



# Ipsos Strategic Marketing

Report

Trust in the media - Albania

For: SEE NPM

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## KEY FINDINGS

**Television stands out as the most commonly used source for gathering information in Albania, as more than four-fifths of citizens claim to be using it on a daily basis (83%).** Other “traditional” media, such as print newspapers/magazines and radio, are far behind, both followed daily by about one in ten citizens (10% and 13%, respectively).

**Social networks are second most commonly consumed news source, through which more than one half of population 18+ is informed on a daily basis (53%).** Similar numbers are present in the case of personal contacts such as family, friends and colleagues (50%), while news web portals, online news magazines and blogs are being used by two-fifths of citizens every day (39%).

**The results indicate the significant differences in the use of information sources according to demographic characteristics, especially age.**

- People aged 60 or older more often report watching TV daily (96%), while television is less often watched by those aged 18 to 29 (67% daily).
- Other types of traditional media also tend to be less popular among the youngest. For example, among those aged 60 and older a fifth read the press every day to get informed (20%), compared with 6% of 18-29-year-olds. Similarly, radio is the most popular source of information among those aged 30-59 (17% of them listen to the radio daily), while only 7% of those aged 18-29 report using it in order to get news.
- On the other hand, the youngest, aged 18-29, prefer getting information through online media - news web portals, online news magazines/blogs (54% use them daily) and social networks (84% use them daily). Furthermore, these sources show higher usage among those in the 30-44 age category, highly educated, employed, as well as those from upper-income households (above 48000 Lek).

**When it comes to the main source of information, the findings are largely similar: for the largest share of citizens, close to two-thirds, the main source of news is television (65%).** Social networks are the main source of information for one-fifth of citizens (22%), while other sources of information are far behind, at a single-digit level. Also, online sources such as social networks and web portals are more often main source of news for young people (18-29 years old), those with higher education and with the highest household income. On the other hand, television is far more often the primary source for citizens over the age of 45 and those with primary or no education.

**Somewhat higher share of citizens have trust in the media than those who don't, with 52% vs 46% ratio in favor of trust.** More specifically, 45% of citizens maintain that they mostly trust what is being said in the media, while 6% say they trust in media completely. On the other hand, three out of ten say they mainly don't have trust (31%), with additional 15% who don't believe media at all. Generally, levels of trust are higher among women and those who prefer traditional media such as TV, radio and the press.

**When it comes to different types of media, citizens have the most confidence in the information they receive through television,** as three-fifths claim they mainly or completely trust television to be reliable source of information (60%). Right behind are **international and investigative media that enjoy the trust of one in two citizens in Albania** (50% and 49%, respectively). It is important to note that if we look at the average values, international media outlets are rated as the most trustworthy source of news, followed by the investigative media and television.

Furthermore, for every third citizen, online media (such as news web portals, online news magazines and news blogs) is trustworthy source of information (34%), while slightly more than a quarter believe the information they read on social networks or in the press, and which they hear on the radio is reliable (28%, 26% and 28%, respectively). However, **social networks are the media that citizens trust the least (54%), followed by printed editions of newspapers and magazines (46%), as well as news web portals/online magazines (47%).**

As expected, those citizens who trust the media in general, are more inclined to trust all the different types of media as well, compared to the total population. Moreover, the youngest, who more often follow online sources, are more likely to trust social networks and web portals.

**Similar findings were obtained when citizens were asked to rank the mentioned types of media from the one they trust the most to the one they trust the least. Namely, television is the source that over half of the population trusts the most (58%), while three quarters include it in the top three most trusted sources (76%).** Television is followed by international media and investigative reporting outlets, which more than a third of citizens mentioned among the three most trustworthy sources (37% and 34%, respectively).

There is also a tendency for citizens who prefer certain types of media as their main source of information to also trust these types of media more. Thus, those who opt for traditional media more often mention television, radio and the press as the top three most trusted sources of information. On the other hand, those who prefer modern media more often trust online media and social networks the most.

Looking at first answers, as well as when all answers, **publishing accurate and verified information is the main reason why citizens trust certain media outlets (43%), while having the latest news and being impartial and fair in reporting share the second place (28% and 27%, respectively).**

**On the other hand, the main reasons why citizens do not trust certain media are related to spreading misinformation or political influence they are under (48% and 47%, respectively).** In addition, another quarter of citizens do not trust certain media outlets due to propaganda spreading (25%).

**TV Klan and Top Channel are the most trusted media outlets, mentioned by around a quarter of citizens. However more than a third of citizens say they do not trust any media outlet (37%). However, when it comes to the least trusted media outlets, there is no significant consensus of citizens, as all mentioned media are at single-digit level.** It is important to note that four-fifths of citizens could not name specific media outlet they distrust the most (80%).

**A half of citizens say they trust the Public Service Media (Albanian Radio and Television), while slightly more than a third claim the opposite (35%).**

**The largest share of citizens believe that the media in Albania are controlled and are not independent.** More specifically, three-quarters of citizens claim that media in Albania are mainly controlled by political and business powers (76%), while nearly as many think that there is a lack of independent and impartial media in Albania (72%). Furthermore, 70% of citizens think that government controls most media in Albania.

**Nearly two-thirds of citizens agree that there is a strong polarization in Albania between media controlled by the government and the opposition (65%).**

**Moreover, there is a strong belief that political propaganda and disinformation are widespread in the media - both in the mainstream media (TV channels, radio stations, newspapers or news web portals) and on social networks (70% and 59%, respectively). However, there is less agreement among citizens when it comes to spreading hatred in the media and on social networks.** Namely, while about half of citizens agree that social networks and media in Albania spread hatred (50% and 48%, respectively), the opposite attitude is shared by a third or more citizens (30% and 44%, respectively).

**Public is divided in its perception of media freedom and media contribution to democracy in the country.** Namely, more than a half say that media in Albania are free to collect and publish information about all relevant issues, as well as that they serve democracy and public interest very well (53% and 51%, respectively), while more than two-fifths claim the opposite (42% and 43%, respectively). Interestingly, those who trust the media in general, more often believe that the media in Albania are free and that they serve democracy and public interest very well.

**The vast majority of citizens are not aware of the existence of platforms that deal with checking the accuracy of news and information in Albania (89%). One in ten citizen have heard about fact-checkers, of which only 2% also followed their announcements.**

**The majority of citizens perceive the position of women journalists in Albania as very unfavorable.** More precisely, more than two-thirds of citizens believe that women journalists in Albania are often target of attacks, threats, insults, and harassment (69%). Furthermore, nearly three-quarters of them agree that attacks, threats, insults and harassment stem from gender prejudices and stereotypes (71%), while four-fifths think that the attacks are the result of revealing the truth while reporting on politics, corruption and crime (81%). Finally, there is an almost unanimous agreement among the citizens that the state bodies (police, judiciary) should protect women journalists when they are threatened or attacked (91%).

## HOW TO READ TABLES

### Education-the last finished school:

	Total	Gender		Type	
		Male	Female	Urban	Other
N	1198	599	599	704	494
sig		0.00		0.00	
No formal education	1.8	2	2	1	2
1 to 7 grades of primary school	5.1	4	6	3	8
Primary school (completed, 8 grades)	19.4	17	22	14	27
One-two year vocational school	1.3	1	2	1	1
Three year vocational school	11.8	15	9	10	14
Four year vocational school	40.4	41	39	44	35
High school	4.6	4	6	6	3
College, first degree of university	6.3	8	5	7	5
Faculty, academy	8.8	8	10	12	4
Master's degree	0.3	0	0	1	
Doctorate	0.2	0		0	0
Total	100%				

- Title explains the variable whose relative frequencies are given in the table.
- Total in the first column shows percentages for each category of the tabulated.
- Each next column represents percentages of the given variable within some subpopulation.
- Row marked with **N** denotes size of the base, i.e., the size of (sub) sample on which the percentages are calculated.
- Row marked with **sig**, represents significance of Hi-square statistics of the observed variable and variable from columns, if hi-square is significant, significance is written in white letters.
- The last row in the table **100%** indicates that all values in columns are added up to 100, that is, that column percentages are given.

Above average			Average	Below average		
0.01	0.05	0.10		0.10	0.05	0.01

Cells of the table are colored in blue, or red, if values they contain are considerably above or below the average. Three shades of blue or red color are used for three degrees of significance, the lightest shades for deviations significant on the level 0.10, medium shades for the level 0.05 and the darkest shades of blue and red for the level 0.01.

Example of interpretation of data from the above table (structure of education):

- Significance of hi-square (significance of both hi-squares of statistics is lesser than 0.01) tells us that distribution of education by gender/ type of settlement differs significantly.
- Glimpse at the cells of the table shows that there are significantly more males with three year vocational school on the level of significance 0.05 (total number of respondents in the sample with this type of education is 11.8%, and among males 15%). Similarly, there are significantly less females with this type of education (on the level 0.05) 9%.
- There are significantly more respondents with faculty, academy (level 0.01) in urban settlements compared to entire population (12%), and significantly less in other types of settlements (the same level of significance 0.01) that is, 4%.

Please assess general situation in the country on the scale 1 to 5

	Total	Gender	
		Male	Female
N	1013	500	513
sig		0.13	
Grade 1	23.1	23	23
Grade 2	35.3	37	34
Sum -	58.4	59	57
Grade 3	35.1	35	36
Sum +	4.9	5	4
Grade 4	3.9	4	4
Grade 5	1.0	1	1
Refusal	0.5	1	0
Doesn't know	1.0	0	2
Total	100%		
Mean	2.23	2.24	2.23

- If tabulated variables represent the respondent's assessment on some scale 3 more rows are added.
- Row marked with **Sum -** represents the sum of percentages on negative.
- Row marked with **Sum +** represents the sum of percentages on positive grades.
- Rows below grades contain other non-specific answers of the respondents.
- Row marked with **Mean** represents arithmetic mean of the given grades.

Which brands do you know?

	Total	Type	
		Urban	Other
N	502	302	200
Brand C	97.8	98	98
Brand A	93.2	95	91
Brand D	39.1	41	36
Brand B	22.3	26	17
Brand E	22.1	19	27
Other	20.9	26	14
I don't know any	0.2	0	

- In case of multiple response (the respondent can give several valid answers, modalities) data in cells represent a percentage of (sub) population which mentions, that is, answers positively to given modality.
- Please note that row **100%** is missing – that is because percentages do not add up to 100%.

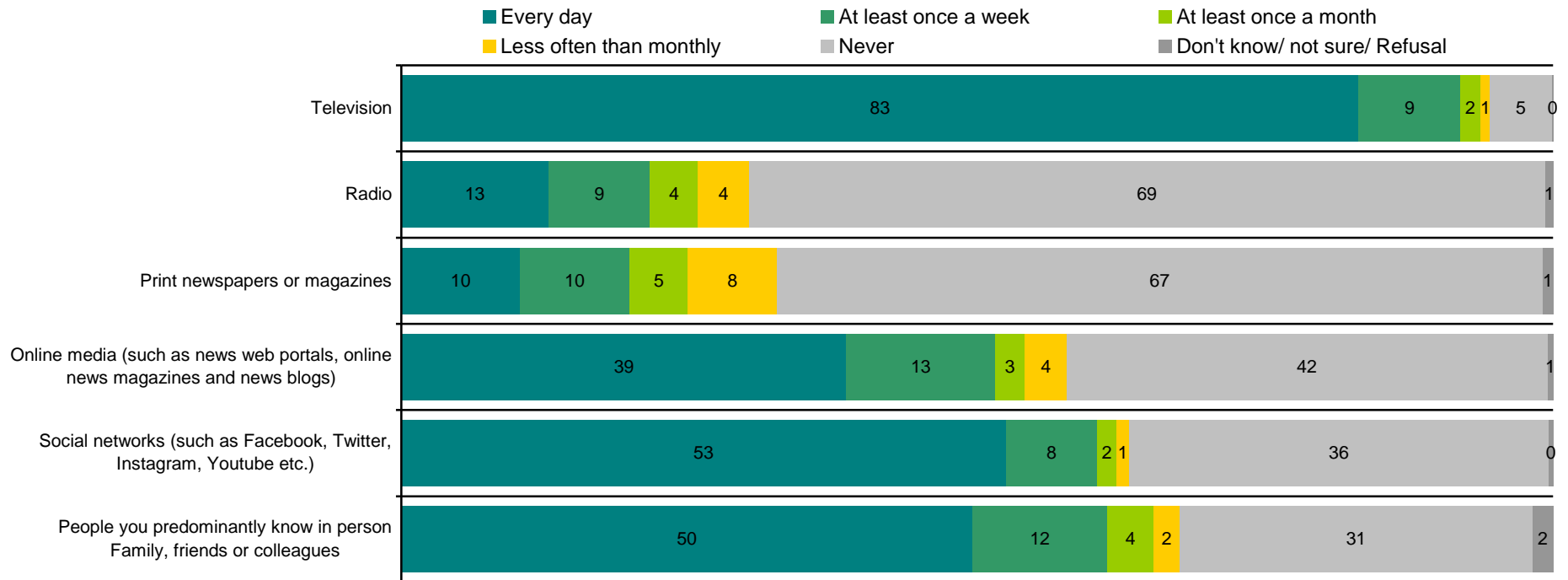


# RESULTS

# MEDIA USAGE FOR NEWS

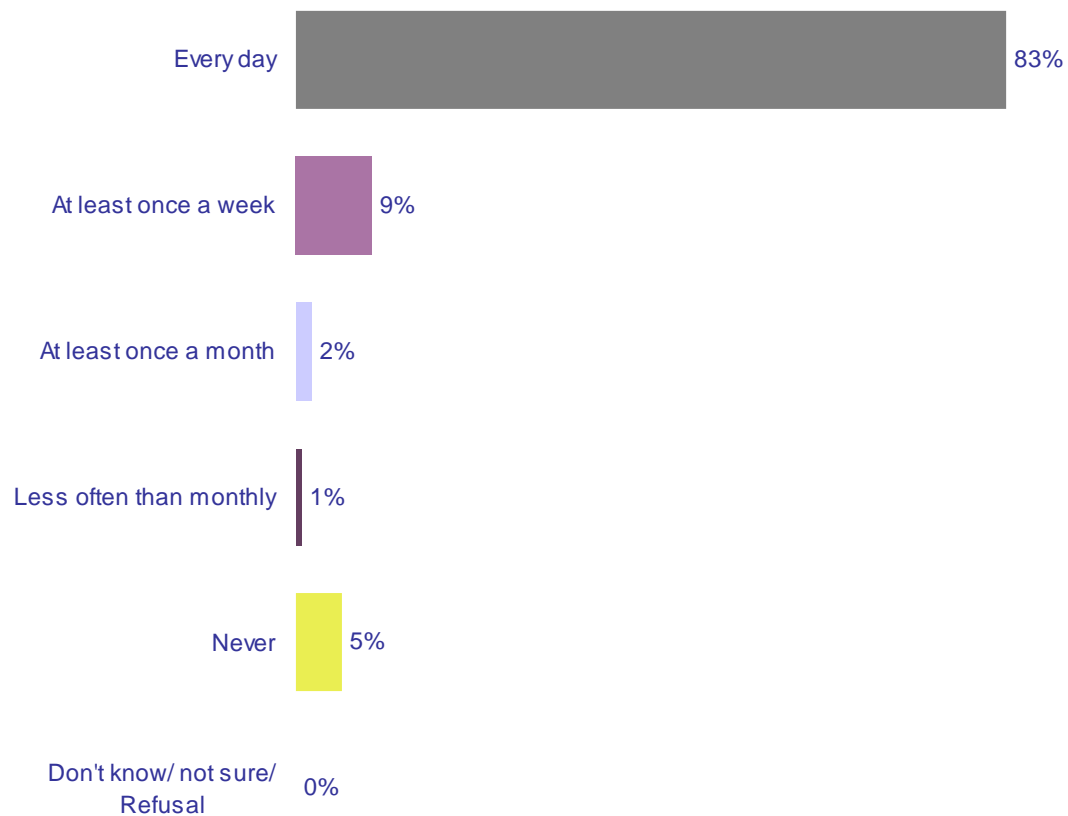
How often do you use the following sources to get news, i.e. information about political and social events?

	N	Every day	At least once a week	At least once a month	Less often than monthly	Never	Don't know/ not sure/ Refusal	Total
Television	1010	83.2	8.8	1.8	0.8	5.4	0.1	100%
Radio	1010	12.8	8.8	4.2	4.4	69.2	0.7	
Print newspapers or magazines	1010	10.3	9.5	5.1	7.7	66.5	0.9	
Online media (such as news web portals, online news magazines and news blogs)	1010	38.7	12.9	2.6	3.6	41.8	0.5	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1010	52.5	7.9	1.7	1.1	36.4	0.4	
People you predominantly know in person - Family, friends or colleagues	1010	49.6	11.7	4.0	2.3	30.6	1.8	



## How often do you use the following sources to get news, i.e. information about political and social events? - Television

Base: Total target population



## How often do you use the following sources to get news, i.e. information about political and social events? - Television

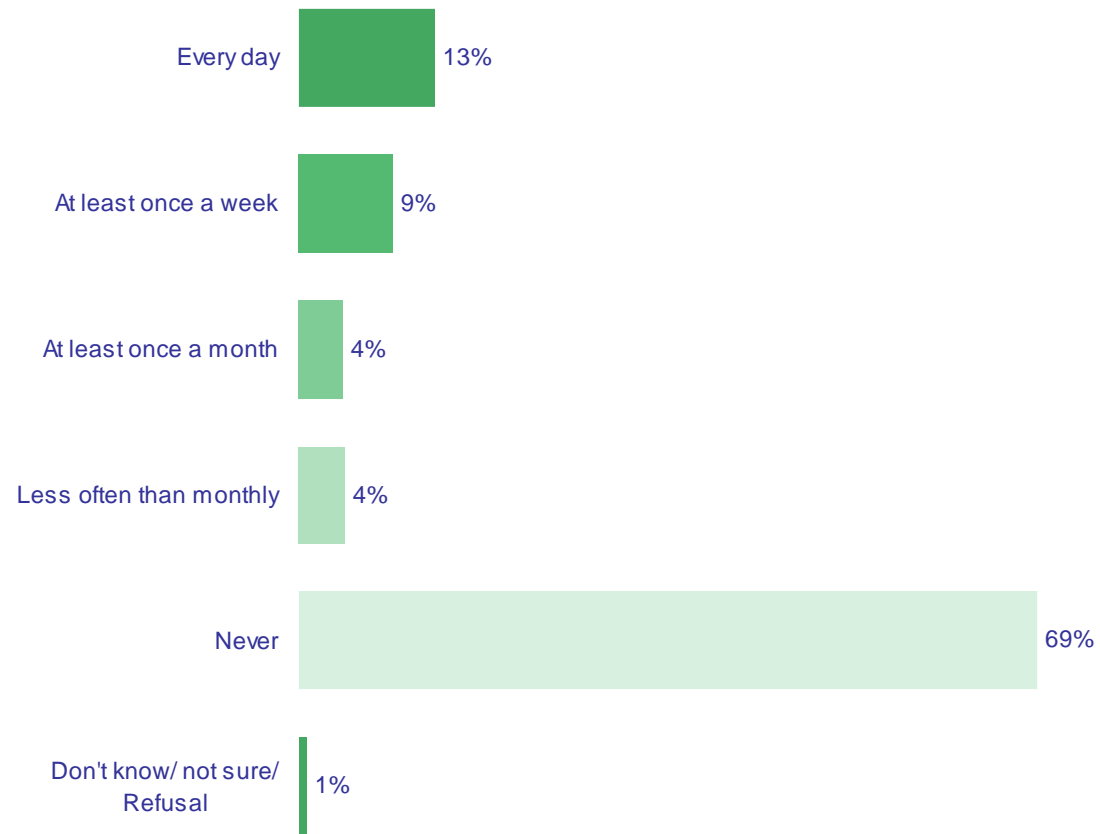
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.09		0.00				0.00			0.90			0.40	
Every day	83.2	81	86	67	79	92	96	91	78	74	82	83	85	82	85
At least once a week	8.8	9	8	19	9	5	2	4	12	15	9	11	8	10	7
At least once a month	1.8	2	1	5	2	0		1	3	2	2	1	2	1	2
Less often than monthly	0.8	1	1	1	2	0	0		1	2	1	1	0	1	0
Never	5.4	7	3	9	8	3	1	4	6	7	6	3	5	5	6
Don't know/ not sure/ Refusal	0.1	0			0					0					0
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.00		0.13			0.05			
Every day	83.2	95	62	44	79	88	78	85	88	84	89	77	73
At least once a week	8.8	4	18	10	9	7	12	7	6	8	6	12	11
At least once a month	1.8	0	5	3	2	2	2	2	2	1	2	2	5
Less often than monthly	0.8		2	4	1	0	1	0	1	0	0	2	1
Never	5.4	1	11	39	8	3	7	6	3	6	2	6	10
Don't know/ not sure/ Refusal	0.1		0			0	0			0			
Total		100%											

### How often do you use the following sources to get news, i.e. information about political and social events? - Radio

Base: Total target population



## How often do you use the following sources to get news, i.e. information about political and social events? - Radio

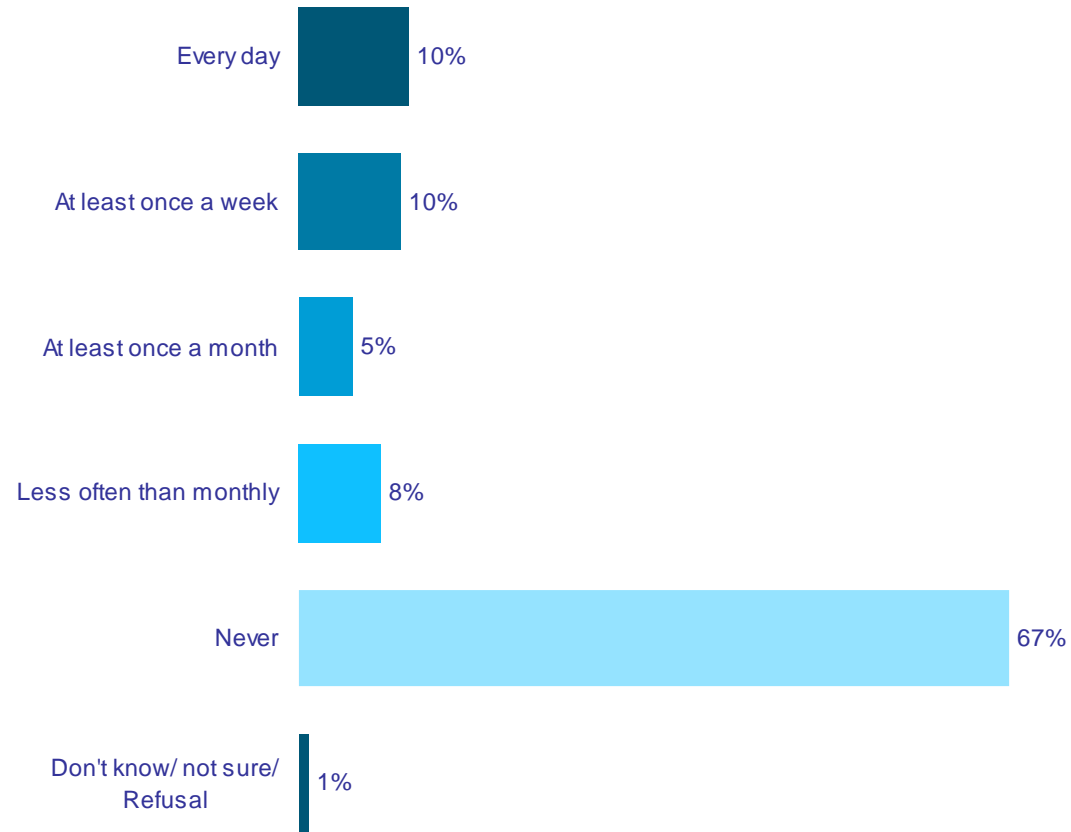
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.00		0.00				0.00			0.02			0.23	
Every day	12.8	18	8	7	17	17	10	13	13	13	15	9	11	15	10
At least once a week	8.8	9	8	9	11	5	11	7	9	11	9	8	9	9	8
At least once a month	4.2	4	4	5	7	2	3	4	3	7	3	2	7	4	5
Less often than monthly	4.4	4	5	6	4	3	5	2	4	10	6	3	3	5	4
Never	69.2	65	74	70	61	72	72	74	70	57	66	78	69	67	72
Don't know/ not sure/ Refusal	0.7	0	1	2	1	0			1	1	0	1	1	1	1
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.29			0.59		0.00			0.00			
Every day	12.8	14	11	4	12	14	19	8	8	14	9	20	8
At least once a week	8.8	9	9	12	10	8	10	5	10	8	8	13	5
At least once a month	4.2	4	6	4	4	5	4	2	7	2	4	5	9
Less often than monthly	4.4	3	7	7	3	5	7	3	3	5	4	4	3
Never	69.2	70	65	74	70	68	57	82	73	70	75	57	75
Don't know/ not sure/ Refusal	0.7	0	2		0	1	1		0	1	0	1	0
Total		100%											

