

# TRUST IN ROMANIAN MEDIA & POLITICAL COMMUNICATION

SURVEY KAS & "MARKET LINKS", DEC. 2014



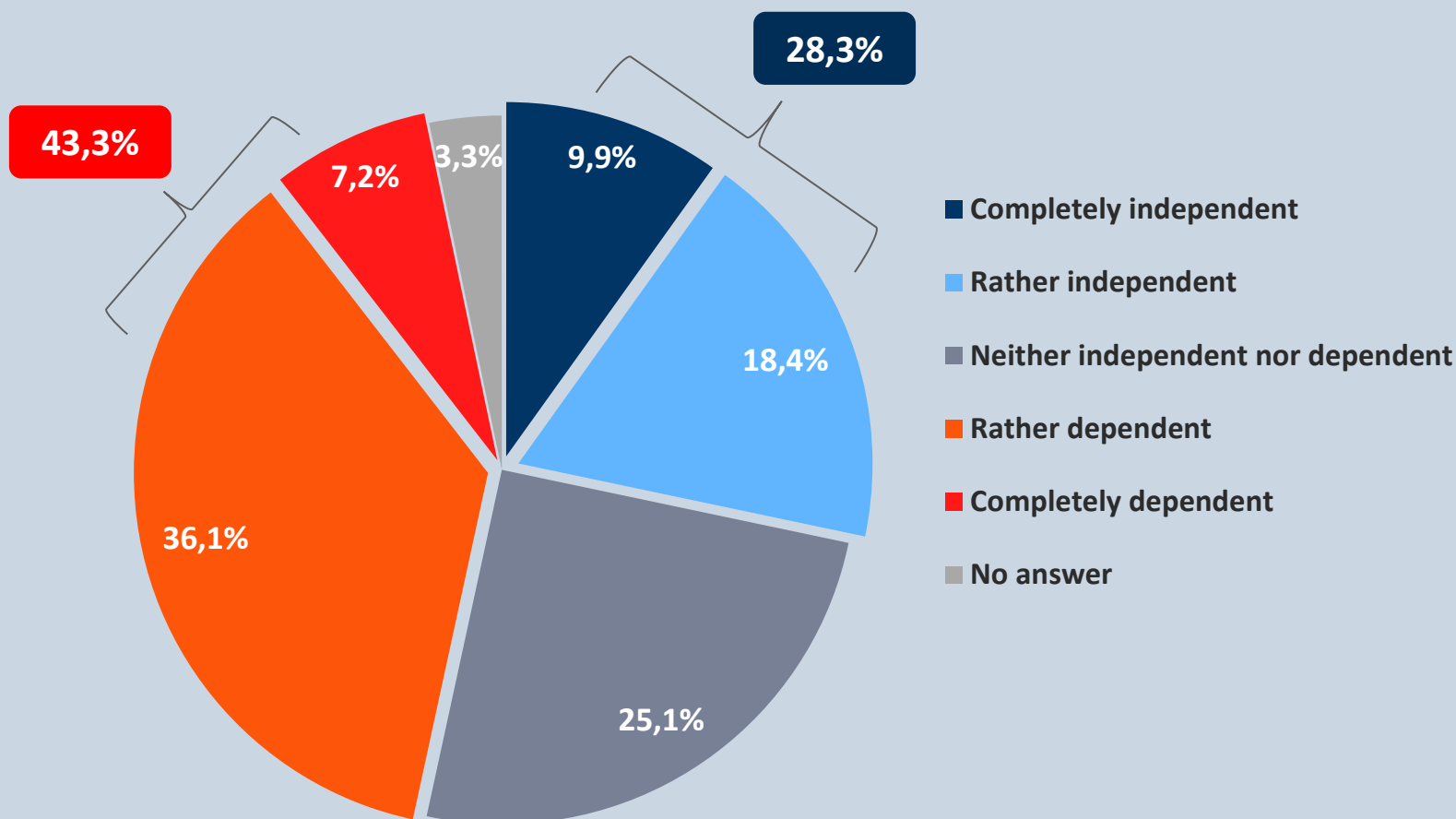
## SURVEY DESIGN

- Target: Population, 18+, Romania
- Method of registration: Online interviews
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,000
- Fieldwork: December 2014
- Conception of questionnaire: KAS, Market Links
- Fieldwork and data analysis: Market Links



