

# News Consumption Habits in Canada

## Digital News Report 2026

1. Media types and devices
2. Online sources
3. Videos and platforms
4. Mis- and disinformation



# Methodological Note



The Digital News Report (DNR) is based on an online questionnaire conducted by YouGov from January 9 to February 19, 2026. Canadian data were collected from a random sample of 2,059 participants, 1,655 Anglophones and 404 Francophones, registered with this polling firm. A free-standing Francophone sample was completed, resulting in a total of 1,026 participants. Results are weighted to represent the adult Canadian population.

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

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

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.

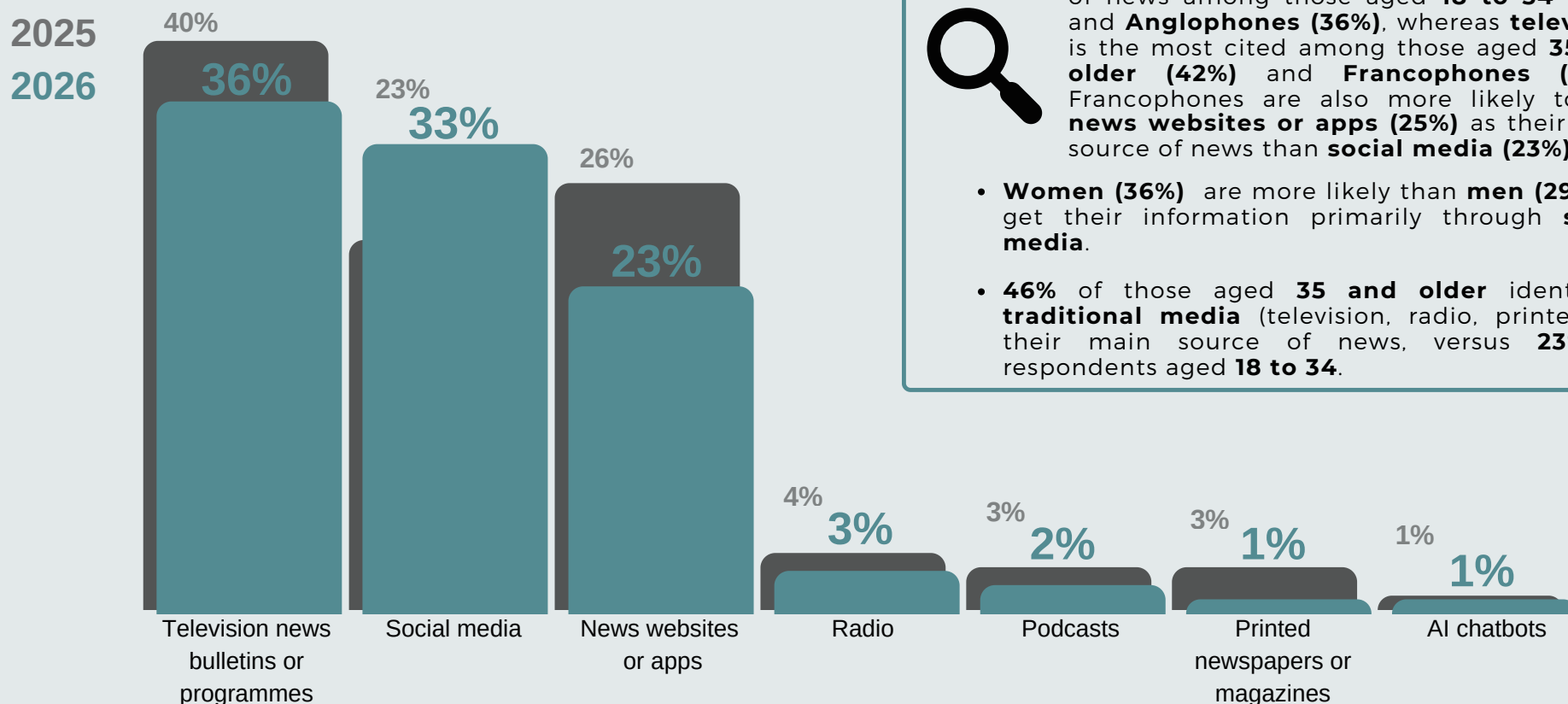
Methodological specifications



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

# 1. MEDIA TYPES AND DEVICES

HOW DO RESPONDENTS ACCESS NEWS IN 2026?  
COMPARED TO 2025



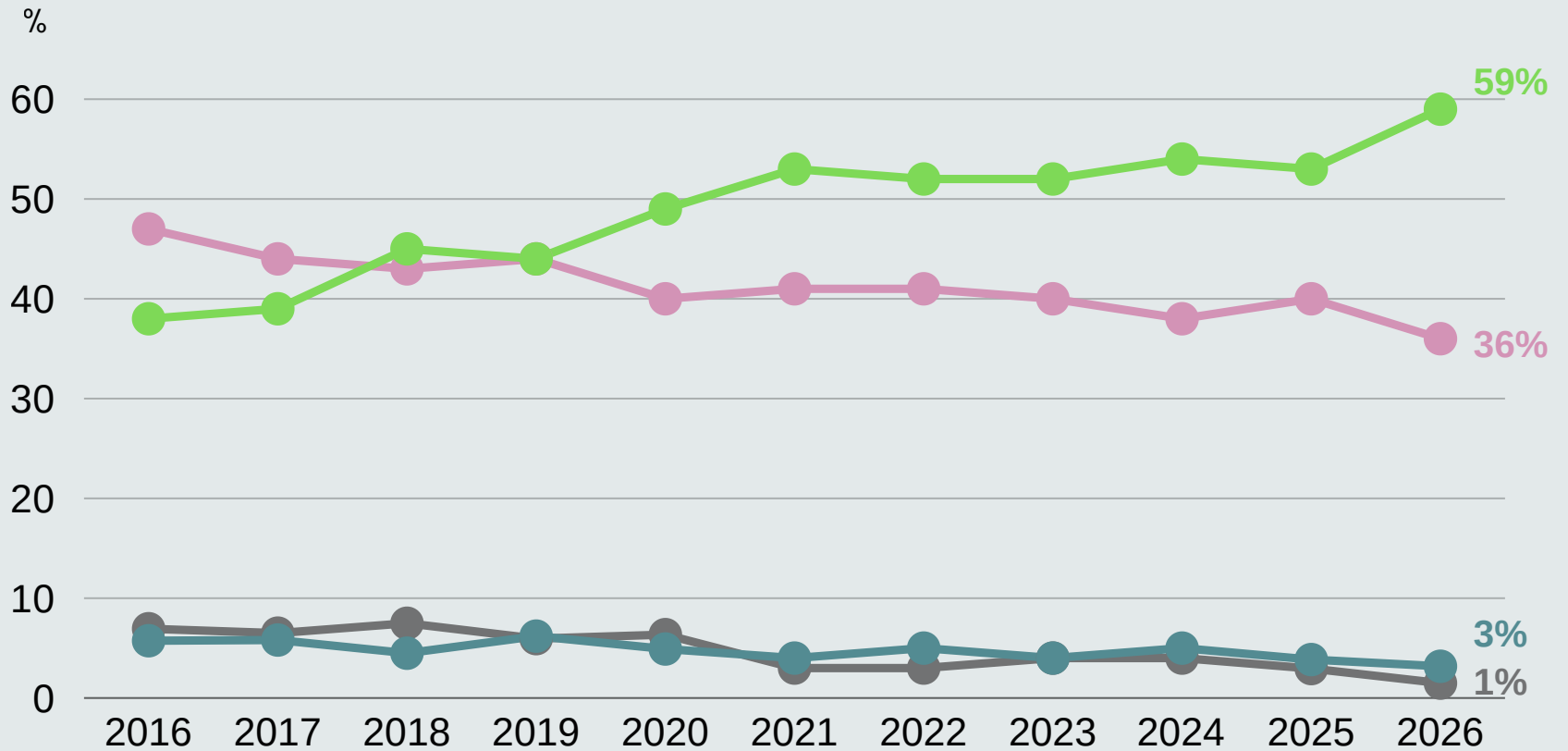
- **Social media** is the most cited main source of news among those aged **18 to 34 (50%)** and **Anglophones (36%)**, whereas **television** is the most cited among those aged **35 and older (42%)** and **Francophones (44%)**. Francophones are also more likely to use **news websites or apps (25%)** as their main source of news than **social media (23%)**.
- **Women (36%)** are more likely than **men (29%)** to get their information primarily through **social media**.
- **46%** of those aged **35 and older** identify a **traditional media** (television, radio, printed) as their main source of news, versus **23%** of respondents aged **18 to 34**.



