

PUBLIC opinion SURVEY



CITIZENS' PRACTICES and Perceptions about Getting INFORMED and Dealing with Disinformation

Institute of Communication Studies

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Public opinion survey:

Citizens' Practices and Perceptions about Getting Informed and Dealing with Disinformation

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Methodology

Number of questions: 14
Sample: N= 1000 (respondents over the age of 18, selected from the entite territory of the country)
Period: February 5-25, 2025
Statistical error: ±3%

Introduction

This report presents the findings of a public opinion survey on citizens' practices and perceptions about getting informed and dealing with disinformation. The survey aims to examine how citizens obtain information, what topics interest them most, how they perceive media reporting, their views on the transparency and accountability of state institutions, and their strategies for dealing with disinformation. The survey is part of the "Use Facts" project, which is implemented by the Institute of Communication Studies in the period 2022-2025, with financial support from the British Embassy in Skopje. The project aims to increase public awareness and resilience to disinformation, especially among vulnerable groups in North Macedonia.

This is the fourth survey conducted within the scope of the project, allowing for a comparative analysis of the results in certain areas. The survey was conducted on a representative sample of 1,000 citizens over the age of 18, from different regions across the country, and the survey was conducted by the Institute for Democracy "Societas Civilis". The data were collected via telephone survey in the period 5 - 25 February 2025. It is important to note that in some of the questions, respondents had the opportunity to choose multiple answers, which resulted in the sum of the percentages for certain questions exceeding 100%.

The survey shows that 51% of citizens in North Macedonia check the news (i.e. seek out information) several times during the day, while 27% do so once a day, which points to the conclusion that a high percentage of respondents check the news on various topics on a daily basis. Television, social media and websites remain the most common sources of information, while less than 10% rely on personal contacts to get news.

The foremost topics of interest to respondents are healthcare, public finance, education, science and technology. Regarding the quality of media content, 74% of respondents share the opinion that the media convey only basic or superficial information, without in-depth analysis.

The perception of the reliability of the media is divided: 29% of citizens are doubtful in everything that is published, the same percentage checks the same news in other relevant media outlets, while 21% believe that if something is published, then it is true. A very small part of the respondents checks who the publisher of the news is (8%) or consult experts (7%). Additionally, the answers to a follow-up question revealed that 80% of respondents rarely or never check the author of the news, and 71% rarely or never check the publisher.

Regarding the ability to spot disinformation, 41% believe that they sometimes succeed, 29% believe that they can always detect if the information is truthful or not, while 11% admit that they cannot distinguish false from true information at all.

Regarding the sources of disinformation, 36% of respondents believe that political parties are the main source of spreading disinformation, 12% point to the media, and 4% cite state institutions.

These findings show that citizens mainly use digital and traditional media as sources of information, but they aren't really confident that the published information is accurate and they rarely take measures to verify it.

Statistically significant differences have shown up in terms of the socio-demographic characteristics of the respondents, mainly in terms of the age and ethnicity of the respondents, relating to a few of the questions, mainly in terms of the sources of information and the areas in which the respondents are interested. Due to the low number of responses to certain blocks of questions (in the Section: Perceptions regarding the manner of communication of state institutions) it was not possible to analyse differences in perceptions and attitudes in terms of the socio-demographic characteristics of the respondents.

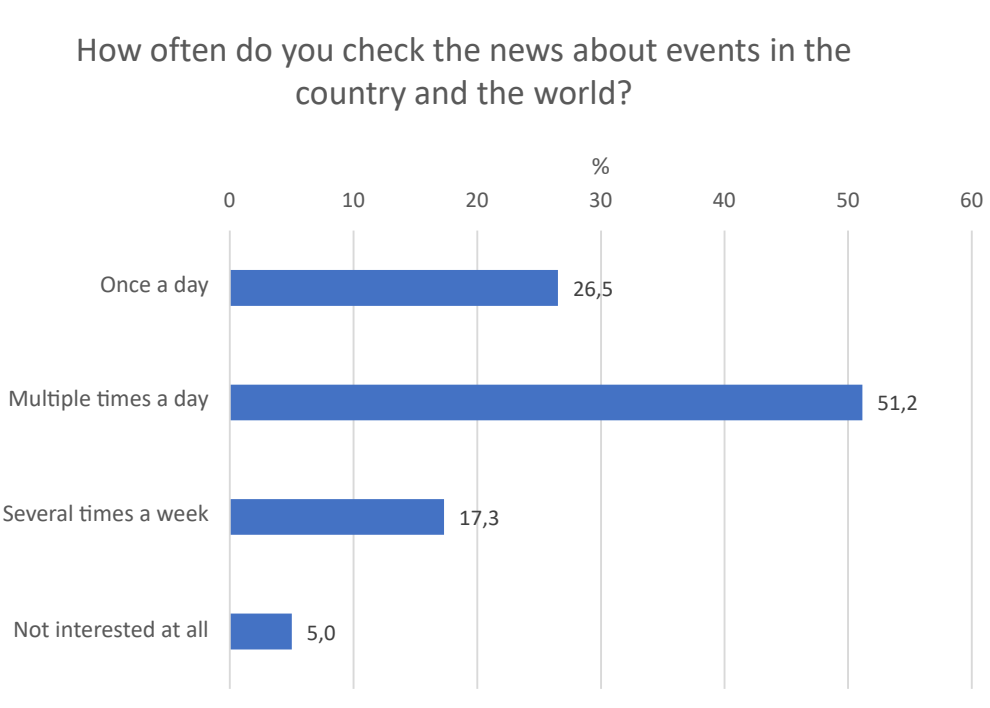
Sources of information and topics of interest

The first block of questions aimed to identify how often citizens get information i.e. check the news on topics that interest them, the most common sources of information they use, and the areas that citizens most often prefer to follow/stay on top of.

Within the first question, respondents were asked to answer how often they check the news about current events in the country and worldwide, and the frequency with which they check them ranges from several times a day to never.

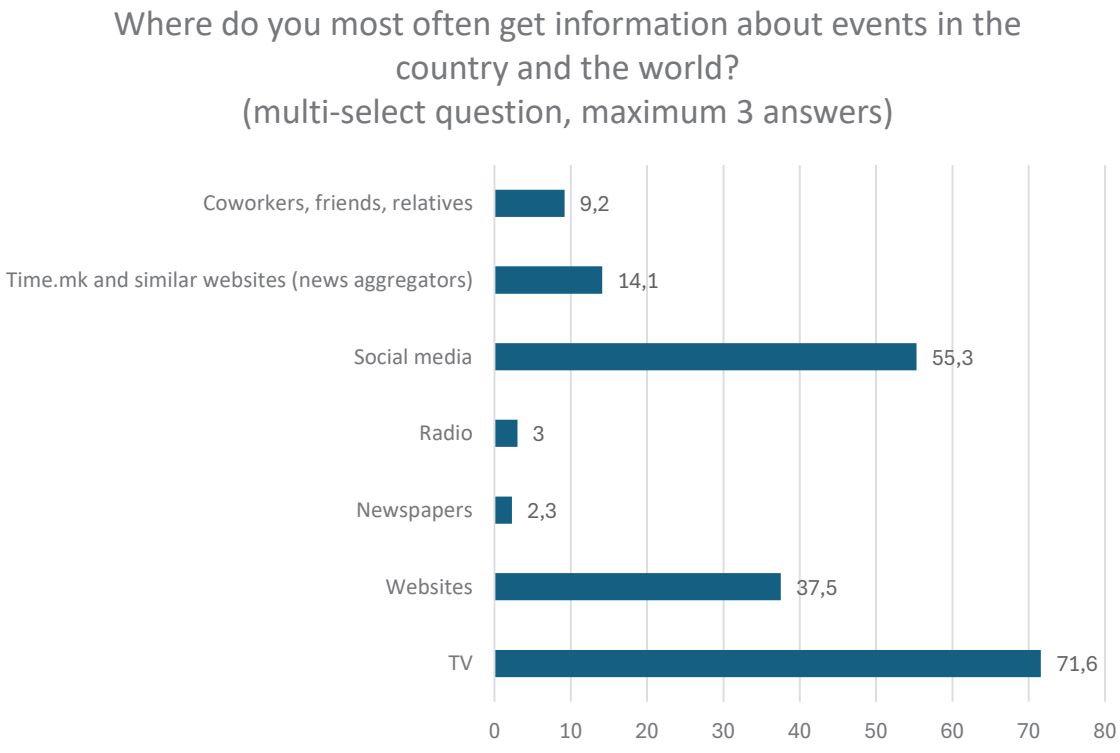
The majority of respondents (51%) get news updates about current events in the country and the world several times during the day, while less than a third (27%) actively seek out information once a day. A slightly smaller percentage (17%) of respondents check the news several times during the week, while 5% show no interest in current events at all. In terms of the socio-demographic characteristics of the respondents, statistically significant differences emerged only in terms of age, with older people (aged 55 - 64) (61%) and retirees (69%) tend to check the news several times a day, while among younger age groups that percentage is around 40%.

Chart 1. How often do you check the news, in percentages.



When asked what sources of news they most often use to get informed about events in the country and the world, respondents were given the opportunity to list up to three sources of information. Thus, according to the answers, **almost two-thirds of respondents cite television as one of their sources of information (72%), followed by social media (55%) and websites (38%).** Only 9% of respondents get new information from their social environment, i.e. from colleagues, friends and relatives. In terms of differences according to the socio-demographic characteristics of the respondents, significant differences emerged in terms of gender, with women (76%) more often than men (67%) using television programs as a source of information, while men (43%) more often use online media compared to women (32%). What was expected is that social media remains the main source of information for the youngest group of respondents (38%), for respondents aged 25 - 34 (36%), and for respondents aged 35 - 44 (37%), while in the group of senior citizens, almost half of the respondents (45.8%) most often use TV channels as their main source of information.

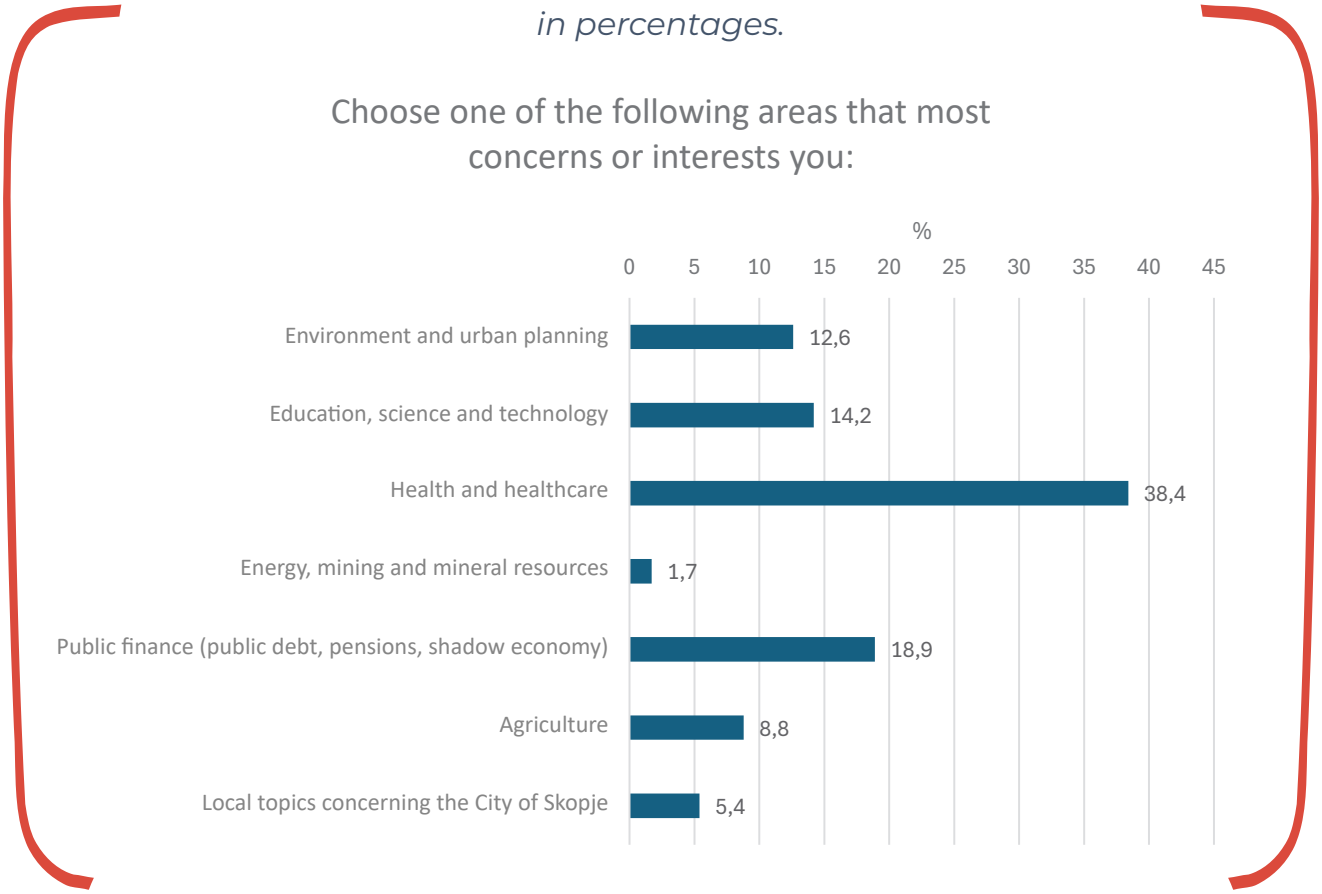
Chart 2. Most common sources of information, in percentages (multiple choice).



When asked which topics peak citizens' interest the most or are of greatest concern, **health and developments in the healthcare sector are more important to a far greater number of citizens (38%) than developments related to public finance (19%), education, science and technology (14%), and issues related to the environment and physical planning (13%).** Slightly less important to citizens are topics related to agriculture (9%) and local issues (5%). In terms of dif-

ferences according to the socio-demographic characteristics of the respondents, almost half of the female respondents (47%) indicate health and healthcare as the most important news topic, followed by developments in education and science (17%). Among men, a group where the answers are generally more fragmented, the main interest is healthcare (30%), public finances (24%), the environment (15%) and agriculture (12%). In terms of age, the youngest group of respondents (those aged 18 - 24) are most interested in topics related to education, science and technological development (28%) and in the health sector (27%), while information related to public finance is of highest importance to citizens aged 35 to 44 (27%). Adult citizens aged 55 to 64 (46%) and the majority of retirees (57%) are most interested in topics related to health and healthcare. In terms of ethnicity, ethnic Macedonians (46%) and the smaller ethnic communities (46%) are most interested in health and healthcare. Albanians, on the other hand, show greater interest than other ethnic groups in the flow of public finance, pensions and the shadow economy (27%), compared to ethnic Macedonians (17%) and the smaller ethnic communities (12%).

