News sources and paying for news

Canadian Journalism Foundation — Fall 2026 Poll 2: Who and What Shapes Canadians' View of the World · Tables accompanying the release — Total, region, gender and age · weighted percentages, unweighted bases

Table 1. News consumer type

Please indicate what kind of news person you are.

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Hyper news consumer — always checks the news, depends on numerous sources	15%	13%	9%	12%	13%	25%	10%	18%	12%	15%	13%	16%
						BCDEG		I				
Moderate news consumer — checks a few times a day, depends on a few sources	48%	52%	44%	45%	49%	44%	53%	52%	44%	44%	42%	56%
		F						I				JK
Casual news consumer — checks once in a while from regular sources	28%	28%	32%	33%	27%	24%	28%	23%	32%	30%	32%	22%
			F						H	L	L	
Non-news consumer — does not seek out the news unless it is big or affects them	10%	7%	15%	10%	10%	7%	9%	7%	13%	11%	13%	6%
			BEF						H	L	L	
NET: Hyper or moderate news consumer	**63%**	**65%**	**53%**	**57%**	**63%**	**69%**	**63%**	**70%**	**56%**	**59%**	**55%**	**72%**
		C			C	CD		I				JK
NET: Casual or non-news consumer	**37%**	**35%**	**47%**	**43%**	**37%**	**31%**	**37%**	**30%**	**44%**	**41%**	**45%**	**28%**
			BEF	F					H	L	L	

Answer wording abridged; the full text is in the topline.

How to read these tables

Letters beneath a figure mean it is significantly higher than the figure in the column carrying that letter, at the 95% confidence level. Columns are compared only within their own group (region with region, gender with gender, age with age), on effective bases that allow for the weighting; a column is tested only when its effective base is 30 or more. The Total column is not tested.

– = base under 30, not shown. * = base of 30 to 99: read as directional. Percentages are rounded and may not sum to 100; questions that accept more than one answer sum to more than 100.

Source: Canada Pulse Insights for the Canadian Journalism Foundation. Online survey of 2,239 Canadian adults, September 25 – October 9, 2026; sample and data collection by Sago. Weighted to Statistics Canada population estimates by region, age within region and gender.

Table 2. Sources of news on a typical day

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

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
TV news programs	50%	46%	49%	49%	49%	52%	56%	53% I	48%	32%	41% J	70% JK
Social media	42%	42%	44%	43%	45% F	37%	45%	37%	48% H	67% KL	41% L	26%
News websites or apps from TV or newspaper organizations	37%	37%	36%	34%	36%	42%	41%	42% I	32%	31%	39% J	41% J
Friends, family, or colleagues	35%	33%	38% F	41% F	37% F	28%	43% BF	31%	39% H	50% KL	36% L	23%
Search engines	32%	34% F	29%	30%	37% CFG	26%	27%	34%	30%	44% KL	29%	26%
Radio news	32%	29%	34%	31%	33%	30%	39%	34% I	29%	23%	30% J	40% JK
Daily newspapers	30%	26%	29%	21%	28%	36% BDE	37% BDE	33% I	26%	16%	24% J	45% JK
Local or community newspapers	23%	29% E	24%	21%	21%	23%	22%	24%	22%	17%	19%	31% JK
News aggregator sites or apps	21%	25% D	19%	13%	23% D	19%	22%	24% I	18%	22% L	24% L	18%
Independent news creators or influencers	18%	21% F	17%	18%	19%	15%	14%	19%	16%	33% KL	14% L	9%
Email newsletters or Substack-style updates	12%	15% F	13% F	10%	14% F	8%	9%	13%	11%	12%	11%	13%
Dedicated news services (e.g., Reuters, Bloomberg)	12%	15% F	11%	12%	13% F	8%	16% F	15% I	8%	12%	12%	12%
News podcasts	10%	11% F	7%	11%	11% F	7%	8%	11% I	8%	13% L	10% L	7%
Magazines	8%	9%	10%	6%	7%	9%	10%	10% I	6%	8%	6%	10% K
AI chatbots or AI search summaries	8%	7%	7%	9%	9%	9%	4%	9%	7%	20% KL	5% L	2%
Other	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
NET: Any traditional source (TV, radio, daily or local newspapers, or their websites or apps)	**79%**	**79%**	**80%**	**73%**	**77%**	**81%**	**82%**	**80%**	**77%**	**63%**	**75% J**	**93% JK**
NET: Any social or digital source (social media, aggregators, newsletters, podcasts, creators, AI or search)	**71%**	**74% F**	**68%**	**69%**	**75% CF**	**63%**	**68%**	**70%**	**71%**	**88% KL**	**70% L**	**58%**

Multiple answers; the column sums to more than 100%. Ranked by the Total column.

Table 3. Source repertoire (derived)

Derived from the sources selected on a typical day. Traditional = TV, radio, daily or local newspapers, or their websites or apps; social or digital = news aggregators, social media, email newsletters, podcasts, independent creators, AI chatbots or search engines. Magazines, dedicated news services, friends and family and other sources count as neither.

