



TRUST IN BULGARIAN MEDIA OPINIONS OF THE CITIZENS

SURVEY KAS & "MARKET LINKS"

PRESS CONFERENCE, SOFIA, 4 FEB. 2014



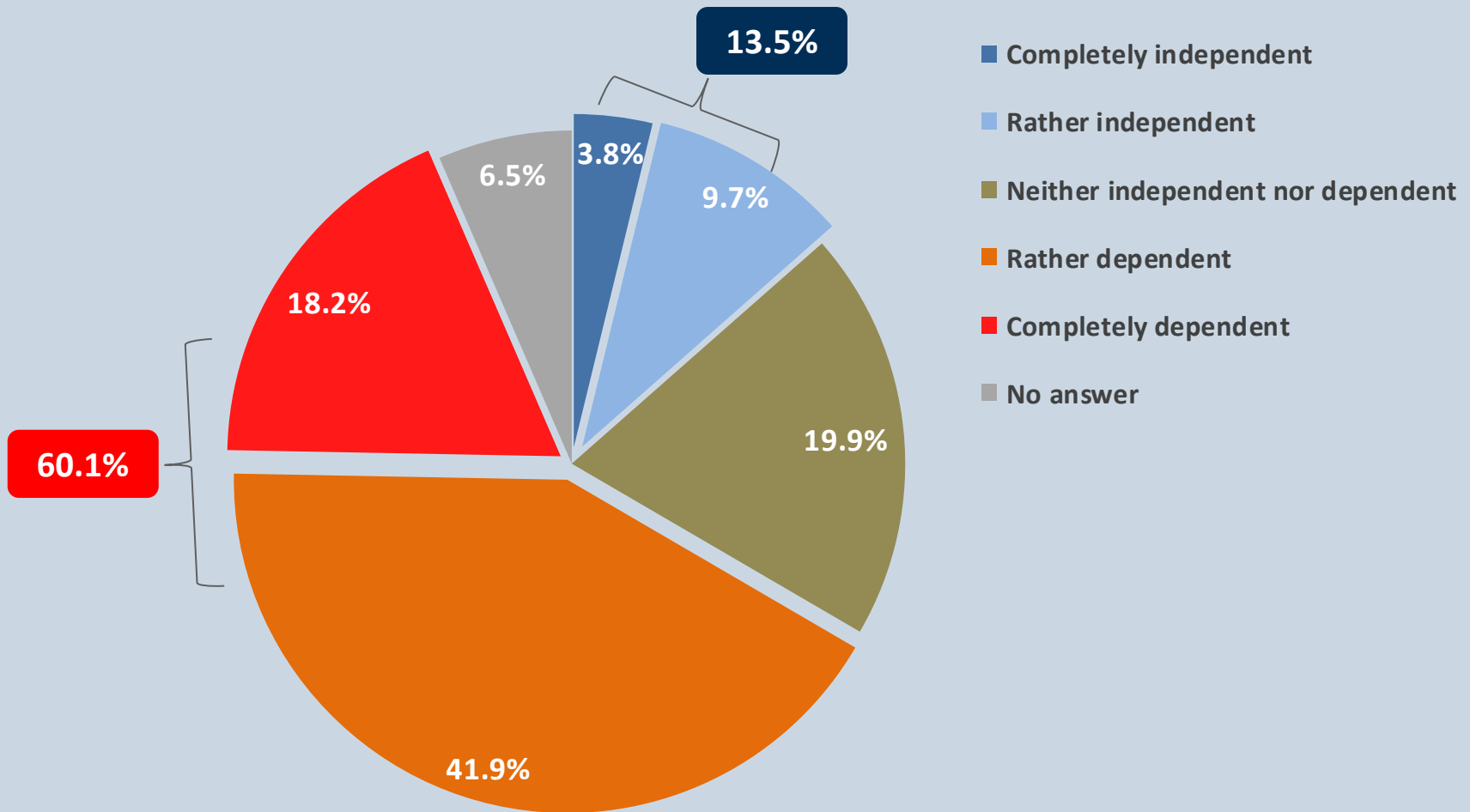
SURVEY DESIGN

- Target: Population, 18+, Bulgaria
- Method of registration: Face-to-face interview
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,200
- Fieldwork: December 2013
- Conception of questionnaire: KAS, Market Links
- Fieldwork and data analysis: Market Links



