

public perception of false and distorted information covered by the media

Republic of Moldova

January 2016

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This report was developed by IMAS on the request of IJC within the **Media campaign against false and biased information**, conducted by the Association of Independent Press (API), Independent Journalism Center (IJC) and Association of Independent TV Journalists (ATVJI).

methodology

sample volume:

826 respondents, 18 years old and over;

sampling:

stratified, probabilistic, three-stage;

stratification criteria:

12 territorial regions, residential environment (urban-rural areas), size of urban (3 types) and rural areas;

degree of randomization:

settlement (156 selected settlements), household, person;

representativity:

the sample is representative for the adult population of the Republic of Moldova, excluding Transnistria;
the maximum sampling error is $\pm 3.5\%$;

interview:

by telephone, CATI, by 16 telephone operators of IMAS, in Romanian and Russian;

data collection period:

27 January – 01 February 2016

beneficiary:

Independent Journalism Center

imas

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sample structure

... social and demographic profile

variables	group	no. of persons	percent
sex	male	375	45.4
	female	451	54.6
age	18-29 years old	183	22.2
	30-44 years old	227	27.5
	45-59 years old	215	26.0
	over 60 years old	201	24.3
education	incomplete secondary education	75	9.1
	general or vocational school	185	22.4
	high school/post high school/college	347	42.0
	higher education	219	26.5
occupation	employed	332	40.2
	temporarily unemployed	126	15.3
	unemployed	365	44.2
	DK/NA	3	0.4
nationality	Moldovan/Romanian	706	85.5
	others (Russian, Ukrainian, etc.)	119	14.4
	DK/NA	1	0.1
type of area	municipality	192	23.2
	urban area > 14,000 inhabitants	102	12.3
	urban area < 14,000 inhabitants	48	5.8
	rural area	484	58.6
total		826	100.0

general climate

Only 8% of respondents stated that the media in Moldova exhibit, to a very large extent, a responsible behavior toward their audiences. The majority of respondents or 56% stated they were dissatisfied with the lack of responsibility of the national media.

One in ten respondents considered him/herself very informed; another five in ten respondents are quite satisfied in terms of perceived level of information.

Television is still the main source of social and political news in Moldova, with 65% of respondents citing it as the preferred source, followed by the Internet (websites) (24%), and the social networking sites and radio stations with 5% each. According to the study “Measuring the perceptions of sociopolitical news by the media audience in the Republic of Moldova”, realized in October 2015, information sources have their specific audiences. Television is preferred mostly by occupationally inactive people, aged over 45 years, with secondary and low levels of education. Young people, with higher levels of education, who are occupationally active, and live in municipalities show preference for getting information online.

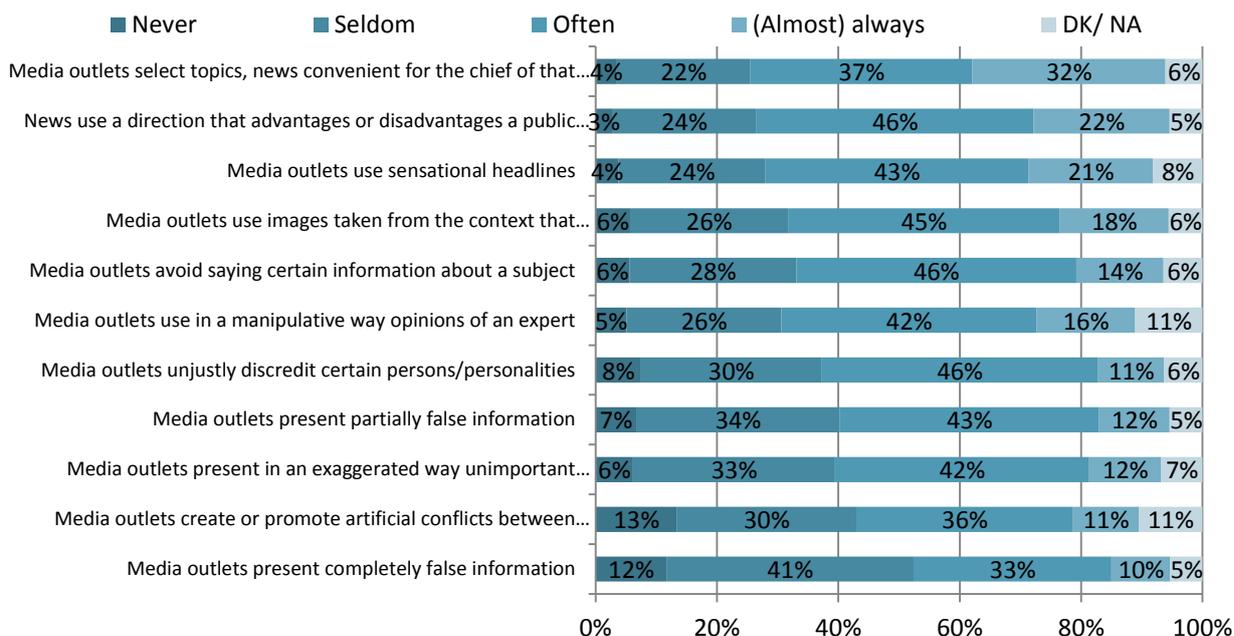
manipulation and its forms

Opinions are divided on self-perception of capacities and skills needed to determine whether a media material is manipulative or propagandistic, with 51% of the surveyed thinking that they would be able to deal with this is, while 47% feeling rather unprepared to face this phenomenon.

Respondents rated political debates on TV channels (46%) and TV news bulletins (44%) as susceptible to providing, to a large and very large extent, false information. Even online platforms Internet (web sites) - 29%, social networking sites - 26%, blogs - 24%) are perceived to provide, to a large extent, false information on social and political issues. Although the percentages are slightly lower, it should not be overlooked that more than a third of the respondents do not use online media platforms. When the responses are limited only to the users of online media, the results are similar to the perceptions of talk-shows and TV news bulletins. As such, formal and institutional sources of information do not enjoy much credibility, as respondents prefer discussions with family members or friends, as they consider these sources to be less (25%) affected by false information.

There are several ways in which information is manipulated in the media, including: dissemination of completely false information, provision of half-truths (lie by omission), exaggeration of some unimportant facts, citing a person inaccurately or partially, and so on. Only between 3% and 12% of respondents believe that such techniques or methods are never used.

Chart 1: Level of perceptions for different modalities of manipulation



The manipulation technique perceived as most often used by media outlets is "selection of topics, which are convenient for the chief of the institution", with 32% of respondents saying that this occurs (almost) always, and 37% saying this occurs often. 68% of respondents states that information manipulation happens almost and often to create a certain image of a politician or public person. 64% of respondents rated sensational headlines as used often in the media. A way often mentioned by respondents. Further "removal from context" is stated often and almost always by 63%, "lie by omission" - 60% and manipulative use of expert opinions - 58%. The less felt are news created to generate artificial conflicts between countries or nations, but here, the percentage is 47%.

More frequently, men aged 30-44 years old, with higher education levels and living in urban areas (especially in municipalities) are those who are more aware of perceiving manipulation techniques to a significantly large extent. This is because they are more interested in political information, follow it more often, and address it more critically than woman.

who manipulates Moldovans?

Nearly three quarters of respondents said they were familiar with the concept of manipulation, but the responses varied depending on demographics and other social factors. For example, the older or less educated a person was, the less likely was s/he to respond positively to knowing this term. Similar results apply to respondents who were unemployed and spent more time at home.

As illustrated in the table below, 18%-21% of respondents, while recognizing various forms of manipulation, stated that they did not know the term "manipulation". This leads to a conclusion that these respondents were not aware that these methods are, in fact, ways of manipulating information.

How rare or often do you consider that the following happen in the Moldovan media...?		Do you know the term of manipulation?			Total
		Yes	No	DK/NA	
Media outlets select topics, news convenient for the chief of that media outlet	Never	3%	1%	0%	4%
	Seldom/Often/Always	69%	21%	1%	90%
	DK/NA	3%	3%	0%	6%
News use a direction that advantages or disadvantages a public person or a politician	Never	2%	1%	0%	3%
	Seldom/Often/Always	69%	21%	1%	92%
	DK/NA	2%	3%	0%	5%
Media outlets use sensational headlines	Never	3%	1%	0%	4%

How rare or often do you consider that the following happen in the Moldovan media...?		Do you know the term of manipulation?			Total
		Yes	No	DK/NA	
	Seldom/Often/Always	67%	20%	1%	88%
	DK/NA	4%	4%	0%	8%
Media outlets use images taken from the context that misinforms people	Never	4%	2%	0%	6%
	Seldom/Often/Always	67%	21%	1%	89%
	DK/NA	3%	3%	0%	6%
Media outlets use in a manipulative way opinions of an expert	Never	3%	2%	0%	5%
	Seldom/Often/Always	65%	18%	1%	84%
	DK/NA	6%	6%	0%	11%
Media outlets present completely false information	Never	9%	2%	0%	12%
	Seldom/Often/Always	62%	20%	1%	83%
	DK/NA	2%	3%	0%	5%
Media outlets present partially false information	Never	4%	3%	0%	7%
	Seldom/Often/Always	67%	20%	1%	88%
	DK/NA	2%	3%	0%	5%
Media outlets present exaggerated way unimportant information	Never	4%	2%	0%	6%
	Seldom/Often/Always	67%	19%	1%	87%
	DK/NA	3%	4%	0%	7%
Media outlets avoid saying certain information about a subject	Never	4%	2%	0%	6%
	Seldom/Often/Always	67%	20%	1%	88%
	DK/NA	3%	3%	0%	6%
Media outlets unjustly discredit certain persons/personalities	Never	5%	2%	0%	8%
	Seldom/Often/Always	66%	19%	1%	86%
	DK/NA	2%	4%	0%	6%
Media outlets create or promote artificial conflicts between countries or nations	Never	11%	2%	0%	13%
	Seldom/Often/Always	57%	18%	1%	76%
	DK/NA	5%	5%	0%	11%
Total		74%	25%	1%	100%

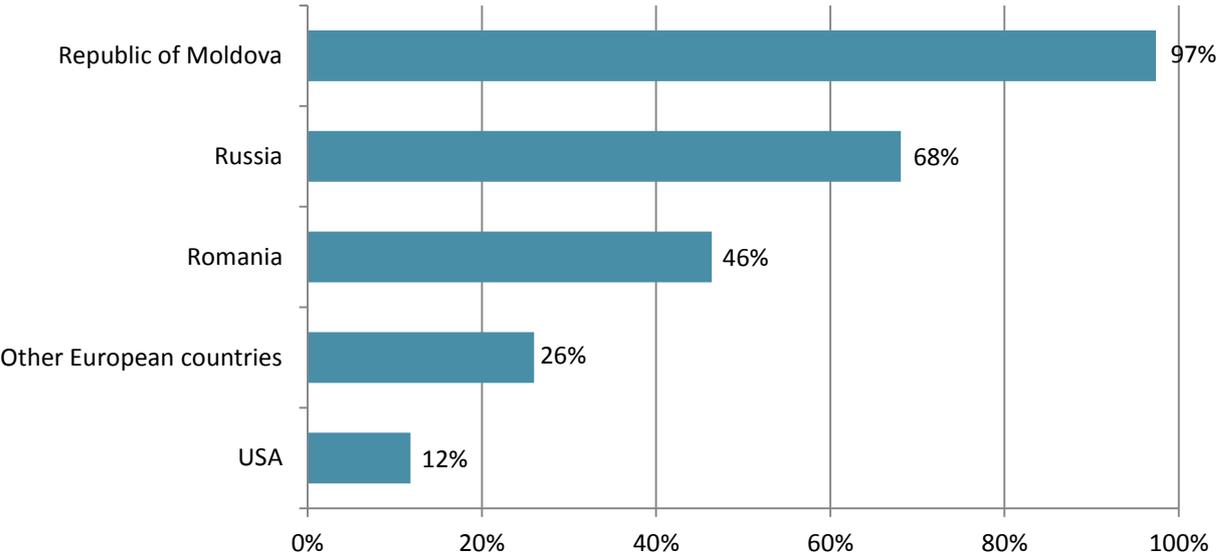
Among the respondents saying they knew the term “manipulation”, 10% feel manipulated by politicians (19% - always and 23% - often) and 23% feel manipulated by the media. Another institution, the church, is perceived by 5% and 6% respectively to be manipulative rather often, while close people (relatives, friends) or co-workers or colleges of faculty emerged as pillars of confidence (Q 10). The phenomenon of manipulation is significantly more often aware by those who have higher education, work and live in municipalities.

preferences of consumption of social and political news

About four in ten respondents (43%) spend up to one hour searching, reading or watching social and political news; about the same share of men (44%) believe that at least 2-3 hours are required for this activity, while another 9% need more than 3 hours a day.

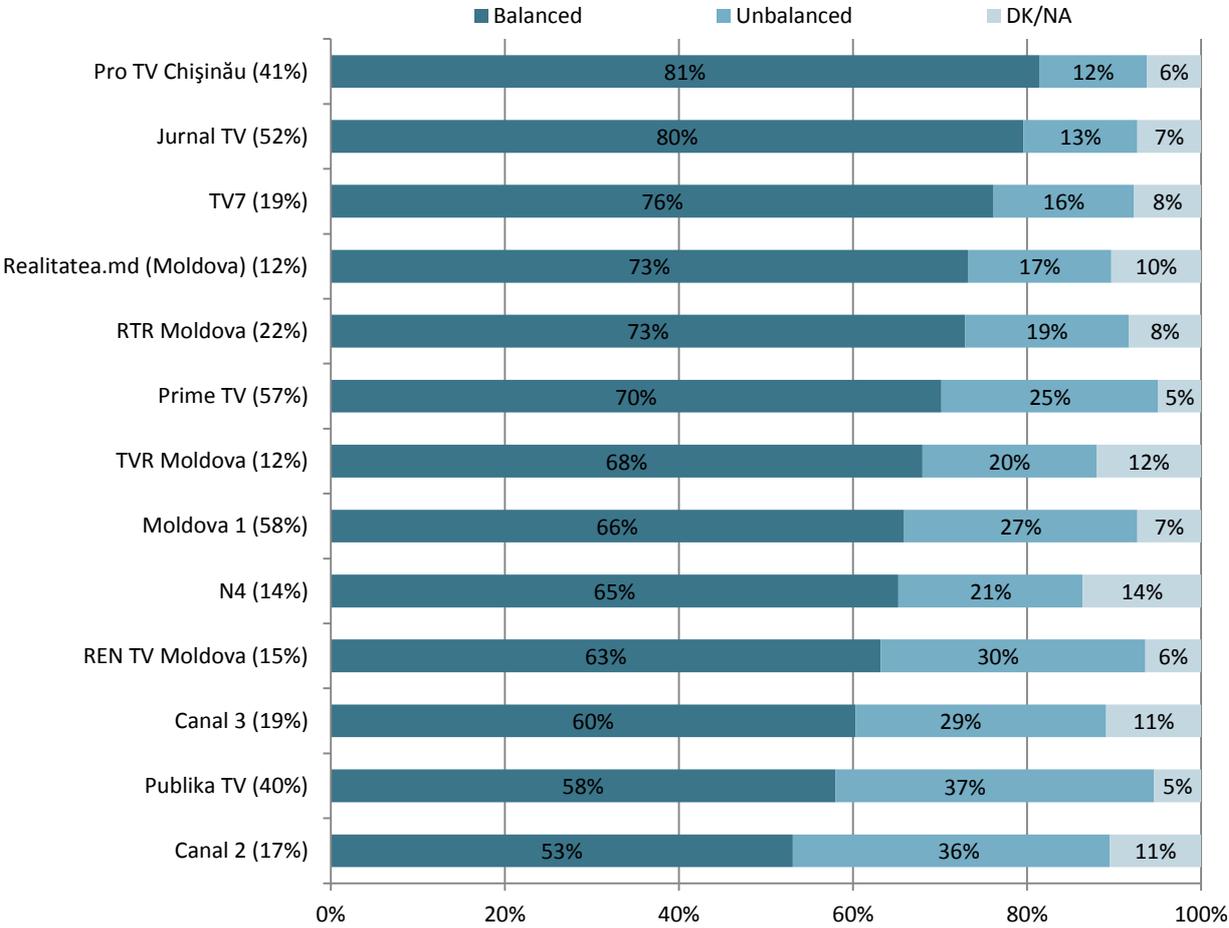
The interest in the Moldovan and Russian media reaches the highest rates - 97% and 68%, respectively - followed by the Romanian media (46%), the media of other European countries (26%), and the US media (12%). These rankings seem to reflect only the sphere of interests of the respondents rather than confidence level in the origins of these media; things are different when it comes to the credibility of media outlets from these countries. The ranking is reversed topped, with the credibility in the Moldovan media scoring lowest at 33% (4% very much confidence and 29% much confidence), the US media scoring 42%, the Russia media scoring 43%, the Romanian media scoring 54%, and the media of other European countries scoring 55%.

