



Ipsos Strategic Marketing

Report

Trust in the media - North Macedonia

For: SEE NPM

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KEY FINDINGS

Television stands out as the most commonly used source for gathering information in North Macedonia, as three-quarters of citizens claim to be using it on a daily basis (75%). Other “traditional” media are far behind: 7% of citizens read the news in printed newspapers / magazines every day, while twice as much listen to the radio (16%).

Social networks are second most commonly consumed news source, through which more than one half of population 18+ is informed on a daily basis (54%), while news web portals, online news magazines and blogs are being used by a third of citizens every day (34%).

Finally, slightly more than a quarter inform themselves through personal contacts such as family, friends and colleagues (29%).

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

- People aged 60 or older more often report watching TV daily (91%), compared to those aged 18 to 29 years (62%).
- On the other hand, the youngest, aged 18-29, more often get information through online media - news web portals, online news magazines/blogs (43% use them daily) and social networks (79% use them daily), compared to the older adults (13% and 18%, respectively). Furthermore, these sources show higher usage among those with secondary or higher education and employed. In addition, online media are more often followed by residents of urban settlements, who live in Skopje region, and those who have household incomes above 900EUR, while social networks are more often popular among those in the 30-44 age category, and those with household incomes between 500 and 900EUR.
- The radio is more often used as a source of news among men, those with secondary education, employed, and those with household incomes above 500EUR. On the other hand the press is more preferred among ethnic Albanians.
- The youngest (18-29 years) and those with secondary education more often get daily news through family, friends or colleagues.

When it comes to the main source of information, the findings are largely similar: for the largest share of citizens, more than a half, the main source of news is television (52%). Social networks are the main source of information for a quarter of citizens (25%); one out of ten citizens relies mainly on the news he reads on web portals (12%), while other sources of information are far behind, at a single-digit level.

Also, online sources such as social networks and web portals are more often main source of news for young people (18-29 years old) and employed. On the other hand, television is far more often the primary source for citizens over the age of 60, woman, those with primary or no education and those from low-income households (up to 300EUR).

Macedonians are evenly divided over trust in media reporting - half of them trust the media, while the other half claim they do not trust the media (49% each). More specifically, 41% of citizens maintain that they mostly trust what is being said in the media, while 9% say they trust in media completely. On the other hand, one out of four mainly doesn't have trust (26%), while nearly as many doesn't believe media at all (23%).

When it comes to different types of media, citizens have the most confidence in the information they receive through television, as three-fifths claim they mainly or completely trust television to be reliable source of information (61%).

However, citizens are narrowly divided over whether other media represent reliable sources of news and information. Thus, **international media outlets enjoy the trust of two out of five citizens in North Macedonia (42%),** while more than a third of them do not trust them (36%). Similarly, approximately one third do not trust sources such as investigative reporting outlets, the radio and the press (35%, 32% and 32% respectively), while nearly as many consider them to be reliable (36%, 31% and 29% respectively). An greater difference in favor of distrust is present when it comes to the online media (41% vs 37%) and social networks (47% vs 31%).

As expected, those citizens who trust the media in general, are more inclined to trust all the different types of media as well, compared to the total population. Moreover, the youngest, employed and those who prefer modern media, are more likely to trust news from social networks and web portals.

Similar findings were obtained when citizens were asked to rank the mentioned types of media from the one they trust the most to the one they trust the least. Namely, television is the source that over two-fifths of the population trusts the most (42%), while nearly two-thirds include it in the top three most trusted sources (62%). Television is followed by news web portals and social networks, which a third of citizens mentioned among the three most trustworthy sources (32% and 31%, respectively).

There is also a tendency for citizens who prefer certain types of media as their main source of information to also trust these types of media more. Thus, those who prefer modern media more often trust online media and social networks the most.

Looking at first answers, as well as when all answers are considered, **publishing accurate and verified information is the main reason why citizens trust certain media outlets (41%), while having the latest news and being impartial and fair in reporting comes next (29% and 25%, respectively).**

On the other hand, the main reasons for distrust are related to the perception that certain media are under political influence and that they are spreading misinformation (47% and 40%, respectively). In addition, more than a quarter of citizens do not trust certain media outlets due to propaganda spreading (28%).

Kanal 5 and Sitel TV are the most trusted media outlets, mentioned by three out of ten citizens (31% and 30%, respectively). However, a fifth of citizens say they do not trust any media outlet (19%).

When it comes to the least trusted media outlets, there is no such high consensus of citizens: approximately a tenth mention both Sitel TV and Alfa TV as those they distrust the most (14% and 11%, respectively).

A half of citizens say they trust the Public Service Media (Macedonian Radio Television), while 39% claim the opposite.

The largest share of citizens believe that the media in Macedonia are controlled and are not independent, as well that political propaganda and disinformation are widespread in the media. More specifically, three-quarters of citizens claim that media in Macedonia are mainly controlled by political and business powers and think that there is a lack of independent and impartial media in Macedonia (75% each). Furthermore, seven out of ten citizens think that government controls most media in Macedonia and that media in North Macedonia spread political propaganda and disinformation (71% and 69%, respectively).

Furthermore, two-thirds of citizens agree that there is a strong polarization between media controlled by the government and the opposition (66%).

The situation on social networks is perceived similarly - about two thirds think that social networks spread political propaganda and disinformation, as well as hatred (66% and 63%, respectively).

However, there is less agreement among citizens when it comes to spreading hatred in the media. Namely, while more than a half of citizens agree that media in Macedonia spread hatred (57%), the opposite attitude is shared by four out of ten (40%).

Public is somewhat divided in its perception of media contribution to democracy in the country. Namely, more than a half say that media in Macedonia serve democracy and public interest very well (52%), while more than two-fifths claim the opposite (44%). **On the other hand, six out of ten citizens believe that media in Macedonia are free to collect and publish information about all relevant issues (60%), while almost two-fifths would dispute that.** Interestingly, those who trust the media in general, more often believe that the media in Macedonia are free and that they serve democracy and public interest very well.

The vast majority of citizens are not aware of the existence of platforms that deal with checking the accuracy of news and information in North Macedonia (84%). 15% of citizens have heard about fact-checkers, of which only 4% also followed their announcements.

The majority of citizens perceive the position of women journalists in Macedonia as unfavorable. More precisely, more than two-thirds of citizens believe that women journalists in Macedonia are often target of attacks, threats, insults, and harassment (68%). Furthermore, nearly three-quarters of them agree that attacks, threats, insults and harassment stem from gender prejudices and stereotypes (72%), while four-fifths think that the attacks are the result of revealing the truth while reporting on politics, corruption and crime (82%). Finally, there is an almost unanimous agreement among the citizens that the state bodies (police, judiciary) should protect women journalists when they are threatened or attacked (93%).

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	

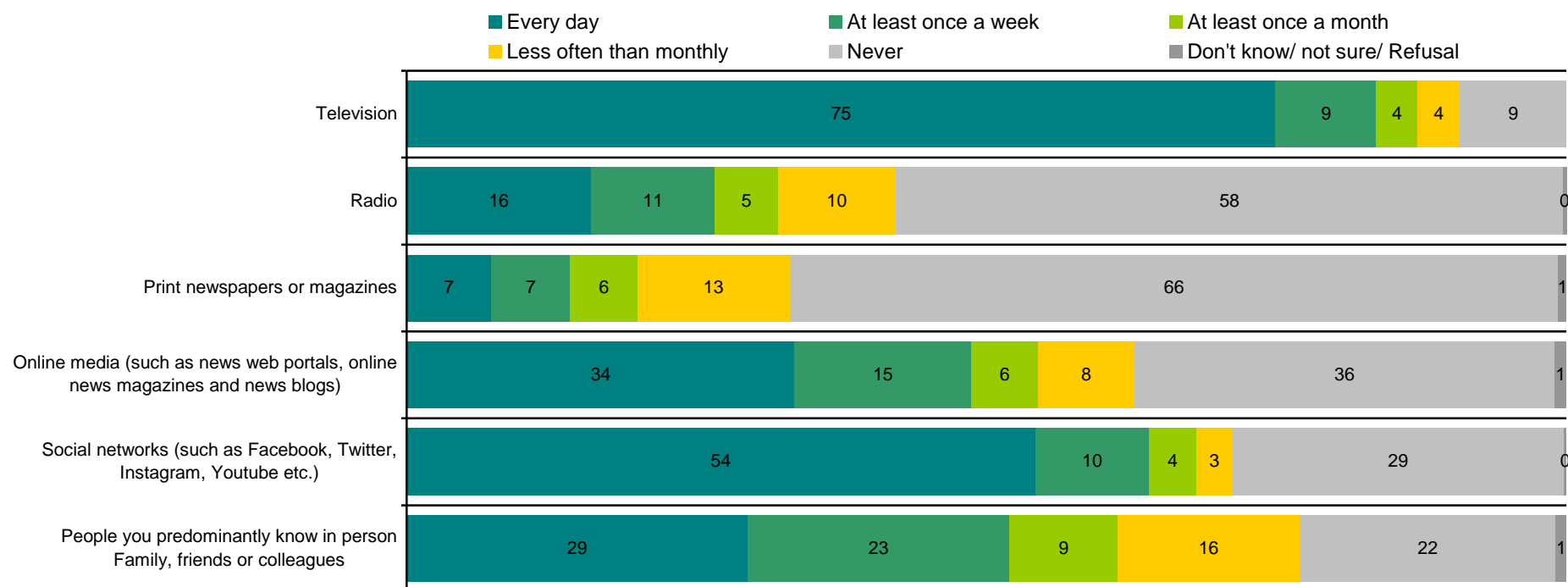
- In case of multiple response (the respondent can give several valid answers, modalities) data in cells represent a percentage of (sub) population which mentions, that is, answers positively to given modality.
- Please note that row **100%** is missing – that is because percentages do not add up to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

RESULTS

MEDIA USAGE FOR NEWS

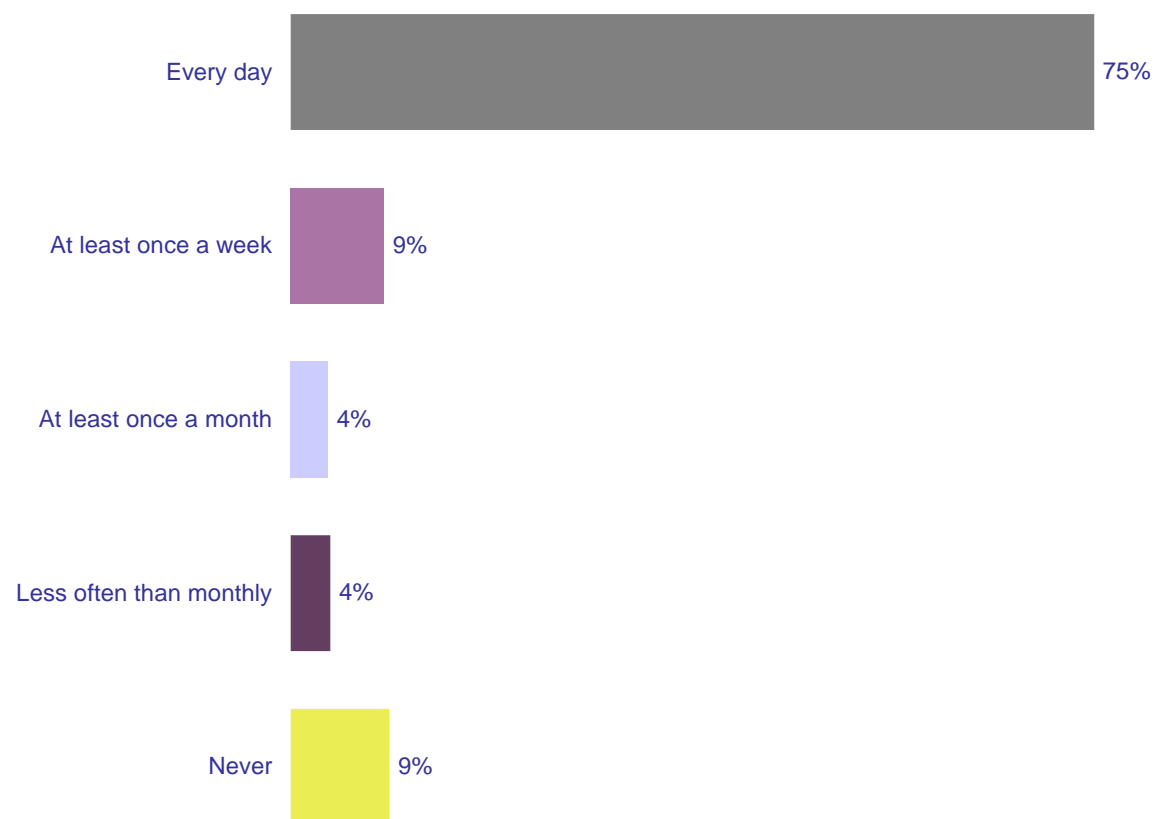
How often do you use the following sources to get news, i.e. information about political and social events?

	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	1002	75.0	8.7	3.5	3.7	9.2		100%
Radio	1002	15.9	10.7	5.4	10.2	57.5	0.3	
Print newspapers or magazines	1002	7.3	6.8	5.8	13.1	66.2	0.7	
Online media (such as news web portals, online news magazines and news blogs)	1002	33.5	15.2	5.8	8.3	36.3	1.0	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1002	54.2	9.8	4.1	3.1	28.6	0.2	
People you predominantly know in person - Family, friends or colleagues	1002	29.4	22.6	9.3	15.7	22.1	0.9	



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

Base: Total target population



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

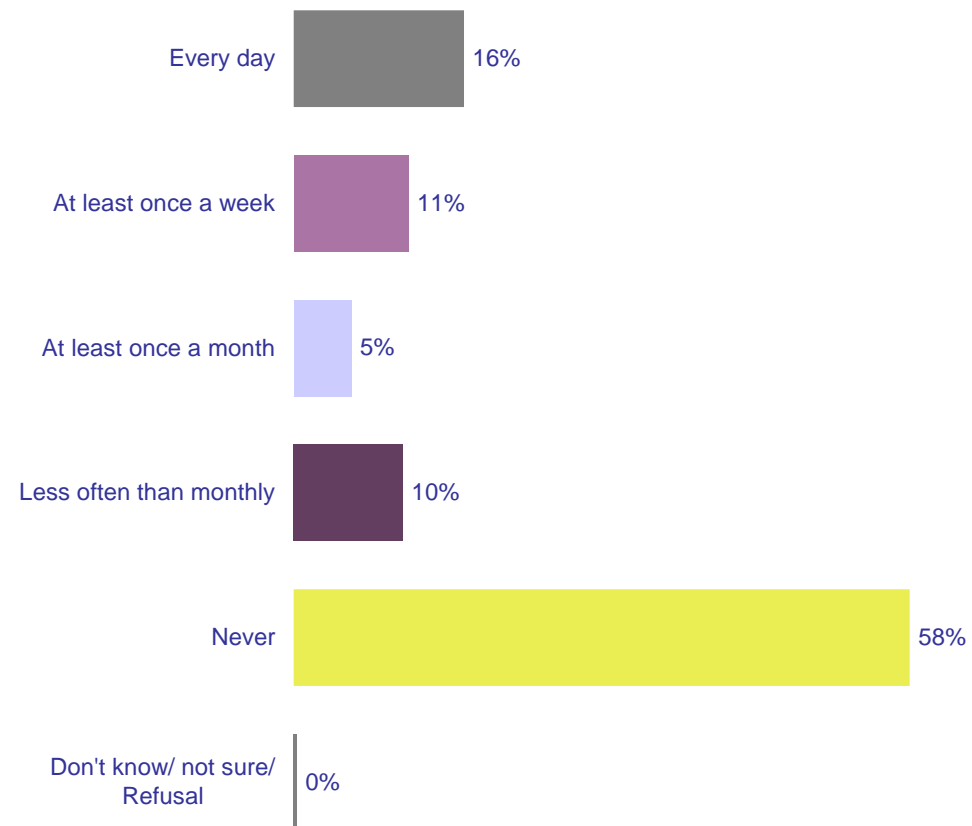
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.14		0.00				0.00			0.01			0.08				0.07	
Every day	75.0	73	77	62	70	77	91	75	78	66	74	78	77	69	79	76	76	74	76
At least once a week	8.7	8	9	14	10	7	2	5	9	15	10	8	4	10	8	8	8	8	9
At least once a month	3.5	5	2	4	5	3	2	5	2	6	3	6	2	6	4	2	2	3	3
Less often than monthly	3.7	4	3	6	4	3	3	3	4	6	5	3	1	3	3	6	3	5	2
Never	9.2	10	8	13	11	10	3	12	8	8	10	5	16	12	6	8	11	9	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.10			0.00			0.00		0.00				
Every day	75.0	71	75	80	90	62	42	69	81	79	78	76	67	67
At least once a week	8.7	12	8	5	5	14	9	11	7	6	5	10	15	13
At least once a month	3.5	3	4	4	2	6	3	3	4	3	1	4	4	7
Less often than monthly	3.7	5	4	3	1	6	15	5	2	2	6	3	4	5
Never	9.2	10	10	8	1	12	31	12	6	11	9	7	9	8
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

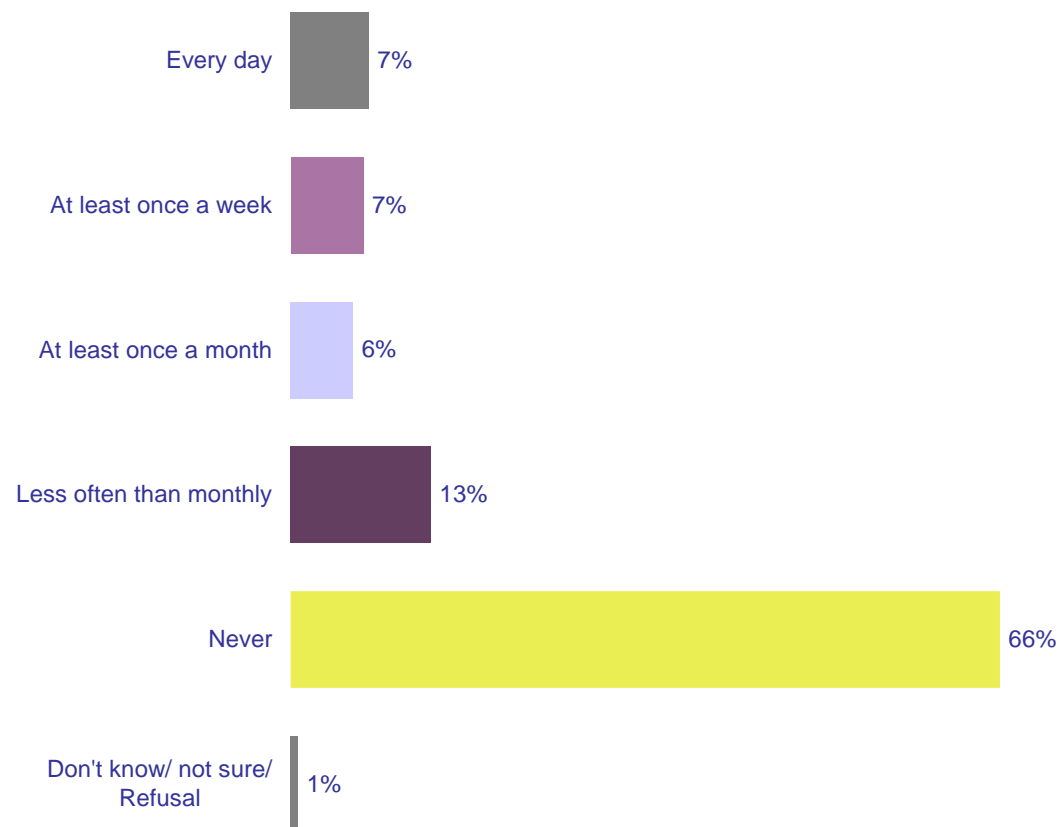
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.29				0.00			0.00			0.10				0.57	
Every day	15.9	19	12	18	17	16	13	8	20	21	19	12	9	20	9	18	16	17	14
At least once a week	10.7	12	9	14	12	9	7	5	13	15	12	10	7	11	8	12	12	10	11
At least once a month	5.4	7	4	7	6	5	4	5	6	6	6	6	1	7	5	4	6	6	5
Less often than monthly	10.2	10	11	10	12	8	11	6	12	14	12	5	13	10	9	11	10	9	12
Never	57.5	51	64	51	53	62	64	75	49	44	52	67	68	52	69	54	56	57	58
Don't know/ not sure/ Refusal	0.3	0	0		0		1	1	0		0		2			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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.03			0.00		0.00				
Every day	15.9	24	12	10	15	18	18	14	18	11	18	23	22	13
At least once a week	10.7	11	13	8	9	14	7	9	13	7	13	12	9	14
At least once a month	5.4	6	4	6	4	8	7	4	7	4	4	8	4	7
Less often than monthly	10.2	12	7	11	11	11	6	9	12	8	11	12	23	8
Never	57.5	47	64	64	61	50	62	64	51	70	53	45	42	57
Don't know/ not sure/ Refusal	0.3	0			1			0	0		0			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

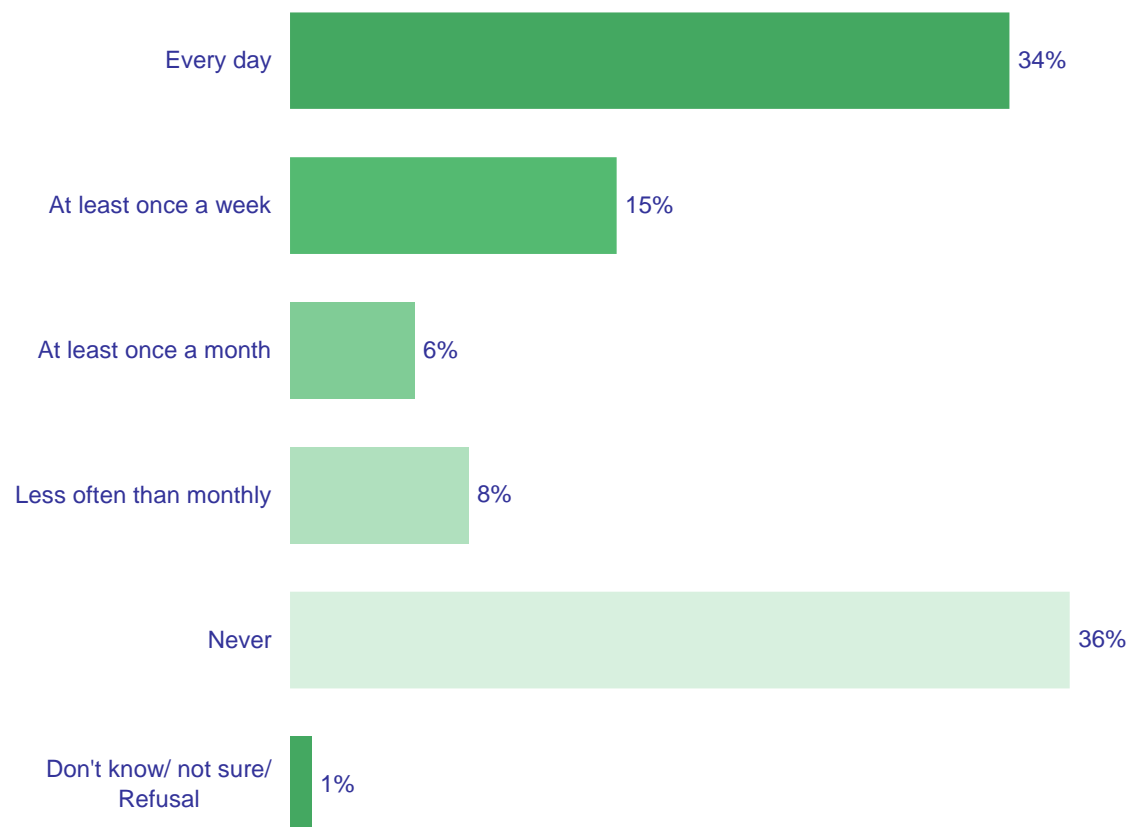
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.27		0.04				0.00			0.00			0.00				0.37	
Every day	7.3	8	7	7	5	9	8	6	8	9	5	15	6	9	13	3	4	7	8
At least once a week	6.8	8	5	5	7	6	9	4	7	11	7	7	8	5	6	7	10	6	8
At least once a month	5.8	6	5	7	4	8	4	4	8	5	7	5	1	6	7	7	4	7	4
Less often than monthly	13.1	13	13	19	15	10	9	8	16	16	14	11	12	13	9	19	13	14	12
Never	66.2	63	69	62	68	65	70	77	61	60	67	61	71	67	65	64	69	66	67
Don't know/ not sure/ Refusal	0.7	1	1	1	1	2	0	1	0	0	0	1	2	1	1	1	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.87			0.37			0.12		0.00				
Every day	7.3	7	8	7	9	6	4	6	9	9	6	7	10	4
At least once a week	6.8	7	6	7	8	5	11	6	8	5	9	9	13	3
At least once a month	5.8	6	5	7	6	6	8	5	6	4	3	7	3	11
Less often than monthly	13.1	16	13	11	11	17	11	12	15	9	15	13	14	18
Never	66.2	64	66	68	66	66	67	70	62	72	65	64	59	63
Don't know/ not sure/ Refusal	0.7	0	2	1	0	1		1	1	0	2	0	1	1
Total		100%												

