

CULTURE AND MEDIA

Cluster №				Interview №	

2. 01. To what extent do you trust the following organizations / institutions? (ONE answer per ROW)

		To a very great extent	To a great extent	To a small extent	To a very small extent	I don't know
1.	Newspapers and magazines	1	2	3	4	98
2.	Armed Forces	1	2	3	4	98
3.	European Union	1	2	3	4	98
4.	Internet editions	1	2	3	4	98
5.	Parliament	1	2	3	4	98
6.	Opposition	1	2	3	4	98
7.	Political parties	1	2	3	4	98
8.	Police	1	2	3	4	98
9.	Government	1	2	3	4	98
10.	President	1	2	3	4	98
11.	Radios	1	2	3	4	98
12.	Unions	1	2	3	4	98
13.	Judiciary	1	2	3	4	98
14.	Television	1	2	3	4	98
15.	Church	1	2	3	4	98

1.01. What do you do most often in your spare/free time? (Every right answer)

99.	I don't have spare/free time
1.	Watch TV or Video
2.	Babysitting
3.	Tourism
4.	Spend time with friends
5.	Grow flowers
6.	Shopping
7.	Relax
8.	Handiwork (sew, knit)
9.	Help at home
10.	Public activities
11.	Listen to music
12.	Sports
13.	Surfing the Internet
14.	Farming
15.	Go to school for.....
16.	Go to club for.....
17.	Have guest in or out visiting
18.	Go to a restaurant
19.	Go to a cinema
20.	Go to a concert, opera, ballet
21.	Go to a theater
22.	Read newspapers
23.	Read newspapers
24.	Other (specify).....

1.02. What is the most typical spare time activity for you listed in the previous question? (one answer)

A number from 1 to 24 from the previous question
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1.03. What is the most common reason not to choose your favorite way for spending your free time? (one answer)

99.	I have no obstacles to spend my free time
97.	I have no free time
1.	Age
2.	Taking care of a sick person at home
3.	Taking care of a child
4.	Living in a village
5.	Health problems
6.	Lack of information
7.	Couldn't organize myself
8.	Lack of money
9.	No friends
10.	Family problems
11.	The fatigue at the end of the day
12.	Other (specify).....

1.04. What do you do during your holiday? (up to 3 answers)

99.	I don't have holiday/ haven't used for a long time
1.	Go to sea, mountain
2.	Go abroad
3.	Fix/repair my car/house
4.	Go to festivals, concerts, movies
5.	Cultural and historical sightseeing
6.	Work overtime
7.	Got to the province and work in the farmyard
8.	Stay at home
9.	Go to my country house
10.	Other (specify).....

2.02. Which TV channels do you watch most often? (Spontaneous answer! All mentioned!)

1.	2.	3.
4.	5.	6.
7.	98. I don't pay attention (unreadable)	99. I don't watch TV (unreadable)

2.03. Which are you favorite TV shows? (Spontaneous answer! Up to 3 answers)

1.	2.	3.
	98. I don't have favorite show(unreadable)	99. I don't watch TV (unreadable)

2.04. Which radios do you listen to most often? (Spontaneous answer! All mentioned!)

1.	2.	3.
4.	5.	6.
	98. I don't pay attention (unreadable)	99. I don't listen to radio (unreadable)

2.05. Which are you favorite radio shows? (Spontaneous answer! Up to 3 answers)

1.	2.	3.
	98. I don't have favorite show(unreadable)	99. I don't listen to radio (unreadable)

2.06. Which newspapers do you read most often? (Spontaneous answer! All mentioned!)

1.	2.	3.
4.	5.	6.
7.	98. I don't pay attention (unreadable)	99. I don't read newspapers (unreadable)

2.07. Which are you favorite columns in the newspapers? (Spontaneous answer! Up to 3 answers)

1.	2.	3.
	98. I don't have favorite columns(unreadable)	99. I don't read newspapers (unreadable)

3.01. Which internet sites do you visit most often? (Spontaneous answer! All mentioned!)

1.	2.	3.
4.	5.	6.
7.	98. I don't pay attention (unreadable)	99. I don't use internet (unreadable)

3.02. Which are your favorite topics in the internet? (Spontaneous answer! Up to 3 answers)

1.	2.	3.
	98. I don't have favorite topics (unreadable)	99. I don't use internet (unreadable)

