

Project title:

**‘MEDIA PREFERENCES OF THE  
BULGARIAN AUDIENCE DURING THE  
ELECTION CAMPAIGNS FOR THE  
PARLIAMENTARY ELECTIONS  
HELD ON 4 APRIL AND 11 JULY 2021’**

**Comparative analysis based on data from two nationally representative surveys by Exacta Research Group commissioned by CEM conducted in the final week of each of the two election campaigns.**

## **PROFILE OF THE SURVEYS**

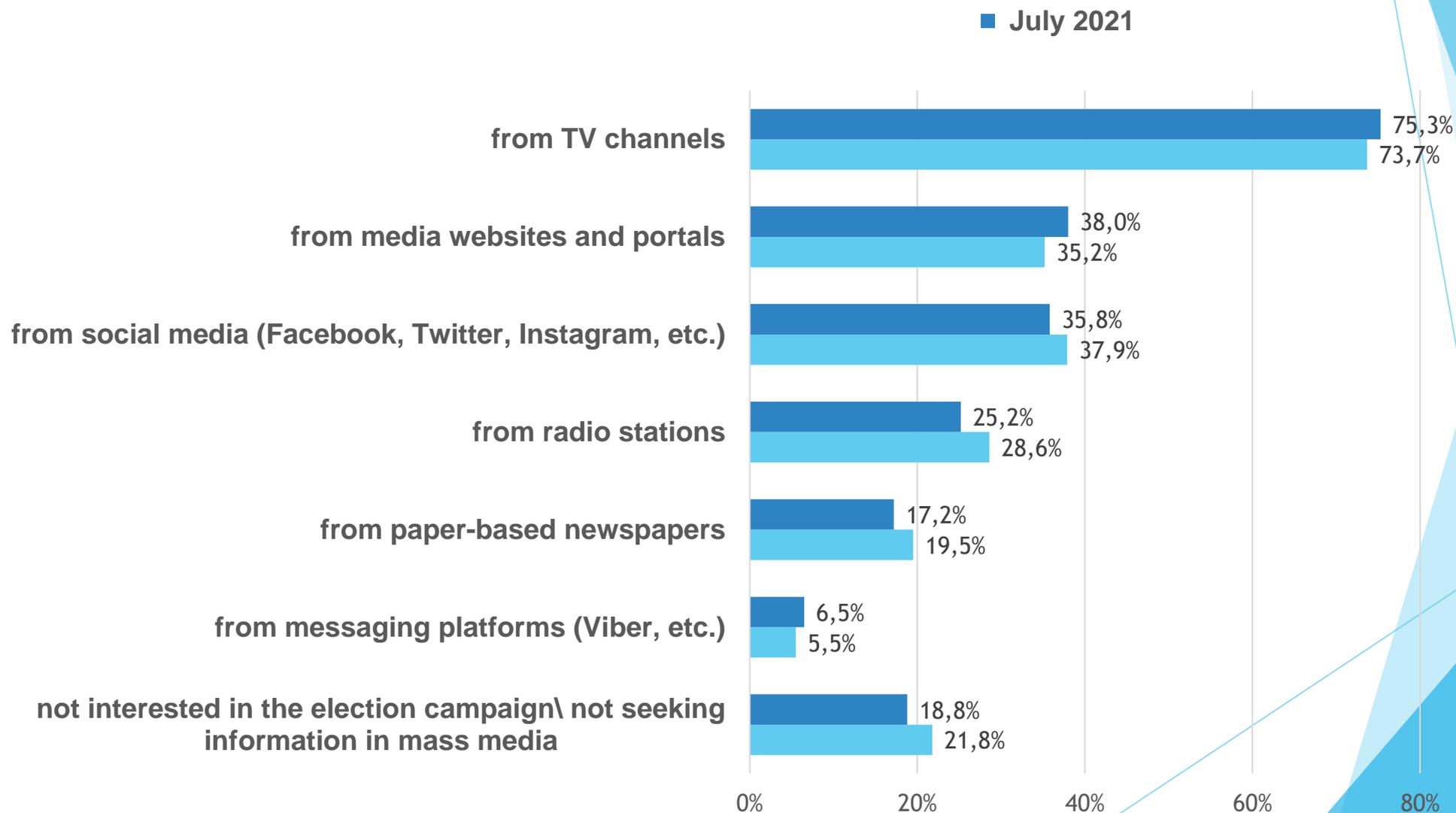
**The first survey was conducted between 23 and 30 March 2021 by Exacta Research Group's nationwide network of interviewers. The second survey was conducted between 30 June and 6 July.**

**In both surveys, 1005 adult Bulgarian nationals were interviewed face-to-face at 123 nodes in 92 locations across the country.**

**The total number of individuals interviewed in the two surveys conducted in the framework of the project was 2010. The registration and sampling methodologies ensure comparability of the information collected and thus allow a comparison to be made between the outcomes from the two surveys.**

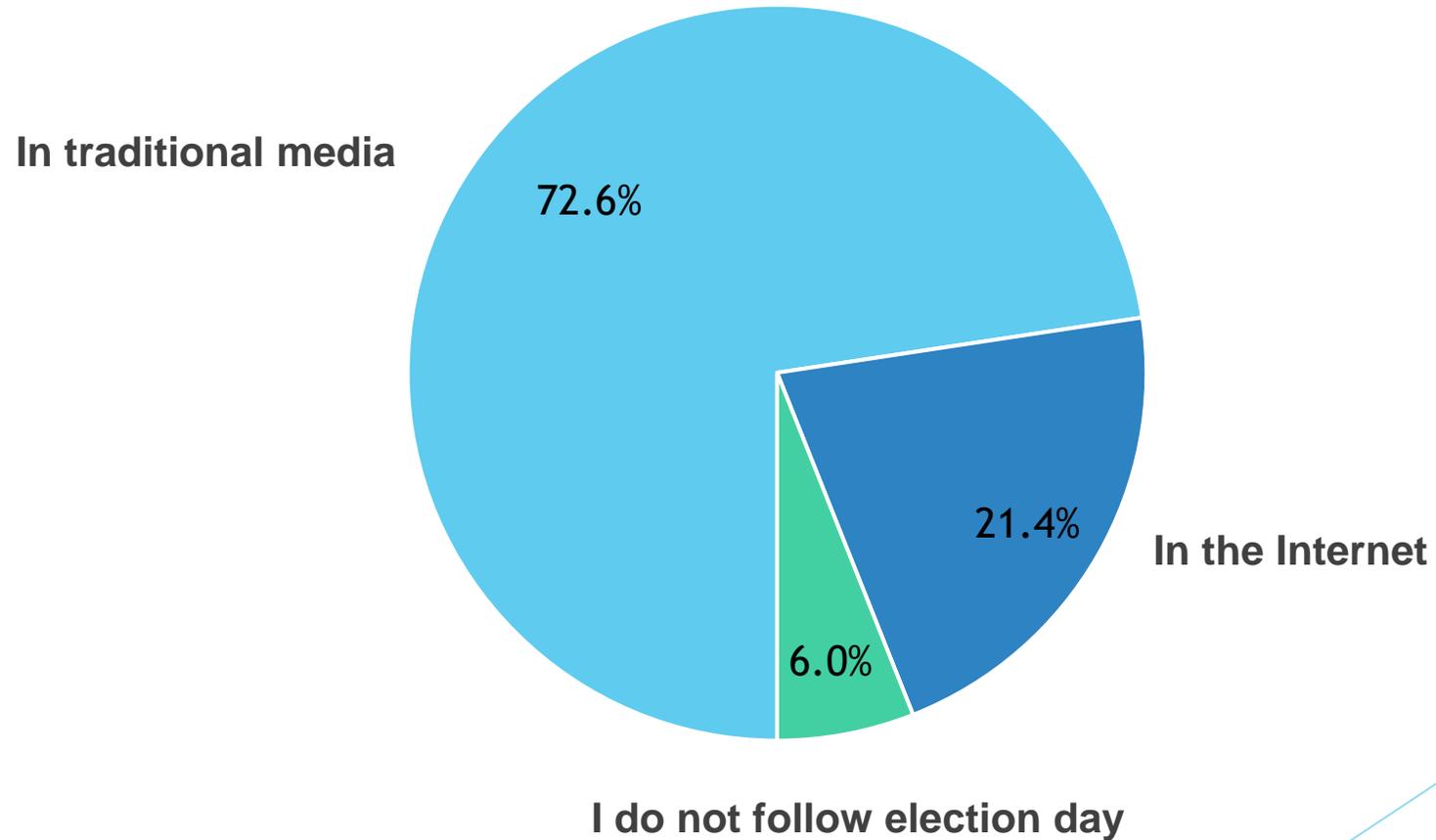
# From which of the following media do you obtain information in the course of the election campaign?