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

Base: Total target population



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

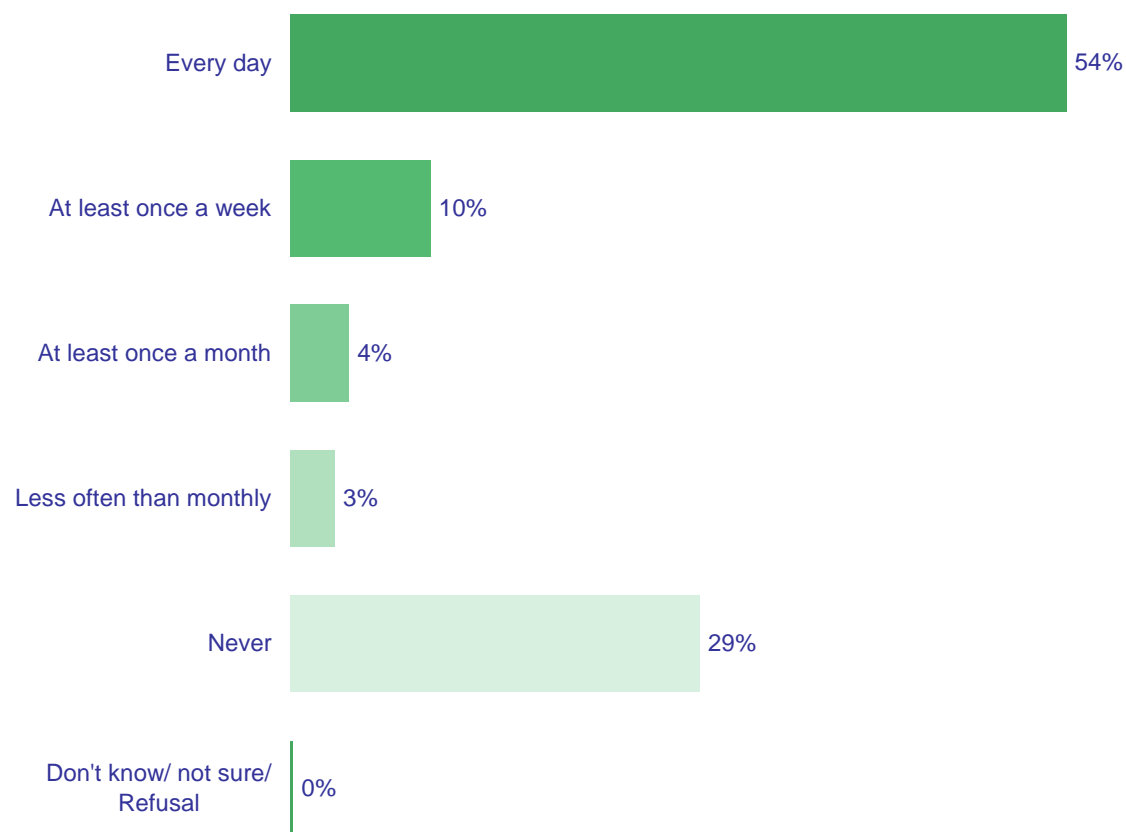
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.07		0.00				0.00			0.04			0.03				0.00	
Every day	33.5	36	31	43	40	36	13	11	40	61	35	35	21	41	35	32	25	38	26
At least once a week	15.2	17	13	17	19	15	9	13	17	14	13	19	16	15	14	17	14	14	16
At least once a month	5.8	6	5	14	4	4	3	7	6	3	5	7	7	7	6	5	5	5	7
Less often than monthly	8.3	7	9	10	7	11	5	10	8	5	8	7	14	8	7	7	12	9	8
Never	36.3	33	40	16	29	34	67	58	28	16	37	31	41	29	38	37	43	33	42
Don't know/ not sure/ Refusal	1.0	1	1		1	0	3	2	1	1	1		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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.56		0.00				
Every day	33.5	46	35	18	24	52	16	31	36	24	31	41	59	37
At least once a week	15.2	17	17	10	14	18	12	16	15	13	14	23	15	14
At least once a month	5.8	4	9	5	4	10	4	5	6	8	4	5	3	6
Less often than monthly	8.3	11	7	7	8	9	10	9	8	9	9	7	5	9
Never	36.3	20	32	59	48	12	58	39	34	45	40	24	18	33
Don't know/ not sure/ Refusal	1.0	1	0	2	2	0	1	1	1	1	2		1	1
Total	100%													

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

Base: Total target population



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

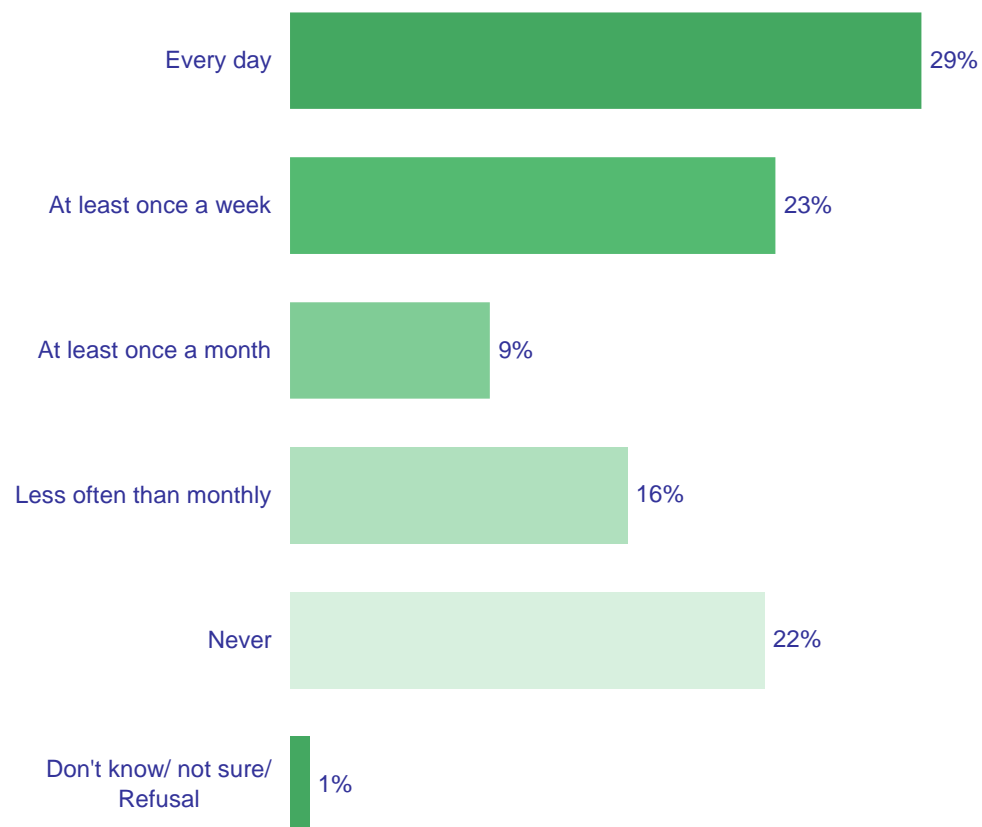
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.00				0.00			0.00			0.01				0.01	
Every day	54.2	59	50	79	71	47	18	36	62	71	54	54	58	59	53	51	52	57	49
At least once a week	9.8	9	10	7	10	15	7	10	11	7	8	11	15	13	10	10	5	10	9
At least once a month	4.1	5	3	4	3	5	5	6	3	3	3	7	6	3	6	5	3	4	5
Less often than monthly	3.1	4	2	1	2	5	3	2	4	3	3	1	6	4	2	4	3	4	2
Never	28.6	23	34	9	14	28	66	47	20	16	32	27	14	20	29	30	37	24	35
Don't know/ not sure/ Refusal	0.2	0	0				1		0	0	0		1	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.35		0.00				
Every day	54.2	71	55	34	38	83	43	53	57	44	52	68	66	58
At least once a week	9.8	8	13	8	11	8	15	9	11	11	12	5	12	9
At least once a month	4.1	3	5	4	5	3	3	5	3	3	3	5	1	7
Less often than monthly	3.1	4	3	2	4	2	4	4	2	3	3	4	5	3
Never	28.6	14	24	50	42	4	35	29	27	39	29	18	16	23
Don't know/ not sure/ Refusal	0.2			1	0				0		1			
Total		100%												

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

Base: Total target population



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

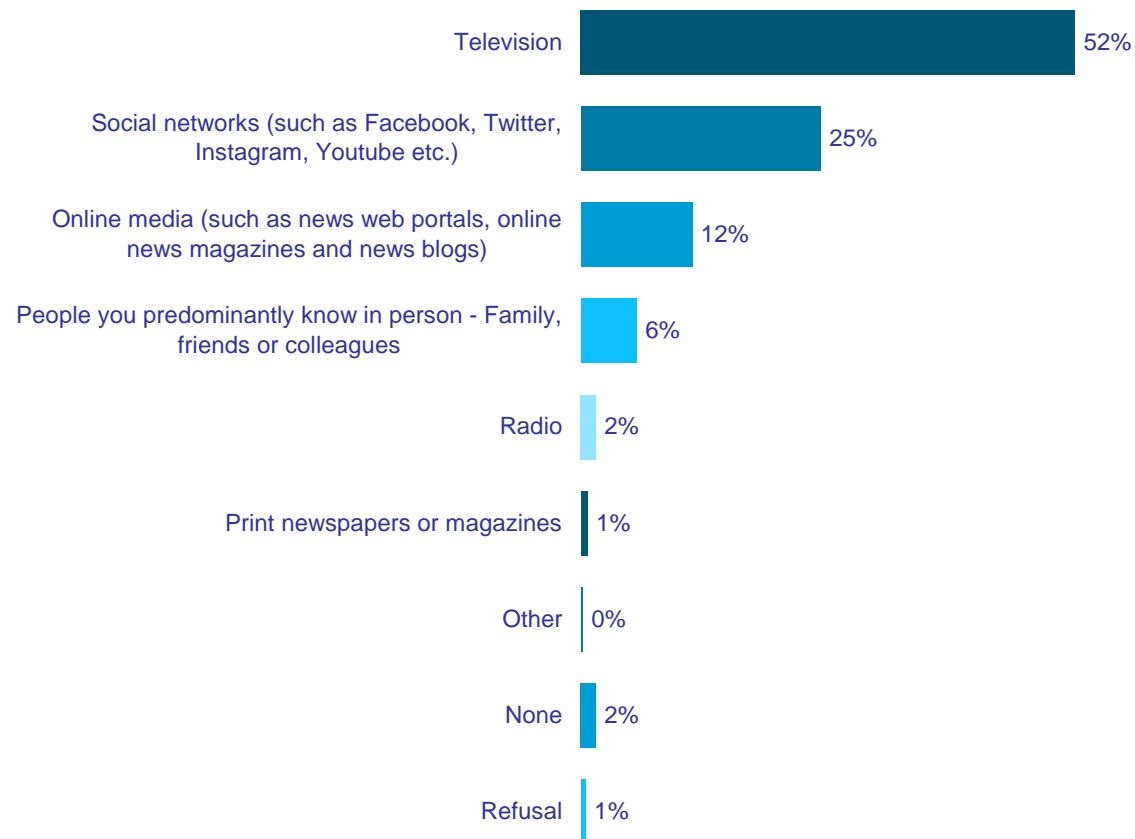
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.00				0.00			0.25			0.40				0.15	
Every day	29.4	33	26	39	28	27	25	19	35	36	30	27	31	28	31	29	30	31	27
At least once a week	22.6	26	19	25	26	26	12	18	25	25	21	28	21	25	21	22	21	23	22
At least once a month	9.3	9	9	11	9	10	7	10	9	10	8	9	15	9	10	8	11	9	10
Less often than monthly	15.7	15	16	11	15	18	18	18	15	14	16	16	13	18	16	20	9	17	14
Never	22.1	16	28	13	20	19	37	34	16	16	23	20	18	20	22	21	26	19	26
Don't know/ not sure/ Refusal	0.9	1	1	1	2		1	2	1	0	1		2	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.03		0.02				
Every day	29.4	35	25	28	26	33	44	28	31	23	31	34	39	32
At least once a week	22.6	24	28	16	20	26	35	22	24	23	20	24	24	24
At least once a month	9.3	9	9	9	10	10	3	7	11	11	5	7	14	11
Less often than monthly	15.7	16	15	16	17	14	19	16	15	15	19	19	10	14
Never	22.1	14	24	30	26	16		25	18	27	25	17	12	19
Don't know/ not sure/ Refusal	0.9	1		2	1	1		1	1	1	1		1	1
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

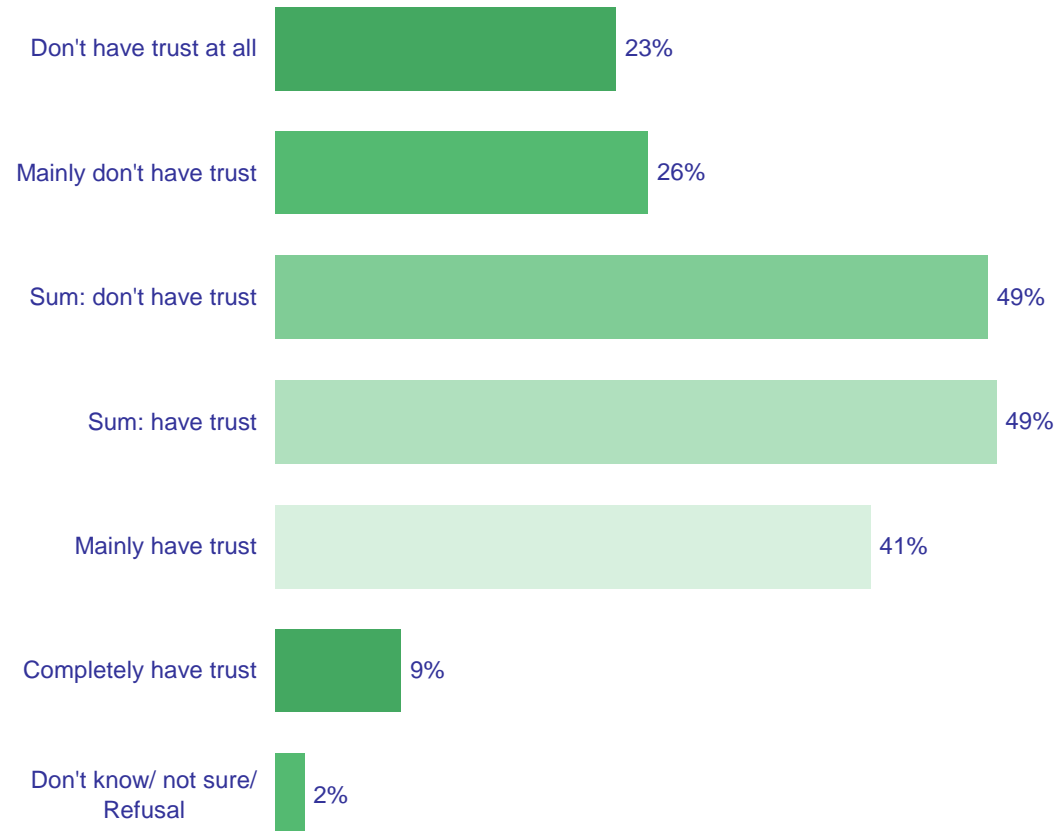
	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.00				0.00			0.51			0.68				0.03	
Television	52.3	44	60	23	40	60	87	65	50	32	52	52	53	43	57	58	54	52	53
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	25.4	30	21	49	34	17	2	19	29	30	23	27	33	30	24	20	26	26	24
Online media (such as news web portals, online news magazines and news blogs)	11.8	13	10	19	15	9	4	3	12	29	14	8	5	16	9	11	10	14	8
People you predominantly know in person - Family, friends or colleagues	5.9	9	3	6	8	7	3	6	6	4	6	6	7	6	7	6	5	5	8
Radio	1.6	2	1	2	1	2	1	2	1	1	1	2	0	2		3	2	1	2
Print newspapers or magazines	0.7	1	1	0	0	2	0	1	0	1	0	1	2	1	0	0	1	1	1
Other	0.2	0	0		0	0	0		0	1	0			1		0		0	0
None	1.6	1	2	1	2	2	2	2	1	2	2	1		1	2	2	2	1	2
Refusal	0.5	0	1			2	1	1	0	0	0	1		1		0	0	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.00		0.00				
Television	52.3	38	52	69	96			48	56	63	59	43	32	42
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	25.4	32	29	15		68		29	23	19	22	36	29	30
Online media (such as news web portals, online news magazines and news blogs)	11.8	17	9	8		32		12	12	7	7	15	30	15
People you predominantly know in person - Family, friends or colleagues	5.9	8	4	5			100	7	5	7	6	3	7	6
Radio	1.6	3	1	1	3			1	2	1	1	1	2	3
Print newspapers or magazines	0.7	1	1	0	1			0	1	1		0		2
Other	0.2	0	0	0				0	0			0	2	0
None	1.6	1	2	2				3		2	3	1		2
Refusal	0.5	0	1	0				0	1		2	1		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 North Macedonia?

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 North Macedonia?

Base: Total target population

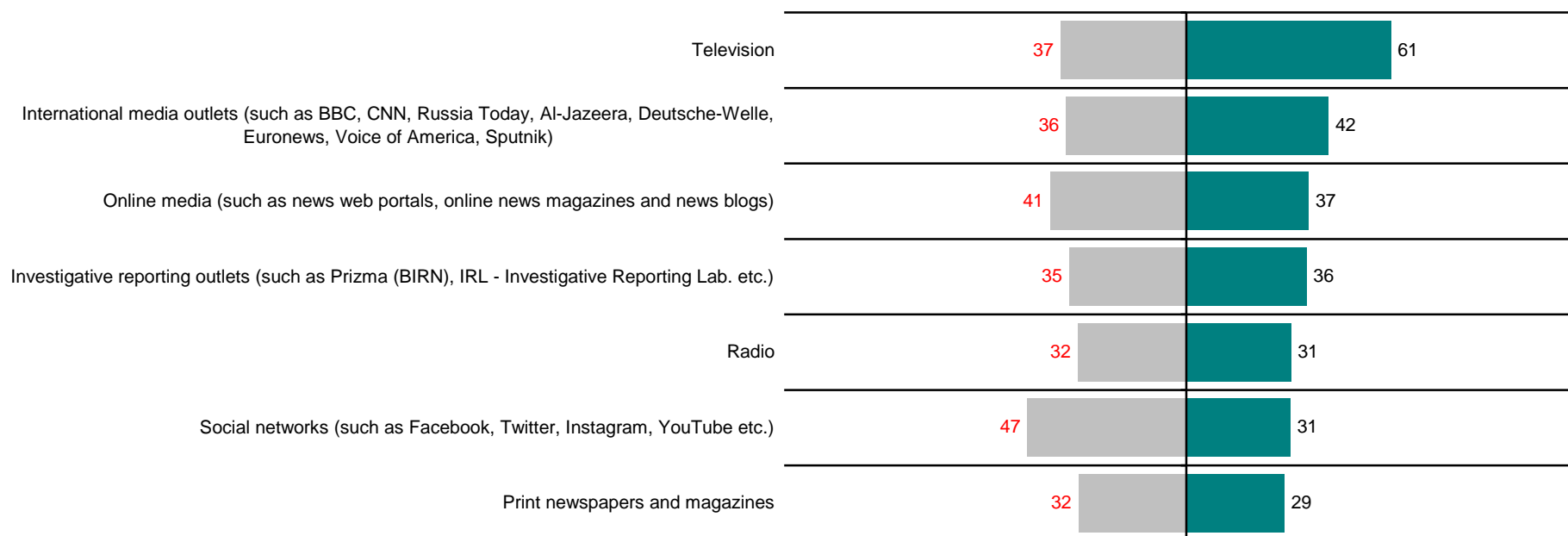
	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Don't have trust at all	23.3	22	24	23	26	22	21	31	20	16	22	24	28	27	28	16	21	24	22
Mainly don't have trust	25.5	27	24	27	26	24	24	20	27	32	26	24	23	24	24	28	27	26	24
Sum: don't have trust	48.7	49	48	51	52	46	45	51	47	48	49	48	51	50	52	44	48	50	46
Sum: have trust	49.3	49	49	47	46	50	53	47	50	51	49	50	48	49	46	54	48	48	51
Mainly have trust	40.7	42	39	38	39	40	46	35	43	47	43	38	34	40	37	46	40	40	41
Completely have trust	8.6	7	10	9	7	11	7	12	8	4	6	12	14	9	9	8	8	8	9
Don't know/ not sure/ Refusal	2.0	1	3	2	1	3	2	2	2	1	2	2	1	0	2	2	4	2	3
Total	100%																		
Mean	2.4	2.3	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.3	2.3	2.3	2.5	2.4	2.3	2.4

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Don't have trust at all	23.3	20	30	20	21	22	34	48		26	23	19	21	23
Mainly don't have trust	25.5	25	26	24	23	31	21	52		23	22	27	31	29
Sum: don't have trust	48.7	45	56	45	44	53	55	100		49	45	46	52	52
Sum: have trust	49.3	53	43	52	54	45	45		100	49	54	53	47	44
Mainly have trust	40.7	47	30	43	45	39	31		83	36	46	48	42	38
Completely have trust	8.6	6	12	8	9	6	14		17	13	8	5	5	6
Don't know/ not sure/ Refusal	2.0	2	1	4	2	1				2	1	0	1	4
Total	100%													
Mean	2.4	2.4	2.2	2.4	2.4	2.3	2.3	1.5	3.2	2.4	2.4	2.4	2.3	2.3

