

A quantitative study to understand rural, suburban & urban Americans'

TRUST OF COVID-19 INFORMATION SOURCES

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BACKGROUND

- False information were raised and continuously discussed in media.
- The pandemic's far-reaching impact led to mistrust.
- Collective efforts reduced; institutional trust, support of governmental guidelines, adoption of the non-pharmaceutical cures.
- Rural communities were disproportionately affected by COVID-19.
- Rapid spread before cure led to rely on social distancing, wearing masks, washing hands etc.
- Acquiring and sharing risk information online contributed to amplification of risk.
- Public trust and effective communication is needed during crises.

PURPOSE

Determine Americans' trust of some sources during the current pandemic for COVID-19 information.

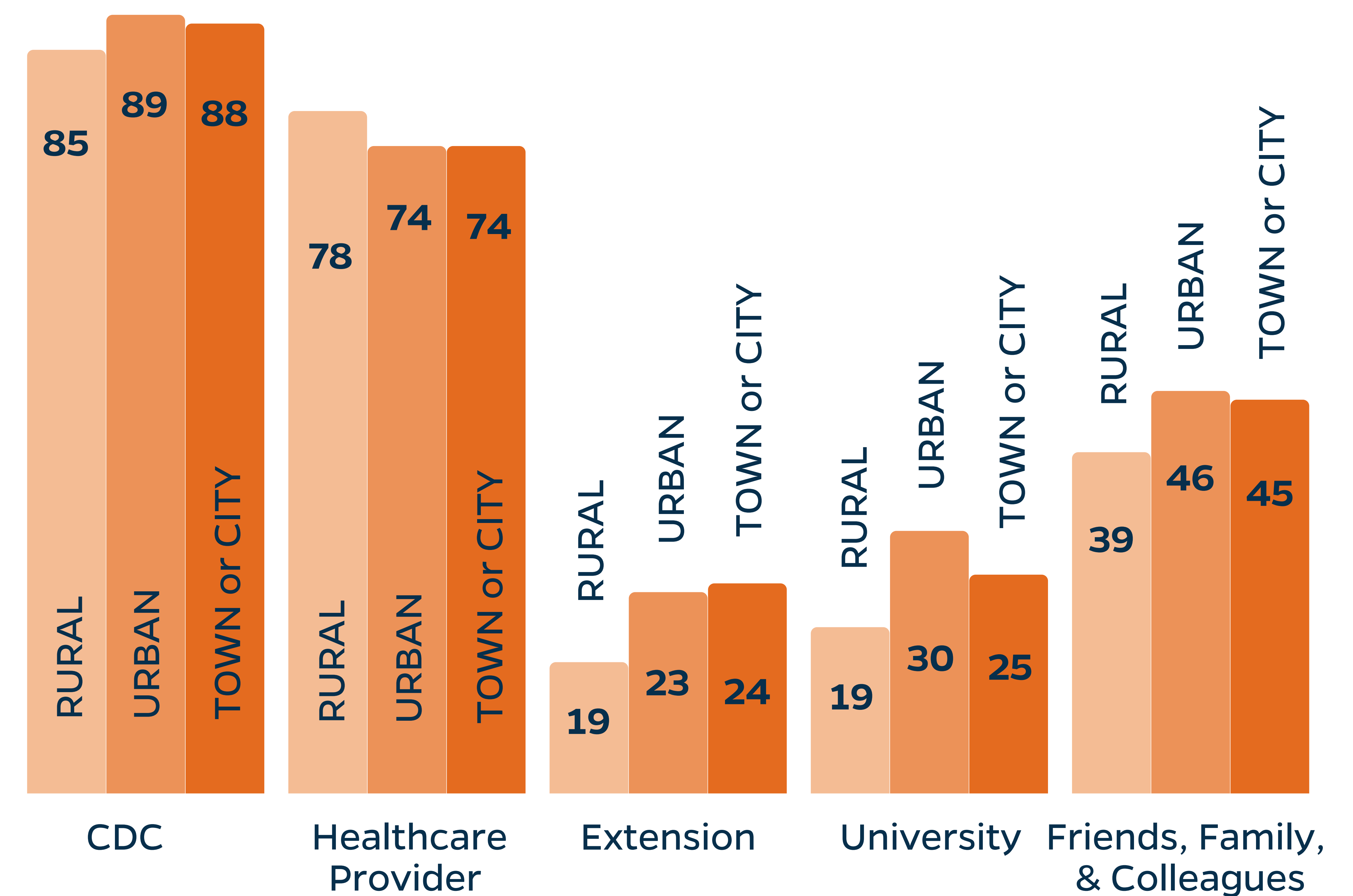
METHODOLOGY

- Online Survey research method was used (Qualtrics), during March 2020
- 1512 residents sampled by 2010 US census characteristics
- Self reported Rural, Suburban or Urban

CONCLUSIONS

It is recommended that Extension and universities improve relationships with Americans to prepare for future crises.

RESULTS



NOTE: Data includes respondents that indicated likely or very likely. Data collected on a 5-point Likert-type scale.

- Strong trust for CDC & personal health providers was noted.
- Almost 75% of all respondents were likely to search for Covid-19 information through CDC or healthcare providers.
- People were less likely to use Extension or universities as a source.
- Almost 35% of the respondents were unlikely to actively search for information from Extension or universities.
- T-tests shows no significant difference between rural, suburban & urban Americans' likelihood of use for all sources in the studies.

Learn more about COVID-19 perceptions research from the **Center for Public Issues Education** using the following QR code:

