# DIGITAL NEWS REPORT
# CANADA

## 2025 DATA: AN OVERVIEW

CENTRE D'ÉTUDES SUR LES MÉDIAS

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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 48 international markets in 2025, 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 2,031 participants registered with YouGov, including 429 Francophones. An autonomous Francophone sample was subsequently completed to obtain 1,022 participants. The Canadian data was collected from January 15 to February 24, 2025. 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:*

*The content of this study is the sole responsibility of the authors and does not necessarily reflect the policy or the point of view of the Department of Canadian Heritage or the Government of Canada.*


[1] The template for this document was created by Florence Côté, research assistant at the CEM.

# TABLE OF CONTENTS

# List of tables

# LIST OF FIGURES

# Highlights

- More than half of Canadian respondents (54%) think online influencers or personalities pose a major threat when it comes to false or misleading information online, a higher share than that obtained by foreign (50%) or Canadian (48%) governments and political actors. The news media and journalists are at 30%.
- Facebook is the channel most cited by Canadian respondents (54%) as posing a major threat in terms of false or misleading information. It is closely followed by TikTok, cited by 52% of respondents, and by X (47%). About one in five respondents (21%) considers news websites a major threat.
- In Canada, 23% of respondents aged 18 to 34 would use social media or a video network to check news suspected of being false, misleading or fake, versus 7% of those 35 and older. Younger adults would also be more likely to pay attention to comments from other platform users (21%) and to AI chatbots (10%) than would older adults (13% and 5%, respectively) when checking news.
- Respondents in the country are divided on the practices of social media platforms when it comes to removing offensive content. Slightly less than a third (30%) think social media don't remove enough content, while 20% think they remove too much and a similar share (21%) think they remove just the right amount. Finally, 29% of respondents said they did not know.
- Canadian respondents who identify with the left (42%) and centre (34%) of the political spectrum are more likely to think social media remove an insufficient amount of offensive content than those who identify with the right (20%). In contrast, 37% of right-leaning respondents think these platforms remove too much, which is the case for 14% of left-leaning respondents and 19% of those in the centre.
- This year, 39% of respondents in the country say they trust "most news most of the time", a result identical to the 2024 figure. Even so, the 2025 figure represents a drop of 16 percentage points (pp) versus 2016 (55%).
- The share of Canadian respondents expressing both low trust and low or moderate interest in news rose from 30% in 2021 to 39% in 2025, an increase of 9 pp.
- As was the case in 2024, 52% of Canadian respondents are uncomfortable in using news produced mostly by artificial intelligence (AI) with some human oversight. They are more in favour of content produced by a human journalist with some help from AI: 37% say they are comfortable using such news, whereas 27% say they are not.
- When asked about the perceived effects of AI on news, Canadian respondents are more likely to think news generated by AI with some human oversight are produced at a lower cost than those produced entirely by a human journalist (41%) than they are to think the opposite (15%). They are also more likely to think that such news are more up-to-date, rather than less up-to-date (30% and 17%, respectively). That being said, the proportions of respondents who view them as less transparent, less trustworthy, less accurate and less unbiased than news produced entirely by a human journalist are higher than those associated with the opposite positions.

- Canadian respondents aged 18 to 34 are more likely than older respondents to perceive news produced by AI with some human oversight as superior to news produced by humans, regardless of category. That being said, even among those aged 18 to 34, the share of respondents who consider such news more trustworthy than news produced entirely by human journalists (28%) remains lower than that of respondents who think it is less trustworthy (34%).

- Payment for online news has been relatively stable in Canada in recent years. In 2025, 14% of respondents said they had paid for online news content or accessed a paid-for online news service in the past year (15% in 2024). Anglophones (16%) are still more likely to pay for online news than Francophones (13%).

# Introduction

The Canadian data for the 2025 survey were collected from January 15 to February 24, in a rather turbulent context. On January 6, Canadian Prime Minister Justin Trudeau, the leader of a minority government whose days were numbered owing to widespread dissatisfaction, had officially announced he would step down as Prime Minister and leader of the Liberal Party as soon as the party held a leadership race and chose his successor. He therefore asked Governor General Mary Simon to prorogue Parliament until March 24.

In the interval, U.S. President Donald Trump's threats to impose additional tariffs on Canada and suggestions to annex the country as the 51st US state caused consternation among the population and raised discussions about potential responses, including the imposition of counter-tariffs.

As a degree of animosity toward the United States became apparent, Trump's closeness to executives of technology companies heavily involved in news circulation in Canada as well as their personal and corporate donations to his inauguration came under scrutiny. This is the case of Elon Musk (X), Mark Zuckerberg (Meta, owner of Facebook and Instagram), Shou Zi Chew (TikTok), Tim Cook (Apple), Sam Altman (OpenAI, creator of ChatGPT), Sundar Pichai (Alphabet, Google's parent company), Jeff Bezos (Washington Post and Amazon) and executives of companies such as Microsoft and Perplexity.

Mark Zuckerberg, Meta's controlling shareholder, announced on January 7 the discontinuation of fact-checking programs on its platforms in the United States. The programs will be replaced by community notes.[2] This system is similar to the one implemented on the X platform, which allows its users to add contextual elements under the posts. Even though this development doesn't affect Canada directly, actors across the country are signalling concerns about the potential proliferation of false or hateful content.

As for Elon Musk (X), a close ally of Donald Trump at the time, he was accused of having disseminated false or misleading information about matters including the U.S. election.[3] Taking position in favor of certain political parties considered as far-right, he sparked controversy on January 20 during a speech after Donald Trump's inauguration ceremony by making a gesture some likened to a Nazi salute.

On the same day, Trump signed an executive order, "Restoring Freedom of Expression and Ending Federal Censorship", in which he accused the previous administration of having pressed social media companies to remove content it disapproved of, on the pretext of fighting disinformation.[4] All these events (and many others) may have affected the public's perception of online news actors and the content they disseminate.

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[2] Kaplan, Joel, "More Speech and Fewer Mistakes", *Meta*, January 7, 2025.

[3] AFP, "Élection américaine : 1,2 milliard de vues pour des publications trompeuses ou fausses d'Elon Musk", *Le Journal de Montréal*, August 9, 2024.

[4] The White House, "Restoring Freedom of Speech and Ending Federal Censorship", Whitehouse.gov, January 20, 2025.

Furthermore, the 2025 survey is also the second since Meta's decision to remove so-called professional news content from its Facebook and Instagram platforms in Canada.[5] This decision was intended to avoid having to pay media outlets for the use of their content, as required under the *Online News Act* passed in 2023 by the federal Parliament. Google, which is also subject to this law, has agreed to pay Canadian news publishers $100 million a year, an amount indexed to inflation, over a period of five years.

In recent months, the democratization of generative artificial intelligence tools has also sparked reaction – to its benefits and drawbacks alike. AI tools raise many legal and ethical issues, including the ways they source content and the doors they open to misinformation. For the first time, the Digital News Report survey asked respondents directly about their personal use of such tools for news purposes and found that some already make them their main source of news.

[5] Some specialized media, including those geared to sport or culture, are not included. Moreover, workarounds are possible, such as using screenshots to share content.

# 1. Disinformation

## 1.1 Distinguishing real from fake online

The ability to distinguish what is real and what is fake on the internet is a concern for 64% of Canadian respondents in 2025, a proportion higher than the international result (58%), but lower than that of the United States (73%). Canadians are slightly less likely to be concerned about this matter in 2025 than they were in 2024 (67%). That year saw the highest score since the question was included in the survey in 2018. The decline is reflected among Anglophones (68%, -2 percentage points (pp)) and Francophones (51%, -3 pp) alike. For a number of years, Francophones have been less likely to be bothered by this question than Anglophones. The gap of 17 pp between the two groups is similar to that observed since 2021.

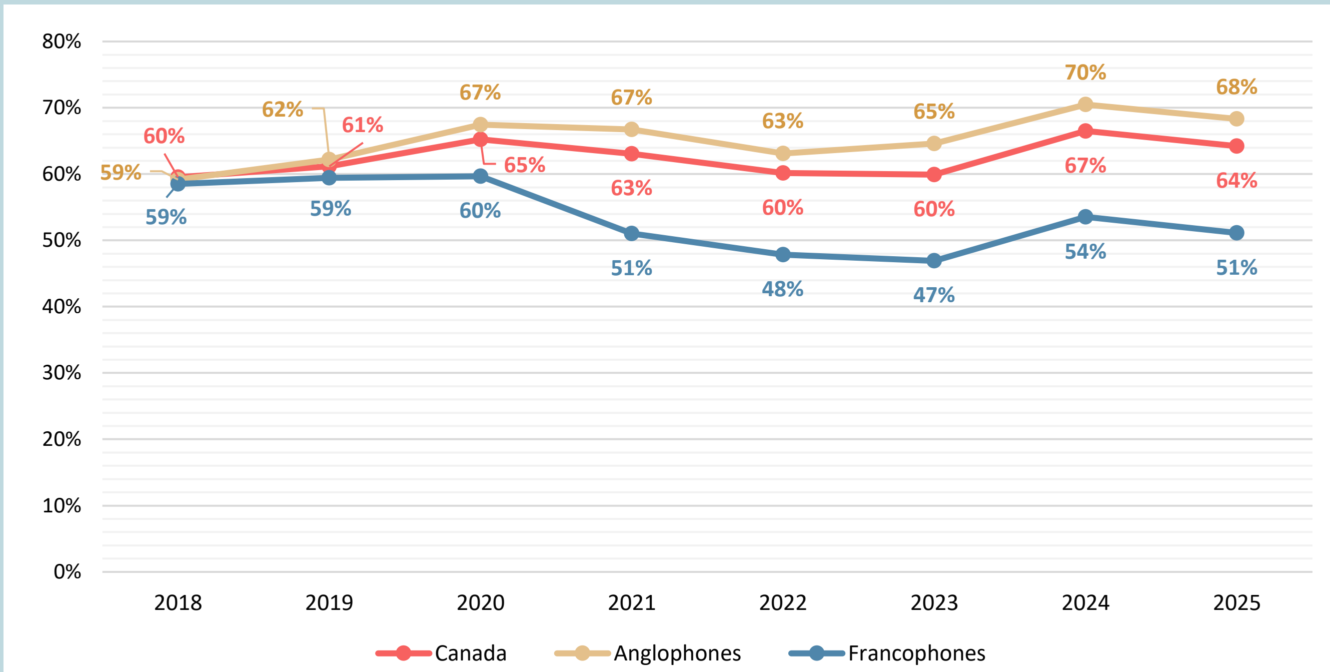



**Figure 1.** Shares of Canadian, Anglophone and Francophone respondents who agree with the statement: "Thinking about online news, I am concerned about what is real and what is fake on the internet", 2018 to 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

## 1.2 Misleading information online: sources considered a threat

Three sources stand out when respondents are asked about major threats in terms of false and misleading information on the internet: online personalities (54%), foreign political actors (50%) and Canadian political actors (48%).[6] They are followed by activist groups (43%), celebrities (36%) and news media (30%). Finally, a quarter of respondents across the country identify ordinary people (25%) as posing a major threat in terms of online disinformation or misinformation.

[6] Respondents may have cited more than one source.

That being said, the results differ greatly depending on the language group. Anglophones are more likely than Francophones to identify political actors and the news media as major threats. Foreign (54%) and Canadian (53%) political actors are cited by a majority of Anglophones, whereas slightly more than a third (37%) of Francophone respondents deem foreign political actors a major threat and slightly more than a quarter (26%) cite political actors within the country. As for the news media and journalists, a third (33%) of Anglophones consider them a threat, versus 18% of Francophones.

| Sources posing a major threat | Canada | Anglophones | Francophones |
|---|---|---|---|
| Online influencers/personalities | 54% | 53% | 56% |
| Foreign governments, politicians or political parties from other countries | 50% | 54% | 37% |
| Politicians or political parties in my country | 48% | 53% | 26% |
| Activists or activist groups | 43% | 43% | 43% |
| Celebrities (e.g. singers, actors, sports stars) | 36% | 37% | 31% |
| News media and journalists | 30% | 33% | 18% |
| Ordinary people | 25% | 25% | 30% |
| Other | 3% | 4% | 2% |
| None of these | 3% | 3% | 5% |
| Don’t know | 11% | 9% | 14% |

**Table 1.** Shares of Canadian, Anglophone and Francophone respondents who identified various sources as posing a major threat when it comes to false and misleading information online, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022*.

The order in which perceived threats of misleading information online are ranked differs by age group. Canadian political actors (48%) are the most cited threat by those aged 18 to 34, followed by online personalities (43%), foreign governments (41%) and news media (36%). As for those 35 and older, online personalities (58%) and foreign governments (53%) are cited by a majority of respondents. Next come activist groups (48%) and Canadian political parties (47%).

Younger adults (36%) are more likely than older respondents (28%) to consider news media a major threat in terms of false and misleading information online, whereas older respondents are more likely to identify online personalities as threats (58% versus 43% for those aged 18 to 34), foreign governments (53% versus 41%), and militant groups (48% versus 29%).

As for political orientation, online personalities (66%) are proportionally the most cited threat by people who identify with the political left, while political parties (57%) and online personalities (56%) score almost identically among those who identify with the right. Left-leaning respondents are also more likely than those on the right to cite online personalities (66% and 56%, respectively) or foreign governments (61% and 53%) as major threats in terms of circulation of misinformation online, whereas right-leaning respondents are more likely than those on the left to cite activist groups (52% and 38%, respectively) and the news media (47% and 29%).

| Sources posing a major threat | 18-34 | 35+ | Left | Centre | Right |
|---|---|---|---|---|---|
| Online influencers/personalities | 43% | 58% | 66% | 55% | 56% |
| Foreign governments, politicians or political parties from other countries | 41% | 53% | 61% | 51% | 53% |
| Politicians or political parties in my country | 48% | 47% | 58% | 46% | 57% |
| Activists or activist groups | 29% | 48% | 38% | 47% | 52% |
| Celebrities (e.g. singers, actors, sports stars) | 35% | 37% | 40% | 36% | 45% |
| News media and journalists | 36% | 28% | 29% | 28% | 47% |
| Ordinary people | 24% | 25% | 29% | 27% | 24% |
| Other | 2% | 4% | 6% | 3% | 3% |
| None of these | 3% | 3% | 1% | 2% | 2% |
| Don't know | 10% | 11% | 5% | 8% | 6% |

**Table 2.** Shares of Canadian respondents who identified various sources as posing a major threat when it comes to false and misleading information online, by age group and self-reported political orientation, in 2025. *18-34: n=480, 35+: n=1,551; left: n=350, centre: n=1,037, right: n=315.*

## 1.3 Misleading information: channels considered a threat

The DNR team also asked Canadian respondents to identify, from a list, the channels they consider a major threat in terms of false and misleading information.[7] Facebook (54%) and TikTok (52%) are the most cited channels in the country, for Anglophones (54% and 52%, respectively) and Francophones (57% and

[7] Respondents may have selected more than one channel.

56%) alike. These figures are slightly higher than the survey's international data, which show that slightly less than half of respondents identify Facebook (49%) and TikTok (48%) as major threats. In addition, nearly half (47%) of Canadian respondents identify X as a major threat, while Instagram and YouTube are seen as such by 37% and 31% of respondents, respectively. Instant messaging (WhatsApp: 23% and Telegram: 18%), news websites (21%[8]) and search engines (19%) are less likely to be considered as significant threats than the various social media. Finally, only 12% of Canadians think face-to-face discussions pose a significant threat of misrepresentation.

| Channels posing a major threat | Canada | Anglophones | Francophones |
|---|---|---|---|
| Facebook | 54% | 54% | 57% |
| TikTok | 52% | 52% | 56% |
| X (formerly Twitter) | 47% | 49% | 45% |
| Instagram | 37% | 38% | 40% |
| YouTube | 31% | 33% | 31% |
| WhatsApp | 23% | 22% | 26% |
| News websites | 21% | 23% | 14% |
| Search engines (e.g. Google, Bing) | 19% | 20% | 18% |
| Telegram | 18% | 17% | 22% |
| Face-to-face discussions with people I know | 12% | 13% | 9% |
| Other | 2% | 3% | 1% |
| None of these | 4% | 4% | 4% |
| Don't know | 14% | 12% | 15% |

**Table 3.** Shares of Canadian, Anglophone and Francophone respondents identifying various channels as posing a major threat in terms of false and misleading information, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

Once again, differences are associated with age and political orientation.

Although the most cited channels by respondents 18 to 34 and those 35 and older are the same, namely Facebook, TikTok, X and Instagram, those aged 35 and older are still more likely to identify TikTok (54%) and X (49%) as major threats in terms of false and misleading information than are younger adults (46% and 43%, respectively). Younger respondents are more likely to deem news websites (26%), search

[8] Traditional media were not included in the questionnaire's options.

engines (25%) and face-to-face discussions (16%) major threats than are older respondents (19%, 17% and 11%, respectively).

Left-leaning respondents are more likely to see content-sharing platforms as major threats than right-leaning ones. Thus, 72% of respondents on the left identify X as a major threat in terms of false and misleading information, versus 38% of those on the right, a difference of 34 pp. Significant differences in this respect are also observed for Facebook (67% and 53%, respectively) and TikTok (60% and 53%, respectively).

Those who identify with the right of the political spectrum are more likely to view news websites (35%) as considerable threats in terms of misleading information than those who identify with the left (22%).

| Channels posing a major threat | 18-34 | 35+ | Left | Centre | Right |
|---|---|---|---|---|---|
| Facebook | 54% | 54% | 67% | 55% | 53% |
| TikTok | 46% | 54% | 60% | 54% | 53% |
| X (formerly Twitter) | 43% | 49% | 72% | 47% | 38% |
| Instagram | 39% | 36% | 45% | 36% | 42% |
| YouTube | 34% | 30% | 38% | 31% | 35% |
| WhatsApp | 23% | 23% | 24% | 22% | 27% |
| News websites | 26% | 19% | 22% | 18% | 35% |
| Search engines (e.g. Google, Bing) | 25% | 17% | 23% | 18% | 25% |
| Telegram | 20% | 17% | 25% | 16% | 21% |
| Face-to-face discussions with people I know | 16% | 11% | 12% | 12% | 12% |
| Other | 2% | 2% | 2% | 2% | 3% |
| None of these | 3% | 4% | 1% | 3% | 4% |
| Don't know | 9% | 16% | 5% | 11% | 12% |

**Table 4.** Shares of Canadian respondents identifying various channels as posing a major threat in terms of false and misleading information, by age group and self-reported political orientation, in 2025. *18-34: n= 480, 35+: n=1,551; left : n=350, centre: n=1,037, right: n=315.*

## 1.4 Sources for fact-checking potentially misleading news

When asked how they would check online news they suspected of being fake, 41% of Canadian respondents said they would use a news source they trust, 38% an official source such as a government site, 36% a search engine and 32% a fact-checking website.[9] About one in five respondents (21%) would turn to someone they know and trust personally, 16% to Wikipedia, 15% to comment sections and 11% to social media or a video network. Although AI-powered chatbots appeared only recently in the information ecosystem, 7% of Canadian respondents would rely on them to check potentially wrong information online.

Anglophones would be slightly more likely than Francophones to consult Wikipedia (17% and 14%, respectively), to consider comments from other users (16% and 12%) and to go on social media or a video network (12% and 7%) for fact-checking purposes. About 15% of respondents in Canada don't spontaneously know what or whom they would turn to in order to check something they suspect might be false.

[9] Respondents could choose more than one source, and the options are not mutually exclusive.

| Sources for fact-checking potentially misleading news online | Canada | Anglophones | Francophones |
|---|---|---|---|
| A news source I trust | 41% | 41% | 42% |
| Official source (e.g. government website) | 38% | 38% | 39% |
| Search engine | 36% | 38% | 27% |
| A fact-checking website | 32% | 32% | 30% |
| Somebody I know and trust personally | 21% | 21% | 21% |
| Wikipedia | 16% | 17% | 14% |
| Comments from other users | 15% | 16% | 12% |
| Social media or video network | 11% | 12% | 7% |
| An AI chatbot | 7% | 7% | 8% |
| Other | 3% | 2% | 3% |
| Don’t know | 15% | 14% | 16% |

**Table 5**. Shares of Canadian, Anglophone and Francophone respondents who would use various sources to check online news that they suspect may be false, misleading or fake, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

Respondents aged 18 to 34 are more likely than those 35 and older to use social media (23% and 7%, respectively), to consider comments from other users (21% and 13%), to use an AI chatbot (10% and 5%) or to read Wikipedia (19% and 15%) in order to do such checks. Older adults are more likely to seek a news source they trust (43% versus 35%). In addition, those 35 and older are somewhat more likely to be unsure of the sources they would use to verify the truthfulness of online news (16% versus 12%).

