



the gandalf group

FRIENDS of Canadian Media

A Survey of Canadians

Key Findings Regarding Media & the CBC

January 2024



Sample

n=1300 Canadian adults

Quotas/weight to reflect the gender, age, and regional distribution of adults in Canada

Includes an oversample of the population aged 18-34



Margin of Error

MOE for a probability-based sample would be

+/- 2.7%, 19 times out of 20

Differences between subgroups are noted arrows ↓↑ when statistically significant at the 0.05 significance level.



Online Study

Completed online

November 10 – 16, 2023

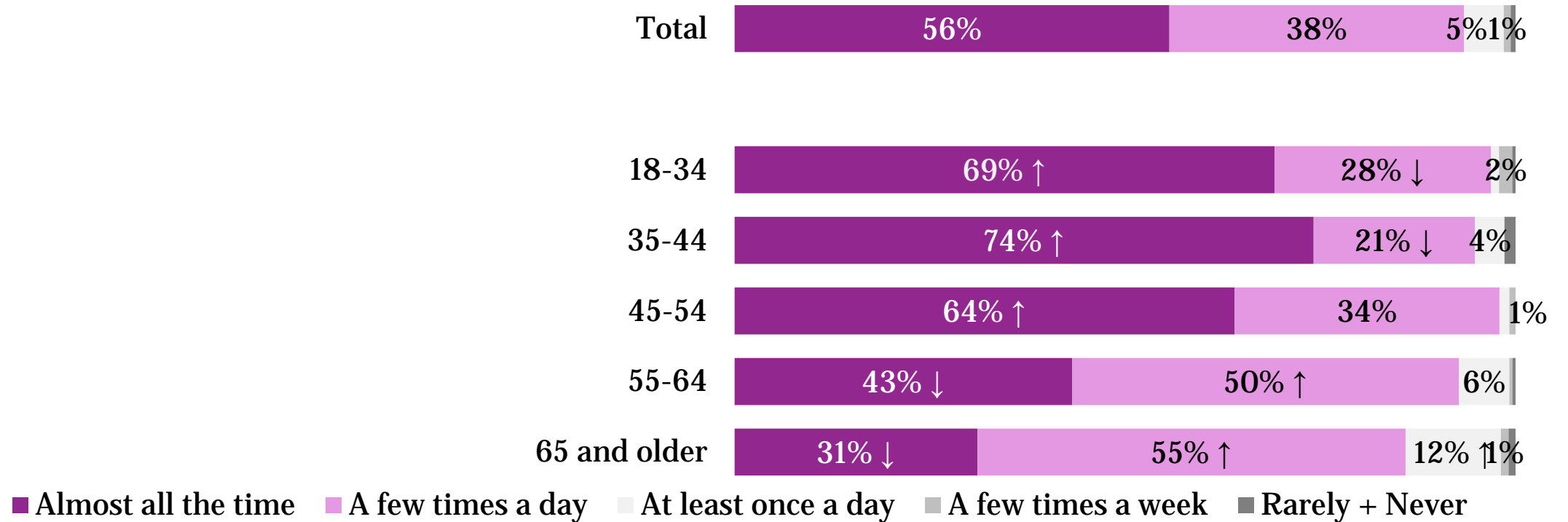


- The internet is a constant fact of life for Canadians.
 - Almost all say they access it at least several times a day including those under the age of 45 who describe their usage as almost constant.
 - 80% of Canadians regularly use search engines and spend time on social media.
 - About 2/3 regularly use messaging apps, YouTube, and streaming video.
 - Over age 35 about half regularly check mainstream news sites, but this is uncommon under age 35.
- There is a tremendous difference in news consumption between different age groups.
 1. Canadians over 55 get news from mainstream media sources and some supplement that with information from other online sources like search or social media.
 2. Among those 18-35, people get their news from search, social media and friends, and are unlikely to supplement that with mainstream media coverage.



Internet Usage

Most age cohorts tend to report they are almost always online.