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Traditional sources only	26%	24%	29% E	29%	22%	32% BE	24%	27%	26%	9%	24% J	40% JK
Traditional and social or digital sources	53%	55% D	51%	44%	55% D	49%	58% D	53%	52%	54%	51%	53%
Social or digital sources only	18%	19% G	17%	25% FG	20% FG	14%	10%	17%	19%	34% KL	19% L	5%
Neither	3%	2%	3%	2%	3%	4%	8% BDE	3%	4%	3%	6% JL	2%

Table 4. Approach to getting and assessing news

Which of the following comes closest to describing how you usually get and assess news and information?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Mainly Canadian and local news sources	29%	24%	25%	31%	25%	40% BCE	32%	31%	27%	24%	26%	35% JK
Mainly Canadian or local sources, sometimes check social media	14%	16%	14%	10%	13%	14%	12%	13%	15%	17% L	16% L	9%
Often social media, also check Canadian or local sources	12%	13%	15%	17% F	12%	10%	11%	10%	15% H	30% KL	8% L	3%
A mix of Canadian, local and international sources	35%	38% F	34%	33%	38% F	28%	32%	38% I	31%	20%	34% J	46% JK
Mainly international news sources	2%	3% F	2% F	0%	3% F	0%	1% F	2%	1%	1%	3%	2%
Do not regularly follow news or public affairs	6%	4%	7%	5%	6%	5%	10% B	4%	8% H	4%	10% JL	4%
Other	0%	1%	0%	2% F	1%	0%	0%	0%	1%	1%	1%	0%
Don’t know / Not sure	2%	2%	2%	2%	2%	3%	1%	1%	3% H	3% L	2% L	1%
NET: Canadian or local sources first	**43%**	**40%**	**40%**	**41%**	**39%**	**54%** BCDE	**44%**	**44%**	**42%**	**41%**	**43%**	**44%**
NET: Any reliance on social media	**26%**	**28%**	**29%**	**27%**	**26%**	**24%**	**23%**	**23%**	**29%** H	**48%** KL	**25%** L	**12%**
NET: Any international sources	**36%**	**41%** F	**37%** F	**33%**	**40%** F	**28%**	**34%**	**41%** I	**32%**	**21%**	**36%** J	**48%** JK

Answer wording abridged; the full text is in the topline.

Table 5. Number of news providers paid for

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?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
None	67%	70%	65%	67%	65%	68%	63%	64%	70% H	51%	78% JL	68% J
One	20%	18%	19%	20%	21%	19%	24%	22% I	18%	28% KL	15%	18%
Two	9%	8%	11%	10%	10%	8%	7%	10%	9%	16% KL	5%	8% K
Three	3%	3%	4%	3%	2%	2%	3%	3%	3%	3% K	1%	4% K
Four or more	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%
NET: Pays for one or more	**33%**	**30%**	**35%**	**33%**	**35%**	**32%**	**37%**	**36%** I	**30%**	**49%** KL	**22%**	**32%** K
NET: Pays for none	**67%**	**70%**	**65%**	**67%**	**65%**	**68%**	**63%**	**64%**	**70%** H	**51%**	**78%** JL	**68%** J

Table 6. Whether paid sources are Canadian or international

And are the news sources you pay for mostly Canadian, mostly international, or an even split?

Base: Pays for one or more news providers

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**739**	**117**	**103**	**53***	**306**	**115**	**45***	**390**	**345**	**237**	**121**	**381**
Base (weighted)	749	96	92	48	304	154	55	404	342	316	157	276
Mostly Canadian	57%	52%	51%	53%	54%	69% BCEG	52%	56%	58%	53%	47%	66% JK
Mostly international	16%	17%	15%	24%	16%	13%	11%	16%	15%	20% L	19% L	9%
An even split	25%	29% F	30% F	23%	26% F	17%	31%	27%	24%	24%	33% L	23%
Don't know / Not sure	3%	2%	4%	0%	3%	1%	6%	1%	4% H	3%	2%	2%
NET: Any Canadian (mostly Canadian or an even split)	**82%**	**81%**	**81%**	**76%**	**81%**	**86%**	**83%**	**83%**	**81%**	**77%**	**80%**	**89%** JK

Trust in sources of information

Canadian Journalism Foundation — Fall 2026 Poll 2: Who and What Shapes Canadians' View of the World · Tables accompanying the release — Total, region, gender and age · weighted percentages, unweighted bases

Table 7. Trust in each source — % who trust it a great deal or somewhat

How much, if at all, do you trust each of the following to provide accurate information about important public issues?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Canadian national news organizations and journalists	81%	82% C	69%	81% C	80% C	87% CE	87% C	82%	80%	76%	78%	88% JK
Local news organizations and journalists in your area	81%	82%	78%	80%	78%	84% E	91% BCDEF	81%	80%	79%	78%	85% JK
Experts and academics	78%	82% C	73%	75%	77%	78%	83% C	78%	77%	78%	77%	77%
International news agencies	74%	76% C	66%	68%	73% C	78% CDE	81% CD	76%	72%	69%	71%	80% JK
Friends and family	73%	72%	75%	75%	73%	74%	75%	71%	76% H	79% KL	72%	71%
Governments and public institutions	65%	71% CDE	51%	60%	63% C	71% CDE	69% C	65%	64%	62%	61%	69% JK
Elected politicians	37%	36%	31%	34%	34%	45% BCDE	41%	35%	38%	38%	33%	39% K
AI tools and chatbots (e.g., ChatGPT, Gemini, Perplexity)	26%	25%	20%	22%	28% C	29% C	25%	27%	25%	43% KL	26% L	14%
Social-media creators and influencers	24%	22% F	27% F	32% BF	27% F	15%	26% F	22%	26%	49% KL	18% L	11%

Each row is the percentage trusting the source a great deal or somewhat; 'don't know' and the other answers make up the remainder. Ranked by the Total column.