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

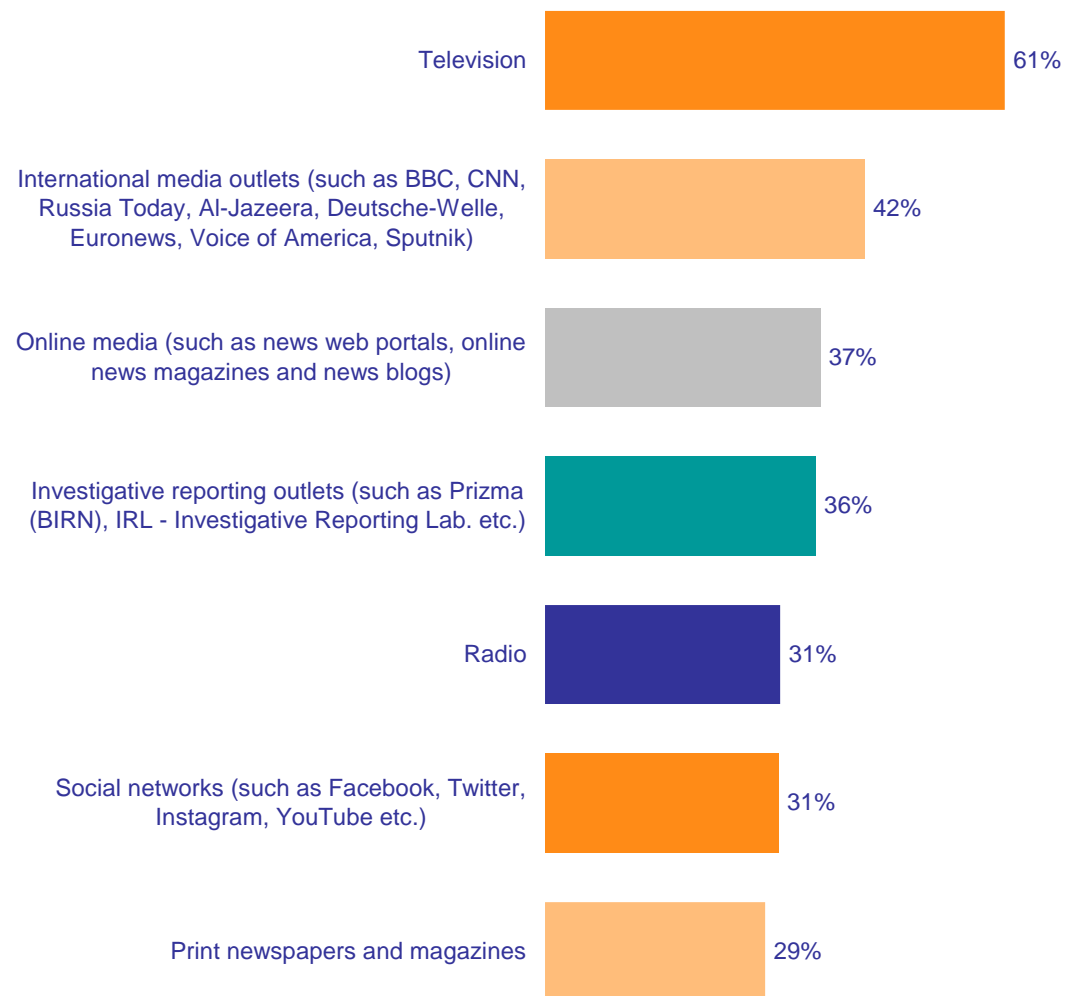
	N	Do not trust at all	Mainly do not trust	Mainly trust	Completely trust	Don't know	Do not trust at all + Mainly do not trust (Marks 1+2)	Mainly + Completely trust (Marks 3+4)	Total
Television	1002	17.7	19.7	50.2	10.8	1.6	37.4	61.0	100%
Radio	1002	19.5	12.7	25.1	6.1	36.5	32.3	31.2	
Print newspapers and magazines	1002	18.5	13.6	23.6	5.6	38.7	32.1	29.2	
Online media (such as news web portals, online news magazines and news blogs)	1002	19.4	21.1	31.8	4.7	23.0	40.5	36.5	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1002	23.6	23.7	26.8	4.2	21.7	47.3	31.0	
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	1002	18.2	16.7	28.1	7.8	29.2	34.9	35.9	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1002	20.5	15.3	34.0	8.4	21.8	35.8	42.4	

■ 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)

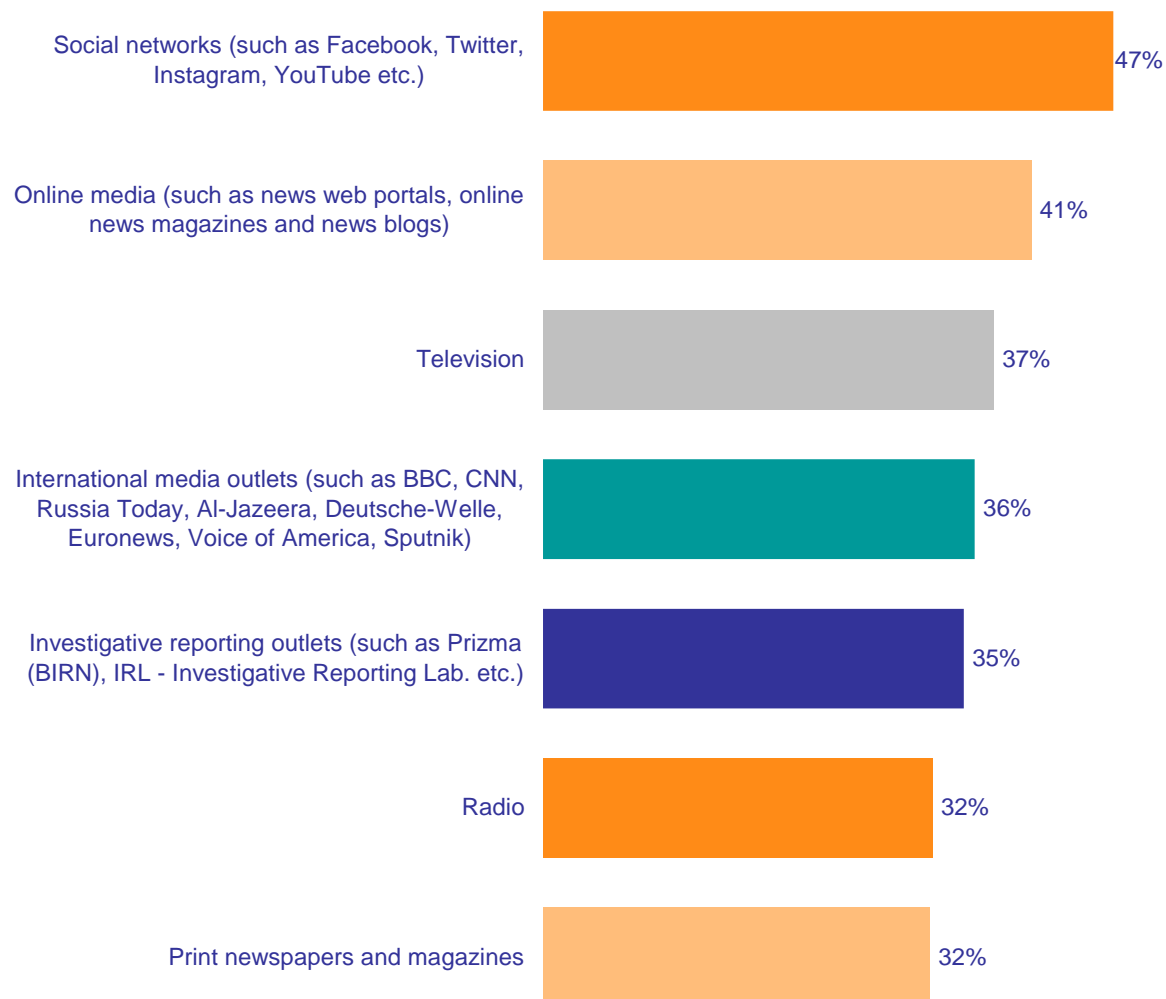
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Television	61.0	62	60	58	59	62	66	60	64	55	58	68	65	62	61	62	59	59	64
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	42.4	45	40	52	49	38	30	29	47	57	38	52	43	51	42	39	36	43	41
Online media (such as news web portals, online news magazines and news blogs)	36.5	39	34	48	43	37	16	23	42	48	33	44	37	39	41	35	30	39	33
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	35.9	37	35	41	42	35	25	24	41	46	36	34	42	41	35	34	33	37	34
Radio	31.2	34	29	33	36	31	24	21	36	39	34	24	28	34	24	33	34	30	32
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	31.0	34	28	47	33	36	8	19	39	34	30	32	36	32	29	34	29	32	29
Print newspapers and magazines	29.2	32	26	39	31	26	22	21	33	34	28	31	31	31	30	26	29	28	31

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Television	61.0	57	65	62	67	55	58	36	87	63	60	64	49	60
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	42.4	48	45	33	36	55	37	33	53	40	37	50	52	42
Online media (such as news web portals, online news magazines and news blogs)	36.5	45	43	21	29	50	32	22	52	36	29	41	46	38
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	35.9	41	36	29	32	44	32	24	48	32	36	42	38	36
Radio	31.2	34	33	27	30	34	30	15	48	27	30	38	39	32
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	31.0	40	33	18	23	45	30	16	46	26	28	38	34	35
Print newspapers and magazines	29.2	28	33	28	26	34	36	16	42	29	25	30	37	30

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)

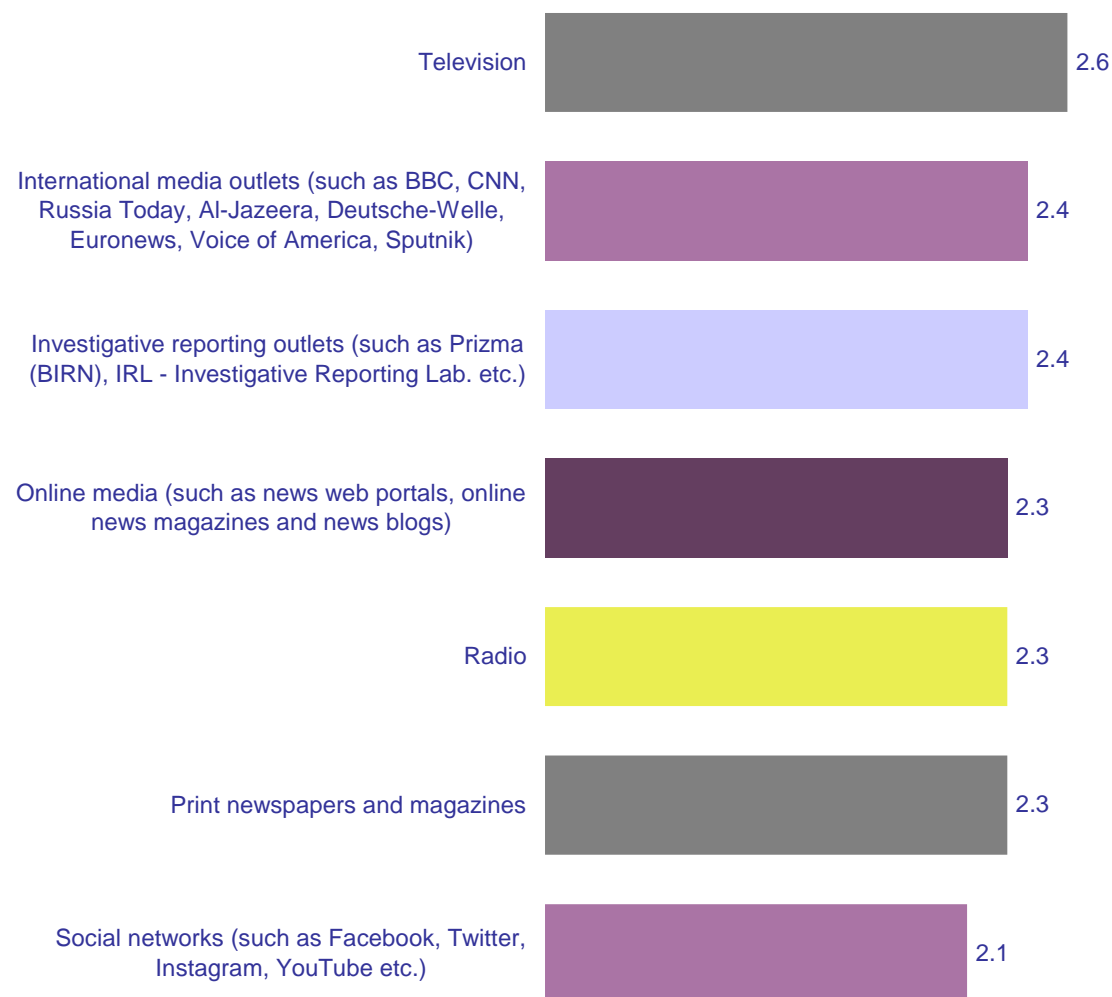
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	47.3	47	47	49	63	44	29	45	46	56	46	50	49	52	53	42	40	48	47
Online media (such as news web portals, online news magazines and news blogs)	40.5	42	39	46	48	42	26	38	41	42	39	41	45	44	42	35	38	40	41
Television	37.4	37	37	41	41	33	34	38	35	43	40	31	35	38	37	37	37	39	35
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	35.8	39	33	35	34	41	33	40	34	33	37	28	44	32	39	41	32	35	37
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	34.9	37	33	37	37	35	30	37	34	33	36	31	40	31	37	37	36	35	35
Radio	32.3	34	30	43	35	29	23	34	33	28	30	36	36	30	38	29	31	32	33
Print newspapers and magazines	32.1	34	30	32	38	32	24	32	32	33	30	37	31	30	37	35	26	33	31

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	47.3	51	53	38	44	52	51	65	31	45	47	48	60	45
Online media (such as news web portals, online news magazines and news blogs)	40.5	46	40	33	36	46	42	59	23	34	43	43	48	45
Television	37.4	41	34	37	32	43	39	64	12	35	39	34	49	38
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	35.8	38	35	34	34	35	54	50	22	35	38	32	39	35
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	34.9	36	35	33	31	37	44	50	21	36	33	34	44	33
Radio	32.3	33	32	31	26	38	46	49	16	30	35	33	34	32
Print newspapers and magazines	32.1	34	36	26	28	36	38	47	17	30	35	34	34	31

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

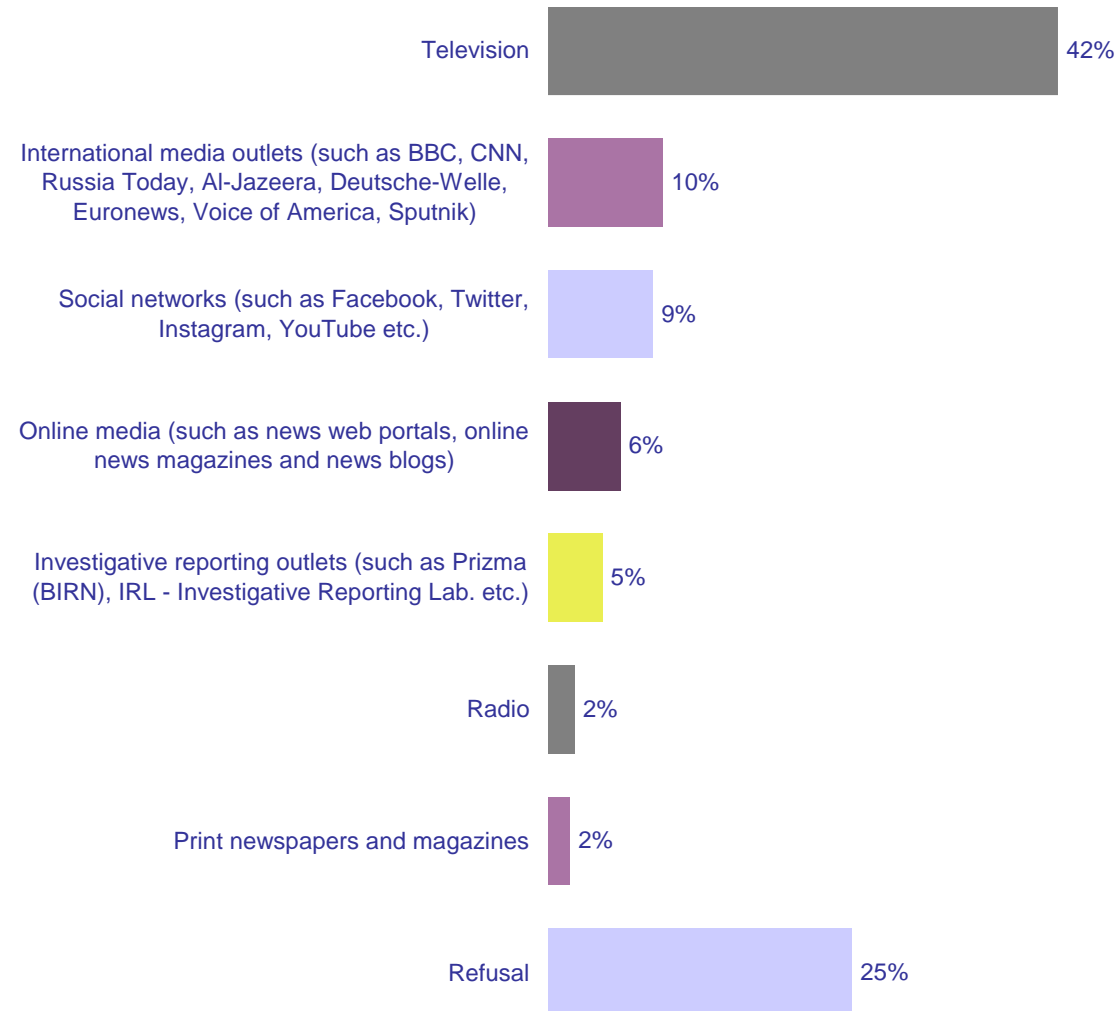
Average values

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	998	500	499	224	283	254	237	343	494	161	634	253	111	292	259	208	240	601	397
Television	2.6	2.6	2.5	2.5	2.5	2.6	2.6	2.5	2.6	2.5	2.5	2.7	2.6	2.6	2.5	2.6	2.5	2.5	2.6
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.4	2.4	2.4	2.4	2.5	2.3	2.3	2.1	2.5	2.6	2.3	2.7	2.3	2.5	2.4	2.3	2.4	2.4	2.3
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	2.4	2.3	2.4	2.4	2.4	2.3	2.3	2.2	2.4	2.5	2.4	2.4	2.3	2.5	2.3	2.3	2.3	2.4	2.3
Online media (such as news web portals, online news magazines and news blogs)	2.3	2.3	2.3	2.3	2.3	2.3	2.2	2.1	2.3	2.4	2.3	2.3	2.1	2.3	2.3	2.3	2.2	2.3	2.2
Radio	2.3	2.3	2.2	2.2	2.3	2.3	2.4	2.0	2.4	2.5	2.4	2.1	2.2	2.4	2.1	2.3	2.3	2.3	2.3
Print newspapers and magazines	2.3	2.3	2.2	2.4	2.2	2.2	2.3	2.1	2.3	2.4	2.3	2.2	2.3	2.3	2.2	2.2	2.4	2.2	2.3
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.1	2.2	2.1	2.3	2.0	2.2	1.9	1.9	2.3	2.2	2.2	2.2	2.1	2.1	2.1	2.3	2.2	2.2	2.1

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	998	370	307	317	543	373	59	487	494	353	199	163	79	205
Television	2.6	2.5	2.6	2.6	2.7	2.4	2.5	2.1	3.0	2.6	2.5	2.7	2.4	2.5
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.4	2.4	2.4	2.3	2.4	2.5	2.2	2.1	2.7	2.3	2.3	2.6	2.5	2.3
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	2.4	2.4	2.3	2.3	2.4	2.4	2.2	2.0	2.7	2.3	2.4	2.5	2.3	2.4
Online media (such as news web portals, online news magazines and news blogs)	2.3	2.3	2.4	2.1	2.2	2.4	2.1	1.9	2.7	2.3	2.2	2.4	2.3	2.2
Radio	2.3	2.3	2.2	2.3	2.4	2.2	2.3	1.8	2.8	2.2	2.2	2.5	2.4	2.3
Print newspapers and magazines	2.3	2.2	2.3	2.4	2.3	2.3	2.4	1.8	2.7	2.3	2.1	2.3	2.4	2.3
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.1	2.2	2.1	2.0	2.0	2.3	2.1	1.8	2.5	2.1	2.1	2.2	2.2	2.2

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

Base: Total target population



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

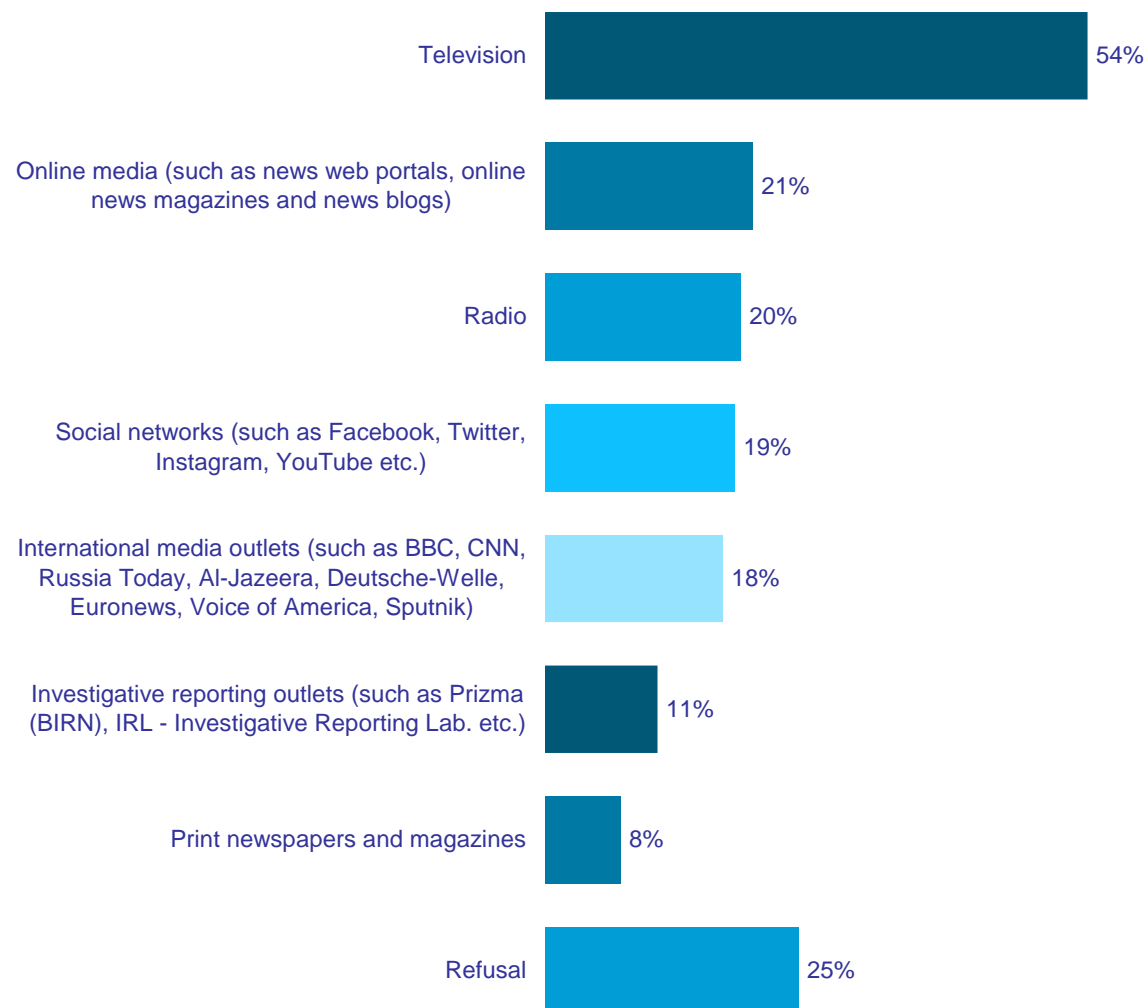
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.02		0.00				0.00			0.03			0.04				0.18	
Television	42.3	39	45	34	36	43	56	43	45	31	41	45	44	38	46	45	42	43	41
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	9.5	13	6	12	13	7	5	4	10	18	8	13	7	12	10	11	6	9	10
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	8.7	9	8	16	10	7	2	6	11	9	9	8	11	8	9	6	11	9	8
Online media (such as news web portals, online news magazines and news blogs)	6.0	6	6	10	6	6	1	2	7	11	7	5	4	7	5	5	6	6	6
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	4.5	4	5	6	6	3	3	1	5	11	7	1	1	7	3	6	2	6	3
Radio	2.2	3	2	4	1	4	0	1	3	3	2	1	3	4	1	1	2	2	2
Print newspapers and magazines	1.8	2	2	5	1	1	1	1	2	1	2	1	2	3	0	2	2	2	2
Refusal	25.2	24	26	14	26	29	31	41	17	15	24	27	27	21	27	25	28	22	29
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.00		0.00				
Television	42.3	38	42	47	55	28	27	34	51	45	49	45	29	34
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	9.5	12	11	5	6	14	18	11	8	9	8	11	19	8
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	8.7	10	10	6	2	19	9	10	7	6	9	10	6	13
Online media (such as news web portals, online news magazines and news blogs)	6.0	9	4	4	2	12	8	5	7	2	5	5	12	12
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	4.5	7	3	3	3	8	3	6	3	2	5	7	10	4
Radio	2.2	4	2	1	2	2	6	2	2	2	0	2	2	4
Print newspapers and magazines	1.8	1	2	2	1	3		3	1	2	1	1	3	2
Refusal	25.2	19	25	32	30	15	28	28	21	31	23	20	19	23
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

