

**Attitude towards  
Crisis, Government and Media  
in May 2010**

**Internet survey**

**May – June 2010**

# Methodology

Type

Quantitative survey

Method

Web Interview - CAWI  
(Computer Assisted Web Interview)  
Duration: 3 minutes

Sample

National study for Males and Females, Aged 18 – 64 y.o.

Sample size

173  
interviews

Fieldwork

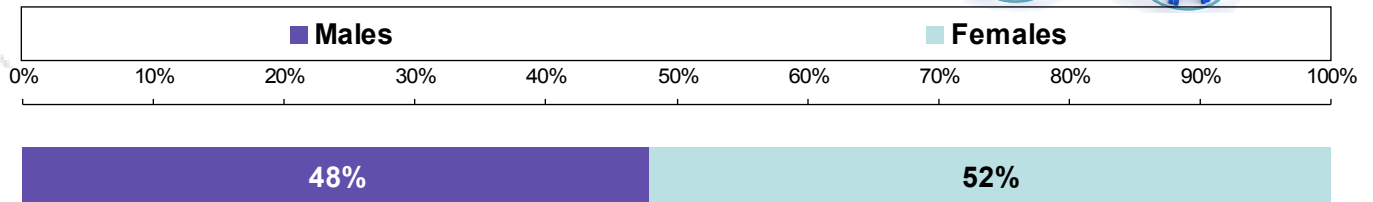