Table 8. Trust in each source — % who do not trust it very much or at all

How much, if at all, do you trust each of the following to provide accurate information about important public issues?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,106**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Social-media creators and influencers	72%	75% DE	70%	64%	69%	81% CDE	73%	75% I	70%	48%	79% J	85% JK
AI tools and chatbots (e.g., ChatGPT, Gemini, Perplexity)	67%	67%	74% EF	72%	64%	66%	67%	67%	67%	54%	69% J	75% JK
Elected politicians	60%	61% F	66% F	63% F	62% F	52%	56%	63% I	57%	57%	63%	59%
Governments and public institutions	33%	27%	46% BEFG	40% BF	33% BF	27%	29%	34%	32%	34% L	35% L	29%
Friends and family	24%	25%	24%	24%	24%	23%	24%	27% I	21%	20%	24%	27% J
International news agencies	22%	20%	30% BEFG	27% FG	22%	18%	16%	22%	22%	26% L	24% L	17%
Experts and academics	19%	15%	24% BEG	23%	18%	19%	14%	20%	18%	19%	19%	19%
Canadian national news organizations and journalists	17%	17% F	29% BDEFG	19% F	17% F	11%	12%	17%	16%	21% L	20% L	11%
Local news organizations and journalists in your area	17%	17% G	21% FG	18% G	18% G	14%	7%	17%	16%	18% L	19% L	13%

Each row is the percentage trusting the source not very much or not at all; 'don't know' and the other answers make up the remainder. Ranked by the Total column.

Table 9. Number of the nine sources trusted (derived)

Count of the nine sources the respondent trusts a great deal or somewhat.

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
None	3%	3%	4%	2%	3%	2%	1%	2%	3%	2%	4% L	2%
One or two	9%	8%	14% BFG	11% G	10% FG	6%	3%	8%	10%	7%	12% JL	8%
Three or four	17%	15%	19%	21%	18%	16%	15%	18%	17%	17%	18%	17%
Five or six	37%	39%	36%	38%	34%	40% E	43% E	39%	35%	33%	36%	42% JK
Seven or more	34%	35% C	26%	29%	35% C	35% C	38% C	32%	35%	40% KL	31%	31%
NET: Trusts Canadian national or local news organizations	**87%**	**89%** C	**80%**	**87%**	**85%** C	**91%** CE	**94%** CE	**89%**	**86%**	**86%**	**83%**	**92%** JK
NET: Trusts neither national nor local news organizations (does not trust both)	**11%**	**10%**	**18%** BEFG	**13%** FG	**12%** FG	**7%**	**5%**	**10%**	**11%**	**11%** L	**15%** L	**7%**

Telling accurate information from false

Canadian Journalism Foundation — Fall 2026 Poll 2: Who and What Shapes Canadians' View of the World · Tables accompanying the release — Total, region, gender and age · weighted percentages, unweighted bases

Table 10. Confidence in own ability to tell accurate information from false

Generally speaking, when you think about the news and information you encounter, how confident are you that you can tell the difference between information that is accurate and information that is false or misleading?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Very confident	12%	10%	15% F	10%	14% F	9%	13%	14%	11%	17% KL	13% L	8%
Somewhat confident	62%	65%	61%	65%	62%	59%	61%	66% I	58%	60%	60%	64%
Not very confident	19%	20%	17%	18%	17%	25% CEG	16%	16%	23% H	17%	19%	21%
Not at all confident	3%	3%	3%	3%	3%	4%	4%	3%	4%	3%	3%	4%
Don't know / Not sure	3%	3%	3%	3%	4%	2%	7% F	2%	5% H	3%	4%	3%
NET: Confident (very or somewhat)	**74%**	**75%**	**77%** F	**75%**	**76%** F	**69%**	**74%**	**79%** I	**69%**	**78%** L	**73%**	**72%**
NET: Not confident (not very or not at all)	**23%**	**23%**	**21%**	**22%**	**20%**	**29%** CEG	**19%**	**19%**	**27%** H	**20%**	**23%**	**25%** J

'Don't know / Not sure' is kept in the base; NETs are on the same base as the rows.

Table 11. Confidence that the average Canadian can tell accurate information from false

And how confident are you that the average Canadian can tell the difference between information that is accurate and information that is false or misleading?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Very confident	5%	3%	7% B	4%	5%	4%	5%	6% I	4%	11% KL	3% L	1%
Somewhat confident	26%	23%	25%	28%	28% F	21%	29%	26%	26%	36% KL	22%	22%
Not very confident	48%	52% E	48%	50%	44%	53% E	46%	47%	49%	40%	47% J	55% JK
Not at all confident	18%	19%	18%	17%	18%	20%	13%	19%	17%	12%	24% JL	18% J
Don't know / Not sure	3%	3%	2%	2%	4%	2%	8% BCDF	3%	4%	1%	4% J	4% J
NET: Confident (very or somewhat)	**30%**	**26%**	**32%** F	**31%**	**34%** BF	**25%**	**33%**	**32%**	**29%**	**46%** KL	**25%**	**23%**
NET: Not confident (not very or not at all)	**66%**	**71%** EG	**65%**	**67%**	**62%**	**73%** CEG	**58%**	**66%**	**67%**	**52%**	**71%** J	**73%** J

'Don't know / Not sure' is kept in the base; NETs are on the same base as the rows.

