

TRUST IN BULGARIAN MEDIA INDEPENDENCE AND QUALITY

SURVEY KAS & "MARKET LINKS", DEC. 2015



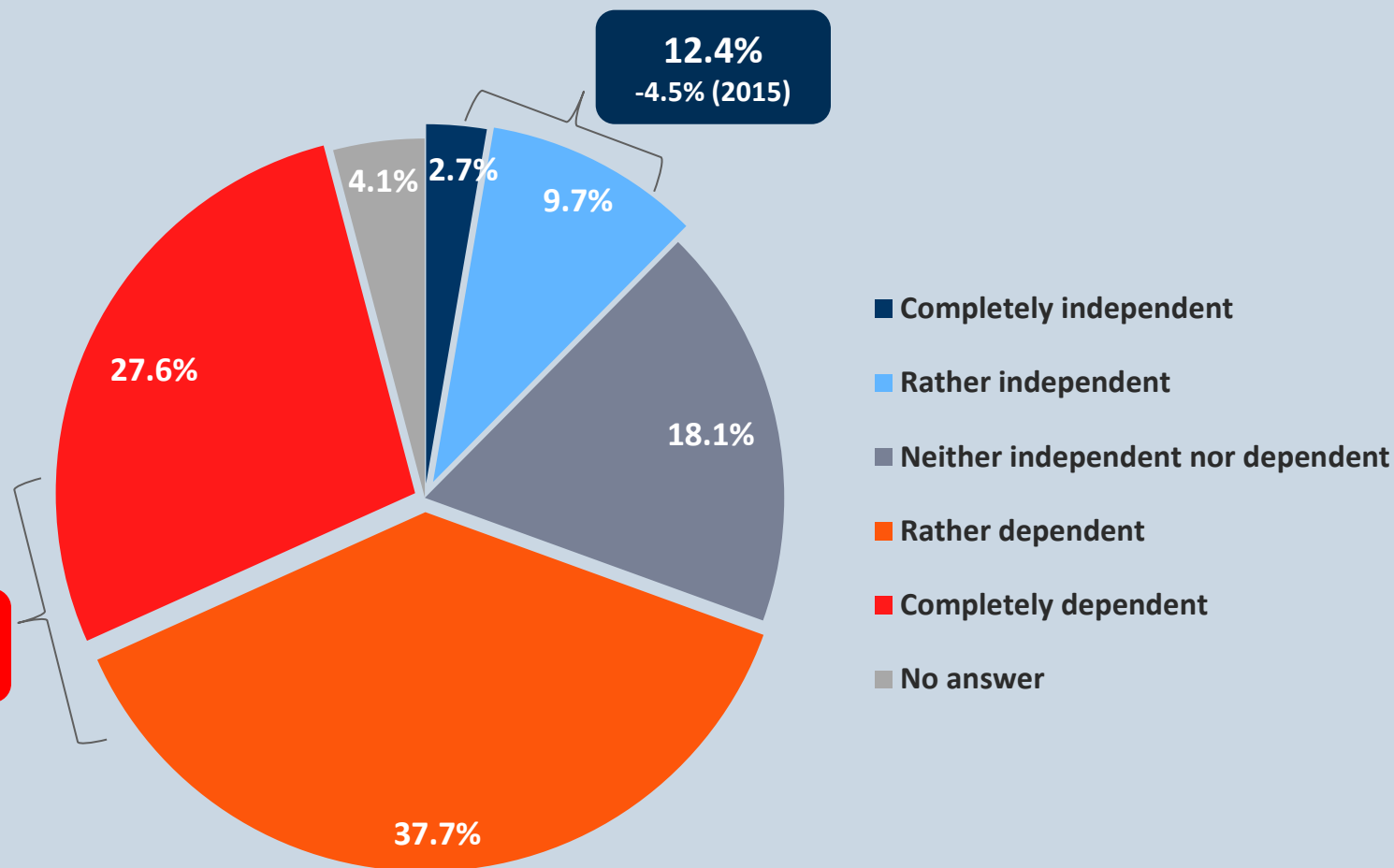
SURVEY DESIGN

- Target: Population, 18+, Bulgaria
- Method of registration: Face-to-face interview
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,004
- Fieldwork: December 2015
- Conception of questionnaire: KAS, Market Links
- Fieldwork and data analysis: Market Links