Only one in seven Bulgarians thinks the media are free

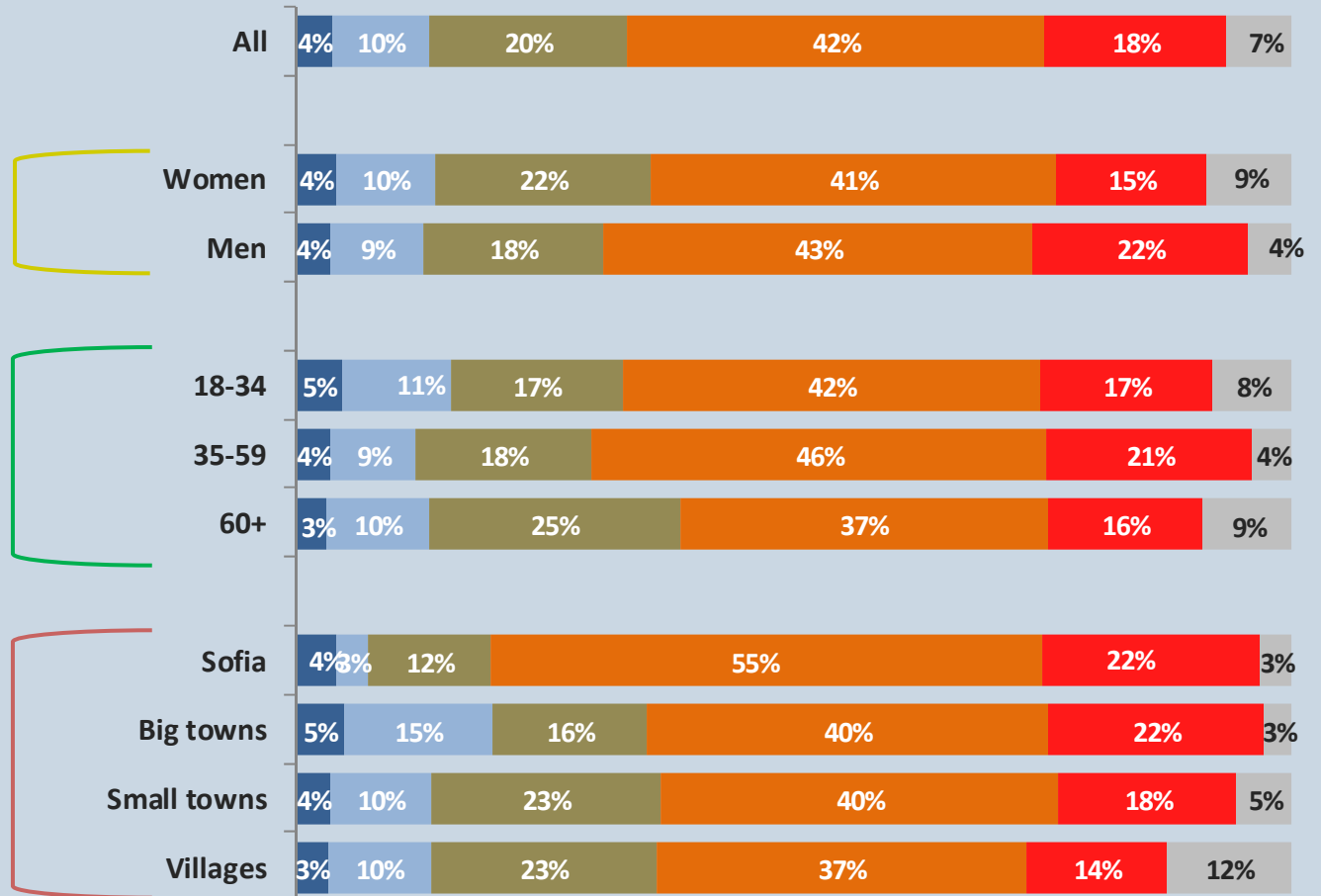
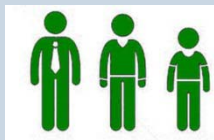
Question: How dependent or independent are the media in the country?