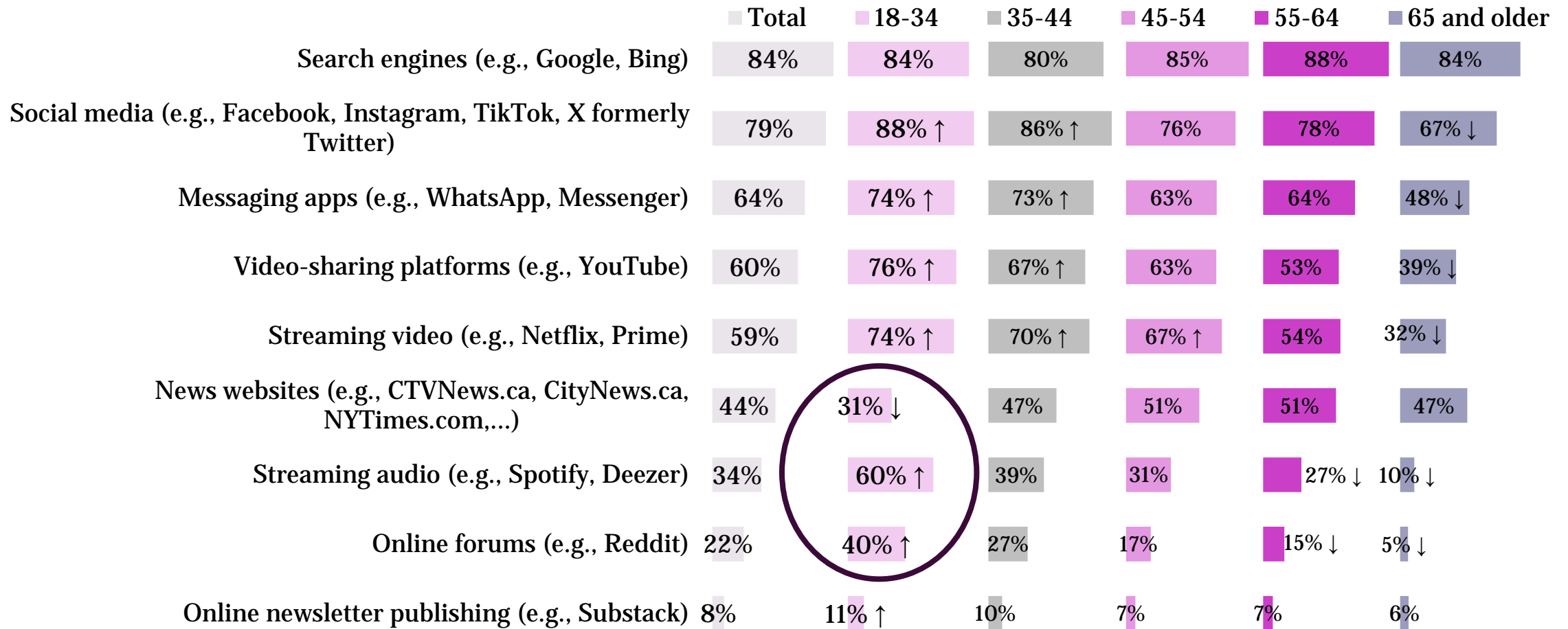
Approximately how often are you online and using the Internet in a typical week?

n = 1300



Accessing Online Content

Search engines and social media are ubiquitous, and YouTube is nearly as common among all group under 65 years of age. Messaging & streaming are far more common among younger Canadians, who are less likely to consult legacy news sites.



Which of the following online platforms or services do you use regularly? Select all that apply.

