



Ipsos Strategic Marketing

Report

Trust in the media - Kosovo

For: SEE NPM

March 2021

CONTENTS

KEY FINDINGS	4
HOW TO READ TABLES	6
RESULTS	8
MEDIA USAGE FOR NEWS	9
How often do you use the following sources to get news, i.e. information about political and social events?	10
How often do you use the following sources to get news, i.e. information about political and social events? - Television	11
How often do you use the following sources to get news, i.e. information about political and social events? - Radio	13
How often do you use the following sources to get news, i.e. information about political and social events? - Print newspapers or magazines	15
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)	17
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.)	19
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	21
And what is your main source of information ?	23
TRUST IN THE MEDIA	25
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 Kosovo?	26
To what extent, do you trust each of the following media is a reliable source of news and information?	28
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)	29
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)	31
To what extent, do you trust each of the following media is a reliable source of news and information? - Average values	33
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	35
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	37
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	39
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	41
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	43
And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - First answer	45
And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - All answers	47
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?	49
And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?	52
On a scale from 1 to 4, how much trust do you have in Public Service Media (RTK - Radio Television of Kosovo), when it comes to reporting the news fully, accurately, and fairly?	55
ATTITUDES AND EXPERIENCES WITH MEDIA	57
On a scale from 1 to 4, assess how much do you agree with the following statements:	58
On a scale from 1 to 4, assess how much do you agree with the following statements: - Agree (Marks 3+4)	59
On a scale from 1 to 4, assess how much do you agree with the following statements: - Disagree (Marks 1+2)	61
On a scale from 1 to 4, assess how much do you agree with the following statements: - Average values	63
Have you heard of any media or organization in Kosovo that deals with checking the accuracy of news and information (so-called fact-checkers) such as Krypometër (a section of Kallxo.com)?	65
The following statements refer to the position of women journalists in Kosovo. On a scale from 1 to 4, how much do you agree with each.	66
The following statements refer to the position of women journalists in Kosovo. On a scale from 1 to 4, how much do you agree with each. - Agree (Marks 3+4)	67
The following statements refer to the position of women journalists in Kosovo. On a scale from 1 to 4, how much do you agree with each. - Disagree (Marks 1+2)	69
The following statements refer to the position of women journalists in Kosovo. On a scale from 1 to 4, how much do you agree with each. - Average values	71
DEMOGRAPHICS	73
Gender	74

Age	75
What is your highest acquired education level?	76
What is, in your opinion, your current main employment status?	78
What was the total household income in the previous month?.....	80
What is your ethnic background?	82
Region	84
Type of settlement.....	85

KEY FINDINGS

Television stands out as the most commonly used source for gathering information in Kosovo, as more than four-fifths of citizens claim to be using it on a daily basis (82%). Other “traditional” media, such as radio and print newspapers/magazines, are far behind, both followed daily by less than a tenth of citizens (9% and 5%, respectively).

Social networks are second most frequently used source of news, through which two-thirds of the population over the age of 18 are informed on a daily basis (65%). News web portals and personal contacts follow, with almost half of the citizens informing through them every day (45% and 44%, respectively).

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

- People aged 45 or older more often report watching TV daily (92%), while television is less often watched by those aged 18 to 29 (68% daily).
- Radio also tend to be more popular among the elder. For example, among those aged 60 and older 16% listen to the radio every day to get informed, compared with 7% of 18-29-year-olds. Radio is also more often a source of daily information for highly educated, ethnic Serbs, residents of the Northern part of the country, as well as those with higher household incomes (more than 650 EUR).
- On the other hand, the youngest, aged 18-29, prefer getting information through online media - news web portals, online news magazines/blogs (53% use them daily) and social networks (86% use them daily). Furthermore, these sources also show higher usage among those in the 30-44 age category, highly educated, employed and ethnic Serbs. In addition, news web portals, as well as personal contacts are more often used source of news among men.

When it comes to the main source of information, the findings are largely similar: for three out of five citizens, the main source of news is television (61%). Social networks are the main source of information for a quarter of citizens (24%); one out of ten citizens relies mainly on the news he reads on web portals (10%), while other sources of information are far behind, at a single-digit level.

- Social networks are more often main source of news for young people (18-29 years old).
- Those with higher education and those who do not trust the media in general, more often prefer online sources, both news web portals and social media. Furthermore, news web portals are more popular among Ethnic Serbs and those with household income over 650 EUR.
- On the other hand, television is far more often the primary source for citizens over the age of 45, those with primary or no education, from low-income households (up to 300EUR), as well as those who trust the media in general.

The majority of citizens, almost two thirds, trust the media (64%), while about a third do not trust the media (35%). More specifically, 58% 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, one out of four mainly doesn't have trust (26%), with additional 9% who don't believe media at all. Generally, levels of distrust are higher among the youngest (18-29 years), ethnic Serbs, and those who prefer informing through online media and personal contacts.

When it comes to different types of media, citizens have the most confidence in the information they receive through television, as more than four-fifths claim they mainly or completely trust television to be reliable source of information (86%). Right behind are **investigative media that enjoy the trust of one out of seven citizens in Kosovo (70%).** Furthermore, for more than a half of citizens international media, social networks and online media (such as news web portals, online news magazines and news blogs) are trustworthy source of information (60%, 56% and 52%, respectively), while slightly less than half believe the information they hear on the radio (47%). Finally, citizens are divided in terms of trust in the press - while close to two-fifths state that newspapers and magazines are a reliable source of news and information (39%), nearly as many share the opposite opinion (36%).

As expected, those citizens who do not trust the media in general, are more inclined to distrust all the different types of media, compared to the total target population. Moreover, the youngest (18-29), who more often follow online sources, are more likely to trust social networks and more likely to distrust the radio and the press.

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 two-thirds of the population trusts the most (66%), while nearly nine in ten include it in the top three most trusted sources (87%). All other types of media, except printed newspapers and magazines, are ranked in the top three most trustworthy by approximately equal share of citizens - between 30% and 40% of them.

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 prefer modern media more often trust online media and social networks the most.

Looking at all three answers, **publishing accurate and verified information, being impartial and fair in reporting and having the latest news, are the main reason why citizens trust certain media outlets** (48%, 45% and 41%, respectively).

On the other hand, the main reasons why citizens do not trust certain media are related to the spreading disinformation, spreading propaganda, political influence they are under (47%, 40% and 42%, respectively). In addition, more than a third of citizens do not trust certain media outlets due to the spreading of hatred (37%).

RTK and KTV are the most trusted media outlets in Kosovo, mentioned by around a half of citizens (51% and 49%, respectively). Furthermore, Klan Kosova and RTV 21 are mentioned as most trustworthy by more than a third of citizens (38% and 35%, respectively), while more than a quarter named Tv Dukagjini as media outlet they trust the most (27%).

However, when it comes to the least trusted media outlets, there is no such significant consensus of citizens: 15% mentioned Gazeta Express, 12% mentioned RTK, while all the rest are at single-digit level. It is important to note that almost half of citizens could not name a certain media outlet they distrust the most (46%).

Three-quarters of citizens say they trust the Public Service Media - Radio Television of Kosovo (76%), while slightly more than a fifth claim the opposite (22%).

More than two-thirds of citizens believe that the media in Kosovo serve democracy and public interest very well and that they are free to collect and publish information about all relevant issues (68% and 67%, respectively). However, nearly as many also perceive media in Kosovo as controlled and dependent. More specifically, almost two-thirds of citizens claim that media in Kosovo are mainly controlled by political and business powers, that there is a lack of independent and impartial media in Kosovo and that media in Kosovo spread political propaganda and disinformation (63% each). Furthermore nearly three out of five citizens **agree that the government controls most media in Kosovo (60%), that there is a strong polarization between media controlled by the government (59%), and the opposition and that media in Kosovo spread hatred (55%).**

The situation on social networks is perceived similarly - about two thirds think that social networks spread political propaganda and disinformation, as well as hatred (67% and 63%, respectively).

Half of citizens are not aware of the existence of platforms that deal with checking the accuracy of news and information in Kosovo (48%), while nearly as many have heard about fact-checkers such as Krypometër, a section of Kallxo.com (47%). However, only a fifth of them followed the contents of such platforms (17%).

The majority of citizens perceive the position of women journalists in Kosovo as unfavorable. More precisely, two-thirds of them believe that women journalists in Kosovo are often target of attacks, threats, insults, and harassment (66%). Furthermore, three-quarters of those agree that that the attacks are the result of revealing the truth while reporting on politics, corruption and crime (74%), as well as that they stem from gender prejudices and stereotypes (72%). Finally, there is a strong consensus among citizens that state authorities (police, judiciary) should protect women journalists when they are threatened or attacked (80%).

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	

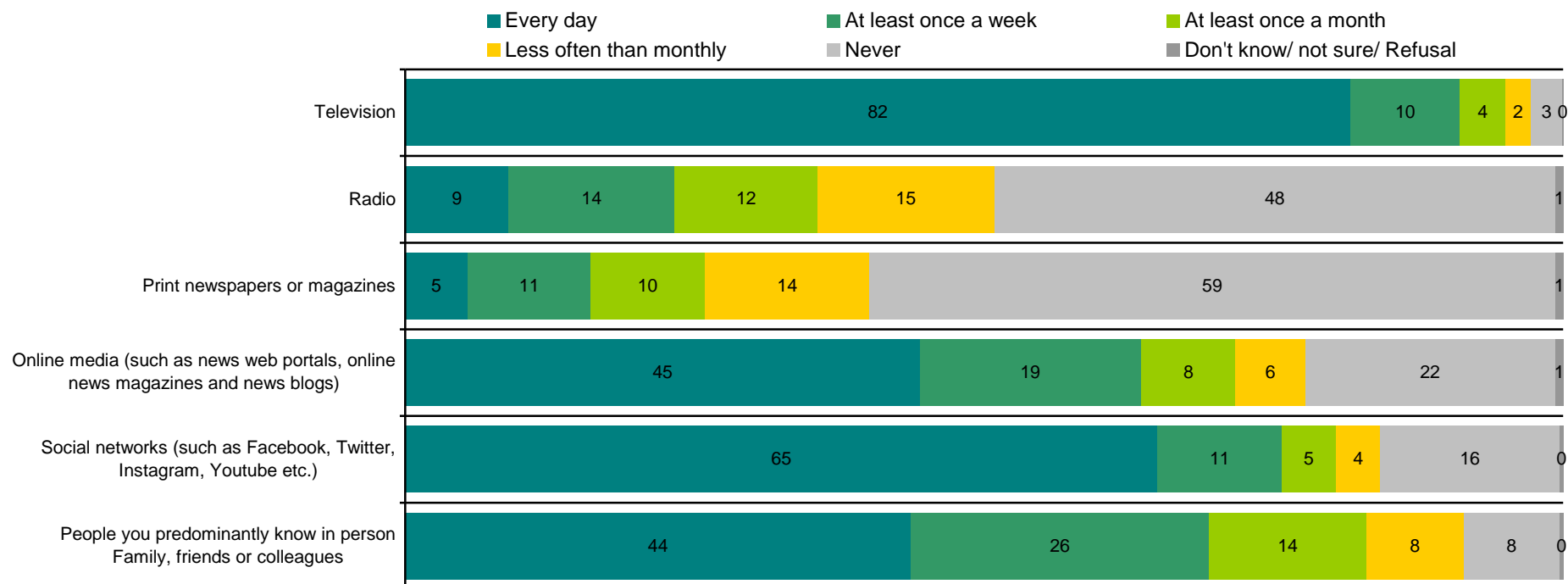
- In case of multiple response (the respondent can give several valid answers, modalities) data in cells represent a percentage of (sub) population which mentions, that is, answers positively to given modality.
- Please note that row **100%** is missing – that is because percentages do not add up to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

RESULTS

MEDIA USAGE FOR NEWS

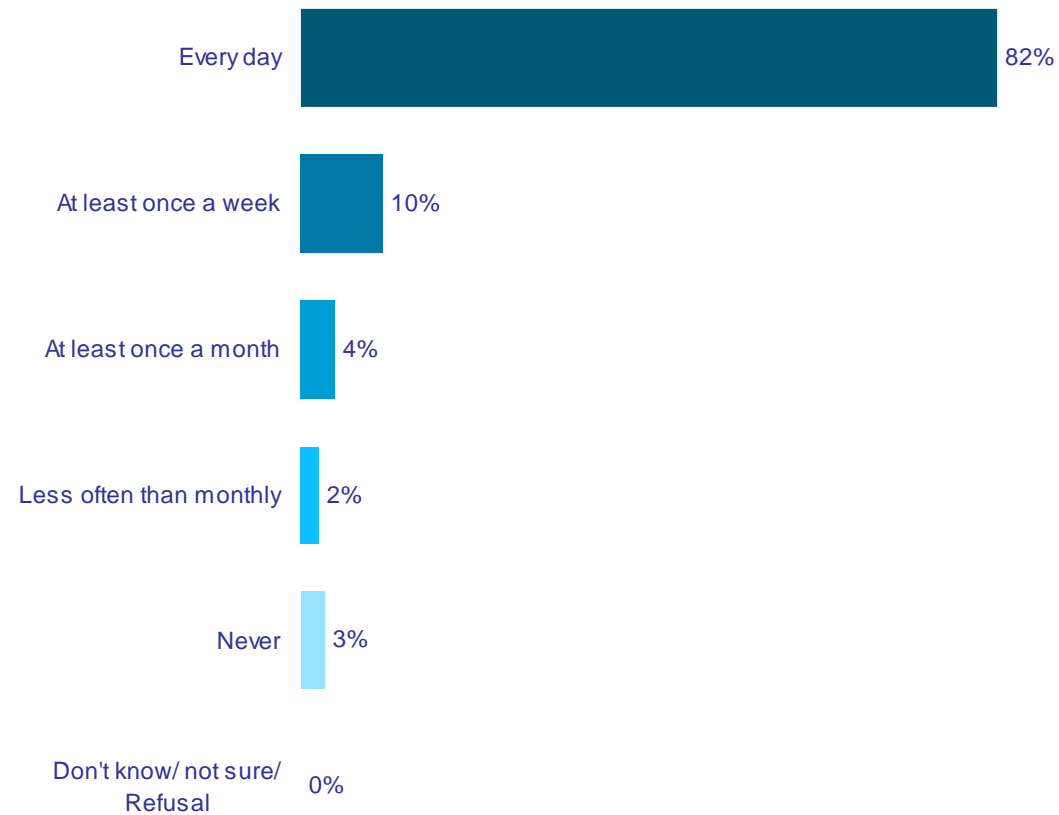
How often do you use the following sources to get news, i.e. information about political and social events?

	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	1045	81.6	9.5	3.9	2.2	2.7	0.1	100%
Radio	1045	8.9	14.4	12.3	15.3	48.4	0.7	
Print newspapers or magazines	1045	5.4	10.6	9.9	14.2	59.2	0.7	
Online media (such as news web portals, online news magazines and news blogs)	1045	44.5	19.1	8.2	6.0	21.6	0.7	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1045	65.0	10.7	4.7	3.8	15.5	0.3	
People you predominantly know in person Family, friends or colleagues	1045	43.7	25.8	13.6	8.4	8.3	0.3	



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

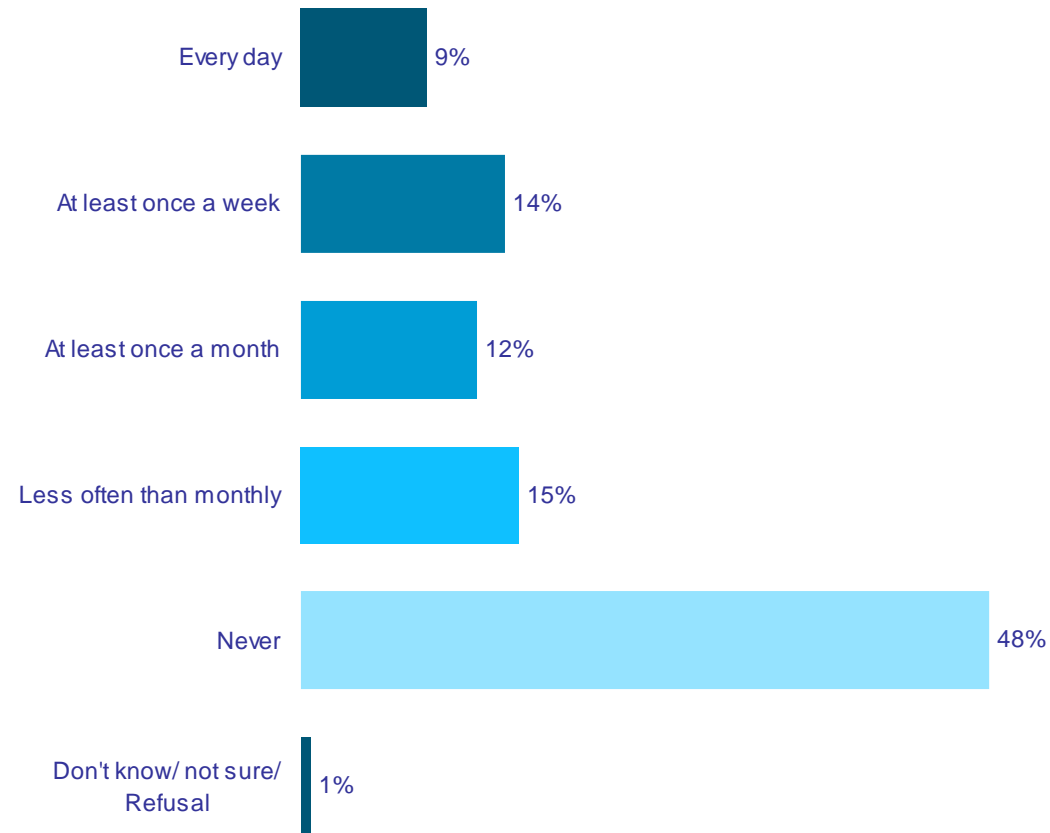
Base: Total target population

Base: Total target population																					
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.64		0.00				0.01				0.81			0.65					0.85	
Every day	81.6	83	80	68	83	91	94	88	91	77	81	83	65	84	80	83	87	75	85	82	81
At least once a week	9.5	8	11	17	9	5	2	7	5	11	12	9	10	16	11	10	6	12	6	10	9
At least once a month	3.9	3	4	5	4	3	2	5	1	6	4	4	4		5	6	2	1	3	4	4
Less often than monthly	2.2	3	2	4	3	1			2	3	1	2	4		2	1	2	3	5	2	2
Never	2.7	3	3	6	1		2		2	3	4	2	16		2	1	2	8	1	2	3
Don't know/ not sure/ Refusal	0.1	0		0						0		0					1				0
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.01			0.00			0.00		0.06			
Every day	81.6	83	82	77	92	64	77	74	86	85	81	81	77
At least once a week	9.5	8	9	13	3	23	5	15	7	7	8	9	18
At least once a month	3.9	5	4	3	4	4	11	3	5	3	5	6	2
Less often than monthly	2.2	2	3	1	2	3		3	2	1	3	3	2
Never	2.7	1	2	6		7	6	5	1	3	3	1	1
Don't know/ not sure/ Refusal	0.1	0											1
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

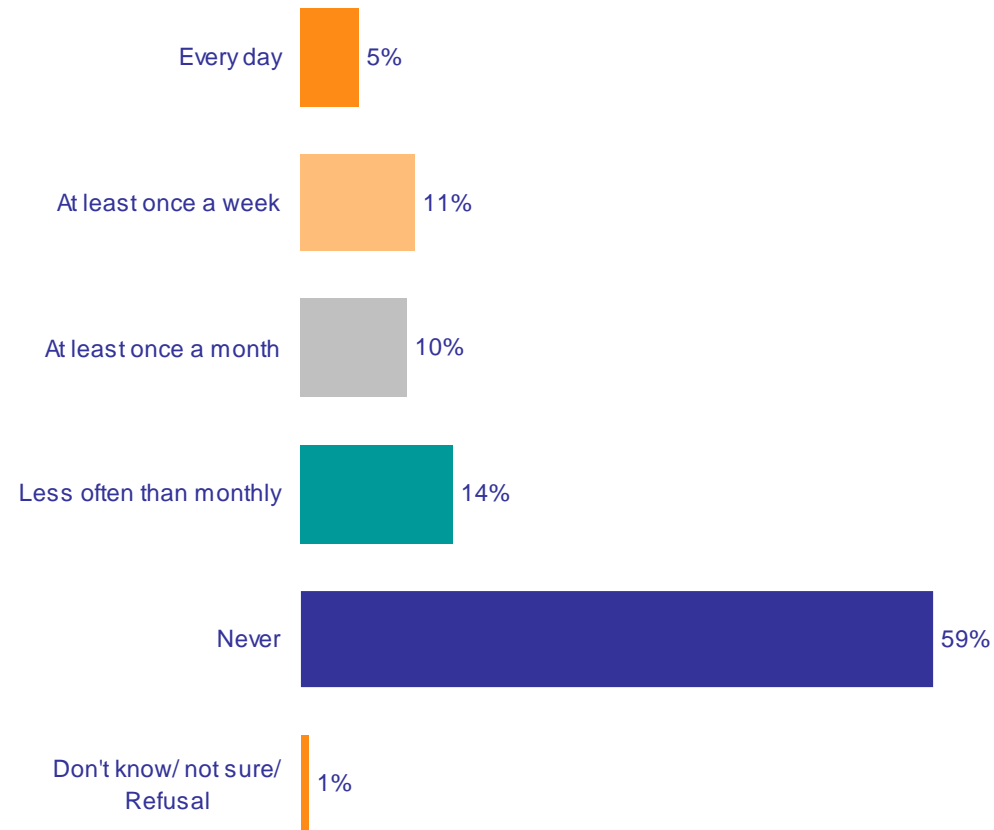
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.00				0.00				0.02			0.56					0.01	
Every day	8.9	10	8	7	8	9	16	9	9	6	13	8	20	8	9	10	5	14	6	8	10
At least once a week	14.4	17	12	9	11	22	22	18	21	11	13	15	15	11	12	16	18	14	16	12	16
At least once a month	12.3	14	11	13	15	13	6	11	10	14	11	12	20	8	12	13	9	13	14	11	13
Less often than monthly	15.3	18	13	16	18	16	9	9	7	19	19	15	8	30	16	13	17	14	16	20	12
Never	48.4	40	57	55	48	41	46	54	52	49	44	49	36	43	50	47	51	45	46	48	49
Don't know/ not sure/ Refusal	0.7	1	1	1		0	1		1	1	0	1			1	0	1		2	1	1
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.05			0.00		0.00			
Every day	8.9	9	4	16	9	10	11	11	8	9	6	21	10
At least once a week	14.4	16	15	11	15	13	22	12	16	15	10	24	23
At least once a month	12.3	18	9	8	13	11	9	9	14	8	15	9	10
Less often than monthly	15.3	20	12	11	19	10	2	7	20	10	22	10	4
Never	48.4	37	59	53	44	55	55	60	42	55	47	32	52
Don't know/ not sure/ Refusal	0.7	0	1	1	0	1		1	0	1		4	1
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

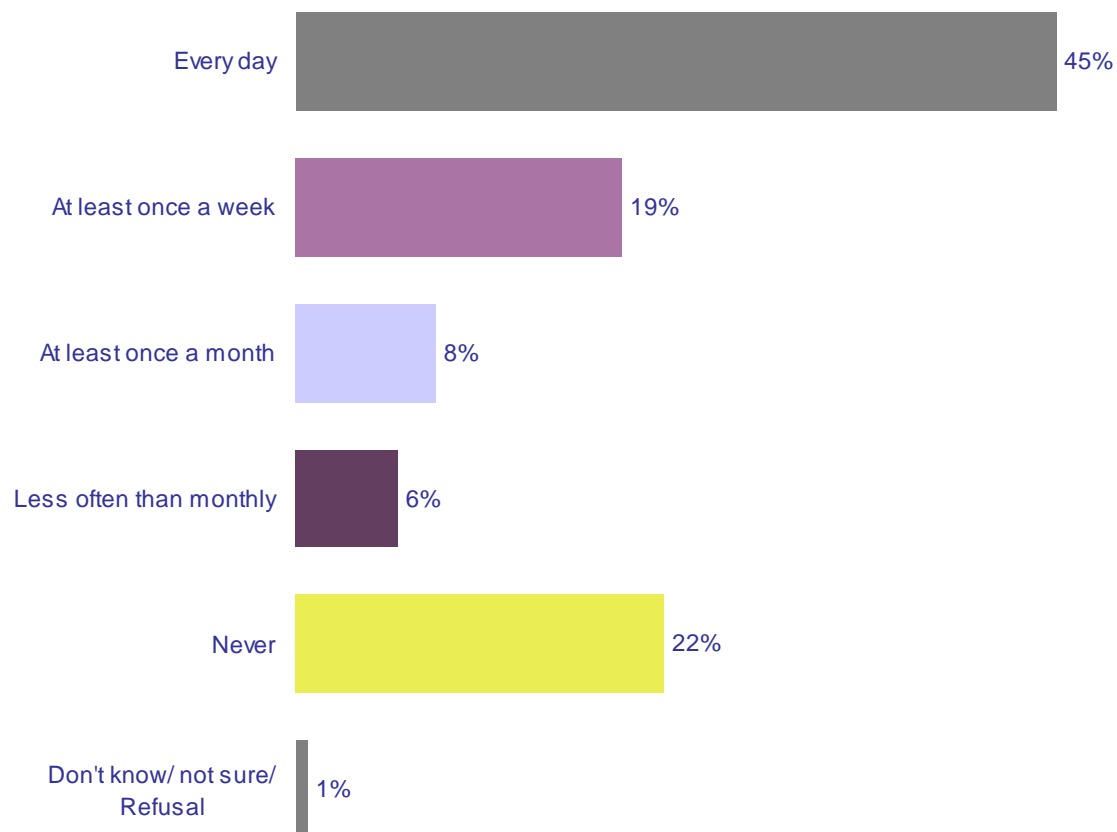
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.14				0.01				0.00			0.15					0.06	
Every day	5.4	7	4	5	6	7	4		4	6	7	5	10	9	6	5	6	7	2	5	6
At least once a week	10.6	12	9	11	13	10	5		9	11	14	10	17	19	9	9	17	11	9	8	12
At least once a month	9.9	11	9	10	12	7	7	6	7	12	11	9	26		8	12	8	12	9	8	11
Less often than monthly	14.2	17	12	17	13	12	14	7	9	17	15	15	11	8	13	13	12	11	23	17	12
Never	59.2	53	66	56	55	63	69	88	69	55	53	61	37	64	63	60	56	57	55	61	58
Don't know/ not sure/ Refusal	0.7	0	1	0	0	2	1		2	0	0	1			1		0	1	2	1	1
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.75			0.00		0.00			
Every day	5.4	6	4	7	6	4	4	4	6	6	5	12	2
At least once a week	10.6	16	7	6	10	12	17	10	11	6	10	17	16
At least once a month	9.9	14	8	5	10	10	1	6	12	7	13	7	6
Less often than monthly	14.2	18	10	14	16	11	14	6	19	8	20	16	5
Never	59.2	45	70	67	57	62	63	74	51	71	52	48	70
Don't know/ not sure/ Refusal	0.7	1	0	1	1	0			0	3	0		
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)

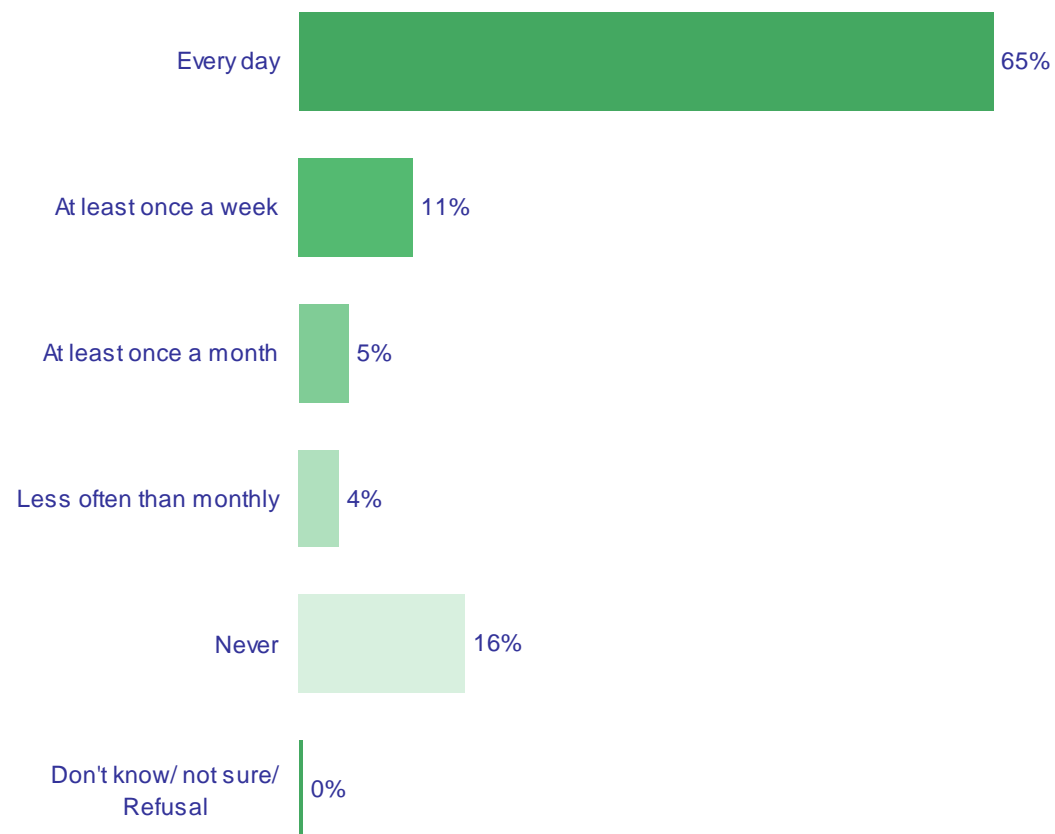
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.00				0.00				0.08			0.05					0.21	
Every day	44.5	53	37	53	54	40	13	15	24	48	62	43	65	54	47	40	52	42	39	44	45
At least once a week	19.1	18	20	21	19	23	10	11	20	19	19	19	17	17	22	20	11	20	20	17	21
At least once a month	8.2	7	9	8	8	8	8	2	8	10	6	8	9	8	6	8	8	15	8	8	8
Less often than monthly	6.0	6	6	7	6	2	8	4	6	8	3	7	1		5	7	6	6	8	8	4
Never	21.6	16	27	10	13	26	58	67	40	14	9	23	7	21	20	25	24	15	25	22	21
Don't know/ not sure/ Refusal	0.7	0	1	1		0	3		2	0	1	1			1	1	1	2		1	1
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.04		0.00			
Every day	44.5	56	40	31	36	60	48	40	47	32	49	53	43
At least once a week	19.1	21	21	12	20	18	14	21	18	14	21	17	21
At least once a month	8.2	10	8	6	8	7	14	9	8	8	10	9	4
Less often than monthly	6.0	6	5	7	7	5	3	4	7	5	8	3	4
Never	21.6	7	25	42	28	10	21	26	19	39	13	18	27
Don't know/ not sure/ Refusal	0.7	0	0	2	1	0			0	2			2
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.)

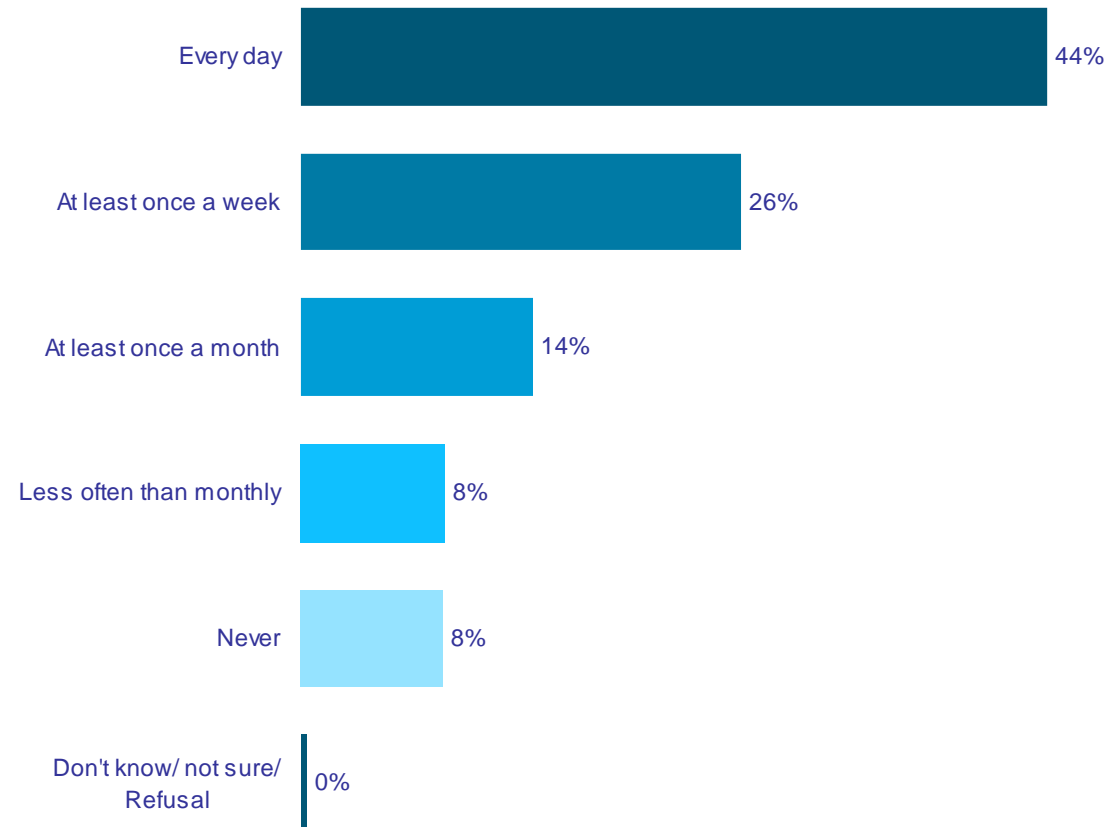
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.01		0.00				0.00				0.24			0.09					0.39	
Every day	65.0	70	60	86	75	53	15	12	40	71	85	63	86	81	65	60	71	69	60	62	67
At least once a week	10.7	8	13	8	13	15	5	9	10	11	11	11	6	8	12	8	7	12	14	12	10
At least once a month	4.7	4	5	2	6	6	5	4	5	7	2	5	1		3	8	3	5	5	5	5
Less often than monthly	3.8	4	4	2	3	3	11	14	7	3	0	4			4	3	4	1	7	5	3
Never	15.5	13	18	1	3	22	63	62	37	7	2	16	7	11	15	22	14	12	14	17	15
Don't know/ not sure/ Refusal	0.3	0	0	0			1		1	0		0			1		1				1
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.02		0.00			
Every day	65.0	76	65	44	55	86	54	67	65	43	68	74	80
At least once a week	10.7	12	13	4	12	8	21	14	9	8	14	10	5
At least once a month	4.7	6	4	5	5	3	9	3	6	6	6	3	1
Less often than monthly	3.8	2	4	8	5	2		3	4	7	4		0
Never	15.5	4	15	39	23	1	17	14	16	34	8	13	14
Don't know/ not sure/ Refusal	0.3	0		1	0					1			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



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

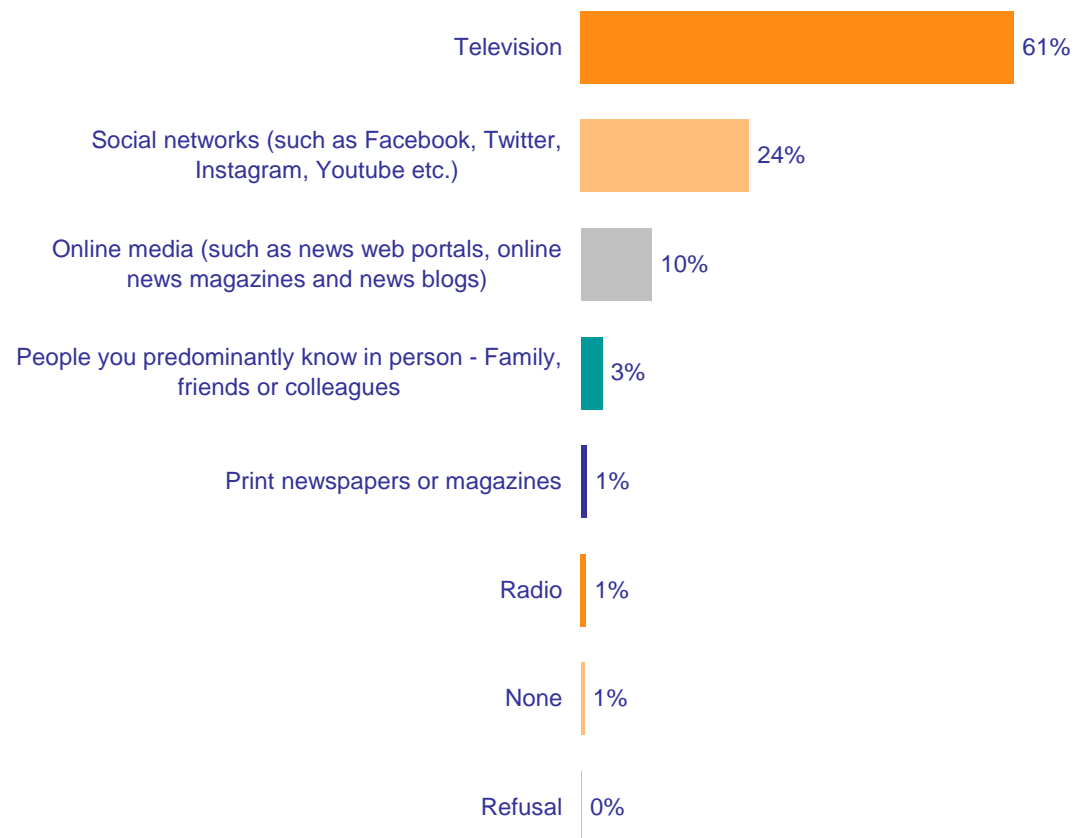
Base: Total target population

Base: Total target population																					
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.08				0.05				0.04			0.05					0.02	
Every day	43.7	51	36	41	48	44	39	24	48	44	42	44	38	60	43	44	54	36	43	41	46
At least once a week	25.8	26	26	26	24	29	26	39	23	23	31	24	41	32	25	27	20	30	27	25	27
At least once a month	13.6	10	17	13	16	13	12	12	11	15	13	15	3	8	15	13	10	15	12	16	12
Less often than monthly	8.4	7	9	9	7	9	9	7	10	11	4	8	13		8	7	9	15	5	8	9
Never	8.3	6	11	10	5	6	15	18	8	8	8	9	5		9	8	6	5	13	11	6
Don't know/ not sure/ Refusal	0.3	0	0	1						0	1	0			0	1			0	0	0
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
Every day	43.7	46	46	35	45	38	94	34	49	41	43	45	48
At least once a week	25.8	28	24	25	26	28		28	25	22	26	30	29
At least once a month	13.6	13	14	13	15	13		19	11	14	16	9	7
Less often than monthly	8.4	6	9	11	8	9	6	7	9	14	9	6	1
Never	8.3	6	6	15	7	11		12	6	10	6	9	13
Don't know/ not sure/ Refusal	0.3	0	0	0	0	0			0				2
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

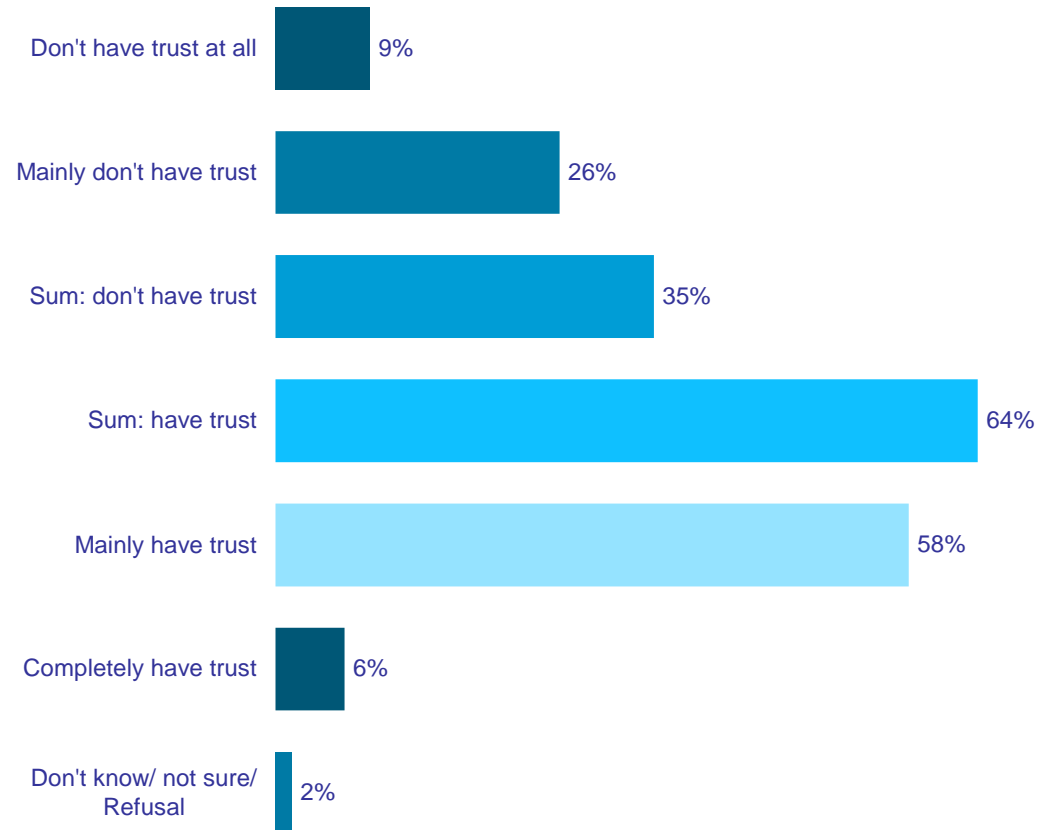
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.18		0.00				0.00				0.00			0.97					0.12	
Television	61.1	60	63	39	57	79	90	77	81	58	44	64	26	41	62	62	59	55	67	66	57
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	23.7	23	24	44	22	9	4	4	11	27	33	23	32	38	25	19	26	23	25	22	25
Online media (such as news web portals, online news magazines and news blogs)	10.0	13	7	13	15	4	1	7	6	8	18	8	34	11	9	10	12	15	4	8	12
People you predominantly know in person - Family, friends or colleagues	3.0	3	3	2	3	4	2		2	4	4	2	8	11	3	4	2	5	2	2	4
Print newspapers or magazines	0.8	1	1	1	1	1	1			2	0	1			0	2	0	1	1	1	1
Radio	0.7		1			2	1	12	0		0	1			0	2	0		1		1
None	0.5	0	1	0	1		0			1		1			1	0	1	1		1	0
Refusal	0.1	0		0						0		0							0		0
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.39			0.00			0.00		0.00			
Television	61.1	58	62	67	98			40	72	76	59	54	50
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	23.7	22	26	22		70		33	19	13	27	18	31
Online media (such as news web portals, online news magazines and news blogs)	10.0	14	7	8		30		18	6	6	9	19	14
People you predominantly know in person - Family, friends or colleagues	3.0	4	3	2			100	6	2	2	3	7	2
Print newspapers or magazines	0.8	1	1	1	1			0	1	1	1		
Radio	0.7	0	1	1	1			2	0	1	1		1
None	0.5	1	1					1	0	1			2
Refusal	0.1	0							0			1	
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 Kosovo?

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 Kosovo?

Base: Total target population

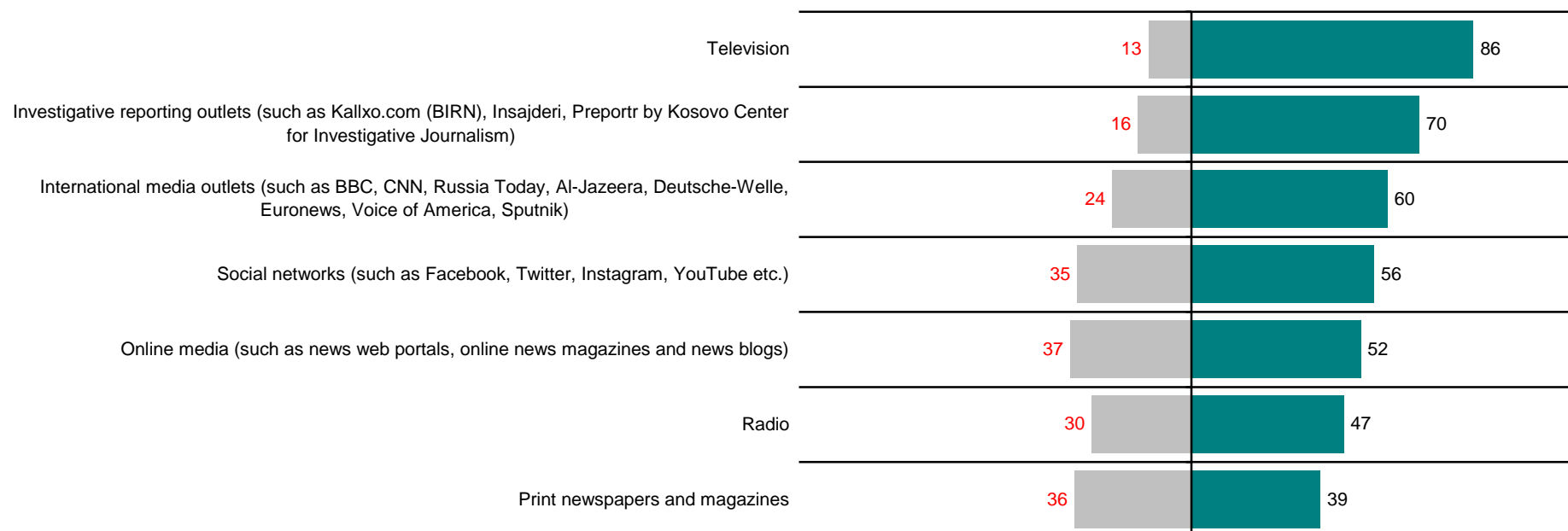
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Don't have trust at all	8.6	7	10	7	10	7	12	29	5	8	9	8	17	7	8	11	7	11	5	10	7
Mainly don't have trust	25.9	27	25	35	28	21	9	15	16	29	31	24	50	11	27	19	22	32	30	20	31
Sum: don't have trust	34.5	34	35	42	38	28	21	44	22	37	40	33	68	11	35	30	29	44	36	30	38
Sum: have trust	64.0	66	63	57	61	71	76	52	76	62	59	66	32	89	64	68	70	56	61	69	60
Mainly have trust	57.7	59	57	53	57	63	64	47	63	58	55	59	32	79	59	62	59	52	53	63	54
Completely have trust	6.3	7	6	4	4	8	12	6	13	5	3	7	0	11	5	5	11	4	8	6	7
Don't know/ not sure/ Refusal	1.5	1	2	1	1	1	3	4	3	1	1	2			1	2	1		3	1	2
Total	100%																				
Mean	2.6	2.7	2.6	2.6	2.6	2.7	2.8	2.3	2.9	2.6	2.5	2.7	2.2	3.0	2.6	2.6	2.7	2.5	2.7	2.7	2.6

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Don't have trust at all	8.6	7	10	8	8	10	8	25		8	11	9	3
Mainly don't have trust	25.9	25	29	22	15	42	60	75		23	24	25	35
Sum: don't have trust	34.5	32	39	30	23	52	68	100		31	35	34	38
Sum: have trust	64.0	66	60	67	75	47	32		100	66	65	65	58
Mainly have trust	57.7	62	53	59	66	45	32		90	61	60	57	49
Completely have trust	6.3	5	7	8	9	3			10	6	5	8	9
Don't know/ not sure/ Refusal	1.5	1	1	3	2	0				3	0	1	4
Total	100%												
Mean	2.6	2.6	2.6	2.7	2.8	2.4	2.2	1.8	3.1	2.7	2.6	2.6	2.7

