## NORTH MACEDONIA: RESEARCH METHODOLOGY

<table>
<thead>
<tr>
<th>Data collection method National</th>
<th>Telephone and online interviews– CAPI (Computer Assisted Personal Interviewing) and CAWI (Computer Assisted Web Interviewing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration of the questionnaire</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Period of fieldwork</td>
<td>March 2021</td>
</tr>
<tr>
<td>Sample universe</td>
<td>Population of North Macedonia 18+</td>
</tr>
<tr>
<td>Sampling frame</td>
<td>Data from the Telephone Directory (Electronic), the 2002 Population Census and Statistical Estimates of the Population for year 2015 (for telephone survey) and IPSOS on-line panel database (for online survey)</td>
</tr>
<tr>
<td>Strata allocation</td>
<td>Proportional to Census 2011 data and estimated population dynamics</td>
</tr>
<tr>
<td>Sample Size</td>
<td>2410</td>
</tr>
</tbody>
</table>

This research is made possible by the generous support of the American People through the United States Agency for International Development (USAID). The contents of this research are the sole responsibility of CEPPS/NDI and do not necessarily reflect the views of USAID or the United States Government.
NORTH MACEDONIA: BREAKDOWN OF THE NATIONAL SAMPLE

BASE: Total target population; SOURCE: NDI April 2021. NOTE: Numbers on the slide represent percentages.
PUBLIC ATTITUDES ON DEMOCRACY
NORTH MACEDONIA: EXCEPT FOR THE RULING COALITION VOTERS, PEOPLE SEE REGRESS OF DEMOCRACY

Do you think the level of democracy in your country is getting worse, staying the same, or improving?

- Getting worse
- Improving

**BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages**
NORTH MACEDONIA:
CITIZENS FAVOR QUALITY OF LIFE OVER DEMOCRACY

Which statement do you agree with the most?

- Democracy is more important than quality of life. 16
- Quality of life is more important than democracy. 56
- Democracy and quality of life go hand-in-hand. 24
- Don't know 3

Democracy is more than average important then quality of life for less educated Albanians, consumers of Alsat and TV24, voters of DUI.

Democracy and quality of life go hand-in-hand more than average preferred statement for highly educated Macedonians from Skopje, consumers of Sloboden Pecat, voters od Politicka Partija Levica.

BASE: Total target population; SOURCE: NDI March 2021.
NORTH MACEDONIA: CITIZENS BELIEVE THAT WESTERN DEMOCRACY IS NOT APPLICABLE IN THEIR SOCIETY ACROSS DEMOGRAPHICS

To what extent do you agree that western democracies which assume acceptance of diversities and inclusion (minority rights, LGBTI rights, migrants’ right and similar) is not possible to function in your society?

Disagree  Agree

<table>
<thead>
<tr>
<th>North Macedonia</th>
<th>18-29</th>
<th>30-44</th>
<th>45-59</th>
<th>60+</th>
<th>Elementary or less</th>
<th>Secondary</th>
<th>College, university</th>
<th>Macedonian</th>
<th>Albanian</th>
<th>Other</th>
<th>Sitel</th>
<th>Kanal 5</th>
<th>Alfa</th>
<th>Alsat</th>
<th>Telma</th>
<th>Mtv1</th>
<th>VMRO DPMNE</th>
<th>SDSM</th>
<th>DUI</th>
<th>AA</th>
<th>Levica</th>
<th>DK/RA</th>
<th>Wouldn’t vote</th>
<th>Vote for EU</th>
<th>Vote against EU</th>
<th>Vote for EEU</th>
<th>Vote against EEU</th>
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</thead>
<tbody>
<tr>
<td>North Macedonia</td>
<td>45</td>
<td>48</td>
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<td>50</td>
<td>45</td>
</tr>
</tbody>
</table>

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: OPINION THAT DEMOCRACY IS A FAILED GOVERNING SYSTEM IS NOT UNANIMOUS ACROSS THE DEMOGRAPHICS

To what extent do you believe that democracy is a failed governing system used by the West to impose on countries in transition certain values aimed to masquerade their geopolitical interests?

