

Public Perceptions on Media and Foreign Affairs

Opinion Poll in Macedonia

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www.kas.de

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Methodological Framework

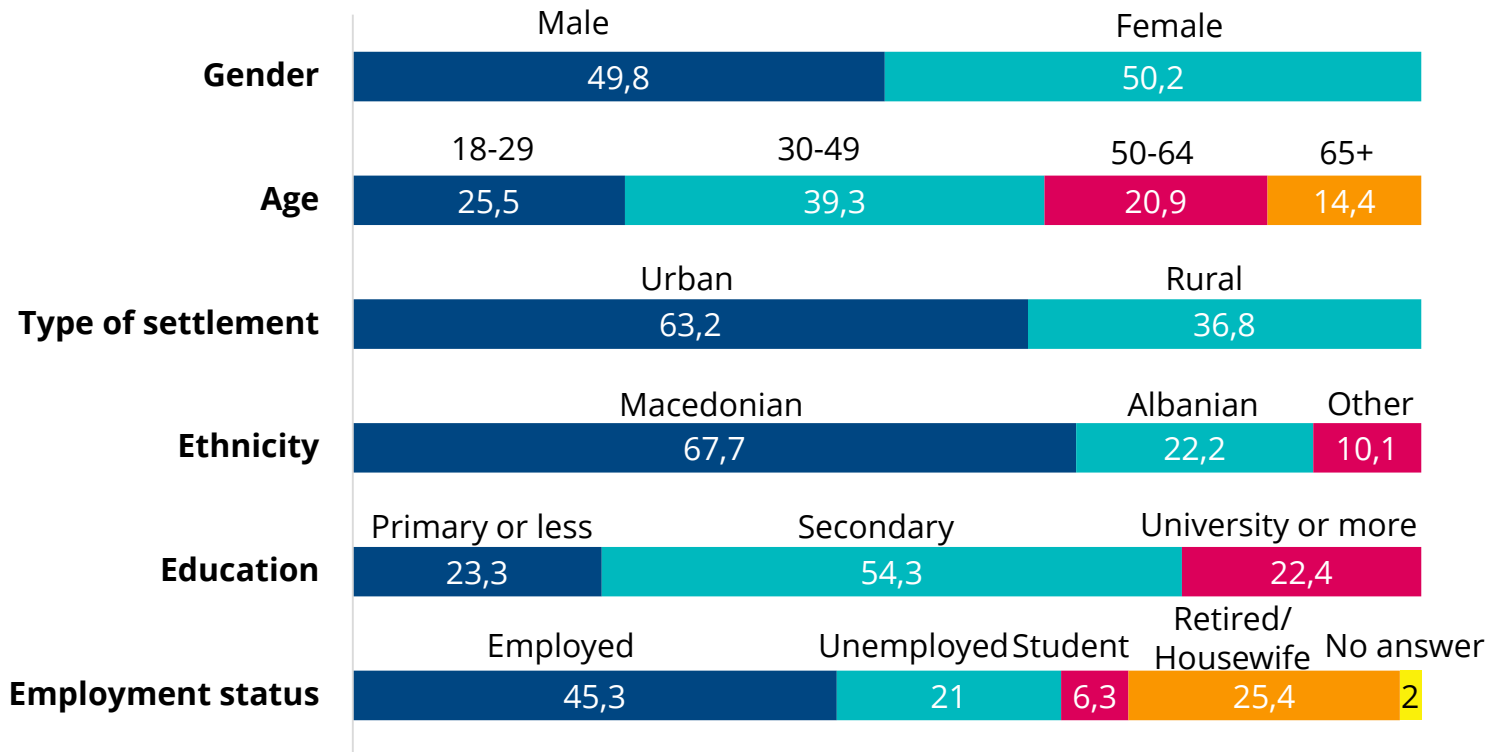


- › **Survey target group:** adult population of the country 18+
- › **Survey representativeness:** nationally representative
- › **Methodology and sample size:** 3-stage stratified probability sampling, 1033 effective interviews
- › **Method of registration:** face-to-face interview
- › **Fieldwork period:** September 2018
- › **Conception of questionnaire:** Konrad Adenauer Stiftung – Media Programme South East Europe and Ipsos
- › **Fieldwork and data analysis:** Ipsos



