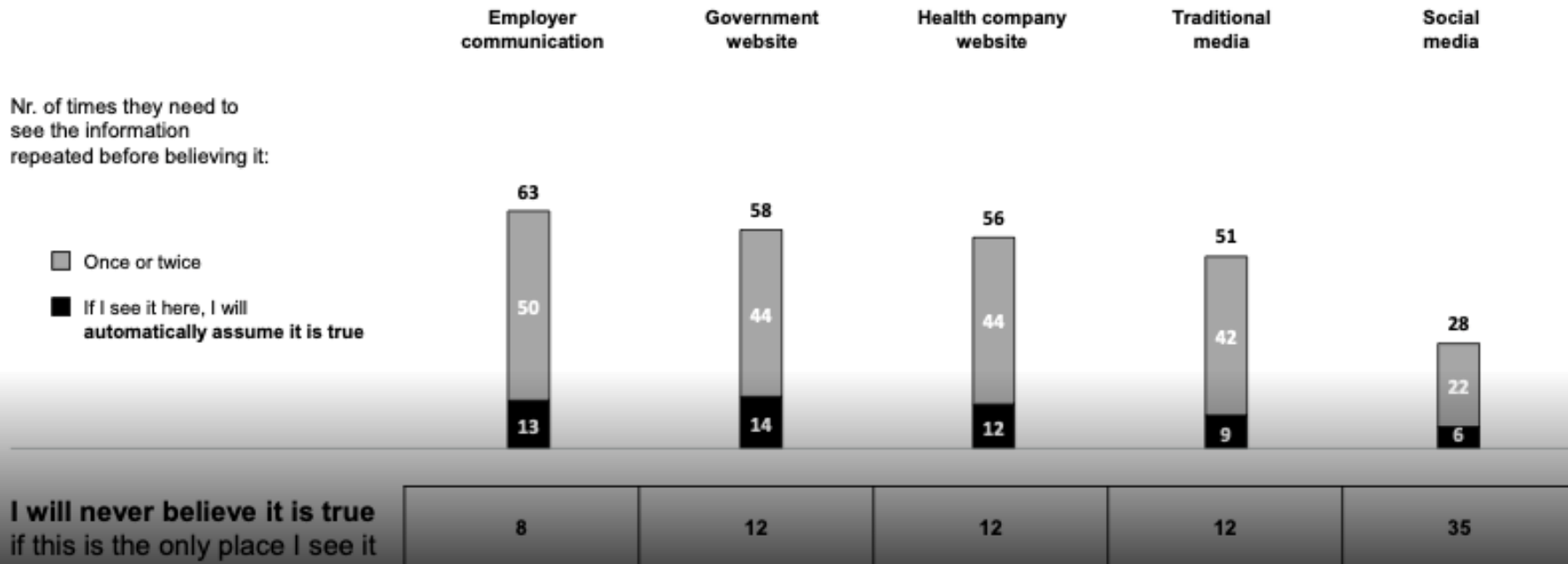


# COMMUNICATIONS & COVID-19



# EMPLOYERS BELIEVED MOST READILY

Percent who report they believe coronavirus information from each source



Source: Edelman Trust Barometer 2020 Special Report – Trust and the Coronavirus

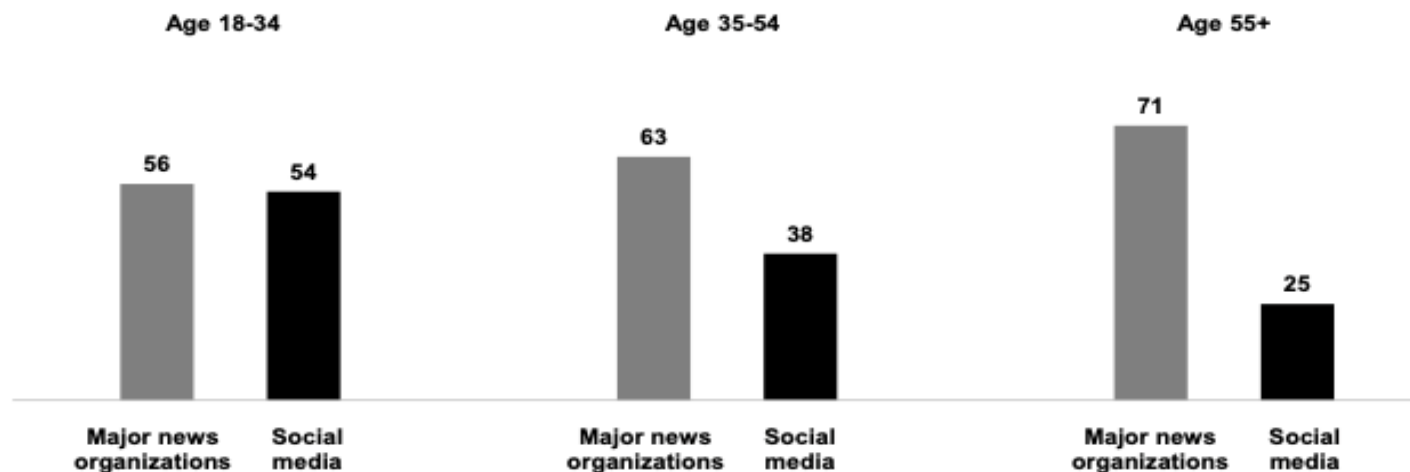
# NEWS ORGANIZATIONS MOST-RELIED ON INFORMATION SOURCE

Percent who are getting most of their information about the virus from each source

