

TRUST IN ROMANIAN MEDIA OPINIONS OF THE CITIZENS

SURVEY KAS & "MARKET LINKS"
PRESS CONFERENCE, BUCHAREST
27 FEBRUARY 2014



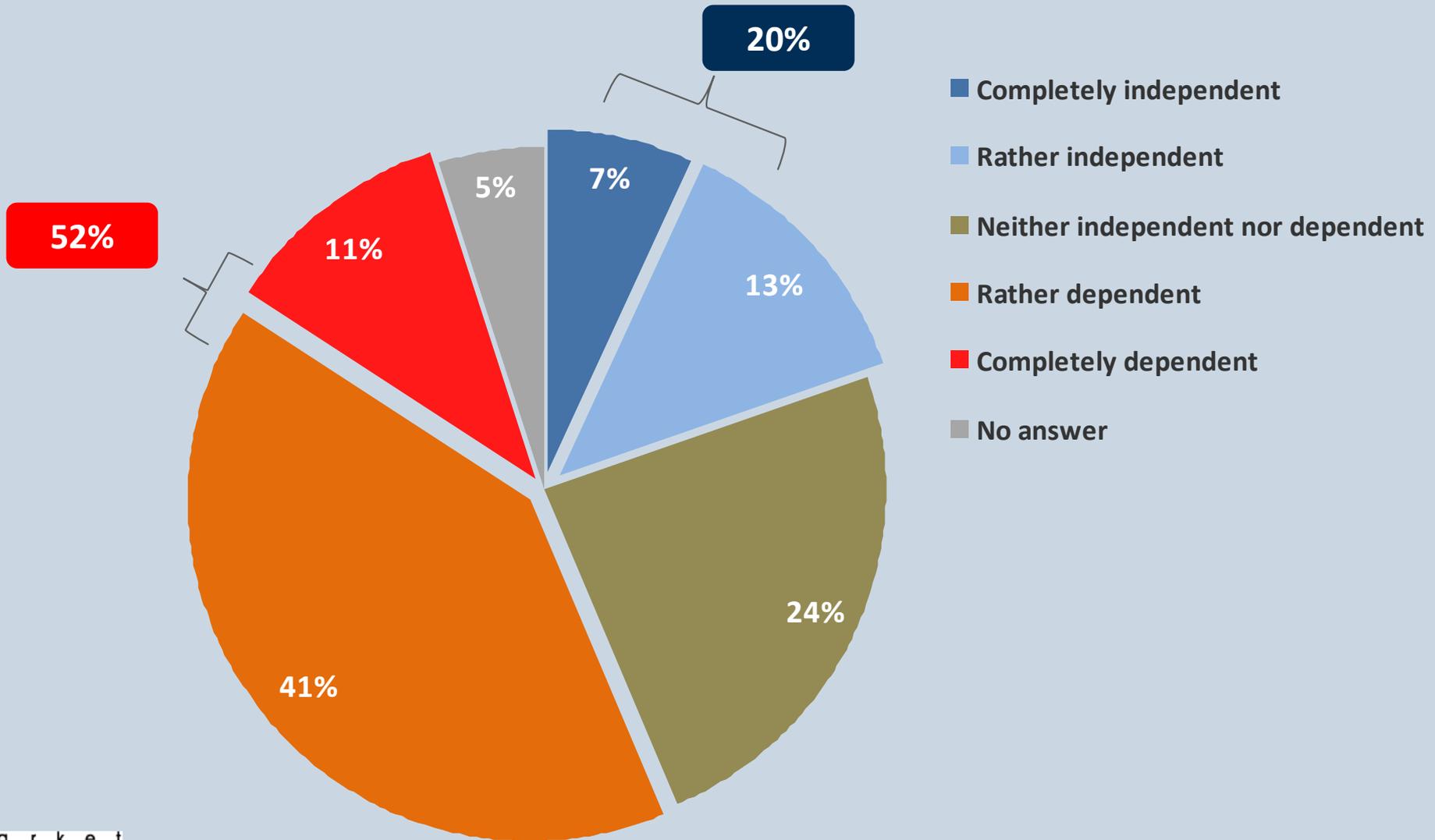
SURVEY DESIGN

- Target: Population, 18+, Romania
- Method of registration: Online panel
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,000
- Fieldwork: December 2013
- Conception of questionnaire: KAS, Market Links
- Fieldwork and data analysis: Market Links