(Any correct answer is possible)



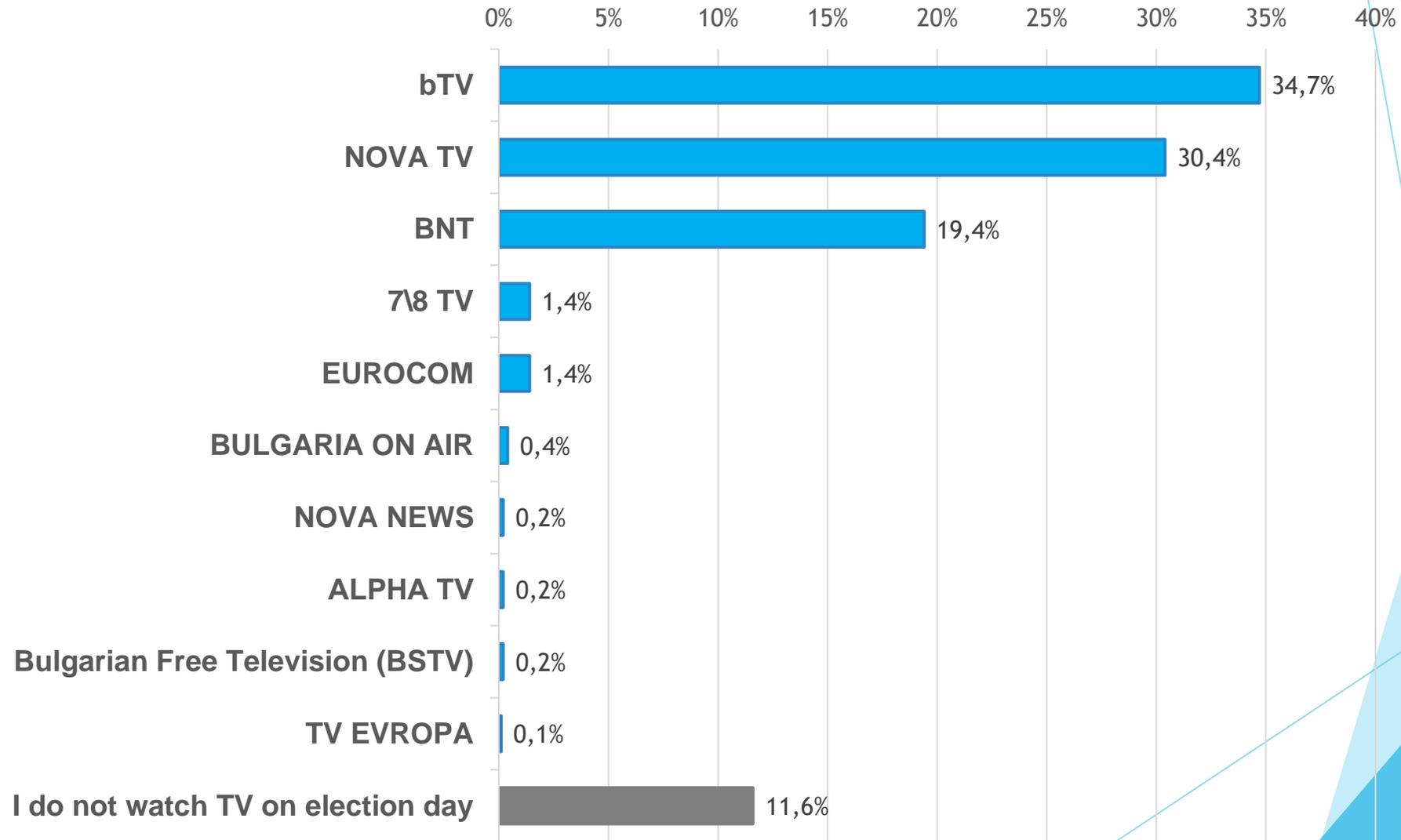
**Where do you prefer to follow developments in the course of the election day — in traditional media (radio and TV) or in the Internet?**

(The question was asked only in July. Only one answer is possible.)



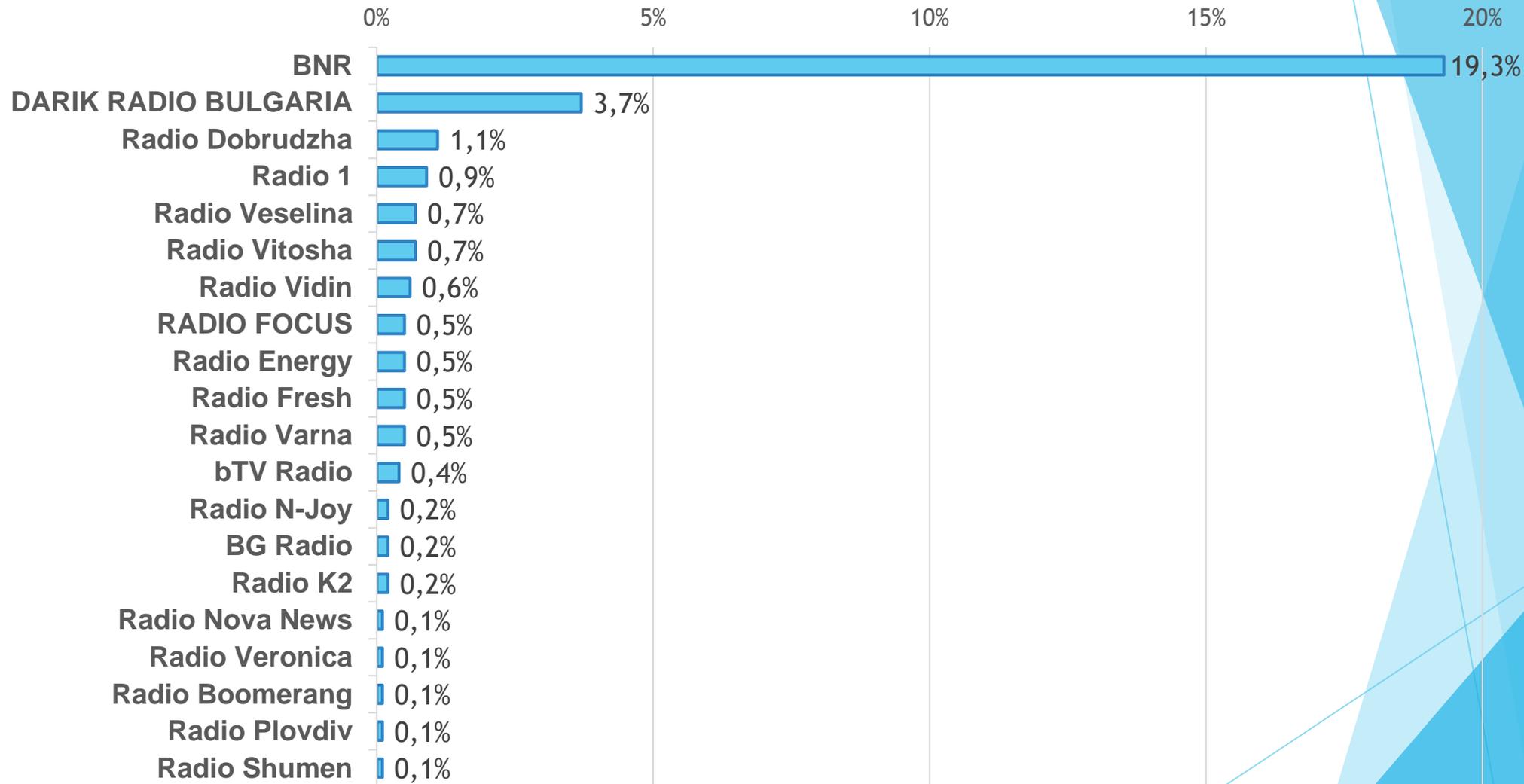
# Which TV programmes do you usually watch on election day?