You say you've used these sources of news in the last week, which would you say is your **main source of news**? **Base: Those who used news sources last week (n=1,860).**

# 1. MEDIA TYPES AND DEVICES

MAIN SOURCE OF NEWS FROM 2016 TO 2026



● TELEVISION

● NEWS WEBSITES, APPS, SOCIAL MEDIA, BLOGS, PODCASTS AND AI CHATBOTS

● RADIO

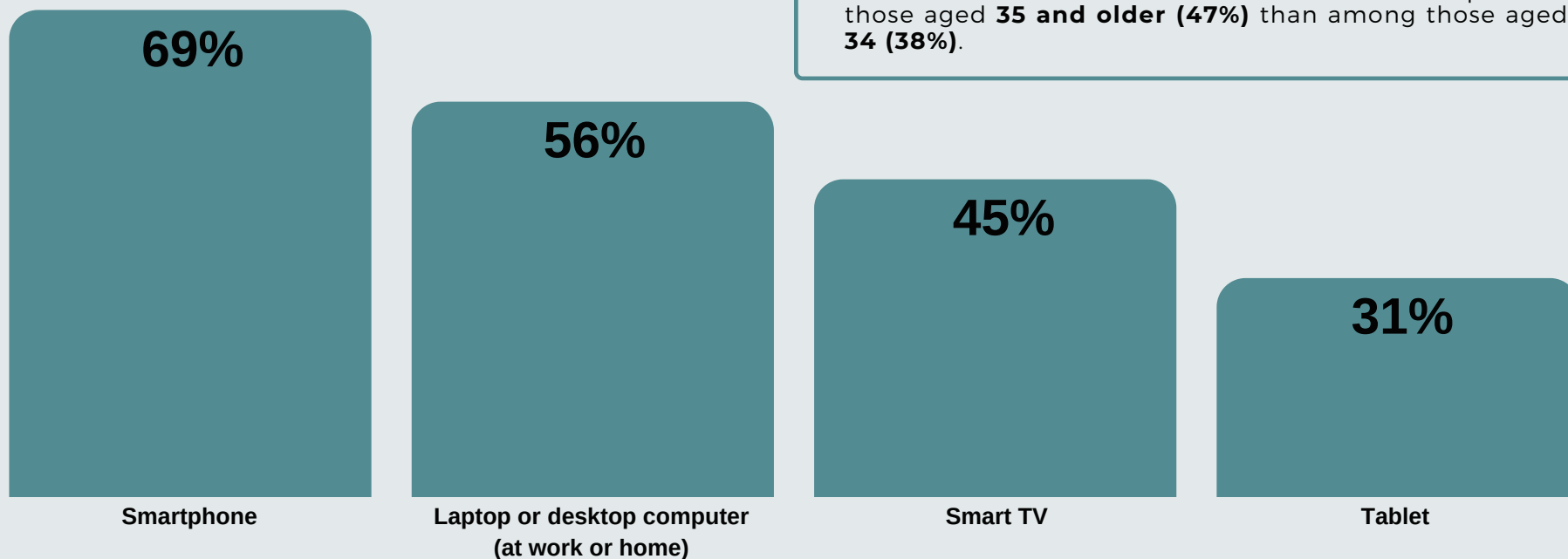
● PRINT MAGAZINES AND NEWSPAPERS

# 1. MEDIA TYPES AND DEVICES

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



- **Men (66%)** use **computers** to access online news in a greater proportion than **women (47%)**.
- **18- to 34-year-olds (76%)** are more likely to consult news on a **smartphone** than **35-year-olds and older (67%)**.
- The use of Smart TVs for news is more widespread among those aged **35 and older (47%)** than among those aged **18 to 34 (38%)**.



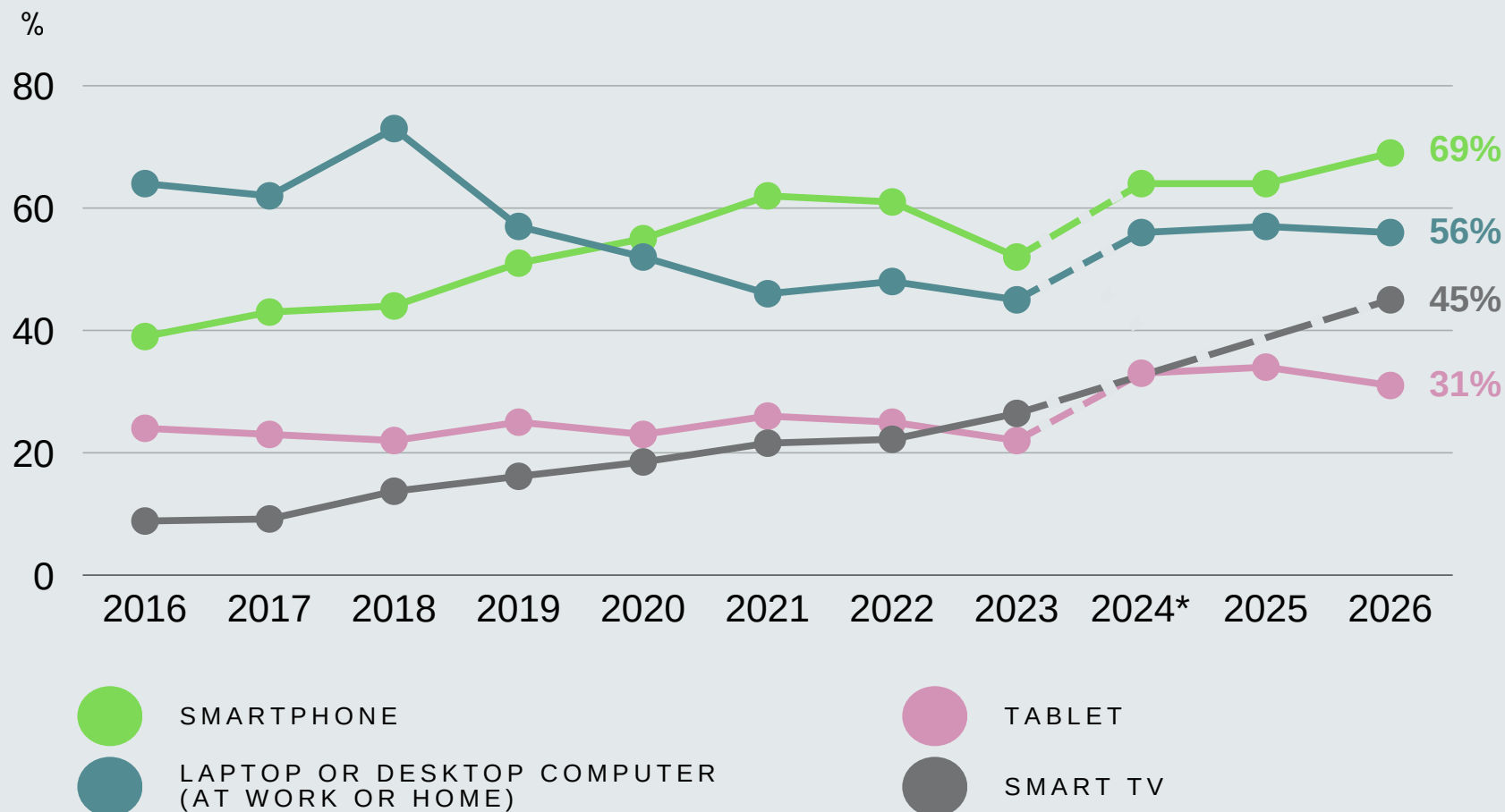
Among the following **devices**, which, if any, have you used in the past week to access news?

Please select all that apply. **Base: All respondents (n=2,059).**

Note: Only the four most used devices have been reported in the graph. The results also include voice-activated speakers (14%), smartwatches (11%) and none of these (12%).

# 1. MEDIA TYPES AND DEVICES

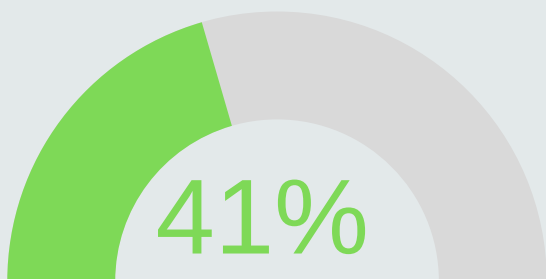
DEVICES USED TO ACCESS NEWS ONLINE FROM 2016 TO 2026



**Note:** In 2018, an issue in the administration of the questionnaire most likely caused computers to be overrepresented in the findings. \*Owing to changes in the way the question was administered since 2024 to ensure more representative results, direct comparisons with previous years are not advisable. Use of smart TV wasn't inquired for in 2024 and 2025.

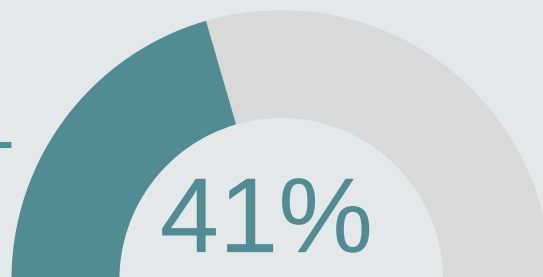
# 1. MEDIA TYPES AND DEVICES

## HOW CANADIANS INTERACT WITH NEWS

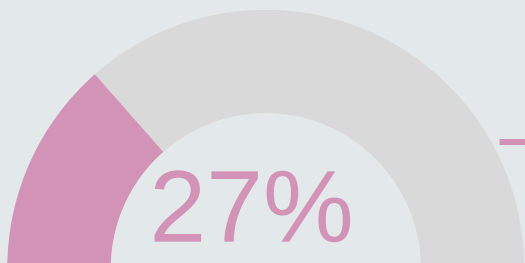


**Read**  
comments on social media  
and news websites

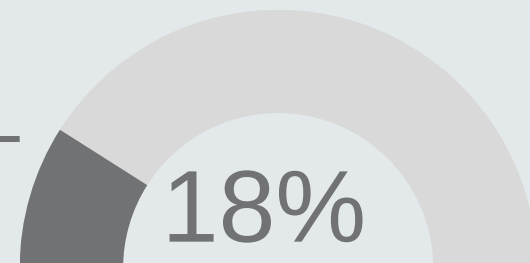
**Talk**  
online and offline  
about a news story



**Share**  
news on social  
media, via  
emails or  
instant  
messaging



**Comment**  
on a news  
story on  
social media  
and news  
websites



- **More** respondents **talk** of news stories **offline (34%)** than **online (16%)**.
- On a typical week, more respondents **interact** with news on **social media** than on news websites. They are more likely to **read comments (32% versus 24% on news websites)** and to **comment news stories (13% versus 9%, respectively)**, in addition to **sharing** them (14%).
- Respondents **with an university degree** are more likely to **interact** with news (**76%**) than those **without at least a secondary school diploma (60%)**.



