

---

# Trust In Media

---

Pollara's 4<sup>th</sup> Annual Measure of how  
Canadians Feel About News Organizations

2026 Edition



**pollara**  
strategic insights

# Methodology

<b>Field Window</b>	This survey was fielded between April 14 <sup>th</sup> and 23 <sup>rd</sup> , 2026.
<b>Sampling</b>	Online survey conducted among a randomly selected sample of <b>2,510 Canadian adults (18+)</b> . Questions referencing the United States come from a sample of <b>2,514 U.S. adults (18+)</b> , fielded at the same time. Both samples came from the CanView research panel.
<b>Reliability</b>	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.0\%$ , 19 times out of 20.
<b>Weighting</b>	Data has been weighted using the most current age, gender, region, and education Census data so as to be representative of the population of adult Canadians and adult Americans.
<b>Tracking</b>	In instances where questions have been kept constant, results have been tracked against surveys fielded in May 2025, June 2024, and June 2023.



CANADIAN  
RESEARCH  
INSIGHTS  
COUNCIL

POLLARA STRATEGIC INSIGHTS IS A MEMBER OF THE **CANADIAN RESEARCH INSIGHTS COUNCIL (CRIC)**, AND THIS RESEARCH WAS CONDUCTED IN COMPLIANCE WITH CRIC STANDARDS.



# 51%

of Canadians tend to trust the news media – higher than the 45% of Americans who do



## Key Findings

- Canadians have mixed feelings about the **news media**, with 51% tending to trust it and 35% tending to not trust it.
  - This is a higher level of trust in the news media among Canadians than Pollara recorded in 2022 or 1992. While younger people were more trusting of the news media in the 90s, we now find seniors to be, by far, the most trusting of the news media.
  - Views about the news media have become more polarized. The gap in net trust scores between Liberal and Reform Party voters in 1992 was 29 points; today the gap in net trust scores between Liberal and Conservative voters is 54 points.
- **Canadians are more trusting of the news media (51%) than Americans (45%).** Younger Canadians and younger Americans show similar levels of trust – the difference is that older Canadians are more trusting than older Americans.
- Media consumption patterns are also different in Canada and the U.S., with **Canadians relying more on mainstream media and word-of-mouth conversations for their news, and Americans relying more on social media.**

# 78%

of Canadians find The Weather Network trustworthy



## Key Findings

- Trust in specific media outlets is similar to past waves of research. **The Weather Network is again Canada's most trusted media outlet (+65 trust score), followed by the major TV networks: CBC (+51), CTV (+50), and Global (+47).**
- Certain **international outlets** also enjoy relatively high trust ratings, notably the BBC (+37) and The New York Times (+30).
  - Canadians continue to distrust Fox News (-17), though their trust score has improved over the past year.
- White collar workers are more trusting of the news media overall (52% tend to trust) than blue collar workers (45%). This extends to most media outlets tested, with the trust gap between white collar and blue collar largest for the BBC, Maclean's, and The New York Times.
- There is a large partisan trust gap, with Conservative voters less trusting of all outlets tested *except* Fox News and Rebel News. The trust gap between Liberals and Conservatives is largest for the CBC (69 point gap) and the BBC (46 point gap).



# News Consumption

# News Sources – by Age:

Massive generational differences in where Canadians get their news

		AGE			
		18-34	35-49	50-64	65+
Television news reports	53%	31%	45%	60%	75%
Radio news reports	27%	20%	25%	30%	32%
Print newspapers	16%	10%	14%	15%	26%
Print magazines	5%	5%	5%	3%	7%
Online news sites/apps – affiliated*	32%	26%	31%	37%	34%
Online news sites/apps – not affiliated*	21%	15%	22%	23%	23%
Social media – YouTube	28%	41%	32%	25%	13%
Social media – Facebook	28%	32%	33%	28%	17%
Social media – Instagram	17%	33%	21%	10%	2%
Social media – TikTok	11%	26%	11%	6%	1%
Social media – X (Twitter)	10%	16%	13%	7%	2%
Social media – Other platform	6%	9%	6%	6%	2%
Substack	2%	2%	2%	1%	1%
Podcasts	12%	14%	17%	11%	6%
Conversations with family, friends, co-workers	30%	28%	28%	34%	32%
<b>Total Social Media Sites:</b>	<b>51%</b>	<b>71%</b>	<b>58%</b>	<b>46%</b>	<b>28%</b>

Q Overall, what are your main sources for news about current issues and events?

