

5TH EDITION

DISINFORMATION IN SOCIETY REPORT

How 2,000 Americans Perceive Deliberately Misleading or
Biased Information

By the Institute for Public Relations and Leger



INSTITUTE FOR
PUBLIC RELATIONS

Leger

April 2025

Methodology

Leger, a polling and marketing research firm with offices across North America, conducted this online survey March 4 – March 15, 2025, with a representative sample of **2,000 Americans** over the age of 18 to explore the prevalence of disinformation in the U.S., the parties most responsible for sharing disinformation, the level of trust the American public has in different information sources, and whose job it is to combat disinformation.

The Institute for Public Relations through its Behavioral Insights Research Center and Leger have partnered on the past three disinformation reports, examining and tracking how disinformation, defined as deliberately misleading or biased information, is spread in the U.S. with some comparisons to prior research conducted November 2021 and November 2023. IPR created this survey and first published results in 2019. This study has also been replicated in Canada with Leger in 2022.

Report notes:

- Percentage points has been abbreviated to pp.
- We note the increase in percentage points from the last time the study was conducted in 2023. Therefore, (53%, +10pp) means that the figure increased from 43% in 2023 to 53% in 2025.
- Misinformation was defined as “false information that is spread, regardless of whether there is an intent to mislead,” while disinformation was defined as “deliberately misleading or biased information.”
- In July 2023, Twitter rebranded to “X.”

**Using 2020 U.S. Census reference variables, the U.S. data was analyzed and weighted by our statisticians according to gender, age, region, and ethnicity in order to render a representative sample of the general U.S. population.*

LETTER TO THE READER



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Dear Reader,

In this fifth edition of the disinformation study, the Institute for Public Relations through its Behavioral Insights Research Center (BIRC) and Leger surveyed 2,200 Americans to better understand how perceptions of misinformation and disinformation are evolving. The results are both timely and troubling.

Concern about misinformation and disinformation has surged back to its 2021 peak. This year, 70% of Americans say both are “major problems,” placing them on par with issues like illegal drug use, federal spending, and hunger/poverty. The American public sees disinformation as a threat to rights and social order. Nearly 3-in-4 say it worsens political polarization, and nearly half (49%) believe that disinformation significantly influenced the outcome of the last U.S. presidential election, a figure largely driven by the Democratic party (73% vs. 30% Republican).

Once again, social media platforms are viewed as the primary culprits with Facebook (74%), TikTok (67%), and X (67%) topping the list of platforms to blame. Notably, the U.S. federal government (72%) is considered just as responsible. Yet, Americans believe these same institutions, along with political leaders, brands, and the media, are failing to combat disinformation.

Political identity continues to shape who people blame for spreading disinformation. Most Republicans claim Former President Joe Biden is at “somewhat responsible” (81%, +6 pp) and Former Vice President Kamala Harris (81%, +3 pp). Likewise, Democrats place blame on President Donald Trump (83%, -1 pp) and Elon Musk (80%).

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LETTER TO THE READER



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While trust in traditional media remains sharply divided along partisan lines, there is one area of increasing alignment: personal connections. “Family,” “friends,” and “people like me” are the most trusted sources of news and information, surpassing mainstream outlets. Local broadcast and newspapers continue to bridge the partisan divide, with nearly two-thirds of respondents viewing them as trusted sources of news, despite [closures and mergers of local media](#).

Despite the challenges, 3-in-4 want stronger action from social media platforms and companies/brands, and nearly 80% believe schools should teach students how to critically evaluate information. Additionally, half say that exposure to disinformation causes anxiety or stress, and 43% now avoid the news entirely.

While Americans believe they are well-equipped to spot falsehoods, this study underscores the ongoing gap between confidence and performance, and between responsibility and action. Combatting disinformation is a shared responsibility that spans government, traditional media, social platforms, and personal relationships. To protect the integrity of our information ecosystem, every sector and individual must move from awareness to action in the fight against disinformation.

Sincerely,

Tina McCorkindale, Ph.D., APR
President and CEO, Institute for Public Relations

Dave Scholz
Chief Strategy Officer, Leger

10 KEY FINDINGS

1

Misinformation and disinformation are back at 2021 peak concern levels

After declining in 2023, concern rose again in 2025 with 70% of Americans identifying both misinformation and disinformation as “major problems” — placing them on par with issues like illegal drug use, federal spending, and hunger/poverty.

2

Disinformation is seen as a driver of polarization and a threat to rights

74% believe disinformation increases political polarization, while 62% say it infringes on human rights. Nearly half (49%) believe disinformation influenced the outcome of the last U.S. presidential election.

3

Personal connections now seen as most trustworthy

“Family,” “people like me,” and “friends” outrank mainstream news as trusted sources of accurate information. Regarding ChatGPT and generative AI, people who had “some” trust increased from 21% to 34%, while distrust declined from 58% to 51%.

4

Trust in traditional media remains highly polarized

Democrats and Republicans differ widely in which sources they trust. Republicans are increasingly trusting Fox News (67%, +7 pp), while Democrats are most likely to trust ABC News (78%) and NBC News (78%). The second most trusted media outlet for Republicans is NBC News, which is trusted by less than half (47%) of Republicans.

5

Local news outlets narrowed the political divide on trust

Local broadcast and print/online news was trusted by more than half of Democrats (74%) and Republicans (59%), making it one of the most highly trusted media outlets by both political parties.

**Misinformation was defined as “false information that is spread, regardless of whether there is an intent to mislead.”*

***Disinformation was defined as “deliberately misleading or biased information.”*

10 KEY FINDINGS

6

Americans support actions from institutions and platforms to combat disinformation

At least two-thirds of Americans support efforts to curb disinformation, including social media labels, school-based education, and legal and financial penalties, via social media platforms, government, and businesses. Nearly 8-in-10 believe schools should teach students how to critically evaluate disinformation.

7

Disinformation has tangible emotional and behavioral effects

50% say encountering disinformation causes anxiety or stress. 43% of respondents said they avoid the news due to disinformation.

8

Gaps persist between responsibility and performance

While government, politicians, and news media are seen as most responsible for combatting disinformation, they are rated poorly in how well they are combatting it.

9

Social media platforms continue to be the most blamed

Facebook (74%), TikTok (67%), and X (67%) are considered the most responsible platforms for spreading disinformation. The U.S. federal government (72%) was also noted as a top responsible source, jumping 10 percentage points (pp) compared to 2023.

10

Political identity strongly influences perceived blame

Republicans mostly blame Democratic figures and institutions, such as Former President Joe Biden (81%) and Former Vice President Kamala Harris (81%) for spreading disinformation, while Democrats place responsibility on Republican figures and outlets such as President Donald Trump (83%), Fox News, and X (80%). 80% of Democrats blamed Elon Musk compared to 31% of Republicans.