### How often do you use the following sources to get news, i.e. information about political and social events? - Print newspapers or magazines

Base: Total target population





## How often do you use the following sources to get news, i.e. information about political and social events? - Print newspapers or magazines

Base: Total target population

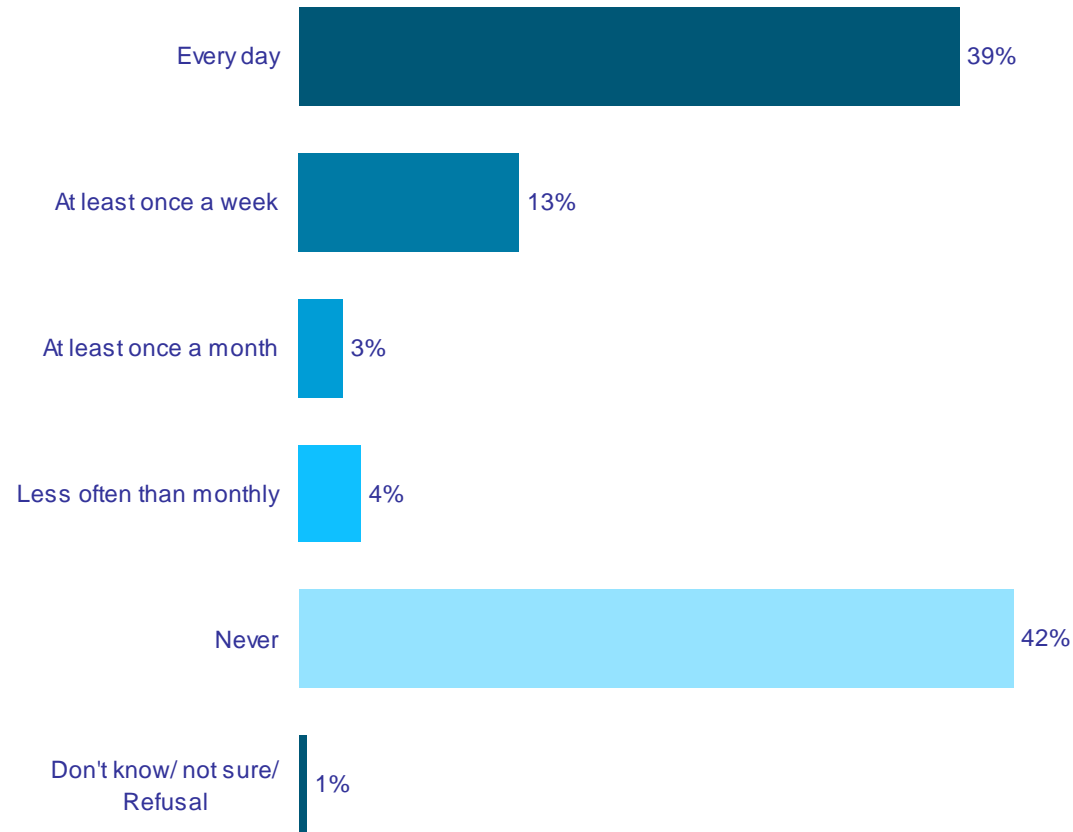
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.41		0.00				0.00			0.27			0.03	
Every day	10.3	12	9	6	7	9	20	10	9	15	10	9	12	10	11
At least once a week	9.5	8	11	10	8	9	12	7	10	15	8	10	11	12	6
At least once a month	5.1	5	5	4	9	4	4	5	5	6	5	2	7	5	5
Less often than monthly	7.7	8	8	11	6	7	6	5	9	11	8	5	9	8	7
Never	66.5	67	66	68	69	71	57	74	65	52	68	73	60	65	69
Don't know/ not sure/ Refusal	0.9	1	1	2	1	0	0		2	1	1		2	0	2
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.15			0.14		0.00			0.04			
Every day	10.3	12	7	2	9	12	9	7	17	8	12	11	11
At least once a week	9.5	10	10	9	8	11	10	7	12	8	7	15	11
At least once a month	5.1	5	6		4	6	6	5	3	4	5	8	6
Less often than monthly	7.7	7	11	2	8	8	8	8	7	7	11	6	6
Never	66.5	66	64	87	71	62	66	73	61	73	65	59	66
Don't know/ not sure/ Refusal	0.9	0	2		0	1	2	0	0	0	1	2	1
Total		100%											

How often do you use the following sources to get news, i.e. information about political and social events? - Online media (such as news web portals, online news magazines and news blogs)

Base: Total target population



## How often do you use the following sources to get news, i.e. information about political and social events? - Online media (such as news web portals, online news magazines and news blogs)

Base: Total target population

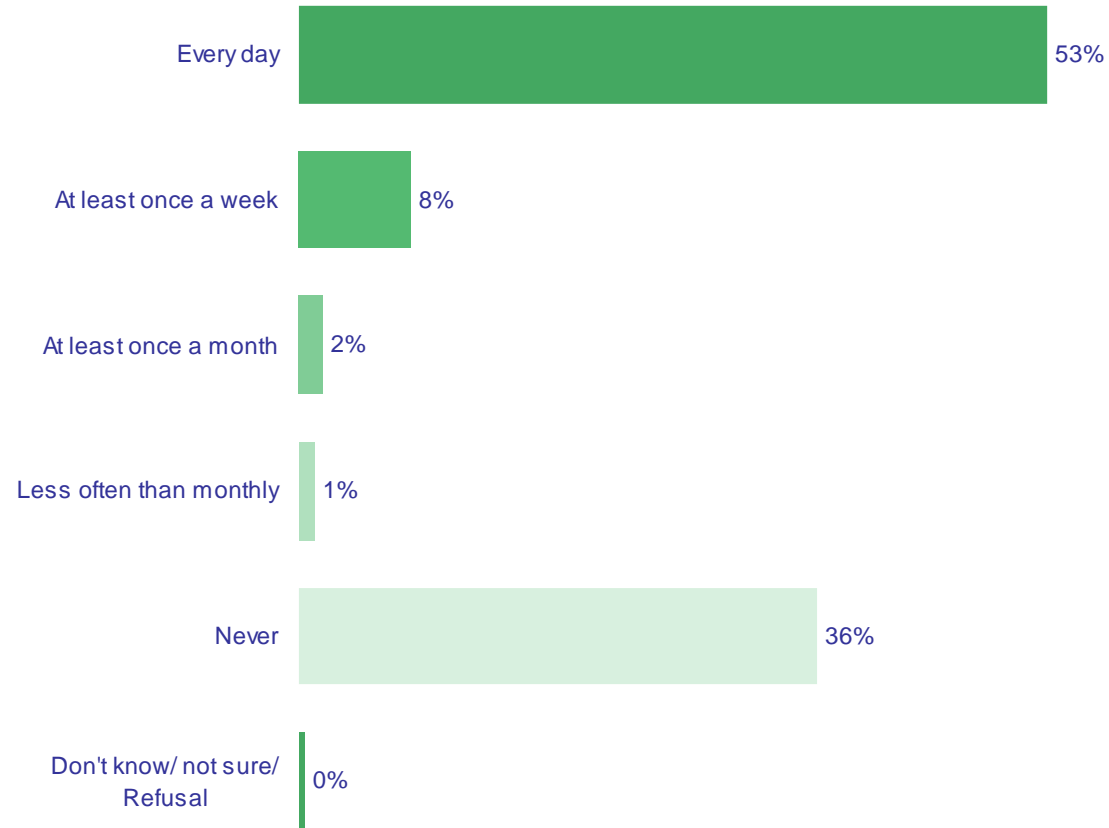
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.90		0.00				0.00			0.00			0.09	
Every day	38.7	38	40	54	48	32	19	26	43	61	44	38	31	41	36
At least once a week	12.9	13	12	14	23	11	4	12	13	14	11	8	19	13	12
At least once a month	2.6	3	2	3	1	3	2	2	4	3	2	3	3	3	2
Less often than monthly	3.6	4	3	7	2	1	4	3	5	2	4	2	4	4	3
Never	41.8	41	42	21	25	53	70	57	34	19	40	48	42	38	47
Don't know/ not sure/ Refusal	0.5	0	1	0	1	0	1	0	1	1	0	0	1	1	0
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.57		0.00			0.00			
Every day	38.7	29	64	12	40	37	50	37	24	33	34	57	34
At least once a week	12.9	12	15	17	11	15	13	16	9	11	14	10	20
At least once a month	2.6	3	2		3	2	3	4	1	2	3	3	1
Less often than monthly	3.6	4	3	4	3	4	4	3	3	4	2	5	3
Never	41.8	52	16	67	42	41	30	39	63	50	45	24	41
Don't know/ not sure/ Refusal	0.5	1	0		0	0	0	0	1	1	0	0	1
Total		100%											

How often do you use the following sources to get news, i.e. information about political and social events? - Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)

Base: Total target population



## How often do you use the following sources to get news, i.e. information about political and social events? - Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)

Base: Total target population

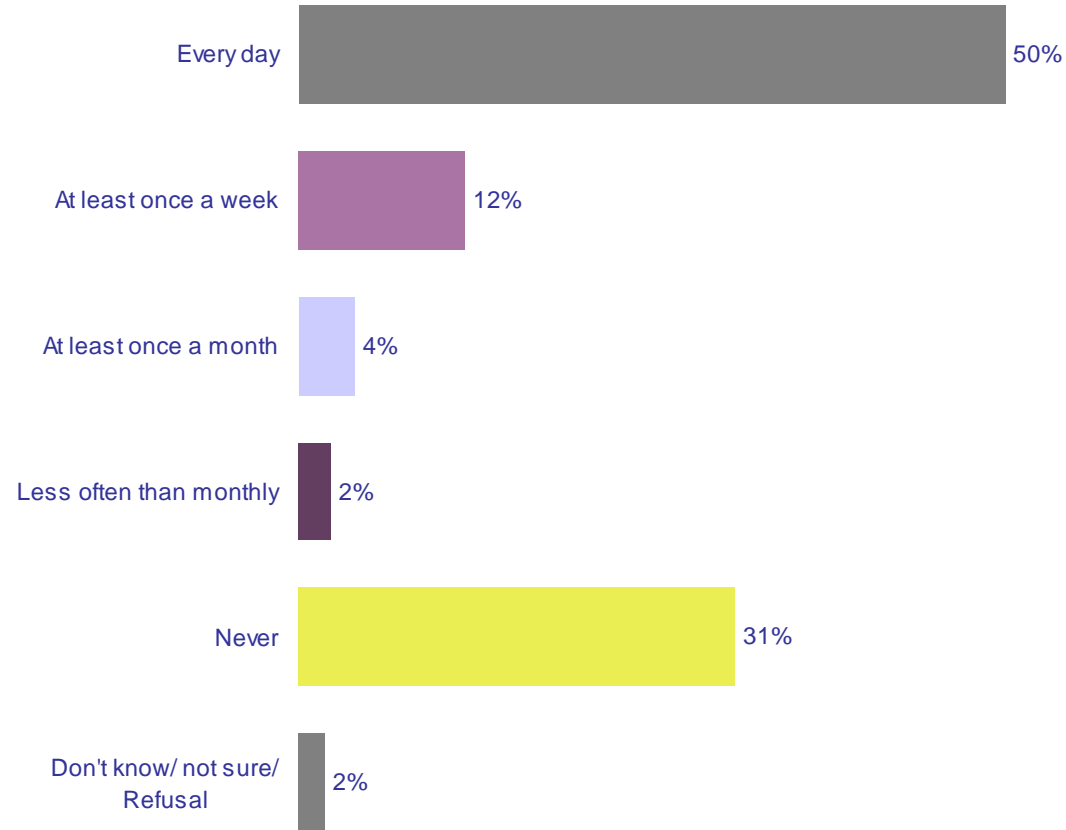
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.08		0.00				0.00			0.38			0.00	
Every day	52.5	52	53	84	68	34	23	36	61	77	57	49	47	57	47
At least once a week	7.9	9	7	6	10	10	6	8	8	7	6	8	10	9	7
At least once a month	1.7	2	1	2	2	1	1	1	2	1	2	0	2	1	2
Less often than monthly	1.1	2	0	2	0	1	1	1	1	1	1	2	1	2	0
Never	36.4	34	39	7	19	53	68	53	28	13	34	38	40	31	43
Don't know/ not sure/ Refusal	0.4	0	1	0	0	1	0	0	0	1	2	0	0	1	0
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.48		0.00			0.00			
Every day	52.5	37	91	34	54	51	64	53	35	49	45	70	53
At least once a week	7.9	9	4	17	8	7	10	8	5	8	7	7	11
At least once a month	1.7	2	0	2	1	2	2	2	1	1	3	1	4
Less often than monthly	1.1	1	1	2	1	1	1	2	0	1	1	2	0
Never	36.4	50	4	47	35	38	23	34	59	41	45	20	31
Don't know/ not sure/ Refusal	0.4	1			0	0	0	1	0	1	0	0	1
Total		100%											

### How often do you use the following sources to get news, i.e. information about political and social events? - People you predominantly know in person Family, friends or colleagues

Base: Total target population



## People you predominantly know in person Family, friends or colleagues

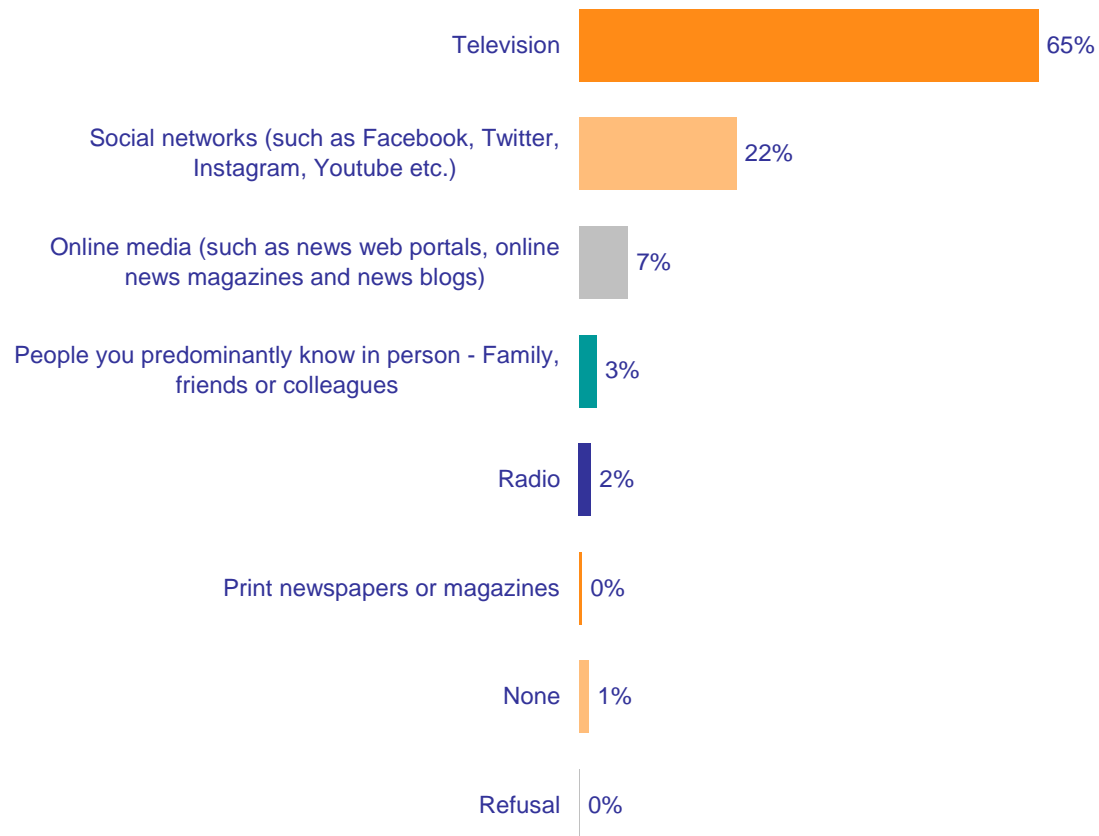
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.85		0.14				0.04			0.00			0.09	
Every day	49.6	50	49	50	50	46	53	52	45	52	50	41	54	52	47
At least once a week	11.7	11	12	11	17	9	10	9	12	18	9	18	12	11	13
At least once a month	4.0	4	4	4	2	3	6	4	4	4	6	1	3	5	3
Less often than monthly	2.3	3	2	3	1	2	3	2	2	2	3	2	1	3	2
Never	30.6	30	32	29	28	37	27	31	35	22	31	38	26	28	34
Don't know/ not sure/ Refusal	1.8	2	2	3	1	2	1	2	2	2	1	1	4	2	2
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.02		0.01			0.01			
Every day	49.6	49	51	71	48	52	52	46	49	52	47	60	34
At least once a week	11.7	9	17	17	10	12	15	9	10	9	13	12	15
At least once a month	4.0	4	4	11	5	3	3	3	6	3	6	2	5
Less often than monthly	2.3	2	2	1	3	2	2	2	3	2	3	2	2
Never	30.6	34	23		34	28	27	38	29	31	31	24	37
Don't know/ not sure/ Refusal	1.8	2	2		0	3	1	2	2	2	0	0	7
Total		100%											

## And what is your main source of information ?

Base: Total target population





## And what is your main source of information ?

Base: Total target population

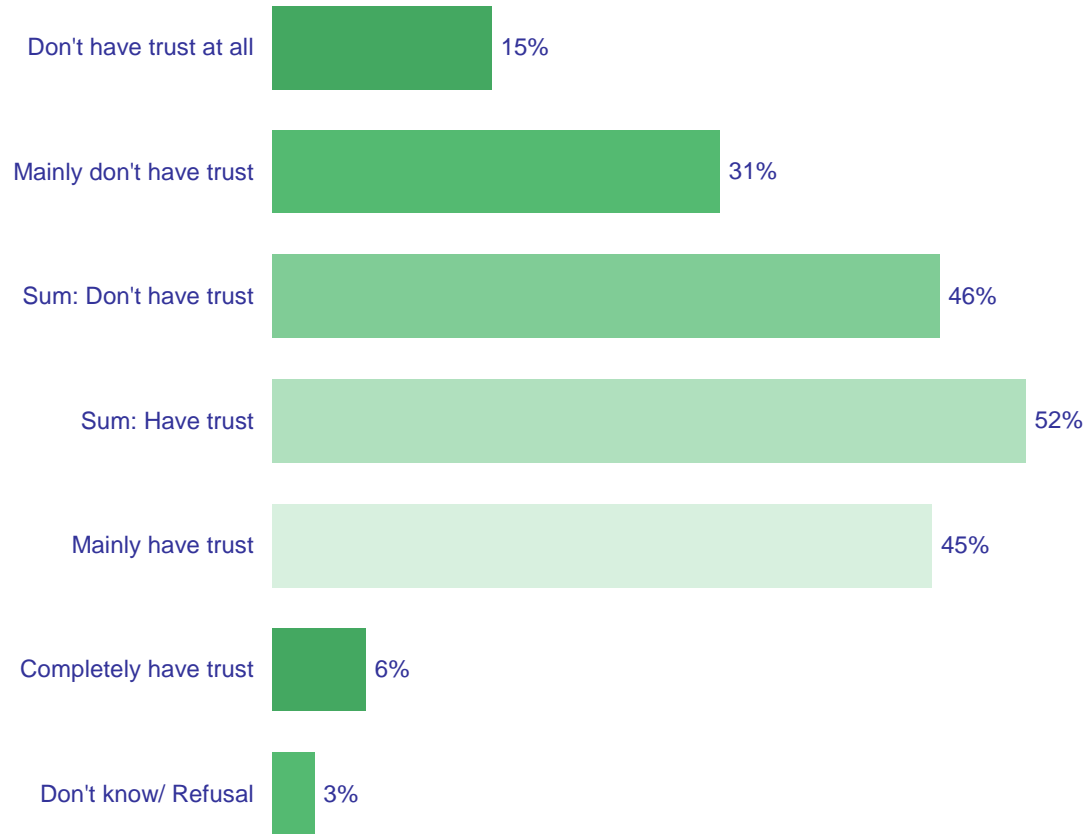
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.06		0.00				0.00			0.01			0.12	
Television	64.8	63	67	33	53	82	93	81	59	38	60	67	72	61	70
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	22.2	25	19	51	27	7	1	10	28	39	26	21	17	24	19
Online media (such as news web portals, online news magazines and news blogs)	6.9	5	9	12	9	3	2	2	8	18	10	5	3	9	5
People you predominantly know in person - Family, friends or colleagues	2.5	3	2	1	3	3	2	2	3	2	2	2	4	3	2
Radio	1.7	2	2	1	4	2	0	2	1	1	2	1	2	1	2
Print newspapers or magazines	0.4	0	1	1	0	0	0		0	2	0	1	1	0	0
None	1.4	2	1	1	3	1	1	3	0	1	1	3	1	1	2
Refusal	0.1	0			1				0	0	0	0		0	0
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.00		0.00			0.00			
Television	64.8	97			59	71	55	67	77	70	75	48	53
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	22.2		76		26	19	30	20	13	19	14	32	34
Online media (such as news web portals, online news magazines and news blogs)	6.9		24		7	6	8	7	5	6	5	12	4
People you predominantly know in person - Family, friends or colleagues	2.5			100	4	1	2	4	2	2	4	2	1
Radio	1.7	3			2	1	2	2	0	2	1	3	
Print newspapers or magazines	0.4	1			1	0	1		0	0	0	0	1
None	1.4				2	1	1	1	2	1	0	1	6
Refusal	0.1				0	0	0	0		0	0	0	0
Total		100%											

# TRUST IN THE MEDIA

In general, how much trust do you have in the media - such as newspapers, TV, radio or online news sources - when it comes to reporting the news fully, accurately, and fairly in Albania?

