

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|----------------------------------|-------------------------|-------|--------|-------------------|-------------|------------|--------------|---------------|---------------|------------|------------------|----------------|-----------------|------------------|--------------------|----------------|----------------------|----------|
| BASE | Unweighted | | (1000) | Winnipeg (600) | Rural (400) | Male (523) | Female (468) | 18 - 34 (146) | 35 - 54 (399) | 55 + (455) | HS or less (148) | Post-Sec (406) | Univ Grad (432) | < \$60K (247) | \$60K-\$119K (322) | \$120K + (304) | Yes (251) | No (737) |
| | | | (1000) | (600) | (400) | (488) | (504) | (300) | (320) | (380) | (460) | (291) | (234) | (313) | (353) | (216) | (257) | (731) |
| Videos on social media | Multiple times each day | Count | 195 | 133 | 61 | 106 | 89 | 81 | 71 | 42 | 89 | 67 | 38 | 65 | 54 | 59 | 61 | 133 |
| | | | 19% | 22% | 15% | 22% | 18% | 27% | 22% | 11% | 19% | 23% | 16% | 21% | 15% | 27% | 24% | 18% |
| | At least once per day | Count | 214 | 107 | 106 | 97 | 111 | 83 | 60 | 70 | 86 | 62 | 63 | 82 | 67 | 42 | 57 | 156 |
| | | | 21% | 18% | 27% | 20% | 22% | 28% | 19% | 18% | 19% | 21% | 27% | 26% | 19% | 20% | 22% | 21% |
| | At least once per week | Count | 139 | 78 | 61 | 70 | 68 | 38 | 60 | 41 | 63 | 49 | 27 | 48 | 45 | 32 | 33 | 105 |
| | | | 14% | 13% | 15% | 14% | 14% | 13% | 19% | 11% | 14% | 17% | 11% | 15% | 13% | 15% | 13% | 14% |
| | At least once per month | Count | 53 | 33 | 20 | 25 | 27 | 13 | 18 | 22 | 24 | 14 | 13 | 17 | 21 | 11 | 8 | 45 |
| | | | 5% | 6% | 5% | 5% | 5% | 4% | 6% | 6% | 5% | 5% | 6% | 6% | 6% | 5% | 3% | 6% |
| | Less often | Count | 134 | 85 | 50 | 54 | 80 | 40 | 47 | 47 | 61 | 35 | 31 | 19 | 57 | 34 | 49 | 78 |
| | | | 13% | 14% | 12% | 11% | 16% | 13% | 15% | 12% | 13% | 12% | 13% | 6% | 16% | 16% | 19% | 11% |
| | Never | Count | 266 | 164 | 102 | 136 | 129 | 45 | 63 | 158 | 137 | 64 | 63 | 82 | 110 | 38 | 50 | 214 |
| | | | 27% | 27% | 25% | 28% | 25% | 15% | 20% | 42% | 30% | 22% | 27% | 26% | 31% | 18% | 20% | 29% |
| Written posts on social media | Multiple times each day | Count | 191 | 127 | 63 | 106 | 85 | 90 | 63 | 37 | 93 | 61 | 37 | 71 | 59 | 44 | 61 | 129 |
| | | | 19% | 21% | 16% | 22% | 17% | 30% | 20% | 10% | 20% | 21% | 16% | 23% | 17% | 20% | 24% | 18% |
| | At least once per day | Count | 247 | 146 | 100 | 115 | 129 | 68 | 85 | 94 | 114 | 75 | 55 | 80 | 81 | 64 | 66 | 176 |
| | | | 25% | 24% | 25% | 24% | 26% | 23% | 26% | 25% | 25% | 26% | 23% | 25% | 23% | 29% | 26% | 24% |
| | At least once per week | Count | 133 | 75 | 58 | 55 | 76 | 35 | 43 | 55 | 45 | 47 | 40 | 35 | 51 | 36 | 34 | 98 |
| | | | 13% | 12% | 14% | 11% | 15% | 12% | 13% | 15% | 10% | 16% | 17% | 11% | 14% | 17% | 13% | 13% |
| | At least once per month | Count | 57 | 26 | 31 | 19 | 36 | 23 | 17 | 17 | 23 | 20 | 13 | 16 | 21 | 13 | 20 | 37 |
| | | | 6% | 4% | 8% | 4% | 7% | 8% | 5% | 4% | 5% | 7% | 6% | 5% | 6% | 6% | 8% | 5% |
| | Less often | Count | 190 | 110 | 81 | 80 | 111 | 56 | 55 | 79 | 110 | 38 | 38 | 54 | 81 | 26 | 45 | 142 |
| | | | 19% | 18% | 20% | 16% | 22% | 19% | 17% | 21% | 24% | 13% | 16% | 17% | 23% | 12% | 17% | 19% |
| | Never | Count | 182 | 115 | 67 | 114 | 68 | 28 | 57 | 98 | 76 | 52 | 51 | 57 | 60 | 34 | 32 | 150 |
| | | | 18% | 19% | 17% | 23% | 13% | 9% | 18% | 26% | 17% | 18% | 22% | 18% | 17% | 16% | 12% | 21% |
| Other online news websites | Multiple times each day | Count | 165 | 104 | 61 | 94 | 71 | 38 | 50 | 78 | 78 | 39 | 47 | 53 | 49 | 53 | 35 | 129 |
| | | | 17% | 17% | 15% | 19% | 14% | 13% | 16% | 20% | 17% | 14% | 20% | 17% | 14% | 25% | 14% | 18% |
| | At least once per day | Count | 250 | 140 | 110 | 117 | 131 | 43 | 73 | 134 | 92 | 89 | 65 | 78 | 80 | 56 | 57 | 187 |
| | | | 25% | 23% | 27% | 24% | 26% | 14% | 23% | 35% | 20% | 31% | 28% | 25% | 23% | 26% | 22% | 26% |
| | At least once per week | Count | 208 | 125 | 83 | 82 | 122 | 83 | 67 | 58 | 94 | 67 | 46 | 42 | 102 | 34 | 68 | 139 |
| | | | 21% | 21% | 21% | 17% | 24% | 28% | 21% | 15% | 20% | 23% | 20% | 13% | 29% | 16% | 27% | 19% |
| | At least once per month | Count | 69 | 41 | 28 | 30 | 39 | 20 | 26 | 23 | 28 | 21 | 16 | 22 | 25 | 15 | 19 | 50 |
| | | | 7% | 7% | 7% | 6% | 8% | 7% | 8% | 6% | 6% | 7% | 7% | 7% | 7% | 7% | 7% | 7% |
| | Less often | Count | 176 | 102 | 74 | 85 | 90 | 61 | 69 | 47 | 98 | 40 | 34 | 68 | 54 | 35 | 44 | 130 |
| | | | 18% | 17% | 18% | 17% | 18% | 20% | 22% | 12% | 21% | 14% | 15% | 22% | 15% | 16% | 17% | 18% |
| | Never | Count | 132 | 87 | 45 | 80 | 51 | 56 | 35 | 41 | 70 | 33 | 27 | 51 | 42 | 23 | 34 | 97 |
| | | | 13% | 14% | 11% | 16% | 10% | 19% | 11% | 11% | 15% | 11% | 11% | 16% | 12% | 11% | 13% | 13% |
| Local broadcasters/ TV/ websites | Multiple times each day | Count | 154 | 109 | 45 | 66 | 88 | 24 | 32 | 98 | 60 | 53 | 40 | 53 | 45 | 32 | 18 | 135 |
| | | | 15% | 18% | 11% | 14% | 17% | 8% | 10% | 26% | 13% | 18% | 17% | 17% | 13% | 15% | 7% | 18% |
| | At least once per day | Count | 298 | 182 | 116 | 149 | 147 | 60 | 87 | 151 | 134 | 87 | 74 | 106 | 94 | 68 | 68 | 229 |
| | | | 30% | 30% | 29% | 31% | 29% | 20% | 27% | 40% | 29% | 30% | 32% | 34% | 27% | 32% | 26% | 31% |
| | At least once per week | Count | 168 | 105 | 64 | 78 | 88 | 55 | 64 | 50 | 67 | 53 | 46 | 47 | 52 | 52 | 60 | 106 |
| | | | 17% | 17% | 16% | 16% | 17% | 18% | 20% | 13% | 14% | 18% | 19% | 15% | 15% | 24% | 24% | 14% |
| | At least once per month | Count | 56 | 30 | 26 | 24 | 31 | 17 | 23 | 16 | 17 | 18 | 21 | 13 | 25 | 12 | 17 | 39 |
| | | | 6% | 5% | 7% | 5% | 6% | 6% | 7% | 4% | 4% | 6% | 9% | 4% | 7% | 6% | 7% | 5% |
| | Less often | Count | 147 | 88 | 59 | 68 | 76 | 58 | 48 | 41 | 66 | 40 | 35 | 39 | 58 | 26 | 28 | 113 |
| | | | 15% | 15% | 15% | 14% | 15% | 19% | 15% | 11% | 14% | 14% | 15% | 12% | 16% | 12% | 11% | 15% |
| | Never | Count | 176 | 86 | 90 | 102 | 74 | 86 | 65 | 25 | 116 | 40 | 19 | 56 | 80 | 25 | 66 | 110 |
| | | | 18% | 14% | 23% | 21% | 15% | 29% | 20% | 7% | 25% | 14% | 8% | 18% | 23% | 12% | 26% | 15% |
| Local radio stations/ websites | Multiple times each day | Count | 107 | 62 | 45 | 54 | 52 | 14 | 33 | 60 | 29 | 42 | 36 | 25 | 28 | 35 | 20 | 84 |
| | | | 11% | 10% | 11% | 11% | 10% | 5% | 10% | 16% | 6% | 15% | 15% | 8% | 8% | 16% | 8% | 12% |
| | At least once per day | Count | 214 | 125 | 89 | 109 | 104 | 39 | 71 | 104 | 95 | 63 | 55 | 78 | 70 | 52 | 52 | 161 |
| | | | 21% | 21% | 22% | 22% | 21% | 13% | 22% | 27% | 21% | 22% | 23% | 25% | 20% | 24% | 20% | 22% |
| | At least once per week | Count | 187 | 113 | 75 | 95 | 91 | 67 | 54 | 66 | 89 | 53 | 43 | 52 | 76 | 40 | 57 | 129 |
| | | | 19% | 19% | 19% | 20% | 18% | 22% | 17% | 17% | 19% | 18% | 19% | 17% | 21% | 18% | 22% | 18% |
| | At least once per month | Count | 83 | 57 | 26 | 38 | 44 | 33 | 32 | 18 | 26 | 31 | 24 | 18 | 25 | 25 | 23 | 60 |
| | | | 8% | 9% | 7% | 8% | 9% | 11% | 10% | 5% | 6% | 10% | 10% | 6% | 7% | 11% | 9% | 8% |
| | Less often | Count | 181 | 104 | 76 | 66 | 109 | 46 | 65 | 70 | 90 | 42 | 42 | 60 | 56 | 34 | 47 | 127 |
| | | | 18% | 17% | 19% | 14% | 22% | 15% | 20% | 18% | 20% | 14% | 18% | 19% | 16% | 16% | 18% | 17% |
| | Never | Count | 229 | 139 | 89 | 124 | 104 | 101 | 66 | 62 | 132 | 61 | 35 | 80 | 98 | 31 | 59 | 170 |
| | | | 23% | 23% | 22% | 26% | 21% | 34% | 21% | 16% | 29% | 21% | 15% | 25% | 28% | 14% | 23% | 23% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|----------------------------------|-------------------------|-------|-------|-------------------|-------|--------|--------|---------|---------|------|------------|----------|-----------|------------------|--------------|----------|----------------------|-----|
| | | | | Winnipeg | Rural | Male | Female | 18 - 34 | 35 - 54 | 55 + | HS or less | Post-Sec | Univ Grad | < \$60K | \$60K-\$119K | \$120K + | Yes | No |
| National newspapers/ websites | Multiple times each day | Count | 64 | 43 | 21 | 42 | 22 | 26 | 15 | 23 | 33 | 13 | 18 | 21 | 22 | 16 | 14 | 49 |
| | | | 6% | 7% | 5% | 9% | 4% | 9% | 5% | 6% | 7% | 5% | 8% | 7% | 6% | 7% | 6% | 7% |
| | At least once per day | Count | 157 | 97 | 60 | 79 | 77 | 40 | 46 | 71 | 66 | 45 | 42 | 52 | 43 | 41 | 35 | 120 |
| | | | 16% | 16% | 15% | 16% | 15% | 13% | 14% | 19% | 14% | 16% | 18% | 17% | 12% | 19% | 14% | 16% |
| | At least once per week | Count | 158 | 102 | 55 | 91 | 65 | 51 | 53 | 54 | 67 | 31 | 58 | 40 | 52 | 48 | 47 | 111 |
| | | | 16% | 17% | 14% | 19% | 13% | 17% | 16% | 14% | 14% | 11% | 25% | 13% | 15% | 22% | 18% | 15% |
| | At least once per month | Count | 104 | 54 | 51 | 47 | 56 | 49 | 29 | 27 | 40 | 34 | 29 | 31 | 39 | 26 | 44 | 60 |
| | | | 10% | 9% | 13% | 10% | 11% | 16% | 9% | 7% | 9% | 12% | 12% | 10% | 11% | 12% | 17% | 8% |
| | Less often | Count | 215 | 125 | 90 | 90 | 123 | 53 | 79 | 83 | 74 | 81 | 55 | 64 | 81 | 46 | 51 | 160 |
| | | | 21% | 21% | 22% | 18% | 24% | 18% | 25% | 22% | 16% | 28% | 23% | 21% | 23% | 21% | 20% | 22% |
| Never | Count | 302 | 179 | 123 | 139 | 161 | 81 | 98 | 123 | 180 | 87 | 33 | 105 | 118 | 39 | 66 | 232 | |
| | | 30% | 30% | 31% | 29% | 32% | 27% | 31% | 32% | 39% | 30% | 14% | 33% | 33% | 18% | 26% | 32% | |
| Local newspapers/ websites | Multiple times each day | Count | 63 | 46 | 17 | 39 | 25 | 12 | 26 | 25 | 18 | 21 | 25 | 18 | 15 | 25 | 13 | 50 |
| | | | 6% | 8% | 4% | 8% | 5% | 4% | 8% | 7% | 4% | 7% | 11% | 6% | 4% | 12% | 5% | 7% |
| | At least once per day | Count | 223 | 150 | 73 | 99 | 124 | 43 | 56 | 125 | 94 | 61 | 67 | 60 | 73 | 57 | 47 | 175 |
| | | | 22% | 25% | 18% | 20% | 25% | 14% | 17% | 33% | 20% | 21% | 29% | 19% | 21% | 26% | 18% | 24% |
| | At least once per week | Count | 163 | 90 | 72 | 70 | 93 | 46 | 42 | 75 | 69 | 49 | 43 | 56 | 59 | 39 | 42 | 120 |
| | | | 16% | 15% | 18% | 14% | 18% | 15% | 13% | 20% | 15% | 17% | 18% | 18% | 17% | 18% | 16% | 16% |
| | At least once per month | Count | 101 | 60 | 41 | 44 | 54 | 54 | 32 | 14 | 50 | 25 | 24 | 21 | 51 | 23 | 49 | 52 |
| | | | 10% | 10% | 10% | 9% | 11% | 18% | 10% | 4% | 11% | 9% | 10% | 7% | 14% | 11% | 19% | 7% |
| | Less often | Count | 218 | 136 | 81 | 101 | 115 | 60 | 90 | 67 | 95 | 70 | 46 | 85 | 63 | 36 | 65 | 146 |
| | | | 22% | 23% | 20% | 21% | 23% | 20% | 28% | 18% | 21% | 24% | 20% | 27% | 18% | 17% | 25% | 20% |
| Never | Count | 232 | 117 | 115 | 136 | 93 | 85 | 73 | 74 | 135 | 65 | 28 | 73 | 92 | 37 | 41 | 189 | |
| | | 23% | 19% | 29% | 28% | 18% | 28% | 23% | 19% | 29% | 22% | 12% | 23% | 26% | 17% | 16% | 26% | |
| Podcasts | Multiple times each day | Count | 48 | 31 | 17 | 33 | 16 | 21 | 19 | 8 | 20 | 12 | 16 | 11 | 22 | 9 | 7 | 42 |
| | | | 5% | 5% | 4% | 7% | 3% | 7% | 6% | 2% | 4% | 4% | 7% | 4% | 6% | 4% | 3% | 6% |
| | At least once per day | Count | 120 | 63 | 57 | 59 | 60 | 29 | 34 | 57 | 55 | 36 | 29 | 50 | 40 | 21 | 35 | 84 |
| | | | 12% | 11% | 14% | 12% | 12% | 10% | 11% | 15% | 12% | 12% | 12% | 16% | 11% | 10% | 13% | 12% |
| | At least once per week | Count | 137 | 83 | 54 | 58 | 77 | 58 | 39 | 40 | 57 | 42 | 37 | 34 | 59 | 29 | 52 | 84 |
| | | | 14% | 14% | 13% | 12% | 15% | 19% | 12% | 10% | 12% | 14% | 16% | 11% | 17% | 13% | 20% | 11% |
| | At least once per month | Count | 83 | 49 | 34 | 47 | 34 | 29 | 35 | 19 | 32 | 23 | 21 | 26 | 20 | 27 | 30 | 50 |
| | | | 8% | 8% | 8% | 10% | 7% | 10% | 11% | 5% | 7% | 8% | 9% | 8% | 6% | 13% | 12% | 7% |
| | Less often | Count | 240 | 130 | 109 | 89 | 150 | 74 | 91 | 75 | 109 | 70 | 56 | 65 | 87 | 65 | 71 | 165 |
| | | | 24% | 22% | 27% | 18% | 30% | 25% | 28% | 20% | 24% | 24% | 24% | 21% | 25% | 30% | 27% | 23% |
| Never | Count | 373 | 244 | 129 | 202 | 168 | 89 | 101 | 182 | 187 | 110 | 75 | 127 | 125 | 65 | 63 | 306 | |
| | | 37% | 41% | 32% | 41% | 33% | 30% | 32% | 48% | 41% | 38% | 32% | 41% | 35% | 30% | 25% | 42% | |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|----------------------------------|-------------------------|-------|--------|---------|---------|-------|---------|---------|-------|---------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | Unweighted | | (1000) | (82) | (217) | (224) | (60) | (178) | (230) | (140) | (113) | (66) | (179) | (274) | (726) | (764) | (189) |
| | | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Videos on social media | Multiple times each day | Count | 195 | 52 | 31 | 23 | 29 | 40 | 20 | 35 | 30 | 20 | 51 | 76 | 118 | 123 | 49 |
| | | | 19% | 34% | 19% | 13% | 21% | 26% | 9% | 24% | 21% | 29% | 23% | 24% | 17% | 18% | 20% |
| | At least once per day | Count | 214 | 37 | 36 | 24 | 41 | 24 | 46 | 43 | 29 | 23 | 52 | 71 | 142 | 145 | 50 |
| | | | 21% | 24% | 22% | 14% | 29% | 15% | 22% | 29% | 20% | 32% | 24% | 22% | 21% | 22% | 20% |
| | At least once per week | Count | 139 | 21 | 28 | 21 | 17 | 32 | 20 | 19 | 22 | 12 | 34 | 47 | 92 | 91 | 40 |
| | | | 14% | 14% | 17% | 12% | 12% | 20% | 10% | 13% | 15% | 17% | 15% | 15% | 14% | 14% | 16% |
| | At least once per month | Count | 53 | 6 | 13 | 6 | 7 | 5 | 16 | 3 | 5 | 0 | 5 | 7 | 46 | 29 | 20 |