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

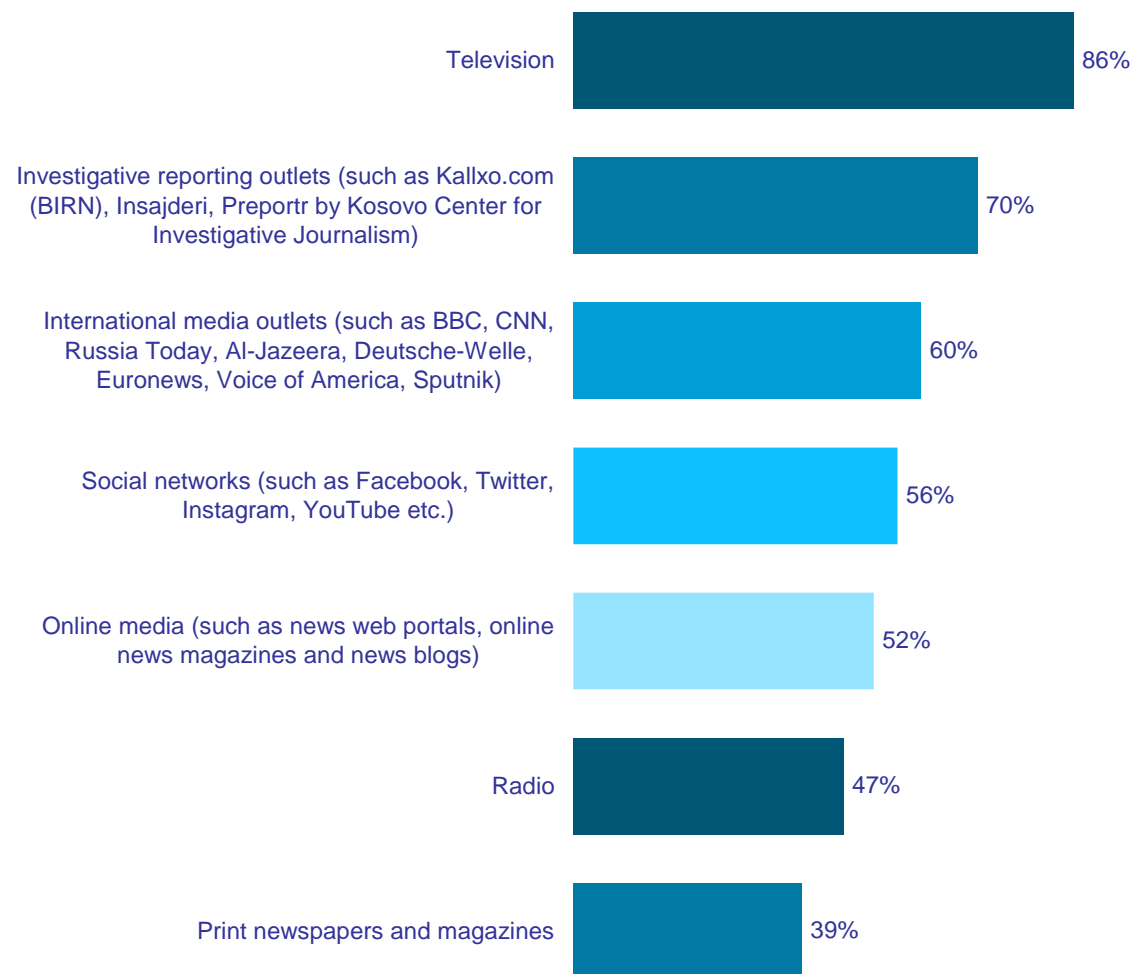
	N	Do not trust at all	Mainly do not trust	Mainly trust	Completely trust	Don't know	Do not trust at all + Mainly do not trust (Marks 1+2)	Mainly + Completely trust (Marks 3+4)	Total
Television	1045	3.1	9.8	65.6	20.6	0.8	13.0	86.2	100%
Radio	1045	11.6	18.8	38.6	7.9	23.0	30.4	46.6	
Print newspapers and magazines	1045	15.9	19.8	35.7	3.7	24.9	35.7	39.4	
Online media (such as news web portals, online news magazines and news blogs)	1045	12.1	24.9	46.7	5.1	11.2	37.0	51.8	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1045	10.0	24.9	48.2	7.7	9.2	34.8	55.9	
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	1045	5.6	10.5	53.1	16.6	14.1	16.2	69.7	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1045	10.1	14.0	43.7	16.3	15.9	24.1	60.0	

■ 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)

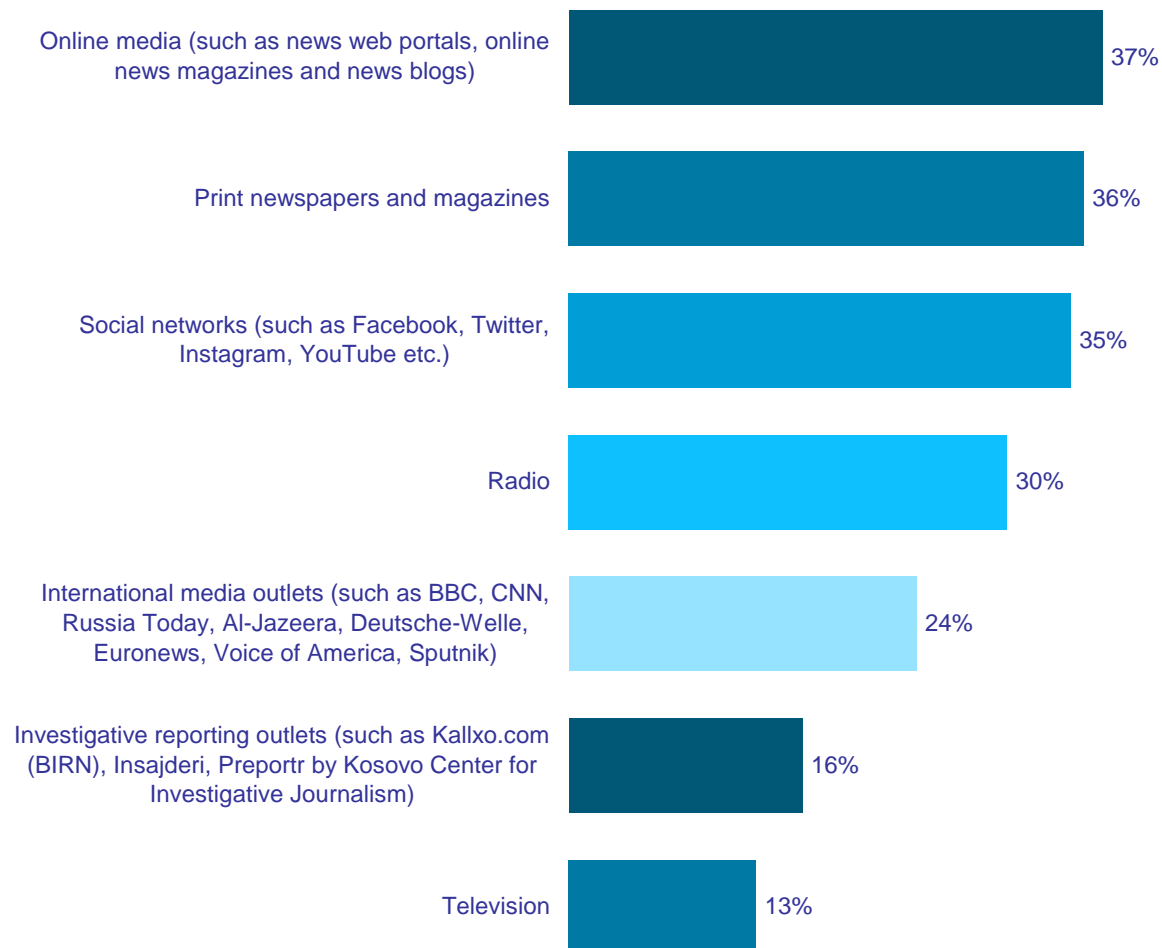
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Television	86.2	83	89	84	86	87	91	93	93	84	84	89	51	89	86	89	86	78	90	87	85
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	69.7	75	65	78	76	63	49	56	48	75	83	69	77	62	70	71	74	66	68	74	66
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	60.0	64	57	64	61	58	53	29	55	66	60	61	38	70	61	65	63	52	55	65	56
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	55.9	59	53	71	57	55	22	27	44	61	64	56	48	57	56	53	59	57	56	55	56
Online media (such as news web portals, online news magazines and news blogs)	51.8	58	46	56	52	56	36	26	45	55	57	52	47	57	53	51	53	47	52	55	49
Radio	46.6	48	46	39	43	56	57	51	52	47	39	47	39	49	45	53	43	41	50	45	48
Print newspapers and magazines	39.4	44	35	37	37	47	39	20	34	43	40	39	45	39	41	40	37	36	40	40	39

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Television	86.2	83	89	87	93	75	84	69	96	89	88	74	84
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	69.7	77	71	55	69	77	28	63	74	59	74	70	70
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	60.0	62	59	59	65	55	13	33	75	57	63	56	55
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	55.9	67	52	42	55	61	24	36	67	39	64	51	57
Online media (such as news web portals, online news magazines and news blogs)	51.8	63	44	44	54	51	33	19	70	42	58	51	45
Radio	46.6	46	42	56	50	43	35	25	59	43	45	45	57
Print newspapers and magazines	39.4	45	32	42	41	39	9	18	51	34	40	42	43

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)

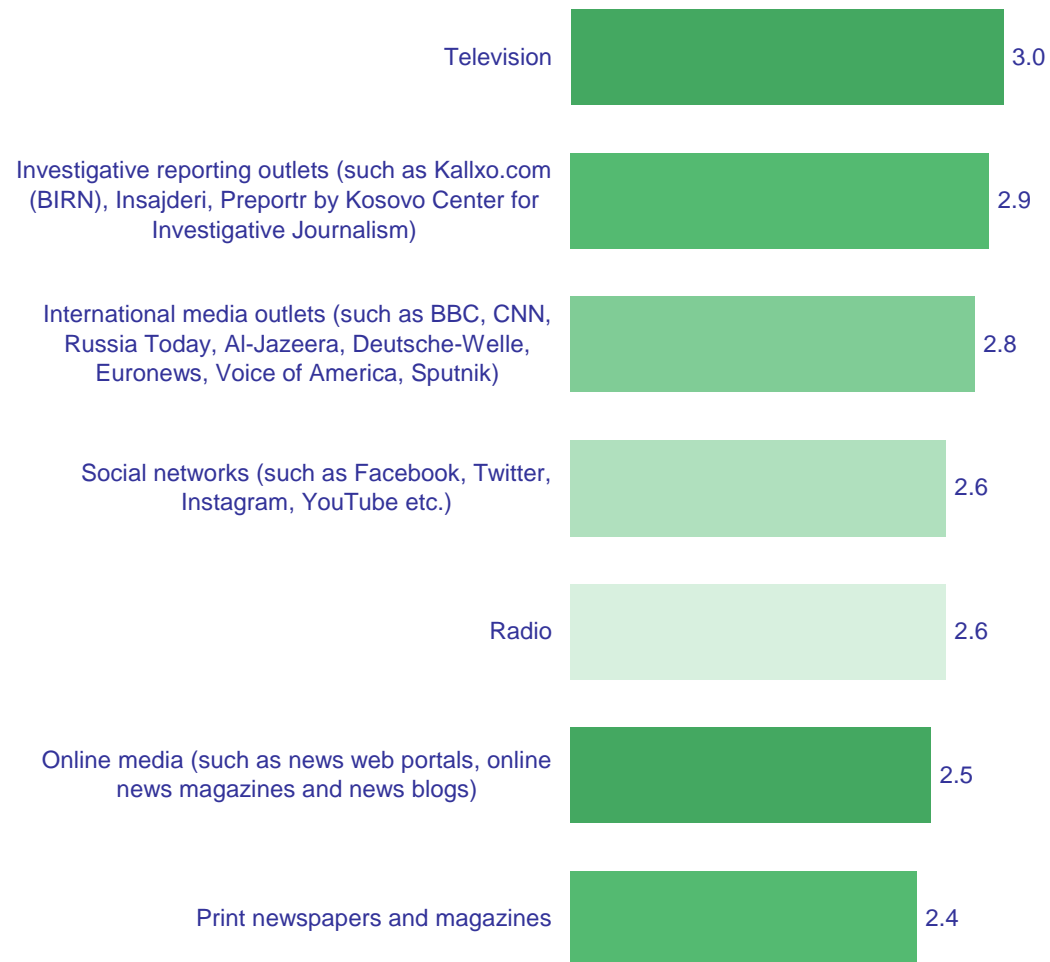
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Online media (such as news web portals, online news magazines and news blogs)	37.0	34	40	41	41	31	29	45	27	40	39	36	46	32	36	37	36	41	37	33	40
Print newspapers and magazines	35.7	35	36	43	38	29	24	49	27	37	40	35	48	40	31	35	44	42	31	34	37
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	34.8	34	36	29	40	35	37	53	30	35	35	34	48	43	34	34	34	36	37	35	34
Radio	30.4	31	30	40	31	28	12	27	19	33	37	30	40	30	30	27	35	36	25	30	31
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	24.1	22	26	24	26	24	20	52	14	25	27	22	52	19	23	20	24	37	21	22	26
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	16.2	14	18	15	17	17	17	21	16	18	12	15	23	27	17	14	12	26	11	16	17
Television	13.0	16	10	14	14	13	7	7	7	15	14	10	49	11	13	10	12	22	10	12	14

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Online media (such as news web portals, online news magazines and news blogs)	37.0	34	43	33	30	46	61	79	15	34	36	42	40
Print newspapers and magazines	35.7	39	38	25	31	41	77	63	21	33	41	34	25
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	34.8	31	41	33	32	37	70	62	21	39	33	44	30
Radio	30.4	37	30	18	26	36	59	57	16	24	36	35	21
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	24.1	27	24	19	19	30	64	52	10	22	28	31	12
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	16.2	15	16	19	14	16	66	30	9	16	18	21	9
Television	13.0	16	10	12	7	24	16	31	4	11	12	24	14

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

Average values



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

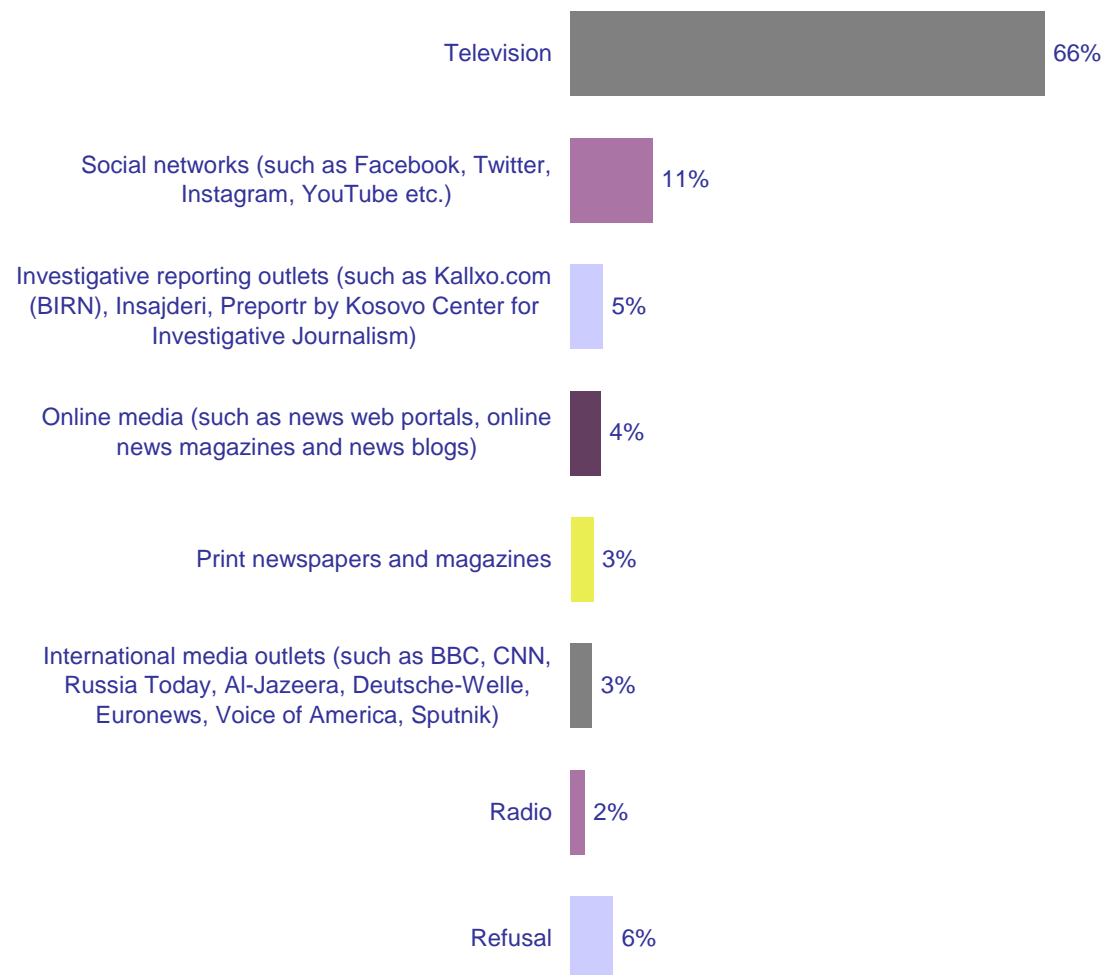
Average values

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1044	519	526	335	333	218	159	42	254	459	285	942	73	29	369	202	171	153	148	470	574
Television	3.0	3.0	3.1	3.0	3.0	3.1	3.2	3.2	3.2	3.0	3.0	3.1	2.4	3.3	3.0	3.1	3.1	2.9	3.1	3.1	3.0
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	2.9	3.0	2.9	3.0	2.9	2.9	2.8	2.7	2.9	2.9	3.0	2.9	3.0	2.9	2.9	3.0	3.0	2.9	3.0	2.9	2.9
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.8	2.9	2.7	2.8	2.8	2.8	2.8	2.3	3.0	2.8	2.8	2.8	2.2	3.0	2.8	2.9	2.8	2.6	2.8	2.8	2.7
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.6	2.6	2.5	2.8	2.6	2.6	2.1	2.0	2.5	2.6	2.7	2.6	2.5	2.5	2.6	2.5	2.6	2.5	2.7	2.6	2.6
Radio	2.6	2.6	2.5	2.4	2.5	2.7	2.9	2.8	2.7	2.5	2.4	2.6	2.5	2.9	2.5	2.6	2.5	2.5	2.7	2.5	2.6
Online media (such as news web portals, online news magazines and news blogs)	2.5	2.6	2.4	2.6	2.5	2.6	2.3	1.8	2.5	2.5	2.6	2.5	2.4	2.5	2.5	2.5	2.5	2.4	2.5	2.6	2.5
Print newspapers and magazines	2.4	2.4	2.3	2.3	2.4	2.4	2.4	1.8	2.3	2.4	2.4	2.4	2.4	2.1	2.4	2.3	2.2	2.3	2.5	2.4	2.3

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1044	423	397	224	655	352	31	360	668	235	544	86	179
Television	3.0	3.0	3.1	3.1	3.2	2.9	2.9	2.7	3.2	3.1	3.1	2.8	3.0
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	2.9	3.0	3.0	2.8	2.9	3.0	2.3	2.7	3.1	2.9	2.9	2.8	3.1
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.8	2.8	2.8	2.8	2.9	2.7	2.0	2.2	3.1	2.8	2.7	2.6	3.0
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.6	2.7	2.5	2.5	2.6	2.6	2.1	2.2	2.8	2.4	2.7	2.5	2.6
Radio	2.6	2.5	2.5	2.8	2.6	2.5	2.4	2.0	2.9	2.6	2.4	2.5	2.9
Online media (such as news web portals, online news magazines and news blogs)	2.5	2.7	2.4	2.4	2.6	2.4	2.3	1.9	2.9	2.4	2.6	2.5	2.4
Print newspapers and magazines	2.4	2.4	2.2	2.5	2.5	2.3	1.7	1.8	2.7	2.3	2.3	2.5	2.6

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

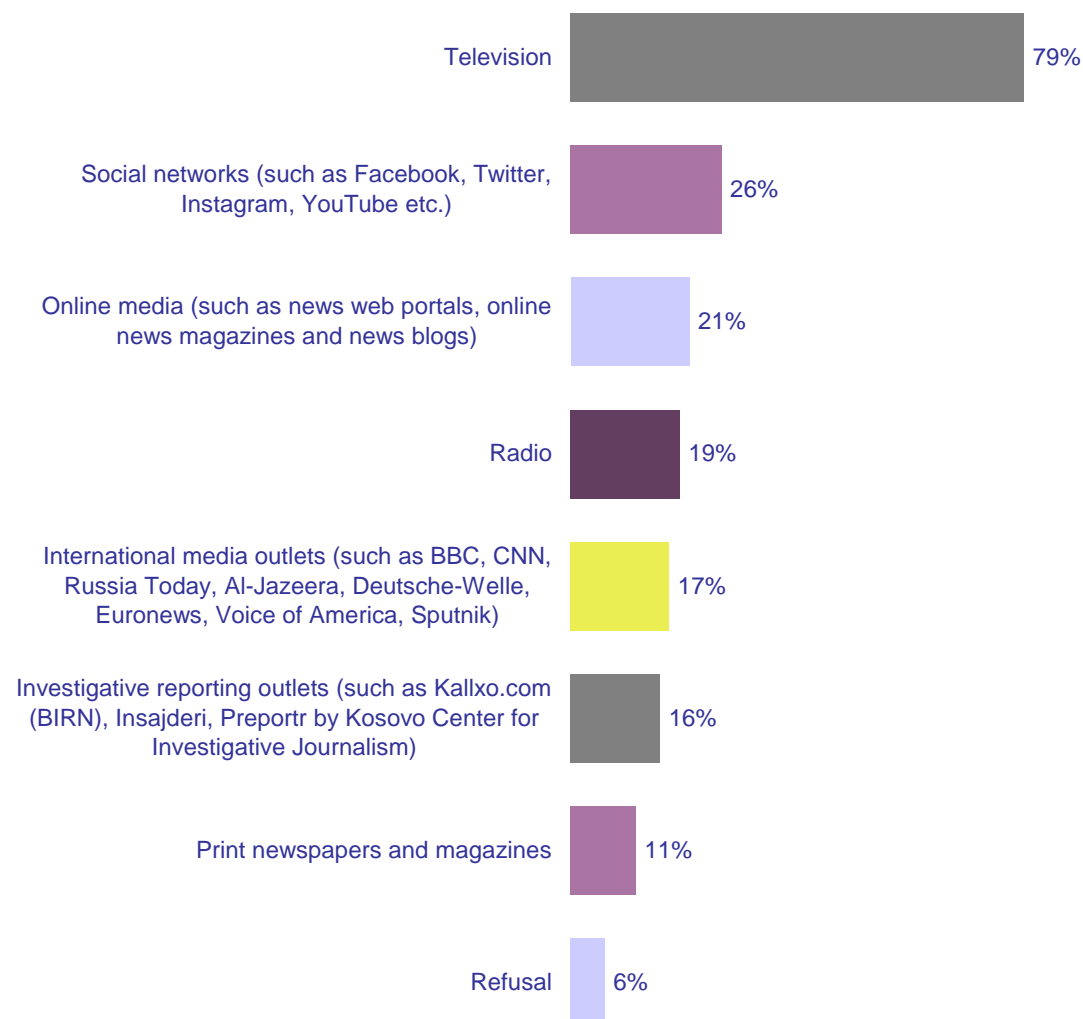
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region						Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural	
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574	
sig		0.49		0.00				0.00				0.09			0.01						0.01	
Television	65.7	65	66	53	64	82	73	70	75	66	58	68	34	79	67	59	70	62	69	69	63	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	11.4	11	11	22	10	3	3	4	7	13	13	12	9	11	12	12	12	5	15	8	14	
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	4.5	5	4	5	7	3	2		1	4	9	3	28		5	2	3	11	1	5	4	
Online media (such as news web portals, online news magazines and news blogs)	4.2	5	3	7	5	2			2	4	7	3	16		3	6	4	8	3	3	6	
Print newspapers and magazines	3.2	2	4	4	4	3	1		1	6	1	3	9		2	5	2	6	4	4	3	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	3.0	4	2	5	3	1	2	4	1	3	5	3	4		4	5	2	1	2	3	3	
Radio	2.0	2	2	1	3	0	4	15		2	3	2			1	4	3	2	0	2	2	
Refusal	5.9	6	6	3	4	6	15	7	13	3	4	6		11	7	6	4	6	6	7	5	
Total	100%																					

