DIGITAL NEWS REPORT
CANADA

2026 DATA: AN OVERVIEW

CENTRE D'ÉTUDES SUR LES MÉDIAS

REUTERS INSTITUTE
UNIVERSITY OF OXFORD

PROJECT TEAM: CANADIAN DATA

Colette Brin – Director, Centre d’études sur les médias

Sébastien Charlton – Coordinator, Centre d’études sur les médias

Annie Marois – Research assistant, Centre d’études sur les médias

With additional support from:

Marilyn Thomson helped translate this document from French to English

The template for this document was created by Florence Côté

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 2026, 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.

METHODOLOGICAL NOTE

The DNR is based on an online questionnaire administered by the survey firm YouGov. The Canadian data is calculated from a random sample of 2,059 participants registered with YouGov, including 404 Francophones. An autonomous Francophone sample was subsequently completed to obtain 1,022 participants. The Canadian data was collected from January 9 to February 19, 2026. The results are weighted to represent the country’s adult population. Additional data were collected from March 5 to 15, 2026, from 1,016 Canadian respondents due to a problem during the initial data collection. The relevant passages are identified in the document.

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.

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Highlights

- For the first time in the history of the Digital News Report, social media were the news source used by the largest number of respondents in the week preceding the survey, in Canada and internationally. Social media are ahead of television, even though, in Canada, most news media content is blocked on Facebook and Instagram. Still, 53% of Canadian respondents used social media for news during the period, an increase of 9 percentage points (pp) relative to 2025, while 49% used television (a decrease of 4 pp). That said, social media are still below their peak score (55%) reached in 2021 and 2022. Substantial increases can be seen for Francophones and Anglophones alike, and for all age categories.

- About one-third (33%) of Canadian respondents consider social media their *main* source of news, an increase of 10 pp from 2025 and the highest score that these platforms have ever achieved in the country. This puts them just behind television (36%) as the most cited main source.

- In Canada, search engine users are more likely to always, often or sometimes (86%) click on links to the original sources of news than are users of chatbots (75%) or social media (74%). But, in all three cases, respondents are much more likely to click "sometimes" than "often" or "always".

- Trust in most news most of the time continues its slow decline in Canada with its lowest score so far in the survey (37%, a decrease of 2 pp from 2025). As has been the case for several years, Francophones are more likely to trust news (44%) than are Anglophones (35%). Even so, these are the lowest results to date in both cases.

- As was the case when we asked the question in 2020, Canadian respondents prefer to get news from sources that do not have a particular point of view (47%) rather than news that shares their point of view (15%) or challenges it (14%). These preferences are also seen in the sources that respondents think other members of society should get news from. The results differ little according to the age of respondents.

- Francophones are more likely to have a positive view of Canadian media coverage of the various topics proposed in the survey than they are to judge it negatively, and their results are always more favourable to the media than are the Anglophone results. Of the six topics in the questionnaire, coverage of immigration makes the most negative overall impression.

- Respondents who identify with the political right have generally negative perceptions of the country's news coverage of the various topics proposed in the survey, regardless of the topic. As for left-leaning respondents, only for climate issues is the share of respondents who view the media's coverage negatively higher than the share of respondents who view it positively, but with a smaller difference than for those on the right.

- When it comes to news provided by the public broadcasters (CBC and ICI Radio-Canada), 40% of survey participants think it has a positive effect on life in Canada. Conversely, 19% say that it has a negative effect on society. Slightly more than one-third (34%) of respondents think the effect is neither positive nor negative. Those aged 18 to 34 are less likely to see a negative effect (13%) than those aged 35 and older (21%).

- Although a majority (63%) of respondents on the political left view the effect of news provided by the public broadcasters on life in the country as positive, respondents on the right are more likely to view it as negative (42%) than positive (31%).

- In the 2026 survey, 38% of respondents in Canada say they consumed online news from creators or influencers in the week preceding the survey. The older the respondents, the less likely they are to consume news from such sources. Among Anglophones the practice is much more prevalent (43%) than it is among Francophones (27%), and it is less restricted to a younger audience.

- Canadian respondents are more likely to view content creators and influencers as more entertaining, easier to understand, more relatable and even more up-to-date with the latest news than traditional news brands and outlets. Conversely, traditional news brands tend to be seen as more authentic, knowledgeable, trustworthy and impartial.

1. Access to news

1.1. News sources

Domestically and internationally, social media, with a proportion of 53%[1] in Canada, are for the first time the source of news used by the highest share of respondents to the Digital News Report study in the week preceding the survey, even though, in Canada, most news media content is blocked on Facebook and Instagram (Figure 1). In the previous three surveys, social media recorded their lowest scores (about 45%) since Canadian data were first collected in 2016. Without reaching their 2021 and 2022 scores (55%), social media made a significant recovery, going from 44% in 2025 to 53% in 2026, an increase of 9 percentage points (pp). Conversely, television (49%, -4 pp), news sites or apps (47%, -4 pp), radio (14%, -2 pp) and print media (11%, -3 pp) attract smaller shares of respondents than in the 2025 survey. Podcasts (10%, +1 pp) and chatbots powered by generative artificial intelligence (AI) (8%, +2 pp) saw their share of users for news purposes increase slightly in relation to the previous year.

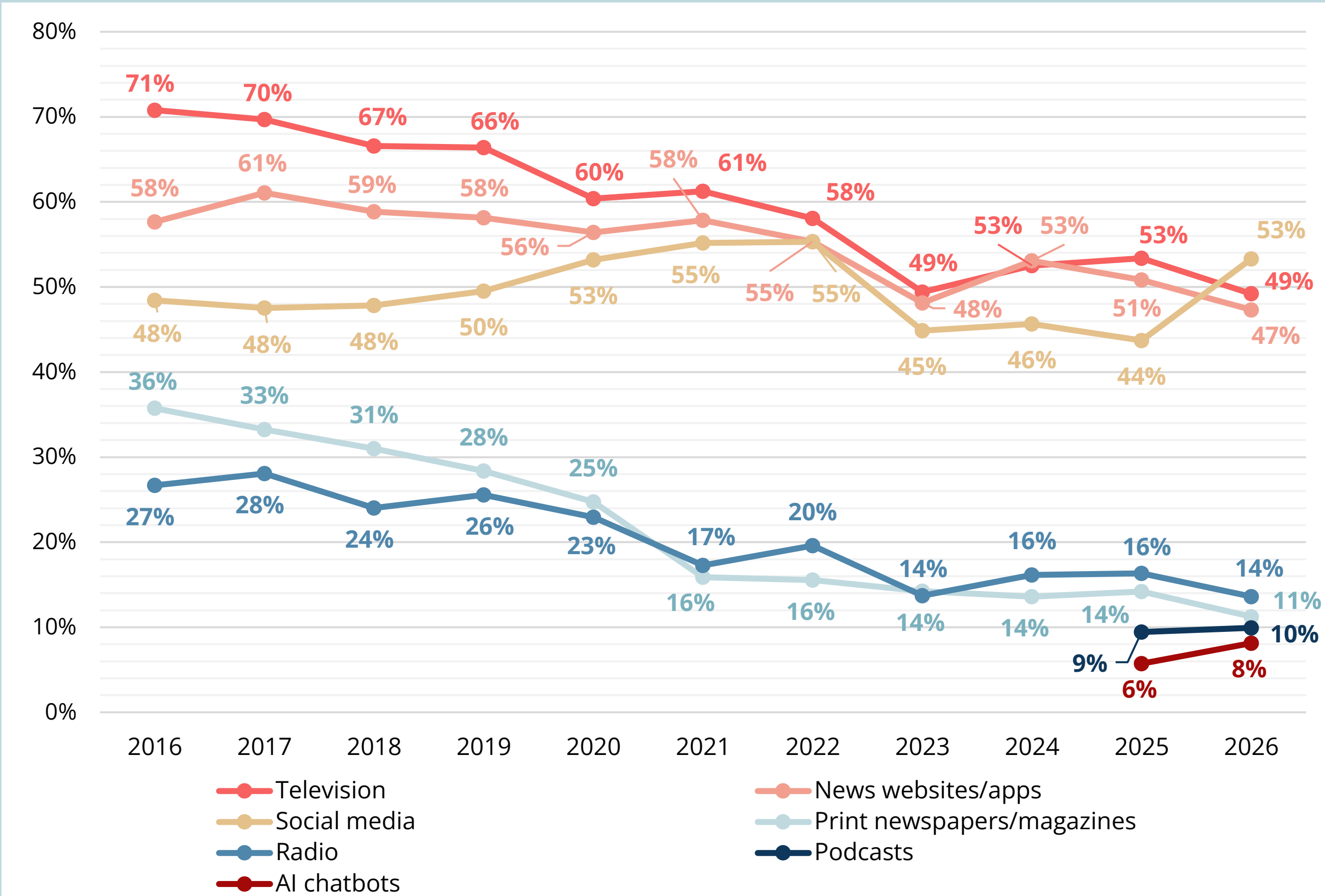


Figure 1. Shares of Canadian respondents who used various news sources in the week preceding the survey, 2016 to 2026. *In 2026, n=2,059.* ***Note**: Respondents could select more than one option.*

[1] Percentages are rounded to the nearest whole number. Sums are calculated before rounding.

The rise of social media can be seen for both of the country's main language groups. But while the results for Anglophones (Figure 2) are similar to the national trends, among Francophones (Figure 3), social media (47%) have not managed to surpass television (55%) or news sites and apps (50%), which were still used in greater numbers for news in the week preceding the survey in 2026. Francophones also tend to get their news more from radio (17%) than do Anglophones (14%), while Anglophones are more likely to use social media (56%) and podcasts (11%) as sources of new than are Francophones (47% and 6%, respectively).

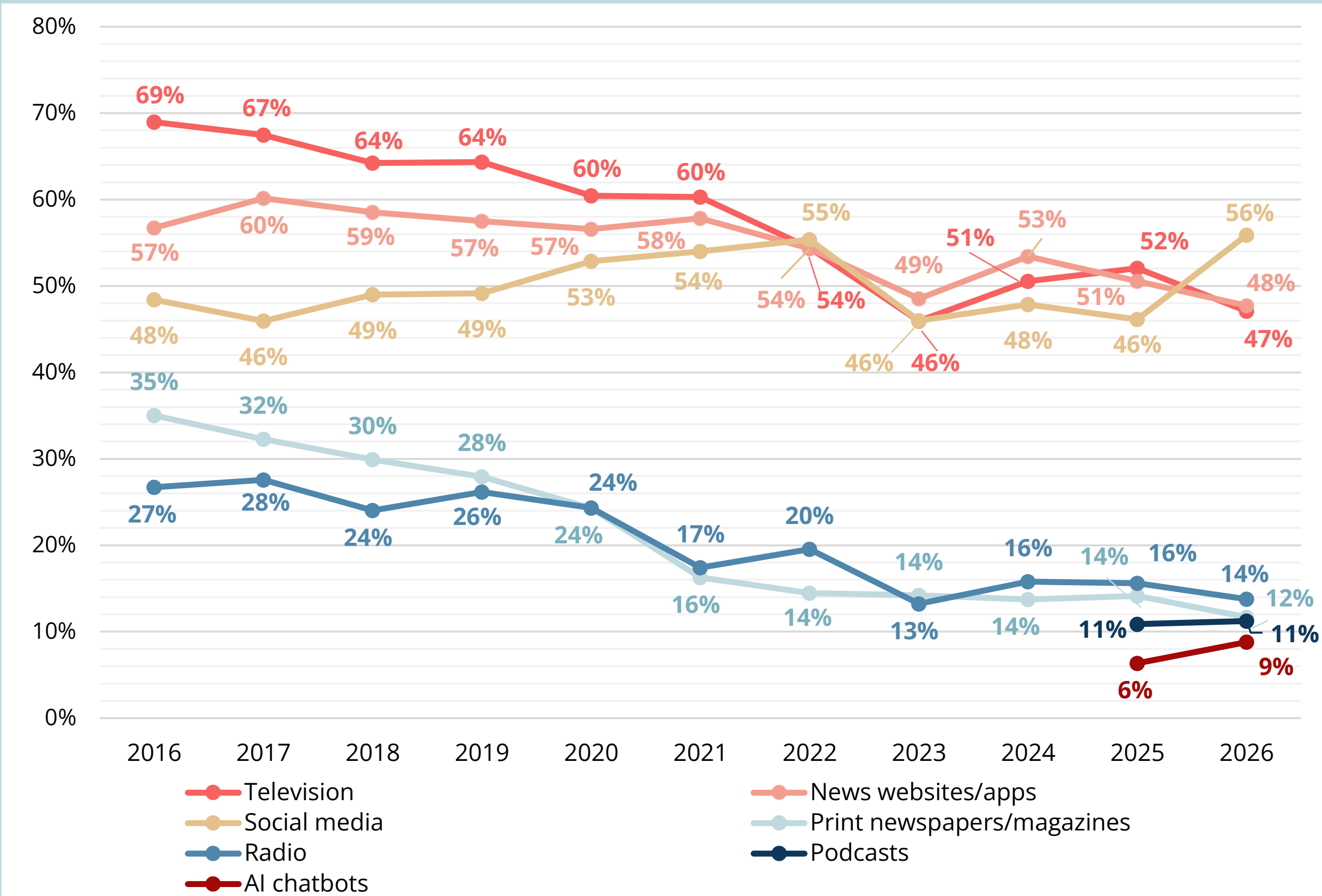


Figure 2. Shares of Anglophones respondents who used various news sources in the week preceding the survey, 2016 to 2026. *In 2026, n=1,655.* ***Note****: Respondents could select more than one option.*

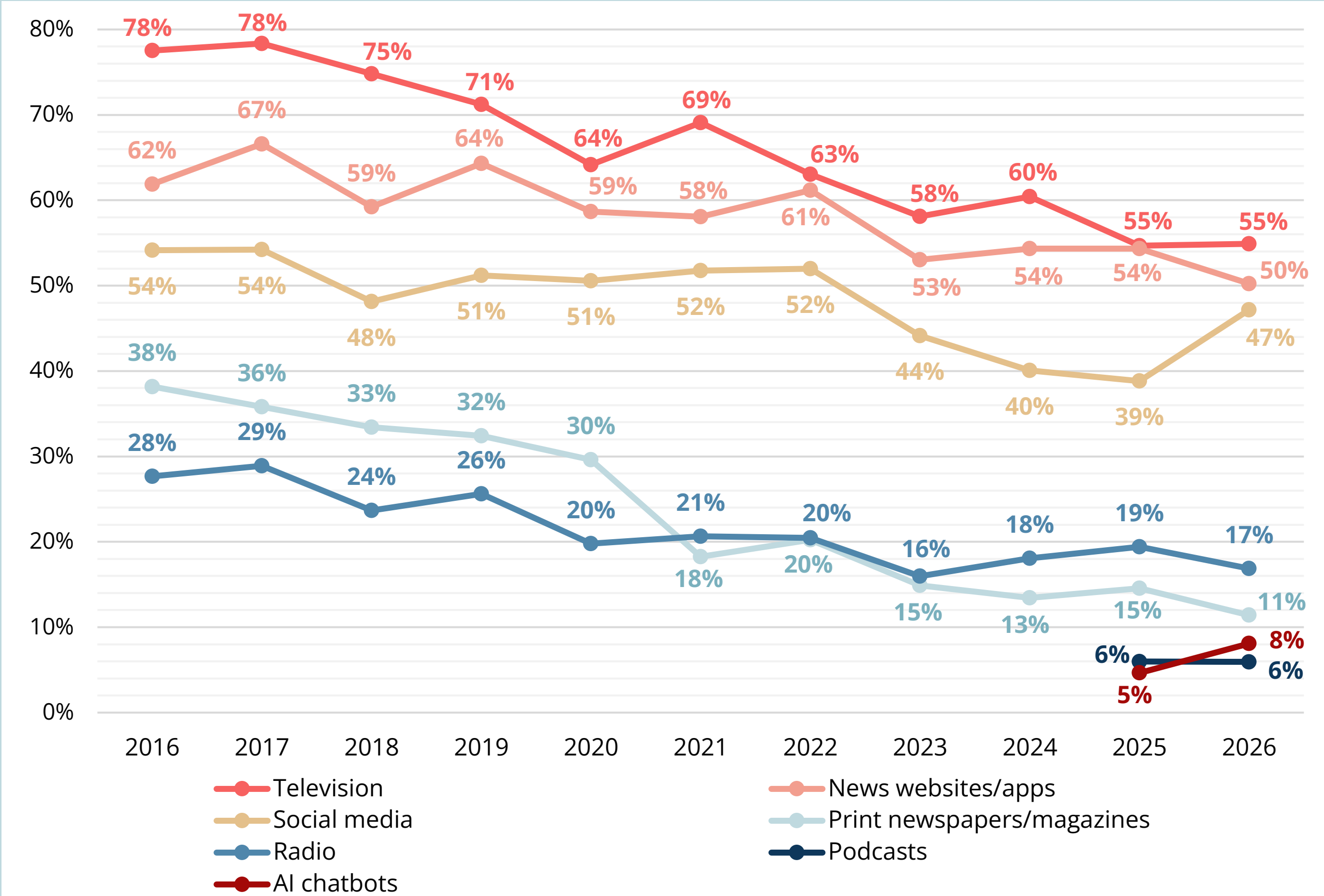


Figure 3. Shares of Francophone respondents who used various news sources in the week preceding the survey, 2016 to 2026. *In 2026, n=1,026.* ***Note****: Respondents could select more than one option.*

For younger and older adults alike, social media as a news source are up about 10 pp from 2025 and are approaching their highest survey scores. Canadians aged 18 to 34 have favoured social media for several years. In the 2026 survey, 64% of them say they used social media for news in the week preceding the survey, versus 50% of those aged 35 and older (a difference of 14 pp; Figure 4). Older respondents continue to cite television in greater numbers, but the gap between the two sources of news has narrowed significantly, from 19 pp in 2025 (television: 59%; social media: 40%) to 4 pp in 2026 (television: 54%; social media: 50%). Only one in three younger adults use television as a source of news, 21 pp less than the older age group (33%, a difference of 21 pp). Conversely, podcasts and generative-AI chatbots are used more for news by 18- to 34-year-olds (13% and 14%, respectively) than by those aged 35 and older (9% and 6%, respectively).

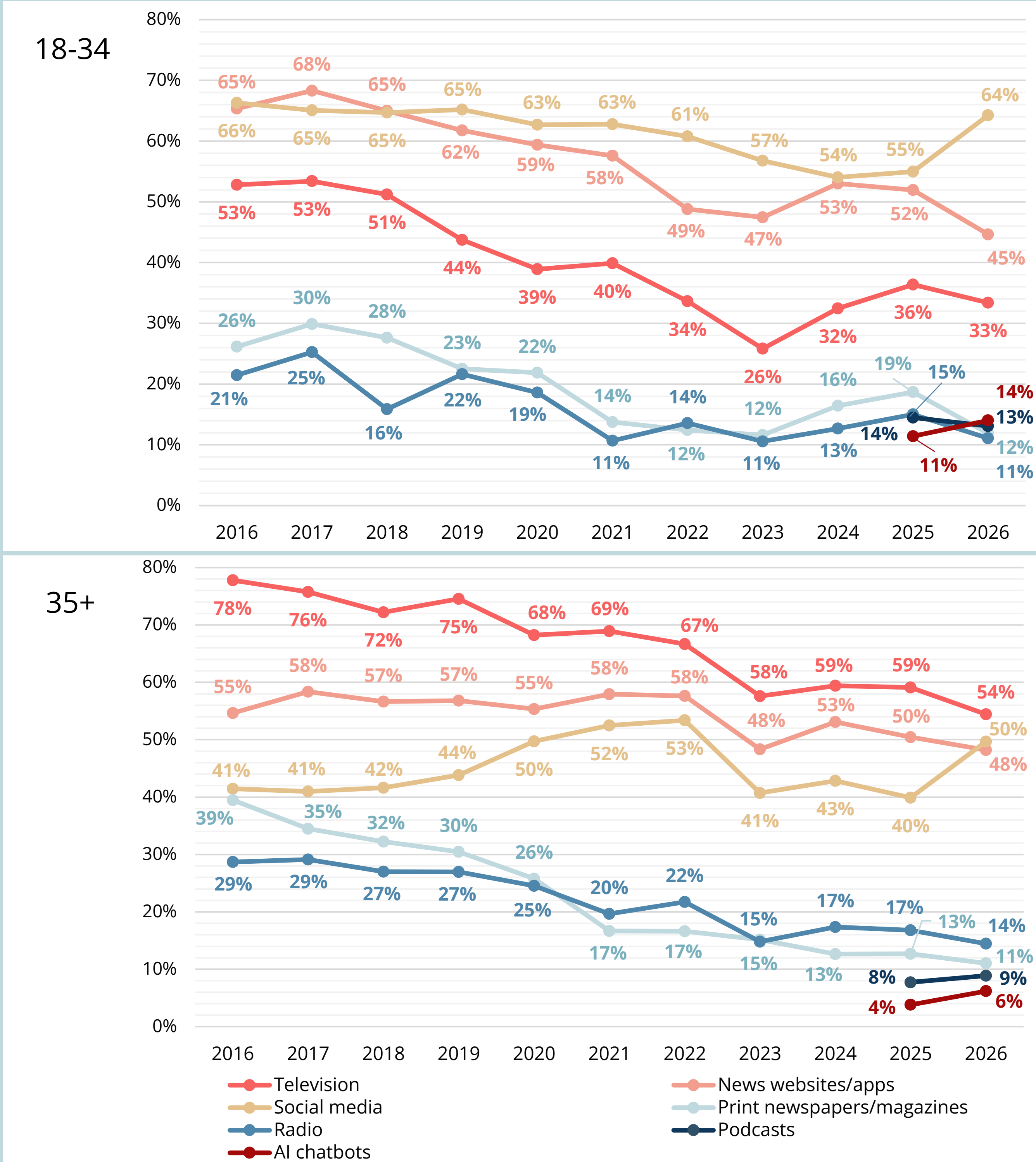


Figure 4. Shares of Canadian respondents aged 18 to 34 and 35 and older who used various news sources in the week preceding the survey, 2016 to 2026. *In 2026, 18-34 years: n=477; 35 years and older: n=1,582.* ***Note****: Respondents could select more than one option.*

Although social media are now the most widely used source of news in the country, television is still the most commonly identified *main* source of news in 2026. At 36%, however, it recorded its lowest share since Canada began taking part in the survey (Figure 5). Social media follow closely, with 33%, up by 10 pp relative to 2025, by far their highest score to date. In fact, they had never exceeded a quarter (25%) of the respondents in previous editions of the survey. The proportion of respondents who say they get their news mainly from news sites or apps is, however, decreasing. In 2026, 23% of Canadian respondents say they use mainly this source, versus 30% in 2024 (-7 pp). Similarly, the use of print media for news purposes is at an all-time low, with only 1% of respondents saying they use print as their main source of news, the same percentage as for generative-AI chatbots (1%).

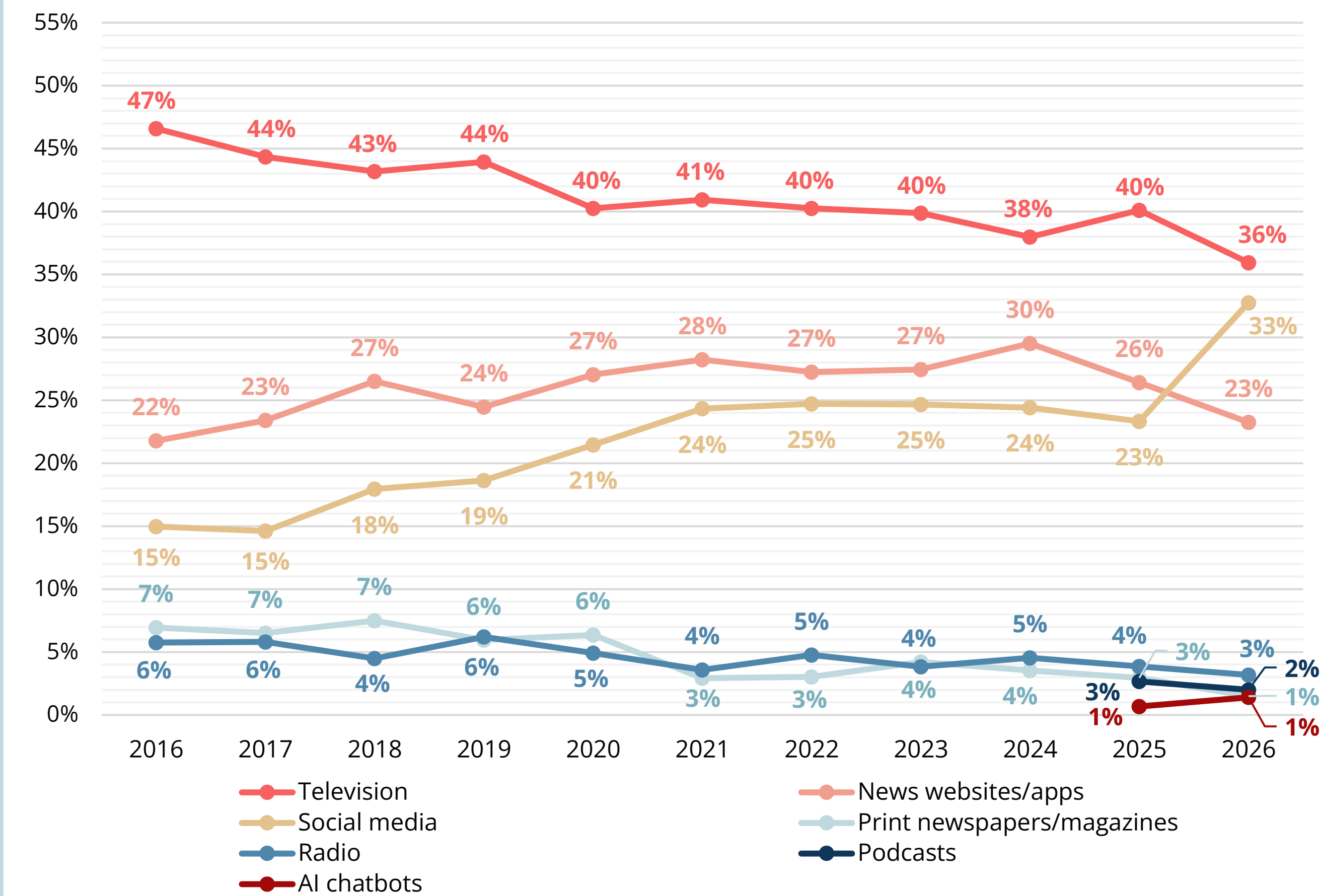


Figure 5. Breakdown of Canadian respondents by their main source of news in the week preceding the survey, 2016 to 2026. *Base: All who used news sources in the week preceding the survey. In 2026, n=1,860.*

Differences persist between Anglophones (Figure 6) and Francophones (Figure 7) in terms of their main source of news. In 2026, for the first time, social media are the most common main source of news for Anglophones. More than one-third of them (36%, +10 pp relative to 2025) say they get their news mainly from this source, whereas this is the case for just under one-quarter of Francophones (23%), although this proportion is up 7 pp from 2025 and the highest to date. More Francophones still favor television as their main source of news (44%), far ahead of other news sources. As for Anglophones, television is at 32%. News sites or apps are the main source of news for about one-quarter of respondents in both language groups (Anglophones: 23%, Francophones: 25%), while other options (radio, podcasts, AI chatbots, print newspapers and magazines) are cited by small numbers of respondents, in similar proportions for Anglophones and Francophones.

