



Ipsos Strategic Marketing

Report

Trust in the media

For: Client name

April 2021

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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? - TOTAL

	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	6082	76.9	11.3	3.1	2.8	5.6	0.4	100%
Radio	6082	17.2	12.5	7.2	11.2	50.8	1.1	
Print newspapers or magazines	6082	8.6	10.8	8.2	12.6	58.6	1.3	
Online media (such as news web portals, online news magazines and news blogs)	6082	41.2	15.0	5.7	5.7	31.4	1.0	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	6082	55.0	9.3	3.6	2.8	28.5	0.8	
People you predominantly know in person Family, friends or colleagues	6082	41.7	22.4	9.5	8.4	16.4	1.5	

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

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

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

	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	1003	71.4	16.0	4.8	3.9	3.5	0.4	100%
Radio	1003	21.2	14.5	10.8	15.0	35.8	2.6	
Print newspapers or magazines	1003	4.6	7.4	8.4	13.2	62.5	3.9	
Online media (such as news web portals, online news magazines and news blogs)	1003	32.6	17.1	9.3	9.5	28.9	2.6	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1003	49.5	11.8	4.5	4.5	26.9	2.7	
People you predominantly know in person Family, friends or colleagues	1003	43.6	22.8	14.6	10.1	7.1	1.9	

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

	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	1018	77.8	11.2	2.0	3.0	4.8	1.2	100%
Radio	1018	20.7	12.0	5.6	11.0	49.3	1.4	
Print newspapers or magazines	1018	13.6	11.9	9.4	14.1	49.9	1.1	
Online media (such as news web portals, online news magazines and news blogs)	1018	57.2	10.0	3.8	2.9	25.3	0.8	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1018	59.4	6.7	3.7	1.9	28.2	0.0	
People you predominantly know in person Family, friends or colleagues	1018	47.3	21.2	7.7	7.0	14.7	2.2	

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

	N	Every day	At least once a week	At least once a month	Less often than monthly	Never	Don't know/ not sure/ Refusal	Total
Television	1045	81.6	9.5	3.9	2.2	2.7	0.1	100%
Radio	1045	8.9	14.4	12.3	15.3	48.4	0.7	
Print newspapers or magazines	1045	5.4	10.6	9.9	14.2	59.2	0.7	
Online media (such as news web portals, online news magazines and news blogs)	1045	44.5	19.1	8.2	6.0	21.6	0.7	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1045	65.0	10.7	4.7	3.8	15.5	0.3	
People you predominantly know in person Family, friends or colleagues	1045	43.7	25.8	13.6	8.4	8.3	0.3	

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

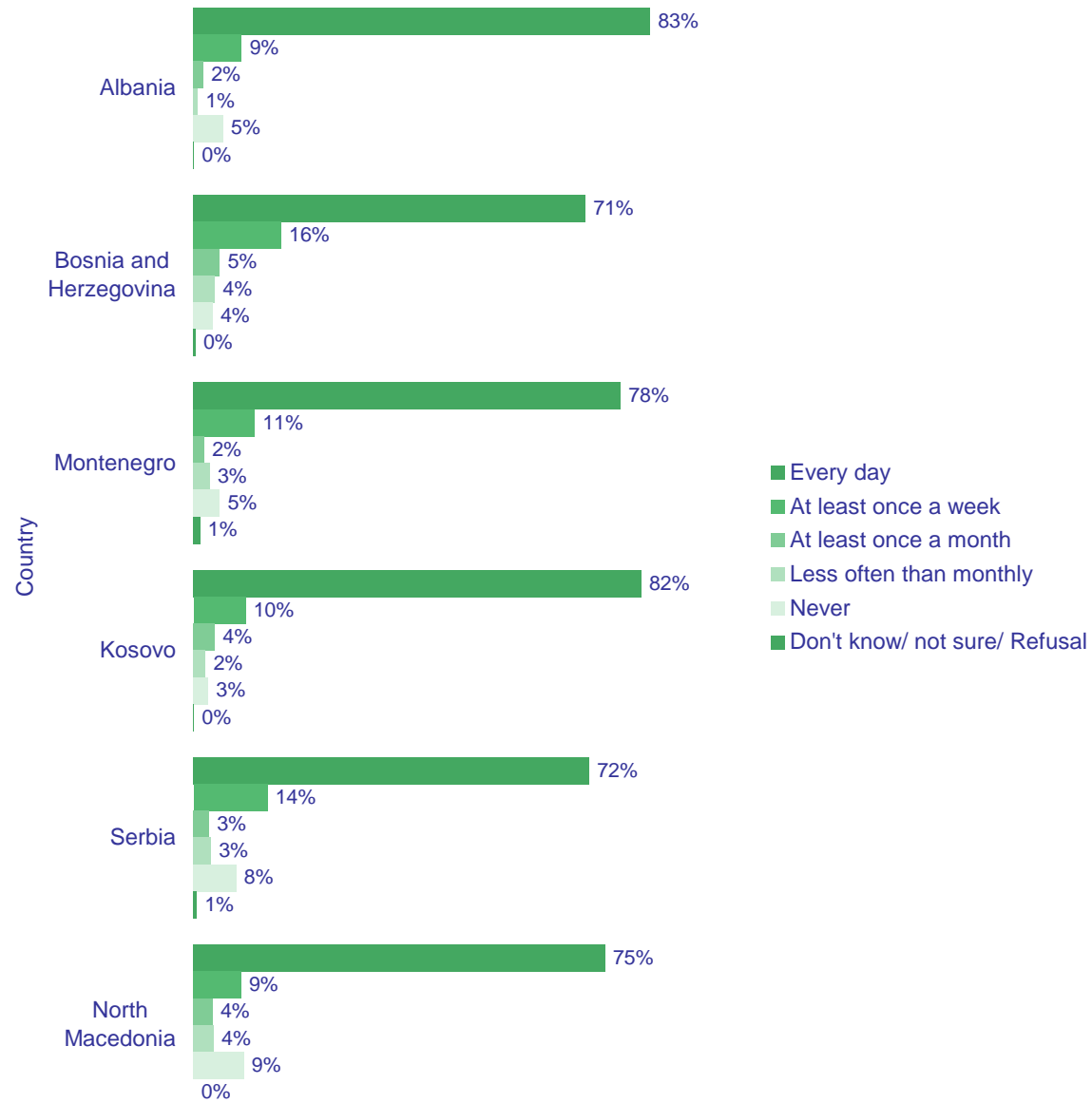
	N	Every day	At least once a week	At least once a month	Less often than monthly	Never	Don't know/ not sure/ Refusal	Total
Television	1004	72.1	13.5	2.9	3.2	7.8	0.6	100%
Radio	1004	24.3	14.4	4.6	11.1	44.8	0.7	
Print newspapers or magazines	1004	10.3	18.3	10.5	13.3	47.1	0.5	
Online media (such as news web portals, online news magazines and news blogs)	1004	40.5	15.4	4.2	4.2	35.0	0.7	
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	1004	48.6	9.1	3.2	2.5	35.5	1.1	
People you predominantly know in person Family, friends or colleagues	1004	36.6	30.4	7.9	7.0	16.1	2.0	

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

	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	0.0	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



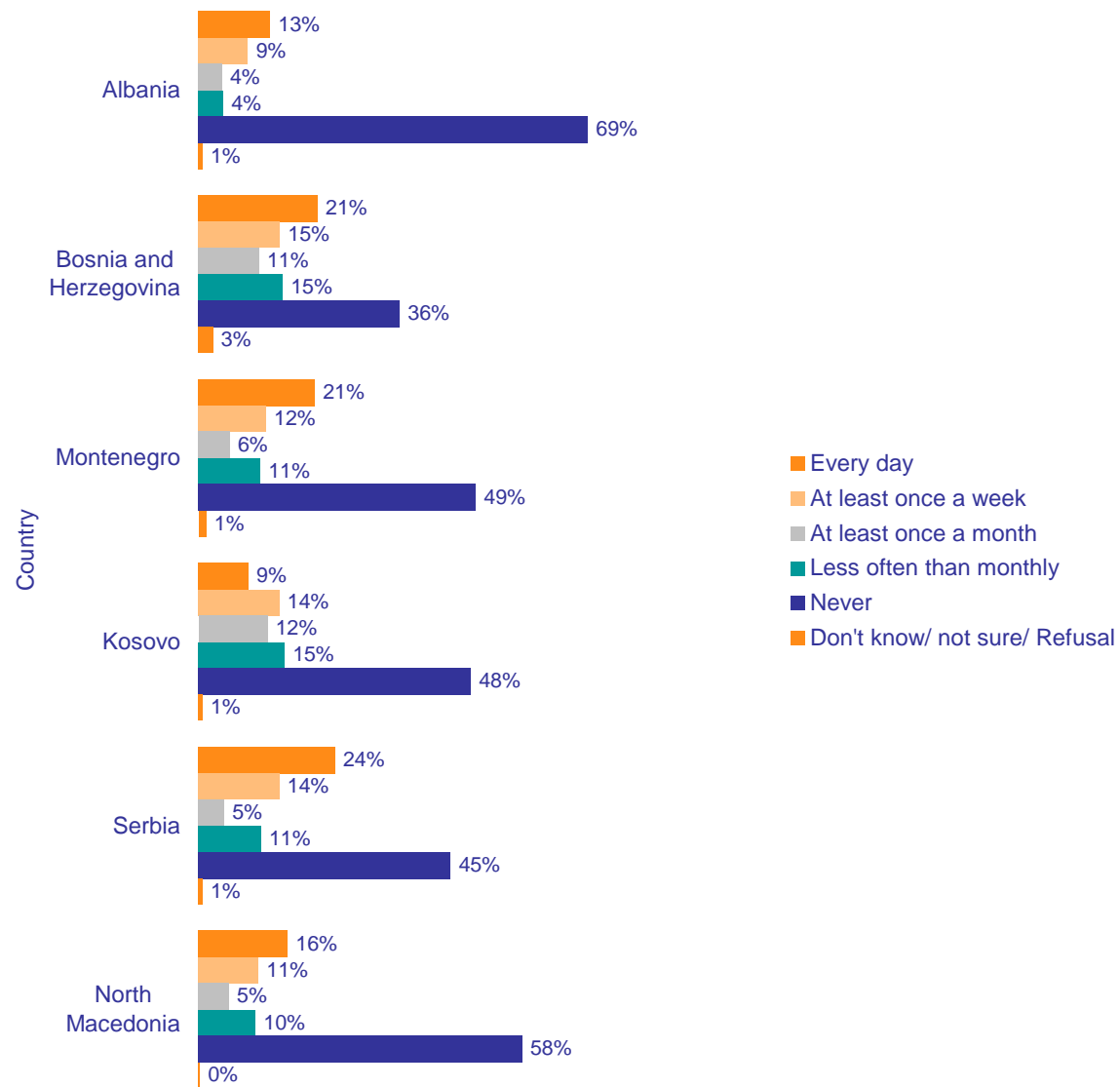
How often do you use the following sources to get news, i.e. information about political and social events? - Television

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	76.9	83.2 BcEF	71.4	77.8 b	81.6 BEF	72.1	75.0
At least once a week	11.3	8.8	16.0 AcDF	11.2	9.5	13.5 aF	8.7
At least once a month	3.1	1.8	4.8 AC	2.0	3.9	2.9	3.5
Less often than monthly	2.8	0.8	3.9 A	3.0 A	2.2	3.2 A	3.7 A
Never	5.6	5.4 d	3.5	4.8	2.7	7.8 BD	9.2 aBCD
Don't know/ not sure/ Refusal	0.4	0.1	0.4	1.2 ad	0.1	0.6	
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



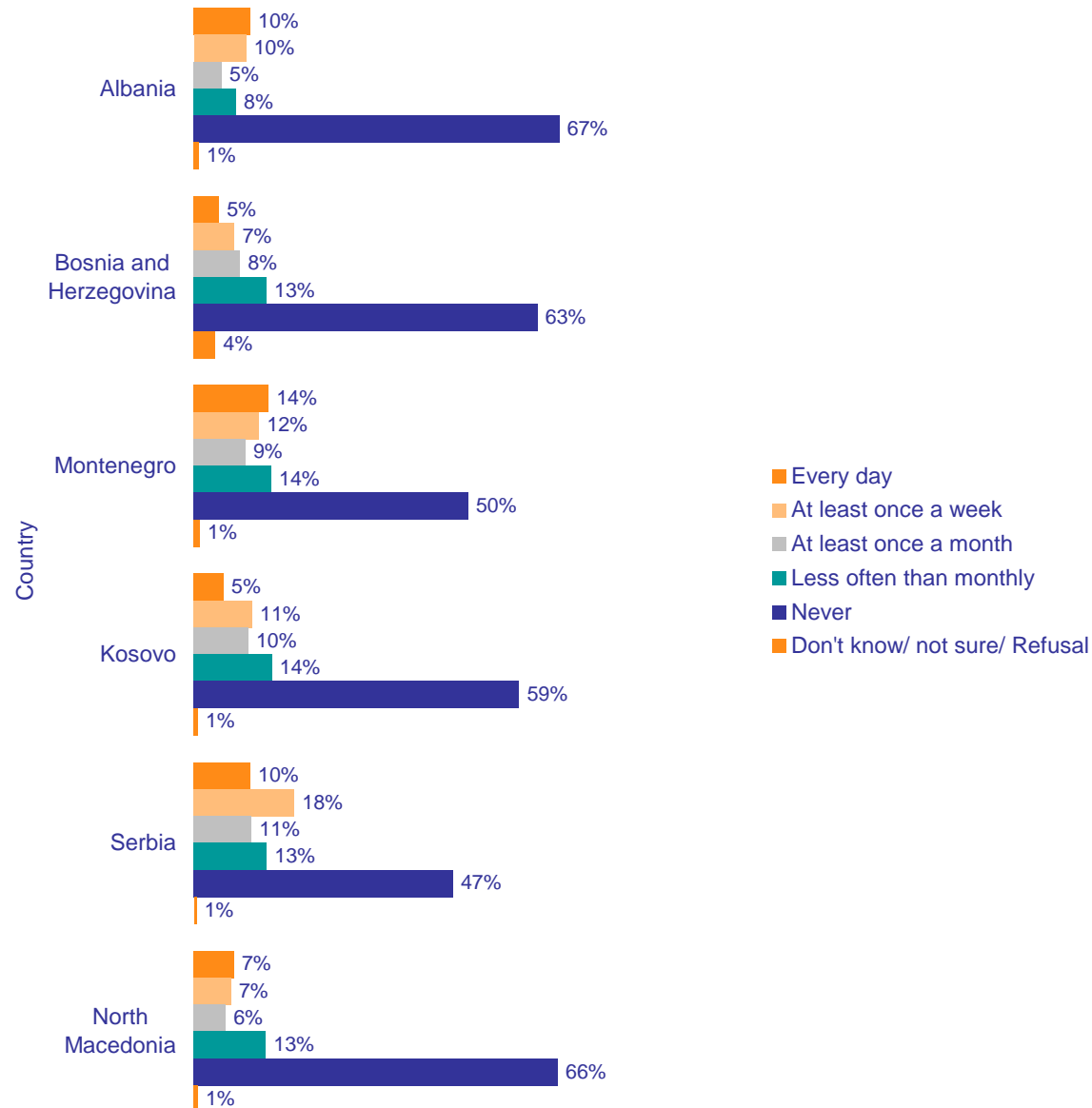
How often do you use the following sources to get news, i.e. information about political and social events? - Radio

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	17.2	12.8	21.2	20.7	8.9	24.3	15.9
			ADf	AD		ADF	D
At least once a week	12.5	8.8	14.5	12.0	14.4	14.4	10.7
			A		A	A	
At least once a month	7.2	4.2	10.8	5.6	12.3	4.6	5.4
			ACEF		ACEF		
Less often than monthly	11.2	4.4	15.0	11.0	15.3	11.1	10.2
			Af	A	AF	A	A
Never	50.8	69.2	35.8	49.3	48.4	44.8	57.5
		BCDEF		B	B	B	BCDE
Don't know/ not sure/ Refusal	1.1	0.7	2.6	1.4	0.7	0.7	0.3
			ADeF				
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