		Japan	S. Korea	S. Africa	U.K.	Canada	Germany	U.S.	Brazil	Italy	France
Major news organizations	64	73	73	67	67	66	65	63	59	55	52
National government sources	40	41	50	36	34	31	32	25	40	63	45
Social media	38	44	35	72	22	33	26	26	64	32	21
Global health organizations like the WHO	34	22	18	43	26	45	30	27	46	46	36
National health authorities like the CDC	29	15	25	28	37	41	18	45	25	36	20
My friends and family	27	36	34	44	20	22	25	22	30	20	21
Local government sources	26	27	29	28	15	27	27	20	31	33	21

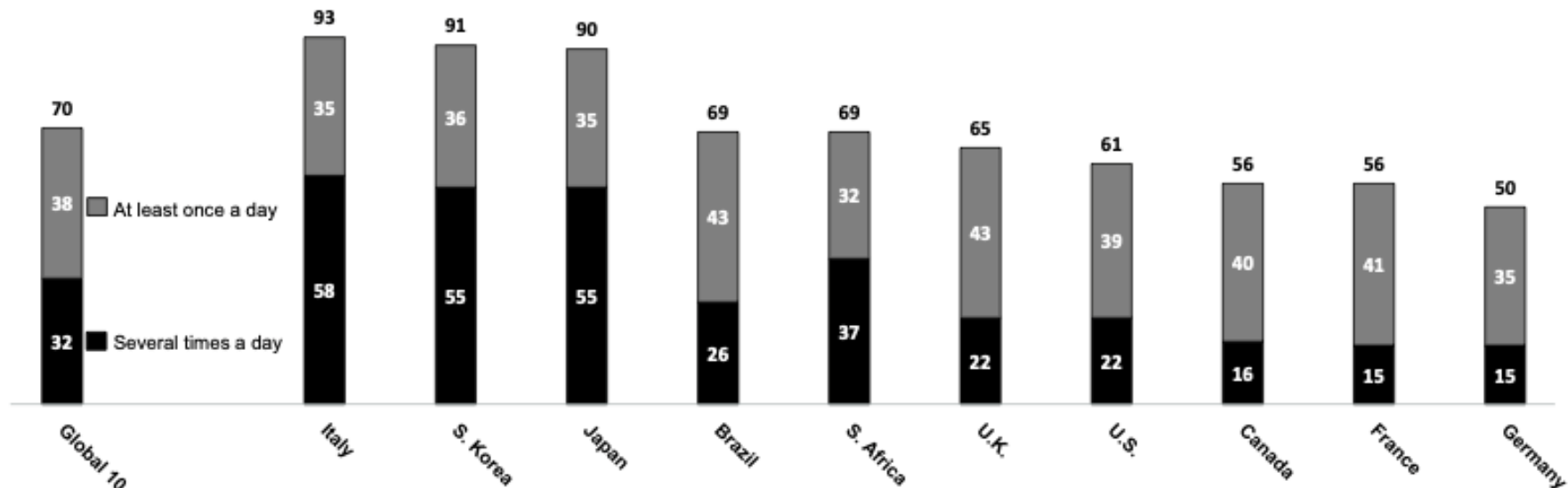
# YOUNG ADULTS MOST LIKELY TO TURN TO SOCIAL MEDIA FOR CORONAVIRUS INFORMATION

Percent who are getting most of their information about the virus from each source, by age



# 7 IN 10 FOLLOWING CORONAVIRUS NEWS DAILY

Percent who say they follow coronavirus news at least once a day or several times a day



# Edelman - Trust in Information

## WORRY ABOUT RELIABILITY OF CORONAVIRUS INFORMATION

Percent who agree

I worry that there is **a lot of fake news** and false information being spread about the virus

74%

It has been **difficult for me to find reliable and trustworthy information** about the virus and its effects

45%

We need to hear **more from scientists** and less from politicians

85%

©2020 Edelman Trust Barometer. Social Barometer Trust and the Coronavirus. Q3. Global includes only level of agreement with the statements below unless a note states otherwise. For more

# Audience considerations

- Beware of inadvertently adding to anxiety among refugees, & other marginalized groups
- Audiences want answers – a moment for uniting
- Media are overwhelmed too
- Collaborative advocacy

Preparation – Refugee Rights – Long-term costs