REPORT

U.S. ISSUES AND PROBLEMS



Base: ALL (n=2000) *Please note: Each item is n ~ 1040
IPR2: And in your view, how much of an issue are each
of the following in this country?

7-in-10 Americans say misinformation and disinformation are major problems in the U.S.

Americans consider misinformation and disinformation** to be more of an issue than they were in 2023, ranking them equally with illegal drug use/abuse/addiction, federal spending/social security/budget priorities, and hunger/poverty.*

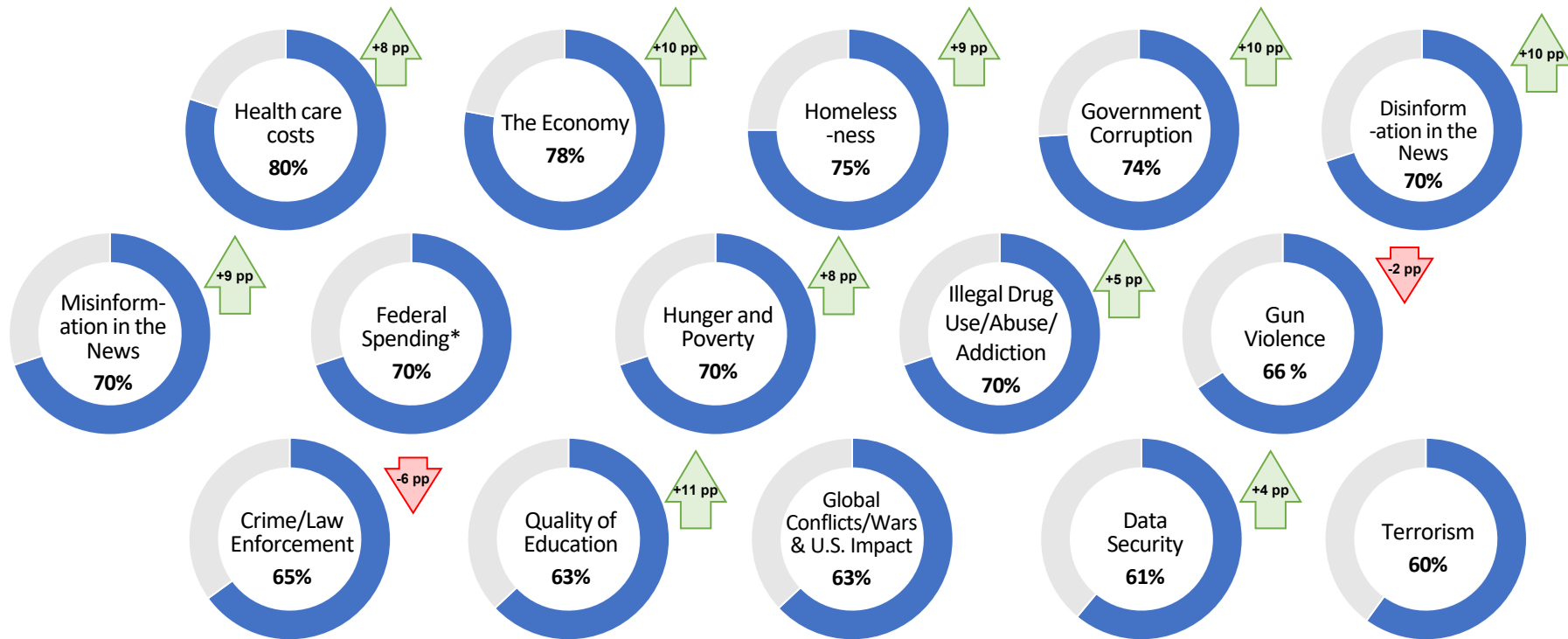
Respondents evaluated the severity of 25 issues facing Americans. Health care costs (80%, +8 pp), the economy (78%, +10 pp), homelessness (75%, +9 pp), and government corruption (74%, +10 pp) were the top four issues that were identified as “major problems.”

After experiencing a decline in 2023, both misinformation (70%) and disinformation (70%) saw increases in the number of people who said these were major problems, returning to levels previously seen in 2021. Misinformation as a major problem increased +9 pp (from 61% in 2023), and disinformation increased +10 pp (from 60% in 2023.)

*Misinformation was defined as “false information that is spread, regardless of whether there is an intent to mislead.”

**Disinformation was defined as “deliberately misleading or biased information.”

Top 15 “Major” Issues in the U.S. in 2025



Note: PP means "percentage point". Arrows represent a decrease/increase from 2023. No arrow indicates not tracked against in 2023.

Base: ALL (n=2000) Please note: Each item is n ~ 1000

IPR2: And in your view, how much of an issue are each of the following in this country?

REPORT

IMPACT OF DISINFORMATION ON SOCIETY



Disinformation continues to have a significant perceived impact on U.S. society, as:

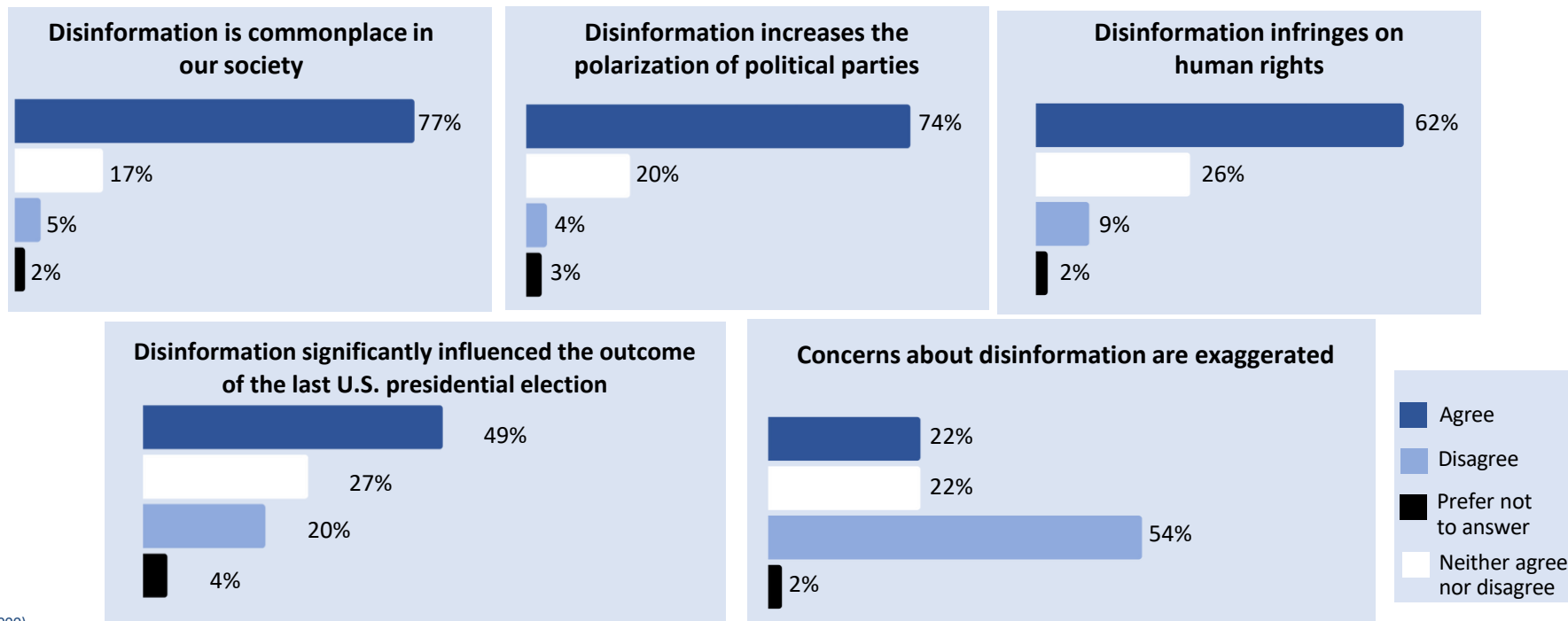
- 77% say disinformation is commonplace in our society (+3 pp from 2023)
- 74% believe disinformation increases the polarization of political parties (+1 pp)
- 62% think disinformation infringes on human rights (+1 pp)
- 49% agree that disinformation significantly influenced the outcome of the last US presidential election*

