

Part One: On civic attitude

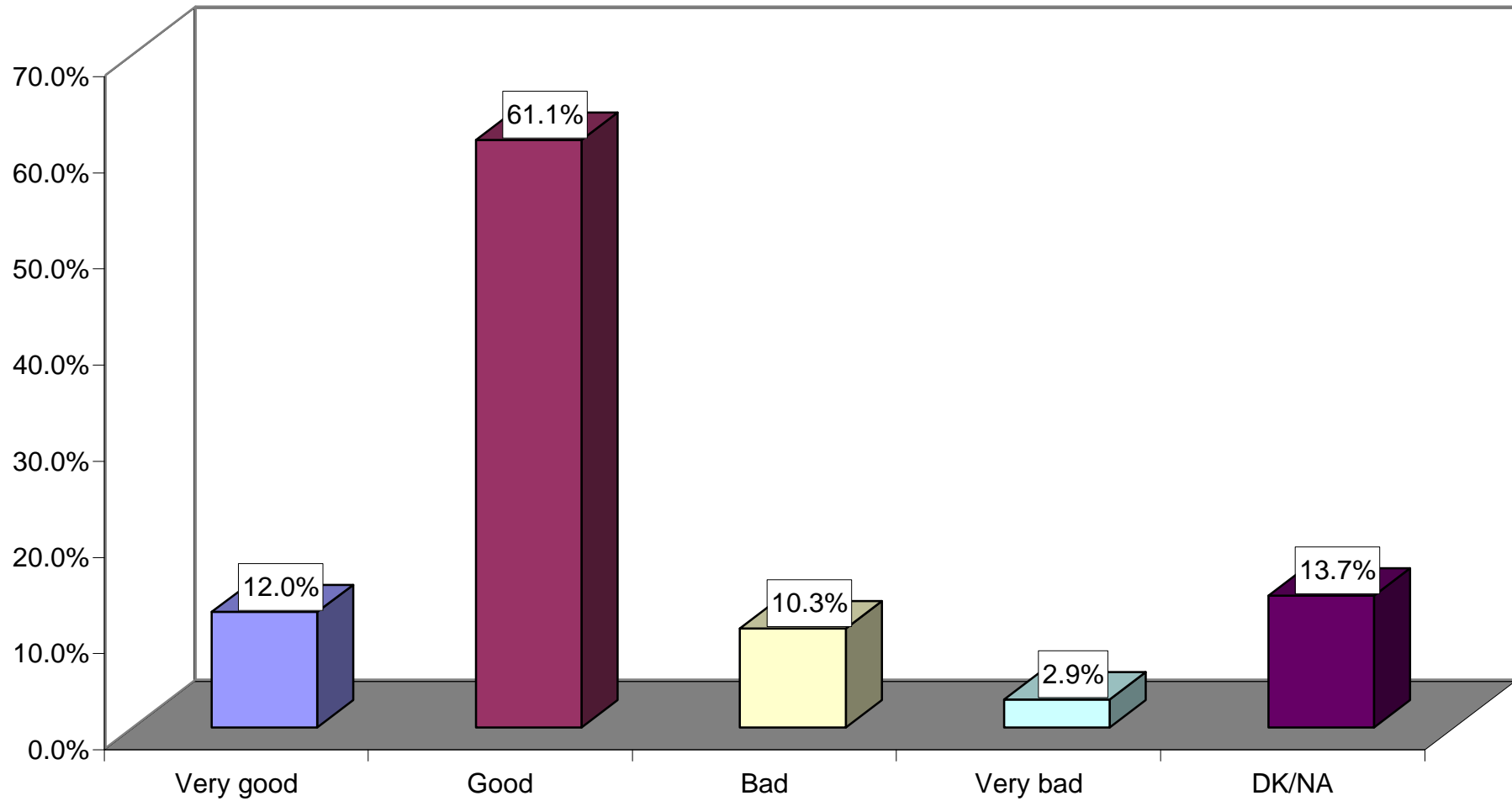
The idea was to show to what extent mentalities and attitudes can be changed by media information and programmes of civic education. The focus was an assessment of the situation at the moment of March 2004. From this point of view the study is just a point of reference. To monitor changes the measurement should be repeated after a period of time.

Four types of questions were used to assess the media influence on civic attitudes.

Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

How do you appreciate CNA's activity?

% of those who heard about CNA



Influence of the media upon civic and electoral behavior ON CIVIC ATTITUDE

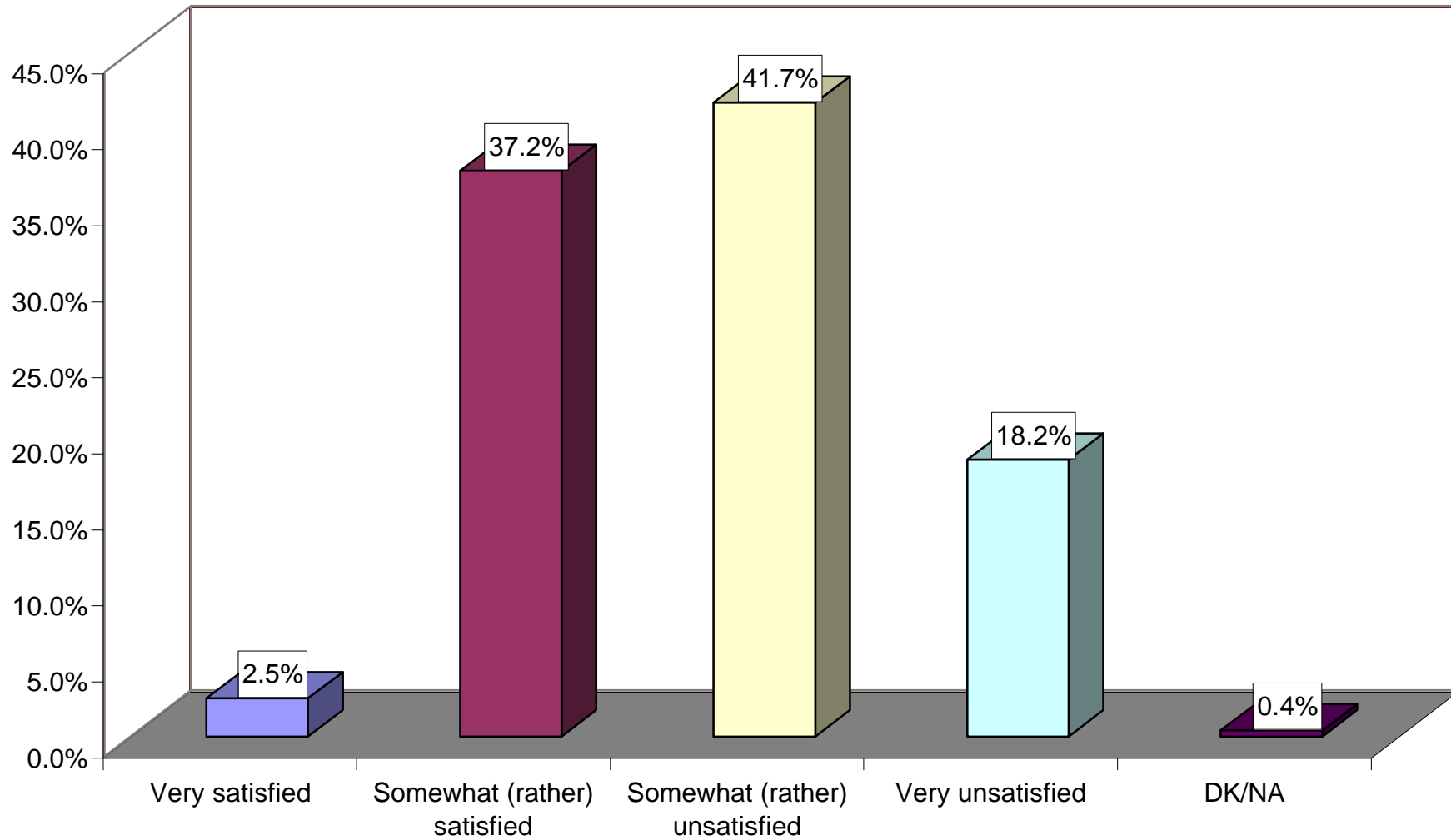
1. The population perception of the economic situation, its likely level of involvement in different activities (latent activism) and its social behavior as participation in different non-profit organizations.

Population perception of their economic situation shows:

- more people are unsatisfied with their life
 - compared with three years ago more people say their situation has gotten worse. (see charts)
- The attitudes towards consumption vs. investment (entrepreneurial behavior) show that:
- Had people had 1 billion lei they would spend the money on long-term goods (houses, cars) or they would give them to children and relatives. Only 16% would invest the money in business.
 - The value orientation data show that people will try to earn more money (if the day had 26 hours) (about one third) and only few of them (3%) would watch more TV or listen to radio. (see chart)
 - The social behavior data show that only about 12% of the Romanian population belong to or participate in the activities of different organizations. The main organizations people are involved in are religious organizations, trade unions and political organizations (about two thirds out of the total social participation) (see chart)
 - These data are in accordance with the **civic competence** results which show that only between 15-20% of the population think their opinion is important for the decisions taken by the government, parliament, president, mayor (see chart).

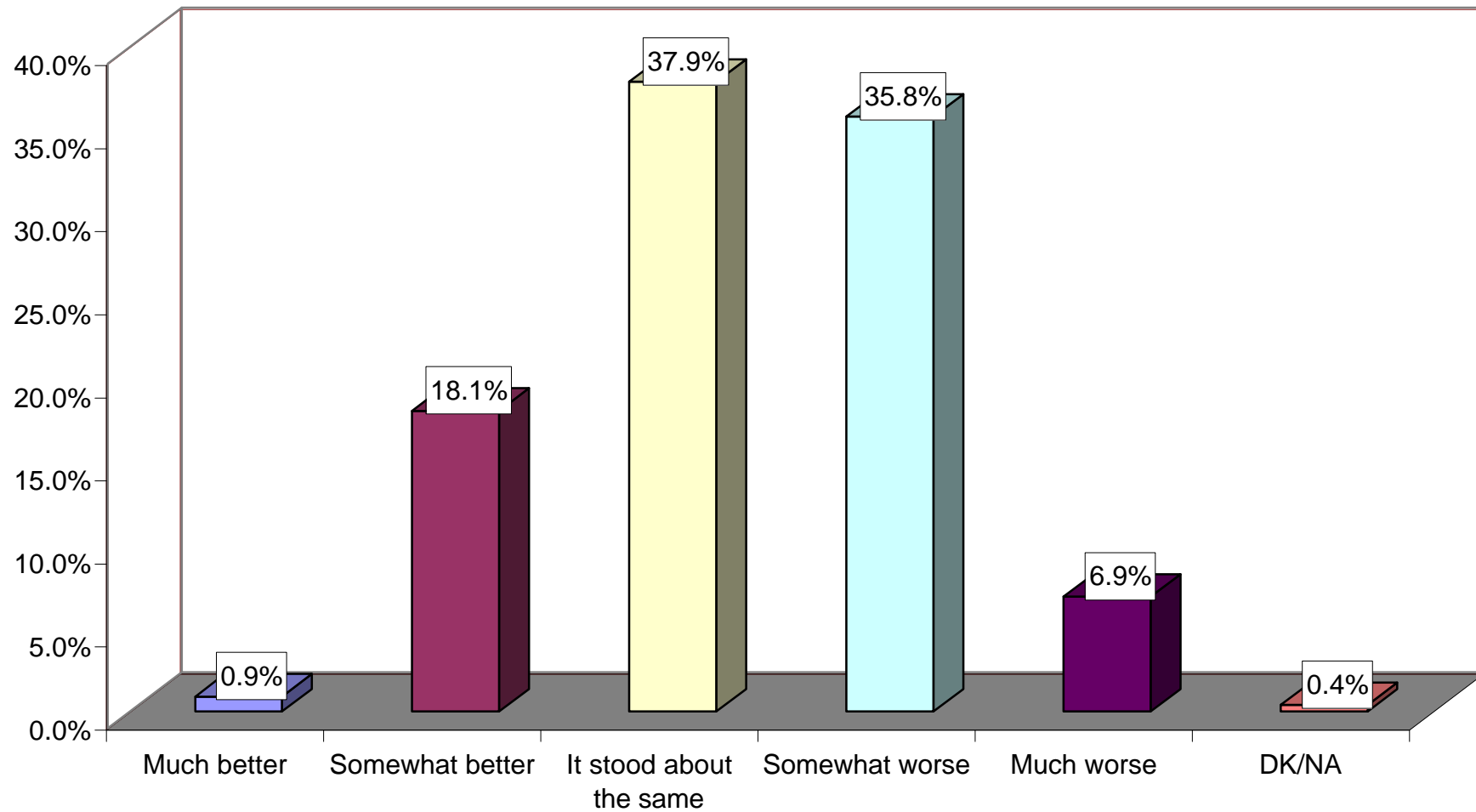
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How satisfied are you with your life?



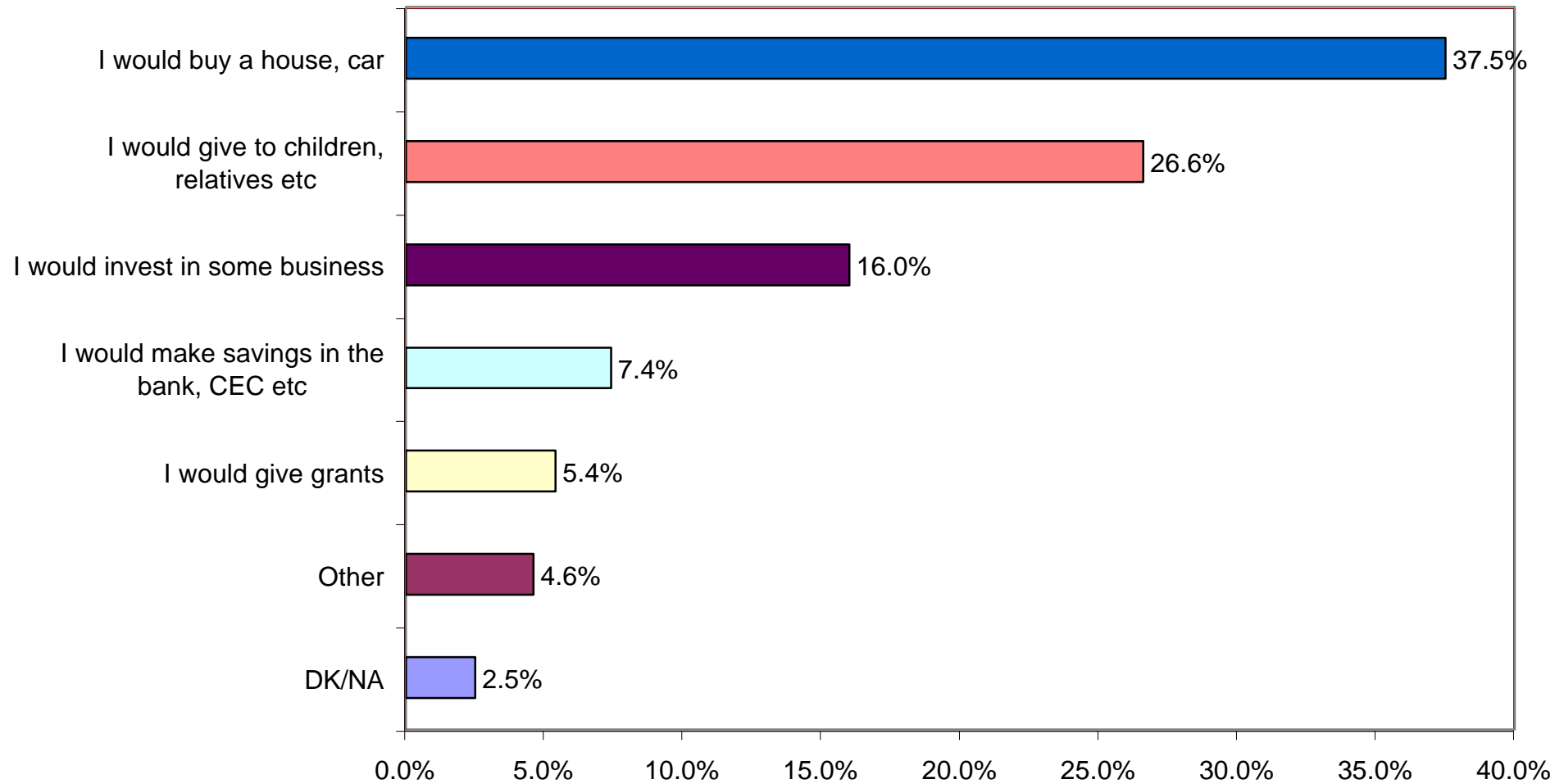
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

In the last three years, would you say that the economic situation of you and your family has gotten...?



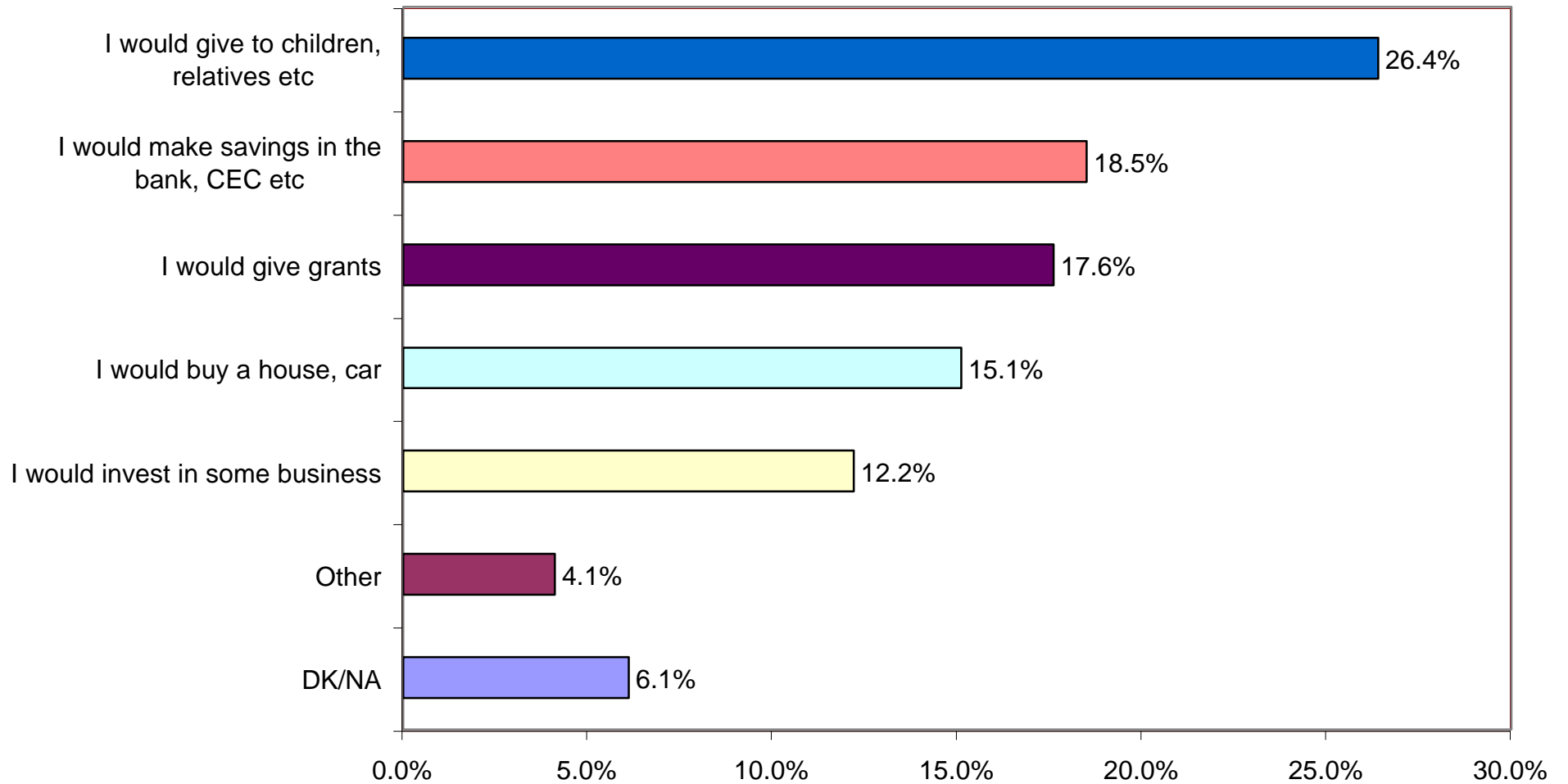
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

If you had one billion lei, what would you do with the money in the first place?



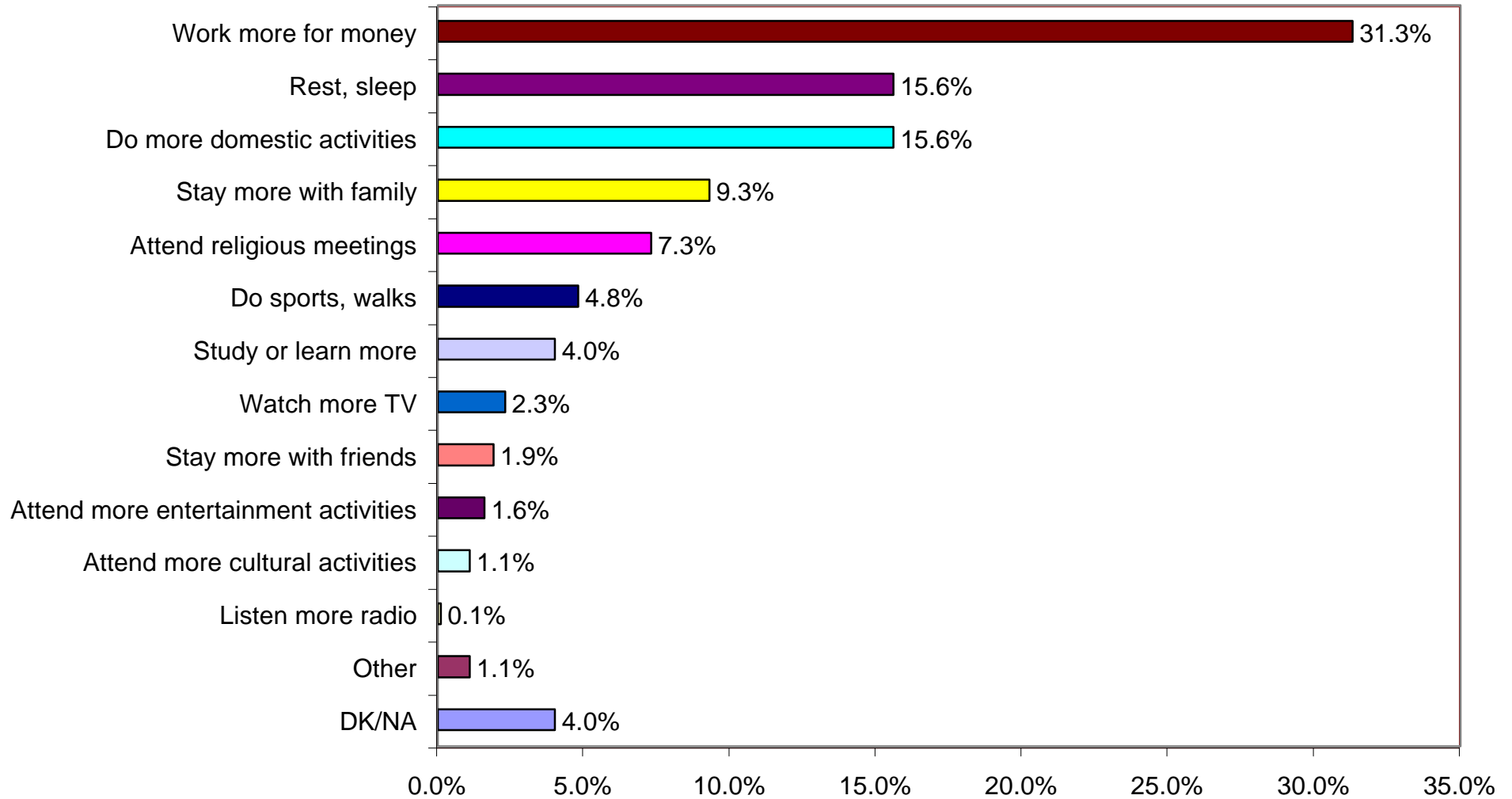
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

If you had one bilion lei, what would you do with the money in the second place?



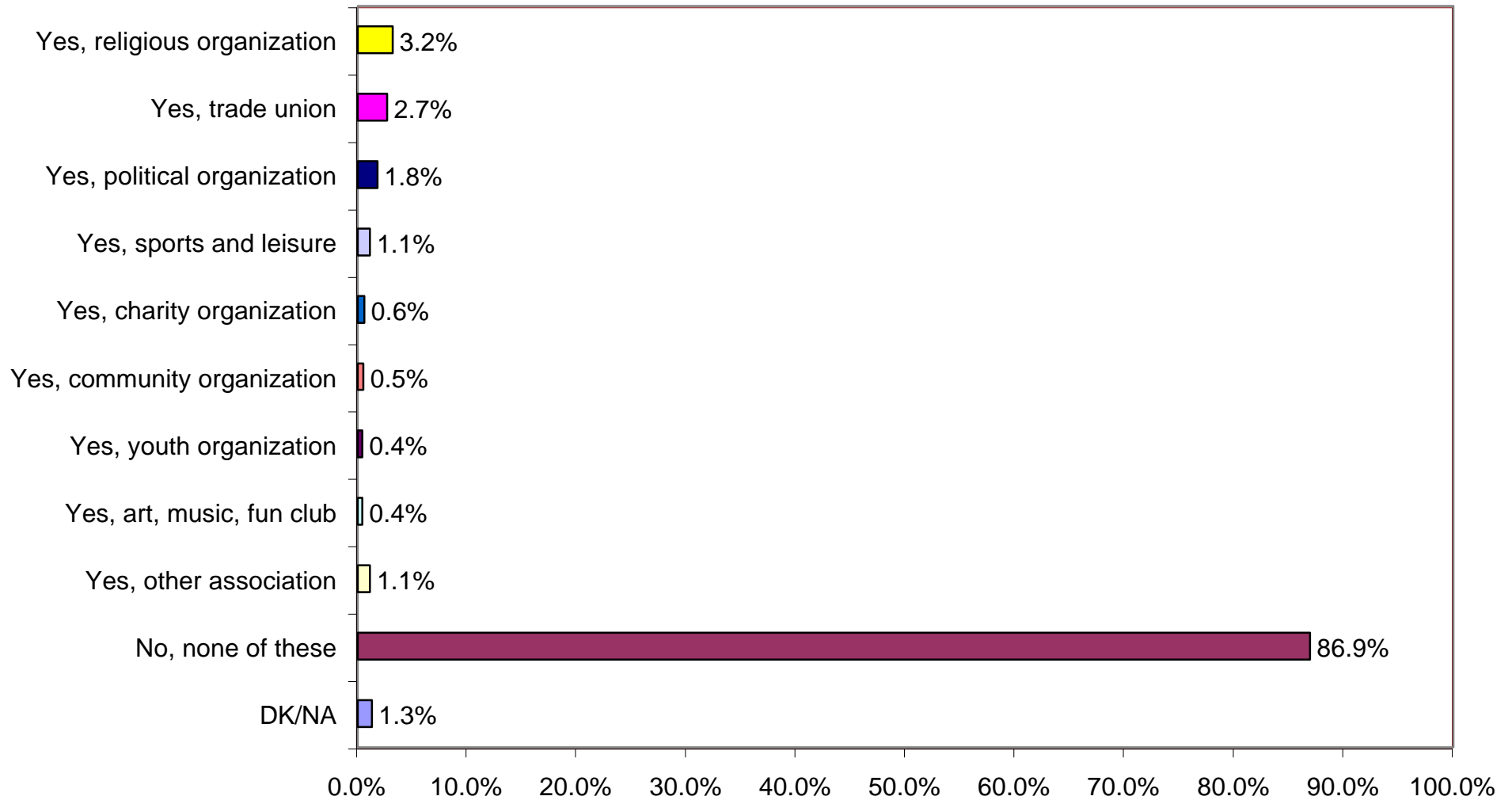
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ON CIVIC ATTITUDE

If the day had 26 hours, what would you do with the extra 2 hours?



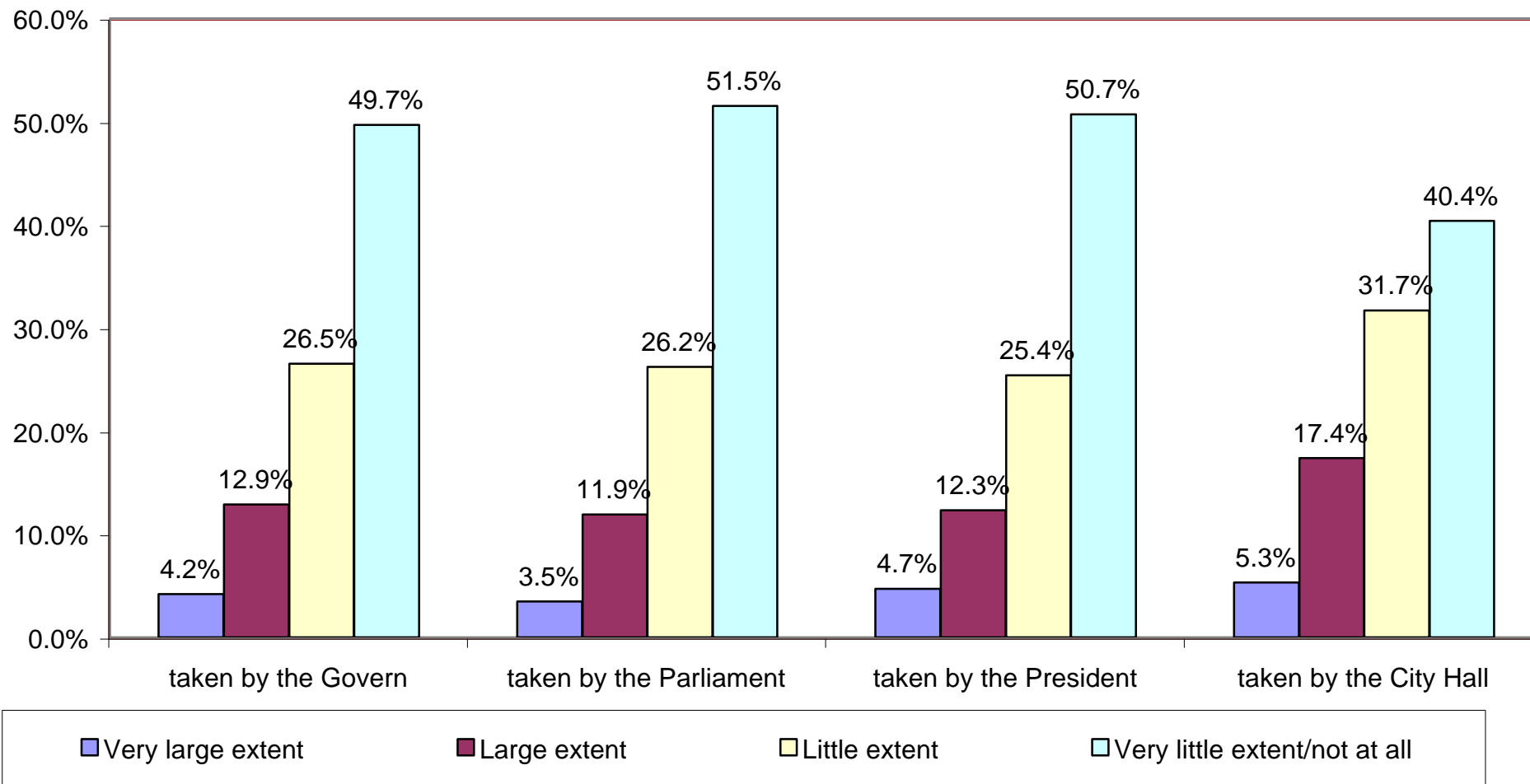
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Do you belong to and/or participate in the activities of an organization...?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent do you think your opinion is important regarding the decisions ... ?



Influence of the media upon civic and electoral behavior ON CIVIC ATTITUDE

2. The audience of social campaign conducted in media regarding alcoholism, smoking, domestic violence, drugs, consumer protection, and its impact on civic attitude of the population. For an in-depth evaluation of the influence of media upon civic behavior the questionnaire included an adapted Moriarty's Domains Scale.

Watching social campaigns conducted in media, the impact on civic attitude of the population.

- Only about 15% have never watched any social campaigns at radio and TV
- About 40% of the population has watched social campaigns regularly and about 45% watched social campaigns sometimes.
- There are no significant differences regarding the population audience of different social campaigns. People seem to be more interested in social campaigns against drugs and smoking. 40% watched regularly some social campaigns (see charts)
- The population perception is that social campaigns are useful (25% very useful and 47% useful). Only about 25% of the population thinks these social campaigns are little and very little useful.
- Besides of the loss of interest the other reasons of the people who did not watch social campaigns on TV and radio are: "don't have time", "don't like them" and the feeling that they have no impact.

The assessment of the impact of such social campaigns by Moriarty's Domains Scale shows the following hierarchy of effects of these messages:

- About 42% of the population exposed to social campaigns becomes aware of the messages getting the stage of arousal, retention.
- About 33% of the population learned something from these social campaigns; 23% understood "what happened" and 10% "learned more from them about the environment they live in". These people got the stage of comprehension or learning.
- About 23% of the population has been convinced to have an attitude against these negative phenomena (14%) or have been convinced to do something, to try to help other people to keep away from this negative behavior (8.5%).
- The percentage of 8.5% of people determined to effectively act shows the performance of these social campaigns. Compared to the effects of advertising for products selling which is, usually, fewer than 5% one could say these campaigns are rather efficient.
- Only about 3% of the population exposed to such social campaigns did not give any answer regarding the impact (see chart).

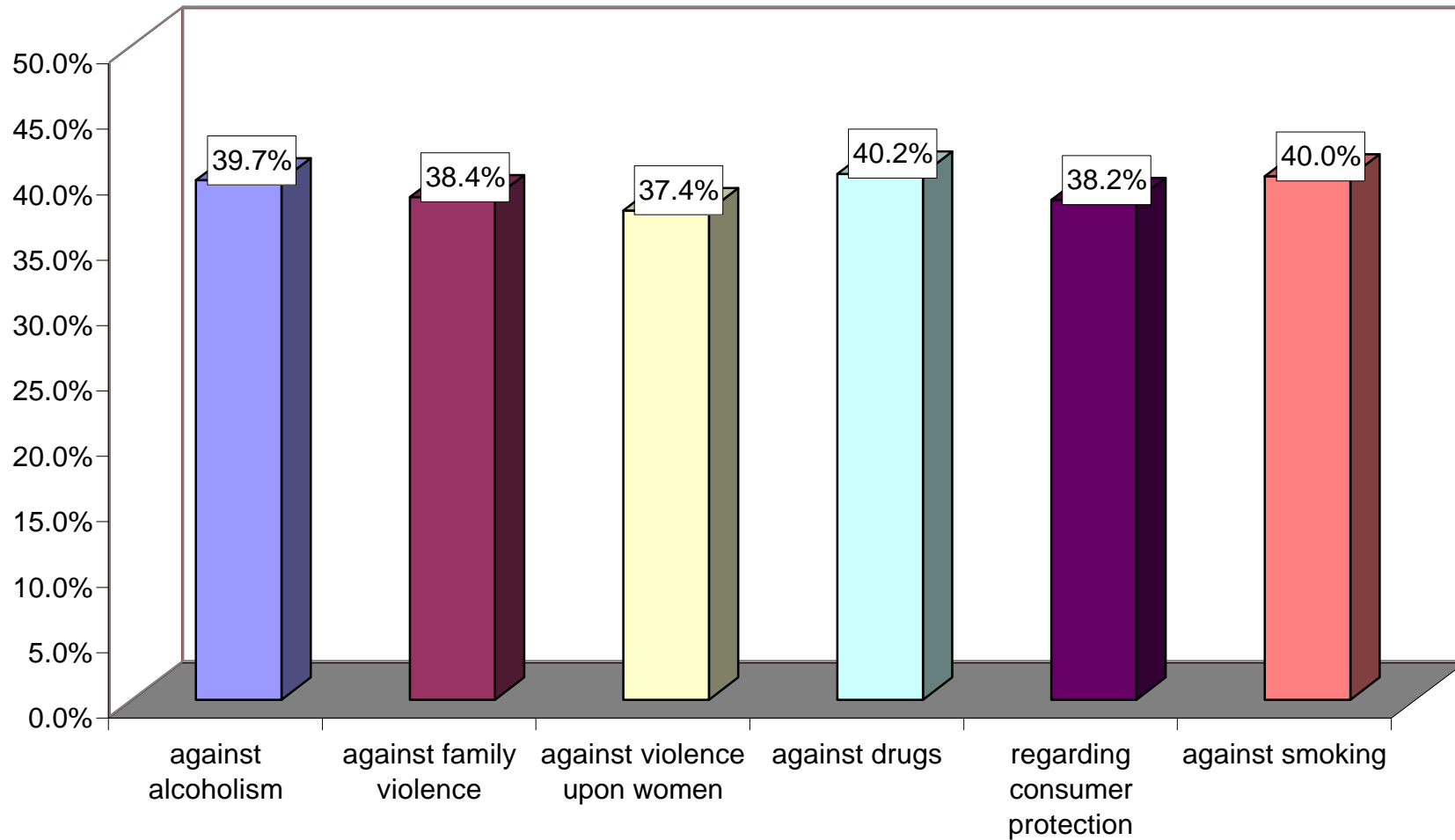
The needs for different social campaigns

The data regarding the necessity to have more social campaigns are in accordance with the previous data about the audience and the impact of social campaigns.

- People think more campaigns are needed to a very much extent: about health issues (54%), children education (48%), children protection (47%), drugs and alcohol (47%), individual security (45%), consumer protection (42%), locality sanitation (40%) and sexual life (31%). (See chart)
 - These tasks are both for central and regional TV channels. The perception of the population is that the central public TV channels focus more than central private TV channels on different civic problems. 29% of the population thinks that central public TV channels broadcast almost daily these types of social messages as compared with 22% perception of private TV channels.
 - The local TV channels broadcast almost daily those social messages with a frequency of about 12% (see chart).
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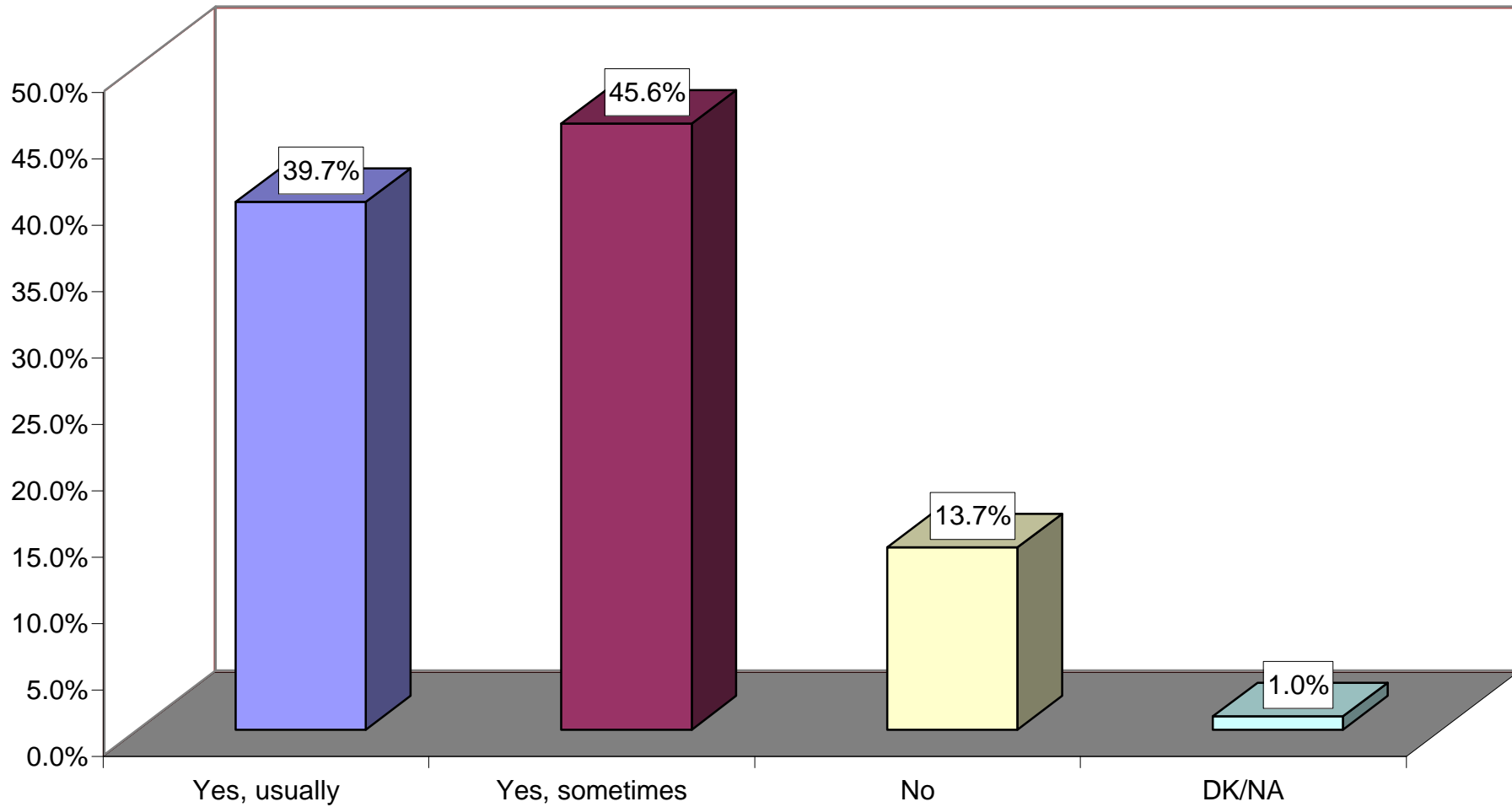
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv) ...?
Yes, usually



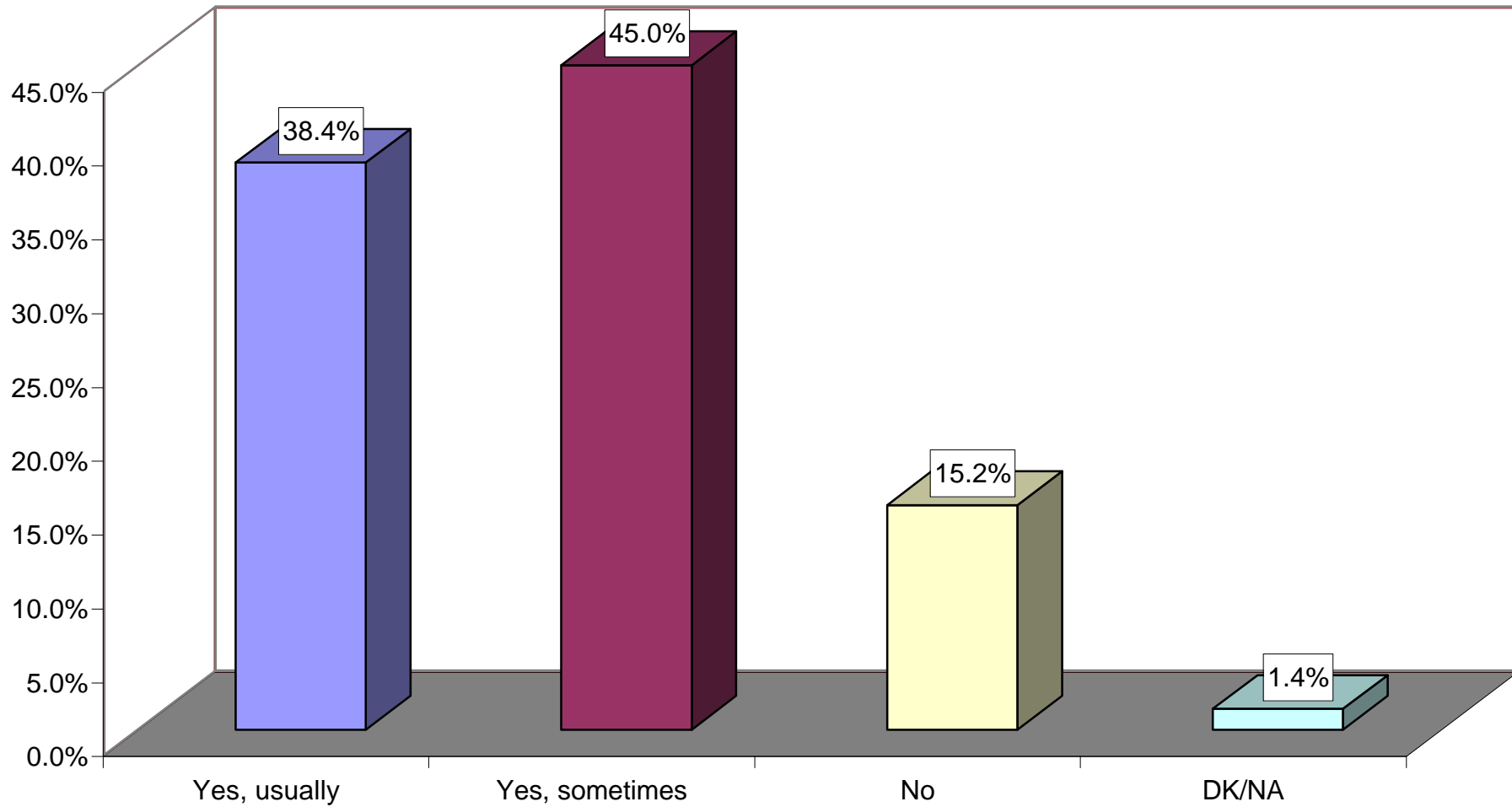
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv)
against alcoholism?



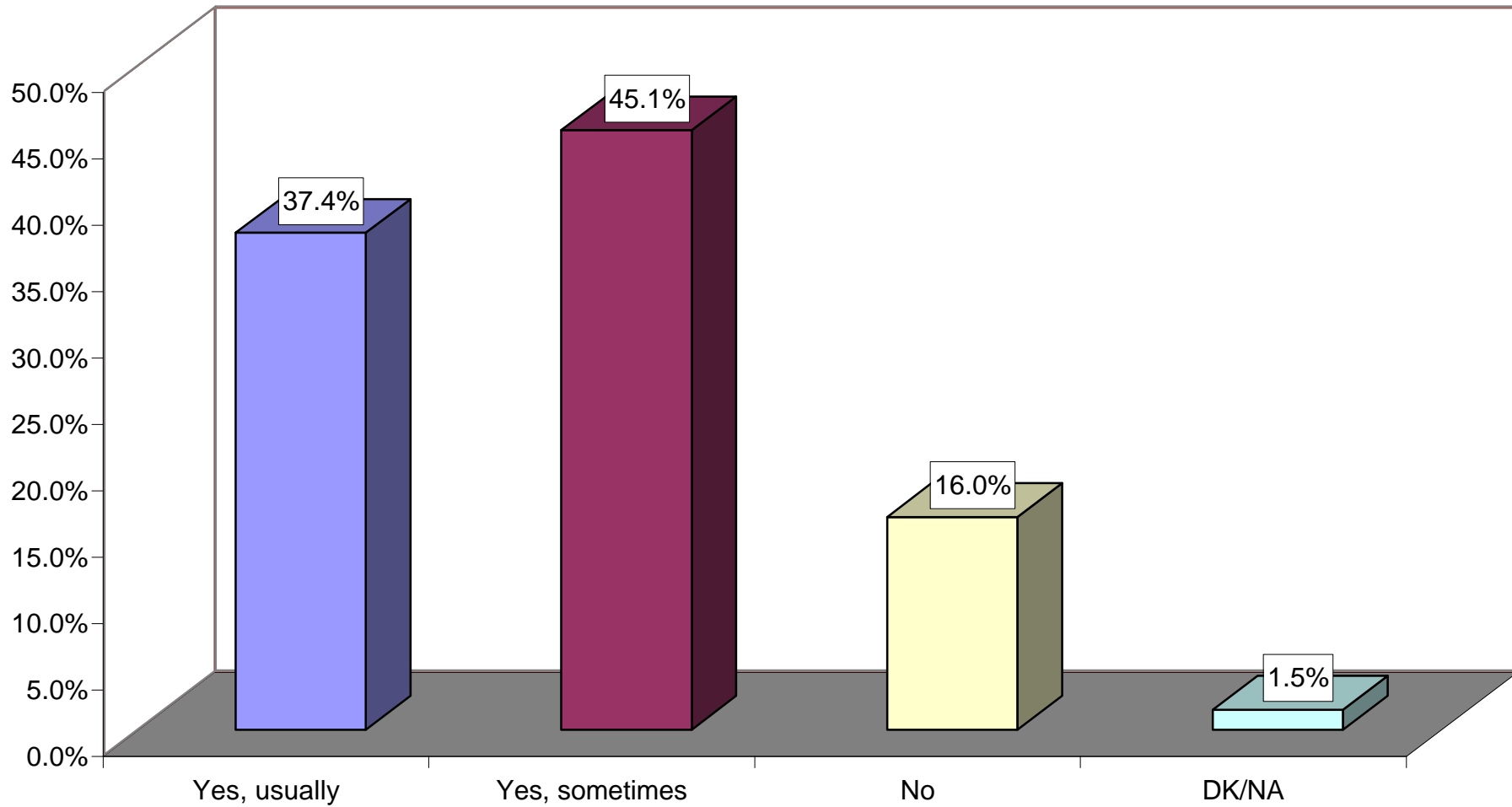
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv)
against family violence?



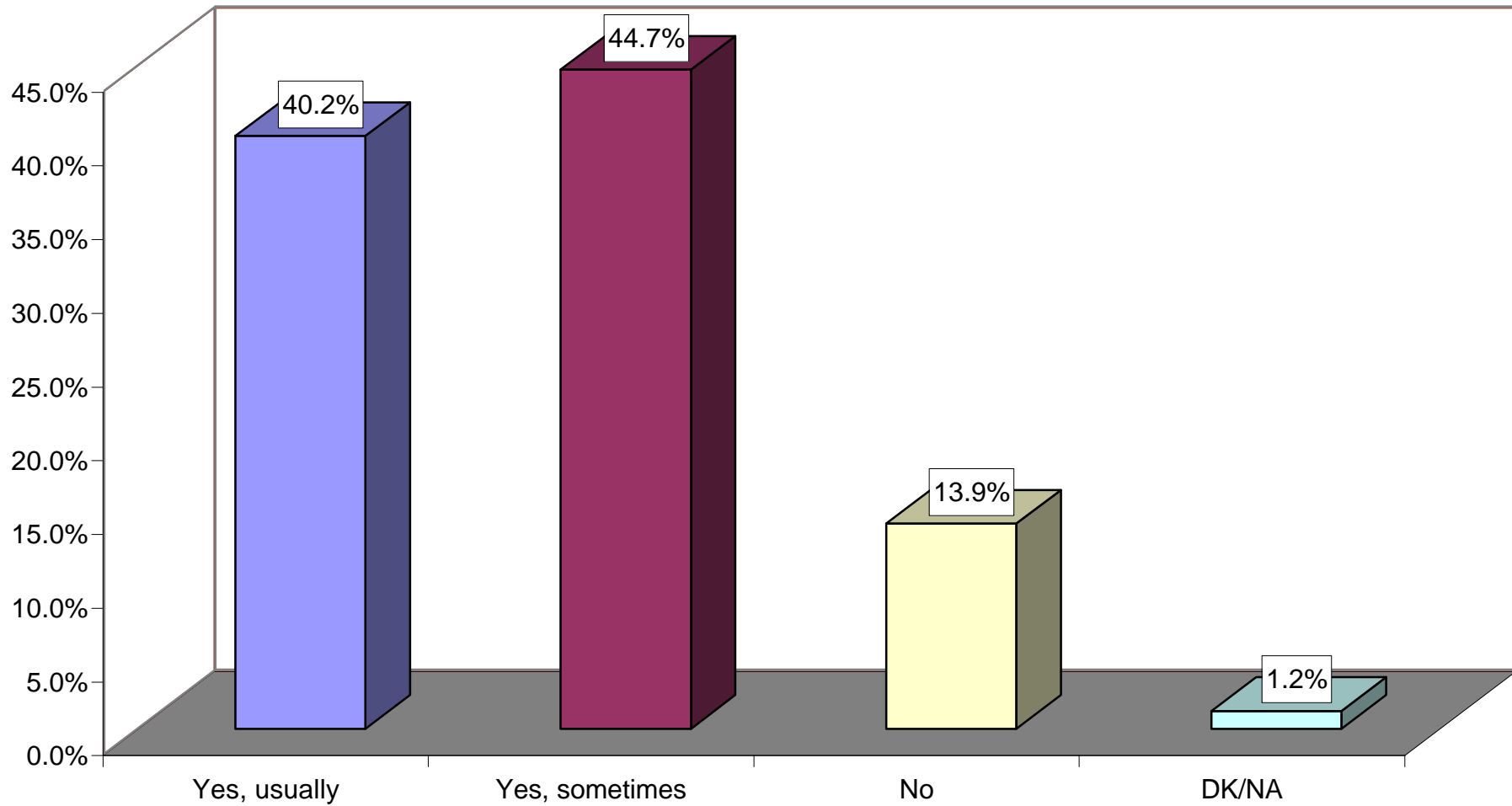
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv)
against violence upon women?



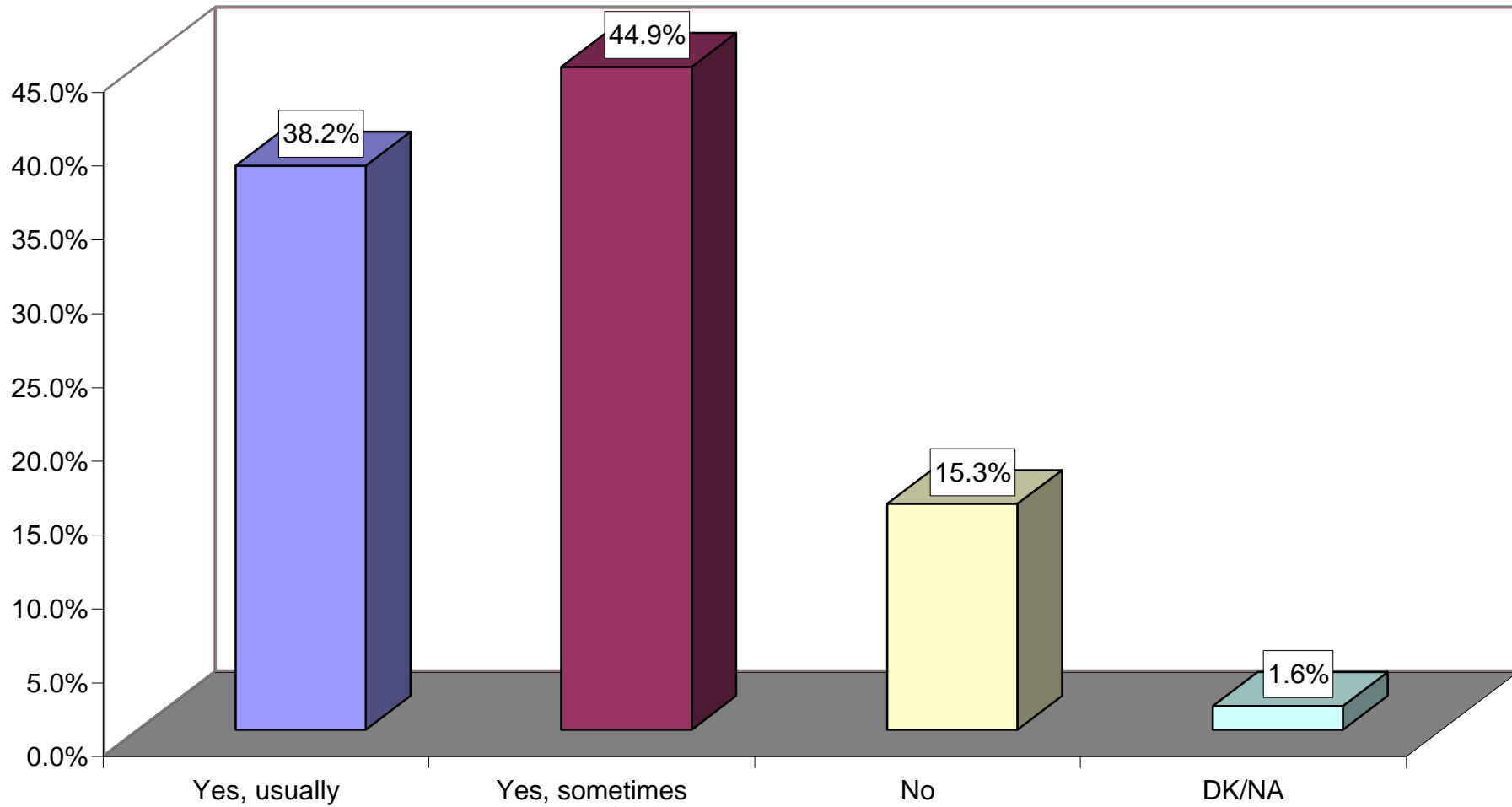
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv)
against drugs?



