

The Real Story:

In a world of **fake news**

Canadians trust **tv**

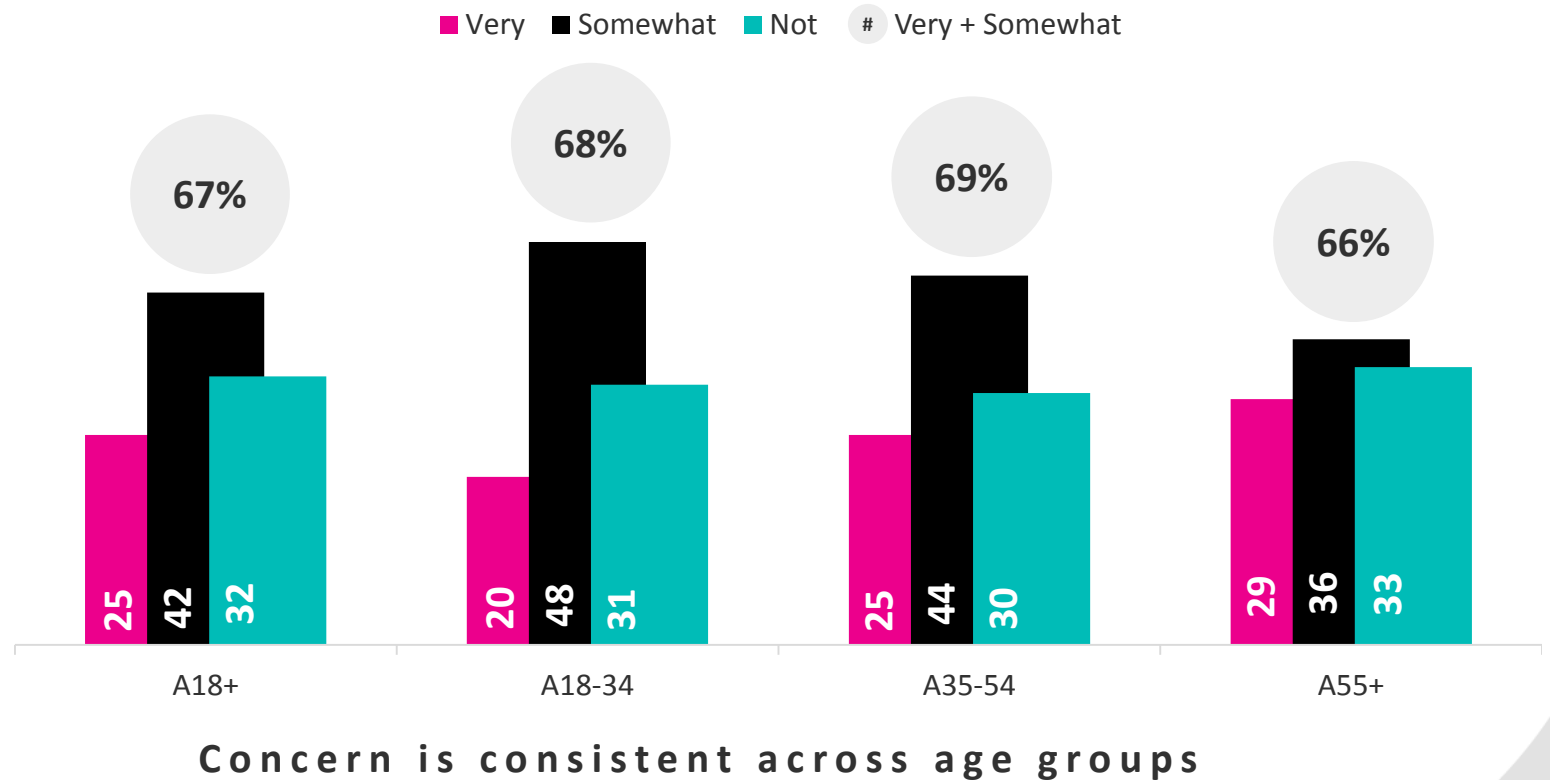
majority of Canadians have real concern about fake news

1 in 4 are very concerned about fake news

How concerned are you about fake news?