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
Television	65.7	66	69	59	80	38	71	54	72	70	69	64	51
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	11.4	10	12	13	2	29	10	17	9	6	12	11	18
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	4.5	5	4	5	2	10	6	9	2	4	4	10	5
Online media (such as news web portals, online news magazines and news blogs)	4.2	5	4	2	1	11		5	4	4	4	7	3
Print newspapers and magazines	3.2	3	3	4	3	4		3	4	2	5	2	2
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	3.0	5	2	2	2	5	3	5	2	2	2	1	7
Radio	2.0	2	2	1	2	1		3	2	1	2	1	3
Refusal	5.9	3	5	14	8	2	10	4	6	10	2	4	11
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

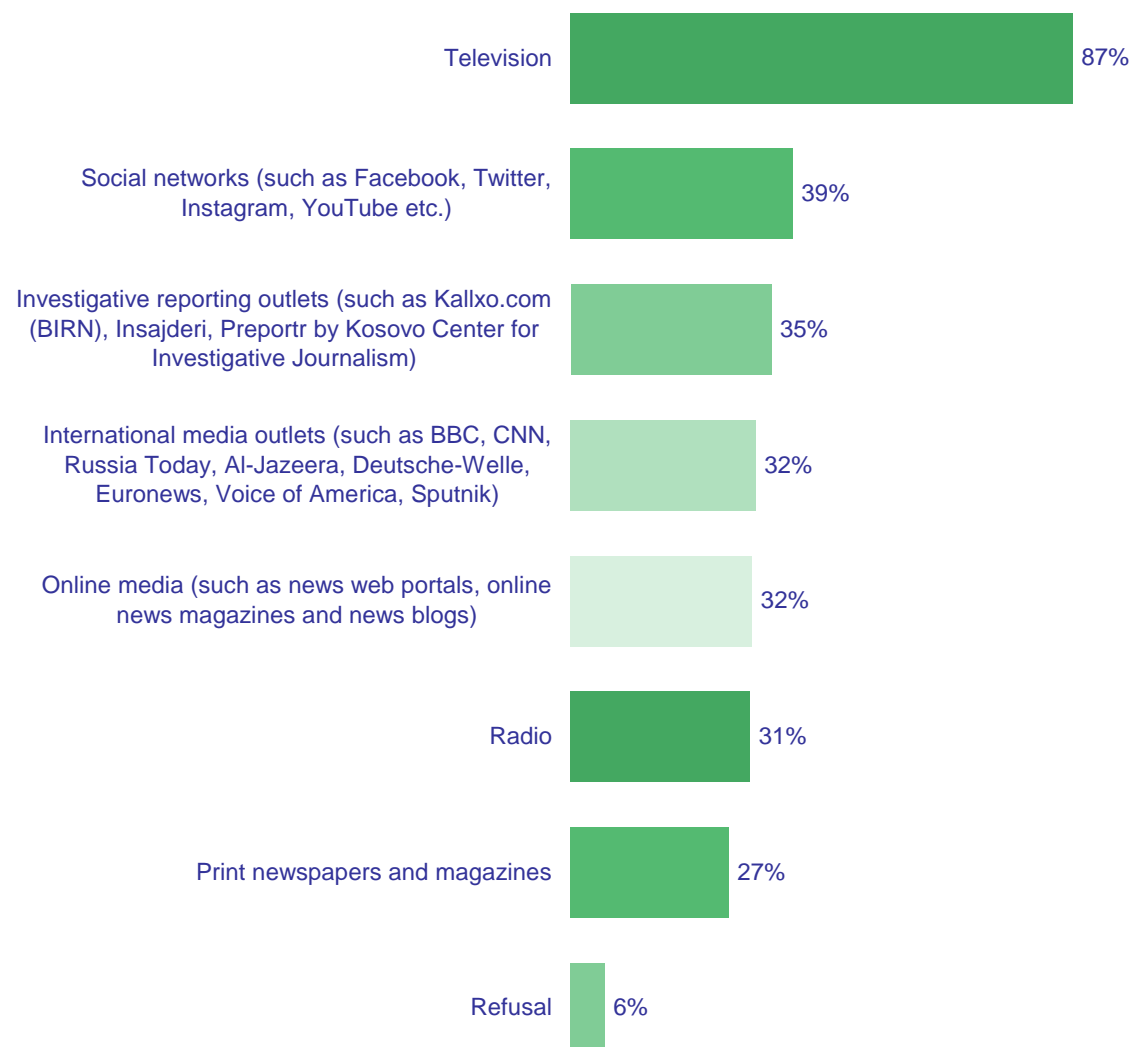
Multiple answers; Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Television	78.6	78	80	70	80	88	80	79	81	82	72	81	50	79	78	78	84	74	80	82	76
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	26.2	26	27	41	25	20	6	8	18	28	32	26	25	30	26	23	24	28	32	23	29
Online media (such as news web portals, online news magazines and news blogs)	20.6	26	16	29	22	17	6	11	12	22	28	19	38	21	22	21	23	23	12	19	22
Radio	18.9	17	20	10	13	22	46	50	29	15	12	20	4	27	19	23	18	16	19	19	18
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	17.1	18	16	16	21	14	15	11	15	18	17	18	13	11	17	18	13	14	22	16	18
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	15.5	16	15	18	18	13	8	8	8	15	24	13	44	11	15	12	18	21	12	15	16
Print newspapers and magazines	11.3	9	14	10	12	14	9	18	9	14	9	11	24		10	13	13	12	10	11	11
Refusal	5.9	6	6	3	4	6	15	7	13	3	4	6		11	7	6	4	6	6	7	5

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Television	78.6	80	84	67	87	62	85	70	83	78	83	78	65
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	26.2	28	29	19	15	46	30	37	21	19	29	24	28
Online media (such as news web portals, online news magazines and news blogs)	20.6	25	18	17	13	36	3	22	20	13	22	28	21
Radio	18.9	16	14	32	25	7	19	15	21	25	18	14	17
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	17.1	16	20	14	17	18	11	19	16	17	15	17	23
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	15.5	19	15	11	13	20	25	19	14	13	15	24	16
Print newspapers and magazines	11.3	11	10	13	13	9	6	9	12	14	12	7	7
Refusal	5.9	3	5	14	8	2	10	4	6	10	2	4	11

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

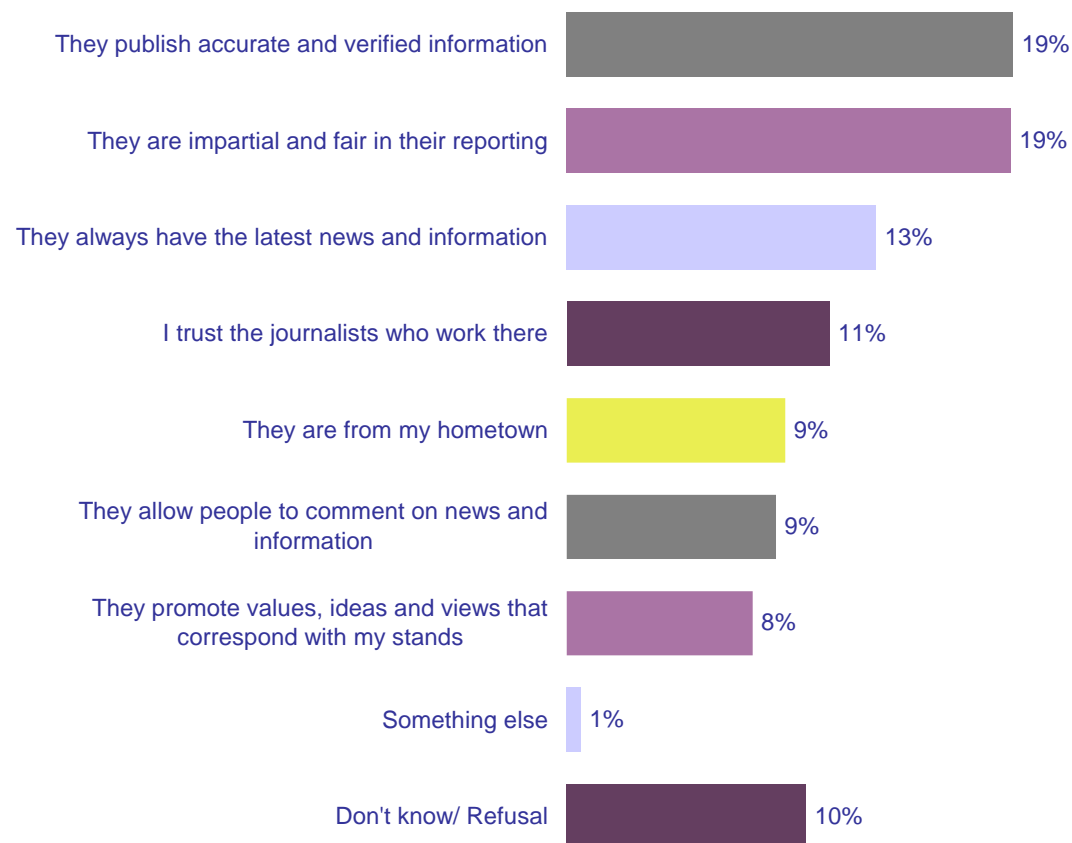
Multiple answers; Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Television	87.0	88	86	86	88	90	81	93	84	89	85	89	66	89	85	88	92	84	87	89	85
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	38.5	38	39	51	42	31	15	16	28	40	48	39	35	40	39	32	43	42	38	35	41
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	34.8	36	34	36	39	33	26	22	28	36	41	33	56	32	33	32	42	41	28	35	35
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	32.1	32	32	31	37	28	28	35	24	34	34	32	27	32	32	29	31	33	37	31	33
Online media (such as news web portals, online news magazines and news blogs)	31.5	36	27	42	33	29	11	18	24	32	40	30	53	29	33	32	31	34	26	29	34
Radio	31.1	28	34	21	24	40	55	57	44	28	21	32	17	27	30	40	29	23	33	32	30
Print newspapers and magazines	27.4	26	29	22	24	31	40	37	29	30	20	26	46	17	27	28	22	26	34	28	27
Refusal	5.9	6	6	3	4	6	15	7	13	3	4	6		11	7	6	4	6	6	7	5

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Television	87.0	89	90	78	91	81	85	83	90	86	91	81	80
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	38.5	42	43	25	28	58	41	49	34	26	43	42	40
Investigative reporting outlets (such as Kallxo.com (BIRN), Insajderi, Preportr by Kosovo Center for Investigative Journalism)	34.8	39	35	26	32	39	52	38	33	35	34	47	29
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	32.1	31	38	23	33	30	35	37	30	28	33	33	34
Online media (such as news web portals, online news magazines and news blogs)	31.5	37	31	22	24	47	21	32	31	26	32	41	33
Radio	31.1	28	28	43	38	18	25	25	34	37	31	19	29
Print newspapers and magazines	27.4	27	21	40	30	23	9	24	29	32	28	25	21
Refusal	5.9	3	5	14	8	2	10	4	6	10	2	4	11

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				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.39		0.00				0.00				0.57			0.01					0.09	
They publish accurate and verified information	19.2	21	18	24	18	19	12	11	12	23	21	19	25	21	17	23	20	18	19	17	21
They are impartial and fair in their reporting	19.1	21	17	13	18	25	25	24	27	15	17	18	25	30	23	13	14	20	22	18	20
They always have the latest news and information	13.3	13	13	16	14	10	12	24	9	14	15	13	19		13	11	14	11	19	11	15
I trust the journalists who work there	11.3	10	13	8	10	15	15	10	10	13	10	11	10	11	10	12	15	13	9	11	11
They are from my hometown	9.4	9	9	13	8	6	8	7	7	11	9	10	5		12	6	12	8	4	12	8
They allow people to comment on news and information	9.0	8	10	10	10	10	2	5	7	10	10	9	8	27	8	11	5	12	9	9	9
They promote values, ideas and views that correspond with my stands	8.0	8	8	9	7	7	8	12	6	8	10	8	6		7	9	6	12	6	10	6
Something else	0.6	1	0	1	0	1	0		0	1		1			0	1		2		1	0
Don't know/ Refusal	10.3	9	12	6	14	7	17	7	23	6	7	11	2	11	9	13	15	4	11	11	10
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.01			0.00			0.00		0.00			
They publish accurate and verified information	19.2	18	21	18	17	24	22	18	20	19	15	20	30
They are impartial and fair in their reporting	19.1	19	21	15	21	15	21	19	20	24	17	20	18
They always have the latest news and information	13.3	13	11	18	11	18	12	16	12	8	15	11	17
I trust the journalists who work there	11.3	11	12	11	14	6	22	7	14	12	12	15	6
They are from my hometown	9.4	9	12	6	9	10	4	17	5	8	13	9	1
They allow people to comment on news and information	9.0	12	7	8	8	11	12	6	11	7	11	11	4
They promote values, ideas and views that correspond with my stands	8.0	9	7	8	9	6	1	7	9	6	9	11	4
Something else	0.6	1	1	0	0	1		1	0	1	0		1
Don't know/ Refusal	10.3	8	9	16	11	9	6	9	10	14	7	3	18
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

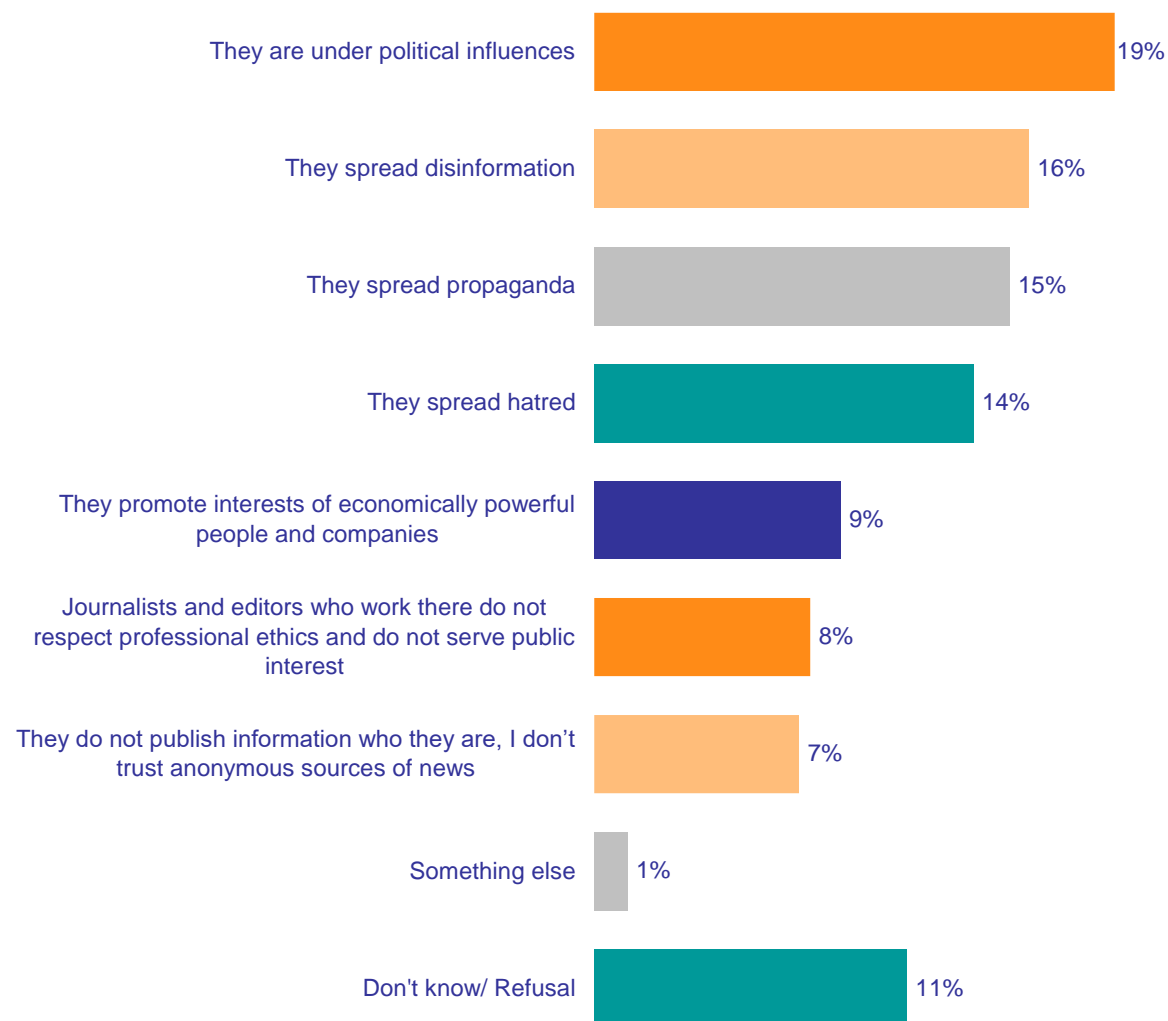
Multiple answers; Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
They publish accurate and verified information	47.9	50	46	52	44	49	46	29	50	48	49	48	41	54	47	47	49	43	53	45	50
They are impartial and fair in their reporting	44.5	44	45	43	41	52	46	57	46	42	45	45	44	41	47	39	39	51	45	43	46
They always have the latest news and information	40.9	42	40	47	38	34	44	44	31	45	44	41	39	28	42	38	39	37	49	41	41
I trust the journalists who work there	31.3	28	34	27	35	33	30	40	26	35	28	32	24	32	30	32	35	30	30	32	31
They allow people to comment on news and information	28.2	27	29	32	31	27	16	28	20	31	32	28	31	38	26	28	24	38	28	31	26
They promote values, ideas and views that correspond with my stands	25.4	27	24	30	23	23	24	31	18	29	26	26	22	9	27	27	25	25	21	29	23
They are from my hometown	18.6	17	21	23	19	14	15	24	13	21	19	19	20	11	20	20	19	19	13	19	18
Something else	0.8	1	0	1	0	2	0	3	0	1		1	1		1	1		2		1	0
Don't know/ Refusal	10.3	9	12	6	14	7	17	7	23	6	7	11	2	11	9	13	15	4	11	11	10

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
They publish accurate and verified information	47.9	47	47	50	47	48	65	43	52	49	48	49	47
They are impartial and fair in their reporting	44.5	43	47	42	47	42	36	44	45	45	44	43	46
They always have the latest news and information	40.9	41	41	41	39	44	46	45	39	34	45	35	42
I trust the journalists who work there	31.3	30	32	33	33	26	55	25	35	31	32	45	21
They allow people to comment on news and information	28.2	31	29	21	27	32	15	26	30	26	34	25	14
They promote values, ideas and views that correspond with my stands	25.4	26	26	23	26	26	12	25	26	20	31	25	17
They are from my hometown	18.6	19	22	12	19	19	12	29	13	16	24	22	5
Something else	0.8	1	1	0	1	1		1	1	2	0		1
Don't know/ Refusal	10.3	8	9	16	11	9	6	9	10	14	7	3	18

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

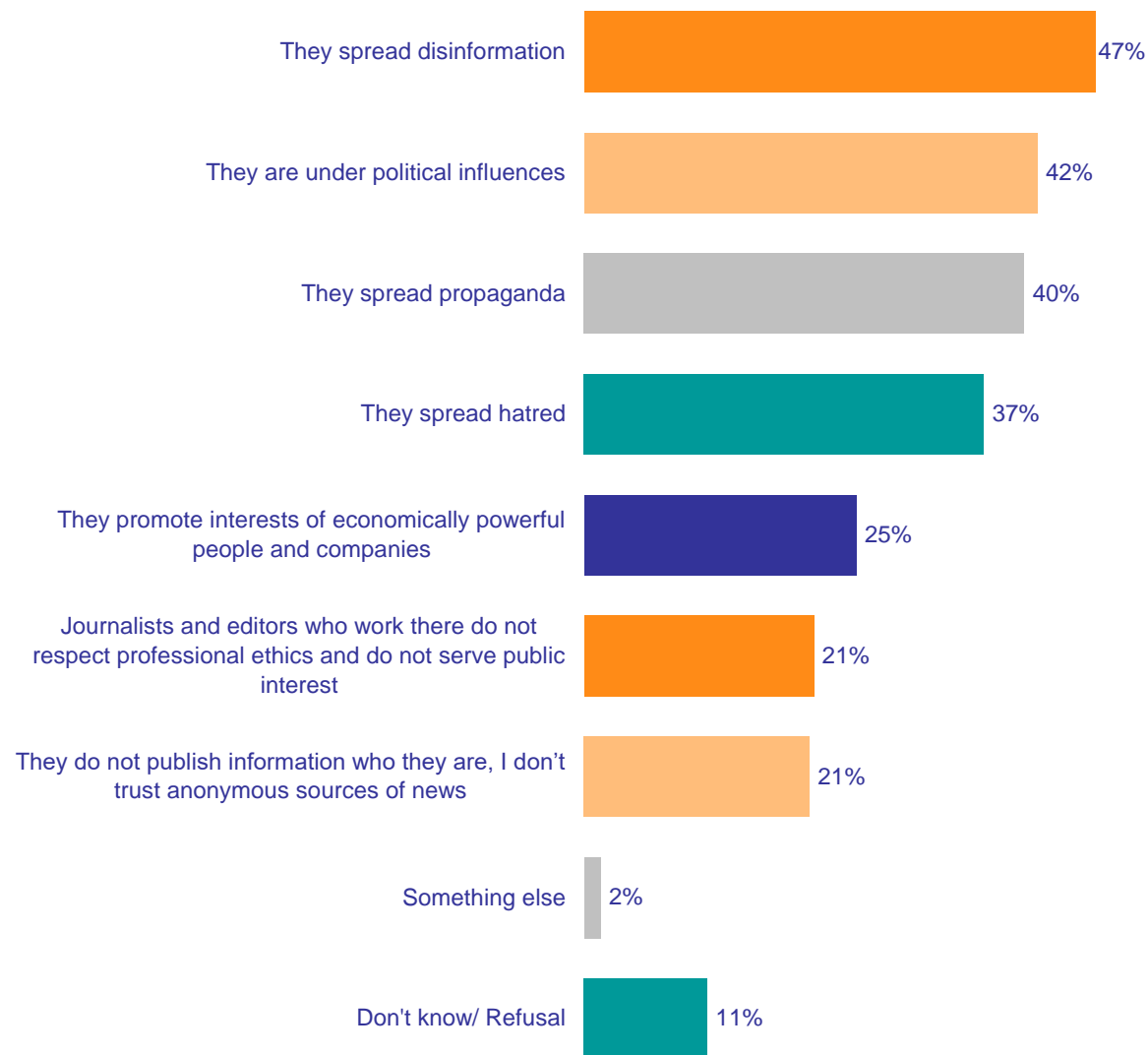
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.00				0.00				0.47			0.25					0.12	
They are under political influences	18.8	20	17	22	19	19	12	11	13	21	20	19	23	11	17	22	19	21	15	17	20
They spread disinformation	15.7	16	15	15	15	17	16	13	13	18	15	16	20		16	20	8	20	14	18	14
They spread propaganda	15.0	16	14	13	16	17	14	28	13	15	15	15	15		17	13	16	9	19	15	15
They spread hatred	13.7	13	15	15	14	13	11	14	13	14	14	13	12	27	13	12	12	16	18	12	16
They promote interests of economically powerful people and companies	8.9	10	8	11	8	7	8	6	10	9	10	9	7	11	9	6	13	10	7	8	10
Journalists and editors who work there do not respect professional ethics and do not serve public interest	7.8	6	9	7	8	9	6	13	8	8	6	8	6	21	8	6	9	9	6	9	7
They do not publish information who they are, I don't trust anonymous sources of news	7.4	8	7	9	7	8	6	5	3	8	11	7	13	19	7	8	8	7	9	7	8
Something else	1.2	2		1	2	1	1		2	0	2	1	2	11	1		4	1	1	1	1
Don't know/ Refusal	11.3	9	14	6	11	10	25	11	26	7	6	12	2		12	14	11	8	11	14	9
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
They are under political influences	18.8	18	20	19	14	28	15	23	17	15	18	18	26
They spread disinformation	15.7	17	13	18	16	12	32	15	16	12	16	22	16
They spread propaganda	15.0	15	17	12	15	16	10	20	13	17	15	18	11
They spread hatred	13.7	14	15	11	15	13	3	12	15	13	15	10	13
They promote interests of economically powerful people and companies	8.9	10	10	6	8	9	17	8	9	7	11	10	4
Journalists and editors who work there do not respect professional ethics and do not serve public interest	7.8	7	8	10	8	8	4	9	7	9	9	11	1
They do not publish information who they are, I don't trust anonymous sources of news	7.4	9	7	4	8	7	13	9	7	7	8	5	7
Something else	1.2	2	0	1	1	3		1	1	1	1		2
Don't know/ Refusal	11.3	8	10	20	15	4	6	4	14	19	6	5	19
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



