



News By The Numbers

The Power of Canadian News Media



News By the Numbers: The Power of Canada's News Media

Canadian news media deliver strong reach, high engagement, and unmatched trust, no matter the source. Don't just take our word for it; browse the other research sources with consistent findings on the following pages.

Nearly 24 million copies of newspapers are distributed weekly, in communities large and small across Canada. Newspapers continue to play a role in Canadian's media habits, reaching more than four out of five adults each week, in traditional or online formats.

Trust is critical, and the data is clear. Research across a range of sources consistently shows that news and newspaper content are the most trusted media, outperforming social media and other digital platforms. This credibility benefits advertisers, driving stronger brand trust, perception and effectiveness.





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Canadians are increasingly concerned about misinformation, with more reporting challenges distinguishing fact from fiction online. These findings reinforce the critical role of journalism as a reliable source of verified information.

The industry faces ongoing challenges, including the loss of local news outlets, shifting advertising revenues and the dominance of global digital platforms. These factors threaten community access to reliable information.

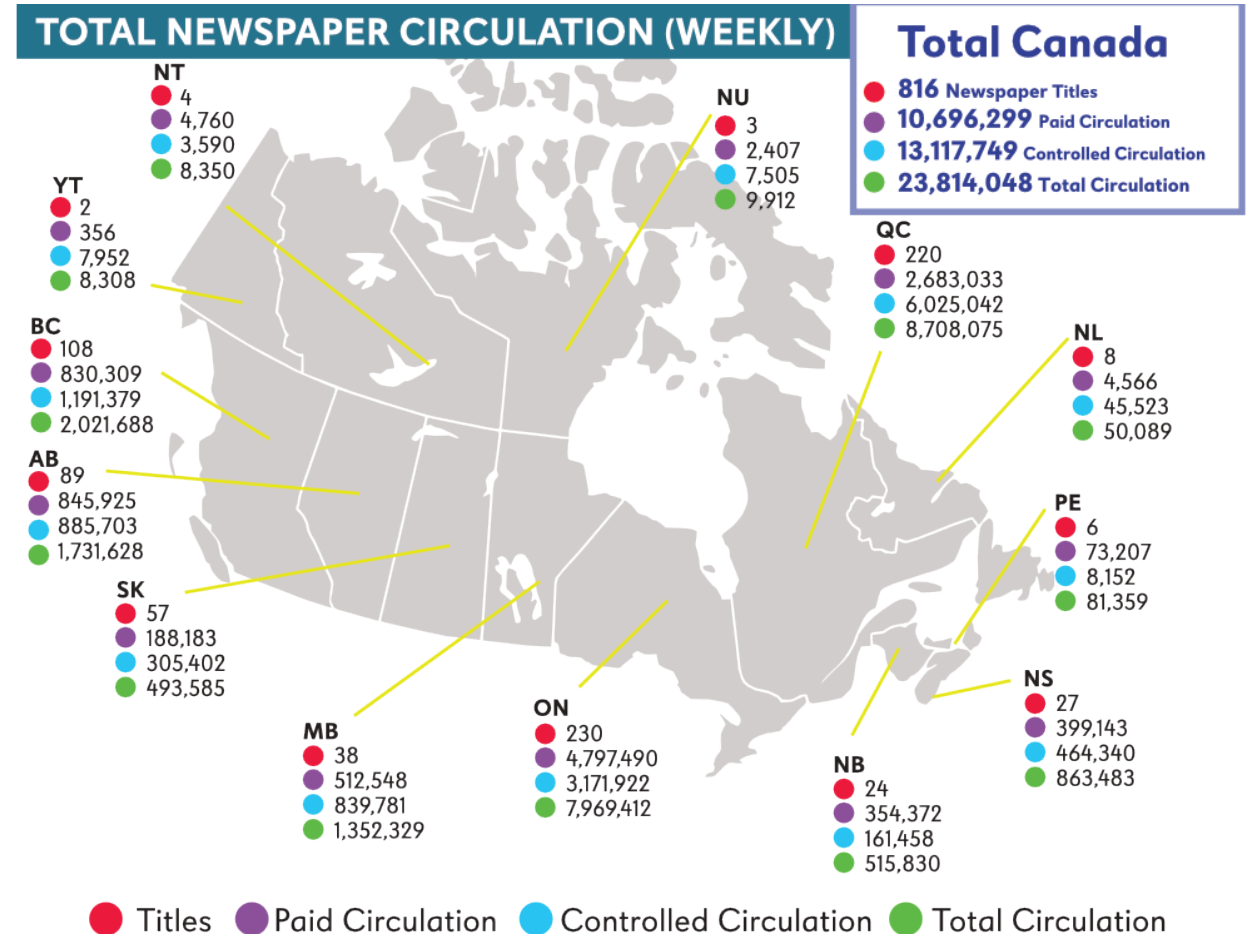
The message is clear: Canadians trust newspaper content. News media remain an essential and trusted resource, not just for informing readers, connecting communities and delivering value for advertisers, but for supporting a healthy democracy.



