

USA **FACTS**

AP

NORC at the University of Chicago

State of the Facts 2024



Key Findings – The State of Facts

Adults in the United States do not feel that it is easy to know if information they encounter is true or not, and they look for data and transparency to verify it as fact.

- Half think it is easy to find factual information (53%) and most can understand the difference between fact and opinion (63%), but fewer think it is easy to know if information is true (36%).
- Most believe that information is factual if it is based in data (62%), while the share of the public who consider information verified by scientists to be factual fell from 63% in 2020 to 53% in 2024.
- 75% feel transparency about how information is gathered is important to whether they consider it to be factual.
- 78% of adults believe that the spread of misinformation about government is a major problem

Key Findings – Trends

- Social media still ranks among the top of most-used sources for getting information about the government despite low levels of trust in the information found there.
- Compared to 2019, fewer adults in 2024 are getting daily information about the government from social media, the president, or TV news.
- More adults now believe that political division is a result of relying on different facts, more than differences in beliefs (45% vs 37% in 2019).
- Similar to 2020, about three quarters say they rely more on facts than values when thinking about issues like the economy, climate change, or crime. While only about half (48%) rely more on facts than values when thinking about abortion, that represents an increase compared with 2020 (36%).

Key Findings – Election 2024

Much of the public is skeptical about the reliability of the information about the 2024 election.

- 39% find it difficult to know if what candidates are saying is true or not.
- 57% think Donald Trump’s campaign messages are rarely or never based on factual information, and 45% express the same doubts about Kamala Harris’s campaign messages.
- Looking ahead to the 2024 election, 51% of Republicans and 87% of Democrats trust government certifications to provide accurate information on the outcome at least a moderate amount .
- Republicans trust Trump and his campaign (67%) more than government certifications (51%) to provide accurate information on the 2024 election outcome. Democrats are about equally likely to trust Harris and her campaign (82%) and government certifications (87%).

Key Findings – Artificial Intelligence

The public is skeptical of artificial intelligence across a range of measures:

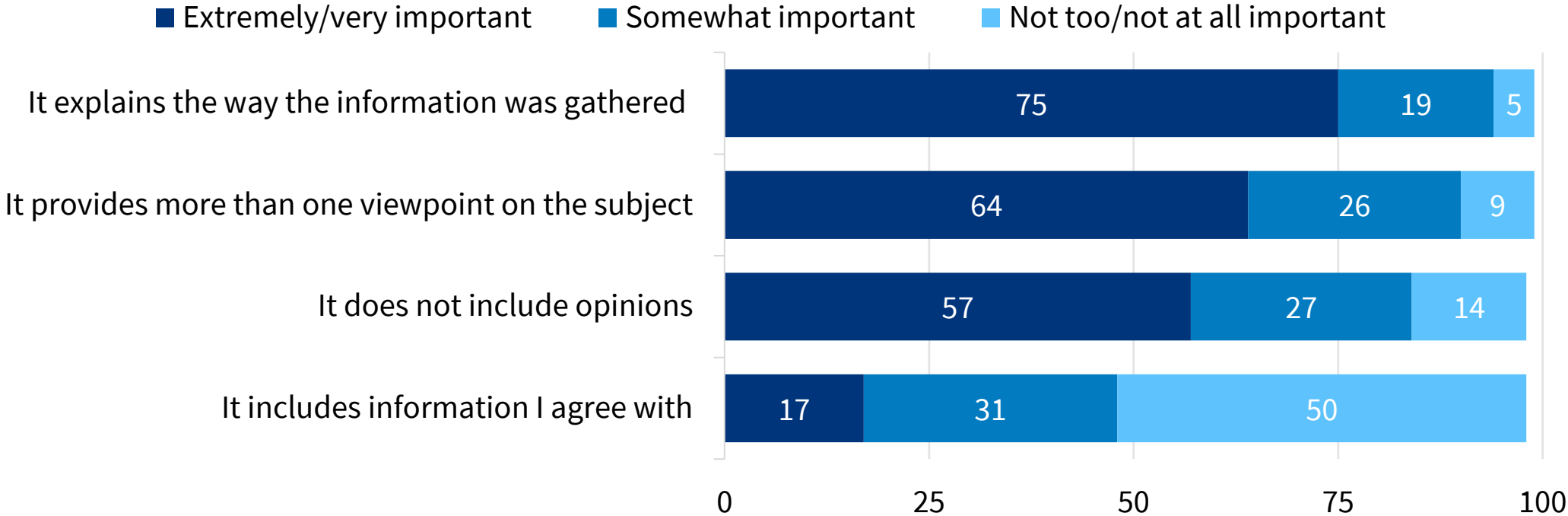
- 51% think results from AI are rarely or never based on factual information.
- 52% are concerned about AI's impact on the way they get information.
- 64% are not confident that information they get from AI is reliable and factual.
- 43% think AI will make it more difficult to find factual and accurate information about the 2024 presidential election compared with 16% who think it will make it easier.
- Just 27% trust chatbots even a moderate amount to provide accurate information about the outcome of the 2024 presidential election.

Evaluating Information



Most adults prioritize transparency in considering information to be factual.

Thinking about information you consider factual, how important is each of the following factors?
Percent of adults

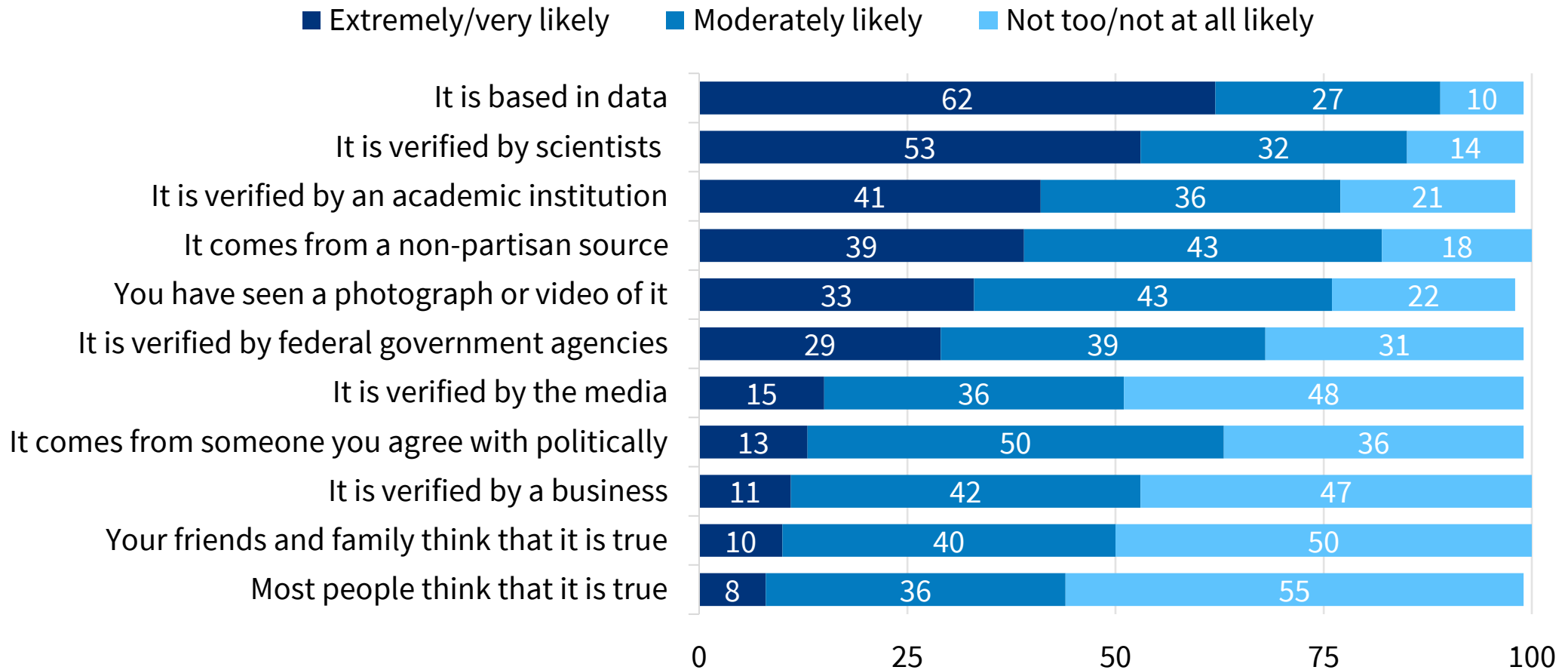


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Most adults are likely to consider information factual if it is based in data.

How likely are you to consider information factual if it has each of the following characteristics?

Percent of adults

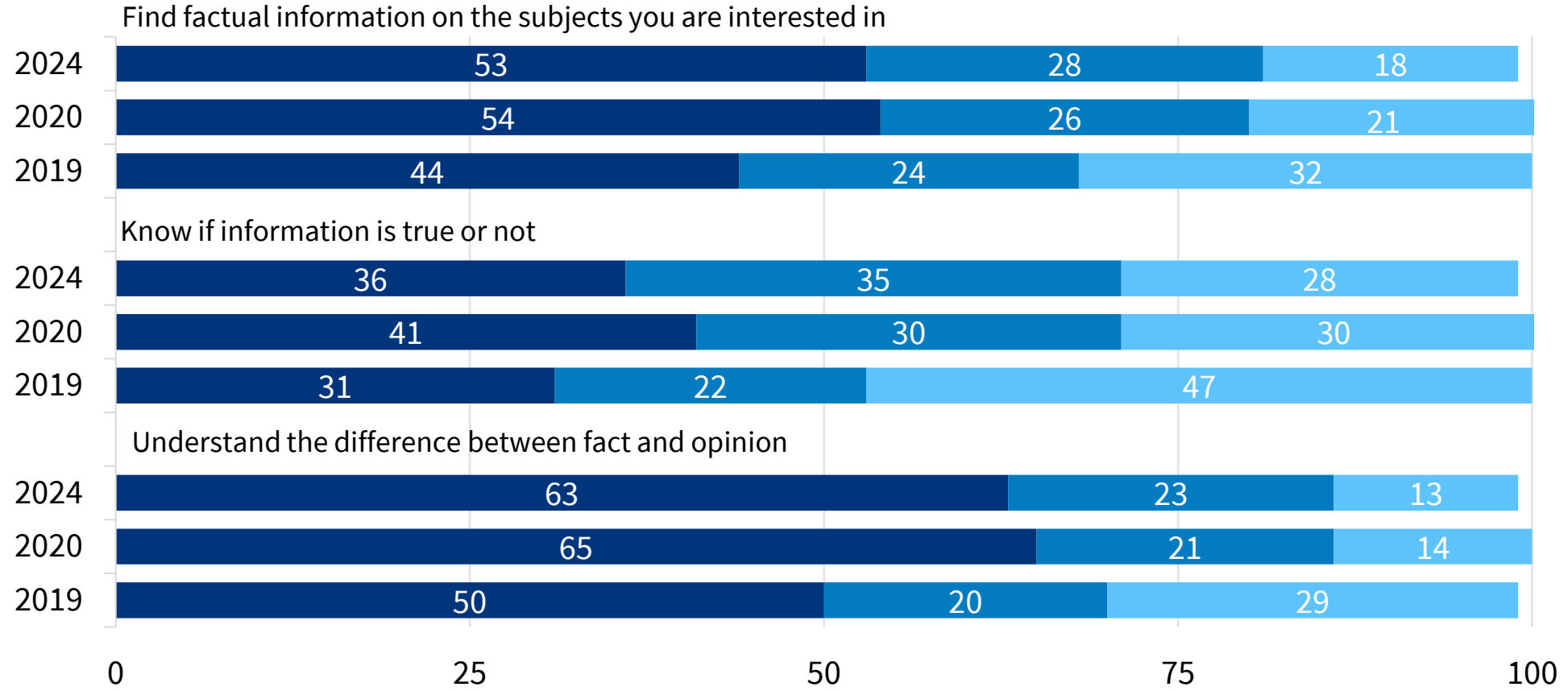


Most adults find it easy to differentiate fact from opinion, but fewer say it is easy to know if information is true.

Next, in general, how easy or difficult is it for you to...

Percent of adults

■ Very/somewhat easy ■ Neither easy nor difficult ■ Very/somewhat difficult

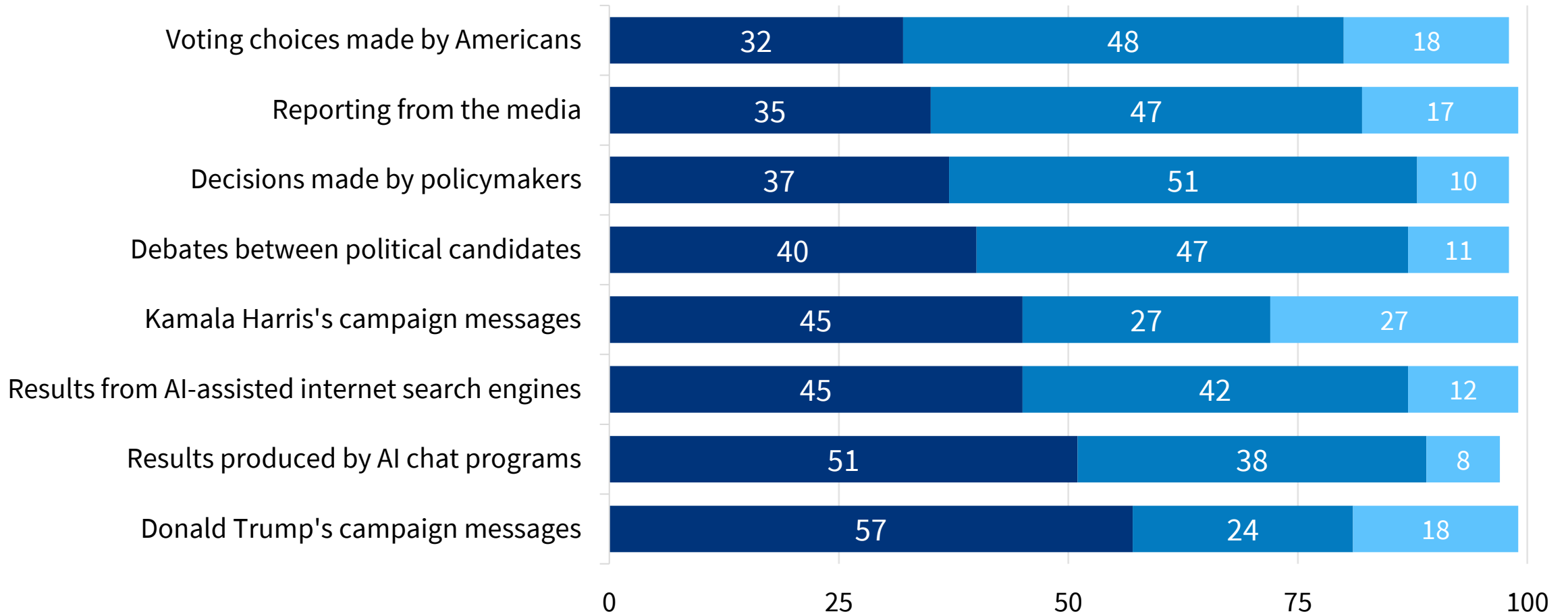


Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults , September 15-25, 2020, with 1,043 adults, and October 15-28, 2019, with 1,032 adults

57% think Trump's campaign messages are rarely or never based on factual information, and 45% say the same about of Harris's campaign messages

How often do you think each of the following are based on factual information?
Percent of adults

■ Rarely/never ■ Sometimes ■ Always/often



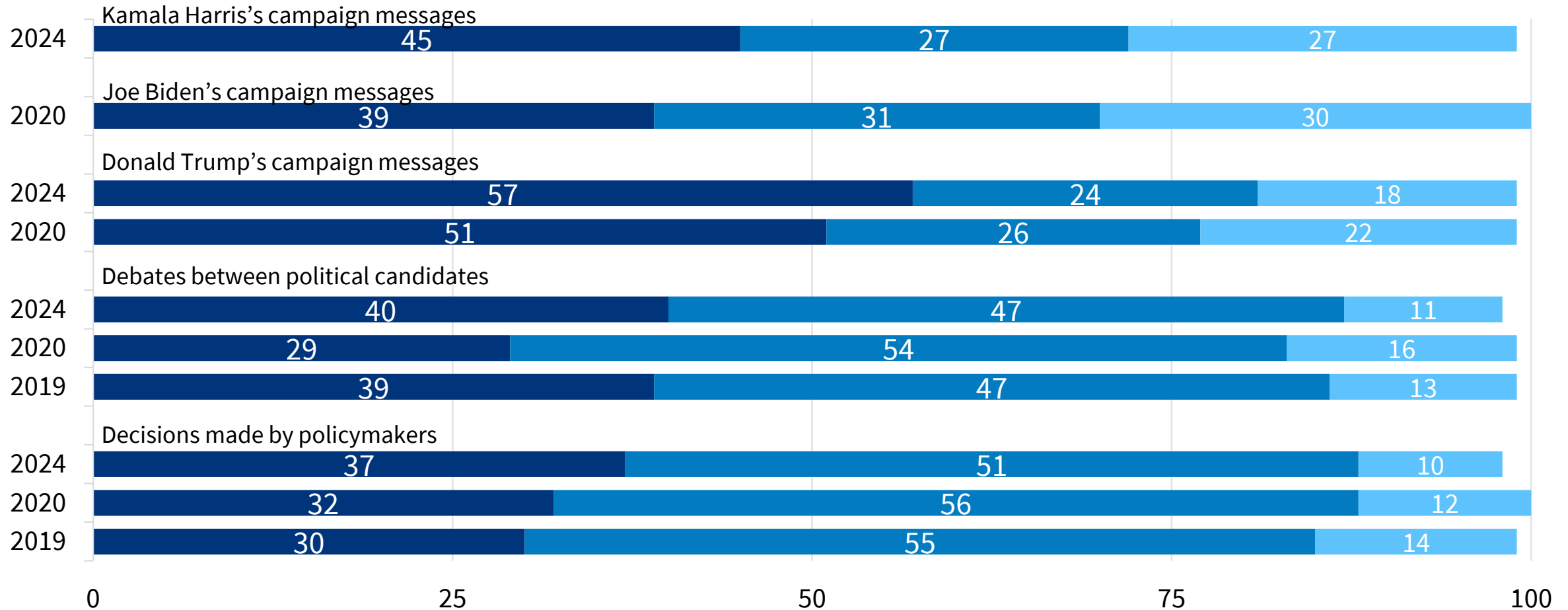
Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

A growing share of adults feel policymakers aren't basing their decisions on evidence.