4.01. When the media rely on sources that can't be identified this is: (one answer)

1.	Correct because in that way the source can't be hurt
2.	Doesn't matter since the media tells the truth
3.	That is not important since the info is interesting
4.	That is not correct. Usually an info from an unidentified source is not true
98.	I don't know

4.02. The publication of materials concerning the personal life of public figures without their consent is: (one answer)

1.	Correct, the public figures don't have the right to hide their personal life
2.	Correct since the people are interested in that
3.	Doesn't matter since it is interesting
4.	Incorrect, everyone has the right of personal life
98.	I don't know

4.03. When a newspaper publishes long texts without author this is: (one answer)

1.	Correct because in that way the newspaper protects its authors
2.	Doesn't matter since it is interesting
3.	Incorrect
98.	I don't know

3.03. Approximately how much time do you spare for: (answer per row)

	At least once a day	Several days a week	Nearly every week	Nearly every month	Several times a year	Not at all
1. Watch TV	1	2	3	4	5	6
2. Listen to Radio	1	2	3	4	5	6
3. Read newspapers	1	2	3	4	5	6
4. Surf the internet	1	2	3	4	5	6

3.04. If you spare time for the listed activities at least once a day please specify for how long: (ONE answer per row)

1. Watch TV	hours	minutes
2. Listen to Radio	hours	minutes
3. Read newspapers	hours	minutes
4. Surf the internet	hours	minutes

2.08. What would you prefer to watch if you are able to watch TV only for 30 min-1 hour per day? (Up to 2 answers)

1.	Commentary („Panorama”, „Seizmograf”, „Commentary studio Ataka”, „Otpchataci”, etc)
2.	Culinary show
3.	Folk dances
4.	Popular science (“National Geographic”, „Animal Planet”, „History channel”, etc)
5.	News
6.	Pop-folk music
7.	Shows for ethnic minorities
8.	Talk show („Show na Slavi”, „Show na kanala”, „Show na Azis”, „Site Bulgaria zaedno”, etc)
9.	Rock/pop music
10.	Sports
11.	Morning news blocks
12.	Movies
13.	Live shows (“Big brother”, „Music Idol”, „Survivor”, etc.)
14.	Other (specify).....

2.09. What is your main reason to watch TV? (one answer)

1.	For information
2.	For fun
3.	Not to feel alone
4.	Habit
5.	Other (specify).....
99.	I don't watch TV (unreadable)

2.10. What is your main reason to listen to radio? (one answer)

1.	For information
2.	For fun
3.	Not to feel alone
4.	Habit
5.	Other (specify).....
99.	I don't listen to radio (unreadable)

2.11. What is your main reason to read newspapers? (one answer)

1.	For information
2.	For fun
3.	Not to feel alone
4.	Habit
5.	Other (specify).....
99.	I don't read newspapers (unreadable)

3.05. What is your main reason to surf the Internet? (one answer)

1.	For information
2.	For fun
3.	Not to feel alone
4.	Habit
5.	Other (specify).....
99.	I don't surf the Internet (unreadable)

1.05. How many times during 2008 did you: (ONE answer per row. If NO put 0)

	Times
1. Download movie/torrent from the Internet	
2. Go to a library	
3. Visit historical sightseeing (monuments etc.)	
4. Go to a festival (Sofia film fest etc.)	
5. Go to an exhibition or museum	
6. Draw, sing, play an instrument or write (essay, etc.)	
7. Go to a club	
8. Go to the cinema	
9. Go to a concert	
10. Go to opera, ballet	
11. Go to the theater	

1.06. Usually how many times per month: (ONE answer per row. If NO put 0)

	Times
1. Go to an exhibition or museum	
2. Visit historical sightseeing (monuments etc.)	
3. Go to a festival (Sofia film fest etc.)	
4. Download movie/torrent from the Internet	
5. Go to the cinema	
6. Go to a concert	
7. Go to the opera, ballet	
8. Go to the theater	

1.07. What do you expect to receive when you go to a cultural event? (ONE answer)

1.	Cultural sophistication
2.	Entertainment
3.	Social prestige
4.	Meet new people
5.	Meet successful artists
6.	Meet people with same interests as mine
7.	Other (specify).....
99.	I don't expect anything

1.08. What are the reasons NOT to go to cultural events (opera, theater, ballet, exhibitions and museums)? (ONE answer)

99.	I go to such cultural events
1.	Where I live there are no such events
2.	I take care for an old person in the family
3.	I take care for a child
4.	Health reasons
5.	The culture in Bulgaria is in crisis
6.	The cultural institutions are unpleasant, no places to park
7.	No free time
8.	No money
9.	No interest
10.	These types of events are snobbish
11.	My friends don't go to such events
12.	I feel old for this
13.	I feel unprepared for this
14.	Other (specify).....

