



Report on Research
Conducted in Plovdiv, Burgas and Varna,
Bulgaria
November 2010

On behalf of 3XM and Studio 865

Report by:
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Media Research International
May 27, 2011

Introduction

Media Research International undertook a random sample survey of the residents of Plovdiv, Burgas and Varna, Bulgaria on behalf of Studio 865 and 3XM in November 2010. Approximately 2600 people were interviewed in Bulgarian in a door-to-door survey in each city. MRI project manager, Timothy Dam was overseer of the research. The project manager's main responsibility was to ensure that the sampling methodology was followed as instructed, including use of the required skip interval, the selection of respondents, and even the starting points of each day's work. The project manager traveled between the cities over the course of the project accompanying the interviewers conducting the surveys. Because there was only one manager, not all of the interviewers were assisted.

Section 1: Methodology and Demographics

Scope of Research

Research was conducted in three cities, Plovdiv, Burgas and Varna, which were selected by Studio 865. The interviewers were expected to complete 800 surveys for each of the cities mentioned. The actual number of surveys completed for each city was as follows.

City	Number of completed surveys	Percent of total
Plovdiv	985	36.9
Burgas	847	31.8
Varna	835	31.3

Methodology Used in Research

All of the interviews were conducted in Bulgarian. MRI covered the geographic area with a selection grid of the cities and numbered each square. The numbered squares were randomly selected out of a bag and given to each group of interviewers which they divided equally among the team members. On each day of interviews, once a starting point was identified, the interviewers always moved to the right upon completion of their first interview and used a skip interval of two households. Each interviewer was responsible for completing eight surveys in a day's work following a selection criterion. If time allowed, they were encouraged to complete more than the required eight surveys. The selection criterion was as follows.

Male Head of Household	Female Head of Household
Male 15-30 years old	Female 15-30 years old
Male 31-45 years old	Female 31-45 years old
Male 46+ years old	Female 46+ years old

A GPS receiver that would record their movements during the day and the locations where interviews were being completed was given to each of the interviewers.

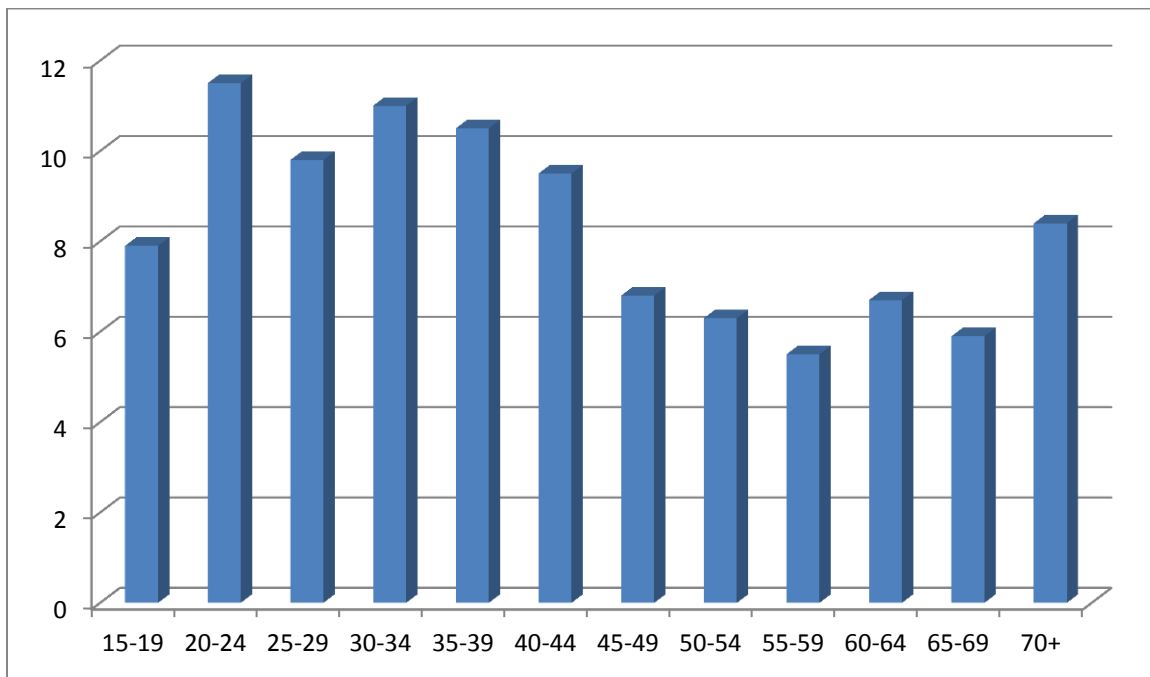
Demographics of Respondents

From a total of 2667 completed surveys, the demographic information was as follows.

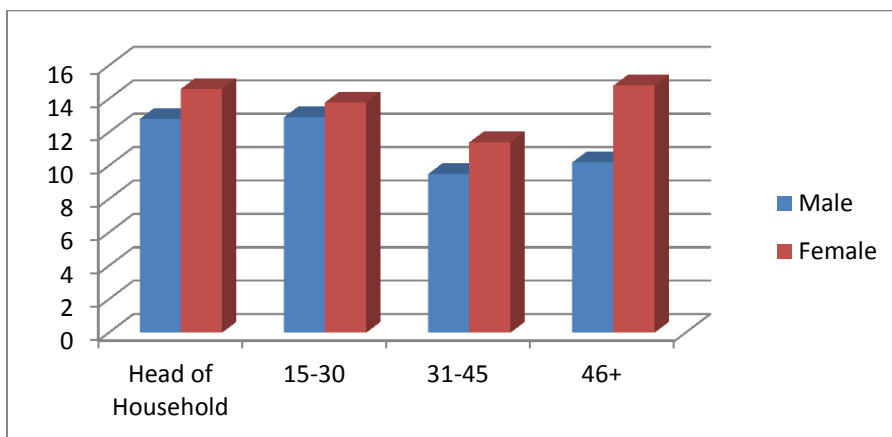
Gender

Of the people surveyed, 45.5% were males and 54.5% were females.

Age

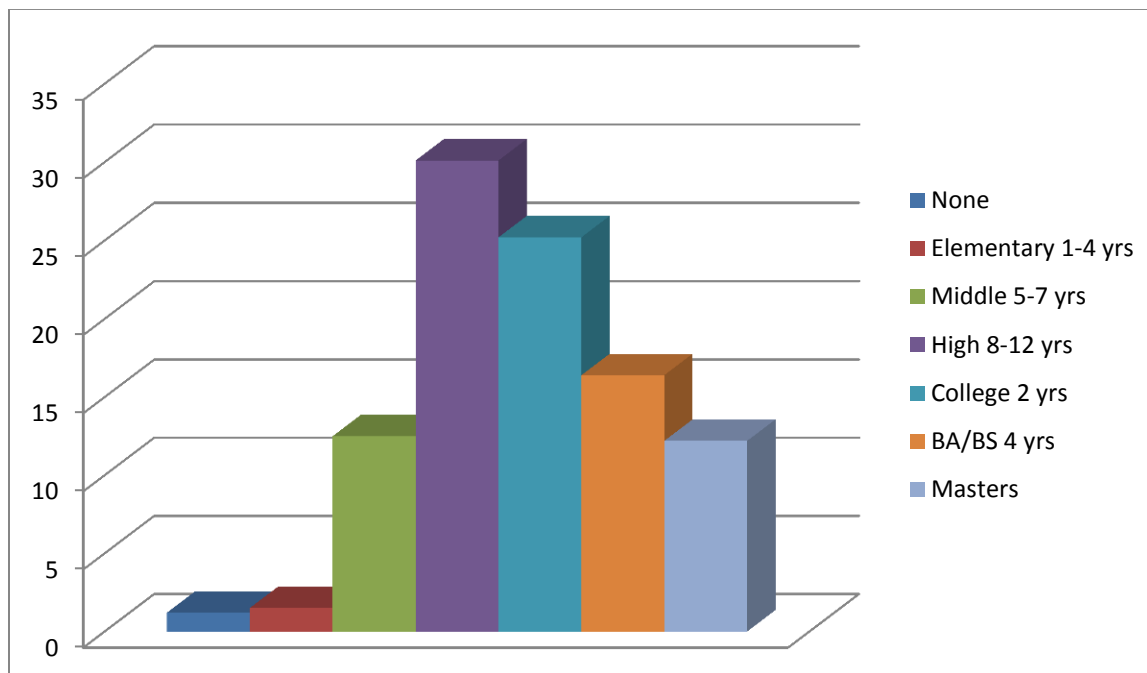


Fit in Research Design

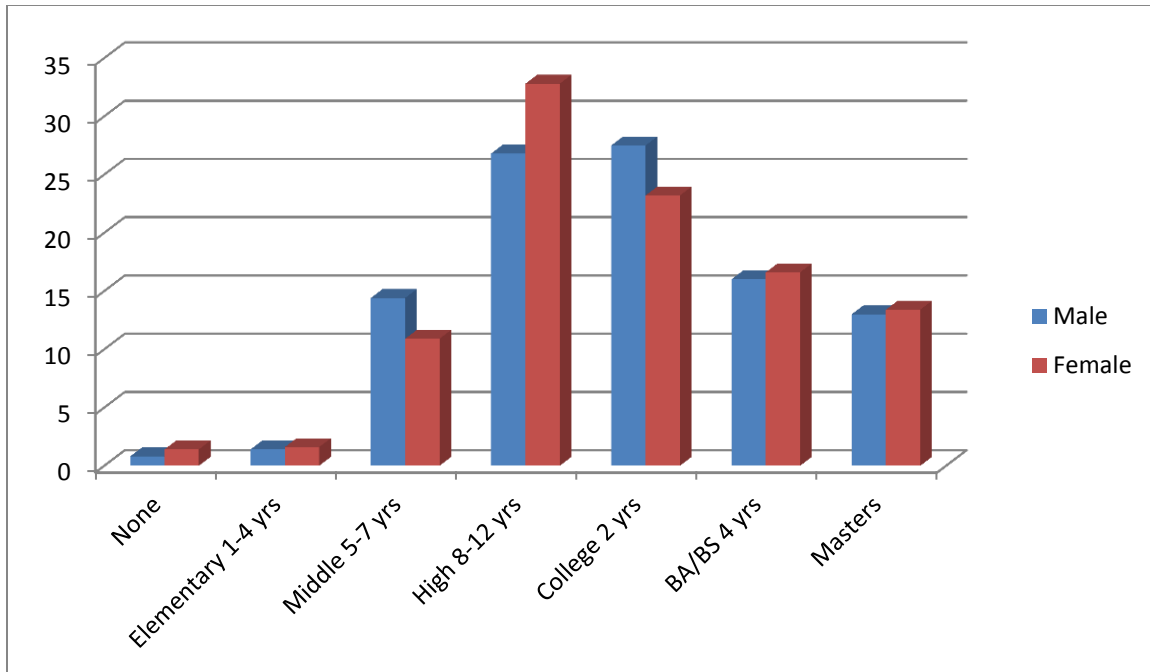


Ideally, the number of respondents in each category would be similar to ensure equal representation of all people in society. These results may be different because after the criteria of necessary respondents was met in one day, if time allowed, they were able to continue conducting interviews outside of the daily quota. The category with the least number of respondents was both males and females ages 31-45. This is most likely be attributed to the people of this demographic being the income generator of the household and therefore not available for interviews during working hours. The methodology MRI uses tries to minimize this factor by altering the start time each day so that these people have an equal opportunity of being surveyed as the rest of society but sometimes this is difficult to guarantee.

Educational Attainment



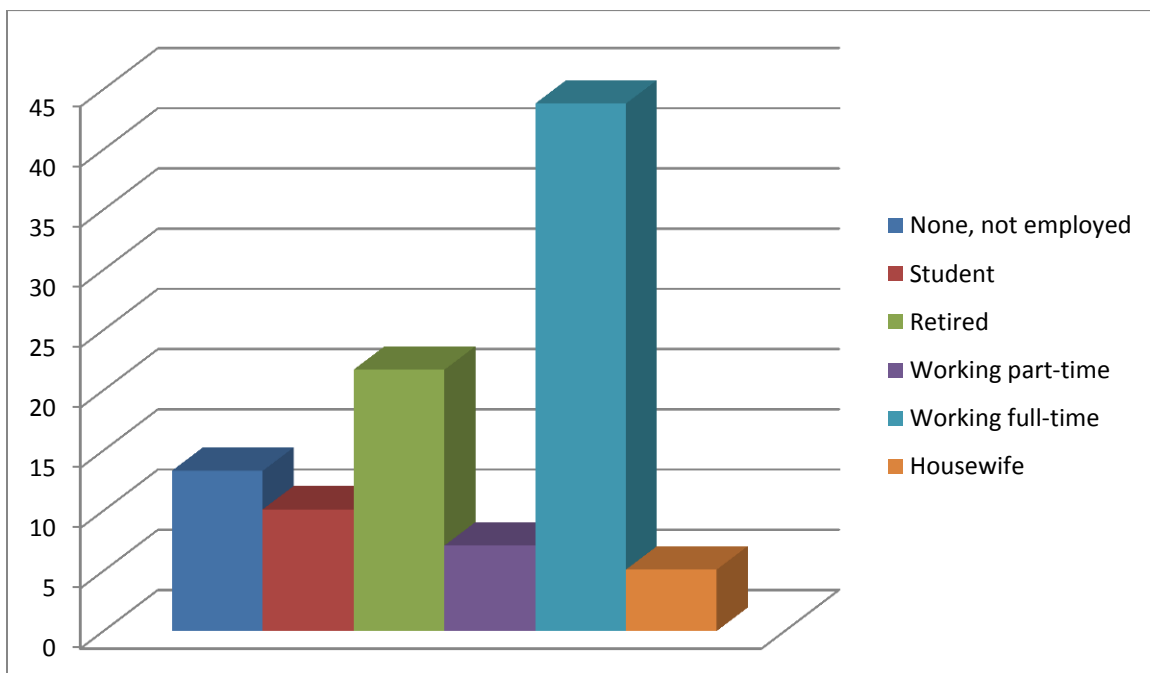
Over 50% of the respondents have finished one kind of post-secondary education (25.2% College, 16.4% BA/BS, 13.2% Master's level). 30.1% of respondents have finished at least one year of formal high school education while 1.2% of respondents did not attend any educational institution.



This figure shows the percentage of people within each gender who had completed various levels of education. More females reported that they have completed at least one year of high school while more males completed college (2 yrs). In higher education, the percentages between the sexes even out.

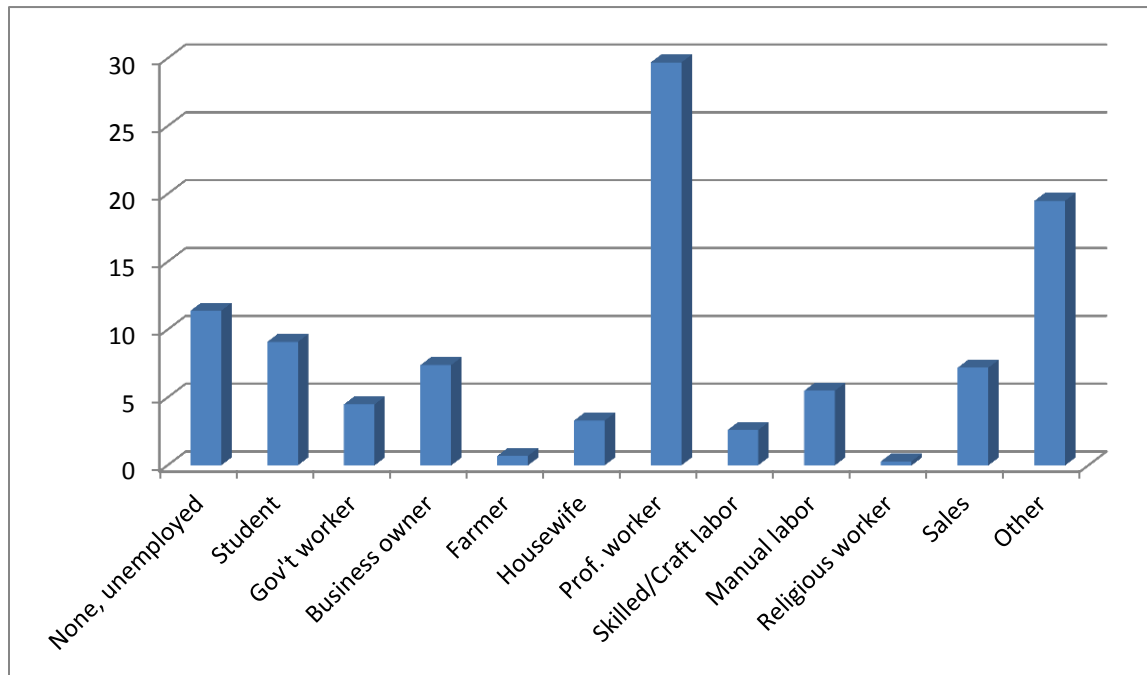
Occupation

The interviewers asked the respondents about their current working status.



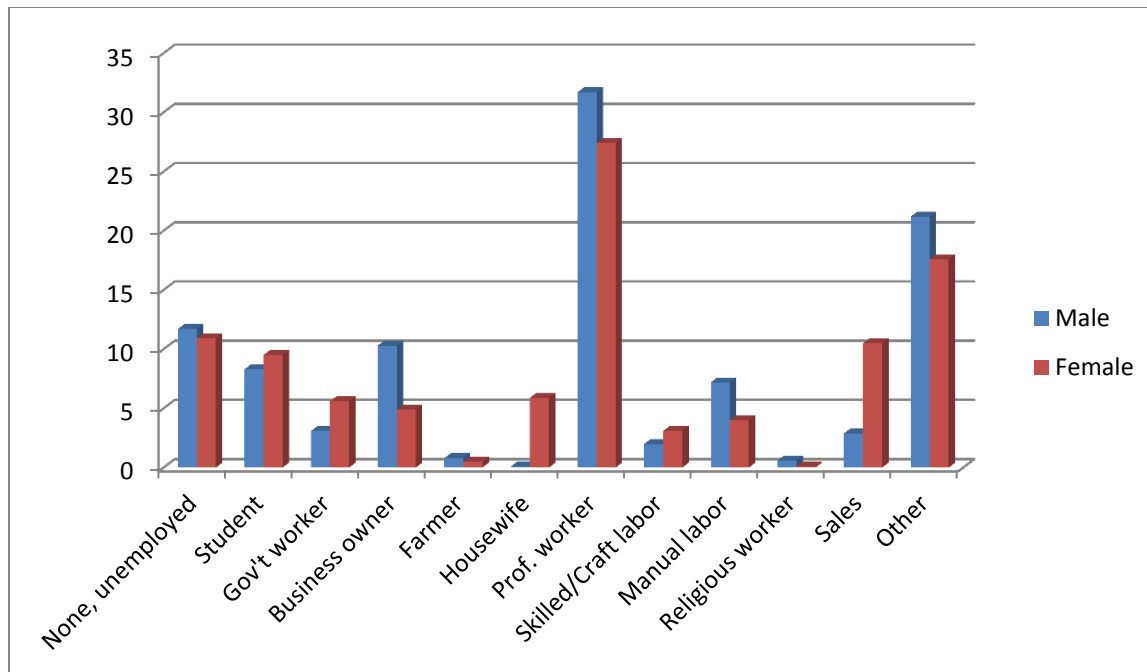
It is possible to have more than one status which was the case for 35 respondents. Some responded that they were students as well as having a part-time job etc. 43.8% of people surveyed said they had full-time jobs, 21.7% said they were retired and 13.3% said they were not employed.

The next chart looks at the responses about occupations.



29.5% of respondents reported that they were professional workers, the highest among all the occupations listed. 19.5% said their occupation was not mentioned and chose the “other” category. 9.1% said they were students, 7.4% were owners of businesses and 7.2% worked in sales. Farming as an occupation was selected by very few people. This was expected since the surveys were mainly conducted in urban settings. Only 9 individuals out of the 2667 surveyed said they were religious workers.

The differences according to gender is illustrated in the next chart

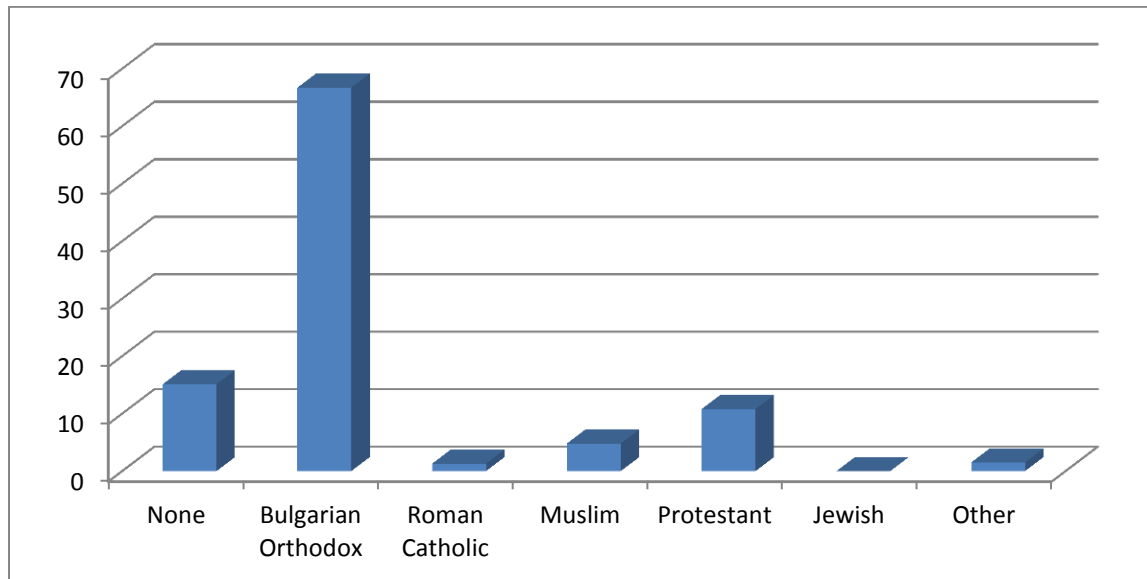


There are a few occupations where there are some distinctions according to gender. For instance, twice as many males reported to own a business than females. There are more women (10.5%) involved in sales than men (2.9%). Interestingly, more women reported working in the government than men. This is usually a male dominated profession. More men said they were professional workers compared to women but the discrepancy is not alarmingly large.

Marital Status

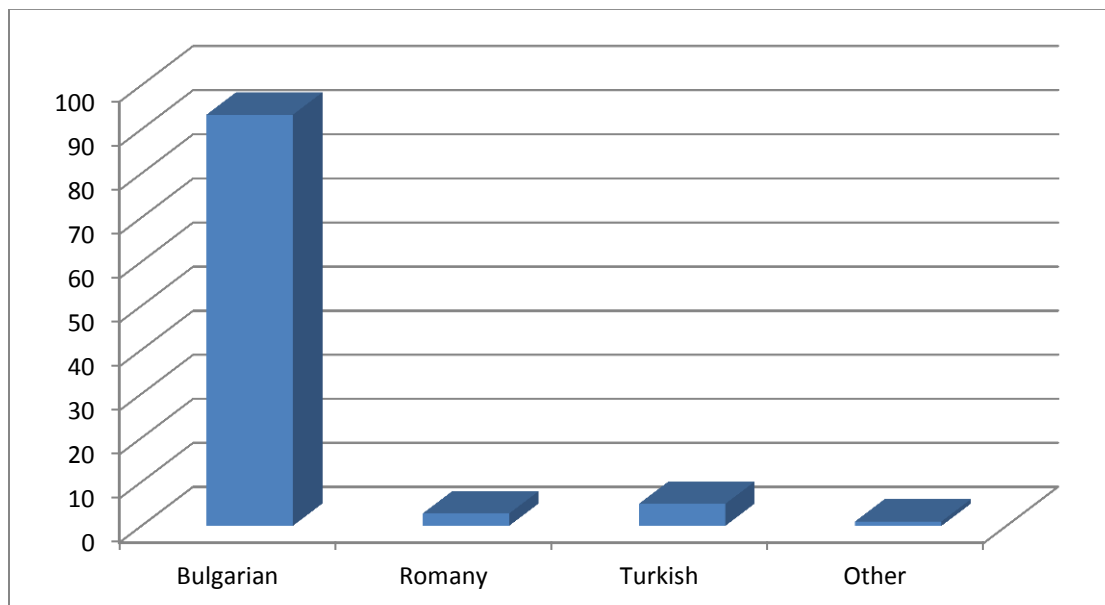
Over half of the people surveyed reported that they were currently married (52.8%). 31.2% said they have never married which upon further analysis, 87.4% of those are under 35 years of age. 6.8% said they were divorced and another 9.1% were widowed.

Religious Background



The majority of the respondents had religious background in the Bulgarian Orthodox Church which was followed by the Protestant church. 4.8% of respondents were followers of Islam. 15.1% said they had no religious background.

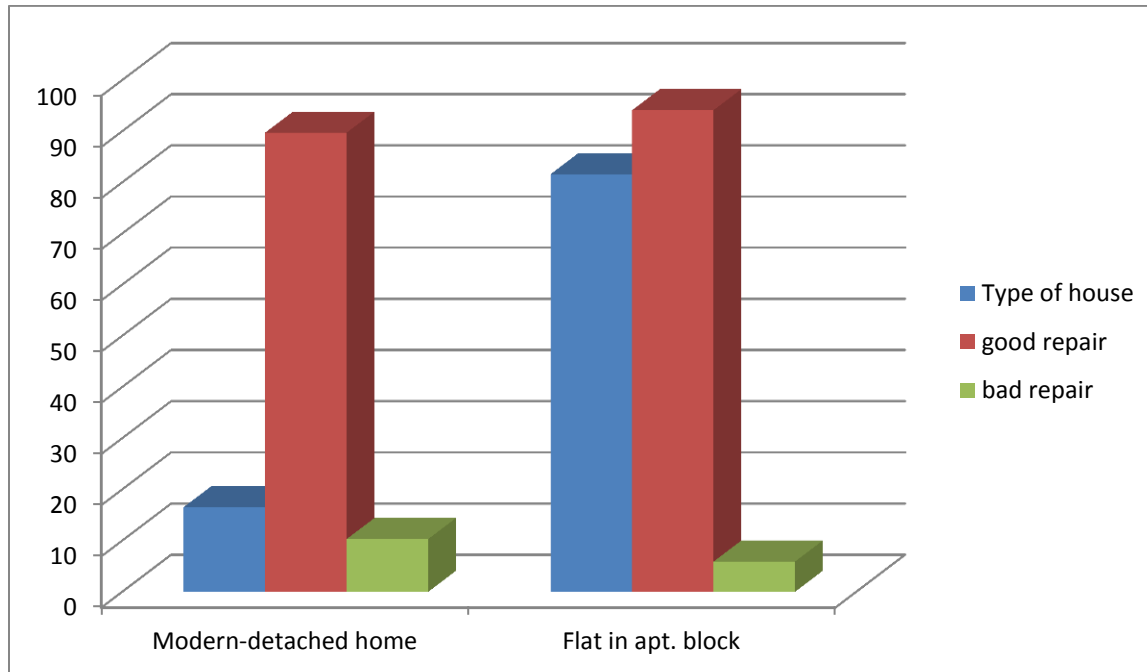
Languages Used in the Home



Bulgarian is used by the majority of respondents within the household. Turkish is used by 5% and Romany 2.8%. 1% of the respondents used a different language but the responses in the allocated write-in space were not translated from Bulgarian into English so we have no way of knowing which other languages were spoken.

Type of Dwelling and State of Repair

The interviewers were asked to record the type of dwelling the respondents lived and also judge whether or not the house was in good or bad repair.



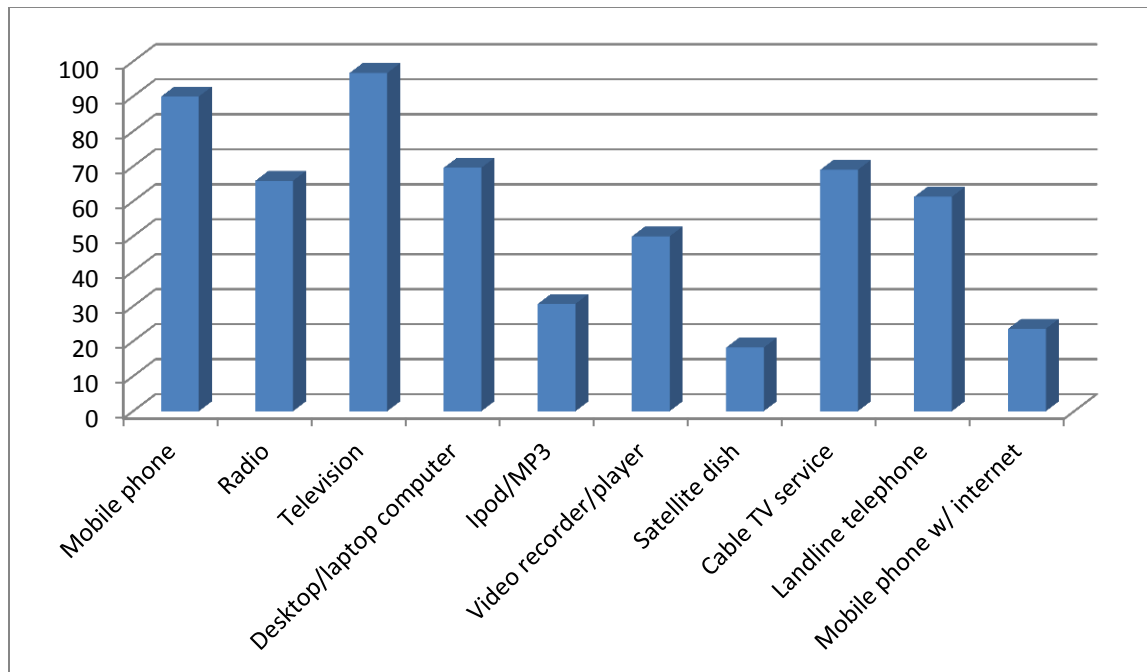
The two main types of housing in the cities where the surveys were conducted were modern-detached houses (16.5%) and flats in apartment complexes (81.6%). The interviewers reported that almost 90% of the houses were in good repair. Over 94% of the flats were in good repair. 1.7% of respondents reported living in “other” housing and 0.1% said they lived in a squatter home.

Means of Transport

Of all the respondents who owned vehicles, 55.4% said they owned a car. 2.7% owned a motorcycle and 2.4% owned a scooter. Of those who reported they own a car, 29.8% use it daily and another 7.3 said they use it almost every day. When we look at how often people use their car according to gender there is a significant difference according the gender of the respondent. 37.8% of males who use a car do so daily compared to 23.5% of females. Because the surveys took place in cities, public transportation is readily available. There are also a number of intercity buses that during my travels were always full to capacity.

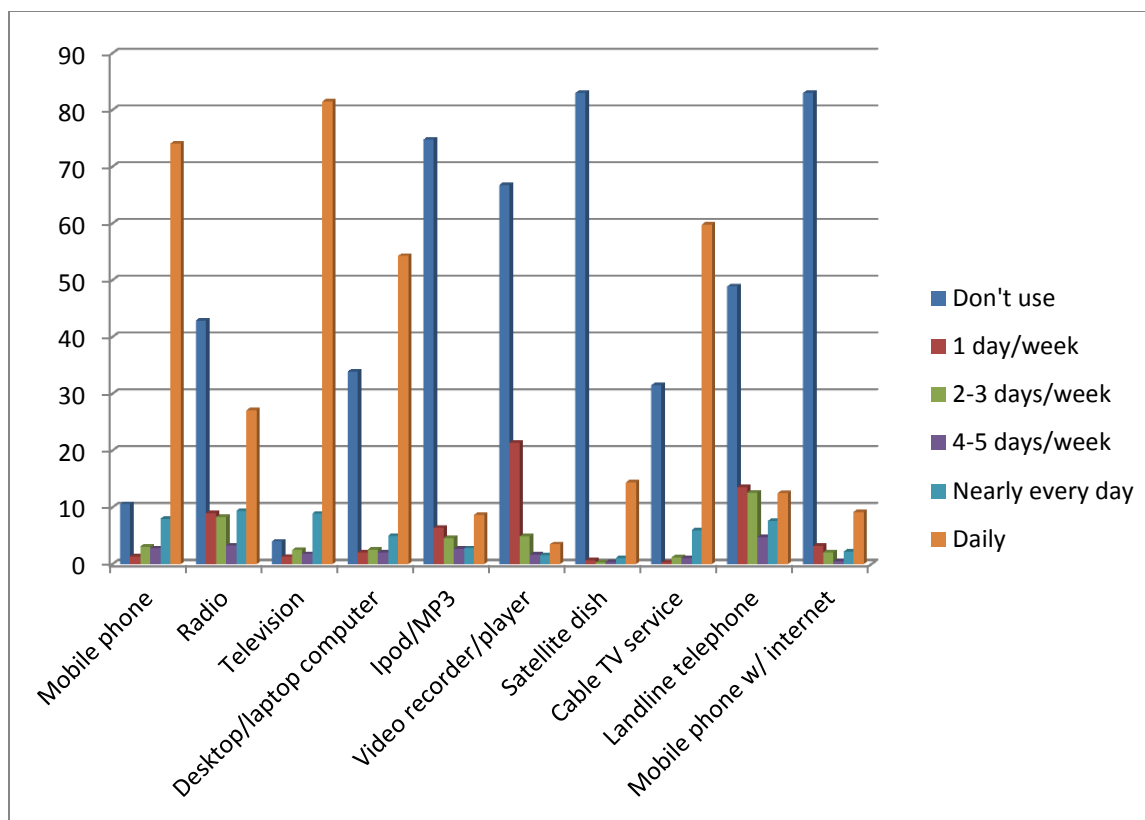
Ownership of Technologies and Media Behavior

MRI asked the respondents about their ownership of media technologies.



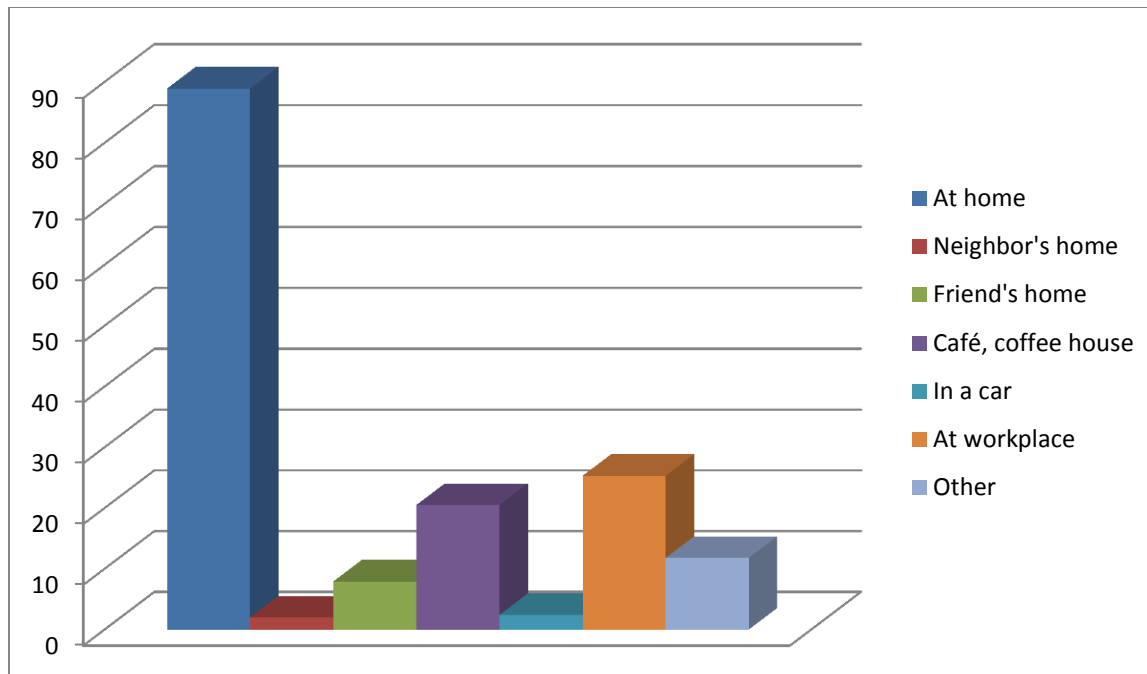
There is a high penetration level of television sets (96.7%). 69% of the respondents also reported having cable TV service. 90% of respondents owned mobile phones while only 23.6% said they had a mobile phone with internet capabilities. Desktop/laptop computers ownership is just under 70%. Radio is slowly becoming a media technology of the past. In this survey, just below 66% of people said they owned a radio.

