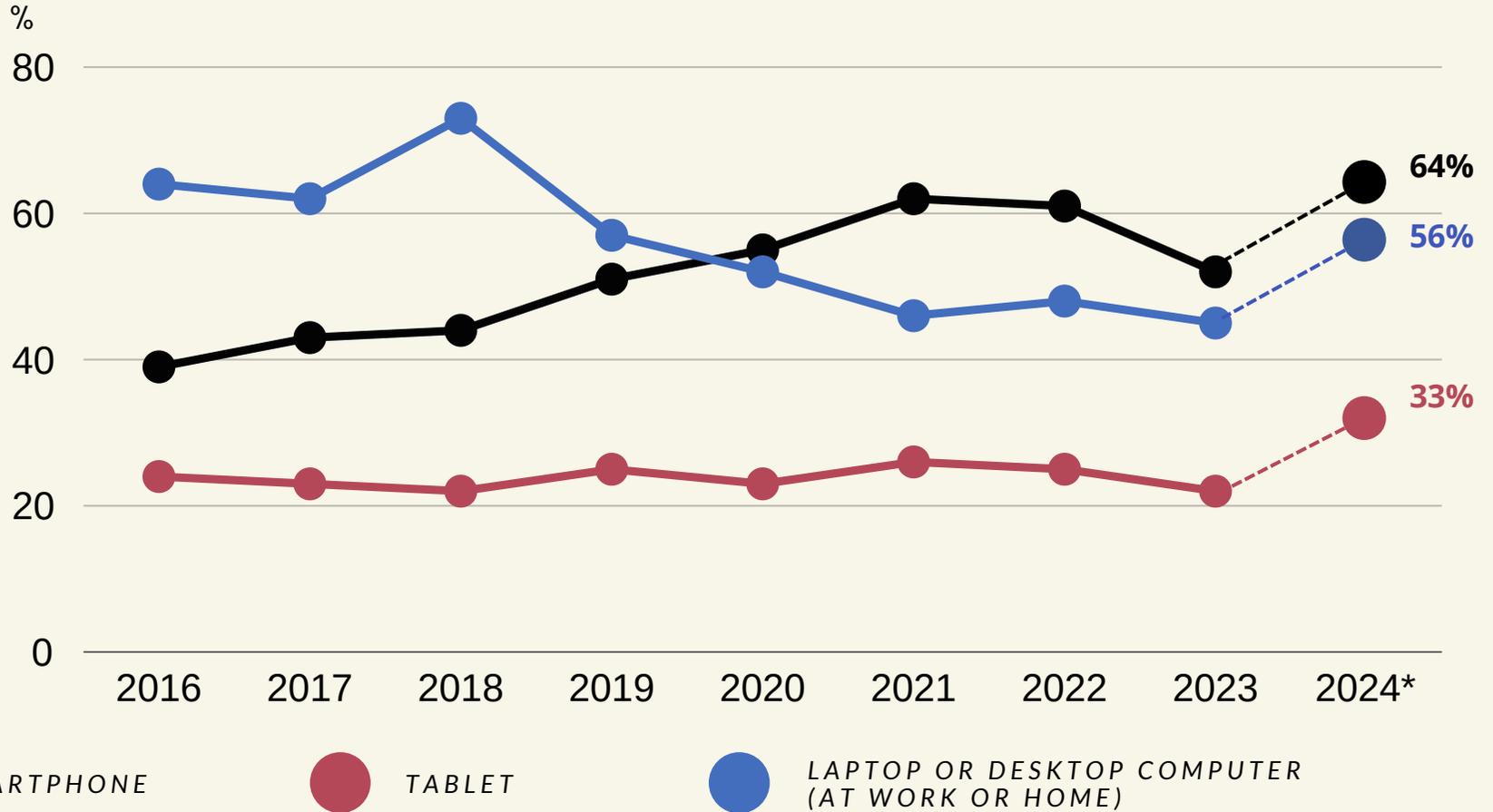


Among the following devices, which, if any, have you used in the past week to access news? Please select all that apply. Base: All respondents (n=2,014). Note: **Only the three most used devices have been reported** in the graph. The results also include **voice-activated speakers (16%)**, **smartwatches (12%)**. None of these (17%).



MEDIA TYPES AND DEVICES

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



SMARTPHONE



TABLET



LAPTOP OR DESKTOP COMPUTER
(AT WORK OR HOME)

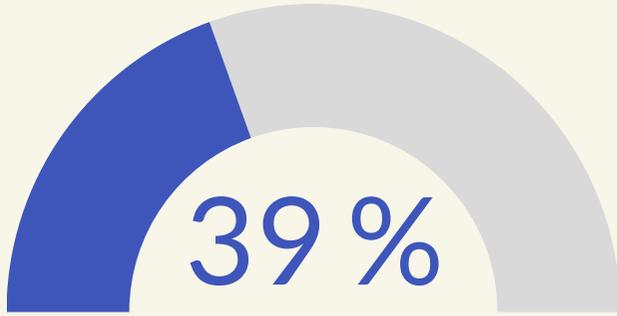


Smart TV as a device for news was removed from this question in 2024. **Changes in the administration of the question aiming for better representativeness may have influenced the data upward from 2024 onwards.** The 2018 data likely overestimate the share of computer usage due to an error in polling. Base: All respondents (in 2024, n=2,014).

1

MEDIA TYPES AND DEVICES

HOW CANADIANS INTERACT WITH NEWS

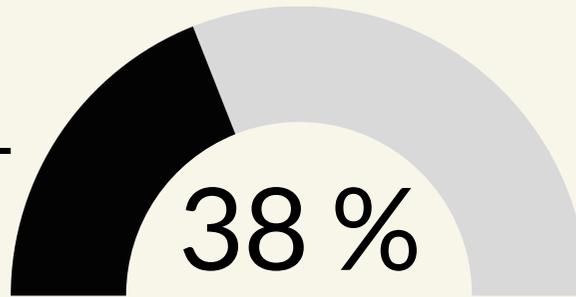


Talk

→ Online and offline

Read

Comments on social medias and news websites

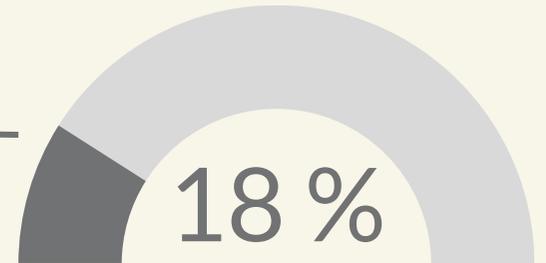


Share

→ On social medias, via emails or instant message

Comment

On social medias and news websites



- **46%** of individuals holding a **university degree** report the habit of **discussing news**, whereas **27%** of those **without an high-school diploma** do so.
- **Discussing** news is more common **face-to-face (32%)** than **online (16%)**.
- Canadians are more likely to **comment** on current events on **social medias (12%)** than on **news websites (9%)**.



During a **typical week**, among the following ways, which ones, if any, do you use to **share or participate in current topics?**

Base: All respondents (n=2,014).

