

# The Real Story:

In a world of **fake news**

Canadians trust **tv**

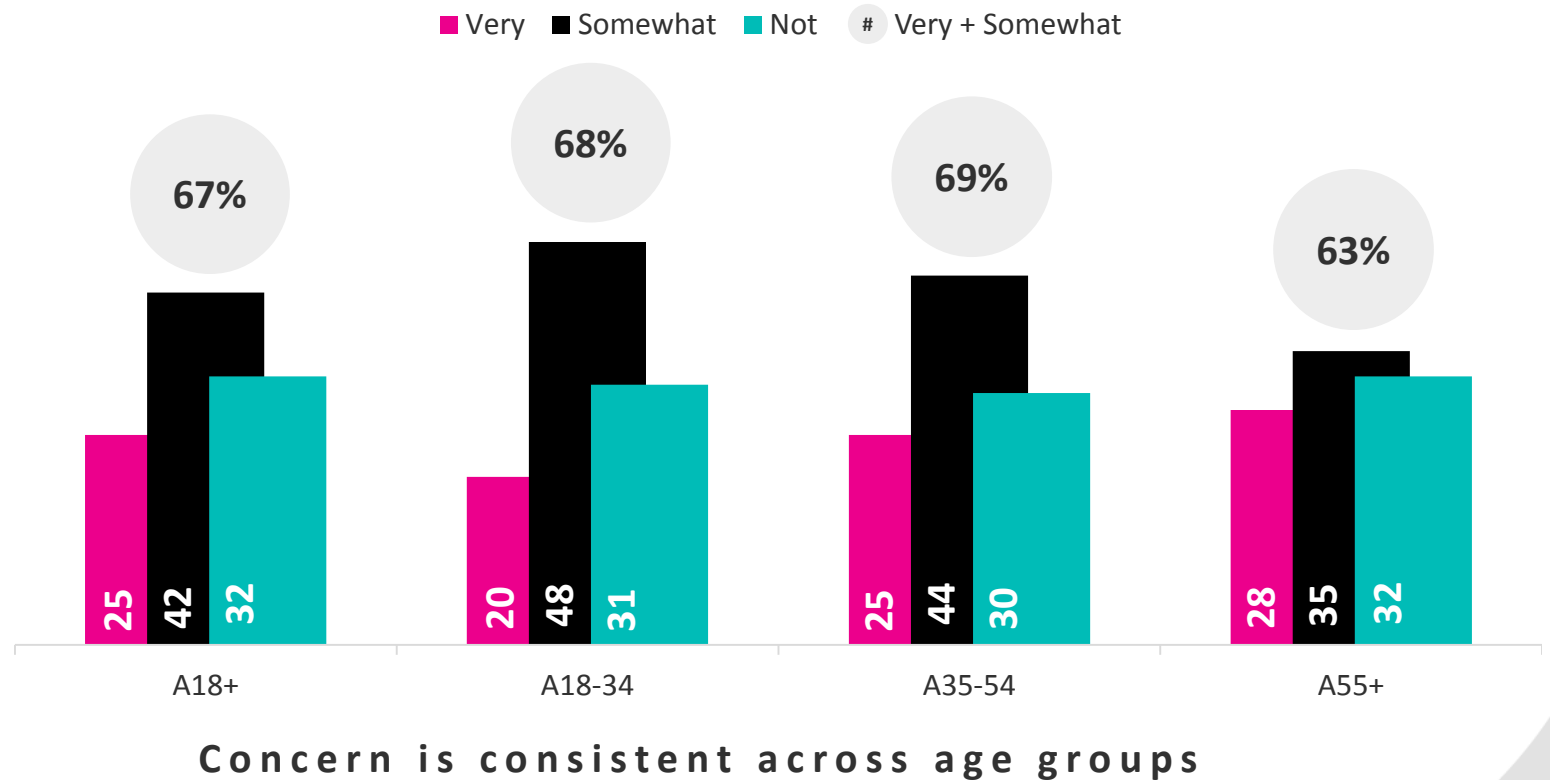
# majority of Canadians have real concern about fake news

