

Poll conducted by Research Co. on News Consumption in Canada - July 12, 2023

We have some questions about the way you access news. During the course of a regular week, how often do you access news in each of the following ways?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
Online (on a smartphone, computer, or tablet)															
Every day	45%	51%	40%	37%	51%	49%	44%	43%	49%	47%	44%	47%	53%	47%	45%
Four to six days a week	18%	19%	17%	26%	18%	11%	23%	22%	15%	20%	13%	15%	16%	20%	22%
Two or three days a week	15%	12%	18%	18%	12%	14%	14%	16%	15%	16%	15%	10%	11%	16%	15%
Once a week or less often	11%	8%	15%	13%	11%	10%	8%	16%	8%	9%	13%	17%	8%	11%	9%
Never	10%	10%	11%	6%	8%	17%	11%	3%	13%	8%	16%	11%	11%	7%	9%
On television															
Every day	35%	38%	31%	19%	28%	56%	36%	29%	32%	31%	36%	50%	47%	40%	25%
Four to six days a week	16%	18%	14%	20%	16%	12%	18%	21%	13%	16%	15%	11%	13%	17%	19%
Two or three days a week	15%	17%	12%	19%	15%	10%	17%	13%	12%	17%	13%	13%	16%	14%	15%
Once a week or less often	17%	13%	21%	22%	19%	10%	11%	16%	20%	21%	16%	13%	13%	16%	19%
Never	18%	14%	21%	21%	22%	11%	17%	21%	22%	15%	20%	12%	11%	13%	22%
On the radio															
Every day	19%	22%	16%	14%	21%	22%	18%	19%	14%	19%	19%	26%	25%	22%	16%
Four to six days a week	15%	17%	13%	15%	14%	16%	17%	13%	11%	20%	11%	13%	14%	20%	14%
Two or three days a week	16%	17%	15%	16%	16%	17%	18%	23%	8%	16%	15%	15%	15%	17%	18%
Once a week or less often	25%	21%	29%	26%	25%	25%	18%	22%	37%	24%	28%	22%	25%	21%	22%
Never	25%	22%	28%	29%	25%	21%	29%	23%	31%	20%	27%	25%	20%	19%	30%
On a print publication															
Every day	7%	10%	4%	6%	5%	10%	7%	6%	7%	6%	7%	9%	10%	7%	5%
Four to six days a week	8%	10%	6%	11%	8%	6%	13%	7%	8%	9%	5%	11%	9%	11%	8%
Two or three days a week	11%	12%	9%	14%	9%	9%	10%	14%	8%	11%	11%	10%	9%	16%	9%
Once a week or less often	29%	30%	29%	24%	31%	34%	33%	33%	32%	31%	27%	21%	32%	27%	31%
Never	44%	37%	51%	44%	48%	41%	37%	40%	45%	42%	50%	50%	40%	40%	47%

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To Canadians who access news online (on a smartphone, computer, or tablet) - How often do you access news online (on a smartphone, computer, or tablet) in each of the following ways?



