



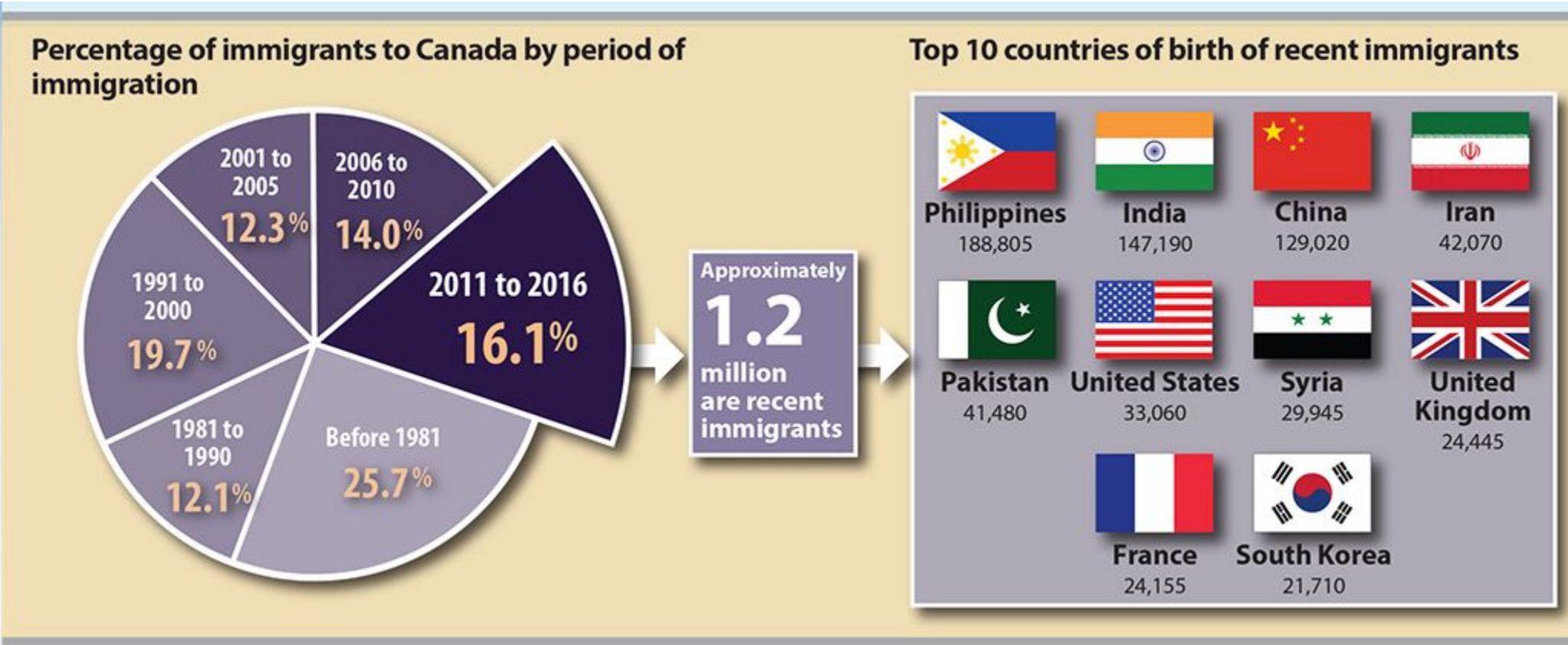
NEW CANADIAN MEDIA

THE PULSE OF IMMIGRANT CANADA

How Immigrants to Canada Consume Media



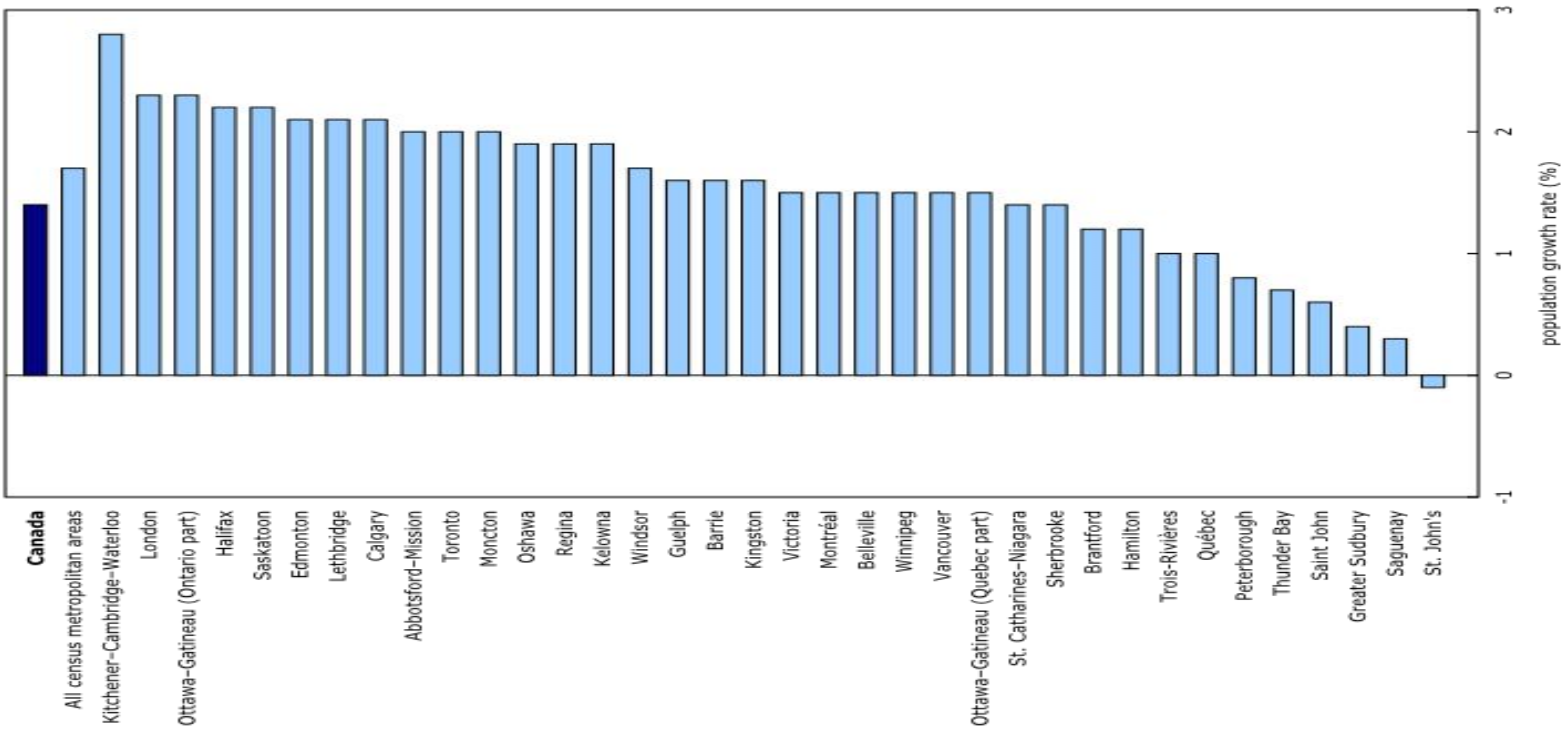
Immigrants to Canada by Country



Statistics Canada, 2016

Fastest growing cities

(StatCan, 2018/19 data)



Welcome to Canada



Permanent and temporary immigration continues to drive population growth in Canada's metropolitan areas, **accounting for almost all of their growth in 2018/2019**. In contrast, international migration accounted for just over half of the population growth in non-metropolitan areas of the country. This trend is linked to higher targets for permanent immigration, as defined by Immigration, Refugees and Citizenship Canada, and to various government programs that draw many temporary workers and foreign students to the country.

Statistics Canada

Fast Facts from Statistics Canada



- **Children:** Two in five Canadian children have an immigrant background.
- **Expansion:** The proportion of Canada's foreign-born population could reach between 24.5% and 30.0% by 2036.
- **Over 250 ethnic origins:** Past and recent sources of immigration have strongly influenced the current ethnic and cultural make-up of Canada's population.
- **South Asian #1:** According to the 2016 Census, 1,924,635 people reported being South Asian, representing one-quarter (25.1%) of the visible minority population and 5.6% of the entire Canadian population.

