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.
69% of Americans believe disinformation is a major problem in the U.S.

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

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%
Canadian news outlets are more trusted than American ones

- 72% Canadians trust in local broadcast news
- 64% Americans trust in local broadcast news
More than two-thirds of Canadians believe that disinformation threatens:

Democracy (72%)

Undermines election processes (71%)
Frequency of encountering information or news that misrepresents reality or is false

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Canadians</th>
<th>Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyday (or almost)</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>At least once per week</td>
<td>30%</td>
<td>20%</td>
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<tr>
<td>At least once per month</td>
<td>20%</td>
<td>10%</td>
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<tr>
<td>Rarely or never</td>
<td>10%</td>
<td>0%</td>
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