■ Completely independent
■ Rather dependent

■ Rather independent
■ Completely dependent

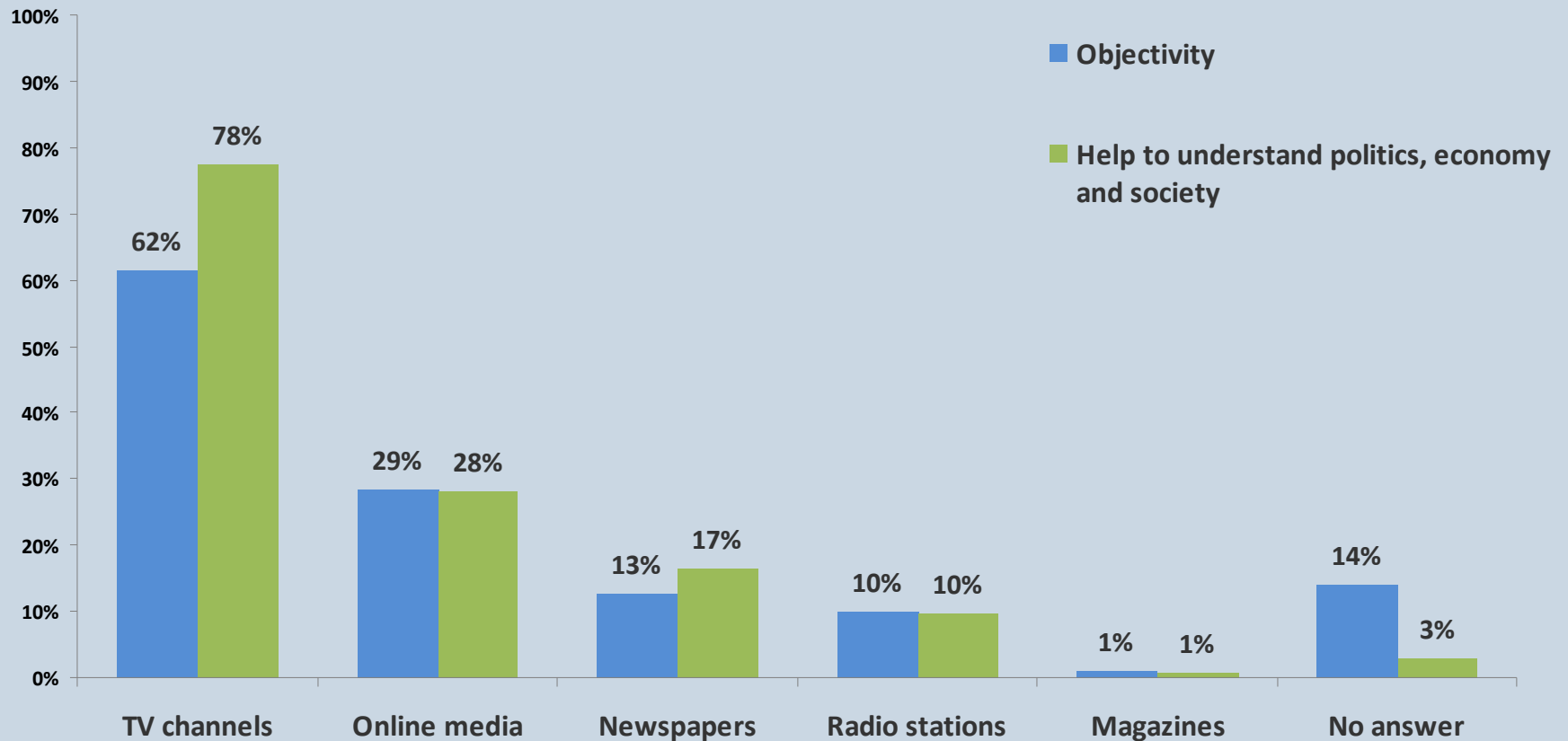
■ Neither independent nor dependent
■ No answer



