



Trust in Media

How Canadians feel about news outlets

July 2023

pollara
strategic insights



Why poll on trust in media?

2

Last December, Pollara released [polling comparing the level of trust Canadians hold in various institutions today, to the level of trust they held 30 years ago](#). One of the study's striking findings was that Canadians' level of trust in the news media is nearly as high now as it was in 1992 – despite a culture shift from an era where everyone watched the nightly news and read the morning paper, to an era where the 24-hour news cycle plays out on social media.

This inspired us to dig deeper, as did a [YouGov survey](#) from earlier this year, measuring Americans' trust in specific US media outlets.

We therefore set out to better understand *where* Canadians get their news, and how much they trust specific media outlets. As you'll see in this report, despite the shifting media landscape, Canadians still trust legacy media organizations in Canada, and **trust** is more important than ever in a landscape where disinformation runs rampant.

44%

of Canadians tend to trust the news media, down 3 points from 1992

(2022 Pollara survey)

Methodology

- **Field Window:** June 7th – June 15th, 2023
- **Sampling:** Online survey of randomly-selected sample of **3,000 adult (18+) Canadians**
- **Reliability*:** While online surveys cannot be assigned a margin of error, as a guideline a probability sample of this size carries a margin of error of **± 1.8%**, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of Interviews	Margin of error*
Atlantic Canada	390	± 5.0%
Quebec	703	± 3.7%
Ontario	1005	± 3.1%
Manitoba/ Saskatchewan	202	± 6.9%
Alberta	301	± 5.6%
British Columbia	396	± 4.9%
Canada	3,000	± 1.8%

57%

of Conservative voters
trust the CBC

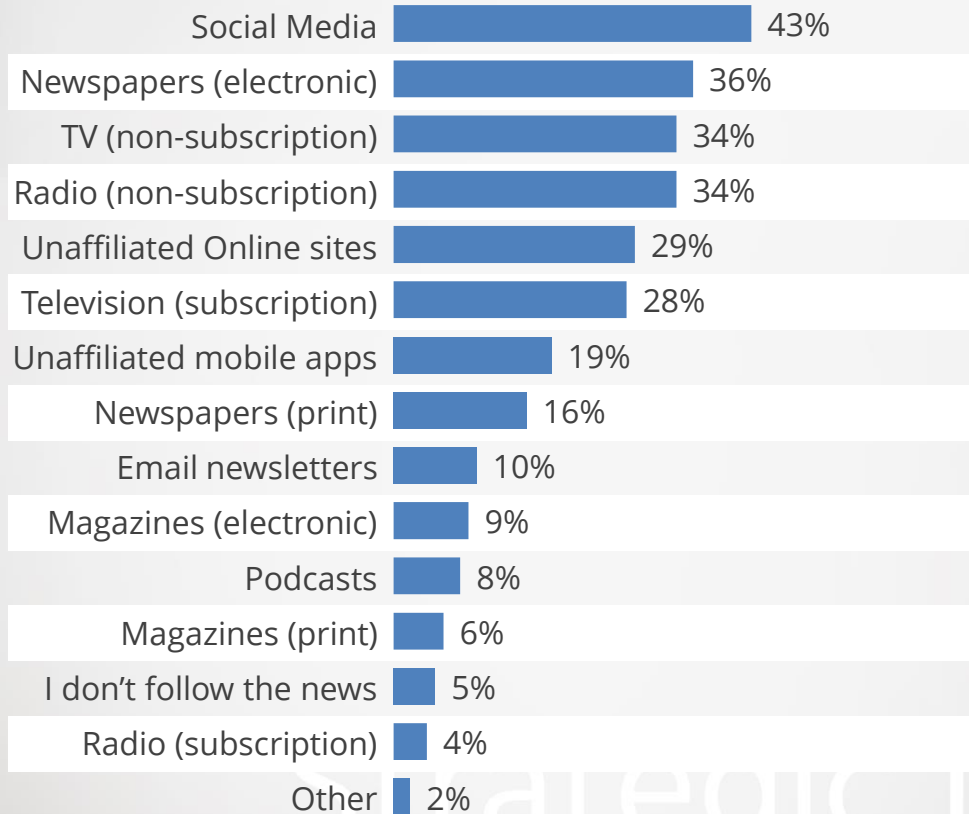


Key Findings

4

- There is a generational divide in how Canadians consume their news. Seniors are most likely to get their news from TV, radio, and online newspapers, while younger Canadians rely on social media.
- The most trusted news source in Canada is **The Weather Network** (net trust score of +62), followed by major news networks including **CTV** (+55), **Global** (+53), and **CBC** (+51).
 - Major print publications like **The Globe and Mail** (+40), **The National Post** (+30), **Maclean's** (+28), and **The Toronto Star** (+26) are consumed less, but still enjoy high trust levels.
 - The only media outlets tested that are seen as more untrustworthy than trustworthy are **The Western Standard** (-2), **Rebel Media** (-8), **FOX News** (-27), and the satirical news website **The Beaverton** (-5).
- There is a large partisan divide, with Liberals more trusting than Conservatives of most media outlets (exceptions include the Sun newspapers, The Western Standard, Rebel Media, and FOX News). The largest trust gap comes for the CBC.
- **La Presse** (+64), **TVA** (+50), and **le Journal de Montreal** (+35) all enjoy strong net trust scores in Quebec.