Almost 24 million newspapers are distributed across Canada each week

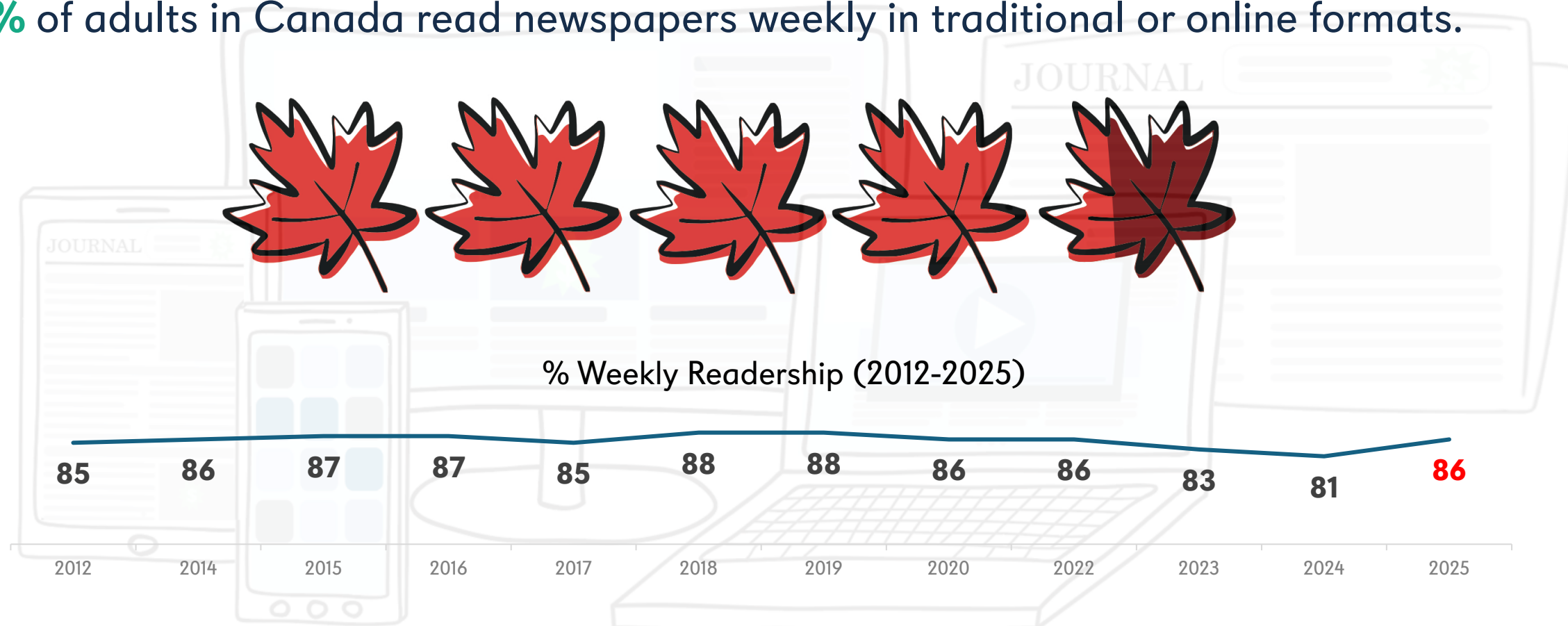
Daily newspapers account for almost **15 million** copies distributed weekly; the majority are paid.

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve and are able to target these communities like no other medium. Almost **9 million** community newspapers are circulated weekly, with the majority distributed free of charge.



Four out of five Canadians are newspaper readers

86% of adults in Canada read newspapers weekly in traditional or online formats.