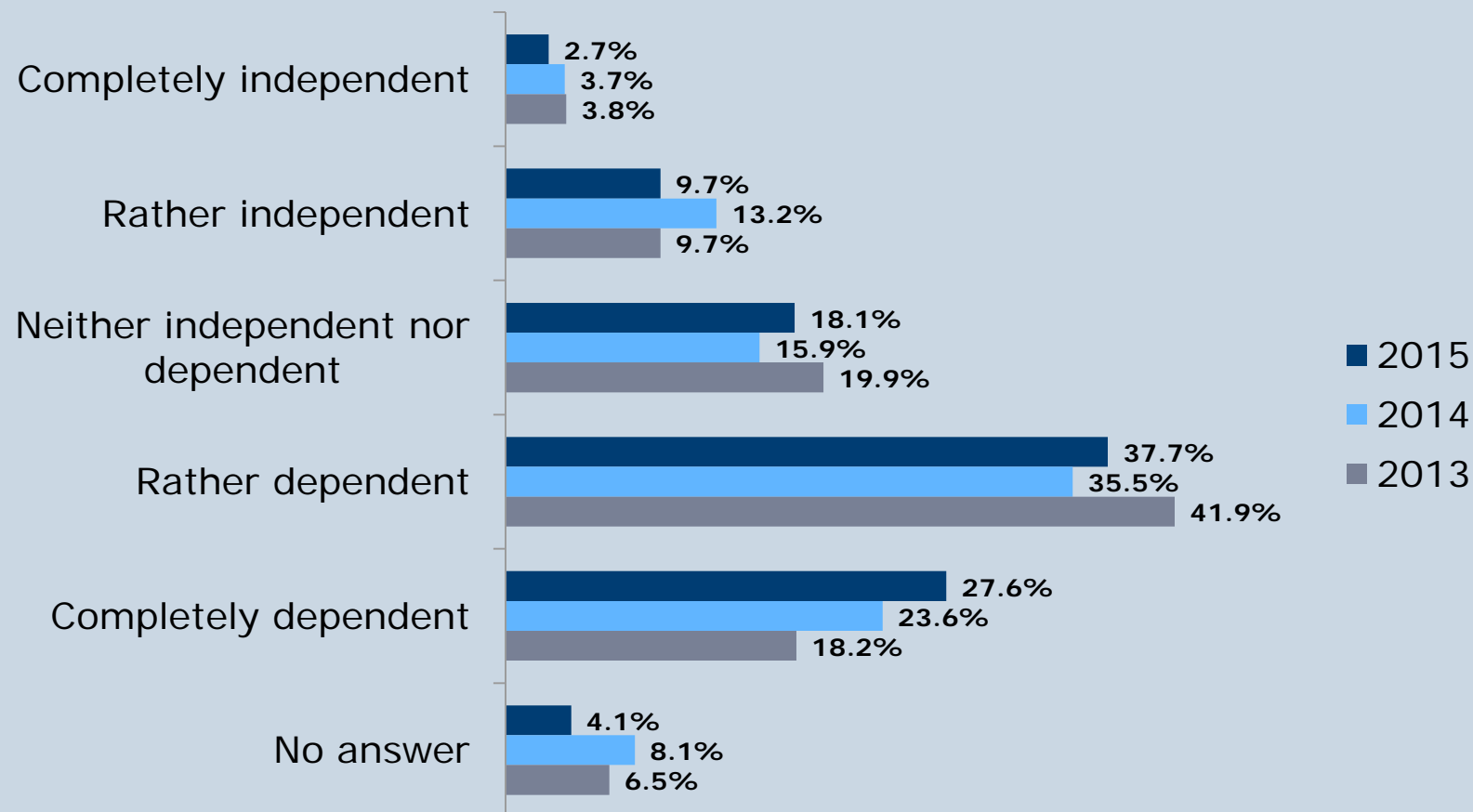
Only one in eight Bulgarians thinks the media are free

How dependent or independent are the media in the country?