Chart 3. Interest in information from specific areas, in percentages.

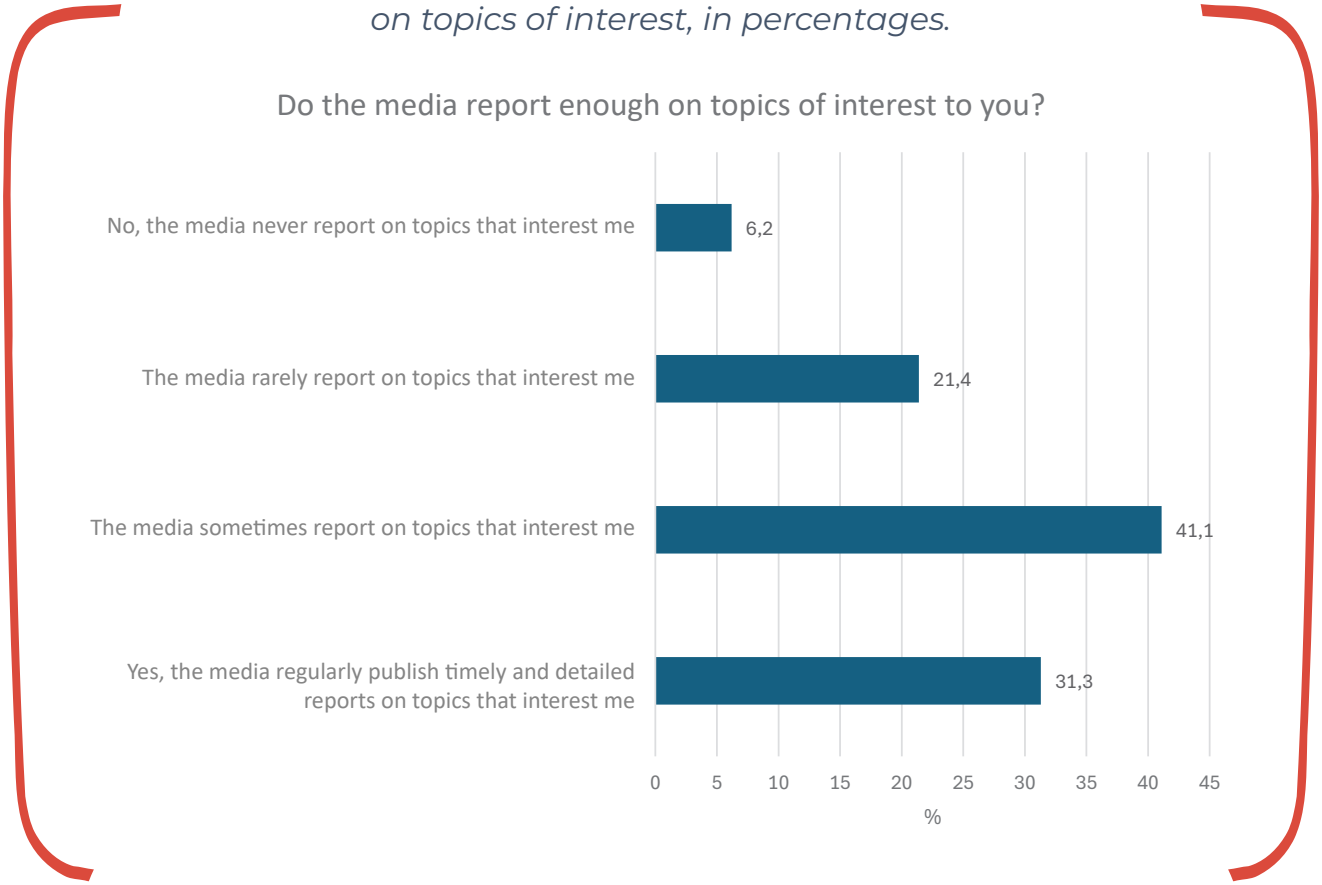


Perceptions and attitudes about media reporting

The second block of questions focuses on citizens' perceptions of the extent to which the media report on topics of interest to them, as well as the manner in which the media convey this information.

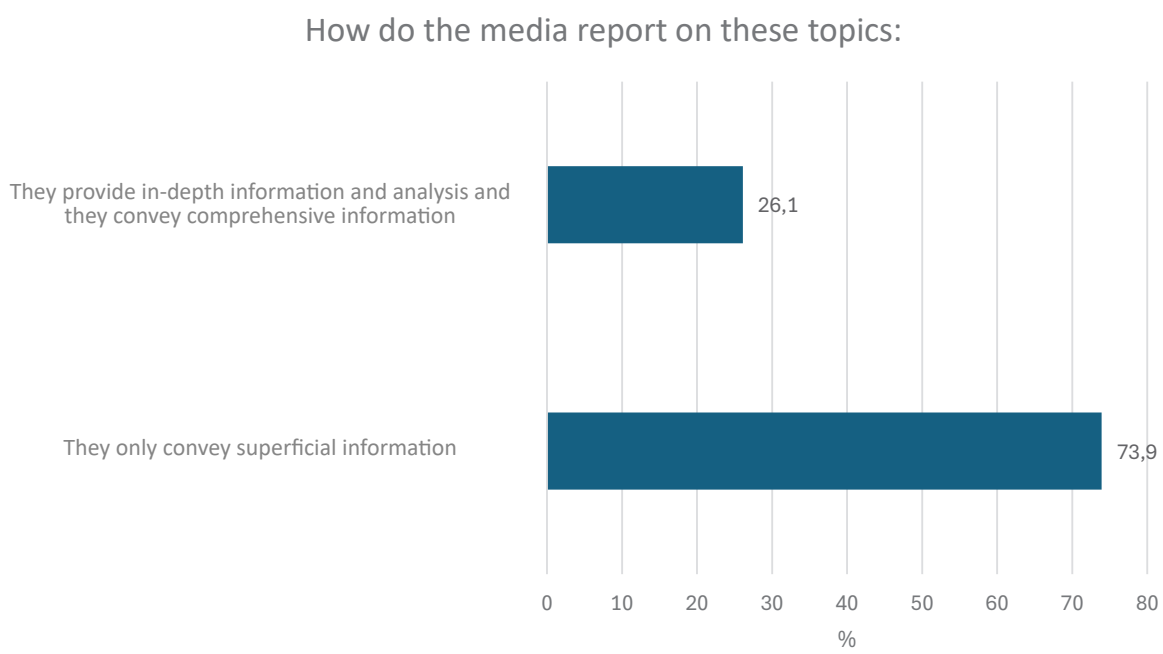
Most citizens (41%) believe that the media sometimes publish news that is of interest to them, 31% believe that the media regularly and timely publish detailed information, and slightly less, i.e. 21%, believe that the media rarely inform about topics that are of personal interest to them. Six percent of respondents do not believe that the media publish news about topics that interest them at all. In terms of socio-demographic characteristics, statistically significant differences emerged in terms of ethnicity, with smaller ethnic communities being far more satisfied with the intensity of reporting on topics that are of interest to them (42%), compared to Macedonians (34%) and Albanians (18%).

Chart 4. Attitudes towards reporting on topics of interest, in percentages.



When asked about their perception of how in-depth the media analyse and inform about topics of interest to them, based on which they would gain sufficient knowledge or insight into events, **a large majority of respondents (74%) believe that the media convey only basic or superficial information about what they report.** In contrast, only 26% of respondents are satisfied with the way the media do their reporting. From an ethnic perspective, the the respondents' answers were almost equal.

Chart 5. Perceptions of media reporting, in percentages.

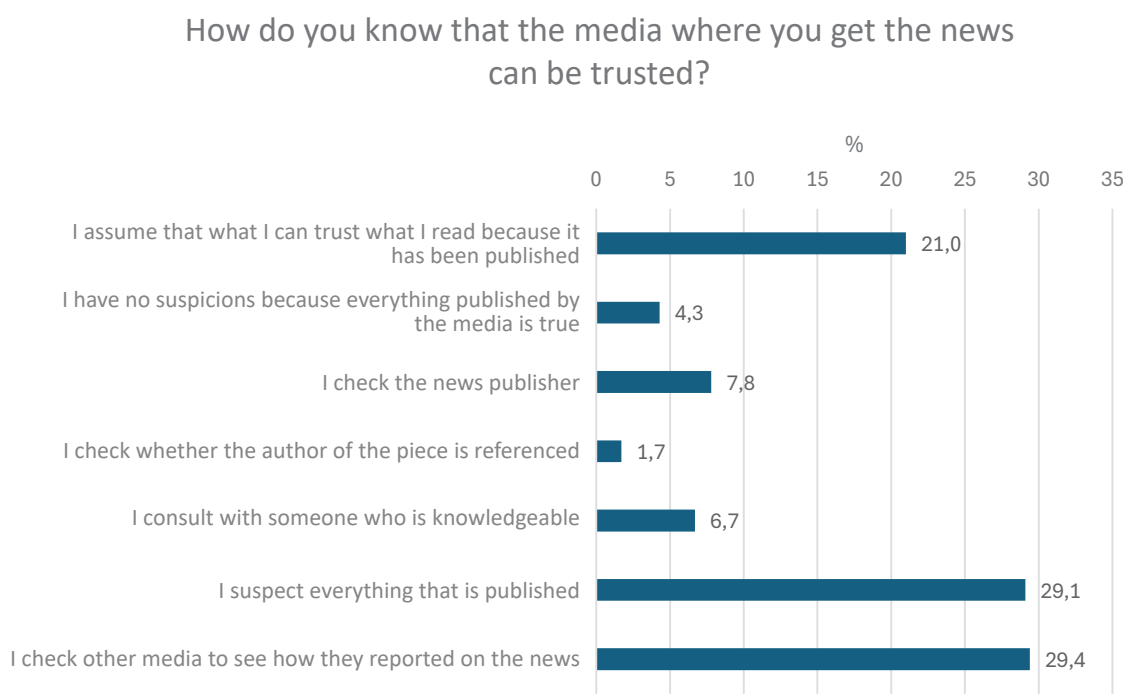


Self-perception of their ability to spot disinformation and protect against it

The third block of questions focuses on how citizens perceive their ability to deal with disinformation in the media, the ways in which they check the credibility and truthfulness of news, but also who they point to as the largest source for disseminating disinformation among the public in North Macedonia.

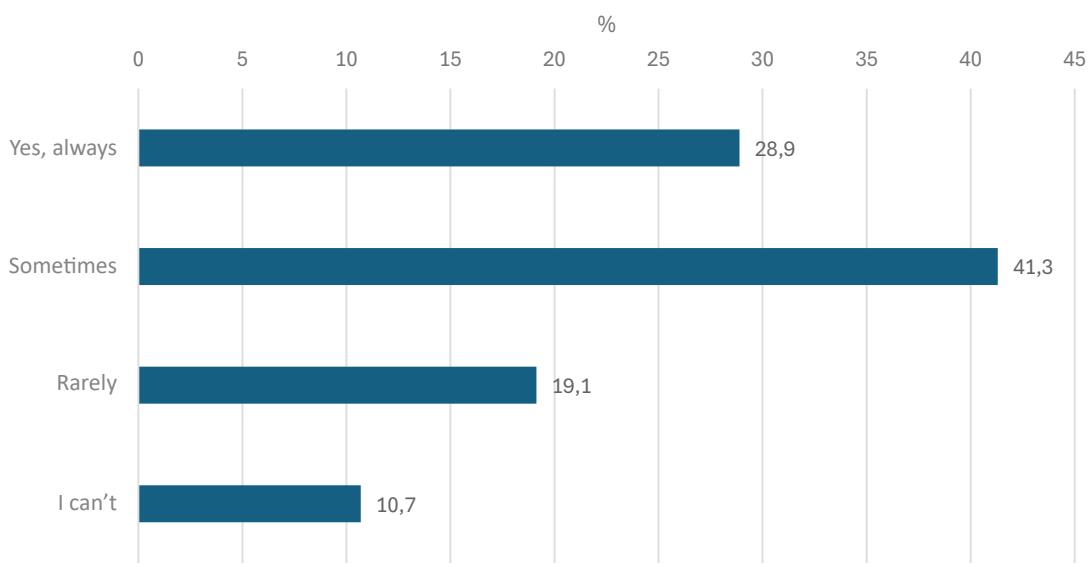
The first question examines the ways in which citizens check the credibility of the media where they most get their news. To the question "How do you know that the media from where you get your news can be trusted?" respondents could choose one of three possible answers. In terms of the results, **one third of the respondents (29%) doubt everything that the media publish. An identical percentage of citizens (29%) base their trust in the information they receive on checking how that same piece of news is reported by other comparative media. A slightly smaller percentage of citizens (21%) assume that once it is published, it should be true. A small proportion of citizens check who published the news when they read/watch it (8%) or consult with someone who has greater knowledge on the topic (7%), and only 2% check whether the author of the news is referenced.** A very low percentage (4%) of the respondents fully believe that everything published in the media is true. From the perspective of Albanians, they are significantly less likely to unconditionally believe that what they read is credible just because it is published (15%), compared to the smaller ethnic communities (26%) and Macedonians (22%).

Chart 6. Attitudes and practices for verifying information from the media, in percentages.



