

September 2026

**CANADIAN JOURNALISM FOUNDATION — FALL 2026 POLL 1:
ISSUES AND NEWS COVERAGE
TOPLINE RESULTS — TOTAL SAMPLE**

METHODOLOGY

This survey was conducted with 1,600 Canadian adults by Canada Pulse Insights for the Canadian Journalism Foundation, fielded from September 11 to 22, 2026. A random sample of Canadian adult respondents was invited to complete the survey through an online panel platform managed by Sago, one of the world's largest and most respected sample and panel suppliers. The data were weighted according to Statistics Canada population estimates so the sample aligns with Canada's adult population by region, age within region and gender. The margin of error for a comparable probability-based random sample of the same size is ± 2.5 percentage points, 19 times out of 20; it is larger for subgroups. Any discrepancies between the detailed tables and published results are due to rounding. Respondents were given the choice to answer the survey in English or French (1,317 and 283 did so). Residents of the territories were not sampled.

Both Canada Pulse Insights and Sago are accredited members of the Canadian Research Insights Council (CRIC) and adhere to its Canadian Code of Market, Opinion, and Social Research and Data Analytics, which incorporates international ESOMAR standards and Canadian public opinion disclosure requirements.

Weighting benchmarks are Statistics Canada population estimates as at July 1, 2025 (table 17-10-0005-01) for adults 18 and over, excluding the territories.

Base sizes shown throughout this topline are unweighted — the number of interviews actually completed. All percentages are calculated on weighted data, so a percentage and its unweighted base will not always divide evenly. Percentages may not sum to 100% due to rounding, and sum to more than 100% on multiple-response questions.

NEWS CONSUMER TYPE

Q1. Please indicate what kind of news person you are. [Select one]

Base: All respondents (n=1,600)

I'm a hyper news consumer - I always check the news and depend on numerous sources to get it, ranging from newspapers, radio, talk news, and news sites to news aggregators and social media.	16%
I'm a moderate news consumer - I check the news a few times a day when I really need to or I'm interested, and I depend on a few sources to get it, such as newspapers, radio, media news sites, and social media.	45%
I'm a casual news consumer - I check the news once in a while from some regular sources and times that I pretty much stick to.	30%
I'm really a non-news consumer - I don't seek out or care much about the news unless it's really something big or affects me directly.	10%
NET – Hyper or moderate news consumer	60%
NET – Casual or non-news consumer	40%

INTEREST, INFORMATION AND SATISFACTION

Q2. How interested are you in news and information about each of the following? [Select one for each]

Q2. Your local community or neighbourhood

Base: All respondents (n=1,600)

Very interested	40%
Somewhat interested	48%
Not very interested	9%
Not at all interested	3%
NET – Interested (very or somewhat)	88%
NET – Not interested (not very or not at all)	12%
Mean (4-point scale, 4 = very interested)	3.3

Q2. Your province

Base: All respondents (n=1,600)

Very interested	45%
Somewhat interested	47%
Not very interested	6%
Not at all interested	2%
NET – Interested (very or somewhat)	92%
NET – Not interested (not very or not at all)	8%
Mean (4-point scale, 4 = very interested)	3.4

Q2. Canada as a whole

Base: All respondents (n=1,600)

Very interested	49%
Somewhat interested	43%
Not very interested	7%
Not at all interested	2%
NET – Interested (very or somewhat)	91%
NET – Not interested (not very or not at all)	9%
Mean (4-point scale, 4 = very interested)	3.4

Q3. How well informed do you feel about what is happening in each of the following? [Select one for each]

Q3. Your local community or neighbourhood

Base: All respondents (n=1,600)

Very well informed	16%
Fairly well informed	55%
Not very well informed	26%
Not at all informed	4%
NET – Well informed (very or fairly)	70%
NET – Not well informed (not very or not at all)	30%
Mean (4-point scale, 4 = very well informed)	2.8