Base: Total target population



In general, how much trust do you have in the media - such as newspapers, TV, radio or online news sources - when it comes to reporting the news fully, accurately, and fairly in Albania?

Base: Total target population

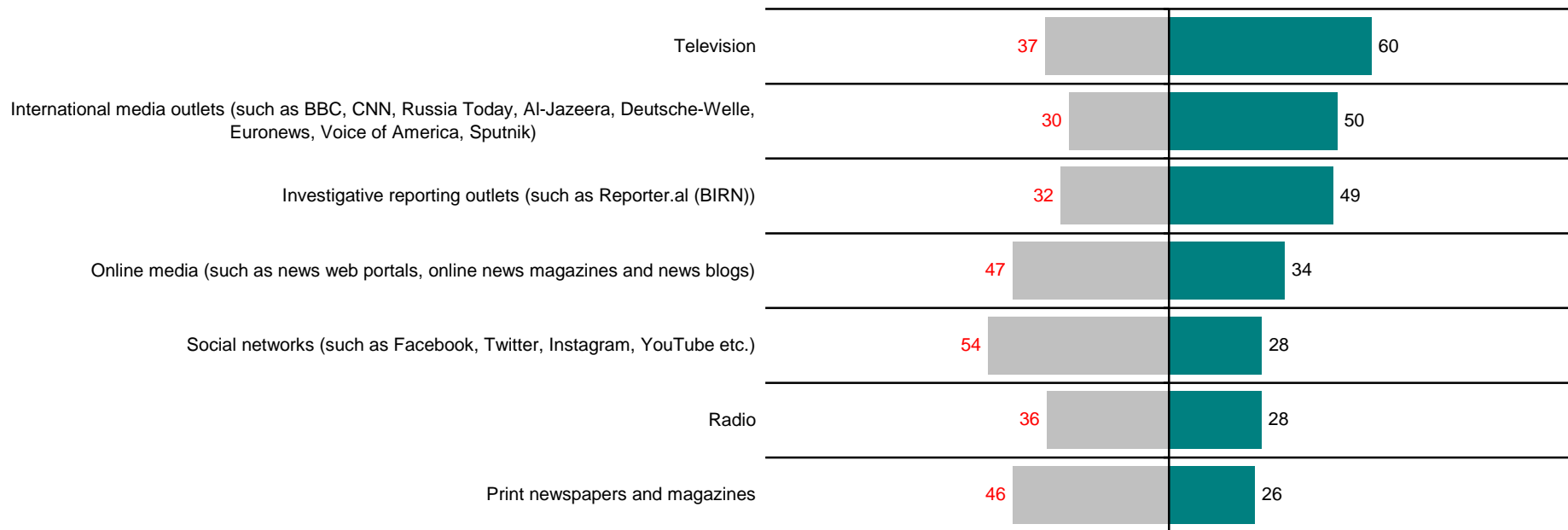
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Don't have trust at all	15.0	17	13	10	21	14	15	18	13	12	14	10	19	16	14
Mainly don't have trust	30.6	33	28	35	33	27	27	25	36	34	30	41	27	32	28
Sum: Don't have trust	45.6	50	41	45	54	42	42	43	49	47	44	51	45	48	42
Sum: Have trust	51.5	48	55	51	45	54	57	55	49	49	53	43	53	48	56
Mainly have trust	45.1	42	48	46	41	46	47	47	43	45	47	35	48	42	50
Completely have trust	6.4	6	7	5	3	8	9	8	5	5	6	8	6	6	7
Don't know/ not sure/ Refusal	2.9	2	4	4	2	5	1	3	3	4	3	6	1	4	1
Total		100%													
Mean	2.4	2.4	2.5	2.5	2.3	2.5	2.5	2.5	2.4	2.4	2.5	2.4	2.4	2.4	2.5

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Don't have trust at all	15.0	13	17	36	33		15	17	14	16	11	17	18
Mainly don't have trust	30.6	29	35	30	67		32	33	26	26	35	36	22
Sum: Don't have trust	45.6	42	52	66	100		47	49	40	42	46	53	40
Sum: Have trust	51.5	56	45	25		100	49	49	57	54	51	45	56
Mainly have trust	45.1	48	40	25		88	43	44	48	47	48	37	47
Completely have trust	6.4	8	4			12	6	5	9	8	3	8	8
Don't know/ not sure/ Refusal	2.9	2	4	9			4	2	3	3	3	2	4
Total		100%											
Mean	2.4	2.5	2.3	1.9	1.7	3.1	2.4	2.4	2.5	2.5	2.4	2.4	2.5

To what extent, do you trust each of the following media is a reliable source of news and information?

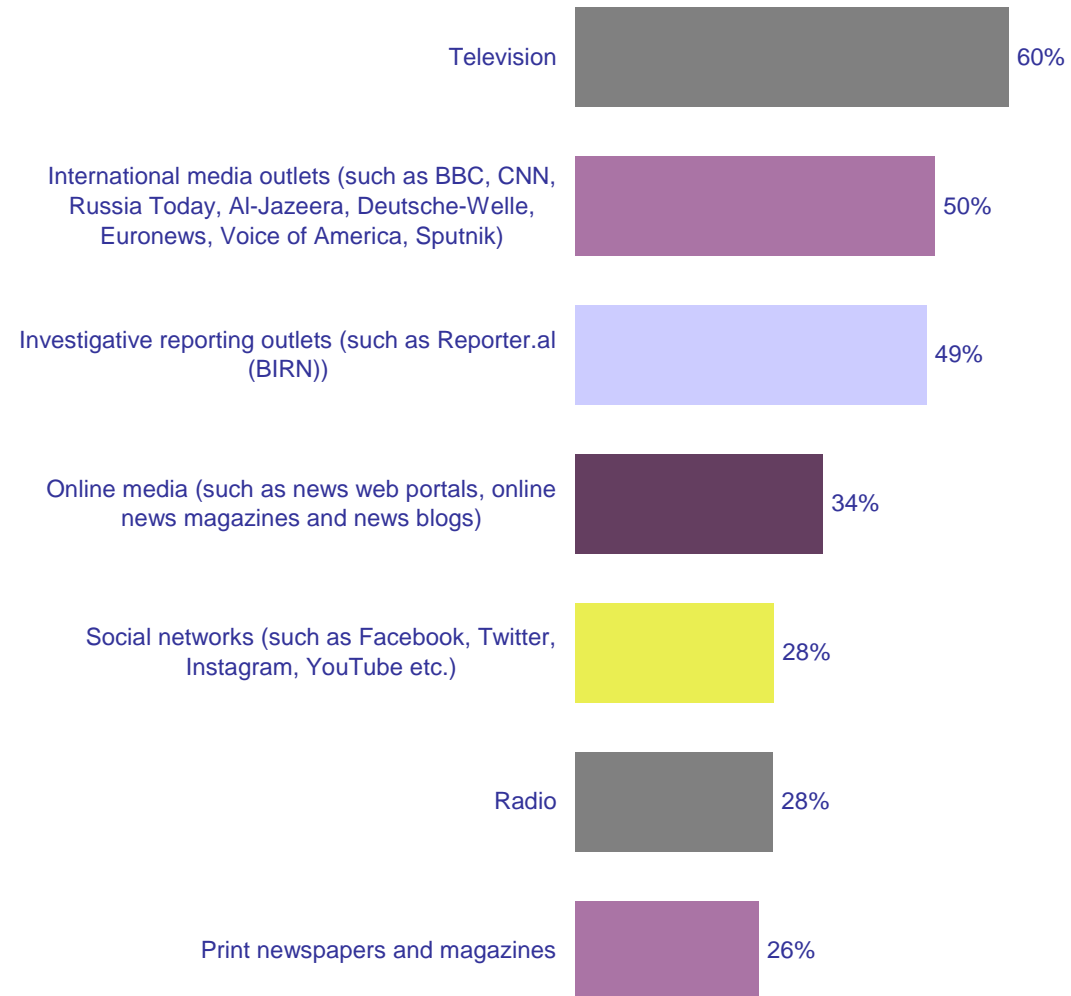
	N	Do not trust at all	Mainly do not trust	Mainly trust	Completely trust	Don't know	Do not trust at all + Mainly do not trust (Marks 1+2)	Mainly + Completely trust (Marks 3+4)	Total
Television	1010	14.6	22.3	52.1	8.2	2.9	36.9	60.2	100%
Radio	1010	15.5	20.8	22.3	5.2	36.2	36.3	27.5	
Print newspapers and magazines	1010	20.9	25.5	23.0	2.6	28.1	46.4	25.5	
Online media (such as news web portals, online news magazines and news blogs)	1010	17.1	29.3	31.2	3.2	19.2	46.5	34.4	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1010	21.1	32.6	25.4	2.3	18.7	53.7	27.6	
Investigative reporting outlets (such as Reporter.al (BIRN))	1010	13.2	19.0	34.4	14.5	19.0	32.2	48.8	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1010	10.4	19.4	34.5	15.5	20.3	29.7	50.0	

■ Do not trust at all + Mainly do not trust (Marks 1+2) ■ Mainly + Completely trust (Marks 3+4)



## To what extent, do you trust each of the following media is a reliable source of news and information? - Mainly + Completely trust (Marks 3+4)

Base: Total target population



## To what extent, do you trust each of the following media is a reliable source of news and information? - Mainly + Completely trust (Marks 3+4)

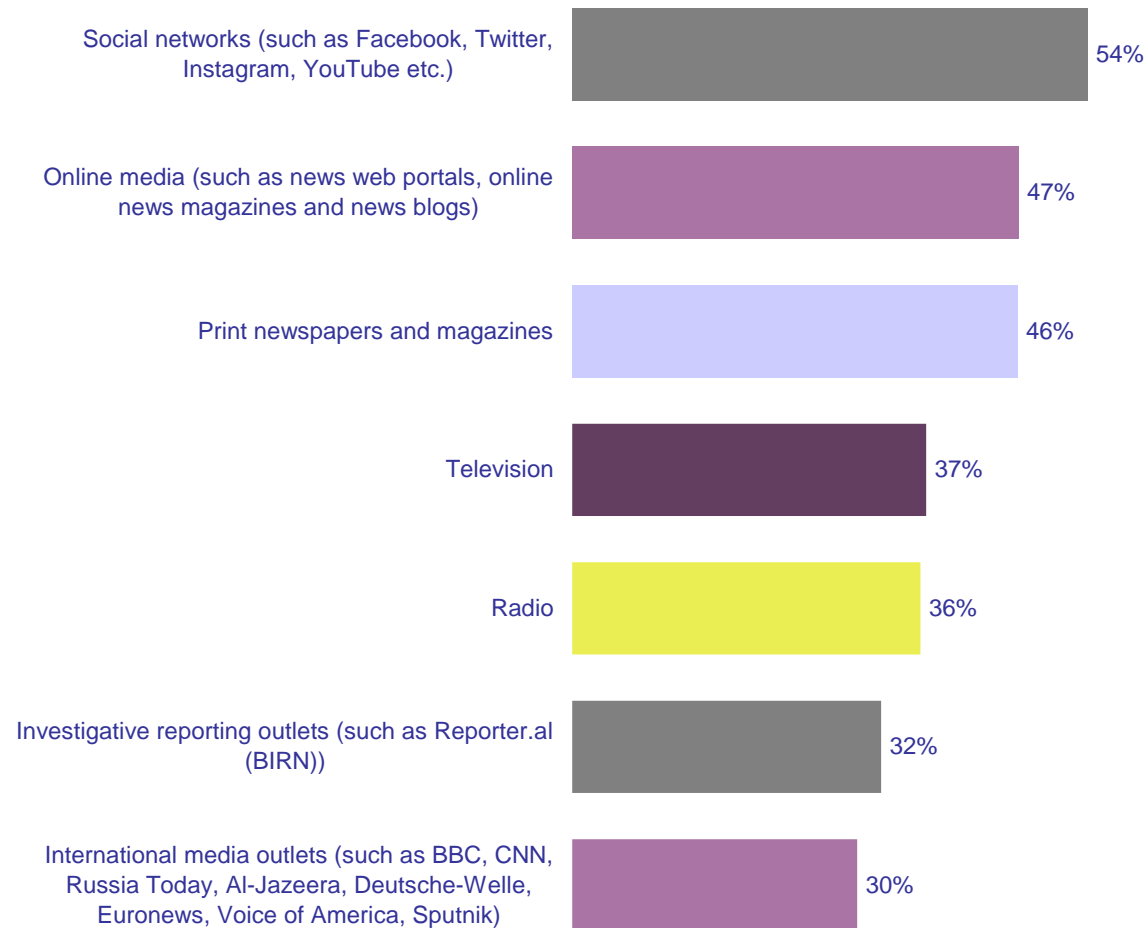
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Television	60.2	56	65	64	49	61	65	64	56	59	60	61	60	57	65
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	50.0	54	46	57	49	46	48	42	51	68	47	54	52	50	50
Investigative reporting outlets (such as Reporter.al (BIRN))	48.8	46	52	54	48	45	48	46	49	55	51	44	48	48	50
Online media (such as news web portals, online news magazines and news blogs)	34.4	33	35	44	42	27	25	32	33	43	33	33	36	36	32
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	27.6	29	26	43	28	20	19	23	30	34	26	31	29	28	28
Radio	27.5	29	26	27	34	26	22	26	25	36	28	26	27	26	30
Print newspapers and magazines	25.5	24	27	31	24	19	28	22	26	33	27	22	26	27	24

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Television	60.2	65	55	23	33	86	57	63	62	63	64	52	60
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	50.0	48	57	38	43	58	56	45	46	44	47	64	50
Investigative reporting outlets (such as Reporter.al (BIRN))	48.8	48	53	43	39	60	48	49	49	44	51	55	45
Online media (such as news web portals, online news magazines and news blogs)	34.4	28	49	21	22	46	36	35	32	32	31	37	47
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	27.6	22	42	8	17	37	31	27	23	28	24	29	34
Radio	27.5	29	27	7	17	38	32	22	27	28	27	31	23
Print newspapers and magazines	25.5	24	31	16	15	36	25	20	33	26	23	27	28

To what extent, do you trust each of the following media is a reliable source of news and information? - Do not trust at all +  
Mainly do not trust (Marks 1+2)

Base: Total target population





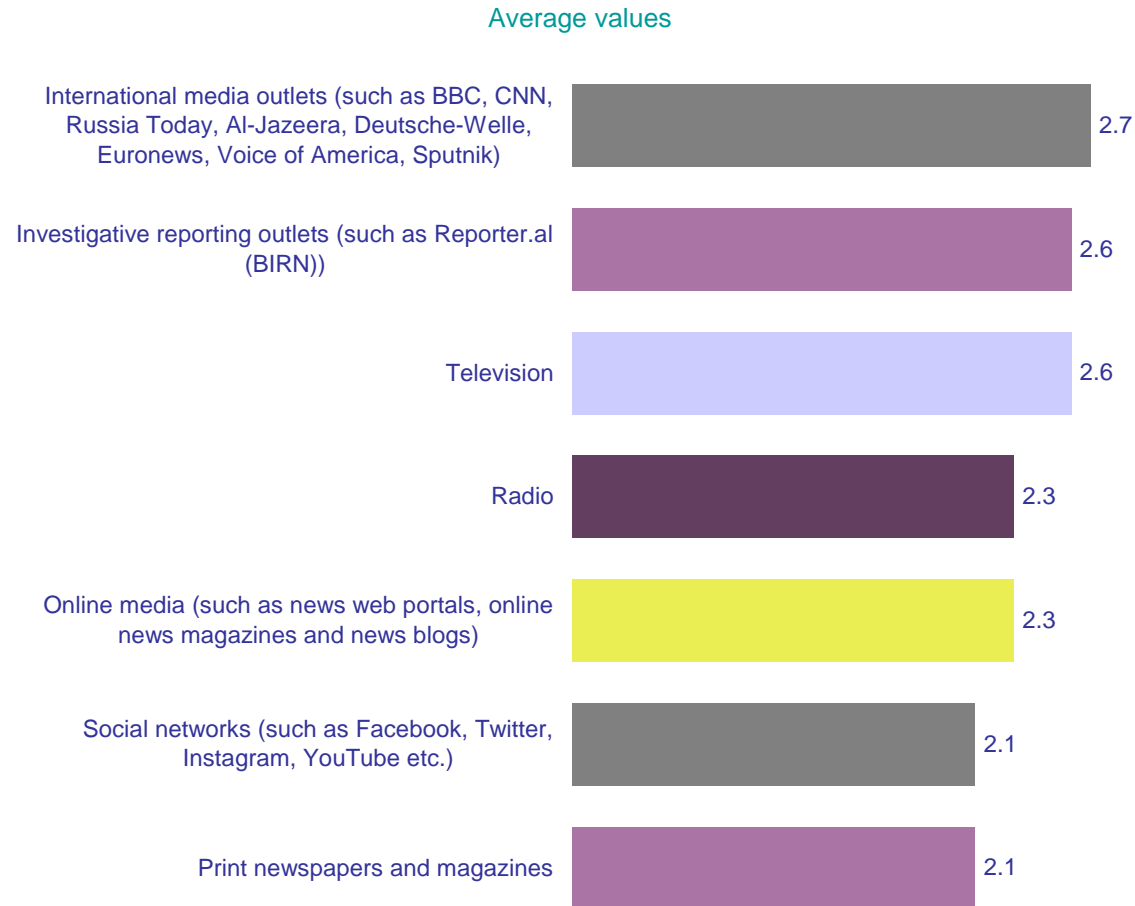
To what extent, do you trust each of the following media is a reliable source of news and information? - Do not trust at all +  
Mainly do not trust (Marks 1+2)

Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	53.7	54	53	53	66	56	40	48	57	61	59	49	48	56	51
Online media (such as news web portals, online news magazines and news blogs)	46.5	48	45	46	53	49	37	41	51	50	51	46	40	47	46
Print newspapers and magazines	46.4	50	43	40	51	48	47	46	48	44	50	45	41	48	44
Television	36.9	42	32	32	47	36	34	32	43	37	38	34	37	40	33
Radio	36.3	38	35	38	33	38	36	35	41	31	41	38	28	41	30
Investigative reporting outlets (such as Reporter.al (BIRN))	32.2	38	26	30	33	35	31	34	31	32	32	36	31	33	31
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	29.7	30	30	29	33	32	24	33	31	19	36	27	22	31	28

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	53.7	52	55	60	70	40	59	58	41	54	52	62	45
Online media (such as news web portals, online news magazines and news blogs)	46.5	45	47	55	65	31	51	51	34	50	45	52	31
Print newspapers and magazines	46.4	48	42	44	62	33	47	52	40	49	49	44	38
Television	36.9	34	40	66	67	11	40	34	35	34	35	46	33
Radio	36.3	36	34	36	52	23	35	40	34	41	38	33	24
Investigative reporting outlets (such as Reporter.al (BIRN))	32.2	32	30	41	47	20	35	34	27	35	31	29	34
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	29.7	30	27	31	41	20	27	37	26	34	30	24	27

## To what extent, do you trust each of the following media is a reliable source of news and information? - Average values



## To what extent, do you trust each of the following media is a reliable source of news and information? - Average values

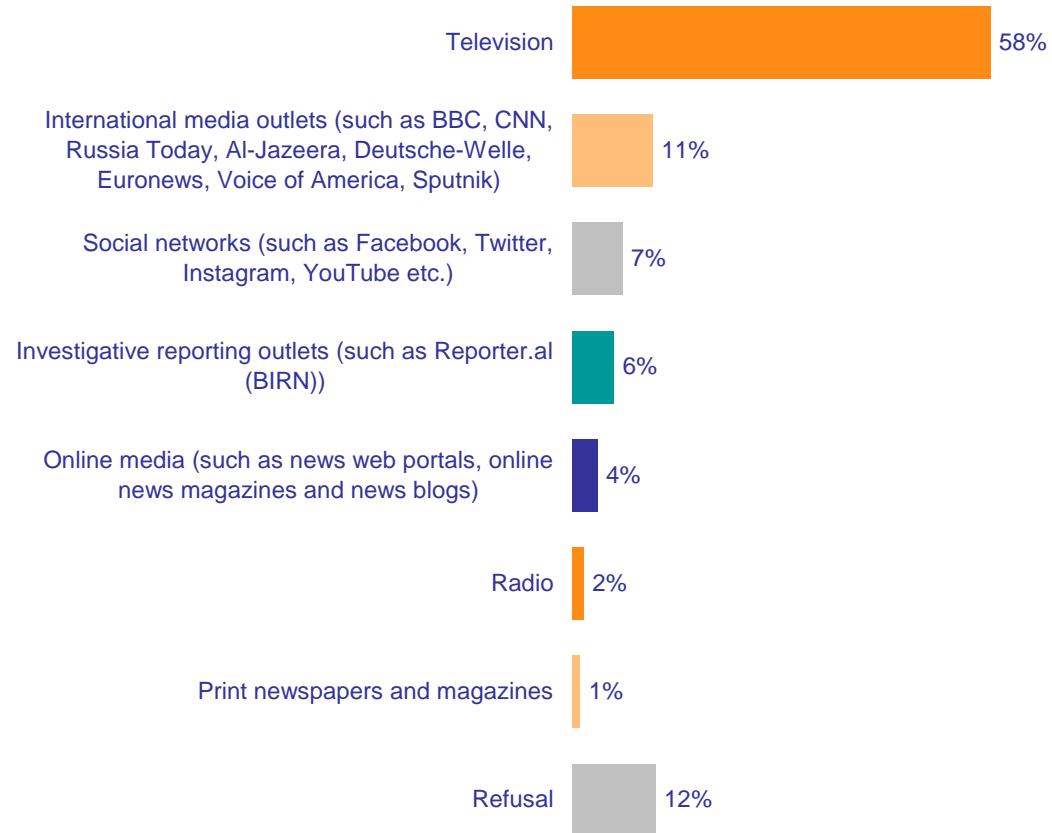
## Average values

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1002	508	494	264	235	268	236	449	367	186	510	174	319	565	436
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.7	2.7	2.7	2.7	2.6	2.6	2.8	2.6	2.7	3.0	2.6	2.7	2.8	2.6	2.8
Investigative reporting outlets (such as Reporter.al (BIRN))	2.6	2.5	2.7	2.6	2.6	2.6	2.6	2.6	2.7	2.7	2.7	2.6	2.6	2.6	2.6
Television	2.6	2.5	2.6	2.7	2.3	2.6	2.6	2.6	2.5	2.6	2.5	2.6	2.5	2.5	2.6
Radio	2.3	2.3	2.3	2.3	2.4	2.2	2.1	2.3	2.2	2.4	2.2	2.2	2.4	2.2	2.4
Online media (such as news web portals, online news magazines and news blogs)	2.3	2.2	2.3	2.4	2.2	2.1	2.3	2.2	2.2	2.3	2.2	2.3	2.3	2.3	2.2
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.1	2.1	2.1	2.3	2.0	2.0	2.1	2.0	2.2	2.2	2.1	2.2	2.1	2.1	2.1
Print newspapers and magazines	2.1	2.1	2.2	2.3	2.0	2.0	2.1	2.0	2.1	2.3	2.1	2.1	2.2	2.1	2.1

