

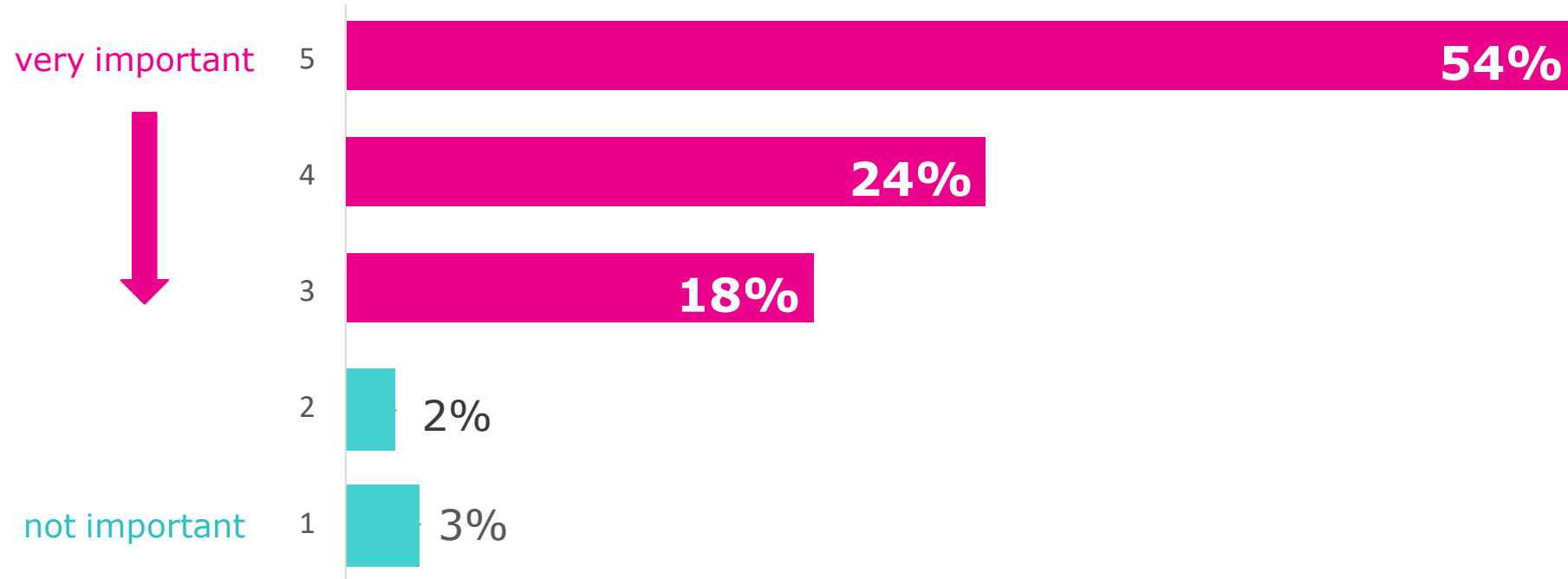
news trust & advertising



think ^{tv}

Canadians want Canadian news

96% of Canadians believe Canadian news is important

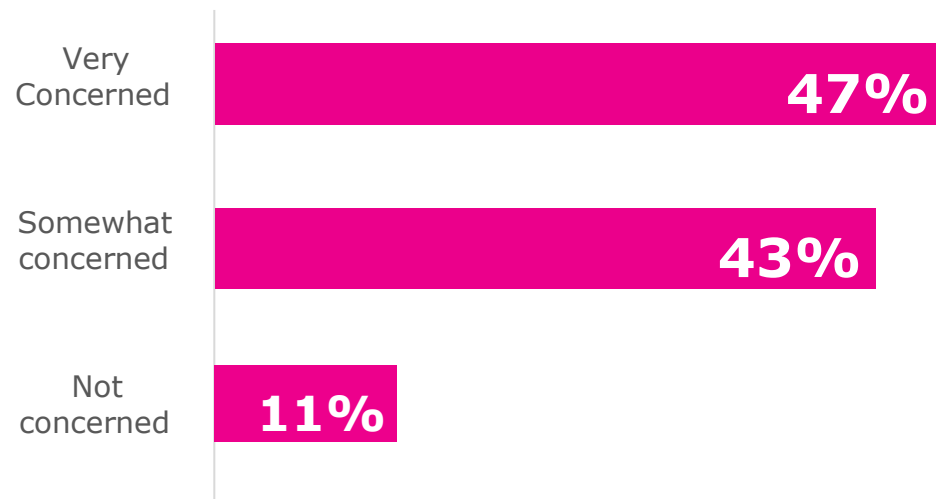


Q: On a scale of 1-5 where 5 is VERY important and 1 is NOT AT ALL important, how important do you believe it is to have access to Canadian news and journalism?

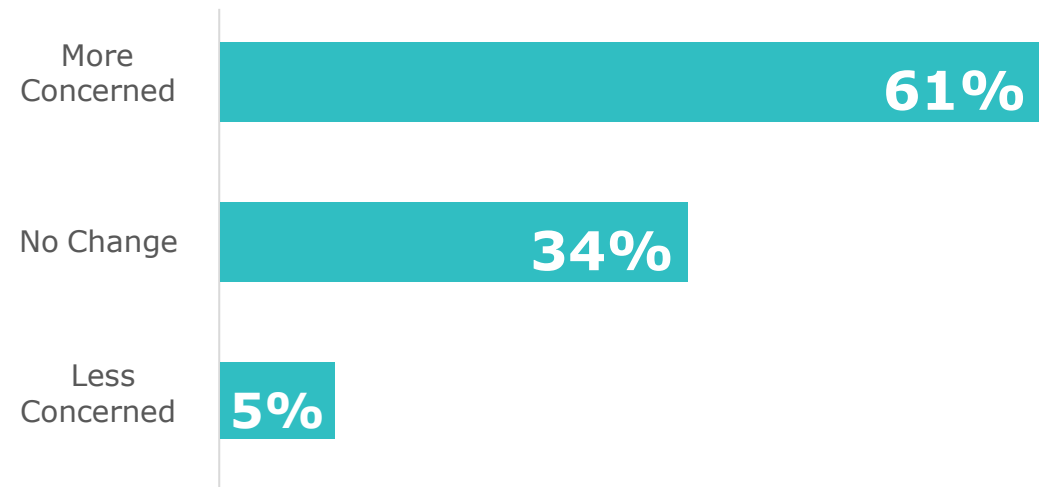
concern about fake news is high

90% of Canadians are either "very" or "somewhat" concerned about fake news - and 61% say they have grown "more concerned" in the last 3 years