How often do you think each of the following are based on factual information?

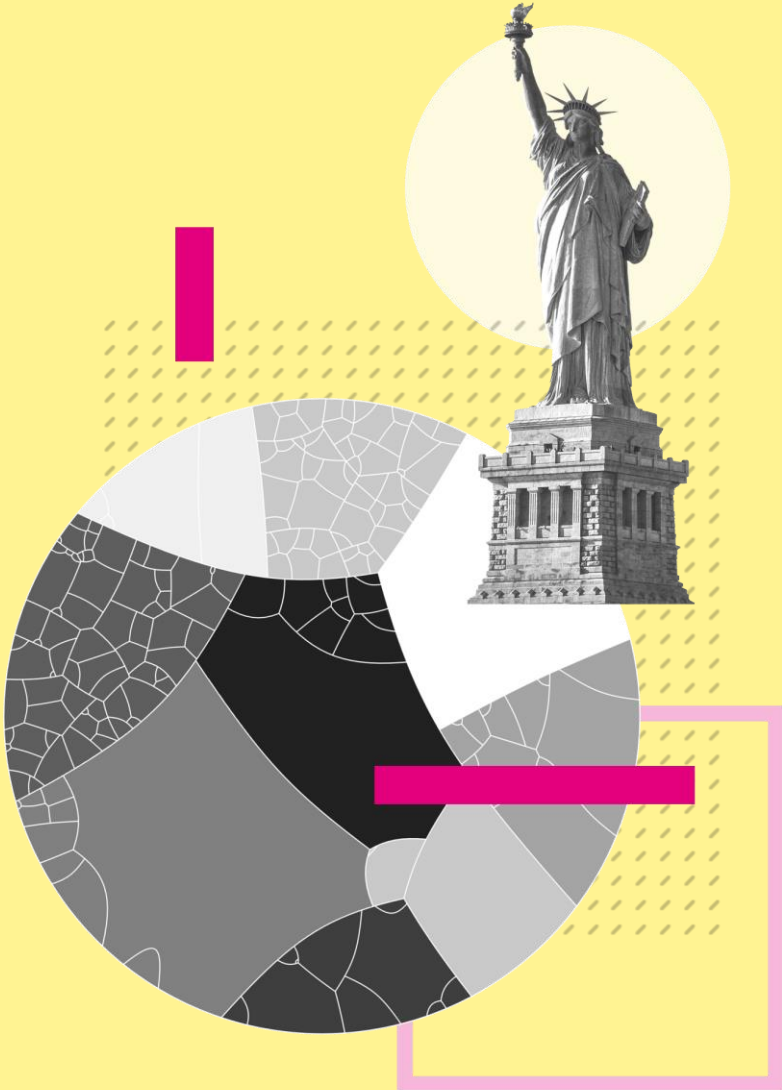
Percent of adults

■ Rarely/never ■ Sometimes ■ Always/often



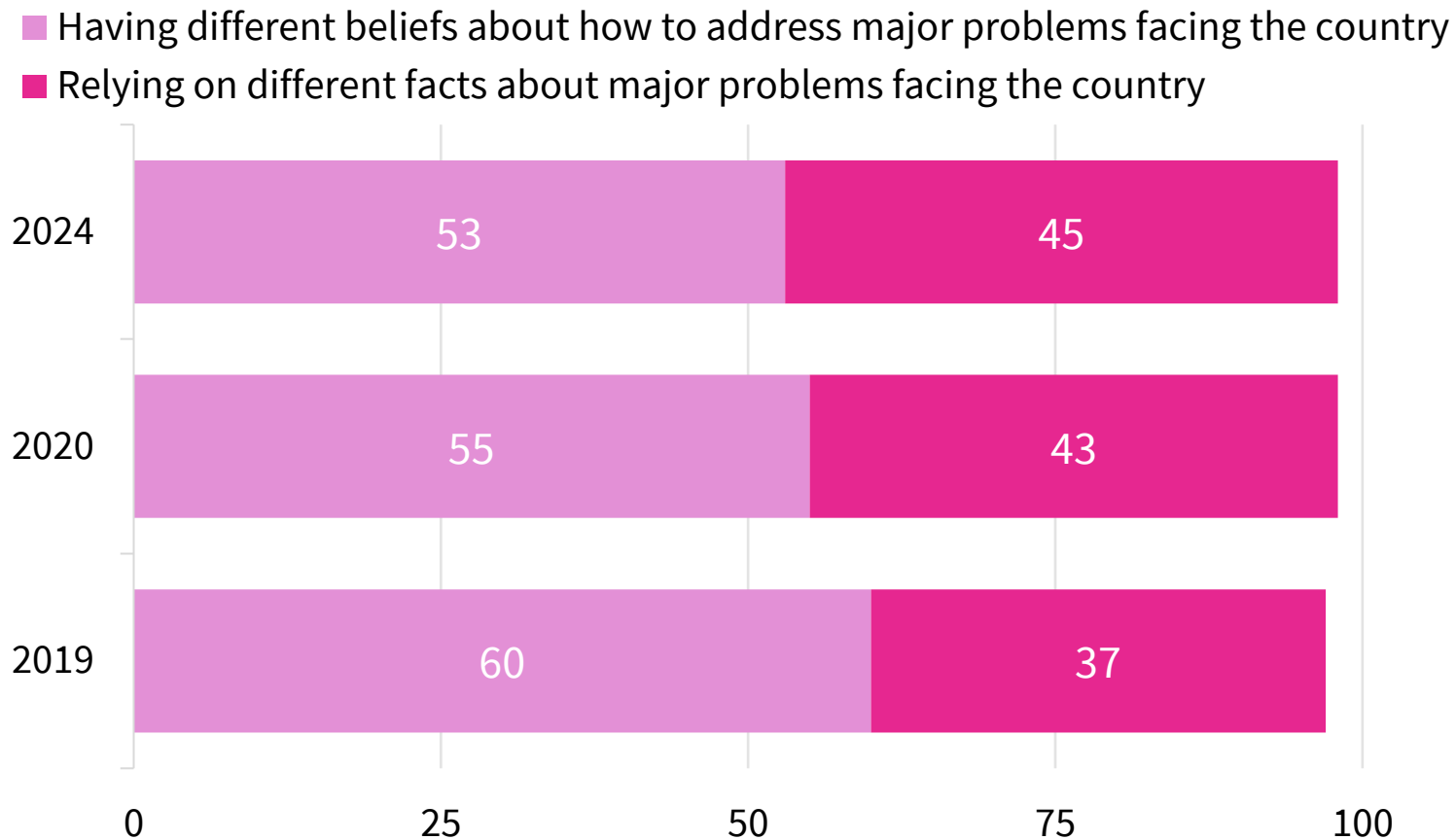
Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults, September 15-25, 2020, with 1,043 adults, and October 15-28, 2019, with 1,032 adults

Fact-driven versus value-driven opinions



Compared with 2019, more now think that political division in the United States is a result of people relying on different facts rather than having different beliefs.

Which of the following statements comes closest to your view, even if neither is exactly right?
Political division in the United States is more a result of Americans...
Percent of adults

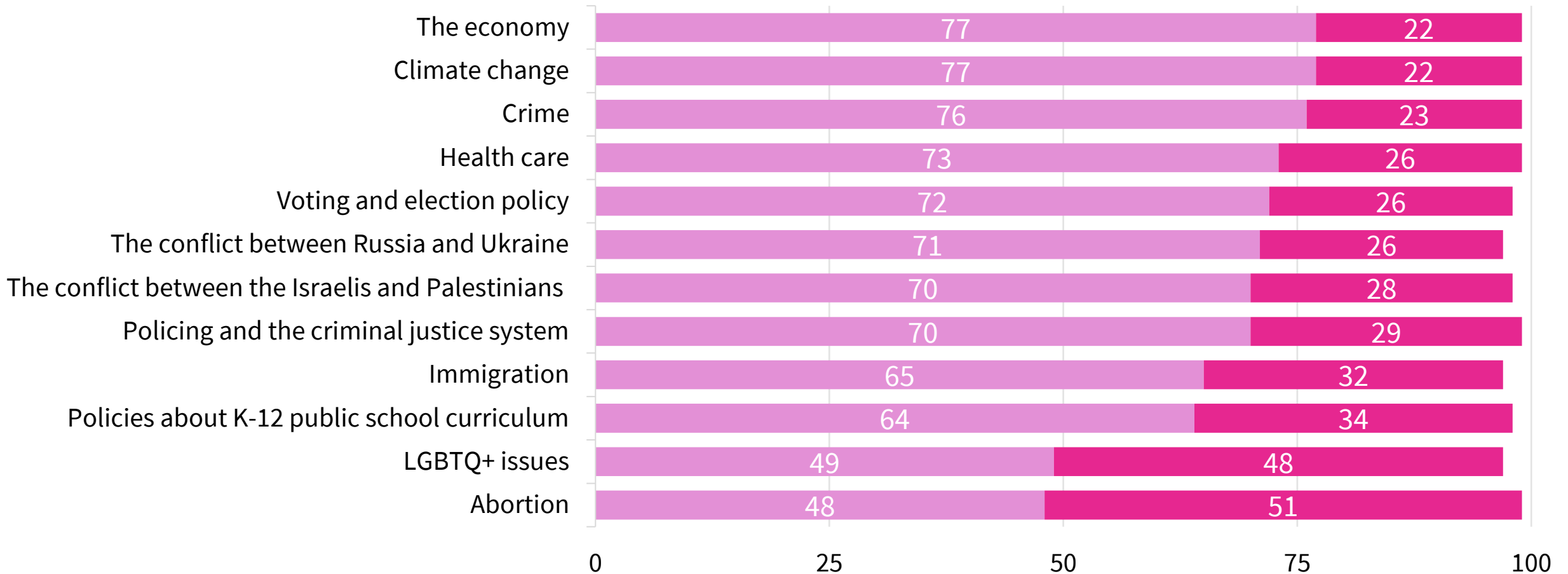


When thinking about most issues, adults say they rely more on facts than their values.

Which comes closer to describing how you think about each of the following issues?

Percent of adults

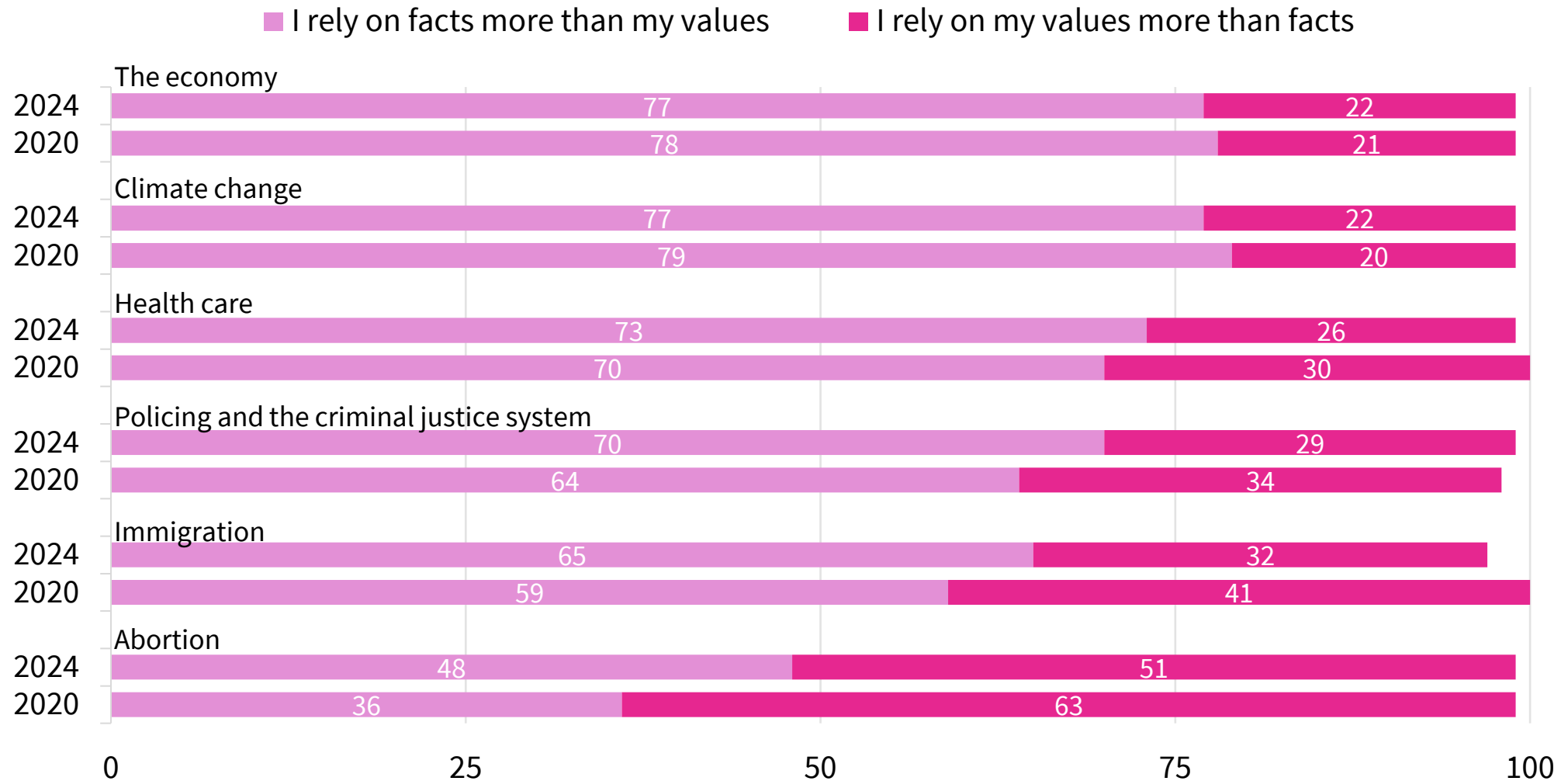
■ I rely on facts more than my values ■ I rely on my values more than facts



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Though the way the public thinks about many topics is the same as in 2020, an increasing share now see abortion as a fact-based issue rather than value-based.

Which comes closer to describing how you think about each of the following issues? Percent of adults



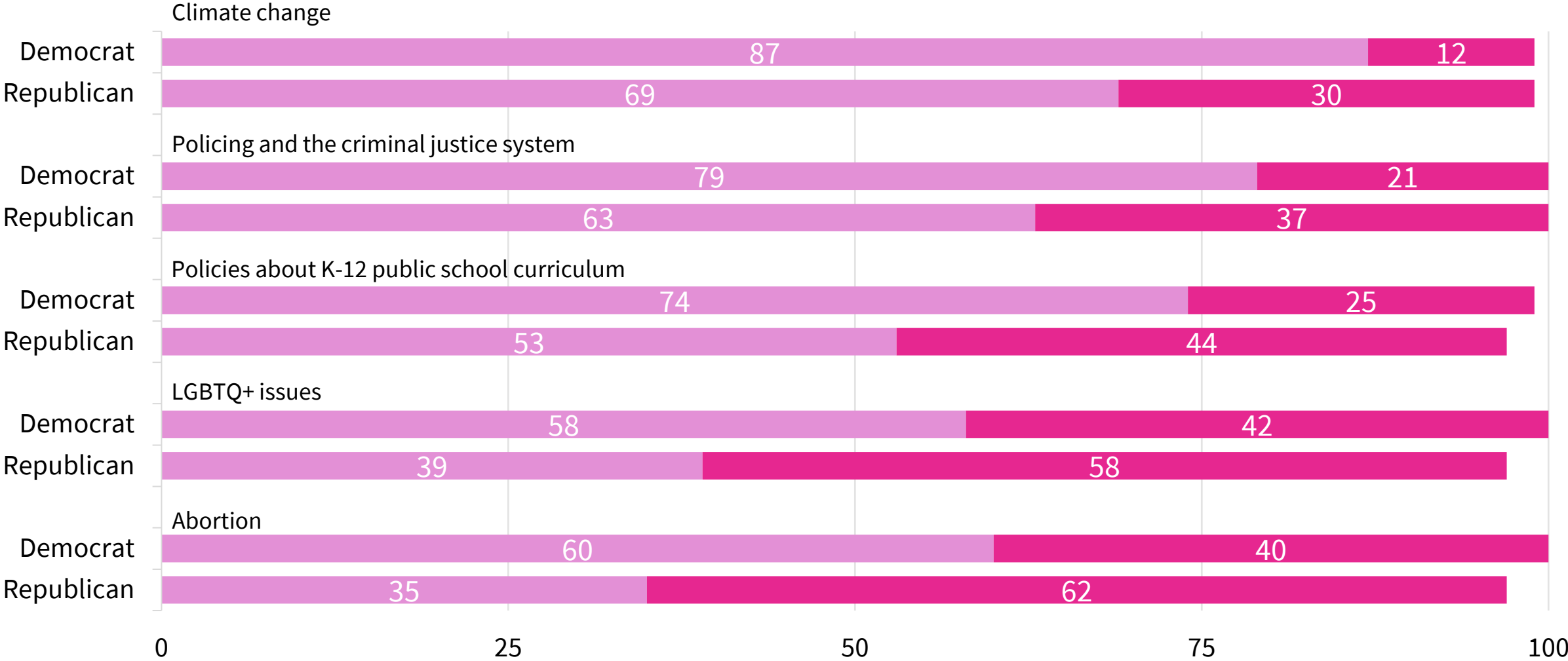
Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults and September 15-25, 2020, with 1,043 adults

Democrats are more likely than Republicans rely on facts more than their values.

Which comes closer to describing how you think about each of the following issues?

Percent of adults

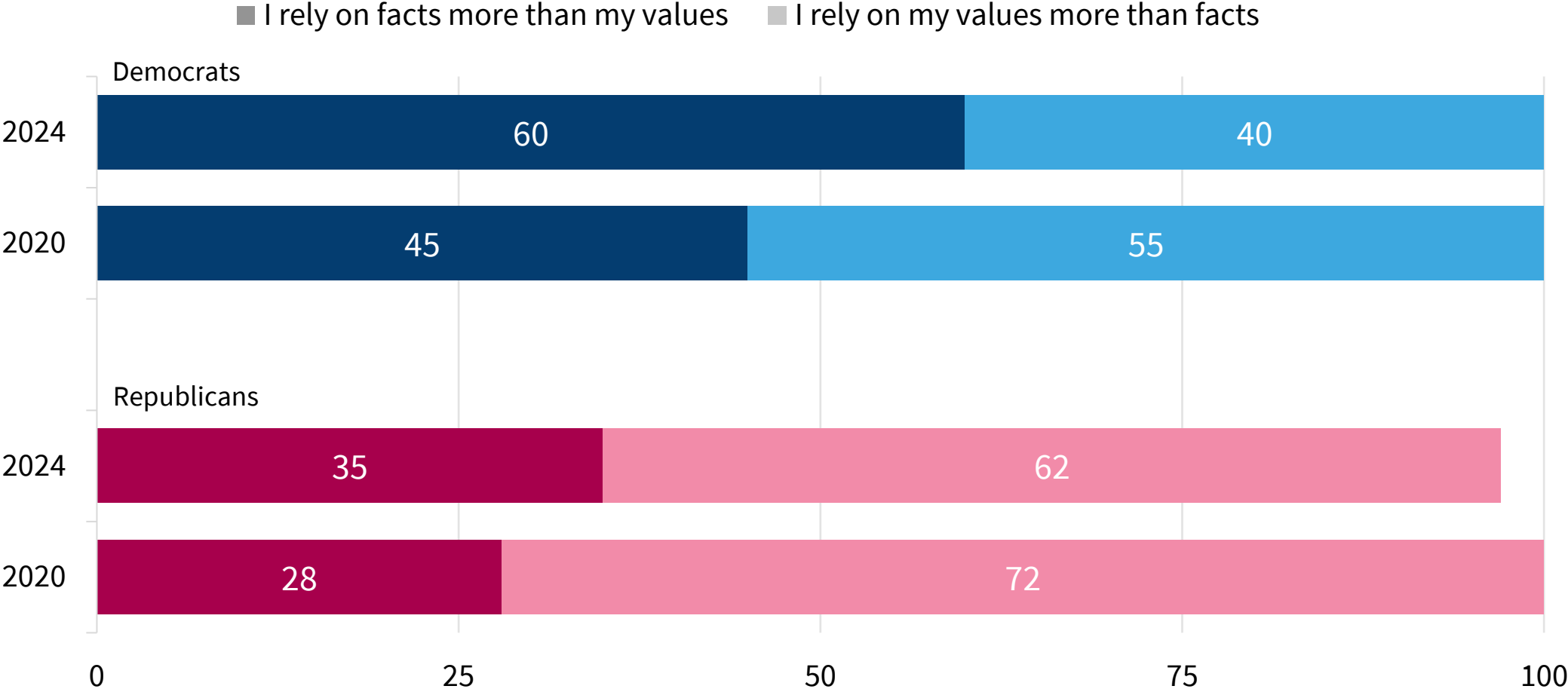
I rely on facts more than my values I rely on my values more than facts



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

A higher percentage of Democrats and Republicans say they rely on facts when thinking about abortion now than in 2020.

Which comes closer to describing how you think about each of the following issues? [Abortion]
Percent of adults



Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults and September 15-25, 2020, with 1,043 adults

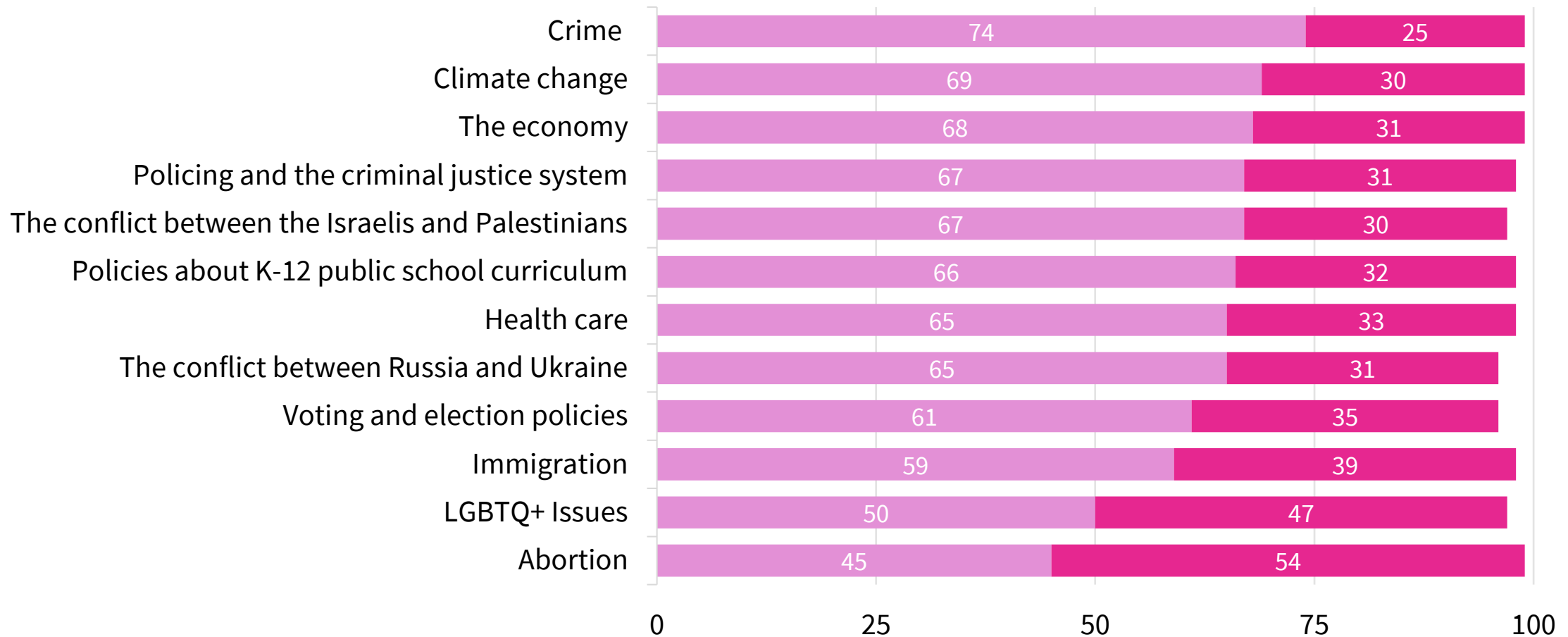
Independents say they view most issues through a fact-based lens, but are split on abortion and LGBTQ+ issues

Which comes closer to describing how you think about each of the following issues?

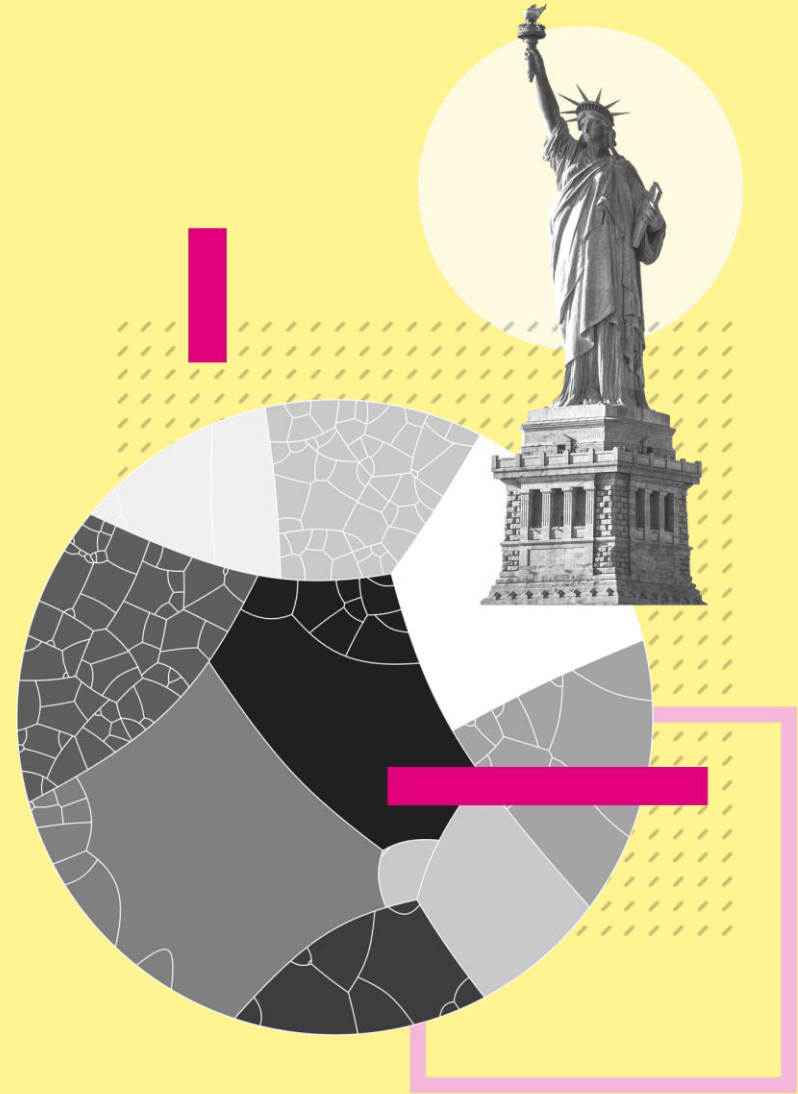
Percent of independents

■ I rely on facts more than my values

■ I rely on my values more than facts



Trusted sources for information on the government

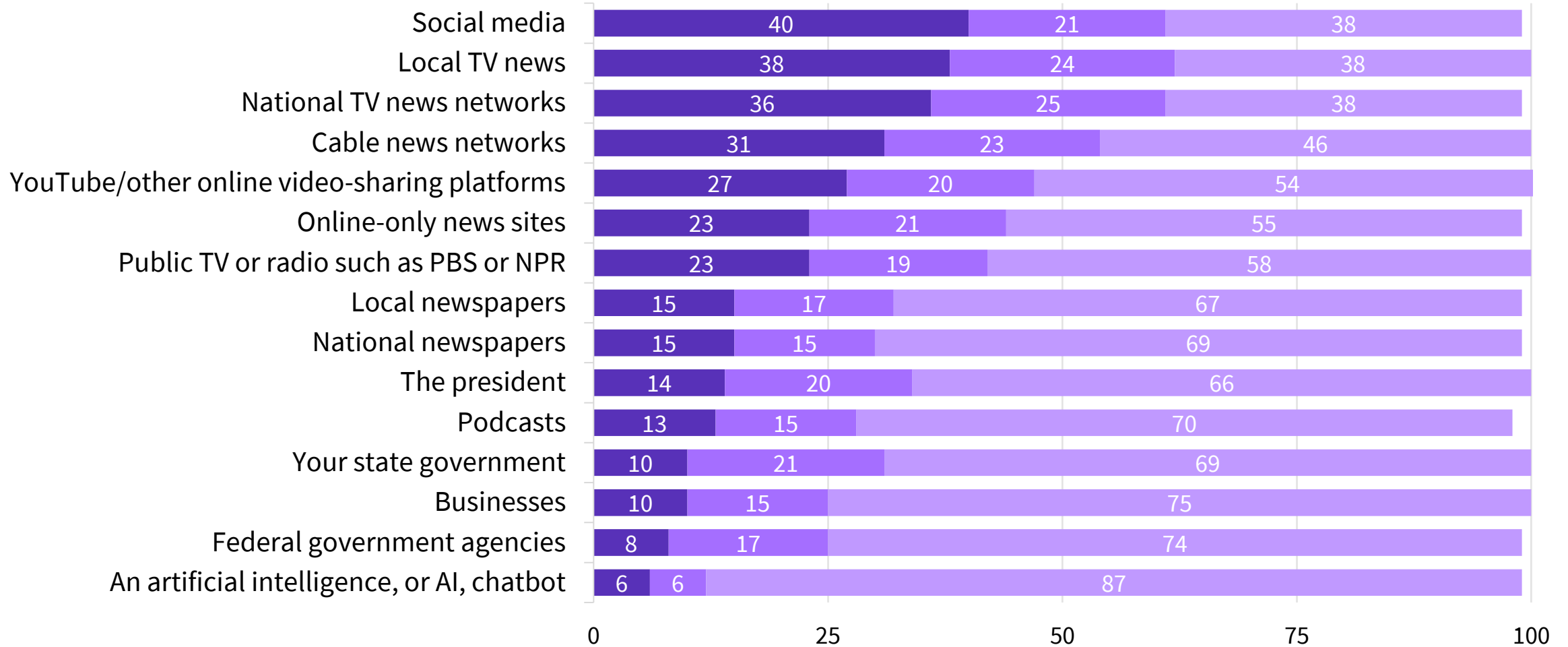


Social media and TV news are the most common sources of information about the government.

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

Percent of adults

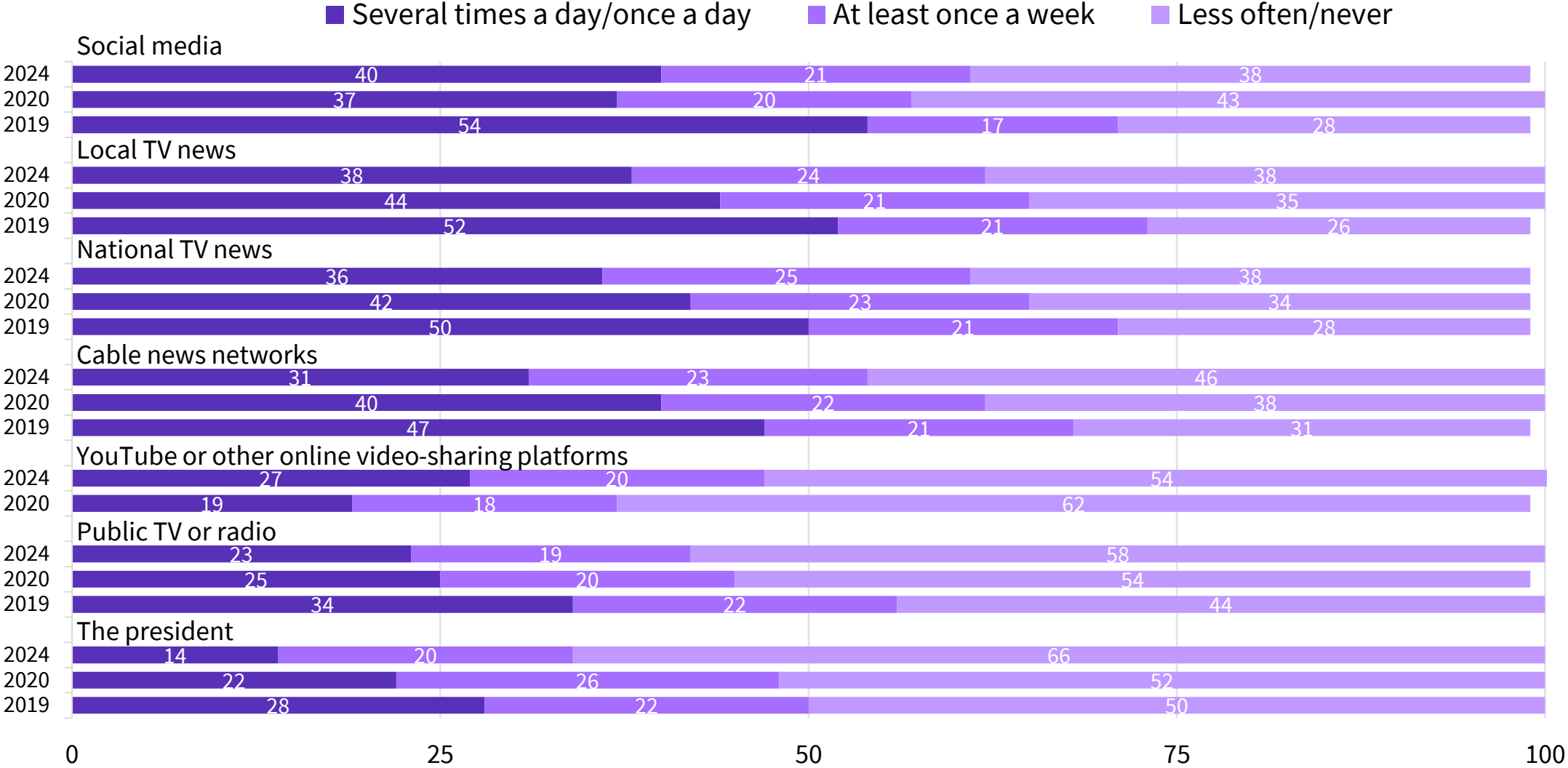
■ Several times a day/once a day ■ At least once a week ■ Less often/never



Since 2019, the share getting daily information from the president, social media, and TV news has declined.

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

Percent of adults

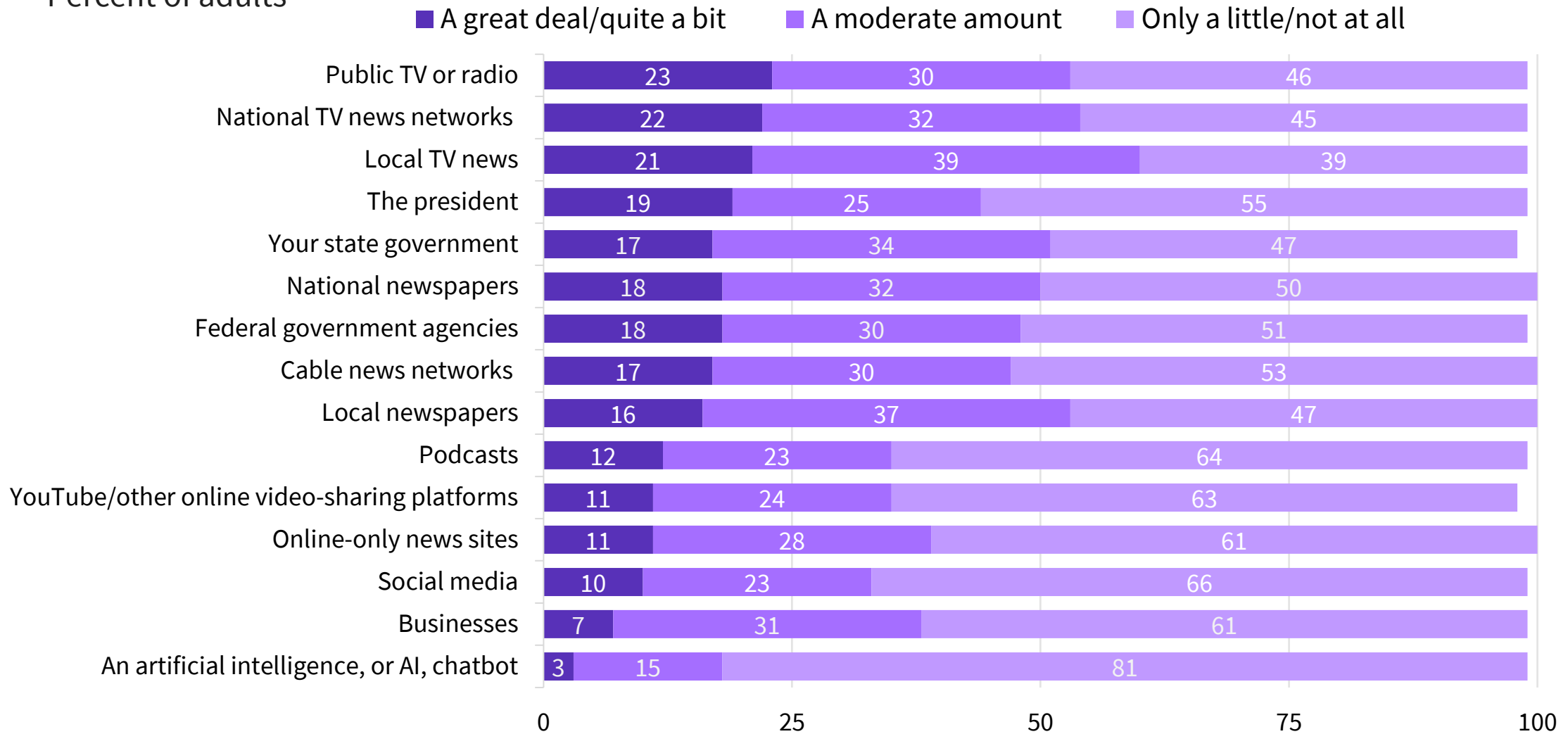


Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults, September 15-25, 2020, with 1,043 adults, and October 15-28, 2019, with 1,032 adults

“New media” like podcasts, YouTube, social media, and AI rank among the least trusted sources.

Regardless of how often you get information from these sources, how much do you trust information from them about the government?

Percent of adults

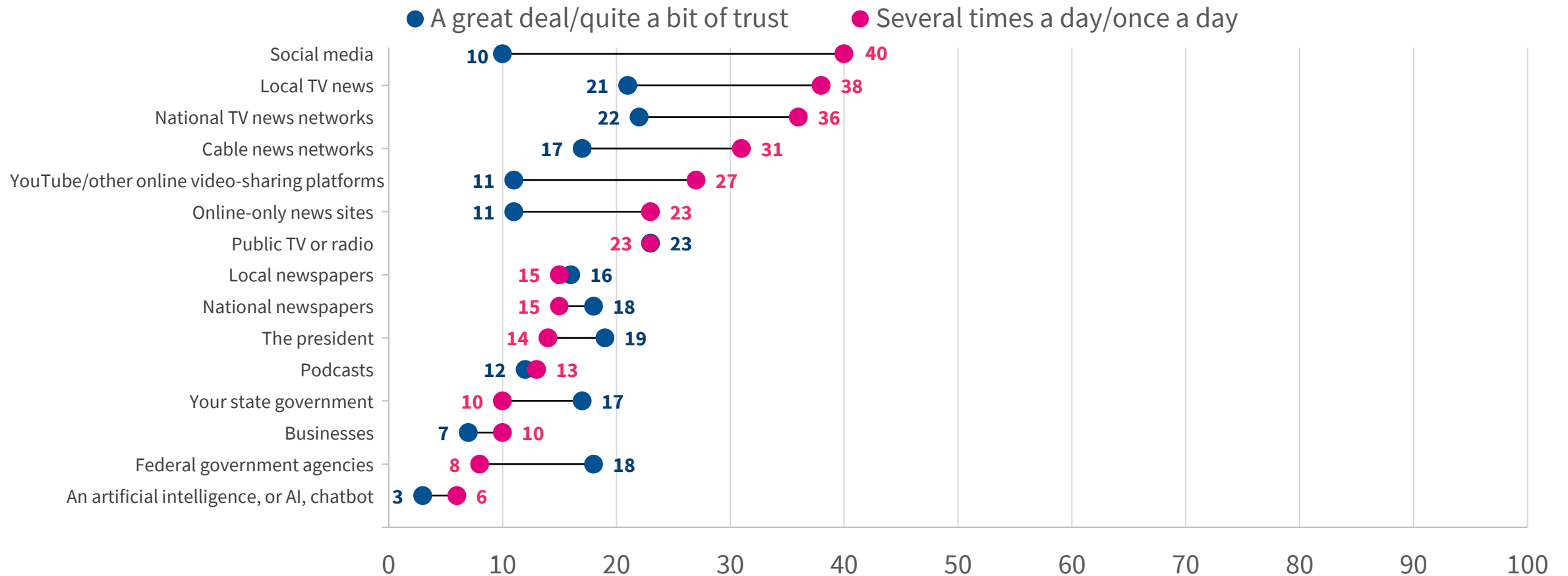


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Few trust information about the government from social media despite its higher use.

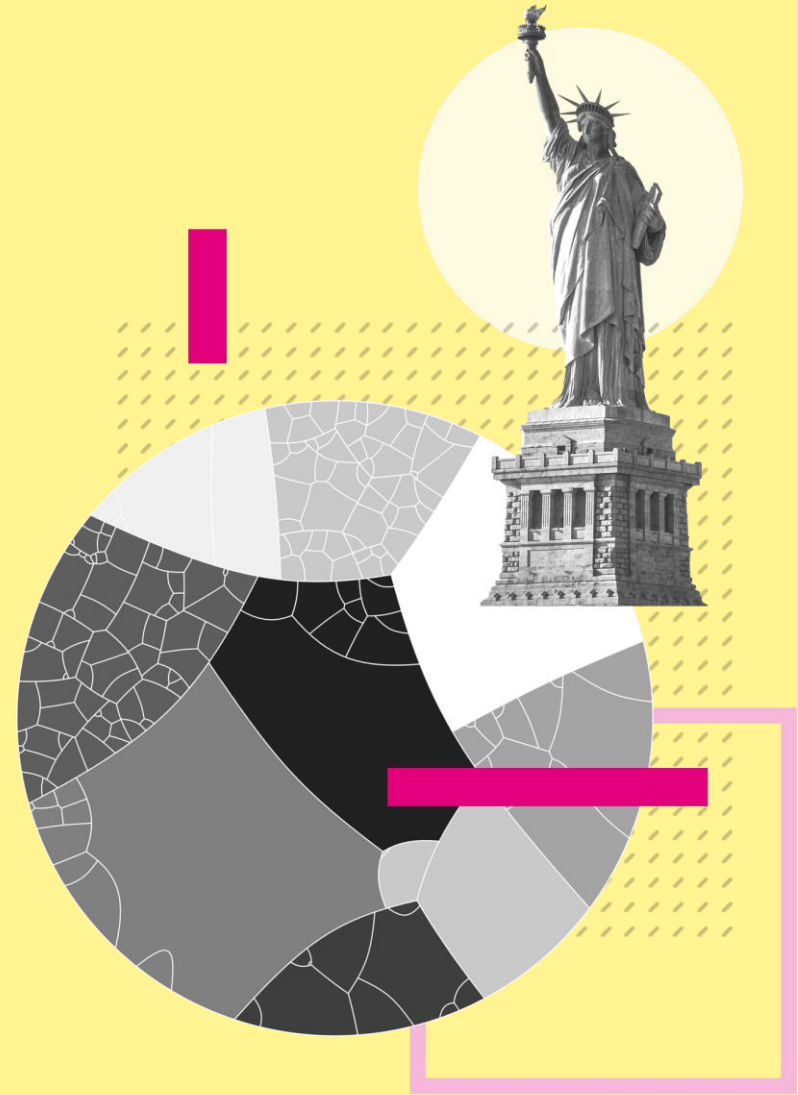
Thinking about some of the ways you get information about the government these days, how often, if at all, do you get information from.../Regardless of how often you get information from these sources, how much do you trust information from them about the government?

Percent of adults



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

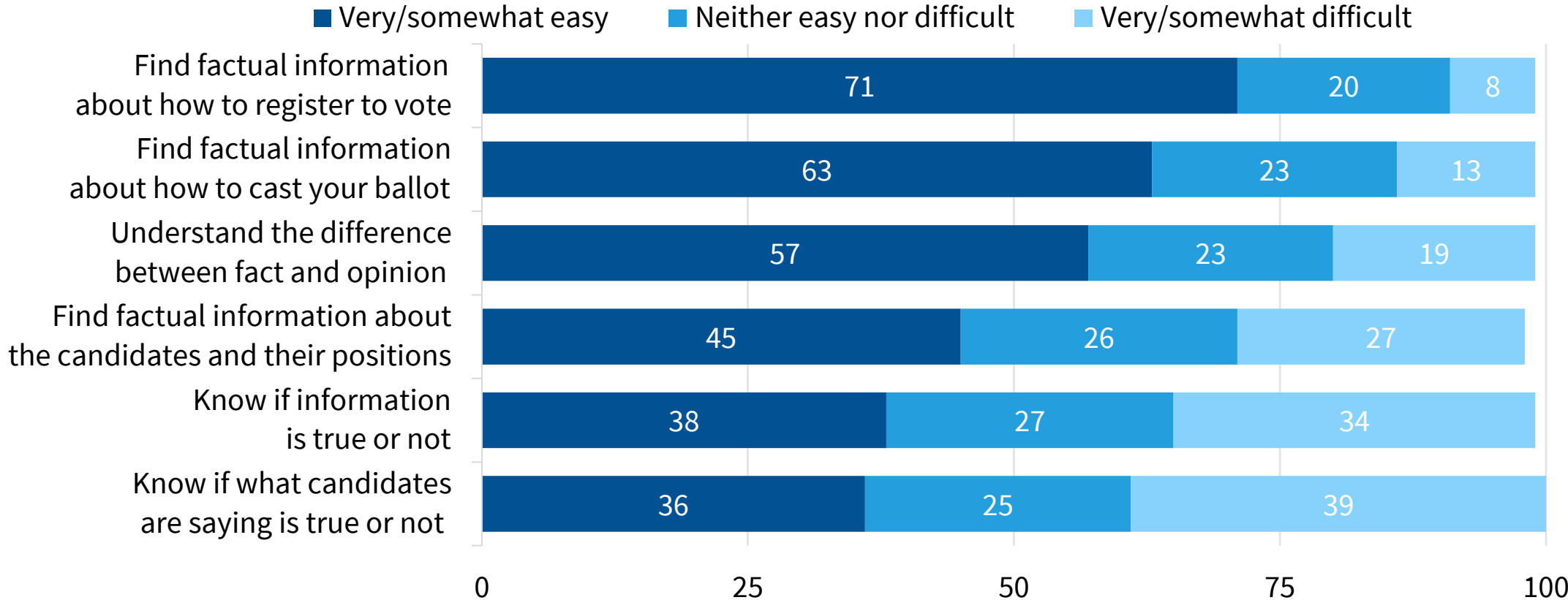
Trusted information on elections



The public is particularly likely to find it difficult to know if information about the upcoming presidential election and what the candidates are saying is true or not.

When it comes to information about the upcoming presidential election, how easy or difficult is it for you to...

Percent of adults

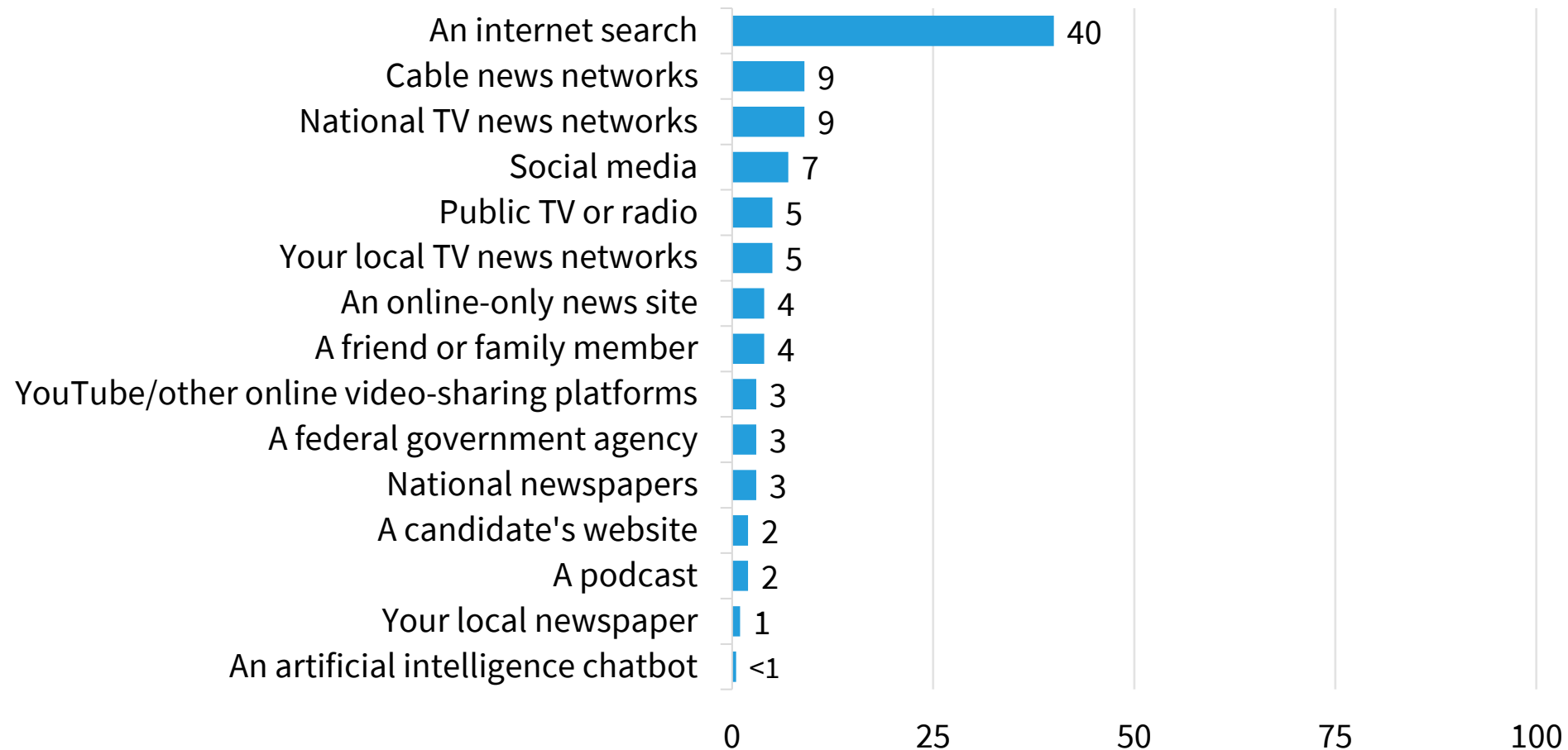


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Many adults rely on an internet search to determine if information about the presidential election is true.

When you see news about the upcoming presidential election and you want to find out if it is true or not, where do you generally go first to check?

Percent of adults

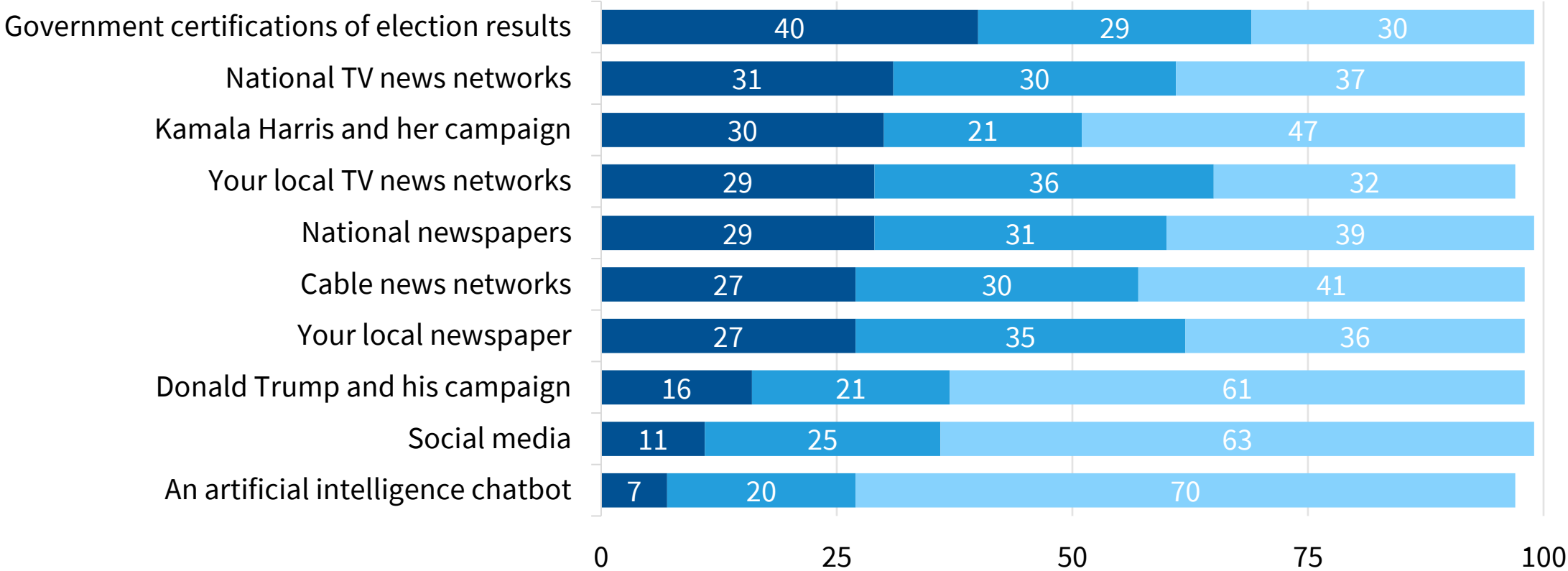


Government certifications are the most trusted source for accurate information on the outcome of the 2024 presidential election.

Thinking about the presidential election this November, how much do you trust the following sources to provide accurate information about the outcome of the 2024 presidential election?

Percent of adults

■ A great deal/quite a bit ■ A moderate amount ■ Only a little/not at all

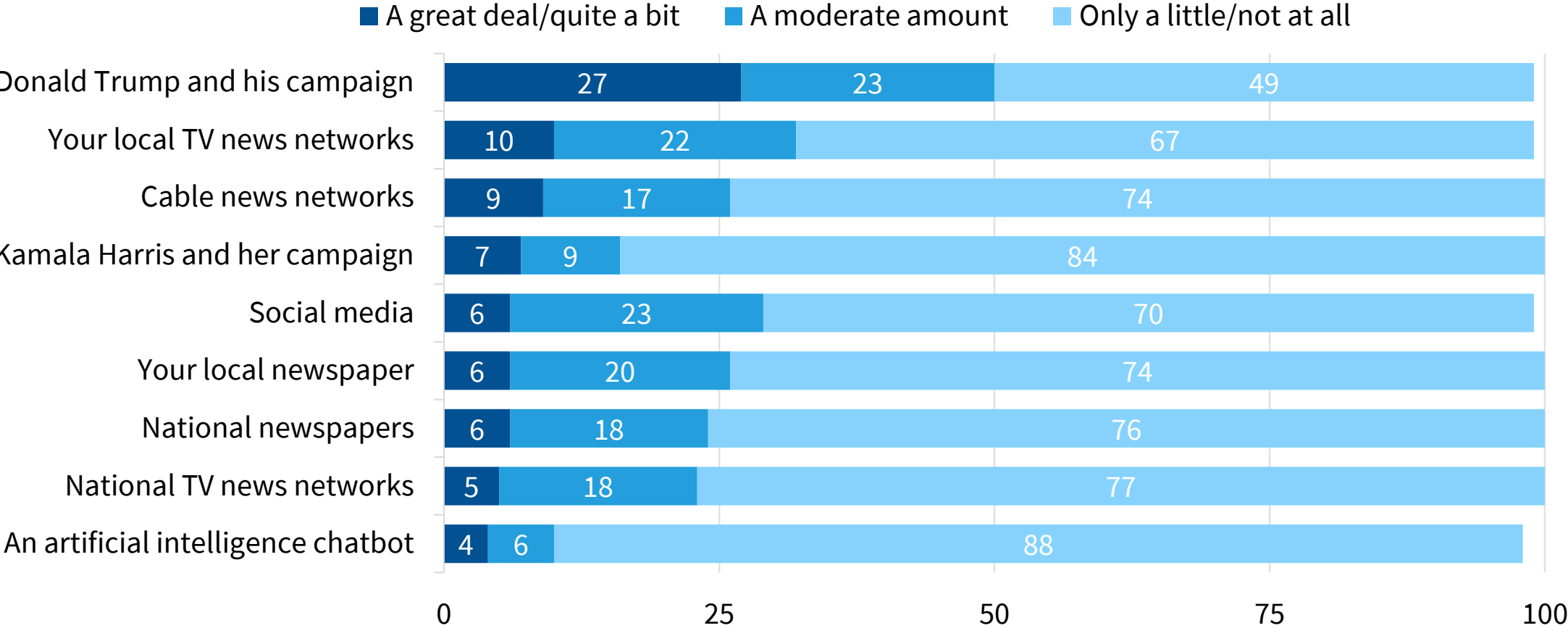


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Those with little trust in government certification of election results are more likely to look to Trump and his campaign to provide accurate information about the outcome of the 2024 presidential election than other sources.

Thinking about the presidential election this November, how much do you trust the following sources to provide accurate information about the outcome of the 2024 presidential election?

Percent who trust government certification of election results only a little or not at all

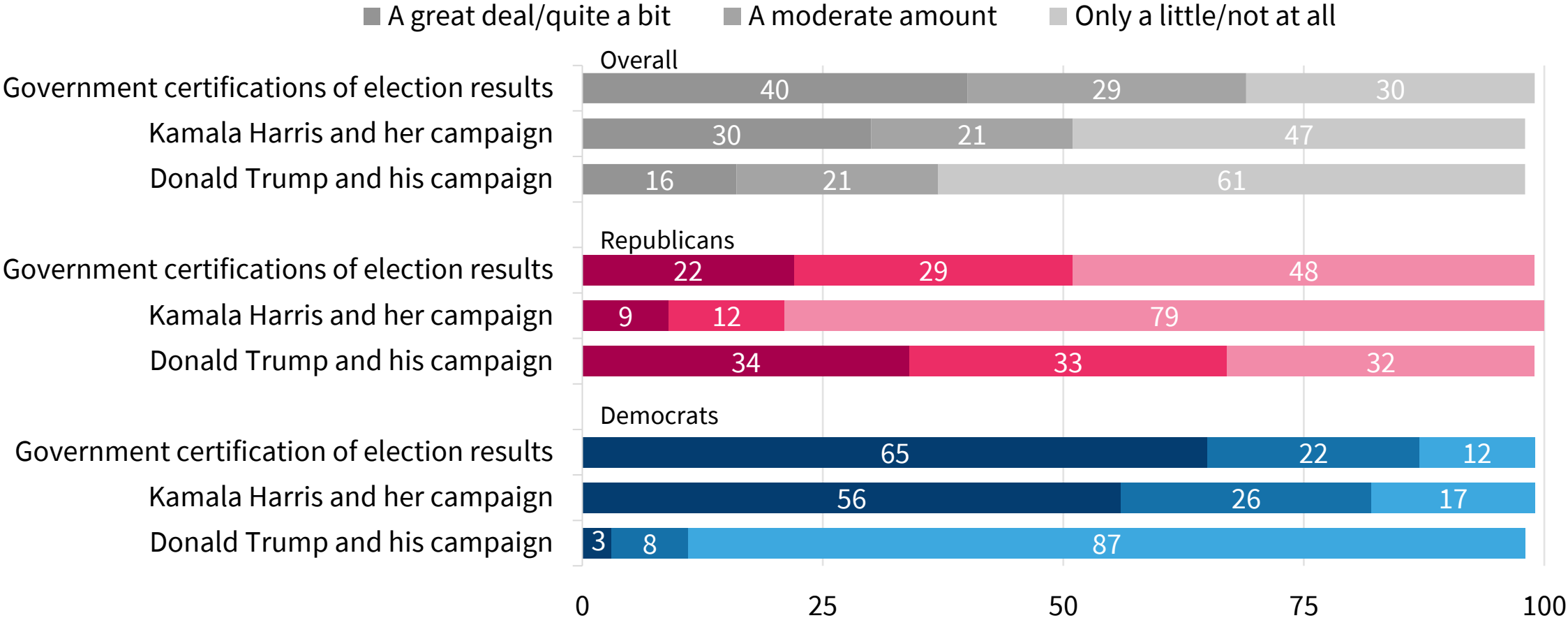


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

A greater proportion of Democrats than Republicans have high levels of trust in government certifications of election results.

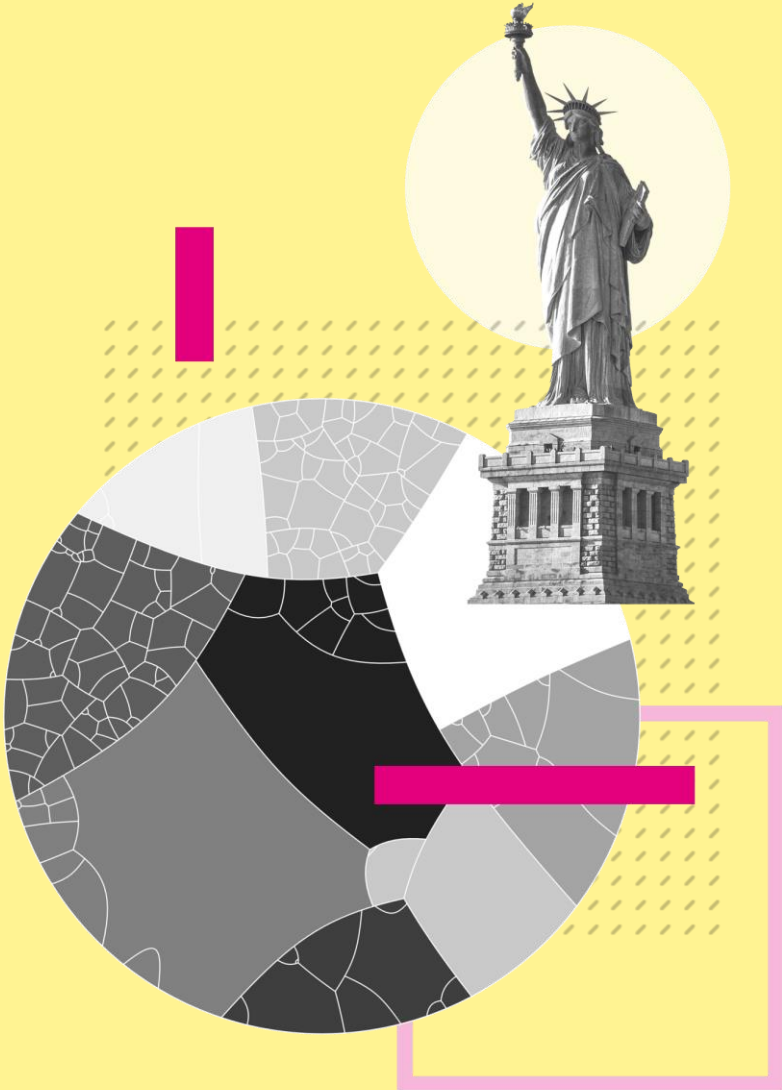
Thinking about the presidential election this November, how much do you trust the following sources to provide accurate information about the outcome of the 2024 presidential election?

Percent of adults



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

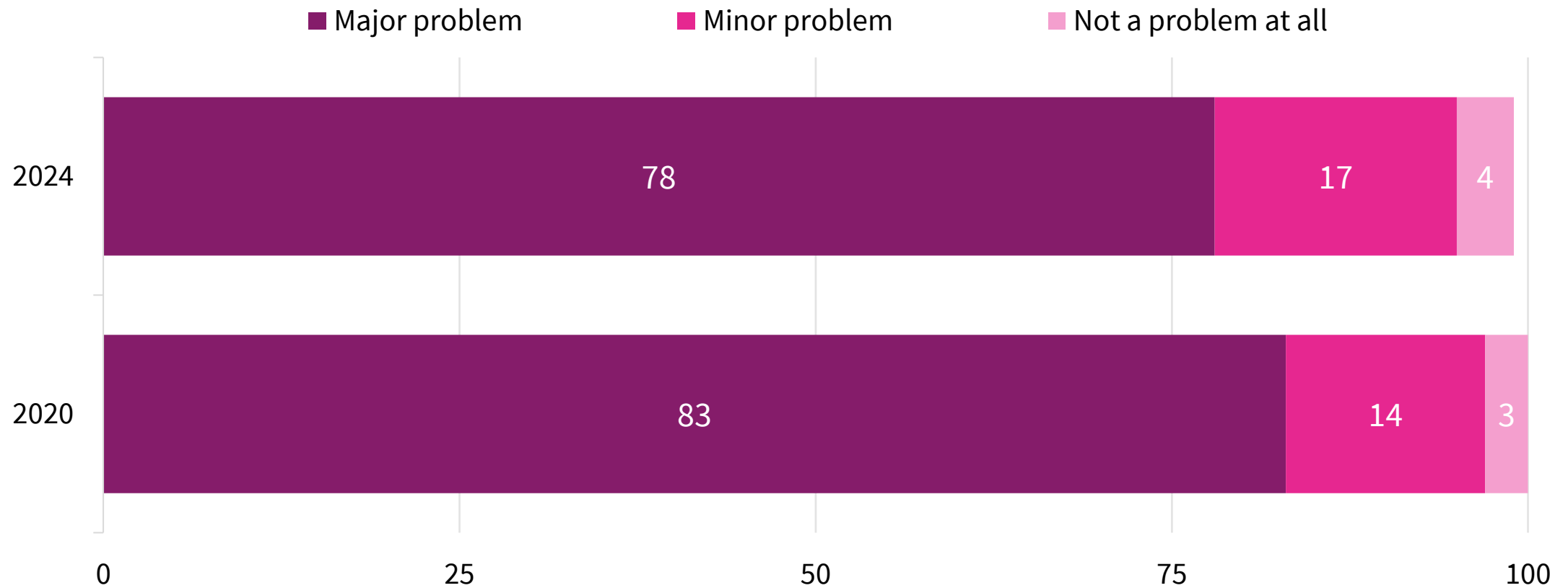
Election integrity and government misinformation



A majority continues to feel the spread of misinformation about the government is a major problem.

When it comes to getting information about the government, do you think the spread of misinformation is a...

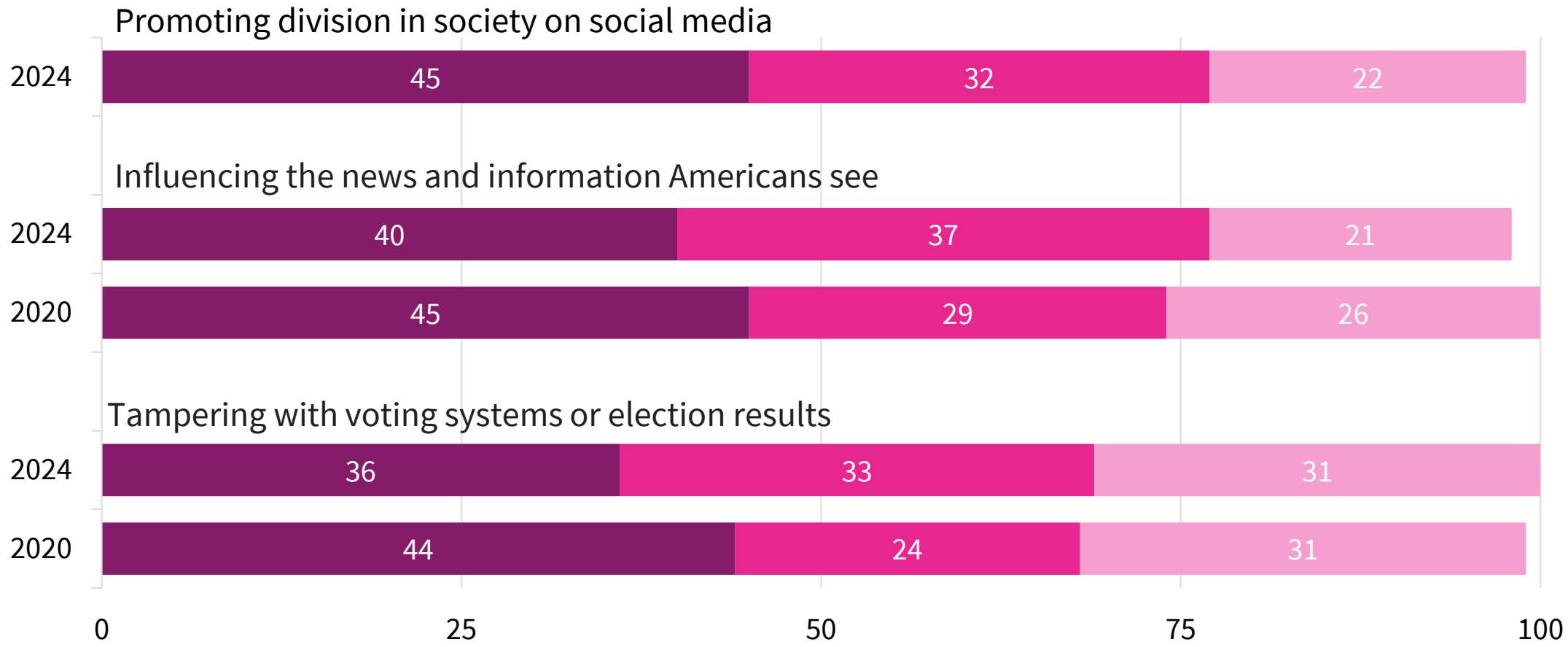
Percent of adults



45% are concerned about foreign governments promoting division on social media. About 1 in 3 are concerned about foreign tampering with voting systems.

How concerned are you about foreign governments interfering with the 2024 presidential election by...
Percent of adults

■ Extremely/very concerned ■ Somewhat concerned ■ Not very/not at all concerned



Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults and September 15-25, 2020, with 1,043 adults.

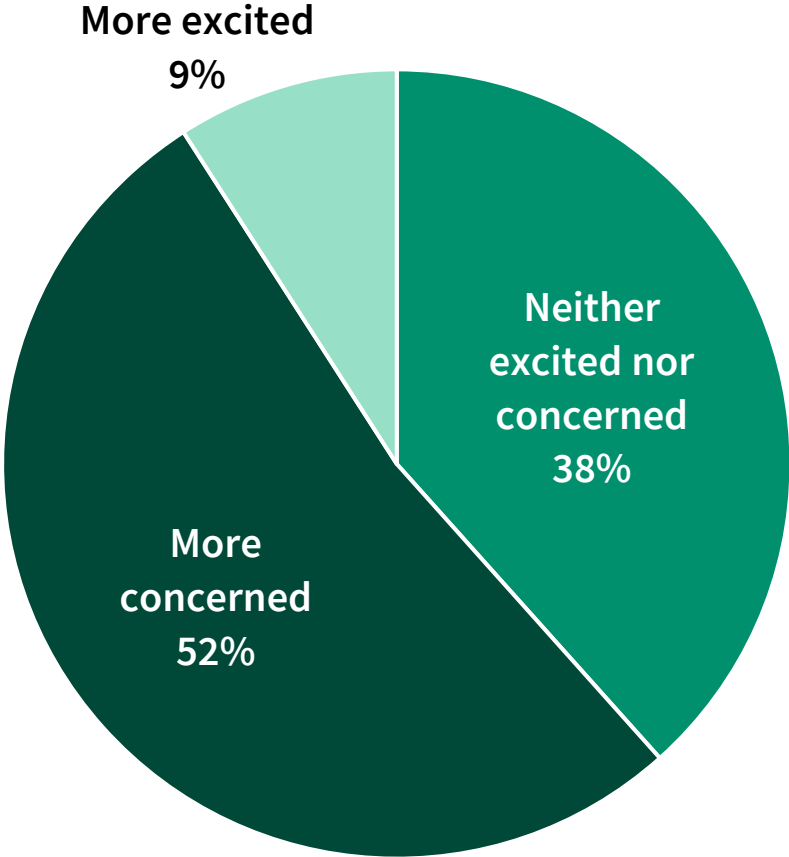
Artificial intelligence and the future of information



Half are concerned about the future impact of AI tools on how they get information, while few are excited about the prospect.

Thinking about the future impact of AI tools on how you get information, would you say you feel...

Percent of adults

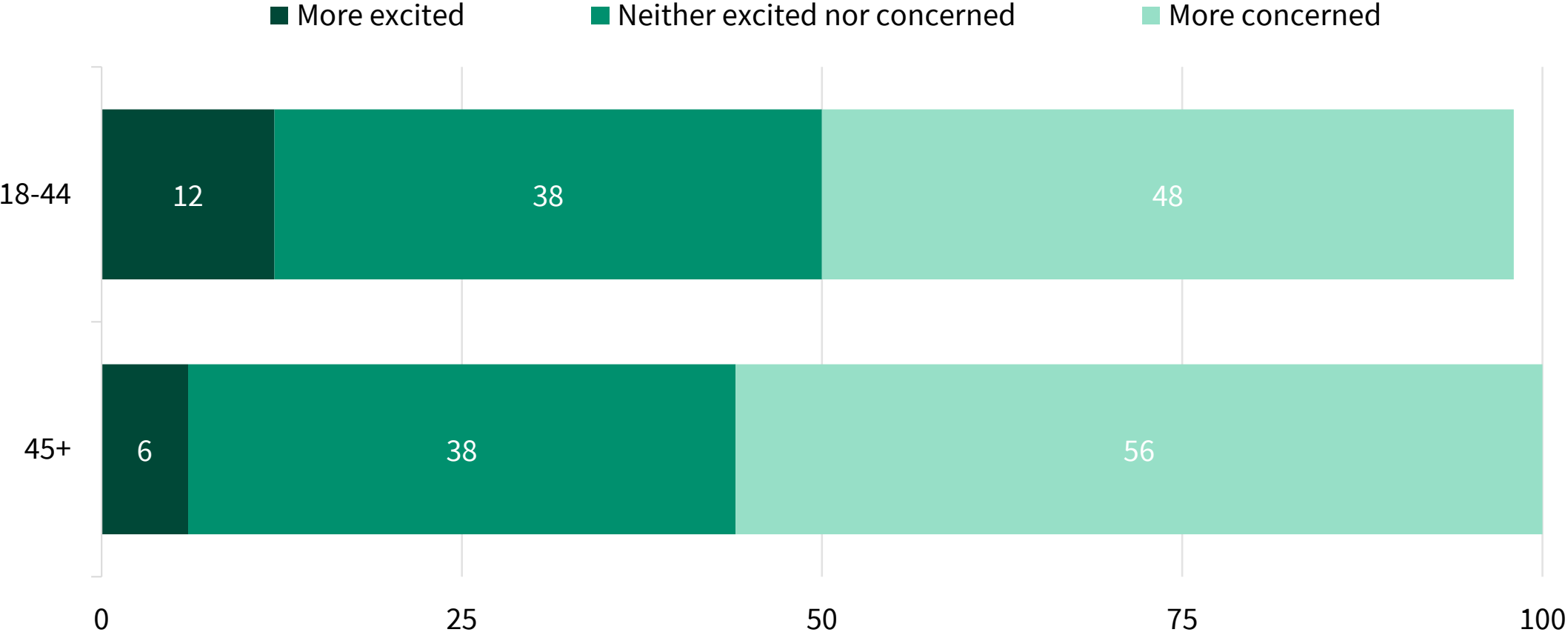


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Younger adults are more likely than older adults to be excited about the future impact of AI tools.

Thinking about the future impact of artificial intelligence, or AI, tools on how you get information, would you say you feel...

Percent of adults

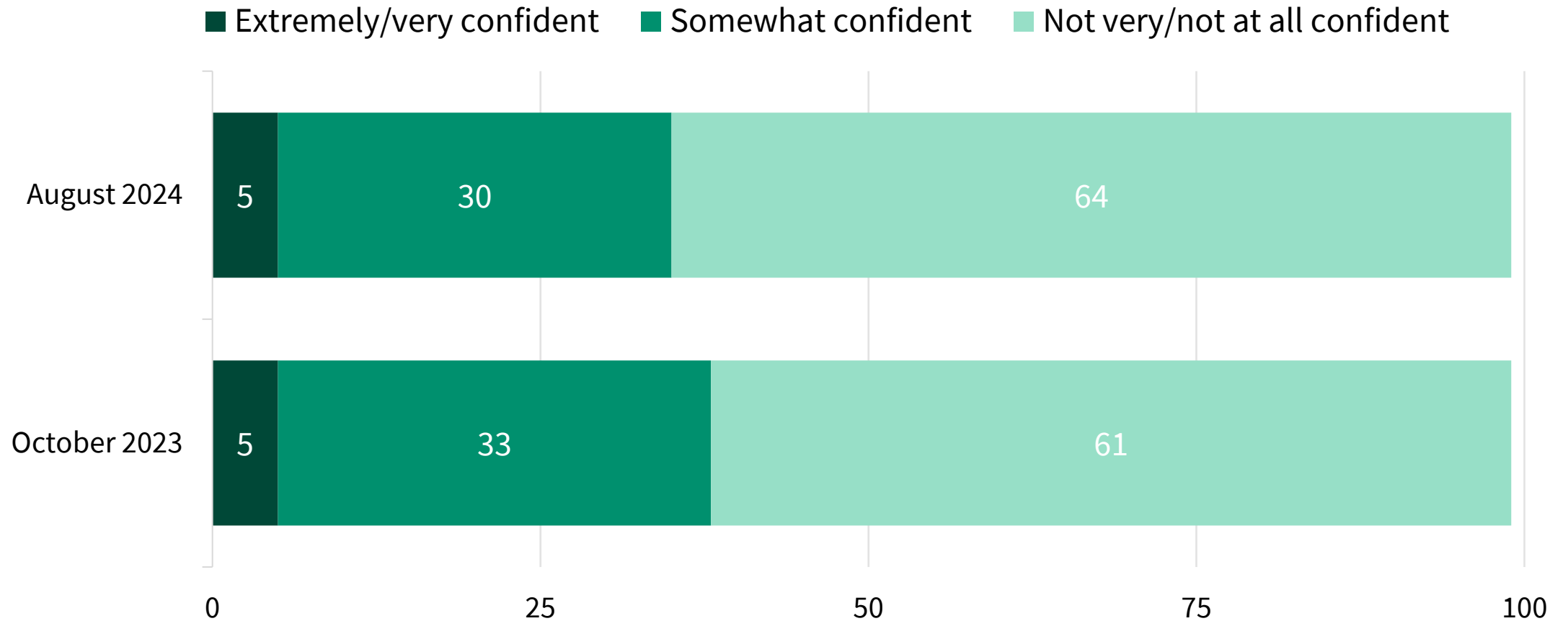


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults.

Few are very confident in the reliability of information from AI.

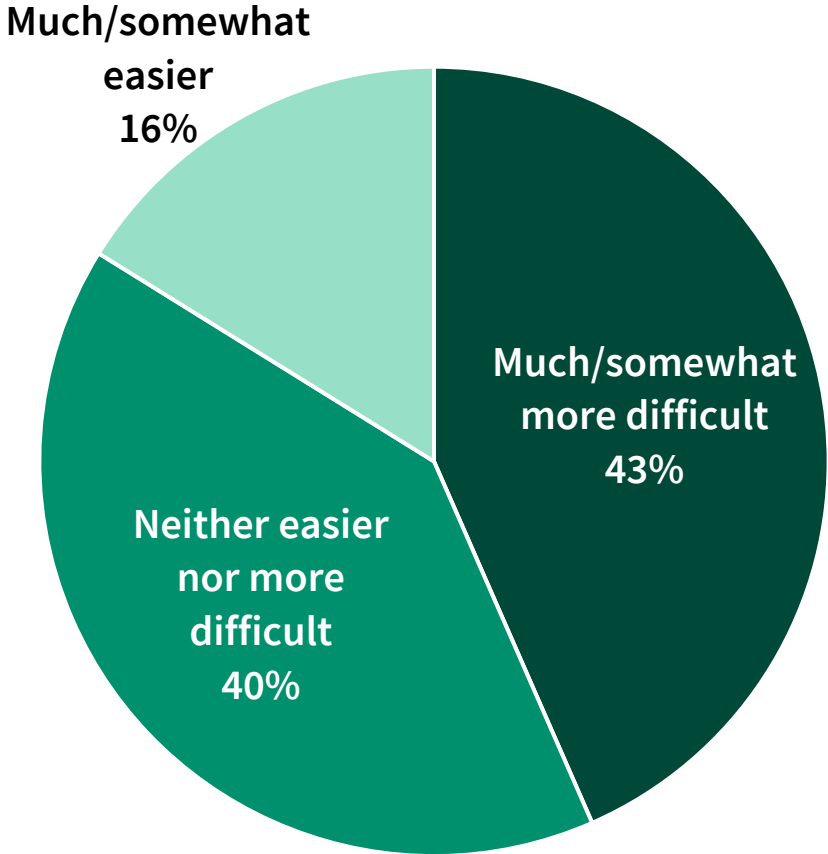
How confident are you that information from artificial intelligence chatbots or search results is reliable and factual?

Percent of adults



More than 4 in 10 adults think AI will make it harder to find factual information about the election.

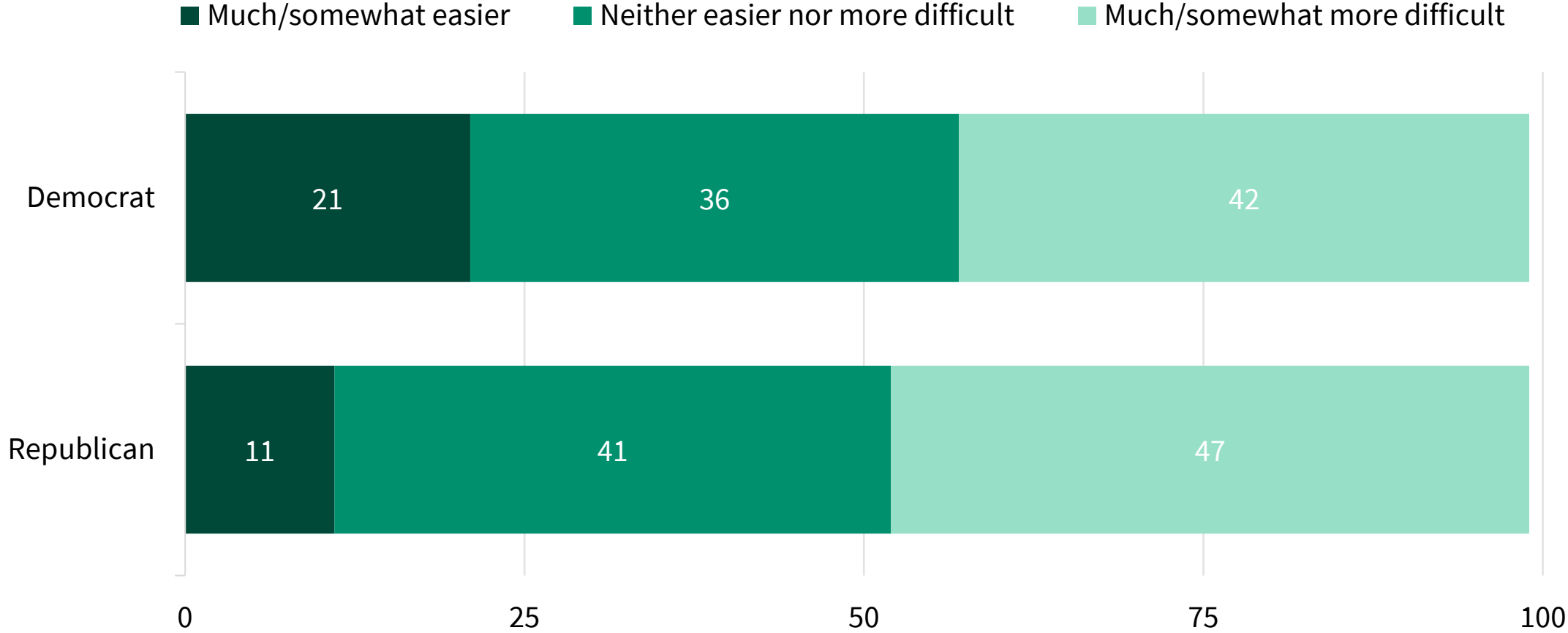
Overall, do you think the use of AI will make it easier, more difficult, or neither easier nor more difficult to find factual and accurate information about the 2024 presidential election?
Percent of adults



