

# Role of Media in the Election Campaign

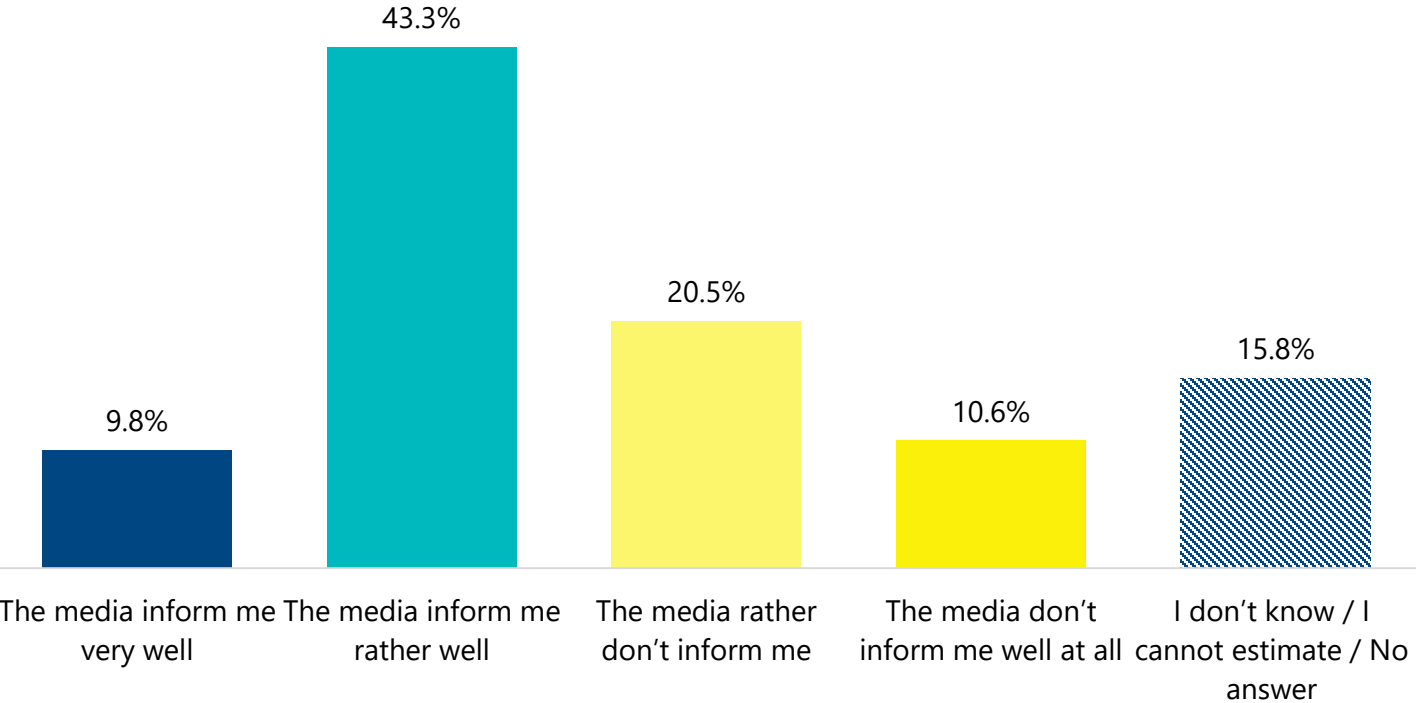
**Survey of Konrad-Adenauer-Stiftung and Social Research Agency "Alpha Research"**

Boriana Dimitrova, Alpha Research

# Methodological Framework

- › **Survey target group:** adult population of the country 18+
- › **Survey representativeness:** nationally representative
- › **Methodology and sample size:** two-stage stratified sampling, 1007 effective interviews
- › **Method of registration:** face-to-face interview with tablets
- › **Fieldwork period:** 27-30 March 2021
- › **Conception of questionnaire:** Konrad-Adenauer-Stiftung Media Programme South East Europe and Alpha Research
- › **Fieldwork and data analysis:** Alpha Research