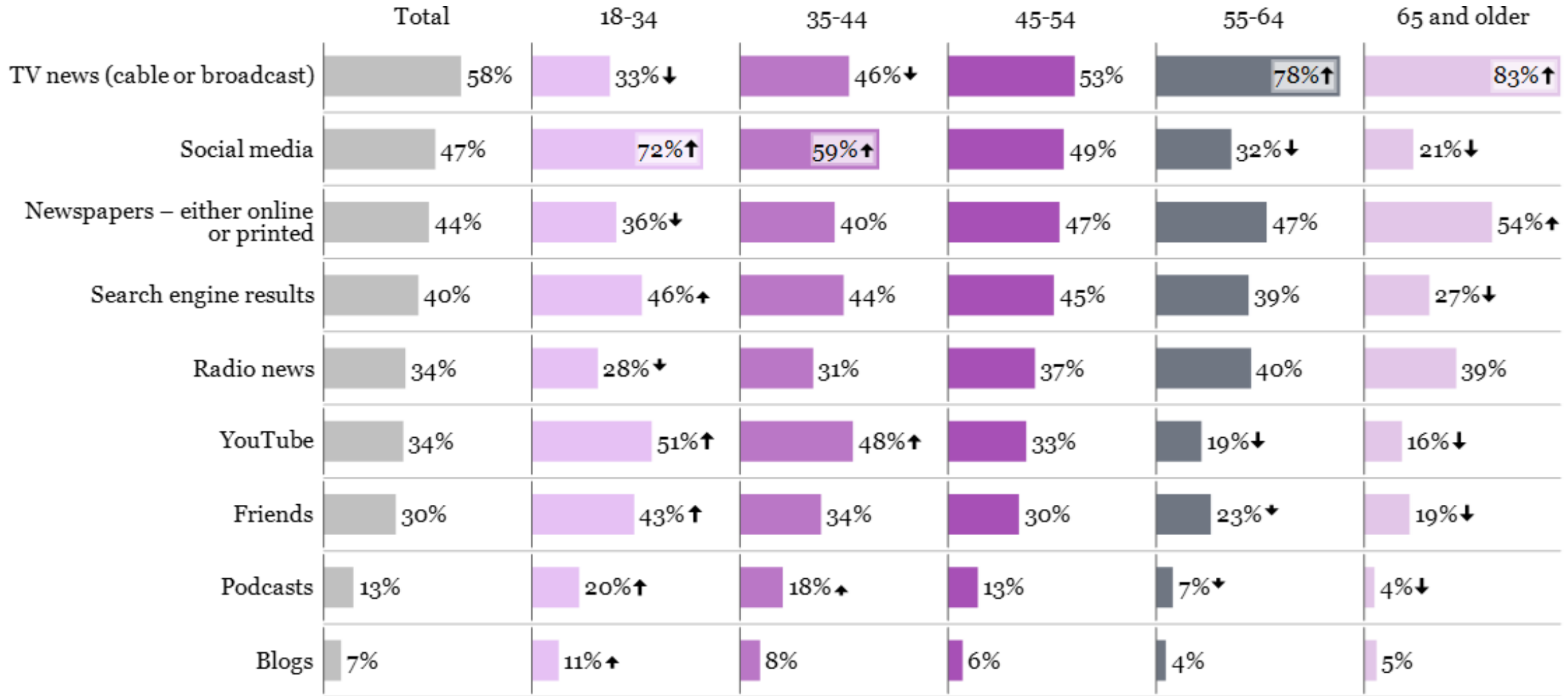


- The sources trusted to deliver true and accurate news by most people are TV, radio, and newspapers.
- Roughly half of the population says search, social media, YouTube and personal friends are **not** reliable.
- If an important development or story broke, Canadians turn to TV, newspapers or search for info.
 - TV is replaced by social media and YouTube among the under 35 set
 - Conservatives are less likely to trust mainstream media
- Canadians are very uncertain about this new environment:
 - Most agree it is becoming more difficult to discern the truth of things
 - However, similar numbers are satisfied with their information sources and feel better informed
- Most – 58% – agree the CBC should continue to receive federal funding.



News Sources

The most common place to get news is TV, but that is not true among those younger than 45. Young Canadians are more likely to use YouTube, search, and their friends as sources of information.



Where do you get your news and information? Select all that apply.
n = 1300

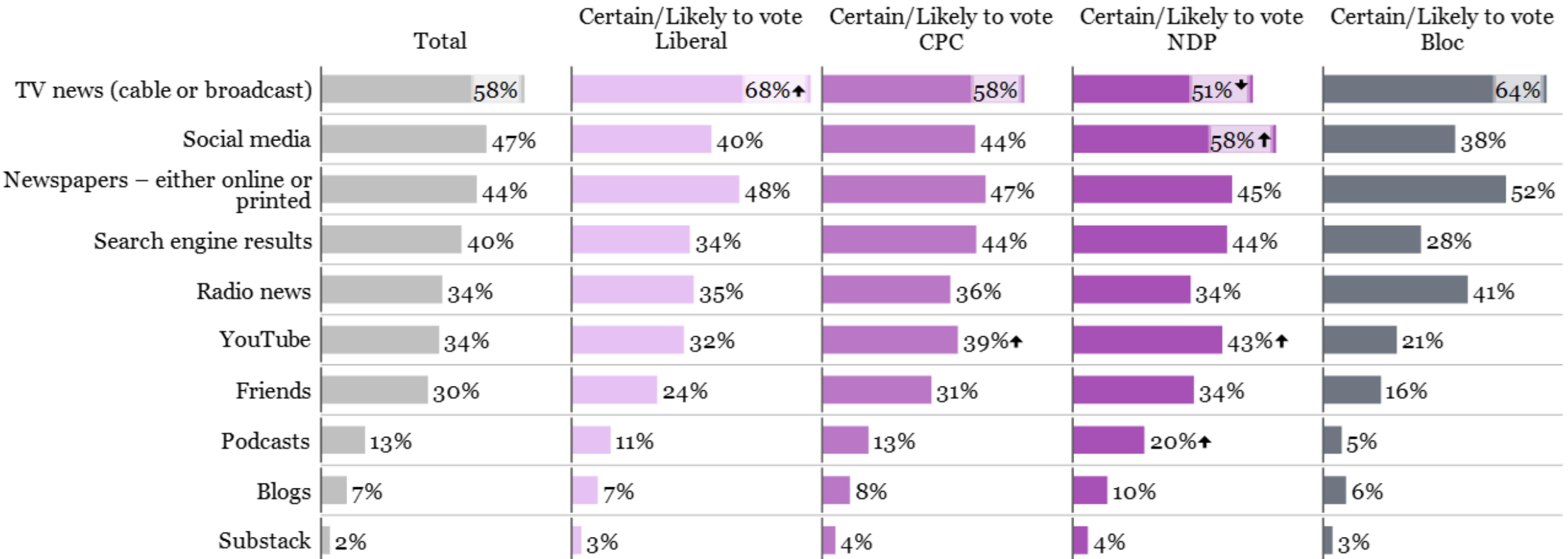
% choosing each



News Sources

Liberal voters are more likely than others to look for news & information on legacy media sources.

