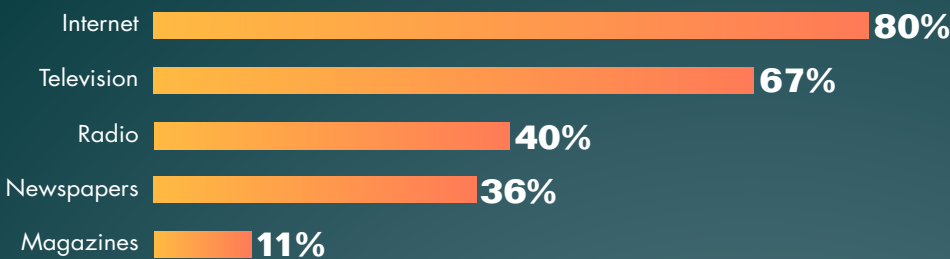


# MEDIA CONSUMPTION IN CANADA: ARE CANADIANS IN THE KNOW?

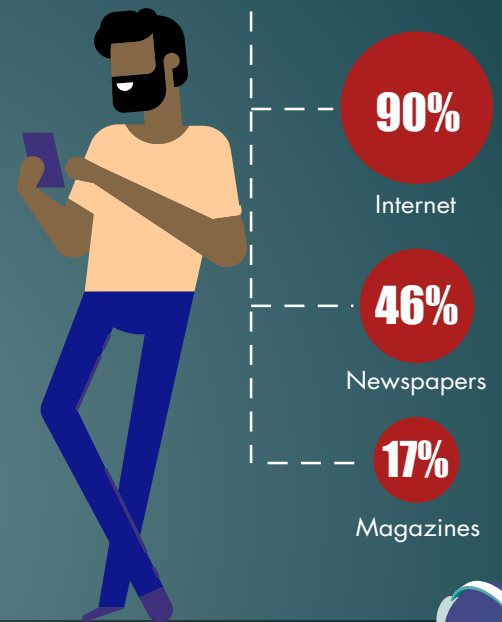
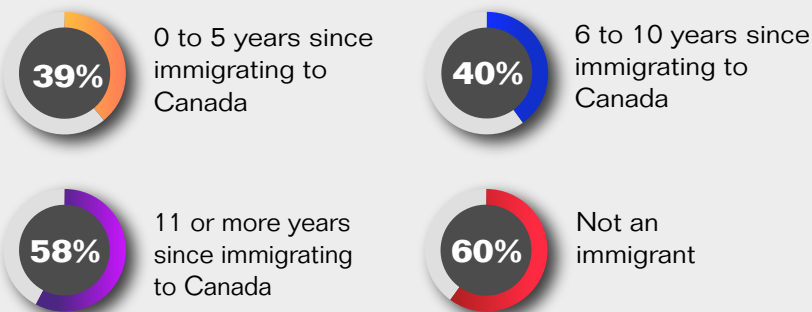
Following the news is an activity that more than half of Canadians do on a daily basis. There are different ways to follow news and current affairs. Using data from the 2020 General Social Survey on Social Identity, this infographic explores five different news sources: newspapers, magazines, television, radio and the Internet.

The most common method for following news and current affairs was the Internet, followed by television.

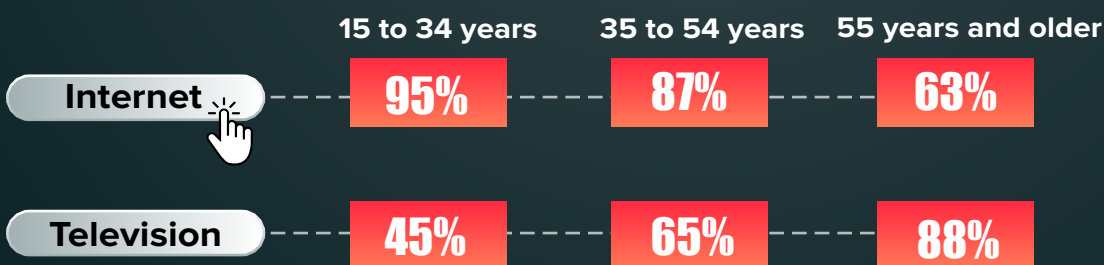


Those with a **university degree** were more likely than those with no university degree to report using the **Internet**, **newspapers** and **magazines** to follow news and current affairs.

Among immigrants, the more time they were in Canada, the **more** they used media to follow news and current affairs **daily**.



The Internet was most popular among those aged 15 to 34, while those 55 years and older preferred television to follow news and current affairs.



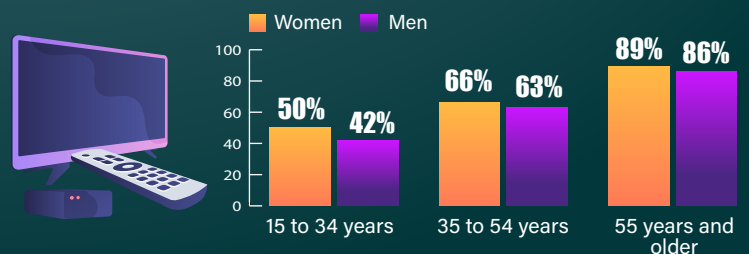
## Internet



While there were no gender differences in the youngest age group for Internet use, **more men** than women in the older age groups reported using the Internet to follow news and current affairs. Among those aged 55 years and older, 67% of men and 59% of women reported using the Internet.

## Television

Television was more popular among **women** than men in all age groups to follow news and current affairs.



### Notes:

- Data in this infographic are for individuals aged 15 and older living in Canada's 10 provinces.
- Newspapers, magazines, television, and radio include both print copy/conventional and online formats. Internet includes social media, news aggregator sites, and podcasts.

Source: Statistics Canada, General Social Survey – Social Identity, 2020.

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