# How do you estimate the information, that you receive from the media regarding the election campaign?



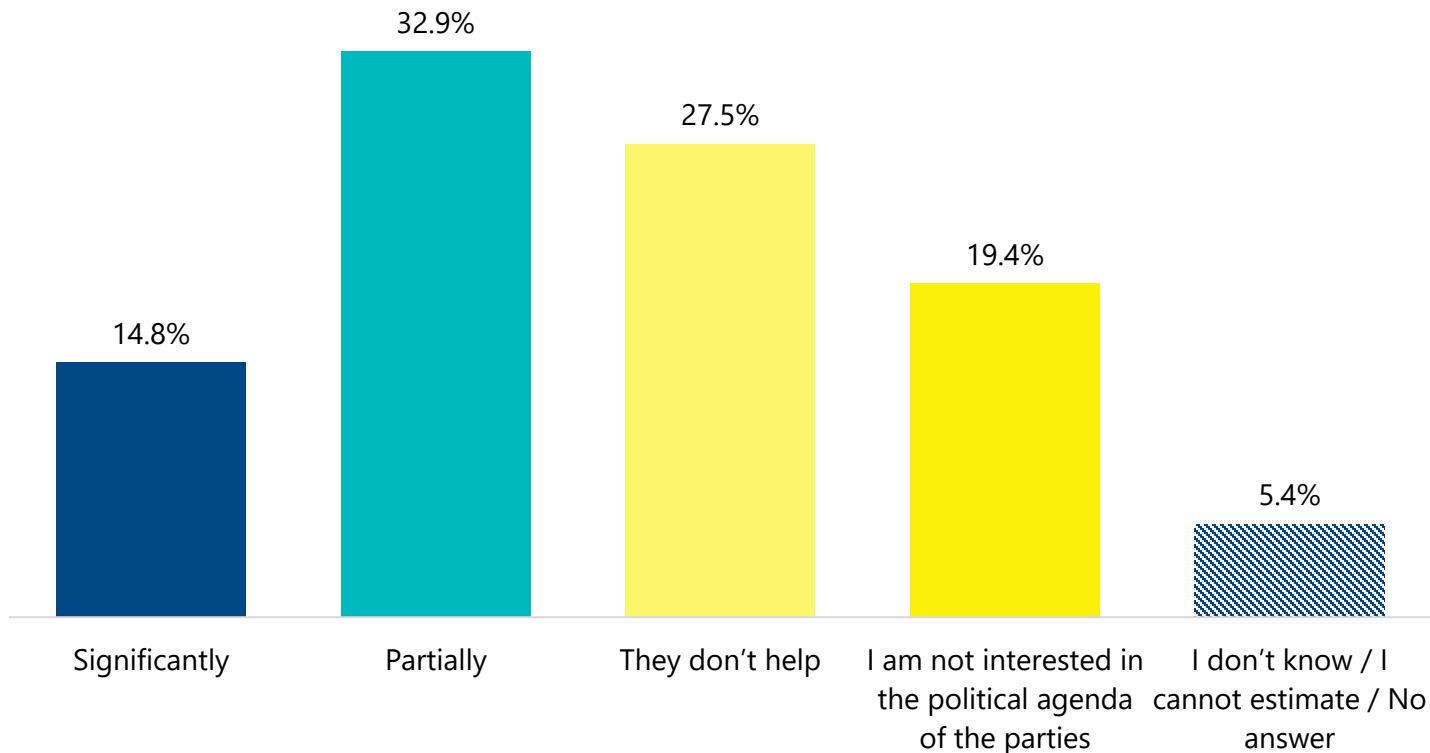
# How do you estimate the information, that you receive from the media regarding the election campaign?

		The media inform me very well	The media inform me rather well	The media rather don't inform me	The media don't inform me well at all	I don't know / I cannot estimate / No answer
		HORIZONTAL (ROW) PERCENT				
Age	18 – 30 y.o.	5.4%	39.5%	15.6%	13.6%	25.9%
	31-40 y.o.	7.0%	43.0%	22.5%	10.6%	16.9%
	41-50 y.o.	10.9%	44.2%	24.6%	10.9%	9.4%
	51-60 y.o.	9.0%	42.7%	22.8%	11.7%	13.8%
	61 y.o. +	14.0%	45.7%	18.5%	7.8%	14.0%
Education	Primary education or lower	14.2%	32.4%	14.6%	11.3%	27.5%
	Secondary education	9.2%	44.3%	22.8%	10.4%	13.3%
	College or Higher education	6.6%	52.6%	21.4%	10.2%	9.2%
Type of settlement	Sofia	5.1%	43.2%	26.1%	9.7%	15.9%
	District city	9.3%	45.7%	18.0%	10.4%	16.6%
	Town	14.5%	44.7%	21.4%	9.7%	9.7%
	Village	11.2%	39.0%	18.5%	12.2%	19.1%

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# To which extent the media help you to get familiar with the political agenda of the parties?