May 17- June 8th, 2010



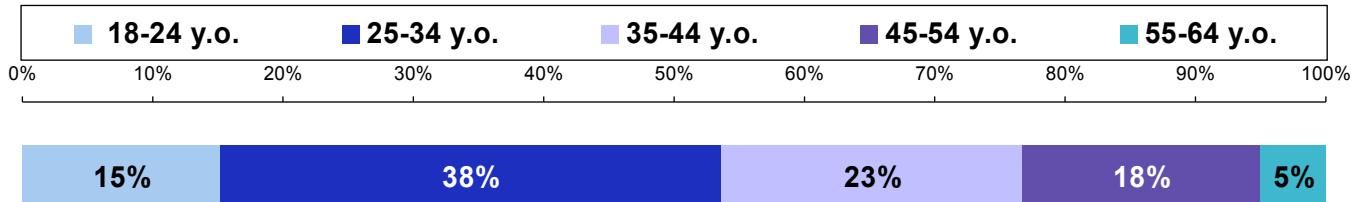
# Respondents Profile



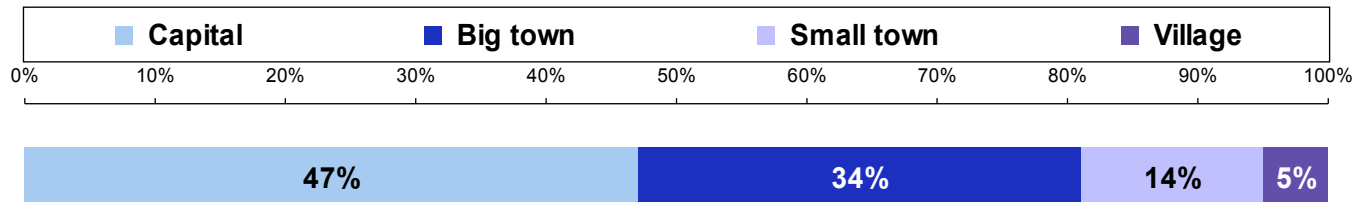
## Gender



## Age



## Settlement

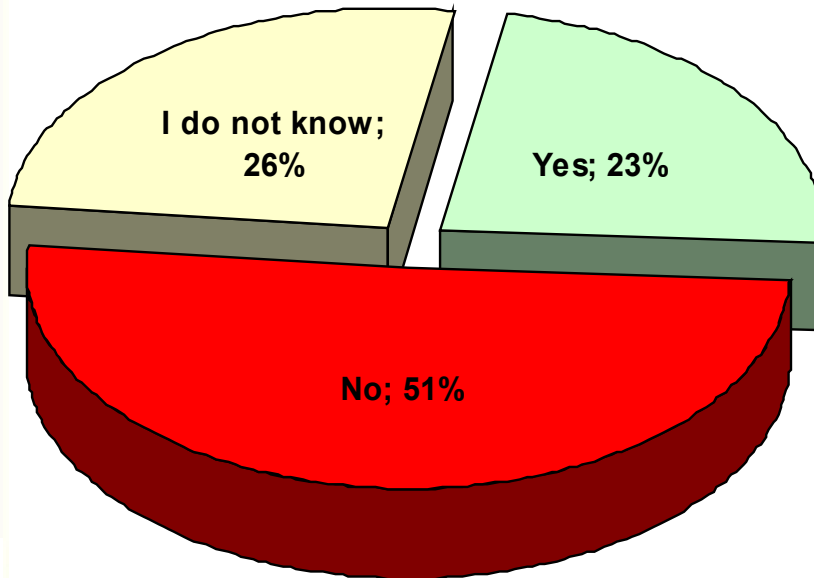


Base: All respondents 173 May 2010

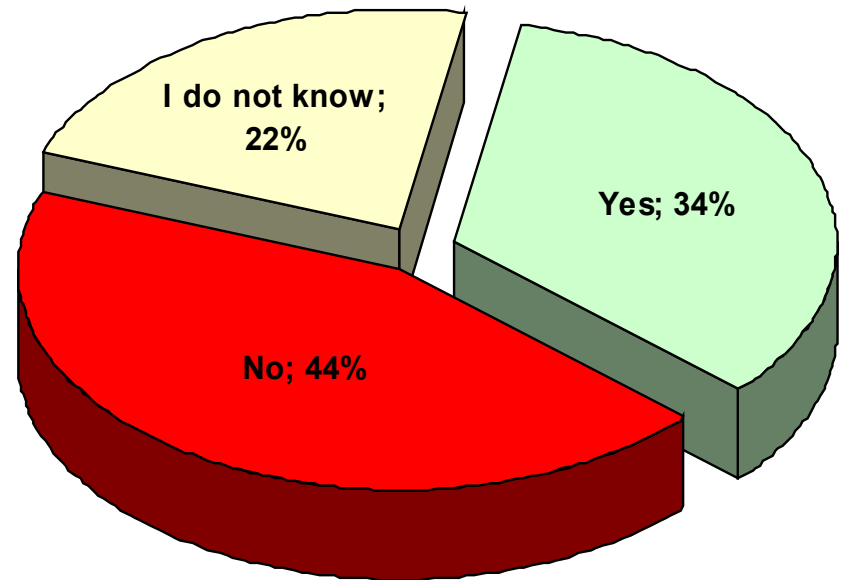
# Government



*Do you think that anti-crisis measures of the Government of Borisov will be effective?*