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

**Base: All respondents (n=2,059).**

Note: 30% of respondents selected « None of these » to this question.

# 2.ONLINE SOURCES

## MOST VISITED ONLINE NEWS BRANDS IN THE LAST WEEK

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

FRANCOPHONES	
n=1,026	
%	
30	TVA Nouvelles
28	ICI Radio-Canada/ICI RDI
27	La Presse
22	Journal de Montréal ou Québec
11	L'actualité
10	MSN Actualités
10	Le Devoir
10	Yahoo! Actualités
9	Local Radio Online
8	QUB Radio

ANGLOPHONES	
n=1,655	
%	
26	CBC News
22	CTV News
17	BBC News
17	CNN.com
15	Global News
13	Yahoo! News
12	Globe and Mail
12	New York Times
11	MSN News
10	CP24



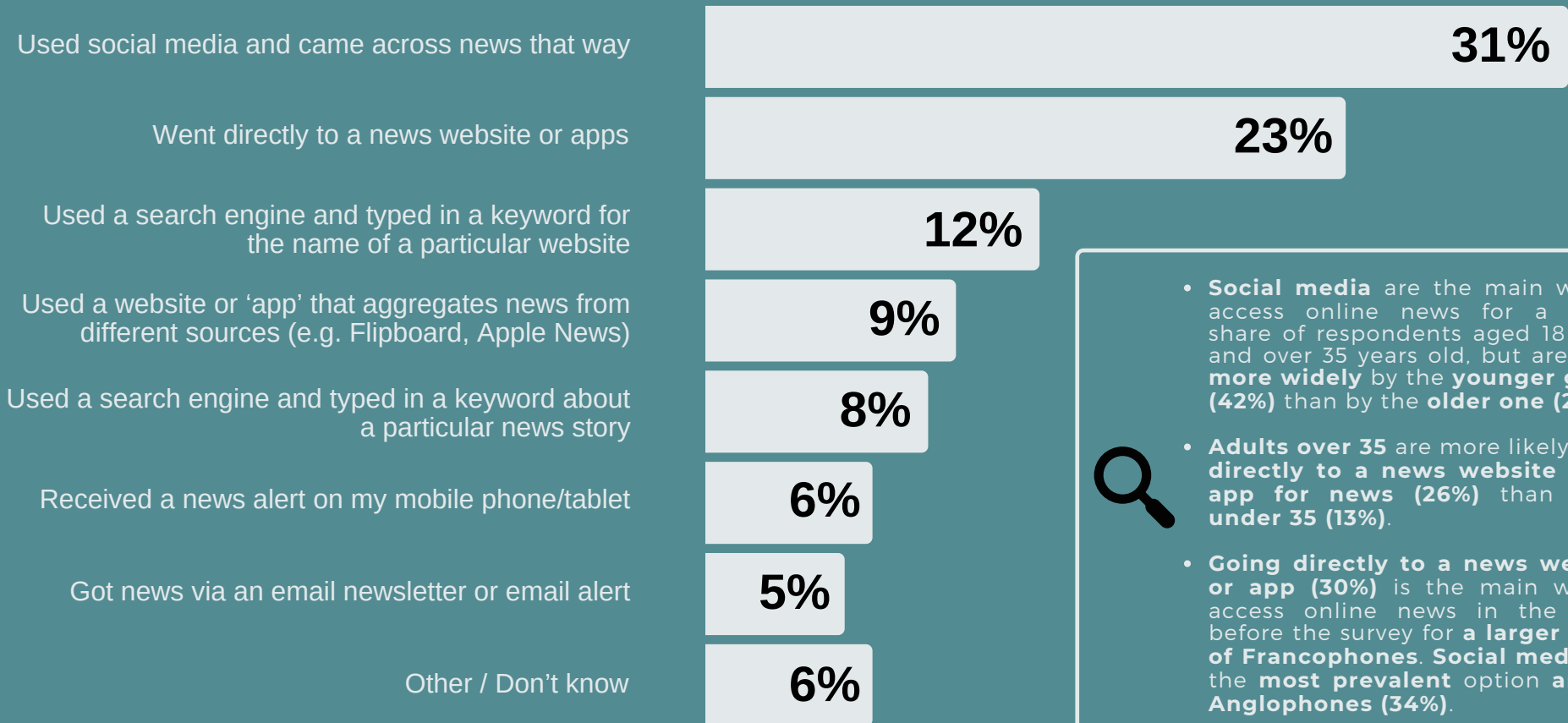
Which of the following brands have you used to **access news online** in the **last week** (via websites, apps, social media, and other forms of Internet access)? Please select all that apply.


**Base: All respondents.**

Note: Only the 10 most visited online news brands for each language group were included in the tables above.

# 2.ONLINE SOURCES

## MAIN WAY TO ACCESS ONLINE NEWS IN THE LAST WEEK



- 
- **Social media** are the main way to access online news for a larger share of respondents aged 18 to 34 and over 35 years old, but are cited **more widely** by the **younger group (42%)** than by the **older one (28%)**.
  - **Adults over 35** are more likely to go **directly to a news website or an app for news (26%)** than those **under 35 (13%)**.
  - **Going directly to a news website or app (30%)** is the main way to access online news in the week before the survey for a **larger share of Francophones. Social media** are the **most prevalent** option **among Anglophones (34%)**.



Which of these was the **main way** in which you came across news online in the **last week**?  
**Base: All who came across online news in last week (n=1,754).**

# 2.ONLINE SOURCES

## SOCIAL MEDIA USED FOR FINDING, READING, WATCHING, SHARING OR DISCUSSING NEWS

%: Share of respondents who accessed the social media for news in the week prior to the survey.

*Variation & Rank: Compared to 2025 results.*

%	Variation		Rank
35	+7	YouTube	-
33	+8	Facebook	-
17	+4	Instagram	-
14	+4	Facebook Messenger	↑
11	+2	TikTok	↑
10	-1	X	↓
10	0	WhatsApp	-
8	+2	Reddit	-
6	+1	LinkedIn	-
4	+1	Snapchat	↑



- Respondents **aged 18 to 34** use **YouTube (34%)** and **Instagram (32%)** the most for news purposes, while those **over 35** are more likely to use **Facebook (37%)** and **YouTube (35%)**.
- **Men** are more likely to consult news on **YouTube (44%)** or on **X (14%)** than **women (26% and 6%)**.



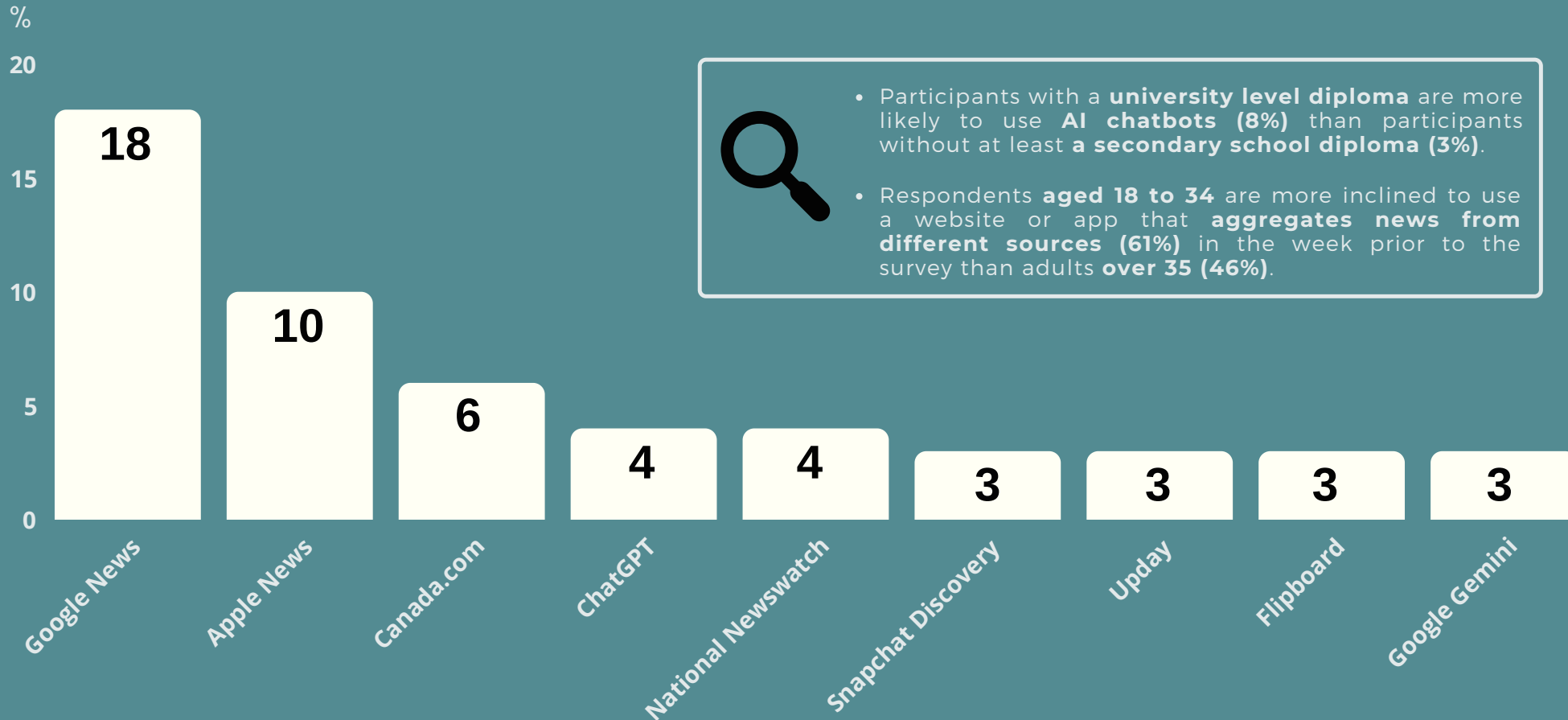
Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply. **(repoll in March 2026, see methodological note)**

**Base: All respondents (n=1,016).**

Note: Only the 10 most used apps and websites have been reported in the table.