(The question was asked only in July)



# Which radio programmes do you usually listen to on election day?

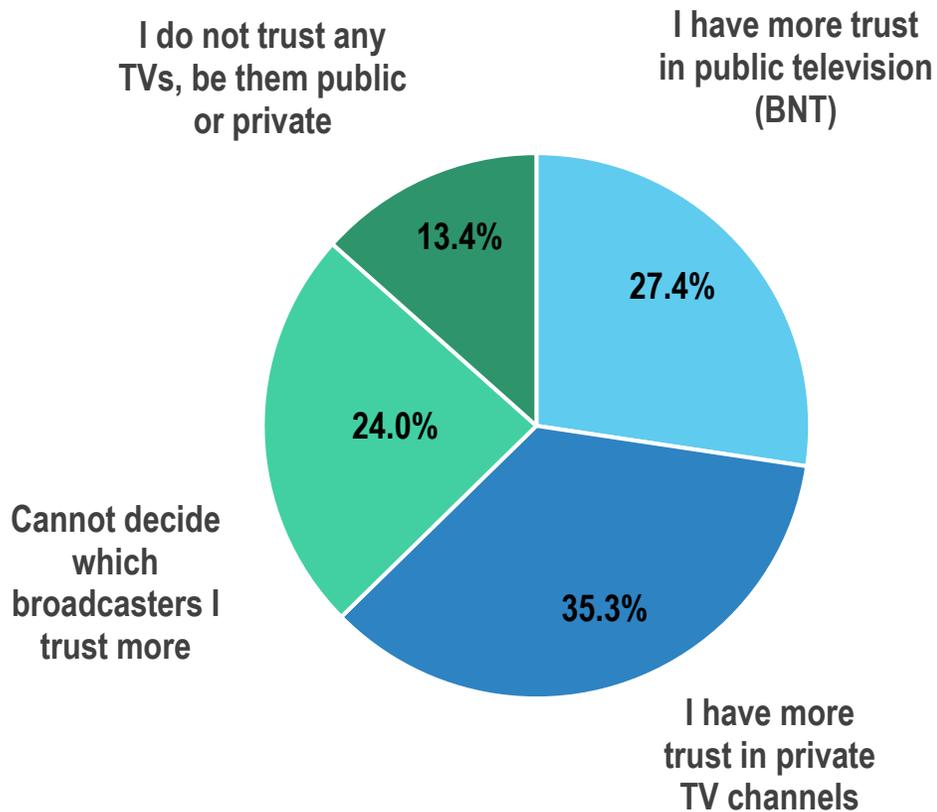
(The question was asked only in July)



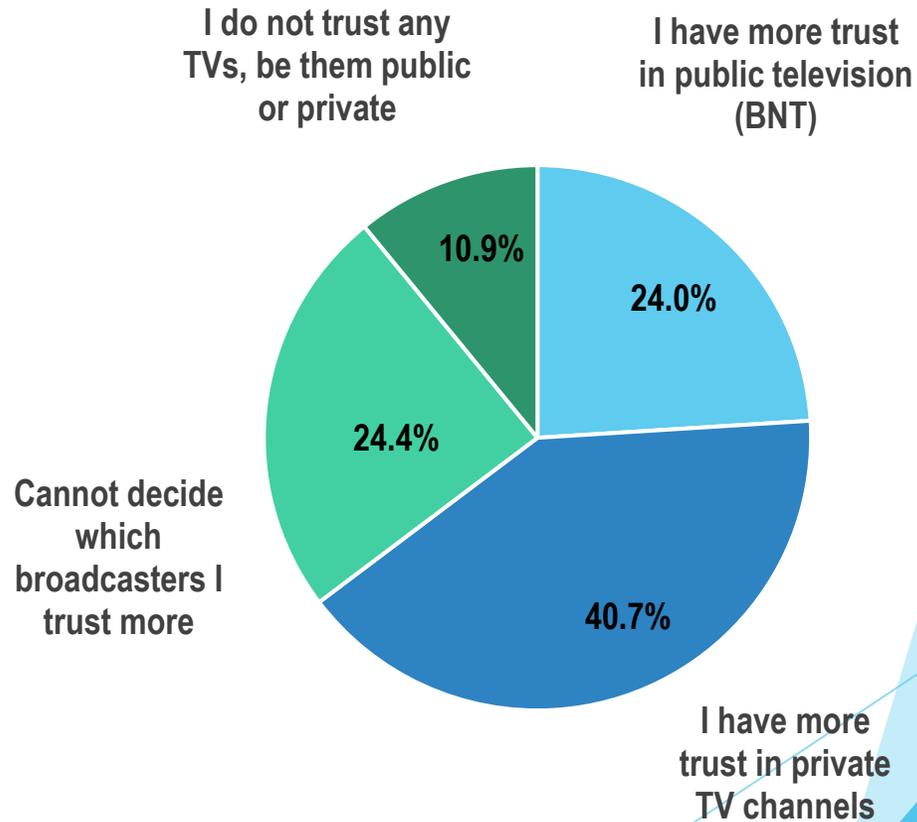
# Which TV broadcasters do you trust more in the election campaign period – the public broadcaster (BNT) or private TV channels?