Q3. Your province*Base: All respondents (n=1,600)*

Very well informed	19%
Fairly well informed	60%
Not very well informed	19%
Not at all informed	2%
NET – Well informed (very or fairly)	79%
NET – Not well informed (not very or not at all)	21%
Mean (4-point scale, 4 = very well informed)	3.0

Q3. Canada as a whole*Base: All respondents (n=1,600)*

Very well informed	20%
Fairly well informed	57%
Not very well informed	20%
Not at all informed	3%
NET – Well informed (very or fairly)	78%
NET – Not well informed (not very or not at all)	22%
Mean (4-point scale, 4 = very well informed)	3.0

Q4. And how satisfied are you with the news coverage available to you about each of the following?
 [Select one for each]

Q4. Your local community or neighbourhood*Base: All respondents (n=1,600)*

Very satisfied	15%
Somewhat satisfied	51%
Not very satisfied	20%
Not at all satisfied	6%
Don't know / I don't follow news about this	8%
NET – Satisfied (very or somewhat)	66%
NET – Not satisfied (not very or not at all)	26%
Mean (4-point scale, 4 = very satisfied; don't know excluded)	2.8

Q4. Your province*Base: All respondents (n=1,600)*

Very satisfied	20%
Somewhat satisfied	59%
Not very satisfied	13%
Not at all satisfied	3%
Don't know / I don't follow news about this	6%
NET – Satisfied (very or somewhat)	78%
NET – Not satisfied (not very or not at all)	16%
Mean (4-point scale, 4 = very satisfied; don't know excluded)	3.0

Q4. Canada as a whole

Base: All respondents (n=1,600)

Very satisfied	24%
Somewhat satisfied	54%
Not very satisfied	12%
Not at all satisfied	4%
Don't know / I don't follow news about this	6%
NET – Satisfied (very or somewhat)	78%
NET – Not satisfied (not very or not at all)	16%
Mean (4-point scale, 4 = very satisfied; don't know excluded)	3.1

NATIONAL ISSUES AND NEWS COVERAGE

Q5. Thinking about issues facing Canada as a whole, which of the following broad areas matter most to you personally or to your family? — ranked first [Select and rank your top three, where 1 is the area that matters most]

Base: All respondents (n=1,600)

Affordability and the cost of living (e.g., grocery prices, inflation, interest rates, taxes)	29%
Health care (e.g., access, wait times, staffing)	16%
Canada's place in the world (e.g., Canada–U.S. relations, trade, defence)	10%
Jobs and the economy (e.g., employment, wages, economic growth)	9%
Crime and public safety (e.g., violent crime, policing, drugs and addiction)	7%
Housing and homelessness (e.g., affordability, availability, home ownership)	6%
Climate change, energy, and the environment (e.g., extreme weather, emissions, pipelines)	6%
Government spending, services, and accountability (e.g., deficits, quality of services, ethics)	6%
Education, child care, and family supports	4%
Social equality and rights (e.g., discrimination, poverty, seniors, gender equality)	3%
Immigration (e.g., immigration levels, settlement, border policy)	3%
Indigenous reconciliation and Indigenous issues	1%
Other area (please specify)	0%
None of these / No particular issue	1%

Q5. Thinking about issues facing Canada as a whole, which of the following broad areas matter most to you personally or to your family? — ranked first, second or third (combined) [Select and rank your top three, where 1 is the area that matters most]

Base: All respondents (n=1,600)

Affordability and the cost of living (e.g., grocery prices, inflation, interest rates, taxes)	61%
Health care (e.g., access, wait times, staffing)	49%
Jobs and the economy (e.g., employment, wages, economic growth)	30%
Canada's place in the world (e.g., Canada–U.S. relations, trade, defence)	27%
Crime and public safety (e.g., violent crime, policing, drugs and addiction)	25%
Government spending, services, and accountability (e.g., deficits, quality of services, ethics)	23%
Housing and homelessness (e.g., affordability, availability, home ownership)	22%
Climate change, energy, and the environment (e.g., extreme weather, emissions, pipelines)	20%
Immigration (e.g., immigration levels, settlement, border policy)	13%
Education, child care, and family supports	12%
Social equality and rights (e.g., discrimination, poverty, seniors, gender equality)	11%
Indigenous reconciliation and Indigenous issues	3%
Other area (please specify)	1%
None of these / No particular issue	1%