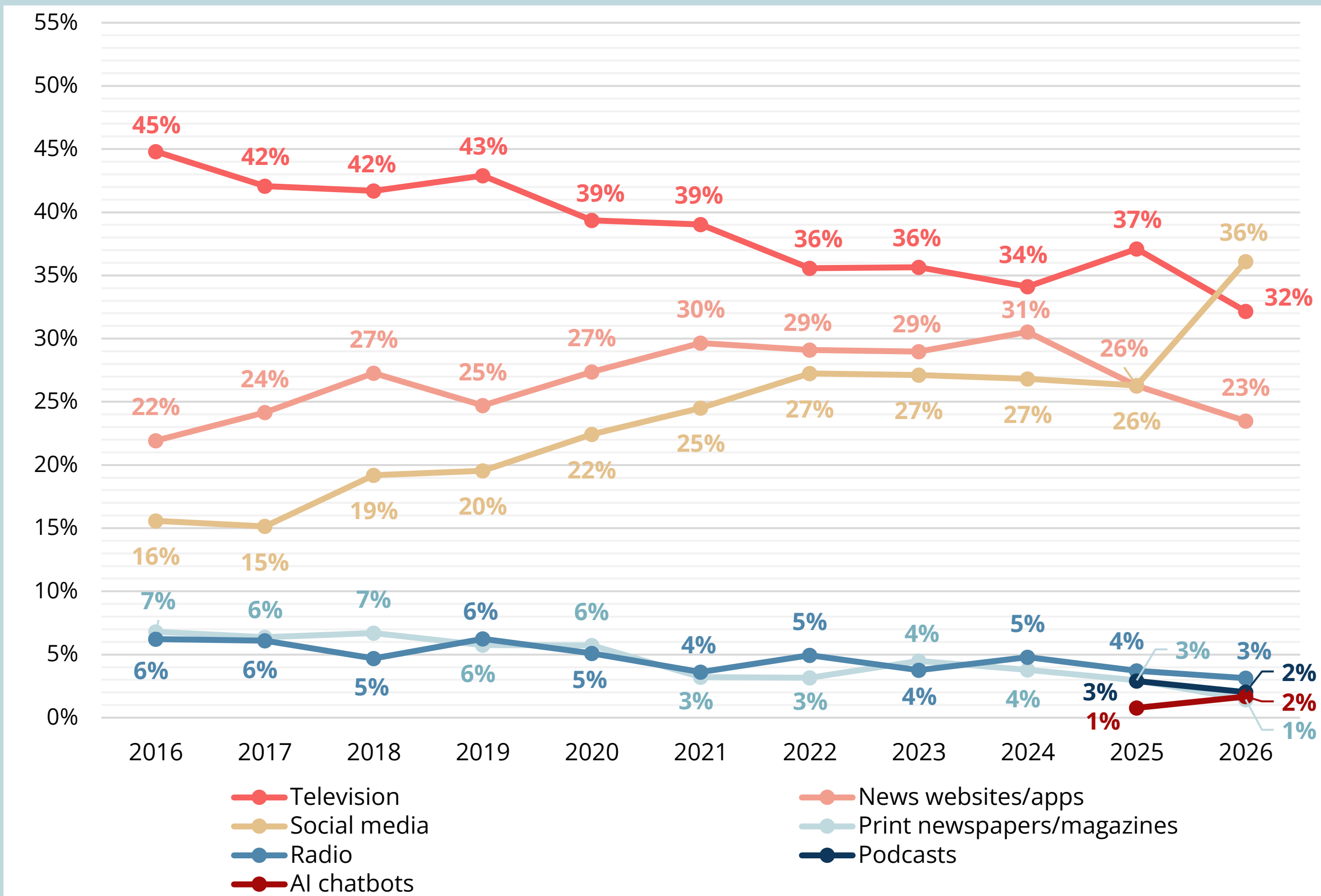


Figure 6. Breakdown of Anglophone respondents by their main source of news in the week preceding the survey, from 2016 to 2026.
Base: All who used news sources in the week preceding the survey. In 2026, n=1,494.

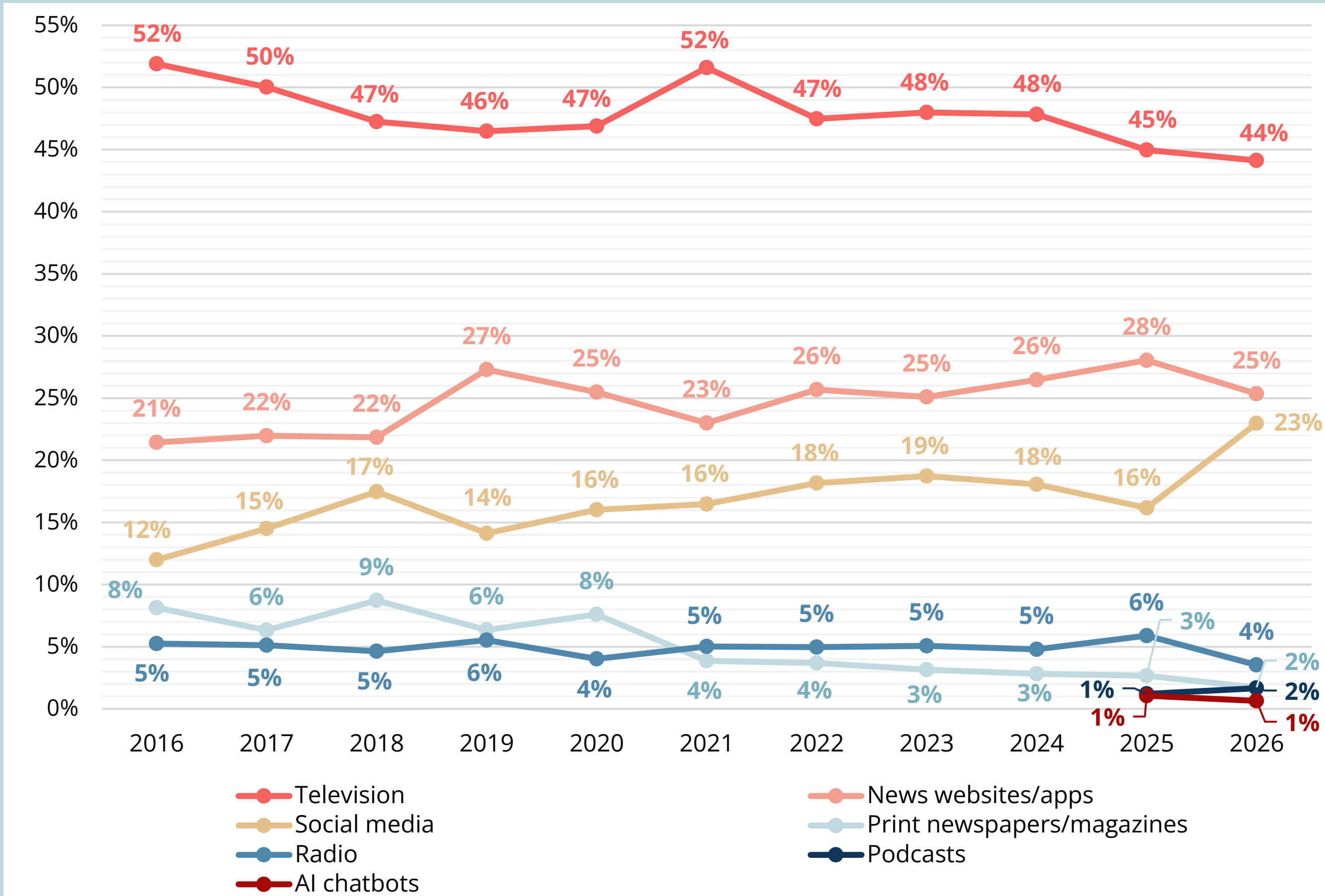


Figure 7. Breakdown of Anglophone respondents by their main source of news in the week preceding the survey, from 2016 to 2026. *Base: All who used news sources in the week preceding the survey. In 2026, n=948.*

Half (50%) of those aged 18 to 34 got their news mainly from social media in the week preceding the survey (Figure 8), versus 27% of those aged 35 and older, a difference of 23 pp. For both groups, this is an increase of about 10 pp relative to 2025 and the highest result to date; among those aged 35 and older, the share had never exceeded 20%. Television is still the most cited main source of news for this age group (42%, down 6 pp from 2025). It is also the main source of news for just under 20% of younger adults (18%), who use news sites or apps in greater numbers as their main source (22%, down 11 pp since 2024). A decline in these platforms, although smaller, is also seen for the older respondents (2025: 26%; 2026: 24%, -2 pp). Finally, younger adults are more likely than their elders to use generative-AI chatbots as their main source of news (4% and 1%, respectively).

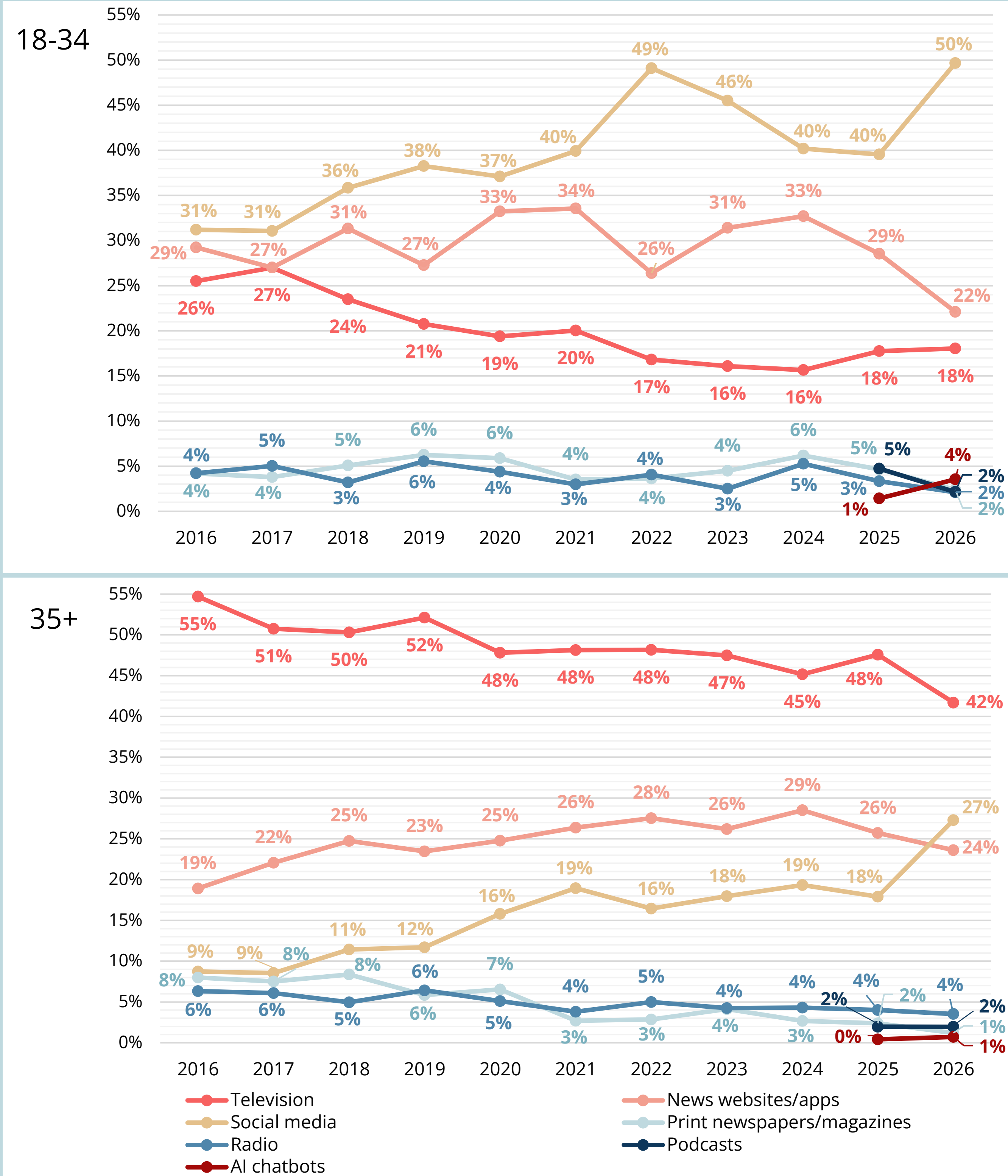


Figure 8. Breakdown of Canadian respondents aged 18 to 34 and 35 and older by their main source of news in the week preceding the survey, 2016 to 2026. *Base: All who used news sources in the week preceding the survey. In 2026, 18-34 years: n=421; 35 years and older: n=1,439.*

1.2. Online news access points

As we have seen when asking respondents about general news habits, the use of social media as a news source is up substantially in 2026. Not surprisingly, this trend is also observed in the answers to questions specifically about online news habits. For example, in the respondents' choices of ways to access online news, social media also increased by about 10 pp in one year in Canada, for Anglophones and Francophones alike (Figure 9). In 2026, the share of Canadian and Anglophone respondents who accessed online news through social media in the week preceding the survey is 44% and 47%, respectively, the highest scores to date. For Francophones, the proportion is 35%, slightly below the peak reached in 2017 (39%). From one year to another, Francophones are generally less likely than Anglophones to access online news via social media.

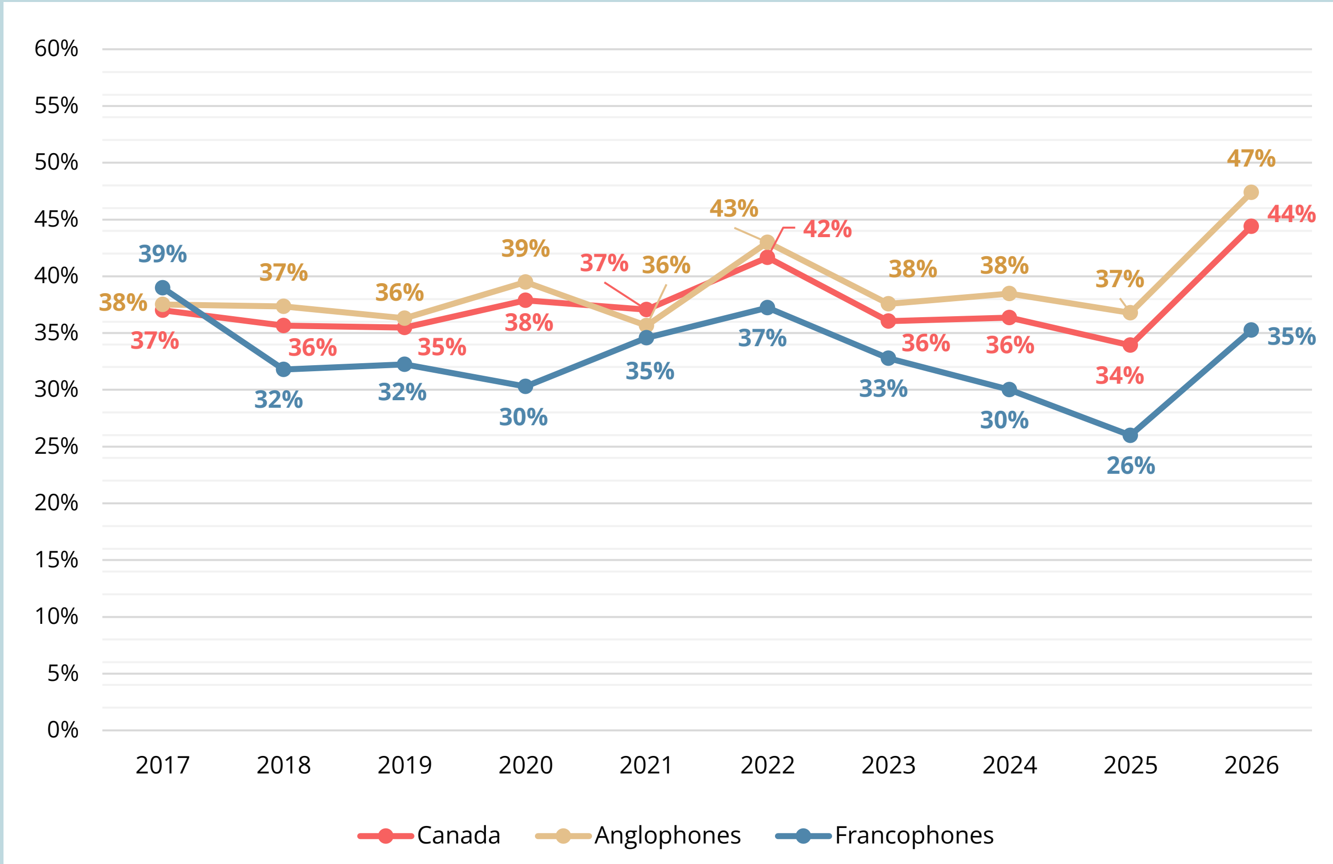
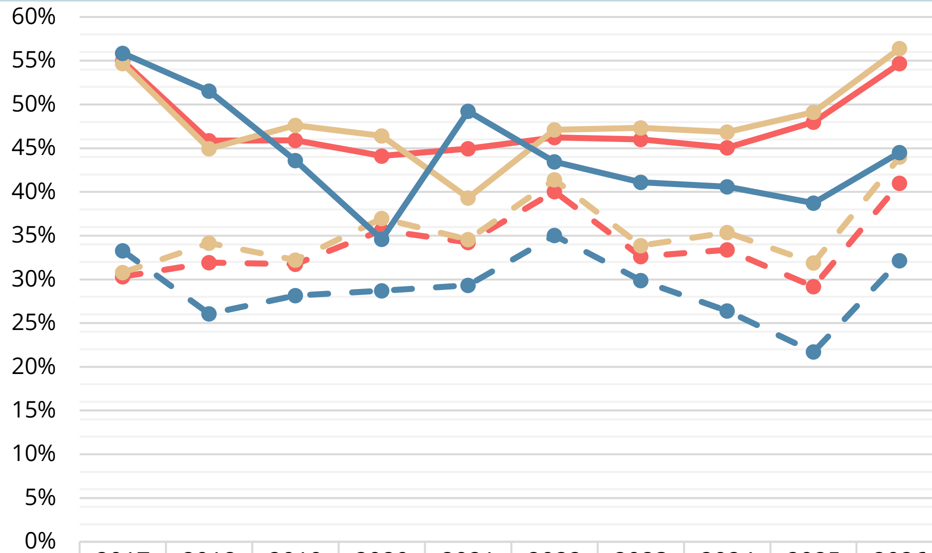


Figure 9. Shares of Canadian, Anglophone and Francophone respondents who came across news stories on social media in the week preceding the survey, 2017 to 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

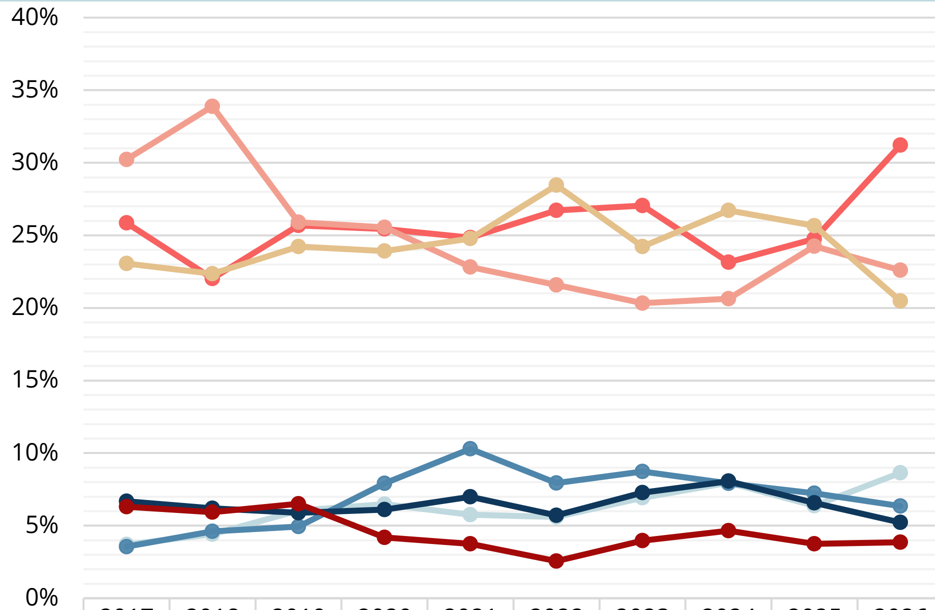
As shown in Figure 10, the proportion of adults aged 18 to 34 using social media to access online news in the week preceding the survey was relatively stable from 2022 to 2025, despite a slight decrease among Francophones in this group. For those aged 35 and older, the numbers were down, both for Anglophones and Francophones. The year 2026 marks a revival of this use of social media for both age groups, with a more marked increase for older respondents. Even so, respondents aged 18 to 34 (Canada: 55%; Anglophones: 56%; Francophones: 44%) are still more likely than those aged 35 and older (Canada: 41%; Anglophones: 44%; Francophones: 32%) to use social media to access online news.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Canada 18-34 years	55%	46%	46%	44%	45%	46%	46%	45%	48%	55%
Canada 35 and older	30%	32%	32%	36%	34%	40%	33%	33%	29%	41%
Anglophones 18-34 years	55%	45%	48%	46%	39%	47%	47%	47%	49%	56%
Anglophones 35 and older	31%	34%	32%	37%	35%	41%	34%	35%	32%	44%
Francophones 18-34 years	56%	52%	44%	35%	49%	43%	41%	41%	39%	44%
Francophones 35 and older	33%	26%	28%	29%	29%	35%	30%	26%	22%	32%

Figure 10. Shares of Canadian, Anglophone and Francophone respondents aged 18 to 34 and 35 and older who came across news stories on social media in the week preceding the survey, 2017 to 2026. *In 2026, Canada: 18-34 years: n=477, 35 years and older: n=1,582; Anglophones: 18-34 years: n=424, 35 years and older: n=1,231; Francophones: 18-34 years: n=240, 35 years and older: n=786.*

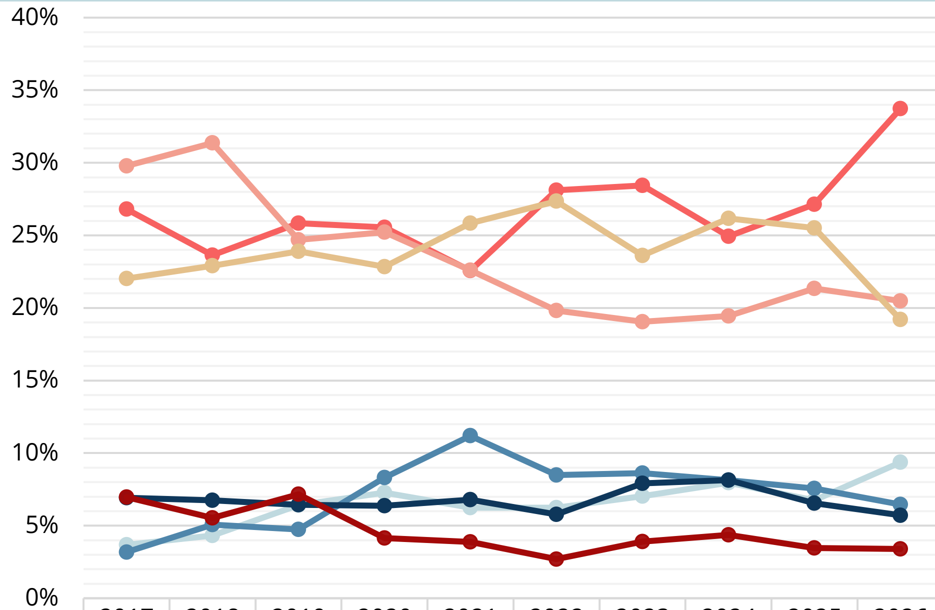
Social media are the main way Canadian respondents came across online news in 2026, which was also the case in 2023. Of Canadians who get news online, 31% mainly used social media to access news in the week before the survey, an increase of 6 pp from 2025 (Figure 11). Just under one-quarter of respondents (23%) prefer to go directly to a news website or app, a proportion similar to that of 2025, while search engines are down 6 pp during the same period as the main way to come across news (2025: 26%; 2026: 20%). Finally, news aggregators (9%) are cited more than mobile phone or tablet alerts (6%) and email alerts (5%).



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Used a social media	26%	22%	26%	25%	25%	27%	27%	23%	25%	31%
Directly on a news website or app	30%	34%	26%	26%	23%	22%	20%	21%	24%	23%
Used a search engine	23%	22%	24%	24%	25%	28%	24%	27%	26%	20%
Used a newsreader site or 'app' that aggregates news links	4%	4%	6%	6%	6%	6%	7%	8%	6%	9%
Received a news alert on my mobile phone/tablet	4%	5%	5%	8%	10%	8%	9%	8%	7%	6%
Got news via an email newsletter or email alert	7%	6%	6%	6%	7%	6%	7%	8%	7%	5%
Other	6%	6%	7%	4%	4%	3%	4%	5%	4%	4%

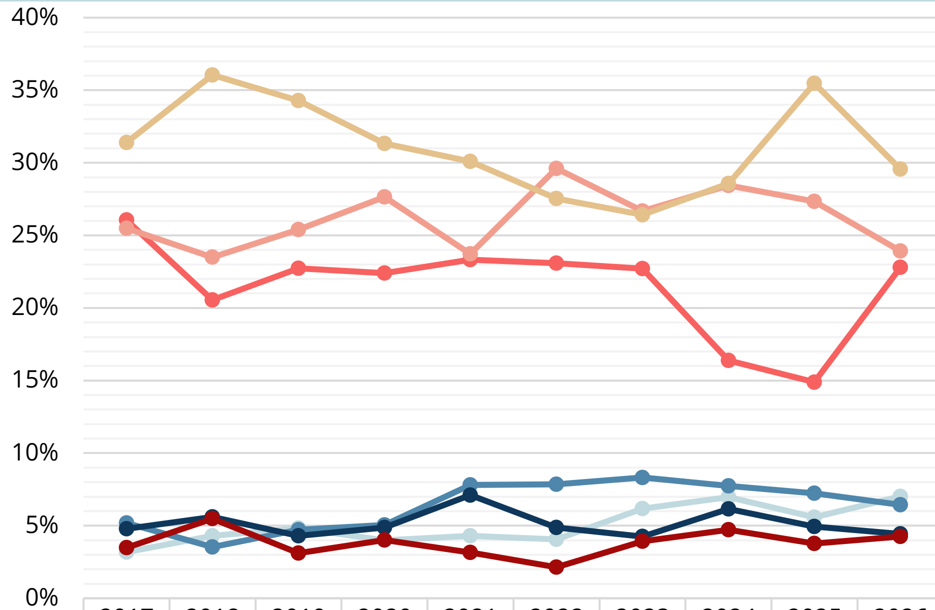
Figure 11. Breakdown of Canadian respondents by the main way they came across news online in the week preceding the survey, 2017 to 2026. *Base: All who came across news online in the week preceding the survey. In 2026, n=1,754.*

Social media (34%) are also the main way Anglophones come across news online (Figure 12), followed by direct access to a news website or app (20%) and use of a search engine (19%). For Francophones, direct access to a news website or app (30%) is the most cited way (Figure 13). Search engines (24%) and social media (23%) have similar scores. Even so, use of social media as the main way to access news is up 8 pp and is back to its level of 2023, before Meta removed access to news contents on its Facebook and Instagram platforms.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Used a social media	27%	24%	26%	26%	23%	28%	28%	25%	27%	34%
Directly on a news website or app	30%	31%	25%	25%	23%	20%	19%	19%	21%	20%
Used a search engine	22%	23%	24%	23%	26%	27%	24%	26%	26%	19%
Used a newsreader site or 'app' that aggregates news links	4%	4%	6%	7%	6%	6%	7%	8%	7%	9%
Received a news alert on my mobile phone/tablet	3%	5%	5%	8%	11%	8%	9%	8%	8%	6%
Got news via an email newsletter or email alert	7%	7%	6%	6%	7%	6%	8%	8%	7%	6%
Other	7%	6%	7%	4%	4%	3%	4%	4%	3%	3%

Figure 12. Breakdown of Anglophone respondents by the main way they came across news online in the week preceding the survey, 2017 to 2026. *Base: All who came across news online in the week preceding the survey. In 2026, n=1,419.*

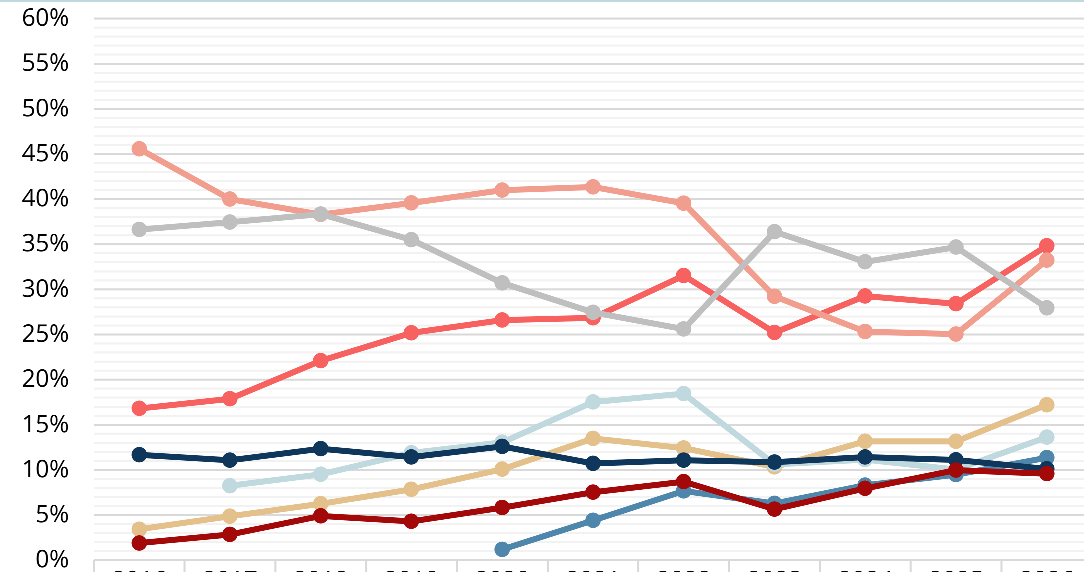


	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Used a social media	26%	21%	23%	22%	23%	23%	23%	16%	15%	23%
used a search engine	25%	23%	25%	28%	24%	30%	27%	28%	27%	24%
Directly on a news website or app	31%	36%	34%	31%	30%	28%	26%	29%	35%	30%
Used a newsreader site or 'app' that aggregates news links	3%	4%	5%	4%	4%	4%	6%	7%	6%	7%
Received a news alert on my mobile phone/tablet	5%	4%	5%	5%	8%	8%	8%	8%	7%	6%
Got news via email newsletter or email alert	5%	6%	4%	5%	7%	5%	4%	6%	5%	4%
Other	3%	5%	3%	4%	3%	2%	4%	5%	4%	4%

Figure 13. Breakdown of Francophone respondents by the main way they came across news online in the week preceding the survey, 2017 to 2026. *Base: All who came across news online in the week preceding the survey. In 2026, n=875.*

1.3. Social media for news purposes

The use of some social media for new purposes increased substantially from 2025 to 2026. Facebook enjoyed the strongest growth, rising from 25% in 2025, its lowest-ever score, to 33% (+8 pp; Figure 14). That said, this score is still lower than any of its scores from 2016 to 2022, inclusive. At 35%, up 7 pp from 2025, YouTube is still the social media platform used by most Canadian respondents to get or share news. Instagram achieved its best result yet, with 17% of Canadian respondents using it for news in the week before the 2026 survey. Even though most news content on Facebook and Instagram has been blocked in Canada since August 2023, they are, respectively, the country's second- and third-most-used social media platforms for news in 2026. Facebook Messenger, which is not affected by the blocking, is cited by 14% of Canadian respondents (+4 pp relative to 2025) while TikTok, X and WhatsApp each attract about 10% of respondents.