Base: ALL (n=2000)
IPR13: How much do you agree or disagree with the following statements:

* Added in 2025

Disinformation seen as driving political polarization and influencing elections

Three quarters of Americans believe that disinformation increases the polarization of political parties while nearly two-thirds believe it infringes on human rights. Further, nearly half believe that disinformation significantly influenced the outcome of the last U.S. presidential election – a figure that is largely driven by the Democratic party (73% vs. 30% Republican).

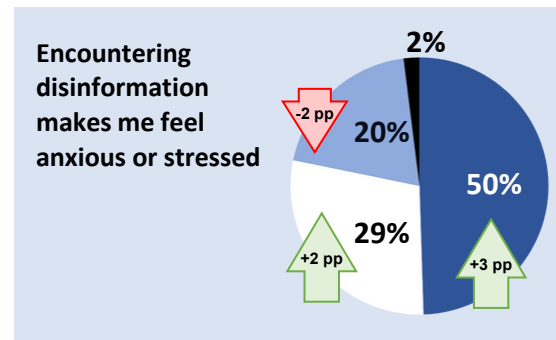
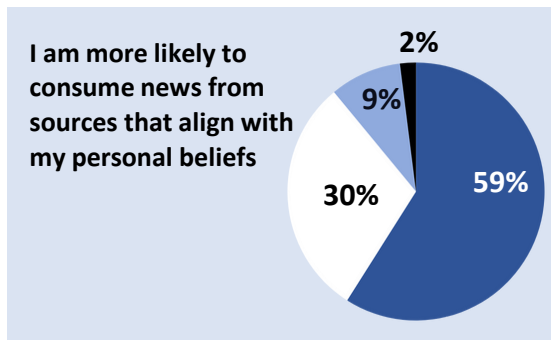
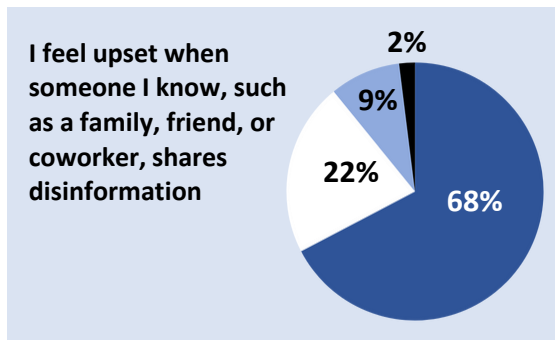
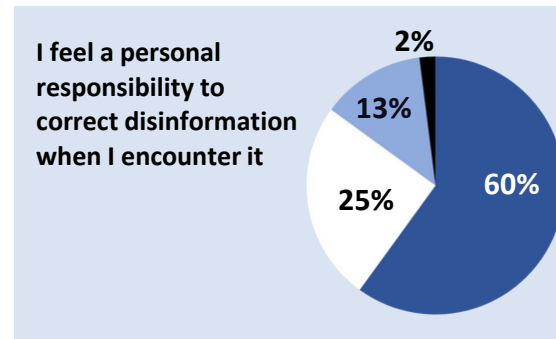
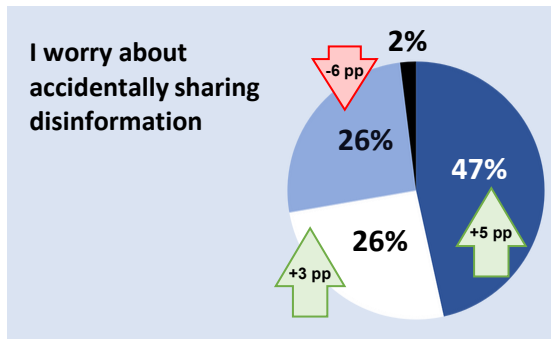
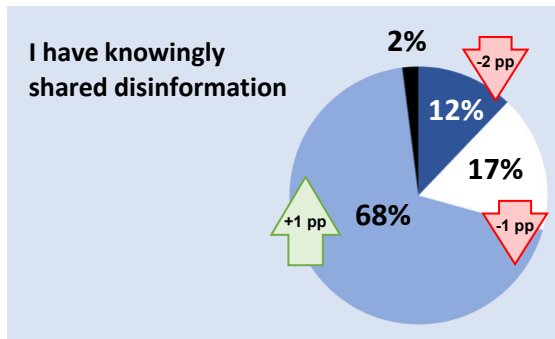


Base: ALL (n=2000)

IPR13: How much do you agree or disagree with the following statements:

Note: Due to rounding, percentages may not always appear to add up to 100%.

Most Americans feel personally affected by disinformation in society

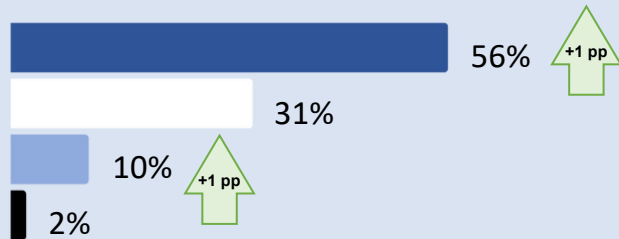


Notes: - Due to rounding, percentages may not always appear to add up to 100%.