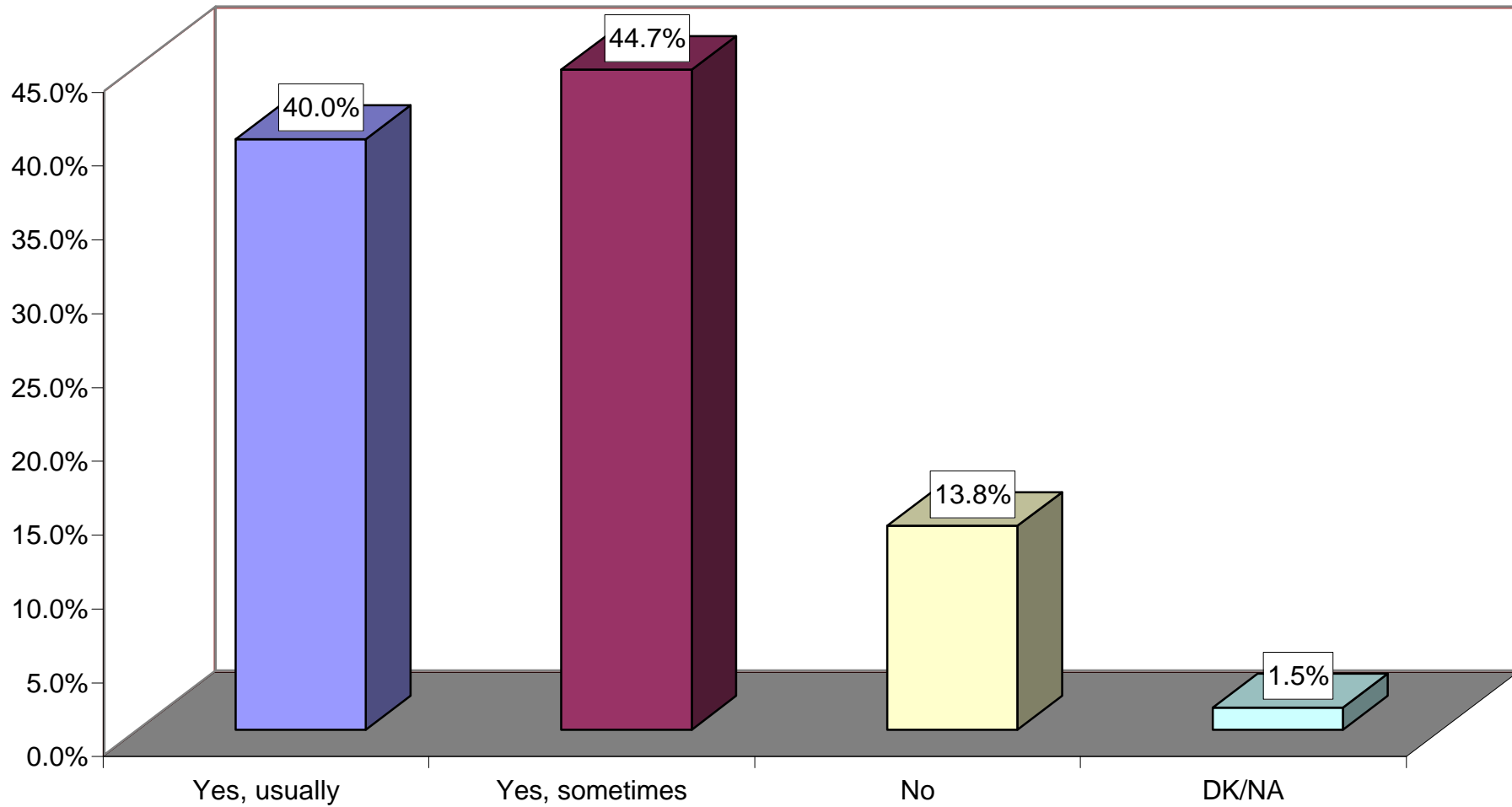
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Have you watched social campaigns conducted in media (radio and tv) regarding consumer protection?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

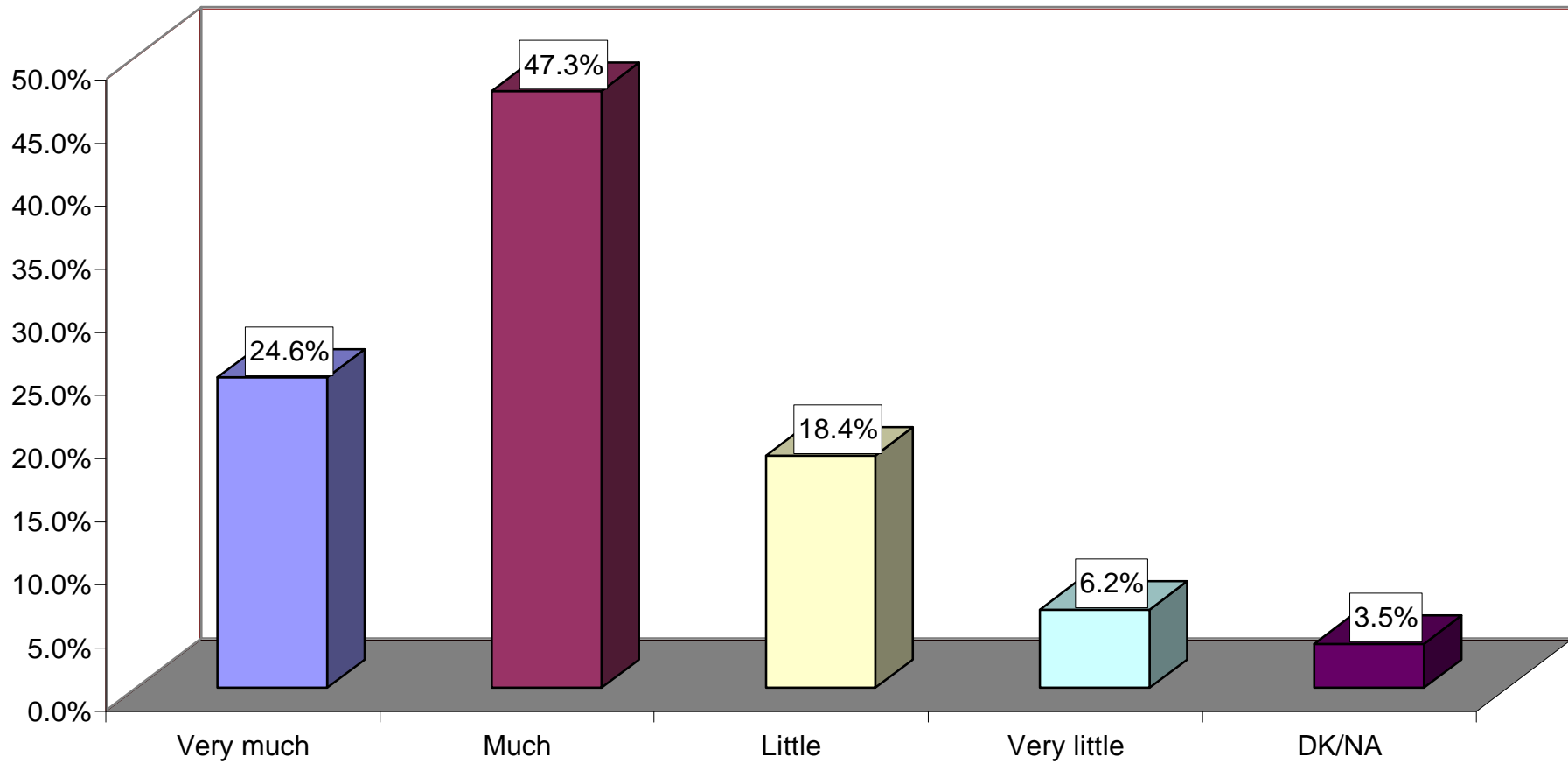
Have you watched social campaigns conducted in media (radio and tv)
against smoking?



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ON CIVIC ATTITUDE

How much useful do you think these campaigns are?

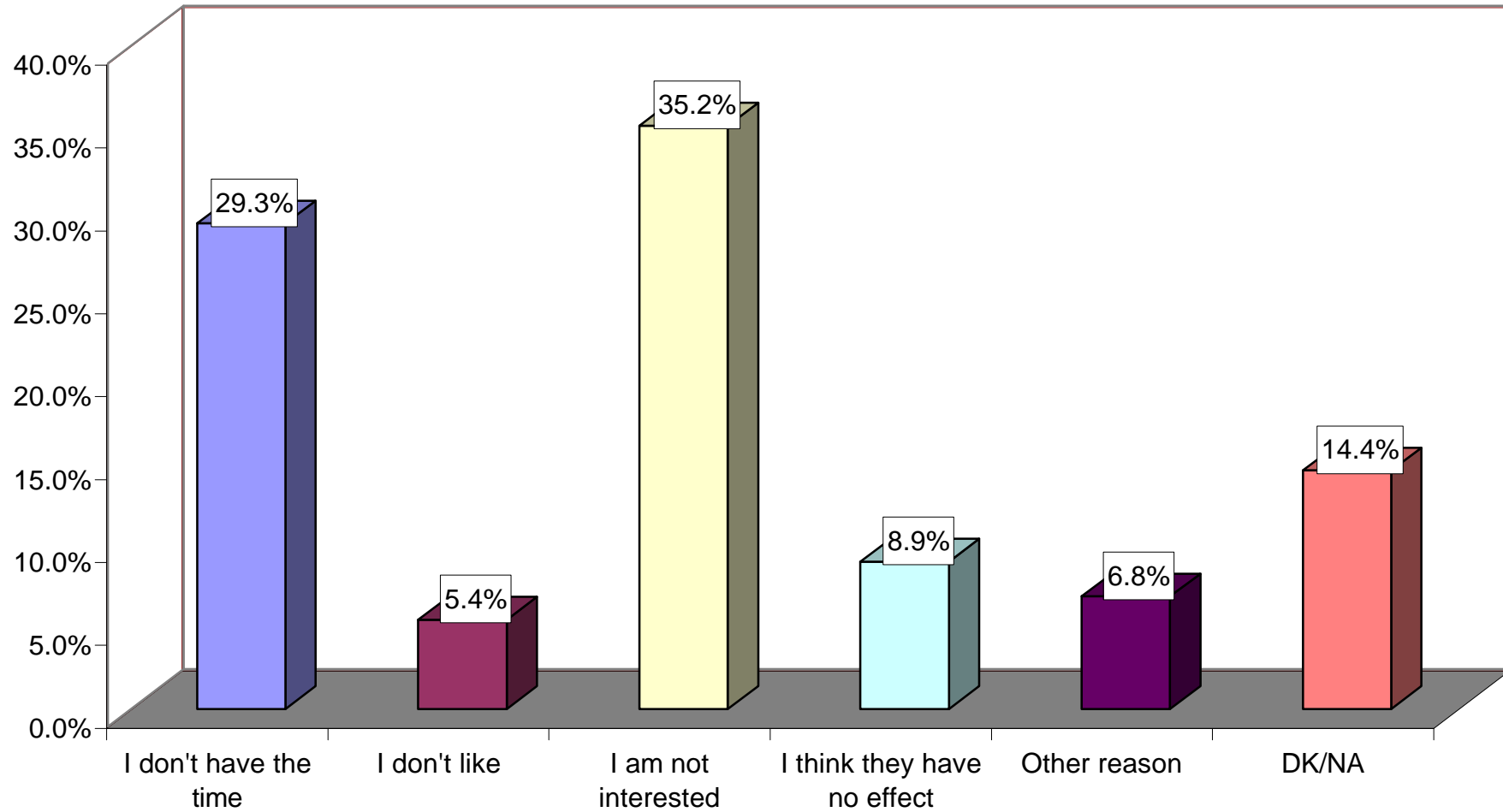
% of those who watch social campaigns at radio and tv



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

What is the reason you have not watched the social campaigns
on radio and tv?

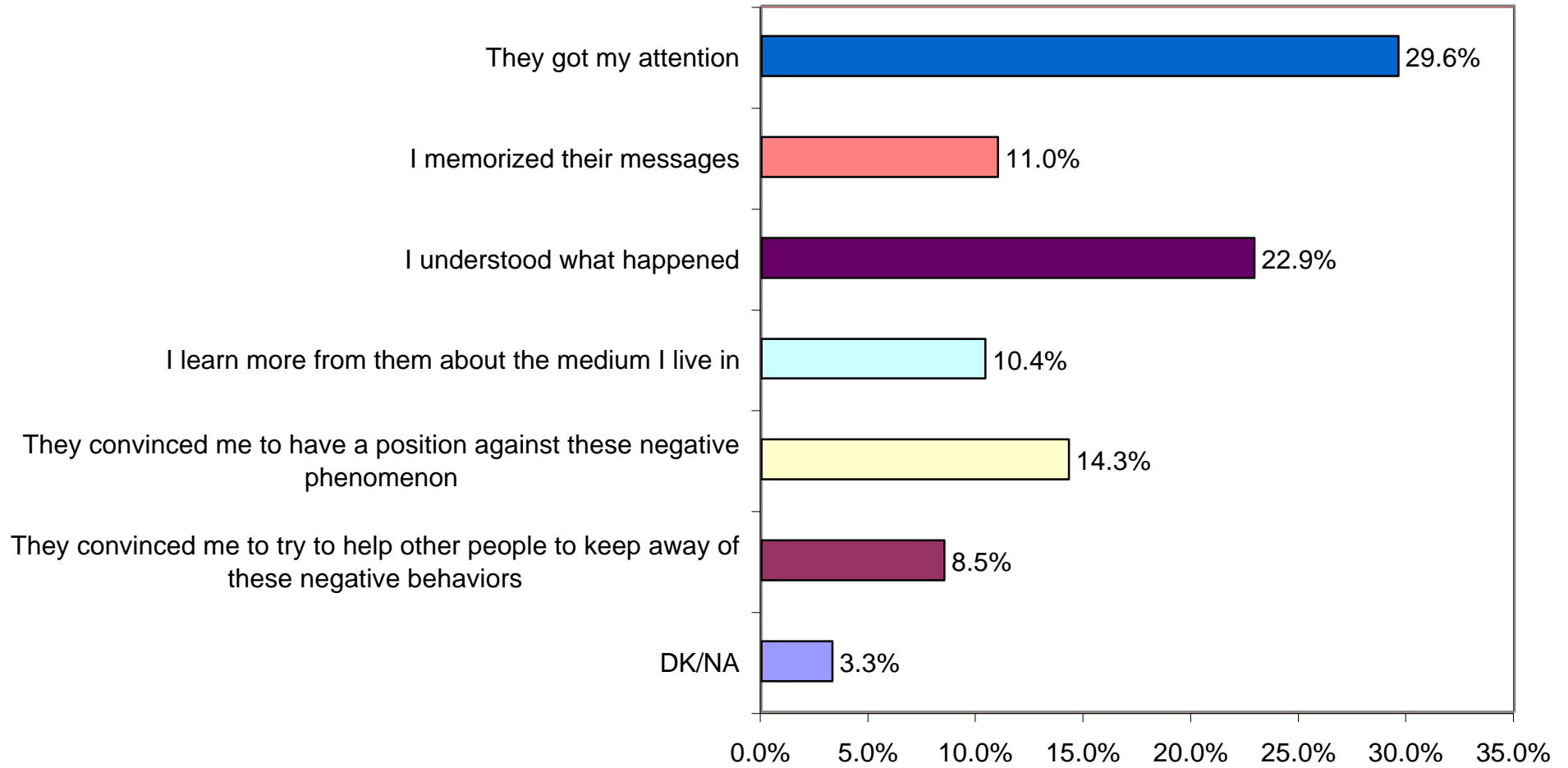
% of those who do not watch social campaigns at radio and tv



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

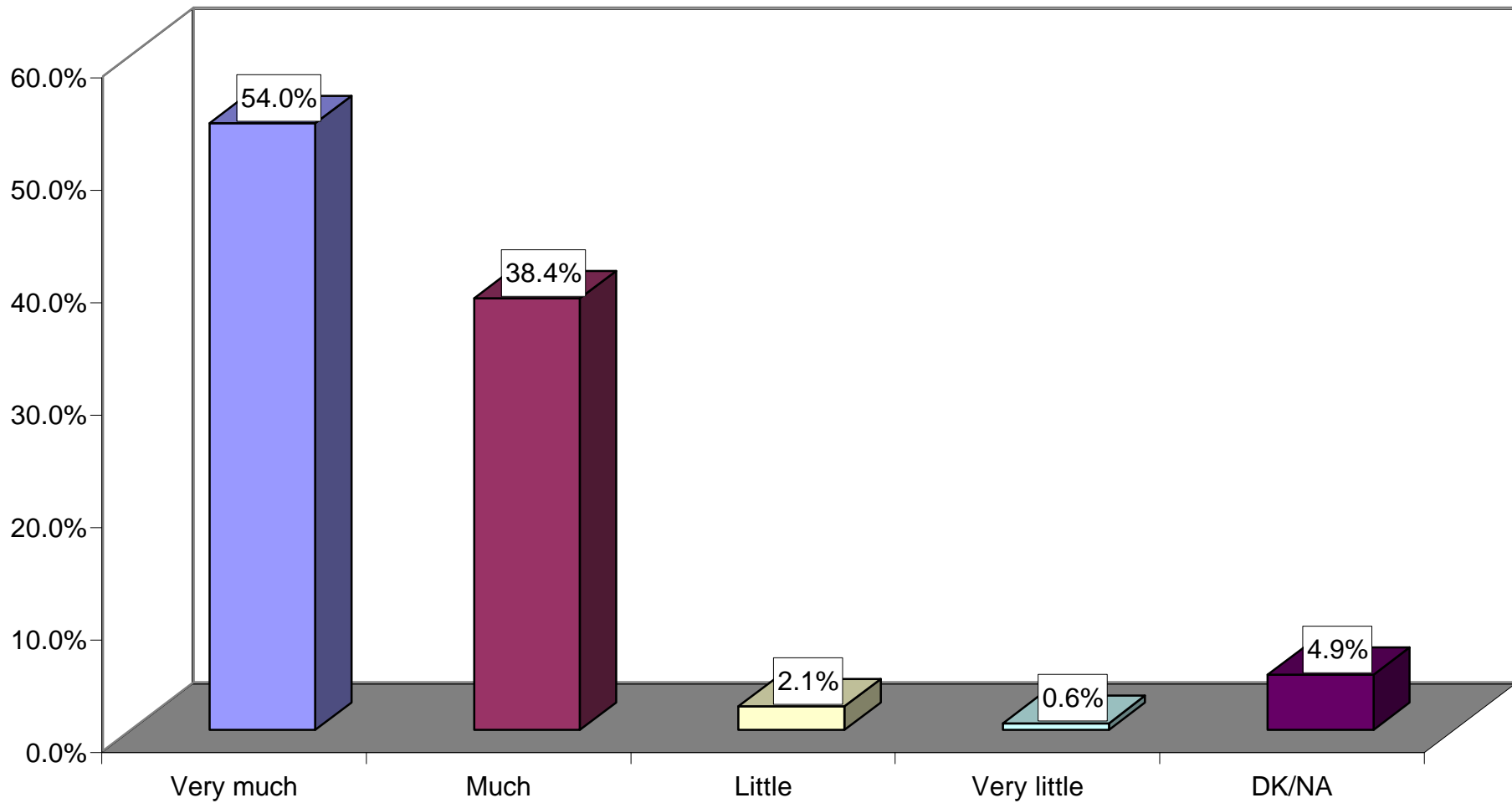
What kind of impact these campaigns had on you?

% of those who watch social campaigns at radio and tv



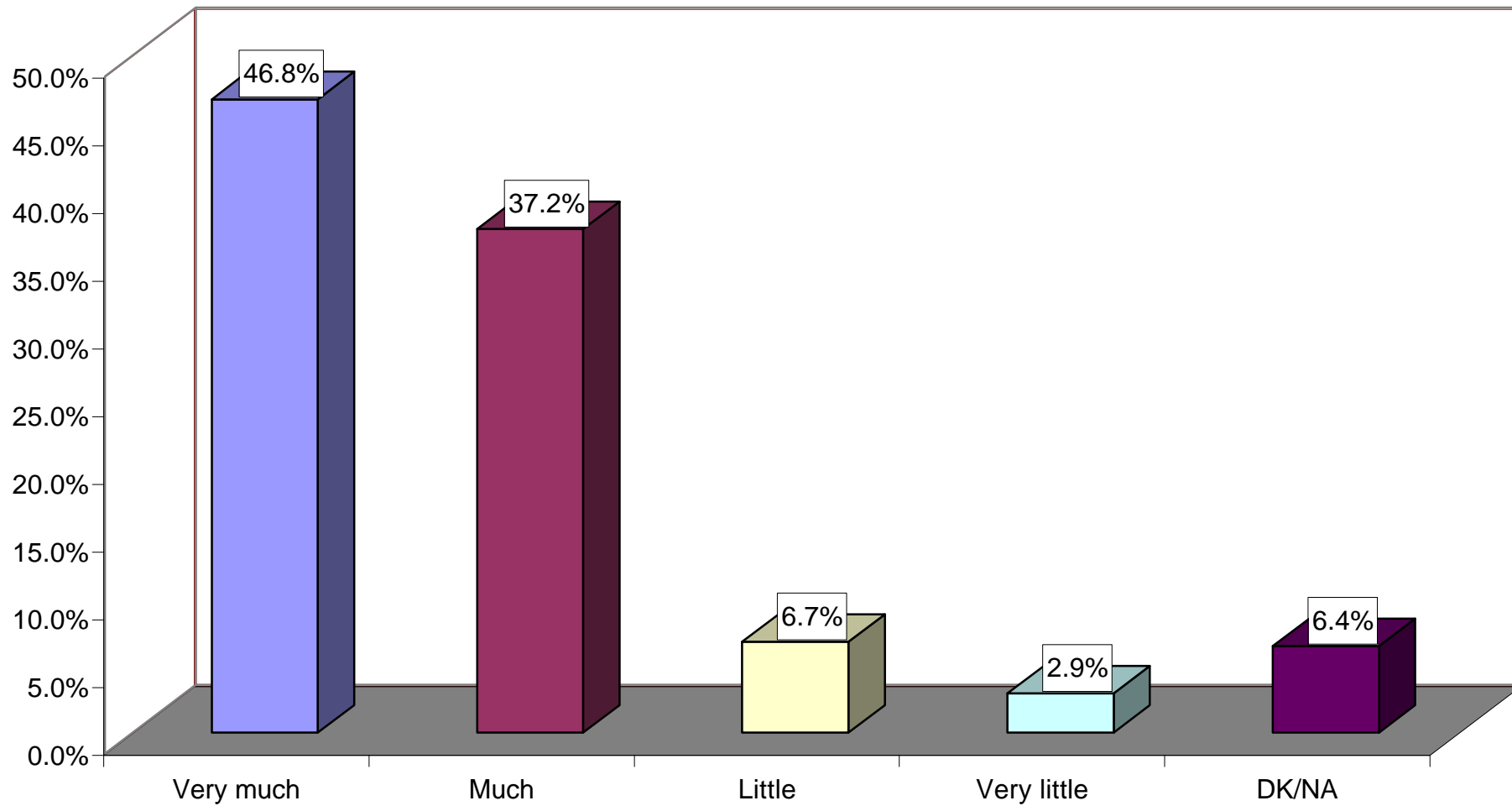
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio related to health?



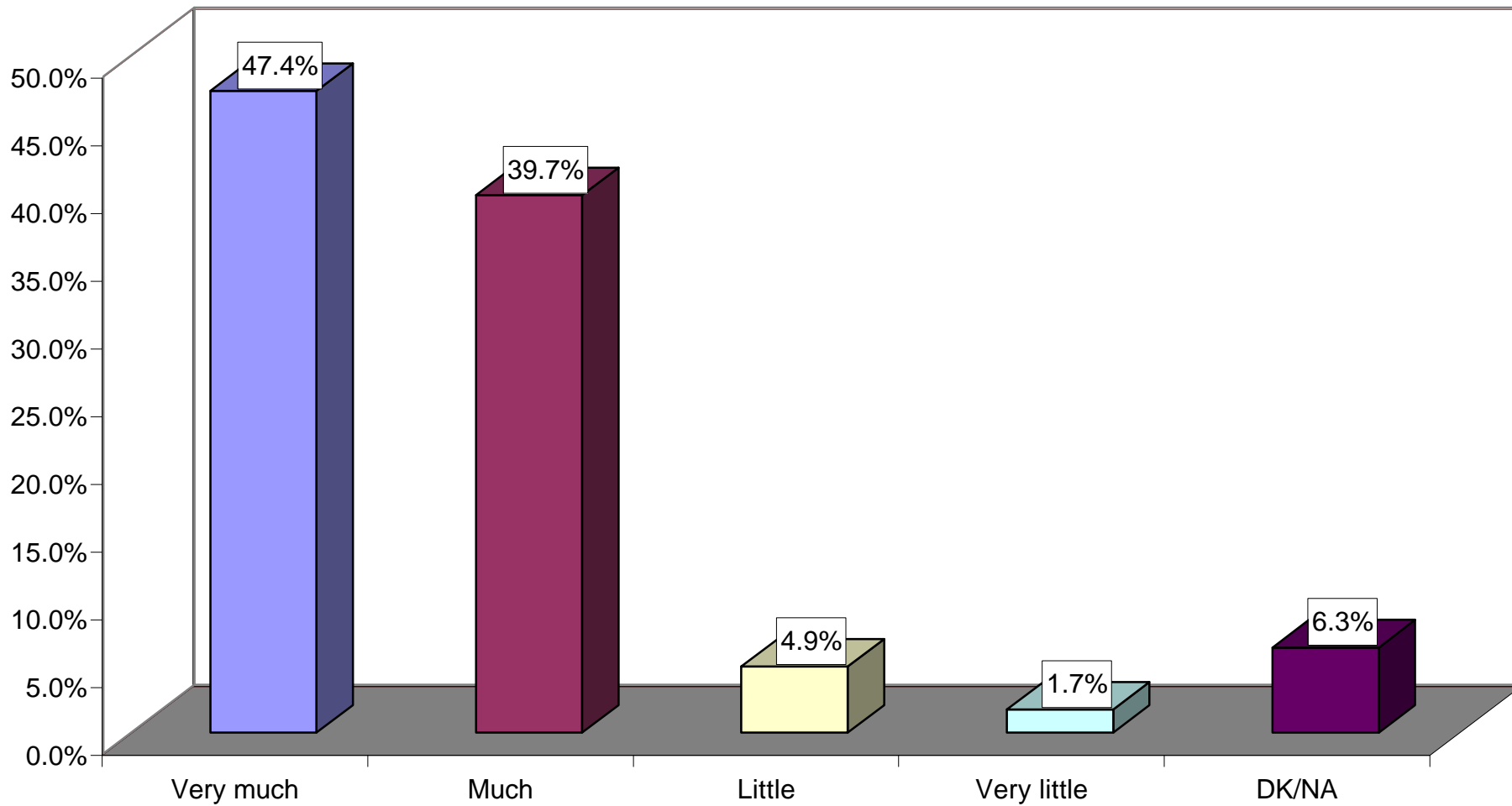
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to drugs, alcohol?



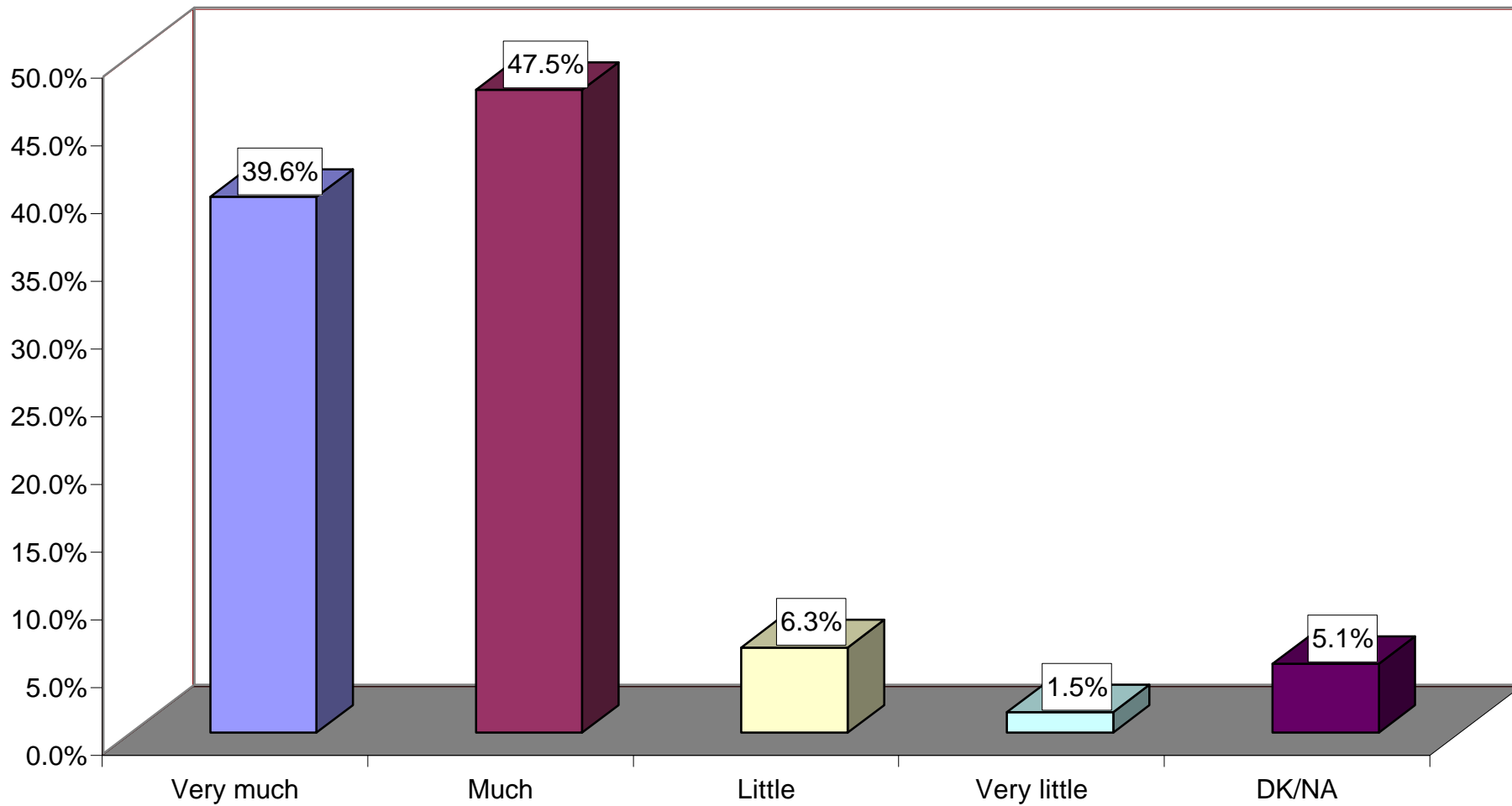
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to children protection?



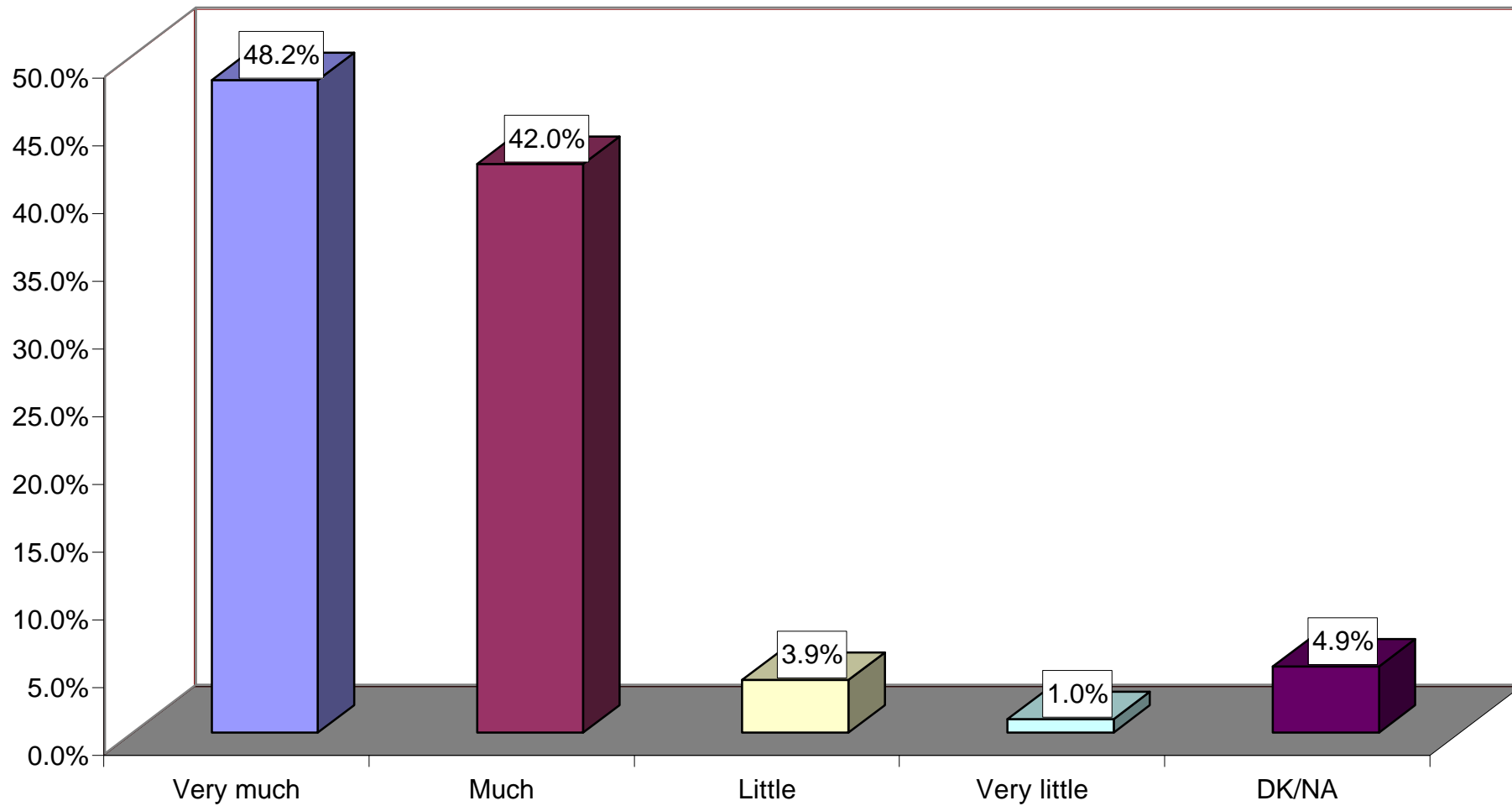
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to locality cleanliness?



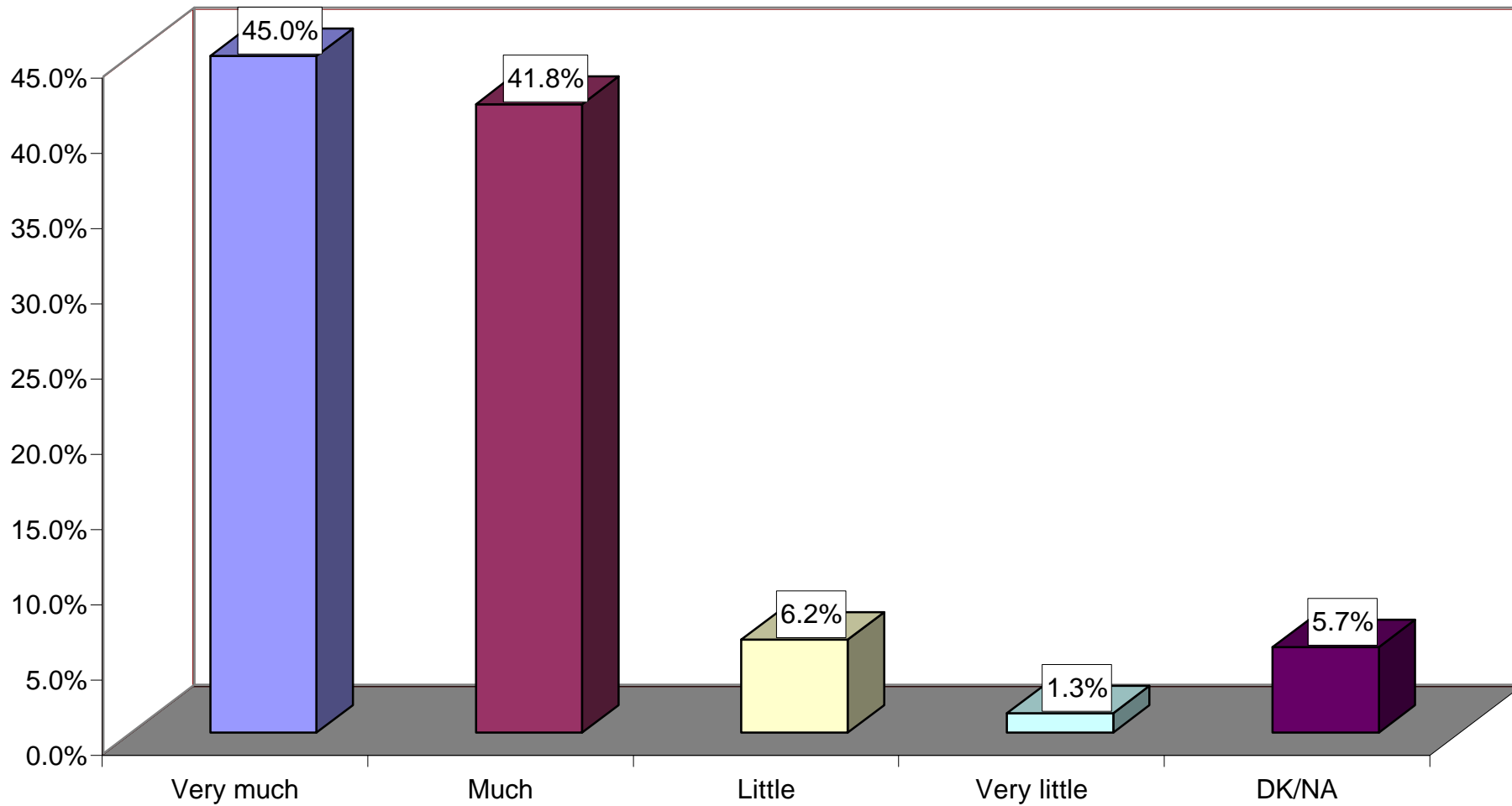
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to children education?



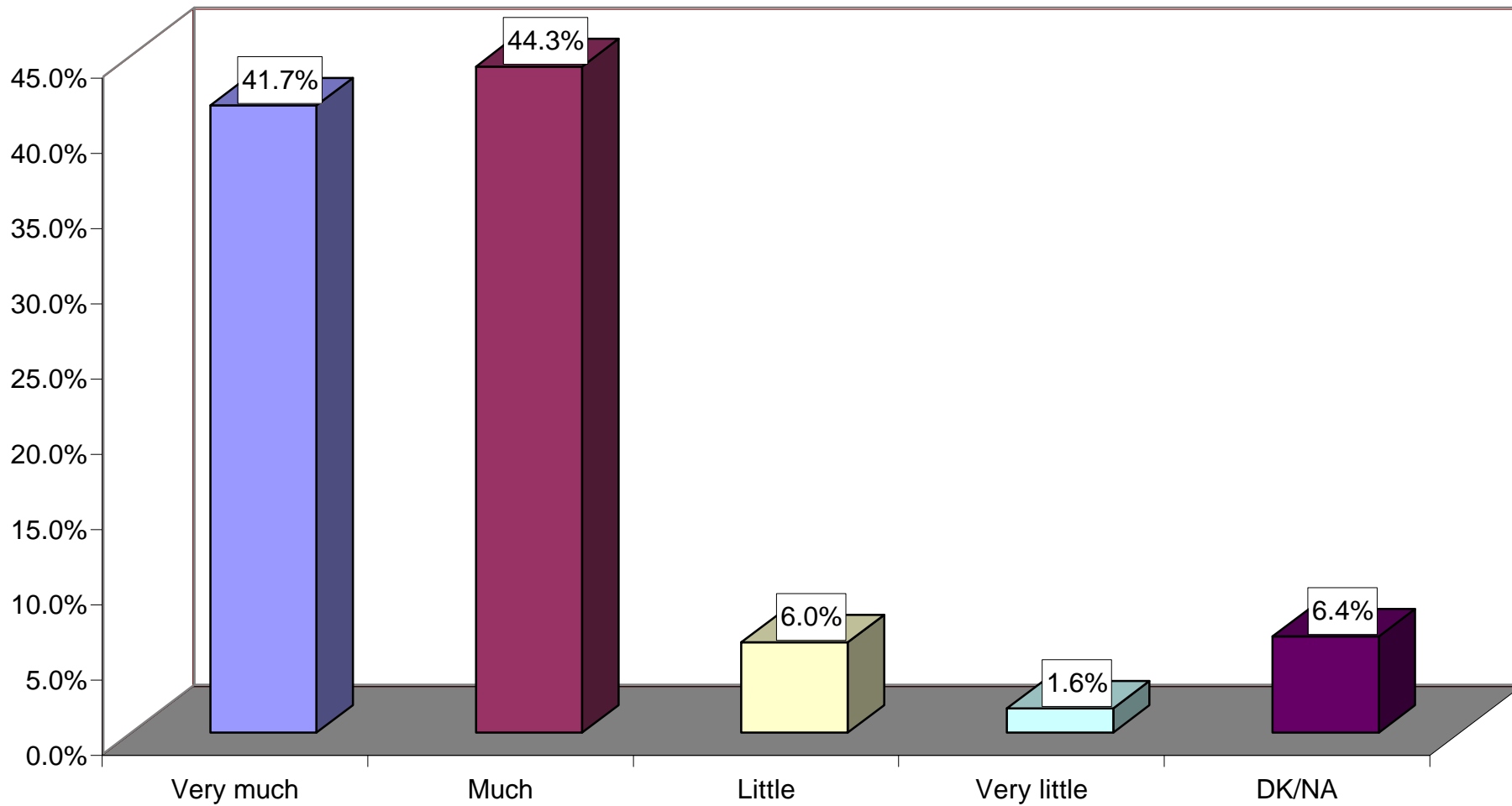
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to personal safety?



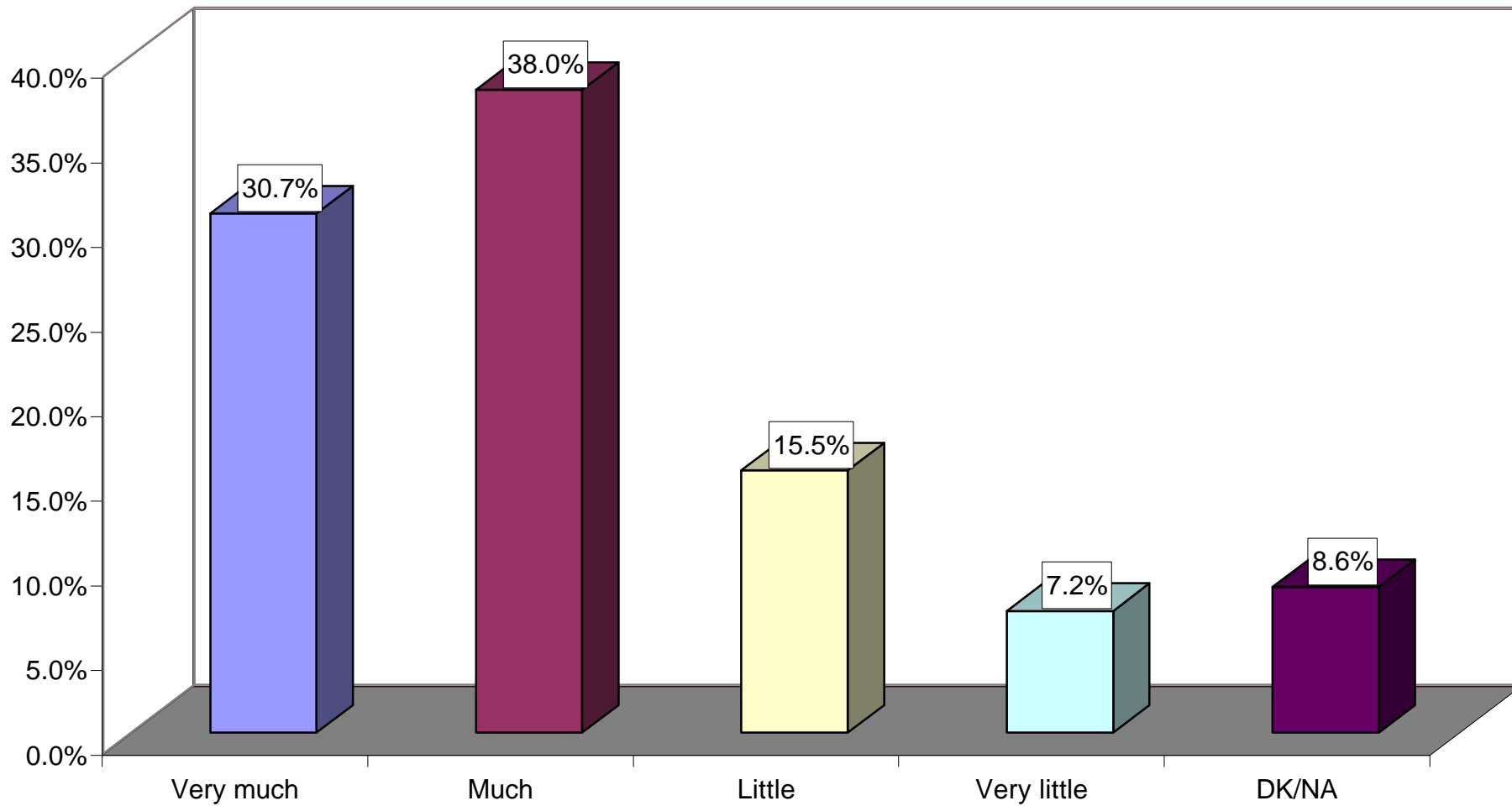
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to consumer protection?



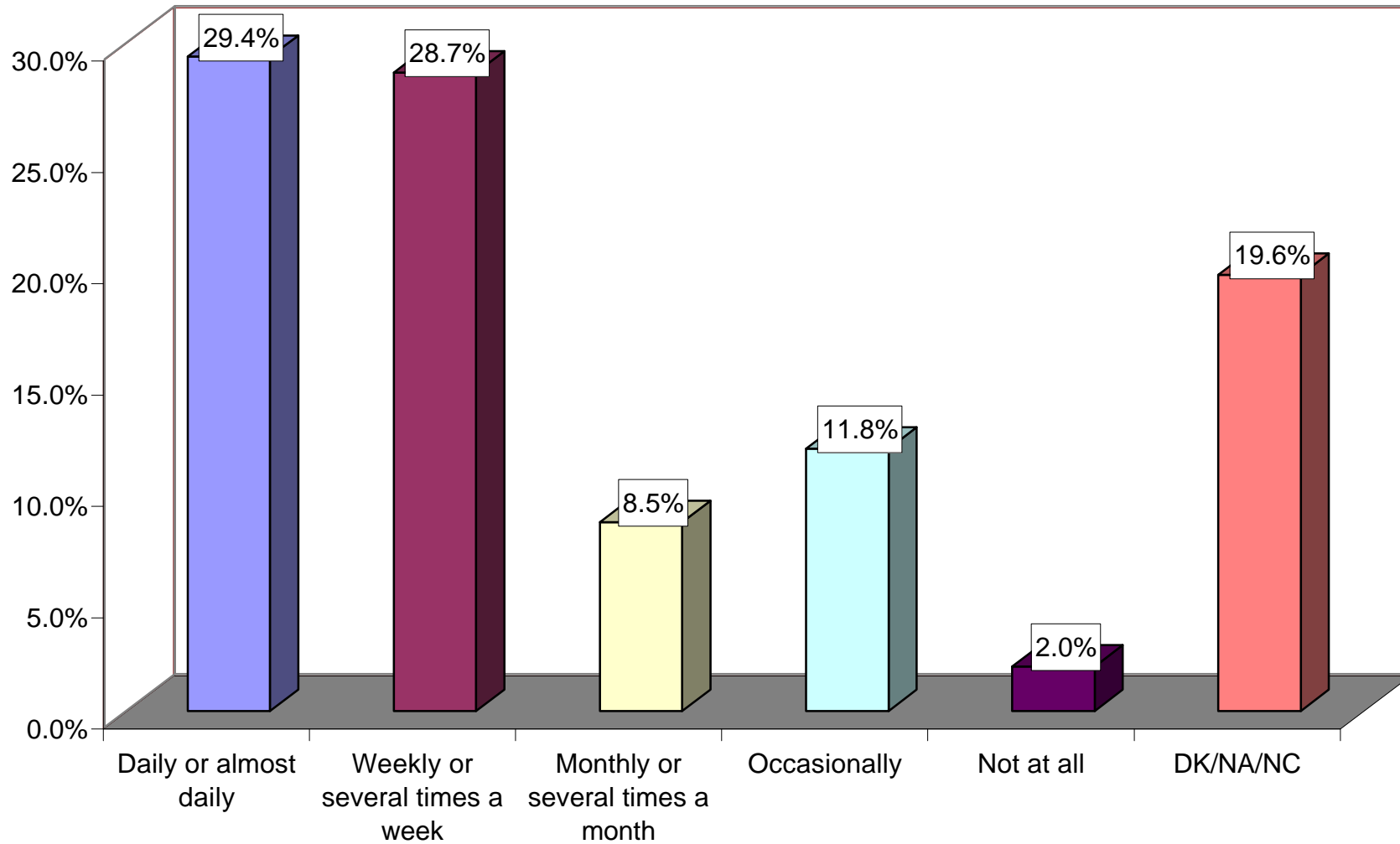
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

To what extent there should be more social campaigning on tv and radio
related to sexual life?



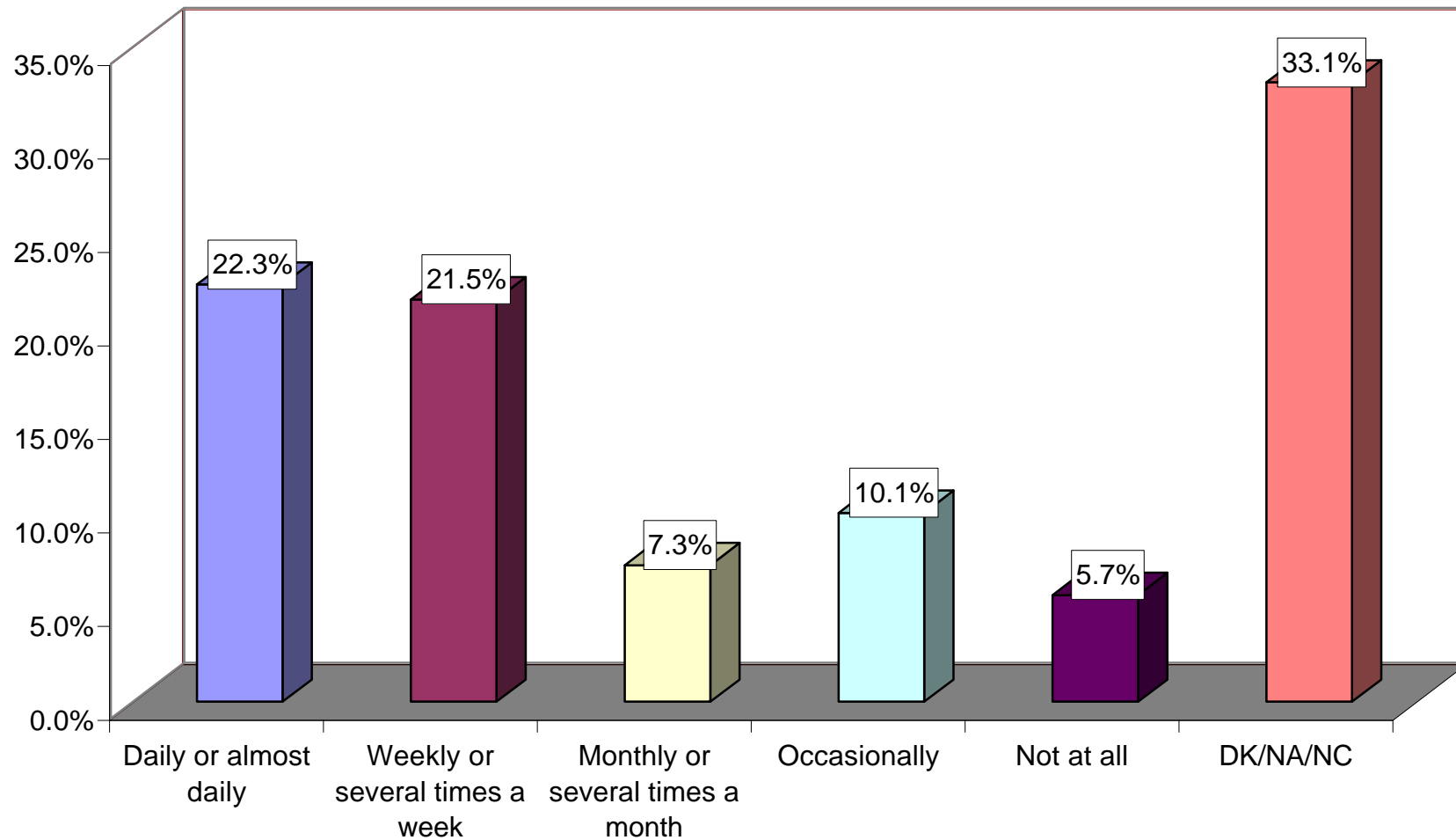
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How often does the public television (TVR) deal with the civic issues?



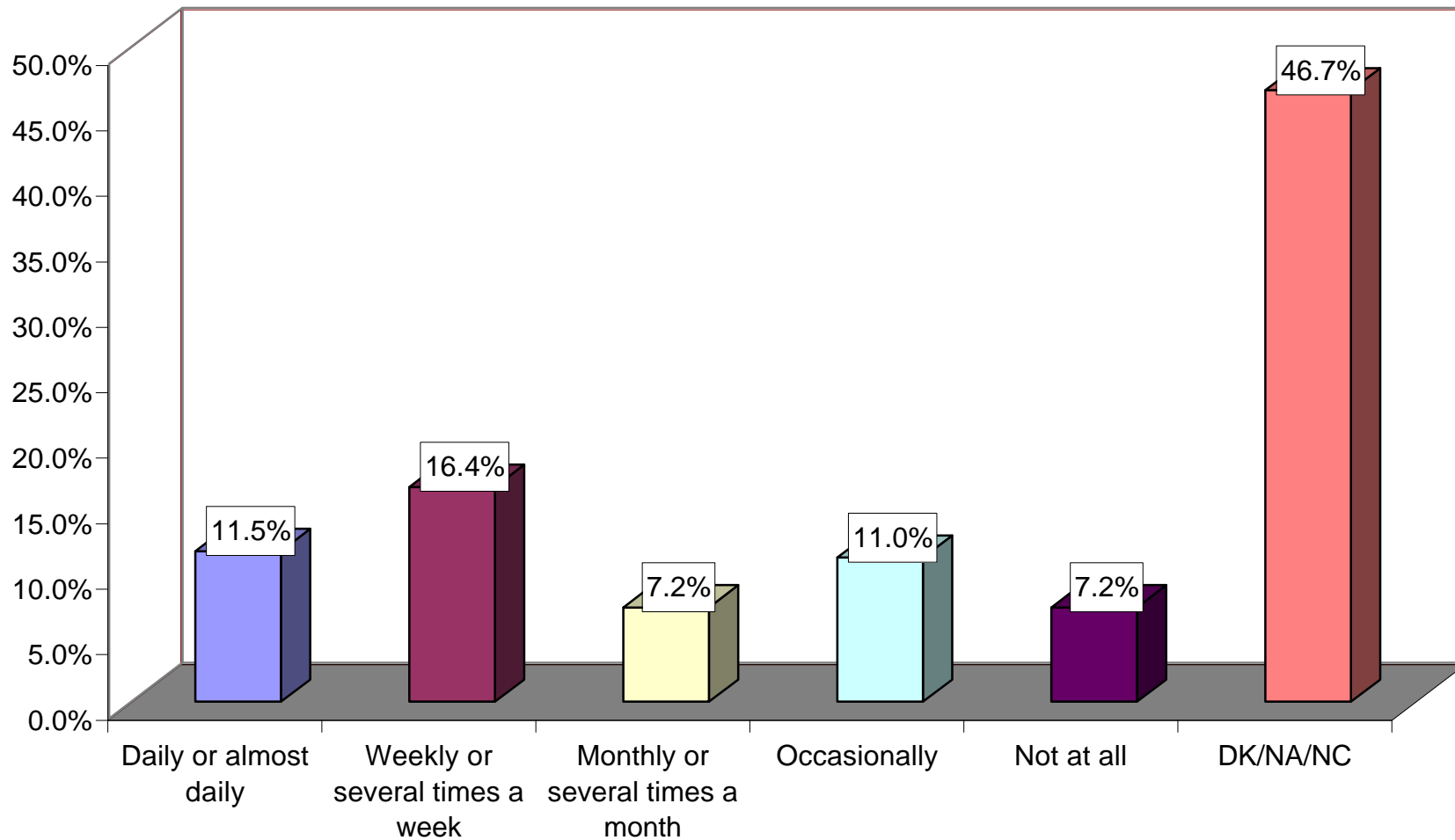
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How often do the central private televisions (commercial tv) deal with the civic issues?



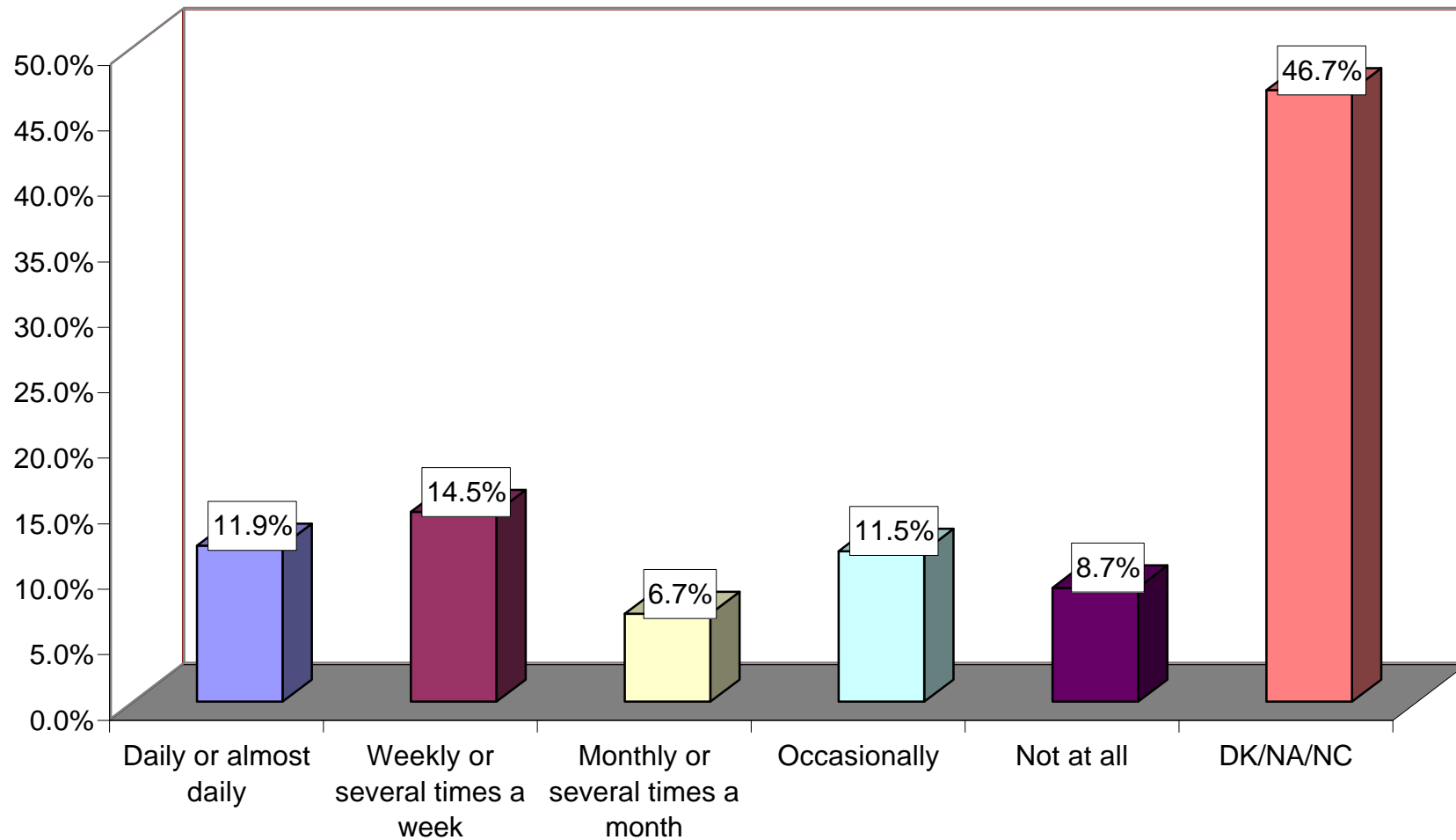
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How often do the territorial studios of public television (TVR) deal with the civic issues?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How often do the local studios of private televisions (commercial tv) deal with the civic issues?



