

Staying Informed: How you Get the News - Canada - February 2021

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This report looks at the following areas:

- Sources used to get the news and the trustworthiness of those sources
- How news consumption habits have changed since the start of the COVID-19 pandemic
- What devices consumers use to get their news at different times of the day
- How the demand for local news is not matched with a similar willingness to pay for it
- How political leanings impact consumers' behaviours and attitudes with respect to news consumption.



“The news industry is incredibly unique in Canada. It is centuries old and used by almost every consumer on a daily basis – yet many of its companies are now struggling to remain financially viable.”
– **Scott Stewart, Senior Tech & Media Research Analyst**

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