2

ONLINE SOURCES

MOST VISITED ONLINE NEWS BRANDS IN THE LAST WEEK

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

FRANCO
n=1 026

%	
26	TVA Nouvelles
26	ICI Radio-Canada/ICI RDI
25	La Presse
20	Journal de Montréal ou Québec
10	MSN News
9	Radio locale en ligne
8	Le Devoir
8	L'actualité
7	Yahoo! Actualités

ANGLO
n=1 584

%	
21	CBC News
17	CTV News
15	CNN.com
14	Global News
12	Yahoo! News
12	BBC News
10	Globe and Mail
10	New York Times
10	CP24

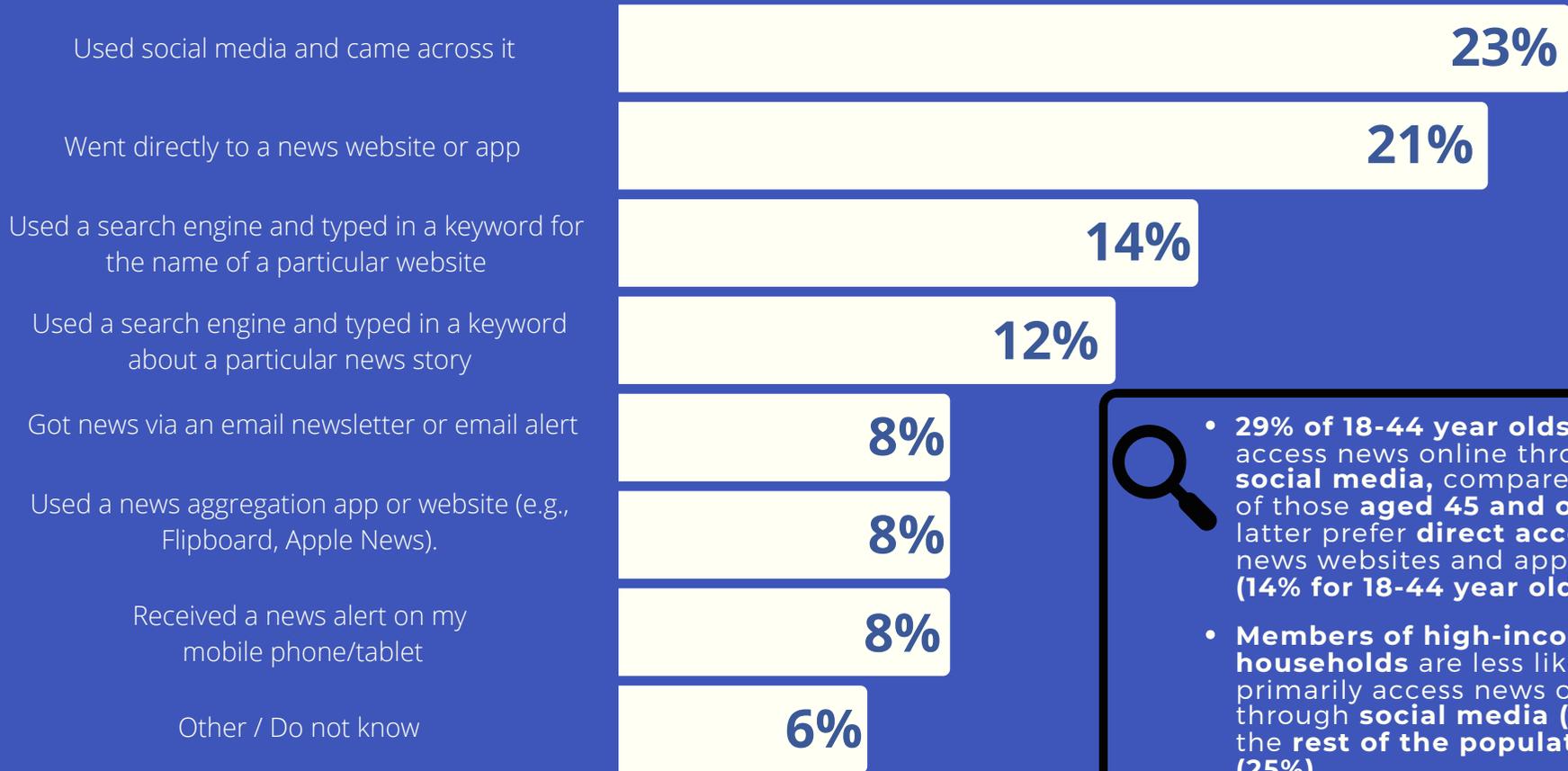


Which of the following brands have you used to **access news online** in the **last week** (via websites, apps, social media, and other forms of Internet access)? Please select all that apply. Base : All respondents (n=2,014). Note : Only the 9 most viewed online news brands by each language group were included in the tables above.

2

ACCESS POINT

MAIN WAY TO ACCESS ONLINE NEWS IN THE LAST WEEK



- **29% of 18-44 year olds** primarily access news online through **social media**, compared to **19%** of those **aged 45 and older**. The latter prefer **direct access** to news websites and apps **at 26%** (**14% for 18-44 year olds**).
- **Members of high-income households** are less likely to primarily access news online through **social media (19%)** than the **rest of the population (25%)**.



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=1,728).

2

ACCESS POINT

SOCIAL MEDIA USED TO READ, COMMENT OR SHARE NEWS

FRANCO
n=1 026

%		Rank	
38	-8	Facebook	—
25	-4	YouTube	—
21	-1	Facebook Messenger	—
13	0	Instagram	—
9	+1	TikTok	—
7	+3	WhatsApp	▲
6	0	X (previously Twitter)	▼
4	+1	LinkedIn	▲
4	-1	Pinterest	▼

ANGLO
n=1 584

%		Rank	
30	+5	YouTube	—
21	-3	Facebook	—
13	+1	X (previously Twitter)	—
13	+2	Instagram	—
9	+3	WhatsApp	▲
8	+1	Facebook Messenger	▼
8	+2	TikTok	—
6	0	Reddit	—
5	+1	LinkedIn	—

Share of respondents **from this group** who report having used each platform in the week prior to the survey and change in percentage points from the previous year



- Respondents aged **18 to 24** are **more inclined** to use **Instagram (31%** among Francophones, **30%** among Anglophones) and **TikTok (respectively 21% and 22%)** for news than the general population. Those **aged 45 and older** are more likely to use **Facebook** for news (**41%** among Francophones, **23%** among Anglophones).
- When it comes to information, **YouTube** is more widely used by **men (31%** among Francophones, **38%** among Anglophones) than **women (19%** among Francophones and **22%** among Anglophones).