Base: All Canadian respondents (n=2,510)

\* Full wording used: ...affiliated with a mainstream TV or print news outlet

# News Sources – Canada/US Comparison:

## Americans leaning more on social media as a news source

	CANADA	UNITED STATES	GAP
Television news reports	53%	47%	+6
Radio news reports	27%	18%	+9
Print newspapers	16%	16%	0
Print magazines	5%	9%	+4
Online news sites/apps – affiliated*	32%	27%	+5
Online news sites/apps – not affiliated*	21%	19%	+2
Social media – YouTube	28%	33%	+5
Social media – Facebook	28%	34%	+6
Social media – Instagram	17%	24%	+7
Social media – TikTok	11%	20%	+9
Social media – X (Twitter)	10%	14%	+4
Social media – Other platform	6%	7%	+1
Substack	2%	4%	+2
Podcasts	12%	13%	+1
Conversations with family, friends, co-workers	30%	25%	+5
<b>Total Social Media Sites:</b>	<b>51%</b>	<b>59%</b>	<b>+8</b>



Overall, what are your main sources for news about current issues and events?

Base: All Canadian respondents (n=2,510), All American respondents (n=2,514)

\* Full wording used: ...affiliated with a mainstream TV or print news outlet

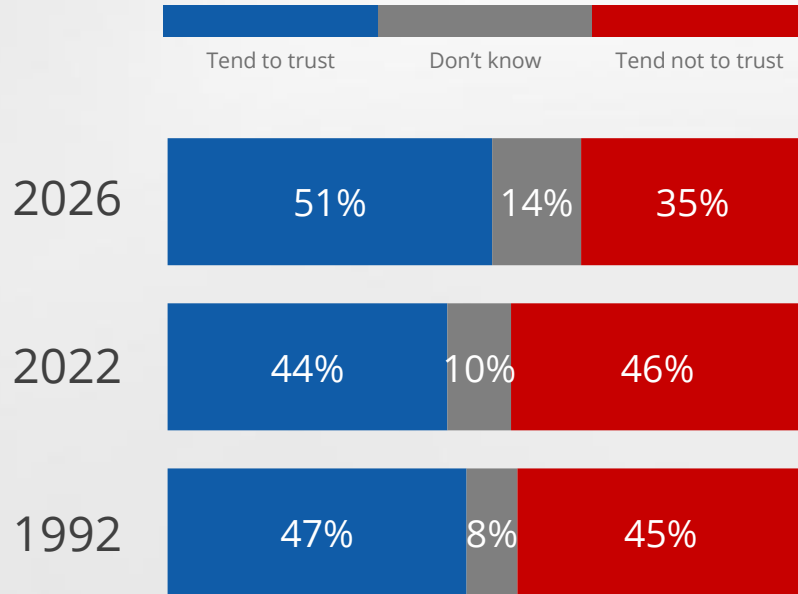


# Trust in Media

**pollara**  
strategic insights

# Trust in News Media - Canada:

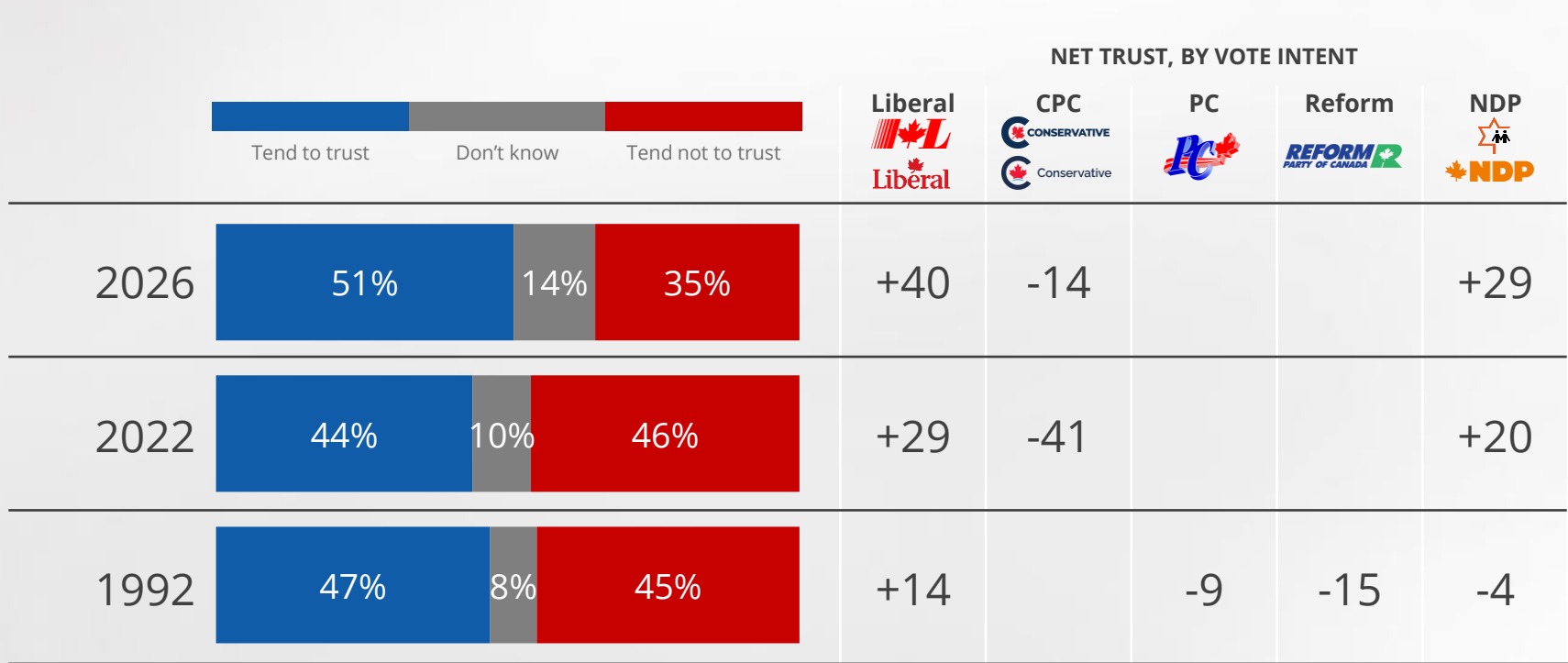
Mixed outlook, but more trust today than at times in past



Q 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.  
Base: All Canadian respondents (n=2,510), All American respondents (n=2,514)

# Trust in News Media – Canada, by Vote Intent:

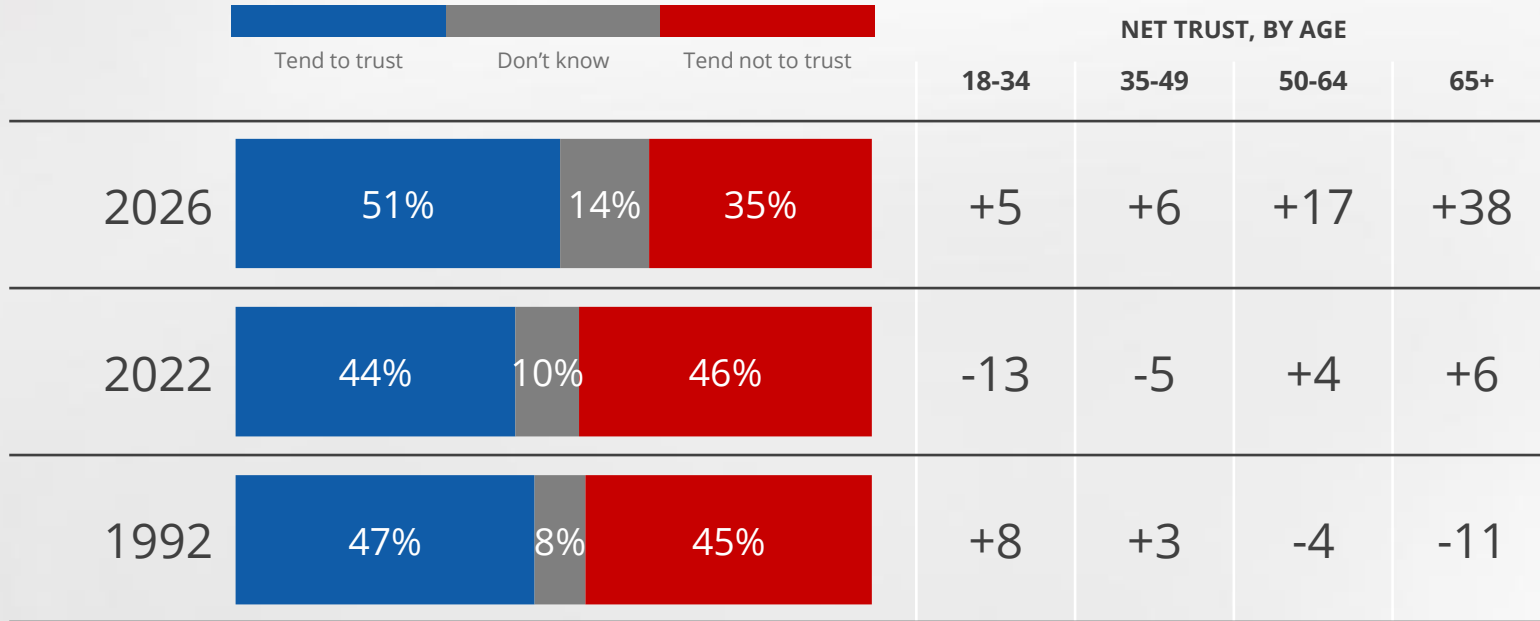
## Partisan trust gap has widened since the 90s