Only one in five Romanians thinks the media are free

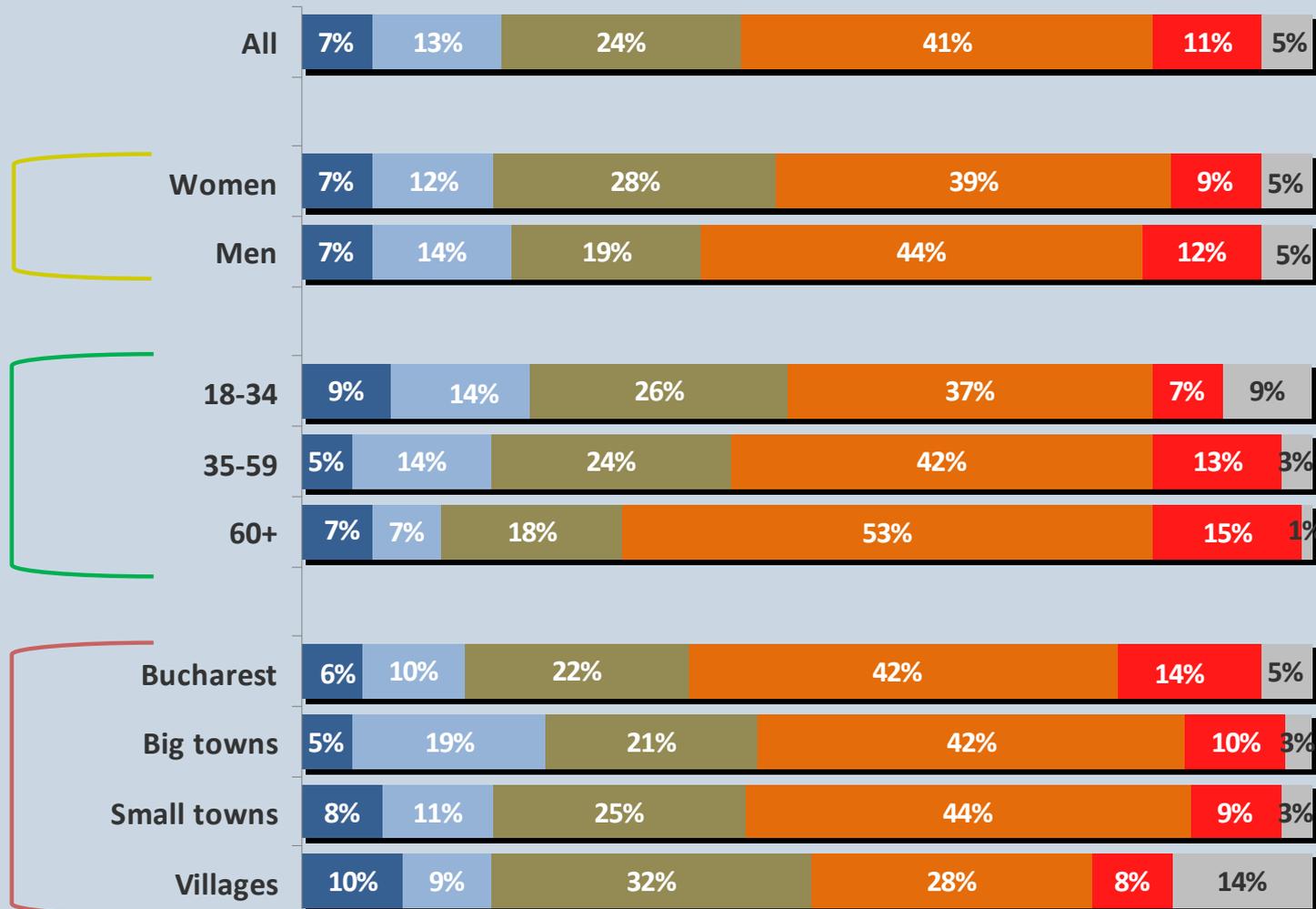
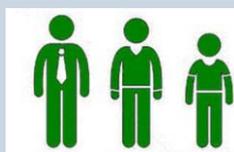
Question: How dependent or independent are the media in the country?