1.09. What is the nationality of the movies, the books and the music you like? (one answer per column)

Movies		Books		Music	
98.	No preference	98.	No preference	98.	No preference
1.	American	1.	American	1.	American
2.	Bulgarian	2.	Bulgarian	2.	Bulgarian
3.	European	3.	European	3.	European
4.	Latin American	4.	Latin American	4.	Latin American
5.	Russian	5.	Russian	5.	Russian
6.	Turkish	6.	Turkish	6.	Turkish
7.	Macedonian	7.	Macedonian	7.	Macedonian
8.	Asian (South-Korean, Japanese)	8.	Asian (South-Korean, Japanese)	8.	Asian (South-Korean, Japanese)
9.	Indian	9.	Indian	9.	Indian
10.	Other (specify).....	10.	Other (specify).....	10.	Other (specify).....
99.	I am not interested in movies	99.	I am not interested in books	99.	I am not interested in music

1.10. What is the most important for you when you decide to purchase cultural products or services (one answer)

1.	Whether it is offered by public or private organization
2.	Additional expenses I should make (travel, hotel)
3.	Quality
4.	Easy access
5.	Its promotion/advertisement
6.	Price
7.	Other (specify).....

1.11. What is the most important for you when you decide to visit historical sightseeing? (one answer)

1.	Whether it is offered by public or private organization
2.	Additional expenses I should make (travel, hotel)
3.	Quality
4.	Easy access
5.	Its promotion/advertisement
6.	Price
7.	Other (specify).....

1.12. To what extent are you satisfied with your visit to: (one answer per row)

	Completely satisfied	Partially satisfied	Unsatisfied	No visit
1. Exhibition	3	2	1	99
2. Cinema	3	2	1	99
3. Museum	3	2	1	99
4. Opera	3	2	1	99
5. Theater	3	2	1	99

1.13. What are the opportunities for access to the following cultural products and services in the settlement where you live:
(ONE answer per ROW)

	Great opportunities	Neither big nor small	Small opportunities	I don't know
1. Exhibition, museum	3	2	1	98
2. Cinema	3	2	1	98
3. Historical sightseeing	3	2	1	98
4. Opera	3	2	1	98
5. Pop/folk/rock concert	3	2	1	98
6. Symphony concert, ballet	3	2	1	98
7. Theater	3	2	1	98
8. Festival	3	2	1	98

1.14. What are the opportunities for access to the following cultural products and services in the settlement where you live compared to five years ago: (ONE answer per ROW)

	Greater	Same	Smaller	I don't know
1. Exhibition, museum	3	2	1	98
2. Cinema	3	2	1	98
3. Historical sightseeing	3	2	1	98
4. Opera	3	2	1	98
5. Pop/folk/rock concert	3	2	1	98
6. Symphony concert, ballet	3	2	1	98
7. Theater	3	2	1	98
8. Festival	3	2	1	98

1.15. Is cultural value....? (ONE answer per ROW)

	Yes	No	I don't know
1. Antiquary	1	2	98
2. Architecture	1	2	98
3. Video or DVD	1	2	98
4. Bras music	1	2	98
5. Ethnographic museum	1	2	98
6. Internet	1	2	98
7. PC games	1	2	98
8. Furniture design	1	2	98
9. Fashion design	1	2	98
10. National cuisine	1	2	98
11. National customs	1	2	98
12. Po-folk music	1	2	98
13. Natural sightseeing	1	2	98
14. Radio	1	2	98
15. Television	1	2	98