# 2.ONLINE SOURCES

## SOURCES FOR NEWS STORIES ONLINE



- Participants with a **university level diploma** are more likely to use **AI chatbots (8%)** than participants without at least a **secondary school diploma (3%)**.
- Respondents **aged 18 to 34** are more inclined to use a website or app that **aggregates news from different sources (61%)** in the week prior to the survey than adults **over 35 (46%)**.

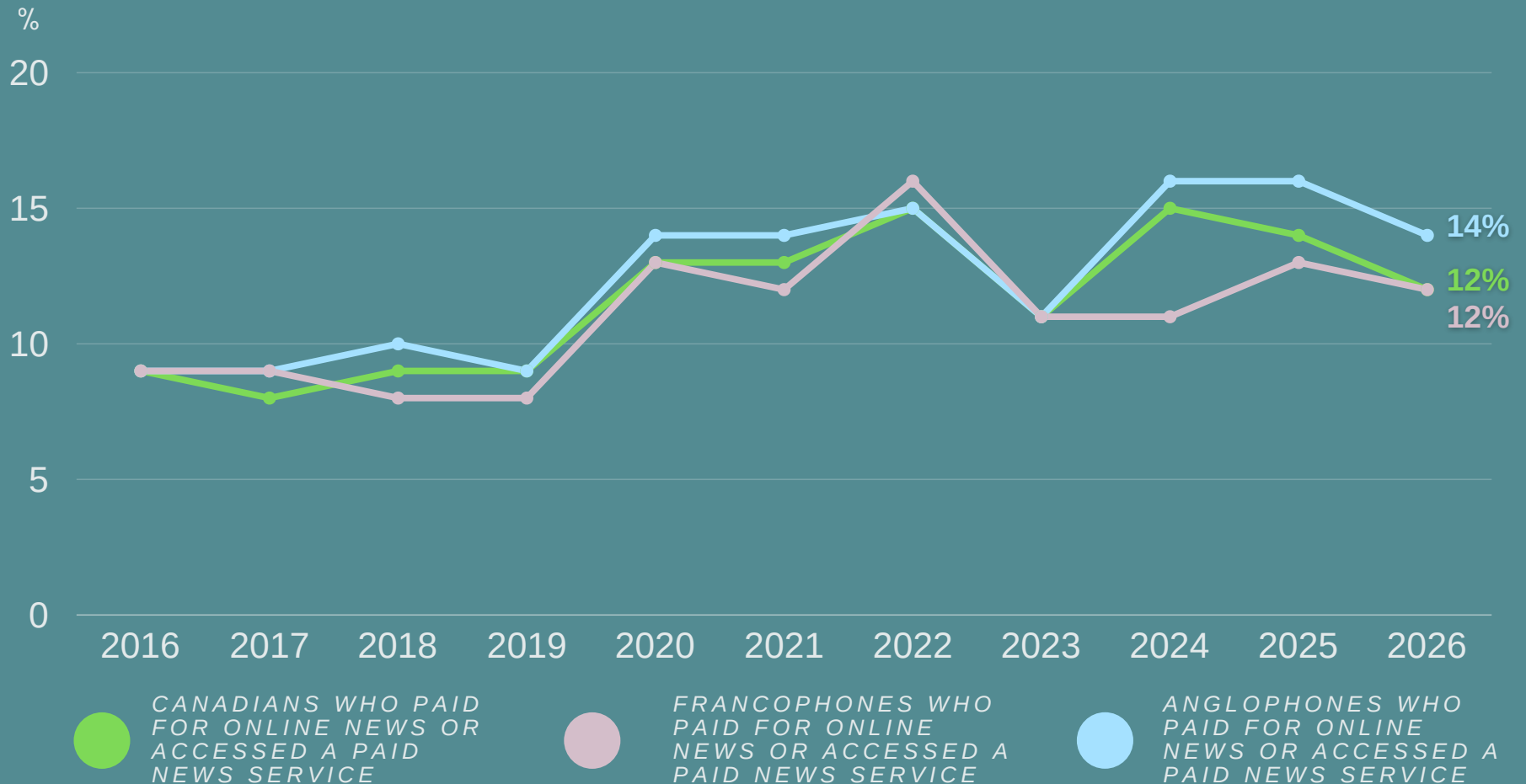


When using the internet, which of the following, if any, **have you used for news in the last week?** Please select all that apply. **Base: All respondents (n=2,059).**

Note : Only the nine most used sources have been reported in the graph. 24% of respondents consulted news stories you see when opening the Google app or Google Chrome on your phone (or when you swipe right on your Android phone).

# 2.ONLINE SOURCES

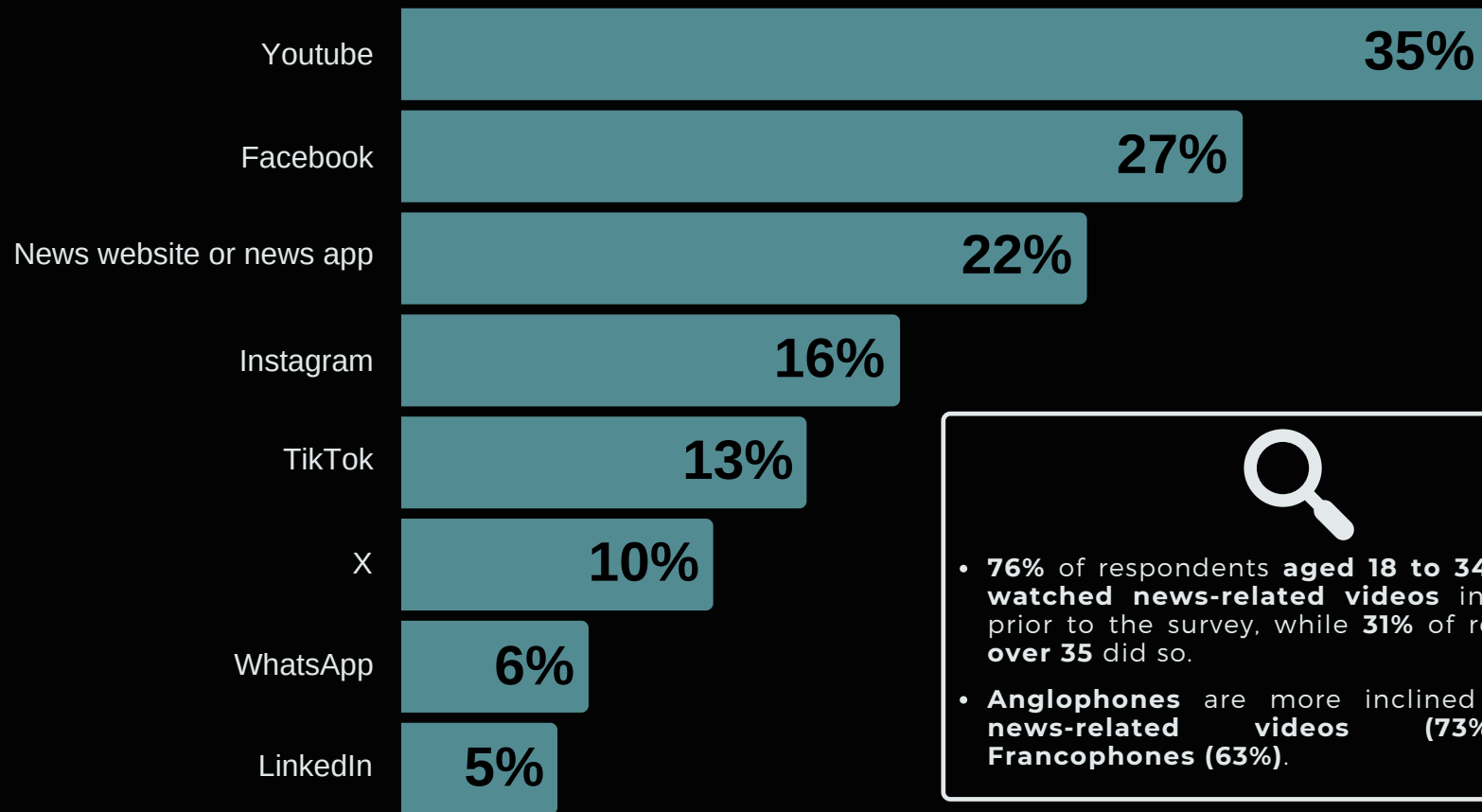
## PAYMENT FOR ONLINE NEWS FROM 2016 TO 2026



Have you paid for online news content, or accessed a paid for online news service **in the last year?**  
**Base: All respondents (in 2026, n=2,059).**

# 3. VIDEOS AND PLATFORMS

## PLATFORMS USED TO ACCESS NEWS-RELATED VIDEOS



- **76%** of respondents **aged 18 to 34 years old** **watched news-related videos** in the week prior to the survey, while **31%** of respondents **over 35** did so.
- **Anglophones** are more inclined to **watch news-related videos (73%)** than **Francophones (63%)**.