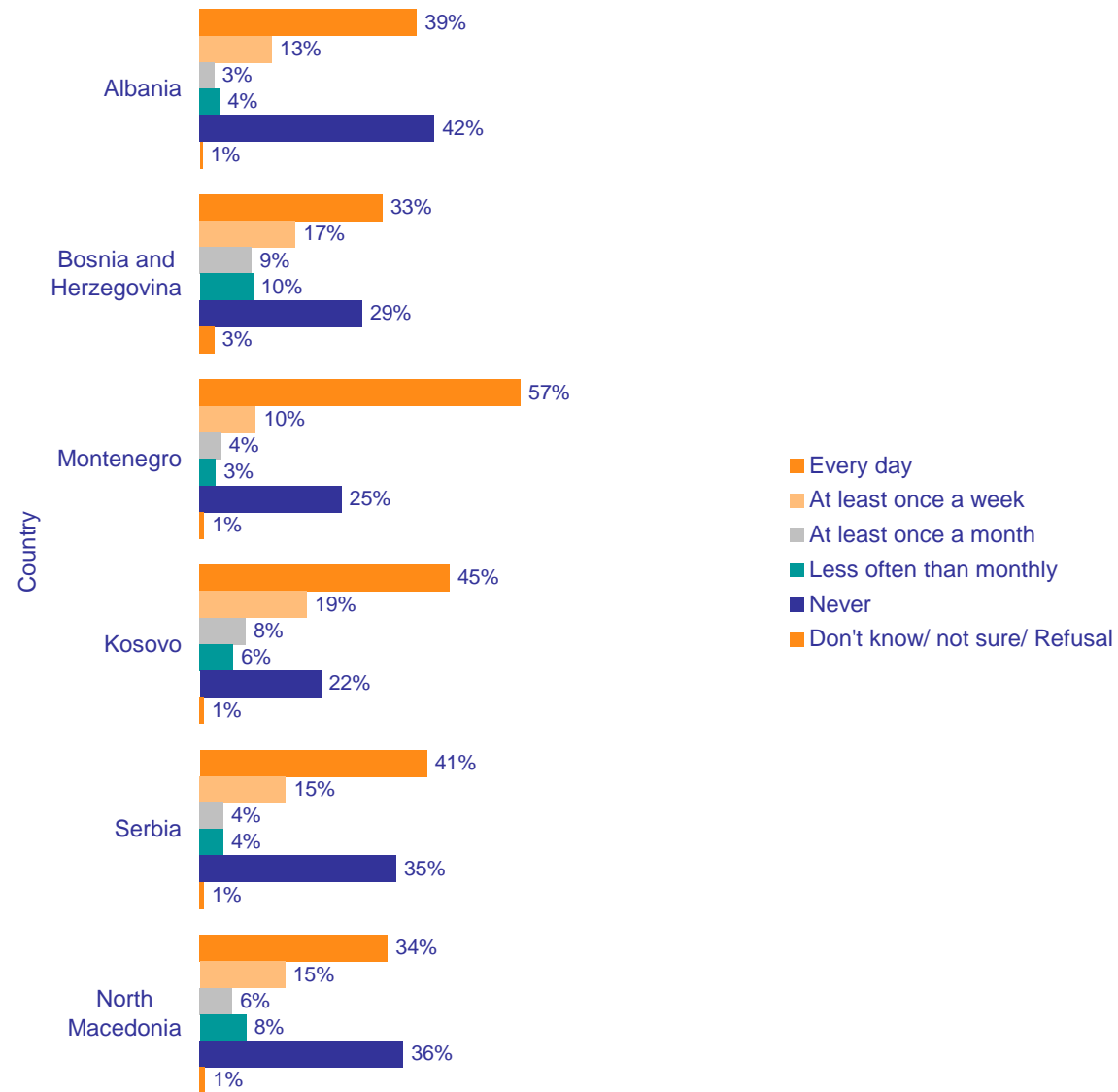
How often do you use the following sources to get news, i.e. information about political and social events? - Print newspapers or magazines

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	8.6	10.3 BD	4.6	13.6 BDF	5.4	10.3 BD	7.3
At least once a week	10.8	9.5	7.4	11.9 BF	10.6 f	18.3 ABCDF	6.8
At least once a month	8.2	5.1	8.4 a	9.4 Af	9.9 AF	10.5 AF	5.8
Less often than monthly	12.6	7.7	13.2 A	14.1 A	14.2 A	13.3 A	13.1 A
Never	58.6	66.5 CDE	62.5 CE	49.9	59.2 CE	47.1	66.2 CdE
Don't know/ not sure/ Refusal	1.3	0.9	3.9 ACDEF	1.1	0.7	0.5	0.7
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



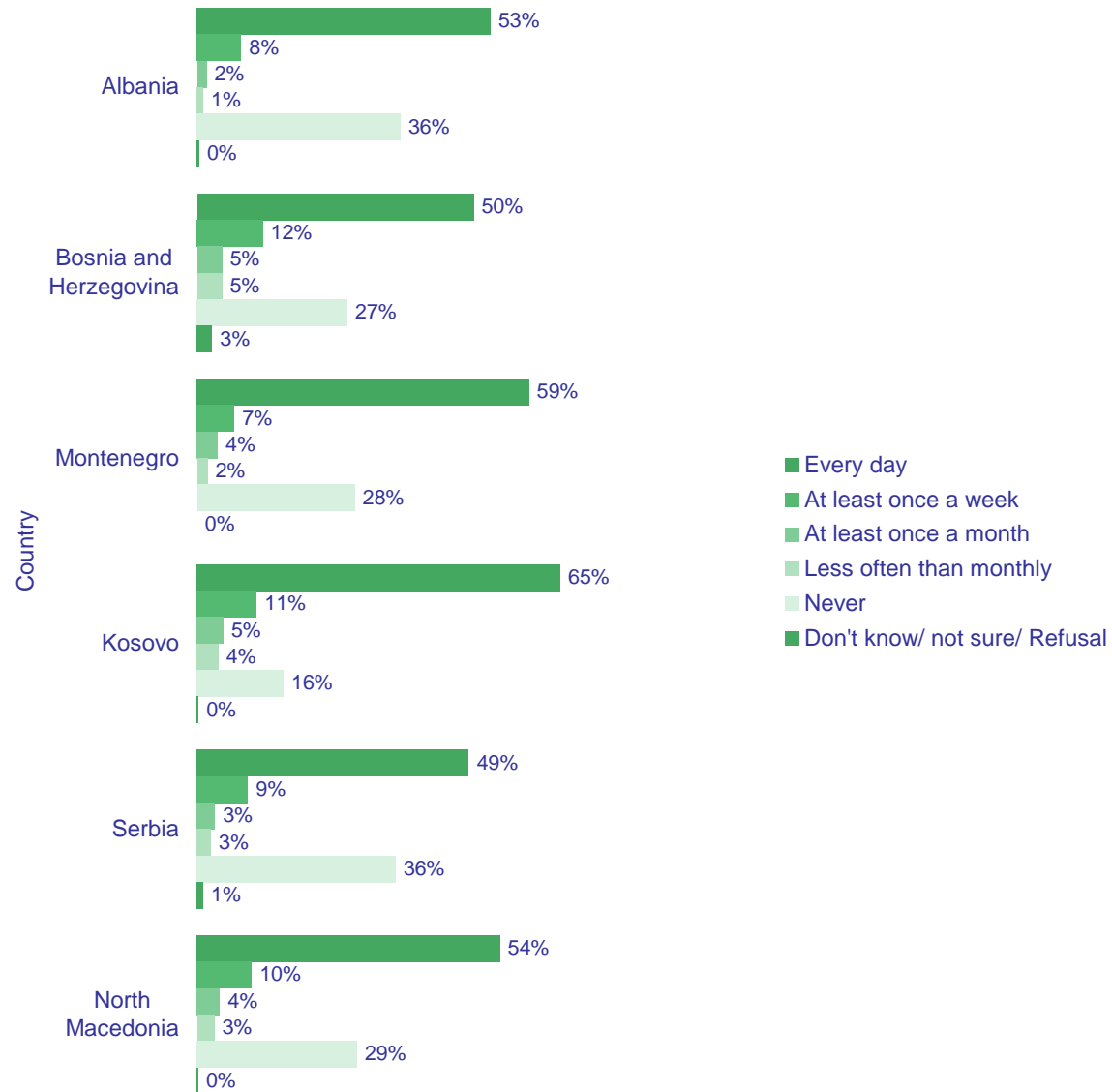
How often do you use the following sources to get news, i.e. information about political and social events? - Online media (such as news web portals, online news magazines and news blogs)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	41.2	38.7	32.6	57.2	44.5	40.5	33.5
				ABDEF	BF	Bf	
At least once a week	15.0	12.9	17.1	10.0	19.1	15.4	15.2
			C		AC	C	C
At least once a month	5.7	2.6	9.3	3.8	8.2	4.2	5.8
			ACEf		ACE		A
Less often than monthly	5.7	3.6	9.5	2.9	6.0	4.2	8.3
			ACdE		c		ACE
Never	31.4	41.8	28.9	25.3	21.6	35.0	36.3
		BCDe	D			CD	BCD
Don't know/ not sure/ Refusal	1.0	0.5	2.6	0.8	0.7	0.7	1.0
			Acde				
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



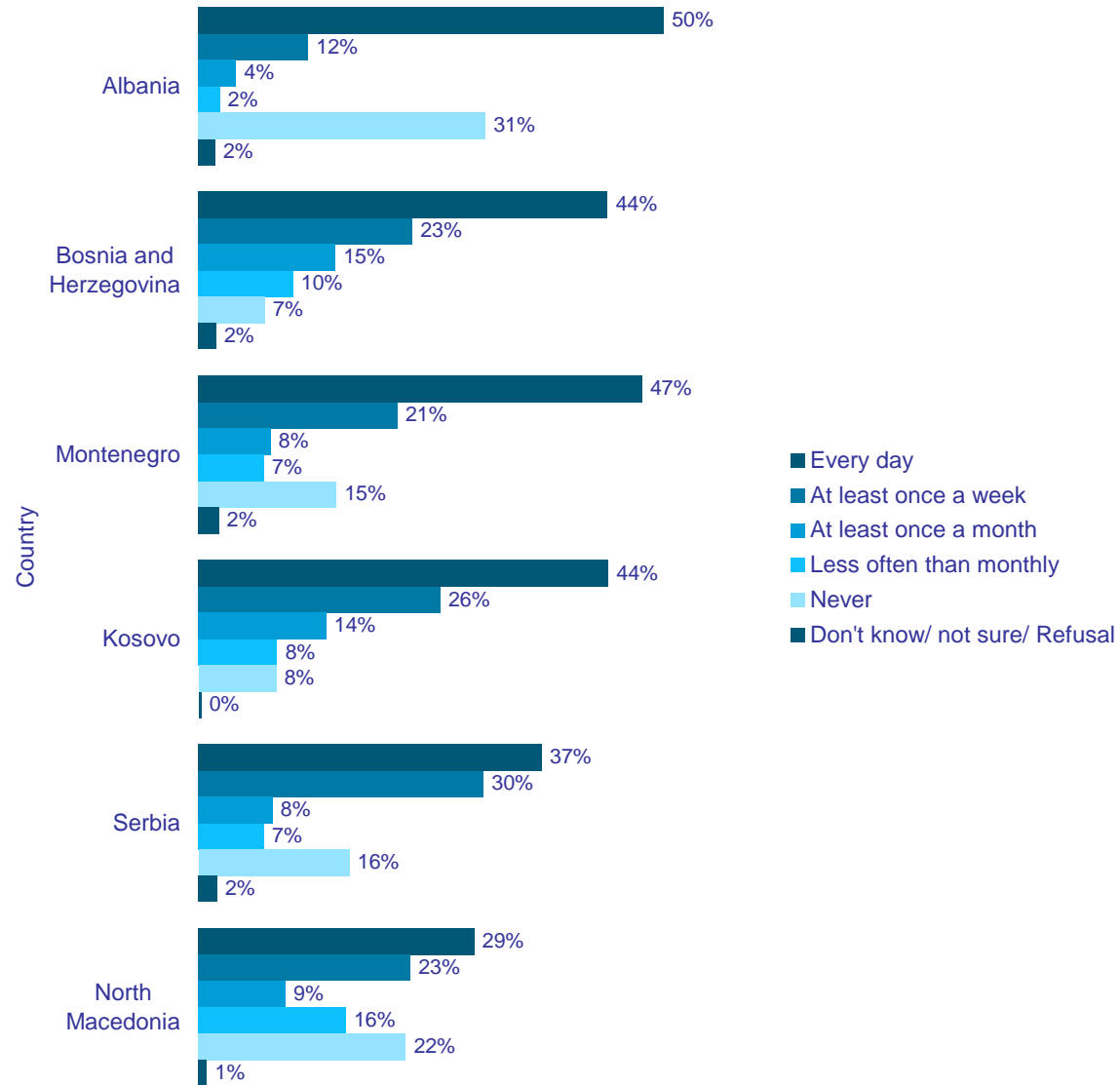
How often do you use the following sources to get news, i.e. information about political and social events? - Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	55.0	52.5	49.5	59.4	65.0	48.6	54.2
				aBE	ABEF		
At least once a week	9.3	7.9	11.8	6.7	10.7	9.1	9.8
			aC		c		
At least once a month	3.6	1.7	4.5	3.7	4.7	3.2	4.1
			A		A		a
Less often than monthly	2.8	1.1	4.5	1.9	3.8	2.5	3.1
			Ac		A		a
Never	28.5	36.4	26.9	28.2	15.5	35.5	28.6
		BCDF	D	D		BCDf	D
Don't know/ not sure/ Refusal	0.8	0.4	2.7	0.0	0.3	1.1	0.2
			ACDF			c	
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



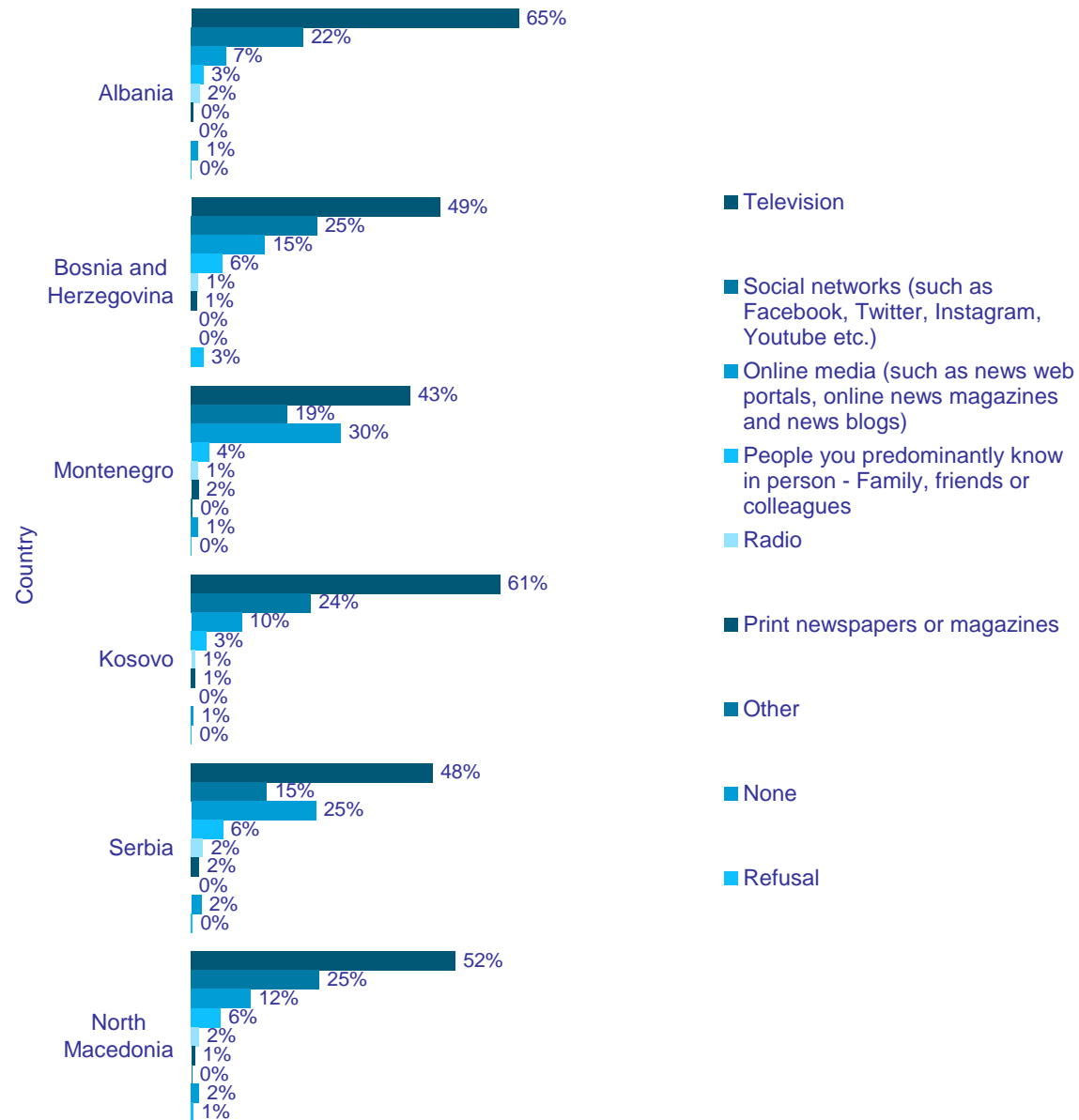
How often do you use the following sources to get news, i.e. information about political and social events? - People you predominantly know in person - Family, friends or colleagues

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Every day	41.7	49.6 EF	43.6 eF	47.3 EF	43.7 eF	36.6 F	29.4
At least once a week	22.4	11.7 A	22.8 A	21.2 A	25.8 A	30.4 ABCF	22.6 A
At least once a month	9.5	4.0 ACEF	14.6 A	7.7 A	13.6 ACEf	7.9 A	9.3 A
Less often than monthly	8.4	2.3 A	10.1 A	7.0 A	8.4 A	7.0 A	15.7 ABCDE
Never	16.4	30.6 BCDEF	7.1	14.7 BD	8.3	16.1 BD	22.1 BCDE
Don't know/ not sure/ Refusal	1.5	1.8 d	1.9 D	2.2 D	0.3	2.0 D	0.9
Total		100%					

And what is your main source of information ?

Base: Total target population



And what is your main source of information ?

