



COM-COVID SURVEY

COMMUNICATION CHANNELS, TRUST AND MESSAGING ABOUT COVID-19 IN BRAZIL



31%
Men

28%
Private sector
workers

38%
Couple living
with children



90%
University
educated



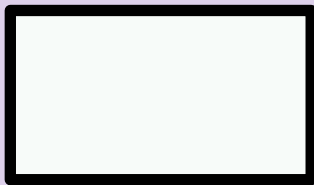
69%
Women

50%
US\$ 1,090+

39%
40-59 years

The survey was completed by over 866 respondents in Brazil, from October to November/2020

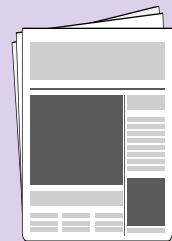
People use



49%



41%



27%

TV, online newspapers and printed newspapers are key sources of information about Covid-19

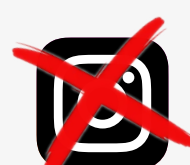
People don't use



53%



47%



32%

Twitter, printed magazines and Instagram are the least used sources for information about Covid-19



“ Life has to go on. Jobs must be maintained. The livelihood of families must be preserved. We must, yes, return to normality. ”



“ There is no need to panic because of Covid-19, as it is just a flu. ”

“ The press is oversizing the devastating effect of Covid-19. ”

Key government messages were recalled by respondents

81,6%

No trust in
government
communications

27,1%

No trust in
information
shared by the
media

74,8%

No trust in
information
shared by
non-health
influencers

Trust in the media, non-health influencers and government was low across all respondents

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