

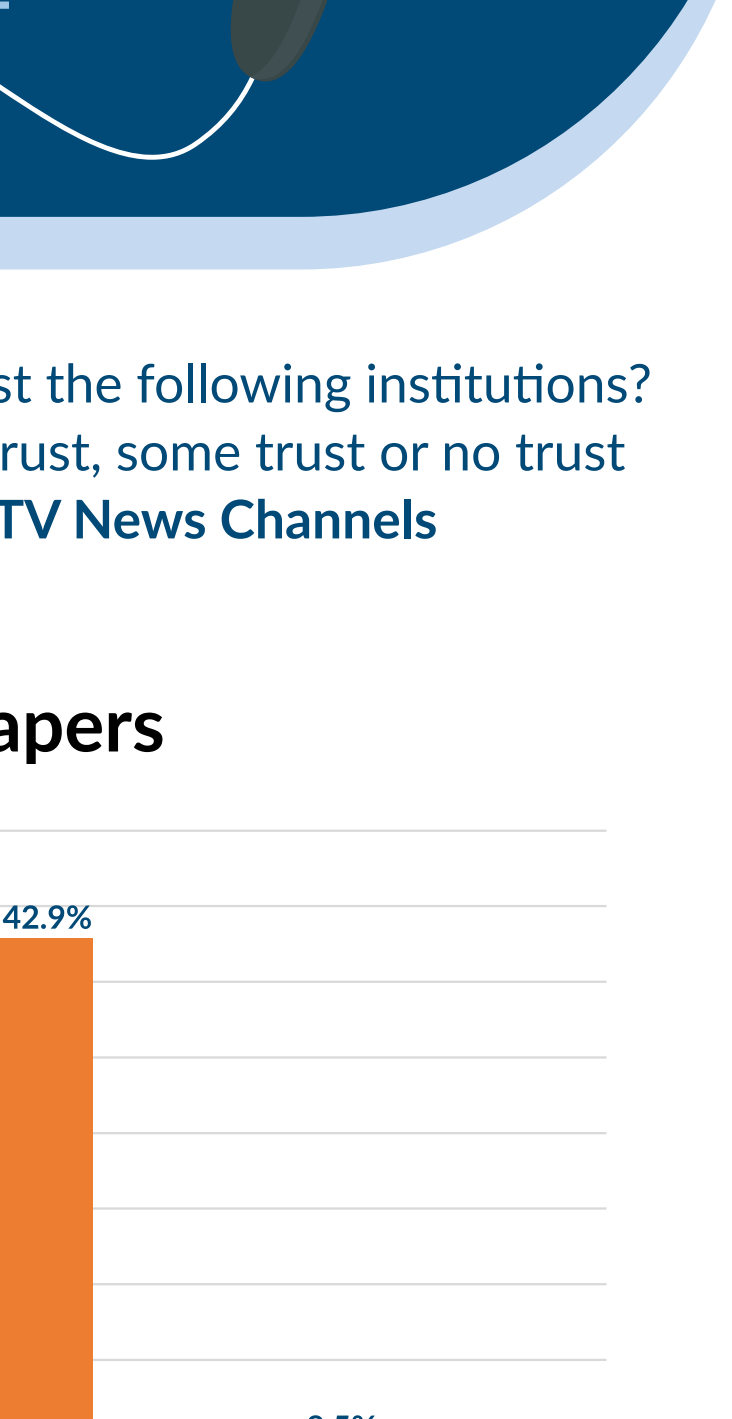
COVID-19 POLL

Big decline in trust on Social Media

Team CVoter conducted a series of surveys to find out the level of trust Indians placed in all media sources, including news channels, newspapers and social media.