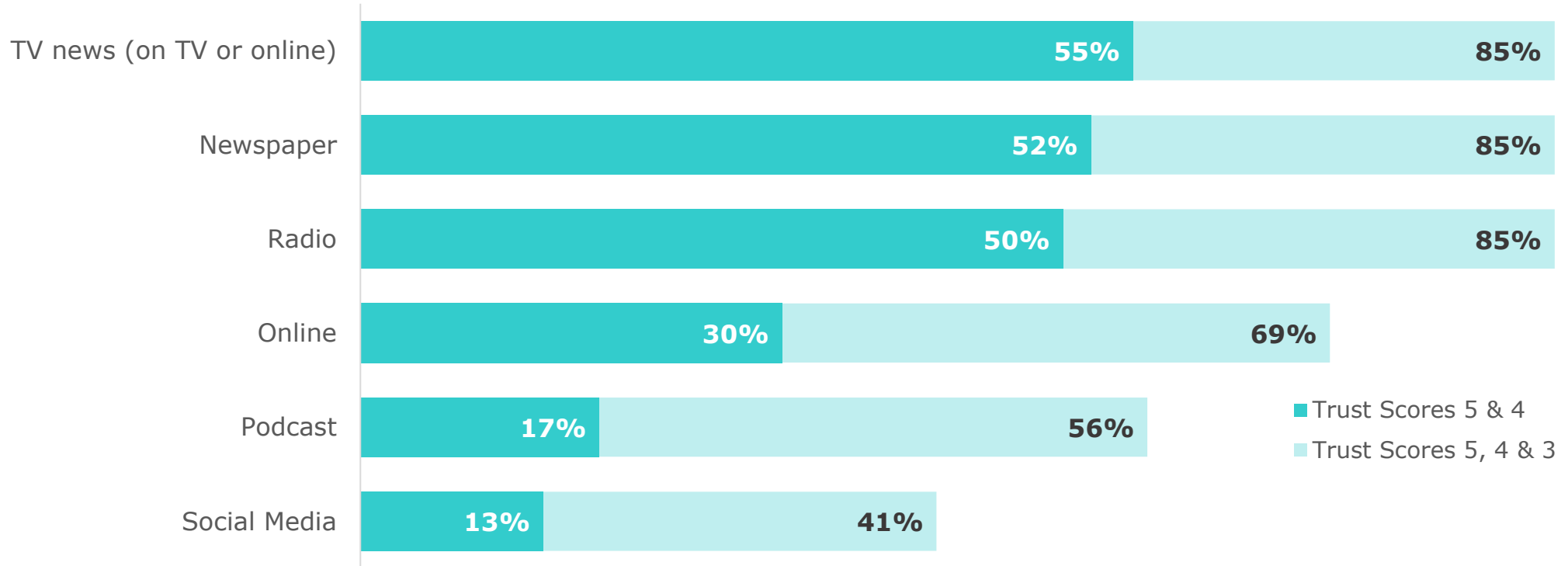
Are you concerned about 'fake news'?



Are you 'more' or 'less' concerned about fake news now than you were 3 years ago?