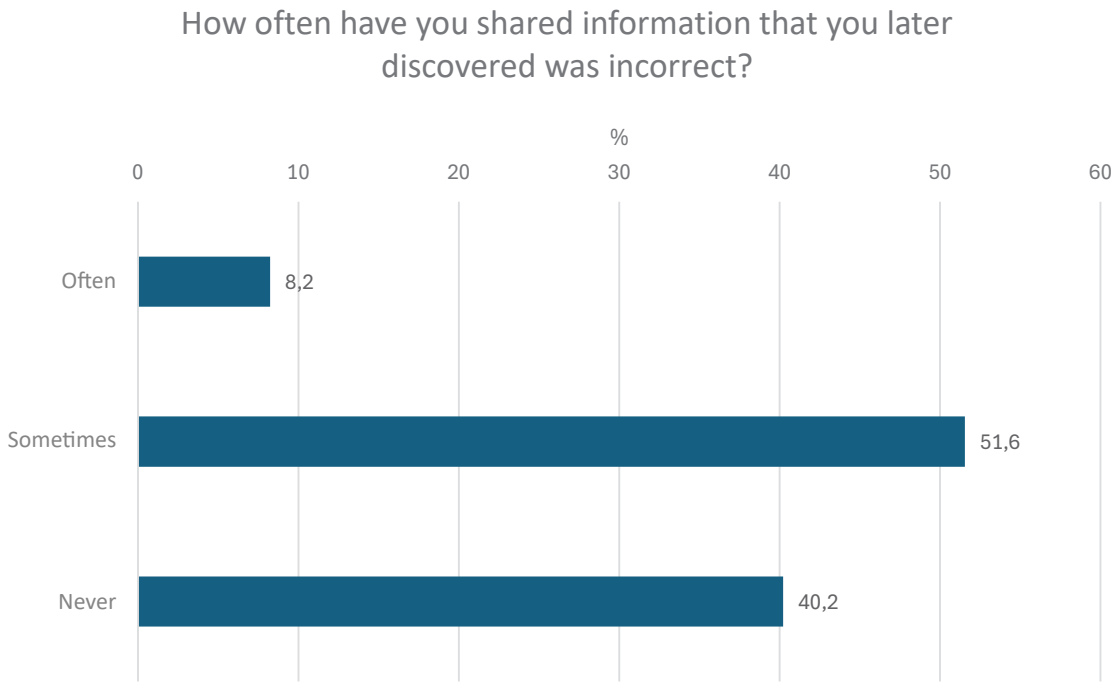
When asked how often they can spot whether a piece of news is fake or if it is disinformation, **slightly less than half of the respondents (41%) believe that are sometimes successful in spotting it, while a third of citizens (29%) are confident that they always manage to accurately detect the credibility and truthfulness of a particular piece of news.** Slightly fewer respondents believe that they rarely recognize such news (19%), and 11% stated that they cannot distinguish between true and fake news or disinformation at all. A large proportion of Macedonians (44%) and the smaller ethnic communities (42%) believe that they sometimes manage to distinguish between disinformation and true news, while the percentage of Albanians who answered the same is significantly lower, i.e. 34%.

Chart 7. Ability to spot fake news and disinformation, self-assessment, in percentages.



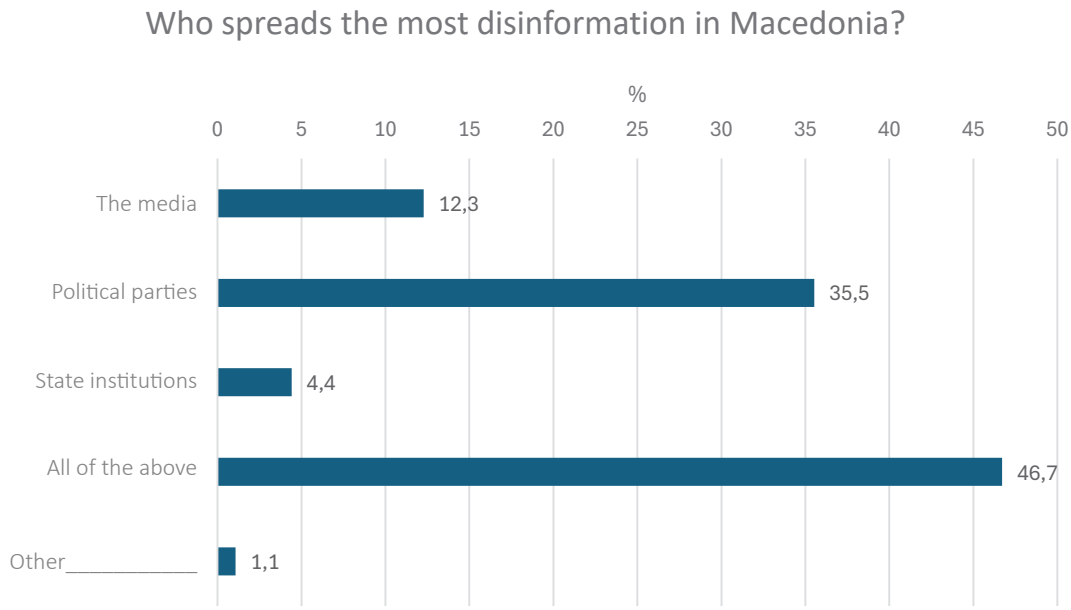
When asked how often they've been known to share information with someone that was later found to be incorrect, the majority of citizens (52%) believe that it has happened, but not that often, while a high of 40% are confident that the information they share has always been true. Only 8% of respondents believe that it often happens that they do not detect incorrect information in a timely manner. There is a significant difference in the self-confidence of respondents according to certain socio-demographic characteristics in terms of their ability to spot fake news or disinformation. Namely, doubts about the ability to distinguish fake news from real news are most pronounced among retirees, where 19% responded that they cannot spot fake information. For comparison, in the youngest group (aged 18 - 24) this percentage is only 3%, and among citizens aged 25 to 34 it is 4%.

Chart 8. Frequency of sharing fake news and disinformation, self-assessment, in percentages.



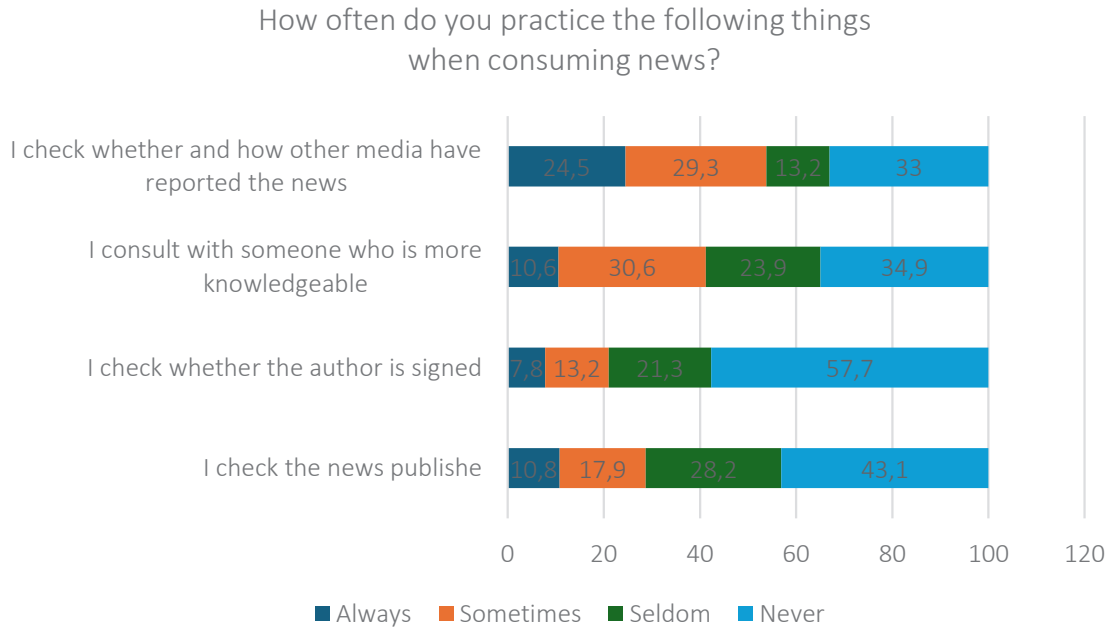
Citizens were also asked who they consider to be the biggest source of disinformation. **The most common answers were that in North Macedonia most of the disinformation comes from political parties (36%),** some believe it is the media (12%), while only 4% believe that the source of disinformation is state institutions. Almost half of the respondents (47%) believe that all of the previously mentioned entities are frequent sources for spreading disinformation among citizens. Citizens aged 55 to 64 (41%) and almost half of retirees (45%) point to political parties as the main source of disinformation in the country, while citizens aged 35 to 44 are mostly convinced (59%) that disinformation comes from all of the listed entities. The majority of citizens from smaller ethnic communities (55%) pointed to all of the listed entities as sources of disinformation. Macedonians mentioned all of the listed entities to a somewhat lesser extent (48%), while only 40% of Albanians believe that disinformation comes from multiple sources.

Chart 9. Sources of misinformation, in percentages.



The last question in this block was aimed at identifying the steps that respondents take to check the credibility of the information. In the majority of cases, citizens do not take the necessary steps to check the credibility of the information or of the news provider, i.e. they do it to an unsatisfactory extent. **In almost 80% of cases, respondents rarely or never check the author of the news, and 71% rarely or never check who published the news.** As far as consulting with people who are better informed on the topic or checking how the news has been reported in other media are concerned, although we have a mixed block of answers, the prevailing conclusion is that these steps are never taken by the respondents (35%). The majority of the oldest group of respondents (65+), compared to all other groups of citizens, never check who the author of the news is (70.3%), never consult with other people (47%) and never check how the news was reported in other media (40%).

Chart 10. Practices for checking the reliability of news, in percentages.



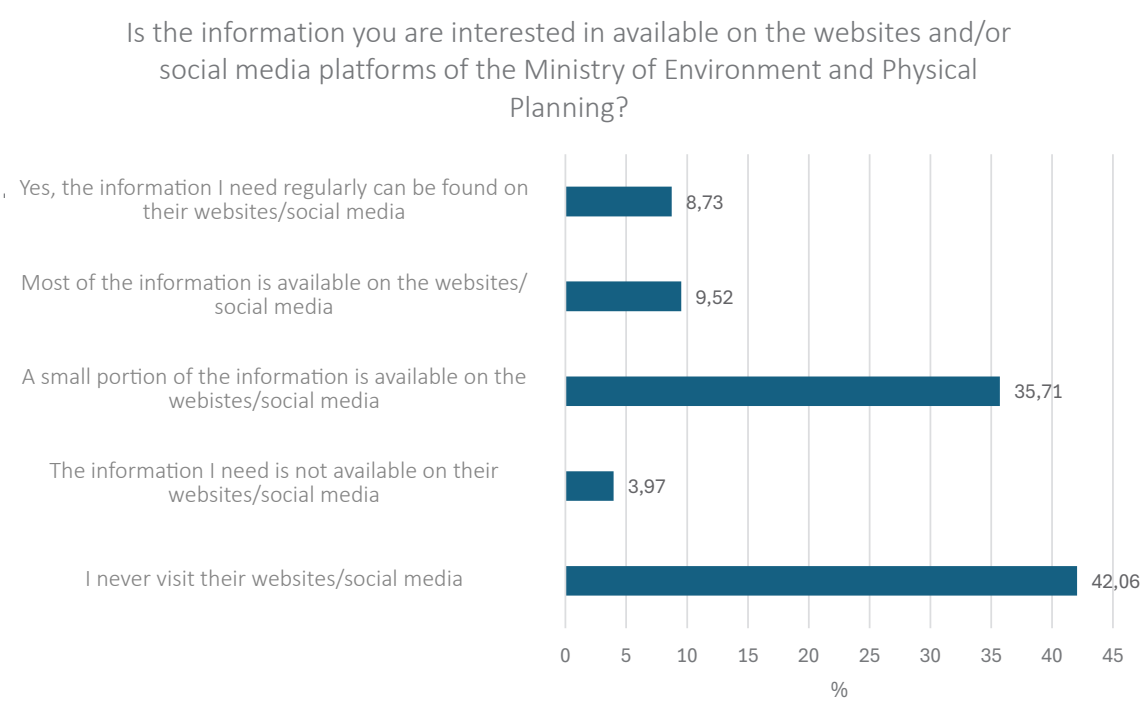
How state institution communications are perceived

The last block of questions focused on citizens' perception of the willingness of public institutions to share information and how satisfied the respondents are with the manner and the intensity with which public institutions communicate with the public, especially on topics that are of interest to them.

In terms of this block of questions, the institutions that were included were derived from the citizens' responses to question 3 of the survey, regarding the topics that are of particular interest for the citizens. In this context, we looked into citizens' perceptions and attitudes regarding the communication by the following institutions: Ministry of Environment and Physical Planning (environment and urban planning), Ministry of Education and Science (education, science and technology), Ministry of Health (health and healthcare), Ministry of Energy, Mining and Mineral Resources (energy, mining and mineral resources), Ministry of Finance (public finance – public debt, pensions, shadow economy, support for companies), Ministry of Agriculture, Forestry and Water Economy (agriculture) and the City of Skopje (local topics from the city of Skopje). Due to the high disaggregation of responses (for seven institutions), the comparison according to separate socio-demographic features was not statistically significant (a large proportion of the options have less than 50 responses) and the following text comments on the general distribution of responses.

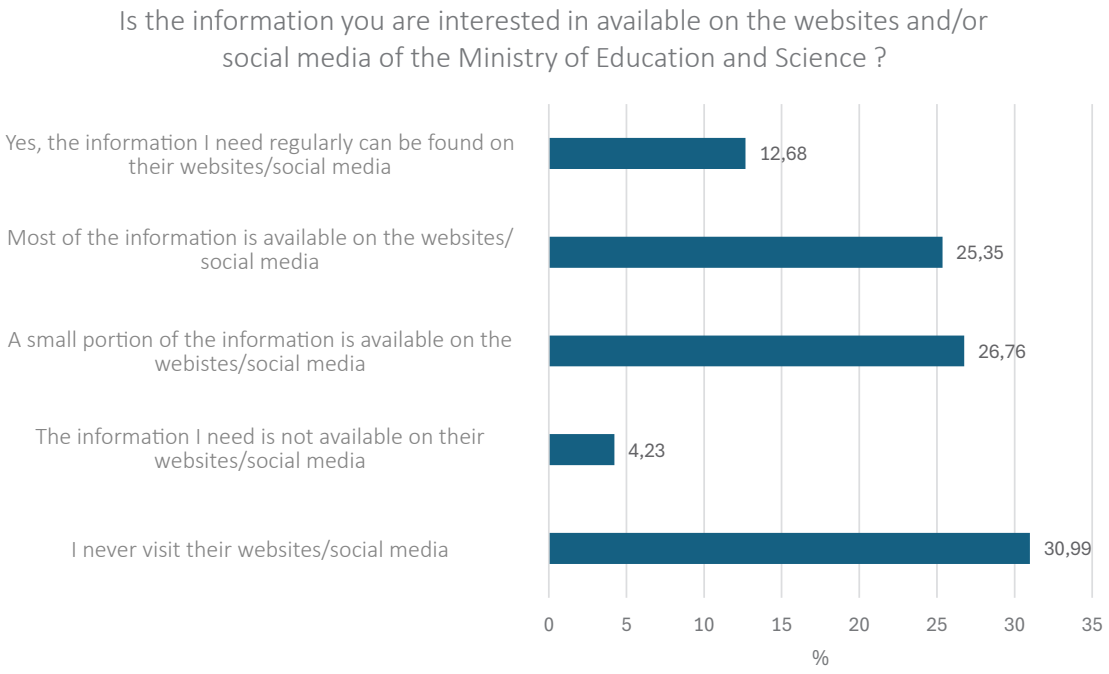
When it comes to the availability of information on environmental and spatial planning topics of interest to respondents on the website or social media pages of the Ministry of Environment and Physical Planning (MoEPP), a significant portion of respondents (42.1%) said that they never visit the pages of the competent institution in the field of environment and physical planning. More than a third of respondents believe that a small portion of the information they are interested in is available on MoEPP's websites, while less than 20% believe that most or all of the information of interest can be found on MoEPP's websites.