Social media is the most commonly used news source by Canadians

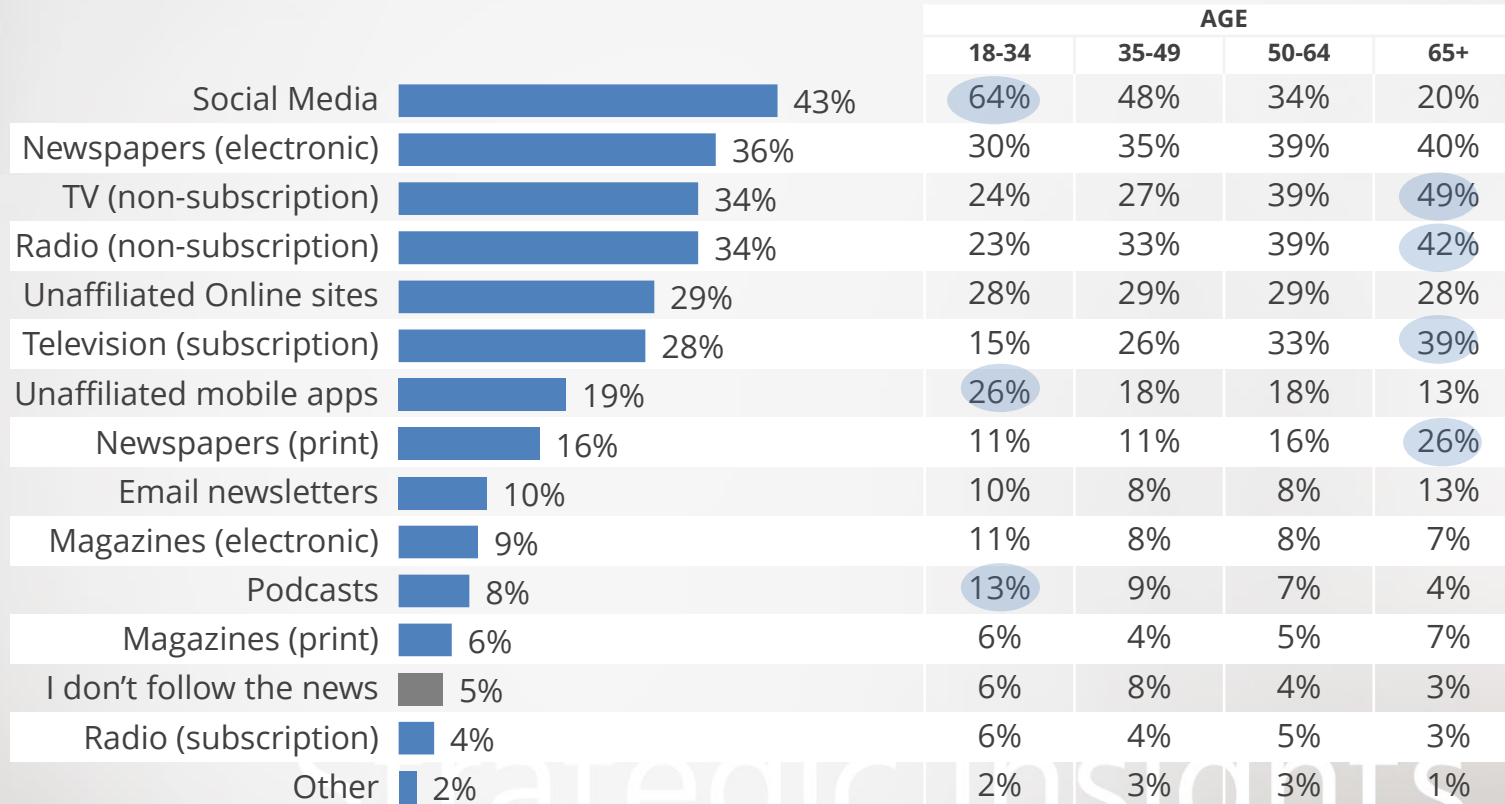


- In the wake of the collapse of small town newspapers, rural Canadians are significantly less likely to get news from print newspapers (12%, vs. 16% among urban) or online newspapers (27%, vs. 37% among urban).
- News consumption levels are similar across education groups, with the exception of online newspapers: 45% of those with university degrees regularly get news from them, compared to 29% of those without degrees.



