

# Media and Foreign Affairs Public Perceptions

Survey of Konrad-Adenauer-Stiftung and Social Research Agency  
“Alpha Research”

Neli Dineva, 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, 1027 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 Alpha Research
- › **Fieldwork and data analysis:** Alpha Research

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# Trust in Media

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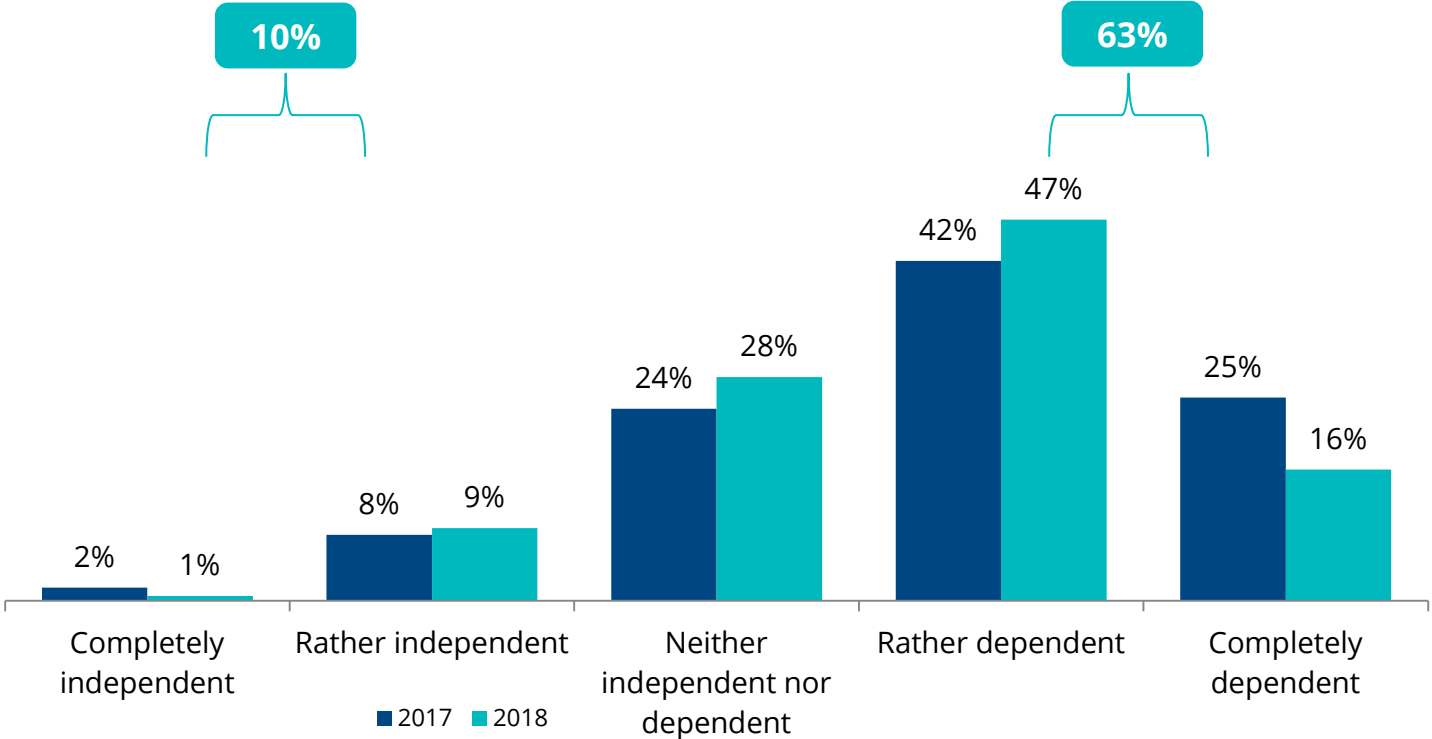
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# How dependent or independent are the media in Bulgaria?