Chart 11. Perceptions of availability of information on MoEPP's website and social media, in percentages.



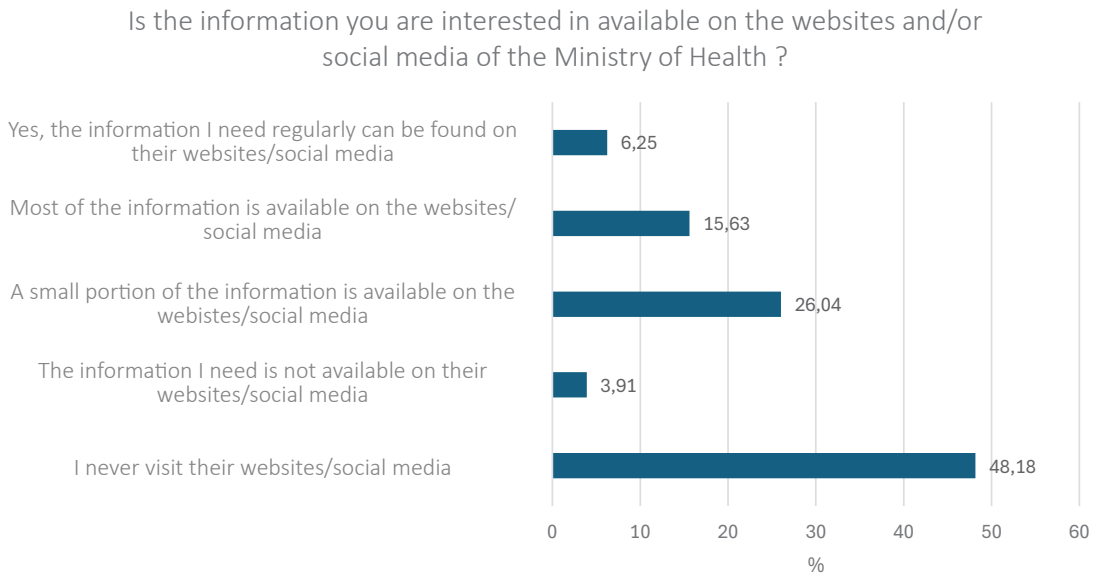
When it comes to the Ministry of Education and Science (MES) and the satisfaction of respondents with regard to the availability of content related to education, science and technology on the website and the social media of this institution, the following can be concluded: **31% of respondents said that they never visit MES's website or the institution's social media;** only 4% believe that such information cannot be found on the indicated sources; slightly more than a quarter (27%) believe that they can find a small portion of the information they are interested in on the website and social media of the MES, **while more than 38% believe that most or all information in the field of education, science and technology can be found on the website and social media of the Ministry of Education and Science.**

Chart 12. Perceptions of availability of information on MES's website and social media, in percentages.



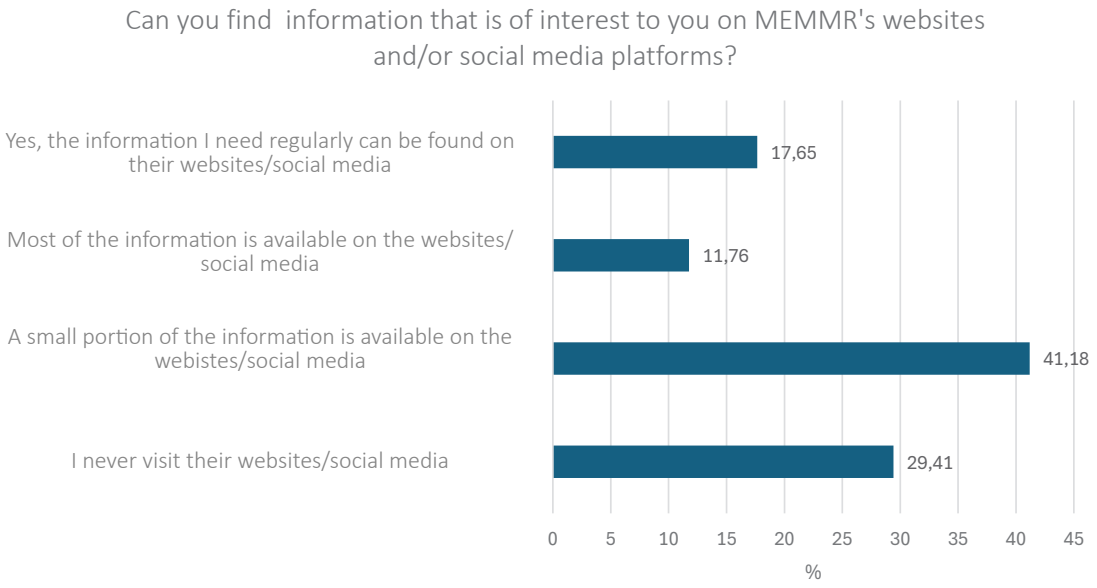
Regarding the Ministry of Health (MoH), almost half of the respondents interested in the topic of health and healthcare said that they never visit the MoH website and their social media; around 4% of respondents believe that such information is not available on the indicated sources, a quarter (26%) believe that a small part of the information on the topic of interest is available on MoH's websites, while slightly more than a fifth (21.9%) believe that most or all information can be found on MoH's websites and social media.

Chart 13. Perceptions of availability of information on MoH's website and social media, in percentages.



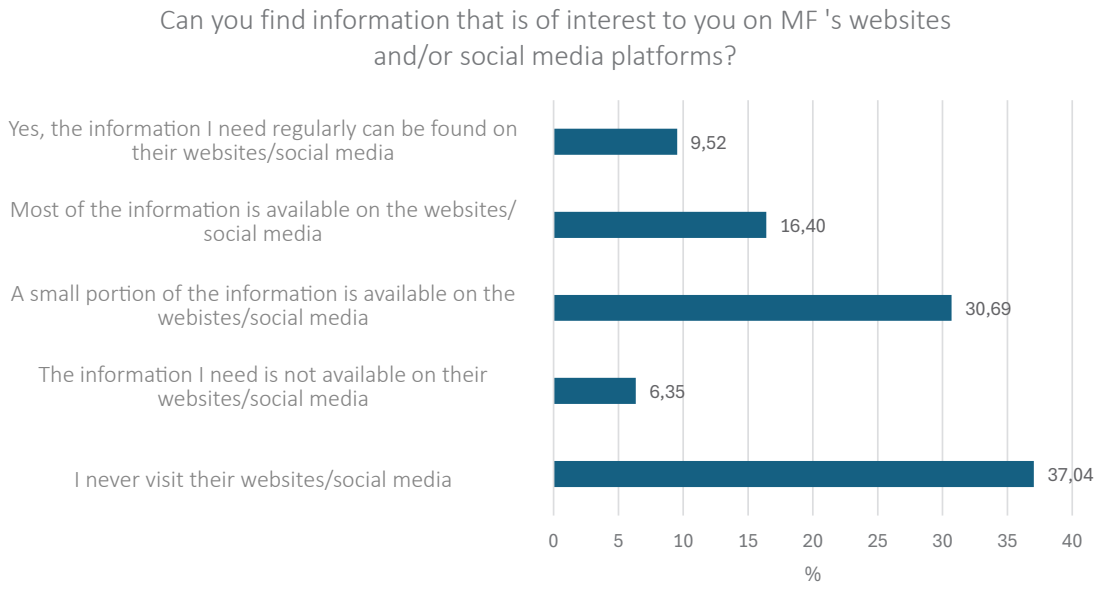
In terms of how respondents perceive the availability of information ensured by the Ministry of Energy, Mining and Mineral Resources (MEMMR), the majority believe that the Ministry publishes a small part of relevant information that is of interest to them. Less than a third (29.4%) have never visited the online pages of this ministry, while 29.5% believe that most or all information in the area can be found on the website and social media pages of MEMMR. A high percentage of respondents who responded to this question believe that a small part of the information that are of interest to them can be found on the website and social media pages of the ministry.

Chart 14. Perceptions of availability of information on MEMMR's website and social media, in percentages.



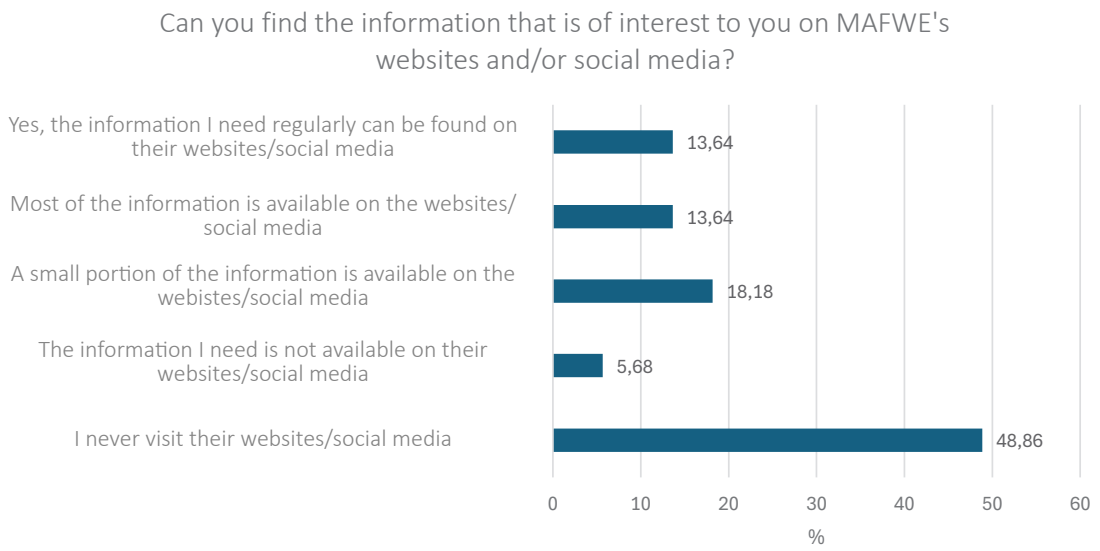
When asked about their opinion regarding the availability of information on the website and social media of the Ministry of Finance (MF), 37% of respondents never visit these pages to obtain information, 6.4% believe that such information cannot be found on these pages, **30.7% believe that a small part of the information of interest is available on MF's pages, while slightly more than a quarter (25.9%) believe that most or all information on the topic of interest can be found on MF's website and their social media.**

Chart 15. Perceptions of availability of information on MF's website and social media, in percentages.



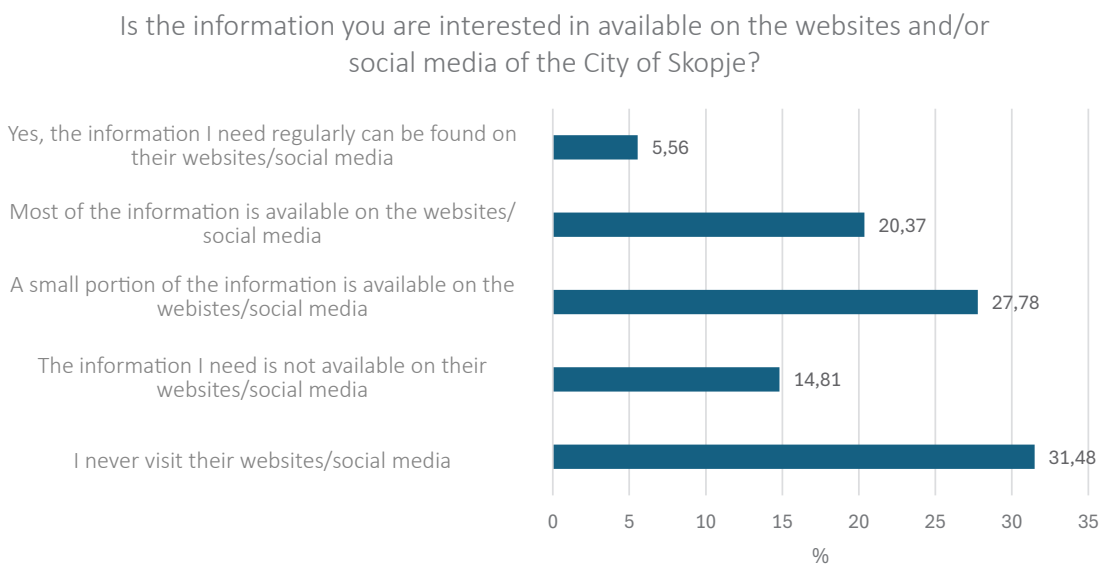
Regarding the information available on the web pages of the Ministry of Agriculture, Forestry and Water Economy (MAFWE), almost half of the respondents (48.9%) said that they never visit the pages of this institution in search of information on the topic. A low percentage - 5.7% of the respondents believe that such information is not available on the websites and profiles of the MAFWE. Slightly less than a fifth (18.2%) believe that a small part of the requested information can be found on these pages, **while slightly more than a quarter (27.2%) believe that most or all of the information can be found on their social media pages.**

Chart 16. Perceptions of availability of information on MAFWE's website and social media, in percentages.



Regarding the information available on the City of Skopje's web pages, 14.8% of respondents believe that the information they need cannot be found on the City of Skopje's websites, **27.8% believe that only a small part of the information of interest can be found on these websites, while about a quarter of respondents (26%) believe that most or all of the information can be found on the City of Skopje website and their social media pages. Slightly less than a third of respondents (31.5%) never search for information on local topics on the City of Skopje website and social media.**

Chart 17. Perceptions of availability of information on the website and social media of the City of Skopje, in percentages.