Influence of the media upon civic and electoral behavior ON CIVIC ATTITUDE

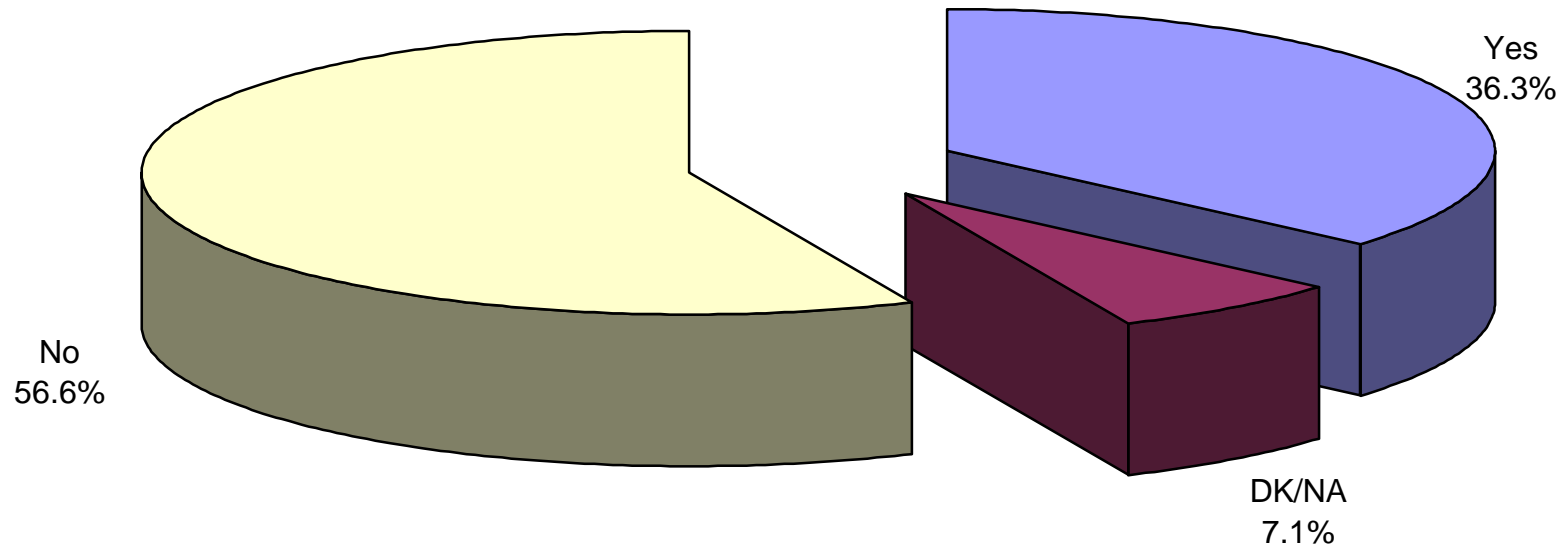
3. The trust in people and institutions to measure different aspects of social capital. The focus was on formal social capital (trust in institutions) compared with informal social capital (trust in different categories of connected others)

Social capital

- The formal capital was assessed by the trust in institutions. People most trust church, school and army. Over three-quarters of the population trust these institutions. These institutions bring about social consensus.
- In the second place people trust media, mainly radio and TV (64%) and less print media (45%), which is more diverse and some newspapers belong to different political groups or business groups involved in politics.
- People have less confidence in political parties, NGOs and Parliament. So the main institutions of the democracy do not capture the trust of the majority of the population.
- As regarding informal social capital it seems that even though respondents think that one cannot trust most of the people, the generalized trust is still high. People trust relatives (70%), friends (61%), and neighbors (52%). They trust less their bosses (25%) and their colleagues (39%).

Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Do you think you can trust most people?

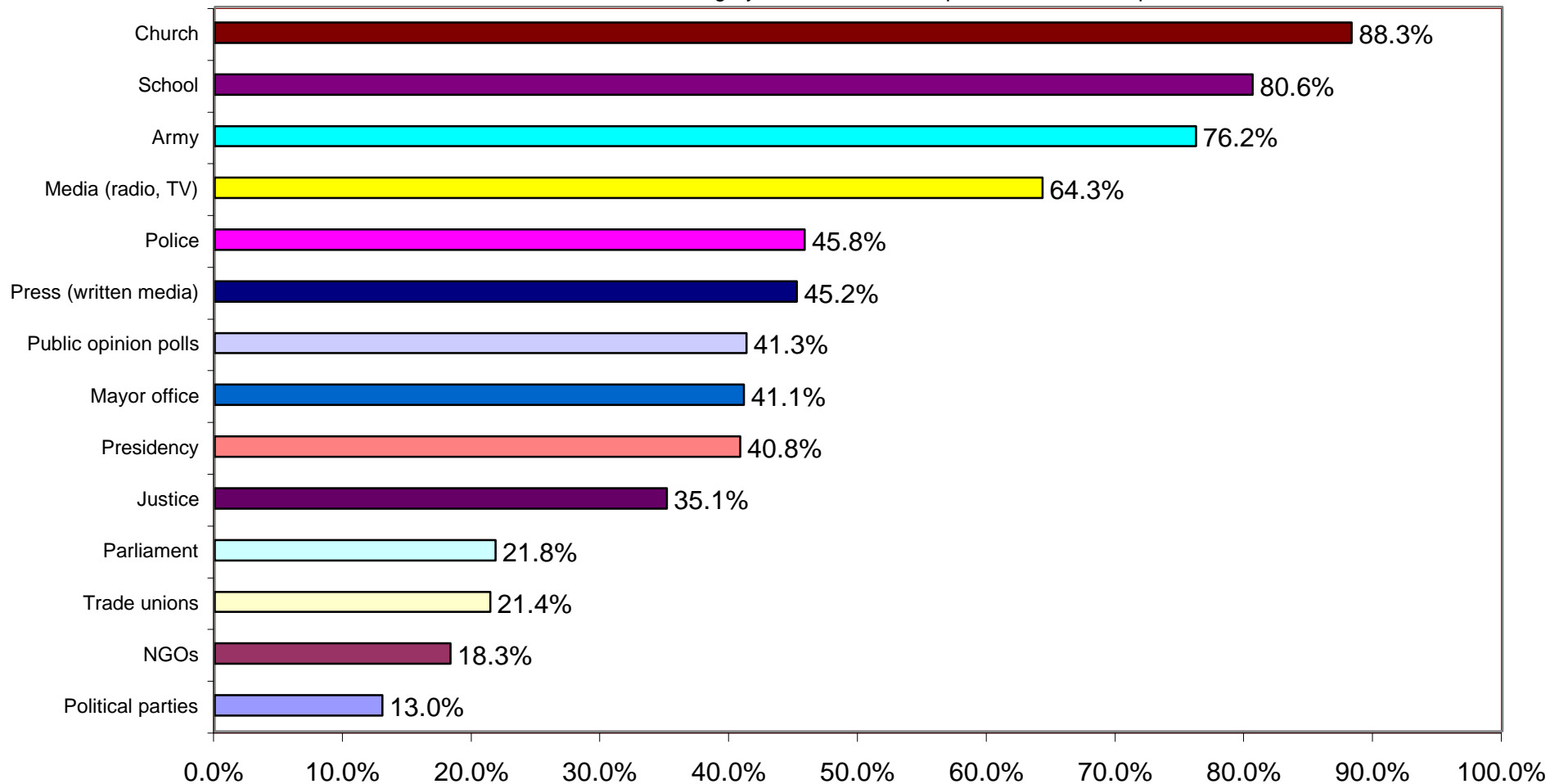


Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you trust the following institutions?

Hierarchy after the "very much" and "much"

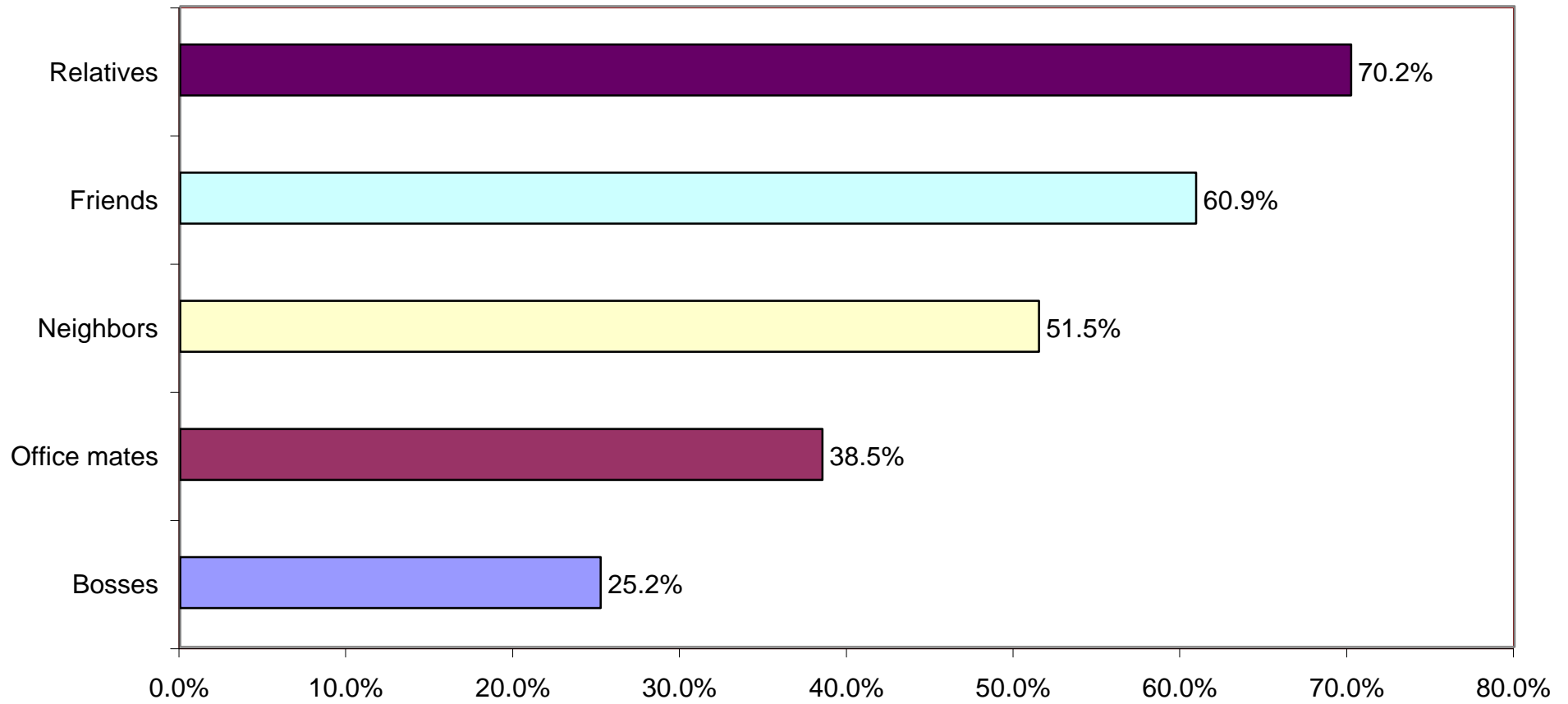
The differencies to 100% in each category are unfavourable opinions and non-responses



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you trust the following people?

Hierarchy after the "very much" and "much"
The differencies to 100% in each category are unfavourable opinions and non-responses



Influence of the media upon civic and electoral behavior ON CIVIC ATTITUDE

4. The attitudes of population towards human rights and about civic mindedness in order to measure the extent to which people are public spirited and honest in their values. Finally the attitude of the population to condemning anti-social behavior included in TV and radio programs was assessed.

The attitudes of the population towards human rights and anti-social behavior.

- The most important human rights of the Romanian population, as perceived are: equality in front of the law (17%), right to work (14%), freedom of speech (13%) and right to vote (13%). Less important human rights are considered: the right to run in the election (3%), right to associate (4%), right to get public information (6%) and right to have free elections (7%).
- The most important political right is the right to vote, but 43% of the population did not answer this question. Of course, the most important aspect for people is to vote for their favorite candidate or party (very important 38%, rather important 45%).

Civic mindedness

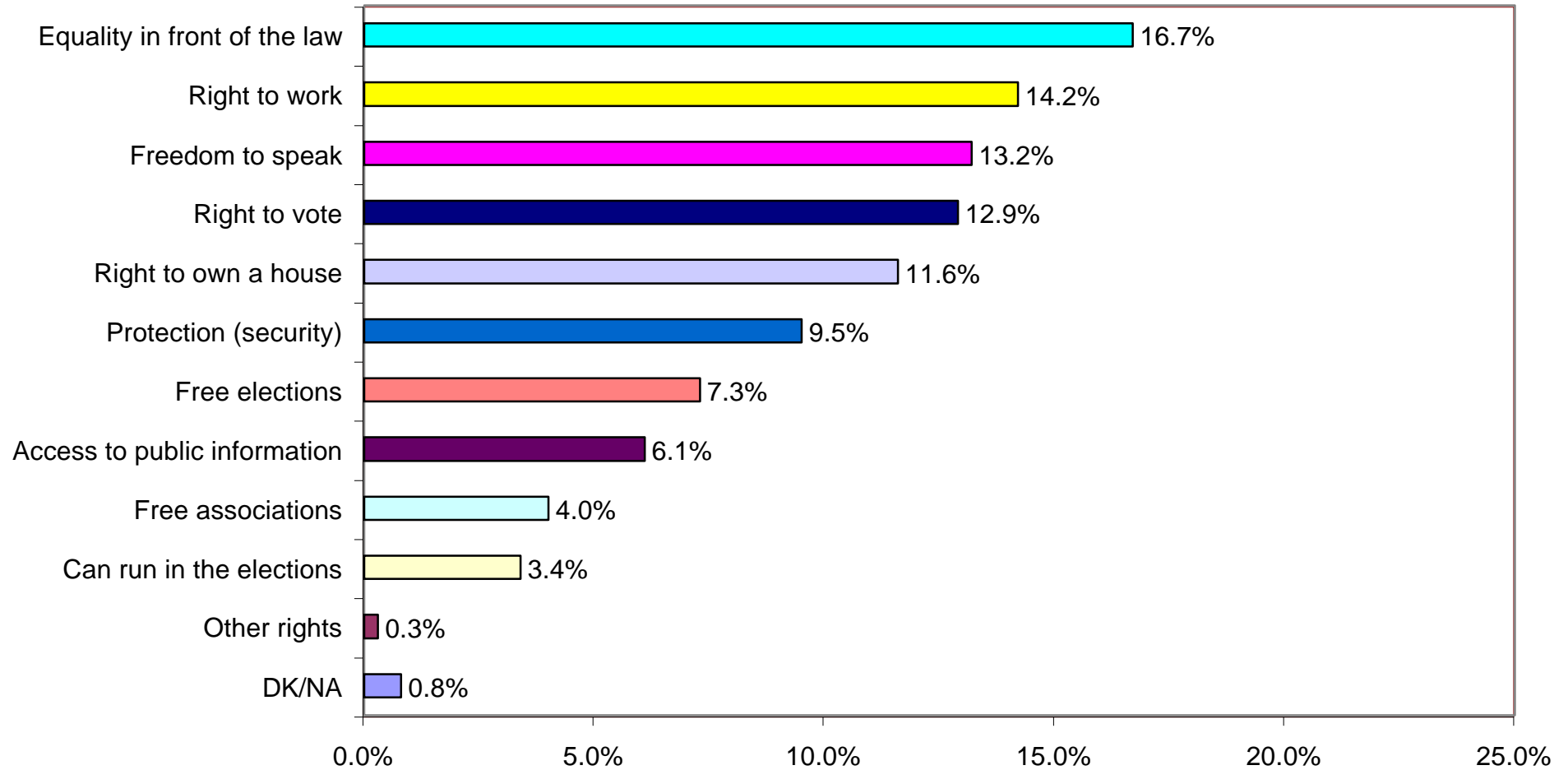
The adapted scale on civic mindedness used in the survey shows that Romanians think that it is never justified for people to accept goods for doing one's duty (83%), it is never justified for people to claim benefits from the state they are not entitled to (80%) and it is never justified for people to evade taxes (62%). The population strongly condemn behavior which is not public spirited. Less blame is put on tax evasion, probably because they are still high.

This attitude is in accordance with the opinion about the media programs in which immoral social behaviors are not condemned. 75% of the population does not agree on TV programs that do not blame violence, 75% do not agree with TV programs that do not blame corruption, 74% injustice, 72% careless towards human beings and 71% TV programs that do not blame environment pollution. In fact, about 70% of the population thinks that TV news includes too much violence.

Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

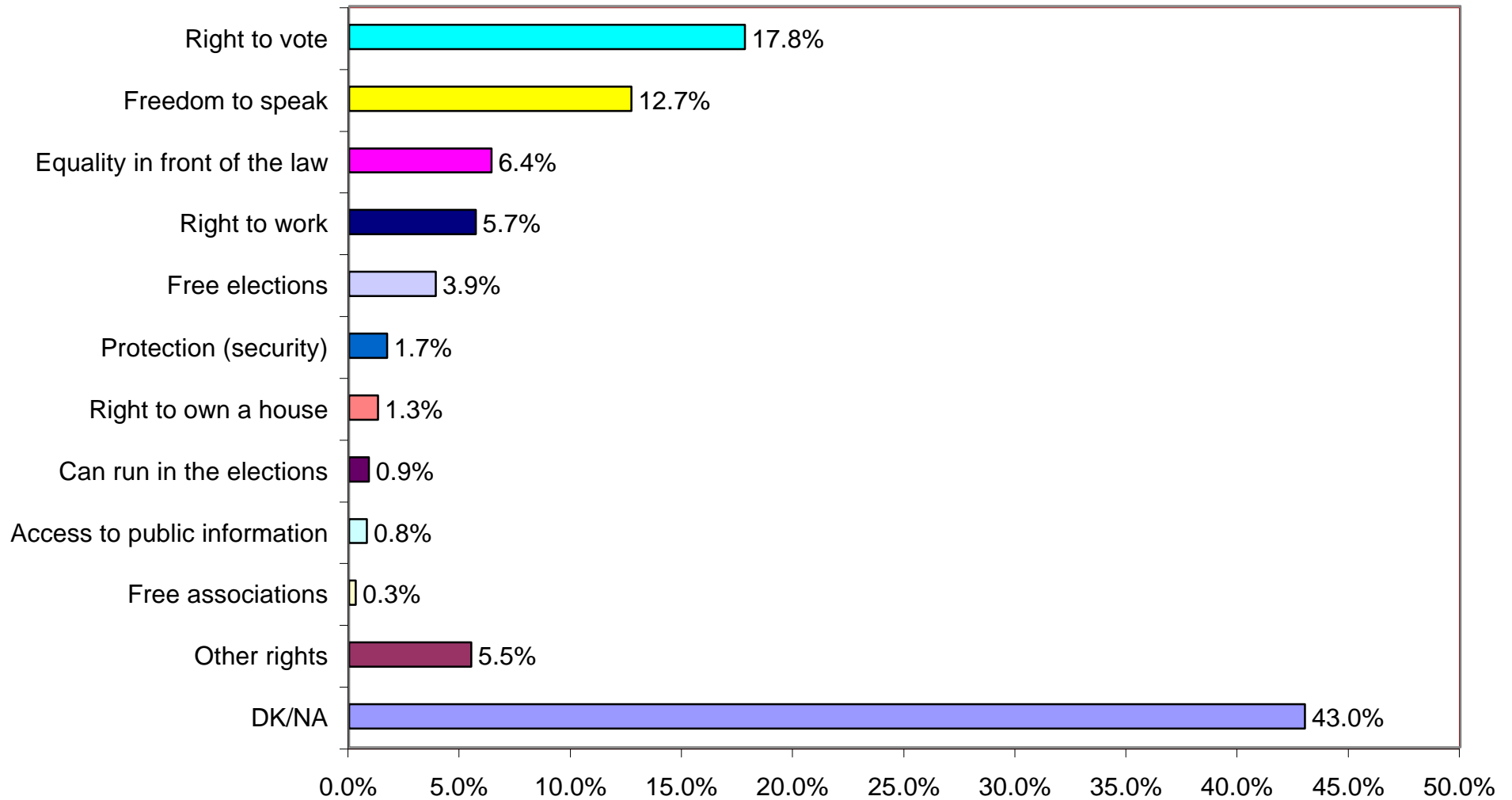
Which are the most important rights for you?

% computed from multiple answers



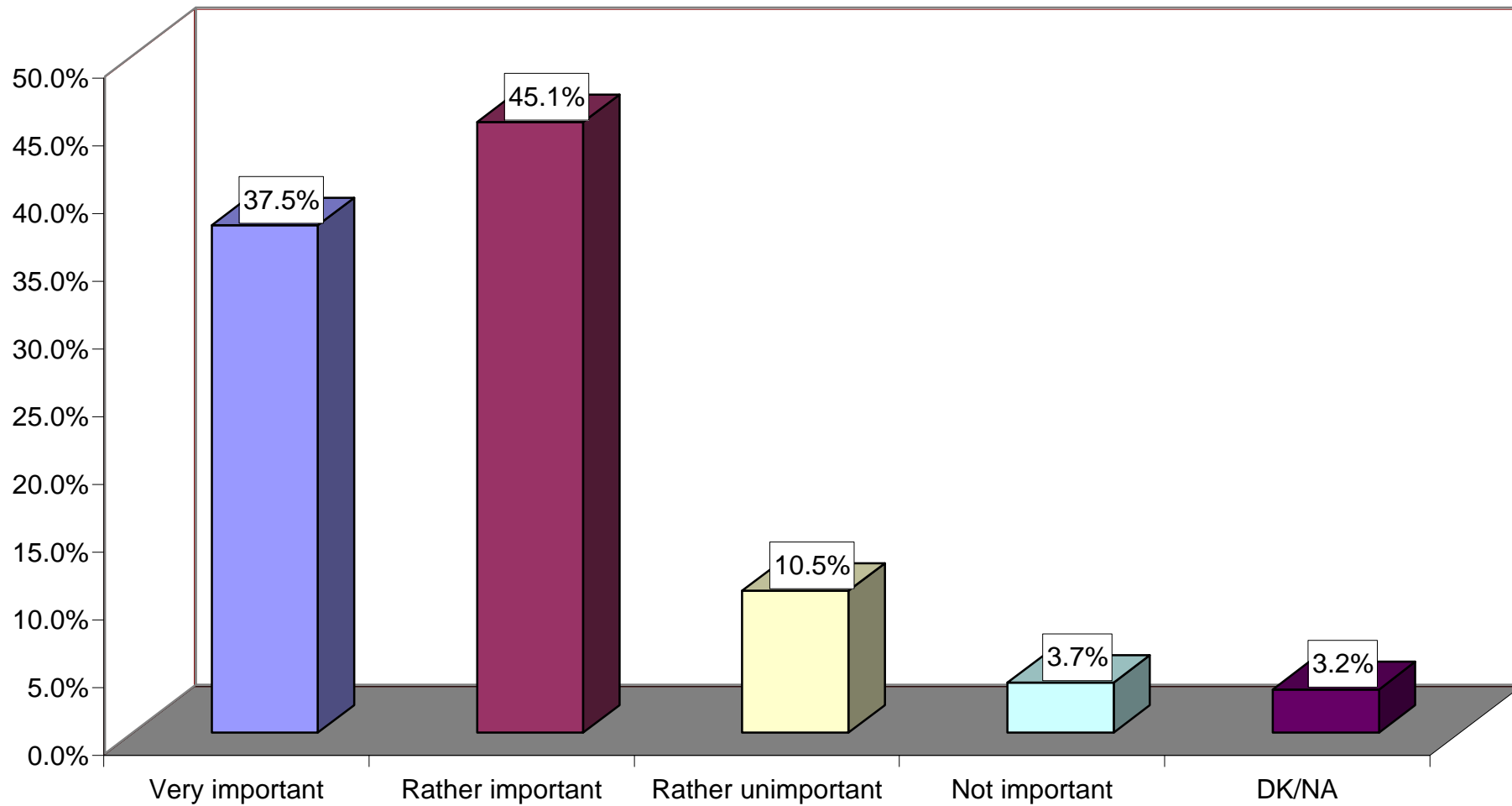
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

Which of the following political rights is more important to you?



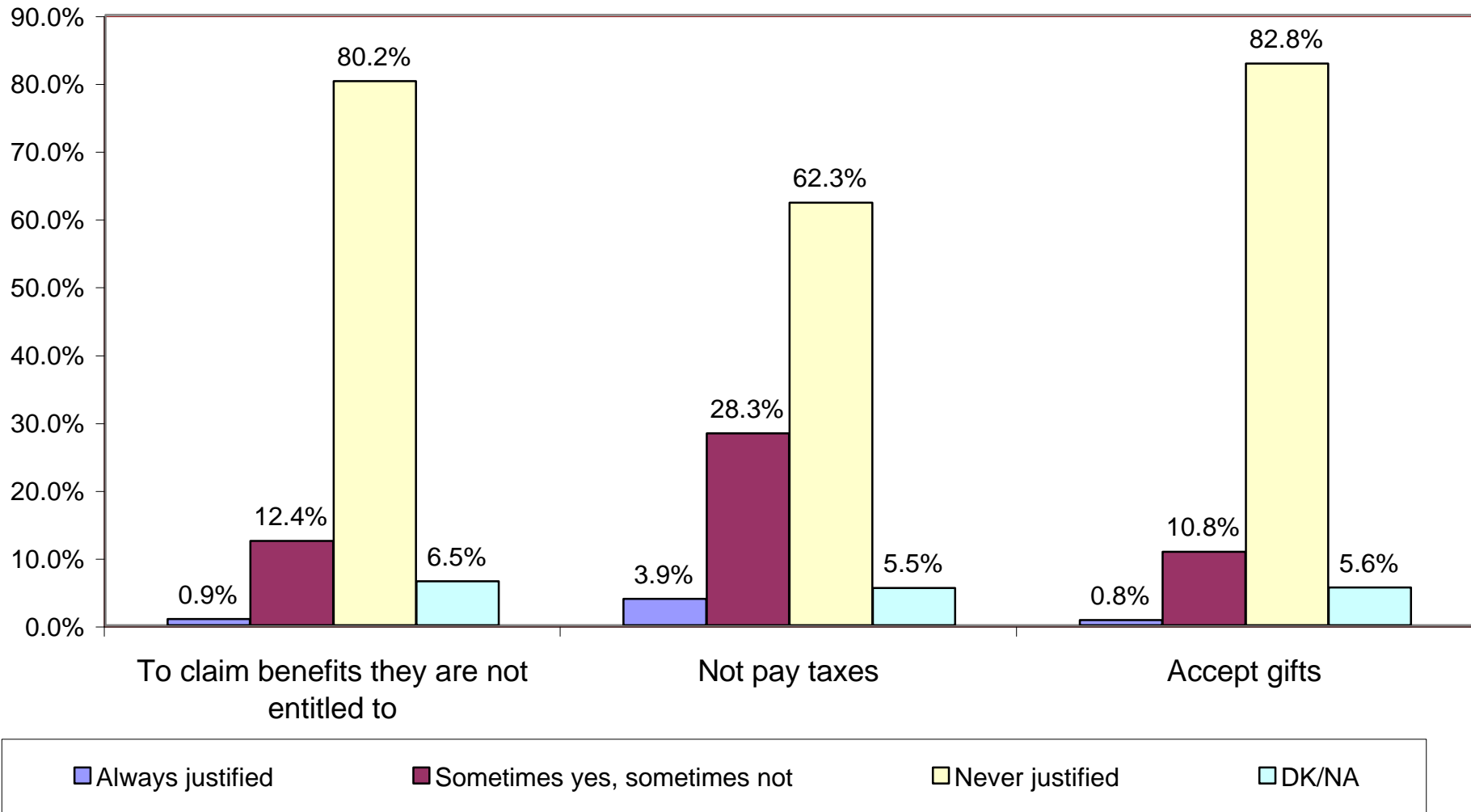
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How important is for you the right to vote
(preferred candidate, political party)?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

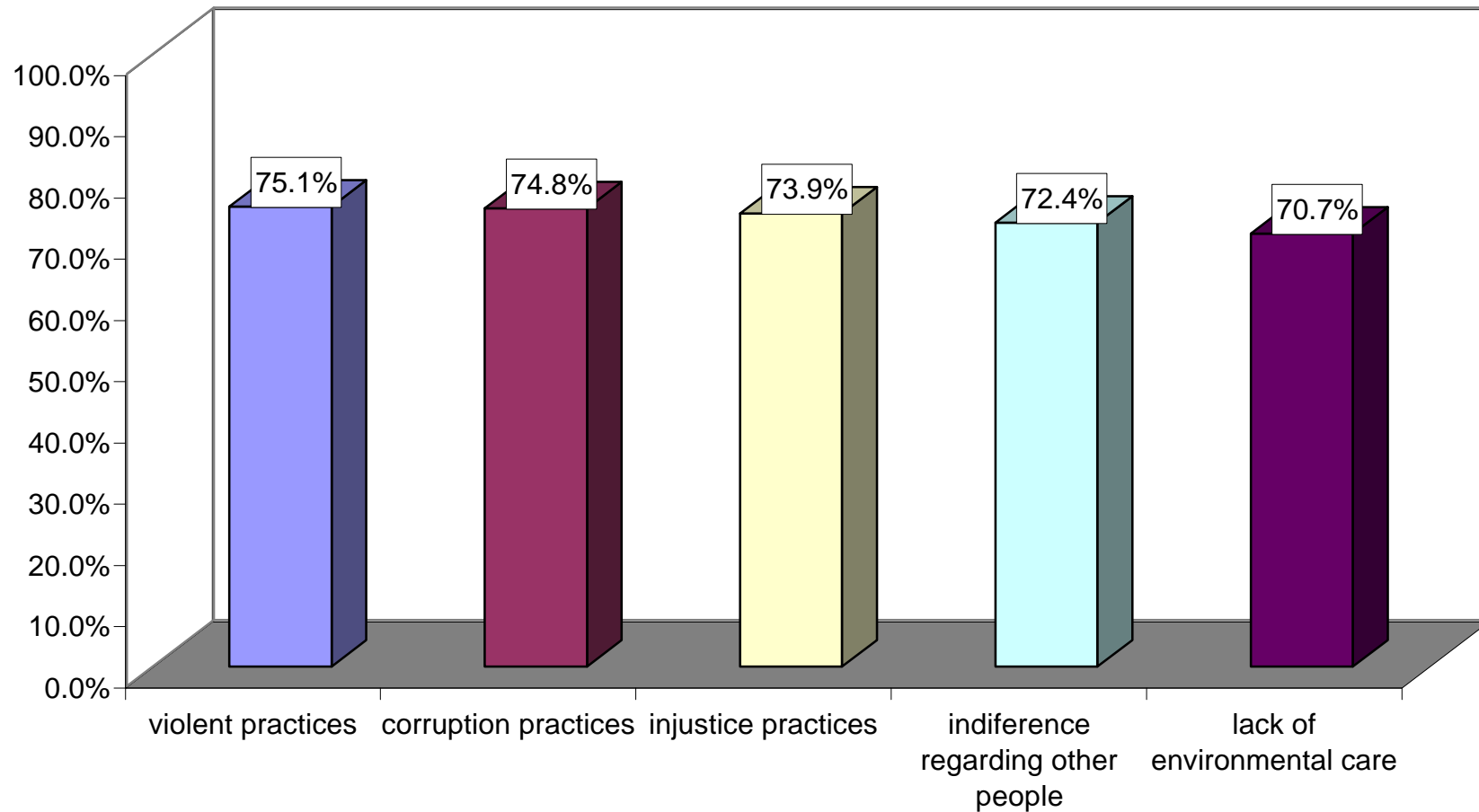
How justified is for people to...?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

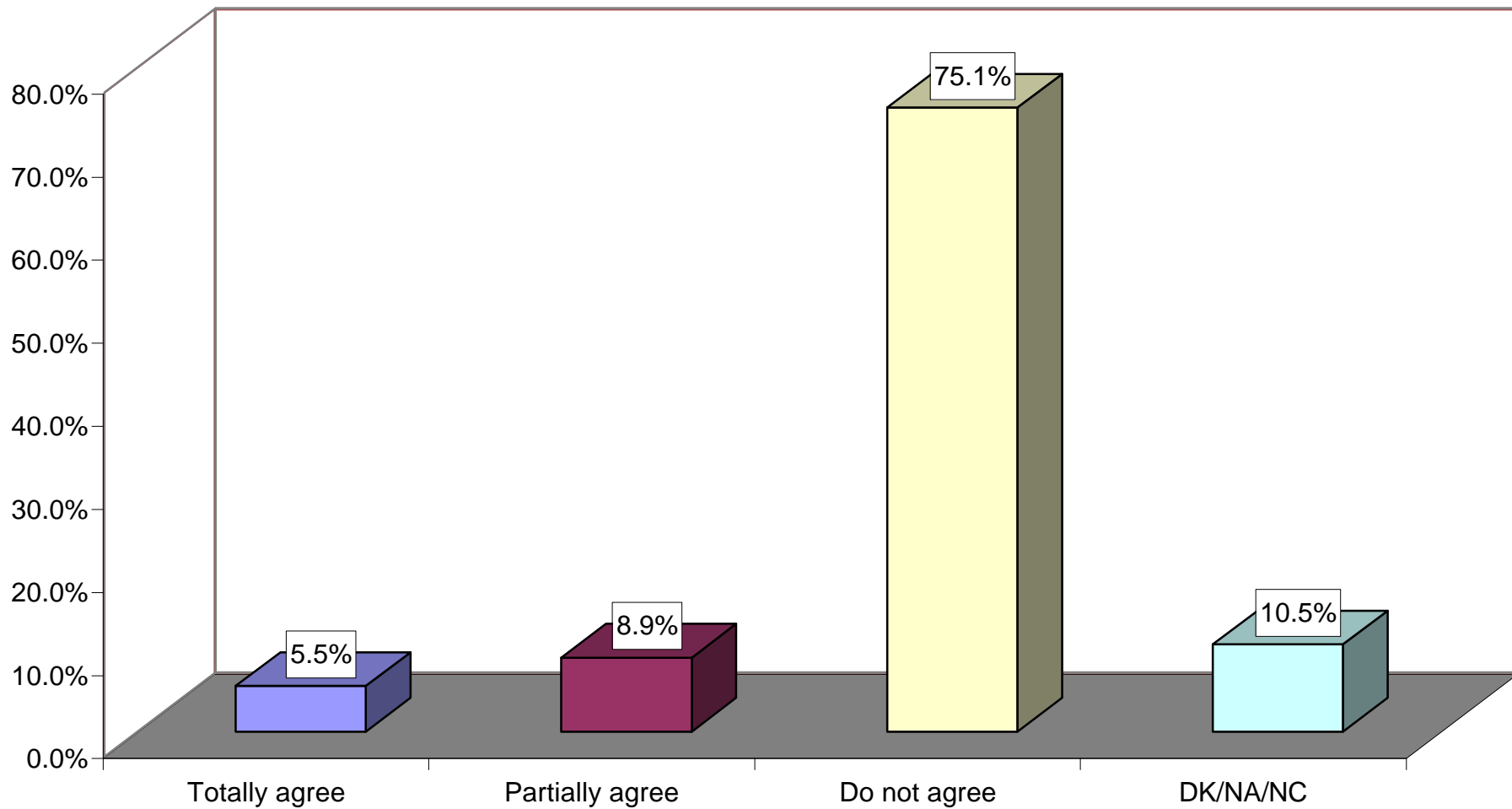
How much do you agree with the tv programmes in which the following practices are not rejected (criticized, condemned)?

Do not agree



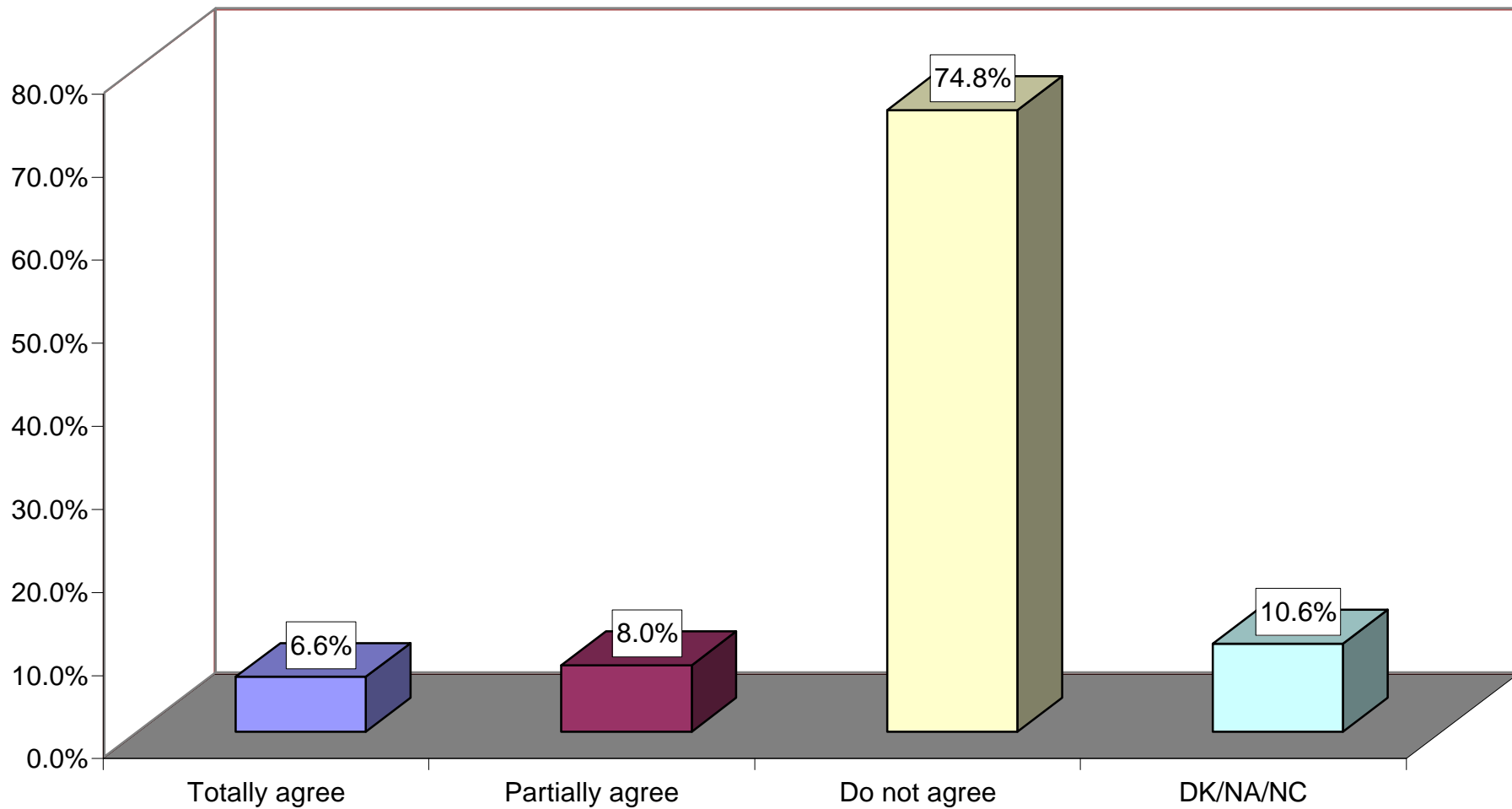
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you agree with the tv programmes in which violent practices are not rejected (criticized, condemned)?



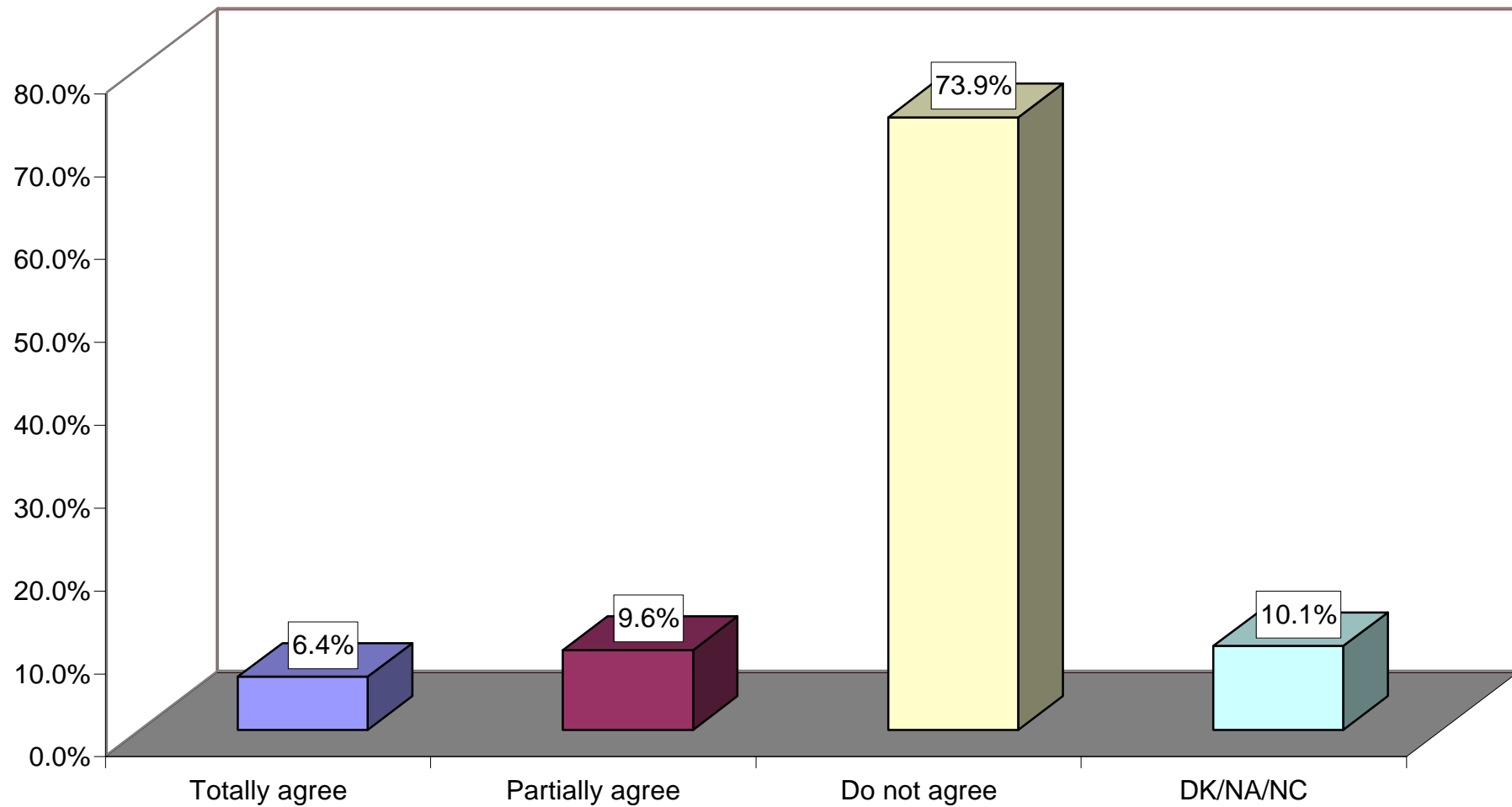
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you agree with the tv programmes in which corruption practices are not rejected (criticized, condemned)?



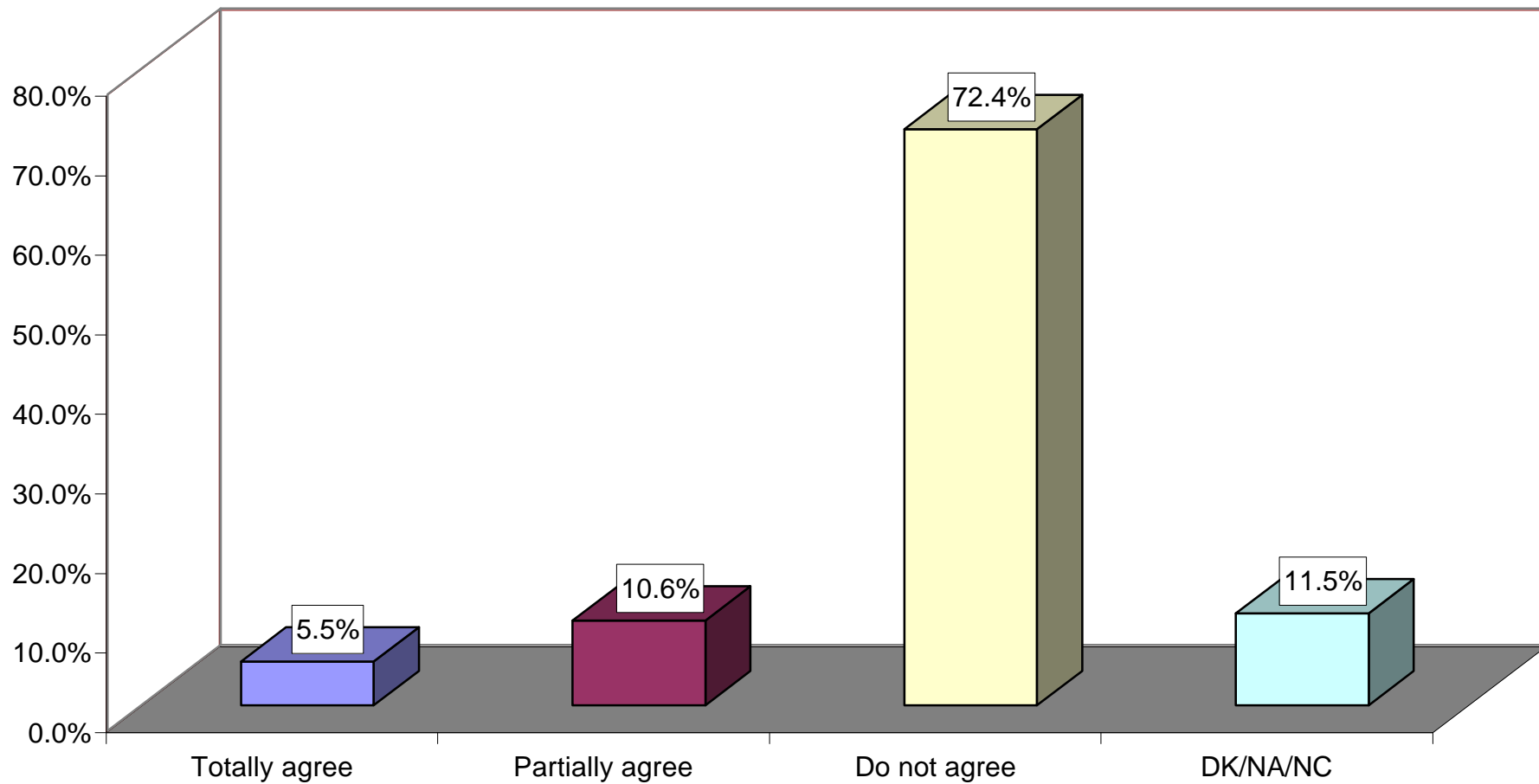
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you agree with the tv programmes in which injustice practices are not rejected (criticized, condemned)?



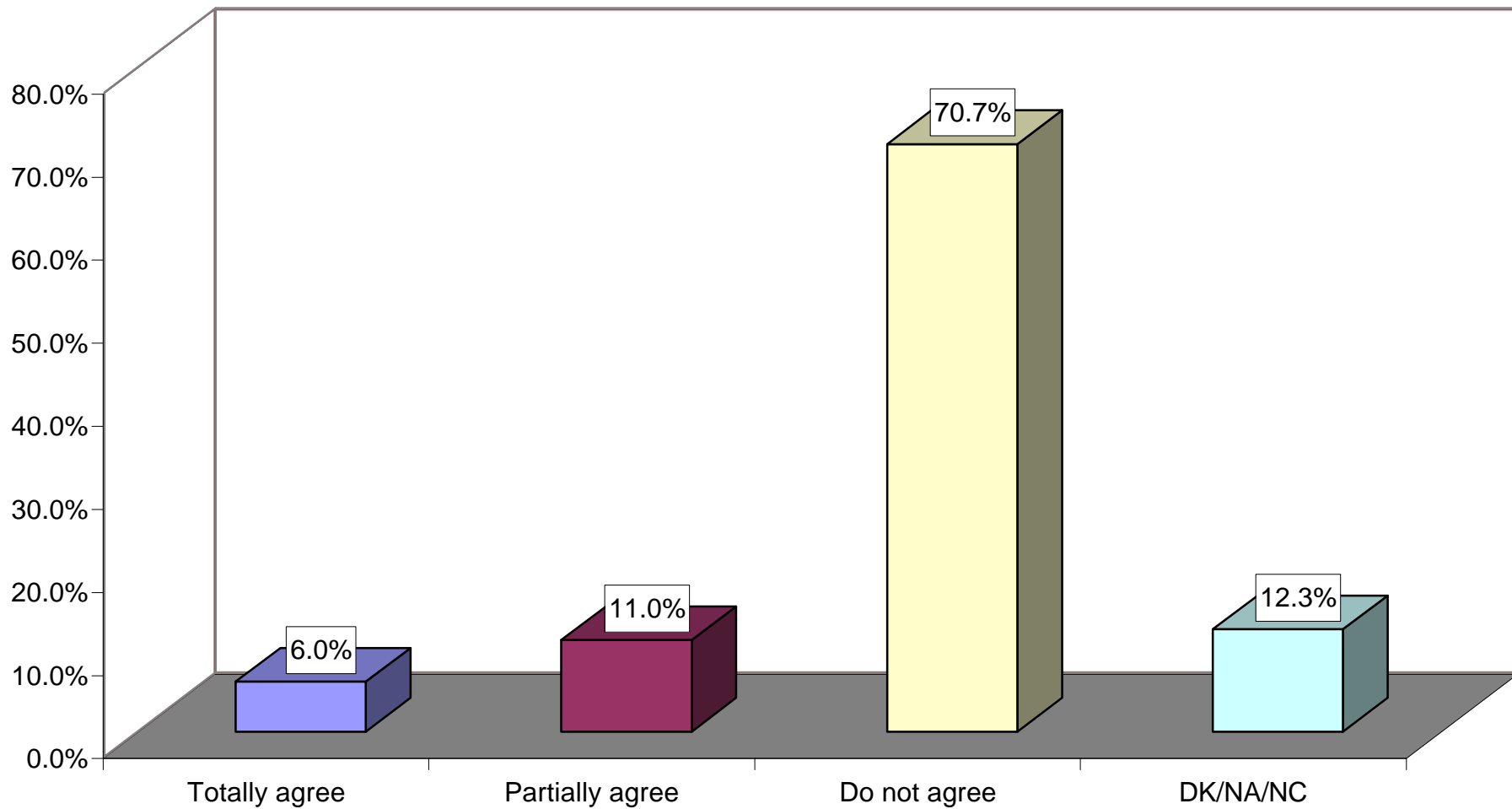
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you agree with the tv programmes in which practices of indifference regarding other people are not rejected (criticized, condemned)?



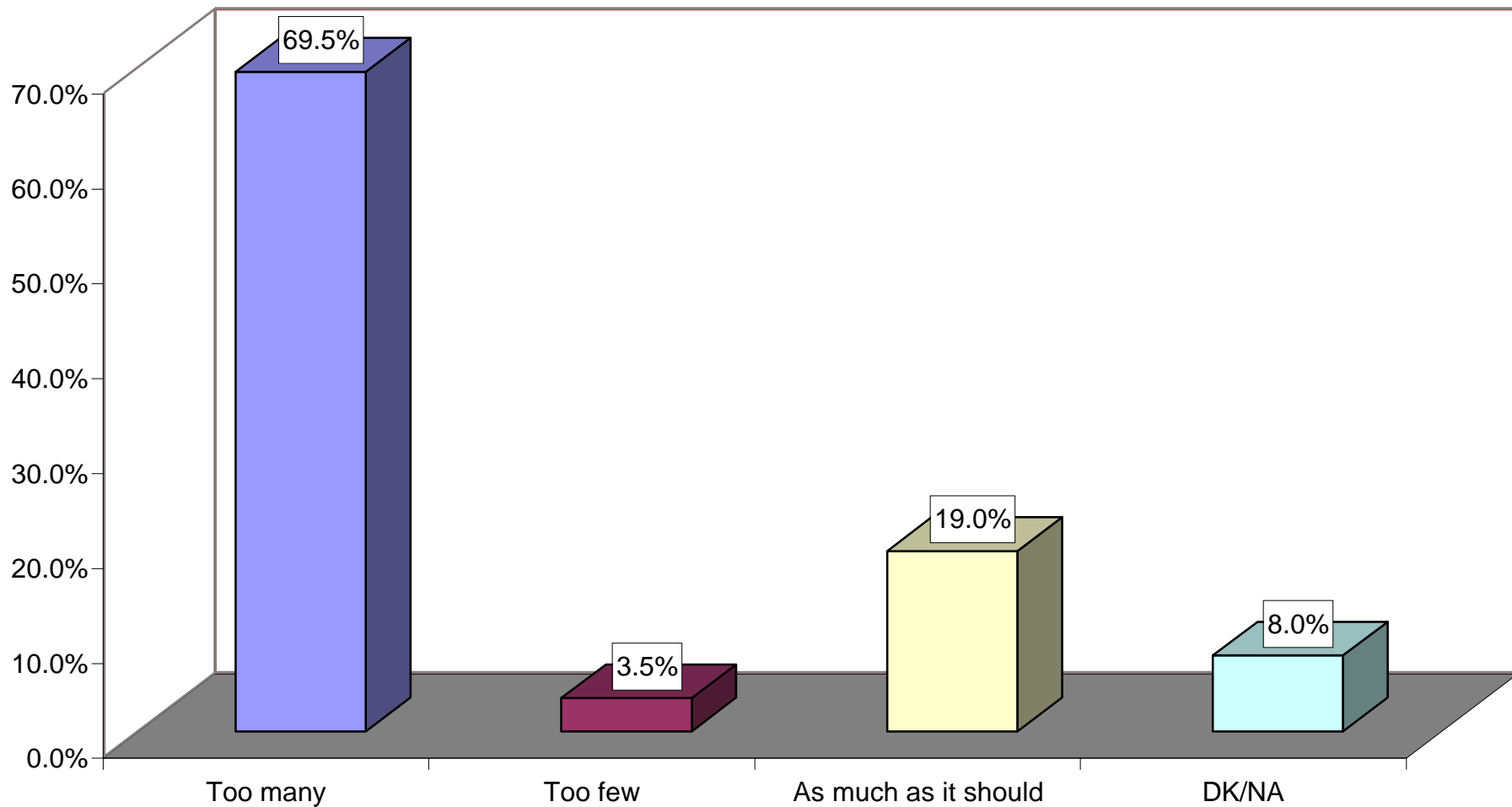
Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

How much do you agree with the tv programmes in which lack of environmental care is not rejected (criticized, condemned)?



Influence of the media upon civic and electoral behavior
ON CIVIC ATTITUDE

In your opinion are there too many or too few violent scenes presented at the news by the Romanian tv stations?



Part Two: On electoral behavior

Three types of questions were used to assess media influence on electoral behavior.

Influence of the media upon civic and electoral behavior ON ELECTORAL BEHAVIOR

1. The interest in politics and the main source of political information of the population, including the test of two-step flow of communication hypothesis and the TV channels people watch most often news, political debates, shows and movies.

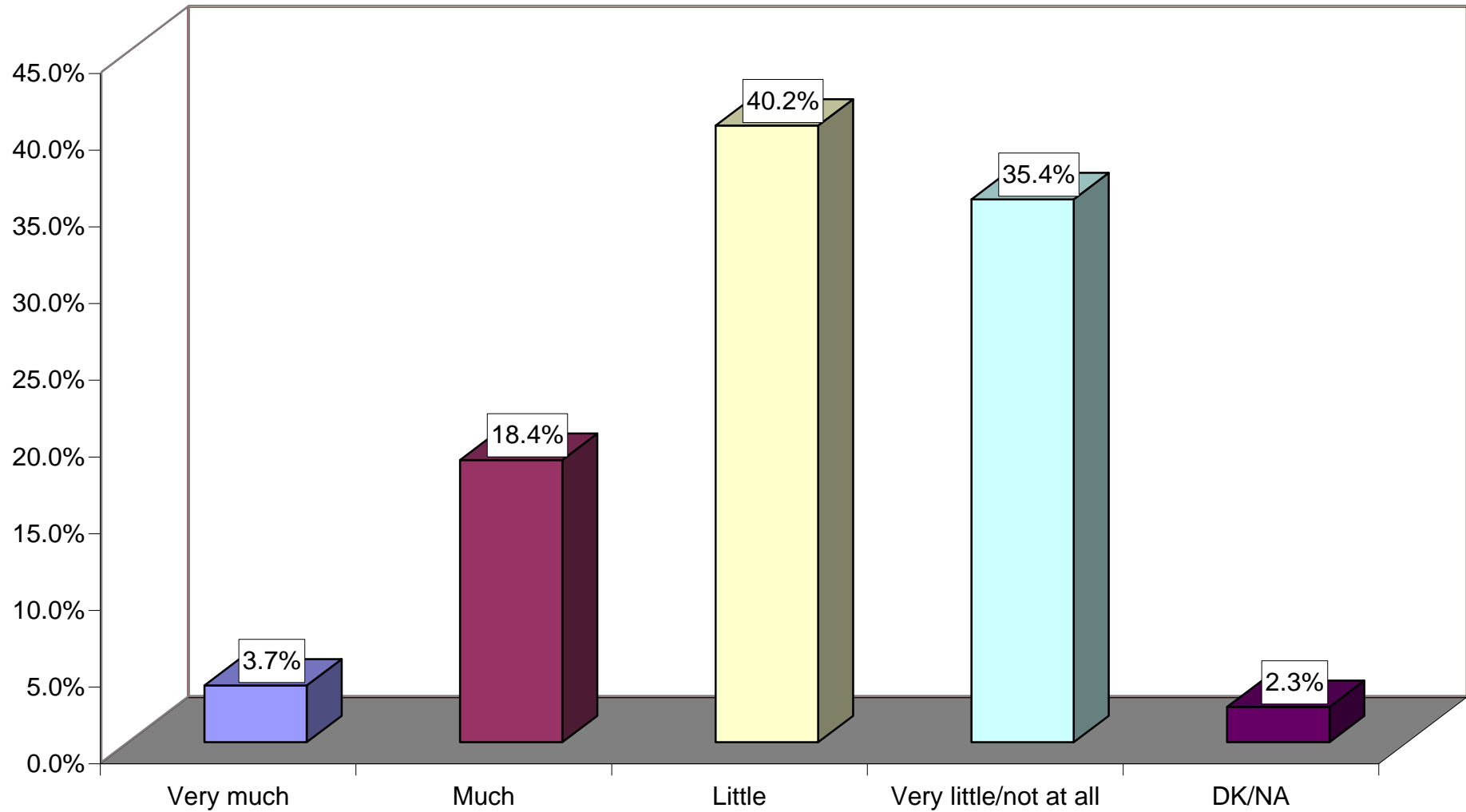
The data about the interest in politics and the most important source of information shows:

- Only 22% of the population is highly interested in politics
- The scale of political interest shows that only about 7% of the population formally belongs to a political party (as maximum expression of involvement), about 30% use to read political news in the newspapers, other 36% use to watch political programs on TV. For 3% of the population politics means only to talk with family and friends about political issues and almost 1% feels they are interested in politics but they do nothing to get involved. About 25% of the population reported preferring to keep away from politics. (See chart).
- The most important source of political information for the population is TV, 73%, newspapers, 8%, radio, 6%, family, 2%, friends/neighbors, 2%. About 7% of the respondents reported not getting any political information (see chart)
- People use most of political information sources daily or almost daily (66%). 19% use this source of information weekly or few times a week.
- In accordance with the assessment of the most important sources of information, the population trusts the most TV (71%), newspapers (8%), radio (8%) and family (6%).
- The most trustful TV news are those conveyed Antena 1 (30%), ProTV (29%), TVR1 (16%) and Realitatea TV (9%) At the national level, this assessment is influenced by a technical factor, TVR1 having the largest territorial coverage. News and political debates are watched mostly in urban area on Antena 1 (35%), TVR1 (12%) and Realitatea TV (10%). The entertainment TV programs are watched mainly on ProTV (33%), Antena 1 (29%), TVR1 (11%). The movies are watched mostly on ProTV (29%), Antena1 (17%) and Acasa TV (14%).
- The most important TV programs as source of political information are news programs (64%), talk shows (5%), political interviews (2%) and all together (22%).