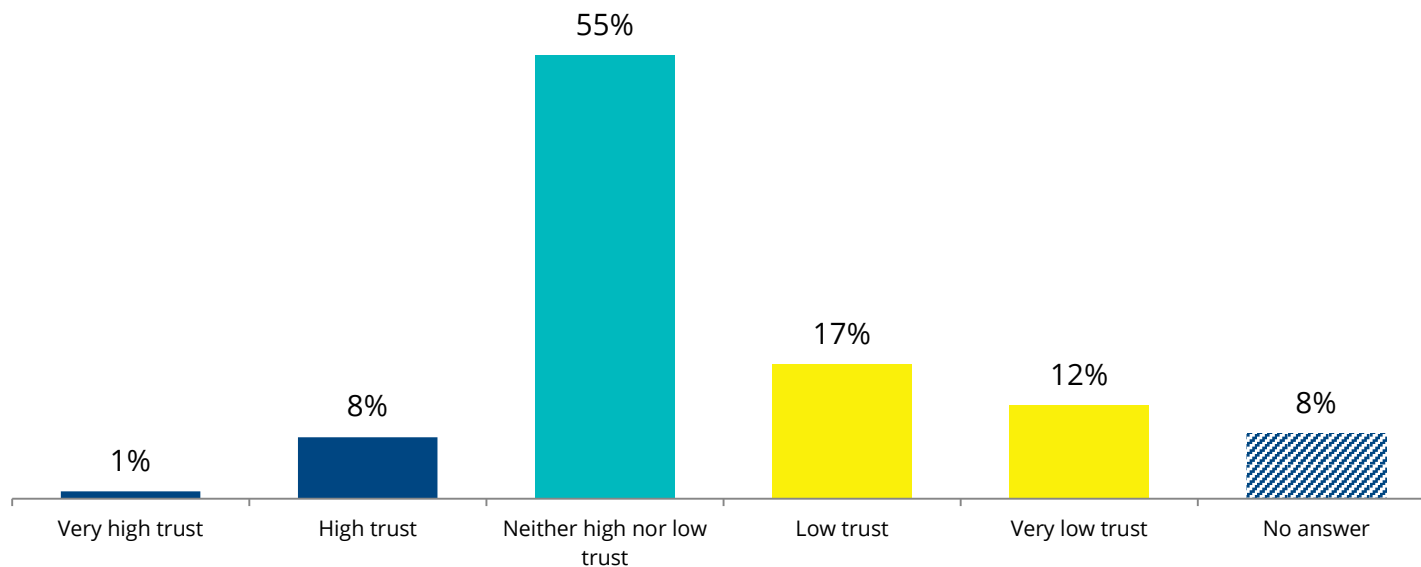


# How dependent or independent are the media in Bulgaria?

		Completely independent	Rather independent	Neither independent nor dependent	Rather dependent	Completely dependent
	<b>HORIZONTAL (ROW) PERCENT – 2018 SURVEY DATA</b>					
	Total	1%	9%	28%	47%	16%
Education	Higher education	1%	6%	22%	49%	22%
	College		42%	17%	33%	8%
	Secondary education	1%	8%	28%	48%	15%
	Primary education or lower		11%	34%	42%	13%
Age	18-30 y.o.		10%	24%	43%	23%
	31-40 y.o.	1%	5%	26%	57%	11%
	41-50 y.o.	2%	9%	34%	41%	15%
	51-60 y.o.		14%	21%	50%	15%
	61 y.o. +	1%	8%	30%	44%	17%
Type of settlement	Sofia	1%	2%	30%	47%	20%
	District city		12%	25%	45%	18%
	Town	1%	10%	34%	50%	6%
	Village	1%	9%	24%	48%	18%