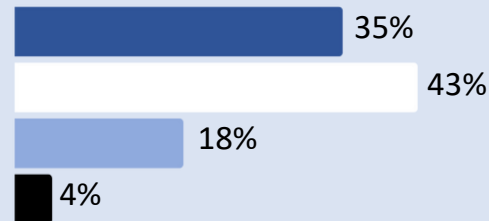
- PP means "percentage point". Arrows represent a decrease/increase from 2023. No arrow indicates not tracked or parity vs. 2023.

Concerns about AI-driven disinformation are high, even if direct encounters are less common

Artificial intelligence platforms and programs will create more disinformation in society



I often encounter disinformation created by artificial intelligence



■ Agree ■ Prefer not to answer
■ Disagree ■ Neither agree nor disagree

Notes: - Due to rounding, percentages may not always appear to add up to 100%.

- PP means "percentage point". Arrows represent a decrease/increase from 2023. No arrow indicates not tracked or parity vs. 2023.

REPORT

MOST RELIABLE INFORMATION AND NEWS SOURCES



Family is the most trusted source for information and news, followed by like-minded people

Of the information sources that Americans say they trust “a lot,” the highest rated source is “family” (34%, +4 pp from 2023), followed by “people like me” (25%, -6 pp), search engines (24%, + 9 pp), and PBS News (24%, +6 pp).

In terms of the political landscape, only 21% have “a lot” of trust in President Donald Trump (+5 pp) and 18% have “a lot” of trust in Vice President JD Vance.*

The top sources of information that respondents do “not trust at all” include authoritarian non-democratic governments** (56%), Former President Joe Biden (45%, +7 pp), Elon Musk (43%)*, Former Vice President Kamala Harris (41%, +4 pp), and President Donald Trump (41%, -3 pp).

Distrust in ChatGPT has decreased, with 24% of respondents saying they “do not trust at all” (-14 pp). Those saying they have at least “some” trust in the platform increased to 34% (+13 pp).

* Added in 2025

** Option in survey worded as, “Authoritarian non-democratic governments (e.g., Russian government, Chinese government)”

Personal/informal sources are the most trustworthy as many institutions saw a rise in trustworthiness

TOP SOURCES PARTICIPANTS TRUST “SOME” OR “A LOT”



“Family” earned its highest trustworthiness score yet for providing accurate news and information. Sources that many Americans consider “not at all” trustworthy include authoritarian non-democratic governments (56%), Former President Joe Biden (45%, -7 pp from 2023), Elon Musk (43%), Former Vice President Kamala Harris (41%), and President Donald Trump (41%, -3 pp).

Trust increased across all social media platforms, rebounding from declines seen in 2023 – the biggest increase of which was for YouTube, with 52% (+10 pp) reporting “some” trust.

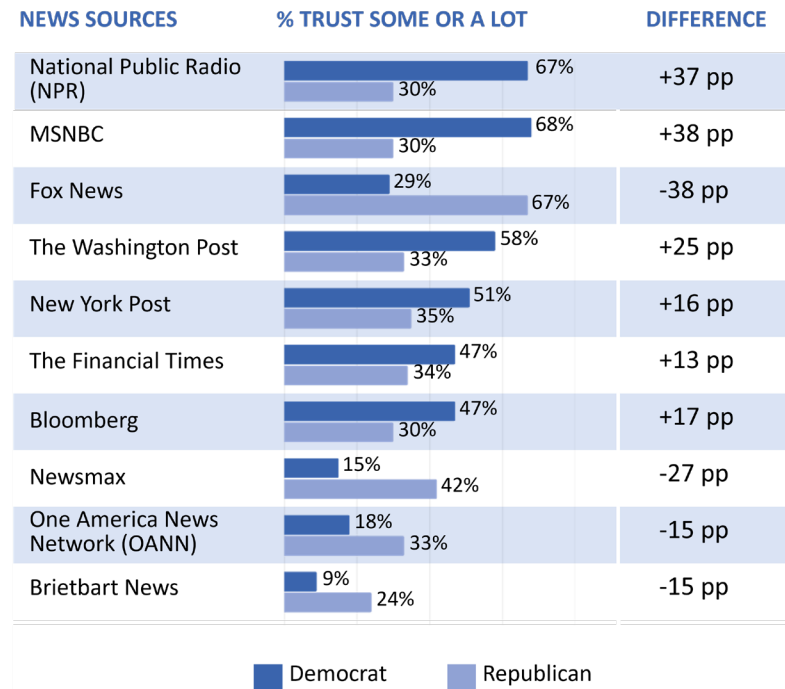
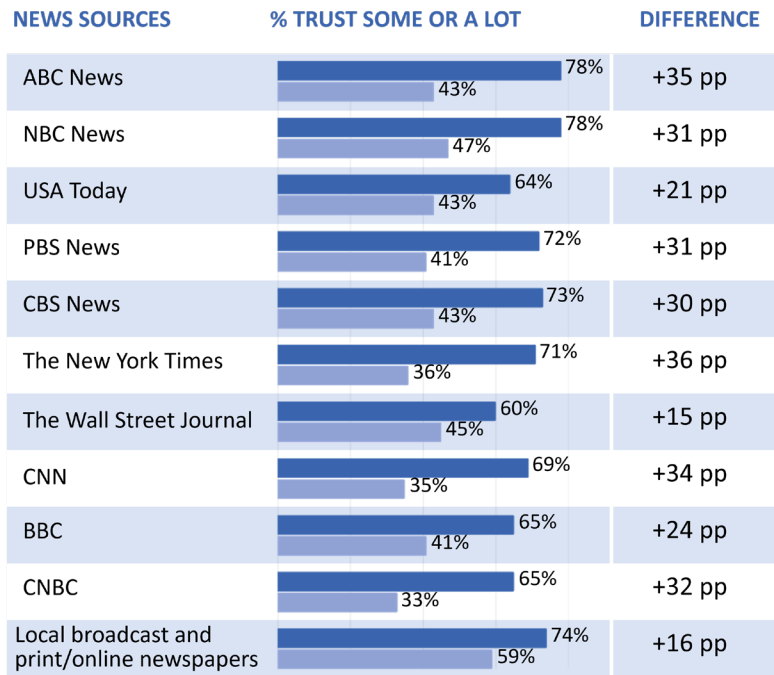
**PP means “percentage point”. Arrows represent a decrease/increase from 2023. No arrow indicates not tracked or parity vs. 2023.*

Base: ALL (n=2000) *Please note: Each item is n ~ 1000

IPR1: Typically, how much do you trust the following sources to provide you with accurate news or information?

Trustworthiness in mainstream media continues to be significantly divided among Democrats and Republicans

Democrats continue to consider mainstream media sources to be trustworthy, with Republicans placing the greatest trust in Fox News (67% vs. 60% in 2023).



