

Attitudes of Bulgarian citizens on topics related to the media



Survey by the Media Programme South East Europa of Konrad-Adenauer-Stiftung and the Trend Research Center

Methodological framework

- › **Survey target group:** adult population of the country 18+
- › **Type of survey:** national representative
- › **Methodology and sample size:** two-tier stratified, 1001 effective interviews
- › **Registration method:** direct semi-standardized face-to-face interview
- › **Implementation period:** 2-10 November 2020
- › **Preparation of the questionnaire:** Konrad Adenauer Stiftung - Media Programme South East Europe and Trend
- › **Field work and data processing:** Trend

Trust in the media

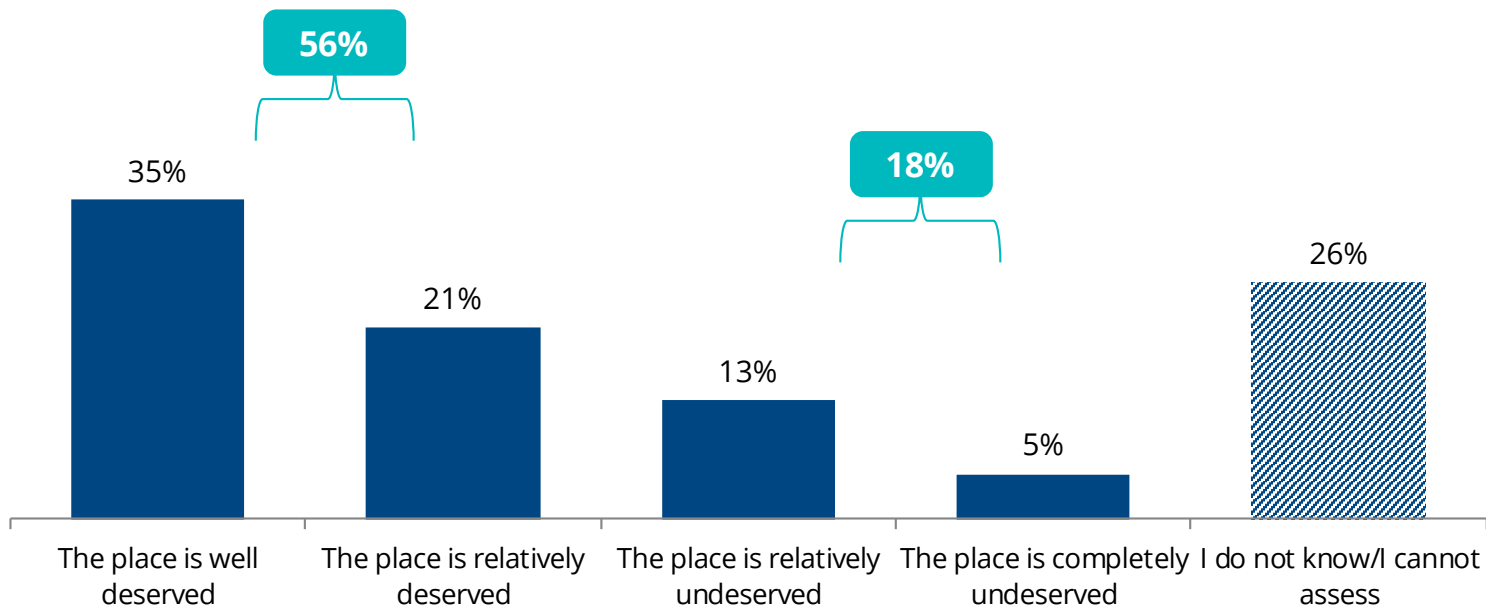
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In the Reporters Without Borders 2020 World Press Freedom Index Bulgaria ranks 111th out of 180 countries, with 1st place being the best and 180th worst. How do you personally assess this?



