

Poll conducted by Research Co. on News and Information in Canada - August 2, 2018

Thinking of all the different ways you can get news and information—including on cable television, the Internet and mobile devices—how often do you get news and information from the sources listed below?



	GENDER		AGE			REGION					VOTE IN 2015 FEDERAL ELECTION				
	Canada	Female	Male	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
<i>A hard copy of a national newspaper</i>															
Daily	9%	5%	13%	9%	11%	7%	6%	4%	4%	11%	12%	5%	8%	13%	9%
A few times a week	10%	8%	11%	8%	15%	5%	6%	8%	0%	11%	15%	8%	14%	9%	10%
A few times a month	21%	21%	21%	18%	23%	22%	23%	15%	13%	21%	26%	20%	19%	22%	24%
Never	60%	65%	55%	65%	51%	66%	66%	73%	83%	56%	47%	66%	59%	56%	56%
<i>A hard copy of a local newspaper</i>															
Daily	13%	8%	19%	8%	13%	18%	12%	15%	4%	14%	17%	10%	16%	11%	16%
A few times a week	14%	13%	16%	20%	14%	10%	15%	8%	19%	18%	9%	11%	18%	15%	14%
A few times a month	23%	24%	22%	22%	25%	20%	26%	20%	21%	23%	23%	24%	22%	29%	23%
Never	50%	55%	44%	50%	47%	51%	47%	57%	56%	45%	51%	54%	44%	44%	47%
<i>A hard copy of a magazine</i>															
Daily	5%	2%	9%	9%	7%	1%	4%	2%	0%	4%	11%	6%	2%	8%	6%
A few times a week	6%	5%	6%	7%	8%	2%	5%	4%	2%	6%	8%	6%	8%	7%	4%
A few times a month	22%	23%	20%	8%	33%	21%	16%	17%	10%	24%	28%	20%	18%	22%	25%
Never	68%	70%	65%	76%	52%	76%	76%	76%	88%	66%	54%	69%	71%	63%	64%
<i>Website of a national newspaper</i>															
Daily	14%	10%	19%	21%	14%	9%	14%	10%	18%	12%	25%	5%	17%	16%	15%
A few times a week	23%	23%	24%	25%	35%	11%	22%	13%	19%	28%	23%	22%	21%	23%	32%
A few times a month	22%	28%	14%	20%	21%	23%	25%	32%	8%	21%	18%	25%	20%	30%	21%
Never	41%	39%	43%	35%	29%	56%	39%	45%	56%	39%	34%	49%	42%	31%	33%
<i>Website of a local newspaper</i>															
Daily	14%	10%	19%	18%	17%	9%	12%	10%	12%	14%	21%	10%	11%	19%	15%
A few times a week	18%	19%	16%	21%	24%	10%	20%	13%	19%	19%	17%	17%	19%	14%	24%
A few times a month	24%	27%	20%	23%	26%	21%	30%	28%	13%	24%	18%	22%	28%	21%	21%
Never	44%	44%	45%	37%	33%	61%	37%	49%	55%	42%	45%	51%	42%	45%	40%
<i>Website of a magazine</i>															
Daily	6%	2%	9%	11%	6%	1%	4%	2%	2%	6%	11%	3%	4%	9%	6%
A few times a week	8%	8%	8%	6%	15%	2%	7%	8%	0%	9%	8%	8%	7%	9%	9%
A few times a month	22%	23%	21%	22%	31%	13%	22%	20%	18%	21%	30%	14%	20%	22%	28%
Never	65%	67%	62%	61%	48%	84%	67%	70%	80%	64%	51%	75%	68%	60%	58%

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	Canada	Female	Male	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
National television newscasts and news channels															
Daily	37%	28%	46%	19%	38%	50%	29%	22%	33%	39%	51%	34%	39%	39%	43%
A few times a week	19%	20%	17%	19%	22%	16%	20%	27%	12%	18%	15%	24%	25%	16%	17%
A few times a month	20%	24%	16%	30%	21%	12%	33%	24%	14%	20%	12%	18%	18%	16%	20%
Never	24%	28%	20%	33%	19%	22%	19%	27%	41%	23%	22%	25%	19%	29%	19%
Local television newscasts and news channels															
Daily	41%	39%	44%	16%	47%	55%	35%	34%	49%	40%	50%	41%	47%	38%	45%
A few times a week	23%	21%	26%	31%	20%	20%	23%	25%	12%	26%	20%	22%	30%	22%	24%
A few times a month	15%	16%	13%	18%	16%	11%	23%	21%	11%	13%	11%	10%	9%	15%	15%
Never	21%	24%	17%	35%	17%	13%	19%	20%	28%	20%	18%	26%	14%	25%	17%
Websites from television news providers															
Daily	20%	20%	21%	21%	24%	17%	17%	16%	38%	18%	22%	26%	20%	23%	24%
A few times a week	24%	20%	28%	26%	27%	19%	27%	27%	11%	24%	26%	18%	24%	22%	27%
A few times a month	26%	31%	20%	32%	25%	22%	32%	26%	17%	27%	21%	28%	30%	29%	23%
Never	30%	29%	31%	21%	23%	43%	23%	31%	34%	31%	31%	28%	27%	26%	26%
National radio newscasts															
Daily	11%	11%	12%	7%	15%	11%	11%	9%	17%	10%	15%	12%	7%	16%	13%
A few times a week	18%	15%	22%	21%	21%	14%	13%	14%	13%	21%	18%	24%	18%	16%	23%
A few times a month	16%	15%	17%	18%	18%	14%	22%	22%	14%	17%	8%	18%	18%	19%	15%
Never	54%	58%	49%	54%	46%	61%	54%	56%	56%	52%	59%	46%	57%	48%	50%
Local radio newscasts															
Daily	26%	23%	29%	15%	34%	26%	24%	24%	37%	23%	31%	27%	24%	32%	29%
A few times a week	25%	26%	24%	24%	24%	26%	25%	20%	26%	28%	17%	31%	29%	16%	29%
A few times a month	17%	19%	14%	18%	16%	18%	16%	26%	12%	18%	11%	18%	18%	21%	14%
Never	32%	32%	32%	44%	26%	30%	35%	30%	24%	31%	42%	24%	30%	32%	29%
Websites from news radio stations															
Daily	7%	5%	9%	8%	11%	3%	8%	4%	4%	8%	8%	9%	5%	11%	7%
A few times a week	14%	14%	14%	14%	22%	6%	13%	10%	15%	15%	14%	17%	16%	6%	17%
A few times a month	18%	17%	19%	24%	21%	11%	28%	12%	16%	20%	14%	10%	21%	18%	22%
Never	61%	64%	58%	55%	47%	80%	51%	75%	65%	58%	64%	65%	58%	65%	54%