(Only one answer is possible)

March 2021



July 2021

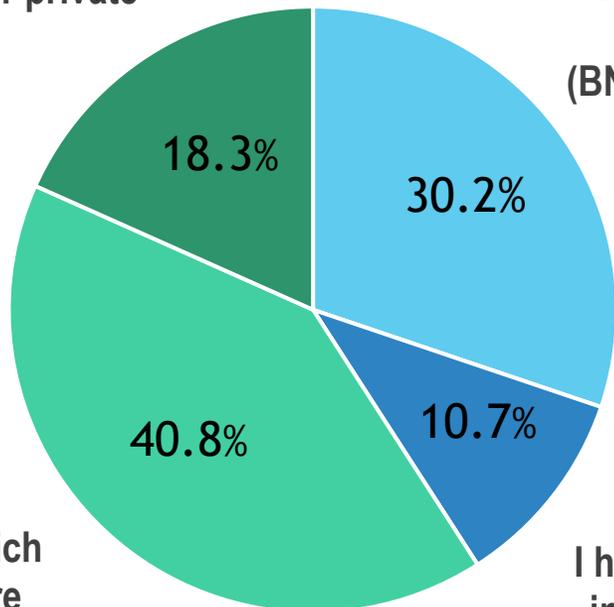


# Which radio broadcasters do you trust more in the election campaign period – the public radio (BNR/Horizont, Hristo Botev) or private radio stations?

(Only one answer is possible)

March 2021

I do not trust any radios, be them public or private



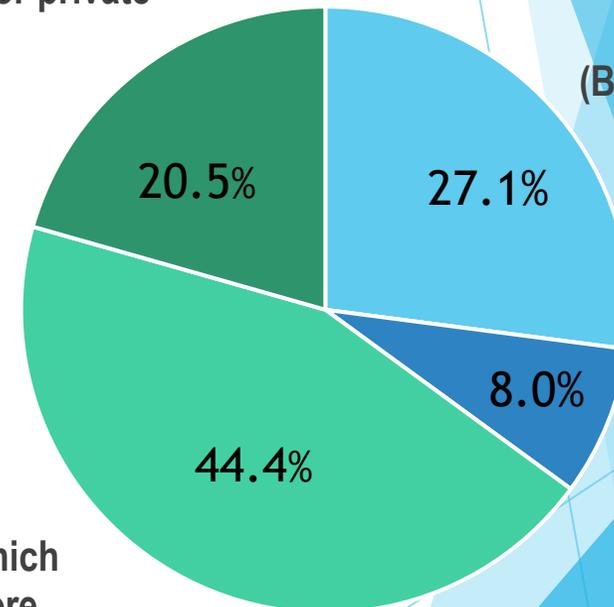
I have more trust in public radio (BNR/Horizon, Hristo Botev)

I have more trust in private radio stations

Cannot decide which radios I trust more

July 2021

I do not trust any radios, be them public or private



I have more trust in public radio (BNR/Horizon, Hristo Botev)

I have more trust in private radio stations

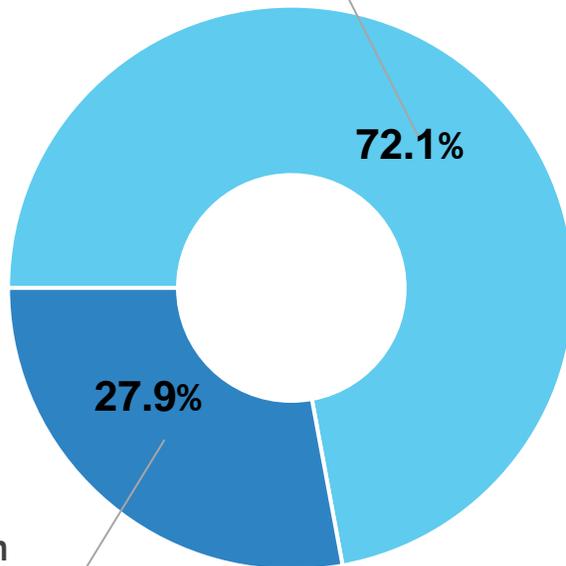
Cannot decide which radios I trust more

# Which of the following statements applies to you?

(Only one answer is possible)

March 2021

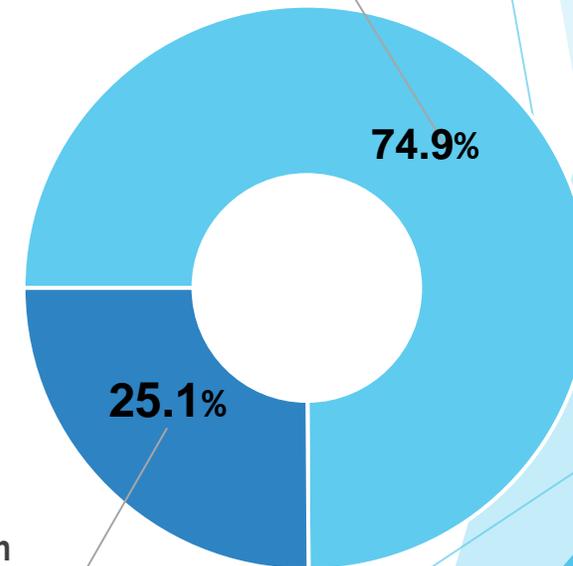
Overall, I have more trust in traditional media (radio and TV) than in web-only based media (websites, portals)



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July 2021

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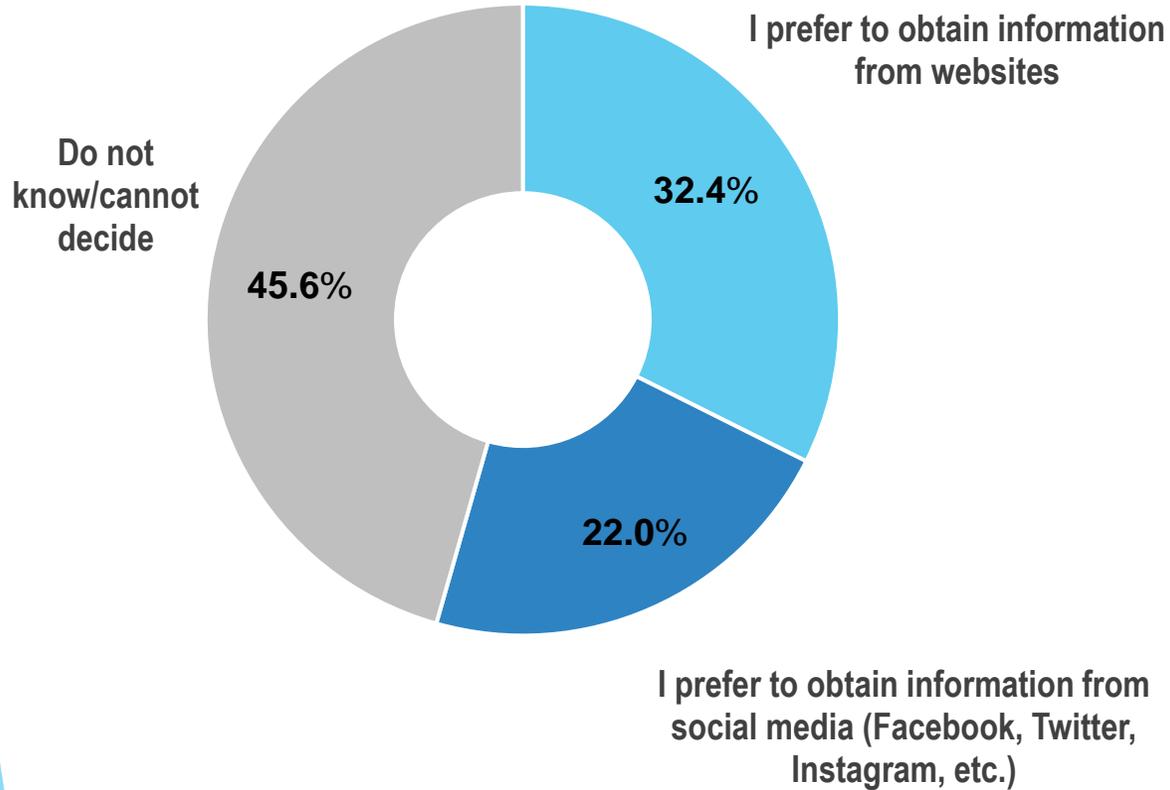


