

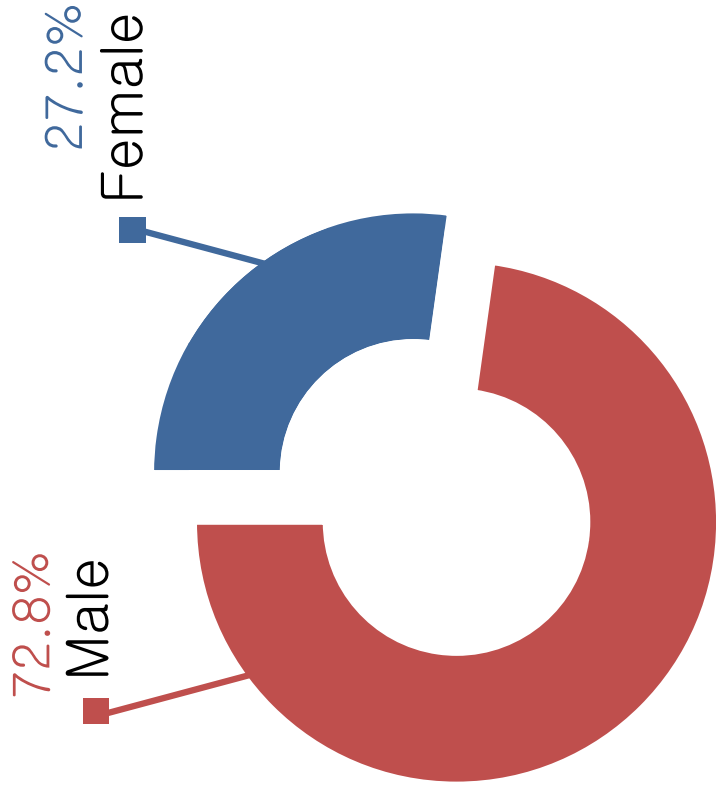


theecho sofia

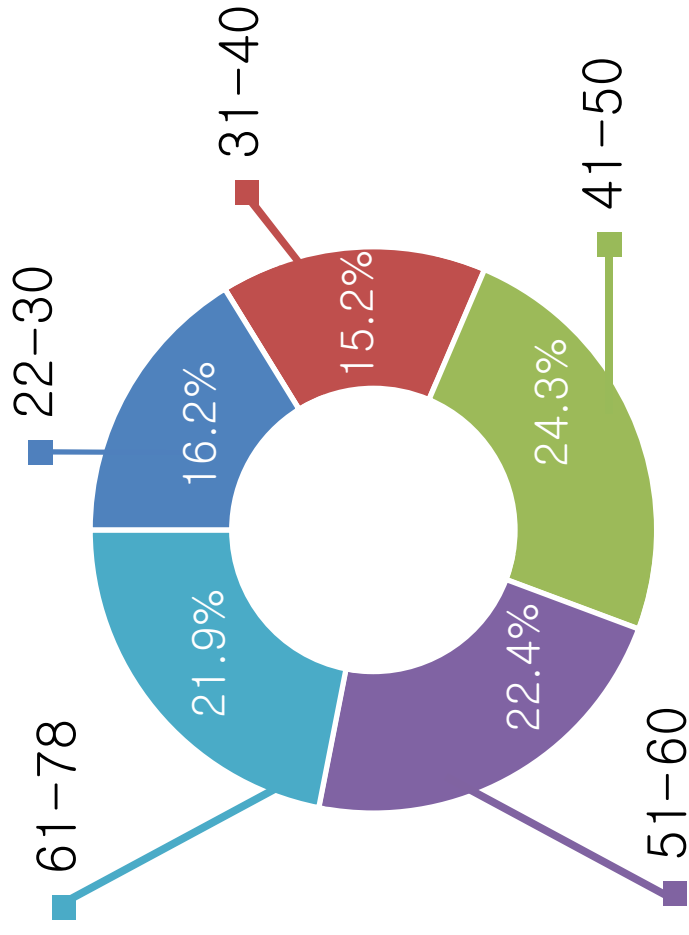
audience profile

These findings are based on research among 280 readers of The Sofia Echo during the month of July 2010. The methodology of the survey involved voluntary participation in answering a set of written questions.