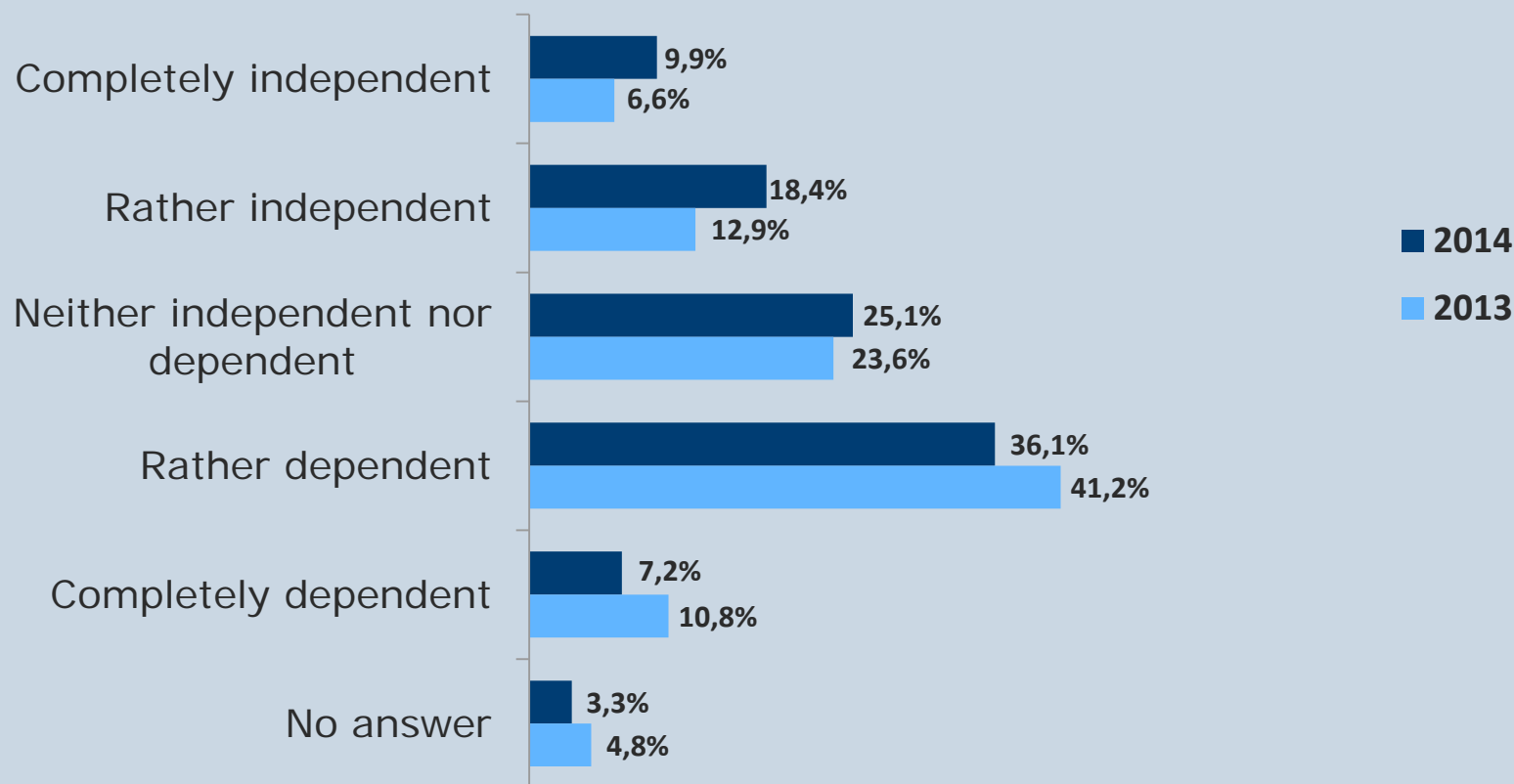
## Every fourth Romanian thinks the media are free

How dependent or independent are the media in the country?



