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AUG 2020

2020 IPR Disinformation in Society Report

How Americans Perceive Intentionally Misleading News or Information

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61%

of respondents are concerned about misinformation and **58%** are concerned about disinformation.

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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**.

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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.

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Republicans and Democrats differ widely about the trustworthiness of news sources and various groups.

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Both Democrats and Republicans agree that local news outlets are one of the most trustworthy media sources.

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70%

of respondents believe **Facebook** and **politicians** are at least "somewhat" responsible for **spreading disinformation** to the public.

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More than 25% of respondents deem every information source to be "very responsbile" for combatting disinformation.

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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.

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72% of respondents believe **disinformation** is a **threat to democracy** and **69%** say it **undermines** the **election process.**

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31%

of respondents claim that they **avoid watching** or **listening** to the **news** because of the amount of disinformation.

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24%

say they are more likely to **read sources outside the U.S.** because of the amount of disinformation.

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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**.

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Americans view their family as the most trustworthy source for accurate news or information.

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Infectious diseases and health care costs were the most significant issues facing Americans in 2020.

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Sources people trust most include **family**, **local broadcast news**, **"people like me,"** and **federal agencies**.

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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.

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