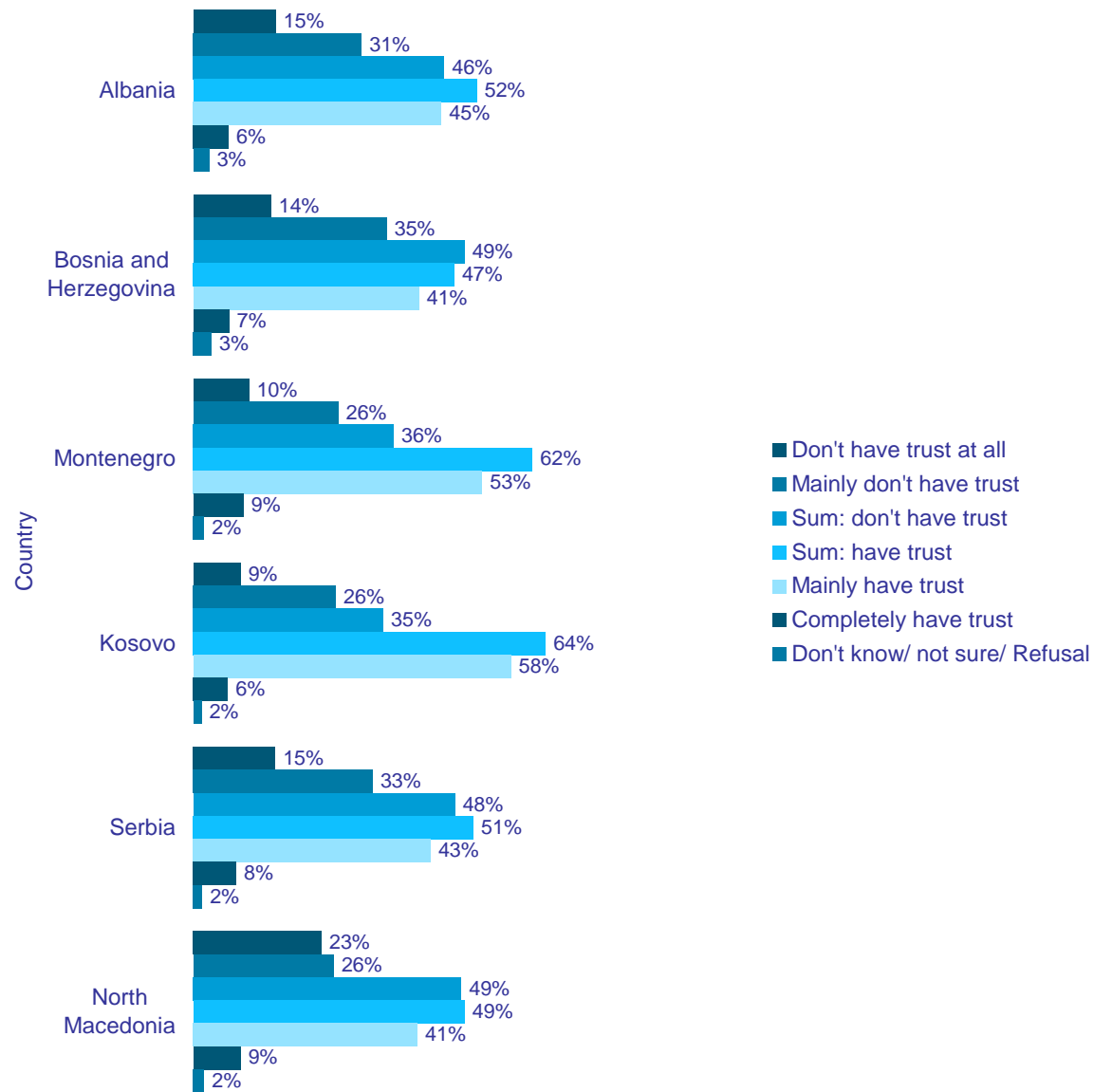
Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Television	53.1	64.8	49.2	43.3	61.1	47.8	52.3
		BCEF			BCEF		C
Social networks (such as Facebook, Twitter, Instagram, Youtube etc.)	21.7	22.2	24.9	19.0	23.7	15.0	25.4
		E	cE		E		CE
Online media (such as news web portals, online news magazines and news blogs)	16.3	6.9	14.6	29.7	10.0	24.7	11.8
			Ad	ABDF		ABDF	A
People you predominantly know in person - Family, friends or colleagues	4.5	2.5	6.2	3.5	3.0	6.3	5.9
			AD			AcD	Ad
Radio	1.5	1.7	1.4	1.4	0.7	2.4	1.6
						d	
Print newspapers or magazines	1.0	0.4	1.2	1.5	0.8	1.6	0.7
Other	0.1			0.3			0.2
None	1.2	1.4		1.4	0.5	2.0	1.6
						d	
Refusal	0.6	0.1	2.5	0.1	0.1	0.3	0.5
			ACDEF				
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 COUNTRY?

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 COUNTRY?

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Don't have trust at all	14.3	15.0 cD	14.1 D	10.1	8.6	14.9 cD	23.3 ABCDE
Mainly don't have trust	29.3	30.6	35.1 CDF	26.3	25.9	32.6 cdF	25.5
Sum: don't have trust	43.6	45.6 CD	49.2 CD	36.4	34.5	47.5 CD	48.7 CD
Sum: have trust	54.2	51.5	47.4	61.6 ABEF	64.0 ABEF	50.9	49.3
Mainly have trust	46.8	45.1	41.0	52.5 aBEF	57.7 ABEF	43.1	40.7
Completely have trust	7.4	6.4	6.5	9.1	6.3	7.8	8.6
Don't know/ not sure/ Refusal	2.2	2.9	3.3	2.0	1.5	1.6	2.0
Total		100%					
Mean	2.5	2.4	2.4	2.6 ABEF	2.6 ABEF	2.4	2.4

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

	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	6082	11.4	22.1	50.7	13.5	2.4	33.4	64.2	100%
Radio	6082	12.8	19.1	31.0	6.3	30.9	31.9	37.3	
Print newspapers and magazines	6082	17.3	22.5	28.4	4.5	27.4	39.7	32.9	
Online media (such as news web portals, online news magazines and news blogs)	6082	14.9	25.9	36.3	4.1	18.8	40.8	40.4	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	6082	17.2	28.9	30.7	4.2	19.0	46.1	34.9	
Investigative reporting outlets (such as COUNTRY SPECIFIC)	6082	12.5	18.5	36.7	10.9	21.4	31.0	47.6	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	6082	15.0	19.0	35.3	10.5	20.1	34.0	45.8	

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

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

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

	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	1003	10.3	30.3	43.1	13.8	2.5	40.6	56.9	100%
Radio	1003	12.6	27.2	37.6	6.8	15.9	39.8	44.4	
Print newspapers and magazines	1003	17.3	26.9	28.9	5.2	21.6	44.2	34.1	
Online media (such as news web portals, online news magazines and news blogs)	1003	17.3	31.1	29.4	4.1	18.2	48.3	33.4	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1003	17.5	32.6	28.2	4.3	17.5	50.1	32.5	
Investigative reporting outlets (such as COUNTRY SPECIFIC)	1003	14.0	27.2	30.7	8.6	19.5	41.2	39.3	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1003	16.8	24.0	35.7	8.4	15.0	40.8	44.2	

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

	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	1018	7.1	21.6	53.0	15.1	3.2	28.7	68.0	100%
Radio	1018	9.4	15.3	32.1	7.3	35.9	24.7	39.5	
Print newspapers and magazines	1018	11.2	20.8	34.0	6.3	27.7	32.0	40.3	
Online media (such as news web portals, online news magazines and news blogs)	1018	10.8	23.4	43.1	5.3	17.4	34.2	48.4	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1018	15.3	29.5	29.3	3.5	22.4	44.7	32.9	
Investigative reporting outlets (such as COUNTRY SPECIFIC)	1018	11.6	17.1	41.4	10.5	19.4	28.7	51.9	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1018	14.4	16.4	38.3	10.6	20.3	30.8	48.9	

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

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

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

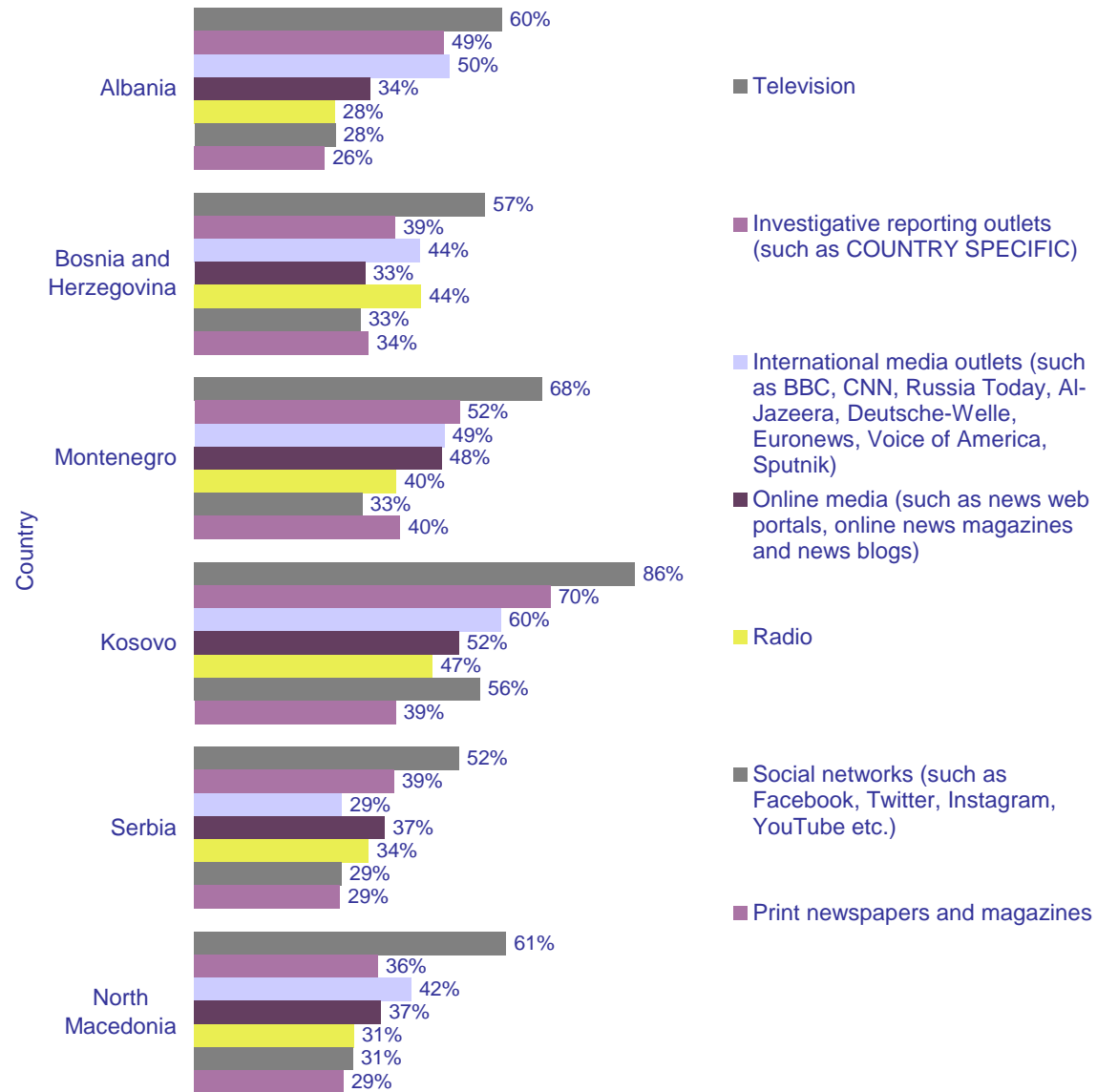
	N	Do not trust at all	Mainly do not trust	Mainly trust	Completely trust	Don't know	Do not trust at all + Mainly do not trust (Marks 1+2)	Mainly + Completely trust (Marks 3+4)	Total
Television	1004	15.8	29.2	39.7	12.1	3.2	44.9	51.8	100%
Radio	1004	8.4	19.6	30.1	4.0	37.8	28.1	34.1	
Print newspapers and magazines	1004	19.8	28.5	24.9	3.6	23.2	48.3	28.5	
Online media (such as news web portals, online news magazines and news blogs)	1004	12.8	25.8	35.4	2.0	24.0	38.6	37.3	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	1004	16.3	30.4	25.9	2.9	24.6	46.6	28.8	
Investigative reporting outlets (such as COUNTRY SPECIFIC)	1004	12.7	20.7	31.8	7.3	27.5	33.4	39.1	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	1004	18.2	25.0	25.3	3.7	27.8	43.3	28.9	

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

	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 COUNTRY SPECIFIC)	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	

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



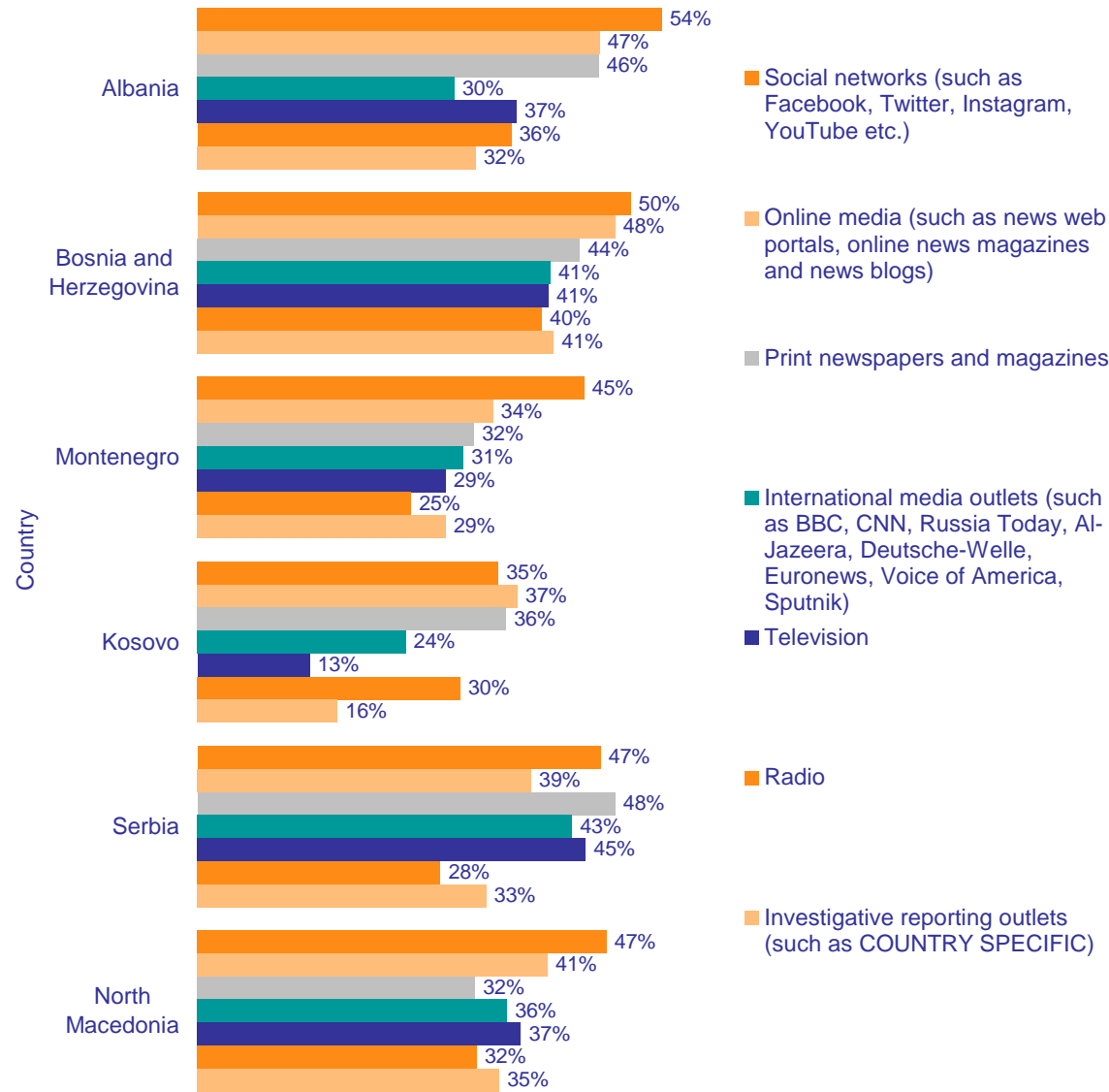
To what extent, do you trust each of the following media is a reliable source of news and information? - Mainly + Completely trust (Marks 3+4)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Television	64.2	60.2 E	56.9	68.0 ABEf	86.2 ABCEF	51.8	61.0 E
Investigative reporting outlets (such as COUNTRY SPECIFIC)	47.6	48.8 BEF	39.3	51.9 BEF	69.7 ABCEF	39.1	35.9
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	45.8	50.0 EF	44.2 E	48.9 Ef	60.0 ABCEF	28.9	42.4 E
Online media (such as news web portals, online news magazines and news blogs)	40.4	34.4	33.4	48.4 ABEF	51.8 ABEF	37.3	36.5
Radio	37.3	27.5	44.4 AEF	39.5 AF	46.6 AcEF	34.1 a	31.2
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	34.9	27.6	32.5	32.9	55.9 ABCEF	28.8	31.0
Print newspapers and magazines	32.9	25.5	34.1 A	40.3 AEF	39.4 AEF	28.5	29.2