	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
YouTube	17%	18%	22%	25%	27%	27%	32%	25%	29%	28%	35%
Facebook	46%	40%	38%	40%	41%	41%	40%	29%	25%	25%	33%
Instagram	3%	5%	6%	8%	10%	13%	12%	10%	13%	13%	17%
Facebook Messenger		8%	10%	12%	13%	18%	18%	11%	11%	10%	14%
TikTok					1%	4%	8%	6%	8%	9%	11%
X (formally Twitter)	12%	11%	12%	11%	13%	11%	11%	11%	11%	11%	10%
WhatsApp	2%	3%	5%	4%	6%	8%	9%	6%	8%	10%	10%
None of these	37%	37%	38%	35%	31%	27%	26%	36%	33%	35%	28%

Figure 14. Shares of Canadian respondents who used different social media to find, read, watch, share or discuss news in the week preceding the survey, 2016 to 2026. Other social media on the DNR's list: Reddit: 8%, LinkedIn: 6%, Snapchat: 4%, Threads: 4%, Discord: 2%, Telegram: 2%, Twitch: 1% and Bluesky: 1%. *In 2026, n=1,016 (collected in March 2026, see methodological note).* ***Note****: Respondents could select more than one option. In 2016, the questionnaire did not distinguish Facebook from Facebook Messenger.*

1.4. Exposure to news on social media

The Digital News Report team asked how Canadians access news on certain social media. Do we connect to a platform for news or do we get news by chance when using the platform for other reasons? In 2026, the question was asked of people who came across news on five platforms: Facebook, X, YouTube, Instagram and TikTok.

Most of the users of YouTube (56%) and X (55%) for news purposes think these social media are a useful way of getting news in 2026 (Table 1). Relative to 2017, when the question was also asked in the survey for three of the five platforms, X's results changed little, while they improved in the case of YouTube. In 2017, 47% of respondents found YouTube a useful way of getting news, but just as many said they came across news when using the platform for other reasons. In 2026, 56% (+9 pp) of its users for news purposes consider it a useful way to get news, while 38% (-9 pp) come across news there accidentally.

As for Facebook, Instagram and TikTok, their users for news purposes mostly say they come across news when using these platforms for other reasons. This is especially the case for Facebook: 60% of users say they see news there accidentally, versus 29% who think the platform is a useful way of getting news, a difference of 31 pp. Surprisingly, this gap has narrowed slightly relative to 2017, when it was 36 pp. Although in 2017 Facebook was found to be a useful way of getting news in a proportion similar to that of 2026, two-thirds (66%) of its users for news purposes used it for other reasons.

Types of news exposure	Facebook		X		YouTube		Instagram	TikTok
	2017	2026	*2017*	2026	*2017*	2026	2026	2026
I think of this social media as a useful way of getting news	*30%*	29%	*58%*	55%	*47%*	56%	39%	41%
I mostly see news when I'm on this social media for other reasons	*66%*	60%	*38%*	42%	*47%*	38%	54%	50%
Don't know	*4%*	11%	*3%*	3%	*7%*	6%	7%	8%

Table 1. Breakdown of Canadian users of various social media platforms for news purposes in the week preceding the survey by types of news exposure, in 2017 and 2026. *Base: All who used Facebook to consume news; all who used X to consume news; all who used YouTube to consume news; all who used Instagram to consume news; and all who used TikTok to consume news. In 2026, Facebook: n=340 (collection in March 2026, see methodological note); X: n=206; YouTube: n=721; Instagram: n=348; TikTok: n=234.* ***Note****: 2017 data are not available for Instagram and TikTok.*

1.5. Use of generative AI for news

The use of generative AI, like that of social media, is on the rise for news purposes. As discussed in Section 1.1., in 2026, 8% of Canadian respondents reported using generative-AI chatbots for news in the week preceding the survey. Although the sample is still small, these respondents were asked how they used these tools. The most cited use is to ask a chatbot to summarize a news story (41%; Table 2). It is followed, with 37% of this sample of respondents, by requests for the latest news. Three practices were identified by about one-third of respondents: asking AI a follow-up question about a news story (34%); asking AI a question about how news media work (31%); and asking AI to find or evaluate a news source (31%). Slightly more than a quarter of those who use chatbots for news (26%) asked them to make a news story easier to understand. Finally, 20% asked AI to turn an article from text into audio or video (or vice-versa).

Ways to use a generative-AI chatbot for news	Canada
I asked it to summarize a news story	41%
I asked it to give me the latest news	37%
I asked a follow-up question about a news story	34%
I asked it a question about how the news media work	31%
I asked it to find or evaluate a news source	31%
I asked it to make a news story easier to understand	26%
I asked it to turn an article from text into audio or video (or vice-versa)	20%
Other	2%
Don't know	14%

Table 2. Shares of Canadian respondents who used a generative-AI chatbot in various ways for news purposes in the week preceding the survey, in 2026. *Base: All who used a generative-AI chatbot to get news. Canada: n=166.* ***Note****: Respondents could select more than one option.*

When asked why they use AI for news, 41% of users of these tools for news purposes cite its ability to summarize complicated stories (Table 3). The other most frequently cited reasons are being able to get an answer to any question (39%), being able to ask follow-up questions as needed (37%), AI's ability to compile stories from different news outlets into a single response (37%) and faster access to the latest news (35%). About a quarter of users cite the ability to translate news into another language (25%) and the same proportion simply prefer interacting with a chatbot to other ways of getting news (24%).

Reasons to use generative-AI chatbots for news	Canada
AI summarizes complicated stories	41%
I know I will get an answer to any question I have	39%
I can ask follow-up questions if I want more in-depth information or explanation	37%
AI compiles stories from different news outlets into a single response	37%
AI is faster than other ways of getting news	35%
Chatbots are the first place I go for most things these days	26%
AI can translate news from other languages into my preferred language	25%
I just prefer interacting with a chatbot	24%
Other	3%
Don't know	7%

Table 3. Shares of Canadian respondents citing various reasons why they use generative-AI chatbots to get news, in 2026. *Base: All who used a generative-AI chatbot to get news. Canada: n=166.* ***Note****: Respondents could select more than one option.*

1.6. Access to original news sources

Chatbots draw from news posted online by various sources, which vary from one tool to another and which, at least in the case of some chatbots, can be displayed on the screen. Search engines and social media also offer the possibility of accessing the original source of the news on them. How often do users of these news tools in Canada report clicking on links to original news sources, when such links are provided? Search engine users say they are more likely to access them always, often or sometimes (86%) than chatbot users (75%) or social media users (74%). But, in all three cases, respondents are much more likely to click "sometimes" than "often" or "always" (Figure 15).

Anglophones who use chatbots for news are more likely than Francophones to say that they always, often or sometimes click on links to the original sources (78% versus 61% of Francophones, a difference of 17 pp; Figure 15). It should be noted that these samples are quite small. The differences between language groups are smaller when it comes to search engines (86% of Anglophone users for news purposes click on such links at least sometimes, versus 83% of Francophones) and social media (74% of Anglophones and 72% of Francophones).

There are also some differences between age groups: 80% of 18- to 34-year-olds who used chatbots to get news say they always, often or sometimes clicked on links to original news sources, compared with 72% of those aged 35 and older (Figure 15).[2] Older respondents are slightly more likely (75%) than younger ones (71%) to always, often or sometimes access original sources when using social media for news. For search engine users, the scores are identical for both age groups (86%).

[2] In contrast, internationally respondents aged 35 and older are slightly more likely (79%) to click on these links than those aged 18 to 34 (76%). *18-34 years: n=2,082; 35 years and older: n=2,705.*

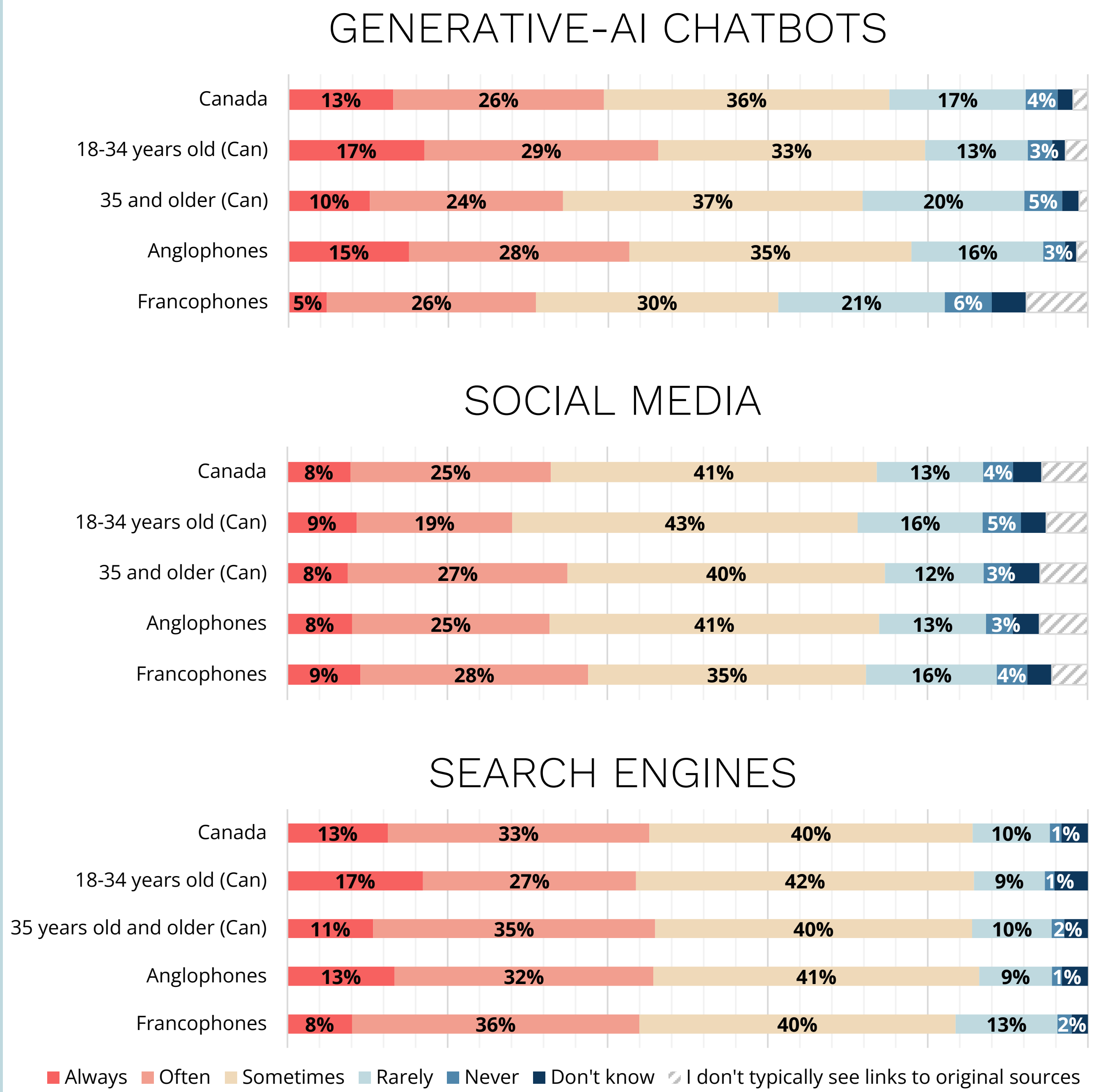


Figure 15. Breakdown of Canadian, Anglophone, Francophone, and 18-34 and 35-and-over respondents by how often they clicked on links to original sources on generative-AI chatbots, social media or search engines in the week preceding the survey, in 2026. *Base: All who used generative-AI chatbots to get news, who used social media to get news and who used search engines to get news.* ***Generative-AI chatbots****: Canada: n=166, 18-34 years: n=67, 35 years and older: n=99, Anglophones: n=143, Francophones: n=80;* ***Social media****: Canada: n=1,093, 18-34 years old: n=307, 35 years old and over: n=786, Anglophones: n=921, Francophones: n=474;* ***Search engines****: Canada: n=857, 18-34 years old: n=235, 35 years old and over: n=622, Anglophones: n=705, Francophones: n=404.*

Canadian respondents were then asked about their reasons for clicking on links to original sources of news. Among the three possible reasons given in the questionnaire, one stands out: wanting more detail about the news (Figure 16). This willingness to learn more about a news story is more common among users of social media (63%) and of search engines (62%) than among users of generative-AI bots (52%). Even though this is the most common reason cited by AI users, this group is slightly more likely to want to verify that the news is correct (46%) and to find out more about the news source (44%) than search engine users (43% and 40%, respectively) and social media users (42% and 38%, respectively).

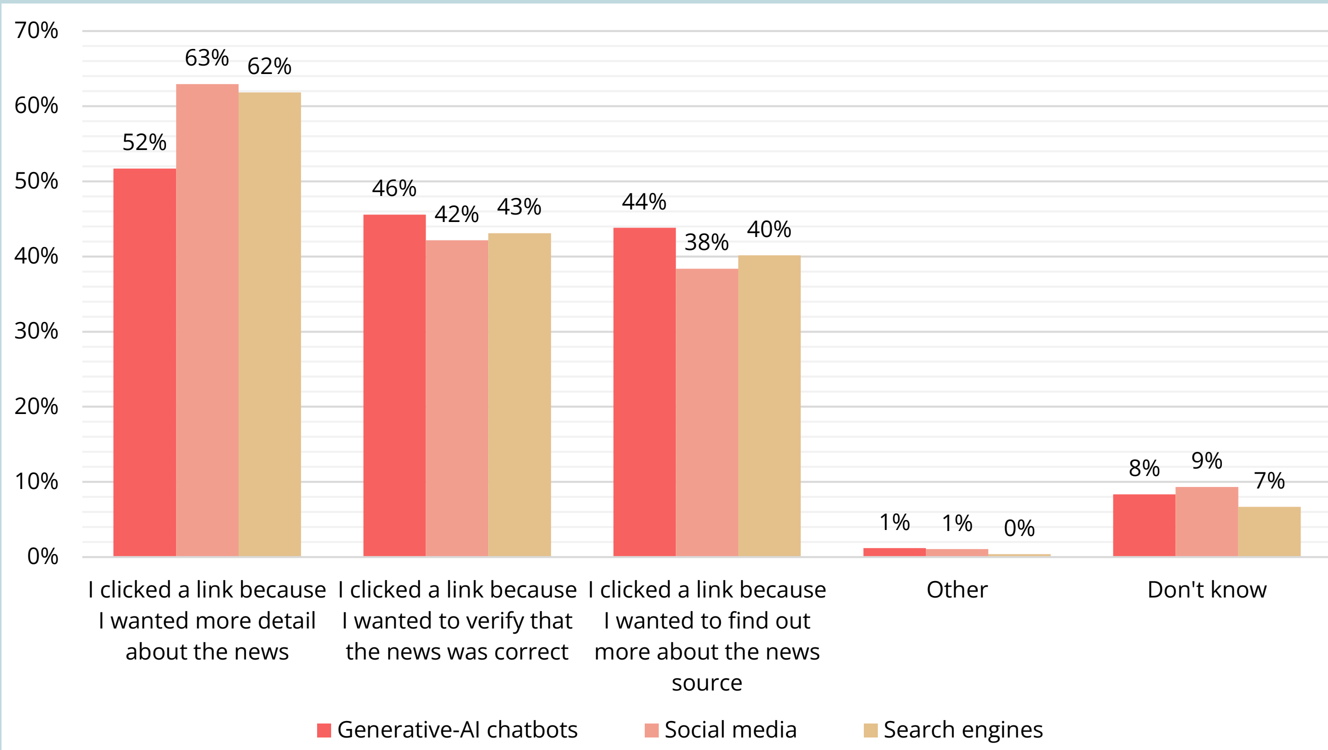


Figure 16. Shares of Canadian respondents citing various reasons why they at least sometimes click on links to original news sources when using generative-AI chatbots, social media or search engines, in 2026. *Base: All who used generative-AI chatbots to get news and at least sometimes clicked on links to original sources, all who used social media to get news and at least sometimes clicked on links to original sources and all who used search engines to get news and at least sometimes clinked on links to original sources. Generative-AI chatbots: n=153; social media: n=951; search engines: n=816.* ***Note****: Respondents could select more than one option.*

Anglophones' scores are similar to those observed at the national level (Figure 17). Francophones, however, are less likely than Anglophones to want to verify the accuracy of news or to want to find out more, regardless of the tool used. In addition, Francophone search engine users are more likely to say they want to verify the accuracy of news (39%) than AI users (34%) and social media users (31%; Figure 18). Finally, wanting to find out more about the news source resulted in almost identical scores among Francophone users of AI (35%), social media (34%) and search engines (34%).

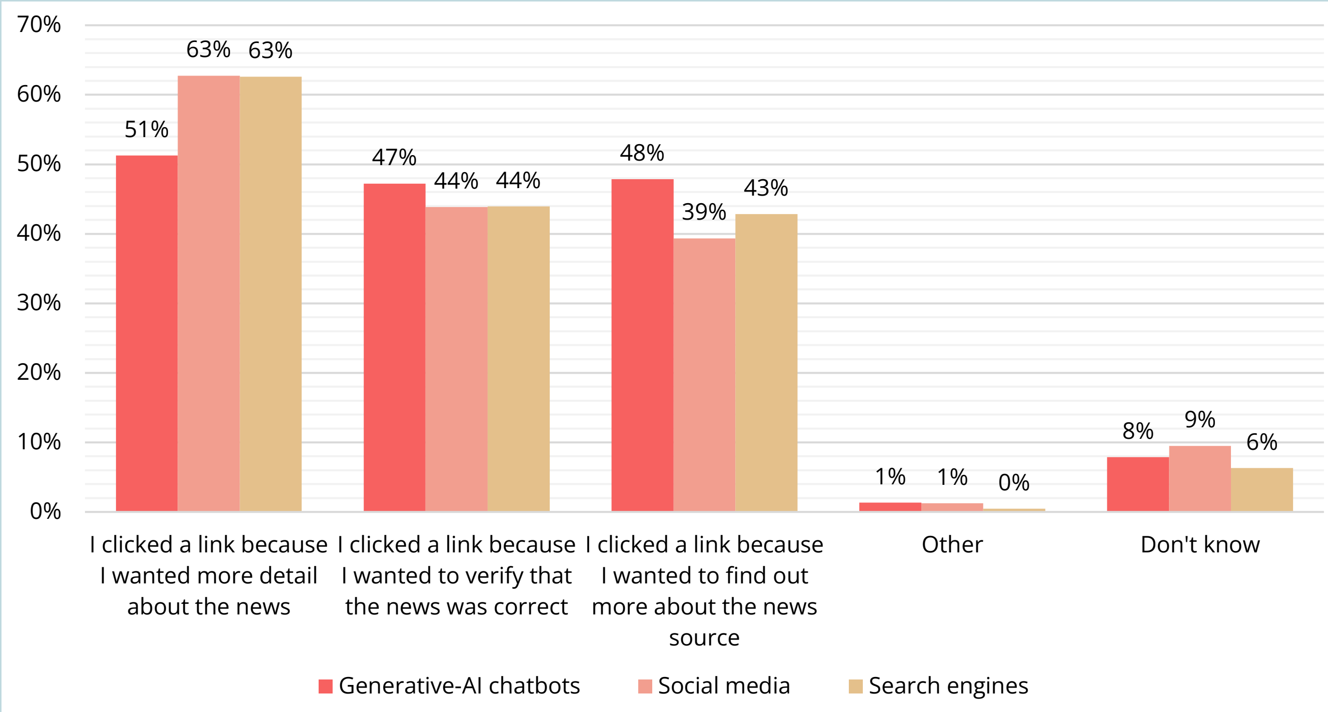


Figure 17. Shares of Anglophone respondents citing various reasons why they at least sometimes click on links to original news sources when using generative-AI chatbots, social media or search engines, in 2026. *Base: All who used generative-AI chatbots to get news and at least sometimes clicked on links to original sources, all who used social media to get news and at least sometimes clicked on links to original sources and all who used search engines to get news and at least sometimes clicked on links to original sources. Generative-AI chatbots: n=135; social media: n=804; search engines: n=673.* ***Note****: Respondents could select more than one option.*

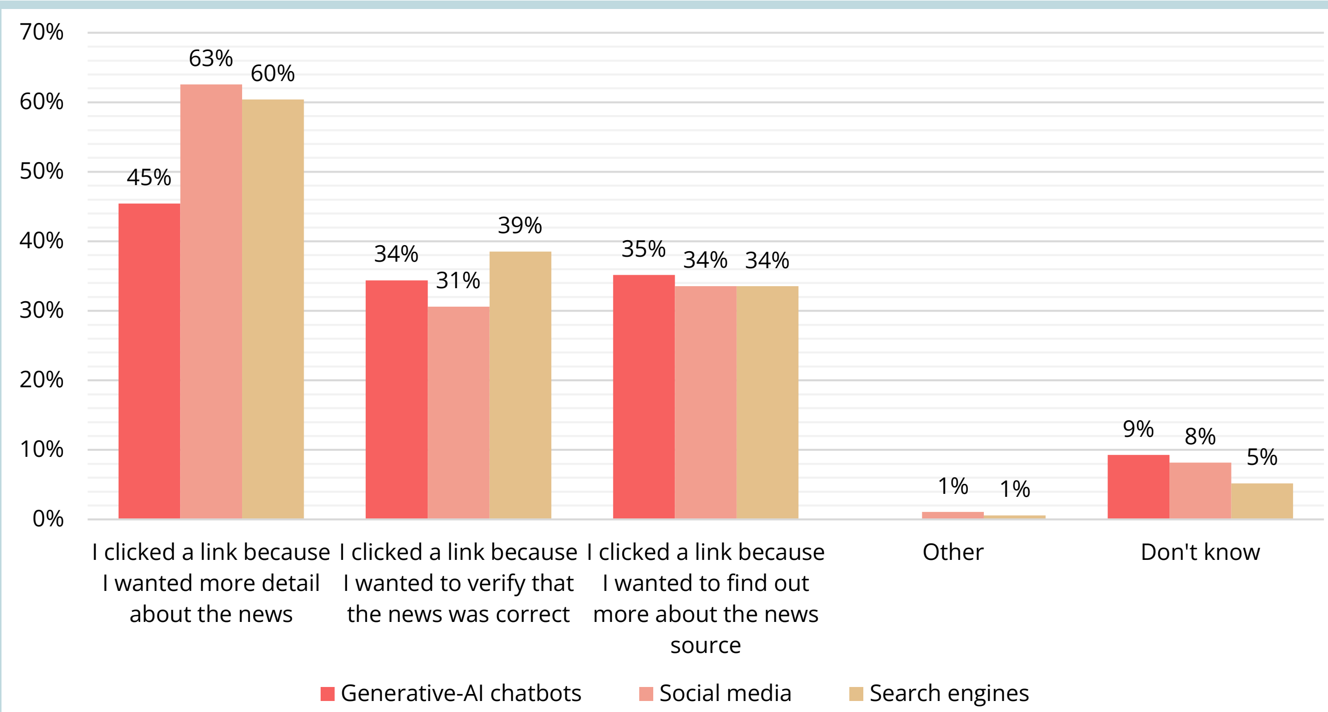


Figure 18. Shares of Francophone respondents citing various reasons why they at least sometimes click on links to original news sources when using generative-AI chatbots, social media or search engines, in 2026. *Base: All who used generative-AI chatbots to get news and at least sometimes clicked on links to original sources, all who used social media to get news and at least sometimes clicked on links to original sources and all who used search engines to get news and at least sometimes clicked on links to original sources. AI chatbots: n=66; social media: n=419; search engines: n=388.* ***Note****: Respondents could select more than one option.*

1.7. Devices used to access news

The smartphone is still the device used by a larger number of Canadian respondents to access news online (Figure 19). With a share of 69%, it reached its highest score so far, increasing by 5 pp relative to the previous two years (64% in 2024 and 2025). The results for the personal computer, in second place, are stable (56%). After a two-year absence, smart TV is making a comeback in the Digital News Report questionnaire. Used by 45% of Canadian respondents for news, the smart TV is ahead of the tablet (31%), voice-activated speakers (14%) and the smart watch or bracelet (11%).

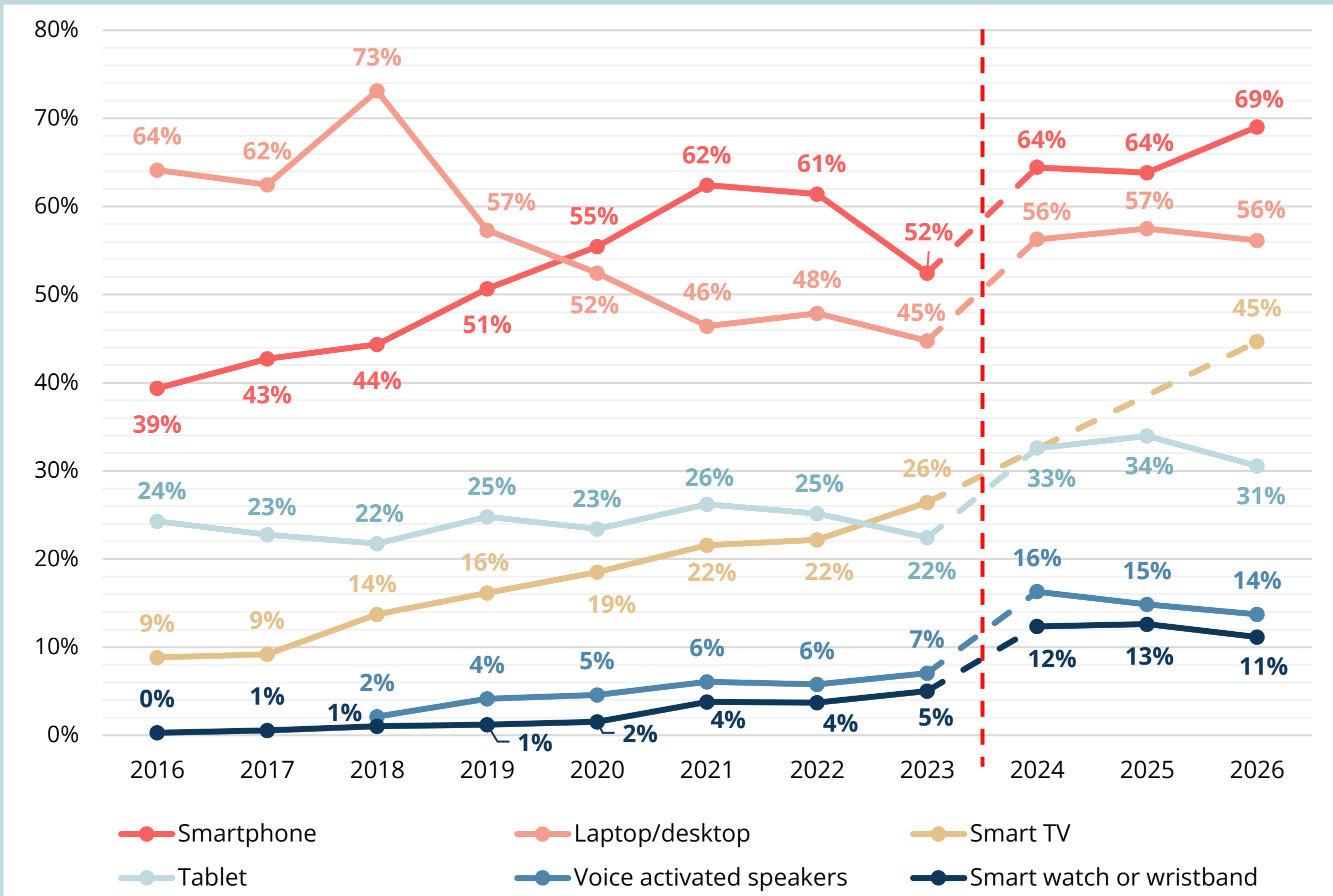


Figure 19. Shares of Canadian respondents who used various devices to access news in the week preceding the survey, 2016 to 2026. *In 2026, n=2,059.* ***Note****: Respondents could select more than one option. Owing to changes in the way the question was administered in 2024 to ensure more representative 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.*

In 2026, the DNR team added a new question regarding the use of video apps, such as YouTube, to access news on smart TVs. More than a quarter (26%) of Canadian respondents accessed news through such apps in the week preceding the survey, while 17% did not use them even though they use smart TVs for news (Figure 20). The others say they didn't come across news on a smart TV or don't know. Those aged 18 to 34 are slightly more likely than their elders to use video applications on such televisions for news (28% versus 25%, a difference of 3 pp). Conversely, 20% of those aged 35 and older and 7% of those aged 18 to 34 (difference of 13 pp) got news on their devices without using apps to access news.

