

navigator*

Tuesday, March 7th

Misinformation: A Guide for Advocates



Key Takeaways:

- Nine in ten Americans say they are “worried” about misinformation, and nearly four in five say they encounter it often.
- Americans are most likely to say they encounter misinformation from social media outlets like Facebook and on Fox News, and most worry about misinformation on climate change, crime, and issues of gender and sexuality.
- Americans are split on which party spreads misinformation more often, though a narrow plurality trust Biden and Democrats more than Republicans on stopping the spread of it.

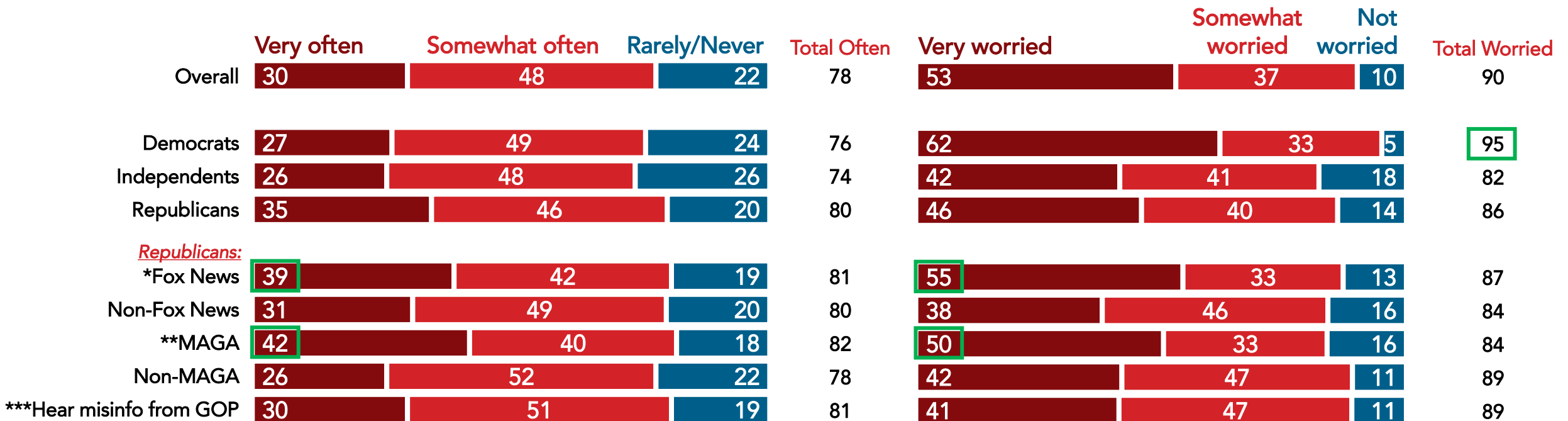
Americans Are Worried About Misinformation and Say They Encounter It Often

Nearly all Democrats are worried about misinformation (95%), as are more than four in five independents (82%) and Republicans (86%).

- Republicans who watch Fox News* and those who identify as supporters of the MAGA movement** are most likely to say they are “very worried” (55% and 50%, respectively) and claim they encounter misinformation “very often” (39% and 42%).

How often would you say you encounter misinformation?

Some have defined "misinformation" as false or inaccurate information, especially that which is deliberately intended to deceive those who read or hear it. Knowing this, how worried are you about misinformation?