Thinking about when you **used online news-related videos** (a short clip, a live stream, or a full episode) over the last week, **which of the following did you do?** Please select all that apply.

**Base: All respondents (n=2,059).**

Note: 31% of canadian respondents have not watched any news-related videos in the last week.

# 3.VIDEOS AND PLATFORMS

## PLATFORMS USED TO ACCESS NEWS-RELATED VIDEOS

=: Share of respondents **from each group** who have watched a news-related video on each platform in the week prior to the survey.

FRANCOPHONES n=1,026	
%	<i>I watched a news-related video when on...</i>
31	Facebook
25	YouTube
19	News website or app
12	Instagram
12	TikTok
7	X
5	WhatsApp
4	LinkedIn

ANGLOPHONES n=1,655	
%	<i>I watched a news-related video when on...</i>
39	YouTube
27	Facebook
24	News website or app
18	Instagram
14	TikTok
12	X
7	WhatsApp
6	LinkedIn



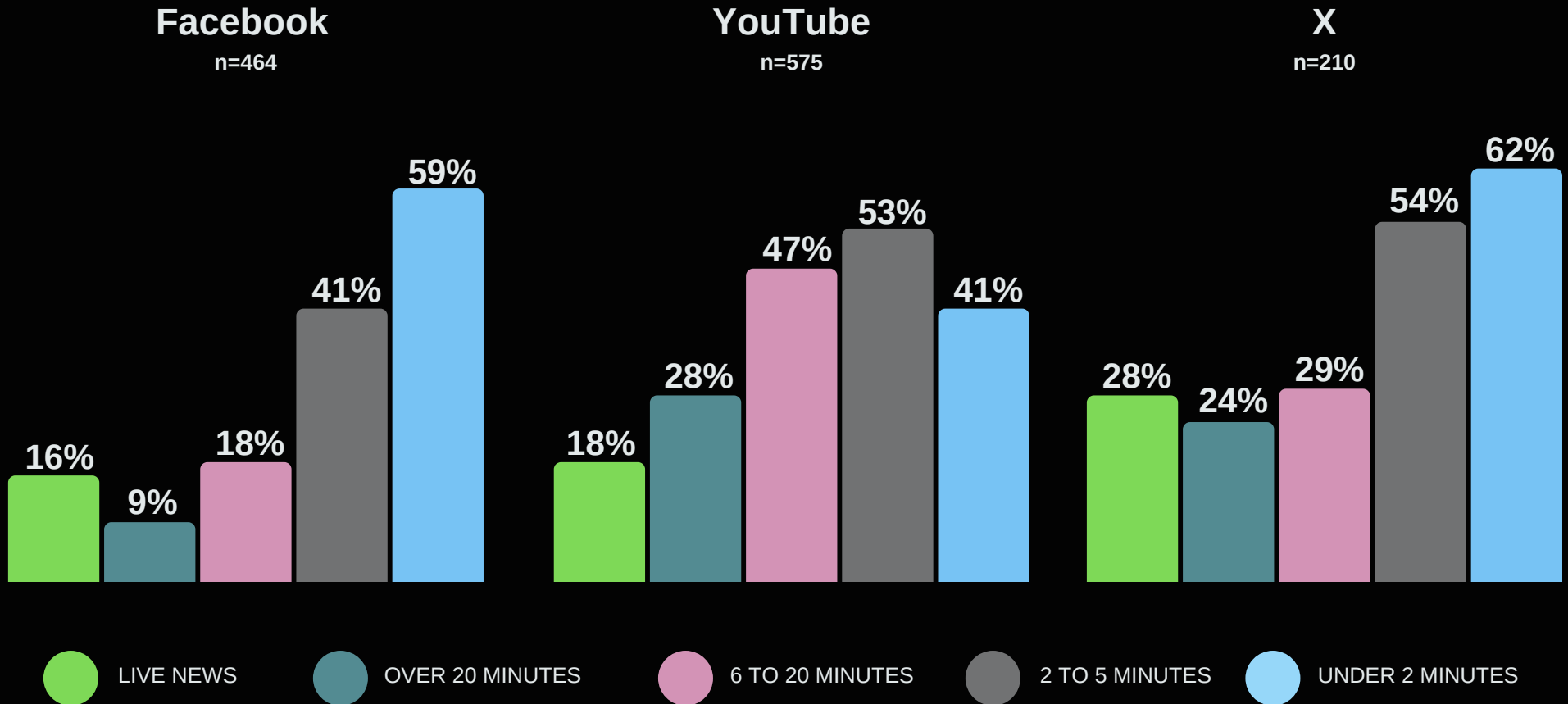
Thinking about when you used **online news-related videos** (a short clip, a live stream, or a full episode) over the last week, **which of the following did you do?** Please select all that apply.

**Base: All respondents.**

**Note:** 37% of francophone respondents and 27% of anglophone respondents have not watched any news-related videos in the last week.

# 3. VIDEOS AND PLATFORMS

TYPES OF NEWS VIDEOS VIEWED ON EACH PLATFORM



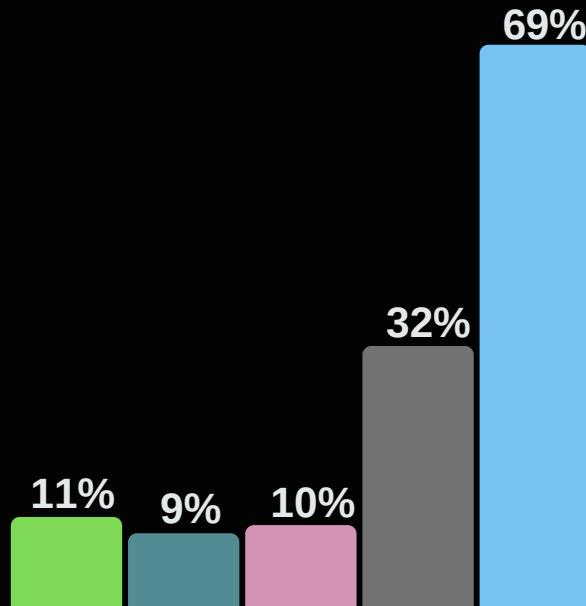
 **Which of the following** have you accessed in the last week on this platform? Please select all that apply.  
Base: All those who accessed news videos on the platform.

