

TRUST IN BULGARIAN MEDIA INDEPENDENCE AND QUALITY

SURVEY KAS & "MARKET LINKS", DEC. 2014



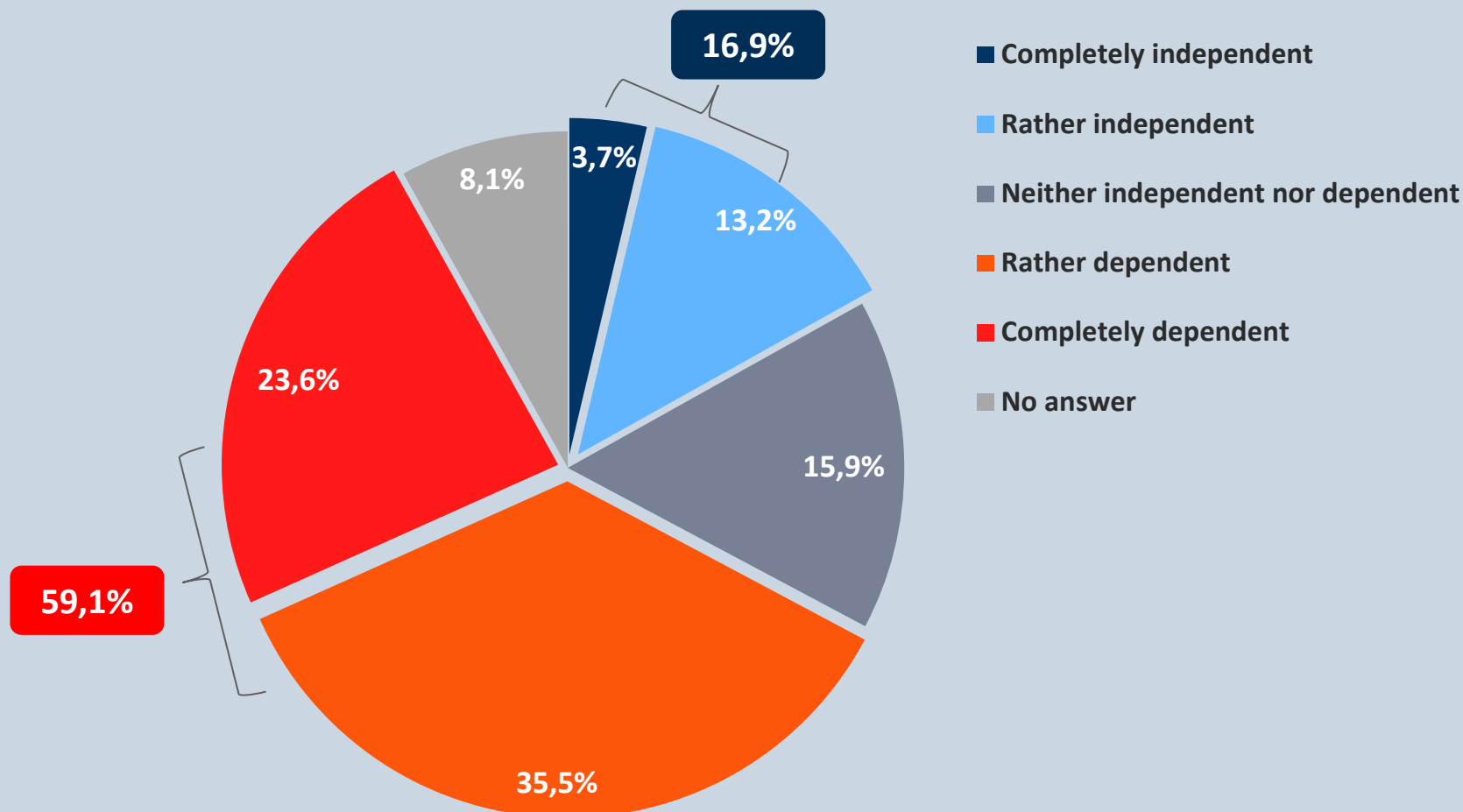
SURVEY DESIGN

- Target: Population, 18+, Bulgaria
- Method of registration: Face-to-face interview
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,110
- Fieldwork: December 2014
- Conception of questionnaire: KAS, Market Links
- Fieldwork and data analysis: Market Links



