



**“Trust in the news media is still very strong in Canada.”**

# Canadians Trust Traditional News Media



- Newspapers remain a trusted advertising source globally
- Canadians view advertising positively
- Traditional media advertising trusted
- Trust in the traditional news media still very strong in Canada
- Cure for Fake Journalism = Great Journalism

# Newspapers Remain A Trusted Advertising Format Globally






60%



**Six in 10 global respondents say they completely or somewhat trust ads in newspapers.**

# Canadians View Advertising Positively



-  Canadians continue to have a favourable impression of advertising they see, hear or read.
-  Most derive at least slight value from advertising and very few report that advertising provides no value at all.
-  A majority continue to find advertising helpful with consumer decision-making.

# Canadians Trust Traditional Media Advertising

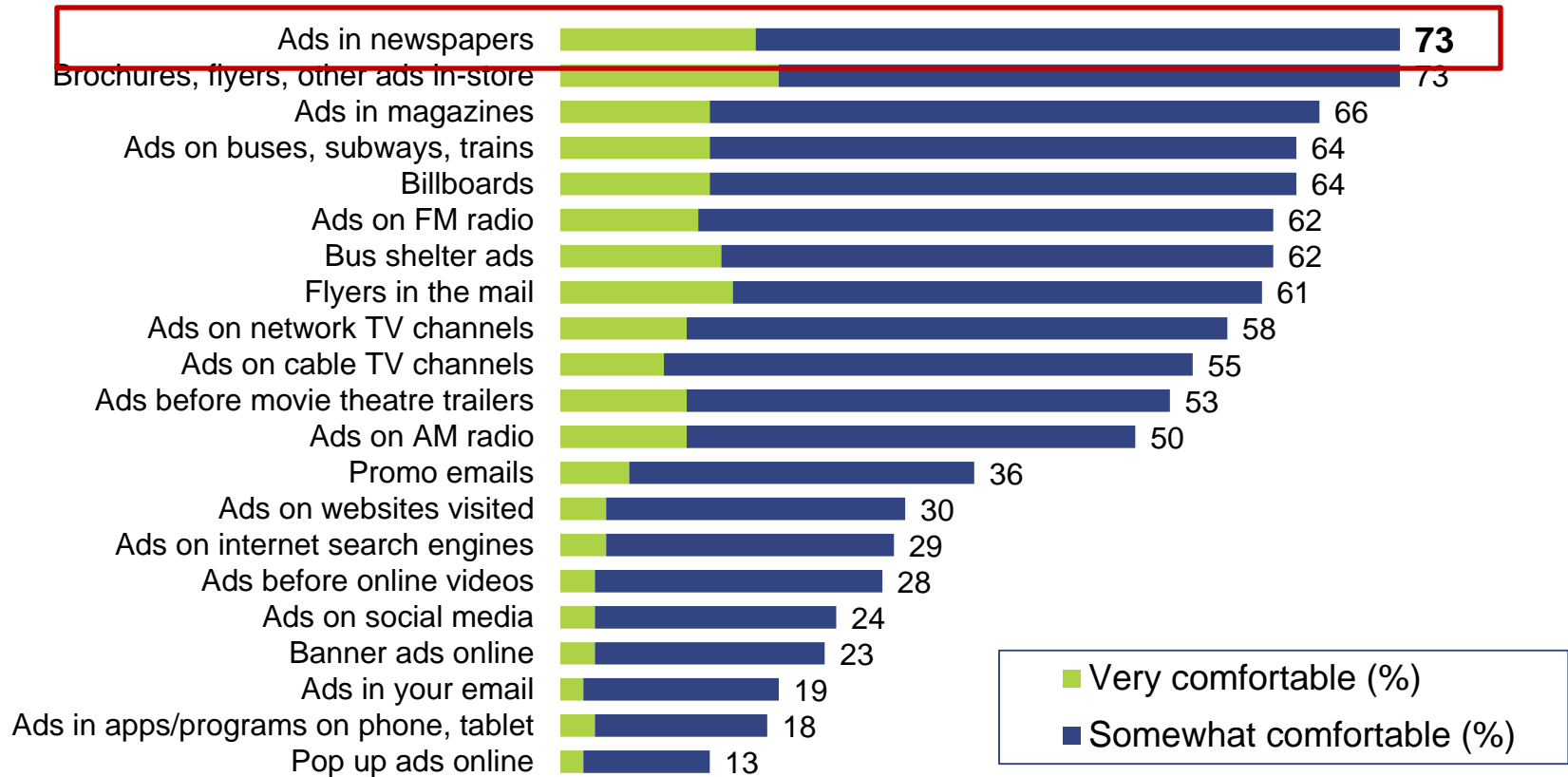


- Canadian consumers more comfortable with levels of truth and accuracy in traditional media versus digital media.
- More Canadians report higher comfort levels with ads in newspapers.
- Lower levels of comfort with truth and accuracy in ads in digital media.