MRI also asked the respondents how often they utilized these technologies.



Respondents reported that the media technologies they used most often, on a daily basis, included television (81.5%), mobile telephone (74.1%), cable TV service (59.8%) and desktop/laptop computer (54.3%). In the previous chart, 65.9% of respondents reported owning a radio but when we look at usage, 42.9% said they don't use it. Only 27.1% reported using the radio on a daily basis. There isn't any difference in use between the sexes.

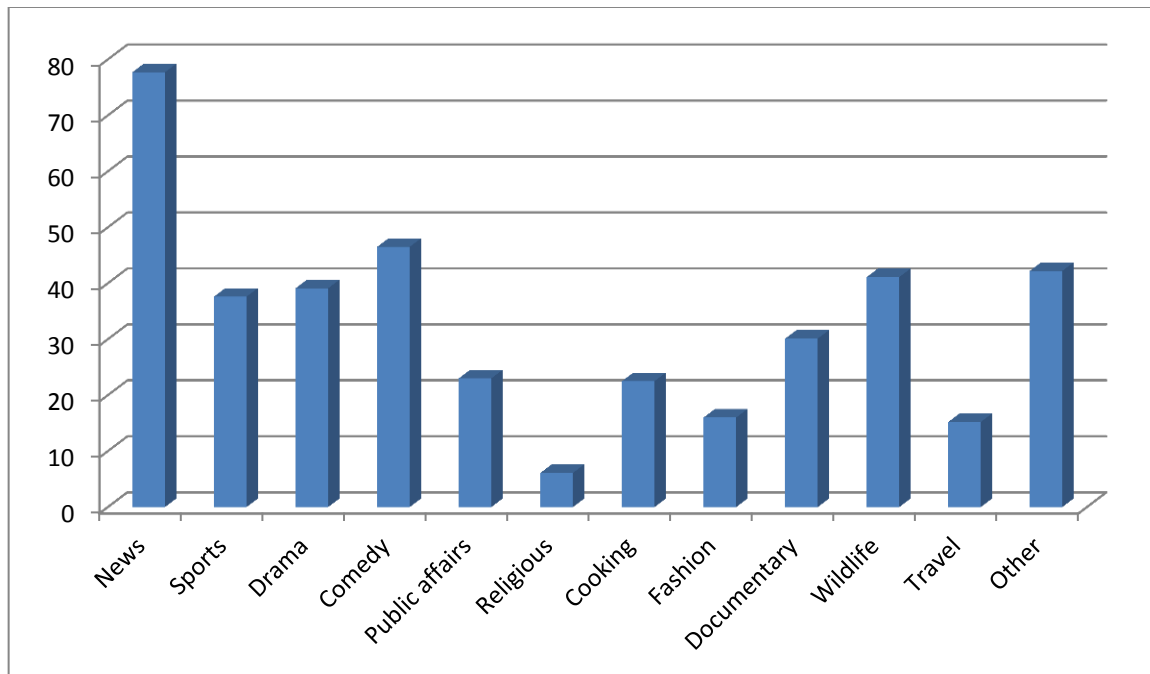
MRI asked the respondents about internet connectivity in their households and discovered that 67.4% had the ability to connect in the place they live. Of the households with internet connectivity, 98.1% reported that it was always available through LAN (local area network). 33.3% of people surveyed said they had used a wireless internet connection. The following chart illustrates the location in which people used a wireless connection.



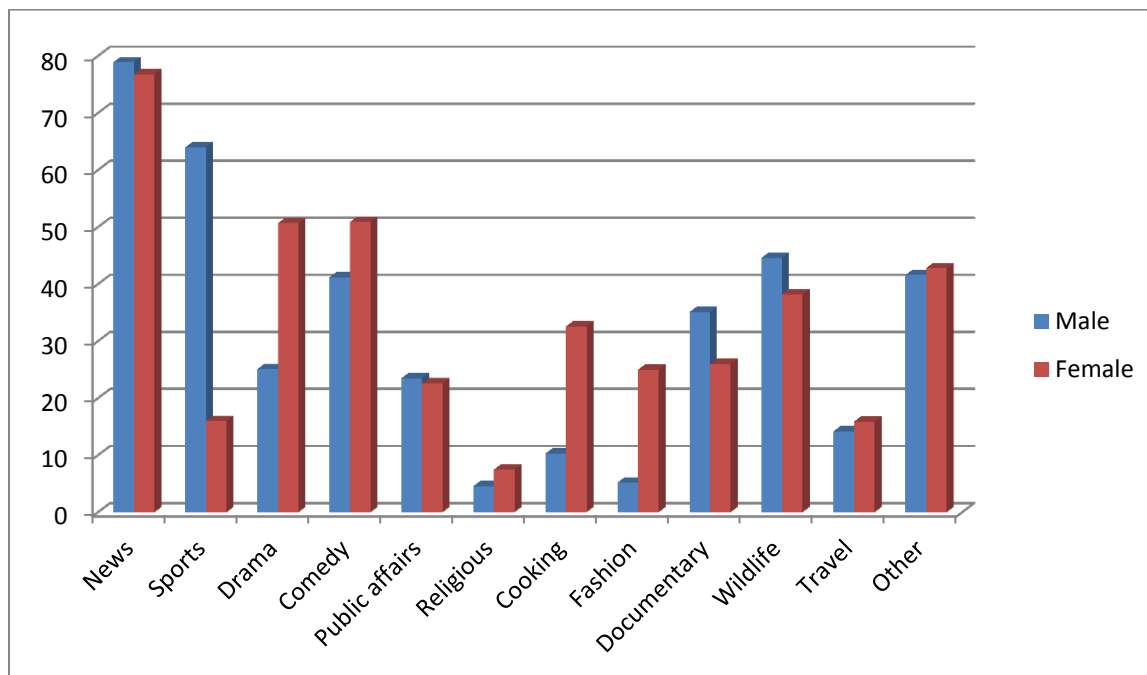
The majority of people said they used wireless internet at their home. The other places where this connection was used most often were at their workplace (25.3%) or at a café or coffee house which provides the service to its customers (20.5%).

The next series of question were designed to uncover the respondent's usage and behavior with television. MRI asked people if they watch TV at home as well as outside the home, which programs they watch in both places, with whom do they watch and the times they do so.

95.7% of the respondents in these three cities watch television within their homes. The types of programs the people surveyed said were their most favorite to watch are illustrated in the next chart.

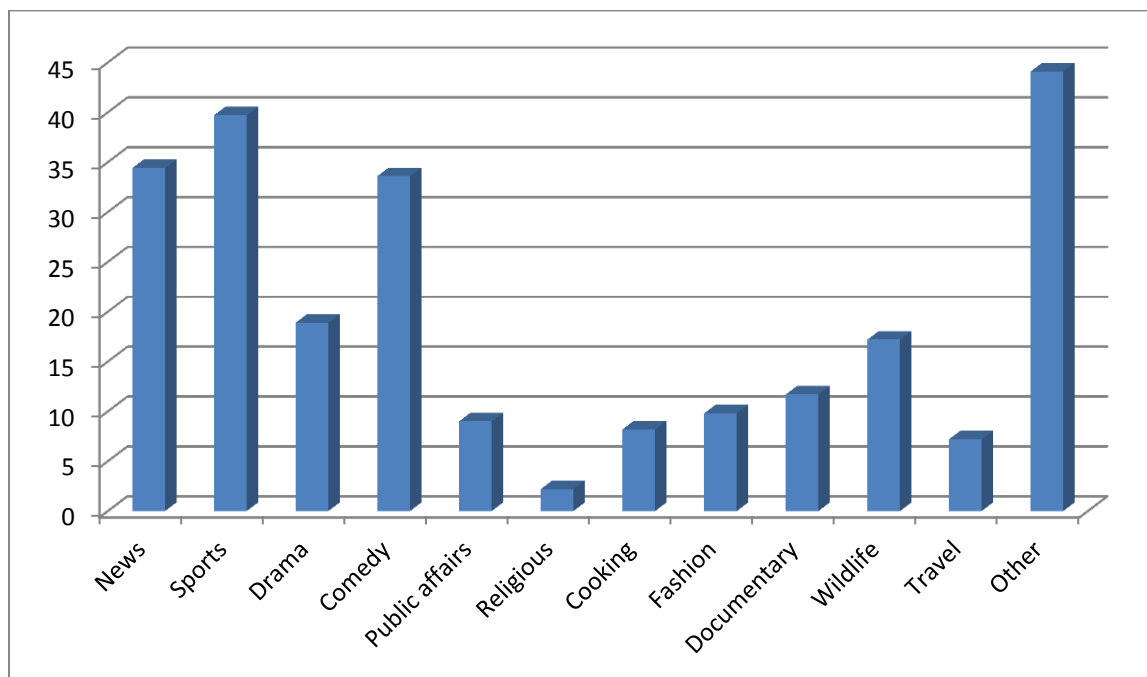


By far the most popular and favorable television program among the respondents is the news (77.7%). This type of program was over 30% higher than the next most popular, Comedy programs (46.5%). Wildlife programs were mentioned by 41.1%, Drama programs by 39.1% and Sports programs 37.6%. The least viewed programs were religious in nature with only 6.1% reporting that this type of program was among their favorites.



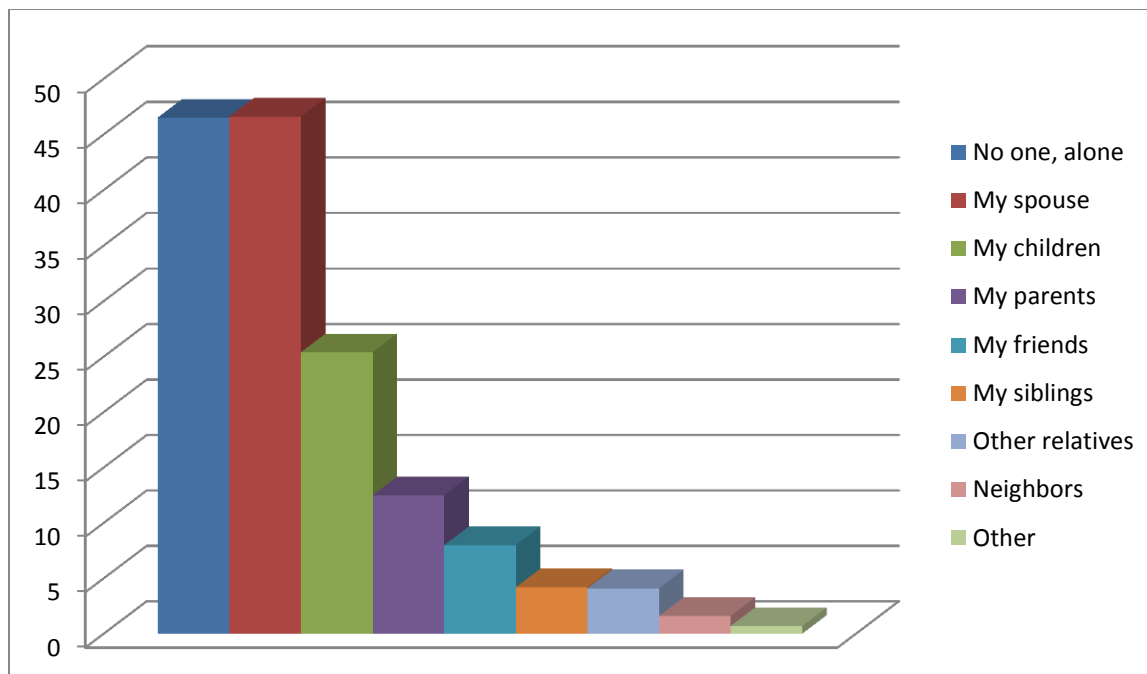
From a gender perspective, more males watch sports on TV than women, 64% vs. 16% but on the flip side, more females watch drama than males, 50.7% vs. 25.1%. Other programs females reported watching more than men were cooking and fashion shows.

When asked if they watched TV outside the home, 25.5% indicated that they did so. By gender, more males watched television outside of the home than females, 29.3% vs. 22.3%. Again, MRI asked which programs were the most favorable to watch outside the home.

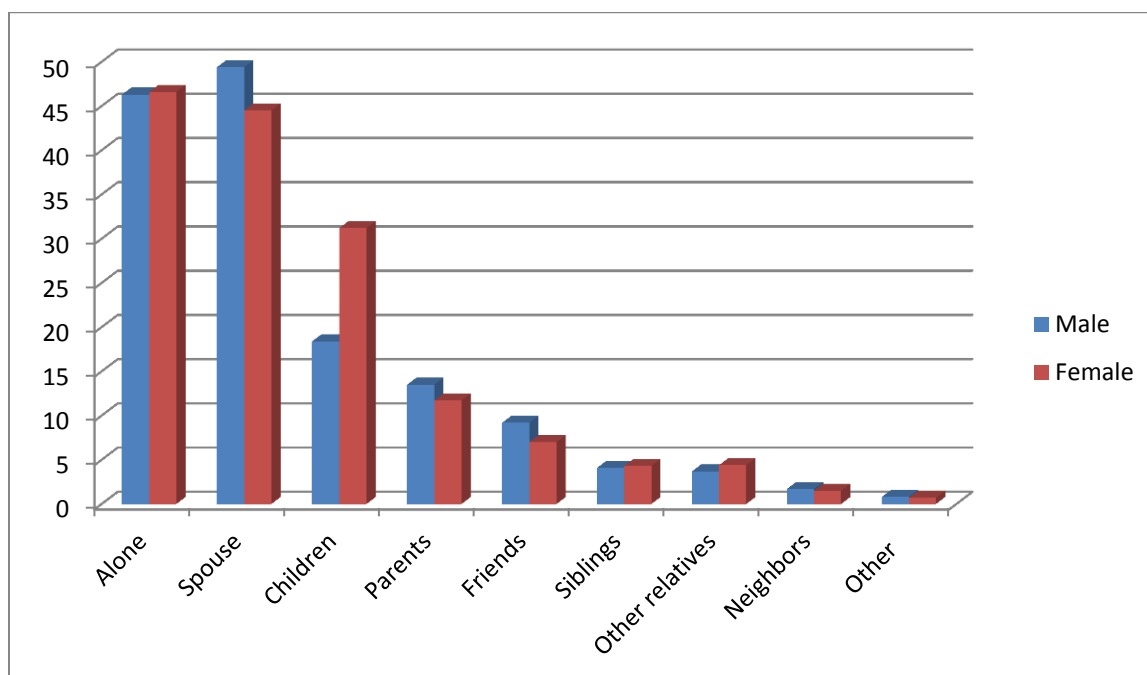


Outside the home, the respondents' favorite TV programs shift towards Sports programs. There are more people who said they watch sports programs outside the home than at home. The cause of this maybe lack of coverage or simply because it is more enjoyable to watch sports with others whether friends, family or strangers in a sports bar. News (34.4%) and Comedy (33.6%) were still among the most favorable television programs outside the home. Drama and Wildlife programs were considered much less as a favorite program type when not viewing in the household.

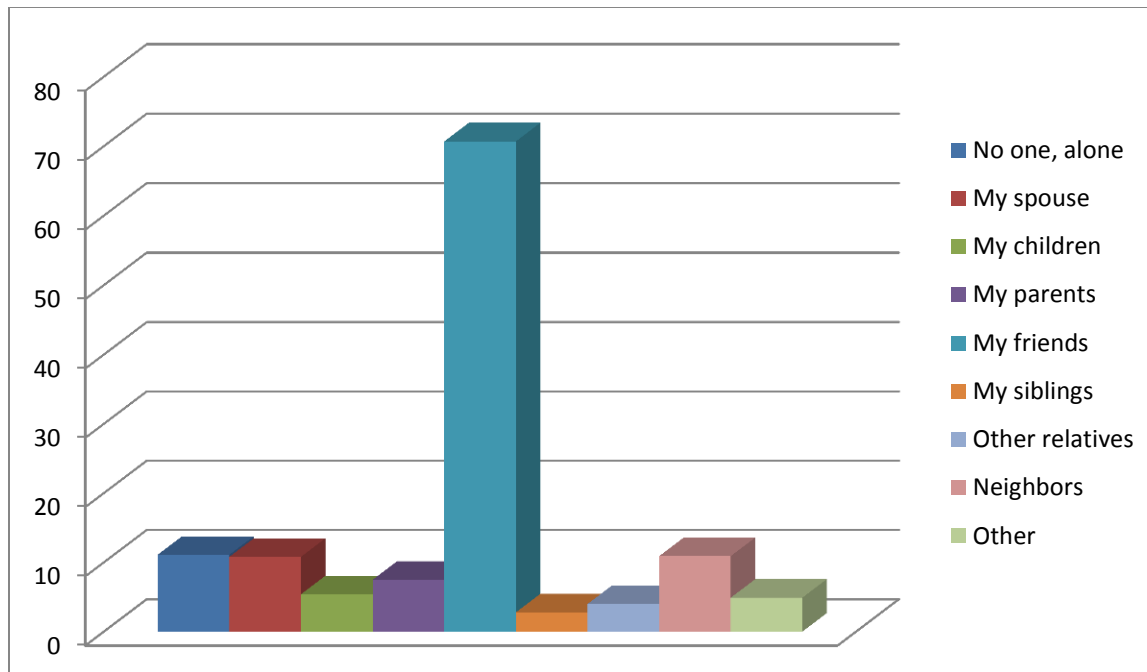
Watching television is a past time that can be done alone but is also one that is enjoyable with friends and family. MRI asked the respondents with whom they watch television both at home and while outside the household.



Within the home, people reported they usually watch television alone (46.6%) or with their spouse (46.5%). 25.4% watched television with their children and 12.5% watched with their parents. The number of responses for the rest of the categories was under 10%.