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1002	669	292	25	461	520	421	302	278	336	331	216	119
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.7	2.7	2.8	2.5	2.5	2.9	2.8	2.6	2.7	2.6	2.7	3.0	2.6
Investigative reporting outlets (such as Reporter.al (BIRN))	2.6	2.6	2.7	2.4	2.4	2.9	2.6	2.6	2.7	2.5	2.7	2.8	2.5
Television	2.6	2.6	2.5	1.8	2.1	3.0	2.5	2.6	2.6	2.6	2.6	2.5	2.6
Radio	2.3	2.3	2.3	1.7	2.0	2.6	2.4	2.1	2.3	2.2	2.3	2.4	2.3
Online media (such as news web portals, online news magazines and news blogs)	2.3	2.2	2.4	1.9	2.0	2.5	2.3	2.2	2.3	2.2	2.3	2.3	2.5
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.1	2.0	2.3	1.7	1.9	2.3	2.2	2.1	2.1	2.1	2.1	2.1	2.3
Print newspapers and magazines	2.1	2.1	2.2	1.7	1.9	2.3	2.1	2.0	2.3	2.1	2.1	2.2	2.2

And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1

Base: Total target population



And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1

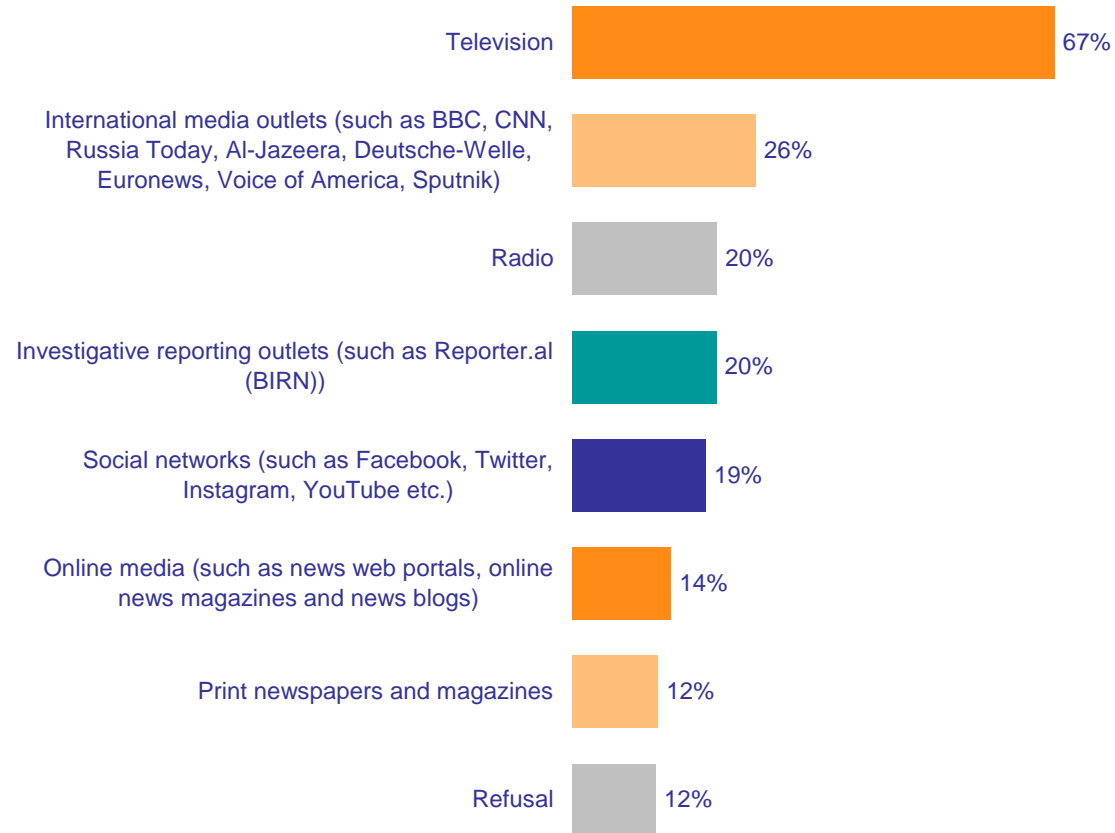
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.06		0.00				0.00			0.67			0.55	
Television	58.1	55	61	45	51	64	73	70	54	38	56	65	57	56	61
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	11.2	13	10	13	13	10	9	5	13	25	12	9	12	11	12
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	7.0	9	5	17	9	2	0	4	11	8	8	5	6	8	6
Investigative reporting outlets (such as Reporter.al (BIRN))	5.8	5	6	8	6	5	3	4	7	8	6	4	7	7	5
Online media (such as news web portals, online news magazines and news blogs)	3.5	5	3	4	7	3	1	2	3	9	4	4	3	4	3
Radio	1.6	1	2	2	2	2	1	1	2	1	2	0	1	2	1
Print newspapers and magazines	1.1	1	1	1	2	1	0	1	1	2	1	1	1	1	1
Refusal	11.6	12	12	10	10	13	13	14	9	10	10	12	13	12	12
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.00		0.00			0.00			
Television	58.1	71	30	30	50	67	55	63	57	64	68	43	42
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	11.2	9	16	21	14	9	14	7	11	8	10	19	10
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	7.0	1	21		9	5	9	7	4	7	4	11	8
Investigative reporting outlets (such as Reporter.al (BIRN))	5.8	5	8	16	6	6	4	8	6	3	6	8	7
Online media (such as news web portals, online news magazines and news blogs)	3.5	0	12		4	3	5	3	2	2	2	9	5
Radio	1.6	2	1	4	2	2	2	2	0	2	1	2	
Print newspapers and magazines	1.1	1	2	1	2	1	1	2	1	1	1	1	2
Refusal	11.6	11	10	27	14	8	10	8	18	14	7	7	26
Total		100%											

And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2

Multiple answers; Base: Total target population



And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2

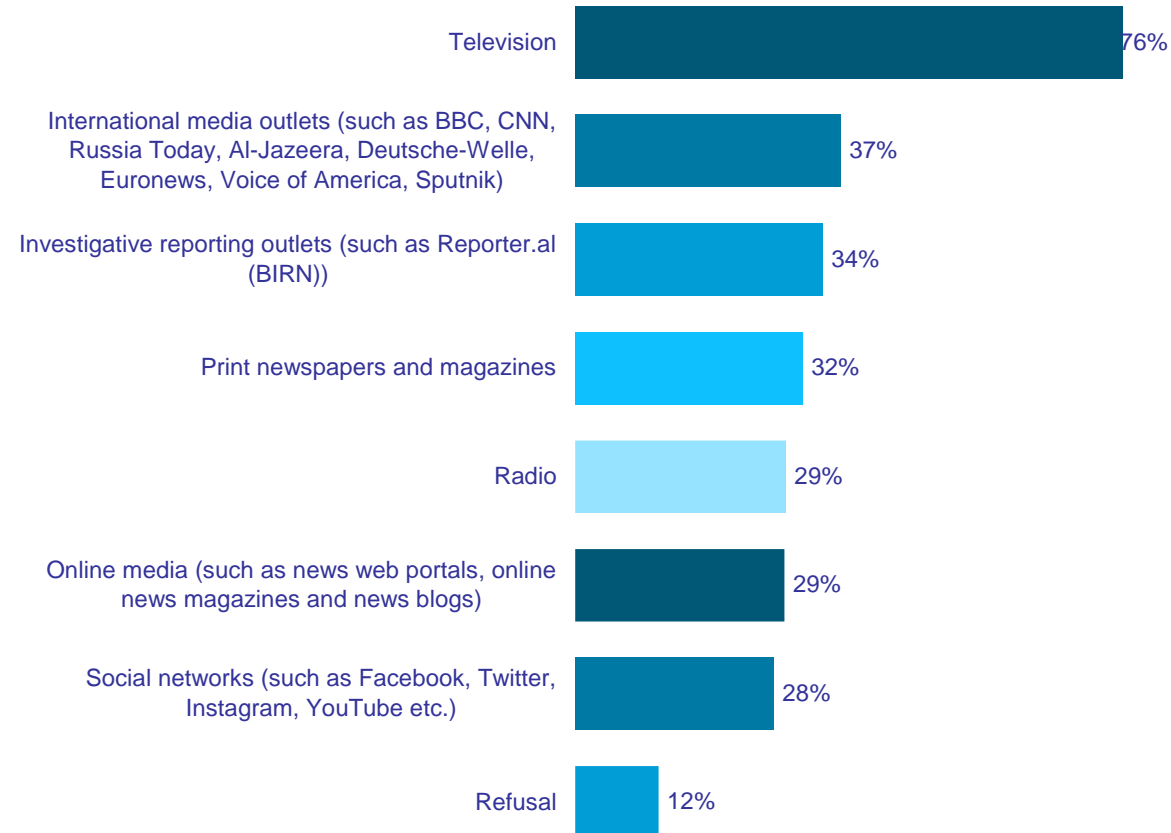
Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Television	67.0	64	70	61	58	72	76	74	64	56	66	73	66	67	67
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	25.5	26	25	29	22	24	26	19	27	38	25	26	25	23	29
Radio	20.1	18	22	12	22	26	21	26	16	14	20	15	22	24	16
Investigative reporting outlets (such as Reporter.al (BIRN))	20.0	18	22	22	24	18	17	16	22	25	22	16	19	20	20
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	18.5	21	16	31	25	9	10	14	24	17	18	23	16	20	16
Online media (such as news web portals, online news magazines and news blogs)	13.7	15	13	19	21	11	5	9	17	20	16	11	11	14	13
Print newspapers and magazines	11.9	14	10	6	8	15	19	14	11	10	11	11	14	9	15
Refusal	11.6	12	12	10	10	13	13	14	9	10	10	12	13	12	12

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Television	67.0	77	47	38	59	76	62	76	64	73	74	55	53
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	25.5	24	31	30	27	25	25	26	25	23	24	32	23
Radio	20.1	25	9	10	19	21	21	18	21	24	21	18	11
Investigative reporting outlets (such as Reporter.al (BIRN))	20.0	19	23	31	23	18	21	20	18	12	25	27	17
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	18.5	11	37	11	18	18	22	21	11	22	15	21	15
Online media (such as news web portals, online news magazines and news blogs)	13.7	7	27	19	15	12	17	14	8	11	12	20	16
Print newspapers and magazines	11.9	15	6	6	12	13	11	8	17	8	15	14	14
Refusal	11.6	11	10	27	14	8	10	8	18	14	7	7	26

And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2+3

Multiple answers; Base: Total target population





And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2+3

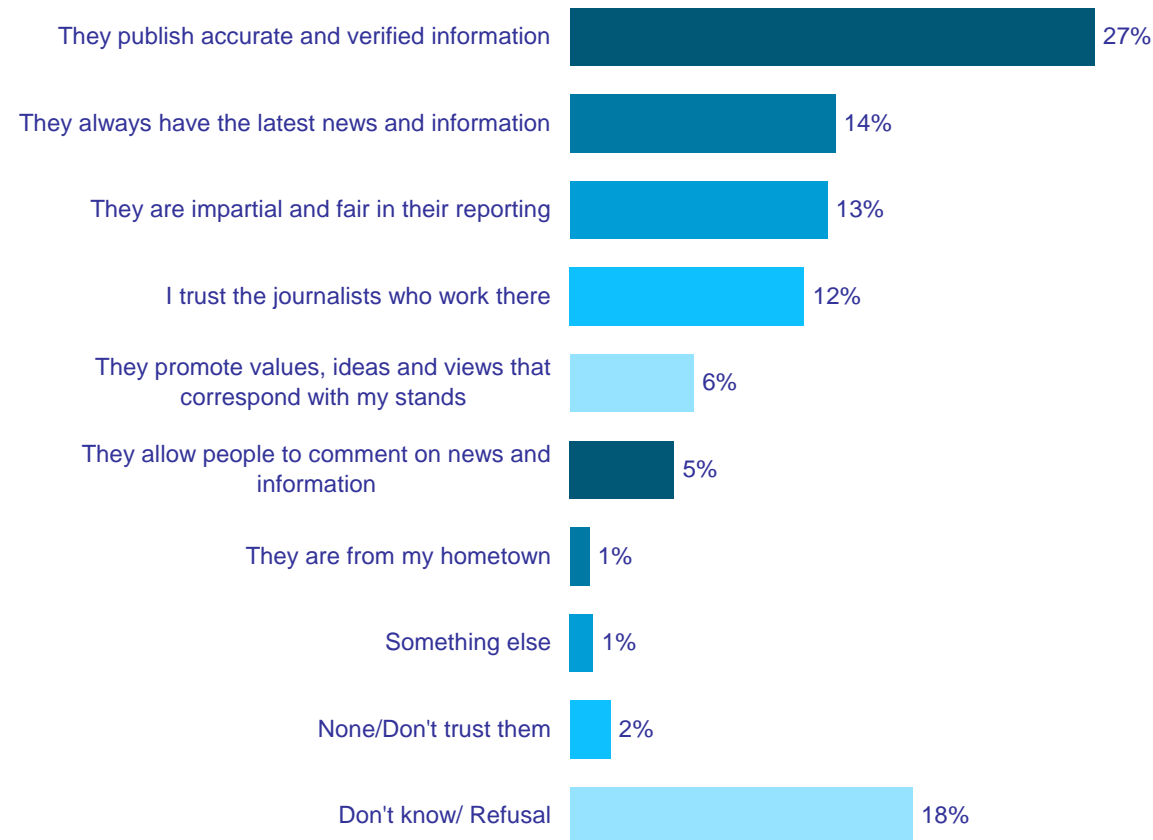
Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Television	76.1	76	77	71	70	81	83	80	75	69	75	79	77	76	77
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	36.9	36	38	42	38	34	34	32	38	47	37	40	35	33	42
Investigative reporting outlets (such as Reporter.al (BIRN))	34.4	33	36	36	32	36	33	29	38	40	37	34	31	31	38
Print newspapers and magazines	31.6	31	33	19	30	38	40	39	24	27	31	25	37	32	31
Radio	29.3	30	29	17	29	35	36	36	25	23	30	21	34	32	26
Online media (such as news web portals, online news magazines and news blogs)	29.1	30	28	43	38	21	15	22	35	34	31	33	23	30	28
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	27.6	30	25	43	32	17	18	20	36	29	29	31	23	31	23
Refusal	11.6	12	12	10	10	13	13	14	9	10	10	12	13	12	12

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Television	76.1	84	62	66	70	83	75	83	71	76	84	71	62
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	36.9	35	43	34	41	35	38	41	31	32	38	42	38
Investigative reporting outlets (such as Reporter.al (BIRN))	34.4	34	37	36	38	33	34	39	30	27	42	41	23
Print newspapers and magazines	31.6	39	16	10	29	35	29	28	40	32	35	25	32
Radio	29.3	36	16	12	28	32	30	24	34	31	31	32	17
Online media (such as news web portals, online news magazines and news blogs)	29.1	21	48	32	28	30	32	32	22	30	25	36	26
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	27.6	19	49	27	26	28	33	29	18	29	24	32	24
Refusal	11.6	11	10	27	14	8	10	8	18	14	7	7	26

You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - First answer

Base: Total target population



You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - First answer

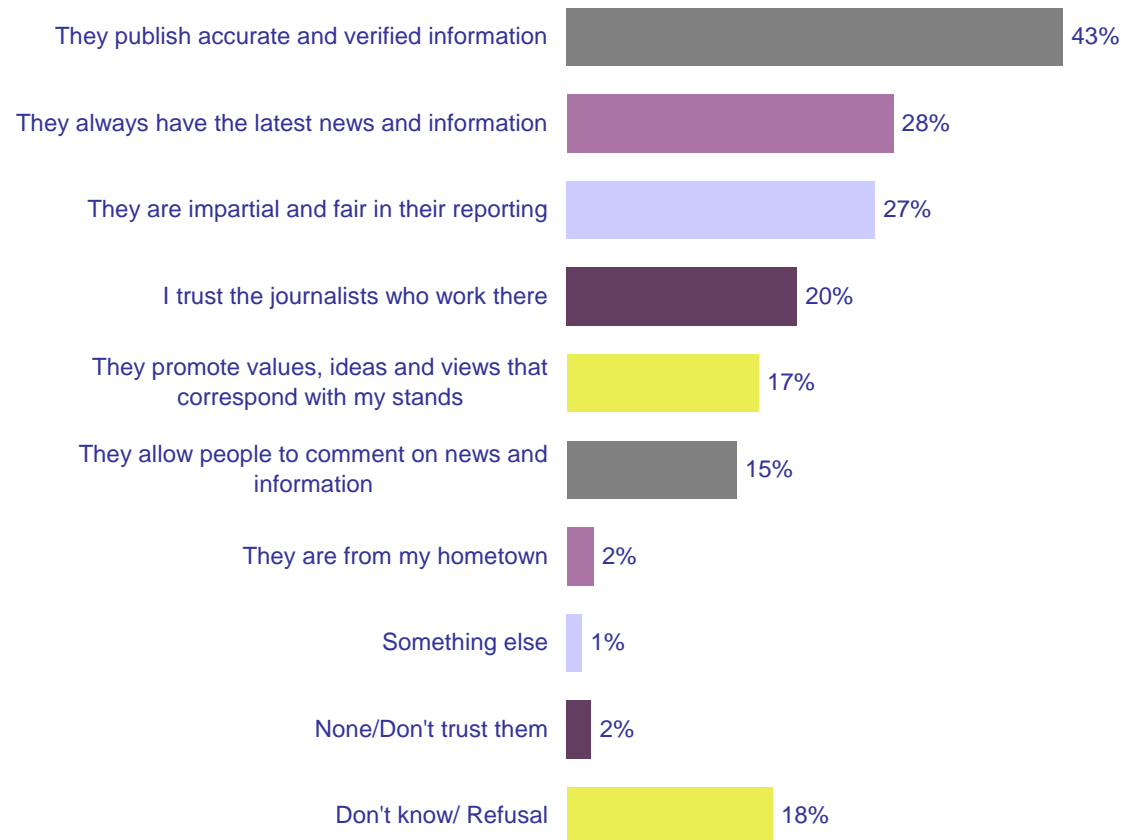
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.22		0.16				0.65			0.07			0.59	
They publish accurate and verified information	27.1	25	29	33	19	28	27	29	24	29	25	33	26	26	28
They always have the latest news and information	13.7	14	14	13	17	11	14	14	12	15	14	14	13	13	15
They are impartial and fair in their reporting	13.3	13	13	12	18	12	12	12	14	14	13	17	12	13	13
I trust the journalists who work there	12.1	14	11	11	9	12	16	11	13	13	11	7	16	11	13
They promote values, ideas and views that correspond with my stands	6.4	8	4	5	8	7	5	5	9	4	6	8	6	6	7
They allow people to comment on news and information	5.4	5	6	6	7	6	3	5	6	5	6	3	6	6	4
They are from my hometown	1.0	1	1	1	1	0	2	0	1	2	1	0	1	2	0
Something else	1.2	1	1	2		2	0	1	2	1	1	2	0	1	1
None/Don't trust them	2.1	2	2	1	1	2	4	3	1	2	1	5	2	2	2
Don't know/ Refusal	17.7	18	18	14	21	19	17	18	18	15	20	11	17	19	17
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.62			0.00		0.05			0.00			
They publish accurate and verified information	27.1	26	30	21	23	30	28	22	31	25	32	23	27
They always have the latest news and information	13.7	13	18		12	15	11	18	13	14	14	13	11
They are impartial and fair in their reporting	13.3	15	10	14	14	13	14	14	10	11	12	22	10
I trust the journalists who work there	12.1	13	10	29	10	14	12	12	13	10	16	14	6
They promote values, ideas and views that correspond with my stands	6.4	7	6	7	7	6	8	7	4	8	5	7	5
They allow people to comment on news and information	5.4	6	5	6	6	5	7	5	3	8	4	3	6
They are from my hometown	1.0	1	1		1	1	1	0	2	1	1	2	
Something else	1.2	1	1		1	1	1	1	1	1	1	2	1
None/Don't trust them	2.1	3	1	2	4	0	1	1	4	2	2	2	1
Don't know/ Refusal	17.7	16	18	20	21	15	17	19	18	19	14	13	33
Total		100%											

## You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - All answers

Multiple answers; Base: Total target population



You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - All answers

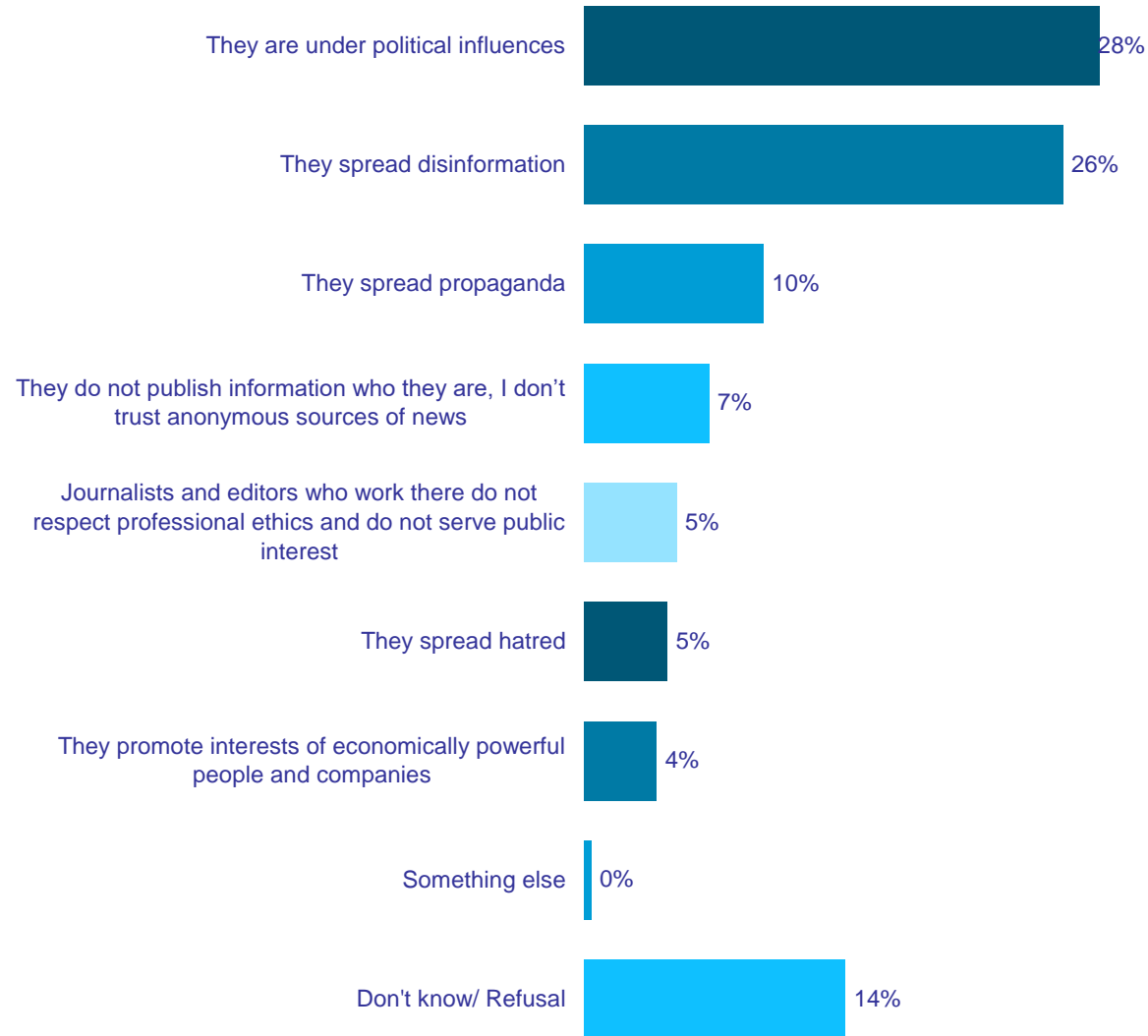
Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
They publish accurate and verified information	42.7	43	43	45	41	41	43	42	42	45	42	43	43	43	42
They always have the latest news and information	28.1	30	27	29	28	27	28	28	28	28	26	28	31	29	27
They are impartial and fair in their reporting	26.5	28	26	27	32	21	27	26	24	31	24	29	30	28	25
I trust the journalists who work there	19.8	22	17	19	18	19	24	16	23	23	18	16	24	19	21
They promote values, ideas and views that correspond with my stands	16.5	20	13	17	16	17	16	15	18	18	16	21	16	17	16
They allow people to comment on news and information	14.6	16	13	18	17	11	12	15	13	16	14	13	15	15	14
They are from my hometown	2.3	3	2	3	2	2	3	2	2	4	3	1	1	3	2
Something else	1.3	1	1	2		2	0	1	2	2	2	2	1	2	1
None/Don't trust them	2.1	2	2	1	1	2	4	3	1	2	1	5	2	2	2
Don't know/ Refusal	17.7	18	18	14	21	19	17	18	18	15	20	11	17	19	17

