

Factsheet

The main objective of this study was to study media consumption habits, perceptions of disinformation, fact-checking behaviors, and the key factors contributing to vulnerability to disinformation among the Georgian-speaking population.

Population: The target population for the public opinion survey is defined as the adult population (18+) of Georgia, excluding those residing in occupied areas. Sample included an oversample of ethnic Armenians and Azerbaijanis.

Sample Design: To ensure nationwide representation and generalization of the survey results to geographic units and population groups, the research team utilized multistage cluster sampling with stratification. The sample is stratified by the capital city, other urban areas, and rural settlements.

Number of completed interviews: 2,421 respondents.

Response rate: 38%.

Survey mode: Computer-assisted personal interview (CAPI).

Interview languages: Georgian, Armenian, Azerbaijani.

Fieldwork Dates: July 24, 2024 to September 7, 2024.

Results are weighted.