# 3.VIDEOS AND PLATFORMS

TYPES OF NEWS VIDEOS VIEWED ON EACH PLATFORM

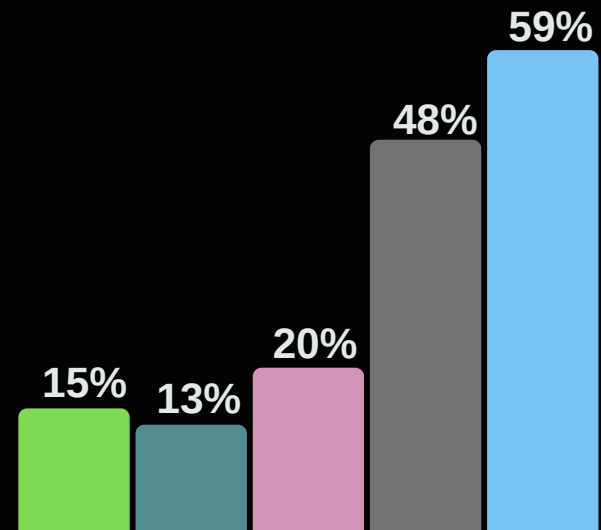
## Instagram

n=280



## TikTok

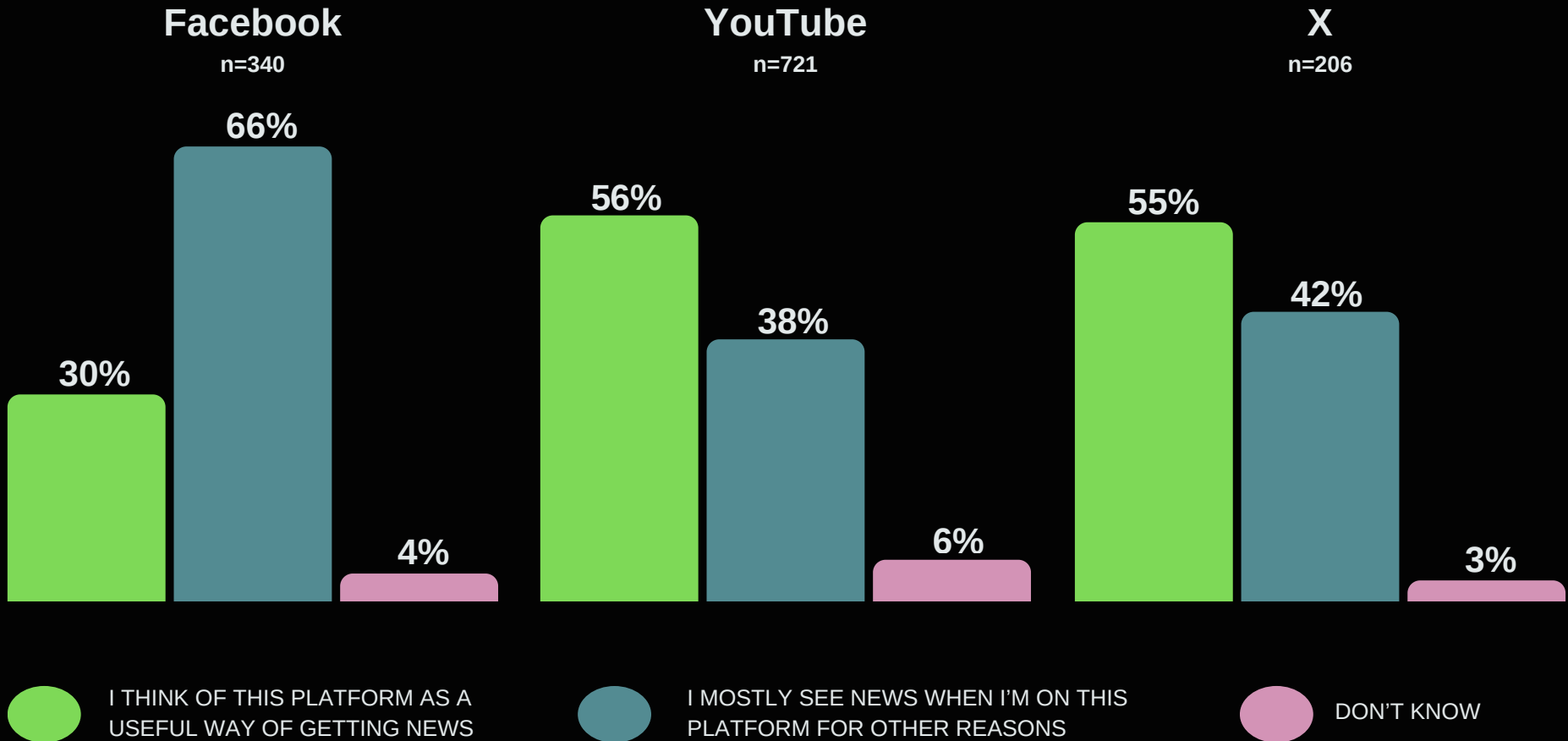
n=258



**Which of the following** have you accessed in the last week on this platform? Please select all that apply.  
Base: All those who accessed news videos on the platform.

# 3. VIDEOS AND PLATFORMS

## NEWS EXPOSURE ON SOCIAL PLATFORMS



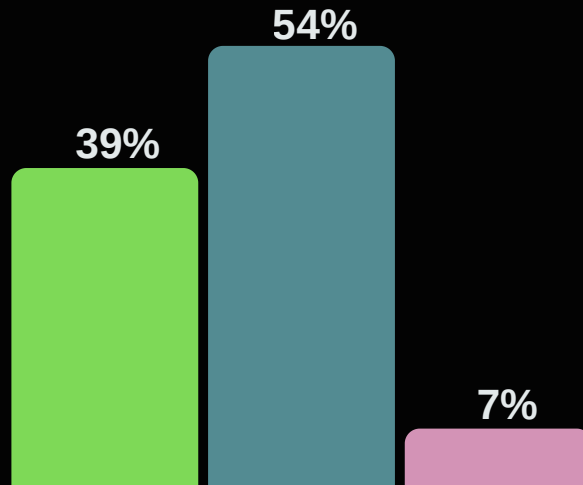
You say you use this **platform for news**. Which of the following statements applies best to you?  
**Bases: Those who used the platform for news purposes (Facebook data were collected in March 2026, see methodological note).**

# 3. VIDEOS AND PLATFORMS

## NEWS EXPOSURE ON SOCIAL PLATFORMS

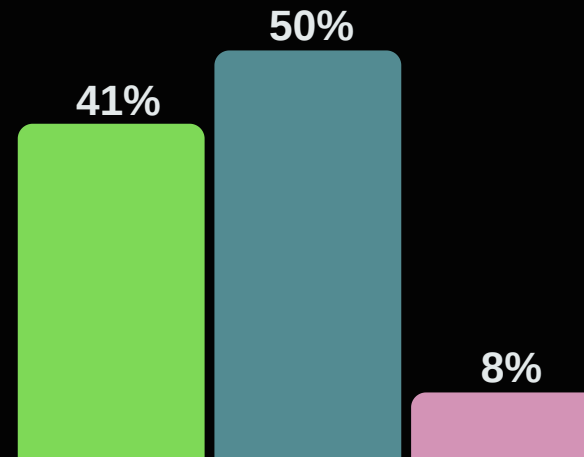
### Instagram

n=348



### TikTok

n=234



I THINK OF THIS PLATFORM AS A USEFUL WAY OF GETTING NEWS



I MOSTLY SEE NEWS WHEN I'M ON THIS PLATFORM FOR OTHER REASONS



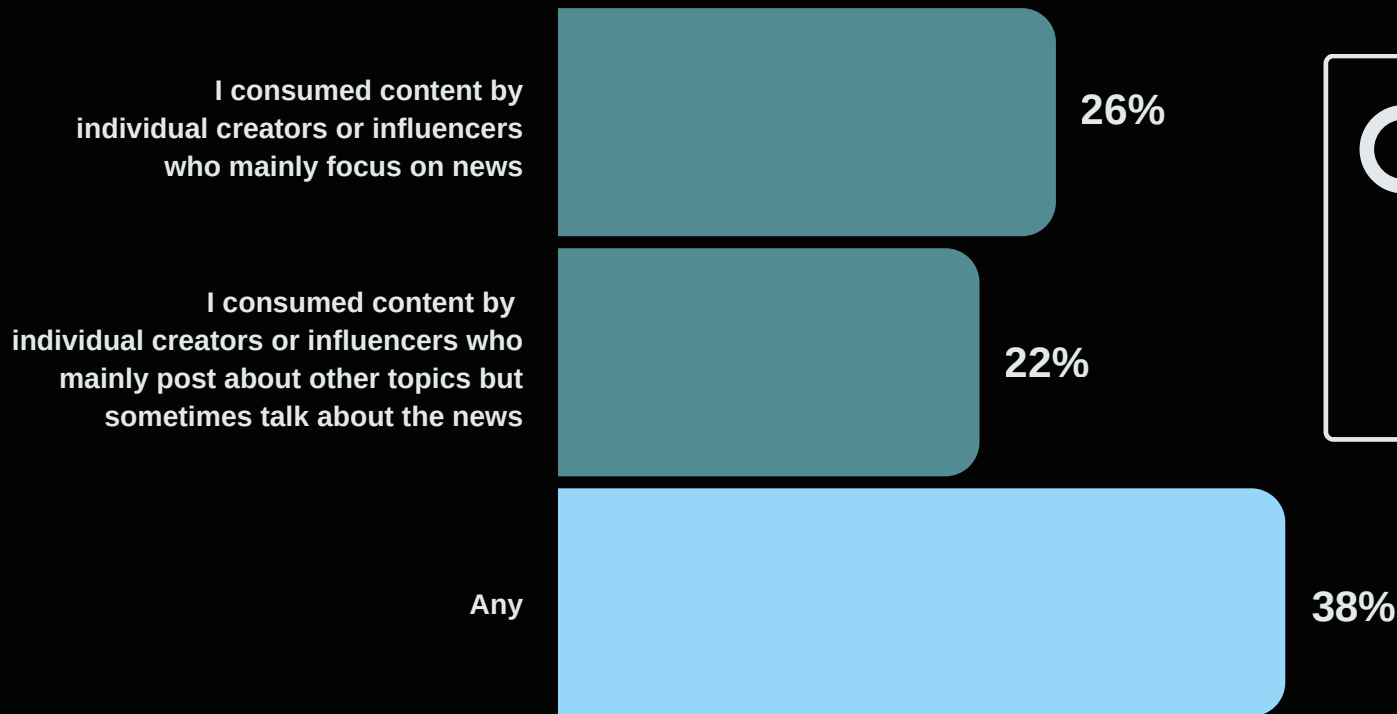
DON'T KNOW



You say you use this **platform for news**. Which of the following statements applies best to you?  
**Bases: All those who used the platform for news purposes.**

# 3. VIDEOS AND PLATFORMS

## NEWS CONSUMPTION VIA INFLUENCER CONTENT



- **43% of men** consumed news content produced by influencers during the week prior to the survey, compared to **33% of women**.
- Respondents **aged 18 to 34** are more inclined to consume news content from influencers (**56%**) than those **over 35 years old** (**32%**).