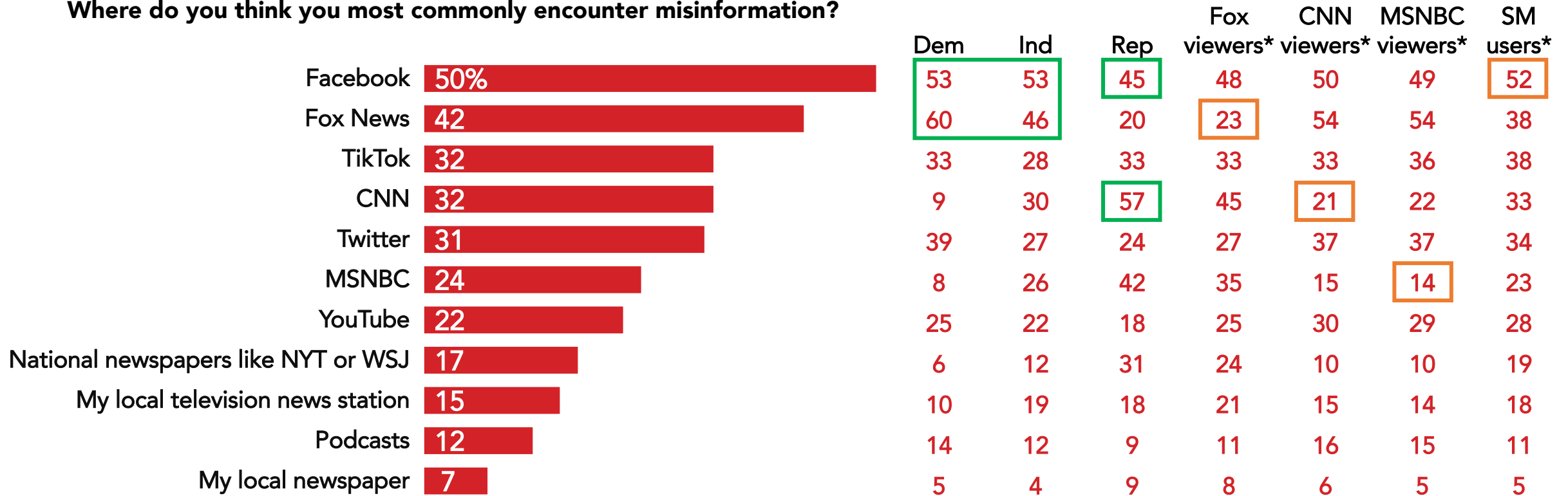
*"Fox News Republicans" are self-identified Republicans who report watching Fox News at least a few times a month. **"MAGA Republicans" are self-identified Republicans who consider themselves supporters of the MAGA movement. ***"Republicans hearing misinfo from GOP" are self-identified Republicans who report that they "hear misinformation from Republicans" or "both parties share misinformation equally" on a separate question. Nationwide survey of 1,000 registered voters conducted February 23-February 27, 2023. For more info, visit navigatorresearch.org.

Personal Consumption Habits Shape Views of Misinformation

Sources: Fox News and Social Media Broadly Are Top Culprits

Americans are unlikely to say they see misinformation on the cable news networks they frequently watch: just 23% of frequent Fox News viewers say they see misinformation on the channel, as do just 21% of CNN viewers on CNN and 14% of MSNBC viewers on MSNBC. However, frequent social media users are most likely to say they see misinformation on Facebook (52%).

Where do you think you most commonly encounter misinformation?



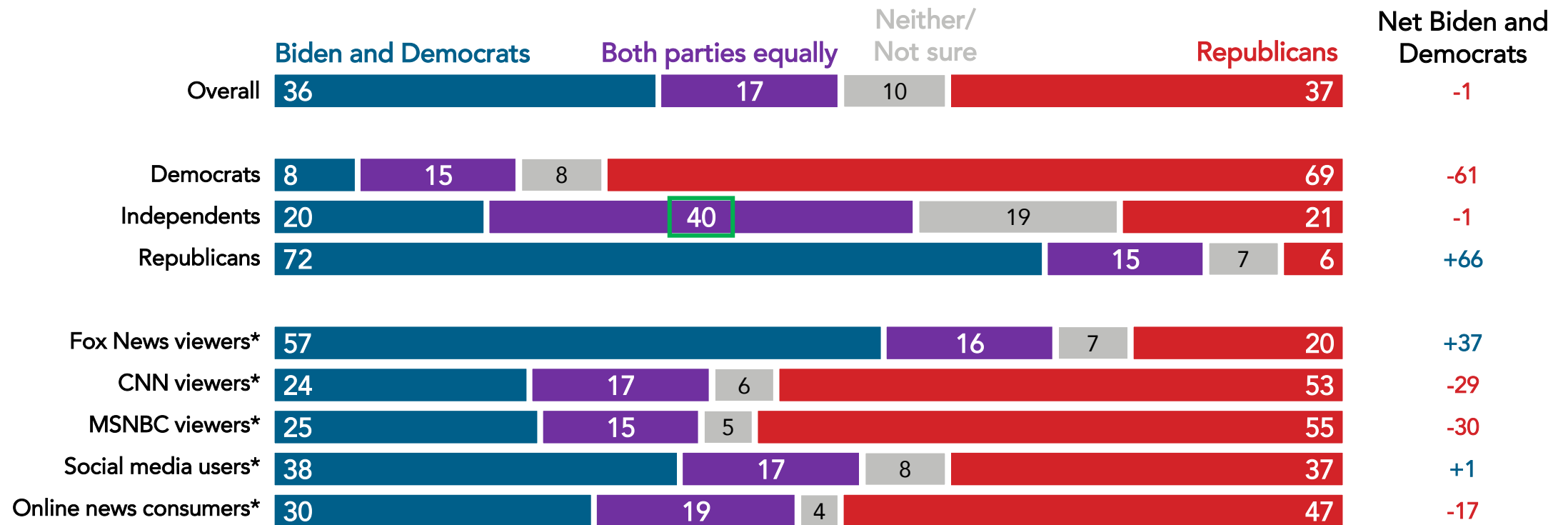
*"Fox viewers," "CNN viewers," "MSNBC viewers," and "SM users" are those who report that Fox News, CNN, MSNBC, and social media respectively are each one of their "main sources of news about politics and current events in the U.S." on a separate question. Nationwide survey of 1,000 registered voters conducted February 23-February 27, 2023. For more info, visit navigatorresearch.org.