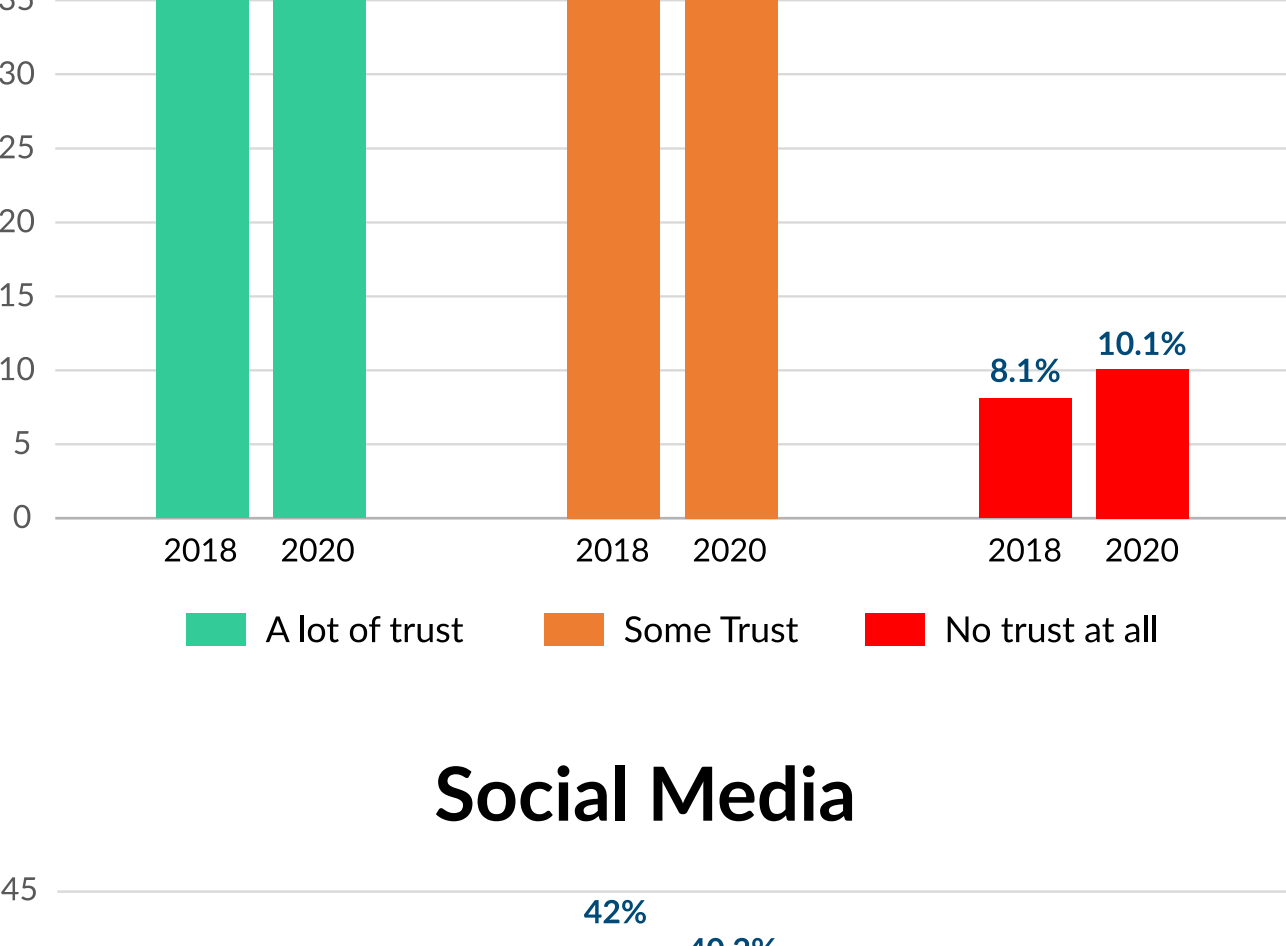
In 2020, as compared to 2018, the trust Indians place in social media has declined the most, followed by newspapers and TV news channels.

Team Polstrat breaks down this change in trust in various media sources across demographics in India.