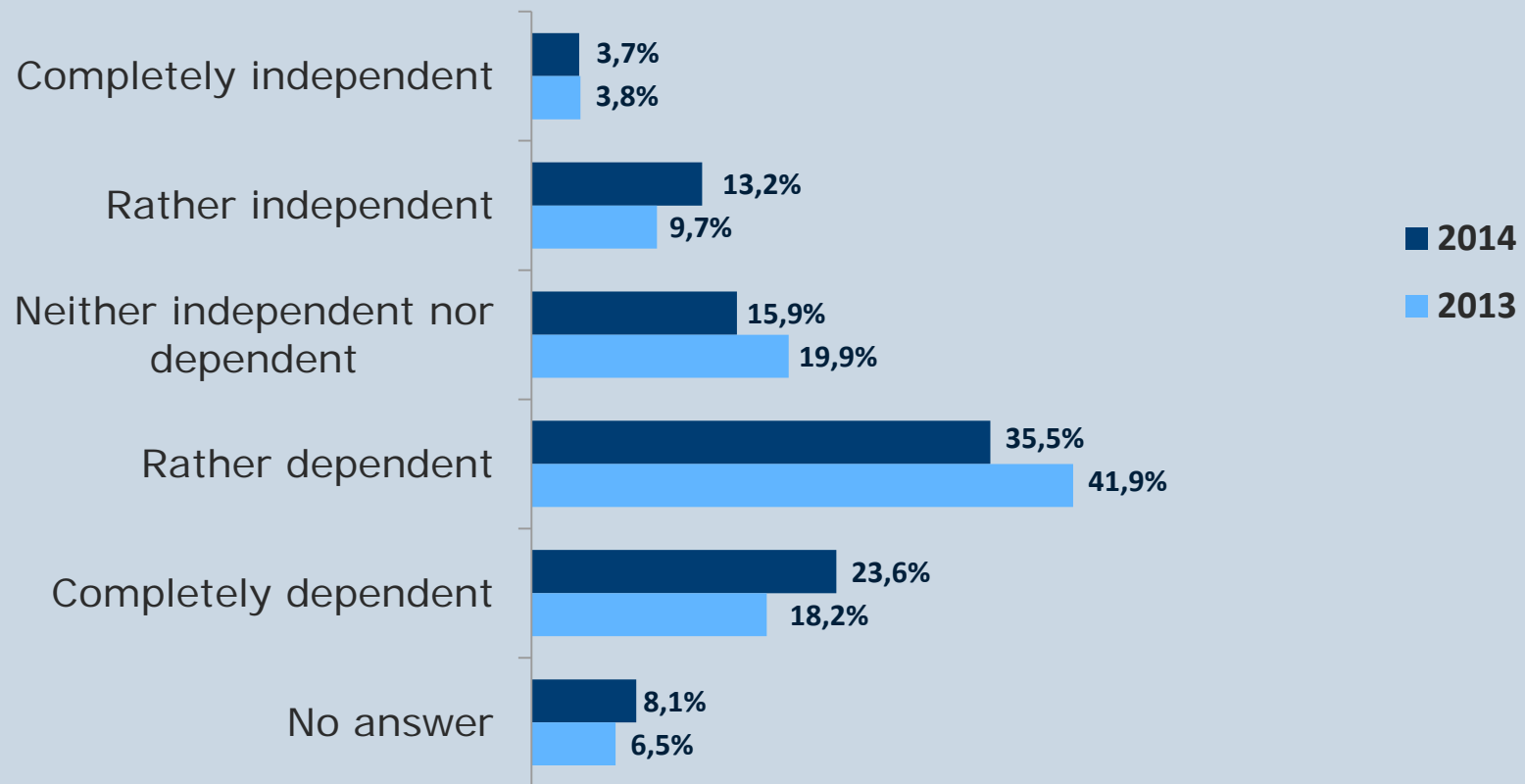
One in six Bulgarians thinks the media are independent

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



Only minimal improvement compared to 2013

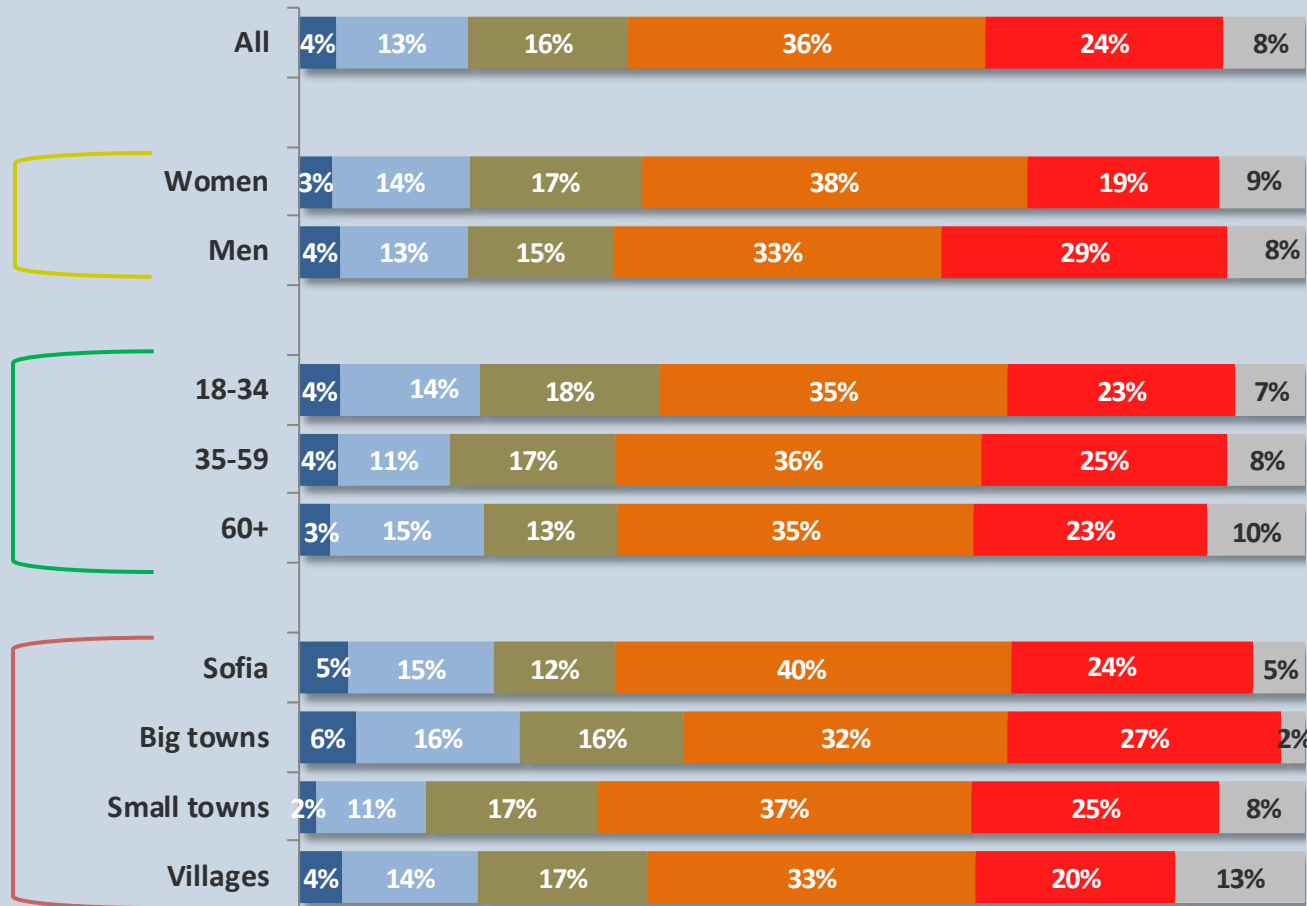
Question: How dependent or independent are the media in the country?