Overall, I have more trust in web-only based media (websites, portals) than in traditional media (radio and TV)

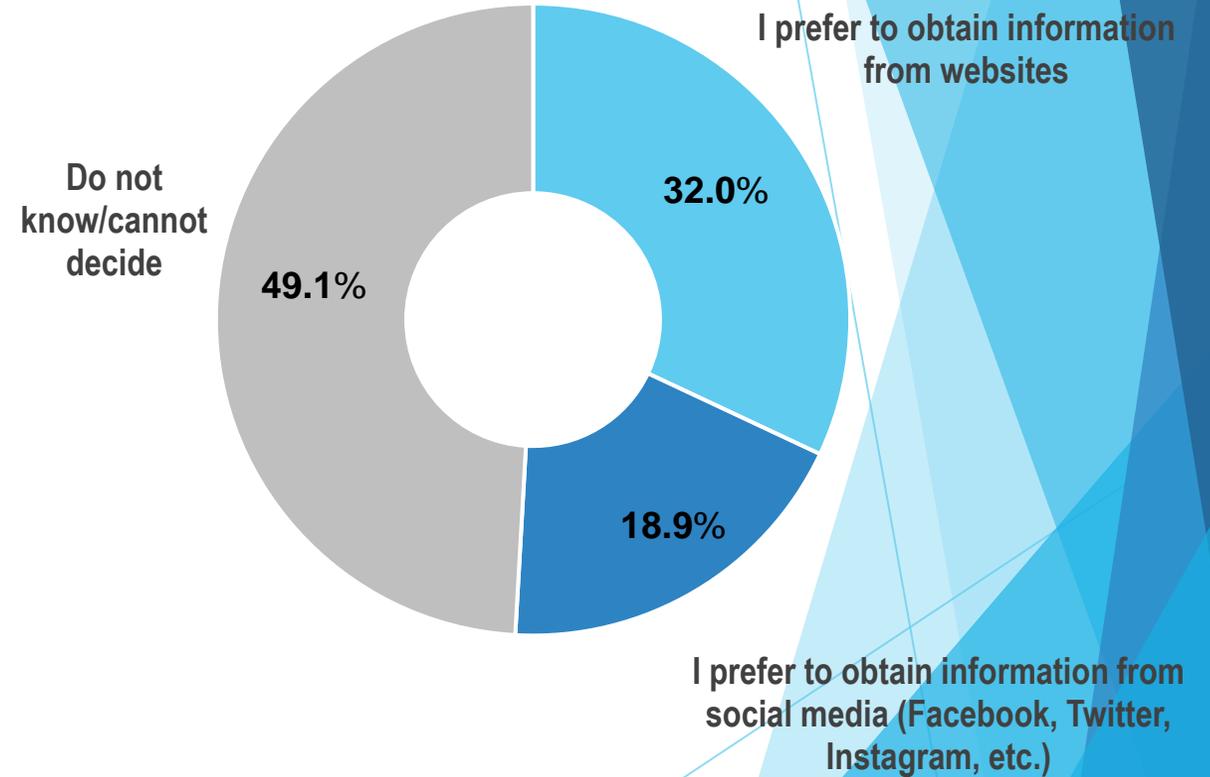
# Which of the following statements applies to you in pre-election situation?

(Only one answer is possible)