Q6. Now thinking about the three areas you ranked as most important, do you think Canadian news media (including television, radio, newspapers, online news sites, and social media accounts of news organizations) give each one too much coverage, about the right amount of coverage, or too little coverage? [Asked about each of the three areas ranked at Q5, in ranked order; select one for each]

Q6. Affordability and the cost of living (e.g., grocery prices, inflation, interest rates, taxes)

Base: Ranked this issue at Q5 (n=976)

Too much coverage	3%
About the right amount of coverage	52%
Too little coverage	38%
Don't know / Not enough information to say	7%

Q6. Housing and homelessness (e.g., affordability, availability, home ownership)

Base: Ranked this issue at Q5 (n=360)

Too much coverage	4%
About the right amount of coverage	36%
Too little coverage	50%
Don't know / Not enough information to say	9%

Q6. Health care (e.g., access, wait times, staffing)

Base: Ranked this issue at Q5 (n=779)

Too much coverage	2%
About the right amount of coverage	38%
Too little coverage	53%
Don't know / Not enough information to say	6%

Q6. Jobs and the economy (e.g., employment, wages, economic growth)

Base: Ranked this issue at Q5 (n=490)

Too much coverage	4%
About the right amount of coverage	51%
Too little coverage	37%
Don't know / Not enough information to say	8%

Q6. Immigration (e.g., immigration levels, settlement, border policy)

Base: Ranked this issue at Q5 (n=201)

Too much coverage	10%
About the right amount of coverage	23%
Too little coverage	61%
Don't know / Not enough information to say	6%

Q6. Crime and public safety (e.g., violent crime, policing, drugs and addiction)

Base: Ranked this issue at Q5 (n=410)

Too much coverage	6%
About the right amount of coverage	48%
Too little coverage	40%
Don't know / Not enough information to say	6%

Q6. Climate change, energy, and the environment (e.g., extreme weather, emissions, pipelines)

Base: Ranked this issue at Q5 (n=316)

Too much coverage	2%
About the right amount of coverage	32%
Too little coverage	61%
Don't know / Not enough information to say	5%

Q6. Government spending, services, and accountability (e.g., deficits, quality of services, ethics)

Base: Ranked this issue at Q5 (n=358)

Too much coverage	5%
About the right amount of coverage	36%
Too little coverage	55%
Don't know / Not enough information to say	4%

Q6. Canada's place in the world (e.g., Canada–U.S. relations, trade, defence)

Base: Ranked this issue at Q5 (n=436)

Too much coverage	7%
About the right amount of coverage	75%
Too little coverage	15%
Don't know / Not enough information to say	3%

Q6. Indigenous reconciliation and Indigenous issues

Base: Ranked this issue at Q5 (n=48)

Too much coverage	11%
About the right amount of coverage	34%
Too little coverage	45%
Don't know / Not enough information to say	9%

Q6. Education, child care, and family supports

Base: Ranked this issue at Q5 (n=188)

Too much coverage	4%
About the right amount of coverage	38%
Too little coverage	50%
Don't know / Not enough information to say	8%

Q6. Social equality and rights (e.g., discrimination, poverty, seniors, gender equality)*Base: Ranked this issue at Q5 (n=178)*

Too much coverage	6%
About the right amount of coverage	36%
Too little coverage	52%
Don't know / Not enough information to say	6%

Q6. Other area (please specify)*Base: Ranked this issue at Q5 (n=15)*

Too much coverage	0%
About the right amount of coverage	6%
Too little coverage	94%
Don't know / Not enough information to say	0%

Q6 summary. Coverage verdict by national issue, among those who ranked the issue at Q5 and gave an answer — 'don't know' set aside (derived)*Base: Ranked the issue at Q5 and gave an answer; n shown for each issue. Ranked by 'too little coverage'.*