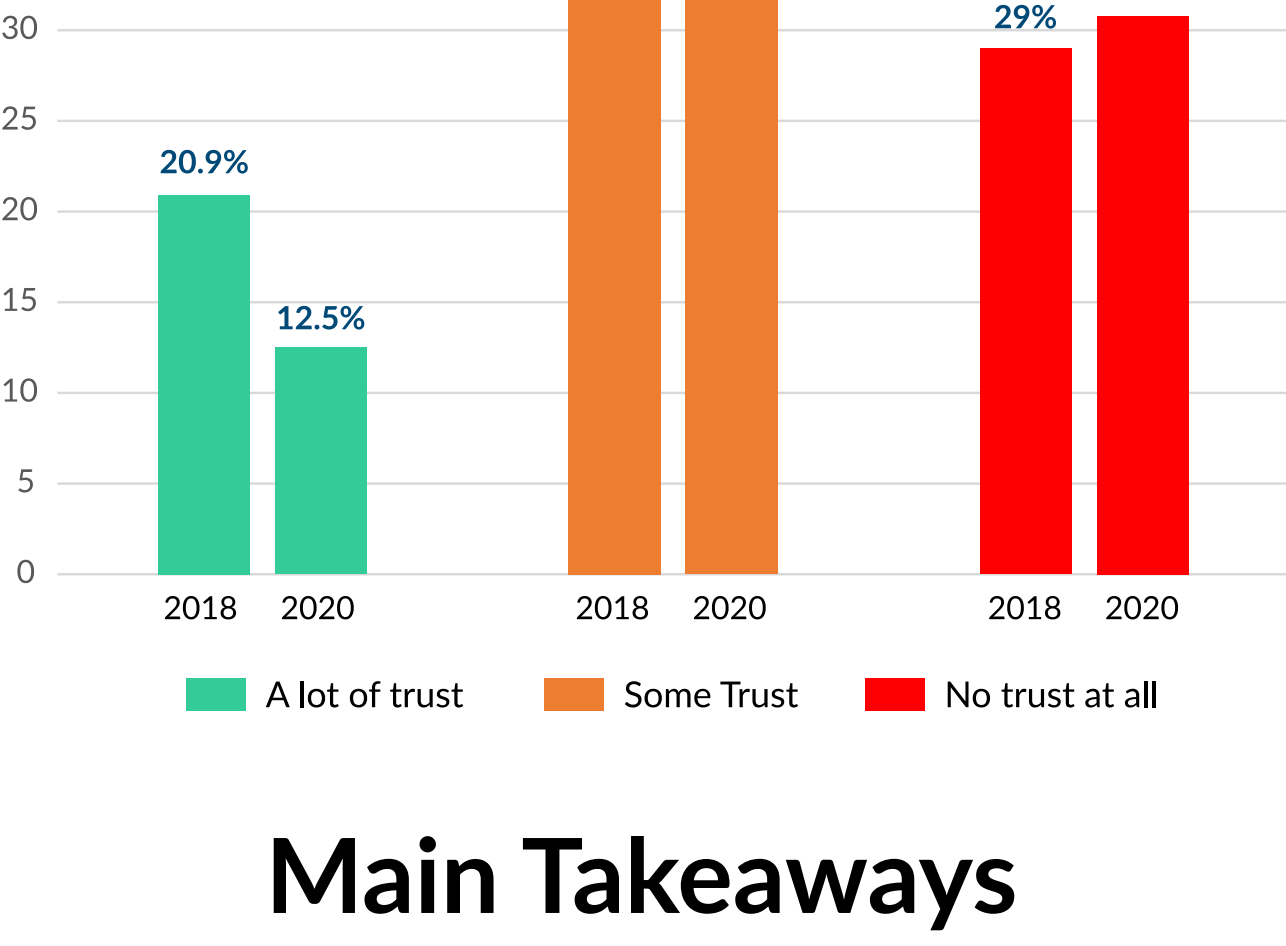


Q How much do you trust the following institutions? Do you have; a lot of trust, some trust or no trust at all in Newspapers/ TV News Channels /Social Media?

