

Trust in Traditional News Rebounds, But Canadians Worry about Loss of Local News and Use of AI in the Newsroom

October 20, 2023

Trust in News

63%⁺⁵

Trust Traditional News Media in Canada

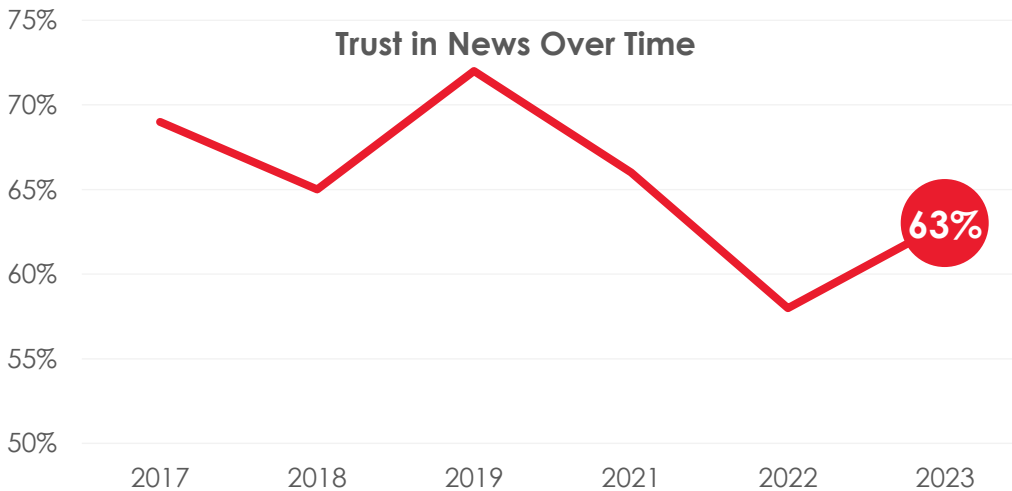
53%

Confident in the future of local news in their community

30%

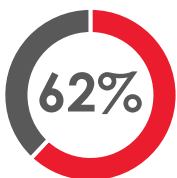
Are likely to pay for regional or local content from a traditional news source

Trust in News Over Time



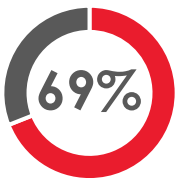
Trust in the news has increased for the first time since the pandemic. However, only half of Canadians are confident in the future of local news in their community, and relatively few are willing to pay for local content from a traditional news source.

Acceptable uses of AI



Believe that AI should be used in the newsroom

A majority of Canadians say that there is a role for AI to play in the newsroom, but they only accept its use in limited ways, such as research or data verification. The use of AI to create content is not widely supported, as a majority say we cannot trust AI to be fair and unbiased.



We cannot trust AI to be fair and unbiased

- 1 To help identify disinformation (**38%**)
- 2 To verify information (**36%**)
- 3 To research databases (**31%**)
- 4 To write full stories (**9%**)
- 5 To write paid content (**8%**)

ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between Sep 8 to 11, on behalf of RTDNA Canada. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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