Objectivity and quality of content: TV wins, print loses

Question: Which of these media types in BG are most objective? (2 answers)

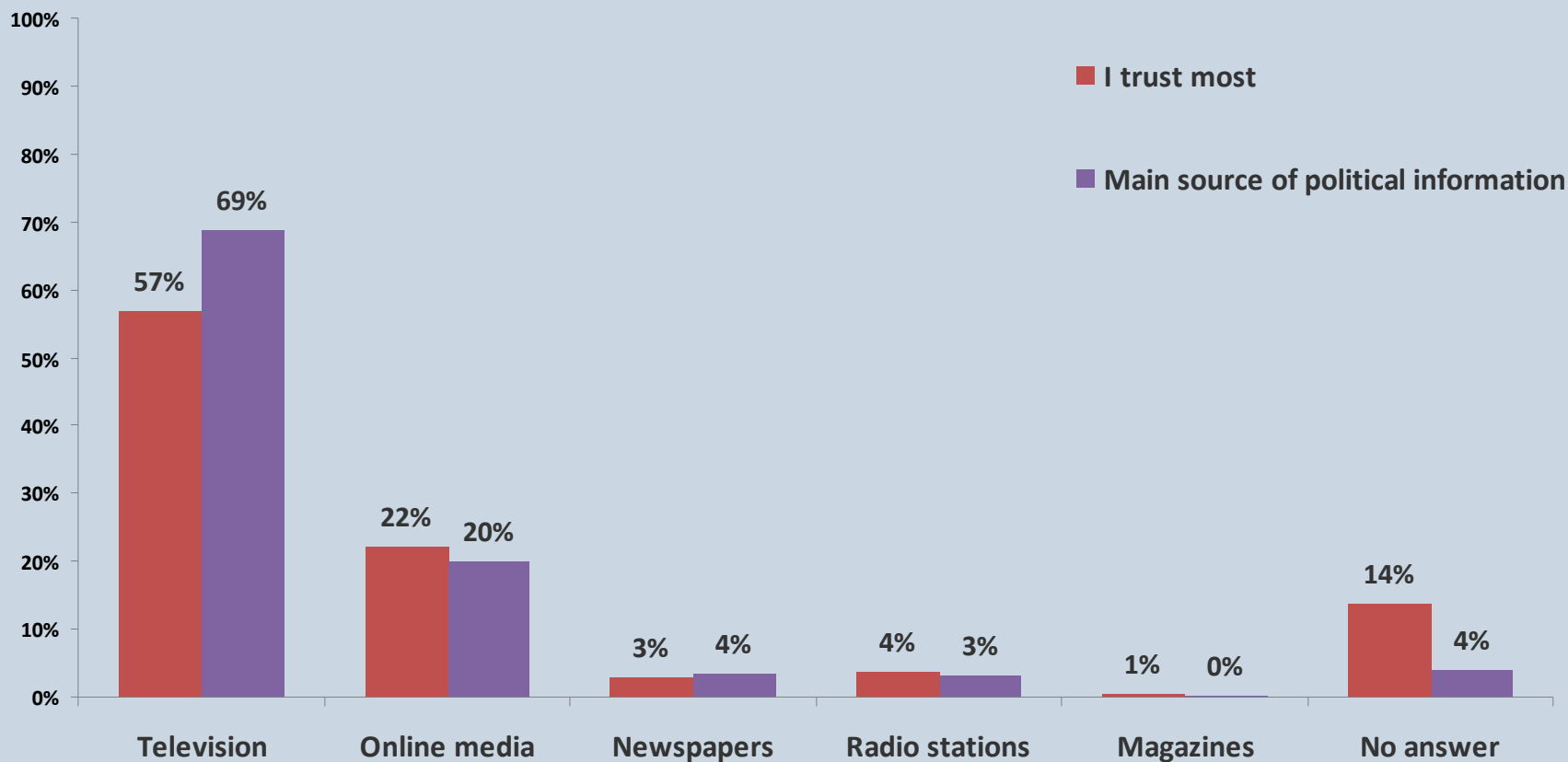
Question: ...help you to understand politics, economy and society? (multiple)