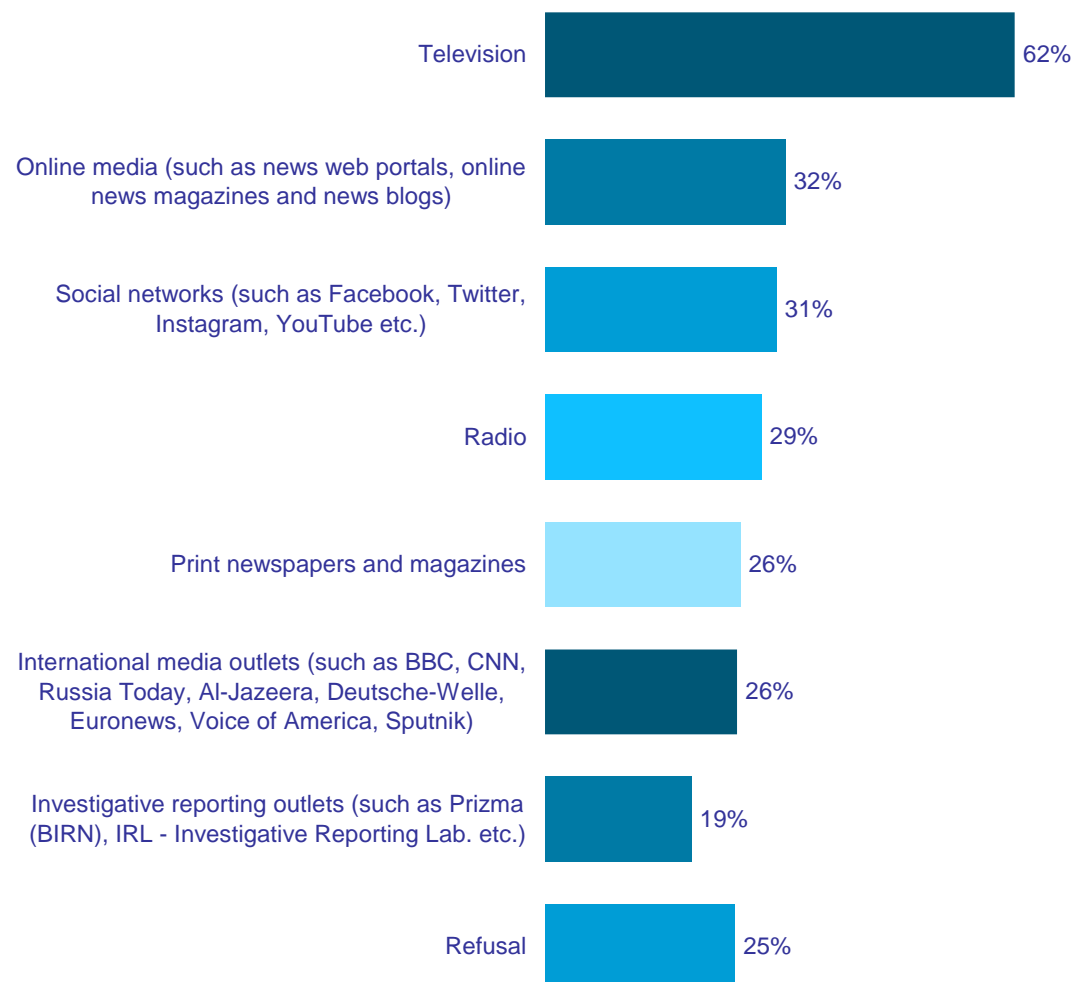
Multiple answers; Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Television	54.0	52	56	53	50	53	62	52	58	47	53	56	56	49	56	59	54	56	52
Online media (such as news web portals, online news magazines and news blogs)	20.7	22	19	35	18	23	8	10	25	31	20	23	16	25	19	14	22	23	18
Radio	19.5	20	19	19	14	18	28	20	21	15	21	16	17	20	18	20	20	18	22
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	18.9	20	18	27	23	18	7	13	23	20	19	18	19	20	21	16	18	20	18
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	17.7	20	15	18	24	15	13	12	18	29	16	21	23	21	18	18	14	18	17
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	11.2	10	12	11	14	11	9	6	11	22	14	6	8	16	9	12	7	13	8
Print newspapers and magazines	7.5	8	7	10	5	5	11	6	9	7	8	6	8	7	4	11	9	8	7
Refusal	25.2	24	26	14	26	29	31	41	17	15	24	27	27	21	27	25	28	22	29

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Television	54.0	52	55	55	63	47	35	48	61	55	60	57	45	48
Online media (such as news web portals, online news magazines and news blogs)	20.7	27	19	15	12	34	25	18	24	15	17	23	34	26
Radio	19.5	18	17	24	25	11	28	17	22	22	21	20	9	19
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	18.9	23	21	12	10	34	15	19	19	16	20	21	19	20
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	17.7	23	20	10	15	21	23	20	16	17	16	20	27	16
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	11.2	15	10	8	9	14	14	14	9	6	12	13	18	15
Print newspapers and magazines	7.5	5	7	11	7	9	5	8	7	6	8	7	10	10
Refusal	25.2	19	25	32	30	15	28	28	21	31	23	20	19	23

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

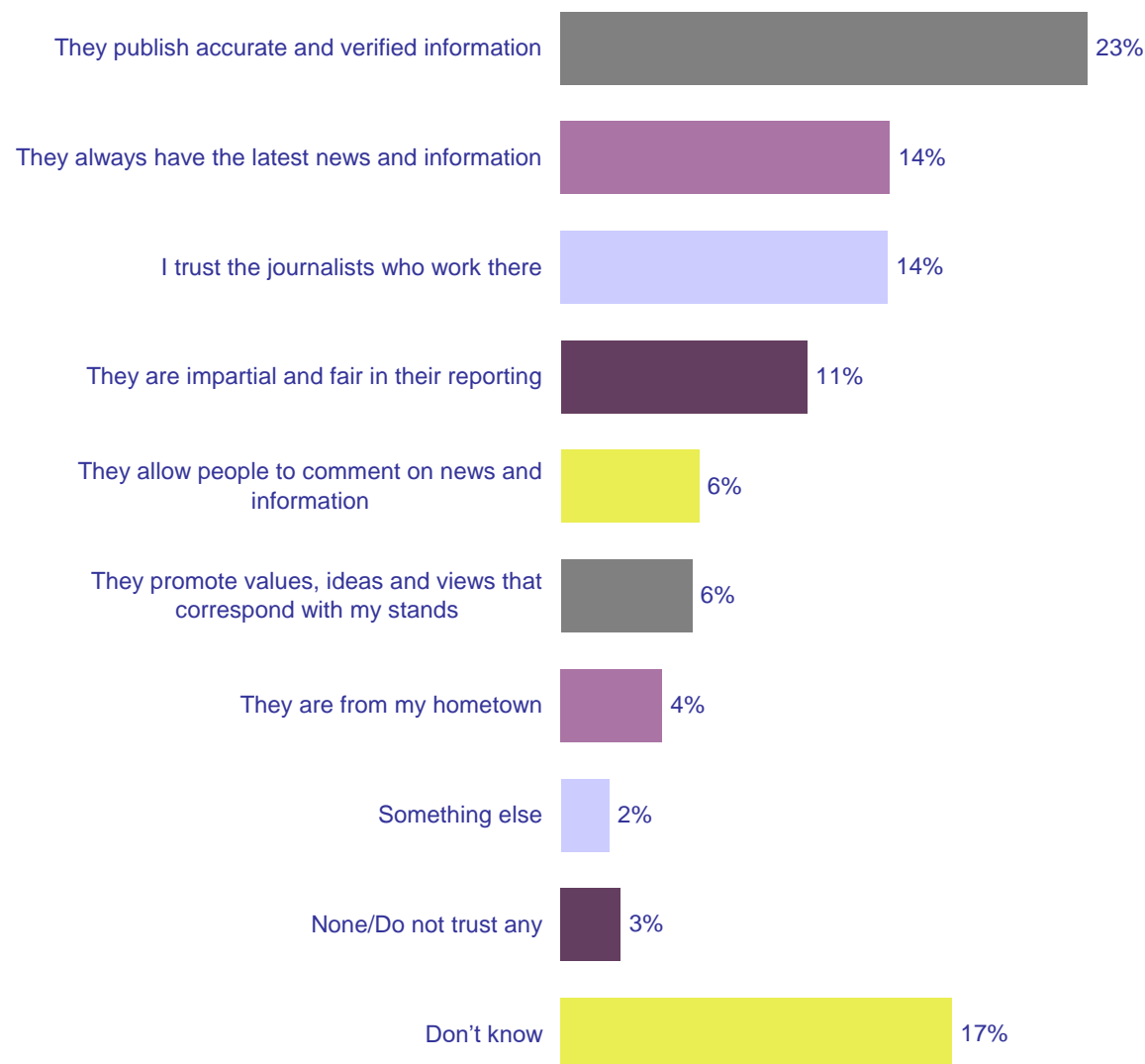
Multiple answers; Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Television	62.3	62	62	65	61	60	65	56	68	59	62	63	60	61	61	67	62	64	60
Online media (such as news web portals, online news magazines and news blogs)	31.9	31	32	46	31	35	16	19	38	41	32	34	27	40	28	28	29	36	26
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	30.7	33	29	42	34	33	13	21	37	33	30	33	32	34	34	26	28	32	28
Radio	28.7	29	28	31	25	23	37	28	30	27	31	23	25	28	27	29	31	28	30
Print newspapers and magazines	25.9	25	27	28	18	22	38	25	27	23	27	24	25	26	21	28	29	24	29
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	25.5	29	22	29	31	22	19	18	26	39	24	27	32	27	27	26	21	27	23
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	19.4	18	21	18	21	20	18	10	22	31	22	14	18	22	19	20	17	21	16
Refusal	25.2	24	26	14	26	29	31	41	17	15	24	27	27	21	27	25	28	22	29

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Television	62.3	63	63	60	67	62	40	57	69	61	65	66	57	61
Online media (such as news web portals, online news magazines and news blogs)	31.9	40	33	22	21	49	35	29	35	26	32	38	45	34
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	30.7	37	36	18	20	49	26	29	33	29	35	30	36	28
Radio	28.7	26	24	36	33	22	40	27	30	30	28	26	20	33
Print newspapers and magazines	25.9	21	24	33	31	19	31	23	30	27	26	26	18	27
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	25.5	31	27	17	22	32	26	29	23	22	23	31	43	23
Investigative reporting outlets (such as Prizma (BIRN), IRL - Investigative Reporting Lab. etc.)	19.4	24	17	16	18	23	19	22	18	12	21	23	25	25
Refusal	25.2	19	25	32	30	15	28	28	21	31	23	20	19	23

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+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.03		0.06				0.00			0.01			0.00				0.49	
They publish accurate and verified information	22.9	23	23	28	23	19	22	22	24	24	24	24	16	28	22	19	21	24	21
They always have the latest news and information	14.3	14	14	13	15	14	15	12	16	15	15	14	12	14	13	13	18	15	14
I trust the journalists who work there	14.2	16	12	12	10	20	14	14	14	14	12	20	14	15	18	11	11	14	15
They are impartial and fair in their reporting	10.7	12	9	11	12	9	10	5	12	18	12	8	11	14	9	12	8	11	10
They allow people to comment on news and information	6.0	6	6	8	7	5	4	3	8	5	6	5	7	5	4	10	6	6	6
They promote values, ideas and views that correspond with my stands	5.7	6	6	6	7	4	6	4	6	9	7	3	5	4	7	7	5	6	6
They are from my hometown	4.4	5	4	5	4	6	3	6	4	2	3	7	6	3	9	3	3	3	7
Something else	2.1	3	2	3	2	1	3	3	2	2	2	2	4	1	3	4	1	2	2
None/Do not trust any	2.6	2	3	2	2	2	4	4	2	1	3	0	5	1	3	2	5	3	3
Don't know	17.0	13	21	12	17	20	19	27	13	10	17	16	21	16	12	19	22	17	18
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.52			0.00		0.22				
They publish accurate and verified information	22.9	22	22	24	21	27	23	22	25	24	22	23	24	21
They always have the latest news and information	14.3	16	13	14	15	15	12	14	16	14	12	18	14	14
I trust the journalists who work there	14.2	14	15	13	17	11	12	12	17	15	18	12	9	13
They are impartial and fair in their reporting	10.7	13	12	7	10	12	8	10	12	8	10	13	19	12
They allow people to comment on news and information	6.0	8	5	5	5	7	13	5	7	5	9	4	6	7
They promote values, ideas and views that correspond with my stands	5.7	7	4	6	6	6	5	6	5	3	7	9	6	6
They are from my hometown	4.4	3	7	4	4	5	10	4	4	5	4	7	2	3
Something else	2.1	1	4	1	2	2	3	2	2	3	0	2		4
None/Do not trust any	2.6	2	1	5	3	2	2	4	1	3	2	3	1	3
Don't know	17.0	15	17	20	18	13	12	21	11	21	16	8	19	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

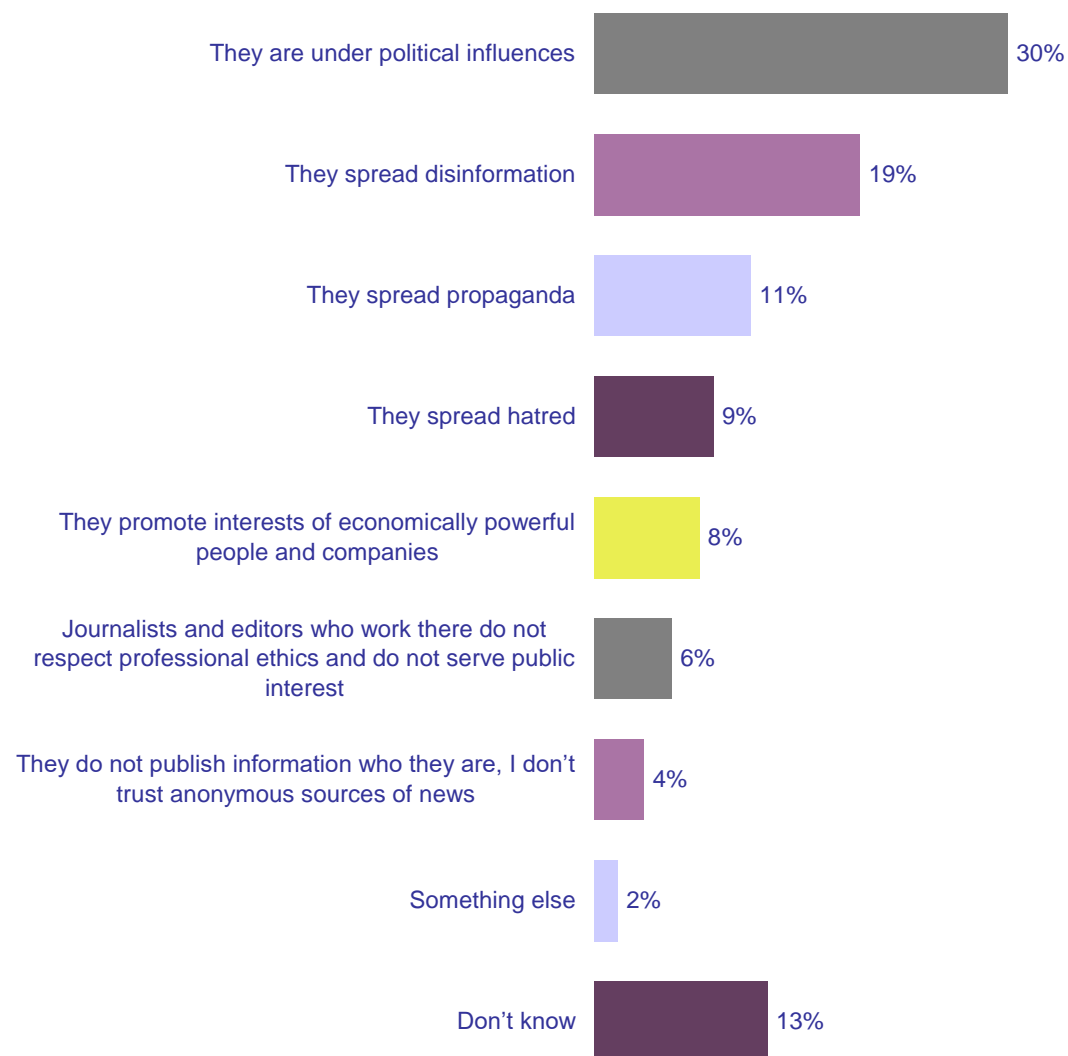
Multiple answers; Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
They publish accurate and verified information	40.6	44	37	45	41	39	37	37	42	44	40	42	41	45	42	37	37	42	38
They always have the latest news and information	28.5	30	27	29	31	25	29	21	32	33	29	28	29	28	27	27	32	30	26
They are impartial and fair in their reporting	25.4	27	24	22	23	26	31	17	28	36	29	18	23	27	24	28	23	26	25
I trust the journalists who work there	23.6	26	21	25	19	27	24	20	26	23	20	33	22	26	27	21	19	25	21
They allow people to comment on news and information	13.0	13	13	17	15	9	11	8	17	13	13	14	10	12	13	17	11	14	12
They promote values, ideas and views that correspond with my stands	10.8	10	11	12	10	10	12	8	10	19	13	5	10	9	12	12	11	11	10
They are from my hometown	7.9	8	7	10	7	10	4	10	8	3	6	13	7	5	15	4	6	7	9
Something else	2.6	3	2	3	3	1	4	3	2	3	2	2	5	1	4	4	1	3	3
None/Do not trust any	2.6	2	3	2	2	2	4	4	2	1	3	0	5	1	3	2	5	3	3
Don't know	17.0	13	21	12	17	20	19	27	13	10	17	16	21	16	12	19	22	17	18

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
They publish accurate and verified information	40.6	41	44	37	37	45	53	36	46	42	44	43	43	33
They always have the latest news and information	28.5	28	29	28	27	29	37	24	34	29	25	37	30	24
They are impartial and fair in their reporting	25.4	29	24	24	26	27	18	25	27	22	27	35	33	21
I trust the journalists who work there	23.6	25	24	21	25	23	23	21	27	22	27	25	23	22
They allow people to comment on news and information	13.0	16	12	10	12	14	21	12	14	11	18	12	12	13
They promote values, ideas and views that correspond with my stands	10.8	13	9	10	11	11	9	12	10	6	13	17	17	11
They are from my hometown	7.9	6	12	6	8	8	12	8	8	9	10	7	3	6
Something else	2.6	2	4	2	3	3	3	3	3	3	1	3	1	4
None/Do not trust any	2.6	2	1	5	3	2	2	4	1	3	2	3	1	3
Don't know	17.0	15	17	20	18	13	12	21	11	21	16	8	19	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

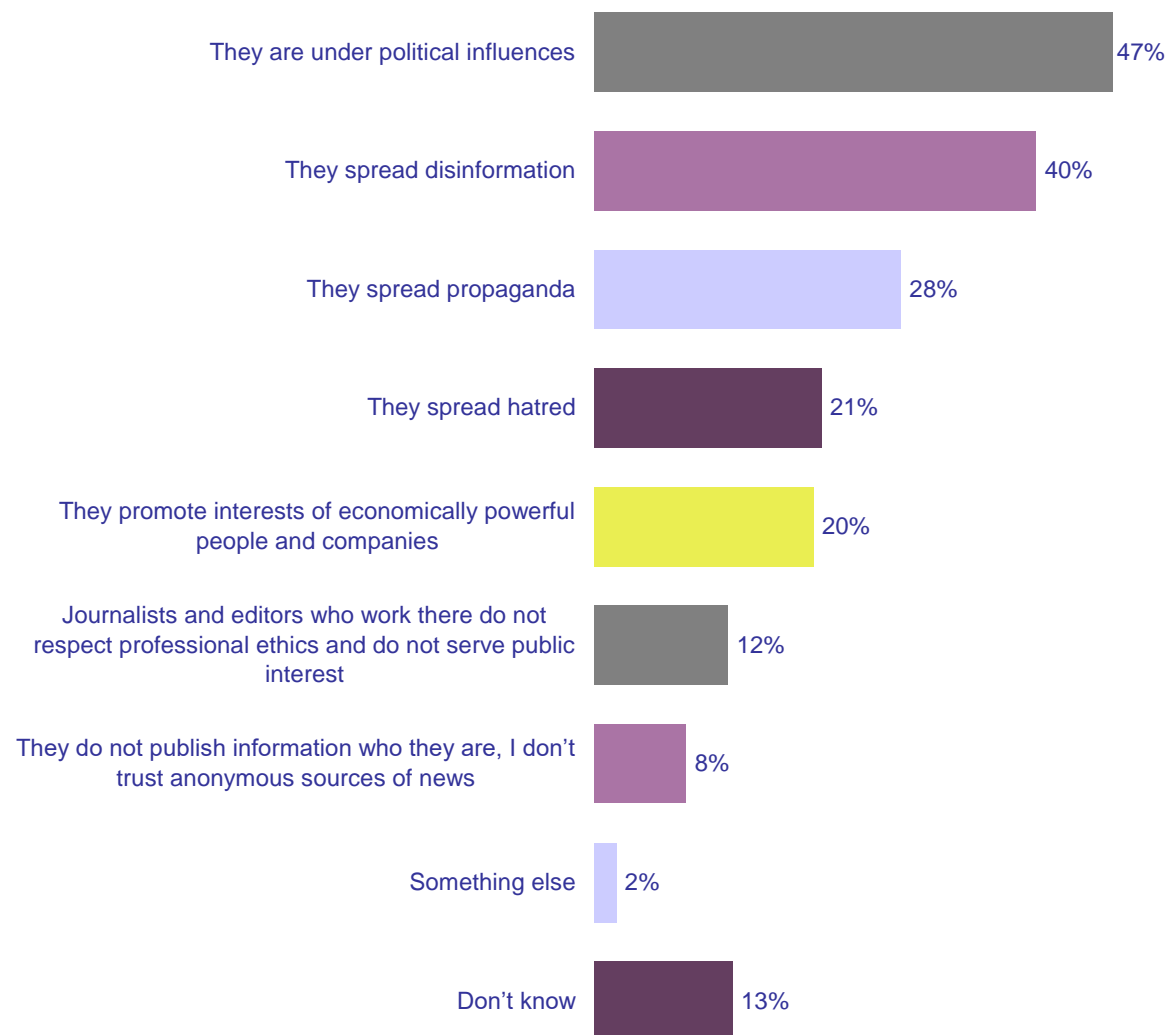
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.01		0.00				0.00			0.16			0.00				0.14	
They are under political influences	29.9	31	28	36	27	32	25	22	33	37	32	27	24	31	28	30	30	31	28
They spread disinformation	19.2	17	21	20	17	21	19	16	22	20	20	20	12	17	24	17	19	18	21
They spread propaganda	11.3	15	8	11	14	10	10	9	13	13	11	10	14	11	11	11	13	11	12
They spread hatred	8.6	9	8	14	5	8	9	11	8	6	7	10	14	9	7	8	10	9	8
They promote interests of economically powerful people and companies	7.6	7	8	5	12	5	7	6	8	8	7	8	8	8	9	8	6	8	7
Journalists and editors who work there do not respect professional ethics and do not serve public interest	5.6	6	5	4	5	6	7	6	5	8	6	6	5	11	3	3	4	7	4
They do not publish information who they are, I don't trust anonymous sources of news	3.6	3	4	4	5	5	1	4	4	2	2	6	6	4	3	6	2	3	5
Something else	1.7	2	1	1	1	0	4	2	1	1	2	1	3	3	1	2	0	2	1
Don't know	12.5	10	15	7	13	12	17	24	7	5	12	13	15	7	14	14	16	11	14
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.04			0.55		0.11				
They are under political influences	29.9	34	29	26	28	33	17	32	29	28	30	32	33	30
They spread disinformation	19.2	19	20	19	18	21	21	18	20	18	20	20	16	21
They spread propaganda	11.3	12	10	11	10	13	15	14	9	13	11	10	17	7
They spread hatred	8.6	6	12	9	9	8	12	8	10	11	8	8	4	7
They promote interests of economically powerful people and companies	7.6	9	8	5	8	7	10	7	8	6	9	9	11	7
Journalists and editors who work there do not respect professional ethics and do not serve public interest	5.6	6	4	6	6	4	14	5	6	5	8	5	7	5
They do not publish information who they are, I don't trust anonymous sources of news	3.6	4	4	3	4	4	1	3	4	2	2	7	5	3
Something else	1.7	1	0	3	3	0		2	2	2	1	2	2	3
Don't know	12.5	8	12	18	15	8	9	11	12	16	10	7	5	16
Total	100%													