■ Completely independent
 ■ Rather dependent

■ Rather independent
 ■ Completely dependent

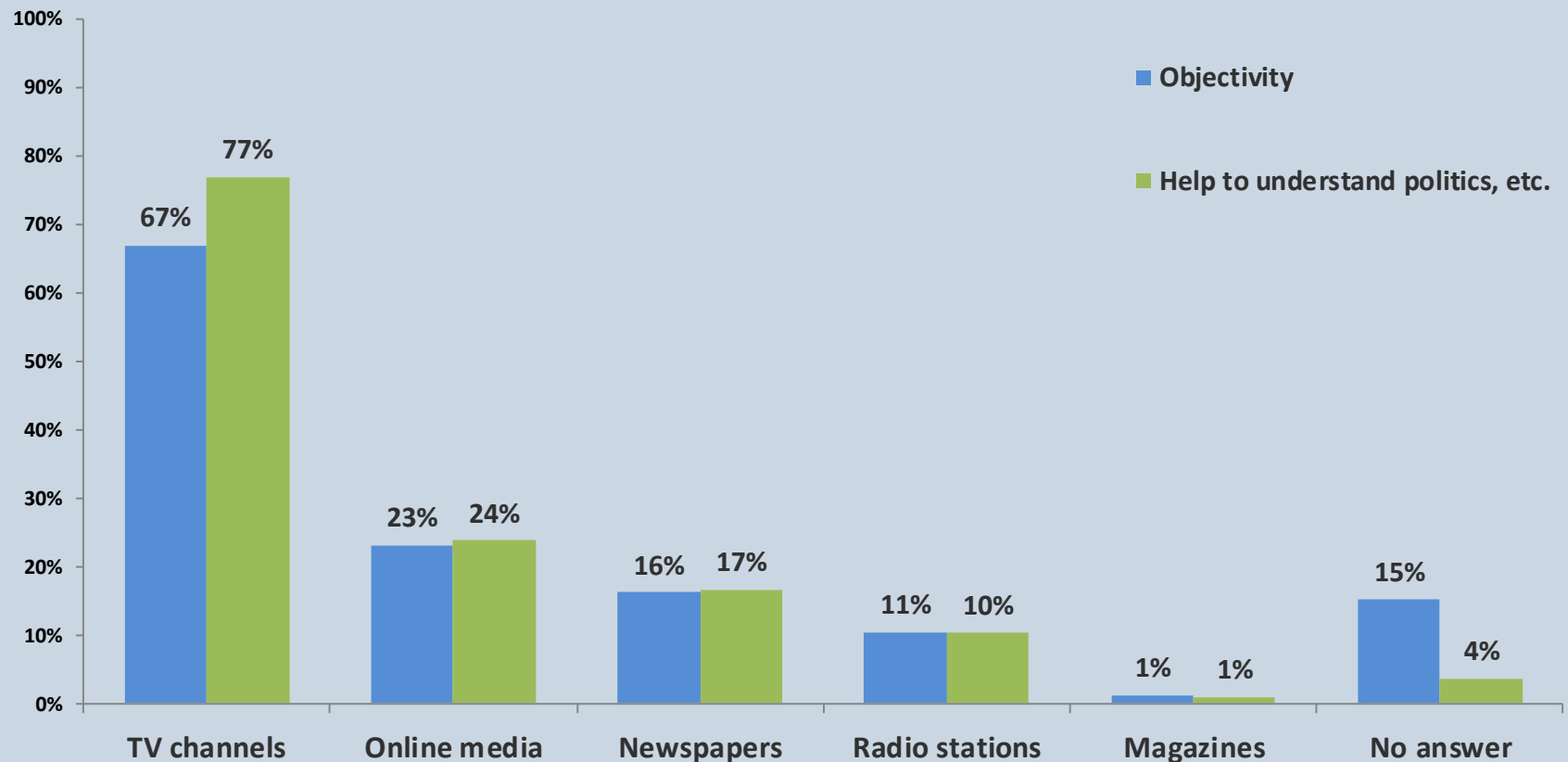
■ Neither independent nor dependent
 ■ No answer