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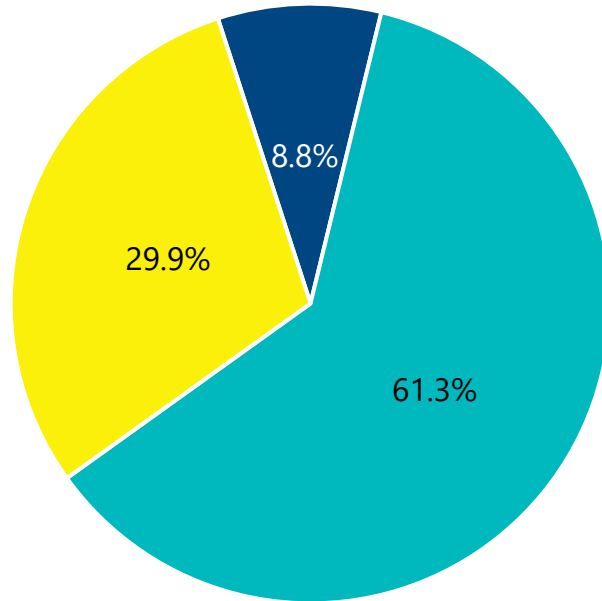
		Significantly	Partially	They don't help	I am not interested in the political agenda of the parties	I don't know / I cannot estimate / No answer
		HORIZONTAL (ROW) PERCENT				
Age	18 – 30 y.o.	10.2%	10.9%	46.9%	25.2%	6.8%
	31-40 y.o.	13.4%	35.9%	21.8%	25.4%	3.5%
	41-50 y.o.	15.9%	35.5%	29.1%	15.9%	3.6%
	51-60 y.o.	16.6%	33.8%	22.0%	21.4%	6.2%
	61 y.o. +	16.9%	42.3%	21.4%	13.2%	6.2%
Education	Primary education or lower	14.6%	25.5%	22.1%	26.5%	11.3%
	Secondary education	14.5%	31.6%	30.6%	20.2%	3.1%
	College or Higher education	15.8%	43.4%	26.5%	10.2%	4.1%
Type of settlement	Sofia	13.1%	34.1%	27.2%	21.6%	4.0%
	District city	15.2%	34.6%	27.3%	18.1%	4.8%
	Town	18.6%	33.8%	28.3%	17.2%	2.1%
	Village	13.2%	28.7%	27.3%	21.0%	9.8%

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# Has the media information in this period led to a change in your decision who you will vote for?



- Yes, it has changed my decision
- No, it hasn't changed my decision
- In general, I do not vote / I will not vote

## Role of Media in the Election Campaign

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# Has the media information in this period led to a change in your decision who you will vote for?

		Yes, it has changed my decision	No, it hasn't changed my decision	In general, I do not vote / I will not vote
		HORIZONTAL (ROW) PERCENT		
Age	18 – 30 y.o.	9.1%	15.4%	75.5%
	31-40 y.o.	7.9%	52.4%	39.7%
	41-50 y.o.	6.5%	66.8%	26.7%
	51-60 y.o.	6.9%	72.1%	21.0%
	61 y.o. +	4.9%	87.2%	7.9%
Education	Primary education or lower	9.8%	57.8%	32.4%
	Secondary education	9.3%	60.9%	29.8%
	College or Higher education	6.6%	66.3%	27.1%
Type of settlement	Sofia	6.4%	67.3%	26.3%
	District city	9.2%	60.1%	30.7%
	Town	11.6%	55.0%	33.4%
	Village	7.9%	65.1%	27.0%