1.16. The cultural values in Bulgaria should be preserved mainly by: (up to 3 answers)

1.	BAS (Bulgarian Academy of Sciences)
2.	All the Bulgarians
3.	Intelligentsia
4.	Cultural institutions
5.	Local authorities (municipalities)
6.	Ministries
7.	Ministry of culture
8.	Ministry of education
9.	Museums
10.	Parliament
11.	National institute for cultural monuments
12.	Department for preservation of cultural values
13.	Police
14.	Government
15.	President
16.	Special archive
17.	NGOs
18.	People aware of culture
19.	Private business
20.	Community centers
21.	Other (specify)
98.	I don't know

1.17. Have you studied any form of art? (one answer per row)

	Yes at school	Yes at community center	Yes with private lessons	Yes, informally	Yes at university	Yes at art school	Yes, other	No
1. Singing	1	2	3	4	5	6	7	8
2. Applied arts	1	2	3	4	5	6	7	8
3. Drawing	1	2	3	4	5	6	7	8
4. Playing an instrument	1	2	3	4	5	6	7	8
5. Dances	1	2	3	4	5	6	7	8
6. Theater	1	2	3	4	5	6	7	8
7. Photography	1	2	3	4	5	6	7	8

1.18. According to you more time and resources should be spared for: (one answer per column)

Initial (1-4 grade)	Primary (5-7 grade)	Secondary (8-12 grade)
1.Bulgarian language and literature	1.Bulgarian language and literature	1.Bulgarian language and literature
2.Fine arts	2.Fine arts	2.Fine arts
3.History and Civilization	3.History and Civilization	3.History and Civilization
4.Information Technology	4.Information Technology	4.Information Technology
5.Mathematics and sciences	5.Mathematics and sciences	5.Mathematics and sciences
6.Music	6.Music	6.Music
7.National dances and music	7.National dances and music	7.National dances and music
8.Physical Education/Sports	8.Physical Education/Sports	8.Physical Education/Sports
9.Foreign languages	9.Foreign languages	9.Foreign languages
98. I don't know	98. I don't know	98. I don't know

3.06. How would you describe the current situation in the country? (one answer)

1. Normal, good
2. Bearable
3. Unbearable
98. I don't know

3.07. Has the international economic crisis affected you or a member of your household in the following ways? (every right answer)

	Me	Member of my household
1. Reduced working day	1	2
2. Decreased salary	1	2
3. Loan refusal	1	2
4. Non-paid overtime work	1	2
5. Forced leave	1	2
6. Decrease of income from private business	1	2
7. Layoff	1	2
8. Increase of the debt repayment plan	1	2
9. Other (specify).....	1	2
99. No, the crisis hasn't affected us yet	1	2

2. 12. Do you agree your democratic rights and freedoms to be restrained for a certain amount of time so that order and security to be introduced for the stabilization of the economy? (one answer)

1. Yes, completely agree
2. Rather yes
3. Rather no
4. Absolutely not
98. I don't know

3.07. How do you inform yourself about the political life in the country? (every right answer)

(Please write down the names of the media)

1. Mainly TV:.....
2. Mainly radio:.....
3. Mainly newspapers:
4. Mainly the internet:
5. Friends
6. Other (specify).....
99. I am not interested in politics

3.08. How do you decide who would you vote for? (up to 3 answers)

1.	I follow the election campaign in the media
2.	I read the party programs and platforms
3.	I follow the public appearances of the leaders
4.	I follow the public appearances of the separate candidates
5.	Discuss with friends and decide
6.	Discuss with relatives and decide together
7.	Follow media comments
8.	Vote as per advice of people I trust
9.	Other

4.04. There are suggestions that the central media is depending on people with money and politicians. Do you agree? (ONE answer)

1.	Yes, all the newspapers directly or indirectly follow the will of people with money and power
2.	Most of the newspapers directly or indirectly follow the will of people with money and power
3.	There are dependent newspapers but the most are independent
4.	Most of the newspapers are independent
98.	I don't know

3.09. If next Sunday there are parliamentary elections for which party would you vote? (ONE answer)

BSP	NDSV	Siniata koalitsiaSD S+DSB	DPS	ATAK A	GERB	BND	Napred	Lider	Bulgaria na grajdanite I regioniteSSD, RZS, NIE, BZNS-Pinchev	Other	I don't know	I wouldn't vote
1	2	3	4	5	6	7	8	9	10	11	98	99
11.	Other (specify).....											