Future of News (Canada) Following the News



71% of Canadians follow news closely

(reading an average of 6.5 news articles/stories per day)

22% of Canadians are news junkies

(checking the news an average of 5 times per day and reading an average of 8.8 news articles per day)

Canadians are just as likely to follow news very closely as they are sports and more likely than they are entertainment.



Future of News (Canada)

Brand Safety

Advertising adjacent to quality news content is SAFE, regardless of topic.

No brand safety issues for key demos:

- Gen Z
- Moms
- high income earners
- university-educated

AVERAGE BRAND REPUTATIONAL METRICS



'NOT Brand Safe' Content



'Brand Safe' Content

Future of News (Canada)

“As we expand our brand safety research to Canada, the message remains clear: advertisers shouldn’t avoid news—they should embrace it. Trusted news delivers engaged audiences and stronger returns worldwide.”

- Mark Penn, Chairman and CEO, Stagwell

“We’re proud to partner with Stagwell to bring the Future of News initiative to Canada. This research underscores the essential role of news media in upholding a healthy democracy, while also offering brands a trusted environment to build meaningful engagement with Canadians.”

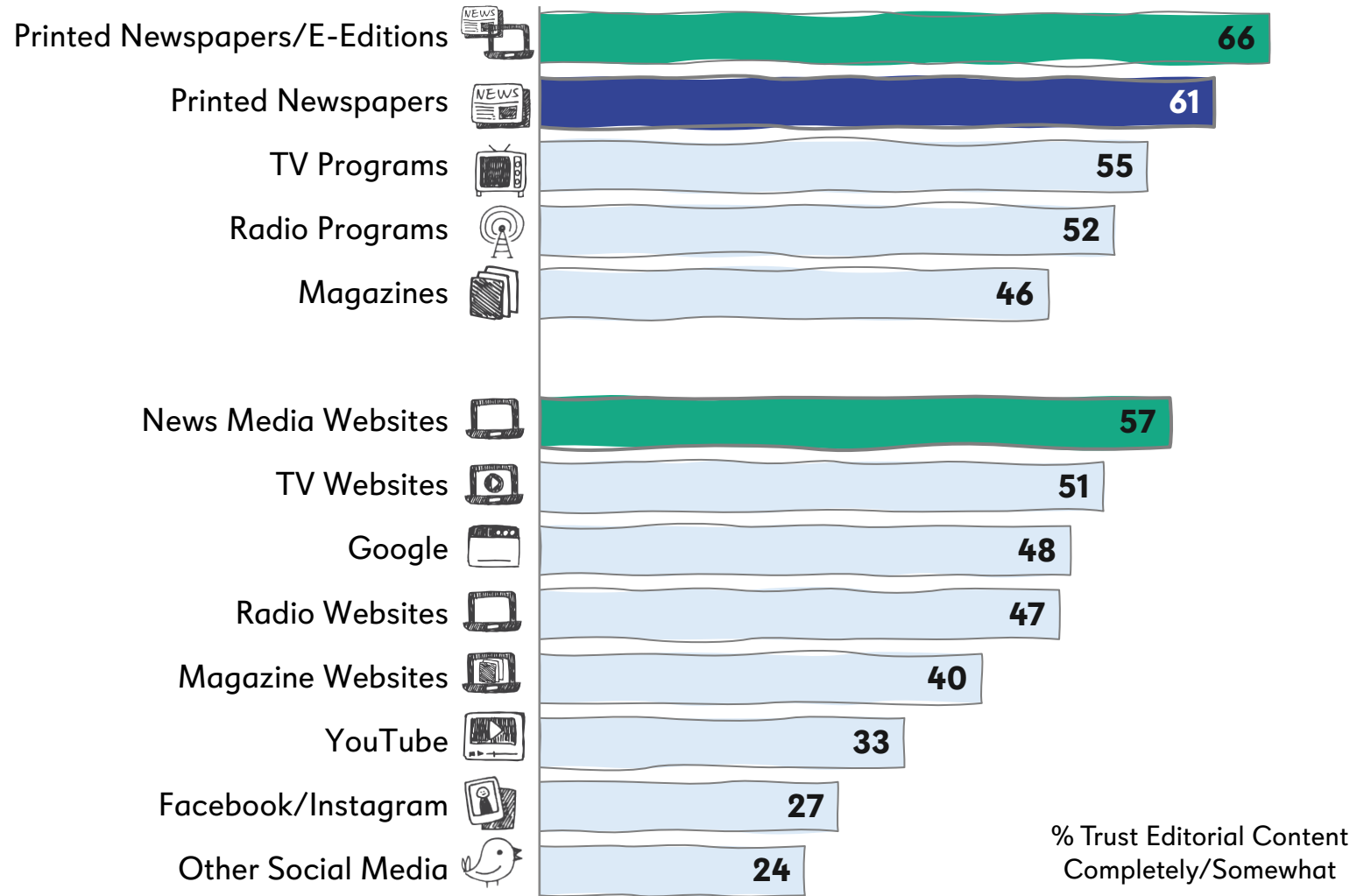
- Andrew Saunders, President and CEO, The Globe and Mail