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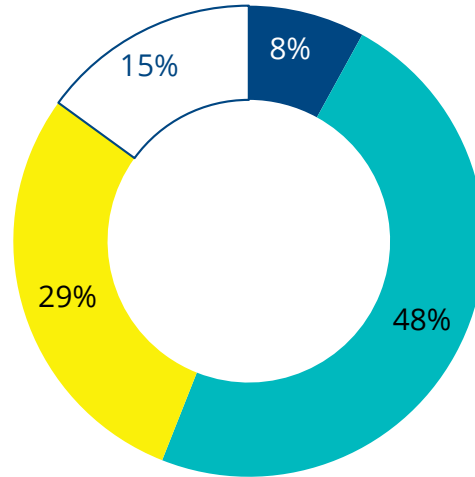
		The place is well deserved	The place is relatively deserved	The place is relatively undeserved	The place is completely undeserved	I cannot assess
		HORIZONTAL (ROW) PERCENTAGE				
	TOTAL	35%	21%	13%	5%	26%
Education	Higher/College	40%	21%	19%	6%	15%
	Secondary	36%	24%	12%	5%	24%
	Primary and lower	23%	9%	5%	1%	62%
Age	18-29	31%	18%	12%	5%	34%
	30-39	33%	23%	14%	8%	22%
	40-49	40%	24%	11%	5%	21%
	50-59	44%	21%	13%	5%	18%
	60-69	34%	18%	17%	2%	29%
	70+ years	24%	19%	8%	4%	45%
Type of location	Sofia	27%	22%	20%	4%	28%
	District town	35%	18%	15%	6%	25%
	Small town	45%	22%	8%	5%	20%
	Village	31%	22%	8%	3%	35%

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How did the events in 2020 change your trust in journalists' work in Bulgaria?



■ I have greater trust
■ I have lower trust

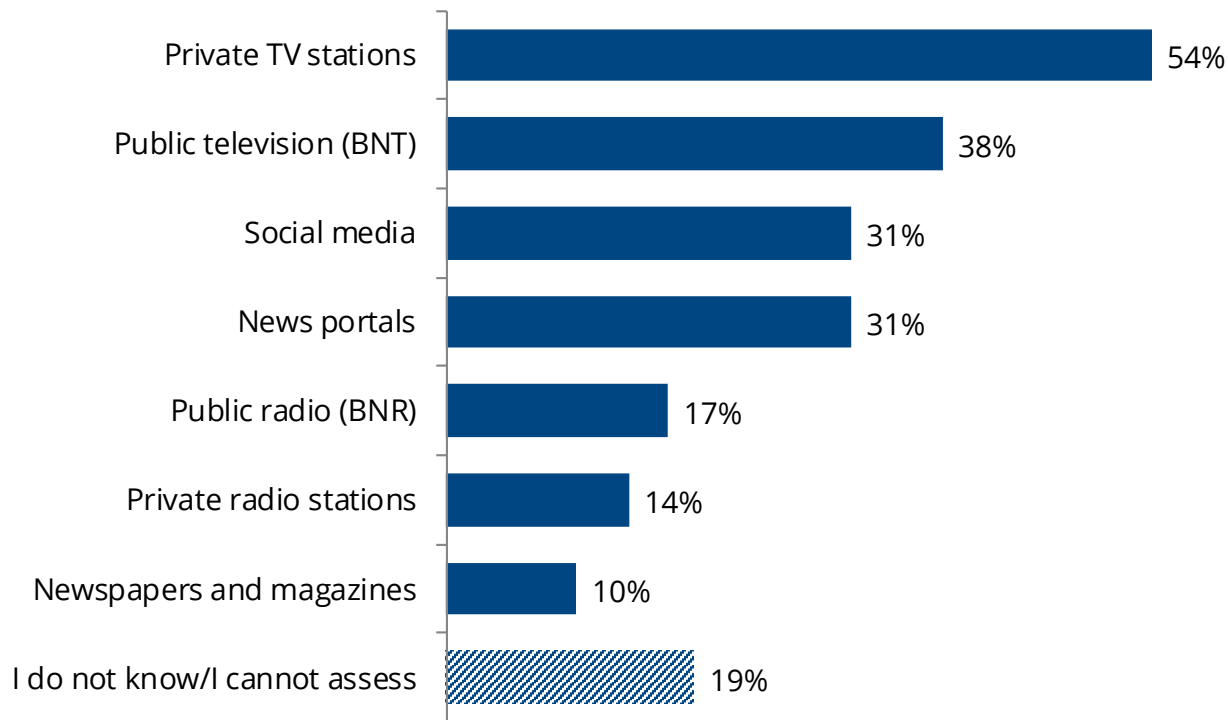
■ There is no change in my trust
□ I do not know/I cannot assess