Newspapers



TV News Channels



Social Media

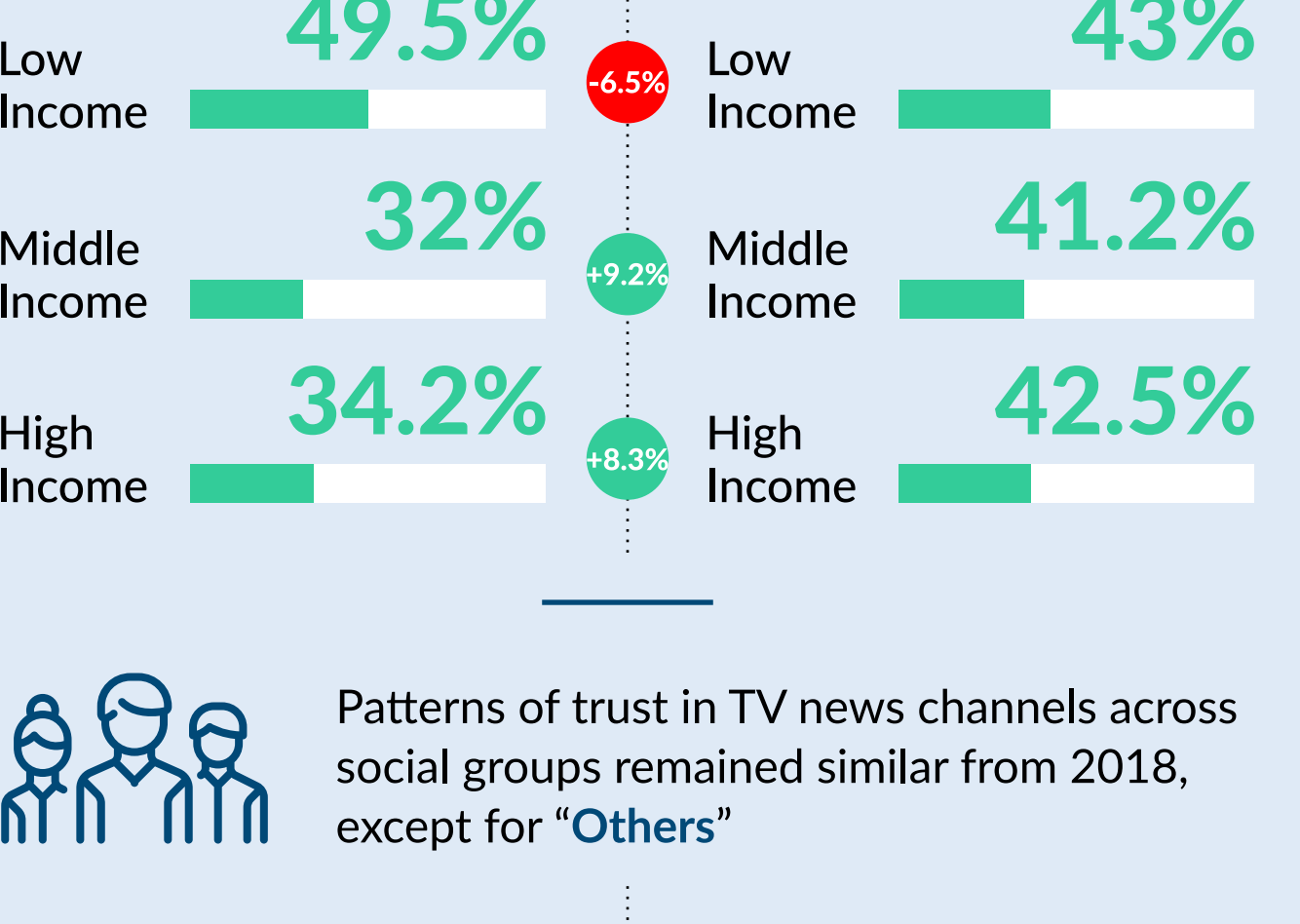


Main Takeaways

2020 TV news channels are deemed most trustworthy (42.3%), followed by newspapers (34.5%) and social media (12.5%)

2018 The decline in trust in social media is the highest (8.4%) followed by newspapers (7.3%) and TV news channels (1.7%)

The ranks of newspapers, tv news channels amongst all 18 institutions asked about in the survey has fallen, while the rank of social media has increased.