Sample Design

Data in percent



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Media Situation in Macedonia



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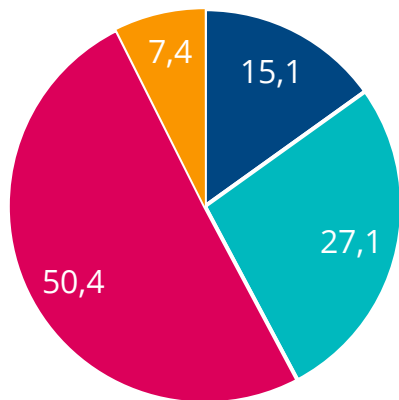
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How dependent or independent are the media in Macedonia?

Base: All respondents, data in percent

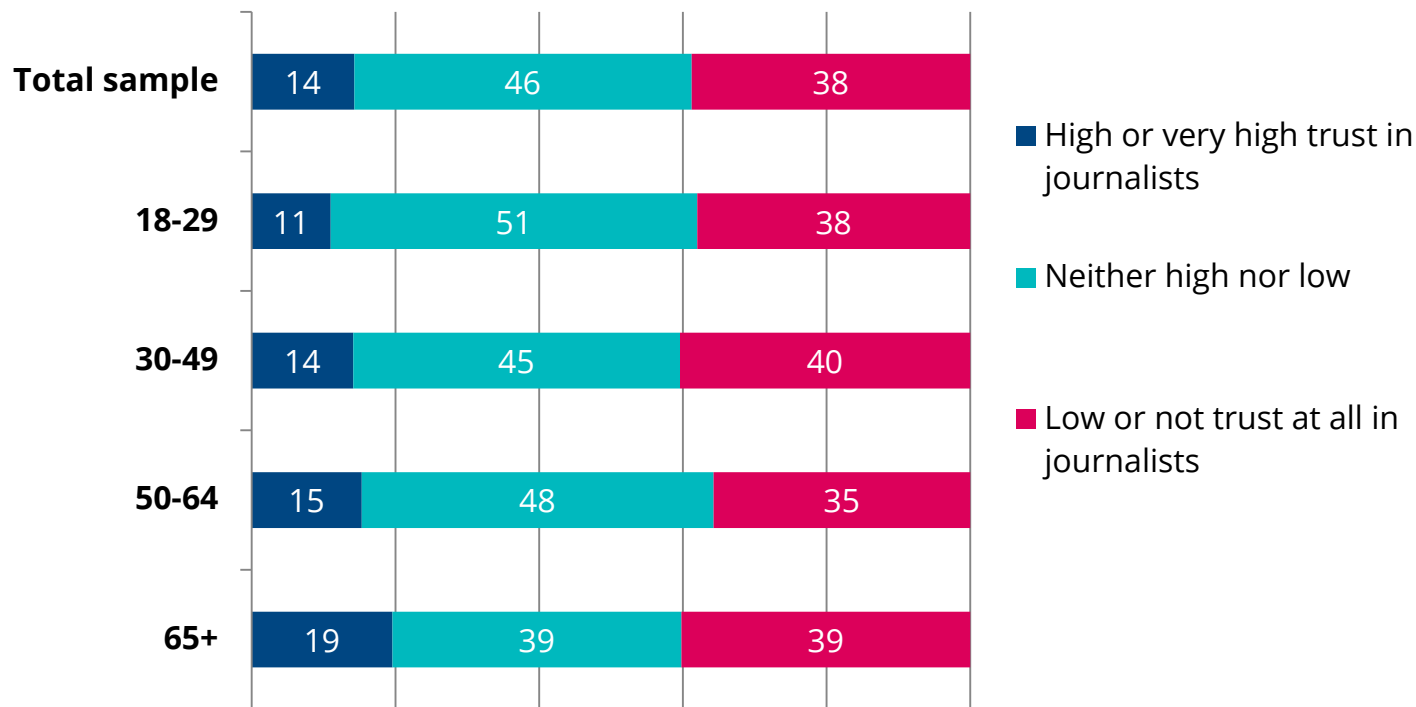


- Independent (completely or rather)
- Neither, nor
- Dependent (completely or rather)
- No answer



How much do you trust the journalists in Macedonia?