	Too little	About right	Too much
Immigration (n=189)	65%	24%	11%
Climate change, energy, and the environment (n=301)	65%	33%	2%
Government spending, services, and accountability (n=343)	58%	37%	5%
Health care (n=733)	57%	41%	2%
Housing and homelessness (n=328)	55%	40%	5%
Social equality and rights (n=167)	55%	38%	7%
Education, child care, and family supports (n=173)	54%	42%	5%
Indigenous reconciliation and Indigenous issues (n=44)	50%	38%	12%
Crime and public safety (n=383)	43%	51%	6%
Affordability and the cost of living (n=907)	41%	56%	3%
Jobs and the economy (n=450)	40%	55%	5%
Canada's place in the world (n=424)	15%	77%	8%

Q6x. Number of the issues each respondent ranked at Q5 that they said get too little coverage at Q6 (derived)*Base: All respondents (n=1,600)*

Too little coverage on all three	23%
Too little coverage on two	20%
Too little coverage on one	22%
Too little coverage on none	33%
Did not rank any national issue	1%
NET – Too little coverage on two or more	43%
NET – About the right amount on two or more	43%

LOCAL ISSUES AND LOCAL NEWS COVERAGE

Q7. Now thinking about your own municipality, community, or neighbourhood — which of the following matter most to you personally or to your family? — ranked first [Select and rank your top three, where 1 matters most]

Base: All respondents (n=1,600)

Health care and access to care in my community	23%
Housing, homelessness, and development	12%
Crime, policing, and public safety	12%
Roads, traffic, and public transit	12%
Local government spending, services, and accountability	10%
Local economy and jobs	10%
Drug use, addiction, and supervised consumption sites	4%
Schools and local education	4%
Environment, parks, and green space	4%
Community cleanliness (litter, waste collection, graffiti)	3%
Community services (libraries, recreation, child care, seniors' services)	3%
Other issue (please specify)	1%
None of these / No particular issue	2%

Q7. Now thinking about your own municipality, community, or neighbourhood — which of the following matter most to you personally or to your family? — ranked first, second or third (combined) [Select and rank your top three, where 1 matters most]

Base: All respondents (n=1,600)

Health care and access to care in my community	50%
Roads, traffic, and public transit	39%
Crime, policing, and public safety	38%
Housing, homelessness, and development	34%
Local government spending, services, and accountability	31%
Local economy and jobs	26%
Community services (libraries, recreation, child care, seniors' services)	17%
Drug use, addiction, and supervised consumption sites	16%
Environment, parks, and green space	13%
Community cleanliness (litter, waste collection, graffiti)	13%
Schools and local education	13%
Other issue (please specify)	2%
None of these / No particular issue	2%

Q8. And do you think local news media (including local television and radio stations, community and daily newspapers, local news websites, and local news accounts on social media) give each of these too much coverage, about the right amount of coverage, or too little coverage? [Asked about each of the three areas ranked at Q7, in ranked order; select one for each]

Q8. Local economy and jobs

Base: Ranked this issue at Q7 (n=418)

Too much coverage	3%
About the right amount of coverage	43%
Too little coverage	47%
Don't know / Not enough information to say	8%

Q8. Housing, homelessness, and development*Base: Ranked this issue at Q7 (n=533)*

Too much coverage	2%
About the right amount of coverage	37%
Too little coverage	53%
Don't know / Not enough information to say	7%

Q8. Roads, traffic, and public transit*Base: Ranked this issue at Q7 (n=638)*

Too much coverage	3%
About the right amount of coverage	40%
Too little coverage	49%
Don't know / Not enough information to say	7%

Q8. Local government spending, services, and accountability*Base: Ranked this issue at Q7 (n=490)*

Too much coverage	1%
About the right amount of coverage	36%
Too little coverage	57%
Don't know / Not enough information to say	6%

Q8. Crime, policing, and public safety*Base: Ranked this issue at Q7 (n=612)*

Too much coverage	3%
About the right amount of coverage	45%
Too little coverage	45%
Don't know / Not enough information to say	7%