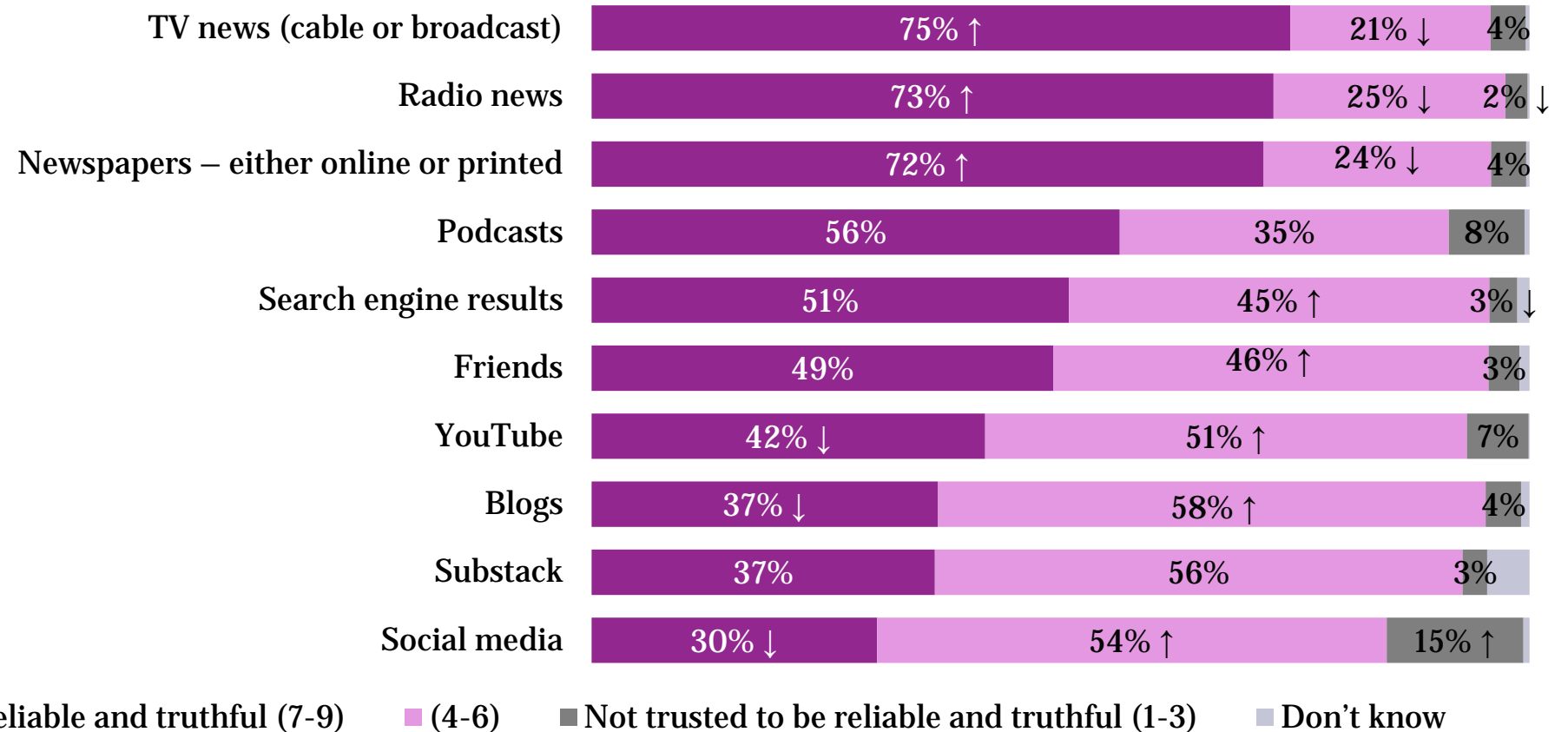
Yet voters who support all four of the main federal political parties rely to a large extent on legacy media.





Trust in News Sources

Mainstream media remains the most trusted source of news. Traditional media, like TV news, radio news, and newspapers, are trusted by over 70% of Canadians. Search engine results are trusted by only 50% and social media by 30%.