In terms of self-reported political orientation, respondents on the left are significantly more likely than those on the right to rely on official sources (55% and 35%, respectively), fact-checking sites (45% and 32%), sites they trust (52% and 42%) or Wikipedia (25% and 15%) when checking online news.

| Sources for fact-checking potentially misleading news online | 18-34 | 35+ | Left | Centre | Right |
|---|---|---|---|---|---|
| A news source I trust | 35% | 43% | 52% | 42% | 42% |
| Official source (e.g. government website) | 41% | 36% | 55% | 36% | 35% |
| Search engine | 35% | 36% | 41% | 37% | 41% |
| A fact-checking website | 29% | 33% | 45% | 33% | 32% |
| Somebody I know and trust personally | 21% | 21% | 23% | 21% | 26% |
| Wikipedia | 19% | 15% | 25% | 15% | 15% |
| Comments from other users | 21% | 13% | 19% | 13% | 19% |
| Social media or video network | 23% | 7% | 8% | 12% | 13% |
| An AI chatbot | 10% | 5% | 9% | 7% | 8% |
| Other | 2% | 3% | 1% | 2% | 5% |
| Don't know | 12% | 16% | 7% | 11% | 12% |

**Table 6**. Shares of Canadian respondents who use various sources to check online news that they suspect may be false, misleading or fake, by age group and self-reported political orientation, in 2025. *18-34: n=480, 35+: n=1,551; left: n=350, centre: n=1,037, right: n=315.*

Respondents who use a search engine to check potentially misleading news were asked to specify the main sources they would use, if any. Official sources are cited by almost half (49%), followed by traditional news outlets (33%), specialized websites (31%) and fact checkers (30%). When adding those who opted for alternative news media (16%), 43% of this group would turn to journalists or news outlets. Almost one in five (18%) users of search engines for fact-checking purposes would rely primarily on the information summary, generated by artificial intelligence, at the top of the search page.

Even though smaller samples limit the scope of comparisons, it can be seen that Anglophones are more likely than Francophones to turn to news media when using search engines for checking purposes. In fact, 45% of them say they would do so, versus 34% of Francophones. The information summary at the top of the search page would also be used by a larger share of Anglophones (19%) than Francophones (6%). Respondents aged 18 to 34 who would use a search engine for checking purposes are more likely than older respondents to rely on online personalities (17% and 6%, respectively) or politicians (11% and 4%), whereas those aged 35 and older in this group are more likely to use official sources (51%) than younger adults (44%).

| Sources for fact-checking potentially misleading news on a search engine | Canada | 18-34 | 35+ | Anglophones | Francophones |
|---|---|---|---|---|---|
| Official source (e.g. government website) | 49% | 44% | 51% | 49% | 54% |
| News media (total) | 43% | 40% | 43% | 45% | 34% |
| *Traditional news outlet/journalist* | *33%* | *28%* | *34%* | *36%* | *24%* |
| *Other/alternative news outlet* | *16%* | *17%* | *15%* | *15%* | *14%* |
| Specialist website or expert | 31% | 29% | 32% | 31% | 36% |
| Fact checker | 30% | 32% | 29% | 31% | 24% |
| Wikipedia | 21% | 21% | 21% | 22% | 17% |
| The summary of information at the top of the search page | 18% | 21% | 16% | 19% | 6% |
| Online influencer/personality | 8% | 17% | 6% | 9% | 5% |
| Politician | 6% | 11% | 4% | 6% | 4% |
| Other | 8% | 12% | 7% | 9% | 4% |
| Don't know | 9% | 5% | 10% | 8% | 10% |

**Table 7**. Shares of Canadian, Anglophone and Francophone respondents and shares of respondents aged 18-34 and 35 and older who would use various sources to check, with a search engine, information they suspect may be false, misleading or fake, in 2025. *Base: Respondents who would use a search engine to check online news they think may be false, misleading or fake. Canada: n=441, 18-34: n=101, 35+: n=340; Anglophones: n=367; Francophones: n=175.*

Among those who would use social media to check online news they suspect might be wrong, a majority would rely on journalists or news outlets (56%, a result that combines traditional and alternative media and journalists alike), and 44% would use an official source. Finally, about a third of respondents in this group would consult a fact checker (35%) or a subject expert (33%).[10]

[10] The small sample limits the scope of the results and prevents further cross-referencing.

| Sources for fact-checking potentially misleading news on social media | Canada |
|---|---|
| News media (total) | 56% |
| *Traditional news outlet/journalist* | *36%* |
| *Other/alternative news outlet* | *29%* |
| Official source (e.g. government source) | 44% |
| Fact checker | 35% |
| Subject expert | 33% |
| Wikipedia | 26% |
| Online influencer/personality | 22% |
| Politician | 22% |
| Other | 8% |
| Don’t know | 5% |

**Table 8**. Shares of Canadian respondents who would use various sources on social media or a video network to check online news they suspect is false, misleading or fake, in 2025. *Base: Respondents who would use social media or a video network to check misleading news online. Canada: n=126.*

## 1.5 Information skills

One out of five Canadian respondents (20%) have at some point in the past received training on how to use the news. Nearly a quarter of Anglophones (23%) say they have received such training, whereas this is the case for 14% of Francophones, a difference of 9 pp.

With issues related to information literacy having been widely discussed in recent years, it’s not surprising that young adults are much more likely to have received such training than older respondents. This is the case for a majority (53%) of French-speaking respondents aged 18 to 24, a share that decreases to 18% for 25 to 34-year-olds and 11% for those aged 35 to 44 and 45 to 54. Finally, less than 10% of Francophones aged 55 and older say they have received such training.

A similar phenomenon is seen among Anglophones, but the slope is less steep from one age group to the next: 44% of those aged 18 to 24 say they have received training on how to use the news, while this is the case for 36% of those 25 to 34, a quarter (25%) of those 35 to 44 and 22% of those 45 to 54. Finally, around 10% of older respondents received such a training.

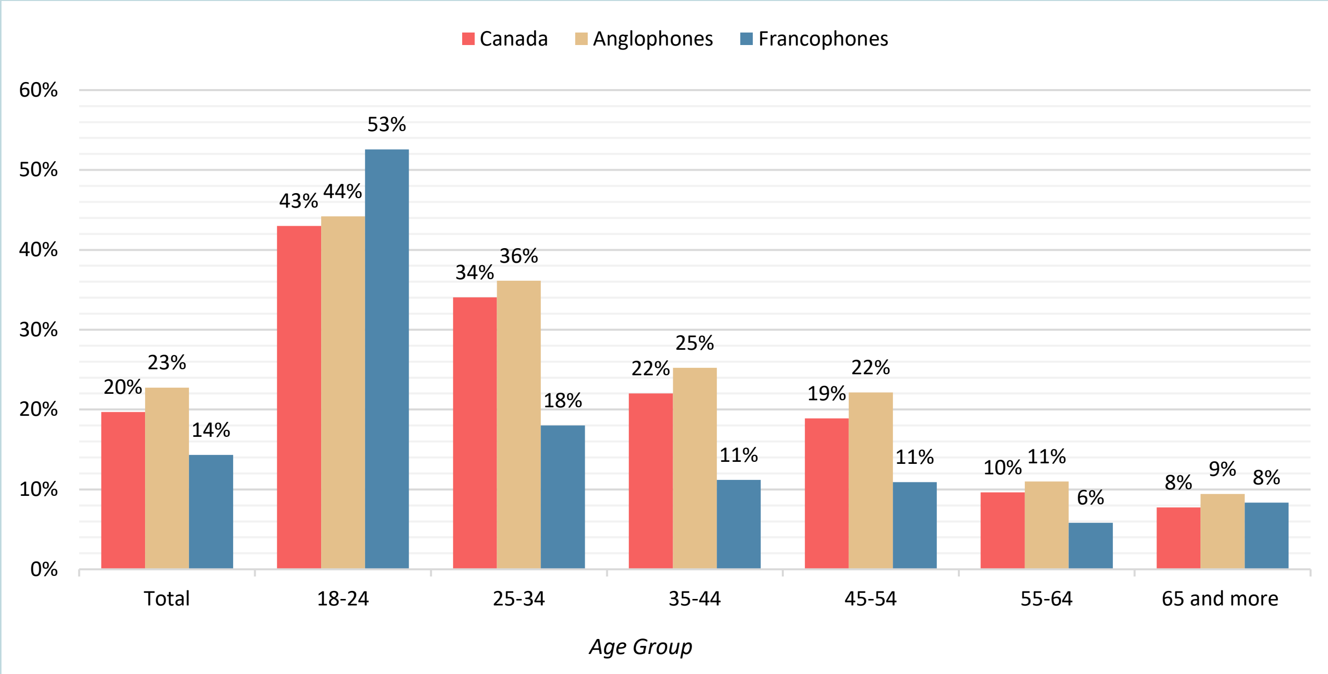



**Figure 2**. Shares of Canadian, Anglophone and Francophone respondents of various age groups who say they have received education or training on how to use news, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1022; 18-24: n=182 (C), 156 (A), 84 (F); 25-34: n=298 (C), 269 (A), 146 (F); 35-44: n=351 (C), 290 (A), 163 (F); 45-54: n=317 (C), 243 (A), 169 (F); 55-64: n=388 (C), 284 (A), 215 (F); 65+: n=495 (C), 360 (A), 245 (F).*

# 1.6 Removal of offensive content by social media platforms

Canadian respondents are divided on the issue of how social media platforms address harmful or offensive content: 30% say they don't remove enough content, 21% think they remove the right amount and 20% feel they remove too much. Finally, 29% of respondents have no opinion on the matter.

That said, Francophones are much more likely than Anglophones to think those platforms don't remove enough harmful or offensive content. This is the case for 39% of Francophones, a difference of 12 pp versus Anglophones (27%). Conversely, a larger proportion of Anglophones (22%) than Francophones (15%) find that too much content is removed or, in roughly the same proportions, that the right amount of content is removed (22% of Anglophones and 16% of Francophones).

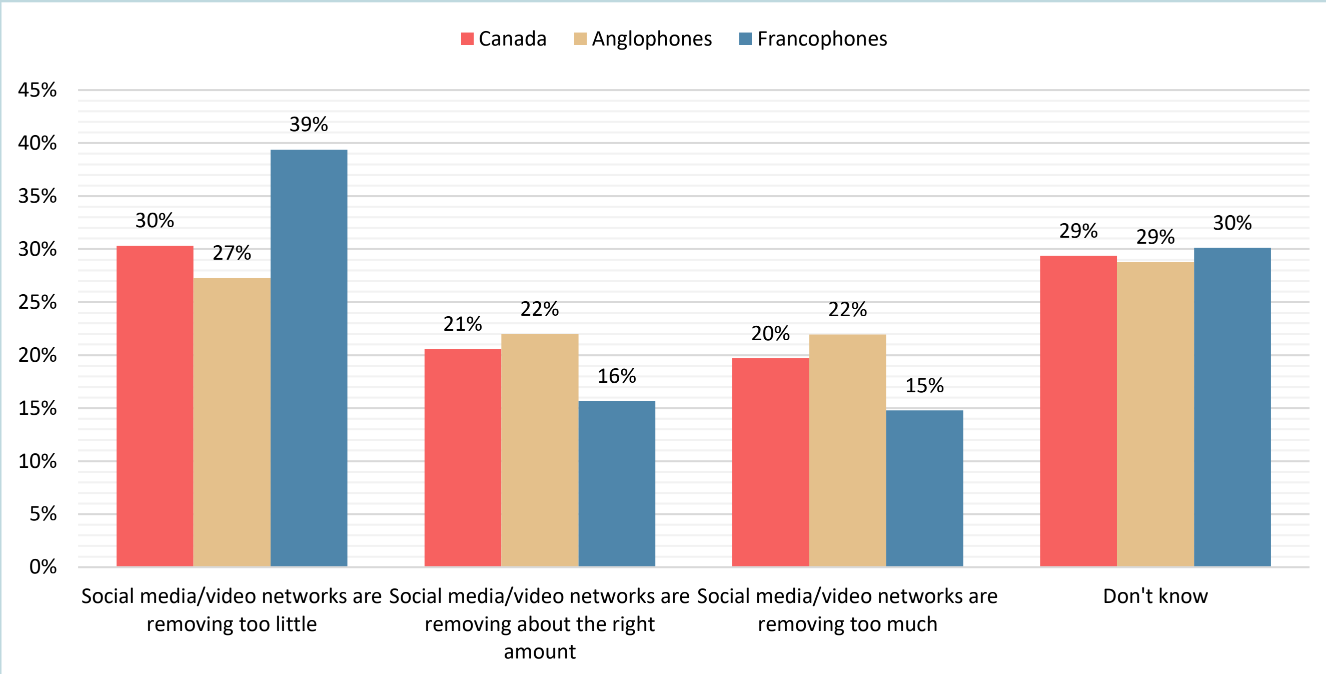



**Figure 3**. Breakdown of the views of Canadian, Anglophone and Francophone respondents on the quantity of content deemed harmful of offensive that is removed from social media and online video networks, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

A higher proportion of respondents aged 18 to 34 (35%, versus 16% of those aged 35 and older) think social media remove an appropriate amount of offensive content. Those aged 18 to 34 are also less likely to think platforms don't do enough (26% versus 32%) or to have no opinion on the issue (19% versus 33%).

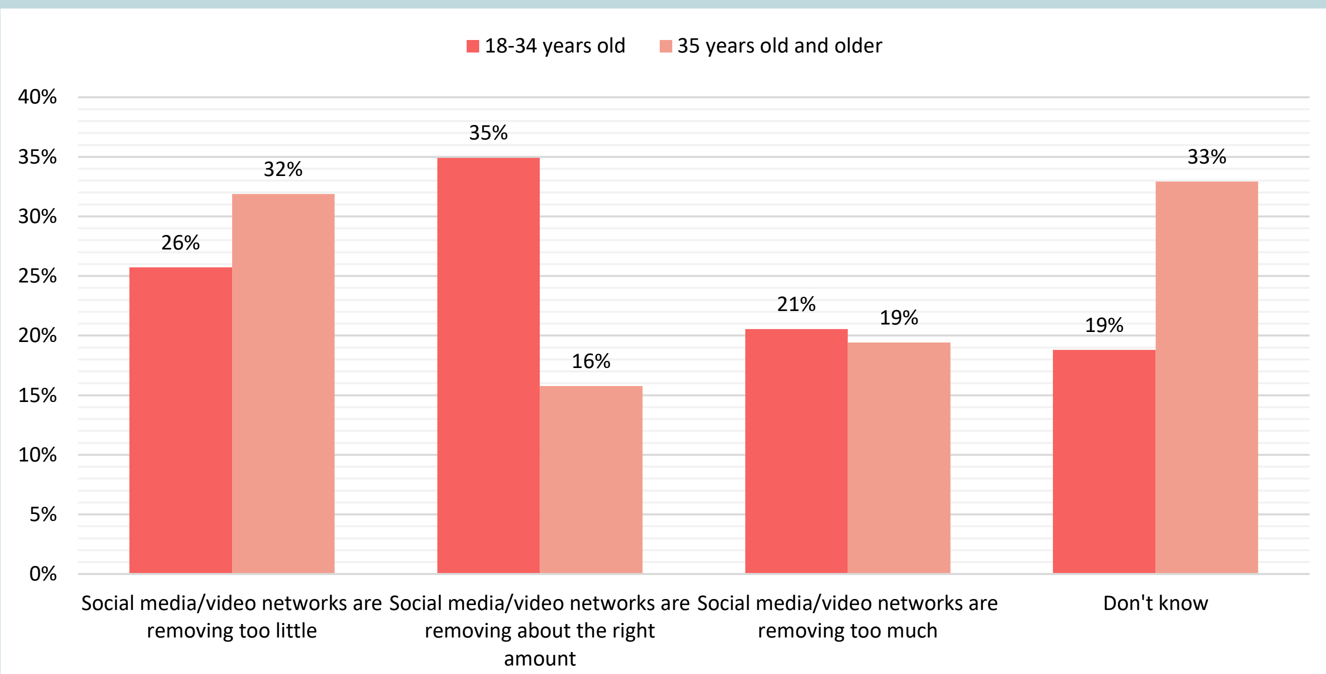



**Figure 4**. Breakdown of the views of Canadian respondents aged 18 to 34 and 35 and older on the quantity of content deemed harmful of offensive that is removed from social media and online video networks, in 2025. *18-34: n=480; 35+: n=1,551.*

Finally, people who identify as being on the left (42%) and in the centre (34%) of the political spectrum are more likely to think social media don't remove enough offensive content than those on the right (20%). In contrast, 37% of right-leaning Canadian respondents think they remove too much content from their platforms, while 14% of those on the left and 19% of those in the centre share this opinion. Those trends related to respondents' age and self-reported political orientation are seen among both Anglophones and Francophones.

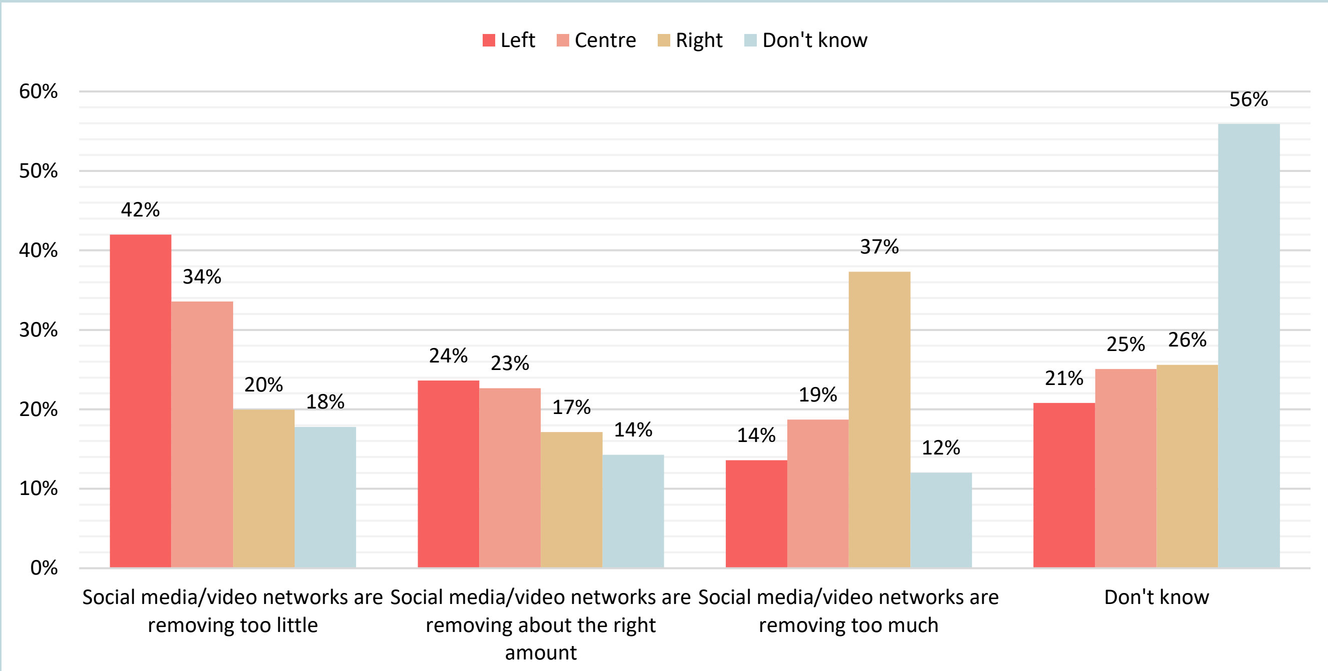
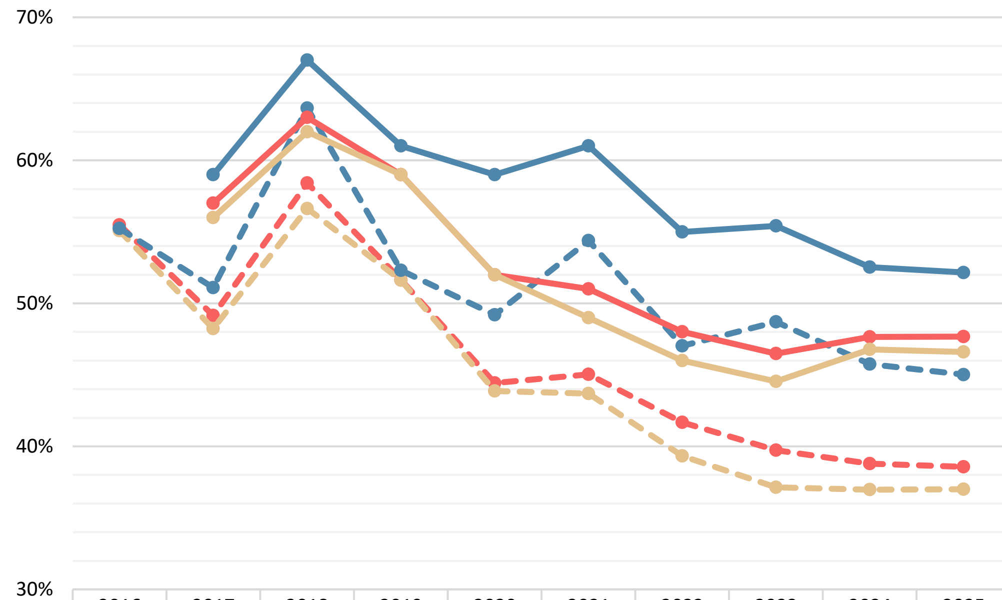



**Figure 5**. Breakdown of the views of Canadian respondents of various self-reported political orientations on the quantity of content deemed harmful or offensive that is removed from social media and online video networks, in 2025. *Left: n=350; Centre: n=1,037; Right: n=315; Don't know: n=329.*

## 1.7 Trust and interest in news

Even though Canadians' trust in news appears to have held steady from 2024 to 2025, it is still at the lowest level since Canada was included in the Digital News Report survey in 2016. This year, 39% of Canadians say they trust "most of the news most of the time", unchanged from 2024, but a 19 pp drop from the peak recorded in 2018 (58%). Francophones (45%, a decrease of 1 pp versus 2024) are more likely to trust most news than Anglophone (37%, for the third consecutive year). For both language groups, these are also the lowest figures thus far.