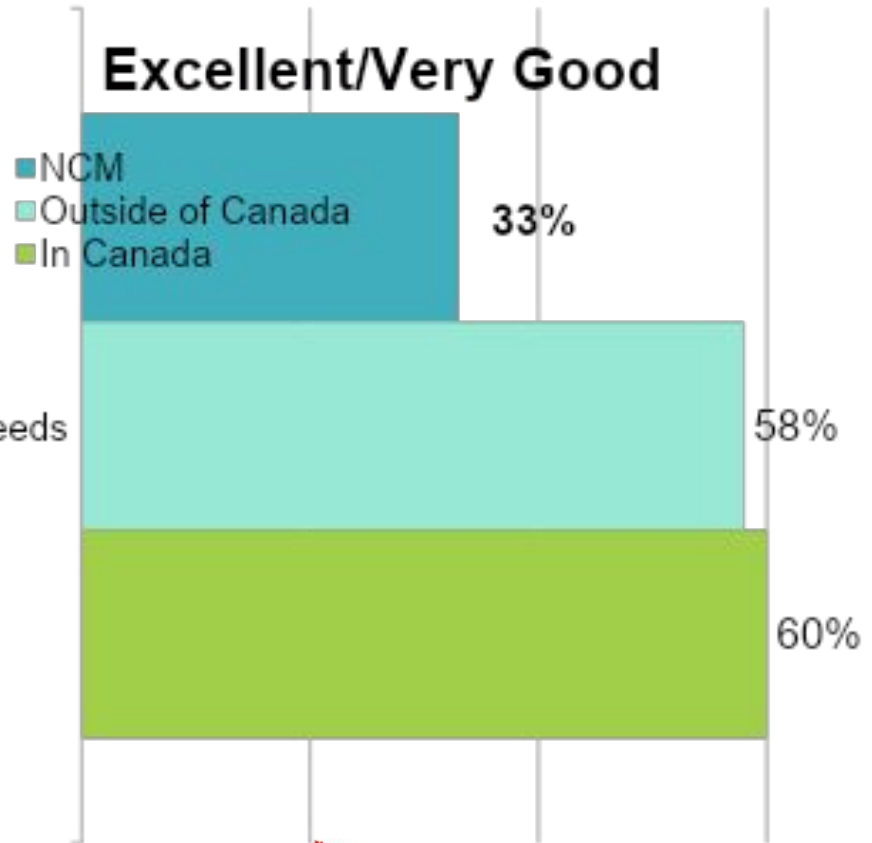
Which points are crucial for your trust in media?



Sources	Born in Canada	Born Outside of Canada	NCM
Evidence and sources cited	65%	70%	81%
Complete picture	57%	55%	54%
Past experience	33%	29%	32%
Diversity of journalists	26%	37%	46%
Politics agree with mine	7%	6%	9%
Other write in	5%	5%	12%

The Mainstream Media Meets Some Needs

Only 1 in 3 (33%) of NCM readers gave high marks to mainstream media (best in class or very good). Those born outside of Canada reached 58%, those born in Canada 60%



Meeting my needs	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	1%	32%	54%	11%	2%
Outside of Canada	10%	48%	29%	9%	5%
In Canada	13%	47%	28%	10%	2%



Rating Canada's International News Coverage



Those who rated coverage “Very Good”

Born in Canada: **40%**

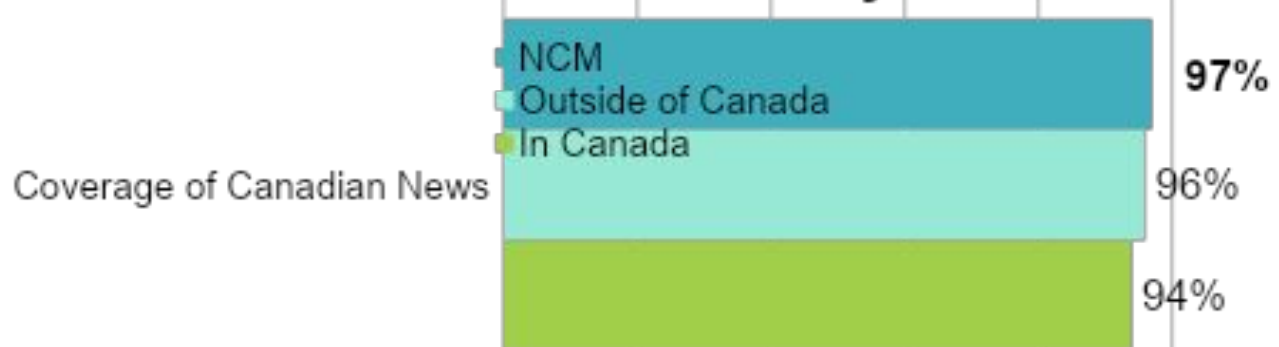
Born Outside Canada: **41%**

NCM Readers: **21%**

Mainstream Media Covers Canadian and International News Well

Coverage of Canadian news by mainstream media is rated as acceptable by nearly all. NCM readers are less likely to say that Canadian news is best in class 17% vs 23-24%. In terms of International news, NCM readers are far less likely to agree that the coverage in mainstream media is at least fair, with nearly 30% saying the international coverage is poor or very poor.