Table 12. Confidence in oneself compared with confidence in the average Canadian (derived)

Each respondent's own confidence compared with their confidence in the average Canadian.

Base: Answered both questions ('don't know' on either excluded)

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,122**	**353**	**286**	**155**	**856**	**351**	**121**	**1,058**	**1,055**	**475**	**524**	**1,123**
Base (weighted)	2,128	301	253	138	835	469	132	1,066	1,053	625	677	826
More confident in own ability than in the average Canadian's	56%	61% E	55%	54%	54%	56%	53%	59% I	52%	45%	61% J	59% J
Equally confident	40%	34%	40%	43%	43% B	39%	41%	37%	43% H	46% KL	37%	39%
Less confident in own ability than in the average Canadian's	4%	5%	5%	3%	3%	5%	5%	4%	4%	8% KL	3%	2%

Table 13. Confidence by type of information — % very or somewhat confident

How confident are you that you can tell the difference between accurate information and false or misleading information in each of the following?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
News reports from established news organizations	77%	78%	76%	78%	76%	77%	82%	80% I	74%	69%	74%	85% JK
Health and medical information, including vaccines	72%	75% F	73%	75%	73%	68%	76%	74% I	70%	67%	72%	77% JK
Information provided by governments, public institutions, or political leaders	66%	70% C	61%	65%	65%	66%	71%	68%	64%	63%	67%	68%
Information shared by friends, family members, or colleagues	64%	66% F	70% F	72% F	67% F	50%	74% F	63%	66%	74% KL	65% L	56%
Information about politics, elections, or public policy	61%	64%	57%	61%	62%	58%	71% CF	65% I	58%	61%	60%	63%
Videos or commentary on YouTube, podcasts, or other online platforms	46%	48% F	46% F	54% F	48% F	34%	55% F	47%	44%	67% KL	50% L	27%
Information shared on social media	41%	45% F	45% F	44% F	43% F	31%	47% F	41%	41%	63% KL	46% L	21%

Each row is the percentage very or somewhat confident; 'don't know' and the other answers make up the remainder. Ranked by the Total column.

Table 14. Confidence by type of information — % not very or not at all confident

How confident are you that you can tell the difference between accurate information and false or misleading information in each of the following?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Information shared on social media	54%	52%	51%	48%	52%	65% BCDEG	46%	55%	54%	35%	49% J	73% JK
Videos or commentary on YouTube, podcasts, or other online platforms	48%	46%	46%	40%	45%	62% BCDEG	37%	48%	48%	29%	44% J	66% JK
Information about politics, elections, or public policy	35%	33%	39% G	36%	34%	39% G	25%	32%	38% H	36%	36%	34%
Information shared by friends, family members, or colleagues	32%	29%	28%	26%	29%	47% BCDEG	22%	34% I	30%	23%	30% J	41% JK
Information provided by governments, public institutions, or political leaders	31%	28%	36% B	31%	31%	32%	27%	30%	32%	33%	30%	30%
Health and medical information, including vaccines	24%	21%	24%	23%	23%	30% BEG	20%	23%	26%	31% KL	24% L	20%
News reports from established news organizations	20%	21%	21%	21%	21%	20%	14%	18%	23% H	27% KL	22% L	13%

Each row is the percentage not very or not at all confident; 'don't know' and the other answers make up the remainder. Ranked by the Total column.

Table 15. What they usually do first about a surprising, important or questionable claim

When you come across a news story or claim that seems surprising, important, or questionable, which of the following best describes what you usually do first?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Check whether other reputable news sources are reporting the same information	23%	21%	22%	23%	21%	28% BE	22%	23%	22%	12%	22% J	31% JK
Search online for more information about the claim	21%	22% F	30% BEFG	22%	23% F	15%	20%	21%	22%	23% L	23% L	18%
Look for the original source, document, data, or evidence behind the claim	12%	14% C	9%	12%	13%	12%	10%	12%	12%	10%	14% J	12%
Check an official source, such as a government, public institution, or expert organization	11%	12%	9%	6%	12%	12%	15% D	12%	10%	13%	10%	12%
Usually accept the information if it comes from a source I know and trust	7%	8% E	5%	5%	5%	10% CE	8%	8% I	5%	6%	5%	9% JK
Ask someone I trust what they think	6%	5%	6%	12% BCEF	5%	5%	7%	4%	7% H	9% KL	4%	5%
Use a fact-checking website or service	5%	3%	4%	6%	6%	5%	5%	5%	6%	8% KL	5%	4%
Generally, do not check or verify the information further	4%	3%	5%	4%	5%	3%	4%	4%	4%	2%	5% J	5% J
Ask an AI chatbot (e.g., ChatGPT, Gemini) to check or explain the claim	4%	5%	2%	3%	4%	4%	3%	5% I	2%	9% KL	2% L	1%
Read social-media comments or discussions	3%	3%	3%	3%	3%	3%	1%	2%	4% H	6% KL	3% L	1%
Other	1%	1% F	1%	1% F	1%	0%	0%	1%	1%	1%	1% L	0%
Don't know / Not sure	4%	2%	4%	4%	5%	4%	4%	3%	5% H	3%	6% L	3%
NET: Active verification (other sources, the original source, online, an official source, a fact-checker or an AI chatbot)	**76%**	**77%**	**76%**	**71%**	**77%**	**75%**	**76%**	**78%**	**74%**	**74%**	**76%**	**77%**
NET: Social check (asks someone they trust or reads social-media comments)	**9%**	**8%**	**9%**	**15%** BEF	**8%**	**8%**	**8%**	**6%**	**11%** H	**15%** KL	**7%**	**6%**
NET: Accepts the information or does not check	**11%**	**11%**	**10%**	**9%**	**10%**	**13%**	**12%**	**12%** I	**9%**	**7%**	**10%**	**14%** JK