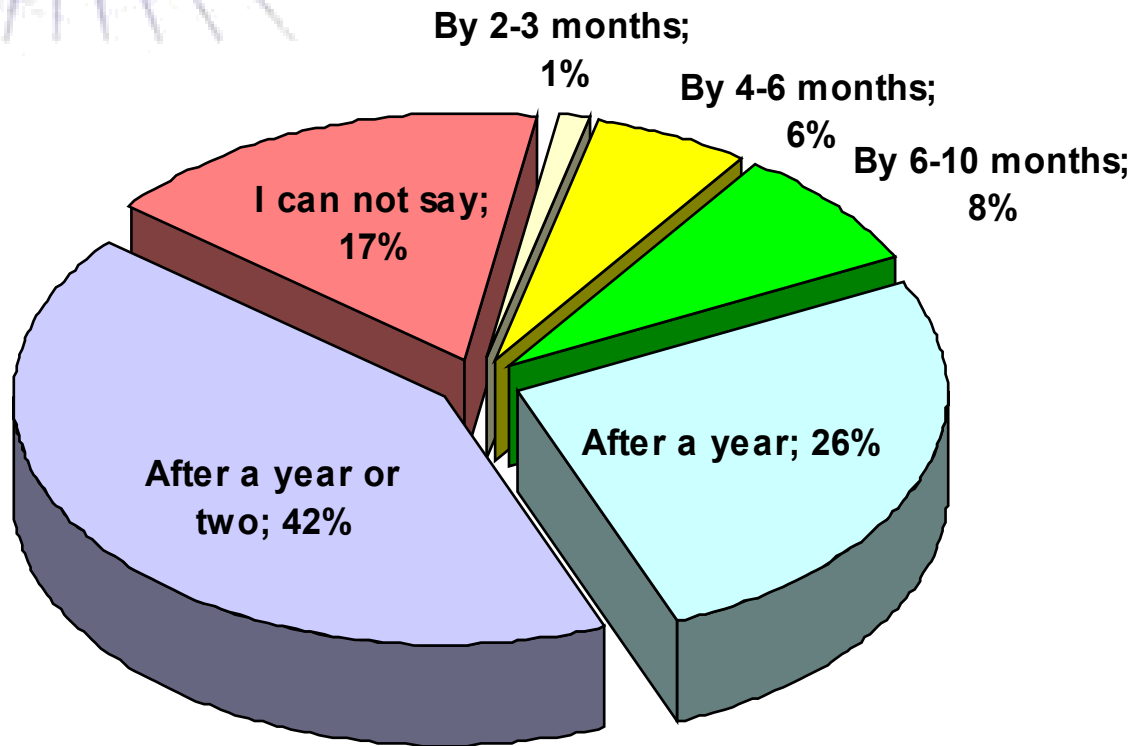


*Do you think that government of Borisov is managing the country properly?*