March 2021

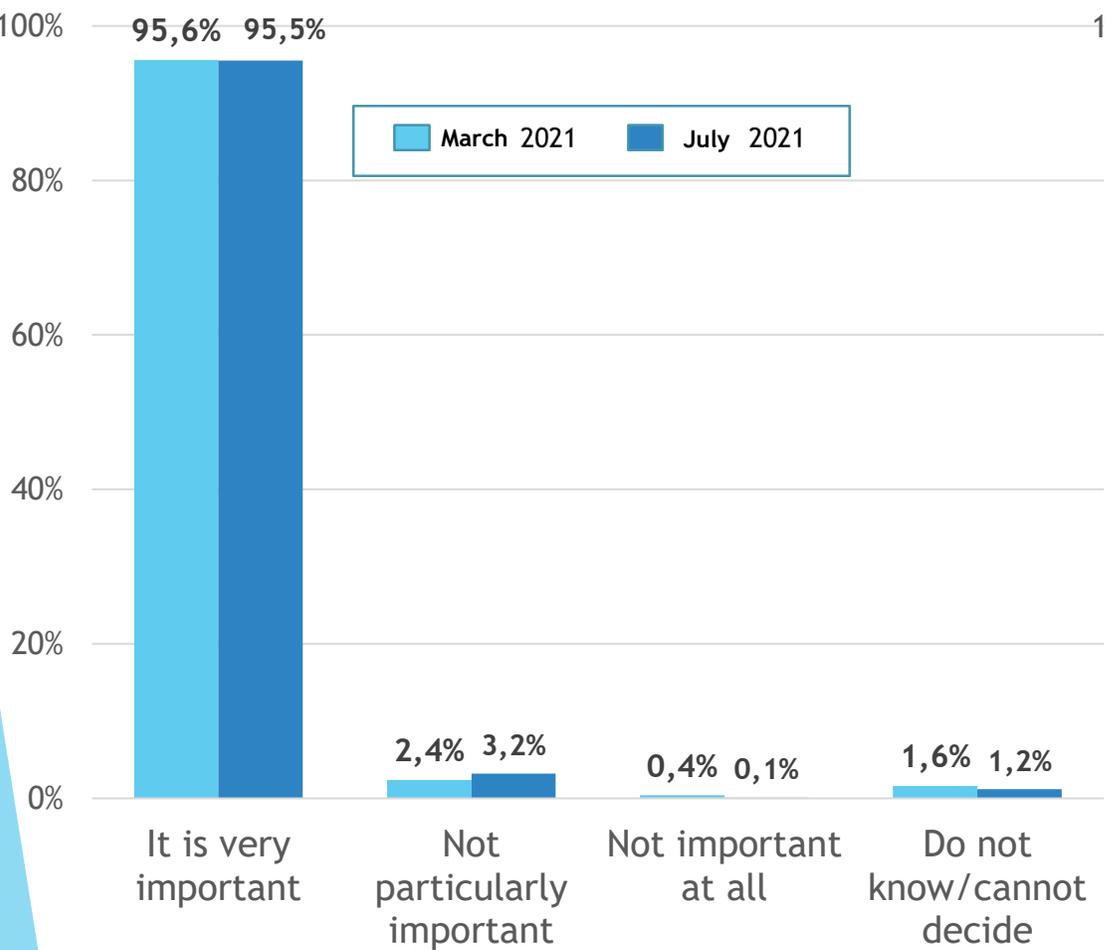


July 2021

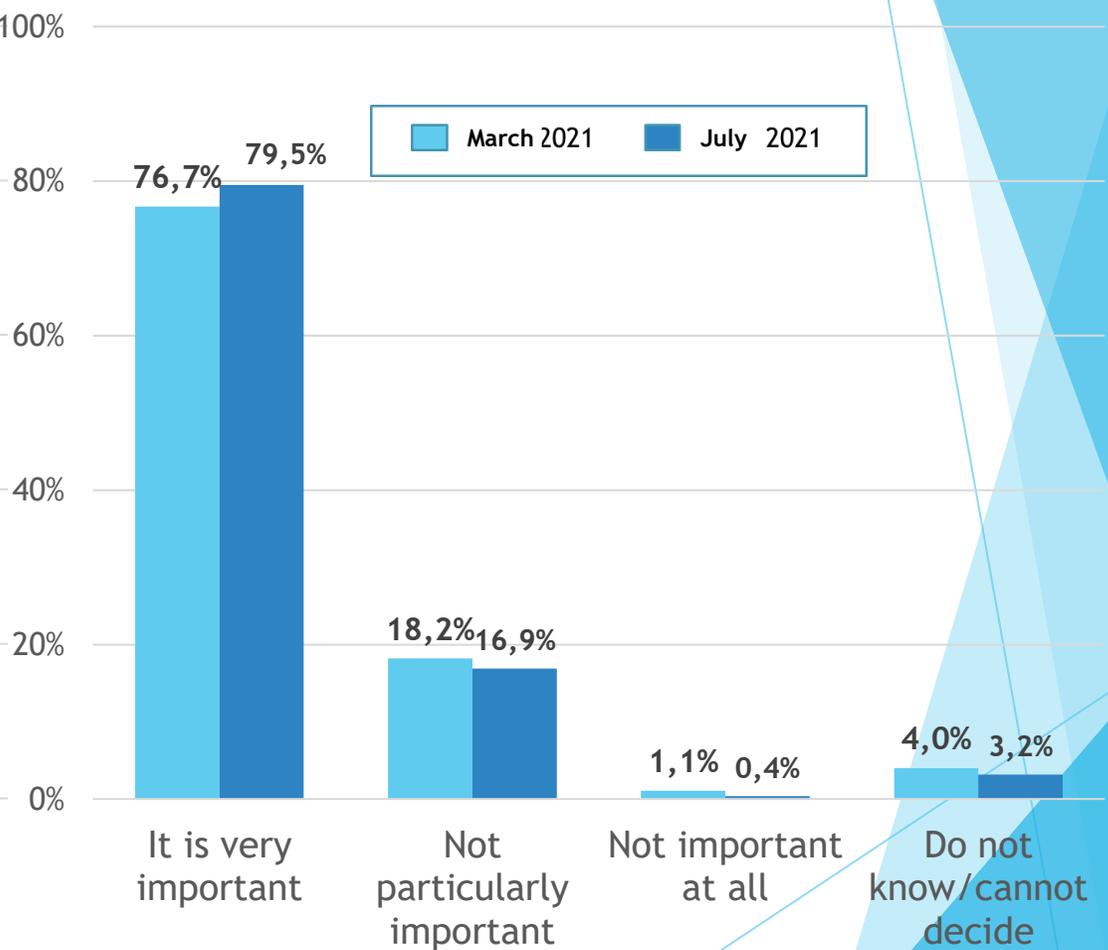


# How important is each of the following characteristics of the information provided by a certain media for your trust in that media in an election situation?

(One answer given for each information characteristic)