Canadians trust newspaper content



Two thirds of Canadians trust newspaper content in printed newspapers/e-editions.

Editorial content in printed newspapers and their digital products (including e-editions) is clearly the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.



% Trust Editorial Content Completely/Somewhat

Unlocking the Trust Premium



Advertiser Brands

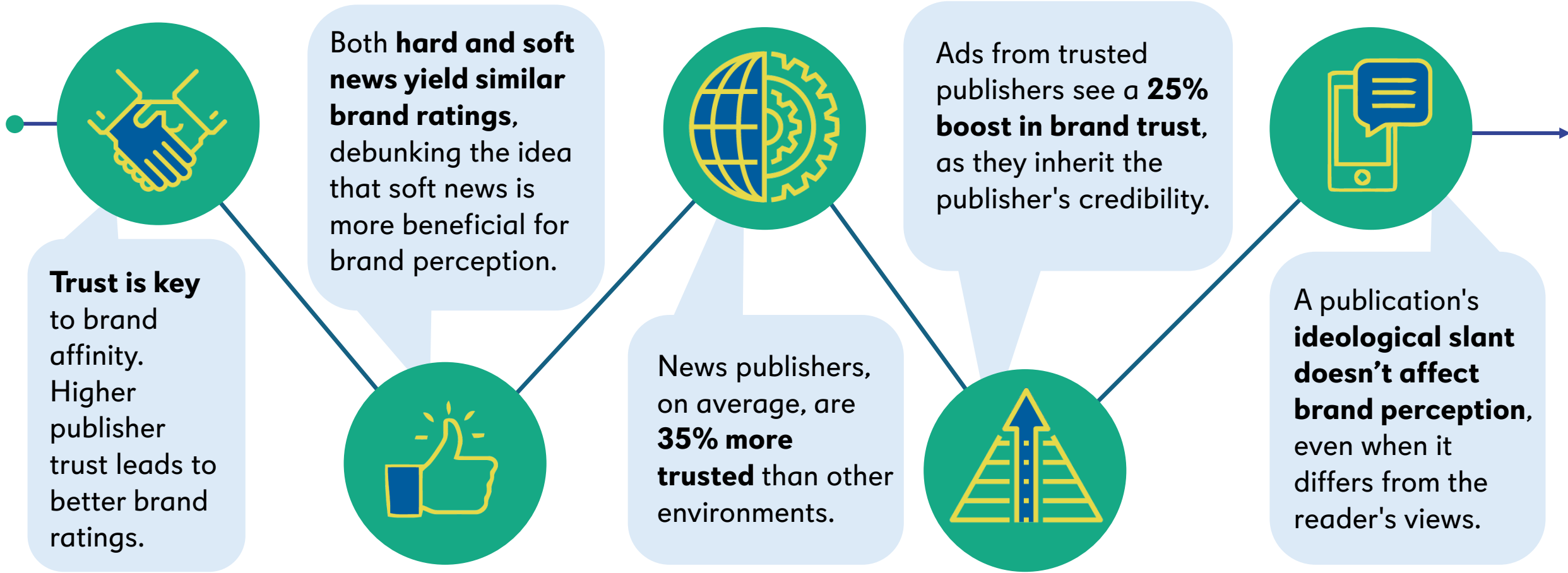
Ads displayed by trustworthy publishers received a demonstrable boost.



Trusted Publishers

Create a halo effect that extends to commercial brands advertising on their properties.