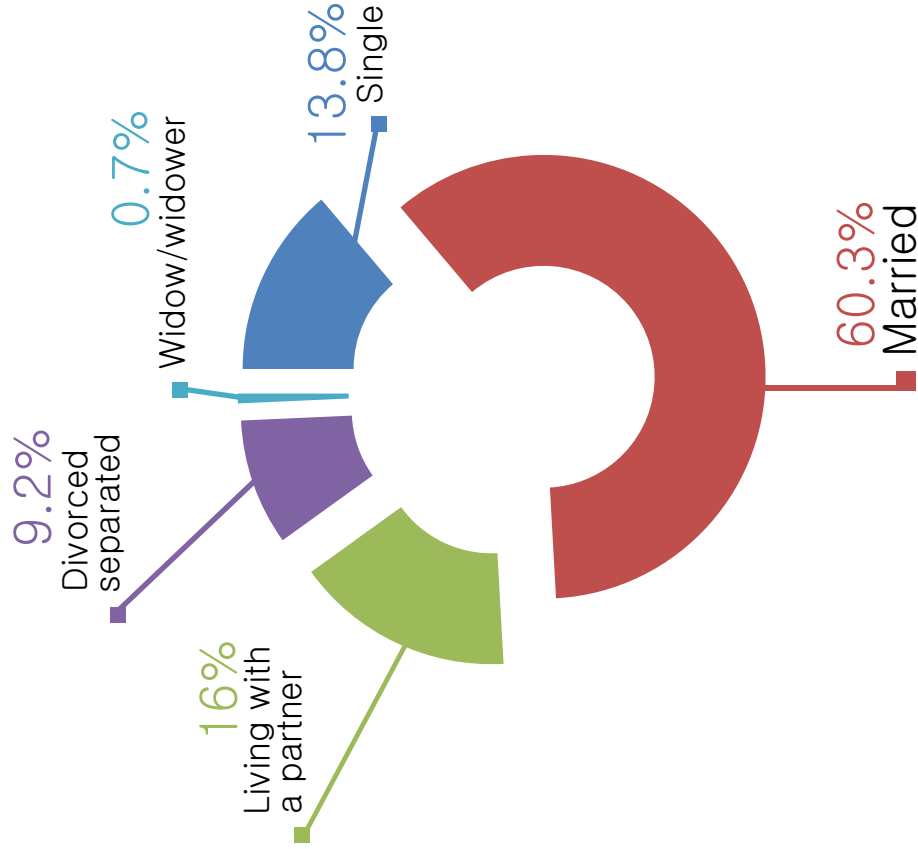
Gender



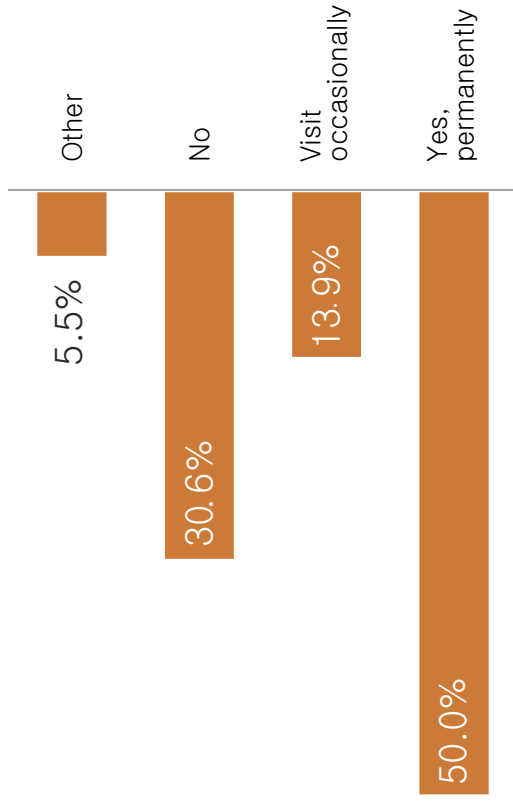
Age groups



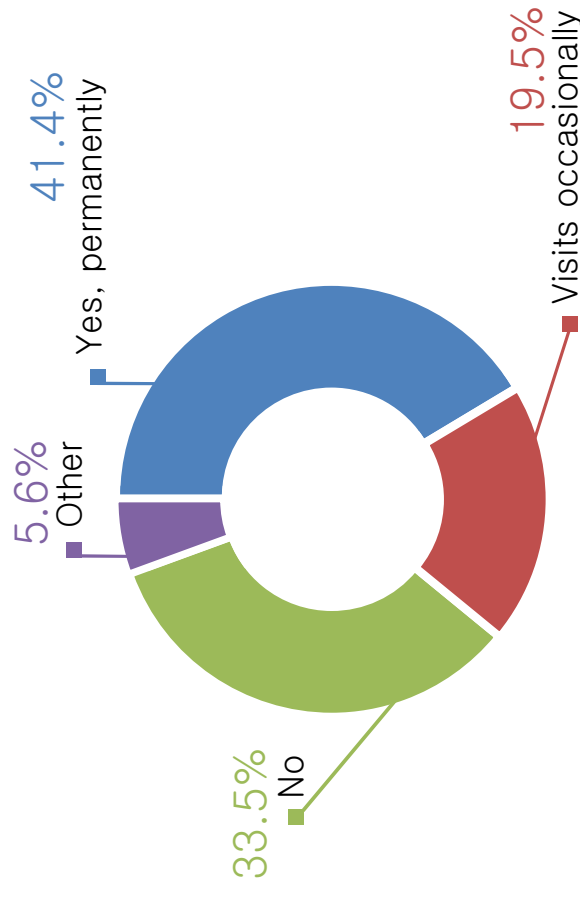
What is your marital status?



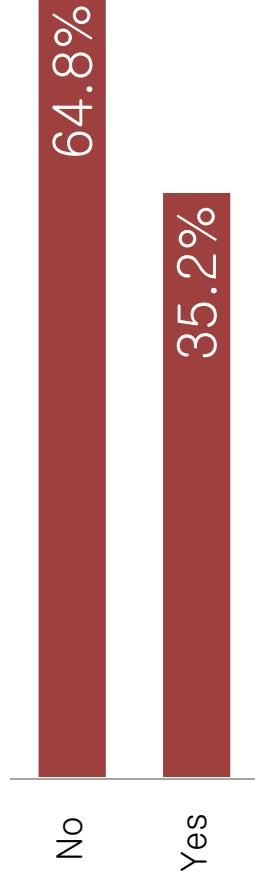
Are your children living with you in Bulgaria?



Is your partner also living in Bulgaria?