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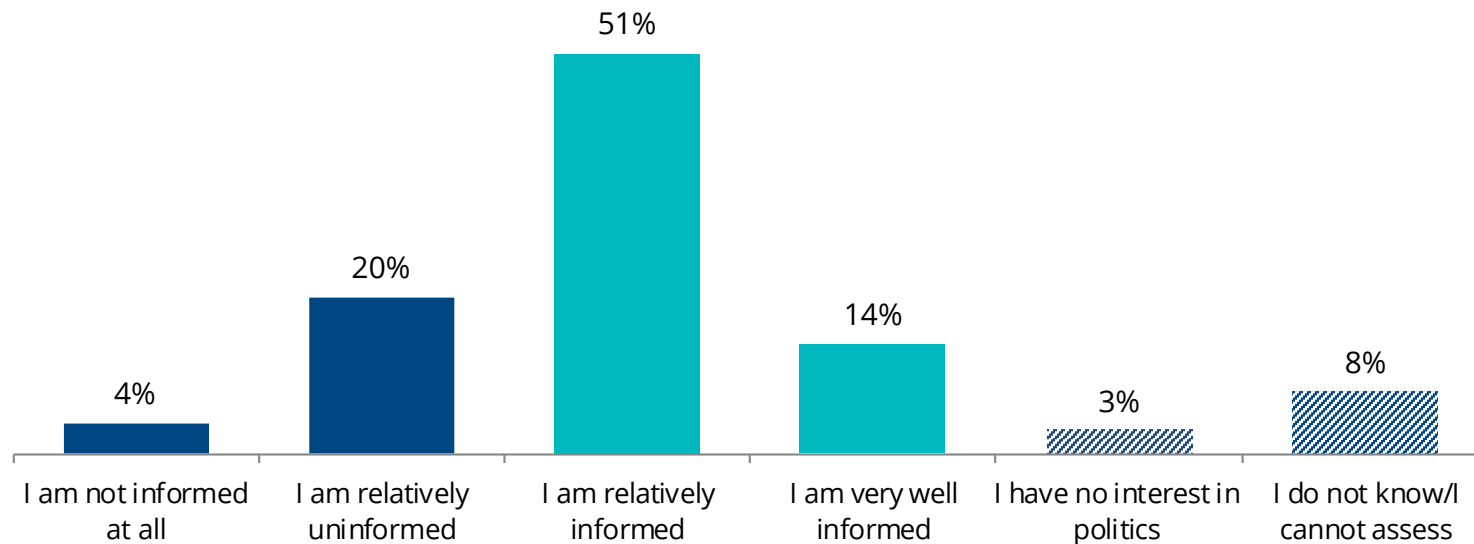
Which media do you trust the most?



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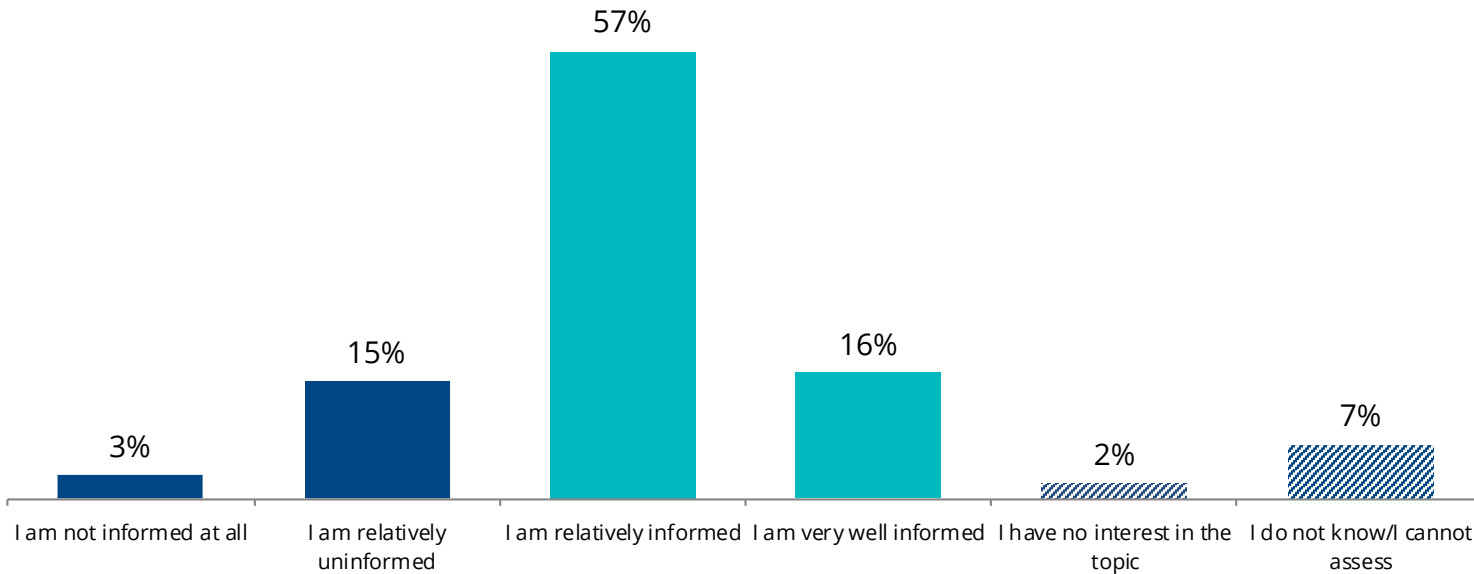
Do you feel well informed about the current political situation in the country?