# Canadians Trust Traditional Media Advertising



*How comfortable are you with the levels of truth and accuracy in the advertising you see, hear or read for each of the following:*



# Newspaper Ads are Most Trusted



Ads in Physical or Digital Format

49%



Newspaper

44%



Television

40%



Radio

39%

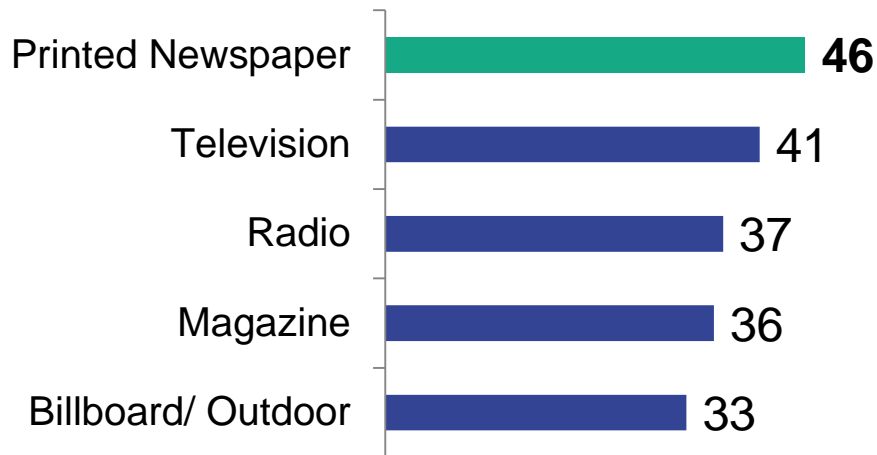


Magazine

# Printed/Digital Newspaper Ads Most Trusted

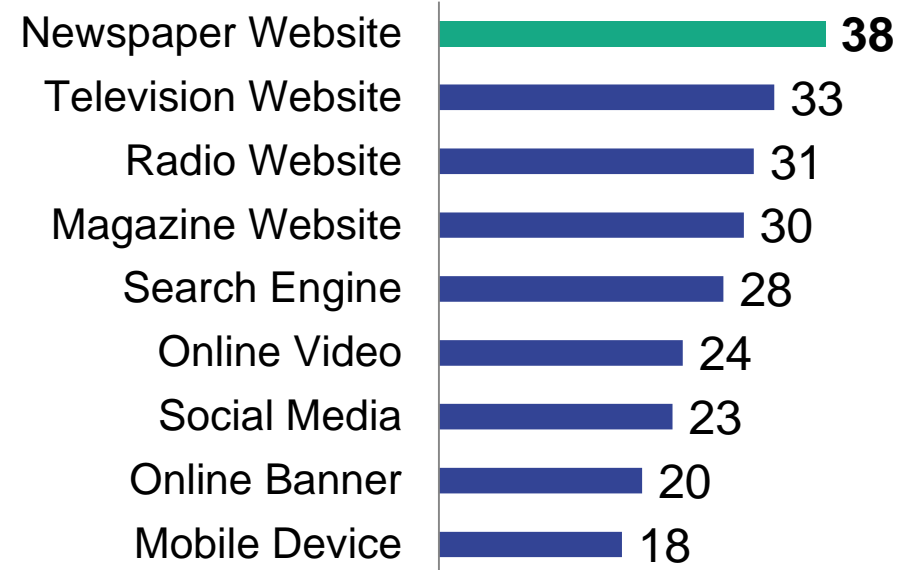


## In Traditional Media



## In Digital Media

%





# Trust In The News Media Is Still Very Strong In Canada



More than half of Canadians (54%) trust news media, second only to not-for-profit organizations (59%).



Seven out of ten Canadians (69%) felt that a strong presence in local communities contributes to increased trust.