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

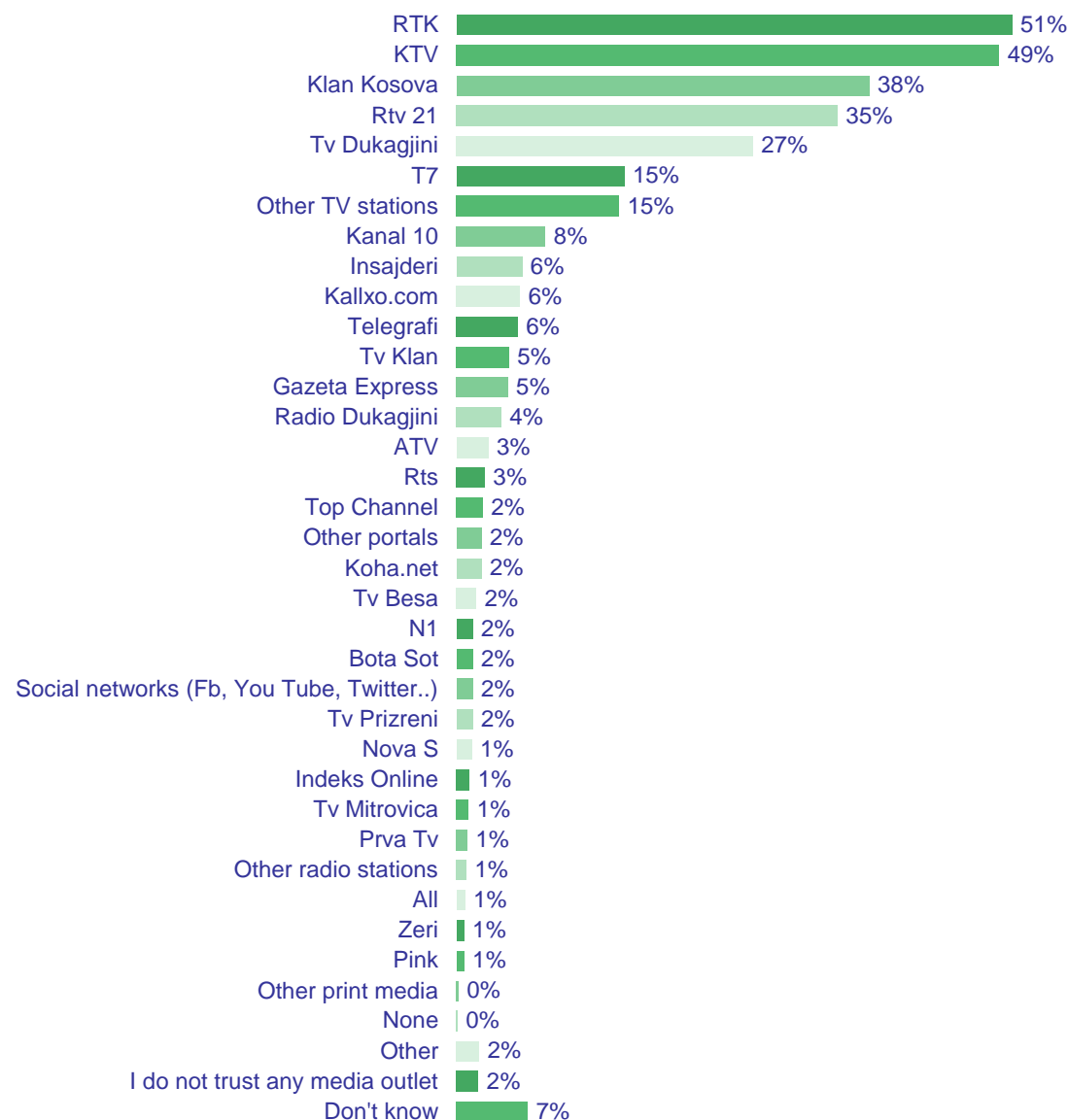
Multiple answers; Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
They spread disinformation	46.9	47	47	50	48	47	38	31	42	51	48	48	52	9	49	46	37	43	58	47	47
They are under political influences	41.6	45	39	44	41	43	35	38	33	46	42	41	46	62	41	42	40	45	40	37	46
They spread propaganda	40.4	40	40	40	44	41	33	48	30	46	39	41	36	21	40	44	42	32	43	42	39
They spread hatred	36.7	37	36	42	37	29	35	40	30	39	37	37	27	49	34	44	33	35	40	36	37
They promote interests of economically powerful people and companies	25.0	26	25	25	28	24	21	37	19	26	28	25	31	11	25	19	31	27	25	24	26
Journalists and editors who work there do not respect professional ethics and do not serve public interest	21.1	21	21	25	21	18	17	32	18	22	21	21	23	21	19	21	24	27	17	24	18
They do not publish information who they are, I don't trust anonymous sources of news	20.7	21	20	26	21	17	13	8	12	22	29	20	31	19	22	23	16	22	18	20	21
Something else	1.5	3	0	1	3	1	1		2	0	3	1	2	11	2		4	1	1	1	2
Don't know/ Refusal	11.3	9	14	6	11	10	25	11	26	7	6	12	2		12	14	11	8	11	14	9

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
They spread disinformation	46.9	47	49	43	46	49	40	53	45	39	50	54	45
They are under political influences	41.6	42	43	39	38	47	66	43	42	35	44	47	41
They spread propaganda	40.4	41	43	35	39	43	48	49	36	35	43	54	33
They spread hatred	36.7	34	41	33	40	33	22	36	38	36	42	24	28
They promote interests of economically powerful people and companies	25.0	28	25	20	22	27	49	29	23	21	28	30	20
Journalists and editors who work there do not respect professional ethics and do not serve public interest	21.1	21	20	23	20	24	12	23	20	21	25	26	9
They do not publish information who they are, I don't trust anonymous sources of news	20.7	24	20	16	19	24	28	22	20	15	22	19	23
Something else	1.5	2	1	1	1	3		1	2	2	1		2
Don't know/ Refusal	11.3	8	10	20	15	4	6	4	14	19	6	5	19

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				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
RTK	50.6	49	52	46	47	53	64	68	59	52	40	55		41	52	51	54	42	53	52	49
KTV	49.4	47	51	42	47	53	66	44	66	47	40	53		52	53	50	54	35	49	55	44
Klan Kosova	37.6	37	38	40	37	37	33	34	28	44	37	40		52	38	40	43	26	38	40	35
Rtv 21	34.7	32	37	29	28	41	52	40	49	32	26	37		32	34	38	41	25	34	39	31
Tv Dukagjini	27.0	29	25	23	27	28	35	39	28	26	26	29		32	23	42	30	19	21	28	26
T7	15.3	17	13	16	17	15	12	6	11	18	16	16		21	17	18	14	13	12	16	14
Other TV stations	14.8	16	14	17	14	16	11	28	5	16	18	12	49	8	13	14	10	23	18	14	16
Kanal 10	8.1	8	8	8	8	8	9	10	9	9	5	9			9	9	4	7	11	8	9
Insajderi	6.0	7	5	9	8	3	0		2	6	10	6		11	7	8	8	2	3	8	4
Kallxo.com	5.8	6	5	10	5	3	3		4	5	9	6			7	9	6	3	2	6	5
Telegrafi	5.6	7	4	8	7	2	2		2	6	9	5	6	11	6	6	5	5	6	5	6
Tv Klan	4.8	3	6	3	5	7	7	12	7	4	4	5	2		6	6	5	4	1	5	5
Gazeta Express	4.7	5	4	6	6	3	2		2	5	8	5		11	3	8	7	4	1	5	4
Radio Dukagjini	4.1	3	5	4	4	5	2		4	4	4	4		21	4	5	8	3	0	3	5
ATV	2.9	2	3	2	3	4	4		4	3	2	3			2	3	2	1	7	3	3
Rts	2.6	2	3	1	4	4				2	6		34	8	2			11	3	2	3
Top Channel	2.4	2	3	1	2	2	5	3	2	3	2	3			1	7	2	2	0	3	2
Other portals	2.3	2	2	3	2	3	1			4	2	1	16	11	2	2	1	5	2	1	3
Koha.net	2.3	2	2	2	3	2	2		1	2	5	2	2		2	3	2	3	1	3	2
Tv Besa	1.8	1	2	3	1	2			2	2	2	2			1	0	9			2	1
N1	1.5	2	1	3	1	1				2	3		22		2			6			3
Bota Sot	1.5	2	1	0	3	1	2		1	1	2	2			2	1	2	2		1	2
Social networks (Fb, You Tube, Twitter..)	1.5	2	1	2	2	1			1	1	3	1	4	11	3	1	1	1	0	1	2
Tv Prizreni	1.5	1	2	3	0	1			2	2	1	2			0		8			1	2
Nova S	1.4	2	1	4	1					1	3		19		1			6	1		2
Indeks Online	1.2	2	1	2	1	0	1			1	2	1			2	2	1	0		2	1
Tv Mitrovica	1.1	1	2	1	1	0	2		1	2	1	1			0		0	7		2	0
Prva Tv	1.0	1	1	1	1	1	1			1	1		15		1			3			2
Other radio stations	0.9	1	1	1	1	0	2		1	1	0	1		8	0	3		2	1	1	1
All	0.8	1	0	1	0	2			1	0	1	1			0	1	1		2	0	1
Zeri	0.7	1	0	1	1	1	0		2	0		1			1		2	1			1
Pink	0.7	0	1	1	1		1			1	1		10		1			2	1	0	1
Other print media	0.2	0	0	0	0	0	0				1	0				1	0			0	0
None	0.1	0				1				0		0						1			0
Other	2.1	2	3	3	2	0	1			3	3	1	22		2	0		8	2	1	3
I do not trust any media outlet	2.0	2	2	1	3	2	2		5	2	1	2			1	3	3	3	1	1	3
Don't know	6.5	7	6	5	7	7	8	11	9	5	6	6	10		7	4	4	7	11	7	6

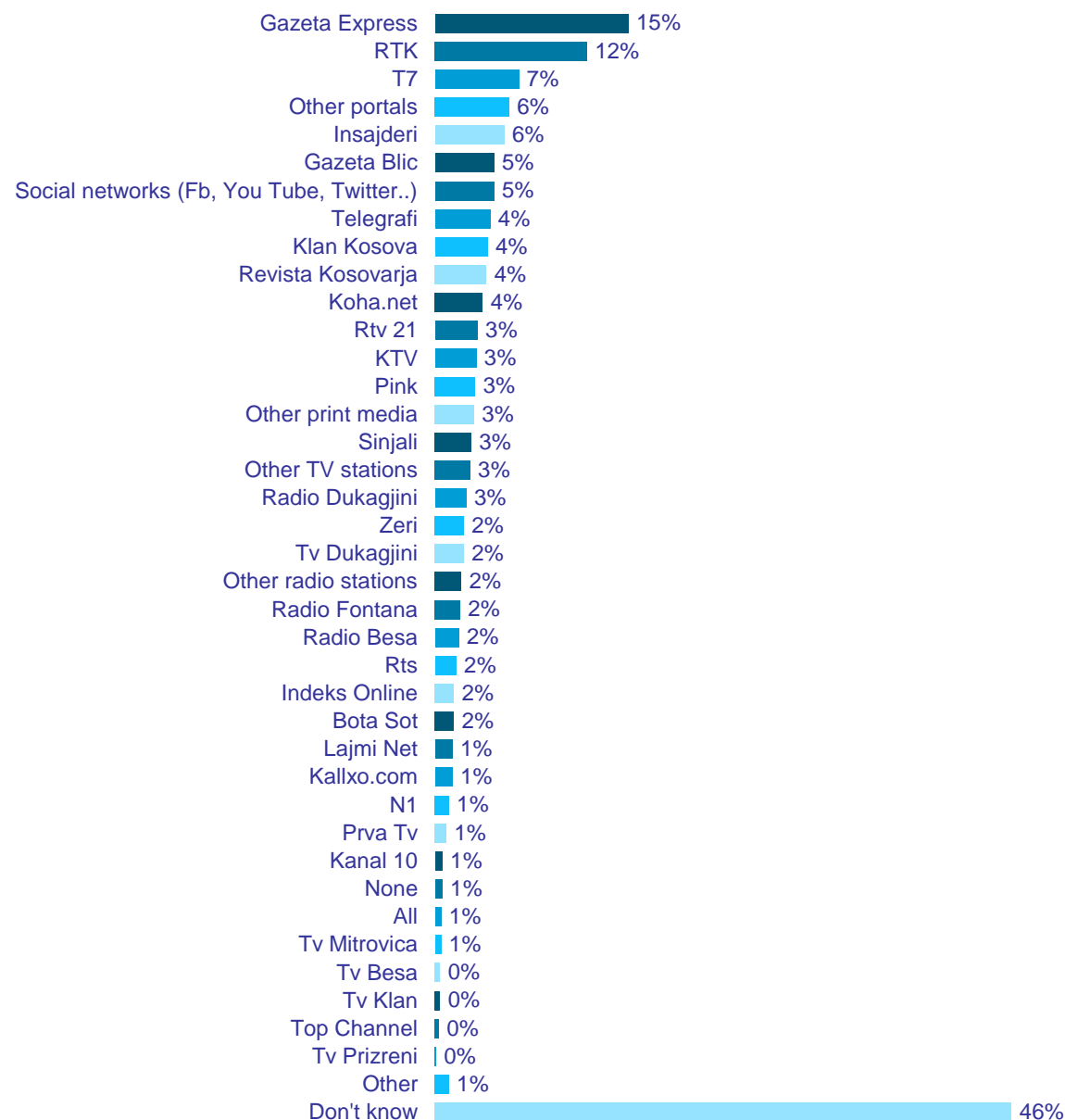
Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

Multiple answers; Base: Total target population

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
RTK	50.6	43	57	54	60	34	45	47	53	53	57	38	33
KTV	49.4	42	57	49	60	30	49	27	62	55	54	33	35
Klan Kosova	37.6	40	36	35	42	32	17	26	44	30	43	29	36
Rtv 21	34.7	26	36	48	43	23	13	19	43	43	35	31	24
Tv Dukagjini	27.0	26	26	30	29	21	54	22	30	24	26	29	34
T7	15.3	16	15	14	17	13	7	8	20	13	17	15	13
Other TV stations	14.8	15	17	12	13	19	14	28	8	15	17	17	7
Kanal 10	8.1	8	7	10	9	8		7	9	6	12	0	3
Insajderi	6.0	7	4	7	4	11		6	6	4	6	9	5
Kallxo.com	5.8	8	3	6	4	10	3	7	5	4	4	7	12
Telegrafi	5.6	7	5	4	3	10	22	5	6	2	5	12	10
Tv Klan	4.8	4	7	4	5	4		5	5	7	5	5	1
Gazeta Express	4.7	4	7	2	2	11		5	4	3	6	5	3
Radio Dukagjini	4.1	4	5	2	4	2	39	3	5	2	6	2	2
ATV	2.9	3	4	1	4	1		1	4	3	3	5	1
Rts	2.6	4	2	1	2	3	3	2	3	3	2	8	2
Top Channel	2.4	2	3	2	3	1		1	3	3	3	0	1
Other portals	2.3	3	2	2	1	4	14	3	2	2	2	7	1
Koha.net	2.3	3	1	2	2	3	4	1	3	3	2	2	2
Tv Besa	1.8	2	3	1	1	3		4	1	1	2		1
N1	1.5	2	1	2	0	3	5	4	0	1	1	3	3
Bota Sot	1.5	2	1	1	0	3	11	2	1	2	1	1	1
Social networks (Fb, You Tube, Twitter..)	1.5	2	1	2	1	3		1	2	1	1	4	1
Tv Prizreni	1.5	1	3		1	3		3	1	1	2		
Nova S	1.4	2	1	1		4		3	0	1	1		3
Indeks Online	1.2	1	1	1	1	2		1	1	0	2	2	1
Tv Mitrovica	1.1	1	2	1	1	1		2	1	1	2		
Prva Tv	1.0	1	1	1	0	2		2	1	0	1	3	2
Other radio stations	0.9	1	0	2	1	1			1	2	1		0
All	0.8	2		0	1	1			1		1	1	2
Zeri	0.7	0	1	0	1	1			1	2	0		0
Pink	0.7	1	0	2	1	1			1	1		3	1
Other print media	0.2	0	0		0	0			0	0	0	0	0
None	0.1		0		0			0		0			
Other	2.1	2	2	3	1	4	10	5	1	1	2	4	3
I do not trust any media outlet	2.0	2	2	2	1	3		3	1	3	2	3	1
Don't know	6.5	7	4	10	6	7	6	7	5	5	4	9	14

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				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Gazeta Express	15.4	15	16	17	20	9	11	27	9	15	19	17		11	17	13	19	15	11	19	12
RTK	12.1	15	10	11	13	14	8	10	8	10	18	12	5	40	12	13	16	11	6	15	10
T7	6.7	6	7	7	7	7	5	11	5	6	9	7		11	8	5	7	6	6	5	8
Other portals	5.9	5	7	8	6	5	4	13	5	6	6	6	3		5	4	11	6	3	5	7
Insajderi	5.5	5	6	5	8	5	2		3	8	5	6			5	7	8	7	2	7	4
Gazeta Blic	4.7	3	6	7	4	1	5		3	6	4	4	10		6	3	6	6	0	4	5
Social networks (Fb, You Tube, Twitter..)	4.7	6	3	4	5	8	2	3	4	5	5	5	2		4	4	7	4	5	4	6
Telegrafi	4.4	4	5	6	5	3	1	2	3	5	5	4	4	11	3	3	8	7	1	4	4
Klan Kosova	4.2	2	6	5	5	4	0		3	4	6	4		11	3	4	7	5	3	3	5
Revista Kosovarja	4.1	4	5	4	7	2	2			6	5	5			4	4	4	4	4	5	4
Koha.net	3.8	3	5	5	5	1	2	5	1	5	5	4			4	4	2	4	4	4	3
Rtv 21	3.4	5	2	4	3	5	3		3	3	4	4			3	4	2	4	5	4	3
KTV	3.3	4	3	4	3	2	2		3	3	4	4			2	5	4	3	4	3	4
Pink	3.2	4	2	4	4	3				3	7		45		4			13		1	5
Other print media	3.1	1	5	4	2	2	5	7	4	2	4	3			4	4	3	2	2	2	4
Sinjali	2.9	3	3	2	3	3	4	11	1	3	3	3			3	3	4	0	4	4	2
Other TV stations	2.8	4	1	3	4	2	1	4	1	3	4	1	27		3	1	2	8	2	1	4
Radio Dukagjini	2.5	2	3	1	4	0	6	14	2	2	2	3			3	2	3	3		3	2
Zeri	2.3	2	3	3	2	4	1		1	3	3	2		19	3	3	2	2		2	2
Tv Dukagjini	2.3	3	2	1	4	1	2		2	2	3	3			3	3	2	2	1	2	2
Other radio stations	2.1	1	4	1	2	2	3	19		2	2	2			2	6	0		2	2	2
Radio Fontana	2.0	2	2	4	1		1		2	2	2	2			1	3	5	2		3	1
Radio Besa	1.9	1	3	1	1	2	6	9	3	1	1	2			3	2	2	0	1	3	1
Rts	1.7	3	1	3	3		0			2	2	0	24		4			3			3
Indeks Online	1.5	2	1	2	2	1			1	2	2	2			2	1	3	1		2	1
Bota Sot	1.5	1	2	2	1	3	1		1	1	3	2			2	1	1	3		2	2
Lajmi Net	1.4	2	1	1	3	1				2	2	2			1	1	2	1	2	2	1
Kallxo.com	1.4	1	1	2	1	2	1			3	1	2			1	3	0	2	1	1	1
N1	1.1	2	0	0	2	1	1			1	3		16		2			2	2	0	2
Prva Tv	0.9	2		2	1					1	2		13		1			4			2
Kanal 10	0.6	1		1	1	0				1	1	1			1		0	2		1	1
None	0.6	1	0		0	2	1		1	0	0	1			1	1		0	0	1	1
All	0.5	1	1		0	0	3		1	0	1	1			1	1	0			0	1
Tv Mitrovica	0.5	1	0	1	0	1			0	1	0	1			0		1	1	0	1	0
Tv Besa	0.4		1	1	1			5		0	1	0			0			3		0	0
Tv Klan	0.4		1		1				1	0		0			0				2	0	0
Top Channel	0.3	0	0	0	0	0	0			1	0	0				0	0	0	1	0	0
Tv Prizreni	0.1	0		0			0			0		0					1				0
Other	1.1	1	1	1	1	1	0			1	2	1	4		2	1	0	1		2	1
Don't know	45.9	43	49	41	40	52	60	45	63	44	33	48	16	38	45	48	37	36	65	48	44

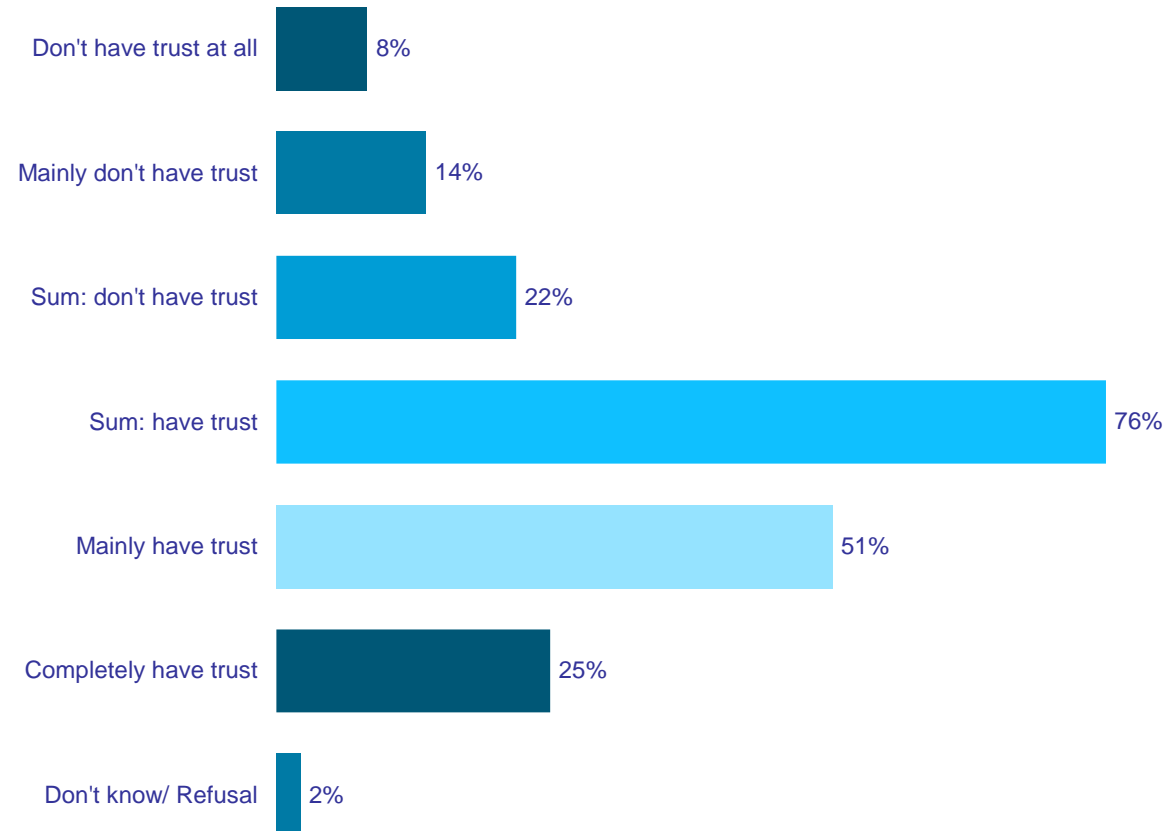
And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

