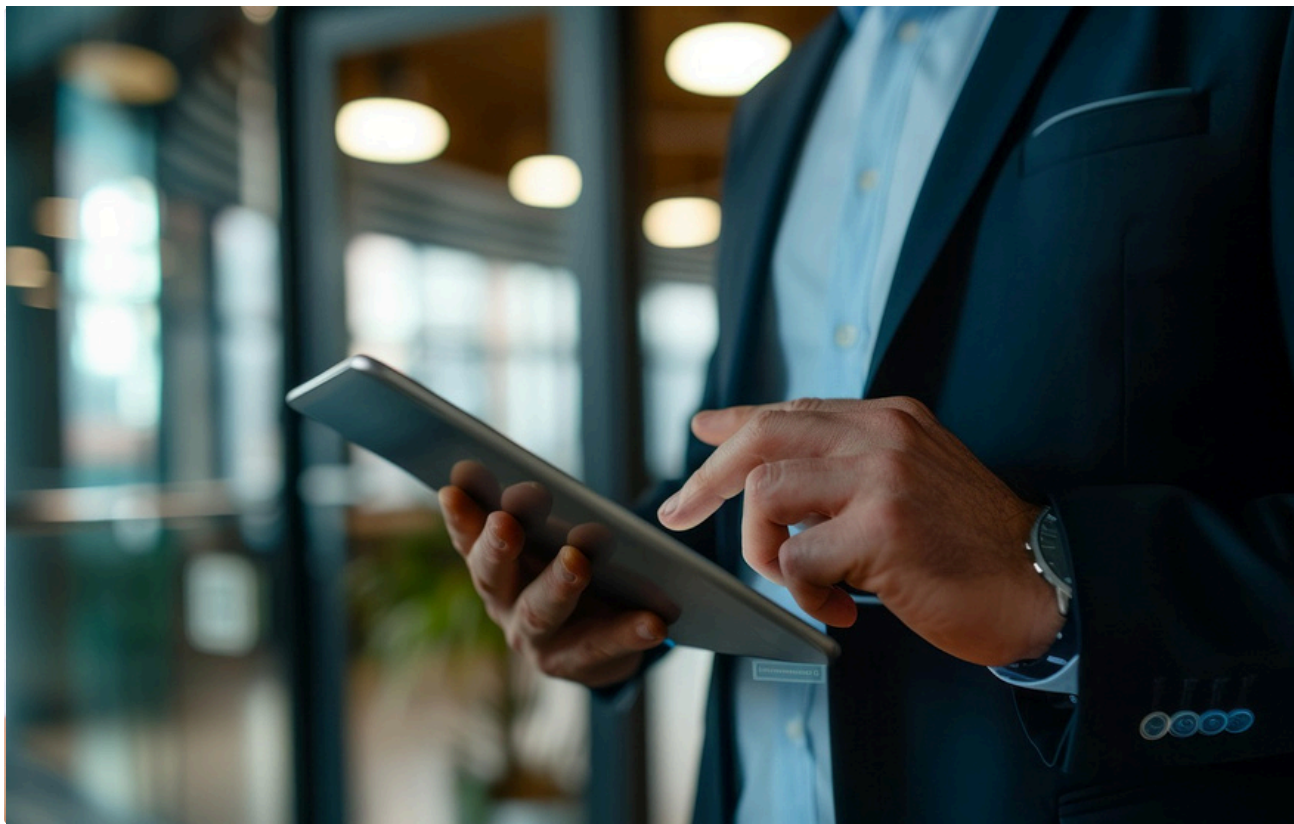


News Consumption Habits in Canada | Digital News Report 2025



- 1 Media types and devices**
- 2 Online sources and access points**
- 3 Formats and preferences**
- 4 Mis- and disinformation**
- 5 Algorithms and AI**





Methodology

The Digital News Report (DNR) is based on an online questionnaire conducted by YouGov from January 15 to February 24, 2025. Canadian data is collected from a random sample of 2,031 participants registered with this polling firm, including 429 Francophones. A free-standing Francophone sample was then completed, resulting in a total of 1,022 participants. The Anglophone sample consists of 1,602 respondents.

Up to and including 2020, the questionnaire excluded respondents who had not consumed any news in the month prior to the survey.

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

In this document, we define high-income households as those earning \$80,000 or more annually, covering 38% of our respondents. Low-income households, representing 20% of our respondents, earn less than \$30,000 annually, while the middle-income category, comprising 42% of our respondents, falls between these two poles.

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



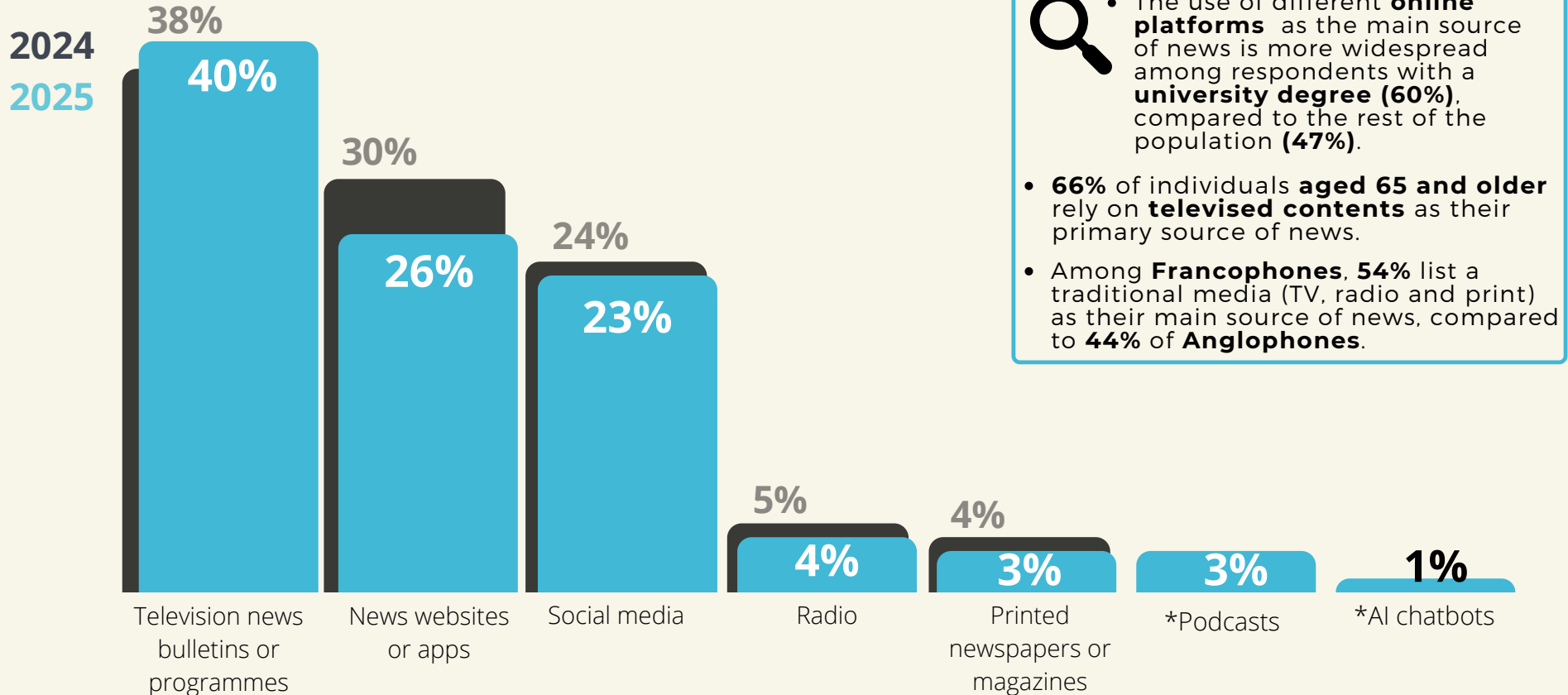
Methodological specifications



MEDIA TYPES AND DEVICES

HOW DO RESPONDENTS ACCESS NEWS IN 2025?

COMPARED TO 2024



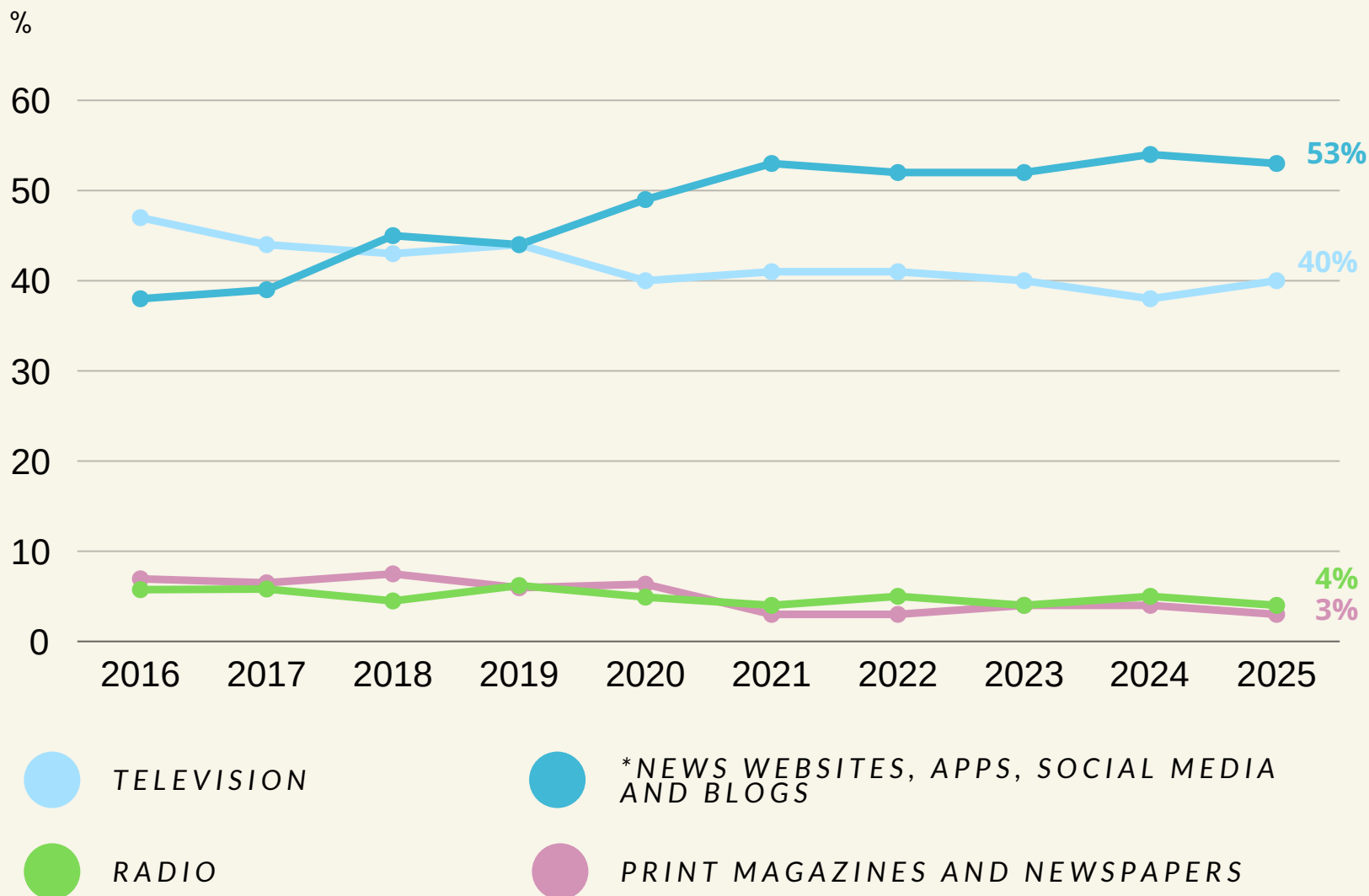
You say you've used these sources of news in the last week, which would you say is your **main source of news**? Base: those who used news sources last week (n=1,848).