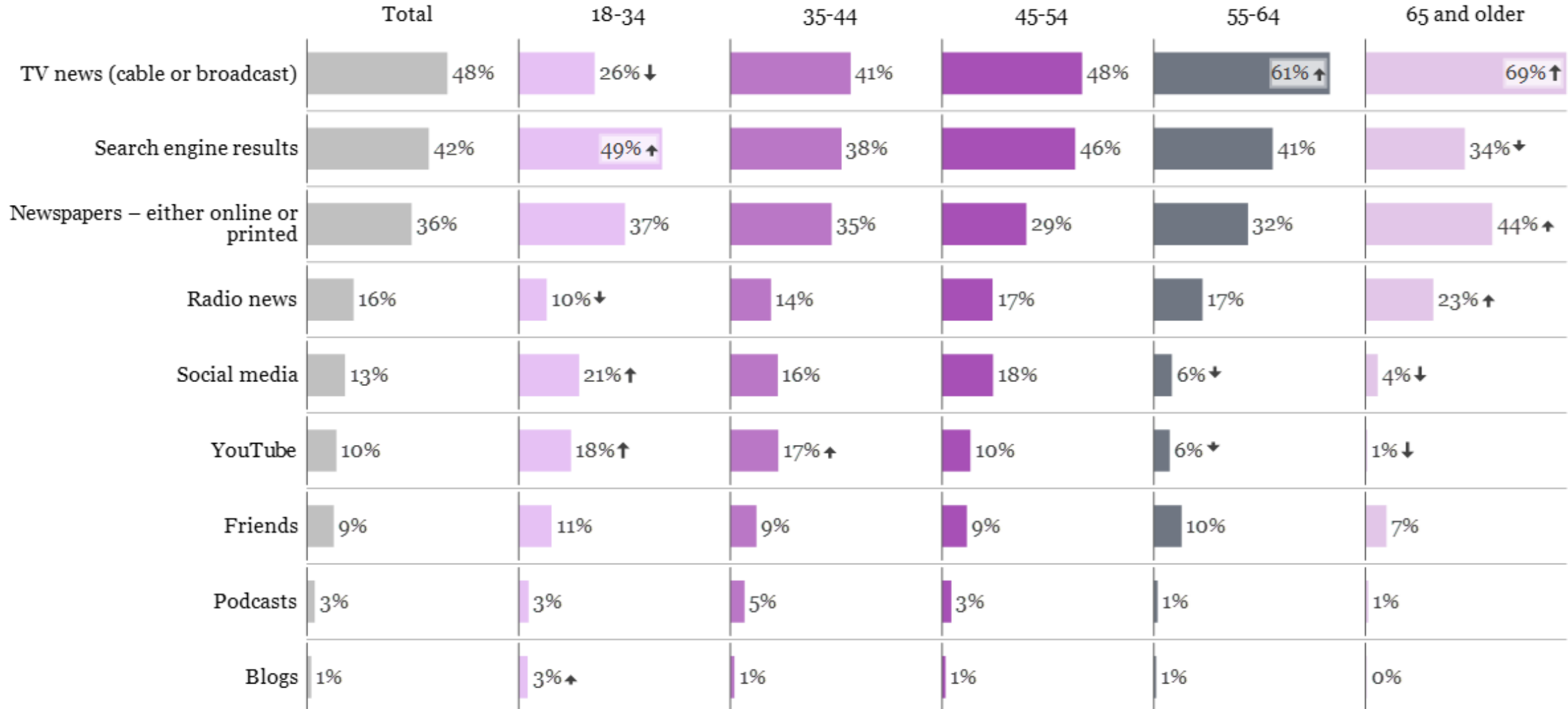
How much do you trust each of those sources to provide true and reliable information? [each variable asked only of those selecting it as a source in previous question]

Variables that were selected in the previous question by each individual respondent were offered here: i.e. n= varies from 31 to 728



Most Trusted Sources

In a forced choice, Canadians said they would turn to TV news, search or newspapers' sites/content.
Younger adults prioritize search above all.



If you needed to know the truth about an important event, where would you look for that information? [SELECT UP TO TWO FROM THE FOLLOWING]