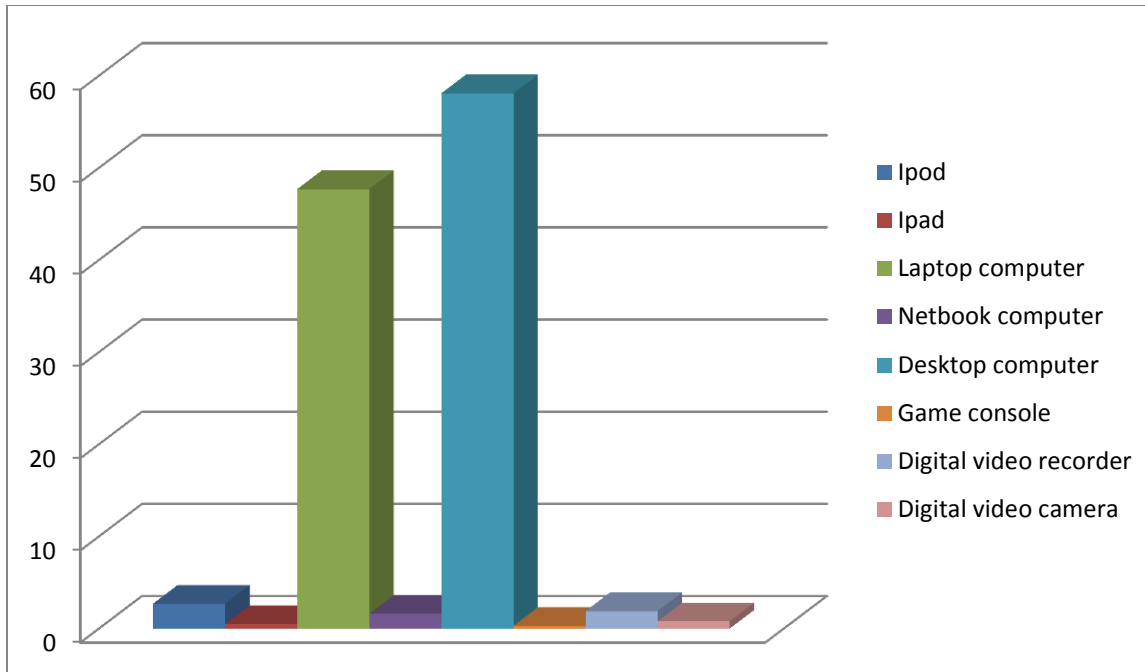


The only significant difference with who males and females watch television is when children are involved. 31.2% of women watch with their children compared with 18.4% of males. More husbands also watch with their wives than vice versa.



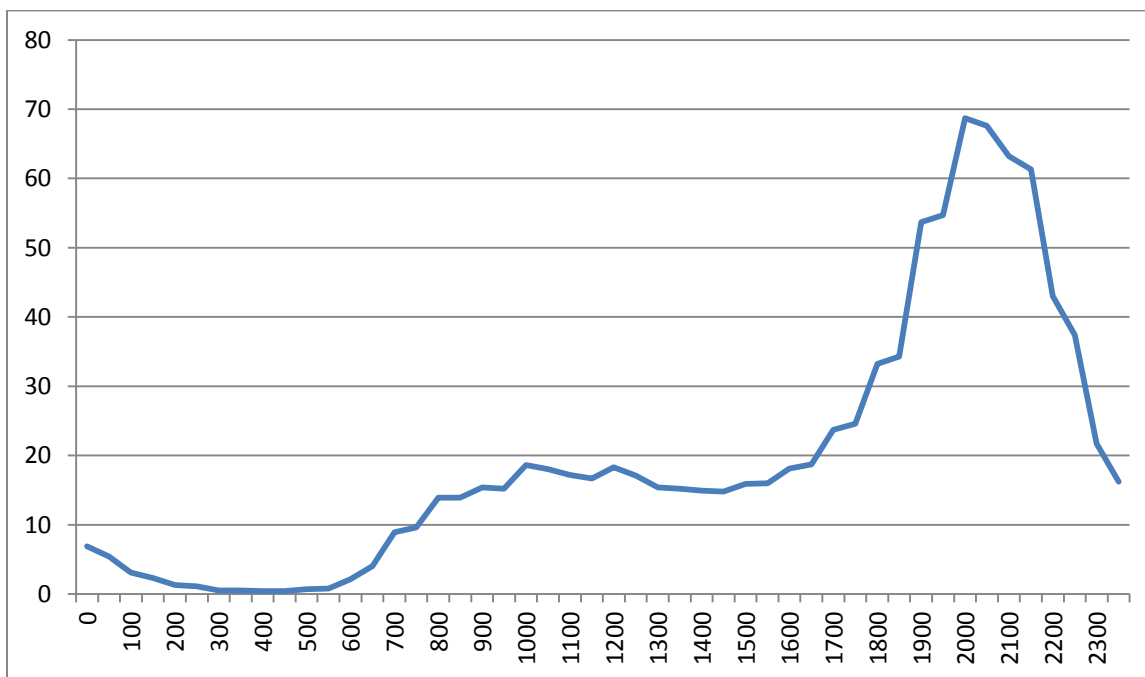
There is an obvious difference with whom respondents watch television outside the home. Over 70% said they watch with their friends. Other options that were mentioned by more than 10% of the respondents were alone (11.1%), neighbors (10.9%) and spouse (10.8%). By gender, more males watch with their friends than females but the percentages are still high for both sexes. 74% of males watched with friends compared to 67.2% of females.

MRI asked the respondents whether or not they watched TV on their mobile phone. Of course internet access over the mobile phone is necessary for this capability. Only 1% of the people surveyed said they have done this. This question was followed by asking people if they have downloaded TV programs onto any other device to watch later. 14.2% of respondents said they have downloaded so we asked them with which device did they use. The results are as follows.

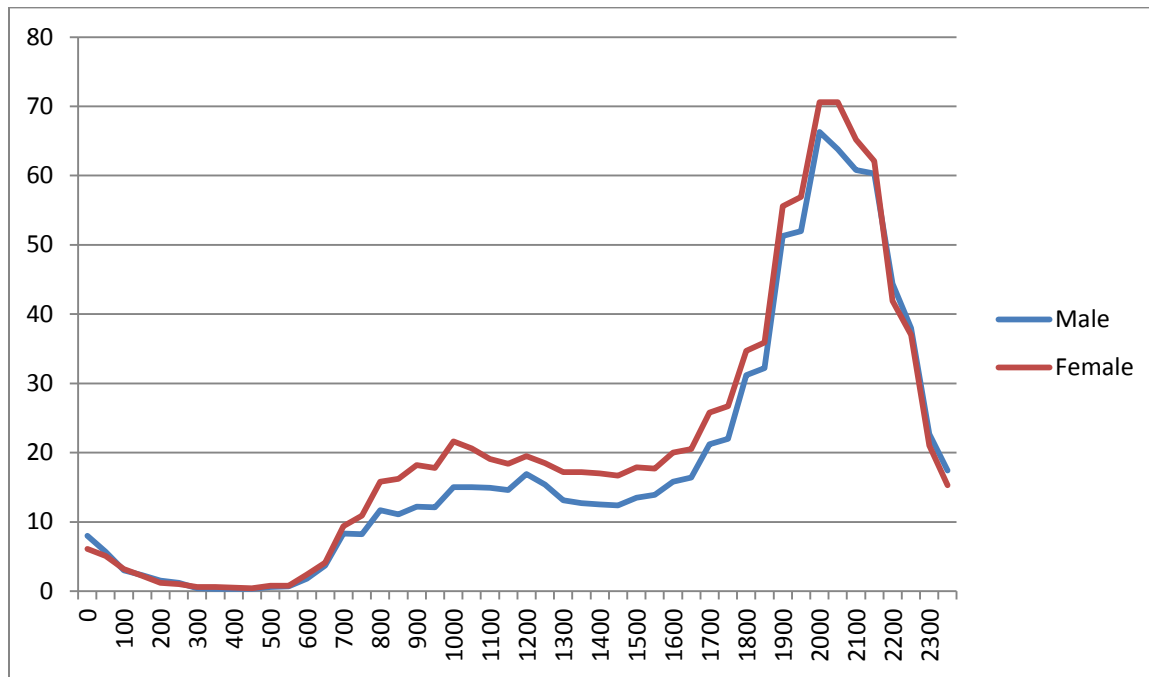


A Desktop computer is the device that is used by 58.1% of the respondents who said they download TV programs followed by laptop computers, 47.7%. Fewer than 3% of the people surveyed said they used any of the other devices mentioned.

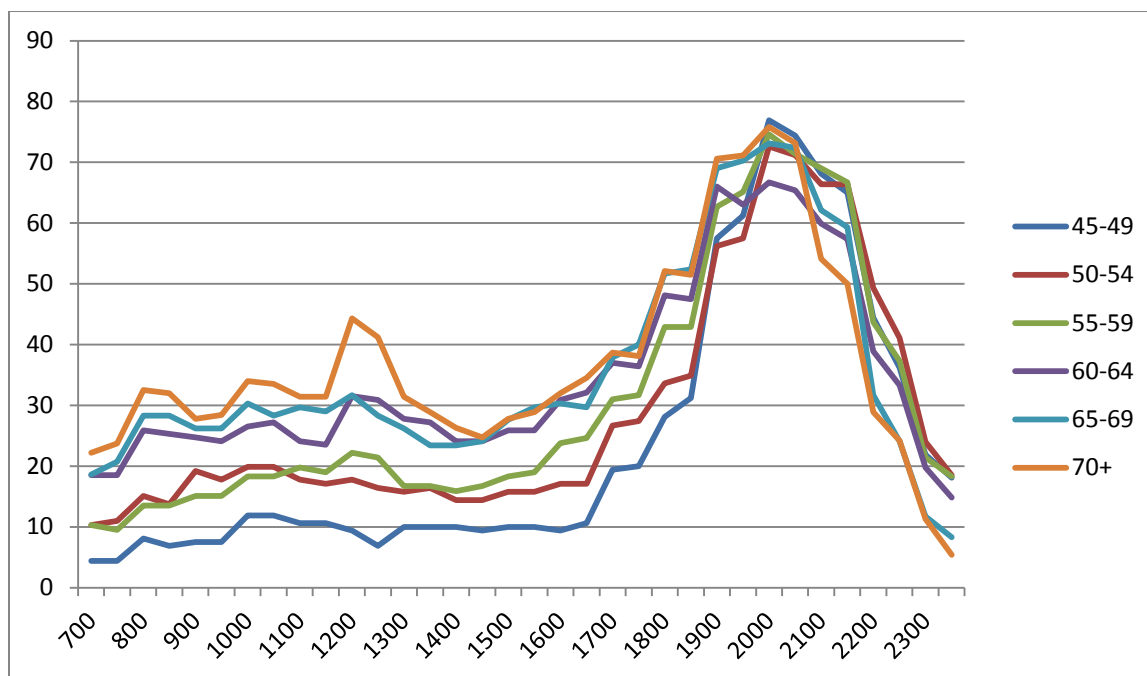
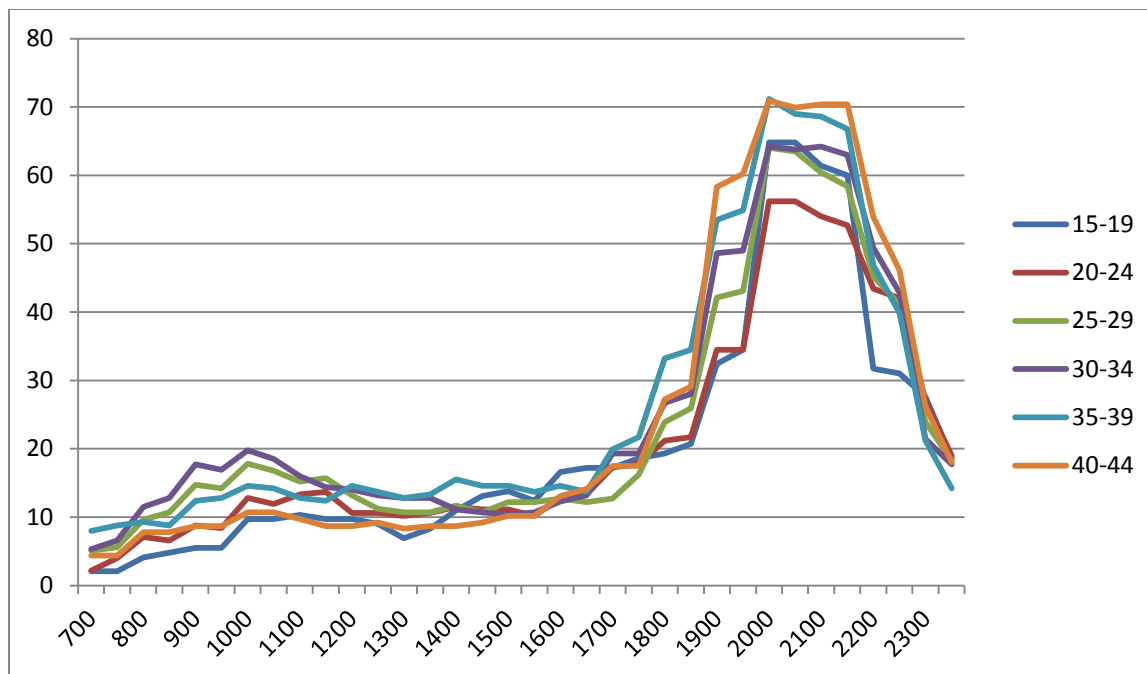
MRI asked the respondents if they watched television yesterday. 83.2% of the people surveyed say they did watch television yesterday. The results of the times people said they started watching are as follows.



The previous chart clearly shows there is a peak television viewing time starting around 1630 and lasting until midnight. The time with the highest percentage of viewers is 2000 when 68.7% of the respondents reported watching television. During the midday hours there are a steady amount of viewers watching from 800 to right before the peak begins with 13.9% up to 18.6% of the respondents reporting watching during this time.



When we separate the responses according to the gender of the respondents there is generally more females who watch television at any given time. The largest disparity in viewership occurred between 800 and 1200. Another time that has significantly more females watching than males is at the peak viewing period. At 2030, 70.6% of female respondents watched television compared to 63.8% of males.

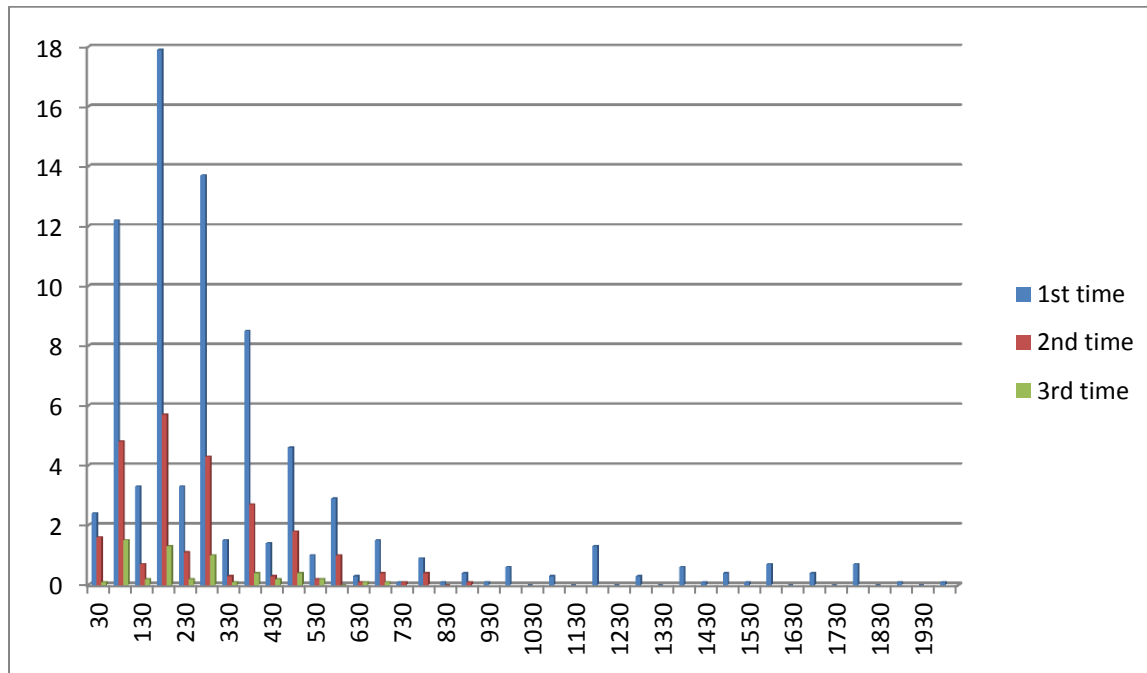


There are very distinct differences when we look at viewing times by age group. A higher percentage of the older generations (60-70+) watch television during the daytime compared to the younger generations. This is most likely due to the respondents' current working status. The younger generations are likely busy with school or work while the older respondents are retired. At the peak viewing time (1639-2359), the percentages of respondents watching jumps. At the highest viewing time, 2000, the group with the lowest percentage was ages 20-24, of whom 56.2% said they watched at this

time. The age group with highest percentage was 45-49 with 76.9%. Seven of the twelve age groups at this time had viewership rates over 70%.