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
PUBLIC ATTITUDES ON GOVERNANCE
North Macedonia: Voters of the Ruling Coalition Are the Most Optimistic

In your opinion in what direction is your country moving?

- **Wrong direction**
- **Right direction**

**BASE:** Total target population; **SOURCE:** NDI March 2021. **NOTE:** Numbers on the slide represent percentages.
CITIZENS ARE LARGELY DISSATISFIED WITH REPRESENTATIVE INSTITUTIONS

To what extent are you satisfied with the work of the following institutions?

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
ISSUES AND POLICIES
N. MACEDONIA 2021: CITIZENS PERCEIVE LACK OF ATTENTION TO THE ECONOMY AND EMPLOYMENT

Which are the three problems in the country that are most important to you personally? In your opinion, which are the three areas that the Government of the country most and least pays attention to? – UP TO THREE ANSWERS

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>Country's economic situation</th>
<th>Employment, creation of new jobs</th>
<th>Healthcare</th>
<th>Covid19</th>
<th>Education</th>
<th>Respect of human rights</th>
<th>Prices of goods and services</th>
<th>European integration</th>
<th>Development of infrastructure</th>
<th>Level playing field for all businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>% most</td>
<td>20</td>
<td>17</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>% least</td>
<td>11</td>
<td>10</td>
<td>17</td>
<td>12</td>
<td>12</td>
<td>16</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
### MACEDONIA 2018: GAPS EXIST BETWEEN GOVERNMENT AND CITIZEN POLICY PRIORITIES

In your opinion, which are the three areas that the Government of the country most and least pays attention to? – UP TO THREE ANSWERS

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>MOST</th>
<th>LEAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment, creation of new jobs</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Country's economic situation</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Healthcare</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Position of the young</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Prices of goods and services</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Regional stability</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Resolving the name issue</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Education</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Environmental protection</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Respect of human rights</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>National and personal security</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Euro-Atlantic integration</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Prosecution of wrongdoing of public officials</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

**BASE: Total target population; SOURCE: NDI 2017, 2018. NOTE: Numbers on the slide represent percentages**
PUBLIC ATTITUDES ON THE COVID-19 PANDEMIC
NORTH MACEDONIA: PARLIAMENT RATED POORLY DURING COVID-19 CRISIS

How do you rate the Parliament’s role and work during the COVID-19 crisis?

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: OPPOSITION’S PERFORMANCE DURING COVID-19 CRISIS IS POORLY RATED

How would you evaluate the work of the opposition during the COVID-19 crisis?

N. MACEDONIA

I did not hear anything from the opposition

The opposition did not provide alternative solutions

I liked that the opposition supported the government in these difficult times

The opposition provided alternative solutions to the crisis which were more interesting to me

The opposition provided ideas for how should be after the crisis

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: CONCERNS FOR HEALTH IS KEY REASON FOR VACCINATION

Why are you open to take the vaccine? – MULTIPLE ANSWERS

- For my health/ to protect myself/ security: 51
- To protect others (family, other people...): 7
- To have immunity/ collective immunity: 6
- To be able to travel: 6
- Preventing spreading of the virus/ stopping the pandemic: 4
- I will be vaccinated if I have to/ if I’m conditioned: 4
- Risky group (age, illness): 2
- To return life to normal again: 1
- I have confidence in vaccines/ I have confidence in...: 1
- For work/ my work position: 1
- It is the only cure for the time being: 1
- Not to be sick again/ to have milder symptoms: 0
- Other: 5
- Don't know: 14
- No answer: 4

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: LACK OF CONFIDENCE IN VACCINES IS A KEY REASON NOT TO BE VACCINATED

Why are you NOT open to take the vaccine?

- I'm suspicious about vaccines/ they are not tested enough/ they are not efficient: 49%
- Side effects/ bad for health: 10%
- There is no need (I'm healthy, I'm young, I was already ill, I have antibodies): 9%
- I'm against vaccination/ I don't believe that the virus exists: 3%
- I don't want to/ only if I have to: 2%
- My health problems don't allow me to be vaccinated: 1%
- Other: 5%
- Don't know: 15%
- No answer: 6%

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: PEOPLE BELIEVE THAT HELP RELATED TO COVID-19 CAME FROM THE WEST AND CHINA

Can you indicate for the following international institutions or countries how they helped N. Macedonia fight the new Coronavirus?