***Note:** podcasts and AI chatbots were added in the 2025 survey.

1

MEDIA TYPES AND DEVICES

MAIN SOURCE OF NEWS FROM 2016 TO 2025

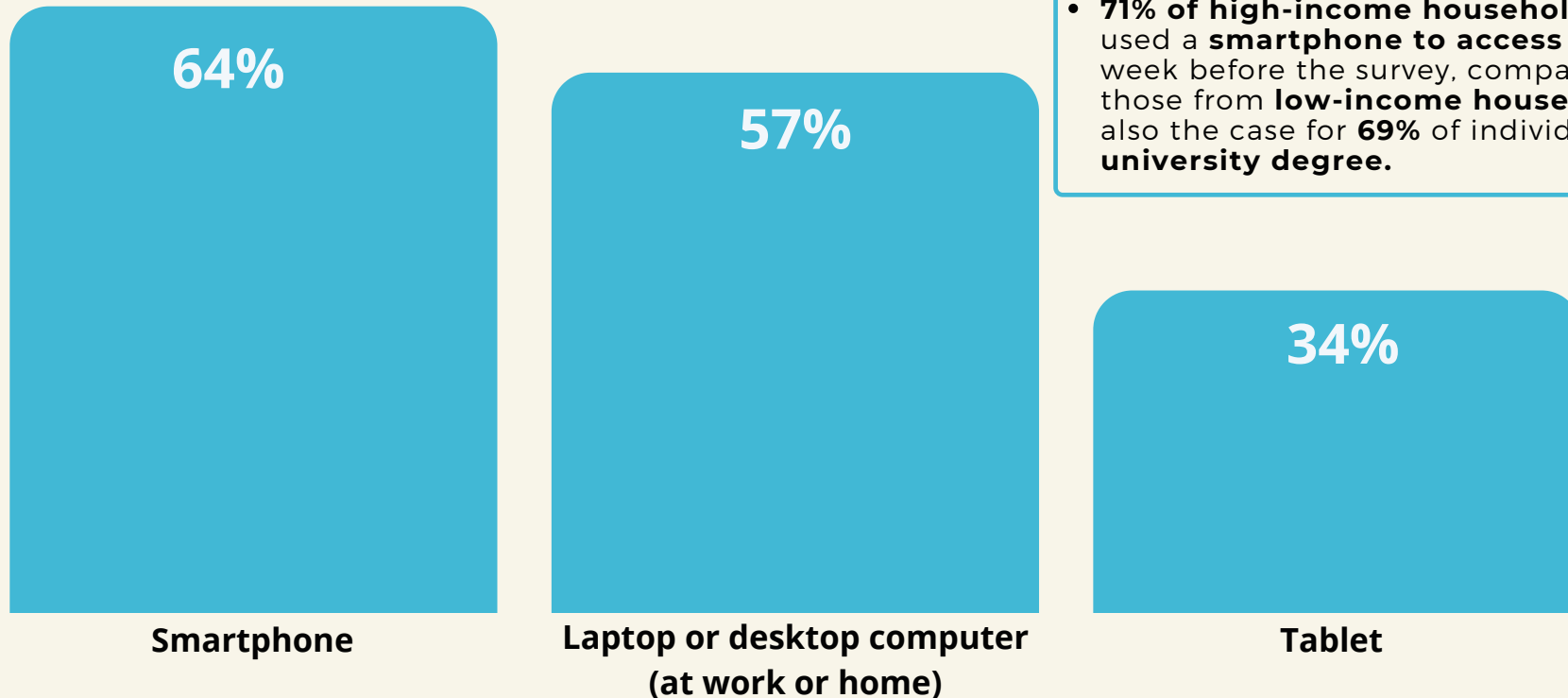


*Includes podcasts and AI chatbots

1

MEDIA TYPES AND DEVICES

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



- **Francophones (69%)** are more likely to report using a **smartphone** to access online news in the last week than **Anglophones (64%)**.
- **71% of high-income household members** used a **smartphone to access news** in the week before the survey, compared to **62%** of those from **low-income households**. This is also the case for **69%** of individuals holding a **university degree**.

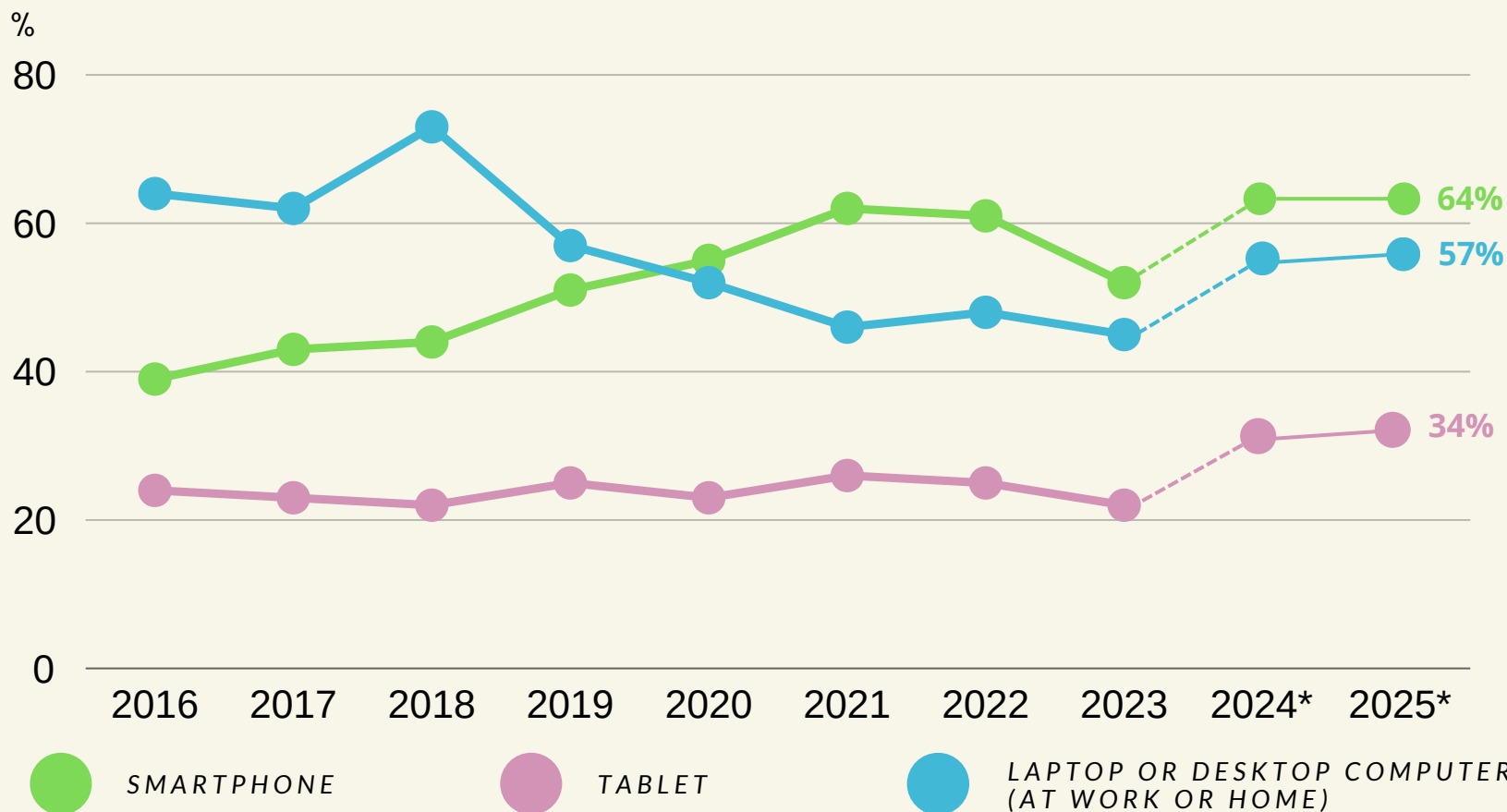


Among the following devices, which, if any, have you used in the past week to access news? Please select all that apply. Base: all respondents (n=2,031). **Note: only the three most used devices have been reported in the graph. The results also include voice-activated speakers (15%), smartwatches (13%), none of these (15%).**