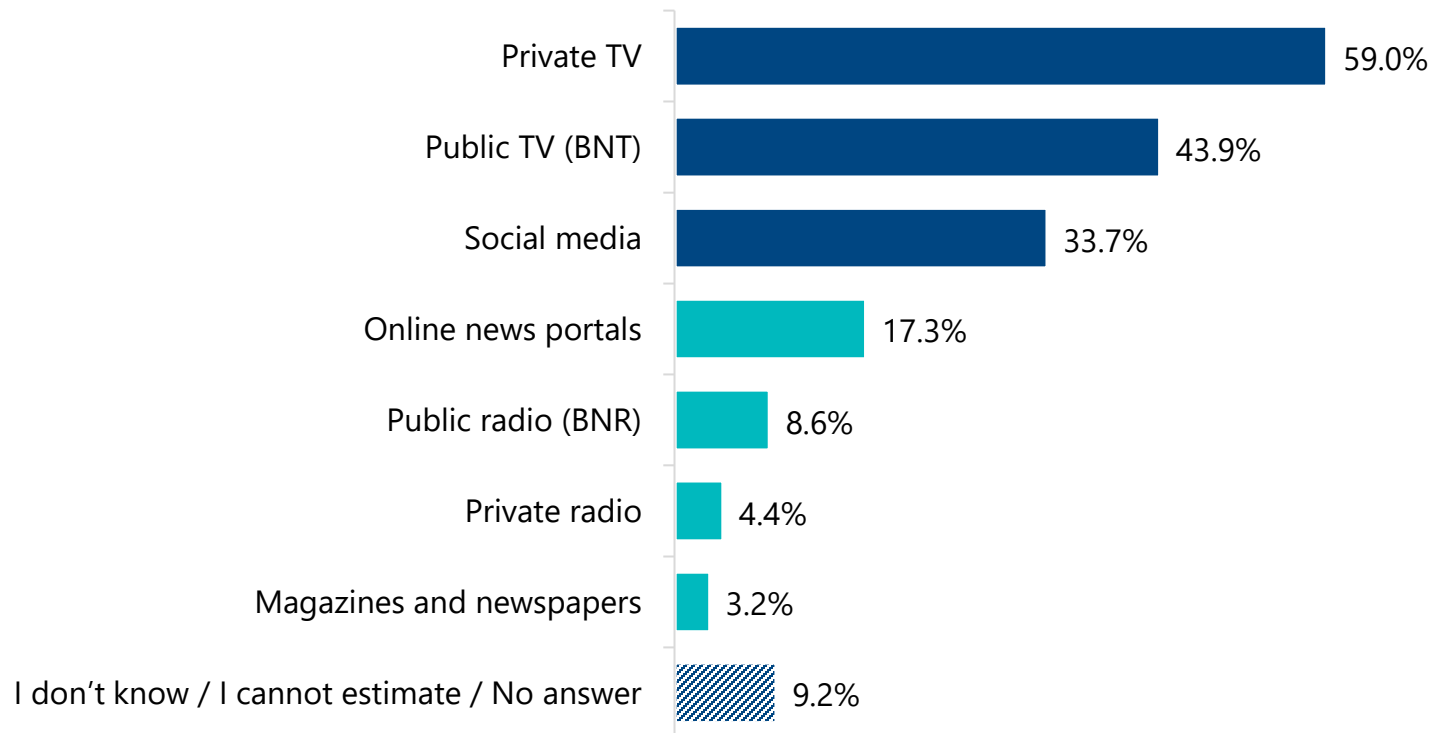
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# Which media do you use most often to inform yourself about the upcoming elections? (up to three answers)



Ролята на  
медиите в  
предизборната  
кампания

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# Which media do you use most often to inform yourself about the upcoming elections? (up to three answers)

