



State of the Facts 2020: COVID-19

Key Findings

State of the Facts Poll 2020: COVID-19

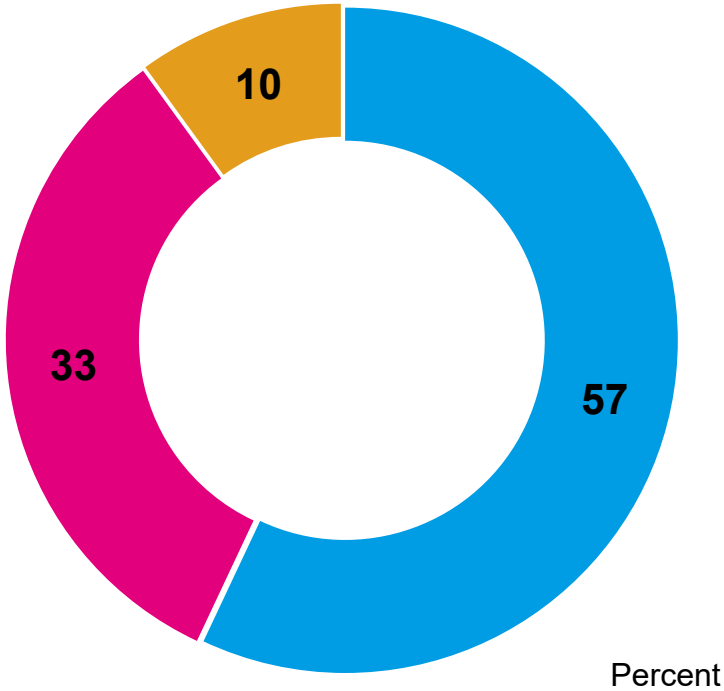
- People are highly engaged in COVID, with 57% paying attention very closely or extremely and another 33% somewhat closely.
- However, they are having mixed results finding reliable information. 30% say it is difficult to find factual information on COVID and 37% say it has gotten harder since the beginning of the pandemic.
- Americans are split on how easy it is to know if information about COVID is true or not. Information about treatments and schools reopening is the hardest to come by.
- People are hearing information from places they don't trust, and they rarely consult the most trusted sources. The media is the top source of COVID information (46% get information at least once a day), but only 18% place high trust in COVID info from them.
- Meanwhile, the most trusted sources—people's doctors and federal health officials—are consulted daily by only 5% and 21% of the population, respectively.

Are Americans Paying Attention to COVID-19?



More than half of Americans are closely paying attention to information about COVID-19.

How closely do you pay attention to information about COVID-19?



■ Extremely/Very closely ■ Somewhat closely ■ Not too/Not closely at all

Next, how closely do you pay attention to information about each of the following topics? [COVID-19]

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.

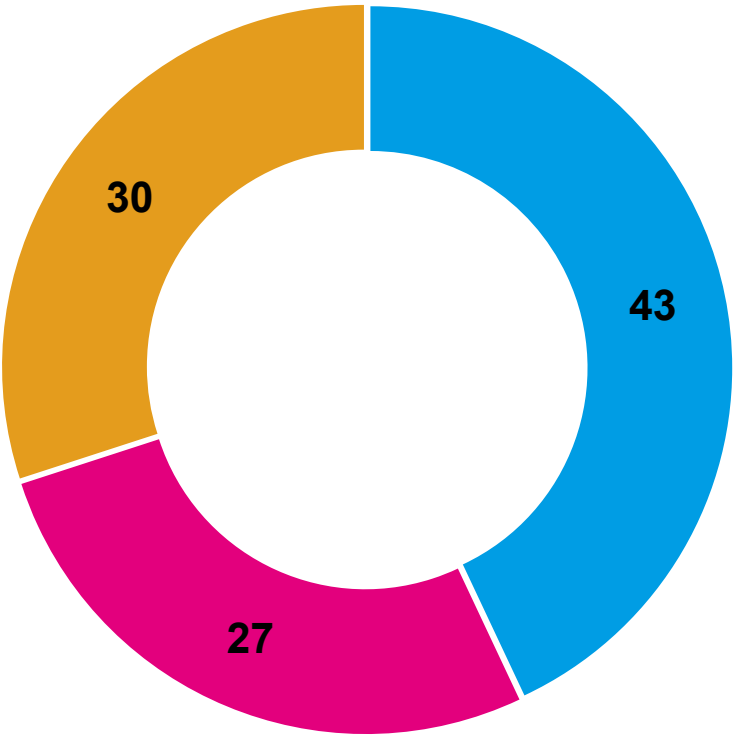


How Easy Is It to Find Information on COVID-19?



About a third of Americans say finding information about COVID-19 is difficult.

How easy or difficult is it to find information on COVID-19?



■ Very/Somewhat easy ■ Neither easy nor difficult ■ Somewhat/Very difficult

Percent

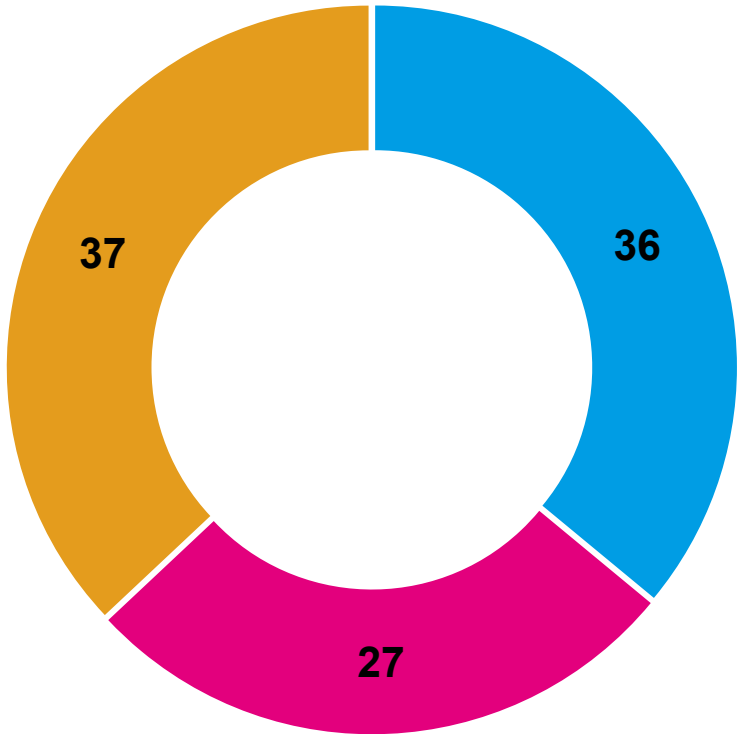
How easy or difficult is it for you to... [Find factual information about COVID-19]

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Americans are split on whether information is getting easier or more difficult to find since the start of COVID-19.