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

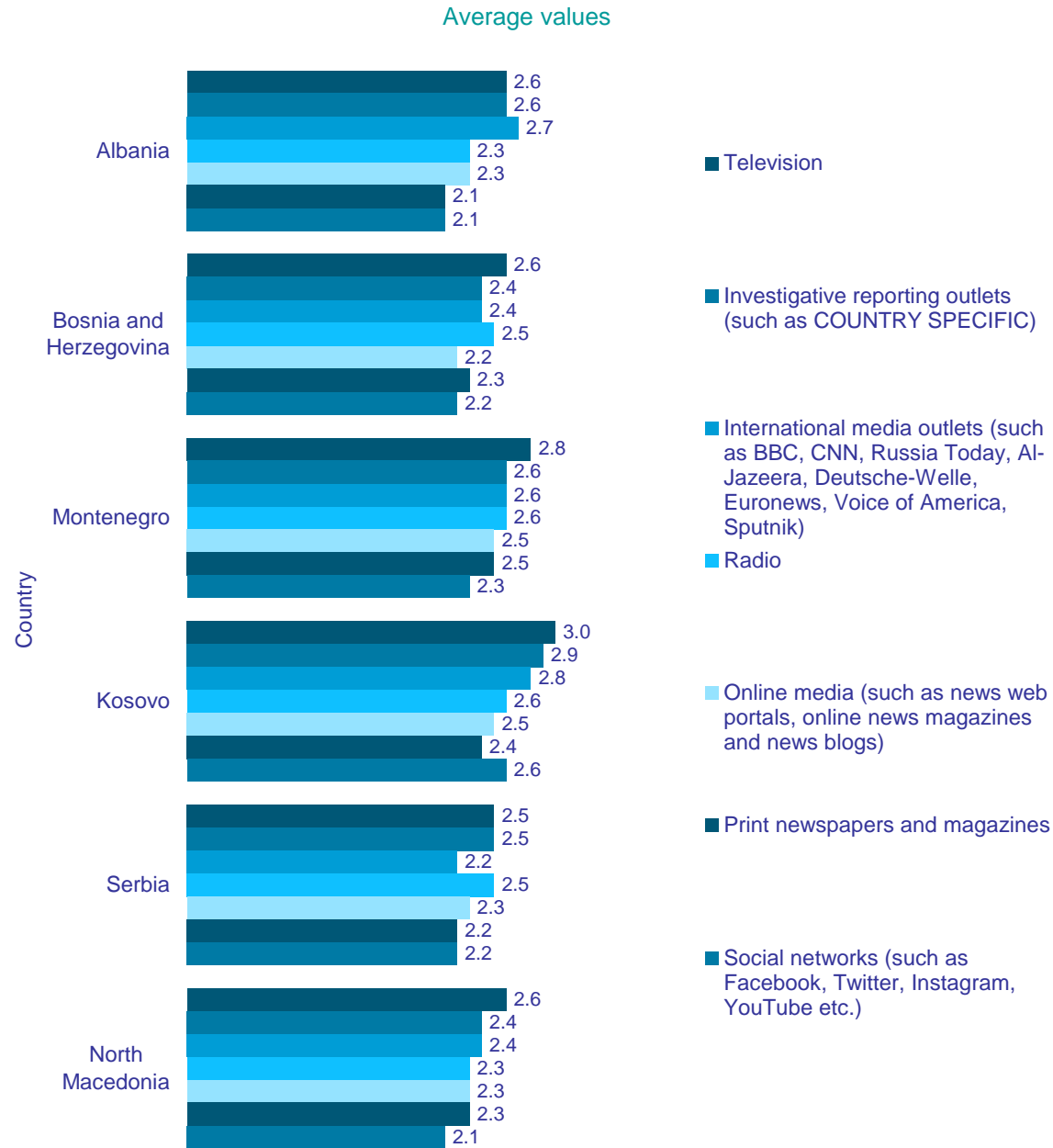


To what extent, do you trust each of the following media is a reliable source of news and information? - Do not trust at all +
Mainly do not trust (Marks 1+2)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	46.1	53.7	50.1	44.7	34.8	46.6	47.3
		CDe	D	D		D	D
Online media (such as news web portals, online news magazines and news blogs)	40.8	46.5	48.3	34.2	37.0	38.6	40.5
		CDE	CDEF				
Print newspapers and magazines	39.7	46.4	44.2	32.0	35.7	48.3	32.1
		CDF	CDF			CDF	
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	34.0	29.7	40.8	30.8	24.1	43.3	35.8
			ACD	d		ACDF	D
Television	33.4	36.9	40.6	28.7	13.0	44.9	37.4
		CD	CD	D		ACDF	CD
Radio	31.9	36.3	39.8	24.7	30.4	28.1	32.3
		CE	CDEF				C
Investigative reporting outlets (such as COUNTRY SPECIFIC)	31.0	32.2	41.2	28.7	16.2	33.4	34.9
		D	ACDE	D		D	cD

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



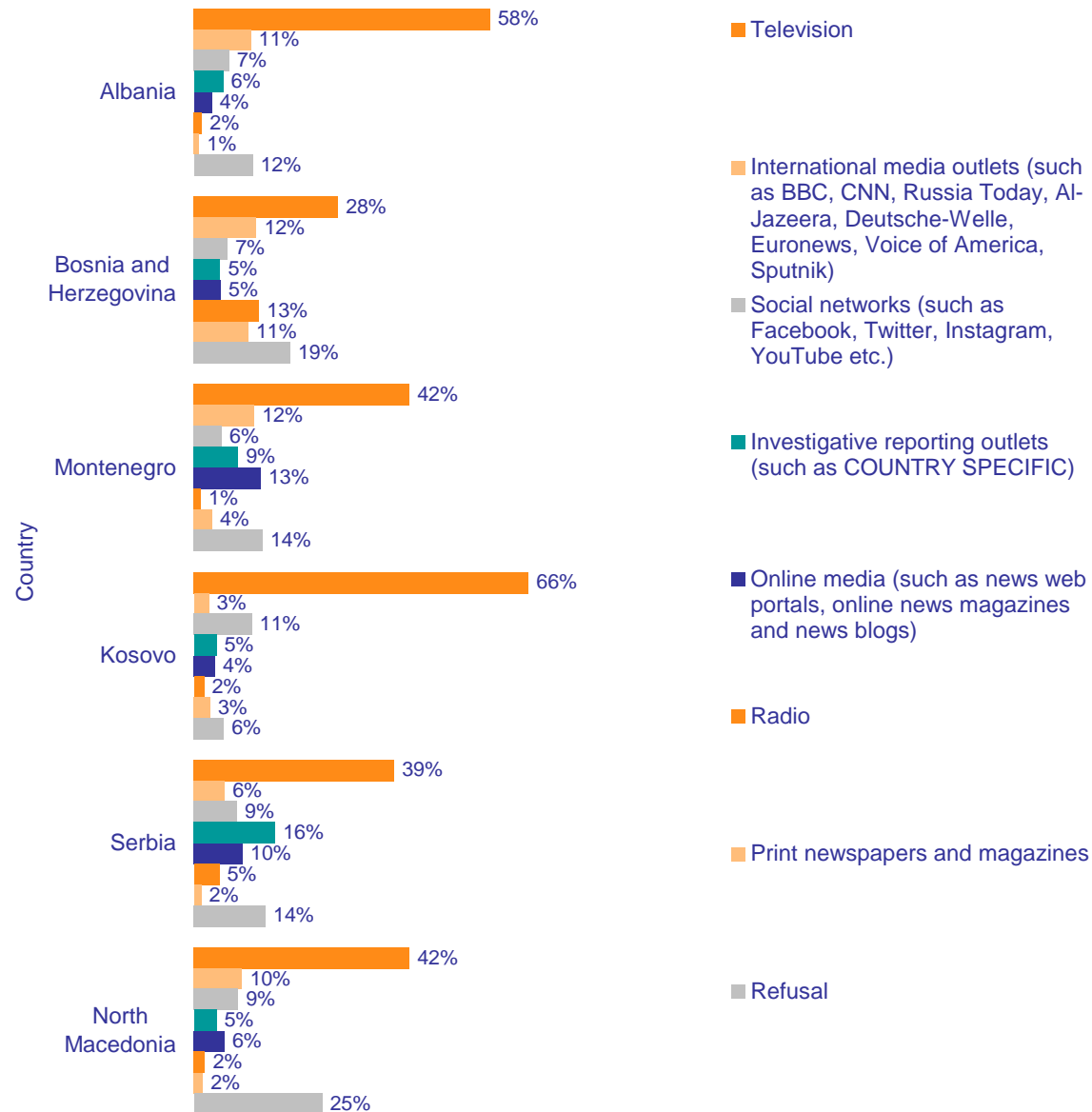
To what extent, do you trust each of the following media is a reliable source of news and information? - Average values

Average values

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6053	1002	1000	1014	1044	994	998
		A	B	C	D	E	F
Television	2.7	2.6	2.6	2.8	3.0	2.5	2.6
		e	ABEF	ABCEF			
Investigative reporting outlets (such as COUNTRY SPECIFIC)	2.6	2.6	2.4	2.6	2.9	2.5	2.4
		BeF	BEF	ABCEF			
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	2.5	2.7	2.4	2.6	2.8	2.2	2.4
		BEF	E	bEF	BCEF		E
Radio	2.4	2.3	2.5	2.6	2.6	2.5	2.3
		AF	AF	AF	AF	AF	
Online media (such as news web portals, online news magazines and news blogs)	2.4	2.3	2.2	2.5	2.5	2.3	2.3
			ABEF	ABEF			
Print newspapers and magazines	2.3	2.1	2.3	2.5	2.4	2.2	2.3
		A	ABEF	AE			a
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	2.3	2.1	2.2	2.3	2.6	2.2	2.1
		a	A	ABCEF			

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



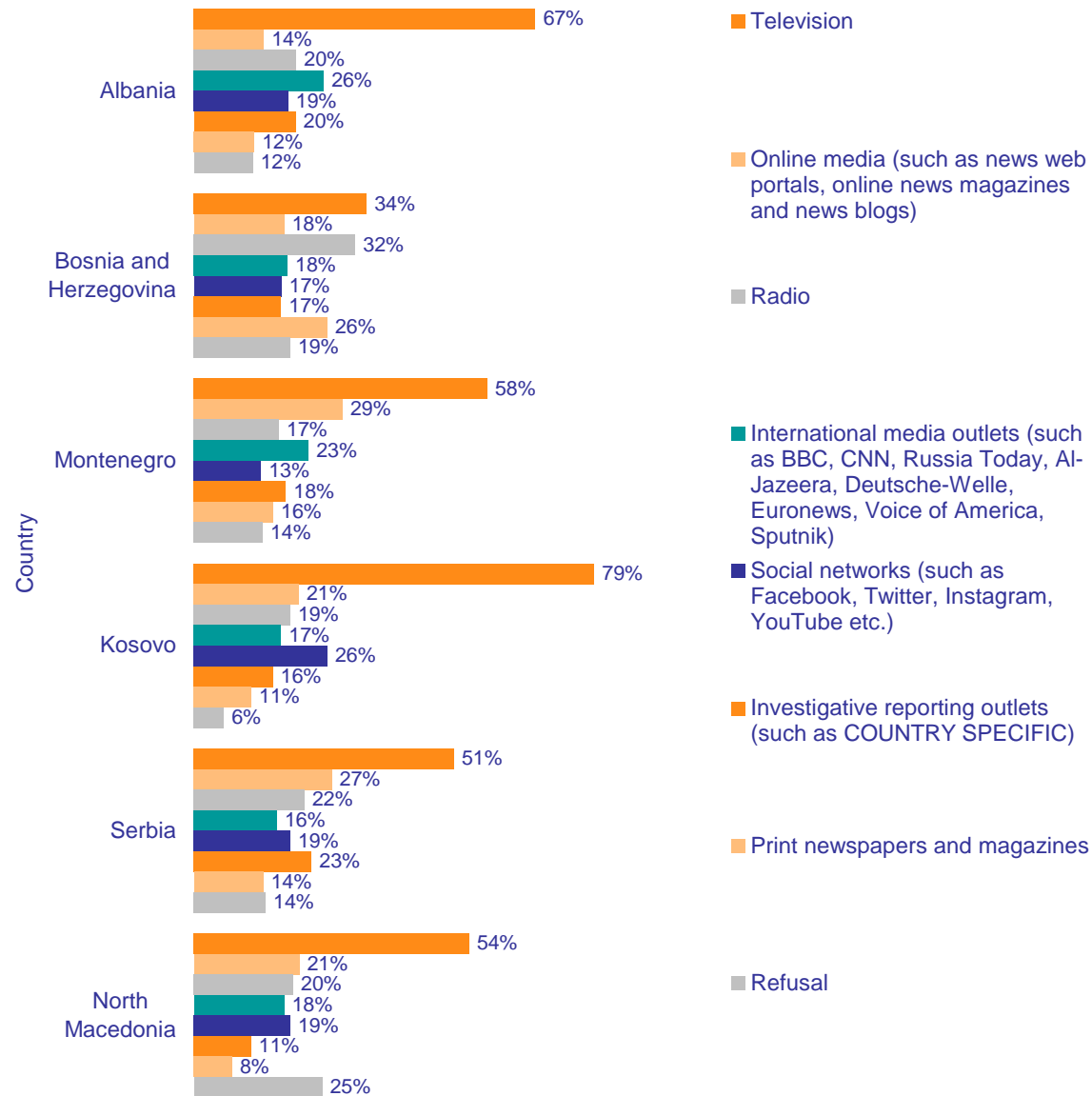
And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Television	46.1	58.1	28.3	42.3	65.7	39.3	42.3
		BCEF		B	ABCEF	B	B
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	9.0	11.2	12.3	11.9	3.0	6.1	9.5
		DE	DE	DE		d	D
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	8.0	7.0	6.6	5.5	11.4	8.5	8.7
					ABC		
Investigative reporting outlets (such as COUNTRY SPECIFIC)	7.4	5.8	5.2	8.7	4.5	16.0	4.5
				bDF		ABCDF	
Online media (such as news web portals, online news magazines and news blogs)	6.9	3.5	5.3	13.1	4.2	9.6	6.0
				ABDF		ABDf	
Radio	4.1	1.6	12.8	1.4	2.0	5.0	2.2
			ACDEF			ACDf	
Print newspapers and magazines	3.6	1.1	10.7	3.6	3.2	1.5	1.8
			ACDEF	Ae	a		
Refusal	14.8	11.6	18.9	13.5	5.9	14.1	25.2
		D	AcD	D		D	AbCDE
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



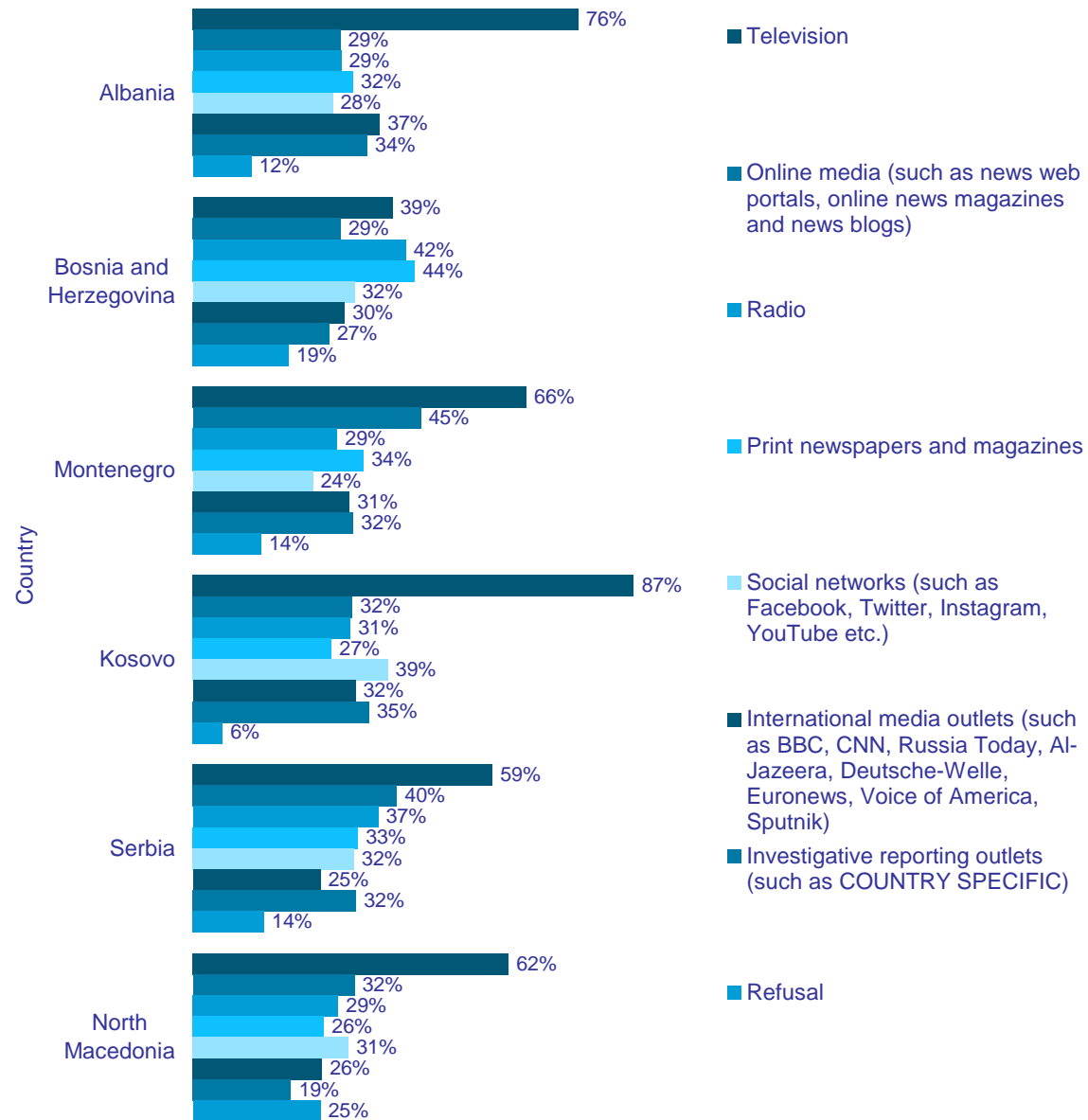
And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2

Multiple answers; Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Television	57.2	67.0	33.9	57.6	78.6	51.0	54.0
		BCEF		Be	ABCEF	B	B
Online media (such as news web portals, online news magazines and news blogs)	21.5	13.7	17.7	29.2	20.6	27.1	20.7
				ABDF	A	ABDF	A
Radio	21.4	20.1	31.7	16.7	18.9	21.7	19.5
			ACDEF				
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	19.6	25.5	18.4	22.5	17.1	16.3	17.7
		BDEF		dE			
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	18.9	18.5	17.2	13.2	26.2	18.9	18.9
		c			ABCEF	C	C
Investigative reporting outlets (such as COUNTRY SPECIFIC)	17.5	20.0	17.1	18.1	15.5	23.1	11.2
		F	F	F		bDF	
Print newspapers and magazines	14.3	11.9	26.2	15.6	11.3	13.6	7.5
		f	ACDEF	F		F	
Refusal	14.8	11.6	18.9	13.5	5.9	14.1	25.2
		D	AcD	D		D	AbCDE