# How much do you trust the journalists in Bulgaria?

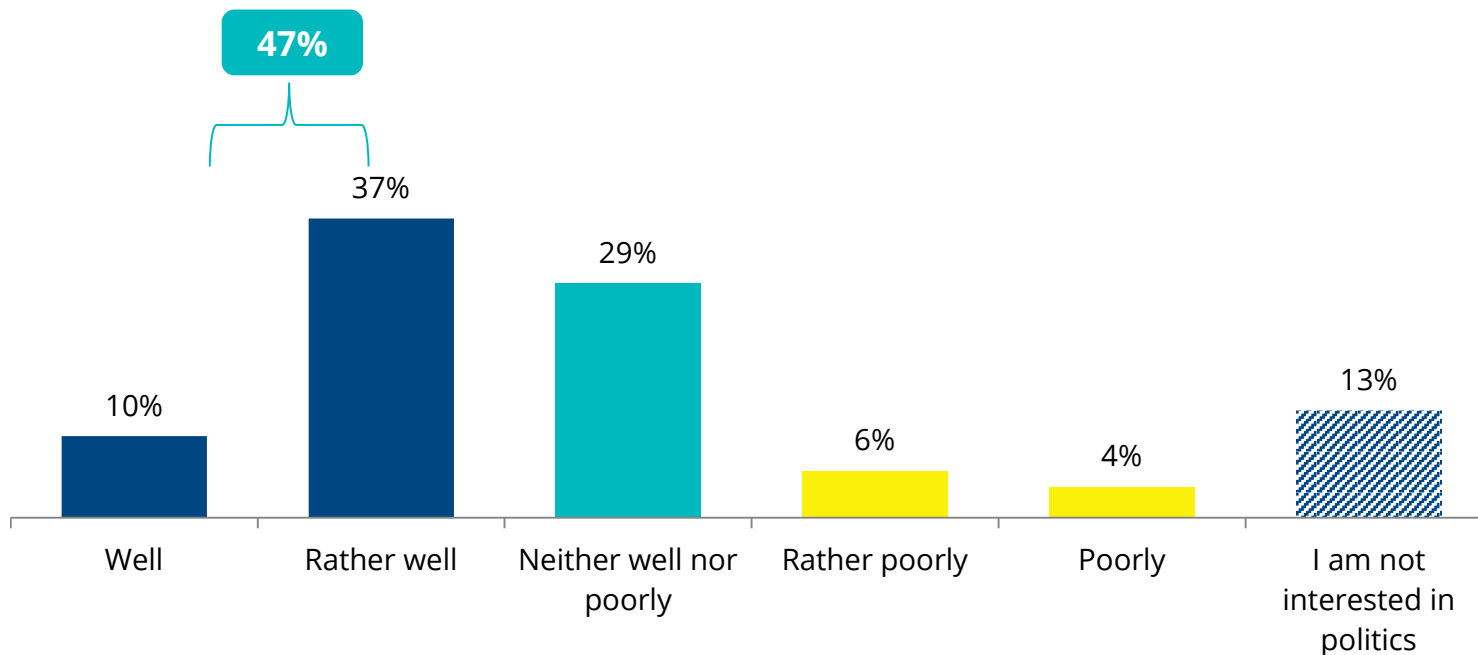


# How much do you trust the journalists in Bulgaria?

		Very high trust	High trust	Neither high nor low trust	Low trust	Very low trust
	<b>HORIZONTAL (ROW) PERCENT</b>					
	Total	1%	8%	55%	17%	12%
Education	Higher education	2%	8%	61%	13%	9%
	College		31%	69%		
	Secondary education	1%	8%	57%	18%	11%
	Primary education or lower		6%	45%	18%	17%
Age	18-30 y.o.	1%	8%	53%	16%	14%
	31-40 y.o.		9%	55%	19%	9%
	41-50 y.o.	3%	10%	54%	16%	10%
	51-60 y.o.	1%	8%	61%	15%	7%
	61 y.o. +	1%	5%	54%	17%	16%
Type of settlement	Sofia		6%	58%	18%	13%
	District city	2%	10%	58%	19%	9%
	Town	1%	9%	57%	10%	5%
	Village	1%	4%	47%	17%	19%



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





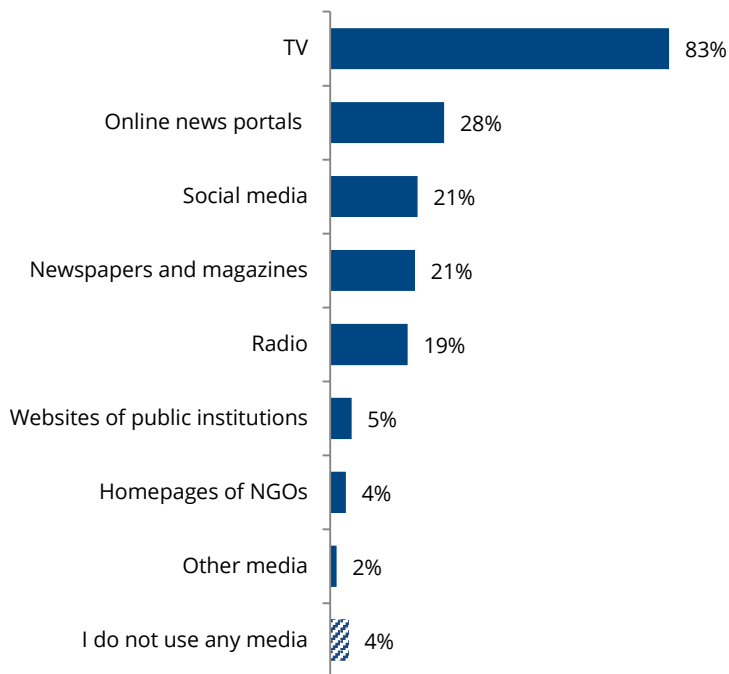
# How well or poorly do you feel informed by the media about current political topics?

