

FOLLOWING THE NEWS IN QUEBEC AND THE REST OF CANADA : HOW, WHAT, IN WHICH LANGUAGE AND WHY

ASSOCIATION FOR CANADIAN STUDIES

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FOR LUCINDA CHODAN, MONTREAL GAZETTE

INTRODUCTION

- Technologies have fundamentally changed the way in which we consume news. Leger marketing consulted some 1500 Canadians for the Association for Canadian Studies to examine how Canadians consume news, what are their preferred news topics, to what extent they consume news in the second official language and, if so, why they choose to do it.

METHODOLOGY

- 1,503 Canadians were surveyed across the country during the week of August 27, 2018 with a probabilistic margin of error of 3.5 points 19 times out of 20. The sample included some 403 Quebecers with 86 surveyed in English and 317 in French.

READING NEWS ON CELLPHONES IS POPULAR ESPECIALLY AMONGST ALLOPHONES

2018 Often	Mother Tongue			
	Total	French	English	Other
Read a Print Version of a Newspaper	23%	25%	24%	19%
Read a Newspaper Online	27%	30%	24%	32%
Read the News on a Cellphone	29%	26%	26%	39%
Read the News on a Tablet/iPad	18%	25%	16%	20%

CELLPHONES DOMINANT MEDIA FOR NEWS AMONGST UNDER 35: PRINT NEWS REMAINS POPULAR AMONGST 65 PLUS

2018 Often	Total	18-24	25-34	35-44	45-54	55-64	65 +
Read a Print Version of a Newspaper	23%	14%	13%	9%	15%	31%	45%
Read a newspaper on-line	27%	20%	30%	29%	25%	30%	24%
Read the news on a cellphone	29%	41%	47%	36%	28%	26%	7%
Read the news on a Tablet/iPad	18%	13%	18%	16%	18%	25%	18%

GAP OF OVER 30 POINTS IN READING PRINT NEWS BETWEEN 65 PLUS AND UNDER 35 YEARS OF AGE

Canada 2018		Age						Mother Tongue		
Read a Print Version of a Newspaper	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
TOTAL YES	55%	42%	42%	48%	49%	63%	75%	59%	58%	45%
Often	23%	14%	13%	9%	15%	31%	45%	25%	24%	19%
Sometimes	32%	27%	29%	39%	34%	31%	30%	34%	34%	27%
TOTAL NO	44%	56%	57%	51%	50%	37%	25%	40%	42%	54%
Rarely	29%	37%	36%	36%	34%	23%	14%	25%	27%	36%
Never	15%	19%	21%	15%	16%	13%	10%	15%	15%	18%
I prefer not to answer	1%	3%	1%	1%	1%	1%	0%	1%	1%	0%

MAJORITY OF CANADIANS READ A NEWSPAPER ONLINE

Canada 2018	Age							Mother Tongue		
Read a Newspaper Online	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
TOTAL YES	58%	60%	64%	61%	58%	55%	51%	54%	58%	63%
Often	27%	20%	30%	29%	25%	30%	24%	30%	24%	32%
Sometimes	31%	40%	33%	32%	33%	25%	27%	23%	34%	32%
TOTAL NO	42%	37%	36%	38%	41%	45%	48%	46%	42%	36%
Rarely	21%	18%	20%	22%	22%	24%	20%	19%	22%	19%
Never	21%	19%	16%	16%	19%	21%	28%	27%	20%	17%
I prefer not to answer	1%	3%	0%	1%	1%	0%	0%	0%	0%	1%

UNDER 45 MAKE CONSIDERABLE USE OF CELLPHONE TO READ THE NEWS

Canada 2018	Age							Mother Tongue		
Read the News on my Cellphone	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
TOTAL YES	58%	80%	81%	75%	63%	44%	25%	53%	55%	70%
Often	29%	41%	47%	36%	28%	26%	7%	26%	26%	39%
Sometimes	29%	39%	34%	39%	35%	18%	18%	27%	29%	31%
TOTAL NO	41%	18%	19%	24%	37%	54%	75%	46%	44%	29%
Rarely	15%	11%	12%	12%	16%	22%	14%	11%	17%	13%
Never	26%	7%	6%	12%	21%	32%	61%	35%	27%	16%
I prefer not to answer	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%