As in previous years, trust in most news personally accessed is higher than in most news: 48% of Canadians trust the news they choose to consume, 9 pp more than for news in general (39%). A majority of Francophones (52%) say they trust the news they choose to consume, whereas this is the case for 47% of Anglophones.




| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| Trust most news: | | | | | | | | | | |
| Canada | 55% | 49% | 58% | 52% | 44% | 45% | 42% | 40% | 39% | 39% |
| Anglophones | 55% | 48% | 57% | 52% | 44% | 44% | 39% | 37% | 37% | 37% |
| Francophones | 55% | 51% | 64% | 52% | 49% | 54% | 47% | 49% | 46% | 45% |
| Trust most news they consume: | | | | | | | | | | |
| Canada | | 57% | 63% | 59% | 52% | 51% | 48% | 46% | 48% | 48% |
| Anglophones | | 56% | 62% | 59% | 52% | 49% | 46% | 45% | 47% | 47% |
| Francophones | | 59% | 67% | 61% | 59% | 61% | 55% | 55% | 53% | 52% |

**Figure 6**. Shares of Canadian, Anglophone and Francophone respondents who trust most news most of the time, 2016 to 2025, and most of the news they choose to consume, 2017 to 2025. *For both questions, in 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

The share of respondents interested in news continues to increase gradually after a significant decline in 2023. This year, 83% of Canadians surveyed said they were interested in news, an increase of 3 pp from 2023 and 1 pp from 2024. In contrast to the findings on trust in news, Anglophones (84%) are slightly more likely to be interested in news than Francophones (81%) from one year to the next. The changes observed for the two groups since 2023 follow the trend for the country as a whole.

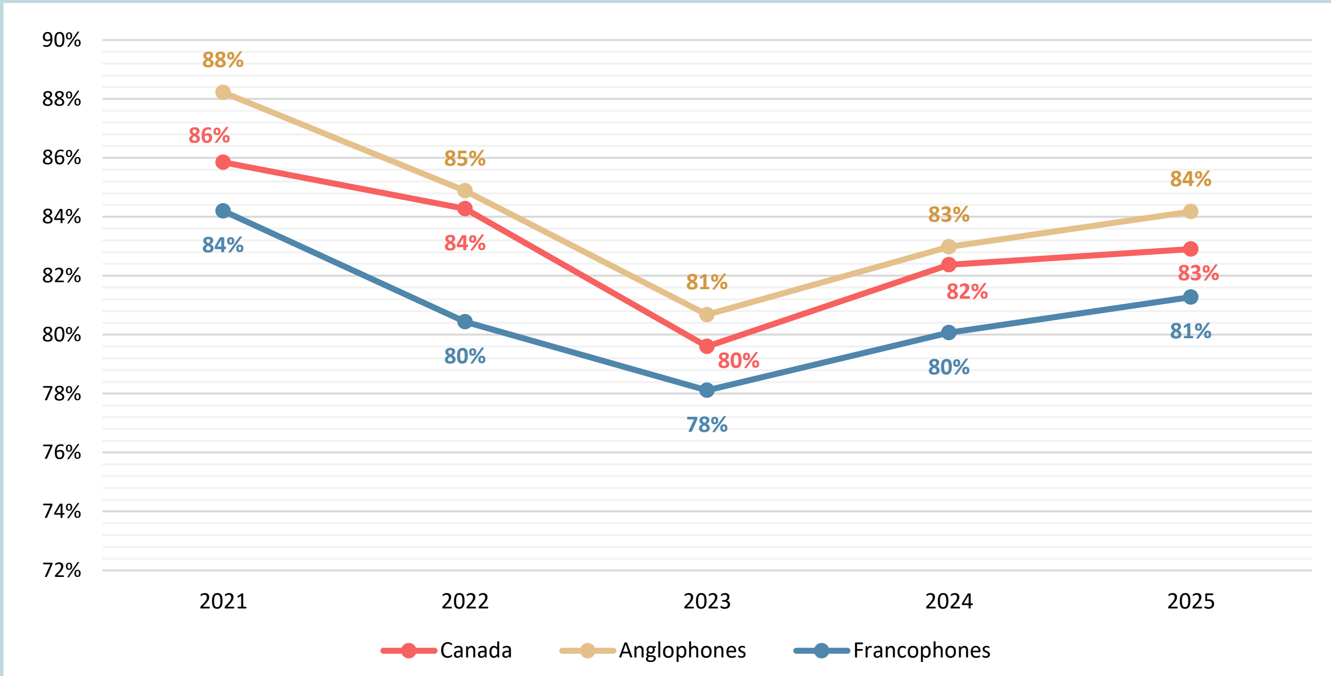



**Figure 7**. Shares of Canadian, Anglophone and Francophone respondents who are interested in news, 2021 to 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022. Interested=somewhat, very, extremely.*

When we cross-reference the data on trust and interest in news, we observe that Canadian respondents with both low trust and low or moderate interest[11] in news represent 30% of respondents in 2021 and 39% of them in 2025, a 9 pp increase. This increase comes mainly at the expense of people who both trust and are very interested in news, who went from 30% to 23% of respondents. Thus, even though the two groups were represented in the same proportions in 2021, a gap of 16 pp separates them in 2025. The other two categories, namely people with low trust but high interest and those with high trust but low interest, represent 22% and 16% of respondents, respectively, proportions similar to those observed in 2021.

[11] Not at all interested, not very interested and somewhat interested.

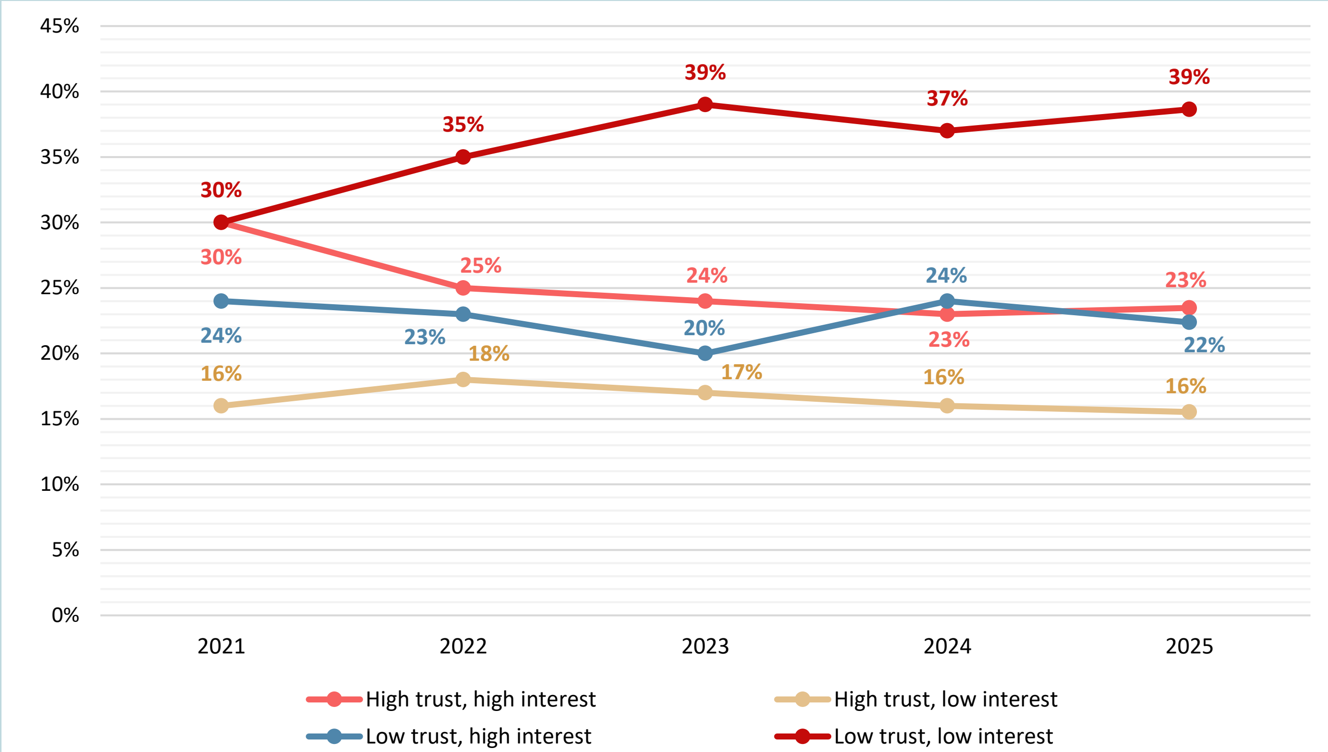



**Figure 8**. Breakdown of Canadian respondents by their level of trust and interest in news, 2021 to 2025. *In 2025, n=1,995.*

The makeup of the Anglophone and Francophone groups differs (figure 9 and 10). For Anglophones, the results are about the same as those observed for the country as a whole. But, from one year to the next, Francophones are proportionally less likely to not trust the news yet be very interested in it. Even so, the gap with Anglophones has narrowed sharply since 2021, going from 13 pp to 4 pp in 2025. For the first time among Francophones, the proportion of respondents who have a low level of trust in news but a high level of interest (20%) exceeds that of respondents who have a high level of trust but a low or moderate level of interest in news (19%).

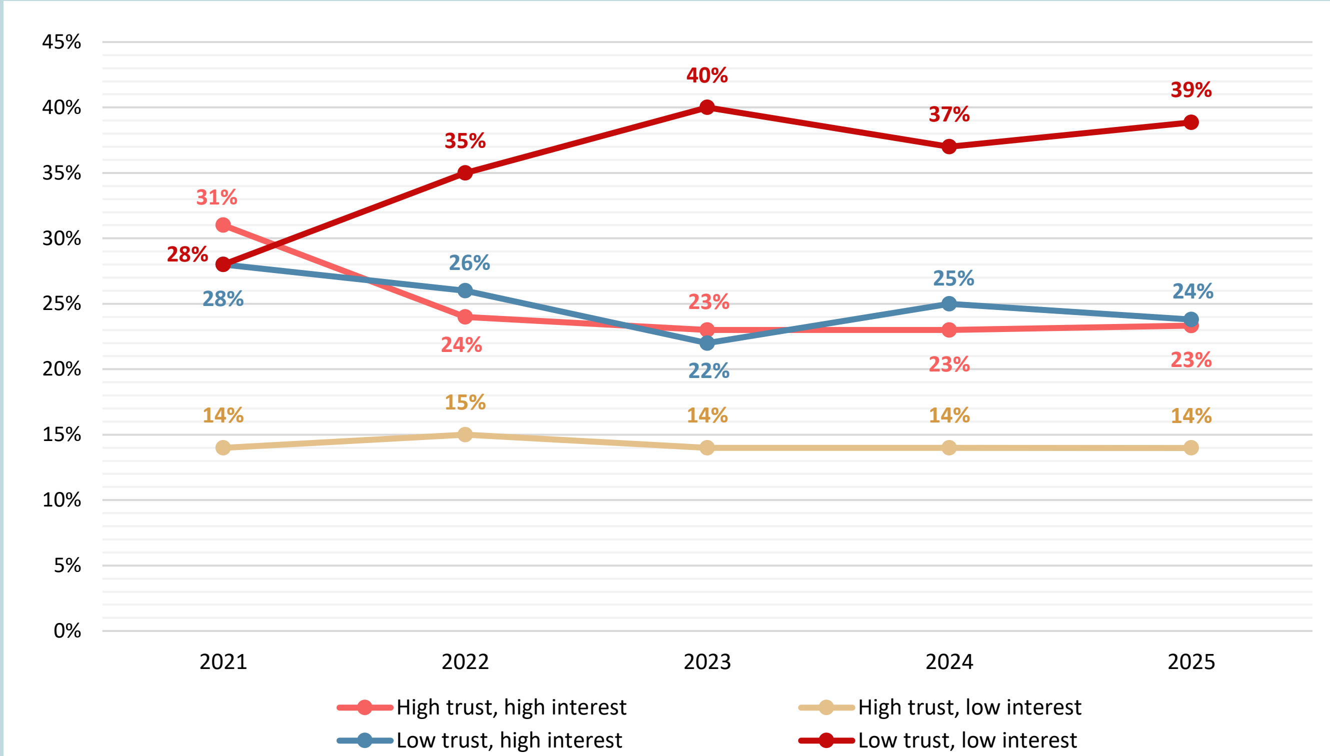



**Figure 9**. Breakdown of Anglophone respondents by their level of trust and interest in news, 2021 to 2025. *In 2025, n=1,577.*

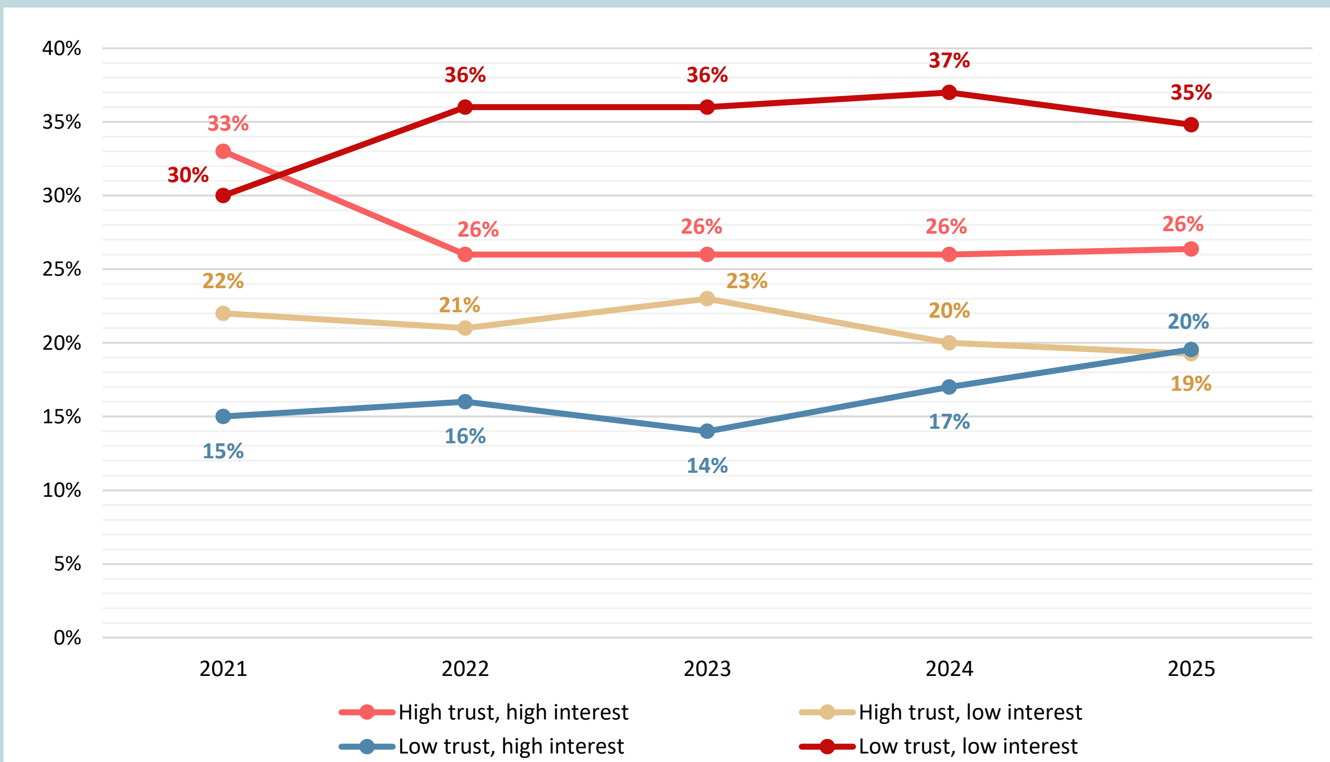



**Figure 10**. Breakdown of Francophone respondents by their level of trust and interest in news, 2021 to 2025. *In 2025, n=1,005.*

The results also vary by age. In fact, although the "low trust and low or moderate interest" category represents the largest share of respondents in Canada for both those aged 18 to 34 and those aged 35 and older, this proportion is higher among the youngest (46% versus 36%). Similar trends can be seen for Anglophones and Francophones alike.

## 1.8 News avoidance

There was little change in the news-avoidance practices of Canadian respondents from 2024 to 2025. In both surveys, 69% of respondents said they had voluntarily restricted their access to news at least occasionally in the recent past. The results for Anglophones (71% in 2024 and 70% in 2025) and for Francophones (62% in 2024 and 2025) are stable over time. From year to year, news avoidance tends to be a more common behaviour among Anglophones than among Francophones.

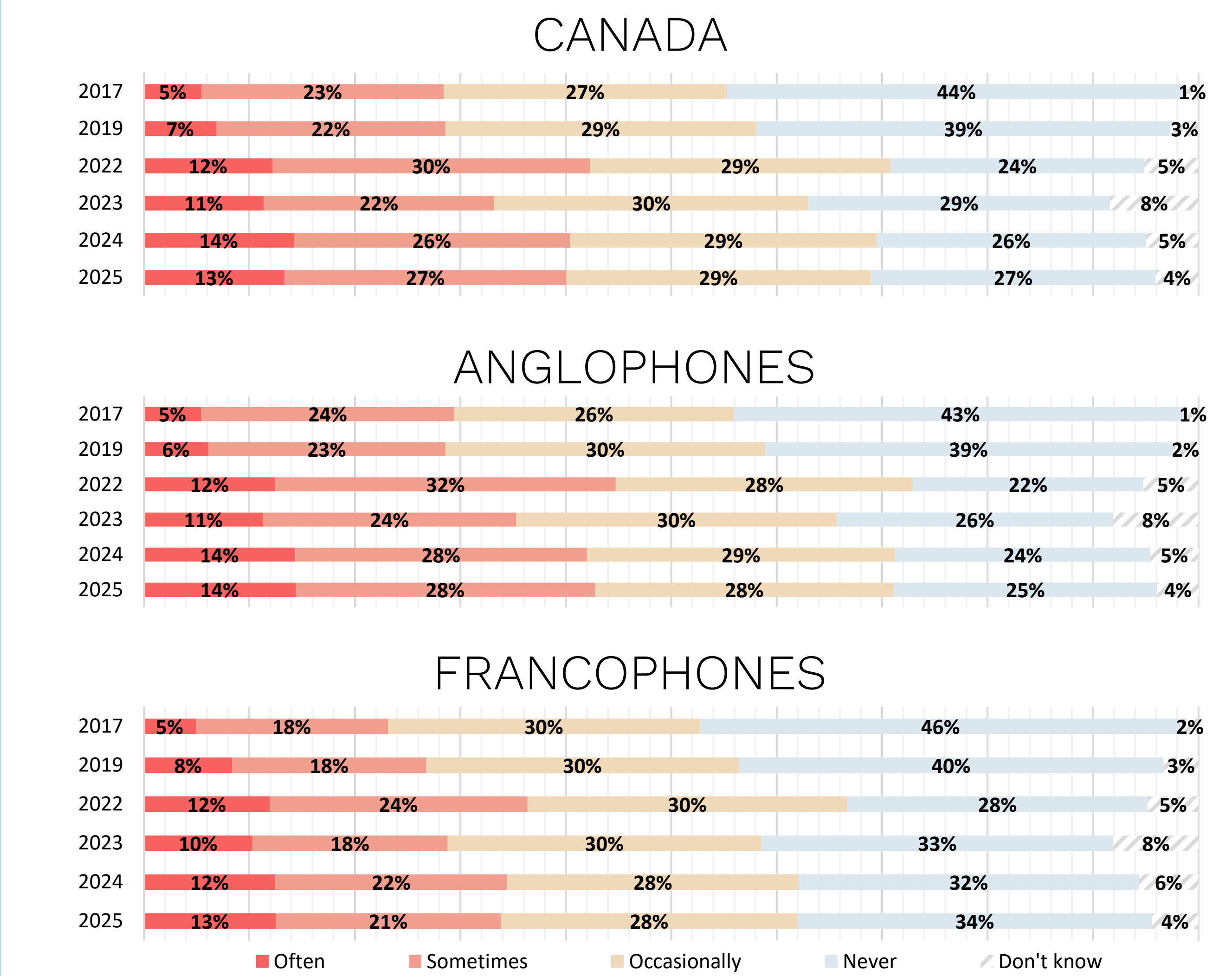



**Figure 11**. Breakdown of answers to the question: "Do you find yourself actively trying to avoid news these days?" in 2017, 2019, 2022, 2023, 2024 and 2025 for Canadian, Anglophone and Francophone respondents. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

*Note: The question was not asked in 2018, 2020 and 2021.*

When respondents who avoid the news were asked why they do so, a majority of Canadians (51%) and a majority of Anglophones (52%) cited the potential negative effect on their mood. It is also the reason most cited by Francophones, although to a lesser degree (44%). Other widely cited reasons are being worn out by the amount of news available (35%), excessive coverage of politics (34%), the perceived untrustworthy or biased nature of news (30%) and excessive coverage of wars and conflicts (29%).