		Well	Rather well	Neither well nor poorly	Rather poorly	Poorly	I am not interested in politics
	<b>HORIZONTAL (ROW) PERCENT</b>						
	Total	10%	37%	29%	6%	4%	13%
Education	Higher education	11%	38%	31%	7%	5%	8%
	College	8%	46%	39%	8%		
	Secondary education	10%	40%	29%	6%	3%	12%
	Primary education or lower	10%	30%	27%	6%	4%	23%
Age	18-30 y.o.	11%	27%	31%	4%	7%	20%
	31-40 y.o.	11%	30%	29%	9%	5%	17%
	41-50 y.o.	11%	40%	35%	4%	1%	10%
	51-60 y.o.	10%	49%	25%	7%	2%	7%
	61 y.o. +	9%	41%	28%	6%	4%	13%
Type of settlement	Sofia	4%	35%	46%	7%	4%	4%
	District city	17%	39%	18%	6%	4%	16%
	Town	12%	43%	26%	2%	3%	14%
	Village	5%	33%	34%	8%	4%	17%

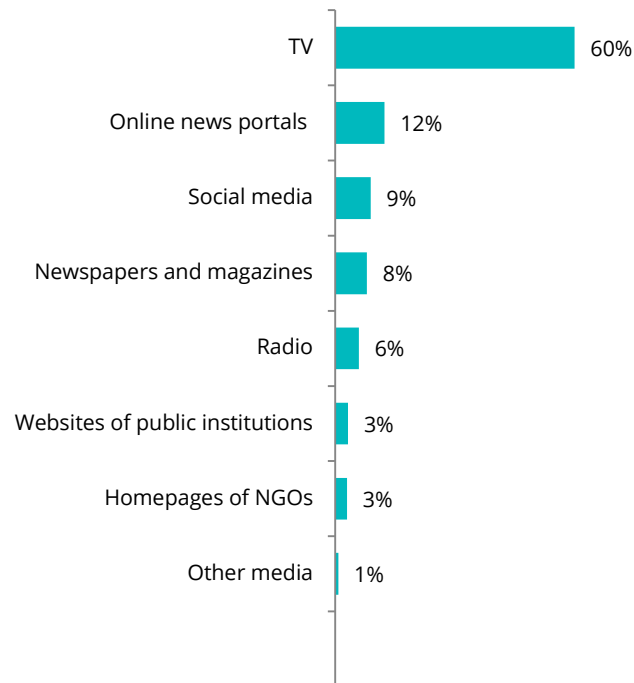


# TV is the most used and the most trusted type of media

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



Which of these media types do you trust the most?\*



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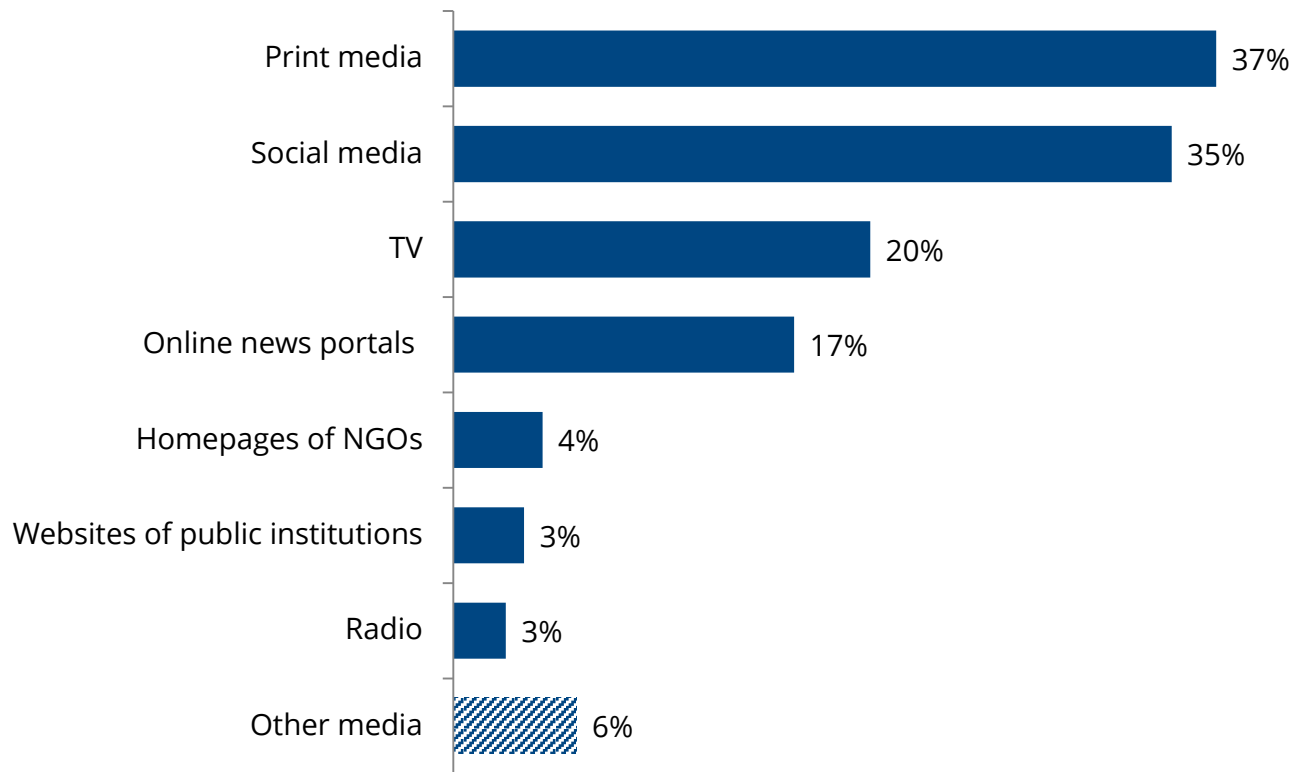
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\*multiple answers possible



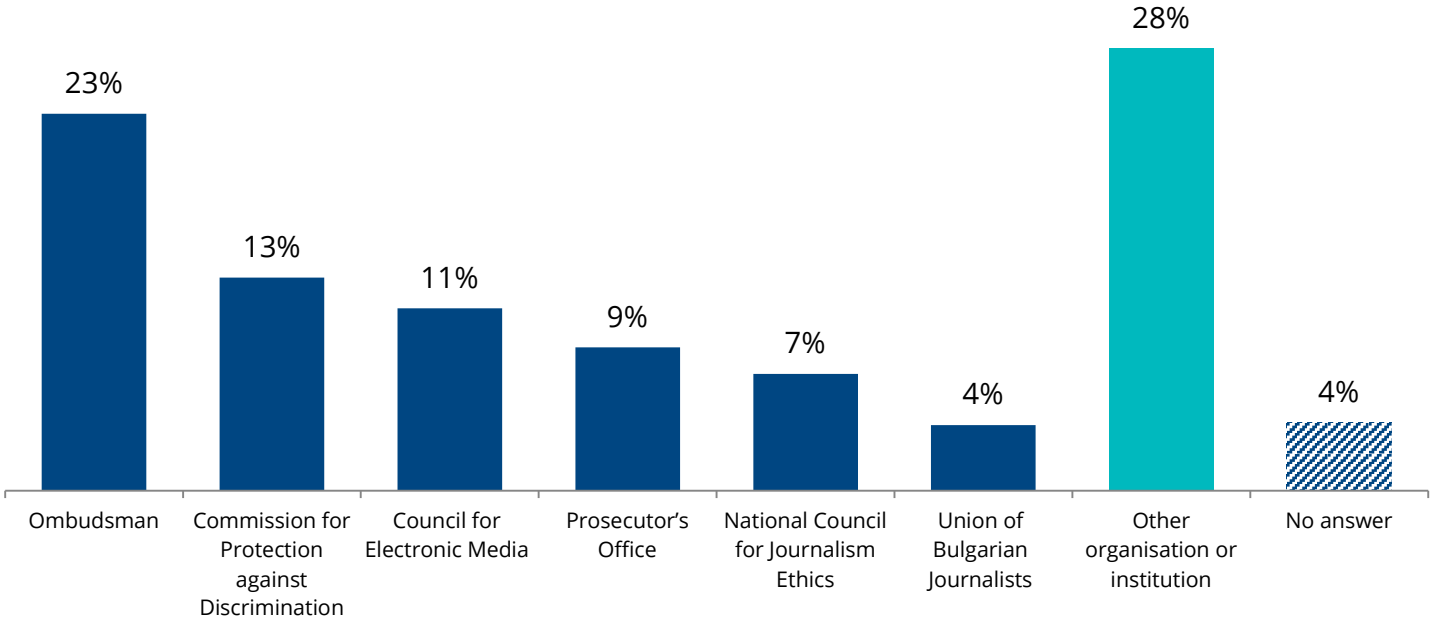
# According to you, which types of media are mostly spreading false facts (disinformation)?