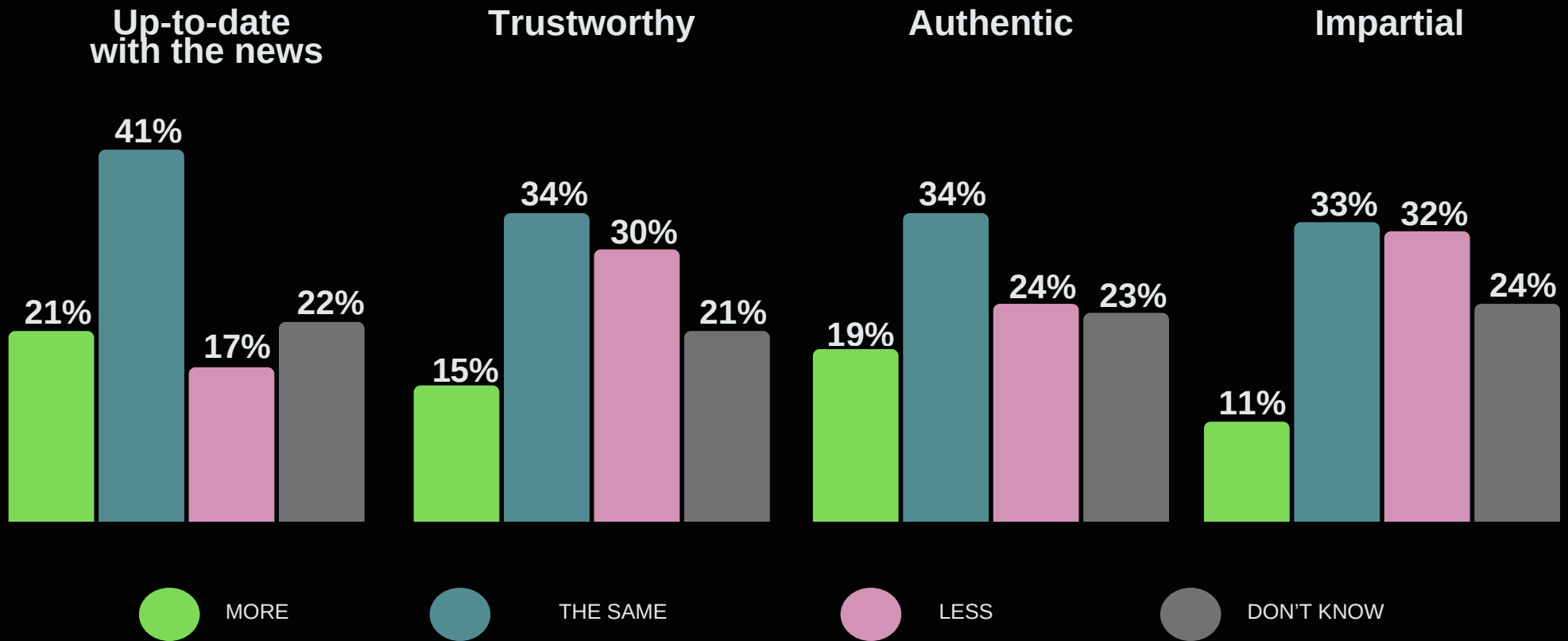
In the last week, have you **consumed news** from any of the following? This could be on social and video networks (e.g. TikTok, Instagram, YouTube), web portal (e.g. Substack), or podcast, etc. Please select all that apply.

**Base: All respondents (n=2,059).**

Note : The "Any" result consists of all the respondents who chose at least one of the two options. 50% of respondents chose "None of these" and 12% "Don't know".

# 3.VIDEOS AND PLATFORMS

NEWS INFLUENCERS CONTENT VS TRADITIONAL NEWS BRANDS CONTENT

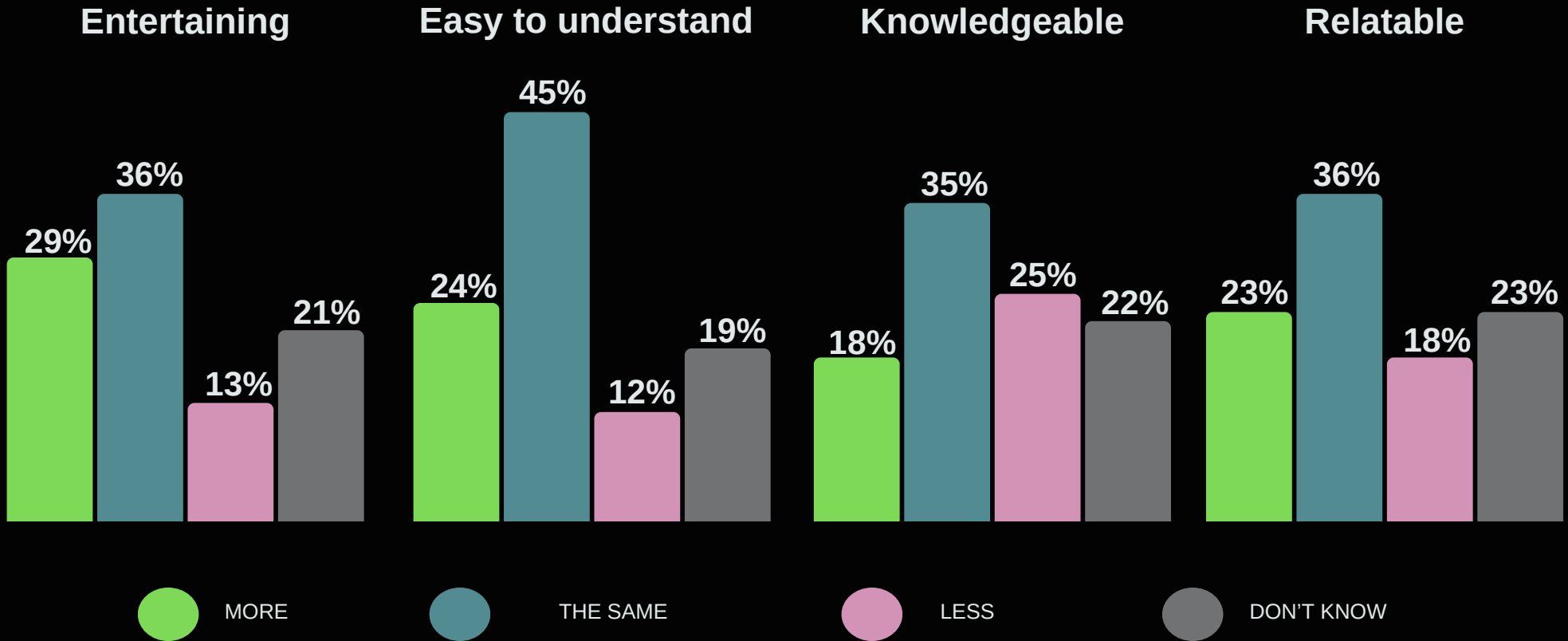


Comparing content from **news creators or news influencers** with **traditional news brands and outlets**, would you say that news creators or news influencers are more or less of the following...

Base: All respondents (n=2,059).

# 3.VIDEOS AND PLATFORMS

NEWS INFLUENCERS CONTENT VS TRADITIONAL NEWS BRANDS CONTENT

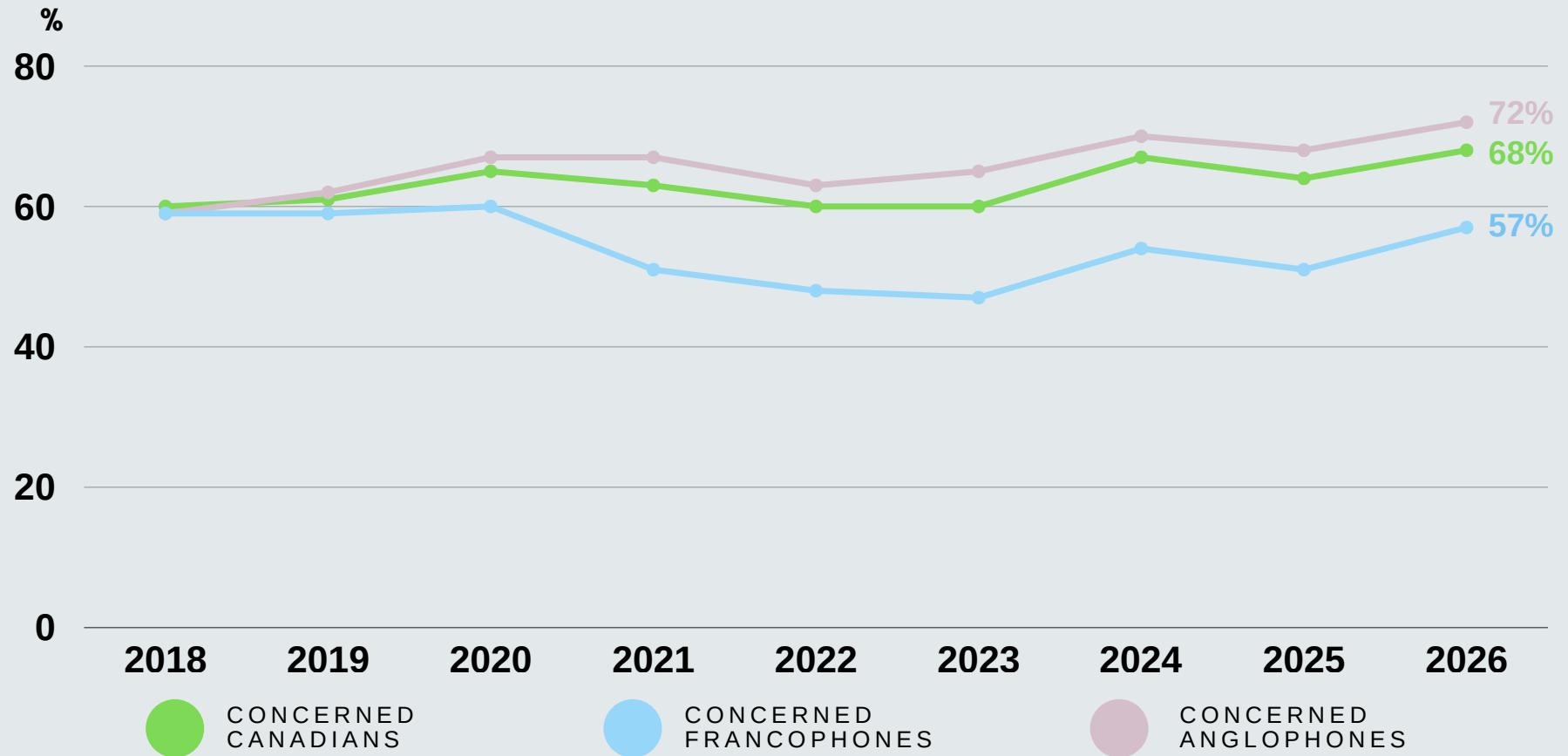


Comparing content from **news creators or news influencers with traditional news brands and outlets**, would you say that news creators or news influencers are more or less of the following...

