

# MEDIA FREEDOM & POLITICAL COMMUNICATION OPINIONS OF BULGARIAN CITIZENS

REPRESENTATIVE OPINION POLL BY KAS & ALPHA RESEARCH

SOUTH EAST EUROPE MEDIA FORUM, SOFIA, 27 NOVEMBER 2017



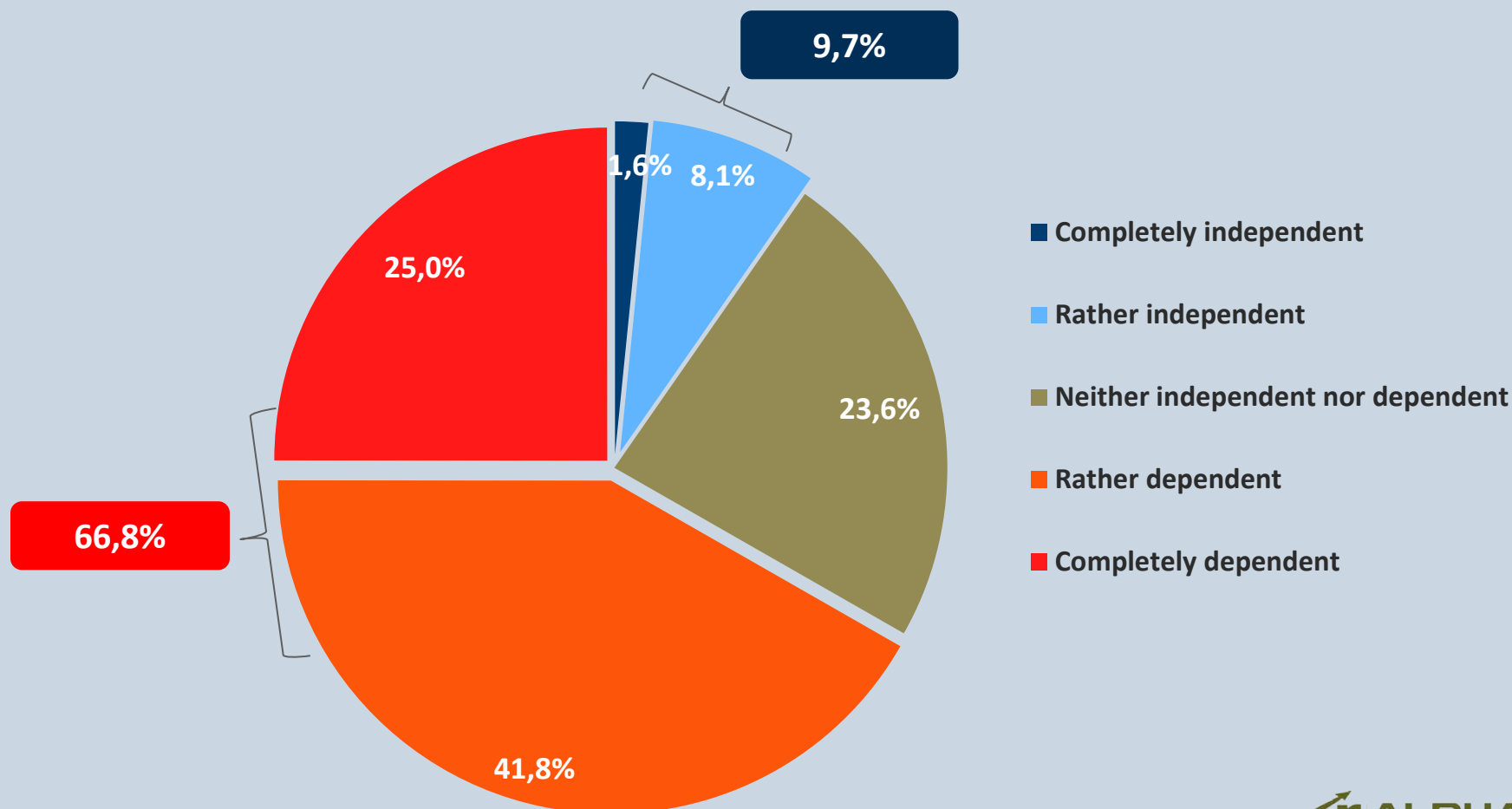
## SURVEY DESIGN

- Target: Population, 18+, Bulgaria
- Method of registration: Face-to-face interview
- Sample design: Nationally representative for urban and rural population
- Sample size: 1,024
- Fieldwork: May 2017
- Conception of questionnaire: Konrad Adenauer Stiftung Media Program SEE; Alpha Research
- Fieldwork and data analysis: Alpha Research



