



FAKE NEWS: TRUTH AND CONSEQUENCES

December 10th, 2019 - The MTM releases a new report on the impact of fake news in modern Canada.

While the increased availability and presence of the internet allows Canadians easy access to news content, it also provides a platform for those who want to mislead people with fake news. This creates unease among users and confusion regarding who should be overseeing news content to ensure its veracity.

This report delves into the issue of fake news, how concerned Canadians are about it, what they do when they suspect false content, and who should be monitoring the media industry.

Highlights from this report include:

- In terms of how Canadians access news content, TV and Internet are the two most common platforms for news content. A sixth of Canadians also subscribe to a newspaper, either print or online.
- 88% of online Canadians say that they have at least some level of concern about the impact of fake news on the world today. Anglophones, older Canadians and women tend to be more concerned about fake news.
- Online Canadians (64%) show high level of concerns about the impact of fake news on politics. Over half of online Canadians were also concerned about the impact of fake news on the 2019 election.

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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 cellphone-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. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.