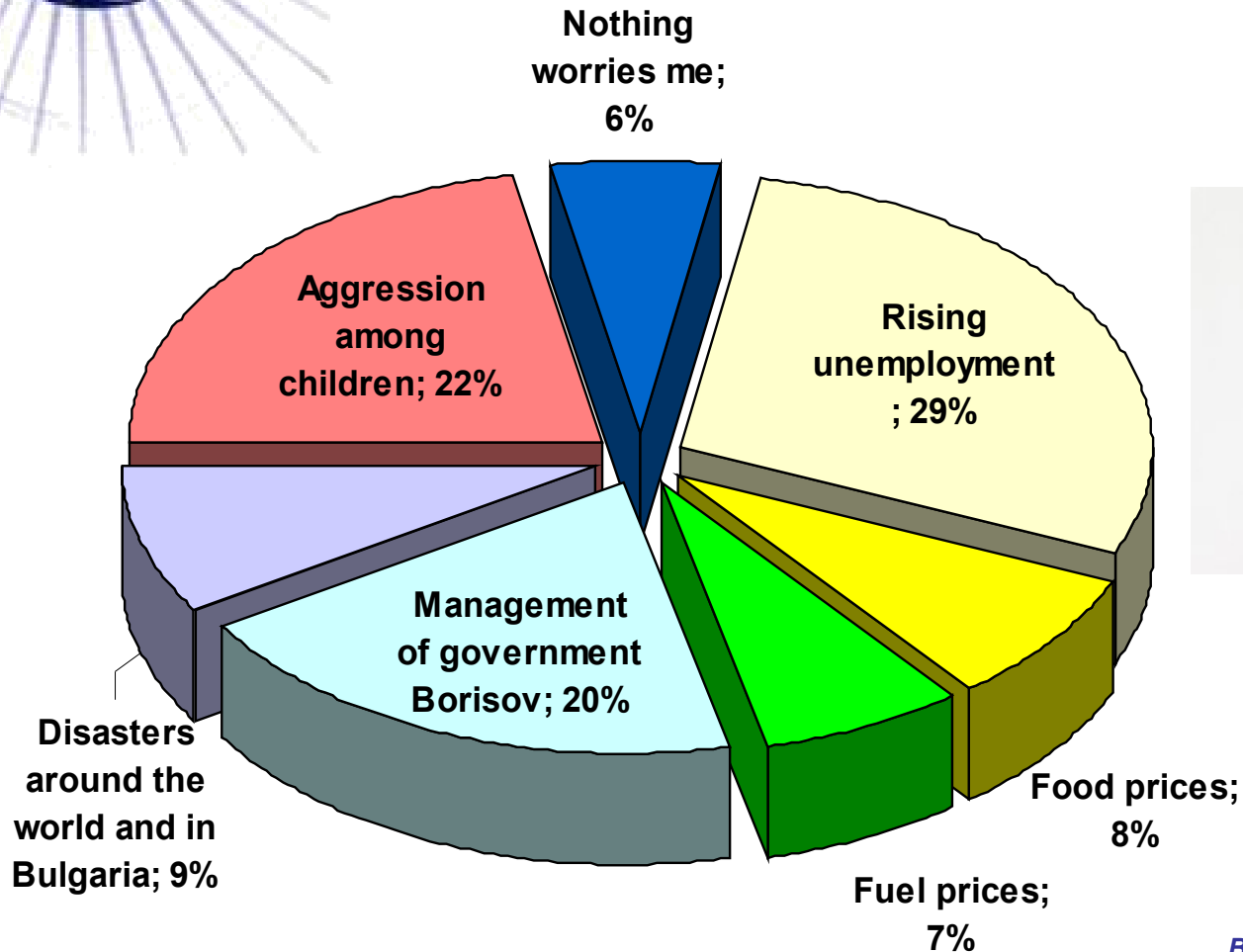
# Crisis END

*When the crisis will end and the business will be back to normal?*