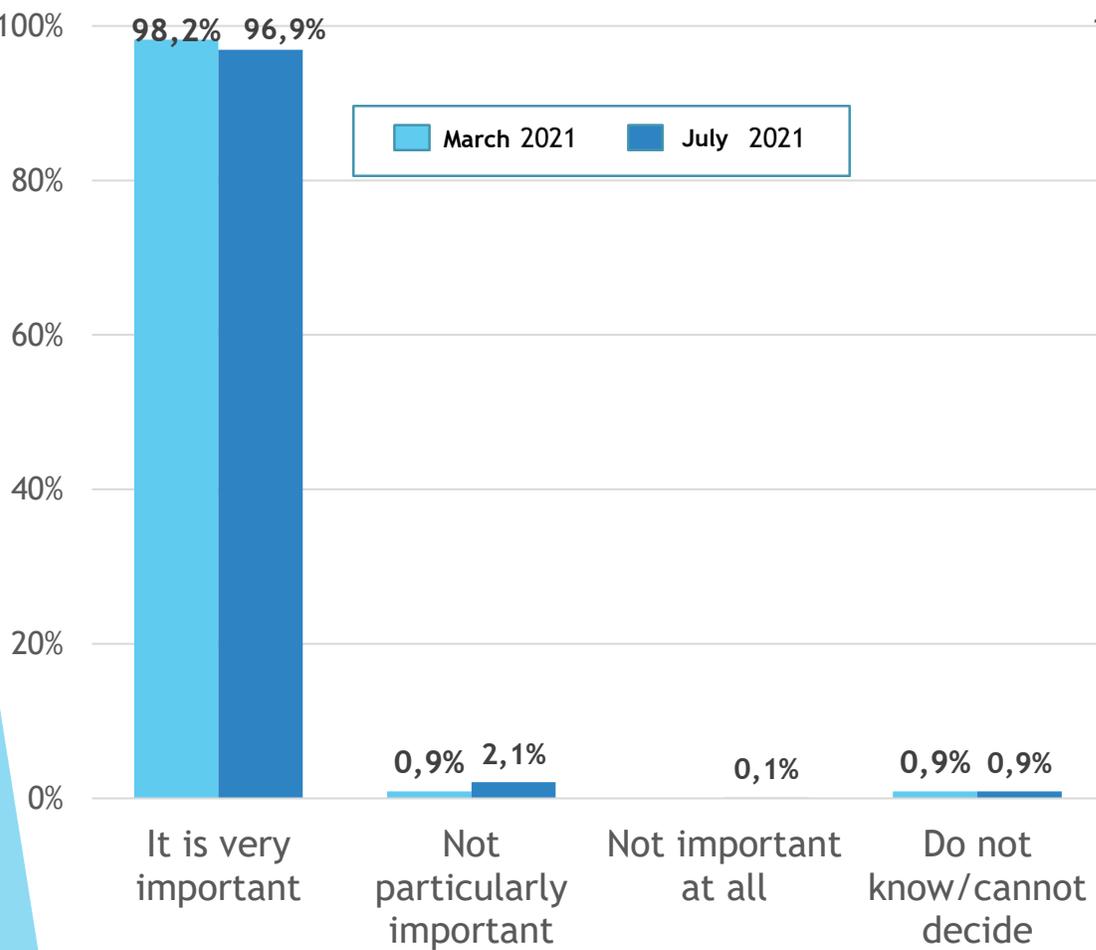
Objectivity



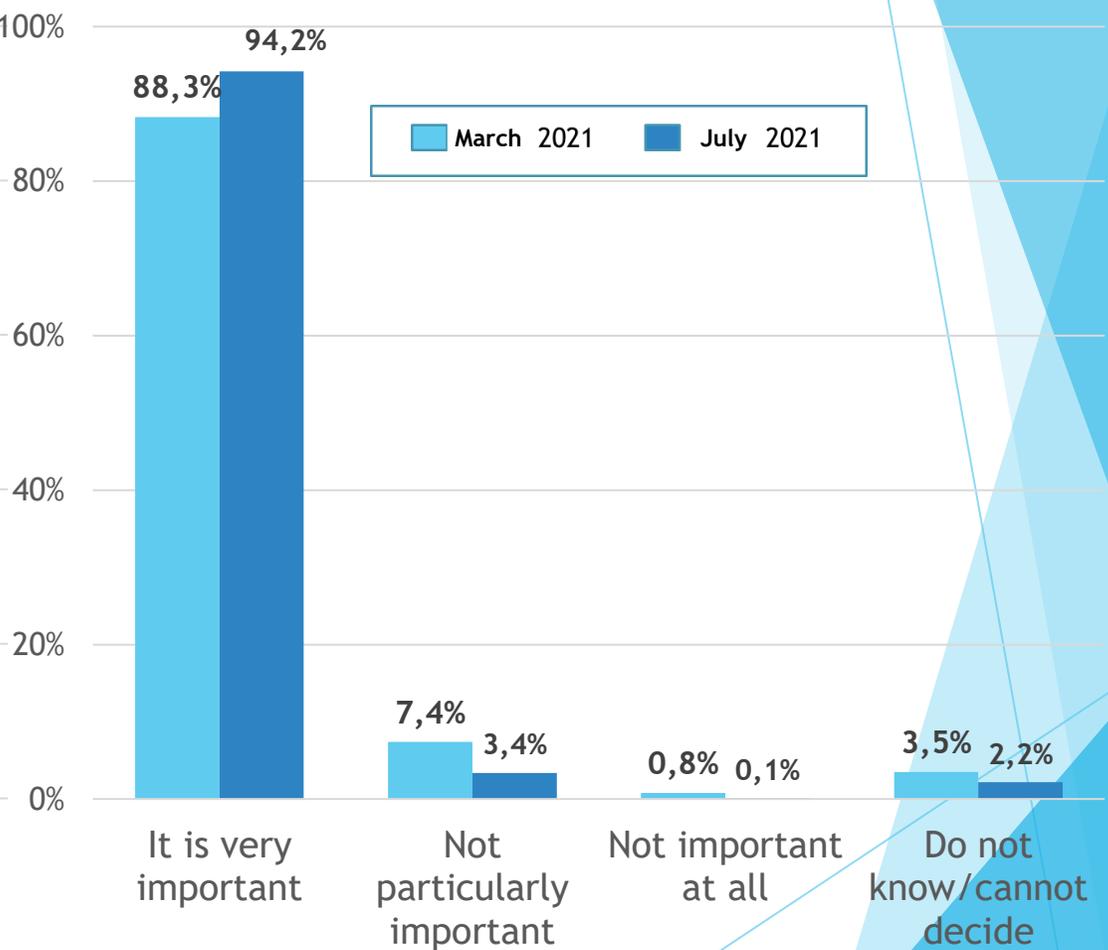
Comprehensiveness

# How important is each of the following characteristics of the information provided by a certain media for your trust in that media in an election situation?

(One answer given for each information characteristic)



Credibility

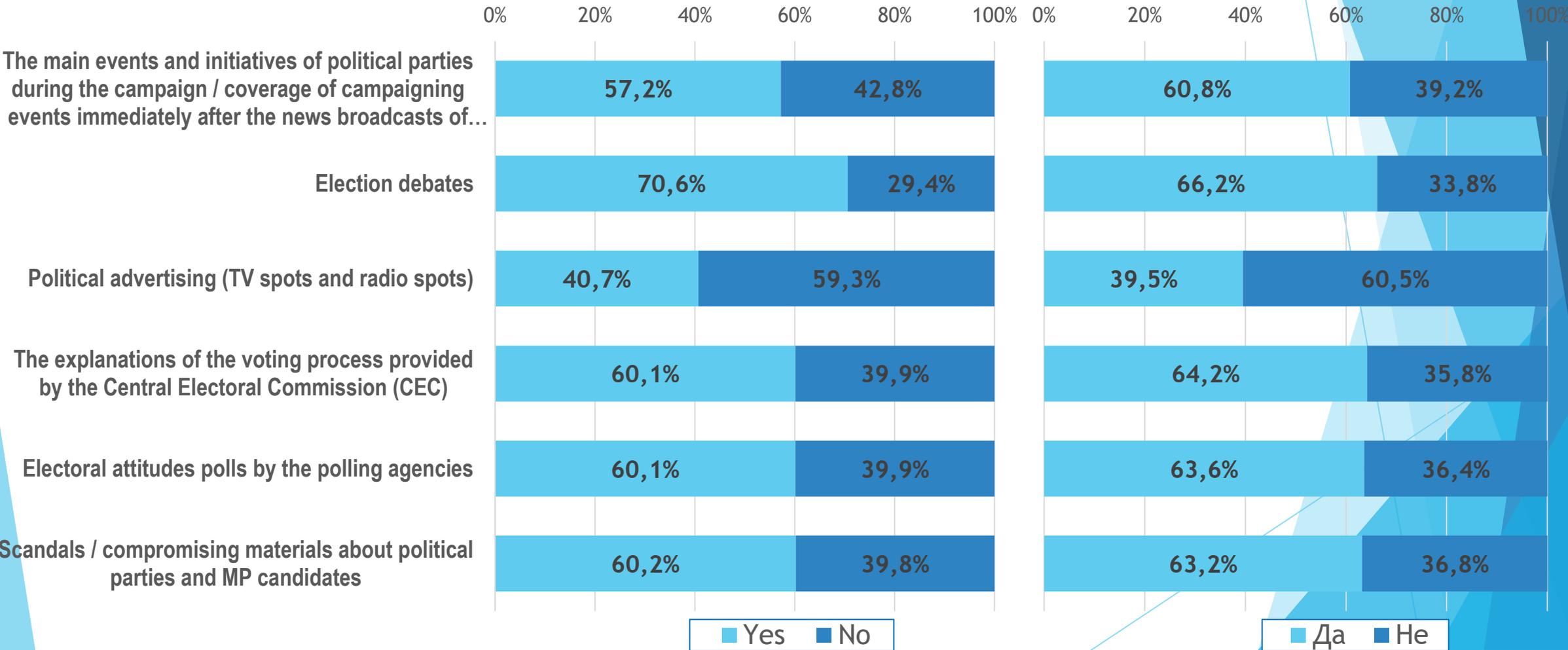


Timeliness

# Which of the following programmes of traditional media (radio and TV) do you watch regularly during the election campaign?