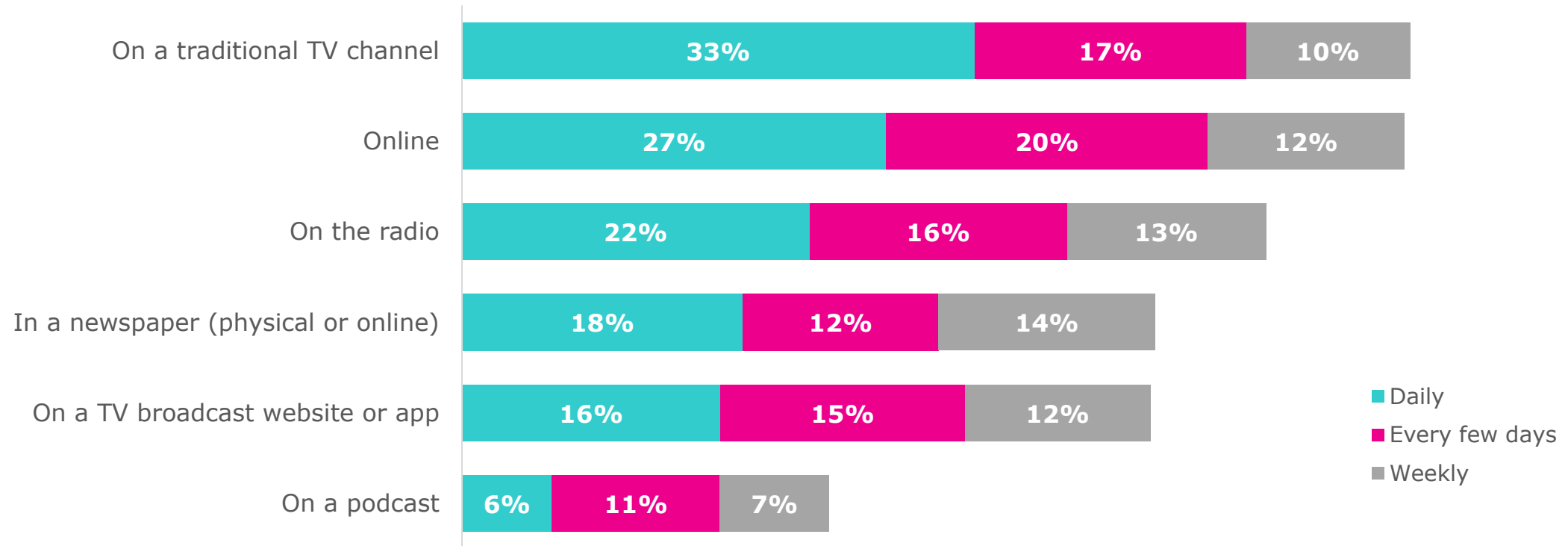
Canadians trust **tv** news



Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

tv is the top choice for national news

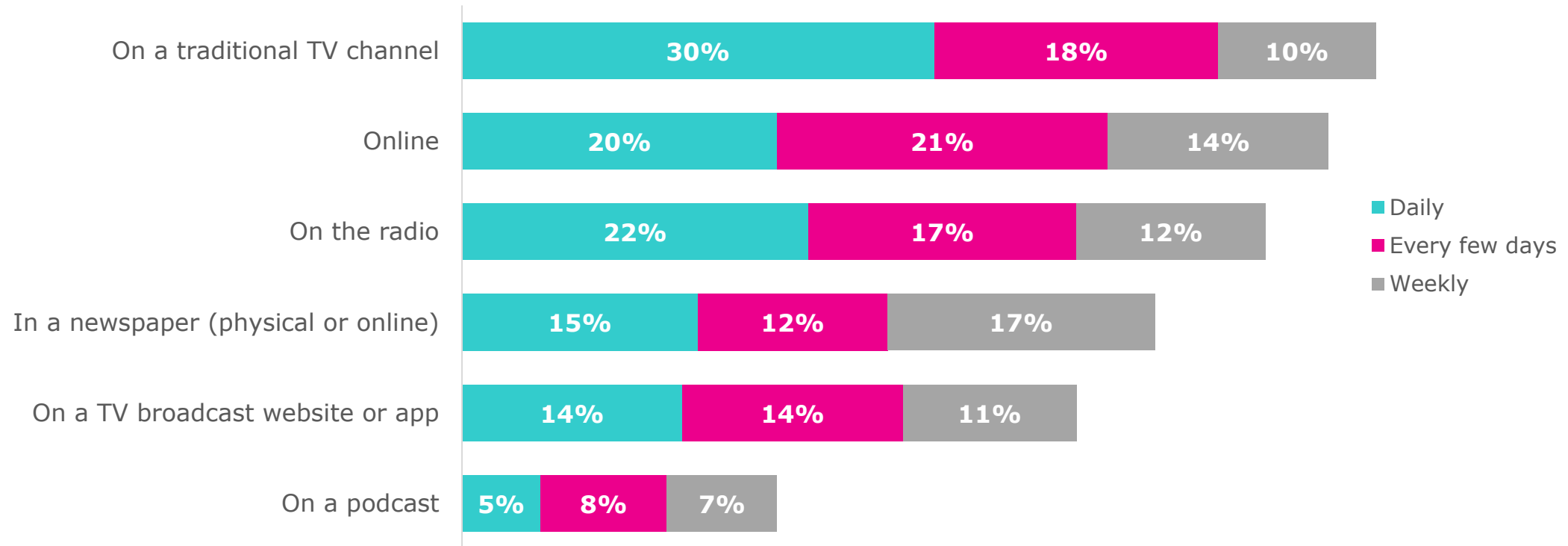
60% of Canadians access national news via a TV channel on a weekly or more frequent basis; 43% are accessing news on a broadcaster website or app weekly



Q: How often, if ever, do you consumer Canadian national news using the following platforms?

tv is also the top choice for local news

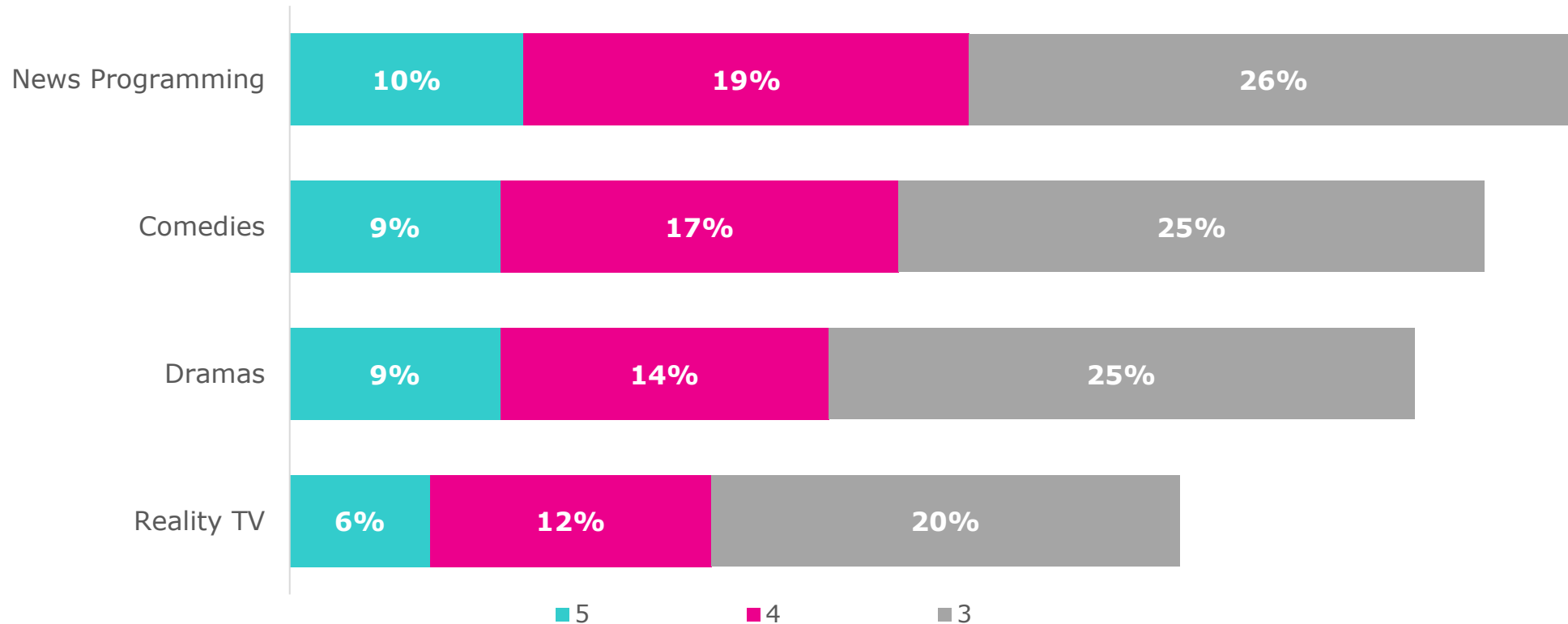
58% of Canadians access local news via a TV channel on a weekly or more frequent basis; 39% are accessing news on a broadcaster website or app weekly



Q: How often, if ever, do you consumer Canadian local news (provincial or municipal) using the following platforms?