Faith in independence of media decreases in 2015

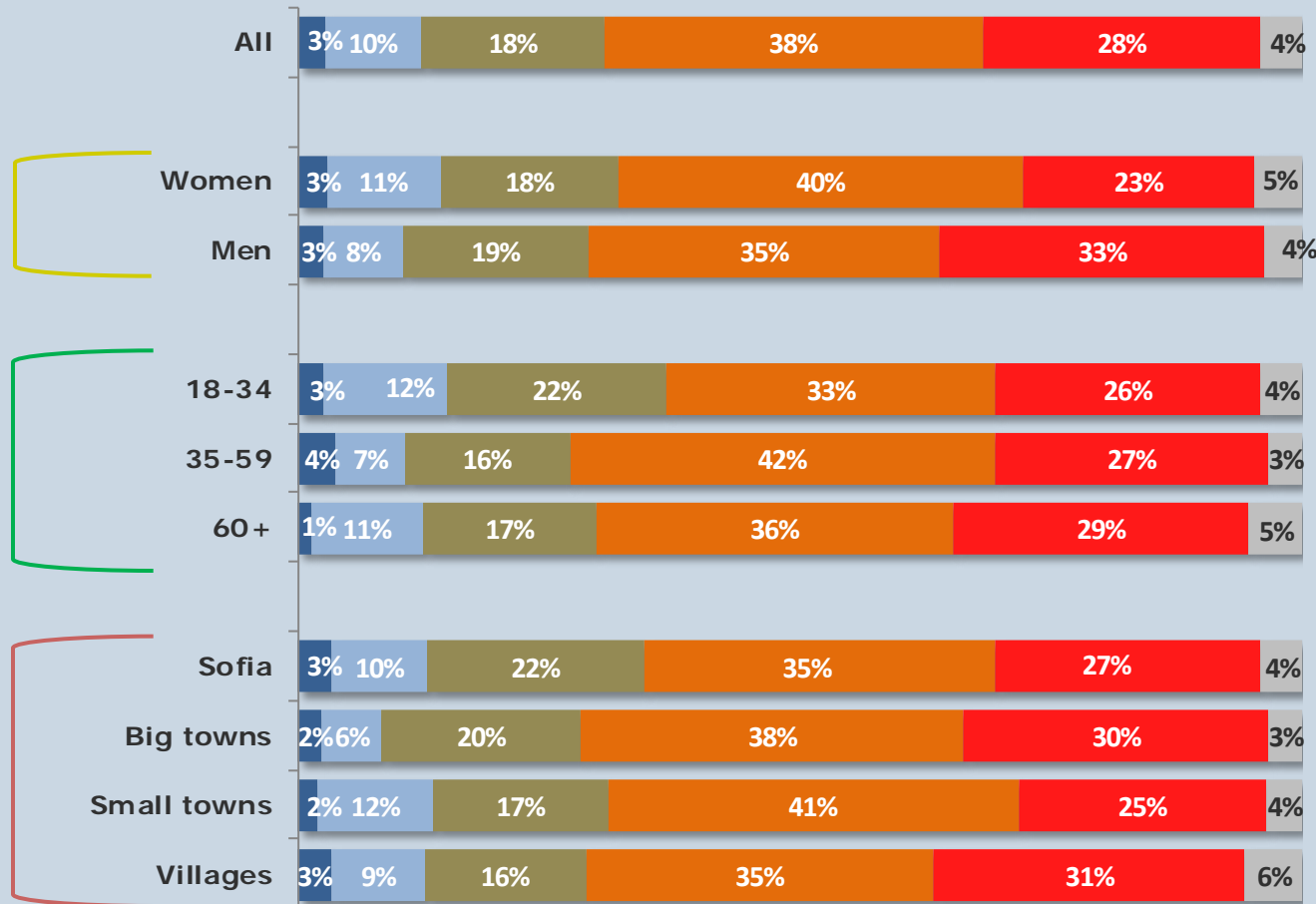
How dependent or independent are the media in the country?