Since the start of the COVID-19 outbreak, has factual information become easier or more difficult to find?



■ Easier to find ■ Neither easier nor more difficult ■ More difficult to find

Percent

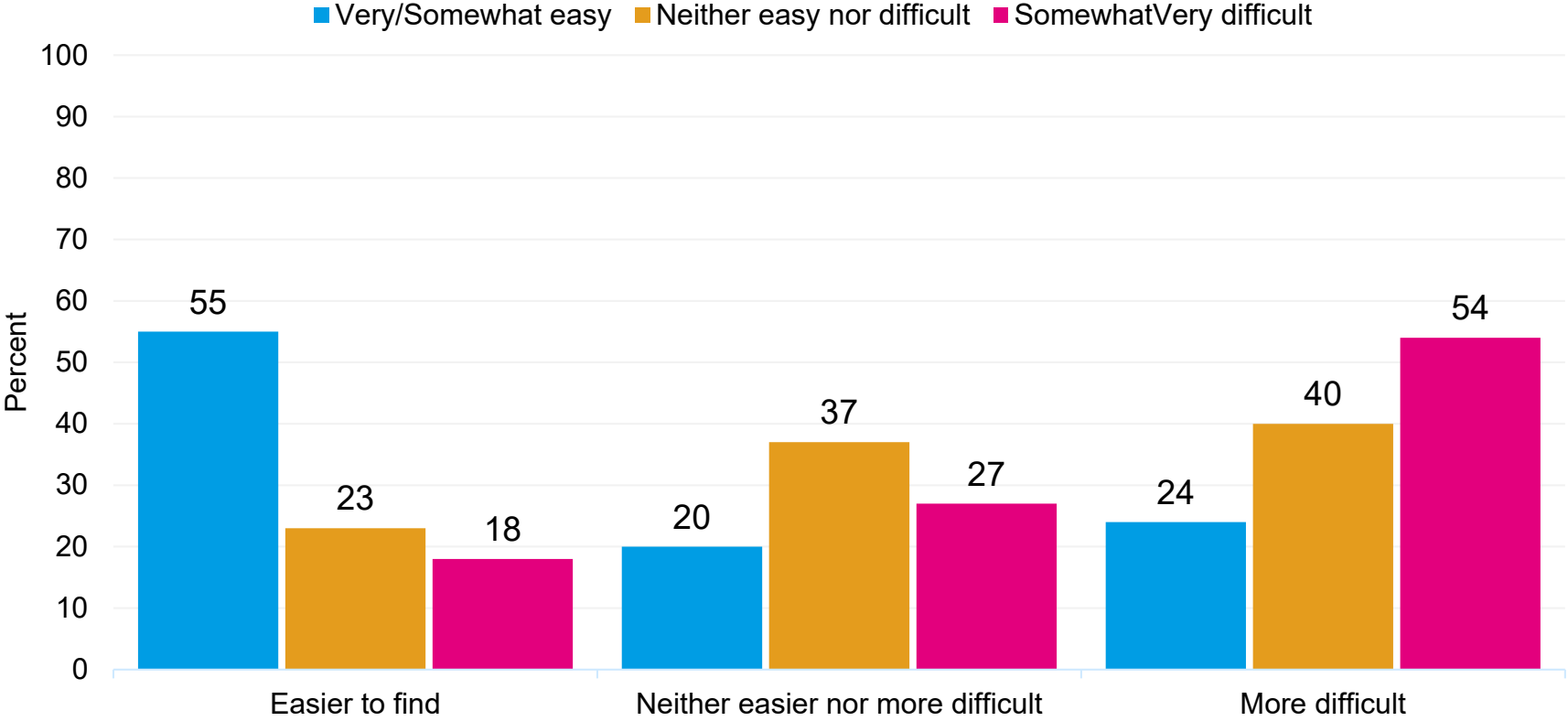
Since the start of the COVID-19 outbreak, do you think factual information about COVID-19 has become...

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Those who say finding factual information on COVID-19 is easy say it has gotten easier, but those who say it is hard feel more in the dark than before.

Since the start of the COVID-19 outbreak, has factual information become easier or more difficult to find?



Since the start of the COVID-19 outbreak, do you think factual information about COVID-19 has become... / How easy or difficult is it for you to... [Find factual information about COVID-19]

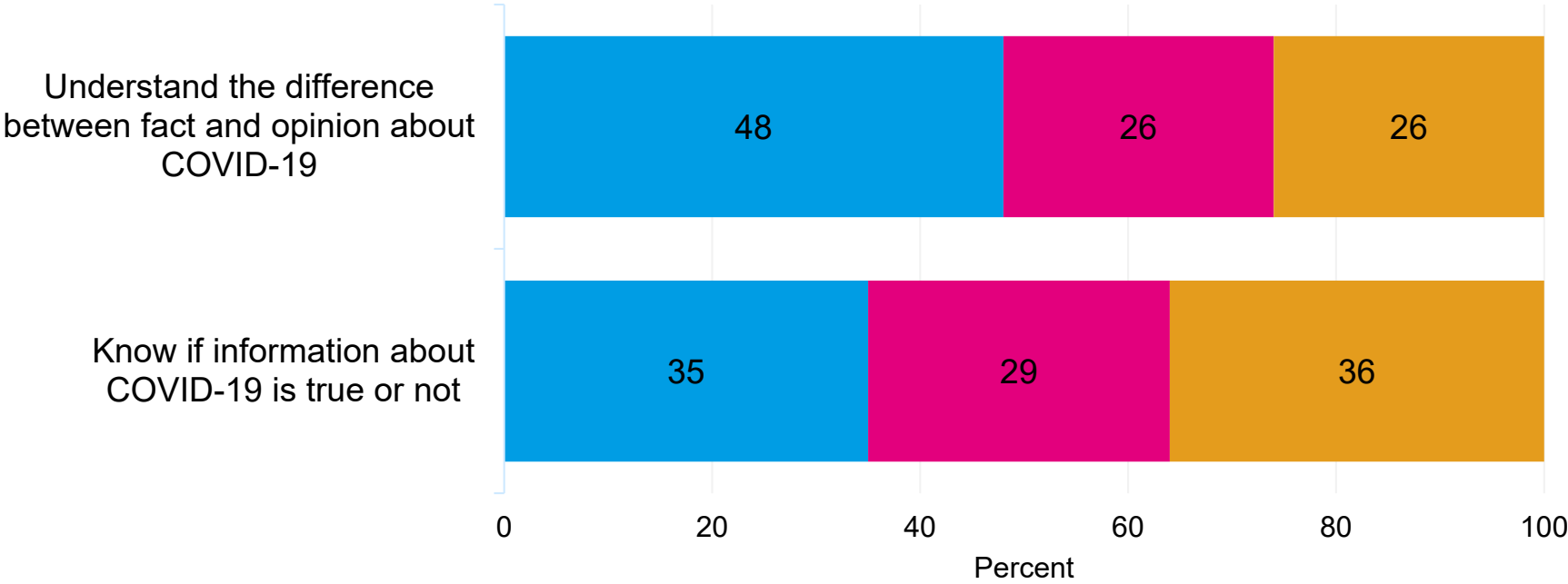
Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Americans are split on how easy it is to figure out if information about COVID-19 is true or not.