1 in 4




Canadians are very concerned about fake news

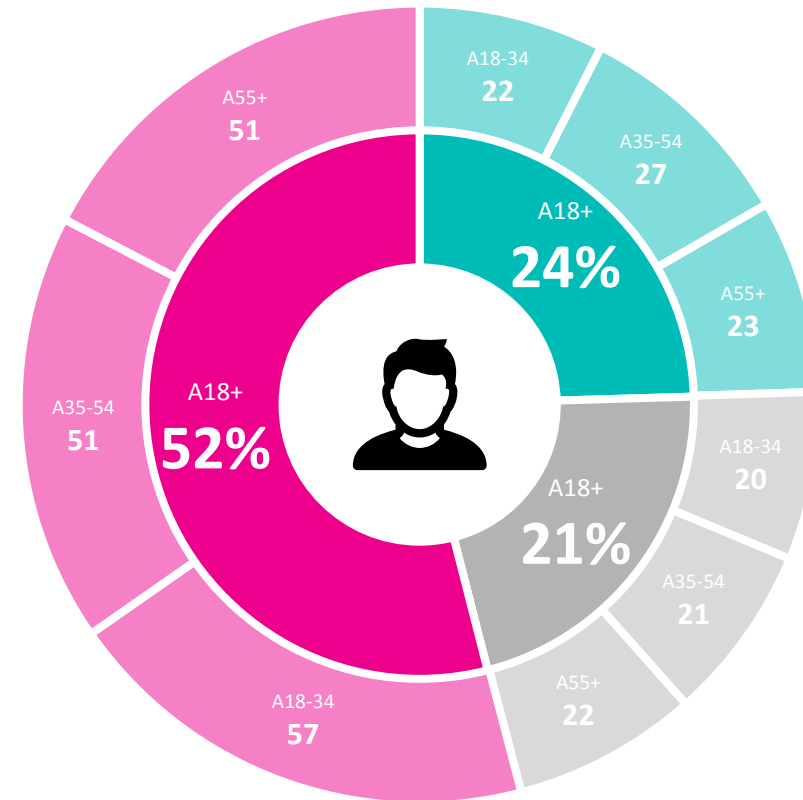


... and concern is growing

more than half of Canadian adults are **more concerned** than last year

Are you **more** or **less concerned** about fake news than you were a **year ago**?

-  **More**
-  **Less**
-  **Same**

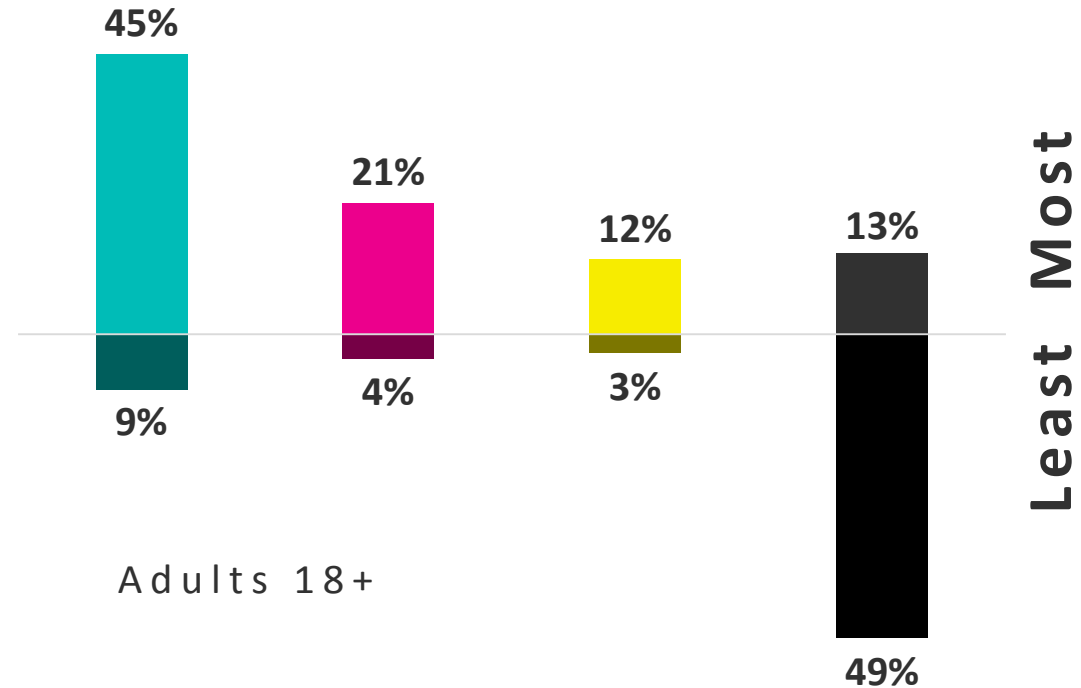


the good news: Canadians trust **tv**

half of all Canadians say news on the internet is the least trustworthy

Which media carries news that you believe to be the **most trustworthy** and the **least trustworthy**?