### EU
- They donated money: 37%
- They donated medical equipment: 55%
- They offered expert medical assistance: 29%
- They did not help: 15%

### USA
- They donated money: 26%
- They donated medical equipment: 34%
- They offered expert medical assistance: 17%
- They did not help: 21%

### CHINA
- They donated money: 17%
- They donated medical equipment: 51%
- They offered expert medical assistance: 27%
- They did not help: 15%

### RUSSIA
- They donated money: 14%
- They donated medical equipment: 32%
- They offered expert medical assistance: 19%
- They did not help: 22%

### WHO
- They donated money: 34%
- They donated medical equipment: 40%
- They offered expert medical assistance: 27%
- They did not help: 15%

*BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
VOTING INTENTIONS
NORTH MACEDONIA: HIGHEST NUMBER OF VOTERS ARE UNDECIDED, WITH AN ADVANTAGE FOR THE OPPOSITION PARTIES

If parties not coalitions would run for those elections, which party would you vote for?

- VMRO DPMNE: 14
- SDSM: 10
- DUI: 5
- LEVICA: 5
- AA: 4
- Other: 5
- DK/RA: 39
- Wouldn't vote: 19

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: MOST PEOPLE LACK TRUST IN POLITICIANS

Which politician do you trust the most?

- Zoran Zaev: 8 (Telma, TV24, SDSM voters)
- Hristijan Mickovski: 5 (60+ y.o., Alfa, Sitel, voter of VMRO DPMNE)
- Stevo Pendarovski: 4 (60+ y.o., MTV1)
- Dimitar Apasiev: 4
- Zijadin Sela: 2
- Ali Ahmeti: 2
- Other: 5
- DK/RA: 18
- No one: 53

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
PUBLIC ATTITUDES ON FOREIGN ACTORS
NORTH MACEDONIA
FAVORABILITY RATINGS IMPROVE FROM 2018 TO 2021, EXCEPT FOR EU AND NATO

Observed in general, how would you evaluate your opinion about the following states and international institutions?

**Total: Favorable**

**Total: Unfavorable**

<table>
<thead>
<tr>
<th>State</th>
<th>2018</th>
<th>2021</th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>28</td>
<td>15</td>
<td>22</td>
<td>18</td>
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<tr>
<td>RUSSIA</td>
<td>11</td>
<td>11</td>
<td>18</td>
<td>18</td>
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<tr>
<td>CHINA</td>
<td>19</td>
<td>15</td>
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<tr>
<td>USA</td>
<td>7</td>
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<tr>
<td>NATO</td>
<td>17</td>
<td>21</td>
<td>22</td>
<td>26</td>
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<tr>
<td>TURKEY</td>
<td>11</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

**EU, U.S., NATO relative favorability:**

**Russia/China relative favorability:**
- Russia/China relative favorability: ethnic Macedonians, secondary educated, Eastern part, consumers of Alfa, Sitel, Kanal 5, VMRO DPMNE voters.

*BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: MOST CITIZENS REPORT NO EXTERNAL INFLUENCE ON OPINION FORMATION

What influenced your opinion about the following states the most?

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
In your opinion, which state or international institution supports your country the most?

- European Union (or any other EU country): Favorable is higher than average in 2021 for EU among Albanians, from the rural Northwest region, consumers of Mtv 1 and Alsat, voters of SDSM.

- United States of America: Favorable is higher than average in 2021 for Russia among Macedonians from the East, consumers of Alfa tv, voters of VMRO DPMNE.

- Turkey
- IFIs (World Bank, EBRD, International Monetary Fund)
- NATO
- China
- Russia
- Other
- None
- DK/RA

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: SIGNIFICANT DROP IN PERCEPTION OF THE EU AS THE STRONGEST FINANCIAL SUPPORTER

Thinking about financial support and investment exclusively, which country or international institution in last five years supported your country financially the most?