1

MEDIA TYPES AND DEVICES

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

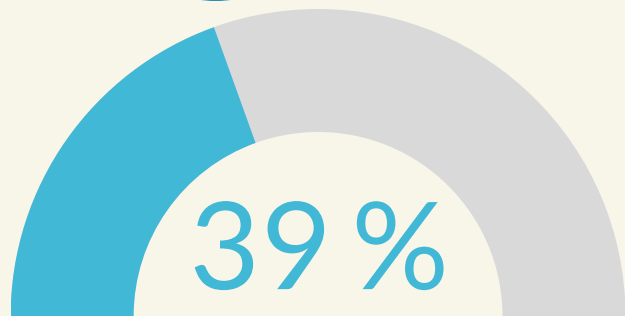


Smart TV as a device for news was removed from the questionnaire in 2024. Base: all respondents (in 2025, n=2,031). ***Note: changes in the administration of the question aiming for better representativeness may have influenced the data upward from 2024 onwards. The 2018 data likely overestimates the share of computer usage due to an error in polling.**

1

MEDIA TYPES AND DEVICES

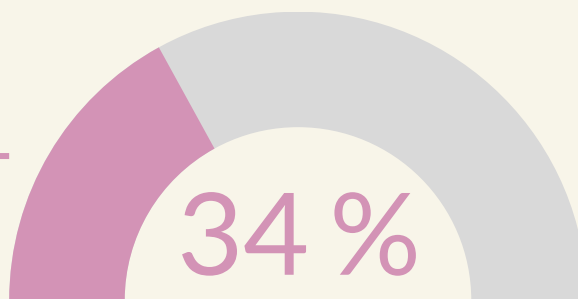
HOW CANADIANS INTERACT WITH NEWS



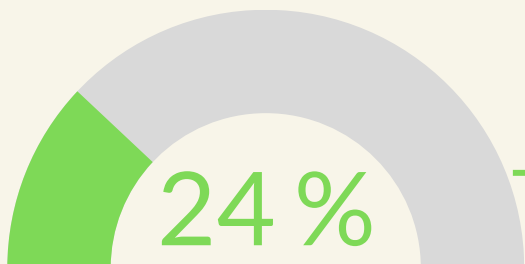
Talk
Online and
offline

Read

Comments on social
media and news websites

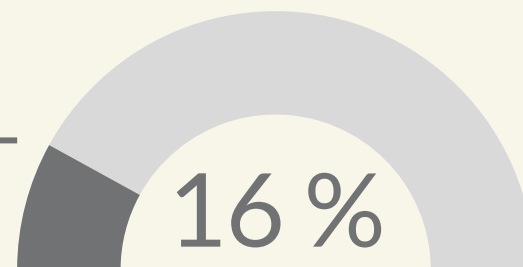


Share
On social
media, via
emails or
instant
messaging



Comment

On social media
and news websites



- **44%** of individuals holding a **university degree** report the habit of **discussing news**, whereas **29%** of those **without at least an high-school diploma** do so.
- **Discussing** news is more common **face-to-face (33%)** than **online (15%)**.
- Canadians are more likely to **comment** on current events on **social media (12%)** than on **news websites (8%)**.



During a **typical week**, among the following ways, which ones, if any, do you use to **share or participate in current topics**? Base: all respondents (n=2,031).

2

ONLINE SOURCES

MOST VISITED ONLINE NEWS BRANDS IN THE LAST WEEK

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

FRANCO n=1 022	
%	
27	TVA Nouvelles
26	La Presse
24	ICI Radio-Canada/ICI RDI
21	Journal de Montréal ou Québec
11	MSN Actualités
10	L'actualité
9	Radio locale en ligne
9	Yahoo! Actualités
7	Le Devoir

ANGLO n=1 602	
%	
23	CBC News
19	CTV News
16	CNN.com
14	Yahoo! News
14	Global News
13	BBC News
10	MSN News
10	Globe and Mail
9	New York Times

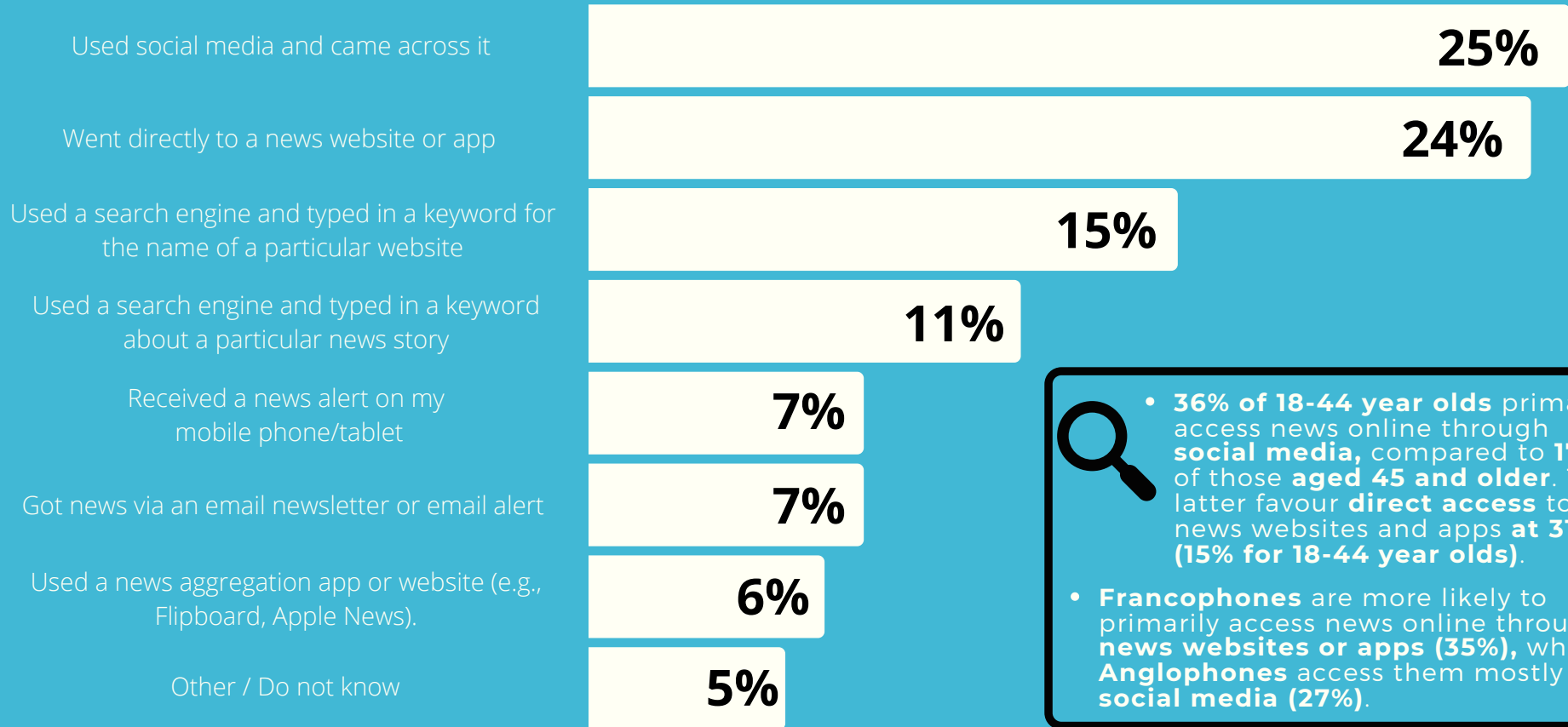


Which of the following brands have you used to **access news online** in the **last week** (via websites, apps, social media, and other forms of Internet access)? Please select all that apply. Base: all respondents (n=2,031). **Note: only the 9 most visited online news brands for each language group were included in the tables above.**



ACCESS POINT

MAIN WAY TO ACCESS ONLINE NEWS IN THE LAST WEEK



- **36% of 18-44 year olds** primarily access news online through **social media**, compared to **17%** of those **aged 45 and older**. The latter favour **direct access** to news websites and apps **at 31% (15% for 18-44 year olds)**.
- **Francophones** are more likely to primarily access news online through **news websites or apps (35%)**, while **Anglophones** access them mostly on **social media (27%)**.



Which of these was the **main way** in which you came across news online in the **last week**? Base: all who came across news in last week (n=1,728).

2

ACCESS POINT

SOCIAL MEDIA USED TO READ, COMMENT OR SHARE NEWS

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

FRANCO n=1 022			
%			Rank
38	0	Facebook	—
26	+1	YouTube	—
16	-5	Facebook Messenger	—
13	+4	TikTok	▲
12	-1	Instagram	▼
9	+2	WhatsApp	—
6	0	X (formerly Twitter)	—
4	0	LinkedIn	—
4	+1	Telegram	▲

ANGLO n=1 602			
%			Rank
31	+1	YouTube	—
22	+1	Facebook	—
15	+2	Instagram	▲
13	0	X (formerly Twitter)	▼
11	+2	WhatsApp	—
10	+2	TikTok	▲
9	+1	Facebook Messenger	▼
7	+1	Reddit	—
5	0	LinkedIn	—



- Respondents aged **18 to 44** are **more inclined** to use **Instagram** (**20%** among Francophones, **24%** among Anglophones) and **TikTok** (respectively **22%** and **15%**) for news than the general population.
- Among **French-speaking respondents**, **Facebook** is the social media most widely used **by all age groups** to read, comment on or share news.