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



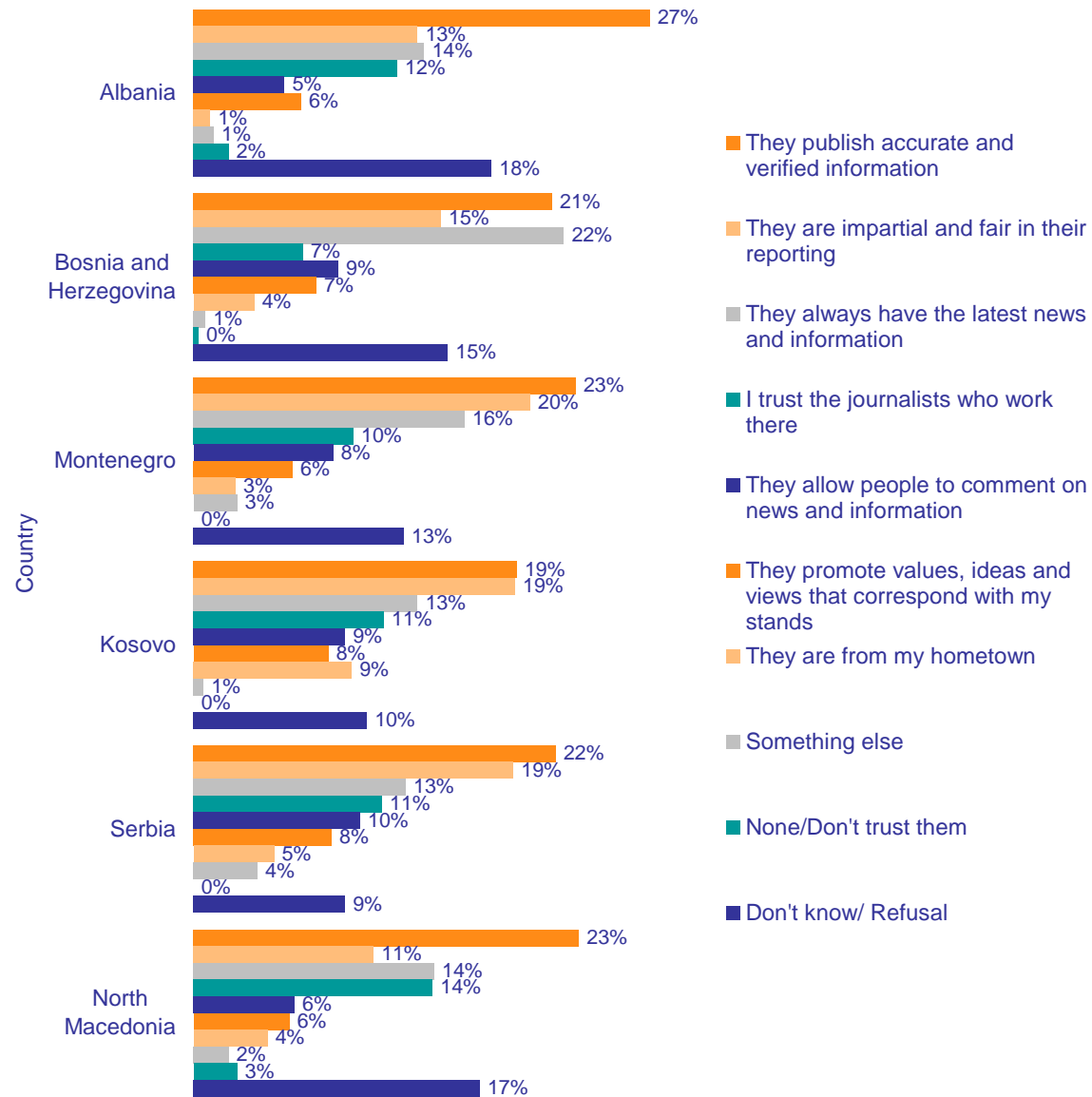
And now please rank the following sources from the one you trust the most to the one you trust the least when it comes to the news and information. - Rank 1+2+3

Multiple answers; Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Television	65.1	76.1	39.4	65.8	87.0	59.1	62.3
		BCEF		Be	ABCEF	B	B
Online media (such as news web portals, online news magazines and news blogs)	34.5	29.1	29.2	45.0	31.5	40.3	31.9
				ABDF		ABDF	
Radio	32.7	29.3	42.0	28.5	31.1	36.6	28.7
			ACDF			ACF	
Print newspapers and magazines	32.5	31.6	43.8	33.7	27.4	32.6	25.9
			ACDEF	dF		f	
Social networks (such as Facebook, Twitter, Instagram, YouTube etc.)	30.7	27.6	31.9	23.7	38.5	31.8	30.7
			C		AbCeF	C	C
International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik)	30.1	36.9	30.0	30.9	32.1	25.2	25.5
		bEF			Ef		
Investigative reporting outlets (such as COUNTRY SPECIFIC)	30.0	34.4	26.9	31.7	34.8	32.2	19.4
		BF	F	F	BF	F	
Refusal	14.8	11.6	18.9	13.5	5.9	14.1	25.2
		D	AcD	D		D	AbCDE

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



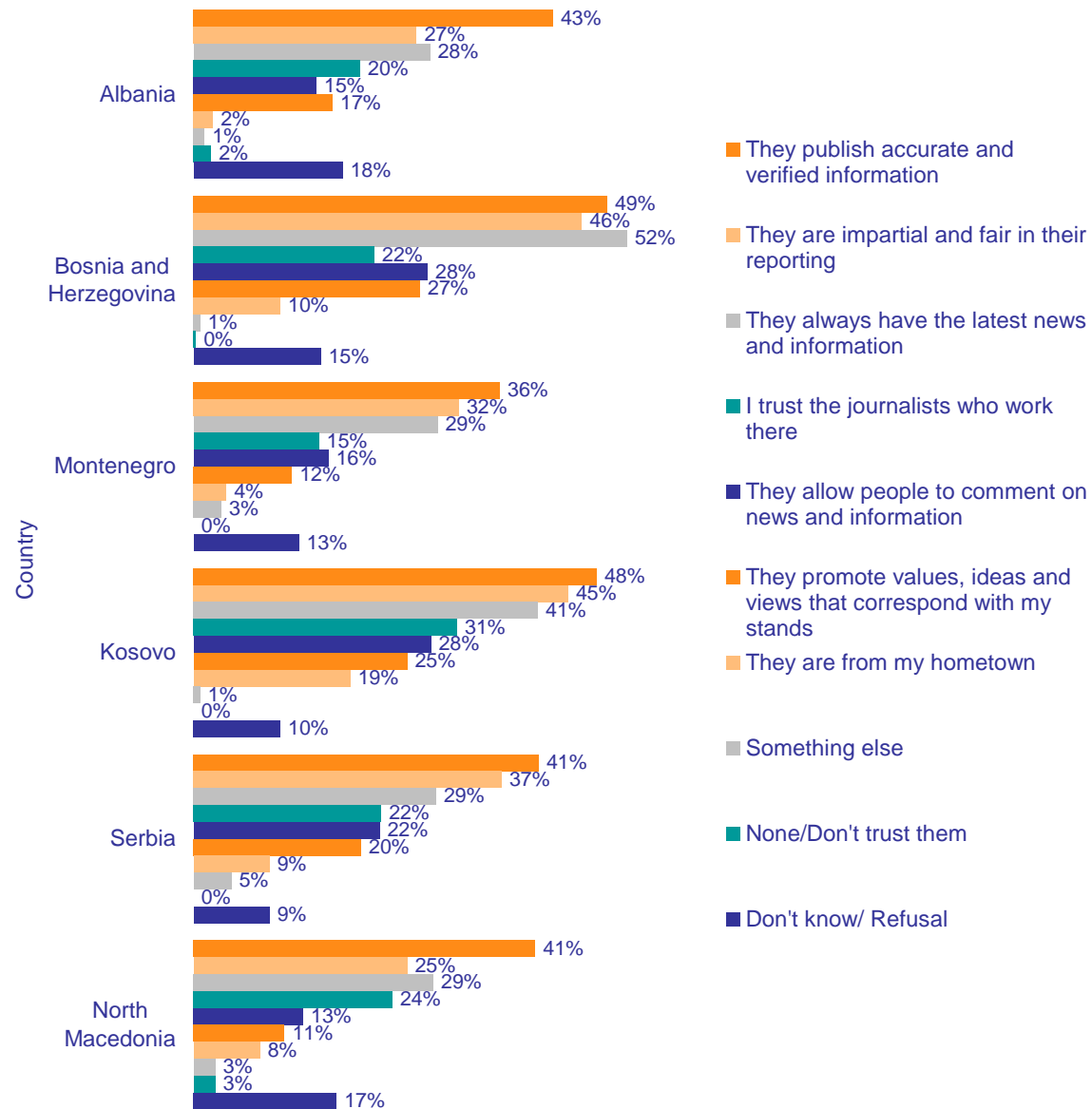
You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - First answer

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
They publish accurate and verified information	22.4	27.1 bD	21.3	22.7	19.2	21.5	22.9
They are impartial and fair in their reporting	16.2	13.3	14.7	20.0 AbF	19.1 AF	19.0 AF	10.7
They always have the latest news and information	15.3	13.7	22.0 AcDEF	16.1	13.3	12.6	14.3
I trust the journalists who work there	10.8	12.1 B	6.5	9.5	11.3 B	11.2 B	14.2 Bc
They allow people to comment on news and information	7.9	5.4	8.6	8.3	9.0 a	9.9 Af	6.0
They promote values, ideas and views that correspond with my stands	6.9	6.4	7.3	5.9	8.0	8.2	5.7
They are from my hometown	4.3	1.0	3.6 A	2.5	9.4 ABCEF	4.8 A	4.4 A
Something else	1.8	1.2	0.7	2.6 BD	0.6	3.8 ABD	2.1 d
None/Don't trust them	0.8	2.1 B	0.3				2.6 B
Don't know/ Refusal	13.6	17.7 cDE	15.1 dE	12.5	10.3	9.0	17.0 DE
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



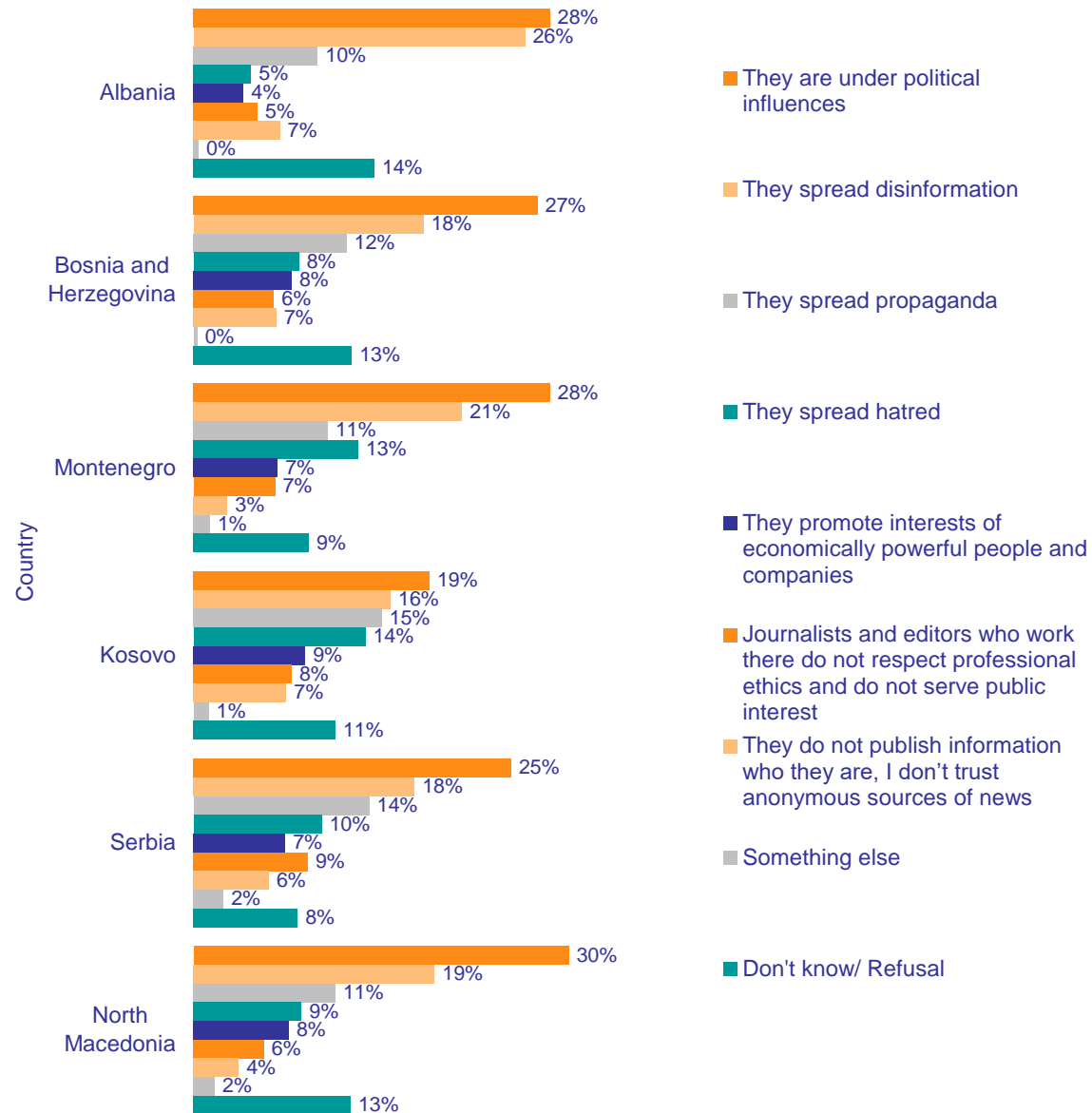
You may trust some media outlets more than others. Thinking about the media you consider the most trustworthy, what are the main reasons you trust them? - All answers

Multiple answers; Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
They publish accurate and verified information	43.0	42.7	49.1 CEF	36.4	47.9 Cef	41.0	40.6
They are impartial and fair in their reporting	35.2	26.5	46.1 ACEF	31.5 f	44.5 ACEF	36.6 AF	25.4
They always have the latest news and information	34.5	28.1	51.5 ACDEF	29.0	40.9 ACEF	28.8	28.5
I trust the journalists who work there	22.3	19.8	21.5 C	14.9	31.3 ABCEF	22.3 C	23.6 C
They allow people to comment on news and information	20.3	14.6	27.8 ACeF	16.0	28.2 ACeF	22.1 ACF	13.0
They promote values, ideas and views that correspond with my stands	18.6	16.5 cF	26.9 ACEF	11.7	25.4 ACeF	19.9 CF	10.8
They are from my hometown	8.7	2.3	10.3 AC	3.9	18.6 ABCEF	9.0 AC	7.9 AC
Something else	2.2	1.3	0.8	3.3 aBD	0.8	4.5 ABD	2.6 bd
None/Don't trust them	0.8	2.1 B	0.3				2.6 B
Don't know/ Refusal	13.6	17.7 cDE	15.1 dE	12.5	10.3	9.0	17.0 DE

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



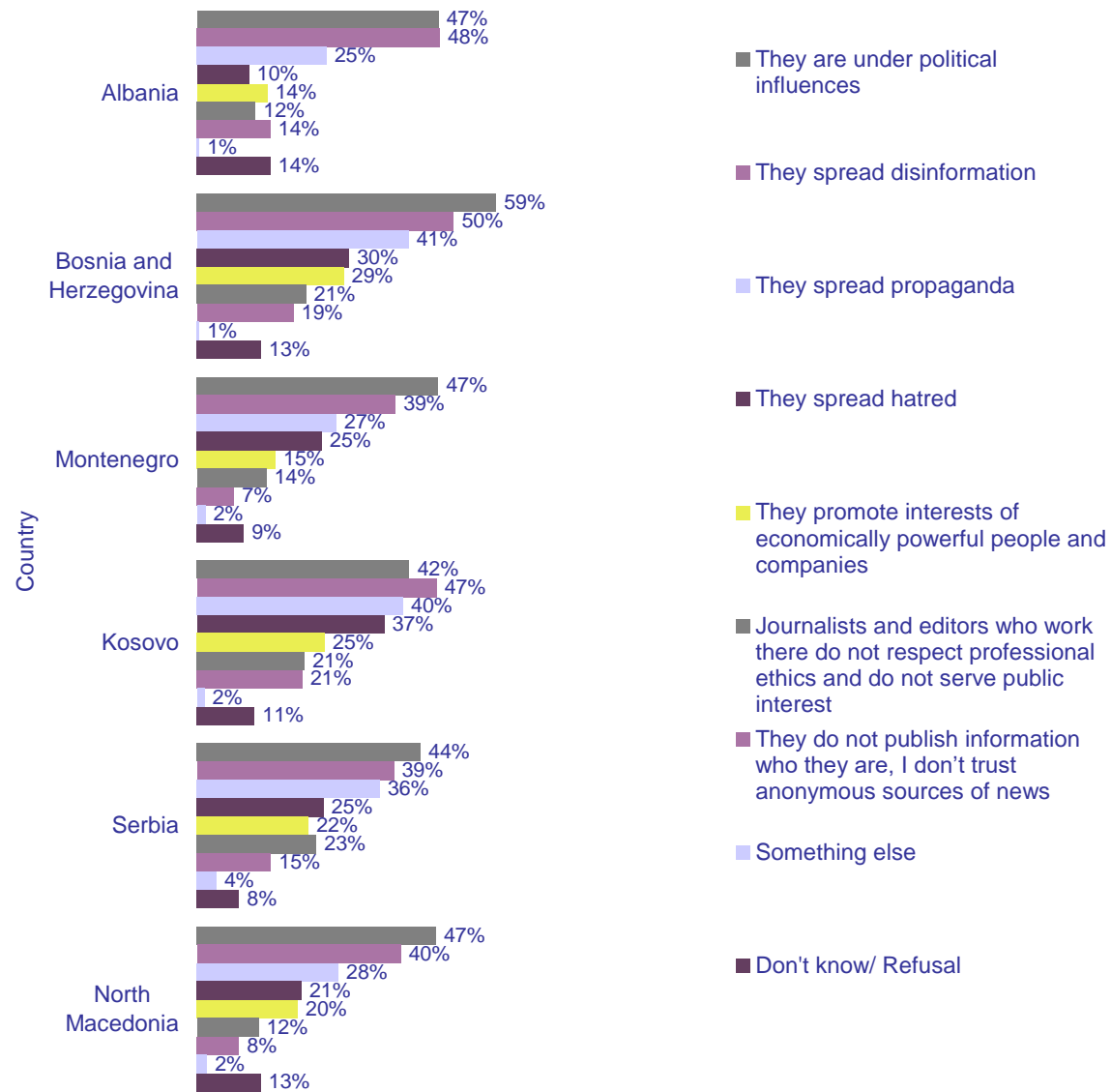
And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - First answer