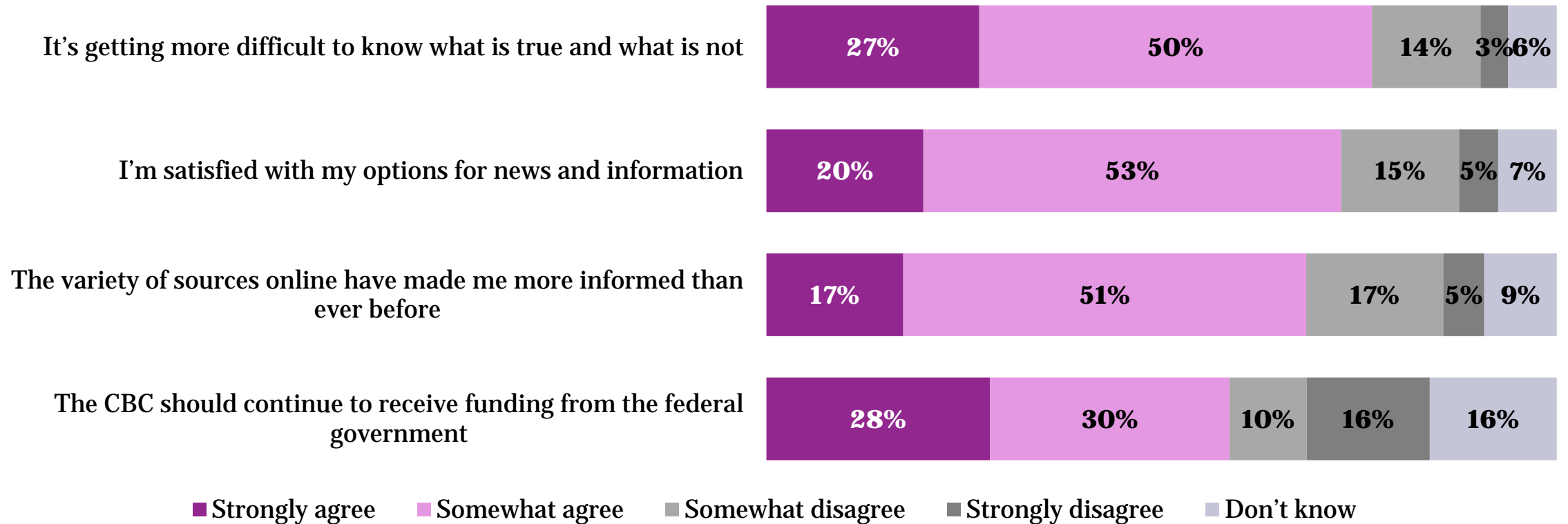


Trust in News & Online Content

There's some ambivalence about online content in that many feel truthfulness is difficult to ascertain.

Yet most are satisfied with their options for news and information.

Just over half agree the CBC should continue to receive federal funding. Strong agreement significantly outpaces strong disagreement with this idea.



And how much do you agree or disagree with the following statements?