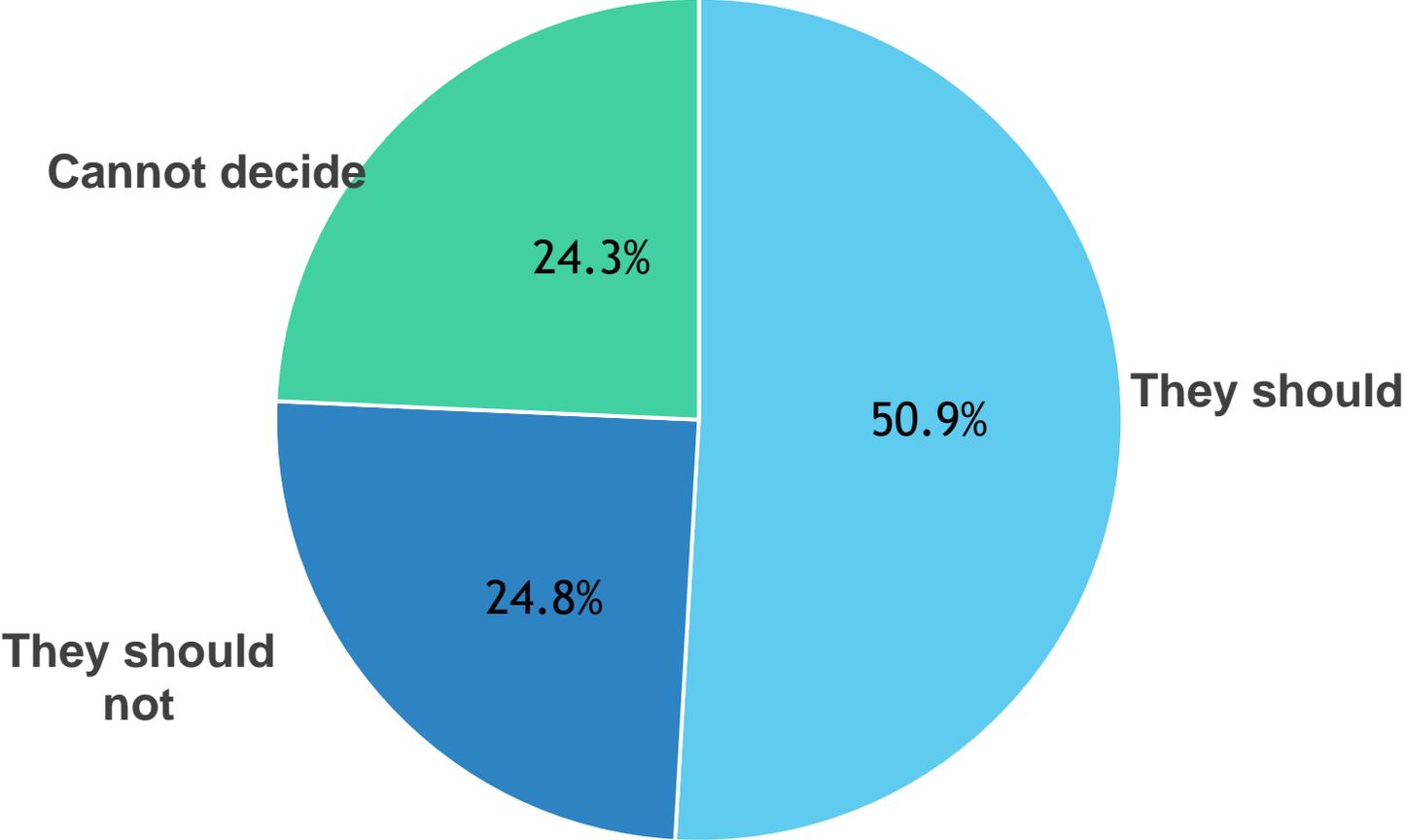
March 2021

July 2021



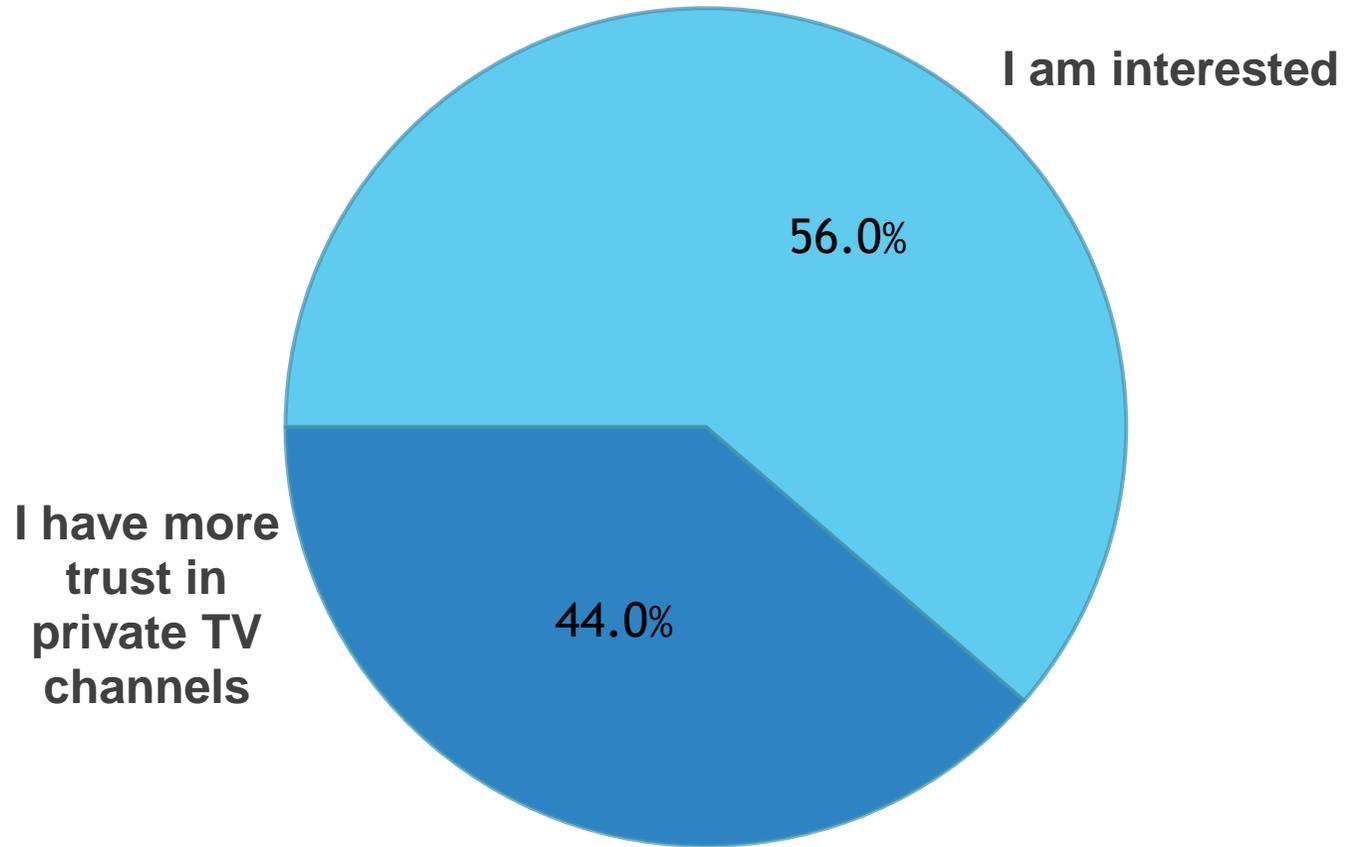
**In your opinion, should or should not mass media publish intermediate results from exit polls before the final/official conclusion of the election day?**

(The question was asked only in July. Only one answer is possible.)



**Are you interested in media information about intermediate results from exit polls before the end of the election day?**

(The question was asked only in July. Only one answer is possible.)



## Which media outlets do you check for information on intermediate election results before the end of the election day (based on exit polls)?

(The question was asked only in July. Maximum three answers are possible.)

NOVA TV	55.8%	Bulgarian Free Television (BSTV)	0.7%
bTV	51.2%	Dnevnik	0.7%
BNT	34.1%	Mediapool bg	0.7%
BNR	9.5%	PIK bg	0.7%
Social media (Facebook, Twitter, Instagram, etc.)	7.7%	24 chasa bg	0.7%
Websites	7.5%	Radio Vitosha	0.4%
EUROCOM	2.9%	BG Radio	0.4%
NEWS bg	2.9%	DNES bg	0.4%
7\8 TV	2.2%	Vesti bg	0.4%
BULGARIA ON AIR	1.5%	Radio Plovdiv	0.4%
DARIK RADIO BULGARIA	1.5%	NOVA NEWS	0.2%
ALPHA TV	1.3%	Radio N-Joy	0.2%
TV EVROPA	1.3%	Frognews	0.2%
Blitz bg	1.1%	STRUMA CO	0.2%
		Marica bg	0.2%
		Sliveninfo bg	0.2%
		I cannot name specific media	1.1%

**Thank you for the attention!**