## Higher faith in media: Will it be durable?

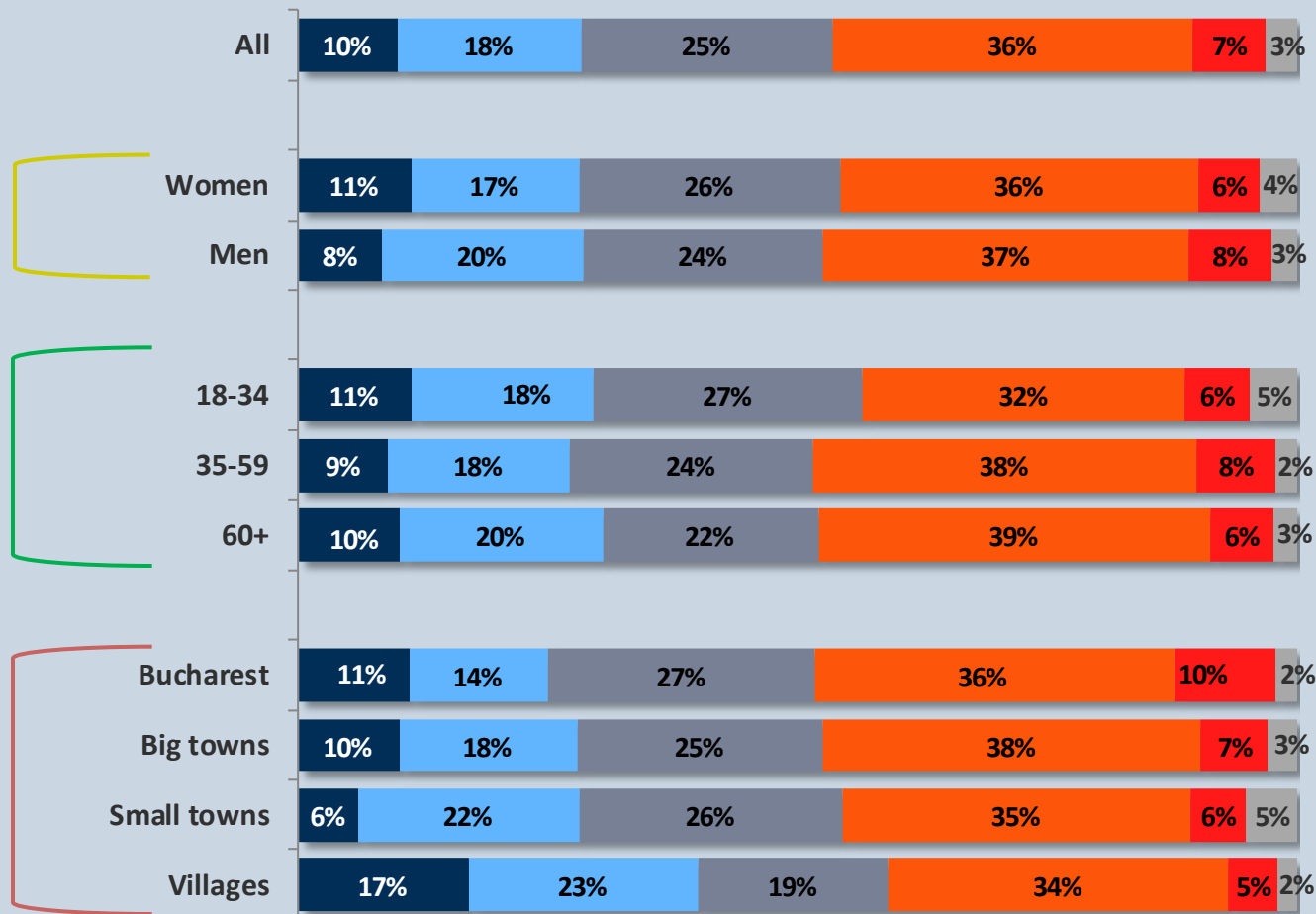
How dependent or independent are the media in the country?