**Q** 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.  
 Base: All Canadian respondents (n=2,510), All American respondents (n=2,514)

# Trust in News Media – Canada, by Age:

Older Canadians more trusting of news media, a change from 90s

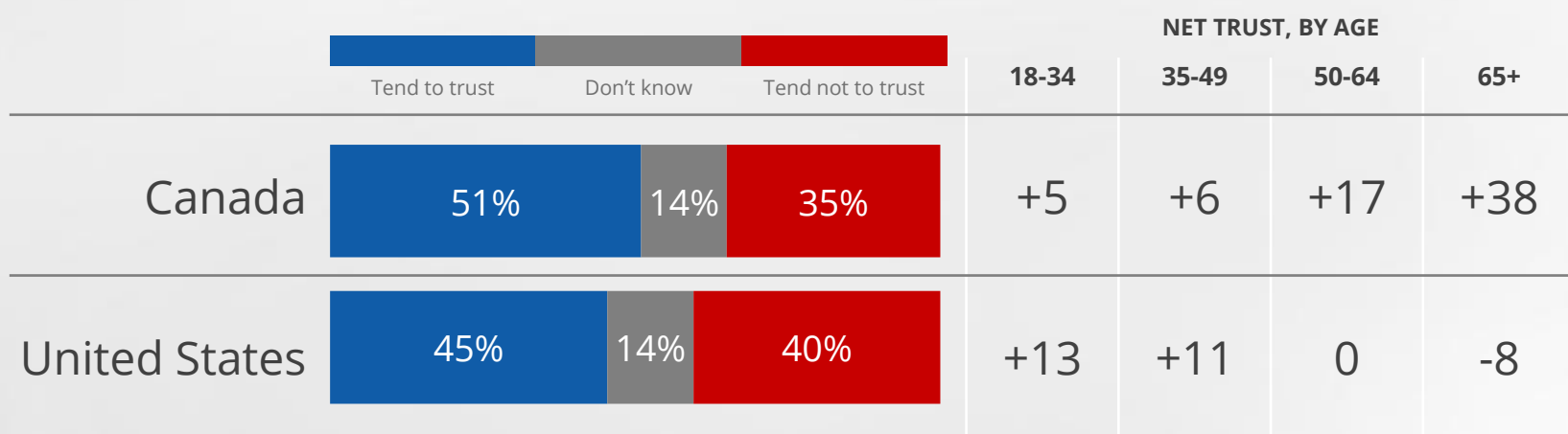


Q Would you tend to trust, or tend not to trust, information given to you by each of the following groups or sources? The news media.  
 Base: All Canadian respondents (n=2,510), All American respondents (n=2,514)

# Trust in News Media – Canada/US Comparison:

## Canadians – especially *older* Canadians – are more trusting

- Younger people in Canada and the United States show similar levels of trust in the news media, but older Canadians are considerably more trusting of the news media than older Americans.
- In both countries, higher income and higher education people are more trusting of the news media.