Asked about several characteristics of the information shared by the competent institutions on topics of interest, more specifically when asked whether the "information shared by the institution" is shared regularly (up-to-date)/accessible/clear/understandable, respondents could express their (dis)agreement on a scale of 1-5 where 1 indicates "I completely disagree", and 5 – "I completely agree". **Regarding the MoEPP, 43.7% of respondents believe that the information is not updated (not shared regularly) most of the time or almost always;** 34.1% do not have a formed opinion on the issue, while 22.2% partially or completely agree with the claim that the information from this institution is shared regularly (up-to-date).

When it comes to the Ministry of Education and Science and how regularly they publish information, about a quarter of the respondents, or 26.1%, partially or completely disagree with the claim that the information from this institution is shared regularly (up-to-date). About a third, or 32.4%, have not formed an opinion on the issue, while **41.5% partially or completely agree with the statement that the Ministry of Education regularly shares information.**

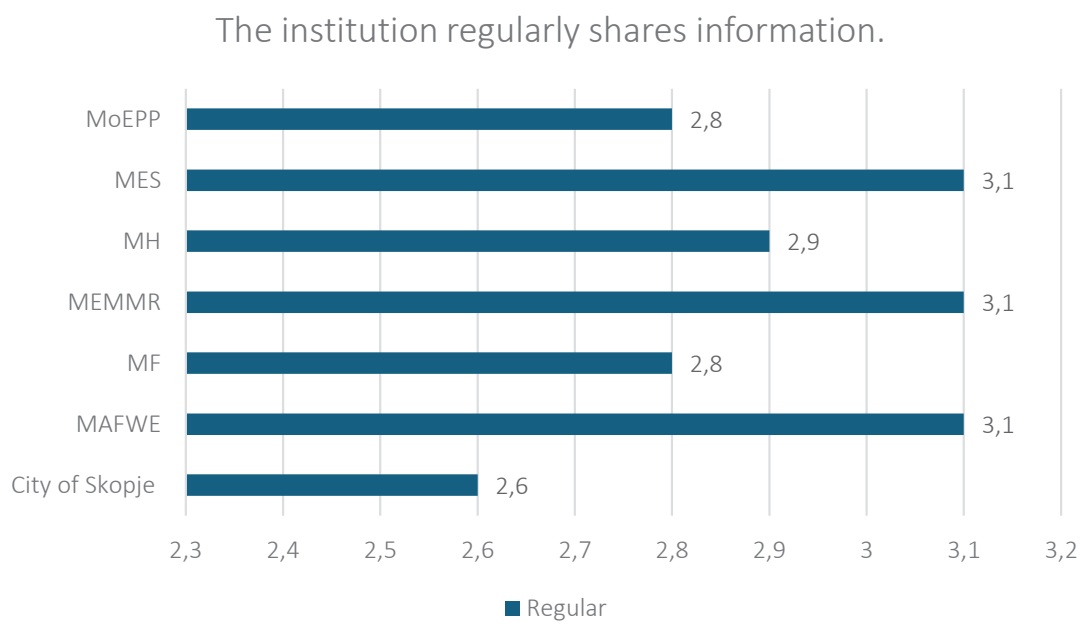
Regarding how regularly the Ministry of Health publishes information, 39.1% of respondents partially or completely disagree with the claim that the Ministry of Health regularly publishes information. Around 30% of respondents do not have a clearly formed opinion, **and an additional 30.2% believe that information is published regularly.**

Regarding MEMMR, slightly more than a third do not believe that the Ministry regularly publishes information (35.3%), 29.4% have not formed an opinion, **and an almost equal percentage of respondents (35.3%) believe that this Ministry regularly communicates relevant information with citizens.**

There is an equal distribution of the responses on MAFWE's regular publishing of information - 37.5% do not agree that the Ministry regularly publishes information, an equal percentage believe that information is regularly published, and 25% do not have a formed opinion.

When it comes to the City of Skopje, more than half of the respondents do not believe that the institution regularly publishes information (53.7%), about a fifth - 22.2% do not have a formed opinion, while about a quarter of the responses (24.1%) believe that information is regularly published.

Chart 18. Perceptions of how regularly competent institutions publish information, in mean numbers.



In terms of information availability, 38.9% of respondents do not believe that the information they are requesting is available from the MoEPP; 29.4% don't have a formed opinion on the matter, **and 31.7% believe that the requested information is available.**

Slightly more than a quarter of the responses – 27.5% – express disagreement with **the claim that information from the Ministry of Education is available,** 31% do not have a formed opinion on the issue, and **41.5% believe that the necessary information is available.**

Regarding the Ministry of Health, 36.2% disagree that the Ministry of Health has information available, one third do not have a formed opinion on the issue, **while 30.7 partially or fully agree with the statement that the necessary information is available from the Ministry of Health.**

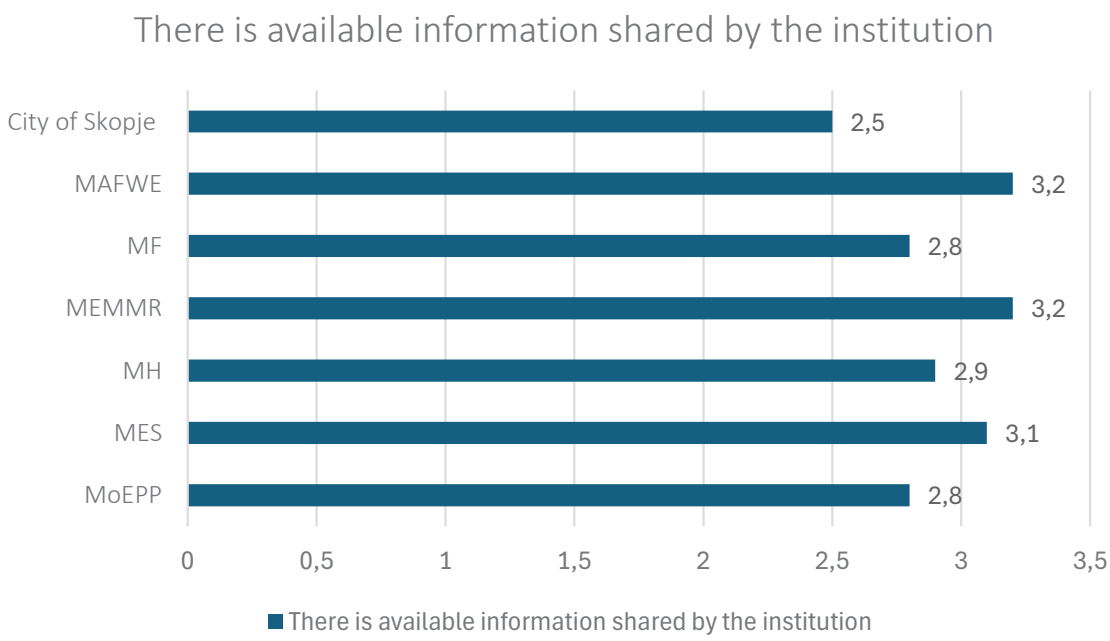
When it comes to MEMMR, 29.4% do not believe that the necessary information is made available by the Ministry, 23.5% do not have a formed opinion on the issue, and **47.1% partially or fully agree with the statement that information from MEMMR is available.**

About 40% of respondents with an interest in the topic of finance believe that information from the Ministry of Finance is available to citizens, a third – 33.3% – do not have a formed opinion, and 27.5% have a positive opinion regarding the availability of information from the Ministry of Finance.

When it comes to **MAFWE**, 33% disagree with the claim that information from the Ministry is available to citizens; 23.9% do not have a formed opinion, and **43.2% partially or fully believe that information from the MAFWE is available.**

More than half of the respondents who answered the questions regarding the City of Skopje (51.9%) do not agree with the claim that the institution has information available to citizens, 25.9% do not have a formed opinion on the issue, while 48.1% believe that the necessary information from the City of Skopje is available.

Chart 19. Perceptions regarding the availability of information in a competent institution, expressed as averages



In terms of the clarity of communications, 36.5% of respondents asked about the MoEPP do not agree that the information from the institution is clear, 28.6% do not have a formed opinion on the issue, **while 34.9% believe that the information from the MoEPP is clear.**

About a fifth, 20.4% of respondents believe that **the Ministry of Education and Science** does not communicate clear information, while a significantly higher percentage – **53.5% –** have the opposite view – **that the institution clearly communicates with citizens.** About a quarter of respondents who provided answers regarding this institution do not have a formed opinion.

A third of respondents asked about the clarity of communication from the Ministry of Health disagree with the claim that the information from this insti-

tution is clear. Around 30% believe that the Ministry publishes information that is clear, and an additional third – 35.9% do not have a clear stance on the clarity of communication.

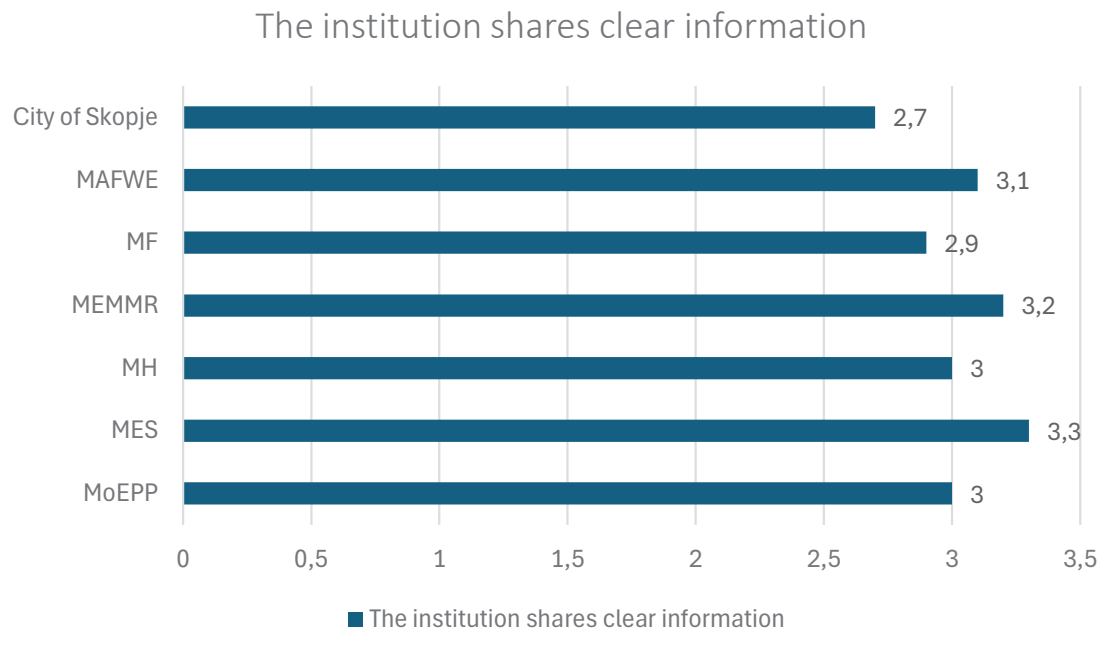
About 23% of respondents believe that **MEMMR** does not share clear information, and a significantly higher percentage – **41.7%** have the opposite view – that **the communication from the Ministry is clear;** 35.3% do not have a formed opinion on the issue.

When it comes to the Ministry of Finance, 34.9% do not believe that the institution shares clear information with citizens, and only 28% agree with the view that the information from the Ministry of Finance is clear. Regarding this institution, a relatively high percentage of respondents – 37% – do not have a clear stance.

Around 30% of respondents do not believe that the information from the MAFWE is clear; almost an equal percentage do not have a formed opinion, and **38.6% believe that the information from the institution is clear.**

Regarding the City of Skopje, a high percentage of respondents – 46.3% do not believe that the information published by the institution is clear; 29.6% did not express a clear stance, and 24.1% believe that the information from the City of Skopje is clear.

Chart 20. Perceptions regarding the clarity of information published by a competent institution, expressed as averages.



In terms of how understandable the information is, 38.1% of respondents don't agree that the MoEPP publishes information that is understandable to citizens. An identical percentage of respondents have the opposite view, that is, that the institution publishes understandable information. About a quarter of

respondents do not have a formed opinion on the issue.

About a fifth of respondents – 20.4% believe that the Ministry of Education and Science does not publish understandable information; however, twice as many respondents – **54.2% have** the opposite **view, that the information from the Ministry of Education and Science is understandable.**

34.4% of respondents believe that the information from the Ministry of Health is not understandable, while 31.8% have the opposite view. Almost an identical percentage do not have a formed opinion regarding the comprehensibility of the information published by the Ministry of Health.