Chart 2. Level of interest for mass media from different countries



The data in the chart below illustrates why the Moldovan media do not enjoy higher levels of credibility. Even if the responses are limited to those who follow the news bulletins of a particular TV channel, there are significant shares of respondents among their viewers who believe that disseminated news is not balanced. The TV channels that are "critical of those in power", namely TV7, Jurnal TV and Pro TV Chişinău, fare best, with 76%- 81% of TV viewers considering their news are balanced. The TV channels "owned by those in power" (Vlad Plahotniuc), namely, Canal 3, Canal 2 and Publika TV, are ranked lower, with 29%-37% of TV viewers considering their news unbalanced.

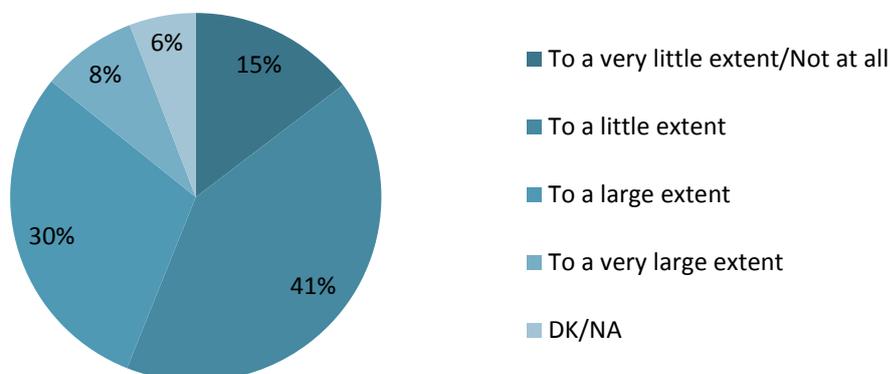
Chart 3. Percentage of those who use to watch news bulletins broadcast by every TV channel and perception of the balance of these news bulletins.



Note: The period leading to and following the survey has seen significant number of political changes and events. As such, public interest in news has been certainly higher like reactivity of the population. Several indicators from the survey could reach higher values than in other periods of time just under the impression and impact of the political news.

Q2 —

To what extent do you consider that the Moldovan media outlets are responsible to their public?

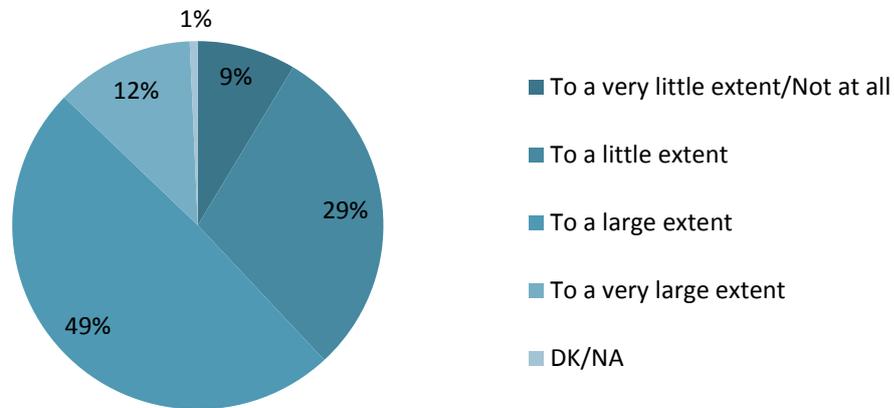


% in turn of the total sample, 826 respondents

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	17.6	44.0	24.5	9.6	4.3
	female	12.0	39.5	34.1	7.3	7.1
age	18-29 years old	15.8	41.0	32.2	7.7	3.3
	30-44 years old	13.7	43.6	29.1	11.9	1.8
	45-59 years old	16.7	43.3	25.6	7.0	7.4
	over 60 years old	11.9	37.8	32.8	6.5	10.9
education	incomplete secondary education	9.3	41.3	29.3	6.7	13.3
	general or vocational school	15.7	38.4	31.4	5.4	9.2
	high school/post high school/college	15.9	42.4	30.3	7.5	4.0
	higher education	13.2	42.9	27.9	12.8	3.2
occupation	employed	12.3	44.3	27.1	12.0	4.2
	temporarily unemployed	19.8	38.1	31.7	6.3	4.0
	unemployed	14.2	40.3	31.8	5.8	7.9
nationality	Moldovan/Romanian	14.4	42.5	28.8	8.9	5.4
	others (Russian, Ukrainian, etc.)	15.1	35.3	36.1	5.0	8.4
type of area	municipality	21.4	39.1	23.4	13.0	3.1
	urban area > 14,000 inhabitants	8.8	39.2	36.3	8.8	6.9
	urban area < 14,000 inhabitants	16.7	43.8	27.1	8.3	4.2
	rural area	12.8	42.8	31.2	6.4	6.8
total		14.5	41.5	29.8	8.4	5.8

Q3 —

How informed are you about what happens in general in Moldova?

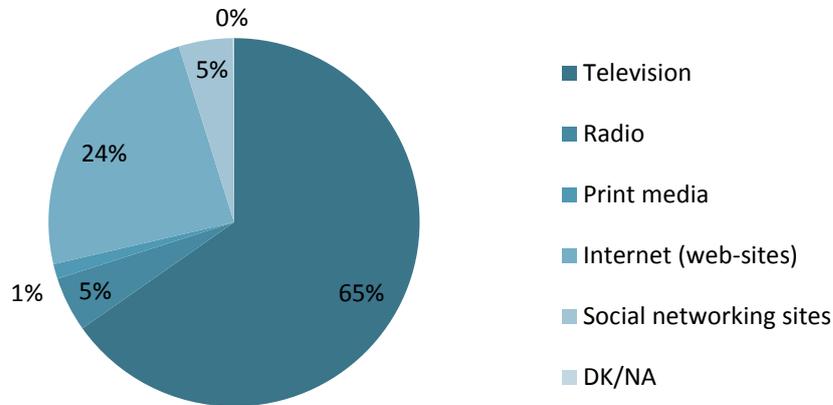


% in turn of the total sample, 826 respondents

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	8.0	25.6	50.7	15.2	0.5
	female	8.9	32.8	47.9	9.5	0.9
age	18-29 years old	14.2	29.5	45.9	9.8	0.5
	30-44 years old	7.0	32.6	49.3	11.0	0.0
	45-59 years old	8.4	27.0	48.8	14.9	0.9
	over 60 years old	5.0	28.9	52.2	12.4	1.5
education	incomplete secondary education general or vocational school	9.3	38.7	36.0	12.0	4.0
	high school/post high school/college	7.6	25.4	54.6	12.4	0.0
	higher education	8.9	28.5	49.0	12.7	0.9
occupation	employed	8.2	31.5	49.3	11.0	0.0
	temporarily unemployed	6.3	32.2	48.5	12.7	0.3
	unemployed	10.3	29.4	49.2	11.1	0.0
nationality	Moldovan/Romanian	9.6	27.1	49.9	12.1	1.4
	others (Russian, Ukrainian, etc.)	9.2	29.0	48.6	12.6	0.6
type of area	municipality	4.2	31.9	52.9	9.2	1.7
	urban area > 14,000 inhabitants	8.9	28.6	49.5	13.0	0.0
	urban area < 14,000 inhabitants	5.9	40.2	43.1	9.8	1.0
	rural area	8.3	41.7	35.4	12.5	2.1
total		8.5	29.5	49.2	12.1	0.7

Q4 —

When looking for social and political news, which media source do you prefer?

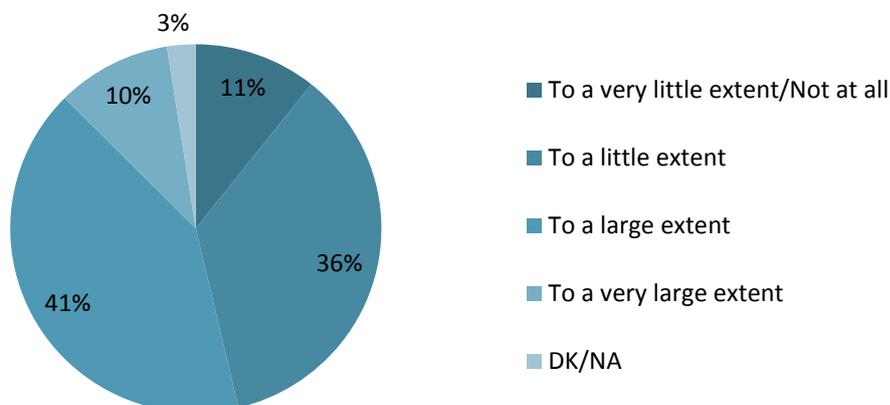


% in turn of the total sample, 826 respondents

variables	groups	Television	Radio	Print media	Internet (web sites)	Social networking sites	DK/NA
sex	male	62.4	4.0	1.1	27.7	4.5	0.3
	female	67.4	5.5	1.6	20.6	4.9	0.0
age	18-29 years old	32.8	1.1	0.5	52.5	13.1	0.0
	30-44 years old	65.2	1.8	0.4	29.1	3.5	0.0
	45-59 years old	77.7	4.7	2.8	11.6	2.8	0.5
	over 60 years old	81.1	11.9	1.5	5.0	0.5	0.0
education	incomplete secondary education	72.0	9.3	1.3	16.0	1.3	0.0
	general or vocational school	69.7	5.9	1.1	18.9	3.8	0.5
	high school/post high school/college	67.1	4.6	1.4	21.6	5.2	0.0
	higher education	55.7	2.7	1.4	34.2	5.9	0.0
occupation	employed	63.3	2.7	1.5	28.6	3.6	0.3
	temporarily unemployed	63.5	2.4	0.0	28.6	5.6	0.0
	unemployed	67.4	7.7	1.6	17.8	5.5	0.0
nationality	Moldovan/Romanian	65.4	5.0	1.0	23.5	5.0	0.1
	others (Russian, Ukrainian, etc.)	63.9	3.4	3.4	26.1	3.4	0.0
type of area	municipality	54.2	5.7	2.6	32.3	5.2	0.0
	urban area > 14,000 inhabitants	61.8	3.9	1.0	27.5	5.9	0.0
	urban area < 14,000 inhabitants	77.1	4.2	0.0	12.5	6.3	0.0
	rural area	69.0	4.8	1.0	20.9	4.1	0.2
total		65.1	4.8	1.3	23.8	4.7	0.1

Q5 —

To what extent do you consider you have the ability and skills required to decide when a material from the media is or not manipulative, propagandistic?



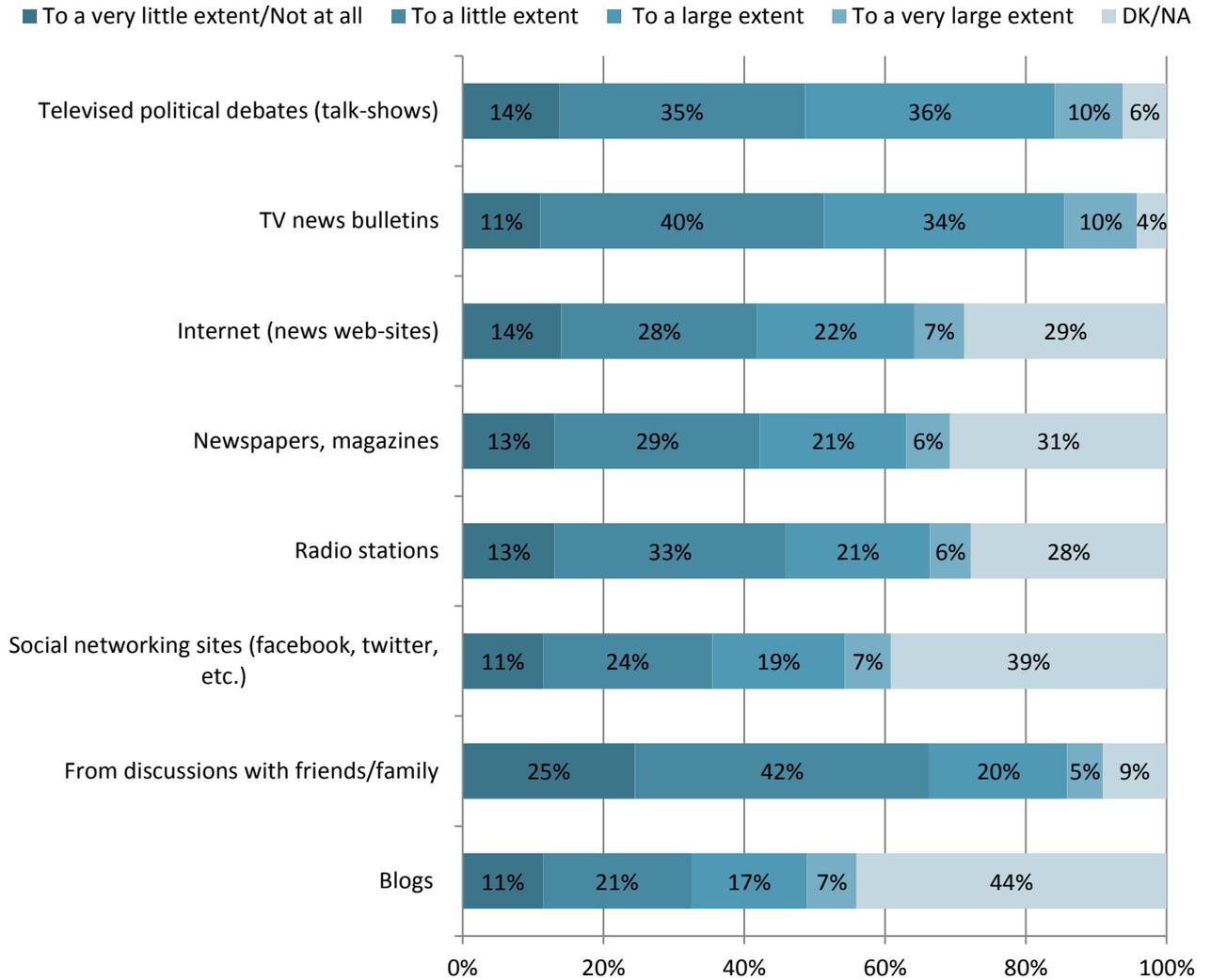
% in turn of the total sample, 826 respondents

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	10.9	32.3	42.4	12.0	2,4
	female	10.4	38.4	40.1	8.4	2,7
age	18-29 years old	11.5	31.7	44.8	9.8	2,2
	30-44 years old	11.5	37.9	38.8	11.0	0,9
	45-59 years old	9.8	35.3	42.8	8.8	3,3
	over 60 years old	10.0	36.8	38.8	10.4	4,0
education	incomplete secondary education general or vocational school	24.0	41.3	28.0	5.3	1,3
	high school/post high school/college	8.6	36.9	41.5	10.7	2,3
	higher education	6.4	33.3	45.7	13.7	0,9
occupation	employed	8.7	33.7	44.0	11.1	2,4
	temporarily unemployed	9.5	35.7	42.9	11.1	0,8
	unemployed	12.6	37.0	38.4	8.8	3,3
nationality	Moldovan/Romanian	10.2	36.4	40.7	10.1	2,7
	others (Russian, Ukrainian, etc.)	12.6	31.1	44.5	10.1	1,7
type of area	municipality	10.9	33.9	39.6	13.0	2,6
	urban area > 14,000 inhabitants	7.8	36.3	36.3	15.7	3,9
	urban area < 14,000 inhabitants	14.6	31.3	37.5	14.6	2,1
	rural area	10.7	36.6	43.2	7.2	2,3
total		10.7	35.6	41.2	10.0	2.5

Q6 —

To what extent do you consider that the social and political information from ... are false?