■ Completely independent
 ■ Rather dependent

■ Rather independent
 ■ Completely dependent

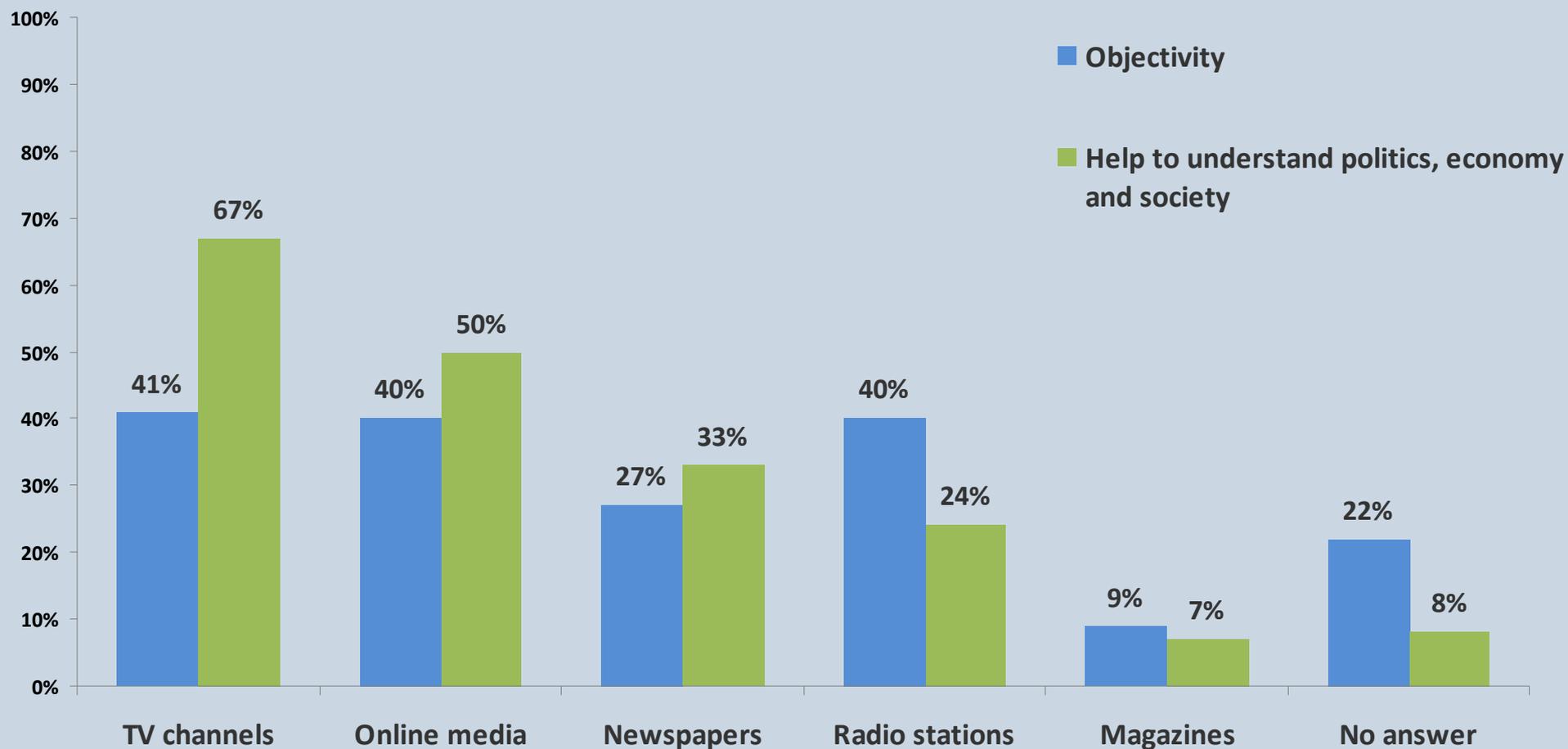
■ Neither independent nor dependent
 ■ No answer