Ranked by the Total column.

Table 16. Ways they sometimes check a news story or claim

And which, if any, of the following do you sometimes do to check a news story or claim? [Select all that apply]

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Check whether other reputable news sources are reporting the same information	46%	51% CDE	39%	38%	44%	50% CD	49%	48%	43%	35%	45% J	54% JK
Search online for more information about the claim	45%	52% F	49% F	47% F	47% F	33%	49% F	46%	44%	41%	51% JL	42%
Look for the original source, document, data, or evidence behind the claim	35%	41% DF	37%	28%	36%	32%	33%	36%	34%	32%	38% J	35%
Check an official source, such as a government, public institution, or expert organization	34%	37%	32%	31%	36%	31%	40%	35%	33%	33%	35%	35%
Ask someone I trust what they think	19%	17%	23% F	23% F	19% F	14%	24% F	16%	21% H	26% KL	16%	16%
Accept the information if it comes from a source I know and trust	16%	16% C	10%	16%	14%	22% CE	13%	16%	15%	17%	13%	17% K
Use a fact-checking website or service	15%	20% F	14%	17%	16%	12%	14%	15%	16%	19% L	15%	12%
Read social-media comments or discussions	13%	16% F	16% F	13%	14% F	9%	10%	13%	14%	28% KL	10% L	5%
Ask an AI chatbot (e.g., ChatGPT, Gemini) to check or explain the claim	11%	12% C	5%	10%	11% C	13% C	7%	13% I	9%	19% KL	10% L	5%
I do not usually check news stories or claims further	7%	4%	7%	6%	8% B	6%	9% B	7%	7%	3%	9% J	7% J
Other	1%	0%	1%	1%	1%	2% B	0%	1%	1%	1% L	2% L	0%
NET: Any active verification	**85%**	**90%** CDEF	**84%**	**78%**	**84%**	**84%**	**86%**	**86%**	**84%**	**86%**	**83%**	**85%**
NET: Any social check	**28%**	**26%**	**35%** BEF	**34%** F	**29%** F	**22%**	**28%**	**25%**	**30%** H	**43%** KL	**25%** L	**19%**

Multiple answers; the column sums to more than 100%. Ranked by the Total column.

Table 17. Who chooses the news and information they see online

When you use the internet or social media to get news and information, which of the following comes closest to your view?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
I mostly choose the news and information I see	43%	40%	39%	47%	39%	52% BCE	44%	45% I	40%	29%	41% J	53% JK
Online platforms and their algorithms mostly choose what I see	19%	20% D	21% D	10%	20% D	20% D	15%	19%	19%	35% KL	19% L	7%
My own choices and the platforms' algorithms both influence what I see about equally	24%	25% F	26% F	26% F	26% F	16%	26% F	23%	24%	28% L	27% L	18%
I do not get news or information online	10%	7%	8%	9%	10%	10%	9%	9%	10%	4%	8% J	15% JK
Don't know / Not sure	5%	7% F	6% F	8% F	6% F	1%	6% F	5%	6%	3%	5%	7% J
NET: Algorithms play a role (mostly or about equally)	**43%**	**46% F**	**46% F**	**36%**	**45% DF**	**36%**	**41%**	**41%**	**44%**	**63% KL**	**46% L**	**25%**

Table 18. Concern that algorithms influence what they believe

How concerned, if at all, are you that algorithms used by social-media platforms, search engines, and online video services may influence what you believe about politics and current events?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Very concerned	22%	25% F	25% F	20%	23%	18%	22%	24% I	19%	20%	23%	22%
Somewhat concerned	43%	46% F	42%	46%	46% F	38%	39%	44%	43%	48% KL	40%	42%
Not very concerned	18%	16%	16%	17%	15%	27% BCDEG	17%	17%	19%	20%	19%	16%
Not at all concerned	5%	3%	5%	6%	4%	7% BE	5%	5%	5%	6%	5%	4%
I do not use these services for news or information	8%	8%	9%	7%	8%	8%	9%	7%	9%	2%	9% J	12% J
Don’t know / Not sure	4%	3%	3%	6%	4%	2%	8% BF	3%	5% H	4%	3%	4%
NET: Concerned (very or somewhat)	**65%**	**70%** F	**66%** F	**65%**	**68%** F	**56%**	**61%**	**68%** I	**62%**	**68%**	**63%**	**64%**
NET: Not concerned (not very or not at all)	**23%**	**19%**	**21%**	**23%**	**19%**	**34%** BCDEG	**22%**	**22%**	**24%**	**26%** L	**24%**	**20%**

Table 19. Concern about algorithms among those who use these services (derived)

Concern re-based on those who use social-media platforms, search engines or online video services for news or information.