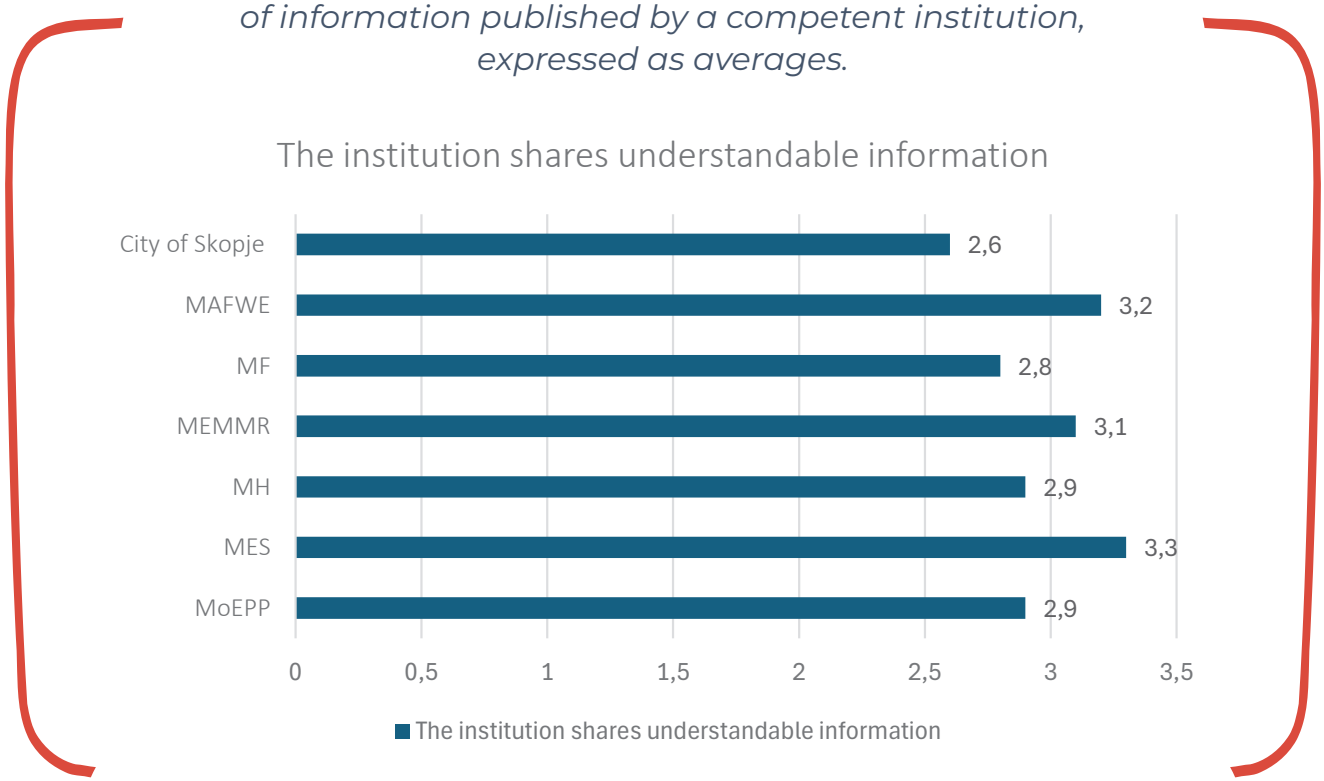
29.4% of the respondents believe that the information from **MEMMR** is not understandable, a significantly higher **47.1% believe that the information is understandable.**

28.6% of respondents asked about **the Ministry of Finance** believe that the information the ministry communicates to citizens is understandable, a slightly higher **34.9%** do not share this view, i.e. they do not **believe that the information is understandable.**

A relatively high 40.9% believe that the information published by the MAFWE is understandable, a significantly lower 26.1% do not share this view. One third of the respondents do not have a formed opinion regarding this aspect of communication from this institution.

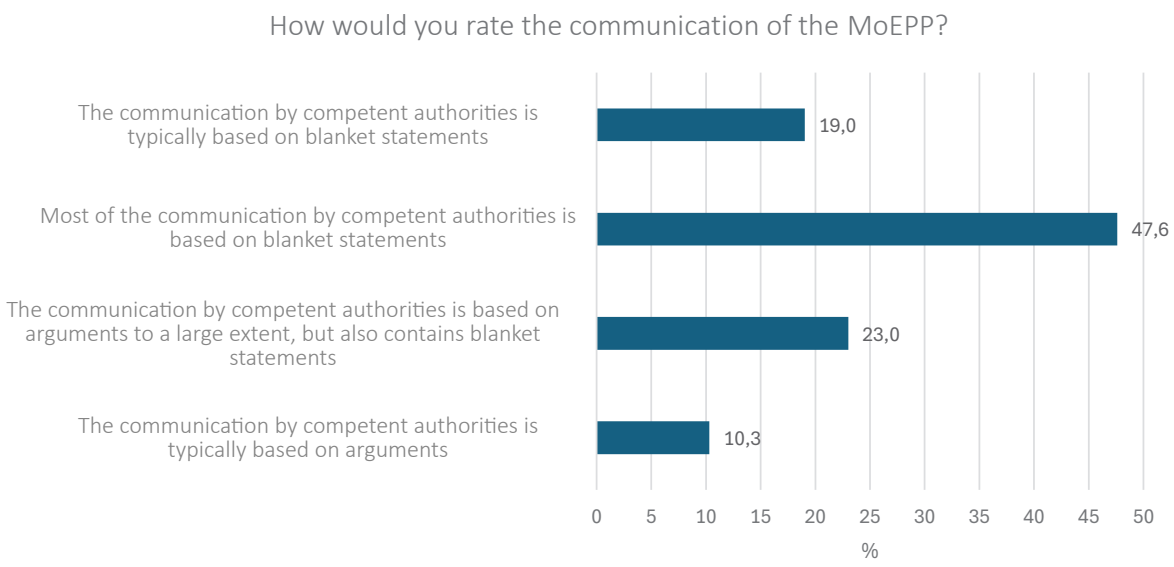
About a quarter of respondents who are interested in local topics believe that **the City of Skopje** publishes understandable information. As with other aspects of communication by this institution, a significant percentage of respondents, **51.9%, believe that the information is not understandable.**

Chart 21. Perceptions regarding the understandability of information published by a competent institution, expressed as averages.



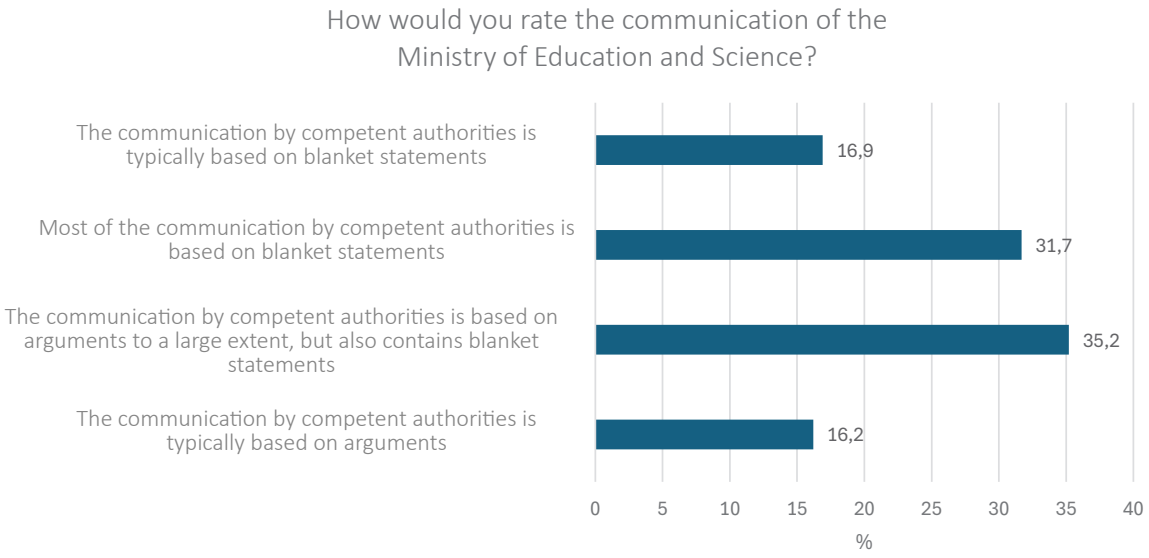
When asked about the characteristics of the communication of the competent institutions on topics of interest, half of the respondents most interested in environmental topics (**47.6%) believe that the communication of the MoEPP is mostly based on blanket statements;** 19% believe that the communication is mostly based on blanket statements; 23% believe that the communication contains blanket statements, but also arguments, while only 10.3% of the respondents believe that the communication of the MoEPP is based on arguments.

Chart 22. Perceptions of the argumentation of MoEPP's communication, in percentages.



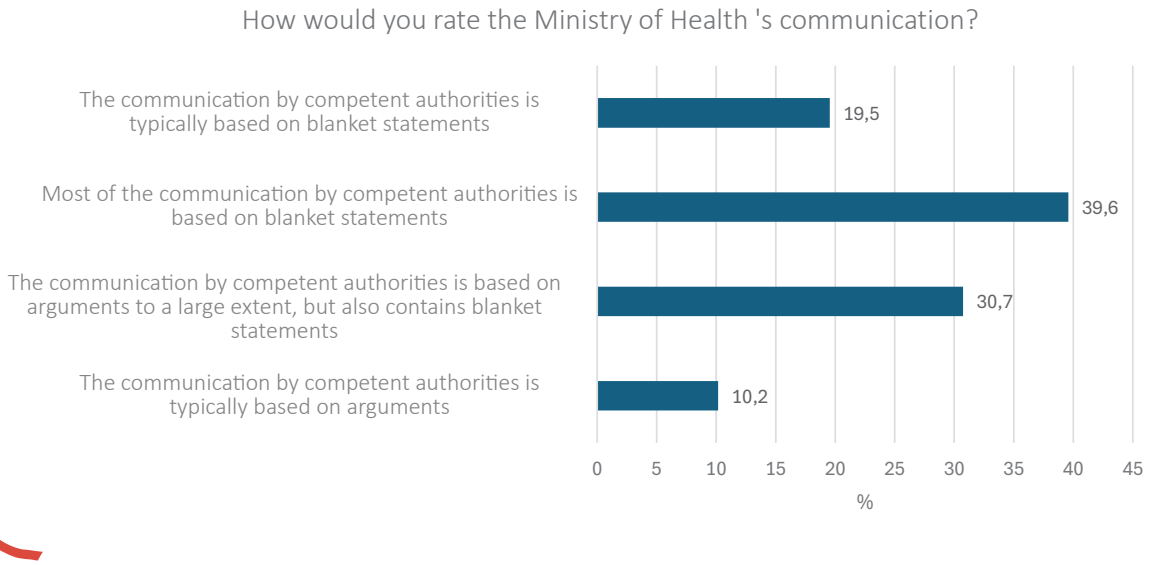
When it comes to communication by the **MES**, a high percentage of respondents interested in the topics of education, science and technology (**48.6%) believe that the communication of this Ministry is based entirely or to a large extent on blanket statements;** 35.2% believe that the communication of the MES contains both blanket statements and arguments, while 16.2% believe that the communication of the Ministry of Education is based on arguments.

Chart 23. Perceptions of the argumentation of MES's communication, in percentages.



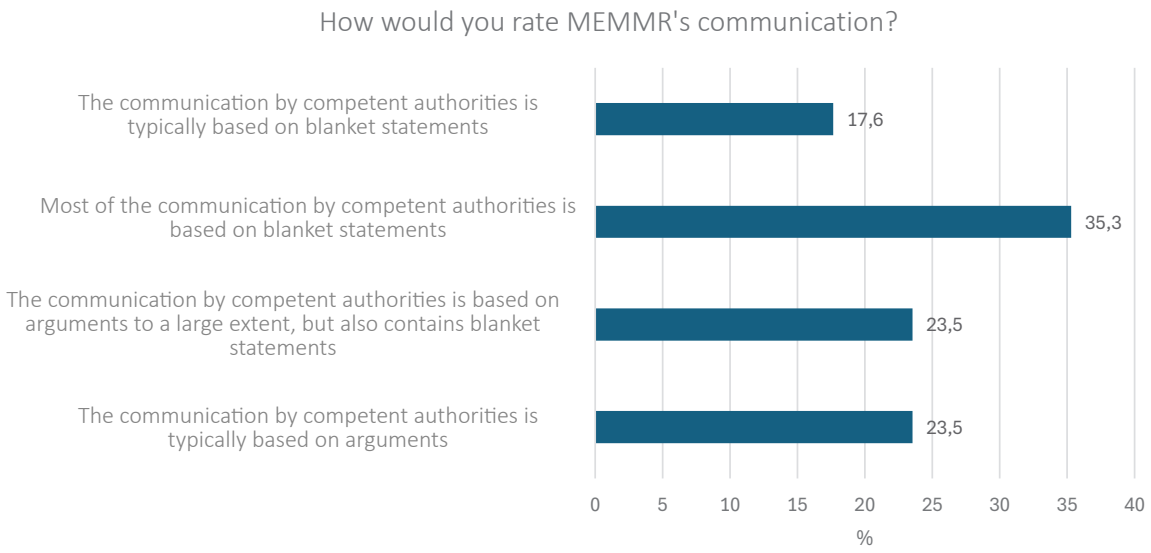
Regarding the Ministry of Health, almost two-thirds of respondents, or 59.1%, believe that the communication of this Ministry is based entirely or to a significant extent on blanket statements. Less than a third of respondents - 30.7%, believe that this communication includes both arguments and blanket statements, while only 10.2% of respondents believe that MH communicates with arguments on the topic of health and healthcare.

Chart 24. Perceptions of the argumentation of the Ministry of Health's communication, in percentages.



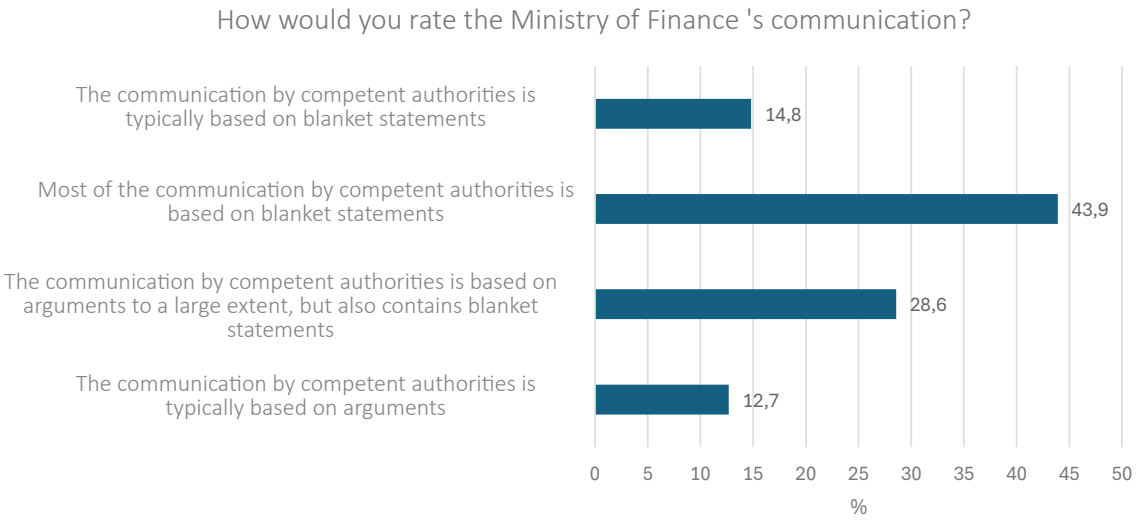
Regarding MEMMR, about half of the respondents - 52.9% believe that the communication of this ministry is based entirely or to a significant extent on blanket statements; about a quarter of the responses - 23.5% state that the communication contains both arguments and blanket statements, while a relatively high 23.5% believe that MEMMR mostly communicates with citizens with arguments.