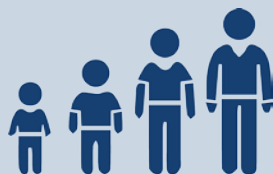
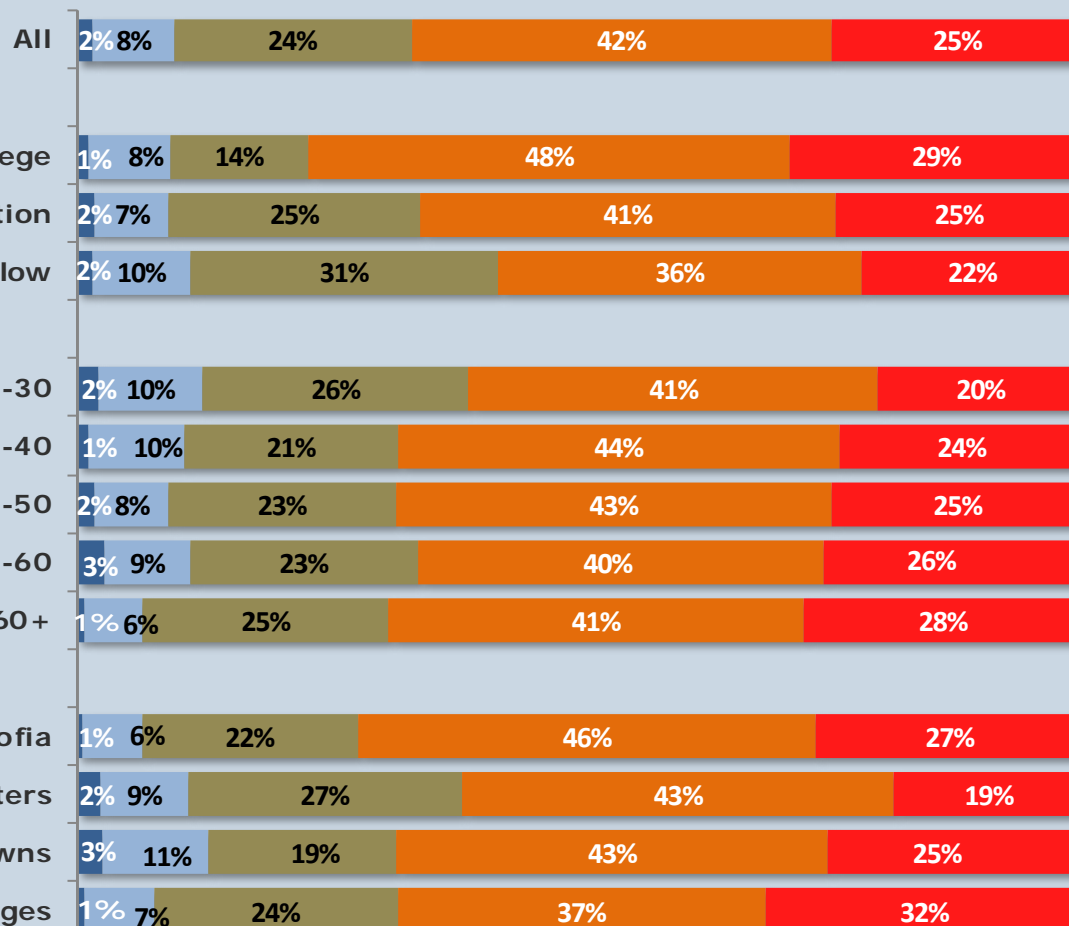
## Only one in ten Bulgarians thinks the media are free

“How dependent or independent are the media in Bulgaria?”



## “How dependent or independent are the media in Bulgaria?”

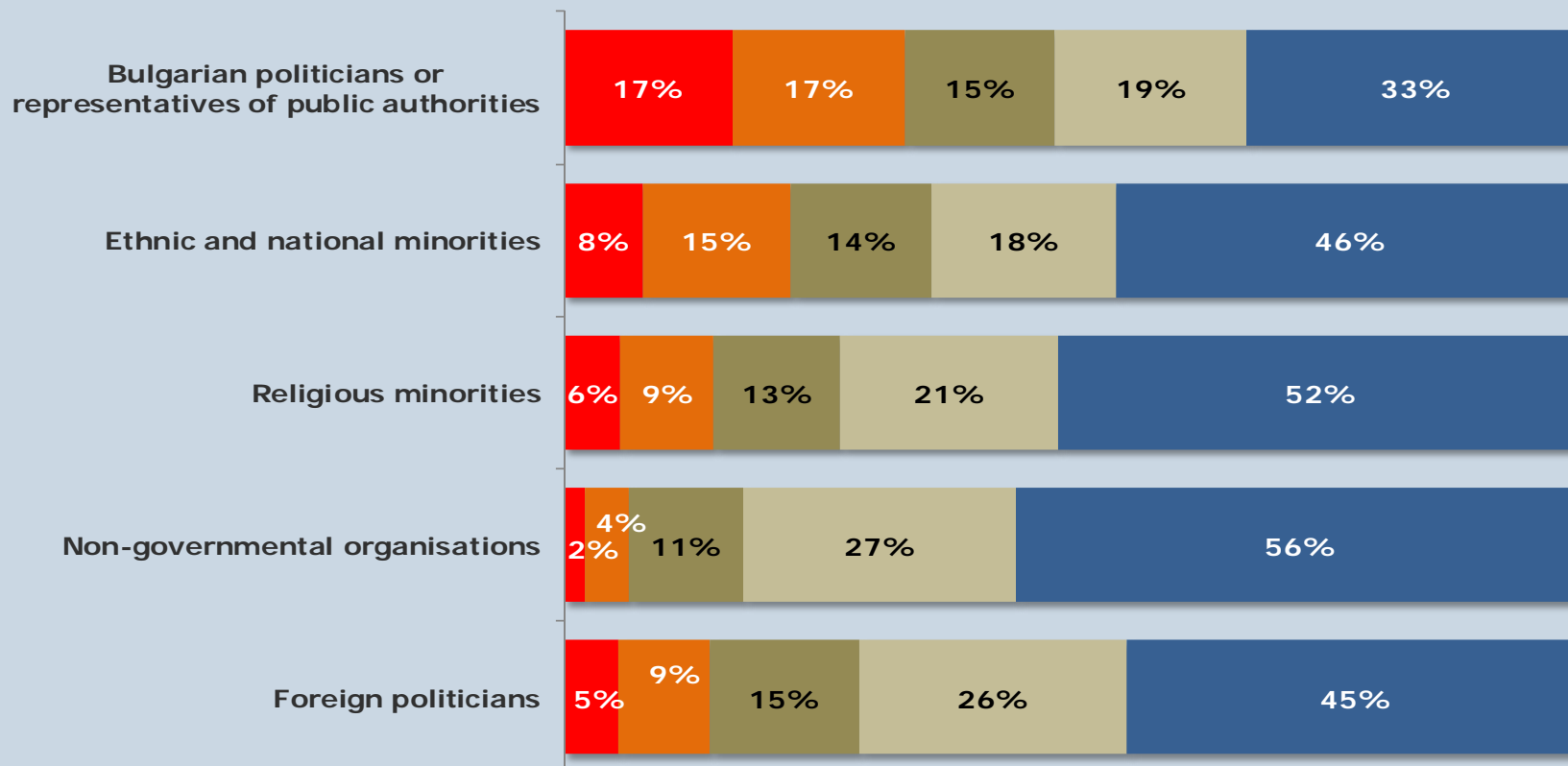
■ Completely independent     
 ■ Rather independent     
 ■ Neither independent nor dependent  
■ Rather dependent     
 ■ Completely dependent