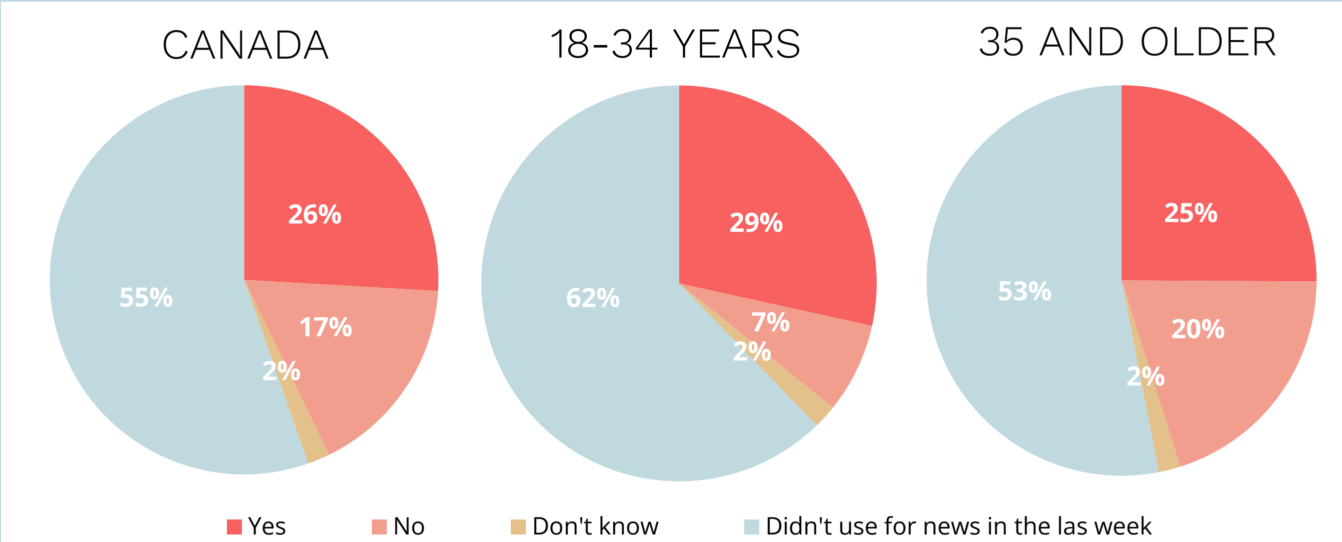
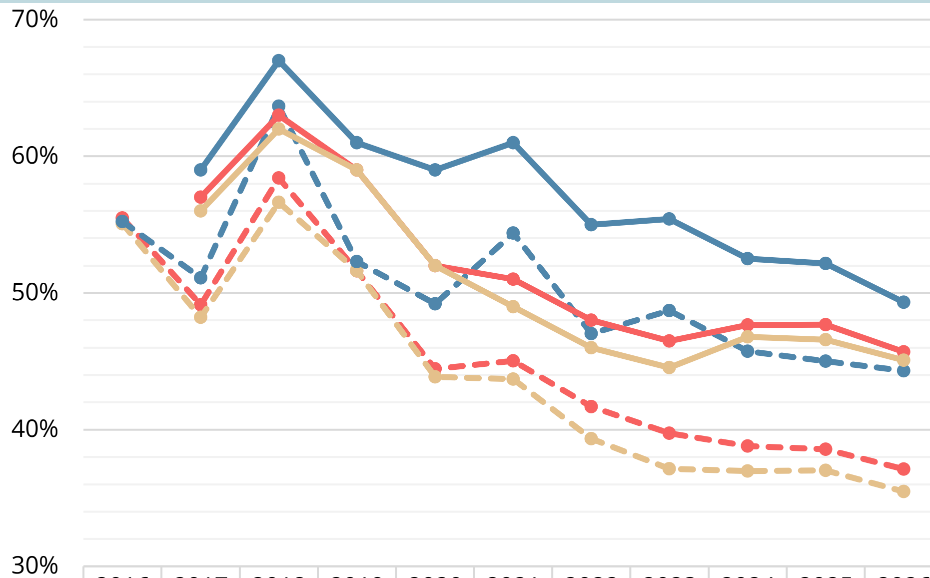


Figure 20. Breakdown of Canadian respondents and Canadian respondents aged 18 to 34 and 35 and older who used video applications (such as YouTube) to access news on their smart TV in the week preceding the survey, in 2026. *Canada: n=2,059; 18-34 years: n=477, 35 years and older: n=1,582.*

2. Trust, Interest and Preferences

2.1. Trust in news

Trust in news continues to decline in the country, reaching its lowest level since the Digital News Report first collected Canadian data (Figure 21). In 2026, 37% of Canadian respondents say they trust most news most of the time, down 18 pp from 2016 (55%) and down 2 pp from 2025 (39%). As usual, Francophones (44%) are more likely to trust news than Anglophones do (35%, a difference of 9 pp), although in both cases the results are also the lowest recorded so far. On a year-over-year basis, trust in the news consulted (46%) is still higher than trust in the news as a whole (37%, a difference of 9 pp). About half of Francophones (49%) say they trust the news they choose to consume, versus 45% of Anglophones.



	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Trust most news:											
Canada	55%	49%	58%	52%	44%	45%	42%	40%	39%	39%	37%
Anglophones	55%	48%	57%	52%	44%	44%	39%	37%	37%	37%	35%
Francophones	55%	51%	64%	52%	49%	54%	47%	49%	46%	45%	44%
Trust most news they consume:											
Canada		57%	63%	59%	52%	51%	48%	46%	48%	48%	46%
Anglophones		56%	62%	59%	52%	49%	46%	45%	47%	47%	45%
Francophones		59%	67%	61%	59%	61%	55%	55%	53%	52%	49%

Figure 21. Shares of Canadian, Anglophone and Francophone respondents who trust most news most of the time, from 2016 to 2026, and most news they choose to consume, from 2017 to 2026. *For both questions, in 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

Canadian respondents' level of trust also varies according to where they find the news. As shown in Figure 22, news on search engines (27%) is still considered more trustworthy than news on social media (15%) or news from generative-AI chatbots (13%). From 2021 to 2026, however, search engines (2021: 31%; 2026: 27%) and social media (2021: 18%; 2026: 15%) fell by 4 and 3 pp, respectively.

The results for Anglophones are in line with the Canadian trend, whereas those for Francophones diverge somewhat. In 2021, news on search engines and social media were considered more trustworthy by Francophones (36% and 23%, respectively) than by Anglophones (31% and 18%, respectively). The drop in trust, also seen at the national level, from 2021 to 2026 was greater among Francophones: 9 pp for search engines (2021: 36%; 2026: 27%) and 7 pp for social media (2021: 23%; 2026: 16%). Today, the two language groups have similar scores for search engines (Anglophones: 28%; Francophones: 27%) and social media (Anglophones: 15% and Francophones: 16%). Even so, Francophones (16%) are slightly more likely than Anglophones (13%) to consider news from generative-AI chatbots to be trustworthy.

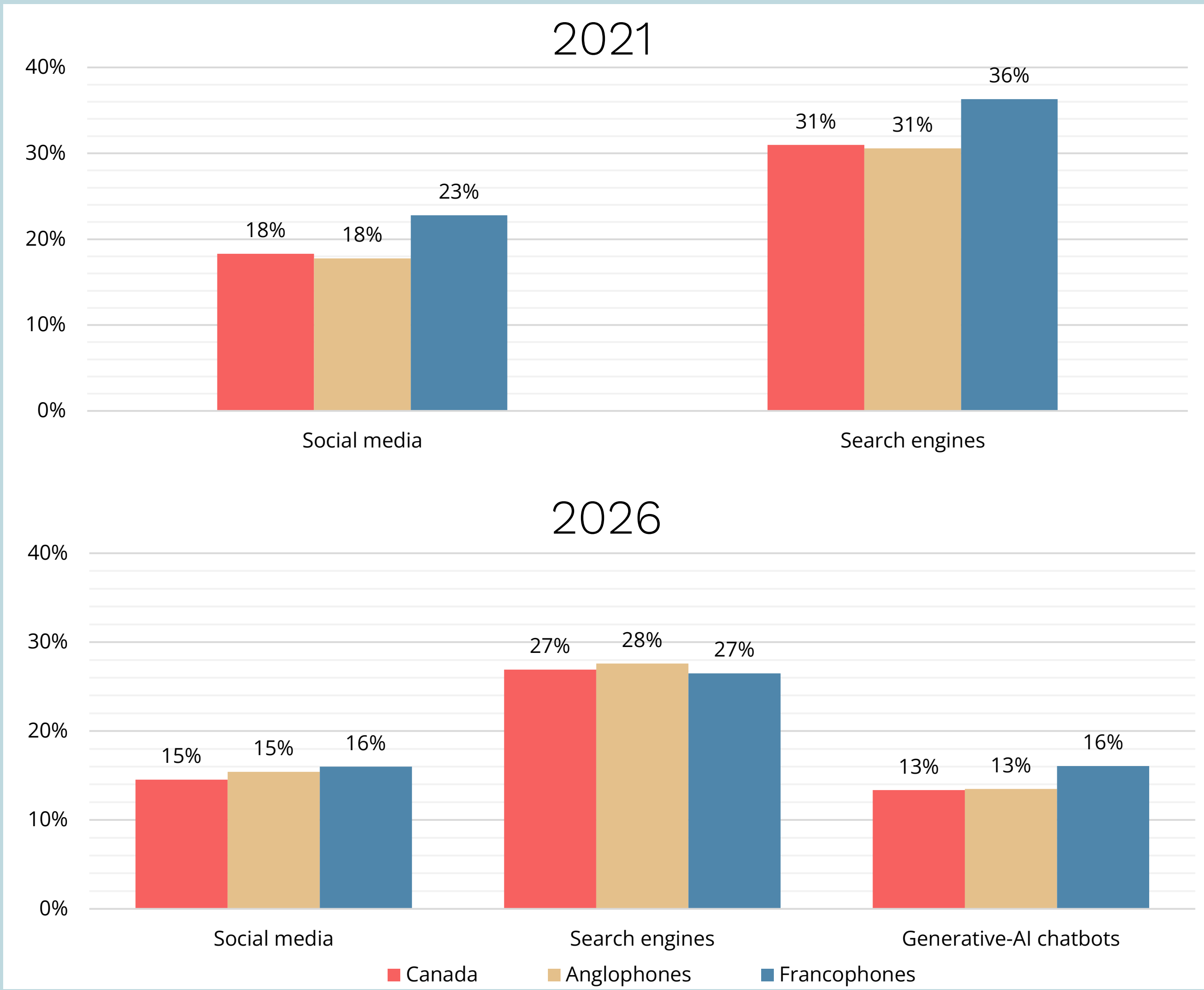


Figure 22. Shares of Canadian, Anglophone and Francophone respondents who trust most news from social media, search engines and generative-AI chatbots, in 2021 and 2026. *For all three questions, in 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.* ***Note****: The question was not asked for generative-AI chatbots in 2021.*

2.2. Distinguishing real from fake online

The ability to distinguish fact from fiction online is a concern for 68% of Canadian respondents in 2026, an increase from the previous year (64% in 2025, +4 pp) and the highest score to date (Figure 23). The increase is seen for Anglophones (+4 pp and the highest score so far) and Francophones (+6 pp). Even so, Francophones (57%) are still substantially less likely to be concerned than are Anglophones (72%, a difference of 15 pp), and the proportion of Francophones concerned about this issue is still at levels seen from 2018 to 2020.

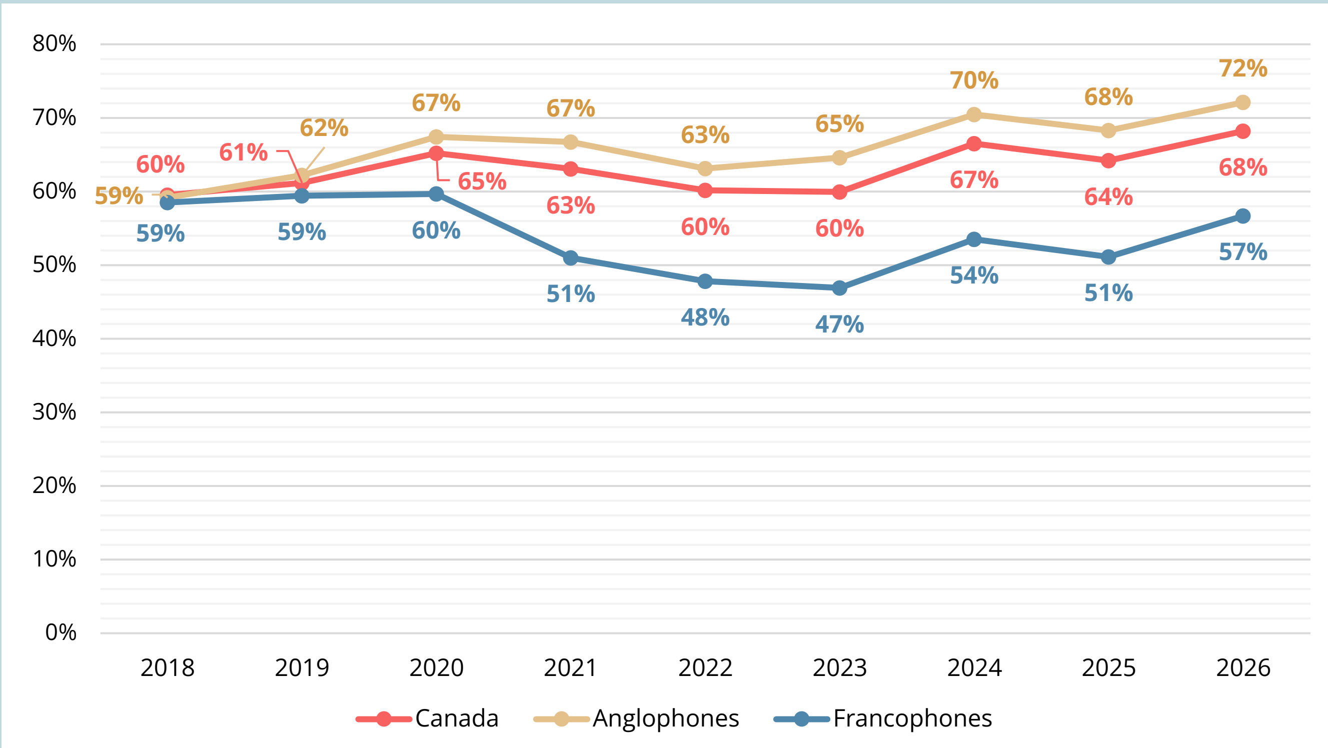


Figure 23. Shares of Canadian, Anglophone and Francophone respondents who agree with the statement: "Thinking about online news, I am concerned about what is real and what is fake on the internet," 2018 to 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

2.3. Interest in news

Interest in news, which was slowly recovering from a low in 2023, seems to be stagnating, and even falling slightly, especially among Francophones. In 2026, 81% of Canadians reported being interested in news, versus 83% in 2025 (-2 pp; Figure 24). A slight decrease is seen for Anglophones (-1 pp), while Francophones, with a proportion of 78%, are back to their 2023 level, the lowest score obtained to date, and a decrease of 3 pp relative to 2025. In general, Francophones are less interested in news than Anglophones, despite generally trusting it more.

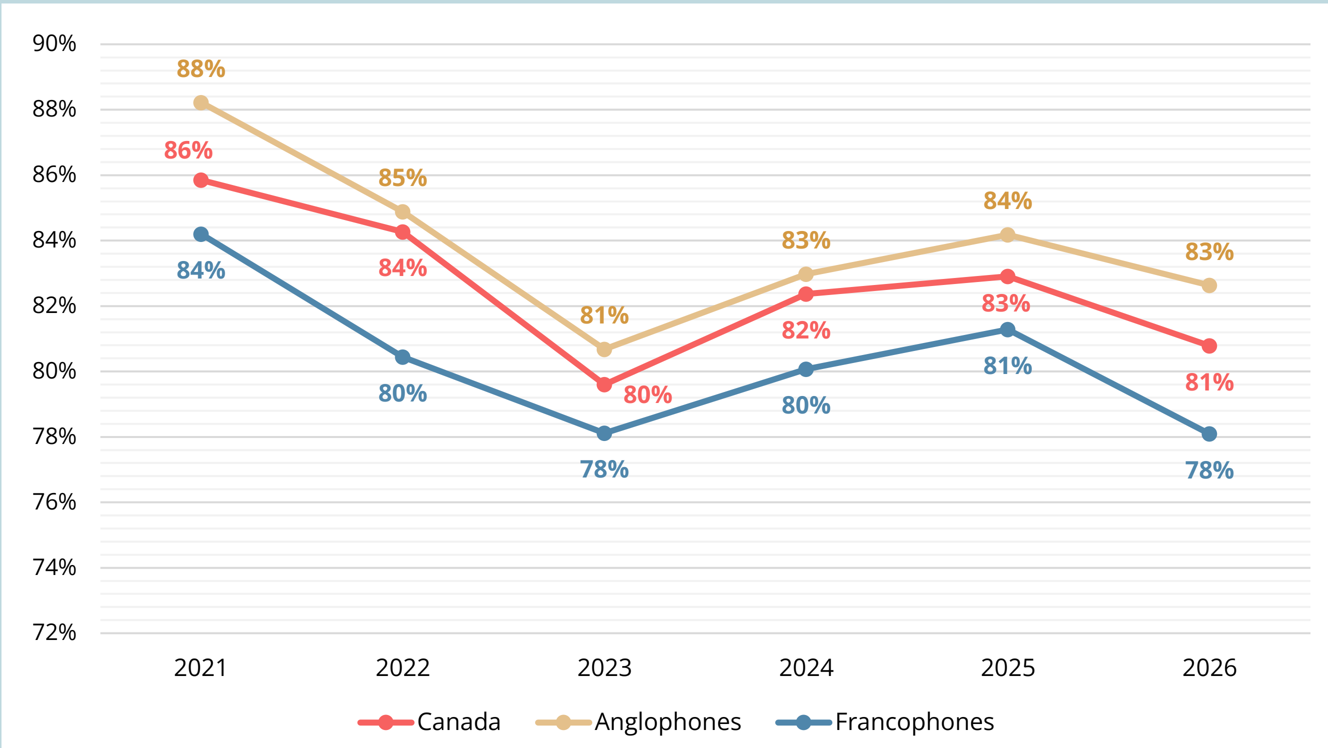


Figure 24. Shares of Canadian, Anglophone and Francophone respondents interested in news, 2021 to 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.* ***Note****: Interested = somewhat, very, extremely.*

2.4. Avoidance of news

Despite a decline in reported interest in current events, news avoidance practices in Canada appear to have been stable since 2024: in 2026, 70% of Canadian respondents (and 71% of Anglophones) say they had actively reduced their access to news at least occasionally (Figure 25). Even so, news avoidance among Francophones seems to be slightly more prevalent in 2026: 67% of respondents in this group say they did so at least occasionally, versus 62% in 2025 (a difference of 5 pp). Year in, year out, francophones are less likely than Anglophones to avoid news.

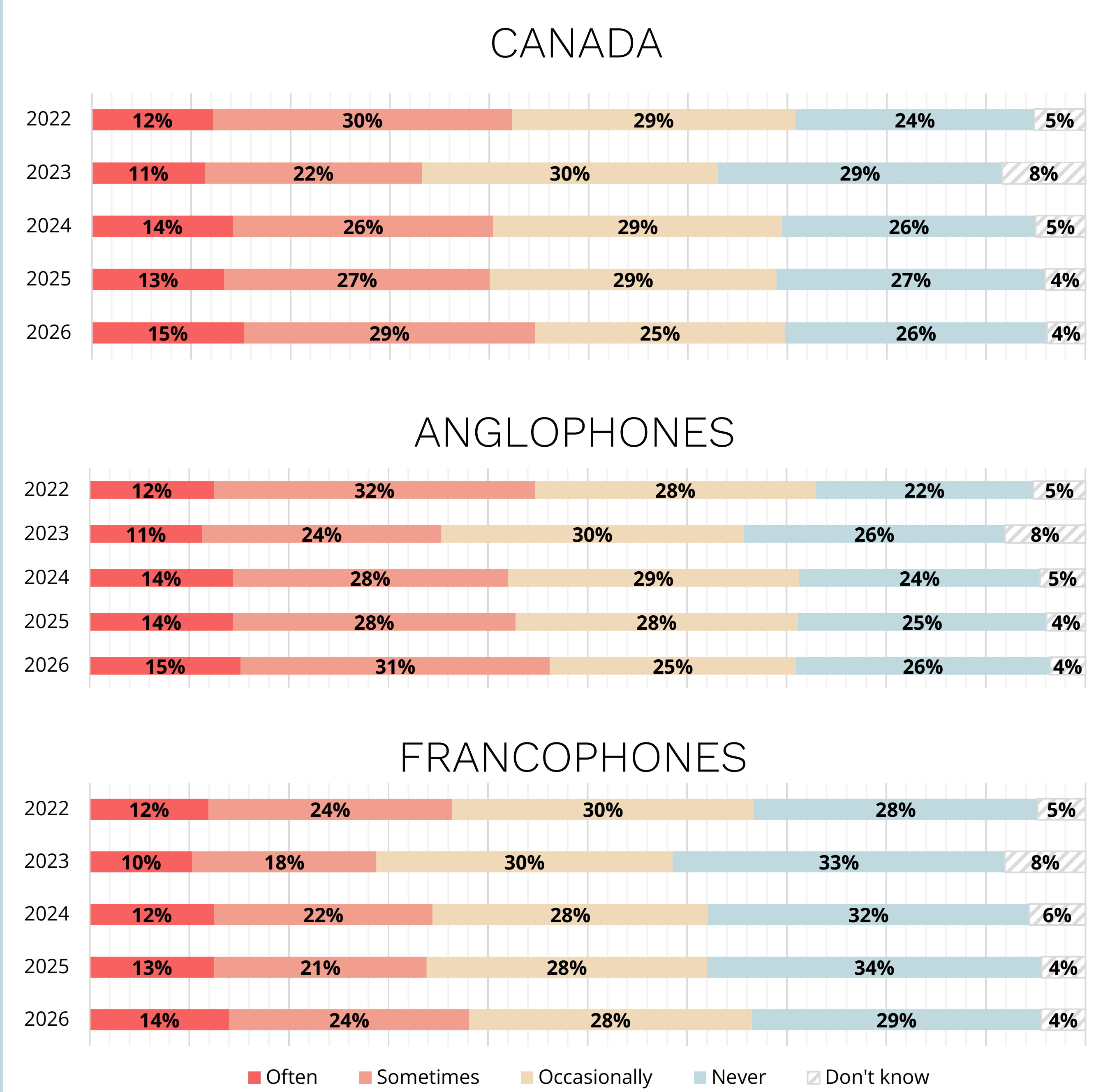


Figure 25. Breakdown of answers to the question: "Do you find yourself actively trying to avoid news these days?" for Canadian, Anglophone and Francophone respondents, 2022 to 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

2.5. Preferences regarding the viewpoint of news sources

Do Canadians prefer to get news from sources that share their point of view, challenge it or do not have a particular point of view? Slightly less than half of Canadian respondents (47%) in 2026 say they prefer news that doesn't have a particular point of view (Figure 26). In 2020, 53% of respondents had the same preference, a difference of 6 pp. In contrast, similar proportions of respondents in 2026 and 2020 prefer news from sources that share (15%) or challenge their views (14%). Rather, it is the share of respondents who say they don't know (24%, +8 pp) that has increased since 2020.

The Anglophone results reflect the Canadian trend, while the Francophone results are little changed relative to 2020 (Figure 26). That said, there are differences between the two groups. Anglophones are more likely to prefer news from sources that don't have a particular point of view (49%) or that share their point of view (16%) than are Francophones (43% and 13%, respectively). Conversely, Francophones (20%) are more likely than Anglophones (13%) to prefer news from sources that challenge their point of view.

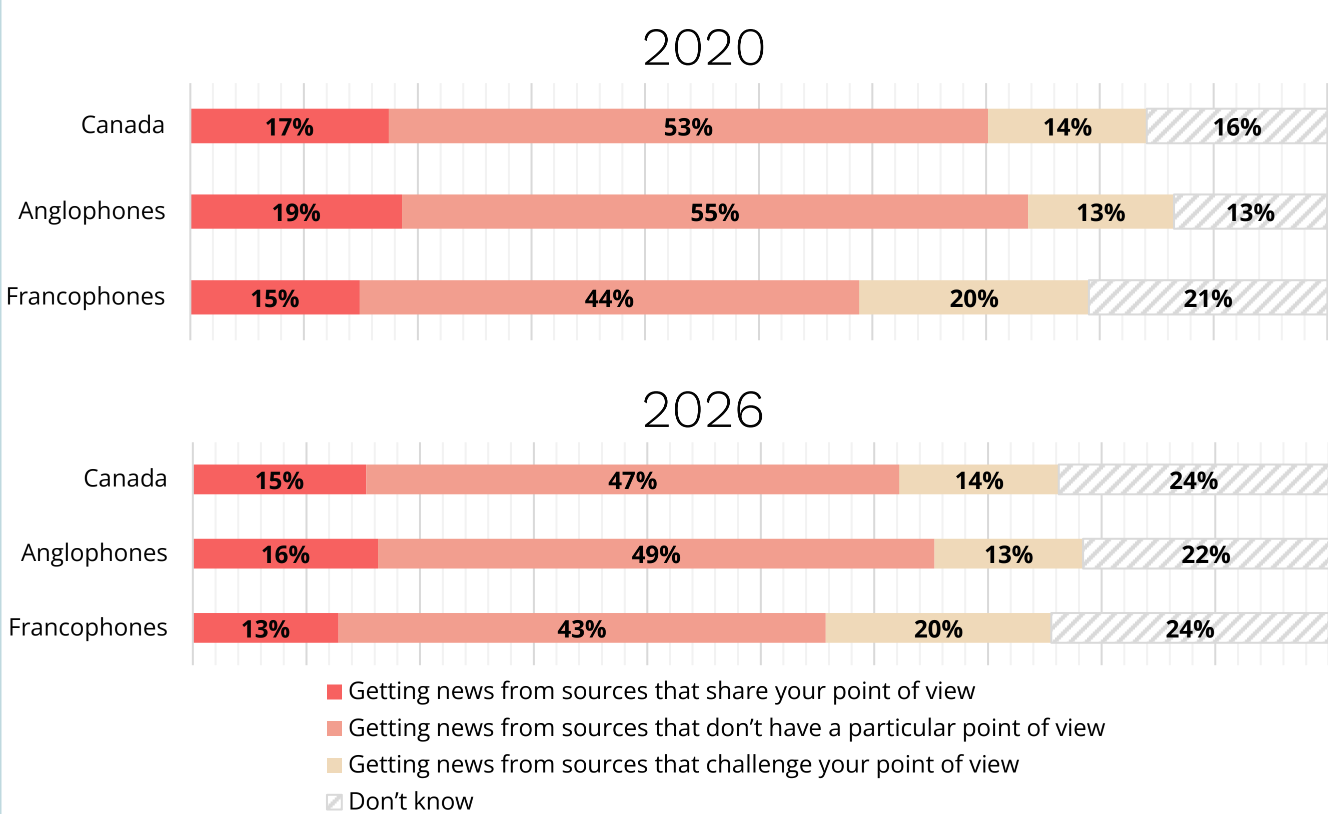


Figure 26. Breakdown of Canadian, Anglophone and Francophone respondents according to their preference for news from sources that share their point of view, don't have a particular point of view or challenge their point of view, in 2020 and 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

There is no clear distinction between those 18 to 34 and those 35 and older for Canada as a whole (Figure 27). Moreover, regardless of stated political orientation, news from sources that don't have a particular point of view is the most widespread preference. Even so, respondents who identify with the left (52%) and the centre (53%) are slightly more likely than those on the right (47%) to express this preference. Canadian respondents in the centre of the political spectrum (14%) are less likely to favour sources that share their views than those who identify as left-leaning or right-leaning respondents (21% and 20%, respectively). Finally, news from sources that challenge the person's point of view is a slightly less common preference among those on the left (13%) than those in the centre (16%) or on the right (15%).