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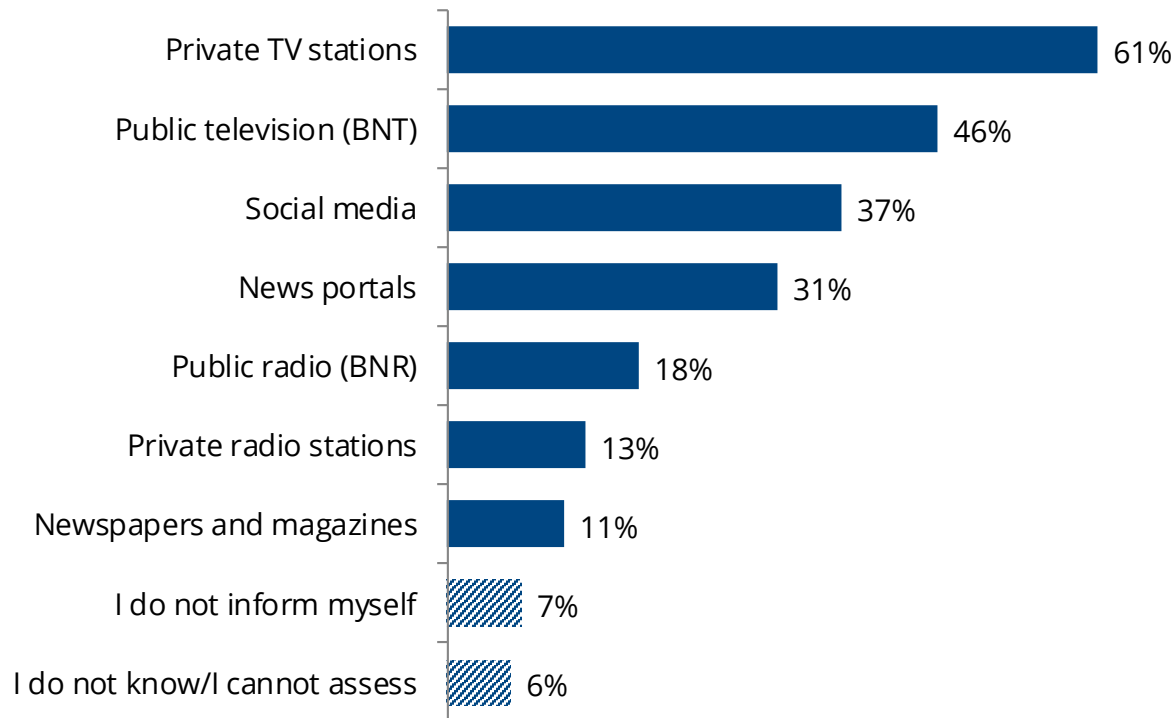
Do you feel well informed about the current health situation in the country?



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Which media do you use most often in order to receive information about the current health situation?



*multiple answers may be possible

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Thank you for your attention!