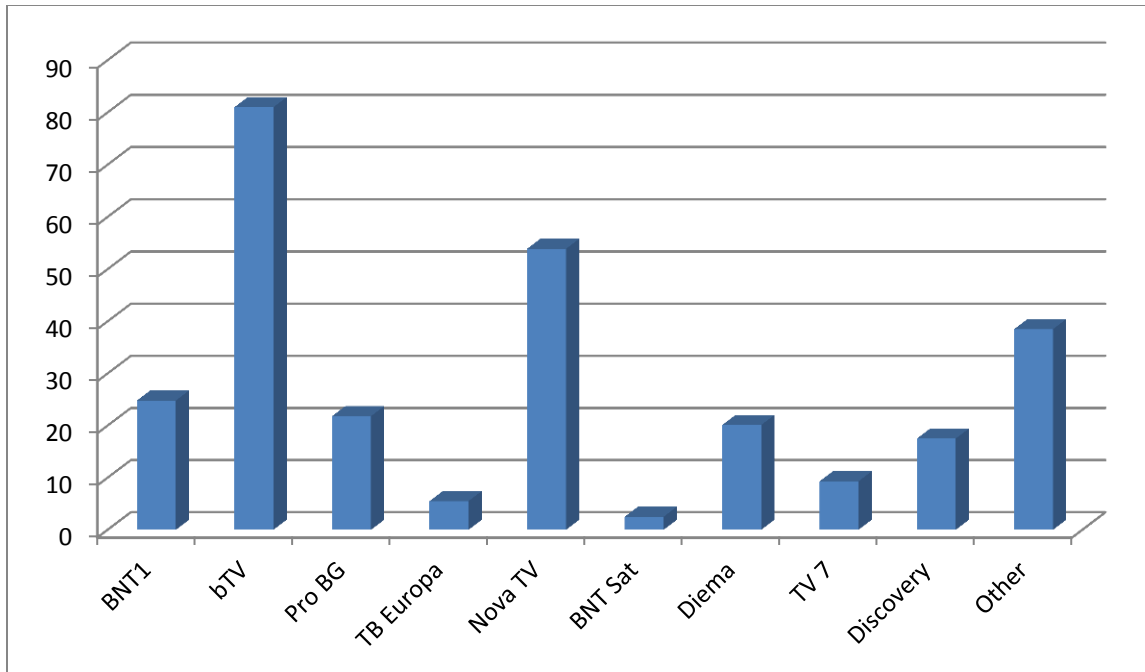
MRI also asked the respondent each time, what the duration of the viewing period was.

Compilation of the duration of all three viewing times

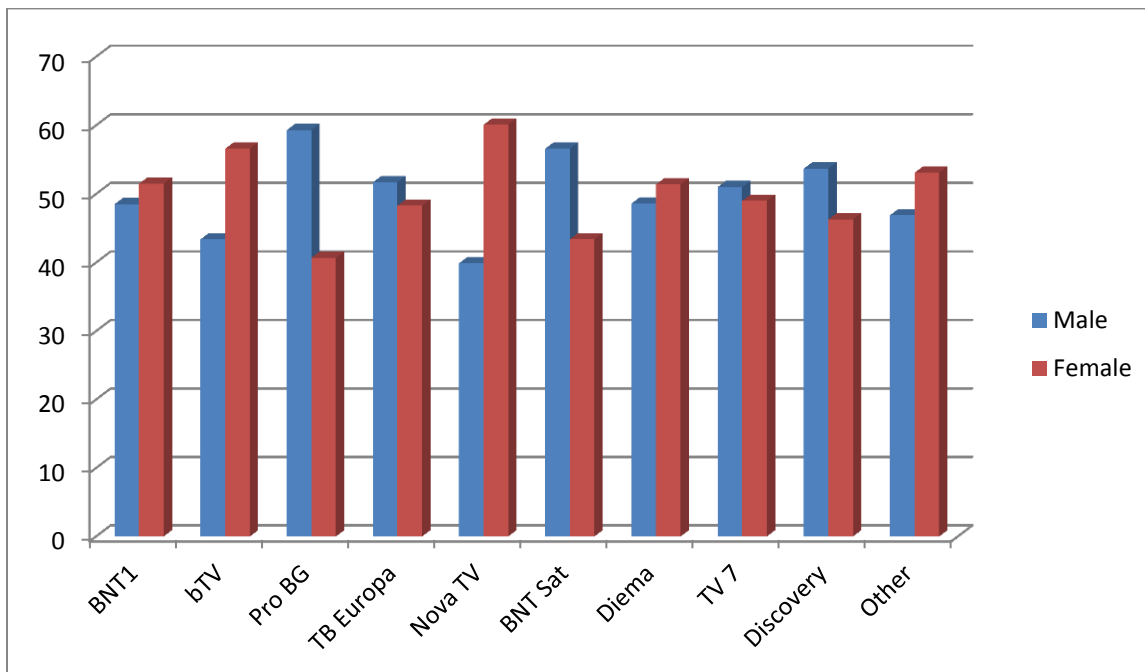


As the chart illustrates, the majority of people watch between one and three hours of television a day and most of this happens during the first time they watch in a given day. Fewer people mentioned that they watch a second time and even fewer a third but the duration is generally the same, one to three hours.

Channels the respondent reported watching the longest yesterday.

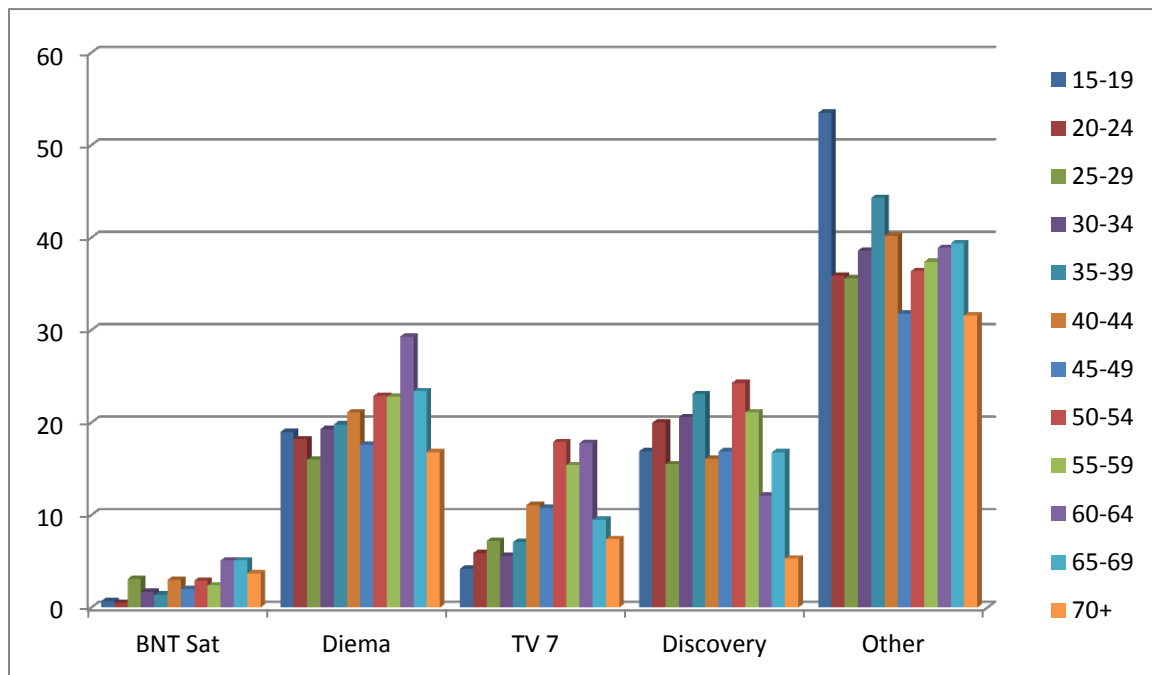
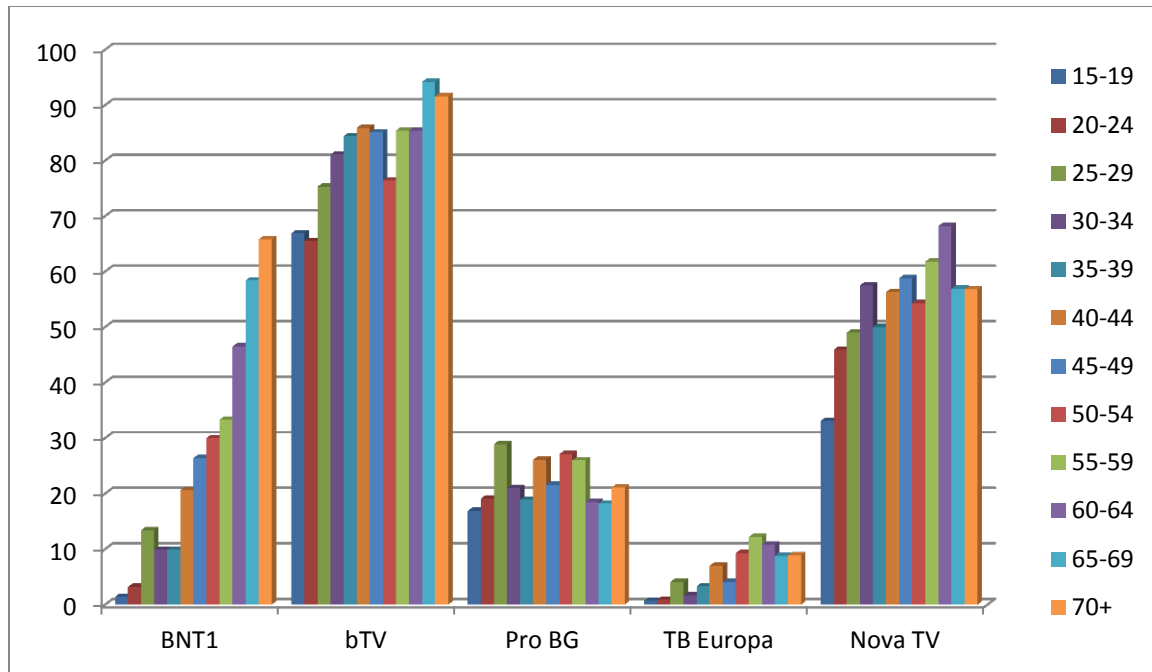


bTV is the channel watched most often according to 81% of the respondents. The second most watched channel is Nova TV which 53.9% of the respondents reported watching. BNT 1, Pro BG and Diema were mentioned by 20-25% of the respondents. 5.5% of the respondents said they watched TB Europa while watching TV yesterday.



If we separate the responses to each channel according to gender, there are some channels that are viewed more often by one gender over the other. Out of all the people who watched bTV and Nova TV,

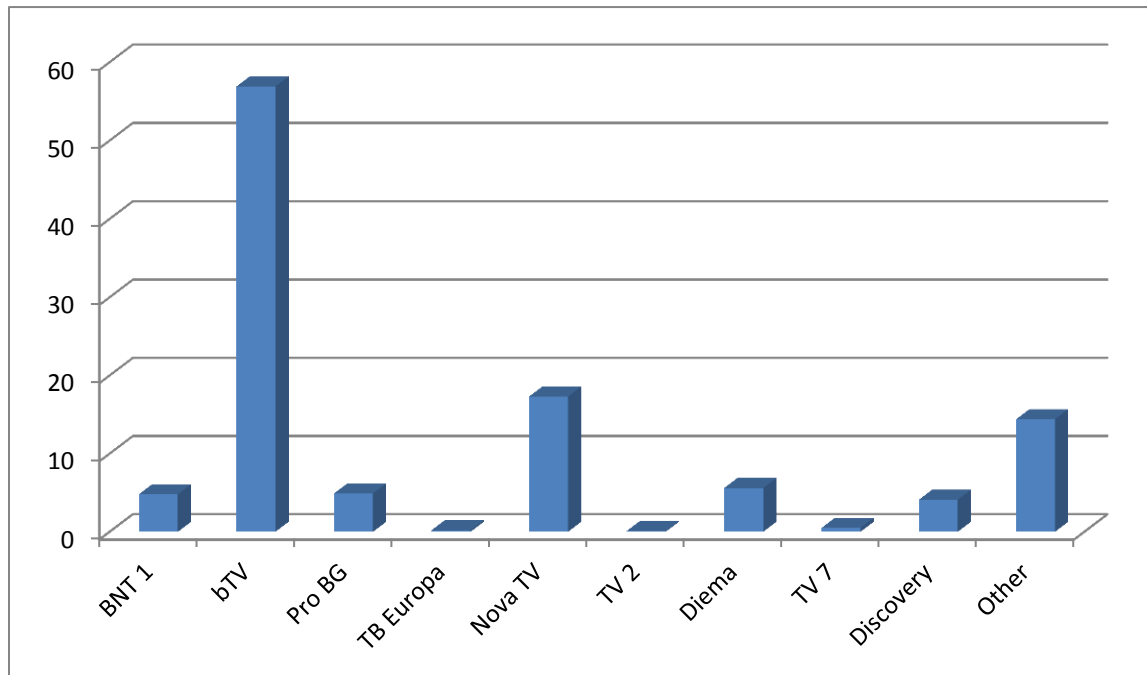
there were more women than men (bTV 56.6% female vs. 43.4% male, Nova TV 60.1% female vs. 39.9% male). The opposite is true for Pro BG, 59.3% male vs. 40.7% female.



These two charts breakdown the viewers of the various channels according to their ages. As you can see for BNT1, this TV station mainly attracts older people as it viewers. bTV, the most popular station, also is more popular with the older generations but still has a significant number of younger viewers. Nova TV, Diema and TB Europa also follow this trend. Pro BG and Discovery viewers are more equally

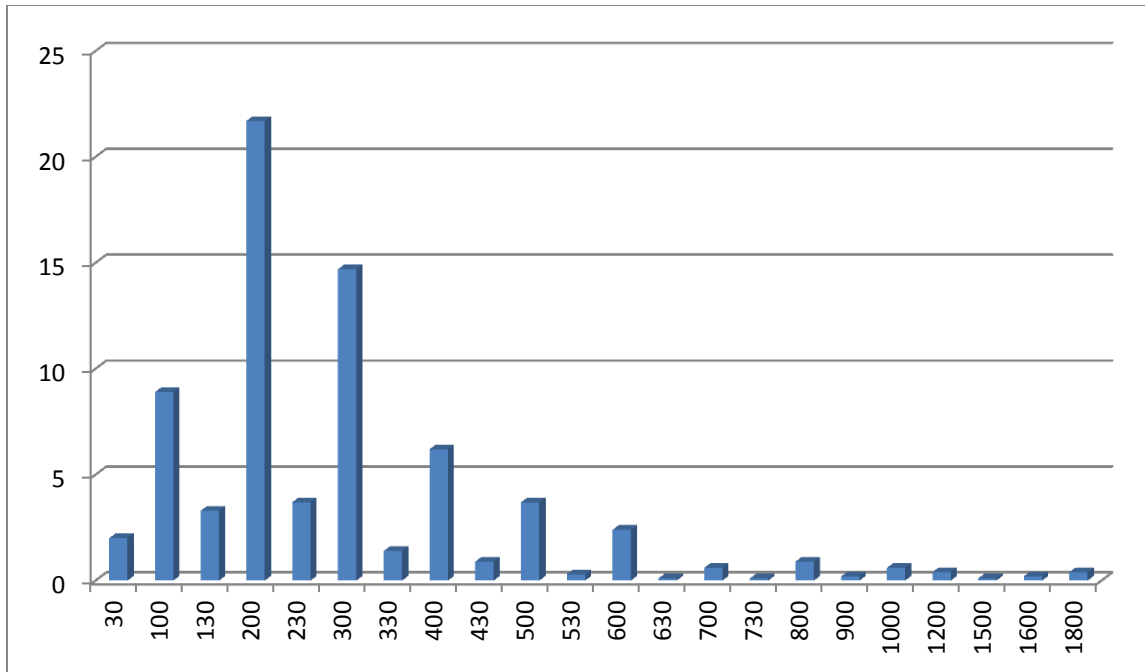
distributed among the various age groups. 53.5% of respondents in the youngest age group reported watching “other” channels more. Much higher than any other age group.

MRI asked the respondents which channels they watched the longest yesterday and the results are as follows.



56.9% of the people surveyed said they watched bTV the longest of all the channels they watched. The next channel that was mentioned most but well behind was Nova TV with 17.3%.

The length of time people reported watching these channels varied greatly. Sometimes the respondents reported watching multiple channels the longest so the next chart illustrates the duration they watched the first channel mentioned.

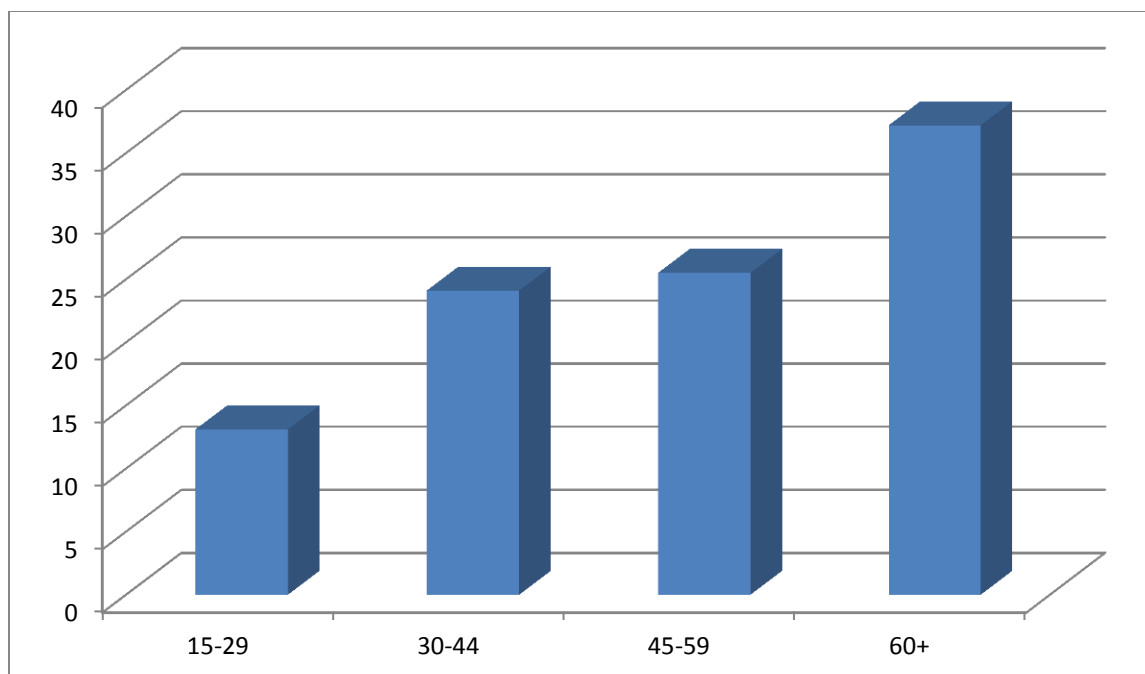


The responses from the respondents about the duration they watched the specific channel the longest had a wide range from 30 minutes to 18 hours. Most respondents watch that specific channel two hours (21.7%). 14.7% said they watched the channel for three hours and 8.9% watched for one hour.