Q8. Drug use, addiction, and supervised consumption sites*Base: Ranked this issue at Q7 (n=246)*

Too much coverage	6%
About the right amount of coverage	29%
Too little coverage	58%
Don't know / Not enough information to say	7%

Q8. Environment, parks, and green space*Base: Ranked this issue at Q7 (n=211)*

Too much coverage	4%
About the right amount of coverage	35%
Too little coverage	52%
Don't know / Not enough information to say	9%

Q8. Health care and access to care in my community*Base: Ranked this issue at Q7 (n=807)*

Too much coverage	2%
About the right amount of coverage	34%
Too little coverage	57%
Don't know / Not enough information to say	6%

Q8. Schools and local education*Base: Ranked this issue at Q7 (n=203)*

Too much coverage	4%
About the right amount of coverage	31%
Too little coverage	58%
Don't know / Not enough information to say	7%

Q8. Community services (libraries, recreation, child care, seniors' services)*Base: Ranked this issue at Q7 (n=284)*

Too much coverage	5%
About the right amount of coverage	41%
Too little coverage	49%
Don't know / Not enough information to say	6%

Q8. Community cleanliness (litter, waste collection, graffiti)*Base: Ranked this issue at Q7 (n=214)*

Too much coverage	6%
About the right amount of coverage	32%
Too little coverage	52%
Don't know / Not enough information to say	10%

Q8. Other issue (please specify)*Base: Ranked this issue at Q7 (n=30)*

Too much coverage	4%
About the right amount of coverage	13%
Too little coverage	83%
Don't know / Not enough information to say	0%

Q8 summary. Coverage verdict by local issue, among those who ranked the issue at Q7 and gave an answer — 'don't know' set aside (derived)*Base: Ranked the issue at Q7 and gave an answer; n shown for each issue. Ranked by 'too little coverage'.*

	Too little	About right	Too much
Schools and local education (n=188)	63%	33%	4%
Drug use, addiction, and supervised consumption sites (n=229)	62%	31%	6%
Health care and access to care in my community (n=760)	61%	36%	3%
Local government spending, services, and accountability (n=460)	61%	38%	2%
Community cleanliness (litter, waste collection, graffiti) (n=193)	58%	35%	7%
Housing, homelessness, and development (n=497)	57%	40%	3%
Environment, parks, and green space (n=195)	57%	39%	5%
Roads, traffic, and public transit (n=595)	53%	43%	4%
Community services (libraries, recreation, child care, seniors' services) (n=269)	52%	43%	5%
Local economy and jobs (n=387)	51%	46%	3%
Crime, policing, and public safety (n=570)	49%	48%	3%

Q8x. Number of the issues each respondent ranked at Q7 that they said get too little coverage at Q8 (derived)

Base: All respondents (n=1,600)

Too little coverage on all three	34%
Too little coverage on two	19%
Too little coverage on one	15%
Too little coverage on none	30%
Did not rank any local issue	2%
NET – Too little coverage on two or more	53%
NET – About the right amount on two or more	34%

WHAT CANADIANS WANT COVERED MORE THOROUGHLY

Q9 to Q12 were open-ended: respondents answered in their own words, in English or French. The answers were coded into themes; an answer could take up to two codes, so the percentages for each question sum to more than 100%. Each question is based on those who gave an answer.

Q9. Imagine for a moment that you could put all the news editors, producers, journalists, and media organization leadership in Canada in one room. Which single national issue would you tell them you would like them to cover more thoroughly? [Open-ended]

Base: Gave an answer (the question was optional) (n=1,547)

Affordability and the cost of living	17%
Jobs and the economy	12%
Health care	11%
Government spending, taxes and accountability	11%
Climate change, energy and the environment	9%
U.S. relations, tariffs and trade	9%
Housing costs and affordable housing	6%
Immigration	5%
Canada's place in the world and international affairs	5%
Crime, justice and public safety	5%
Homelessness	4%
The news media themselves	3%
Social equality, poverty and rights	3%
National unity, separation and interprovincial trade	2%
Drug use and addiction	1%
Education, child care and family supports	1%
Seniors, pensions and the aging population	1%
AI, technology and data	1%
Indigenous reconciliation and Indigenous issues	0%
Other national issue	3%
Everything / too many to pick one	1%
Nothing / no comment / coverage is fine	4%
Don't know / not sure	5%
Unclear or no meaningful answer	1%