**LOCAL COMMUNITY NEWSPAPERS  
ARE THE MOST TRUSTED  
SOURCE OF ADVERTISING (88%) COMPARED  
TO OTHER CHANNELS SUCH AS TV (75%),  
RADIO (83%), THE INTERNET (56%) AND  
SOCIAL MEDIA (40%).**

Most trusted and read source of  
local news and shopping



**88%**

**METROLAND COMMUNITY  
NEWSPAPERS**



**75%**

**TELEVISION**



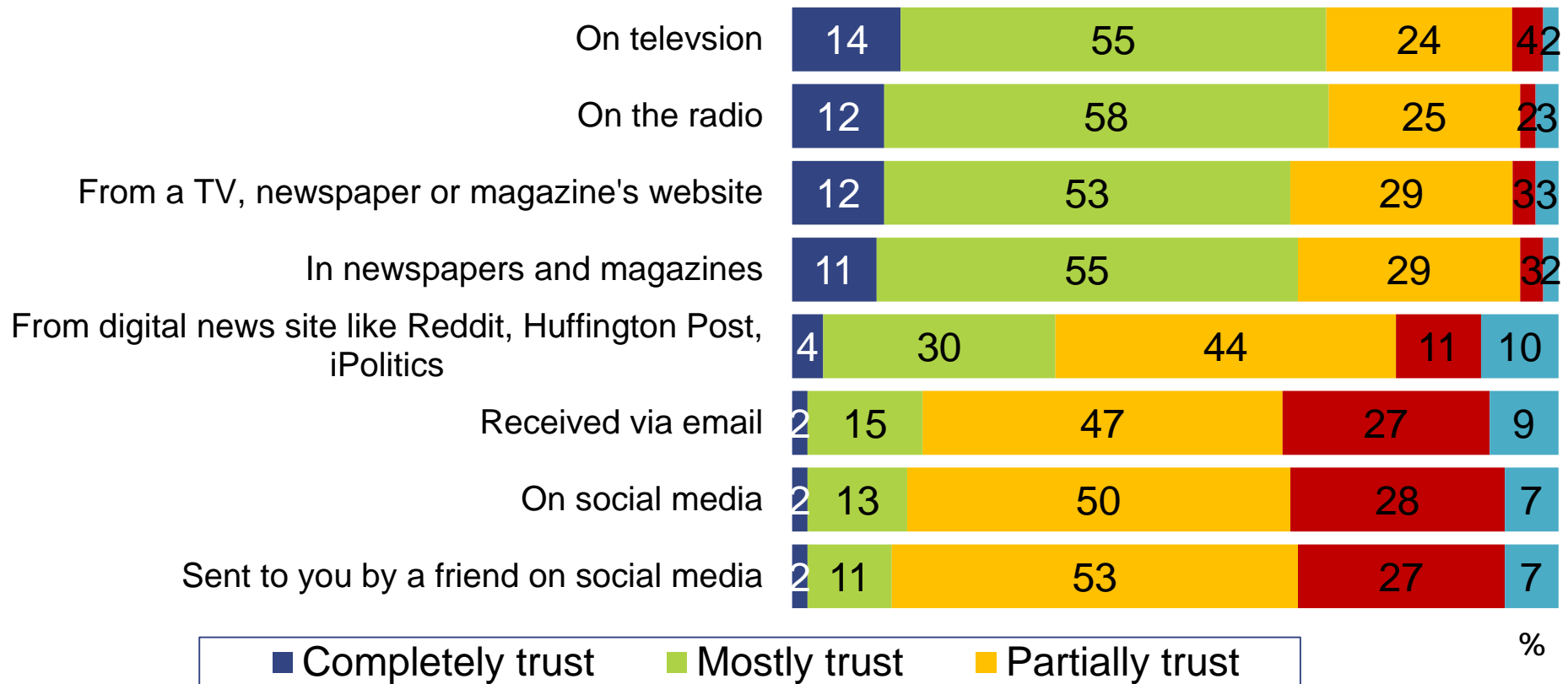
**40%**

**SOCIAL MEDIA**

# Trust in News: Traditional Media Valued



*Would you say you completely trust, partially trust, or do not trust the news that is ...?*



%

# Canadians Trust Traditional News Media



- Complex trust gap among Canadians in their attitudes toward traditional-style media organizations and social media.
- Seven out of 10 respondents completely or mostly trust their news from newspapers, radio and television -- the figure drops to 15 percent for news acquired via social media.



When asked to choose between speed and accuracy in news, almost **80%** of Canadians prefer accuracy.

“For the traditional media, this is almost a referendum on real journalism versus citizen journalism. It shows that Canadians want accurate information.”