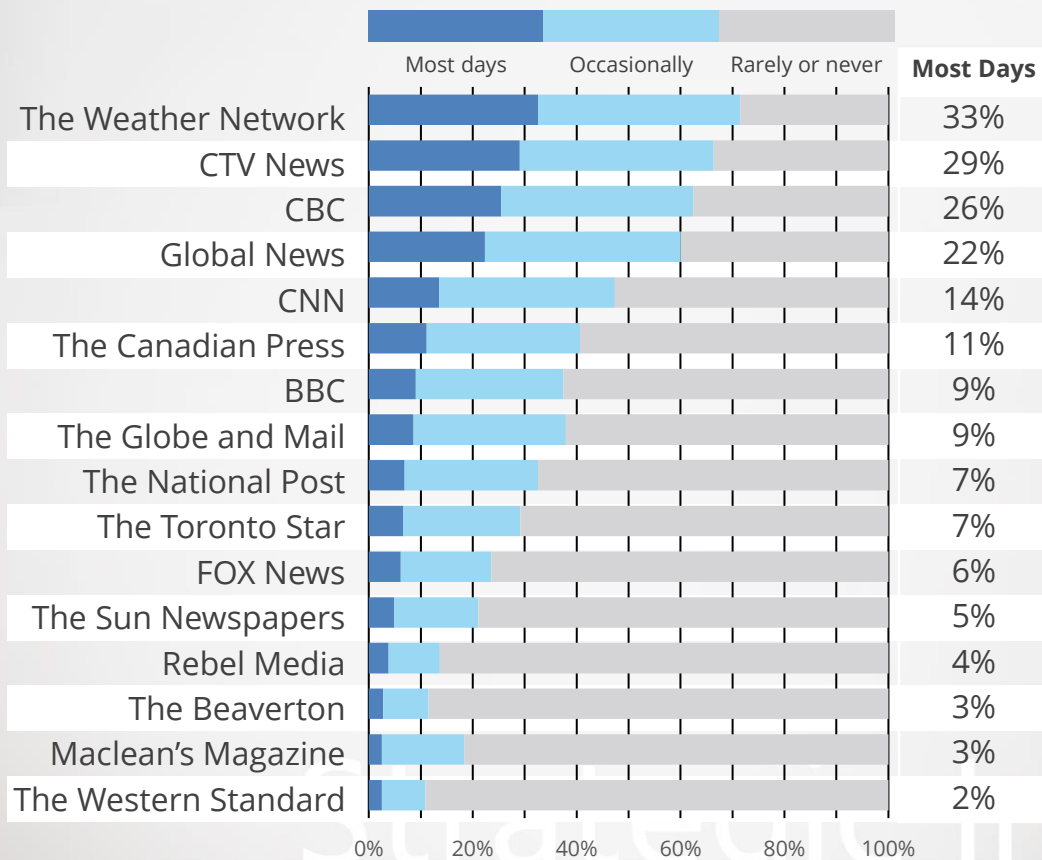
Generally speaking, where do you get the majority of your news on a daily basis?
Base: All respondents (n=3,000)

Social media dominates under 50s media consumption, TV, Radio favoured by 50+



Generally speaking, where do you get the majority of your news on a daily basis?
 Base: All respondents (n=3,000)

Canadians turn to The Weather Network, CTV, CBC, and Global most regularly for their news