Q10. And, in a few words, what about this issue is missing from the coverage you see now? [Open-ended]

Base: Gave an answer (the question was optional) (n=1,540)

Not enough coverage / not covered often enough	15%
Restates the issue or gives their own view	15%
Depth, detail, context and analysis	13%
Solutions and what can be done	12%
What governments are doing and holding them accountable	10%
No coverage at all / ignored	7%
The impact on ordinary people	6%
Bias, balance and both sides	5%
Honesty and the truth	5%
Urgency, seriousness and awareness	5%
Action, not coverage: nothing is being done	3%
Facts, figures and data	3%
Real journalism: investigation, hard questions, less opinion	3%
Follow-up, updates and continuity	3%
The local angle / loss of local news	2%
Crowded out by Trump, politics or other news	2%
Positive news and what is working	1%
Nothing is missing / coverage is fine	9%
Everything / all of it	3%
Don't know / not sure	6%
Unclear or no meaningful answer	2%

Q11. In the same way, which single local issue would you tell them you would like them to cover more thoroughly? [Open-ended]

Base: Gave an answer (the question was optional) (n=1,524)

Local government spending, taxes and accountability	13%
Crime, policing and public safety	9%
Health care and access to care	9%
Affordability and the cost of living	9%
Homelessness	9%
Roads, traffic and infrastructure	8%
Housing costs and affordable housing	8%
Drug use and addiction	5%
Local economy and jobs	5%
Community and social services	5%
Public transit	4%
A provincial or national issue named	3%
Development, overbuilding and planning	3%
Immigration	2%
Local events, community news and positive stories	2%
Environment, parks and green space	2%
The news media themselves	2%
Schools and local education	2%
Community cleanliness	1%
Other local issue	2%
Everything / too many to pick one	0%
Nothing / no comment / coverage is fine	7%
Don't know / not sure	7%
Unclear or no meaningful answer	2%

Q12. And, in a few words, what about this issue is missing from the coverage you see now? [Open-ended]

Base: Gave an answer (the question was optional) (n=1,517)

Restates the issue or gives their own view	17%
Not enough coverage / not covered often enough	16%
No coverage at all / ignored	10%
Solutions and what can be done	9%
What governments are doing and holding them accountable	9%
Depth, detail, context and analysis	8%
The local angle / loss of local news	5%
The impact on ordinary people	4%
Follow-up, updates and continuity	4%
Honesty and the truth	4%
Action, not coverage: nothing is being done	3%
Facts, figures and data	3%
Urgency, seriousness and awareness	3%
Bias, balance and both sides	2%
Real journalism: investigation, hard questions, less opinion	2%
Positive news and what is working	1%
Crowded out by Trump, politics or other news	1%
Nothing is missing / coverage is fine	11%
Everything / all of it	4%
Don't know / not sure	8%
Unclear or no meaningful answer	3%

NEWS SOURCES AND PAYING FOR NEWS

Q13. On a typical day, from which of the following do you get your news? [Select all that apply]

Base: All respondents (n=1,600)

TV news programs (including regular newscasts and 24-hour news channels)	48%
Social media (e.g., Facebook, Instagram, X/Twitter, TikTok, WhatsApp, WeChat)	38%
News websites or apps from TV or newspaper organizations	34%
Radio news (including radio streams, apps, and talk stations)	32%
Daily newspapers (print, online, or apps)	30%
Search engines (e.g., Google)	27%
Friends, family, or colleagues	27%
Local or community newspapers (print or online)	25%
News aggregator sites or apps (e.g., Google News, Apple News)	17%
Independent news creators or influencers (e.g., YouTube channels, TikTok/Instagram accounts run by individuals rather than news outlets)	13%
Email newsletters or Substack-style updates (from news organizations or independent writers)	11%
Dedicated news services (e.g., Reuters, Bloomberg)	10%
News podcasts	8%
Magazines (print or online)	7%
AI chatbots or AI search summaries (e.g., ChatGPT, Gemini, Google AI Overviews)	4%
Other (please specify)	2%
NET – Any traditional source (TV, radio, daily or local newspapers, or their websites or apps)	79%
NET – Any social or creator source (social media, newsletters, podcasts, independent creators)	51%