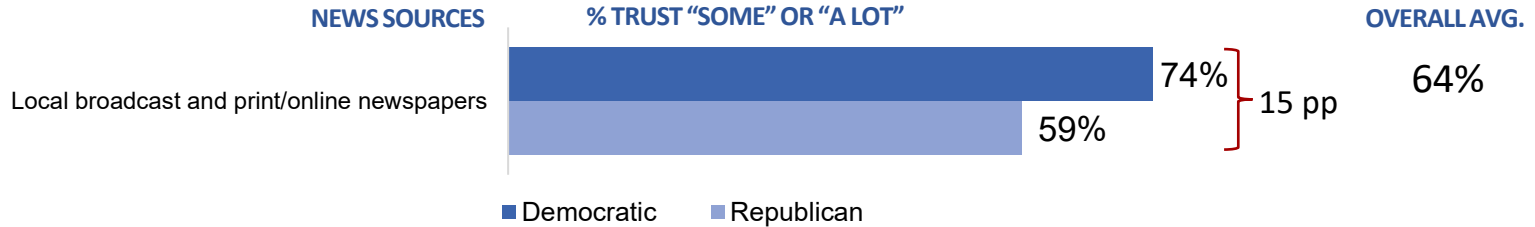
Sources Ranked By Trust Among Total Population

Base: ALL (n=2000) *Please note: Each item is n ~ 1000

IPR1: Typically, how much do you trust the following sources to provide you with accurate news or information?

Local news sources continue to narrow the trust gap between Democrats and Republicans, exhibiting a smaller divide than most other media outlets

Nearly three-quarters of Democrats (74%) say they have at least “some” trust in local news, while over half of Republicans (59%) agree as well.



Government: Trust in the U.S. government among Republicans increased significantly in 2025, with 44% having at least “some” trust, compared to 27% in 2023 (+17 pp). However, Democratic trust in the U.S. government decreased from 62% in 2023 to 40% in 2025 (-22 pp). Republicans were less trustworthy of local government compared to 2023 (46%, -8 pp), with a smaller decline among Democrats (62%, -2 pp).

Companies and Corporations: Both Democrats (33%, -11 pp) and Republicans (31%, -8 pp) trusted major companies and corporations less compared to 2025.

Colleges and Universities: Both Democrats (75%, +5 pp) and Republicans (47%, +10 pp) increased their levels of trust in colleges and universities compared to 2023.

Employers: Trust that Republicans and Democrats had in their employers remained relatively unchanged with 38% among Republicans (+1 pp) and 42% among Democrats (0 pp).

REPORT

TOP SOURCES RESPONSIBLE FOR DISINFORMATION



Facebook, the U.S. federal government, political activist groups, and foreign governments are most responsible for spreading disinformation

While Facebook, political activist groups, and foreign governments remain the top sources responsible for disinformation in 2025, the U.S. federal government is now regarded as one of the top sources contributing to disinformation, jumping 10 pp since 2023.

The top four sources deemed at least “somewhat” responsible for spreading disinformation include: Facebook (74%, +1 pp); the U.S. federal government (72%, +10 pp), political activist groups (71%, +4 pp), and authoritarian non-democratic governments (71%)*.

The sources people believe are most responsible for spreading disinformation continue to be heavily influenced by political party. Most Republicans claim Former President Joe Biden (81%, +6 pp) and Former Vice President Kamala Harris (81%, +3 pp) are “somewhat responsible.” Likewise, Democrats place blame on President Donald Trump (83%, -1 pp), Republican members of both the U.S. House and Senate (82%, -3 pp), and Vice President JD Vance (81%)*. In addition, many Democrats also view Elon Musk (80%)* as responsible, along with X (previously Twitter) (80%, +11 pp).

* Added in 2025

Americans increasingly hold the U.S. federal government and political activist groups responsible for spread of disinformation along with social media

83% of Democrats (-1 pp) consider President Donald Trump to be at least “somewhat responsible” for spreading disinformation, compared to 44% of Republicans (-2 pp). Further, 39% percent of Democrats (+2 pp) consider former President Joe Biden to be at least “somewhat responsible” for spreading disinformation, compared to a much higher 81% of Republicans (+6 pp).

TOP 20 SOURCES RESPONSIBLE FOR SPREADING DISINFORMATION TO THE PUBLIC

INFORMATION SOURCE	% Change Since 2023 (pp change)	INFORMATION SOURCE	% Change Since 2023 (pp change)
Facebook	74% (+1 pp)	President Donald Trump	64% (+4 pp)
U.S. federal government	72% (+10)	Instagram	63% (+5)
Political activist groups	71% (+4)	Former President Joe Biden	62% (+7)
Authoritarian non-democratic governments	71% (**)	Democratic members (U.S. House/Senate)	61% (+3)
X (previously Twitter)	67% (+5)	Public relations professionals	61%
TikTok	67% (+2)	Search engines (e.g., Google, Bing)	61% (+3)
Journalists*	67% (+2)	CNN	60% (+5)
Republican members (U.S. House/Senate)	66% (+4)	YouTube	59% (+2)
Fox News	66% (+1)	Discussion Platforms	58% (**)
Major companies/corporations	64% (+3)	Federal Agencies	57% (+3)
% SAYING THIS SOURCE IS AT LEAST “SOMEWHAT” RESPONSIBLE FOR SPREADING DISINFORMATION TO THE PUBLIC			

**Republicans were three times more likely than Democrats to consider journalists “very responsible” for spreading disinformation (43% vs. 14%, respectively).*

Government and political groups highly at fault for spreading disinformation



Government and political groups are blamed by both parties for spreading disinformation: U.S. federal government (72%), Political activist groups (71%), and Authoritarian non-democratic governments (71%).



Social media platforms also continue to take much of the blame for responsibility, as Facebook (74%), X (67%), and TikTok (67%) rank as the top 3 social platforms that are at least “somewhat” responsible for spreading disinformation.



News sources are at least “somewhat” responsible for the spread of disinformation, with journalists (67%), Fox News (TV) (66%), and CNN (60%) being the top 3 responsible.

Personal networks remain the least responsible for spreading disinformation

Most Americans continue to view their own personal connections as being the least to blame for the spread of disinformation. Only 12% said their family, 10% said friends, and 10% blamed their employer for being “very responsible” for spreading disinformation.

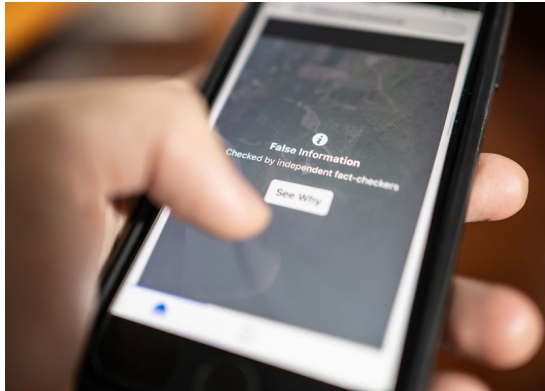
Few Americans said “people like me” (10%) are “very responsible” for spreading disinformation.