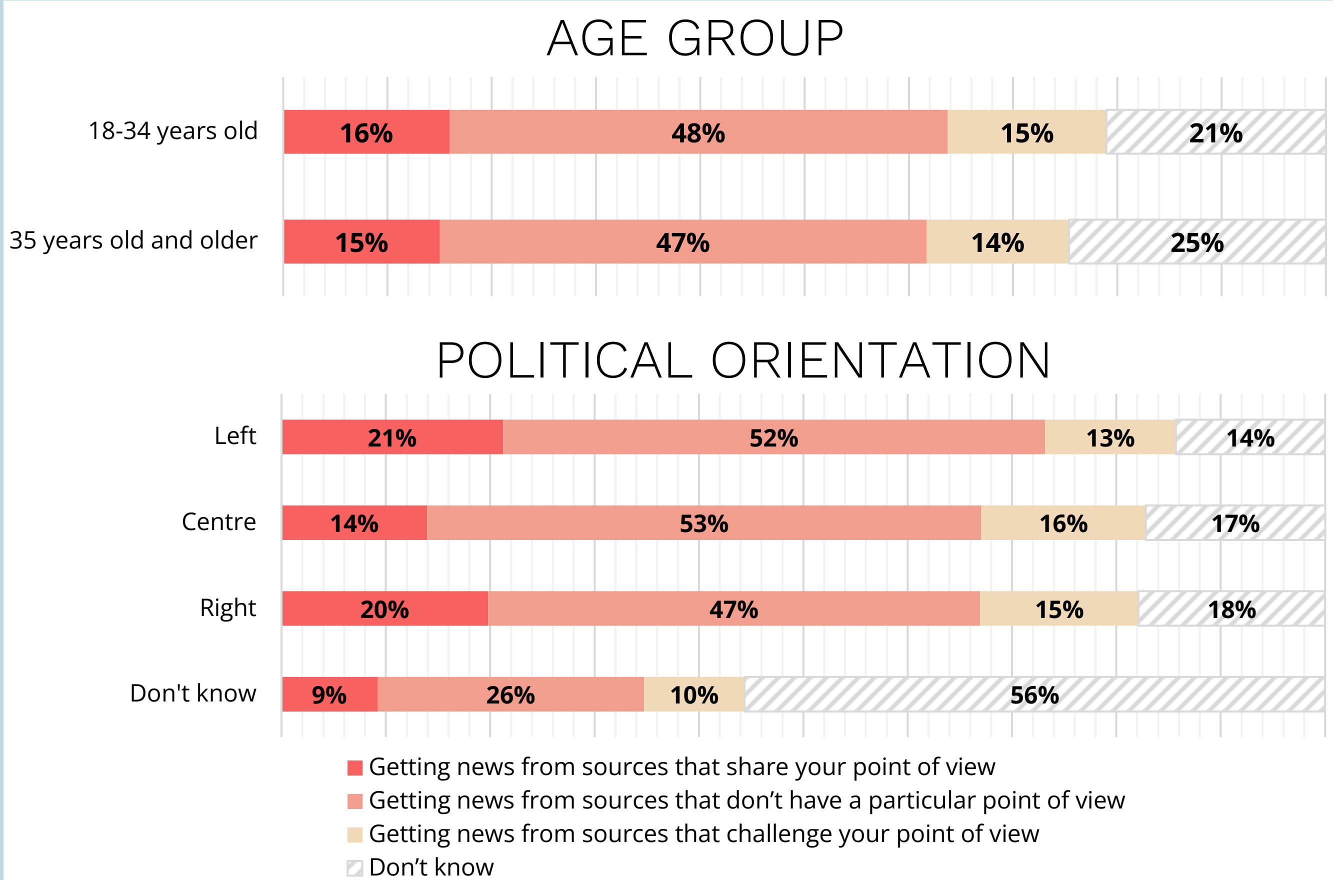


Figure 27. Breakdown of Canadian respondents aged 18 to 34 and 35 and older as well as those who identify as left, centre, right, or are unsure of which political orientation to identify with according to their preference for news from sources that share their point of view, don't have a particular point of view or challenge their point of view, in 2026. *18-34 years old: n=477, 35 years and older: n=1,582; left: n=344, centre: n=1,021, right: n=342, don't know: n=352.*

In this regard, the Digital News Report team asked respondents the same question about the news that other people in society should mainly get, and the overall results are almost identical to those concerning their own preferences. Thus, the largest share of respondents in Canada think other people in society should get their news mainly from sources that don't have a particular point of view (Figure 28).

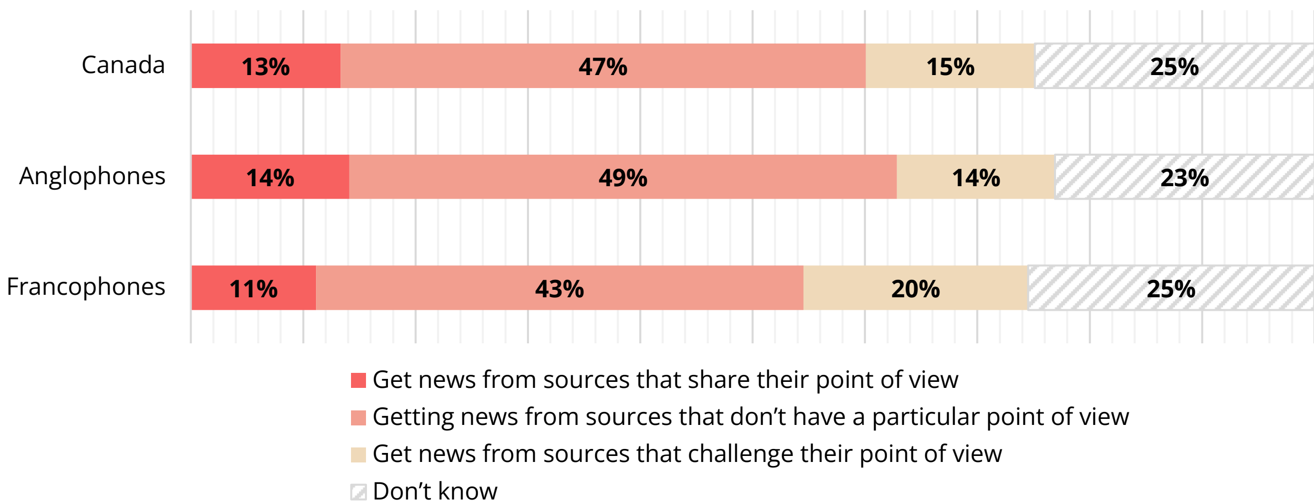


Figure 28. Breakdown of Canadian, Anglophone and Francophone respondents according to whether they think other people in society should get news from sources that share their point of view, don't have a particular point of view or challenge their point of view, in 2026. *Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

As with their individual preferences, those aged 18 to 34 differ little from their elders in terms of what kind of news people in general should get (Figure 29). However, respondents on the left and the right are somewhat less likely to think others should get news from sources that share their views than they are to favour such news personally: 17% of right-wing respondents and 16% of left-wing respondents think other people in society should get their news mainly from such sources.

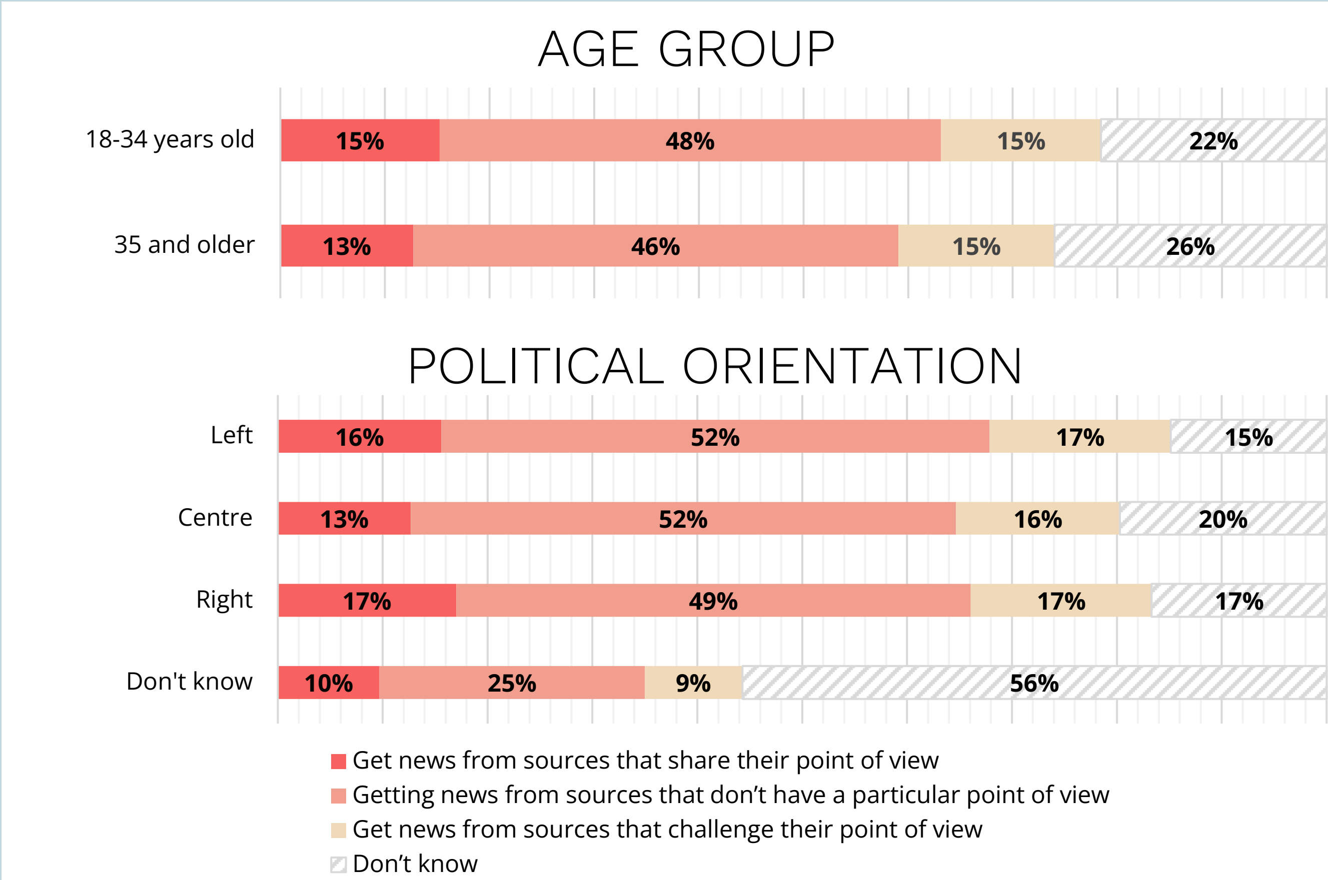


Figure 29. Breakdown of Canadian respondents aged 18 to 34 and 35 and older, as well as those who identify as left, centre, right or unsure of their political orientation, as to whether they think other people in society should get their news from sources that share their point of view, don't have a particular point of view or challenge their point of view, in 2026. *18-34 years old: n=477, 35 years and older: n=1,582; left: n=344, centre: n=1,021, right: n=342, don't know: n=352.*

3. News producers

3.1. News media

3.1.1. Evaluating news media coverage

Respondents to the DNR survey were asked to rate media coverage of six current topics. In all cases, opinions are divided. About one-third of respondents across the country think Canadian news outlets do a good job of reporting on inflation (34%) and on Donald Trump's second term as president (32%; Figure 30). The scores are somewhat lower for coverage of the conflict in Ukraine, climate change, the conflict in the Middle East and immigration. As for respondents who think the media do neither a good job nor a bad job with the various topics, the figures range from 30% (Trump's second presidency) to 38% (conflict in Ukraine, immigration, conflict in the Middle East). Finally, from 24% (conflict in Ukraine) to 30% (immigration) of respondents consider it bad (Figure 30).

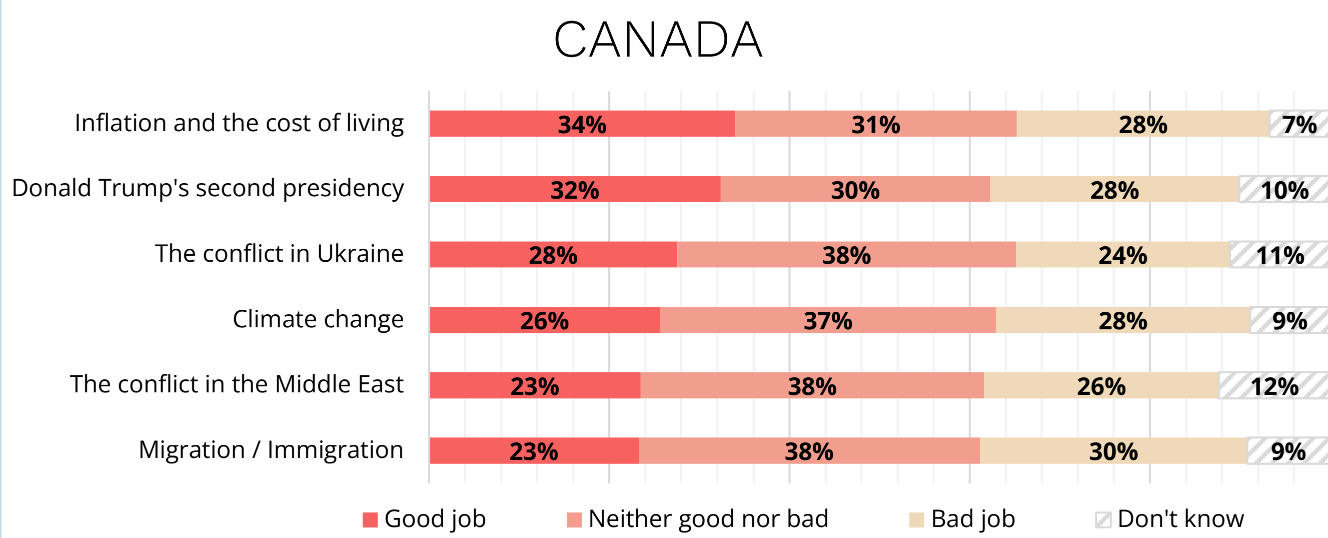


Figure 30. Breakdown of Canadian respondents according to their perception of the quality of coverage of various news stories by the country's news media, in 2026. *Canada: n=2,059.*

Because of the divided opinions and the large number of respondents who do not know or do not have a strong opinion on these issues, we compared the difference between the share of respondents who think the news media are doing a good job on a given topic and those who think the news media are doing a bad job.[3] A positive result means that the news topic is rated well by more respondents, and a negative result means that more respondents are critical of the coverage.

Canadian respondents as a whole are more likely to think the news media are doing a good job of covering inflation and the cost of living (+6 pp), Trump's second presidency (+5 pp) and the conflict in Ukraine (+4 pp; Figure 31). The news media's coverage is judged more negatively with regard to climate change (-3 pp)

[3] See Appendix II for data on Anglophone and Francophone respondents (figure Appendix 1).

and the Middle East conflict (-3 pp), while immigration (-6 pp) is the topic with the highest negative difference.

Francophones are much more likely than Anglophones to have a positive view of the news media's work. In fact, all the new topics receive positive scores from them, and the differentials are always higher for Francophones. This is especially clear for news about inflation and the cost of living (+20 pp for Francophones, +3 pp for Anglophones), the conflict in the Middle East[4] (+10 for Francophones, -6 pp for Anglophones) and immigration (+7 for Francophones, -9 pp for Anglophones). In fact, Donald Trump's second presidency is the only topic for which the Francophone (+7 pp) and Anglophone (+5 pp) results are similar.

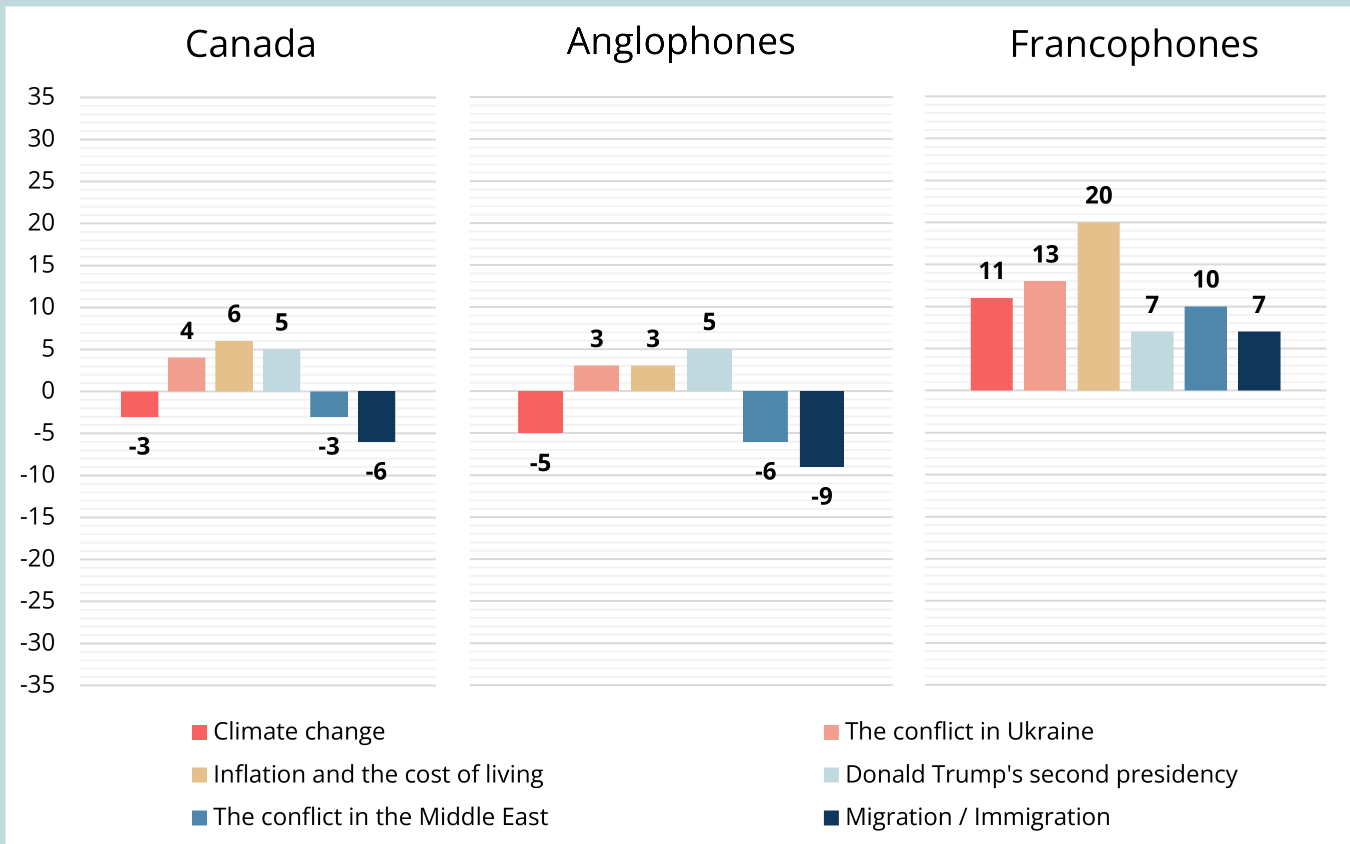


Figure 31. Net difference between the shares of Canadian, Anglophone and Francophone respondents who say the news media in Canada do a good job and those who say they do a bad job covering various news topics, in 2026. *Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

[4] The questionnaire was administered before the United States and Israel began the war against Iran.

The results also vary by age. Canadian respondents aged 18 to 34 are more critical of news media coverage – which they consume less – than those aged 35 and older.[5] In fact, for almost all news topics, 18- to 34-year-olds are more likely to find the coverage inadequate than to think well of it, the only exception being Trump's second term (+10 pp; Figure 32). Trump is also the only subject where the differential is more favourable than it is for older respondents (+3 pp). The largest difference between age groups is in the coverage of inflation and the cost of living. It is for this topic that, among those aged 35 and older, the difference between people who are satisfied with the coverage and those who are not is the largest, at +10 pp (the trend is the opposite for younger adults, at -6 pp). Conversely, migration and immigration has the largest differential (-6 pp) among those aged 35 and older, a score very close to that obtained for the younger respondents (-8 pp).

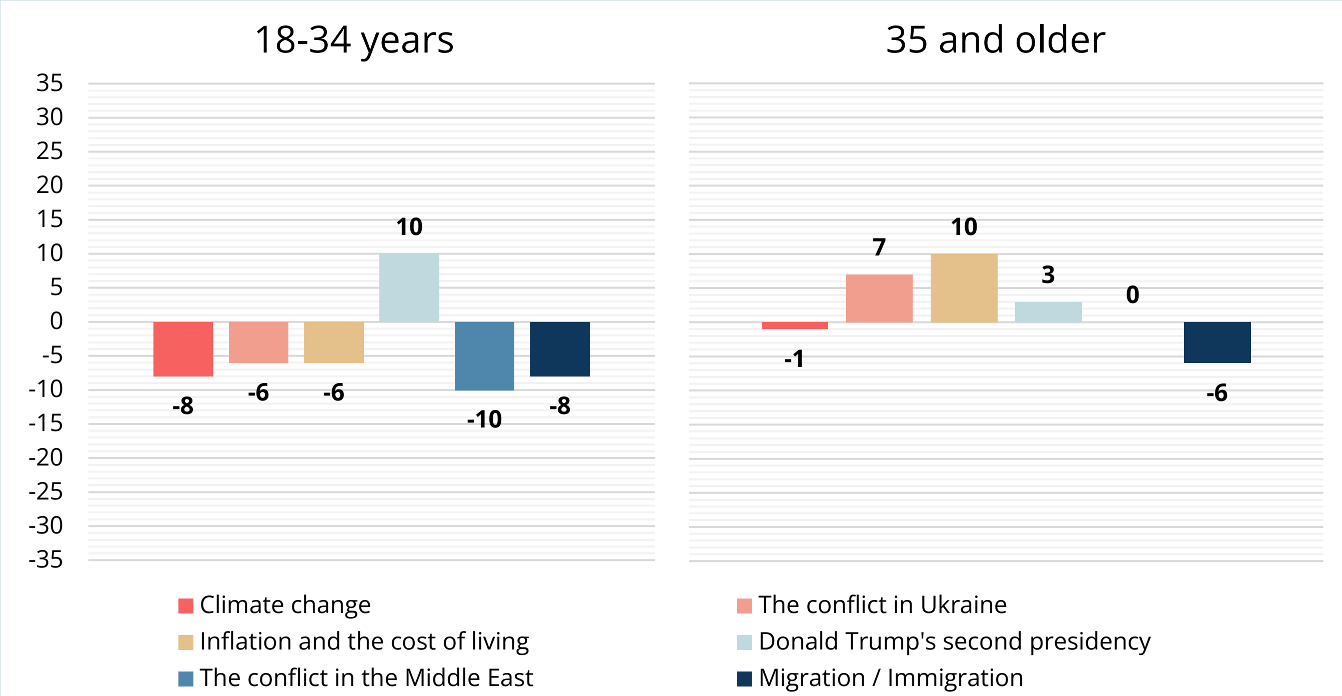


Figure 32. Net difference between the shares of Canadian respondents aged 18 to 34 and 35 and older who say that the news media in Canada do a good job and those who say they do a poor job covering a variety of news topics, in 2026. *18-34 years: n=477; 35 years and older: n=1,582.*

[5] See Appendix II for data for Canadian respondents aged 18 to 34 and 35 years and older (figure Appendix 2).

Respondents on the right side of the political spectrum are far more likely to think the news media do a bad job covering all the news topics in the questionnaire than they are to think the opposite,[6] especially migration and immigration (-25 pp; Figure 33). Respondents on the left have a rather favourable view of the coverage of the various subjects, as do, to a lesser degree, those in the centre. The difference between respondents on the left and the right is especially notable for issues such as Trump's second presidency, with a differential of +31 pp for those on the left and -10 pp for those on the right; inflation, +20 pp for the left and -11 pp for the right; and immigration, 0 pp for the left and -25 pp for the right. Climate change and migration / immigration are the only news topics with a negative (-5 pp) or neutral (0 pp) score among respondents identifying with the left. Finally, those in the centre of the political spectrum generally have a favourable perception of the news media's coverage. Only for migration and immigration is there a marginally negative differential (-1 pp).

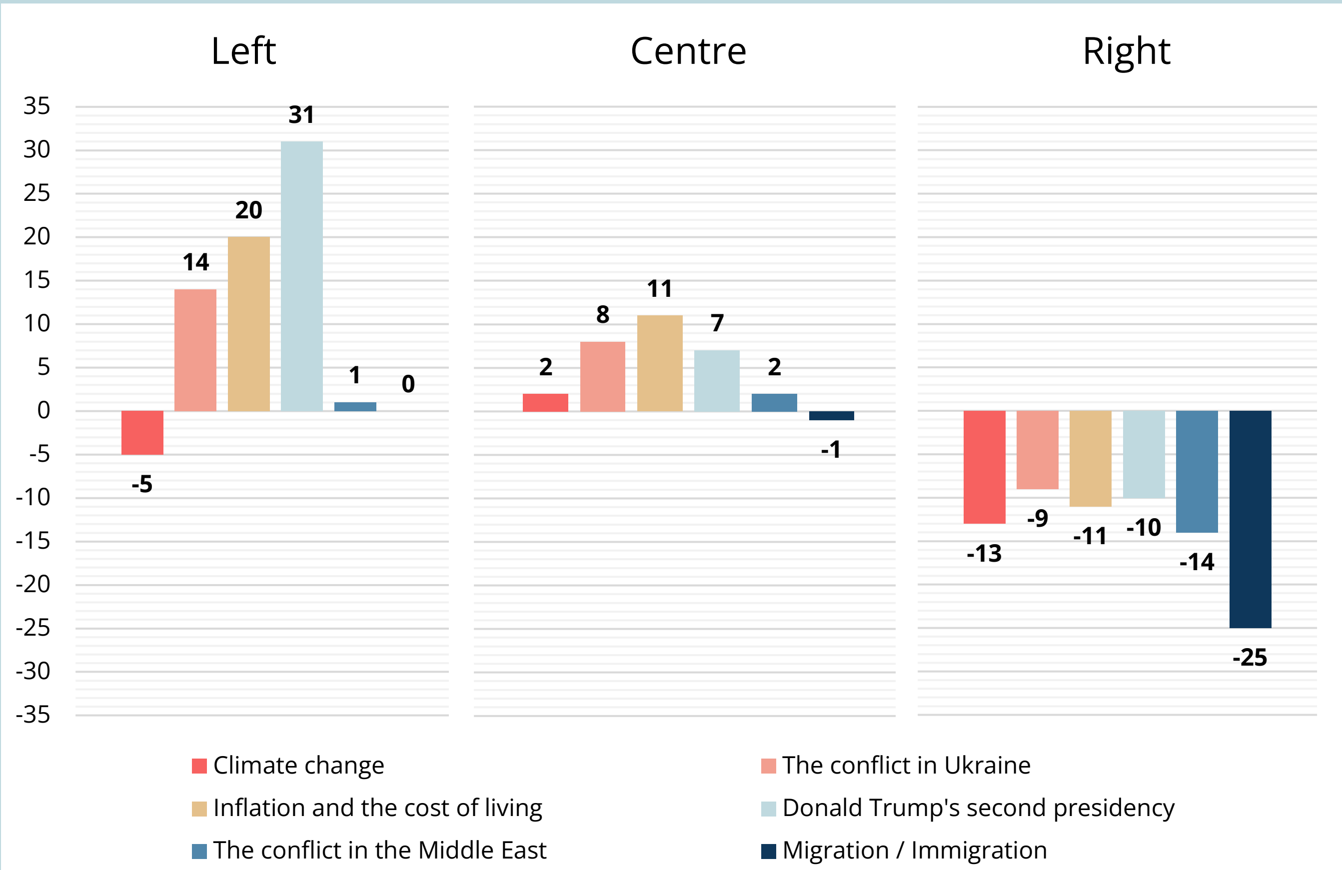


Figure 33. Net difference between the shares of Canadian respondents who see themselves as politically left, centre or right and who say that the news media in Canada do a good job and those who say that the media do a bad job covering a variety of news topics, in 2026. *Left: n=344; centre: n=1,021; right: n=342.*

[6] See Appendix II for data on Canadian respondents who see themselves politically as left, centre or right (Appendix Figure 3).