■ Completely independent
■ Rather dependent

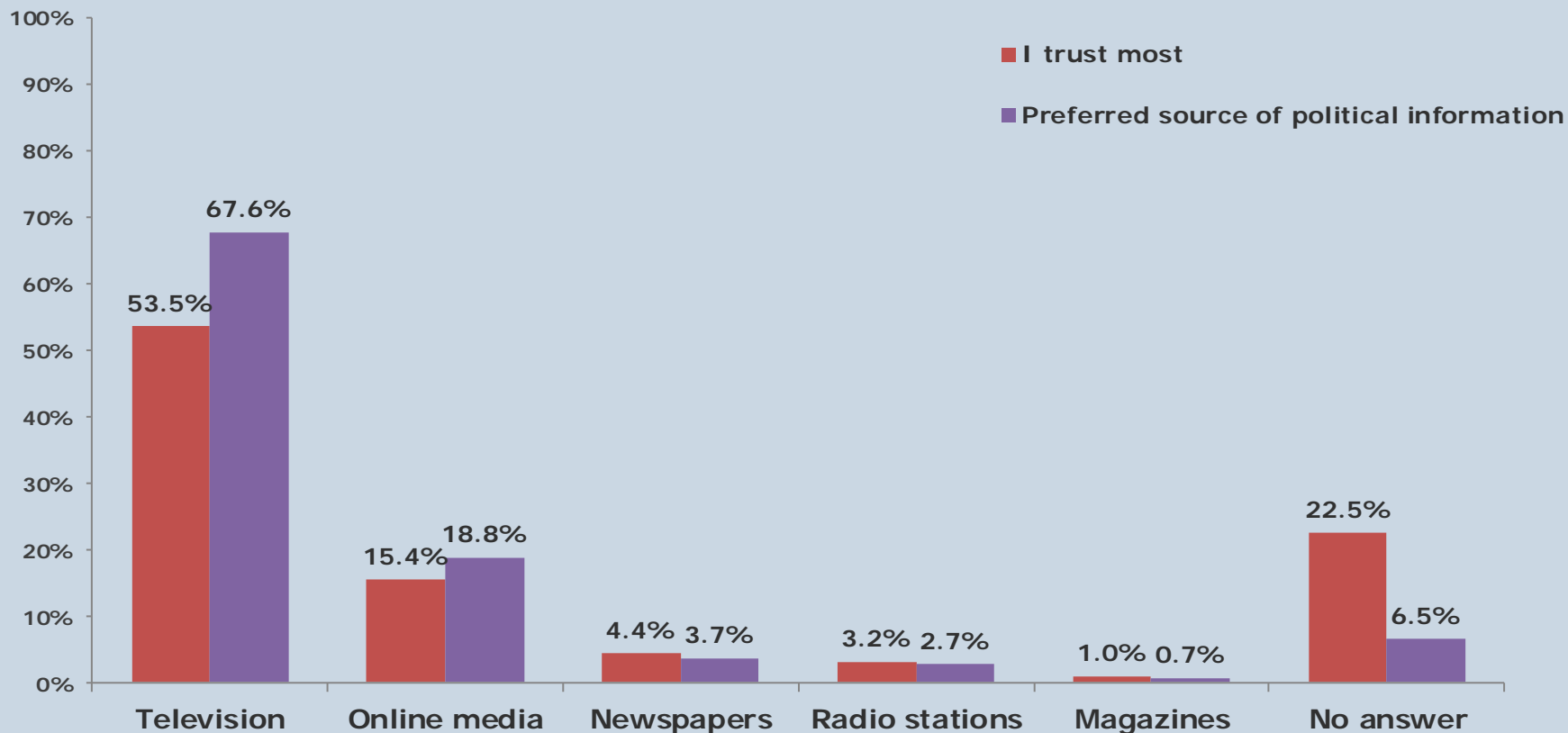
■ Rather independent
■ Completely dependent

