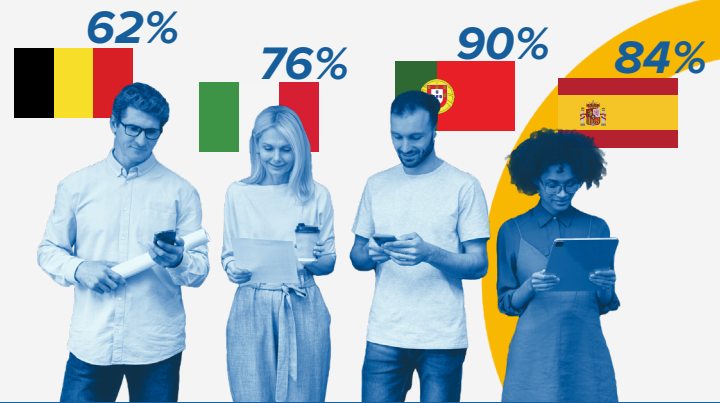


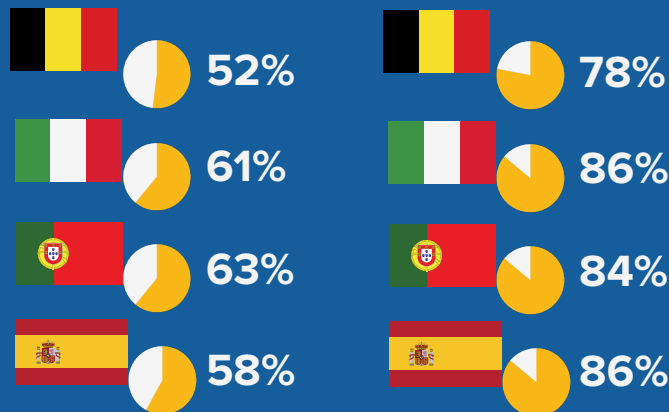
# Fake news is real, and here's why fighting it matters

Fake news is real and tackling it matters to consumers. A recent Euroconsumers' survey found that over three-quarters of all respondents are concerned about the **impact and influence of disinformation on their fellow citizens**:



Despite European initiatives to try to protect consumers from misleading or false information online, **59% of respondents to our survey have encountered fake news online, with the majority (84%) of encounters taking place within the last 12 months.**

## Encountered fake news In the last year



In fact, **28% of consumers surveyed listed fake news as the most recently experienced incident** compared to other cybercrimes such as online abuse, identity theft and frauds.

**Even more concerning; when encountering fake news, consumers are unsure on how to respond.**



While **34% reached out to the moderator or admin of the platform/site or the competent authorities** (i.e. law enforcement, national authorities etc.), almost **two-thirds of respondents did not contact anyone.**



A **fifth of respondents didn't think they could go to the competent authorities** when encountering fake news, while **1 in 6 didn't think the competent authorities could do anything.**



Almost **1 in 10 consumers said they don't know how to report instances of misinformation**, while over a **quarter don't think the incident constituted a crime.**



**38% of consumers surveyed felt that they could handle the issue alone.**

Fake news and misinformation are not just consumer nuisances—they undermine trust and democracy. Now is not the time to step back, on the contrary. Upholding and enforcing regulations like the **Digital Services Act is essential to protecting consumers and building a safer online environment.**