3.1.2. Perceived external influences on news media coverage

We asked survey respondents to identify the extent to which actors in society influence the coverage of current affairs by news media in Canada. In general, a plurality of Canadian respondents think the individuals or organizations proposed in the questionnaire are very or somewhat influential in this regard. Two-thirds (67%) of respondents consider media owners and their parent companies, as well as government officials and politicians, to be somewhat or very influential; these are the groups most cited as having influence on coverage (Figure 34). Next, with similar results, come experts, such as academics (59%) and advertisers (58%). Slightly more than half of the survey participants (53%) report that activists and advocacy groups are very or somewhat influential in terms of media coverage. Canadians are more divided on the possible influence of organized crime and criminal groups, with 40% saying they are influential and 38% saying they are not.

Anglophones are consistently more likely than Francophones to think the individuals or organizations referred to in the questionnaire have a significant influence on news coverage (Figure 34). For example, 55% of Anglophones think activists are very or somewhat influential, versus 45% of Francophones (a difference of 10 pp). Substantial differences are observed for government officials and politicians (9 pp), media owners (7 pp) and advertisers (7 pp); however, the other differences are 3 pp or less.

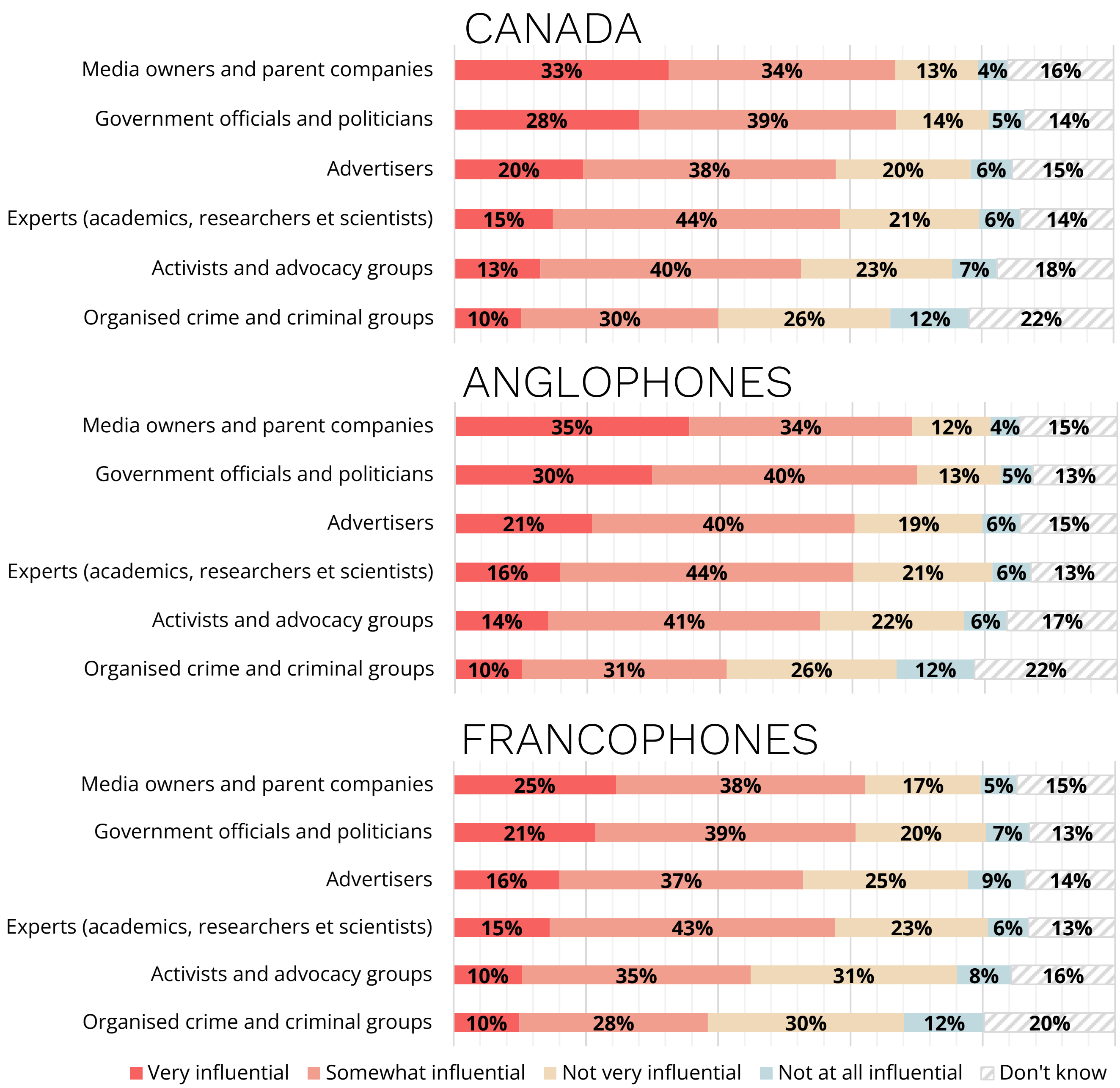


Figure 34. Breakdown of Canadian, Anglophone and Francophone respondents by their perception of how influential, or not, individuals or organizations are on news coverage in the country, in 2026. *Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

Responses also vary by political orientation (Figure 35). Left-leaning respondents are more likely to name advertisers (74%) and media owners (82%) as very or somewhat influential groups than those on the right (60% and 71%, respectively, a difference of 14 pp and 11 pp). There are also notable differences between the two political orientations with regard to experts (left: 68%; right: 60%, a difference of 8 pp) and organized crime (left: 40%; right: 46%, a difference of 6 pp).

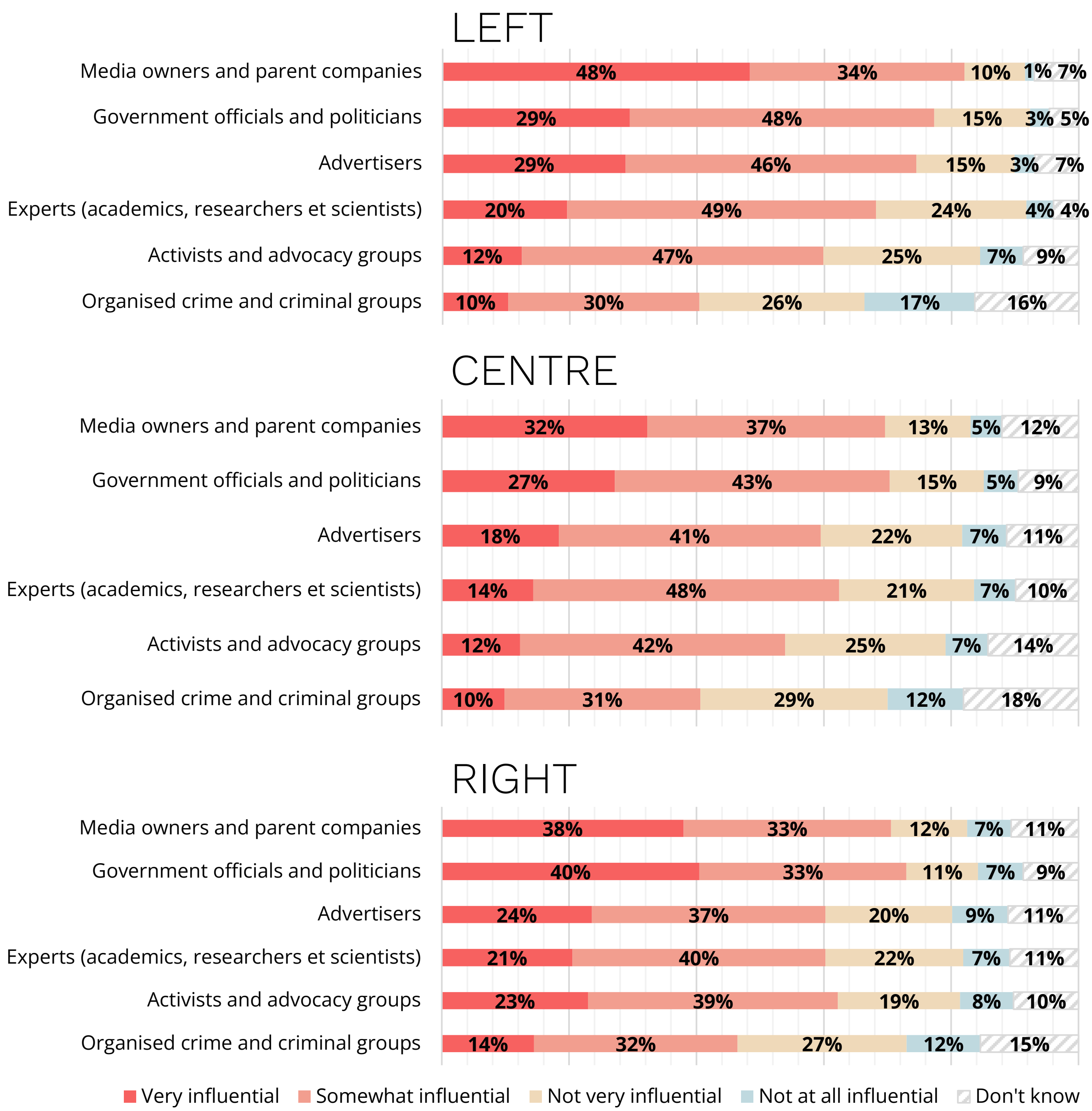


Figure 35. Breakdown of Canadian respondents who see themselves politically as left, centre or right by their perception of how influential, or not, individuals or organizations are on news coverage in the country, in 2026. *Left: n=344; centre: n=1,021; right: 342.*

3.2. Public broadcasters

3.2.1. Access to news from Canadian public broadcasters

The shares of respondents using Canadian public broadcasters as a news sources – CBC News for Anglophones and ICI Radio-Canada for Francophones – increased from 2023 to 2026, but are still below the levels of previous years[7] (Figure 36). In 2026, more than one-quarter of Anglophones consumed CBC news (29% offline and 26% online) in the week preceding the survey, up 3 pp from 2025 in both cases. Francophone respondents used ICI Radio-Canada's news content in proportions of 43% offline and 28% online, both increasing by 4 pp since 2025. It should be noted that the difference between the public broadcasters' offline and online news consumption is much higher among Francophones (15 pp) than among Anglophones (3 pp).

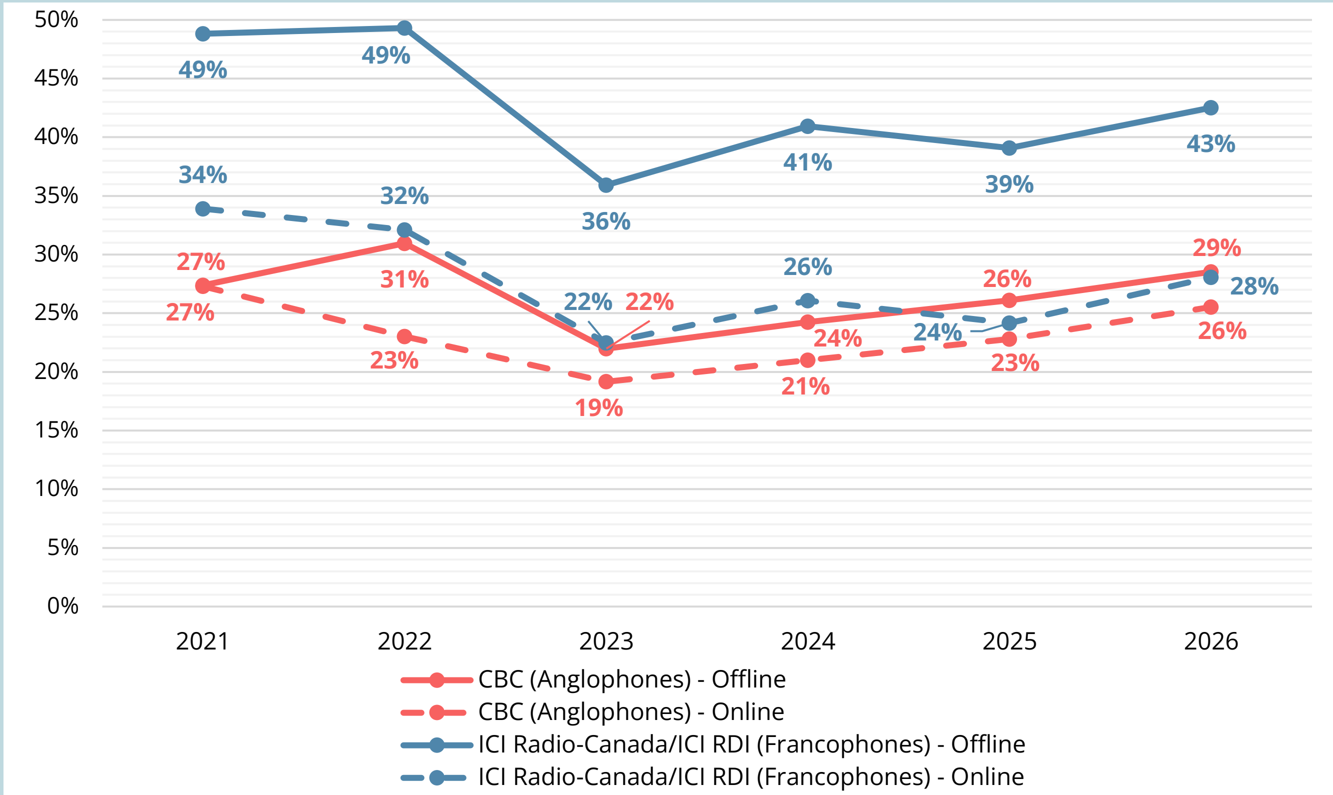


Figure 36. Shares of Anglophone and Francophone respondents who used CBC News and ICI Radio, Canada/ICI RDI, respectively, to access news offline and online in the week preceding the survey, 2021 to 2026. *In 2026, Anglophones: n=1,655; Francophones: n=1,026.*

[7] For more information about Canada's public broadcasters, see *DNR Canada 2023-1 – News from Canada's Public Broadcasters: Consumption and Perceptions*.

3.2.2. Trust in news from Canada's public broadcasters

After a sharp decline in 2022 in the shares of respondents who trust news from the public broadcasters, the situation has stabilized (Figure 37). In 2026, 72% of Francophones consider news from ICI Radio-Canada to be trustworthy, a proportion that has been almost unchanged for four years. A smaller proportion of Anglophone respondents (62%) feel the same about news from the CBC. From one year to the next, Francophones still are more likely to trust their public broadcaster than Anglophones: the difference is 10 pp in 2026.

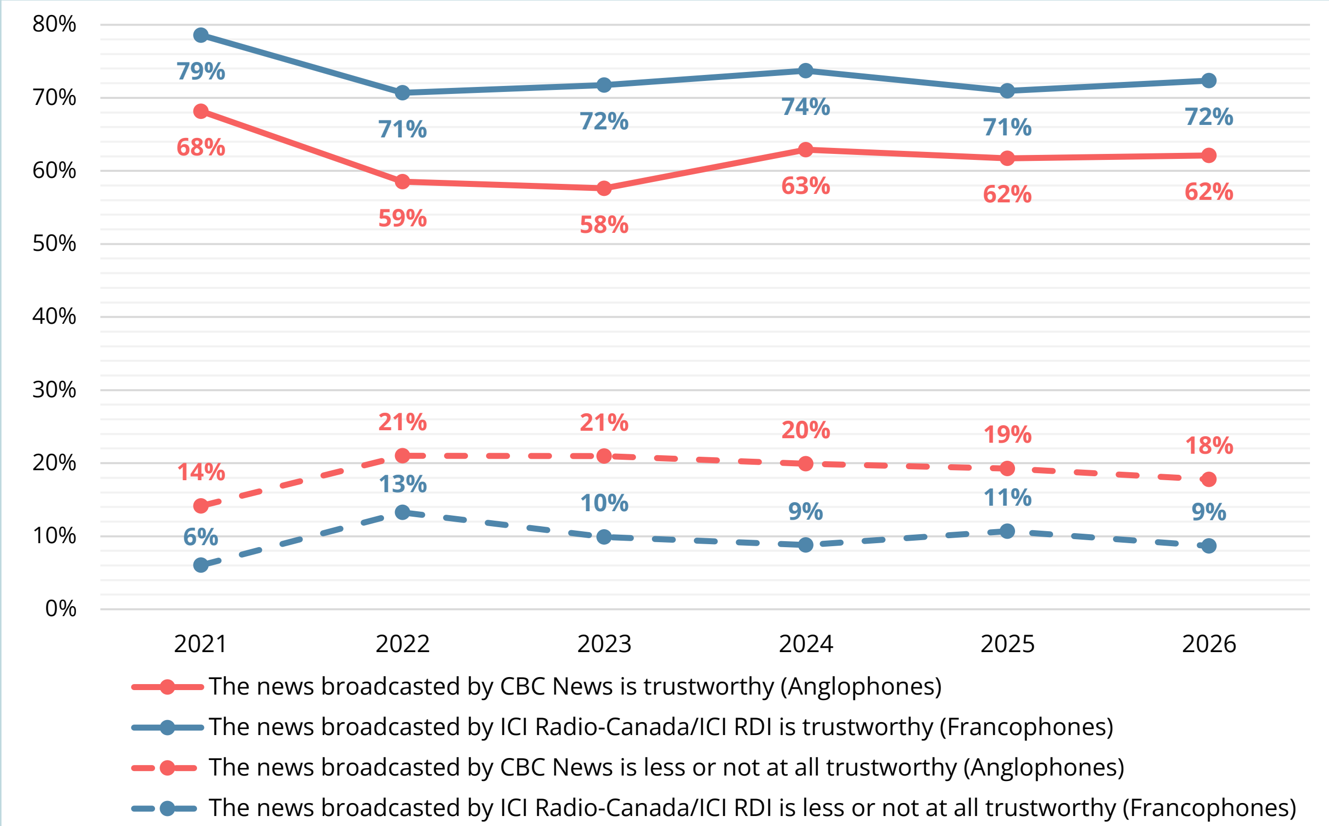


Figure 37. Shares of Anglophone and Francophone respondents who find news from CBC News (Anglophones) and ICI Radio-Canada/ICI RDI (Francophones) trustworthy or untrustworthy, 2021 to 2026. *Base: All Anglophone respondents who are familiar with CBC News and all Francophone respondents who are familiar with ICI Radio-Canada/ICI RDI. In 2026, Anglophones: n=1,630; Francophones: n=1,000.* ***Note****: 0 to 4 = untrustworthy; 6 to 10 = trustworthy.*

3.2.3. Effects of news from public broadcasters on life in Canada

In 2026, we asked survey participants about their perceptions of the effects of news from public broadcasters: 40% of them say it has a positive effect on life in Canada (Figure 38). Conversely, 19% of them say that this news has a negative effect on society, a difference of 21 pp. Slightly more than one-third (34%) of Canadian respondents are rather neutral on this issue, saying it has neither a positive nor a negative effect on life in the country.

Although Francophones are more likely to access and trust news from public broadcasters, they are slightly less likely than Anglophones (37% versus 42%) to think it has a positive effect on life in Canada. In addition, a larger share of Francophones (41%) than Anglophones (32%, a difference of 9 pp) think the effect on society of news from these broadcasters is neither positive nor negative. Even so, similar shares of Anglophone and Francophone respondents think news from these media has a negative effect on society, namely 19% and 18%, respectively.

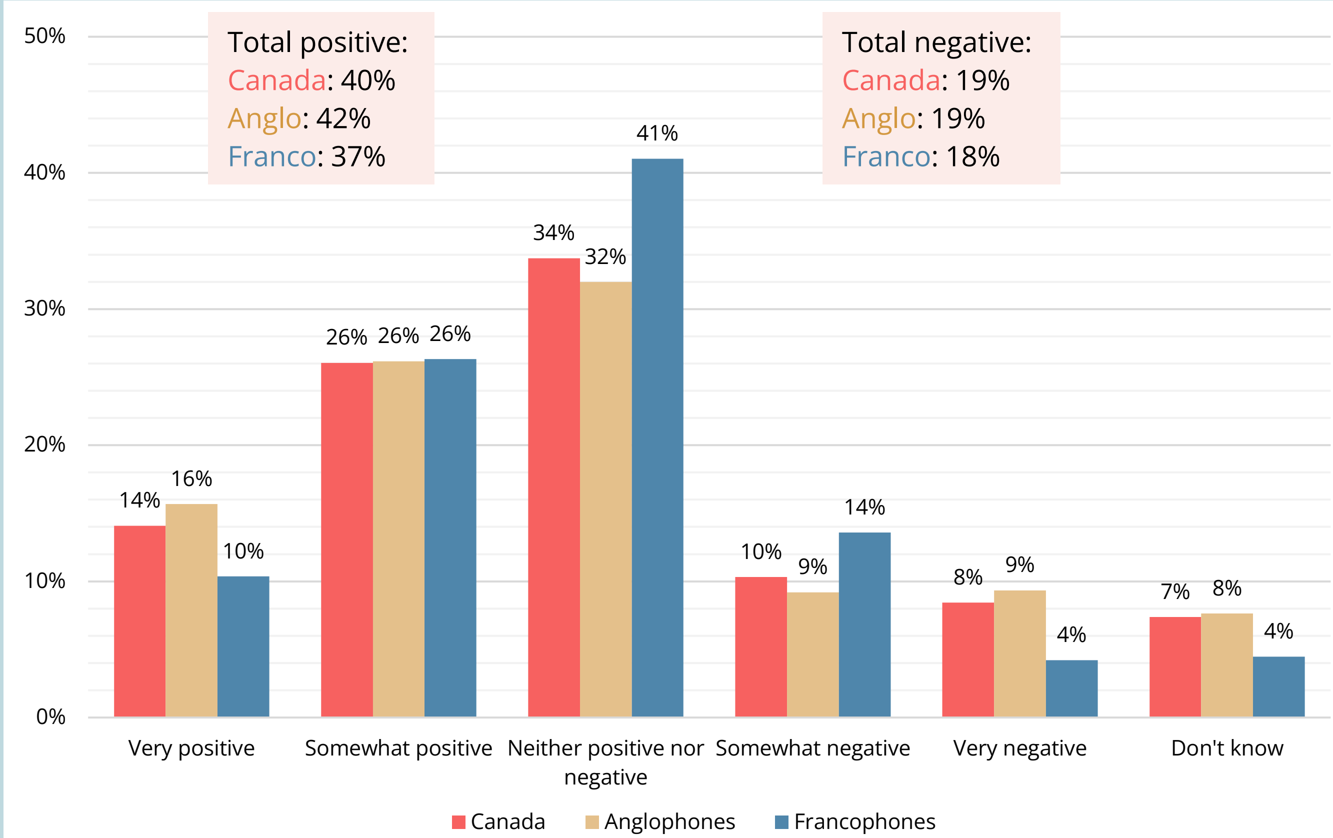


Figure 38. Breakdown of Canadian, Anglophone and Francophone respondents according to their perception of the effect of news provided by public broadcasters on life in the country, in 2026. *Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

Similar proportions of those aged 18 to 34 and 35 and older think news from public broadcasters has a positive effect on life in Canada (42% and 40%, respectively; Figure 39). There are also comparable shares of respondents in these two age groups (about one-third) who say that the effect on society is neither positive nor negative. Older Canadians, however, are more likely to think these media have a negative effect on life in Canada: 21% of those aged 35 and older support this statement, versus 13% of those aged 18 to 34 (8 pp difference).

Figure 39. Breakdown of Canadian respondents aged 18 to 34 and 35 and older by their perception of the effect of news from public broadcasters on life in Canada, 2026. *18-34 years: n=477; 35 years and older: n=1,582.*

As is the case with the overall assessment of the news media's coverage of various topics, there is a wide gap between the political left and right in terms of perception of the positive or negative effect of public broadcasters' news on life in the country. Thus, 63% of Canadian respondents who identify with the left think this news has a very positive (28%) or somewhat positive (34%) effect on life in the country, whereas only 31% of right-leaning respondents share this view, a difference of 32 pp (Figure 40). Thus, right-leaning respondents (42%) are much more likely to say that news from public broadcasters has a negative effect on society. This opinion is rather marginal on the left, being expressed by barely 10% of respondents (a difference of 32 pp). As for those who identify with the centre, 43% think such news has a positive effect on life in the country. People in the centre are more likely than those of other political stripes to think it has neither a positive nor a negative effect on society (36% of the centre, 23% of the left and 23% of the right). Finally, 15% of centrists consider such news harmful.

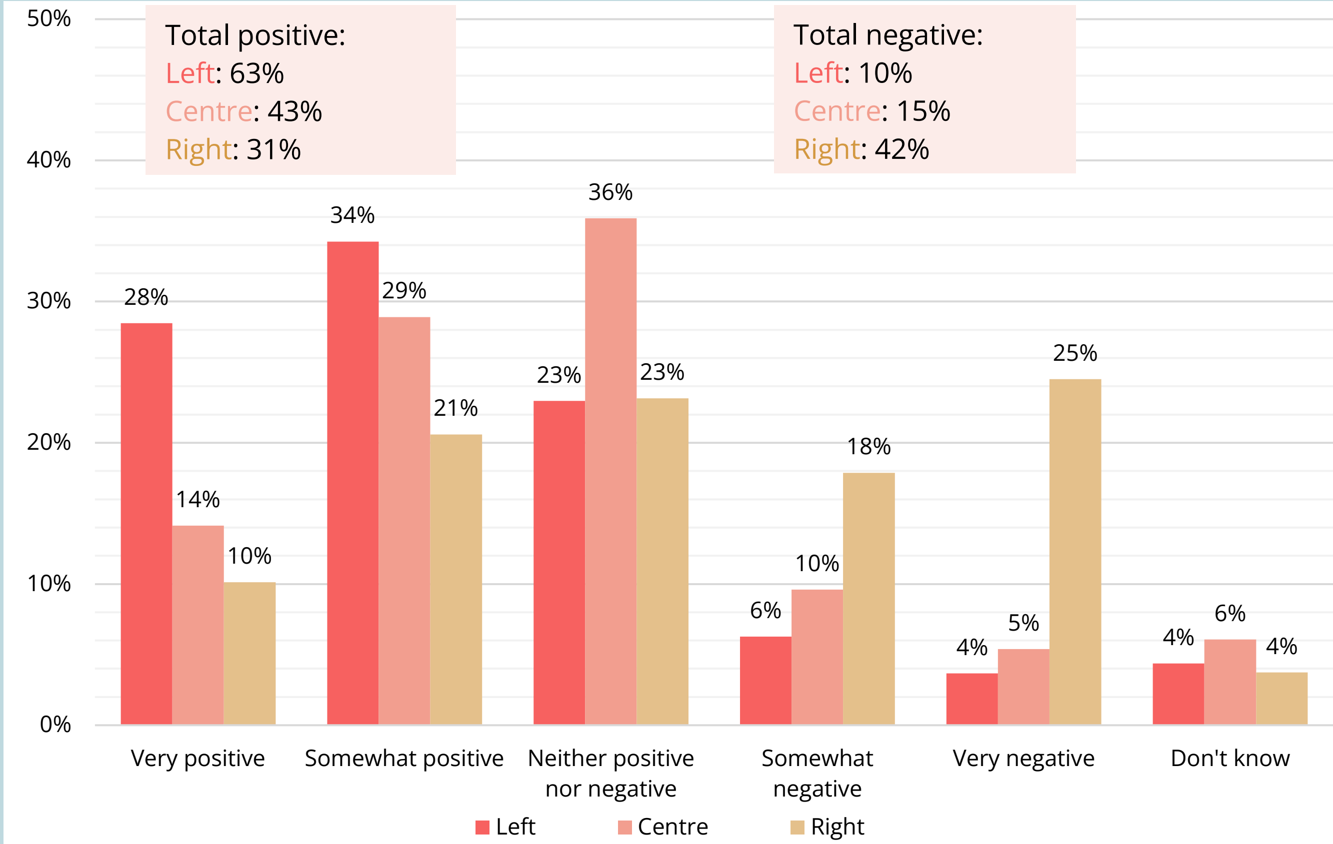


Figure 40. Breakdown of Canadian respondents who see themselves as left, centre or right by their perception of the effect of news from public broadcasters on life in the country, 2026. *Left: n=344; centre: n=1,021; right: n=342.*

Respondents who say news from public broadcasters has a positive effect on life in the country and those who see it as having a negative effect were asked to specify the reasons for their point of view, using pre-established lists. Among the positive perceptions, the aspect cited by the most of those respondents is guaranteed access to national and regional news for everyone (65%) (Table 4). This is followed by trustworthy news (56%) and high-quality journalism (55%). About half of the respondents in this group also cite support for democracy and informed citizenship (50%) or a diversity of communities and perspectives (49%). Finally, the idea that such news is free from commercial or political influence is cited by 41% of those who consider it has a positive effect.