The testing of the two-step flow of communication hypothesis shows that the population which is confused or undecided about some political issues (candidates, participation to vote, etc.) tries to clarify themselves using mainly the other information from media (59%). Only about 26% of the population clarifies these issues by taking comments from public opinion leaders (5%) or both the comments of public opinion leaders and information from media (21%). Therefore the hypothesis that states public ask in the second step for opinion leaders is only partially confirmed.

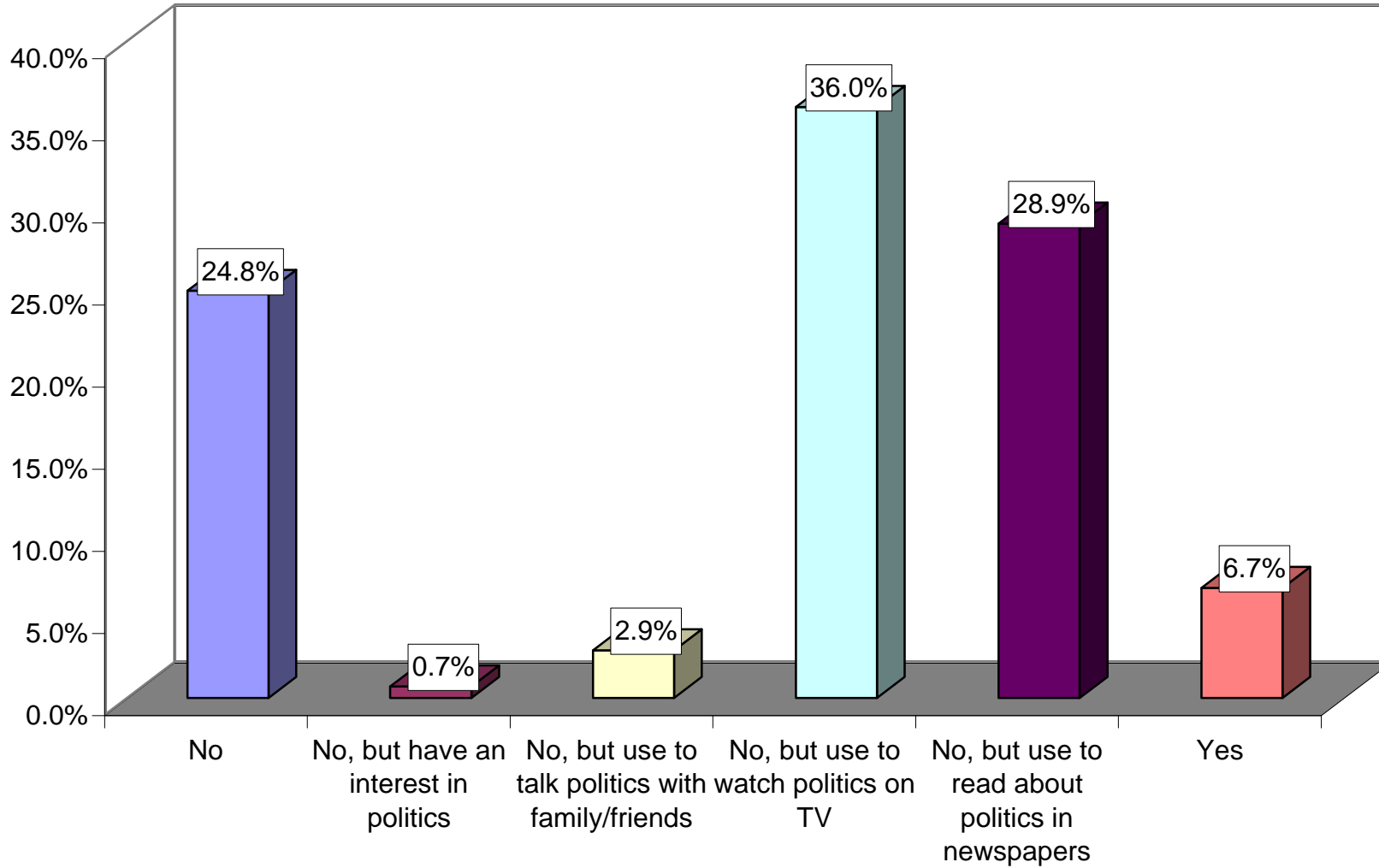
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent are you interested in politics?



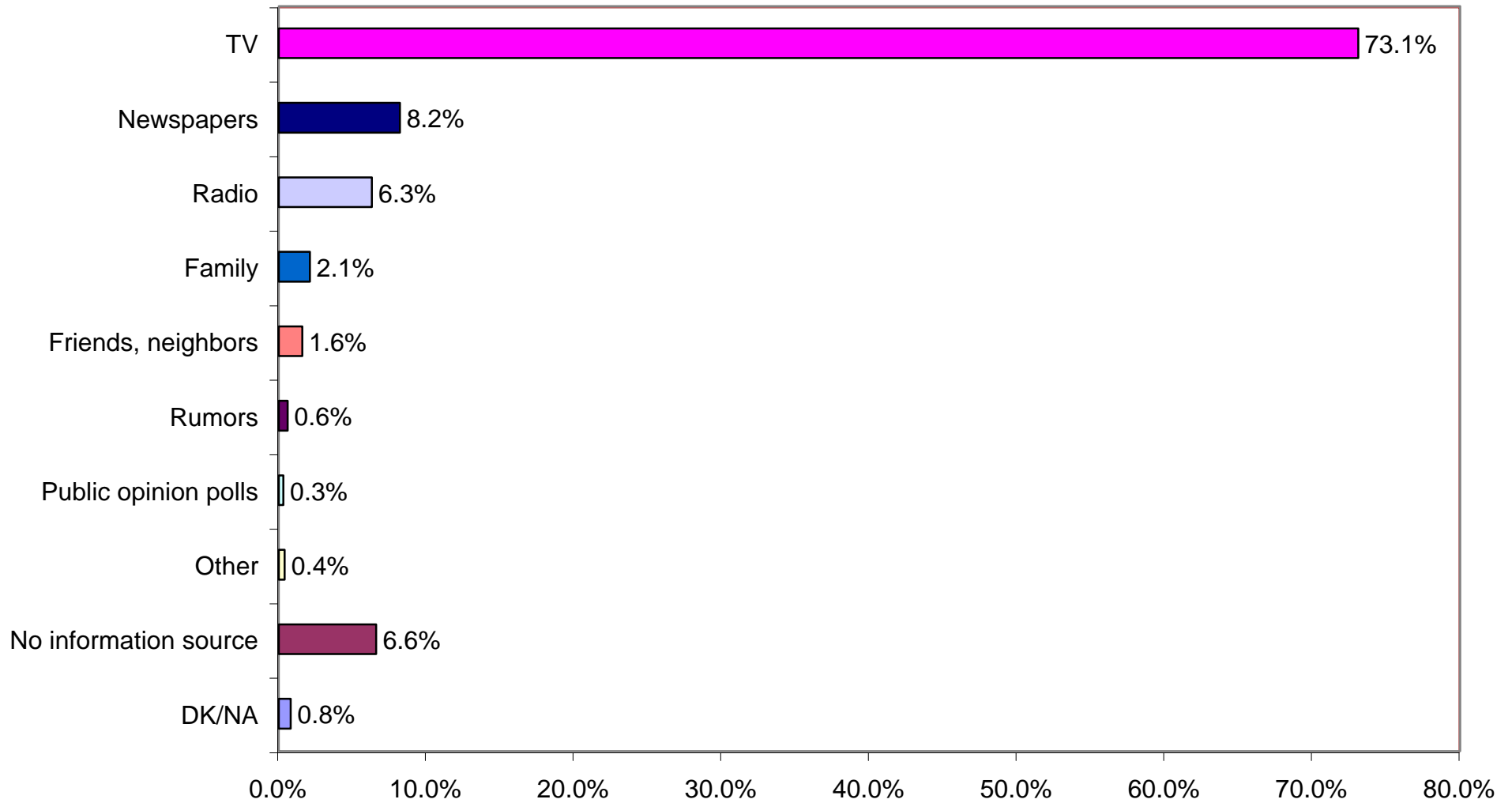
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Are you a member of a political party?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

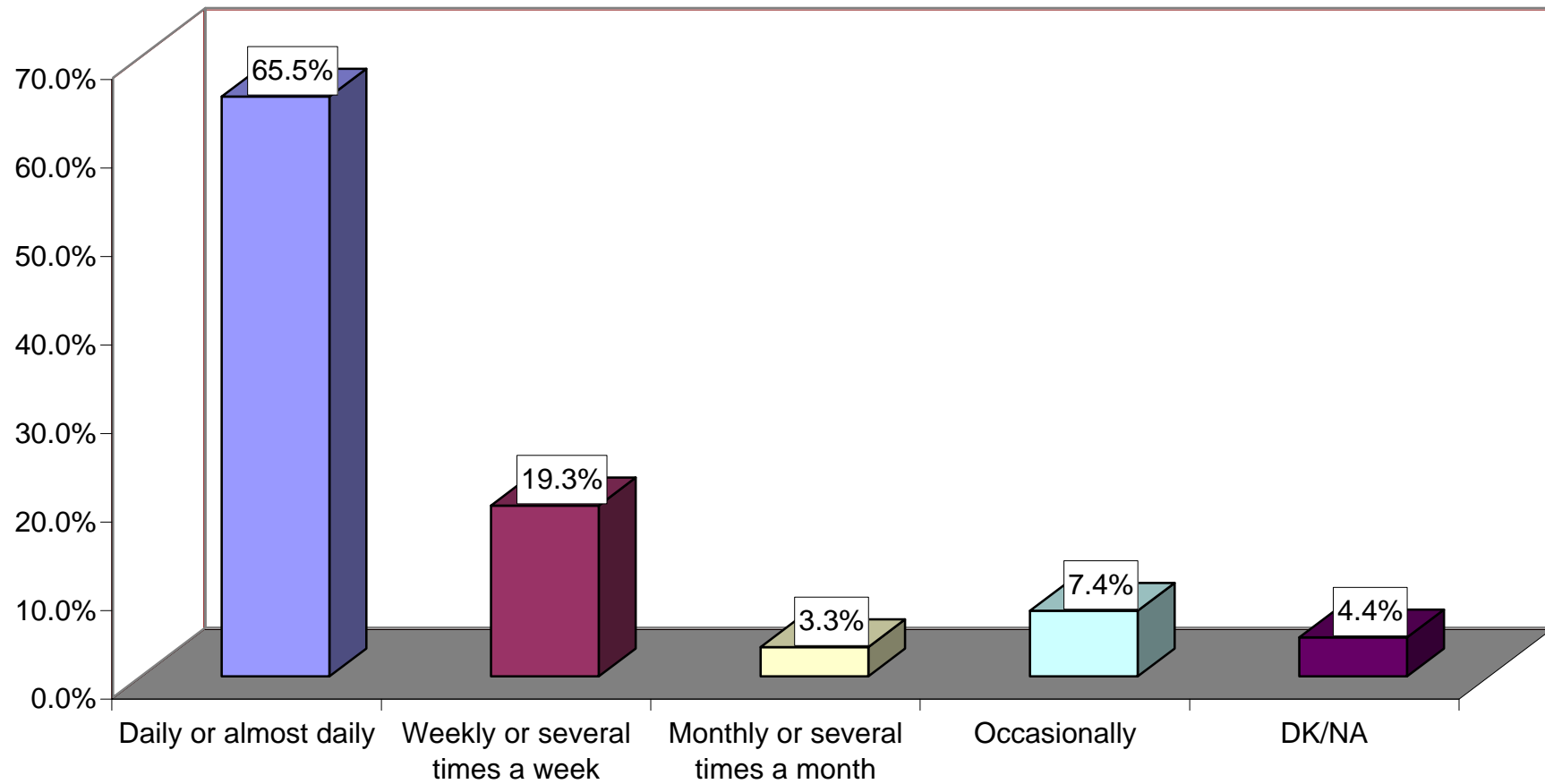
Which is the most important source you use for your political information?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

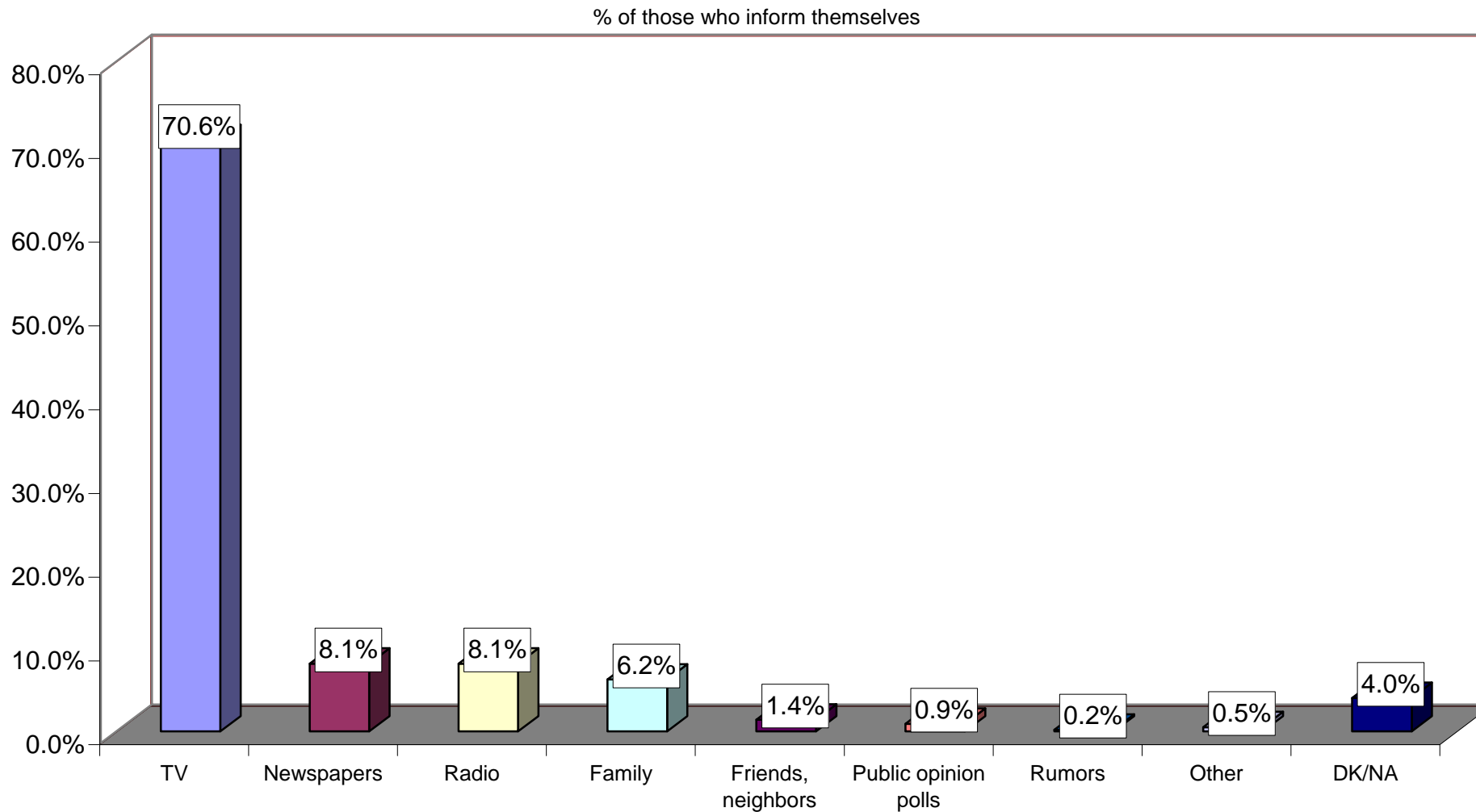
How often do you use the source of information you consider to be the most important?

% of those who inform themselves about politics



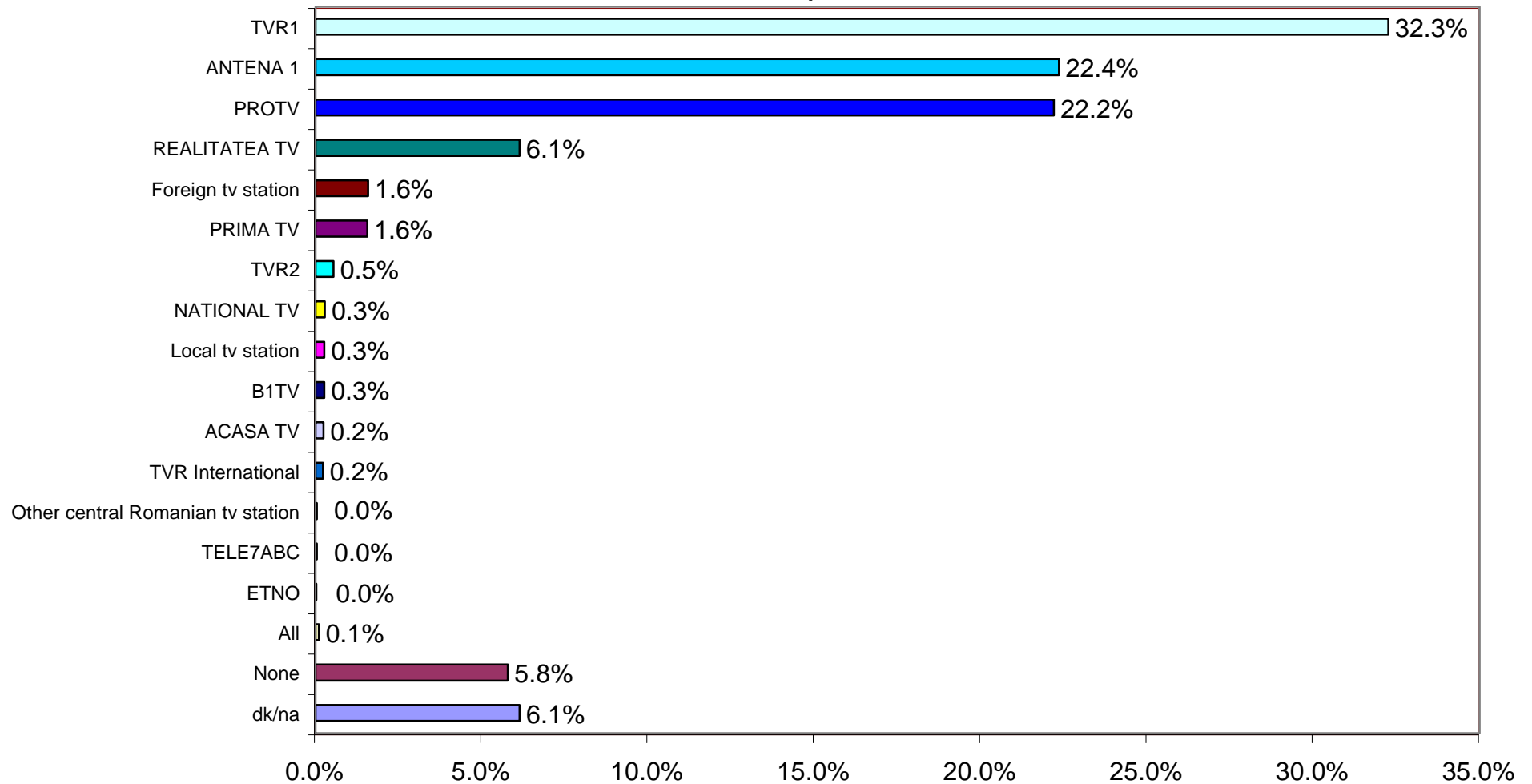
Influence of the media upon civic and electoral behavior ON ELECTORAL BEHAVIOR

Which is the most important source you use for your political information?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

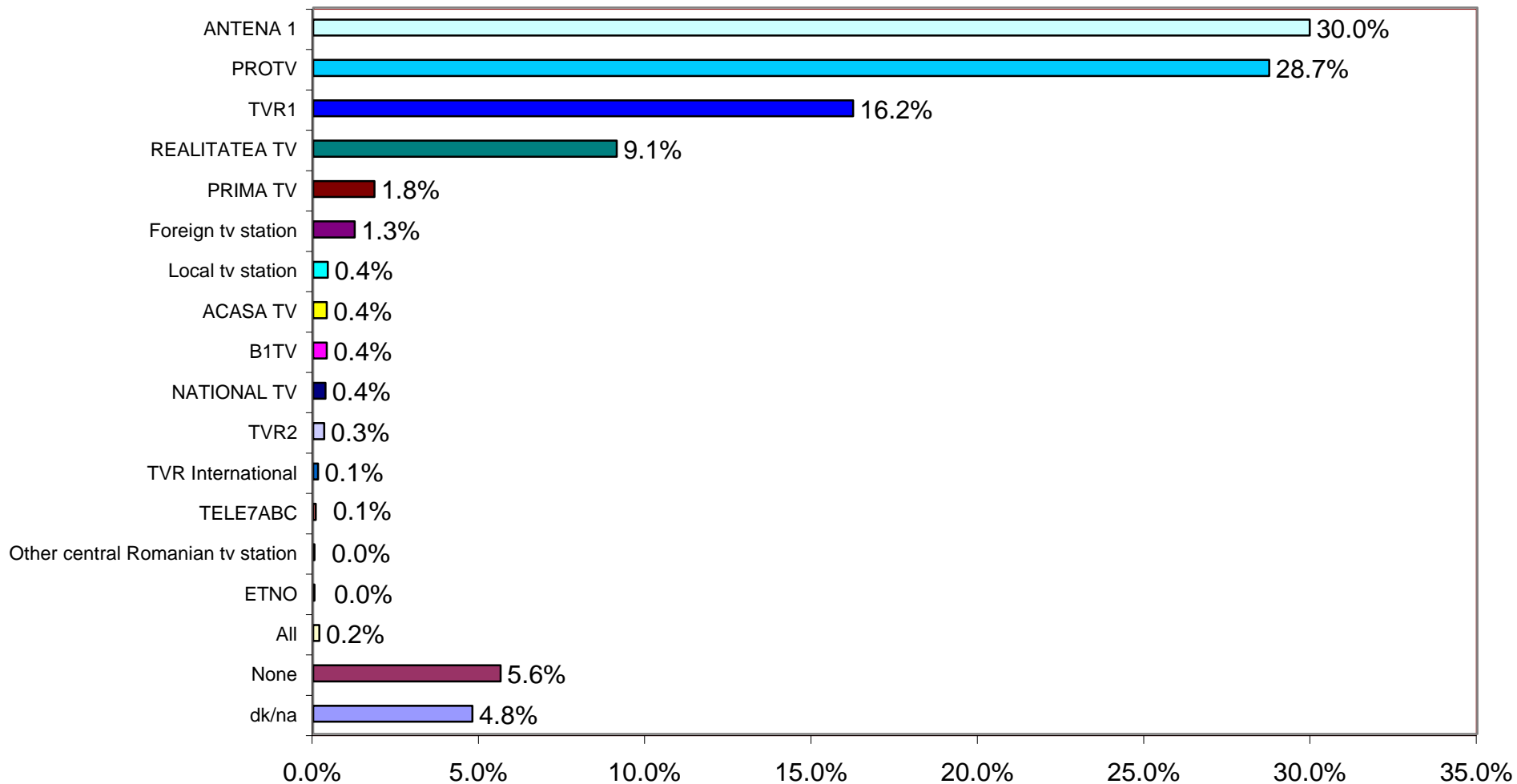
Which is the tv station which presents the most trustful news?
(which you trust the most)
total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Which is the tv station which presents the most trustful news?
(which you trust the most)

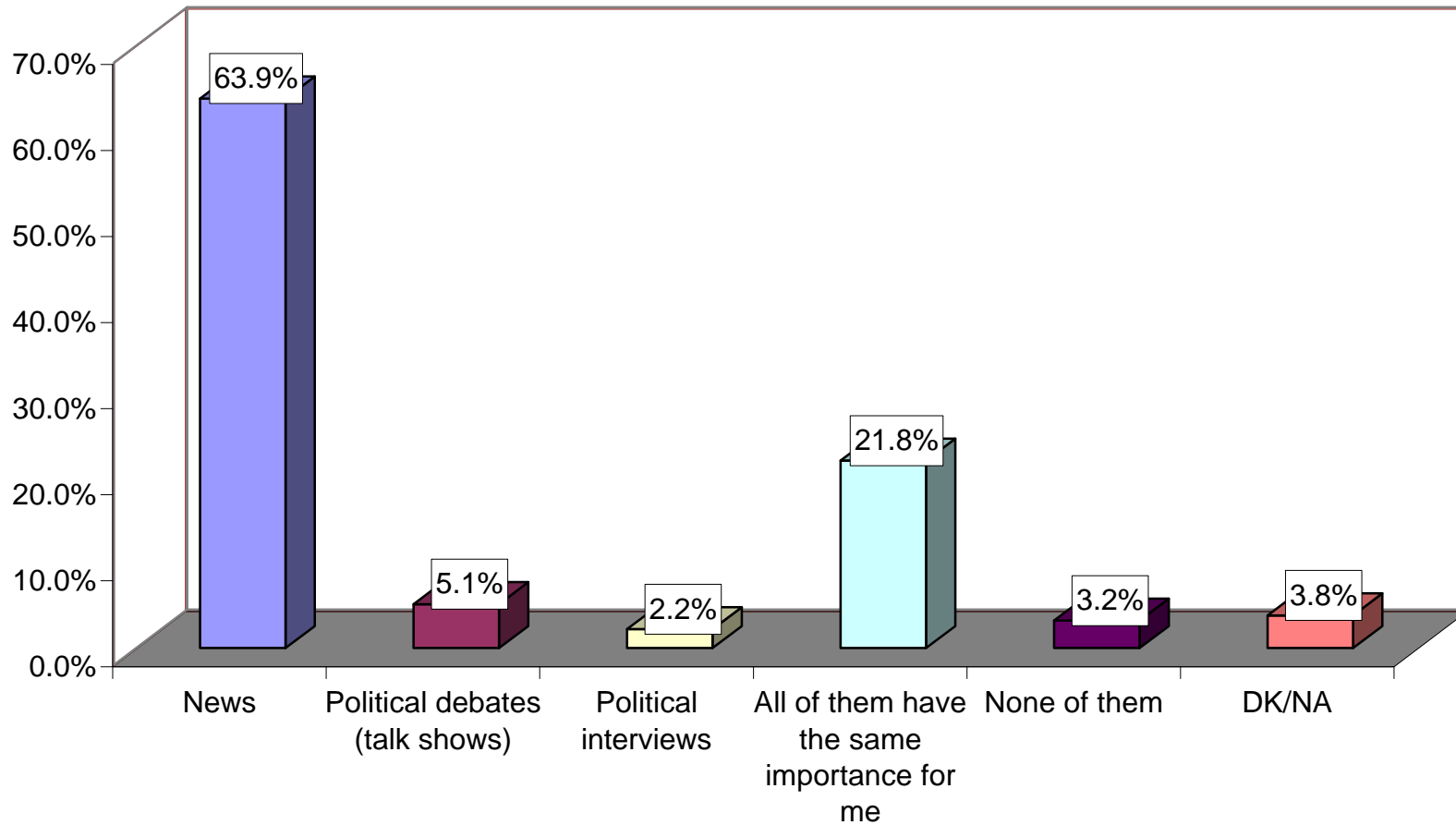
Urban area



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

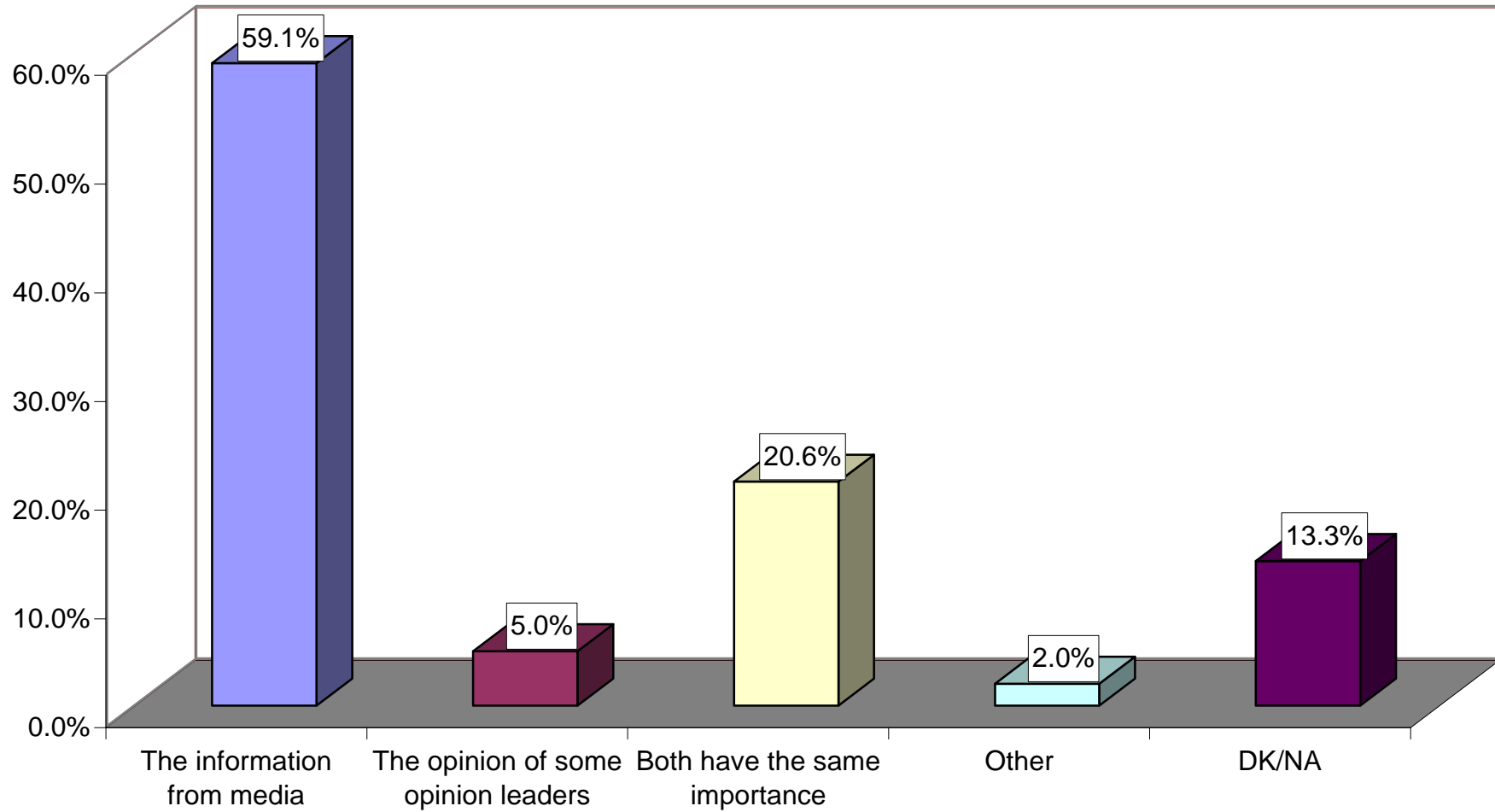
If we consider tv as your information source, which is the most important type of programme for you?

% of those who use tv as information source



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

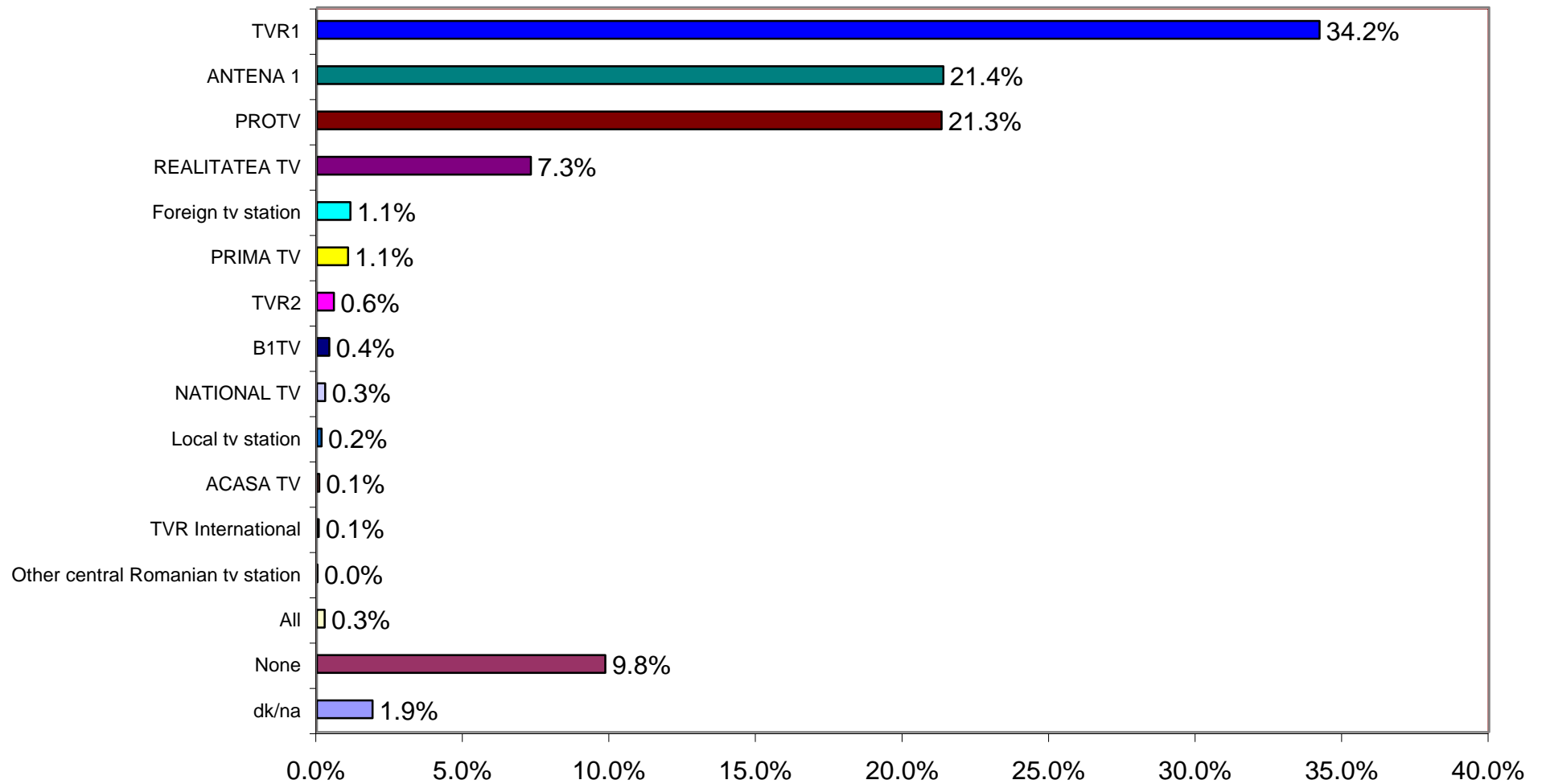
If you are confused and/or undecided about some political issues (candidates, participation to vote etc.) what is the most important for your decision or clarification?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

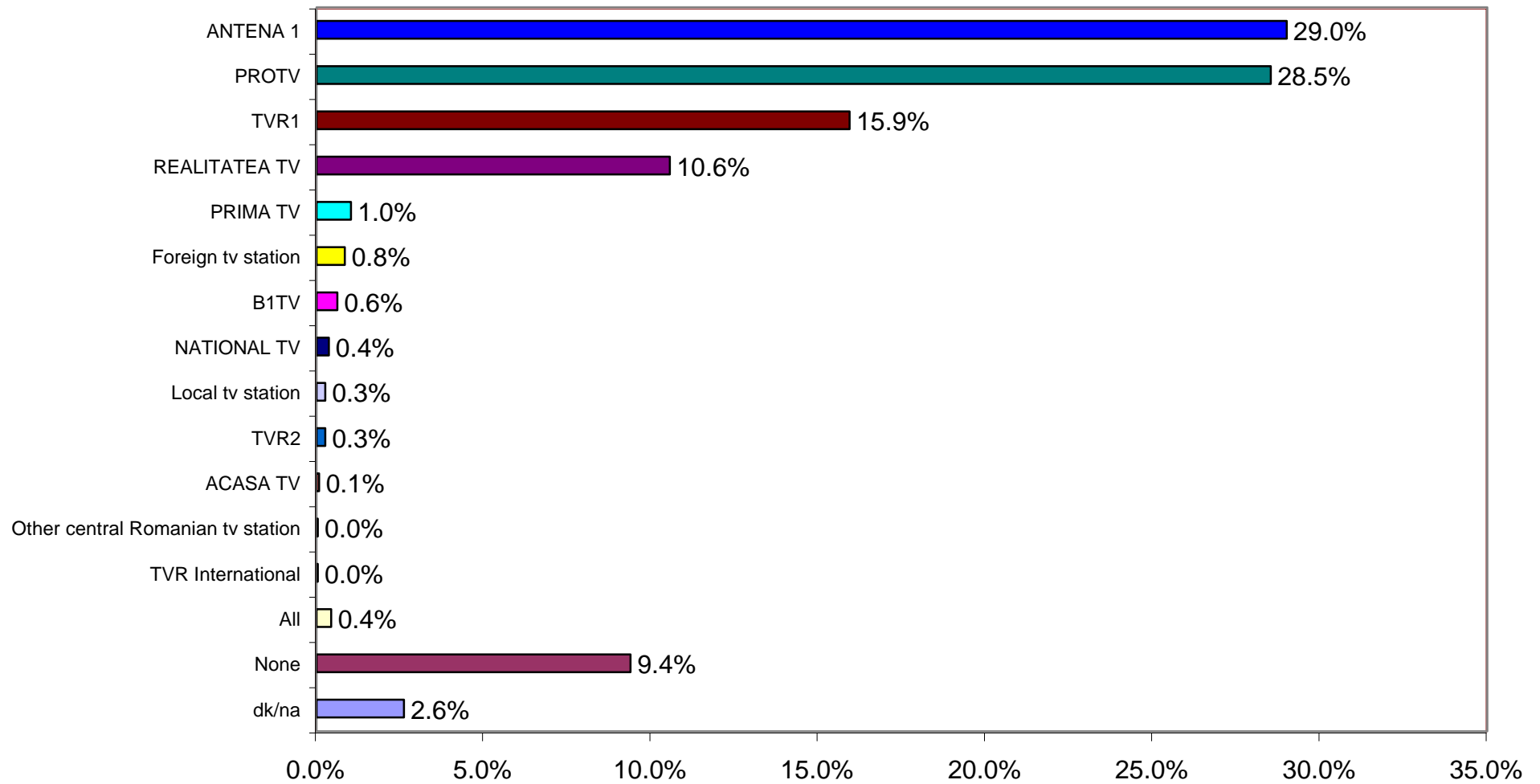
On which TV channel do you watch most often the news about politics?

Total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

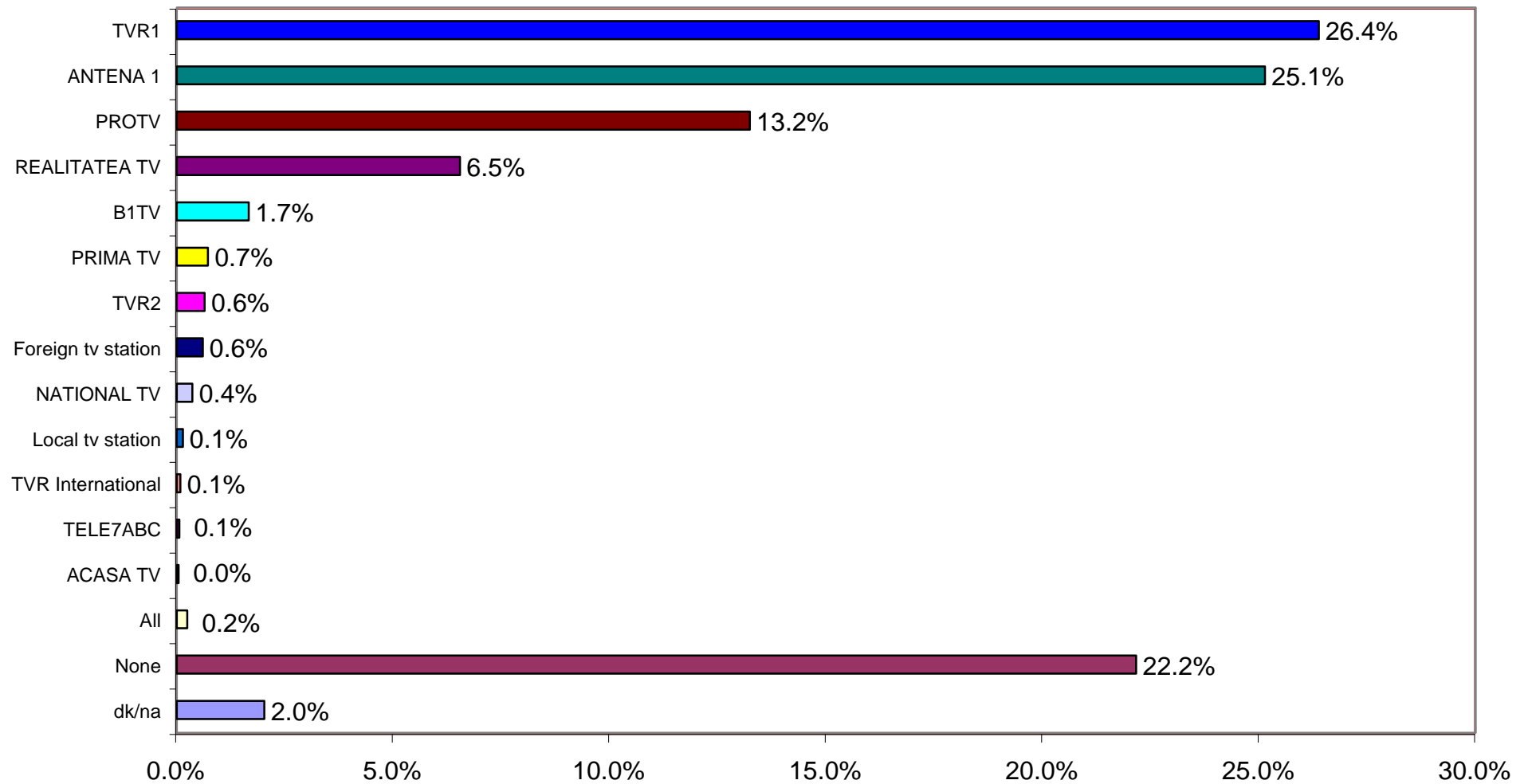
On which TV channel do you watch most often the news about politics?
Urban area



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

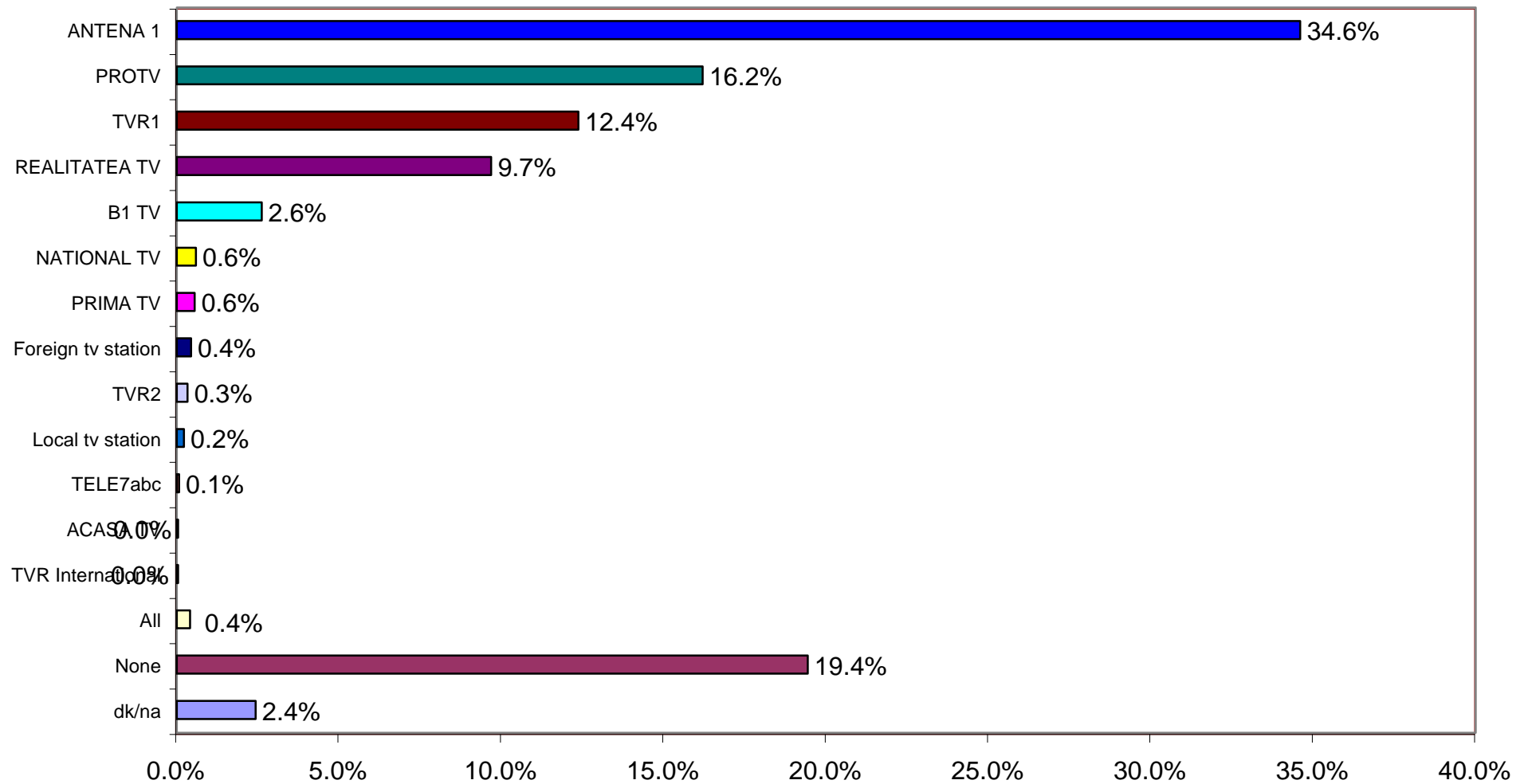
On which TV channel do you watch most often the political debates?

Total sample



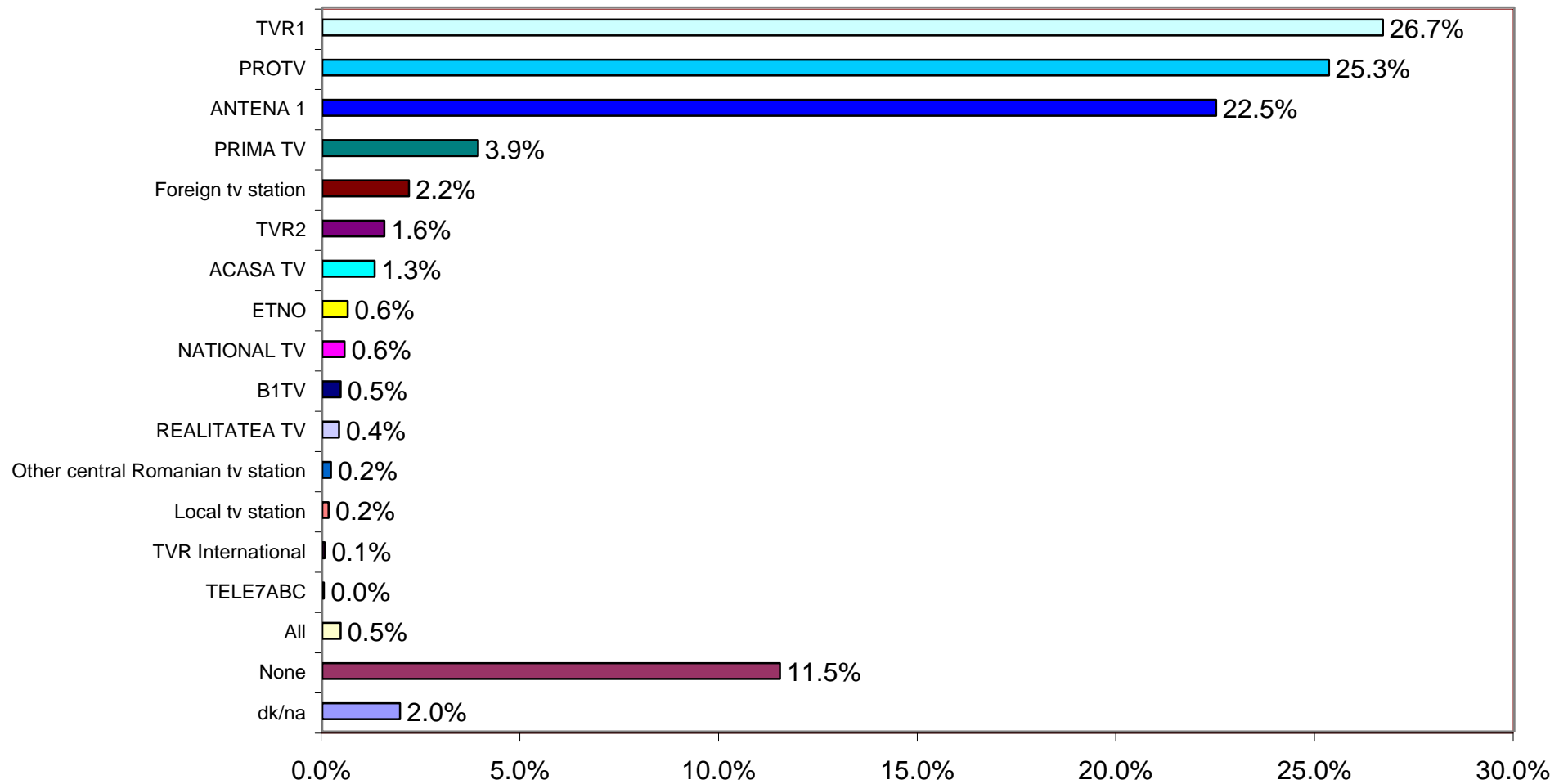
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

On which TV channel do you watch most often the political debates?
Urban area



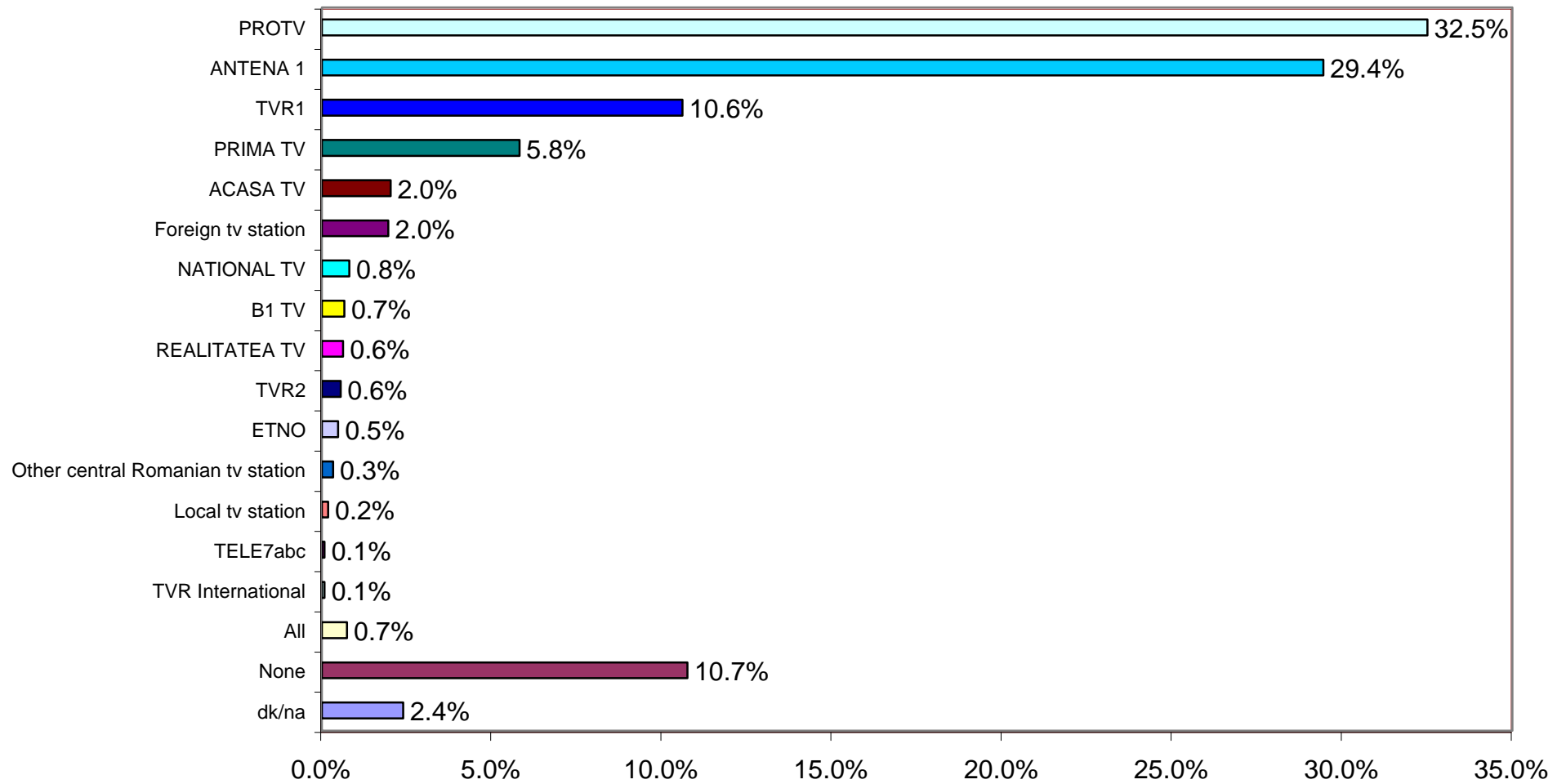
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

On which TV channel do you watch most often the shows?
Total sample



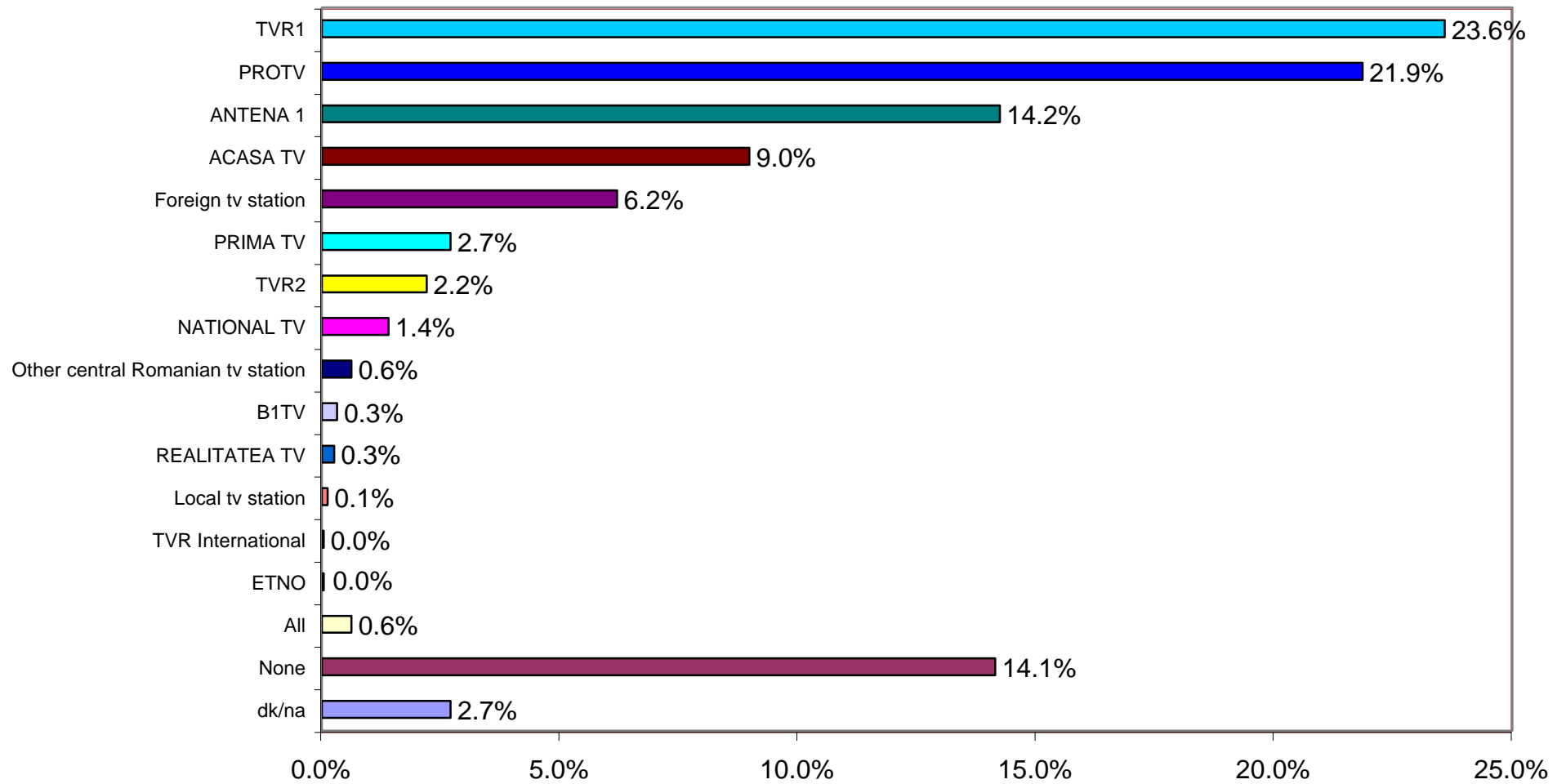
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

On which TV channel do you watch most often the shows?
Urban area



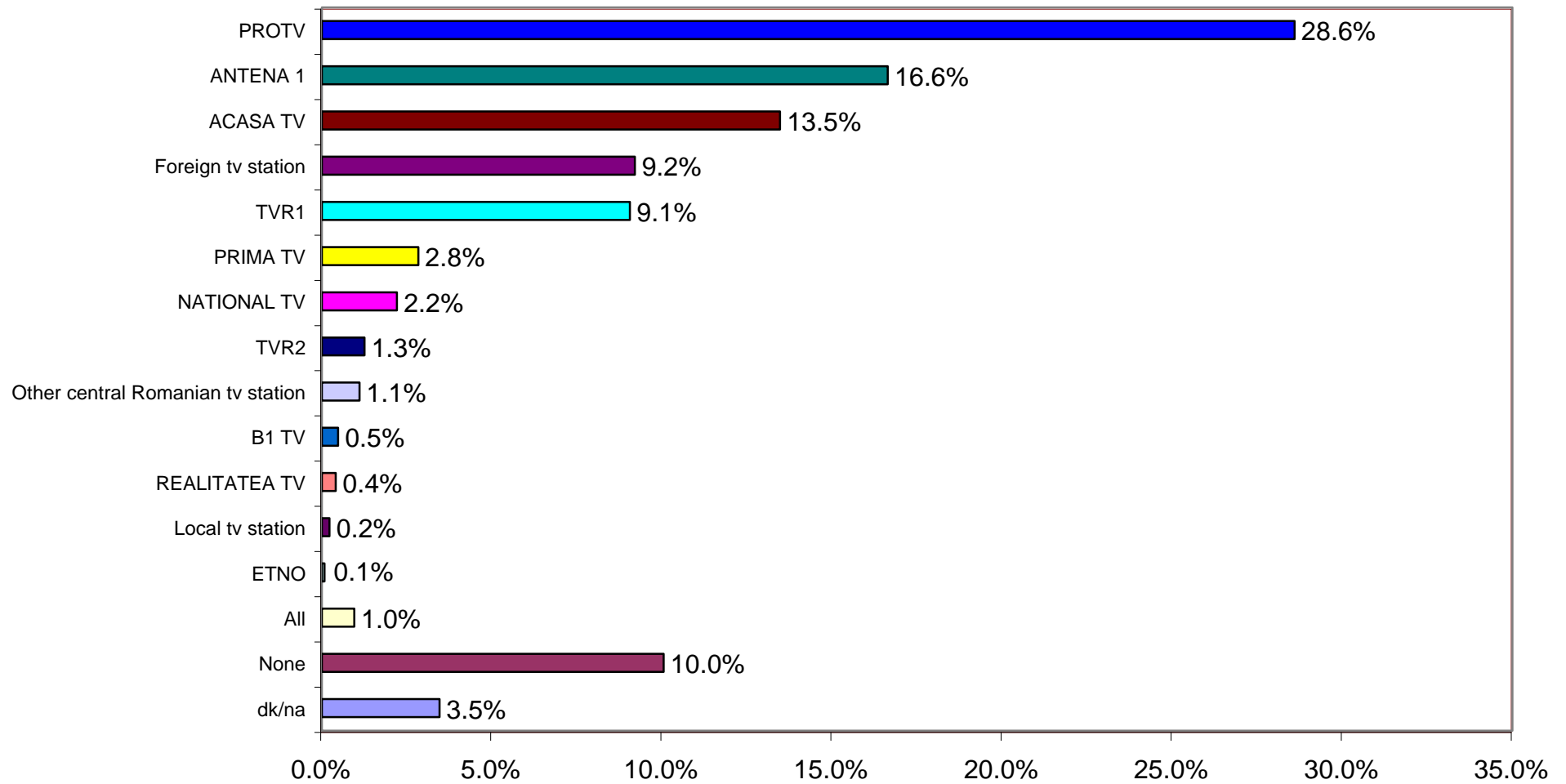
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

On which TV channel do you watch most often the movies?
Total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

On which TV channel do you watch most often the movies?
Urban area



Influence of the media upon civic and electoral behavior ON ELECTORAL BEHAVIOR

2. People expectations regarding local, parliamentary and presidential campaigns and the estimation of the intentions to vote of the Romanian voters.