3.10. If you are offered money to vote for certain political party what would you do? (one answer)

1.	I will take the money and vote for that party
2.	I will take the money but I will vote for the party I like
3.	I will take the money but I won't vote
4.	I won't take the money and I will vote for the party I like
5.	I won't take the money and I won't vote
98.	I don't know

3.11. What will be the most effective punitive measure against those who sell their vote? (one answer)

1.	Big fine
2.	Deprivation of the right to vote for one mandate
3.	Deprivation of the right to vote forever
4.	Imprisonment for a certain amount of time
5.	Community service
6.	Public censure
7.	Other (specify)
8.	No measure could stop this practice
9.	Selling of votes is normal political practice and there is no need of measures and incrimination
98.	I don't know

2.12. If on the next elections the party you sympathize with elect in your region a competent and honest candidate would you vote for him/her if he/she is: (one answer per row)

	Yes	No	I don't know
1. Armenian	1	2	98
2. Bulgarian	1	2	98
3. Jewish	1	2	98
4. Pomak (Bulgarian-mohammedan)	1	2	98
5. Roma	1	2	98
6. Turk	1	2	98
7. EU citizen	1	2	98

2.13. Would you agree: (every right answer)

	Armenian	Bulgarian	Jewish	Pomak	Roma	Turk	EU citizen
1. To live at the same neighborhood	1	2	3	4	5	6	7
2. To live in the same settlement	1	2	3	4	5	6	7
3. To work together	1	2	3	4	5	6	7

2.14. To what extent do you agree with the following: (one answer per row)

	To a very great extent	To a great extent	To a small extent	To a very small extent	I don't know
1. Bulgarians are lazy and irresponsible	1	2	3	4	98
2. Bulgarians live at the expense of others	1	2	3	4	98
3. Cannot trust or rely on Bulgarians	1	2	3	4	98
4. Roma are lazy and irresponsible	1	2	3	4	98
5. Roma live at the expense of others	1	2	3	4	98
6. Cannot trust or rely on Roma	1	2	3	4	98
7. Turks are lazy and irresponsible	1	2	3	4	98
8. Turks live at the expense of others	1	2	3	4	98
9. Cannot trust or rely on Turks	1	2	3	4	98

2.15. Do you approve introduction of measures for reduction of fertility rate across ethnic groups (one answer)

1.	Approve
2.	Disapprove
98.	I don't know

2.16. According to you is the following normal/natural: (one answer per row)

	Yes	No	I don't know
1. Abortions	1	2	98
2. Group sex or change or change of sex partners	1	2	98
3. Extramarital relation of a woman	1	2	98
4. Extramarital relation of a man	1	2	98
5. In vitro fertilization	1	2	98
6. Man and woman to live together without marriage	1	2	98
7. Divorce	1	2	98
8. Single woman to give birth to and raise a child	1	2	98
9. Sexual extramarital relations of married people	1	2	98
10. Sexual relations of youngsters (under)	1	2	98
11. Sexual relations of youngsters (14-18)	1	2	98
12. Sexual relations prior marriage	1	2	98
13. Homosexuality between women (lesbians)	1	2	98
14. Homosexuality between men	1	2	98

2.17. Do you approve the introduction of the death penalty for some crimes? (one answer)

1.	Approve
2.	Disapprove
98.	I don't know

2.18. No matter whether you belong to a religion or a religious denomination, would you define yourself as? (one answer)

1.	Deeply religious
2.	Rather religious
3.	Rather irreligious
4.	Deeply irreligious
98.	I don't know

2.19. Do you go to church/mosque/synagogue? (one answer per row)

	Regularly (at least once a week)	Sometimes	Rarely (holidays)	Only from tourist perspective	Never
1. Orthodox church	1	2	3	4	5
2. Catholic church	1	2	3	4	5
3. Evangelic church	1	2	3	4	5
4. Synagogue	1	2	3	4	5
5. Mosque	1	2	3	4	5
6. Other temple (specify)	1	2	3	4	5

4.05. Do you read any of the following newspapers? (EVERY right answer)

1.	Weekend
2.	Jhult trud
3.	Capital
4.	Shock
5.	Show
6.	168 hours

QUESTIONS ONLY FOR THOSE WHO READ “WEEKEND”

