



On average Canadians report receiving 30 percent of their daily news through social media.

The research gauged opinions on the amount of news Canadians consume daily through social media.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between June 29th and June 30th, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Eight in ten Canadians say less than half of the daily news they consume comes from social media (mean of 29%, median is 15%). Just over one in five Canadians (24%) say they do not get any of their daily news through social media.

Percent of daily news obtained from social media

Q – What percentage of your daily news, on average, do you get through social media? ____%

		June 2023 (n=1,043)
TOP RESPONSES	Mean	28.6%
	Median	15.0%
	0%	23.8%
	10%	14.3%
	50%	9.1%
	20%	7.7%
	5%	6.8%
	25%	5.7%
	80%	4.3%
	100%	4.1%
	30%	3.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 29th to 30th, 2023, n=1,043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Percent of daily news obtained from social media – by demographics

Residents of the Prairies report that they get more of their daily news from social media on average (35%) than residents of Quebec (24%). Younger Canadians 18 to 34 report they get more of their daily news from social media on average (34%), than older Canadians 55 plus (23%).

Q – What percentage of your daily news, on average, do you get through social media? ____%

	Region						Age			Gender	
	Canada (n=1043)	Atlantic (n=71)	Quebec (n=235)	Ontario (n=350)	Prairies (n=220)	British Columbia (n=167)	18 to 34 (n=222)	35 to 54 (n=419)	55 plus (n=402)	Men (n=536)	Women (n=505)
Mean	28.6%	27.5%	24.3%	27.8%	35.3%	30.1%	34.1%	31.5%	22.8%	28.3%	28.9%
Median	15.0%	20.0%	10.0%	20.0%	20.0%	20.0%	25.0%	20.0%	10.0%	15.0%	20.0%
0%	23.8%	24.7%	27.8%	23.8%	20.1%	21.0%	18.2%	21.7%	28.9%	23.8%	23.8%
10%	14.3%	13.4%	16.8%	13.9%	14.2%	12.2%	10.2%	12.4%	18.6%	15.9%	12.7%
50%	9.1%	7.3%	8.7%	8.8%	11.9%	8.0%	8.9%	12.2%	6.9%	9.5%	8.8%
20%	7.7%	5.8%	7.7%	8.2%	6.5%	8.8%	9.6%	7.2%	7.0%	6.5%	8.9%
5%	6.8%	7.0%	6.5%	7.3%	4.5%	9.2%	4.9%	8.0%	7.2%	6.9%	6.8%
25%	5.7%	7.9%	4.0%	7.7%	3.7%	4.2%	7.6%	4.0%	5.7%	5.8%	5.6%
80%	4.3%	2.8%	4.4%	4.6%	3.8%	4.6%	7.5%	3.7%	2.6%	3.5%	5.0%
100%	4.1%	1.3%	3.7%	3.0%	7.7%	4.4%	3.2%	4.9%	4.0%	4.1%	4.1%
30%	3.4%	3.7%	4.0%	3.1%	3.3%	3.4%	4.4%	4.3%	2.1%	4.1%	2.8%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 29th to 30th, 2023, n=1,043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between June 29th and June 30th, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is 3.0 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding

Element	Description	Element	Description
Research sponsor	Bloomberg News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,043 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, economic issues, most trusted leader to make Canada a better country, and Canadians spending on travel, recreation and entertainment.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	June 29 th to 30 th , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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