How difficult is it to do each?

■ Very/Somewhat easy ■ Neither easy nor difficult ■ Somewhat/Very difficult



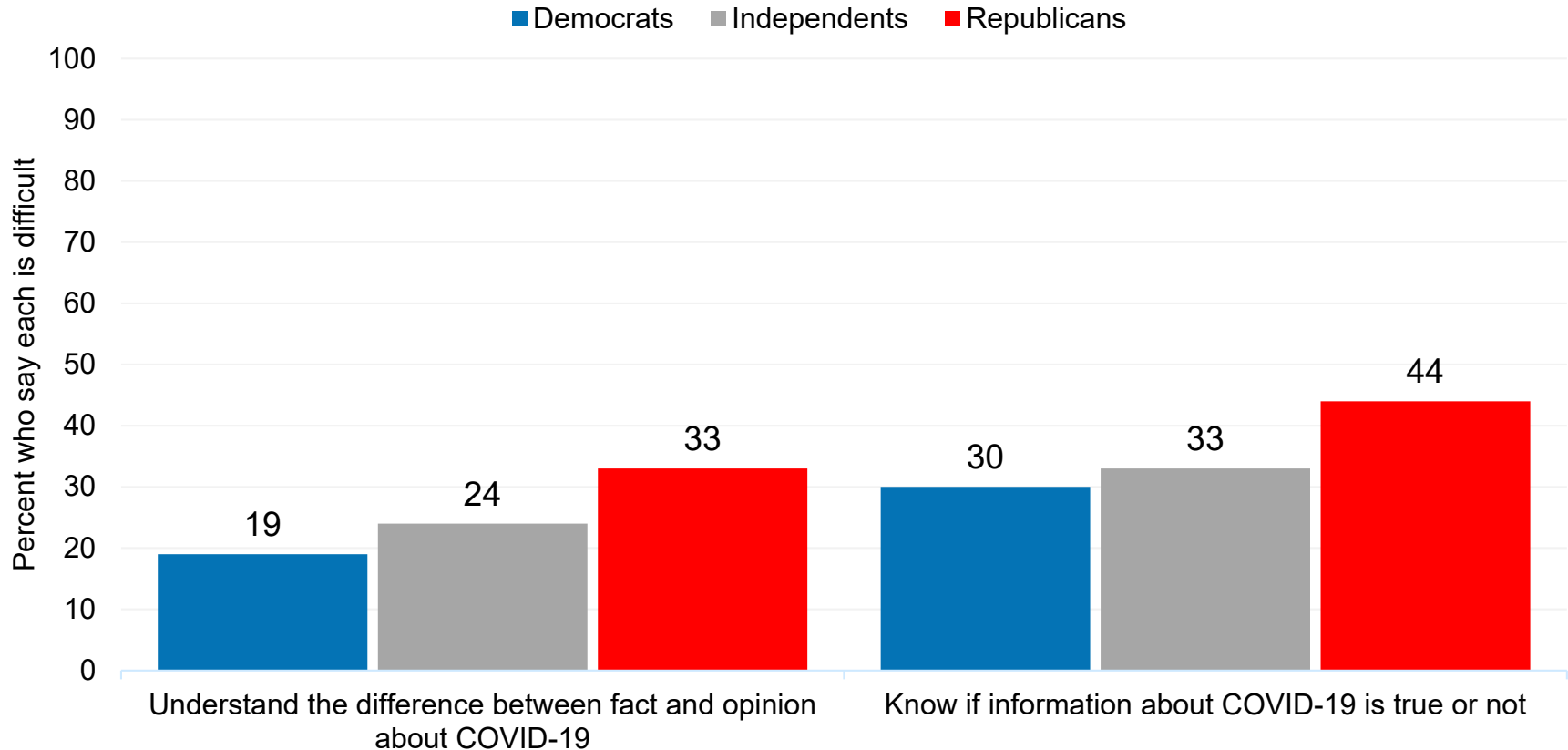
How easy or difficult is it for you to...

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Republicans are more likely to say figuring out if information about COVID-19 is true or not is difficult.

How difficult is it to do each?



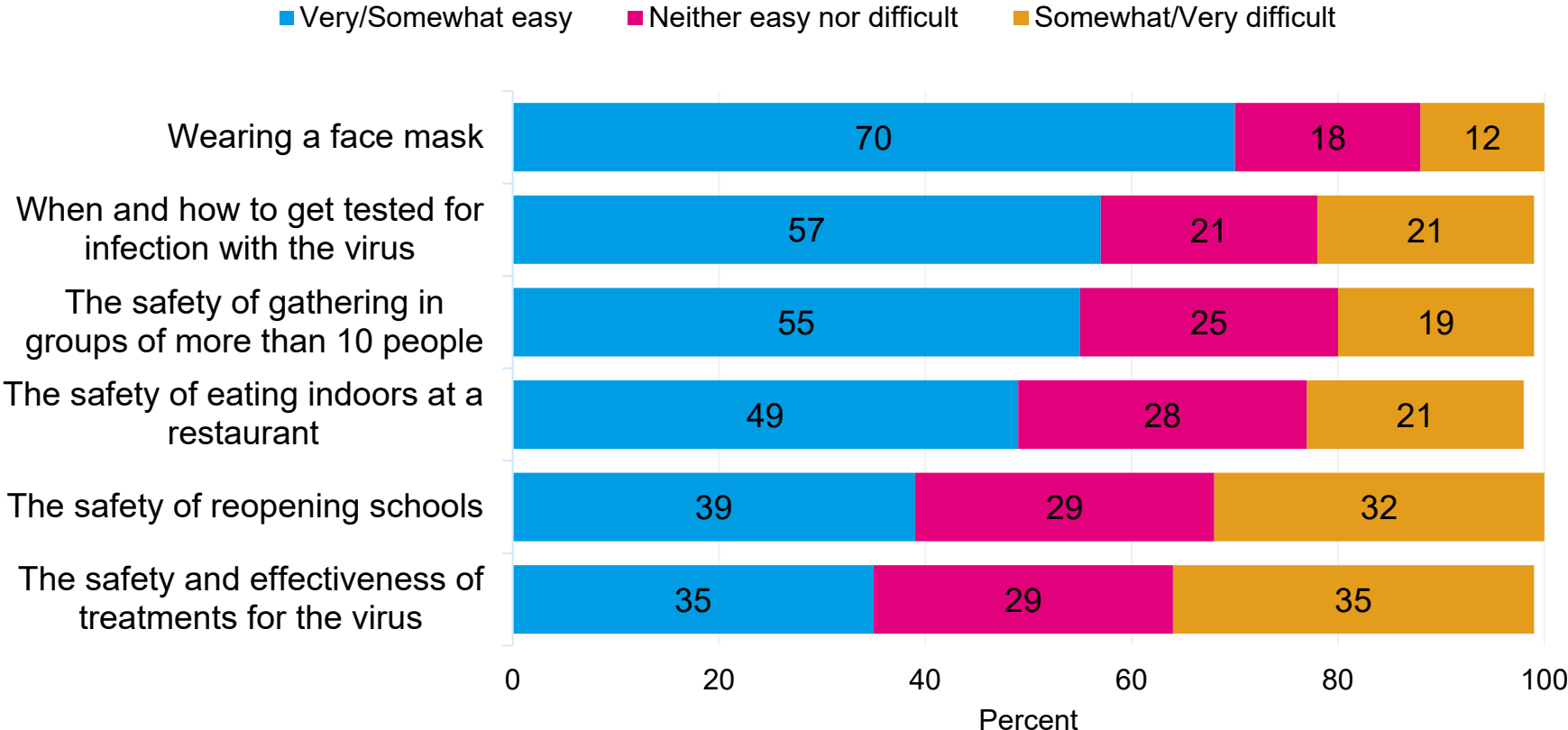
How easy or difficult is it for you to...