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

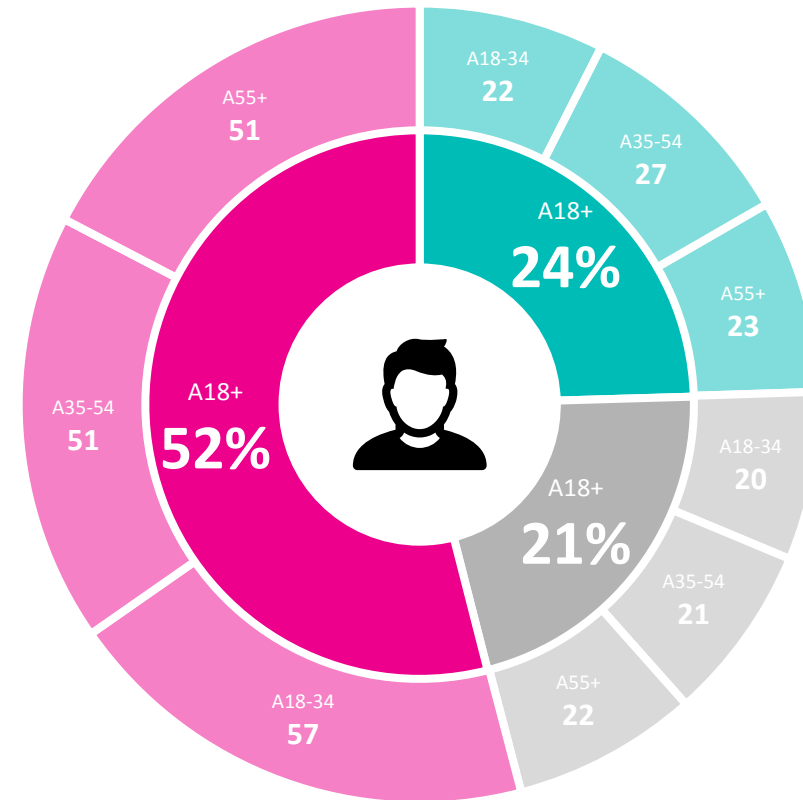


# ... and concern is growing

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**

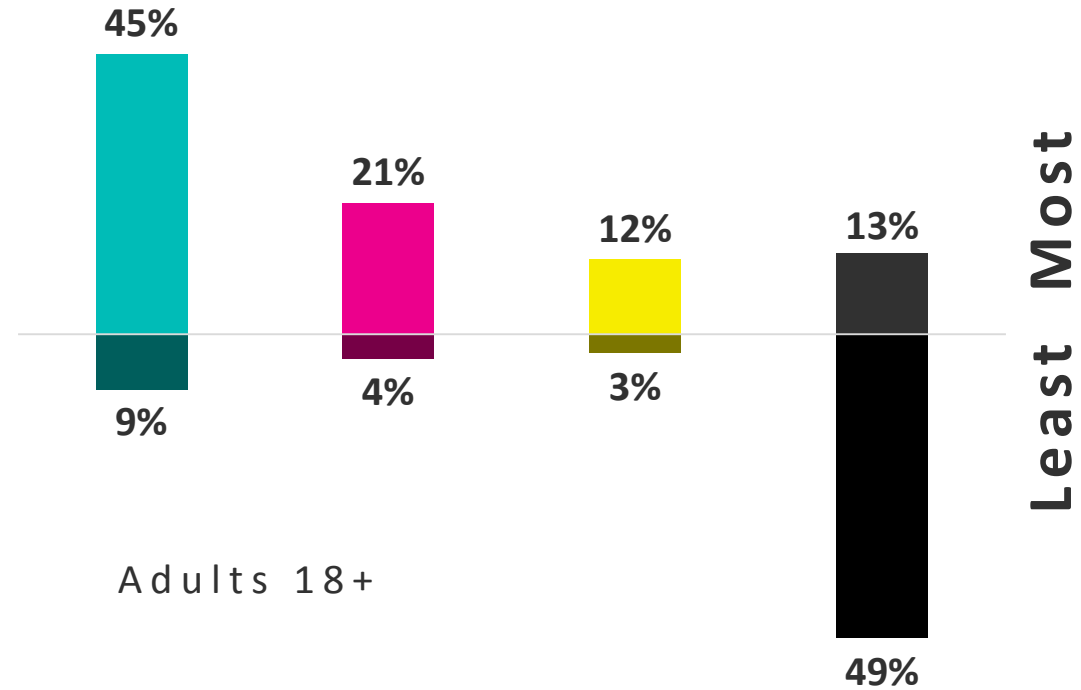


# the good news: Canadians trust **tv**

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.