Americans Split on Which Party Spreads More Misinformation

Four in ten (40%) independents say “both parties share misinformation equally,” while partisans are consolidated behind their party.

- Americans who say social media is one of their main sources of news are split on who they hear misinformation from more (38% hear misinformation from Biden and Democrats more, 37% from Republicans more).

From which party and its leadership do you feel like you hear more misinformation?



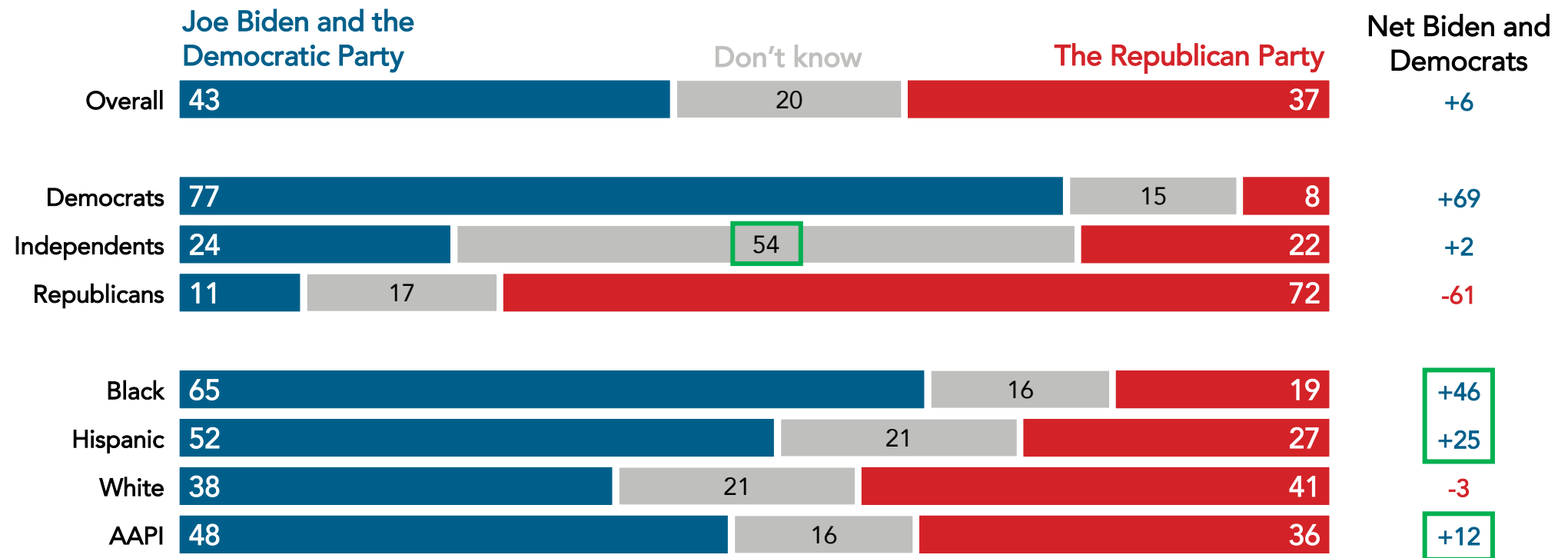
*"Fox viewers," "CNN viewers," "MSNBC viewers," "SM users," and "online news consumers" are those who report that Fox News, CNN, MSNBC, social media, and online news respectively are each one of their "main sources of news about politics and current events in the U.S." on a separate question. Nationwide survey of 1,000 registered voters conducted February 23-February 27, 2023. For more info, visit navigatorresearch.org.

Biden and Democrats Are More Trusted on Stopping the Spread of Misinformation, Though Most Independents Are Unsure

More than half of independents (54%) say they “don’t know” who they trust more to handle “stopping the spread of misinformation.”

- Black Americans (net +46), Hispanic Americans (net +25), and AAPI Americans (net +12) trust Biden and Democrats more.

Please indicate who you trust more to handle: Stopping the spread of misinformation.