	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL ELECTION			WEEKLY ONLINE NEWS CONSUMPTION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Daily	4-6 Days	2-3 Days	1 Day	Never
Typing the URL of a specific website																				
Every day	14%	17%	11%	13%	15%	13%	15%	10%	12%	15%	14%	15%	20%	13%	12%	30%	13%	9%	9%	n.a.
Four to six days a week	14%	19%	9%	19%	16%	8%	11%	14%	13%	20%	11%	11%	16%	17%	10%	15%	29%	14%	9%	n.a.
Two or three days a week	14%	15%	12%	14%	17%	11%	12%	19%	14%	13%	12%	16%	12%	15%	11%	12%	16%	24%	11%	n.a.
Once a week or less often	25%	23%	26%	24%	24%	27%	29%	25%	22%	25%	24%	22%	27%	19%	28%	18%	18%	25%	38%	n.a.
Never	33%	25%	42%	30%	29%	41%	33%	32%	38%	27%	39%	37%	25%	35%	39%	25%	23%	27%	32%	n.a.
Clicking on a link you saw on social media																				
Every day	18%	16%	20%	22%	20%	13%	17%	25%	15%	19%	14%	23%	18%	21%	14%	39%	18%	14%	11%	n.a.
Four to six days a week	17%	18%	17%	25%	19%	7%	18%	19%	14%	18%	16%	17%	18%	18%	18%	17%	35%	17%	15%	n.a.
Two or three days a week	21%	22%	20%	27%	20%	15%	16%	18%	25%	25%	21%	18%	17%	23%	25%	11%	20%	38%	21%	n.a.
Once a week or less often	21%	18%	23%	16%	23%	23%	25%	17%	26%	18%	21%	19%	22%	18%	23%	12%	14%	16%	32%	n.a.
Never	23%	26%	20%	9%	19%	42%	25%	20%	21%	20%	28%	22%	25%	20%	20%	20%	14%	14%	21%	n.a.
Accessing specific stories through a news aggregator (such as Google News)																				
Every day	22%	25%	20%	18%	25%	24%	27%	23%	18%	22%	21%	24%	29%	24%	18%	48%	19%	16%	15%	n.a.
Four to six days a week	20%	22%	18%	23%	21%	16%	20%	19%	24%	24%	14%	18%	19%	23%	18%	20%	41%	21%	15%	n.a.
Two or three days a week	19%	20%	18%	22%	17%	18%	22%	17%	17%	22%	18%	12%	17%	19%	25%	12%	17%	34%	21%	n.a.
Once a week or less often	18%	17%	20%	19%	19%	18%	15%	22%	25%	17%	16%	22%	20%	14%	19%	8%	11%	16%	29%	n.a.
Never	20%	16%	24%	18%	17%	25%	15%	19%	16%	15%	30%	24%	15%	20%	19%	12%	11%	13%	21%	n.a.
Through newsletters you have subscribed to																				
Every day	9%	11%	8%	9%	6%	13%	12%	8%	4%	10%	8%	14%	13%	10%	7%	20%	10%	7%	6%	n.a.
Four to six days a week	12%	13%	10%	15%	12%	8%	13%	13%	5%	14%	9%	10%	12%	16%	8%	13%	24%	12%	7%	n.a.
Two or three days a week	12%	15%	10%	14%	13%	10%	12%	11%	9%	13%	13%	12%	11%	14%	16%	12%	16%	22%	11%	n.a.
Once a week or less often	17%	18%	16%	21%	18%	13%	16%	11%	30%	18%	17%	10%	17%	13%	19%	12%	17%	18%	27%	n.a.
Never	49%	43%	56%	41%	52%	55%	46%	56%	51%	44%	52%	53%	46%	47%	51%	43%	34%	41%	50%	n.a.
Through a search engine, seeking information about a specific event																				
Every day	18%	19%	16%	18%	19%	16%	15%	24%	15%	19%	18%	14%	21%	19%	18%	38%	18%	12%	11%	n.a.
Four to six days a week	20%	21%	18%	22%	22%	14%	20%	18%	23%	21%	16%	22%	19%	23%	18%	20%	40%	18%	13%	n.a.
Two or three days a week	23%	26%	21%	23%	24%	22%	28%	19%	26%	26%	20%	16%	24%	26%	27%	16%	22%	42%	24%	n.a.
Once a week or less often	26%	23%	29%	23%	22%	32%	25%	28%	24%	25%	25%	31%	24%	22%	27%	15%	13%	21%	40%	n.a.
Never	14%	11%	16%	13%	13%	15%	11%	11%	13%	9%	21%	18%	13%	11%	10%	12%	7%	8%	11%	n.a.
Through podcasts																				
Every day	6%	8%	5%	11%	4%	4%	6%	9%	4%	8%	4%	7%	7%	8%	8%	14%	7%	4%	3%	n.a.
Four to six days a week	9%	11%	8%	14%	10%	5%	16%	11%	4%	11%	6%	6%	8%	13%	8%	11%	19%	9%	4%	n.a.
Two or three days a week	13%	15%	12%	19%	14%	6%	13%	11%	9%	18%	10%	10%	13%	16%	11%	12%	17%	24%	10%	n.a.
Once a week or less often	20%	22%	19%	19%	20%	22%	16%	20%	22%	19%	21%	26%	21%	20%	21%	17%	20%	23%	32%	n.a.
Never	51%	44%	57%	37%	52%	64%	49%	48%	61%	43%	58%	51%	51%	44%	53%	46%	37%	41%	51%	n.a.

