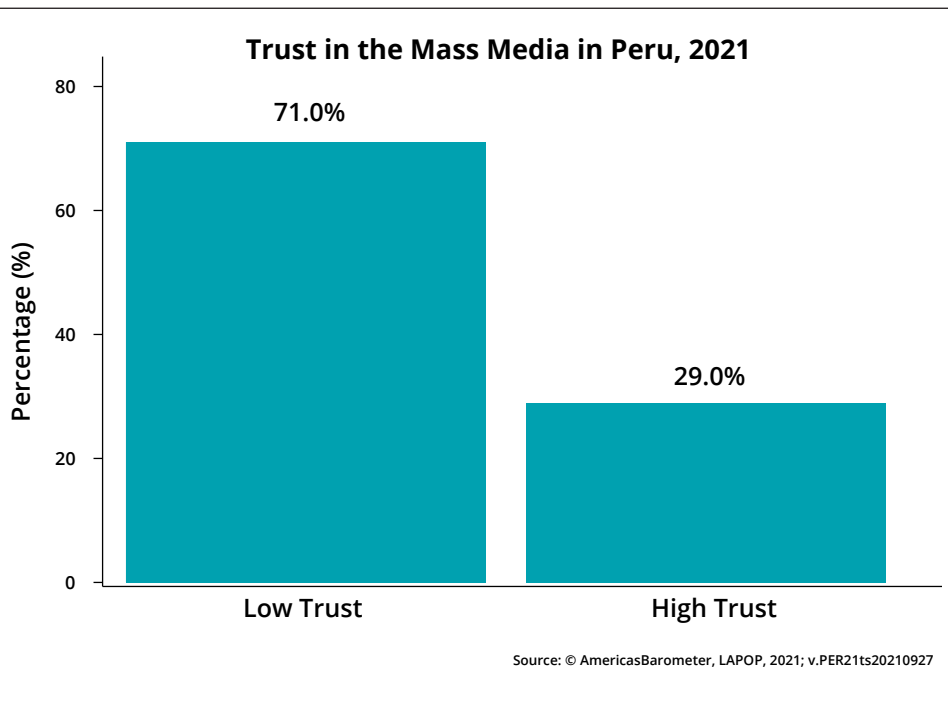


April, 2022 | Alyssa Dunsizer

Spotlight on Trust in the Mass Media in Peru

Trust in mass media in Peru continues a steady decline and reaches its lowest level in 2021

Less than a third of Peruvians report high trust in the mass media



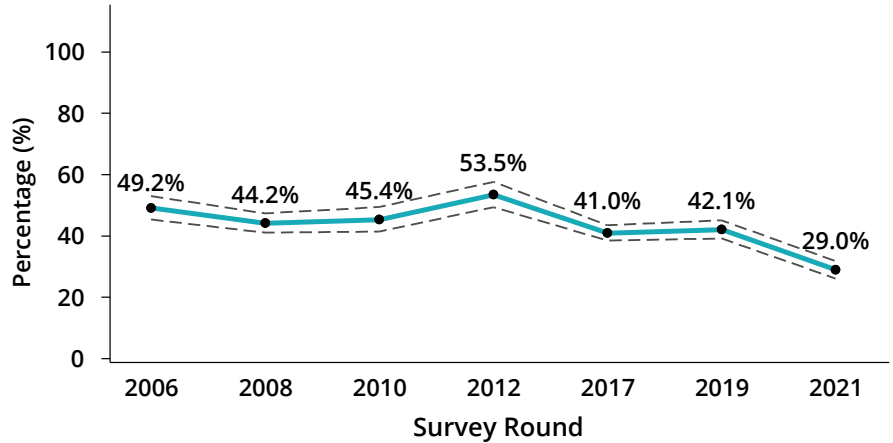
Since 2006, LAPOP’s AmericasBarometer has measured trust in the mass media in Peru by asking the following question: **B37. To what extent do you trust the mass media?** Participants were asked to respond on a scale of 1 “not at all” to 7 “a lot.” Here, we recode responses into a dichotomous variable in order to determine the percentage of Peruvians demonstrating high trust in the mass media. Specifically, responses of 1 through 4 were combined to estimate low trust and the responses 5 through 7 indicate high trust.