% of the total sample, 826 respondents



% in turn of the total sample, 826 respondents - TV news bulletins

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	8.5	40.8	37.1	11.2	2.4
	female	13.1	39.9	31.7	9.5	5.8
age	18-29 years old	12.0	42.6	32.2	10.4	2.7
	30-44 years old	12.3	40.1	37.0	7.9	2.6
	45-59 years old	10.7	40.9	34.0	11.2	3.3
	over 60 years old	9.0	37.8	32.8	11.9	8.5
education	incomplete secondary education	14.7	30.7	26.7	14.7	13.3
	general or vocational school	14.6	36.8	32.4	11.4	4.9
	high school/post high school/college	10.7	45.2	31.7	9.8	2.6
	higher education	7.3	38.8	42.0	8.7	3.2
occupation	employed	11.4	41.6	33.7	10.2	3.0
	temporarily unemployed	13.5	37.3	35.7	10.3	3.2
	unemployed	9.9	39.7	34.2	10.4	5.8
nationality	Moldovan/Romanian	10.6	38.8	35.6	10.9	4.1
	others (Russian, Ukrainian, etc.)	13.4	49.6	26.1	5.9	5.0
type of area	municipality	15.6	41.7	32.3	8.3	2.1
	urban area > 14,000 inhabitants	16.7	41.2	32.4	6.9	2.9
	urban area < 14,000 inhabitants	6.3	29.2	52.1	12.5	0.0
	rural area	8.5	40.7	33.5	11.6	5.8
total		11.0	40.3	34.1	10.3	4.2

% in turn of the total sample, 826 respondents - Televised political debates (talk-shows)

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	13.1	33.9	38.1	10.1	4.8
	female	14.2	35.9	33.3	9.3	7.3
age	18-29 years old	15.3	42.1	29.5	9.3	3.8
	30-44 years old	15.4	32.2	41.0	7.9	3.5
	45-59 years old	11.2	34.4	39.5	8.4	6.5
	over 60 years old	12.9	32.3	30.3	13.4	10.9
education	incomplete secondary education	12.0	29.3	29.3	10.7	18.7
	general or vocational school	14.1	30.3	36.8	9.2	9.7
	high school/post high school/college	17.3	34.6	33.7	10.7	3.7
	higher education	8.2	41.6	39.3	8.2	2.7
occupation	employed	13.3	34.9	38.6	9.6	3.6
	temporarily unemployed	17.5	33.3	35.7	8.7	4.8
	unemployed	12.6	35.3	32.9	10.1	9.0
nationality	Moldovan/Romanian	14.7	33.0	37.0	9.3	5.9
	others (Russian, Ukrainian, etc.)	7.6	47.1	26.9	10.9	7.6
type of area	municipality	16.7	40.6	34.9	4.7	3.1
	urban area > 14,000 inhabitants	14.7	30.4	41.2	7.8	5.9
	urban area < 14,000 inhabitants	10.4	37.5	35.4	12.5	4.2
	rural area	12.6	33.5	34.5	11.8	7.6
total		13.7	35.0	35.5	9.7	6.2

% in turn of the total sample, 826 respondents - Radio stations

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	11.5	32.8	23.7	7.2	24.8
	female	14.4	32.8	17.7	4.7	30.4
age	18-29 years old	13.7	33.9	26.2	6.0	20.2
	30-44 years old	13.7	33.5	21.6	4.0	27.3
	45-59 years old	10.7	33.5	18.1	6.5	31.2
	over 60 years old	14.4	30.3	16.4	7.0	31.8
education	incomplete secondary education	14.7	36.0	9.3	10.7	29.3
	general or vocational school	16.8	29.2	19.5	4.9	29.7
	high school/post high school/college	13.5	38.0	19.0	5.8	23.6
	higher education	8.7	26.5	27.4	5.0	32.4
occupation	employed	9.9	31.3	23.2	6.0	29.5
	temporarily unemployed	15.9	33.3	17.5	2.4	31.0
	unemployed	15.1	33.4	19.2	6.8	25.5
nationality	Moldovan/Romanian	14.2	32.0	21.0	5.5	27.3
	others (Russian, Ukrainian, etc.)	6.7	37.8	16.8	7.6	31.1
type of area	municipality	16.7	29.7	25.5	3.1	25.0
	urban area > 14,000 inhabitants	10.8	42.2	9.8	2.9	34.3
	urban area < 14,000 inhabitants	10.4	29.2	29.2	8.3	22.9
	rural area	12.4	32.4	19.8	7.2	28.1
total		13.1	32.8	20.5	5.8	27.8

% in turn of the total sample, 826 respondents - Newspapers, magazines

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	13.9	24.8	21.3	7.5	32.5
	female	12.4	32.8	20.4	5.1	29.3
age	18-29 years old	11.5	33.3	25.7	6.0	23.5
	30-44 years old	13.7	30.8	26.9	5.7	22.9
	45-59 years old	11.6	27.9	15.3	7.4	37.7
	over 60 years old	15.4	24.9	15.4	5.5	38.8
education	incomplete secondary education	10.7	24.0	8.0	12.0	45.3
	general or vocational school	14.1	20.5	21.1	5.9	38.4
	high school/post high school/college	15.9	32.6	17.6	5.2	28.8
	higher education	8.7	32.9	30.1	5.9	22.4
occupation	employed	12.0	31.6	24.1	5.7	26.5
	temporarily unemployed	15.1	29.4	18.3	4.8	32.5
	unemployed	13.4	26.6	18.6	7.1	34.2
nationality	Moldovan/Romanian	14.2	27.8	21.4	6.2	30.5
	others (Russian, Ukrainian, etc.)	6.7	37.8	16.8	5.9	32.8
type of area	municipality	15.1	31.8	26.6	2.6	24.0
	urban area > 14,000 inhabitants	11.8	32.4	15.7	3.9	36.3
	urban area < 14,000 inhabitants	8.3	25.0	35.4	8.3	22.9
	rural area	13.0	27.9	18.2	7.9	33.1
total		13.1	29.2	20.8	6.2	30.8

% in turn of the total sample, 826 respondents - Internet (news web-sites)

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	15.2	27.2	25.3	8.5	23.7
	female	13.1	28.4	19.7	6.0	32.8
age	18-29 years old	13.1	43.7	26.8	11.5	4.9
	30-44 years old	16.7	32.2	29.1	6.6	15.4
	45-59 years old	13.0	25.1	22.3	6.0	33.5
	over 60 years old	12.9	11.4	10.4	5.0	60.2
education	incomplete secondary education	13.3	25.3	5.3	9.3	46.7
	general or vocational school	12.4	19.5	24.9	6.5	36.8
	high school/post high school/college	17.0	27.1	20.5	7.2	28.2
	higher education	11.0	37.0	28.8	6.8	16.4
occupation	employed	13.3	31.6	27.4	6.6	21.1
	temporarily unemployed	19.8	29.4	21.4	7.1	22.2
	unemployed	12.9	23.6	17.8	7.7	38.1
nationality	Moldovan/Romanian	14.3	28.3	23.1	7.5	26.8
	others (Russian, Ukrainian, etc.)	11.8	25.2	17.6	5.0	40.3
type of area	municipality	16.7	37.0	29.2	5.2	12.0
	urban area > 14,000 inhabitants	9.8	29.4	28.4	3.9	28.4
	urban area < 14,000 inhabitants	10.4	25.0	33.3	6.3	25.0
	rural area	14.3	24.2	17.1	8.7	35.7
total		14.0	27.8	22.3	7.1	28.7

% in turn of the total sample, 826 respondents - Blogs

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	13.3	21.1	18.1	7.7	39.7
	female	9.8	21.1	15.1	6.4	47.7
age	18-29 years old	10.9	35.5	24.0	10.4	19.1
	30-44 years old	11.5	27.3	20.7	8.4	32.2
	45-59 years old	11.6	15.8	14.0	5.1	53.5
	over 60 years old	11.4	6.5	7.5	4.5	70.1
education	incomplete secondary education	10.7	14.7	10.7	8.0	56.0
	general or vocational school	9.7	15.1	14.6	5.9	54.6
	high school/post high school/college	13.8	23.6	13.0	6.3	43.2
	higher education	9.1	24.2	25.6	8.7	32.4
occupation	employed	9.6	24.7	19.0	7.8	38.9
	temporarily unemployed	15.9	23.8	15.1	6.3	38.9
	unemployed	11.5	16.7	14.5	6.3	51.0
nationality	Moldovan/Romanian	12.0	22.1	16.7	7.5	41.6
	others (Russian, Ukrainian, etc.)	7.6	15.1	15.1	3.4	58.8
type of area	municipality	17.2	27.6	18.8	6.8	29.7
	urban area > 14,000 inhabitants	4.9	22.5	16.7	7.8	48.0
	urban area < 14,000 inhabitants	6.3	22.9	22.9	6.3	41.7
	rural area	11.0	18.0	14.9	7.0	49.2
total		11.4	21.1	16.5	7.0	44.1

% in turn of the total sample, 826 respondents - Social networking sites (facebook, twitter etc.)

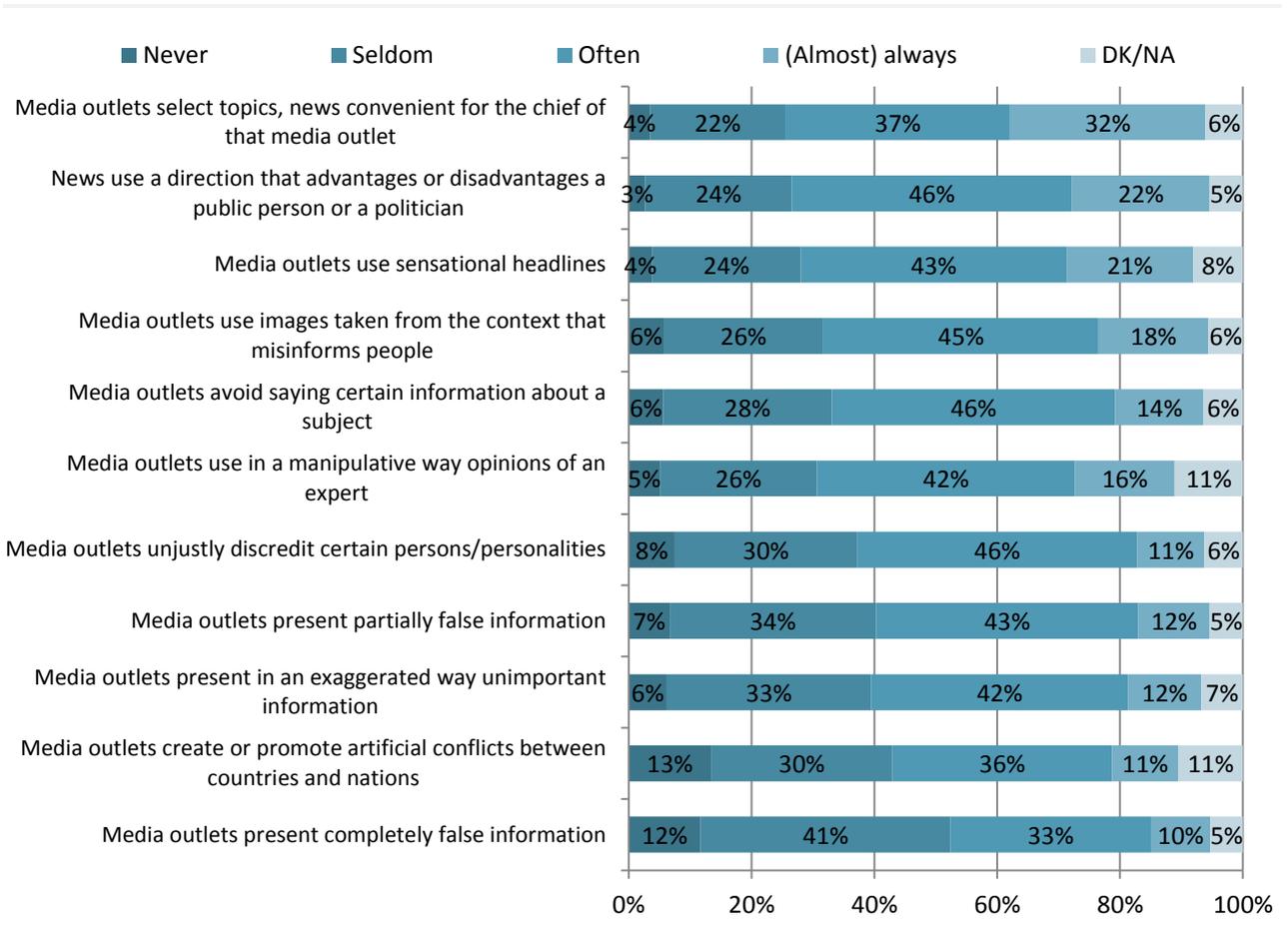
variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	12.0	25.1	20.8	7.5	34.7
	female	10.9	23.3	17.1	5.8	43.0
age	18-29 years old	9.3	37.2	34.4	9.8	9.3
	30-44 years old	13.2	31.7	20.7	7.0	27.3
	45-59 years old	10.7	19.1	14.0	5.1	51.2
	over 60 years old	11.9	9.0	7.5	4.5	67.2
education	incomplete secondary education	9.3	18.7	10.7	8.0	53.3
	general or vocational school	10.3	17.3	15.7	7.0	49.7
	high school/post high school/college	14.1	25.1	16.1	6.6	38.0
	higher education	8.7	30.1	28.3	5.5	27.4
occupation	employed	9.0	28.6	23.5	6.0	32.8
	temporarily unemployed	18.3	23.0	17.5	6.3	34.9
	unemployed	11.2	20.0	15.1	6.8	46.8
nationality	Moldovan/Romanian	11.9	24.6	19.5	6.8	37.1
	others (Russian, Ukrainian, etc.)	8.4	20.2	14.3	5.0	52.1
type of area	municipality	15.6	33.9	21.4	6.8	22.4
	urban area > 14,000 inhabitants	6.9	30.4	21.6	3.9	37.3
	urban area < 14,000 inhabitants	6.3	22.9	27.1	6.3	37.5
	rural area	11.2	19.0	16.3	7.0	46.5
total		11.4	24.1	18.8	6.5	39.2

% in turn of the total sample, 826 respondents – From discussions with friends/family

variables	groups	To a very little extent / Not at all	To a little extent	To a large extent	To a very large extent	DK/NA
sex	male	29.1	41.1	17.6	5.3	6.9
	female	20.6	42.6	21.3	4.7	10.9
age	18-29 years old	23.0	43.7	21.3	6.6	5.5
	30-44 years old	31.3	43.2	15.4	4.8	5.3
	45-59 years old	21.4	41.4	25.1	3.7	8.4
	over 60 years old	21.4	39.3	16.9	5.0	17.4
education	incomplete secondary education	21.3	45.3	12.0	5.3	16.0
	general or vocational school	27.6	40.0	17.8	3.8	10.8
	high school/post high school/college	23.1	41.2	21.3	6.9	7.5
	higher education	25.1	43.4	21.0	2.7	7.8
occupation	employed	28.0	41.9	19.3	4.2	6.6
	temporarily unemployed	28.6	48.4	12.7	4.8	5.6
	unemployed	20.0	39.5	22.2	5.8	12.6
nationality	Moldovan/Romanian	23.9	40.7	21.5	5.0	8.9
	others (Russian, Ukrainian, etc.)	27.7	49.6	8.4	4.2	10.1
type of area	municipality	32.3	43.8	15.1	3.1	5.7
	urban area > 14.000 inhabitants	18.6	45.1	26.5	3.9	5.9
	urban area < 14.000 inhabitants	20.8	29.2	37.5	8.3	4.2
	rural area	22.9	41.7	18.2	5.6	11.6
total		24.5	41.9	19.6	5.0	9.1

Q7 —

How seldom or often do you consider that the following occur in the Moldovan media...?