TABLETS FOR NEWS MOST POPULAR AMONGST THE 45 TO 64 GROUP

Canada 2018		Age						Mother Tongue		
Read the News on A Tablet/iPad	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
TOTAL YES	43%	40%	43%	44%	48%	46%	37%	46%	41%	45%
Often	18%	13%	18%	16%	18%	25%	18%	25%	16%	20%
Sometimes	25%	28%	25%	28%	30%	21%	19%	21%	26%	25%
TOTAL NO	56%	57%	56%	55%	50%	54%	63%	53%	58%	54%
Rarely	19%	21%	19%	22%	19%	16%	16%	17%	19%	16%
Never	37%	36%	37%	32%	32%	37%	47%	36%	38%	38%
I prefer not to answer	1%	3%	1%	1%	2%	0%	0%	1%	1%	0%

LOCAL ISSUES TOP INTEREST AMONGST NEWS CONSUMERS; BUSINESS NEWS LEAST POPULAR AMONGST UNDER 35; ARTS, CULTURE AND SPORTS LESS POPULAR AMONGST THE OVER 45 GROUP

Canada 2018	Age							Mother Tongue		
Often Follow News About	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
Sports	23%	23%	25%	24%	18%	23%	27%	24%	24%	21%
Business	23%	18%	18%	17%	21%	26%	33%	21%	23%	26%
Politics in Canada	38%	22%	29%	20%	33%	51%	60%	41%	37%	37%
Arts, Music, Culture	21%	26%	23%	14%	19%	22%	23%	28%	19%	21%
International Matters	47%	32%	36%	33%	45%	58%	67%	45%	46%	54%
Local Matter (my city or my province/territory)	55%	40%	43%	42%	54%	63%	78%	58%	56%	52%



QUEBEC

READING AND WATCHING NEWS IN ENGLISH: 17% OF QUEBEC FRANCOPHONES DO SO OFTEN, AND 22% SOMETIMES

Quebec Francophones (346 Respondents)	Total	Sex		Age						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	
Read or Watch the News in the English Language										
TOTAL YES	39%	47%	31%	39%	48%	53%	41%	40%	21%	
Often	17%	21%	12%	19%	27%	20%	13%	23%	6%	
Sometimes	22%	26%	18%	20%	21%	33%	27%	18%	16%	
TOTAL NO	60%	51%	69%	58%	52%	47%	57%	60%	79%	
Rarely	28%	27%	28%	39%	34%	25%	19%	18%	38%	
Never	33%	24%	41%	19%	18%	23%	38%	41%	41%	
I prefer not to answer	1%	1%	0%	3%	0%	0%	2%	0%	0%	

12% OF ENGLISH QUEBECERS OFTEN AND 27% SOMETIMES READ AND WATCH NEWS IN FRENCH

Reading and Watching News in French Amongst English Canadians (1,157 Respondents) and English Quebecers (86 Respondents)	English Canada	English Quebec
TOTAL YES	13%	39%
Often	4%	12%
Sometimes	9%	27%
TOTAL NO	85%	59%
Rarely	13%	35%
Never	73%	24%
I prefer not to answer	2%	2%

MOST FRANCOPHONES THAT READ ENGLISH NEWS WANT TO GET A DIFFERENT PERSPECTIVE AND VARIETY, WHILE ANGLOPHONES WANT TO IMPROVE LANGUAGE SKILLS

If You Often/Sometimes Read or Watch the News in French/English, Please Tell Us Why	Total	French	English
To improve my language skills, educational purposes	16%	11%	23%
To have a different perspective	9%	15%	4%
Availability	5%	7%	3%
More sources, variety	4%	9%	0%
I love it / like it	4%	4%	3%
Others	4%	6%	2%
I live in Quebec, I'd like to know more about Quebec	3%	0%	2%
To get complete information	2%	4%	1%
I live in an English-speaking region	2%	4%	0%
To have an international perspective	2%	5%	1%
I prefer not to answer	27%	10%	44%

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