Q13y. Source typology derived from the sources selected at Q13 (derived)

Base: All respondents (n=1,600)

Traditional sources only	30%
Traditional and social or digital sources	49%
Social-first (social or digital sources, no traditional source)	17%
Neither	3%

Q14. Excluding the cost of your basic cable or television package, how many news providers do you personally currently pay for in order to access news or news-related content? This could include print or digital newspaper and magazine subscriptions, paid newsletters, business publications, news websites or apps, or paid social-media/news blogs. [Select one]

Base: All respondents (n=1,600)

None	68%
One	17%
Two	10%
Three	3%
Four or more	2%
NET – Pays for one or more	32%

Q15. And are the news sources you pay for mostly Canadian, mostly international, or an even split? [Select one]

Base: Pays for one or more news providers (Q14) (n=524)

Mostly Canadian	57%
Mostly international	17%
An even split	22%
Don't know / Not sure	4%
NET – Mostly Canadian or an even split	79%

Q16. People take different approaches to staying informed about public affairs — that is, what is happening in politics, your local community, Canada, or the world. Which of the following comes closest to describing how you usually get and assess news and information? [Select one]

Base: All respondents (n=1,600)

I mainly rely on Canadian and local news sources	34%
I mainly rely on local or Canadian news sources, but sometimes check social media for additional information or to check what I have heard	14%
I often rely on social media, such as Facebook, X, TikTok, or Instagram, but also check local or Canadian news sources for additional information or confirmation	11%
I use a mix of Canadian, local, and international news sources to get a broader understanding of important issues	31%
I mainly rely on international news sources	2%
I do not regularly follow news or public affairs	5%
Other	1%
Don't know / Not sure	3%
NET – Canadian or local sources first (1, 2)	48%
NET – Any reliance on social media (2, 3)	24%

SAMPLE PROFILE

S1. What are the first three characters of your postal code? — region derived from the first character

Base: All respondents (n=1,600)

British Columbia	14%
Alberta	12%
Saskatchewan/Manitoba	6%
Ontario	39%
Québec	22%
Atlantic Canada	7%

S1. Community type derived from the second character of the postal code (0 = rural)

Base: All respondents (n=1,600)

Urban	91%
Rural	9%

S2. What is your gender? [Select one]

Base: All respondents (n=1,600)

Man	49%
Woman	50%
Non-binary	1%
Prefer to self-describe	0%
Prefer not to answer	0%

S3. In what year were you born? — age in 2026

Base: All respondents (n=1,600)

18–34	29%
35–44	13%
45–54	19%
55–64	11%
65+	28%
NET – 35–54	32%
NET – 55+	39%
Mean age	50
Median age	49

S4. What is the highest level of education you have completed? [Select one]

Base: All respondents (n=1,600)

Less than high school	1%
High school diploma or equivalent	17%
Registered apprenticeship or trades certificate	3%
College, CEGEP, or other non-university certificate/diploma	22%
University certificate or diploma below bachelor's level	6%
Bachelor's degree	30%
University certificate, diploma, or degree above bachelor's (e.g., master's, professional, doctorate)	20%
Prefer not to answer	1%
NET – High school or less	18%
NET – College, trades or other certificate	32%
NET – University degree	50%

S5. Thinking of everyone in your household, what was your total household income before taxes in the past 12 months? [Select one]

Base: All respondents (n=1,600)