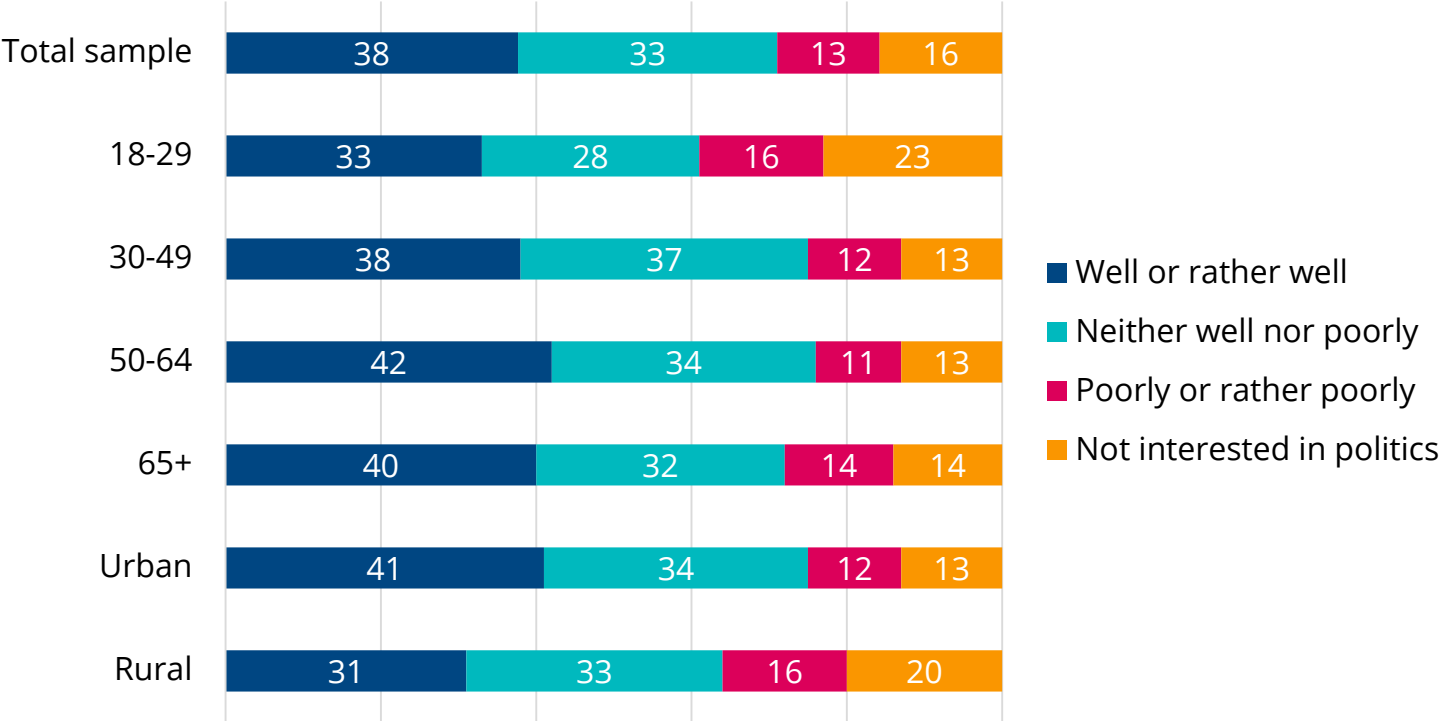
Base: All respondents, data in percent



How well or poorly do you feel informed by the media about current political topics?