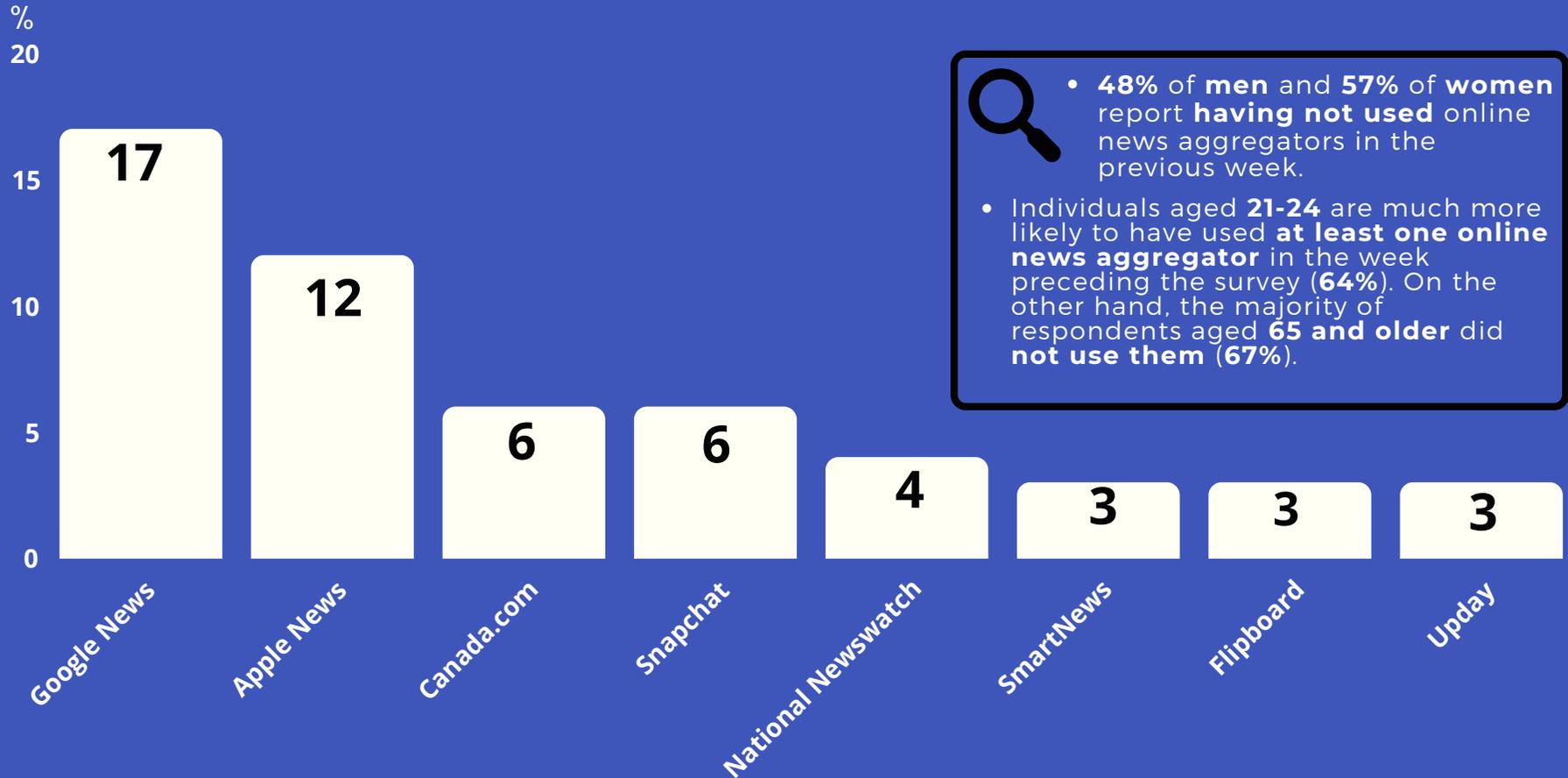


Which, if any, of the following have you used for **finding, reading, watching, sharing or discussing news** in the last week? Please select all that apply.

Base : All respondents (n=2,014). 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



48% of men and 57% of women report **having not used** online news aggregators in the previous week.

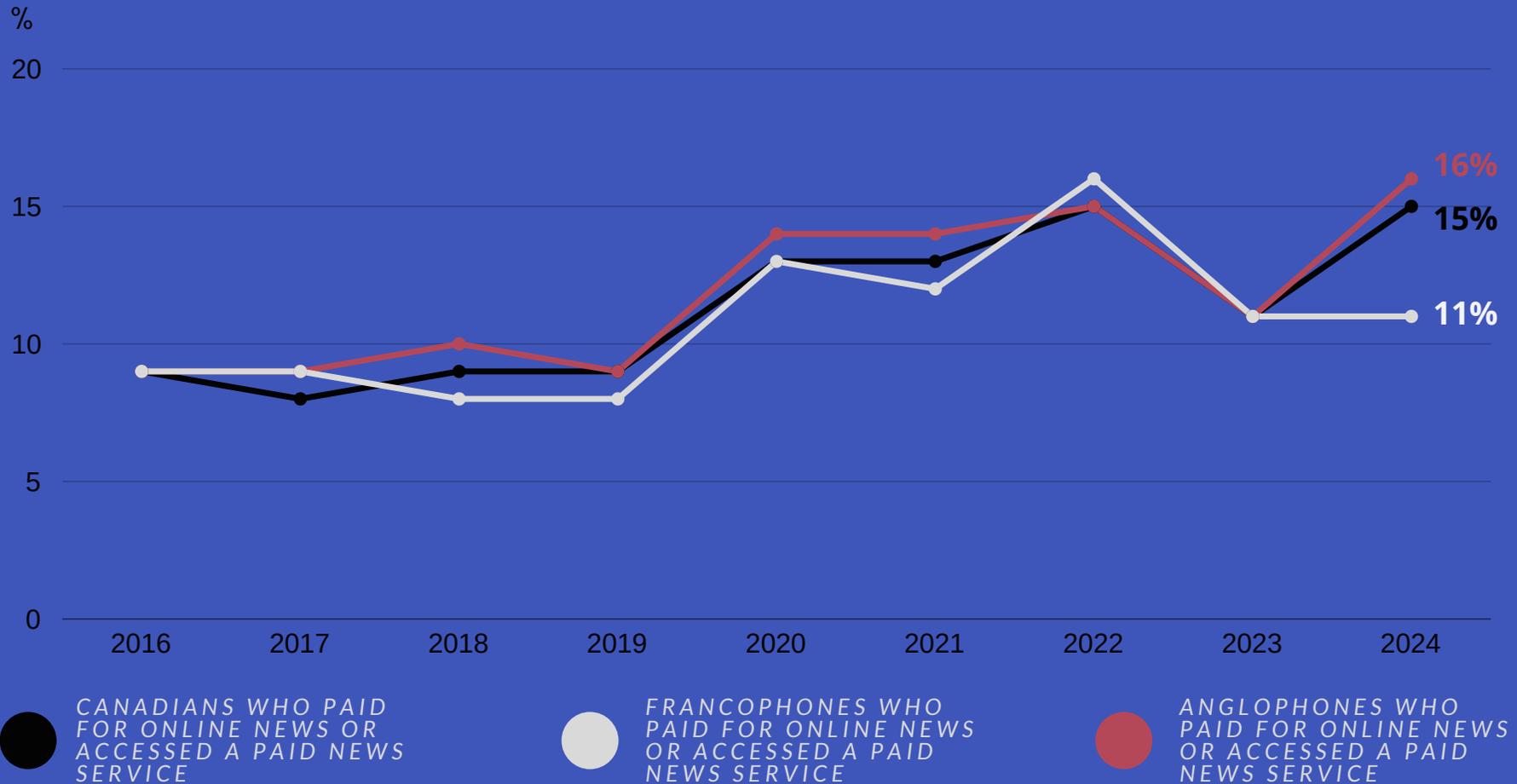
Individuals aged **21-24** are much more likely to have used **at least one online news aggregator** in the week preceding the survey (**64%**). On the other hand, the majority of respondents aged **65 and older** did **not use them** (**67%**).

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=2,014). Note : the selected answers also include **Feedly** (2 %), **Village Report** (2 %) and **Others** (3 %).

