

**Leger**



INSTITUTE FOR  
PUBLIC RELATIONS

# 4TH ANNUAL DISINFORMATION IN SOCIETY REPORT

A Survey of How 2,002 Americans Perceive  
Intentionally Misleading News or Information

November 2023



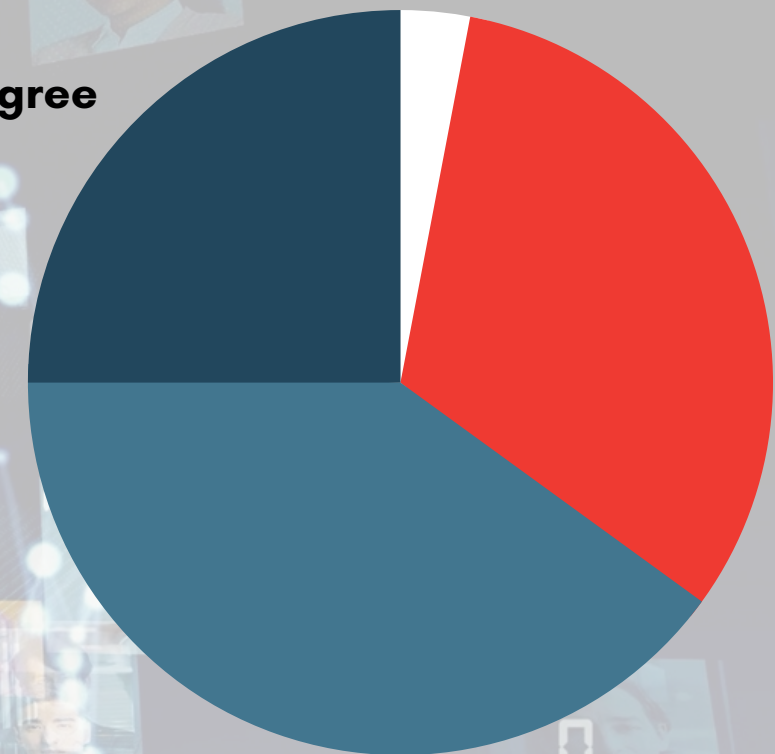


Respondents were asked the extent to which they agreed or disagreed with the following statement:

**40% say they "avoid watching or listening to the news because of the amount of disinformation."**

Neither agree nor disagree  
25%

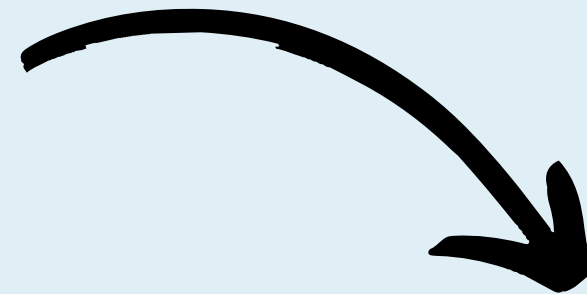
Prefer not to answer  
3%



Agree  
40%

Disagree  
32%

**How could artificial intelligence  
impact the quantity of  
disinformation?**



**55% say artificial  
intelligence platforms and  
programs will create more  
disinformation in society**



# Top 5 Sources Considered Responsible for Combatting Disinformation

<b>Information Source</b>	<b>% very responsible for combatting</b>	<b>% combatting at least somewhat well</b>
<b>U.S. Government</b>	<b>62%</b>	<b>35%</b>
<b>President Joe Biden</b>	<b>60%</b>	<b>38%</b>
<b>Federal Agencies</b>	<b>58%</b>	<b>37%</b>
<b>Cable News (Fox News, MSNBC, CNN)</b>	<b>58%</b>	<b>33%</b>
<b>Newspapers (e.g., WSJ, NYT)</b>	<b>58%</b>	<b>43%</b>



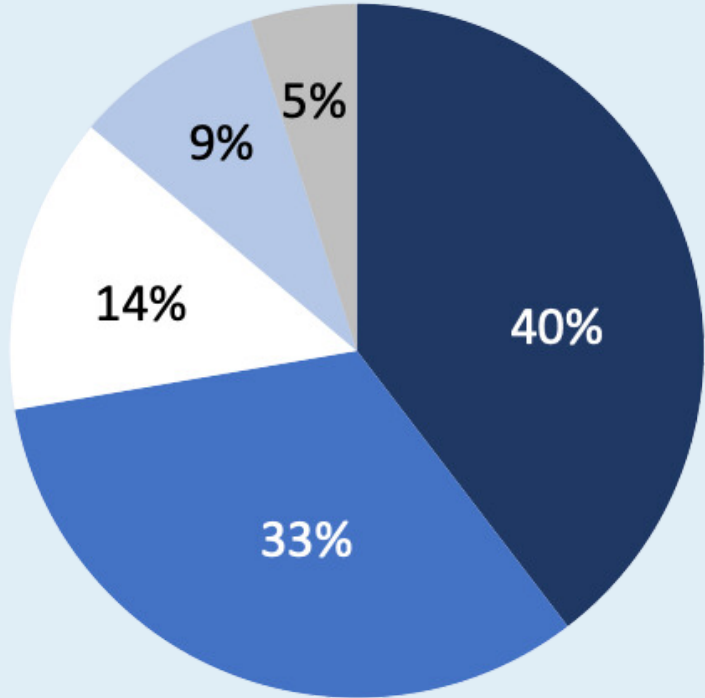
# Prevalance of Disinformation



**4-in-10 see disinformation almost every day**

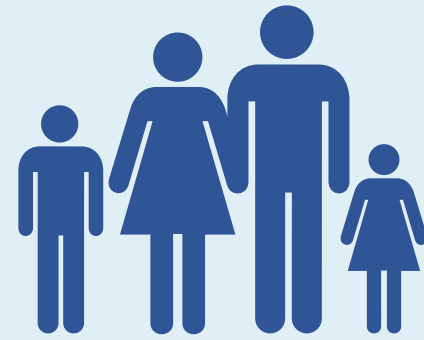
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**More than two-thirds of respondents (72%) reported coming across false news or information at least once a week, with 40% of Americans reporting they see false news almost every day.**



- Every day or almost every day
- At least once a week
- At least once a month
- Rarely or never
- Prefer not to answer

# Top 5 Sources that Participants Trust



**Family**  
**(75%)**



**People like Me**  
**(72%)**



**Friends**  
**(69%)**



**Local Broadcast News**  
**(63%)**



**U.S. Military**  
**(61%)**

# Impact on Trust & Democracy



**Nearly three-quarters** of Americans say disinformation threatens democracy and undermines election processes

**75%** of Americans believe disinformation **undermines the election process**

**74%** feel it is a **threat to democracy**

**73%** believe it **increases the polarization** of political parties