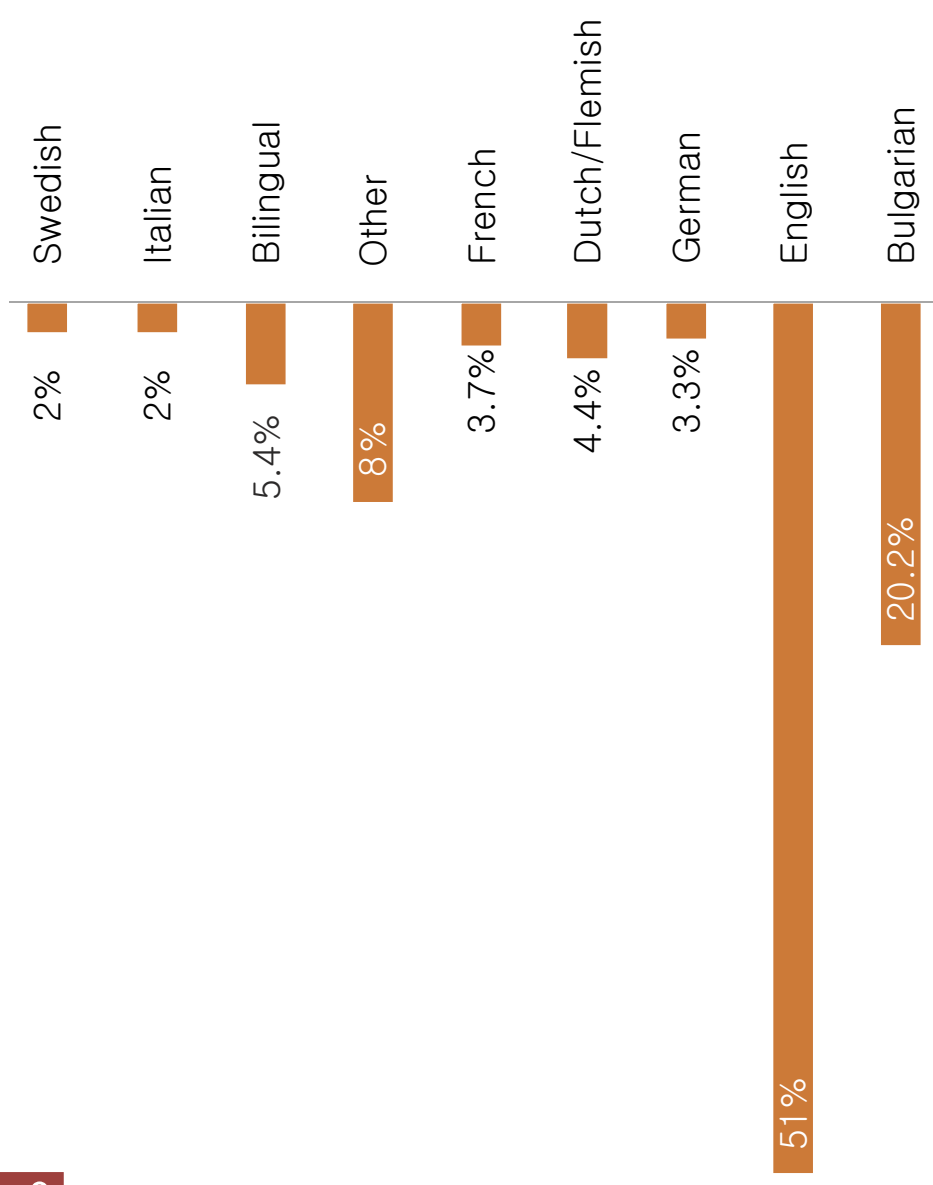


Do you speak Bulgarian?

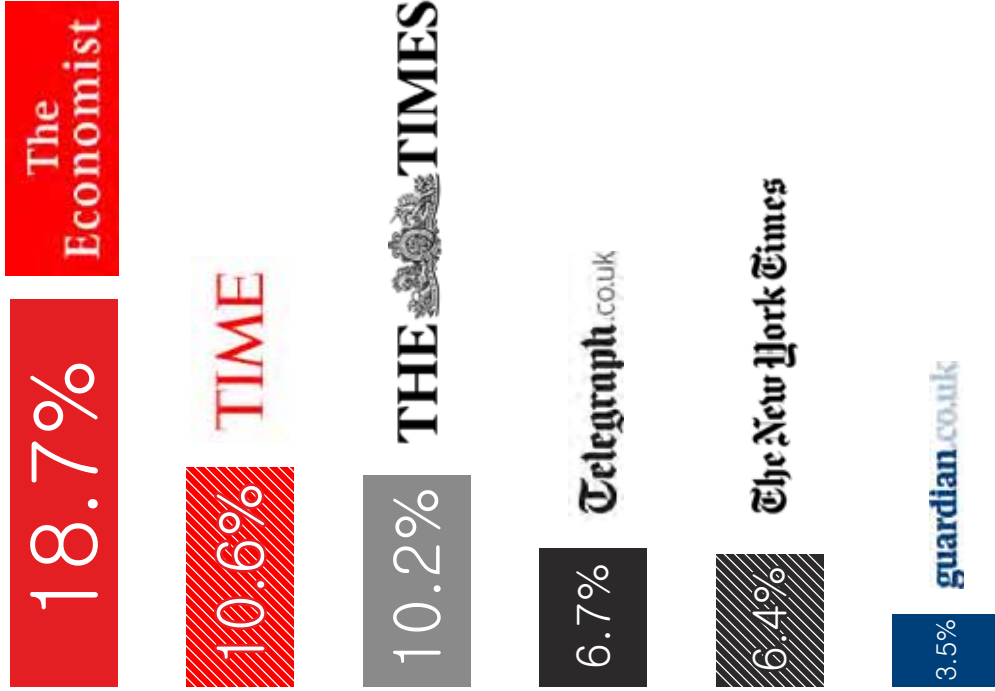


2/3 of The Sofia Echo readers don't speak Bulgarian.

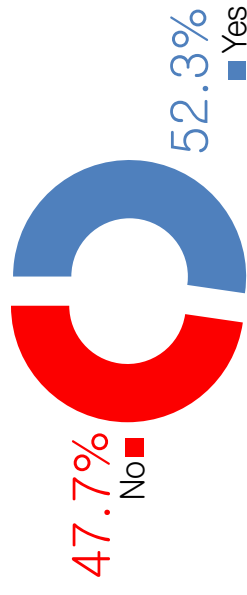
What is your native language?



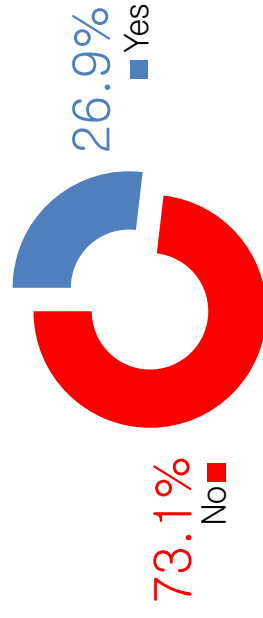
Our readers also read



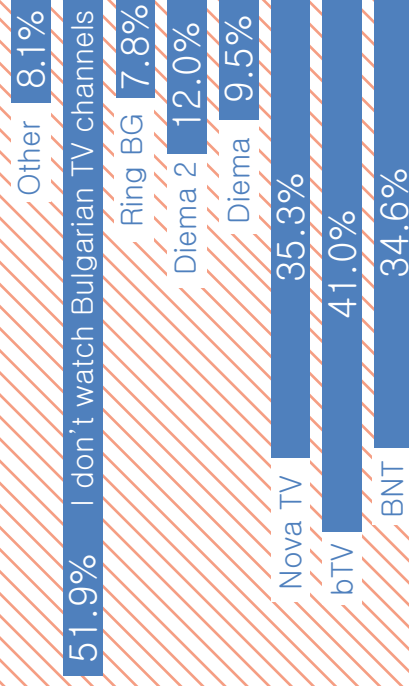
Do you visit the English – language versions of Bulgarian news sites?