The interest in electoral campaigns, their impact and electoral behavior of the population.

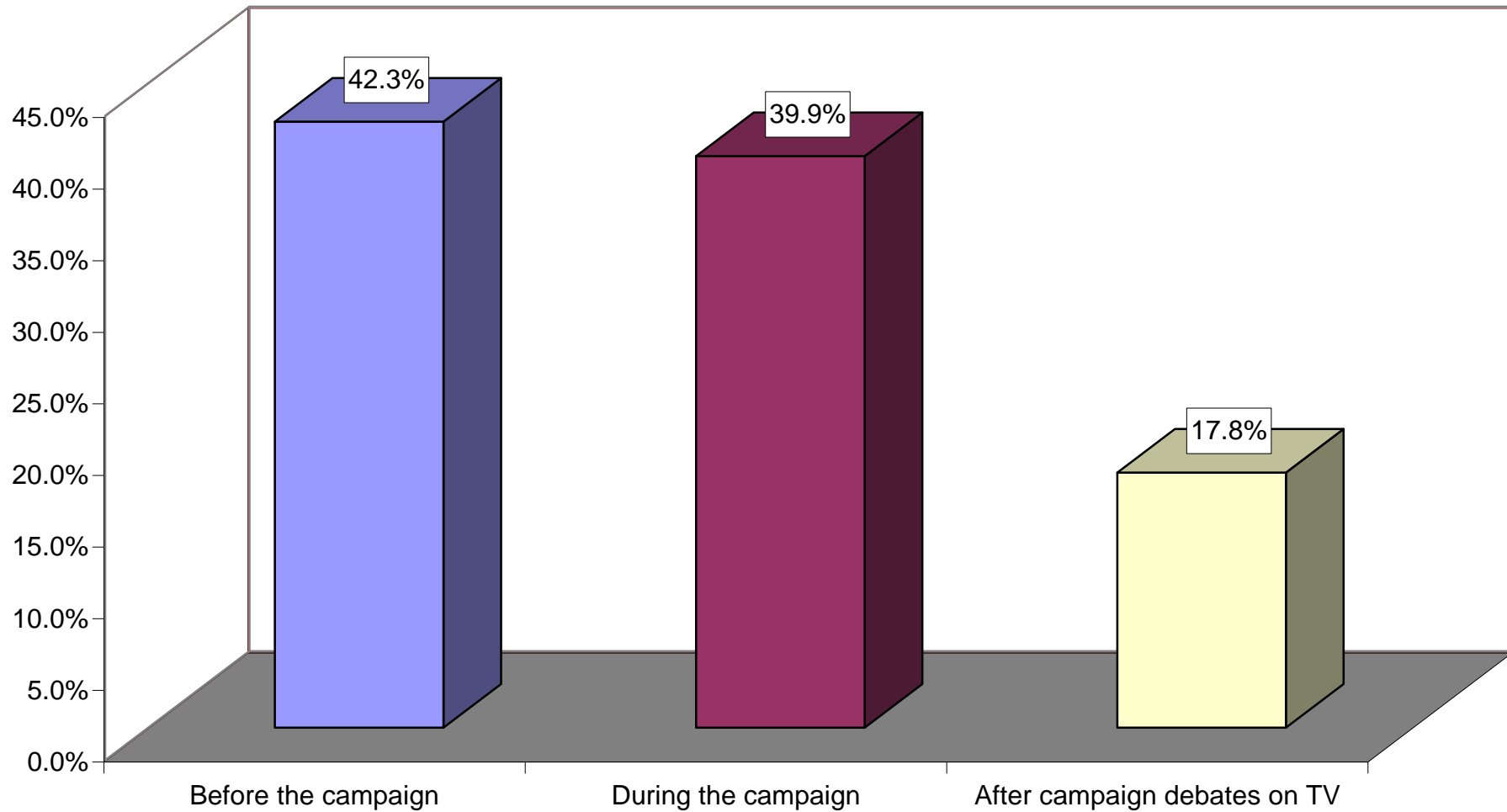
- The decision to vote in the 2000 election for the president and the parliament were taken before the campaign by about 31% of the potential voters and 42% of the actual voters.
- About 31% of the electorate and 40% of the actual voters decided to whom to vote during the campaign and about 12% of the electorate (about 17% of the actual voters) decided to whom to vote after the campaign debates on TV.
- About 70% of the population and 83% of the voters watched TV debates for president in 2000 and about 61% of the population and 75% of the actual voters watched TV debates about parties.
- Most of the people who watched these campaigns did it at least once a week, more than one third of them watched TV campaigns almost daily.
- The most important aspects which should be included in electoral campaign for local, parliamentary and presidential elections are different for each of them.
- For instance the most important things for local elections campaigns should be public services quality and roads condition. The most important issue for parliamentary elections should be the standard of life, health and education. The most important issue for presidential election should be the standard of life and corruption (see charts).
- The interest of the population in the next electoral campaigns is high.
- People are very interested and interested in local elections (59%), parliamentary elections (56%) and presidential elections (61%).
- Almost half of the population expects the parliamentary and presidential elections to bring very much and much changes (46%). But now only 33% of the population thinks they know what is important for the candidates and parties in order to take the right decision.
- The most important issues for the population to know about candidates are: involving in illegal activities, political experience and professional life.
- For many people, the TV electoral programs are very important (10%) or important (44%) when they decide for whom to vote.
- In fact, 71% of the population watches TV mainly for information.
- The population thinks that electoral campaigns (debates, interviews, news) should be done by both public and private TV channels (53%), more by public TV (30%) and more by private TV (4%).

The intention to vote results confirmed both for parliamentary and presidential elections, the other polls conducted by CURS in March, with a slight increase of the percent for the main party (PSD) and those undecided. (see charts).

Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

In the last elections (2000) for the President, when you decided whom to vote for?

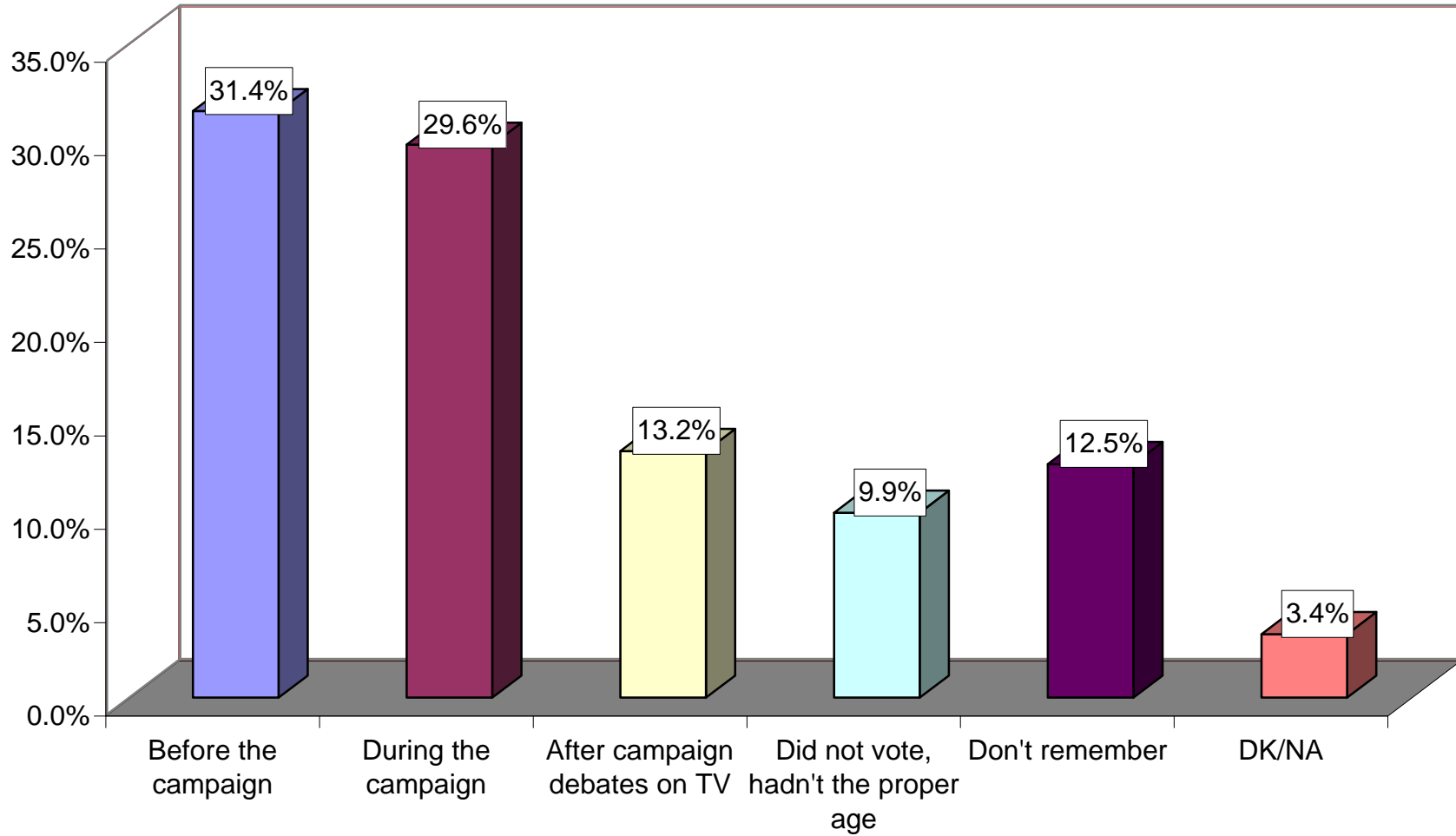
% of those who have an opinion



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

In the last elections (2000) for the President, when you decided whom to vote for?

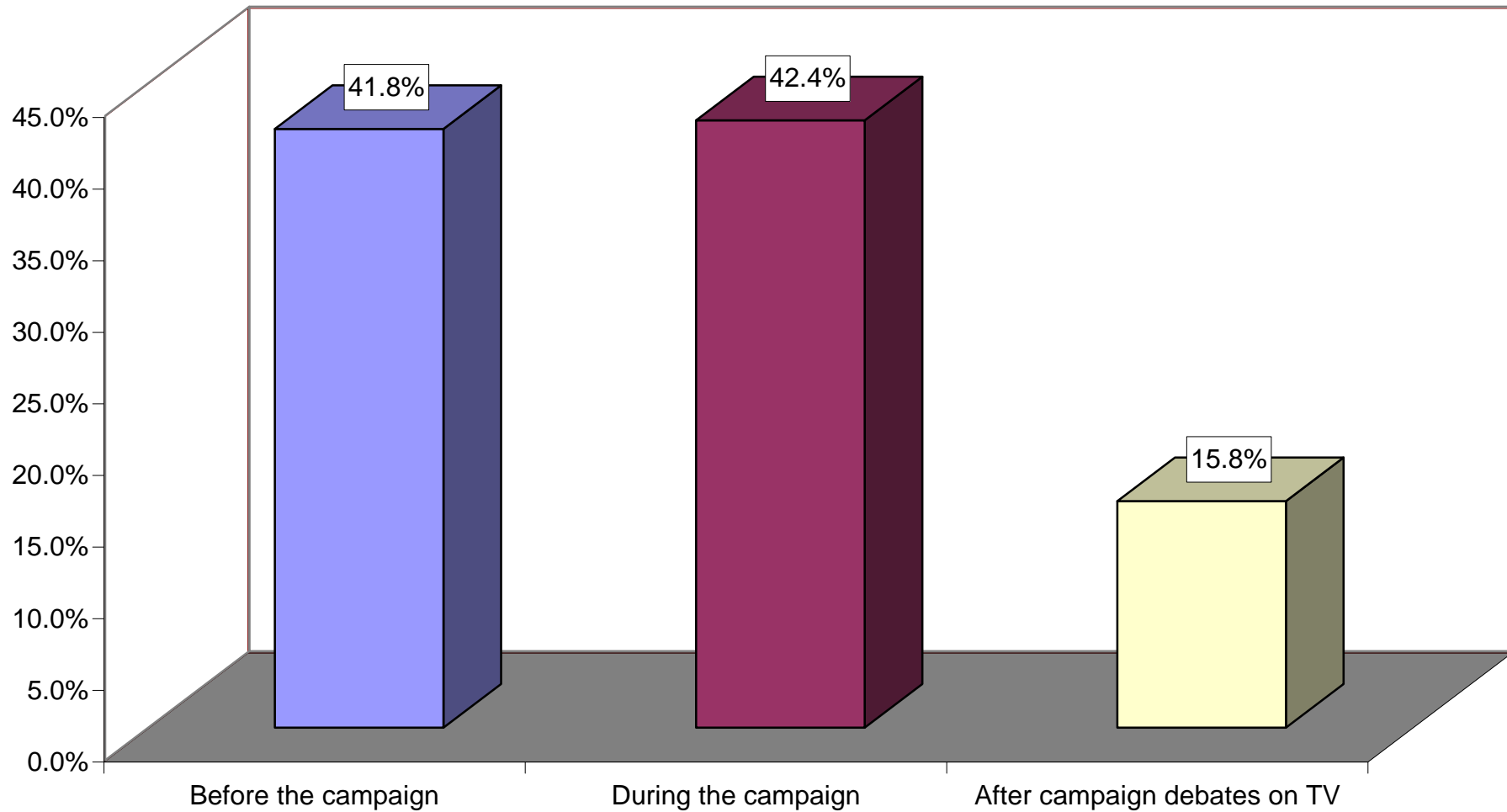
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

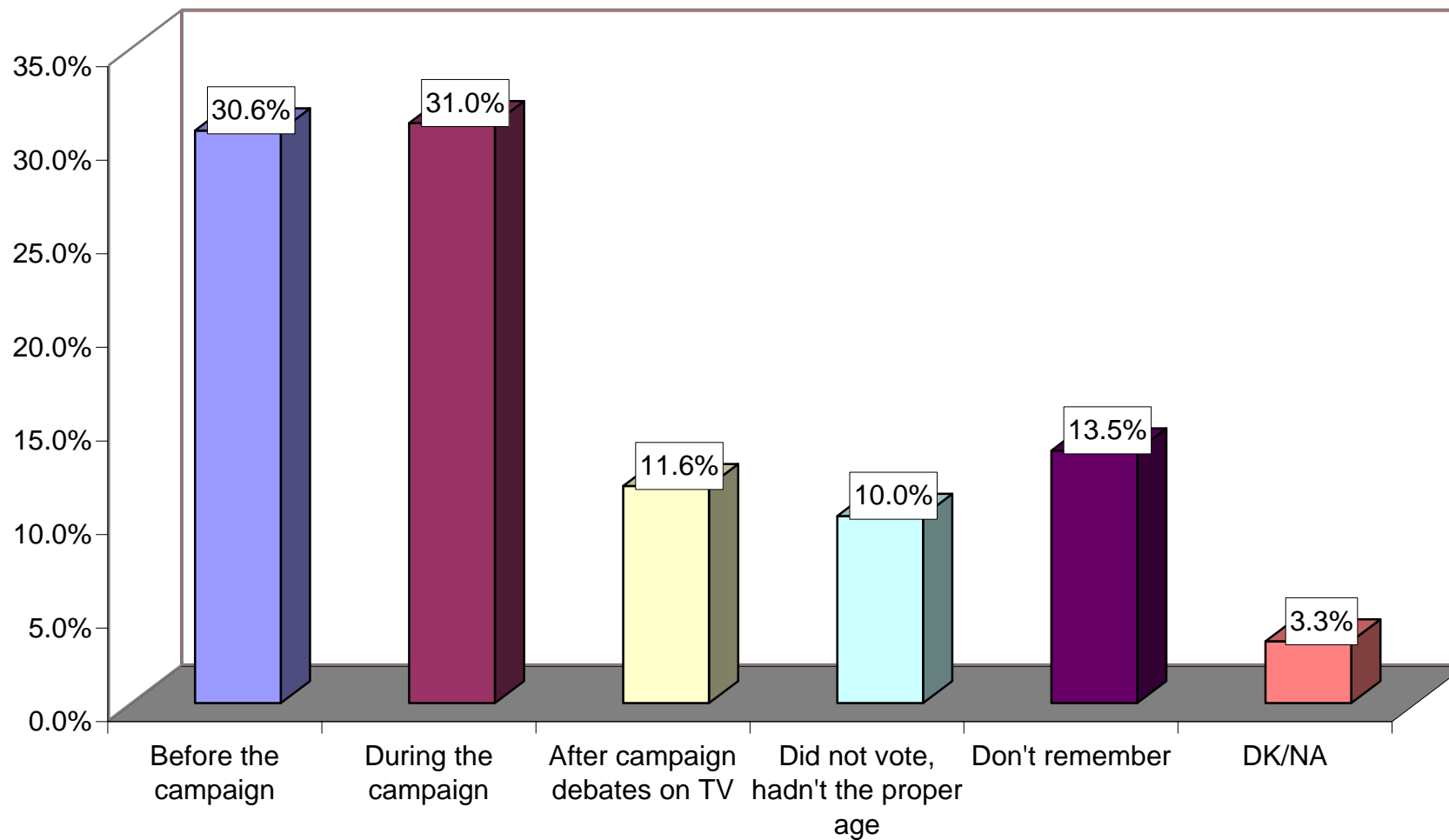
In the last elections (2000) for the Parliament, when you decided whom to vote for?

% of those who have an opinion



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

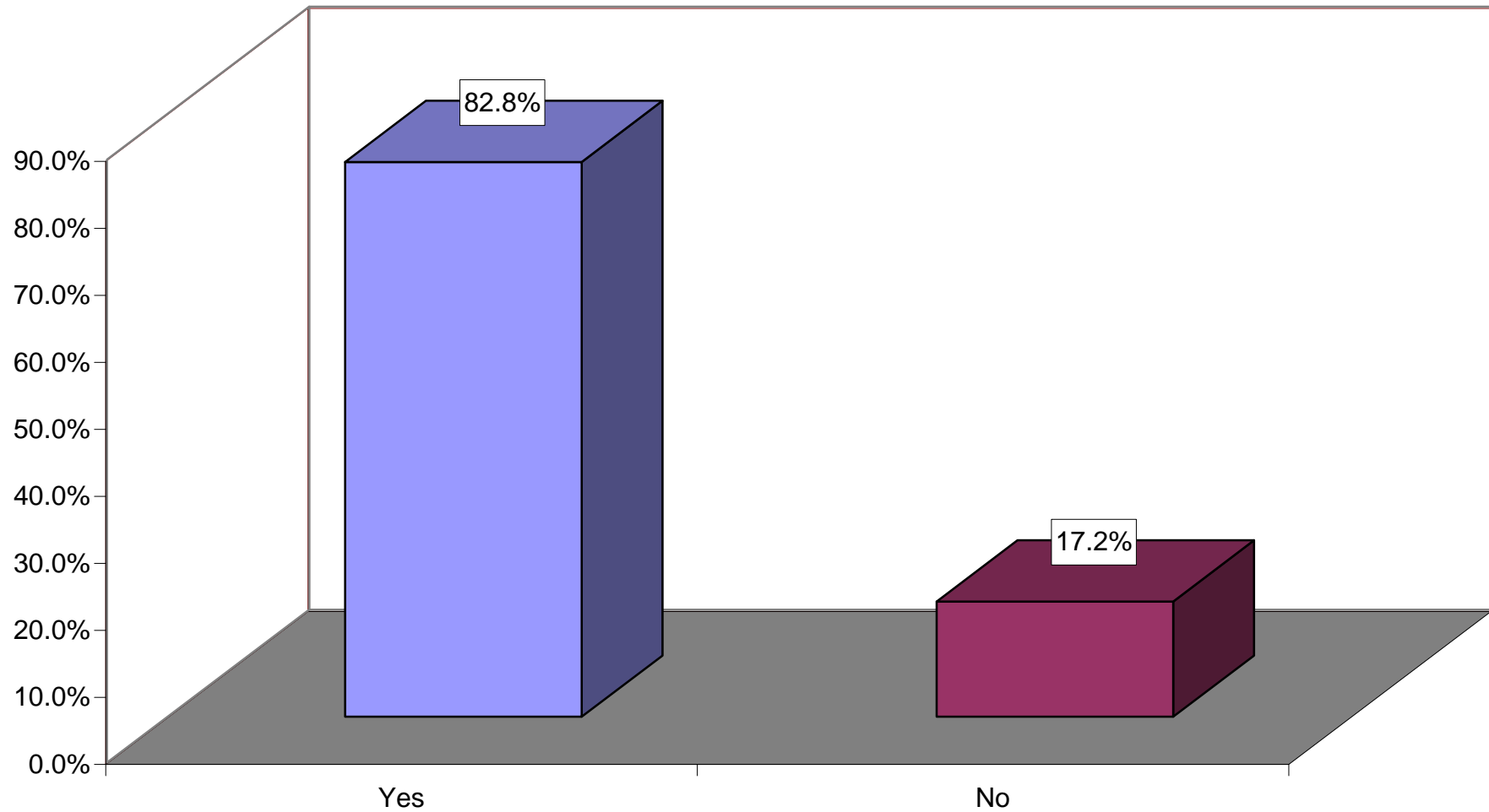
In the last elections (2000) for the Parliament, when you decided whom to vote for?
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Did you watch the TV debates with candidates for president in 2000
campaign?

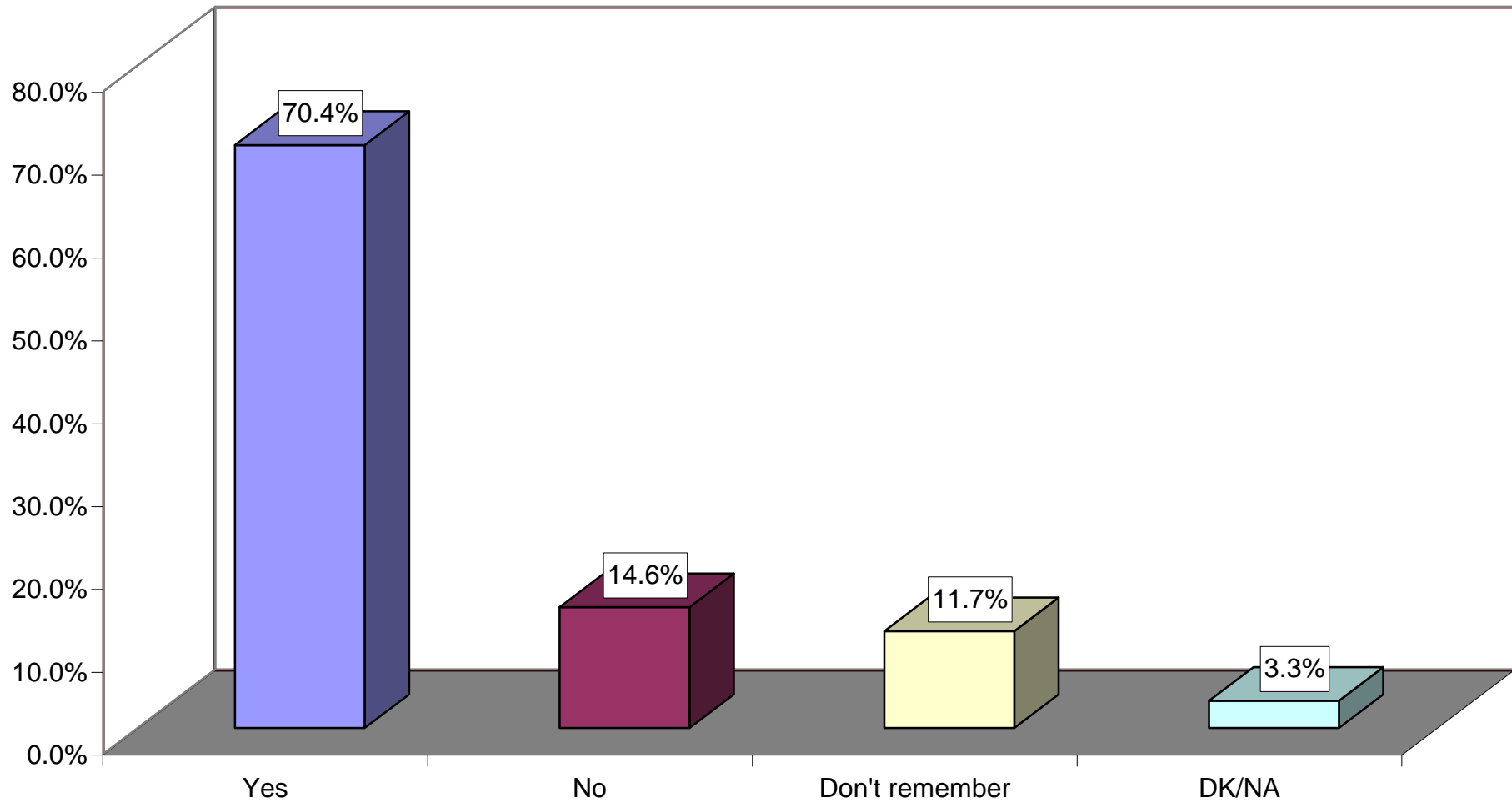
% of those who have an opinion



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Did you watch the TV debates with candidates for president in 2000
campaign?

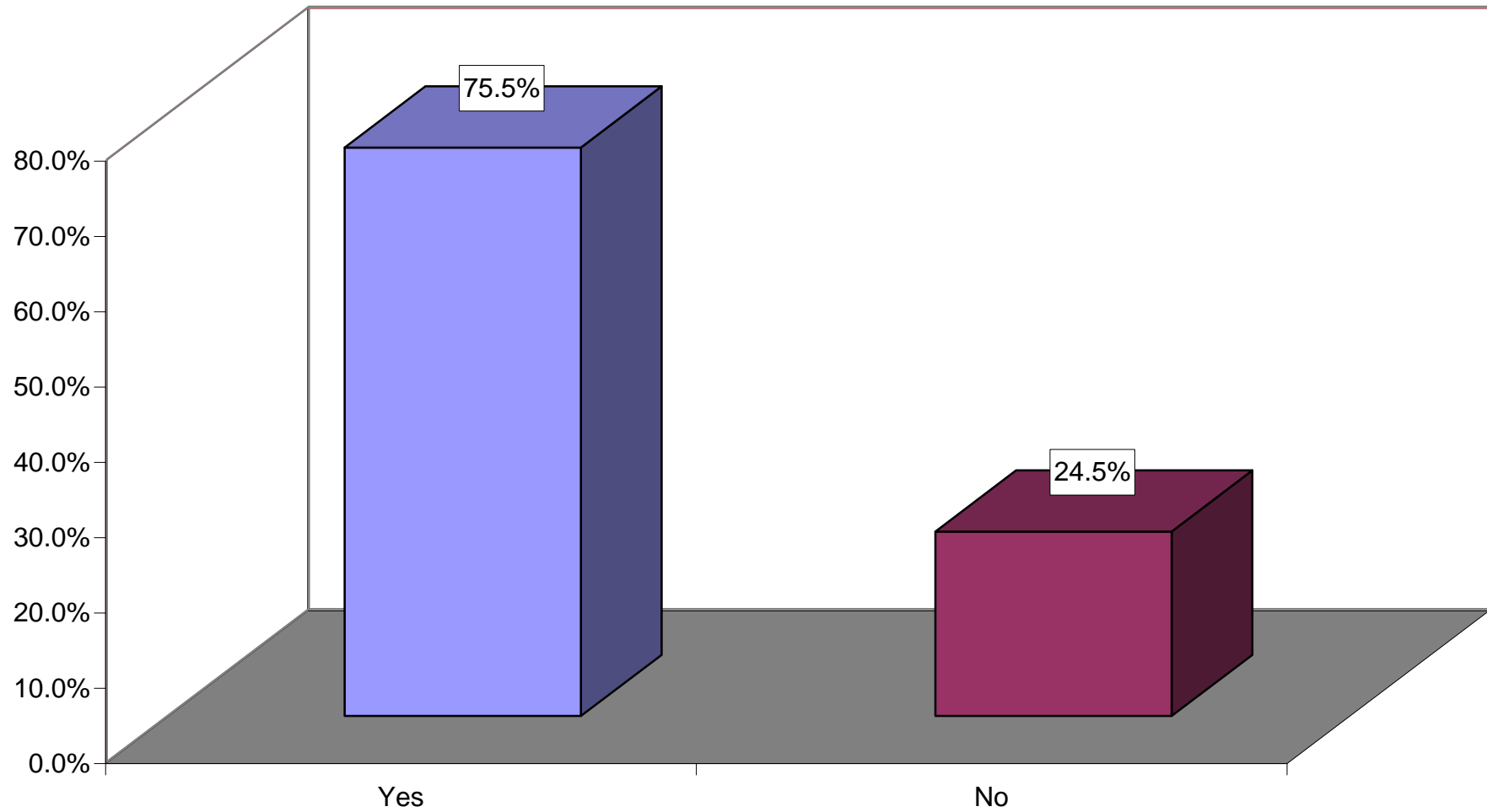
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Did you watch the tv debates about/between the political parties in 2000
campaign?

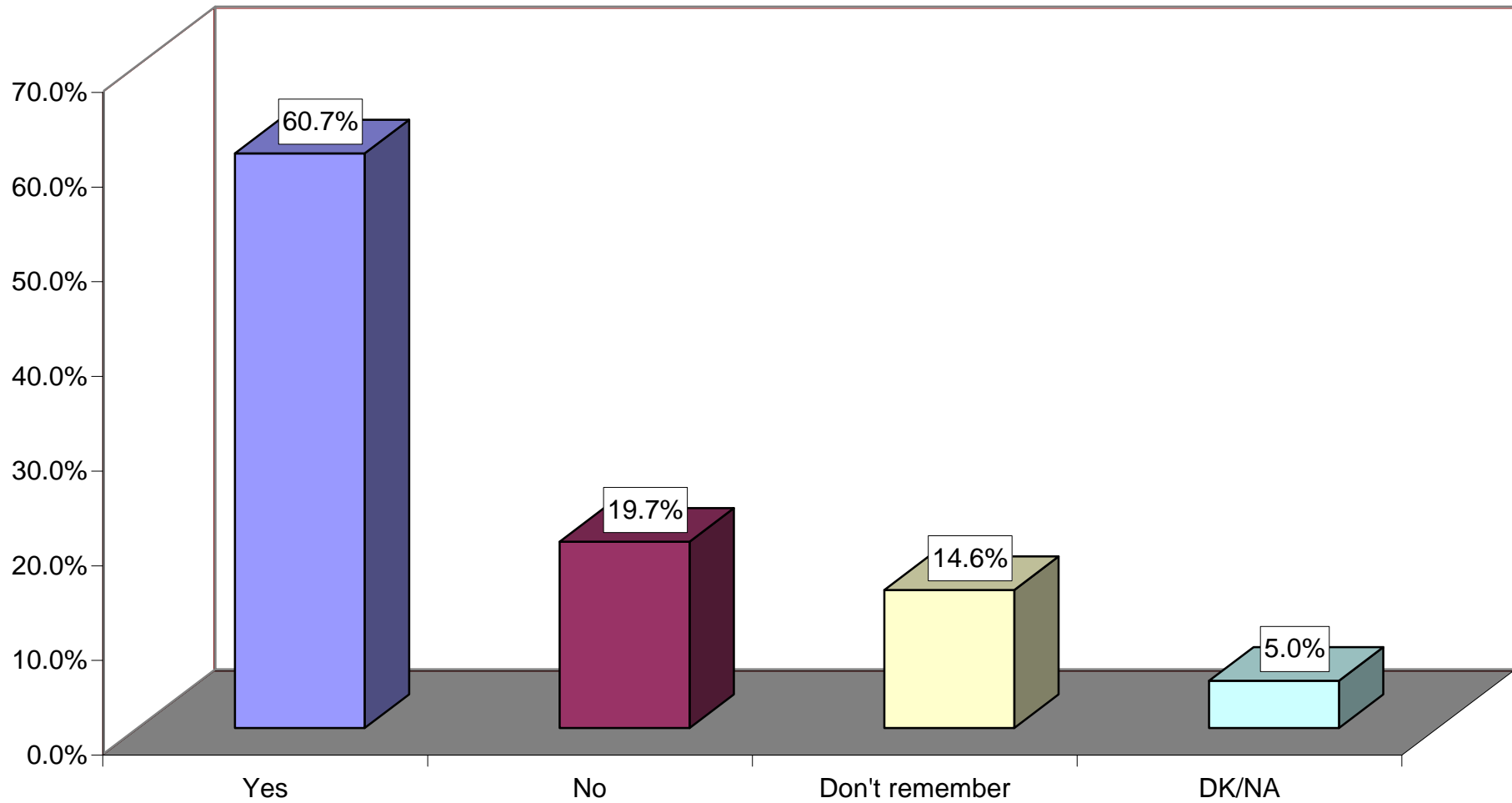
% of those who have an opinion



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Did you watch the tv debates about/between the political parties in 2000
campaign?

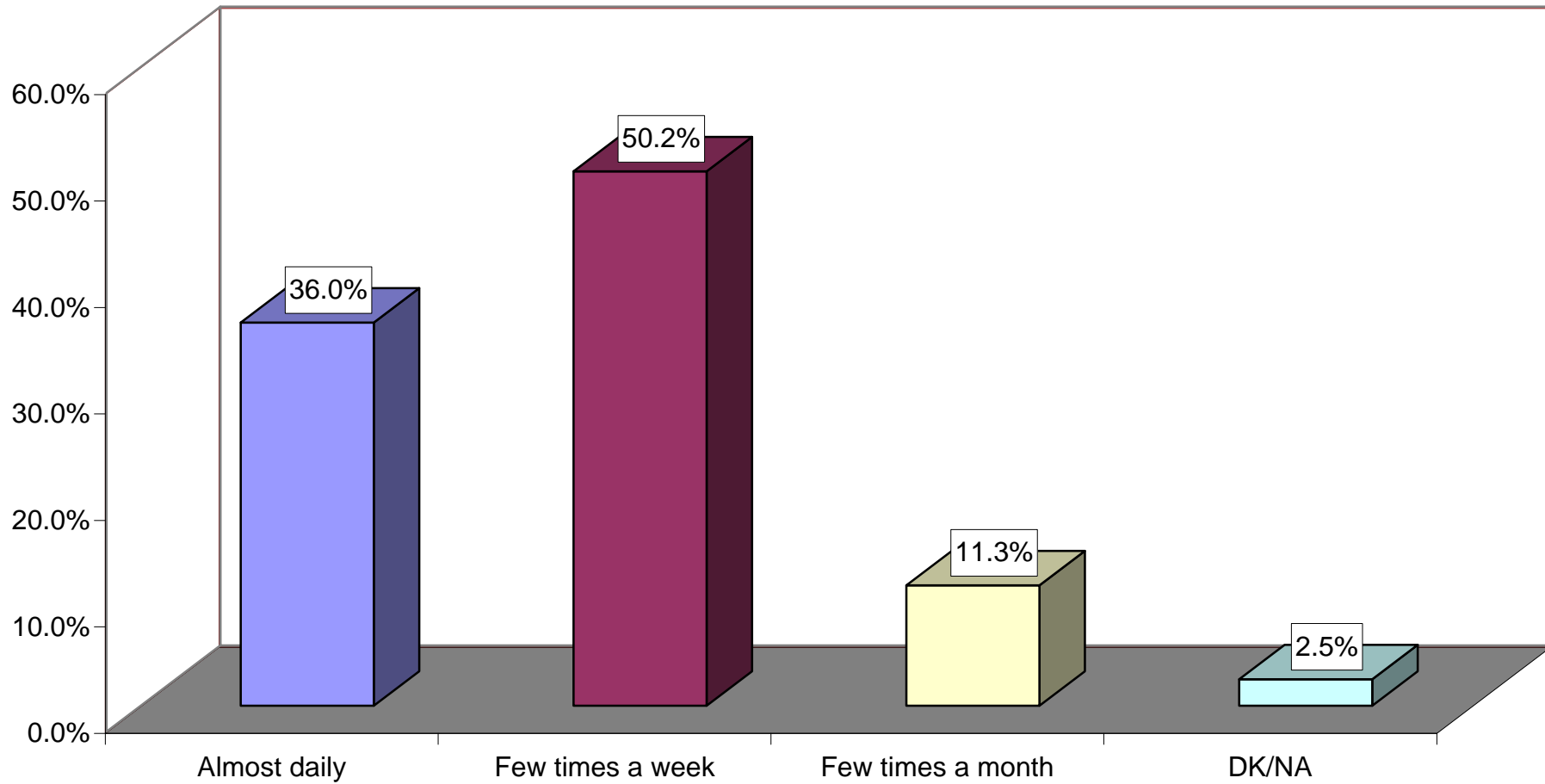
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

How often did you watch the tv debates with candidates for president in 2000 campaigning?

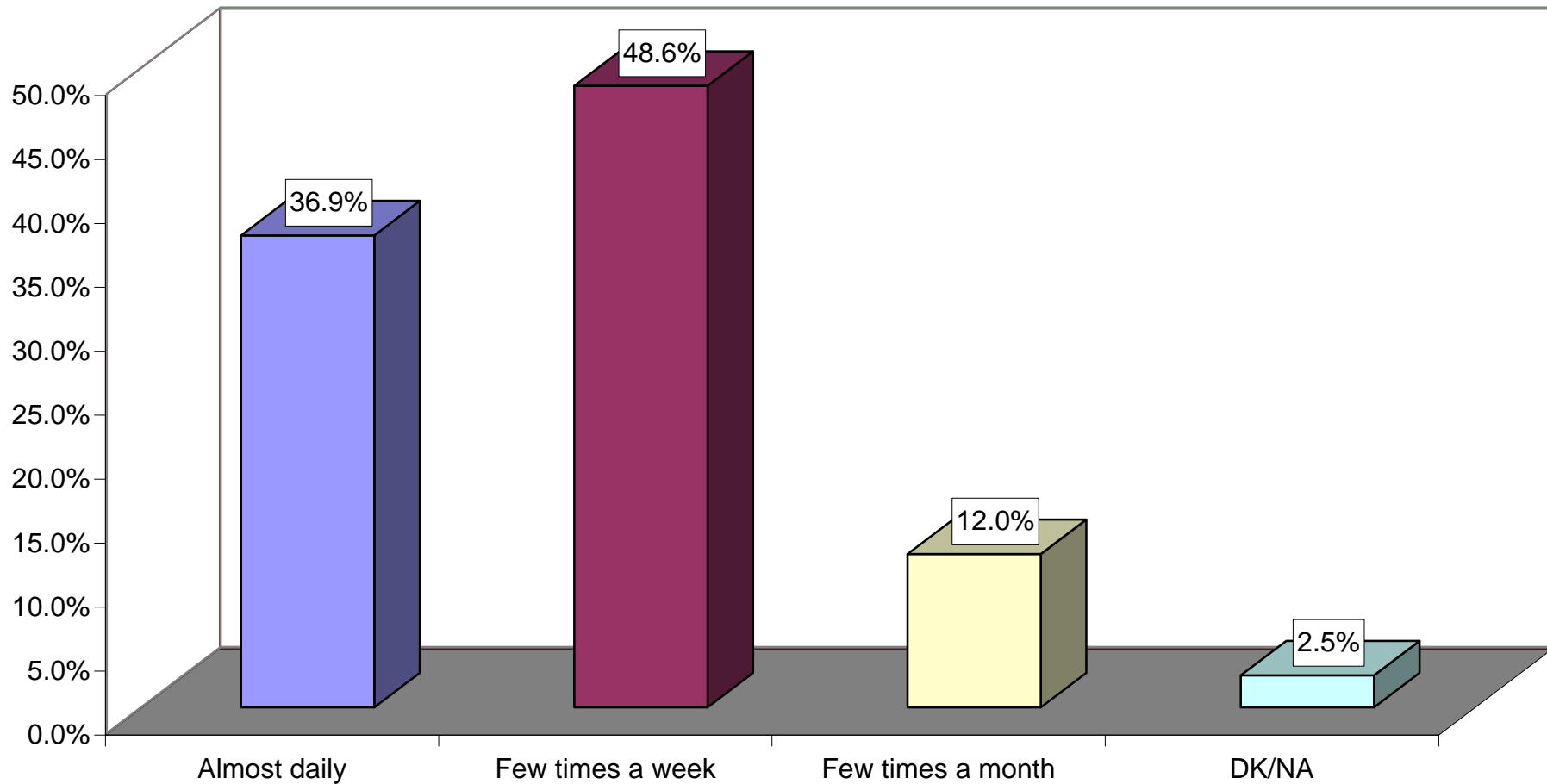
% of those who watched the tv debates with candidates for president in 2000 campaign



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

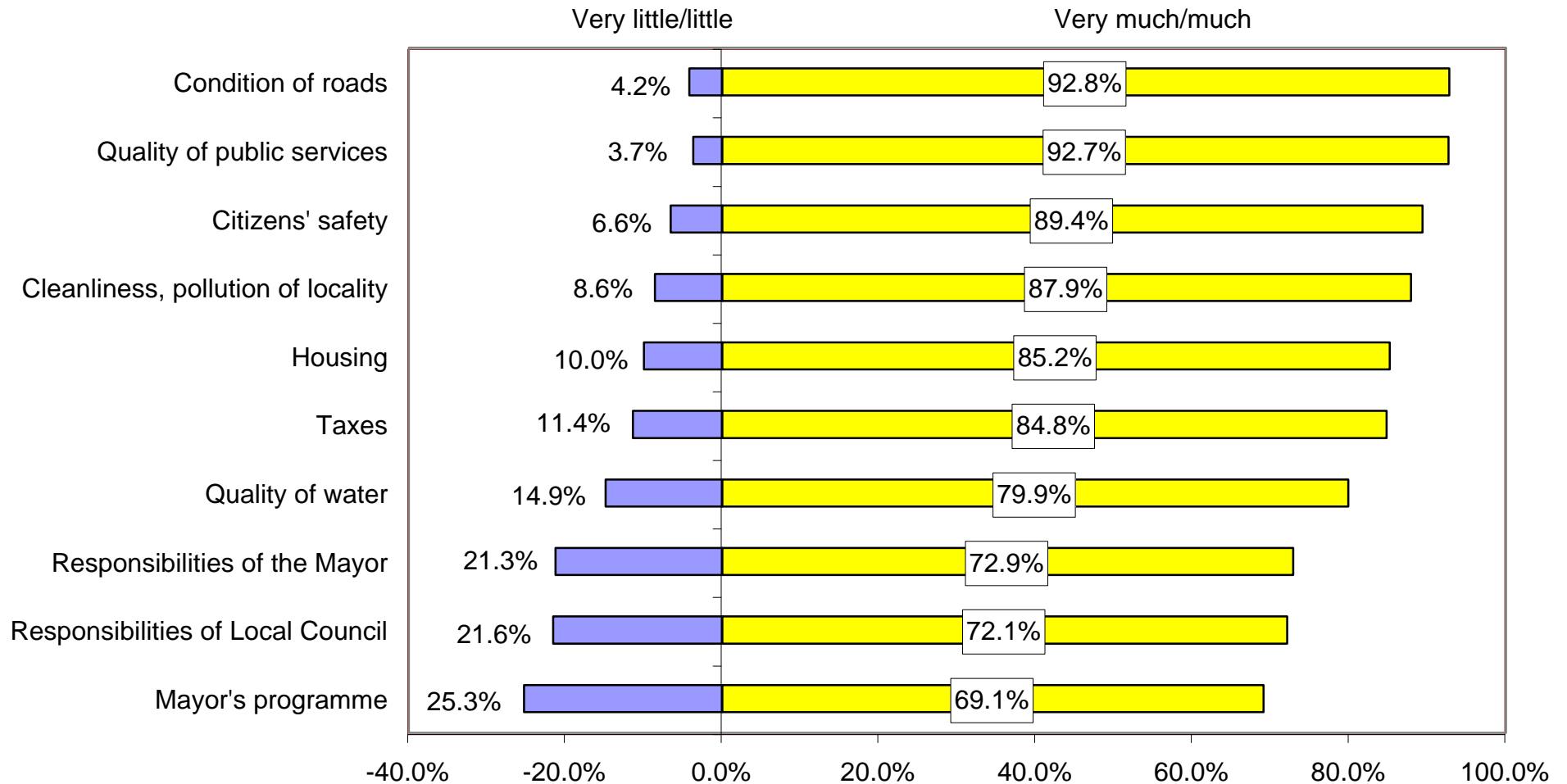
How often did you watch the tv debates about/between the political parties
in 2000 campaign?

% of those who watched the tv debates about/between the political parties in 2000 campaign



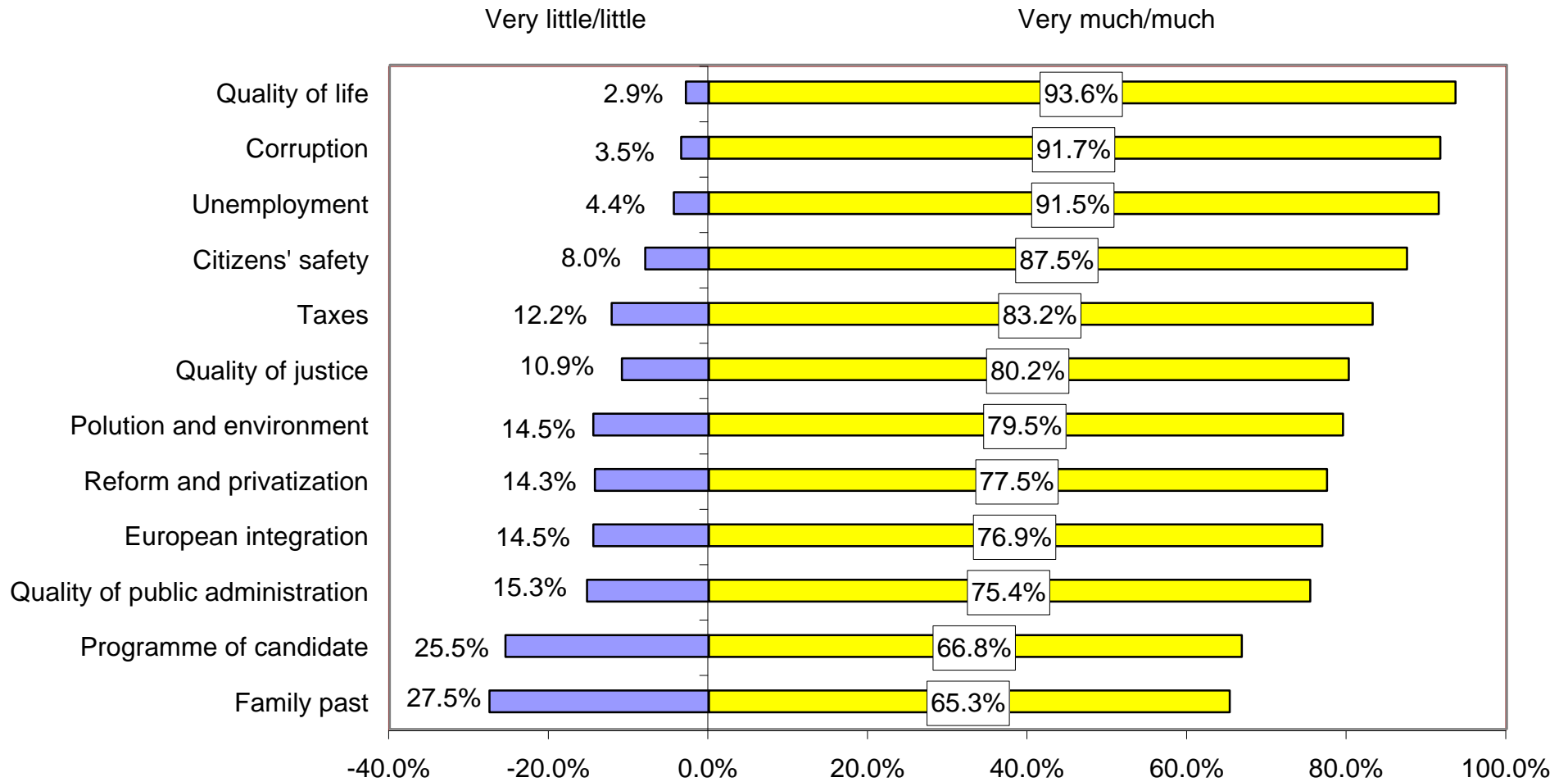
**Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR**

**To what extent the electoral campaigns for local elections
should include issues regarding...?**



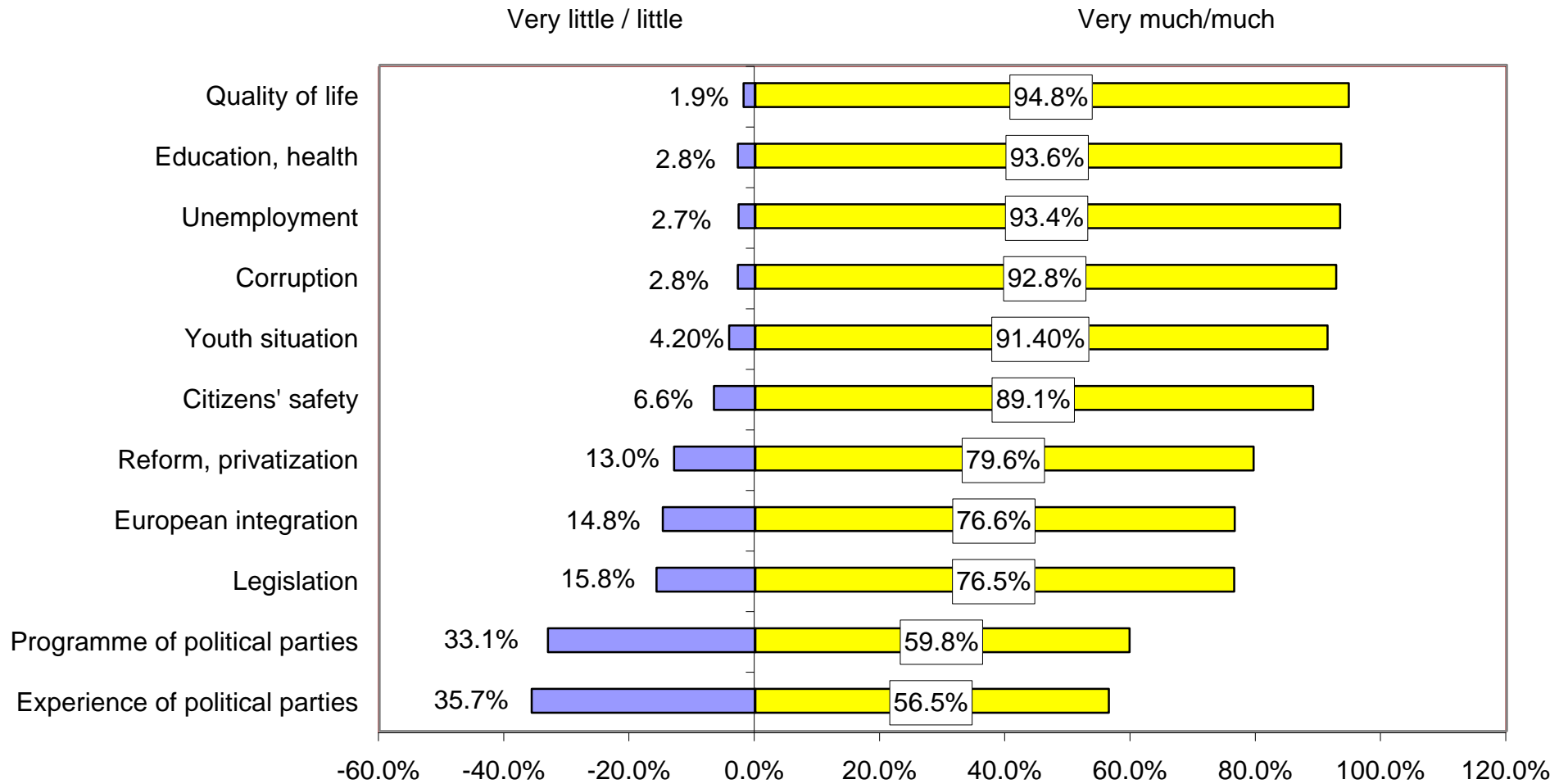
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

**To what extent the electoral campaigns for Presidential elections
should include issues regarding...?**



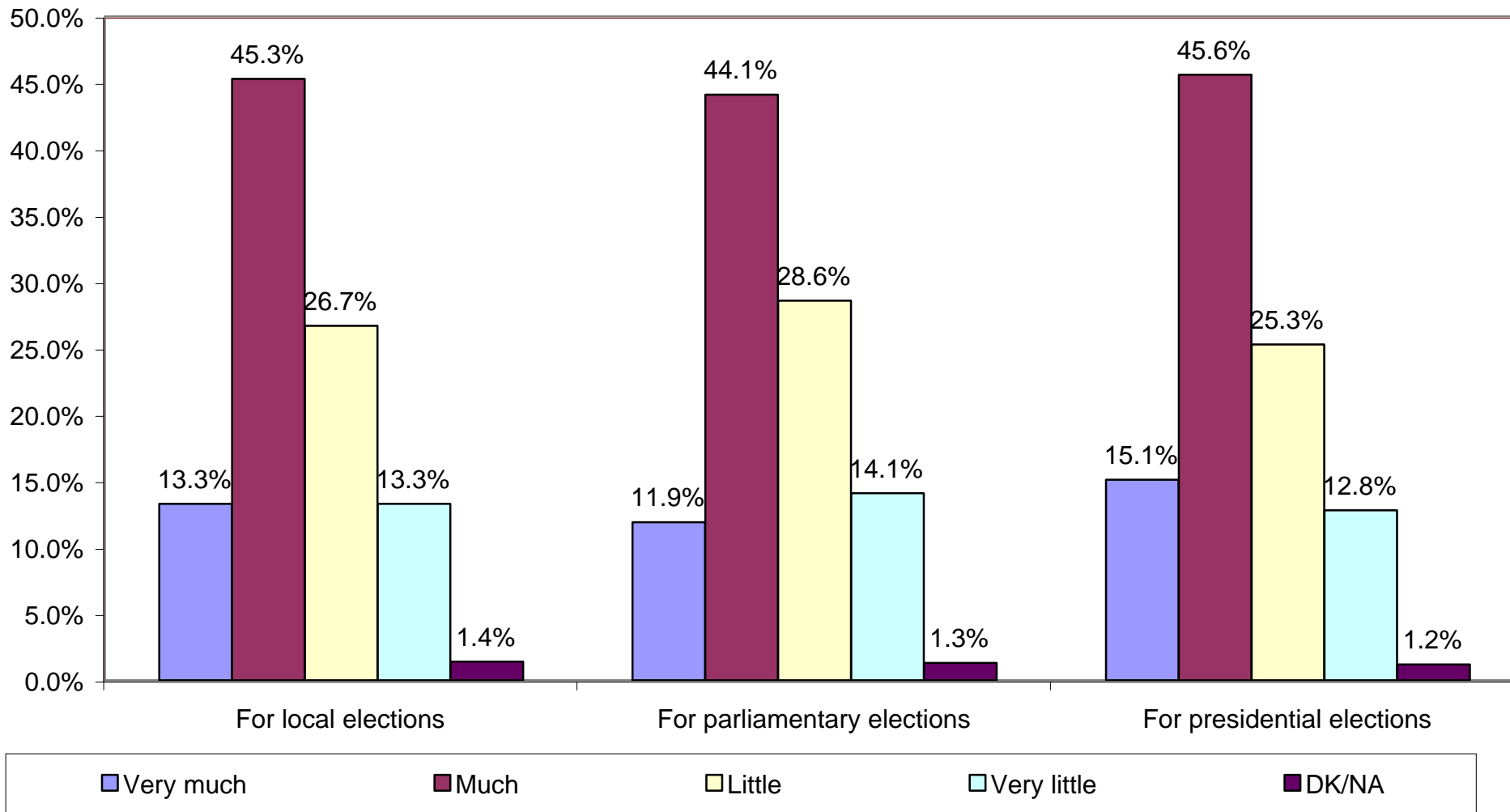
**Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR**

**To what extent the electoral campaigns for Parliamentary elections
should include issues regarding...?**



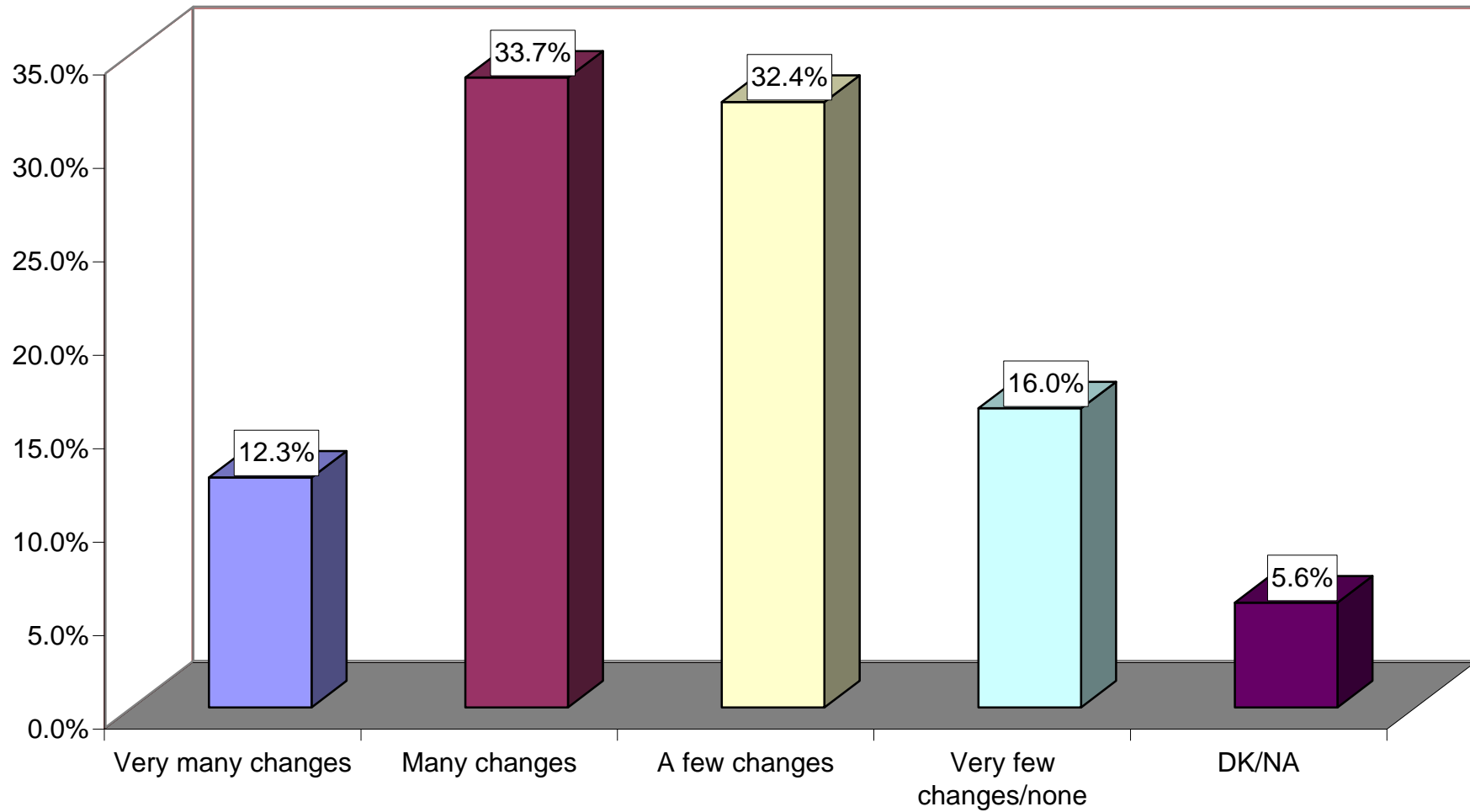
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

How interested are you in the next electoral campaigns?