■ Completely independent  
■ Rather dependent

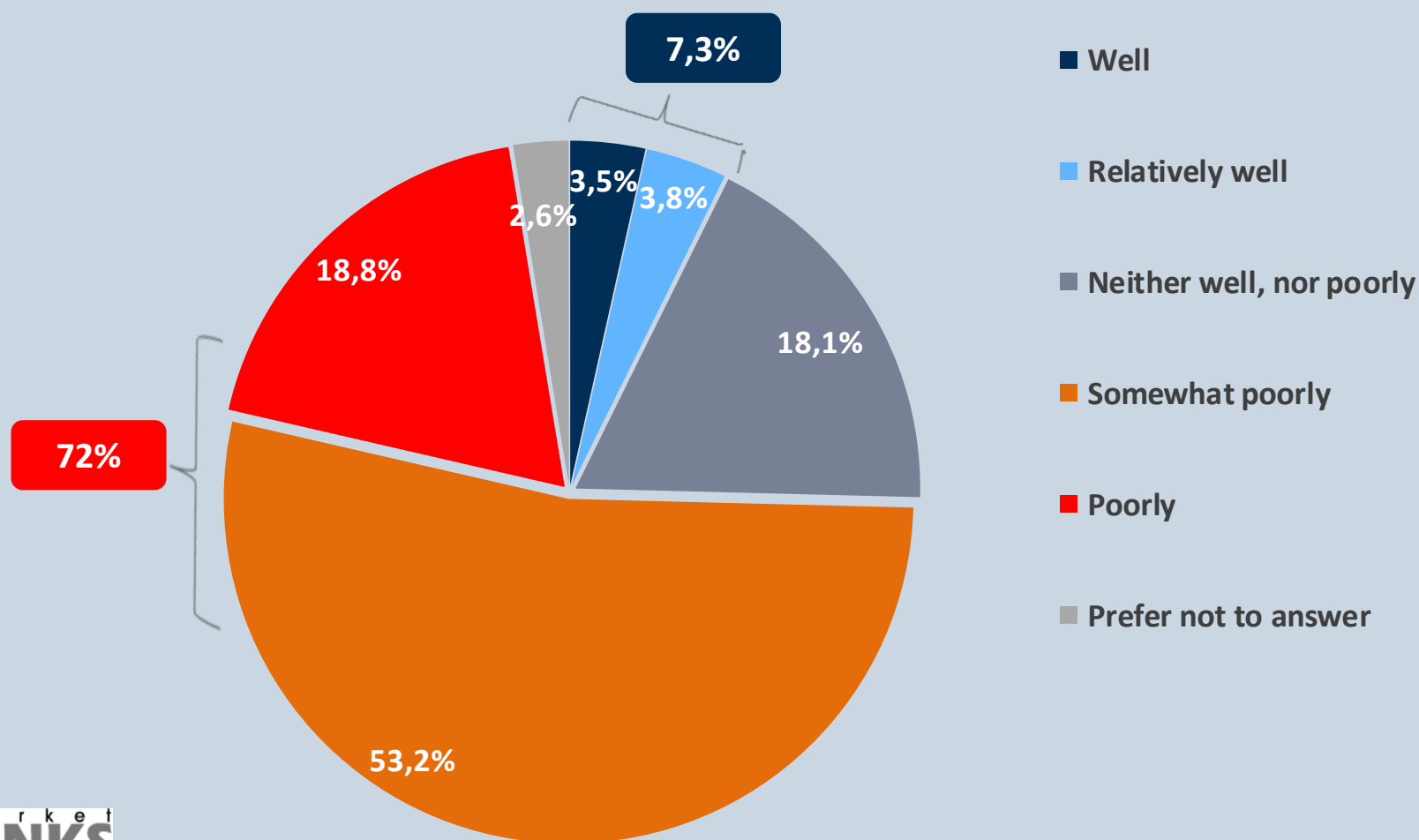
■ Rather independent  
■ Completely dependent