advertising in news scores highest on attention

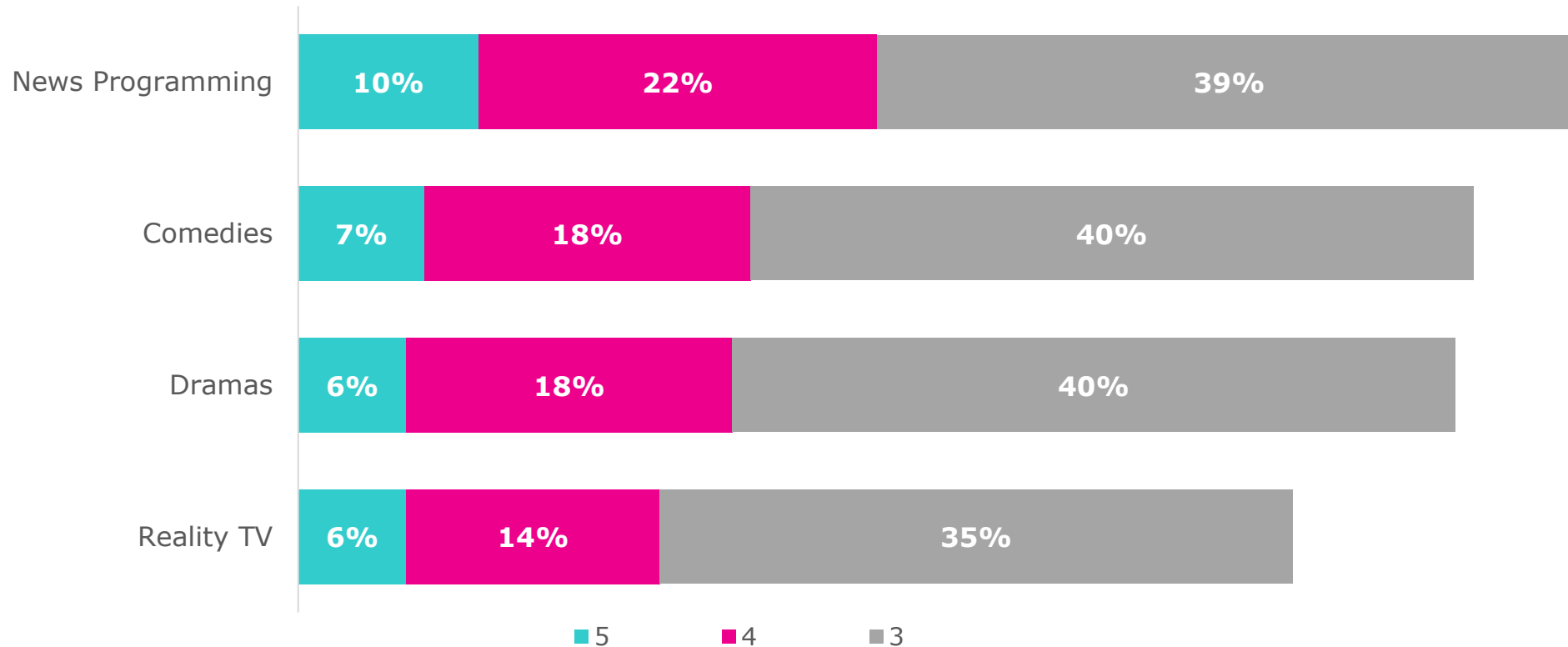
Canadians say advertising within news programming is most likely to get their attention



Q: On a scale of 1-5 where 5 is A LOT of attention and 1 is NO attention, how much attention, if any, do you pay to advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news scores highest on **trust**

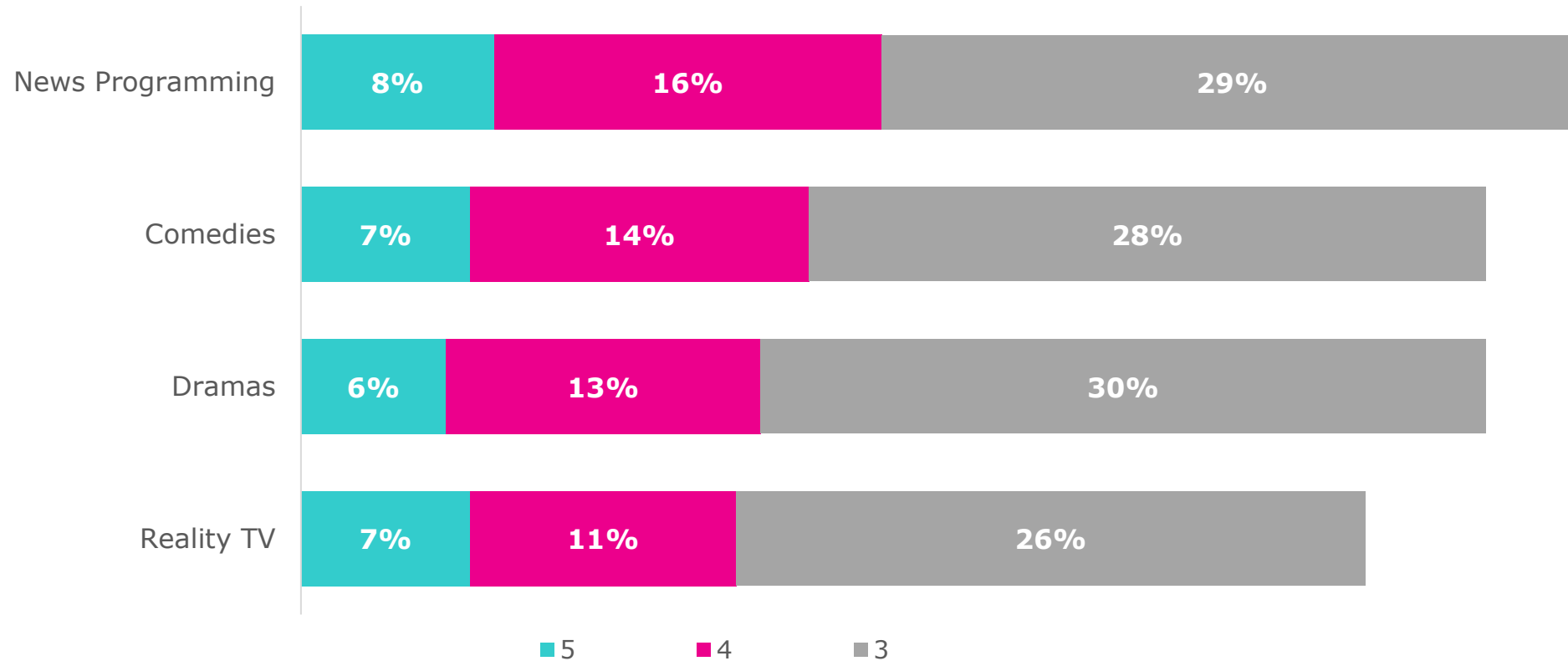
Canadians are most likely to trust advertising within news programming



Q: On a scale of 1-5 where 5 is COMPLETELY trustworthy and 1 is NOT AT ALL trustworthy, how trustworthy, if at all, do you find advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news most memorable

Canadians are most likely to remember advertising that appears in news programming