Objectivity and quality of content: TV keeps popularity

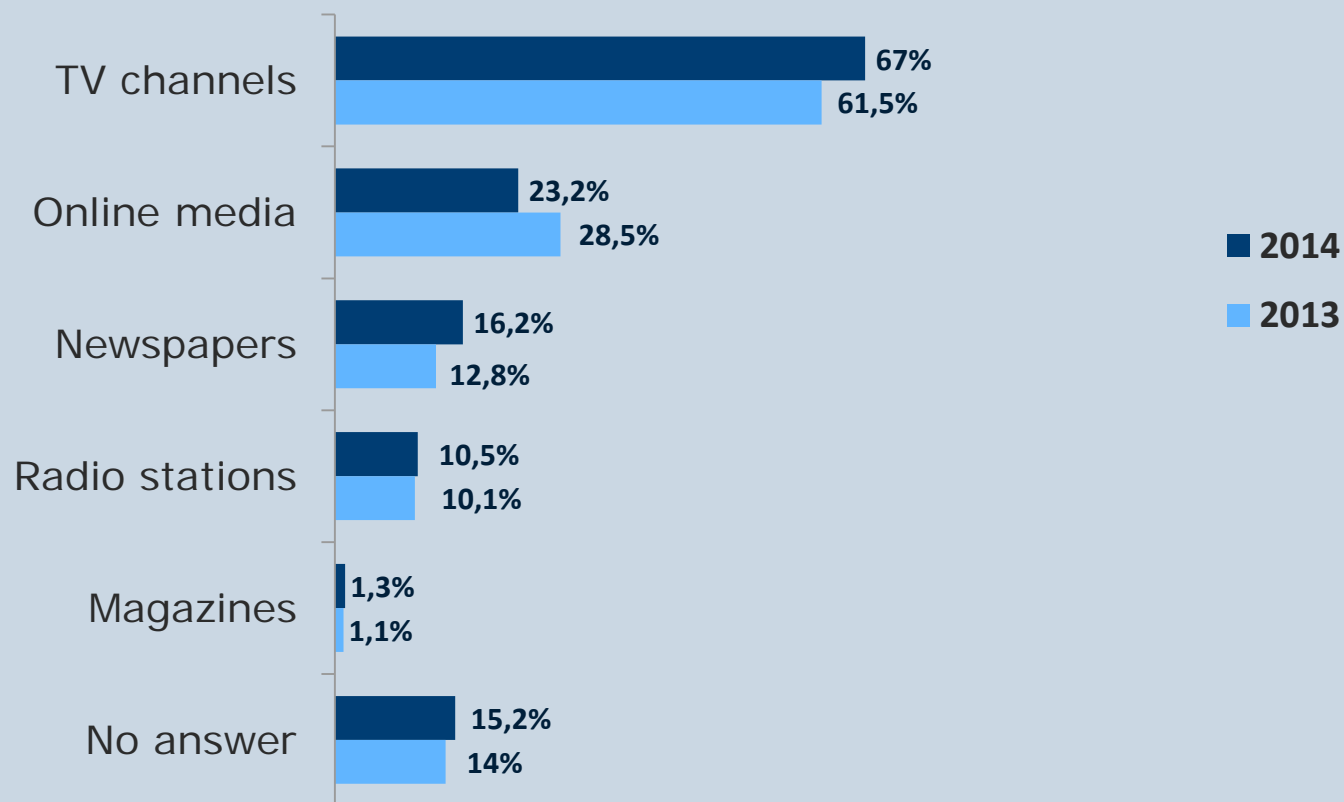
Question: Which of these media types in BG are most objective? (2 answers)

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



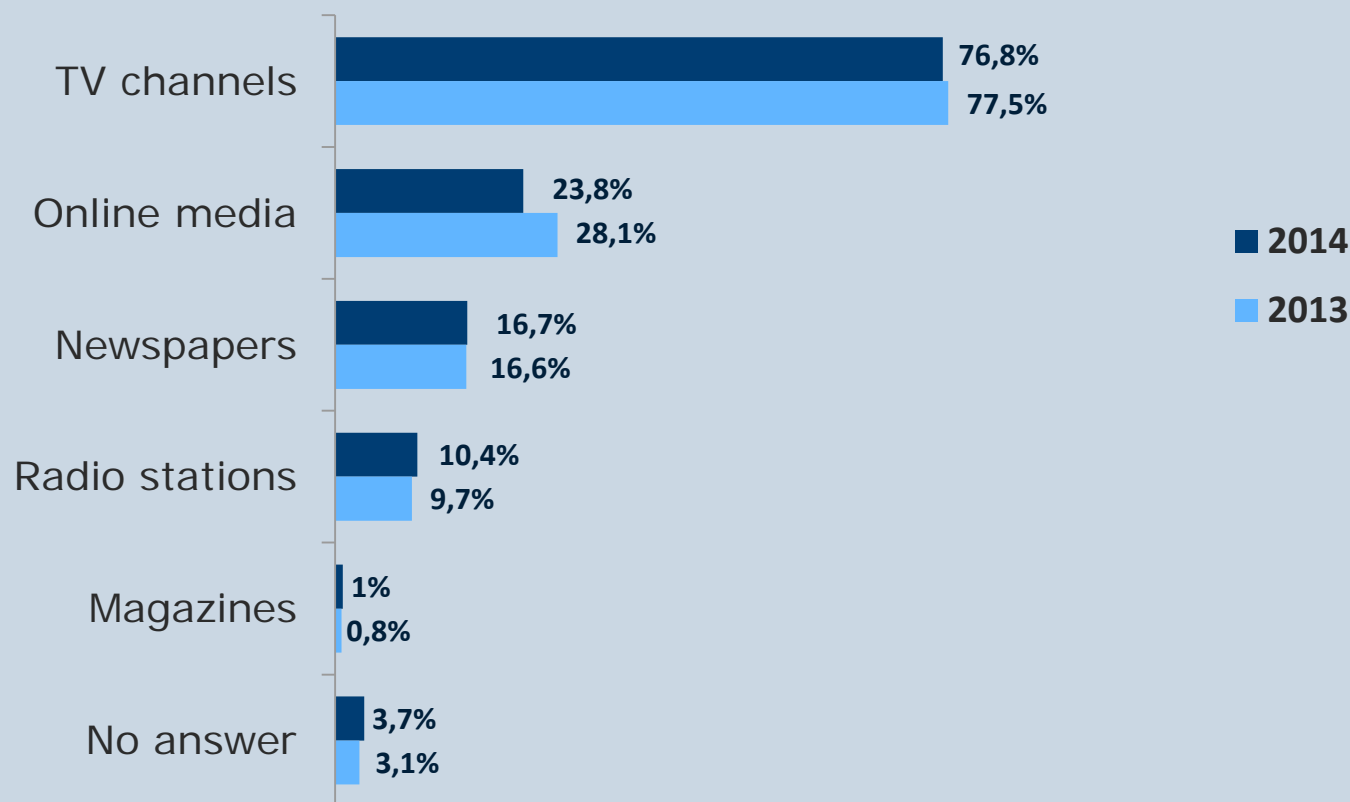
Bulgarians believe in TV – less approval for Internet