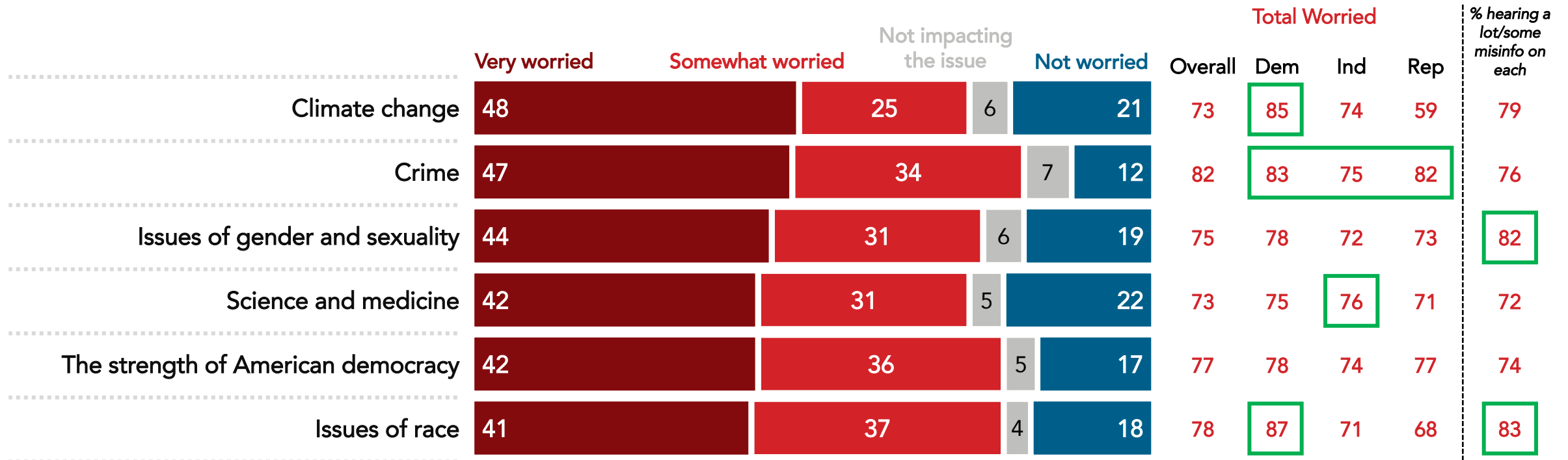
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Americans Most Worried About Misinformation on Climate, Crime, and Gender; Hearing It Most on Race and Gender

Democrats are most worried about the impact of misinformation on issues of race (87% worried) and climate change (85%), while independents worry most about the impact of misinformation on science and medicine (76%) and crime (75%).

- Americans report hearing the most misinformation about issues of race (83%) and gender and sexuality (82%).

(Split sample) Below are some issues, ideas, or groups that have had misinformation spread about them in the last few years. How worried are you about the impact of misinformation on each of these issues, ideas, or groups?



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A Range of Arguments on GOP Election Misinformation Are Concerning to Americans

The most concerning argument to independents is that Republicans who promote lies about voter fraud “want to further divide our country, making it impossible for both sides to work together to get anything done” (68% concerning).

Below are some arguments on behalf of the idea that recent elections in the United States have been correctly counted and have been legitimate. Please indicate how concerning each one is about Republicans who have tried to cast doubt on the legitimacy of recent elections.

	Very concerning	Somewhat concerning	Don't believe	Not concerning	Total Concerning			
					Overall	Dem	Ind	Rep
<i>*/** Split sample</i>								
Many of the Republicans spreading lies about voter fraud supported or participated in the January 6 th riot at the Capitol that killed 5 police officers. Spreading these kinds of election conspiracy theories will only continue to encourage political violence	43	19	26	12	62	89	60	32
Republicans promoting conspiracies about voter fraud are just more of the same extremist, MAGA politicians like Marjorie Taylor Greene who are putting our country in danger	42	19	26	13	61	89	58	30
**Republicans promoting lies about voter fraud are just distracting from the issues that actually matter, like lowering costs for American families and improving our economy	42	18	25	15	60	91	52	28
*Republicans promoting lies about voter fraud just want to further divide our country, making it impossible for both sides to work together to get anything done for the American people	42	19	27	12	61	86	68	30
**Republicans are spreading conspiracies of voter fraud because it appeals to their base and helps them score political points at the expense of our democracy	41	17	27	15	59	88	52	27
Republicans promote lies around voter fraud because they know that if more Americans can more easily and conveniently vote, they will never win another election, so they have to come up with ways to make it harder to vote	37	19	31	13	55	85	52	23
*Republicans who support conspiracies about voter fraud are just sore losers: they want to make it easier to overturn the results of elections when they don't like the outcome	35	21	28	16	56	83	61	24

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from February 23-February 27, 2023. 100 additional interviews were conducted among Hispanic voters. 76 additional interviews were conducted among Asian American and Pacific Islander voters. 99 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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