

# TV IS STILL TOP AND MOST TRUSTED NEWS SOURCE; NEWSPAPERS SECOND, AND INTERNET LAST

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Television is still the number one source of news for Canadians, by a wide margin, over newspapers, radio and the Internet. TV is also, again by a slam-dunk margin, the most trusted source of news.

These are the main findings of a Nanos Research poll for *Policy Options*, published as an *On-line Extra*, in conjunction with the magazine's June issue and its cover package, "The Media in Crisis." *Policy Options*, published 10 times a year by the Institute for Research on Public Policy, is Canada's leading public policy magazine.

TV is still the number one news source, in every way, in every region of the country, and in every demographic group — even among the 18-29 and 30-39 demographic age groups, who do use the Internet more than newspaper as a news source. TV's share is dominant in every regional and demographic category.

The research suggests that traditional media still have a significant credibility advantage over the Internet as a conduit for news information, but that newspaper content providers have been hit harder than TV news providers.

Thinking of the power of the Internet as a vehicle for enriched long-form news content and interaction, it's not surprising that newspapers have taken a hit. Conversely, it could quite well be that short and punchy TV news content is less vulnerable, at this point, to the competitive threat of the Internet.

Overall, television is "the primary source of news" for 48.2 percent of Canadians, compared with 20.6 percent for newspapers, 14.9 percent for radio and only 13.8 percent for the Internet. The random telephone sample of 1,001 Canadians was conducted between May 26 and June 1, and has a margin of error of 3.1 percent, 19 times out of 20.

Of note, even among 18 to 39 year olds, TV is more than twice as popular as the Internet as a news source. Among the 18 to 29 age group, TV is the first news choice of 46 percent, while the Internet comes in at 22.6 percent, ahead of newspapers at 15.3 percent. Among the 30 to 39 age segment, television is also the first choice of 46 percent, while the Internet is the first choice of 20.5 percent, and newspapers of only 11.2 percent.

And there is clearly a generational divide when it comes to choosing sources of news. For example, among Canadians 60 and over, newspapers remain the first choice of 29.3 percent, while the Internet comes in at only 5.5 percent. But even among older Canadians, TV is still the clear first choice of 51.5 percent.

On the questions of which news sources Canadians trust the most, television was again the clear first choice, at 41.5 percent. Followed by newspapers at 22.5 percent, radio at 15.9 percent, and the Internet at only 10.7 percent.

TV is still the most trusted source, in every region and every demographic segment, but here again we see a generational divide. Even though the Internet is less trusted than TV and even print in the 18 to 39 age group, it is more likely to be trusted by those under 40 than by those in the 50 to 59 segment (only 7.4 percent chose the Internet) or in the 60 plus group (only 4.6 chose the Internet).

But when we looked at newspaper and TV content in their original form as opposed to their Web site versions on-line, we found that newspapers are much more likely than TV to be supplanted by Web editions, as well as news aggregators. This means that TV, at this time, is not as much at risk of on-line encroachment compared with newspapers.

We asked the question, about newspapers: "what percentage of content would you read in paper form and what percentage would you read on-line?" Two Canadians in three still get their newspaper content from the version they can hold in their hands (67 percent), while one in three (33 percent) prefer their newspapers in virtual form, which is also free!

And once again, there is a generational and digital divide. In the youngest demographic group, the 18 to 29 year olds, only 58 percent get their newspapers in paper form, while 42 percent now read them on-line. At the other end of the demographic scale, among Canadians 60 and over,

82 percent still buy their news in printed form, while only 18 percent have migrated to the Internet for their newspapers.

By contrast, TV, as a content provider, has taken a much smaller hit from the Internet. When we asked Canadians, thinking of TV news, what percentage they got from watching the television as opposed to watching TV Web sites, fully 78 percent said they still got their TV news from the television, as opposed to only 22 percent who picked it up on-line.

And here the generational and digital divide was somewhat less pronounced. In the 18 to 29 age segment, 71 percent got their TV news from the television, as opposed to 29 percent on-line, while in the 60 and up category, 87 percent got their TV news from the television, while only 13 percent got it on-line.

The inescapable conclusion is that the way we consume newspaper content is changing, but the way we consume TV content is not changing at the same pace.

For most readers, newspapers are long-form content, more easily con-

sumed and linked to other sources, whereas TV is short form content, not as easily or preferentially transferred to another medium that becomes a value-added source.

The Internet may rock. But it doesn't rule. Not yet.