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	Canada	Female	Male	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
<i>Websites from independent online news providers</i>															
Daily	8%	5%	10%	7%	11%	5%	7%	4%	5%	8%	12%	5%	7%	9%	7%
A few times a week	13%	11%	15%	17%	17%	6%	13%	12%	14%	13%	12%	14%	18%	12%	13%
A few times a month	20%	21%	19%	28%	22%	13%	24%	19%	18%	18%	27%	14%	19%	20%	23%
Never	59%	62%	56%	48%	50%	77%	56%	65%	63%	61%	49%	68%	56%	58%	57%
<i>Blogs</i>															
Daily	6%	3%	9%	10%	6%	2%	6%	2%	3%	6%	10%	3%	6%	8%	3%
A few times a week	14%	17%	12%	19%	20%	6%	10%	13%	6%	13%	22%	22%	12%	18%	16%
A few times a month	16%	16%	17%	15%	24%	10%	18%	14%	11%	19%	13%	16%	16%	11%	22%
Never	64%	65%	62%	57%	50%	82%	67%	71%	80%	63%	55%	59%	66%	62%	59%
<i>Facebook</i>															
Daily	32%	30%	34%	33%	34%	29%	28%	30%	20%	31%	35%	42%	31%	45%	29%
A few times a week	21%	22%	20%	25%	24%	15%	21%	16%	14%	19%	31%	23%	16%	21%	21%
A few times a month	14%	16%	12%	13%	16%	13%	19%	18%	20%	11%	14%	14%	17%	10%	14%
Never	33%	32%	34%	30%	25%	43%	32%	36%	46%	39%	20%	20%	37%	24%	36%
<i>Twitter</i>															
Daily	18%	15%	21%	28%	20%	8%	15%	10%	16%	16%	30%	19%	14%	27%	20%
A few times a week	14%	14%	15%	17%	20%	7%	8%	6%	6%	18%	17%	21%	14%	10%	18%
A few times a month	10%	12%	9%	9%	14%	8%	9%	13%	10%	10%	11%	9%	10%	12%	10%
Never	57%	60%	55%	46%	45%	78%	68%	71%	68%	57%	41%	51%	62%	50%	53%

Thinking specifically about news content that you access online, which of these statements comes closest to describing your current behaviour?



	GENDER		AGE			REGION					VOTE IN 2015 FEDERAL ELECTION				
	Canada	Female	Male	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
I am a paying subscriber of at least one online news source that I find interesting	9%	6%	12%	14%	10%	4%	6%	6%	1%	11%	11%	9%	8%	13%	12%
I stop going to an online news source if there's a limit on free articles and/or a paywall	31%	30%	33%	36%	39%	21%	34%	33%	36%	28%	34%	34%	31%	33%	33%
I don't visit any news sources that charge for online access	47%	50%	45%	44%	41%	56%	49%	47%	46%	52%	36%	44%	51%	37%	45%
None of these	12%	14%	10%	7%	10%	18%	11%	14%	17%	8%	19%	12%	9%	17%	9%

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As you may know, the federal government is proposing an investment of \$50 million over five years to support independent, non-governmental organizations that are expected to focus on delivering local journalism in communities. From what you have seen, read or heard about this, do you support or oppose this proposal?



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	Canada	Female	Male	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
Strongly support	17%	16%	18%	22%	15%	15%	17%	14%	16%	18%	19%	12%	6%	20%	24%
Somewhat support	39%	34%	43%	38%	41%	36%	44%	35%	28%	35%	49%	37%	46%	45%	37%
Somewhat oppose	9%	11%	8%	11%	9%	9%	10%	11%	7%	10%	7%	11%	11%	10%	8%
Strongly oppose	10%	8%	12%	6%	9%	13%	8%	10%	8%	12%	6%	13%	17%	6%	7%
Not sure	25%	32%	19%	22%	26%	27%	22%	30%	41%	26%	19%	26%	20%	20%	23%