Francophones are much less likely to justify avoidance of news by its potentially untrustworthy or biased nature. A third (33%) of Anglophone respondents who avoid news cite this reason, but only 18% of Francophones. Anglophones are also more likely than Francophones to say they are worn out by the amount of news available (37% and 28%, respectively), to consider political coverage excessive (34% and 29%), to think news isn't useful (23% and 17%) or to want to avoid arguments (17% and 11%).

| Reasons to avoid the news | Canada | Anglophones | Francophones |
|---|---|---|---|
| The news has a negative effect on my mood | 51% | 52% | 44% |
| I am worn out by the amount of news there is these days | 35% | 37% | 28% |
| There is too much coverage of politics | 34% | 34% | 29% |
| The news is untrustworthy or biased | 30% | 33% | 18% |
| There is too much coverage of wars and conflicts | 29% | 28% | 28% |
| I don't feel there is anything I can do with the information | 23% | 23% | 17% |
| It doesn't seem relevant to my life | 18% | 17% | 20% |
| It leads to arguments I'd rather avoid | 16% | 17% | 11% |
| The news is hard to follow or understand | 8% | 8% | 9% |
| Other | 6% | 6% | 5% |

**Table 9**. Shares of Canadian, Anglophone and Francophone respondents citing various reasons to avoid the news, in 2025. *Base: Respondents who actively avoid news at least occasionally. Canada: n=1,396; Anglophones: n=1,139; Francophones: n=626.*

# 2. Artificial intelligence and algorithms

## 2.1 News produced by AI

Perceptions of the use of artificial intelligence (AI) for news production changed little in Canada from 2024 to 2025. In the same proportion as in 2024, a majority of respondents (52%) say they are uncomfortable with the use of news produced mainly by AI with some human oversight. About a quarter (24%) say they are rather neutral about such news, while a minority of respondents (17%) say they are comfortable with the idea.

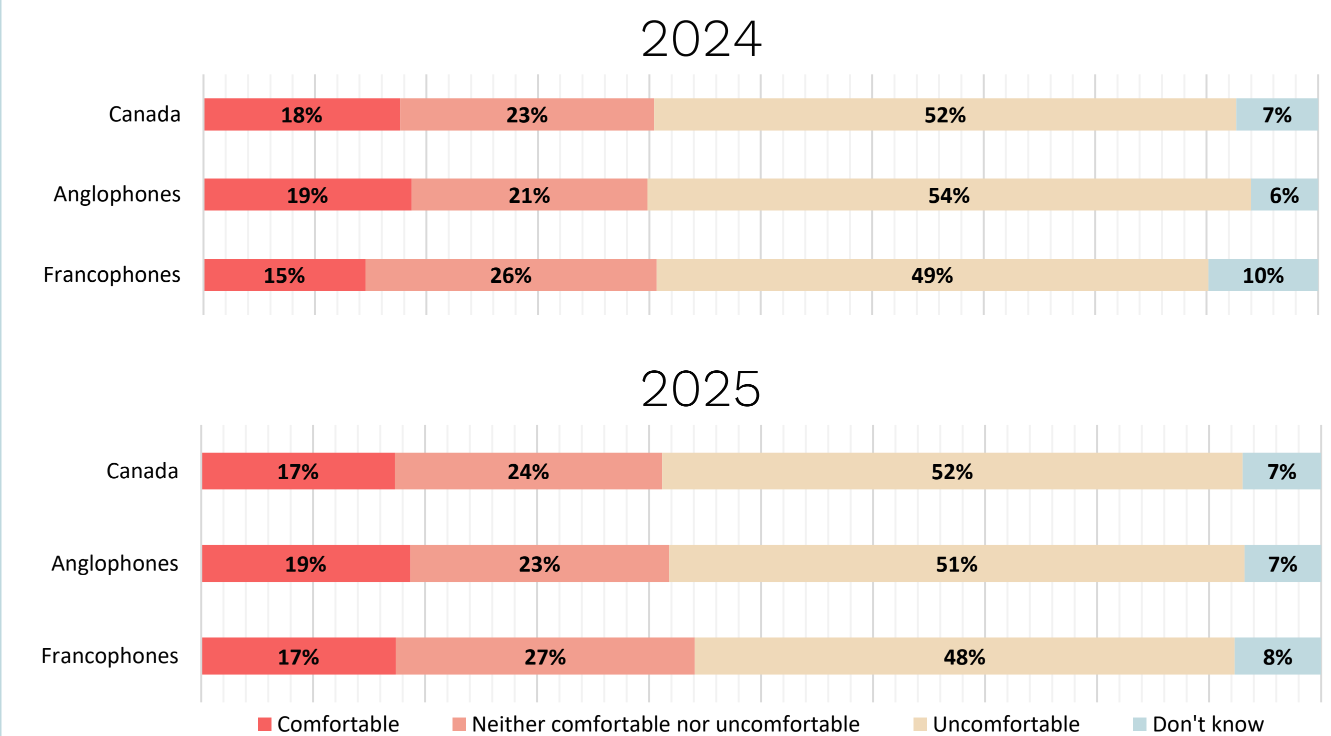



**Figure 12**. Breakdown of Canadian, Anglophone and Francophone respondents according to their answer to the following question: "In general, how comfortable or uncomfortable are you with using news produced by artificial intelligence with some human oversight?" in 2024 and 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

Canadian respondents are more open to using news produced by humans with assistance from AI, although a majority are not yet in favour of it. Only 37% of say they are comfortable with the idea of using it, versus 27% who say they are not. The results are similar for Anglophones, with 40% of respondents in this group saying they are comfortable with its use, but 25% saying they are not. As for French-speaking respondents, they are more divided: 29% are comfortable with such use, 31% say they are uncomfortable and 33% are neither comfortable nor uncomfortable. Even so, at 31%, Francophones are less uncomfortable with the concept of news produced by a journalist with the help of AI than they were in 2024 (34%, a difference of 3 pp).

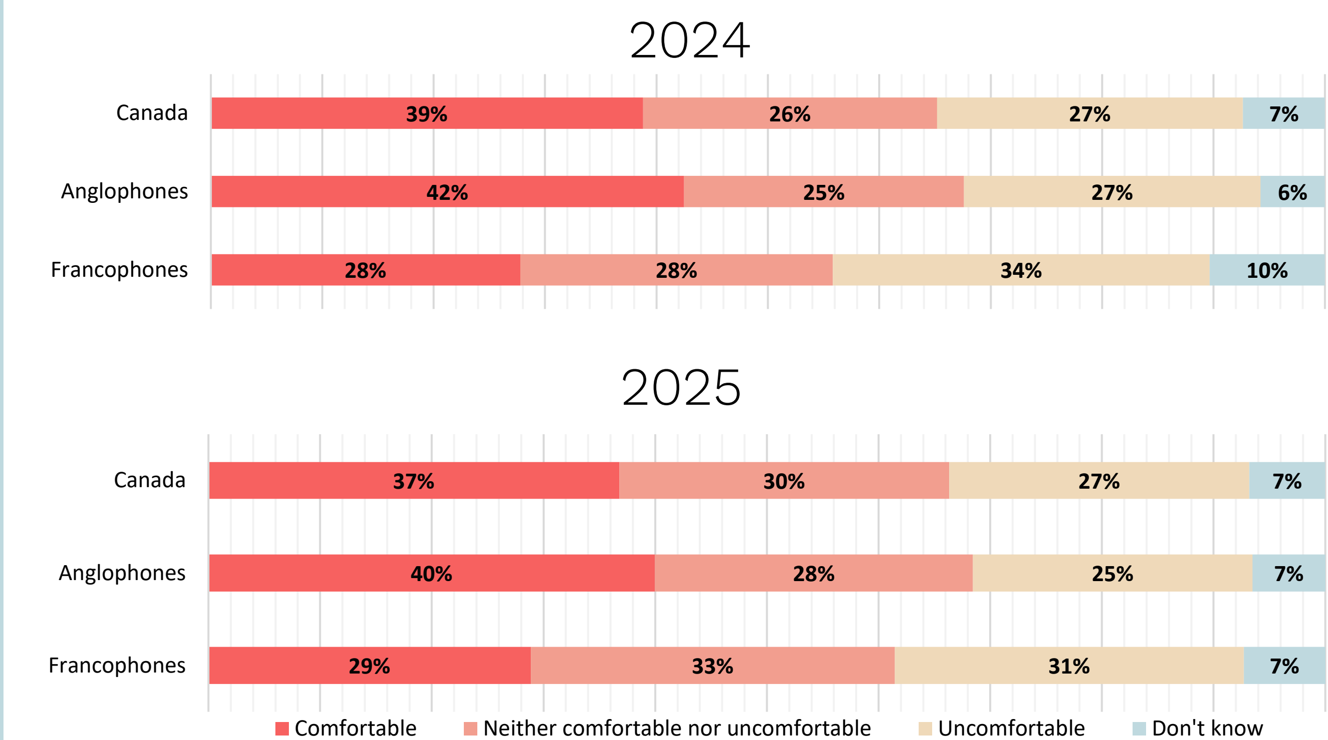



**Figure 13**. Breakdown of Canadian, Anglophone and Francophone respondents by their answer to the following question: "In general, how comfortable or uncomfortable are you with using news produced by a human journalist with some help from artificial intelligence?" in 2024 and 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

Canadian respondents to the DNR survey were also asked in 2025 for their perceptions of news generated mainly by artificial intelligence but with some human oversight versus news produced entirely by human journalists. They are much more likely to think news produced by AI is cheaper to make (41%) than they are to think it is more expensive (15%). They are also much more likely to think such news is more up-to-date (30%) than they are to think the opposite (17%). The share of respondents who think AI-produced news is easier to understand is the same as that of respondents who think it is less so (23%). In addition, respondents are more likely to think news produced by AI is less biased than that produced by humans (28%) than to think the opposite (21%). Similar findings apply to its accuracy (19% of respondents think it is more accurate, 33% think it is less so), transparency (17% think it is more transparent, 33% think it is less so) and its trustworthiness (15% think it is more trustworthy, 39% less so). In all cases, significant portions of survey participants chose "neither more nor less".

Even though the overall trends are similar for the two language groups, Francophone respondents are more likely to be neutral on these matters. Even so, there is a difference of 13 pp between the share of Anglophone respondents who think news produced by AI is cheaper (45%) and the share of Francophones (32%) who agree with this statement. A higher proportion of Francophones choose "neither more nor less" (37%, versus 25% of Anglophones).

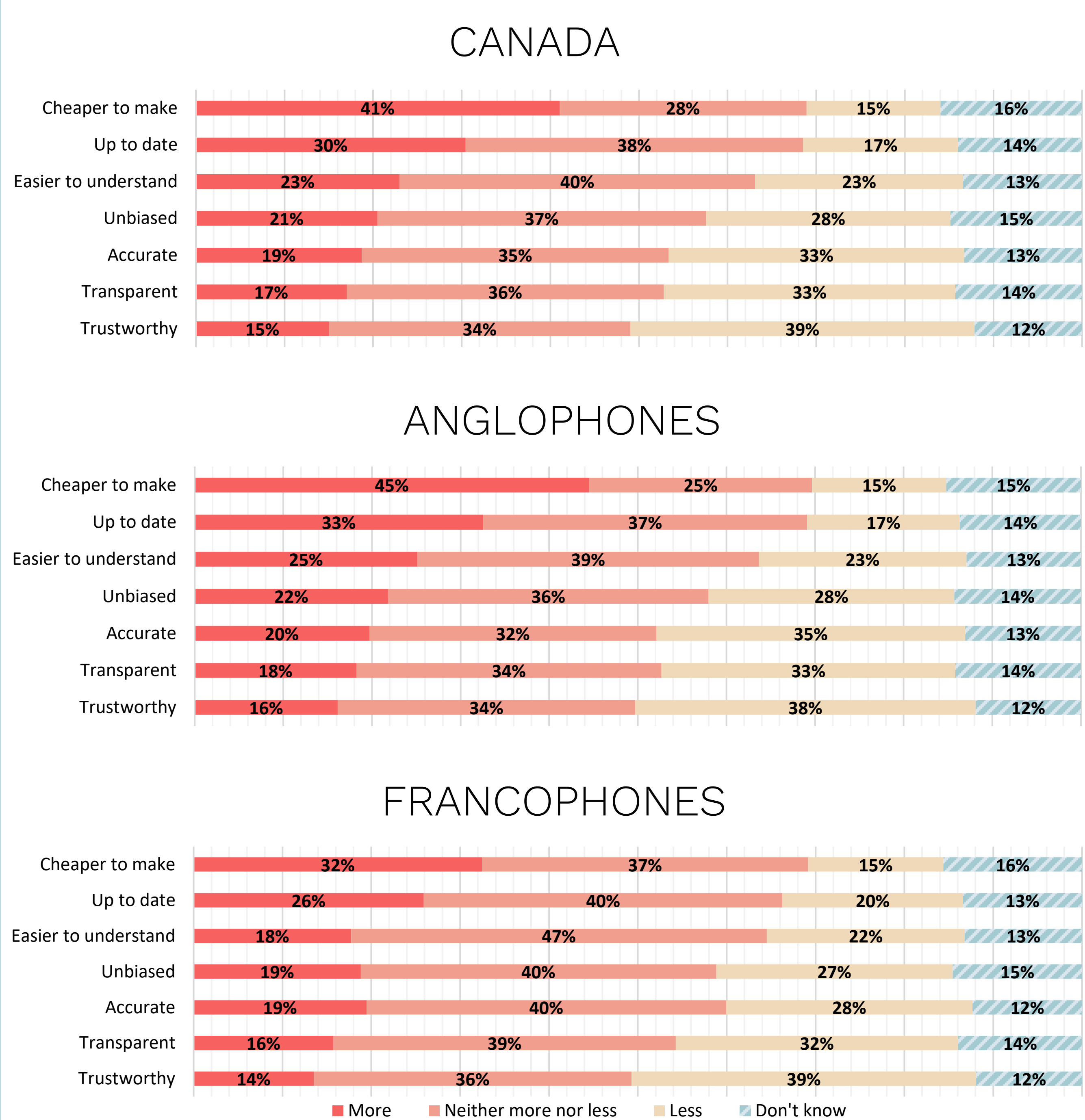



**Figure 14**. Breakdown of Canadian, Anglophone and Francophone respondents by their answer to the following question: “In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist?”, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

Respondents aged 18 to 34 are much more likely than those aged 35 and older to consider news produced by AI with some human oversight to be superior to news produced by humans, regardless of the aspect considered. But they are still somewhat less inclined to find it more trustworthy (28%) than that produced by humans than they are to think the opposite (34%).

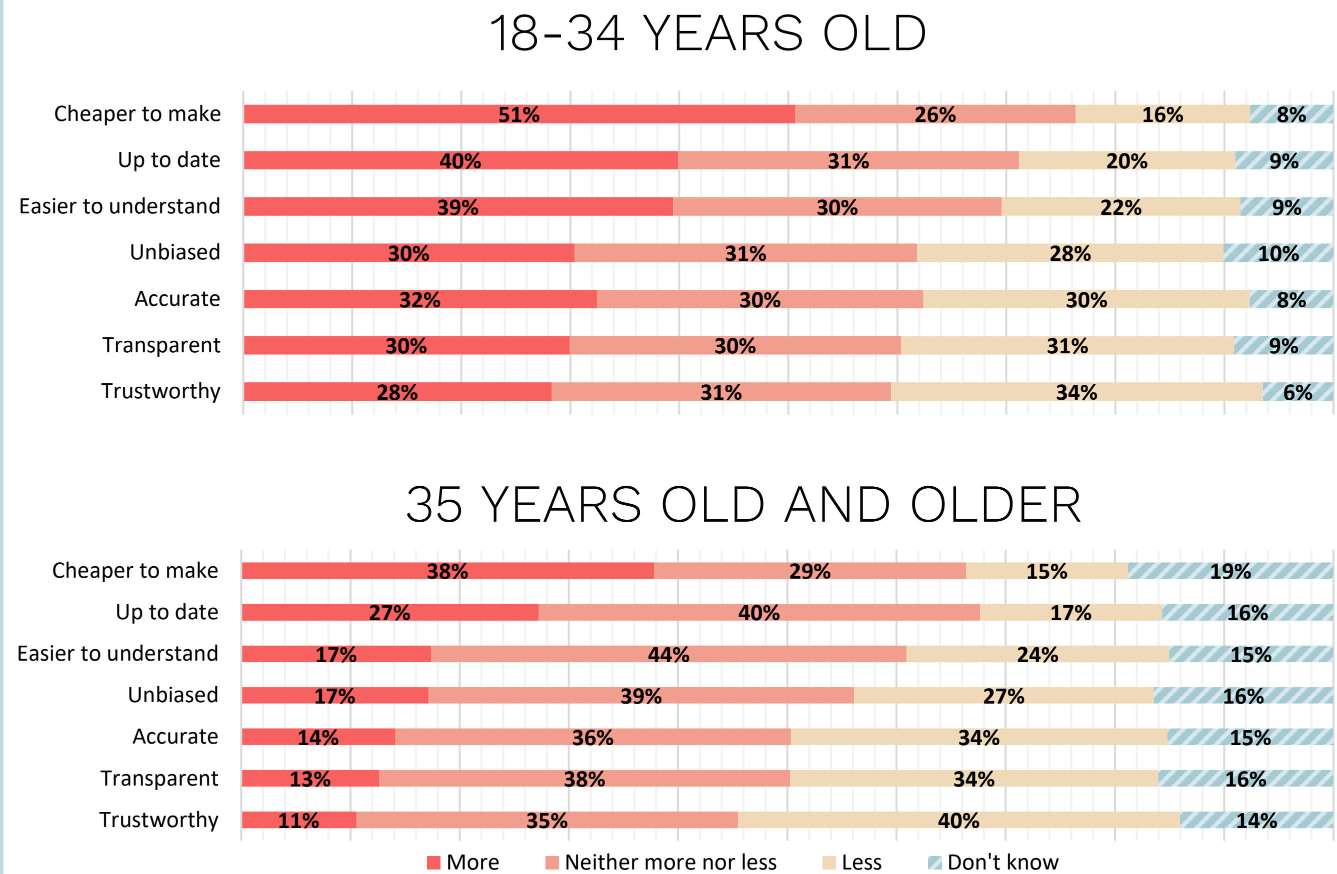



**Figure 15**. Breakdown of respondents aged 18 to 34 and 35 and older by their answer to the following question: "In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist?", in 2025. *18-34: n=480; 35+: n=1,551.*

Canadian respondents were also asked about their interest in various ways in which AI could adapt news content to their needs. About 45% of them would not use any of the options proposed in the questionnaire or do not know whether they would, with similar proportions among Anglophones (44%) and Francophones (45%). The most frequently cited uses, but still by less than a quarter of respondents, are production of summarized versions of news articles (24%), translations of news articles (19%), story recommendations or news alerts based on their interests (19%) or a customized news homepage with news based on their interests (19%). Summarized versions of news articles are of interest to a greater proportion of Anglophones (26%) than Francophones (20%). Among Francophones, the four suggested uses listed in this paragraph attract similar shares of respondents, namely 20% or 19%.

| AI options to adapt news content to people's individual needs | Canada | Anglophones | Francophones |
|---|---|---|---|
| Summarized (e.g. bullet point) versions of news articles that are quicker to read | 24% | 26% | 20% |
| News articles translated from another language into your own native language | 19% | 20% | 20% |
| Story recommendations or news alerts based on your interests | 19% | 20% | 20% |
| A customized news homepage that shows articles based on your interests | 18% | 19% | 19% |
| An AI chatbot that answers questions about the news | 13% | 15% | 11% |
| News articles where the language can be modified for different reading levels (e.g. using vocabulary that is more or less advanced) | 13% | 14% | 11% |
| News articles that are converted from text into audio (or from audio into text) | 12% | 12% | 11% |
| News articles that are converted from text into video (or video into text) | 11% | 12% | 13% |
| None of these | 29% | 29% | 27% |
| Don't know | 16% | 15% | 18% |

**Table 10**. Shares of Canadian, Anglophone and Francophone respondents who are interested in using various AI options to better adapt news content to people's individual needs, in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

## 2.2 Algorithms

Generally speaking, Canadian survey participants, whether Anglophone or Francophone, report being comfortable using websites and apps that automatically select content based on their preferences, regardless of content type. This is especially the case for the weather, with a majority of Canadian (58%), Anglophone (57%) and Francophone (62%) respondents saying they are comfortable with the idea. This is less the case for sports-related content, with only 35% of Canadian respondents saying they are comfortable. As for news content in general, 41% of respondents (39% of Anglophones and 49% of Francophones) are comfortable with automated personalized selection, but 20% (22% of Anglophones and 12% of Francophones) are not. These results are slightly lower than those for music and online TV shows and movies (45% of respondents are comfortable in both cases) but higher than those for automated selection of social media content and video feeds (37% of respondents are comfortable). As for Francophones, music and online TV shows and movies generate results that are more or less identical to those for news, with about half saying they are comfortable with sites and applications that automatically select content according to their personal preferences.