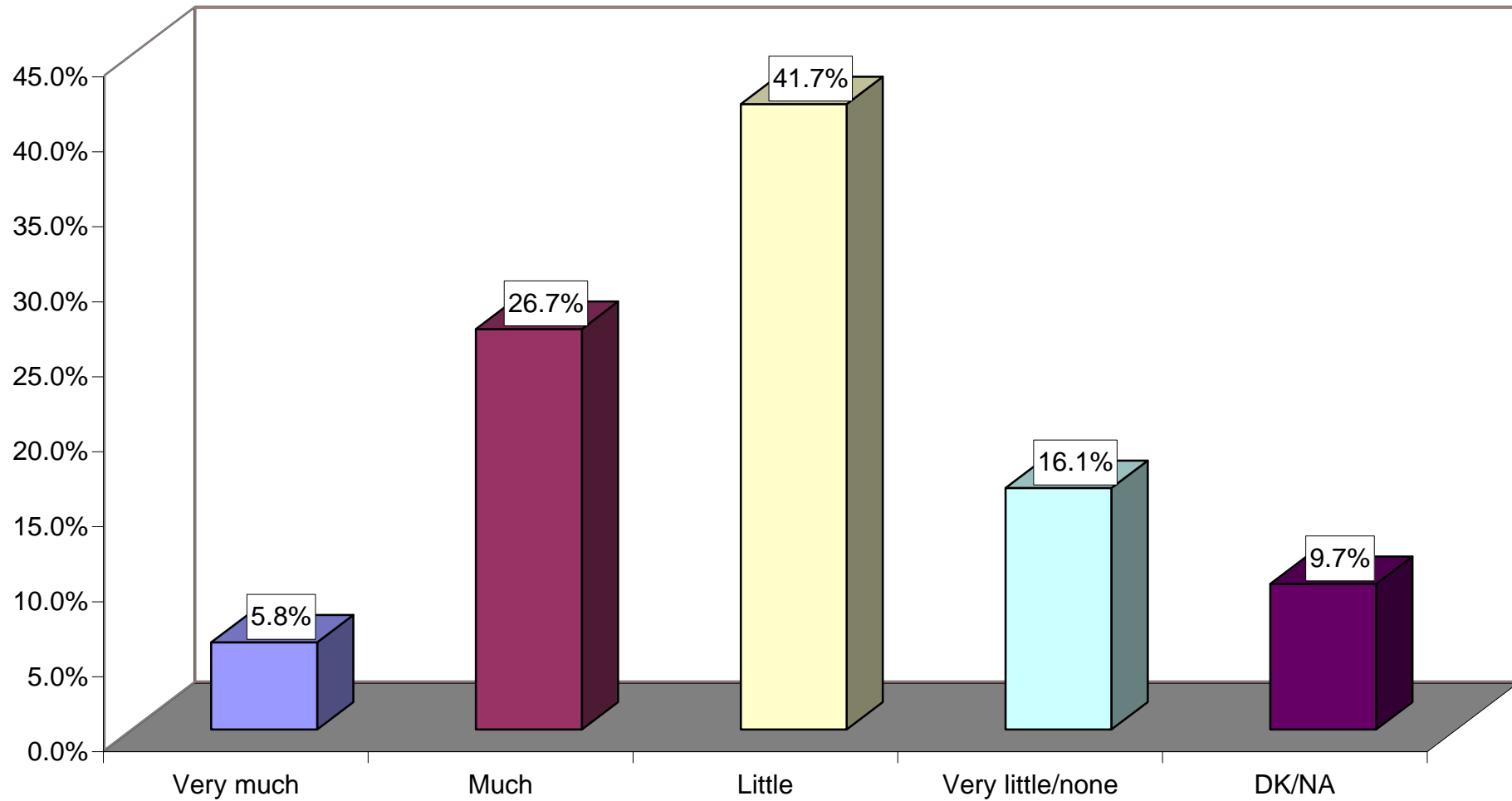
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Do you expect the next parliamentary and presidential elections to bring important changes to improve your life?



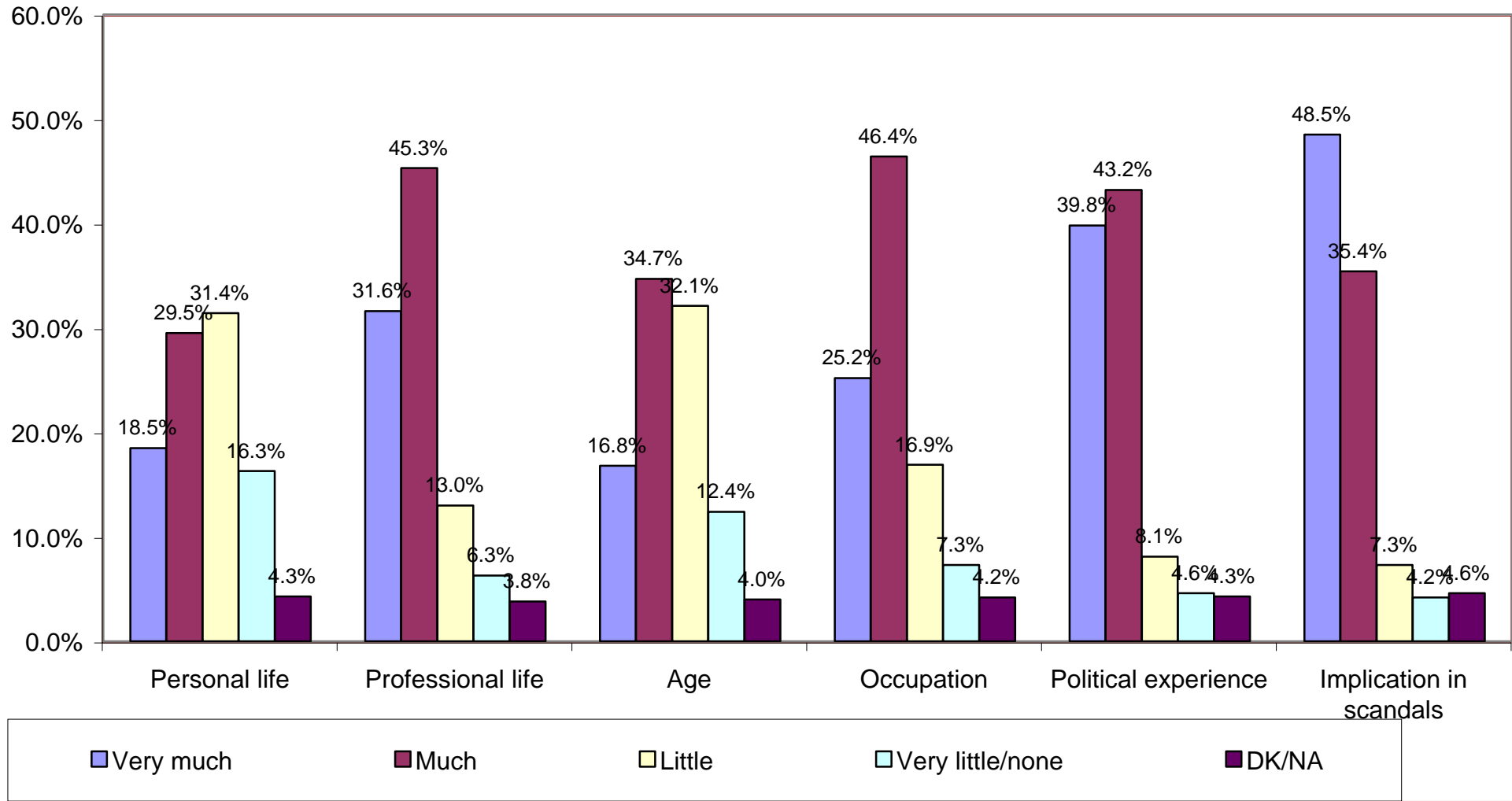
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent do you know now what is important about political parties and candidates in order to make a good decision?



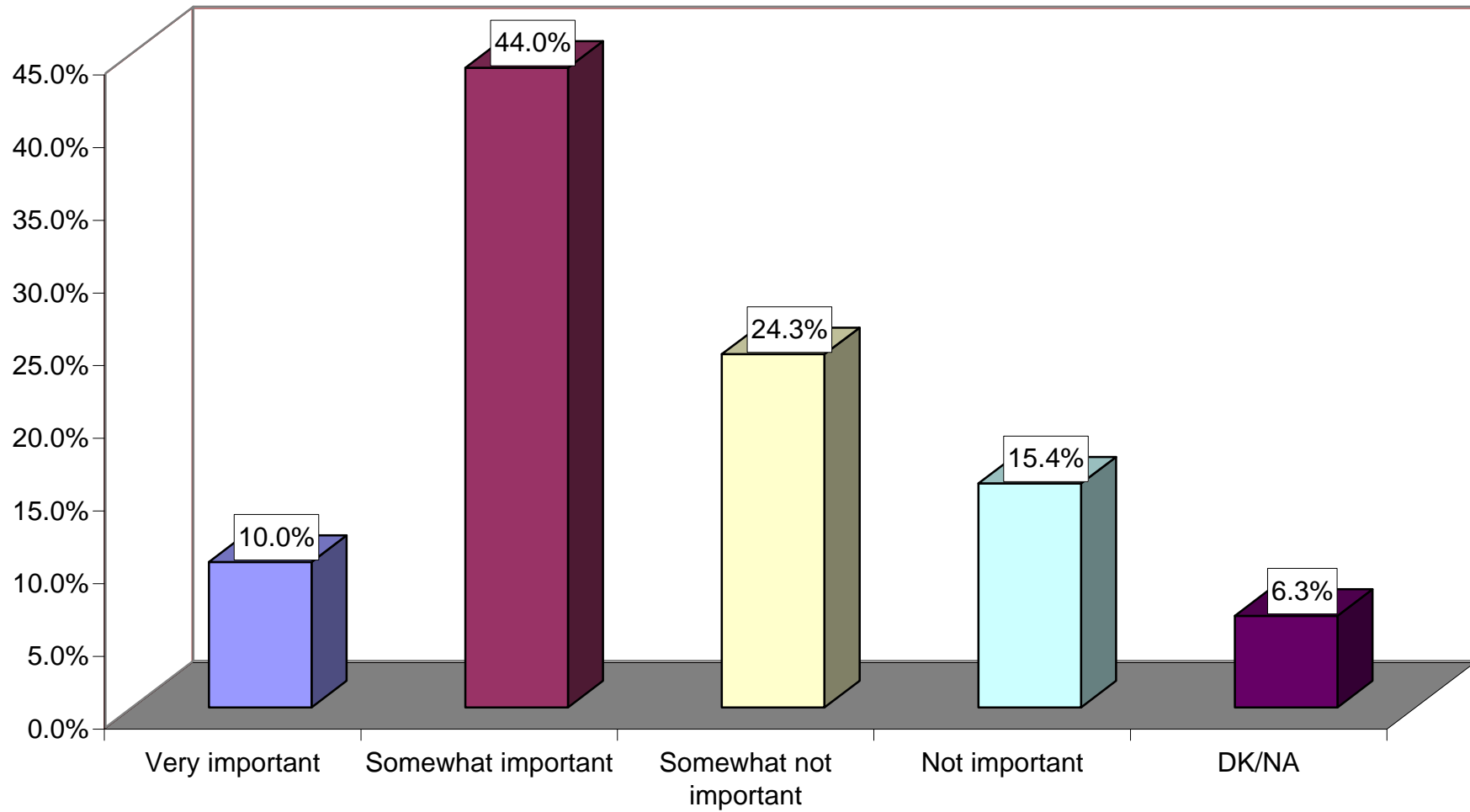
**Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR**

**How important is for you to know the following about the candidates
for Presidential elections?**



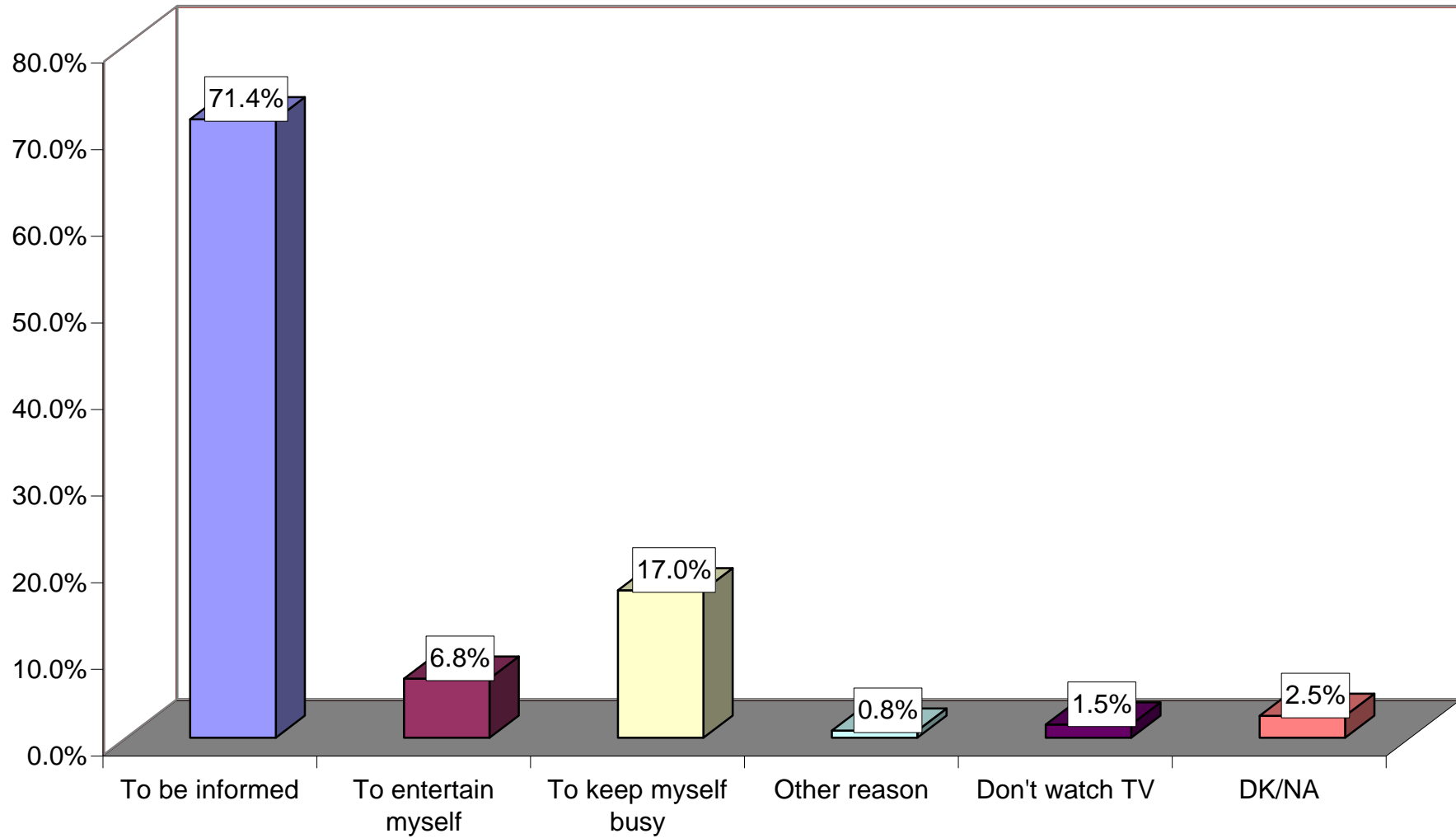
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

How important are the TV programmes for you when you decide whom to vote for?



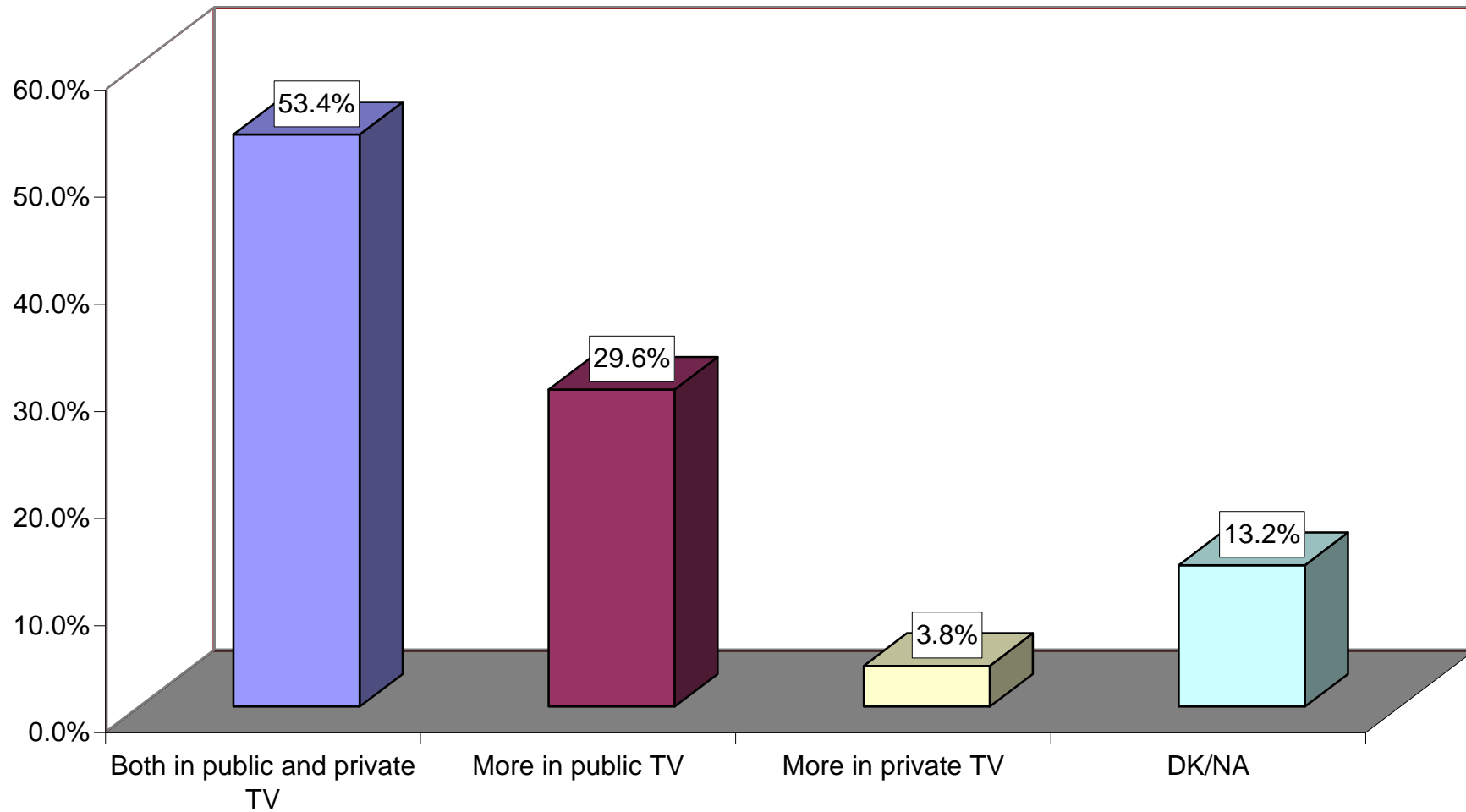
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Why do you primarily watch TV?



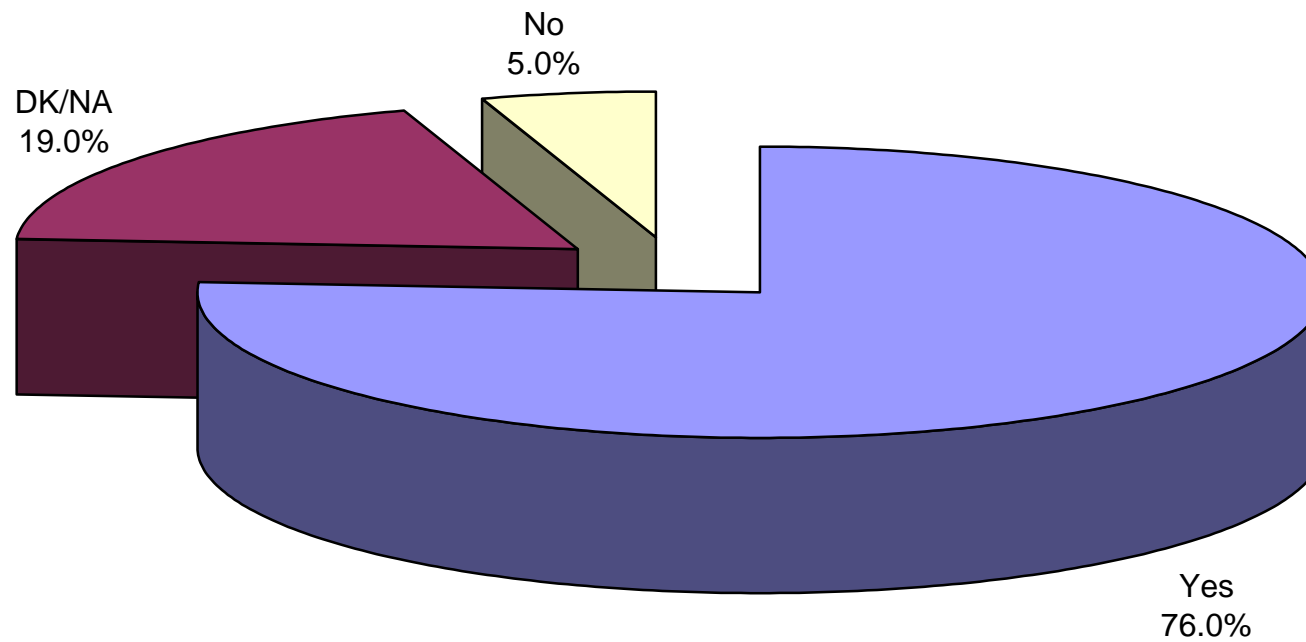
Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

In your opinion where should be presented the electoral campaign
(debates, interviews, news)?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

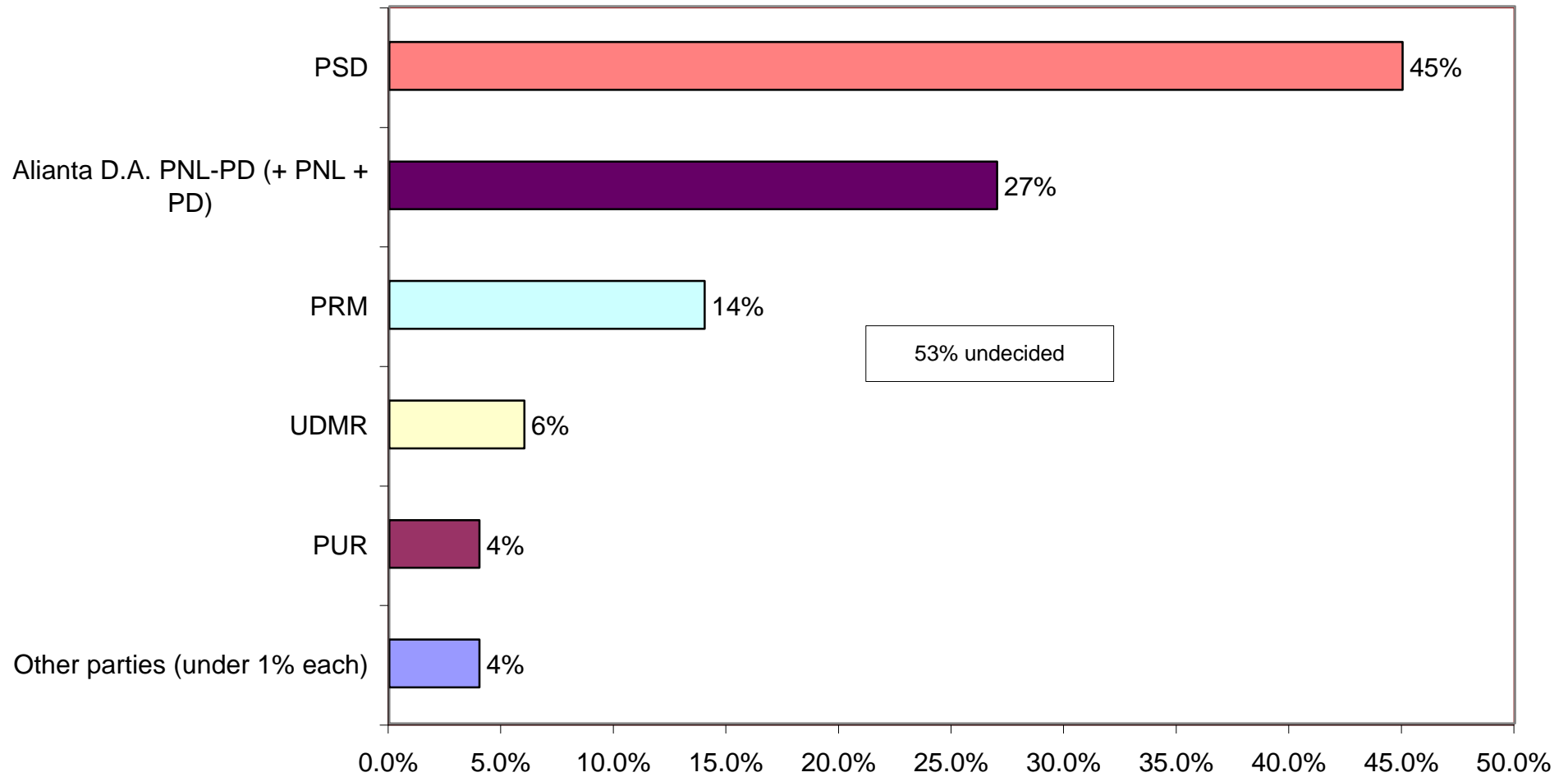
Do you intend to vote in the next Parliamentary and Presidential elections?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Which party do you intend to vote for in the next Parliamentary elections?

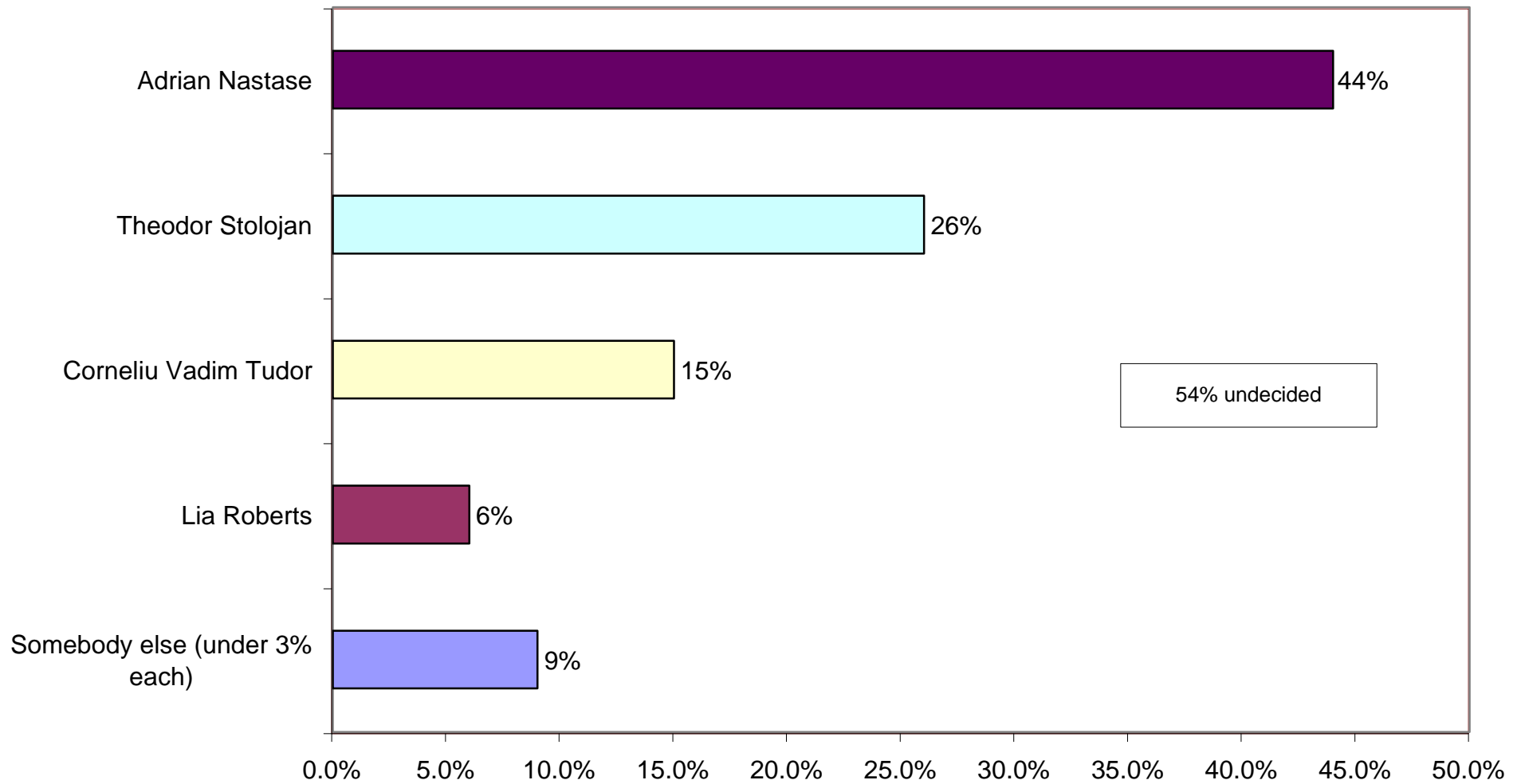
*% of those decided whom to vote
Open ended question*



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

Which candidate do you intend to vote for President in the next elections?

% of those decided whom to vote
Open ended question



Influence of the media upon civic and electoral behavior ON ELECTORAL BEHAVIOR

3. The assessment of media release of public opinion polls (bandwagon and underdog effects) using some experimental questions

The effects of published polls on the decision to vote

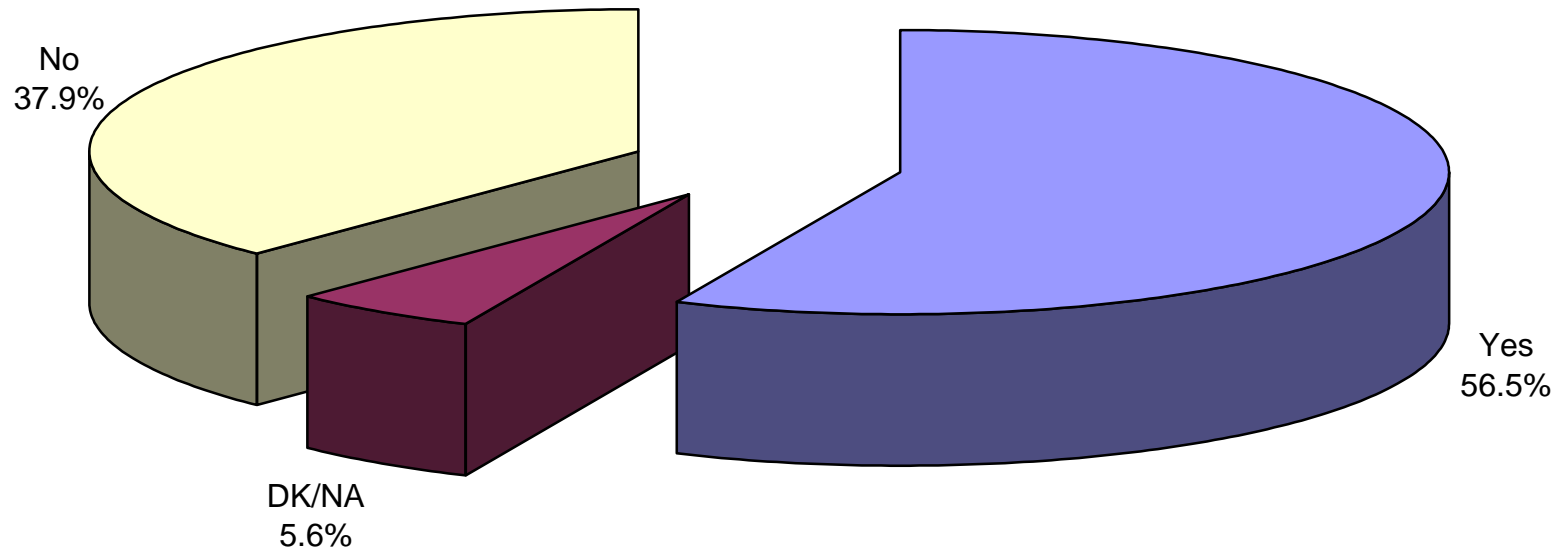
Some questions about the impact of published polls were asked, some for the whole sample and others for decided and undecided respondents.

- The data show that 56% of the voters have ever read, heard or watched the results of the opinion polls in the media
- Only about 14% of the sample takes the polls into account "much" and "very much" when they decide for whom to vote for, but **only 2% of the sample reported they take "very much" into account the polls when going to vote**, and they are probably influenced when they cast the ballot.
- Out of the respondents who read, heard or watched the results of the opinion polls, about 25% take them "very much" and "much" into account, but **only 4% of the respondents that are informed about the polls take them "very much" into account**. One can infer that only this segment is influenced by polls in the decision to vote.
- As resulted from the experiment-like questions on respondents decided and undecided for whom to vote, the influence of the published polls is different among decided and undecided for whom to vote for president and among likely to vote for the winner from polls (bandwagon effect) and for the loser from polls (underdog effects).
- The **decided respondents** whom to vote for president and exposed to polls take the polls into account **"very much"** (5%) and **"much"** (24%).
- The **undecided respondents** whom to vote for president and exposed to polls take the polls into account **"very much"** (3%) and **"much"** (17%).
- The bandwagon and underdog effects data show that out of the respondents which are influenced much and very much by the polls results, 77% reported they are influenced to vote for the winner and only 10% reported they are influenced to vote for the loser from polls. If we consider the total sample as reference it appears that 10% of the respondents reported themselves influenced by the polls and vote for the winner from polls, while only 1% reported themselves influenced by the polls and vote for the loser.

Comparing decided and undecided voters, one can see the likely influence to vote for the winner from polls is bigger among decided people saying that they take into account polls in their decision to vote in a "very much" and "much" extent than among undecided people whom to vote for the president.

Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

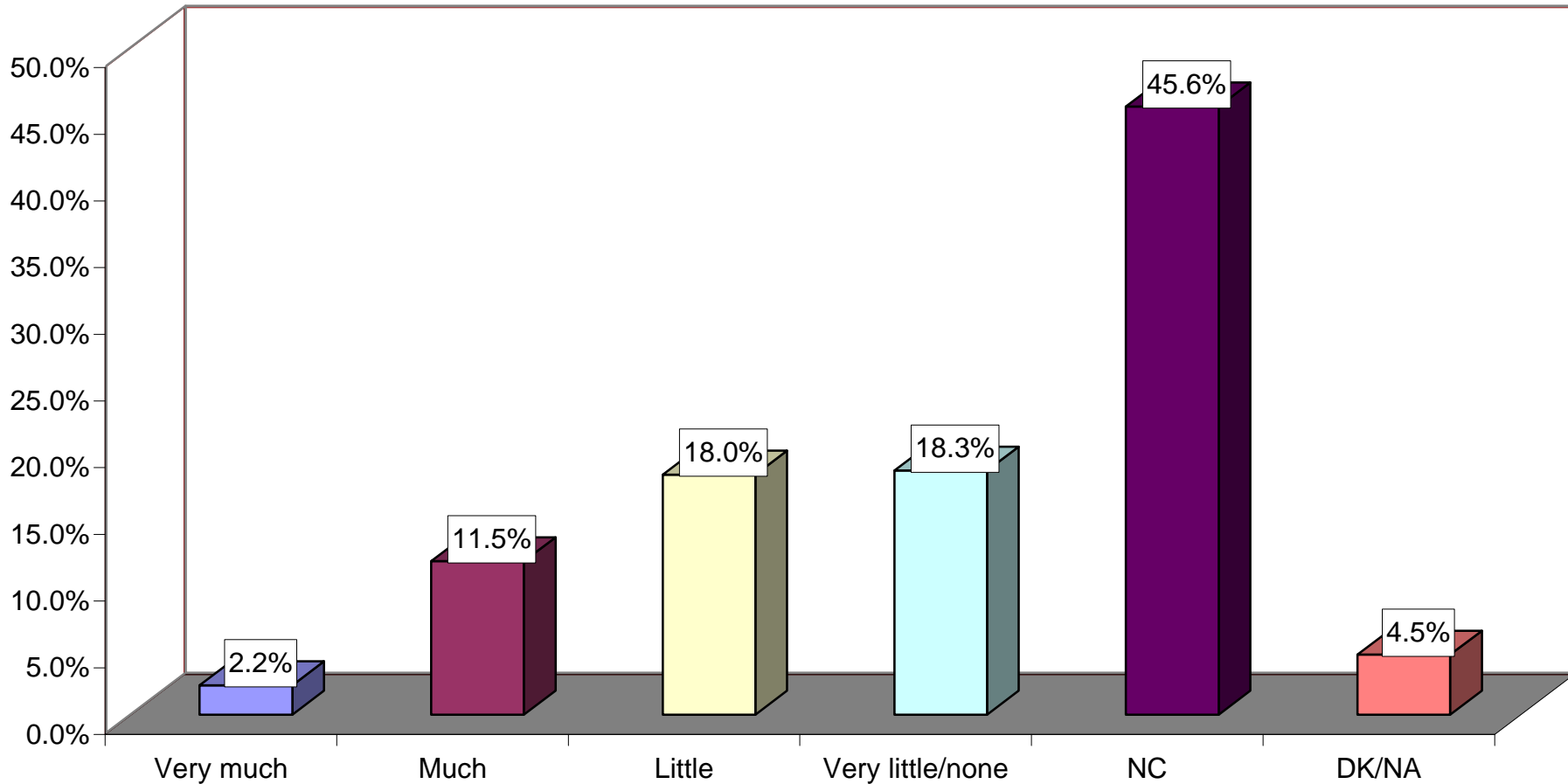
Have you read, heard or watched the results of the opinion polls?



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent do you take them into account when you decide whom to vote for?

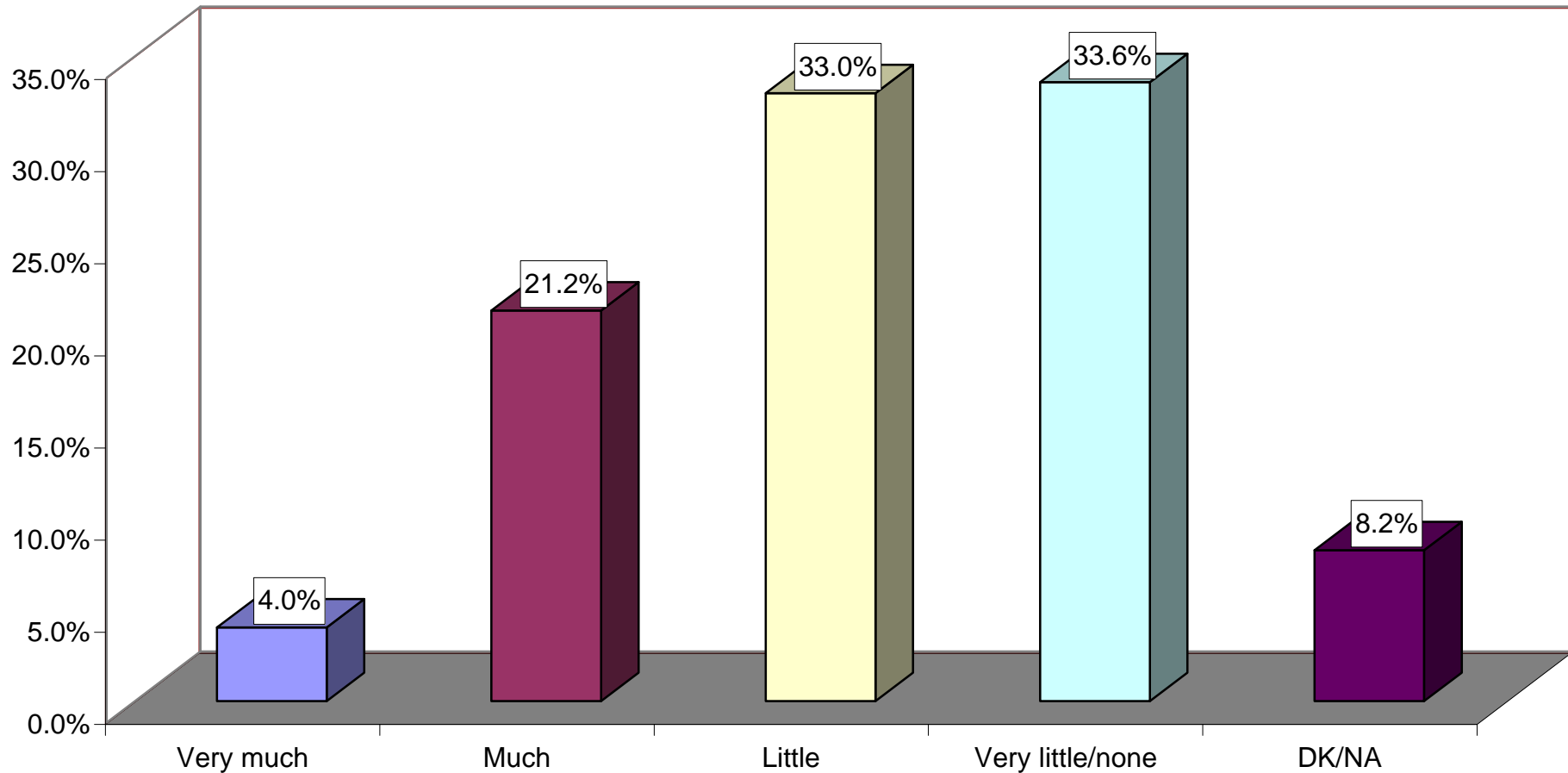
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent do you take them into account when you decide whom to vote for?

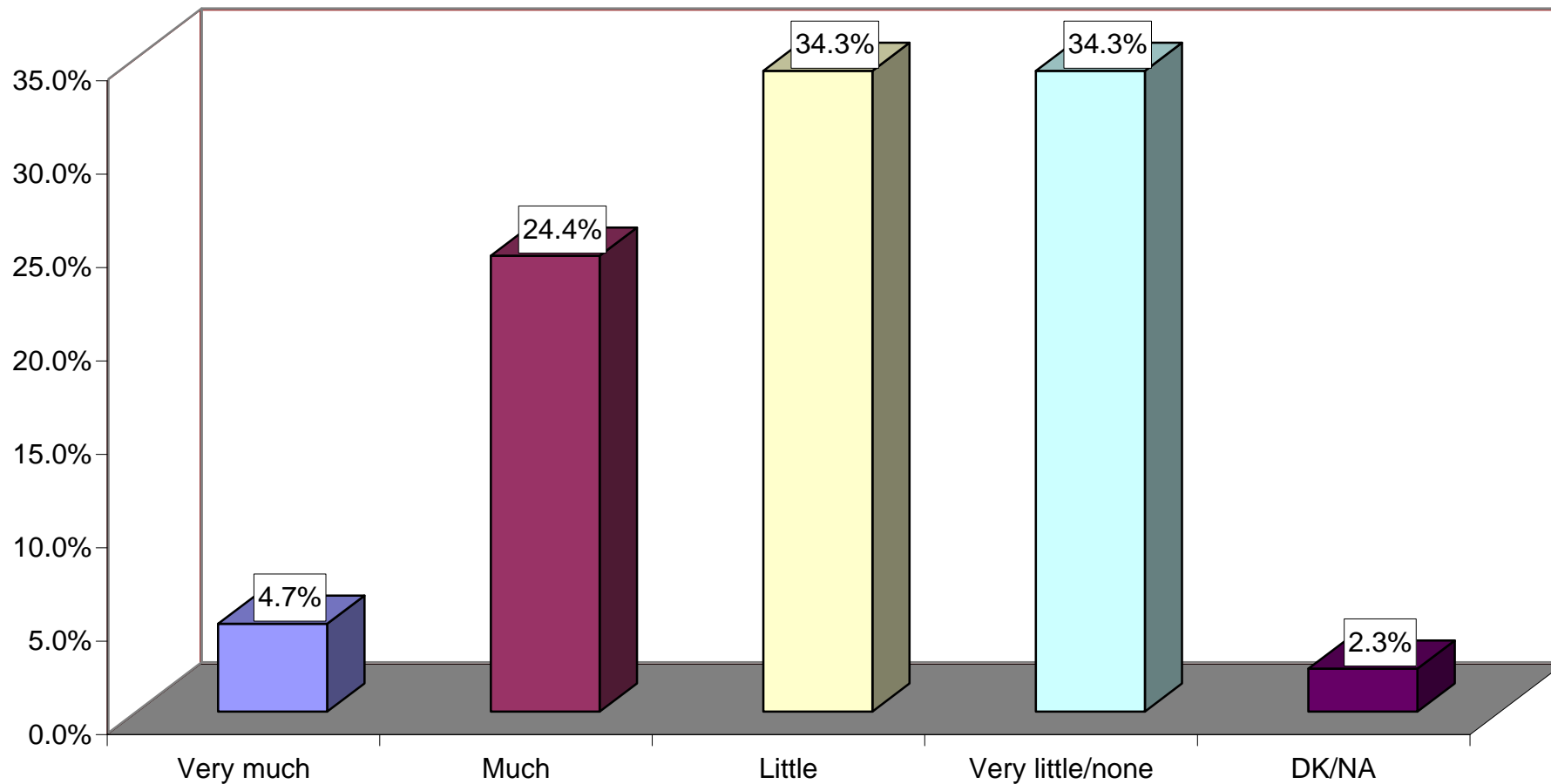
% of total who read, hear or watch the results of the opinion polls



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent do you take them into account when you decide whom to vote for?

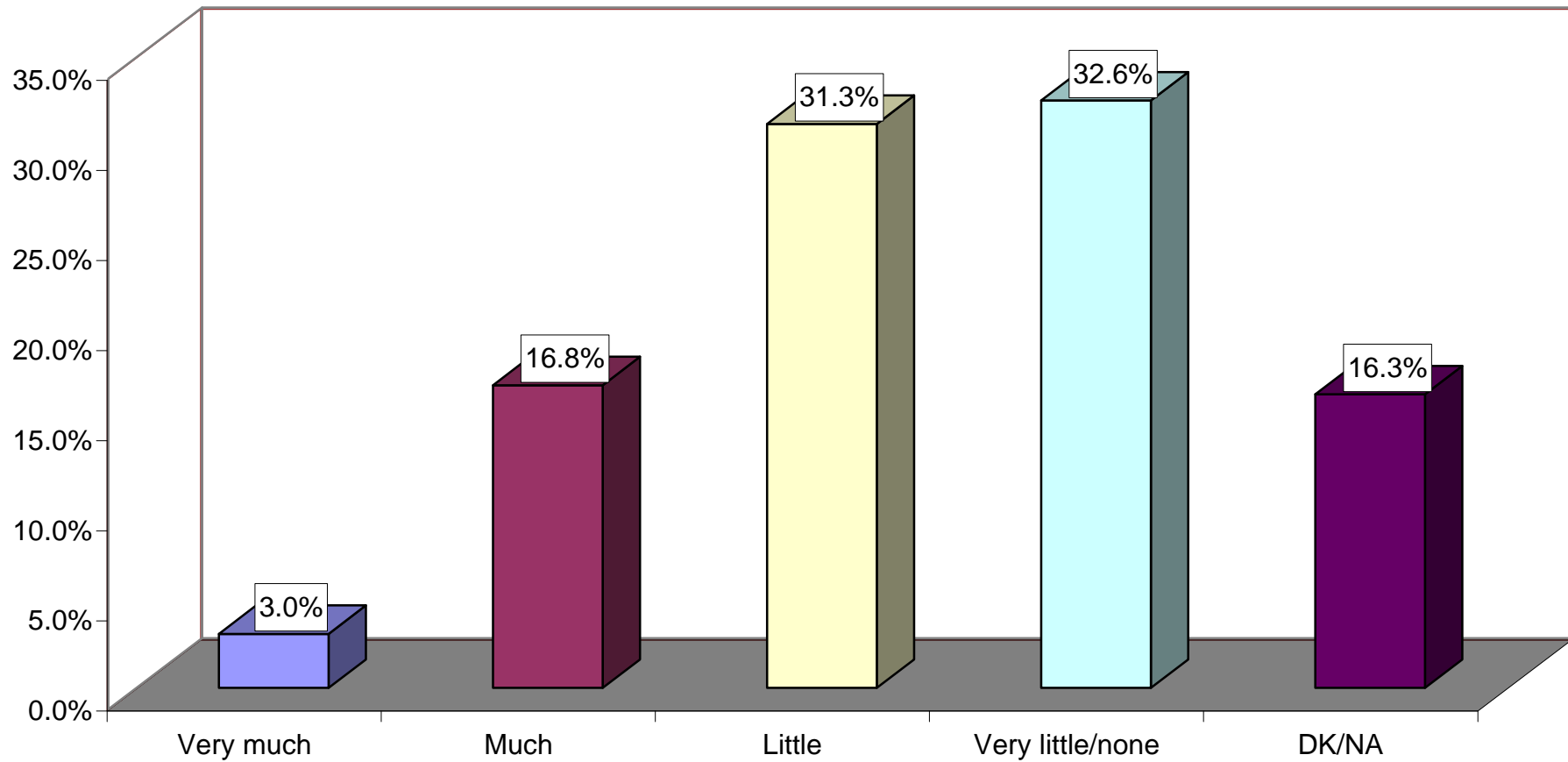
% of those decided whom to vote for President and who read, hear or watch the results of opinion polls



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

To what extent do you take them into account when you decide whom to vote for?

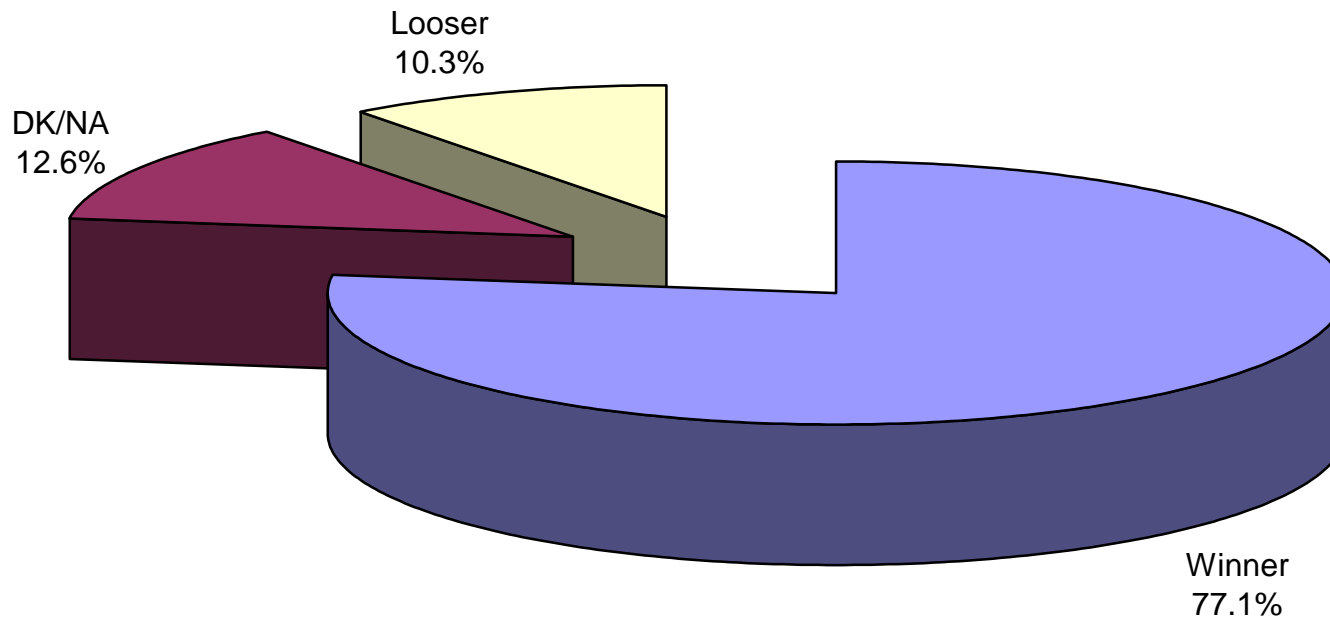
% of those undecided whom to vote for President and who read, hear or watch the results of opinion polls



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

If you take them into account (very much and much) do these polls' results make you more or less likely to vote for the winner from polls or for the loser from polls?