n= 1300

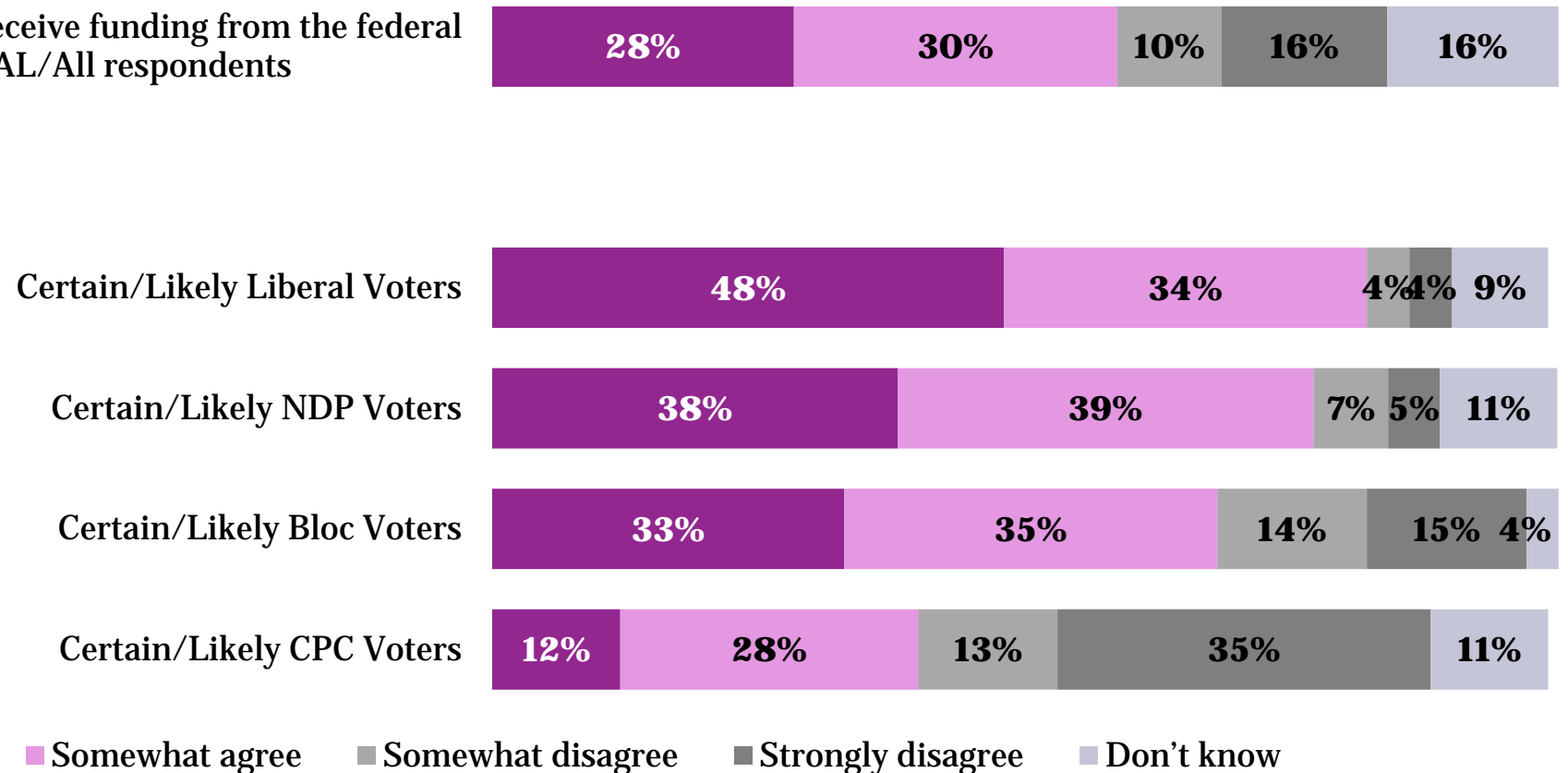


Trust in News & Online Content

Disagreement with funding the CBC is substantially stronger among Conservative voters but even among this group there is no consensus on defunding the CBC. Among other voters, significant levels of disagreement exist only among those who are certain/likely to vote for the Bloc. The clear majority of Bloc voters agree with funding the CBC, at least somewhat.

While half of Conservatives disagree with maintaining funding for the public broadcaster while nearly as many somewhat agree with continuing to fund the CBC in some form.

The CBC should continue to receive funding from the federal government - TOTAL/All respondents



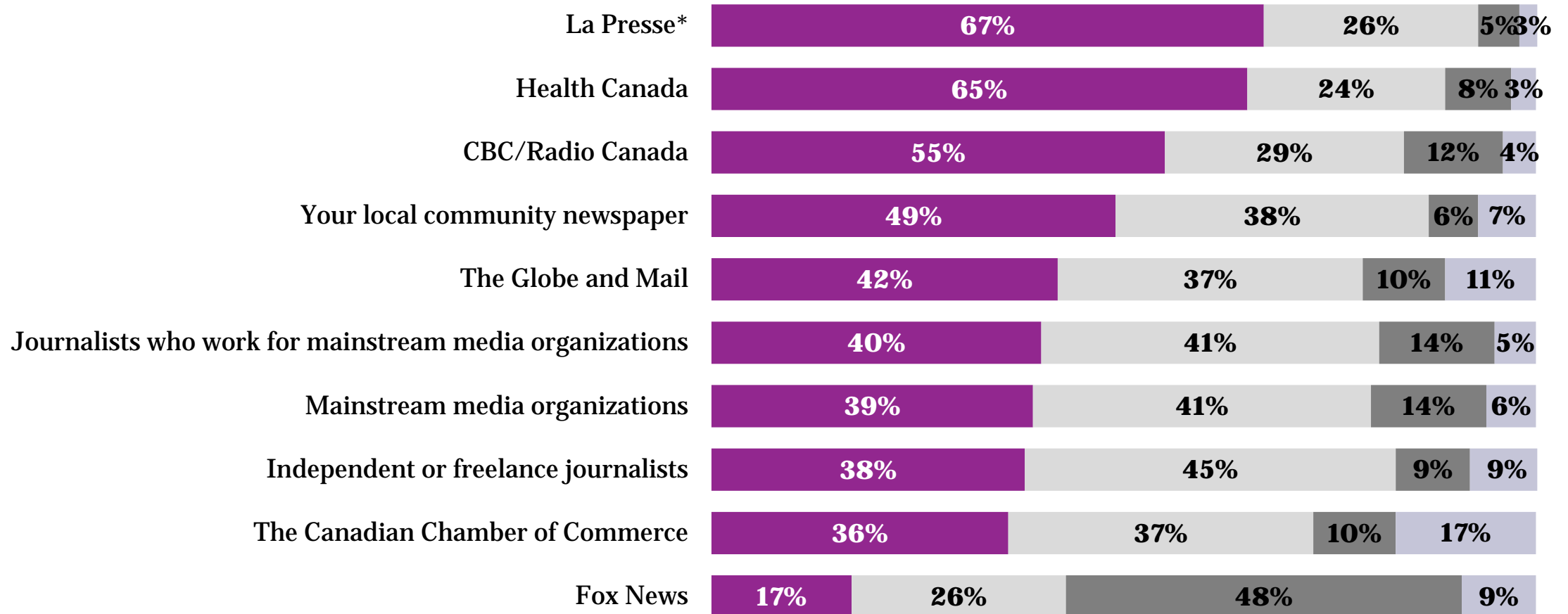
And how much do you agree or disagree with the following statements?

n= 1300



Trusted to Be Reliable & Truthful

Canadians are far more likely to say legacy media brands are trustworthy than not when it comes to being truthful and reliable



■ Absolutely trusted to be reliable and truthful (7-9) ■ Somewhat trusted (4-6) ■ Not at all trusted to be reliable and truthful (1-3) ■ Don't know