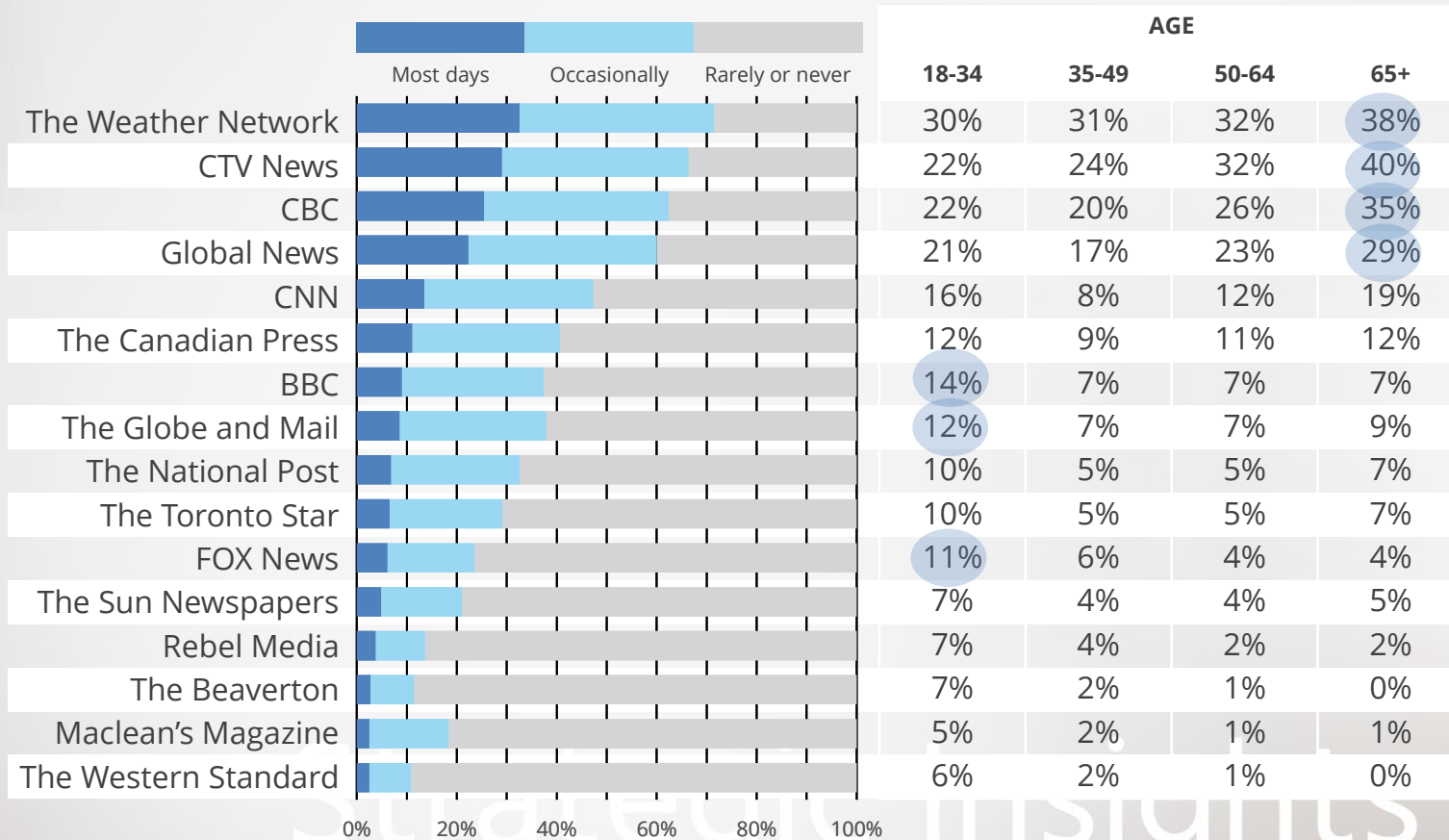


- Men are more likely than women to get news daily from each of these media outlets, other than the Weather Network (women 36%, men 29%).
- Consumption levels are higher among university educated Canadians for all media outlets *except* for Global and Rebel Media, where levels are similar across age groups.
- Immigrants are significantly more likely than those born in Canada to get news from the BBC daily (17% vs. 8%).



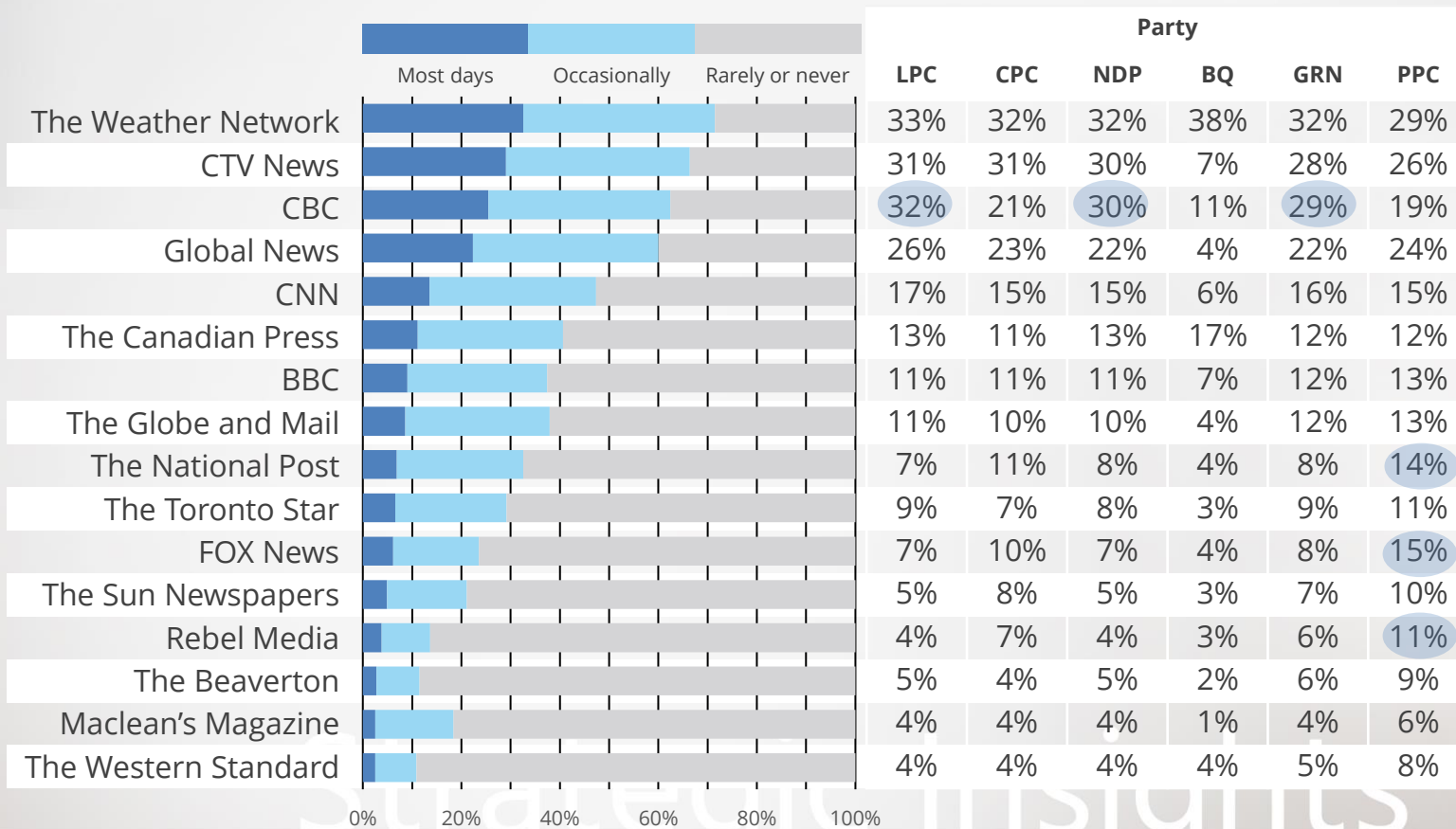
How often do you get news from the following media organizations? Base: All respondents (n=3,000)