-  Television
-  Newspaper
-  Radio
-  Internet



Source: nlogic, OmniVu, Total Canada, June 2017.

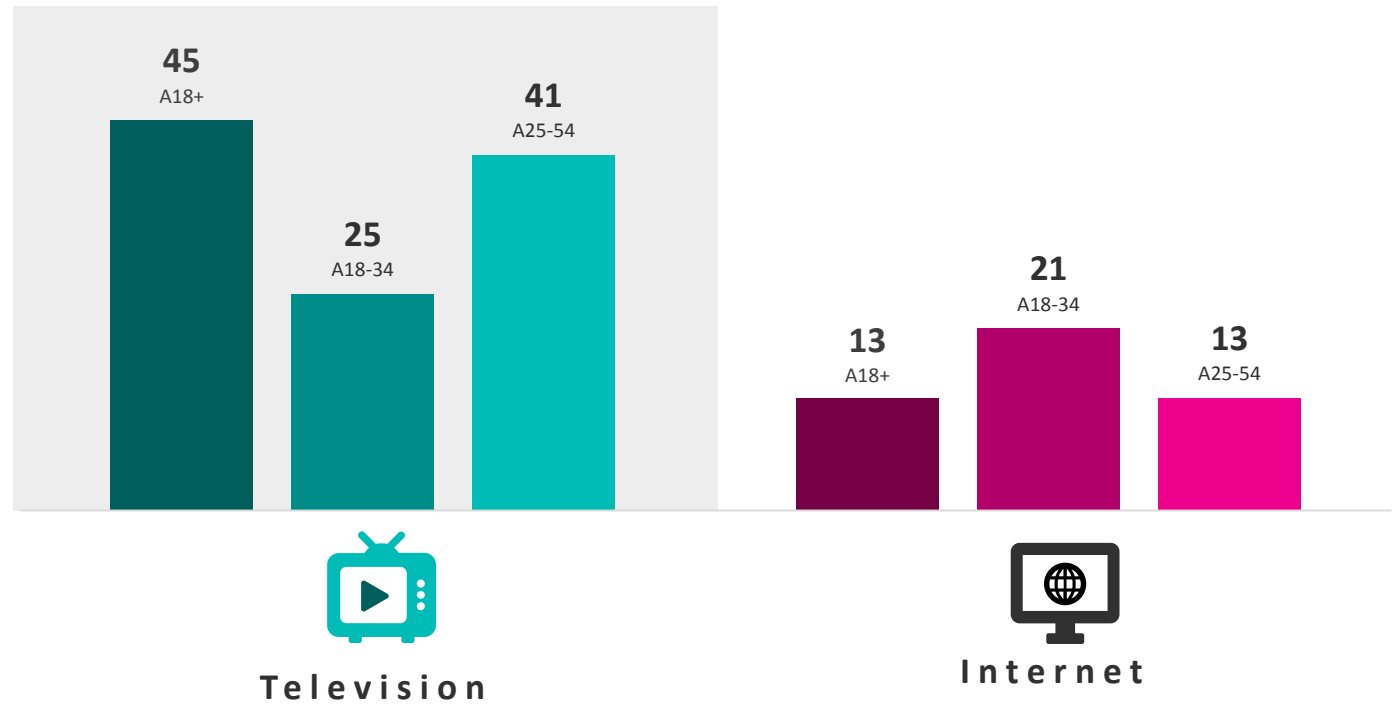
Read as: 45% of Canadians say that the news source they trust most is television. 49% of Canadians say that the news source they trust least is the internet.

tv most trusted news source across all demos

millennials, the most digitally savvy group, rate TV news the most trustworthy

Most Trusted News Source

Which media carries news that you believe to be the most trustworthy?