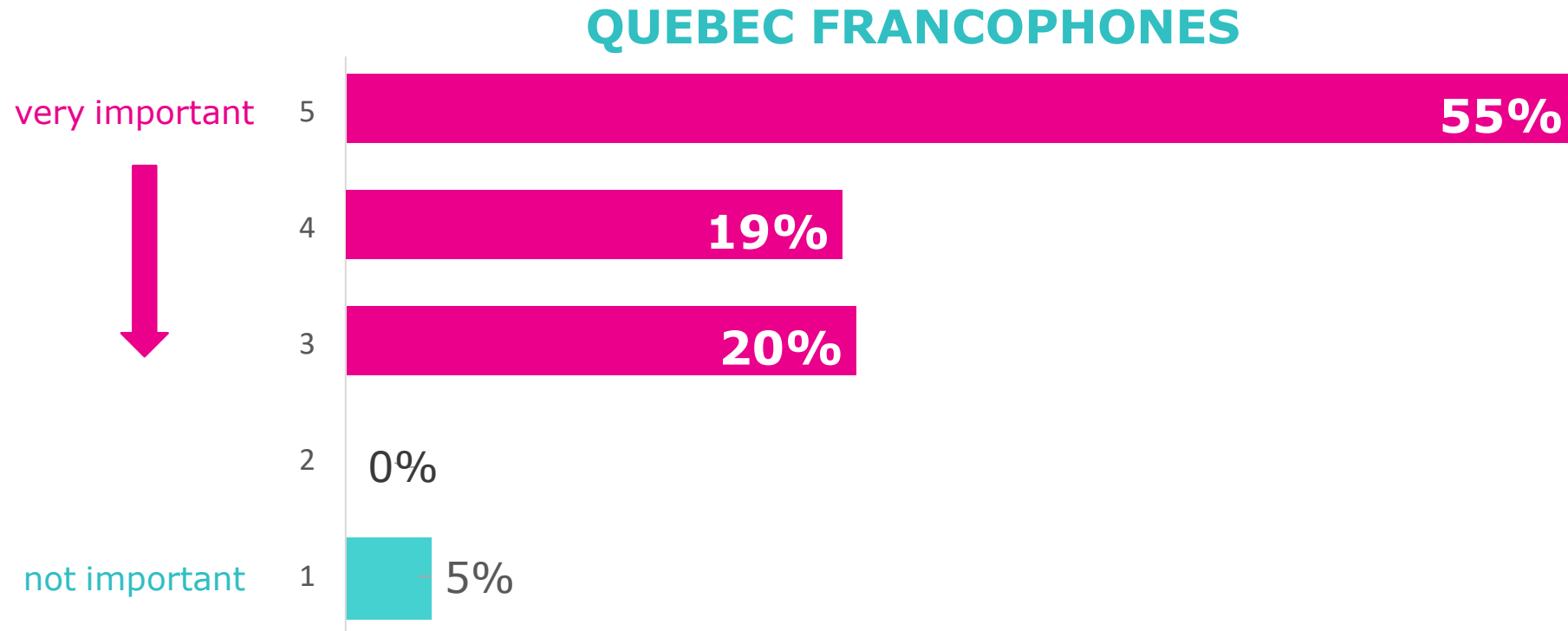


Q: How likely are you to remember the advertising that appears during commercial breaks while you are watching the following genres of programming (on a scale of 1-5 where 5 is DEFINITELY remember and 1 is DEFINITELY NOT remember)?

French Canadians in Quebec have similar views

Quebec Francophones want Canadian news

94% of **French speakers in Quebec** believe Canadian news is important



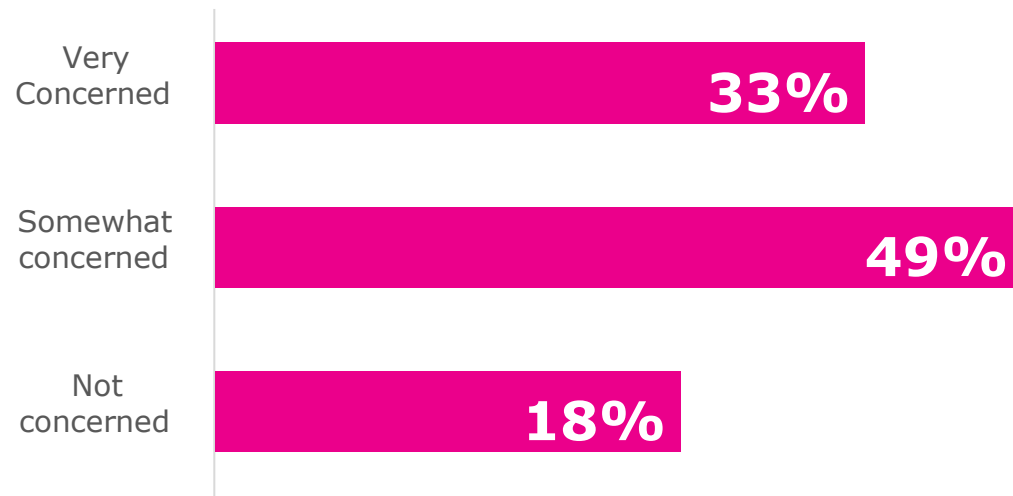
Q: On a scale of 1-5 where 5 is VERY important and 1 is NOT AT ALL important, how important do you believe it is to have access to Canadian news and journalism?

concern about fake news is high in Quebec

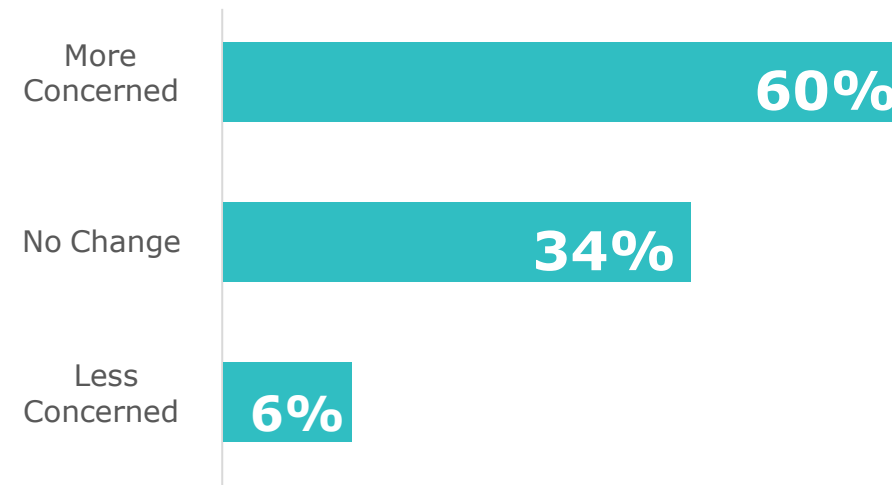
82% of **Quebec Francophones** are either “very” or “somewhat” concerned about fake news, while 60% say they have grown “more concerned” in the last 3 years

QUEBEC FRANCOPHONES

Are you concerned about ‘fake news’?