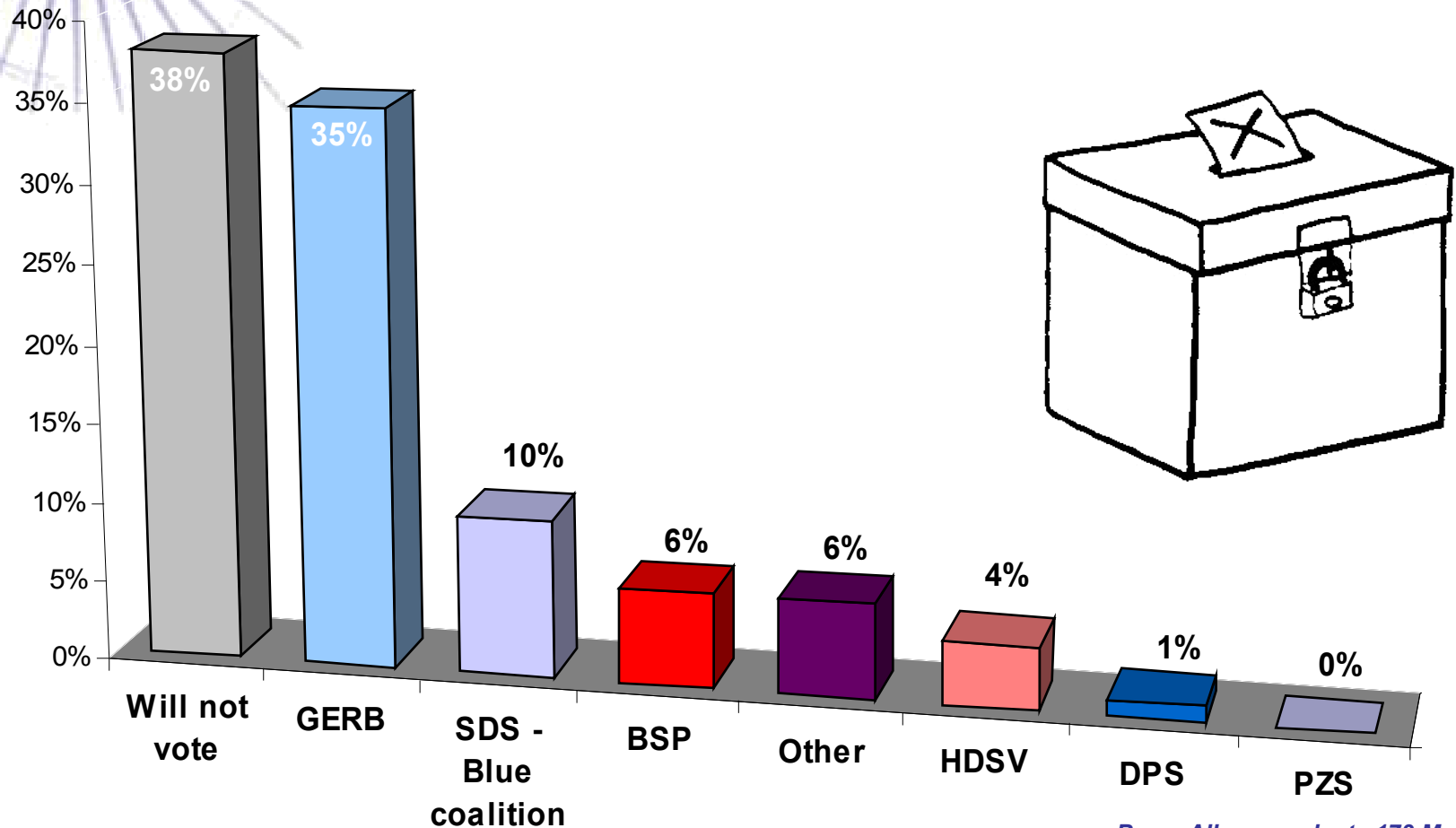
# Stress

*Which of the following things you are most worried about?*



# Elections