Media consumption, by age



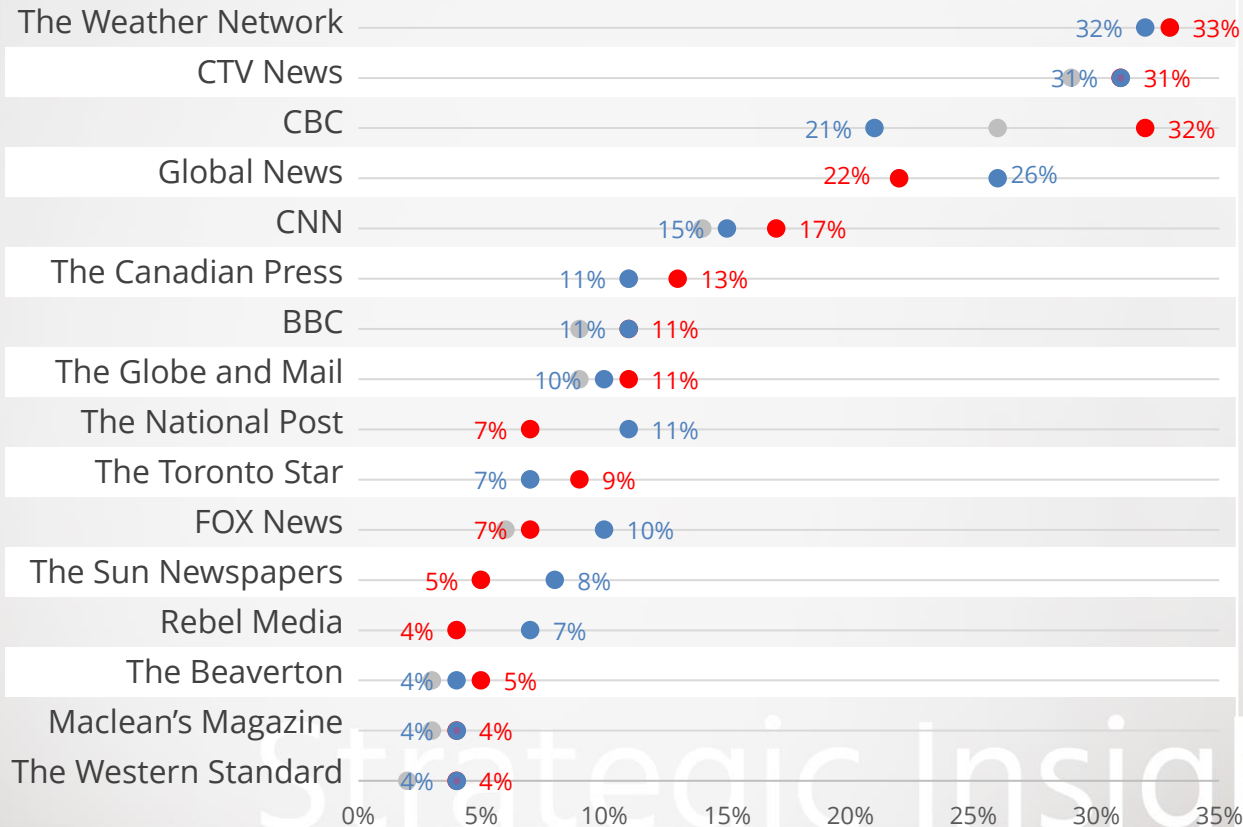
How often do you get news from the following media organizations? Base: All respondents (n=3,000)

Media consumption, by vote intent

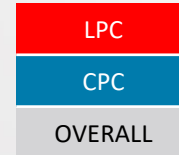


How often do you get news from the following media organizations? Base: All respondents (n=3,000)

CBC consumption significantly higher among Liberal than Conservative voters



How often do you get news from the following media organizations?
Base: All respondents (n=3,000)