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

Multiple answers; Base: Total target population



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

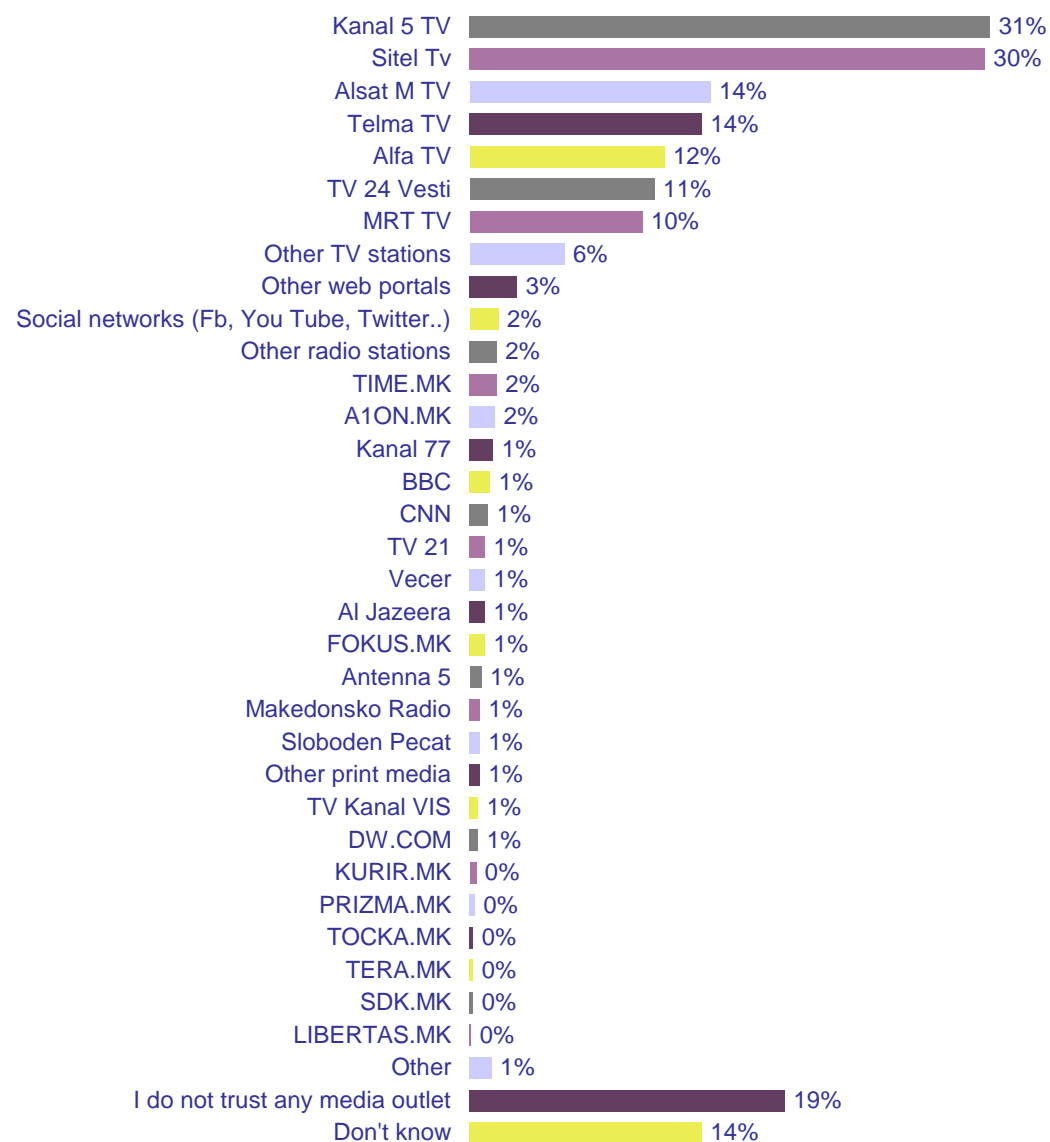
Multiple answers; Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
They are under political influences	46.8	50	44	51	47	45	44	36	51	56	50	42	41	45	48	47	47	48	45
They spread disinformation	39.9	40	40	45	37	44	34	35	43	42	40	41	36	36	47	39	38	40	39
They spread propaganda	27.7	32	23	30	28	28	25	23	30	29	27	24	40	28	23	31	31	29	25
They spread hatred	20.5	20	21	26	18	22	16	19	22	19	18	23	28	22	19	21	20	22	19
They promote interests of economically powerful people and companies	19.8	20	19	18	25	18	19	16	21	24	22	15	20	21	19	21	19	22	16
Journalists and editors who work there do not respect professional ethics and do not serve public interest	12.1	13	11	11	12	12	14	9	13	17	13	14	5	19	10	9	9	14	9
They do not publish information who they are, I don't trust anonymous sources of news	8.3	8	9	10	10	9	4	6	10	10	7	11	9	8	9	11	5	7	10
Something else	2.0	3	2	1	2	1	5	2	2	2	2	2	3	4	1	2	1	3	1
Don't know	12.5	10	15	7	13	12	17	24	7	5	12	13	15	7	14	14	16	11	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
They are under political influences	46.8	52	45	42	43	53	38	49	46	44	47	54	60	40
They spread disinformation	39.9	42	45	33	38	42	53	39	41	39	41	43	40	38
They spread propaganda	27.7	30	29	24	26	31	29	29	27	27	26	36	36	21
They spread hatred	20.5	21	22	19	21	19	28	19	22	20	22	22	16	21
They promote interests of economically powerful people and companies	19.8	25	21	13	19	21	24	22	18	16	25	21	27	17
Journalists and editors who work there do not respect professional ethics and do not serve public interest	12.1	14	8	13	11	12	18	12	12	11	15	14	17	9
They do not publish information who they are, I don't trust anonymous sources of news	8.3	11	9	5	7	11	7	8	9	5	9	15	13	6
Something else	2.0	1	1	4	3	1		2	2	2	2	2	2	3
Don't know	12.5	8	12	18	15	8	9	11	12	16	10	7	5	16

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

Multiple answers; Base: Total target population



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+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Kanal 5 TV	30.7	30	32	21	29	30	43	35	31	20	31	26	40	29	29	36	30	31	30
Sitel Tv	30.4	28	33	26	25	34	38	35	32	17	35	14	43	26	29	32	37	29	32
Alsat M TV	14.2	17	11	16	15	18	7	18	13	12	1	52	5	15	35	3	1	9	22
Telma TV	13.7	19	9	10	11	15	19	9	15	20	16	9	13	16	8	15	16	14	14
Alfa TV	11.5	12	11	7	9	13	18	9	14	9	15	6	5	12	8	14	13	14	8
TV 24 Vesti	10.9	11	11	8	7	11	18	6	12	17	13	5	11	10	7	14	14	13	8
MRT TV	10.2	10	10	5	8	10	18	10	11	8	12	7	4	7	10	14	9	9	12
Other TV stations	5.6	8	3	10	4	5	4	6	5	6	3	10	10	7	10	2	3	7	4
Other web portals	2.8	3	3	5	4	2	1	1	3	8	4	1	1	3	1	3	4	3	2
Social networks (Fb, You Tube, Twitter..)	1.7	2	2	2	3	2		1	2	1	1	2	3	3	1	2	1	2	2
Other radio stations	1.6	2	1	2	2	2	1		2	3	2	0	1	2	1	2	1	2	1
TIME.MK	1.6	2	1	3	2	1	0		2	4	2	1	0	3	1	1	1	2	1
A1ON.MK	1.5	2	1	1	1	2	3	1	1	4	2	1	2	1	1	4	1	2	1
Kanal 77	1.4	2	1	1	0	2	2	1	2	2	2	1	2	1	2		3	2	1
BBC	1.2	1	1	2	2	1	0		2	3	1	3		1	2		1	1	1
CNN	1.1	2	1	1	3	0	0		1	3	0	3		1	2		1	1	1
TV 21	0.9	2	0	1	1	1	0		1	3	0	3		2	1	0	0	1	1
Vecer	0.9	1	1	1	1	0	1		2	1	1		1	1	1	0	1	1	1
Al Jazeera	0.9	1	1	1	0	2	1	1	0	3	0	1	3	2	1	1	0	1	1
FOKUS.MK	0.9	1	1	1	2	0	0		1	2	1		1	1	0	1	1	1	0
Antenna 5	0.7	0	1	1	2			0	0	2	1		2	1		2	1	1	0
Makedonsko Radio	0.6	1	1		1	1	1	1	0	2	1		0	0	0	0	2	1	1
Sloboden Pecat	0.6	1	1	1	1	0	0		1	1	1		1	0		1	1	1	0
Other print media	0.6	1	0	1	0		1	1	1	0	1		1	1	0	1		1	1
TV Kanal VIS	0.5	1	1	1			2	1	1		0	1	1	1	1		0	1	0
DW.COM	0.5	1	0		1	1	1	1	0	1	0		2	1	0		1	0	1
KURIR.MK	0.4	0	0	0	1	0	0		1	1	1				1	1	0	0	0
PRIZMA.MK	0.3	0	0		1	0			0	1	0			1			0	0	0
TOCKA.MK	0.2	0	0	0	1				0	0	0			0		1	0	0	
TERA.MK	0.2	0	0			1	0		0	0	0				0	1		0	
SDK.MK	0.2	0	0		0	0	0			1	0			0			0	0	0
LIBERTAS.MK	0.1	0	0		0	0	0			1	0					0	0	0	0
Other	1.3	2	1	2	1	2	1	1	1	2	2	0	1	1	1	2	1	1	2
I do not trust any media outlet	18.6	19	19	20	21	17	16	22	16	19	19	20	17	17	18	21	19	19	18
Don't know	13.7	12	16	17	14	15	8	10	16	15	14	13	12	17	10	12	15	14	14

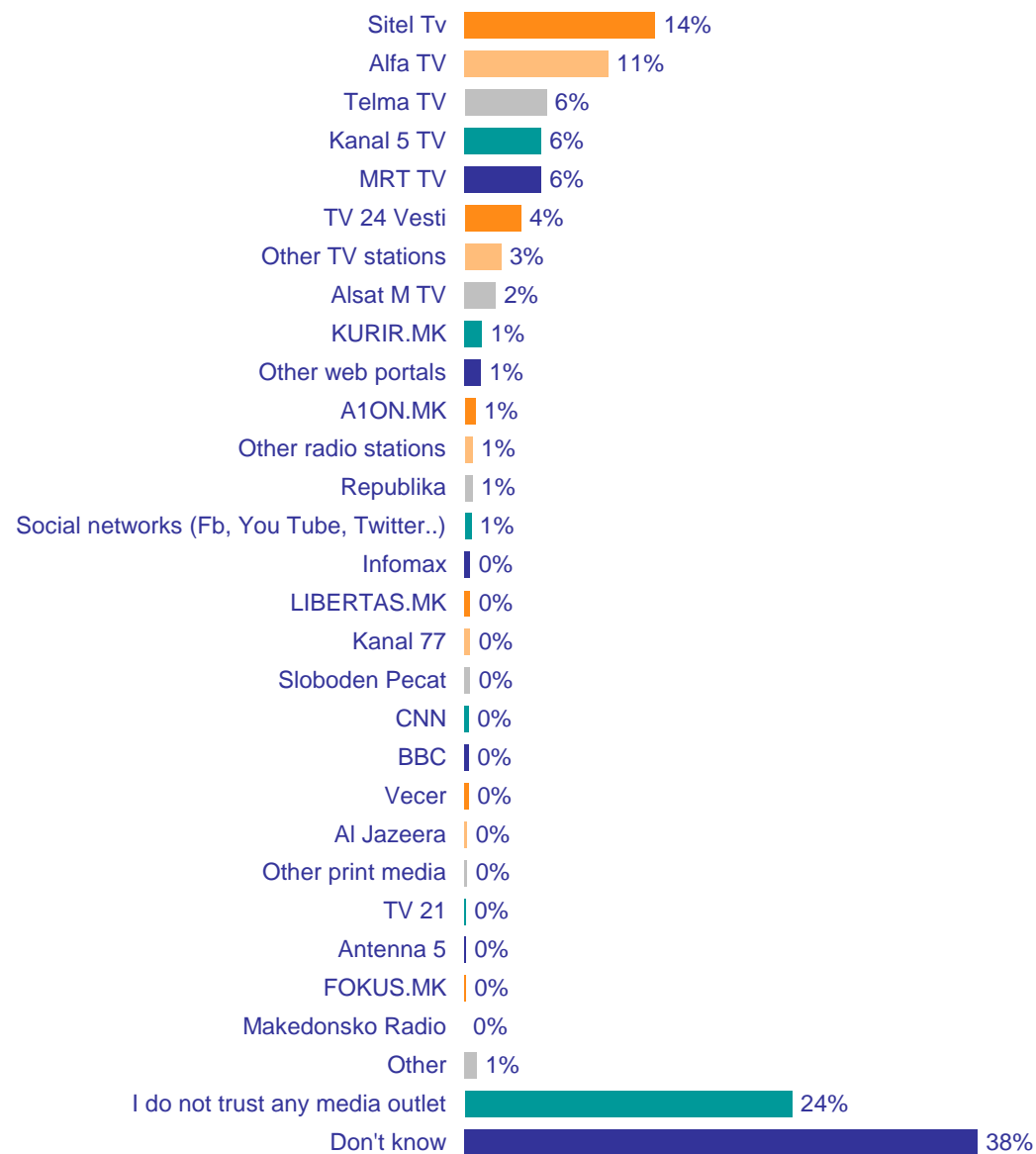
Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Kanal 5 TV	30.7	28	30	35	38	23	27	23	39	37	34	38	21	15
Sitel Tv	30.4	28	29	34	36	24	22	20	41	39	34	29	22	16
Alsat M TV	14.2	10	28	7	14	14	19	14	14	20	8	12	7	15
Telma TV	13.7	18	8	14	14	14	13	10	17	12	15	19	25	7
Alfa TV	11.5	10	10	14	14	9	4	10	13	12	16	11	11	7
TV 24 Vesti	10.9	12	5	15	12	10	7	8	14	7	17	13	13	10
MRT TV	10.2	9	6	16	12	7	10	4	16	10	16	11	11	5
Other TV stations	5.6	7	5	5	5	7	5	5	7	6	5	7	6	4
Other web portals	2.8	4	2	2	1	6	4	3	3	1	3	3	11	2
Social networks (Fb, You Tube, Twitter..)	1.7	2	2	1	1	2		1	3	2	2	1	3	
Other radio stations	1.6	2	1	1	1	2	5	1	2	1	3	2	4	0
TIME.MK	1.6	3	1	1	1	3	4	2	2	0	1	3	4	1
A1ON.MK	1.5	1	1	2	1	2		2	1	2	1	2	4	0
Kanal 77	1.4	2	1	1	1	1	4	1	1	2	1	1	2	1
BBC	1.2	2	1	1	1	2	3	1	1	1	0	3	1	0
CNN	1.1	2	1	0	0	2	3	1	1	1	0	2	2	0
TV 21	0.9	2	0	0	0	2	1	1	1	1	0	1	3	1
Vecer	0.9	1	0	1	1	1		1	1	1	1	1	3	
Al Jazeera	0.9	1	1	1	0	1	4	1	0	1	1	1	2	1
FOKUS.MK	0.9	1	1	0	0	2	1	1	1	1		2	4	0
Antenna 5	0.7	1		1	0	1	3	0	1	1	1	2	1	
Makedonsko Radio	0.6	1	0	0	1	0	1	0	1	1	0	1	2	
Sloboden Pecat	0.6	1		1	1	1		0	1	0	1	1	3	
Other print media	0.6	1	0	1	1	0		1	1	1	1	0		
TV Kanal VIS	0.5	0		1	1	0		0	1	1				
DW.COM	0.5	1	1	0	0	1	4	1	0	1	0	1	2	
KURIR.MK	0.4	0	1	0	0	0		0	0	0	1	0	0	
PRIZMA.MK	0.3	1				1		0	0			1	1	0
TOCKA.MK	0.2	1	0		0	0		0	0	0	0	1		
TERA.MK	0.2	0	0		0			0	0	0				1
SDK.MK	0.2	0		0	0	0		0	0		0		1	0
LIBERTAS.MK	0.1	0		0		0		0	0			1	0	
Other	1.3	2	1	0	1	2	3	1	2	1	2	0	4	1
I do not trust any media outlet	18.6	19	21	17	17	19	26	29	8	17	15	19	20	25
Don't know	13.7	15	12	13	13	15	16	13	14	9	12	11	8	27

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+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Sitel Tv	14.2	18	11	14	18	14	11	10	15	20	13	16	15	19	12	13	13	15	13
Alfa TV	10.7	14	8	7	10	13	13	5	12	18	12	8	8	12	9	10	13	11	10
Telma TV	6.1	9	3	8	5	7	5	3	8	7	6	6	6	7	7	5	5	7	5
Kanal 5 TV	5.7	6	6	5	6	7	4	3	6	12	7	3	4	6	4	6	7	7	4
MRT TV	5.7	7	5	6	2	7	4	9	4	7	6	7	3	5	7	4	5	6	5
TV 24 Vesti	4.2	6	3	1	4	3	9	2	6	6	6	6	4	4	3	6	4	5	3
Other TV stations	2.7	3	2	4	4	2	1	2	2	5	1	6	3	4	4	2	1	3	3
Alsat M TV	2.3	4	1	1	4	2	2	3	1	4	2	4	1	3	3	1	3	2	3
KURIR.MK	1.3	1	2	2	3	1			1	5	2		1	2	0	1	2	1	1
Other web portals	1.2	1	1	2	2	0			1	4	1	1	1	1	1	1	1	1	1
A1ON.MK	0.8	1	1	1	0	0	1	1	0	1	0	1	1	0	2	0	1	1	1
Other radio stations	0.6	1	1	1	1		0		1	1	1	1		0	1	0	1	1	1
Republika	0.6	0	1	0	1	0	0		0	3	1		0	0	0	1	0	1	1
Social networks (Fb, You Tube, Twitter..)	0.5	1	0	1	1				1	1	0	1	0	0	1		0	0	1
Infomax	0.4	1	0	1	0	0			0	1	1		0	1	0	0	0	1	0
LIBERTAS.MK	0.4	0	1		1	0			0	1	1		0	1	0	1		0	0
Kanal 77	0.4	1	0		1	0		0	0	1	0		1		0		1	0	1
Sloboden Pecat	0.4	0	0	1	0	1			0	1	1			0	0	1	0	1	
CNN	0.3	0	0	1	0	0			0	1	0			0	0		1	0	
BBC	0.3	0	0	1	0				0	0	0			0	0		1	0	0
Vecer	0.3	0	0	1	0	0			0	1	0		1	1		0		0	0
Al Jazeera	0.2	0	0	0		0	0		0	1	0	0	1		1	0		0	0
Other print media	0.2	0		1			0		0	0	0			1				0	
TV 21	0.1	0	0			0	0		0	0	0	0			0		0	0	
Antenna 5	0.1	0			0	0			0	0	0					0	0		0
FOKUS.MK	0.1	0				0			0		0			0				0	
Makedonsko Radio	0.0	0				0				0	0				0				0
Other	0.9	1	1	1	1	0	2	1	1	2	1	2	1	2	1	0	1	1	0
I do not trust any media outlet	24.4	21	27	24	26	22	26	32	21	17	24	26	21	22	26	25	25	23	26
Don't know	38.2	33	43	36	39	41	35	43	38	29	38	40	38	35	40	41	38	37	40

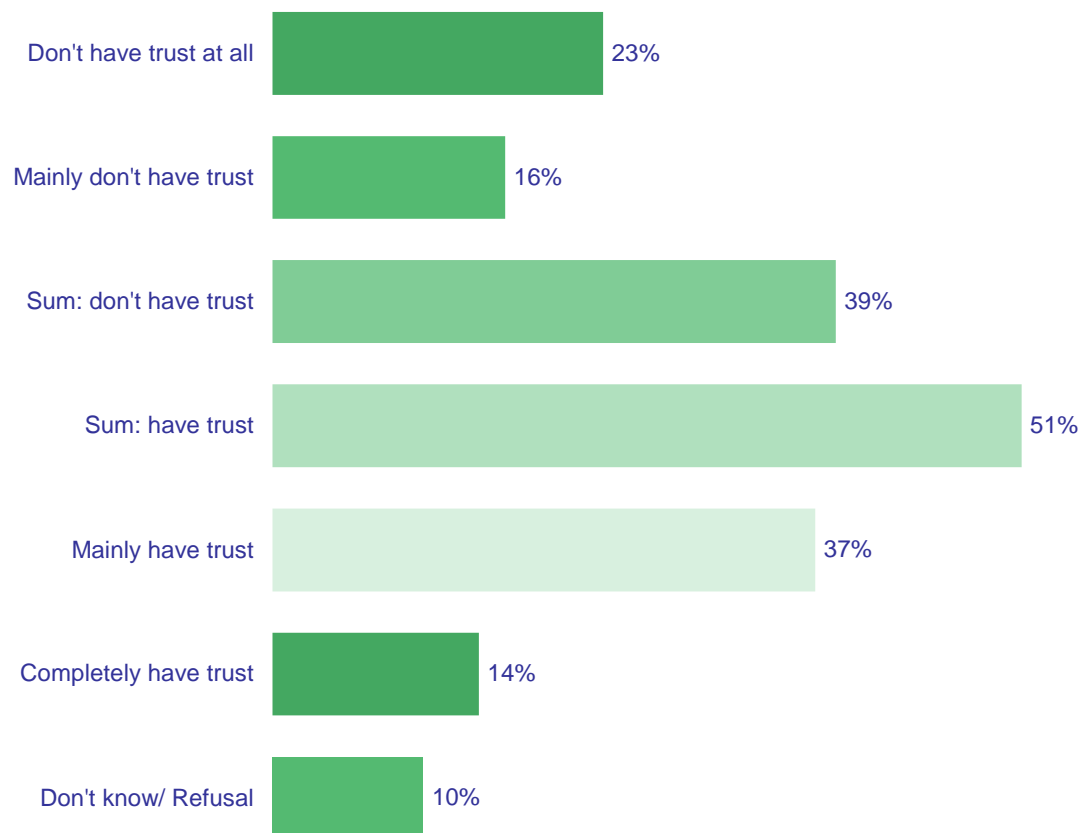
And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Sitel Tv	14.2	17	15	10	11	19	17	15	14	14	14	20	23	8
Alfa TV	10.7	13	7	12	10	11	18	10	11	7	14	15	21	6
Telma TV	6.1	6	6	5	5	8	3	7	6	8	4	7	6	4
Kanal 5 TV	5.7	9	4	4	4	9	5	7	5	3	7	9	14	3
MRT TV	5.7	5	5	7	4	7	8	6	6	6	7	6	2	5
TV 24 Vesti	4.2	3	3	6	5	3	2	4	4	3	8	4	7	2
Other TV stations	2.7	4	3	1	2	4	1	2	3	3	4	2	2	1
Alsat M TV	2.3	3	2	2	2	3	4	2	2	3	2	1	2	1
KURIR.MK	1.3	3	0	0	0	3		1	2		1	3	9	0
Other web portals	1.2	2	1	0	0	3		1	2	1	1	2	5	0
A1ON.MK	0.8	1	0	1	1	0		1	0	1	1	0	0	
Other radio stations	0.6	0	1	0	0	1		0	1	0	2			
Republika	0.6	1	0		0	1		0	1	0	1	0	4	0
Social networks (Fb, You Tube, Twitter..)	0.5	0	1	0	0	1		1	0	0		1	1	0
Infomax	0.4	1			0	1		1	0			1	4	0
LIBERTAS.MK	0.4	1	0			1		0	0	0		1	3	
Kanal 77	0.4	0	1		0	0		0	0	1		1		
Sloboden Pecat	0.4	1	0		0	0		0	0		0	1	1	
CNN	0.3	0		0	0	0	2	0	1		0		1	1
BBC	0.3	0	1			1		0	0	0	0		1	1
Vecer	0.3	0		0	0	0		0	0		1	1		
Al Jazeera	0.2	0	0	0	0	0		0	0		0		1	
Other print media	0.2	0		0		0		0	0	0	0			
TV 21	0.1	0		0	0	0		0	0					1
Antenna 5	0.1	0				0		0	0			1		
FOKUS.MK	0.1	0			0				0				1	
Makedonsko Radio	0.0	0				0			0			0		
Other	0.9	1	1	1	1	1		1	1	0	2	1	1	1
I do not trust any media outlet	24.4	24	23	26	25	21	32	33	14	25	22	20	21	31
Don't know	38.2	34	40	41	41	35	32	31	45	41	35	38	21	43