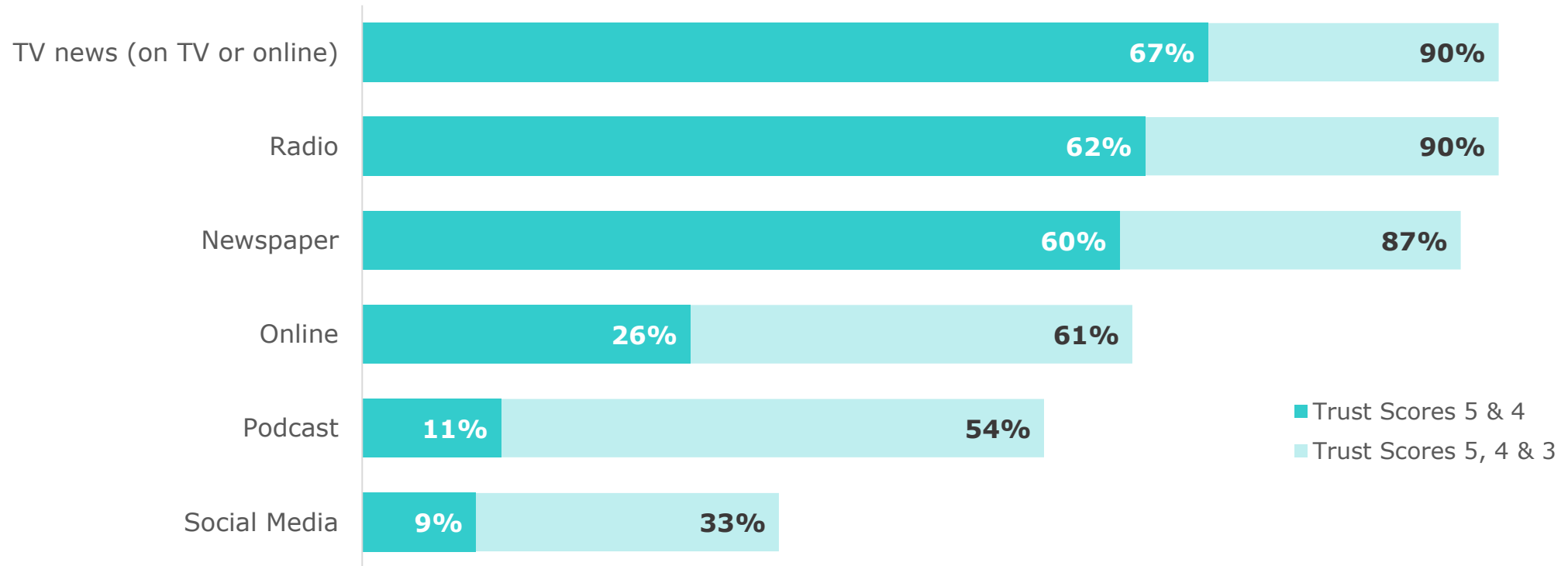


Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



Quebec Francophones trust **tv** news

QUEBEC FRANCOPHONES

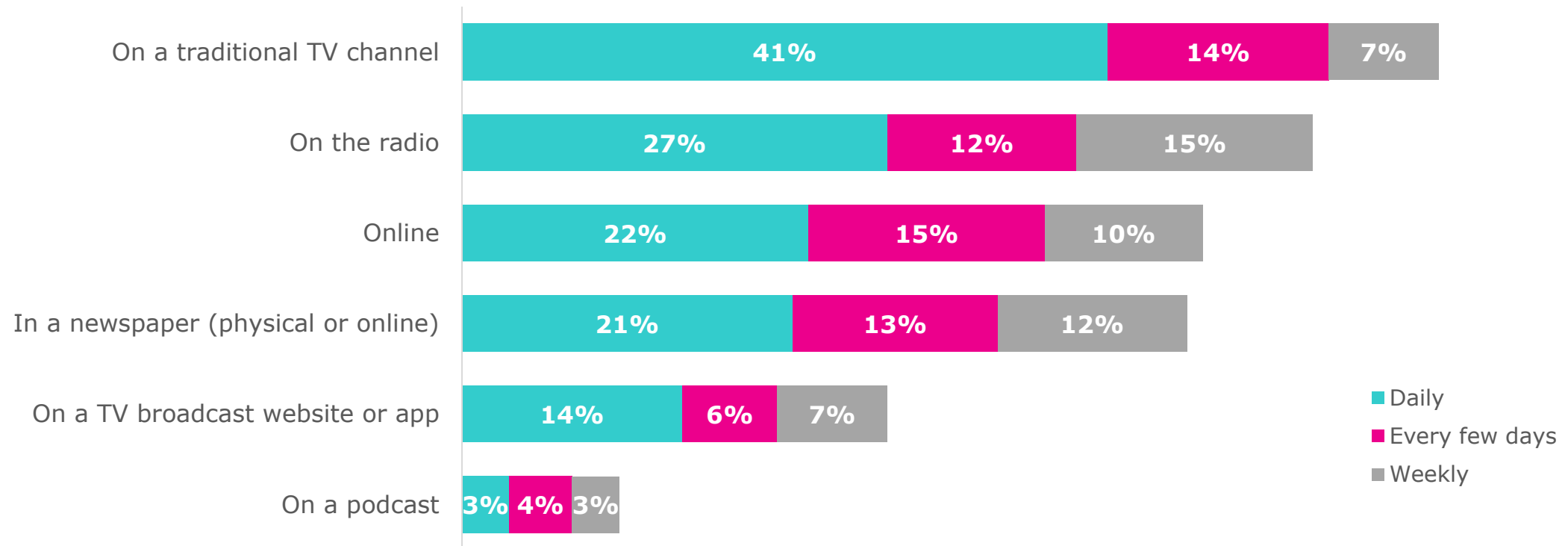


Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

tv is the top choice for national news

62% of **Quebec Francophones** access national news via a TV channel on a weekly or more frequent basis; 27% are accessing news on a broadcaster website or app weekly