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QUESTION 1. WHICH OF THE FOLLOWING WOULD BE YOUR PRIMARY SOURCE OF NEWS?

		N	Newspapers %	Television %	Radio %	Internet %	Unsure %
Region	Canada	1,001	20.6	48.2	14.9	13.8	2.6
	Atlantic	105	17.4	51.9	13.1	14.9	2.6
	Quebec	244	19.2	56.2	11.2	11.0	2.5
	Ontario	300	22.0	44.1	17.3	13.2	3.4
	West	352	21.3	45.0	15.9	15.8	2.0
Gender	Male	468	21.6	44.0	14.9	17.2	2.2
	Female	532	19.7	51.8	14.8	10.8	2.9
Age	18 to 29	197	15.3	46.0	13.7	22.6	2.4
	30 to 39	193	11.2	46.0	17.4	20.5	5.0
	40 to 49	218	22.5	46.1	16.2	12.6	2.6
	50 to 59	171	23.5	51.6	15.2	8.3	1.4
	60 plus	221	29.3	51.5	12.1	5.5	1.6

QUESTION 2. WHICH OF THE FOLLOWING NEWS SOURCES DO YOU TRUST THE MOST?

		N	Newspapers %	Television %	Radio %	Internet %	Unsure %
Region	Canada	1,001	22.5	41.5	15.9	10.7	9.4
	Atlantic	105	17.7	46.4	17.7	7.5	10.7
	Quebec	244	21.1	46.2	13.7	10.2	8.8
	Ontario	300	26.1	36.7	17.0	11.0	9.3
	West	352	21.7	40.9	16.1	11.7	9.5
Gender	Male	468	24.1	38.8	15.5	12.1	9.6
	Female	532	21.0	44.0	16.3	9.4	9.3
Age	18 to 29	197	25.8	33.9	14.5	19.4	6.5
	30 to 39	193	18.0	41.6	15.5	15.5	9.3
	40 to 49	218	19.9	42.9	18.8	7.3	11.0
	50 to 59	171	23.0	47.5	14.3	7.4	7.8
	60 plus	221	25.4	42.3	16.0	4.6	11.7

QUESTION 3. THINKING ABOUT NEWSPAPERS, WHAT PERCENTAGE OF CONTENT WOULD YOU READ IN PAPER FORM AND WHAT PERCENTAGE WOULD YOU READ ON-LINE?

			Paper	On-line
Region	Canada	Mean (%)	67	33
		Responses (N)	938	940
	Atlantic	Mean (%)	64	36
		Responses (N)	94	95
	Quebec	Mean (%)	70	29
		Responses (N)	232	233
Ontario		Mean (%)	68	32
		Responses (N)	278	277
West		Mean (%)	65	35
		Responses (N)	335	335
Gender	Male	Mean (%)	65	35
		Responses (N)	441	444
	Female	Mean (%)	68	31
		Responses (N)	497	497
Age	18 to 29	Mean (%)	58	42
		Responses (N)	181	181
	30 to 39	Mean (%)	56	44
		Responses (N)	179	180
	40 to 49	Mean (%)	66	34
		Responses (N)	210	210
	50 to 59	Mean (%)	71	29
		Responses (N)	161	162
	60 plus	Mean (%)	82	18
		Responses (N)	207	207

QUESTION 4. THINKING ABOUT TELEVISION NEWS, WHAT PERCENTAGE OF CONTENT WOULD YOU WATCH ON THE TELEVISION AND WHAT PERCENTAGE WOULD YOU WATCH ON-LINE?

			Television	On-line
Region	Canada	Mean (%)	78	22
		Responses (N)	950	950
	Atlantic	Mean (%)	79	21
		Responses (N)	96	96
	Quebec	Mean (%)	85	15
		Responses (N)	237	237
Ontario		Mean (%)	77	23
		Responses (N)	284	284
West		Mean (%)	74	26
		Responses (N)	333	334
Gender	Male	Mean (%)	77	23
		Responses (N)	446	446
	Female	Mean (%)	79	21
		Responses (N)	503	505
Age	18 to 29	Mean (%)	71	29
		Responses (N)	186	186
	30 to 39	Mean (%)	73	26
		Responses (N)	179	178
	40 to 49	Mean (%)	77	24
		Responses (N)	213	214
	50 to 59	Mean (%)	83	17
		Responses (N)	163	164
	60 plus	Mean (%)	87	13
		Responses (N)	209	209