Chart 25. Perceptions of the argumentation of MEMMR's communication, in percentages.



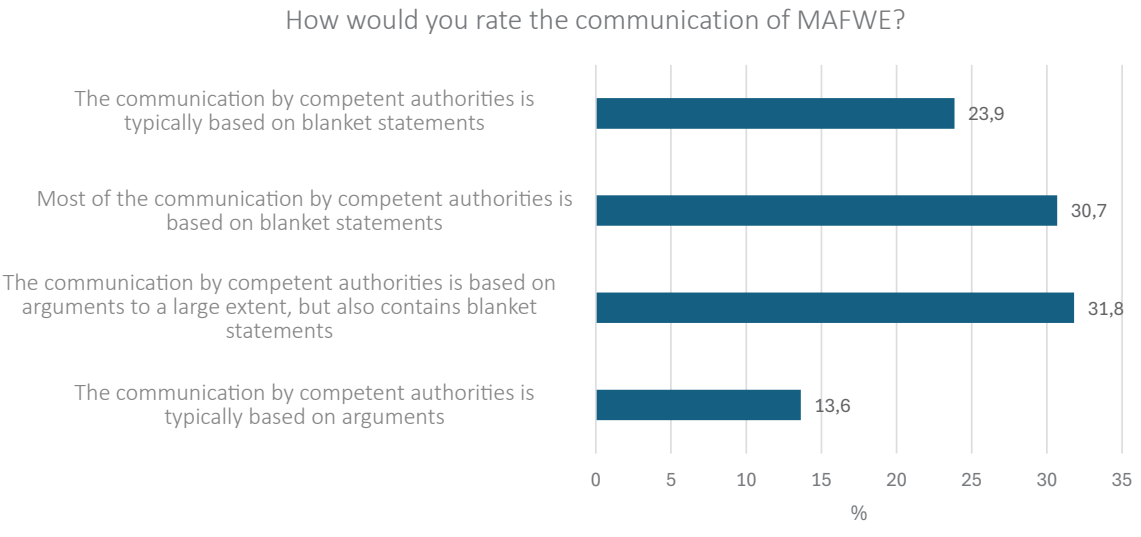
More than half of the respondents interested in the topic of finance – **58.7%, believe that the Ministry of Finance bases most or most of its communication on blanket statements;** 28.6% believe that in addition to blanket statements, the Ministry of Finance also uses arguments in its communication, while 12.7% believe that the Ministry of Finance communicates with arguments.

Chart 26. Perceptions of the argumentation of MF's communication, in percentages.



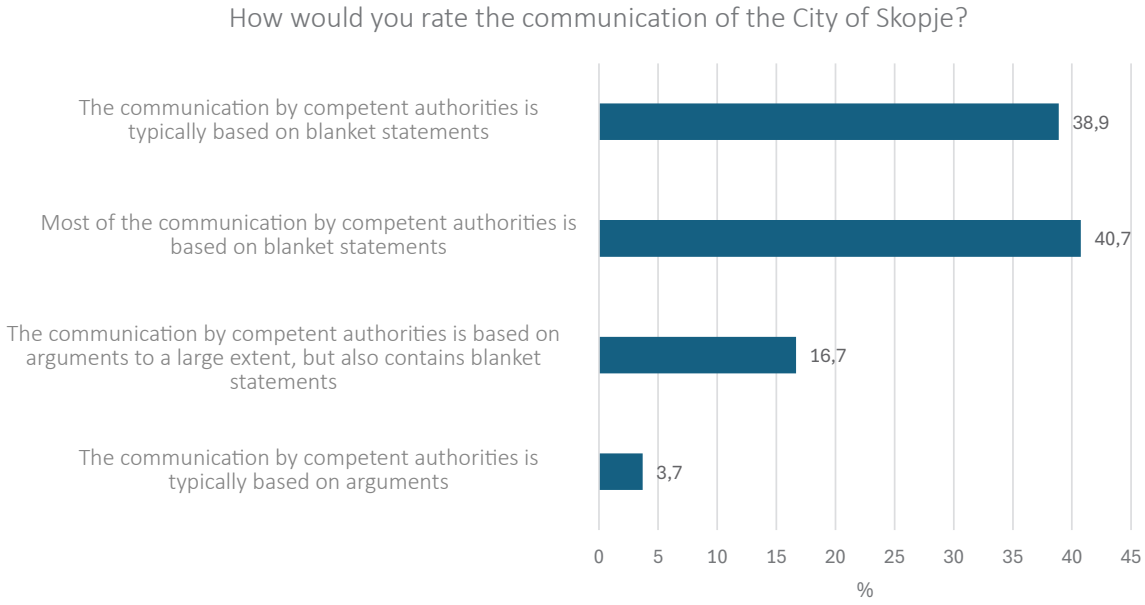
More than half – **54.4% of respondents interested in the topic of agriculture believe that the MAFWE partially or most often uses blanket statements in its communication;** slightly less than a third of respondents – 31.8% – believe that in addition to blanket statements, the Ministry also uses arguments, while 13.6% believe that the MAFWE most often uses arguments in its communication.

Chart 27. Perceptions of the argumentation of MAFWE's communication, in percentages.



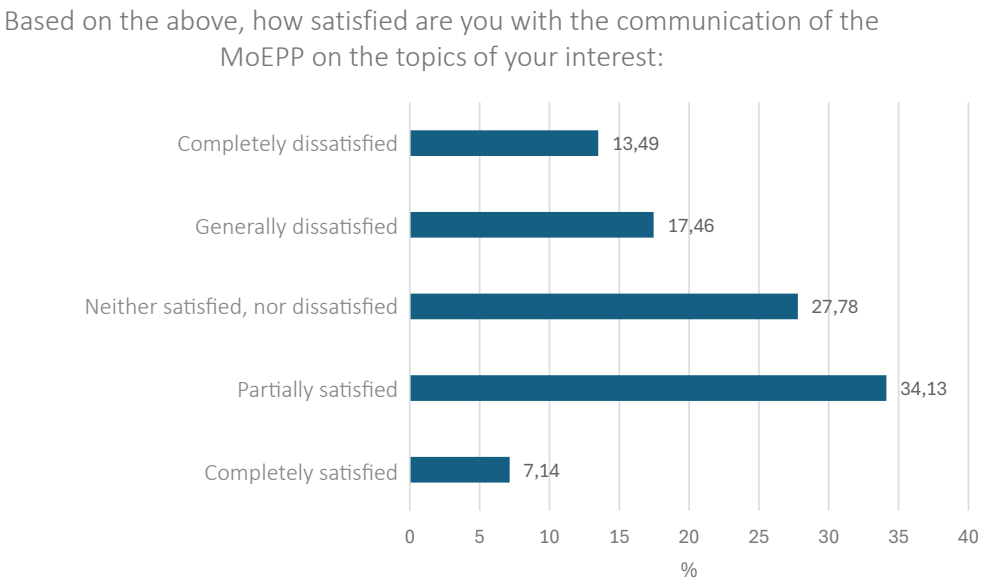
Compared to the other institutions covered by the survey, the City of Skopje had the worst score in terms of the quality of communication, according to the opinion of respondents who are most interested in local topics. Namely, **a high 79.6% of respondents believe that the communication from the City of Skopje is based largely or mostly on blanket statements,** 16.7% believe that in addition to blanket statements, arguments are also used, while only 3.7% believe that the City of Skopje mainly uses arguments in its communication.

Chart 28. Perceptions of the argumentation of the City of Skopje's communication, in percentages.



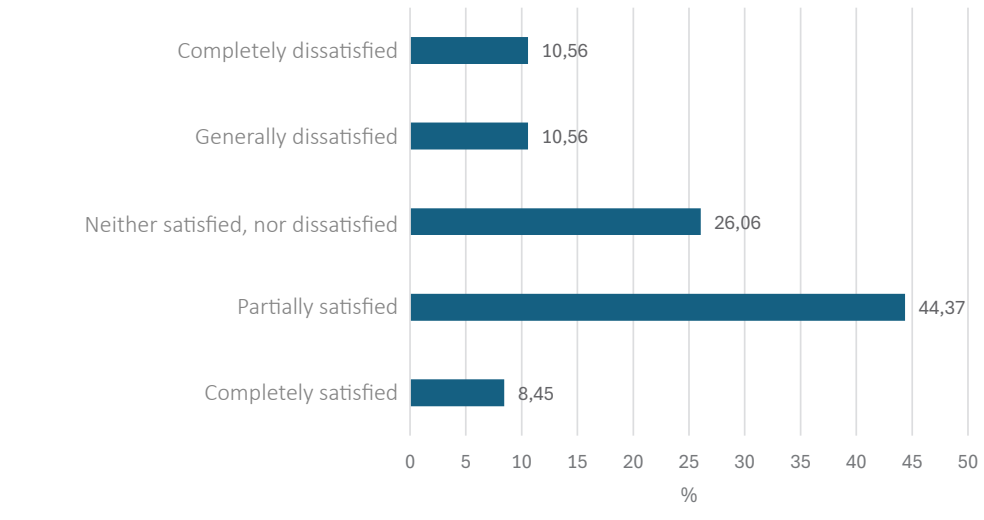
When asked how satisfied they were with the communication of the competent institutions in the areas of interest to the respondents, the survey participants had the opportunity to give their answers on a scale of 1 to 5, where 1 means "completely dissatisfied", and 5 – "completely satisfied". Respondents interested in the area of environment and physical planning assessed their satisfaction with the communication by the MoEPP. According to the responses, **31% of the respondents stated that they were generally or not at all satisfied with the communication of the Ministry of Environment and Physical Planning.** About a quarter of the respondents – 27.8% do not have a formed opinion on this issue, while 41.2% are partially or completely satisfied with the communication of this institution.

Chart 29. Satisfaction with the communication of MoEPP with respondents on topics of interest, in percentages.



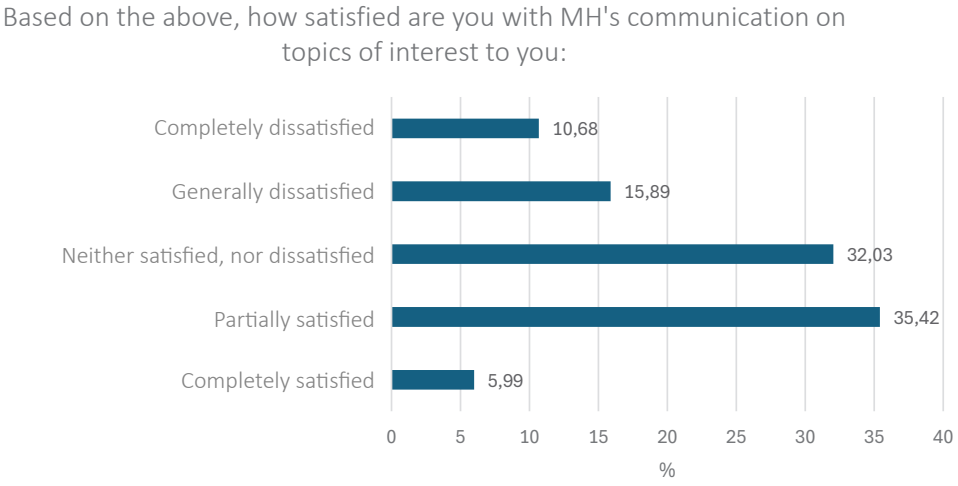
When it comes to the Ministry of Education, about a fifth of the respondents - 21.2% stated that they are generally or completely dissatisfied with the Ministry of Education's communication, a quarter - 26.2% do not have a formed opinion, while **more than half of the respondents - 52.9% are partially or completely satisfied with the Ministry of Education's communication on topics of interest to them.**

Chart 30. Satisfaction with the communication of MES with the respondents on topics of interest, in percentages.



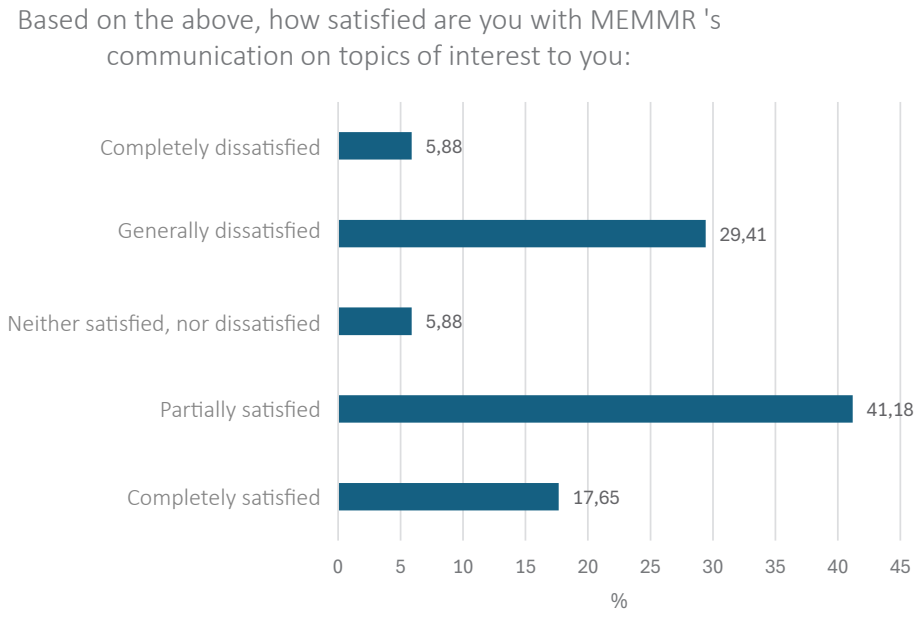
In terms of satisfaction with communication from the Ministry of Health, about a quarter of respondents - 26.6% are generally or not at all satisfied with the institution's communication, about a third of respondents - 32% do not have a formed opinion on this issue, while **41.4% of respondents are partially or completely satisfied with the communication.**

Chart 31. Satisfaction with MH's communication with respondents on topics of interest, in percentages.