Objectivity and quality of content: TV and Web ahead

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

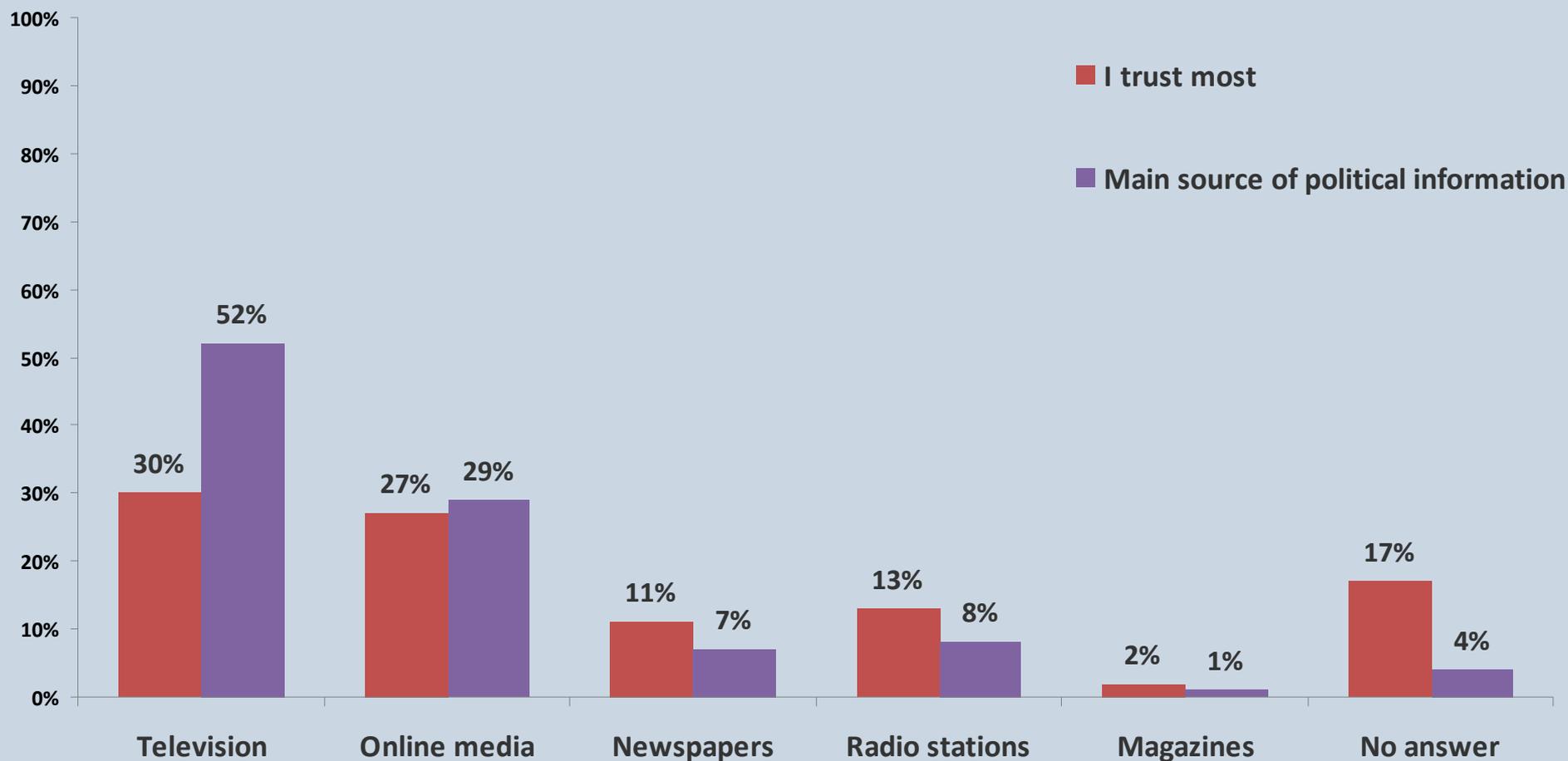
Question: ...help you to understand politics, economy and society? (multiple)



