



TOPLINE & METHODOLOGY

Misinformation Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: January 5-7, 2024
Number of interviews: 1,025

Margin of error: +/- 3.4 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. Which of the following organizations or individuals do you believe are most responsible for the creation of "fake news" or disinformation?

	Total (N=1,025)
Social media platforms	25%
Politicians and elected officials	19%
TV and cable news networks	17%
Special interest groups	13%
Ordinary people	4%
Radio news and talk radio	2%
Newspapers (online or offline)	1%
Non-elected government officials	1%
Business leaders	1%
Charity organizations	-
Other	8%
None of these	8%
Skipped	1%

2. When you hear the term "fake news", what are you personally thinking of?

	Total (N=1,025)
Stories where the facts are wrong	53%
A term politicians and the media use to discredit news they don't agree with	46%
Stories where news outlet(s) or politicians only pick facts that support their side of the argument	40%
Don't know/Not sure	7%
None of these	3%
Skipped	*



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3. People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants or whether crime is going up or down. Which of these, if any, do you think are the biggest reason for this?

	Total (N=1,025)
Politicians mislead people	52%
The media misleads people	47%
Social media misleads people	44%
People have a biased view of the world, for example, they tend to focus on negative things or think things are getting worse, or generalize from their own experience	42%
People are bad with numbers, so they struggle with trying to estimate things like this	8%
It's often the figures that are wrong, not people's views	4%
Don't know/Not sure	12%
None of these	4%
Skipped	1%



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About the Study

This Ipsos poll was conducted January 5 to 7, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and party ID. Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.23. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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