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
They publish accurate and verified information	42.7	41	47	45	39	46	43	39	45	39	47	46	36
They always have the latest news and information	28.1	27	33	20	26	31	25	32	27	30	30	28	16
They are impartial and fair in their reporting	26.5	27	25	32	29	26	30	25	23	27	23	40	13
I trust the journalists who work there	19.8	20	18	36	20	20	18	20	21	16	25	25	8
They promote values, ideas and views that correspond with my stands	16.5	17	17	7	15	18	19	15	14	20	13	20	9
They allow people to comment on news and information	14.6	14	17	7	14	15	16	15	11	21	11	10	15
They are from my hometown	2.3	2	2		2	3	3	0	4	4	1	3	1
Something else	1.3	1	1		1	1	2	1	2	1	1	2	1
None/Don't trust them	2.1	3	1	2	4	0	1	1	4	2	2	2	1
Don't know/ Refusal	17.7	16	18	20	21	15	17	19	18	19	14	13	33

And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - First answer

Base: Total target population



## And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - First answer

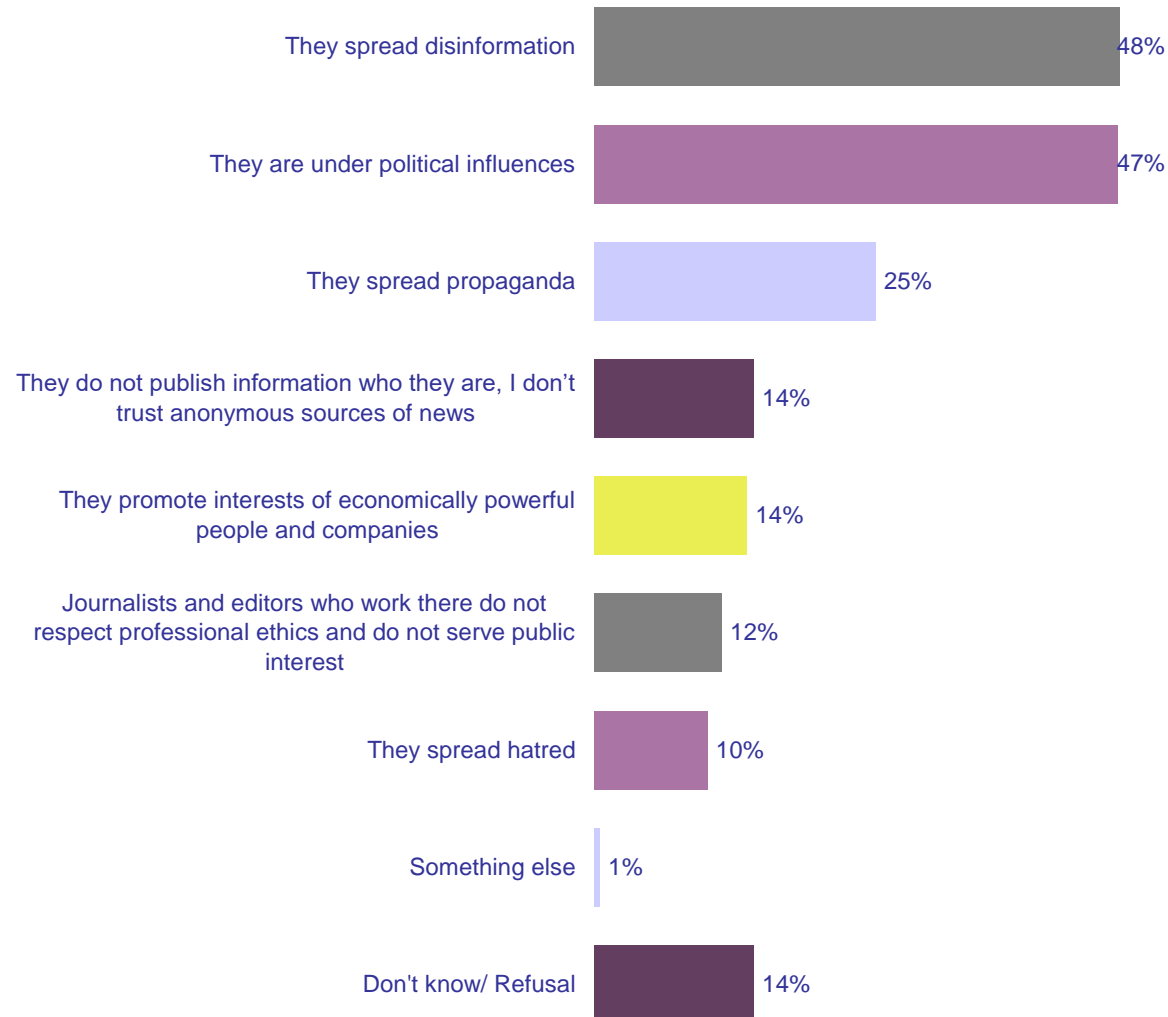
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.29		0.37				0.00			0.55			0.33	
They are under political influences	28.4	31	25	22	27	34	30	28	28	29	28	26	31	26	31
They spread disinformation	26.4	25	28	27	25	26	27	30	24	23	24	27	29	28	25
They spread propaganda	9.9	11	9	10	9	11	10	7	12	13	10	9	9	10	10
They do not publish information who they are, I don't trust anonymous sources of news	6.9	7	7	9	8	4	7	6	8	9	7	8	6	8	5
Journalists and editors who work there do not respect professional ethics and do not serve public interest	5.1	5	5	6	6	4	5	5	5	7	6	5	3	5	5
They spread hatred	4.6	5	5	5	6	2	5	6	3	4	5	7	3	4	6
They promote interests of economically powerful people and companies	4.0	3	5	5	5	4	2	2	5	7	5	2	4	5	3
Something else	0.4	1	0	0		0	1		1	1	1	0	0	0	0
Don't know/ Refusal	14.4	13	16	15	14	15	14	17	15	7	14	15	15	14	15
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.79			0.00		0.29			0.00			
They are under political influences	28.4	29	26	45	30	27	28	29	28	26	33	28	25
They spread disinformation	26.4	27	26	18	28	24	28	24	26	22	27	34	24
They spread propaganda	9.9	9	12	17	10	9	12	7	10	6	13	12	9
They do not publish information who they are, I don't trust anonymous sources of news	6.9	7	7	7	6	8	7	8	7	9	8	4	3
Journalists and editors who work there do not respect professional ethics and do not serve public interest	5.1	6	4		5	6	5	6	5	7	5	4	3
They spread hatred	4.6	4	6	1	5	4	5	4	4	6	4	5	1
They promote interests of economically powerful people and companies	4.0	4	5	4	6	3	5	3	4	5	2	6	4
Something else	0.4	0	1		1	0	1	0	0	0	0	1	
Don't know/ Refusal	14.4	14	13	9	10	18	10	19	15	20	8	7	30
Total		100%											

## And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - All answers

Multiple answers; Base: Total target population





## And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - All answers

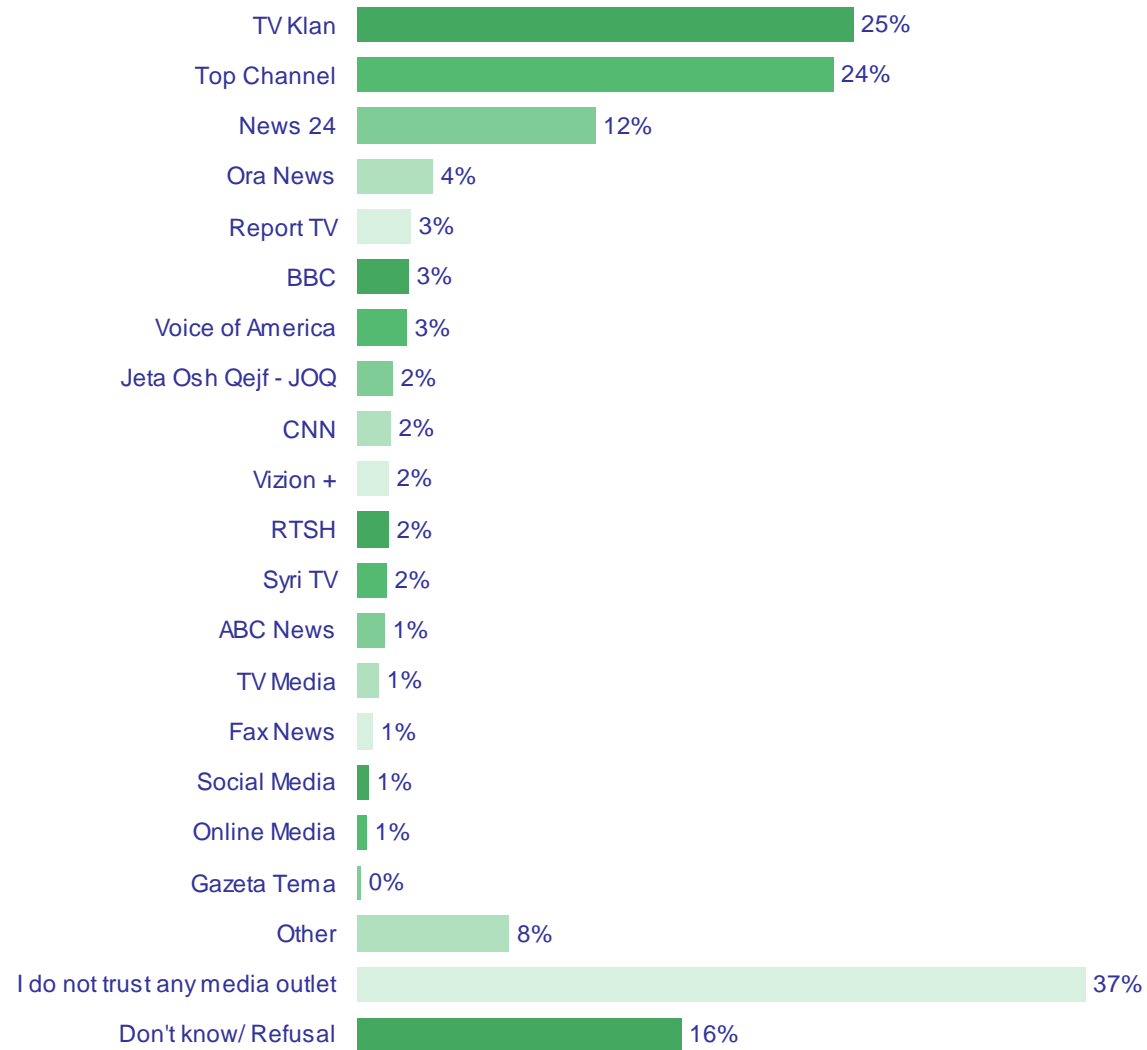
Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
They spread disinformation	47.5	48	47	50	47	42	52	51	44	47	43	51	53	47	49
They are under political influences	47.3	52	42	44	51	50	44	44	49	53	47	43	50	46	48
They spread propaganda	25.4	30	21	25	31	23	24	21	28	32	25	22	28	28	22
They do not publish information who they are, I don't trust anonymous sources of news	14.4	12	16	20	17	9	11	12	15	19	14	16	15	18	10
They promote interests of economically powerful people and companies	13.8	14	14	14	13	14	14	11	14	20	15	12	13	16	11
Journalists and editors who work there do not respect professional ethics and do not serve public interest	11.5	13	10	13	16	8	10	11	11	14	12	11	11	12	10
They spread hatred	10.2	10	10	10	12	9	10	9	12	9	10	11	10	10	11
Something else	0.5	1	0	0	0	1	1		1	1	1	0	1	0	1
Don't know/ Refusal	14.4	13	16	15	14	15	14	17	15	7	14	15	15	14	15

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
They spread disinformation	47.5	46	52	56	50	45	50	44	48	42	50	59	36
They are under political influences	47.3	45	53	64	51	44	54	44	41	42	50	60	34
They spread propaganda	25.4	22	33	49	32	20	30	21	23	16	29	38	20
They do not publish information who they are, I don't trust anonymous sources of news	14.4	14	15	19	14	15	16	15	11	20	14	11	5
They promote interests of economically powerful people and companies	13.8	14	15	10	15	14	15	14	12	17	12	15	7
Journalists and editors who work there do not respect professional ethics and do not serve public interest	11.5	13	9	8	13	10	10	13	11	15	12	9	5
They spread hatred	10.2	10	12	3	11	10	12	9	9	12	10	11	4
Something else	0.5	1	1		1	0	1	0	0	0	1	1	
Don't know/ Refusal	14.4	14	13	9	10	18	10	19	15	20	8	7	30

Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

Multiple answers; Base: Total target population



Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
TV Klan	24.9	22	27	16	22	32	30	28	23	22	21	29	29	21	29
Top Channel	23.9	26	22	20	23	26	28	27	21	22	21	22	30	21	28
News 24	12.0	14	10	10	13	11	14	14	11	11	11	11	14	12	12
Ora News	3.8	4	4	3	2	5	5	4	3	5	3	4	4	4	4
Report TV	2.7	3	3	2	2	2	6	3	2	3	2	1	5	2	3
BBC	2.6	4	2	3	4	1	1	1	3	5	3	1	3	2	3
Voice of America	2.5	4	1	2	2	2	4	1	4	4	2	2	3	2	3
Jeta Osh Qejf - JOQ	1.8	3	1	5	2			1	2	3	2	2	1	2	2
CNN	1.7	2	2	3	3	1	1	1	1	5	2	1	2	2	2
Vizion +	1.6	2	1	1	1	1	3	1	2	2	2	0	3	2	1
RTSH	1.6	2	1		0	3	3	2	0	2	1	2	3	2	1
Syri TV	1.5	2	1	1	1	3	1	1	1	3	1	4	1	2	1
ABC News	1.4	2	1	2	1	1	1	1	1	4	1	2	1	2	1
TV Media	1.1	1	1	0	2	1	2	1	1	1	1	1	1	1	1
Fax News	0.8	1	1		0	1	1	0	1	1	1	0	1	1	1
Social Media	0.6	1	0	1	1	0	0		1	1	1		0	1	0
Online Media	0.5	1	0	1	1				1	1	1			1	0
Gazeta Tema	0.2	0	0	0			1	0		1	0		0	0	0
Other	7.6	9	7	9	11	2	9	6	6	13	8	3	9	7	8
I do not trust any media outlet	36.6	38	35	37	36	40	33	36	40	31	36	47	31	40	32
Don't know/ Refusal	16.3	14	18	24	17	12	11	15	16	20	18	9	17	17	16

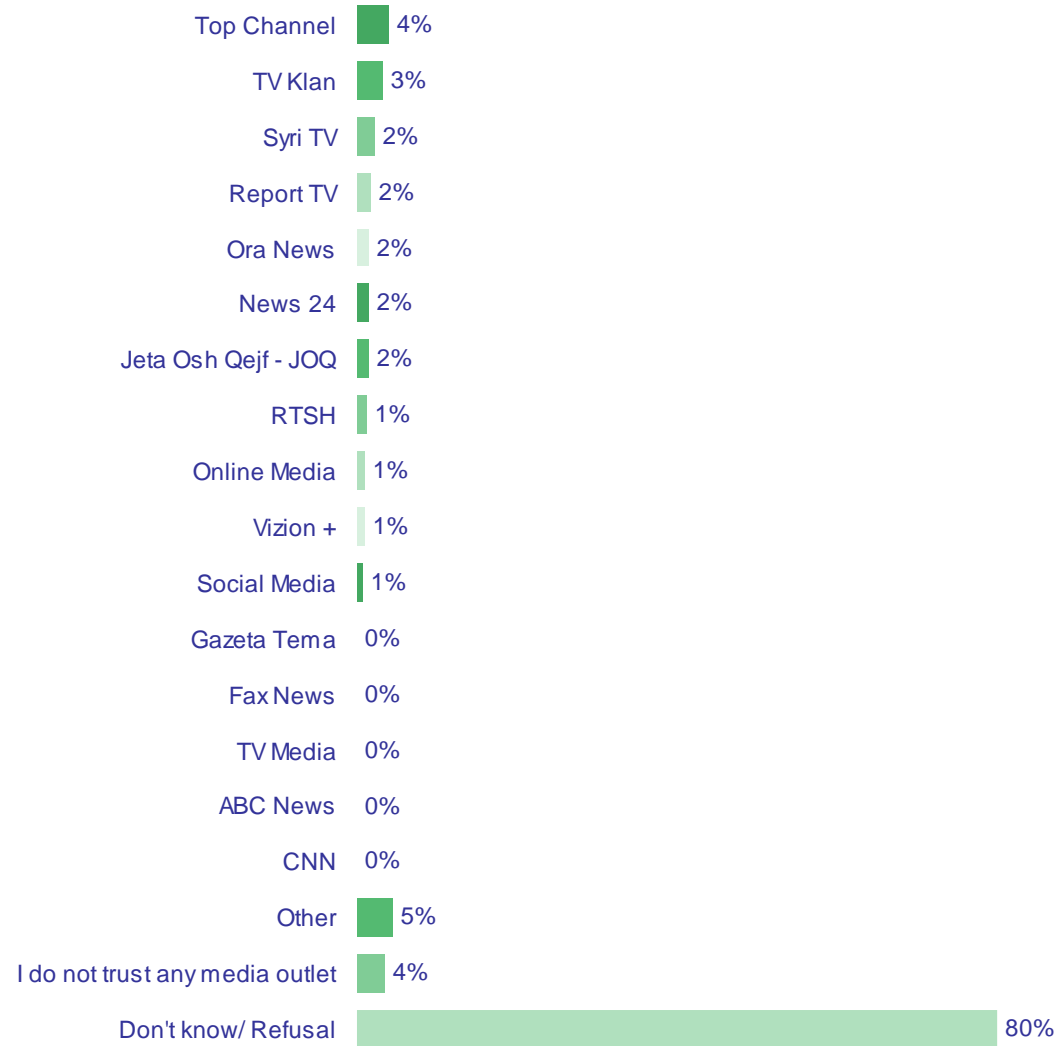
Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

Multiple answers; Base: Total target population

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
TV Klan	24.9	27	21	43	22	27	22	26	27	17	30	29	26
Top Channel	23.9	27	18	18	20	28	26	21	23	17	29	31	19
News 24	12.0	13	12	4	9	15	12	10	15	6	12	18	16
Ora News	3.8	4	4		2	6	3	5	5	4	3	4	5
Report TV	2.7	3	2	2	1	4	2	1	6	3	4	2	
BBC	2.6	2	5	9	4	1	4	1	3	0	1	9	
Voice of America	2.5	2	3	19	5	1	2	1	5	1	3	5	
Jeta Osh Qejf - JOQ	1.8	0	5	5	1	2	2	2	1	1	1	2	5
CNN	1.7	1	3	1	3	1	3	0	2		0	7	0
Vizion +	1.6	1	1	13	2	1	1	1	2	0	4	1	0
RTSH	1.6	2	0		1	2	2	0	2	1	2	1	0
Syri TV	1.5	1	3		1	2	2	1	2	1	1	3	2
ABC News	1.4	1	3		1	2	2	0	2	1	1	3	1
TV Media	1.1	1	1		1	1	1	1	1	1	1	1	1
Fax News	0.8	1	0		1	1	1	1	1	0	0	1	3
Social Media	0.6	0	2		1	1	1	0	0	0	1	1	
Online Media	0.5	0	1		1	0	1	0			0	2	
Gazeta Tema	0.2	0	0		0	0	0		1		1	0	
Other	7.6	5	14	3	7	9	9	4	9	5	6	14	7
I do not trust any media outlet	36.6	37	34	34	44	31	37	41	32	44	40	26	26
Don't know/ Refusal	16.3	15	18	12	15	17	18	15	15	23	11	11	22

And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

Multiple answers; Base: Total target population



## And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

Multiple answers; Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Top Channel	3.9	4	4	4	5	5	2	1	6	8	4	3	4	4	4
TV Klan	3.2	3	3	3	5	2	3	1	4	7	4	2	3	4	2
Syri TV	2.2	4	1	2	4	1	2	2	2	4	2	2	3	1	4
Report TV	1.8	2	2	3	1	3	0	1	2	4	1	4	2	2	2
Ora News	1.6	2	1	2	5	0	0	2	1	1	1		4	2	2
News 24	1.5	1	2	1	2	1	3	1	2	2	2	0	2	1	2
Jeta Osh Qejf - JOQ	1.5	2	1	4	1	0			2	3	2	1	1	2	1
RTSH	1.2	1	1	1	1	1	2	1	1	1	1	1	1	1	1
Online Media	1.1	1	1	1	3	1		1	1	2	1	1	1	1	1
Vizion +	0.9	1	1	1	2	0	0	1	1	1	2	0	0	1	1
Social Media	0.7	0	1	1	1		1	0	0	3	1	0		1	1
Gazeta Tema	0.3	0	0	0	0	0	1		0	2	1	0	0	1	0
Fax News	0.3	1				0	1	0	0	0	0		1	0	0
TV Media	0.2	0			0	0			1		0	1		0	0
ABC News	0.2	0	0	0	0		0		0	0		0	0	0	0
CNN	0.2		0		1				0				0		0
Other	4.5	5	4	5	7	1	5	1	5	13	5	4	4	5	4
I do not trust any media outlet	3.6	4	3	5	1	5	3	4	4	3	3	1	6	4	4
Don't know/ Refusal	80.4	79	82	79	75	84	83	88	79	65	81	86	77	80	80