% in turn of the total sample, 826 respondents - Media outlets select topics, news convenient for the chief of that media outlet

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	2.9	20.5	39.5	33.3	3.7
	female	4.0	23.3	34.1	30.6	8.0
age	18-29 years old	4.4	22.4	39.3	30.6	3.3
	30-44 years old	2.2	18.5	43.2	32.6	3.5
	45-59 years old	4.2	20.9	38.6	31.2	5.1
	over 60 years old	3.5	26.9	24.4	32.8	12.4
education	incomplete secondary education	4.0	18.7	30.7	33.3	13.3
	general or vocational school	3.8	28.6	34.1	24.9	8.6
	high school/post high school/college	4.9	23.6	37.5	29.4	4.6
	higher education	0.9	15.1	39.3	41.1	3.7
occupation	employed	3.6	15.7	41.3	35.5	3.9
	temporarily unemployed	5.6	25.4	38.1	28.6	2.4
	unemployed	2.7	26.6	31.5	29.9	9.3
nationality	Moldovan/Romanian	4.0	21.2	37.3	31.9	5.7
	others (Russian, Ukrainian, etc.)	0.8	26.9	32.8	31.9	7.6
type of area	municipality	4.2	24.0	41.1	27.6	3.1
	urban area > 14,000 inhabitants	4.9	24.5	38.2	24.5	7.8
	urban area < 14,000 inhabitants	2.1	31.3	41.7	22.9	2.1
	rural area	3.1	19.8	33.9	36.0	7.2
total		3.5	22.0	36.6	31.8	6.1

% in turn of the total sample, 826 respondents - News use a direction that advantages or disadvantages a public person or a politician

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	1.9	21.9	47.2	25.9	3.2
	female	3.3	25.5	44.3	19.5	7.3
age	18-29 years old	3.3	19.7	56.3	16.9	3.8
	30-44 years old	2.6	22.0	48.0	24.2	3.1
	45-59 years old	1.4	29.3	40.9	24.2	4.2
	over 60 years old	3.5	23.9	38.3	23.4	10.9
education	incomplete secondary education	4.0	26.7	42.7	17.3	9.3
	general or vocational school	4.9	25.9	42.7	18.4	8.1
	high school/post high school/college	2.0	25.6	46.1	21.6	4.6
	higher education	1.4	18.3	48.4	28.8	3.2
occupation	employed	2.1	20.8	48.5	25.0	3.6
	temporarily unemployed	3.2	27.8	45.2	19.0	4.8
	unemployed	2.7	25.5	43.0	21.4	7.4
nationality	Moldovan/Romanian	2.7	23.8	46.7	22.1	4.7
	others (Russian, Ukrainian, etc.)	2.5	23.5	39.5	24.4	10.1
type of area	municipality	4.7	22.4	47.9	22.4	2.6
	urban area > 14,000 inhabitants	2.9	27.5	45.1	18.6	5.9
	urban area < 14,000 inhabitants	0.0	22.9	54.2	16.7	6.3
	rural area	2.1	23.8	44.0	23.8	6.4
total		2.7	23.8	45.6	22.4	5.4

% in turn of the total sample, 826 respondents - Media outlets use sensational headlines

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	2.4	21.3	48.8	22.1	5.3
	female	4.9	26.6	38.8	19.3	10.4
age	18-29 years old	2.2	20.2	46.4	25.1	6.0
	30-44 years old	4.8	22.0	46.7	22.5	4.0
	45-59 years old	3.7	25.1	45.1	18.6	7.4
	over 60 years old	4.0	29.4	34.8	16.4	15.4
education	incomplete secondary education	5.3	24.0	33.3	18.7	18.7
	general or vocational school	4.9	29.7	44.9	10.8	9.7
	high school/post high school/college	4.6	26.5	42.9	19.9	6.1
	higher education	0.9	16.0	46.1	30.6	6.4
occupation	employed	3.0	18.4	49.1	23.2	6.3
	temporarily unemployed	5.6	33.3	37.3	19.8	4.0
	unemployed	3.8	26.6	40.3	18.1	11.2
nationality	Moldovan/Romanian	3.8	24.2	43.6	20.7	7.6
	others (Russian, Ukrainian, etc.)	3.4	24.4	41.2	20.2	10.9
type of area	municipality	6.3	18.2	42.7	29.2	3.6
	urban area > 14.000 inhabitants	4.9	20.6	48.0	13.7	12.7
	urban area < 14.000 inhabitants	2.1	25.0	45.8	20.8	6.3
	rural area	2.7	27.3	42.4	18.6	9.1
total		3.8	24.2	43.3	20.6	8.1

% in turn of the total sample, 826 respondents - Media outlets use images taken from the context that misinforms people

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	4.5	26.1	46.1	18.7	4.5
	female	6.7	25.9	43.7	17.3	6.4
age	18-29 years old	4.4	28.4	45.9	18.0	3.3
	30-44 years old	4.8	27.3	49.8	13.7	4.4
	45-59 years old	6.5	24.2	44.7	19.1	5.6
	over 60 years old	7.0	24.4	38.3	21.4	9.0
education	incomplete secondary education	8.0	26.7	34.7	20.0	10.7
	general or vocational school	5.9	29.2	40.0	14.6	10.3
	high school/post high school/college	6.6	29.1	44.4	17.0	2.9
	higher education	3.2	18.3	53.0	21.5	4.1
occupation	employed	4.2	23.8	50.6	17.5	3.9
	temporarily unemployed	8.7	30.2	42.1	15.1	4.0
	unemployed	6.0	26.6	40.5	19.5	7.4
nationality	Moldovan/Romanian	5.1	25.9	45.8	18.1	5.1
	others (Russian, Ukrainian, etc.)	9.2	26.9	39.5	16.0	8.4
type of area	municipality	5.7	25.0	49.0	18.2	2.1
	urban area > 14,000 inhabitants	2.9	33.3	47.1	9.8	6.9
	urban area < 14,000 inhabitants	4.2	14.6	60.4	20.8	0.0
	rural area	6.4	26.0	41.1	19.2	7.2
total		5.7	26.0	44.8	17.9	5.6

% in turn of the total sample, 826 respondents - Media outlets use in a manipulative way opinions of an expert

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	3.5	25.6	43.5	18.7	8.8
	female	6.4	25.5	40.8	14.2	13.1
age	18-29 years old	6.6	23.0	42.1	20.8	7.7
	30-44 years old	4.4	24.7	49.3	15.9	5.7
	45-59 years old	4.7	28.8	41.4	13.0	12.1
	over 60 years old	5.0	25.4	34.3	15.9	19.4
education	incomplete secondary education	9.3	17.3	30.7	17.3	25.3
	general or vocational school	5.9	31.4	35.1	11.9	15.7
	high school/post high school/college	5.8	27.7	42.9	15.0	8.6
	higher education	1.8	20.1	50.2	21.5	6.4
occupation	employed	4.2	22.6	48.2	17.5	7.5
	temporarily unemployed	6.3	29.4	43.7	12.7	7.9
	unemployed	5.5	27.1	35.6	16.4	15.3
nationality	Moldovan/Romanian	5.7	25.1	41.1	16.6	11.6
	others (Russian, Ukrainian, etc.)	1.7	28.6	47.1	14.3	8.4
type of area	municipality	5.2	20.3	50.0	17.7	6.8
	urban area > 14,000 inhabitants	2.9	28.4	46.1	14.7	7.8
	urban area < 14,000 inhabitants	6.3	18.8	54.2	18.8	2.1
	rural area	5.4	27.7	36.8	15.7	14.5
total		5.1	25.5	42.0	16.2	11.1

% in turn of the total sample, 826 respondents - Media outlets present completely false information

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	12.3	37.1	36.3	11.5	2.9
	female	11.3	43.7	29.5	8.2	7.3
age	18-29 years old	11.5	42.1	31.7	9.8	4.9
	30-44 years old	11.5	44.9	32.6	8.4	2.6
	45-59 years old	11.6	40.0	31.6	11.6	5.1
	over 60 years old	12.4	35.3	34.3	9.0	9.0
education	incomplete secondary education	13.3	29.3	33.3	12.0	12.0
	general or vocational school	9.7	43.2	29.7	9.7	7.6
	high school/post high school/college	14.7	42.9	30.5	8.6	3.2
	higher education	8.2	38.8	37.9	10.5	4.6
occupation	employed	9.3	42.2	34.9	9.6	3.9
	temporarily unemployed	14.3	41.3	31.0	7.9	5.6
	unemployed	13.2	39.2	31.0	10.1	6.6
nationality	Moldovan/Romanian	12.7	42.4	30.3	9.8	4.8
	others (Russian, Ukrainian, etc.)	5.9	31.1	45.4	9.2	8.4
type of area	municipality	10.4	34.9	42.2	7.8	4.7
	urban area > 14,000 inhabitants	9.8	47.1	33.3	5.9	3.9
	urban area < 14,000 inhabitants	6.3	33.3	43.8	16.7	0.0
	rural area	13.2	42.4	27.5	10.5	6.4
total		11.7	40.7	32.6	9.7	5.3

% in turn of the total sample, 826 respondents - Media outlets present partially false information

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	4.8	33.1	46.7	12.3	3.2
	female	8.2	33.9	39.5	11.1	7.3
age	18-29 years old	6.6	34.4	43.7	11.5	3.8
	30-44 years old	6.2	35.7	45.4	10.6	2.2
	45-59 years old	7.4	34.0	41.4	12.1	5.1
	over 60 years old	6.5	29.9	40.3	12.4	10.9
education	incomplete secondary education	9.3	36.0	30.7	9.3	14.7
	general or vocational school	9.2	28.1	41.1	12.4	9.2
	high school/post high school/college	6.6	37.2	42.9	11.0	2.3
	higher education	3.7	31.5	47.9	12.8	4.1
occupation	employed	5.4	31.3	48.5	11.7	3.0
	temporarily unemployed	7.9	38.9	36.5	11.9	4.8
	unemployed	7.4	33.7	39.5	11.5	7.9
nationality	Moldovan/Romanian	7.2	33.7	42.5	11.5	5.1
	others (Russian, Ukrainian, etc.)	3.4	32.8	44.5	11.8	7.6
type of area	municipality	8.3	30.2	45.3	11.5	4.7
	urban area > 14,000 inhabitants	3.9	38.2	45.1	7.8	4.9
	urban area < 14,000 inhabitants	6.3	22.9	47.9	22.9	0.0
	rural area	6.6	34.9	40.7	11.4	6.4
total		6.7	33.5	42.7	11.6	5.4

**% in turn of the total sample, 826 respondents - Media outlets present in an exaggerated way
unimportant information**

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	5.1	30.7	45.9	13.6	4.8
	female	7.1	35.5	38.6	10.4	8.4
age	18-29 years old	6.6	28.4	45.4	12.6	7.1
	30-44 years old	4.8	41.9	41.4	10.1	1.8
	45-59 years old	6.0	31.2	42.8	12.6	7.4
	over 60 years old	7.5	30.3	38.3	12.4	11.4
education	incomplete secondary education	5.3	34.7	34.7	12.0	13.3
	general or vocational school	7.0	34.1	39.5	8.1	11.4
	high school/post high school/college	7.2	35.2	42.4	10.7	4.6
	higher education	4.1	29.2	45.7	16.9	4.1
occupation	employed	5.1	34.3	44.3	12.0	4.2
	temporarily unemployed	9.5	36.5	39.7	8.7	5.6
	unemployed	6.0	31.2	40.5	12.6	9.6
nationality	Moldovan/Romanian	6.2	34.1	41.5	11.9	6.2
	others (Russian, Ukrainian, etc.)	5.9	28.6	43.7	11.8	10.1
type of area	municipality	6.8	27.1	49.0	13.5	3.6
	urban area > 14,000 inhabitants	3.9	38.2	42.2	7.8	7.8
	urban area < 14,000 inhabitants	2.1	18.8	54.2	22.9	2.1
	rural area	6.8	36.2	37.8	11.0	8.3
total		6.2	33.3	41.9	11.9	6.8

% in turn of the total sample, 826 respondents - Media outlets avoid saying certain information about a subject

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	2.7	26.4	49.6	17.3	4.0
	female	8.0	28.4	43.2	12.0	8.4
age	18-29 years old	7.7	23.0	50.3	13.7	5.5
	30-44 years old	5.3	28.6	49.3	13.2	3.5
	45-59 years old	3.7	28.8	47.4	13.0	7.0
	over 60 years old	6.0	28.9	37.3	17.9	10.0
education	incomplete secondary education	8.0	24.0	37.3	13.3	17.3
	general or vocational school	4.9	33.5	40.0	12.4	9.2
	high school/post high school/college	6.1	28.2	47.3	14.1	4.3
	higher education	4.6	22.4	52.5	16.9	3.7
occupation	employed	5.7	24.1	50.6	14.2	5.4
	temporarily unemployed	7.9	31.7	46.0	11.9	2.4
	unemployed	4.7	29.3	41.9	15.3	8.8
nationality	Moldovan/Romanian	6.1	26.6	47.3	14.4	5.5
	others (Russian, Ukrainian, etc.)	2.5	32.8	39.5	13.4	11.8
type of area	municipality	8.9	23.4	46.9	18.2	2.6
	urban area > 14,000 inhabitants	5.9	26.5	50.0	7.8	9.8
	urban area < 14,000 inhabitants	4.2	20.8	52.1	20.8	2.1
	rural area	4.3	30.0	44.4	13.6	7.6
total		5.6	27.5	46.1	14.4	6.4

% in turn of the total sample, 826 respondents - Media outlets unjustly discredit certain persons/personalities

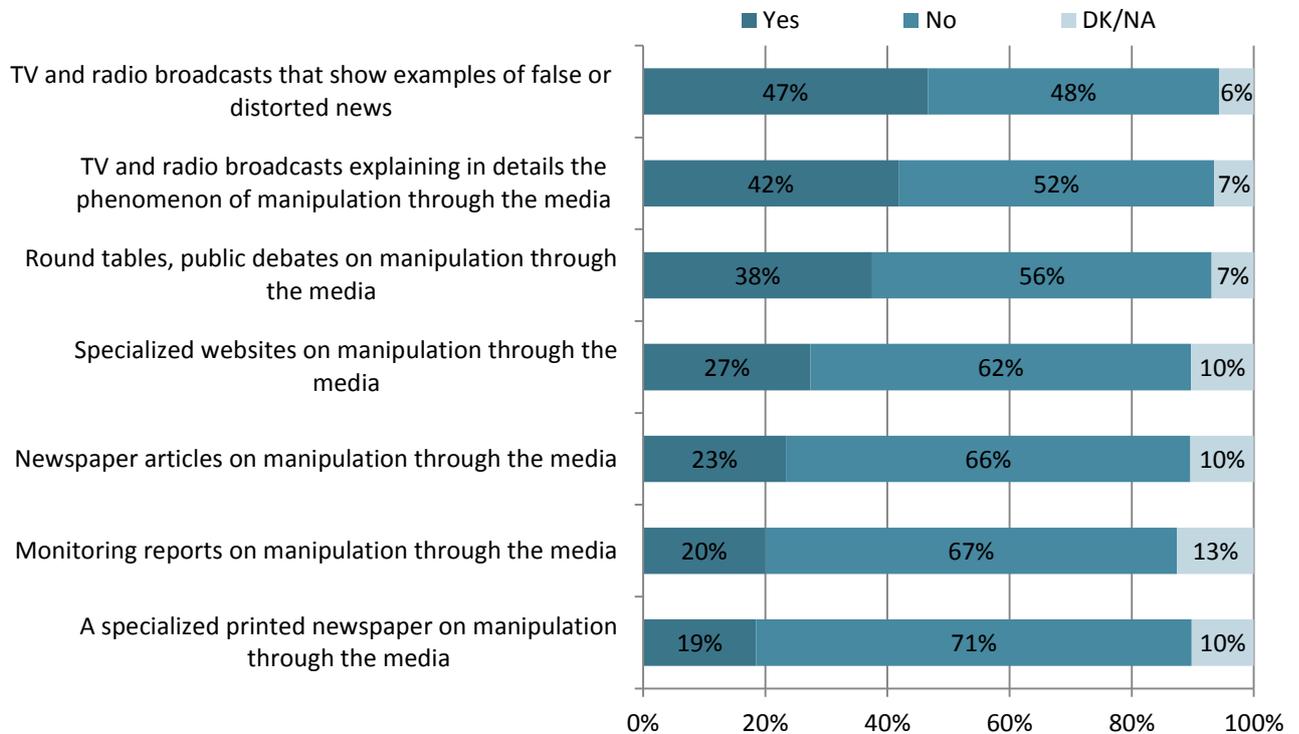
variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	5.9	28.5	48.5	11.5	5.6
	female	8.9	30.6	43.2	10.4	6.9
age	18-29 years old	8.2	27.3	48.6	10.9	4.9
	30-44 years old	8.8	29.5	49.8	9.7	2.2
	45-59 years old	6.0	34.0	40.9	10.7	8.4
	over 60 years old	7.0	27.4	43.3	12.4	10.0
education	incomplete secondary education	8.0	17.3	44.0	16.0	14.7
	general or vocational school	11.4	29.7	40.5	7.0	11.4
	high school/post high school/college	7.2	32.6	45.8	9.8	4.6
	higher education	4.6	29.2	50.2	14.2	1.8
occupation	employed	8.4	29.2	45.5	12.0	4.8
	temporarily unemployed	7.9	31.0	48.4	7.9	4.8
	unemployed	6.6	29.6	44.7	11.0	8.2
nationality	Moldovan/Romanian	7.8	29.0	46.3	10.8	6.1
	others (Russian, Ukrainian, etc.)	5.9	32.8	42.0	11.8	7.6
type of area	municipality	7.3	29.2	49.0	10.9	3.6
	urban area > 14.000 inhabitants	6.9	26.5	52.9	7.8	5.9
	urban area < 14.000 inhabitants	6.3	20.8	45.8	22.9	4.2
	rural area	7.9	31.4	42.8	10.3	7.6
total		7.5	29.7	45.6	10.9	6.3

% in turn of the total sample, 826 respondents - Media outlets create or promote artificial conflicts between countries and nations

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	12.5	30.1	39.2	10.7	7.5
	female	14.2	29.0	32.8	10.9	13.1
age	18-29 years old	14.2	30.6	33.9	13.1	8.2
	30-44 years old	13.7	32.6	35.7	10.6	7.5
	45-59 years old	13.0	28.8	36.7	11.2	10.2
	over 60 years old	12.9	25.9	36.3	8.5	16.4
education	incomplete secondary education	13.3	22.7	26.7	10.7	26.7
	general or vocational school	12.4	29.2	31.9	11.9	14.6
	high school/post high school/college	16.4	28.2	37.8	9.8	7.8
	higher education	9.6	34.2	38.8	11.4	5.9
occupation	employed	11.7	28.9	39.8	10.8	8.7
	temporarily unemployed	19.0	33.3	30.2	11.1	6.3
	unemployed	13.2	28.8	34.0	10.4	13.7
nationality	Moldovan/Romanian	14.2	30.5	35.0	9.2	11.2
	others (Russian, Ukrainian, etc.)	9.2	24.4	40.3	19.3	6.7
type of area	municipality	8.9	34.9	39.1	10.9	6.3
	urban area > 14,000 inhabitants	6.9	28.4	44.1	10.8	9.8
	urban area < 14,000 inhabitants	14.6	27.1	43.8	12.5	2.1
	rural area	16.5	27.9	31.8	10.5	13.2
total		13.4	29.5	35.7	10.8	10.5

Q8 —

In the last 12 months, have you seen, read or heard about the following?