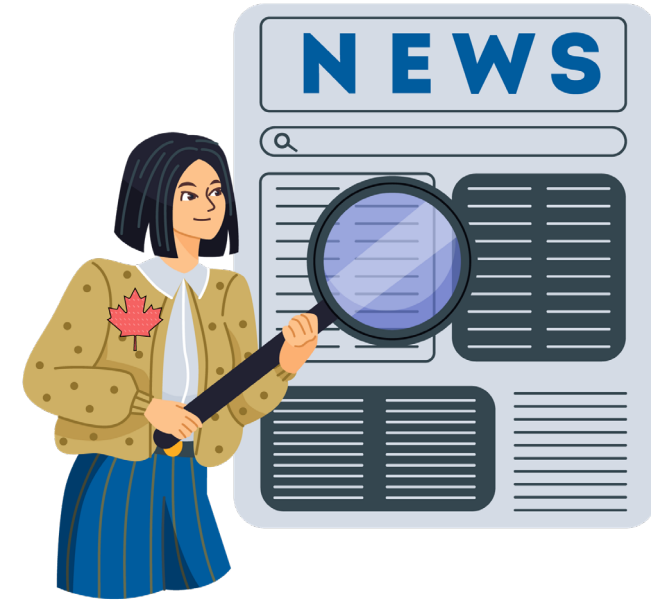
Unlocking the Trust Premium



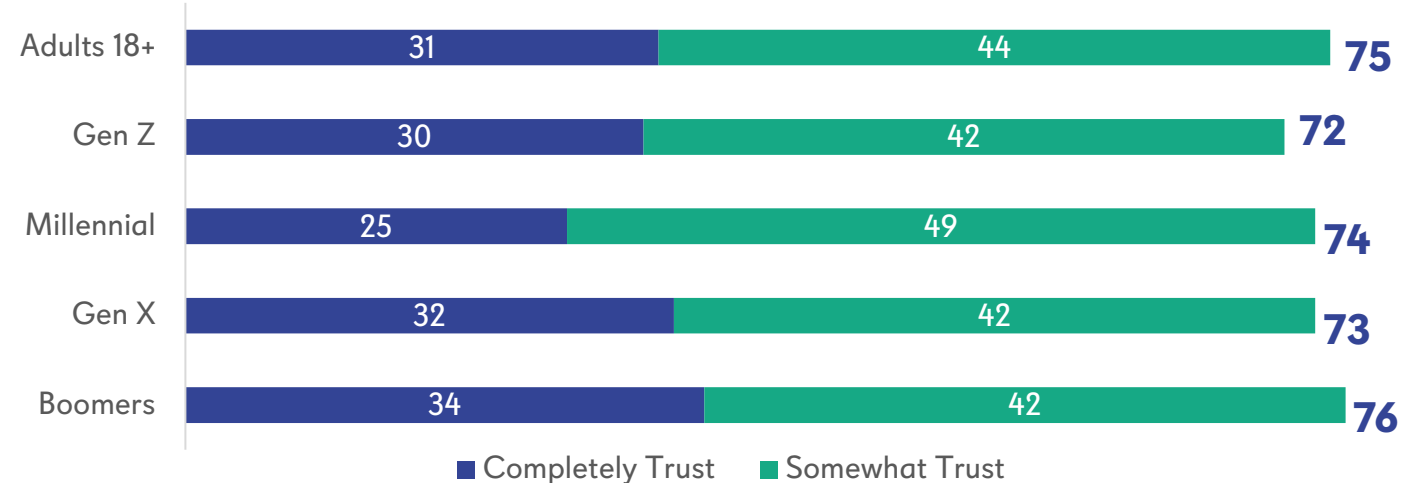
Trust in Traditional Media Remains Strong

Canadians continue to trust their established relationships when deciding who to believe.

- Three-quarters (**75%**) of respondents stated that they have some trust in news from traditional Canadian news outlets, with 31% expressing *complete* trust.
- By contrast, only **27%** expressed trust in social media platforms, indicating that Canadians understand the difference between journalism and platforms.