**Base: All respondents (n=2,059).**

# 4. MIS- AND DISINFORMATION

CONCERN ABOUT WHAT IS REAL AND WHAT IS FAKE ON THE INTERNET



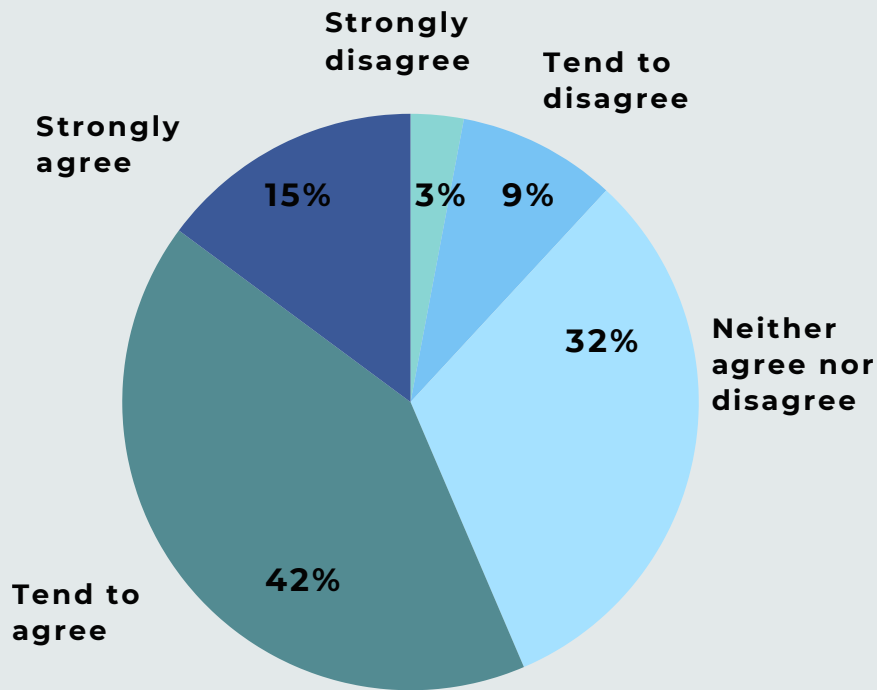
Please indicate your **level of agreement** with the following statement:  
"Thinking about online news, I am concerned about **what is real and what is fake** on the internet."  
**Base: All respondents (in 2026, n=2,059).**  
Note: Percentages of respondents who "Strongly agree" and "Tend to agree".

# 4. MIS- AND DISINFORMATION

CONCERN ABOUT WHAT IS REAL AND WHAT IS FAKE ON THE INTERNET

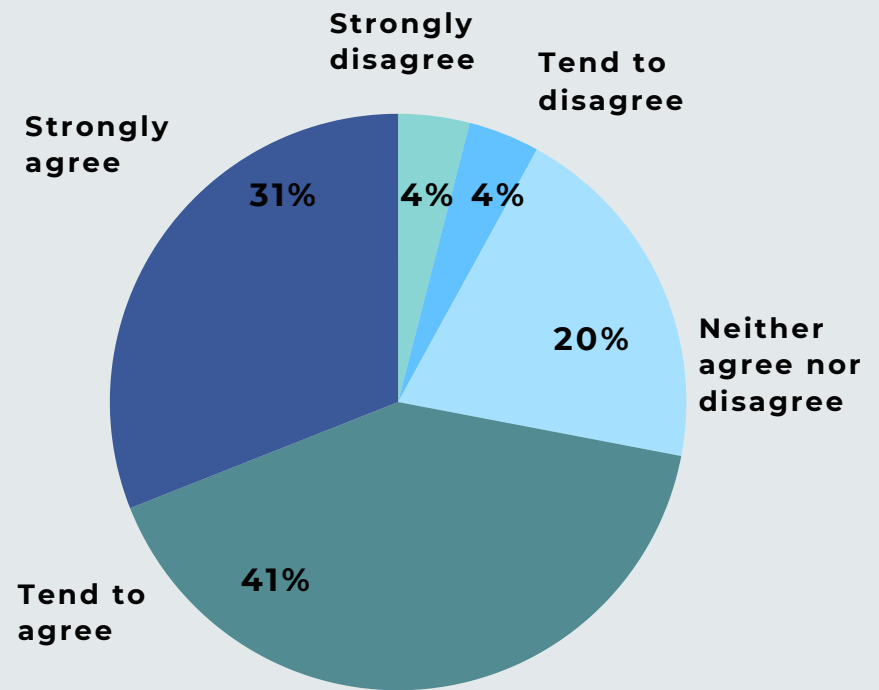
## FRANCOPHONES

n=1,026



## ANGLOPHONES

n=1,655



Please indicate your **level of agreement** with the following statement:

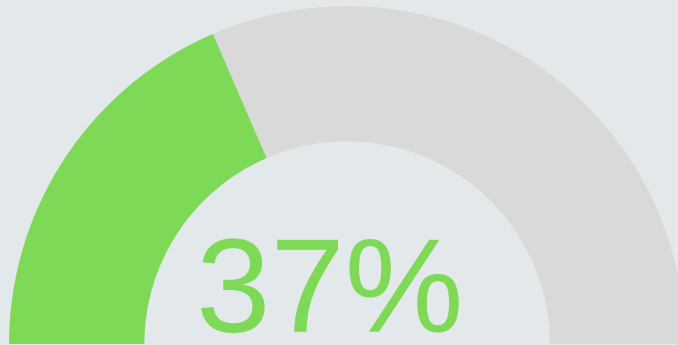
"Thinking about online news, I am **concerned about what is real and what is fake** on the internet."

**Base: All respondents.**

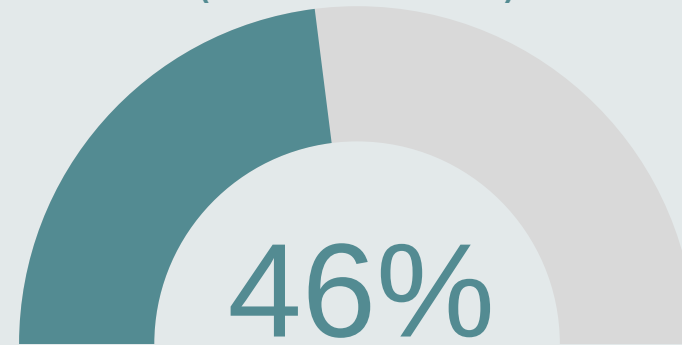
# 4. MIS- AND DISINFORMATION

## LEVEL OF TRUST IN NEWS

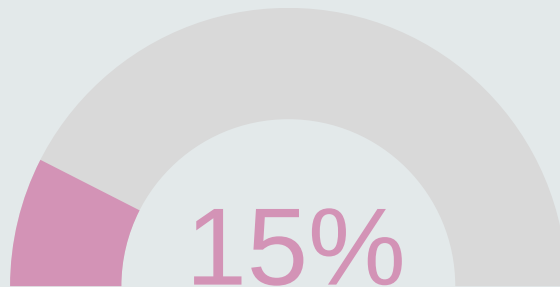
I think you can trust most news most of the time (online and offline)



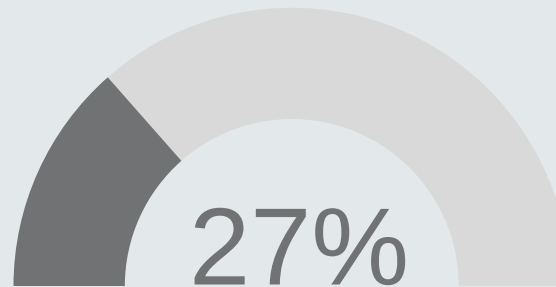
I think I can trust most of the news I consume most of the time (online and offline)



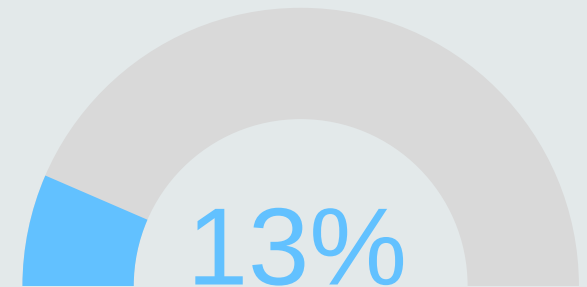
I think I can trust news in social media most of the time



I think I can trust news in search engines most of the time



I think I can trust news in answers from AI chatbots most of the time



Please indicate your **level of agreement** with the following statements:

**Base: All respondents (n=2,059).**

Note : Percentages of respondents who "Strongly agree" and "Tend to agree".

# ABOUT US

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

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

## Centre d'études sur les médias

Colette Brin, director

## Project Team

Sébastien Charlton, coordinator

Emilie Bilodeau, research assistant

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**CENTRE D'ÉTUDES SUR LES MÉDIAS**

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