2

PAYMENT

THE EVOLUTION OF ONLINE NEWS PAYMENT FROM 2016 TO 2024



● CANADIANS WHO PAID FOR ONLINE NEWS OR ACCESSED A PAID NEWS SERVICE

● FRANCOPHONES WHO PAID FOR ONLINE NEWS OR ACCESSED A PAID NEWS SERVICE

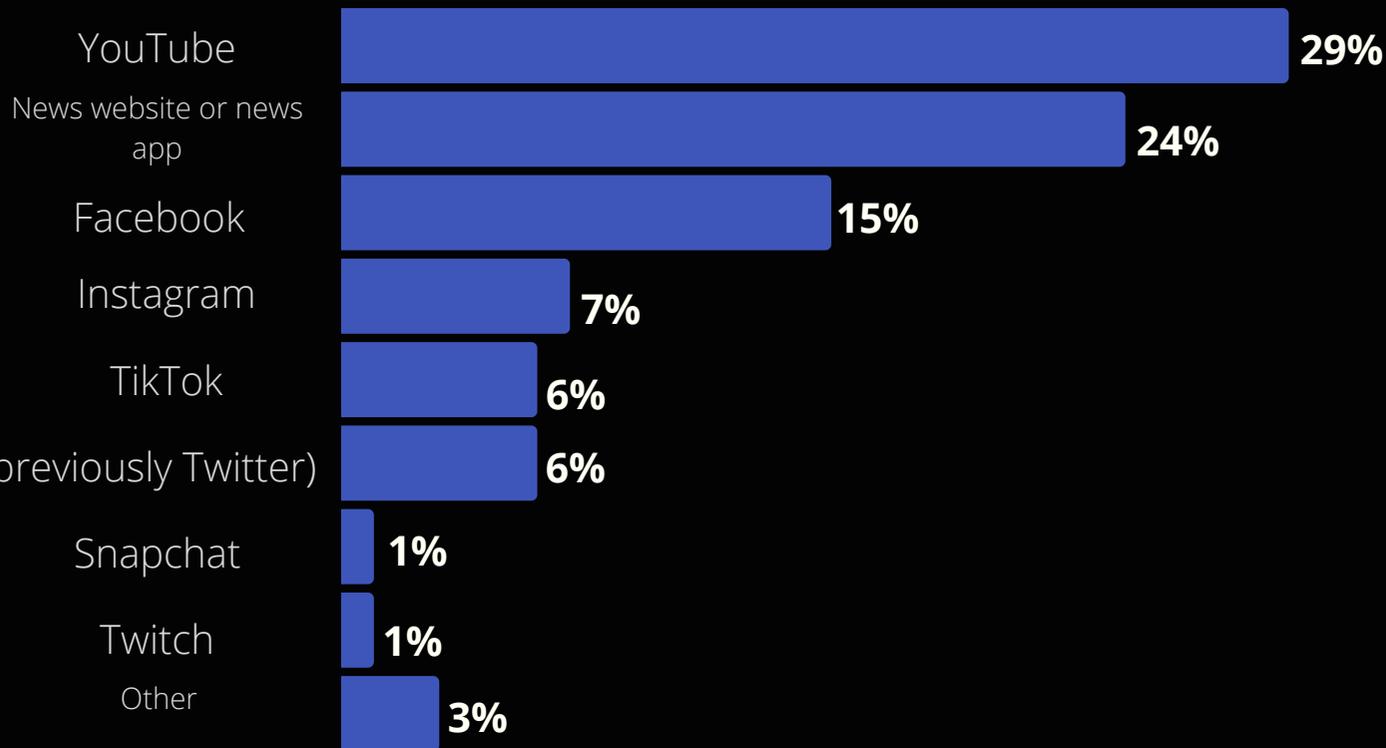
● ANGLOPHONES WHO PAID FOR ONLINE NEWS OR ACCESSED A PAID NEWS SERVICE

 Did you pay to access online news content or did you access a paid online news service in the past year?
Base: All respondents (n=2,014 in 2024).

3

VIDEOS AND PLATFORMS

WHICH PLATFORM IS MAINLY USED BY RESPONDENTS WHO CONSUME NEWS-RELATED VIDEOS ONLINE?



- Among individuals who consume news-related videos online, **men aged 18 to 44 mainly prefer YouTube (44%)**.
- Individuals **without at least a high school diploma** prefer **social medias** to a greater extent (**81%**) than the overall population for news-related online videos.



Among the following options, which one do you tend to **use the most** when it comes to **watching news online or news-related videos**?

Base: All individuals who consume news-related videos online (n=1,584).

3

VIDEOS AND PLATFORMS

MAIN PLATFORM USED AMONG THOSE WHO CONSUME NEWS-RELATED VIDEOS ONLINE

Share of respondents from that group mostly using the platform when consuming news-related videos.

FRANCO n= 712	
%	
29	News website or app
28	Facebook
18	YouTube
7	Instagram
4	TikTok
4	X (previously Twitter)
1	Snapchat
1	Twitch
3	Other

ANGLO n=1 286	
%	
32	YouTube
24	News website or app
12	Facebook
7	Instagram
7	X (previously Twitter)
6	TikTok
2	Snapchat
1	Twitch
3	Other



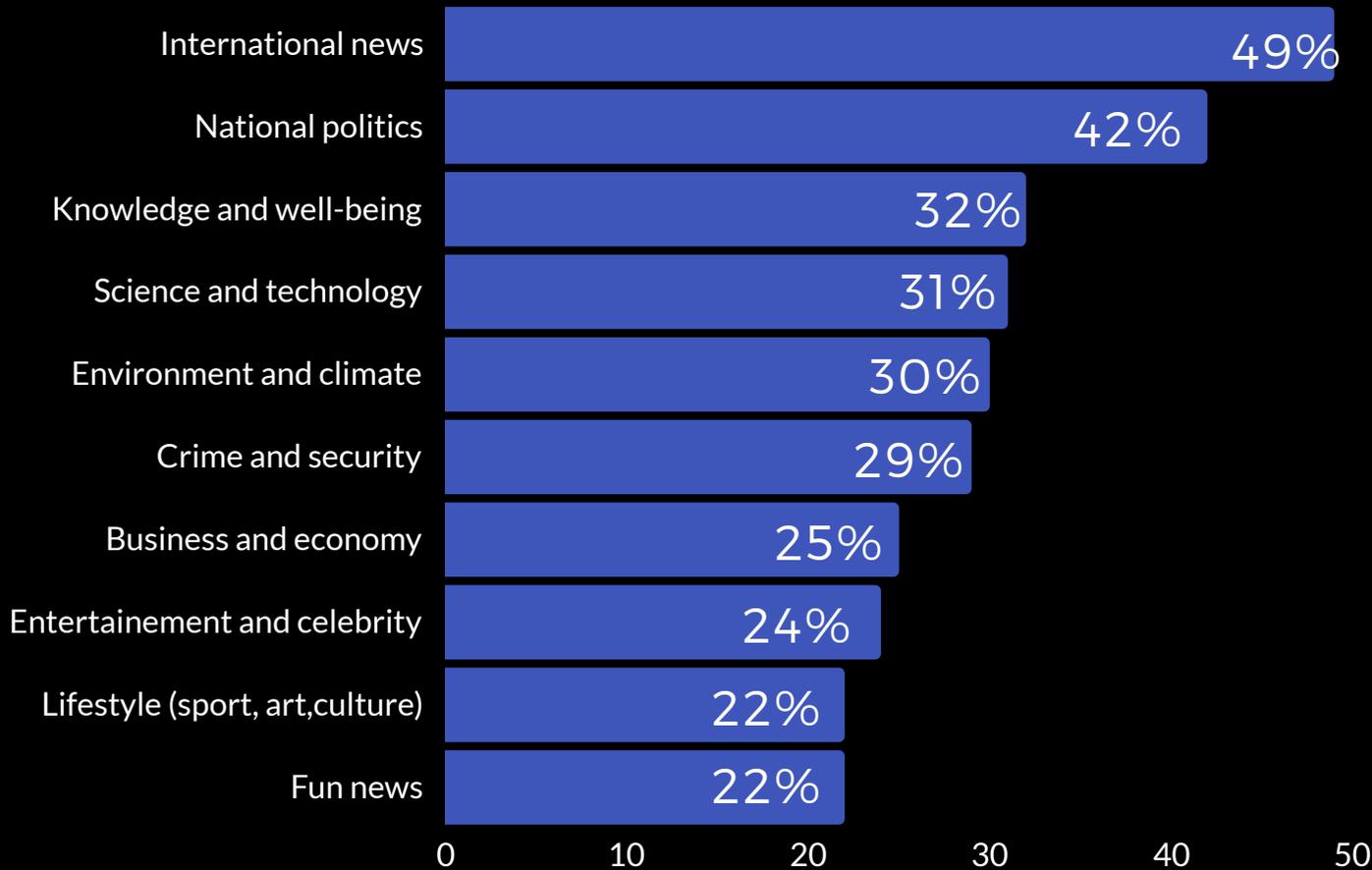
Among the following options, which one do you tend to **use the most** when it comes to **watching news online or news-related videos**?