Low trust in print media, TV is preferred news source

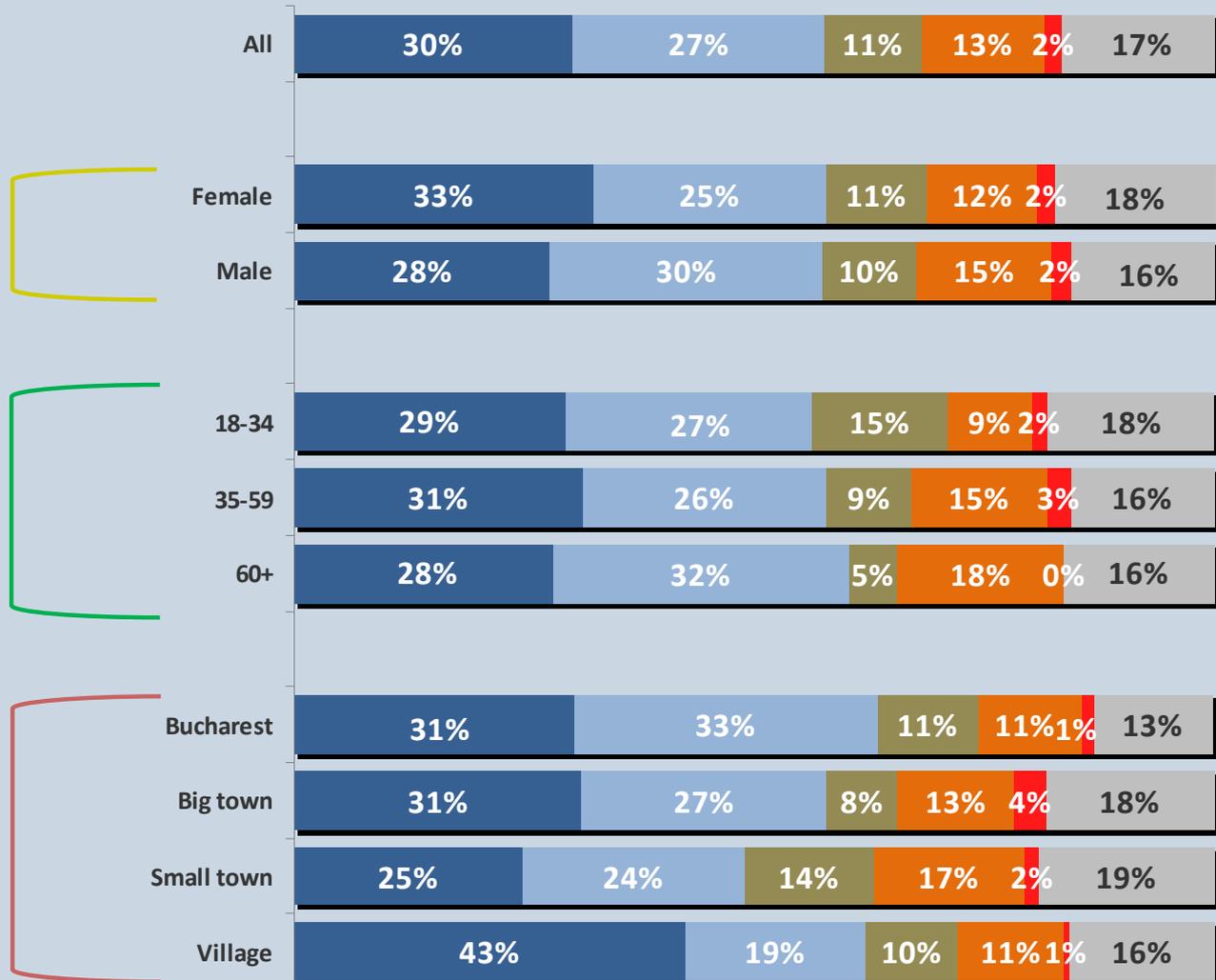
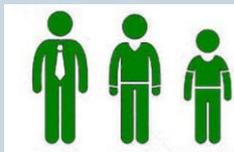
Question: Which of these media types in RO do you trust most? (1 answer)