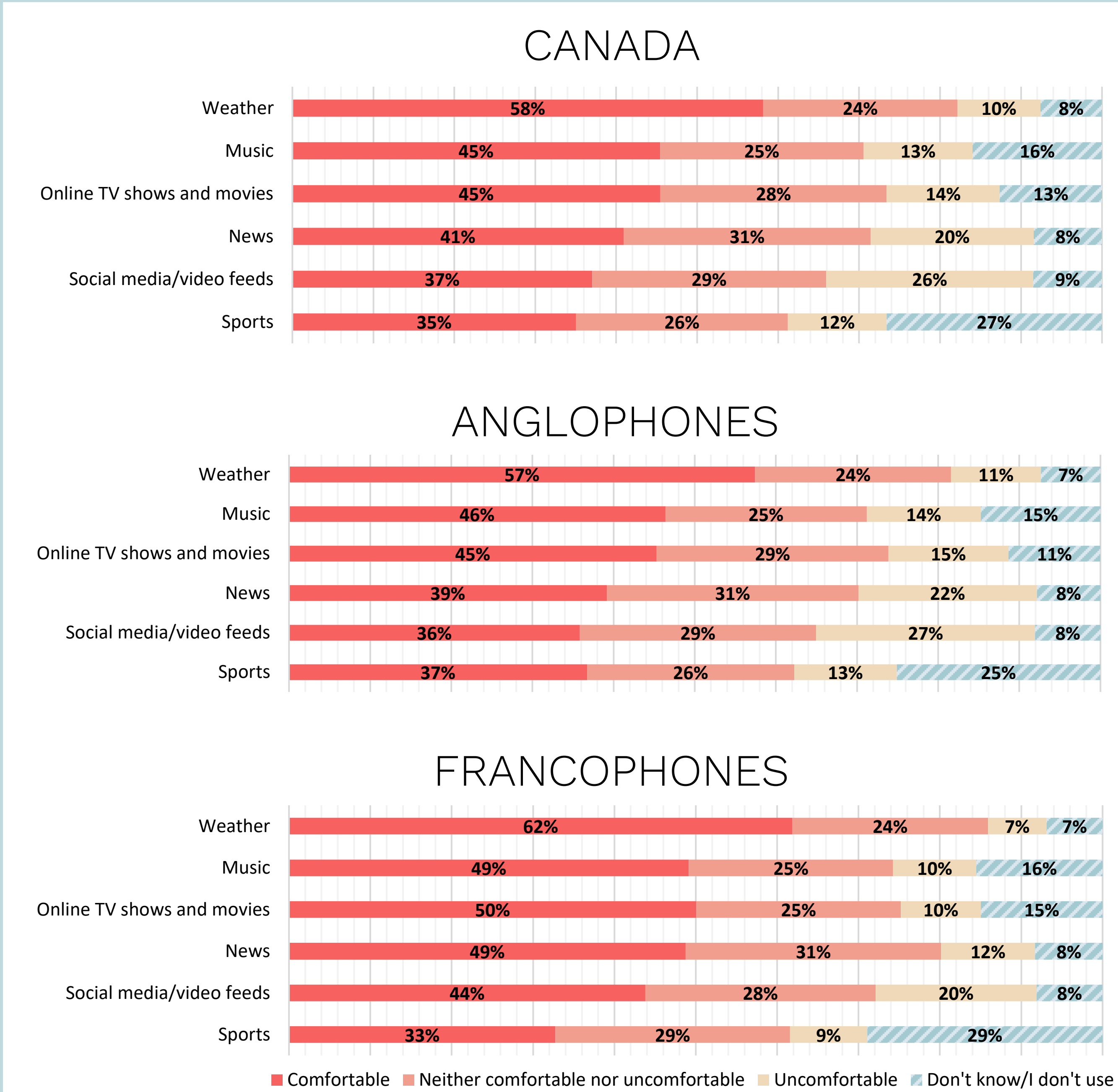



**Figure 16**. Breakdown of Canadian, Anglophone and Francophone respondents by their answer to the following question: "How comfortable or uncomfortable do you feel with using websites and apps where content has been automatically selected for you based on your previous preferences (i.e. highly personalized) when it comes to each of the following?", in 2025. *Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

# 3. Medias and devices

## 3.1 News sources

Since 2016, the main sources of news used by Canadian respondents have remained the same. At 40%, television remains the main source of news in the week preceding the survey for the largest share of Canadian respondents. It has had a similar score since 2020. News sites and apps follow, with a share of 26%. Even so, this is their lowest score since 2019, and the decrease is 4 pp versus 2024. It should be noted that the proportion of respondents for whom news sites and apps are the main source is now only slightly higher than that of respondents who choose social media. The gap, which was 6 pp in 2024, decreased to 3 pp in 2025. Social media are the main source of news for about a quarter of respondents (23%), even though news media have been blocked on Facebook and Instagram in Canada since August 2023.

Social media are the most cited source among younger adults: 40% of Canadians aged 18 to 34 say they get their news primarily in this way, versus 18% of those aged 35 and older. The shares of respondents who get their information mainly from radio (4% in 2025) and print media (3% in 2025) have fluctuated between 3% and 5% since 2021. Finally, the Digital News Report added two new potential sources to its 2025 questionnaire: podcasts and chatbots powered by generative artificial intelligence. Podcasts obtain a similar result to those of newspapers and magazines: 3% of participants in the Canadian survey make them their main source of news. As for AI chatbots, 1% of respondents in Canada cited them as their main source of news in the week preceding the survey, but 6% say they used them for news during that week.

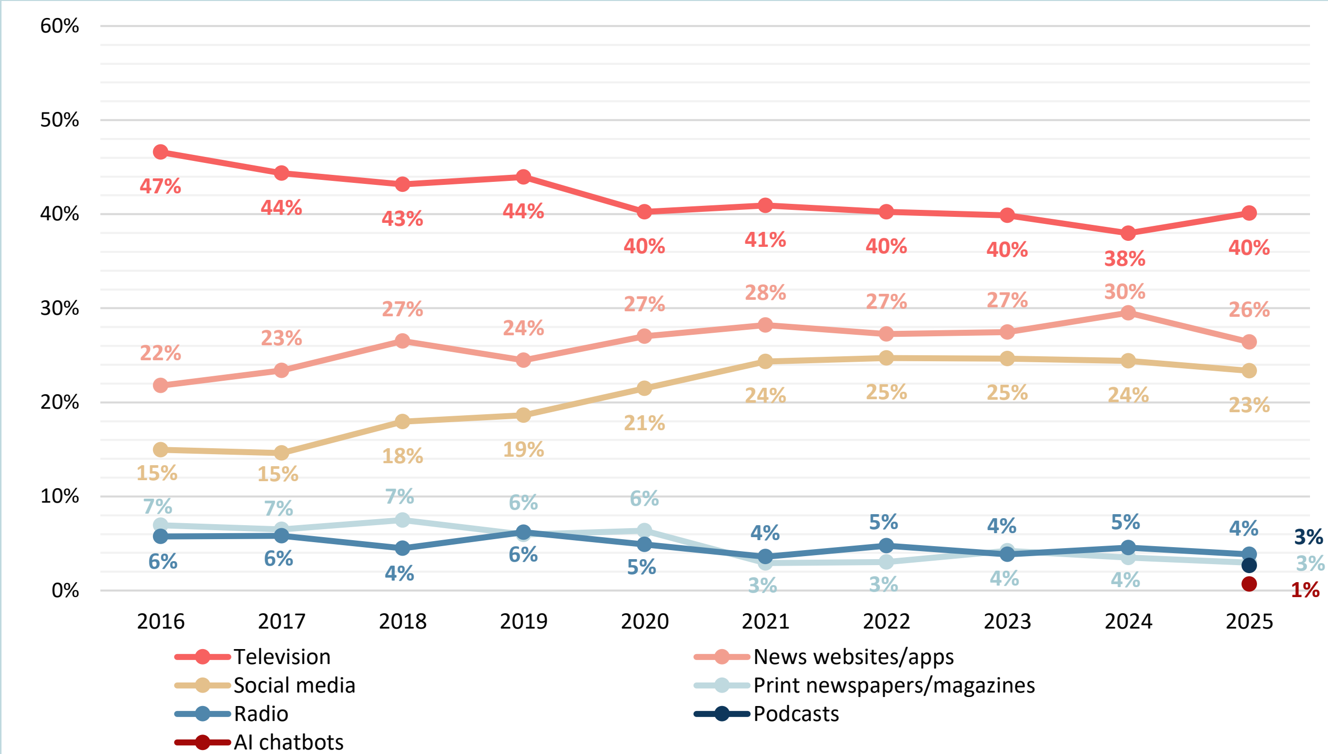



**Figure 17**. Breakdown of Canadian respondents by their main source of news in the week preceding the survey, 2016 to 2025. *Base: Respondents who used news sources in the week preceding the survey. In 2025, n=1,848.*

Television, which saw an increase of 3 pp versus 2024 among Anglophones (37%) and a decrease of 3 pp among Francophones (45%), is still the most popular main source of news in both cases. Among Anglophones, social media, with a share of 26%, have equalled news sites and apps for the first time, whereas the gap between these sources has widened somewhat among Francophones, going from 8 pp in 2024 to 12 pp in 2025, in favour of news sites and apps. Thus, 28% of Francophone respondents say they obtain their news mainly through them, and 16% through social media. Radio is cited slightly more as the main source of news by Francophones (6%, versus 4% for Anglophones), but podcasts are cited more by Anglophones (3%, versus 1%). Print media (3%) and artificial intelligence (1%) have the same scores for both groups.

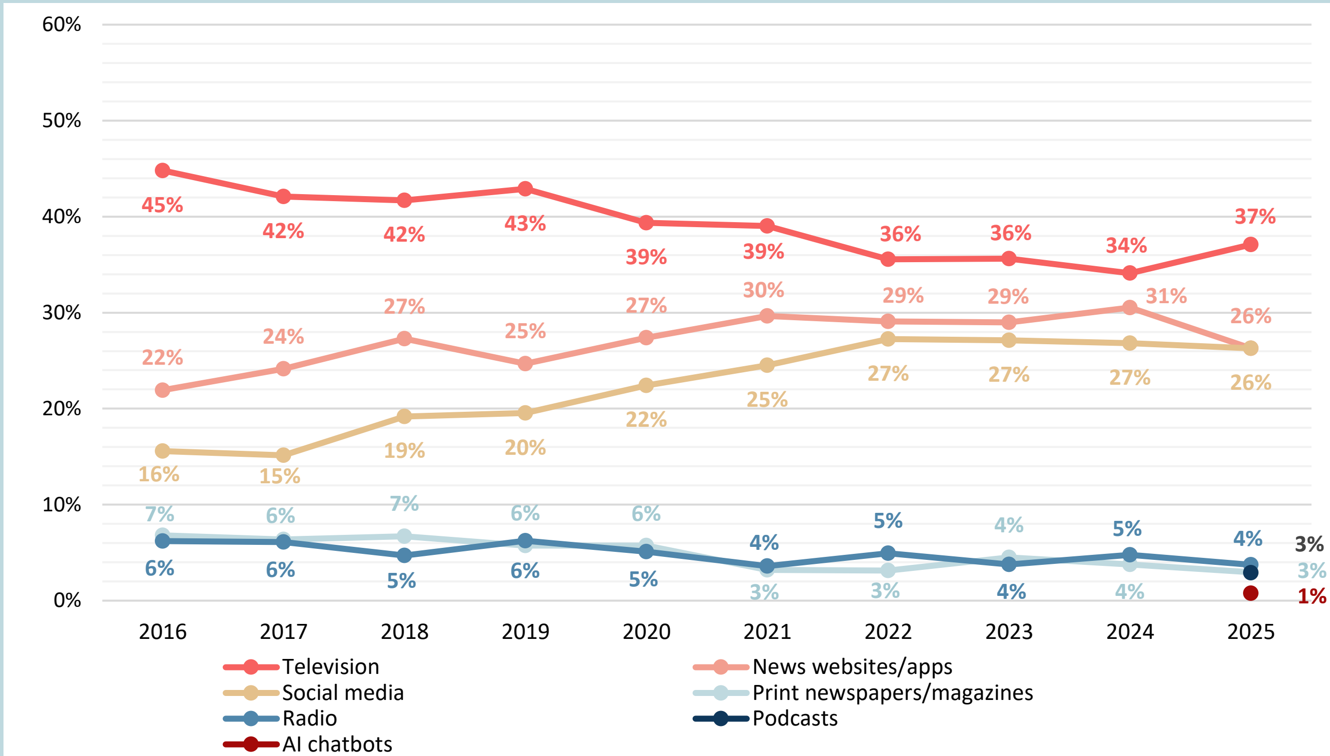



**Figure 18**. Breakdown of Anglophone respondents by their main source of news in the week preceding the survey, 2016 to 2025. *Base: Respondents who used news sources in the week preceding the survey. In 2025, n=1,458.*

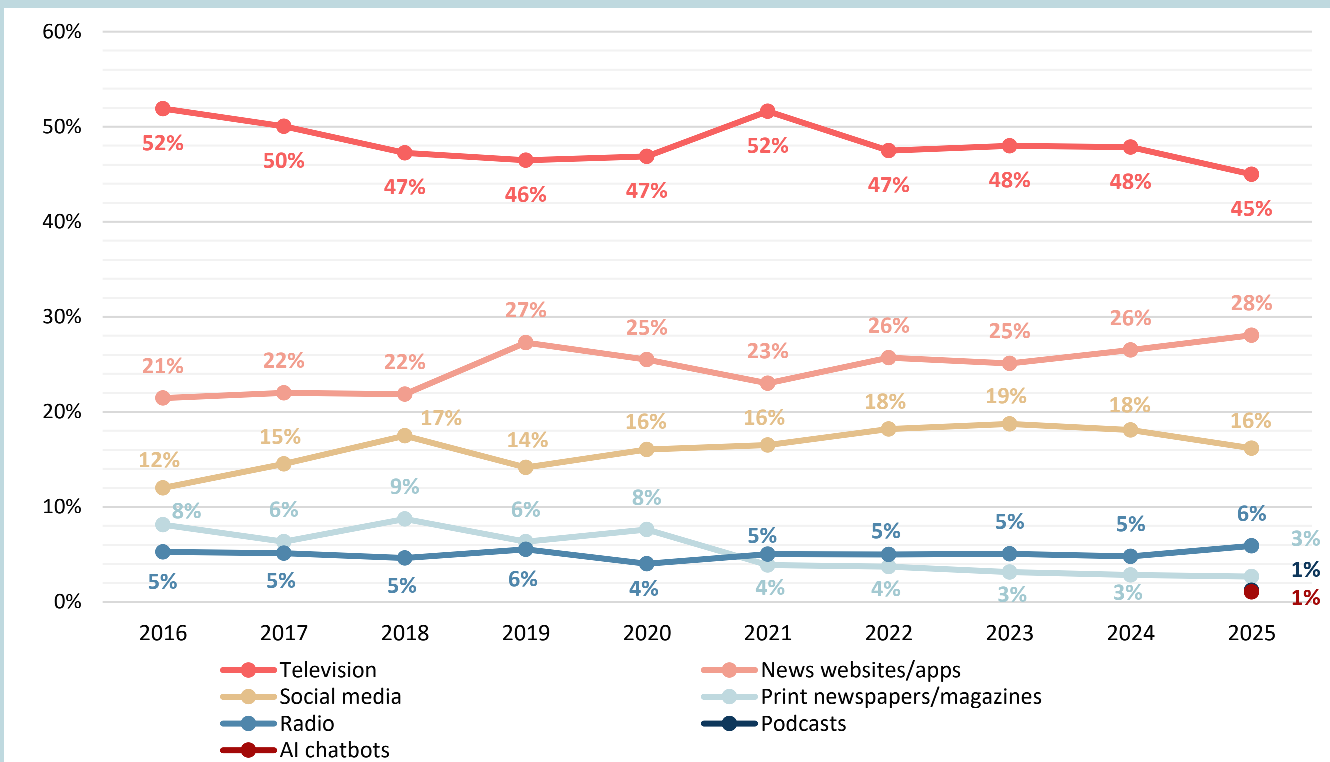



**Figure 19**. Breakdown of Francophone respondents by their main source of news in the week preceding the survey, 2016 to 2025. *Base: Respondents who used news sources in the week preceding the survey. In 2025, n=943.*

# 3.2 Devices used to access online news

From 2024 to 2025, the results for devices used for news purposes in the week preceding the survey are virtually unchanged. Smartphones continue to be the device used by the largest share of Canadian respondents (64%). This share is higher among Francophones (69%), an increase of 3 pp from 2024. It is followed by computers (57% in Canada) and tablets (34%). The use of smart TVs was not included in 2024 and 2025, although one in four Canadian respondents said they used such a device to check news online in 2023. Finally, voice-activated speakers and smart watches or bracelets were used by 15% and 13% of respondents, respectively, in the week preceding the survey. The results for Anglophones and Francophones are similar.

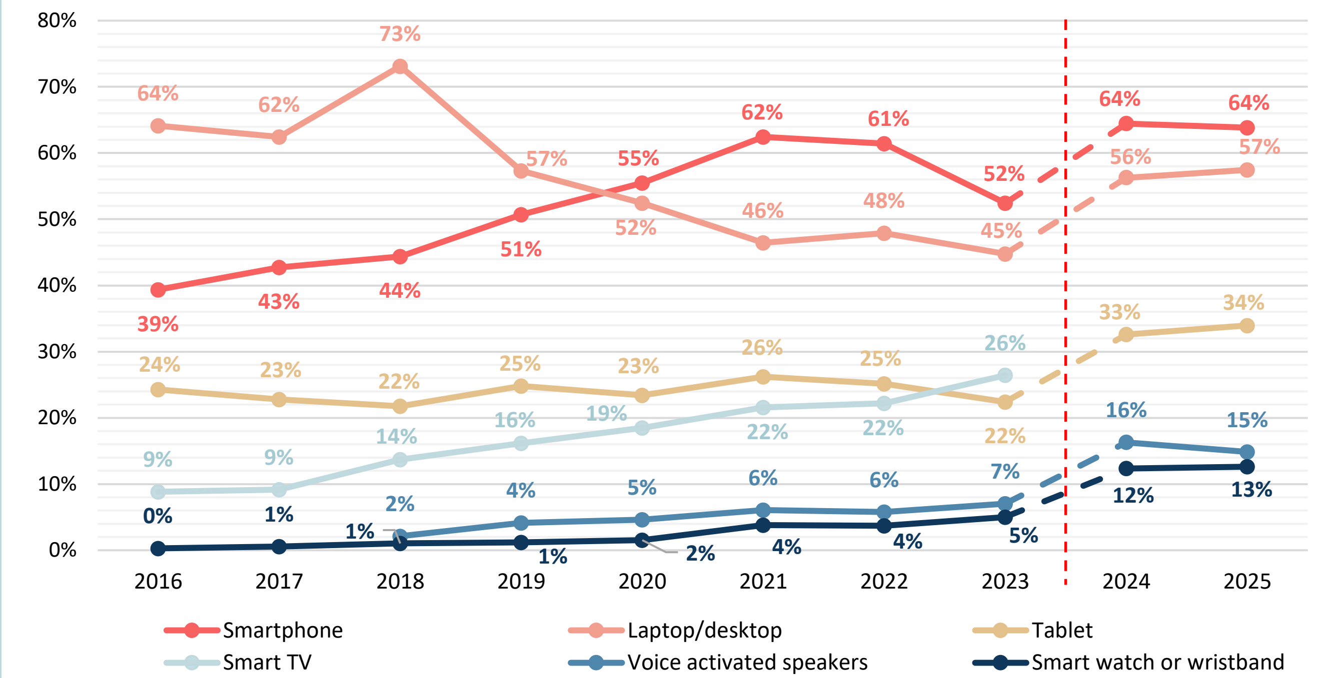



**Figure 20**. Shares of Canadian respondents who used various devices to access news in the week preceding the survey, 2016 to 2025. *In 2025, n=2,031*.