As you may know, the federal government has tabled Bill C-18, also known as the Online News Act. How closely have you followed news stories related to Bill C-18?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION			WEEKLY ONLINE NEWS CONSUMPTION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Daily	4-6 Days	2-3 Days	1 Day	Never
Very closely	8%	12%	5%	11%	5%	8%	10%	10%	3%	10%	6%	8%	11%	11%	5%	14%	12%	9%	6%	5%
Moderately closely	33%	35%	30%	39%	32%	27%	40%	25%	31%	34%	31%	31%	32%	39%	34%	38%	44%	39%	31%	27%
Not too closely	36%	37%	34%	28%	39%	41%	31%	43%	29%	36%	37%	39%	40%	36%	36%	33%	29%	32%	38%	39%
Not closely at all	23%	16%	31%	22%	24%	24%	20%	22%	37%	19%	26%	22%	17%	14%	25%	15%	15%	20%	25%	28%

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Bill C-18 seeks to compel Internet companies—such as Meta or Google—to negotiate deals and ultimately pay Canadian media companies for the content they preview and link to on their platforms.
 From what you have seen, read or heard, do you agree or disagree with this idea?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION			WEEKLY ONLINE NEWS CONSUMPTION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Daily	4-6 Days	2-3 Days	1 Day	Never
Strongly agree	13%	17%	8%	12%	8%	17%	13%	5%	10%	15%	15%	11%	19%	9%	12%	18%	14%	12%	11%	12%
Moderately agree	30%	31%	28%	33%	29%	27%	30%	27%	33%	31%	28%	30%	37%	31%	26%	27%	35%	35%	30%	26%
Moderately disagree	18%	19%	17%	19%	20%	17%	20%	18%	14%	19%	19%	17%	15%	19%	23%	19%	17%	22%	21%	18%
Strongly disagree	17%	16%	17%	19%	18%	13%	21%	26%	18%	13%	13%	19%	9%	32%	15%	19%	16%	15%	16%	17%
Not sure	23%	16%	29%	17%	24%	26%	17%	24%	26%	22%	25%	23%	19%	10%	24%	17%	17%	17%	21%	27%

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To Canadians who access news online (on a smartphone, computer, or tablet) - Bill C-18 has the potential to restrict content that Canadians can find online on news aggregators. How likely are you to do each of the following if you can no longer rely on some aggregators and platforms to access news?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL ELECTION			WEEKLY ONLINE NEWS CONSUMPTION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Daily	4-6 Days	2-3 Days	1 Day	Never
Try a different search engine	43%	43%	43%	44%	40%	44%	42%	44%	41%	50%	35%	38%	42%	50%	41%	46%	46%	44%	46%	n.a.
Access news on television	40%	43%	36%	32%	33%	54%	38%	34%	37%	38%	39%	54%	50%	40%	38%	40%	37%	38%	41%	n.a.
Try a different news aggregator	29%	29%	29%	28%	31%	28%	36%	24%	35%	33%	19%	29%	30%	33%	26%	34%	31%	31%	29%	n.a.
Bookmark news websites	28%	32%	25%	26%	31%	29%	37%	17%	29%	32%	23%	27%	30%	27%	37%	33%	32%	31%	30%	n.a.
Access news on the radio	28%	30%	27%	25%	27%	33%	28%	23%	27%	26%	33%	32%	34%	31%	27%	27%	31%	28%	31%	n.a.
Access news on a print publication	18%	19%	17%	21%	12%	21%	20%	16%	23%	17%	15%	21%	20%	19%	15%	22%	20%	19%	17%	n.a.
None of these	11%	9%	14%	10%	14%	10%	9%	17%	9%	9%	14%	11%	7%	7%	10%	7%	7%	9%	11%	n.a.