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



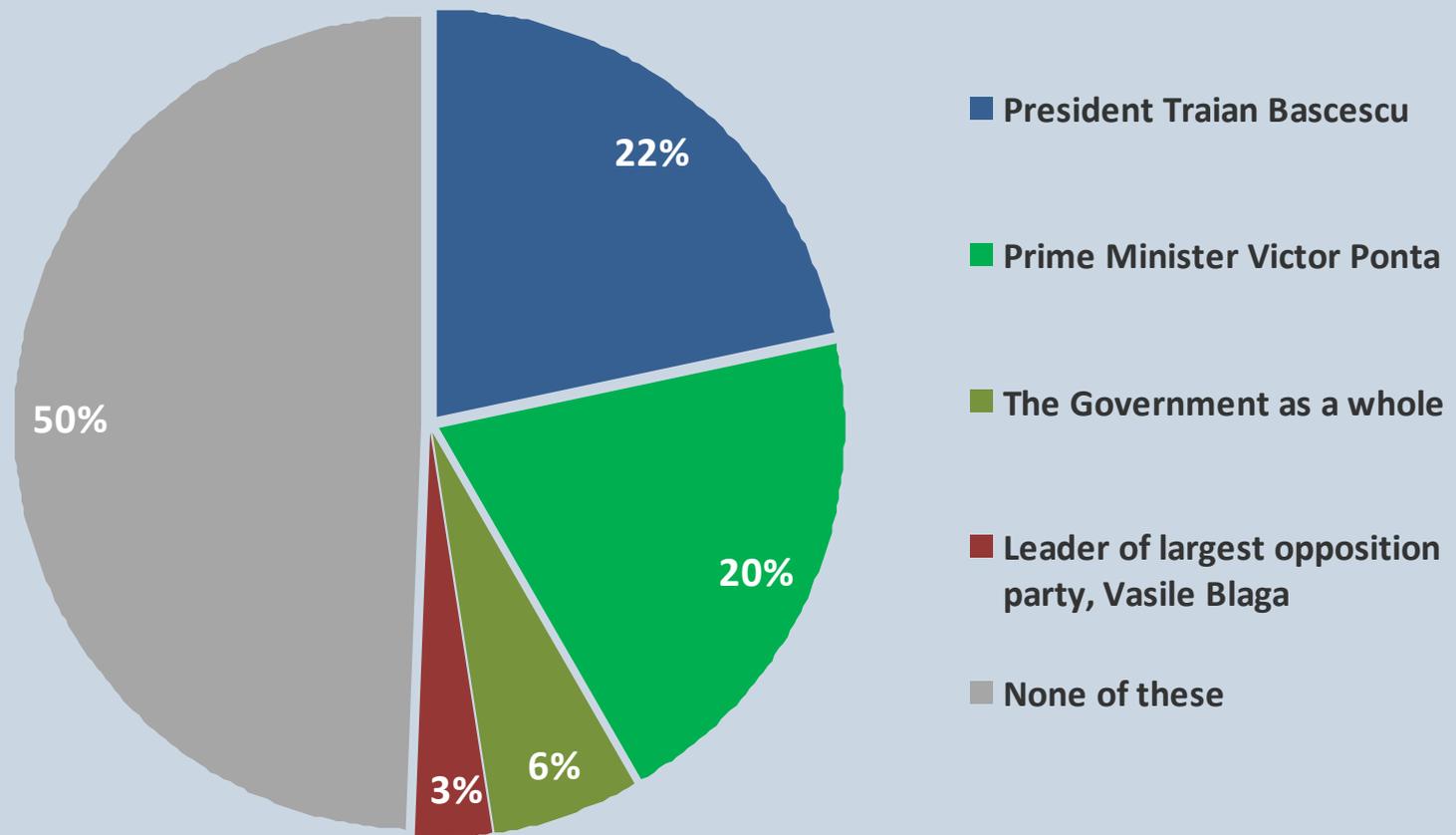
■ TV stations ■ Online media ■ Newspapers ■ Radio stations ■ Magazines ■ No answer

Most trusted



Public Relations: Basescu and Ponta almost equal

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



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