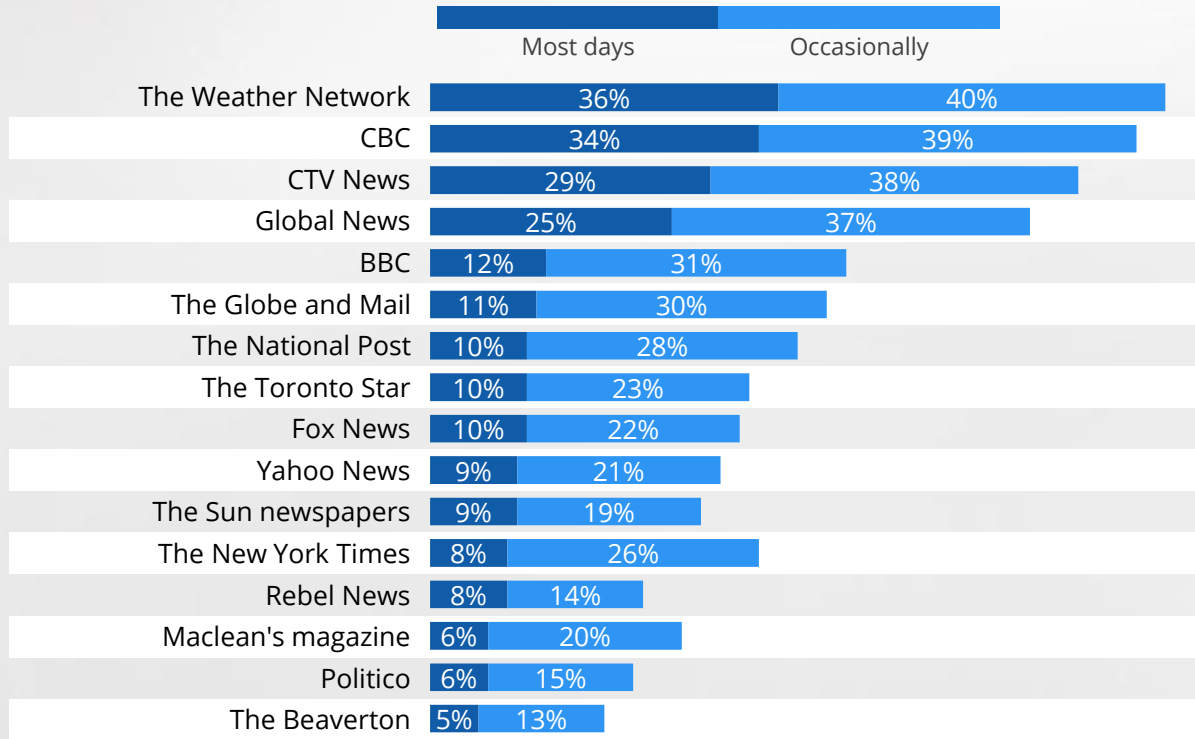
**Q** Would you tend to trust, or tend not to trust, information given to you by each of the following groups or sources? The news media.  
 Base: All Canadian respondents (n=2,510), All American respondents (n=2,514)



# Trust in Specific Outlets

# Outlet Consumption:

The Weather Network, CBC, CTV, and Global are most regularly used Canadian outlets



- Consumption levels are mostly stable over the past year, though the share of people who get news from The Weather Network “most days” is up 7 points, Fox News is up 4 points, and Rebel News is up 4 points.

# Outlet Consumption - By Age:

Viewership of TV networks is older, but print and international outlets tend to skew younger

	Frequency		MOST DAYS, BY AGE			
	Most days	Occasionally	18-34	35-49	50-64	65+
The Weather Network	36%	40%	31%	37%	37%	39%
CBC	34%	39%	33%	34%	31%	39%
CTV News	29%	38%	25%	26%	28%	37%
Global News	25%	37%	25%	23%	23%	28%
BBC	12%	31%	17%	15%	8%	9%
The Globe and Mail	11%	30%	14%	13%	7%	7%
The National Post	10%	28%	16%	12%	6%	7%
The Toronto Star	10%	23%	18%	11%	7%	4%
Fox News	10%	22%	15%	14%	5%	5%
Yahoo News	9%	21%	16%	10%	5%	6%
The Sun newspapers	9%	19%	13%	11%	7%	4%
The New York Times	8%	26%	14%	10%	5%	4%
Rebel News	8%	14%	14%	12%	5%	3%
Maclean's magazine	6%	20%	12%	9%	4%	1%
Politico	6%	15%	12%	8%	3%	1%
The Beaverton	5%	13%	11%	8%	1%	1%