Base: All respondents, data in percent



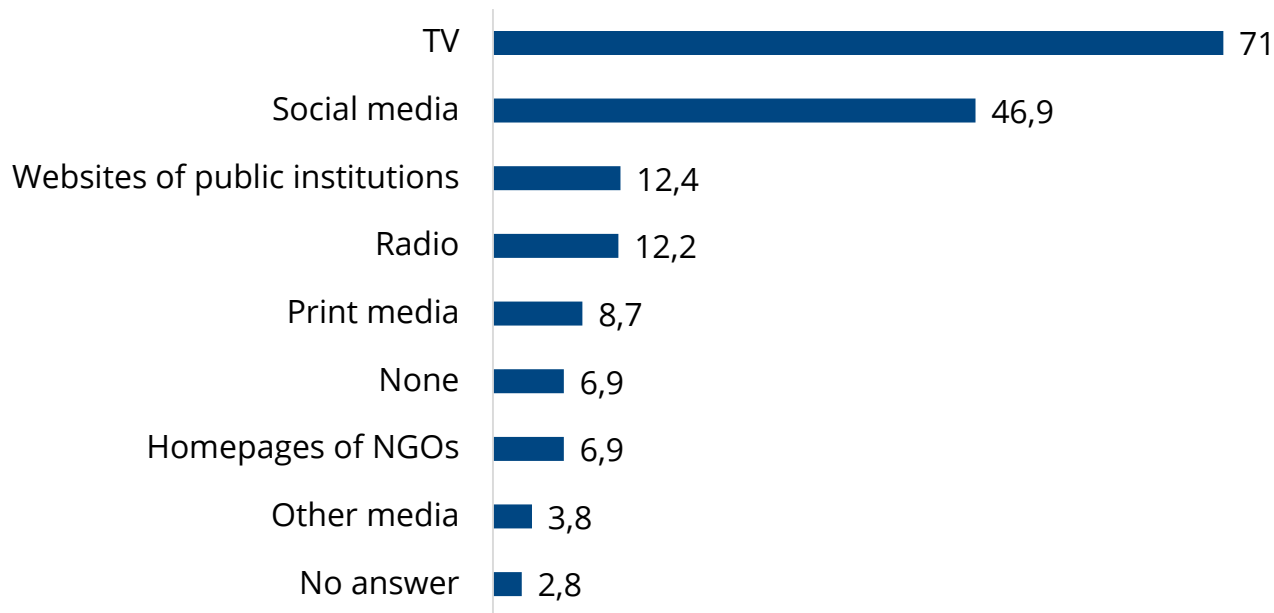
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Which of the following media types do you use to inform yourself about topics of Macedonian and foreign politics?

Base: All respondents, data in percent*

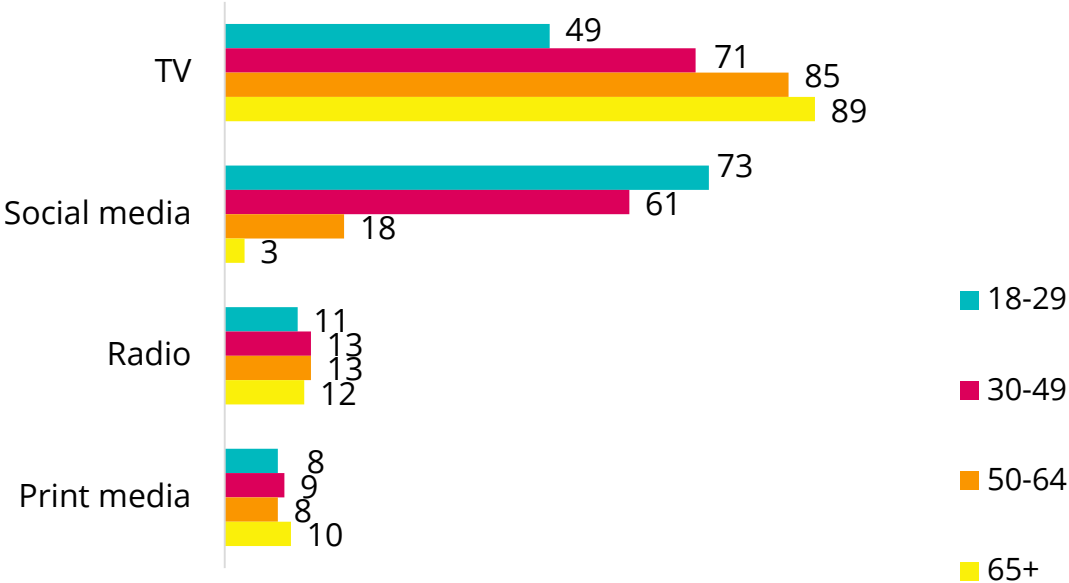


* Multiple answers possible



Which of the following media types do you use to inform yourself about topics of Macedonian and foreign politics?