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



Television stays the teacher of the nation

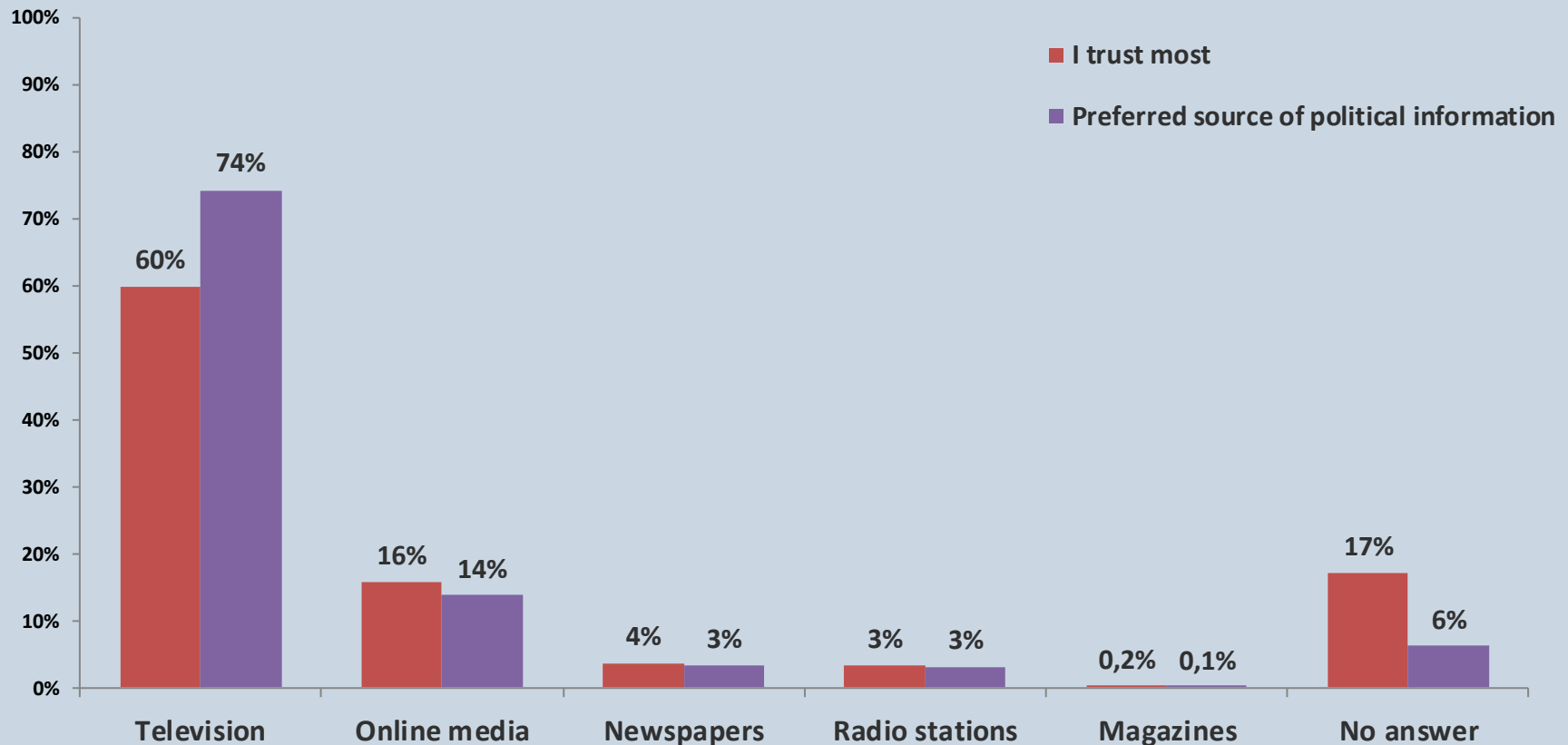
Question: ...help you to understand politics, economy and society? (multiple)