Religious Television Program Responses

“Society and Faith” on BNT 3

Just over 10% of the respondents have watched the program “Society and Faith.” Of all the people who watched this program, 61.4% were female, 38.6% male. The age breakdown is as follows.

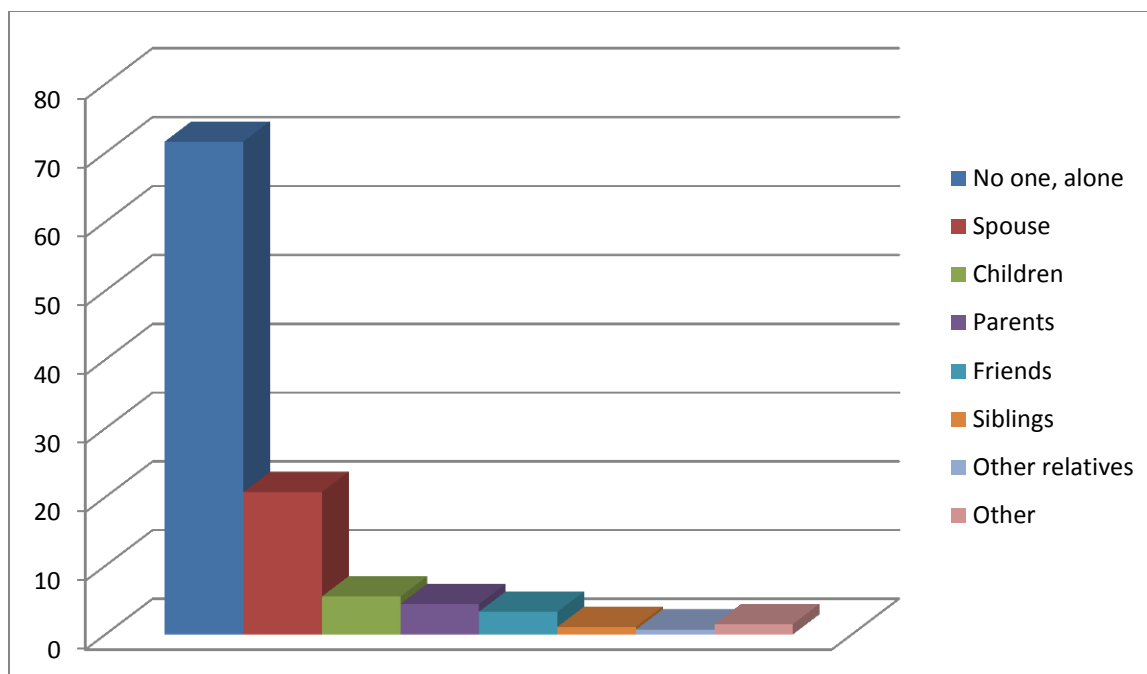


The age group that watches "Society and Faith" in the greatest number is older, with over 35% above the age of 60. The younger generation appears not to not as interested in the program, but this may be due to the day and time that it is aired.

55.8% of viewers were female and 44.2% were male. 77.2% of the respondents who watched had a Bulgarian Orthodox background. 14.5% of the viewers were of protestant background, 4.3% had no religious background and 1.8% were of Islamic background.

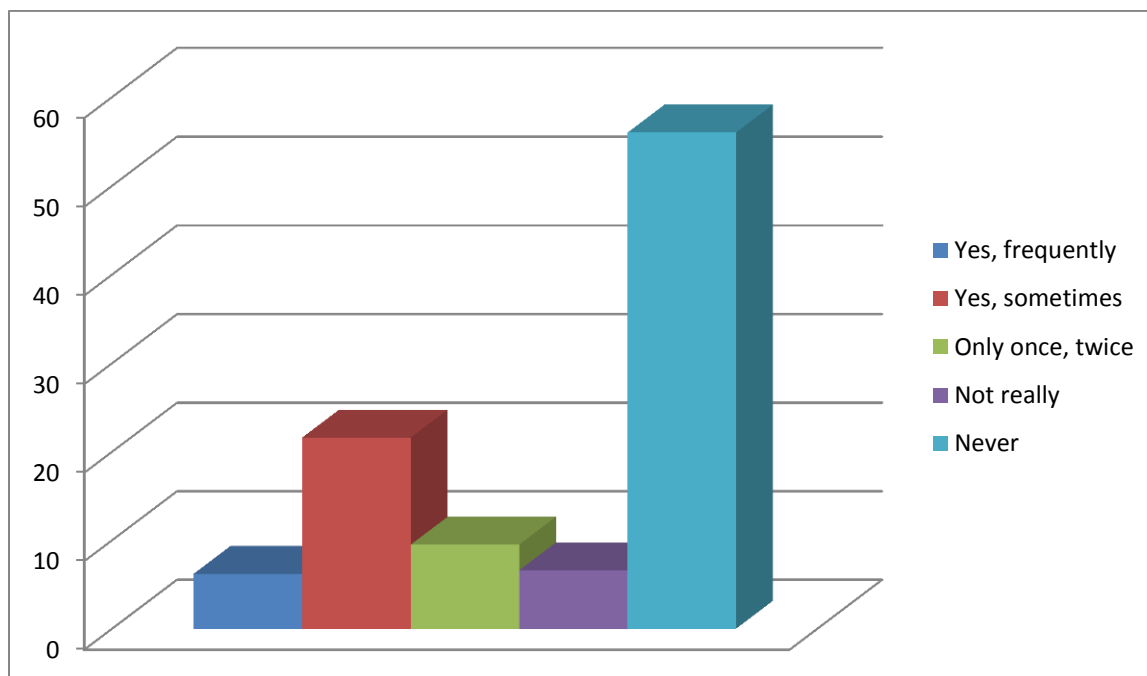
18.2% of those who answered 'yes' watched the program in the previous week. Of those who responded that they didn't watch the last episode, 24.1% watched the week before, 21.5% in the last month, 29.4% longer ago and 25% could not recall the last time they watched. The respondents were also asked to evaluate this program. 3.4% said "Society and Faith" was the best one they watched while 44.8% said it was better than most. 46% said this program was about the same quality as other television programs. 4.6% said it was worse than most and another 1.1% said it was the worst one they had seen.

MRI asked with whom people watched "Society and Faith."



Most of the respondents who watched “Society and Faith” did so alone (71.6%). 20.7% watched with their spouse, 5.5% with their children and 4.4% with their parents.

MRI asked the viewers of this program if they talked about the content of the show after viewing.



6.2% said they frequently talked about the content and 21.6% did sometimes. 56% of the respondents never talked about the content.

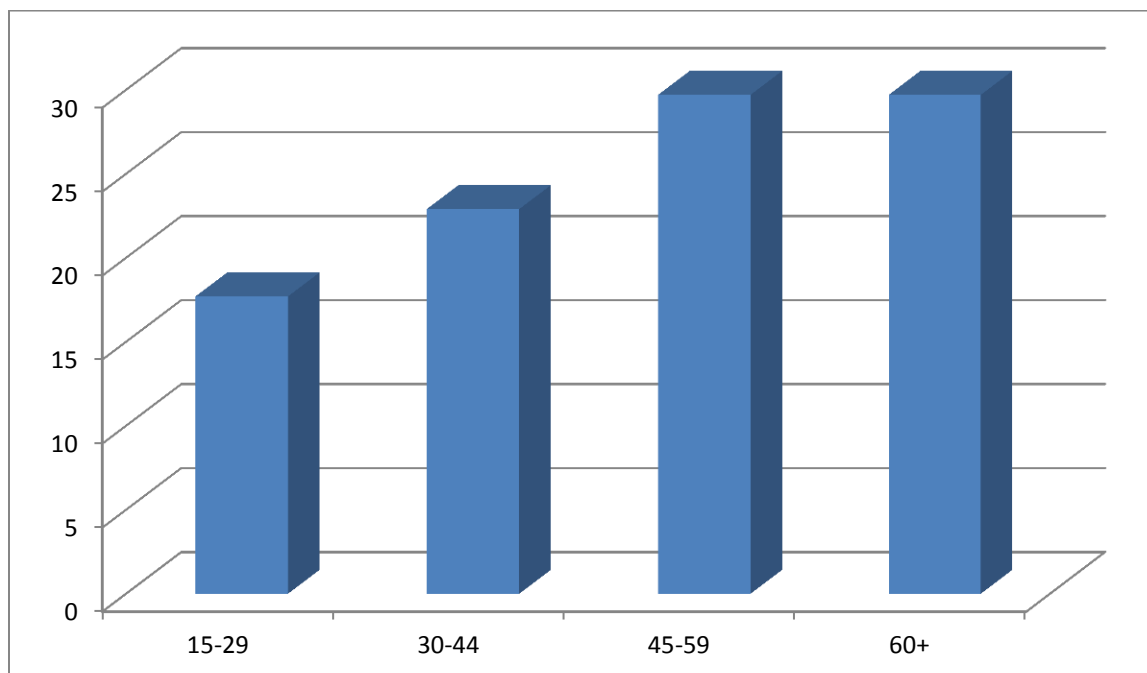
The next series of questions were designed to measure impact of the program on the respondent's life.

When asked whether "Society and Faith" had helped the respondent see their life or society differently, 29.3% said it had. 38.5% said they had learned new things about the relationship of their society and faith issues as a result of watching this program. There were many things that people said they learned as a result of watching "Society and Faith." The main points were that this program helped people strengthen their faith and learn more about the Orthodox tradition. There were also a few criticisms of the program for being too patriotic and focusing more on Bulgaria and not on religion. Another critique was that the program seemed to be made for an older population and so it was not as attractive to young people.

20.7% of people surveyed also said this program changed their ideas about society and 21.8% said their ideas about faith had changed. People mentioned some specific areas in which this program had changed their ideas. Some themes that came through were a need for Bulgarians to improve their community and a need to do "good deeds." Some respondents said they were more open to religious freedom and tolerance.

"Iconostas" on Nova TV

Another religious program that MRI inquired about was "Iconostas." 6.8% of the people surveyed said they had seen this show. 61.9% of the respondents who watched this program were females, 38.1% were males. The age breakdown is as follows.

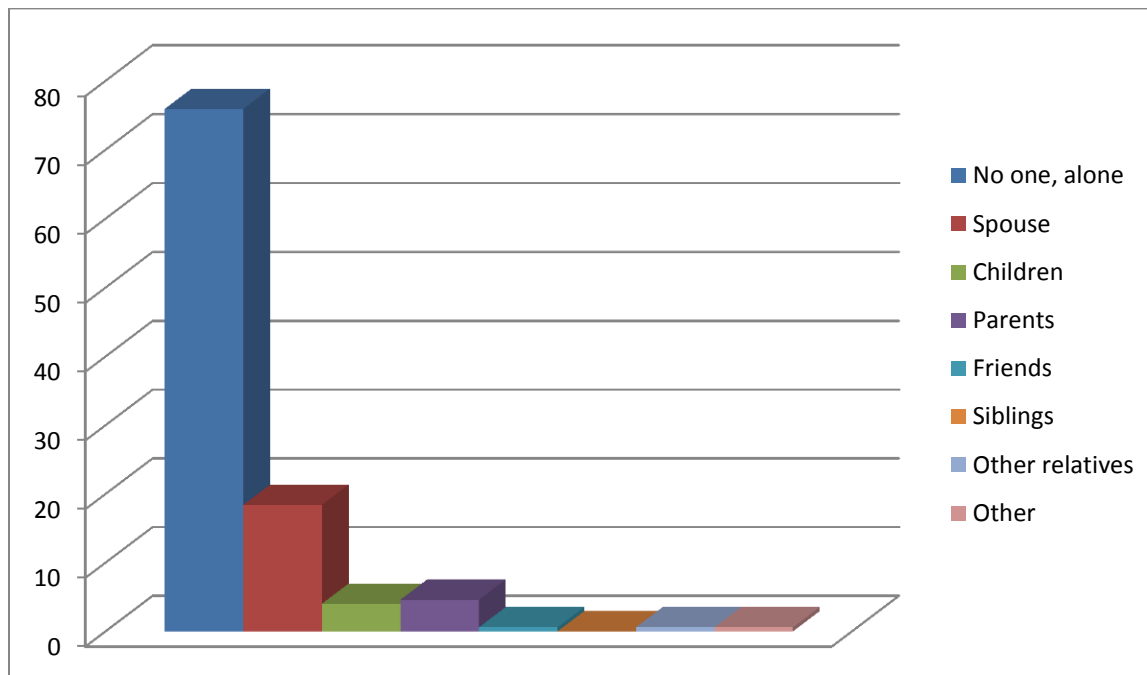


From this chart, the viewers of "Iconostas" are, like those of "Society and Faith," older. Almost 60% were over the age of 45. It did have slightly more of the youngest viewers, however. Generally speaking, however, as younger people were less likely to be viewers than older ones.

More of the viewers of this program were females rather than males, 61.9% vs. 38.1%. Over 75% of the viewers were of Bulgarian Orthodox background. 8.9% were Protestant, 7.8% had no background and 2.8% had a Muslim background.

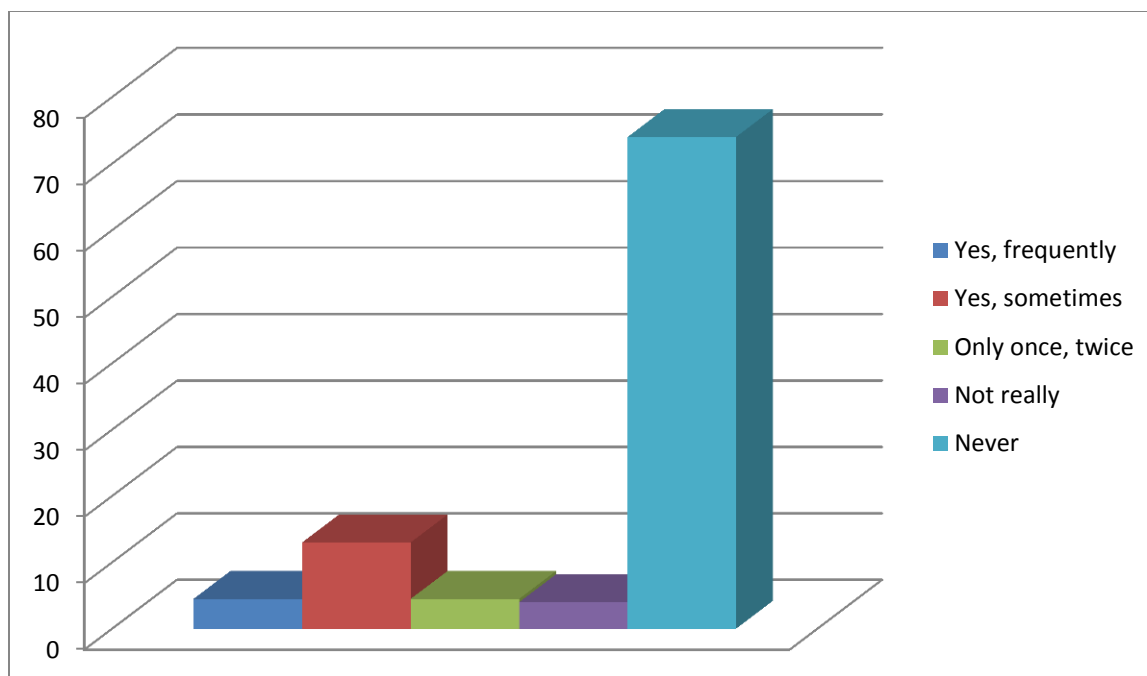
17.5% had watched the latest episode while 11.1% watch one week ago. 22.9% said they watched this show last month, 32.6% said it was longer ago and 33.3% said they couldn't recall the last time. Overall, people said the quality of the show was about the same as of shows of religious content (63.3%). 24.1% said it was better than most while very few said it was the best show they have watched (1.8%).

MRI followed up by asking who the respondents watched "Iconostas" with.



The majority of the viewers of this program, 75.9%, watched alone. 18.4% watched with their spouse and fewer than 5% watched with their children or parents.

Do people talk to others about the content of "Iconostas?" In a word, no – at least very little.



For the most part, viewers of “Iconostas” are keeping the information they receive from the show to themselves. 13% said they sometimes talk about the program and another 4.5% said they always do so.

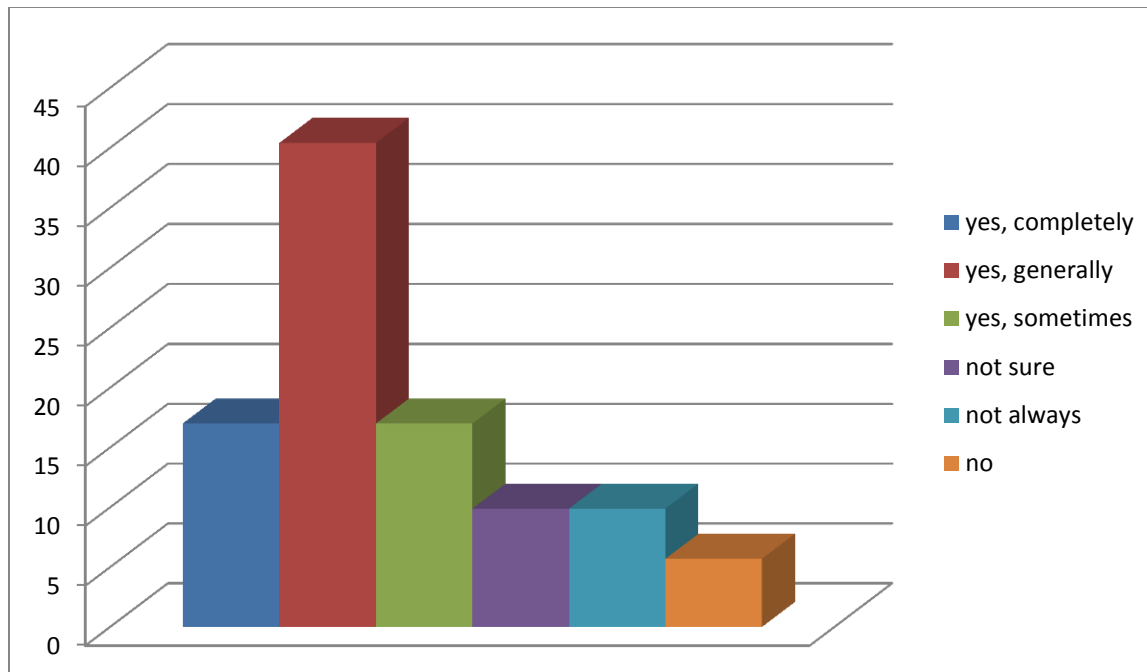
MRI asked the next series of questions about “Iconostas” to get some indication of the impact this program is having on its viewers. 18.5% said the program helps see life and the Christian faith differently. 34.5% said they have learned new things about Christianity as a result of watching Iconostas. Respondents told the interviewers some specific things they have learned from this program. Some of the responses were that they learned to be more optimistic and humble and this program strengthened their faith.