Base: Use these services for news or information

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,032**	**340**	**267**	**153**	**818**	**334**	**120**	**1,016**	**1,007**	**477**	**506**	**1,049**
Base (weighted)	2,053	289	238	134	808	448	135	1,026	1,018	630	654	769
Concerned (very or somewhat)	71%	77% FG	73% F	70%	74% F	61%	67%	73% I	68%	70%	70%	72%
Not concerned (not very or not at all)	25%	20%	23%	24%	21%	37% BCDEG	25%	24%	26%	26%	27%	23%
Don’t know / Not sure	4%	3%	4%	6%	5%	2%	9% BF	3%	5% H	4%	4%	5%

Table 20. Use of an AI chatbot or assistant for news

Have you personally used an AI chatbot or assistant (such as ChatGPT, Gemini, or Copilot) to get, summarize, or check news about current events?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Yes, regularly	7%	9% C	5%	4%	8%	8%	5%	8%	7%	14% KL	7% L	2%
Yes, occasionally	20%	19%	21% D	12%	21% D	23% D	17%	23% I	18%	32% KL	20% L	13%
Yes, but only once or twice	14%	16%	13%	18%	15%	12%	10%	13%	15%	19% KL	14%	11%
No, never	57%	54%	59%	65% BE	54%	55%	67% BEF	54%	59% H	34%	57% J	73% JK
Don’t know / Not sure	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%
NET: Any use	**42%**	**44%** DG	**39%**	**33%**	**44%** DG	**43%** DG	**32%**	**44%** I	**39%**	**65%** KL	**40%** L	**26%**
NET: Regular or occasional use	**28%**	**28%** D	**26%** D	**16%**	**29%** D	**31%** D	**22%**	**31%** I	**25%**	**46%** KL	**26%** L	**15%**

Table 21. Importance of disclosing AI use in producing a news story

If a news organization used AI to help produce a news story, how important is it to you that this is clearly disclosed?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Very important	67%	69%	66%	64%	68%	65%	73%	66%	68%	54%	69% J	76% JK
Somewhat important	20%	24%	20%	22%	20%	20%	16%	22%	19%	29% KL	18%	16%
Not very important	6%	5%	8%	4%	6%	8% B	4%	6%	6%	10% L	7% L	3%
Not at all important	3%	1%	4% B	3%	3% B	4% B	2%	3%	3%	5% KL	2%	2%
Don't know / Not sure	3%	3%	2%	6% CF	3%	2%	5% C	3%	3%	2%	3%	4% J
NET: Important (very or somewhat)	**88%**	**92%** CEF	**86%**	**87%**	**88%**	**86%**	**89%**	**88%**	**87%**	**83%**	**88%** J	**91%** JK
NET: Not important (not very or not at all)	**9%**	**5%**	**12%** B	**7%**	**9%** B	**12%** B	**6%**	**9%**	**9%**	**15%** KL	**9%** L	**5%**

'Don't know / Not sure' is kept in the base; NETs are on the same base as the rows.

Table 22. How often Canadians disagree about basic facts, not only opinions

How often, if at all, do you feel that people in Canada disagree not only about opinions or values, but also about the basic facts of an issue?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Very often	24%	31% FG	27% F	23%	26% F	18%	18%	25%	24%	26% L	27% L	21%
Somewhat often	51%	49%	55% E	52%	48%	50%	62% BEF	51%	50%	53% K	47%	52%
Not very often	14%	11%	11%	16% G	14% G	18% BCG	5%	15%	12%	13%	12%	16%
Never	1%	0%	1% B	0%	1% B	3% B	1%	2%	1%	2% L	1%	0%
Don't know / Not sure	10%	9%	6%	9%	10% C	12% C	14% C	7%	13% H	5%	12% J	12% J
NET: Often (very or somewhat)	**75%**	**80%** F	**82%** EF	**75%**	**74%** F	**68%**	**80%** F	**76%**	**74%**	**79%** L	**74%**	**72%**
NET: Not often or never	**15%**	**11%**	**12%**	**16%** G	**16%** G	**21%** BCEG	**6%**	**17%** I	**13%**	**15%**	**14%**	**16%**

'Don't know / Not sure' is kept in the base; NETs are on the same base as the rows.

Table 23. Local news coverage compared with five years ago

Compared with about five years ago, do you think there is more, less, or about the same amount of news coverage of your local community?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
More local coverage than five years ago	12%	11%	13%	13%	14% F	8%	16% F	11%	14%	17% KL	9%	12%
About the same	48%	47%	45%	50%	45%	58% BCEG	42%	50%	47%	50%	50%	46%
Less local coverage than five years ago	27%	32% F	30% F	30% F	26% F	21%	34% F	29% I	25%	21%	25%	33% JK
There is no real news coverage of my local community anymore	5%	5%	5% G	2%	5%	6% G	1%	4%	5%	5%	5%	4%
Don't know / Not sure	8%	6%	8%	4%	9%	8%	7%	6%	10% H	8%	11% L	5%
NET: Less local coverage, or none anymore	**32%**	**37%** F	**35%** F	**33%**	**31%**	**26%**	**35%**	**33%**	**30%**	**26%**	**30%**	**37%** JK
NET: More, or about the same	**61%**	**57%**	**57%**	**63%**	**60%**	**66%** BCE	**59%**	**61%**	**60%**	**66%** KL	**59%**	**58%**

'Don't know / Not sure' is kept in the base; NETs are on the same base as the rows.