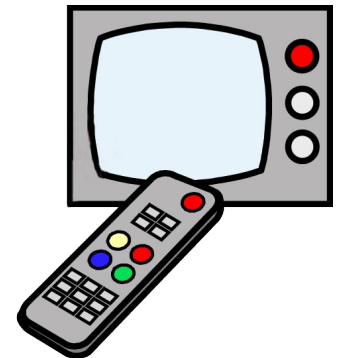
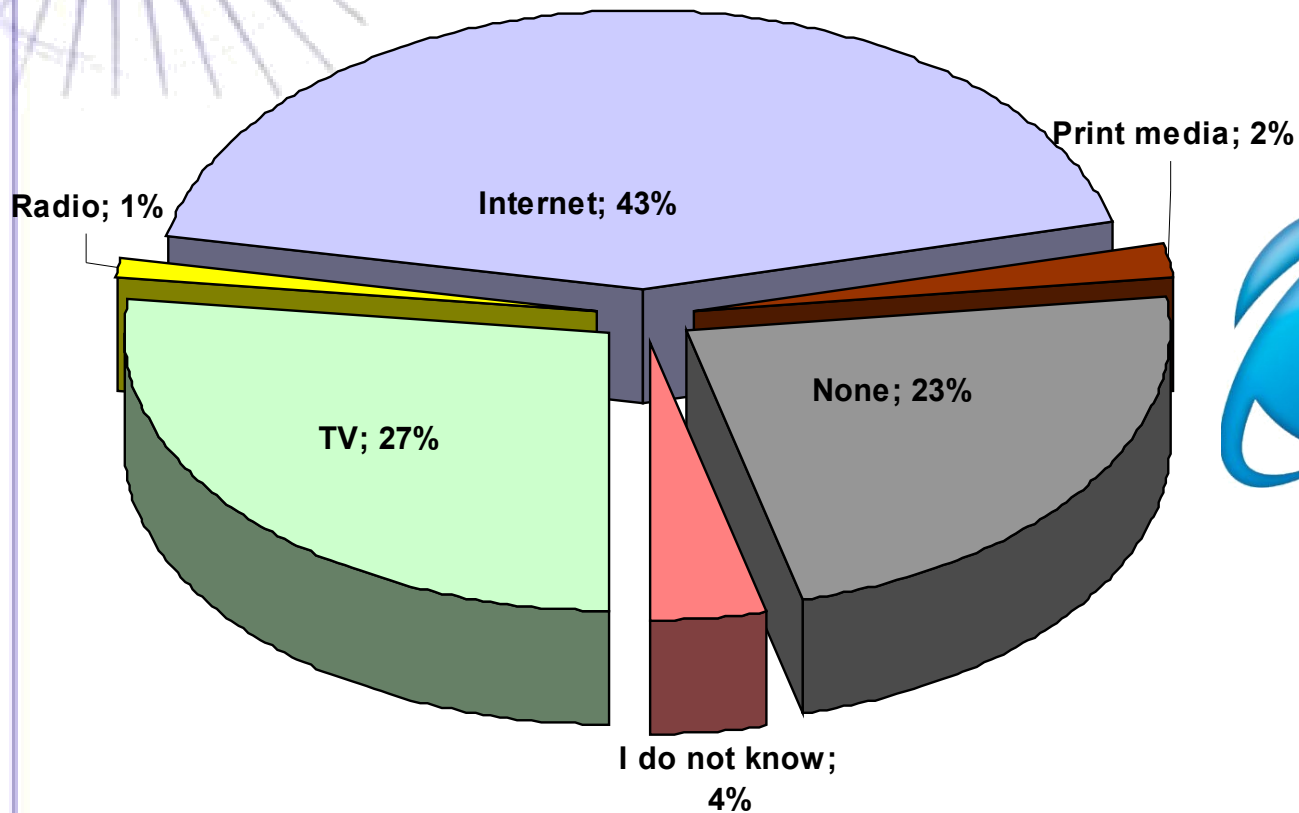
*If we had parliamentary elections on which party would you vote?*