*Note: Owing to changes in the way the question was administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.*

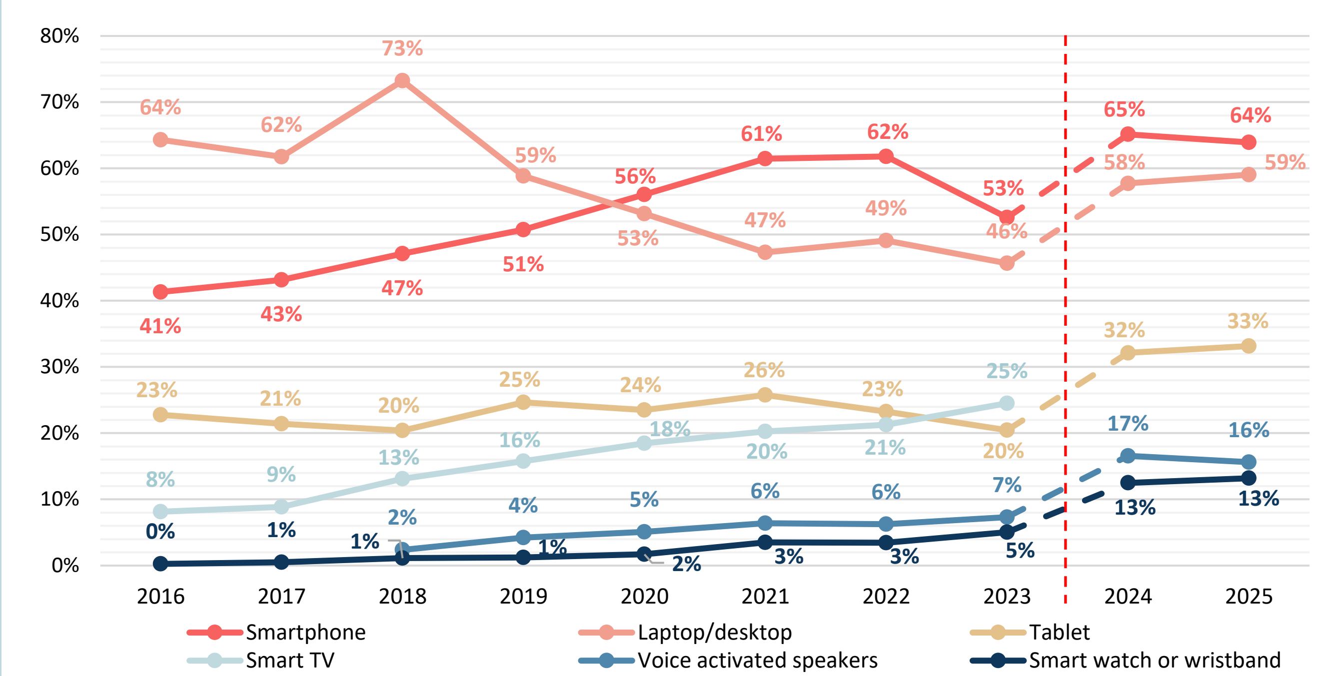



**Figure 21**. Shares of Anglophone respondents who used various devices to access news in the week preceding the survey, 2016 to 2025. *In 2025, n=1,602*.

*Note: Owing to changes in the way the question was administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.*

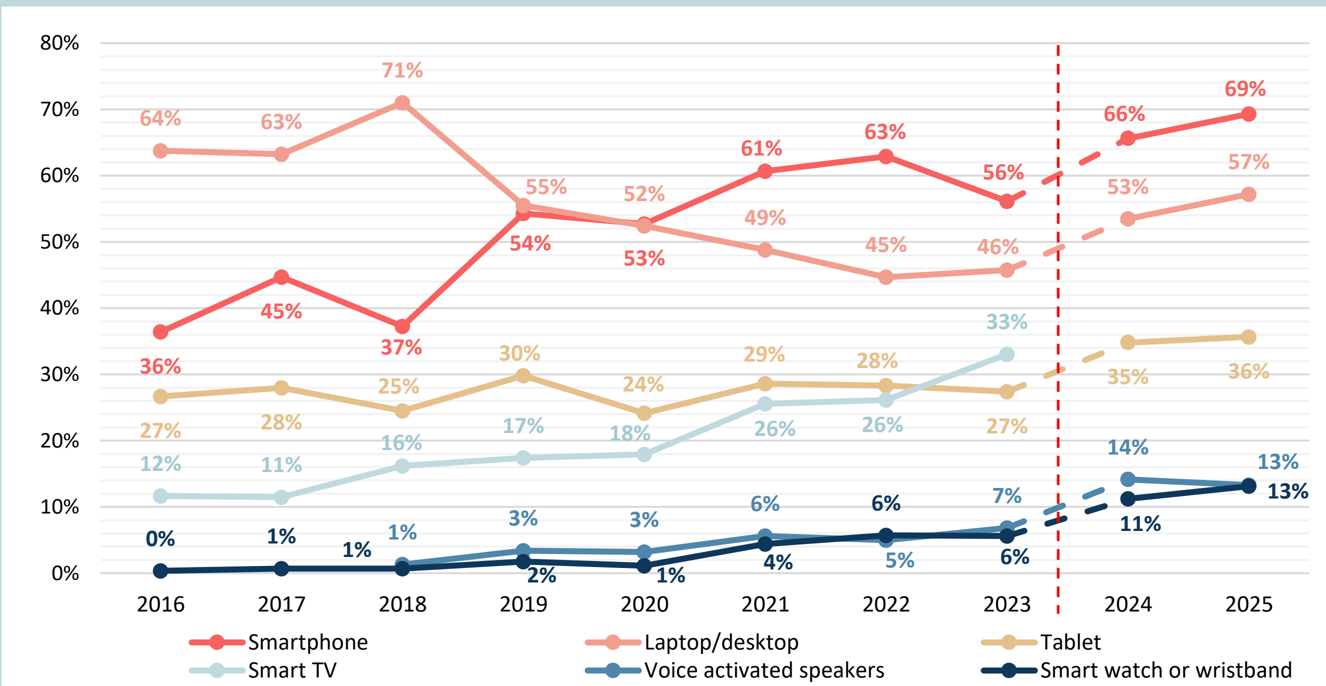
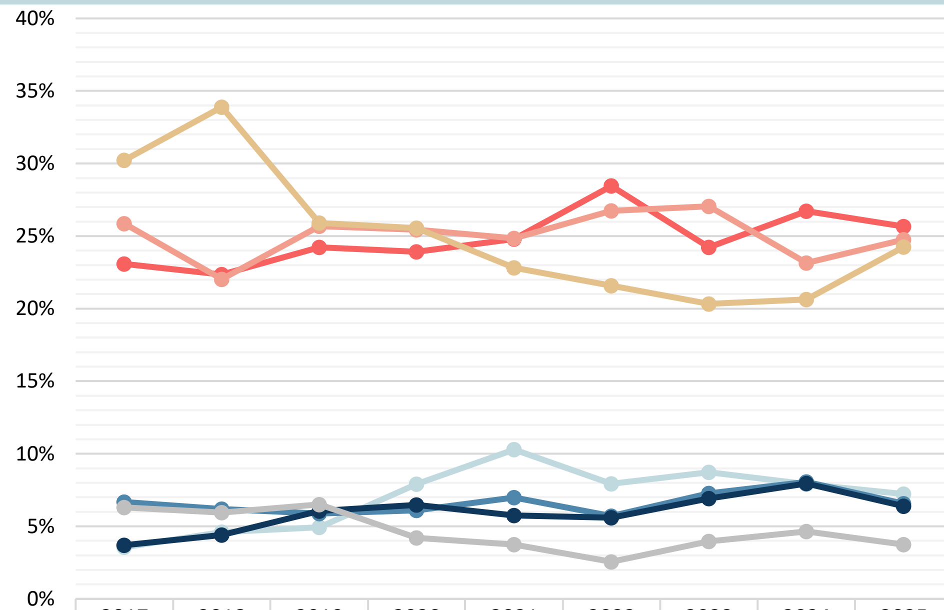



**Figure 22**. Shares of Francophone respondents who used various devices to access news in the week preceding the survey, 2016 to 2025. *In 2025, n=1,022*.

*Note: Owing to changes in the way the question was administered in 2024 to ensure more representative results, direct comparisons with previous years are not advisable. In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings.*

# 3.3. Online news access points

When respondents who consumed online news in the week preceding the survey were asked to identify their main news access point, a similar proportion (about 25%) selected search engines, social media or direct access to a news website or app. In the third case, the 24% share represents an increase of 3 pp from 2024 (21%) and is the highest result obtained since 2020 (26%). The other access points suggested in the questionnaire tend to be used by less than 10% of Canadian respondents as their main access point.

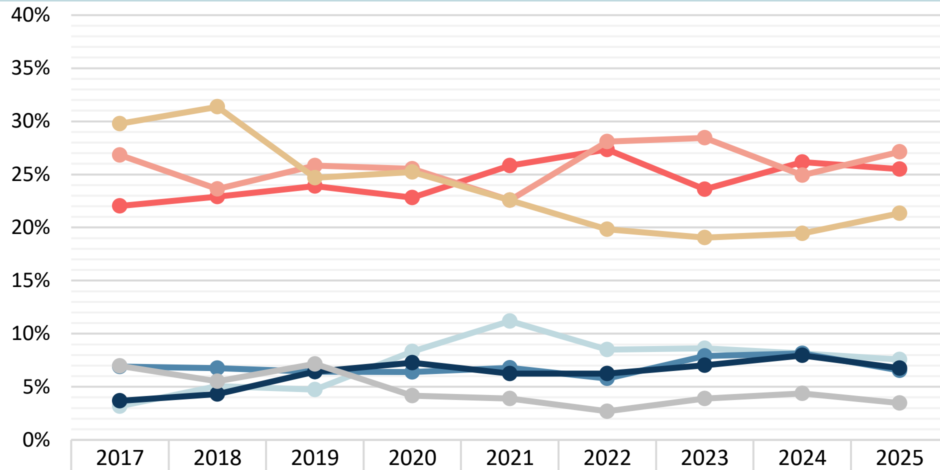



| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|
| Used a search engine | 23% | 22% | 24% | 24% | 25% | 28% | 24% | 27% | 26% |
| Used social media | 26% | 22% | 26% | 25% | 25% | 27% | 27% | 23% | 25% |
| Directly on a news website or app | 30% | 34% | 26% | 26% | 23% | 22% | 20% | 21% | 24% |
| Received a news alert on my mobile phone/tablet | 4% | 5% | 5% | 8% | 10% | 8% | 9% | 8% | 7% |
| Got news via an email newsletter or email alert | 7% | 6% | 6% | 6% | 7% | 6% | 7% | 8% | 7% |
| Used a newsreader site or ‘app’ that aggregates news links | 4% | 4% | 6% | 6% | 6% | 6% | 7% | 8% | 6% |
| Other | 6% | 6% | 7% | 4% | 4% | 3% | 4% | 5% | 4% |

**Figure 23**. Shares of Canadian respondents by their main way of coming across online news in the week preceding the survey, 2017 to 2025. *Base: Respondents who came across online news in the week preceding the survey. In 2025, n=1,728.*

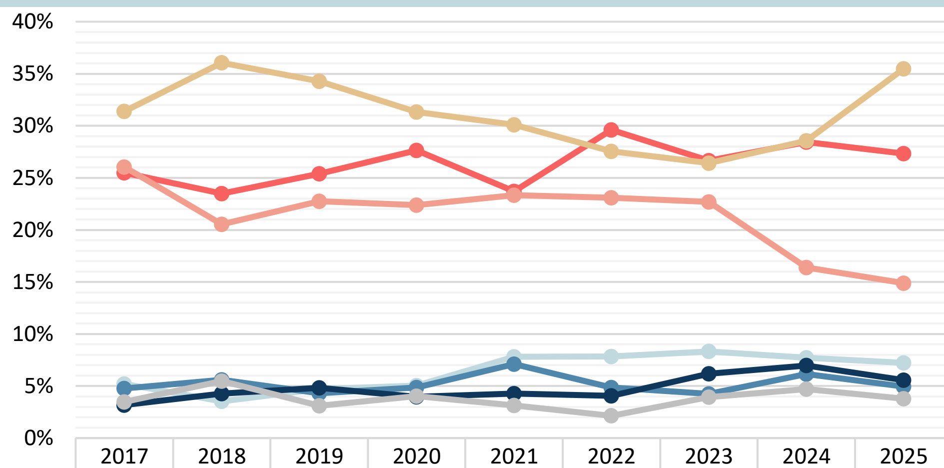
Among Anglophones who consumed online news, social media (27%, an increase of 2 pp) and search engines (26%) are cited as the main access point by more than a quarter of respondents, while direct access on a news website or app, in third place, is the main means used by 21% of them.

In contrast, slightly more than a third of Francophones (35%) access news online primarily by going directly to a news website or app. Search engines are the main way to access news for 27% of the respondents in this group, whereas social media is at 15%, far below the scores obtained before Meta removed generalist news content from Facebook and Instagram (about 23% from 2019 to 2023). The gap with news sites and apps is now 20 pp in their favour, whereas it was 5 pp in 2022 and 3 pp in 2023.



| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|
| Used a search engine | 22% | 23% | 24% | 23% | 26% | 27% | 24% | 26% | 26% |
| Used social media | 27% | 24% | 26% | 26% | 23% | 28% | 28% | 25% | 27% |
| Directly on a news website or app | 30% | 31% | 25% | 25% | 23% | 20% | 19% | 19% | 21% |
| Received a news alert on my mobile phone/tablet | 3% | 5% | 5% | 8% | 11% | 8% | 9% | 8% | 8% |
| Got news via an email newsletter or email alert | 7% | 7% | 6% | 6% | 7% | 6% | 8% | 8% | 7% |
| Used a newsreader site or 'app' that aggregates news links | 4% | 4% | 6% | 7% | 6% | 6% | 7% | 8% | 7% |
| Other | 7% | 6% | 7% | 4% | 4% | 3% | 4% | 4% | 3% |

**Figure 24**. Breakdown of Anglophone respondents by their main way of coming across online news in the week preceding the survey, 2017 to 2025. *Base: Respondents who came across online news in the week preceding the survey. In 2025, n=1,384.*



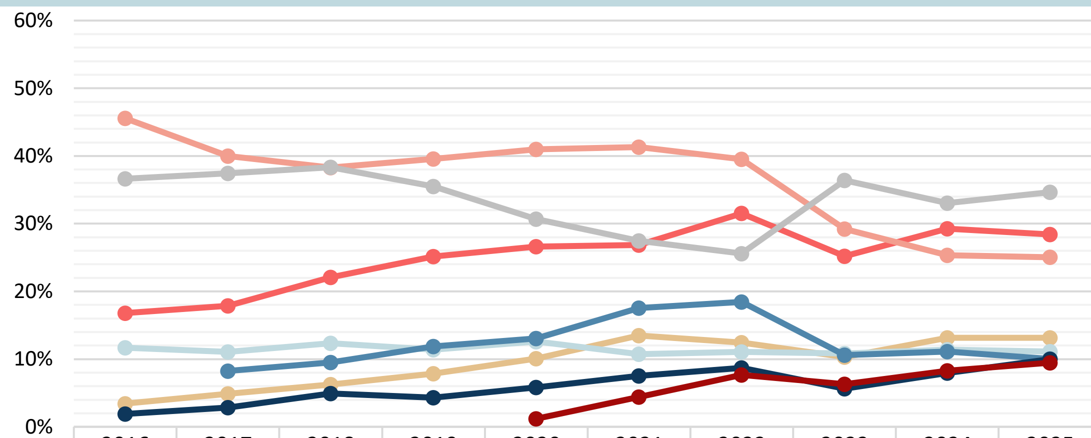
| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|
| Used a search engine | 25% | 23% | 25% | 28% | 24% | 30% | 27% | 28% | 27% |
| Used social media | 26% | 21% | 23% | 22% | 23% | 23% | 23% | 16% | 15% |
| Directly on a news website or app | 31% | 36% | 34% | 31% | 30% | 28% | 26% | 29% | 35% |
| Received a news alert on my mobile phone/tablet | 5% | 4% | 5% | 5% | 8% | 8% | 8% | 8% | 7% |
| Got news via an email newsletter or email alert | 5% | 6% | 4% | 5% | 7% | 5% | 4% | 6% | 5% |
| Used a newsreader site or 'app' that aggregates news links | 3% | 4% | 5% | 4% | 4% | 4% | 6% | 7% | 6% |
| Other | 3% | 5% | 3% | 4% | 3% | 2% | 4% | 5% | 4% |

**Figure 25**. Breakdown of Francophone respondents by their main way of coming across online news in the week preceding the survey, 2017 to 2025. *Base: Respondents who came across online news in the week preceding the survey. In 2025, n=842.*

# 3.4 Use of social media to access news

In 2025, the use of social media for news purposes in the week preceding the survey was roughly as popular as it was the previous year. Since 2023, at least a third of Canadian respondents have said they did not use social media at all to get or share news in the week preceding the survey. YouTube is the most popular platform for these uses, attracting 28% of Canadians. Facebook, meanwhile, is at 25% for the second year in a row, its lowest level of use for such purposes since Canada first took part in the survey in 2016. After a slight increase of 3 pp from 2023 to 2024, Instagram's results are also unchanged in 2025, with this platform being used for news by 13% of respondents in the country. These two Meta-owned platforms rank second and third, respectively, as the social media platforms used most for news or news sharing, although, they have blocked content from general news media employing journalists in Canada since August 2023.[12]

Furthermore, X (11%), Messenger (10%), WhatsApp (10%) and TikTok (9%) attract similar shares of users. For WhatsApp, an instant messenger now owned by Meta, this is the best score so far. Despite the controversies over X's controlling shareholder, Elon Musk, and, more broadly, over how the platform moderates content, the proportion of people using it for news purposes has been stable at 11% since 2021. Newcomer Bluesky, which has achieved some visibility as a potential option for people wishing to leave X, is chosen by 2% of respondents, as is Threads, a Meta platform launched in July 2023 that also aspires to compete directly with X.



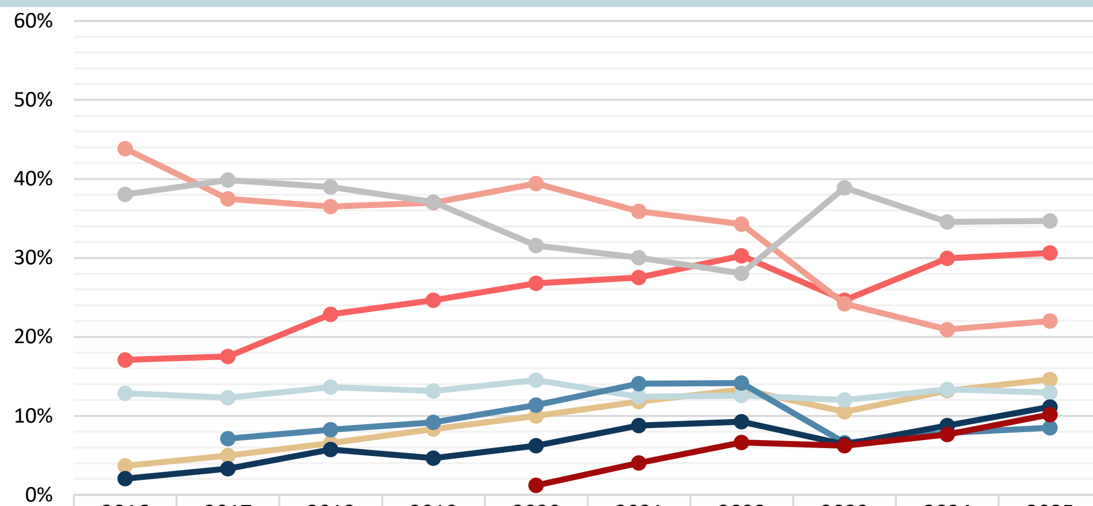

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| YouTube | 17% | 18% | 22% | 25% | 27% | 27% | 32% | 25% | 29% | 28% |
| Facebook | 46% | 40% | 38% | 40% | 41% | 41% | 40% | 29% | 25% | 25% |
| Instagram | 3% | 5% | 6% | 8% | 10% | 13% | 12% | 10% | 13% | 13% |
| X (formally Twitter) | 12% | 11% | 12% | 11% | 13% | 11% | 11% | 11% | 11% | 11% |
| Facebook Messenger | | 8% | 10% | 12% | 13% | 18% | 18% | 11% | 11% | 10% |
| WhatsApp | 2% | 3% | 5% | 4% | 6% | 8% | 9% | 6% | 8% | 10% |
| TikTok | | | | | 1% | 4% | 8% | 6% | 8% | 9% |
| Aucun | 37% | 37% | 38% | 35% | 31% | 27% | 26% | 36% | 33% | 35% |

**Figure 26**. Shares of Canadian respondents who used various social media to find, read, watch, discuss or share news in the week preceding the survey, 2016 to 2025. Other social media on the list proposed by DNR: Reddit: 6%, LinkedIn: 5%, Telegram: 4%, Snapchat: 3%, Bluesky: 2%, Discord: 2%, Threads: 2% and Twitch: 1%. *In 2025, n=2,031.*

[12] Sharing journalistic contents is still possible on other Meta platforms such as Facebook Messenger, WhatsApp or Threads.

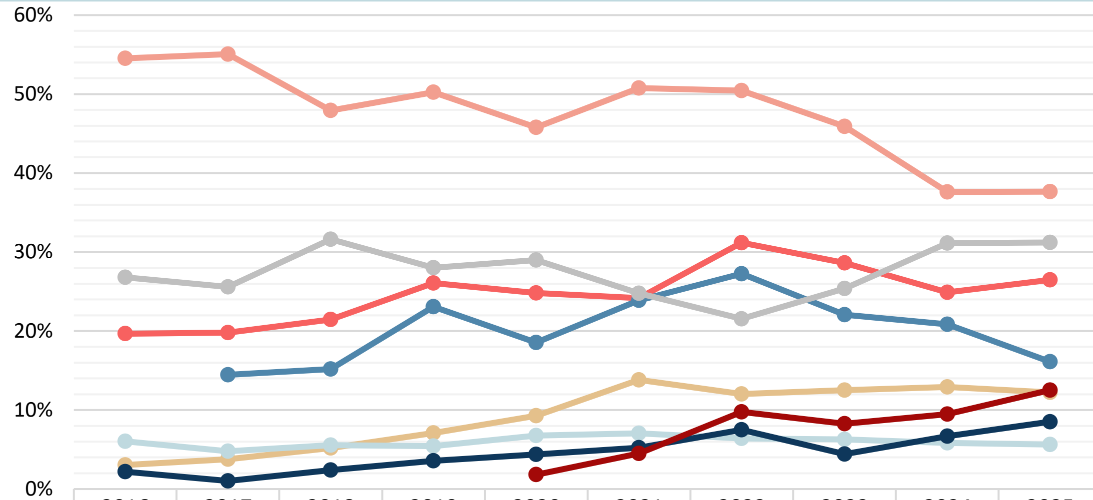
The results for Anglophones essentially reflect trends observed across the country. The main distinction is their significantly more widespread choice of YouTube over Facebook: 31% of them used YouTube for news in the week preceding the survey, whereas 22% did the same with Facebook. Conversely, Francophones continue to favour Facebook (38%) over YouTube (26%) for such uses. Among French speakers, TikTok (13%, an increase of 4 pp versus 2024) has its highest score so far and exceeds Instagram (12%) for the first time.