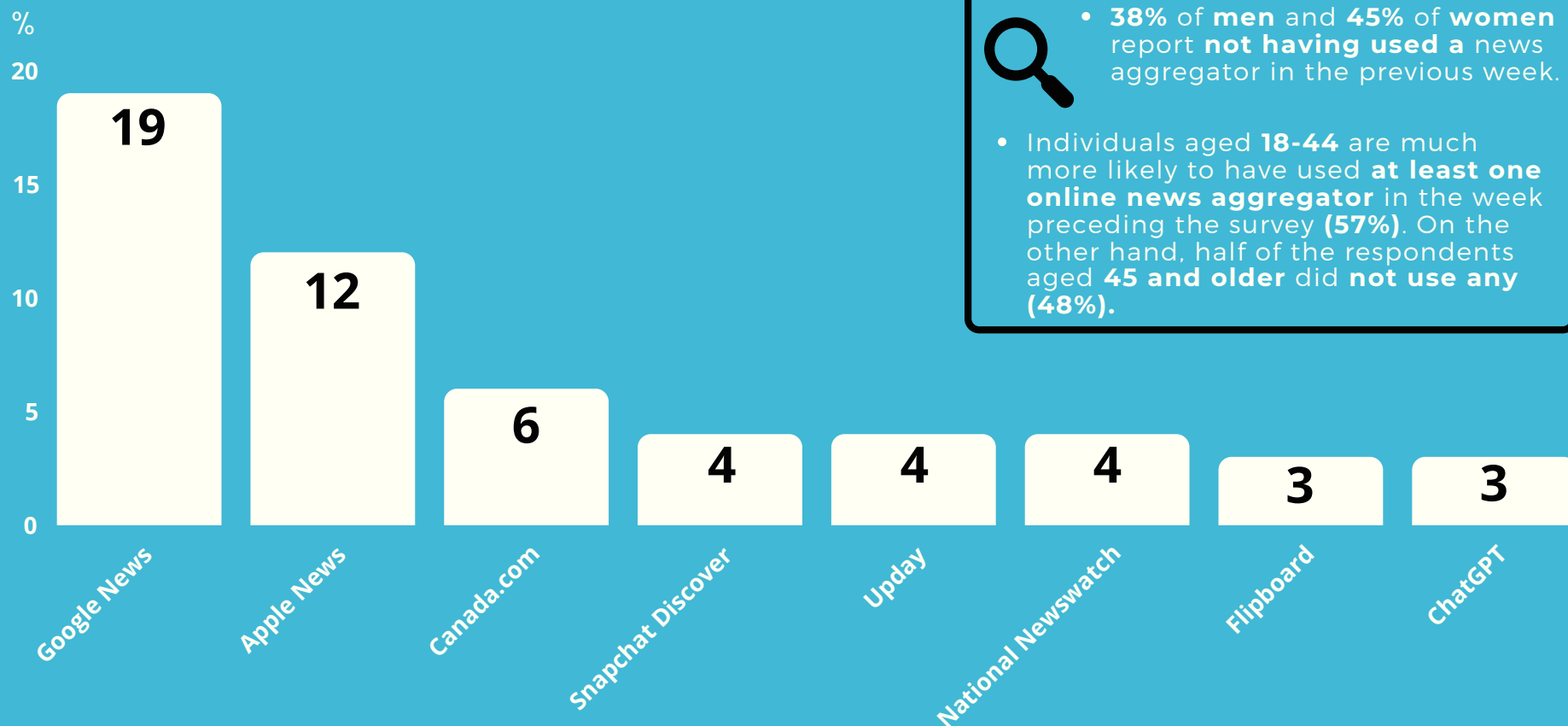
Which, if any, of the following have you used for **finding, reading, watching, sharing or discussing news** in the last week? Please select all that apply.

Base: all respondents (n=2,031). **Note:** only the top 9 most widely used platforms by each language group were included in the tables above.

2

ACCESS POINT

NEWS AGGREGATORS USED IN THE LAST WEEK



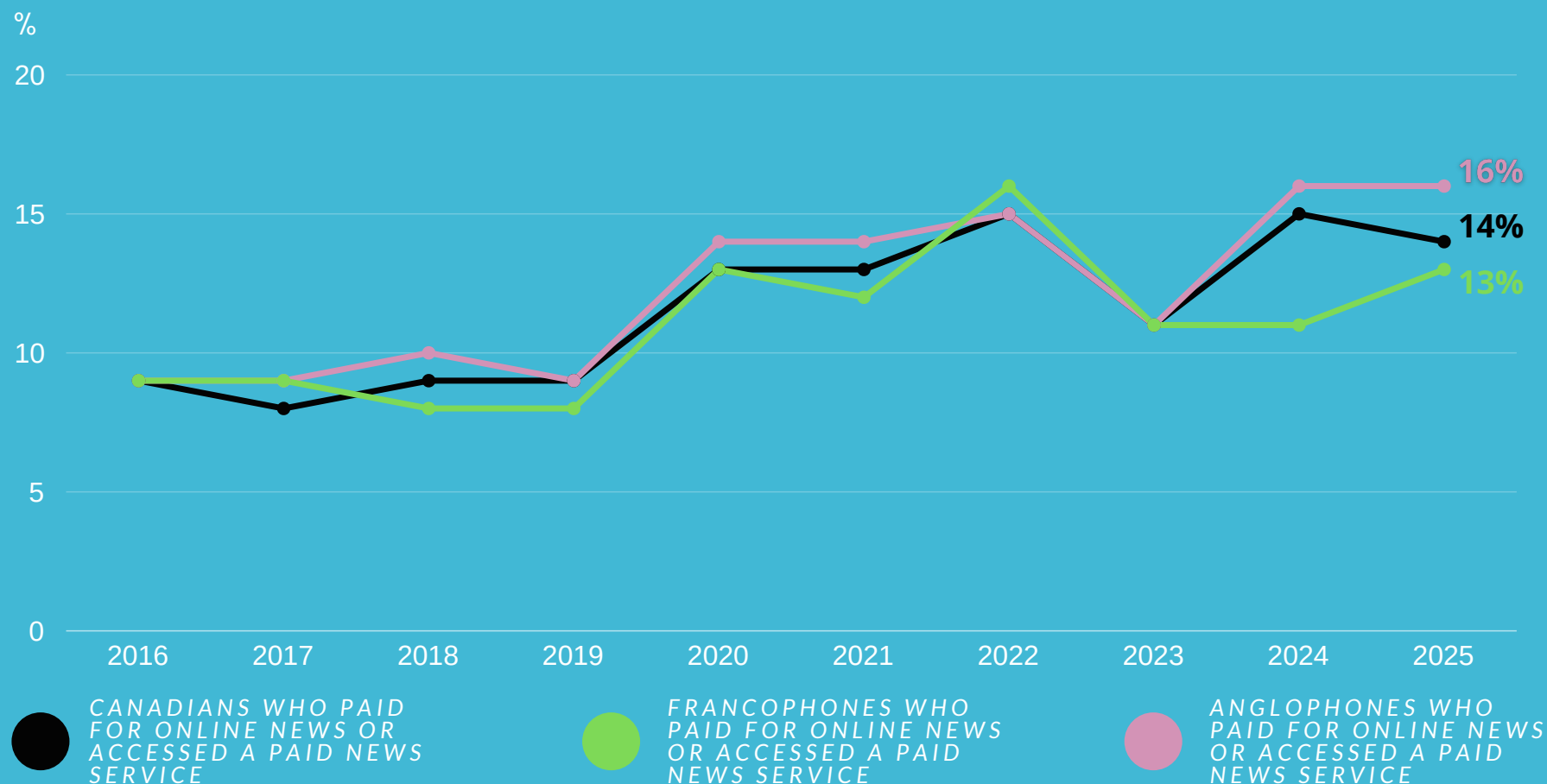
When using the internet for news, **have you used any of the following sites or mobile apps that aggregate different news links in the last week?** Please select all that apply.

Base: all respondents (n=2,031). **Note:** only the top 8 most widely used news aggregators were included in the chart above. **14% of respondents** chose the default aggregator on their Android phone.

2

PAYMENT

THE EVOLUTION OF ONLINE NEWS PAYMENT FROM 2016 TO 2025

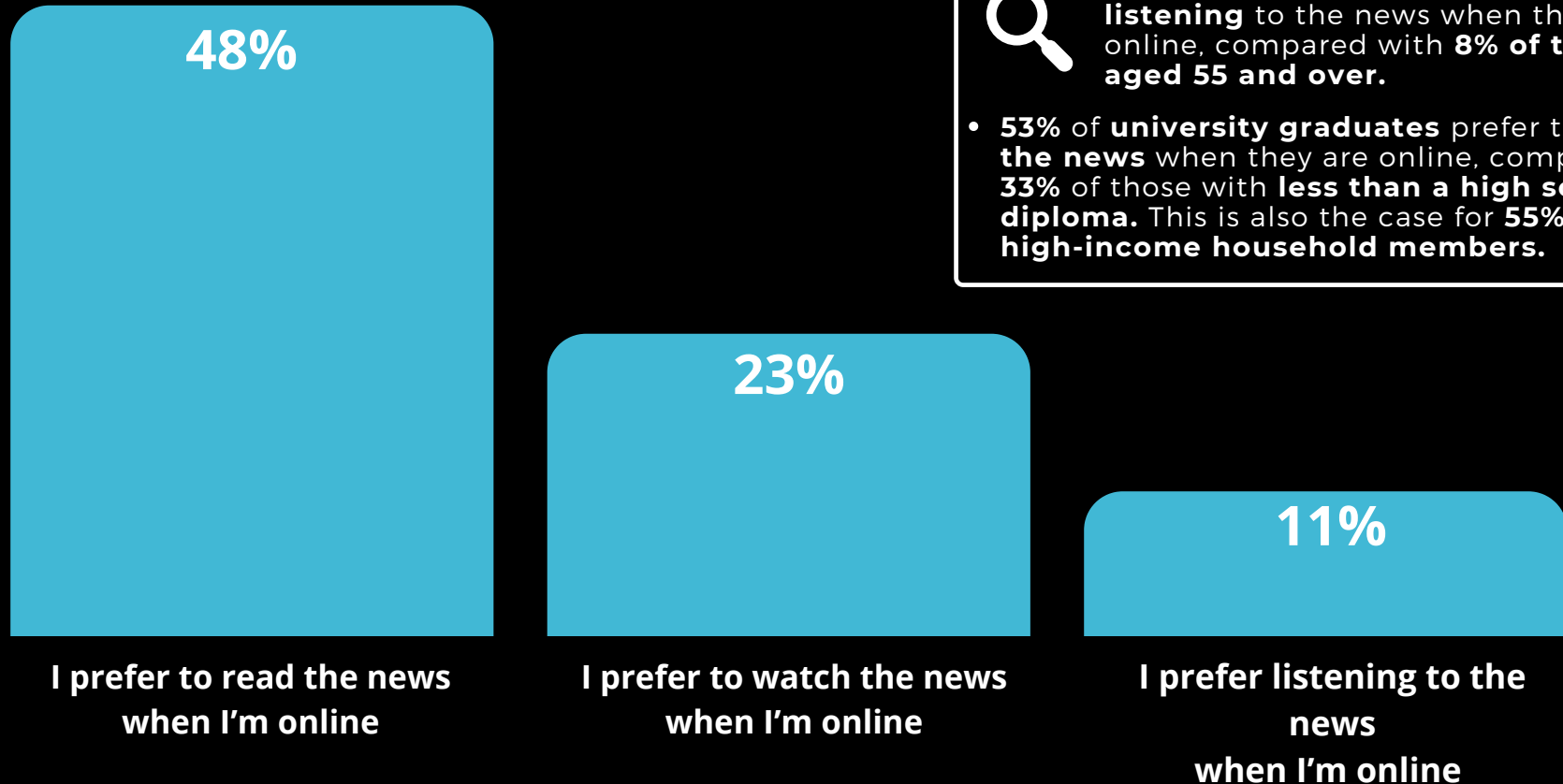


Have you paid for online news content, or accessed a paid online news service **in the last year**? Base: all respondents (n=2,031 in 2025).