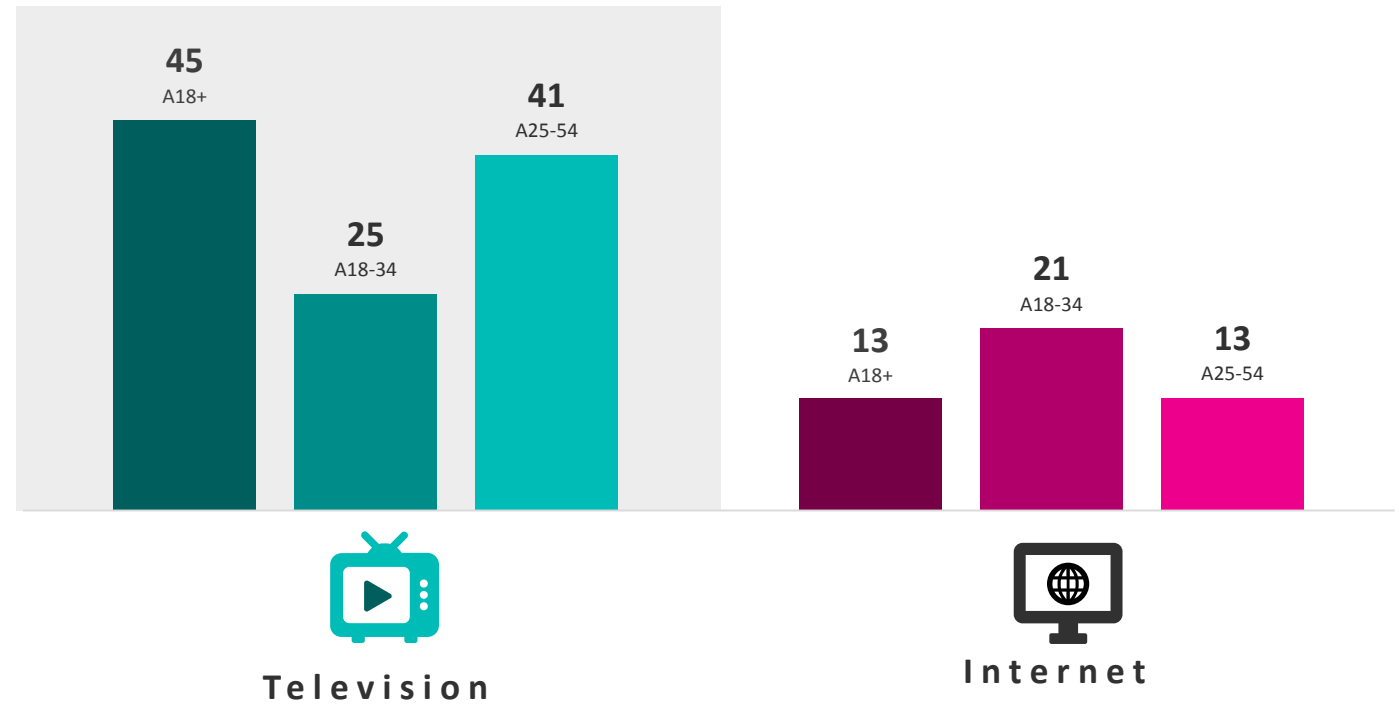
Read as: 45% of Canadians say that the news source they trust most is television. 49% of Canadians say that the news source they trust least is the internet.

# 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?



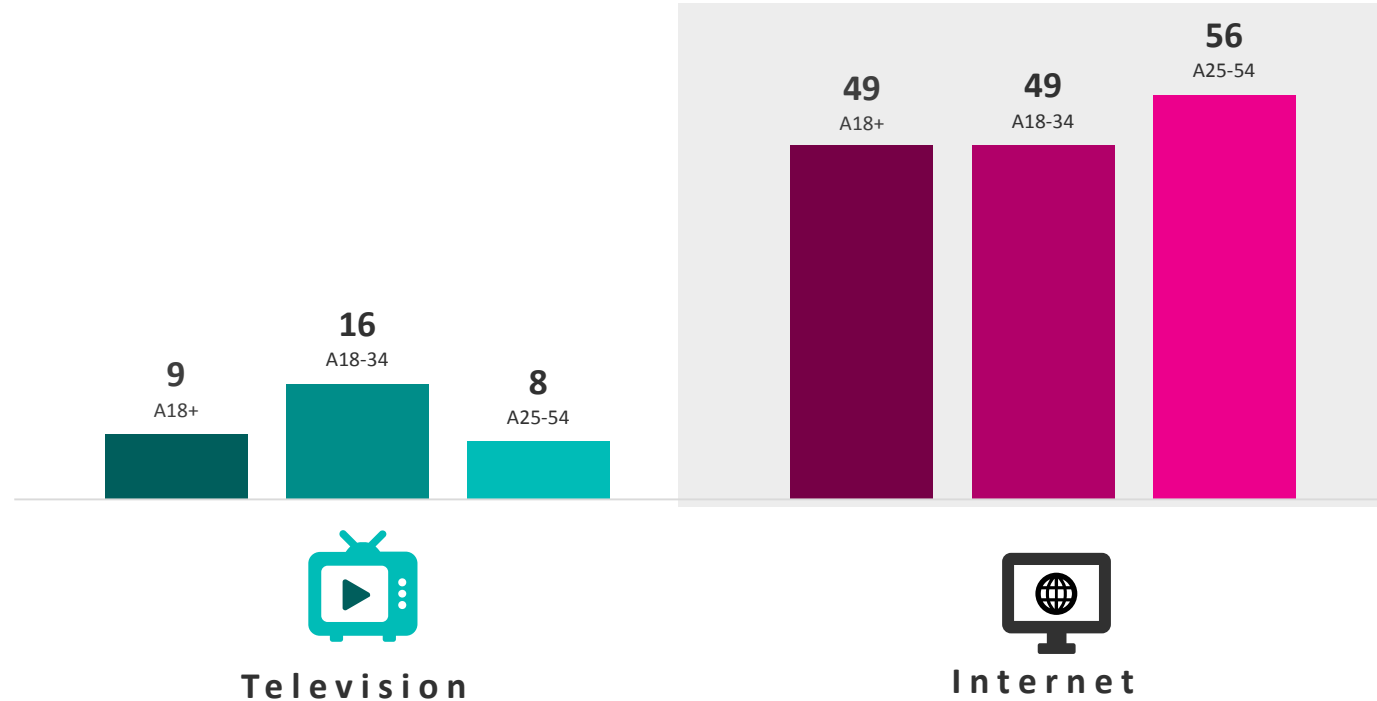
Source: nlogic, OmniVu, Total Canada, June 2017. Does not include OOH, Other, Don't Know/No Response. Read as: 45% of Canadians say that the news source they trust most is television.