■ Neither independent nor dependent
■ No answer



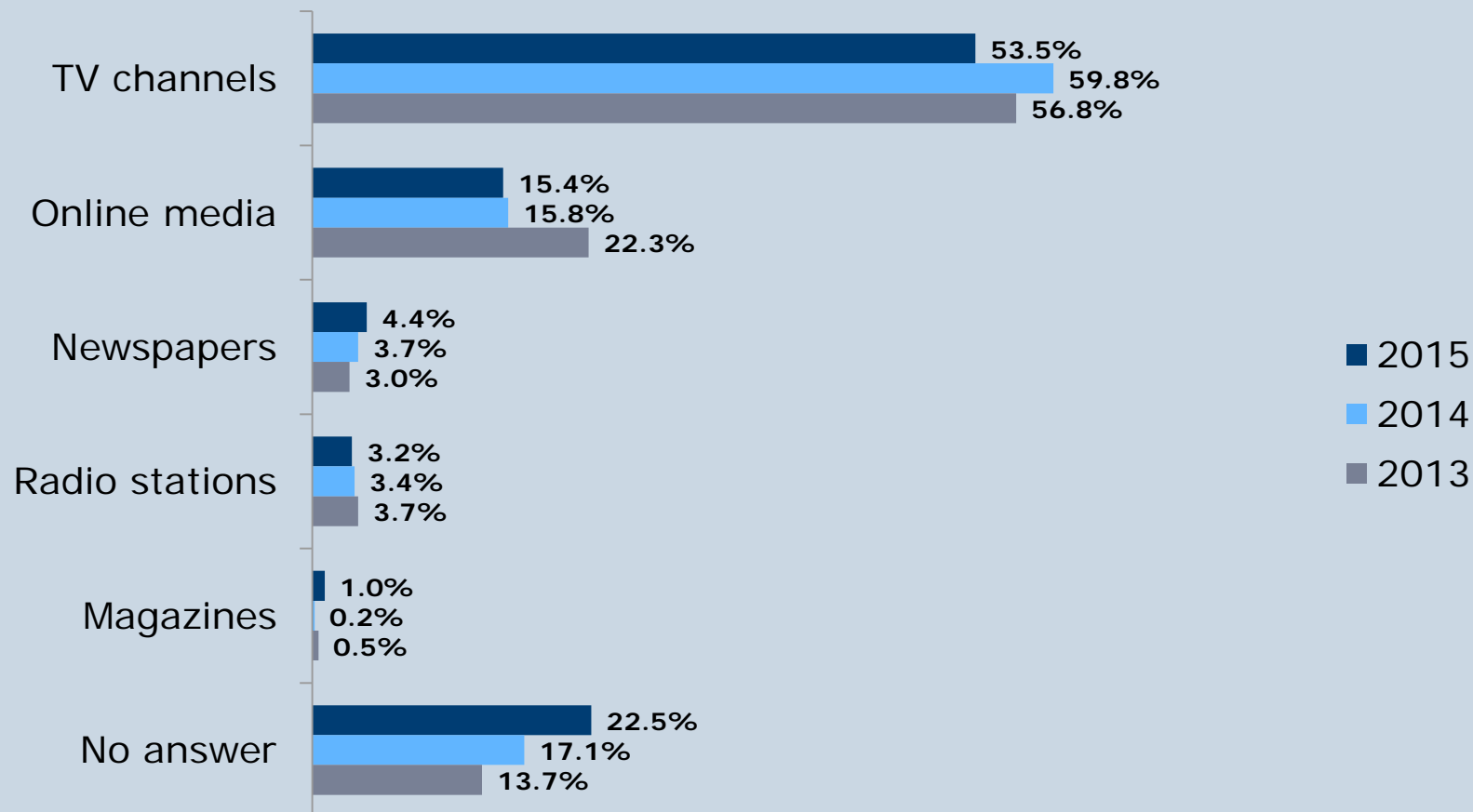
TV still most relevant, online media gaining importance