Base: All individuals who consume news-related videos online (n=1,584).

3

VIDEO TOPICS

MOST WATCHED TOPICS FOR NEWS-RELATED ONLINE VIDEOS



Among consumers of news-related online videos...

- **Men** are more inclined to consume news-related videos on **science and technology (41%)** than **women (20%)**.
- **46%** of those aged **35 and older** and **60%** of those aged **65 and older** tend to watch videos on **national politics**, compared to **31%** of those aged **18-34**.
- **35%** of members of **high-income households** watch videos covering **economic topics**, compared to **18%** of members of **low-income households**.

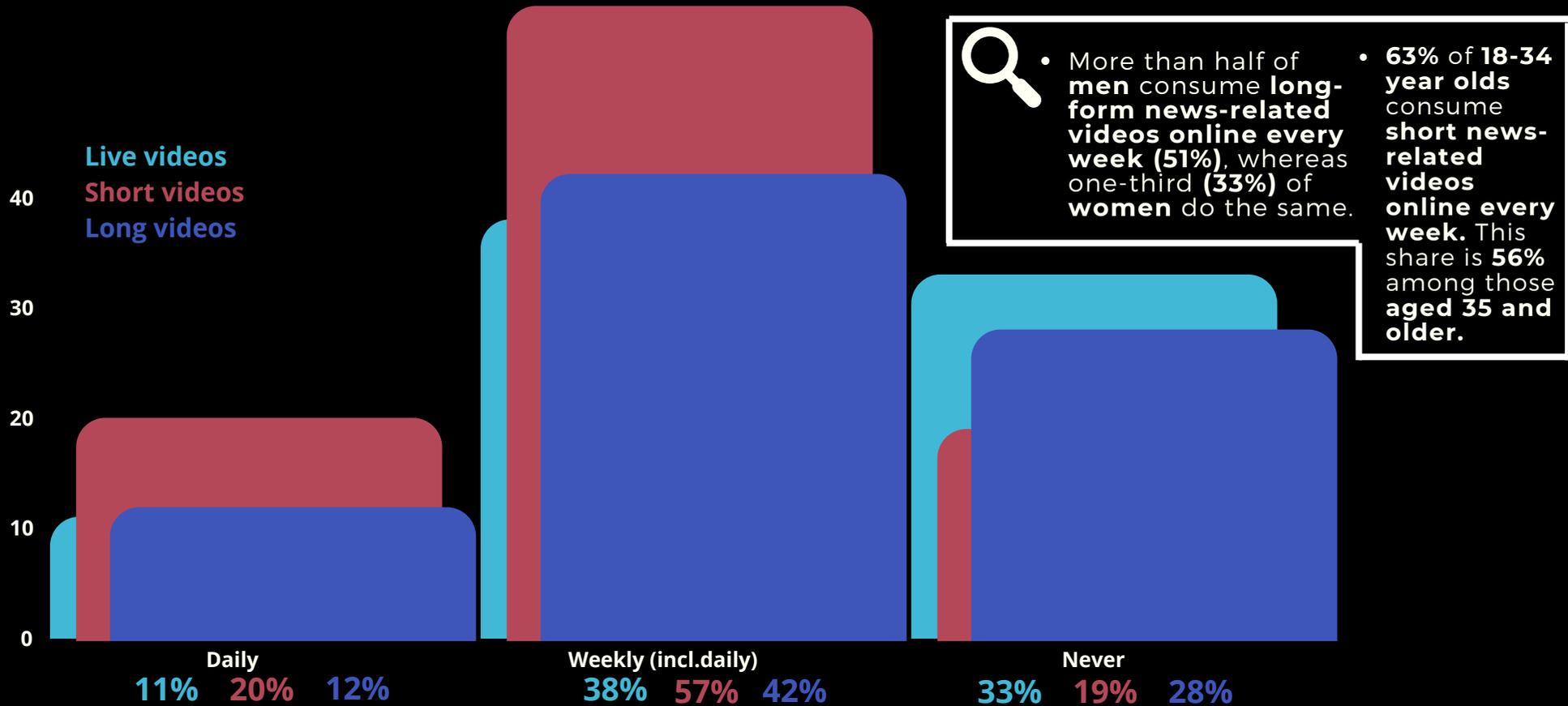


Base: All individuals who consume news-related videos online (n = 1,584).

3

VIDEO CONSUMPTION FREQUENCY

WHAT IS THE FREQUENCY OF CONSUMPTION OF DIFFERENT NEWS-RELATED VIDEO FORMATS?



When you have used online videos regarding news-related issues, for example, via a computer, smartphone, or tablet, **how often, if at all, have you watched the following?** Respondents had the option of "less than once a week." Daily views are also included in the category "At least once a week." Base: All respondents (n=2,014).

3

VIDEO CONSUMPTION FREQUENCY

WHAT IS THE FREQUENCY OF CONSUMPTION OF DIFFERENT NEWS-RELATED VIDEO FORMATS?

Share of respondents from that group who report watching or not news-related videos online in this format.

FRANCO n= 1,026			
%	Live	Short	Long
At least once a day	9	15	10
At least once a week	30	48	38
Never	43	26	35

ANGLO n= 1,584			
%	Live	Short	Long
At least once a day	12	22	12
At least once a week	40	59	43
Never	30	17	27



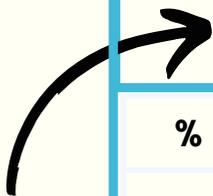
When you have used online videos regarding news-related issues, for example, via a computer, smartphone, or tablet, **how often, if at all, have you watched the following?** Respondents had the option of "less than once a week." Daily views are also included in the category "At least once a week." Base: All respondents (n=2,014).

4

PODCASTS

TYPES OF PODCASTS LISTENED TO IN THE LAST MONTH

Share of respondents from that group who report having listened to a podcast of each category in the month preceding the survey.