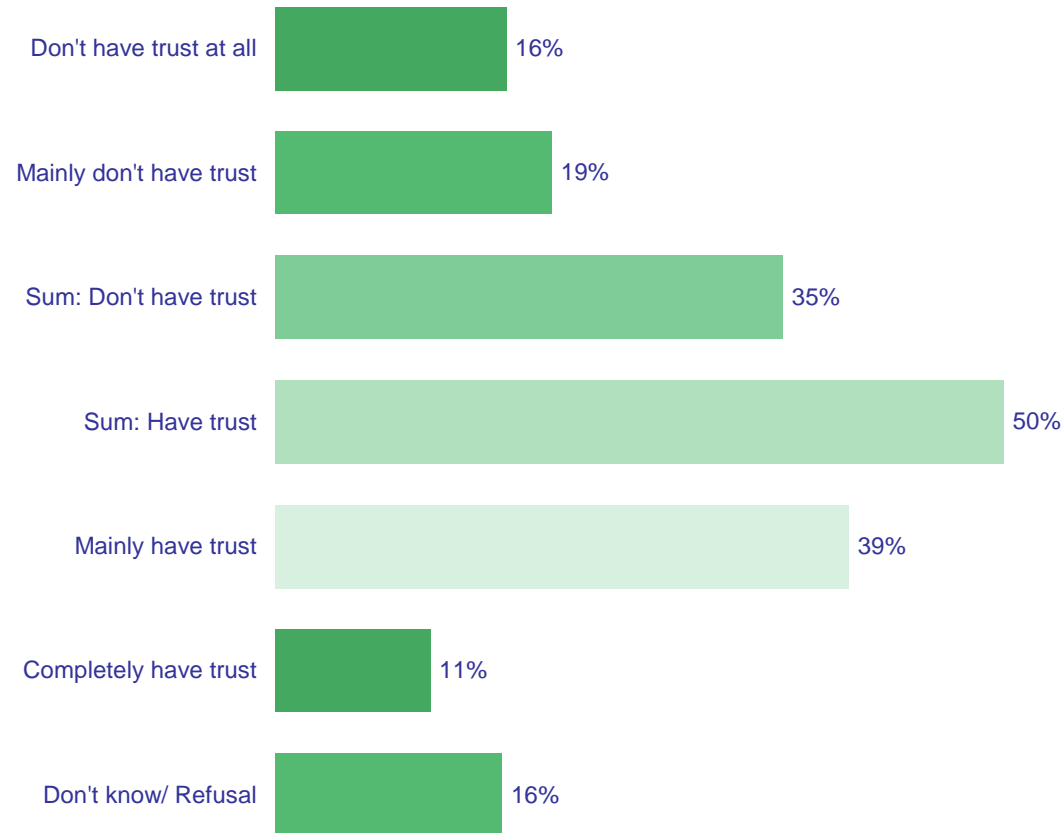
## And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

Multiple answers; Base: Total target population

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Top Channel	3.9	3	6	8	4	4	5	3	4	2	4	9	1
TV Klan	3.2	3	4	1	5	2	4	1	4	1	2	9	1
Syri TV	2.2	2	4	3	4	1	4	1	2	0	2	7	
Report TV	1.8	1	2	7	2	1	1	2	2	2	1	3	0
Ora News	1.6	1	3		2	1	2	2	1	1	0	4	4
News 24	1.5	1	2		2	1	1	2	2		2	3	1
Jeta Osh Qejf - JOQ	1.5		4	8	2	1	2	1	2	2		4	1
RTSH	1.2	1	1	15	1	1	1	1	2	1	2	1	1
Online Media	1.1	1	2	4	1	1	1	2		1	1	1	1
Vizion +	0.9	0	2	1	1	1	2	1	0	0	1	3	
Social Media	0.7	0	2	1	1	0	1	0	1	0	1	1	1
Gazeta Tema	0.3	0	1		0	0	1		0		0	1	0
Fax News	0.3	0			1	0	0		1		1	0	
TV Media	0.2	0			0		1			0	0	0	
ABC News	0.2	0	0		0	0	0	0	0	0	0		
CNN	0.2	0				0	0					1	
Other	4.5	3	8	8	5	4	7	2	4	3	4	10	2
I do not trust any media outlet	3.6	4	3		4	4	3	3	5	2	4	6	1
Don't know/ Refusal	80.4	84	73	62	77	83	78	84	81	88	81	62	90

On a scale from 1 to 4, how much trust do you have in Public Service Media (RTSH (Albanian Radio Television)), when it comes to reporting the news fully, accurately, and fairly?

Base: Total target population





On a scale from 1 to 4, how much trust do you have in Public Service Media (RTSH (Albanian Radio Television)), when it comes to reporting the news fully, accurately, and fairly?

Base: Total target population

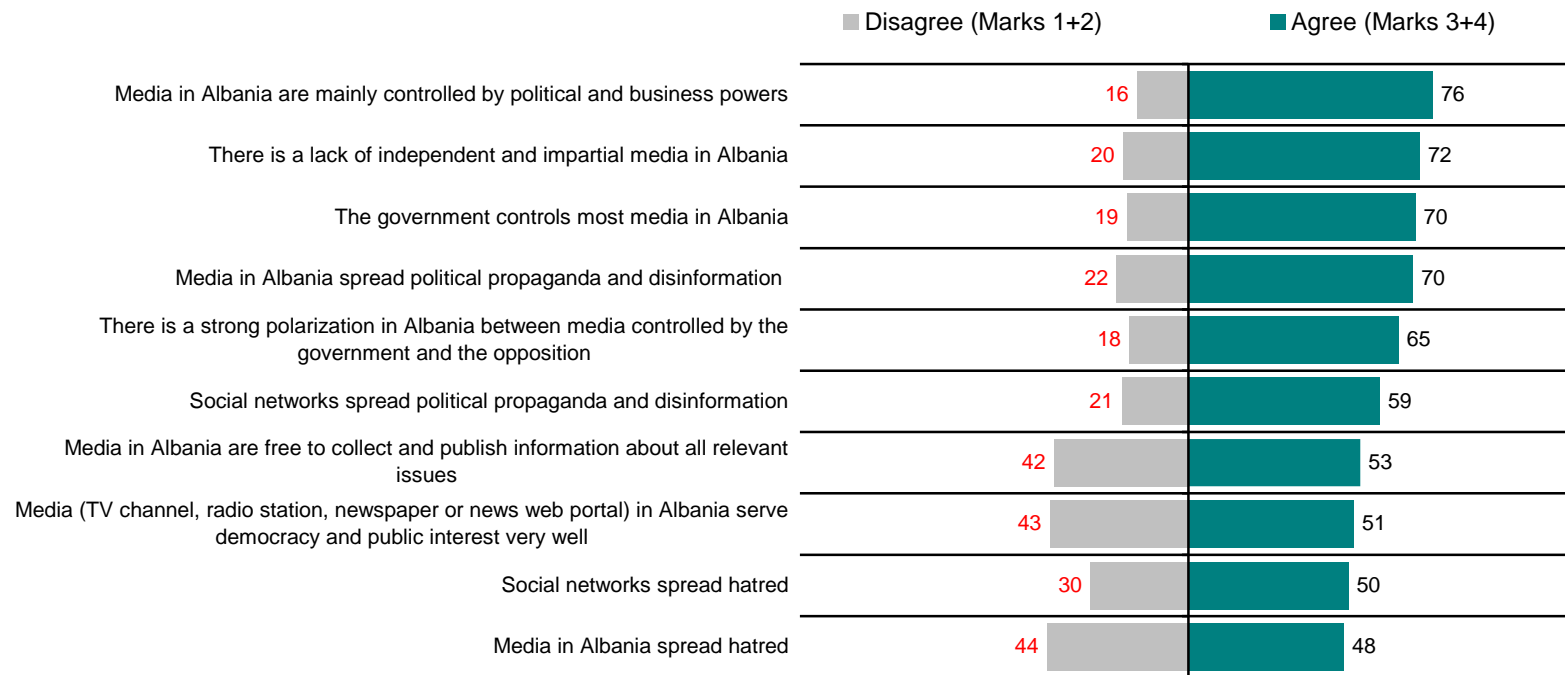
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Don't have trust at all	15.8	17	14	12	25	12	15	14	16	20	16	11	18	15	17
Mainly don't have trust	18.9	19	19	20	19	22	13	17	22	19	21	20	15	21	16
Sum: Don't have trust	34.7	36	33	32	44	35	28	31	38	38	37	31	33	36	33
Sum: Have trust	49.8	50	49	49	44	47	60	53	49	44	48	49	53	50	50
Mainly have trust	39.2	38	40	43	35	33	46	41	38	36	38	37	43	38	41
Completely have trust	10.6	12	9	6	9	14	14	12	10	7	11	11	10	12	9
Don't know/ Refusal	15.5	13	18	18	12	18	12	16	13	18	15	20	14	15	17
Total		100%													
Mean	2.5	2.5	2.5	2.5	2.3	2.6	2.7	2.6	2.5	2.4	2.5	2.6	2.5	2.5	2.5

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Don't have trust at all	15.8	14	17	40	24	9	16	18	13	13	19	15	16
Mainly don't have trust	18.9	19	19	16	23	14	22	18	15	23	16	21	11
Sum: Don't have trust	34.7	33	36	56	47	23	38	37	28	36	35	36	28
Sum: Have trust	49.8	53	46	25	34	65	47	45	60	47	55	44	52
Mainly have trust	39.2	42	34	21	29	50	36	35	49	38	46	33	36
Completely have trust	10.6	11	11	5	5	15	11	11	10	10	9	11	15
Don't know/ Refusal	15.5	14	19	18	19	11	15	18	13	16	10	20	21
Total		100%											
Mean	2.5	2.6	2.5	1.9	2.2	2.8	2.5	2.5	2.7	2.5	2.5	2.5	2.6

# ATTITUDES AND EXPERIENCES WITH MEDIA

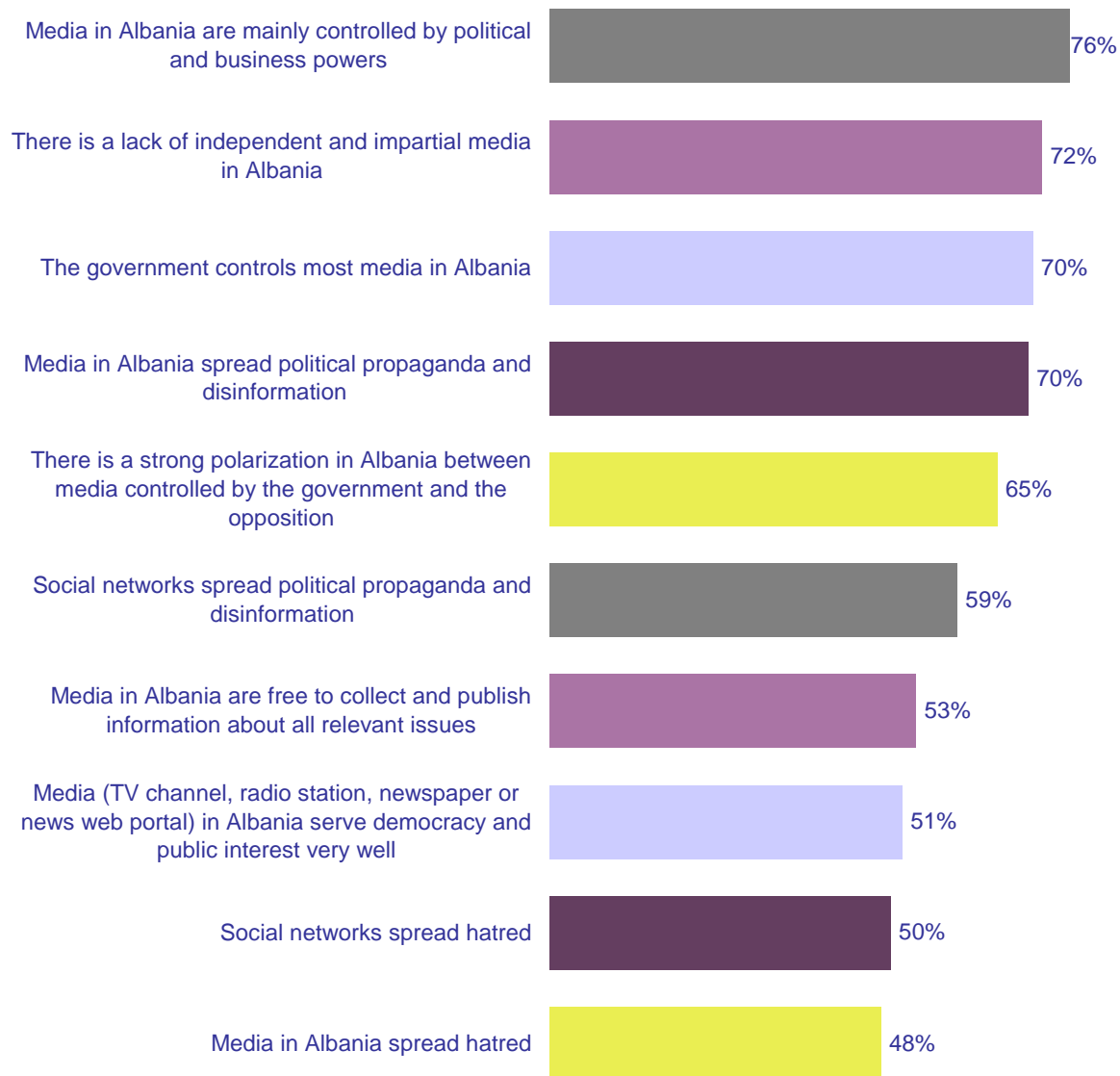
On a scale from 1 to 4, assess how much do you agree with the following statements:

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	1010	19.7	23.1	36.1	15.1	6.0	42.8	51.2	100%
Media in Albania are free to collect and publish information about all relevant issues	1010	18.4	23.1	34.6	18.7	5.2	41.5	53.2	
Media in Albania are mainly controlled by political and business powers	1010	7.2	8.7	32.2	43.3	8.6	15.8	75.6	
The government controls most media in Albania	1010	8.1	10.9	30.8	39.4	10.8	19.0	70.2	
There is a strong polarization in Albania between media controlled by the government and the opposition	1010	7.1	11.1	31.8	33.2	16.8	18.2	65.0	
There is a lack of independent and impartial media in Albania	1010	6.8	13.4	33.8	37.7	8.3	20.2	71.5	
Media in Albania spread political propaganda and disinformation	1010	11.3	10.9	37.1	32.4	8.3	22.2	69.5	
Media in Albania spread hatred	1010	23.6	20.2	28.4	19.7	8.2	43.7	48.1	
Social networks spread political propaganda and disinformation	1010	9.1	11.5	31.5	27.7	20.2	20.6	59.2	
Social networks spread hatred	1010	13.8	16.6	28.4	21.2	20.1	30.3	49.5	



On a scale from 1 to 4, assess how much do you agree with the following statements: - Agree (Marks 3+4)

Base: Total target population



On a scale from 1 to 4, assess how much do you agree with the following statements: - Agree (Marks 3+4)

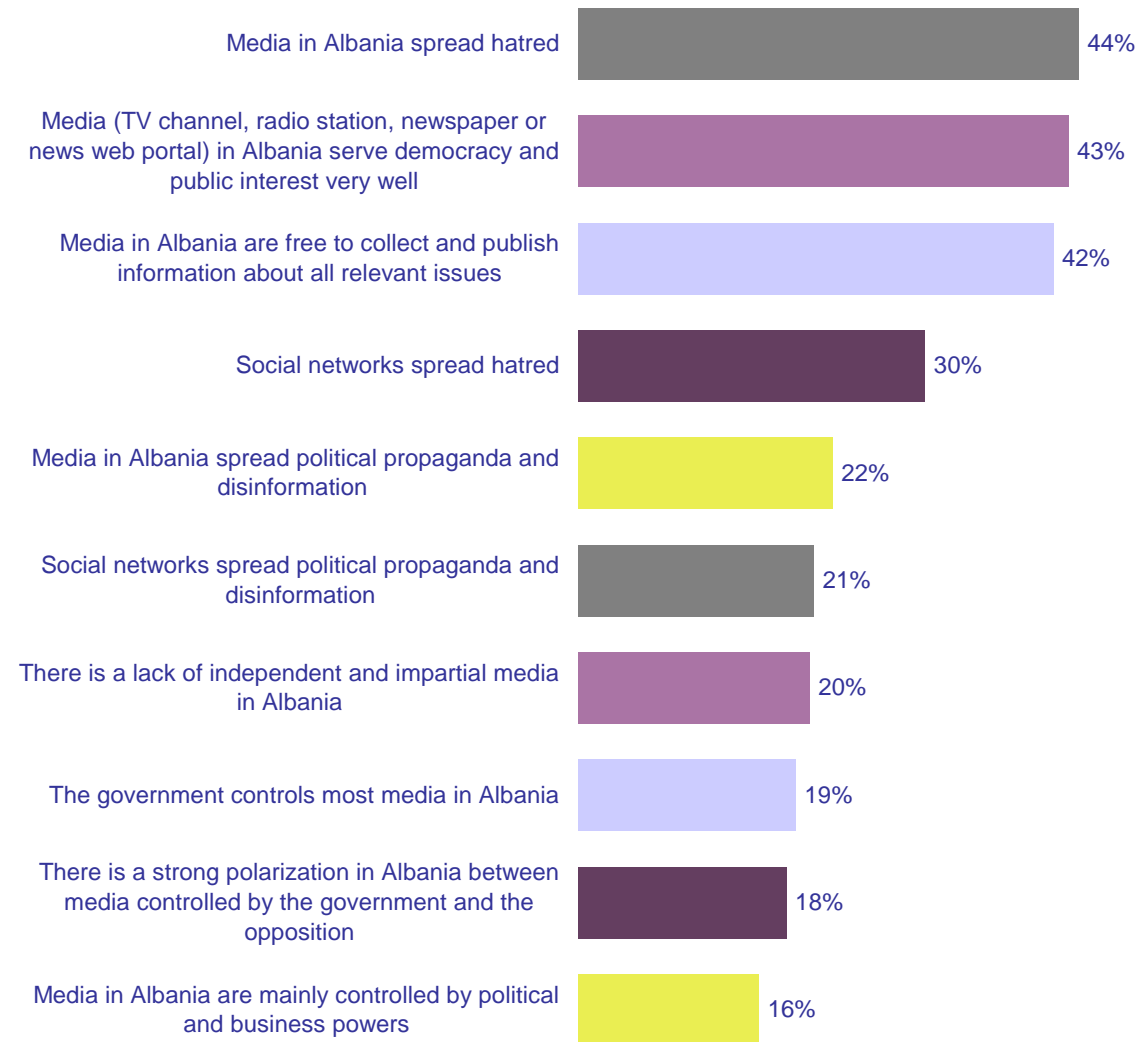
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Media in Albania are mainly controlled by political and business powers	75.6	80	71	78	77	73	75	70	79	82	74	80	76	75	76
There is a lack of independent and impartial media in Albania	71.5	74	69	77	76	62	72	67	74	78	73	72	68	71	72
The government controls most media in Albania	70.2	73	67	72	76	65	67	68	72	72	71	68	70	73	66
Media in Albania spread political propaganda and disinformation	69.5	70	69	66	78	66	70	67	70	75	73	60	70	69	71
There is a strong polarization in Albania between media controlled by the government and the opposition	65.0	72	58	67	69	60	65	64	64	71	64	65	67	66	64
Social networks spread political propaganda and disinformation	59.2	61	57	71	72	46	48	48	64	75	60	57	59	59	59
Media in Albania are free to collect and publish information about all relevant issues	53.2	52	55	56	46	47	63	56	53	48	51	54	57	54	52
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	51.2	52	50	54	41	54	54	53	50	49	48	57	53	49	54
Social networks spread hatred	49.5	51	48	62	56	39	41	41	54	62	53	46	46	50	49
Media in Albania spread hatred	48.1	49	48	51	48	46	47	45	51	51	50	48	45	48	48

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Media in Albania are mainly controlled by political and business powers	75.6	73	82	81	80	72	76	77	73	74	74	85	65
There is a lack of independent and impartial media in Albania	71.5	68	81	73	77	68	71	73	70	74	67	75	72
The government controls most media in Albania	70.2	67	78	75	73	68	70	72	68	68	67	77	72
Media in Albania spread political propaganda and disinformation	69.5	67	75	73	78	63	69	72	68	71	68	73	64
There is a strong polarization in Albania between media controlled by the government and the opposition	65.0	64	69	54	67	63	68	62	64	60	66	78	53
Social networks spread political propaganda and disinformation	59.2	51	78	67	67	53	66	54	54	59	49	74	61
Media in Albania are free to collect and publish information about all relevant issues	53.2	59	44	24	39	67	48	52	62	58	54	48	46
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	51.2	54	49	28	34	68	49	52	53	52	52	48	53
Social networks spread hatred	49.5	43	64	65	54	47	54	45	48	47	44	59	57
Media in Albania spread hatred	48.1	46	53	57	57	40	49	48	47	53	46	48	40

On a scale from 1 to 4, assess how much do you agree with the following statements: - Disagree (Marks 1+2)

Base: Total target population



On a scale from 1 to 4, assess how much do you agree with the following statements: - Disagree (Marks 1+2)