| | | | 5% | 4% | 8% | 4% | 5% | 3% | 7% | 2% | 3% | 1% | 2% | 2% | 7% | 4% | 8% |
| | Less often | Count | 134 | 18 | 20 | 15 | 22 | 27 | 32 | 12 | 27 | 6 | 33 | 43 | 92 | 75 | 41 |
| | | | 13% | 12% | 12% | 9% | 15% | 17% | 15% | 8% | 18% | 8% | 15% | 13% | 13% | 11% | 16% |
| Never | Count | 266 | 20 | 35 | 81 | 25 | 27 | 77 | 36 | 35 | 10 | 45 | 76 | 190 | 206 | 52 | |
| | | 27% | 13% | 21% | 47% | 18% | 17% | 37% | 24% | 24% | 14% | 21% | 24% | 28% | 31% | 20% | |
| Written posts on social media | Multiple times each day | Count | 191 | 57 | 29 | 21 | 34 | 35 | 17 | 38 | 26 | 24 | 50 | 72 | 119 | 112 | 55 |
| | | | 19% | 37% | 18% | 12% | 24% | 22% | 8% | 25% | 17% | 33% | 23% | 22% | 18% | 17% | 22% |
| | At least once per day | Count | 247 | 32 | 45 | 38 | 33 | 40 | 55 | 40 | 40 | 11 | 52 | 72 | 175 | 182 | 49 |
| | | | 25% | 21% | 27% | 22% | 24% | 26% | 26% | 27% | 27% | 16% | 24% | 22% | 26% | 27% | 19% |
| | At least once per week | Count | 133 | 13 | 17 | 25 | 20 | 25 | 31 | 18 | 19 | 14 | 33 | 45 | 88 | 90 | 31 |
| | | | 13% | 9% | 11% | 14% | 14% | 16% | 15% | 12% | 13% | 20% | 15% | 14% | 13% | 13% | 12% |
| | At least once per month | Count | 57 | 3 | 10 | 6 | 18 | 7 | 11 | 5 | 5 | 5 | 10 | 13 | 44 | 34 | 16 |
| | | | 6% | 2% | 6% | 4% | 13% | 5% | 5% | 3% | 3% | 7% | 5% | 4% | 6% | 5% | 6% |
| | Less often | Count | 190 | 28 | 26 | 26 | 29 | 29 | 54 | 29 | 34 | 10 | 44 | 71 | 119 | 122 | 52 |
| | | | 19% | 18% | 16% | 15% | 20% | 19% | 26% | 19% | 23% | 14% | 20% | 22% | 18% | 18% | 21% |
| Never | Count | 182 | 22 | 37 | 55 | 6 | 19 | 43 | 19 | 24 | 7 | 31 | 47 | 135 | 128 | 49 | |
| | | 18% | 14% | 22% | 32% | 4% | 12% | 20% | 13% | 16% | 10% | 14% | 15% | 20% | 19% | 19% | |
| Other online news websites | Multiple times each day | Count | 165 | 26 | 28 | 40 | 12 | 21 | 38 | 32 | 19 | 18 | 37 | 56 | 109 | 118 | 34 |
| | | | 17% | 17% | 17% | 23% | 9% | 14% | 18% | 22% | 13% | 25% | 17% | 18% | 16% | 18% | 14% |
| | At least once per day | Count | 250 | 14 | 44 | 59 | 29 | 28 | 74 | 30 | 31 | 14 | 44 | 66 | 184 | 183 | 59 |
| | | | 25% | 9% | 27% | 35% | 21% | 18% | 35% | 20% | 21% | 19% | 20% | 21% | 27% | 27% | 23% |
| | At least once per week | Count | 208 | 32 | 29 | 21 | 48 | 36 | 37 | 29 | 28 | 9 | 37 | 63 | 145 | 142 | 49 |
| | | | 21% | 21% | 18% | 12% | 34% | 23% | 18% | 20% | 19% | 13% | 17% | 20% | 21% | 21% | 19% |
| | At least once per month | Count | 69 | 12 | 10 | 7 | 8 | 16 | 15 | 13 | 9 | 11 | 19 | 25 | 44 | 47 | 17 |
| | | | 7% | 8% | 6% | 4% | 5% | 11% | 7% | 9% | 6% | 15% | 9% | 8% | 6% | 7% | 7% |
| | Less often | Count | 176 | 32 | 32 | 21 | 27 | 37 | 26 | 26 | 45 | 10 | 55 | 66 | 110 | 105 | 48 |
| | | | 18% | 20% | 20% | 12% | 19% | 24% | 12% | 17% | 31% | 14% | 25% | 21% | 16% | 16% | 19% |
| Never | Count | 132 | 39 | 19 | 22 | 16 | 15 | 19 | 19 | 15 | 10 | 26 | 43 | 89 | 73 | 46 | |
| | | 13% | 25% | 12% | 13% | 11% | 10% | 9% | 13% | 10% | 14% | 12% | 13% | 13% | 11% | 18% | |
| Local broadcasters/ TV/ websites | Multiple times each day | Count | 154 | 15 | 16 | 35 | 9 | 16 | 63 | 10 | 28 | 12 | 40 | 48 | 106 | 121 | 22 |
| | | | 15% | 10% | 10% | 20% | 6% | 10% | 30% | 7% | 19% | 17% | 18% | 15% | 16% | 18% | 9% |
| | At least once per day | Count | 298 | 32 | 46 | 71 | 28 | 40 | 80 | 59 | 42 | 23 | 65 | 98 | 200 | 201 | 70 |
| | | | 30% | 21% | 28% | 41% | 20% | 26% | 38% | 40% | 28% | 31% | 29% | 31% | 29% | 30% | 28% |
| | At least once per week | Count | 168 | 27 | 29 | 23 | 26 | 34 | 27 | 16 | 16 | 16 | 31 | 44 | 124 | 102 | 57 |
| | | | 17% | 17% | 18% | 13% | 19% | 22% | 13% | 11% | 11% | 22% | 14% | 14% | 18% | 15% | 22% |
| | At least once per month | Count | 56 | 7 | 12 | 5 | 9 | 11 | 11 | 8 | 8 | 4 | 12 | 17 | 39 | 38 | 16 |
| | | | 6% | 5% | 7% | 3% | 7% | 7% | 5% | 6% | 5% | 5% | 5% | 5% | 6% | 6% | 6% |
| | Less often | Count | 147 | 21 | 22 | 25 | 35 | 26 | 16 | 32 | 28 | 13 | 41 | 60 | 87 | 83 | 44 |
| | | | 15% | 13% | 14% | 15% | 25% | 17% | 7% | 22% | 19% | 18% | 18% | 19% | 13% | 12% | 17% |
| Never | Count | 176 | 52 | 38 | 13 | 34 | 27 | 13 | 24 | 26 | 5 | 31 | 51 | 125 | 123 | 44 | |
| | | 18% | 34% | 23% | 7% | 24% | 18% | 6% | 16% | 18% | 7% | 14% | 16% | 18% | 18% | 17% | |
| Local radio stations/ websites | Multiple times each day | Count | 107 | 8 | 19 | 27 | 5 | 13 | 33 | 15 | 21 | 4 | 25 | 38 | 69 | 71 | 32 |
| | | | 11% | 5% | 11% | 16% | 4% | 8% | 16% | 10% | 14% | 5% | 11% | 12% | 10% | 11% | 13% |
| | At least once per day | Count | 214 | 18 | 32 | 59 | 22 | 38 | 45 | 38 | 35 | 28 | 64 | 79 | 135 | 153 | 49 |
| | | | 21% | 11% | 20% | 35% | 16% | 24% | 21% | 26% | 24% | 39% | 29% | 25% | 20% | 23% | 19% |
| | At least once per week | Count | 187 | 43 | 26 | 26 | 23 | 28 | 40 | 22 | 11 | 18 | 29 | 45 | 142 | 122 | 42 |
| | | | 19% | 28% | 16% | 15% | 17% | 18% | 19% | 15% | 8% | 25% | 13% | 14% | 21% | 18% | 17% |
| | At least once per month | Count | 83 | 17 | 12 | 9 | 16 | 20 | 8 | 24 | 14 | 5 | 19 | 34 | 49 | 55 | 18 |
| | | | 8% | 11% | 7% | 5% | 11% | 13% | 4% | 16% | 10% | 6% | 9% | 11% | 7% | 8% | 7% |
| Less often | Count | 181 | 12 | 28 | 26 | 29 | 37 | 43 | 21 | 27 | 7 | 34 | 48 | 133 | 117 | 52 | |
| | | 18% | 8% | 17% | 16% | 21% | 24% | 21% | 14% | 18% | 9% | 15% | 15% | 20% | 18% | 21% | |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|-------------------------------|-------------------------|-------|-------|---------|---------|------|---------|---------|------|---------------------|------------|------------|-------|--------------|---------------|-----------|------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| Local radio stations/ | Never | Count | 229 | 56 | 46 | 22 | 45 | 20 | 40 | 30 | 39 | 11 | 50 | 76 | 153 | 148 | 60 |
| | | | 23% | 36% | 28% | 13% | 32% | 13% | 19% | 20% | 26% | 15% | 23% | 24% | 22% | 22% | 24% |
| National newspapers/ websites | Multiple times each day | Count | 64 | 22 | 11 | 10 | 5 | 5 | 13 | 3 | 17 | 19 | 36 | 37 | 27 | 47 | 17 |
| | | | 6% | 14% | 7% | 6% | 3% | 3% | 6% | 2% | 12% | 26% | 16% | 12% | 4% | 7% | 7% |
| | At least once per day | Count | 157 | 16 | 23 | 40 | 23 | 23 | 31 | 39 | 22 | 13 | 35 | 55 | 102 | 122 | 24 |
| | | | 16% | 10% | 14% | 23% | 16% | 15% | 15% | 26% | 15% | 18% | 16% | 17% | 15% | 18% | 10% |
| | At least once per week | Count | 158 | 38 | 29 | 24 | 11 | 24 | 29 | 23 | 17 | 11 | 28 | 45 | 113 | 104 | 30 |
| | | | 16% | 25% | 18% | 14% | 8% | 16% | 14% | 15% | 12% | 16% | 13% | 14% | 17% | 16% | 12% |
| | At least once per month | Count | 104 | 23 | 10 | 13 | 25 | 18 | 13 | 15 | 10 | 8 | 18 | 27 | 77 | 59 | 37 |
| | | | 10% | 15% | 6% | 8% | 18% | 12% | 6% | 10% | 7% | 10% | 8% | 9% | 11% | 9% | 15% |
| | Less often | Count | 215 | 18 | 38 | 33 | 33 | 41 | 50 | 38 | 30 | 11 | 41 | 67 | 148 | 153 | 47 |
| | | | 21% | 12% | 24% | 20% | 23% | 26% | 24% | 26% | 21% | 15% | 19% | 21% | 22% | 23% | 19% |
| Local newspapers/ websites | Never | Count | 302 | 37 | 52 | 50 | 43 | 44 | 73 | 31 | 50 | 11 | 61 | 88 | 214 | 182 | 97 |
| | | | 30% | 24% | 32% | 29% | 31% | 29% | 35% | 21% | 34% | 15% | 28% | 27% | 31% | 27% | 38% |
| | Multiple times each day | Count | 63 | 7 | 17 | 15 | 5 | 9 | 11 | 13 | 7 | 5 | 11 | 24 | 39 | 42 | 15 |
| | | | 6% | 4% | 10% | 9% | 4% | 6% | 5% | 9% | 5% | 7% | 5% | 8% | 6% | 6% | 6% |
| | At least once per day | Count | 223 | 22 | 26 | 51 | 21 | 30 | 74 | 27 | 30 | 24 | 54 | 66 | 157 | 165 | 46 |
| | | | 22% | 15% | 16% | 30% | 15% | 19% | 35% | 18% | 21% | 33% | 25% | 21% | 23% | 25% | 18% |
| | At least once per week | Count | 163 | 22 | 20 | 28 | 24 | 21 | 48 | 19 | 30 | 8 | 38 | 53 | 110 | 121 | 29 |
| | | | 16% | 14% | 12% | 16% | 17% | 14% | 23% | 13% | 20% | 11% | 17% | 16% | 16% | 18% | 12% |
| | At least once per month | Count | 101 | 20 | 19 | 5 | 32 | 13 | 10 | 7 | 7 | 3 | 10 | 16 | 85 | 62 | 31 |
| | | | 10% | 13% | 12% | 3% | 22% | 8% | 5% | 5% | 5% | 5% | 5% | 5% | 13% | 9% | 12% |
| Podcasts | Less often | Count | 218 | 31 | 41 | 30 | 28 | 50 | 37 | 46 | 35 | 17 | 52 | 79 | 139 | 140 | 52 |
| | | | 22% | 20% | 25% | 17% | 20% | 32% | 18% | 31% | 23% | 24% | 23% | 25% | 20% | 21% | 21% |
| | Never | Count | 232 | 53 | 40 | 43 | 31 | 31 | 30 | 36 | 39 | 15 | 54 | 82 | 150 | 137 | 78 |
| | | | 23% | 34% | 25% | 25% | 22% | 20% | 15% | 24% | 26% | 21% | 25% | 26% | 22% | 21% | 31% |
| | Multiple times each day | Count | 48 | 18 | 10 | 5 | 3 | 10 | 3 | 9 | 11 | 6 | 17 | 24 | 25 | 35 | 12 |
| | | | 5% | 12% | 6% | 3% | 2% | 6% | 1% | 6% | 7% | 8% | 8% | 7% | 4% | 5% | 5% |
| | At least once per day | Count | 120 | 13 | 25 | 21 | 16 | 9 | 35 | 29 | 16 | 20 | 36 | 54 | 66 | 84 | 33 |
| | | | 12% | 9% | 15% | 13% | 12% | 6% | 17% | 20% | 11% | 28% | 16% | 17% | 10% | 13% | 13% |
| | At least once per week | Count | 137 | 19 | 19 | 20 | 37 | 20 | 20 | 23 | 16 | 8 | 24 | 40 | 97 | 90 | 29 |
| | | | 14% | 12% | 12% | 12% | 26% | 13% | 10% | 15% | 11% | 11% | 11% | 12% | 14% | 14% | 12% |
| | At least once per month | Count | 83 | 18 | 19 | 10 | 10 | 15 | 9 | 18 | 7 | 7 | 15 | 22 | 61 | 52 | 14 |
| | Less often | Count | 8% | 11% | 12% | 6% | 7% | 10% | 4% | 12% | 5% | 10% | 7% | 7% | 9% | 8% | 6% |
| | | | 24% | 15% | 23% | 17% | 36% | 34% | 22% | 32% | 26% | 21% | 25% | 27% | 22% | 26% | 21% |
| | Never | Count | 373 | 64 | 52 | 86 | 24 | 48 | 96 | 22 | 59 | 16 | 75 | 93 | 279 | 233 | 110 |
| | | | 37% | 41% | 32% | 51% | 17% | 31% | 46% | 15% | 40% | 22% | 34% | 29% | 41% | 35% | 43% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|----------------------------------|-------------------------|-------|--------|---------------------|-------|------|--------------------|-------|-------|------------------------|--------|-------|
| | | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| BASE | Unweighted | | (1000) | (512) | (257) | (66) | (447) | (293) | (111) | (343) | (169) | (488) |
| | | | (1000) | (448) | (275) | (73) | (376) | (329) | (117) | (287) | (163) | (550) |
| Videos on social media | Multiple times each day | Count | 195 | 83 | 63 | 6 | 66 | 76 | 22 | 45 | 35 | 114 |
| | | | 19% | 19% | 23% | 9% | 18% | 23% | 18% | 16% | 22% | 21% |
| | At least once per day | Count | 214 | 100 | 63 | 18 | 76 | 66 | 34 | 47 | 48 | 119 |
| | | | 21% | 22% | 23% | 25% | 20% | 20% | 29% | 16% | 29% | 22% |
| | At least once per week | Count | 139 | 73 | 37 | 3 | 40 | 58 | 17 | 43 | 22 | 75 |
| | | | 14% | 16% | 13% | 4% | 11% | 18% | 15% | 15% | 14% | 14% |
| | At least once per month | Count | 53 | 23 | 18 | 0 | 15 | 19 | 2 | 11 | 8 | 35 |
| | | | 5% | 5% | 6% | 0% | 4% | 6% | 1% | 4% | 5% | 6% |
| | Less often | Count | 134 | 72 | 18 | 16 | 49 | 30 | 26 | 36 | 18 | 80 |
| | | | 13% | 16% | 7% | 21% | 13% | 9% | 22% | 13% | 11% | 14% |
| Never | Count | 266 | 97 | 75 | 29 | 131 | 80 | 17 | 106 | 32 | 128 | |
| | | 27% | 22% | 27% | 40% | 35% | 24% | 14% | 37% | 20% | 23% | |
| Written posts on social media | Multiple times each day | Count | 191 | 83 | 61 | 9 | 56 | 66 | 31 | 56 | 39 | 96 |
| | | | 19% | 19% | 22% | 12% | 15% | 20% | 27% | 20% | 24% | 17% |
| | At least once per day | Count | 247 | 100 | 90 | 21 | 89 | 106 | 16 | 57 | 52 | 138 |
| | | | 25% | 22% | 33% | 29% | 24% | 32% | 13% | 20% | 32% | 25% |
| | At least once per week | Count | 133 | 77 | 32 | 6 | 48 | 31 | 29 | 42 | 27 | 64 |
| | | | 13% | 17% | 12% | 8% | 13% | 10% | 25% | 15% | 17% | 12% |
| | At least once per month | Count | 57 | 24 | 18 | 2 | 18 | 20 | 5 | 5 | 2 | 50 |
| | | | 6% | 5% | 7% | 3% | 5% | 6% | 4% | 2% | 1% | 9% |
| | Less often | Count | 190 | 83 | 41 | 16 | 81 | 54 | 18 | 61 | 24 | 105 |
| | | | 19% | 19% | 15% | 23% | 22% | 17% | 15% | 21% | 15% | 19% |
| Never | Count | 182 | 79 | 33 | 19 | 84 | 51 | 18 | 66 | 18 | 98 | |
| | | 18% | 18% | 12% | 25% | 22% | 15% | 15% | 23% | 11% | 18% | |
| Other online news websites | Multiple times each day | Count | 165 | 69 | 47 | 14 | 68 | 50 | 27 | 68 | 22 | 76 |
| | | | 17% | 15% | 17% | 19% | 18% | 15% | 23% | 24% | 13% | 14% |
| | At least once per day | Count | 250 | 119 | 72 | 19 | 97 | 96 | 24 | 92 | 44 | 114 |
| | | | 25% | 27% | 26% | 25% | 26% | 29% | 20% | 32% | 27% | 21% |
| | At least once per week | Count | 208 | 97 | 69 | 5 | 60 | 73 | 29 | 43 | 49 | 116 |
| | | | 21% | 22% | 25% | 7% | 16% | 22% | 25% | 15% | 30% | 21% |
| | At least once per month | Count | 69 | 27 | 17 | 5 | 39 | 16 | 4 | 16 | 11 | 42 |
| | | | 7% | 6% | 6% | 7% | 10% | 5% | 4% | 6% | 7% | 8% |
| | Less often | Count | 176 | 79 | 47 | 6 | 54 | 60 | 22 | 32 | 29 | 115 |
| | | | 18% | 18% | 17% | 8% | 14% | 18% | 18% | 11% | 18% | 21% |
| Never | Count | 132 | 57 | 23 | 24 | 60 | 34 | 11 | 35 | 8 | 88 | |
| | | 13% | 13% | 8% | 33% | 16% | 10% | 9% | 12% | 5% | 16% | |
| Local broadcasters/ TV/ websites | Multiple times each day | Count | 154 | 89 | 21 | 13 | 92 | 22 | 19 | 81 | 25 | 48 |
| | | | 15% | 20% | 7% | 17% | 24% | 7% | 17% | 28% | 16% | 9% |
| | At least once per day | Count | 298 | 149 | 76 | 23 | 133 | 88 | 34 | 140 | 55 | 104 |
| | | | 30% | 33% | 28% | 31% | 35% | 27% | 29% | 49% | 34% | 19% |