From one year to the next, Anglophones are more likely to get their news or interact with the news through YouTube, Instagram and X, whereas Francophones are more likely to use Facebook and Messenger.




| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| YouTube | 17% | 18% | 23% | 25% | 27% | 28% | 30% | 25% | 30% | 31% |
| Facebook | 44% | 37% | 37% | 37% | 39% | 36% | 34% | 24% | 21% | 22% |
| Instagram | 4% | 5% | 7% | 8% | 10% | 12% | 13% | 11% | 13% | 15% |
| X (formally Twitter) | 13% | 12% | 14% | 13% | 15% | 12% | 13% | 12% | 13% | 13% |
| Facebook Messenger | | 7% | 8% | 9% | 11% | 14% | 14% | 7% | 8% | 9% |
| WhatsApp | 2% | 3% | 6% | 5% | 6% | 9% | 9% | 6% | 9% | 11% |
| TikTok | | | | | 1% | 4% | 7% | 6% | 8% | 10% |
| Aucun | 38% | 40% | 39% | 37% | 32% | 30% | 28% | 39% | 35% | 35% |

**Figure 27**. Shares of Anglophone respondents who used various social media to find, read, watch, discuss or share news in the week preceding the survey, 2016 to 2025. Other social media on the list proposed by DNR: Reddit: 7%, LinkedIn: 5%, Telegram: 5%, Snapchat: 3%, Bluesky: 3%, Discord: 3%, Threads: 2% and Twitch: 1%. *In 2025, n=1,602.*



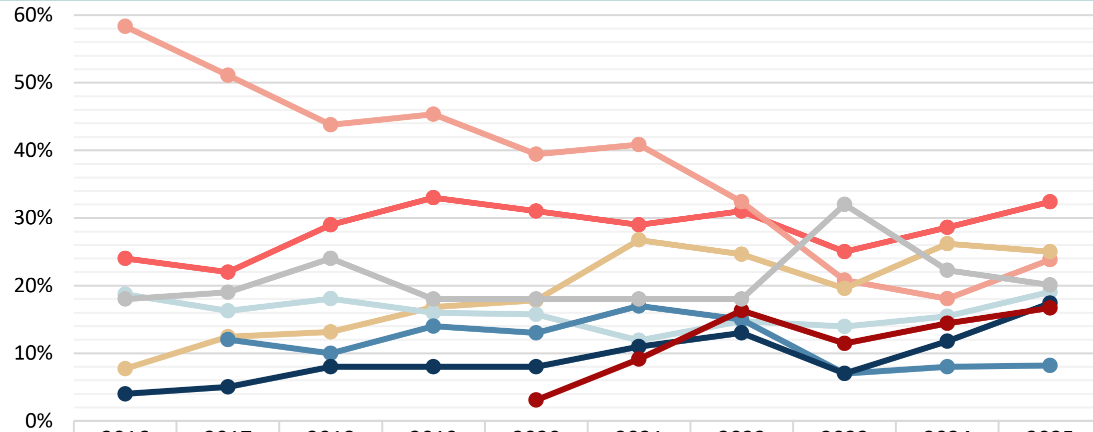

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| YouTube | 20% | 20% | 21% | 26% | 25% | 24% | 31% | 29% | 25% | 26% |
| Facebook | 55% | 55% | 48% | 50% | 46% | 51% | 50% | 46% | 38% | 38% |
| Instagram | 3% | 4% | 5% | 7% | 9% | 14% | 12% | 13% | 13% | 12% |
| X (formally Twitter) | 6% | 5% | 6% | 5% | 7% | 7% | 6% | 6% | 6% | 6% |
| Facebook Messenger | | 14% | 15% | 23% | 19% | 24% | 27% | 22% | 21% | 16% |
| WhatsApp | 2% | 1% | 2% | 4% | 4% | 5% | 8% | 4% | 7% | 9% |
| TikTok | | | | | 2% | 5% | 10% | 8% | 9% | 13% |
| Aucun | 27% | 26% | 32% | 28% | 29% | 25% | 22% | 25% | 31% | 31% |

**Figure 28**. Shares of Francophone respondents who used various social media to find, read, watch, discuss or share news in the week preceding the survey, 2016 to 2025. Other social media on the list proposed by DNR: Reddit: 2%, LinkedIn: 4%, Telegram: 4%, Snapchat: 4%, Bluesky: 1%, Discord: 1%, Threads: 1% and Twitch: 1%. *In 2025, n=1,022.*

Using social media to get or share news is a much more common practice among younger Canadians. Those aged 18 to 34 use more platforms for news purposes than the older respondents do, and those aged 35 and older are twice as likely as those aged 18 to 34 (40% and 20%, respectively) not to have used any of these platforms for news in the week preceding the survey.

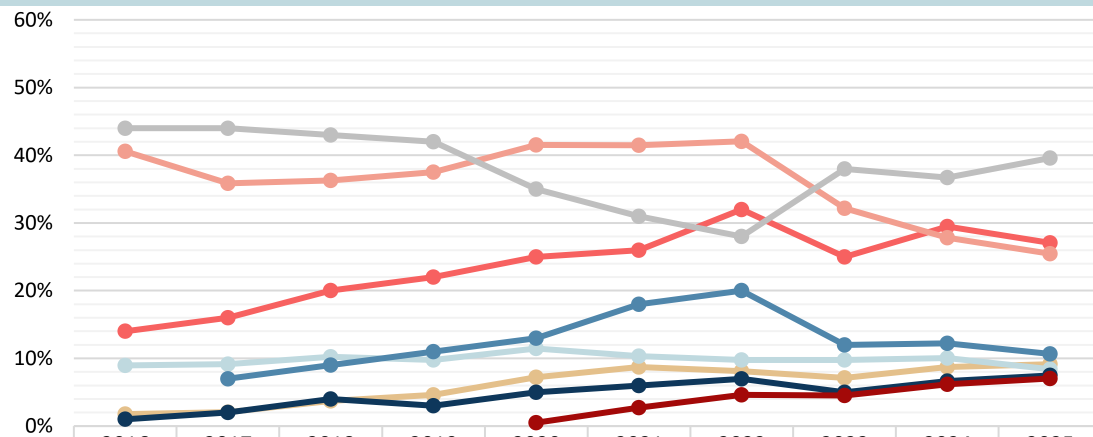
In terms of the different platforms, YouTube is the most popular for news among both age groups (32% among those aged 18 to 34 and 27% among those aged 35 and older). As for Facebook, in 2025, 24% of those aged 18 to 34 say they get or share news there (+6 pp versus 2024), a score similar to that for those aged 35 and older (25%, a decrease of 3 pp). In 2024, the difference between the two groups was 10 pp in favour of the older group. The use of X, TikTok and WhatsApp for news increased among those aged 18 to 34 by 3 to 5 pp from 2024 to 2025, whereas that of older respondents remained relatively similar.

## 18-34 years old




| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| YouTube | 24% | 22% | 29% | 33% | 31% | 29% | 31% | 25% | 29% | 32% |
| Facebook | 58% | 51% | 44% | 45% | 39% | 41% | 32% | 21% | 18% | 24% |
| Instagram | 8% | 12% | 13% | 17% | 18% | 27% | 25% | 20% | 26% | 25% |
| X (formally Twitter) | 19% | 16% | 18% | 16% | 16% | 12% | 15% | 14% | 15% | 19% |
| Facebook Messenger | | 12% | 10% | 14% | 13% | 17% | 15% | 7% | 8% | 8% |
| WhatsApp | 4% | 5% | 8% | 8% | 8% | 11% | 13% | 7% | 12% | 17% |
| TikTok | | | | | 3% | 9% | 16% | 11% | 14% | 17% |
| Aucun | 18% | 19% | 24% | 18% | 18% | 18% | 18% | 32% | 22% | 20% |

## 35 years old and older




| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|---|
| YouTube | 14% | 16% | 20% | 22% | 25% | 26% | 32% | 25% | 29% | 27% |
| Facebook | 41% | 36% | 36% | 38% | 42% | 42% | 42% | 32% | 28% | 25% |
| Instagram | 2% | 2% | 4% | 5% | 7% | 9% | 8% | 7% | 9% | 9% |
| X (formally Twitter) | 9% | 9% | 10% | 10% | 11% | 10% | 10% | 10% | 10% | 8% |
| Facebook Messenger | | 7% | 9% | 11% | 13% | 18% | 20% | 12% | 12% | 11% |
| WhatsApp | 1% | 2% | 4% | 3% | 5% | 6% | 7% | 5% | 7% | 7% |
| TikTok | | | | | 1% | 3% | 5% | 5% | 6% | 7% |
| Aucun | 44% | 44% | 43% | 42% | 35% | 31% | 28% | 38% | 37% | 40% |

**Figure 29**. Shares of Canadian respondents aged 18 to 34 and 35 and older who used various social media to find, read, watch, discuss or share news in the week preceding the survey, 2016 to 2025. Other social media on the list proposed by DNR: **18-34**: Reddit: 8%, LinkedIn: 7%, Telegram: 10%, Snapchat: 8%, Bluesky: 3%, Discord: 5%, Threads: 2% and Twitch: 2%; **35+**: Reddit: 5%, LinkedIn: 4%, Telegram: 2%, Snapchat: 1%, Bluesky: 2%, Discord: 1%, Threads: 2%, and Twitch: 1%. *In 2025, 18-34: n=480; 35+: n=1,551.*

*Note: All charts represent the same platforms, although Telegram and Reddit were more used than Facebook Messenger among respondents aged 18 to 34 in 2025.*

## 3.5 News sources on social media

Subsamples of Canadian survey participants who obtain their information from specific social media platforms (Facebook, Instagram, X, TikTok and YouTube) were asked to indicate the types of sources they pay particular attention to when doing so. Even though the results vary from one platform to another, in all cases, the news/journalists category is cited by at least half of Canadian respondents, both Anglophone and Francophone. It should be noted that, for all these platforms, "traditional" media and journalists are cited more than "other" news media. Although news/journalists is the most cited source among the options offered, regardless of the platform, content creators and personalities get the same result as news media and journalists on TikTok (55%). It is the only platform where more than half of respondents using it for news purposes pay special attention to personalities' news content.

As we can see, the blocking of news media in Canada on Facebook and Instagram does not prevent the public from viewing or sharing content on these media. Various ways (modified hyperlinks, screenshots, etc.) are used to bypass Meta's news block. Some accounts of news media/journalists that disseminate specialized content (sports, arts and culture, etc.) remain accessible to Canadian users of these platforms, who can also continue to summarize their content.

| Sources of news | YouTube | Facebook | Instagram | X | TikTok |
|---|---|---|---|---|---|
| News/journalists (total) | 66% | 52% | 57% | 69% | 55% |
| *Traditional news media/journalists* | *54%* | *44%* | *42%* | *57%* | *46%* |
| *Other news media/journalists* | *25%* | *18%* | *30%* | *34%* | *25%* |
| Personalities (total) | 40% | 14% | 41% | 41% | 55% |
| *Creators/personalities that mostly focus on the news* | *31%* | *11%* | *28%* | *34%* | *41%* |
| *Creators/personalities that occasionally focus on the news* | *16%* | *5%* | *22%* | *18%* | *30%* |
| Ordinary people | 24% | 32% | 33% | 36% | 36% |
| Politicians or political activists | 21% | 16% | 27% | 36% | 29% |
| None of these | 4% | 11% | 6% | 3% | 6% |
| Don't know | 5% | 8% | 5% | 3% | 3% |

**Table 11**. Shares of Canadian respondents who pay special attention to various sources on YouTube, Facebook, Instagram, X and TikTok when it comes to news, in 2025. *Base: Respondents who use YouTube, Facebook, Instagram, X or TikTok for news. YouTube: n=274; Facebook: n=272; Instagram: n=167; X: n=158; TikTok: n=148.*

Among those who are interested in the news-related content of creators or personalities on the six social media (Facebook, Instagram, X, TikTok, YouTube and Snapchat), about a third of Canadian (33%) and Anglophone (34%) respondents and a quarter of Francophone (26%) respondents pay attention mainly to up-to-date news. This option is chosen most often and, for Canadians as a whole, comes before lifestyle topics (culture, music, fashion, etc.) or commentary and points of view (16% and 15%, respectively).

| Creators and personalities' types of content | Canada | Anglophone | Francophone |
|---|---|---|---|
| Up-to-date news | 33% | 34% | 26% |
| Lifestyle topics (e.g., culture, music, fashion, food, etc.) | 16% | 17% | 10% |
| Commentary/point of view | 15% | 14% | 15% |
| Specialist topics (e.g., sports, gaming, climate change, technology) | 14% | 14% | 16% |
| Personal advice (e.g., self-improvement, finance) | 12% | 11% | 15% |
| Diversion/fun | 6% | 5% | 14% |
| Other | 2% | 2% | 2% |
| Don't know | 2% | 2% | 1% |

**Table 12**. Breakdown of Canadian, Anglophone and Francophone respondents by type of content on Facebook, Instagram, X, TikTok, YouTube and Snapchat to which they mainly pay attention for news, in 2025. *Base : Respondents who pay attention to creators/personalities on Facebook, Instagram, X, TikTok, YouTube and Snapchat with at least some focus on news. Canada: n=393; Anglophones: n=353; Francophones: n=143.*

## 3.6 Podcasts

In 2025, 9% of Canadian survey participants said they used podcasts as a source of news in the week preceding the survey. We asked these respondents whether they think listening to podcasts helps them understand issues in greater depth than do other types of media. Three out of four (75%) agree with this statement, and both Francophones and Anglophones who use podcasts to keep up with current events share this opinion. Only 10% of Canadian respondents, 10% of Anglophones and 7% of Francophones don't think podcasts help them understand issues at a deeper level than do other media.

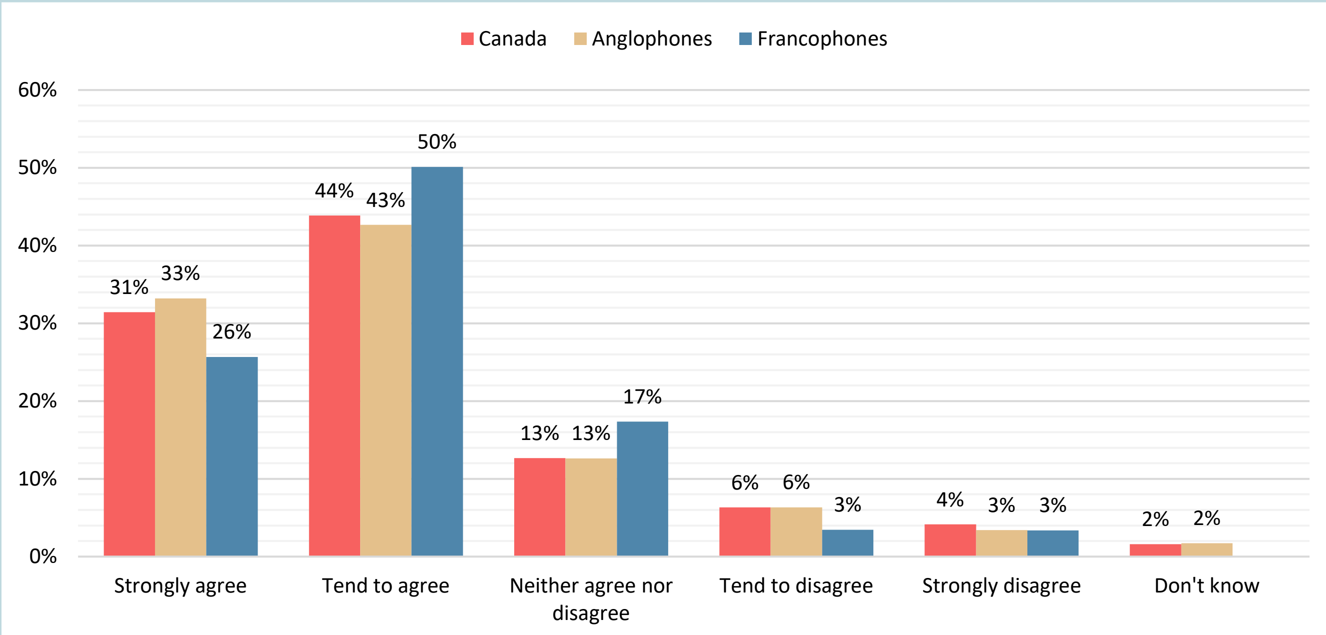



**Figure 30**. Breakdown of Canadian, Anglophone and Francophone respondents by the extent to which they agree with the 'following statement: "Listening to podcasts helps me understand issues at a deeper level than other types of media", in 2025. *Base: Respondents who use podcasts as a source of news. Canada: n=187; Anglophones: n=171; Francophones: n=55.*

*No Francophones answered "Don't know" to this statement.*

Nearly half (47%) of users of news podcasts would be willing to pay a reasonable price for news-related podcasts that they like. This is the case for half of the Anglophones (50%) and 29% of the Francophones in this group.

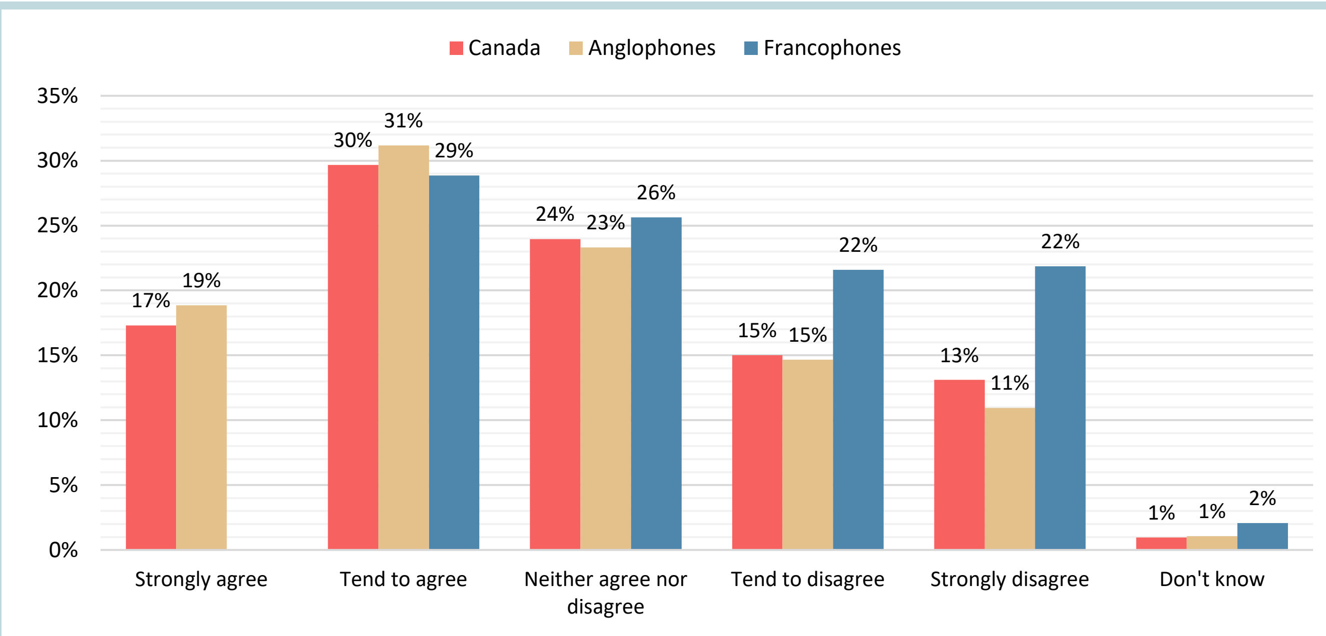



**Figure 31**. Breakdown of Canadian, Anglophone and Francophone respondents by the extent to which they agree with the following statement: "I would be prepared to pay a reasonable price for news-related podcasts that I like", in 2025. *Base: Respondents who use podcasts as a source of news. Canada: n=187; Anglophones: n=171; Francophones: n=55.*

*Note that no Francophones said they "Strongly agree" with the statement.*

# 4. Payment for online news

## 4.1 Payment

The share of survey respondents who paid for online news or accessed paid news online in the past year[13] is relatively stable across the country at 14%, a decrease of 1 pp from 2024 (15%). The figure for Anglophones stayed at 16% and that for Francophones increased slightly, from 11% to 13%. Anglophones are still proportionally more likely to pay for online news than Francophones.

The 2025 data confirm well-established Canadian trends. First, men (16%) are more likely than women (13%) to pay for online news. Second, more respondents aged 18 to 34 tend to pay for online news than those aged 35 and older (21% and 12%, respectively). Finally, the proportion of respondents who identify with the political left and who pay for such content is higher: 22% versus 16% for those in the centre and 12% for those on the right.