Base: ALL (n=2000) *Please note: Each item is n~ 500

IPR3: To what extent do you believe each of the following are responsible for spreading disinformation to the public?

REPORT

**COMBATTING THE SPREAD
OF DISINFORMATION –
Who is responsible?**



8-in-10 Republicans and Democrats believe President Donald Trump and Vice President JD Vance should combat disinformation

Though differences in trust levels for these sources exist, both Republican and Democrats view their responsibility for combatting disinformation similarly, with ~85% feeling that President Donald Trump and Vice President JD Vance should be at least ‘somewhat’ responsible for combatting disinformation.

Democrats are more likely to place greater responsibility on the following sources for combatting disinformation than Republicans:

- Left-leaning news and social media (83% v. 72%)
- Nonprofit and non-governmental organizations (78% v. 67%)
- Authoritarian and non-democratic foreign governments (71% v. 60%)

Base: ALL (n=2000) *Please note: Each item is n~ 1030
IPR4: Rate how well each of the following try to combat
disinformation that appears in the media?
IPR5: How responsible SHOULD each of the following be in
combatting disinformation in the media?

Governmental bodies, the President & Vice President, and news sources are the top sources cited as being responsible for combatting disinformation

Over half of Americans identified 22 groups and individuals that should be “very responsible” for combatting disinformation. The U.S. government (69%, +7 pp since 2023) topped the list of who is “very responsible”, followed closely behind by President Donald Trump and Vice President JD Vance (67%). Additionally, other sources responsible for combatting disinformation (all at 62%) were cable news, U.S. judicial bodies, network TV news, journalists, federal agencies, and U.S. legislative bodies.

TOP 20 SOURCES CONSIDERED VERY RESPONSIBLE FOR COMBATTING DISINFORMATION

INFORMATION SOURCE	% Change Since 2023 (pp change)	INFORMATION SOURCE	% Change Since 2023 (pp change)
U.S. Government	69% (+7 pp)	Former President Joe Biden and Former Vice President Kamala Harris	58% (**pp)
President Donald Trump and Vice President JD Vance	67% (**)	News Aggregator Sites	56% (+7)
Cable News (Fox News, MSNBC, CNN)	62% (+4)	International News Sources	54% (**)
U.S. Judicial Bodies	62% (**)	Radio News (e.g., NPR)	53% (-1)
Network TV News Stations	62% (+6)	Left-leaning News and Social Media Accounts	52% (**)
Journalists	62% (+4)	Social Media Platforms	52% (+4)
Federal Agencies	62% (+4)	Search Engines (e.g., Google, Bing)	52% (+2)
U.S. Legislative Bodies	62% (**)	Right-leaning News and Social Media Accounts	51% (**)
Fact-checking Websites (e.g., Snopes)	59% (+4)	Right-leaning Podcasts	51% (**)
U.S.-based Newspapers	59% (+1)	News-based Podcasts	51% (+2)
Local Broadcast and Local Print/Online News	58% (**)	Corporations and CEOs	51% (**)

% SAYING THIS SOURCE SHOULD BE CONSIDERED VERY RESPONSIBLE FOR COMBATTING DISINFORMATION SPREAD

Base: ALL (n=2000) *Please note: Each item is n~ 1000

IPR4: Rate how well each of the following try to combat disinformation that appears in the media?

IPR5: How responsible SHOULD each of the following be in combatting disinformation in the media?

**Added in 2025



REPORT

COMBATTING THE SPREAD OF DISINFORMATION – How well are sources doing?



Base: ALL (n=2000) *Please note: Each item is n~ 1000
IPR4: Rate how well each of the following try to combat
disinformation that appears in the media?
IPR5: How responsible SHOULD each of the following be in
combatting disinformation in the media?

“People like me,” fact-checking websites, and local broadcast/print/online news are best at combatting disinformation

For the fourth time in a row, “people like me” remains one of the top sources doing well at combatting disinformation in the media (67%, +7 pp since 2023). Similarly, 67% of Americans said they personally are doing at least “somewhat well” in combatting disinformation that appears in the media. Other than fact-checking websites (50%), other top sources combatting disinformation well fell below the 50% mark, including journalists (43%, +2 pp), search engines (43%, +6 pp), and U.S. judicial bodies (43%)*.

There continue to be notable gaps across nearly all sources between Americans’ perceptions of their responsibility to combat disinformation and their actual effectiveness in doing so, highlighting significant opportunities for improvement.

Most Americans do believe that social media platforms and companies play an important role in stopping the spread or eliminating disinformation as 75% believe social media platforms should add warning labels to posts that may contain disinformation* and 75% also say social media companies should proactively remove disinformation from their platforms*.

Fact-check sites and local news are viewed as combatting disinformation well

Source	% Combatting at Least Somewhat Well
Me	67%
People like me	67%
Fact-checking websites (e.g., Snopes,)	50%
Local broadcast and local print/online news	47%
Journalists	43%
Search engines (e.g., Google, Bing)	43%
U.S. Judicial Bodies (e.g., Supreme Court, Federal / State Judges)	43%
President Donald Trump and Vice President JD Vance	42%
Radio News (e.g., NPR)	42%
Federal agencies (e.g., FDA, CDC)	41%
Network TV News Stations (e.g., ABC, CBS, NBC)	41%

**% SAYING THIS
GROUP/INDIVIDUAL
COMBATS DISINFORMATION
AT LEAST “SOMEWHAT WELL”**

Americans remain confident in their ability to combat disinformation as 67% said they or “people like them” do so at least “somewhat well.” More than 50% of Americans feel that the following groups/individuals were doing “not too well” or “not at all well” in combatting disinformation that appears in the media: authoritarian and non-democratic foreign governments (62%), social media platforms (60%), corporations and CEOs (59%), the U.S. government (55%), the general public (53%), Former President Joe Biden and former Vice President Kamala Harris (53%), U.S. legislative bodies (53%), PR and marketing professionals (52%), and cable news (51%).

Not surprisingly, political party affiliation continued to play an important role, with Republicans (72%) being more likely than Democrats (18%) to agree that President Donald Trump and Vice President JD Vance were doing at least “somewhat well” at combatting disinformation. Conversely, 59% of Democrats agreed that Former President Joe Biden and Former Vice President Kamala Harris were doing at least “somewhat well” at combatting disinformation, whereas only 16% of Republicans agreed.

Base: ALL (n=2000) *Please note: Each item is n~ 1000

IPR4: Rate how well each of the following try to combat disinformation that appears in the media?

IPR5: How responsible SHOULD each of the following be in combatting disinformation in the media?