3

FORMATS AND PREFERENCES

ONLINE NEWS CONSUMPTION HABITS RELATED TO NEWS AND CURRENT AFFAIRS



- **20% of 18-24-year-olds** prefer **listening** to the news when they are online, compared with **8% of those aged 55 and over**.
- **53% of university graduates** prefer to **read the news** when they are online, compared to **33% of those with less than a high school diploma**. This is also the case for **55% of high-income household members**.

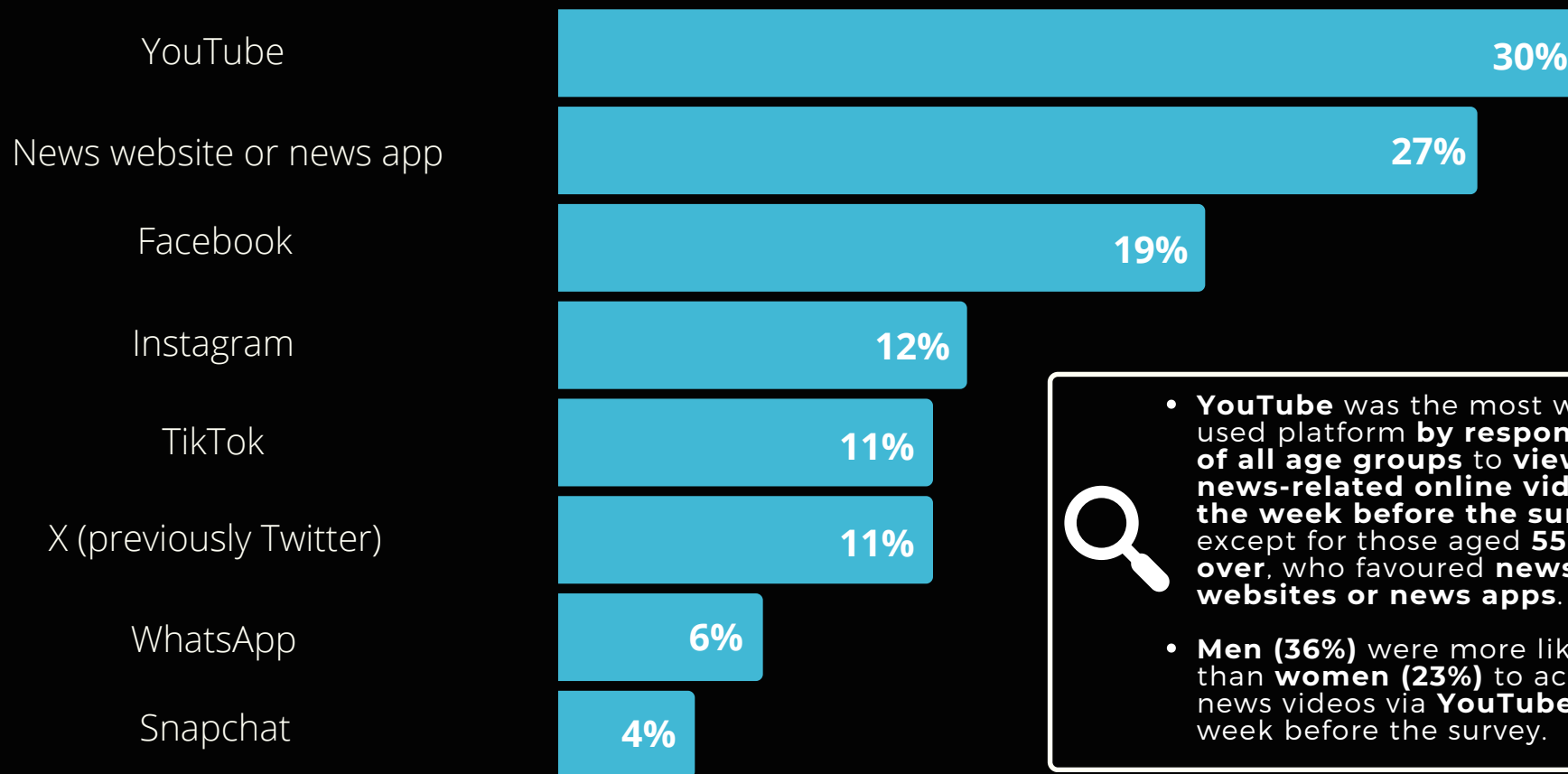


In **thinking about your online habits around news and current affairs**, which of the following statements applies best to you? Please select one. Base: all respondents (n=2,031). **Note: 18% of respondents answered "I don't know"**.

3

VIDEOS AND PLATFORMS

IN THE LAST WEEK, I HAVE WATCHED A NEWS-RELATED VIDEO WHEN ON...



- **YouTube** was the most widely used platform **by respondents of all age groups** to view news-related online videos in the week before the survey, except for those aged **55 and over**, who favoured **news websites or news apps**.
- **Men (36%)** were more likely than **women (23%)** to access news videos via **YouTube** in the week before the survey.



Thinking about when you used online news-related video (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? Please select all that apply. Base: all respondents (n=2,031). **Note: 35% of respondents did not watch any news-related videos in the last week.**

3

VIDEOS AND PLATFORMS

PLATFORMS USED AMONG THOSE WHO CONSUME NEWS-RELATED VIDEOS ONLINE

Share of respondents in this language who report having watched a news-related video on the following platforms in the week prior to the survey

FRANCO

n= 1 022

%	<i>I watched a news-related video on...</i>
24	Facebook
23	News website or news app
22	YouTube
10	TikTok
8	Instagram
6	WhatsApp
5	X (previously Twitter)
3	Snapchat
40	None

ANGLO

n=1 602

%	<i>I watched a news-related video on...</i>
33	YouTube
29	News website or news app
17	Facebook
14	Instagram
13	X (previously Twitter)
13	TikTok
6	WhatsApp
4	Snapchat
32	None

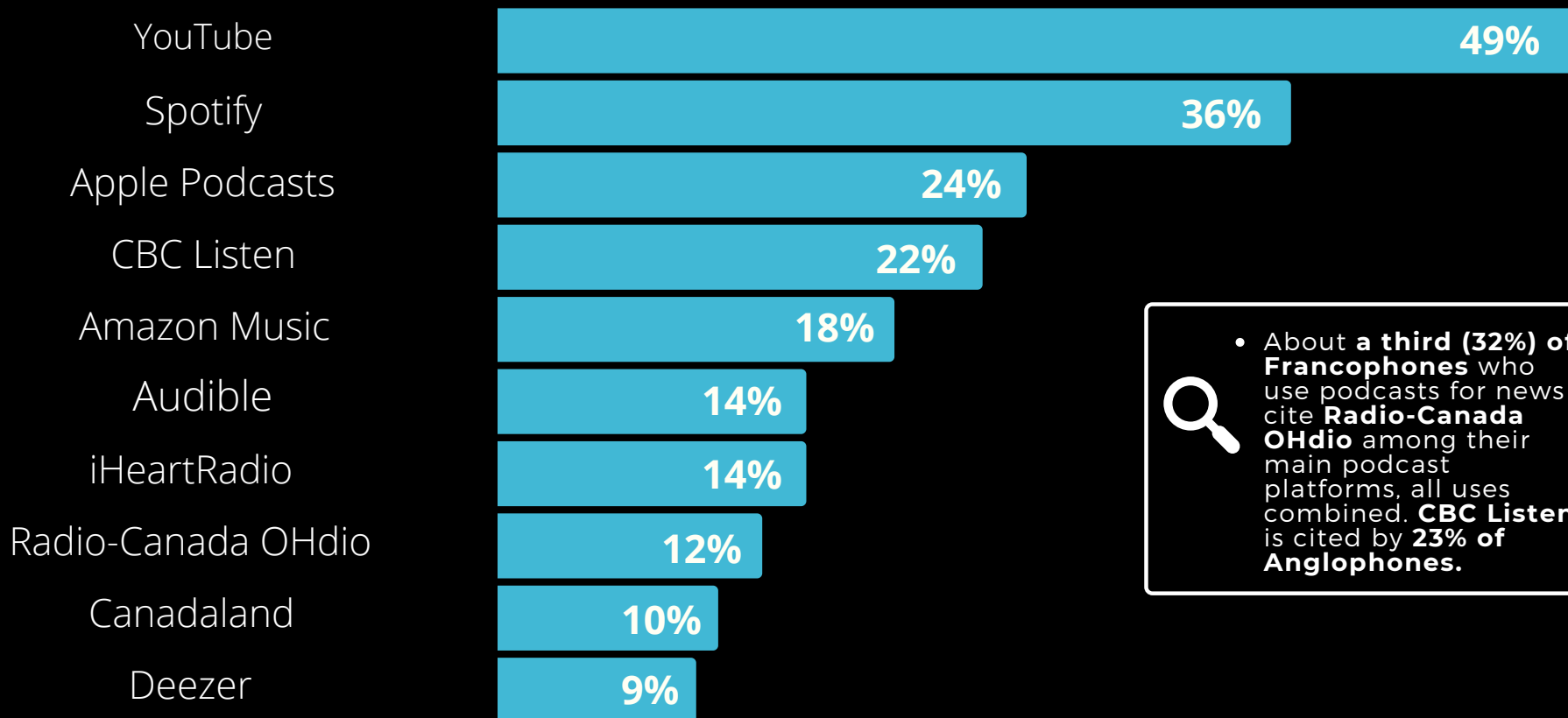


Thinking about when you used online news-related video (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? Please select all that apply. Base: all respondents (n=2,031).