Excellent/Very Good/Fair



Coverage of Canadian News	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	17%	59%	21%	3%	0%
Outside of Canada	24%	47%	25%	4%	0%
In Canada	23%	47%	24%	5%	1%

Excellent/Very Good/Fair



Coverage of international news	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	2%	21%	48%	26%	3%
Outside of Canada	11%	41%	39%	6%	3%
In Canada	16%	40%	34%	8%	1%

Mainstream Media is Viewed as having Reliable Information and Responsible Journalism

The reliability of information in mainstream media is more likely to be viewed as best in class by those born in Canada 17%, vs 6% for NCM Readers. Similar disparity for responsible journalism where 16% of those born in Canada view mainstream media as being best in class vs 6% of NCM readers

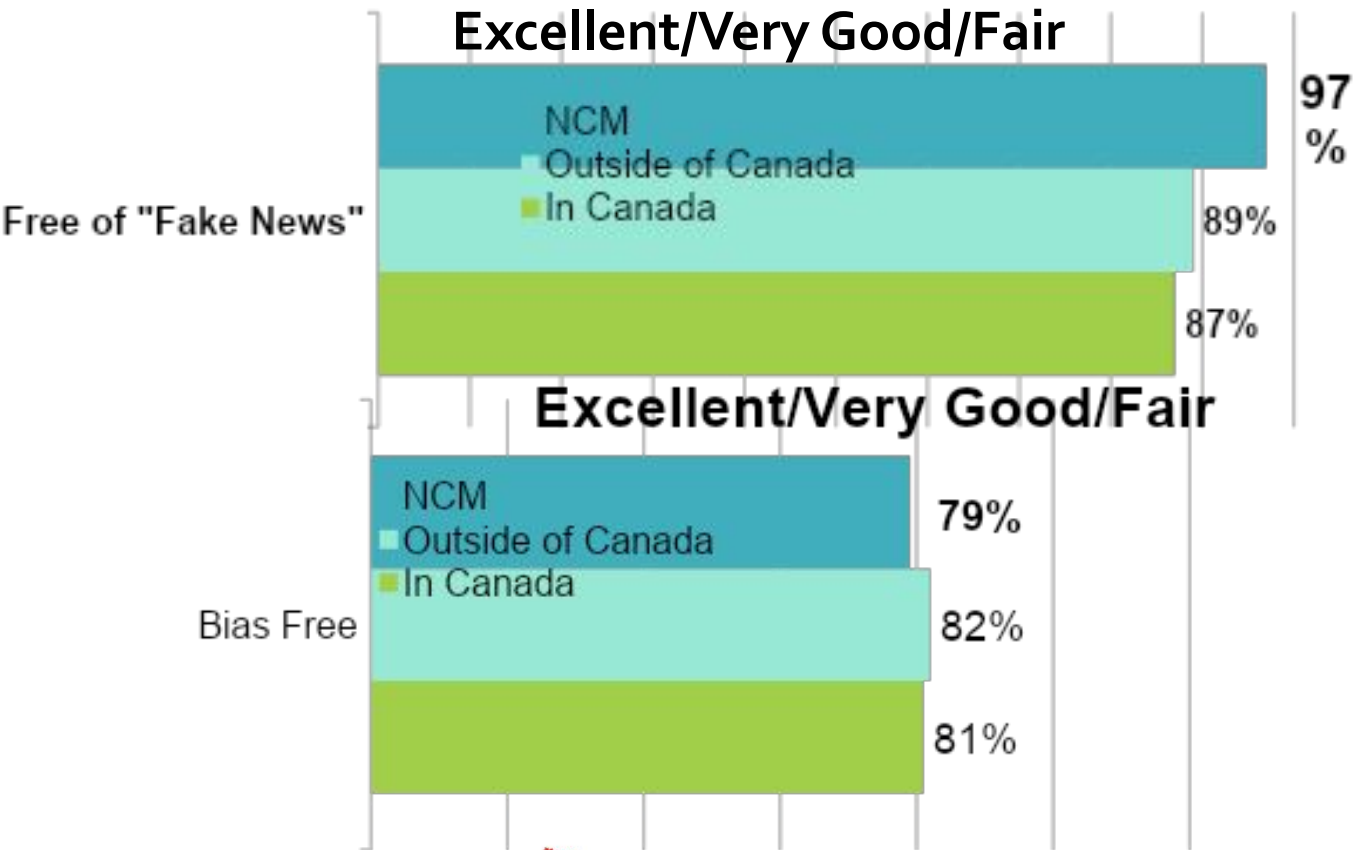


Reliability of information	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	6%	54%	36%	3%	1%
Outside of Canada	10%	56%	27%	5%	2%
In Canada	17%	49%	27%	5%	2%

Responsible journalism	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	6%	52%	36%	6%	0%
Outside of Canada	14%	46%	31%	8%	2%
In Canada	16%	45%	29%	5%	4%

MSM Viewed as Mostly Free of Fake News and Bias

While the majority of Canadians view mainstream media as free of fake news and bias, there are few who describe it as Best in Class and ~20% who say poor or very poor in terms of bias-free