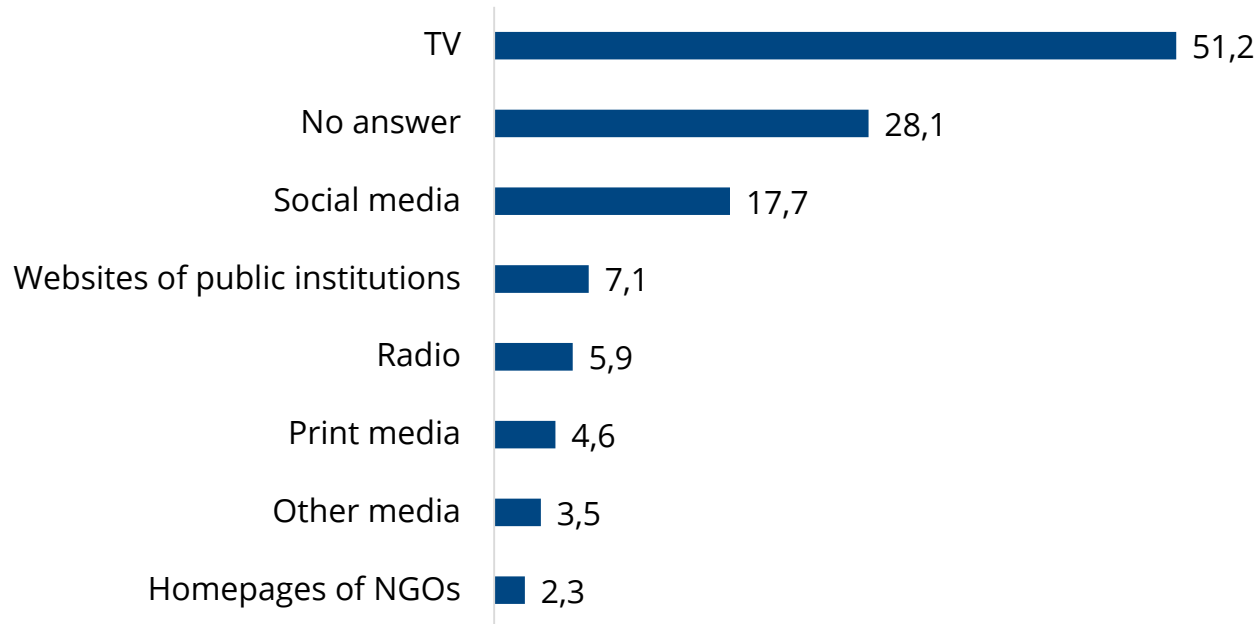
Base: All respondents by age, data in percent*



* Multiple answers possible

Which of these media types do you trust the most?