Trust in Traditional Canadian News Media Outlets

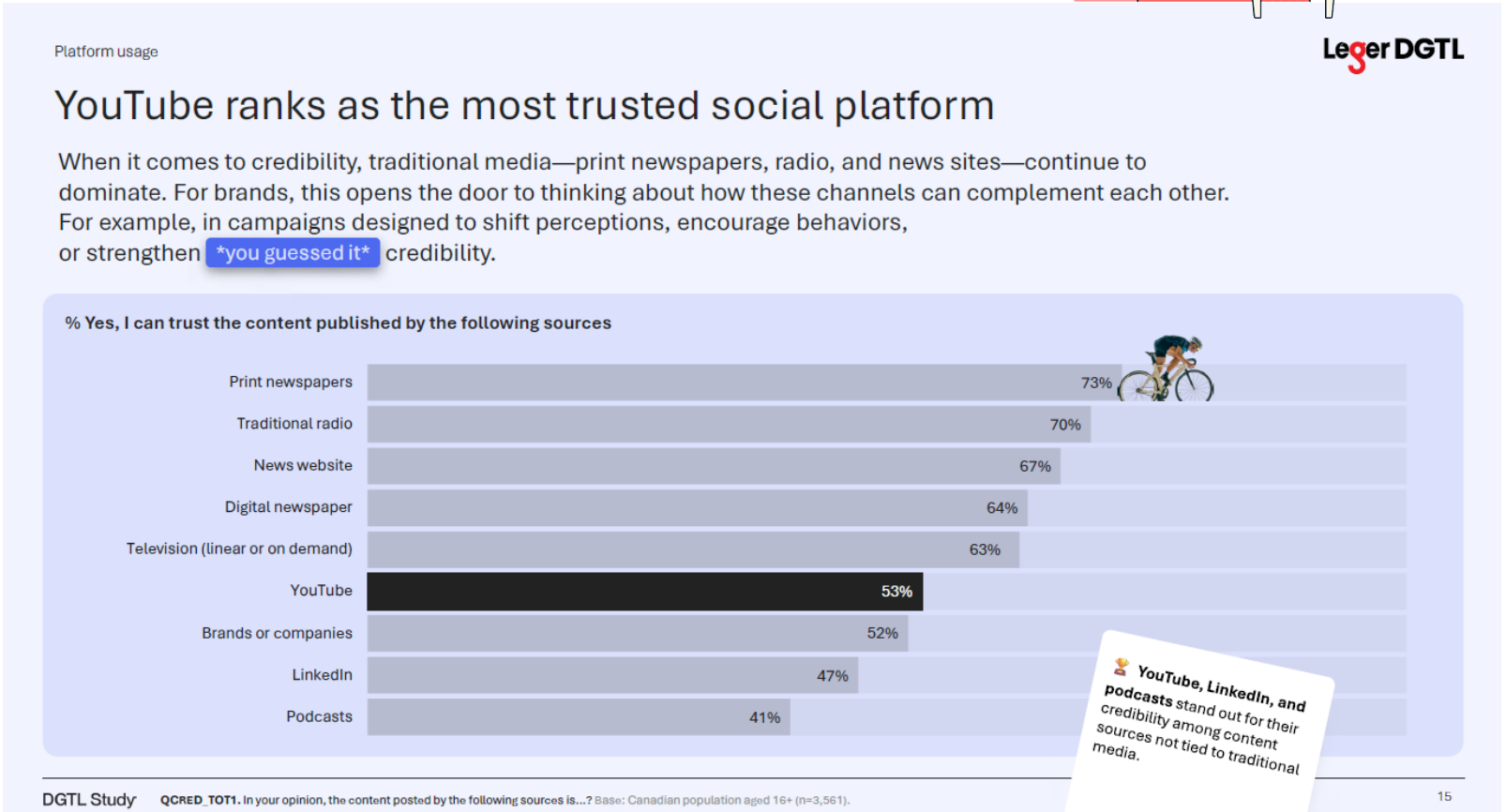


Printed newspapers the most trusted of all media



In a Leger study on social media behaviours and preferences, traditional media content continues to dominate.

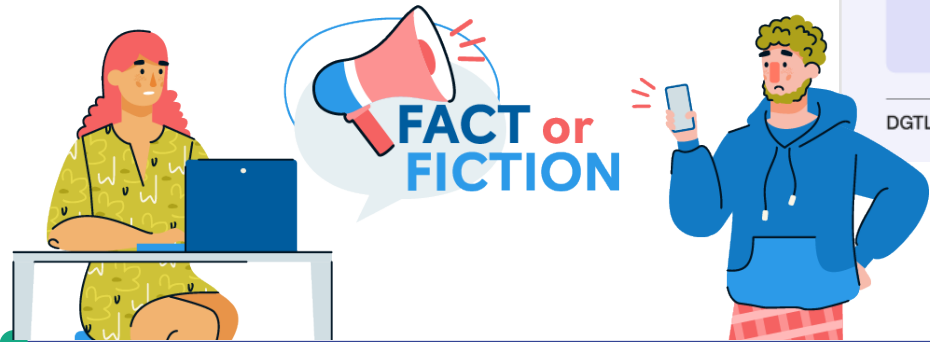
When asked about the content posted by various sources, **73%** of Canadians 16+ reported trusting print newspapers, higher than all other traditional or digital/social media.