QUEBEC FRANCOPHONES

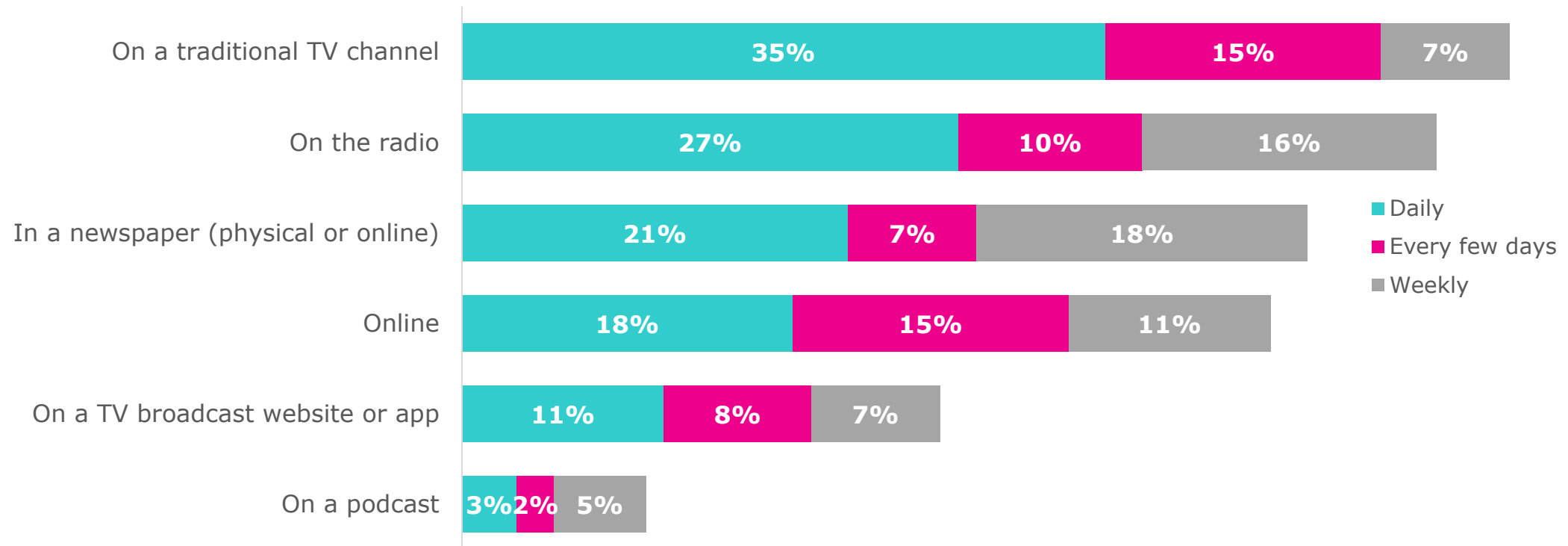


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

tv is also the top choice for local news

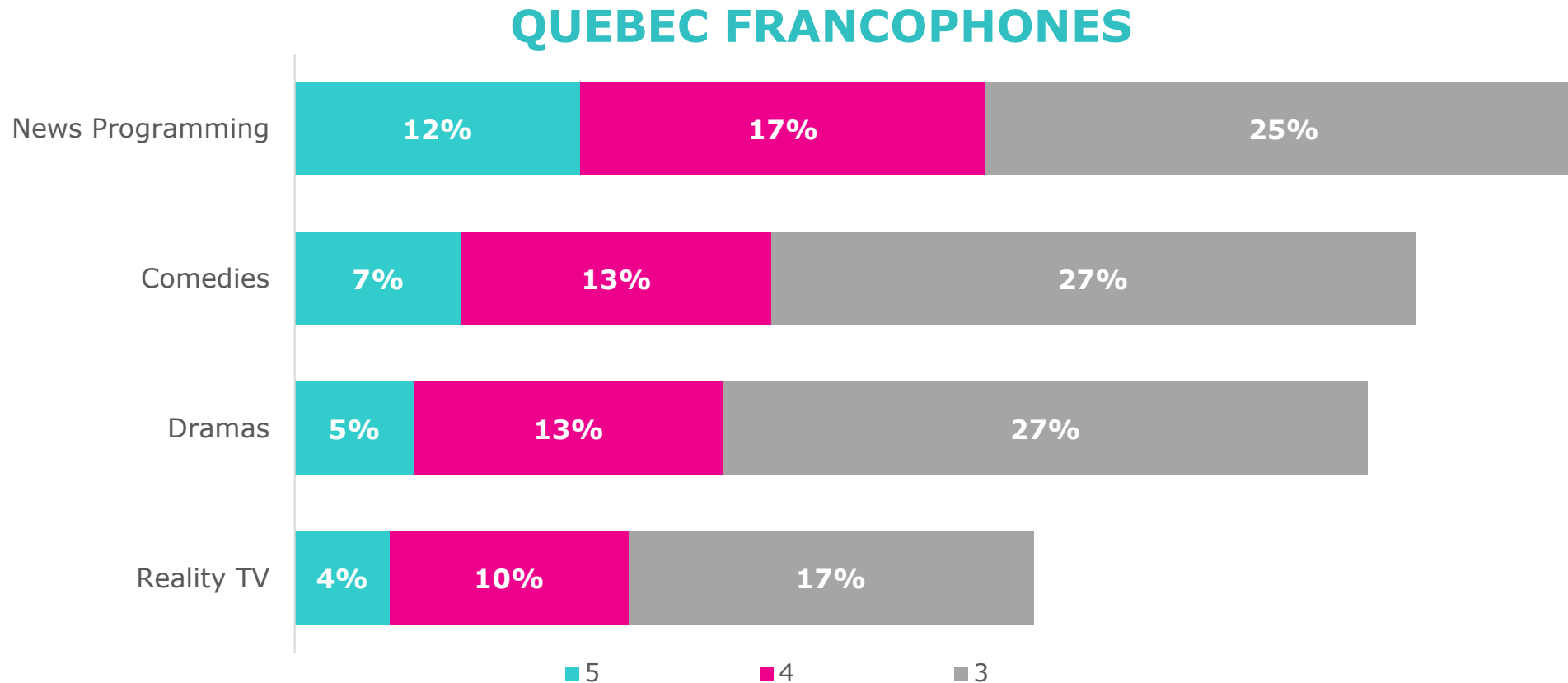
57% of **Quebec Francophones** access local news via a TV channel on a weekly or more frequent basis; 26% are accessing news on a broadcaster website or app weekly