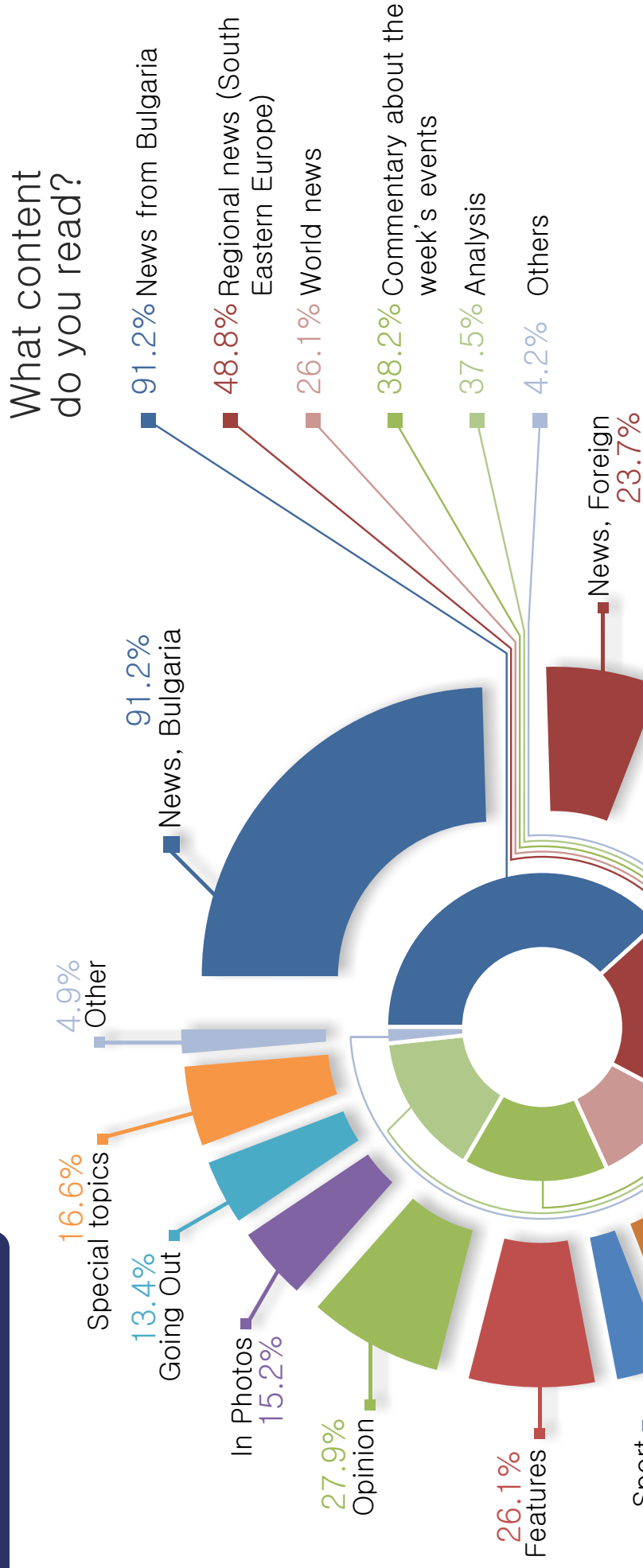
Do you read any Bulgarian – language print publications?



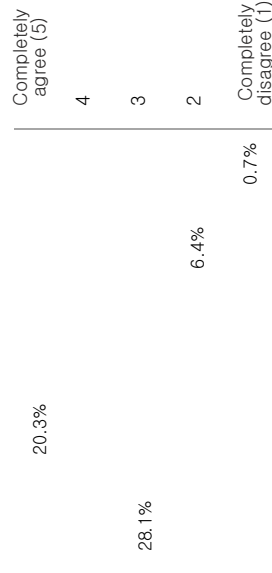
Which Bulgarian TV do you watch?



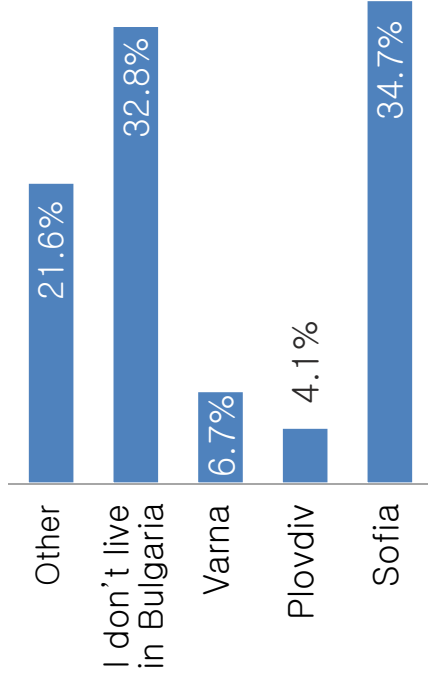
Preferred topics



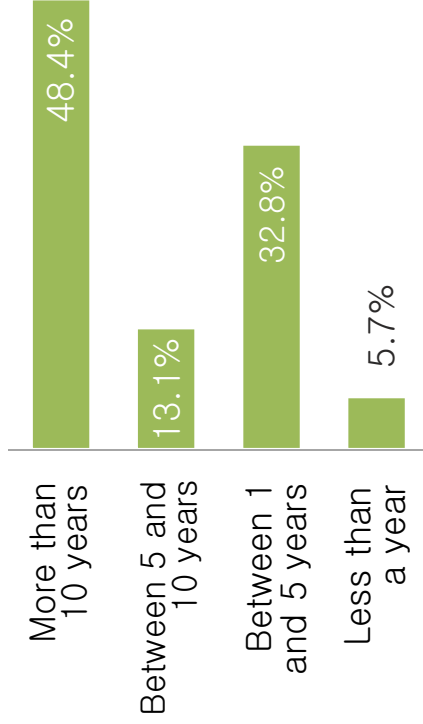
The standard of the content is very good



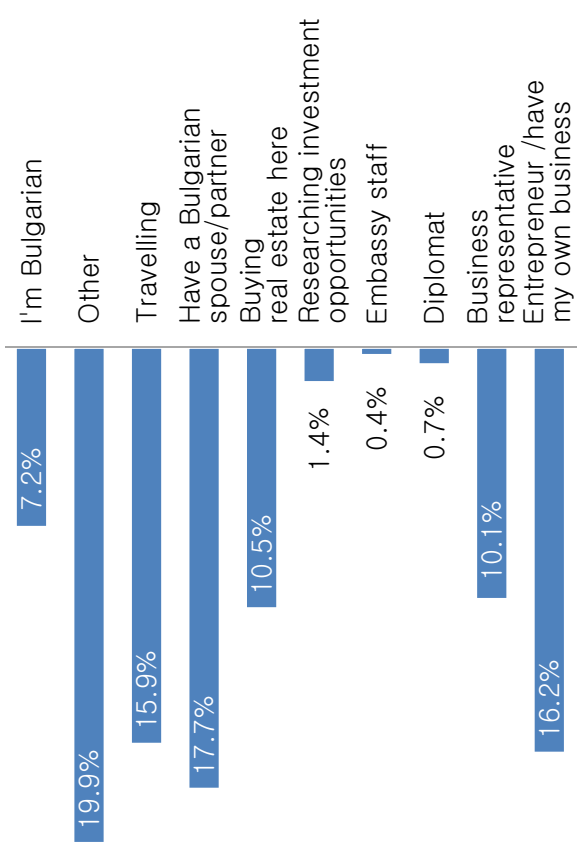
What is your place of residence in Bulgaria?