Low trust in print media, TV is favoured news source

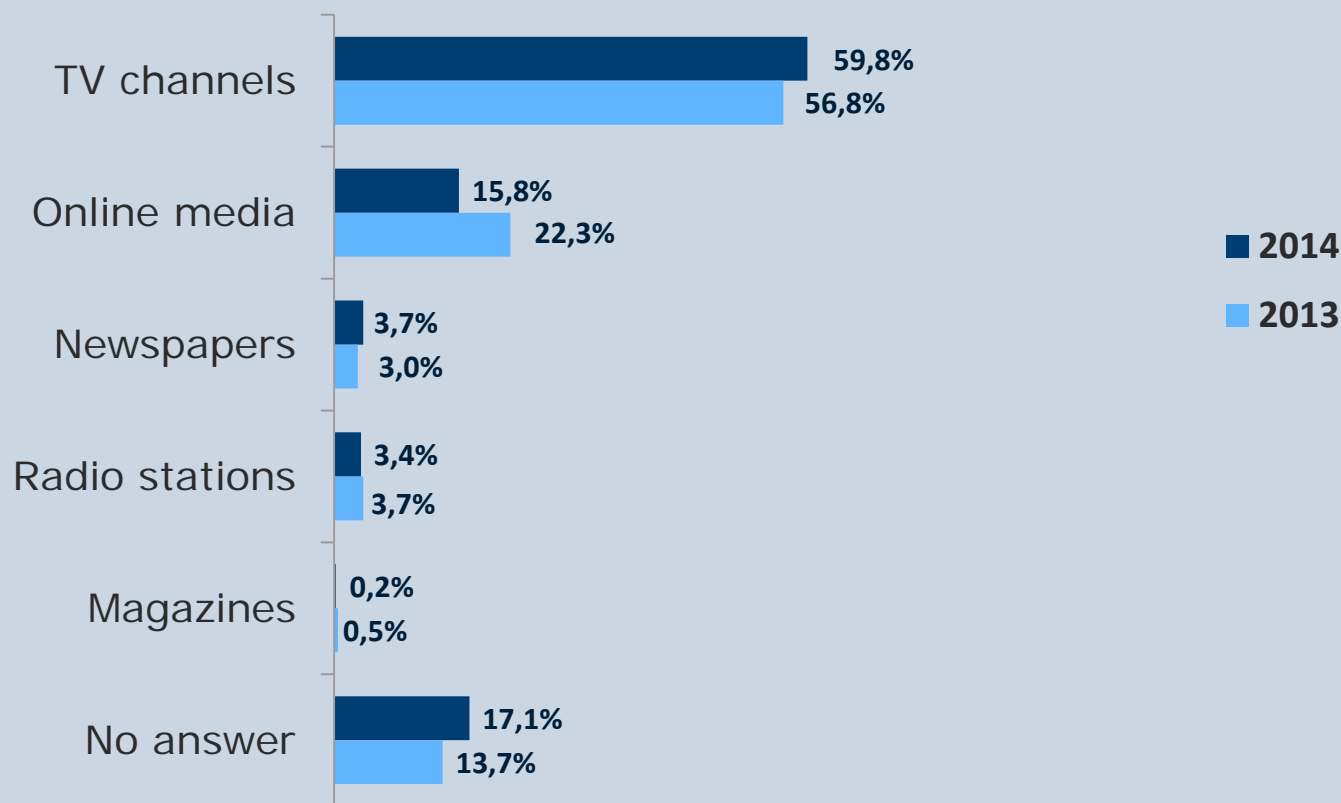
Question: Which of these media types in BG do you trust most? (1 answer)

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



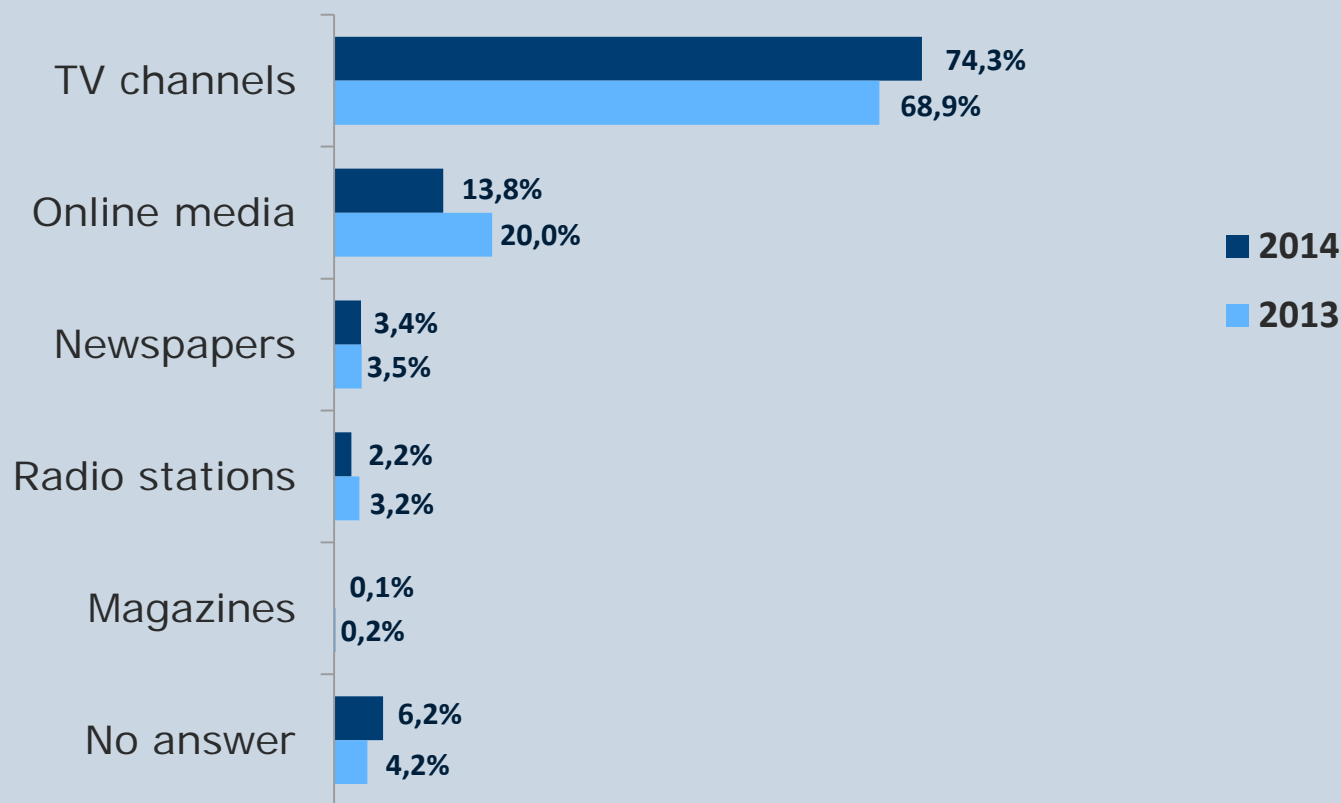
Television keeps high level of trust, Web loses slightly