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Americans think it easier to find information on wearing a mask and getting tested for infection than the safety of treatment and reopening schools.

How easy or difficult is it to find information to make each decision?



When it comes to making decisions about the following issues related to COVID-19, how easy or difficult is it for you to find the information you need?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.

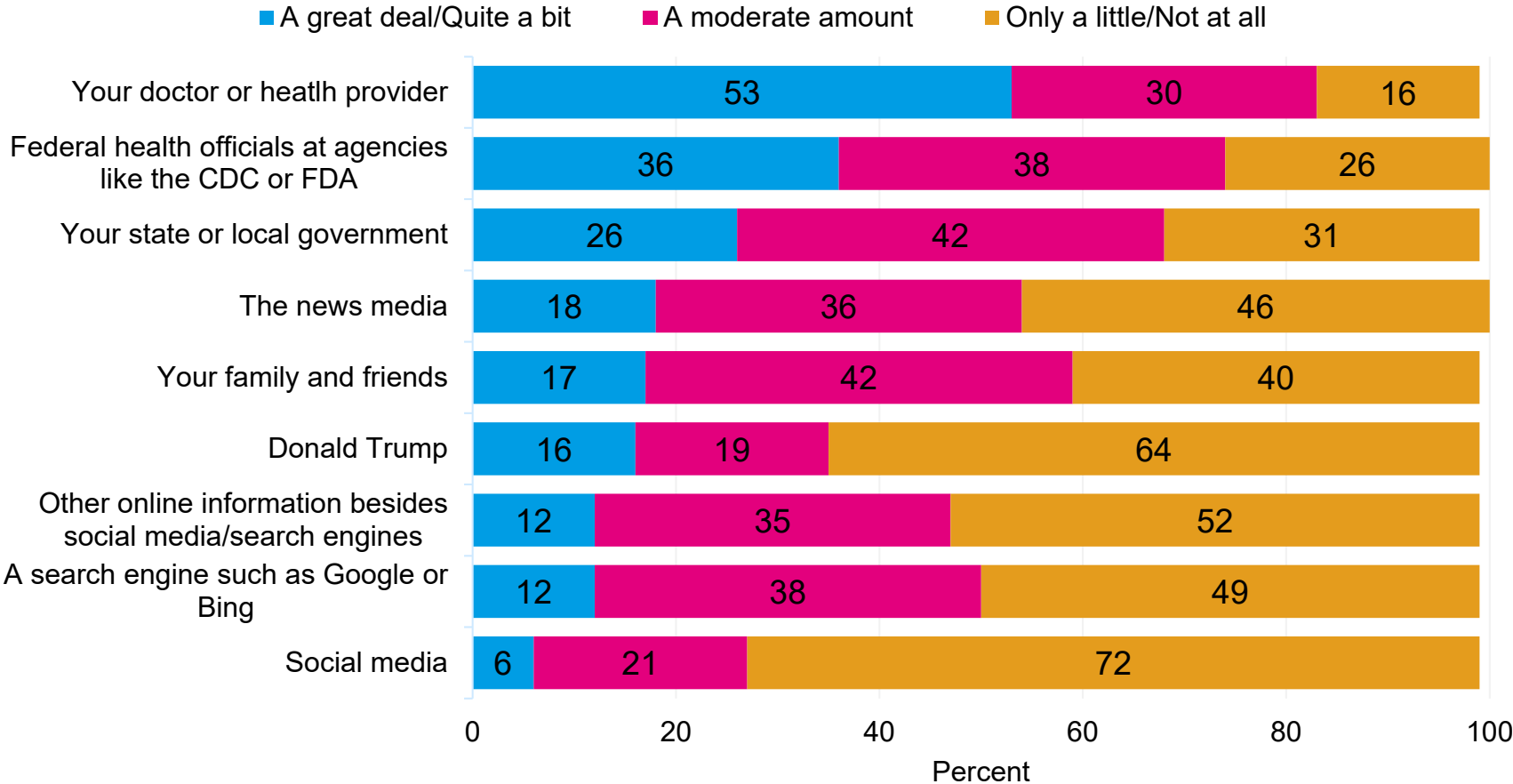


How Much Do Americans Trust Information on COVID-19?



While more than half of Americans get daily information on COVID-19 from the news media, less than 2 in 10 trust it.

How much do you trust information about COVID-19 from each of these sources?