# 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

---



## 23 million

Total number of people (A18+) who get their news from Canadian Television in the average week – that's **80%** of the country



## 30 minutes

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

# Breaking News:

Canadians watch **101 million hours** of news / week

---



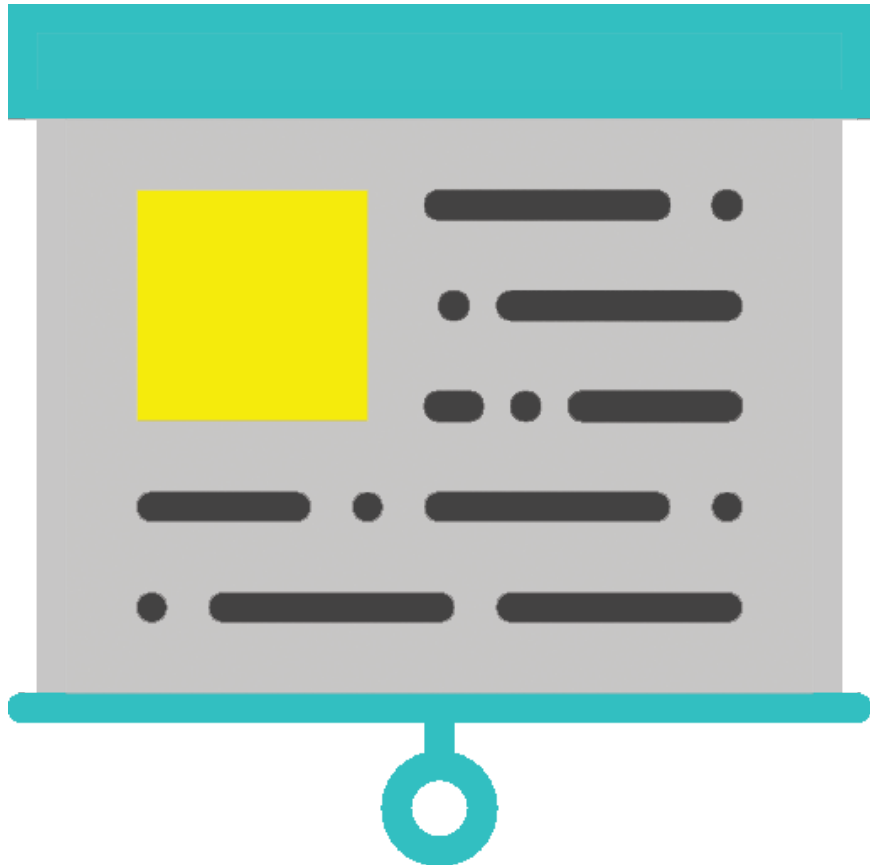
## 101 million

Total number of hours  
per week spent  
watching Canadian  
Television News

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



want to learn more about the **unparalleled power** of **tv** ? we'll come visit you!



Contact us today for a  
PRESENTATION



[info@thinktv.ca](mailto:info@thinktv.ca)



[Sign up for our  
newsletter](#)