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



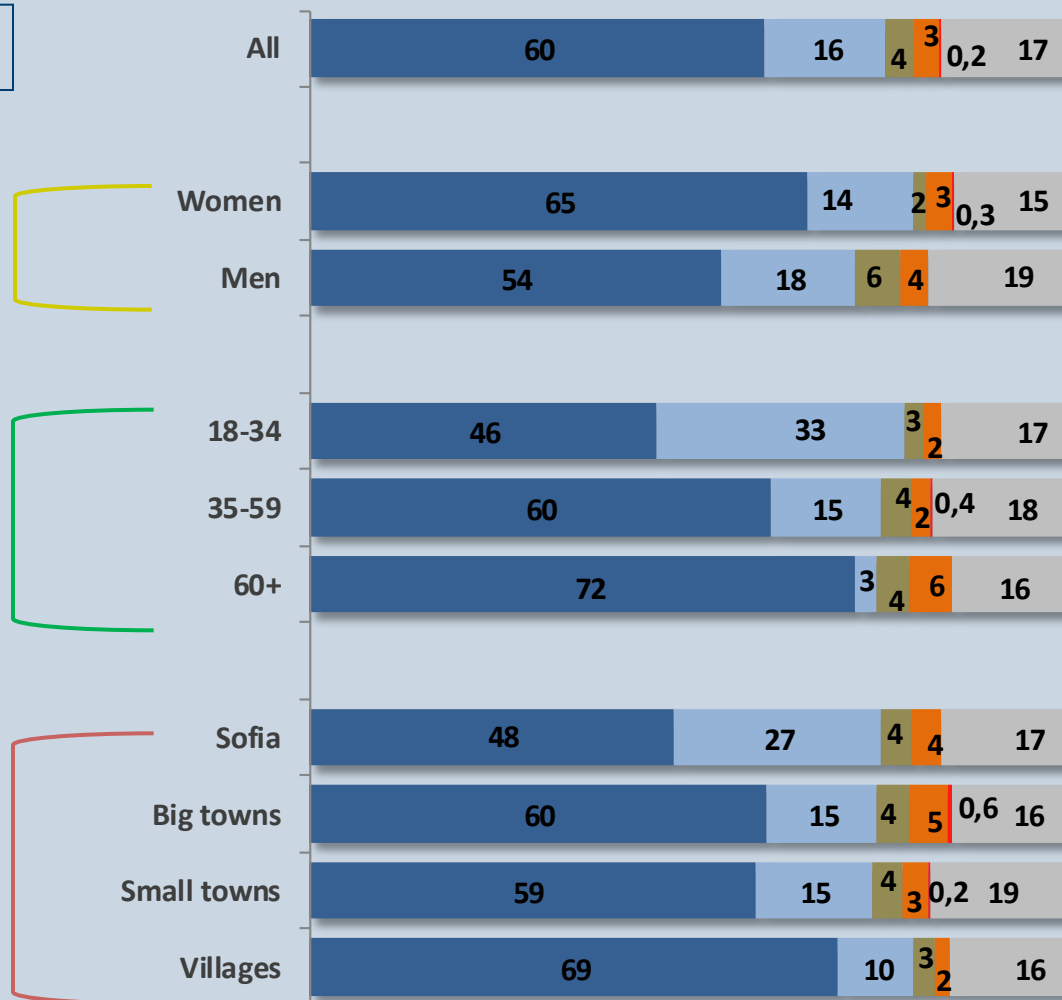
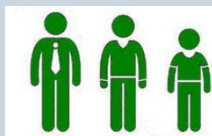
TV strengthens its role as political news source