Base: All respondents, data in percent*

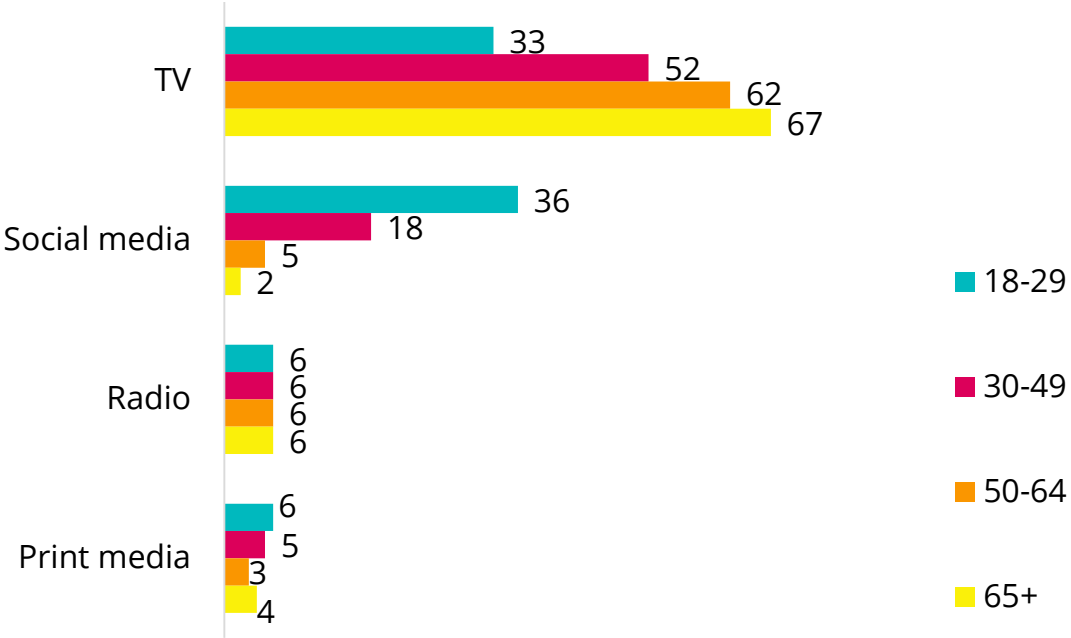


* Multiple answers possible



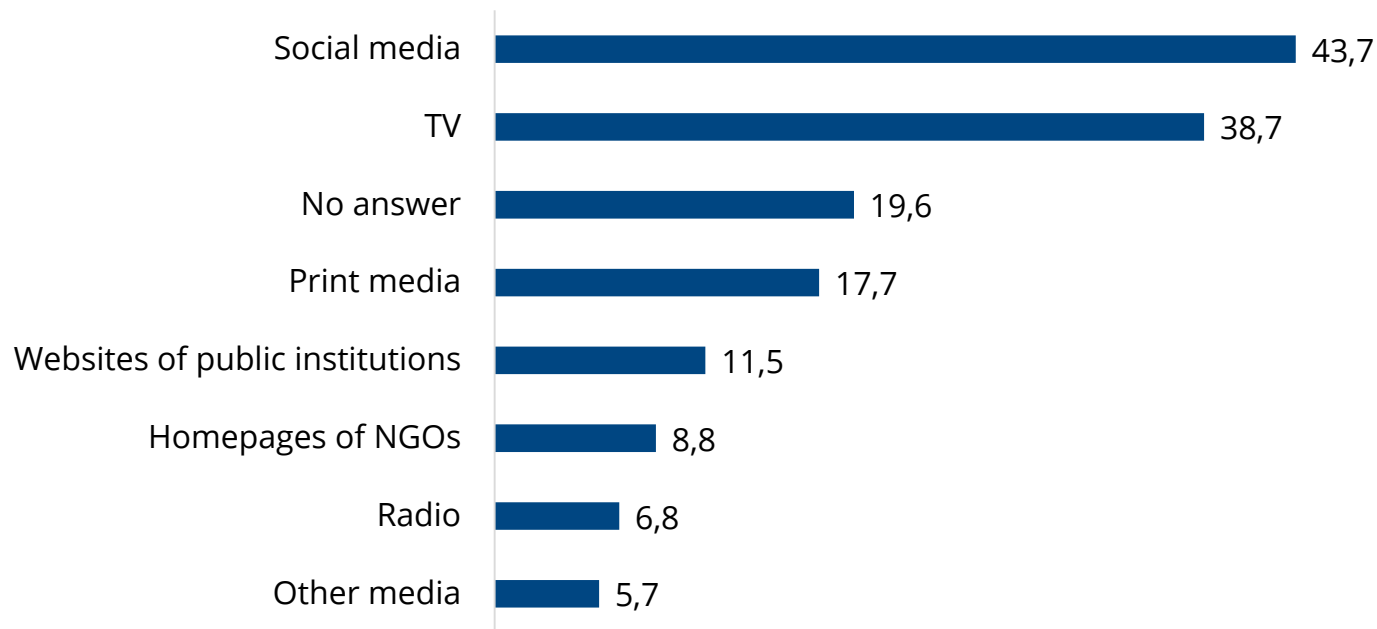
Which of these media types do you trust the most?

Base: All respondents by age, data in percent



According to you, which types of media are mostly spreading false facts (disinformation)?