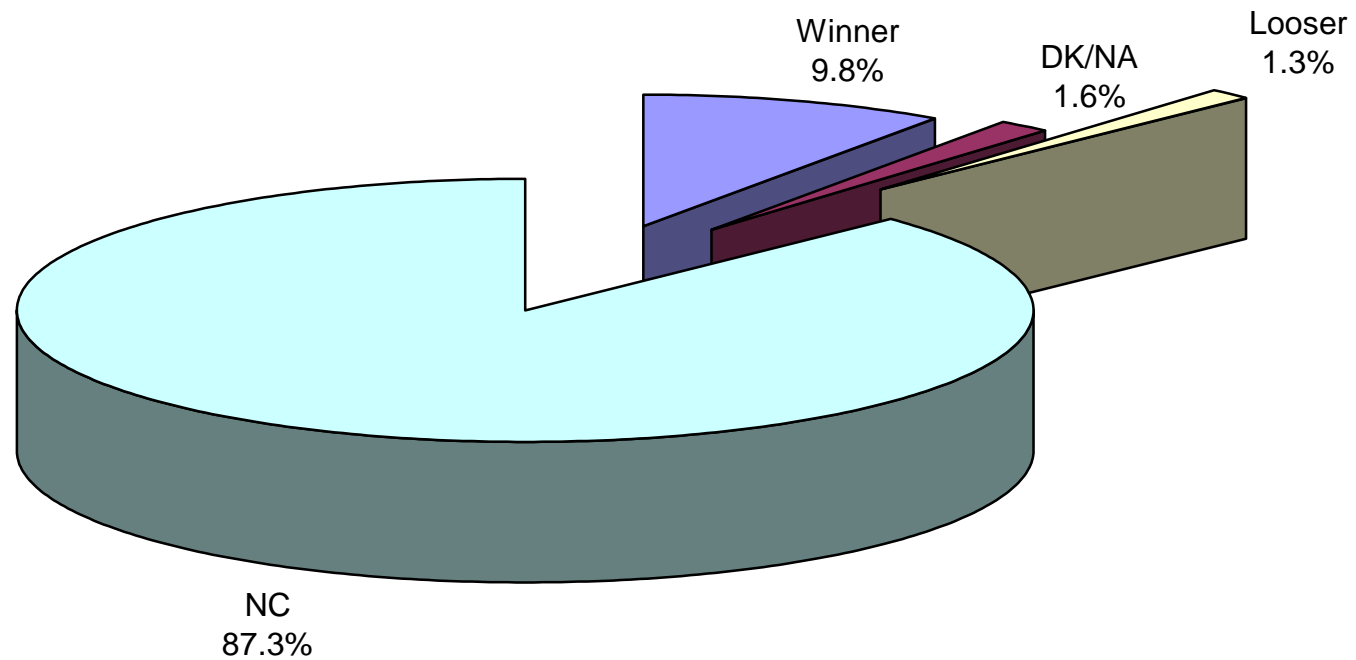
% of those exposed to polls and are influenced "much" and "very much" by the polls' results



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

If you take them into account (very much and much) do these polls' results make you more or less likely to vote for the winner from polls or for the loser from polls?

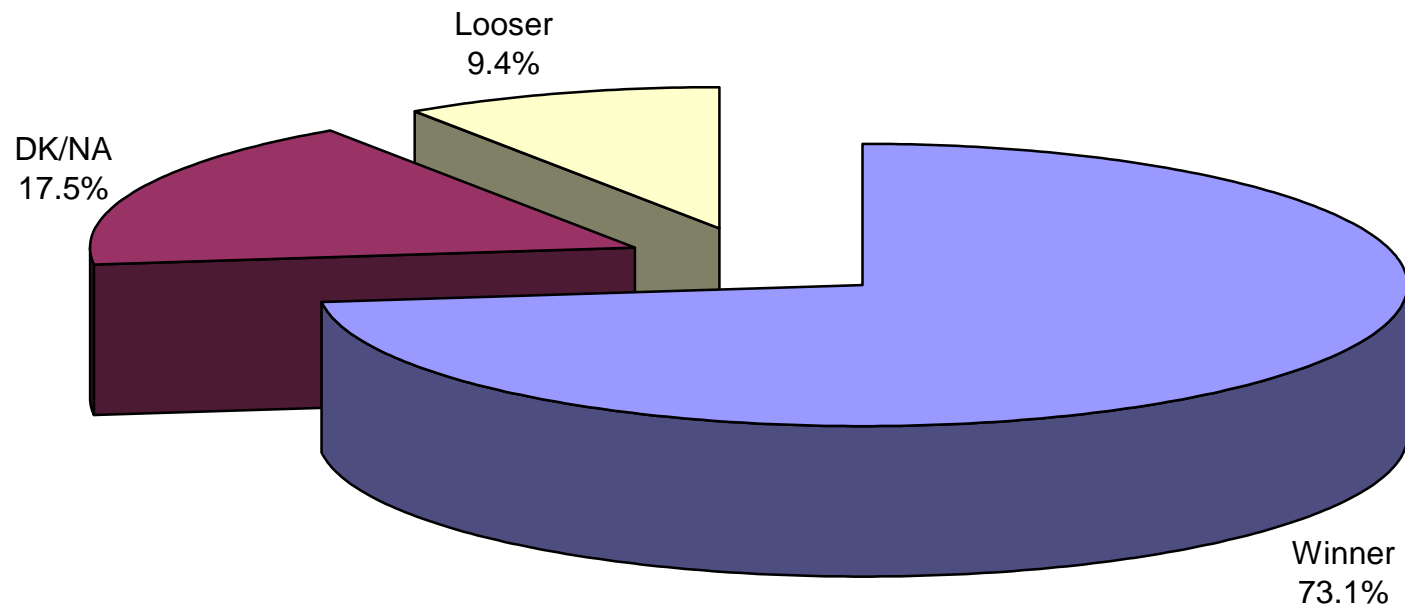
% of total sample



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

If you take them into account (very much and much) do these polls' results make you more or less likely to vote for the winner from polls or for the loser from polls?

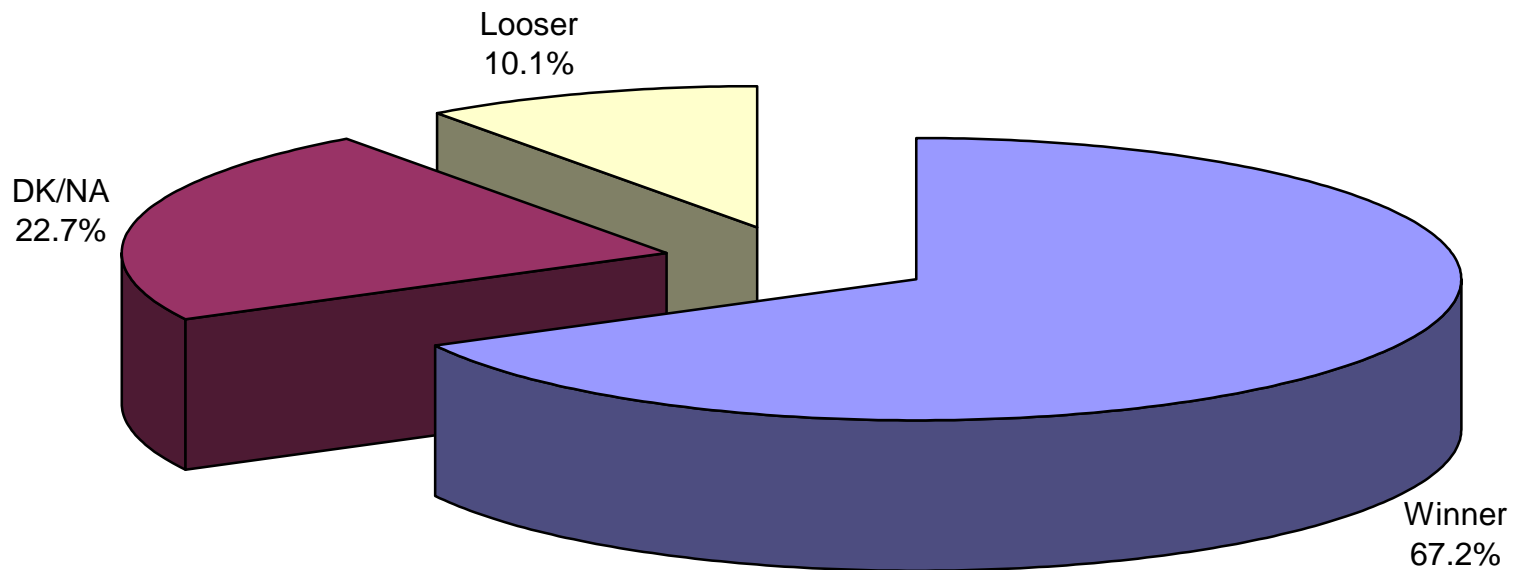
% of those decided whom to vote for President and influenced "much" and "very much" by the polls' results



Influence of the media upon civic and electoral behavior
ON ELECTORAL BEHAVIOR

If you take them into account (very much and much) do these polls' results make you more or less likely to vote for the winner from polls or for the loser from polls?

% of those not decided whom to vote for President and influenced "much" and "very much" by the polls' results



Part three: Specific questions for CNA

1. The assessment of the main TV personality's notoriety, familiarity and performance using an adapted scale of the Marketing Evaluation Inc. institute.

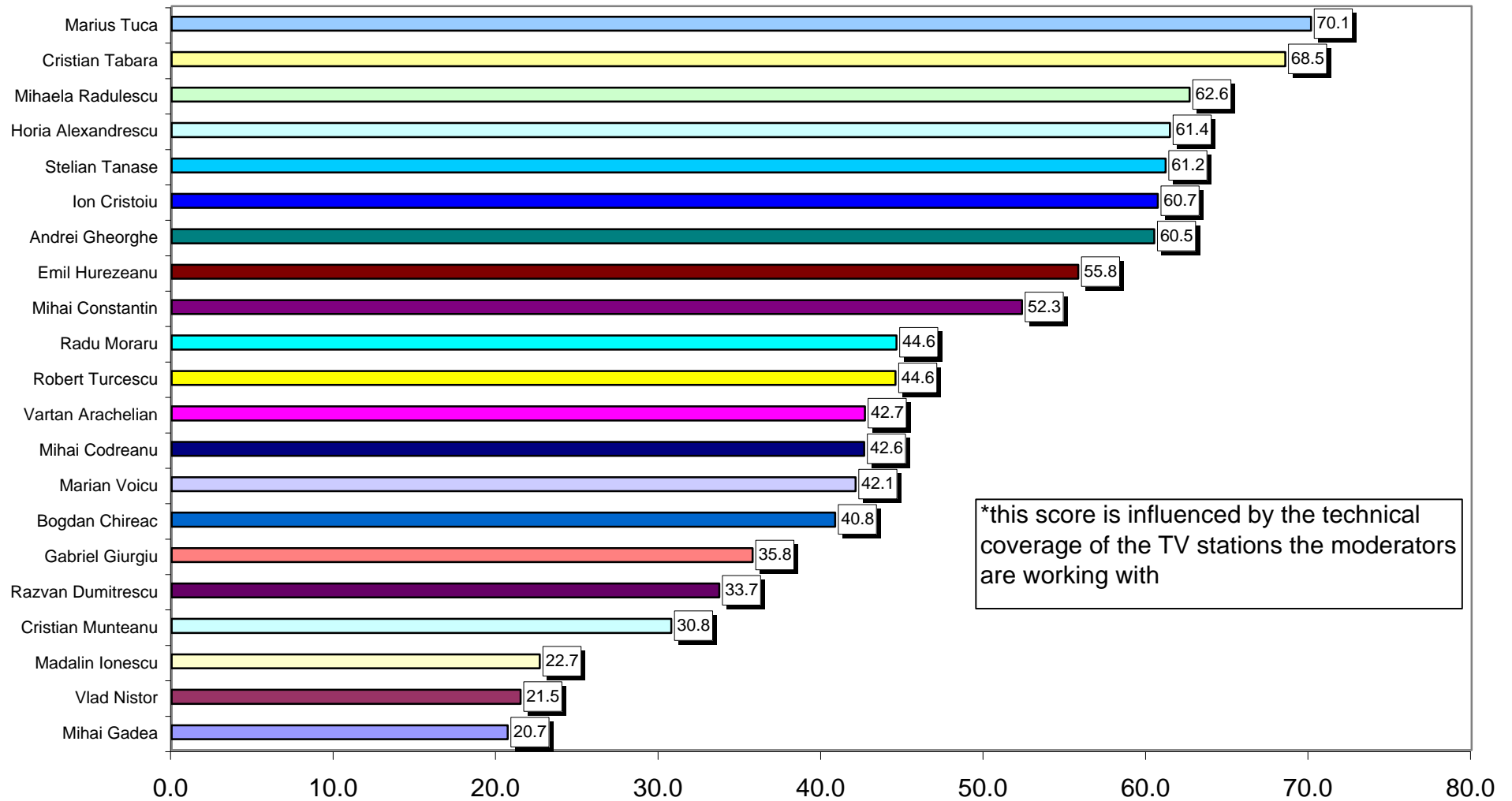
The assessment of TV personalities performance

The evaluation of TV moderators was based on an adapted scale of the Marketing Evaluation Inc. Institute. Three scores were computed: the familiarity score, the favorite score and the performance score. The familiarity score is based on the percentages of respondents who recognized the TV personalities. The favorite score is based on the percentage of people who said that the personality is my favorite or one of my favorites. The performance score is computed as the ratio between the favorite score and the familiarity score.

A hierarchy of the best moderators for the electoral campaign, as population perceived, is done as well.

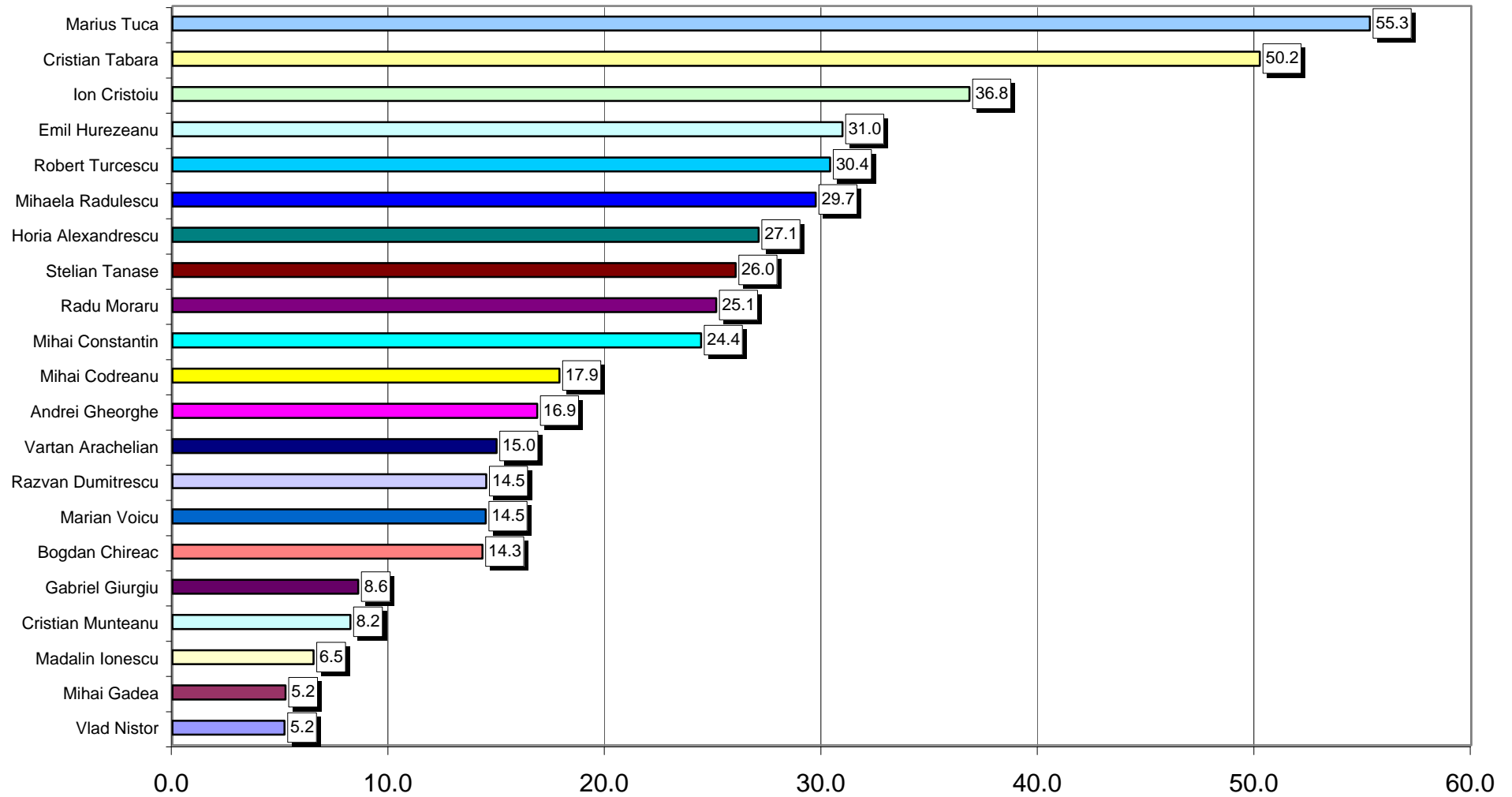
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

The familiarity score* (0-100)



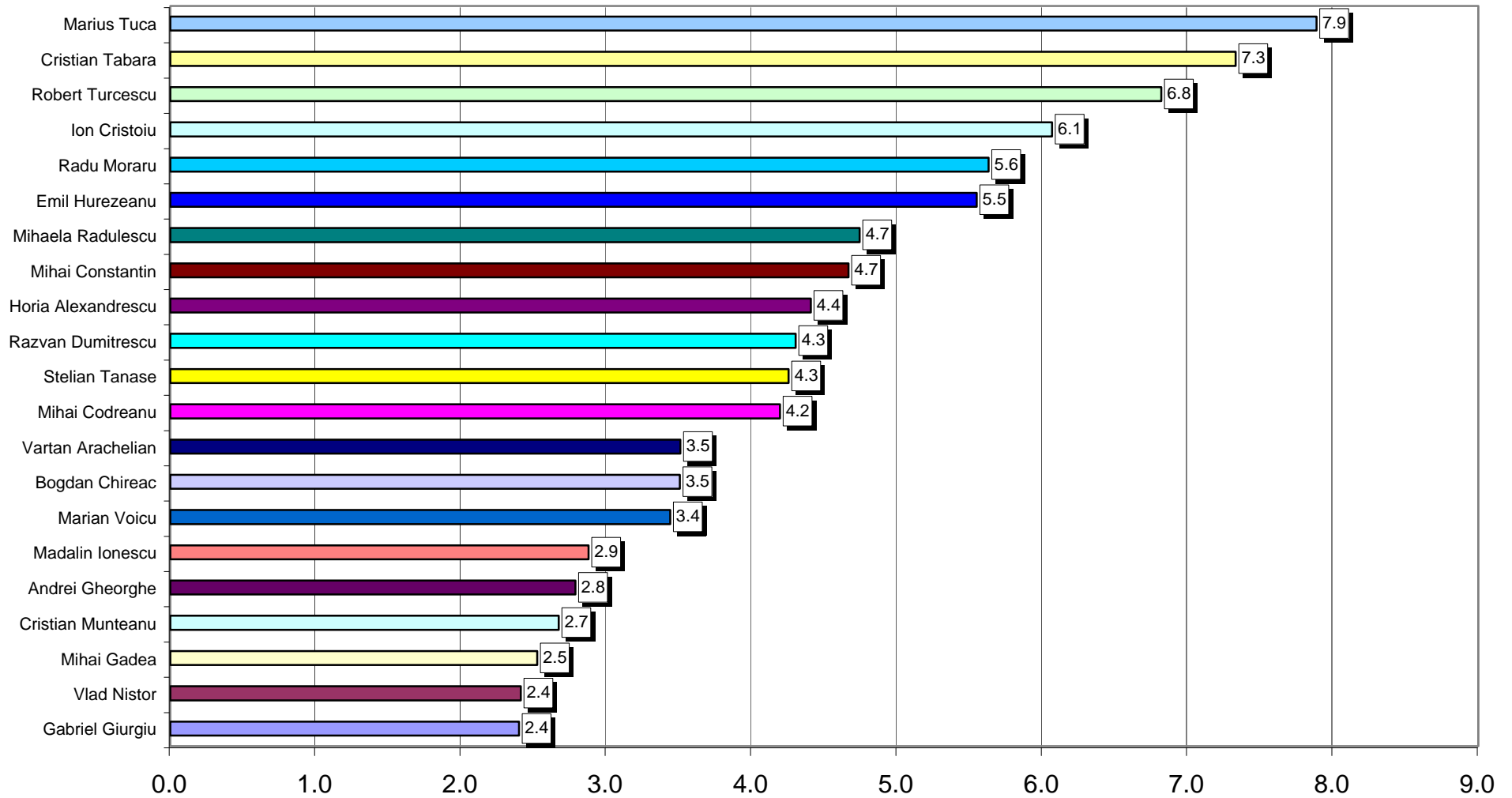
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

The Favourite Score (0-100)



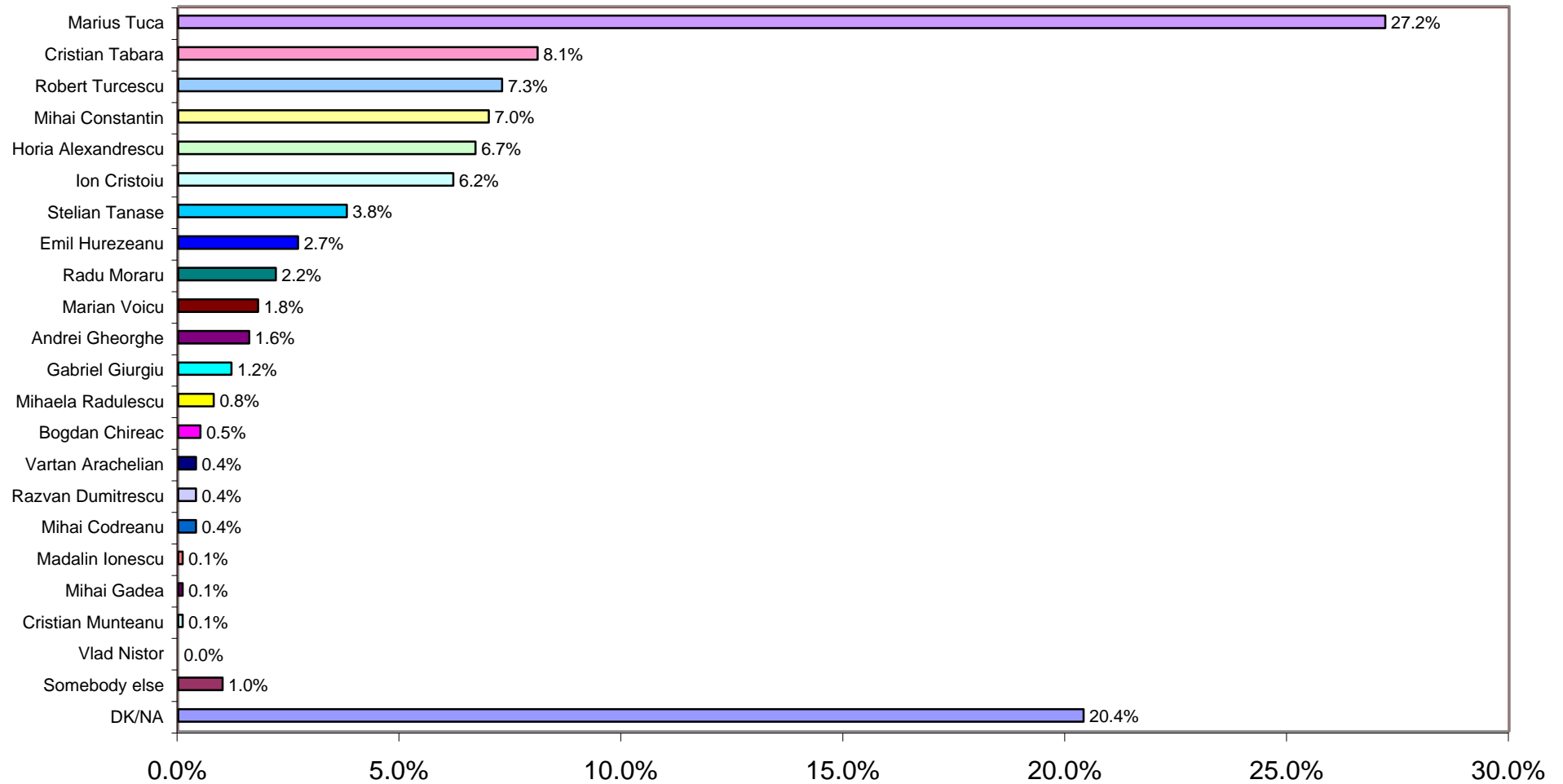
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

The Performance Score (0-10)



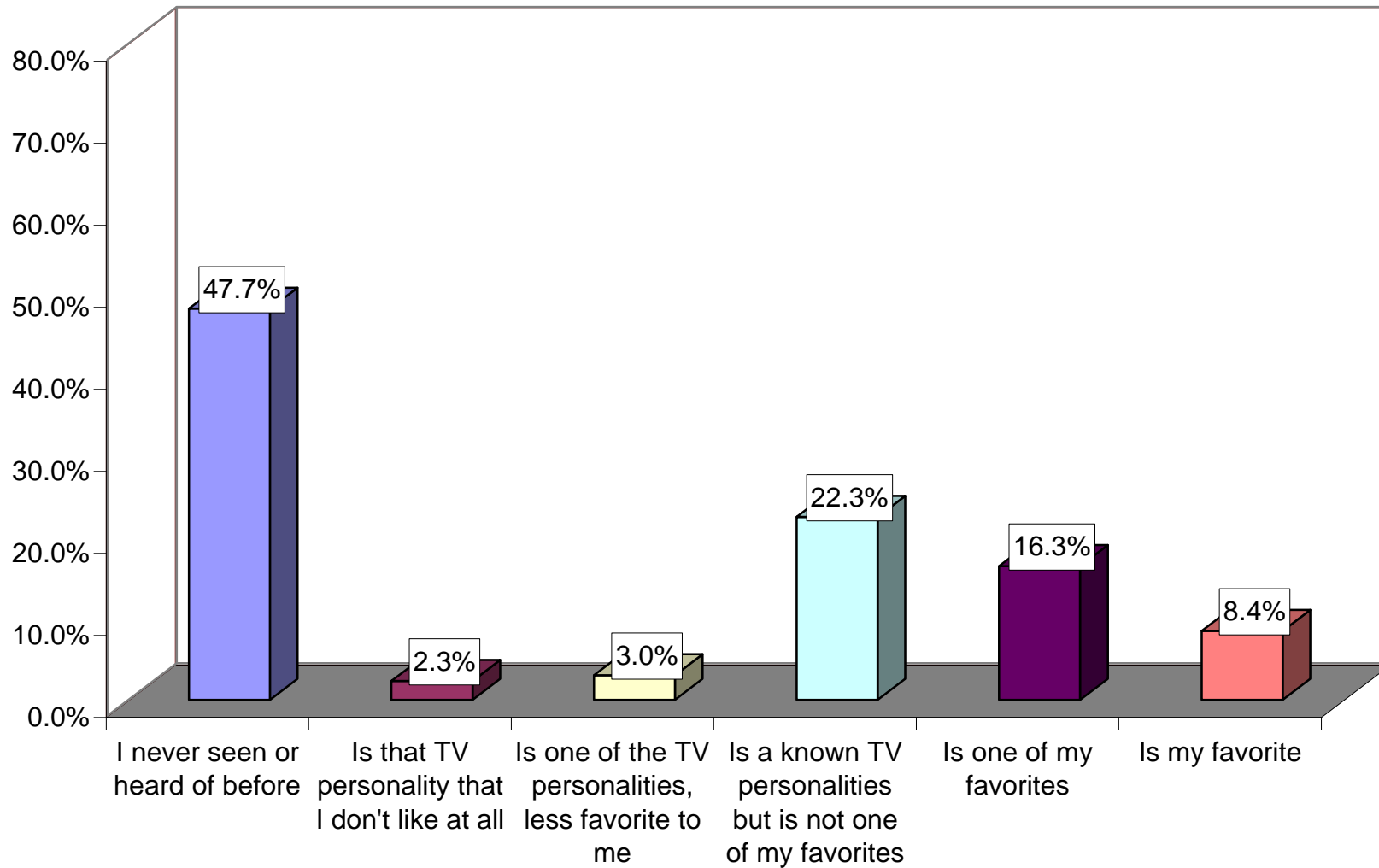
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

Which of the following TV personalities is in your opinion the most appropriate to moderate political debates?



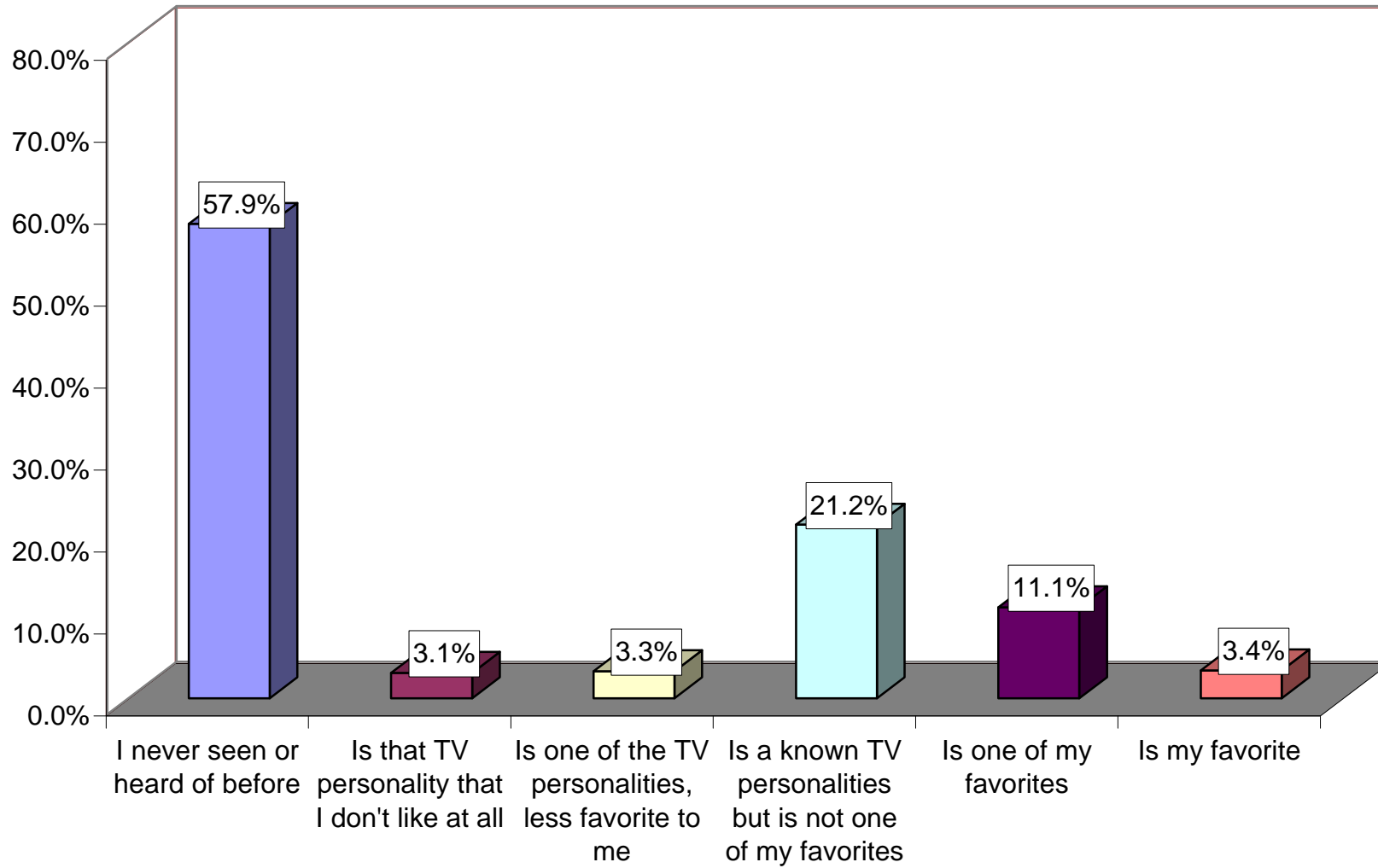
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Mihai Constantin from TVR 1 mean for you?



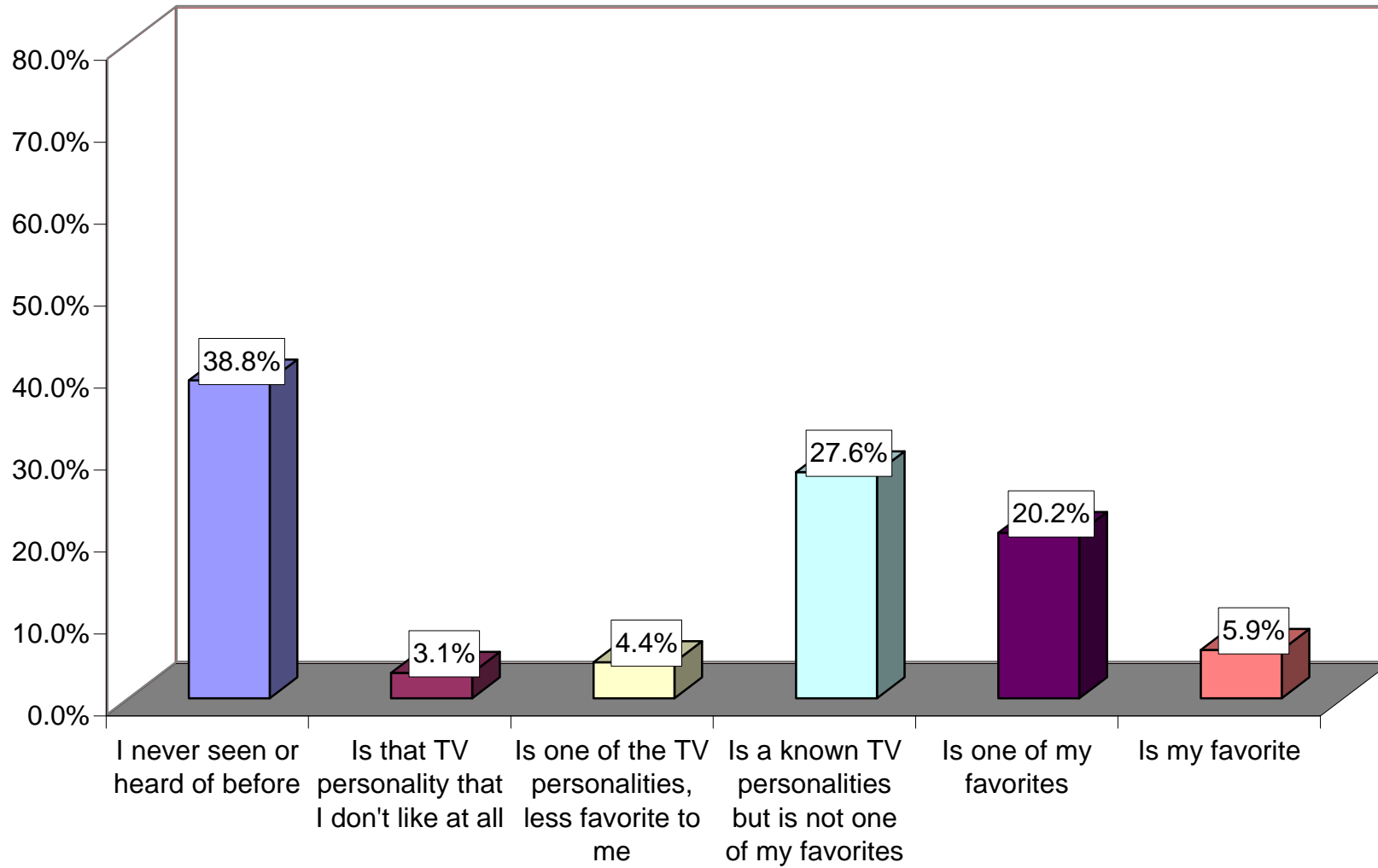
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Marian Voicu from TVR 1 mean for you?



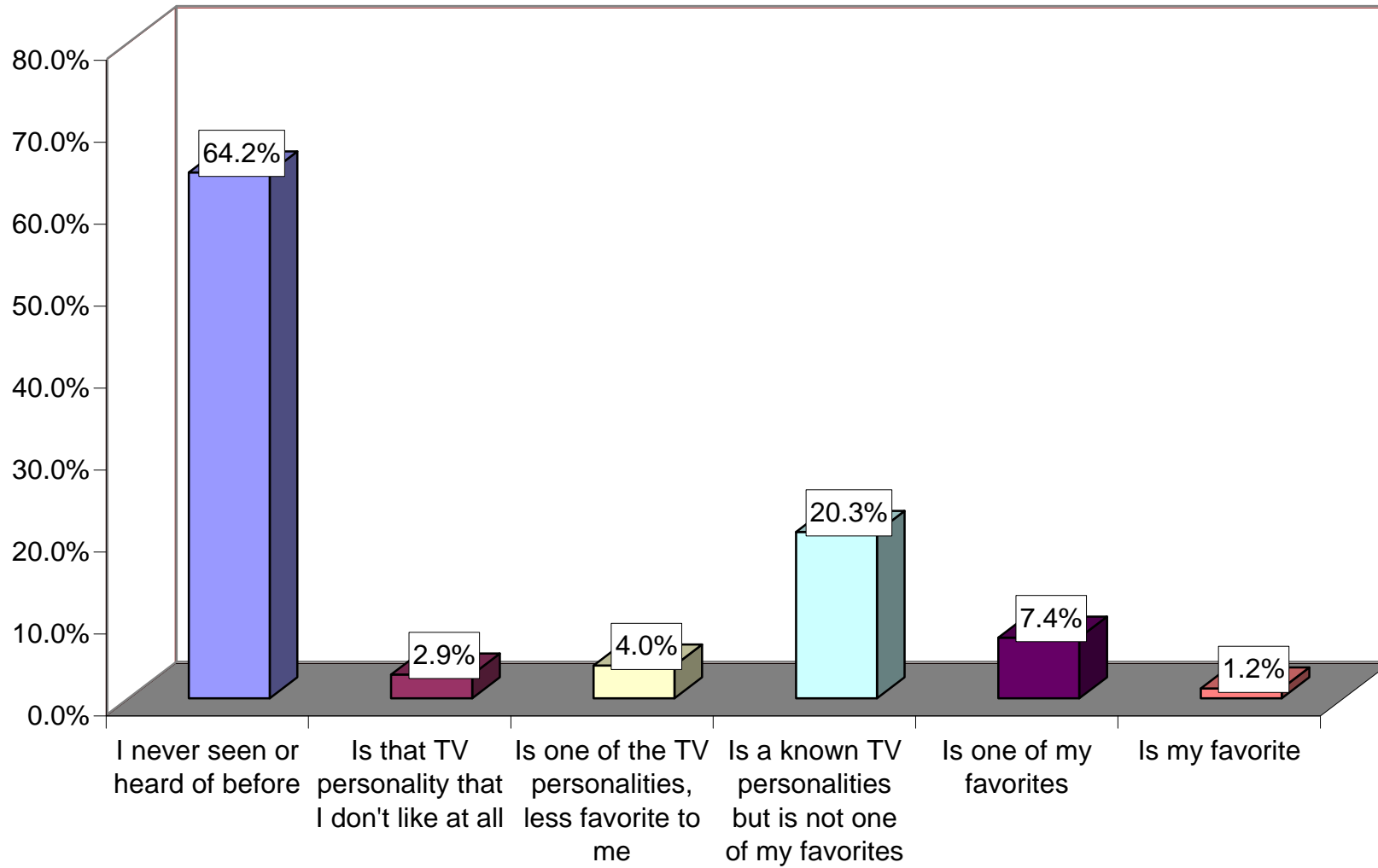
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Stelian Tanase from TVR 1 mean for you?



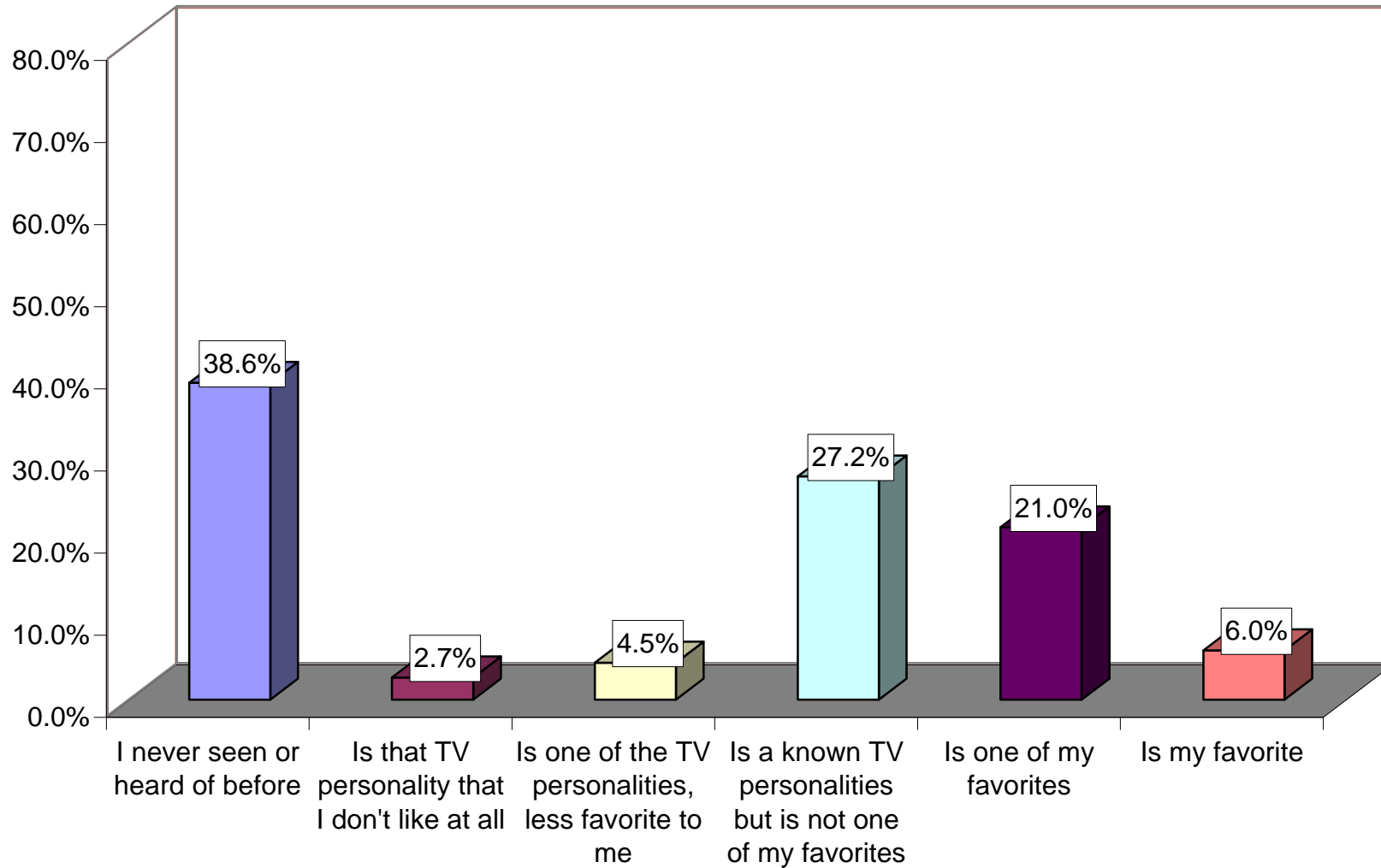
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Gabriel Giurgiu from TVR 1 mean for you?



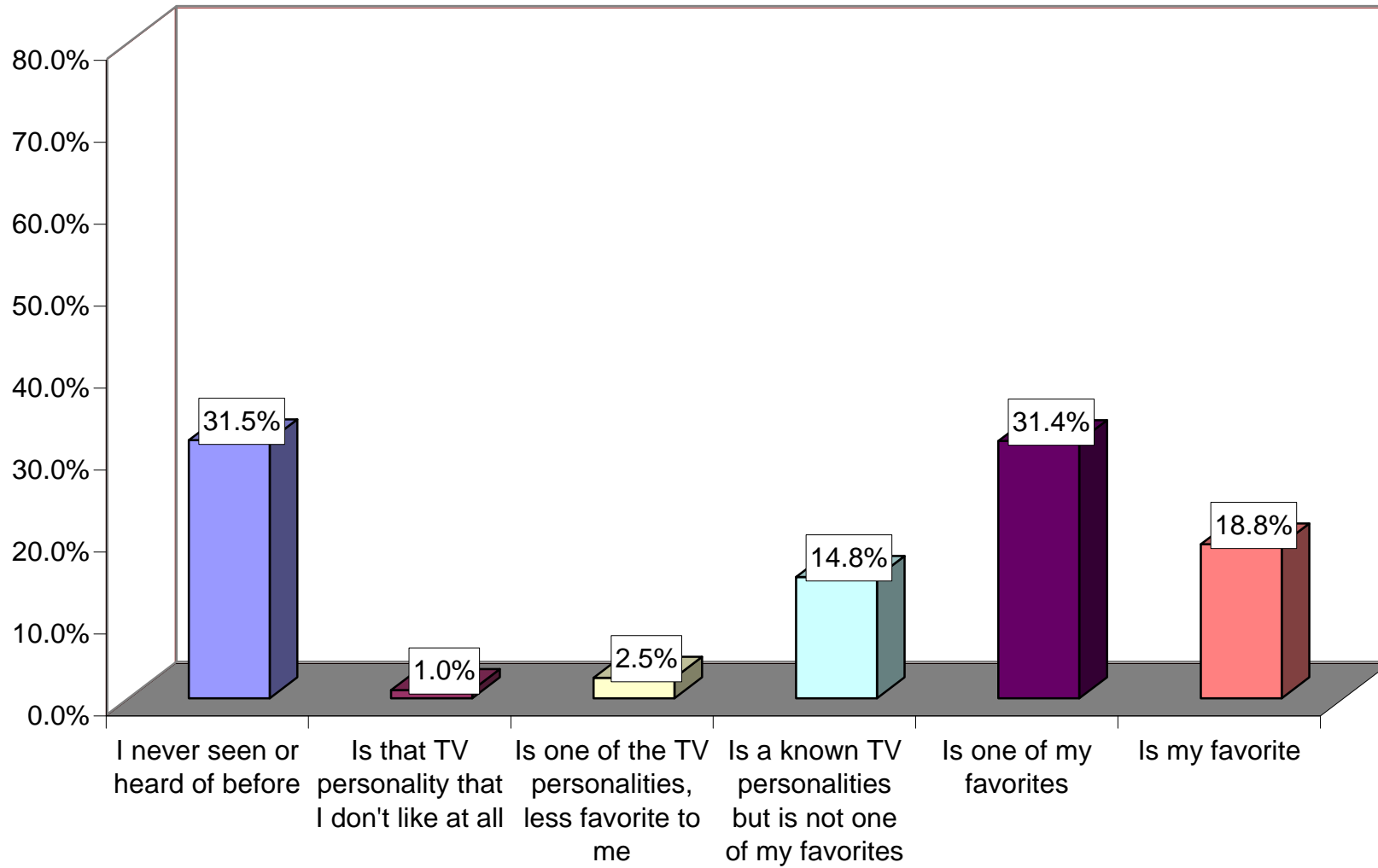
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Horia Alexandrescu from TVR 1 mean for you?



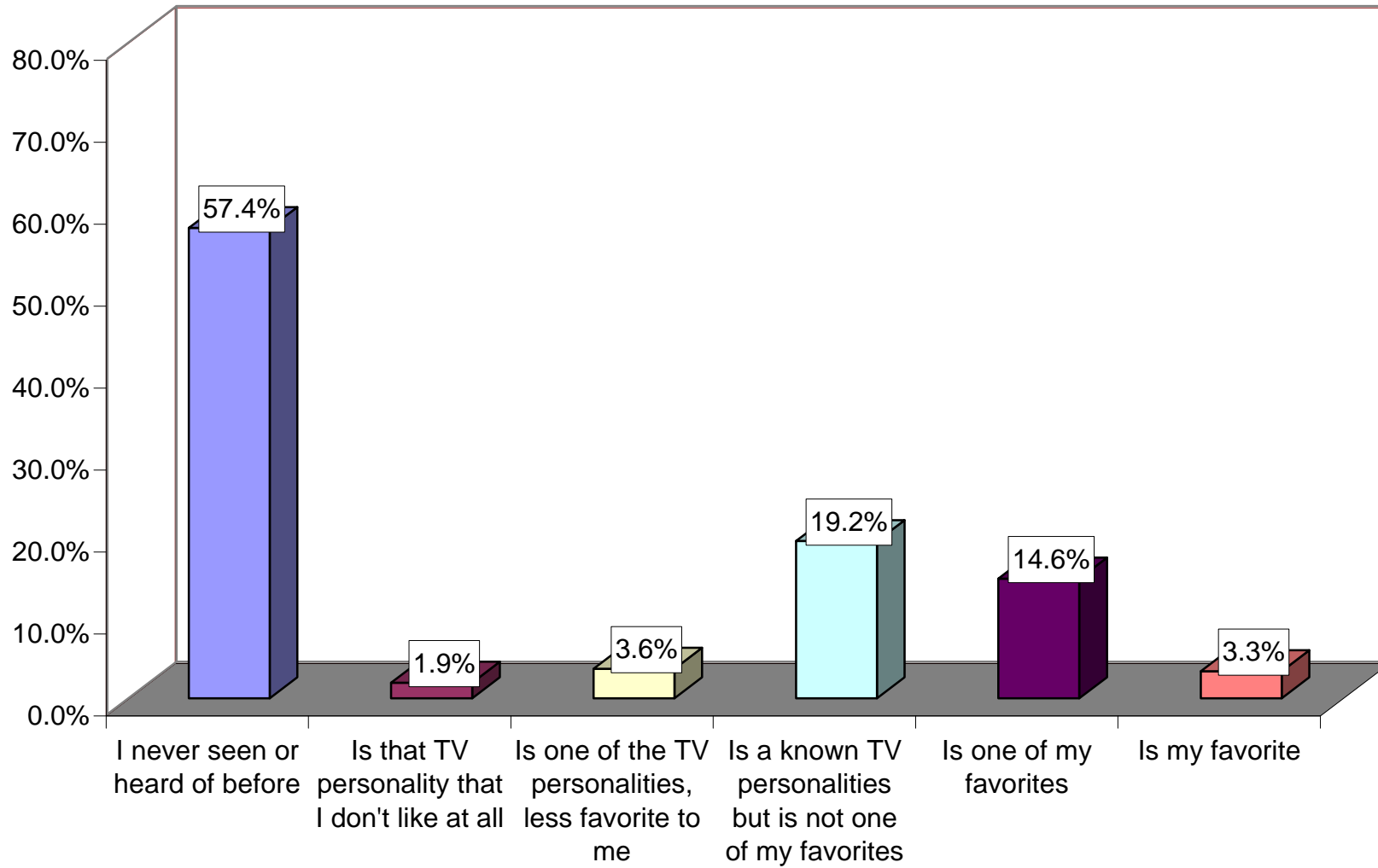
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Cristian Tabara from PRO TV mean for you?



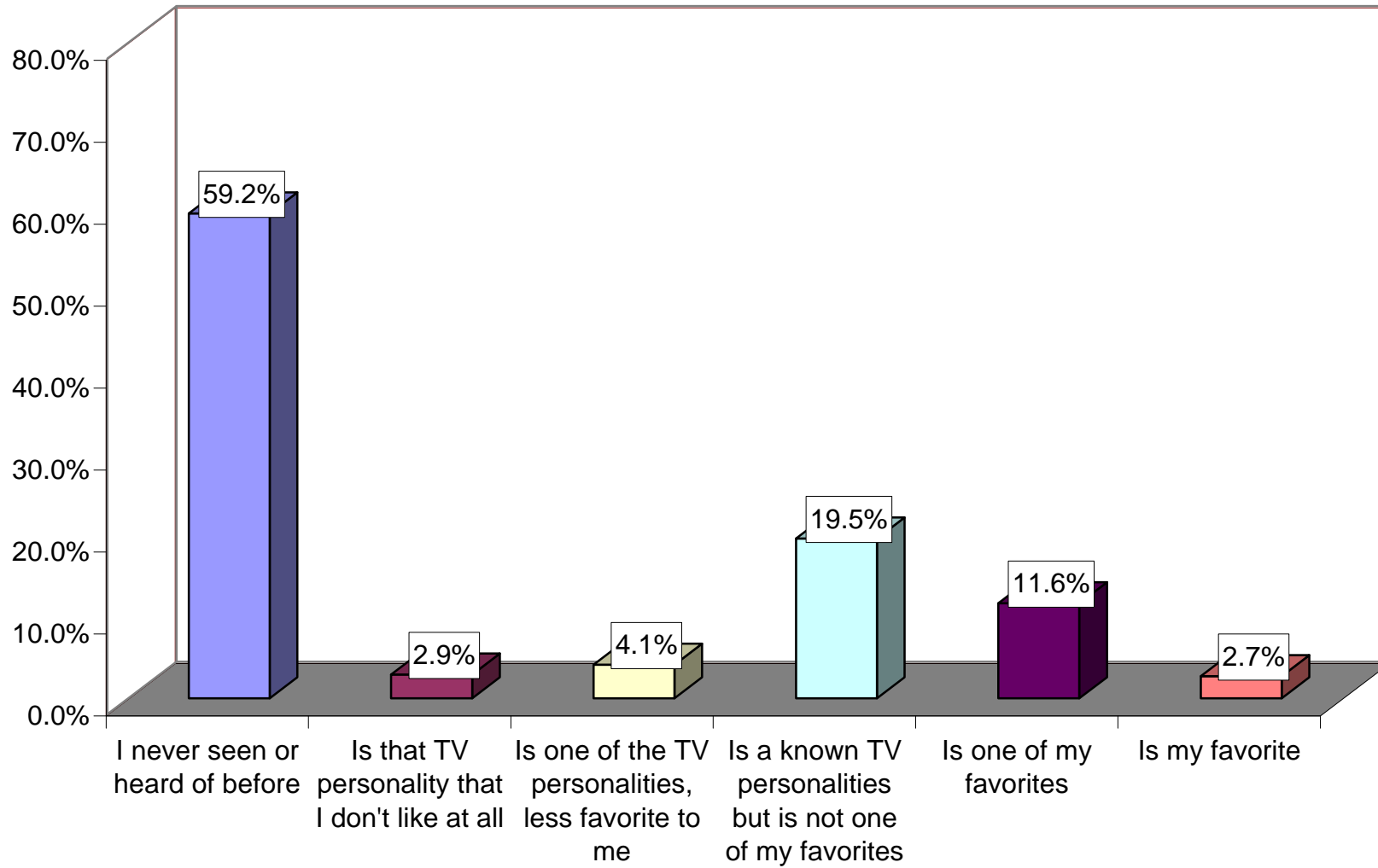
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Mihai Codreanu from PRO TV mean for you?



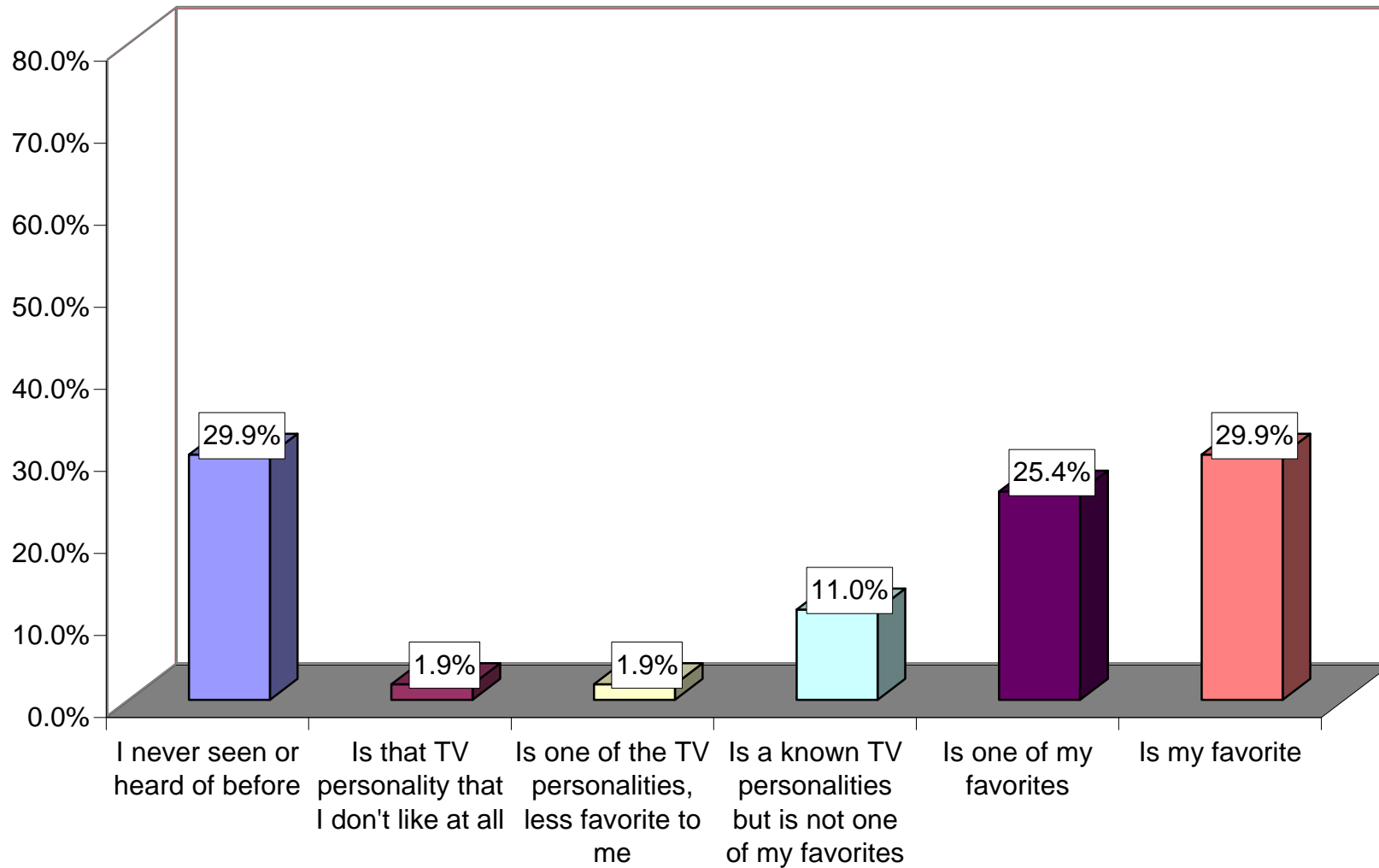
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Bogdan Chireac from PRO TV mean for you?