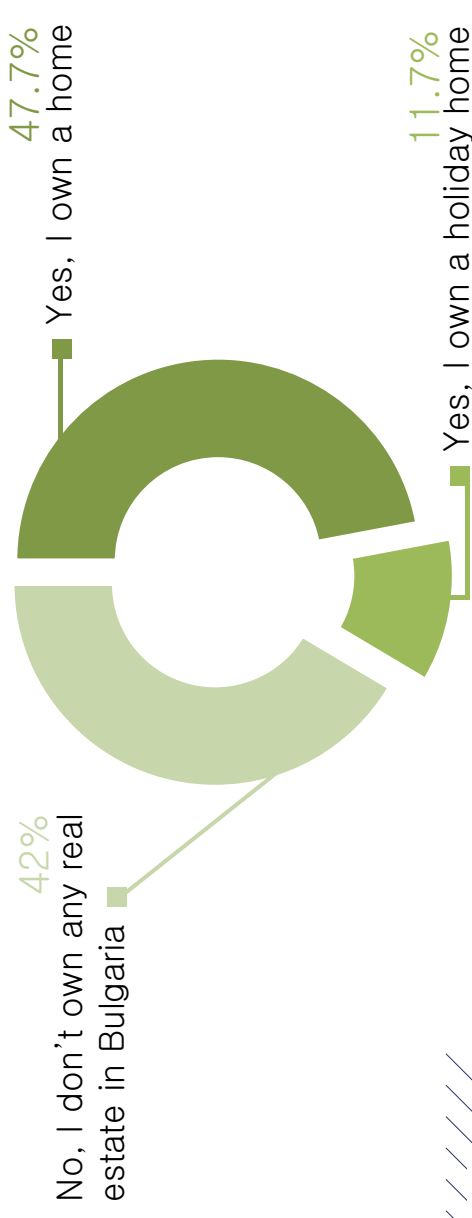
How long have you been living in Bulgaria?



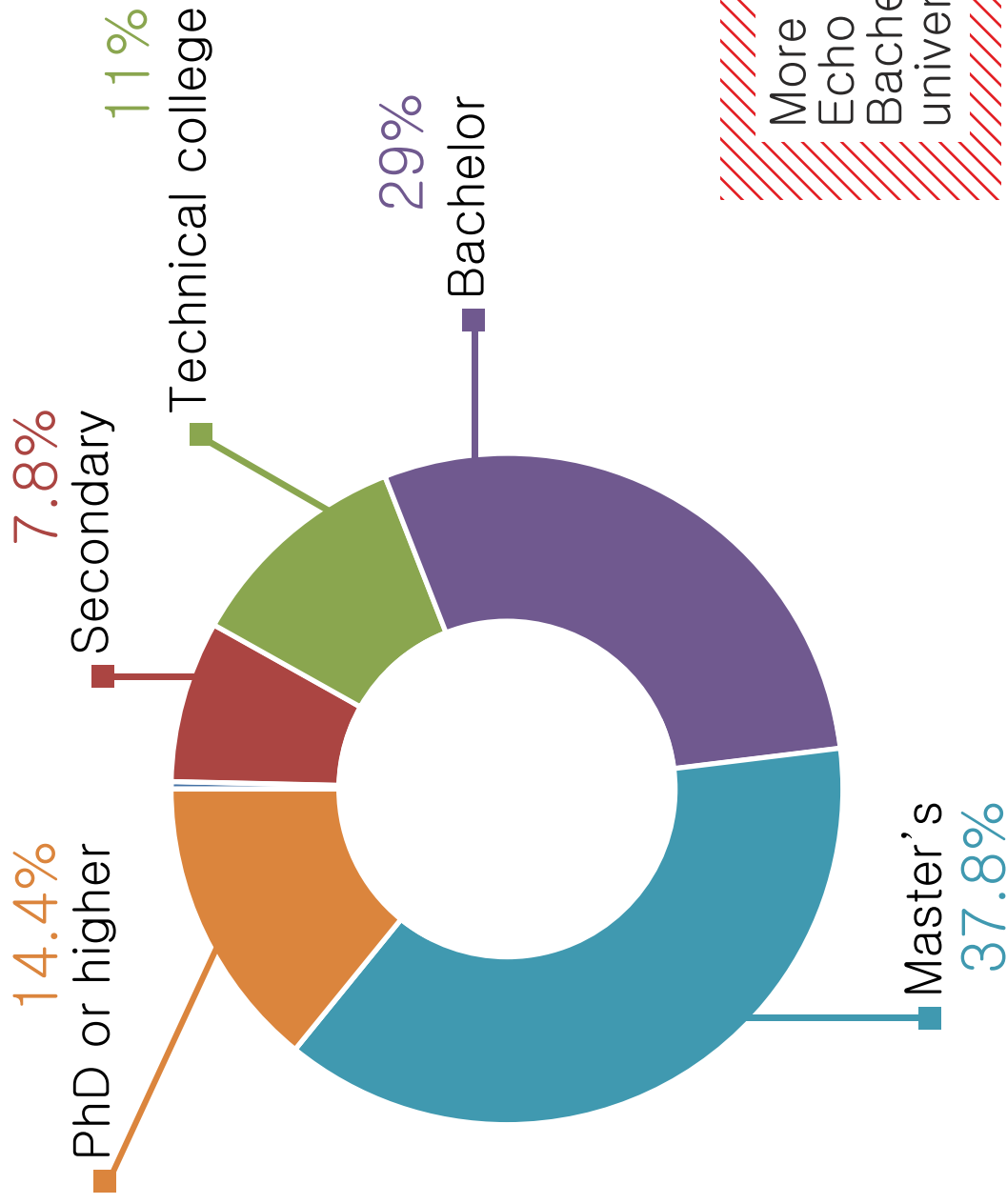
Why are you living/staying in Bulgaria?