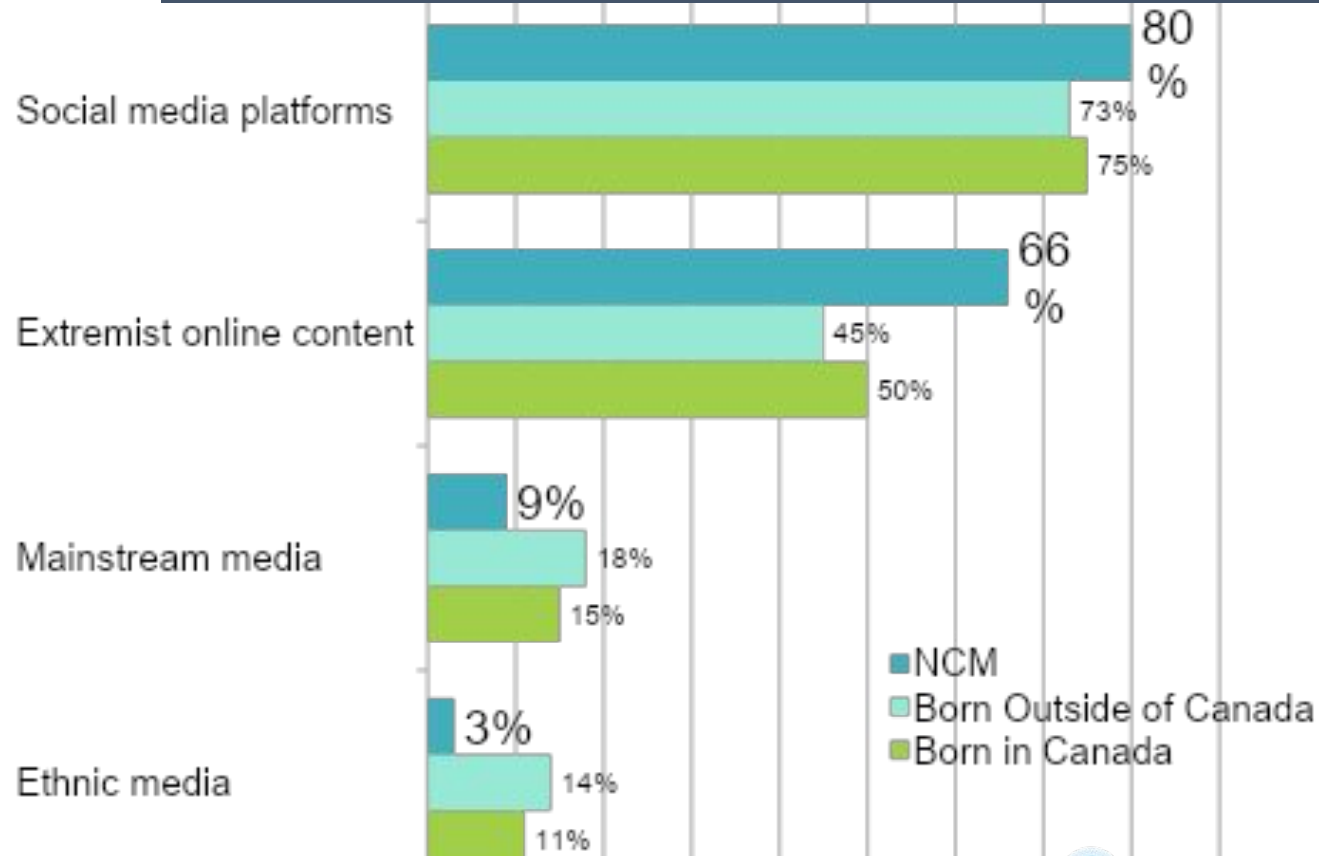


Free of "Fake News"	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	5%	42%	50%	3%	0%
Outside of Canada	8%	45%	36%	6%	6%
In Canada	15%	40%	32%	9%	4%

Bias Free	Excellent Best in Class	Very Good	Fair	Poor	Very Poor
NCM	4%	22%	53%	20%	2%
In Canada	8%	39%	34%	13%	6%
Outside of Canada	8%	40%	34%	11%	7%

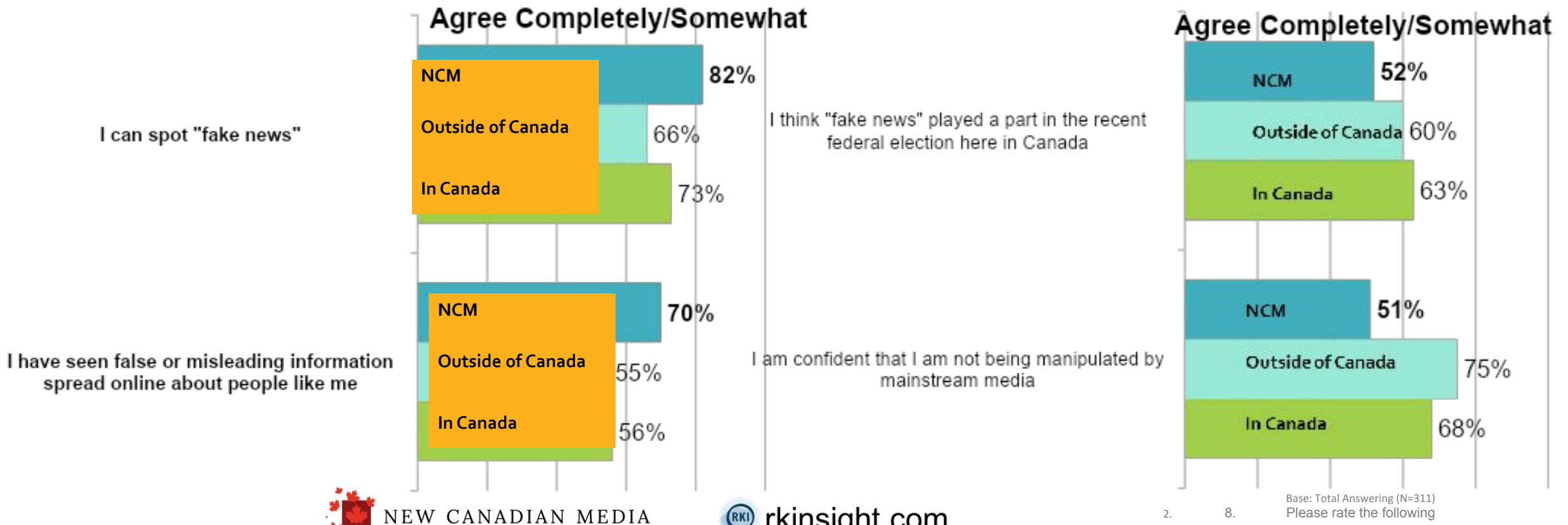
Responsible for the Spread of False Information

The two most cited sources for the spread of false information are Social media platforms and Extremist online content. Notably mainstream media were a distant third for all groups