\*multiple answers possible



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

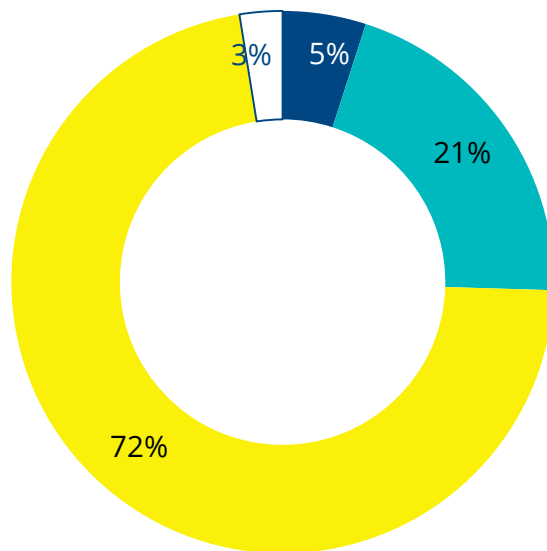


# If you notice hate speech in the media whom would you report about it?

		Ombudsman	Commission for Protection against Discrimination	Council for Electronic Media	Prosecutor's Office	National Council for Journalism Ethics	Union of Bulgarian Journalists	Other organisation or institution
	<b>HORIZONTAL (ROW) PERCENT</b>							
	Total	23%	13%	11%	9%	7%	4%	28%
Education	Higher education	23%	16%	12%	6%	9%	7%	23%
	College	39%	23%	8%		8%		23%
	Secondary education	25%	13%	12%	8%	7%	3%	27%
	Primary education or lower	20%	10%	9%	14%	7%	3%	33%
Age	18-30 y.o.	20%	19%	13%	9%	10%	2%	24%
	31-40 y.o.	24%	9%	9%	6%	9%	5%	34%
	41-50 y.o.	25%	13%	14%	7%	5%	6%	25%
	51-60 y.o.	28%	14%	9%	7%	9%	4%	25%
	61 y.o. +	21%	12%	12%	14%	5%	3%	29%
Type of settlement	Sofia	15%	13%	11%	10%	11%	4%	37%
	District city	19%	17%	12%	11%	8%	5%	23%
	Town	40%	15%	9%	6%	4%	4%	19%
	Village	23%	8%	13%	8%	6%	3%	34%