Real estate in Bulgaria

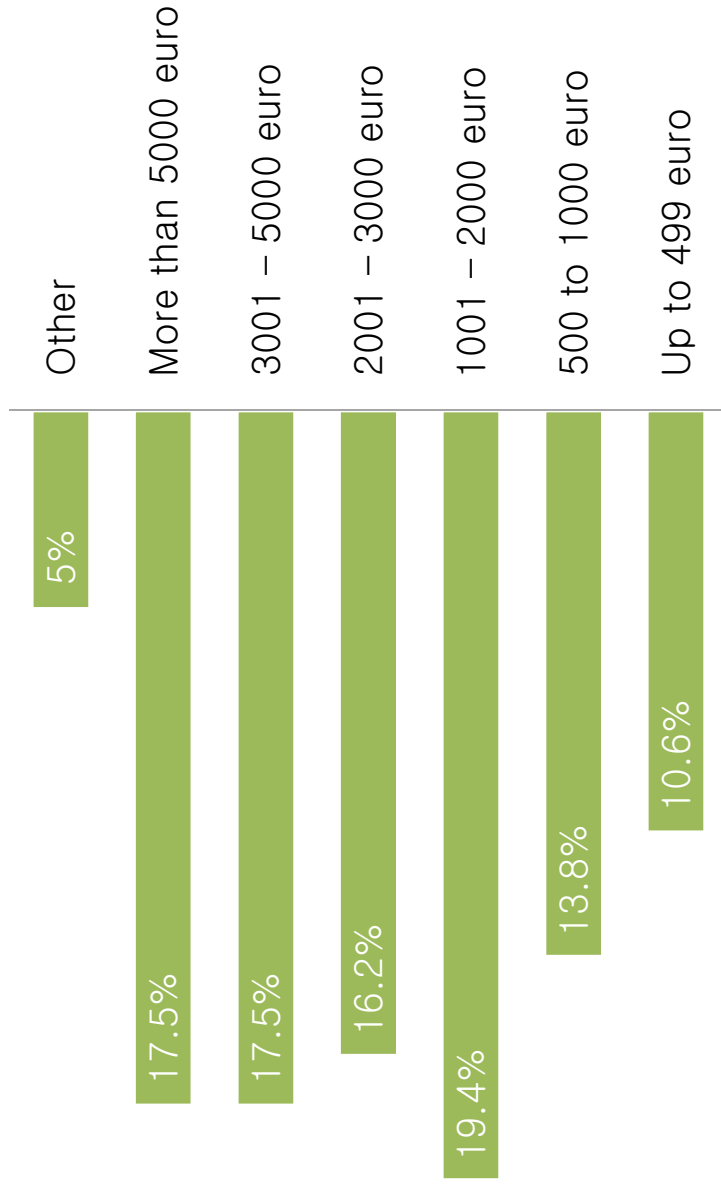


What level of education do you have?



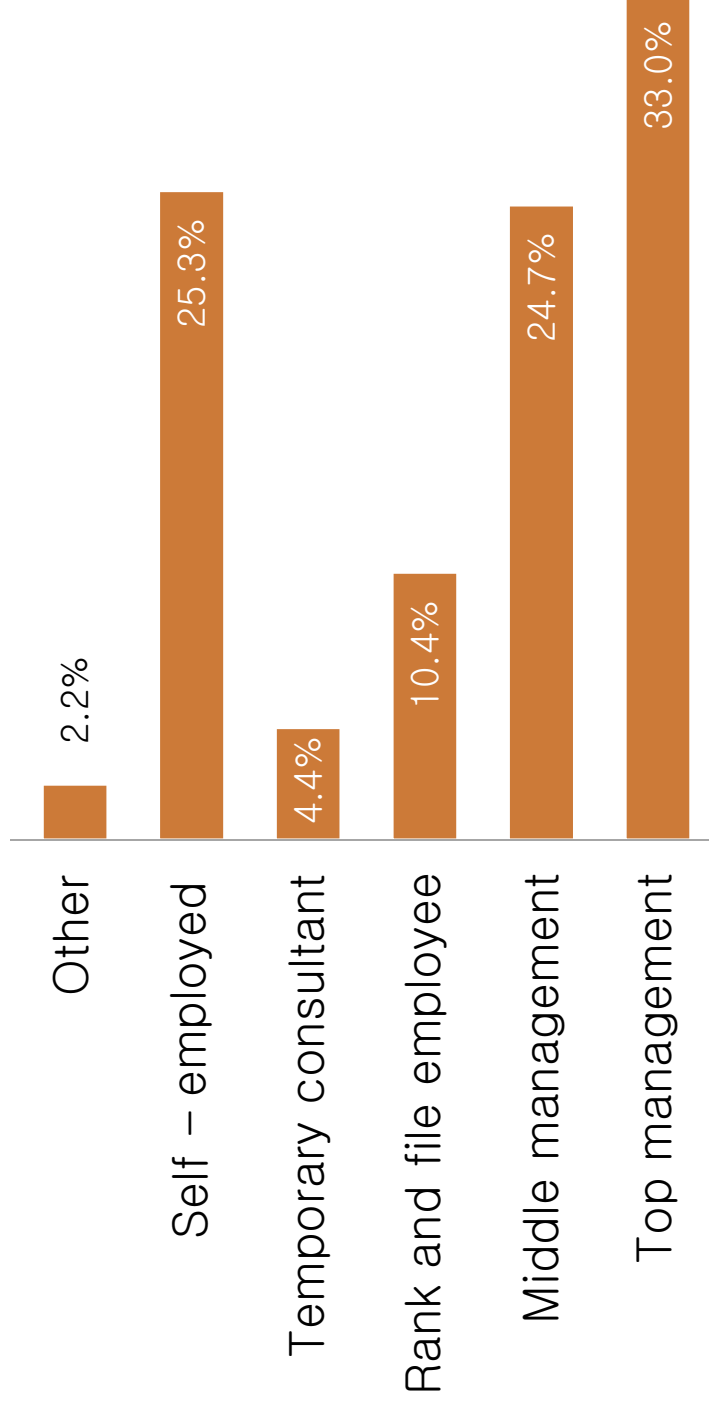
More than 80% of The Sofia Echo readers have a Bachelor's or a higher university degree

What is your monthly income?