How often do you get news from the following media organizations?  
Base: All Canadian respondents (n=2,510),

# Outlets Canadians Trust Most

Météo Média  The Weather Network

**78%** Trustworthy | **12%** Untrustworthy



**71%** Trustworthy | **20%** Untrustworthy



**68%** Trustworthy | **18%** Untrustworthy



**65%** Trustworthy | **18%** Untrustworthy



**56%** Trustworthy | **18%** Untrustworthy



**55%** Trustworthy | **18%** Untrustworthy



**50%** Trustworthy | **20%** Untrustworthy



**49%** Trustworthy | **20%** Untrustworthy



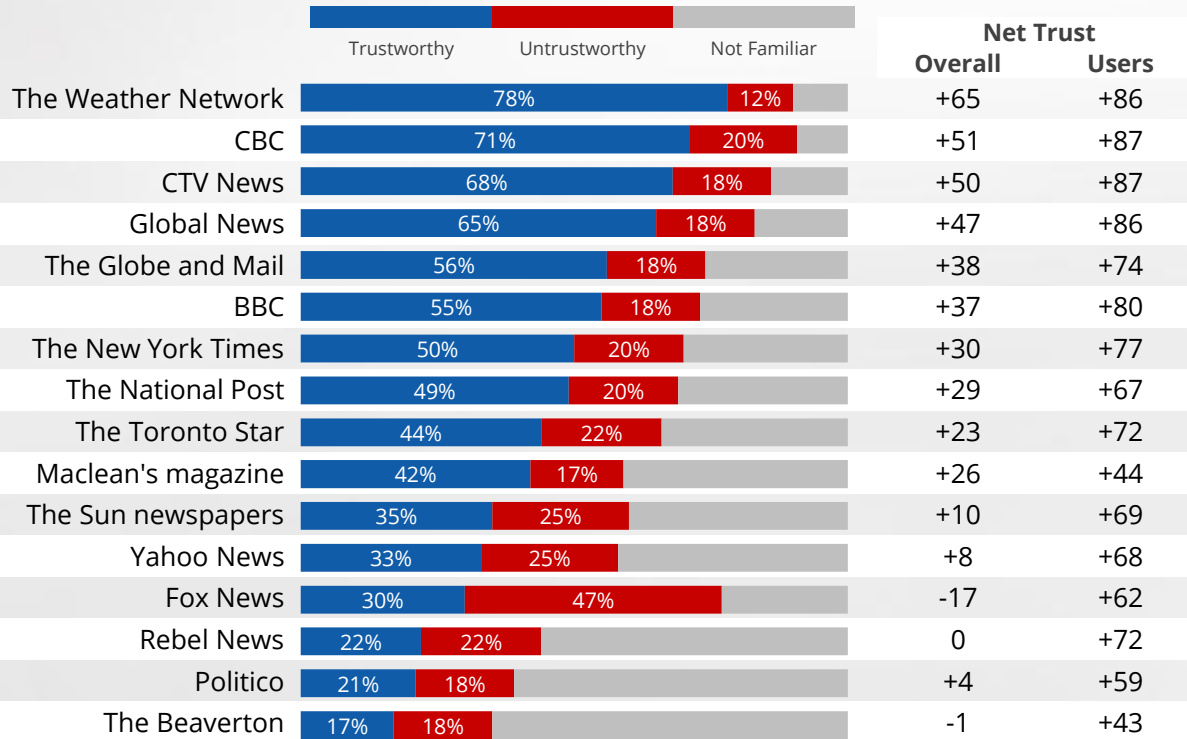
**44%** Trustworthy | **22%** Untrustworthy

**pollara**  
strategic insights



How trustworthy do you find the news reported by the following media organizations?  
Base: All Canadian respondents (n=2,510)

# Trust in Outlets: Major TV networks earn high trust



- The Weather Network has the highest Net Trust score in every region except Quebec, where CBC (SRC) is the most trusted.
- Most outlets are more trusted by white collar than blue collar workers. The trust gap is largest for the BBC (white collar: +43 / blue collar: +25), Maclean's (+32 / +19), and The New York Times (+40 / +29).