Breaking Down 2020 Data

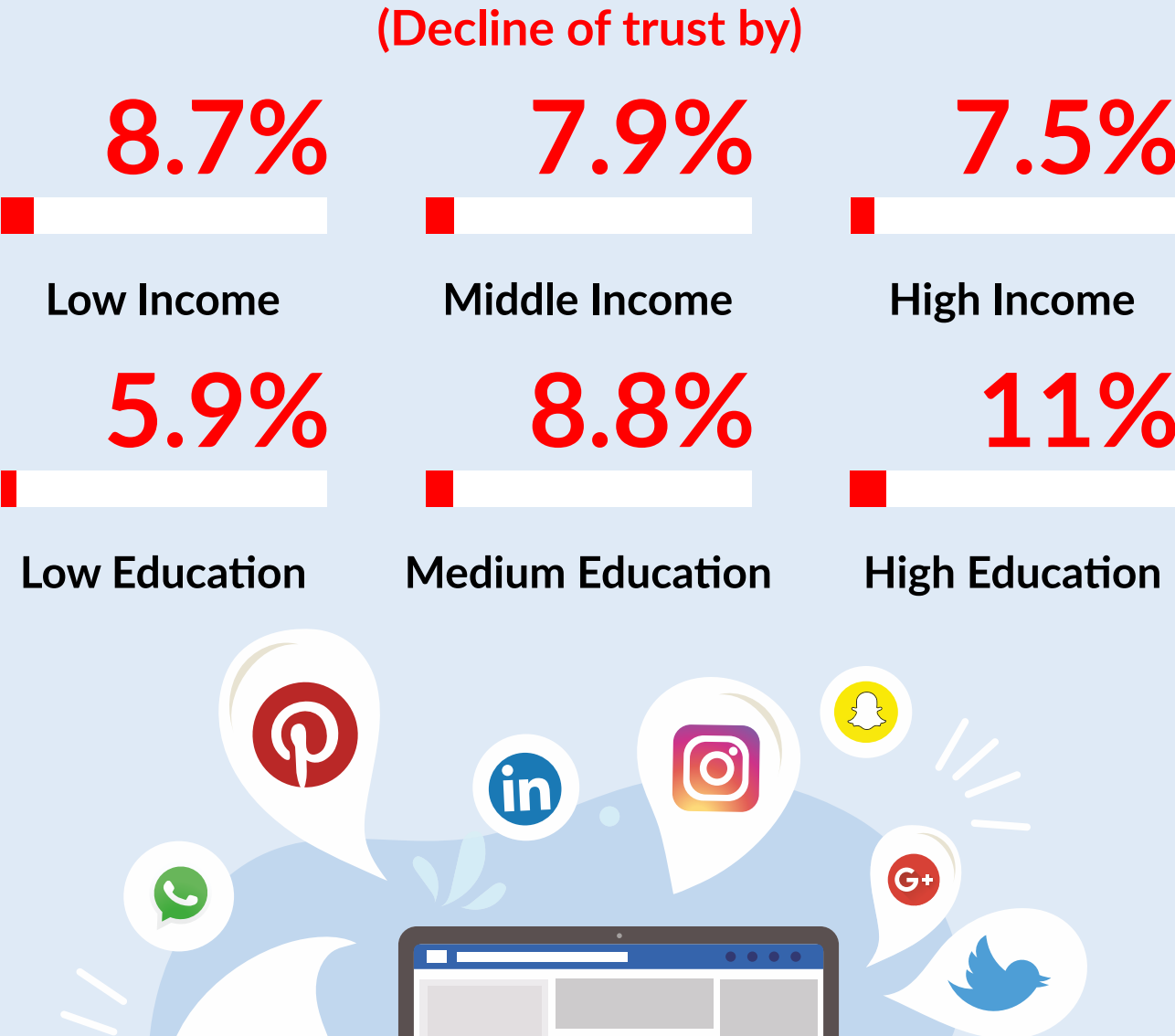
TV News Channels

TV news channels have recorded the least fall in trust amongst respondents (1.7%)

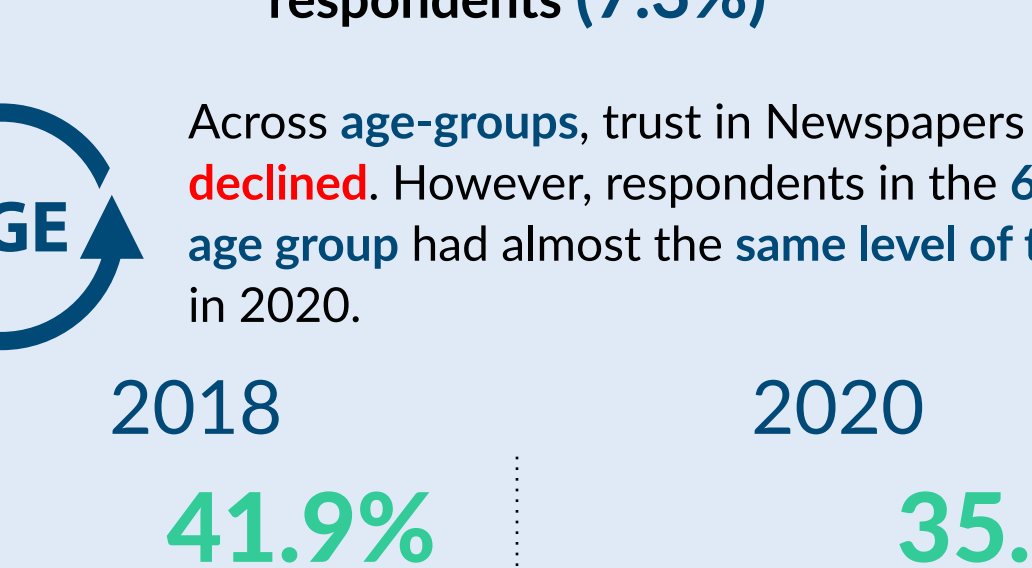
Most significant decline (17%) has been in