Canada's most trusted media organizations



75% Trustworthy | **13%** Untrustworthy



71% Trustworthy | **15%** Untrustworthy



68% Trustworthy | **14%** Untrustworthy



68% Trustworthy | **17%** Untrustworthy



56% Trustworthy | **17%** Untrustworthy



53% Trustworthy | **15%** Untrustworthy



49% Trustworthy | **19%** Untrustworthy

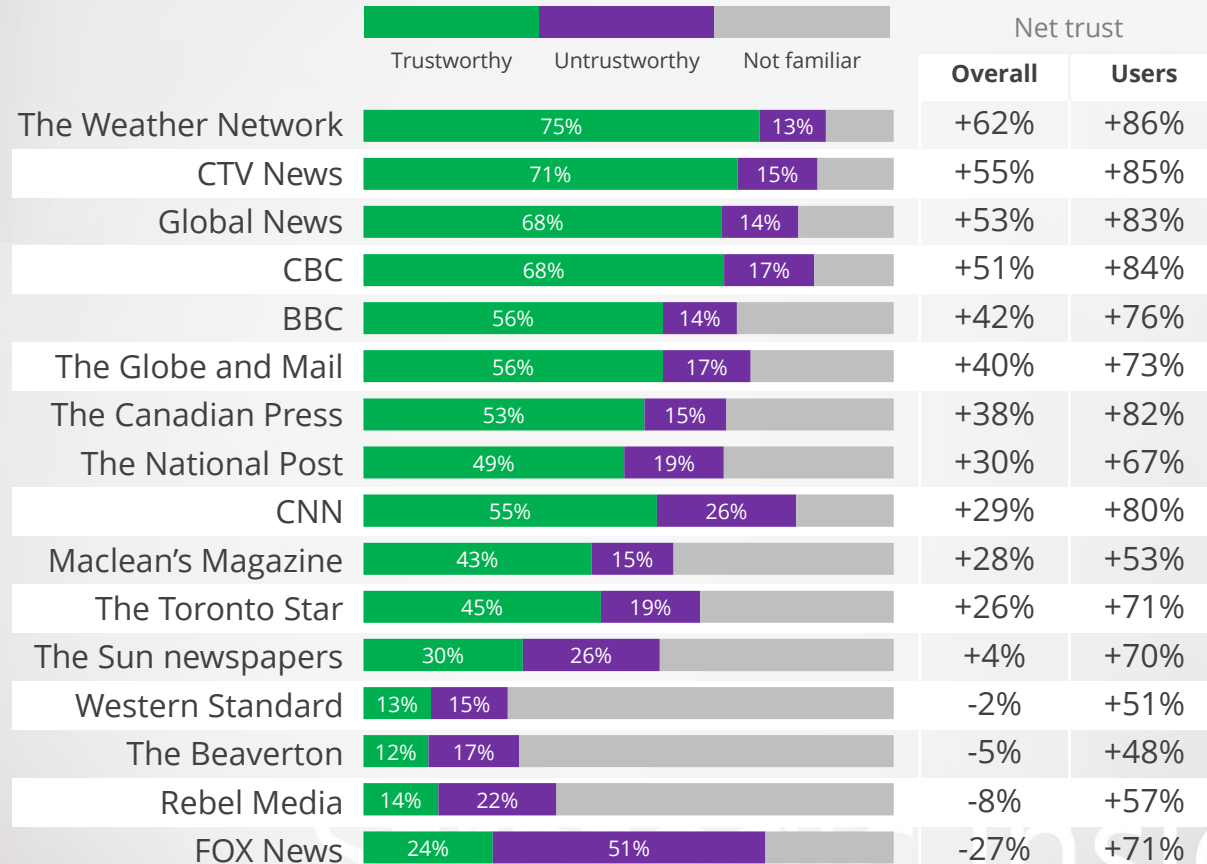


43% Trustworthy | **15%** Untrustworthy




45% Trustworthy | **19%** Untrustworthy

Major Canadian TV networks generally trusted



- The only media outlets with *negative* trust with the broader public are FOX News, Rebel Media, The Beaverton, and The Western Standard.
- Trust levels are high for all media sources among those who at least occasionally use them. The Weather Network (+86), CTV (+85), CBC (+84), Global (+83), the Canadian Press (+82) and CNN (+80) are the most trusted *among people who read/watch them*.

 How trustworthy do you find the news reported by the following media organizations?
 Base: All respondents (n=3,000)

Regional variations in play for many outlets

The most trusted media organizations in **rural Canada** are The Weather Network (73% / 12%), Global News (64% / 12%), CTV News (64% / 14%), and the CBC (62% / 16%).



Outside of the Weather Network, Global News is the most trusted media outlet in BC (74% / 18%) and Alberta (74% / 18%)

