



News in the Time of COVID

Analysis of the Canadian Market

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Introduction

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.

The Spring 2020 MTM was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.



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