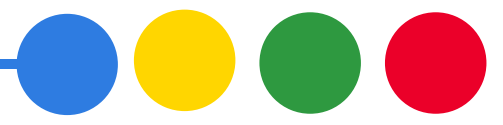


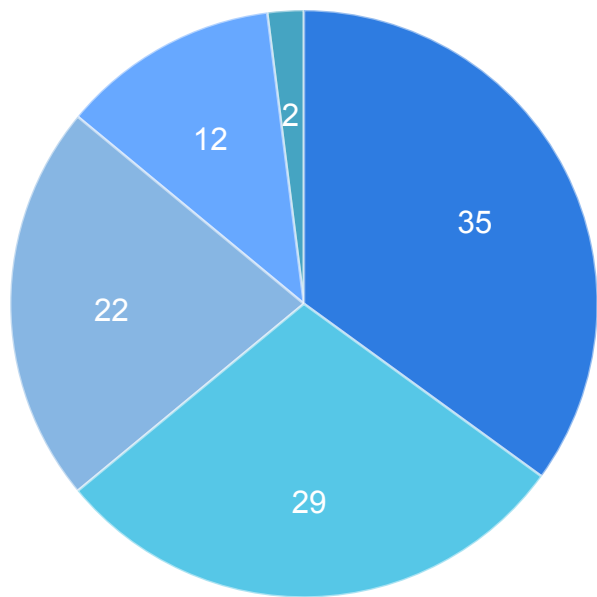
#SupportRealNews

The State of Fake News in 2017



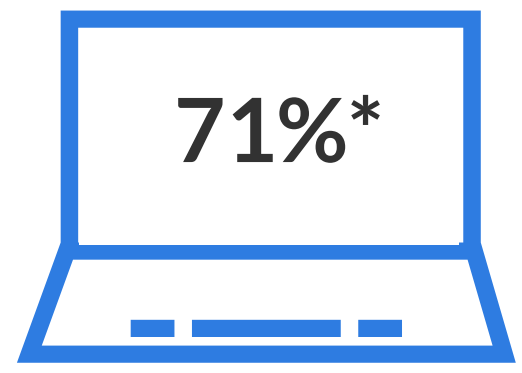
Unless otherwise noted, all data comes from a September Morning Consult/News Media Alliance poll of 2,201 adults over 18. There is a margin of error of +/- 2 percentage points.

CONCERN ABOUT FAKE NEWS



- VERY CONCERNED 35
- NOT TOO CONCERNED 22
- DON'T KNOW/NO OPINION 2
- SOMEWHAT CONCERNED 29
- NOT AT ALL CONCERNED 12

MEDIA LITERACY



*Percent of respondents who feel very or somewhat confident in their ability to tell real news from fake news, via Pew Research Center



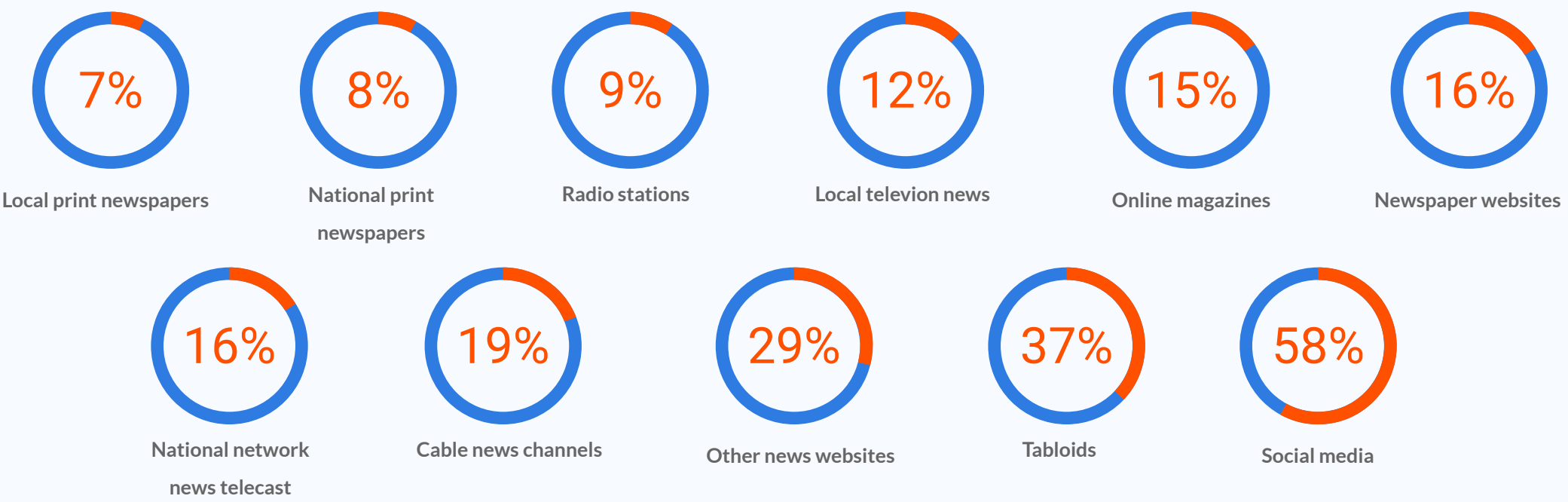
*Percent of people who have shared a news story they later found out was fake news, via Pew Research Center



**Percent of people who have shared a fake news story while knowing at the time it was fake news, via Pew Research Center

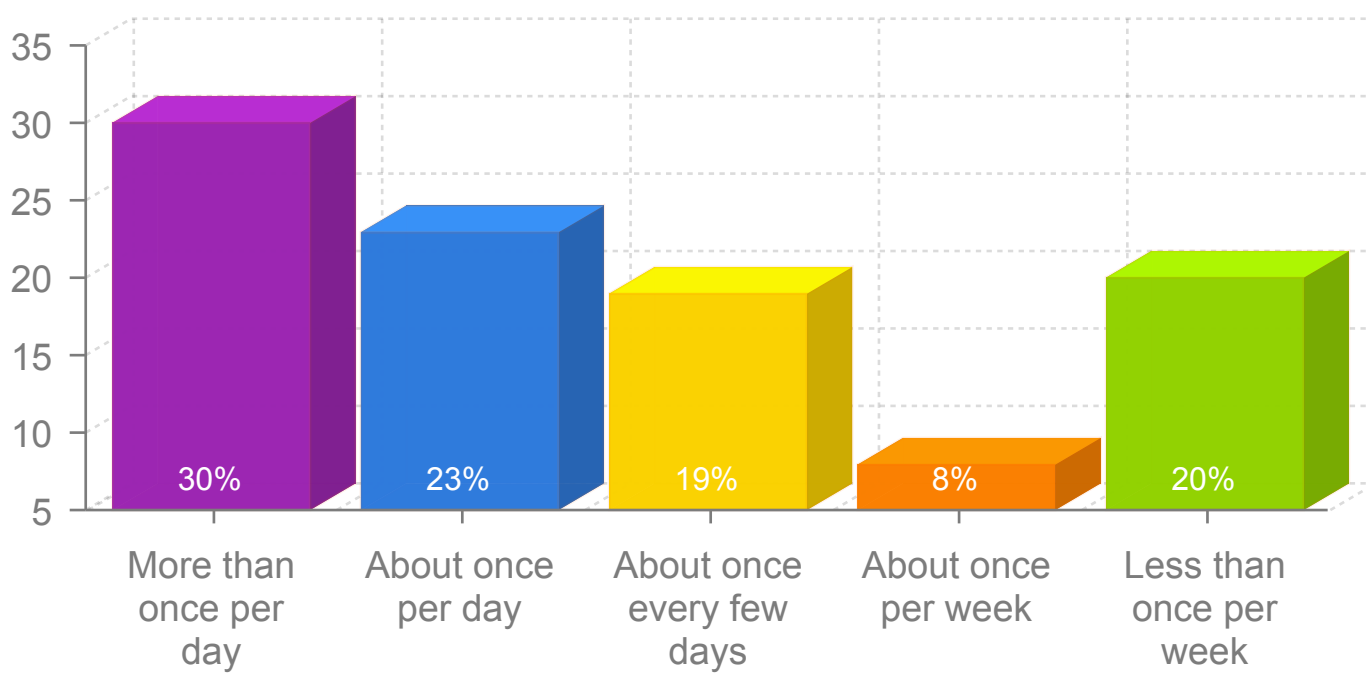
WHO REPORTS FAKE NEWS?

Nearly 60% of Americans have seen fake news stories on social media versus only 7% in local print newspapers.



FREQUENCY OF FAKE NEWS

How often do you encounter fake news online?



How much have you seen, read, or heard about fake news recently?