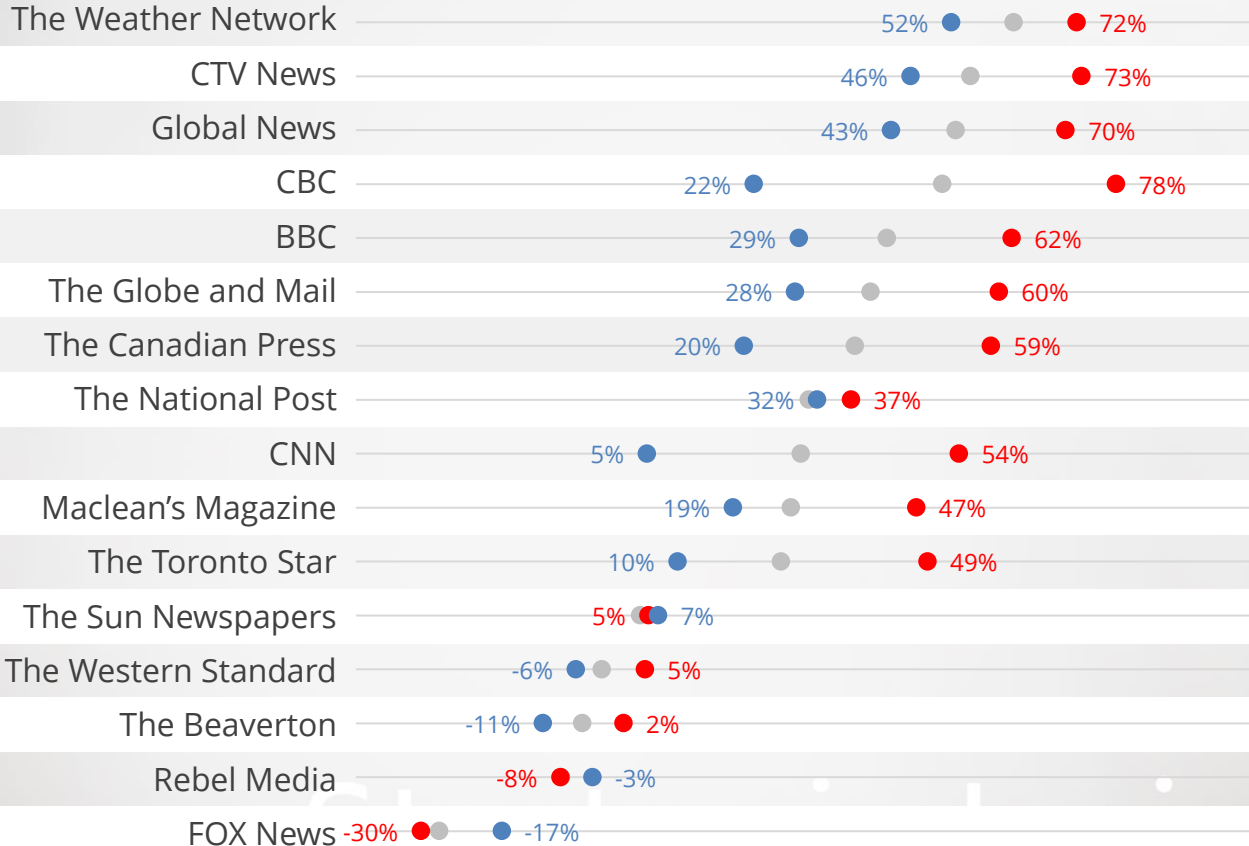
TORONTO STAR

The Star enjoys high trust levels in Ontario (63% / 19%)



Trust in the CBC is highest in Atlantic Canada (76% / 16%)

Liberals more trusting than Conservatives of most media



How trustworthy do you find the news reported by the following media organizations? Base: All respondents (n=3,000)

- LPC
- CPC
- OVERALL

Liberal voters are generally most trusting of traditional media outlets

	Lib	CPC	NDP	BQ	GP	PPC
The Weather Network	72%	52%	69%	71%	61%	40%
CTV News	73%	46%	68%	35%	62%	-5%
Global News	70%	43%	67%	28%	66%	2%
CBC	78%	22%	72%	43%	66%	-9%
BBC	62%	39%	57%	37%	57%	-7%
The Globe and Mail	60%	28%	45%	33%	50%	-19%
The Canadian Press	59%	20%	40%	63%	50%	0%
The National Post	37%	32%	32%	26%	39%	10%
CNN	54%	5%	36%	34%	32%	-13%
Maclean's Magazine	47%	19%	32%	10%	32%	-9%
The Toronto Star	49%	10%	30%	17%	29%	-7%
The Sun newspapers	5%	7%	1%	-1%	11%	7%
Western Standard	5%	-6%	-5%	-4%	-2%	7%
The Beaver	2%	-11%	-6%	-2%	6%	-4%
Rebel Media	-8%	-3%	-15%	-11%	-2%	25%
FOX News	-30%	-17%	-52%	-24%	-21%	1%

- Liberal voters are significantly more trusting of traditional TV/print media outlets than Conservative voters. The only media outlets Conservatives trust more than Liberals are Sun newspapers, Rebel Media, and FOX news.
- Trust in media is not just a byproduct of ideology, as Liberal voters are more trusting than NDP voters of all media outlets tested.
- PPC voters trust Rebel Media more than all other media outlets (other than the Weather Network).



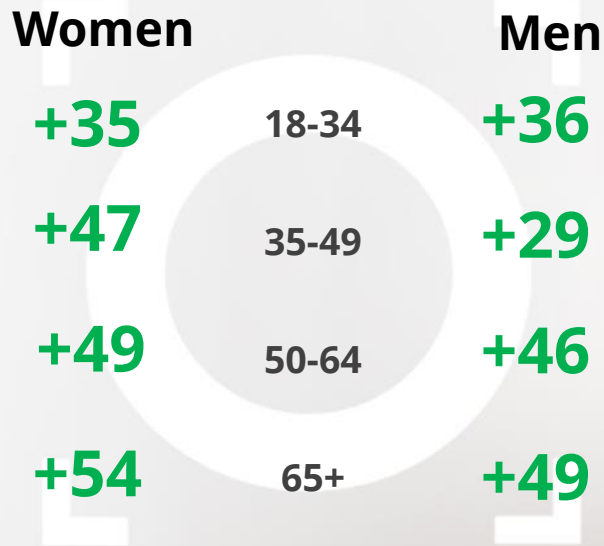
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Older Canadians tend to trust legacy media more than younger ones

Average **net trust** (trustworthy – untrustworthy) in legacy TV and print media organizations (CTV, Global, CBC, Globe and Mail, National Post, Toronto Star).