FRANCO n=1,026	
%	
12	Specialist subjects (science and technology, media, health...)
11	Contemporary life (societal issues, crime...)
9	Lifestyle (fashion, arts, literature, travel...)
8	News, politics, international events
8	Sport
71	I haven't listened to a podcast in the last month

ANGLO n=1,584	
%	
20	Specialist subjects (science and technology, media, health...)
17	News, politics, international events
16	Lifestyle (fashion, arts, literature, travel...)
15	Contemporary life (societal issues, crime...)
10	Sport
56	I haven't listened to a podcast in the last month

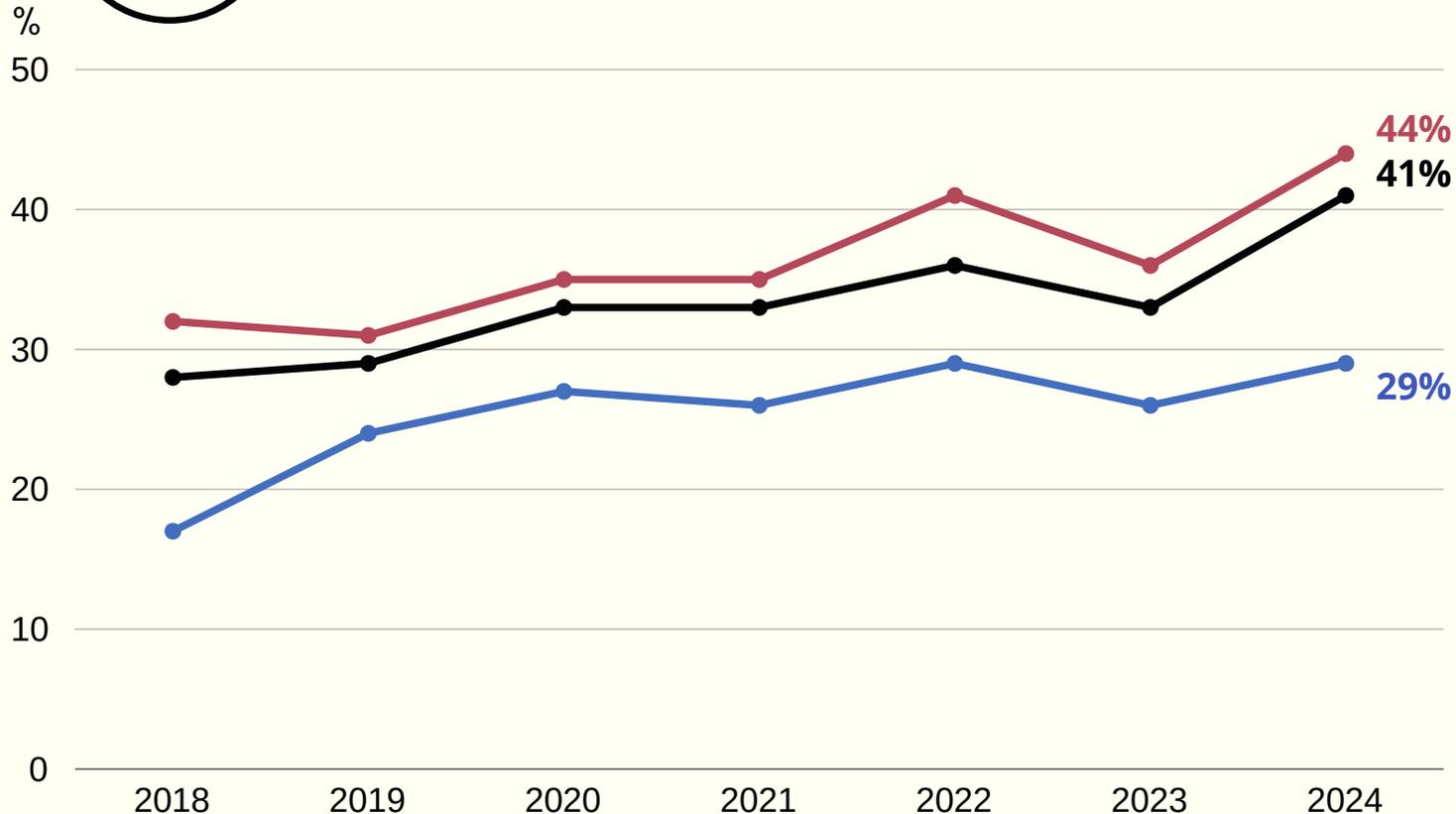


Which of the following **types of podcasts** did you listen to **last month**? Please select all that apply.
Base: All respondents (n=2,014).

4

PODCASTS

CANADIAN TENDENCIES FROM 2018 TO 2024



 CANADIANS WHO LISTENED TO A PODCAST

 FRANCOPHONES WHO LISTENED TO A PODCAST

 ANGLOPHONES WHO LISTENED TO A PODCAST



- **72%** of Canadians **aged 45 and older did not listen** to a podcast in the previous month. This is only the case for **38% of 18-34 year olds** and for **51% of 35-44 year olds**.
- Podcasts appear to be more popular among **men**. In **2024**, **45% of men** and **36% of women** listened to a podcast in the last month in the country. For **women**, this represents an **increase of 10 percentage points compared to the 2023 survey**.



Which of the following **types of podcasts** did you listen to **last month**? Please select all that apply.
Base: All respondents (in 2024, n=2,014).

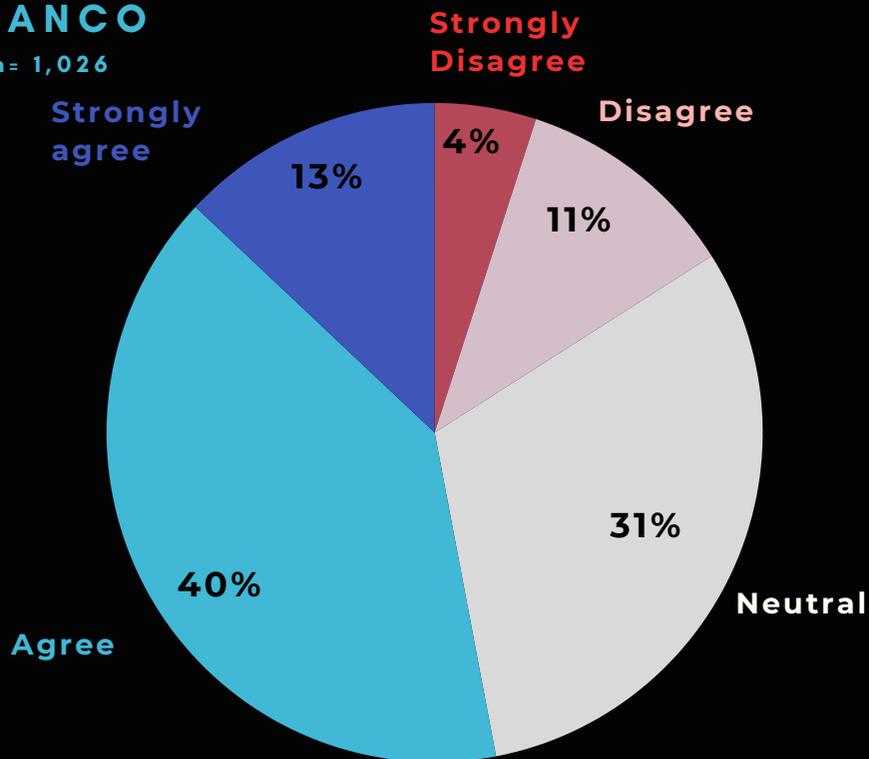
5

MIS- AND DISINFORMATION

"REGARDING ONLINE NEWS, I AM CONCERNED ABOUT THE POSSIBILITY OF DISTINGUISHING BETWEEN TRUE AND FALSE INFORMATION ON THE INTERNET."