QUEBEC FRANCOPHONES



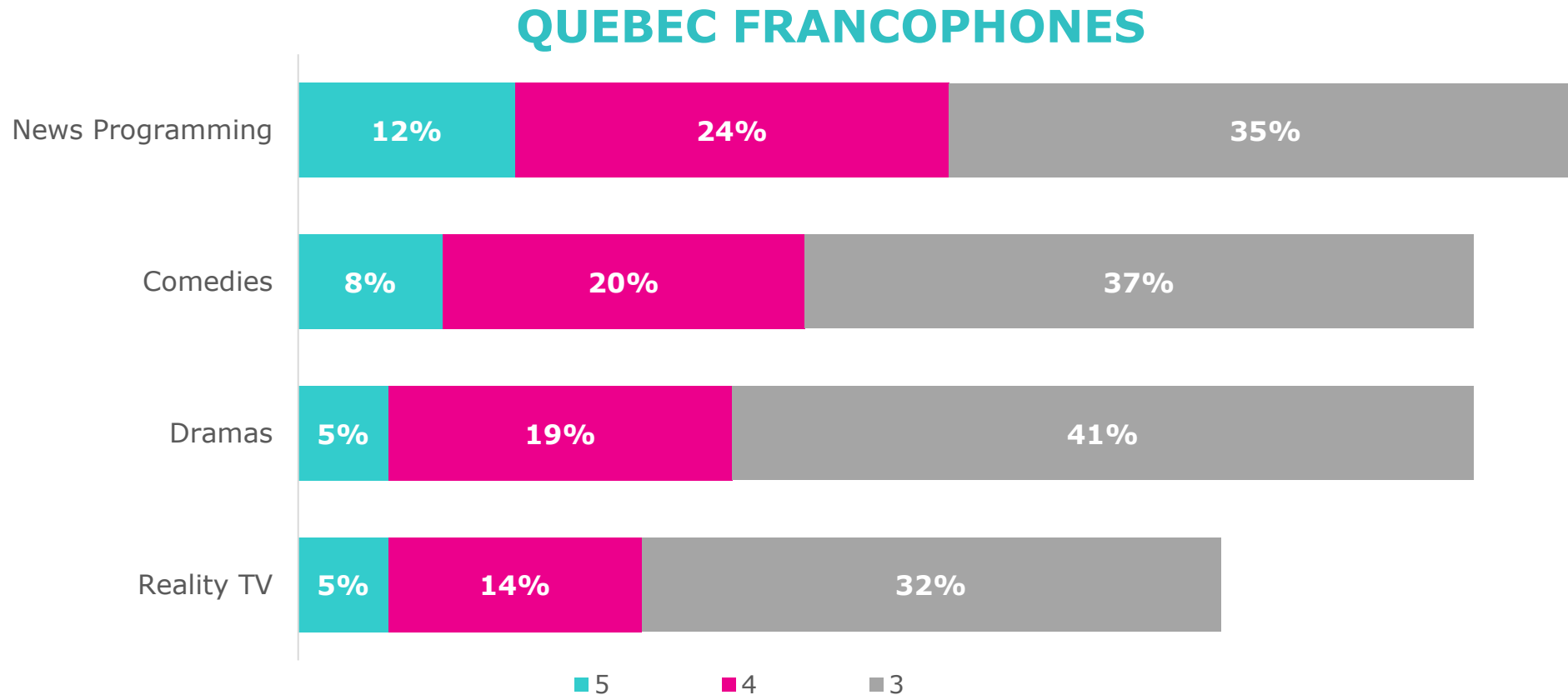
Q: How often, if ever, do you consumer Canadian local news (provincial or municipal) using the following platforms?

advertising in news scores highest on attention



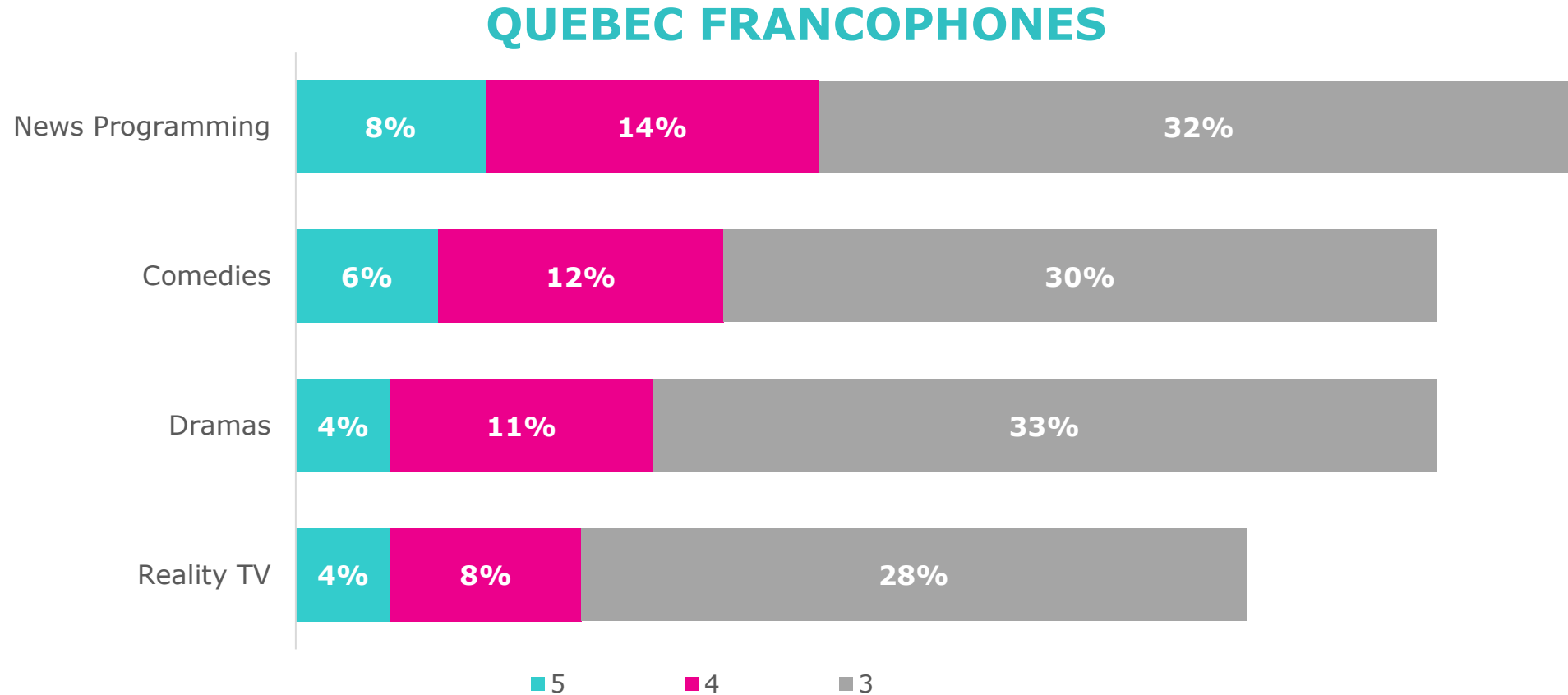
Q: On a scale of 1-5 where 5 is A LOT of attention and 1 is NO attention, how much attention, if any, do you pay to advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news scores highest on **trust**



Q: On a scale of 1-5 where 5 is COMPLETELY trustworthy and 1 is NOT AT ALL trustworthy, how trustworthy, if at all, do you find advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news most memorable



Q: How likely are you to remember the advertising that appears during commercial breaks while you are watching the following genres of programming (on a scale of 1-5 where 5 is DEFINITELY remember and 1 is DEFINITELY NOT remember)?

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