The monthly income of more than 50% of our audience is above EUR 2000, 17.5% of whom earn more than EUR 5000

Please state your level of seniority at the workplace

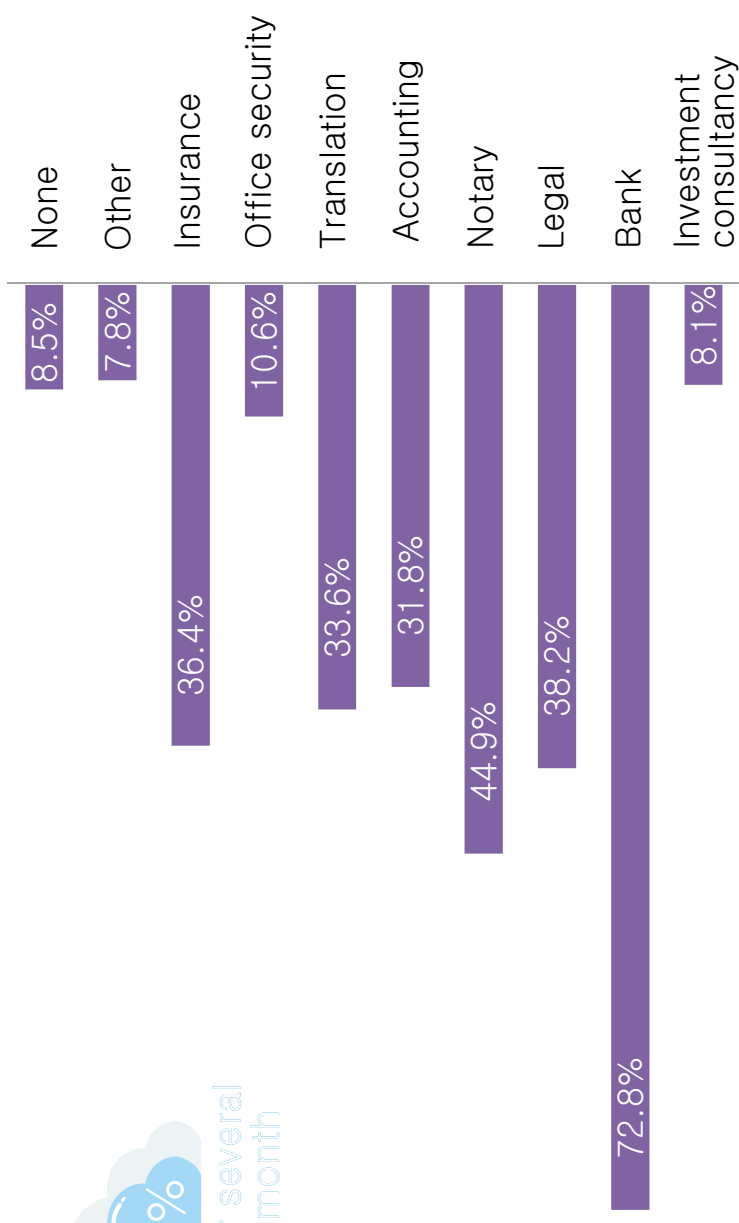


57.7% of The Sofia Echo readers are managers and more than 1/4 are self-employed

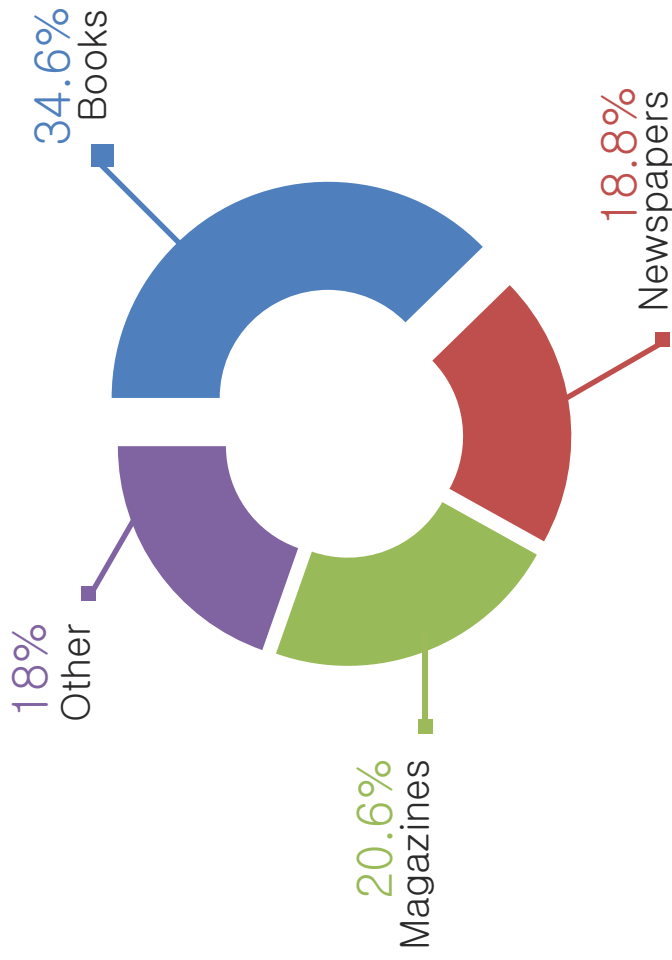
How often do you travel by air?