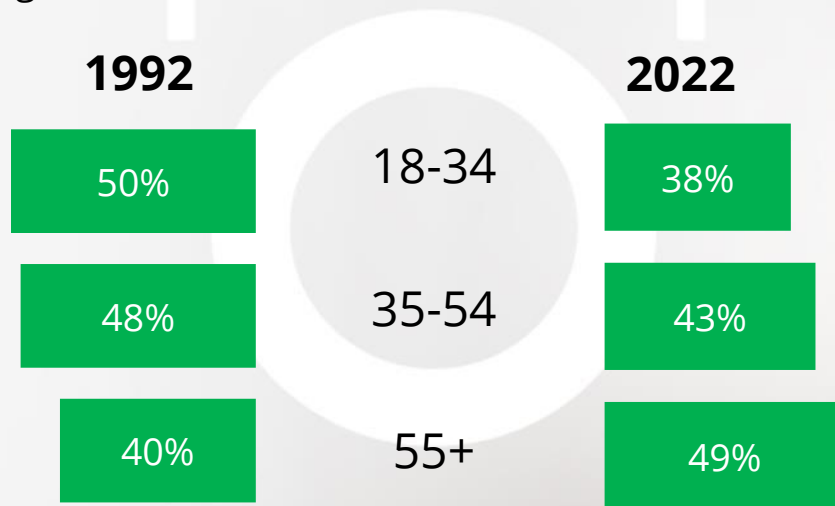
Thirty years ago, younger Canadians trusted the news media more

The findings on the previous slide are consistent with findings reported in Pollara's "30 Years of Perspective" study. This study found that older Canadians more trusting than younger Canadians of the news media today, a reversal of the trend 30 years ago.

49%

of older Canadians trust the "news media" today, an increase in the level of trust older Canadians had in the news media 30 years ago.

But trust has declined among younger Canadians.



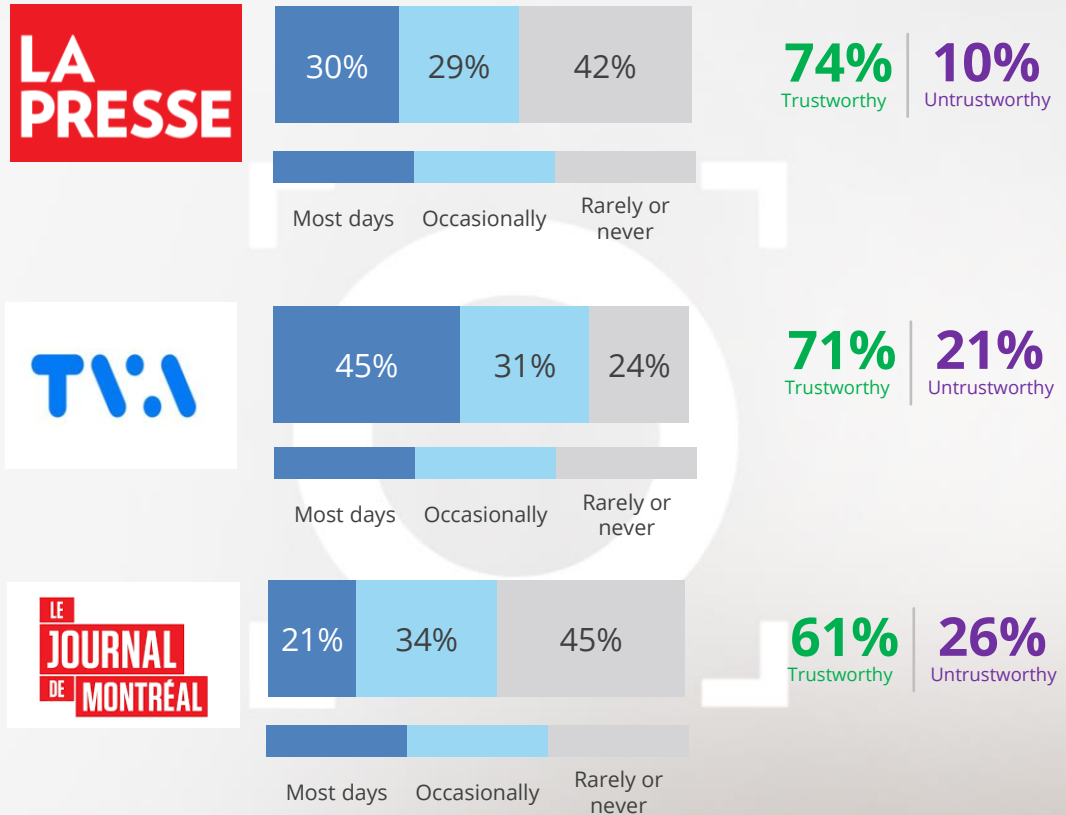
Would you tend to trust, or tend not to trust, information given to you by each of the following groups or sources? The news media. | % tend to trust graphed
[\[Findings from 2022 Pollara Perspectives Survey\]](#)

Quebecers consumption of, and trust in, Quebec networks

Quebec Media
highly trusted



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