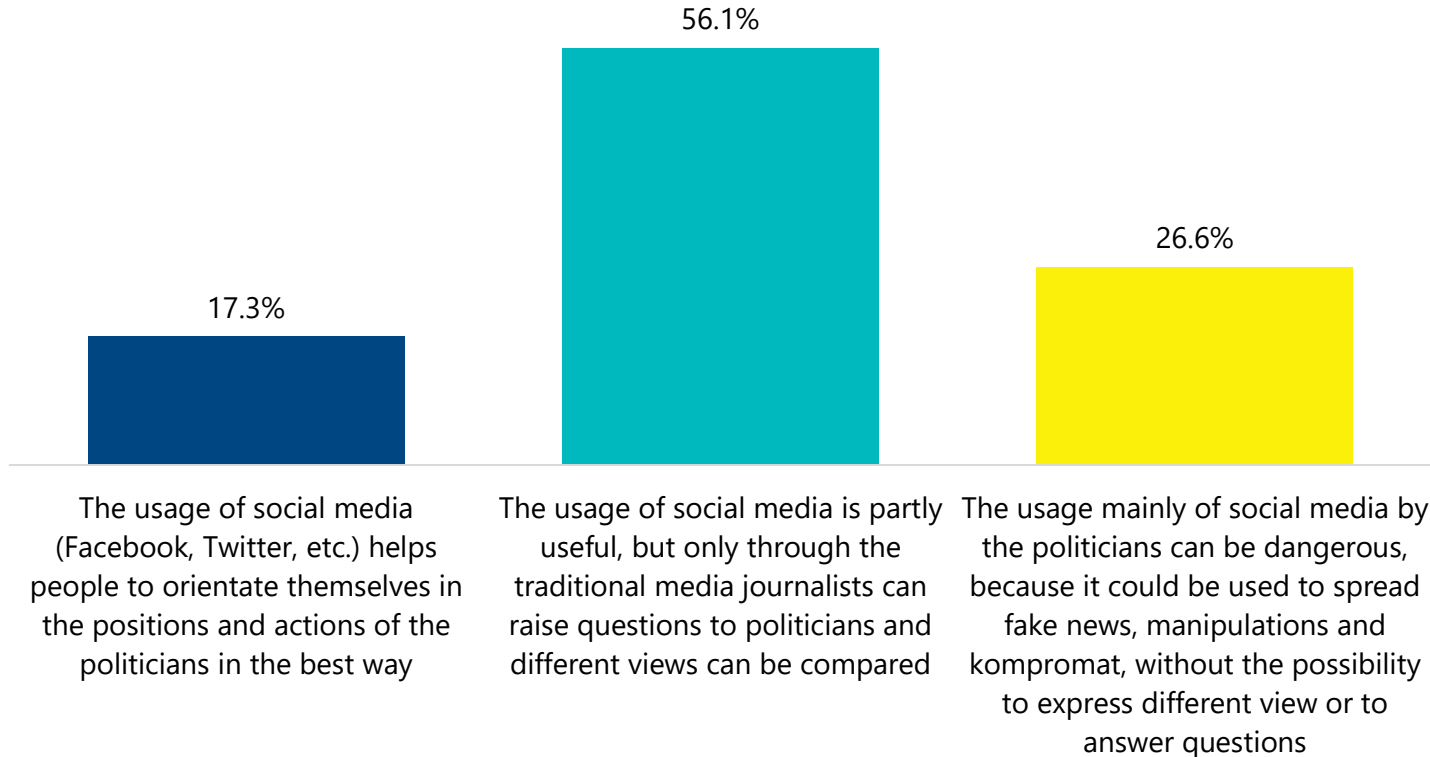
		Public radio (BNR)	Public TV (BNT)	Private radio	Private TV	Online news portals	Social media	Magazines and newspapers	I don't know / I cannot estimate / No answer
		HORIZONTAL (ROW) PERCENT							
Age	18 – 30 y.o.	2.0%	20.4%	2.0%	43.5%	22.4%	61.2%	0.7%	12.2%
	31-40 y.o.	3.5%	35.2%	4.9%	55.6%	26.1%	50.0%	3.5%	8.5%
	41-50 y.o.	8.0%	41.3%	4.3%	58.0%	20.3%	40.6%	0.7%	9.4%
	51-60 y.o.	9.0%	48.3%	5.5%	69.7%	19.3%	28.3%	0.7%	7.6%
	61 y.o. +	15.6%	62.1%	4.9%	64.6%	6.2%	7.0%	7.4%	8.6%
Education	Primary education or lower	11.3%	47.1%	3.9%	54.4%	4.9%	17.2%	2.9%	13.7%
	Secondary education	8.7%	42.9%	3.9%	60.2%	17.8%	36.9%	2.9%	8.9%
	College or Higher education	5.6%	42.9%	6.1%	61.2%	29.1%	44.4%	4.1%	5.1%
Type of settlement	Sofia	8.0%	45.5%	5.7%	57.4%	27.3%	39.2%	2.3%	8.0%
	District city	6.9%	39.8%	4.8%	54.3%	16.6%	35.6%	4.8%	10.0%
	Town	13.8%	55.9%	4.1%	64.8%	22.1%	44.8%	2.1%	4.8%
	Village	7.8%	40.0%	2.9%	62.9%	6.3%	18.5%	2.4%	12.2%

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# Which of the following opinions is closest to yours?