As far as changing the viewer’s ideas about Christianity, 11.4% said their views had shifted. 8.5% said their ideas of faith had changed as a result of watching this program. People said this program made them try to be a better person and that they felt better for having watched.

MRI also wanted to know if any of the respondents had downloaded either “Society and Faith” or “Iconostas” from the internet. Only 0.3% (8 respondents) of the people surveyed had downloaded either of these programs. Six respondents reported downloading “Society and Faith,” one person said “Iconostas” and another person reported downloading both programs. Two of these respondents did so twice while the other six did so two or three times.

MRI asked more questions to see what the viewer’s opinions were about both of these programs.

The first questions asked people if they trusted what they were hearing on these programs.

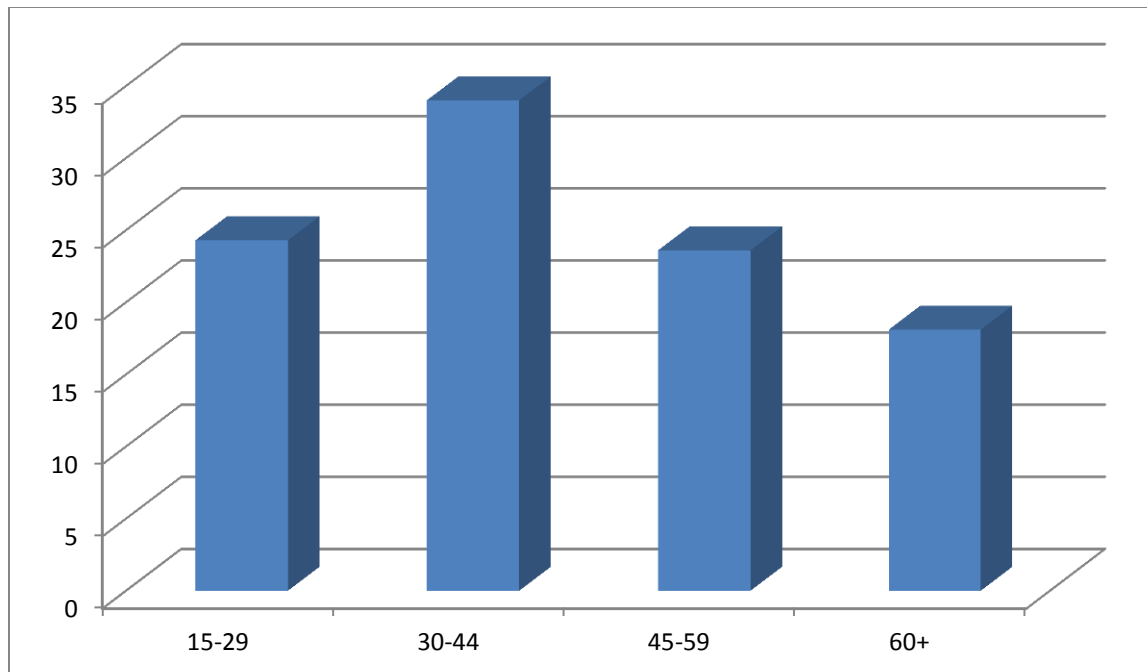


Just over 40% said they generally trust what they are hearing about the Christian faith, or religion generally on these two programs. 17% said they completely trusted the information and another 17% said they sometimes did. 5.7% said they did not trust what they heard on these two programs.

As a result of watching either of these two shows, 15.2% were more interested in reading the Bible. 10% said they felt more encouraged to attend church, or attend more regularly. 35.7% said the programs had helped them understand the significance of worship more clearly. 10.1% had visited a new or different church than they would normally attend as a result of watching either of these two programs. 15.9% said that their faith was more important or central in their life than it was before. 10.1% said they were unsure if this was the case for them.

[“Christianity” on TB Europa](#)

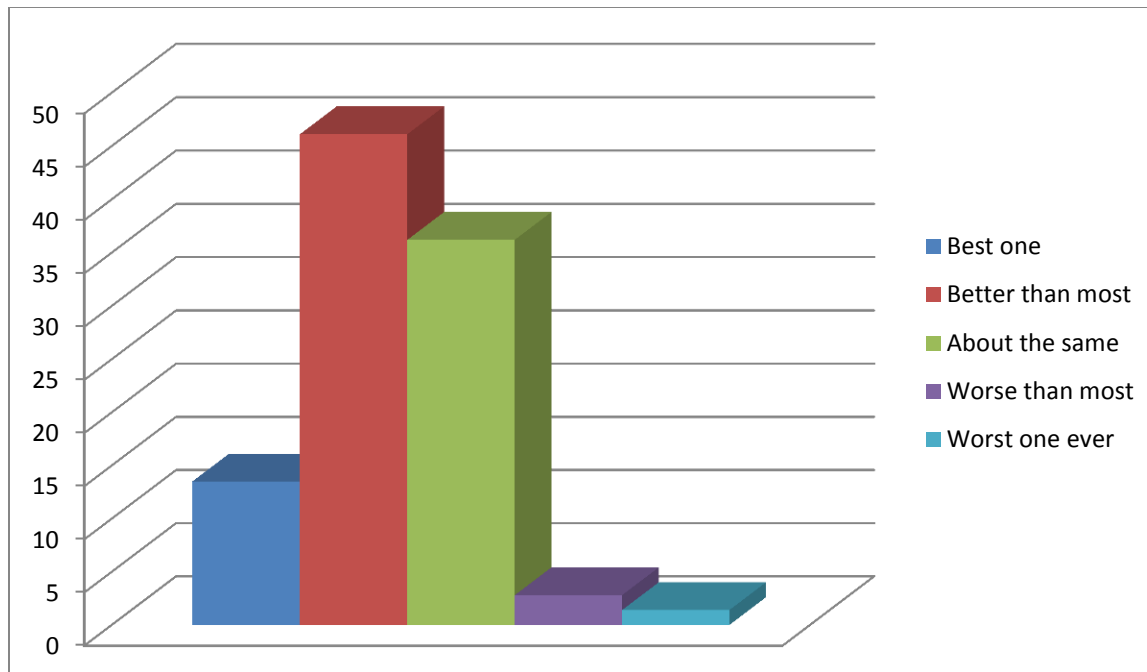
5.6% of the 2667 individuals interviewed said they had seen the program “Christianity.” The gender of the respondents who had seen this program was more evenly distributed than the other two programs where there were more female viewers than male. The viewers of “Christianity” were 55.8% female and 44.2% male. The age breakdown is as follows.



Unlike the other programs, “Christianity” appears to attract a younger audience. This may be the result of younger people looking for alternatives to the more widely acknowledged Orthodox tradition. This program seems to be filling that niche. 34% of the respondents who viewed this program were between 30-44 years. 24.3% were 15-29 and 23.6% were 45-59.

The main religious background of the viewers is from the Bulgarian Orthodox church (53.4%). The other religious backgrounds of the viewers were 34.2% Protestant, 5.5% had no background and 3.4% Muslim.

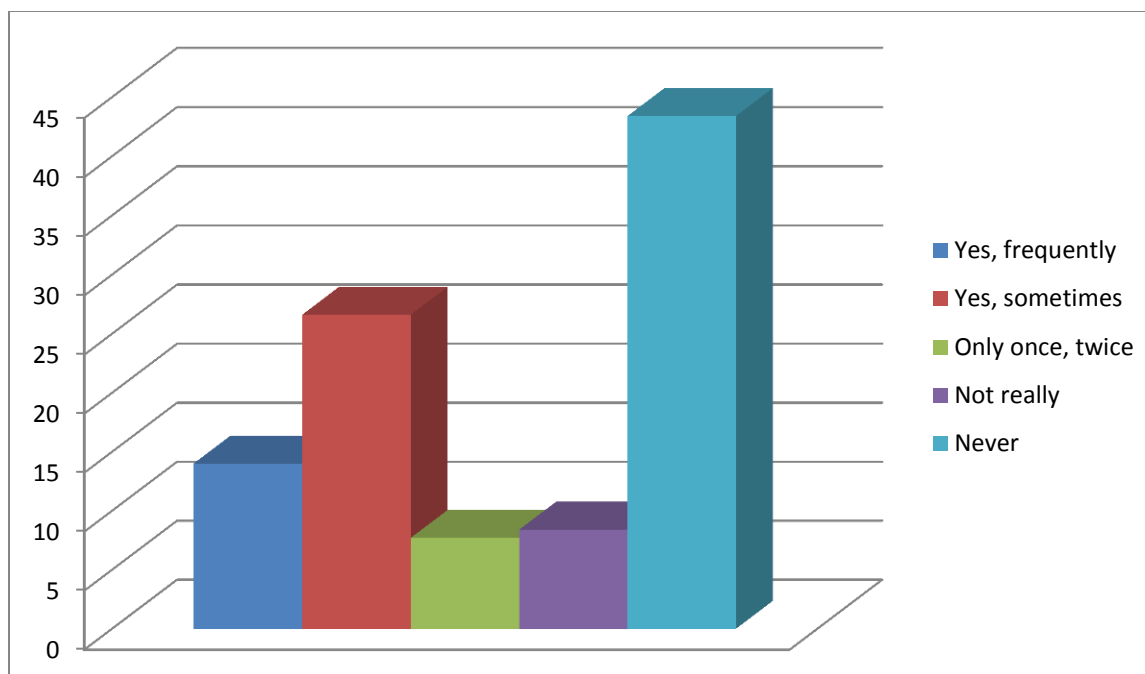
11.6% of the respondents watched the program the week the survey was conducted. For those who said they hadn’t seen the latest episode, 13.3% had watched the previous week, 32% in the last month, 29.7% longer ago than a month. 25% didn’t recall when they last watched it.



Just under 60% of the respondents said “Christianity” was the best or better than most television programs they watch. 36.2% said this program was about the same in quality as other programs they watch. 2.8% said it was worse than most others.

MRI asked the respondents who have seen “Christianity” with whom do they watch this program. 64.5% watched alone, 19.1% with their spouse and 9.2% with their parents. Another 6.4% said they watched with their children.

Do the viewers of the program “Christianity” talk about the content? As with the other Christian programs, most viewers did not report talking about it with others. However, a higher proportion did have discussions of its content than was the case with the other programs.

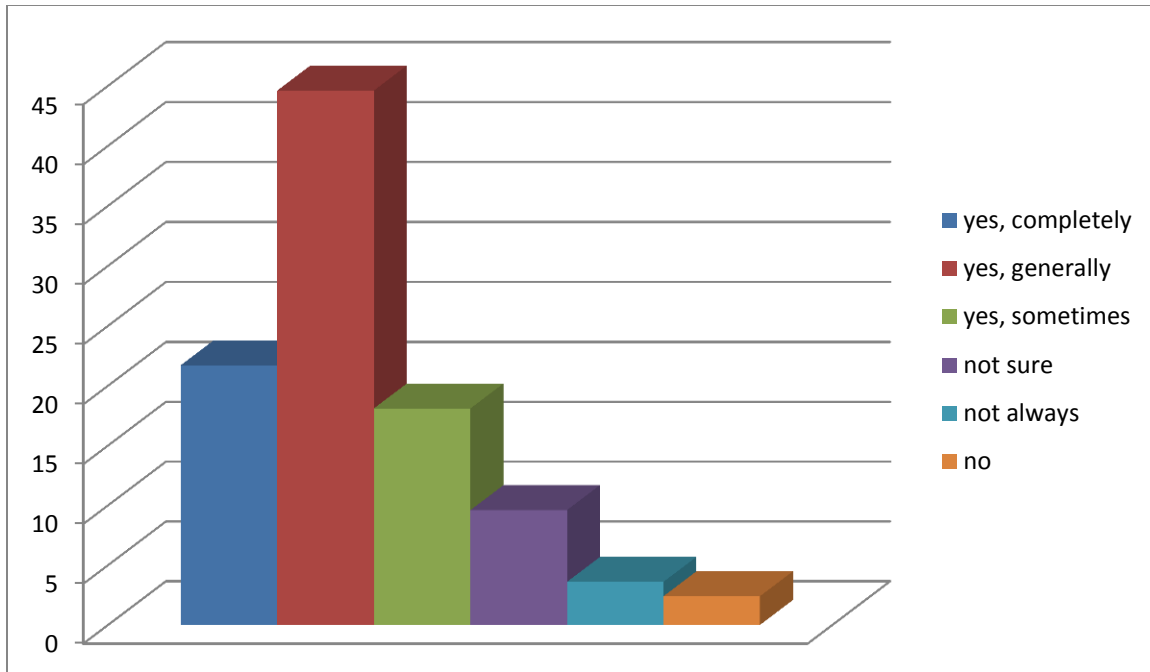


Of the respondents who said they talk about the contents, 14% said they do frequently and 26.6% do so sometimes. 43.4% said they never talk about the content with others.

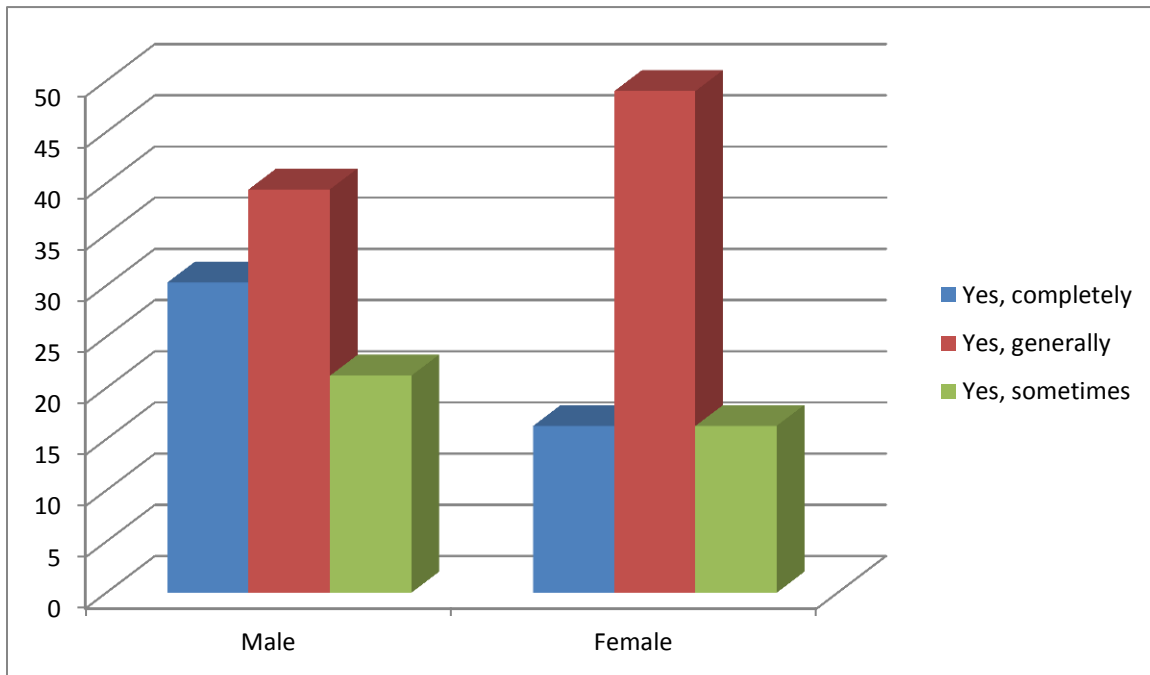
31.5% said this program had affected the way they view life and the Christian faith. This was more often the case for women (63.6%) than for men (36.4%). 44.1% have learned new things about Christianity as a result of watching “Christianity.” Again more women than men said they have learned new things from this program, 60.3% female vs. 39.7% male. The age of the respondents to this question was spread out among the different age groups. Some of the things the respondents mentioned were the history of the Christian church, more about Christian life and faith. Respondents also mentioned the various activities that are happening within Bulgaria and the rest of the world such as ministering to the Roma people, baptism of prisoners in Sofia, and about Christians in China.

17.9% said this program changed their ideas about Christianity. 44% of men and 56% of women reported this change. 13.6% of the respondents said they had changed ideas about faith. These changes occurred mostly with the female respondents. 73.7% of females said they had changed ideas. Some of the changes mentioned were that they had stronger faith, they were a better person and one person said they have started to pray again all as a result of watching “Christianity.”

MRI asked the viewers of “Christianity” if they trust what they were hearing on this program.



21.7% said they trusted the content on “Christianity” completely, 44.6% did generally and another 18.1% said they did sometimes.



More males, 30.3%, trusted the content completely compared to 16.3% of females. 49% of females said they trusted the content generally compared to 39.4% of males. Of all the respondents who answered “yes” they trusted the content to some degree, the results are significant. 90.9% of males and 81.6% of females said “yes.”

The number of respondents to this question was low so it is difficult to apply to all audience members but 80% of the 55-59 age group said they trust the content.