3

PODCASTS

APPS OR WEBSITES MAINLY USED TO LISTEN TO AND FIND PODCASTS



- About a **third (32%)** of **Francophones** who use podcasts for news cite **Radio-Canada OHdio** among their main podcast platforms, all uses combined. **CBC Listen** is cited by **23% of Anglophones**.



Which of the following **apps or websites** do you **mainly use to find and play podcasts**? Please select all that apply. Base: Used podcast as source of news (n=187). **Note: only the top 10 most widely used apps and web sites were included in the graph above.**

3

SOURCES AND SOCIAL MEDIA

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

%	Facebook n=272	X n=158	Instagram n=167	TikTok n=148	YouTube n=274
Traditional news media/journalists	44	57	42	46	54
Ordinary people	32	36	33	36	24
Other news media/journalists (Digital-first news outlets not associated with traditional media)	18	34	30	25	25
Politicians or political activists	16	36	27	29	21
Creators/personalities that mostly focus on the news	11	34	28	41	31
Creators/personalities that occasionally focus on the news	5	18	22	30	16
None	11	3	6	6	4



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

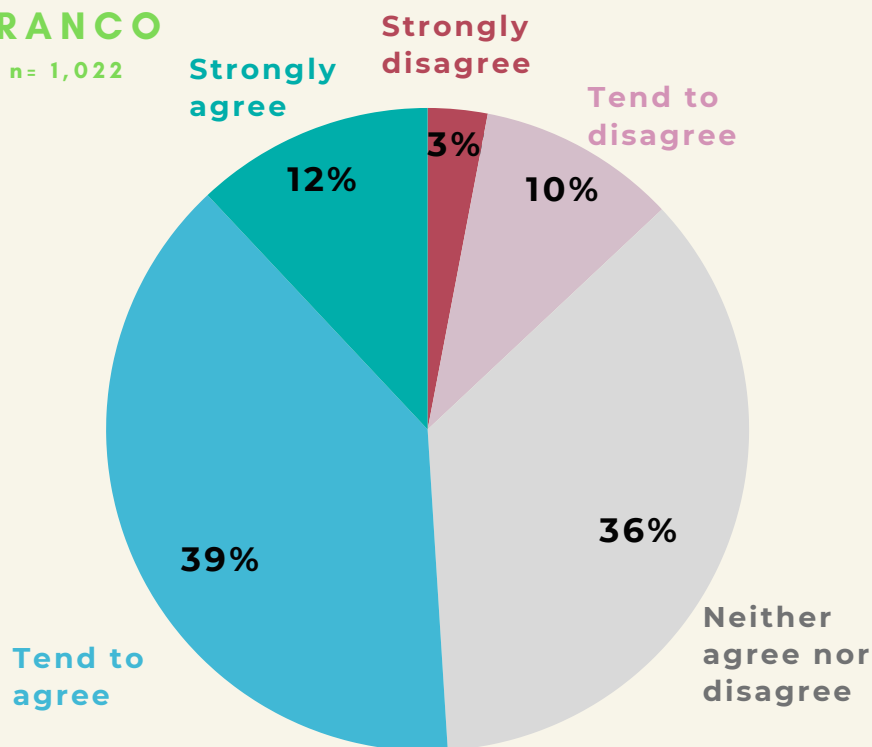
4

MIS- AND DISINFORMATION

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

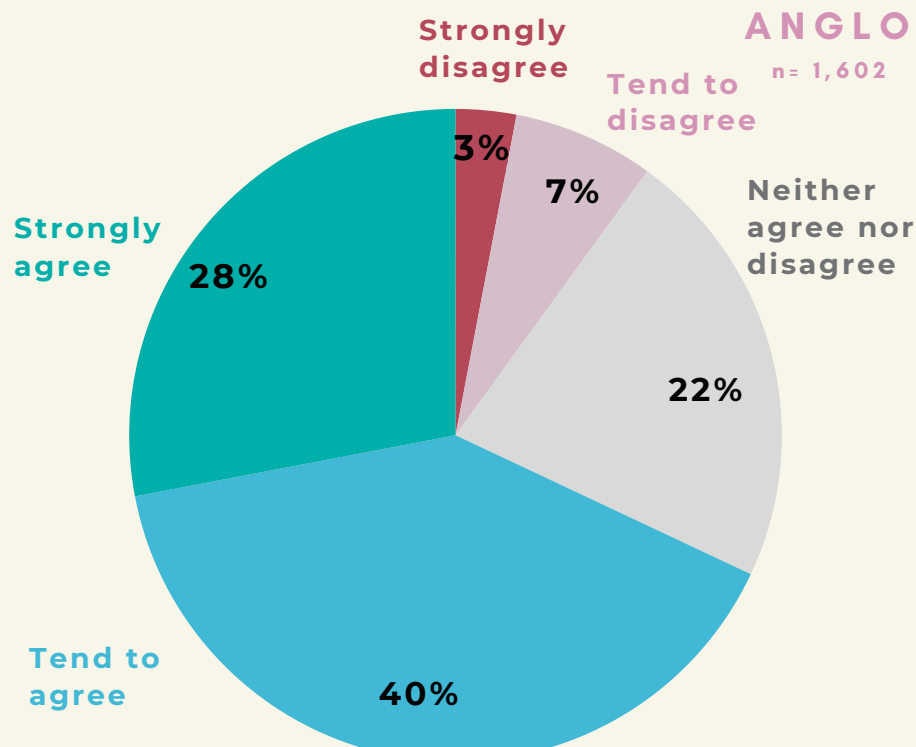
FRANCO

n= 1,022



ANGLO

n= 1,602

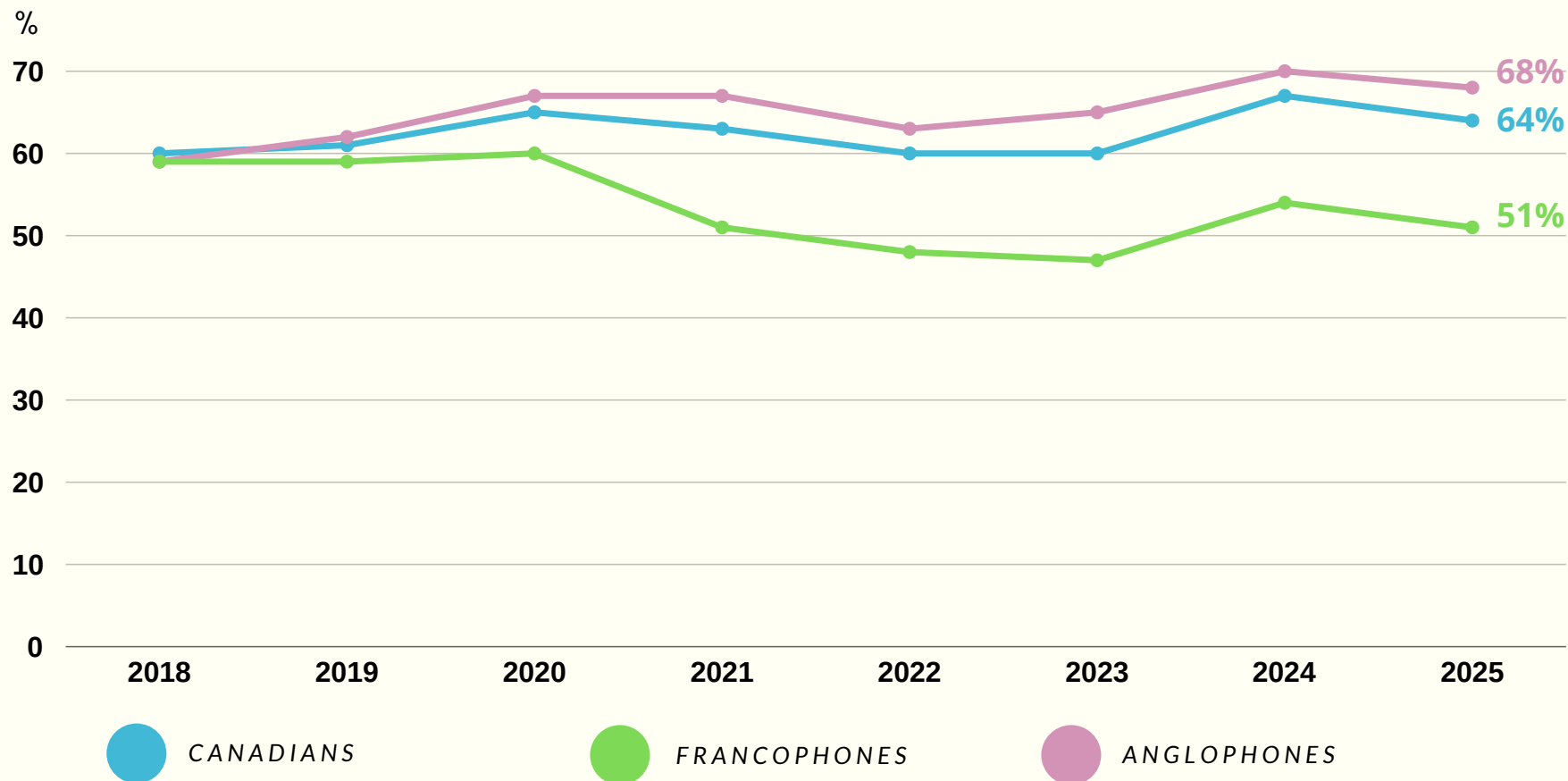


Please indicate your **level of agreement** with the following statement:
 "Regarding online news, **I am concerned about the possibility of distinguishing between true and false information on the Internet.**" Overall, 64% agree with this statement, 10% disagree. Base: all respondents (n=2,031).