Sentiments Surrounding Fake News

- NCM readers are most likely to say that they can spot fake news (82% vs 66-73%) however they are also least likely to be confident they are not being manipulated by mainstream media. (51% vs 68-75%)
- NCM readers are less likely to say that fake news played a part in the federal election (52% vs 60-63%)
- NCM readers are more likely to have experienced seeing false information about themselves online (70% vs 55-56%)





Immigrants see less potential for fake news, yet feel less confident about potential manipulation

I think "fake news" played a part in the recent federal election here in Canada. NCM: **52%** Born in Canada: **63%** Overseas: **60%**

I am confident I am not being manipulated by mainstream media
NCM: **51%** Born in Canada: **68%** Overseas: **75%**

New Canadians want to see more of their stories told

For those born outside of Canada and NCM readers, “Diversity of Journalists” is more important than past experience

Importance of Journalist Diversity:

NCM Readers: **46%**
Born Outside Canada: **37%**
Born in Canada: **26%**



Importance of Journalist Experience:

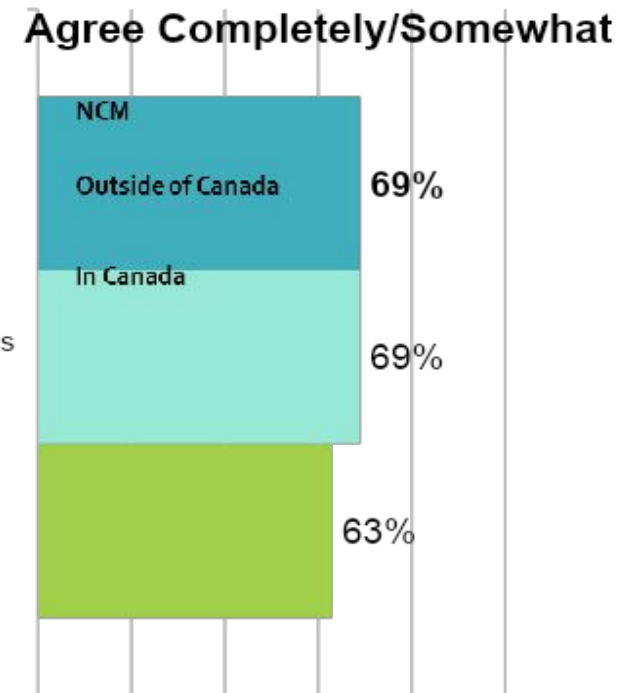
NCM Readers: **32%**
Born Outside Canada: **29%**
Born in Canada: **33%**

People born outside Canada pay closer attention to the background & diversity of the writer

- There is agreement that it is important to know the journalist before following their articles
- About two-thirds agree that all reporting is influenced by bias of authors
- NCM Readers in particular are more eager for greater diversity in Canadian journalists (96% vs 78-79%)



There is no "straight news" all reporting is coloured by the biases of the authors



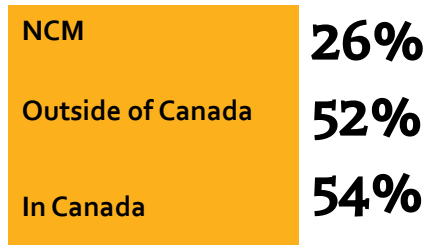
Base: Total Answering (N=311)
Please rate the following



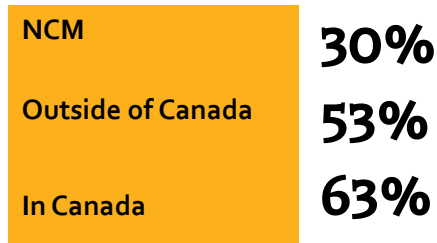
Diversity has a strong relationship with trust

NCM readers rate mainstream media lower on community topics (38% poor or very poor) and being representative (39% poor or very poor)

The mainstream media is good at reporting specific topics that relate to me and my community/background



The mainstream media is very representative of Canada (diversity of perspectives)



Media from Country of Origin

Over 90% of all born outside of Canada (including NCM subscribers) consume media from their country of origin. NCM subscribers are doing so more frequently with most doing so nearly every day or more.

I Read News from My Country Of Origin:

Every Day

NCM: 93%

Born Outside Canada: 92%

Once Per Week

NCM: 18%

Born Outside Canada: 35%

Never

NCM: 7%

Born Outside Canada: 8%



NEW CANADIAN MEDIA



rkinsight.com





What does an NCM Reader Look Like?

- NCM readers are highly educated individuals who earn more than non-NCM readers (by about \$20,000). Readers are older, male, and live in large Ontario cities.
- NCM readers have strong relationships to media produced in their country of origin.
- NCM readers are interested in more coverage of: ‘politics’, ‘commentary’, ‘arts and culture’, as well as ‘economy’.

Reasons for Using NCM:

Diversity of views: **57%**

Immigrant perspective on current events: **53%**

Critical perspective: **20%**

Research tool: **17%**

Events Coverage (election): **8%**



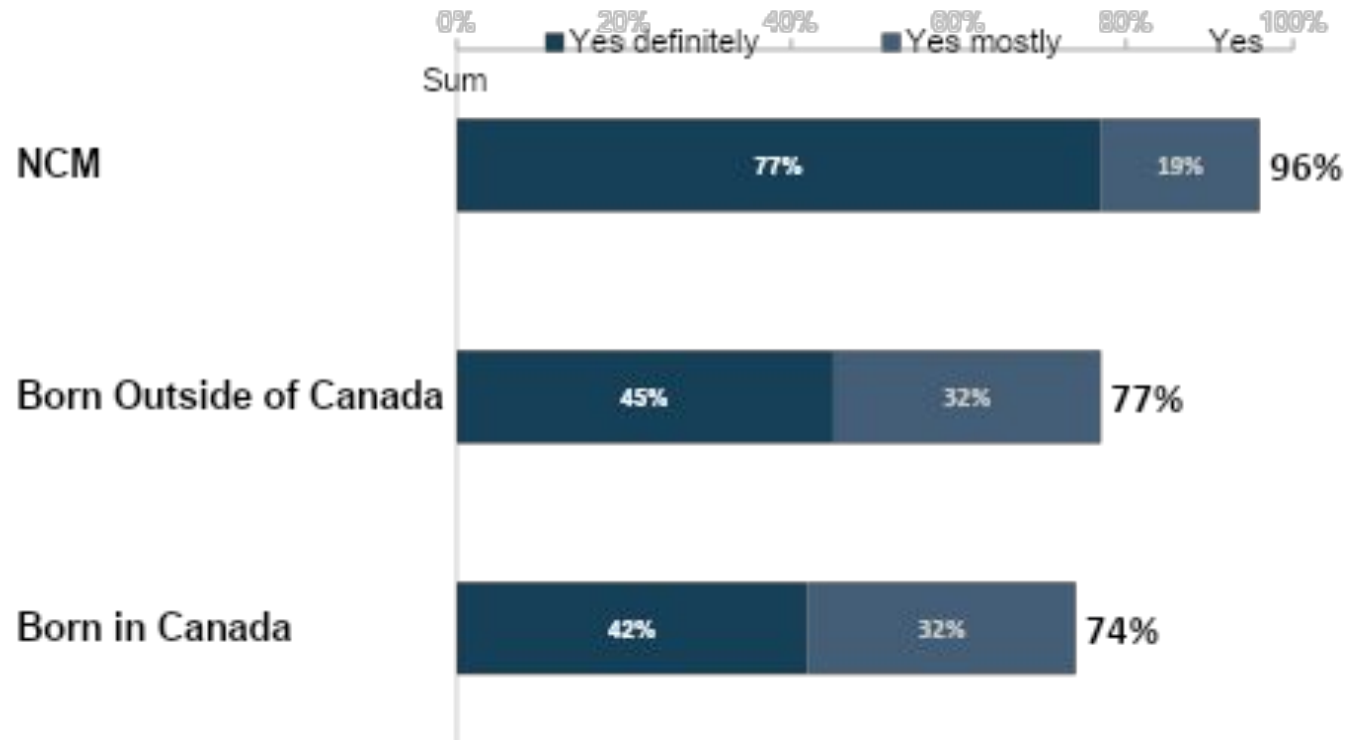
NCM Readers Are Engaged



- 95% of NCM readers are satisfied with the site and newsletters, including 41% extremely or very satisfied
- Over half of subscribers are sharing/recommending articles from the NCM site on other social media platforms. About 23% are sharing several times a month or more
- On average, readers are spending about an hour a week with NCM
- 82% of NCM Subscribers have been visiting the site for 1+ years with the average of 2.6 years tenure – an increase of ~1 year since 2016.

NCM Readers Are More Likely Than Others To Follow The News Closely

96% of NCM readers generally follow the news
74% of Native Canadians and 77% of those born outside of Canada generally follow the news



Top 5 Places of Origin for NCM Readers

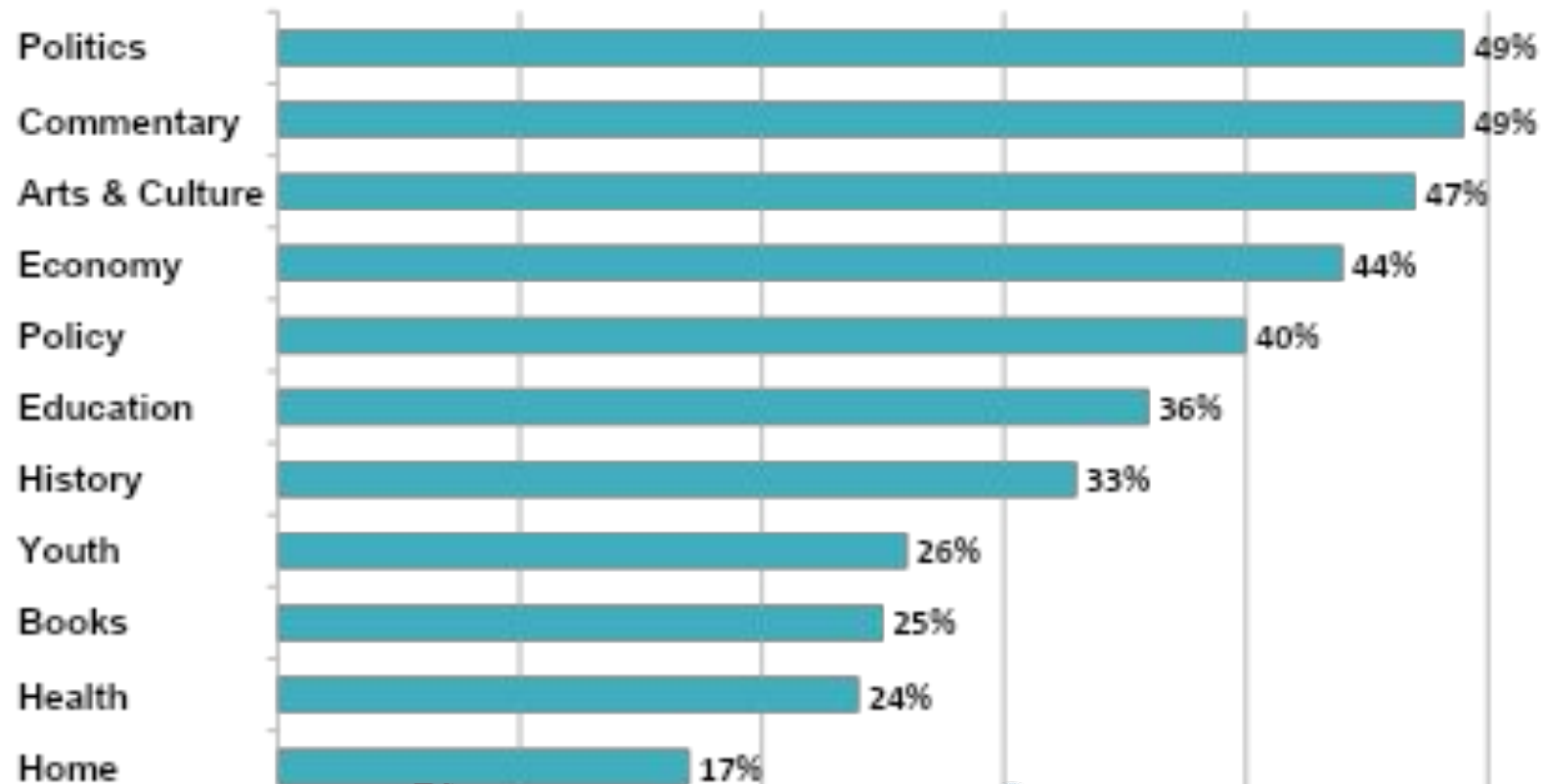


1. **South Asia** (Pakistan, India, Sri Lanka, etc.)
2. **Middle East/Western Asia** (Lebanon, Turkey, Iraq, Egypt, etc.)
3. **Africa** (South Africa, Nigeria, Somalia, etc.)
4. **Southeast Asia** (China, Vietnam, Korea, etc.)
5. **Eastern Europe** (Poland, Russia, Yugoslavia, Bulgaria, etc.)