■ Neither independent nor dependent  
■ No answer



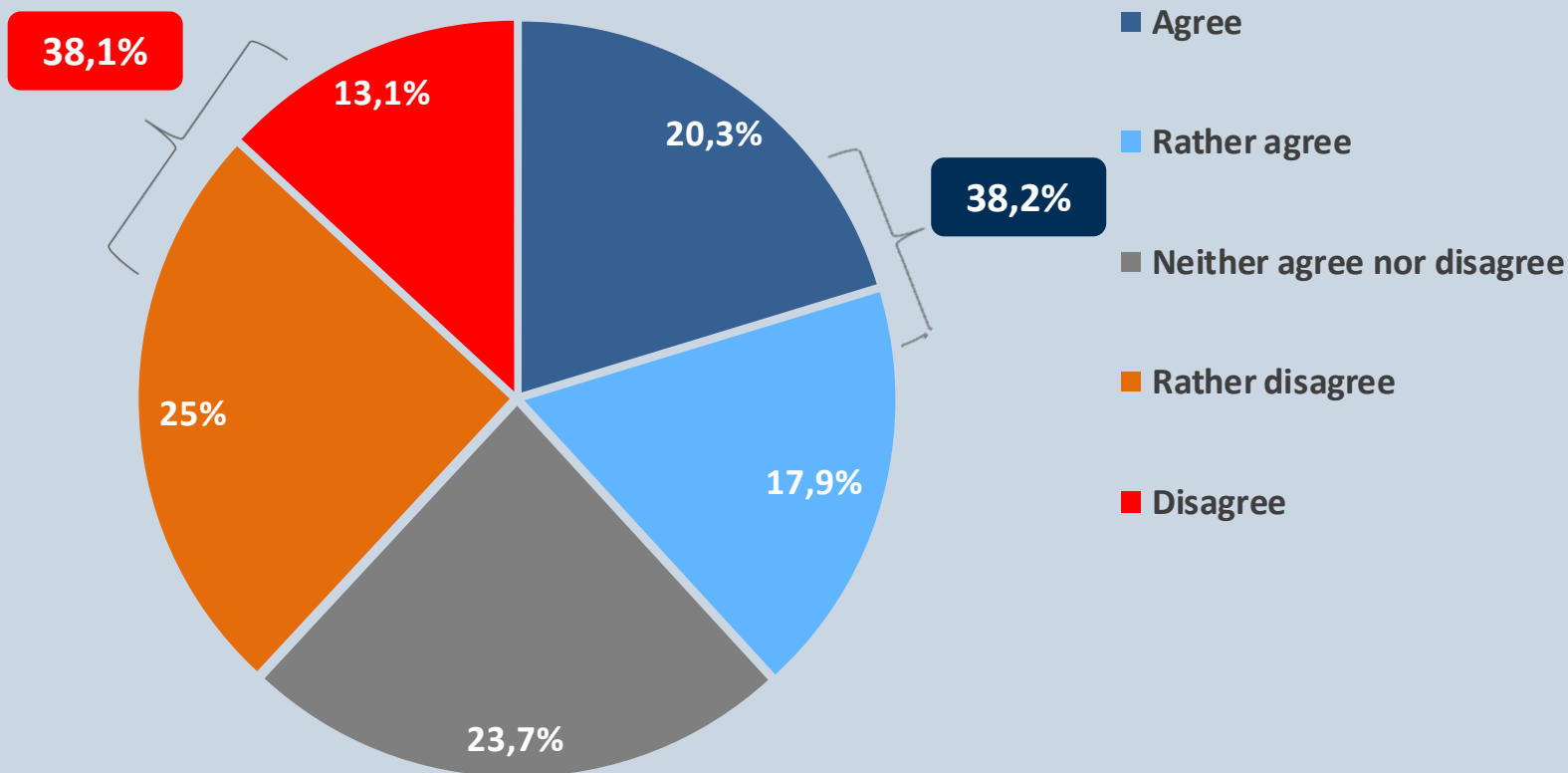
## Three in four Romanians criticise political communication

How well or poorly are Romanian politicians informing the citizens about the decisions they make? (1 answer)



## Politicians need to improve dialogue on the Web

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



## CONTACTS

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