Separating fact from fiction online

The rapid growth of digital content and social media has created a growing challenge in today's media environment.

Since 2023, the share of Canadians struggling to tell the difference between fact and fiction has risen from 45% to 57%.



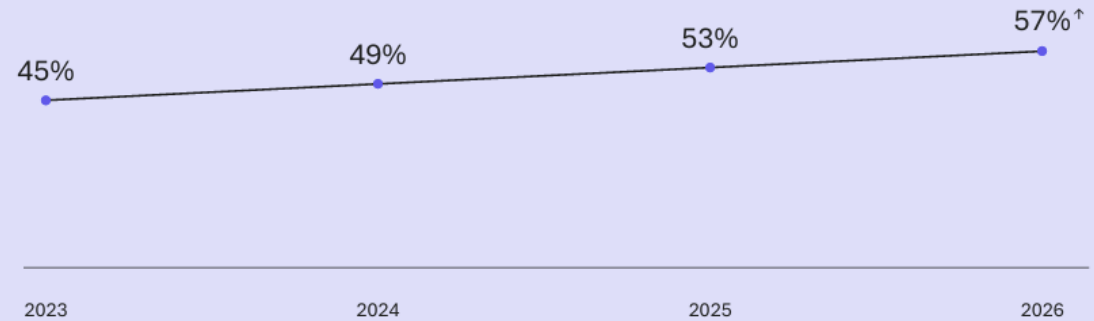
Platform usage

Leger DGTL

The boundary between truth and lies has never been so blurry

In just four years, the share of those struggling to tell the difference has risen from 45% to 56%. This is a sharp increase. The distrust may be explained by the acceleration of AI, the spread of misinformation, and the ever-growing amount of content we consume every day.

% Yes, I find it hard to tell what's true or false on digital platforms.



DGTL Study Q21. Q21. Do you agree with the following statements related to the digital platforms you visit / consult? Base: Canadian population aged 16+ (n=3,561). Note: By "digital platforms," we mean all the digital platforms at your disposal: websites, social media, apps, streaming platforms, etc

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Canadian Media Means Business

Canada's media sector is a \$22.6B economic giant, yet we are bleeding out.

Canadian media directly employs more people (137,600) than auto manufacturing, mining, or telecom. It's a foundational pillar of our economy. But it's in crisis.



Foreign tech platforms are starving our domestic industry.

In 2024, a staggering 94% of digital ad dollars will bypass the Canadian ecosystem. "For every \$100 a brand spends on advertising, \$74 immediately leaves Canada," says Sarah Thompson of CMMB.

Traditional media has shed over 11,000 jobs since 2019. Last year alone, 1,000 news jobs vanished, including 600 journalists.



Media sovereignty is economic survival. Stop the leak. Buy Canadian.

Every \$1M invested in Canadian-owned ad platforms creates 8.23 local jobs and adds \$1M back to our GDP.



Local News Map

- Between 2008 and October 1, 2025, 603 news outlets have closed in 388 communities across Canada. 440 of those closures were community newspapers which published less than five times a week. So, nearly 400 communities have seen a news outlet go under.
- During the same timeframe, 419 local news outlets launched, although over one third of these outlets have subsequently closed – 115 to be exact.
- There have been 110 service reductions affecting 63 communities, with only 39 service increases in 36 affected communities.
- Ontario, Quebec, and British Columbia have seen the most closings, with the greatest change seen in newspapers, followed by online/digital, radio, and television.
- Overall, in Canada, there were over 250 service reductions from 2008 to October 1, 2025.

Between 2008 and Oct. 1, 2025, 603 local news outlets closed in 388 communities across Canada.
Only 264 have launched and survived over the same period.

This [TVO documentary](#), which cites data from the [Local News Map](#), explores how the loss of timely, verified, independently produced local news creates a vacuum that misinformation and disinformation rush in to fill.





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