2020 IPR Disinformation in Society Report

How Americans Perceive Intentionally Misleading News or Information
61% of respondents are concerned about misinformation and 58% are concerned about disinformation.
40% of respondents said they "often" or "always" go to other websites or media sources to check whether the news or information they are reading is true and accurate.
62% of respondents said that U.S. Government should be "very responsible" for combatting disinformation, but only 10% said they are doing "very well" in combatting it.
Republicans and Democrats differ widely about the trustworthiness of news sources and various groups.
Both Democrats and Republicans agree that local news outlets are one of the most trustworthy media sources.
70% of respondents believe Facebook and politicians are at least "somewhat" responsible for spreading disinformation to the public.
More than 25% of respondents deem every information source to be "very responsible" for combatting disinformation.
74% of respondents report seeing news or information that misrepresents reality at least once a week. 49% see it every day or almost every day.
72% of respondents believe disinformation is a threat to democracy and 69% say it undermines the election process.
31% of respondents claim that they avoid watching or listening to the news because of the amount of disinformation.
24% say they are more likely to read sources outside the U.S. because of the amount of disinformation.
27% of respondents say the reason they don't share news with others in their social network is because they are unsure of the accuracy.
Americans view their family as the most trustworthy source for accurate news or information.
Infectious diseases and health care costs were the most significant issues facing Americans in 2020.
Sources people trust most include family, local broadcast news, “people like me,” and federal agencies.
A 2020 UNC report found the U.S. has lost 2,100 newspapers, leaving at least 1,800 as a news desert or without local news.