## Discrimination & defamation in media: Focus on politicians

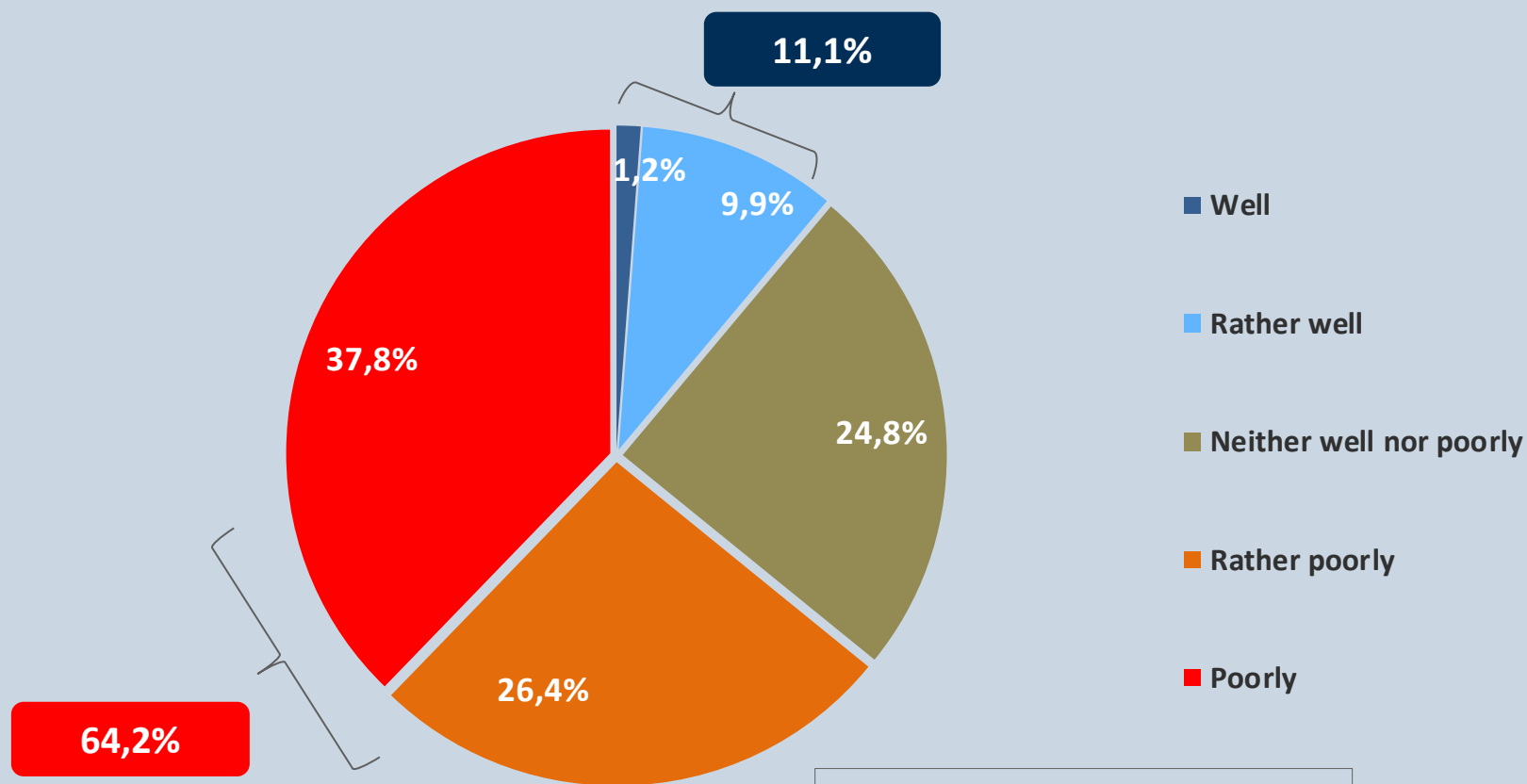
“How often do you notice cases of discrimination and defamation against individuals or groups in Bulgarian media?”