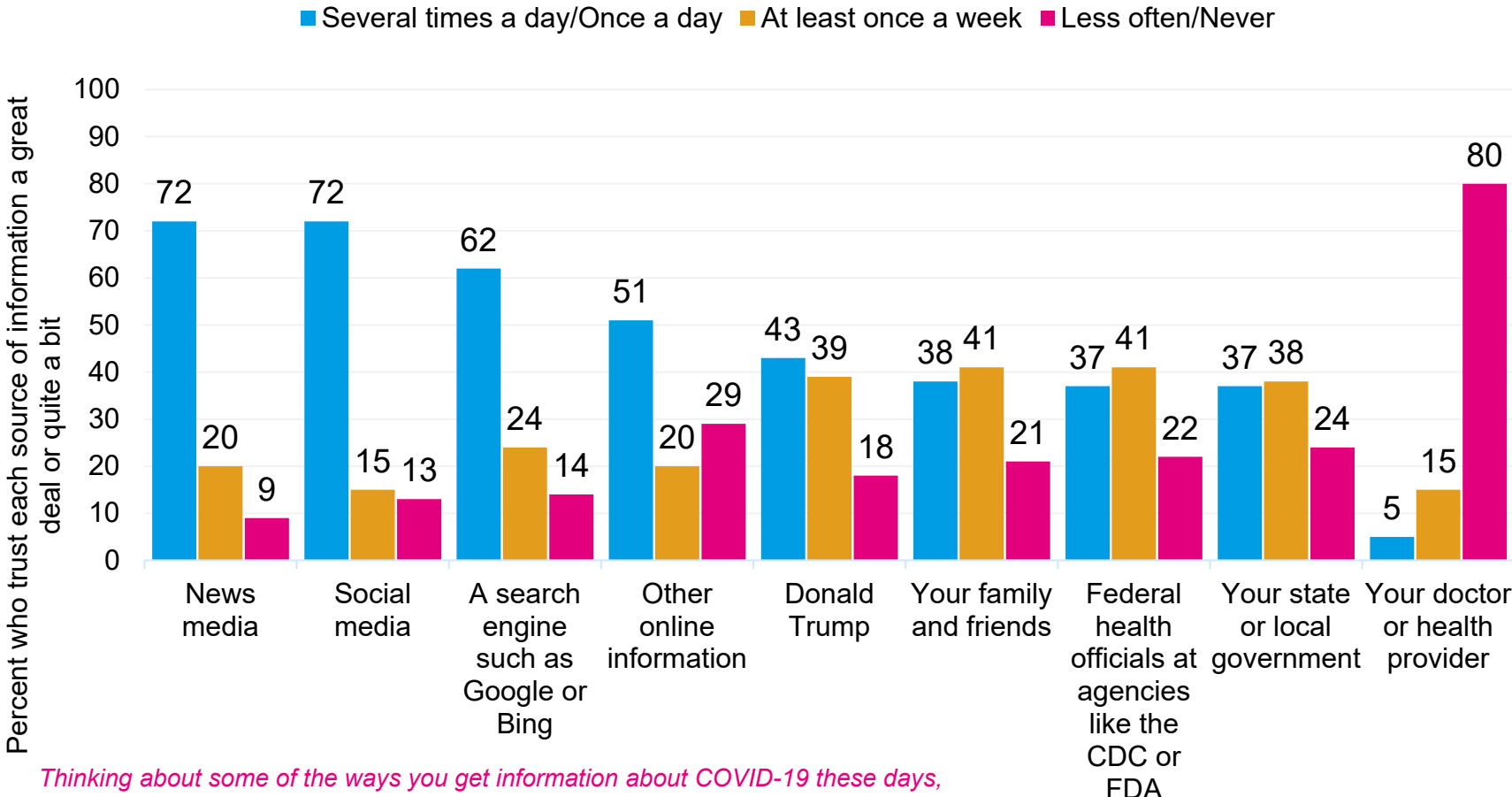
Regardless of how often you get information from these sources, how much do you trust information from them about COVID-19?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Most Americans who trust news media, social media, and search engines about information on COVID-19 get information from those sources daily.

How often do you get information about COVID-19 from...



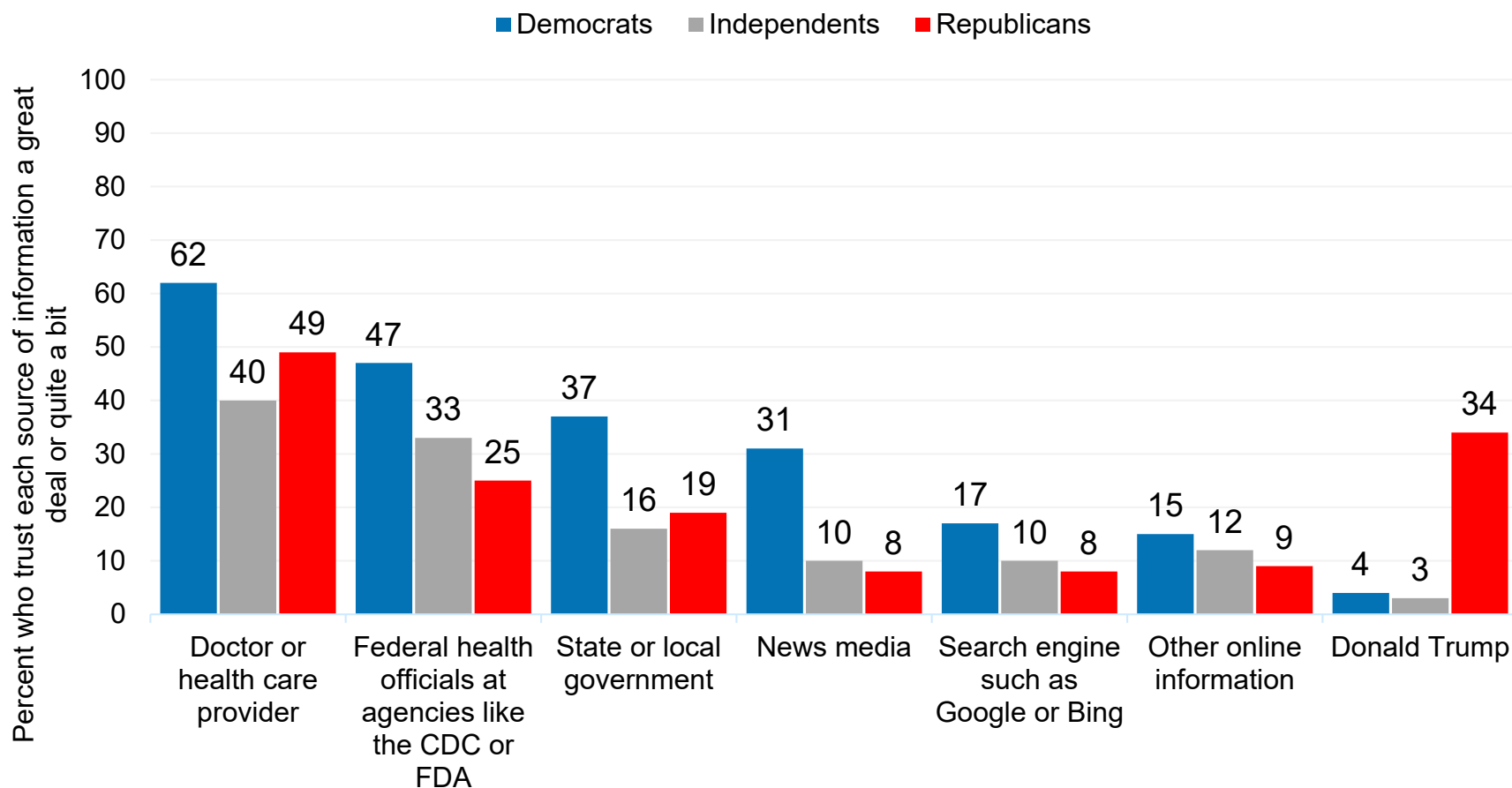
Thinking about some of the ways you get information about COVID-19 these days, how often, if at all, do you get information from... / Regardless of how often you get information from these sources, how much do you trust information from them about COVID-19?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



There is a sharp partisan divide on what sources to trust for COVID-19 information.