- European Union (or any other EU country): 30% (2021), 37% (2018)
- United States of America: 9% (2021), 8% (2018)
- Turkey: 10% (2021), 9% (2018)
- IFIs (World Bank, EBRD, International Monetary Fund): 13% (2021), 18% (2018)
- NATO: 3% (2021), 5% (2018)
- China: 3% (2021), 2% (2018)
- Russia: 2% (2021), 5% (2018)
- Other: 0% (2021), 1% (2018)
- None: 7% (2021), 5% (2018)
- DK/RA: 23% (2021), 9% (2018)

Favorable is higher than average in 2021 for EU among male, Albanians, consumers of ALSAT, MTV 2.

Favorable is higher than average in 2021 for IFIs among MTV 2, VMRO DPMNE.

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: INCREASE OF OPPOSITION TO EU MEMBERSHIP

If the referendum for EU membership was held this Sunday, how would you vote?

- Against: 19 (Dec-18) vs. 10 (Mar-21)
- For: 67 (Dec-18) vs. 69 (Mar-21)

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: SIGNIFICANT INCREASE IN FAVORING EEU MEMBERSHIP

If the referendum for membership in Eurasian Economic Union (political and economic association led by Russia) were held this Sunday, how would you vote?

- **Against**: 25% (Mar-21) vs 36% (Dec-18)
- **For**: 53% (Mar-21) vs 28% (Dec-18)

*BASE: Total target population, SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: INCREASED PREFERENCE OF SUPPORT FOR EEU MEMBERSHIP OVER RELATIONS WITH THE EU

If the referendum for the membership in Eurasian Economic Union (political and economic association led by Russia) were held this Sunday, but joining Eurasian Economic Union also means spoiling/ruining relationship with the EU, how would you vote?

- **Against**
  - Mar-21: 41%
  - Dec-18: 42%

- **For**
  - Mar-21: 39%
  - Dec-18: 22%

*BASE: Total target population, SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: EU PATH STILL PREFERRED OVER GOOD RELATIONS WITH RUSSIA

Which of the following two options is more acceptable to you personally?

N. Macedonia should follow its European path even if it means spoiling its good relations with Russia

- 2021: 49
- 2018: 54

N. Macedonia should not follow its European path if it means spoiling its good relations with Russia

- 2021: 34
- 2018: 27

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: INCREASED OPPOSITION TO EU MEMBERSHIP OVER SPOILING RELATIONS WITH RUSSIA

If the referendum for EU membership were held this Sunday, but joining the EU means also spoiling/ruining the relationship with Russia, how would you vote?

- **Against**: 30 (Mar-21), 19 (Dec-18)
- **For**: 52 (Mar-21), 53 (Dec-18)

*BASE: Total target population, SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: PREFERENCE FOR MILITARY NEUTRALITY INCREASED

Where do you see country being part of?

- NATO: 2021 - 47%, 2018 - 51%
- Russia dominated military alliance: 2021 - 9%, 2018 - 12%
- Military neutral: 2021 - 41%, 2018 - 28%

*BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: INCREASE OF OPPOSITION TO NATO MEMBERSHIP

Despite the fact that your country is already a member of NATO, if the referendum for NATO membership were held this Sunday, how would you vote?

- Against: 24
- For: 63

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.

Dec-18: Against - 15, For - 64
Mar-21: Against - 24, For - 63
NORTH MACEDONIA: PERCEPTION OF NATO’S MILITARY SUPERIORITY OVER RUSSIA DECREASED

To what extent do you agree with the following statements?

- Russia's military superior to NATO
  - 2021: 37%
  - 2018: 38%

- NATO's military superior to Russia
  - 2021: 41%
  - 2018: 48%

NATO’s military superior to Russia believes Albanias from the Northwest, consumers of MTV 2 and Alsat, voters of SDSM, DUI and Alijansa za albanicite.

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: CITIZENS STILL SEE THE FUTURE OF THEIR CHILDREN IN THE WEST

Speaking about the future, if your children had the opportunity to be educated, work or live abroad, which of these would you prefer they go to?

- Some of the EU countries: 2021 - 46%, 2018 - 56%
- Russia: 2021 - 5%, 2018 - 5%
- USA: 2021 - 17%, 2018 - 14%
- China: 2021 - 2%, 2018 - 1%
- Turkey: 2021 - 8%, 2018 - 4%
- Other: 2021 - 5%, 2018 - 4%
- None of the above: 2021 - 11%, 2018 - 11%
- DK/RA: 2021 - 7%, 2018 - 5%

Above average is opinion about Russia among Macedonians, consumers of Alfa TV.