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

Base: Total target population



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

Base: Total target population

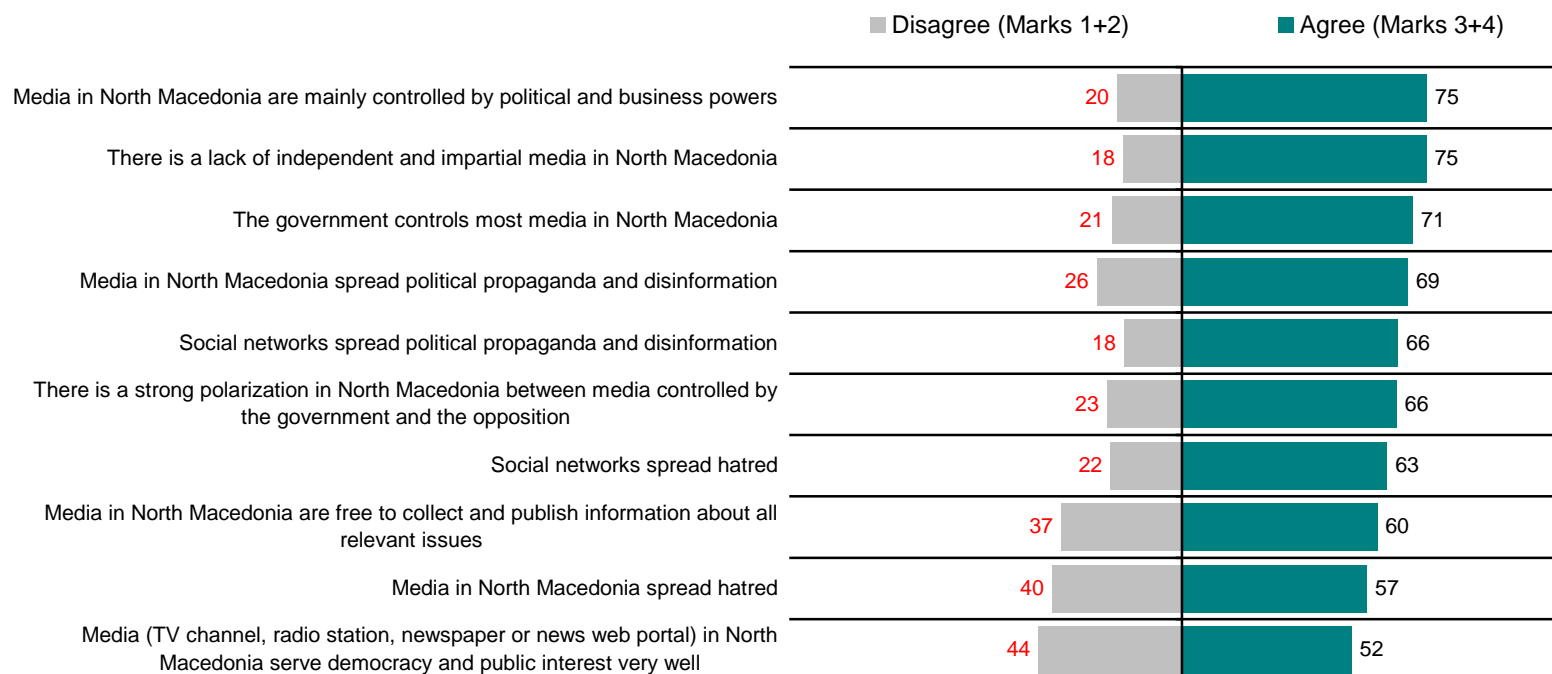
	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Don't have trust at all	22.6	23	22	21	24	25	20	29	20	17	21	25	24	20	32	17	21	21	25
Mainly don't have trust	15.9	16	15	17	15	17	14	9	18	24	18	14	10	18	13	15	16	18	13
Sum: don't have trust	38.5	40	37	38	40	42	34	37	38	41	39	40	34	38	45	32	37	39	38
Sum: have trust	51.2	52	50	58	50	46	53	48	54	51	51	49	56	54	45	58	48	52	50
Mainly have trust	37.1	37	38	45	31	35	39	31	40	41	38	36	35	40	29	43	37	39	34
Completely have trust	14.1	16	12	13	19	11	14	17	13	10	13	13	21	15	16	15	11	13	16
Don't know/ Refusal	10.3	8	13	5	11	12	13	15	8	8	10	11	10	7	10	10	15	9	12
Total											100%								
Mean	2.5	2.5	2.5	2.5	2.5	2.4	2.5	2.4	2.5	2.5	2.5	2.4	2.6	2.5	2.3	2.6	2.5	2.5	2.5

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Don't have trust at all	22.6	21	28	19	21	24	22	32	14	26	21	19	21	22
Mainly don't have trust	15.9	21	11	14	15	19	9	21	11	11	17	21	27	16
Sum: don't have trust	38.5	43	40	32	36	43	31	53	25	37	38	40	49	37
Sum: have trust	51.2	49	51	54	53	49	58	35	68	50	52	51	45	55
Mainly have trust	37.1	36	35	40	39	37	35	27	47	32	37	42	34	43
Completely have trust	14.1	13	16	14	14	13	23	7	21	17	16	9	11	13
Don't know/ Refusal	10.3	8	9	14	11	8	11	12	7	13	10	10	7	8
Total														
Mean	2.5	2.4	2.4	2.6	2.5	2.4	2.7	2.1	2.8	2.5	2.5	2.5	2.4	2.5

ATTITUDES AND EXPERIENCES WITH MEDIA

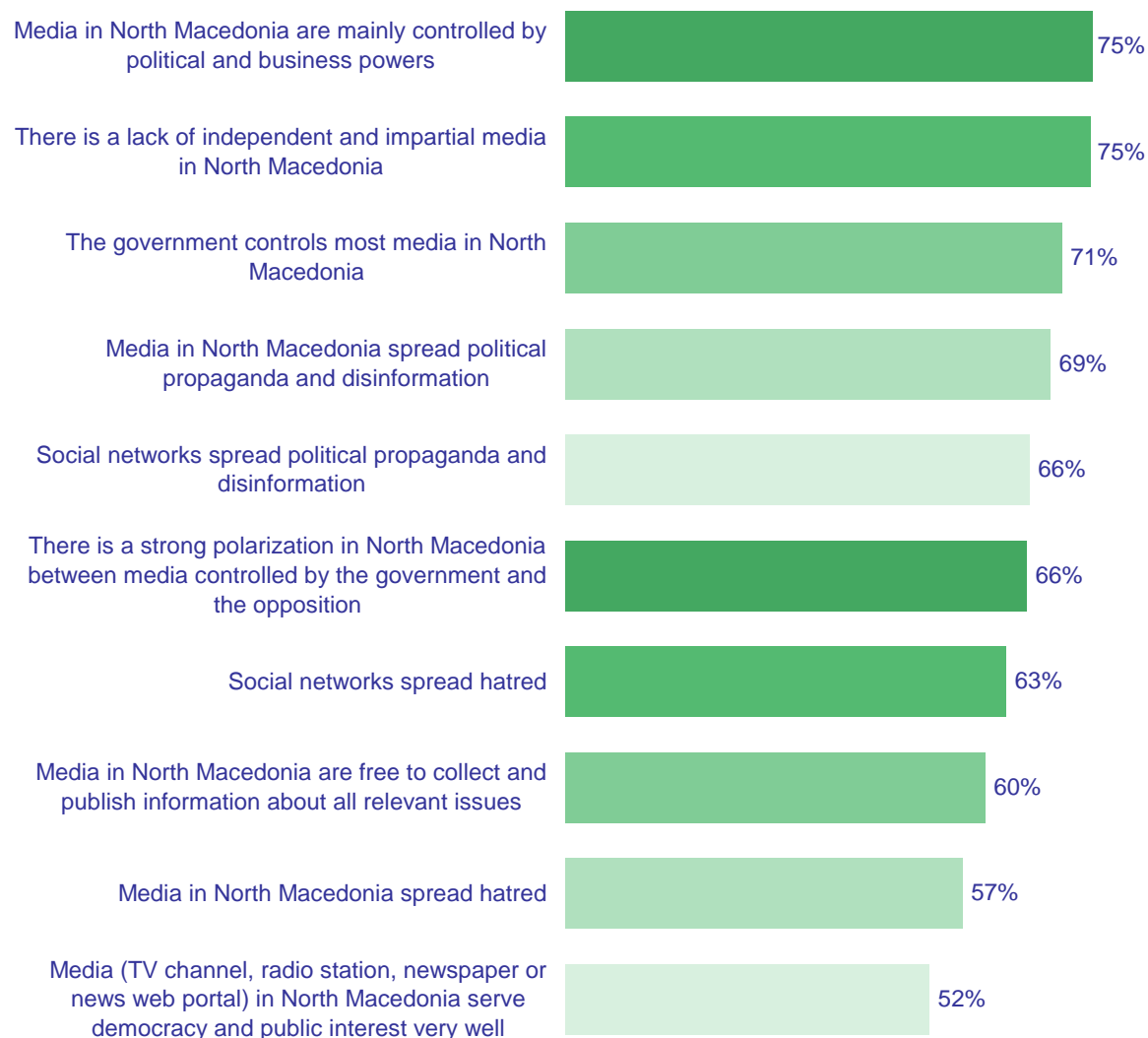
On a scale from 1 to 4, assess how much do you agree with the following statements:

	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 North Macedonia serve democracy and public interest very well	1002	24.4	19.3	40.8	11.0	4.6	43.7	51.8	100%
Media in North Macedonia are free to collect and publish information about all relevant issues	1002	17.9	18.9	41.6	18.2	3.5	36.8	59.7	
Media in North Macedonia are mainly controlled by political and business powers	1002	11.3	8.4	30.9	44.0	5.4	19.7	74.9	
The government controls most media in North Macedonia	1002	12.7	8.7	30.8	39.8	7.9	21.4	70.6	
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	1002	12.0	10.9	31.4	34.2	11.6	22.8	65.6	
There is a lack of independent and impartial media in North Macedonia	1002	9.2	8.8	25.2	49.5	7.3	18.0	74.7	
Media in North Macedonia spread political propaganda and disinformation	1002	14.9	11.1	33.6	35.3	5.1	26.0	69.0	
Media in North Macedonia spread hatred	1002	26.2	13.5	32.4	24.1	3.9	39.6	56.5	
Social networks spread political propaganda and disinformation	1002	9.5	8.2	33.2	32.9	16.3	17.7	66.0	
Social networks spread hatred	1002	11.6	10.2	30.6	32.0	15.5	21.8	62.7	



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)

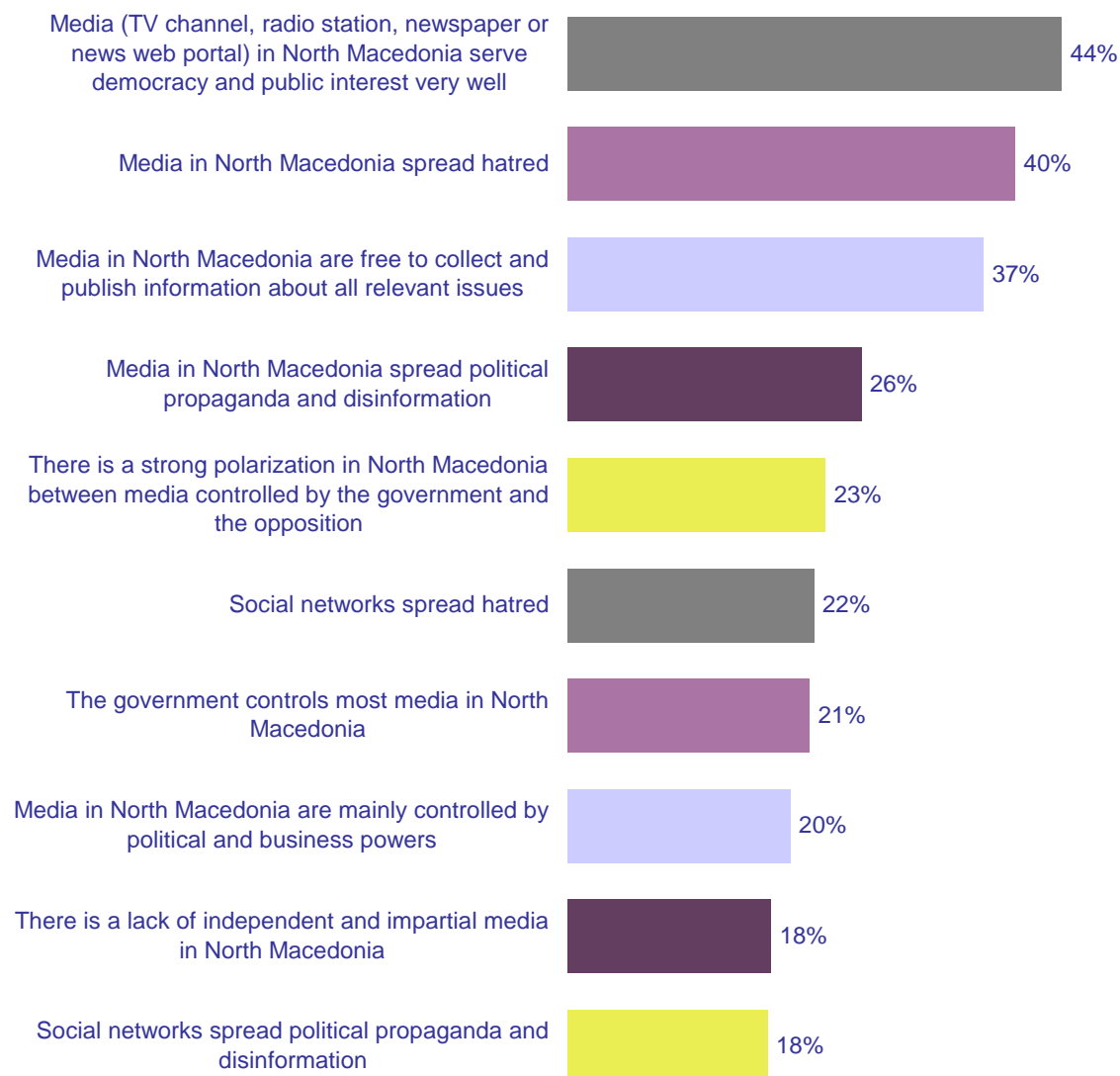
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Media in North Macedonia are mainly controlled by political and business powers	74.9	79	71	75	78	77	69	64	80	84	79	69	65	76	69	79	76	77	71
There is a lack of independent and impartial media in North Macedonia	74.7	81	68	79	74	75	71	62	80	85	79	66	71	78	67	77	78	77	71
The government controls most media in North Macedonia	70.6	75	66	80	72	69	61	61	77	73	70	74	67	74	72	69	67	72	69
Media in North Macedonia spread political propaganda and disinformation	69.0	75	63	73	72	69	61	57	74	81	71	69	56	68	66	73	70	73	63
Social networks spread political propaganda and disinformation	66.0	70	62	78	76	65	44	52	71	81	63	75	62	73	71	62	56	67	64
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	65.6	67	64	71	67	66	59	53	72	74	68	60	61	70	58	68	65	68	62
Social networks spread hatred	62.7	65	60	73	70	66	41	52	66	74	60	69	64	69	65	55	58	65	59
Media in North Macedonia are free to collect and publish information about all relevant issues	59.7	61	58	55	55	63	65	61	60	57	59	59	67	60	54	63	63	58	62
Media in North Macedonia spread hatred	56.5	59	54	62	55	53	56	58	55	57	54	61	61	56	60	56	54	56	57
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	51.8	50	53	51	47	51	59	54	53	43	49	54	63	49	53	54	52	51	54

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
Media in North Macedonia are mainly controlled by political and business powers	74.9	80	75	68	72	81	77	77	74	70	76	81	88	72
There is a lack of independent and impartial media in North Macedonia	74.7	80	74	69	72	82	68	75	76	70	71	85	88	72
The government controls most media in North Macedonia	70.6	78	68	65	66	78	73	74	69	68	69	81	73	67
Media in North Macedonia spread political propaganda and disinformation	69.0	77	67	62	63	79	68	75	64	64	66	81	83	65
Social networks spread political propaganda and disinformation	66.0	77	69	51	55	83	66	73	60	57	62	81	83	67
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	65.6	71	70	56	63	72	60	66	67	63	70	68	76	60
Social networks spread hatred	62.7	70	68	49	55	76	59	68	59	55	60	72	75	65
Media in North Macedonia are free to collect and publish information about all relevant issues	59.7	57	63	60	65	55	56	47	73	66	62	54	55	53
Media in North Macedonia spread hatred	56.5	55	59	56	52	64	53	64	49	57	52	58	62	57
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	51.8	48	55	53	57	45	58	38	66	57	51	46	50	49

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)

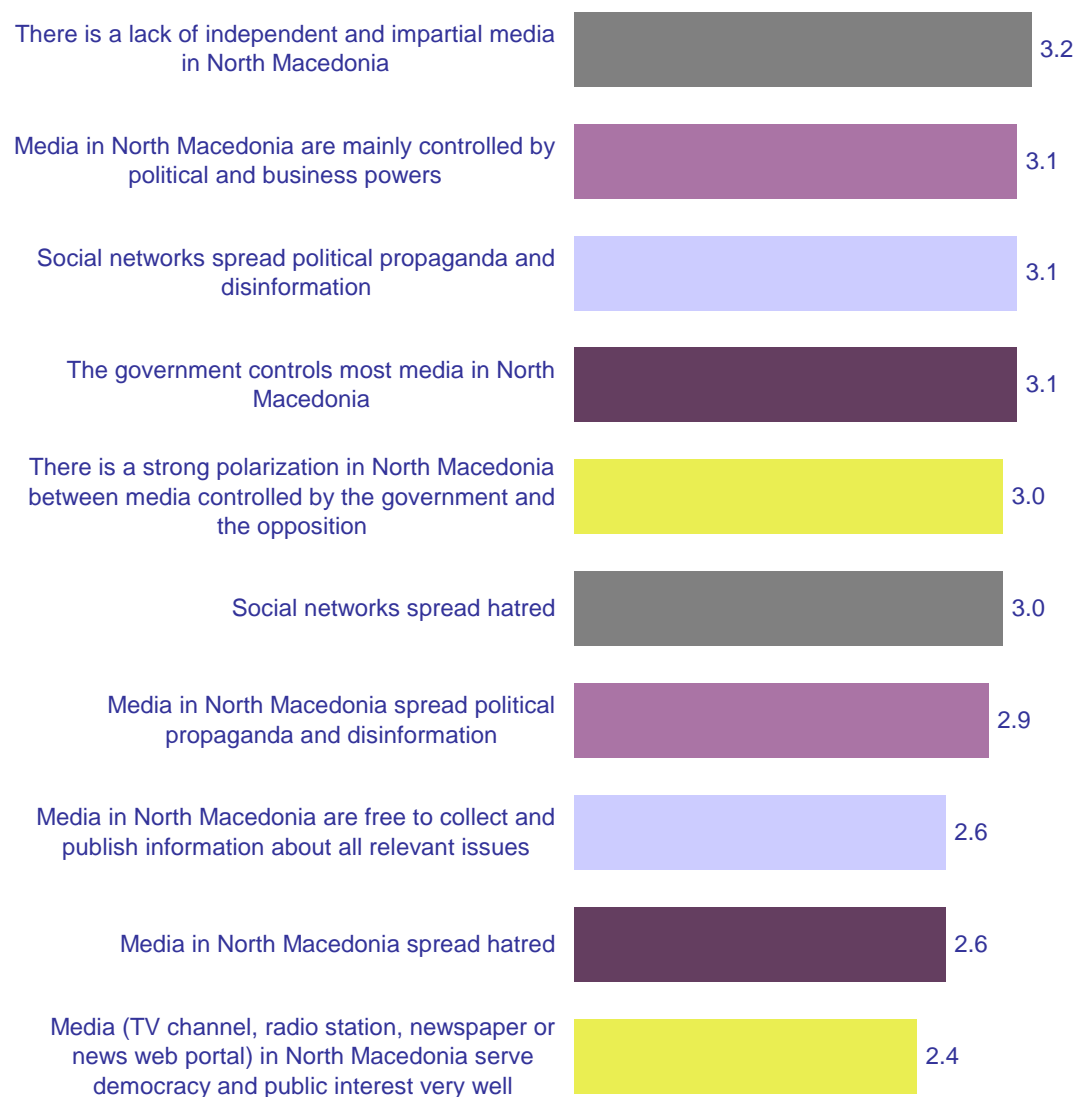
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	43.7	47	40	47	47	45	35	37	44	56	48	40	26	47	41	43	43	46	40
Media in North Macedonia spread hatred	39.6	39	41	36	41	44	37	37	41	40	41	38	33	41	36	41	40	40	38
Media in North Macedonia are free to collect and publish information about all relevant issues	36.8	36	38	44	41	34	27	33	37	43	38	38	26	38	41	33	34	39	33
Media in North Macedonia spread political propaganda and disinformation	26.0	23	29	24	23	28	29	33	24	17	23	29	36	29	31	20	21	23	31
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	22.8	24	21	23	22	25	22	28	20	20	21	26	24	19	28	23	22	22	25
Social networks spread hatred	21.8	22	21	24	22	21	19	23	22	18	22	20	24	18	22	26	22	21	23
The government controls most media in North Macedonia	21.4	19	23	17	20	24	24	24	19	23	22	21	19	19	21	24	23	20	24
Media in North Macedonia are mainly controlled by political and business powers	19.7	18	21	23	17	19	21	26	18	13	17	26	21	19	25	16	19	18	22
There is a lack of independent and impartial media in North Macedonia	18.0	15	21	16	17	18	20	25	15	11	16	23	20	18	22	17	15	18	19
Social networks spread political propaganda and disinformation	17.7	16	19	17	17	21	16	22	17	12	17	15	26	16	13	20	22	17	18

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know	
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206	
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	43.7	50	40	40	38	53	38	57	30	38	43	51	50	47	
Media in North Macedonia spread hatred	39.6	43	39	36	43	35	42	33	47	40	43	39	38	37	
Media in North Macedonia are free to collect and publish information about all relevant issues	36.8	41	35	34	31	45	38	49	25	30	34	43	45	43	
Media in North Macedonia spread political propaganda and disinformation	26.0	21	30	28	31	18	26	20	32	30	29	18	17	26	
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	22.8	22	22	24	22	21	37	22	23	23	21	23	22	24	
Social networks spread hatred	21.8	23	22	19	22	21	25	18	25	25	20	19	21	21	
The government controls most media in North Macedonia	21.4	18	25	22	23	19	25	18	24	21	24	16	26	23	
Media in North Macedonia are mainly controlled by political and business powers	19.7	18	21	22	21	18	15	20	20	22	19	16	12	23	
There is a lack of independent and impartial media in North Macedonia	18.0	15	22	18	20	14	24	18	18	20	23	10	11	20	
Social networks spread political propaganda and disinformation	17.7	15	21	17	21	14	19	13	22	22	17	10	12	19	

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

Average values



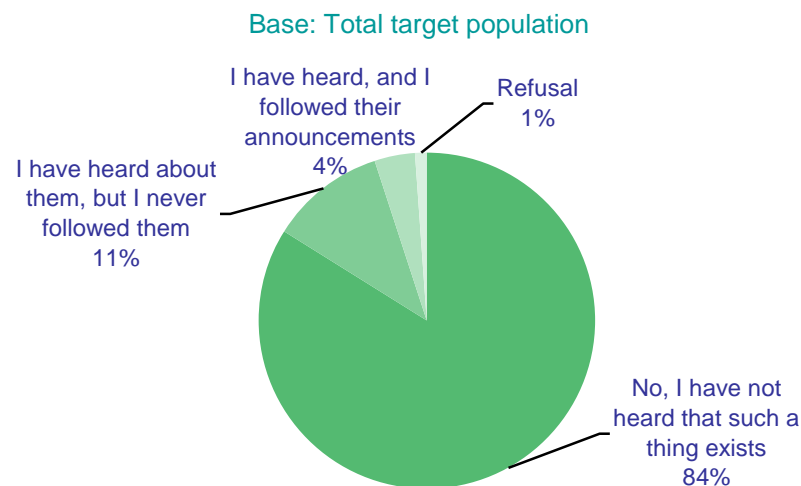
On a scale from 1 to 4, assess how much do you agree with the following statements: - Average values