% in turn of the total sample, 826 respondents - TV and radio broadcasts explaining in details the phenomenon of manipulation through the media

variables	groups	Yes	No	DK/NA
sex	male	42.9	52.5	4.5
	female	40.8	51.0	8.2
age	18-29 years old	40.4	54.6	4.9
	30-44 years old	44.1	52.9	3.1
	45-59 years old	40.0	50.2	9.8
	over 60 years old	42.3	49.3	8.5
education	incomplete secondary education	34.7	46.7	18.7
	general or vocational school	37.3	53.5	9.2
	high school/post high school/college	39.5	55.0	5.5
	higher education	51.6	46.6	1.8
occupation	employed	42.8	51.2	6.0
	temporarily unemployed	45.2	49.2	5.6
	unemployed	40.0	52.6	7.4
nationality	Moldovan/Romanian	42.8	51.0	6.2
	others (Russian, Ukrainian, etc.)	36.1	55.5	8.4
type of area	municipality	42.2	56.8	1.0
	urban area > 14,000 inhabitants	44.1	45.1	10.8
	urban area < 14,000 inhabitants	54.2	43.8	2.1
	rural area	39.9	51.9	8.3
total		41.8	51.7	6.5

% in turn of the total sample, 826 respondents - TV and radio broadcasts that show examples of false or distorted news

variables	groups	Yes	No	DK/NA
sex	male	46.7	49.3	4.0
	female	46.6	46.3	7.1
age	18-29 years old	42.1	53.6	4.4
	30-44 years old	52.0	46.3	1.8
	45-59 years old	43.3	47.9	8.8
	over 60 years old	48.3	43.8	8.0
education	incomplete secondary education	38.7	50.7	10.7
	general or vocational school	39.5	53.0	7.6
	high school/post high school/college	43.8	51.0	5.2
	higher education	59.8	37.0	3.2
occupation	employed	50.9	43.7	5.4
	temporarily unemployed	40.5	54.8	4.8
	unemployed	44.9	48.8	6.3
nationality	Moldovan/Romanian	47.2	47.6	5.2
	others (Russian, Ukrainian, etc.)	42.9	48.7	8.4
type of area	municipality	56.8	41.7	1.6
	urban area > 14,000 inhabitants	51.0	39.2	9.8
	urban area < 14,000 inhabitants	47.9	47.9	4.2
	rural area	41.5	51.9	6.6
total		46.6	47.7	5.7

% in turn of the total sample, 826 respondents – Round tables, public debates on manipulation through the media

variables	groups	Yes	No	DK/NA
sex	male	39.5	55.2	5.3
	female	35.9	55.9	8.2
age	18-29 years old	34.4	61.2	4.4
	30-44 years old	36.1	60.4	3.5
	45-59 years old	41.4	50.2	8.4
	over 60 years old	37.8	50.7	11.4
education	incomplete secondary education	26.7	50.7	22.7
	general or vocational school	27.6	63.8	8.6
	high school/post high school/college	38.6	55.0	6.3
	higher education	47.9	51.1	0.9
occupation	employed	37.7	57.5	4.8
	temporarily unemployed	38.1	57.1	4.8
	unemployed	37.5	52.9	9.6
nationality	Moldovan/Romanian	37.0	56.1	6.9
	others (Russian, Ukrainian, etc.)	41.2	52.1	6.7
type of area	municipality	47.4	51.0	1.6
	urban area > 14,000 inhabitants	47.1	45.1	7.8
	urban area < 14,000 inhabitants	41.7	56.3	2.1
	rural area	31.2	59.5	9.3
total		37.5	55.6	6.9

% in turn of the total sample, 826 respondents – Specialised websites on manipulation through the media

variables	groups	Yes	No	DK/NA
sex	male	22.8	64.3	12.9
	female	36.6	58.5	4.9
age	18-29 years old	30.8	63.0	6.2
	30-44 years old	23.7	60.9	15.3
	45-59 years old	18.9	66.7	14.4
	over 60 years old	24.0	54.7	21.3
education	incomplete secondary education	18.9	67.0	14.1
	general or vocational school	26.8	64.6	8.6
	high school/post high school/college	36.5	57.5	5.9
	higher education	31.3	59.6	9.0
occupation	employed	29.4	64.3	6.3
	temporarily unemployed	23.0	64.1	12.9
	unemployed	28.0	62.7	9.2
nationality	Moldovan/Romanian	23.5	59.7	16.8
	others (Russian, Ukrainian, etc.)	37.5	59.9	2.6
type of area	municipality	35.3	51.0	13.7
	urban area > 14,000 inhabitants	37.5	56.3	6.3
	urban area < 14,000 inhabitants	20.7	66.3	13.0
	rural area	27.4	62.3	10.3
total		27.4	62.3	10.3

% in turn of the total sample, 826 respondents - A specialized printed newspaper on manipulation through the media

variables	groups	Yes	No	DK/NA
sex	male	20.0	71.5	8.5
	female	17.3	71.2	11.5
age	18-29 years old	15.8	78.1	6.0
	30-44 years old	22.5	69.6	7.9
	45-59 years old	18.1	66.0	15.8
	over 60 years old	16.9	72.6	10.4
education	incomplete secondary education	10.7	69.3	20.0
	general or vocational school	13.0	74.1	13.0
	high school/post high school/college	18.4	71.8	9.8
	higher education	26.0	68.9	5.0
occupation	employed	23.5	67.8	8.7
	temporarily unemployed	15.1	74.6	10.3
	unemployed	15.1	73.4	11.5
nationality	Moldovan/Romanian	17.4	72.7	9.9
	others (Russian, Ukrainian, etc.)	25.2	63.0	11.8
type of area	municipality	25.5	71.9	2.6
	urban area > 14,000 inhabitants	21.6	66.7	11.8
	urban area < 14,000 inhabitants	27.1	60.4	12.5
	rural area	14.3	73.1	12.6
total		18.5	71.3	10.2

% in turn of the total sample, 826 respondents - Newspaper articles on manipulation through the media

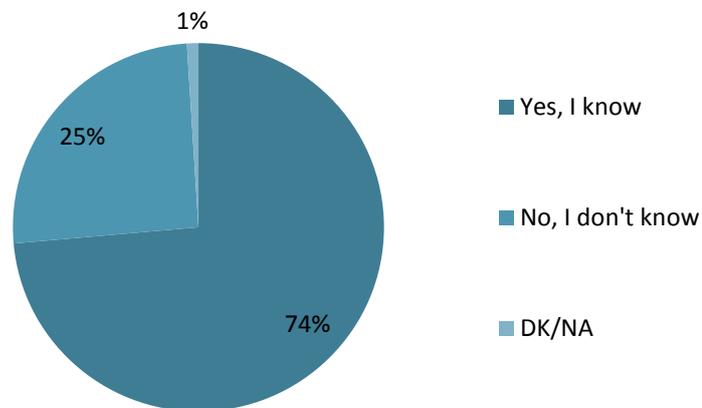
variables	groups	Yes	No	DK/NA
sex	male	20.8	69.9	9.3
	female	25.5	63.2	11.3
age	18-29 years old	18.6	74.3	7.1
	30-44 years old	28.6	63.4	7.9
	45-59 years old	24.7	60.5	14.9
	over 60 years old	20.4	68.2	11.4
education	incomplete secondary education	10.7	68.0	21.3
	general or vocational school	15.1	69.7	15.1
	high school/post high school/college	23.1	68.0	8.9
	higher education	35.2	59.8	5.0
occupation	employed	26.8	64.5	8.7
	temporarily unemployed	19.0	70.6	10.3
	unemployed	21.6	66.3	12.1
nationality	Moldovan/Romanian	22.5	67.4	10.1
	others (Russian, Ukrainian, etc.)	28.6	58.8	12.6
type of area	municipality	29.7	67.2	3.1
	urban area > 14,000 inhabitants	24.5	63.7	11.8
	urban area < 14,000 inhabitants	25.0	62.5	12.5
	rural area	20.5	66.7	12.8
total		23.4	66.2	10.4

% in turn of the total sample, 826 respondents - Monitoring reports on manipulation through the media

variables	groups	Yes	No	DK/NA
sex	male	22.1	67.7	10.1
	female	18.2	67.2	14.6
age	18-29 years old	21.3	69.4	9.3
	30-44 years old	20.7	70.5	8.8
	45-59 years old	19.1	62.8	18.1
	over 60 years old	18.9	67.2	13.9
education	incomplete secondary education	14.7	57.3	28.0
	general or vocational school	10.8	71.4	17.8
	high school/post high school/college	21.0	68.9	10.1
	higher education	27.9	65.3	6.8
occupation	employed	19.6	70.2	10.2
	temporarily unemployed	22.2	65.1	12.7
	unemployed	19.7	65.5	14.8
nationality	Moldovan/Romanian	19.8	68.3	11.9
	others (Russian, Ukrainian, etc.)	21.0	62.2	16.8
type of area	municipality	26.0	69.3	4.7
	urban area > 14,000 inhabitants	22.5	62.7	14.7
	urban area < 14,000 inhabitants	35.4	52.1	12.5
	rural area	15.5	69.2	15.3
total		20.0	67.4	12.6

Q9 —

Do you know the meaning of the term manipulation?

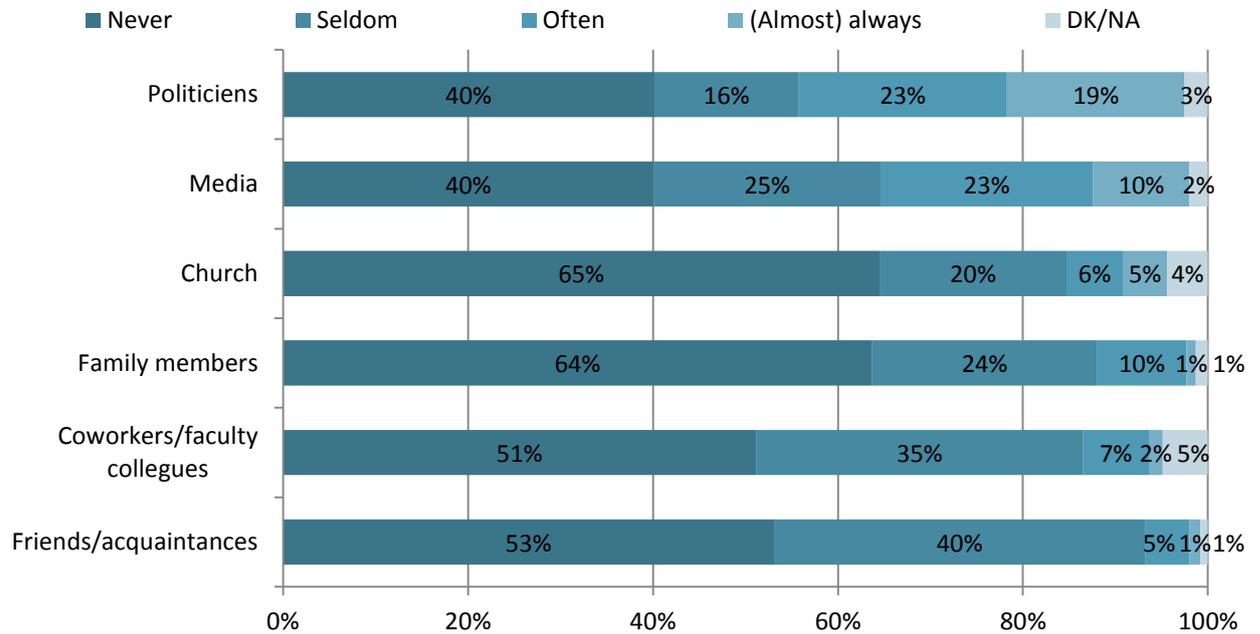


% in turn of the total sample, 826 respondents

variables	groups	Yes, I know	No, I don't know	DK/NA
sex	male	76.3	22.4	1.3
	female	71.4	27.9	0.7
age	18-29 years old	81.4	17.5	1.1
	30-44 years old	83.3	15.4	1.3
	45-59 years old	70.2	28.4	1.4
	over 60 years old	59.2	40.8	0.0
education	incomplete secondary education	46.7	52.0	1.3
	general or vocational school	62.2	36.8	1.1
	high school/post high school/college	76.9	22.2	0.9
	higher education	87.2	11.9	0.9
occupation	employed	83.1	16.6	0.3
	temporarily unemployed	77.8	20.6	1.6
	unemployed	63.8	34.8	1.4
nationality	Moldovan/Romanian	73.1	26.1	0.8
	others (Russian. Ukrainian. etc.)	77.3	21.8	0.8
type of area	municipality	79.2	18.8	2.1
	urban area > 14.000 inhabitants	76.5	22.5	1.0
	urban area < 14.000 inhabitants	75.0	25.0	0.0
	rural area	70.7	28.7	0.6
total		73.6	25.4	1.0

Q10 —

How seldom or often do you consider that the following categories of persons manipulate you...?