4.06. How often do you read “Weekend”? (one answer)

1.	Every week
2.	At least once a month
3.	Rarely (when travelling)
4.	Several times in my life

4.07. How do you get it? (one answer)

1.	Subscription
2.	Buying
3.	From relatives or friends who read it
4.	Read it in the local library
5.	Other (specify)

4.08. You read “Weekend” mostly for: (up to 2 answers)

1.	There is no information about politics in it
2.	Gives information for famous people which cannot be found anywhere else
3.	Gives useful information for health, life, my hobby
4.	The other newspapers are dependent on politicians and rich people but not this one
5.	Other newspapers are boring this one not
6.	More information and facts about abuses in the country
7.	Gives facts about abuses and crimes much earlier
8.	Relax
9.	Other (specify)

4.09. What makes the difference for “Weekend”? (every right answer)

1.	Its information is more reliable
2.	There is no censure
3.	Variety of topics
4.	Information about things that are important to me and are not in the other newspapers
5.	Clear language
6.	Other (specify)

4.09. If “Weekend” didn’t exist which newspaper would you read? (spontaneous answer)

.....

4.10. Is the information about the life of the famous people that “Weekend” publishes reliable? (ONE answer)

1.	Yes, always
2.	Yes, in most of the cases
3.	Sometimes yes, sometimes not
4.	In most of the cases it is not reliable
5.	Not reliable
98.	I don’t know

4.11. Is the information about abuses that “Weekend” publishes reliable? (ONE answer)

1.	Yes, always
2.	Yes, in most of the cases
3.	Sometimes yes, sometimes not
4.	In most of the cases it is not reliable
5.	Not reliable
98.	I don’t know

4.12. Is the information about crimes that “Weekend” publishes reliable? (ONE answer)

1.	Yes, always
2.	Yes, in most of the cases
3.	Sometimes yes, sometimes not
4.	In most of the cases it is not reliable
5.	Not reliable
98.	I don’t know

4.13. What are your impressions of “Weekend”? (one answer)

1.	This is totally a free and independent newspaper and its journalists write only what they think
2.	Same as with other newspapers – there are other people behind
3.	Don’t know how much it is independent but is more than others
4.	Doesn’t matter whether it is independent as long as it is interesting
98.	I don’t know

4.14. How do you assess the graphical presentation of “Weekend” – huge headings, lots of pictures, colourful? (one answer)

1.	This presentation is better
2.	Best presentation for that newspaper
3.	Not suitable for that newspaper
4.	Not suitable for any paper
5.	I don't care about its graphical presentation
98.	I don't know

PASSPORT BLOCK

5.01. Sex of the interviewee

Male	Female
1	2

5.02. Date of birth/age

Day	Month	Year	Age

5.03. Type of settlement (ONE answer)

City-capital	Regional city	Other town	Village
1	2	3	4

5.04. What is the highest educational level you have completed? (ONE answer)

University-bachelor, master, Phd	Higher, professional college	Secondary	Primary	Initial	Lower than initial
1	2	3	4	5	6

5.05. What is your social status at the moment: (one answer)

Working	Studying	Working and studying	Maternity leave	Housewife	Unemployed	Working retired person	Not working retired person
1	2	3	4	5	6	7	8

5.06. What is your marital status? (one answer)

1. Single
2. Living together
3. Married
4. Separated
5. Divorced
6. Widow

5.07. How many persons, including the children, are in your household? (write down with number)

Number of persons under 18
Number of persons over 18

5.08. What is your household monthly net income? (write down with number).....leva

5.09. What is the average monthly amount that your household spares for cultural products and services (go to theater, cinema, opera, etc.)

(write down with numbers).....leva

5.10. If your income rises with 50% would your consumption of cultural products and services increase? (one answer)

99.	No
1.	Increase with 25%
2.	Increase with 50%
3.	Increase with 75%
4.	Increase with 100%
5.	Increase more than two times

5.11. What is your ethnic group? (one answer)

1. Bulgaria
2. Turkish
3. Roma
4. Other (please specify).....

4.12. What is your religion? (one answer)

1. Christian orthodox
2. Catholic
3. Protestant
4. Muslim
5. Other (please specify).....
99. No religion