Even though the order of the aspects most cited is roughly the same for Anglophones and Francophones, the proportions are lower for Francophones. For example, 66% of Anglophones and 61% of Francophones who consider it has a positive effect say public broadcasters guarantee everyone access to national and regional news, a difference of 5 pp. Support for democracy, high-quality journalism and trustworthiness are all cited by 48% of Francophones; for Anglophones, the figures are 51%, 56% and 57%, respectively. The most substantial differences, however, concern the representation of diverse communities and perspectives (Anglophones: 52%; Francophones: 37%, a 15 pp difference) and the idea that public broadcasters' news is free from commercial or political influence (Anglophones: 44%; Francophones: 31%, a 13 pp difference).

Positive aspects	Canada	Anglophones	Francophones
It ensures everyone has access to important national and regional news	65%	66%	61%
It provides trustworthy news	56%	57%	48%
It produces high-quality journalism and investigative reporting and maintains high standards	55%	56%	48%
It supports democracy and informed citizenship	50%	51%	48%
It represents diverse communities and perspectives	49%	52%	37%
It offers news free from commercial or political influence	41%	44%	31%
Other	2%	1%	1%
Don't know	6%	5%	6%

Table 4. Shares of Canadian, Anglophone and Francophone respondents who have a favourable perception of the effect of news from public broadcasters citing various positive aspects of it, in 2026. *Base: All who think news provided by public service or publicly funded media has a positive effect. Canada: n=841; Anglophones: n=704; Francophones: n=369.* ***Note****: Respondents could select more than one option.*

Of those respondents who think news from public broadcasters has a negative effect on life in Canada, 71% believe it is influenced by political and other interests, by far the most cited aspect (Table 5). The untrustworthiness of such news is cited by half of respondents (50%), followed by too much focus on certain issues or groups (45%), an inadequate range of opinions (43%) and being out of touch with ordinary people (34%). Finally, about one in five respondents, or 21%, think the public media compete unfairly with commercial news outlets.

The results vary greatly by language group. The Anglophone results reflect the overall Canadian data, but the Francophone ranking of the negative aspects is somewhat different. The influence of political and other interests on the news is, as with Anglophones, the reason most cited by Francophones (64%). This negative opinion is followed, in order of importance, by too much focus on certain issues or groups (43%), an inadequate range of opinions (38%) and untrustworthiness (25%). Finally, being out of touch with ordinary people and competing unfairly with commercial news outlets are both cited by 20% of the respondents in this group.

Anglophones are therefore clearly more likely than Francophones to report that such news is untrustworthy (56% and 25%, respectively, a difference of 31 pp) or to cite public broadcasters’ being out of touch with ordinary people (36% and 20%, respectively, a difference of 16 pp).

Negative aspects	Canada	Anglophones	Francophones
It is influenced by political and other interests	71%	71%	64%
It does not provide trustworthy news	50%	56%	25%
It focuses too much on certain issues or groups	45%	46%	43%
It does not reflect a broad enough range of opinions	43%	44%	38%
It is out of touch with ordinary people	34%	36%	20%
It competes unfairly with commercial news outlets	21%	22%	20%
Other	8%	8%	7%
Don’t know	8%	8%	11%

Table 5. Shares of Canadian, Anglophone and Francophone respondents with a negative perception the effect of news from public broadcasters citing various negative aspects of it, in 2026. *Basis: All who think news provided by public service or publicly funded media has a negative effect. Canada: n=388; Anglophones: n=308; Francophones: n=189.* ***Note****: Respondents could select more than one option.*

3.3. Influencers and content creators

3.3.1. Consumption of news from influencers and creators

Influencers and online content creators are increasingly popular as providers of news. In 2026, 38% of Canadians say they came across news from such intermediaries in the week preceding the survey (Figure 41). Not surprisingly, as shown in Figure 40, the older the respondents are, the less likely they are to come across news in this way. A majority of 18- to 24-year-olds (57%) and 25- to 34-year-olds (55%) viewed news posted by influencers in the week preceding the survey. Conversely, about one-third of those aged 55 to 64 (32%, a difference of about 25 pp from the youngest) and less than a quarter of those aged 65 and over (23%, a difference of about 34 pp from the youngest) got their news from such personalities on social media and video platforms.

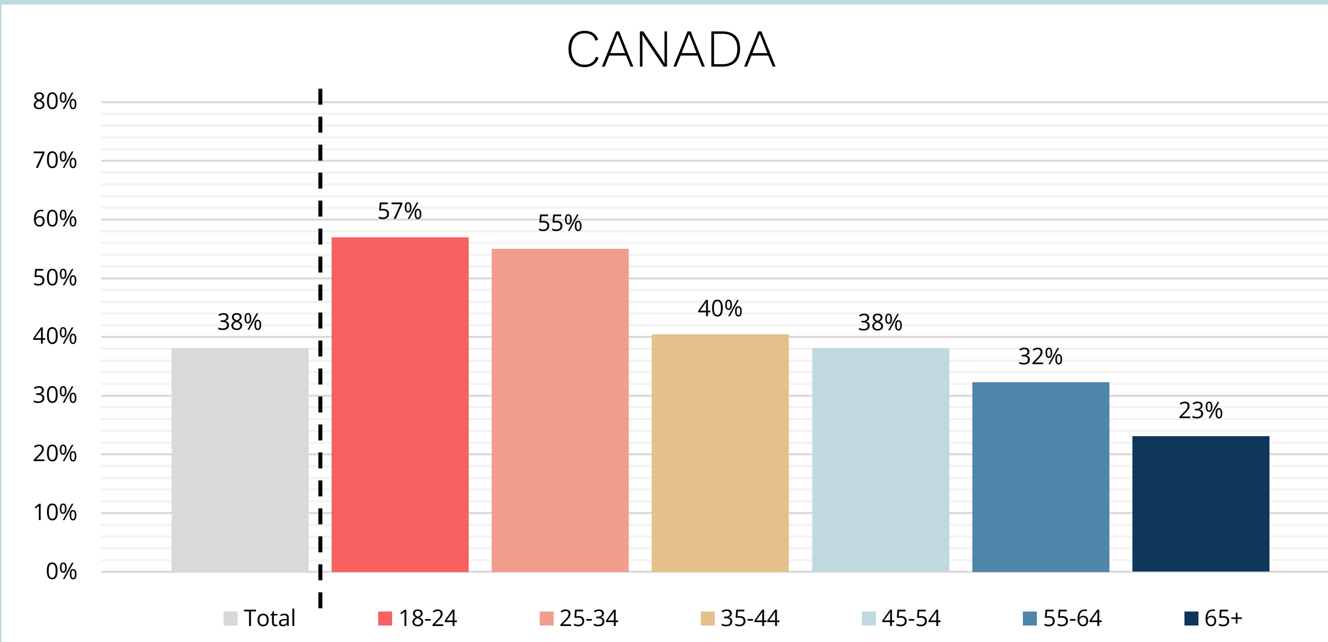


Figure 41. Shares of Canadian respondents in different age groups who consumed news from influencers or content creators on social media or video networks in the week preceding the survey, in 2026. *Canada: n=2,059; 18-24 years: n=176, 25-34 years: n=301, 35-44 years: n=357, 45-54 years: n=321, 55-64 years: n=377, 65 years and older: n=527.*

If we compare the results by language, we see that consumption of news from influencers or content creators is more common among Anglophones (43%) than among Francophones (27%, a difference of 16 pp; Figure 42).

In this respect, the shares of Anglophones by age group are similar to those observed for the country as a whole (Figure 42). Nearly 60% of 18- to 24-year-olds and 25- to 34-year-olds say they got their news from influencers, as do 45% of 35- to 44-year-olds, 43% of 45- to 54-year-olds, 39% of 55- to 64-year-olds and, finally, 29% of those 65 and older. As for Francophones, the differences between age groups are much greater. Two-thirds of Francophones aged 18 to 24 consumed news from influencers in the week preceding the survey (67%). The share drops to 45% for 25- to 34-year-olds, 30% for 35- to 44-year-olds and 25% for 45- to 54-year-olds. Finally, 15% of those aged 55 to 64 and barely 8% of those aged 65 and over say they had consumed news from such sources in the week preceding the survey.

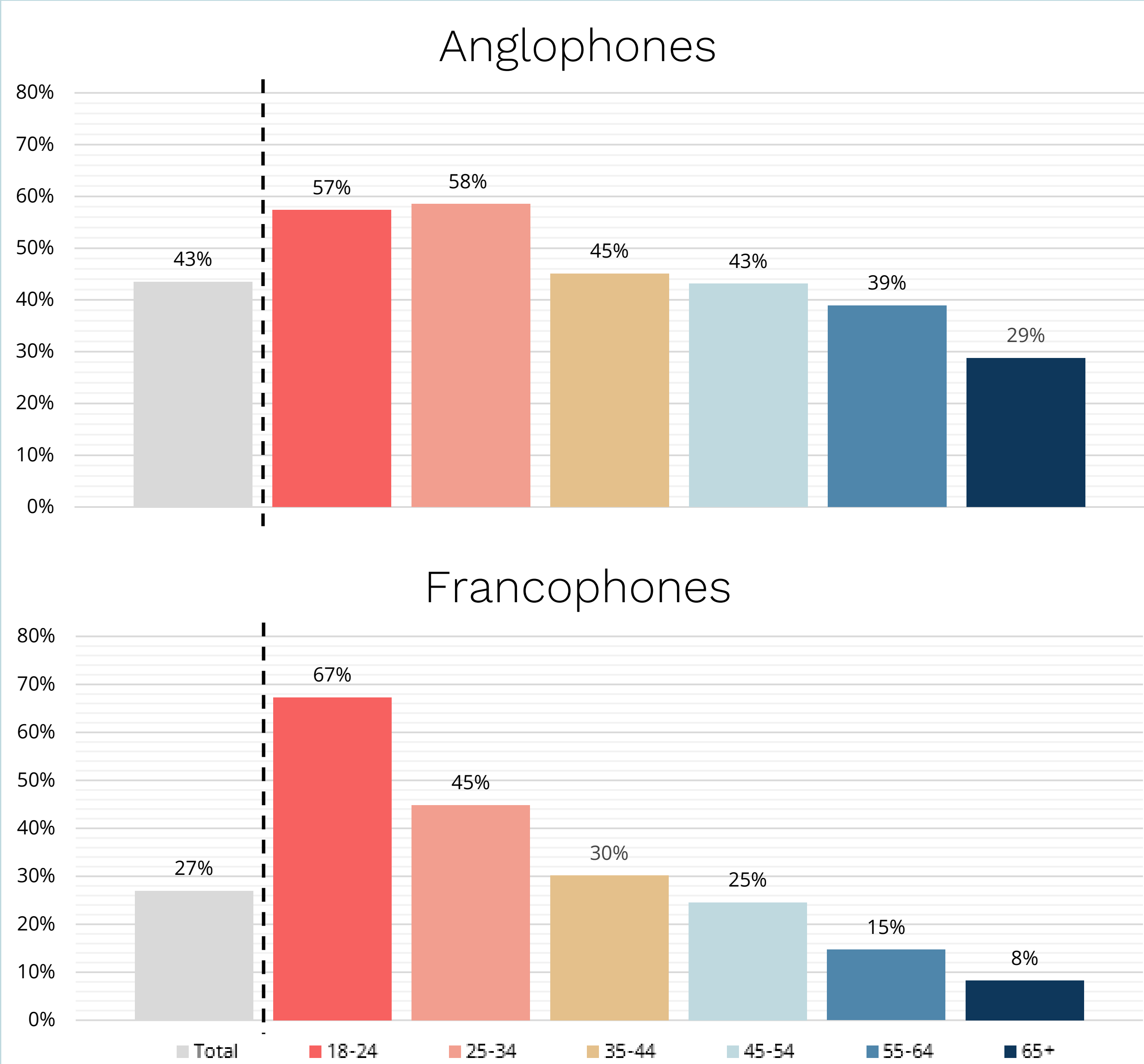


Figure 42. Shares of Anglophone and Francophone respondents in different age groups who consumed news from influencers or content creators on social media or video networks in the week preceding the survey, in 2026. ***Anglophones****: n=1,655, 18-24 years: n=166, 25-34 years: n=258, 35-44 years: n=293, 45-54 years: n=239, 55-64 years: n=294, 65 years and over: n=405;* ***Francophones****: n=1,026, 18-24 years: n=82, 25-34 years: n=158, 35-44 years: n=171, 45-54 years: n=161, 55-64 years: n=200, 65 years and over: n=254.*

3.3.2. Are Canadians' news needs met by influencers and online content creators?

The Digital News Report team looked at the place occupied by influencers and content creators in the news diet of people who get news from them (Figure 43). The findings show that 10% of them think all their news needs are met, with no need to get news elsewhere. Slightly more than one-third (34%) think most of their needs are met, although they may have to rely on other sources of news. And almost half of Canadians who get their news in this way (48%) think some of their news needs are met but get their news mainly from other sources. A tiny proportion of survey participants (4%) say that influencers don't meet any of their news needs, which are met entirely by other sources of news.

Francophones who are getting news from online creators are more likely than Anglophones to think all their news needs are met by such personalities (18% and 9%, respectively, a difference of 9 pp) but are also more likely to say that none of their needs are met (14% and 3%, respectively, a difference of 11 pp). Identical proportions of both groups, namely 34%, say most of their news needs are met by influencers. Half of Anglophones (50%) think some of their news needs are met by influencers, but rely mainly on other sources, versus one-third of Francophone respondents (33%).

A similarly high proportion of Canadian respondents aged 18 to 34 and 35 and older say that at least some of their news needs are met by influencers (92% and 93%, respectively). Nevertheless, the main differences emerge when we compare the intermediate answers. For example, 40% of 18- to 34-year-olds think most of their news needs are met by these sources, and 41% think some of their needs are met but don't make them their main source of news. Like Anglophones, older respondents are much more likely to say that *some* of their news needs are met by influencers (52%) than they are to think *most* of their needs are met by them (32%). As pointed out above, the Anglophones users of these sources are on average older than the Francophones, which may explain this similarity.

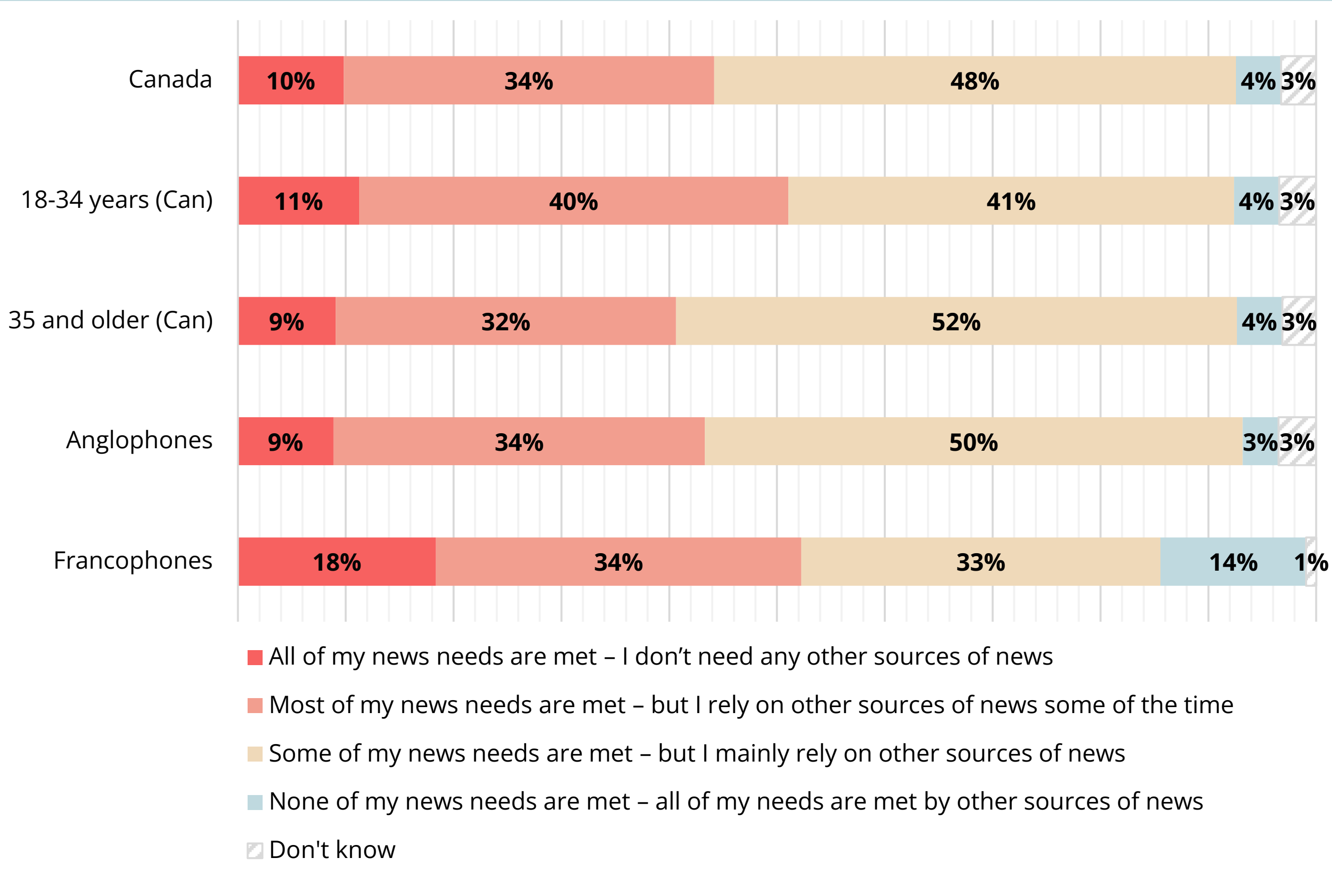


Figure 43. Breakdown of Canadian, Anglophone, Francophone, 18-34 and 35-and-older respondents by their answer to the following question: "What proportion of your information needs Is met by creators or influencers?", in 2026. *Base: All who listed one or more individual news creators or personalities who mainly focused on news in the week preceding the survey. Canada: n=536, 18-34 years: n=171, 35 years and older: n=365; Anglophones: n=498; Francophones: n=155.*

3.3.3. Comparing influencers and content creators with traditional media brands

All survey respondents were asked to share their perception of news content produced by influencers or content creators on social media and video platforms versus that produced by traditional media and associated brands. Larger shares of Canadian survey participants consider the eight proposed criteria as prevalent among influencers as they are among traditional media brands, although this option wins by only 1 pp when it comes to impartiality (Figure 44). That said, Canadian respondents are more likely to think these new sources are more entertaining (29%), easier to understand (24%), more relatable (23%) and more up-to-date (21%) than traditional media than they are to hold the opposite view (13%, 12%, 18% and 17%, respectively). In contrast, the proportions of Canadian respondents who view these new sources as less authentic (24%), less knowledgeable (25%), less trustworthy (30%) and less impartial (32%) than traditional media brands are higher than those who hold the opposite view (19%, 18%, 15% and 11%, respectively). Note that, for each of these characteristics, 19% to 24% of respondents do not know what to answer.

The Anglophone results are similar to those for the country as a whole, although the scores are slightly more favourable for influencers. The situation is different for Francophones. They are more likely to be neutral, to perceive influencers more negatively than traditional media brands or simply to have no opinion on these matters. Thus, fewer of them rate influencers higher than traditional media. For example, Francophones consider them less relatable (28%; more relatable: 12%) and less up-to-date (23%; more up-to-date: 13%) than traditional media, while the reverse is true for Canada as a whole. There is also a difference of 10 pp between the share of Francophones (38%) and the share of Anglophones (28%) who think influencers are less trustworthy than traditional media. However, Francophones are still slightly more likely to find influencer content more entertaining (23%) or easy to understand (19%) than they are to favour traditional media brands on these matters (17% and 16%, respectively).

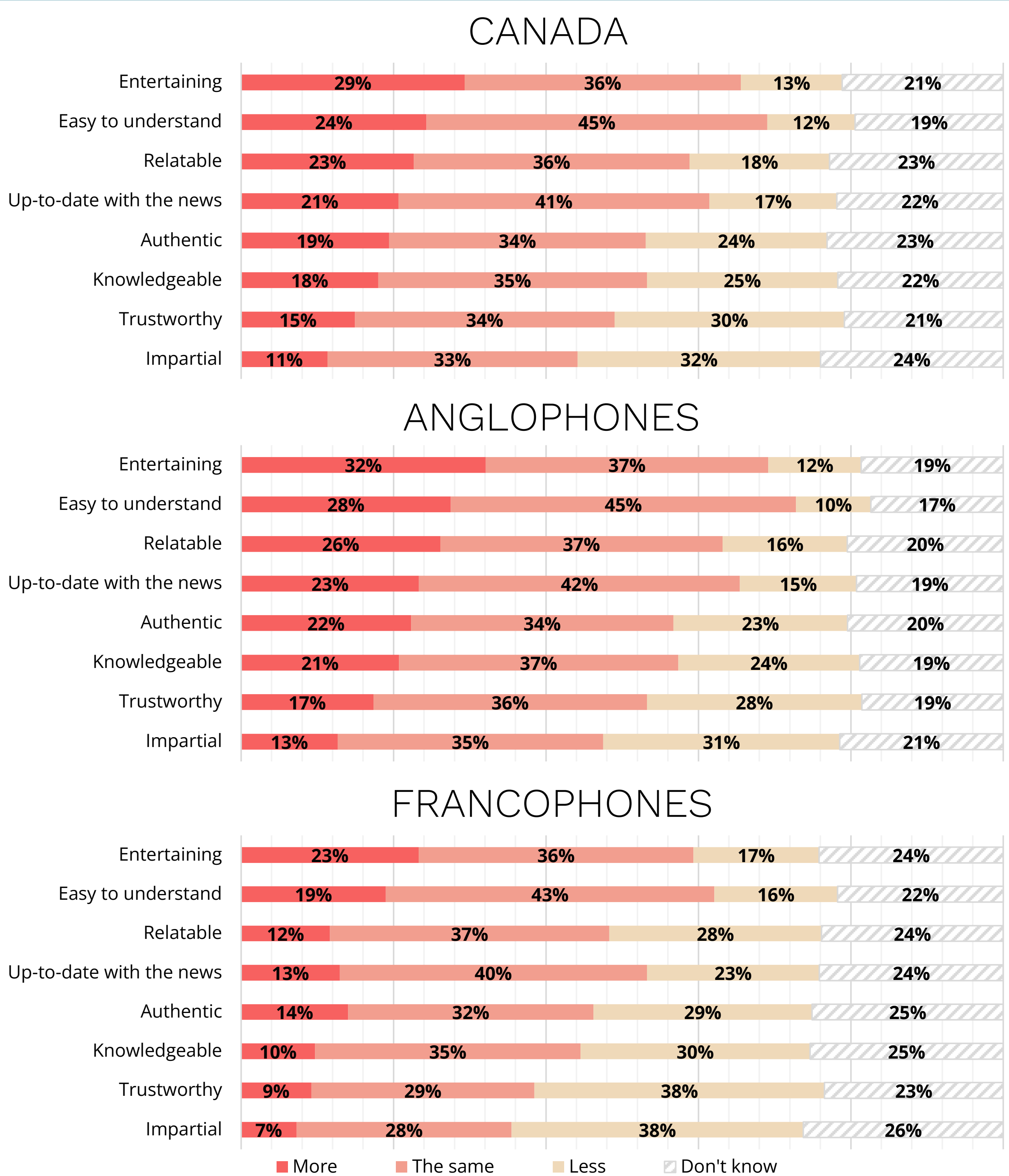


Figure 44. Breakdown of Canadian, Anglophone and Francophone respondents according to their answer to the question: "Comparing content from news creators or news influencers with traditional news brands and outlets, would you say that news creators or news influencers are more or less...?", in 2026. *Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

4. Payment for online news

4.1. Payment

Payment for online news, which had plateaued in DNR's international results of recent years, has decreased slightly in Canada. In 2025, 14% of respondents say they have paid to access online news content or accessed a paid-for online news service[8] in the previous year, versus 12% in 2026 (-2 pp) (Figure 45). There were slight decreases for both Anglophones (14%, -2 pp) and Francophones (12%, -1 pp). Since 2024, the share of Anglophone respondents who pay to access online news or access a paid online news service has been higher than that of Francophone respondents.

In 2026, as in previous years, men (16%) are still more likely than women (9%) to pay for online news. This practice is also more common among those aged 18 to 34 (18%) than among those aged 35 and older (11%). Finally, respondents who identify with the political left (19%) are more likely to pay for online news than those who identify with the centre (13%) or the right (12%).

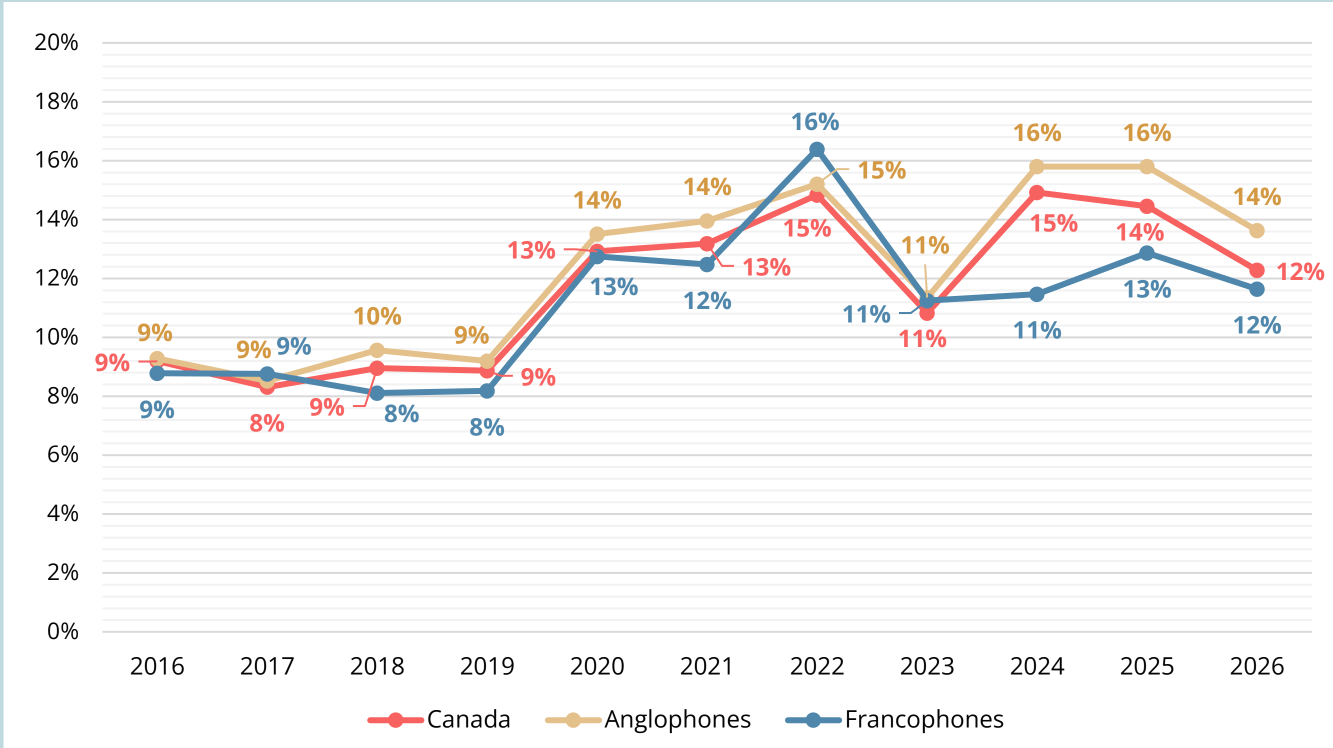


Figure 45. Shares of Canadian, Anglophone and Francophone respondents who paid for online news content or accessed a paid-for online news service in the previous year, from 2016 to 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.*

[8] For ease of reading, we'll simplify this statement to "paying for online news" in the paragraphs that follow. The Francophone data are subject to oversampling separate from the collection of the Canadian data, which can lead to distortions when the Anglophone and Francophone results are compared with the Canadian results. See the methodological note.

4.2. Payment methods

From 2025 to 2026, all payment methods identified in the questionnaire decreased by 1 pp, with the exception of the single one-off payment, which increased by 1 pp (Table 6). Ongoing payment for a subscription to a digital news service stands out, with 7%. The other methods have similar scores. Free digital news access as part of a subscription to something else, a one-off payment to access a single article, and digital news access as part of a print-digital bundle are cited by about 3% of Canadian respondents, while donations to digital news services and access to digital news paid for by someone else are cited by 2%.