MIS- AND DISINFORMATION

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

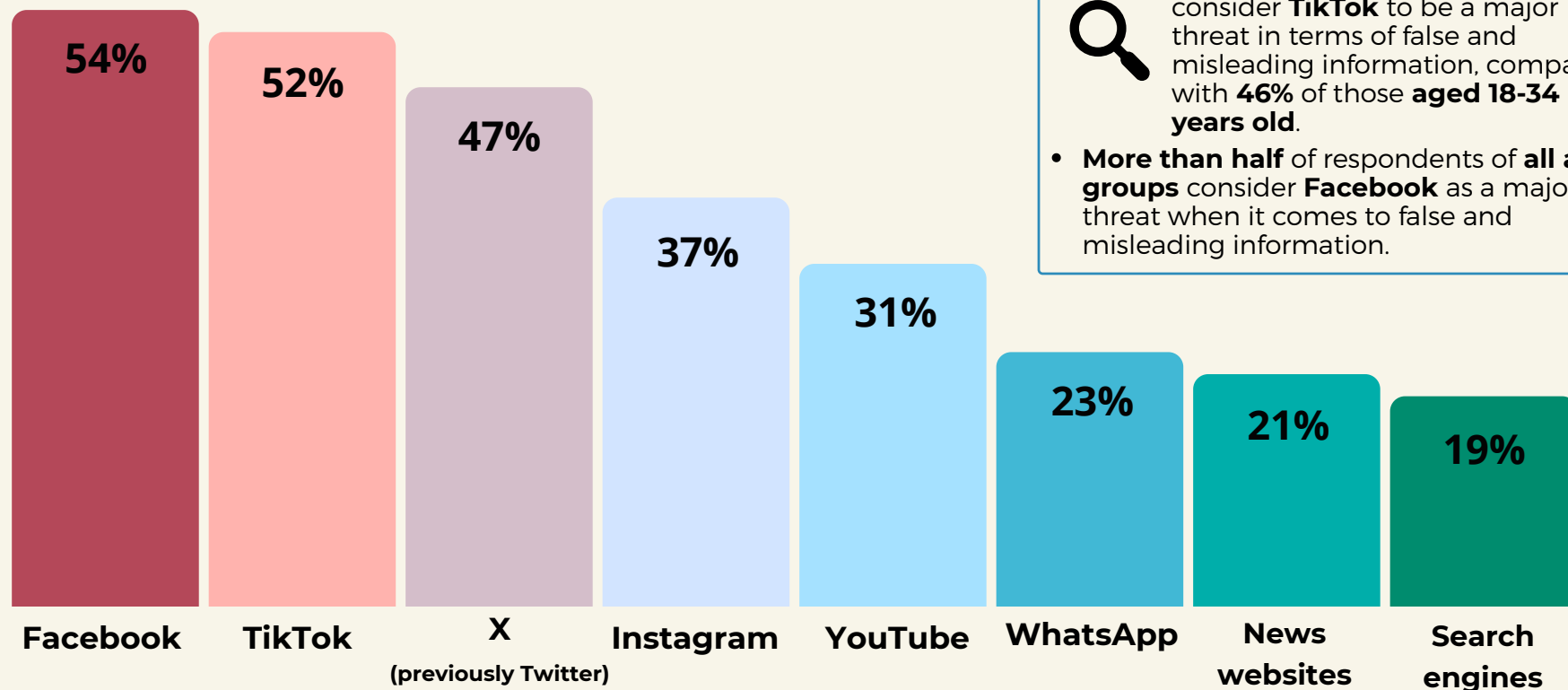


Please indicate your **level of agreement** with the following statement:
"When it comes to online news, **I am concerned about the possibility of distinguishing between true and false information on the Internet.**" Percentages of respondents who "Strongly agree" and "Somewhat agree". Base: all respondents (in 2025, n=2,031).



MIS- AND DISINFORMATION

PLATFORMS CONSIDERED TO BE MAJOR THREATS IN TERMS OF FALSE AND MISLEADING INFORMATION



- **54% of those aged 35 and over** consider **TikTok** to be a major threat in terms of false and misleading information, compared with **46%** of those **aged 18-34 years old**.
- **More than half** of respondents of **all age groups** consider **Facebook** as a major threat when it comes to false and misleading information.



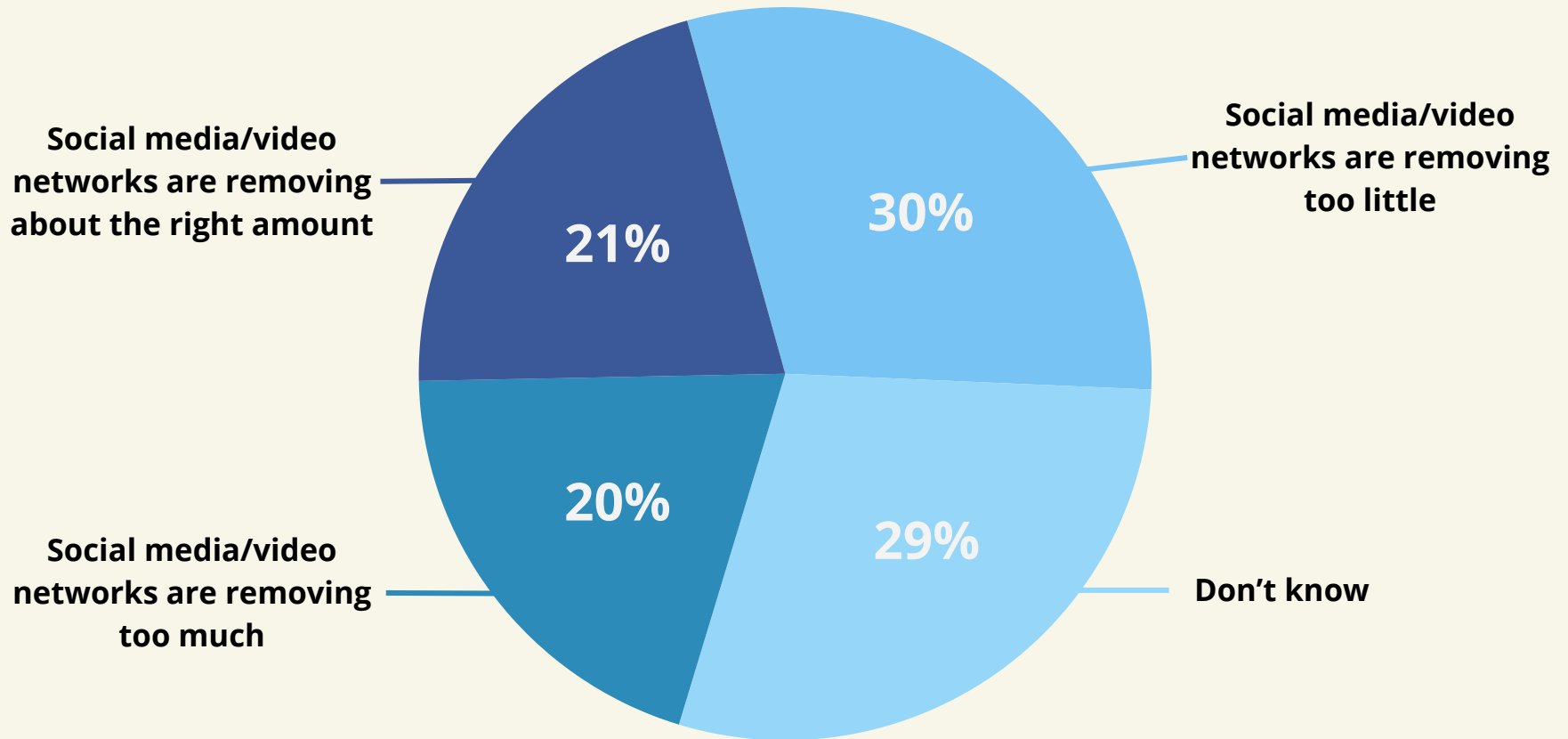
Which of the following do you think poses a **major threat in terms of false and misleading information**? Please select all that apply.

Base: all respondents (n=2,031).



SOCIAL MEDIA AND CONTENT REMOVAL

PERCEPTIONS OF CONTENT REMOVED BY SOCIAL NETWORKS

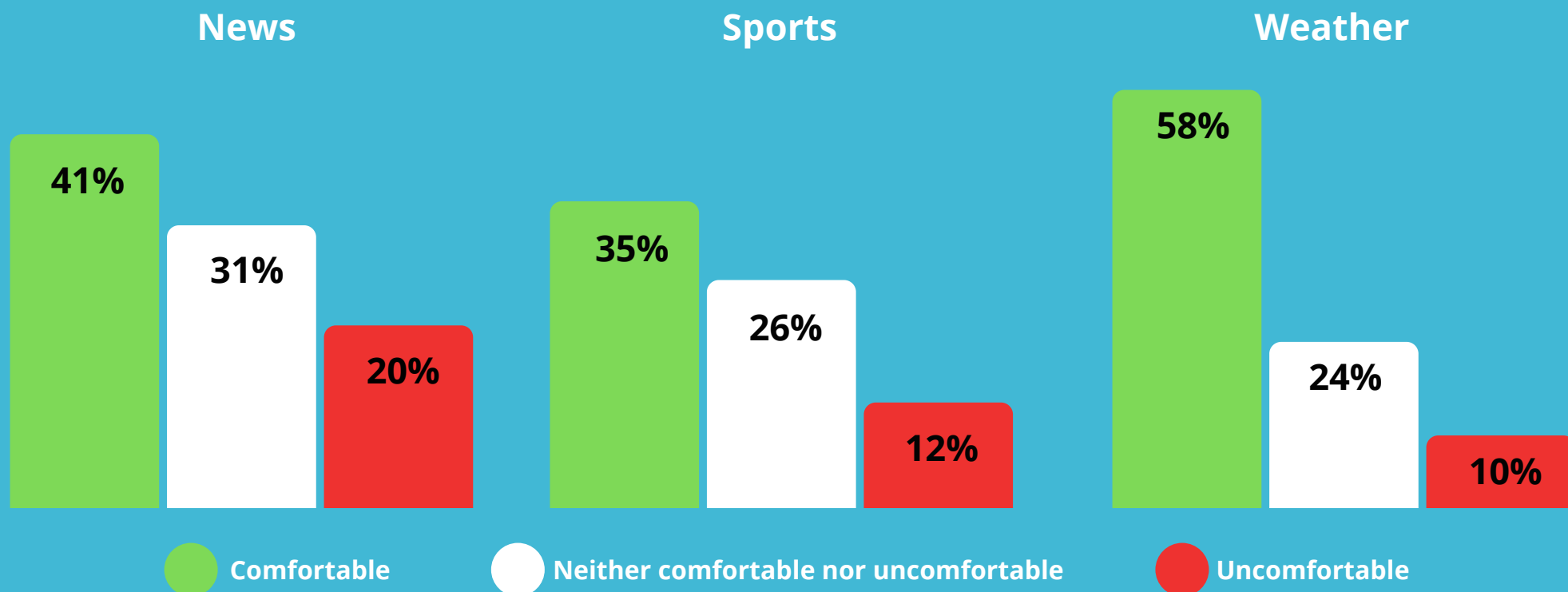


Thinking about how social media and online video networks sometimes **remove content that is deemed harmful or offensive** (in addition to **content that is illegal**), which comes closest to your view? Base: all respondents (n=2,031).