Table 24. Outlook by level — % saying things are getting worse

Based on the news and information you see and hear, do you think things are generally getting better, getting worse, or staying about the same in each of the following?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Your local community	36%	37%	37%	36%	38% F	32%	40%	36%	37%	35%	40%	35%
Your province	52%	51% D	59% DE	40%	50% D	56% D	55% D	50%	54%	48%	57% JL	51%
Canada as a whole	49%	49%	51%	52%	50%	45%	47%	47%	50%	51% L	52% L	45%
The world as a whole	79%	80% D	76%	69%	78% D	82% D	81% D	79%	79%	71%	80% J	83% J

Each row is the percentage saying things are getting worse at that level; the other answers and 'don't know' make up the remainder. Rows in questionnaire order.

Table 25. Outlook by level — % saying things are getting better

Based on the news and information you see and hear, do you think things are generally getting better, getting worse, or staying about the same in each of the following?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Your local community	12%	11%	11%	15%	11%	16%	12%	13%	12%	22% KL	8%	9%
Your province	11%	11%	11%	18% BCEF	10%	10%	11%	12%	9%	16% KL	8%	9%
Canada as a whole	17%	17%	17%	17%	17%	16%	21%	19%	16%	19% K	12%	20% K
The world as a whole	5%	4%	6%	11% BEF	4%	4%	6%	5%	5%	11% KL	2%	3%

Each row is the percentage saying things are getting better at that level; the other answers and 'don't know' make up the remainder. Rows in questionnaire order.

Table 26. Outlook by level — % saying things are staying about the same

Based on the news and information you see and hear, do you think things are generally getting better, getting worse, or staying about the same in each of the following?

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,106**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Your local community	47%	48%	46%	44%	46%	49%	43%	47%	46%	38%	47% J	53% JK
Your province	33%	34% C	25%	38% C	36% C	32%	30%	35%	32%	30%	30%	38% JK
Canada as a whole	30%	29%	29%	26%	28%	36% BDEG	26%	32% I	27%	26%	30%	32% J
The world as a whole	13%	13%	13%	17%	14%	12%	10%	14%	13%	15%	14%	12%

Each row is the percentage saying things are staying about the same at that level; the other answers and 'don't know' make up the remainder. Rows in questionnaire order.

Table 27. Local community compared with Canada as a whole, person by person (derived)

Each respondent's outlook for their local community compared with their outlook for Canada as a whole.

Base: Gave an answer for both their local community and Canada as a whole

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,108**	**354**	**274**	**152**	**850**	**353**	**125**	**1,062**	**1,037**	**457**	**515**	**1,136**
Base (weighted)	2,099	293	243	133	823	471	136	1,061	1,029	600	666	833
Local community doing better than Canada	25%	25%	26%	24%	23%	30% EG	16%	25%	25%	31% KL	23%	22%
Same outlook for both	58%	57%	55%	62%	60% F	53%	63%	56%	59%	54%	62% JL	56%
Local community doing worse than Canada	17%	18%	19%	14%	17%	18%	20%	19%	16%	14%	14%	22% JK

What journalism should do, and how it is doing

Canadian Journalism Foundation — Fall 2026 Poll 2: Who and What Shapes Canadians' View of the World · Tables accompanying the release — Total, region, gender and age · weighted percentages, unweighted bases

Table 28. Most important roles for journalists — ranked anywhere in the top three

Which of the following roles do you think are most important for journalists and news organizations today? [Select and rank up to three roles, where 1 is the most important]

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Report facts accurately	72%	74%	71%	73%	72%	69%	78%	73%	71%	58%	75% J	80% JK
Hold governments, corporations, and other powerful people accountable	49%	53% F	53% F	62% EF	51% F	34%	57% F	51%	47%	44%	52% J	50%
Identify and expose false or misleading information	46%	49% FG	49% F	47%	49% FG	38%	38%	49% I	43%	39%	46% J	51% J
Explain complex issues clearly and understandably	44%	44%	40%	35%	41%	55% BCDEG	42%	42%	46%	40%	42%	49% JK
Present a range of perspectives on important issues	29%	28%	27%	20%	30% D	33% DG	22%	30%	28%	32%	28%	28%
Help people understand what they can do about issues that affect them	25%	24%	21%	24%	23%	29% CE	28%	22%	28% H	35% KL	21%	21%
Reflect the concerns and experiences of local communities	16%	17%	16%	18%	15%	15%	14%	15%	16%	24% KL	14%	11%
Other role	2%	0%	1%	0%	1%	4% BDEG	0%	2%	1%	3%	1%	1%
Don't know / Not sure	3%	1%	3%	4% B	3% B	4% B	4%	2%	4% H	4% L	5% L	2%

Up to three roles per respondent; the column sums to more than 100%. Ranked by the Total column.