	2025	2026		
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	*8%*	7%	8%	5%
I get free digital news access as part of a subscription to something else (e.g. broadband, phone, cable)	*4%*	3%	4%	3%
I made a single one-off payment to access a single article or edition	*2%*	3%	3%	2%
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	*4%*	3%	3%	2%
I have made a donation to support a digital news service	*3%*	2%	3%	2%
Someone else paid for me to subscribe or access a digital news service	*3%*	2%	2%	2%
Other	*0%*	1%	1%	1%

Table 6. Shares of Canadian, Anglophone and Francophone respondents who paid for online news content in various ways in the year before the survey, in 2025 and 2026. *In 2026, Canada: n=2,059; Anglophones: n=1,655; Francophones: n=1,026.* ***Note**: Respondents could select more than one option.*

4.3. Reasons to pay for online news

When respondents who pay for online news are asked why they do so, 41% of them say they get useful content they can't access any other way and 41% do so because they think supporting journalism is important to society (Table 7). About one-third of respondents say they pay to access news online so they can consume it as a pastime (34%) or to avoid ads (32%). Identifying with what a media organization stands for, taking advantage of a temporary offer or ensuring that news content is available free of charge for others are reasons cited by very similar proportions of respondents, namely 27% to 29%. Finally, 15% of people who pay for online news find it useful for their career or education.

The various reasons proposed are systematically cited less by Francophones than by Anglophones, although, in the case of taking advantage of a temporary offer, the difference is only 1 pp (29% for Anglophones, 28% for Francophones). There are differences of 10 pp or more between Anglophones and Francophones when it comes to identifying with what a news organization stands for (19 pp difference), the importance of supporting journalism (14 pp difference), access to useful content (11 pp difference) and ensuring news is available to others in society (10 pp difference).

Reasons to pay for online news	Canada	Anglophones	Francophones
To get useful content I can't access any other way	41%	42%	31%
To support journalism because I think it is important to society	41%	41%	27%
To have access to content I like to consume as a pastime (similar to paying for movies or music)	34%	35%	27%
To access news without ads	32%	33%	28%
I identify with what the news organisation stands for	29%	31%	12%
To take advantage of a temporary offer or discount	29%	29%	28%
To make sure news content is available free of charge for others in society	27%	27%	17%
To help with my career or studies	15%	16%	8%
Other	3%	4%	2%
Don't know	5%	5%	9%

Table 7. Shares of Canadian, Anglophone and Francophone respondents who chose different answers to the question "You said that you have paid for access to online news in the last year…" Which of the following, if any, describes why you pay for online news?", in 2026. *Base: All who paid to access online news in the past year. Canada: n=226; Anglophones: n=204; Francophones: n=92.* ***Note****: Respondents who reported having free access to digital news as part of a subscription to another service and those who said someone else paid for their subscription were not counted. Respondents could select more than one option.*

Appendix I - Wordings

1. ACCESS TO NEWS

Q3

- Parmi les sources d'information suivantes, quelles sont celles, le cas échéant, que vous avez utilisées au cours de la semaine passée ? Veuillez sélectionner toutes les réponses qui s'appliquent
- *Which, if any, of the following have you used in the last week as a source of news? Please select all that apply*

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?*

Q10

- En pensant à la manière dont vous avez accédé aux nouvelles en ligne (sur un ordinateur, un téléphone ou tout autre appareil) au cours de la semaine passée, quels moyens avez-vous utilisés ? - Utilisé les médias sociaux et trouvé des nouvelles de cette façon (p. ex. Facebook, X [anciennement Twitter], YouTube).
- *Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. - Used social media and came across news that way (e.g. Facebook, X (formerly Twitter), YouTube, Instagram)*

Q10a_news2017

- Parmi les moyens suivants, lequel a représenté le moyen PRINCIPAL par lequel vous avez accédé aux nouvelles au cours de la semaine *passée ?* - Je suis allé(e) directement sur un site web ou une application en lien avec les nouvelles (p. ex. Radio-Canada.ca, Journaldemontreal.com, Lapresse.ca) ; - Utilisé un moteur de recherche (p. ex. Google, Bing) et tapé un mot-clé pour le nom d'un site web particulier, - Utilisé un moteur de recherche (p. ex. Google, Bing) et tapé un mot-clé en lien avec une nouvelle particulière ; Utilisé un site ou une application de visualisation de nouvelles qui regroupe des liens de nouvelles (p. ex. Flipboard, Google News) ; Utilisé les médias sociaux et trouvé des nouvelles de cette façon (p. ex. Facebook, X, YouTube) ; Obtenu des nouvelles au moyen d'un bulletin électronique ou d'une alerte par courriel ; Reçu une alerte de nouvelles sur mon téléphone mobile/ma tablette (p. ex. via SMS, application, verrouillage d'écran, centre de notifications) ; - Autre
- *Which of these was the MAIN way in which you came across news in the last week? - Went directly to a news website or app (e.g. BBC News, Guardian, MailOnline, HuffPost); - Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website; - Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story; - Used a website or 'app' that aggregates news from different sources (e.g. Google News, Flipboard, Apple News, Upday); - Used social media and came across news that way (e.g. Facebook, X (formerly Twitter), YouTube, Instagram); - Got news via an email newsletter or email alert; - Received a news alert on my mobile phone/tablet (e.g. via SMS, app, lockscreen, notification centre), - Other*

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.* ***(Collected in March 2026, see methodological note.)***

Q12cii

- Vous avez indiqué que vous utilisez [Facebook OU X OU YouTube OU Instagram OU TikTok] pour accéder aux nouvelles. Laquelle des affirmations suivantes correspond le mieux à votre situation ?
- You say you use [Facebook OR X OR YouTube OR Instagram OR TikTok] for news. Which of the following statements applies best to you? ***(For Facebook only: Collected in March 2026, see methodological note.)***

Q_AI_newstype

- Vous avez indiqué que vous avez utilisé un robot conversationnel piloté par l'IA générative (p. ex. ChatGPT) pour obtenir des nouvelles au cours de la semaine passée… Parmi les énoncés suivants, le cas échéant, qu'avez-vous fait ? Veuillez sélectionner toutes les propositions qui s'appliquent. (Si l'une de vos réponses n'est pas proposée dans la liste ci-dessous, veuillez la saisir dans la case « Autre ».)
- *You said you have used a generative AI chatbot (e.g. ChatGPT) for getting news in the last week… Which, if any, of the following did you do? Please select all that apply. (If any of your answer options are not listed below, please type them in the 'Other' box.).*

Q_AI_motivations

- Pourquoi utilisez-vous des robots conversationnels pilotés par l'IA pour accéder à des nouvelles ? Veuillez sélectionner toutes les propositions qui s'appliquent.
- *Why do you use AI chatbots to get news? Please select all that apply.*

Q_ClickAI

- Vous avez précédemment indiqué que vous avez utilisé un robot conversationnel piloté par l'IA pour accéder à des nouvelles au cours de la semaine passée… Le cas échéant, à quelle fréquence cliquez-vous sur les liens menant vers les sources d'origine apparaissant parfois dans les réponses ?
- *You said earlier in the survey you have used an AI chatbot for news in the last week… How often, if at all, do you click through to the original sources that are sometimes linked to in the responses?*

Q_ClickSocial

- Vous avez indiqué que vous avez utilisé des réseaux sociaux ou plateformes vidéo pour accéder à des nouvelles au cours de la semaine passée… Le cas échéant, à quelle fréquence cliquez-vous sur les liens menant vers les sources d'origine apparaissant parfois dans votre fil d'actualité ?
- *You said you have used social or video networks for news in the last week… How often, if at all, do you click through to the original sources that are sometimes linked to on your feed?*

Q_ClickSearch

- Vous avez indiqué que vous avez utilisé un moteur de recherche pour accéder à des nouvelles au cours de la semaine passée… Le cas échéant, à quelle fréquence cliquez-vous sur les liens menant vers les sources d'origine apparaissant parfois dans les résultats ?
- *You said you have used a search engine for news in the last week… How often, if at all, do you click through to the original sources that are linked to in the results?*

Q_ClickMotive

- Parmi les énoncés suivants, pour quelle(s) raison(s) avez-vous cliqué sur un lien menant vers une source d'origine lors de l'utilisation d'un robot conversationnel piloté par l'IA OU des réseaux sociaux/plateformes vidéo OU un moteur de recherche ? Veuillez sélectionner toutes les propositions qui s'appliquent.
- *Which of the following have you done in the last week when clicking a link to an original source when using an AI chatbot OR social / video networks OR a search engine? Please select all that apply.*

Q8B_2023_V2_ban5_tot_base

- 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?*

Q_SmartTV1_2026x1_tot

- Vous avez précédemment indiqué dans l'enquête que vous avez utilisé une télévision intelligente se connectant à Internet pour accéder à des nouvelles au cours de la semaine passée… Avez-vous utilisé des applications vidéo (p. ex. YouTube) pour accéder à des nouvelles sur votre télévision intelligente ?
- *Earlier in the survey you said you have used a smart TV that connects to the internet to access news in the last week… Did you use video apps (e.g. YouTube) to access news on your smart TV?*

2. TRUST, INTEREST AND PREFERENCES

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_2016_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."*

Q6_2018_2

- Aujourd'hui, il est possible d'accéder à des nouvelles en ligne de nombreuses manières. En prenant en compte cet élément, veuillez indiquer dans quelle mesure vous êtes d'accord ou non avec l'énoncé suivant : « Je pense que la plupart des actualités diffusées sur les réseaux sociaux sont dignes de confiance. »
- *It is now possible to get online news in many different ways. With this in mind, please indicate your level of agreement with the following statement: "I think I can trust news in social media most of the time."*

Q6_2018_3

- Aujourd'hui, il est possible d'accéder à des nouvelles en ligne de nombreuses manières. En prenant en compte cet élément, veuillez indiquer dans quelle mesure vous êtes d'accord ou non avec l'énoncé suivant : « Je pense que la plupart des actualités diffusées sur les moteurs de recherche sont dignes de confiance. »
- *It is now possible to get online news in many different ways. With this in mind, please indicate your level of agreement with the following statement: "I think I can trust news in search engines most of the time."*

Q6_2018_4

- Aujourd'hui, il est possible d'accéder à des nouvelles en ligne de nombreuses manières. En prenant en compte cet élément, veuillez indiquer dans quelle mesure vous êtes d'accord ou non avec l'énoncé suivant : « Je pense que la plupart des nouvelles contenues dans les réponses des robots conversationnels pilotés par l'IA sont dignes de confiance. »
- *It is now possible to get online news in many different ways. With this in mind, please indicate your level of agreement with the following statement: "I think I can trust news in answers from AI chatbots most of the time."*

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."*

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?*

Q5c_2013

- En ce qui concerne les différents types de nouvelles qui vous sont disponibles, vous préférez…
- *Thinking about the different kinds of news available to you, do you prefer…*

Q5c_2013_2026

- En pensant aux différents types de nouvelles disponibles, pensez-vous que les autres personnes dans la société devraient principalement…
- *Thinking about the different kinds of news available, do you think other people in society should mainly…*

3. NEWS PRODUCERS

Q_BigStories

- En pensant aux médias qui diffusent des nouvelles dans votre pays, pensez-vous qu'ils font généralement du bon ou du mauvais travail de couverture pour chacun des sujets suivants ? [Changement climatique ; Conflit en Ukraine ; Inflation et coût de la vie ; Second mandat présidentiel de Donald Trump ; Conflit au Moyen-Orient ; Migration/immigration]
- *Thinking about the news media in your country, do you think they generally do a good job or a bad job of covering each of the following? [Climate change; The conflict in Ukraine; Inflation and the cost of living; Donald Trump's second presidency; The conflict in the Middle East; Migration/Immigration]*

Q_undue

- En pensant aux médias qui diffusent des nouvelles dans votre pays, dans quelle mesure pensez-vous que les personnes ou organisations suivantes exercent ou non une influence sur la couverture des sujets d'actualité ? [Fonctionnaires et politiciens ; Publicitaires ; Propriétaires de médias et leurs sociétés mères ; Activistes et groupe de défense (p. ex. organisations non gouvernementales, syndicats) ; Le crime organisé et les groupes criminels ; Experts comme les universitaires, chercheurs et scientifiques]
- *Thinking about the news media in your country… how influential, or not, do you think each of the following is on news coverage? [Government officials and politicians; Advertisers; Media owners and parent companies; Activists and advocacy groups (e.g. non-government organisations, labor unions); Organised crime and criminal groups; Experts such as academics, researchers, scientists]*

q5a

- Parmi les marques suivantes, quelles sont celles que vous avez utilisées pour accéder aux nouvelles HORS LIGNE au cours de la semaine passée (par le biais de la télévision, de la radio, de la presse écrite et des autres médias traditionnels) ? Veuillez sélectionner toutes les réponses qui s'appliquent. – CBC News; - ICI Radio-Canada/ICI RDI
- *Which of the following brands have you used to access news offline in the last week (via TV, radio, print, and other traditional media)? Please select all that apply. – CBC News; - ICI Radio-Canada/ICI RDI*

q5b

- Parmi les marques suivantes, quelles sont celles que vous avez utilisées pour accéder aux nouvelles EN LIGNE au cours de la semaine passée (par le biais de sites Internet, d'applis, de médias sociaux, et d'autres formes d'accès Internet) ? Veuillez sélectionner toutes les réponses qui s'appliquent. – CBC News en ligne ; - ICI Radio-Canada/ICI RDI en ligne
- *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. – CBC News online; - ICI Radio-Canada/ICI RDI online*

Q6_2018_trust_rb

- Quel degré de fiabilité accordez-vous aux nouvelles diffusées par les médias suivants ? Veuillez utiliser l'échelle ci-dessous. 0 signifie « absolument pas fiable » et 10 signifie « tout à fait fiable ». [CBC News; ICI Radio-Canada/ICI RDI]
- *How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. [CBC News; ICI Radio-Canada/ICI RDI]*

Q_PSM_Attitude

- De façon générale, pensez-vous que les nouvelles diffusées par les diffuseurs de service public (p. ex. CBC) ont un effet positif ou négatif sur la vie dans votre pays ?
- *Overall, do you think that news provided by public service broadcasters (e.g. CBC) has a positive or negative effect on life in your country?*

Q_PSM_PositiveAspects

- Le cas échéant, parmi les propositions suivantes, quels sont selon vous les aspects positifs des nouvelles diffusées par le service public ou des médias financés par des fonds publics dans votre pays ? Veuillez sélectionner toutes les propositions qui s'appliquent.
- *Which of the following, if any, do you think are the positive aspects of news provided by public service or publicly funded media in your country? Please select all that apply.*

Q_PSM_NegativeAspects

- Le cas échéant, parmi les propositions suivantes, quels sont selon vous les aspects négatifs des nouvelles diffusées par le service public ou des médias financés par des fonds publics dans votre pays ? Veuillez sélectionner toutes les propositions qui s'appliquent.
- *Which of the following, if any, do you think are the negative aspects of news provided by public service or publicly funded media in your country? Please select all that apply.*

Q_Creators1_2026

- Au cours de la semaine passée, avez-vous consulté des nouvelles venant des personnes suivantes ? Cela peut être sur les réseaux sociaux et plateformes vidéo (p. ex. TikTok, Instagram, YouTube), des portails web (p. ex ; Substack), des balados, etc. Veuillez sélectionner toutes les propositions qui s'appliquent.
- *In the last week, have you consumed news from any of the following? This could be on social and video networks (e.g. TikTok, Instagram, YouTube), web portal (e.g. Substack), or podcast, etc. Please select all that apply.*

Q_Creators3_2026

- Vous avez indiqué que vous avez consulté des nouvelles d'un ou de plusieurs créateurs ou influenceurs se concentrant en grande partie sur les nouvelles au cours de la semaine passée. Quelle proportion de vos besoins en informations est satisfaite par ces créateurs ou influenceurs ?
- *You said that you have consumed news from one or more creators or influencers who mainly focus on news in the last week. How much of your information needs are met by these creators or influencers?*

Q_Creators4_2026

- En comparant les contenus des créateurs d'actualité ou des influenceurs de l'information aux contenus des marques et médias traditionnels diffusant des nouvelles, diriez-vous que les créateurs d'actualité ou influenceurs de l'information sont plus ou moins… [Informés des plus récentes nouvelles ; Fiables ; Authentiques ; Impartiaux ; Divertissants ; Faciles à comprendre ; Bien renseignés (p. ex., démontrent une expertise dans un domaine donné) ; Pertinents]
- *Comparing content from news creators or news influencers with traditional news brands and outlets, would you say that news creators or news influencers are more or less of the following… [Up-to-date with the news; Trustworthy; Authentic; Impartial; Entertaining; Easy to understand; Knowledgeable (e.g. show expertise in a particular area); Relatable]*

4. 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_2026_motivation1

- Vous avez indiqué que vous avez payé pour accéder à des nouvelles en ligne au cours de l'année passée… Le cas échéant, lequel des énoncés suivants décrit la raison pour laquelle vous avez payé pour accéder à des nouvelles en ligne ? Veuillez sélectionner toutes les propositions qui s'appliquent.
- *You said that you have paid for access to online news in the last year… Which of the following, if any, describes why you pay for online news? Please select all that apply.*

Appendix II - Figures

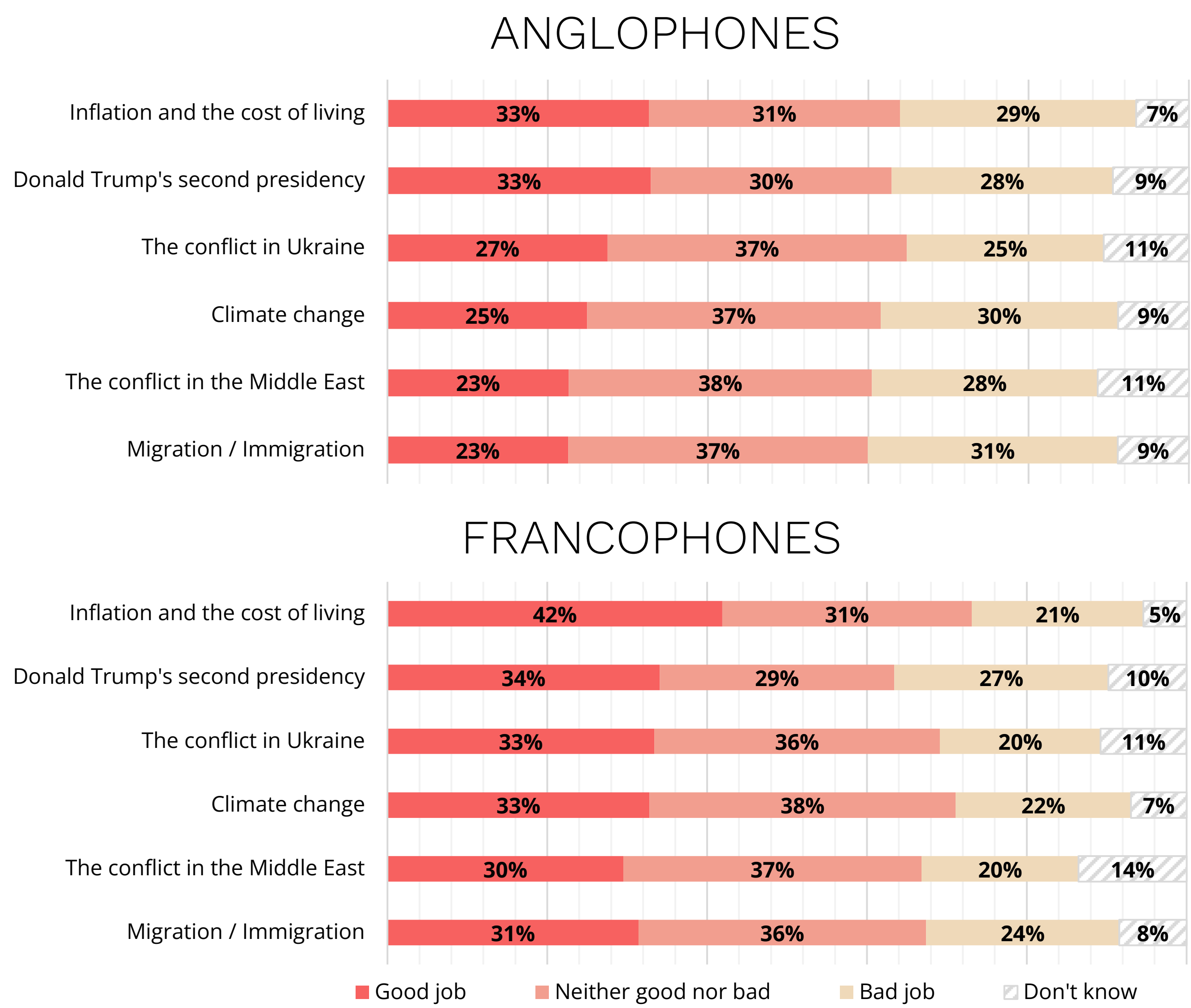


Figure appendix 1. Breakdown of Anglophone and Francophone respondents according to their perception of the quality of coverage of various news stories by the country's news media, in 2026. *Anglophones: n=1,655; francophones: n=1,026.*

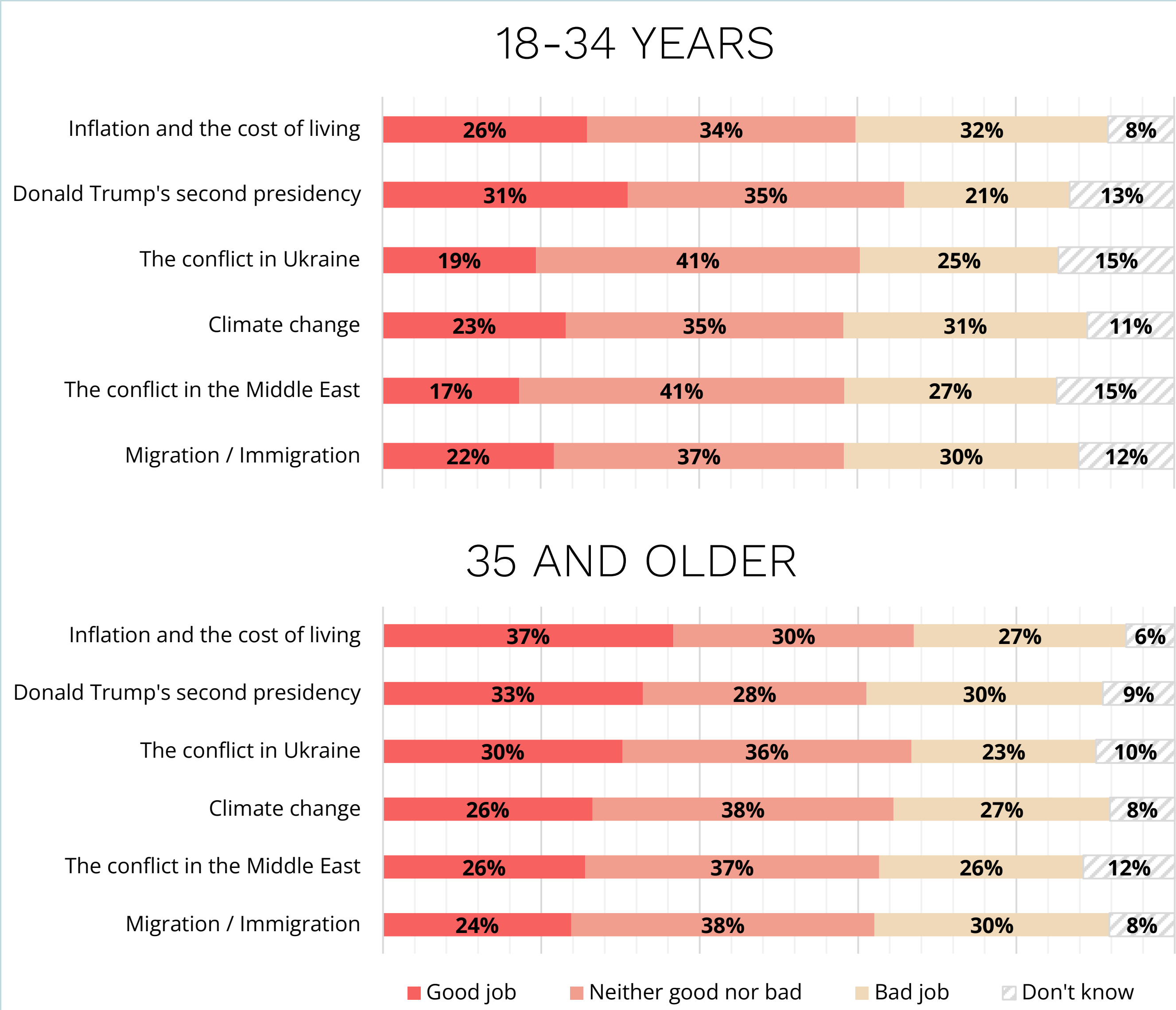


Figure appendix 2. Breakdown of Canadian respondents aged 18 to 34 and 35 and older according to their perception of the quality of coverage of various news stories by the country's news media, in 2026. *18-34 years: n=477; 35 years and older: n=1,582.*

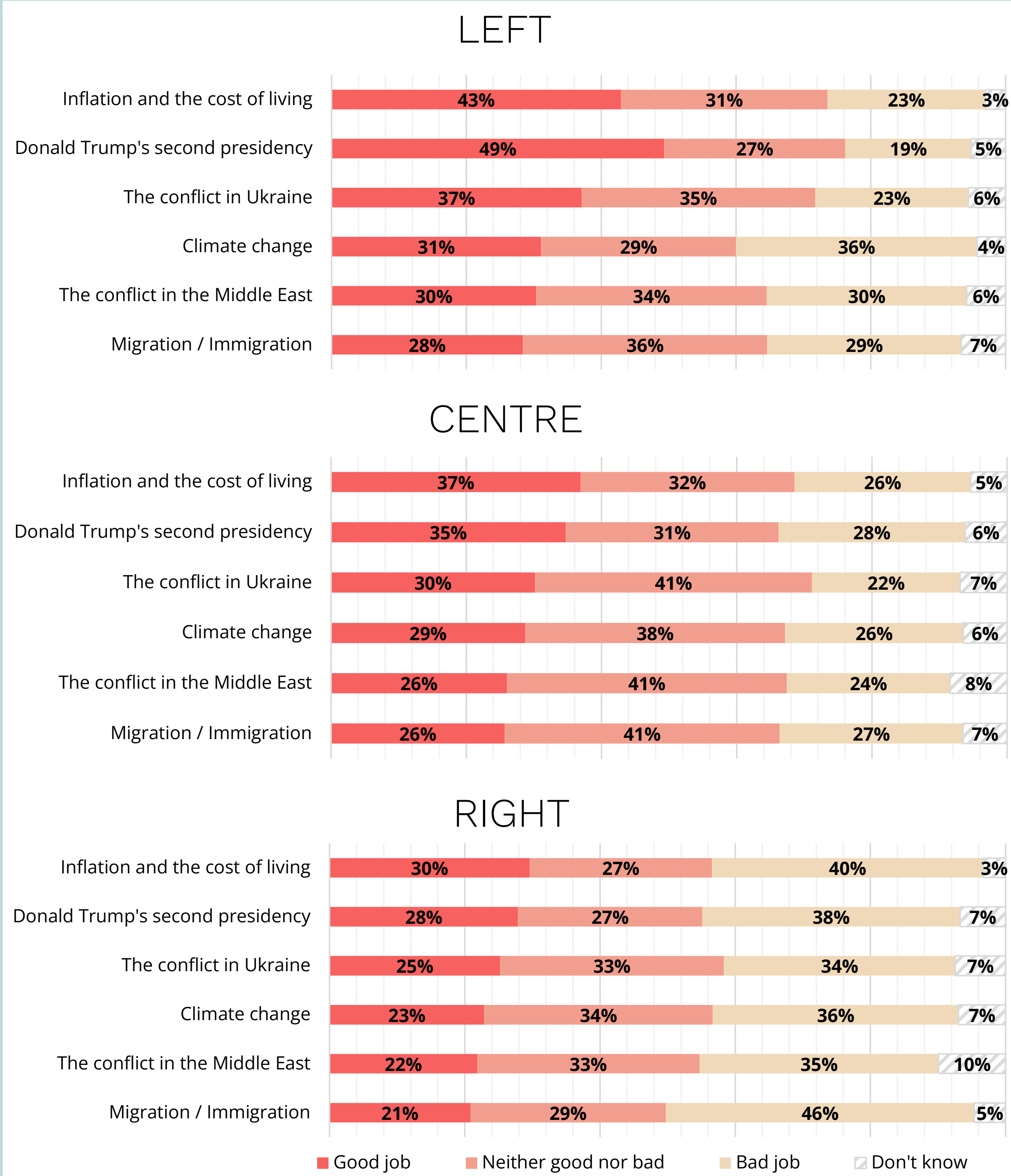


Figure appendix 3. Breakdown of Canadian respondents who see themselves as politically left, centre or right according to their perception of the quality of coverage of various news stories by the country's news media, in 2026. *Left: n=344; Centre: n=1,021; Right: n=342.*