- Which of these media types in BG do you trust most? (1 answer)
- Which is your preferred source of information about politics? (1 answer)



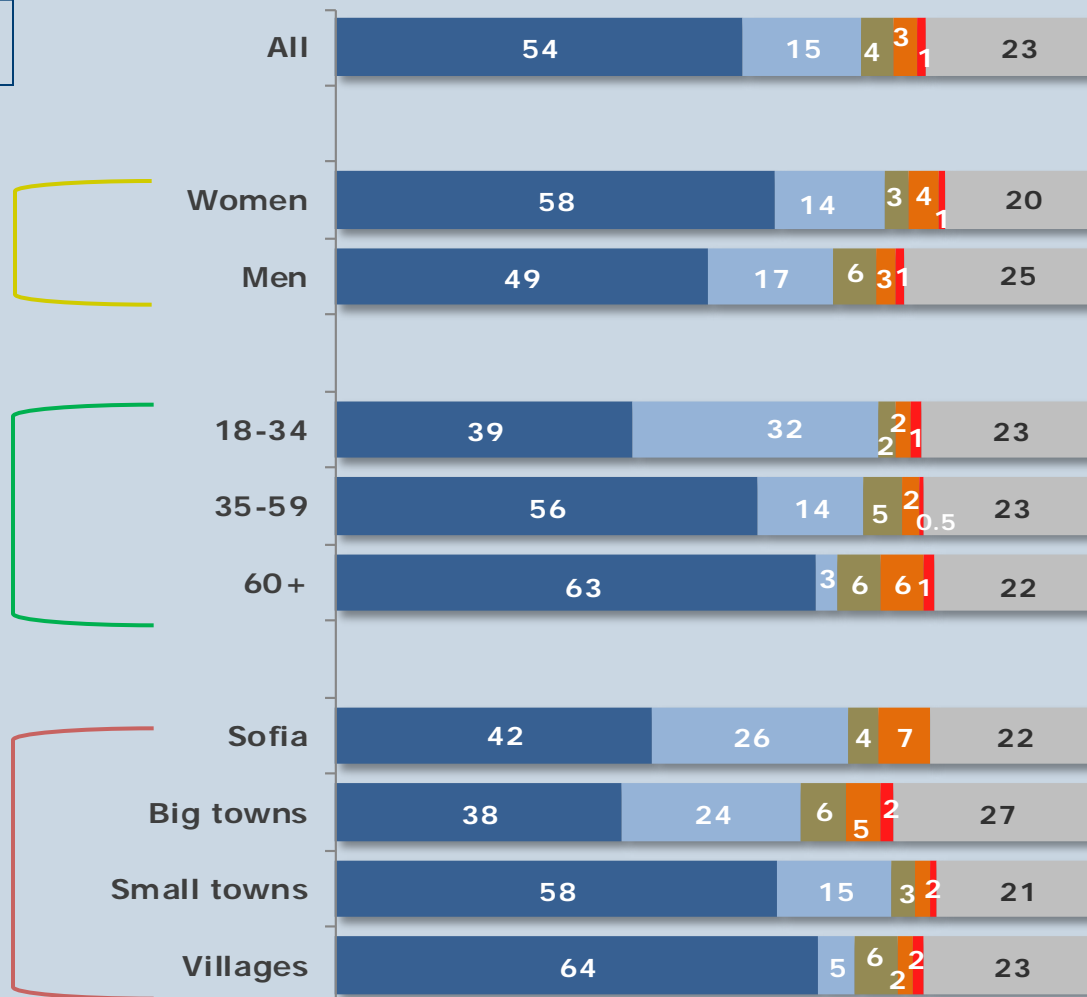
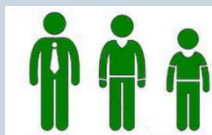
Online media: More influence, but not more trust