Average values

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	994	500	494	223	281	255	234	340	492	162	633	252	109	292	257	206	240	604	390
There is a lack of independent and impartial media in North Macedonia	3.2	3.4	3.1	3.3	3.3	3.3	3.2	2.9	3.4	3.5	3.3	3.1	3.1	3.3	3.1	3.3	3.3	3.3	3.2
Media in North Macedonia are mainly controlled by political and business powers	3.1	3.2	3.1	3.1	3.2	3.2	3.0	2.9	3.2	3.4	3.2	3.0	3.0	3.2	3.0	3.2	3.2	3.2	3.0
Social networks spread political propaganda and disinformation	3.1	3.1	3.0	3.1	3.1	3.0	2.9	2.8	3.1	3.3	3.1	3.1	2.9	3.1	3.2	3.0	2.9	3.1	3.0
The government controls most media in North Macedonia	3.1	3.2	3.0	3.2	3.2	3.0	2.9	2.8	3.2	3.1	3.1	3.1	3.0	3.1	3.1	3.0	3.1	3.1	3.0
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	3.0	3.0	2.9	3.0	3.1	3.0	2.8	2.7	3.1	3.2	3.1	2.9	2.9	3.1	2.8	3.0	3.0	3.1	2.9
Social networks spread hatred	3.0	3.0	3.0	3.0	3.0	3.0	2.8	2.9	3.0	3.1	3.0	3.0	3.0	3.1	3.0	2.8	2.9	3.0	2.9
Media in North Macedonia spread political propaganda and disinformation	2.9	3.1	2.8	3.0	3.0	2.9	2.8	2.7	3.0	3.2	3.0	2.8	2.7	2.9	2.8	3.0	3.0	3.1	2.8
Media in North Macedonia are free to collect and publish information about all relevant issues	2.6	2.7	2.5	2.5	2.5	2.7	2.8	2.6	2.7	2.6	2.6	2.6	2.8	2.6	2.5	2.7	2.7	2.6	2.6
Media in North Macedonia spread hatred	2.6	2.6	2.5	2.7	2.6	2.5	2.6	2.6	2.5	2.6	2.5	2.6	2.7	2.5	2.7	2.5	2.5	2.5	2.6
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	2.4	2.4	2.4	2.4	2.3	2.4	2.5	2.5	2.4	2.2	2.3	2.4	2.8	2.3	2.4	2.5	2.4	2.4	2.4

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	994	371	305	313	542	373	59	486	491	353	197	163	79	202
There is a lack of independent and impartial media in North Macedonia	3.2	3.4	3.2	3.1	3.2	3.4	3.1	3.3	3.2	3.1	3.2	3.5	3.6	3.1
Media in North Macedonia are mainly controlled by political and business powers	3.1	3.2	3.1	3.0	3.1	3.2	3.2	3.2	3.1	3.1	3.1	3.2	3.4	3.0
Social networks spread political propaganda and disinformation	3.1	3.2	3.0	3.0	2.9	3.2	3.1	3.2	2.9	2.9	3.1	3.3	3.3	3.1
The government controls most media in North Macedonia	3.1	3.2	3.0	3.0	3.0	3.2	2.9	3.2	3.0	3.0	3.0	3.2	3.1	3.1
There is a strong polarization in North Macedonia between media controlled by the government and the opposition	3.0	3.1	3.0	2.8	2.9	3.1	2.9	3.0	3.0	3.0	3.0	3.0	3.2	2.9
Social networks spread hatred	3.0	3.0	3.0	3.0	2.9	3.0	3.1	3.1	2.9	2.9	3.0	3.1	3.1	3.0
Media in North Macedonia spread political propaganda and disinformation	2.9	3.1	2.8	2.9	2.8	3.2	2.9	3.1	2.8	2.8	2.8	3.2	3.2	2.9
Media in North Macedonia are free to collect and publish information about all relevant issues	2.6	2.6	2.6	2.7	2.7	2.5	2.7	2.4	2.9	2.7	2.6	2.6	2.5	2.5
Media in North Macedonia spread hatred	2.6	2.5	2.6	2.6	2.5	2.7	2.6	2.8	2.4	2.5	2.5	2.6	2.7	2.6
Media (TV channel, radio station, newspaper or news web portal) in North Macedonia serve democracy and public interest very well	2.4	2.3	2.5	2.4	2.5	2.2	2.6	2.1	2.7	2.5	2.4	2.3	2.3	2.4

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

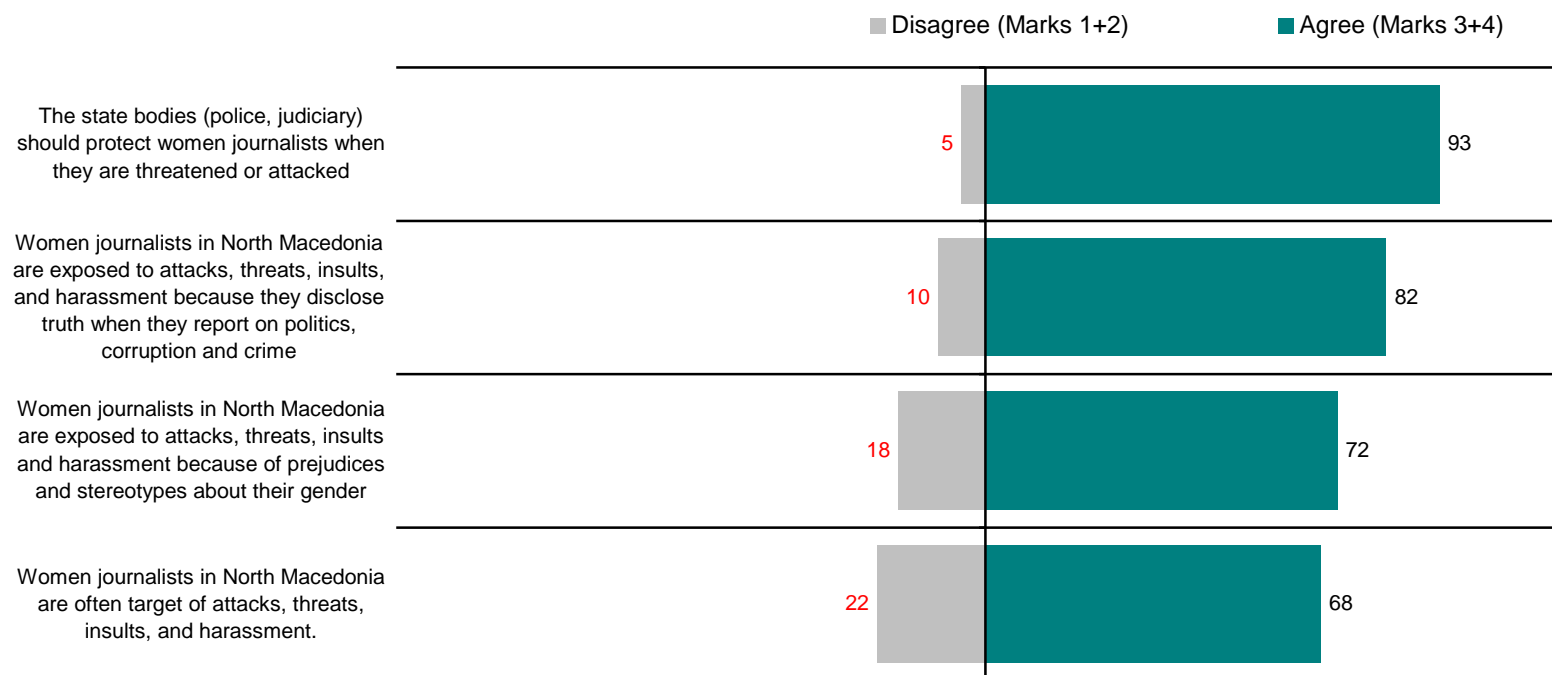


	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.19		0.22				0.00			0.05			0.93				0.59	
No, I have not heard that such a thing exists	84.0	82	86	82	81	86	88	88	85	72	82	88	88	84	85	85	83	84	85
I have heard about them, but I never followed them	11.0	13	9	13	11	11	8	8	10	18	13	8	6	12	9	11	11	12	10
I have heard, and I followed their announcements	3.9	5	3	5	6	3	2	2	4	9	5	3	1	3	3	4	5	4	4
Refusal	1.1	1	1	0	2		2	2	1	0	1	1	6	0	3		1	1	2
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.03			0.01			0.50		0.09				
No, I have not heard that such a thing exists	84.0	80	86	86	87	79	91	83	85	90	86	78	76	80
I have heard about them, but I never followed them	11.0	14	9	10	10	14	8	12	10	8	11	13	15	13
I have heard, and I followed their announcements	3.9	6	4	1	2	7	2	3	5	2	3	8	9	2
Refusal	1.1	0	0	3	2	1		1	1			1		5
Total		100%												

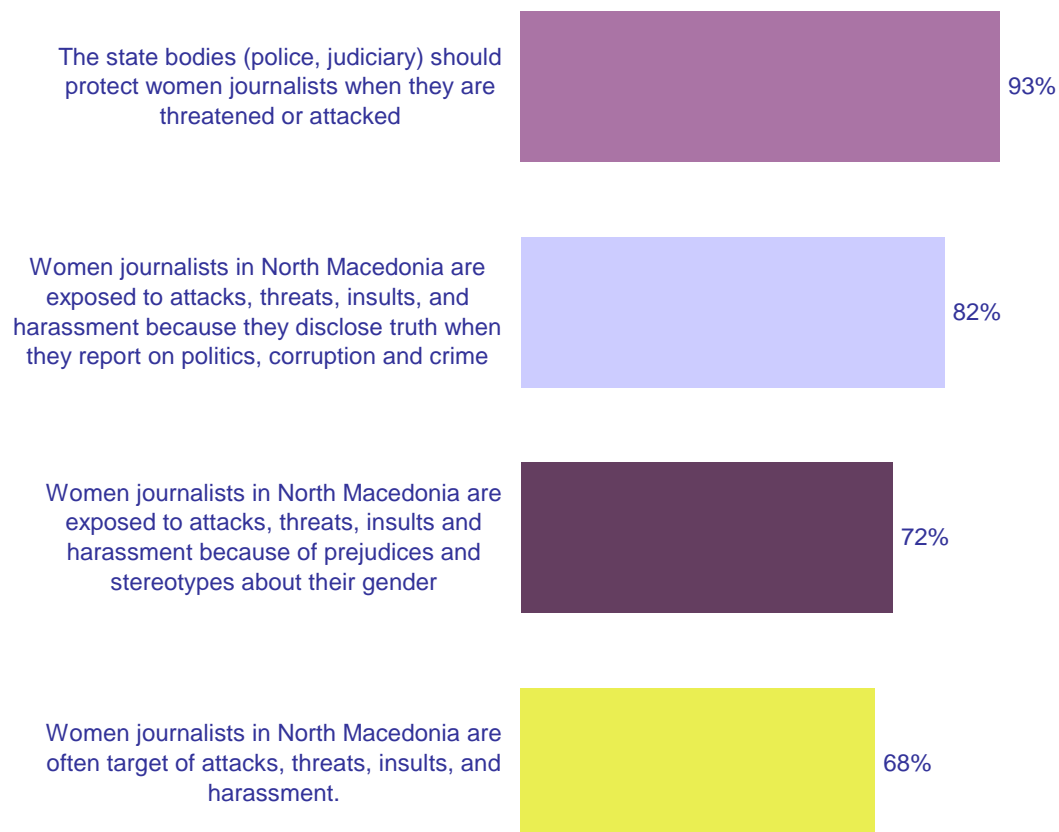
The following statements refer to the position of women journalists in North Macedonia. On a scale from 1 to 4 , how much do you agree with each.

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don' t know / not sure	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	1002	12.7	9.3	33.0	35.3	9.7	22.0	68.3	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1002	2.1	2.8	10.2	82.3	2.5	4.9	92.5	
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	875	3.9	5.7	28.0	53.7	8.7	9.6	81.7	
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	875	9.5	8.2	32.3	39.3	10.7	17.7	71.7	



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

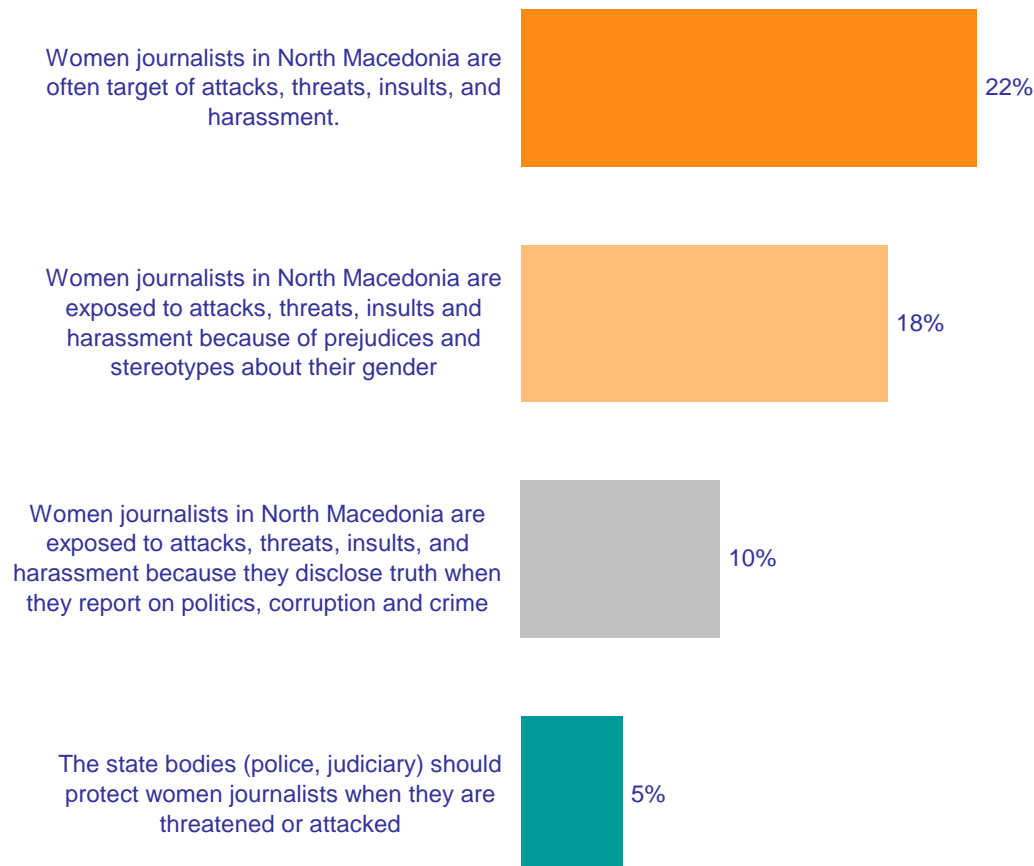
Base:

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	92.5	93	92	92	92	92	95	87	95	97	93	93	87	96	90	91	93	94	91
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	81.7	83	81	79	81	82	84	74	87	82	83	83	69	81	83	81	82	82	81
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.7	70	73	75	70	73	69	64	78	67	73	72	66	70	73	69	74	72	71
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	68.3	64	73	64	65	74	70	65	73	60	69	70	62	72	66	67	66	69	67

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	92.5	95	93	89	93	92	94	92	94	91	98	94	99	86
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	81.7	84	81	80	83	82	77	83	81	78	90	81	89	79
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.7	75	73	67	72	74	64	74	71	69	78	71	74	70
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	68.3	64	71	71	72	65	57	70	67	70	77	66	64	61

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

Base:



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

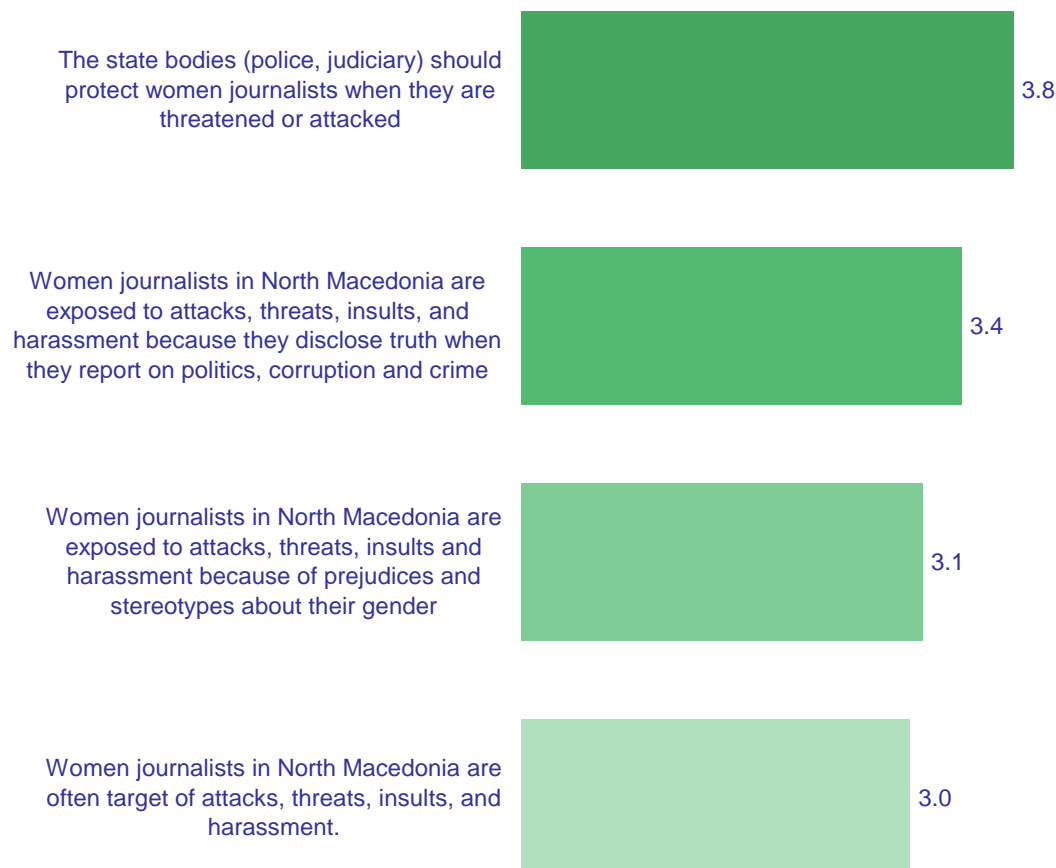
Base:

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	22.0	26	18	30	26	17	15	18	21	32	21	23	27	22	23	21	22	22	22
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	17.7	20	15	23	21	15	13	14	17	28	18	18	16	21	14	19	17	19	15
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	9.6	11	9	17	8	10	5	9	9	11	9	11	11	13	8	10	7	10	9
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	4.9	5	5	8	4	6	2	8	4	3	5	5	7	3	6	7	5	4	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	22.0	27	21	16	20	26	25	18	26	18	17	28	31	26
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	17.7	19	17	17	16	20	18	16	20	17	15	23	24	16
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	9.6	10	11	8	7	13	13	10	10	10	7	13	8	10
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	4.9	4	4	7	4	7	6	5	5	6	2	6	1	7

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

Average values

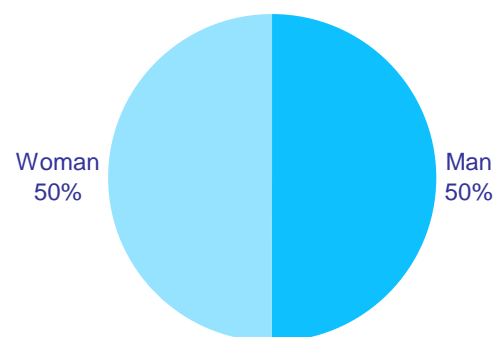
	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	981	492	489	224	275	253	229	329	490	162	627	249	105	288	250	203	239	597	384
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.8	3.8	3.8	3.7	3.8	3.7	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.7	3.8	3.7
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.4	3.4	3.5	3.3	3.5	3.4	3.6	3.4	3.5	3.4	3.5	3.4	3.3	3.3	3.5	3.5	3.5	3.4	3.4
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.1	3.1	3.2	3.1	3.1	3.2	3.2	3.1	3.2	2.9	3.1	3.2	3.2	3.1	3.2	3.1	3.1	3.1	3.1
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	3.0	2.9	3.1	2.8	2.9	3.1	3.3	3.0	3.1	2.8	3.0	3.0	2.9	3.0	3.0	3.0	3.0	3.0	3.0

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	981	370	301	305	533	367	59	477	487	345	199	163	79	195
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.8	3.8	3.8	3.7	3.8	3.7	3.7	3.8	3.8	3.8	3.8	3.8	3.9	3.6
Women journalists in North Macedonia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.4	3.5	3.4	3.5	3.5	3.3	3.4	3.4	3.5	3.5	3.5	3.4	3.5	3.3
Women journalists in North Macedonia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.1	3.1	3.2	3.2	3.2	3.1	3.1	3.2	3.1	3.2	3.2	3.0	3.1	3.1
Women journalists in North Macedonia are often target of attacks, threats, insults, and harassment.	3.0	2.9	3.0	3.2	3.1	2.8	2.9	3.1	3.0	3.1	3.1	2.9	2.9	2.8

DEMOGRAPHICS

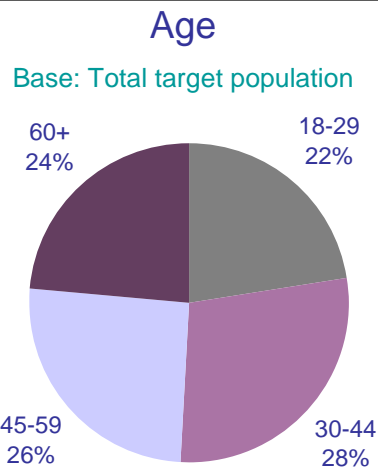
Gender

Base: Total target population



	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.53				0.09			0.02			0.86				0.68	
Man	49.9	100		51	51	51	46	45	53	50	46	56	56	51	51	49	48	49	51
Woman	50.1		100	49	49	49	54	55	47	50	54	44	44	49	49	51	52	51	49
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.85		0.02				
Man	49.9	59	47	41	43	58	75	51	50	49	44	56	63	47
Woman	50.1	41	53	59	57	42	25	49	50	51	56	44	37	53
Total	100%													

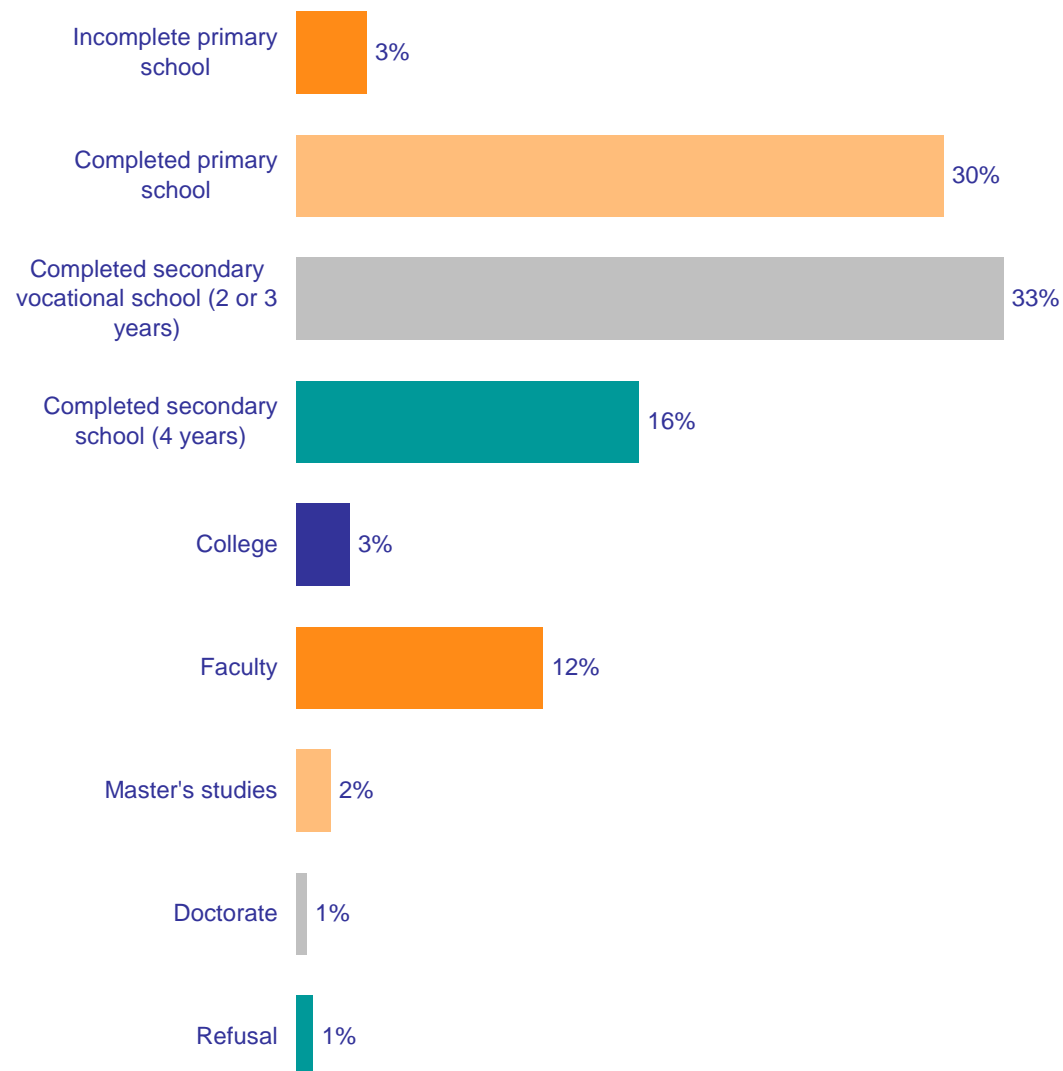


	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.53		0.00				0.00			0.00			0.00				0.17	
18-29	22.4	23	22	100				13	30	20	21	26	20	31	21	14	21	24	20
30-44	28.3	29	27		100			25	26	42	25	33	34	26	32	29	26	27	31
45-59	25.6	26	25			100		27	26	20	25	28	26	23	27	28	25	24	28
60+	23.6	22	26				100	34	18	18	29	12	20	20	21	29	27	25	21
Total	100%																		
Mean	45.0	44.4	45.6	22.9	37.1	52.0	68.0	49.9	42.2	43.2	46.8	41.2	43.7	42.5	44.2	48.3	46.1	45.2	44.8

	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.36		0.00				
18-29	22.4	18	27	23	10	41	23	23	22	16	17	19	24	41
30-44	28.3	42	34	7	22	37	38	30	27	26	25	39	42	22
45-59	25.6	35	31	10	30	18	29	24	26	33	21	25	23	20
60+	23.6	4	9	60	38	4	10	22	25	26	37	17	11	17
Total	100%													
Mean	45.0	41.2	40.2	54.0	52.4	34.5	40.5	44.0	45.9	48.2	49.5	43.2	40.6	38.4

What is your highest acquired education level?