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|--|----------------------------|-------|-------|---------------------|-----|-----|--------------------|-----|-----|------------------------|--------|-----|
| | | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| Local broadcasters/ TV/ websites | At least once per week | Count | 168 | 92 | 34 | 13 | 65 | 50 | 27 | 29 | 47 | 93 |
| | | | 17% | 20% | 12% | 18% | 17% | 15% | 23% | 10% | 29% | 17% |
| | At least once per month | Count | 56 | 25 | 18 | 3 | 17 | 18 | 7 | 6 | 5 | 45 |
| | | | 6% | 5% | 6% | 4% | 5% | 6% | 6% | 2% | 3% | 8% |
| | Less often | Count | 147 | 57 | 44 | 16 | 41 | 53 | 24 | 19 | 12 | 115 |
| | | | 15% | 13% | 16% | 22% | 11% | 16% | 21% | 7% | 7% | 21% |
| | Never | Count | 176 | 36 | 82 | 5 | 28 | 97 | 5 | 12 | 18 | 147 |
| | | | 18% | 8% | 30% | 7% | 7% | 29% | 4% | 4% | 11% | 27% |
| Local radio stations/ websites | Multiple times each day | Count | 107 | 49 | 29 | 12 | 52 | 33 | 8 | 52 | 20 | 35 |
| | | | 11% | 11% | 11% | 17% | 14% | 10% | 7% | 18% | 12% | 6% |
| | At least once per day | Count | 214 | 119 | 49 | 16 | 90 | 66 | 22 | 74 | 58 | 82 |
| | | | 21% | 26% | 18% | 22% | 24% | 20% | 19% | 26% | 36% | 15% |
| | At least once per week | Count | 187 | 95 | 42 | 13 | 81 | 53 | 33 | 57 | 45 | 85 |
| | | | 19% | 21% | 15% | 17% | 22% | 16% | 28% | 20% | 28% | 15% |
| | At least once per month | Count | 83 | 32 | 27 | 11 | 36 | 24 | 8 | 19 | 15 | 49 |
| | | | 8% | 7% | 10% | 15% | 10% | 7% | 7% | 7% | 9% | 9% |
| | Less often | Count | 181 | 69 | 44 | 11 | 58 | 55 | 18 | 51 | 11 | 118 |
| | | | 18% | 15% | 16% | 15% | 16% | 17% | 16% | 18% | 7% | 22% |
| | Never | Count | 229 | 85 | 83 | 9 | 59 | 97 | 28 | 33 | 13 | 183 |
| | | | 23% | 19% | 30% | 13% | 16% | 30% | 24% | 11% | 8% | 33% |
| National newspapers/ websites | Multiple times each day | Count | 64 | 35 | 7 | 6 | 36 | 15 | 6 | 38 | 1 | 24 |
| | | | 6% | 8% | 3% | 9% | 10% | 5% | 5% | 13% | 1% | 4% |
| | At least once per day | Count | 157 | 82 | 42 | 5 | 72 | 49 | 17 | 91 | 20 | 46 |
| | | | 16% | 18% | 15% | 7% | 19% | 15% | 15% | 32% | 12% | 8% |
| | At least once per week | Count | 158 | 74 | 46 | 6 | 57 | 48 | 26 | 40 | 58 | 60 |
| | | | 16% | 17% | 17% | 8% | 15% | 15% | 22% | 14% | 36% | 11% |
| | At least once per month | Count | 104 | 43 | 29 | 5 | 30 | 39 | 17 | 28 | 27 | 49 |
| | | | 10% | 10% | 11% | 6% | 8% | 12% | 15% | 10% | 17% | 9% |
| | Less often | Count | 215 | 96 | 56 | 17 | 84 | 71 | 18 | 41 | 27 | 147 |
| | | | 21% | 22% | 21% | 24% | 22% | 22% | 16% | 14% | 17% | 27% |
| Never | Count | 302 | 118 | 95 | 34 | 97 | 108 | 33 | 49 | 29 | 224 | |
| | | 30% | 26% | 34% | 46% | 26% | 33% | 28% | 17% | 18% | 41% | |
| Local newspapers/ websites | Multiple times each day | Count | 63 | 29 | 15 | 11 | 35 | 15 | 8 | 63 | | |
| | | | 6% | 6% | 5% | 15% | 9% | 5% | 7% | 22% | | |
| | At least once per day | Count | 223 | 125 | 50 | 12 | 110 | 53 | 31 | 223 | | |
| | | | 22% | 28% | 18% | 16% | 29% | 16% | 26% | 78% | | |
| | At least once per week | Count | 163 | 77 | 42 | 13 | 67 | 61 | 15 | | 163 | |
| | | | 16% | 17% | 15% | 18% | 18% | 18% | 13% | | 100% | |
| | At least once per month | Count | 101 | 46 | 30 | 8 | 25 | 35 | 18 | | | 101 |
| | | | 10% | 10% | 11% | 11% | 7% | 11% | 15% | | | 18% |
| | Less often | Count | 218 | 87 | 60 | 17 | 69 | 64 | 23 | | | 218 |
| | | 22% | 19% | 22% | 23% | 18% | 19% | 19% | | | 40% | |