How much do you trust information about COVID-19 from each of these sources?



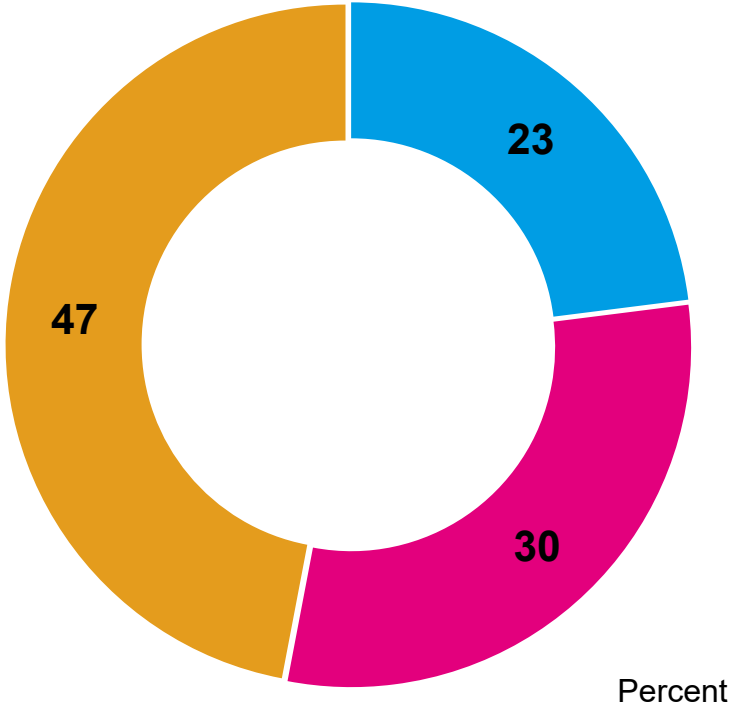
Regardless of how often you get information from these sources, how much do you trust information from them about COVID-19?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Nearly half of Americans have low trust in information about COVID-19 from the federal government.

How much do you trust information from the federal government about COVID-19?



■ A great deal/Quite a bit ■ A moderate amount ■ Only a little/Not at all

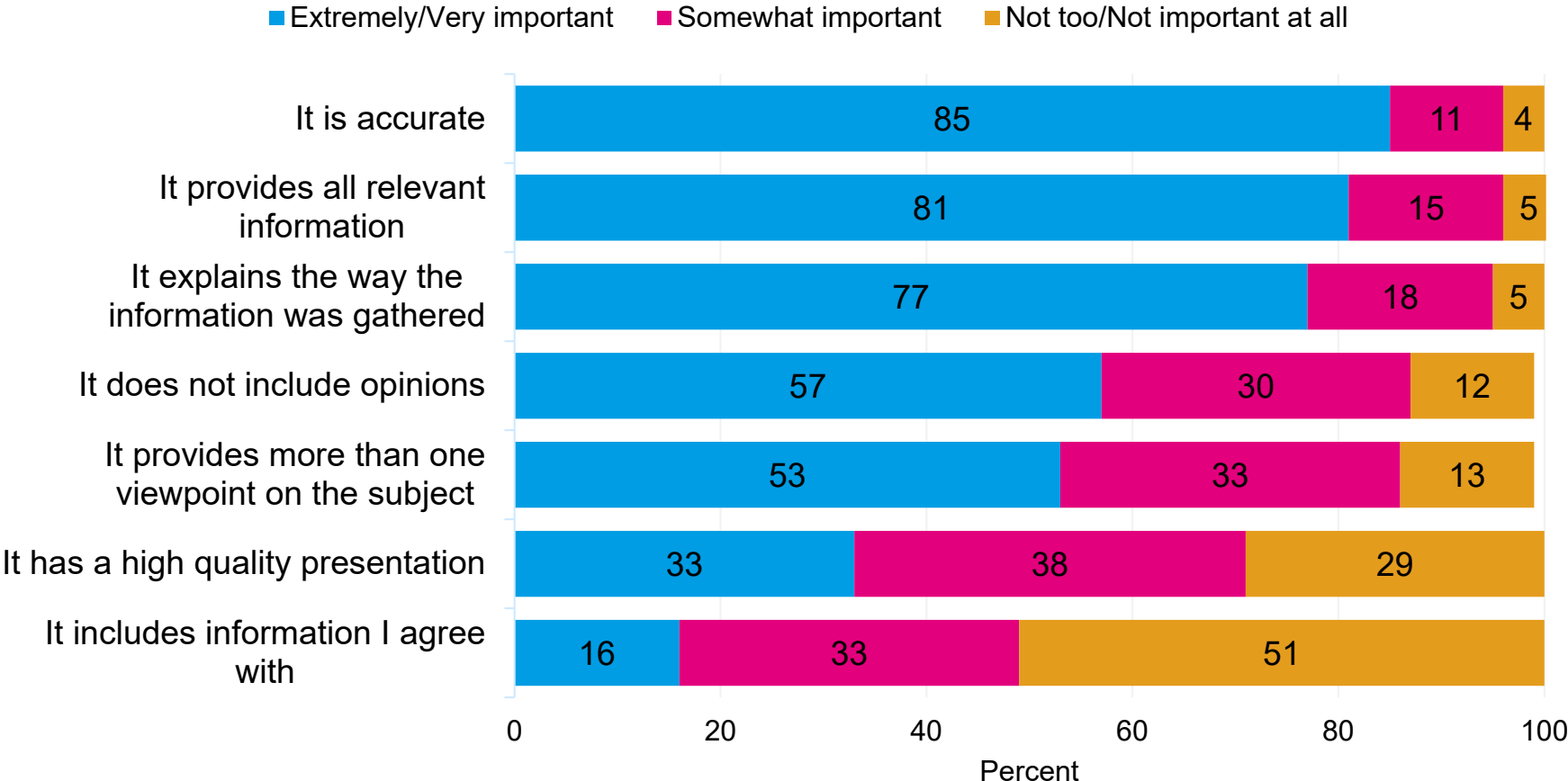
How much do you trust information from the federal government about the following topics? [COVID-19]

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Accuracy, full information, and an explanation of how the information was gathered are the factors most often associated with trustworthy sources.