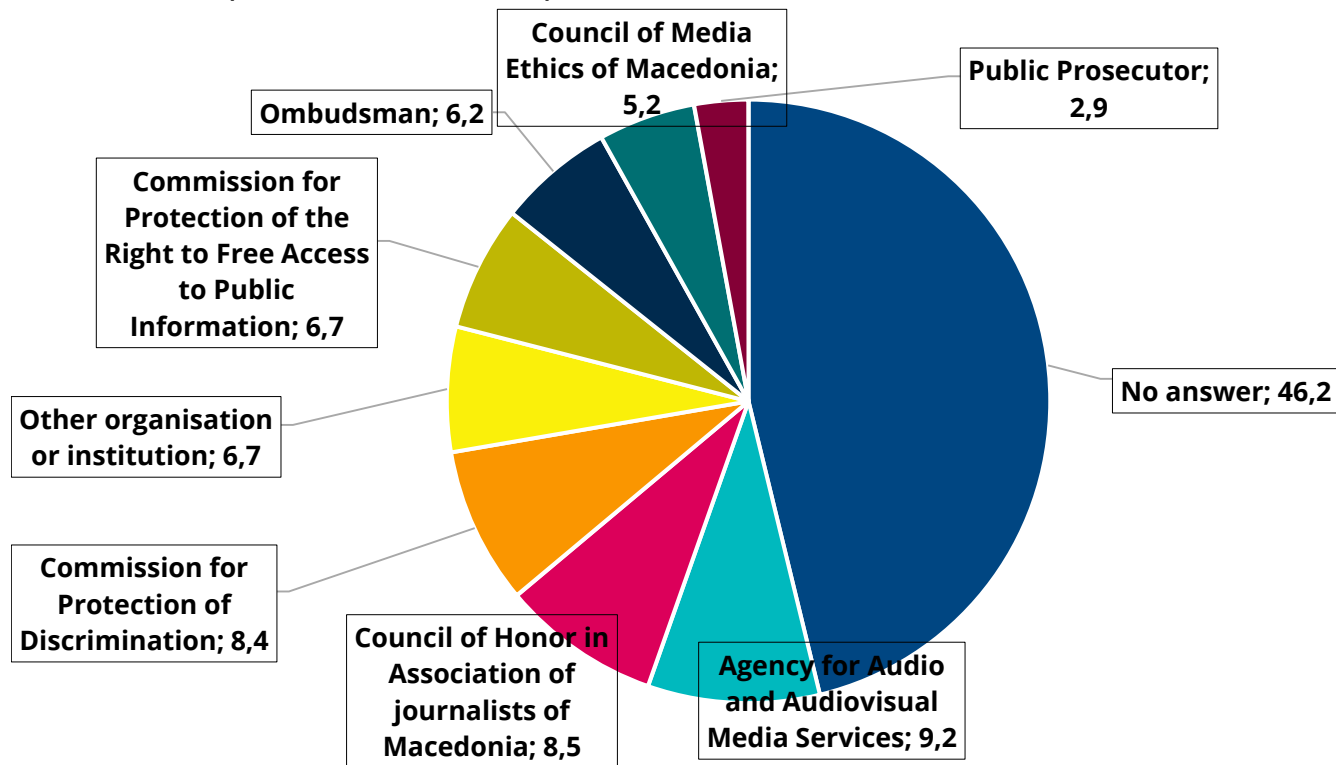
Base: All respondents, data in percent*



* Multiple answers possible

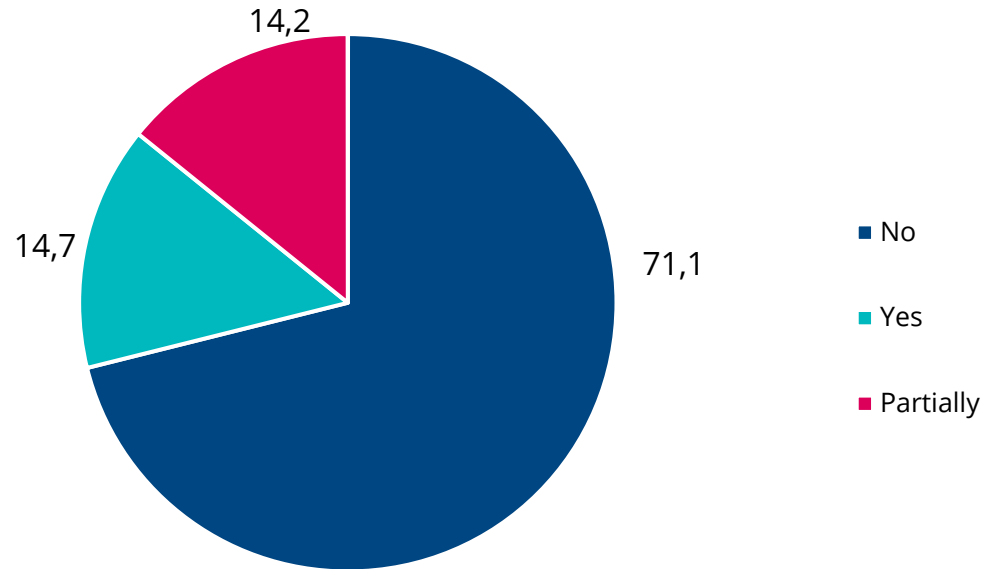
If you notice hate speech in the media whom would you report about it?

Base: All respondents, data in percent



Do you know what is self-regulation in the media?