Multiple answers; Base: Total target population

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Gazeta Express	15.4	14	19	12	13	18	24	22	12	11	19	10	13
RTK	12.1	17	9	8	11	13	14	11	13	13	11	14	12
T7	6.7	7	7	6	6	7	19	7	7	4	8	4	6
Other portals	5.9	5	8	4	5	9		8	4	4	7	7	4
Insajderi	5.5	7	6	3	5	6	6	3	7	4	8	4	2
Gazeta Blic	4.7	4	4	6	4	6		12	1	3	7	5	1
Social networks (Fb, You Tube, Twitter..)	4.7	7	3	3	5	5	5	6	4	4	3	1	11
Telegrafi	4.4	4	5	4	4	3	28	5	4	3	6	3	3
Klan Kosova	4.2	4	6	1	3	2	42	4	4	2	6	2	3
Revista Kosovarja	4.1	5	4	1	4	5		7	3	2	6	4	1
Koha.net	3.8	4	5	2	4	5		7	2	5	5	4	0
Rtv 21	3.4	4	3	3	3	3	2	6	2	4	3	1	4
KTV	3.3	2	5	2	2	4	8	6	2	4	2	4	5
Pink	3.2	4	2	2	1	6	3	7	1	3	1	13	4
Other print media	3.1	3	4	3	3	3		7	1	2	4	2	1
Sinjali	2.9	4	3	1	3	2		2	3	2	5	1	0
Other TV stations	2.8	5	1	2	2	4	3	4	2	3	2	9	3
Radio Dukagjini	2.5	2	2	3	3	1		6	1	3	3		
Zeri	2.3	3	2	1	2	1	25	2	3	1	4	2	
Tv Dukagjini	2.3	2	3	1	2	3		2	2	1	2	6	2
Other radio stations	2.1	1	4	1	2	2		6	0	3	3	2	
Radio Fontana	2.0	2	3	1	1	3		4	1	0	4		
Radio Besa	1.9	1	2	3	2	1		5	0	3	2		
Rts	1.7	3		2	1	4		4	0	0	1	6	3
Indeks Online	1.5	2	2	0	1	2	1	1	2	1	2	1	2
Bota Sot	1.5	2	2	0	2		9	0	2	0	2	1	2
Lajmi Net	1.4	3	0	1	2	0		1	1	1	2	0	
Kallxo.com	1.4	2	1	1	2	1		1	2	0	2	2	
N1	1.1	2		1	1	1	10	2	1	0	0	11	
Prva Tv	0.9	1	1	1	0	2		3		1	1		2
Kanal 10	0.6	1	0		1	1		2	0		1		0
None	0.6	1	0	0	1	0			1	0		3	2
All	0.5	1	0	1	0	1		1	0	1	1		
Tv Mitrovica	0.5	0	1	0	0	1		1	0	1	1		0
Tv Besa	0.4		1		1	0		1	0	0	1		
Tv Klan	0.4		1		1			0	0		1		
Top Channel	0.3	0	0	0	0				0		0	1	
Tv Prizreni	0.1	0	0		0	0			0		0	1	
Other	1.1	0	1	2	1	1	6	2	1	2	1		
Don't know	45.9	41	45	57	53	36	17	25	56	52	41	43	53

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

Base: Total target population

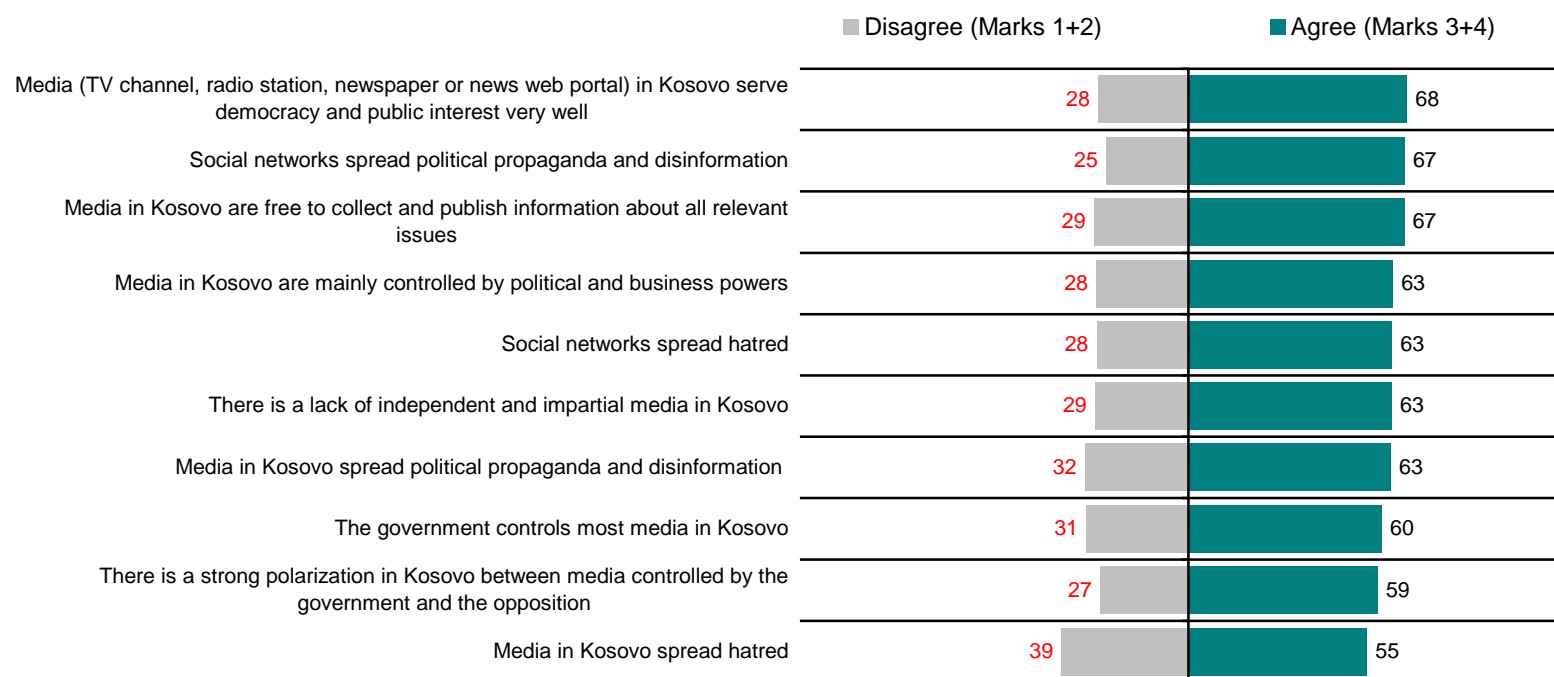
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Don't have trust at all	8.3	9	8	7	11	9	5	7	5	7	14	7	27	11	7	9	7	15	3	8	8
Mainly don't have trust	13.7	16	12	13	18	12	9	2	11	12	19	12	23	30	12	11	17	19	13	12	15
Sum: don't have trust	21.9	24	20	20	28	21	14	10	16	19	32	19	50	40	19	19	24	35	17	21	23
Sum: have trust	75.8	73	78	77	70	76	85	90	82	79	64	80	35	60	79	79	75	59	82	78	74
Mainly have trust	50.8	49	53	50	49	54	51	30	58	55	41	54	26	20	53	55	44	38	61	53	49
Completely have trust	25.0	24	26	27	21	21	35	60	24	24	23	26	8	40	26	24	31	21	21	25	25
Don't know/ Refusal	2.2	2	2	3	2	3	1		2	2	3	1	16		2	2	0	6	1	1	3
Total	100%																				
Mean	2.9	2.9	3.0	3.0	2.8	2.9	3.2	3.4	3.0	3.0	2.8	3.0	2.2	2.9	3.0	3.0	3.0	2.7	3.0	3.0	2.9

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Don't have trust at all	8.3	12	7	5	5	13	5	14	6	11	5	18	10
Mainly don't have trust	13.7	14	14	13	12	15	40	18	12	13	12	12	20
Sum: don't have trust	21.9	26	21	17	17	29	44	32	17	24	17	30	31
Sum: have trust	75.8	71	79	79	82	67	56	65	81	74	82	66	65
Mainly have trust	50.8	48	48	59	56	44	27	34	60	49	54	46	45
Completely have trust	25.0	23	30	20	26	24	28	31	21	25	27	20	20
Don't know/ Refusal	2.2	3	1	3	2	4		4	1	1	1	4	4
Total	100%												
Mean	2.9	2.9	3.0	3.0	3.0	2.8	2.8	2.9	3.0	2.9	3.1	2.7	2.8

ATTITUDES AND EXPERIENCES WITH MEDIA

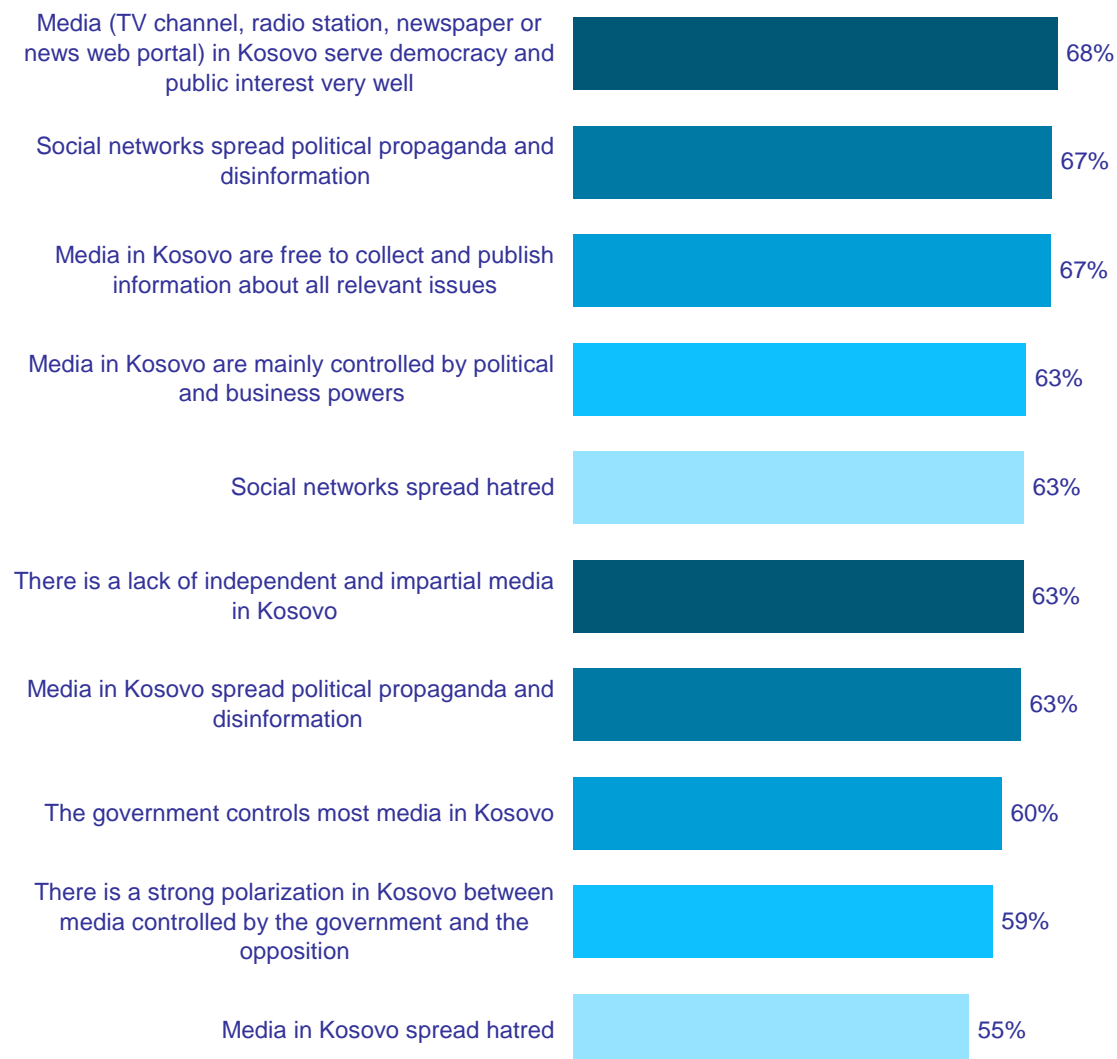
On a scale from 1 to 4, assess how much do you agree with the following statements:

	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 Kosovo serve democracy and public interest very well	1045	10.6	17.2	56.4	11.3	4.5	27.8	67.7	100%
Media in Kosovo are free to collect and publish information about all relevant issues	1045	10.3	18.9	52.3	14.5	4.0	29.2	66.8	
Media in Kosovo are mainly controlled by political and business powers	1045	8.2	20.2	48.0	15.3	8.3	28.4	63.3	
The government controls most media in Kosovo	1045	8.3	23.1	44.3	15.6	8.7	31.4	59.9	
There is a strong polarization in Kosovo between media controlled by the government and the opposition	1045	9.0	18.3	42.9	15.7	14.1	27.2	58.6	
There is a lack of independent and impartial media in Kosovo	1045	9.1	19.7	43.9	19.0	8.3	28.8	62.9	
Media in Kosovo spread political propaganda and disinformation	1045	9.7	22.2	45.8	16.8	5.5	31.9	62.6	
Media in Kosovo spread hatred	1045	11.9	27.3	42.4	12.9	5.5	39.1	55.3	
Social networks spread political propaganda and disinformation	1045	7.5	17.7	45.1	21.8	7.8	25.3	66.9	
Social networks spread hatred	1045	8.4	19.9	42.5	20.5	8.7	28.3	63.0	



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)

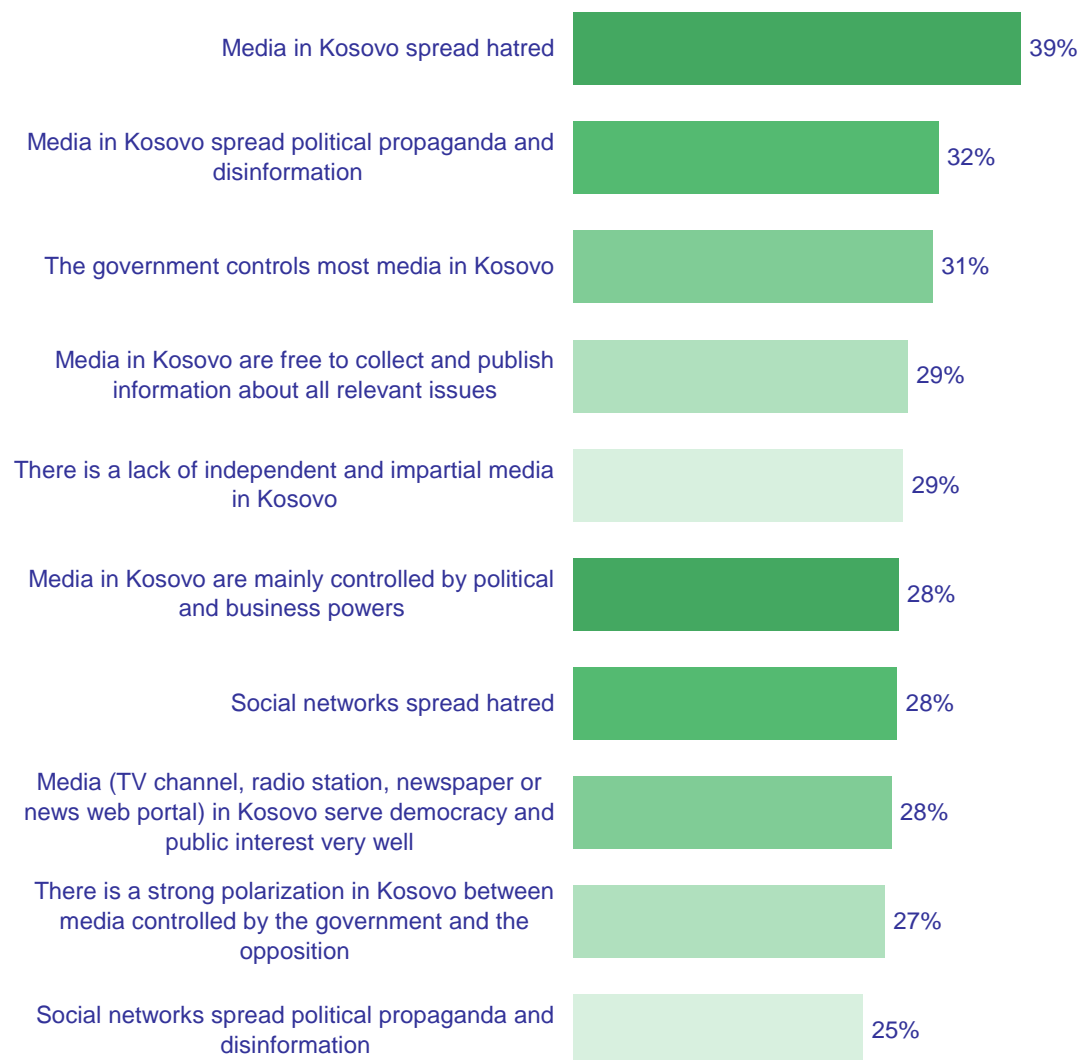
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	67.7	71	64	70	69	66	63	50	69	70	67	70	35	70	68	68	74	55	74	70	66
Social networks spread political propaganda and disinformation	66.9	72	62	70	72	70	46	33	67	68	70	65	85	89	67	65	70	70	63	64	69
Media in Kosovo are free to collect and publish information about all relevant issues	66.8	69	64	64	64	76	66	48	78	66	61	69	42	60	70	72	67	49	72	69	65
Media in Kosovo are mainly controlled by political and business powers	63.3	69	58	60	68	66	57	29	64	65	64	63	77	41	64	62	66	63	61	63	63
Social networks spread hatred	63.0	67	59	66	66	65	47	30	65	65	62	62	68	89	62	62	68	62	63	60	66
There is a lack of independent and impartial media in Kosovo	62.9	69	57	64	66	68	49	30	60	66	64	60	87	89	62	61	68	67	58	62	63
Media in Kosovo spread political propaganda and disinformation	62.6	67	58	63	66	65	52	31	66	65	60	62	73	68	62	62	65	67	60	59	65
The government controls most media in Kosovo	59.9	65	55	56	67	59	54	31	62	65	54	58	89	41	61	61	63	61	53	58	62
There is a strong polarization in Kosovo between media controlled by the government and the opposition	58.6	64	54	61	60	59	50	24	60	60	60	59	55	71	59	59	62	55	57	61	57
Media in Kosovo spread hatred	55.3	55	56	55	56	58	50	28	62	56	52	57	35	57	53	59	60	53	52	55	55

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	67.7	68	67	68	72	64	35	37	85	64	68	69	72
Social networks spread political propaganda and disinformation	66.9	67	73	56	65	69	85	62	70	66	71	68	56
Media in Kosovo are free to collect and publish information about all relevant issues	66.8	68	69	61	74	55	56	37	83	65	66	69	70
Media in Kosovo are mainly controlled by political and business powers	63.3	66	63	59	66	59	45	53	69	64	64	64	61
Social networks spread hatred	63.0	62	67	59	63	61	88	58	67	61	68	64	49
There is a lack of independent and impartial media in Kosovo	62.9	64	63	61	62	63	81	57	67	66	67	62	47
Media in Kosovo spread political propaganda and disinformation	62.6	62	67	56	63	61	66	58	66	67	67	52	50
The government controls most media in Kosovo	59.9	62	59	59	60	61	51	54	64	64	63	56	47
There is a strong polarization in Kosovo between media controlled by the government and the opposition	58.6	61	58	56	59	57	64	48	65	59	65	46	46
Media in Kosovo spread hatred	55.3	52	63	49	58	48	70	44	62	59	60	46	41

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)

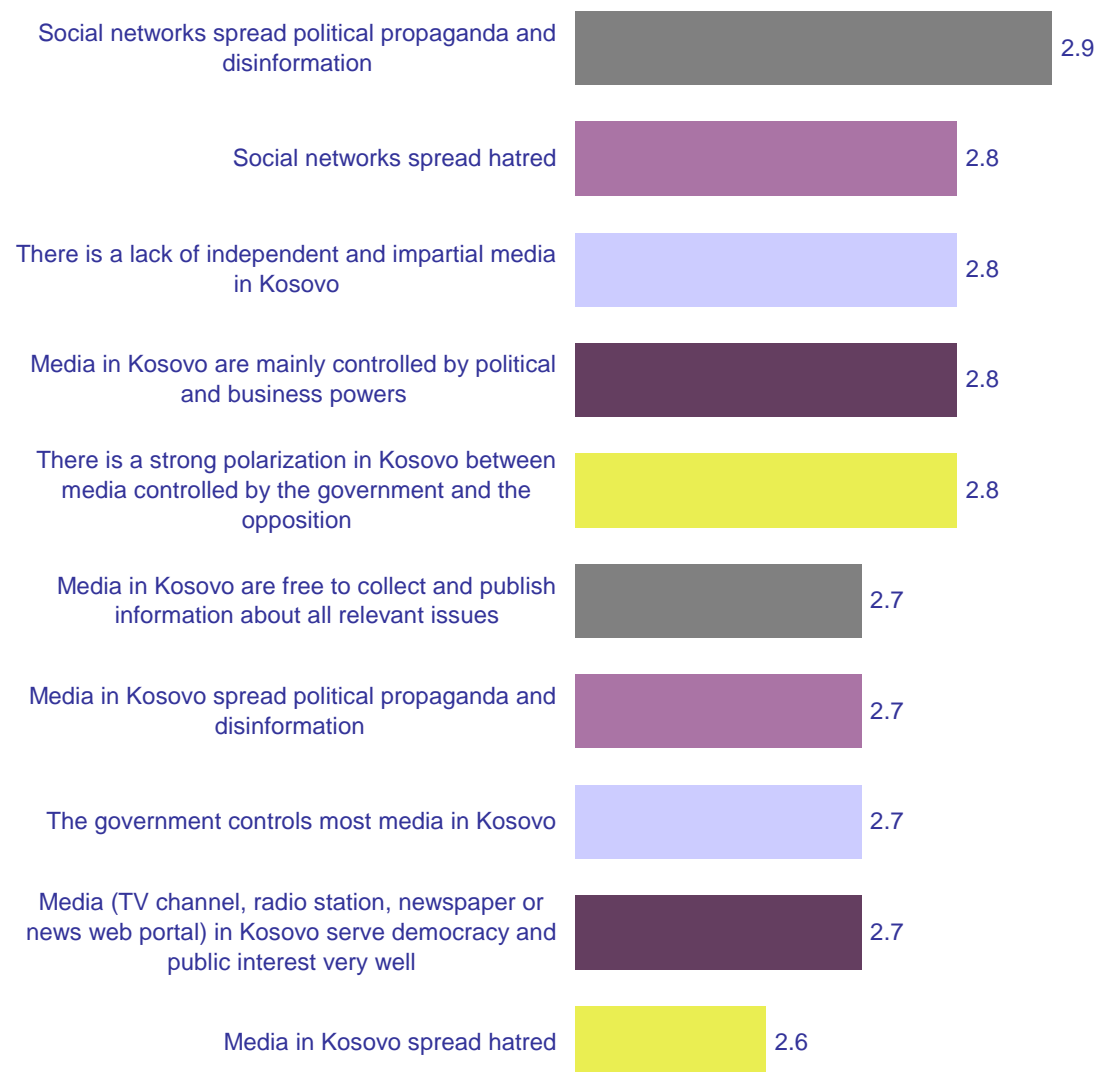
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
Media in Kosovo spread hatred	39.1	41	38	41	41	37	35	62	27	42	43	37	64	43	38	39	38	42	40	38	40
Media in Kosovo spread political propaganda and disinformation	31.9	28	35	34	30	30	33	61	23	33	35	32	25	32	30	36	33	29	33	34	30
The government controls most media in Kosovo	31.4	30	33	37	28	31	28	53	22	30	39	32	10	59	29	33	33	33	31	31	31
Media in Kosovo are free to collect and publish information about all relevant issues	29.2	28	31	33	31	21	27	40	17	31	35	27	56	40	26	25	31	48	20	27	31
There is a lack of independent and impartial media in Kosovo	28.8	25	33	30	28	24	34	55	22	29	31	31	11	11	28	33	29	28	25	29	29
Media in Kosovo are mainly controlled by political and business powers	28.4	24	32	36	24	27	24	57	20	29	31	28	19	59	27	30	28	33	26	28	29
Social networks spread hatred	28.3	24	32	29	30	26	28	46	19	30	32	29	29	11	27	31	27	28	30	29	28
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	27.8	26	30	27	28	30	26	44	21	27	32	25	64	30	29	26	24	42	18	25	30
There is a strong polarization in Kosovo between media controlled by the government and the opposition	27.2	25	30	29	29	21	28	50	13	31	31	27	38	8	27	29	27	32	21	24	30
Social networks spread political propaganda and disinformation	25.3	21	30	27	25	22	28	46	17	28	25	27	12	11	23	30	25	22	27	27	24