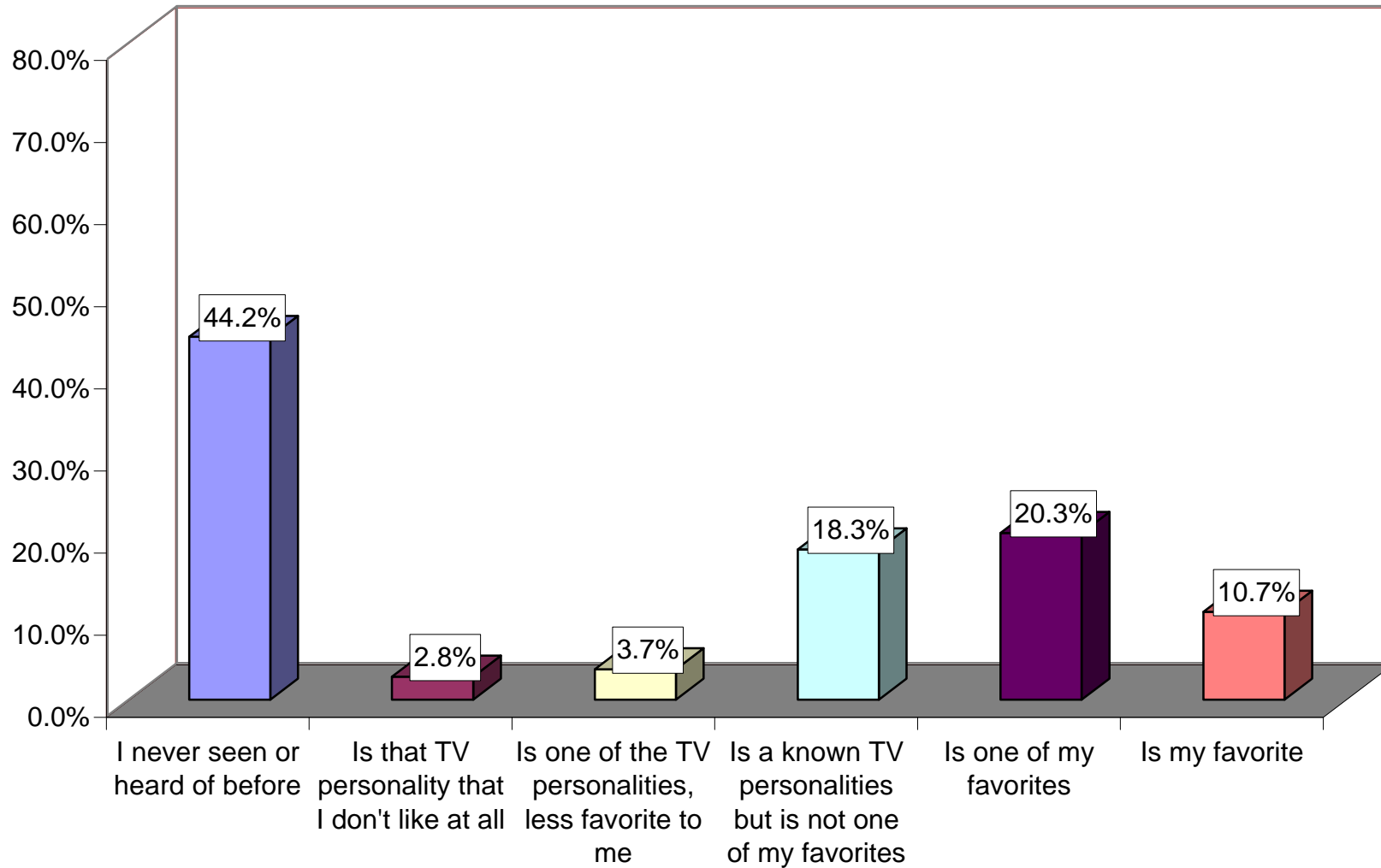
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Marius Tuca from ANTENA 1 mean for you?



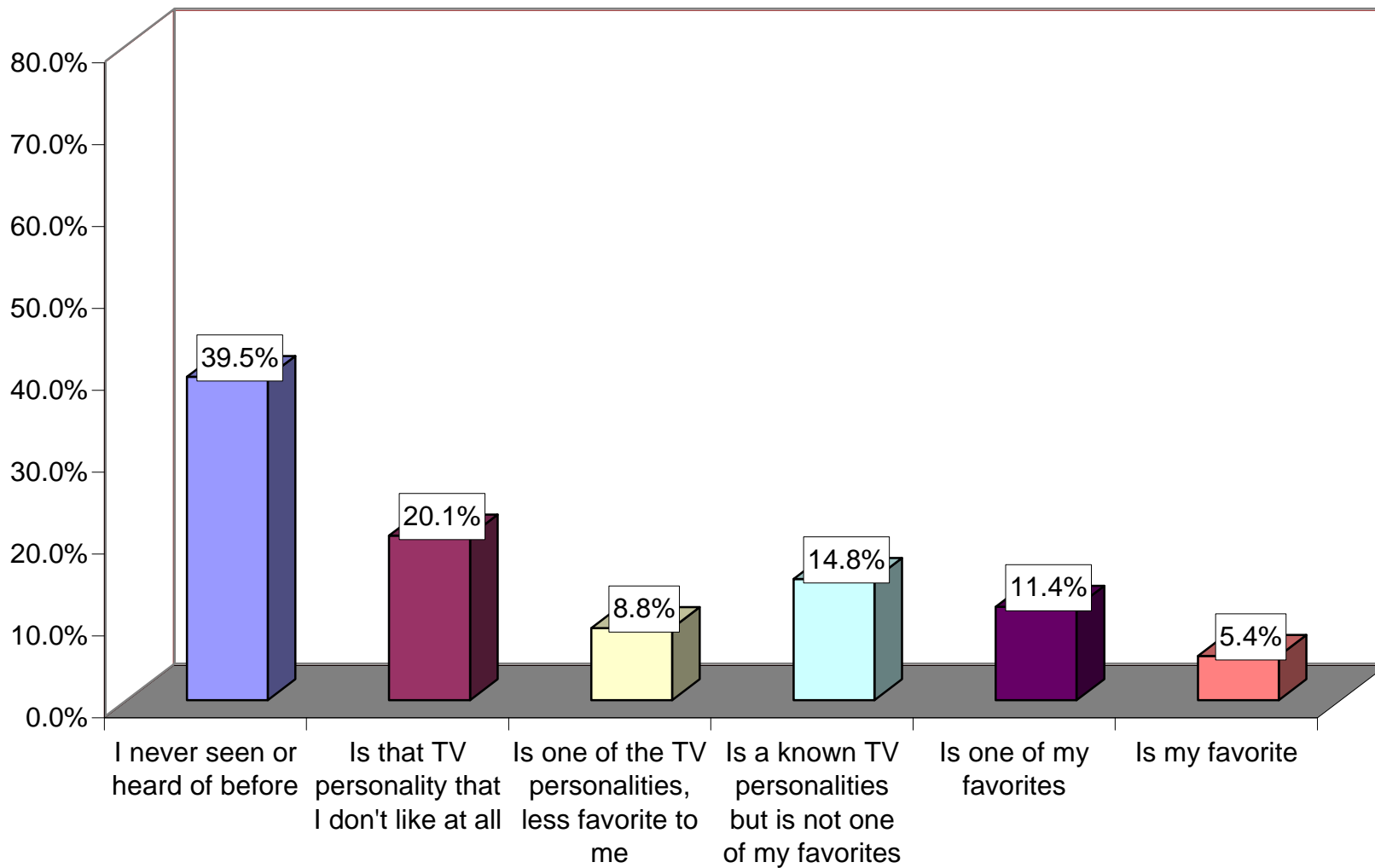
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Emil Hurezeanu from ANTENA 1 mean for you?



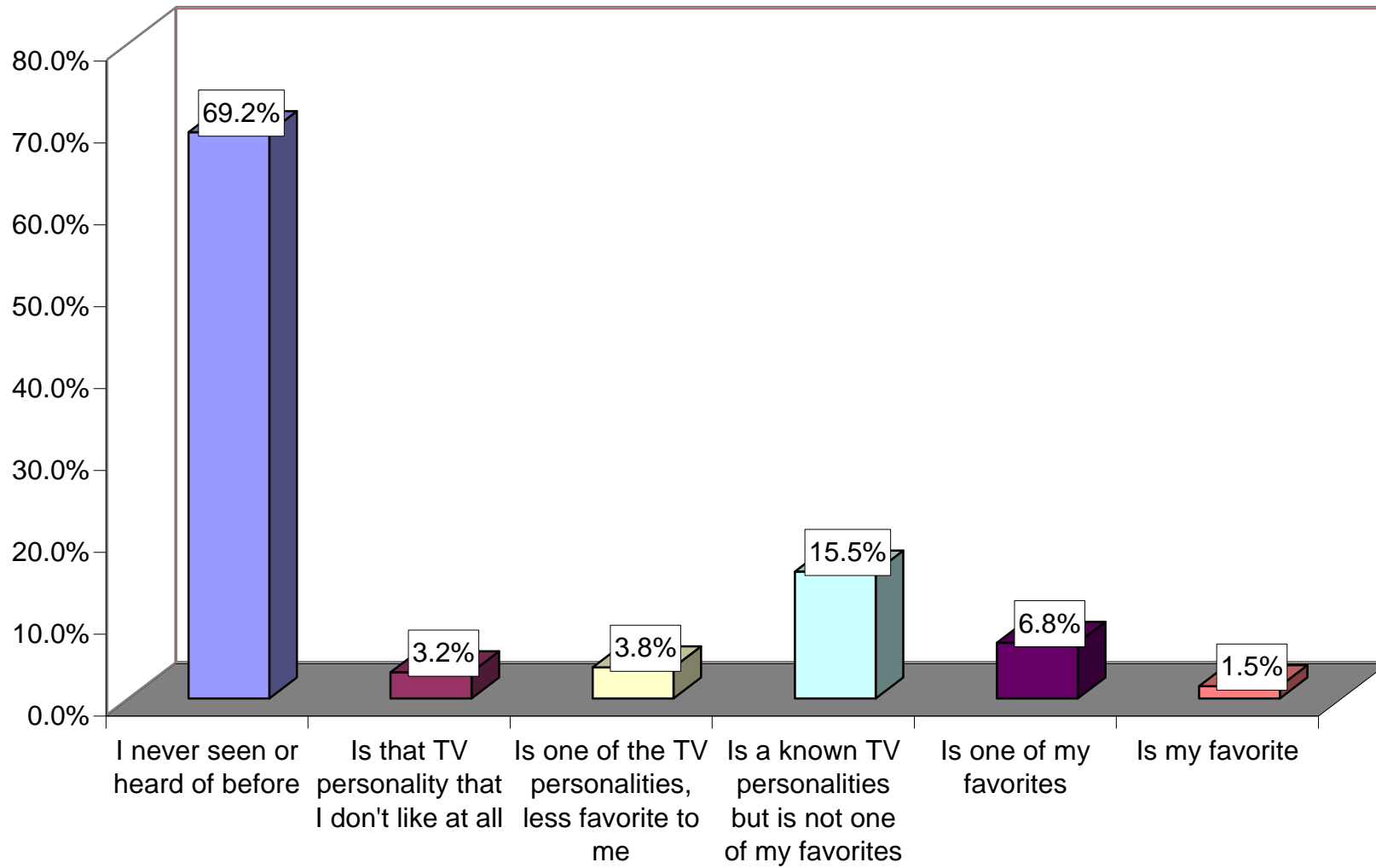
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Andrei Gheorghe from ANTENA 1 mean for you?



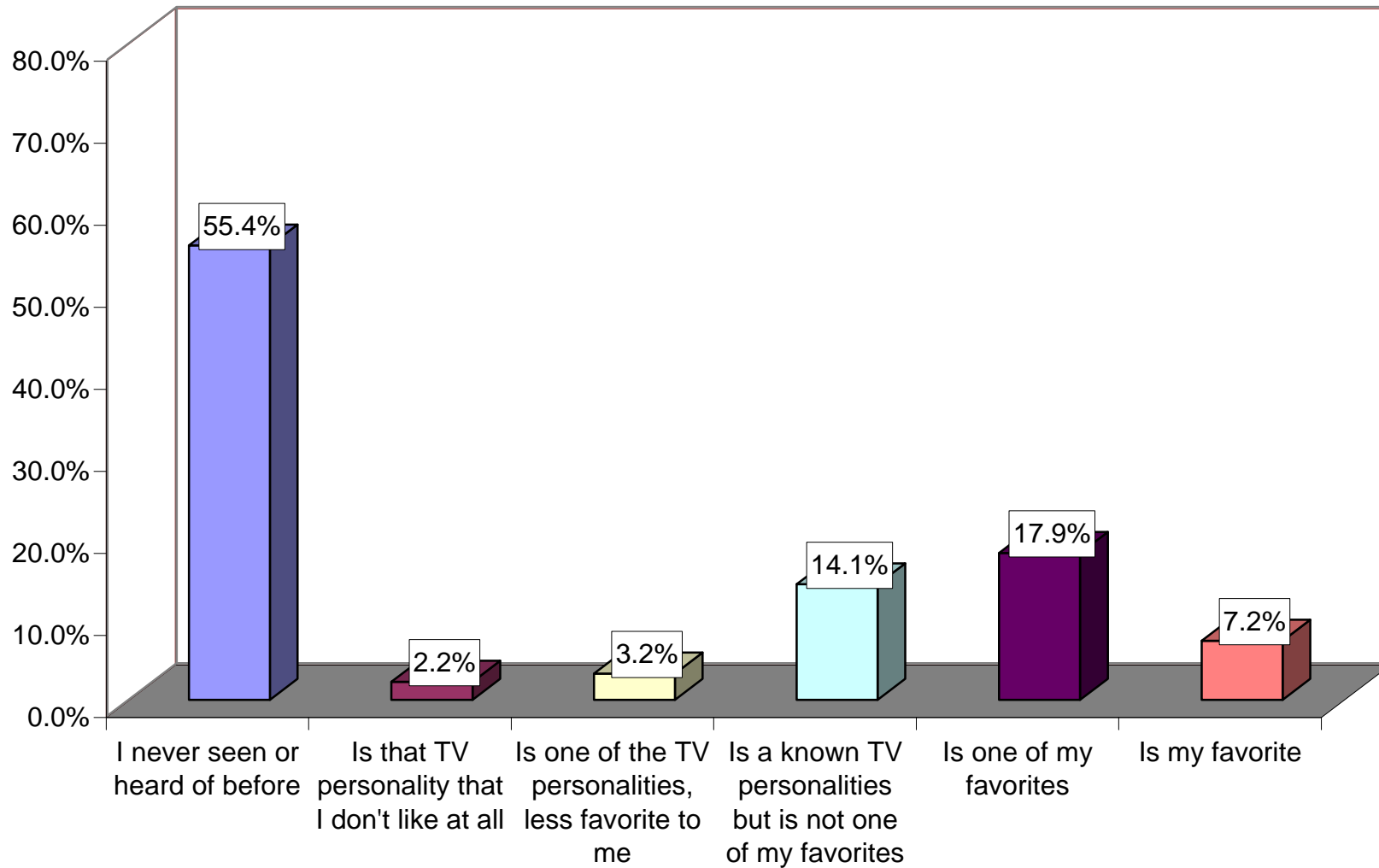
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Cristian Munteanu from PRIMA TV mean for you?



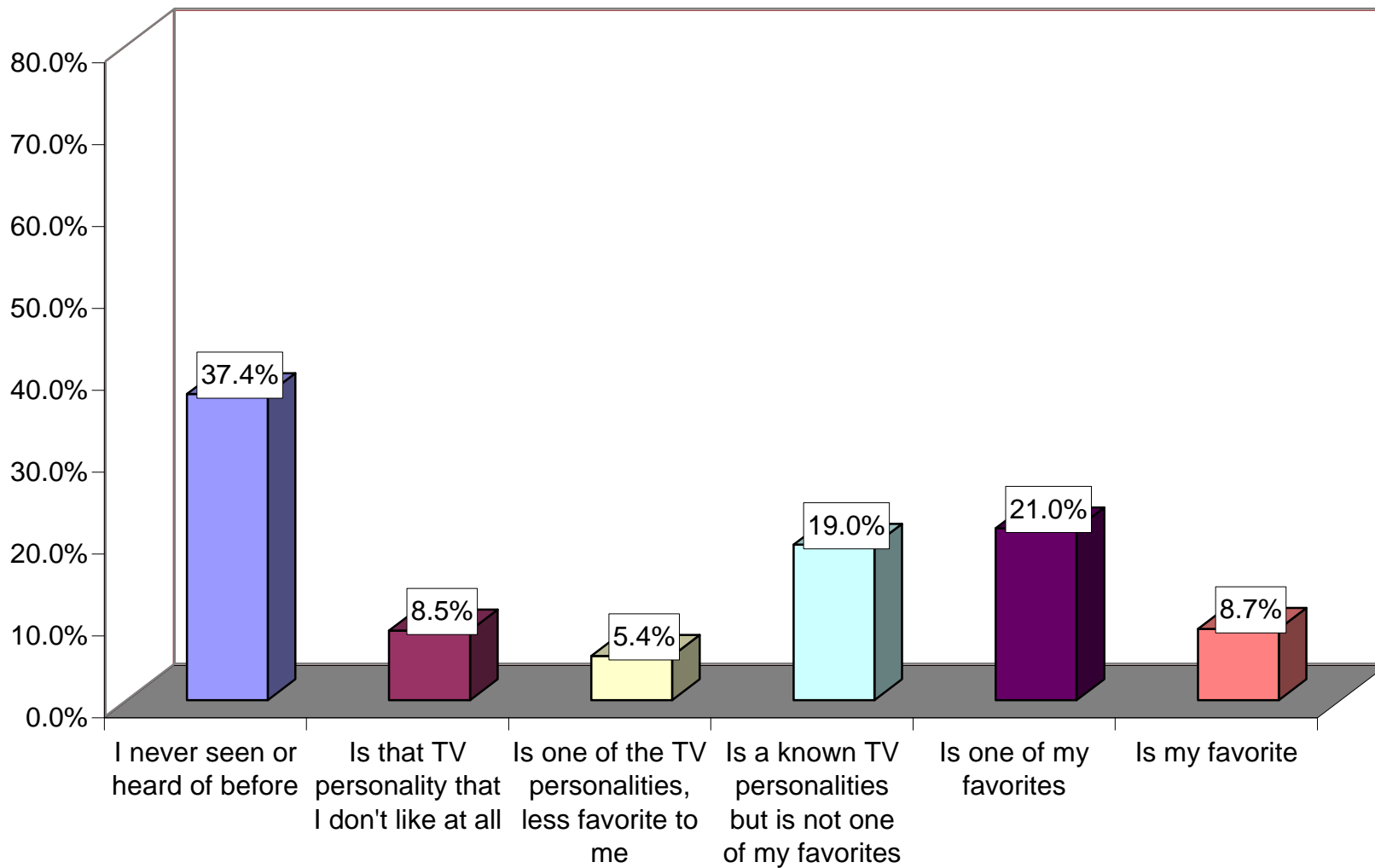
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Radu Moraru from B1TV means for you?



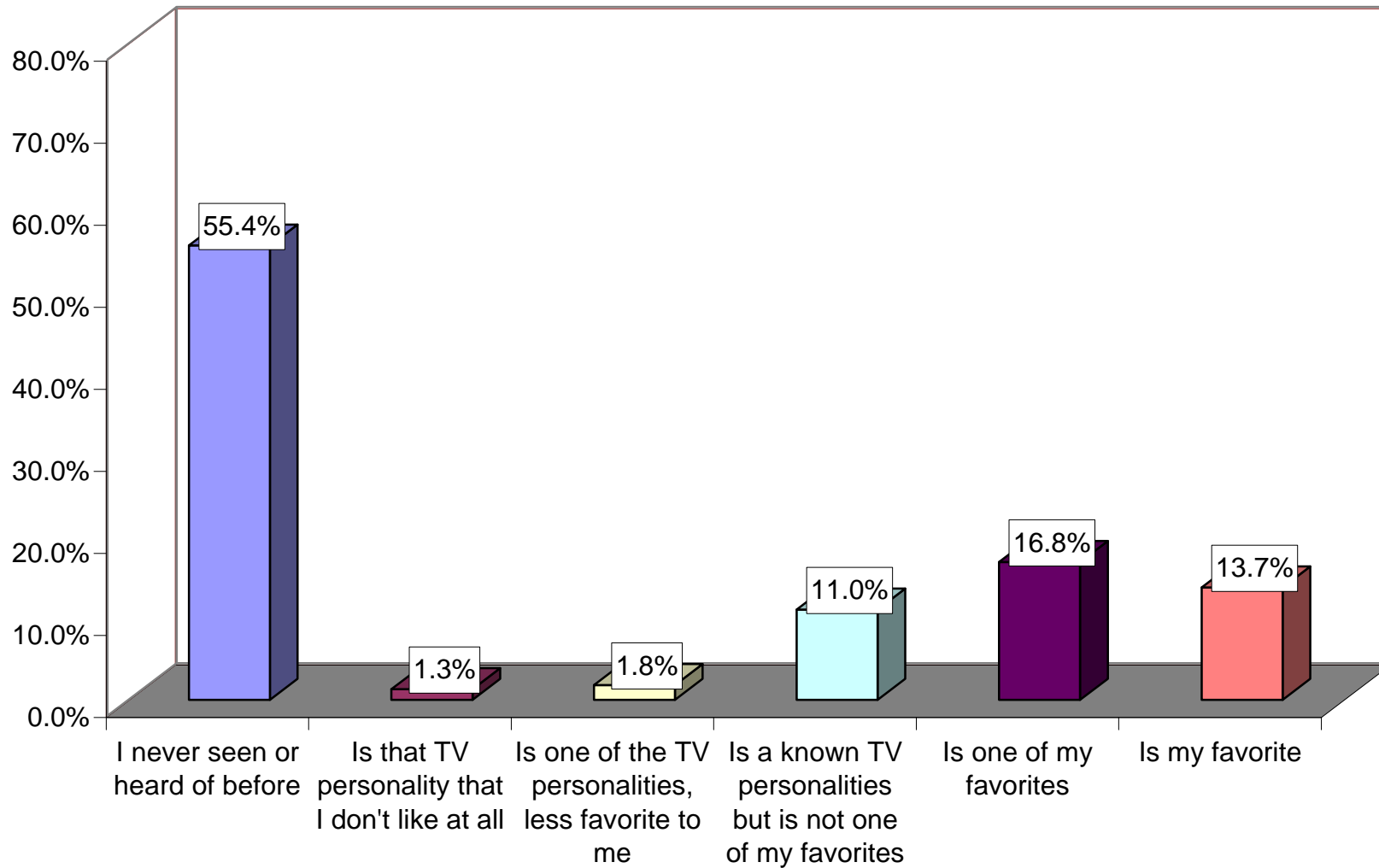
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Mihaela Radulescu from B1TV means for you?



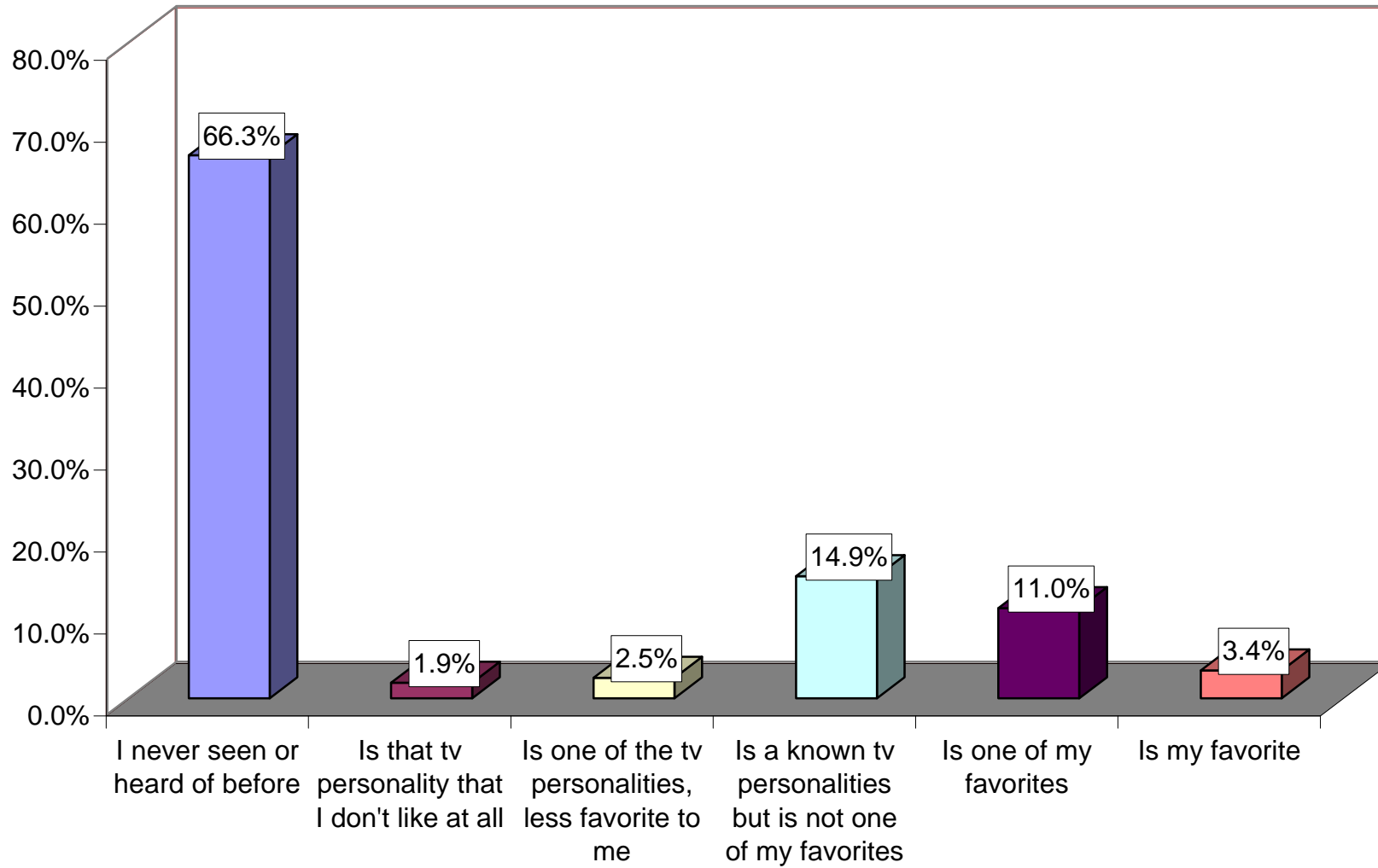
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Robert Turcescu from REALITATEA TV means for you?



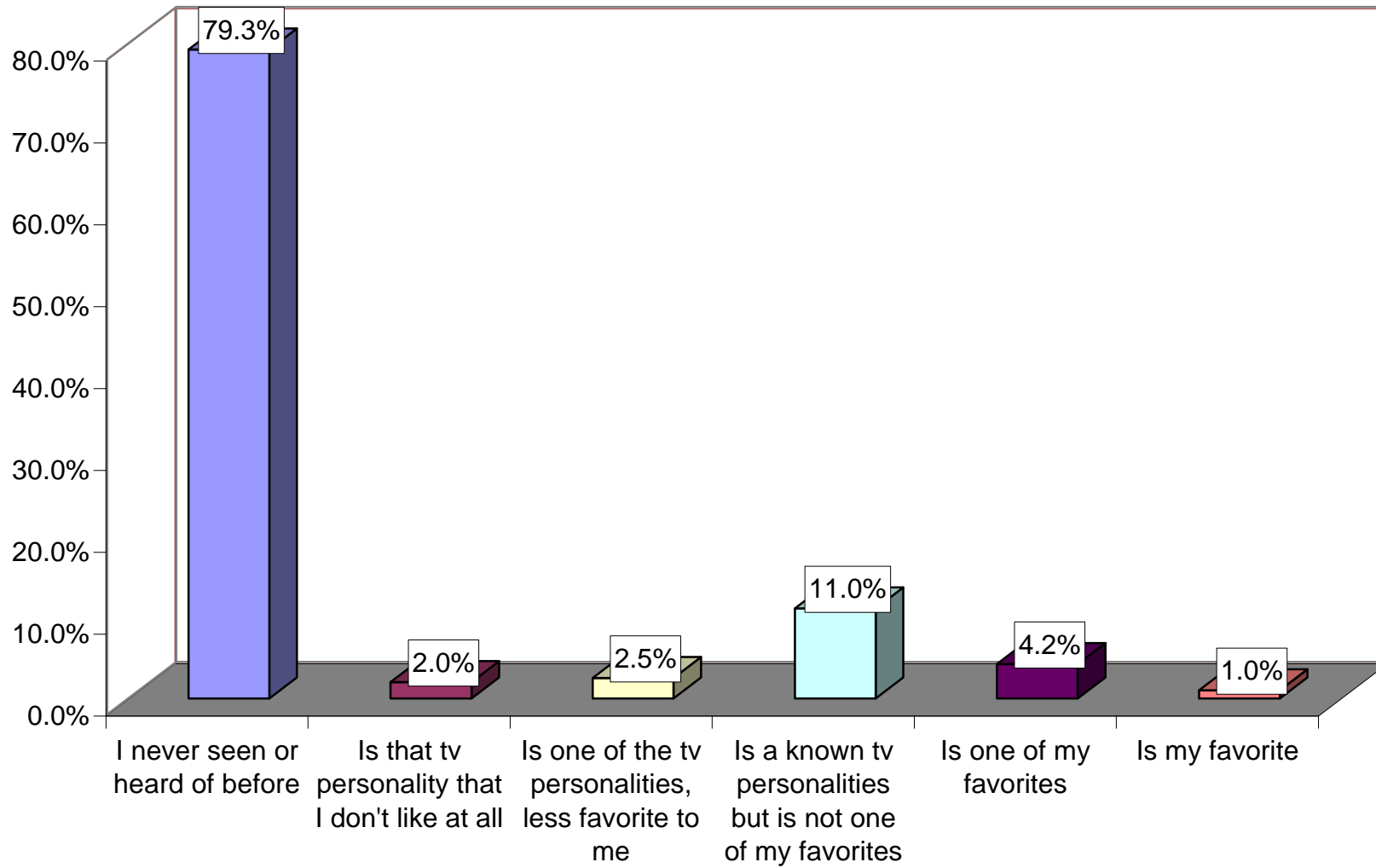
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Razvan Dumitrescu from REALITATEA TV mean for you?



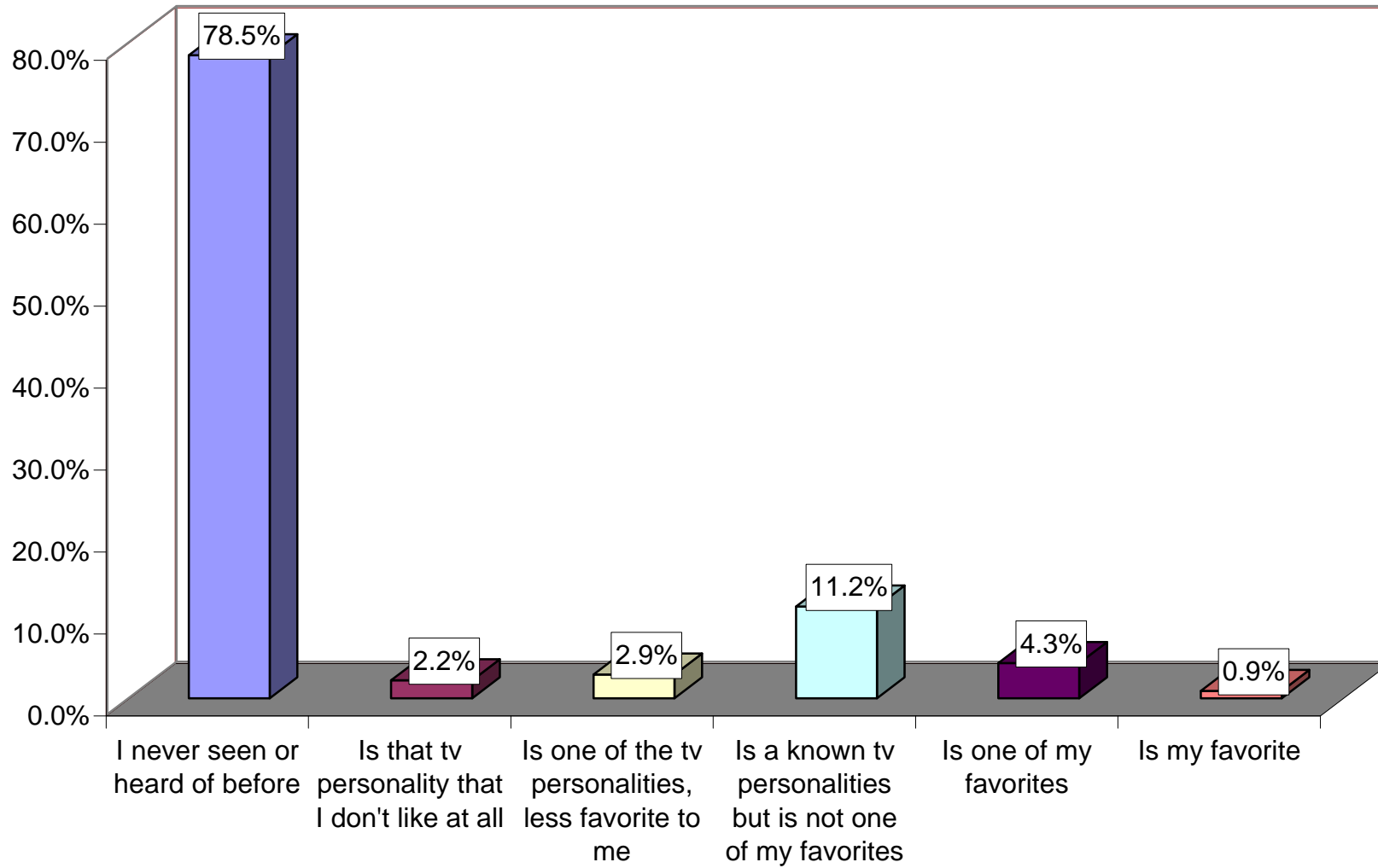
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Mihai Gâdea from REALITATEA TV mean for you?



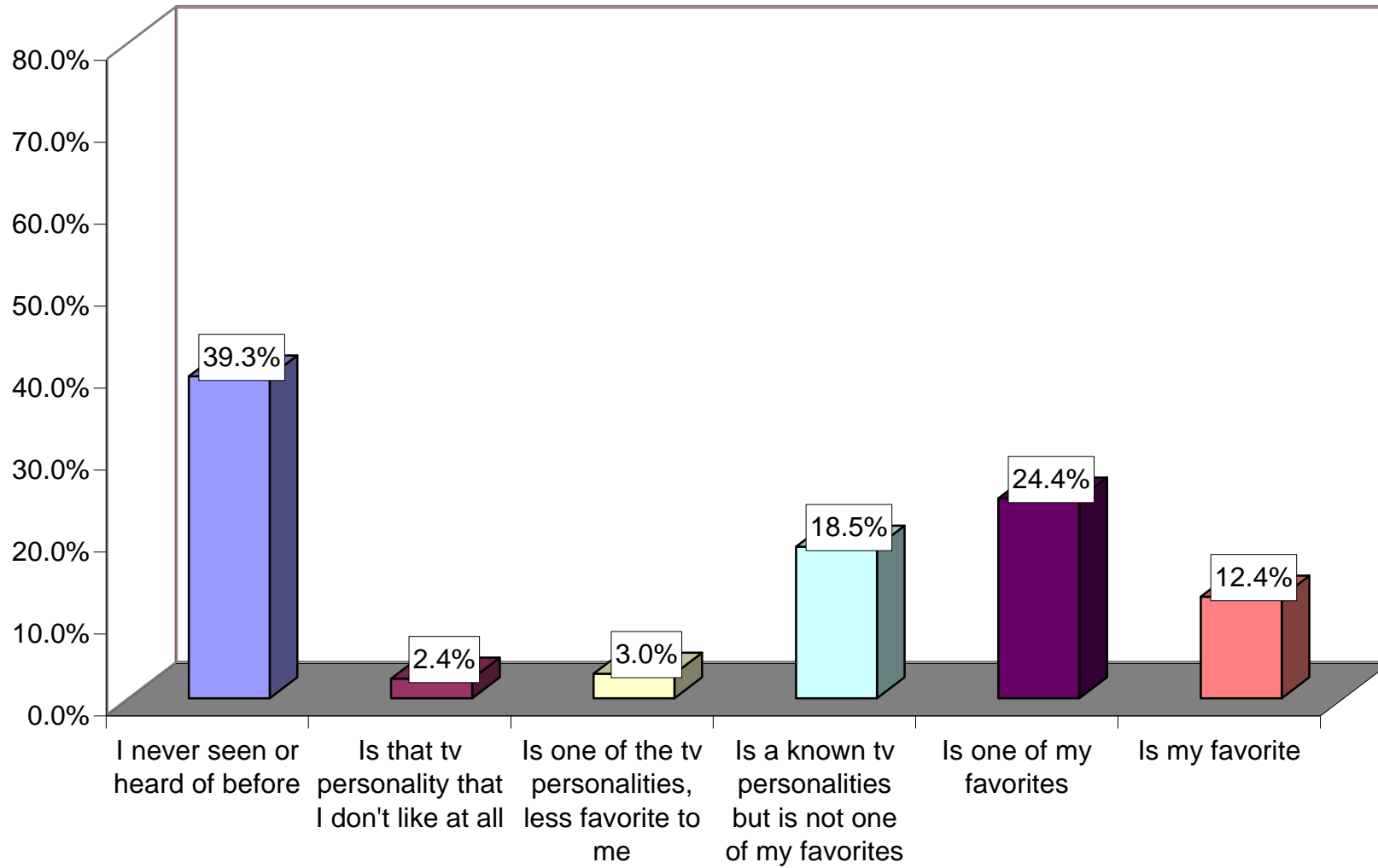
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Vlad Nistor from REALITATEA TV mean for you?



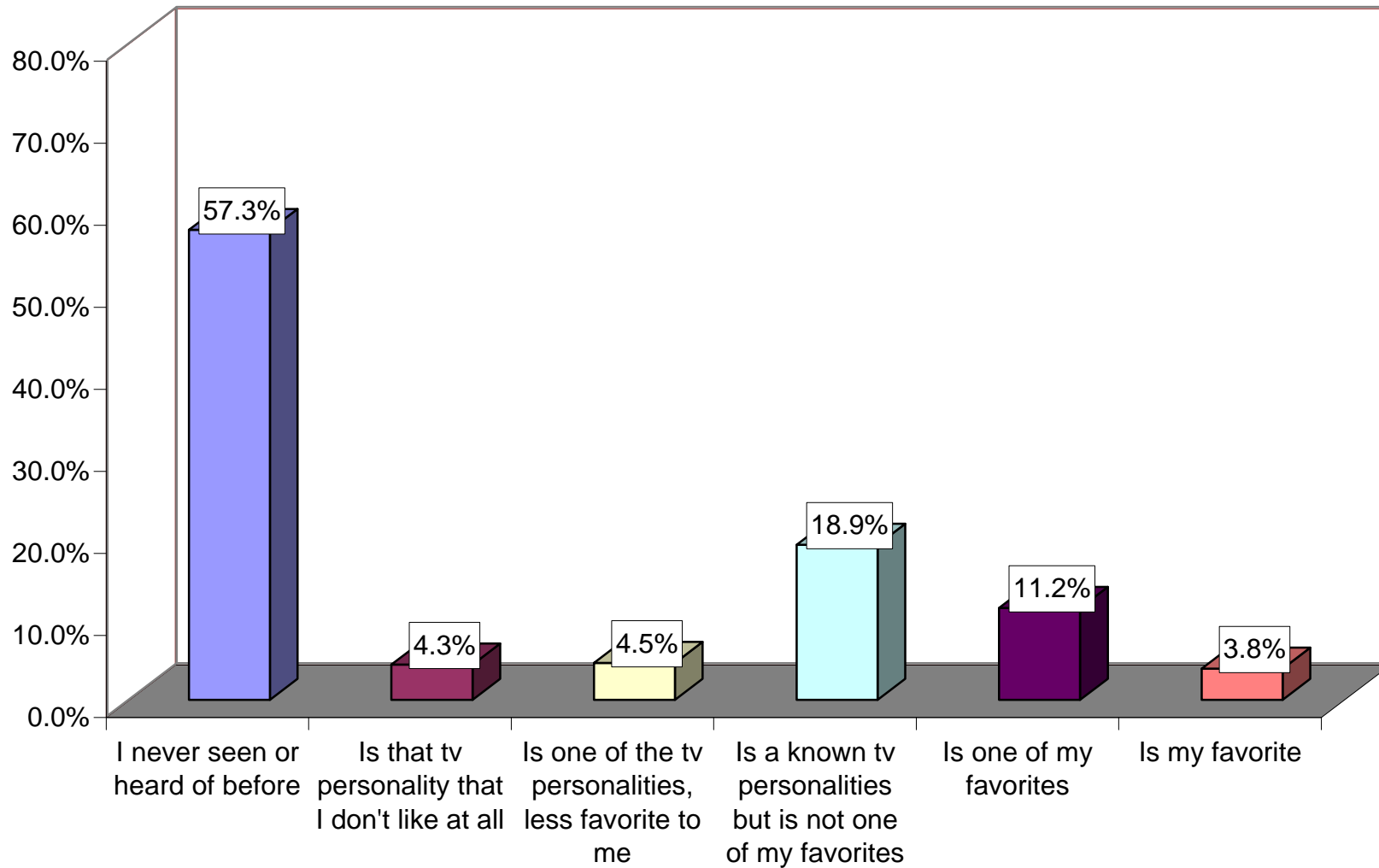
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Ion Cristoiu from REALITATEA TV mean for you?



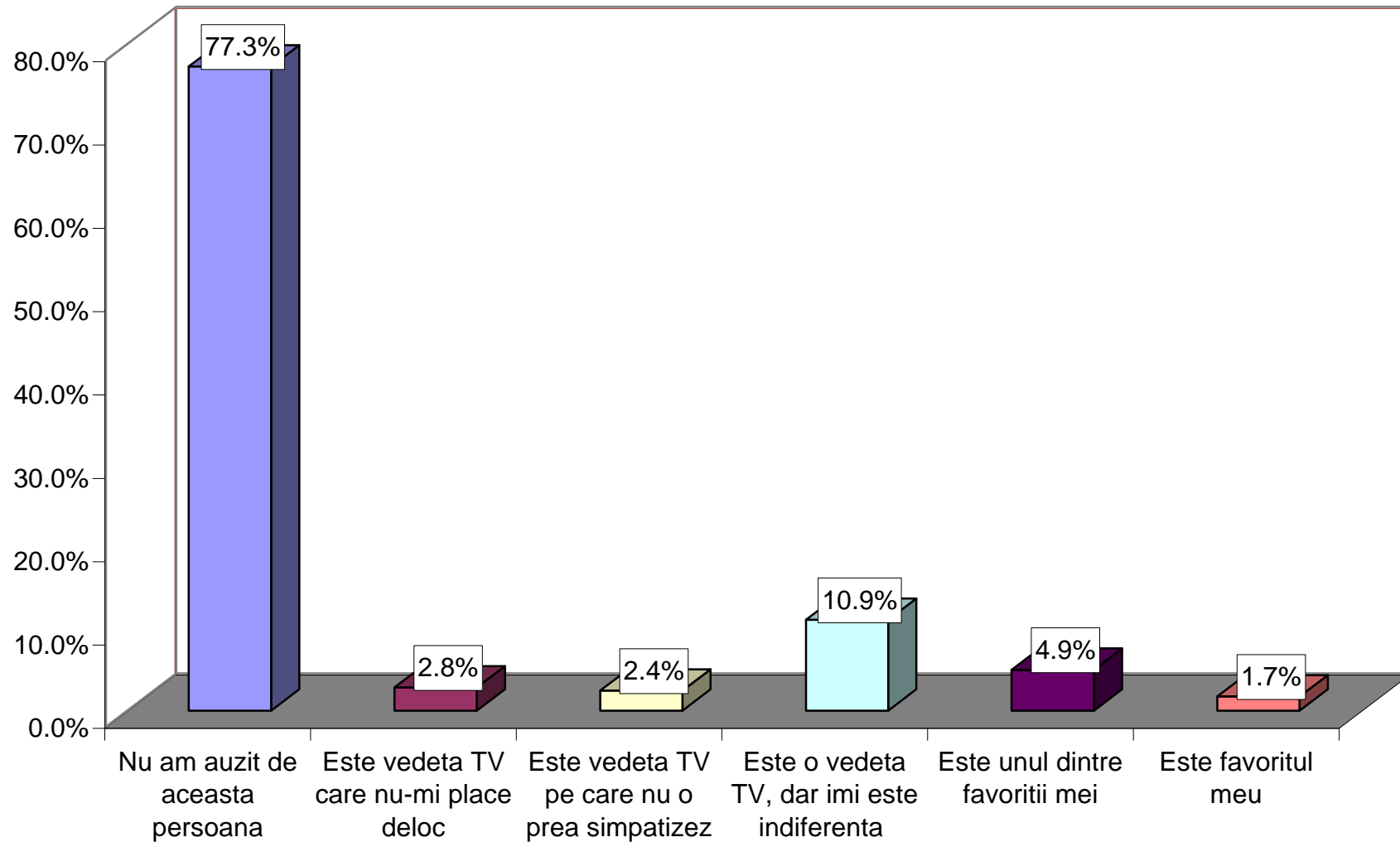
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Vartan Arachelian from REALITATEA TV mean for you?



Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What does Madalin Ionescu from NATIONAL TV mean for you?

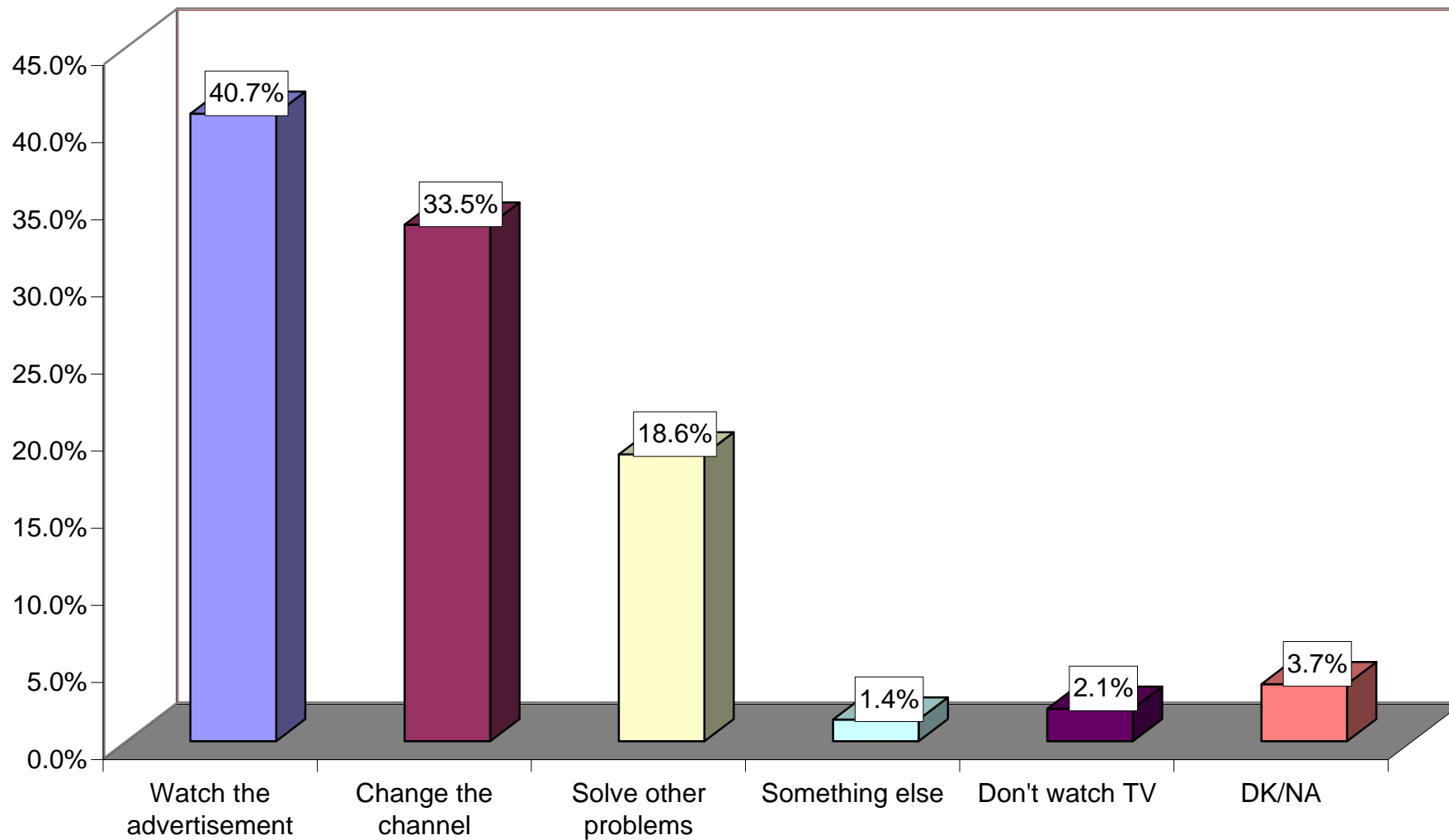


Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

2. Some specific questions asked by CNA were included related to behavior driving advertising, assessment of CNA activity, etc.

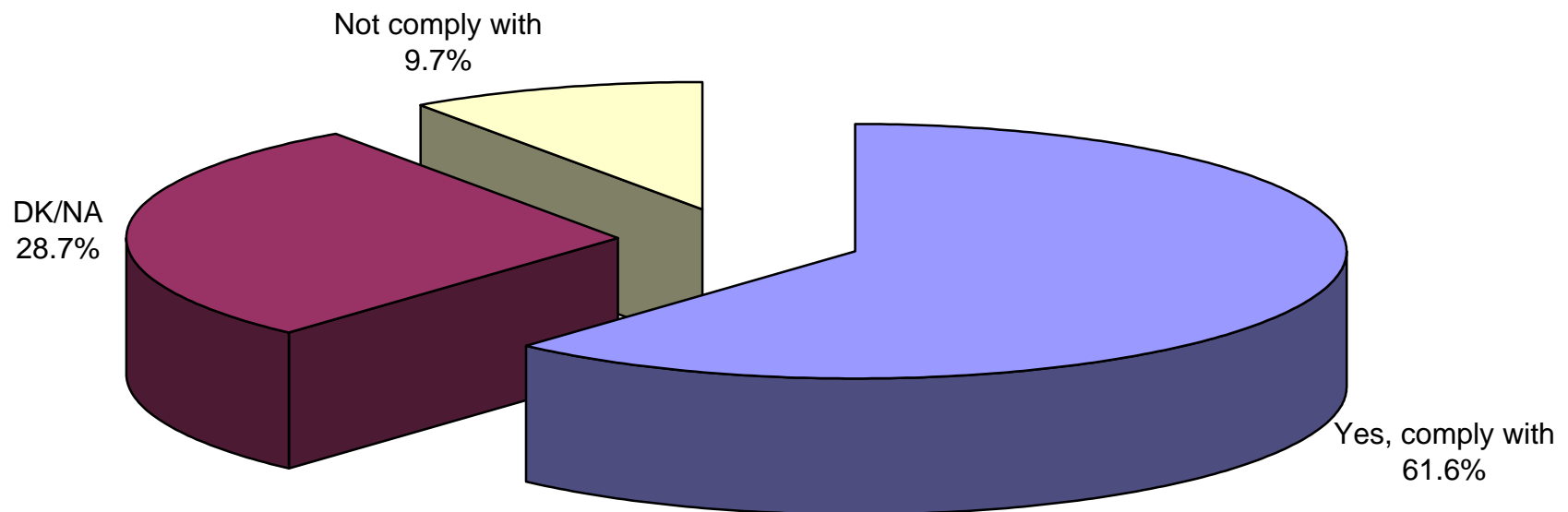
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

What do you do when you watch tv and advertising breaks starts?



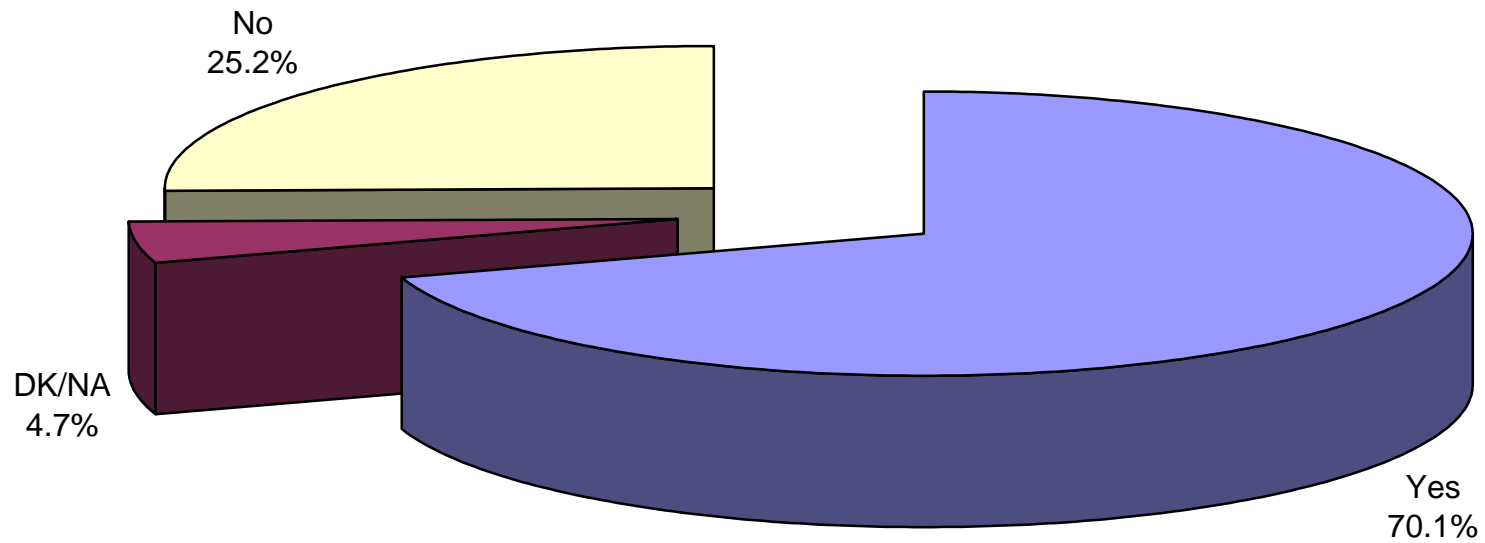
Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

Electoral tv advertising must or must not comply with the 12 minutes per hour dedicated to electoral advertising at private tv and the 8 minutes at public tv (TVR)?



Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

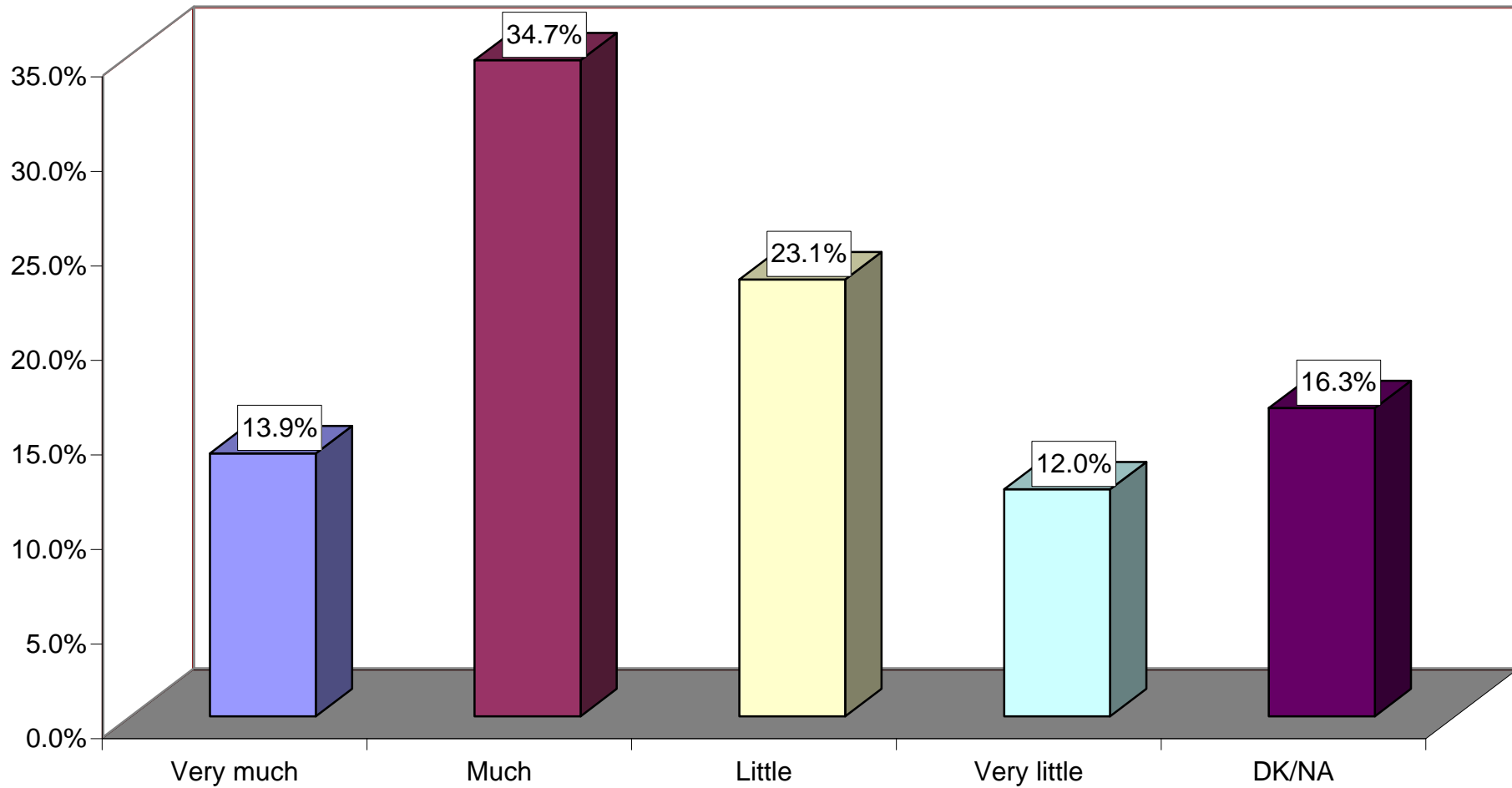
Have you heard about the National Council of AudioVisual?



Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

To what extent do you think that CNA is an independent organism
(not politically dependent)?

% of those who heard about CNA



Influence of the media upon civic and electoral behavior
SPECIFIC QUESTIONS CNA

How do you appreciate CNA's activity?

% of those who heard about CNA