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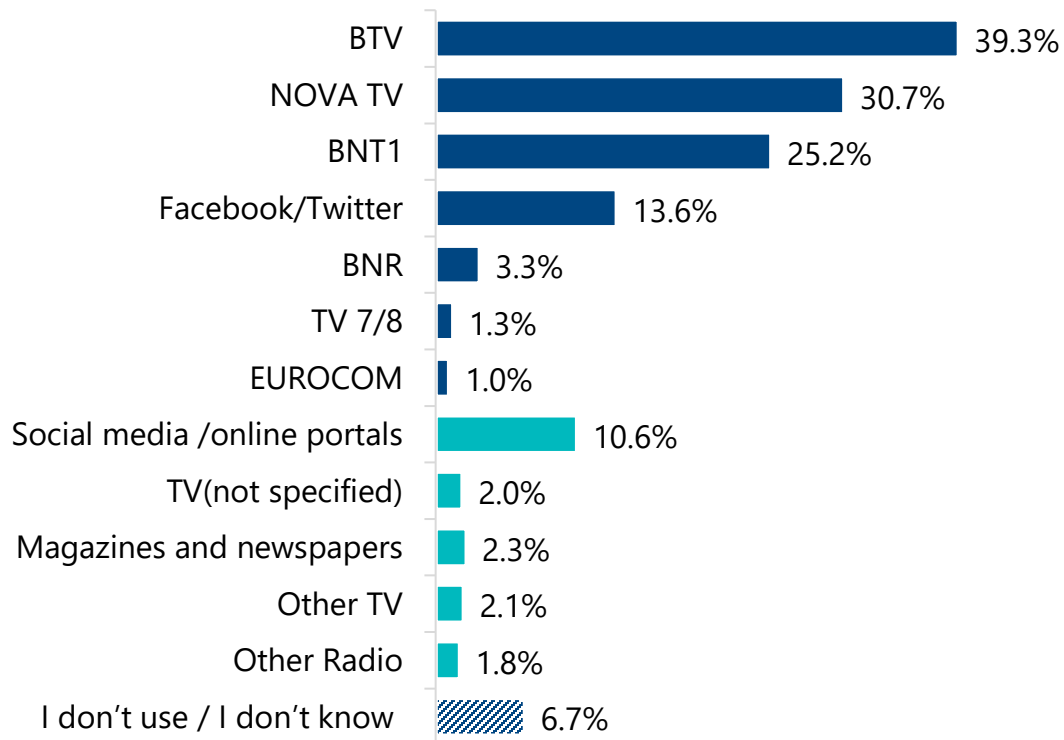
		The usage of social media (Facebook, Twitter, etc.) helps people to orientate themselves in the positions and actions of the politicians in the best way	The usage of social media is partly useful, but only through the traditional media journalists can raise questions to politicians and different views can be compared	The usage mainly of social media by the politicians can be dangerous, because it could be used to spread fake news, manipulations and kompromat, without the possibility to express different view or to answer questions
		HORIZONTAL (ROW) PERCENT		
Age	18 – 30 y.o.	37.4%	46.9%	15.7%
	31-40 y.o.	24.6%	56.4%	19.0%
	41-50 y.o.	19.6%	52.9%	27.5%
	51-60 y.o.	12.4%	60.7%	26.9%
	61 y.o. +	2.5%	60.5%	37.0%
Education	Primary education or lower	23.2%	52.5%	24.3%
	Secondary education	18.1%	58.8%	23.1%
	College or Higher education	19.9%	54.1%	26.0%
Type of settlement	Sofia	17.1%	54.5%	28.4%
	District city	19.0%	56.4%	24.6%
	Town	25.7%	49.0%	25.3%
	Village	12.6%	62.0%	25.4%

