

BC Media Consumption and Trust Survey

April 2017

How Residents Get Their News

- ▶ Television, radio, and news websites operated by traditional media outlets are as popular as social media to access news. Print publications tend to be used less than these sources but are accessed online.
- ▶ Use of television and print for news increases with age, but use of radio and traditional media websites does not vary significantly by age.
- ▶ Use of social media for news is highest among those under 35 years of age (69% of top 3 sources); however, significant proportions of older residents also use social media for news (52% of those 35-54 years and 43% of those 55+). Women also are more inclined to use social media than men (58% vs. 48%).

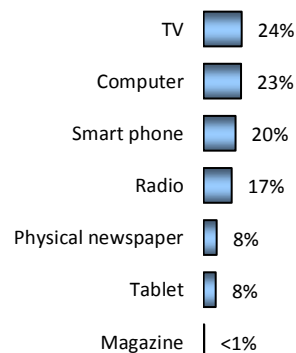
Sources for News (% Listing as Top 3)

	Total	18-35 Yrs	35-54 Yrs	55 Yrs+
Television	58%	35%	54%	79%
Social Media	53%	69%	52%	43%
Radio	51%	41%	58%	50%
Traditional Media Website	42%	44%	46%	37%
Print	30%	7%	27%	49%

Devices Used to Consume News

- ▶ A variety of devices are used to consume news media, with TV and computers being the most popular followed by smart phones and radios.

Manner News Consumed Most Often



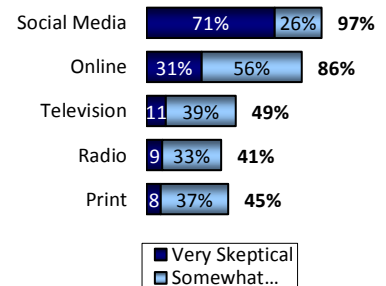
News Sources Trusted the Most

- In terms of news sources trusted the most, we find national television at the top of the list, followed by newswires, traditional media news websites, local television, and nationally publicly funded radio.
- Newspapers (national, regional and community) follow the above in terms of trust. Social media is at the bottom of the list, despite being a commonly used source.
- Older residents are most trusting of national TV, whereas younger residents are most trusting of traditional media news websites despite being more regular users of social media for their news.

Trusted News Sources (% Listing as Top 3)

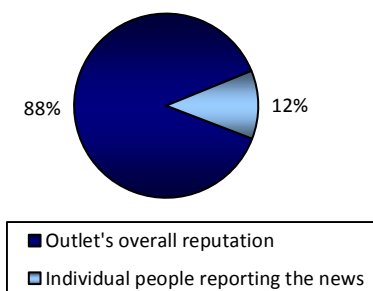
	Total	18-35 Yrs	35-54 Yrs	55 Yrs+
National Television	33%	21%	31%	42%
Newswires	25%	28%	29%	20%
Traditional Media Website	25%	32%	27%	19%
Local Television	23%	13%	24%	29%
National publicly funded radio	21%	17%	23%	22%
Social media	4%	6%	4%	2%

% Skeptical of News Found on...



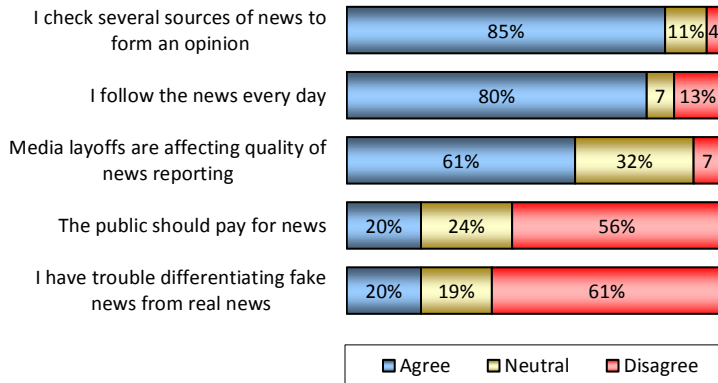
- The original news source, and having balanced coverage (multiple points of view) are more important to news consumers than the person who posted or shared the story. In addition, when asked which they would trust more, news from their personal network or from the media, the majority state the media, 62% versus 39% citing personal network.
- Furthermore, the outlet's overall reputation is much more important than the individual people reporting the news.

Reason For Trust



Attitudes toward Media

- ▶ The majority report to follow news almost every day and claim to check several sources of news to form an opinion. They also tend to think they can differentiate between fake news and real news.
- ▶ And while the majority believe that layoffs are affecting the quality of news reporting, most are not willing to pay for news. Yet virtually all (99%) agree that fair, independent journalism is essential for a democracy to function well.



Paying for News

- ▶ A total of 30% of BC residents report to pay for news, subscribing on average to two different news sources.
- ▶ Older residents are much more inclined to pay for news: 50% of those 55 years plus versus only 9% of those under 35 years of age.
- ▶ The most common paid sources of news are newspapers (60%), TV (38%), online sources (29%) and magazines (21%).

The “Fake News” Phenomenon

- ▶ One-in-four report to be having difficulty distinguishing between “fake news” and legitimate news stories.
- ▶ Social media (mainly Facebook) and to a lesser extent online in general and TV are where residents have been most inclined to come across “fake news”.
- ▶ The majority, 68%, have seen a friend share “fake news”, increasing to 85% of those under 35 years of age.

Methodology

- ▶ Research sponsored by FleishmanHillard and Mustel Group;
- ▶ 500 interviews conducted online with a random sample of BC residents, 18 years of age or over;
- ▶ Mustel Group’s *Giving Opinions* panel used to source sample, a panel that is entirely randomly recruited (versus opt-in);

- ▶ Margin of error on sample: -/-4.4% at 95% level of confidence;
- ▶ Sample weighted to match Statistics Canada census data on basis of gender, age, and area of residence;
- ▶ Interviews conducted March 14th-20th, 2017.

For more information:

Anna Lilly - FleishmanHillard Vancouver
604-688-2505
anna.lilly@fleishman.ca

Evi Mustel - Mustel Group
604-742-2240
emustel@mustelgroup.com