Low trust in newspapers, TV is preferred news source

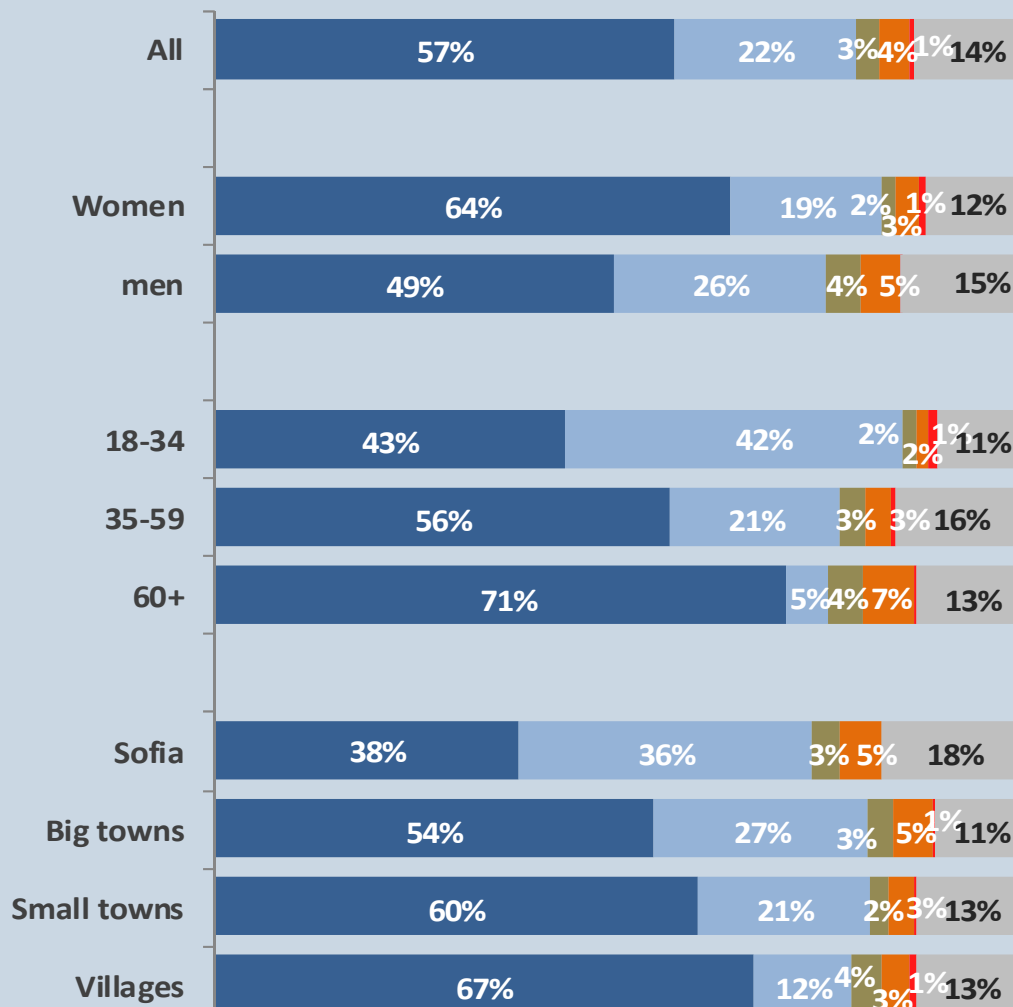
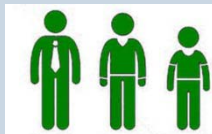
Question: Which of these media types in BG do you trust most? (1 answer)