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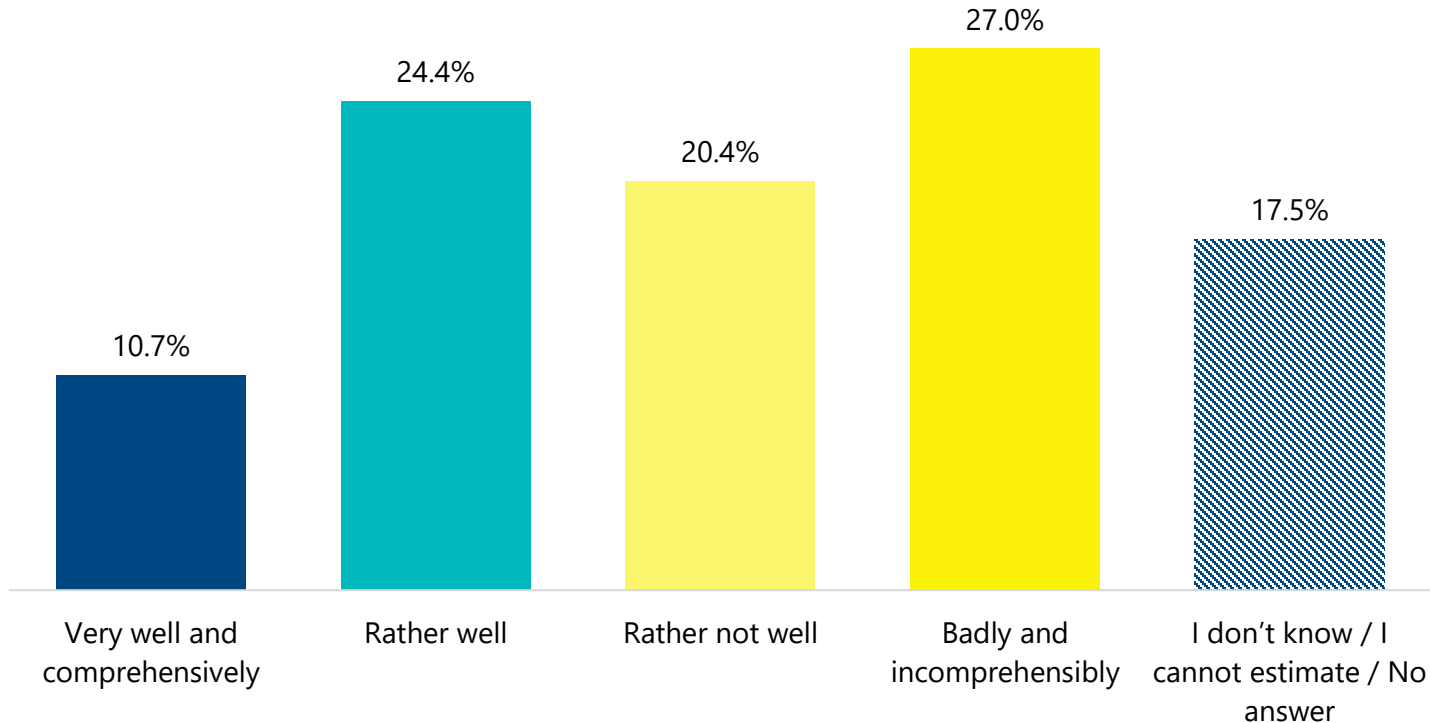


