
2022 DISINFORMATION IN CANADA REPORT

Understanding the perception and power of purposefully deceptive information in Canadian society, with comparison to perceptions and behaviors of the U.S.

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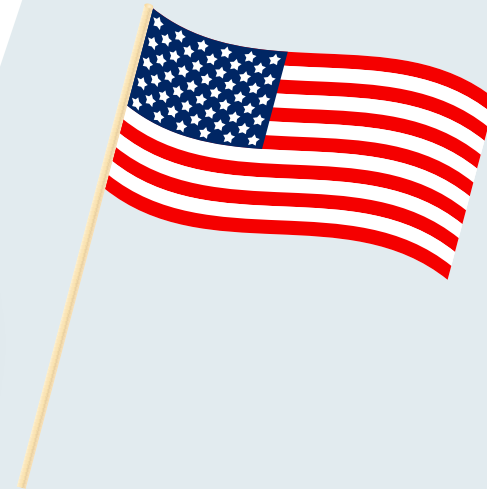
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69%



of Americans believe disinformation is a major problem in the U.S.

51%



Compared to only slightly more than half (51%) of Canadians

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16%

of Canadians more likely to read news from **non-Canadian sources** because of perceived disinformation in Canadian media.

28%

of Canadians **avoid** watching/reading/listening to the news because of disinformation.



KEY FINDINGS



TOP 3 MOST TRUSTED SOURCES IN CANADA



FAMILY

75%



PEOPLE LIKE ME

74%



LOCAL BROADCAST NEWS

72%

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Canadian news outlets are more trusted than American ones



72%

**Canadians trust in
local broadcast news**



64%

**Americans trust in
local broadcast news**

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More than two-thirds of Canadians
believe that disinformation
threatens;

Democracy (72%)

Undermines election processes (71%)



KEY FINDINGS



Frequency of encountering information or news that misrepresents reality or is false