NCM Reader Interests

The top 5 story types that subscribers would like to see more of at NCM are the following; Politics, Commentary, Arts & Culture, Economy and Policy

Focus Areas for NCM Future Stories

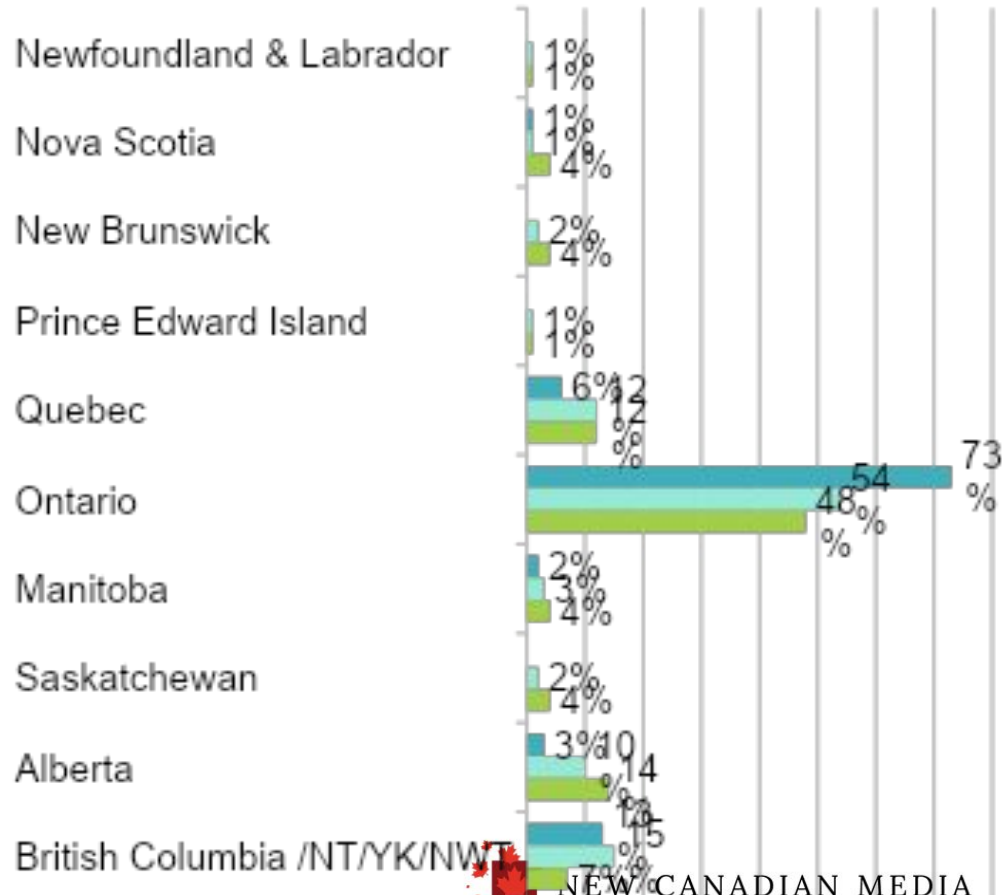


Base: Total Answering (N=311)
What stories would you like to see more of at New Canadian Media?

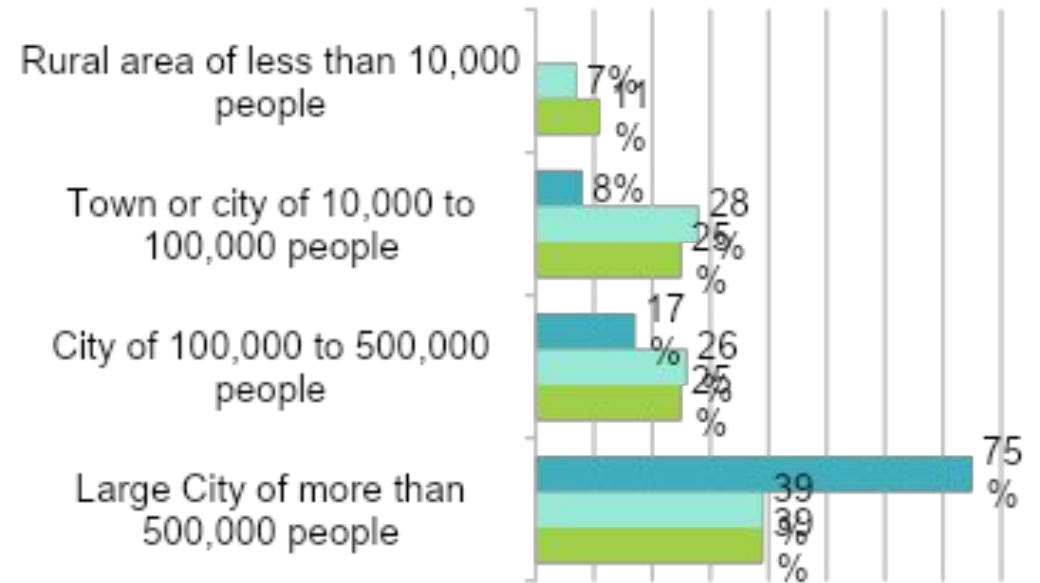
NCM Readers by Region

NCM subscribers are more likely to live in Ontario
 NCM subscribers are more likely to live in a large city