FP1. What sources of news do you listen to, read, or watch most often?

| | | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|-------------------|-------------------------|-------|-------|---------------------|-----|-----|--------------------|-----|-----|------------------------|--------|-----|
| | | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| Local newspapers/ | Never | Count | 232 | 85 | 79 | 12 | 70 | 101 | 23 | | | 232 |
| | | | 23% | 19% | 29% | 17% | 19% | 31% | 19% | | | 42% |
| Podcasts | Multiple times each day | Count | 48 | 28 | 8 | 3 | 13 | 12 | 14 | 15 | 3 | 30 |
| | | | 5% | 6% | 3% | 4% | 4% | 4% | 12% | 5% | 2% | 5% |
| | At least once per day | Count | 120 | 44 | 31 | 12 | 45 | 45 | 15 | 55 | 20 | 46 |
| | | | 12% | 10% | 11% | 16% | 12% | 14% | 12% | 19% | 12% | 8% |
| | At least once per week | Count | 137 | 43 | 53 | 9 | 33 | 57 | 16 | 26 | 29 | 81 |
| | | | 14% | 10% | 19% | 13% | 9% | 17% | 14% | 9% | 18% | 15% |
| | At least once per month | Count | 83 | 48 | 20 | 2 | 28 | 23 | 13 | 28 | 9 | 46 |
| | | | 8% | 11% | 7% | 3% | 8% | 7% | 11% | 10% | 6% | 8% |
| | Less often | Count | 240 | 99 | 69 | 14 | 86 | 90 | 18 | 59 | 45 | 136 |
| | | | 24% | 22% | 25% | 19% | 23% | 27% | 15% | 20% | 28% | 25% |
| | Never | Count | 373 | 186 | 95 | 33 | 171 | 102 | 42 | 104 | 56 | 213 |
| | | | 37% | 42% | 35% | 46% | 45% | 31% | 36% | 36% | 34% | 39% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often? - SUMMARY TABLE -

| | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|-------------------------------------|-----------------|--------|-------------------|-------|--------|--------|---------|---------|-------|------------|----------|-----------|------------------|--------------|----------|----------------------|-------|
| | | | Winnipeg | Rural | Male | Female | 18 - 34 | 35 - 54 | 55 + | HS or less | Post-Sec | Univ Grad | < \$60K | \$60K-\$119K | \$120K + | Yes | No |
| BASE | | (1000) | (600) | (400) | (488) | (504) | (300) | (320) | (380) | (460) | (291) | (234) | (313) | (353) | (216) | (257) | (731) |
| Local broadcasters/ TV/ websites | High (daily+) | 45% | 49% | 40% | 44% | 47% | 28% | 37% | 65% | 42% | 48% | 49% | 51% | 39% | 47% | 33% | 50% |
| | Medium (weekly) | 17% | 17% | 16% | 16% | 17% | 18% | 20% | 13% | 14% | 18% | 19% | 15% | 15% | 24% | 24% | 14% |
| | Low (less) | 38% | 34% | 44% | 40% | 36% | 54% | 43% | 21% | 43% | 34% | 32% | 34% | 46% | 29% | 43% | 36% |
| Written posts on social media | High (daily+) | 44% | 46% | 41% | 45% | 42% | 53% | 46% | 35% | 45% | 46% | 39% | 48% | 40% | 50% | 49% | 42% |
| | Medium (weekly) | 13% | 12% | 14% | 11% | 15% | 12% | 13% | 15% | 10% | 16% | 17% | 11% | 14% | 17% | 13% | 13% |
| | Low (less) | 43% | 42% | 45% | 43% | 43% | 36% | 40% | 51% | 45% | 38% | 44% | 41% | 46% | 34% | 37% | 45% |
| Other online news websites | High (daily+) | 42% | 41% | 43% | 43% | 40% | 27% | 38% | 56% | 37% | 44% | 48% | 42% | 36% | 50% | 36% | 43% |
| | Medium (weekly) | 21% | 21% | 21% | 17% | 24% | 28% | 21% | 15% | 20% | 23% | 20% | 13% | 29% | 16% | 27% | 19% |
| | Low (less) | 38% | 38% | 37% | 40% | 36% | 45% | 41% | 29% | 43% | 33% | 33% | 45% | 35% | 34% | 37% | 38% |
| Videos on social media | High (daily+) | 41% | 40% | 42% | 42% | 40% | 55% | 41% | 30% | 38% | 44% | 43% | 47% | 34% | 47% | 46% | 39% |
| | Medium (weekly) | 14% | 13% | 15% | 14% | 14% | 13% | 19% | 11% | 14% | 17% | 11% | 15% | 13% | 15% | 13% | 14% |
| | Low (less) | 45% | 47% | 43% | 44% | 47% | 33% | 40% | 60% | 48% | 39% | 46% | 38% | 53% | 38% | 42% | 46% |
| Local radio stations/ websites | High (daily+) | 32% | 31% | 33% | 33% | 31% | 18% | 32% | 43% | 27% | 36% | 39% | 33% | 28% | 40% | 28% | 34% |
| | Medium (weekly) | 19% | 19% | 19% | 20% | 18% | 22% | 17% | 17% | 19% | 18% | 19% | 17% | 21% | 18% | 22% | 18% |
| | Low (less) | 49% | 50% | 48% | 47% | 51% | 60% | 51% | 39% | 54% | 46% | 43% | 50% | 51% | 41% | 50% | 49% |
| Local newspapers/ websites | High (daily+) | 29% | 33% | 23% | 28% | 29% | 18% | 26% | 39% | 24% | 28% | 39% | 25% | 25% | 38% | 23% | 31% |
| | Medium (weekly) | 16% | 15% | 18% | 14% | 18% | 15% | 13% | 20% | 15% | 17% | 18% | 18% | 17% | 18% | 16% | 16% |
| | Low (less) | 55% | 52% | 59% | 57% | 52% | 66% | 61% | 41% | 61% | 55% | 42% | 57% | 58% | 44% | 61% | 53% |
| National newspapers/ websites | High (daily+) | 22% | 23% | 20% | 25% | 20% | 22% | 19% | 25% | 22% | 20% | 26% | 23% | 18% | 26% | 19% | 23% |
| | Medium (weekly) | 16% | 17% | 14% | 19% | 13% | 17% | 16% | 14% | 14% | 11% | 25% | 13% | 15% | 22% | 18% | 15% |
| | Low (less) | 62% | 60% | 66% | 57% | 68% | 61% | 64% | 61% | 64% | 69% | 50% | 64% | 67% | 51% | 63% | 62% |
| Podcasts | High (daily+) | 17% | 16% | 19% | 19% | 15% | 17% | 17% | 17% | 16% | 16% | 19% | 19% | 18% | 14% | 16% | 17% |
| | Medium (weekly) | 14% | 14% | 13% | 12% | 15% | 19% | 12% | 10% | 12% | 14% | 16% | 11% | 17% | 13% | 20% | 11% |
| | Low (less) | 70% | 70% | 68% | 69% | 70% | 64% | 71% | 73% | 71% | 69% | 65% | 70% | 66% | 73% | 64% | 71% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often? - SUMMARY TABLE -

| | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|-------------------------------------|-----------------|--------|---------|---------|-------|---------|---------|-------|---------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Local broadcasters/ TV/ websites | High (daily+) | 45% | 31% | 38% | 62% | 26% | 36% | 68% | 46% | 47% | 48% | 48% | 46% | 45% | 48% | 37% |
| | Medium (weekly) | 17% | 17% | 18% | 13% | 19% | 22% | 13% | 11% | 11% | 22% | 14% | 14% | 18% | 15% | 22% |
| | Low (less) | 38% | 52% | 44% | 25% | 55% | 41% | 19% | 43% | 42% | 30% | 38% | 40% | 37% | 36% | 41% |
| Written posts on social media | High (daily+) | 44% | 57% | 45% | 34% | 48% | 48% | 34% | 52% | 45% | 49% | 46% | 45% | 43% | 44% | 41% |
| | Medium (weekly) | 13% | 9% | 11% | 14% | 14% | 16% | 15% | 12% | 13% | 20% | 15% | 14% | 13% | 13% | 12% |
| | Low (less) | 43% | 34% | 44% | 51% | 38% | 36% | 51% | 36% | 43% | 31% | 39% | 41% | 44% | 42% | 46% |
| Other online news websites | High (daily+) | 42% | 25% | 44% | 58% | 29% | 32% | 53% | 42% | 34% | 44% | 37% | 38% | 43% | 45% | 37% |
| | Medium (weekly) | 21% | 21% | 18% | 12% | 34% | 23% | 18% | 20% | 19% | 13% | 17% | 20% | 21% | 21% | 19% |
| | Low (less) | 38% | 54% | 38% | 29% | 36% | 44% | 29% | 38% | 47% | 43% | 46% | 42% | 36% | 34% | 44% |
| Videos on social media | High (daily+) | 41% | 58% | 41% | 28% | 50% | 42% | 31% | 53% | 40% | 60% | 47% | 46% | 38% | 40% | 39% |
| | Medium (weekly) | 14% | 14% | 17% | 12% | 12% | 20% | 10% | 13% | 15% | 17% | 15% | 15% | 14% | 14% | 16% |
| | Low (less) | 45% | 28% | 42% | 60% | 38% | 38% | 59% | 35% | 45% | 23% | 38% | 39% | 48% | 46% | 45% |
| Local radio stations/ websites | High (daily+) | 32% | 17% | 31% | 51% | 20% | 33% | 37% | 36% | 38% | 44% | 40% | 37% | 30% | 34% | 32% |
| | Medium (weekly) | 19% | 28% | 16% | 15% | 17% | 18% | 19% | 15% | 8% | 25% | 13% | 14% | 21% | 18% | 17% |
| | Low (less) | 49% | 55% | 53% | 34% | 64% | 49% | 44% | 50% | 54% | 31% | 47% | 49% | 49% | 48% | 51% |
| Local newspapers/ websites | High (daily+) | 29% | 19% | 26% | 39% | 18% | 25% | 40% | 27% | 25% | 40% | 30% | 28% | 29% | 31% | 24% |
| | Medium (weekly) | 16% | 14% | 12% | 16% | 17% | 14% | 23% | 13% | 20% | 11% | 17% | 16% | 16% | 18% | 12% |
| | Low (less) | 55% | 67% | 61% | 45% | 64% | 61% | 37% | 60% | 55% | 49% | 53% | 55% | 55% | 51% | 64% |
| National newspapers/ websites | High (daily+) | 22% | 24% | 21% | 29% | 20% | 18% | 21% | 28% | 27% | 44% | 32% | 29% | 19% | 25% | 16% |
| | Medium (weekly) | 16% | 25% | 18% | 14% | 8% | 16% | 14% | 15% | 12% | 16% | 13% | 14% | 17% | 16% | 12% |
| | Low (less) | 62% | 51% | 62% | 57% | 72% | 67% | 65% | 57% | 62% | 41% | 55% | 57% | 64% | 59% | 72% |
| Podcasts | High (daily+) | 17% | 20% | 21% | 15% | 14% | 12% | 18% | 26% | 18% | 36% | 24% | 24% | 13% | 18% | 18% |
| | Medium (weekly) | 14% | 12% | 12% | 12% | 26% | 13% | 10% | 15% | 11% | 11% | 11% | 12% | 14% | 14% | 12% |
| | Low (less) | 70% | 67% | 67% | 73% | 60% | 75% | 73% | 59% | 71% | 53% | 65% | 63% | 72% | 69% | 71% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP1. What sources of news do you listen to, read, or watch most often? - SUMMARY TABLE -

| | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|-------------------------------------|-----------------|--------|---------------------|-------|------|--------------------|-------|-------|------------------------|--------|-------|
| | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| BASE | | (1000) | (448) | (275) | (73) | (376) | (329) | (117) | (287) | (163) | (550) |
| Local broadcasters/ TV/ websites | High (daily+) | 45% | 53% | 35% | 49% | 60% | 34% | 46% | 77% | 49% | 27% |
| | Medium (weekly) | 17% | 20% | 12% | 18% | 17% | 15% | 23% | 10% | 29% | 17% |
| | Low (less) | 38% | 26% | 52% | 33% | 23% | 51% | 31% | 13% | 21% | 56% |
| Written posts on social media | High (daily+) | 44% | 41% | 55% | 41% | 38% | 52% | 40% | 39% | 56% | 42% |
| | Medium (weekly) | 13% | 17% | 12% | 8% | 13% | 10% | 25% | 15% | 17% | 12% |
| | Low (less) | 43% | 42% | 34% | 51% | 49% | 38% | 35% | 46% | 27% | 46% |
| Other online news websites | High (daily+) | 42% | 42% | 43% | 44% | 44% | 44% | 44% | 56% | 41% | 34% |
| | Medium (weekly) | 21% | 22% | 25% | 7% | 16% | 22% | 25% | 15% | 30% | 21% |
| | Low (less) | 38% | 36% | 32% | 49% | 40% | 33% | 31% | 29% | 29% | 45% |
| Videos on social media | High (daily+) | 41% | 41% | 46% | 34% | 38% | 43% | 47% | 32% | 51% | 42% |
| | Medium (weekly) | 14% | 16% | 13% | 4% | 11% | 18% | 15% | 15% | 14% | 14% |
| | Low (less) | 45% | 43% | 41% | 62% | 52% | 39% | 38% | 53% | 36% | 44% |
| Local radio stations/ websites | High (daily+) | 32% | 37% | 29% | 39% | 38% | 30% | 26% | 44% | 48% | 21% |
| | Medium (weekly) | 19% | 21% | 15% | 17% | 22% | 16% | 28% | 20% | 28% | 15% |
| | Low (less) | 49% | 42% | 56% | 43% | 41% | 54% | 46% | 36% | 24% | 64% |
| Local newspapers/ websites | High (daily+) | 29% | 34% | 24% | 31% | 39% | 21% | 33% | 100% | | |
| | Medium (weekly) | 16% | 17% | 15% | 18% | 18% | 18% | 13% | | 100% | |
| | Low (less) | 55% | 48% | 61% | 51% | 44% | 61% | 54% | | | 100% |
| National newspapers/ websites | High (daily+) | 22% | 26% | 18% | 16% | 29% | 19% | 20% | 45% | 13% | 13% |
| | Medium (weekly) | 16% | 17% | 17% | 8% | 15% | 15% | 22% | 14% | 36% | 11% |
| | Low (less) | 62% | 57% | 66% | 76% | 56% | 66% | 58% | 41% | 51% | 76% |
| Podcasts | High (daily+) | 17% | 16% | 14% | 20% | 15% | 17% | 24% | 24% | 14% | 14% |
| | Medium (weekly) | 14% | 10% | 19% | 13% | 9% | 17% | 14% | 9% | 18% | 15% |
| | Low (less) | 70% | 74% | 67% | 67% | 76% | 65% | 62% | 66% | 68% | 72% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following?

| | | | TOTAL (1000) | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|---|-------------------------|-------|-----------------|-------------------|----------------|---------------|-----------------|------------------|------------------|---------------|---------------------|-------------------|--------------------|------------------|-----------------------|-------------------|----------------------|-------------|
| | | | | Winnipeg (600) | Rural (400) | Male (488) | Female (504) | 18 - 34 (300) | 35 - 54 (320) | 55 + (380) | HS or less (460) | Post-Sec (291) | Univ Grad (234) | < \$60K (313) | \$60K-\$119K (353) | \$120K + (216) | Yes (257) | No (731) |
| BASE | | | | | | | | | | | | | | | | | | |
| Identify false/ misleading info in news stories | Very confident | Count | 285 | 164 | 121 | 161 | 124 | 101 | 101 | 84 | 135 | 80 | 69 | 87 | 96 | 72 | 77 | 207 |
| | | | 29% | 27% | 30% | 33% | 25% | 34% | 32% | 22% | 29% | 28% | 29% | 28% | 27% | 33% | 30% | 28% |
| | Somewhat confident | Count | 559 | 344 | 214 | 267 | 284 | 165 | 171 | 222 | 247 | 157 | 142 | 166 | 209 | 117 | 146 | 404 |
| | | | 56% | 57% | 54% | 55% | 56% | 55% | 53% | 58% | 54% | 54% | 61% | 53% | 59% | 54% | 57% | 55% |
| | Not very confident | Count | 136 | 82 | 54 | 50 | 86 | 34 | 41 | 61 | 67 | 47 | 21 | 47 | 46 | 25 | 34 | 102 |
| | | | 14% | 14% | 13% | 10% | 17% | 11% | 13% | 16% | 15% | 16% | 9% | 15% | 13% | 11% | 13% | 14% |
| | Not confident at all | Count | 20 | 9 | 11 | 10 | 10 | | 7 | 13 | 11 | 7 | 2 | 14 | 2 | 3 | 1 | 18 |
| | | | 2% | 2% | 3% | 2% | 2% | | 2% | 3% | 2% | 2% | 1% | 4% | 1% | 1% | 0% | 2% |
| Identify particular bias presented by particular news outlet/ org | Very confident | Count | 371 | 208 | 163 | 233 | 137 | 109 | 126 | 135 | 170 | 101 | 94 | 105 | 136 | 87 | 97 | 270 |
| | | | 37% | 35% | 41% | 48% | 27% | 36% | 39% | 36% | 37% | 35% | 40% | 34% | 39% | 40% | 38% | 37% |
| | Somewhat confident | Count | 459 | 297 | 163 | 199 | 255 | 131 | 145 | 183 | 195 | 136 | 124 | 134 | 167 | 109 | 128 | 325 |
| | | | 46% | 49% | 41% | 41% | 51% | 44% | 45% | 48% | 42% | 47% | 53% | 43% | 47% | 50% | 50% | 44% |
| | Not very confident | Count | 128 | 73 | 56 | 51 | 76 | 32 | 44 | 52 | 67 | 46 | 15 | 50 | 39 | 20 | 28 | 99 |
| | | | 13% | 12% | 14% | 10% | 15% | 11% | 14% | 14% | 14% | 16% | 6% | 16% | 11% | 9% | 11% | 14% |
| | Not confident at all | Count | 42 | 23 | 19 | 5 | 36 | 28 | 4 | 10 | 28 | 9 | 2 | 24 | 12 | 1 | 4 | 37 |
| | | | 4% | 4% | 5% | 1% | 7% | 9% | 1% | 3% | 6% | 3% | 1% | 8% | 3% | 1% | 2% | 5% |
| Identify whether video footage is fake/ created by AI | Very confident | Count | 181 | 116 | 66 | 110 | 71 | 77 | 60 | 44 | 92 | 51 | 37 | 66 | 58 | 42 | 52 | 130 |
| | | | 18% | 19% | 16% | 23% | 14% | 26% | 19% | 12% | 20% | 17% | 16% | 21% | 16% | 20% | 20% | 18% |
| | Somewhat confident | Count | 497 | 299 | 198 | 240 | 254 | 146 | 178 | 174 | 206 | 152 | 130 | 139 | 191 | 110 | 139 | 347 |
| | | | 50% | 50% | 50% | 49% | 50% | 49% | 56% | 46% | 45% | 52% | 56% | 44% | 54% | 51% | 54% | 47% |
| | Not very confident | Count | 258 | 148 | 110 | 102 | 152 | 59 | 62 | 138 | 125 | 70 | 61 | 88 | 84 | 51 | 44 | 214 |
| | | | 26% | 25% | 28% | 21% | 30% | 20% | 19% | 36% | 27% | 24% | 26% | 28% | 24% | 24% | 17% | 29% |
| | Not confident at all | Count | 63 | 37 | 26 | 35 | 28 | 19 | 20 | 24 | 38 | 18 | 7 | 21 | 21 | 13 | 22 | 41 |
| | | | 6% | 6% | 7% | 7% | 6% | 6% | 6% | 6% | 8% | 6% | 3% | 7% | 6% | 6% | 9% | 6% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following?

| | | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|---|----------------------|-------|--------|---------|---------|-------|---------|---------|-------|---------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Identify false/ misleading info in news stories | Very confident | Count | 285 | 57 | 56 | 48 | 44 | 45 | 36 | 42 | 49 | 13 | 62 | 90 | 195 | 201 | 54 |
| | | | 29% | 37% | 34% | 28% | 31% | 29% | 17% | 28% | 33% | 19% | 28% | 28% | 29% | 30% | 21% |
| | Somewhat confident | Count | 559 | 90 | 82 | 94 | 70 | 87 | 128 | 84 | 77 | 46 | 123 | 182 | 376 | 379 | 138 |
| | | | 56% | 59% | 51% | 55% | 50% | 56% | 61% | 56% | 52% | 64% | 56% | 57% | 55% | 57% | 54% |
| | Not very confident | Count | 136 | 7 | 20 | 24 | 27 | 21 | 38 | 22 | 14 | 11 | 25 | 37 | 100 | 80 | 50 |
| | | | 14% | 5% | 12% | 14% | 19% | 14% | 18% | 15% | 9% | 16% | 11% | 11% | 15% | 12% | 20% |
| | Not confident at all | Count | 20 | | 5 | 5 | | 2 | 8 | 1 | 8 | 1 | 9 | 10 | 9 | 7 | 11 |
| | | | 2% | | 3% | 3% | | 1% | 4% | 1% | 6% | 1% | 4% | 3% | 1% | 1% | 5% |
| Identify particular bias presented by particular news outlet/ org | Very confident | Count | 371 | 75 | 83 | 75 | 34 | 42 | 60 | 40 | 50 | 28 | 77 | 110 | 260 | 261 | 82 |
| | | | 37% | 48% | 51% | 44% | 25% | 27% | 29% | 27% | 34% | 39% | 35% | 34% | 38% | 39% | 32% |
| | Somewhat confident | Count | 459 | 66 | 55 | 78 | 62 | 89 | 104 | 69 | 65 | 31 | 96 | 137 | 323 | 329 | 90 |
| | | | 46% | 43% | 34% | 46% | 44% | 58% | 50% | 46% | 44% | 43% | 44% | 43% | 47% | 49% | 36% |
| | Not very confident | Count | 128 | 11 | 23 | 16 | 19 | 21 | 36 | 22 | 18 | 7 | 24 | 39 | 89 | 60 | 56 |
| | | | 13% | 7% | 14% | 10% | 13% | 14% | 17% | 15% | 12% | 9% | 11% | 12% | 13% | 9% | 22% |
| | Not confident at all | Count | 42 | 2 | 2 | 2 | 26 | 2 | 9 | 18 | 16 | 6 | 22 | 34 | 8 | 17 | 24 |
| | | | 4% | 1% | 1% | 1% | 18% | 2% | 4% | 12% | 11% | 8% | 10% | 10% | 1% | 3% | 10% |
| Identify whether video footage is fake/ created by AI | Very confident | Count | 181 | 50 | 41 | 19 | 27 | 18 | 26 | 28 | 32 | 29 | 61 | 74 | 107 | 99 | 56 |
| | | | 18% | 33% | 25% | 11% | 19% | 12% | 12% | 19% | 22% | 40% | 28% | 23% | 16% | 15% | 22% |
| | Somewhat confident | Count | 497 | 72 | 83 | 85 | 71 | 95 | 89 | 68 | 76 | 28 | 105 | 153 | 344 | 343 | 120 |
| | | | 50% | 47% | 51% | 50% | 51% | 61% | 42% | 46% | 52% | 40% | 48% | 48% | 51% | 51% | 48% |
| | Not very confident | Count | 258 | 21 | 27 | 54 | 35 | 34 | 84 | 47 | 22 | 13 | 35 | 70 | 189 | 185 | 62 |
| | | | 26% | 14% | 17% | 32% | 25% | 22% | 40% | 32% | 15% | 18% | 16% | 22% | 28% | 28% | 25% |
| | Not confident at all | Count | 63 | 11 | 12 | 13 | 8 | 8 | 12 | 6 | 17 | 1 | 19 | 23 | 40 | 40 | 14 |
| | | | 6% | 7% | 7% | 7% | 6% | 5% | 6% | 4% | 12% | 2% | 9% | 7% | 6% | 6% | 6% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following?

| | | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|---|-------------------------|-------|--------|---------------------|-------|------|--------------------|-------|-------|------------------------|--------|-------|
| | | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| BASE | | | (1000) | (448) | (275) | (73) | (376) | (329) | (117) | (287) | (163) | (550) |
| Identify false/ misleading info in news stories | Very confident | Count | 285 | 127 | 78 | 21 | 89 | 98 | 46 | 83 | 32 | 170 |
| | | | 29% | 28% | 28% | 29% | 24% | 30% | 40% | 29% | 20% | 31% |
| | Somewhat confident | Count | 559 | 260 | 162 | 38 | 244 | 185 | 56 | 154 | 107 | 297 |
| | | | 56% | 58% | 59% | 53% | 65% | 56% | 48% | 54% | 66% | 54% |
| | Not very confident | Count | 136 | 56 | 30 | 14 | 40 | 39 | 14 | 38 | 20 | 77 |
| | | | 14% | 12% | 11% | 19% | 11% | 12% | 12% | 13% | 13% | 14% |
| | Not confident at all | Count | 20 | 5 | 6 | | 2 | 7 | | 11 | 3 | 5 |
| | | | 2% | 1% | 2% | | 1% | 2% | | 4% | 2% | 1% |
| Identify particular bias presented by particular news outlet/ org | Very confident | Count | 371 | 139 | 123 | 32 | 142 | 144 | 33 | 115 | 55 | 201 |
| | | | 37% | 31% | 45% | 44% | 38% | 44% | 28% | 40% | 34% | 36% |
| | Somewhat confident | Count | 459 | 238 | 114 | 23 | 187 | 141 | 60 | 133 | 85 | 241 |
| | | | 46% | 53% | 42% | 32% | 50% | 43% | 51% | 47% | 52% | 44% |
| | Not very confident | Count | 128 | 53 | 36 | 11 | 45 | 31 | 8 | 28 | 17 | 83 |
| | | | 13% | 12% | 13% | 15% | 12% | 10% | 7% | 10% | 10% | 15% |
| | Not confident at all | Count | 42 | 19 | 2 | 7 | 2 | 12 | 16 | 10 | 7 | 25 |
| | | | 4% | 4% | 1% | 9% | 0% | 4% | 14% | 4% | 4% | 5% |
| Identify whether video footage is fake/ created by AI | Very confident | Count | 181 | 80 | 44 | 7 | 72 | 73 | 10 | 56 | 29 | 96 |
| | | | 18% | 18% | 16% | 10% | 19% | 22% | 9% | 19% | 18% | 18% |
| | Somewhat confident | Count | 497 | 220 | 160 | 42 | 181 | 167 | 71 | 136 | 84 | 277 |
| | | | 50% | 49% | 58% | 58% | 48% | 51% | 61% | 47% | 52% | 50% |
| | Not very confident | Count | 258 | 117 | 63 | 21 | 98 | 74 | 33 | 81 | 42 | 135 |
| | | | 26% | 26% | 23% | 29% | 26% | 22% | 28% | 28% | 26% | 25% |
| | Not confident at all | Count | 63 | 31 | 9 | 2 | 25 | 15 | 3 | 14 | 7 | 41 |
| | | | 6% | 7% | 3% | 3% | 7% | 4% | 3% | 5% | 4% | 8% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following? - SUMMARY TABLE -

| | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|---|---------------|--------|-------------------|-------|--------|--------|---------|---------|-------|------------|----------|-----------|------------------|--------------|----------|----------------------|-------|
| | | | Winnipeg | Rural | Male | Female | 18 - 34 | 35 - 54 | 55 + | HS or less | Post-Sec | Univ Grad | < \$60K | \$60K-\$119K | \$120K + | Yes | No |
| BASE | | (1000) | (600) | (400) | (488) | (504) | (300) | (320) | (380) | (460) | (291) | (234) | (313) | (353) | (216) | (257) | (731) |
| Identify false/ misleading info in news stories | Confident | 84% | 85% | 84% | 88% | 81% | 89% | 85% | 80% | 83% | 82% | 90% | 81% | 86% | 87% | 87% | 84% |
| | Not confident | 16% | 15% | 16% | 12% | 19% | 11% | 15% | 20% | 17% | 18% | 10% | 19% | 14% | 13% | 13% | 16% |
| Identify particular bias presented by particular news outlet/ org | Confident | 83% | 84% | 81% | 89% | 78% | 80% | 85% | 84% | 79% | 81% | 93% | 76% | 86% | 90% | 87% | 81% |
| | Not confident | 17% | 16% | 19% | 11% | 22% | 20% | 15% | 16% | 21% | 19% | 7% | 24% | 14% | 10% | 13% | 19% |
| Identify whether video footage is fake/ created by AI | Confident | 68% | 69% | 66% | 72% | 64% | 74% | 74% | 57% | 65% | 70% | 71% | 65% | 70% | 70% | 74% | 65% |
| | Not confident | 32% | 31% | 34% | 28% | 36% | 26% | 26% | 43% | 35% | 30% | 29% | 35% | 30% | 30% | 26% | 35% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following? - SUMMARY TABLE -

| | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|---|---------------|--------|---------|---------|-------|---------|---------|-------|---------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Identify false/ misleading info in news stories | Confident | 84% | 95% | 85% | 83% | 81% | 85% | 78% | 84% | 85% | 83% | 85% | 85% | 84% | 87% | 76% |
| | Not confident | 16% | 5% | 15% | 17% | 19% | 15% | 22% | 16% | 15% | 17% | 15% | 15% | 16% | 13% | 24% |
| Identify particular bias presented by particular news outlet/ org | Confident | 83% | 91% | 85% | 90% | 69% | 85% | 79% | 73% | 77% | 82% | 79% | 77% | 86% | 88% | 68% |
| | Not confident | 17% | 9% | 15% | 10% | 31% | 15% | 21% | 27% | 23% | 18% | 21% | 23% | 14% | 12% | 32% |
| Identify whether video footage is fake/ created by AI | Confident | 68% | 79% | 76% | 61% | 70% | 73% | 55% | 64% | 73% | 80% | 75% | 71% | 66% | 66% | 70% |
| | Not confident | 32% | 21% | 24% | 39% | 30% | 27% | 45% | 36% | 27% | 20% | 25% | 29% | 34% | 34% | 30% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP2. How confident are you in your ability to do the following? - SUMMARY TABLE -

| | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|---|---------------|--------|---------------------|-------|------|--------------------|-------|-------|------------------------|--------|-------|
| | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| BASE | | (1000) | (448) | (275) | (73) | (376) | (329) | (117) | (287) | (163) | (550) |
| Identify false/ misleading info in news stories | Confident | 84% | 86% | 87% | 81% | 89% | 86% | 88% | 83% | 86% | 85% |
| | Not confident | 16% | 14% | 13% | 19% | 11% | 14% | 12% | 17% | 14% | 15% |
| Identify particular bias presented by particular news outlet/ org | Confident | 83% | 84% | 86% | 76% | 88% | 87% | 79% | 87% | 86% | 80% |
| | Not confident | 17% | 16% | 14% | 24% | 12% | 13% | 21% | 13% | 14% | 20% |
| Identify whether video footage is fake/ created by AI | Confident | 68% | 67% | 74% | 68% | 67% | 73% | 69% | 67% | 70% | 68% |
| | Not confident | 32% | 33% | 26% | 32% | 33% | 27% | 31% | 33% | 30% | 32% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP3. How much do you agree or disagree with each of the following statements?

| | | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|---|-------------------|-------|--------|-------------------|-------|--------|--------|---------|---------|-------|------------|----------|-----------|------------------|--------------|----------|----------------------|-------|
| | | | | Winnipeg | Rural | Male | Female | 18 - 34 | 35 - 54 | 55 + | HS or less | Post-Sec | Univ Grad | < \$60K | \$60K-\$119K | \$120K + | Yes | No |
| BASE | | | (1000) | (600) | (400) | (488) | (504) | (300) | (320) | (380) | (460) | (291) | (234) | (313) | (353) | (216) | (257) | (731) |
| Communities function better when they have thriving local news outlets | Strongly agree | Count | 415 | 288 | 127 | 190 | 221 | 106 | 116 | 192 | 169 | 121 | 125 | 127 | 130 | 106 | 78 | 335 |
| | | | 41% | 48% | 32% | 39% | 44% | 35% | 36% | 51% | 37% | 41% | 53% | 41% | 37% | 49% | 30% | 46% |
| | Somewhat agree | Count | 393 | 213 | 180 | 188 | 200 | 142 | 120 | 131 | 179 | 118 | 83 | 122 | 156 | 67 | 116 | 269 |
| | | | 39% | 36% | 45% | 38% | 40% | 47% | 38% | 34% | 39% | 41% | 35% | 39% | 44% | 31% | 45% | 37% |
| | Somewhat disagree | Count | 99 | 49 | 50 | 58 | 41 | 31 | 45 | 23 | 57 | 29 | 11 | 27 | 41 | 27 | 35 | 63 |
| | | | 10% | 8% | 13% | 12% | 8% | 10% | 14% | 6% | 12% | 10% | 5% | 9% | 12% | 12% | 14% | 9% |
| | Strongly disagree | Count | 32 | 14 | 19 | 16 | 16 | 3 | 18 | 11 | 23 | 8 | 1 | 17 | 7 | 6 | 11 | 22 |
| | | | 3% | 2% | 5% | 3% | 3% | 1% | 6% | 3% | 5% | 3% | 1% | 5% | 2% | 3% | 4% | 3% |
| Local news outlets more likely to report accurately on community issues than social media | (DK/NS) | Count | 61 | 36 | 24 | 35 | 26 | 17 | 21 | 23 | 31 | 16 | 14 | 20 | 18 | 10 | 17 | 43 |
| | | | 6% | 6% | 6% | 7% | 5% | 6% | 6% | 6% | 7% | 5% | 6% | 7% | 5% | 5% | 7% | 6% |
| | Strongly agree | Count | 340 | 225 | 115 | 162 | 174 | 84 | 87 | 168 | 153 | 93 | 92 | 107 | 116 | 80 | 62 | 275 |
| | | | 34% | 37% | 29% | 33% | 35% | 28% | 27% | 44% | 33% | 32% | 39% | 34% | 33% | 37% | 24% | 38% |
| | Somewhat agree | Count | 398 | 232 | 167 | 190 | 203 | 140 | 118 | 140 | 181 | 105 | 101 | 118 | 141 | 78 | 110 | 281 |
| | | | 40% | 39% | 42% | 39% | 40% | 47% | 37% | 37% | 39% | 36% | 43% | 38% | 40% | 36% | 43% | 38% |
| | Somewhat disagree | Count | 143 | 86 | 56 | 75 | 68 | 43 | 58 | 42 | 70 | 43 | 28 | 42 | 56 | 39 | 59 | 82 |
| | | | 14% | 14% | 14% | 15% | 13% | 14% | 18% | 11% | 15% | 15% | 12% | 14% | 16% | 18% | 23% | 11% |
| I trust Canadian-owned news outlets more than American news outlets | Strongly disagree | Count | 82 | 38 | 44 | 36 | 45 | 19 | 41 | 21 | 37 | 35 | 8 | 24 | 34 | 14 | 20 | 61 |
| | | | 8% | 6% | 11% | 7% | 9% | 6% | 13% | 5% | 8% | 12% | 4% | 8% | 9% | 6% | 8% | 8% |
| | (DK/NS) | Count | 38 | 20 | 18 | 25 | 13 | 13 | 14 | 10 | 19 | 15 | 5 | 22 | 7 | 5 | 5 | 33 |
| | | | 4% | 3% | 5% | 5% | 3% | 4% | 5% | 3% | 4% | 5% | 2% | 7% | 2% | 2% | 2% | 5% |
| | Strongly agree | Count | 368 | 252 | 116 | 170 | 193 | 119 | 103 | 146 | 147 | 108 | 109 | 128 | 104 | 90 | 72 | 293 |
| | | | 37% | 42% | 29% | 35% | 38% | 40% | 32% | 38% | 32% | 37% | 47% | 41% | 29% | 42% | 28% | 40% |
| | Somewhat agree | Count | 298 | 196 | 102 | 145 | 151 | 81 | 98 | 119 | 123 | 89 | 80 | 94 | 115 | 60 | 77 | 218 |
| | | | 30% | 33% | 26% | 30% | 30% | 27% | 31% | 31% | 27% | 31% | 34% | 30% | 33% | 28% | 30% | 30% |
| I trust info reported by traditional news sources more than social media | Somewhat disagree | Count | 142 | 72 | 71 | 81 | 60 | 39 | 48 | 55 | 89 | 31 | 20 | 49 | 40 | 37 | 43 | 99 |
| | | | 14% | 12% | 18% | 17% | 12% | 13% | 15% | 14% | 19% | 11% | 9% | 16% | 11% | 17% | 17% | 13% |
| | Strongly disagree | Count | 143 | 57 | 86 | 67 | 75 | 43 | 55 | 45 | 86 | 44 | 12 | 33 | 76 | 22 | 46 | 97 |
| | | | 14% | 9% | 22% | 14% | 15% | 14% | 17% | 12% | 19% | 15% | 5% | 10% | 21% | 10% | 18% | 13% |
| | (DK/NS) | Count | 49 | 23 | 25 | 24 | 24 | 17 | 15 | 16 | 15 | 19 | 12 | 10 | 19 | 7 | 21 | 25 |
| | | | 5% | 4% | 6% | 5% | 5% | 6% | 5% | 4% | 3% | 7% | 5% | 3% | 5% | 3% | 8% | 3% |
| | Strongly agree | Count | 356 | 231 | 125 | 172 | 183 | 79 | 93 | 184 | 157 | 97 | 98 | 128 | 112 | 75 | 68 | 284 |
| | | | 36% | 39% | 31% | 35% | 36% | 26% | 29% | 48% | 34% | 33% | 42% | 41% | 32% | 35% | 27% | 39% |
| In the past year, I have shared content on social media I did not realize was fake | Somewhat agree | Count | 299 | 196 | 104 | 144 | 151 | 95 | 88 | 116 | 115 | 87 | 92 | 78 | 97 | 83 | 64 | 230 |
| | | | 30% | 33% | 26% | 30% | 30% | 32% | 28% | 31% | 25% | 30% | 39% | 25% | 27% | 38% | 25% | 31% |
| | Somewhat disagree | Count | 149 | 97 | 52 | 76 | 72 | 64 | 58 | 27 | 75 | 48 | 23 | 46 | 62 | 21 | 62 | 86 |
| | | | 15% | 16% | 13% | 16% | 14% | 21% | 18% | 7% | 16% | 17% | 10% | 15% | 18% | 10% | 24% | 12% |
| | Strongly disagree | Count | 134 | 55 | 79 | 69 | 65 | 30 | 62 | 42 | 79 | 40 | 14 | 37 | 58 | 32 | 42 | 92 |
| | | | 13% | 9% | 20% | 14% | 13% | 10% | 19% | 11% | 17% | 14% | 6% | 12% | 16% | 15% | 16% | 13% |
| | (DK/NS) | Count | 61 | 22 | 40 | 27 | 34 | 33 | 17 | 11 | 35 | 19 | 8 | 24 | 25 | 6 | 21 | 40 |
| | | | 6% | 4% | 10% | 6% | 7% | 11% | 5% | 3% | 8% | 6% | 3% | 8% | 7% | 3% | 8% | 5% |
| | Strongly agree | Count | 38 | 24 | 14 | 19 | 19 | 8 | 13 | 17 | 21 | 13 | 4 | 16 | 6 | 7 | 8 | 30 |
| | | | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 5% | 4% | 2% | 5% | 2% | 3% | 3% | 4% |
| | Somewhat agree | Count | 94 | 67 | 27 | 47 | 47 | 32 | 21 | 41 | 54 | 20 | 13 | 32 | 38 | 7 | 17 | 73 |
| | | | 9% | 11% | 7% | 10% | 9% | 11% | 7% | 11% | 12% | 7% | 6% | 10% | 11% | 3% | 7% | 10% |
| | Somewhat disagree | Count | 133 | 74 | 60 | 61 | 71 | 43 | 52 | 39 | 72 | 33 | 28 | 38 | 44 | 40 | 38 | 95 |
| | | | 13% | 12% | 15% | 12% | 14% | 14% | 16% | 10% | 16% | 11% | 12% | 12% | 13% | 18% | 15% | 13% |
| | Strongly disagree | Count | 581 | 352 | 229 | 289 | 287 | 172 | 195 | 214 | 238 | 181 | 158 | 164 | 223 | 138 | 157 | 420 |
| | | | 58% | 59% | 57% | 59% | 57% | 57% | 61% | 56% | 52% | 62% | 68% | 52% | 63% | 64% | 61% | 57% |
| (DK/NS) | Count | | 153 | 83 | 70 | 73 | 80 | 46 | 39 | 69 | 75 | 45 | 30 | 63 | 42 | 24 | 37 | 114 |
| | | | 15% | 14% | 18% | 15% | 16% | 15% | 12% | 18% | 16% | 15% | 13% | 20% | 12% | 11% | 14% | 16% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP3. How much do you agree or disagree with each of the following statements?

| | | | | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|---|----------------------|-------|--------|---------|---------|-------|---------|---------|-------|------------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | TOTAL | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Communities function better when they have thriving local news outlets | Strongly agree | Count | 415 | 58 | 59 | 73 | 46 | 56 | 119 | 47 | 55 | 36 | 91 | 122 | 293 | 280 | 116 |
| | | | 41% | 38% | 36% | 43% | 33% | 36% | 57% | 31% | 37% | 50% | 41% | 38% | 43% | 42% | 46% |
| | Somewhat agree | Count | 393 | 65 | 56 | 67 | 74 | 63 | 63 | 69 | 56 | 27 | 83 | 128 | 265 | 270 | 79 |
| | | | 39% | 42% | 34% | 39% | 53% | 41% | 30% | 46% | 38% | 37% | 38% | 40% | 39% | 40% | 31% |
| | Somewhat disagree | Count | 99 | 17 | 27 | 14 | 13 | 18 | 10 | 23 | 9 | 3 | 12 | 27 | 72 | 67 | 27 |
| | | | 10% | 11% | 16% | 8% | 9% | 12% | 5% | 16% | 6% | 4% | 6% | 9% | 11% | 10% | 11% |
| | Strongly disagree | Count | 32 | 3 | 9 | 4 | | 9 | 7 | 3 | 10 | 0 | 10 | 13 | 19 | 14 | 18 |
| | | | 3% | 2% | 6% | 2% | | 6% | 3% | 2% | 7% | 0% | 5% | 4% | 3% | 2% | 7% |
| | (DK/NS) | Count | 61 | 10 | 12 | 12 | 7 | 8 | 10 | 7 | 18 | 6 | 24 | 29 | 32 | 36 | 13 |
| | | | 6% | 7% | 8% | 7% | 5% | 5% | 5% | 5% | 12% | 8% | 11% | 9% | 5% | 5% | 5% |
| Local news outlets more likely to report accurately on community issues than social media | Strongly agree | Count | 340 | 47 | 44 | 71 | 35 | 42 | 97 | 37 | 47 | 25 | 72 | 94 | 245 | 228 | 92 |
| | | | 34% | 31% | 27% | 42% | 25% | 27% | 46% | 25% | 32% | 35% | 33% | 29% | 36% | 34% | 36% |
| | Somewhat agree | Count | 398 | 78 | 57 | 55 | 58 | 61 | 84 | 74 | 65 | 36 | 101 | 150 | 249 | 257 | 90 |
| | | | 40% | 51% | 35% | 32% | 42% | 39% | 40% | 50% | 44% | 50% | 46% | 47% | 37% | 38% | 36% |
| | Somewhat disagree | Count | 143 | 14 | 33 | 28 | 29 | 25 | 14 | 25 | 16 | 5 | 22 | 39 | 104 | 102 | 40 |
| | | | 14% | 9% | 20% | 16% | 20% | 16% | 7% | 17% | 11% | 7% | 10% | 12% | 15% | 15% | 16% |
| | Strongly disagree | Count | 82 | 4 | 21 | 10 | 15 | 20 | 10 | 10 | 9 | 4 | 13 | 23 | 59 | 58 | 17 |
| | | | 8% | 3% | 13% | 6% | 11% | 13% | 5% | 7% | 6% | 6% | 6% | 7% | 9% | 9% | 7% |
| | (DK/NS) | Count | 38 | 10 | 8 | 7 | 3 | 6 | 4 | 4 | 11 | 1 | 12 | 14 | 24 | 22 | 14 |
| | | | 4% | 7% | 5% | 4% | 2% | 4% | 2% | 2% | 7% | 1% | 5% | 4% | 3% | 3% | 6% |
| I trust Canadian-owned news outlets more than American news outlets | Strongly agree | Count | 368 | 68 | 51 | 50 | 47 | 51 | 95 | 38 | 68 | 29 | 97 | 118 | 250 | 230 | 101 |
| | | | 37% | 44% | 32% | 29% | 33% | 33% | 46% | 25% | 46% | 41% | 44% | 37% | 37% | 34% | 40% |
| | Somewhat agree | Count | 298 | 36 | 44 | 65 | 45 | 53 | 53 | 58 | 36 | 20 | 57 | 96 | 202 | 205 | 82 |
| | | | 30% | 23% | 27% | 38% | 32% | 34% | 25% | 39% | 25% | 28% | 26% | 30% | 30% | 31% | 32% |
| | Somewhat disagree | Count | 142 | 26 | 28 | 28 | 12 | 20 | 28 | 27 | 26 | 5 | 31 | 49 | 93 | 98 | 29 |
| | | | 14% | 17% | 17% | 16% | 9% | 13% | 13% | 18% | 17% | 7% | 14% | 15% | 14% | 15% | 11% |
| | Strongly disagree | Count | 143 | 15 | 34 | 19 | 29 | 21 | 26 | 16 | 12 | 14 | 26 | 41 | 102 | 104 | 26 |
| | | | 14% | 10% | 21% | 11% | 20% | 13% | 12% | 11% | 8% | 20% | 12% | 13% | 15% | 16% | 10% |
| | (DK/NS) | Count | 49 | 10 | 6 | 9 | 8 | 9 | 7 | 9 | 6 | 3 | 9 | 16 | 32 | 30 | 15 |
| | | | 5% | 6% | 4% | 5% | 6% | 6% | 4% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 6% |
| I trust info reported by traditional news sources more than social media | Strongly agree | Count | 356 | 42 | 45 | 85 | 37 | 47 | 99 | 42 | 63 | 22 | 85 | 112 | 244 | 239 | 94 |
| | | | 36% | 27% | 27% | 50% | 26% | 31% | 47% | 28% | 43% | 30% | 39% | 35% | 36% | 36% | 37% |
| | Somewhat agree | Count | 299 | 52 | 47 | 45 | 38 | 41 | 71 | 52 | 37 | 29 | 66 | 100 | 200 | 206 | 63 |
| | | | 30% | 34% | 29% | 26% | 27% | 27% | 34% | 35% | 25% | 40% | 30% | 31% | 29% | 31% | 25% |
| | Somewhat disagree | Count | 149 | 30 | 33 | 13 | 34 | 25 | 13 | 29 | 22 | 14 | 37 | 53 | 96 | 88 | 40 |
| | | | 15% | 19% | 20% | 8% | 24% | 16% | 6% | 19% | 15% | 20% | 17% | 17% | 14% | 13% | 16% |
| | Strongly disagree | Count | 134 | 15 | 33 | 20 | 15 | 29 | 21 | 18 | 8 | 3 | 11 | 29 | 106 | 103 | 29 |
| | | | 13% | 10% | 20% | 12% | 10% | 19% | 10% | 12% | 6% | 4% | 5% | 9% | 16% | 15% | 12% |
| | (DK/NS) | Count | 61 | 15 | 5 | 7 | 17 | 12 | 5 | 8 | 16 | 4 | 20 | 27 | 35 | 32 | 26 |
| | | | 6% | 10% | 3% | 4% | 12% | 8% | 2% | 5% | 11% | 6% | 9% | 8% | 5% | 5% | 10% |
| In the past year, I have shared content on social media I did not realize was fake | Strongly agree | Count | 38 | 4 | 5 | 10 | 5 | 8 | 7 | 4 | 9 | 3 | 12 | 14 | 24 | 21 | 15 |
| | | | 4% | 3% | 3% | 6% | 3% | 5% | 3% | 3% | 6% | 4% | 6% | 5% | 4% | 3% | 6% |
| | Somewhat agree | Count | 94 | 19 | 14 | 14 | 12 | 7 | 27 | 16 | 27 | 5 | 32 | 45 | 48 | 44 | 32 |
| | | | 9% | 13% | 8% | 8% | 9% | 5% | 13% | 10% | 18% | 7% | 15% | 14% | 7% | 7% | 13% |
| | Somewhat disagree | Count | 133 | 21 | 26 | 14 | 21 | 24 | 25 | 18 | 8 | 9 | 17 | 28 | 105 | 86 | 32 |
| | | | 13% | 14% | 16% | 8% | 15% | 16% | 12% | 12% | 6% | 12% | 8% | 9% | 15% | 13% | 13% |
| | Strongly disagree | Count | 581 | 85 | 101 | 102 | 81 | 94 | 111 | 90 | 86 | 46 | 132 | 186 | 395 | 416 | 128 |
| | | | 58% | 55% | 62% | 60% | 58% | 61% | 53% | 60% | 58% | 64% | 60% | 58% | 58% | 62% | 51% |
| | (DK/NS) | Count | 153 | 25 | 17 | 30 | 21 | 21 | 39 | 22 | 17 | 9 | 26 | 45 | 108 | 100 | 46 |
| | | | 15% | 16% | 11% | 18% | 15% | 14% | 18% | 15% | 11% | 13% | 12% | 14% | 16% | 15% | 18% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP3. How much do you agree or disagree with each of the following statements?