A notable gap exists between who should combat disinformation and how well they are doing it

Americans continue to believe politicians and government agencies are most responsible for combatting disinformation, yet both receive low ratings for their efforts. Local broadcast and print/online news are seen as having significant responsibility, with the smallest gap between perceived responsibility and their effectiveness in addressing disinformation.

INFORMATION SOURCE	% Very responsible for combatting	% Combatting at Least Somewhat Well	Difference in Percentage Points (pp)
U.S. Government	69%	33%	36 pp
President Donald Trump and Vice President JD Vance	67%	42%	25 pp
Federal Agencies	62%	41%	21 pp
Cable News (Fox News, MSNBC, CNN)	62%	37%	25 pp
Journalists	62%	43%	19 pp
U.S. Legislative Bodies (e.g., House of Representatives, Senate)	62%	32%	30 pp
Network TV News Stations (e.g., ABC, CBS)	62%	41%	21 pp
U.S. Judicial Bodies (e.g., The Supreme Court, Federal and State Judges)	62%	43%	19 pp
U.S.-based Newspapers (e.g., WSJ, NYT)	59%	38%	21 pp
Fact-checking Websites (e.g., Snopes)	59%	50%	9 pp
Local Broadcast and Local Print/Online News	58%	47%	11 pp
Former President Joe Biden and Former Vice President Kamala Harris	58%	35%	23 pp
News Aggregator Sites (e.g., Apple News, Google News)	56%	39%	17 pp

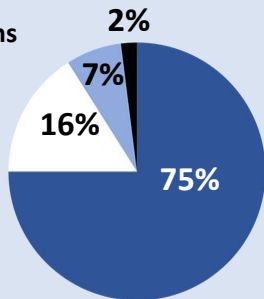
Base: ALL (n=2000)

IPR4: Rate how well each of the following try to combat disinformation that appears in the media?

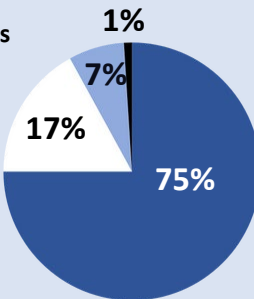
IPR5: How responsible SHOULD each of the following be in combatting disinformation in the media?

Most Americans broadly support warning labels, government regulation, and education to combat disinformation

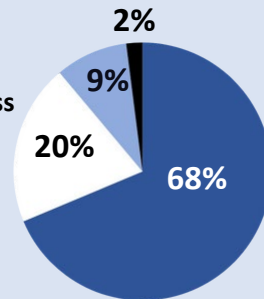
Social media platforms should add warning labels to posts that contain disinformation



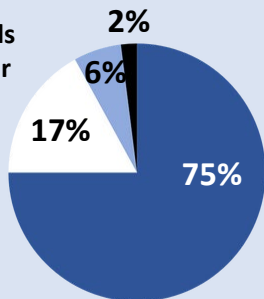
Social media companies should proactively remove disinformation from their platforms



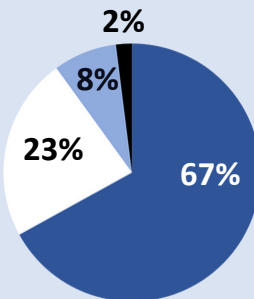
The government should implement regulations to address disinformation



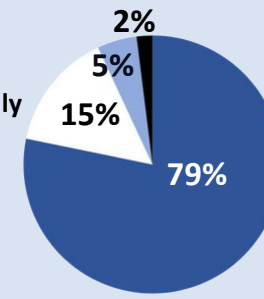
Companies and brands should take a stronger role in combatting disinformation



Individuals or organizations that spread disinformation should face legal or financial penalties



Schools should teach students how to recognize and critically evaluate disinformation



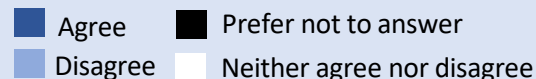
Note: - Due to rounding, percentages may not always appear to add up to 100%.

- All questions added in 2025

*

Base: ALL (n=2000)

IPR13: How much do you agree or disagree with the following statements:



REPORT

PREVALENCE OF DISINFORMATION



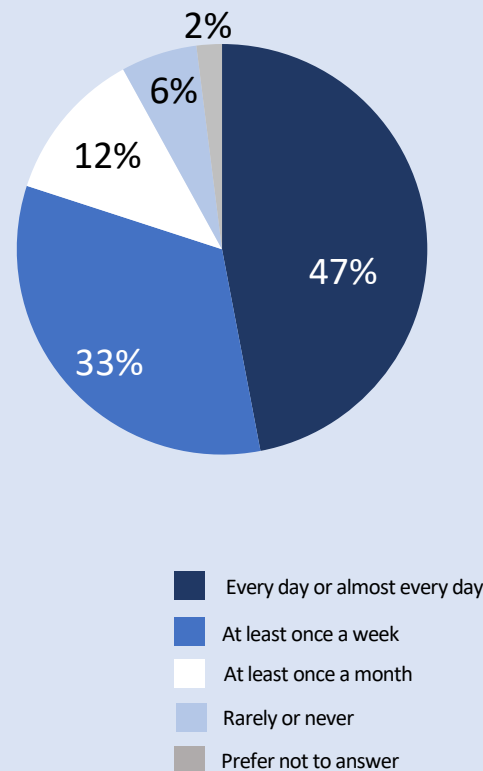
Base: ALL (n=2000)

IPR6: How often, if ever, do you come across news or information that you believe misrepresents reality or is false?

People say they are encountering disinformation more often.

Nearly 5-in-10 see disinformation almost every day. Over two-thirds of respondents (80%, +8 pp) reported coming across false news or information at least once a week, with 47% (+7 pp since 2023) saying they see false news almost every day.

*How often, if ever, do you come across news or information that you believe misrepresents reality or is false?**

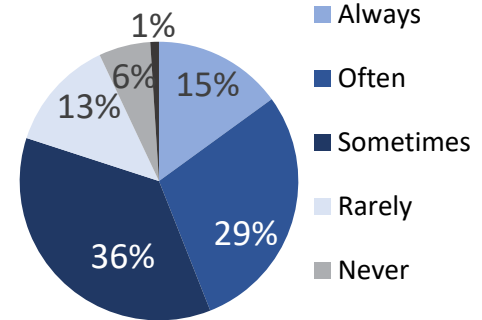


* Due to rounding, percentages may not always appear to add up to 100%.

Nearly half visit other sites to verify credibility of sources

44% reported that they “often” or “always” visit other websites to verify the accuracy of the information they read, 36% “sometimes” check other sources, while 19% (-1 pp since 2023) “rarely” or “never” consult alternative sources.