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
They are under political influences	26.3	28.4 D	27.4 D	28.4 D	18.8 D	25.3 D	29.9 D
They spread disinformation	19.8	26.4 BDEF	18.3	21.4 d	15.7 D	17.6	19.2
They spread propaganda	12.2	9.9	12.2	10.7	15.0 A	14.0	11.3
They spread hatred	9.8	4.6	8.4 A	13.1 ABf	13.7 ABF	10.2 A	8.6 A
They promote interests of economically powerful people and companies	7.0	4.0	7.8 A	6.7	8.9 A	7.3 a	7.6 A
Journalists and editors who work there do not respect professional ethics and do not serve public interest	6.8	5.1	6.4	6.5	7.8	9.1 Af	5.6
They do not publish information who they are, I don't trust anonymous sources of news	5.5	6.9 Cf	6.6 Cf	2.7	7.4 CF	6.0 C	3.6
Something else	1.2	0.4	0.3	1.3	1.2	2.4 AB	1.7 b
Don't know/ Refusal	11.4	14.4 CE	12.6 e	9.2	11.3	8.3	12.5 e
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



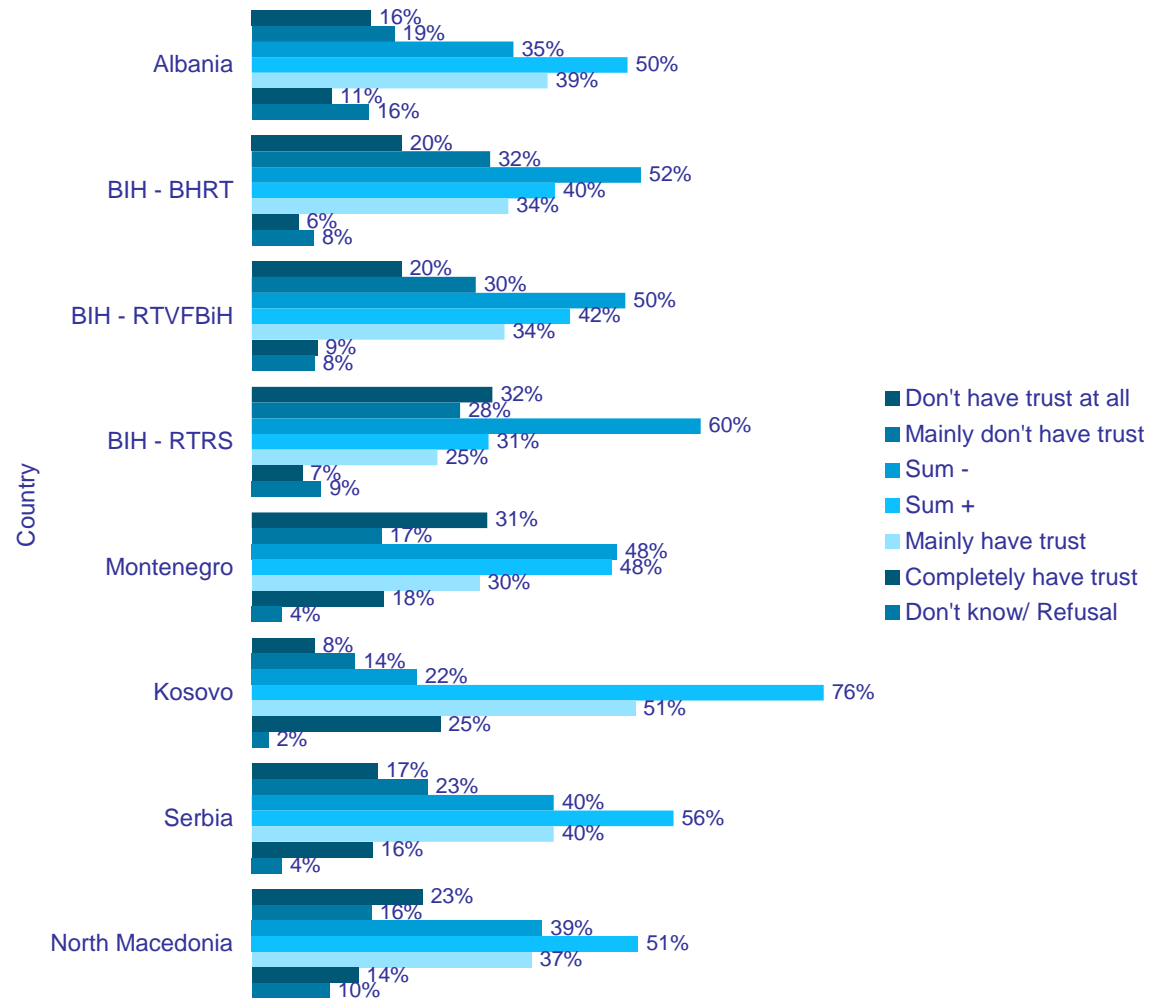
And thinking about the media you consider the least trustworthy, what are the main reasons you do not trust them? - All answers

Multiple answers; Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
They are under political influences	47.5	47.3	58.6 ACDEF	47.2	41.6	43.8	46.8
They spread disinformation	43.7	47.5 CEF	50.3 CEF	38.9	46.9 CEf	38.6	39.9
They spread propaganda	33.0	25.4	41.4 ACF	27.3	40.4 ACF	35.8 ACF	27.7
They spread hatred	24.5	10.2	29.8 AF	24.5 A	36.7 AbCEF	24.8 A	20.5 A
They promote interests of economically powerful people and companies	20.8	13.8	28.8 ACEF	15.4	25.0 AC	21.9 AC	19.8 A
Journalists and editors who work there do not respect professional ethics and do not serve public interest	17.2	11.5	21.4 ACF	13.6	21.1 ACF	23.4 ACF	12.1
They do not publish information who they are, I don't trust anonymous sources of news	14.1	14.4 CF	18.9 CF	7.3	20.7 ACEF	14.5 CF	8.3
Something else	1.7	0.5	0.5	1.7	1.5	3.8 ABd	2.0 ab
Don't know/ Refusal	11.4	14.4 CE	12.6 e	9.2	11.3	8.3	12.5 e

On a scale from 1 to 4, how much trust do you have in Public Service Media (please insert specific media), 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 (please insert specific media), when it comes to reporting the news fully, accurately, and fairly?

Base: Total target population

	Total	Country							
		Albania	BIH - BHRT	BIH - RTVFBiH	BIH - RTRS	Montenegro	Kosovo	Serbia	North Macedonia
N	8088	1010	1003	1003	1003	1018	1045	1004	1002
		A	B	C	D	E	F	G	H
Don't have trust at all	20.7	15.8	19.9	19.8	31.9	31.2	8.3	16.7	22.6
		F	F	F	ABCFGH	ABCFGH		F	AFg
Mainly don't have trust	22.2	18.9	31.6	29.7	27.6	17.2	13.7	23.3	15.9
		f	AEFGH	AEFgH	AEFH			eFH	
Sum -	42.9	34.7	51.6	49.5	59.5	48.4	21.9	40.0	38.5
		F	AFGH	AFGH	AbCEFGH	AFGH		F	F
Sum +	49.4	49.8	40.2	42.2	31.4	47.7	75.8	55.9	51.2
		BcD	D	D		bD	ABCDEGH	BCDE	BCD
Mainly have trust	36.2	39.2	34.0	33.5	24.6	30.2	50.8	40.0	37.1
		DE	D	D			ABCDEGH	DE	De
Completely have trust	13.2	10.6	6.2	8.7	6.7	17.5	25.0	16.0	14.1
		b				ABCD	ABCDEGH	aBCD	BCD
Don't know/ Refusal	7.7	15.5	8.2	8.3	9.2	4.0	2.2	4.0	10.3
		BCDEFGh	EFG	EFG	EFG				EFG
Total		100%							
Mean	2.5	2.5	2.3	2.3	2.1	2.4	2.9	2.6	2.5
		BCDE	D	D		D	ABCDEGH	BCDE	BD

ATTITUDES AND EXPERIENCES WITH MEDIA

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

	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 COUNTRY serve democracy and public interest very well	6082	20.5	21.8	40.0	12.3	5.4	42.3	52.3	100%
Media in COUNTRY are free to collect and publish information about all relevant issues	6082	16.1	22.3	39.5	17.4	4.7	38.4	56.9	
Media in COUNTRY are mainly controlled by political and business powers	6082	7.6	11.4	34.4	39.8	6.7	19.1	74.2	
The government controls most media in COUNTRY	6082	10.8	14.5	32.9	33.2	8.7	25.3	66.1	
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	6082	8.8	12.6	34.0	31.8	12.8	21.4	65.8	
There is a lack of independent and impartial media in COUNTRY	6082	7.5	11.6	29.0	44.6	7.3	19.1	73.6	
Media in COUNTRY spread political propaganda and disinformation	6082	9.2	14.0	38.1	32.4	6.3	23.2	70.5	
Media in COUNTRY spread hatred	6082	17.2	20.2	34.6	22.0	6.0	37.4	56.6	
Social networks spread political propaganda and disinformation	6082	7.5	13.4	34.7	28.7	15.8	20.9	63.3	
Social networks spread hatred	6082	10.3	16.1	32.7	25.0	16.0	26.3	57.7	

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

	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 COUNTRY serve democracy and public interest very well	1010	19.7	23.1	36.1	15.1	6.0	42.8	51.2	100%
Media in COUNTRY are free to collect and publish information about all relevant issues	1010	18.4	23.1	34.6	18.7	5.2	41.5	53.2	
Media in COUNTRY are mainly controlled by political and business powers	1010	7.2	8.7	32.2	43.3	8.6	15.8	75.6	
The government controls most media in COUNTRY	1010	8.1	10.9	30.8	39.4	10.8	19.0	70.2	
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	1010	7.1	11.1	31.8	33.2	16.8	18.2	65.0	
There is a lack of independent and impartial media in COUNTRY	1010	6.8	13.4	33.8	37.7	8.3	20.2	71.5	
Media in COUNTRY spread political propaganda and disinformation	1010	11.3	10.9	37.1	32.4	8.3	22.2	69.5	
Media in COUNTRY spread hatred	1010	23.6	20.2	28.4	19.7	8.2	43.7	48.1	
Social networks spread political propaganda and disinformation	1010	9.1	11.5	31.5	27.7	20.2	20.6	59.2	
Social networks spread hatred	1010	13.8	16.6	28.4	21.2	20.1	30.3	49.5	

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

	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 COUNTRY serve democracy and public interest very well	1003	18.0	27.9	32.9	15.4	5.7	45.9	48.4	100%
Media in COUNTRY are free to collect and publish information about all relevant issues	1003	12.3	27.4	39.0	16.0	5.3	39.7	55.0	
Media in COUNTRY are mainly controlled by political and business powers	1003	4.6	12.2	34.1	43.0	6.1	16.8	77.1	
The government controls most media in COUNTRY	1003	5.3	14.5	35.2	39.6	5.4	19.8	74.8	
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	1003	4.9	15.4	37.7	29.8	12.2	20.3	67.5	
There is a lack of independent and impartial media in COUNTRY	1003	4.2	12.7	30.0	47.4	5.7	16.9	77.4	
Media in COUNTRY spread political propaganda and disinformation	1003	5.3	14.7	40.3	33.2	6.5	20.0	73.5	
Media in COUNTRY spread hatred	1003	7.4	25.0	37.5	24.0	6.1	32.4	61.5	
Social networks spread political propaganda and disinformation	1003	6.4	19.2	33.5	24.7	16.1	25.6	58.2	
Social networks spread hatred	1003	10.1	20.2	31.5	22.2	15.9	30.4	53.7	

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

	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 COUNTRY serve democracy and public interest very well	1018	23.2	23.1	37.6	11.0	5.1	46.3	48.6	100%
Media in COUNTRY are free to collect and publish information about all relevant issues	1018	16.3	22.4	38.6	18.6	4.2	38.6	57.2	
Media in COUNTRY are mainly controlled by political and business powers	1018	6.1	8.4	32.7	48.6	4.2	14.5	81.3	
The government controls most media in COUNTRY	1018	17.2	17.7	29.7	24.4	11.0	35.0	54.1	
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	1018	8.4	8.7	30.8	42.1	10.0	17.1	72.8	
There is a lack of independent and impartial media in COUNTRY	1018	5.8	5.7	19.1	62.9	6.4	11.6	82.0	
Media in COUNTRY spread political propaganda and disinformation	1018	7.0	11.4	35.6	40.5	5.4	18.4	76.1	
Media in COUNTRY spread hatred	1018	14.7	16.9	34.1	28.9	5.4	31.6	63.0	
Social networks spread political propaganda and disinformation	1018	4.9	9.1	31.3	39.5	15.1	14.1	70.9	
Social networks spread hatred	1018	6.7	12.8	30.3	34.9	15.4	19.5	65.2	

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

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

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

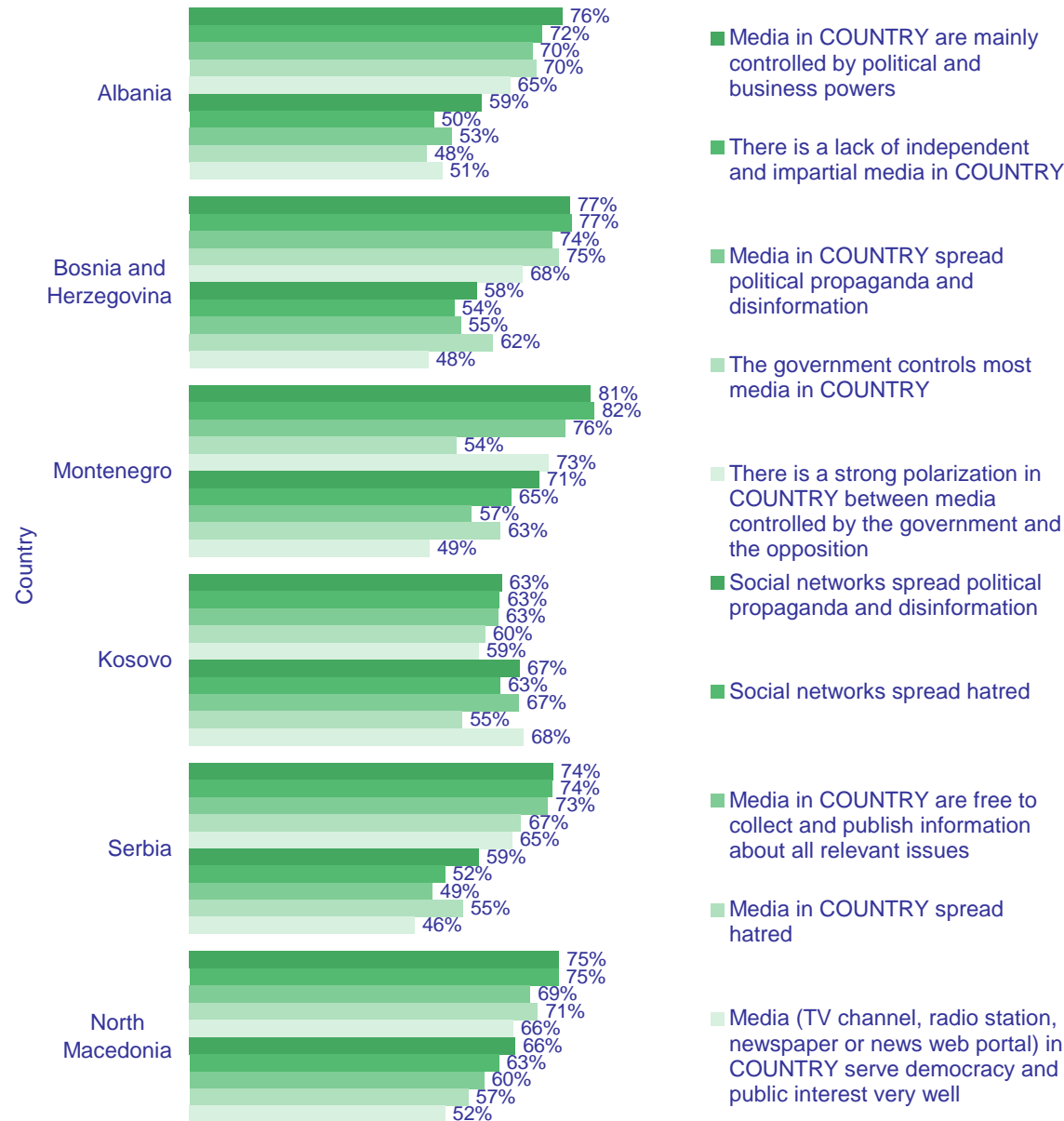
	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Media (TV channel, radio station, newspaper or news web portal) in COUNTRY serve democracy and public interest very well	1004	27.5	20.2	35.8	9.8	6.7	47.8	45.6	100%
Media in COUNTRY are free to collect and publish information about all relevant issues	1004	21.6	23.1	30.4	18.8	6.1	44.7	49.2	
Media in COUNTRY are mainly controlled by political and business powers	1004	8.4	10.5	27.9	45.8	7.3	19.0	73.7	
The government controls most media in COUNTRY	1004	13.1	11.6	26.1	41.1	8.2	24.7	67.2	
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	1004	11.6	11.1	28.9	36.5	12.0	22.6	65.4	
There is a lack of independent and impartial media in COUNTRY	1004	9.9	8.8	21.8	51.8	7.7	18.7	73.6	
Media in COUNTRY spread political propaganda and disinformation	1004	6.9	13.4	35.9	36.7	7.1	20.2	72.6	
Media in COUNTRY spread hatred	1004	19.5	18.2	32.5	22.9	6.9	37.7	55.4	
Social networks spread political propaganda and disinformation	1004	7.4	14.5	33.1	25.5	19.4	22.0	58.6	
Social networks spread hatred	1004	11.2	16.5	32.3	19.5	20.5	27.7	51.8	