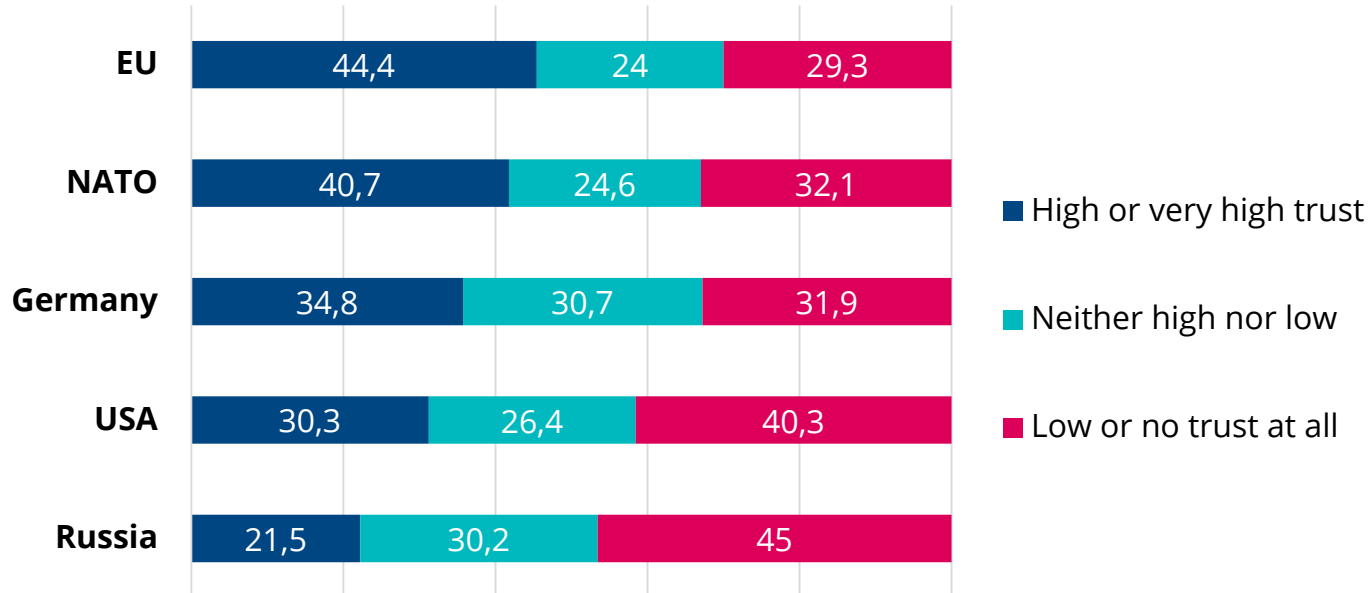
Base: All respondents, data in percent



Trust in Institutions and Countries

How much do you trust the following institutions and countries?

Base: All respondents, data in percent



THANK YOU

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