# Please, name the media that you use the most to inform yourself about the news (Please, specify)



\*Option Other: specified less than 1%

# How well do the parties inform the citizens about their political agenda?



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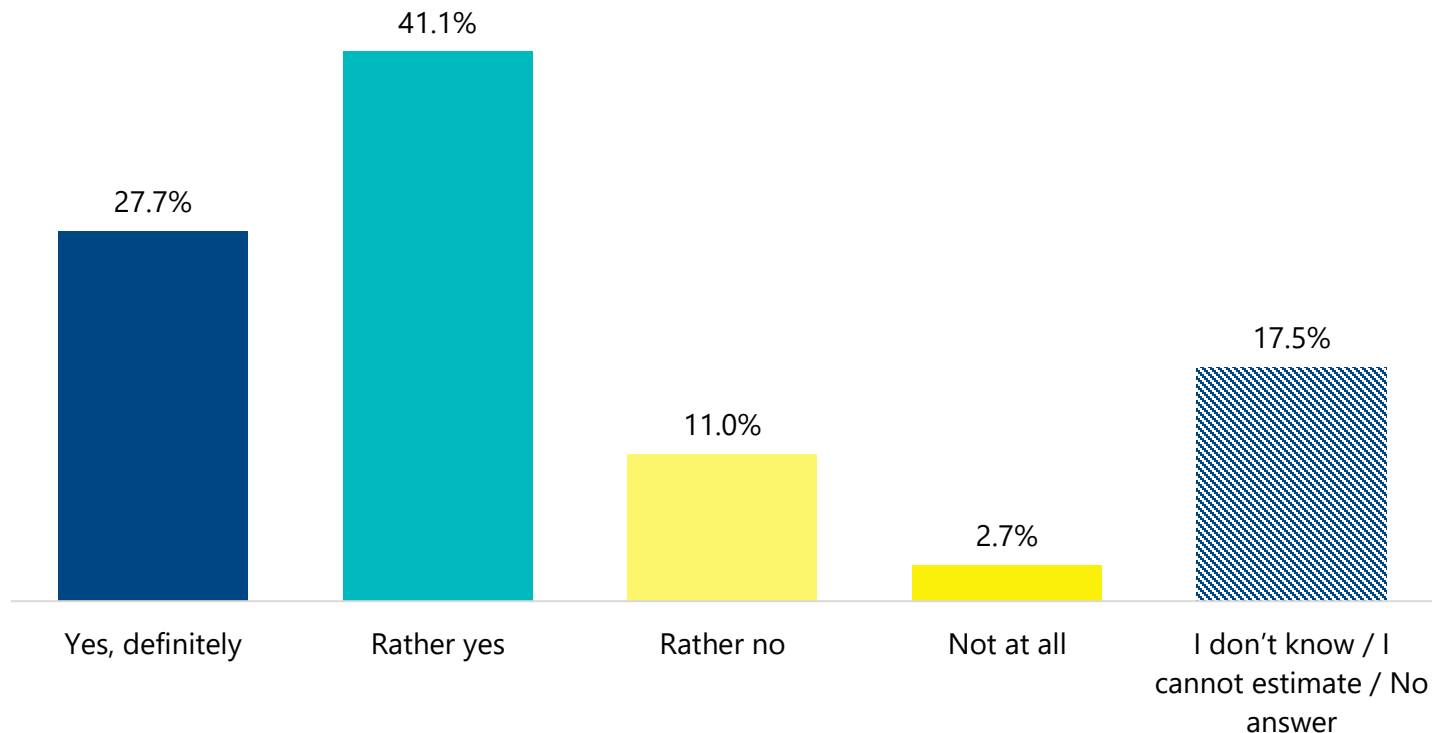
		Very well and comprehensively	Rather well	Rather not well	Badly and incomprehensibly	I don't know / I cannot estimate / No answer
		HORIZONTAL (ROW) PERCENT				
Age	18 – 30 y.o.	4.8%	20.8%	22.4%	27.5%	24.5%
	31-40 y.o.	12.0%	26.5%	19.7%	26.3%	15.5%
	41-50 y.o.	7.3%	22.0%	27.5%	27.3%	15.9%
	51-60 y.o.	13.1%	22.8%	20.0%	26.9%	17.2%
	61 y.o. +	14.0%	27.6%	15.6%	27.2%	15.6%
Education	Primary education or lower	10.3%	18.7%	15.7%	26.9%	28.4%
	Secondary education	12.0%	23.1%	21.2%	28.0%	15.7%
	College or Higher education	8.2%	33.0%	23.5%	25.1%	10.2%
Type of settlement	Sofia	4.5%	25.5%	23.9%	27.4%	18.7%
	District city	10.0%	25.3%	20.8%	25.6%	18.3%
	Town	18.6%	21.2%	18.6%	24.8%	16.8%
	Village	11.2%	19.0%	20.1%	30.2%	19.5%

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# Do you think that there are dependencies between media and parties in the pre-election period?





# Do you think that there are dependencies between media and parties in the pre-election period?

		Yes, definitely	Rather yes	Rather no	Not at all	I don't know / I cannot estimate / No answer
		HORIZONTAL (ROW) PERCENT				
Age	18 – 30 y.o.	25.2%	38.1%	10.9%	2.7%	23.1%
	31-40 y.o.	31.0%	39.4%	10.6%	2.8%	16.2%
	41-50 y.o.	31.9%	45.7%	10.1%	3.6%	8.7%
	51-60 y.o.	29.0%	40.7%	11.7%	1.4%	17.2%
	61 y.o. +	23.9%	41.6%	11.5%	2.9%	20.2%
Education	Primary education or lower	19.2%	32.8%	12.7%	4.9%	30.4%
	Secondary education	30.6%	42.2%	11.3%	2.6%	13.3%
	College or Higher education	30.1%	47.4%	8.7%	0.5%	13.3%
Type of settlement	Sofia	25.0%	42.6%	5.7%		26.7%
	District city	28.0%	44.3%	10.0%	2.8%	14.9%
	Town	33.1%	46.9%	9.0%		11.0%
	Village	25.4%	31.3%	18.5%	6.8%	18.0%

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# Thank you for your attention!