| | | | TOTAL (1000) | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|---|-------------------|-------|-----------------|---------------------|-------------|-------------|--------------------|--------------|--------------|------------------------|-----------------|--------------|
| BASE | | | | NDP (448) | PC (275) | LIB (73) | LIB (376) | CPC (329) | NDP (117) | High (287) | Medium (163) | Low (550) |
| Communities function better when they have thriving local news outlets | Strongly agree | Count | 415 | 263 | 56 | 36 | 210 | 76 | 85 | 186 | 60 | 168 |
| | | | 41% | 59% | 21% | 49% | 56% | 23% | 73% | 65% | 37% | 31% |
| | Somewhat agree | Count | 393 | 137 | 148 | 18 | 117 | 169 | 23 | 80 | 89 | 223 |
| | | | 39% | 30% | 54% | 25% | 31% | 51% | 20% | 28% | 55% | 41% |
| | Somewhat disagree | Count | 99 | 20 | 46 | 14 | 28 | 46 | 4 | 4 | 7 | 88 |
| | | | 10% | 4% | 17% | 19% | 7% | 14% | 4% | 1% | 4% | 16% |
| | Strongly disagree | Count | 32 | 5 | 8 | | | 21 | 1 | 5 | 2 | 25 |
| | | | 3% | 1% | 3% | | | 6% | 0% | 2% | 1% | 5% |
| Local news outlets more likely to report accurately on community issues than social media | Strongly agree | Count | 340 | 218 | 47 | 37 | 185 | 53 | 73 | 140 | 61 | 139 |
| | | | 34% | 49% | 17% | 51% | 49% | 16% | 62% | 49% | 37% | 25% |
| | Somewhat agree | Count | 398 | 174 | 107 | 20 | 153 | 116 | 36 | 116 | 71 | 211 |
| | | | 40% | 39% | 39% | 27% | 41% | 35% | 31% | 41% | 44% | 38% |
| | Somewhat disagree | Count | 143 | 28 | 70 | 13 | 26 | 87 | 4 | 19 | 21 | 103 |
| | | | 14% | 6% | 25% | 18% | 7% | 26% | 4% | 7% | 13% | 19% |
| | Strongly disagree | Count | 82 | 12 | 38 | 2 | 5 | 54 | | 6 | 2 | 74 |
| | | | 8% | 3% | 14% | 3% | 1% | 16% | | 2% | 1% | 13% |
| I trust Canadian-owned news outlets more than American news outlets | Strongly agree | Count | 368 | 260 | 35 | 39 | 216 | 42 | 80 | 135 | 66 | 167 |
| | | | 37% | 58% | 13% | 54% | 57% | 13% | 69% | 47% | 40% | 30% |
| | Somewhat agree | Count | 298 | 121 | 85 | 27 | 117 | 98 | 28 | 85 | 54 | 159 |
| | | | 30% | 27% | 31% | 38% | 31% | 30% | 24% | 30% | 33% | 29% |
| | Somewhat disagree | Count | 142 | 36 | 68 | 6 | 21 | 70 | 3 | 32 | 21 | 89 |
| | | | 14% | 8% | 25% | 8% | 6% | 21% | 3% | 11% | 13% | 16% |
| | Strongly disagree | Count | 143 | 21 | 69 | | 18 | 99 | | 19 | 18 | 105 |
| | | | 14% | 5% | 25% | | 5% | 30% | | 7% | 11% | 19% |
| I trust info reported by traditional news sources more than social media | Strongly agree | Count | 49 | 11 | 19 | | 4 | 20 | 6 | 15 | 4 | 30 |
| | | | 5% | 2% | 7% | | 1% | 6% | 5% | 5% | 2% | 5% |
| | Somewhat agree | Count | 356 | 233 | 41 | 42 | 203 | 52 | 56 | 154 | 51 | 151 |
| | | | 36% | 52% | 15% | 58% | 54% | 16% | 48% | 54% | 31% | 27% |
| | Somewhat disagree | Count | 299 | 136 | 69 | 24 | 132 | 66 | 44 | 96 | 56 | 148 |
| | | | 30% | 30% | 25% | 33% | 35% | 20% | 38% | 33% | 34% | 27% |
| | Strongly disagree | Count | 149 | 43 | 68 | 6 | 30 | 80 | 9 | 19 | 23 | 107 |
| | | | 15% | 10% | 25% | 8% | 8% | 24% | 8% | 7% | 14% | 19% |
| In the past year, I have shared content on social media I did not realize was fake | Strongly agree | Count | 134 | 13 | 81 | | 2 | 103 | 5 | 10 | 19 | 105 |
| | | | 13% | 3% | 29% | | 0% | 31% | 4% | 4% | 12% | 19% |
| | Somewhat agree | Count | 61 | 22 | 16 | 1 | 9 | 29 | 3 | 8 | 14 | 40 |
| | | | 6% | 5% | 6% | 2% | 2% | 9% | 2% | 3% | 9% | 7% |
| | Somewhat disagree | Count | 133 | 59 | 43 | 5 | 32 | 49 | 25 | 33 | 23 | 78 |
| | | | 13% | 13% | 16% | 8% | 8% | 15% | 21% | 12% | 14% | 14% |
| | Strongly disagree | Count | 581 | 260 | 169 | 47 | 254 | 200 | 54 | 179 | 99 | 303 |
| | | | 58% | 58% | 62% | 64% | 67% | 61% | 46% | 62% | 61% | 55% |
| (DK/NS) | Count | 153 | 72 | 31 | 8 | 50 | 44 | 15 | 37 | 25 | 91 | |
| | | 15% | 16% | 11% | 11% | 13% | 13% | 13% | 13% | 16% | 17% | |

FP3. How much do you agree or disagree with each of the following statements? - SUMMARY TABLE -

| | | TOTAL | PROVINCIAL REGION | | GENDER | | AGE | | | EDUCATION | | | HOUSEHOLD INCOME | | | CHILDREN <16 AT HOME | |
|---|----------|--------|-------------------|-------------|------------|--------------|---------------|---------------|------------|------------------|----------------|-----------------|------------------|--------------------|----------------|----------------------|----------|
| | | (1000) | Winnipeg (600) | Rural (400) | Male (488) | Female (504) | 18 - 34 (300) | 35 - 54 (320) | 55 + (380) | HS or less (460) | Post-Sec (291) | Univ Grad (234) | < \$60K (313) | \$60K-\$119K (353) | \$120K + (216) | Yes (257) | No (731) |
| BASE | | | | | | | | | | | | | | | | | |
| Communities function better when they have thriving local news outlets | Agree | 81% | 84% | 77% | 78% | 84% | 83% | 74% | 85% | 76% | 82% | 89% | 79% | 81% | 80% | 76% | 83% |
| | Disagree | 13% | 10% | 17% | 15% | 11% | 11% | 20% | 9% | 17% | 13% | 5% | 14% | 14% | 15% | 18% | 12% |
| | (DK) | 6% | 6% | 6% | 7% | 5% | 6% | 6% | 6% | 7% | 5% | 6% | 7% | 5% | 5% | 7% | 6% |
| Local news outlets more likely to report accurately on community issues than social media | Agree | 74% | 76% | 70% | 72% | 75% | 75% | 64% | 81% | 73% | 68% | 82% | 72% | 73% | 73% | 67% | 76% |
| | Disagree | 22% | 21% | 25% | 23% | 22% | 21% | 31% | 16% | 23% | 27% | 16% | 21% | 25% | 25% | 31% | 19% |
| | (DK) | 4% | 3% | 5% | 5% | 3% | 4% | 5% | 3% | 4% | 5% | 2% | 7% | 2% | 2% | 2% | 5% |
| I trust Canadian-owned news outlets more than American news outlets | Agree | 67% | 75% | 54% | 65% | 68% | 67% | 63% | 69% | 59% | 68% | 81% | 71% | 62% | 69% | 58% | 70% |
| | Disagree | 29% | 21% | 39% | 30% | 27% | 27% | 32% | 26% | 38% | 26% | 14% | 26% | 33% | 28% | 34% | 27% |
| | (DK) | 5% | 4% | 6% | 5% | 5% | 6% | 5% | 4% | 3% | 7% | 5% | 3% | 5% | 3% | 8% | 3% |
| I trust info reported by traditional news sources more than social media | Agree | 66% | 71% | 57% | 65% | 66% | 58% | 57% | 79% | 59% | 63% | 81% | 66% | 59% | 73% | 51% | 70% |
| | Disagree | 28% | 25% | 33% | 30% | 27% | 31% | 38% | 18% | 33% | 30% | 16% | 27% | 34% | 24% | 40% | 24% |
| | (DK) | 6% | 4% | 10% | 6% | 7% | 11% | 5% | 3% | 8% | 6% | 3% | 8% | 7% | 3% | 8% | 5% |
| In the past year, I have shared content on social media I did not realize was fake | Agree | 13% | 15% | 10% | 13% | 13% | 13% | 11% | 15% | 16% | 11% | 8% | 15% | 13% | 6% | 10% | 14% |
| | Disagree | 71% | 71% | 72% | 72% | 71% | 71% | 77% | 67% | 67% | 73% | 80% | 64% | 76% | 82% | 76% | 70% |
| | (DK) | 15% | 14% | 18% | 15% | 16% | 15% | 12% | 18% | 16% | 15% | 13% | 20% | 12% | 11% | 14% | 16% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP3. How much do you agree or disagree with each of the following statements? - SUMMARY TABLE -

| | | TOTAL | MALES | | | FEMALES | | | IDENTIFY AS | | | | | | RESIDENCE | |
|---|----------|--------|---------|---------|-------|---------|---------|-------|---------------------|------------|------------|-------|--------------|---------------|-----------|-------|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | Born Outside Canada | Indigenous | Racialized | BIPOC | Any of these | None of these | Own | Rent |
| BASE | | (1000) | (154) | (163) | (171) | (141) | (154) | (209) | (149) | (148) | (72) | (219) | (320) | (680) | (667) | (253) |
| Communities function better when they have thriving local news outlets | Agree | 81% | 80% | 70% | 82% | 86% | 77% | 87% | 78% | 75% | 87% | 79% | 78% | 82% | 82% | 77% |
| | Disagree | 13% | 14% | 22% | 10% | 9% | 17% | 8% | 18% | 13% | 5% | 10% | 13% | 13% | 12% | 18% |
| | (DK) | 6% | 7% | 8% | 7% | 5% | 5% | 5% | 5% | 12% | 8% | 11% | 9% | 5% | 5% | 5% |
| Local news outlets more likely to report accurately on community issues than social media | Agree | 74% | 81% | 62% | 74% | 67% | 67% | 87% | 74% | 76% | 85% | 79% | 76% | 73% | 73% | 72% |
| | Disagree | 22% | 12% | 33% | 22% | 31% | 29% | 12% | 23% | 17% | 13% | 16% | 19% | 24% | 24% | 23% |
| | (DK) | 4% | 7% | 5% | 4% | 2% | 4% | 2% | 2% | 7% | 1% | 5% | 4% | 3% | 3% | 6% |
| I trust Canadian-owned news outlets more than American news outlets | Agree | 67% | 68% | 58% | 68% | 65% | 68% | 71% | 65% | 71% | 69% | 70% | 67% | 67% | 65% | 72% |
| | Disagree | 29% | 26% | 38% | 27% | 29% | 27% | 25% | 29% | 25% | 27% | 26% | 28% | 29% | 30% | 22% |
| | (DK) | 5% | 6% | 4% | 5% | 6% | 6% | 4% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 6% |
| I trust info reported by traditional news sources more than social media | Agree | 66% | 61% | 56% | 76% | 53% | 57% | 81% | 63% | 68% | 70% | 69% | 66% | 65% | 67% | 62% |
| | Disagree | 28% | 29% | 41% | 20% | 35% | 35% | 17% | 32% | 21% | 24% | 22% | 26% | 30% | 29% | 28% |
| | (DK) | 6% | 10% | 3% | 4% | 12% | 8% | 2% | 5% | 11% | 6% | 9% | 8% | 5% | 5% | 10% |
| In the past year, I have shared content on social media I did not realize was fake | Agree | 13% | 15% | 11% | 14% | 12% | 10% | 16% | 13% | 25% | 11% | 20% | 19% | 11% | 10% | 19% |
| | Disagree | 71% | 69% | 78% | 68% | 73% | 76% | 65% | 72% | 64% | 76% | 68% | 67% | 73% | 75% | 63% |
| | (DK) | 15% | 16% | 11% | 18% | 15% | 14% | 18% | 15% | 11% | 13% | 12% | 14% | 16% | 15% | 18% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey

FP3. How much do you agree or disagree with each of the following statements? - SUMMARY TABLE -

| | | TOTAL | PROV VOTE INTENTION | | | FED VOTE INTENTION | | | LOCAL NEWS CONSUMPTION | | |
|---|----------|--------|---------------------|-------|------|--------------------|-------|-------|------------------------|--------|-------|
| | | | NDP | PC | LIB | LIB | CPC | NDP | High | Medium | Low |
| BASE | | (1000) | (448) | (275) | (73) | (376) | (329) | (117) | (287) | (163) | (550) |
| Communities function better when they have thriving local news outlets | Agree | 81% | 89% | 74% | 74% | 87% | 74% | 93% | 93% | 92% | 71% |
| | Disagree | 13% | 6% | 19% | 19% | 7% | 20% | 4% | 3% | 6% | 21% |
| | (DK) | 6% | 5% | 6% | 6% | 6% | 5% | 3% | 4% | 2% | 8% |
| Local news outlets more likely to report accurately on community issues than social media | Agree | 74% | 88% | 56% | 78% | 90% | 51% | 93% | 89% | 81% | 64% |
| | Disagree | 22% | 9% | 39% | 21% | 8% | 43% | 4% | 9% | 14% | 32% |
| | (DK) | 4% | 3% | 5% | 1% | 2% | 6% | 3% | 2% | 5% | 4% |
| I trust Canadian-owned news outlets more than American news outlets | Agree | 67% | 85% | 44% | 92% | 89% | 43% | 92% | 77% | 74% | 59% |
| | Disagree | 29% | 13% | 50% | 8% | 10% | 51% | 3% | 18% | 24% | 35% |
| | (DK) | 5% | 2% | 7% | | 1% | 6% | 5% | 5% | 2% | 5% |
| I trust info reported by traditional news sources more than social media | Agree | 66% | 83% | 40% | 91% | 89% | 36% | 86% | 87% | 66% | 54% |
| | Disagree | 28% | 13% | 54% | 8% | 9% | 55% | 12% | 10% | 26% | 38% |
| | (DK) | 6% | 5% | 6% | 2% | 2% | 9% | 2% | 3% | 9% | 7% |
| In the past year, I have shared content on social media I did not realize was fake | Agree | 13% | 13% | 12% | 18% | 11% | 11% | 20% | 13% | 9% | 14% |
| | Disagree | 71% | 71% | 77% | 72% | 76% | 76% | 67% | 74% | 75% | 69% |
| | (DK) | 15% | 16% | 11% | 11% | 13% | 13% | 13% | 13% | 16% | 17% |

PROBE RESEARCH INC. - December 2025 Probe Omnibus Survey