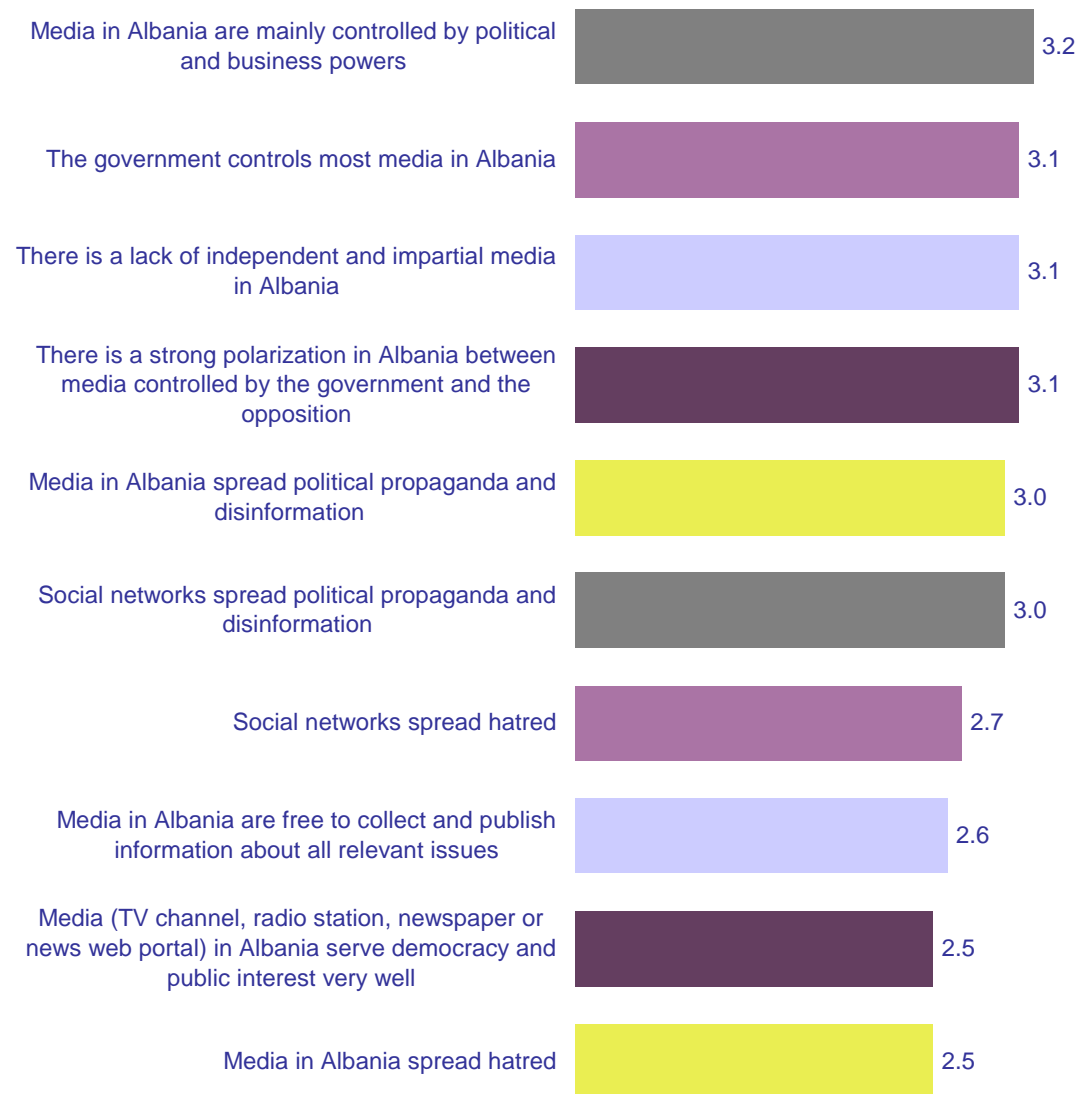
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
Media in Albania spread hatred	43.7	45	42	45	46	41	43	44	44	43	42	47	44	44	44
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	42.8	44	41	41	56	38	38	39	45	48	46	36	41	44	41
Media in Albania are free to collect and publish information about all relevant issues	41.5	46	37	41	48	47	30	37	43	49	43	40	39	41	42
Social networks spread hatred	30.3	33	28	30	34	29	28	30	31	30	28	34	32	31	29
Media in Albania spread political propaganda and disinformation	22.2	23	21	28	15	24	21	21	24	20	19	29	23	23	21
Social networks spread political propaganda and disinformation	20.6	21	20	20	18	26	18	21	22	17	22	20	19	24	17
There is a lack of independent and impartial media in Albania	20.2	20	21	18	16	28	18	23	19	17	18	22	22	22	18
The government controls most media in Albania	19.0	19	19	20	15	24	16	18	20	20	18	21	19	18	20
There is a strong polarization in Albania between media controlled by the government and the opposition	18.2	17	19	18	13	23	17	17	20	18	17	19	19	17	19
Media in Albania are mainly controlled by political and business powers	15.8	14	18	16	14	19	14	18	15	12	16	14	16	17	14

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
Media in Albania spread hatred	43.7	44	43	35	36	51	44	43	43	36	47	47	48
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	42.8	40	47	60	62	27	47	42	37	40	41	50	42
Media in Albania are free to collect and publish information about all relevant issues	41.5	35	51	76	57	28	48	43	30	36	41	49	46
Social networks spread hatred	30.3	32	28	15	28	33	31	35	24	32	33	30	19
Media in Albania spread political propaganda and disinformation	22.2	23	21	13	15	29	23	21	22	18	28	21	19
Social networks spread political propaganda and disinformation	20.6	23	16	10	15	26	20	26	16	22	25	16	13
There is a lack of independent and impartial media in Albania	20.2	22	15	22	18	21	23	18	19	16	25	22	17
The government controls most media in Albania	19.0	20	16	25	19	19	23	16	17	18	22	19	14
There is a strong polarization in Albania between media controlled by the government and the opposition	18.2	19	14	32	17	20	19	19	16	17	22	15	16
Media in Albania are mainly controlled by political and business powers	15.8	18	11	10	14	18	19	13	15	14	17	13	22

On a scale from 1 to 4, assess how much do you agree with the following statements: - Average values

Average values





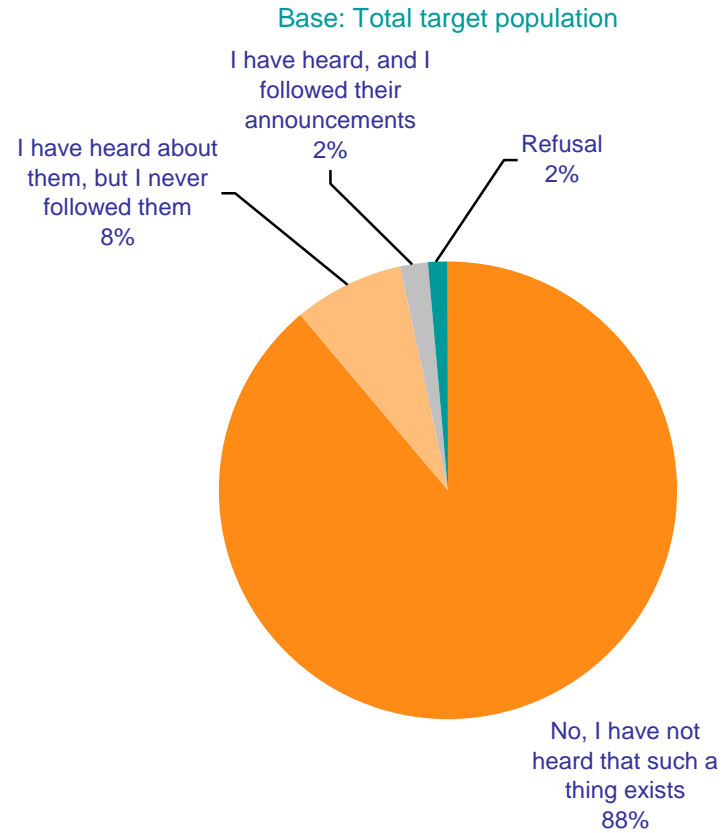
On a scale from 1 to 4, assess how much do you agree with the following statements: - Average values

## Average values

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1002	508	493	268	233	268	233	449	367	186	506	179	316	562	439
Media in Albania are mainly controlled by political and business powers	3.2	3.3	3.2	3.2	3.3	3.2	3.2	3.1	3.2	3.4	3.3	3.2	3.1	3.2	3.3
The government controls most media in Albania	3.1	3.2	3.1	3.2	3.2	3.1	3.1	3.1	3.1	3.2	3.2	3.1	3.1	3.2	3.1
There is a lack of independent and impartial media in Albania	3.1	3.2	3.1	3.2	3.1	3.0	3.2	3.0	3.2	3.3	3.2	3.1	3.0	3.1	3.1
There is a strong polarization in Albania between media controlled by the government and the opposition	3.1	3.1	3.1	3.1	3.2	3.0	3.1	3.1	3.1	3.1	3.1	3.0	3.1	3.1	3.1
Media in Albania spread political propaganda and disinformation	3.0	3.0	3.0	2.9	3.1	2.9	3.0	3.0	3.0	3.1	3.1	2.8	2.9	3.0	3.0
Social networks spread political propaganda and disinformation	3.0	3.0	3.0	3.1	3.1	2.8	2.9	2.8	3.0	3.2	3.0	2.9	3.0	2.9	3.0
Social networks spread hatred	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.6	2.7	2.9	2.8	2.6	2.6	2.7	2.7
Media in Albania are free to collect and publish information about all relevant issues	2.6	2.5	2.7	2.6	2.4	2.5	2.8	2.6	2.6	2.4	2.5	2.6	2.7	2.6	2.5
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	2.5	2.5	2.5	2.5	2.2	2.6	2.6	2.6	2.4	2.4	2.4	2.7	2.5	2.4	2.6
Media in Albania spread hatred	2.5	2.4	2.5	2.5	2.4	2.5	2.4	2.4	2.5	2.5	2.6	2.4	2.4	2.5	2.5

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1002	668	293	25	457	516	423	298	281	338	328	216	119
Media in Albania are mainly controlled by political and business powers	3.2	3.2	3.4	3.4	3.3	3.1	3.2	3.2	3.2	3.2	3.2	3.4	3.0
The government controls most media in Albania	3.1	3.1	3.3	3.1	3.2	3.1	3.1	3.2	3.1	3.2	3.1	3.2	3.1
There is a lack of independent and impartial media in Albania	3.1	3.0	3.3	3.3	3.2	3.0	3.1	3.1	3.1	3.2	3.0	3.2	3.0
There is a strong polarization in Albania between media controlled by the government and the opposition	3.1	3.1	3.2	2.9	3.1	3.0	3.1	3.1	3.1	3.1	3.0	3.2	3.0
Media in Albania spread political propaganda and disinformation	3.0	2.9	3.1	3.3	3.2	2.8	3.0	3.0	3.0	3.1	2.9	3.1	2.9
Social networks spread political propaganda and disinformation	3.0	2.8	3.2	3.2	3.1	2.8	3.0	2.9	3.0	2.9	2.8	3.2	3.1
Social networks spread hatred	2.7	2.6	2.9	3.1	2.8	2.7	2.7	2.6	2.8	2.7	2.6	2.8	2.9
Media in Albania are free to collect and publish information about all relevant issues	2.6	2.7	2.4	2.0	2.3	2.8	2.5	2.5	2.8	2.7	2.6	2.4	2.4
Media (TV channel, radio station, newspaper or news web portal) in Albania serve democracy and public interest very well	2.5	2.6	2.4	1.9	2.1	2.8	2.4	2.5	2.6	2.5	2.6	2.4	2.4
Media in Albania spread hatred	2.5	2.4	2.6	2.7	2.7	2.3	2.4	2.6	2.4	2.7	2.4	2.5	2.2

Have you heard of any media or organization in Albania that deals with checking the accuracy of news and information (so-called fact-checkers) such as Faktoje.al?



## Have you heard of any media or organization in Albania that deals with checking the accuracy of news and information (so-called fact-checkers) such as Faktoje.al?

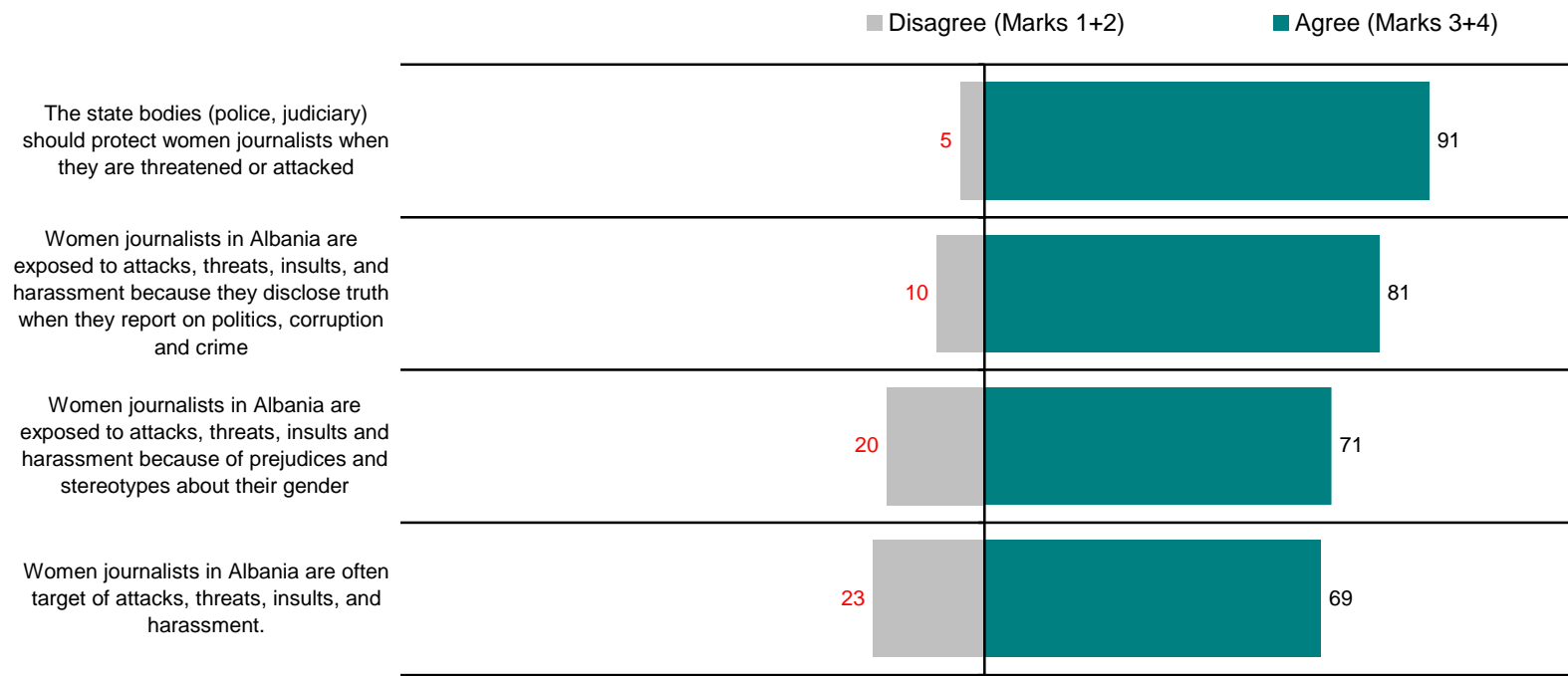
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.78		0.79				0.00			0.82			0.13	
No, I have not heard that such a thing exists	88.9	89	89	88	85	90	93	94	89	77	88	91	90	88	90
I have heard about them, but I never followed them	7.7	8	7	9	10	5	7	5	7	16	8	6	8	9	6
I have heard, and I followed their announcements	1.9	2	2	2	4	2	0	0	2	6	3	1	1	2	2
Refusal	1.5	2	1	1	1	3	0	1	2	1	2	2	1	1	2
<b>Total</b>		<b>100%</b>													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.16			0.00		0.00			0.69			
No, I have not heard that such a thing exists	88.9	91	85	86	89	88	85	93	90	89	89	88	89
I have heard about them, but I never followed them	7.7	7	10	14	7	8	10	4	8	7	10	6	6
I have heard, and I followed their announcements	1.9	1	4		1	3	4	1	0	2	0	5	1
Refusal	1.5	1	2		3	0	1	2	2	2	1	0	4
<b>Total</b>		<b>100%</b>											

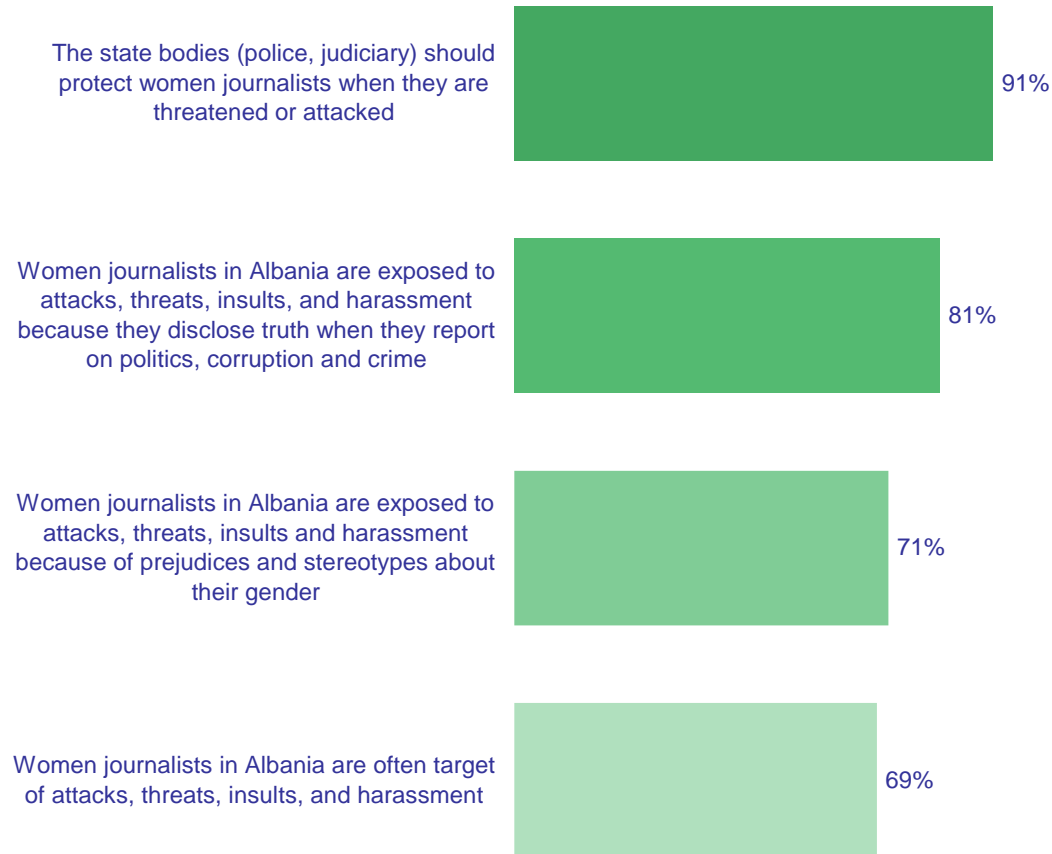
The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each.

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in Albania are often target of attacks, threats, insults, and harassment.	1010	13.0	9.9	31.1	38.0	8.0	22.9	69.1	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1010	2.6	2.4	18.4	72.9	3.8	5.0	91.3	
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	879	2.5	7.3	27.5	53.6	9.1	9.8	81.1	
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	879	10.7	9.4	26.4	44.9	8.7	20.1	71.3	



The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Agree (Marks 3+4)

Base:



The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Agree (Marks 3+4)

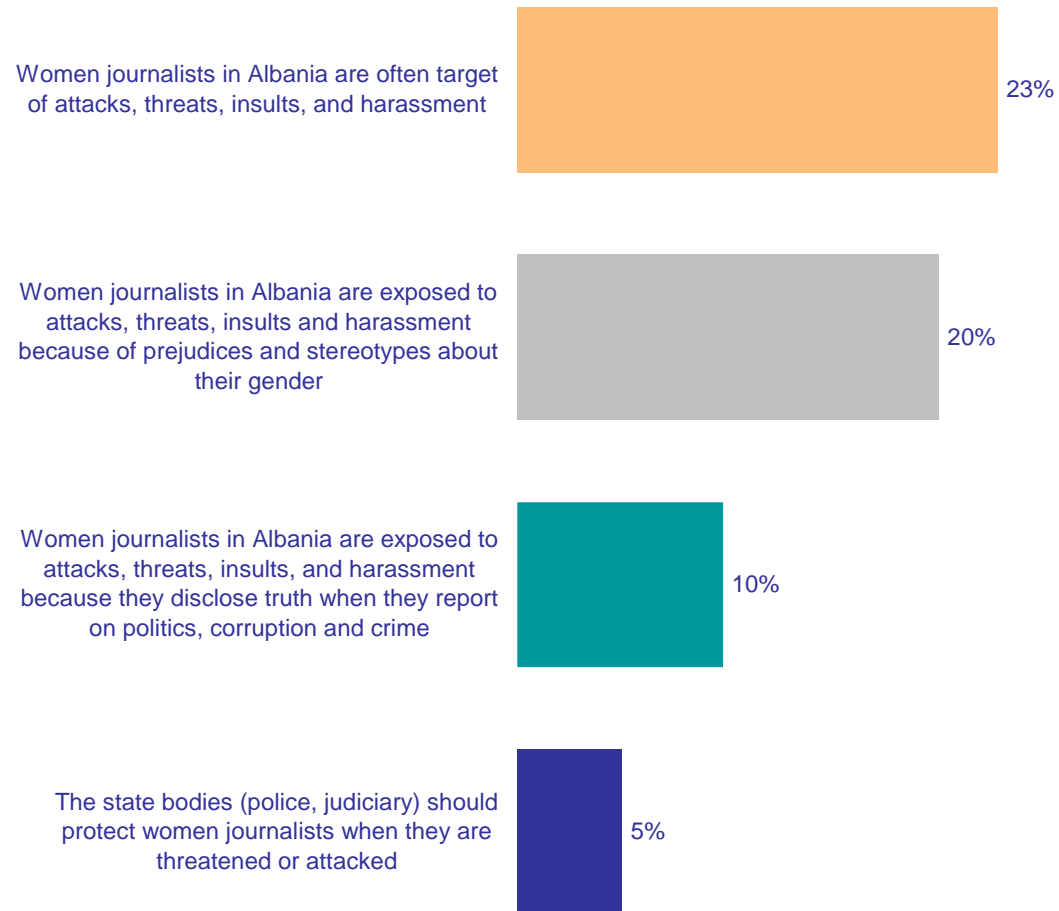
Base:

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	91.3	89	94	90	92	92	92	91	93	89	92	90	91	91	92
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	81.1	81	81	77	81	84	83	80	83	80	80	79	84	79	85
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.3	68	75	70	75	72	68	71	71	72	69	71	75	70	73
Women journalists in Albania are often target of attacks, threats, insults, and harassment	69.1	68	70	69	68	72	67	71	69	66	71	67	67	70	69

	Total	Main source of information			Trust in the media		Employment status			HH income				
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal	
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	91.3	92	91	97	88	94	89	92	93	93	89	92	89	
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	81.1	84	77	91	77	85	79	87	78	83	81	82	73	
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.3	74	68	56	66	77	68	78	69	80	68	70	60	
Women journalists in Albania are often target of attacks, threats, insults, and harassment	69.1	73	64	57	66	72	65	73	71	75	66	69	61	

The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Disagree (Marks 1+2)

Base:



The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Disagree (Marks 1+2)

Base:

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in Albania are often target of attacks, threats, insults, and harassment	22.9	24	22	23	22	21	26	19	25	28	21	25	25	21	26
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	20.1	23	17	24	13	18	25	16	24	22	22	22	16	21	19
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	9.8	9	11	13	8	7	11	9	10	12	11	9	9	11	9
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	5.0	6	4	7	3	4	6	3	5	9	5	5	5	5	4

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in Albania are often target of attacks, threats, insults, and harassment	22.9	20	28	19	23	23	27	17	24	17	25	25	30
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	20.1	18	24	41	22	18	22	14	25	13	26	21	24
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	9.8	8	14	6	10	9	12	4	13	8	11	10	12
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	5.0	5	6		5	4	6	4	5	4	6	3	6



The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Average values

Average values



The following statements refer to the position of women journalists in Albania. On a scale from 1 to 4 , how much do you agree with each. - Average values

## Average values

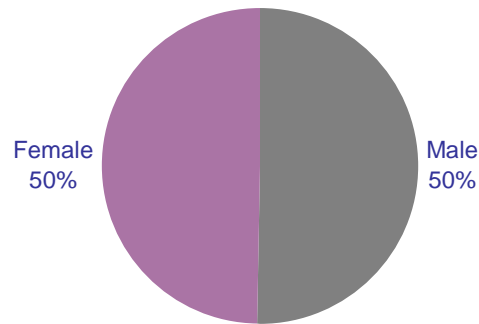
	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	983	488	495	264	224	263	232	434	364	185	497	175	311	552	431
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.7	3.6	3.7	3.7	3.7	3.7	3.6	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.7
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.5	3.5	3.4	3.4	3.5	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.5	3.4	3.5
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.2	3.1	3.2	3.1	3.3	3.2	3.0	3.2	3.1	3.1	3.1	3.1	3.3	3.1	3.2
Women journalists in Albania are often target of attacks, threats, insults, and harassment	3.0	3.0	3.0	3.0	3.1	3.1	3.0	3.1	3.0	2.9	3.1	3.0	3.0	3.1	3.0