% in turn of those who said they know the term of manipulation, 608 respondents - Co-workers/faculty colleagues

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	52.8	36.4	5.9	1.0	3.8
	female	49.7	34.5	8.1	1.9	5.9
age	18-29 years old	48.3	40.9	7.4	1.3	2.0
	30-44 years old	45.0	41.8	8.5	0.5	4.2
	45-59 years old	56.3	33.8	6.0	2.6	1.3
	over 60 years old	58.0	20.2	5.9	1.7	14.3
education	incomplete secondary education	57.1	34.3	5.7	0.0	2.9
	general or vocational school	56.5	31.3	3.5	0.9	7.8
	high school/post high school/college	48.3	37.5	7.1	2.6	4.5
	higher education	50.8	35.1	9.4	0.5	4.2
occupation	employed	48.9	40.6	8.0	1.4	1.1
	temporarily unemployed	52.0	33.7	9.2	2.0	3.1
	unemployed	53.6	30.0	4.7	1.3	10.3
nationality	Moldovan/Romanian	51.4	35.1	6.6	1.7	5.2
	others (Russian. Ukrainian. etc.)	50.0	37.0	9.8	0.0	3.3
type of area	municipality	40.1	46.7	9.9	0.7	2.6
	urban area > 14.000 inhabitants	47.4	41.0	5.1	1.3	5.1
	urban area < 14.000 inhabitants	47.2	27.8	16.7	0.0	8.3
	rural area	57.3	29.8	5.3	2.0	5.6
total		51.2	35.4	7.1	1.5	4.9

% in turn of those who said they know the term of manipulation, 608 respondents - Friends. acquaintances

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	55.6	39.5	2.1	1.4	1.4
	female	50.9	40.7	7.1	0.9	0.3
age	18-29 years old	50.3	43.0	5.4	0.7	0.7
	30-44 years old	48.1	43.4	6.3	0.5	1.6
	45-59 years old	55.6	39.1	3.3	2.0	0.0
	over 60 years old	61.3	32.8	3.4	1.7	0.8
education	incomplete secondary education	48.6	42.9	5.7	0.0	2.9
	general or vocational school	60.9	32.2	4.3	0.9	1.7
	high school/post high school/college	58.1	36.7	3.7	1.1	0.4
	higher education	42.4	49.2	6.3	1.6	0.5
occupation	employed	51.1	41.7	5.8	0.7	0.7
	temporarily unemployed	56.1	36.7	5.1	0.0	2.0
	unemployed	54.5	39.5	3.4	2.1	0.4
nationality	Moldovan/Romanian	53.7	39.1	5.0	1.4	0.8
	others (Russian. Ukrainian. etc.)	50.0	45.7	3.3	0.0	1.1
type of area	municipality	46.7	47.4	5.3	0.7	0.0
	urban area > 14.000 inhabitants	42.3	52.6	3.8	1.3	0.0
	urban area < 14.000 inhabitants	52.8	38.9	8.3	0.0	0.0
	rural area	58.5	34.2	4.4	1.5	1.5
total		53.1	40.1	4.8	1.2	0.8

% in turn of those who said they know the term of manipulation, 608 respondents - Family members

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	67.8	22.4	7.0	1.0	1.7
	female	59.9	26.1	12.1	0.9	0.9
age	18-29 years old	53.7	30.9	14.1	0.0	1.3
	30-44 years old	60.8	25.9	10.6	1.6	1.1
	45-59 years old	66.2	21.9	9.9	1.3	0.7
	over 60 years old	77.3	16.8	2.5	0.8	2.5
education	incomplete secondary education	68.6	25.7	2.9	0.0	2.9
	general or vocational school	67.8	20.0	9.6	0.9	1.7
	high school/post high school/college	67.4	23.2	8.2	0.7	0.4
	higher education	55.0	28.3	13.1	1.6	2.1
occupation	employed	59.4	25.7	12.7	1.1	1.1
	temporarily unemployed	63.3	25.5	10.2	0.0	1.0
	unemployed	69.1	22.3	5.6	1.3	1.7
nationality	Moldovan/Romanian	64.7	23.6	9.7	1.0	1.0
	others (Russian. Ukrainian. etc.)	57.6	28.3	9.8	1.1	3.3
type of area	municipality	55.3	29.6	13.8	0.0	1.3
	urban area > 14.000 inhabitants	55.1	30.8	12.8	0.0	1.3
	urban area < 14.000 inhabitants	66.7	25.0	5.6	0.0	2.8
	rural area	69.0	20.5	7.6	1.8	1.2
total		63.7	24.3	9.7	1.0	1.3

% in turn of those who said they know the term of manipulation, 608 respondents - Politicians

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	42.0	16.8	18.2	21.3	1.7
	female	38.5	14.6	26.4	17.4	3.1
age	18-29 years old	39.6	15.4	26.2	17.4	1.3
	30-44 years old	41.8	16.9	18.0	20.6	2.6
	45-59 years old	39.1	11.9	25.2	19.9	4.0
	over 60 years old	39.5	18.5	21.8	18.5	1.7
education	incomplete secondary education	48.6	5.7	20.0	20.0	5.7
	general or vocational school	44.3	23.5	18.3	10.4	3.5
	high school/post high school/college	43.4	10.9	22.1	21.3	2.2
	higher education	31.4	19.4	26.2	21.5	1.6
occupation	employed	35.5	15.2	24.3	22.8	2.2
	temporarily unemployed	48.0	14.3	16.3	17.3	4.1
	unemployed	42.1	16.7	23.2	15.9	2.1
nationality	Moldovan/Romanian	40.9	14.5	22.1	19.8	2.7
	others (Russian. Ukrainian. etc.)	35.9	21.7	25.0	16.3	1.1
type of area	municipality	23.0	19.1	32.2	25.0	0.7
	urban area > 14.000 inhabitants	33.3	23.1	25.6	14.1	3.8
	urban area < 14.000 inhabitants	44.4	2.8	33.3	16.7	2.8
	rural area	48.8	13.7	16.4	18.1	2.9
total		40.1	15.6	22.5	19.2	2.5

% in turn of those who said they know the term of manipulation, 608 respondents - Church

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	65.7	19.9	3.8	5.6	4.9
	female	63.4	20.5	8.1	4.0	4.0
age	18-29 years old	58.4	22.1	9.4	7.4	2.7
	30-44 years old	64.0	20.6	6.3	5.3	3.7
	45-59 years old	65.6	22.5	4.6	2.6	4.6
	over 60 years old	71.4	14.3	3.4	3.4	7.6
education	incomplete secondary education	68.6	20.0	5.7	0.0	5.7
	general or vocational school	73.0	17.4	4.3	2.6	2.6
	high school/post high school/college	63.7	21.3	5.6	4.5	4.9
	higher education	59.7	20.4	7.9	7.3	4.7
occupation	employed	62.0	20.7	7.2	5.1	5.1
	temporarily unemployed	64.3	26.5	3.1	2.0	4.1
	unemployed	67.8	17.2	5.6	5.6	3.9
nationality	Moldovan/Romanian	62.8	21.3	6.2	5.2	4.5
	others (Russian. Ukrainian. etc.)	73.9	14.1	5.4	2.2	4.3
type of area	municipality	48.0	30.3	9.9	7.9	3.9
	urban area > 14.000 inhabitants	66.7	21.8	6.4	1.3	3.8
	urban area < 14.000 inhabitants	61.1	16.7	5.6	8.3	8.3
	rural area	71.6	15.8	4.4	3.8	4.4
total		64.5	20.2	6.1	4.8	4.4

% in turn of those who said they know the term of manipulation, 608 respondents - Media

variables	groups	Never	Seldom	Often	(Almost) always	DK/NA
sex	male	41.3	24.5	21.0	11.5	1.7
	female	39.1	24.5	24.8	9.3	2.2
age	18-29 years old	37.6	25.5	24.2	10.7	2.0
	30-44 years old	38.6	27.0	22.2	9.5	2.6
	45-59 years old	42.4	19.9	25.2	10.6	2.0
	over 60 years old	42.9	25.2	20.2	10.9	0.8
education	incomplete secondary education	42.9	25.7	20.0	8.6	2.9
	general or vocational school	51.3	24.3	17.4	4.3	2.6
	high school/post high school/college	43.1	23.2	20.2	11.2	2.2
	higher education	28.8	26.2	30.9	13.1	1.0
occupation	employed	34.1	23.6	27.2	12.0	3.3
	temporarily unemployed	41.8	28.6	21.4	7.1	1.0
	unemployed	46.8	24.0	18.5	9.9	0.9
nationality	Moldovan/Romanian	39.9	24.0	23.3	10.9	1.9
	others (Russian. Ukrainian. etc.)	41.3	27.2	21.7	7.6	2.2
type of area	municipality	21.1	30.3	36.8	9.2	2.6
	urban area > 14.000 inhabitants	35.9	35.9	16.7	9.0	2.6
	urban area < 14.000 inhabitants	41.7	19.4	22.2	11.1	5.6
	rural area	49.4	19.9	18.4	11.1	1.2
total		40.1	24.5	23.0	10.4	2.0

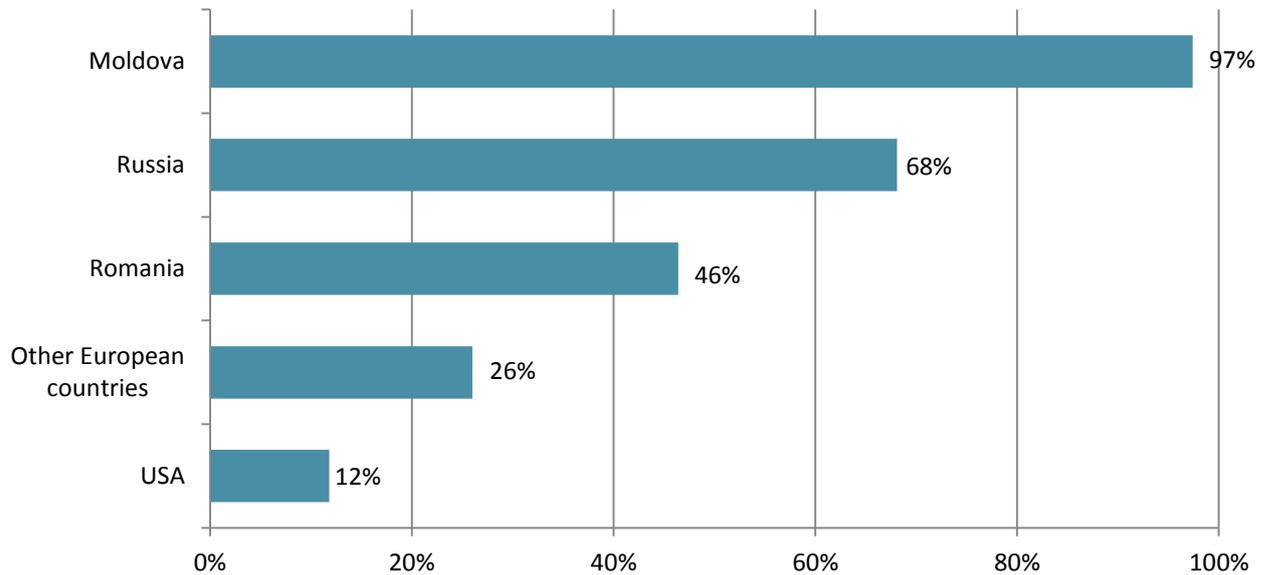
Q11—

How many hours do you spend on searching, reading, watching news on various topics in an usual day?

% of the total sample 826 respondents. Open question, respondent could give a single answer	percent
1 hour	42.9
2 hours	26.5
3 hours	17.8
4 hours	5.1
5 hours	3.0
6 hours	0.3
7 hours	0.2
8 hours	0.7
DK/NA	3.6
total	100.0

Q12 —

Do you use to watch news broadcast by the media outlets from...?

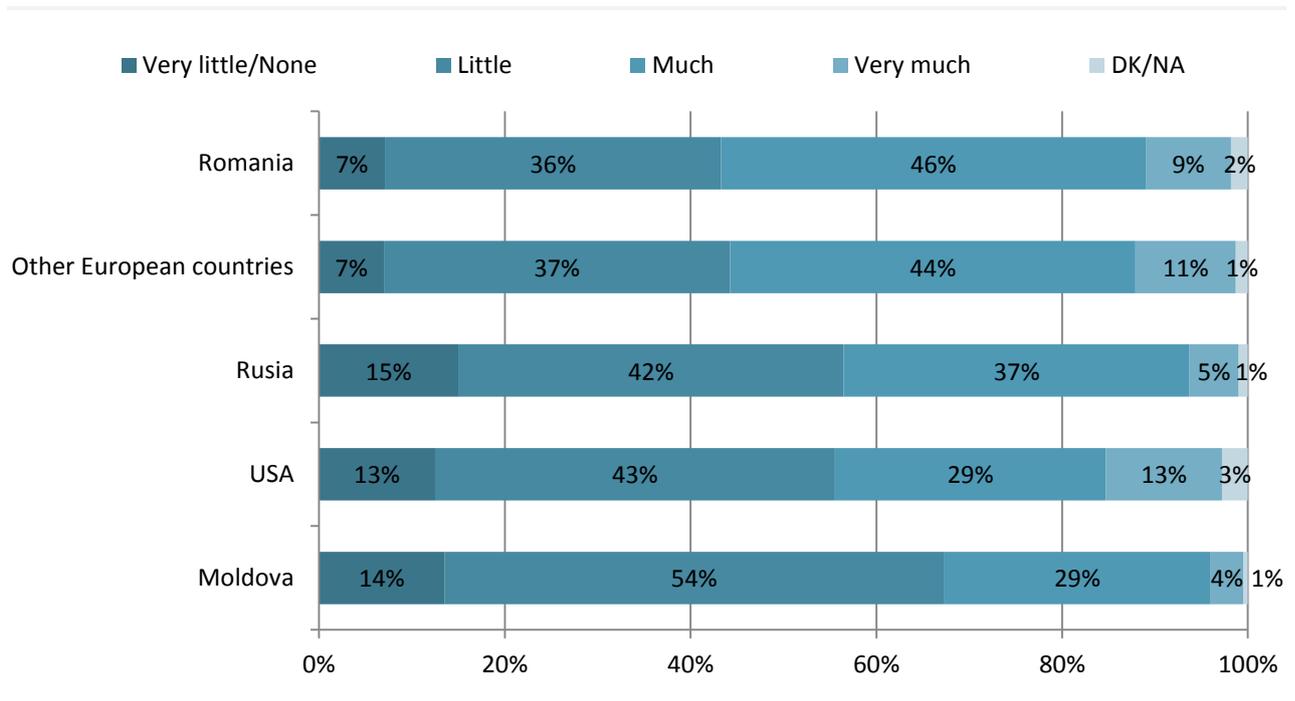


% in turn of the total sample 826 respondents - (for Yes answers)

variables	groups	Moldova	Russia	Romania	Other European countries	USA
sex	male	96.5	68.2	49.0	28.7	12.6
	female	98.1	68.0	44.1	23.6	11.2
age	18-29 years old	97.3	49.7	48.3	33.6	13.4
	30-44 years old	95.8	70.9	47.6	27.5	10.1
	45-59 years old	100.0	80.8	47.7	21.2	12.6
	over 60 years old	96.6	70.6	40.3	20.2	11.8
education	incomplete secondary education	97.1	77.1	42.9	25.7	5.7
	general or vocational school	98.3	64.3	37.4	19.1	7.8
	high school/post high school/college	95.9	71.2	47.6	22.1	10.5
	higher education	99.0	64.4	50.8	35.6	17.3
occupation	employed	98.2	71.4	48.2	25.7	13.4
	temporarily unemployed	95.9	67.3	43.9	29.6	7.1
	unemployed	97.0	64.4	45.1	24.5	12.0
nationality	Moldovan/Romanian	97.5	64.7	51.9	26.2	11.6
	others (Russian. Ukrainian. etc.)	96.7	87.0	15.2	25.0	13.0
type of area	municipality	98.0	61.8	44.1	37.5	15.8
	urban area > 14.000 inhabitants	97.4	74.4	46.2	24.4	11.5
	urban area < 14.000 inhabitants	94.4	86.1	47.2	25.0	16.7
	rural area	97.4	67.5	47.4	21.3	9.6
total		97.4	68.1	46.4	26.0	11.8

Q13 —

How much or little confidence do you have in the media from...?



% in turn of those who use to watch news broadcast by the media from Moldova, 805 respondents

variables	groups	Very little/None	Little	Much	Very much	DK/NA
sex	male	17.4	55.1	25.0	2.2	0.4
	female	10.1	52.5	32.0	4.7	0.6
age	18-29 years old	14.5	53.8	26.9	3.4	1.4
	30-44 years old	13.8	61.3	21.0	3.9	0.0
	45-59 years old	17.2	45.0	33.8	3.3	0.7
	over 60 years old	7.0	53.0	36.5	3.5	0.0
education	incomplete secondary education	23.5	61.8	14.7	0.0	0.0
	general or vocational school	20.4	51.3	26.5	0.9	0.9
	high school/post high school/college	9.4	51.6	33.2	5.1	0.8
	higher education	13.2	56.6	26.5	3.7	0.0
occupation	employed	13.7	56.1	28.4	1.8	0.0
	temporarily unemployed	12.8	48.9	28.7	7.4	2.1
	unemployed	13.7	52.7	29.2	4.0	0.4
nationality	Moldovan/Romanian	14.3	54.1	27.4	3.6	0.6
	others (Russian. Ukrainian. etc.)	9.0	51.7	36.0	3.4	0.0
type of area	municipality	9.4	52.3	33.6	4.7	0.0
	urban area > 14.000 inhabitants	18.4	46.1	32.9	1.3	1.3
	urban area < 14.000 inhabitants	5.9	58.8	29.4	5.9	0.0
	rural area	15.0	55.6	25.5	3.3	0.6
total		13.5	53.7	28.7	3.5	0.5

% in turn of those who use to watch news broadcast by the media from Russia, 563 respondents

variables	groups	Very little/None	Little	Much	Very much	DK/NA
sex	male	20.0	41.5	32.8	5.6	0.0
	female	10.5	41.6	41.1	5.0	1.8
age	18-29 years old	18.9	39.2	37.8	1.4	2.7
	30-44 years old	11.9	41.8	36.6	9.0	0.7
	45-59 years old	16.4	41.0	37.7	4.9	0.0
	over 60 years old	14.3	44.0	36.9	3.6	1.2
education	incomplete secondary education	22.2	40.7	37.0	0.0	0.0
	general or vocational school	12.2	40.5	37.8	8.1	1.4
	high school/post high school/college	10.5	43.2	40.0	5.8	0.5
	higher education	22.0	39.8	32.5	4.1	1.6
occupation	employed	17.8	37.1	38.1	6.1	1.0
	temporarily unemployed	18.2	36.4	34.8	9.1	1.5
	unemployed	10.0	50.0	36.7	2.7	0.7
nationality	Moldovan/Romanian	16.8	46.1	31.7	4.2	1.2
	others (Russian. Ukrainian. etc.)	7.5	22.5	60.0	10.0	0.0
type of area	municipality	10.6	35.1	45.7	8.5	0.0
	urban area > 14.000 inhabitants	17.2	31.0	37.9	12.1	1.7
	urban area < 14.000 inhabitants	29.0	29.0	38.7	3.2	0.0
	rural area	14.3	48.5	33.3	2.6	1.3
total		15.0	41.5	37.2	5.3	1.0

