## The Matter of Fact
### Our Top 10 Insights

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 1 | Majority go online for information  
When looking for factual information, two-thirds turn to Google or other search engines |
| 2 | Uncertainty is widespread  
There is uncertainty about how to identify truth, with just under 40% not sure how to tell what information was true, rising to 70% in India |
| 3 | Increased concerns of misinformation  
74% agree that the pandemic has made them more cautious about the accuracy of the information they encounter |
| 4 | Trust in experts at an all-time high  
Almost eight in 10 (79%) rely on experts to understand whether something is truthful |
| 5 | Confusion over facts standing test of time  
52% think that once something is true, it's true forever, while two thirds think the truth and facts change over time |
| 6 | Markets divided over interpretation of facts  
65% believe facts should be open to interpretation. This varies across markets with 83% in India and half in UK (51%) |
| 7 | Three quarters were confident that the information they shared from social media was true. |
| 8 | The role of governments and politicians  
Almost half of us still think politicians and government play a significant role in determining truth from fiction (47%) |
| 9 | Parents use knowledge learned growing up  
When teaching children, parents rely on teachers (36%) as much as their own knowledge (32%) |
| 10 | Consulting multiple sources is best practice  
80% consult more than one source to determine truth and believe all truths should be backed up by solid evidence |