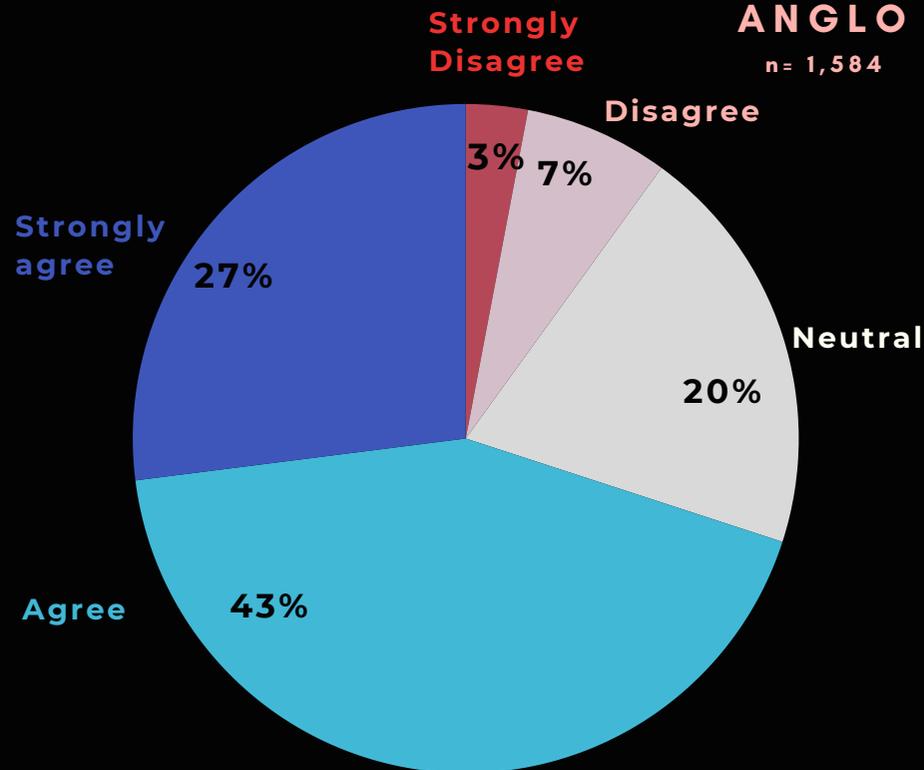
FRANCO

n= 1,026



ANGLO

n= 1,584



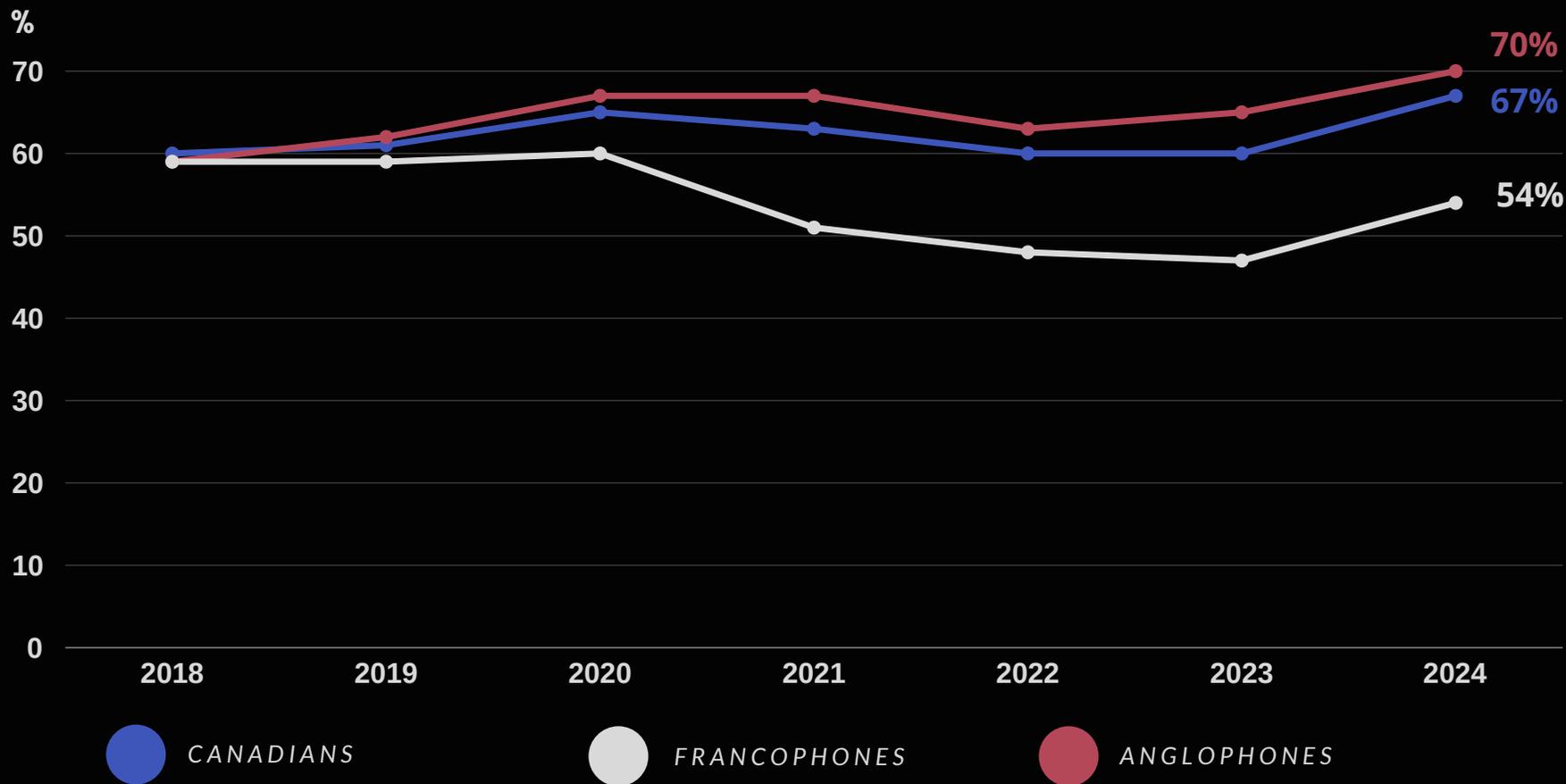
Please indicate your **level of agreement** with the following statement:
 "Regarding online news, I am concerned about the possibility of distinguishing between true and false information on the Internet."

Overall, 67% agree with this statement, 11% disagree.
 Base: All respondents (n=2,014).

5

MIS- AND DISINFORMATION

SHARE OF RESPONDENTS CONCERNED ABOUT THE POSSIBILITY OF DISTINGUISHING BETWEEN TRUE AND FALSE INFORMATION ON THE INTERNET.