Province



Size of Community

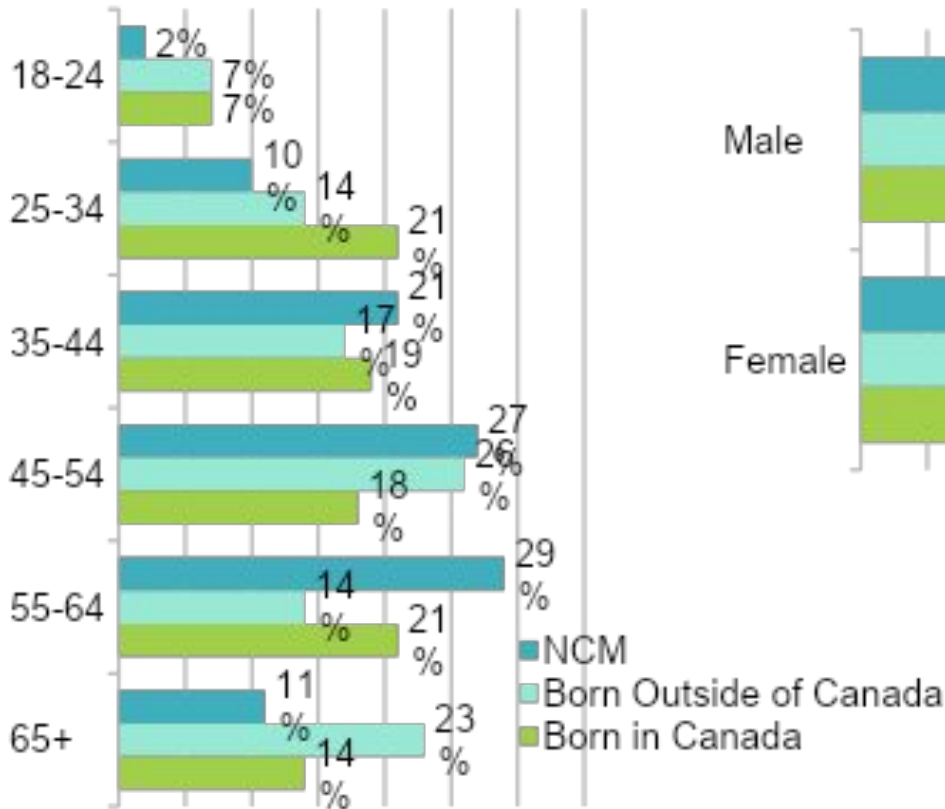


■ NCM
 ■ Born Outside of Canada
 ■ Born in Canada

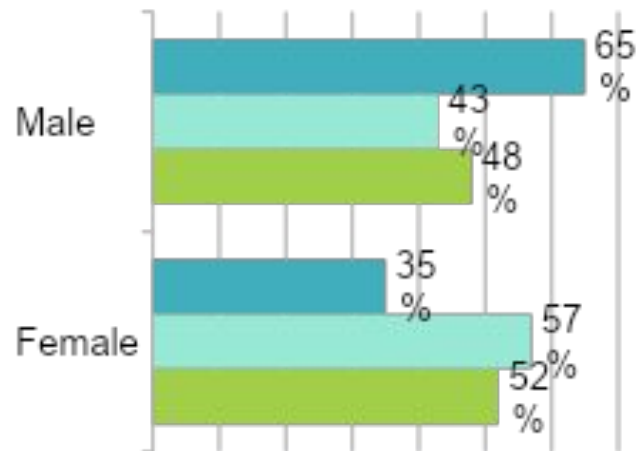
Age, Gender, Education

NCM subscribers are marginally older
 NCM subscribers are more likely to be male
 NCM Readers are highly educated. 86% of NCM subscribers have attained university undergrad or post grad/professional degree, this compares to:
 60% of those born outside of Canada
 46% Native Canadians

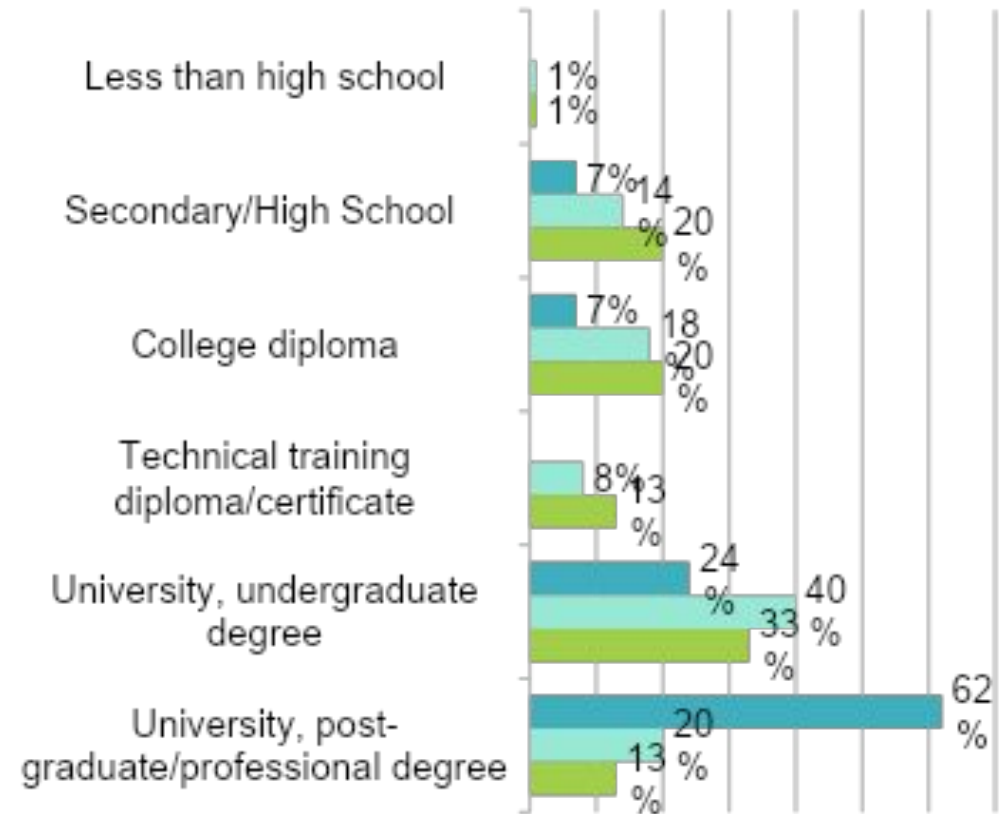
Age



Gender



Education



	NCM	Born Outside of Canada	Born in Canada
Average	49.9 years	49.5 years	46.3 years

Background & Methodology

Background:

RK Insights conducted a quantitative online survey of 311 Native and Non-Native residents of Canada.

The NCM readers sample was leveraged from the supplied NCM Database of ~1,300 names.

Sample:

N= 311 completes (assuming a random sampling has a theoretical margin of error of +/-4.7% 18 times out of 20)

Test: New Canadian Media Readers: 102

Control – General Population -born in Canada- 103

Control - General Population - born outside of Canada- 106

Fieldwork:

November- December 2019