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



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

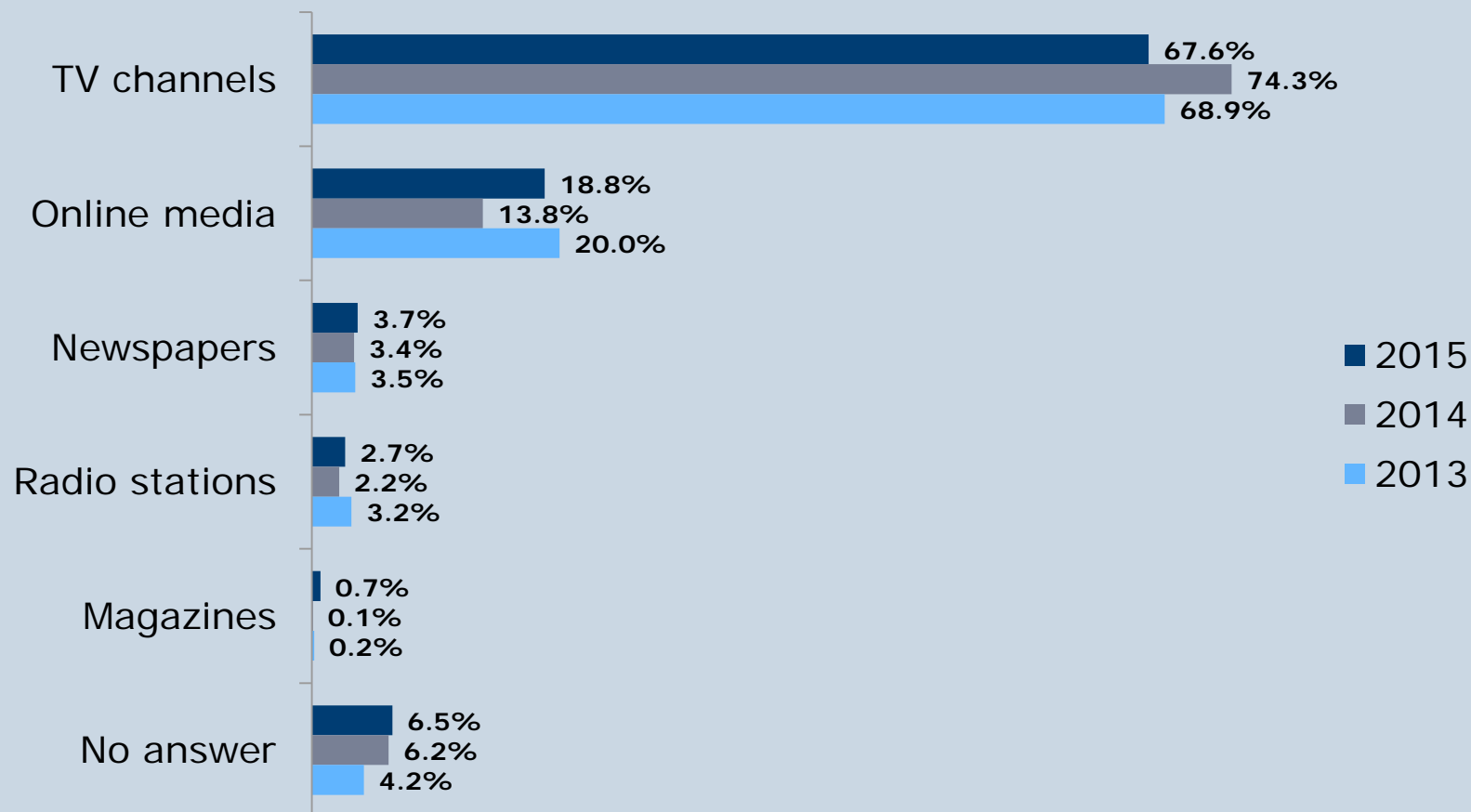
Most trusted



Data in percent

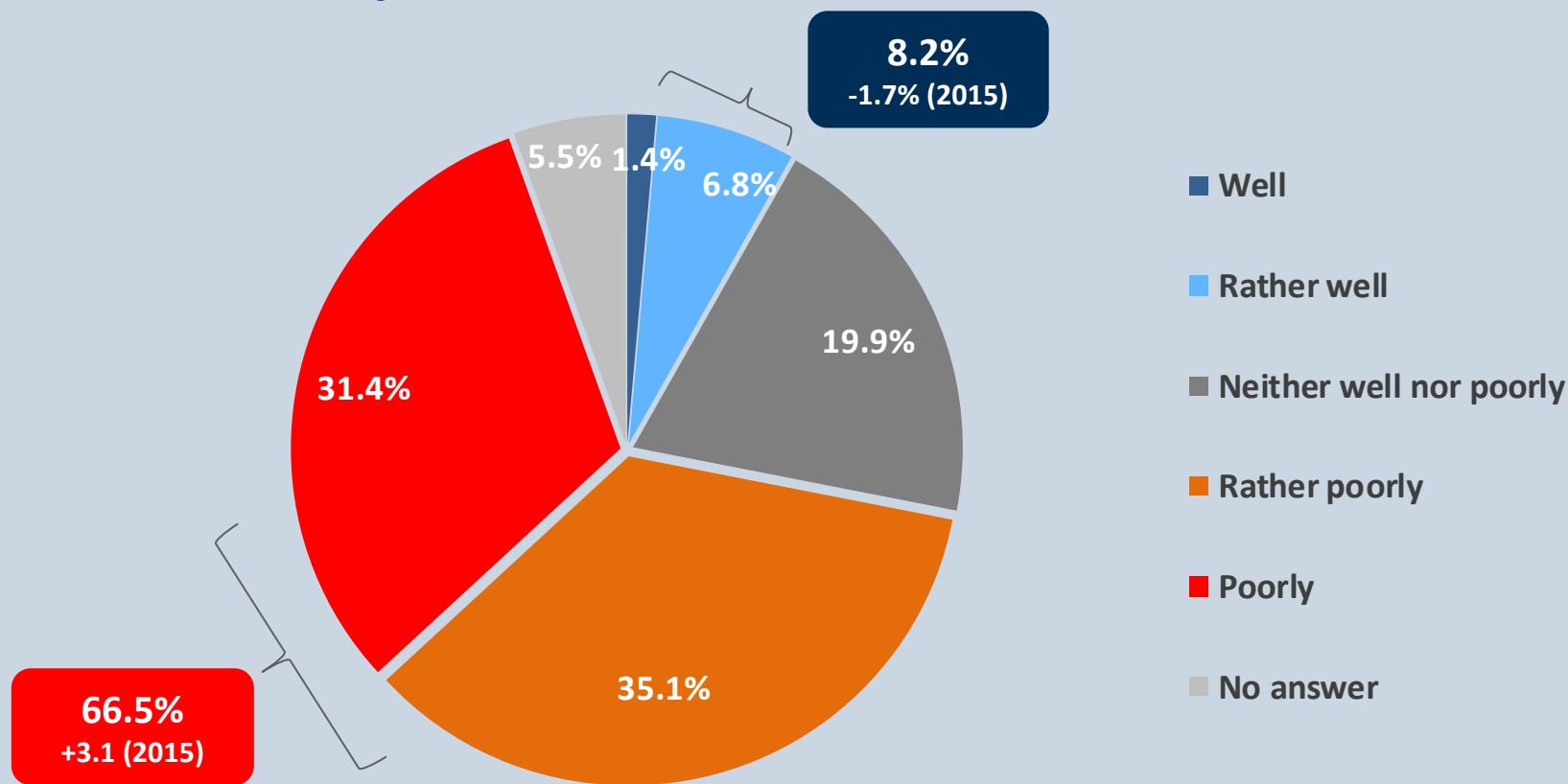
TV slightly loses significance in political reporting

What is your preferred source of information about politics? (1 answer)



Low trust in political communication

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



CONTACTS

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