How much would you trust each of the following people or organizations to provide information that is reliable and true? [1= not at all trusted to be reliable and truthful & 9= trusted absolutely to be reliable and truthful - Don't know]

n= 1300 | *Asked of those in Quebec only excepting La Presse (asked only of French language respondents)

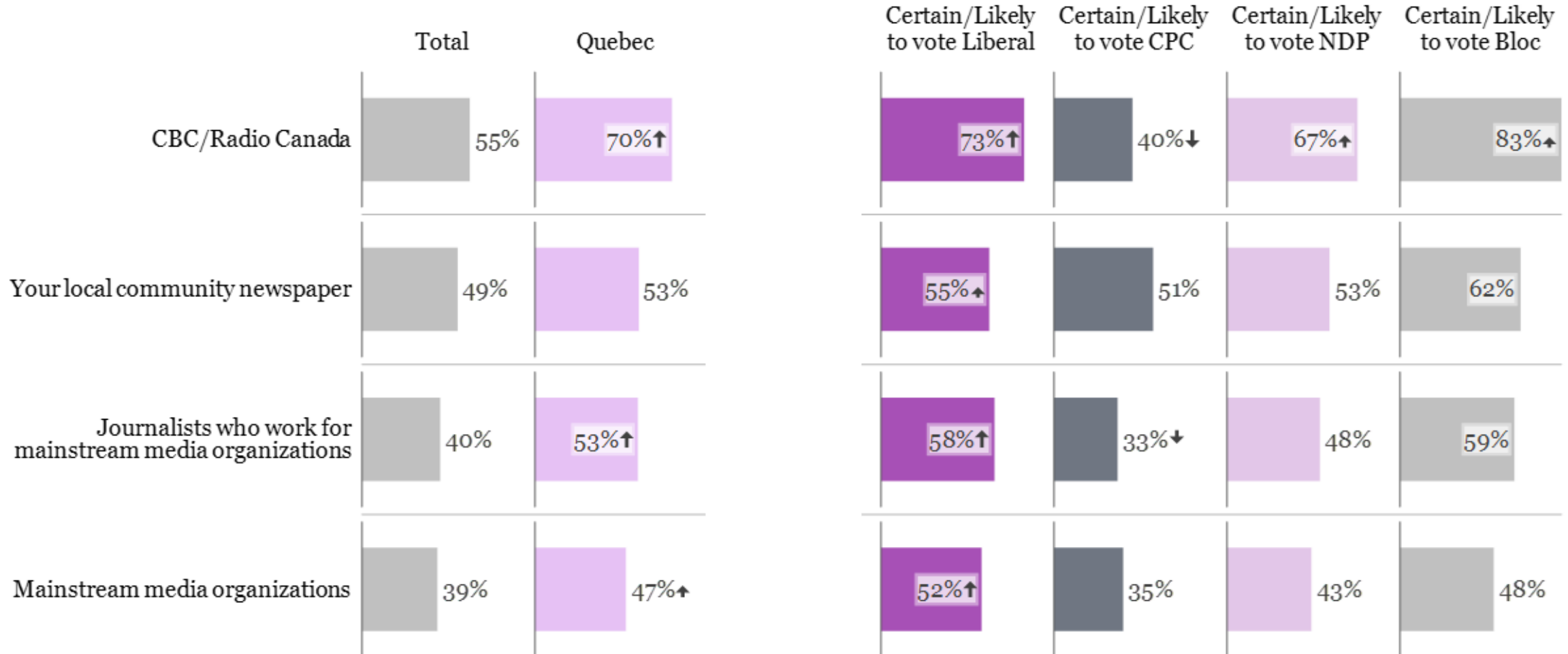


Trusted to Be Reliable & Truthful

Quebecers are significantly more likely than other Canadians to trust Radio-Canada & MSM organizations.

CPC voters are no less likely to trust local media but much less likely to trust both MSM & journalists working for them.

At least 50% in all major age groups have a high degree of trust in the CBC/Radio-Canada (rising to 66% among those aged 75+).



How much would you trust each of the following people or organizations to provide information that is reliable and true? [1= not at all trusted to be reliable and truthful & 9= trusted absolutely to be reliable and truthful - Don't know]

n= 1300

% choosing "Trusted to be reliable and truthful"



- Those who care about news still rely on legacy media as their primary source of information.
- This is set against substantial mistrust in online social media to provide truthful and reliable information.
- Even younger Canadian adults would be more likely to turn to other sources than social media if they needed to know the facts about a major event.
- Local media organizations such as community newspapers are especially trusted as a news source.
- However, national brands such as the CBC retain the trust of the majority of Canadians.
- Most agree CBC should continue to receive federal funding.
- Some, such as Conservative voters and to a lesser extent Bloc voters, may be less likely than others to agree. But even among those groups there is nothing close to consensus that funding to the broadcaster should stop.



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