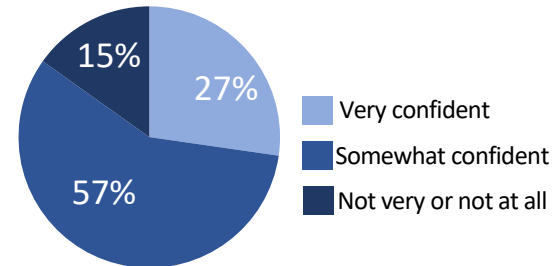
*How often, if ever, do you go to other websites or media sources to check whether the news or information you are reading is true and accurate?**



Americans continue to trust their ability in identifying disinformation

Confidence among Americans to recognize news or information that misrepresents reality or is false remains high. 84% (+6 pp) report that they are confident in their ability to recognize false news (27% saying “very confident” and 57% saying “somewhat confident”). 15% percent said they are “not very” or “not at all” confident.

*How confident are you, if at all, in your ability to recognize news or information that misrepresents reality or is false?**



Base: ALL (n=2000)

IPR7: How confident are you, if at all, in your ability to recognize news or information that misrepresents reality or is false?

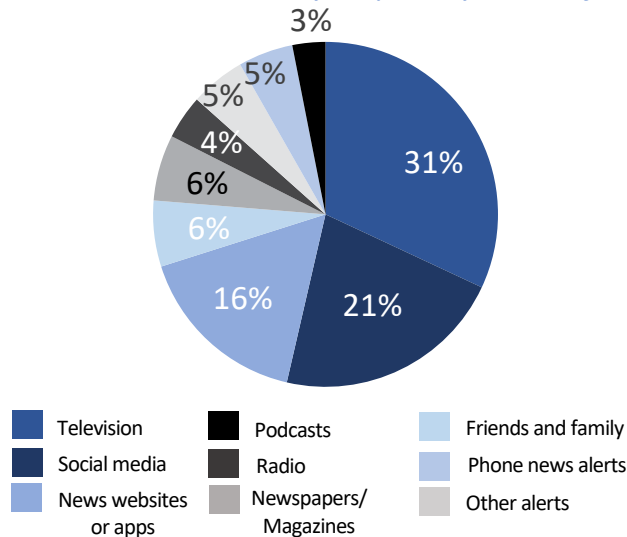
IPR8: How often, if ever, do you go to other websites or media sources to check whether the news or information you are reading is true and accurate?

* Due to rounding, percentages may not always appear to add up to 100%.

Television is the top news source

Television (31%, +2 pp since 2023), social media (21%, +3 pp), and news websites/apps (16%, -2 pp) remain the top three sources where Americans primarily get their news.

In the past week, what has been your primary source of news?



Base: ALL (n=2000)

IPR10: In the past week, what has been your PRIMARY source of news?

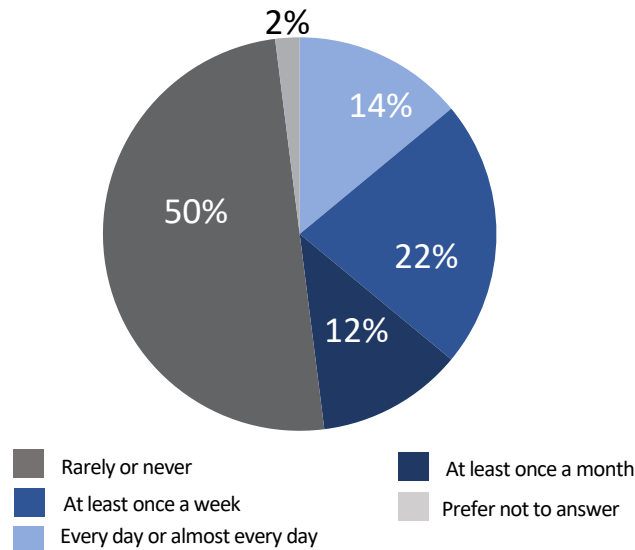
IPR11: How often, if ever, do you share news and other public information with others on your social networks?

*Note: Due to rounding, percentages may not always appear to add up to 100%.

More than a third share on social at least once a week

36% (+3 pp) share news or information on their social media at least once a week. Half (50%, - 3 pp) claim they “rarely” or “never” share news on social media, with 14% (+1 pp) saying they share news and public information on their social media “Every day or almost every day”.

How often, if ever, do you share news and other public information with others on your social networks?

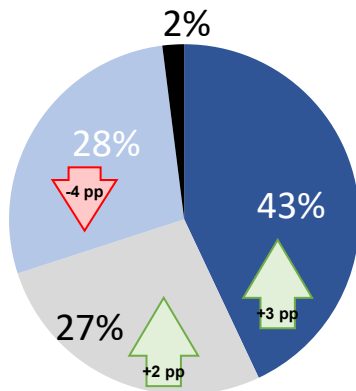


Half of Americans say disinformation makes them anxious or stressed

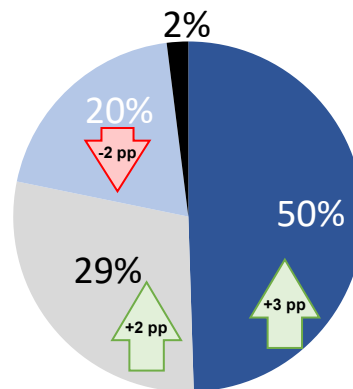
Over 40% of Americans agree that they "avoid watching or listening to the news because of the amount of disinformation" (+3 pp since 2023). 50% said that "encountering disinformation makes me feel anxious or stressed" (+3 pp).

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

I avoid watching, reading, or listening to the news because of the amount of disinformation.



Encountering disinformation makes me feel anxious or stressed.



- Agree
- Disagree
- Neither agree nor disagree
- Prefer not to answer

* Due to rounding, percentages may not always appear to add up to 100%.

Base: ALL (n=2000)

IPR13: How much do you agree or disagree with the following statements?

CONCLUSION

This year's study reveals a stark reality: concern about misinformation and disinformation is not only widespread but intensifying, reaching levels not seen since 2021. Americans across the political spectrum view disinformation as a serious societal threat that fuels polarization and division, infringes on rights, and undermines trust in core institutions.

At the same time, confidence in recognizing falsehoods remains high, even as trusted sources shift inward toward personal networks. Yet despite broad agreement that disinformation is a major issue, there is a persistent gap between who Americans believe should take responsibility and who is actually taking effective action. The institutions most blamed—governments, platforms, political leaders, and the media—are also the ones perceived to be failing to respond adequately.

If there is one clear takeaway: combatting disinformation cannot be outsourced and Americans expect politicians, platforms, and institutions to do more. It requires collective responsibility and meaningful action across sectors, across political divides, and across communities.

For more studies and information about disinformation, visit the following IPR Resources:

[IPR Disinformation Awareness Month in April](#)

[IPR Disinformation Resource Library](#)

[IPR Behavioral Insights Research Center](#)

[IPR Signature Studies](#)

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