5

ALGORITHMS

COMFORT LEVEL WITH AUTOMATIC CONTENT SELECTION BASED ON PAST PREFERENCES



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? Base: all respondents (n=2,031).

5

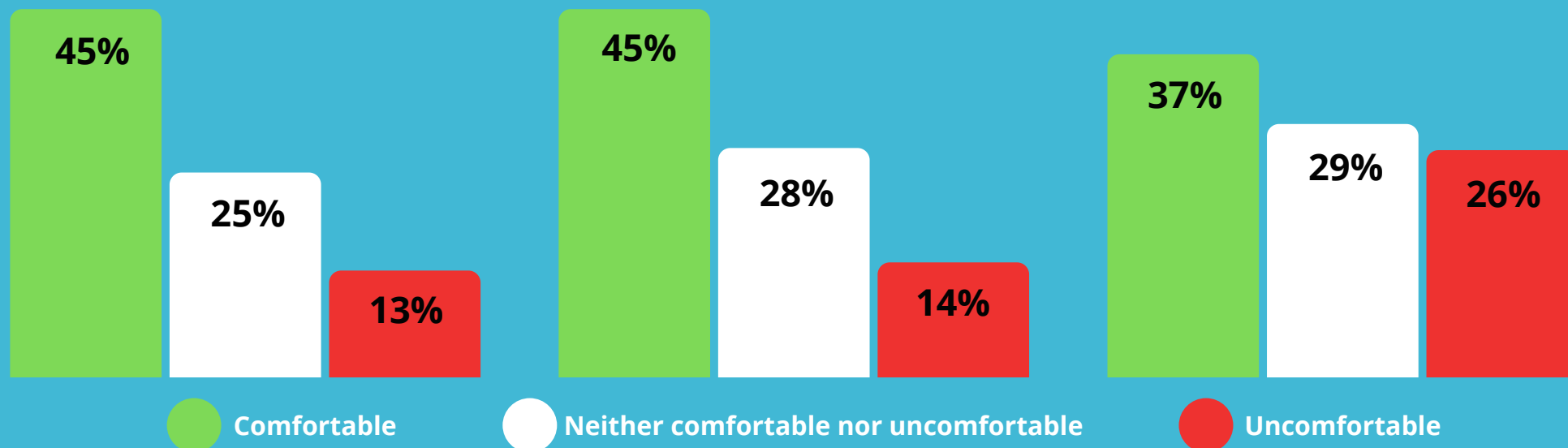
ALGORITHMS

COMFORT LEVEL WITH AUTOMATIC CONTENT SELECTION BASED ON PAST PREFERENCES

Music
(e.g., Spotify, Apple Music)

Online TV shows and movies
(e.g., Netflix, Disney+)

Social media/video feeds
(e.g., Facebook, X (previously Twitter), YouTube, Instagram, TikTok)



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? Base: all respondents (n=2,031).

5

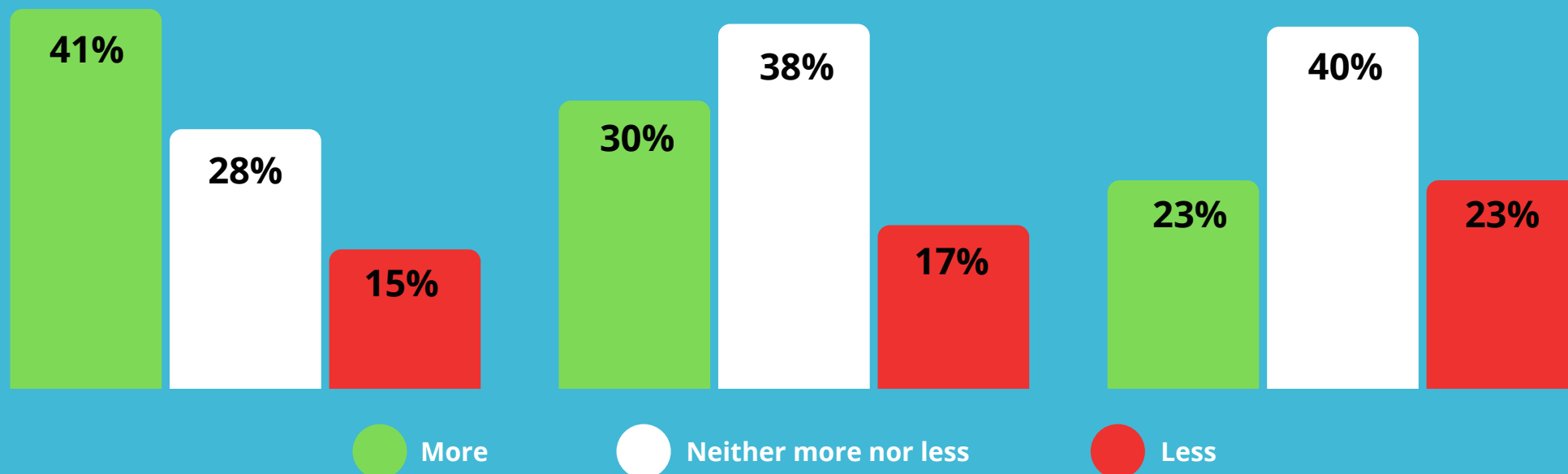
AI AND NEWS

PERCEPTIONS OF NEWS GENERATED MAINLY BY ARTIFICIAL INTELLIGENCE

Cheaper to make

Up to date

Easier to understand

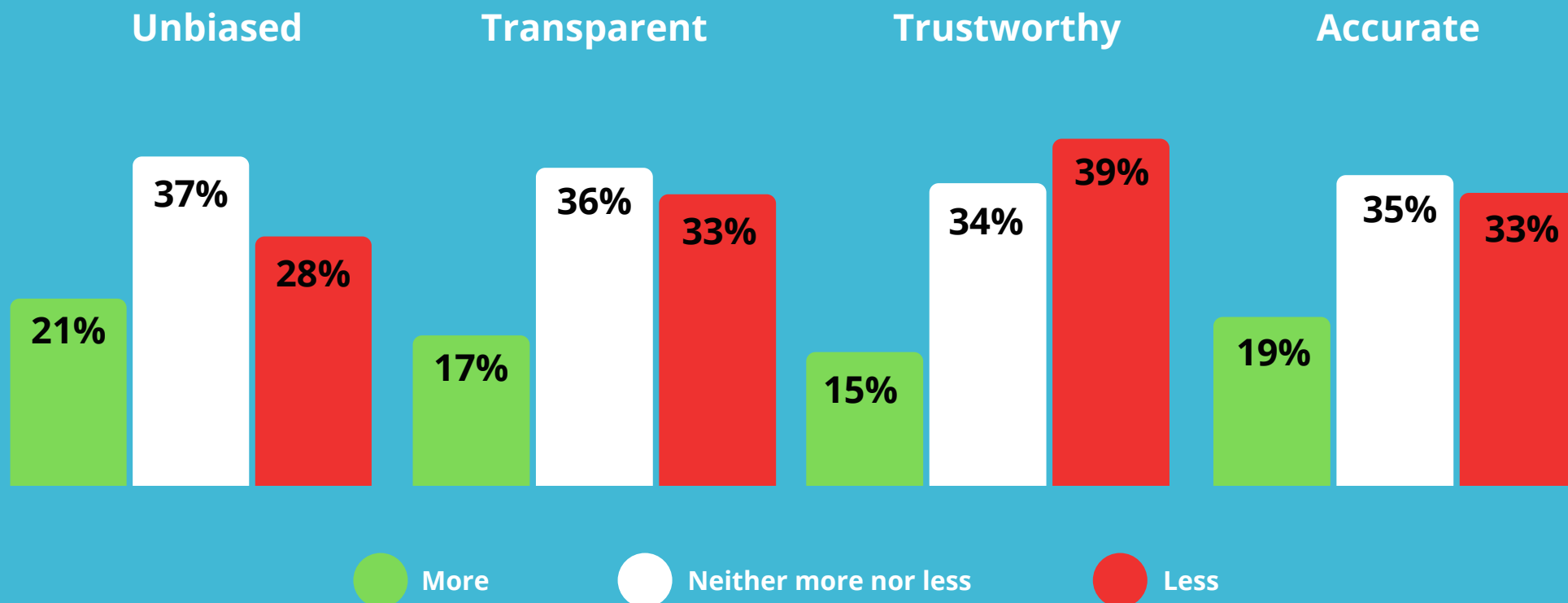


In general, do you think that **news produced mostly by artificial intelligence**, albeit with some human oversight, is likely to be **more or less of each of the following**, compared to news produced entirely by a human journalist? Base: all respondents (n=2,031).

5

AI AND NEWS

PERCEPTIONS OF NEWS GENERATED MAINLY BY ARTIFICIAL INTELLIGENCE



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? Base: all respondents (n=2,031).

ABOUT US



CENTRE D'ÉTUDES SUR LES MÉDIAS

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

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

Centre d'études sur les médias

Colette Brin, director

Project Team

Sébastien Charlton, coordinator

Florence Marquis, research assistant

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