According to the 2021 survey round of the AmericasBarometer, a minority of Peruvians express high levels of trust in the mass media (29.0%). The vast majority (71.0%) have low trust.

Trust in the mass media in Peru reached its lowest level in 2021

Trust in the mass media reached its highest level in 2012 when more than half of Peruvians (53.5%) indicated high levels of trust. Since then, trust in the mass media has declined significantly, dropping by more than 13 percentage points between the 2019 and 2021 survey rounds. In 2021, the percentage of Peruvians with high trust in the mass media (29.0%) is just over half of what it was in 2012.

Trust in the Mass Media in Peru, 2006-2021



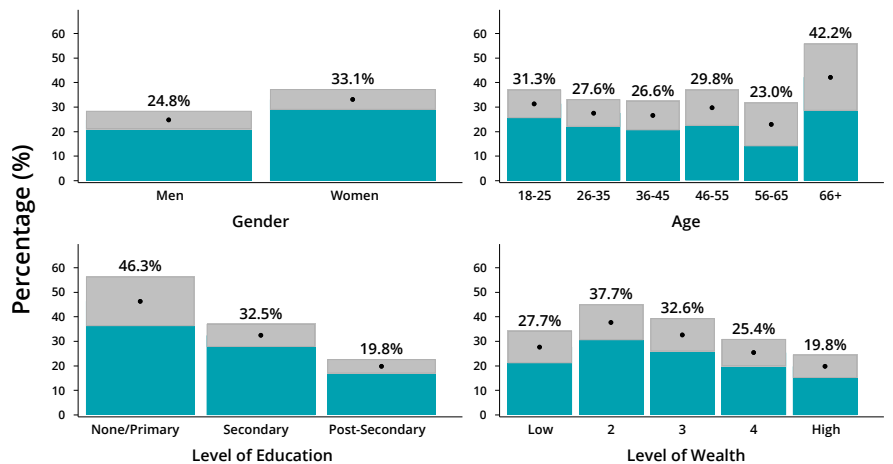
--- 95% Confidence Interval (with Design-Effects)

Source: © AmericasBarometer, LAPOP, 2006-2021; v.PER21ts20210927

Trust in mass media in Peru is highest among women, those age 66+, individuals with no education or a primary level education, and those in lower household wealth brackets

What characteristics predict high levels of trust in the media in Peru? Women indicate higher levels of trust (33.1%) than men (24.8%).¹ Respondents with no education or a primary level education exhibit the highest levels of trust in the mass media (46.3%), followed by those with secondary level education (32.5%), and those with post-secondary education (19.8%). Individuals age 66+ demonstrate higher trust in mass media (42.2%) than younger cohorts. Peruvians in the second- and third-lowest levels of household wealth have significantly higher levels of trust in the mass media than those in the highest category of wealth. Those in the second-lowest wealth category also have significantly higher trust than those in the lowest wealth category.²

Trust in the Mass Media in Peru, 2021



■ 95% Confidence Interval (with Design-Effects)

Source: © AmericasBarometer, LAPOP, 2021; v.PER21ts20210927

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Interested in knowing more about the LAPOP Lab's AmericasBarometer study? Consult the data and our reports at www.vanderbilt.edu/lapop.

As a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative, LAPOP Lab is committed to routine disclosure of our data collection and reporting processes. More information about the AmericasBarometer sample designs can be found at www.vanderbilt.edu/lapop/core-surveys.php

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¹ In order to avoid excluding non-binary respondents from the analysis, we recode the gender variable to include non-binary respondents with women. In this survey in Peru, 0.08% of respondents identified as a gender other than man or woman.

² The variable for place of residence (ur1new) has been omitted for this round of Spotlight Reports due to a change in survey mode for the 2021 AmericasBarometer.