the trust females have in TV news channels



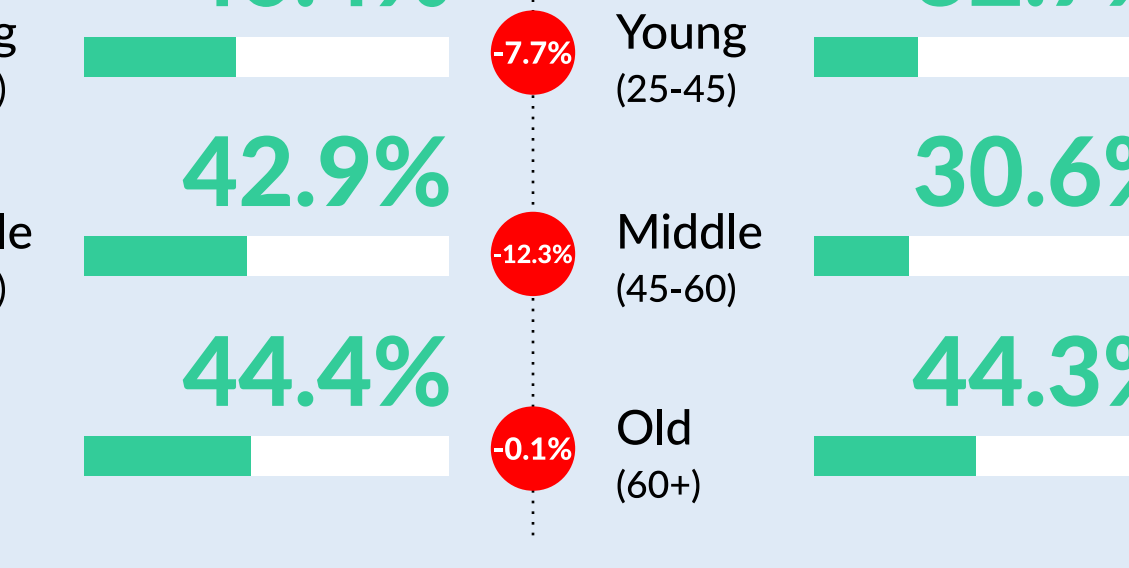
While those with low income registered a 6.5% decline in trust in TV news channels, those with medium and high income registered a roughly 8% increase in trust