Under \$25,000	6%
\$25,000 to \$49,999	12%
\$50,000 to \$74,999	13%
\$75,000 to \$99,999	17%
\$100,000 to \$124,999	12%
\$125,000 to \$149,999	10%
\$150,000 to \$199,999	10%
\$200,000 or more	10%
Prefer not to answer	10%
NET – Under \$50,000	17%
NET – \$50,000 to \$99,999	30%
NET – \$100,000 or more	43%

S6. The following question collects information to support programs promoting equal opportunity. Are you...? [Select all that apply]

Base: All respondents (n=1,600)

White	73%
Chinese	9%
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	5%
Black	4%
Indigenous (First Nations, Métis, or Inuk/Inuit)	2%
Southeast Asian (e.g., Vietnamese, Cambodian, Thai)	2%
Filipino	1%
Arab	1%
Latin American	1%
Japanese	1%
Korean	0%
West Asian (e.g., Iranian, Afghan)	0%
Other	1%
Prefer not to answer	2%
NET – Visible minority (any group other than White, Indigenous or Other)	23%
NET – Indigenous (any mention)	2%

S7. Were you born a Canadian citizen, or are you an immigrant to Canada? An immigrant is a person who is, or has ever been, a landed immigrant / permanent resident. [Select one]

Base: All respondents (n=1,600)

Born a Canadian citizen	80%
Immigrant (landed immigrant or permanent resident)	18%
Non-permanent resident (e.g., work or study permit, refugee claimant)	1%
Prefer not to answer	1%

S8. If you are an immigrant or non-permanent resident: in what year did you first come to Canada to live? — years in Canada

Base: Immigrants and non-permanent residents (S7) (n=309)

5 years or less	10%
6 to 10 years	10%
11 to 20 years	19%
21 years or more	61%
No answer	0%

S9. What is your current marital status? [Select one]

Base: All respondents (n=1,600)

Married	45%
Living common-law	12%
Widowed	4%
Separated	2%
Divorced	6%
Single, never married	30%
Prefer not to answer	1%
NET – Married or living common-law	57%

S10. Do you have any children? [Select all that apply]

Base: All respondents (n=1,600)

Yes, children under 18 living in my household	20%
Yes, children under 18 not living in my household	2%
Yes, adult children (18+)	30%
No children	49%
Prefer not to answer	1%
NET – Any children under 18	21%
NET – Any children	49%

NOTES

- Q6 and Q8 were asked only about the three issues each respondent ranked at Q5 and Q7, so each issue's results are based on those who ranked it. The coverage summaries set 'don't know' aside, which is how coverage figures are stated in the report; the issue-by-issue results show every answer.
- Q6x and Q8x count, person by person, how many of the issues each respondent ranked they say get too little coverage. They are based on all respondents; those who ranked no issue (15 national, 38 local) were not asked Q6 or Q8 and are shown on their own line.
- Directional only — bases under 100: Q6 'Other area' (n=15), Q6 Indigenous reconciliation and Indigenous issues (n=48) and Q8 'Other issue' (n=30).
- Q4: 'Don't know / I don't follow news about this' is kept in the base of the percentages and excluded from the mean. Means on Q2 to Q4 use a 4-point scale (4 = the most positive answer).
- Q13y is derived from Q13. Traditional = TV, radio, daily or local newspapers, or their websites or apps. Social or digital = social media, news aggregators, email newsletters, podcasts, independent creators, AI chatbots or search engines. Magazines, dedicated news services, friends and family, and other sources count as neither. The four groups are mutually exclusive.
- Region and community type are derived from the postal code (FSA): the first character gives the province or region, and a second character of 0 marks a rural FSA. Age is 2026 minus year of birth; years in Canada is 2026 minus year of arrival.
- Q9 to Q12 (open-ended): answers were read in both languages and coded to one list of themes per question, up to two codes per answer. 'Restates the issue or gives their own view' (Q10, Q12) means the answer described the problem or gave an opinion on it rather than naming something missing from the coverage; 'Action, not coverage' means the complaint was that nothing is being done about the issue.
- Derived measures (marked 'derived' and set in italic) were built from the answers to one or more questions; they were not asked of respondents directly.