



COVID-19 & NEWS CONSUMPTION

Ottawa – August 25, 2020 - The MTM releases its News in the Time of COVID report. The COVID-19 pandemic has created a truly incredible news event. Due to quarantines, travel restrictions, and other factors, all Canadians are impacted by the virus. As a result, the news became an even more important part of the Canadian media diet as people sought out updates on the spread of the virus, changes to government policies and restrictions, and other news related to COVID-19. This report looks at the consumption of news during the pandemic and the sources used by online Canadians to stay informed.

Key findings from the report include:

- As a result of the COVID-19 pandemic, the consumption of news has increased - nearly 50% more online Canadians report watching local TV news programs during the pandemic than they did during the Fall of 2019. We also see a 27% increase in the viewing of Canadian TV news specialty channels.
- TV remains the primary source to stay informed. Nearly half of online Canadians said their primary source for news is TV news programs, this is more than two times the incidence of news websites and apps. However, Anglophones are more likely to be getting news from news websites than are Francophones, while Francophones are more likely to be streaming TV news online.
- Traditional broadcasters are the most popular sources for COVID-19 related news. 81% of online Canadians primarily use a traditional broadcaster (TV, online or radio) such as CBC, CTV, or Global News for pandemic updates. Social media is the second most cited source for COVID-19 updates with nearly a quarter of online Canadians getting news from sites like Facebook, Twitter, or Reddit.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind.