FIFTH ESTATE SURVEY

Topline
FIELDWORK DATES: 6 Dec - 13 Dec, 2023
SAMPLE: N=6,048 general population adults in Brazil, Italy, South Africa, South Korea, UK and US
WEIGHTING: None
METHODOLOGY: Online
RESEARCH AGENCY: Povaddo

Please indicate your place of residence.

	%
Brazil	17%
Italy	17%
South Africa	17%
South Korea	17%
United Kingdom	17%
United States	17%
Unweighted Sample Size	6048

S1: What is your age?

	%
21-34	29%
35-49	29%
50-64	27%
65+	15%
Unweighted Sample Size	6048

S2: Are you…

	%
Male	49%
Female	51%
Another gender	0%
Prefer not to say	0%
Unweighted Sample Size	6048

Q1: Which of the following statements do you agree with most, even if you don't agree with either fully?

	%
Most people today get their news and information from traditional sources, such as television, radio, and newspapers.	29%
Most people today get their news and information from individual and community based online platforms, such as online communities, bloggers, social media, and podcasts.	66%
Unsure	6%
Unweighted Sample Size	6048

Q2a_3a. [Providing high-quality and trustworthy information - SUMMARY TABLE] Imagine you are rating… on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate…?

	Average
Traditional Media	3.5
Community based online platforms	3.1
Unweighted Sample Size	5788

Q2b_3b. [Covering a wide range of issues - SUMMARY TABLE] Imagine you are rating… on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate…?

	Average
Community based online platforms	3.8
Traditional Media	3.6
Unweighted Sample Size	5840

Q2c_3c. [Elevating the public discourse - SUMMARY TABLE] Imagine you are rating… on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate…?

	Average
Community based online platforms	3.4
Traditional Media	3.3
Unweighted Sample Size	5634

Q2d_3d. [Making news and information easily accessible - SUMMARY TABLE] Imagine you are rating… on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate…?

	Average
Community based online platforms	3.9
Traditional Media	3.7
Unweighted Sample Size	5797

Q2a. Providing high-quality and trustworthy information - Imagine you are rating traditional media (such as television, radio, newspapers, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how

	%
One star	9%
Two stars	10%
Three stars	27%
Four stars	32%
Five stars	22%
Average	3.5
Unweighted Sample Size	5942

Q2b. Covering a wide range of issues - Imagine you are rating traditional media (such as television, radio, newspapers, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate traditional media on each of the following?

	%
One star	4%
Two stars	11%
Three stars	27%
Four stars	33%
Five stars	24%
Average	3.6
Unweighted Sample Size	5952

Q2c. Elevating the public discourse - Imagine you are rating traditional media (such as television, radio, newspapers, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate traditional media on each of the following?

	%
One star	8%
Two stars	15%
Three stars	31%
Four stars	28%
Five stars	17%
Average	3.3
Unweighted Sample Size	5791

Q2d. Making news and information easily accessible - Imagine you are rating traditional media (such as television, radio, newspapers, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate traditional media on each of the following?

	%
One star	5%
Two stars	10%
Three stars	22%
Four stars	31%
Five stars	32%
Average	3.7
Unweighted Sample Size	5931

Q3a. Providing high-quality and trustworthy information - Imagine you are rating individual and community based online platforms (such as online communities, bloggers, social media, podcasts, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate non-traditional media on each of the following?

	%
One star	12%
Two stars	19%
Three stars	31%
Four stars	23%
Five stars	16%
Average	3.1
Unweighted Sample Size	5824

Q3b. Covering a wide range of issues - Imagine you are rating individual and community based online platforms (such as online communities, bloggers, social media, podcasts, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate non-traditional media on each of the following?

	%
One star	4%
Two stars	9%
Three stars	23%
Four stars	32%
Five stars	31%
Average	3.8
Unweighted Sample Size	5875

Q3c. Elevating the public discourse - Imagine you are rating individual and community based online platforms (such as online communities, bloggers, social media, podcasts, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate non-traditional media on each of the following?

	%
One star	8%
Two stars	14%
Three stars	29%
Four stars	29%
Five stars	20%
Average	3.4
Unweighted Sample Size	5712

Q3d. Making news and information easily accessible - Imagine you are rating individual and community based online platforms (such as online communities, bloggers, social media, podcasts, etc.) on their performance over the past year. Using a scale of 1 star (worst) to 5 stars (best), how would you rate non-traditional media on each of the following?

	%
One star	4%
Two stars	7%
Three stars	19%
Four stars	31%
Five stars	38%
Average	3.9
Unweighted Sample Size	5846

Q4a: If your friend told you about a major news event, where would you go first to learn more?

	%
Established news institutions and sources (news channels, radio, newspapers (print and digital), news aggregator apps and services such as Google News, Apple News)	66%
Individual and community-based platforms (including social media, community groups, podcasts, blogs)	26%
Friends and Family	5%
Other (please specify)	2%
None of the above	2%
Unweighted Sample Size	6048

[Ask if Q4a=2] Q4b: You mentioned that you would use individual and community-based platforms to learn more about a major news event. Which of the following would you be most likely to use?

	%
Social media timeline or news feed	45%
Specific individual commentators or contributors (e.g. a blogger or content creator publishing posts, podcasts, video content or other)	28%
Social media groups or communities	19%
Comments sections (e.g. below news articles)	6%
Other (please specify)	2%
Unweighted Sample Size	1549

[Ask if Q4a=1] Q4c: You mentioned that you would use established news institutions and sources to learn more about a major news event. Which of the following would you be most likely to use?

	%
Television (news channel or news programme)	36%
News websites	32%
News aggregator apps (such as Google News, Apple News)	20%
Radio	2%
Newspapers (print or digital / online)	8%
Other (please specify)	1%
Unweighted Sample Size	3982

[Select if Q4a=2 OR Q5=6-10] Fifth estate user

	%
Fifth estate user	67%
Not fifth estate user	33%
Unweighted Sample Size	6048

Q5. Which of the following do you use, watch, read or engage with on a regular basis?

	%
Television	75%
News websites	57%
News aggregator apps (such as Google News, Apple News)	40%
Social media timelines or feeds	37%
Newspapers (print or digital / online)	35%
Radio	35%
Product or service reviews (e.g. Tripadvisor, Amazon, YouTube)	28%
Social media groups or communities	27%
Specific individual commentators or contributors (e.g. a blogger or content creator publishing posts, podcasts, video content or other)	22%
Comments sections (e.g. below news articles, social media posts)	22%
Other (please specify)	0%
None of the above	1%
Unweighted Sample Size	6048

Q6. [Asked only for answers in Q5 - AVERAGE SUMMARY TABLE] On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	Average
Radio	7.5
News aggregator apps (such as Google News, Apple News)	7.5
Newspapers (print or digital / online)	7.3
News websites	7.2
Television	7.1
Product or service reviews (e.g. Tripadvisor, Amazon, YouTube)	7.1
Specific individual commentators or contributors (e.g. a blogger or content creator publishing posts, podcasts, video content or other)	7.0
Social media groups or communities	6.4
Social media timelines or feeds	6.2
Comments sections (e.g. below news articles, social media posts)	6.1

Q6. [Asked only for answers in Q5 - TOTAL TRUST (8-10) SUMMARY TABLE] On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
Radio	55%
Newspapers (print or digital / online)	53%
News aggregator apps (such as Google News, Apple News)	52%
Television	48%
News websites	48%
Product or service reviews (e.g. Tripadvisor, Amazon, YouTube)	44%
Specific individual commentators or contributors (e.g. a blogger or content creator publishing posts, podcasts, video content or other)	43%
Social media groups or communities	33%
Comments sections (e.g. below news articles, social media posts)	29%
Social media timelines or feeds	28%

Q6a. Television - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	48%
NEUTRAL (4-7)	46%
TOTAL DO NOT TRUST (1-3)	6%
10 - Trust completely	13%
9	13%
8	22%
7	19%
6	13%
5	10%
4	4%
3	3%
2	2%
1 - Do not trust at all	2%
Average	7.1
Unweighted Sample Size	4556

Q6b. News websites - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	48%
NEUTRAL (4-7)	48%
TOTAL DO NOT TRUST (1-3)	4%
10 - Trust completely	10%
9	13%
8	24%
7	21%
6	13%
5	10%
4	4%
3	2%
2	1%
1 - Do not trust at all	1%
Average	7.2
Unweighted Sample Size	3420

Q6c. Radio - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	55%
NEUTRAL (4-7)	42%
TOTAL DO NOT TRUST (1-3)	3%
10 - Trust completely	14%
9	16%
8	25%
7	21%
6	12%
5	7%
4	2%
3	1%
2	1%
1 - Do not trust at all	1%
Average	7.5
Unweighted Sample Size	2100

Q6d. Newspapers (print or digital / online) - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	53%
NEUTRAL (4-7)	43%
TOTAL DO NOT TRUST (1-3)	4%
10 - Trust completely	12%
9	16%
8	25%
7	20%
6	11%
5	9%
4	3%
3	2%
2	1%
1 - Do not trust at all	1%
Average	7.3
Unweighted Sample Size	2142

Q6e. News aggregator apps (such as Google News, Apple News) - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	52%
NEUTRAL (4-7)	45%
TOTAL DO NOT TRUST (1-3)	3%
10 - Trust completely	14%
9	15%
8	23%
7	21%
6	13%
5	8%
4	3%
3	1%
2	1%
1 - Do not trust at all	1%
Average	7.5
Unweighted Sample Size	2427

Q6f. Social media timelines or feeds - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	28%
NEUTRAL (4-7)	62%
TOTAL DO NOT TRUST (1-3)	9%
10 - Trust completely	6%
9	8%
8	15%
7	18%
6	17%
5	18%
4	10%
3	5%
2	2%
1 - Do not trust at all	2%
Average	6.2
Unweighted Sample Size	2254

Q6g. Social media groups or communities - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	33%
NEUTRAL (4-7)	59%
TOTAL DO NOT TRUST (1-3)	9%
10 - Trust completely	9%
9	9%
8	15%
7	18%
6	17%
5	16%
4	8%
3	4%
2	2%
1 - Do not trust at all	2%
Average	6.4
Unweighted Sample Size	1636

Q6h. Specific individual commentators or contributors (e.g. a blogger or content creator publishing posts, podcasts, video content or other) - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	43%
NEUTRAL (4-7)	52%
TOTAL DO NOT TRUST (1-3)	5%
10 - Trust completely	10%
9	14%
8	19%
7	19%
6	16%
5	12%
4	5%
3	2%
2	1%
1 - Do not trust at all	2%
Average	7.0
Unweighted Sample Size	1337

Q6i. Comments sections (e.g. below news articles, social media posts) - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	29%
NEUTRAL (4-7)	58%
TOTAL DO NOT TRUST (1-3)	13%
10 - Trust completely	7%
9	8%
8	14%
7	15%
6	18%
5	17%
4	8%
3	7%
2	3%
1 - Do not trust at all	3%
Average	6.1
Unweighted Sample Size	1316

Q6j. Product or service reviews (e.g. Tripadvisor, Amazon, YouTube) - On a scale of 1-10, where 1 is "do not trust at all" and 10 is "trust completely," how much do you trust the information you get from each of the following?

	%
TOTAL TRUST (8-10)	44%
NEUTRAL (4-7)	53%
TOTAL DO NOT TRUST (1-3)	3%
10 - Trust completely	10%
9	13%
8	21%
7	22%
6	15%
5	12%
4	4%
3	1%
2	1%
1 - Do not trust at all	1%
Average	7.1
Unweighted Sample Size	1698

Q7. Generally speaking, which of the following topics are you interested in following or engaging with?

	%
Food / cooking	50%
National current events	49%
Travel	47%
Health / medicine	46%
Government / politics / advocacy	43%
Science / technology	43%
International current events	42%
Business / finance	40%
Shopping	38%
Professional sports	37%
Lifestyle (general)	37%
Hobbies (gaming, gardening, etc.)	35%
Fitness / wellness	33%
Education	32%
Fashion / clothing	31%
Events in your neighbourhood /community	31%
Entertainment / celebrities	31%
Art / theater	23%
Beauty / makeup	23%
Religion / spirituality	21%
Other (please specify)	1%
Unweighted Sample Size	6048

[Asked if Fifth Estate user] Q8.What is the general topic of the individual and community-based online sources you regularly follow or engage with?

	%
Food / cooking	40%
National current events	37%
Government / politics / advocacy	35%
Travel	33%
Lifestyle (general)	32%
Shopping	32%
International current events	31%
Health / medicine	31%
Science / technology	31%
Business / finance	30%
Professional sports	30%
Hobbies (gaming, gardening, etc.)	30%
Entertainment / celebrities	30%
Fitness / wellness	28%
Fashion / clothing	27%
Events in your neighborhood/community	25%
Education	24%
Beauty / makeup	20%
Religion / spirituality	19%
Art / theater	15%
Other (please specify)	1%
Unweighted Sample Size	4081

[Asked if Fifth Estate user] Q9. [ANY REASON MERGED - SUMMARY TABLE] Why do you typically follow or engage with individual and community-based online sources? Please rank your top 3 reasons

	%
They are more accessible / easier to use than other sources of information.	55%
They give me an opportunity to engage in conversation or discussion with like-minded individuals.	47%
They offer independent views.	45%
They are more relevant to me and my daily life.	44%
They are free or less expensive than other sources of information.	39%
They are more enjoyable than other sources of information.	38%
They are more trustworthy than other sources of information.	32%
Other (please specify)	0%
Unweighted Sample Size	4081

[Asked if Fifth Estate user] Q9. [FIRST REASON - SUMMARY TABLE] Why do you typically follow or engage with individual and community-based online sources?

	%
They are more accessible / easier to use than other sources of information.	20%
They offer independent views.	16%
They are more relevant to me and my daily life.	15%
They give me an opportunity to engage in conversation or discussion with like-minded individuals.	14%
They are free or less expensive than other sources of information.	12%
They are more enjoyable than other sources of information.	11%
They are more trustworthy than other sources of information.	10%
Other (please specify)	0%
Unweighted Sample Size	4081

[Asked if Fifth Estate user] Q9. [SECOND REASON - SUMMARY TABLE] Why do you typically follow or engage with individual and community-based online sources?

	%
They are more accessible / easier to use than other sources of information.	18%
They give me an opportunity to engage in conversation or discussion with like-minded individuals.	17%
They are free or less expensive than other sources of information.	14%
They are more relevant to me and my daily life.	14%
They are more enjoyable than other sources of information.	13%
They offer independent views.	13%
They are more trustworthy than other sources of information.	11%
Other (please specify)	0%
Unweighted Sample Size	4081

[Asked if Fifth Estate user] Q9. [THIRD REASON - SUMMARY TABLE] Why do you typically follow or engage with individual and community-based online sources?

	%
They are more accessible / easier to use than other sources of information.	16%
They give me an opportunity to engage in conversation or discussion with like-minded individuals.	16%
They offer independent views.	15%
They are more relevant to me and my daily life.	15%
They are more enjoyable than other sources of information.	14%
They are free or less expensive than other sources of information.	13%
They are more trustworthy than other sources of information.	10%
Other (please specify)	0%
Unweighted Sample Size	4081

[Asked if Fifth Estate user] Q10. [YES - SUMMARY TABLE] Have you ever done any of the following based on information and/or recommendations from individual or community-based online sources

	%
Talked to friends or family about something I read	90%
Made an online purchase	84%
Browsed a company's website	84%
Made an in-store / in-person purchase	79%
Changed my views about a certain issue or topic	69%
Followed a company on social media	69%
Shared my own commentary or social media post	65%
Attended an in-person event	50%
Unweighted Sample Size	4036

Q11. [TRADITIONAL MEDIA - SUMMARY TABLE] You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Provides trustworthy information	37%
Gives me in-depth understanding of a topic	29%
Easily accessible and easy to follow	23%
Relevant to me and my daily life	22%
Enhances my views and opinions	19%
Entertaining and enjoyable	16%
Helps me feel connected to / familiar with the authors	15%
Allows me to engage in a discussion on the topic	11%
Makes me feel like I am part of a community	11%
Unweighted Sample Size	3899

Q11. [FIFTH ESTATE - SUMMARY TABLE] You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Allows me to engage in a discussion on the topic	52%
Makes me feel like I am part of a community	47%
Helps me feel connected to / familiar with the authors	42%
Entertaining and enjoyable	37%
Easily accessible and easy to follow	37%
Enhances my views and opinions	33%
Relevant to me and my daily life	30%
Gives me in-depth understanding of a topic	28%
Provides trustworthy information	19%
Unweighted Sample Size	5024

Q11a. Relevant to me and my daily life - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	22%
Individual and community-based online sources	30%
Both	39%
Neither	7%
Unsure	2%
Unweighted Sample Size	6048

Q11b. Helps me feel connected to / familiar with the authors - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	15%
Individual and community-based online sources	42%
Both	26%
Neither	13%
Unsure	3%
Unweighted Sample Size	6048

Q11c. Makes me feel like I am part of a community - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	11%
Individual and community-based online sources	47%
Both	23%
Neither	16%
Unsure	3%
Unweighted Sample Size	6048

Q11d. Enhances my views and opinions - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	19%
Individual and community-based online sources	33%
Both	33%
Neither	12%
Unsure	3%
Unweighted Sample Size	6048

Q11e. Entertaining and enjoyable - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	16%
Individual and community-based online sources	37%
Both	35%
Neither	9%
Unsure	2%
Unweighted Sample Size	6048

Q11f. Easily accessible and easy to follow - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	23%
Individual and community-based online sources	37%
Both	36%
Neither	3%
Unsure	1%
Unweighted Sample Size	6048

Q11g. Allows me to engage in a discussion on the topic - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	11%
Individual and community-based online sources	52%
Both	24%
Neither	10%
Unsure	3%
Unweighted Sample Size	6048

Q11h. Provides trustworthy information - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	37%
Individual and community-based online sources	19%
Both	28%
Neither	10%
Unsure	6%
Unweighted Sample Size	6048

Q11i. Gives me in-depth understanding of a topic - You will now be shown a series of phrases which can describe media / information sources. Please indicate whether you believe each phrase best describes traditional media (television, radio, newspapers, etc.) or individual and community-based online sources (online communities, bloggers, social media, podcasts, etc.).

	%
Traditional media	29%
Individual and community-based online sources	28%
Both	34%
Neither	7%
Unsure	3%
Unweighted Sample Size	6048

Q12. [SIGNIFICANT RISK - SUMMARY TABLE] Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
Spreads misinformation	59%
Opinion without evidence	53%
Can't tell where data or information has come from	50%
Poorly researched data	50%
One sided or biased information	49%
Enables the spread of radical ideologies	47%
Exacerbates divisions in society	44%
Fuels cancel culture	40%
Lacks diversity of ideas and opinions	31%
Unweighted Sample Size	5143

Q12a. One sided or biased information - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	8%
Some risk	38%
Significant risk	49%
Don't know / can't answer	6%
Unweighted Sample Size	6048

Q12b. Poorly researched data - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	7%
Some risk	37%
Significant risk	50%
Don't know / can't answer	6%
Unweighted Sample Size	6048

Q12c. Opinion without evidence - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	7%
Some risk	35%
Significant risk	53%
Don't know / can't answer	5%
Unweighted Sample Size	6048

Q12d. Spreads misinformation - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	5%
Some risk	31%
Significant risk	59%
Don't know / can't answer	5%
Unweighted Sample Size	6048

Q12e. Lacks diversity of ideas and opinions - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	17%
Some risk	44%
Significant risk	31%
Don't know / can't answer	8%
Unweighted Sample Size	6048

Q12f. Can't tell where data or information has come from - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	7%
Some risk	36%
Significant risk	50%
Don't know / can't answer	6%
Unweighted Sample Size	6048

Q12g. Exacerbates divisions in society - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	9%
Some risk	39%
Significant risk	44%
Don't know / can't answer	8%
Unweighted Sample Size	6048

Q12h. Enables the spread of radical ideologies - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	9%
Some risk	36%
Significant risk	47%
Don't know / can't answer	8%
Unweighted Sample Size	6048

Q12i. Fuels cancel culture - Whilst some talk about the benefits of the rise of individual and community-based online sources, some express concern that they can be used for negative purposes. How significant, if at all are the following risks of the rise of individual or community-based online sources?

	%
No risk	8%
Some risk	37%
Significant risk	40%
Don't know / can't answer	15%
Unweighted Sample Size	6048

Q13. Which, if any, of the following actions should individuals take to enable the most positive use of individual and community-based online sources?

	%
Avoid sharing content without verifying authenticity	66%
Insist on sources that fact check information	55%
Report inappropriate or inaccurate information or sources	55%
Self-educate or learn more about safe and appropriate use of online sources	53%
Seek out a variety of opinions to inform views	49%
Avoid or boycott sources that do not foster civilized debate	38%
None of the above	3%
Other	1%
Unweighted Sample Size	6048

Q14. Which, if any, of the following actions should Governments, regulators or platform owners take to enable the most positive use of individual and community-based online sources?

	%
Improve ability of law enforcement to investigate and hold to account those who misuse online platforms	63%
Initiatives that improve transparency (e.g. of information origins and authors)	62%
Initiatives to combat the generation and spread of misinformation	61%
Promote digital literacy for users	42%
None of the above	5%
Other	1%
Unweighted Sample Size	6048

Additional demographic questions were asked for statistical purposes only