How important is each factor to how trustworthy COVID-19 information is?



Thinking about the sources you consider trustworthy when it comes to information about COVID-19, how important is each of the following factors?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.

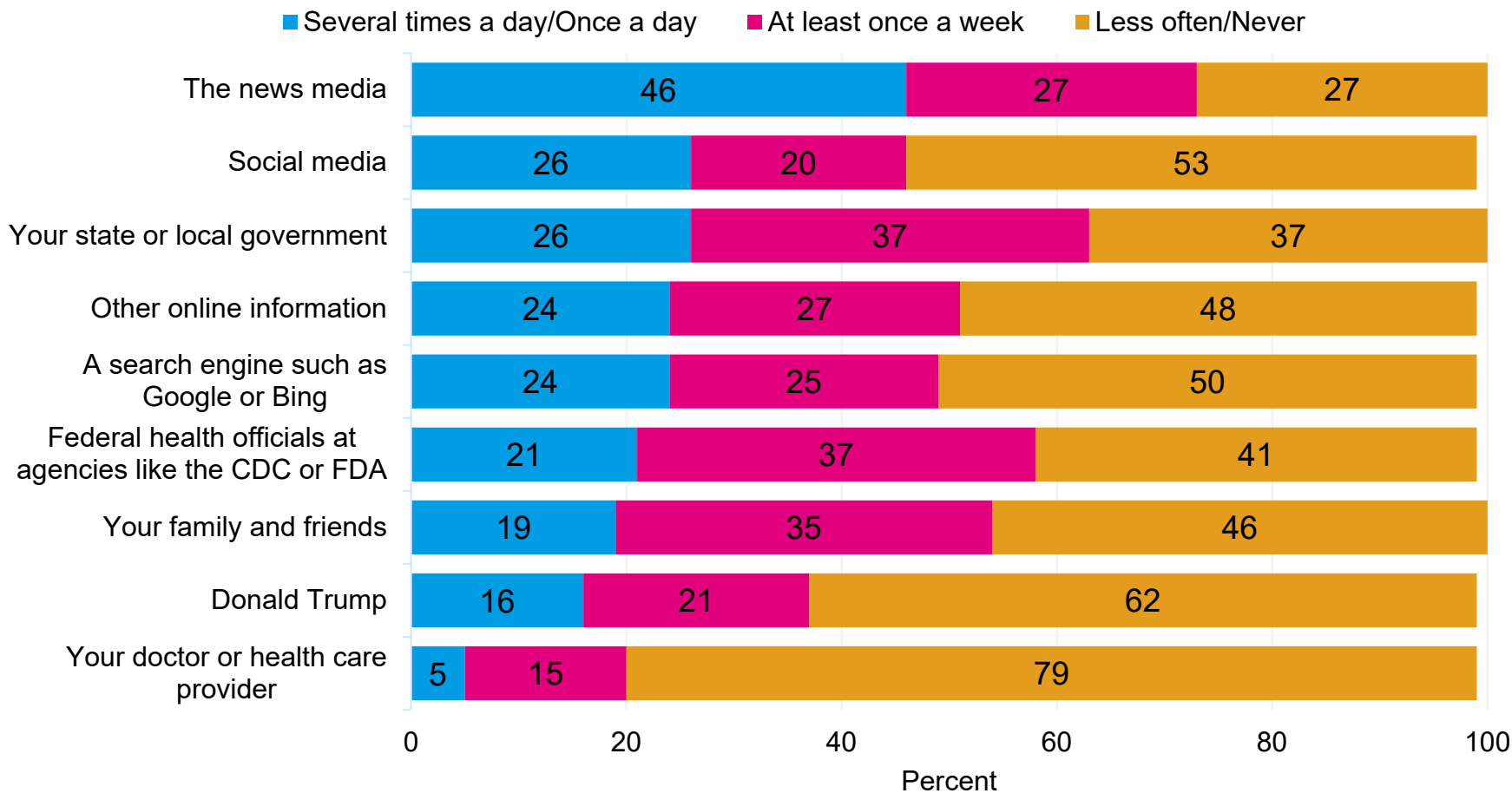


Where Are Americans Finding Information on COVID-19?



The news media is the most frequently used source of COVID-19 information.

How often do you get information about COVID-19 from...



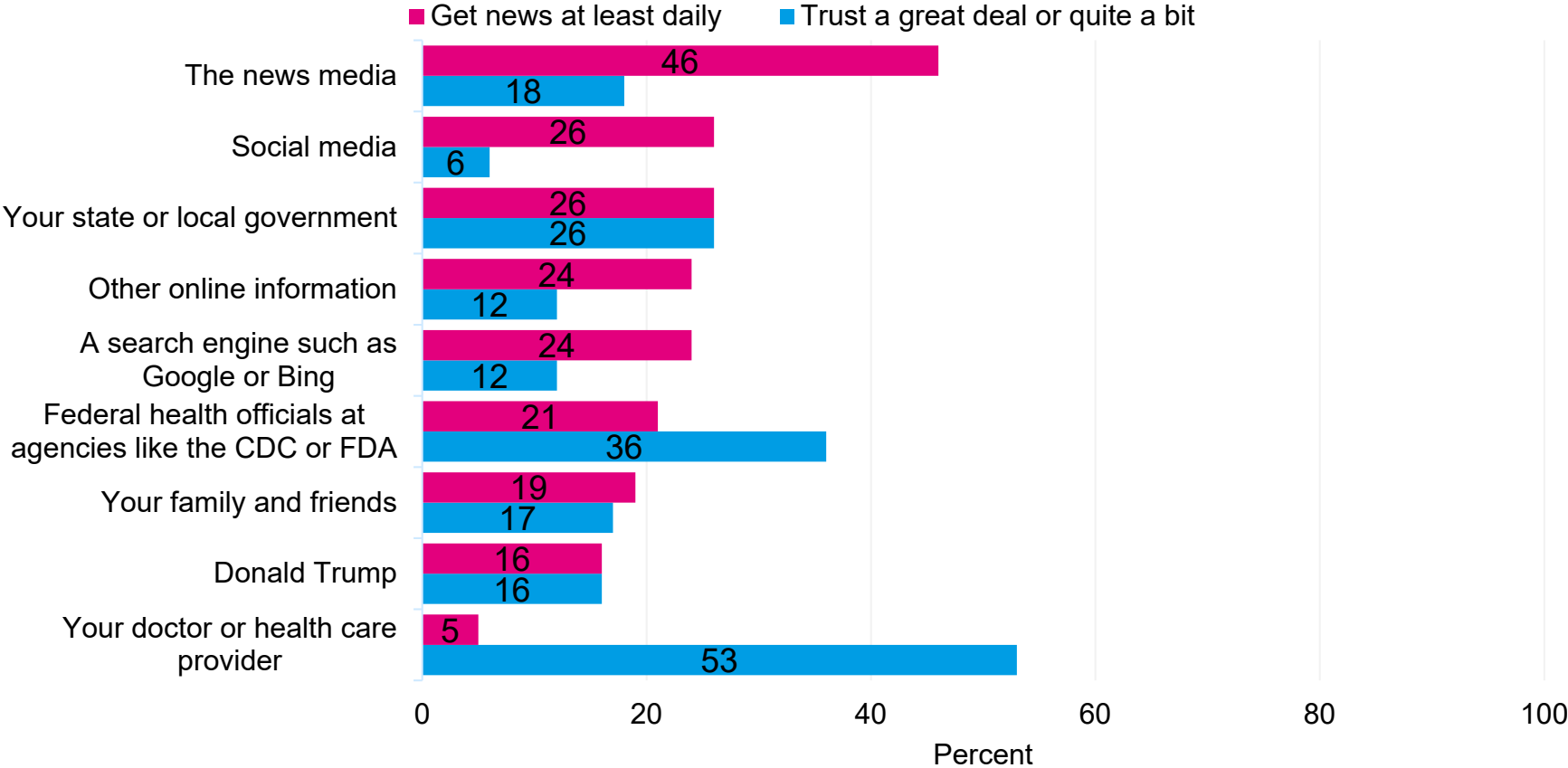
Thinking about some of the ways you get information about COVID-19 these days, how often, if at all, do you get information from...