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	983	657	289	25	444	511	409	294	281	335	320	212	115
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.7	3.7	3.7	3.8	3.6	3.7	3.7	3.7	3.7	3.7	3.6	3.8	3.7
Women journalists in Albania are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.5	3.5	3.4	3.8	3.4	3.5	3.4	3.5	3.4	3.5	3.5	3.4	3.3
Women journalists in Albania are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.2	3.2	3.1	2.7	3.1	3.2	3.1	3.3	3.1	3.4	3.0	3.1	2.9
Women journalists in Albania are often target of attacks, threats, insults, and harassment	3.0	3.1	2.9	2.9	3.0	3.0	2.9	3.1	3.0	3.1	3.0	3.0	2.8

# DEMOGRAPHICS

## Gender

Base: Total target population

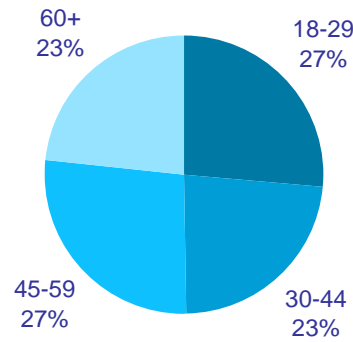


	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.00		0.93				0.00			0.41			0.04	
Male	50.4	100		52	50	51	49	47	59	42	48	53	53	48	54
Female	49.6		100	48	50	49	51	53	41	58	52	47	47	52	46
Total	100%														

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.18			0.01		0.00			0.00			
Male	50.4	49	52	66	56	47	62	43	40	42	52	61	53
Female	49.6	51	48	34	44	53	38	57	60	58	48	39	47
Total	100%												

### Age categories

Base: Total target population

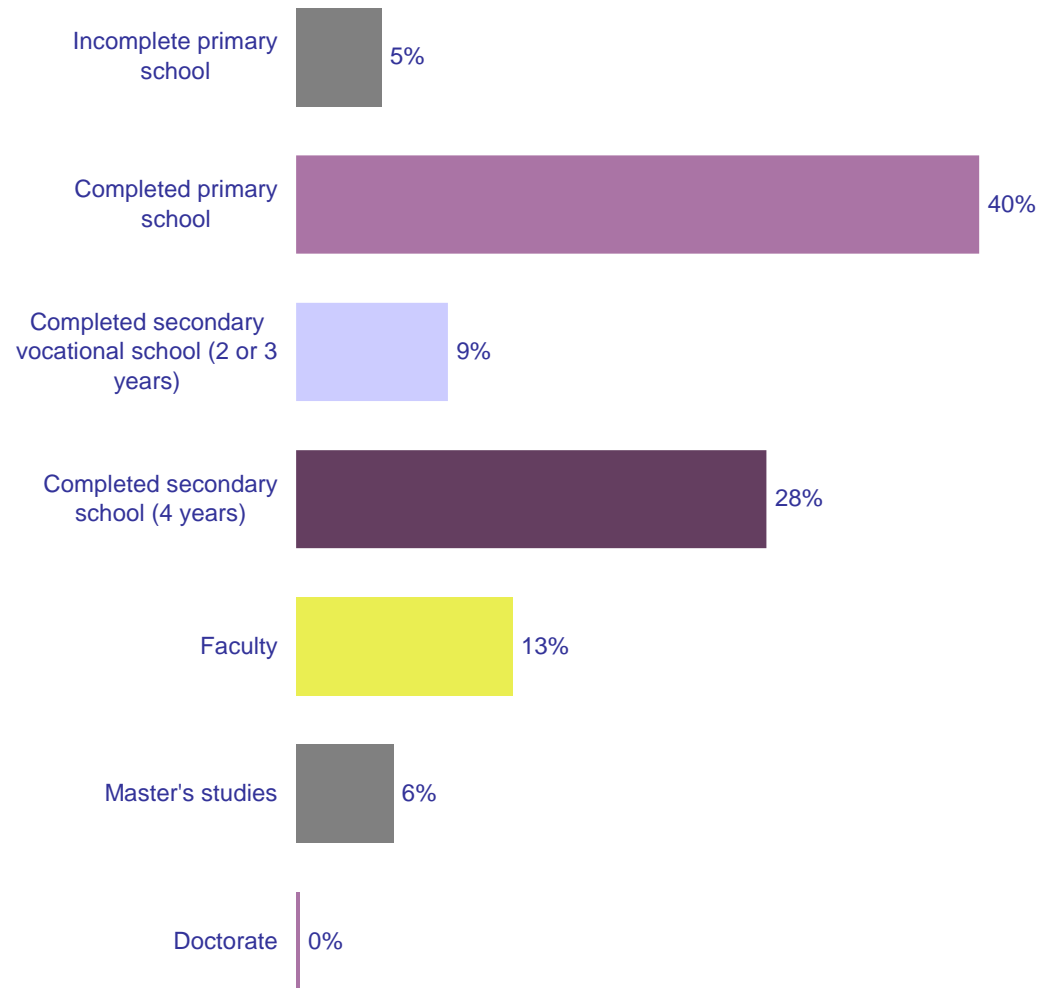


	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.93		0.00				0.00			0.10			0.94	
18-29	26.5	27	26	100				12	34	47	28	29	22	27	26
30-44	23.3	23	23		100			25	19	27	25	17	24	23	24
45-59	26.8	27	27			100		32	26	15	25	32	27	27	27
60+	23.3	23	24				100	30	21	11	22	22	26	23	24
Total	100%														
Mean	44.7	44.2	45.2	23.3	37.3	52.1	68.1	49.9	42.6	36.3	44.1	43.8	46.3	45.0	44.3

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.04		0.00			0.00			
18-29	26.5	14	58	12	26	26	28	31	20	29	20	30	32
30-44	23.3	20	30	29	27	20	31	26	8	20	18	33	28
45-59	26.8	34	10	36	25	28	33	35	9	28	27	27	23
60+	23.3	33	3	23	22	26	8	7	63	23	35	10	17
Total	100%												
Mean	44.7	50.6	31.0	49.9	43.7	45.8	40.6	40.1	55.7	44.4	49.4	40.1	41.3

### What is your highest acquired education level?

Base: Total target population



## What is your highest acquired education level?

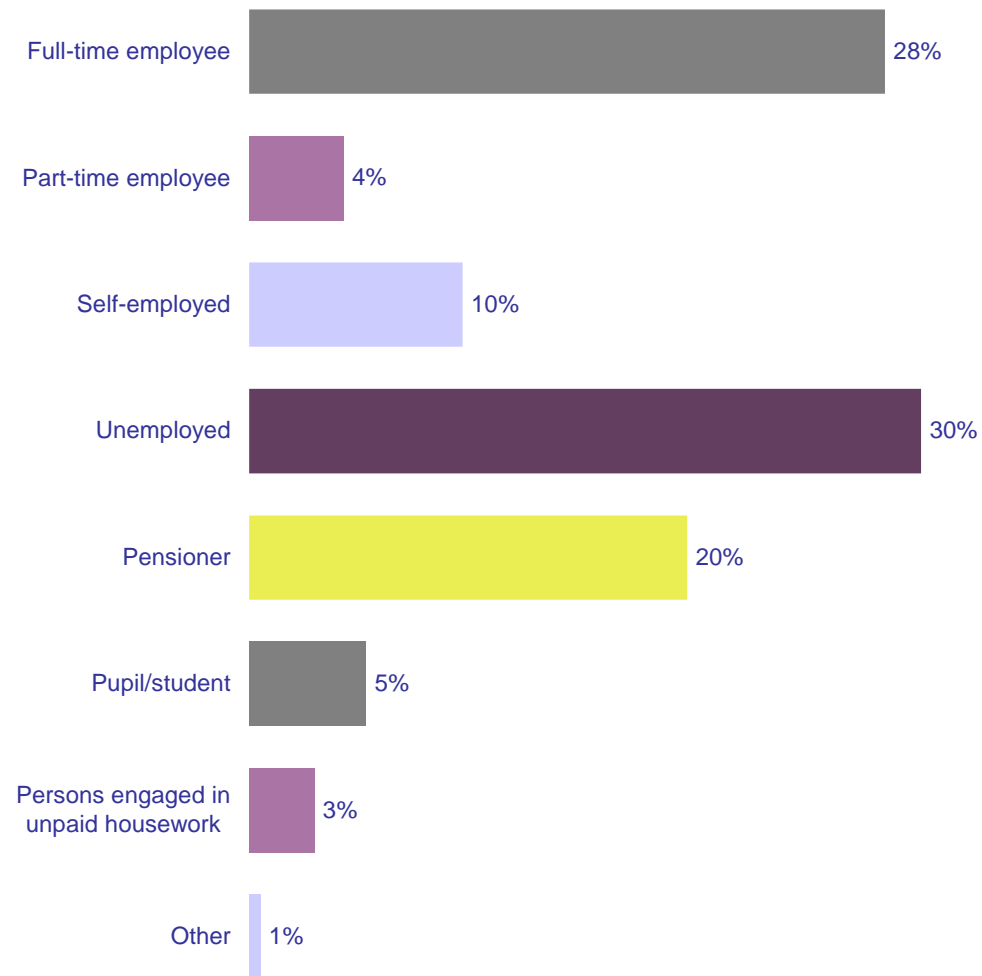
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.00		0.00				0.00			0.00			0.00	
Incomplete primary school	5.0	4	6	3	1	6	9	11			2	10	6	6	4
Completed primary school	40.1	38	42	18	47	48	49	89			35	40	48	35	46
Completed secondary vocational school (2 or 3 years)	8.9	9	8	9	7	10	10		24		11	5	7	9	9
Completed secondary school (4 years)	27.6	33	22	38	22	26	23		76		28	32	24	28	28
Faculty	12.7	11	14	23	12	7	8			68	15	10	10	14	11
Master's studies	5.7	4	8	10	9	3	1			31	8	2	3	8	2
Doctorate	0.2	0	0	0	0	0				1	0			0	0
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.35		0.00			0.00			
Incomplete primary school	5.0	6	1	8	4	6	2	4	10	6	6	6	
Completed primary school	40.1	50	17	34	39	42	30	48	46	49	44	23	37
Completed secondary vocational school (2 or 3 years)	8.9	9	9	5	8	9	9	10	8	11	10	3	10
Completed secondary school (4 years)	27.6	24	37	40	30	25	30	30	22	23	29	31	28
Faculty	12.7	9	23	5	13	12	18	6	12	8	9	24	16
Master's studies	5.7	2	13	9	6	5	11	2	2	3	3	13	8
Doctorate	0.2	0	0		0	0	0					0	1
Total		100%											

### What is, in your opinion, your current main employment status?

Base: Total target population





## What is, in your opinion, your current main employment status?

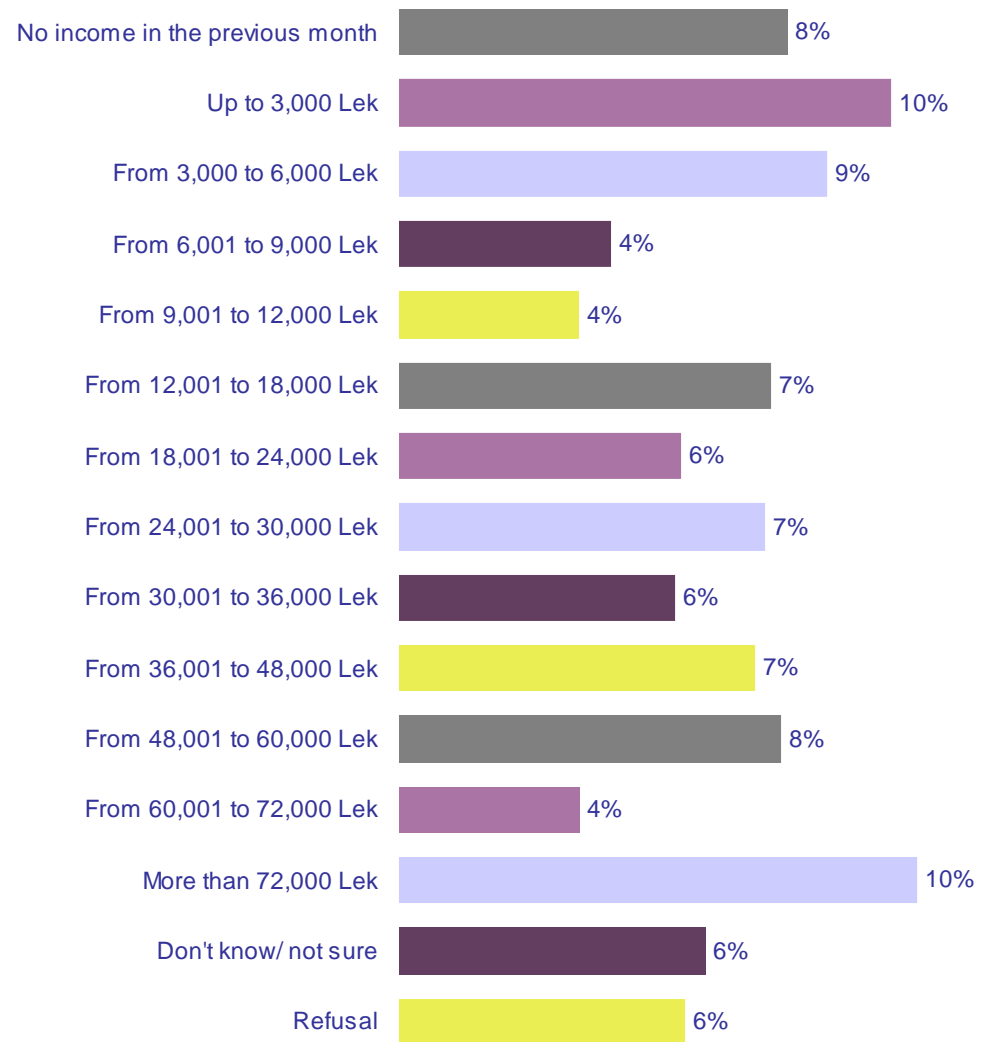
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.00		0.00				0.00			0.00			0.00	
Full-time employee	28.3	33	23	33	39	32	8	16	30	55	33	25	23	32	23
Part-time employee	4.2	5	3	4	6	6	1	4	4	5	5	1	5	4	4
Self-employed	9.5	13	6	6	12	14	7	10	10	7	8	10	11	9	10
Unemployed	29.9	26	34	35	34	40	9	35	33	12	28	36	30	26	35
Pensioner	19.5	16	23	1	4	3	76	27	15	10	18	16	23	21	17
Pupil/student	5.2	5	6	19	0			1	7	11	5	5	5	5	5
Persons engaged in unpaid housework	2.9	1	5	1	6	4	0	6	1		2	7	2	2	4
Other	0.5	1			0	2		1		0	1		0		1
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.42		0.00			0.00			
Full-time employee	28.3	24	39	30	29	27	67			19	18	60	25
Part-time employee	4.2	3	7		4	4	10			2	6	4	4
Self-employed	9.5	9	9	5	10	9	23			7	9	13	12
Unemployed	29.9	31	27	43	32	29		100		40	33	11	29
Pensioner	19.5	27	2	21	17	22			69	19	31	5	16
Pupil/student	5.2	1	15		5	5			19	5	3	7	9
Persons engaged in unpaid housework	2.9	3			2	3			10	7	0		5
Other	0.5	1			0	1			2	1		1	0
Total		100%											

## What was the total household income in the previous month?

Base: Total target population



## What was the total household income in the previous month?

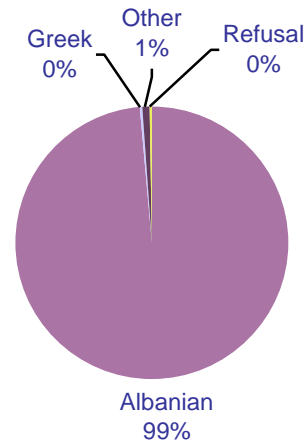
Base: Total target population

	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.00		0.00				0.00			0.00			0.00	
No income in the previous month	7.7	4	11	7	6	13	4	10	7	2	7	11	7	8	7
Up to 3,000 Lek	9.8	11	8	10	9	8	12	12	10	5	7	11	14	9	11
From 3,000 to 6,000 Lek	8.5	9	8	13	7	7	7	7	11	7	11	6	6	7	10
From 6,001 to 9,000 Lek	4.2	3	6	3	4	2	8	6	3	3	5	5	3	5	4
From 9,001 to 12,000 Lek	3.6	1	6	4	4	5	2	6	1	3	3	6	4	4	3
From 12,001 to 18,000 Lek	7.4	6	9	4	2	7	17	13	4	1	7	6	8	6	9
From 18,001 to 24,000 Lek	5.6	6	6	2	3	7	11	6	7	1	5	9	4	3	8
From 24,001 to 30,000 Lek	7.3	10	4	5	6	8	10	9	7	5	8	6	6	6	8
From 30,001 to 36,000 Lek	5.5	5	6	4	6	4	8	5	8	3	4	4	8	6	5
From 36,001 to 48,000 Lek	7.1	8	6	9	10	6	3	4	10	11	6	8	8	7	7
From 48,001 to 60,000 Lek	7.6	10	5	9	9	8	4	5	8	11	7	6	9	10	4
From 60,001 to 72,000 Lek	3.6	5	3	4	5	4	1	3	2	7	4	6	2	4	3
More than 72,000 Lek	10.3	11	9	11	17	9	4	5	9	25	13	9	7	13	7
Don't know/ not sure	6.1	7	5	9	6	5	5	4	8	8	6	4	7	6	6
Refusal	5.7	5	6	5	9	5	4	6	4	8	6	3	6	5	6
Total		100%													

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/ Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.03		0.00			0.00			
No income in the previous month	7.7	9	4	9	7	7	2	16	8	23			
Up to 3,000 Lek	9.8	12	6	8	9	11	8	11	11	29			
From 3,000 to 6,000 Lek	8.5	8	10		5	11	9	9	8	25			
From 6,001 to 9,000 Lek	4.2	4	5	3	5	4	3	2	8	13			
From 9,001 to 12,000 Lek	3.6	4	4		5	3	2	7	3	11			
From 12,001 to 18,000 Lek	7.4	10	2		7	8	3	7	14		22		
From 18,001 to 24,000 Lek	5.6	7	2	5	6	6	4	7	7		17		
From 24,001 to 30,000 Lek	7.3	8	5	19	9	6	7	10	6		22		
From 30,001 to 36,000 Lek	5.5	6	4	9	5	5	5	5	7		17		
From 36,001 to 48,000 Lek	7.1	6	9	19	7	7	8	7	6		22		
From 48,001 to 60,000 Lek	7.6	7	9	3	9	6	13	3	5			35	
From 60,001 to 72,000 Lek	3.6	2	6	3	4	4	6	2	1			17	
More than 72,000 Lek	10.3	7	17	15	12	9	20	3	3			48	
Don't know/ not sure	6.1	5	8	3	5	7	6	4	8				52
Refusal	5.7	4	8	3	6	5	5	7	5				48
Total		100%											

# What is your ethnic background?

Base: Total target population

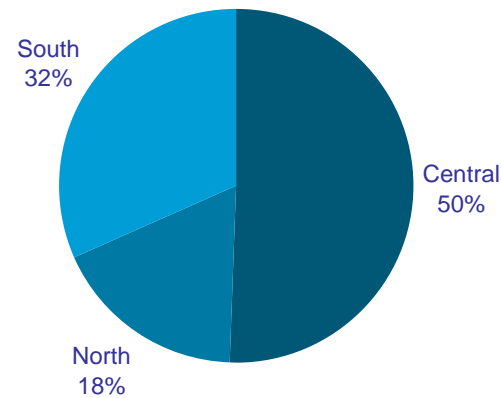


	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		1.00		1.00				1.00			1.00			0.97	
Albanian	98.8	98	99	99	97	100	99	98	100	99	99	99	98	99	98
Greek	0.1		0	0						0			0	0	
Other	0.9	1	1	1	2		1	1	0	1	1	1	1	1	1
Refusal	0.3	1			1			1					1		1
Total	100%														

	Total	Main source of information			Trust in the media		Employment status			HH income				
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal	
N	1010	676	293	25	461	520	424	302	284	342	331	216	120	
sig		1.00			1.00		1.00			1.00				
Albanian	98.8	99	99	100	98	99	98	100	99	100	99	99	95	
Greek	0.1		0		0		0				0			
Other	0.9	1	1		1	1	1	0	1	0	1	1	3	
Refusal	0.3				1		1						2	
Total	100%													

## Region

Base: Total target population

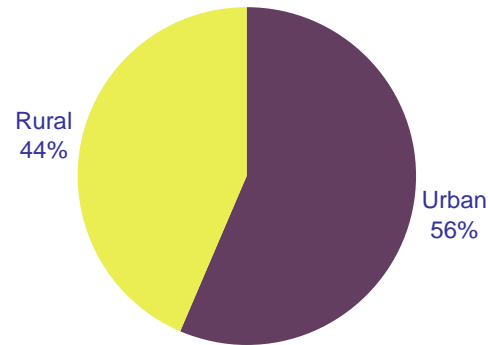


	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.41		0.10				0.00			0.00			0.00	
Central	50.6	48	53	54	54	47	48	42	54	65	100			60	39
North	17.8	19	17	19	13	21	17	20	18	12		100		13	24
South	31.6	33	30	27	33	32	35	38	28	23			100	27	38
Total	100%														

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.00			0.11		0.13			0.22			
Central	50.6	47	62	37	49	52	55	48	47	49	47	56	54
North	17.8	18	16	17	20	15	16	21	18	20	18	17	12
South	31.6	35	22	45	31	33	30	31	35	31	34	27	34
Total	100%												

### Type of settlement

Base: Total target population



	Total	Gender		Age categories				Education			Region			Type of settlement	
		Male	Female	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Central	North	South	Urban	Rural
N	1010	509	501	268	235	271	236	455	368	187	511	180	319	571	439
sig		0.04		0.94				0.00			0.00			0.00	
Urban	56.5	53	60	58	56	56	56	52	57	68	67	42	48	100	
Rural	43.5	47	40	42	44	44	44	48	43	32	33	58	52		100
Total	100%														

	Total	Main source of information			Trust in the media		Employment status			HH income			
		Traditional media	Modern media	People they know in person	Don't trust the media	Trust the media	Employed	Unemployed	Inactive	Up to 12000 Lek	12001 - 48000 Lek	More than 48000 Lek	Don't know/Refusal
N	1010	676	293	25	461	520	424	302	284	342	331	216	120
sig		0.01			0.02		0.01			0.00			
Urban	56.5	53	64	61	60	53	61	49	57	55	50	69	54
Rural	43.5	47	36	39	40	47	39	51	43	45	50	31	46
Total	100%												