% in turn of those who use to watch news broadcast by the media from Romania, 383 respondents

variables	groups	Very little/None	Little	Much	Very much	DK/NA
sex	male	7.1	32.9	50.0	9.3	0.7
	female	7.0	39.4	41.5	9.2	2.8
age	18-29 years old	9.7	40.3	43.1	6.9	0.0
	30-44 years old	5.6	37.8	44.4	10.0	2.2
	45-59 years old	9.7	34.7	40.3	11.1	4.2
	over 60 years old	2.1	29.2	60.4	8.3	0.0
education	incomplete secondary education	13.3	33.3	40.0	6.7	6.7
	general or vocational school	11.6	37.2	48.8	2.3	0.0
	high school/post high school/college	7.1	35.4	44.1	11.0	2.4
	higher education	4.1	37.1	47.4	10.3	1.0
occupation	employed	9.8	35.3	42.1	11.3	1.5
	temporarily unemployed	4.7	34.9	51.2	7.0	2.3
	unemployed	4.8	38.1	47.6	7.6	1.9
nationality	Moldovan/Romanian	7.5	34.3	47.0	9.3	1.9
	others (Russian. Ukrainian. etc.)	0.0	71.4	21.4	7.1	0.0
type of area	municipality	6.0	28.4	47.8	17.9	0.0
	urban area > 14.000 inhabitants	8.3	44.4	44.4	2.8	0.0
	urban area < 14.000 inhabitants	5.9	23.5	41.2	29.4	0.0
	rural area	7.4	38.9	45.7	4.9	3.1
total		7.1	36.2	45.7	9.2	1.8

% in turn of those who use to watch news broadcast by the media from other European countries, 215 respondents

variables	groups	Very little/None	Little	Much	Very much	DK/NA
sex	male	9.8	31.7	46.3	12.2	0.0
	female	3.9	43.4	40.8	9.2	2.6
age	18-29 years old	8.0	38.0	40.0	12.0	2.0
	30-44 years old	3.8	42.3	46.2	7.7	0.0
	45-59 years old	6.3	31.3	50.0	9.4	3.1
	over 60 years old	12.5	33.3	37.5	16.7	0.0
education	incomplete secondary education	11.1	33.3	22.2	22.2	11.1
	general or vocational school	9.1	31.8	50.0	4.5	4.5
	high school/post high school/college	8.5	40.7	37.3	13.6	0.0
	higher education	4.4	36.8	50.0	8.8	0.0
occupation	employed	4.2	39.4	46.5	8.5	1.4
	temporarily unemployed	10.3	24.1	51.7	13.8	0.0
	unemployed	8.8	40.4	36.8	12.3	1.8
nationality	Moldovan/Romanian	5.2	33.3	48.9	11.1	1.5
	others (Russian. Ukrainian. etc.)	17.4	60.9	13.0	8.7	0.0
type of area	municipality	12.3	26.3	45.6	14.0	1.8
	urban area > 14.000 inhabitants	0.0	63.2	36.8	0.0	0.0
	urban area < 14.000 inhabitants	11.1	11.1	44.4	33.3	0.0
	rural area	4.1	42.5	43.8	8.2	1.4
total		7.0	37.3	43.7	10.8	1.3

% in turn of those who use to watch news broadcast by the media from the USA, 97 respondents

variables	groups	Very little/None	Little	Much	Very much	DK/NA
sex	male	13.9	27.8	33.3	19.4	5.6
	female	11.1	58.3	25.0	5.6	0.0
age	18-29 years old	5.0	55.0	25.0	15.0	0.0
	30-44 years old	21.1	26.3	36.8	10.5	5.3
	45-59 years old	15.8	42.1	31.6	5.3	5.3
	over 60 years old	7.1	50.0	21.4	21.4	0.0
education	incomplete secondary education	0.0	100.0	0.0	0.0	0.0
	general or vocational school	0.0	66.7	33.3	0.0	0.0
	high school/post high school/college	21.4	25.0	35.7	14.3	3.6
	higher education	9.1	48.5	24.2	15.2	3.0
occupation	employed	8.1	40.5	32.4	16.2	2.7
	temporarily unemployed	28.6	42.9	28.6	0.0	0.0
	unemployed	14.3	46.4	25.0	10.7	3.6
nationality	Moldovan/Romanian	13.3	40.0	30.0	13.3	3.3
	others (Russian. Ukrainian. etc.)	8.3	58.3	25.0	8.3	0.0
type of area	municipality	4.2	45.8	33.3	16.7	0.0
	urban area > 14.000 inhabitants	33.3	44.4	11.1	0.0	11.1
	urban area < 14.000 inhabitants	0.0	50.0	33.3	16.7	0.0
	rural area	15.2	39.4	30.3	12.1	3.0
total		12.5	43.1	29.2	12.5	2.8

Q14—

Of all sources of information that you use, whether it's a TV channel, a radio station, news on websites, in newspaper, etc. which is the most reliable one?

% of the total sample 826 respondents. Open question. respondent could give a single answer	percent
Jurnal TV	23.3
Moldova 1	9.2
Pro TV Chişinău	8.9
Prime TV	8.3
Publika TV	4.8
RTR Moldova	2.6
Jurnaltv.md	2.1
TV 7	1.8
Realitate.md	1.2
Point.md	1.2
Canal 3	1.0
Euronews	1.0
Rassia 24 TV	0.8
HTB	0.7
Protv.md	0.7
Unimedia.md	0.7
Accent TV	0.5
Radio Noroc	0.5
REN TV Moldova	0.5
Noi.md	0.5
TV N4 Moldova	0.5
YouTube.com	0.5
Bălţi TV	0.3
Canal 2	0.3
Canal 7	0.3
Inedit TV	0.3
Gagauzinfo.md	0.3
TVR Moldova	0.3
Argumenti I Fikti	0.3
Ziarul de Gardă	0.3
Ziarul Timpul	0.3
Canal 1	0.2
Kiss FM	0.2
Omega.md	0.2
Radio Moldova	0.2
Radio Romania	0.2
Russia 1	0.2
Russkoe Radio	0.2
Diez.md	0.2
Independent.md	0.2
Privesc.eu	0.2
Promo.md	0.2
Vocea Basarabiei	0.2
Ziarul Komsomolskoe Pravda	0.2
TV channels	6.6
Internet	5.4
Radio	0.5
Newspapers	0.2
None	2.6
DK/NA	8.5
total	100.0

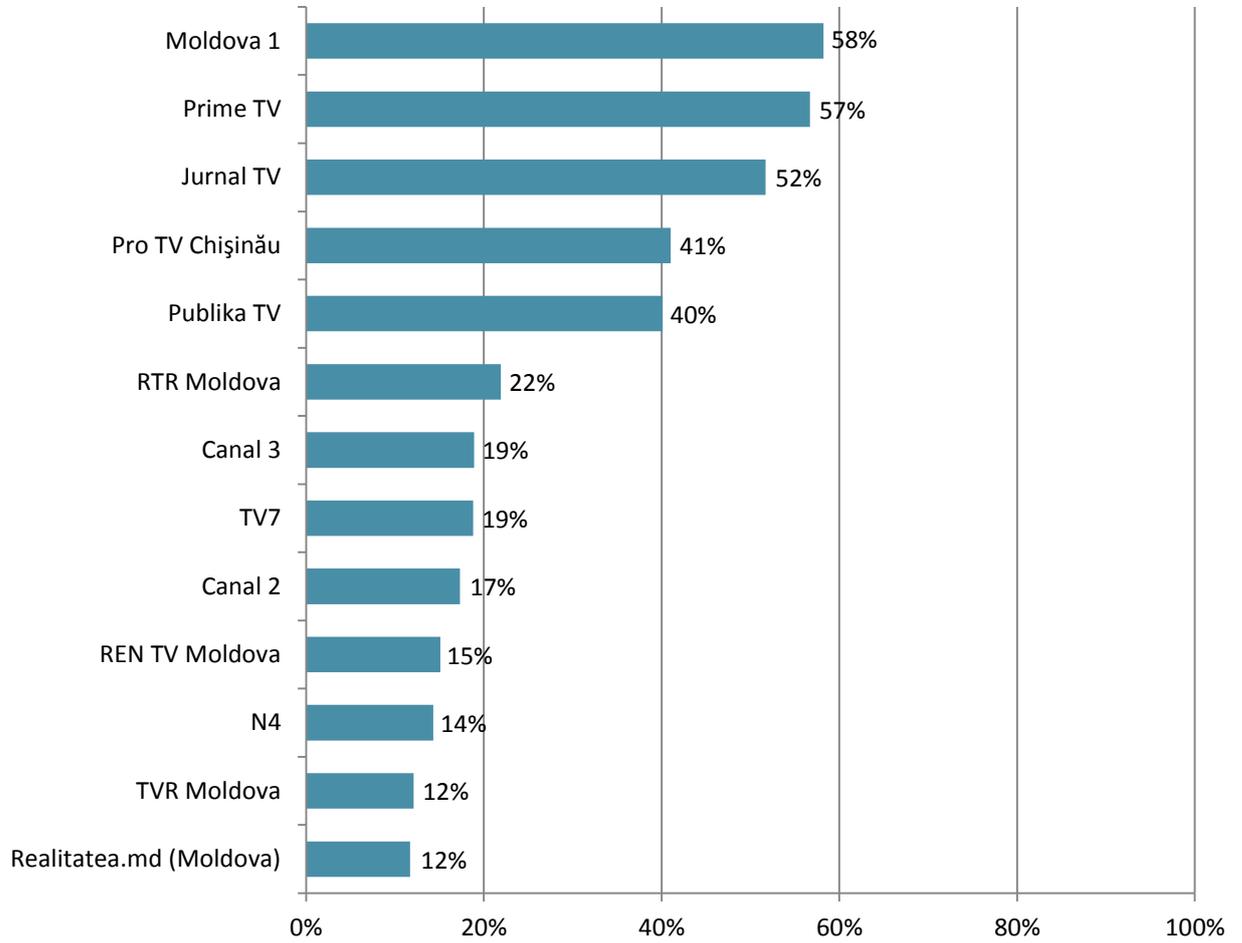
Q15—**What is the main reason that makes you trust this source media?**

% of the total sample 826 respondents. Open question, respondent could give a single answer	percent
True	31.0
Trust	5.3
Diversified	4.8
Present reality	4.8
Detailed	4.3
Objectively	4.0
Independent channel	3.6
The latest news	3.3
Accessible	3.1
One can say his/her opinion	2.0
I watch frequently	1.8
National channel	1.5
Interesting	1.5
Lack of other TV channels	1.5
Democratic	1.3
Live streaming	1.2
Accessible language	1.2
The most popular channel	1.0
Have experience	0.8
Political debates	0.7
Language of broadcast	0.7
Watched by close ones	0.5
Interesting	0.3
Censored	0.2
No TV set	0.2
Natalia Morari	0.2
No trust	2.1
DK/NA	17.3
total	100.0

Q16 —

Do you use to watch news bulletins broadcast by...?

% in turn of the total sample 826 respondents



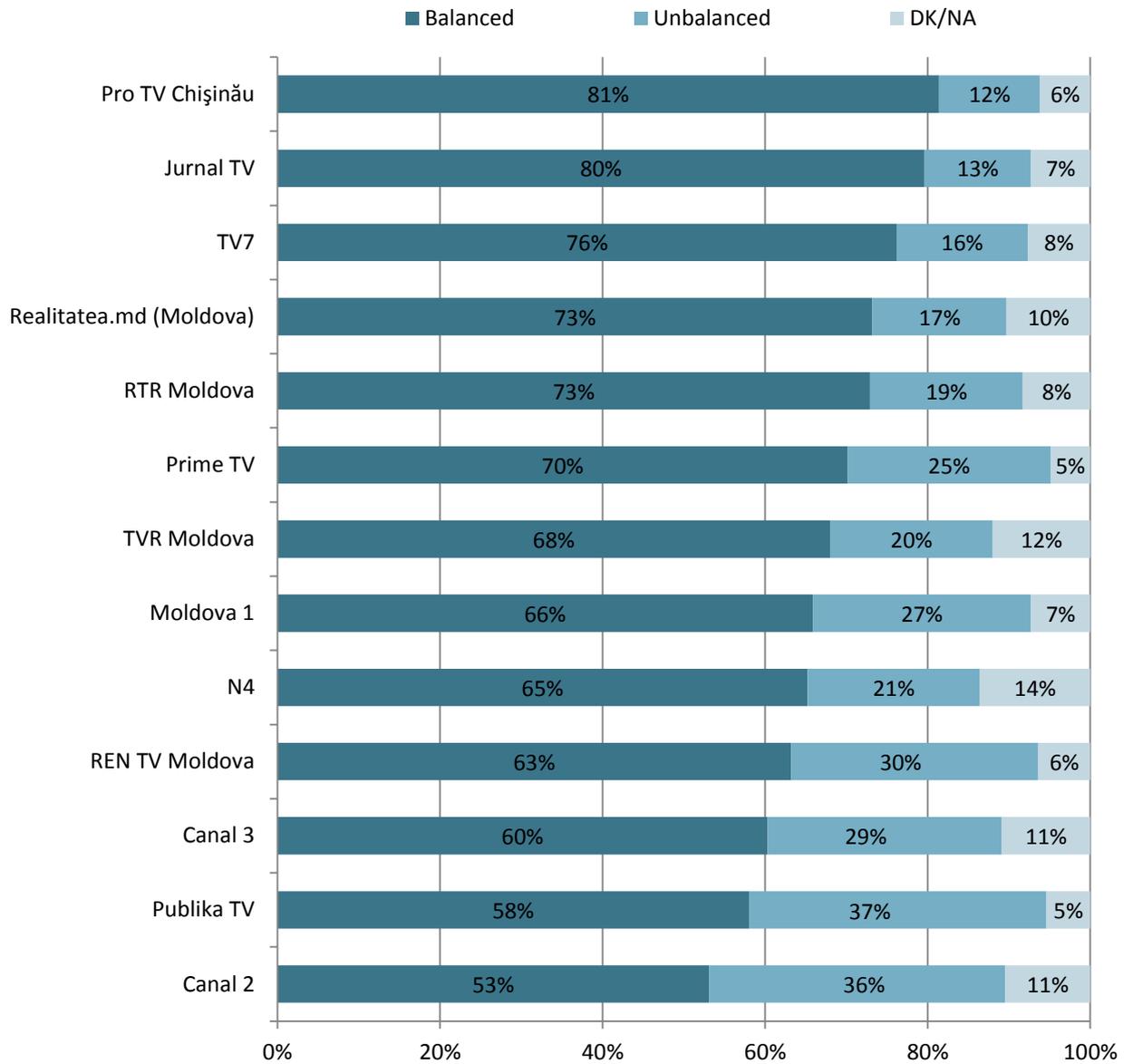
% in turn of the total sample 826 respondents - (for Yes answers)

variables	groups	Canal 2	Canal 3	Jurnal TV	Moldova 1	N4	Prime TV	Pro TV Chișinău
sex	male	14.9	18.9	50.9	57.3	16.8	51.0	43.2
	female	19.3	18.8	52.3	59.0	12.2	61.8	39.2
age	18-29 years old	12.6	16.9	59.6	38.3	13.1	45.6	57.9
	30-44 years old	20.3	26.0	63.4	52.9	19.4	61.9	50.2
	45-59 years old	20.0	16.7	48.8	69.5	10.7	57.0	35.8
	over 60 years old	15.4	14.9	34.3	77.3	13.4	62.2	20.9
education	incomplete secondary education	12.0	12.0	29.3	65.7	12.0	68.6	22.7
	general or vocational school	14.6	12.4	38.9	60.9	11.9	56.5	31.9
	high school/post high school/college	18.4	21.6	51.9	62.5	15.6	58.1	38.3
	higher education	19.6	22.4	69.9	49.2	15.1	52.9	59.4
occupation	employed	18.7	23.8	62.3	55.8	16.9	59.1	50.0
	temporarily unemployed	21.4	18.3	54.8	46.9	19.8	46.9	45.2
	unemployed	14.8	14.8	41.1	65.7	9.9	57.9	31.5
nationality	Moldovan/Romanian	17.7	19.3	55.1	58.3	14.6	55.0	45.2
	others (Russian. Ukrainian. etc.)	15.1	16.8	31.9	57.6	12.6	66.3	16.8
type of area	municipality	15.1	24.0	56.8	46.1	24.0	49.3	49.5
	urban area > 14.000 inhabitants	18.6	21.6	52.9	48.7	10.8	65.4	36.3
	urban area < 14.000 inhabitants	22.9	27.1	54.2	75.0	20.8	55.6	39.6
	rural area	17.4	15.5	49.2	64.0	10.5	58.2	38.8
total		17.3	18.9	51.7	58.2	14.3	56.7	41.0

variables	groups	TV7	TVR Moldova	REN TV Moldova	RTR Moldova	Publika TV	Realitatea .md (Moldova)
sex	male	22.4	12.3	17.3	21.3	41.6	13.6
	female	15.7	12.0	13.3	22.4	38.8	10.2
age	18-29 years old	15.3	6.0	9.8	11.5	39.9	17.5
	30-44 years old	26.4	15.4	18.1	24.2	44.1	14.1
	45-59 years old	17.2	11.6	18.1	26.0	40.9	7.0
	over 60 years old	14.9	14.4	13.4	24.4	34.8	9.0
education	incomplete secondary education	10.7	8.0	8.0	10.7	29.3	12.0
	general or vocational school	10.3	7.0	13.5	18.4	29.7	7.6
	high school/post high school/college	19.0	12.1	15.6	22.8	41.5	8.1
	higher education	28.3	17.8	18.3	27.4	50.2	21.0
occupation	employed	25.0	13.3	18.7	26.2	45.2	14.8
	temporarily unemployed	15.9	11.1	19.0	22.2	40.5	7.9
	unemployed	14.0	11.5	10.4	18.1	35.3	10.4
nationality	Moldovan/Romanian	18.1	11.8	12.0	17.3	41.5	12.6
	others (Russian. Ukrainian. etc.)	22.7	14.3	33.6	49.6	31.9	6.7
type of area	municipality	37.5	16.1	21.4	25.5	35.9	15.6
	urban area > 14.000 inhabitants	17.6	9.8	19.6	35.3	46.1	15.7
	urban area < 14.000 inhabitants	20.8	10.4	27.1	27.1	45.8	12.5
	rural area	11.4	11.2	10.5	17.1	39.9	9.3
total		18.8	12.1	15.1	21.9	40.1	11.7