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Americans aren't necessarily getting information most often from the sources they trust the most.

How often Americans get information about COVID-19 from each source compared to how much they trust the information that source.



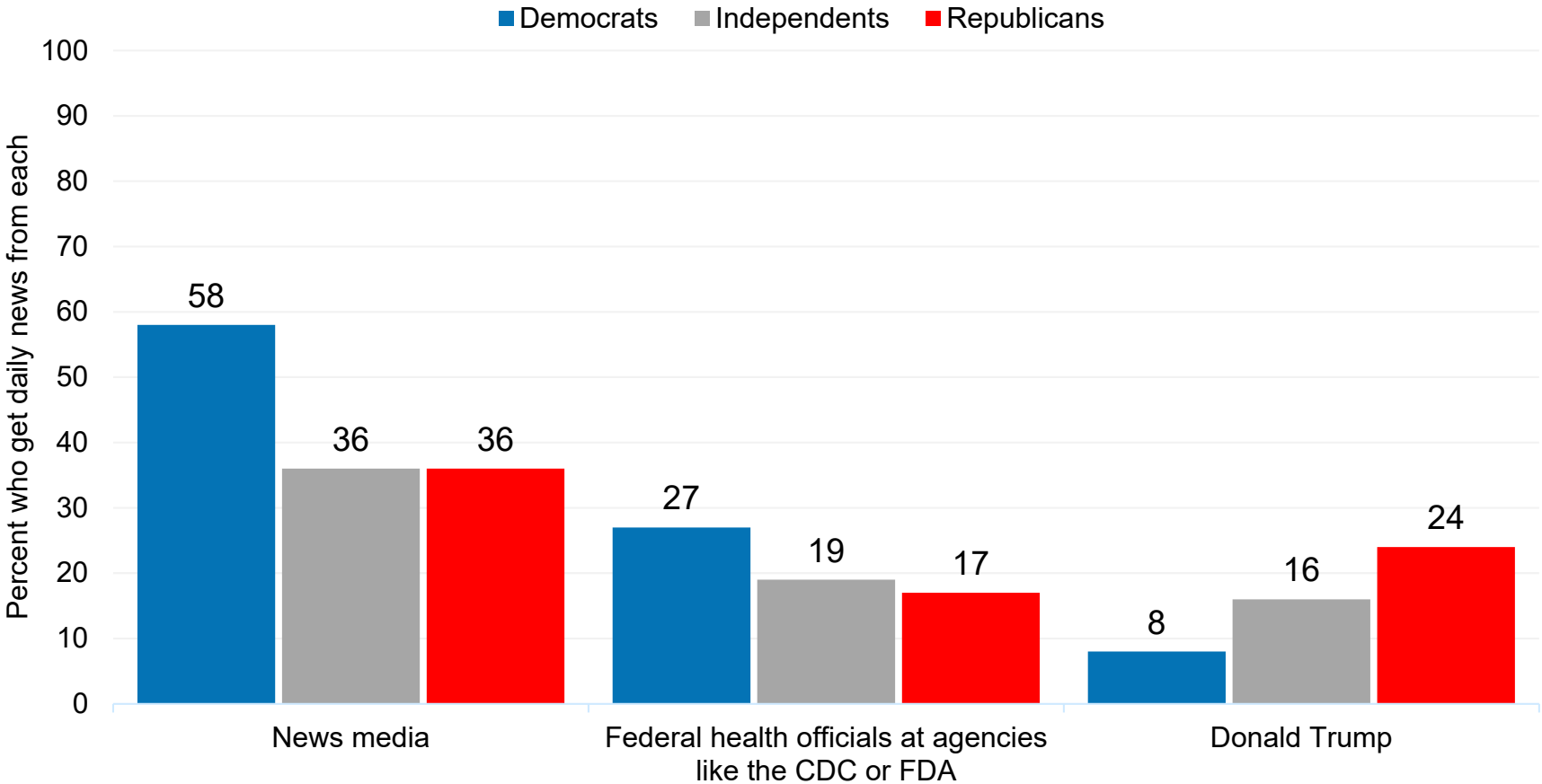
Thinking about some of the ways you get information about COVID-19 these days, how often, if at all, do you get information from... / Regardless of how often you get information from these sources, how much do you trust information from them about COVID-19?

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



Democrats get information on COVID-19 from the media and federal health officials more often than Republicans, Republicans get it more often from Donald Trump.

How often do you get information about COVID-19 from...



Thinking about some of the ways you get information about COVID-19 these days, how often, if at all, do you get information from...

Source: AP-NORC/USAFacts poll conducted September 15-25, 2020, with 1,043 adults.



State of the Facts Poll 2020

- Poll conducted by The AP-NORC Center for Public Affairs Research and funded by USAFacts
- Nationwide poll of 1,043 adults conducted September 15-25 using the AmeriSpeak Panel[®]
 - AmeriSpeak is NORC's probability-based panel designed to be representative of all U.S. households.
 - 966 via the web and 77 via telephone
 - Interviews conducted in English and Spanish
- Margin of error +/- 4.1 percentage points
- AAPOR Response Rate 3 of 5.4%
- Complete topline and methodology available at www.apnorc.org.