*Bruce MacLellan, CEO, Environics  
Environics Communications CanTrust Index*



“We found low levels of trust in social media companies (**26%**) and it has to be connected to privacy and how data is used is a big issue.”

“Social platforms know everything you do. Even with user rates at three quarters of the adult population, these companies should not equate popularity with trust.”

*Environics Communications CanTrust Index*



“People will ultimately gravitate toward sources of information that are truly reliable, and have an allegiance to telling the truth.

People will pay for that because they’ll realize they’ll need to have that in our society.”

*Martin Baron, Executive Editor  
Washington Post*

# Cure for Fake Journalism = Great Journalism



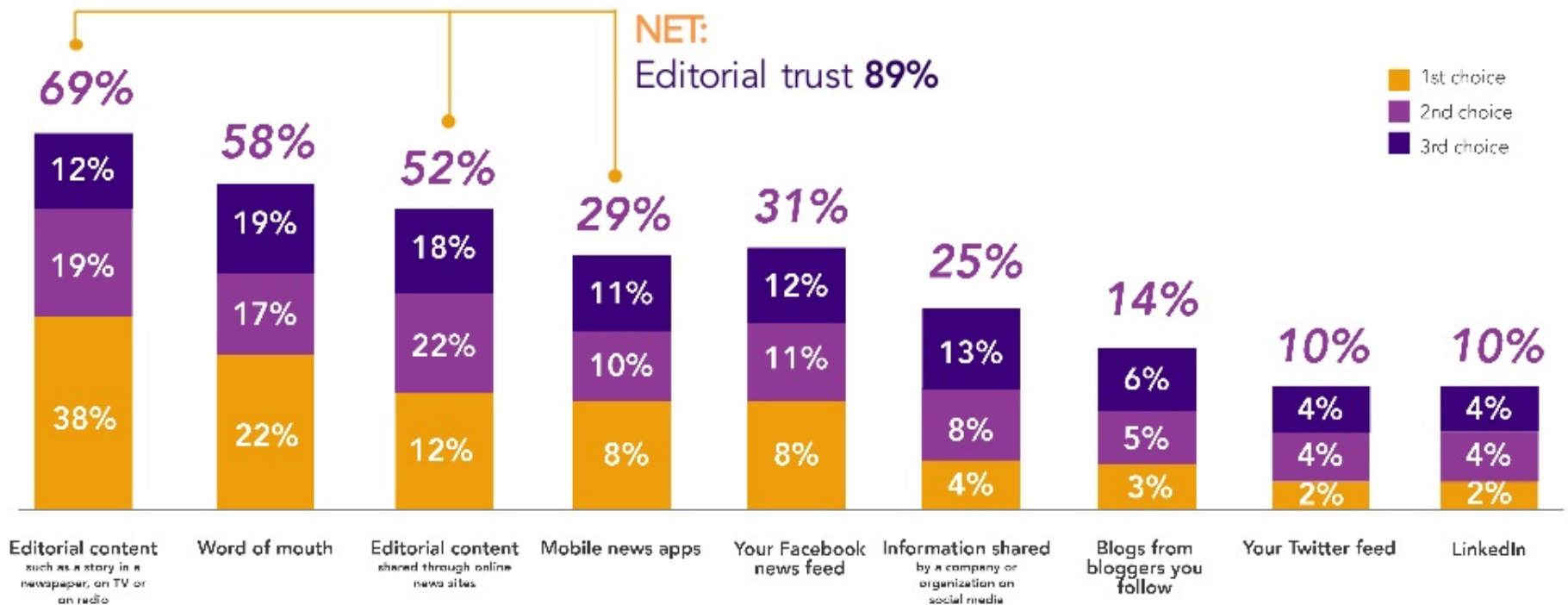
- Post 2016 election, New York Times reports growth in digital advertising (+21%) and increase in digital subscribers (4 times the normal rate) – total digital/print circulation 3+ million
- The Guardian US set a record for highest member sign-ups on a single day (November 9) at 25 times higher than normal.
- Subscriptions up 160% at The Atlantic, and visitors to the magazine's Web site who purchased a subscription have doubled.
- Donations to political magazine Mother Jones up 10 times from an average day.
- ProPublica (independent, non-profit newsroom) donations were 10 times the usual number post-election.



# Nine in Ten Canadians Trust Editorial

Consumers prefer editorial content and word of mouth to get current news

## PREFERRED INFORMATION SOURCES





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