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: PREFERENCE OF THE WEST FOR THE MEDICAL TREATMENT DROPPED

Assuming you don’t want to stay in your own country, if you or your family member needed a medical treatment or a surgery, which of these countries would you visit first?

- **Some of the EU countries**: 28% (2021), 41% (2018)
- **Russia**: 12% (2021), 9% (2018)
- **USA**: 9% (2021), 11% (2018)
- **China**: 3% (2021), 3% (2018)
- **Turkey**: 34% (2021), 18% (2018)
- **Other**: 1% (2021), 2% (2018)
- **None of the above**: 4% (2021), 6% (2018)
- **DK/RA**: 10% (2021), 10% (2018)

Citizens 45-59 y.o. Macedonians, consumers of Alfa and Sitel, voters of VMRO DPMNE above average would visit Russia.

Highly educated citizens, consumers of Telma, Sloboden pecat, voters of SDSM and politicka partija Levica above average would visit some of the EU countries.

*BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
MEDIA AND INFORMATION
NORTH MACEDONIA: FRIENDS AND FAMILY ARE VERY IMPORTANT NEWS SOURCE ALTHOUGH NEGATIVELY IMPACTED BY COVID-19

How often do you get your news from the following sources?

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: TV IS THE DOMINANT MEDIUM

Through which medium do you usually get informed about social, political, economic and other similar local and global topics?

**UP TO THREE ANSWERS**

- **TV**: 76%
- **Social Media**: 36%
- **Online News**: 26%
- **Apps**: 13%
- **Radio**: 5%
- **Printed Dailies**: 3%
- **Magazines**: 2%

**Analysis**

TV is most important news source for 60+ (94%).

*BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages*
NORTH MACEDONIA: GAP BETWEEN CONSUMPTION AND TRUST

What are the first three media you consume to get informed about social, political, economic and other similar local and global topics? Which media do you trust the most?

UP TO THREE ANSWERS

**MEDIA CONSUMPTION**

<table>
<thead>
<tr>
<th>Media</th>
<th>Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitel</td>
<td>55</td>
</tr>
<tr>
<td>Kanal 5</td>
<td>49</td>
</tr>
<tr>
<td>Alfa</td>
<td>23</td>
</tr>
<tr>
<td>Alsat</td>
<td>20</td>
</tr>
<tr>
<td>Telma</td>
<td>20</td>
</tr>
<tr>
<td>Mtv 1</td>
<td>18</td>
</tr>
<tr>
<td>Tv 24</td>
<td>7</td>
</tr>
<tr>
<td>Mtv 2</td>
<td>3</td>
</tr>
<tr>
<td>Koha</td>
<td>2</td>
</tr>
<tr>
<td>Sloboden pecat</td>
<td>2</td>
</tr>
</tbody>
</table>

**MEDIA TRUST**

<table>
<thead>
<tr>
<th>Media</th>
<th>Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitel</td>
<td>24</td>
</tr>
<tr>
<td>Kanal 5</td>
<td>19</td>
</tr>
<tr>
<td>Alfa</td>
<td>14</td>
</tr>
<tr>
<td>Alsat</td>
<td>13</td>
</tr>
<tr>
<td>Telma</td>
<td>11</td>
</tr>
<tr>
<td>Mtv 1</td>
<td>9</td>
</tr>
<tr>
<td>Tv 24</td>
<td>4</td>
</tr>
<tr>
<td>Mtv 2</td>
<td>3</td>
</tr>
<tr>
<td>None</td>
<td>11</td>
</tr>
</tbody>
</table>

Albanians: Alsat, Mtv2, Koha
Macedonians: Sitel, Kanal 5 i Alfa
VMRO voters: Sitel, Kanal 5, Alfa
SDSM: Telma, Tv 24

_BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages_
NORTH MACEDONIA: DOMESTIC POLITICS, ECONOMY AND SPORTS ARE THE TOPICS OF CITIZENS’ INTEREST

Which of the following topics would most likely to attract your attention?