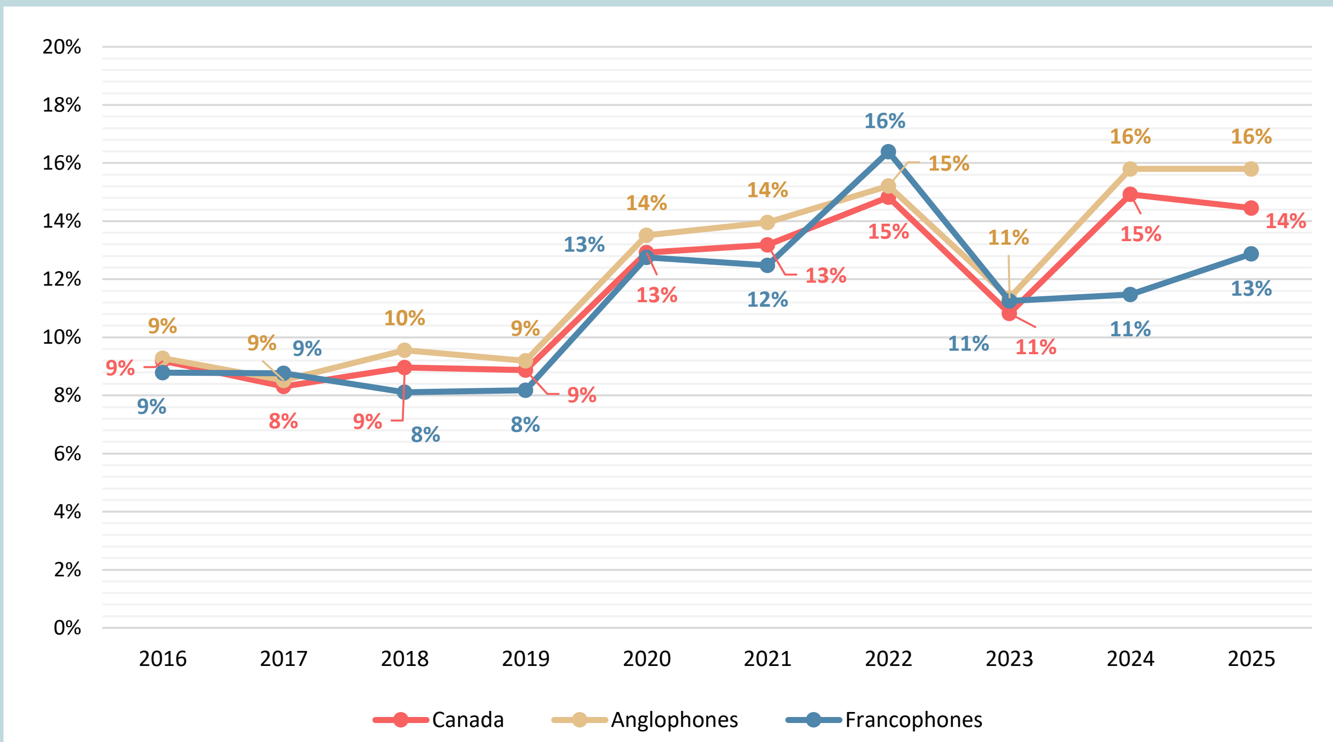



**Figure 32**. Shares of Canadian, Anglophone and Francophone respondents who paid for online news content or accessed a paid-for online news service in the preceding year, 2016 to 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

[13] For ease of reading, we'll simplify this statement to "paying for online news" in the paragraphs that follow. The oversampling of Francophone respondents to create a stand-alone sample may explain some potentially surprising data (such as increases in the shares of Anglophone and Francophone respondents who pay for news, but a country-wide decline in this respect).

## 4.2 Payment methods

Ongoing payment for a subscription is still the most frequently cited method of accessing paid-for online news content across the country. This is the case for 8% of respondents in 2025, an increase of 1 pp in relation to 2024. In addition, 4% of respondents obtain free access to digital news as part of a subscription to another service, and 4% access digital news as part of a print-digital bundle. Digital news paid for by someone else and donations to digital news services are both at 3%, while one-off payment to access an article is at 2%. In all cases, the changes in relation to 2024 are one percentage point or less.

| | *2024* | 2025 | | |
|---|---|---|---|---|
| Payment methods | *Canada* | Canada | Anglophones | Francophones |
| I made an ongoing payment (subscription or membership) for a digital news service – eg monthly, quarterly or annual payment | *7%* | 8% | 9% | 6% |
| I pay for digital news access as part of a print-digital bundle, or I get it for free as part of a print subscription | *3%* | 4% | 5% | 2% |
| I get free digital news access as part of a subscription to something else (e.g. broadband, phone, cable) | *3%* | 4% | 4% | 3% |
| I made a donation to support a digital news service | *3%* | 3% | 4% | 1% |
| Someone else paid for me to subscribe to or access a digital news service | *3%* | 3% | 3% | 2% |
| I made a single one-off payment to access a single article or edition | *3%* | 2% | 3% | 3% |
| Other | *1%* | 0% | 0% | 0% |

**Table 13**. Shares of Canadian, Anglophone and Francophone respondents who used various ways to pay for online news content in the year preceding the survey, in 2024 and 2025. *In 2025, Canada: n=2,031; Anglophones: n=1,602; Francophones: n=1,022.*

## 4.3 Subscriptions to digital news services

The international press features prominently in Canadian respondents' digital-news subscriptions and memberships. Four of the six media or news services most cited by English speakers are foreign: the New York Times, Apple News+, the Washington Post and the Economist. The New York Times is the most popular, with 27% of Anglophone respondents citing it, a share similar to that of the Toronto Star (26%). Among Francophones, three French-language Canadian sources are among the six most popular news services. These are the Journal de Montréal (27%), the most cited, the Journal de Québec (whose 21% share is similar to that of the New York Times) and newspapers belonging to the Coopérative nationale de l'information indépendante (CN2i) (13%).

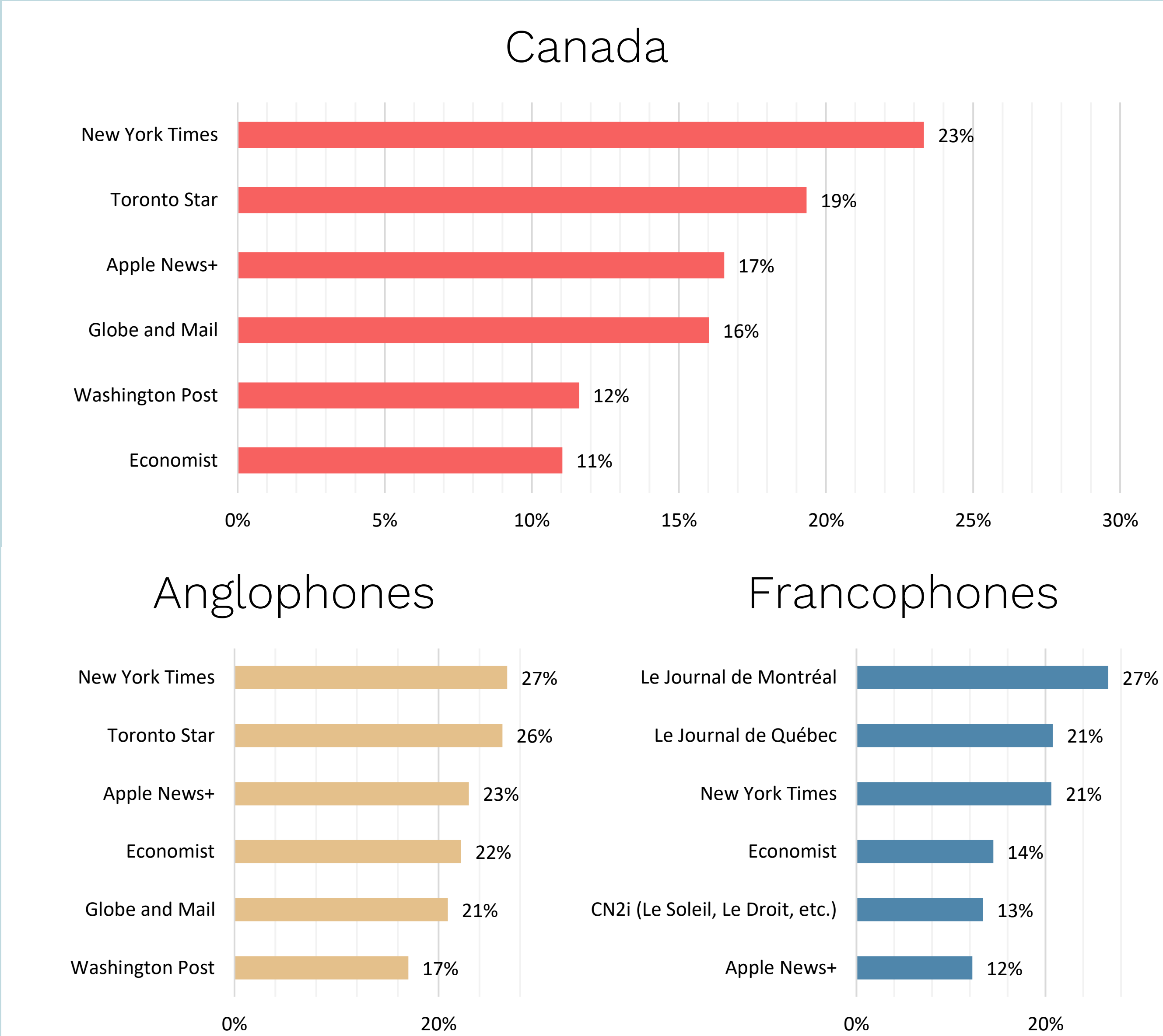



**Figure 33**. Shares of Canadian, Anglophone and Francophone respondents who paid for various digital news service subscriptions/memberships in the year preceding the survey, in 2025. *Base: Respondents who made a regular payment to at least one digital news service in the year preceding the survey. Canada: n=210; Anglophones: n=185; Francophones: n=67.*

## 4.4 Incentives to pay for online news

Respondents who did not pay for online news were asked about potential incentives to do so. Access to more than one online news site at a reasonable price is the option that attracts the largest share of respondents, for both languages, namely 14%. Access to other services in addition to news could potentially encourage 9% of respondents who do not already do so to pay, while more flexible payment options (one-week subscriptions, payment for a single article) would be of interest to 8%. Three-quarters (76%) of Canadian respondents who have not paid for online news said, however, that none of the proposals would encourage them to pay, or that they did not know what would encourage them to pay for news. The figures are similar for Anglophones (75%) and Francophones (78%). Respondents aged 18 to 34 are more likely to say that they would be willing to pay to view news online on some of these conditions, particularly access to more than one online news site (27%). About half (49%) of the respondents in this age group say that none of the options are likely to encourage them to pay.

| Suggestions that would encourage people to pay for online news | Canada | 18-34 | 35+ | Anglophones | Francophones |
|---|---|---|---|---|---|
| Getting access to more than one news site for a reasonable price (e.g. national and local together, or a national and an international title together) | 14% | 27% | 10% | 15% | 12% |
| Getting additional services along with the news (e.g. games, cooking, e-books, etc.) | 9% | 18% | 7% | 10% | 9% |
| More flexible payments (e.g. a small amount for a day, a week's access, or a single article) | 8% | 15% | 6% | 9% | 6% |
| None of these are likely to encourage me to pay | 71% | 49% | 77% | 70% | 72% |
| Don't know | 5% | 6% | 5% | 5% | 6% |

**Table 14**. Shares of Canadian, Anglophone and Francophone respondents aged 18-34 and 35 and older who do not pay for online news that are interested in various payment incentives, in 2025. *Base: Respondents who did not pay for online news in the year preceding the survey. Canada n=1,624, 18-34: n=339, 35+: n=1,285; Anglophones: n=1,260; Francophones: n=843.*

# Appendix - Wordings

## 1. DISINFORMATION

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_sources_new

- En ce qui concerne les informations fausses ou trompeuses en ligne à l'heure actuelle, en général, quelles sources constituent selon vous une menace considérable? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *When it comes to false and misleading information online these days, in general, which of the following would you say poses a major threat? Please select all that apply.*

Q_fake_channels_new

- Parmi les options suivantes, lesquels constituent selon vous une menace considérable en matière d'informations fausses et trompeuses? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *Which of the following do you think poses a major threat in terms of false and misleading information? Please select all that apply.*

Q_fake_verify_1

- Imaginez que vous lisiez quelque chose d'important dans les nouvelles en ligne que vous soupçonnez être faux, trompeur ou inventé. Si vous décidiez d'en vérifier la véracité, vers quelle(s) source(s) vous tourneriez-vous? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply.*

Q_fake_verify_2c_n

- À la question précédente, vous avez indiqué que vous vous tourneriez vers un moteur de recherche pour vérifier les informations que vous soupçonnez être fausses, trompeuses ou inventées. Sur quel type de source vous appuieriez-vous principalement en ce qui concerne les résultats? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *In the previous question you said you would go to a search engine to check information you suspect may be false, misleading, or fake. Which type of source would you mostly be looking for in the results? Please select all that apply.*

Q_fake_verify_2d_n

- À la question précédente, vous avez indiqué que vous vous tourneriez vers un réseau social ou un réseau social vidéo pour vérifier les informations que vous soupçonnez être fausses, trompeuses ou inventées. Sur quel type de source vous appuieriez-vous principalement? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *In the previous question you said you would go to a social media or video network to check information you suspect may be false, misleading, or fake. Which type of source would you mostly be looking for? Please select all that apply.*

Q_fake_news_literacy

- Avez-vous déjà suivi un cours ou une formation sur la façon d'utiliser les nouvelles (p. ex. lecture critique des médias, analyse des sources, compréhension des nouvelles)? Il peut s'agir d'un cours ou d'une formation dispensé(e) dans un établissement d'enseignement (école, cégep, université), en ligne ou hors ligne, ou encore dans un contexte formel ou informel.
- *Have you ever received any education or training on how to use news (e.g., critical media understanding, analysing sources, news literacy etc.)? This could have been at school, college or university, online or offline, or in a formal or informal setting.*

Q1_social_2025

- En ce qui concerne la façon dont les réseaux sociaux et les réseaux sociaux vidéo en ligne suppriment parfois du contenu jugé préjudiciable ou offensant (en plus du contenu qui est illégal), quelle proposition se rapproche le plus de votre point de vue? Veuillez sélectionner une seule réponse.
- *Thinking about how social media and online video networks sometimes remove content that is deemed harmful or offensive (in addition to content that is illegal), which comes closest to your view? Please select one option.*

Q6_2016_1

- Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation qui suit : « Je pense qu'on peut faire confiance à la plupart des informations la plupart du temps ».
- *Please indicate your level of agreement with the following statements: "I think you can trust most news most of the time."*

Q6_2026_6

- Veuillez indiquer dans quelle mesure vous êtes d'accord avec l'affirmation qui suit : « Je pense pouvoir faire confiance à la plupart des informations que je consulte la plupart du temps ».
- *Please indicate your level of agreement with the following statements: "I think I can trust most of the news I consume most of the time."*

Q1c

- Dans quelle mesure, le cas échéant, êtes-vous intéressé(e) par les nouvelles?
- *How interested, if at all, would you say you are in news?*

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. ARTIFICIAL INTELLIGENCE AND ALGORITHMS

Q2_AIComfortlevel_2024_1

- De manière générale, dans quelle mesure êtes-vous à l'aise ou non avec l'utilisation de nouvelles produites par chacune des méthodes suivantes…? - Principalement par intelligence artificielle (IA) avec une certaine surveillance humaine.
- *In general, how comfortable or uncomfortable are you with using NEWS produced in each of the following ways…? - Mostly by artificial intelligence (AI) with some human oversight.*

Q2_AIComfortlevel_2024_2

- De manière générale, dans quelle mesure êtes-vous à l'aise ou non avec l'utilisation de nouvelles produites par chacune des méthodes suivantes…? - Principalement par un journaliste humain avec l'aide de l'intelligence artificielle (IA).
- *In general, how comfortable or uncomfortable are you with using NEWS produced in each of the following ways…? - Mostly by a human journalist with some help from artificial intelligence (AI).*

AI_3_news_qualities

- En général, pensez-vous que les nouvelles générées principalement par l'intelligence artificielle, même si soumises à une certaine supervision humaine, sont plus ou moins susceptibles que celles générées intégralement par un journaliste humain de correspondre aux termes suivants? [Produites à meilleur coût; À jour; Plus faciles à comprendre; Impartiales (sans biais); Précises; Dignes de confiance; Transparentes]
- *In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist? [Cheaper to make; Up to date; Easier to understand; Unbiased; Accurate; Trustworthy; Transparent]*

AI_personalisation

- L'industrie des nouvelles envisage d'utiliser l'IA pour mieux adapter le contenu des nouvelles aux besoins individuels des gens. Parmi les options suivantes, lesquelles souhaiteriez-vous utiliser? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? Please select all that apply.*

Online_personalisation

- Dans quelle mesure êtes-vous à l'aise ou non à l'idée d'utiliser des sites Web et des applications où le contenu a été sélectionné pour vous automatiquement en fonction de vos préférences précédentes (c.-à-d. contenu hautement personnalisé), pour chacun des éléments suivants? [Nouvelles; Sports; Météo; Musique (p. ex. Spotify, Apple Music); Films et séries télévisées en ligne (p. ex. Netflix, Disney+); Réseaux sociaux/flux de vidéo (p. ex. Facebook, X (anciennement Twitter), YouTube, Instagram, TikTok, etc.)]
- *How comfortable or uncomfortable do you feel with using websites and apps where content has been automatically selected for you based on your previous preferences (i.e. highly personalised) when it comes to each of the following? [News; Sports; Weather; Music (e.g. Spotify, Apple Music); Online TV shows and movies (e.g. Netflix, Disney+); Social media/video feeds (e.g. Facebook, X (formely Twitter), YouTube, Instagram, TikTok, etc.)]*

# 3. MEDIAS AND DEVICES

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?*

Q8B_2023

- Avez-vous utilisé les appareils suivants pour accéder aux nouvelles au cours de la semaine passée?
- *Have you used the following devices to access news in the last week?*

Q10a_new2017_rc

- Parmi les moyens suivants, lequel a représenté le moyen **PRINCIPAL** par lequel vous avez accédé aux nouvelles au cours de la semaine passée?
- *Which of these was the **MAIN** way in which you came across news in the last week?*

Q12B

- Parmi les sites (ou applications) suivants, quels sont ceux, le cas échéant, que vous avez utilisés au cours de la semaine passée pour trouver, lire, regarder, partager des nouvelles ou en discuter? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *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.*

Q12_Social_sources

- Vous avez indiqué utiliser [Facebook OU X OU Instagram OU YouTube OU TikTok OU Snapchat] pour vous tenir au courant de l'actualité… En ce qui concerne l'actualité sur [Facebook OU X OU Instagram OU YouTube OU TikTok OU Snapchat], à laquelle de ces sources prêtez-vous généralement la plus grande attention? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *You said that you use [Facebook OR X OR Instagram OR YouTube OR TikTok OR Snapchat] for news… When it comes to news on [Facebook OR X OR Instagram OR YouTube OR TikTok OR Snapchat], which of these sources do you generally pay most attention to? Please select all that apply.*

Q2_Social_2025_Platforms

- Vous avez indiqué que vous prêtiez attention aux créateurs/-rices/personnalités lorsque vous êtes sur [Facebook OU X OU Instagram OU YouTube OU TikTok OU Snapchat] pour les nouvelles. Pour quel type de contenu leur prêtez-vous PRINCIPALEMENT attention? Veuillez sélectionner une seule réponse.
- *You said that you pay attention to creators/personalities when on [Facebook OR X OR Instagram OR YouTube OR TikTok OR Snapchat] for news. What types of content do you MAINLY pay attention to them for? Please select one option.*

Q2_podcast_2025_1

- Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants? - Écouter des balados m'aide à comprendre les enjeux de façon plus approfondie que dans les autres types de médias.
- *To what extent do you agree or disagree with the following statements? - Listening to podcasts helps me understand issues at a deeper level than other types of media.*

Q2_podcast_2025_2

- Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants? - Je serais prêt(e) à payer un prix raisonnable pour des balados relatifs aux nouvelles que j'aime.
- *To what extent do you agree or disagree with the following statements? - I would be prepared to pay a reasonable price for news-related podcasts that I like.*

# PAYMENT FOR ONLINE NEWS

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)*

Q7ai_rb

- Vous avez indiqué avoir accédé à un contenu de nouvelles payant EN LIGNE au cours de la dernière année… Parmi les types de paiements suivants, quels sont ceux, le cas échéant, que vous avez effectués au cours de la dernière année pour accéder à des nouvelles EN LIGNE? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *You said you have accessed paid for ONLINE news content in the last year… Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.*

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_pay_bundling

- Vous avez indiqué que vous n'aviez pas payé pour accéder à des nouvelles en ligne au cours de l'année passée. Parmi les propositions suivantes, lesquelles, le cas échéant, vous inciteraient à payer pour accéder à des nouvelles en ligne? Veuillez sélectionner toutes les réponses qui s'appliquent.
- *You say you have not paid for online news in the last year… Which of the following, if any, would encourage you to pay for online news? Please select all that apply.*