Question: ... is your main source of information about politics? (1 answer)



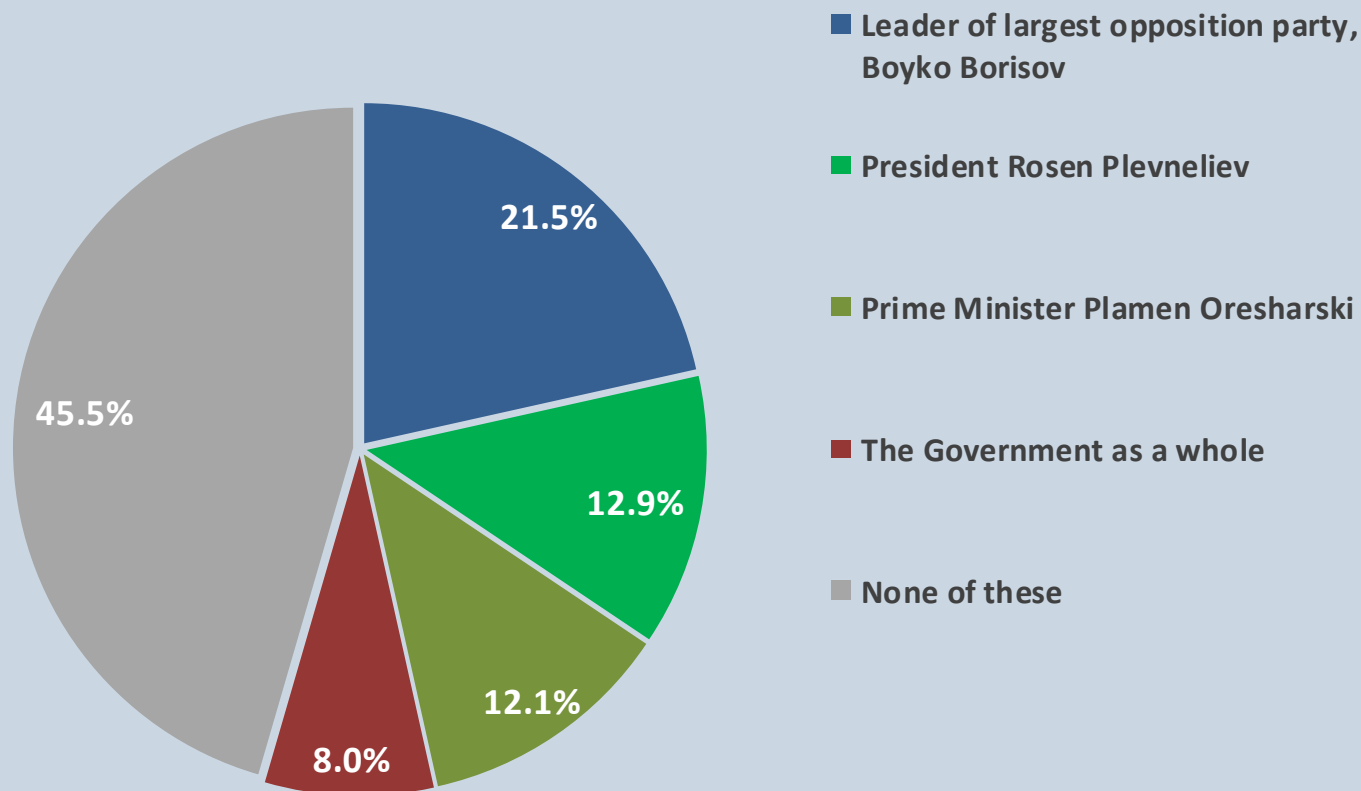
■ TV stations ■ Online media ■ Newspapers ■ Radio stations ■ Magazines ■ No answers

Most trusted



Political Communication: Advantage Borissov

Question: Which of the following politicians is communicating with citizens in the most professional way? (1 possible answer)



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