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



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

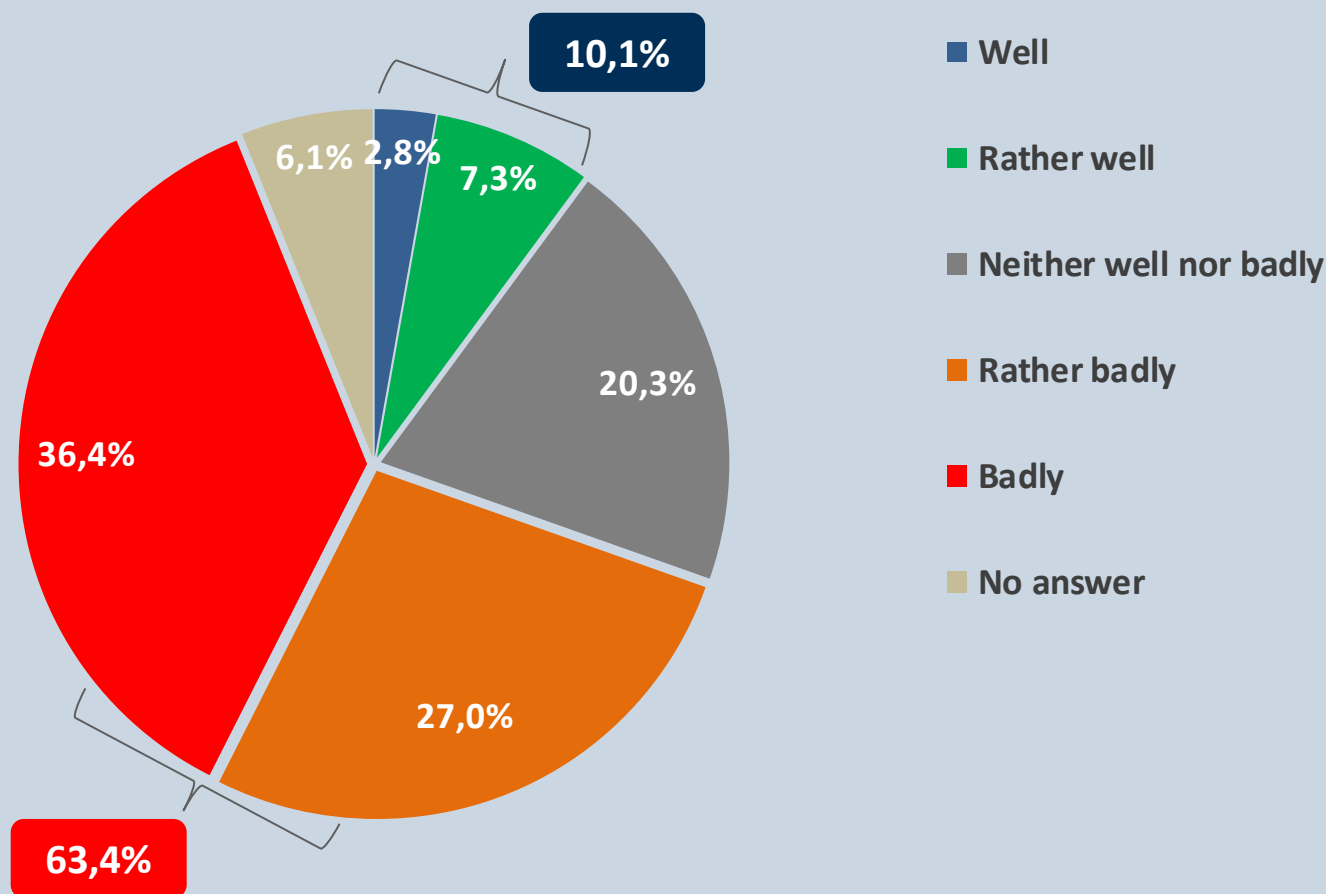
Most trusted



Data in percent

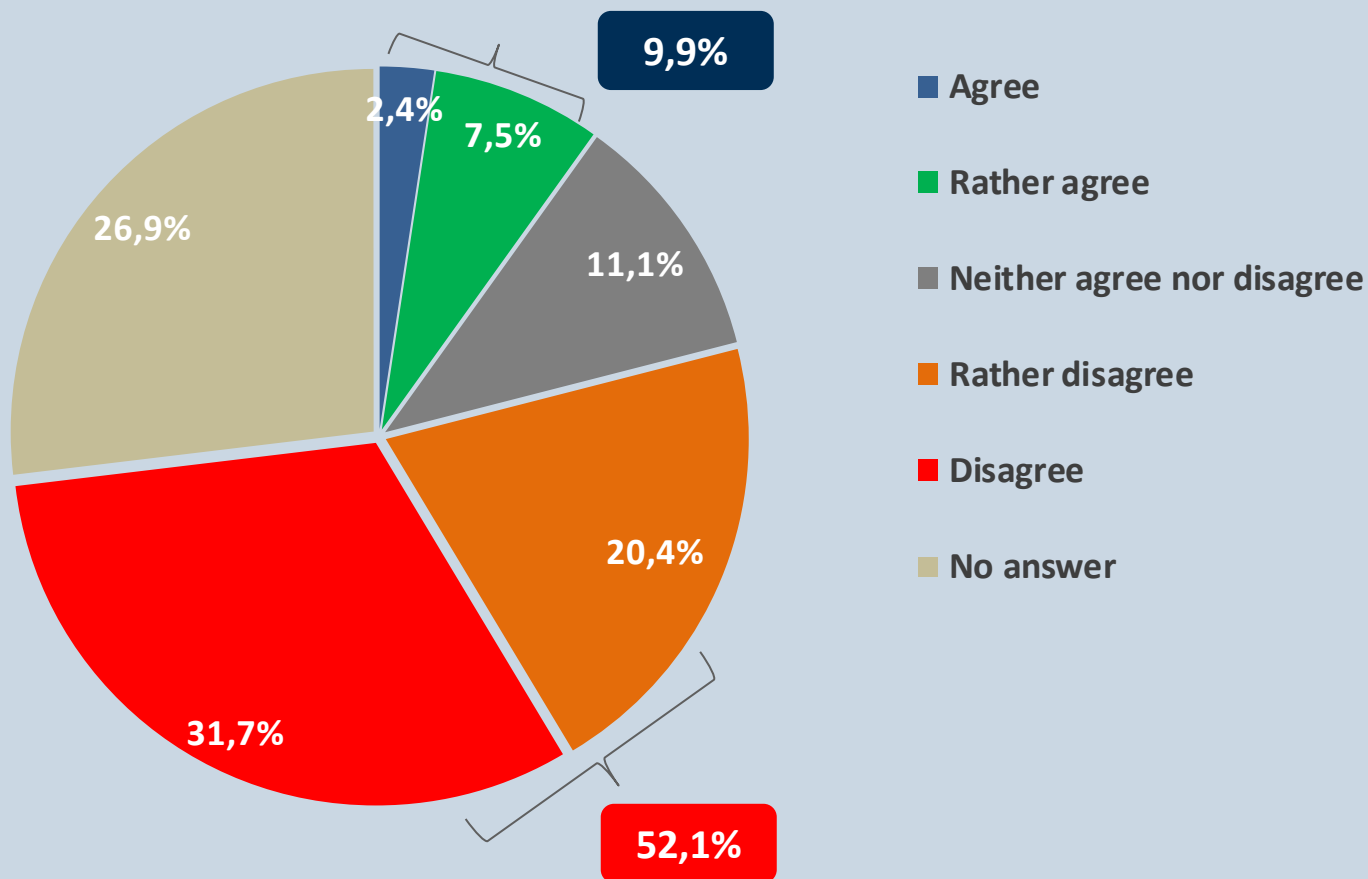
Two in three Bulgarians criticise political communication

Question: How well or badly Bulgarian politicians inform the citizens about the decisions they made? (1 answer)



Politicians don't use opportunities of Internet properly

Question: Are Bulgarian politicians looking for a dialogue with the citizens through Internet and social networks? (1 answer)



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