How trustworthy do you find the news reported by the following media organizations?  
 Base: All Canadian respondents (n=2,510)

# Net Trust - By Vote:

## Conservatives less trusting of most major outlets

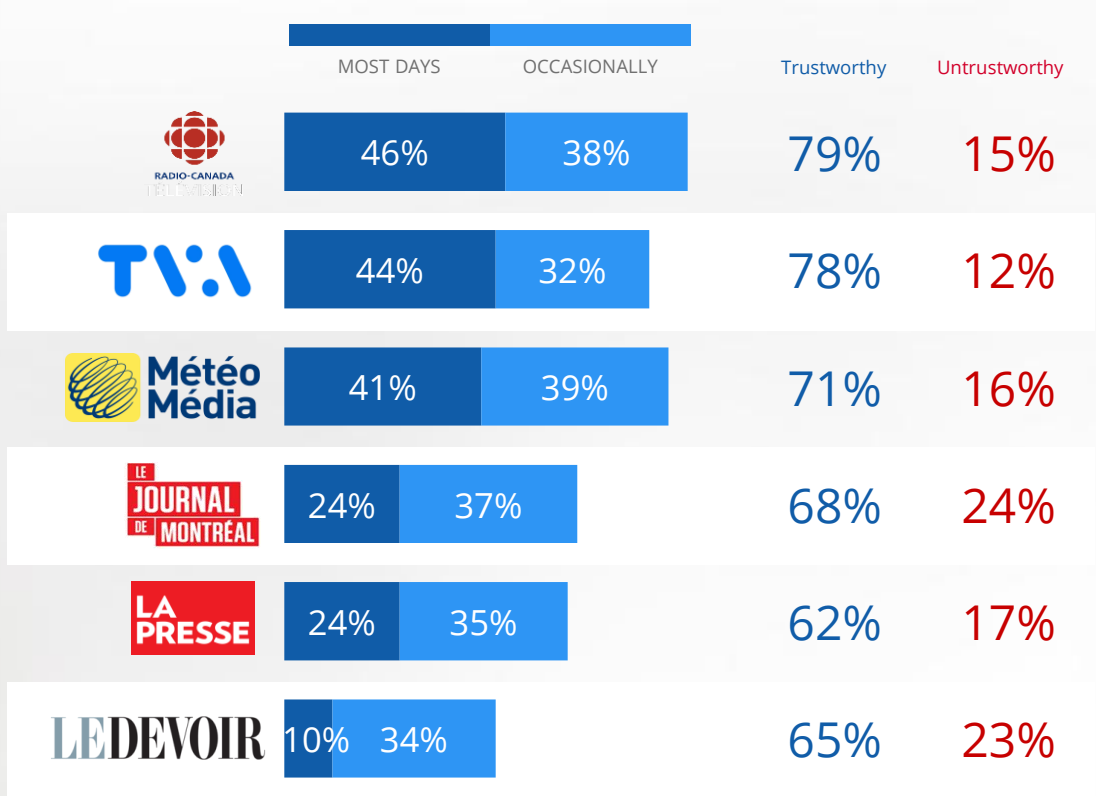
	Overall	LPC	CPC	NDP
The Weather Network	+65	+77	+58	+74
CBC	+51	+78	+9	+72
CTV News	+50	+71	+30	+62
Global News	+47	+68	+28	+62
The Globe and Mail	+38	+58	+24	+51
BBC	+37	+61	+15	+55
The New York Times	+30	+50	+9	+45
The National Post	+29	+45	+22	+34
The Toronto Star	+23	+43	+8	+28
Maclean's magazine	+26	+44	+13	+33
The Sun newspapers	+10	+17	+10	+9
Yahoo News	+8	+21	0	+26
Fox News	-17	-25	+1	-25
Rebel News	0	-3	+13	-7
Politico	+4	+14	-9	+14
The Beaverton	-1	+4	-5	+5

- Trust in Fox News is up significantly among Conservative voters this year (to +1), after posting net trust scores among Conservatives of -20 in 2025, -21 in 2024, and -17 in 2023.



How trustworthy do you find the news reported by the following media organizations?  
Base: All Canadian respondents (n=2,510)

# Quebec Media Summary



**Q** How trustworthy do you find the news reported by the following media organizations?  
Base: Quebecers (n=558)

---

# Trust In Media

---

For media inquiries, contact:  
Dan Arnold

**pollara**  
strategic insights