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

	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 COUNTRY 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 COUNTRY 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 COUNTRY 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 COUNTRY	1002	12.7	8.7	30.8	39.8	7.9	21.4	70.6	
There is a strong polarization in COUNTRY 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 COUNTRY	1002	9.2	8.8	25.2	49.5	7.3	18.0	74.7	
Media in COUNTRY spread political propaganda and disinformation	1002	14.9	11.1	33.6	35.3	5.1	26.0	69.0	
Media in COUNTRY 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



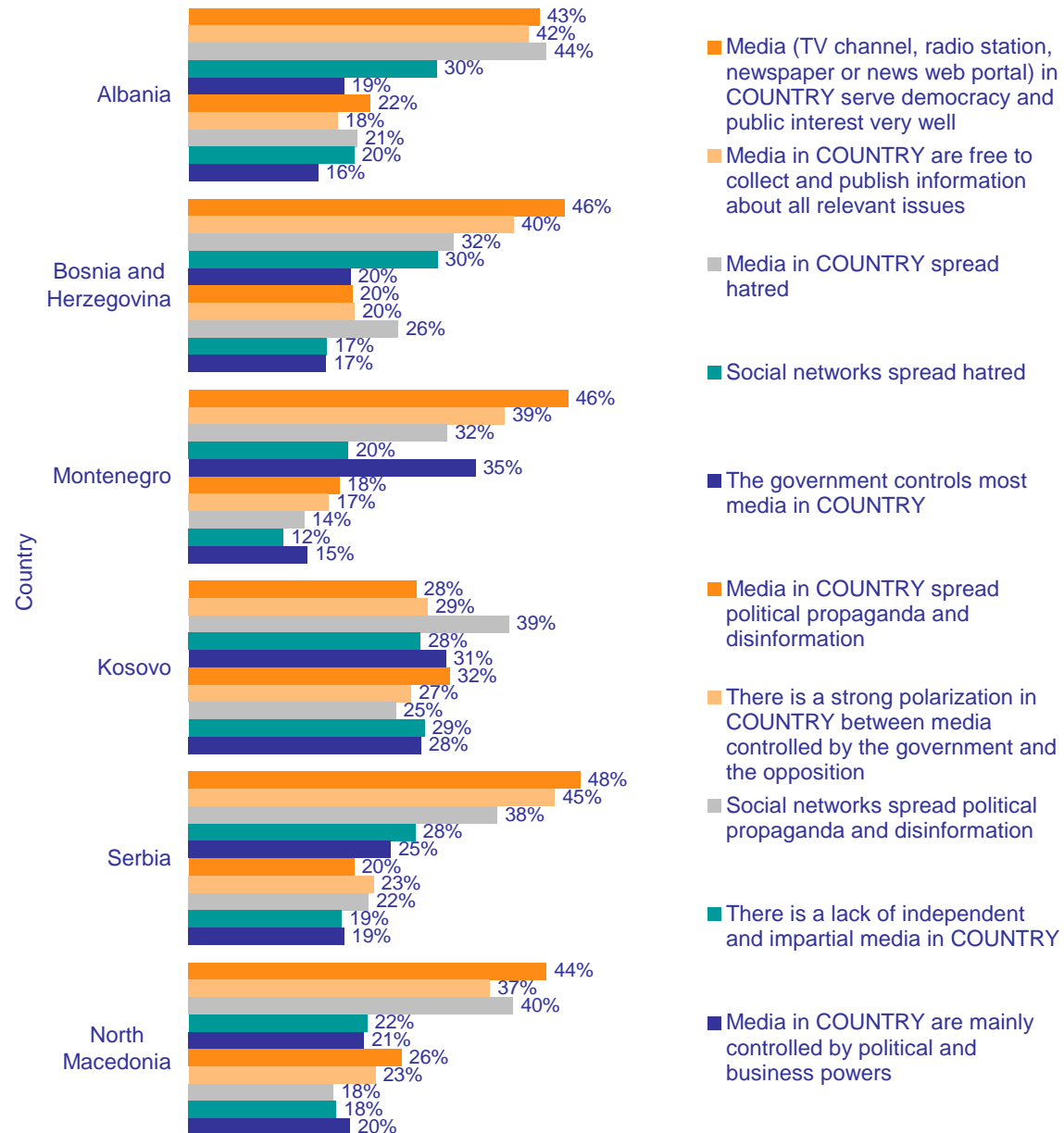
On a scale from 1 to 4, assess how much do you agree with the following statements: - Agree (Marks 3+4)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Media in COUNTRY are mainly controlled by political and business powers	74.2	75.6 D	77.1 D	81.3 aDEF	63.3	73.7 D	74.9 D
There is a lack of independent and impartial media in COUNTRY	73.6	71.5 D	77.4 aD	82.0 ADEF	62.9	73.6 D	74.7 D
Media in COUNTRY spread political propaganda and disinformation	70.5	69.5 d	73.5 D	76.1 aDF	62.6	72.6 D	69.0 d
The government controls most media in COUNTRY	66.1	70.2 CD	74.8 CDE	54.1	59.9	67.2 Cd	70.6 CD
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	65.8	65.0 d	67.5 D	72.8 ADEF	58.6	65.4 d	65.6 d
Social networks spread political propaganda and disinformation	63.3	59.2	58.2	70.9 ABE	66.9 ABE	58.6	66.0 aBE
Social networks spread hatred	57.7	49.5	53.7	65.2 ABE	63.0 ABE	51.8	62.7 ABE
Media in COUNTRY are free to collect and publish information about all relevant issues	56.9	53.2	55.0	57.2 E	66.8 ABCEf	49.2	59.7 aE
Media in COUNTRY spread hatred	56.6	48.1	61.5 A	63.0 ADEF	55.3 a	55.4 a	56.5 A
Media (TV channel, radio station, newspaper or news web portal) in COUNTRY serve democracy and public interest very well	52.3	51.2	48.4	48.6	67.7 ABCEF	45.6	51.8

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

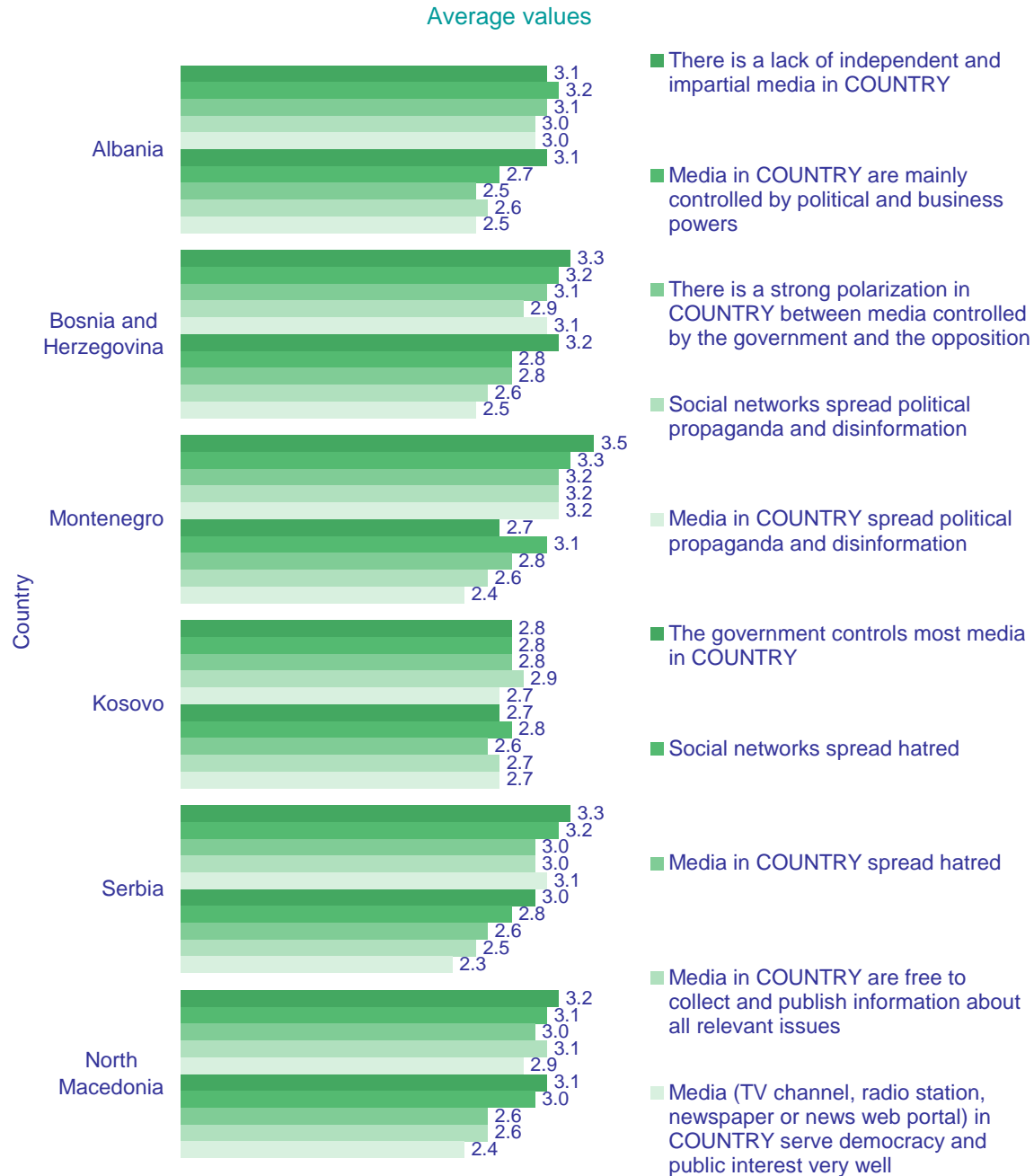


On a scale from 1 to 4, assess how much do you agree with the following statements: - Disagree (Marks 1+2)

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
		A	B	C	D	E	F
Media (TV channel, radio station, newspaper or news web portal) in COUNTRY serve democracy and public interest very well	42.3	42.8 D	45.9 D	46.3 D	27.8	47.8 D	43.7 D
Media in COUNTRY are free to collect and publish information about all relevant issues	38.4	41.5 D	39.7 D	38.6 D	29.2	44.7 DF	36.8 D
Media in COUNTRY spread hatred	37.4	43.7 BC	32.4	31.6	39.1 bC	37.7	39.6 bC
Social networks spread hatred	26.3	30.3 CF	30.4 CF	19.5	28.3 CF	27.7 Cf	21.8
The government controls most media in COUNTRY	25.3	19.0	19.8	35.0 ABEF	31.4 ABeF	24.7 a	21.4
Media in COUNTRY spread political propaganda and disinformation	23.2	22.2	20.0	18.4	31.9 ABCEf	20.2	26.0 bCe
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	21.4	18.2	20.3	17.1	27.2 ABC	22.6 c	22.8 c
Social networks spread political propaganda and disinformation	20.9	20.6 C	25.6 CF	14.1	25.3 CF	22.0 C	17.7
There is a lack of independent and impartial media in COUNTRY	19.1	20.2 C	16.9 C	11.6	28.8 ABCEf	18.7 C	18.0 C
Media in COUNTRY are mainly controlled by political and business powers	19.1	15.8	16.8	14.5	28.4 ABCEf	19.0	19.7 c

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



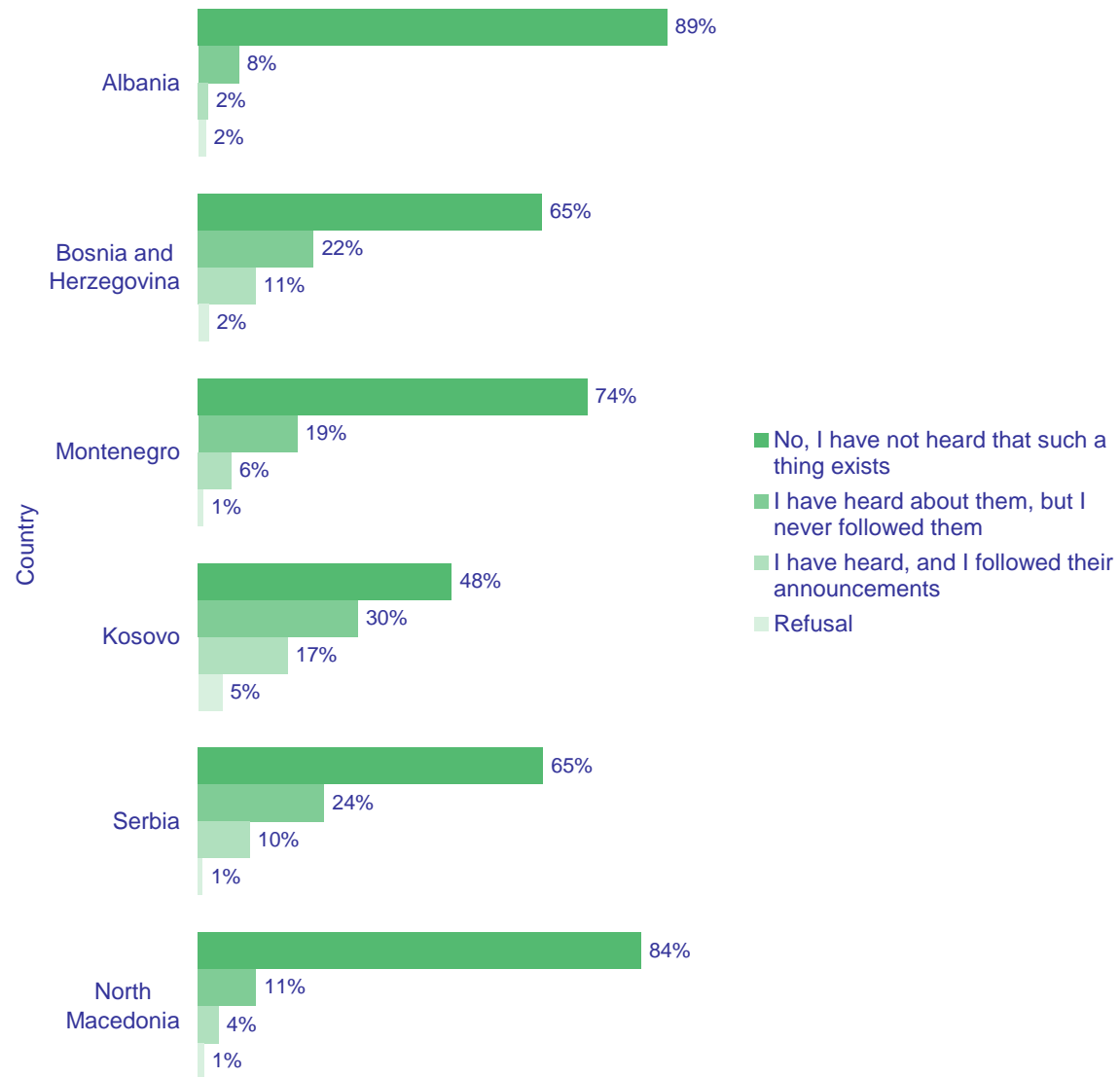
On a scale from 1 to 4, assess how much do you agree with the following statements: - Average values

Average values

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6016	1002	992	1013	1033	983	994
		A	B	C	D	E	F
There is a lack of independent and impartial media in COUNTRY	3.2	3.1	3.3	3.5	2.8	3.3	3.2
		D	AD	ABDEF		aD	D
Media in COUNTRY are mainly controlled by political and business powers	3.1	3.2	3.2	3.3	2.8	3.2	3.1
		D	D	DF		D	D
There is a strong polarization in COUNTRY between media controlled by the government and the opposition	3.0	3.1	3.1	3.2	2.8	3.0	3.0
		D	D	bDeF		D	D
Social networks spread political propaganda and disinformation	3.0	3.0	2.9	3.2	2.9	3.0	3.1
				ABDEF			bD
Media in COUNTRY spread political propaganda and disinformation	3.0	3.0	3.1	3.2	2.7	3.1	2.9
		D	Df	ADF		DF	D
The government controls most media in COUNTRY	3.0	3.1	3.2	2.7	2.7	3.0	3.1
		CD	CD			CD	CD
Social networks spread hatred	2.9	2.7	2.8	3.1	2.8	2.8	3.0
				ABDE			ABDE
Media in COUNTRY spread hatred	2.7	2.5	2.8	2.8	2.6	2.6	2.6
			ADEF	ADEF		a	
Media in COUNTRY are free to collect and publish information about all relevant issues	2.6	2.6	2.6	2.6	2.7	2.5	2.6
					AbE		
Media (TV channel, radio station, newspaper or news web portal) in COUNTRY serve democracy and public interest very well	2.5	2.5	2.5	2.4	2.7	2.3	2.4
		E	E		ABCEF		

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

Base: Total target population



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

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
No, I have not heard that such a thing exists	70.8	88.9	65.2	73.8	48.1	65.4	84.0
		BCDEf	D	BDE		D	BCDE
I have heard about them, but I never followed them	19.0	7.7	21.9	18.8	30.3	23.9	11.0
			AF	AF	ABCeF	AF	
I have heard, and I followed their announcements	8.3	1.9	10.9	6.3	17.0	9.8	3.9
			ACF	A	ABCEf	AF	
Refusal	1.9	1.5	2.0	1.0	4.6	0.9	1.1
					AbCEf		
Total		100%					