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



■ Yes ■ Partially ■ No □ No answer

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

		Yes	Partially	No
	<b>HORIZONTAL (ROW) PERCENT</b>			
	<b>Total</b>	5%	21%	72%
<b>Education</b>	<b>Higher education</b>	11%	28%	59%
	<b>College</b>	8%	15%	69%
	<b>Secondary education</b>	4%	23%	70%
	<b>Primary education or lower</b>	1%	9%	89%
<b>Age</b>	<b>18-30 y.o.</b>	4%	20%	75%
	<b>31-40 y.o.</b>	5%	26%	66%
	<b>41-50 y.o.</b>	11%	24%	62%
	<b>51-60 y.o.</b>	6%	19%	71%
	<b>61 y.o. +</b>	1%	16%	82%
<b>Type of settlement</b>	<b>Sofia</b>	7%	30%	61%
	<b>District city</b>	7%	26%	66%
	<b>Town</b>	6%	9%	79%
	<b>Village</b>		14%	83%



# Public Perceptions on Foreign Affairs Issues

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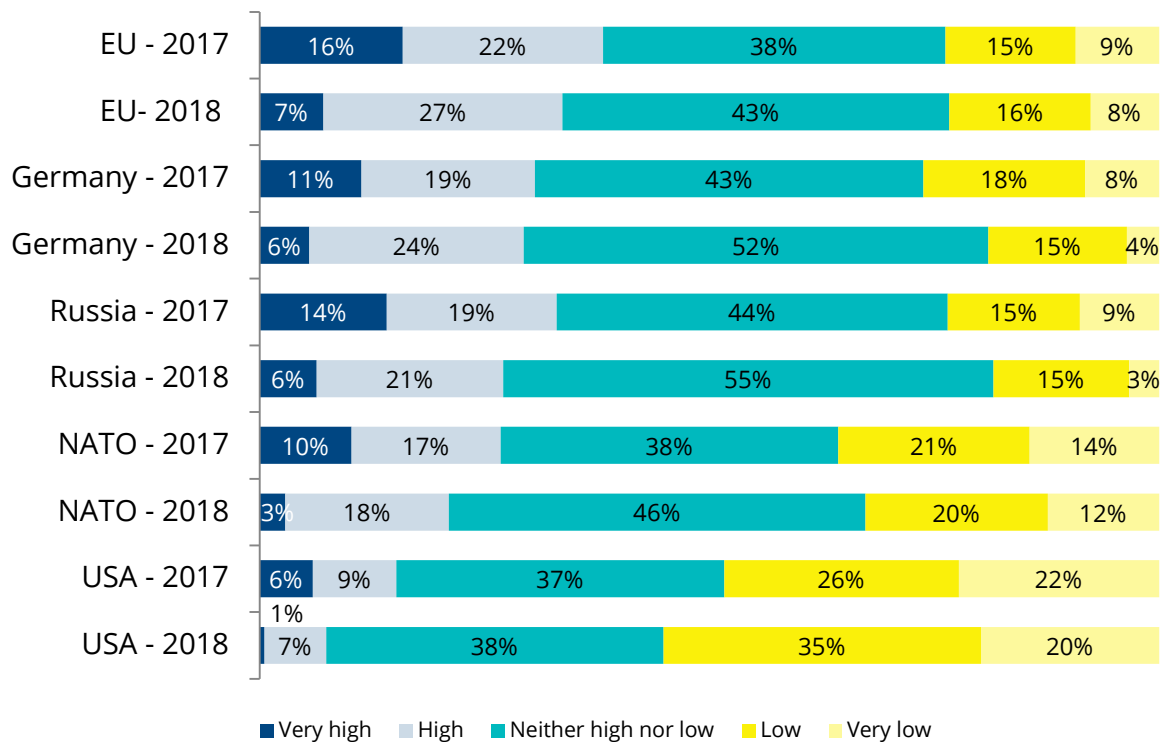
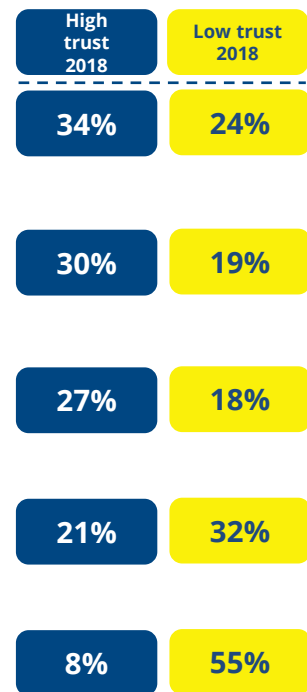
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# How much do you trust the following institutions and countries?



# Thank you for your attention!