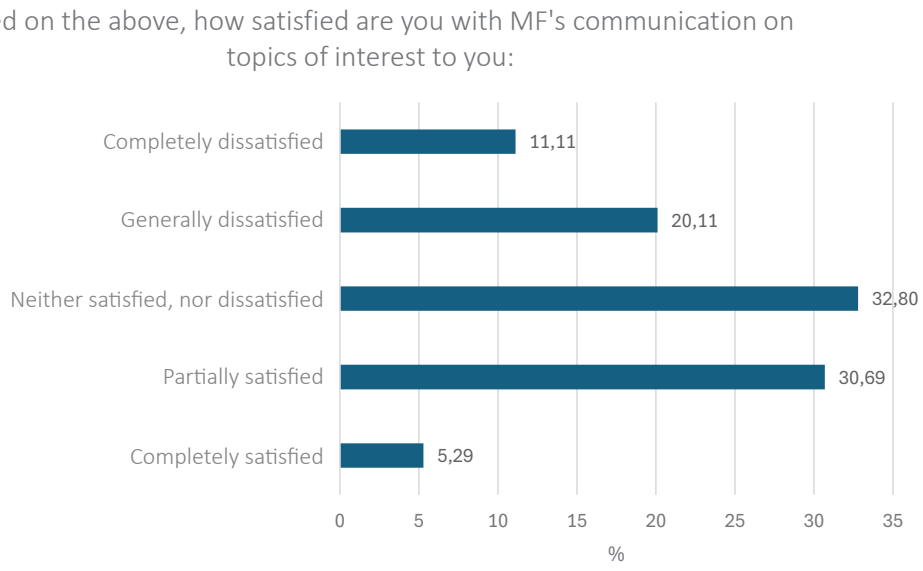
When it comes to MEMMR, more than a third of respondents - 25.3% are generally or not at all satisfied with MEMMR's communication, a small percentage of respondents - 5.9% do not have a formed opinion on this issue, while **a high 58.8% are partially or completely satisfied with the Ministry's communication on issues of interest.**

Chart 32. Satisfaction with MEMMR's communication with respondents on topics of interest, in percentages.



In terms of communication from MF, slightly less than a third of respondents – **31.2% are generally or completely dissatisfied with** the Ministry of Finance's communication; another third – 32.8% do not have a formed opinion on the issue, **and 36% are partially or completely satisfied with the MF's communication.**

Chart 33. Satisfaction with MF's communication with respondents on topics of interest, in percentages.



Comparison of the responses with previous surveys

The respondents' answers to a certain block of questions are comparable with the answers collected within the surveys of 2024 and 2022. This primarily refers to the questions about the preferred media for news consumption, the practices of checking the reliability of the information shared by the media, the perception of the communication of the institutions, as well as the handling of disinformation. For the sake of methodological clarity, some of the questions in this year's questionnaire were modified and the comparison for them can only be implied.

Regarding the question of how often they check the news on global developments (compared to a survey conducted in 2022), **respondents have been keeping up with current affairs more often in 2025. Back in 2022, 71% of respondents checked the news daily, compared to 78% in 2025.** Also, **the percentage of respondents who are not interested in news at all has decreased from 14% in 2022 to 5% in 2025.**

In terms of sources of information, **a slightly higher percentage of TV as a news source is observed in 2025 (71%), compared to 65% in 2022 and 67% in 2024, and websites are also used more often to stay on top of current events, from 24% in 2022 to 37.5% in 2025.**

When asked "How do you know that the media you get your information from can be trusted", a significant difference is noted with the 2022 survey in terms of doubt in all content published by the media, with 54% of respondents in 2022 being doubtful, a percentage that has gone significantly down in 2025, to 29%. At the same time, there is no increase in the practices of checking the author/source or consulting a better-informed person about the reliability and accuracy of the information. A comparison of the responses with the 2024 survey cycle confirms this trend - a smaller percentage of respondents check at all the accuracy and reliability of the news they read.

When it comes to spotting disinformation, there are no overall significant differences among each survey cycle in terms of respondents' self-perceptions **regarding their capacities to recognize fake news or disinformation, i.e. a high percentage believe that they have the capacity to recognize such information.** When it comes to instances of sharing false information, the survey conducted in 2025 **showed a higher percentage of respondents (40%) who believe that they have never shared false information** (in 2022 this percentage was 33%).

When asked who spreads disinformation the most in Macedonia, there are significant differences in the responses of respondents in 2022 and 2025. Namely, in the survey conducted in 2025, the percentage of respondents who believe that the media or political parties respectively are a significant factor in spreading disinformation in the country has decreased. However, the percent-

age of respondents in 2025 (47%) who believe that both the media and political parties and state institutions share responsibility for spreading disinformation is significantly higher than in 2022 (13%).

Regarding the question of the media sufficiently covering the topics of interest to respondents, there are no significant differences in the responses of respondents in the surveys conducted in 2024 and 2025, i.e. **the majority believe that the media sometimes or regularly report on topics of interest to them.** Additionally, no differences were observed in the responses in the two cycles of the survey regarding how the media inform about these topics – **respondents predominantly believe that the media convey only superficial information.**

Annex 1: Socio-demographic characteristics of respondents

GENDER	**Men**	49,0%
	Women	51,0**%**
AGE	18- 24	7,1%
	25- 34	13,9%
	35- 44	18,5%
	45- 54	19,6%
	55- 64	19,0%
	65+	21,9%
ETHNICITY	Macedonian	67,9%
	Albanian	22,8%
	Other	9,3%
EMPLOYMENT STATUS	Full -time employee	52,4%
	Half-time employee	0,5%
	Unemployed	12,5%
	Student/pupil	2,3%
	Retiree	28,2%
	Homemaker	4,1%
REGION	Vardar	8,0%
	Eastern	9,0%
	Southwest	8,30%
	Southeast	9,60%
	Pelagonia	12,0%
	Polog	13,1%
	Northeast	8,0%
	Skopje	32,0%
AREA OF RESIDENCE	City	67,4%
	Village	32,6%
EDUCATIONAL BACKGROUND	No education / incomplete primary education	1,4%
	Completed primary education	12,0%
	Completed secondary education	58,7%
	Completed college/university	25,1%
	Completed postgraduate studies, doctorate or residency	2,8%

Annex 2: Survey Questionnaire

1. CITIZENS' NEWS CONSUMPTION HABITS

1. How often do you check the news about events in the country and the world?

a. Once a day
b. Multiple times a day
c. Several times a week
d. I am not interested at all.
e. Don't know/no answer

2. What is your favoured source of information about events in the country and the world? (multiple choice, maximum 3)

a. TV
b. Web portals (websites)
c. Newspaper
d. Radio
e. Social media
f. Time.mk and similar websites (news aggregators)
g. Colleagues, friends, relatives
h. Other_____

3. Choose one of the following areas that most concerns or interests you?

a. Environment and urban planning
b. Education, science and technology
c. Health and healthcare
d. Energy, mining and mineral resources
e. Public finance (public debt, pensions, shadow economy, corporate assistance)
f. Agriculture
g. Local topics from the City of Skopje

2. TRUST AND MEDIA REPORTING

4. Do the media report enough on topics of interest to you?

a. Yes, the media regularly publish timely and in-depth news on topics that interest me.
b. The media sometimes publish news on topics that interest me.
c. The media rarely publish news on topics that interest me.
d. No, the media never publish news on topics that interest me.

5. How do the media report on these topics:

a. They convey only superficial information that does not provide sufficient knowledge/insight about the topic.
b. They provide in-depth information and analysis and provide complete information that benefits citizens.

3. CITIZENS' SELF-PERCEPTION OF THEIR ABILITY TO SPOT DISINFORMATION AND PROTECT THEMSELVES FROM IT

6. How do you know that the media where you get the news from can be trusted?

a. I assume what I'm reading is credible because it's been published
b. I have no doubt because everything published in the media is true

c. I check to see who published the news item
d. I check if the author of the text is signed
e. I consult with someone who is well-informed on the topic
f. I have my suspicions about everything that is published
g. I check whether and how the news item has been covered by other media

7. Do you think you can recognize when a piece of news is fake or is disinformation?
a. Yes, always
b. Sometimes
c. Rarely
d. I can't
e. I don't know/no answer

8. How often have you shared information that you later found to be incorrect?
a. Often
b. Sometimes
c. Never
d. I don't know/no answer

9. Who spreads the most disinformation in Macedonia?
a. The media
b. Political parties
c. State institutions
d. All of the above
e. Other_____
f. I don't know/no answer

10. How often do you practice the following things when consuming news?

	Always	Sometimes	Rarely	Never
I check to see who published the news item				
I check if the author of the news item is signed				
I consult with someone who is better-informed on the topic				
I check whether and how the news has been covered by other media.				

4. TRUST IN PUBLIC INSTITUTIONS

According to the selection made in Question 3 above, the following questions are asked about the institution covering the selected topic

a. Environment and urban planning - Ministry of Environment and Physical Planning
b. Education, Science and Technology – Ministry of Education and Science
c. Health and healthcare – Ministry of Health
d. Energy, mining and mineral resources – Ministry of Energy, Mining and Mineral Resources
e. Public finance (public debt, pensions, shadow economy, corporate assistance) – Ministry of Finance
f. Agriculture – Ministry of Agriculture, Forestry and Water Economy
g. Local topics from the City of Skopje – the City of Skopje

In one of the questions above you stated that one of the areas that most concerns or interests you is _____

11. Is the information you are interested in available on the websites and/or social media of (institution selected in question 3)?

1. Yes, I can always find the information I am looking for on the websites/social media of the competent authorities.
2. Most of the information is available on the websites/social media of the competent authorities.
3. A small part of the necessary information is available on the websites/social media of the competent authorities.
4. The information I need is not available on the websites/social media of the competent authorities.
5. I never visit the websites/social media of the competent authorities.

12. The information shared by (the institution based on your answer to question no. 3) is:

	Completely agree	I agree	Neither agree, nor disagree	I disagree	I completely disagree
Regular (updated)					
Available					
Clear					
Understandable					

13. How would you rate the communication of (the institution based on your answer to question no. 3)

1. Communication from the competent authorities is typically based on arguments.
2. Communication from the competent authorities contains arguments to a greater extent, but there are also blanket statements.
3. Most of the communication from the competent authorities is based on blanket statements, and much less on arguments.
4. The communication of the authorities is typically based on blanket statements.

14. Based on the above, how satisfied are you with the communication of (the institution based on your answer to question no. 3) on topics of interest to you:

1. I am completely satisfied.
2. I am partially satisfied/satisfied.
3. I am neither satisfied nor dissatisfied.
4. I am generally dissatisfied.
5. I am completely dissatisfied.

DEMOGRAPHIC DATA

Gender:

1. male
2. female

Age: _____

Ethnicity:
1. Macedonian
2. Albanian
3. Other _____

Employment status:
1. Full-time employee
2. Half-time employee
3. Unemployed
4. Pupil/student
5. Retiree
6. Homemaker

Area of residence: _____

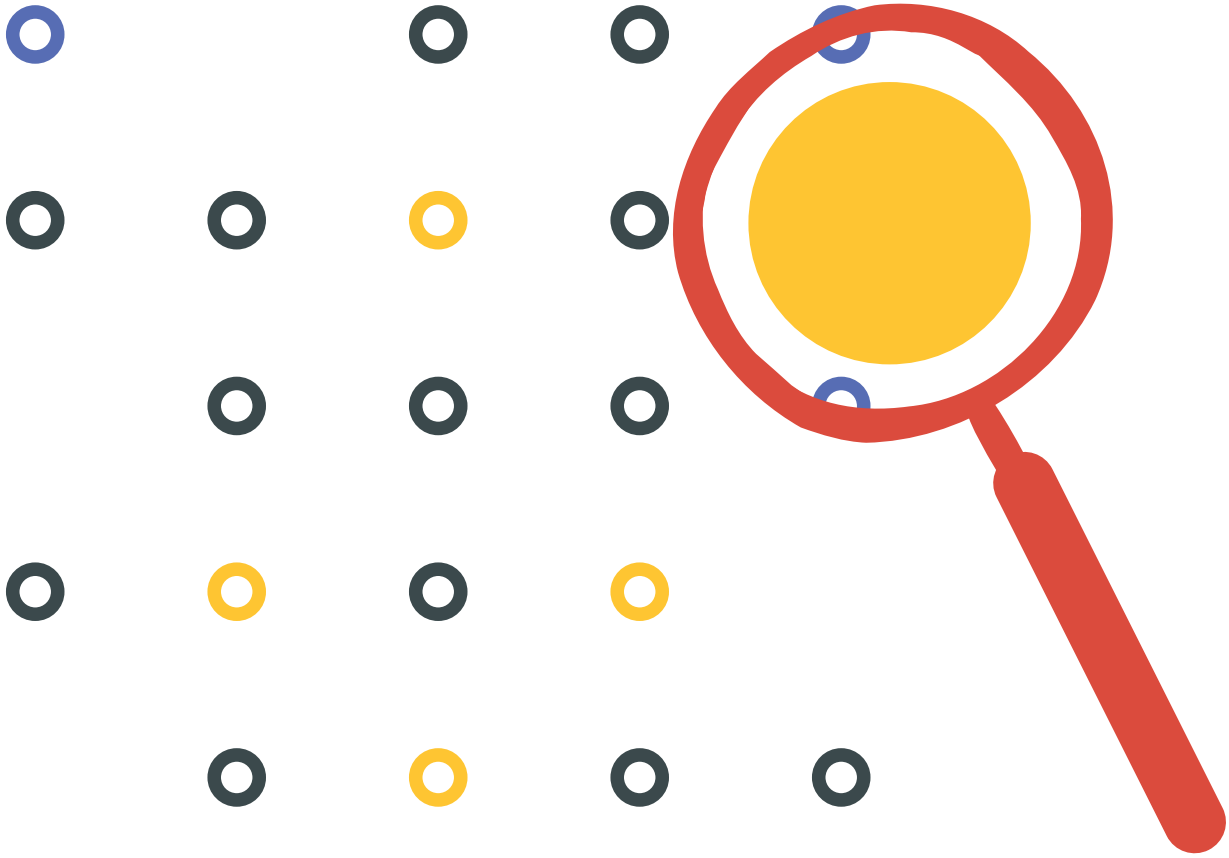
Municipality: _____

Educational background:
1. No education/incomplete primary education
2. Completed primary education
3. Completed secondary education
4. Completed college / university
5. Completed postgraduate studies, doctorate or residency

Total monthly household income:
1. Up to 18,000 MKD
2. From 18,001 to 30,000 MKD
3. From 30,001 to 42,000 MKD
4. From 42,001 to 60,000 MKD
5. From 60,001 to 75,000 MKD
6. Over 75,001 MKD
7. I don't know / No answer

Marital status:
1. Not married
2. Married
3. Widowed– divorced

Number of household members: _____



Institute of Communication Studies

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