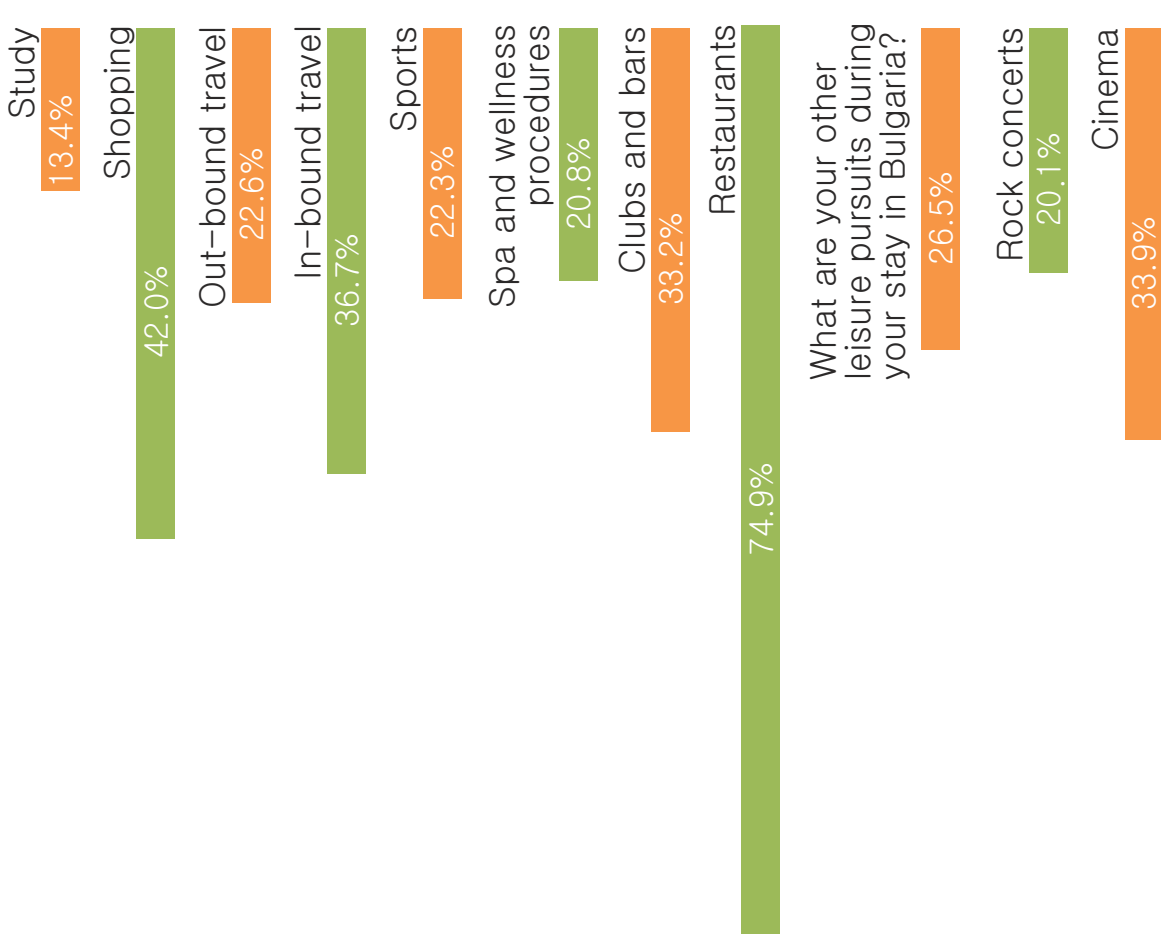
Business services in Bulgaria



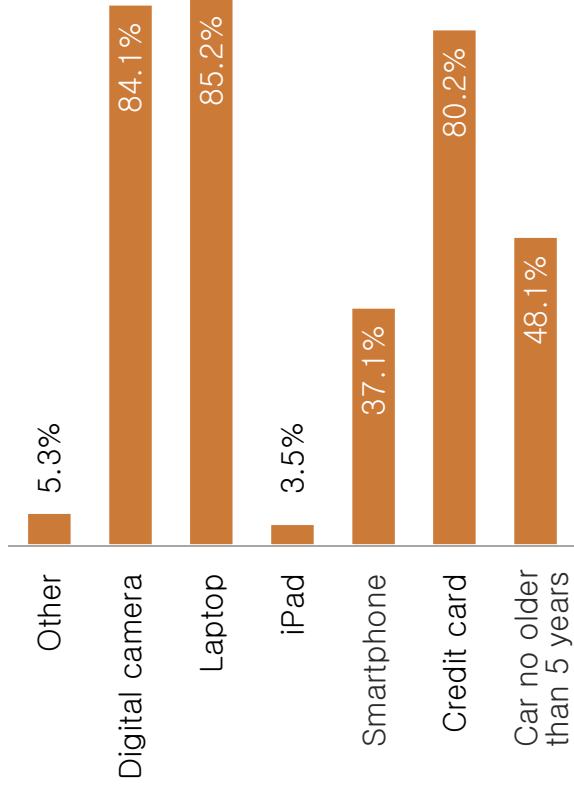
What are your other leisure pursuits during your stay in Bulgaria?



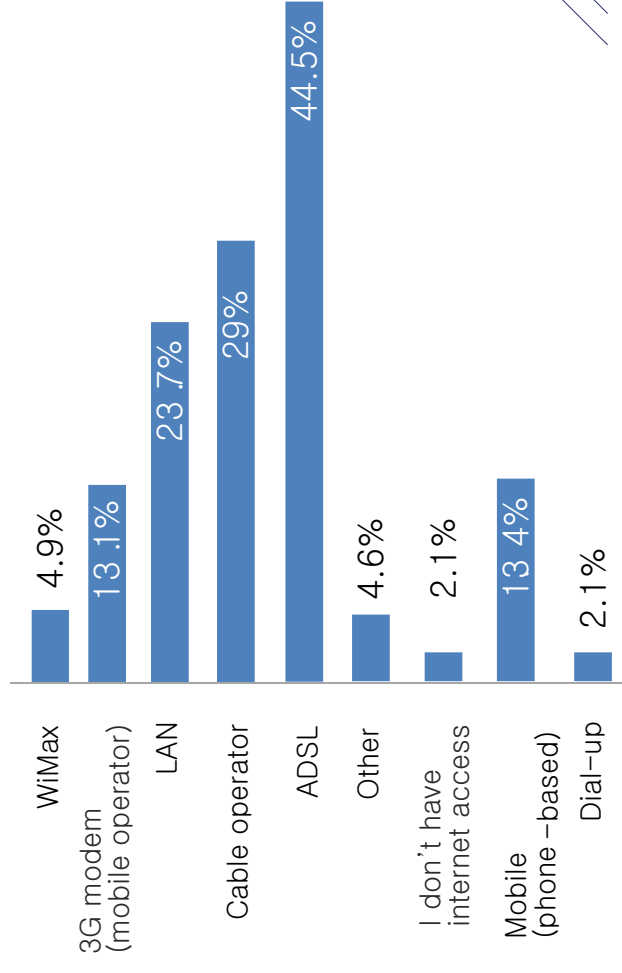
Leisure pursuits in Bulgaria



Do you use?



Internet service



Bulgarian phone providers



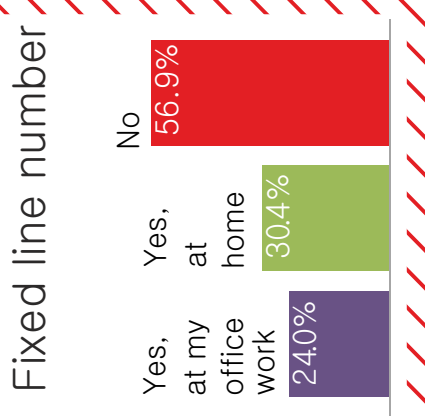
14.8%

21.2%



34.3%

No
I only use
roaming services



audience profile

the echo
softia

Family services in Bulgaria