Base: Total target population



What is your highest acquired education level?

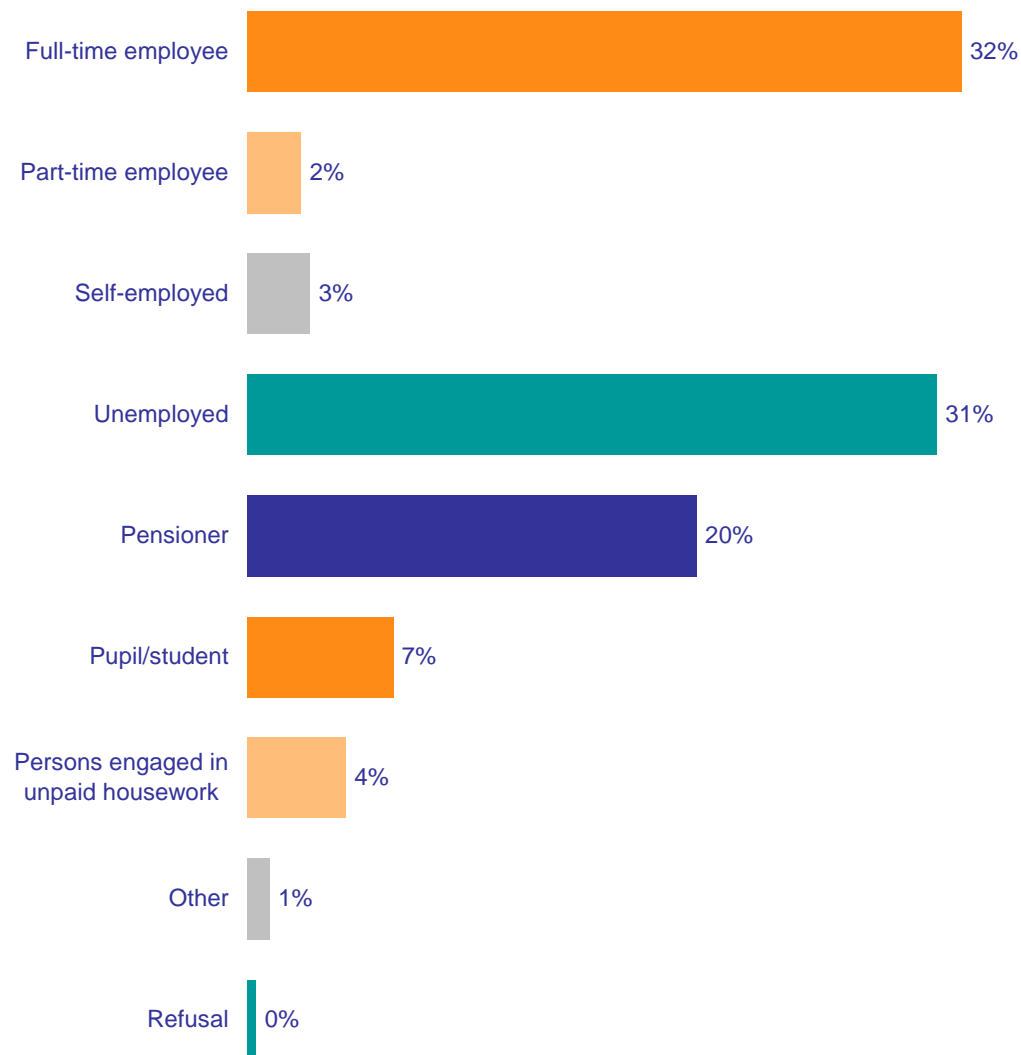
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.57		0.00				0.00			0.00			0.03				0.00	
Incomplete primary school	3.3	3	4	2	3	2	7	10			3	1	11	2	3	6	3	3	3
Completed primary school	30.4	28	33	18	26	35	42	88			22	45	46	21	36	29	37	24	41
Completed secondary vocational school (2 or 3 years)	33.2	34	32	37	31	37	29		67		41	21	18	39	25	33	35	35	31
Completed secondary school (4 years)	16.1	18	14	28	14	14	9		33		16	18	12	17	17	16	14	18	13
College	2.5	3	2	1	2	3	5			16	4	1	1	3	2	4	2	3	1
Faculty	11.6	11	12	12	18	8	7			72	12	14	4	14	13	10	8	13	9
Master's studies	1.6	2	1	1	4	1	0			10	2	0	1	3	1	1	1	2	1
Doctorate	0.5	0	1		1	1	0			3	0	0	1	1	0		0	1	0
Refusal	0.8	0	1	1	2		1	2			0		5	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.39		0.00				
Incomplete primary school	3.3		4	6	4	2		5	2	7	1	1		2
Completed primary school	30.4	17	38	40	38	18	37	30	30	48	23	14	8	28
Completed secondary vocational school (2 or 3 years)	33.2	40	28	30	34	32	37	33	33	26	43	42	35	29
Completed secondary school (4 years)	16.1	15	19	15	13	22	14	15	17	13	17	18	9	22
College	2.5	3	1	3	3	2	1	2	3	1	4	4	3	3
Faculty	11.6	20	9	5	6	20	9	12	12	4	10	19	33	11
Master's studies	1.6	4	0	0	1	3	2	2	2	0	0	2	11	1
Doctorate	0.5	1			0	1		0	1	0	0	1	1	1
Refusal	0.8		1	2	1	1		1	0					4
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?

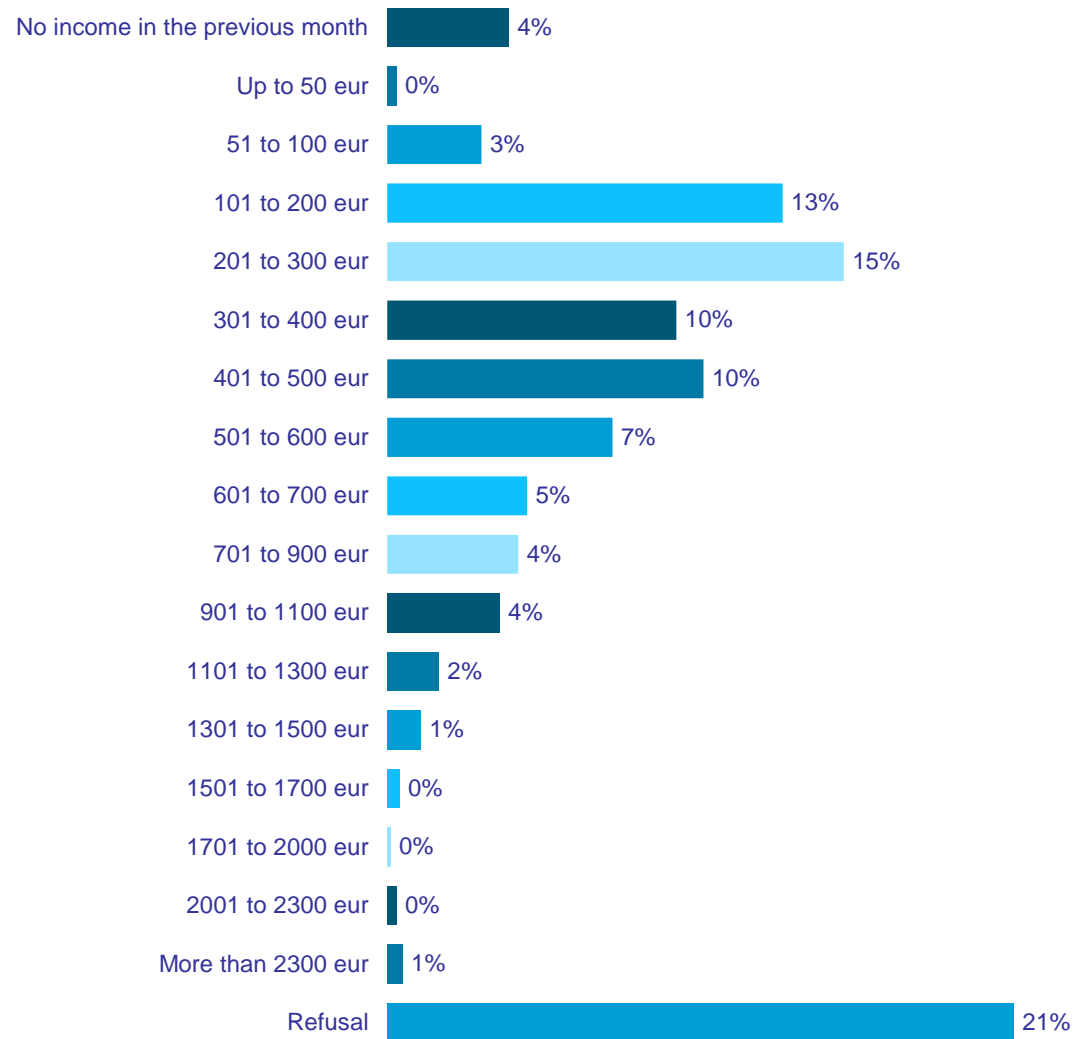
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.00		0.00				0.00			0.00			0.00				0.00	
Full-time employee	31.8	36	27	25	49	43	6	12	37	59	37	22	23	35	25	35	32	36	25
Part-time employee	2.4	3	2	3	2	4		1	3	3	2	2	3	2	2	2	4	2	2
Self-employed	2.8	5	1	3	4	4	1	4	2	2	2	2	7	1	3	2	5	2	3
Unemployed	30.7	29	32	37	36	37	11	38	29	19	21	53	37	32	40	30	19	27	36
Pensioner	20.0	18	22	1	0	6	77	25	18	15	27	6	12	17	14	26	25	22	18
Pupil/student	6.5	5	8	29	0			6	8	1	7	6	4	8	6	4	7	7	6
Persons engaged in unpaid housework	4.4	2	7	3	6	4	3	10	2	1	2	7	10	4	9	0	4	3	7
Other	1.0	1	1		2	1	1	2	0	0	1	1	2		1		3		3
Refusal	0.4	1			0	1	1	1	0	0	0		2	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.04		0.00				
Full-time employee	31.8	86			24	43	40	30	33	13	31	58	72	29
Part-time employee	2.4	6			3	2	2	1	4	2	3	1	4	3
Self-employed	2.8	8			2	4	10	3	3	2	3	2	3	4
Unemployed	30.7		100		31	31	22	36	27	48	26	14	10	26
Pensioner	20.0			63	32	3	9	17	22	21	33	15	8	14
Pupil/student	6.5			20	2	13	9	7	6	4	2	4	3	18
Persons engaged in unpaid housework	4.4			14	6	3	4	4	4	7	2	4		4
Other	1.0			3	1		4	1	1	2		0		1
Refusal	0.4				0	1		1	0		0	1		1
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+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.14		0.00				0.00			0.02			0.95				0.00	
No income in the previous month	4.0	5	2	5	3	6	3	5	4	2	2	6	10	3	6	3	4	3	6
Up to 50 eur	0.3	1		0		1		1	0				3	1	1			0	0
51 to 100 eur	3.1	4	3	1	6	3	2	6	2	1	2	4	7	1	4	4	3	3	4
101 to 200 eur	13.0	12	14	8	13	12	19	25	8	4	11	19	13	10	16	13	14	8	21
201 to 300 eur	15.0	13	17	10	10	24	15	20	15	5	14	17	19	16	14	13	17	18	11
301 to 400 eur	9.5	8	11	6	10	7	15	6	13	7	11	7	7	11	8	9	9	9	10
401 to 500 eur	10.4	10	11	9	8	9	16	8	11	12	12	7	7	10	8	12	12	12	8
501 to 600 eur	7.4	9	6	7	9	8	5	4	9	9	7	8	6	7	7	10	7	7	8
601 to 700 eur	4.6	5	4	3	6	4	4	2	6	7	5	3	4	3	4	6	6	5	4
701 to 900 eur	4.3	4	4	4	7	3	3	2	4	10	6	1	4	4	3	5	5	6	2
901 to 1100 eur	3.7	4	3	3	6	4	1	1	3	11	5	2	3	5	3	3	3	4	3
1101 to 1300 eur	1.7	3	1	2	2	1	1	1	2	5	2	2	2	2	1	1	2	2	2
1301 to 1500 eur	1.1	1	1	1	1	1	1	0	1	3	1	1	1	1	1	0	2	1	1
1501 to 1700 eur	0.4	1	0	1	1				0	1	0	0	0	0	1	0		0	1
1701 to 2000 eur	0.1	0		0	0					1	0	0			0			0	
2001 to 2300 eur	0.3	1		0	1	0			0	1	0			0	0		1	0	0
More than 2300 eur	0.5	1	0	1	1	1			0	2	1	0		1	0	0	1	1	
Refusal	20.6	19	22	38	16	16	14	20	21	20	20	24	14	24	23	19	16	21	20
Total		100%																	

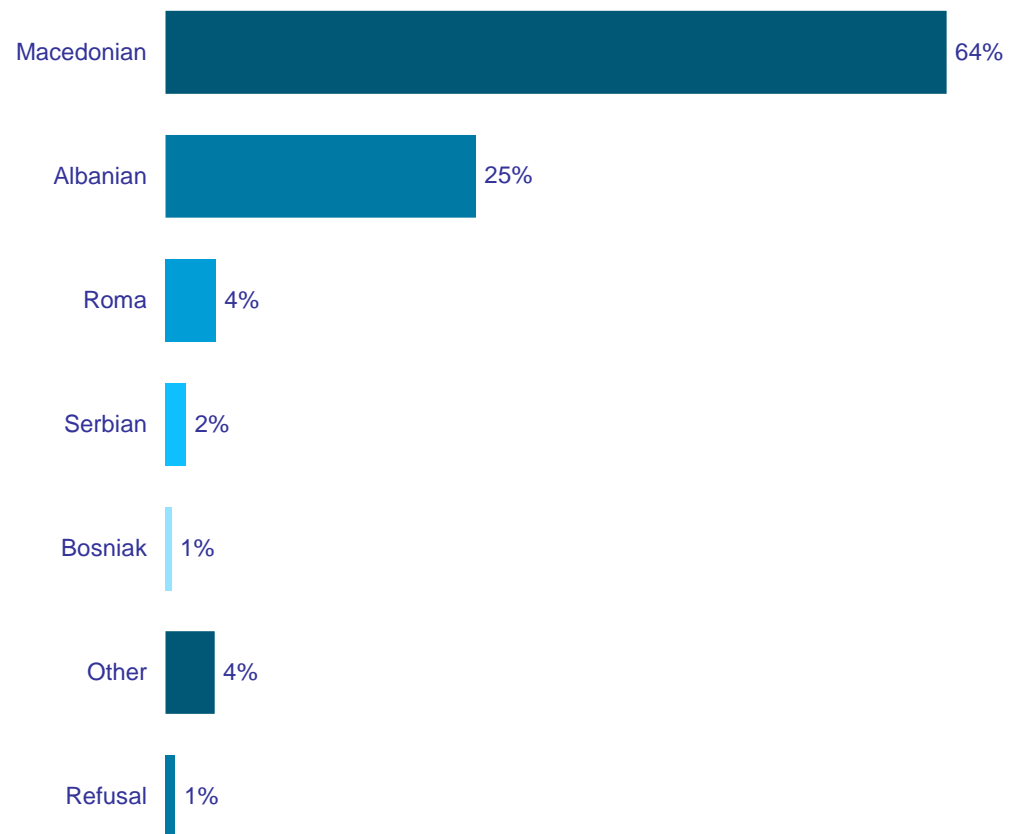
What was the total household income in the previous month?

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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.00			0.15		0.00				
No income in the previous month	4.0	1	10	2	4	4	6	6	2	11				
Up to 50 eur	0.3		1			0	3	1		1				
51 to 100 eur	3.1	0	9	1	4	2	4	4	2	9				
101 to 200 eur	13.0	3	19	20	17	7	15	12	14	37				
201 to 300 eur	15.0	13	17	16	18	11	13	13	17	42				
301 to 400 eur	9.5	7	11	10	10	9	1	9	10		48			
401 to 500 eur	10.4	12	6	13	12	6	20	9	12		52			
501 to 600 eur	7.4	12	4	5	6	10	6	7	8			46		
601 to 700 eur	4.6	8	2	4	4	5	3	5	5			28		
701 to 900 eur	4.3	7	1	3	3	7		4	5			26		
901 to 1100 eur	3.7	9	1	1	2	6	6	5	3				47	
1101 to 1300 eur	1.7	3	1	1	2	2	1	2	2				22	
1301 to 1500 eur	1.1	2	0	1	1	1	2	1	2				14	
1501 to 1700 eur	0.4	1	0		0	1		0	0				5	
1701 to 2000 eur	0.1	0				0		0	0				1	
2001 to 2300 eur	0.3	1			0	1		0	0				4	
More than 2300 eur	0.5	1	0		0	1	1	1	0				7	
Refusal	20.6	20	18	23	18	25	19	22	18					100
Total		100%												

What is your ethnic background?

Base: Total target population



What is your ethnic background?

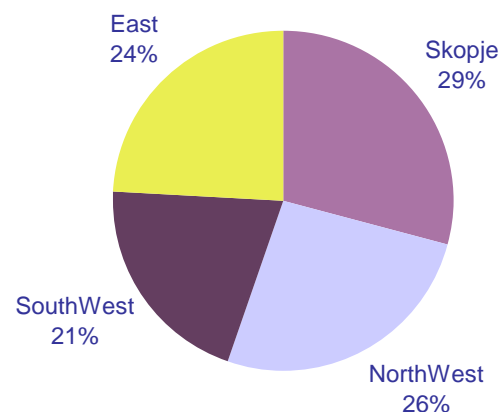
Base: Total target population

	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.04		0.01				0.00			0.00			0.00				0.00	
Macedonian	63.6	59	68	61	57	61	77	46	73	71	100			61	33	79	86	70	53
Albanian	25.3	28	22	29	30	28	13	34	20	24		100		27	57	9	2	17	38
Roma	4.1	6	3	5	5	4	2	10	1				37	3	3	5	6	5	2
Serbian	1.7	2	2	1	2	1	2	1	2	2			15	2	1	1	1	2	1
Bosniak	0.5	0	1		1	1	0	1	0	0			5	1	0		1	0	1
Other	4.0	4	4	3	4	6	4	6	3	2			36	5	3	5	3	5	3
Refusal	0.8	1	1	0	2	0	1	2	0	1			7	0	2	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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494		355	199	163	79	206
sig		0.00			0.99			0.75			0.00				
Macedonian	63.6	72	43	74	63	65	60	63	64		51	75	71	76	63
Albanian	25.3	18	44	16	26	24	27	25	25		32	17	19	15	30
Roma	4.1	3	7	1	4	5	3	4	4		8	3	2		1
Serbian	1.7	2	1	2	2	2		1	2		2	1	3	3	1
Bosniak	0.5	1	0	1	1	1		0	1		0	1	1		0
Other	4.0	4	5	3	4	3	10	5	3		6	3	3	6	1
Refusal	0.8	1		2	1	1		1	1		0		0	0	3
Total		100%													

Region

Base: Total target population

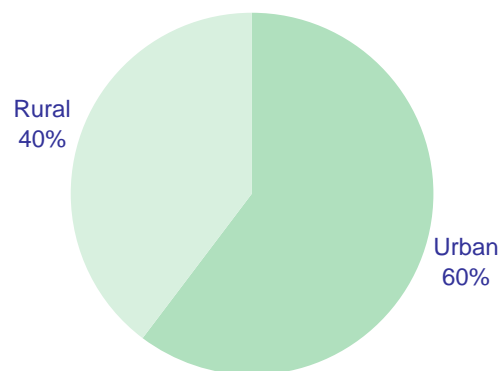


	Total	Gender		Age				Education			Ethnicity			Region				Type of settlement	
		Man	Woman	18-29	30-44	45-59	60+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.86		0.00				0.00			0.00			0.00				0.00	
Skopje	29.2	30	28	40	27	26	24	20	33	36	28	31	30	100				37	18
NorthWest	26.0	27	25	24	29	27	23	31	22	27	14	59	23		100			18	39
SouthWest	20.7	20	21	13	22	23	25	21	21	20	26	8	22			100		21	20
East	24.1	23	25	23	23	24	28	28	24	18	33	2	25				100	24	24
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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494		355	199	163	79	206
sig		0.00			0.01			0.41			0.04				
Skopje	29.2	30	31	27	24	36	27	30	29		25	32	25	38	34
NorthWest	26.0	21	34	24	27	23	32	27	24		29	21	22	23	29
SouthWest	20.7	22	20	20	23	17	21	19	23		20	22	27	15	19
East	24.1	27	15	30	25	23	20	24	24		26	26	26	24	18
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+	Primary or less	Secondary	Higher	Macedonian	Albanian	Other	Skopje	NorthWest	SouthWest	East	Urban	Rural
N	1002	500	502	225	284	257	237	346	494	163	637	254	111	292	260	208	242	604	398
sig		0.68		0.17				0.00			0.00			0.00				0.00	
Urban	60.3	60	61	64	57	57	64	48	65	73	67	41	68	76	41	62	61	100	
Rural	39.7	40	39	36	43	43	36	52	35	27	33	59	32	24	59	38	39		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 500 e	From 500 to 900 e	More than 900 e	RF/Don't know
N	1002	371	307	320	546	373	59	488	494	355	199	163	79	206
sig		0.00			0.02			0.31		0.01				
Urban	60.3	67	54	58	59	65	49	62	59	53	66	67	66	61
Rural	39.7	33	46	42	41	35	51	38	41	47	34	33	34	39
Total	100%													