Patterns of trust in TV news channels across social groups remained similar from 2018, except for "Others"



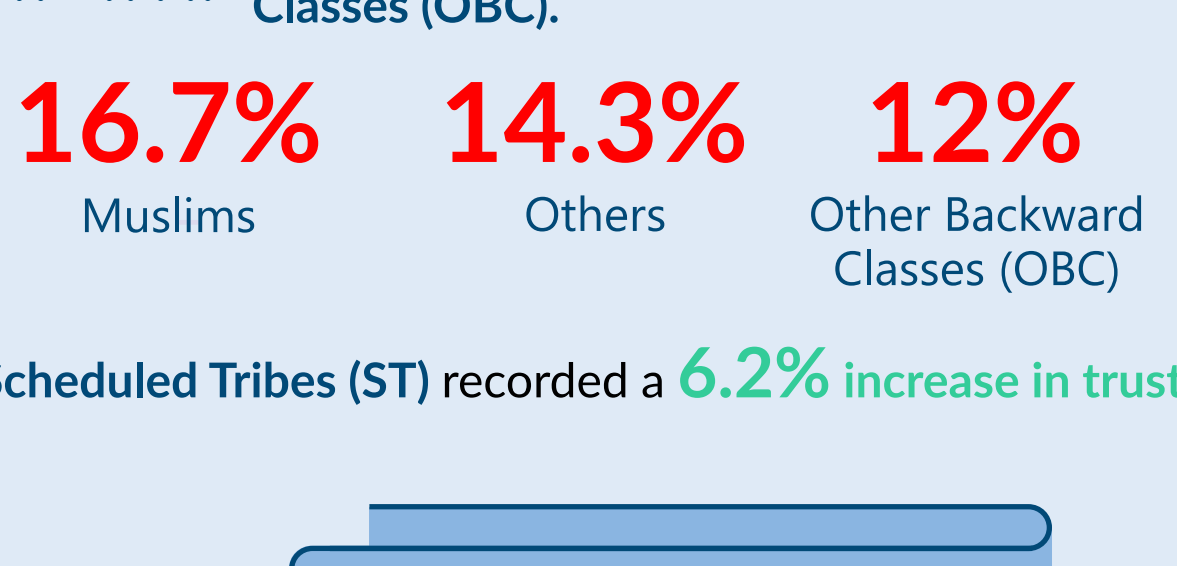
Social groups with highest trust in TV news channels in 2020 were:



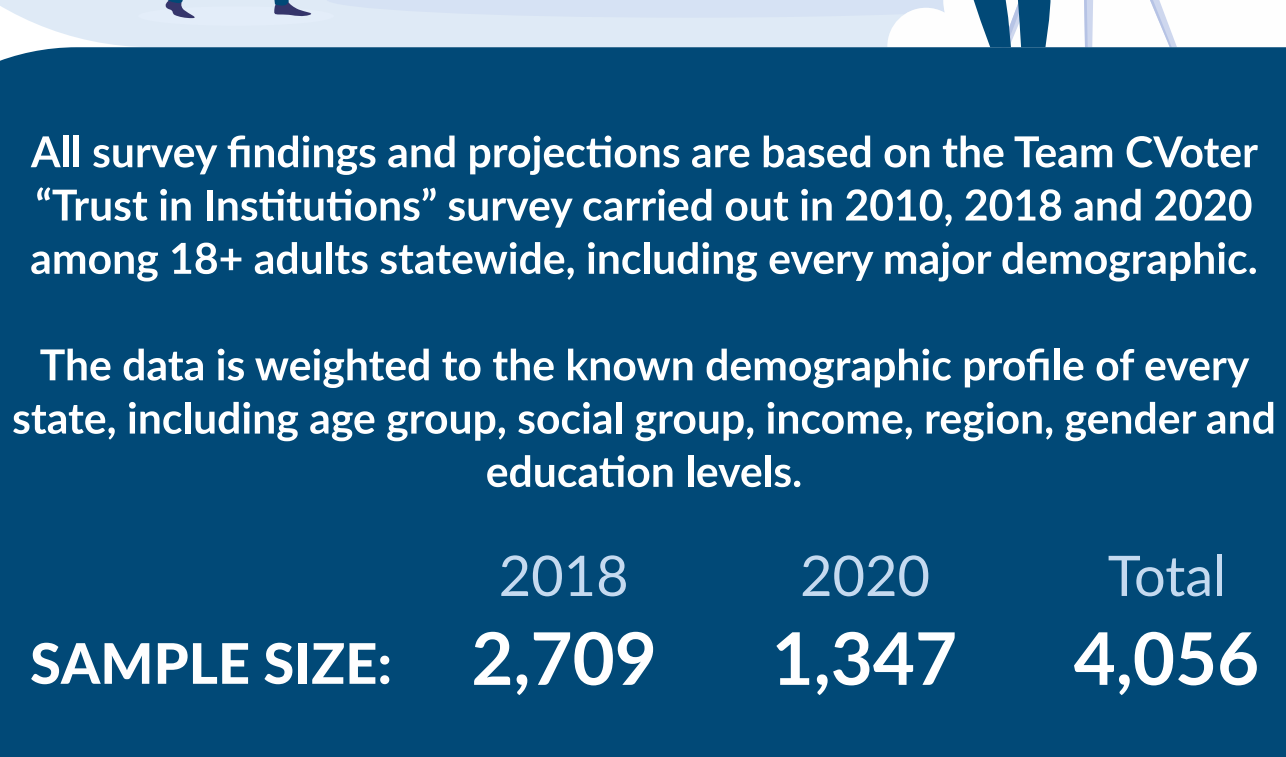
Social Media

Largest fall in trust amongst respondents (8.4%)

Both males and females registered a declined trust in social media



Across income groups and education groups, there was a decline in trust in social media, with the highest decline in groups with low income and high education:



Newspapers

The second-largest decline in trust amongst respondents (7.3%)

Across age-groups, trust in Newspapers declined. However, respondents in the 60+ age group had almost the same level of trust in 2020.

Across income and education groups, those with low income and education registered a significant decline in trust in newspapers:

Out of all the social groups, Muslims recorded the highest decline in trust in newspapers followed by Others and Other Backward Classes (OBC).

Scheduled Tribes (ST) recorded a 6.2% increase in trust

All survey findings and projections are based on the Team CVoter "Trust in Institutions" survey carried out in 2010, 2018 and 2020 among 18+ adults statewide, including every major demographic.

The data is weighted to the known demographic profile of every state, including age group, social group, income, region, gender and education levels.

	2018	2020	Total
SAMPLE SIZE:	2,709	1,347	4,056

| Social Media Partner

For more information, visit polstrat.com | teamcvoter.com