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
Media in Kosovo spread hatred	39.1	44	33	41	35	49	24	55	31	34	38	52	44
Media in Kosovo spread political propaganda and disinformation	31.9	34	29	34	30	36	27	41	27	28	31	43	34
The government controls most media in Kosovo	31.4	31	34	26	29	35	42	43	25	24	33	37	33
Media in Kosovo are free to collect and publish information about all relevant issues	29.2	28	30	30	22	41	37	60	13	32	31	30	20
There is a lack of independent and impartial media in Kosovo	28.8	29	29	28	29	30	13	39	24	24	29	32	34
Media in Kosovo are mainly controlled by political and business powers	28.4	28	31	26	24	35	49	42	21	26	31	29	23
Social networks spread hatred	28.3	33	26	24	26	35	6	40	22	26	28	30	31
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	27.8	29	30	23	23	33	59	60	11	32	29	31	19
There is a strong polarization in Kosovo between media controlled by the government and the opposition	27.2	30	29	20	24	33	23	43	19	24	27	37	27
Social networks spread political propaganda and disinformation	25.3	28	22	26	25	28	9	36	20	23	25	26	27

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

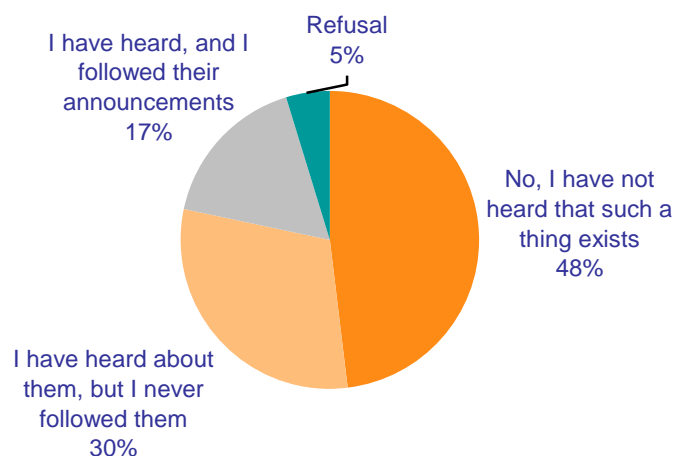
Average values

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1033	516	517	332	332	215	153	42	247	457	282	930	73	29	365	202	171	151	144	465	567
Social networks spread political propaganda and disinformation	2.9	3.0	2.8	2.9	3.0	2.9	2.6	2.4	3.0	2.9	2.9	2.8	3.3	3.3	2.9	2.9	2.9	2.9	2.8	2.8	2.9
Social networks spread hatred	2.8	2.9	2.7	2.8	2.9	2.9	2.6	2.3	2.9	2.8	2.8	2.8	3.0	3.3	2.8	2.8	2.9	2.9	2.8	2.7	2.9
There is a lack of independent and impartial media in Kosovo	2.8	2.9	2.7	2.8	2.9	2.9	2.5	2.3	2.8	2.8	2.8	2.7	3.6	3.3	2.8	2.7	2.7	2.9	2.9	2.8	2.8
Media in Kosovo are mainly controlled by political and business powers	2.8	2.9	2.6	2.7	2.9	2.8	2.7	2.1	2.8	2.8	2.8	2.8	3.2	2.3	2.8	2.7	2.8	2.8	2.8	2.8	2.8
There is a strong polarization in Kosovo between media controlled by the government and the opposition	2.8	2.8	2.7	2.8	2.7	2.9	2.7	2.2	3.0	2.7	2.7	2.8	2.7	3.0	2.8	2.7	2.9	2.7	2.8	2.8	2.8
Media in Kosovo are free to collect and publish information about all relevant issues	2.7	2.8	2.7	2.7	2.7	2.8	2.7	2.6	2.9	2.7	2.6	2.8	2.3	2.7	2.8	2.8	2.7	2.4	2.9	2.7	2.7
Media in Kosovo spread political propaganda and disinformation	2.7	2.8	2.6	2.7	2.8	2.8	2.6	2.3	2.8	2.7	2.7	2.7	2.9	2.9	2.7	2.7	2.7	2.8	2.7	2.7	2.8
The government controls most media in Kosovo	2.7	2.8	2.7	2.7	2.8	2.8	2.7	2.2	2.8	2.8	2.7	2.7	3.3	2.3	2.7	2.7	2.8	2.8	2.7	2.7	2.8
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.4	2.8	2.8	2.6	2.8	2.1	2.6	2.7	2.8	2.7	2.5	2.9	2.7	2.7
Media in Kosovo spread hatred	2.6	2.6	2.6	2.6	2.6	2.7	2.6	2.2	2.7	2.6	2.5	2.6	2.2	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1033	422	394	216	644	352	29	359	660	233	542	86	172
Social networks spread political propaganda and disinformation	2.9	2.9	3.0	2.7	2.8	3.0	3.2	2.8	2.9	2.9	2.9	3.0	2.9
Social networks spread hatred	2.8	2.8	2.9	2.8	2.8	2.9	3.2	2.7	2.9	2.8	2.8	2.9	2.7
There is a lack of independent and impartial media in Kosovo	2.8	2.8	2.8	2.7	2.7	2.9	3.2	2.7	2.8	2.9	2.8	3.0	2.7
Media in Kosovo are mainly controlled by political and business powers	2.8	2.8	2.8	2.7	2.8	2.8	2.7	2.6	2.9	2.8	2.7	2.9	2.9
There is a strong polarization in Kosovo between media controlled by the government and the opposition	2.8	2.7	2.7	2.8	2.8	2.7	3.1	2.5	2.9	2.8	2.8	2.6	2.8
Media in Kosovo are free to collect and publish information about all relevant issues	2.7	2.7	2.8	2.7	2.8	2.6	2.7	2.2	3.0	2.6	2.7	2.7	2.9
Media in Kosovo spread political propaganda and disinformation	2.7	2.7	2.8	2.6	2.7	2.8	2.7	2.7	2.8	2.8	2.7	2.7	2.7
The government controls most media in Kosovo	2.7	2.7	2.7	2.7	2.7	2.8	2.6	2.6	2.8	2.8	2.7	2.8	2.8
Media (TV channel, radio station, newspaper or news web portal) in Kosovo serve democracy and public interest very well	2.7	2.7	2.7	2.8	2.8	2.6	2.3	2.2	3.0	2.6	2.7	2.7	2.9
Media in Kosovo spread hatred	2.6	2.5	2.7	2.5	2.6	2.5	3.0	2.4	2.7	2.7	2.6	2.5	2.5

Have you heard of any media or organization in Kosovo that deals with checking the accuracy of news and information (so-called fact-checkers) such as Krypometër (a section of Kallxo.com)?

Base: Total target population

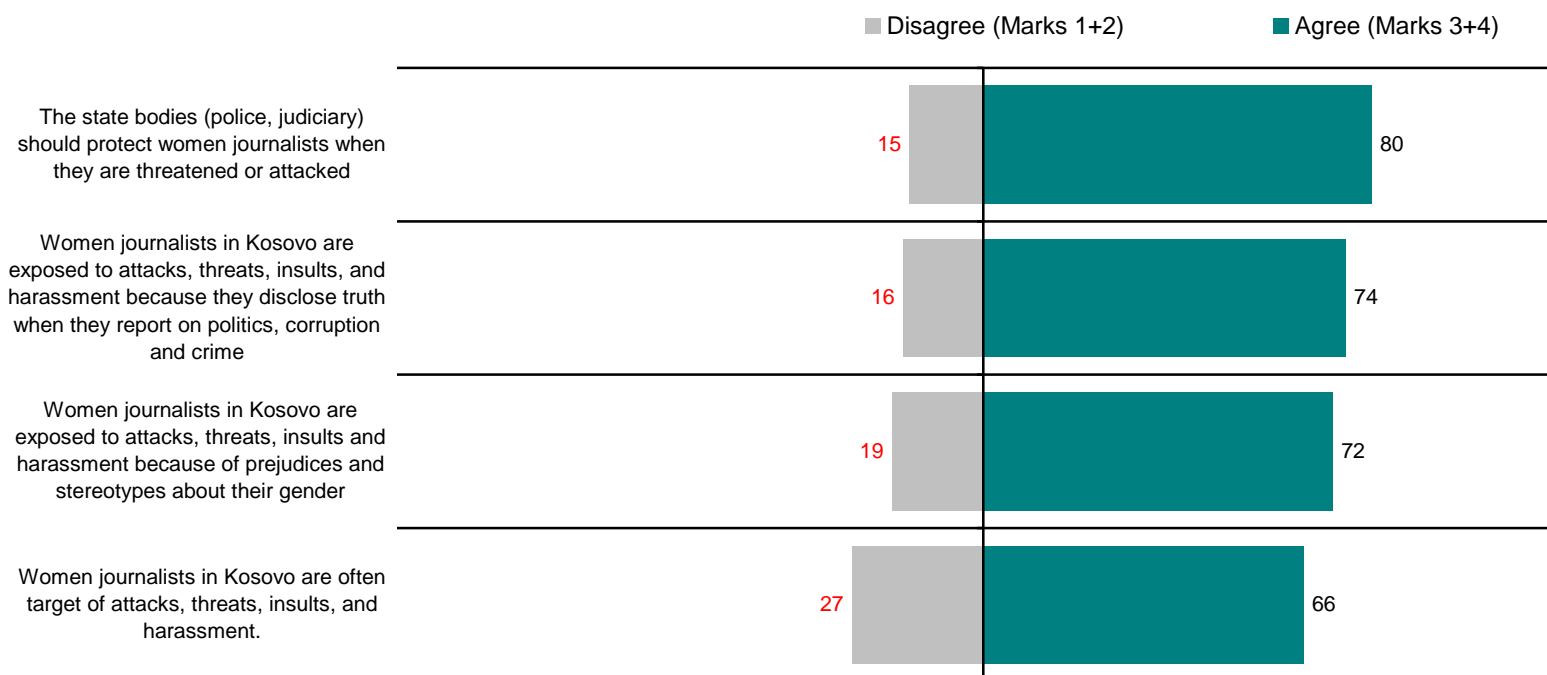


	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.41		0.00				0.00				0.00			0.42					0.01	
No, I have not heard that such a thing exists	48.1	50	46	45	44	49	61	62	54	50	36	45	75	89	48	54	43	52	43	46	49
I have heard about them, but I never followed them	30.3	30	31	34	34	27	19	19	24	33	35	32	13	11	32	27	30	30	32	34	27
I have heard, and I followed their announcements	17.0	16	18	20	19	16	8	7	11	15	27	18	12		15	16	20	16	19	14	20
Refusal	4.6	4	5	1	3	7	12	12	11	2	2	5			5	3	6	2	6	6	4
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
No, I have not heard that such a thing exists	48.1	41	50	59	45	53	52	55	44	59	45	47	42
I have heard about them, but I never followed them	30.3	34	31	22	32	28	30	26	33	26	34	28	26
I have heard, and I followed their announcements	17.0	21	17	9	16	18	18	16	17	9	18	25	21
Refusal	4.6	4	2	11	7	1		2	5	5	3		10
Total		100%											

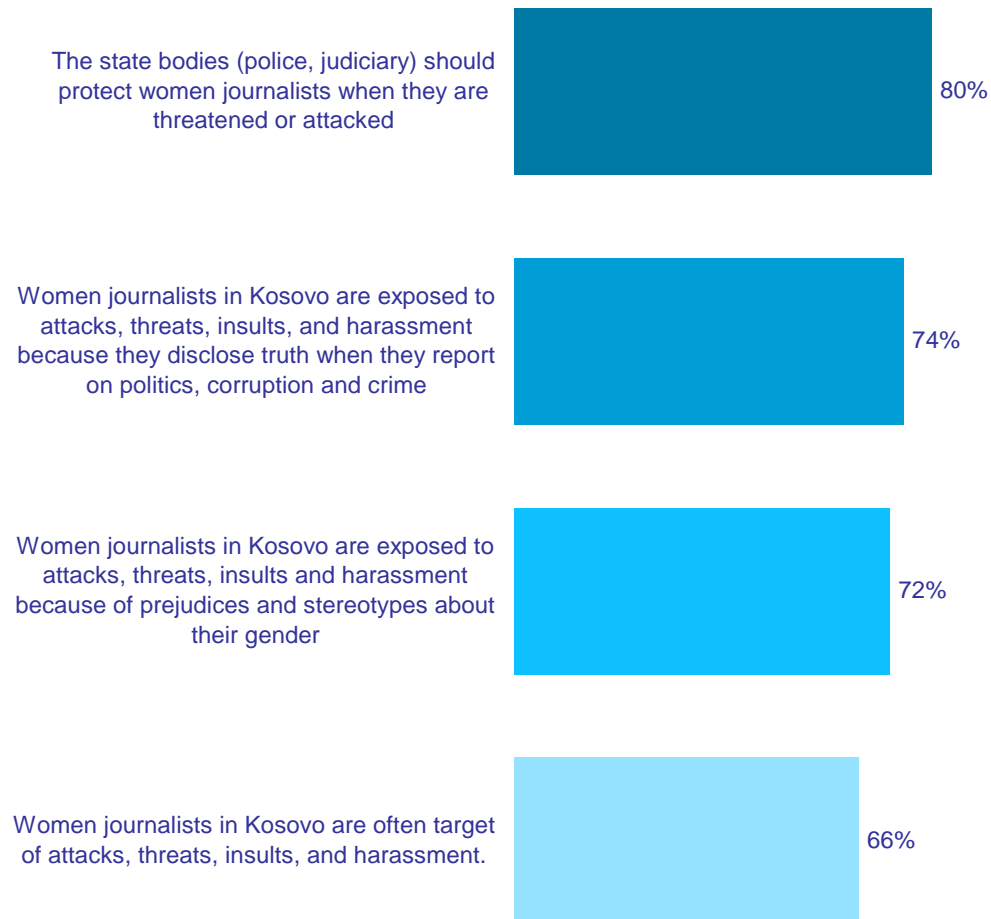
The following statements refer to the position of women journalists in Kosovo. On a scale from 1 to 4 , how much do you agree with each.

	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 Kosovo are often target of attacks, threats, insults, and harassment.	1045	11.7	15.2	41.1	24.6	7.5	26.9	65.6	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1045	6.2	8.9	31.5	48.0	5.4	15.1	79.5	
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	923	2.0	14.3	40.3	33.9	9.5	16.4	74.2	
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	923	2.4	16.3	41.6	30.0	9.8	18.7	71.6	



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

Base:

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	79.5	85	74	81	78	88	67	51	75	82	84	78	96	100	77	79	80	83	83	76	83
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	74.2	78	70	77	70	77	73	55	67	80	74	72	88	100	73	78	75	78	66	71	77
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.6	77	66	75	68	75	67	55	65	75	73	71	70	92	67	77	79	71	68	69	74
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	65.6	70	62	64	66	73	58	43	63	67	69	64	68	100	63	67	65	67	69	63	68

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	79.5	81	80	75	79	79	100	66	88	78	75	93	88
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	74.2	74	73	75	71	79	88	68	78	71	77	76	70
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.6	71	73	70	69	73	96	67	75	68	75	66	69
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	65.6	67	66	61	64	66	95	56	72	67	61	72	75

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

Base:

Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.

27%

Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender

19%

Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime

16%

The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked

15%

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

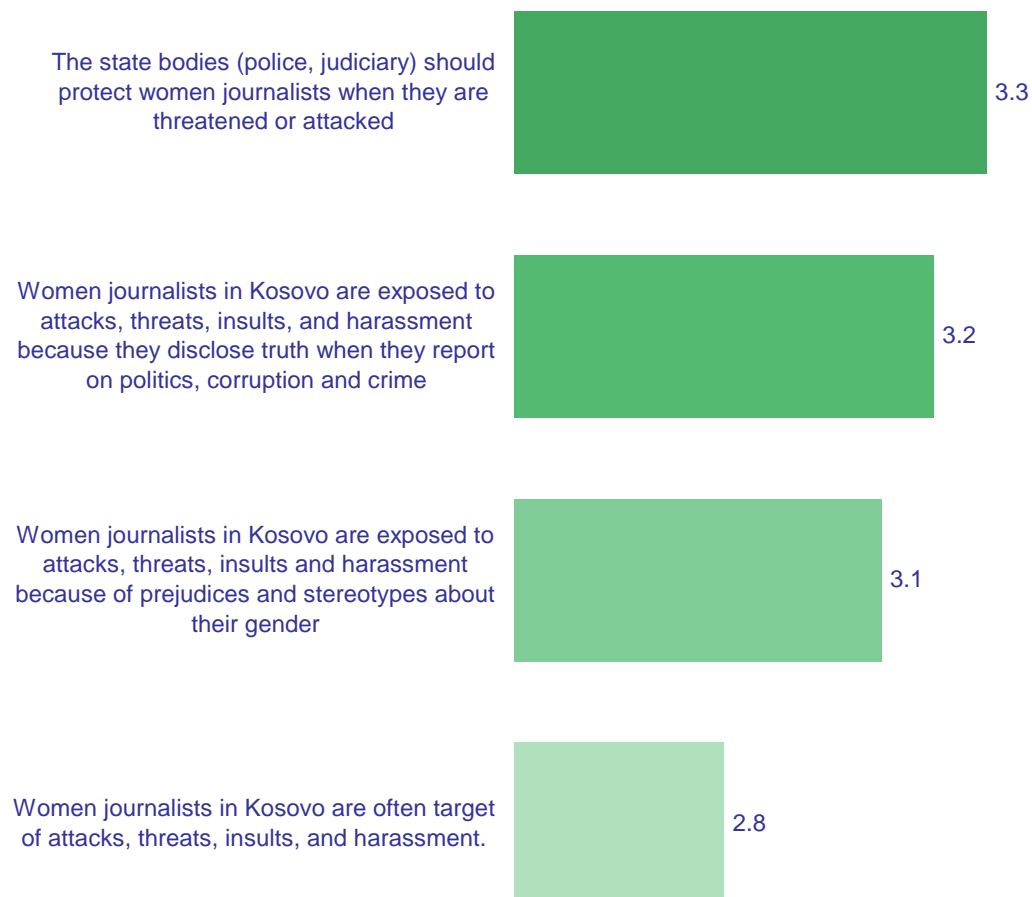
Base:

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	26.9	25	29	31	26	22	27	50	20	29	27	28	25		31	25	25	25	23	30	24
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	18.7	16	21	19	21	17	14	27	14	20	20	19	25	8	23	13	13	20	19	20	17
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	16.4	16	17	17	20	16	7	27	13	16	19	17	9		18	12	16	13	22	17	16
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	15.1	11	19	17	14	10	19	42	12	16	14	16	4		19	13	16	14	8	18	13

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	26.9	27	28	25	27	29	5	39	21	23	33	23	14
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	18.7	20	20	14	18	22	4	28	15	18	19	30	12
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	16.4	17	20	8	17	16	12	26	12	16	17	21	13
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	15.1	14	16	15	14	18		32	6	14	21	6	3

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

Average values

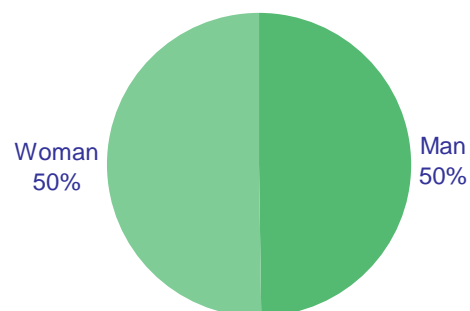
	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1004	505	500	331	315	217	141	41	224	455	280	902	73	29	359	187	165	150	143	452	552
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.3	3.4	3.2	3.3	3.3	3.4	3.0	2.6	3.4	3.3	3.3	3.2	3.9	3.8	3.2	3.3	3.3	3.3	3.4	3.2	3.4
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.2	3.2	3.2	3.2	3.1	3.1	3.3	3.0	3.2	3.2	3.1	3.1	3.4	3.5	3.1	3.3	3.2	3.3	3.0	3.1	3.2
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.1	3.2	3.0	3.1	3.1	3.1	3.1	3.1	3.2	3.1	3.1	3.1	3.0	3.3	3.0	3.2	3.3	3.1	3.0	3.1	3.1
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	2.8	2.9	2.8	2.8	2.9	3.0	2.7	2.4	3.0	2.8	2.9	2.8	3.2	3.5	2.8	2.9	2.9	2.9	2.8	2.8	2.9

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1004	413	386	205	622	345	31	356	637	223	528	86	168
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.3	3.3	3.3	3.2	3.2	3.4	3.9	3.0	3.4	3.3	3.1	3.6	3.6
Women journalists in Kosovo are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.2	3.1	3.2	3.3	3.1	3.3	3.4	3.1	3.2	3.2	3.1	3.1	3.2
Women journalists in Kosovo are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.1	3.1	3.1	3.1	3.0	3.1	3.6	3.0	3.1	3.1	3.1	3.0	3.3
Women journalists in Kosovo are often target of attacks, threats, insults, and harassment.	2.8	2.9	2.9	2.8	2.8	2.9	3.5	2.7	2.9	3.0	2.7	3.0	3.1

DEMOGRAPHICS

Gender

Base: Total target population

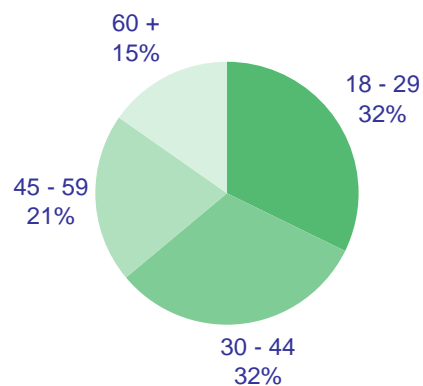


	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.41				0.00				0.23			0.37					0.68	
Man	49.6	100		53	47	50	47	32	32	57	55	49	59	52	50	47	56	48	48	49	50
Woman	50.4		100	47	53	50	53	68	68	43	45	51	41	48	50	53	44	52	52	51	50
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.30			0.48		0.17			
Man	49.6	70	32	42	48	53	49	48	51	48	48	59	54
Woman	50.4	30	68	58	52	47	51	52	49	52	52	41	46
Total		100%											

Age

Base: Total target population

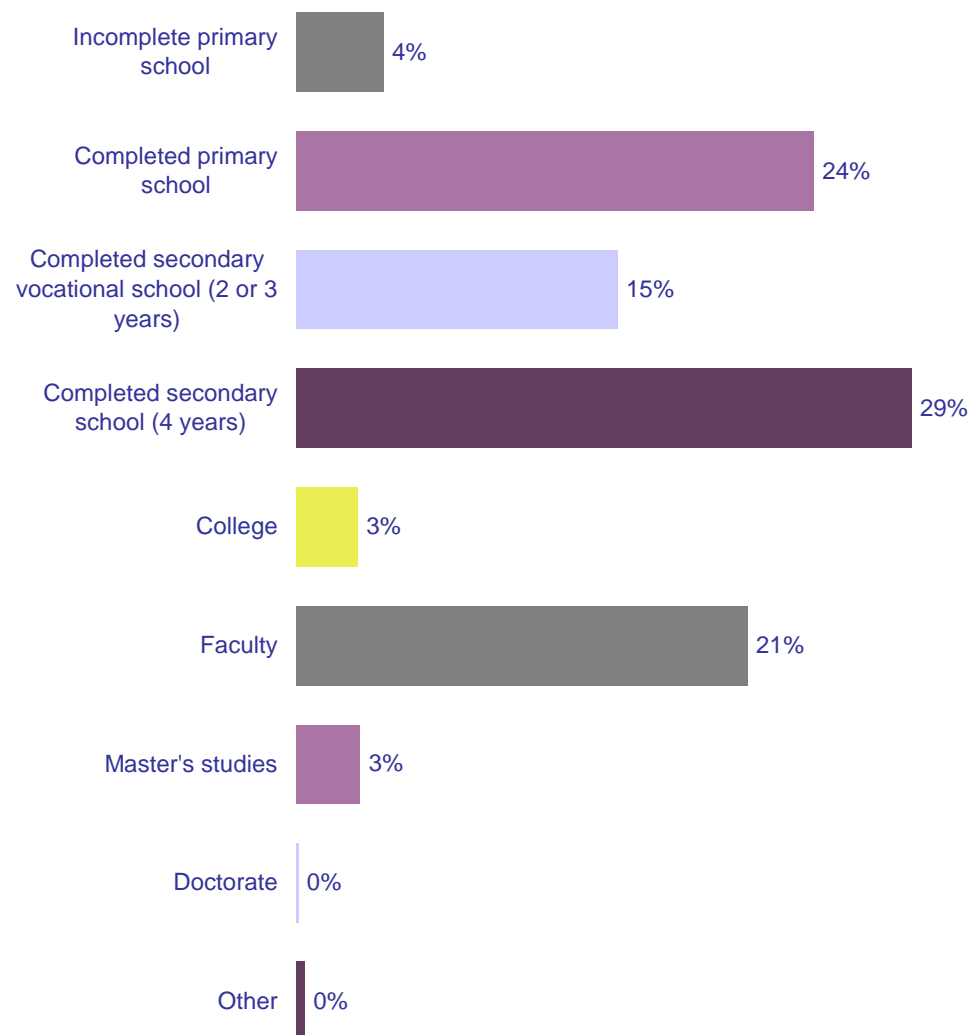


	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.41		0.00				0.00				0.00			0.02					0.00	
18 - 29	32.1	34	30	100					7	39	49	31	40	29	33	35	27	31	33	31	33
30 - 44	31.8	30	33		100			22	26	34	37	32	41	11	34	23	38	33	30	33	31
45 - 59	20.8	21	21			100		24	34	20	11	20	17	60	18	20	23	27	21	17	24
60 +	15.3	14	16				100	54	34	8	3	17	1		16	22	12	9	16	20	12
Total		100%																			
Mean	39.5	39.2	39.9	23.5	36.0	50.5	65.7	56.8	50.7	36.0	32.5	40.0	33.0	40.1	39.2	40.9	39.7	39.0	39.1	40.3	38.9

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
18 - 29	32.1	31	30	37	20	54	24	39	29	16	36	36	40
30 - 44	31.8	43	36	4	30	35	35	30	30	22	37	31	28
45 - 59	20.8	22	25	10	27	8	29	17	23	30	17	21	21
60 +	15.3	3	10	48	22	2	12	9	18	31	10	12	11
Total		100%											
Mean	39.5	36.2	38.5	47.6	44.5	30.4	40.5	35.9	41.4	48.3	37.1	37.5	36.7

What is your highest acquired education level?