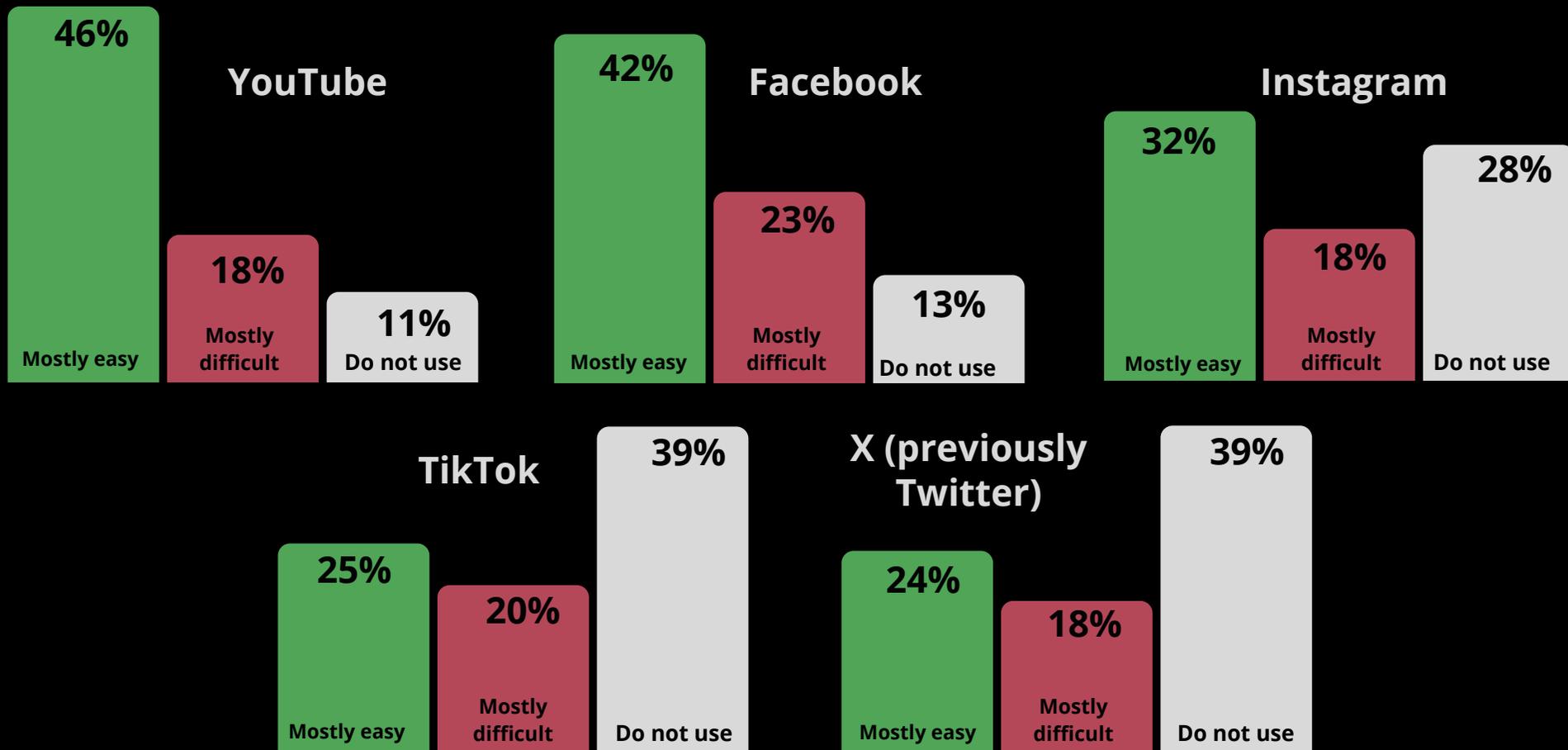
Please indicate your **level of agreement** with the following statement:
 "When it comes to online news, I am concerned about the possibility of distinguishing between true and false information on the Internet." Percentages of respondents who "Strongly agree" and "Somewhat agree".

Base: All respondents (in 2024, n=2,014).

5

MIS- AND DISINFORMATION

EASE OF DISTINGUISHING TRUSTWORTHY NEWS ON DIFFERENT ONLINE PLATFORMS

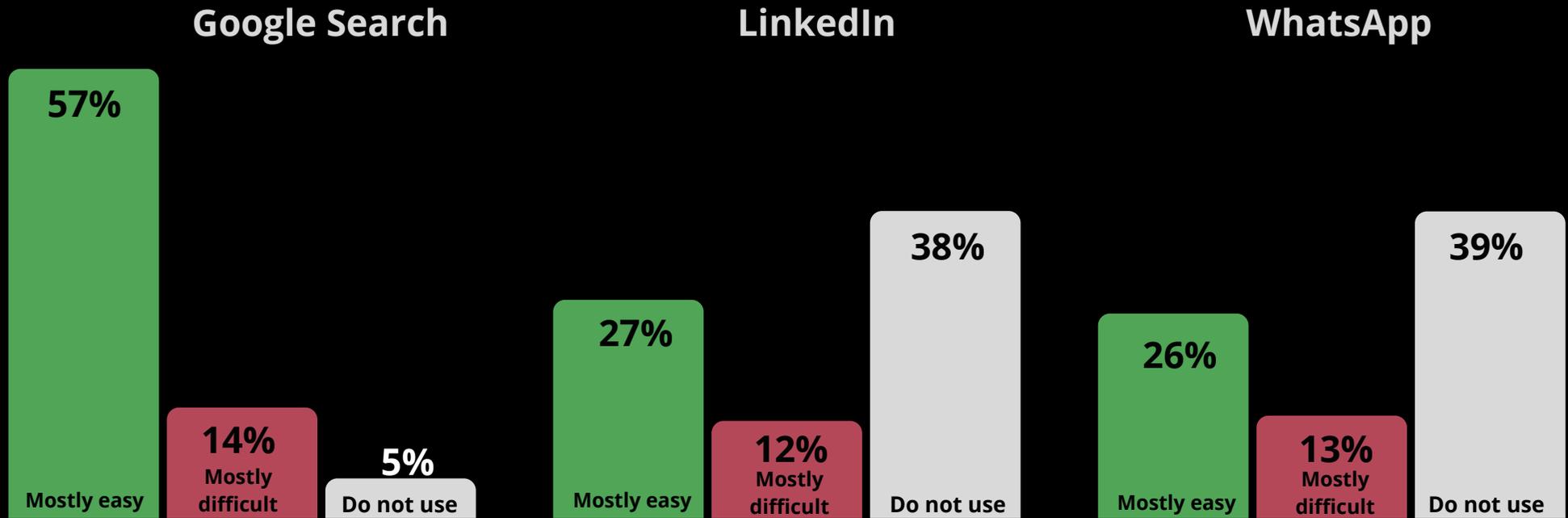


Regarding trust, to what extent **do you find it easy or difficult to distinguish between news that is trustworthy and news that is not** on each of the following platforms? Mostly easy = "Very easy" and "somewhat easy", Mostly difficult = "very difficult" and "somewhat difficult".
 Base: All respondents (n=2,014).

5

MIS- AND DISINFORMATION

EASE OF DISTINGUISHING TRUSTWORTHY NEWS ON DIFFERENT ONLINE PLATFORMS



Regarding trust, to what extent **do you find it easy or difficult to distinguish between news that is trustworthy and news that is not** on each of the following platforms? Mostly easy = "Very easy" and "somewhat easy", Mostly difficult = "very difficult" and "somewhat difficult".
Base: All respondents (n=2,014).

5

PAYING ATTENTION

SOURCES OF INFORMATION USERS USUALLY PAY ATTENTION TO FOR NEWS ON SOCIAL MEDIA PLATFORMS

%	Facebook n=341	X n=127	Instagram n=136	TikTok n=85	YouTube n=373
Average people	39	41	31	50	29
Maintream news brands or journalists	33	44	36	19	44
Small / alternative medias and journalists	25	42	37	31	38
Celebrities (musicians, actors, comedians, sportswomen/men...)	24	14	30	30	19
Politicians or political activists	23	41	27	30	29
Web celebrities, influencers or content creators	15	22	32	36	25
None	8	6	3	2	4



When it comes to news on this platform.... **Which of these sources do you generally pay the most attention to?** Please select all that apply. *The top three picked options for each platform are highlighted from dark blue to light blue.*

Base: Individuals who used the platform for news in the week preceding the survey.

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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