■ Every day or almost every day    
 ■ Several times a week    
 ■ Several times a month  
■ Several times a year    
 ■ Never or almost never



## Politicians receive bad marks for communication

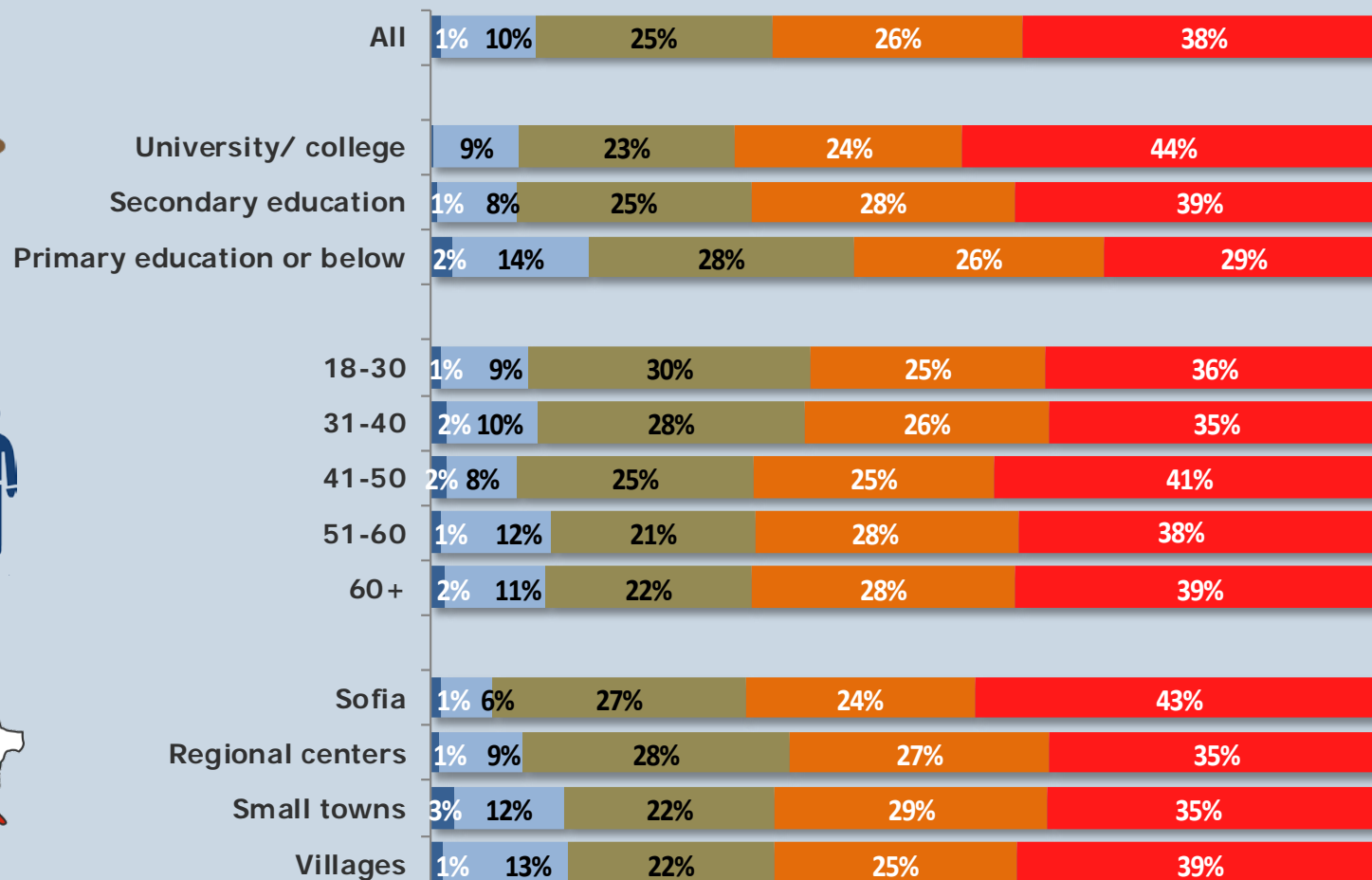
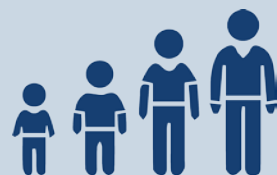
"How are Bulgarian politicians informing citizens about the decisions they make?" \*



\* Politicians in general (e.g. party officials, government members and others)

## “How are Bulgarian politicians informing citizens about their decisions?”

■ Well    ■ Rather well    ■ Neither well, nor poorly    ■ Rather poorly    ■ Poorly



THANK YOU FOR YOUR ATTENTION!

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