Base: Total target population



What is your highest acquired education level?

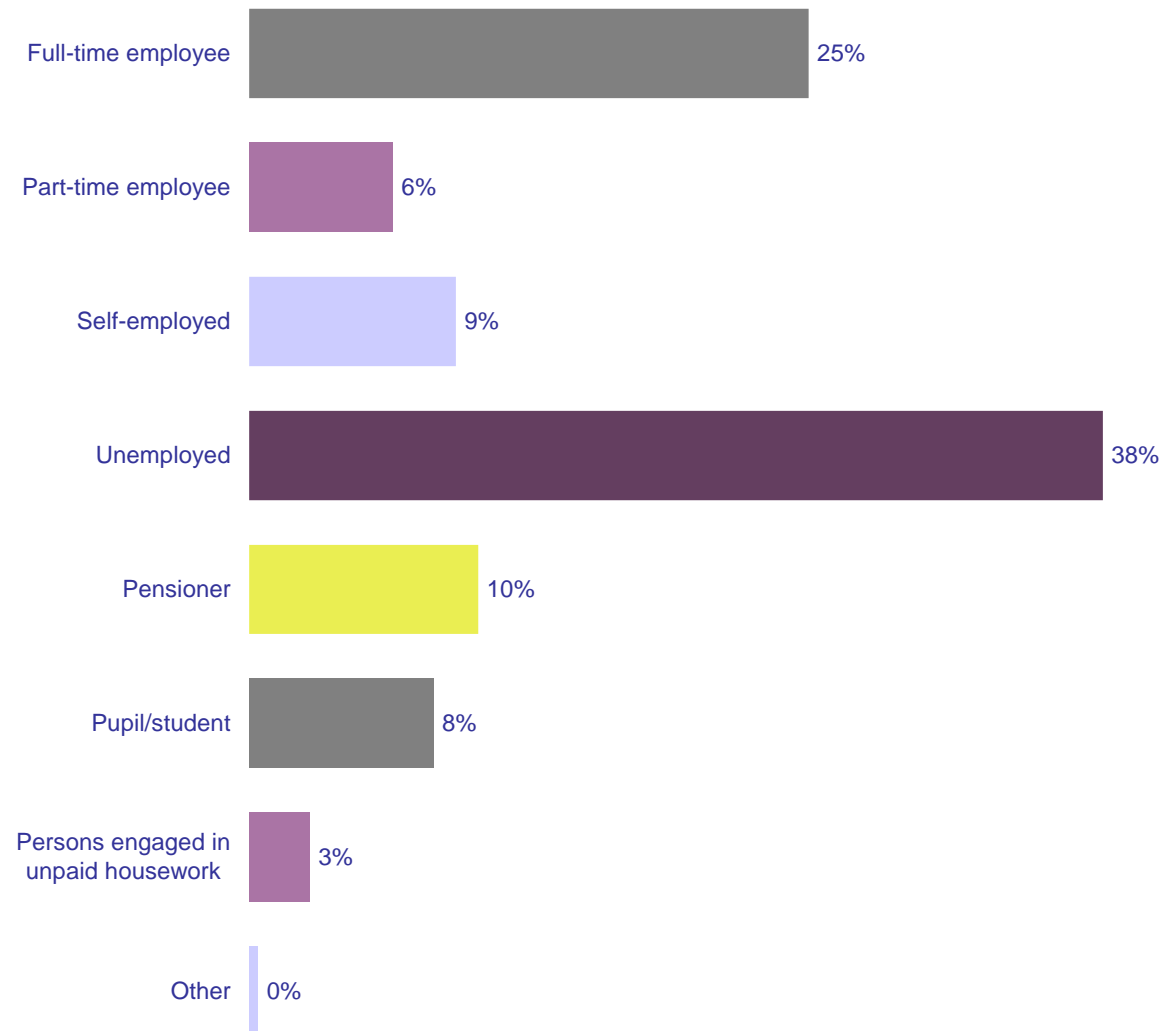
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.00				0.00				0.00			0.51					0.00	
Incomplete primary school	4.1	3	6		3	5	14	100				4			3	6	4	1	6	5	4
Completed primary school	24.3	16	33	5	20	39	54		100			26		21	22	28	29	16	28	20	28
Completed secondary vocational school (2 or 3 years)	15.1	17	13	17	17	17	4			34		16	5	20	16	13	15	13	17	18	13
Completed secondary school (4 years)	28.9	33	24	37	29	24	19			66		28	50	19	29	25	26	35	31	26	31
College	2.9	4	2	4	3	3					11	2	4	19	2	3	4	5	3	5	2
Faculty	21.2	23	19	36	22	11	4				78	20	36	21	24	21	18	24	15	23	20
Master's studies	3.0	3	3	2	6	1	1				11	3	4		2	3	4	5	2	4	2
Doctorate	0.1		0	0			0				0	0			0					0	
Other	0.4	1					3					0			0	1				0	1
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
Incomplete primary school	4.1	2	4	9	6	1		5	3	6	4		4
Completed primary school	24.3	6	36	37	32	12	13	15	29	49	16	14	21
Completed secondary vocational school (2 or 3 years)	15.1	19	14	11	17	12	14	17	14	10	22	9	5
Completed secondary school (4 years)	28.9	31	26	30	25	34	39	30	29	23	27	41	35
College	2.9	5	2	2	2	4	5	1	4	0	4	4	3
Faculty	21.2	31	17	10	16	32	23	28	18	10	23	29	27
Master's studies	3.0	6	2	0	2	6	6	3	3	0	4	2	6
Doctorate	0.1	0			0				0		0	1	
Other	0.4			2	1			1	0	2	0		
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?

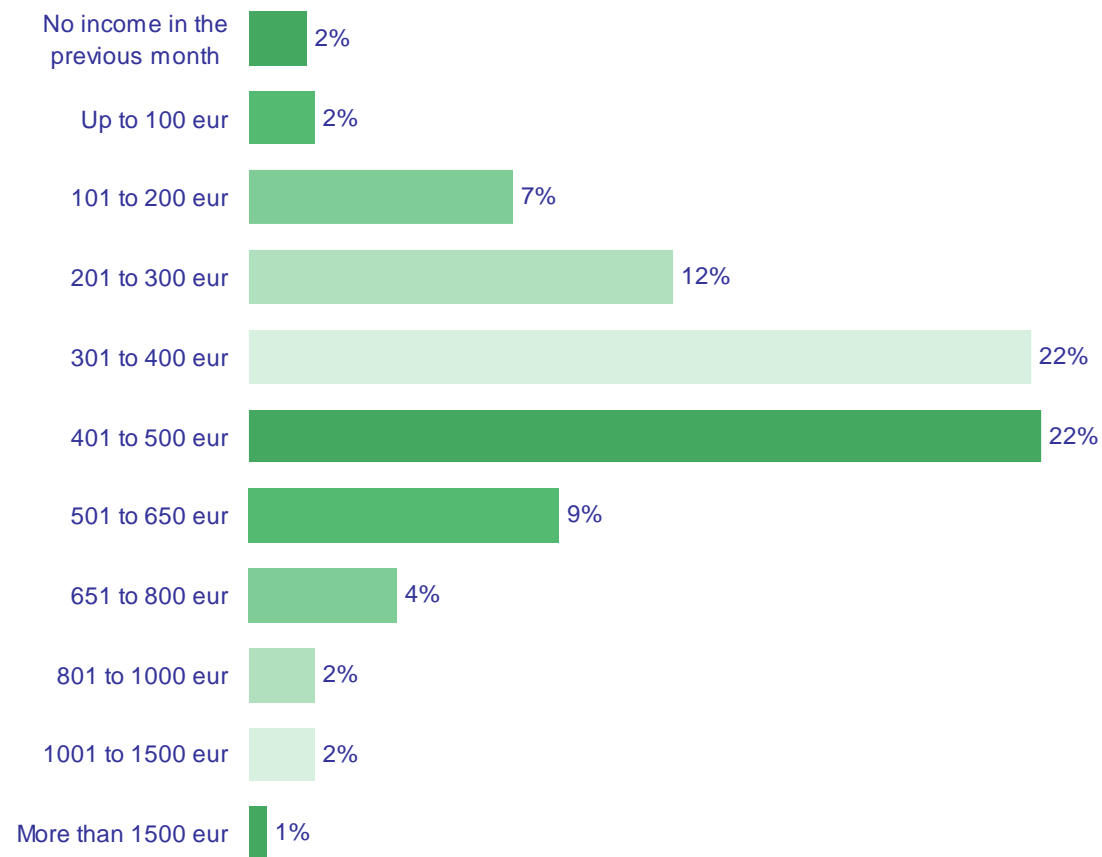
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.00		0.00				0.00				0.00			0.08					0.11	
Full-time employee	24.9	34	16	24	34	29	3	9	4	25	46	23	45	27	26	22	26	29	20	25	25
Part-time employee	6.4	9	4	8	9	5	1	4	2	9	7	6	9		6	3	8	7	10	7	6
Self-employed	9.2	14	4	8	12	10	5	2	4	13	9	10	2	11	10	11	10	5	7	10	8
Unemployed	38.0	25	51	35	43	46	24	38	57	34	28	39	22	52	37	39	38	40	38	34	41
Pensioner	10.2	10	10			1	65	39	24	4	2	11	1		9	16	8	7	10	13	8
Pupil/student	8.2	7	9	25	1					14	8	7	20	11	10	5	4	9	11	9	8
Persons engaged in unpaid housework	2.7	1	4	0	2	8	2	7	7	1	0	3	2		1	2	6	2	3	2	3
Other	0.4	0	0			2	0		1	0		0			0	1					1
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.04		0.00			
Full-time employee	24.9	61			23	28	36	24	25	10	26	47	29
Part-time employee	6.4	16			6	8		6	7	5	8	2	6
Self-employed	9.2	23			9	8	16	8	10	5	12	9	7
Unemployed	38.0		100		38	38	34	43	36	47	38	26	32
Pensioner	10.2			47	16	1	6	6	12	25	6	6	7
Pupil/student	8.2			38	4	17		10	7	3	9	8	12
Persons engaged in unpaid housework	2.7			13	3	1		2	3	4	1	2	6
Other	0.4			2	0		7	1	0	2			
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?

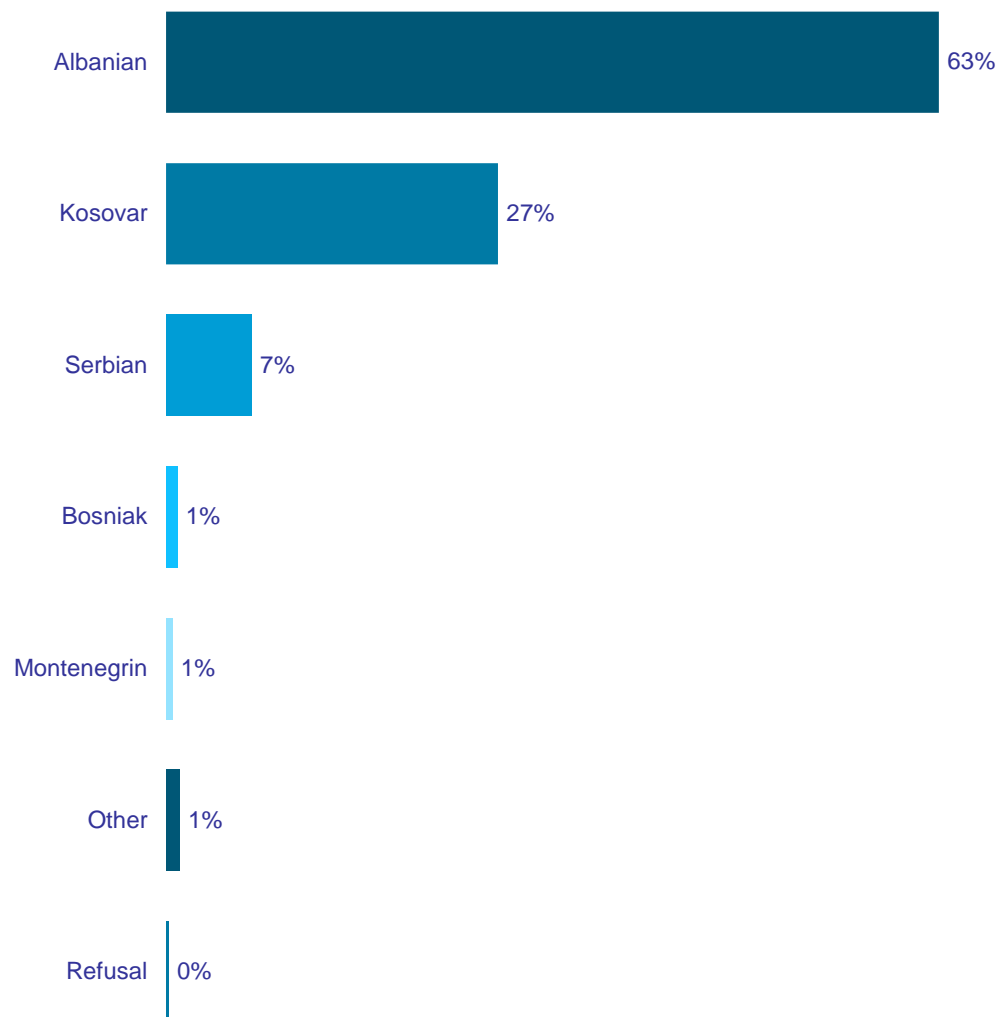
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.07		0.00				0.00				0.16			0.28					0.07	
No income in the previous month	1.6	2	1	1	2	3	1		2	2	1	2			3	1	1	1	1	2	2
Up to 100 eur	1.8	2	2	1	1	4	2	3	3	1	1	2	0		1	4	1	2	1	2	2
101 to 200 eur	7.3	7	7	3	5	10	18	14	17	5	1	8	2	11	7	12	7	6	3	7	8
201 to 300 eur	11.7	10	13	6	9	16	25	18	24	7	6	12	13	8	12	11	10	16	9	11	12
301 to 400 eur	21.6	19	24	24	23	16	22	25	19	25	19	21	16	52	19	22	24	22	23	25	19
401 to 500 eur	21.9	21	22	24	29	18	9	12	13	25	25	23	12	19	23	17	28	22	20	25	19
501 to 650 eur	8.6	10	8	10	10	8	5	13	3	8	14	8	14	11	10	11	6	9	6	9	8
651 to 800 eur	4.1	6	3	4	4	6	2		2	6	5	3	14		3	3	4	6	8	3	5
801 to 1000 eur	1.8	1	2	2	2	0	3		2	1	3	2	2		3	1	3	1	1	2	2
1001 to 1500 eur	1.8	2	2	3	1	2	0		1	2	2	1	8		2	0	0	1	4	1	2
More than 1500 eur	0.5	1	0	1	0	0	1			0	1	0	1		0	1	0	1		0	1
Don't know/ not sure	8.0	8	8	12	6	4	9	10	9	7	8	8	14		8	9	5	8	8	6	10
Refusal	9.2	11	8	10	9	13	3	5	5	9	14	10	4		8	9	10	5	14	8	10
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.00			0.00			0.00		0.00			
No income in the previous month	1.6	1	3	0	1	2		3	1	7			
Up to 100 eur	1.8	0	2	3	2	0	7	2	2	8			
101 to 200 eur	7.3	2	10	14	8	5	6	5	9	32			
201 to 300 eur	11.7	8	12	18	16	5	5	11	12	52			
301 to 400 eur	21.6	20	24	20	21	23	22	27	19		41		
401 to 500 eur	21.9	27	22	12	21	23	26	18	24		42		
501 to 650 eur	8.6	12	6	6	9	9		7	9		17		
651 to 800 eur	4.1	7	3	1	4	4	13	5	4			50	
801 to 1000 eur	1.8	2	2	2	2	2	2	1	2			22	
1001 to 1500 eur	1.8	2	1	3	1	3	5	2	2			22	
More than 1500 eur	0.5	1	0	1	1	0			1			7	
Don't know/ not sure	8.0	8	6	11	6	11	9	10	6				47
Refusal	9.2	10	8	9	8	11	4	9	9				53
Total		100%											

What is your ethnic background?

Base: Total target population



What is your ethnic background?

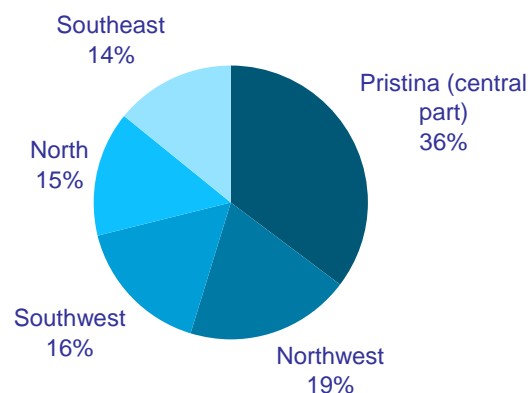
Base: Total target population

	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.34		0.21				0.00				0.00			0.00					0.00	
Albanian	63.1	59	67	61	59	66	72	84	64	62	62	70			67	66	63	48	64	68	59
Kosovar	27.1	29	25	27	31	21	27	16	33	27	22	30			25	31	30	22	30	28	27
Serbian	7.0	8	6	9	9	6	1			9	12		100		6			26	6	2	11
Bosniak	0.9	1	1		1	3			1		2			32		2	4			1	1
Montenegrin	0.5		1			3				1	1			19		2		2		1	
Other	1.1	1	1	3		1			1	1	1			40	1		4	2		1	1
Refusal	0.2	0				1				1				9	1						0
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.61			0.00			0.00		0.01			
Albanian	63.1	62	64	63	65	60	68	67	60	60	66	55	63
Kosovar	27.1	26	28	28	31	23	5	18	32	33	24	24	30
Serbian	7.0	10	4	8	3	14	18	14	4	5	6	21	8
Bosniak	0.9	1	1		1	1			1	1	1		
Montenegrin	0.5	1	1			2			1		1		
Other	1.1	1	2	1	0	2	10	1	1	1	2		
Refusal	0.2		1		0				0		0		
Total	100%												

Region

Base: Total target population

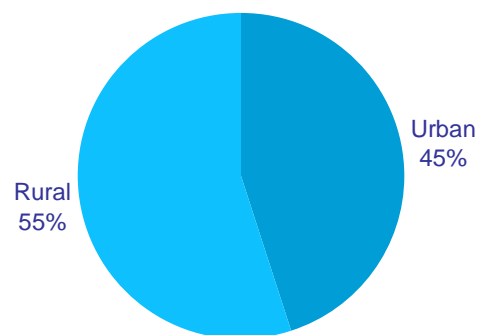


	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.37		0.02				0.01				0.00			0.00					0.06	
Pristina (central part)	35.3	35	35	36	37	30	37	30	33	37	37	36	33	20	100					37	34
Northwest	19.4	18	21	21	14	19	27	30	22	17	19	21		21		100				20	19
Southwest	16.4	19	14	14	20	18	13	16	20	15	15	17		43			100			16	17
North	14.7	14	15	14	15	19	9	5	10	16	19	11	55	16				100		16	13
Southeast	14.2	14	15	15	13	15	14	20	16	15	10	15	12						100	11	17
Total		100%																			

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.61			0.49			0.05		0.04			
Pristina (central part)	35.3	37	34	35	35	36	31	36	35	36	35	36	35
Northwest	19.4	17	20	23	21	17	23	17	21	24	19	11	20
Southwest	16.4	18	16	14	16	18	10	14	18	14	18	14	15
North	14.7	15	15	12	13	16	26	19	13	16	15	16	12
Southeast	14.2	13	14	16	15	12	10	15	14	9	13	23	19
Total		100%											

Type of settlement

Base: Total target population



	Total	Gender		Age				Education				Ethnicity			Region					Type of settlement	
		Man	Woman	18 - 29	30 - 44	45 - 59	60 +	Without education	Primary	Secondary	Higher	Albanian	Serbian	Other	Pristina (central part)	Northwest	Southwest	North	Southeast	Urban	Rural
N	1045	519	526	335	333	218	159	42	254	460	285	942	73	29	369	203	171	153	148	471	574
sig		0.68		0.00				0.00				0.00			0.06					0.00	
Urban	45.1	44	46	43	47	36	58	52	37	45	52	48	11	40	48	46	43	50	35	100	
Rural	54.9	56	54	57	53	64	42	48	63	55	48	52	89	60	52	54	57	50	65		100
Total	100%																				

	Total	Employment status			Main source of information			Trust in the media		Household income			
		Employed	Unemployed	Inactive	Traditional media	Modern media	People they know in person	don't trust the media	trust the media	Up to 300 e	From 301 to 650 e	More than 650 e	RF/Don't know
N	1045	423	397	224	655	352	31	360	669	235	544	86	179
sig		0.05			0.01			0.01		0.00			
Urban	45.1	47	41	50	48	40	34	39	48	42	51	36	35
Rural	54.9	53	59	50	52	60	66	61	52	58	49	64	65
Total	100%												