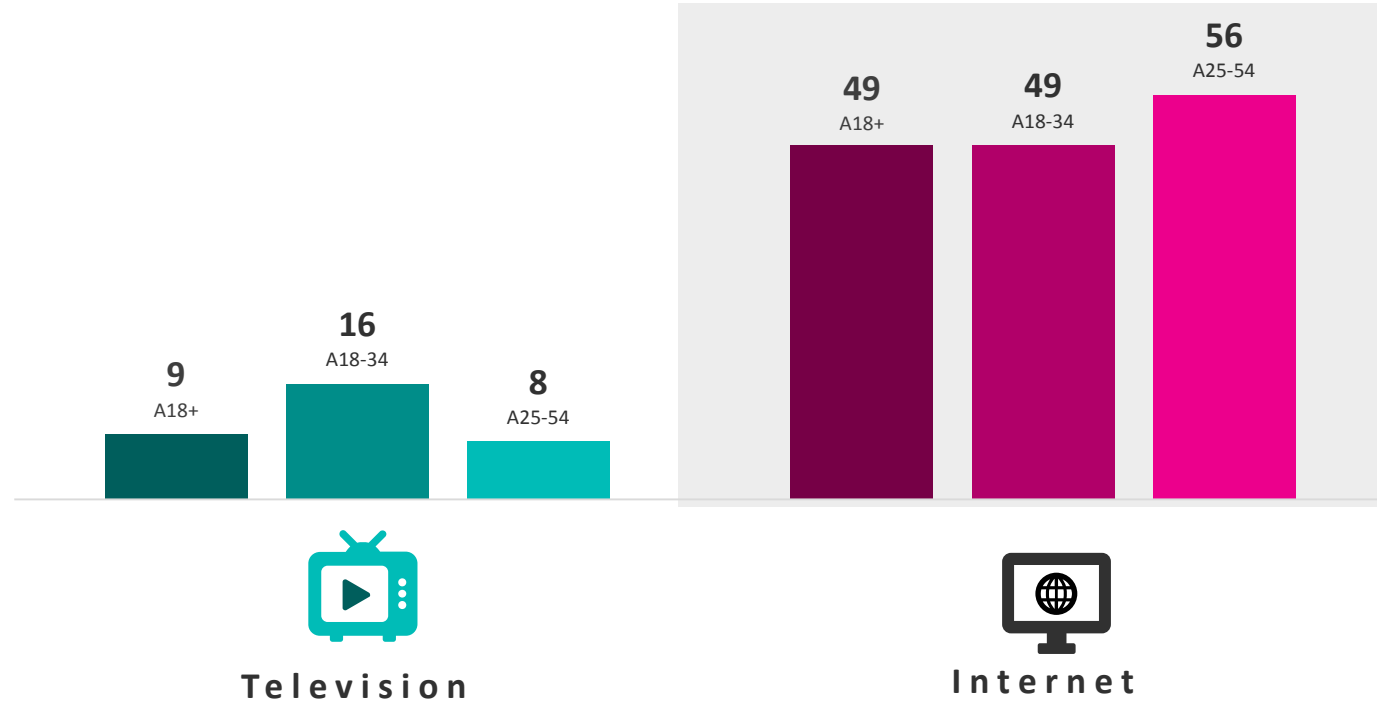
Source: nlogic, OmniVu, Total Canada, June 2017. Does not include OOH, Other, Don't Know/No Response. Read as: 45% of Canadians say that the news source they trust most is television.

internet **least trusted** source for **news**

across all demos, Canadians consider the internet the least trustworthy news source

Which media carries news that you believe to be the **least trustworthy?**

Least Trusted News Source



Source: nlogic, OmniVu, Total Canada, June 2017. Does not include OOH, Other, Don't Know/No Response. Read as: 49% of Canadians say that the news source they trust least is the internet..

tv delivers big audiences

– in a brand-safe environment



20 million

Total number of people (A18+) who get their news from Canadian Television in the average week – that's **69%** of the country



25 minutes

Time per day per capita spent watching Canadian Television News on average

Breaking News:

Canadians watch **85 million hours** of news / week



85 million

Total number of hours
per week spent
watching Canadian
Television News

Association Matters:
Place your brand
advertising in a **safe** and
trusted environment

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