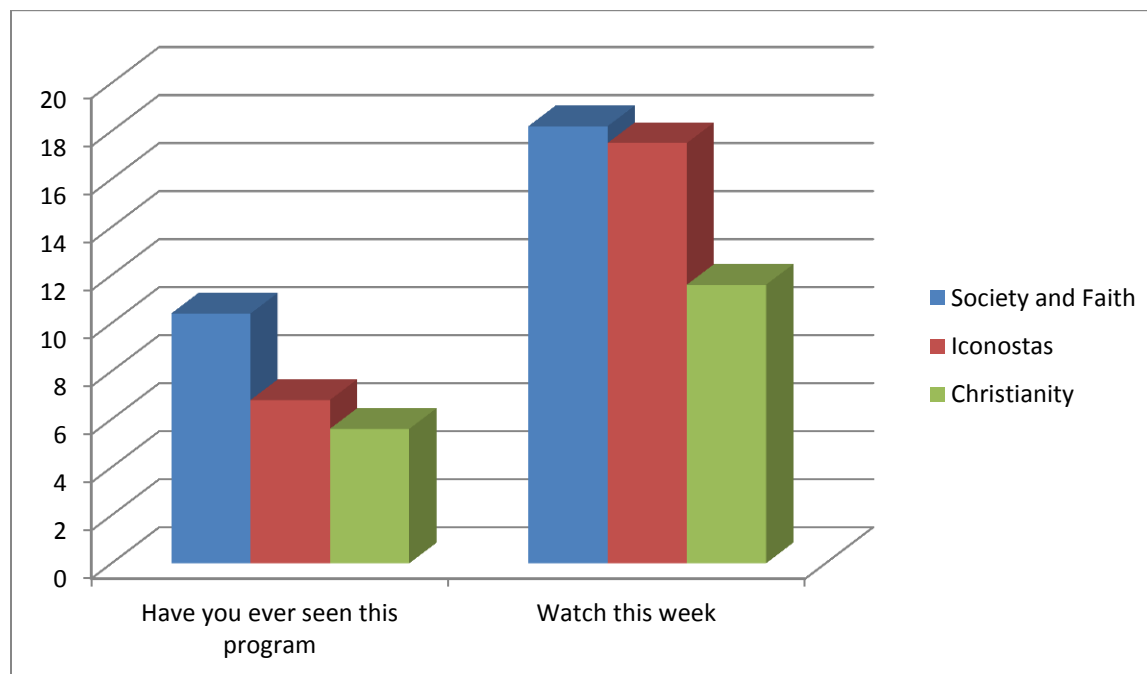
Having watched this show, 30.6% said they were more interested in reading the Bible as a result. The results of this question were evenly distributed among the genders. All of the respondents ages 55-59 said they were more interested in reading the bible as a result of this program. 60% between the ages 30-34 and 40% between 35-39 also reported this result. 11.8% were more inclined to attend church or attend more regularly. 50% were male and 50% female and were mostly in their 50s.

20.2% said the program helped them understand the significance of worship more clearly. 16.9% said they have visited a different church than they normally attend because of this program. 29.8% said that their faith was more important now than before watching this program. These last three statements was the consensus among the sexes and the varying age groups.

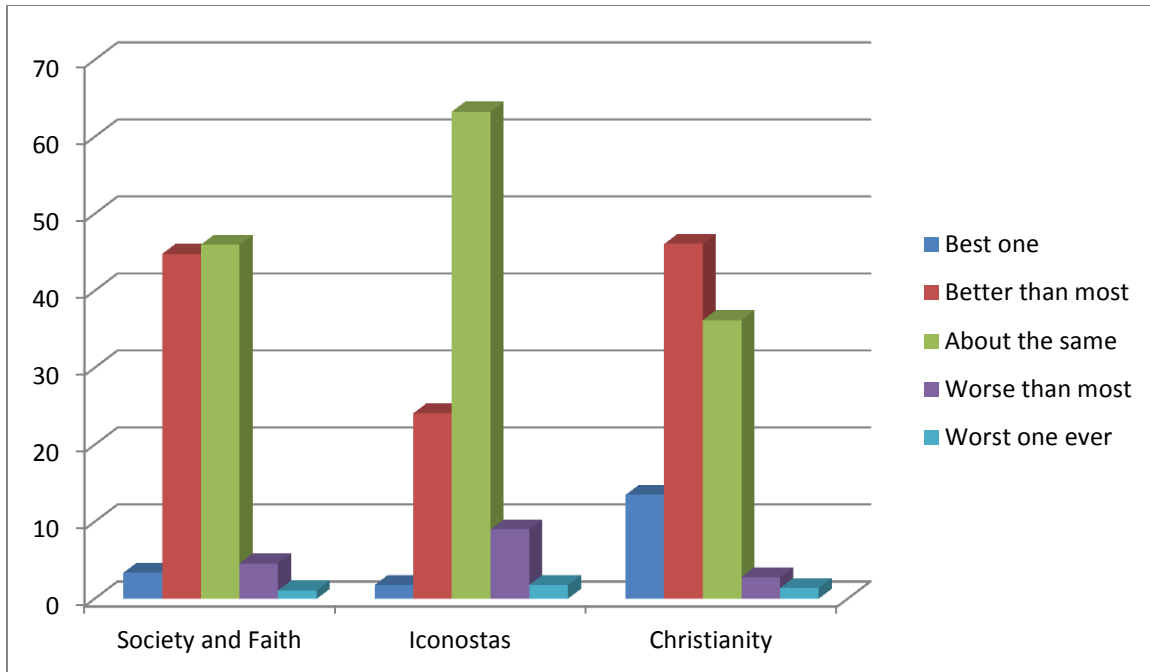
Only 1.8% of the respondents said they had downloaded “Christianity” from the internet. 20.5% said they had done so only once, 43.2% two or three times and 22.7% said they did many times.

Not many of the people surveyed had visited the “Christianity” Facebook page, only 1.8%, but over half of them had left or read other visitors’ comments while on the page. 1.9% said they had visited Studio 865’s website. Only 0.2% (4 respondents) said they visited the webpage for the “Why Jesus” internet course, but none of the visitors took the course although two said they considered it.

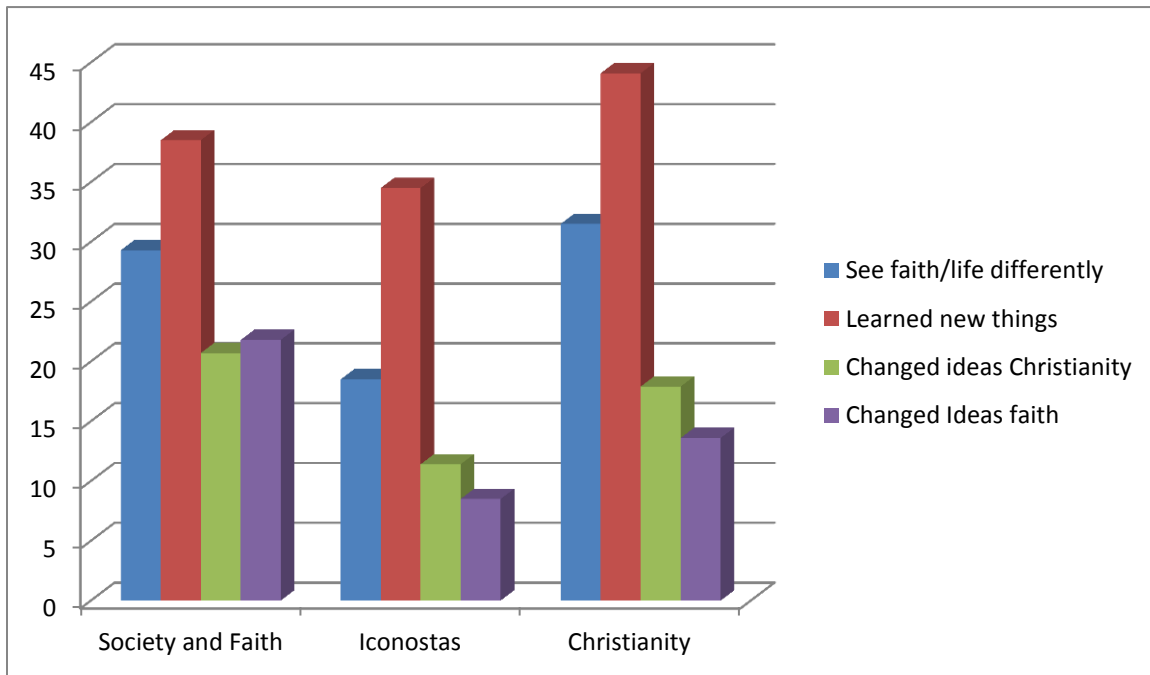
Comparison of Religious Programs



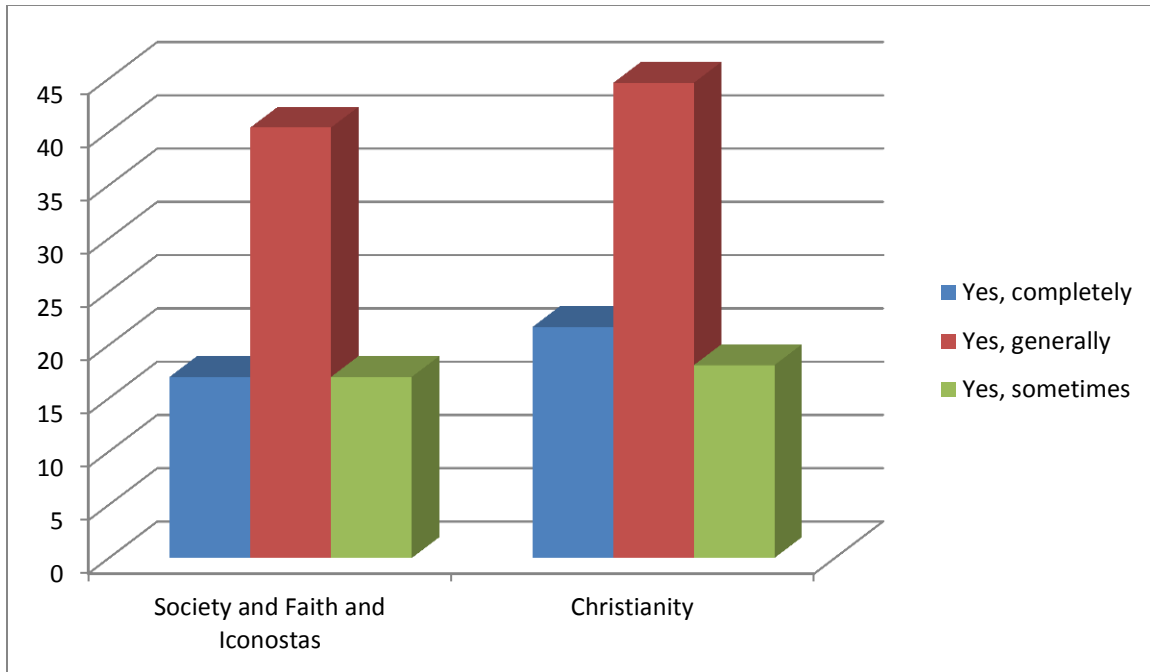
The program that respondents reported having seen the most was “Society and Faith,” followed by “Iconostas” and “Christianity.” More respondents had watched the most recent broadcast of “Society and Faith”



More respondents said “Christianity” was the best program they watched (13.5%). This program was also reported more frequently as better than most compared to the other programs.

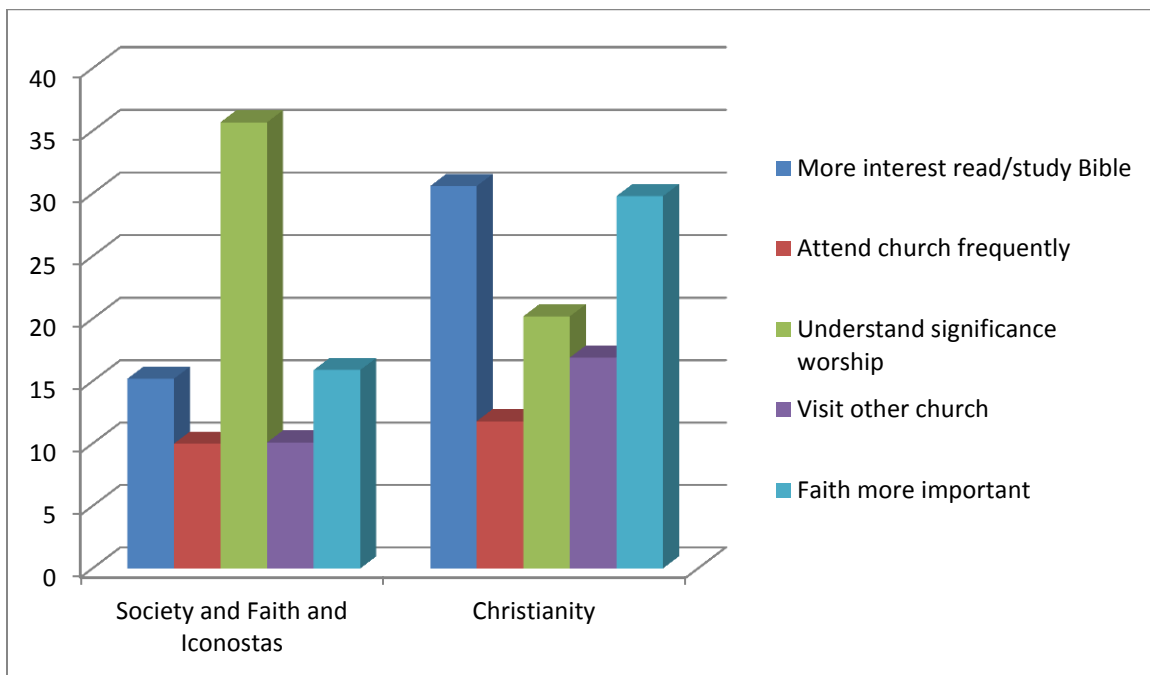


This chart illustrates the responses of the impact these programs have on their viewers.



(The following series of results for “Society and Faith” and “Iconostas” were grouped together because these questions were asked of both programs collectively, not individually)

This chart illustrates the viewer’s trust in what they are hearing in these programs. More respondents completely trust, generally trust and sometimes trust the information they receive on “Christianity” than the other two programs.

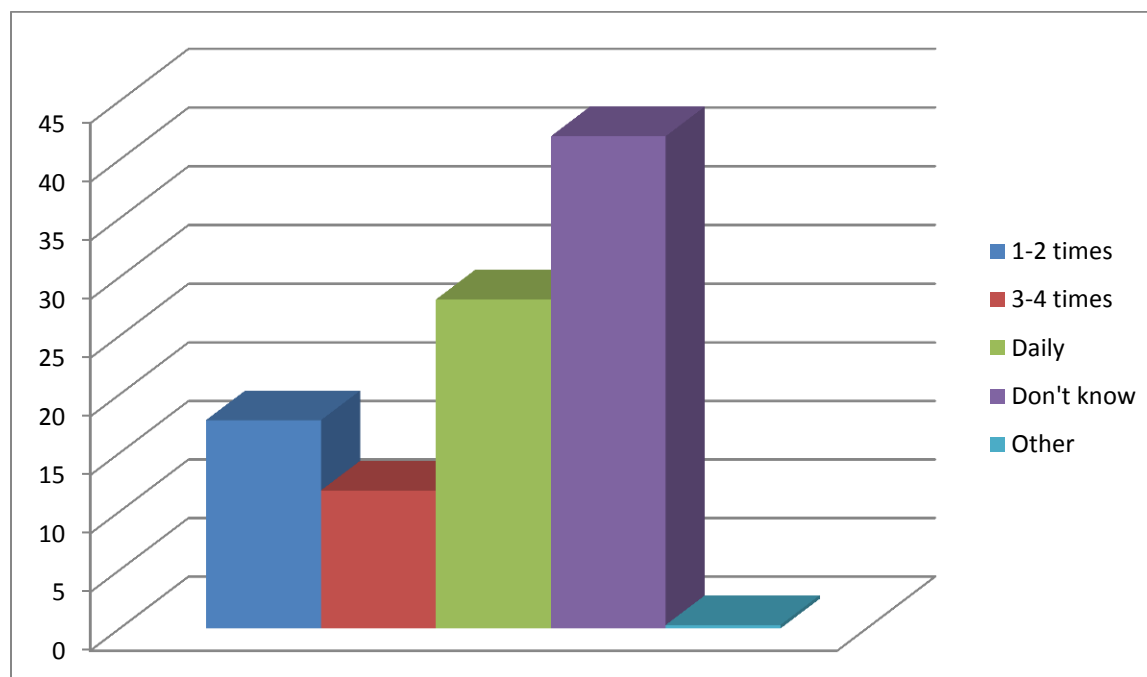


Interest in reading or studying the bible and the importance of faith has increased among the viewers has increased more as a result of watching “Christianity” than the other two religious programs. Respondents who watched “Society and Faith” and “Iconostas” reported that their understanding of the significance of worship has increased more than the viewers of “Christianity.”

From a gender perspective, there were no significant differences from one gender to the other.

Ownership and Use of Bibles in the Home

MRI asked the people surveyed if they had a bible in their home. Just under 60% said they had one with 57.9% of the respondents female and 42.1% males. The following question asked if they read or study the bible at home and 52.7% said “yes.” The respondents who said they read/study the bible at home were equally distributed among genders and age groups. The age group that said they read their bibles the most were 55-59 with 65.5%. The youngest age group, 15-19 did so the least, 40.3%. MRI was interested to know the frequency of the respondent’s bible study and the results are as follows.



28.1% said they read or studied the bible daily. Just under 60% were females. 11.8% did so 3-4 times a week and another 17.8% once or twice a week. 42% said they didn’t know how often they read or studied the bible. The results when we look at this question from an age perspective were similar among all age groups.

Conclusion

Religious programming is not widely viewed among the populations of these cities in Bulgaria. There are many types of programs that are more popular and draw more attention than the three religious programs MRI asked about. There is an audience for religious programs, however, even though the actual number of viewers is not high. The programs were generally well liked and the feedback given by

the respondents who viewed them was positive. The impact these programs are having is evident from what people shared. People's lives are being changed as a result of watching. "Christianity" is viewed as very informative and people are receptive to its content. This program is also attracting a younger viewer demographic than the other two programs. This program is attracting viewers with an Orthodox religious background as well as many who consider themselves Protestant. The viewers interviewed said they are more aware of the work of the Christian church throughout the country and around the world. Their faith has become stronger and they acknowledge that creating a better community is important. The impact hopefully will develop into actions and society will start to see changes as a result.