Table 29. Most important roles for journalists — ranked most important (#1)

Which of the following roles do you think are most important for journalists and news organizations today? [Select and rank up to three roles, where 1 is the most important]

Base: All respondents

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Base (unweighted)	**2,239**	**376**	**295**	**164**	**905**	**365**	**134**	**1,104**	**1,126**	**490**	**556**	**1,193**
Base (weighted)	2,239	315	262	144	882	488	148	1,107	1,123	645	719	874
Report facts accurately	50%	52%	49%	43%	51%	48%	57% D	51%	49%	35%	53% J	58% J
Hold governments, corporations, and other powerful people accountable	13%	13% F	18% F	17% F	13% F	9%	12%	14%	12%	13%	13%	13%
Explain complex issues clearly and understandably	10%	9%	8%	8%	8%	14% BCE	9%	9%	10%	10%	8%	10%
Identify and expose false or misleading information	8%	7%	9%	8%	9%	7%	9%	9%	8%	10% L	8%	7%
Present a range of perspectives on important issues	7%	8% G	5%	8%	6%	9% G	2%	6%	7%	9% L	7% L	4%
Help people understand what they can do about issues that affect them	5%	5%	5%	8% F	6%	4%	4%	5%	5%	9% KL	4%	3%
Reflect the concerns and experiences of local communities	3%	5%	2%	4%	3%	4%	4%	3%	4%	7% KL	2%	2%
Other role	1%	0%	1%	0%	1%	2% B	0%	1%	1%	2% L	1%	0%
Don’t know / Not sure	3%	1%	3%	4% B	3% B	4% B	4%	2%	4% H	4% L	5% L	2%

Ranked by the Total column.

Table 30. How well Canadian news media are doing at each role, among those who ranked it — % saying very or fairly well

And how well would you say Canadian news media are currently doing at each of these? [Asked about each of the up-to-three roles ranked]

Base: Ranked the role in their top three; each row on its own base

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Report facts accurately (n=1,657)	76%	73%	71%	72%	75%	81% BC	91% BCDEF	76%	77%	75%	71%	81% K
Explain complex issues clearly and understandably (n=1,000)	67%	68%	64%	62%*	65%	68%	77%*	65%	69%	65%	67%	68%
Reflect the concerns and experiences of local communities (n=325)	66%	66%*	66%*	–	63%	61%*	–	67%	64%	65%	70%*	62%
Present a range of perspectives on important issues (n=628)	60%	65%* C	47%*	–	59%	68% C	53%*	60%	61%	62%	51%	66% K
Help people understand what they can do about issues that affect them (n=520)	56%	50%*	59%*	59%*	55%	59%	54%*	60%	53%	55%	49%	63% K
Identify and expose false or misleading information (n=1,074)	47%	43%	43%	45%*	48%	51%	56%*	49%	46%	50% K	40%	52% K
Hold governments, corporations, and other powerful people accountable (n=1,122)	44%	44%	35%	44%	42%	58% BCDEG	37%*	48% I	39%	44%	36%	50% K

Each row is based on those who ranked that role in their top three, so the n with each role is its unweighted base in the Total column; subgroup bases are smaller, and cells on fewer than 30 interviews are not shown. Each row is the percentage saying the media do it very or fairly well; the other answers and 'don't know' make up the remainder. 'Other role' (n=30) not shown. Ranked by the Total column.

Table 31. How well Canadian news media are doing at each role, among those who ranked it — % saying not very well or not at all well

And how well would you say Canadian news media are currently doing at each of these? [Asked about each of the up-to-three roles ranked]

Base: Ranked the role in their top three; each row on its own base

		Region						Gender		Age		
	Total	British Columbia	Alberta	Sask./Man.	Ontario	Québec	Atlantic Canada	Men	Women	18–34	35–54	55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Hold governments, corporations, and other powerful people accountable (n=1,122)	51%	50%	61% BF	51%	53% F	39%	55%* F	48%	55% H	51%	58% L	46%
Identify and expose false or misleading information (n=1,074)	45%	51%	49%	43%*	43%	46%	39%*	46%	45%	44%	52% L	41%
Help people understand what they can do about issues that affect them (n=520)	41%	45%*	39%*	39%*	42%	39%	39%*	39%	42%	42%	47% L	35%
Present a range of perspectives on important issues (n=628)	37%	33%*	51%* BF	–	38% F	28%	42%*	39%	35%	35%	45% L	31%
Reflect the concerns and experiences of local communities (n=325)	31%	34%*	31%*	–	31%	37%*	–	30%	31%	31%	28%*	32%
Explain complex issues clearly and understandably (n=1,000)	30%	29%	32%	34%*	31%	30%	20%*	32%	27%	31%	28%	30%
Report facts accurately (n=1,657)	20%	22% G	25% G	24% G	21% G	18% G	8%	21%	19%	19%	24% L	17%

Each row is based on those who ranked that role in their top three, so the n with each role is its unweighted base in the Total column; subgroup bases are smaller, and cells on fewer than 30 interviews are not shown. Each row is the percentage saying the media do it not very well or not at all well; the other answers and 'don't know' make up the remainder. 'Other role' (n=30) not shown. Ranked by the Total column.