Q17 —
How do you find news bulletins by this TV channel?

% of respondents who said they use to watch news at respective TV channels



% of respondents who said they use to watch news at Canal 2, 143 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	48.2	42.9	8.9
	female	56.3	32.2	11.5
age	18-29 years old	69.6	21.7	8.7
	30-44 years old	50.0	41.3	8.7
	45-59 years old	48.8	34.9	16.3
	over 60 years old	51.6	41.9	6.5
education	incomplete secondary education	55.6	33.3	11.1
	general or vocational school	37.0	44.4	18.5
	high school/post high school/college	62.5	29.7	7.8
	higher education	48.8	41.9	9.3
occupation	employed	56.5	32.3	11.3
	temporarily unemployed	51.9	37.0	11.1
	unemployed	50.0	40.7	9.3
nationality	Moldovan/Romanian	54.4	37.6	8.0
	others (Russian. Ukrainian. etc.)	44.4	27.8	27.8
type of area	municipality	48.3	37.9	13.8
	urban area > 14.000 inhabitants	68.4	26.3	5.3
	urban area < 14.000 inhabitants	54.5	27.3	18.2
	rural area	51.2	39.3	9.5
total		53.1	36.4	10.5

% of respondents who said they use to watch news at Canal 3, 156 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	59.2	31.0	9.9
	female	61.2	27.1	11.8
age	18-29 years old	67.7	22.6	9.7
	30-44 years old	57.6	33.9	8.5
	45-59 years old	58.3	19.4	22.2
	over 60 years old	60.0	36.7	3.3
education	incomplete secondary education	66.7	11.1	22.2
	general or vocational school	65.2	17.4	17.4
	high school/post high school/college	64.0	30.7	5.3
	higher education	51.0	34.7	14.3
occupation	employed	57.0	30.4	12.7
	temporarily unemployed	65.2	17.4	17.4
	unemployed	63.0	31.5	5.6
nationality	Moldovan/Romanian	59.6	28.7	11.8
	others (Russian. Ukrainian. etc.)	65.0	30.0	5.0
type of area	municipality	73.9	21.7	4.3
	urban area > 14.000 inhabitants	63.6	27.3	9.1
	urban area < 14.000 inhabitants	38.5	38.5	23.1
	rural area	54.7	32.0	13.3
total		60.3	28.8	10.9

% of respondents who said they use to watch news at Jurnal TV, 427 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	80.6	13.1	6.3
	female	78.8	13.1	8.1
age	18-29 years old	78.9	14.7	6.4
	30-44 years old	79.2	11.8	9.0
	45-59 years old	80.0	12.4	7.6
	over 60 years old	81.2	14.5	4.3
education	incomplete secondary education	86.4	9.1	4.5
	general or vocational school	80.6	6.9	12.5
	high school/post high school/college	85.0	12.2	2.8
	higher education	71.9	17.6	10.5
occupation	employed	74.4	17.9	7.7
	temporarily unemployed	84.1	10.1	5.8
	unemployed	84.7	8.0	7.3
nationality	Moldovan/Romanian	80.2	13.1	6.7
	others (Russian. Ukrainian. etc.)	73.7	13.2	13.2
type of area	municipality	81.7	13.8	4.6
	urban area > 14.000 inhabitants	70.4	16.7	13.0
	urban area < 14.000 inhabitants	76.9	19.2	3.8
	rural area	81.1	11.3	7.6
total		79.6	13.1	7.3

% of respondents who said they use to watch news at Moldova 1, 481 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	68.3	25.6	6.1
	female	63.7	27.9	8.4
age	18-29 years old	61.4	29.8	8.8
	30-44 years old	59.0	32.0	9.0
	45-59 years old	68.6	24.8	6.7
	over 60 years old	72.8	21.7	5.4
education	incomplete secondary education	82.6	13.0	4.3
	general or vocational school	64.3	21.4	14.3
	high school/post high school/college	64.7	30.5	4.8
	higher education	64.9	27.7	7.4
occupation	employed	64.3	29.9	5.8
	temporarily unemployed	60.9	37.0	2.2
	unemployed	68.6	20.9	10.5
nationality	Moldovan/Romanian	67.8	25.9	6.3
	others (Russian. Ukrainian. etc.)	54.7	32.1	13.2
type of area	municipality	61.4	32.9	5.7
	urban area > 14.000 inhabitants	60.5	18.4	21.1
	urban area < 14.000 inhabitants	70.4	29.6	0.0
	rural area	67.6	26.0	6.4
total		65.8	26.8	7.3

% of respondents who said they use to watch news at N4, 118 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	65.1	20.6	14.3
	female	65.5	21.8	12.7
age	18-29 years old	54.2	29.2	16.7
	30-44 years old	59.1	27.3	13.6
	45-59 years old	69.6	13.0	17.4
	over 60 years old	81.5	11.1	7.4
education	incomplete secondary education	55.6	22.2	22.2
	general or vocational school	68.2	13.6	18.2
	high school/post high school/college	72.2	18.5	9.3
	higher education	54.5	30.3	15.2
occupation	employed	53.6	26.8	19.6
	temporarily unemployed	64.0	28.0	8.0
	unemployed	83.3	8.3	8.3
nationality	Moldovan/Romanian	63.1	21.4	15.5
	others (Russian. Ukrainian. etc.)	80.0	20.0	0.0
type of area	municipality	67.4	26.1	6.5
	urban area > 14.000 inhabitants	90.9	9.1	0.0
	urban area < 14.000 inhabitants	40.0	40.0	20.0
	rural area	62.7	15.7	21.6
total		65.3	21.2	13.6

% of respondents who said they use to watch news at Prime TV, 468 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	69.9	26.7	3.4
	female	70.4	23.6	6.0
age	18-29 years old	63.2	29.4	7.4
	30-44 years old	64.1	29.9	6.0
	45-59 years old	79.1	18.6	2.3
	over 60 years old	75.7	20.3	4.1
education	incomplete secondary education	70.8	25.0	4.2
	general or vocational school	72.3	21.5	6.2
	high school/post high school/college	76.1	20.0	3.9
	higher education	59.4	34.7	5.9
occupation	employed	70.6	27.0	2.5
	temporarily unemployed	76.1	19.6	4.3
	unemployed	67.4	24.4	8.1
nationality	Moldovan/Romanian	68.3	27.5	4.2
	others (Russian. Ukrainian. etc.)	78.7	13.1	8.2
type of area	municipality	70.7	25.3	4.0
	urban area > 14.000 inhabitants	72.5	21.6	5.9
	urban area < 14.000 inhabitants	60.0	40.0	0.0
	rural area	70.4	24.1	5.5
total		70.1	24.9	4.9

% of respondents who said they use to watch news at Pro TV Chişinău, 339 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	84.0	9.9	6.2
	female	79.1	14.7	6.2
age	18-29 years old	83.0	10.4	6.6
	30-44 years old	83.3	10.5	6.1
	45-59 years old	79.2	14.3	6.5
	over 60 years old	76.2	19.0	4.8
education	incomplete secondary education	64.7	17.6	17.6
	general or vocational school	81.4	10.2	8.5
	high school/post high school/college	85.0	12.8	2.3
	higher education	80.0	12.3	7.7
occupation	employed	80.7	12.7	6.6
	temporarily unemployed	75.4	17.5	7.0
	unemployed	85.2	9.6	5.2
nationality	Moldovan/Romanian	81.8	11.9	6.3
	others (Russian. Ukrainian. etc.)	75.0	20.0	5.0
type of area	municipality	88.4	8.4	3.2
	urban area > 14.000 inhabitants	78.4	10.8	10.8
	urban area < 14.000 inhabitants	73.7	26.3	0.0
	rural area	79.3	13.3	7.4
total		81.4	12.4	6.2

% of respondents who said they use to watch news at TV7, 155 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	77.4	14.3	8.3
	female	74.6	18.3	7.0
age	18-29 years old	71.4	17.9	10.7
	30-44 years old	71.7	20.0	8.3
	45-59 years old	81.1	10.8	8.1
	over 60 years old	83.3	13.3	3.3
education	incomplete secondary education	75.0	25.0	0.0
	general or vocational school	84.2	5.3	10.5
	high school/post high school/college	80.3	12.1	7.6
	higher education	69.4	22.6	8.1
occupation	employed	73.5	20.5	6.0
	temporarily unemployed	65.0	20.0	15.0
	unemployed	86.3	7.8	5.9
nationality	Moldovan/Romanian	75.8	15.6	8.6
	others (Russian. Ukrainian. etc.)	77.8	18.5	3.7
type of area	municipality	84.7	11.1	4.2
	urban area > 14.000 inhabitants	66.7	27.8	5.6
	urban area < 14.000 inhabitants	60.0	30.0	10.0
	rural area	70.9	16.4	12.7
total		76.1	16.1	7.7

% of respondents who said they use to watch news at TVR Moldova, 100 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	76.1	17.4	6.5
	female	61.1	22.2	16.7
age	18-29 years old	72.7	9.1	18.2
	30-44 years old	60.0	34.3	5.7
	45-59 years old	72.0	12.0	16.0
	over 60 years old	72.4	13.8	13.8
education	incomplete secondary education	83.3	16.7	0.0
	general or vocational school	53.8	38.5	7.7
	high school/post high school/college	64.3	23.8	11.9
	higher education	74.4	10.3	15.4
occupation	employed	72.7	13.6	13.6
	temporarily unemployed	42.9	42.9	14.3
	unemployed	71.4	19.0	9.5
nationality	Moldovan/Romanian	69.9	19.3	10.8
	others (Russian. Ukrainian. etc.)	58.8	23.5	17.6
type of area	municipality	71.0	25.8	3.2
	urban area > 14.000 inhabitants	70.0	20.0	10.0
	urban area < 14.000 inhabitants	40.0	40.0	20.0
	rural area	68.5	14.8	16.7
total		68.0	20.0	12.0

% of respondents who said they use to watch news at REN TV Moldova, 125 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	63.1	30.8	6.2
	female	63.3	30.0	6.7
age	18-29 years old	66.7	33.3	0.0
	30-44 years old	56.1	34.1	9.8
	45-59 years old	64.1	25.6	10.3
	over 60 years old	70.4	29.6	0.0
education	incomplete secondary education	66.7	33.3	0.0
	general or vocational school	56.0	40.0	4.0
	high school/post high school/college	66.7	27.8	5.6
	higher education	62.5	27.5	10.0
occupation	employed	67.7	22.6	9.7
	temporarily unemployed	58.3	41.7	0.0
	unemployed	60.5	36.8	2.6
nationality	Moldovan/Romanian	51.8	40.0	8.2
	others (Russian. Ukrainian. etc.)	87.5	10.0	2.5
type of area	municipality	65.9	29.3	4.9
	urban area > 14.000 inhabitants	70.0	25.0	5.0
	urban area < 14.000 inhabitants	46.2	46.2	7.7
	rural area	62.7	29.4	7.8
total		63.2	30.4	6.4

% of respondents who said they use to watch news at RTR Moldova, 181 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	69.3	21.8	8.9
	female	66.7	28.6	4.8
age	18-29 years old	67.3	21.8	10.9
	30-44 years old	76.8	14.3	8.9
	45-59 years old	77.6	16.3	6.1
	over 60 years old	62.5	25.0	12.5
education	incomplete secondary education	73.5	14.7	11.8
	general or vocational school	83.5	13.9	2.5
	high school/post high school/college	60.0	26.7	13.3
	higher education	73.6	14.9	11.5
occupation	employed	57.1	32.1	10.7
	temporarily unemployed	78.8	18.2	3.0
	unemployed	68.9	21.3	9.8
nationality	Moldovan/Romanian	81.4	13.6	5.1
	others (Russian. Ukrainian. etc.)	77.6	18.4	4.1
type of area	municipality	72.2	25.0	2.8
	urban area > 14.000 inhabitants	46.2	46.2	7.7
	urban area < 14.000 inhabitants	74.7	12.0	13.3
	rural area	72.9	18.8	8.3
total		72.9	18.8	8.3

% of respondents who said they use to watch news at Publika TV, 331 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	56.4	39.1	4.5
	female	59.4	34.3	6.3
age	18-29 years old	54.8	37.0	8.2
	30-44 years old	58.0	39.0	3.0
	45-59 years old	63.6	30.7	5.7
	over 60 years old	54.3	40.0	5.7
education	incomplete secondary education	59.1	36.4	4.5
	general or vocational school	72.7	21.8	5.5
	high school/post high school/college	64.6	32.6	2.8
	higher education	41.8	49.1	9.1
occupation	employed	51.3	42.0	6.7
	temporarily unemployed	72.5	23.5	3.9
	unemployed	59.7	35.7	4.7
nationality	Moldovan/Romanian	57.0	37.5	5.5
	others (Russian. Ukrainian. etc.)	65.8	28.9	5.3
type of area	municipality	50.7	46.4	2.9
	urban area > 14.000 inhabitants	53.2	40.4	6.4
	urban area < 14.000 inhabitants	59.1	36.4	4.5
	rural area	61.7	32.1	6.2
total		58.0	36.6	5.4

% of respondents who said they use to watch news at Realitatea.md (Moldova), 97 respondents

variables	groups	Balanced	Unbalanced	DK/NA
sex	male	74.5	19.6	5.9
	female	71.7	13.0	15.2
age	18-29 years old	62.5	21.9	15.6
	30-44 years old	78.1	15.6	6.3
	45-59 years old	80.0	6.7	13.3
	over 60 years old	77.8	16.7	5.6
education	incomplete secondary education	88.9	11.1	0.0
	general or vocational school	42.9	28.6	28.6
	high school/post high school/college	89.3	7.1	3.6
	higher education	69.6	19.6	10.9
occupation	employed	73.5	14.3	12.2
	temporarily unemployed	40.0	40.0	20.0
	unemployed	81.6	13.2	5.3
nationality	Moldovan/Romanian	76.4	15.7	7.9
	others (Russian. Ukrainian. etc.)	37.5	25.0	37.5
type of area	municipality	63.3	20.0	16.7
	urban area > 14.000 inhabitants	75.0	18.8	6.3
	urban area < 14.000 inhabitants	83.3	16.7	0.0
	rural area	77.8	13.3	8.9
total		73.2	16.5	10.3