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

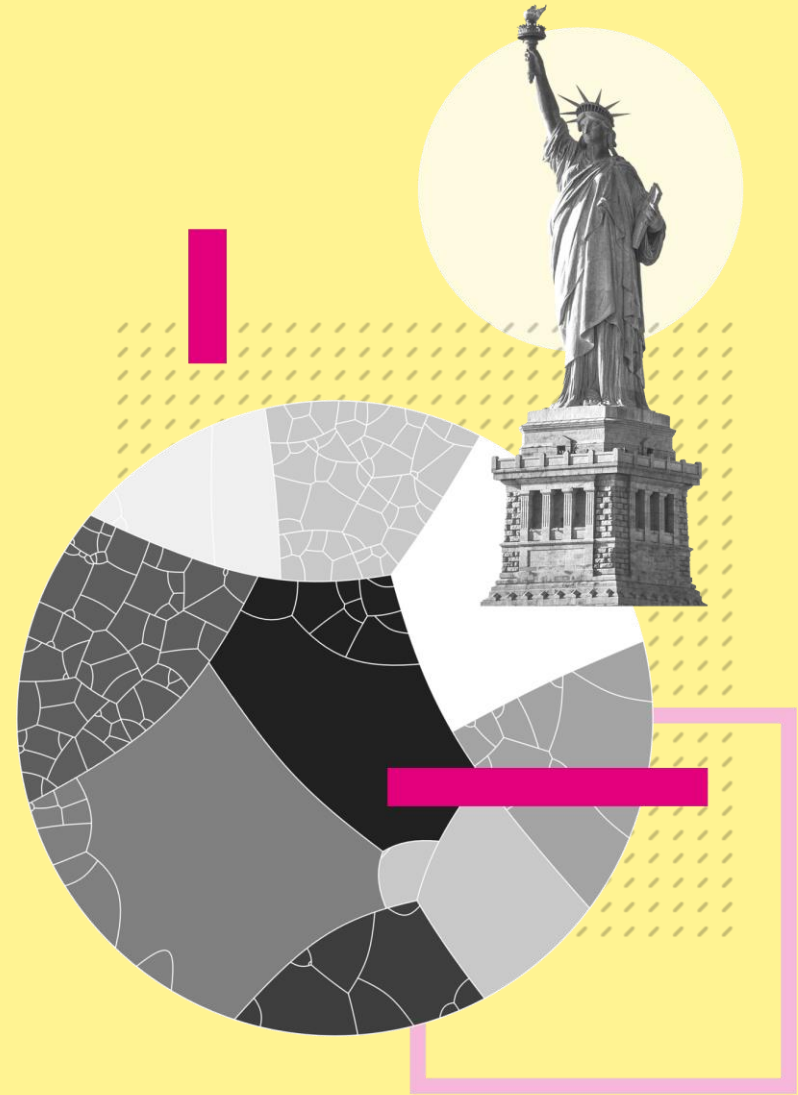
Democrats are more likely than Republicans to think AI will make it easier to find accurate election information.

Overall, do you think the use of AI will make it easier, more difficult, or neither easier nor more difficult to find factual and accurate information about the 2024 presidential election?
Percent of adults



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults.

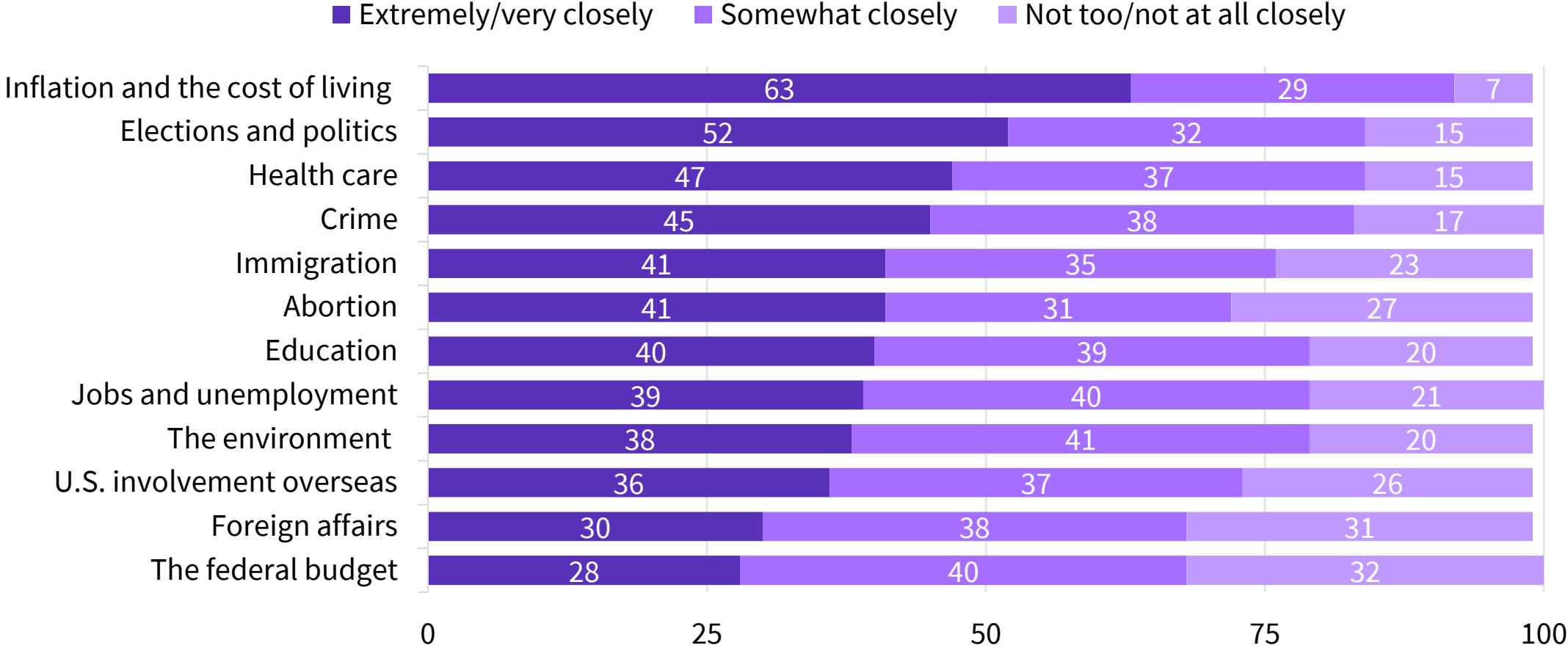
Trust in information from the government



The public follows inflation and the cost of living most closely, while fewer pay close attention to the federal budget or foreign affairs.

Next, how closely do you pay attention to information about each of the following topics?

Percent of adults

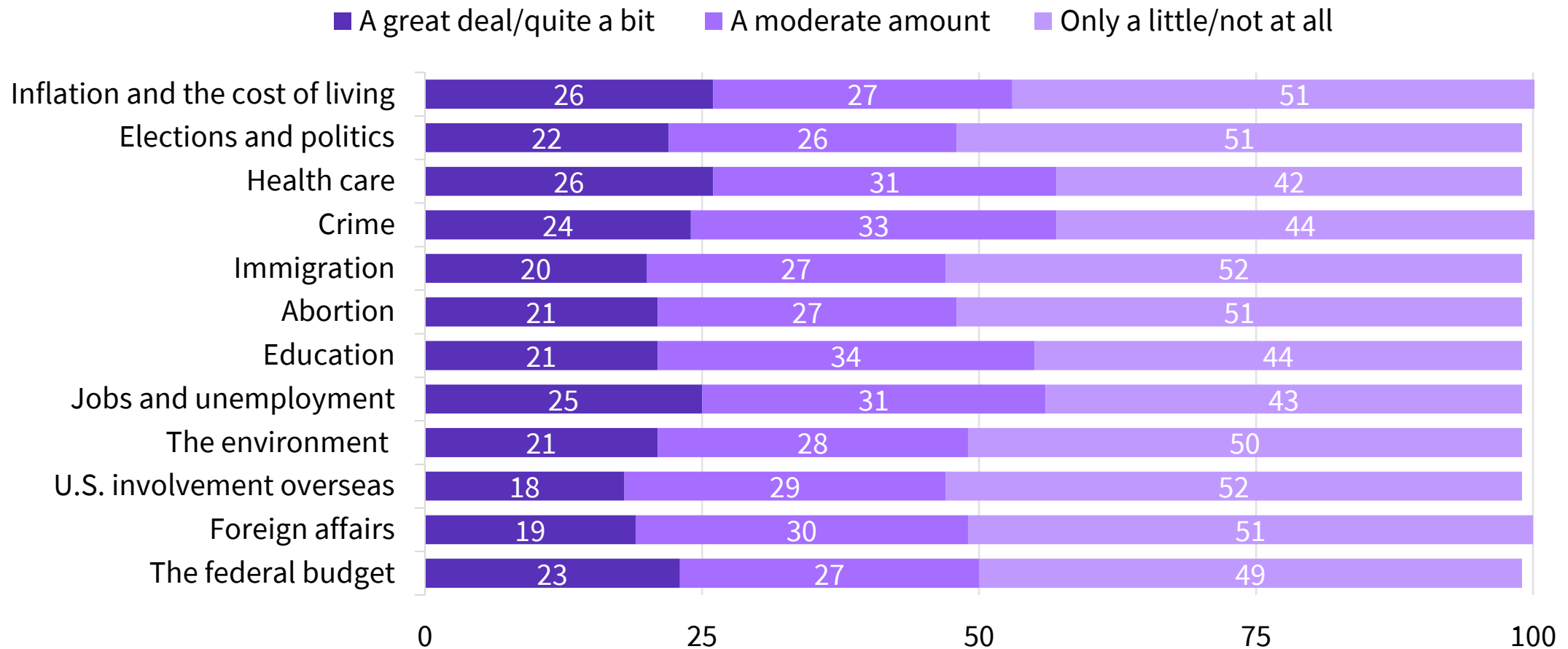


Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

On a range of issues, few are very trusting of information from the federal government.

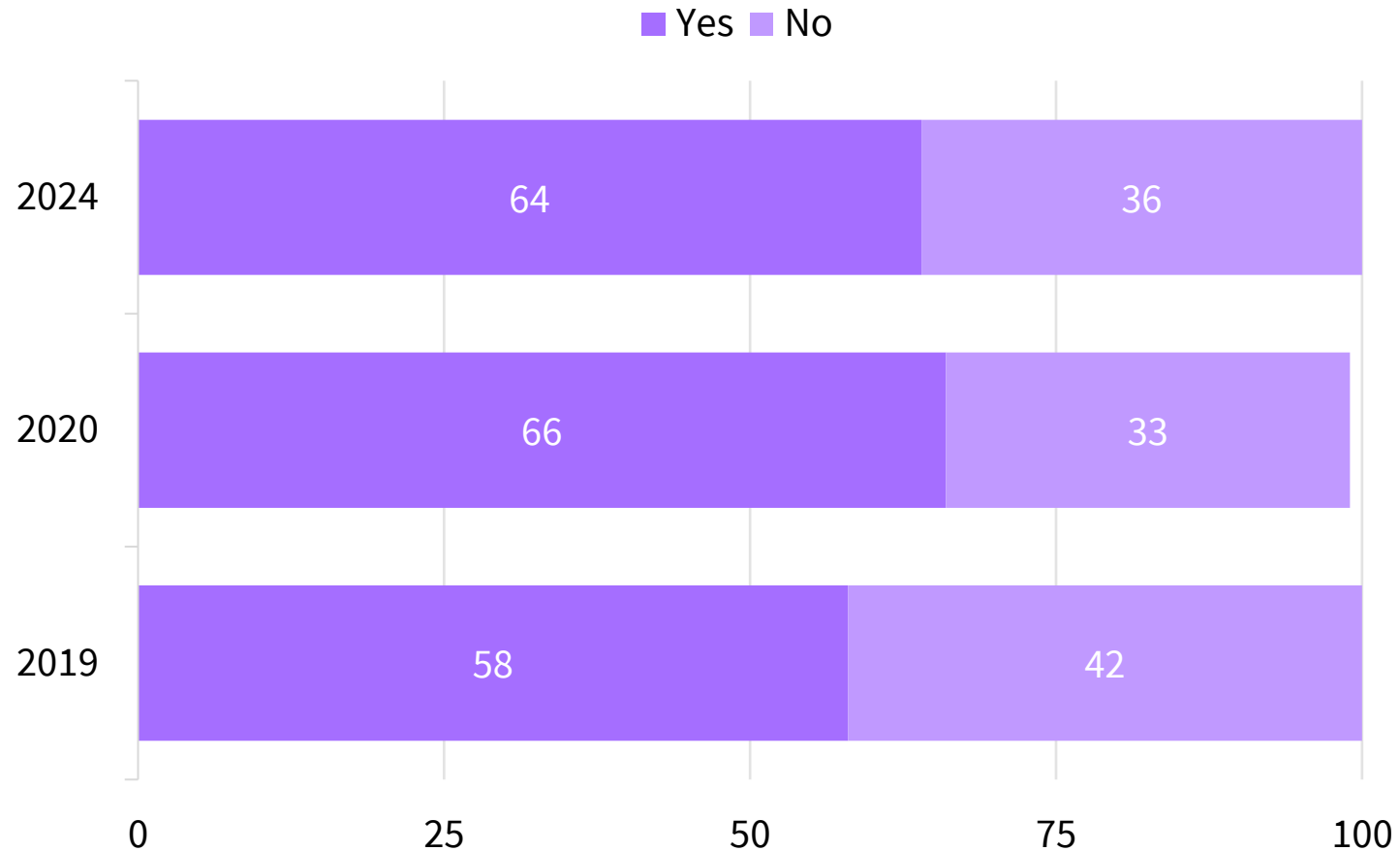
How much do you trust information from the federal government about the following topics?

Percent of adults



Despite low trust in information from the government, about two-thirds report using a federal government website to look up information.

Have you ever used federal government website to look up information?
Percent of adults

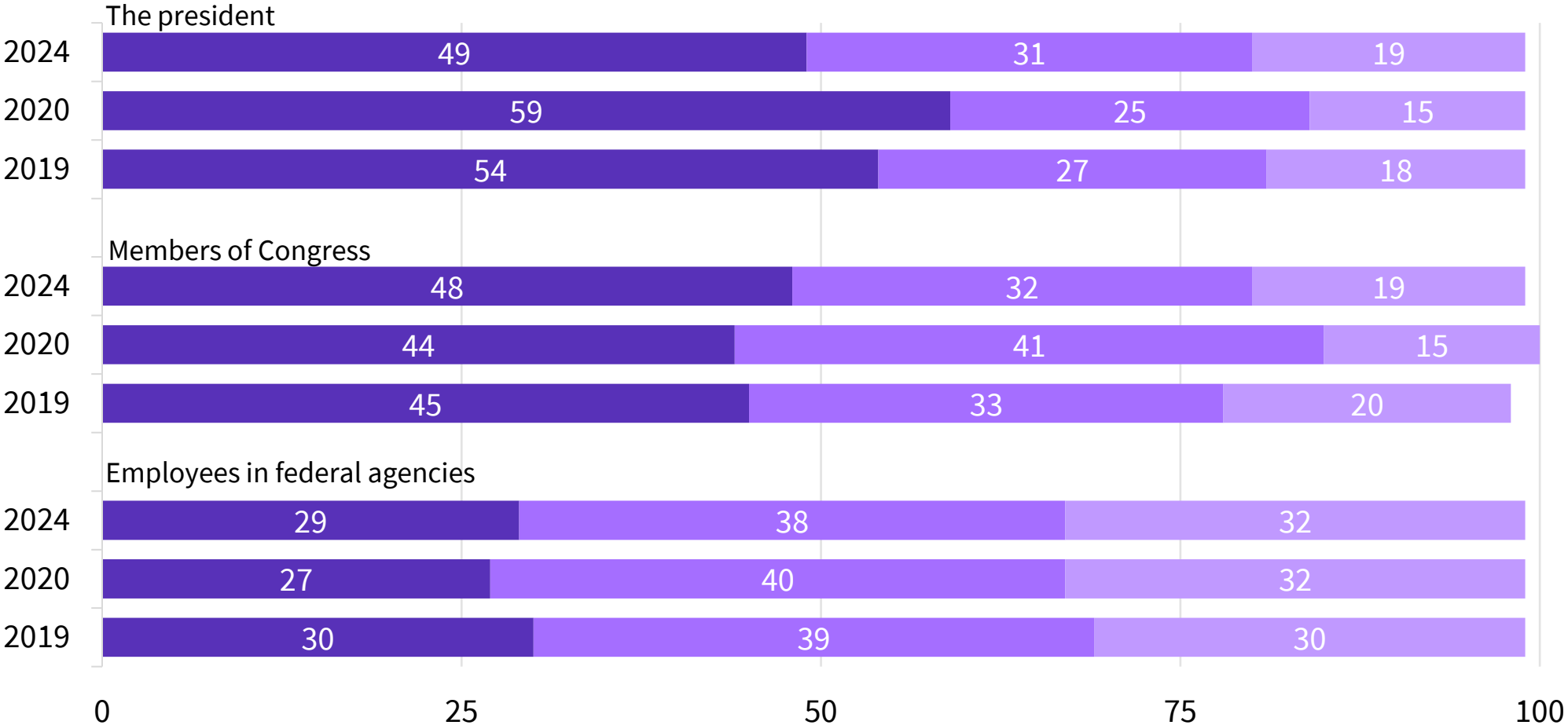


More think the political beliefs of the president and members of Congress influence information provided by the federal government than think the same about federal employees.

How much influence do you think the political beliefs of each of the following have over information provided by the federal government?

Percent of adults

■ A great deal/quite a bit ■ A moderate amount ■ Only a little/not at all



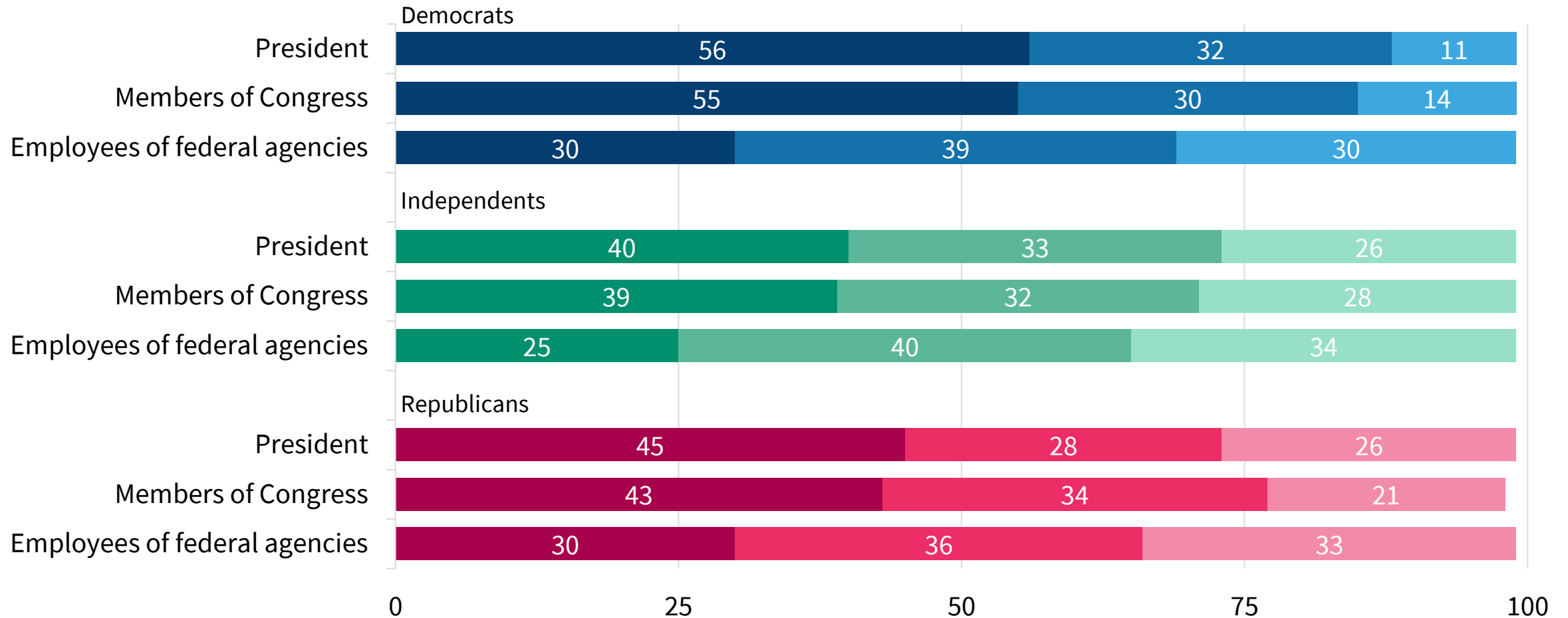
Source: AP-NORC/USAFacts polls conducted July 29-August 8, 2024, with 1,019 adults, September 15-25, 2020, with 1,043 adults, and October 15-28, 2019, with 1,032 adults

Less than 1 in 3 Democrats, independents, or Republicans think political beliefs of federal employees significantly influence information provided by the government.

How much influence do you think the political beliefs of each of the following have over information provided by the federal government?

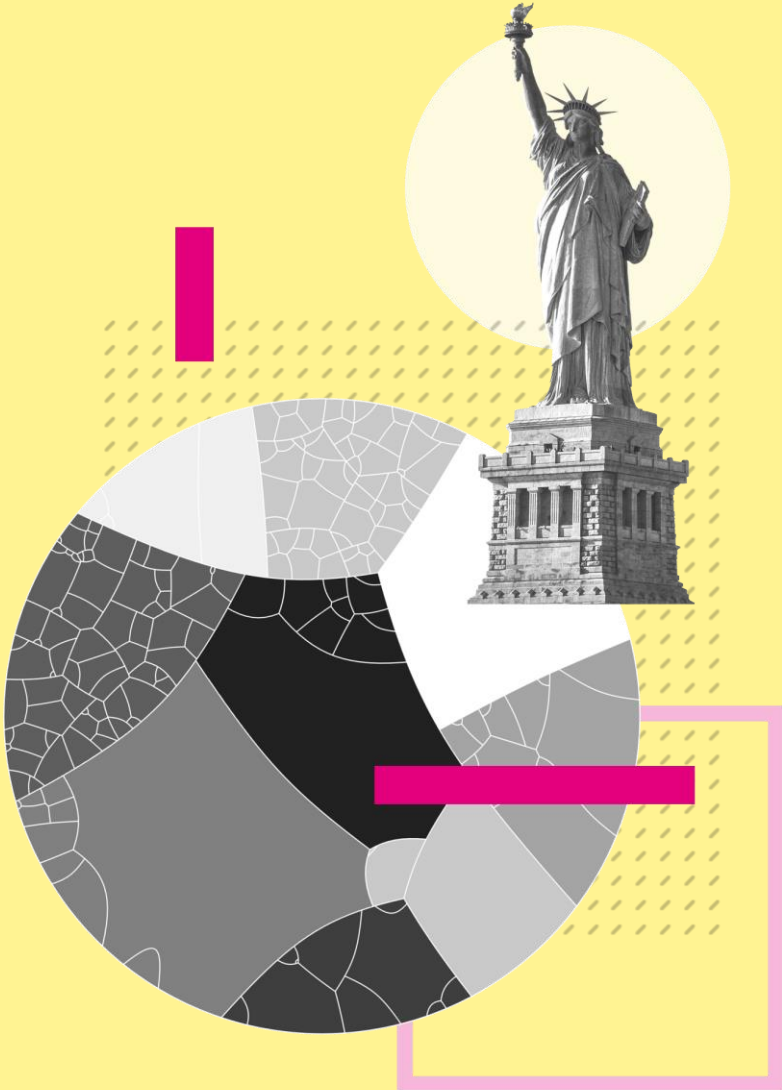
Percent of adults

■ A great deal/quite a bit ■ A moderate amount ■ Only a little/not at all



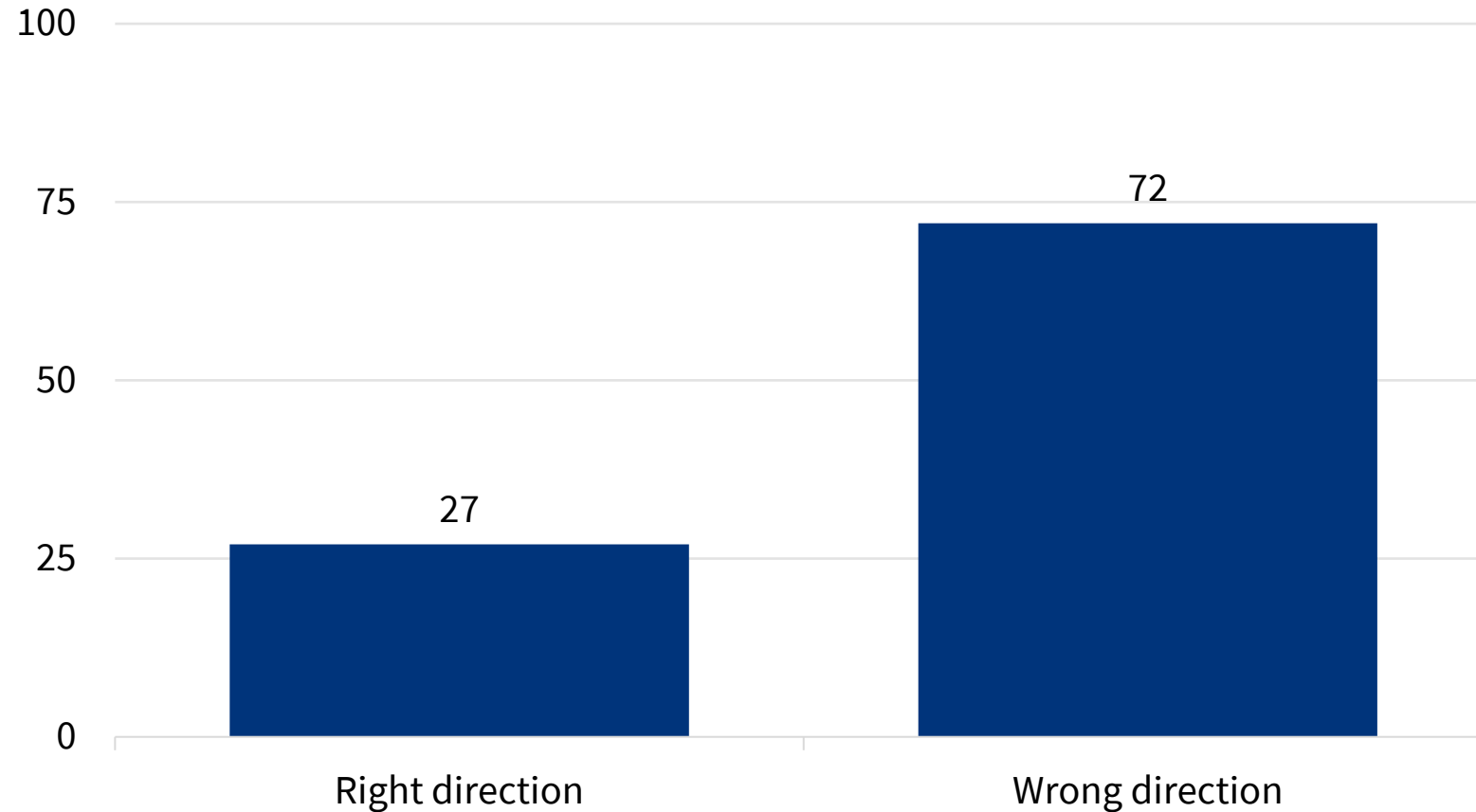
Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Outlook and fatigue



Close to three quarters of adults believe the country is heading in the wrong direction.

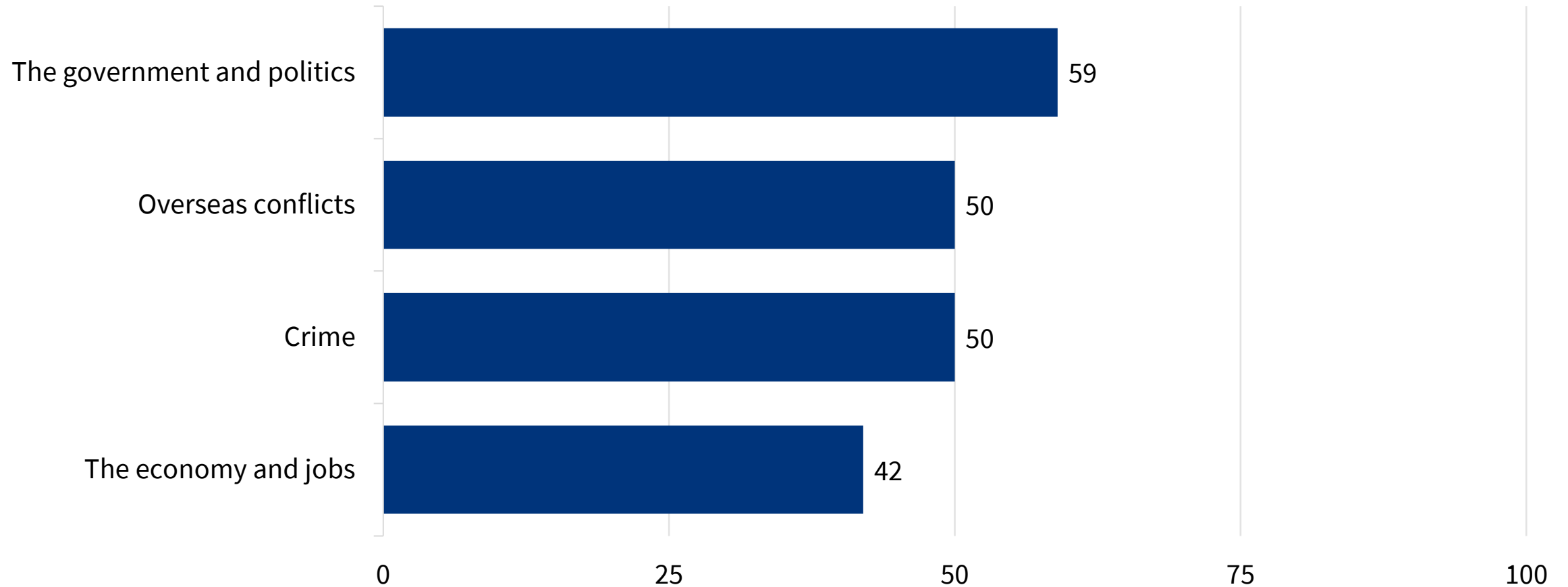
Generally speaking, would you say things in this country are heading in the...
Percent of adults



Over half have felt the need to limit consumption of information related to government and politics due to overload or fatigue.

Have you ever felt the need to limit your media consumption on the following topics due to information overload, fatigue, or similar reasons?

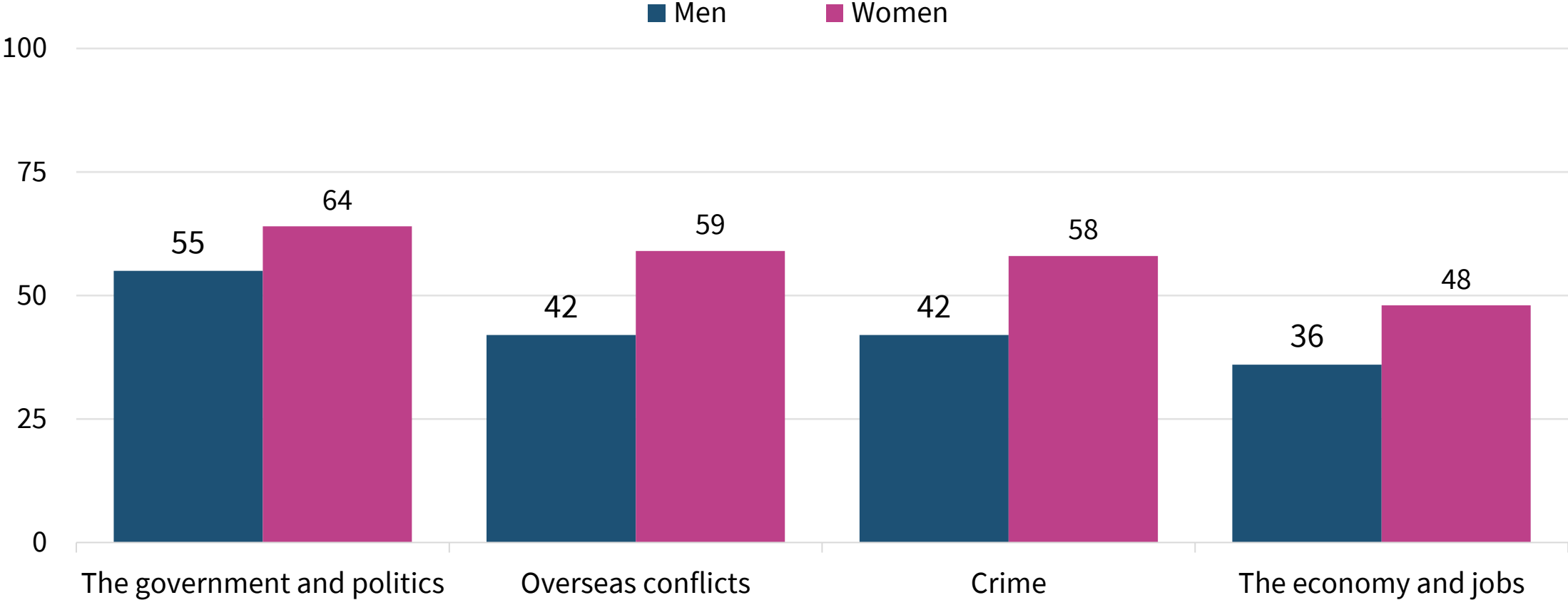
Percent of adults who say yes



Women are more likely than men to feel the need to limit media consumption on each of these topics.

Have you ever felt the need to limit your media consumption on the following topics due to information overload, fatigue, or similar reasons?

Percent of adults who say yes



Source: AP-NORC/USAFacts poll conducted July 29-August 8, 2024, with 1,019 adults

Methodology

State of the Facts Poll 2024

- Poll conducted by The AP-NORC Center for Public Affairs Research with funding from USAFacts
- Nationwide poll of 1,019 adults conducted July 29-August 8, 2024 using AmeriSpeak®
 - AmeriSpeak is NORC's probability-based panel designed to be representative of the U.S. household population
 - 990 interviews conducted via the web and 29 via telephone
 - Interviews conducted in English and Spanish
- The margin of sampling error is +/- 4.0 percentage points
- The AAPOR Response Rate 3 is 4.5%
- Complete topline and methodology is available at www.apnorc.org.