Base: All respondents 173 May 2010

# Sources of information

*Which of the following sources of information is the most reliable?*



14%

45%

14%

# Satisfaction

21%

45%

12%

8%

21%

14%

12%

8%

14%

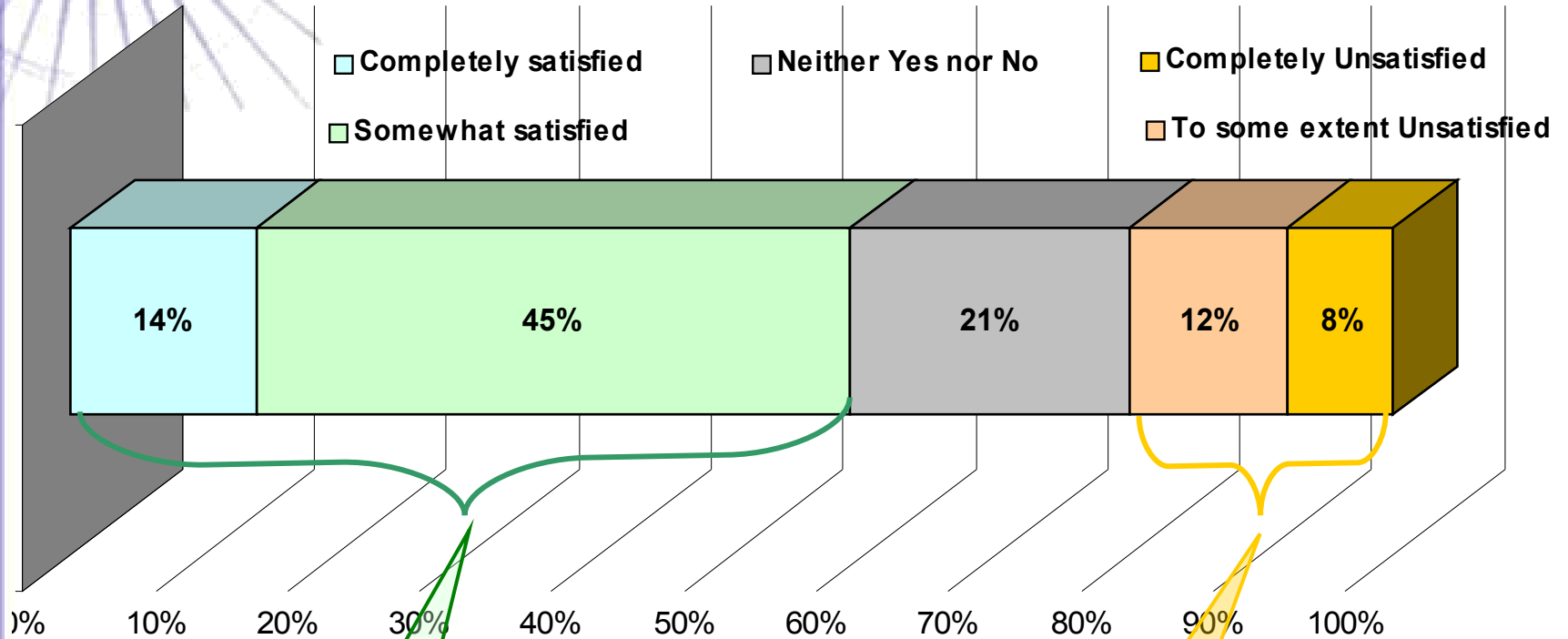
45%

21%

12%

8%

To what extent do you feel satisfied of YOUR live?



59%

Completely satisfied

Somewhat satisfied

Neither Yes nor No

20%

To some extent Unsatisfied

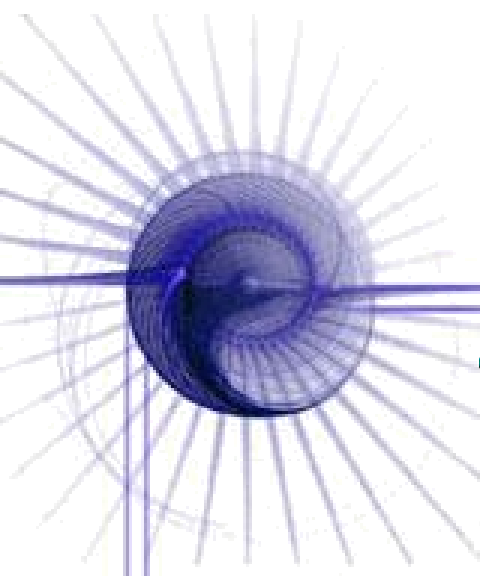
Completely Unsatisfied

# Summary

- Half of respondents think the government's anti-crisis measures will NOT be effective.
- Less than one quarter are those who think that anti-crisis measures will be working.
- 34% respondents who think that government manage the country properly.
- 15% of respondents agree that the country will overcome the crisis by 1 year, 26 % think they will need more than 1 year, and 42% give a period for two years or more years.
- Most worrying for Bulgaria are rising unemployment - 29% and aggression among children 22%. These two indicators are interconnected, the pressure on the parents and the helplessness of the people is a direct impact on children's behavior.



# Summary



● Trust in the print media is only 2% and 1% in radio. 23% do not believe in any kind of media. 27% believe the television, and 43% trust the Internet as the most free and independent source of information.

● 59% of people in Bulgaria feel satisfied with their lives. 20% are adamant that they are unsatisfied and 21% are neither satisfied nor unsatisfied.

● If there were elections 38% of people said they would not vote.

● 35 % would support government's party.

● In general people in Bulgaria are dominated by moderate pessimism. Optimists are small and not clear. People looking for a clear political vision for government, trustworthy sources of information, no doubt about manipulation on them.



## Contact us

### Marketing Solutions EOOD

Albena Tacheva

Sales and Client Service Director

mobile: 0887 46 49 94

0878 46 49 94

e-mail: [albena.tacheva@viacall.info](mailto:albena.tacheva@viacall.info)

[www.viacall.info](http://www.viacall.info)

Via Call  
effective Marketing  
Solutions