- Domestic politics: 24%
- Economy: 18%
- Sports: 16%
- Culture and social life: 14%
- Healthcare: 13%
- Entertainment: 9%
- Foreign politics: 2%
- DK/RA: 1%
- Other: 1%
- None: 1%

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: MOST PEOPLE DISCUSS NEWS OF THEIR INTEREST WITH THEIR MICROENVIRONMENT

When you read some news that is of interest to you, do you follow up on this news by taking any of the listed actions?

- Speak to friends, family, colleagues about this: 40% (2021), 35% (2018)
- Search for more information: 13% (2021), 13% (2018)
- Comment on a story: 6% (2021), 8% (2018)
- Post/share on social media: 4% (2021), 11% (2018)
- Bookmark for later: 1% (2021), 6% (2018)
- Send via e-mail or text: 1% (2021), 2% (2018)
- Do nothing: 32% (2021), 29% (2018)
- DK/RA: 3% (2021), 4% (2018)

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: MICROENVIRONMENT REMAINS THE MOST USED INFORMATION VERIFICATION CHANNEL

If you heard something important to you happened, where would you go first to try to find out if it was true?

- Friends/family/colleagues: 41% (2021) vs 56% (2018)
- A TV news station: 12% (2021) vs 13% (2018)
- Facebook and other similar social networks: 11% (2021) vs 16% (2018)
- Subject-matter experts: 8% (2021) vs 8% (2018)
- Education: 8% (2021) vs 2% (2018)
- An online news portal: 5% (2021) vs 3% (2018)
- Other: 3% (2021) vs 0% (2018)
- No one: 3% (2021) vs 6% (2018)
- DK/RA: 5% (2021) vs 3% (2018)

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.
NORTH MACEDONIA: MICROENVIRONMENTS ACTIVITY ON SOCIAL MEDIA GRABS THE MOST ATTENTION

What is more likely to grab your attention on social networks?

I am not paying attention to political content on social media at all: 25%

I do not use social networks: 24%

When I see a lot of other people have shared, liked, or commented on the same article: 14%

When my friends/contacts post their own opinion/analysis: 10%

When my friends/contacts post their own opinion/analysis accompanied by the articles from media or other sources: 10%

When it has an interesting image or video: 7%

DK/RA: 6%

When my friends/contacts share media articles or articles from other sources: 4%

30-44 y.o. pay attention to the content when it has an interesting image or video.

60+ y.o., less educated, do not use social networks.

18-29 y.o. pay attention when their friends post their own opinion accompanied by the articles from other media sources.

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: FACEBOOK, INSTAGRAM AND YOUTUBE ARE THE MOST USED SOCIAL MEDIA PLATFORMS

Which social media you use? –MULTIPLE ANSWERS

- Facebook
  - 2021: 67.6%
  - 2018: 62%
  - 18-44 y.o., highly educated
- Instagram
  - 2021: 33.3%
  - 2018: 26.9%
  - 18-44 y.o., highly educated, Albanian, Alsat, Koha, DUI
- Youtube
  - 2021: 42.2%
  - 2018: 12.6%
  - 18-44 y.o., highly educated, Skopje, Alsat, Koha, DUI, Politicka partija levica
- TikTok
  - 2021: 12.6%
  - 2018: 9.3%
  - 18-29 y.o., Albanian, Alsat, Alijansa za albancite, DUI
- Twitter
  - 2021: 8.6%
  - 2018: 9.3%
  - 18-29 y.o., highly educated, DUI
- None
  - 2021: 24%
  - 2018: 33.5%
  - 60+, less educated, VMRO DPMNE

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages
NORTH MACEDONIA: SOCIAL MEDIA IS USED FOR VARIETY OF PURPOSES

For which purposes you normally use (check? log in to?) social networks for? – MULTIPLE ANSWERS

- To see what is new with friends and family: 36%
- To get the latest news updates: 32%
- To take a mental break (entertaining images or videos): 27%
- To get analysis or commentary on the news: 12%
- I do not use social networks: 24%

BASE: Total target population; SOURCE: NDI March 2021. NOTE: Numbers on the slide represent percentages.