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

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	6082	8.9	10.5	33.3	40.3	7.0	19.4	73.6	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	6082	2.6	3.9	16.7	73.5	3.3	6.5	90.2	
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	5540	2.0	8.4	31.3	50.4	7.8	10.5	81.7	
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	5540	7.2	12.1	32.8	38.5	9.5	19.2	71.3	

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

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

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

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	1003	4.1	12.0	32.5	45.4	6.0	16.1	77.9	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1003	2.9	7.5	18.3	68.5	2.8	10.3	86.9	
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	962	1.7	11.3	33.5	46.7	6.9	12.9	80.2	
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	962	3.9	16.0	30.6	38.1	11.4	19.9	68.7	

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

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	1018	6.8	7.0	32.0	48.7	5.5	13.8	80.7	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1018	0.7	0.9	9.1	87.1	2.2	1.6	96.2	
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	949	1.4	4.6	29.4	58.1	6.5	6.0	87.4	
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	949	8.8	9.9	31.5	41.3	8.5	18.6	72.8	

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

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	1045	11.7	15.2	41.1	24.6	7.5	26.9	65.6	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1045	6.2	8.9	31.5	48.0	5.4	15.1	79.5	
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	923	2.0	14.3	40.3	33.9	9.5	16.4	74.2	
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	923	2.4	16.3	41.6	30.0	9.8	18.7	71.6	

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

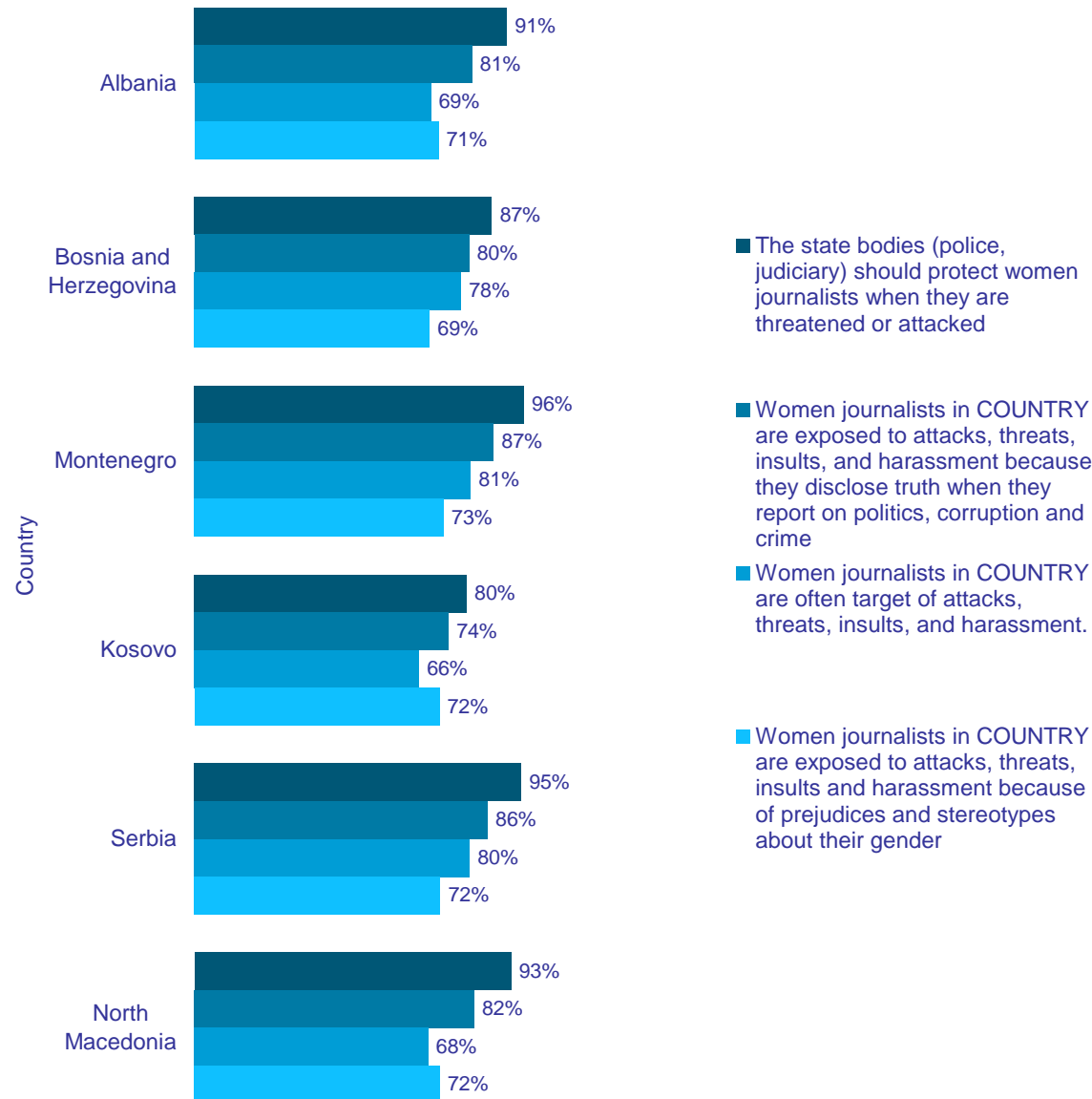
	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	1004	5.1	9.1	29.8	50.6	5.3	14.2	80.4	100%
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	1004	0.8	0.8	12.5	82.9	3.0	1.6	95.4	
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	953	0.9	7.2	28.8	56.8	6.3	8.1	85.6	
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	953	8.1	12.2	34.3	37.6	7.9	20.3	71.8	

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

	N	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know/ not sure/ Refusal	Disagree (Marks 1+2)	Agree (Marks 3+4)	Total
Women journalists in COUNTRY 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 COUNTRY 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 COUNTRY 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 COUNTRY. On a scale from 1 to 4 , how much do you agree with each. - Agree (Marks 3+4)

Base:



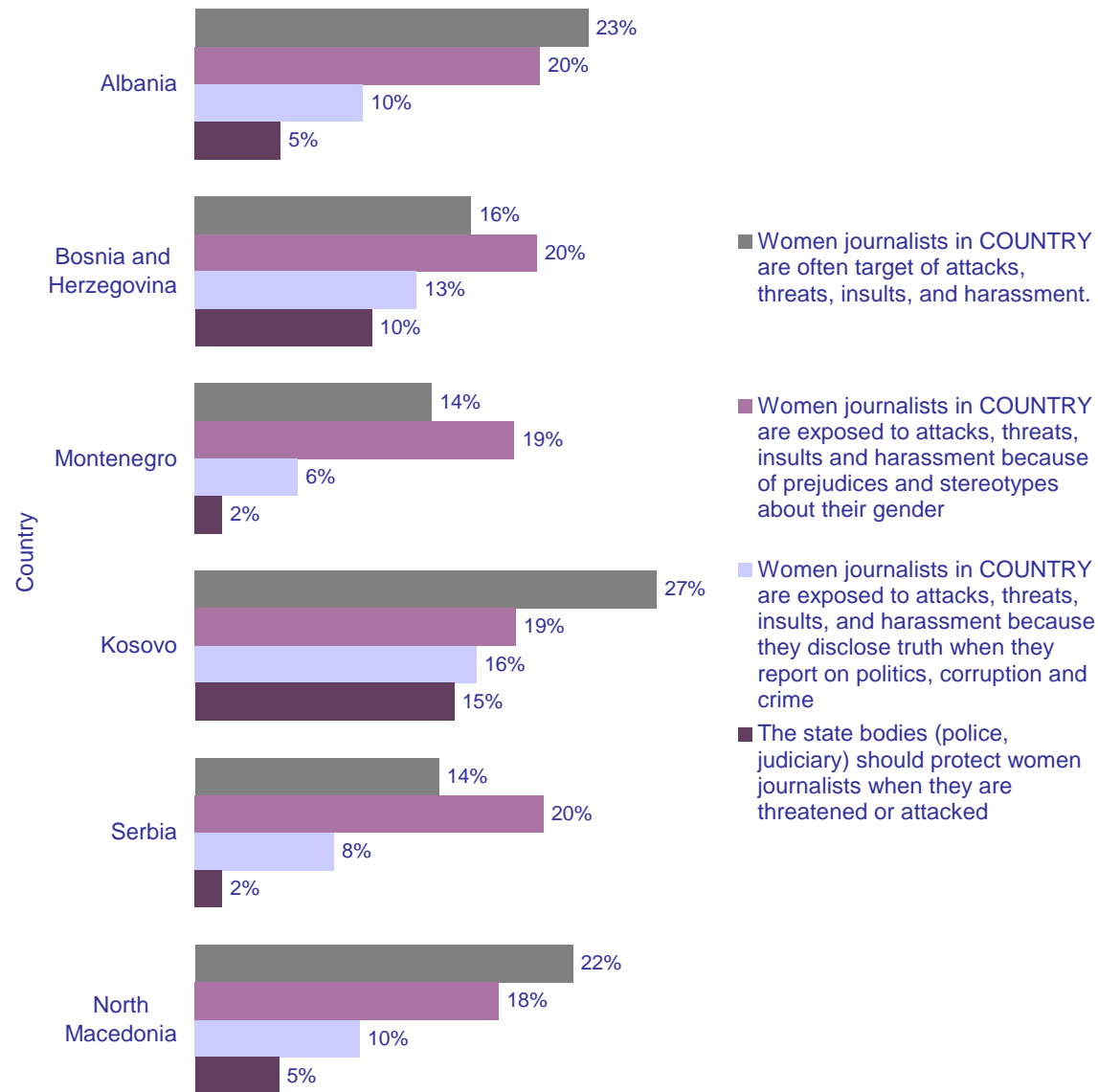
The following statements refer to the position of women journalists in COUNTRY. On a scale from 1 to 4 , how much do you agree with each. - Agree (Marks 3+4)

Base:

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	-	-	-	-	-	-	-
		A	B	C	D	E	F
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	90.2	91.3 bD	86.9 D	96.2 ABDF	79.5	95.4 ABD	92.5 BD
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	81.7	81.1 D	80.2 d	87.4 ABDF	74.2	85.6 bD	81.7 D
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	73.6	69.1	77.9 ADF	80.7 ADF	65.6	80.4 ADF	68.3
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	71.3	71.3	68.7	72.8	71.6	71.8	71.7

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

Base:

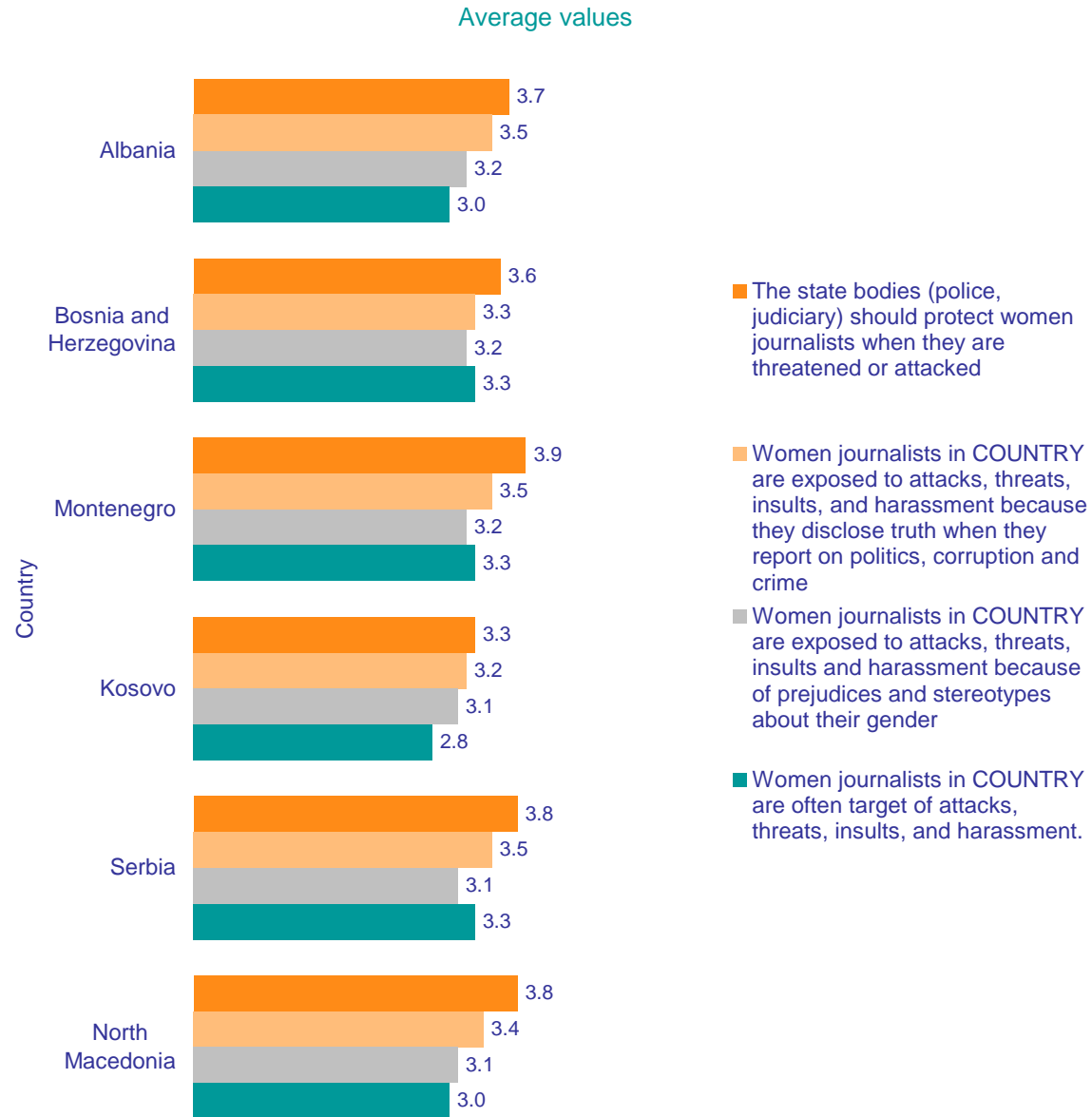


The following statements refer to the position of women journalists in COUNTRY. On a scale from 1 to 4 , how much do you agree with each. - Disagree (Marks 1+2)

Base:

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	-	-	-	-	-	-	-
		A	B	C	D	E	F
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	19.4	22.9 BCE	16.1	13.8	26.9 BCE	14.2	22.0 bCE
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	19.2	20.1	19.9	18.6	18.7	20.3	17.7
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	10.5	9.8 c	12.9 CE	6.0	16.4 ACEF	8.1	9.6
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	6.5	5.0 CE	10.3 ACEF	1.6	15.1 AbCEF	1.6	4.9 CE

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



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

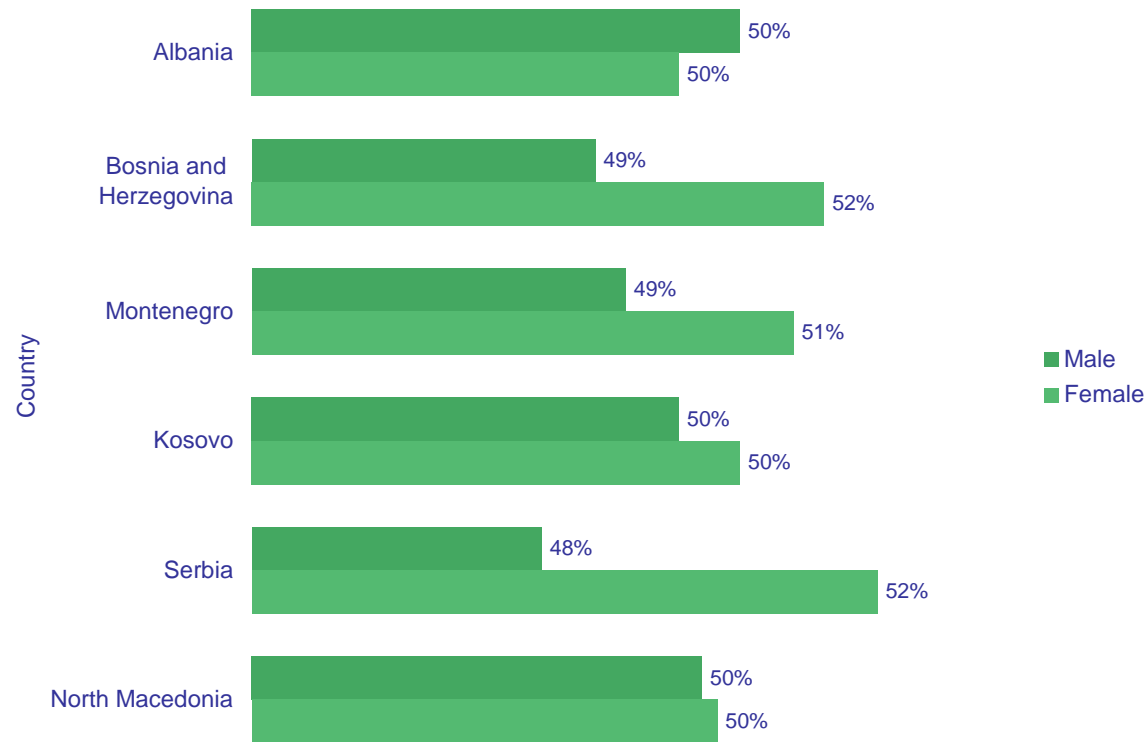
Average values

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	5954	983	995	1002	1004	988	981
		A	B	C	D	E	F
The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked	3.7	3.7 BD	3.6 D	3.9 ABDF	3.3	3.8 ABD	3.8 aBD
Women journalists in COUNTRY are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime	3.4	3.5 bD	3.3 D	3.5 BD	3.2	3.5 BD	3.4 D
Women journalists in COUNTRY are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender	3.1	3.2	3.2	3.2	3.1	3.1	3.1
Women journalists in COUNTRY are often target of attacks, threats, insults, and harassment.	3.1	3.0 D	3.3 ADF	3.3 ADF	2.8	3.3 ADF	3.0 D

DEMOGRAPHICS

Gender

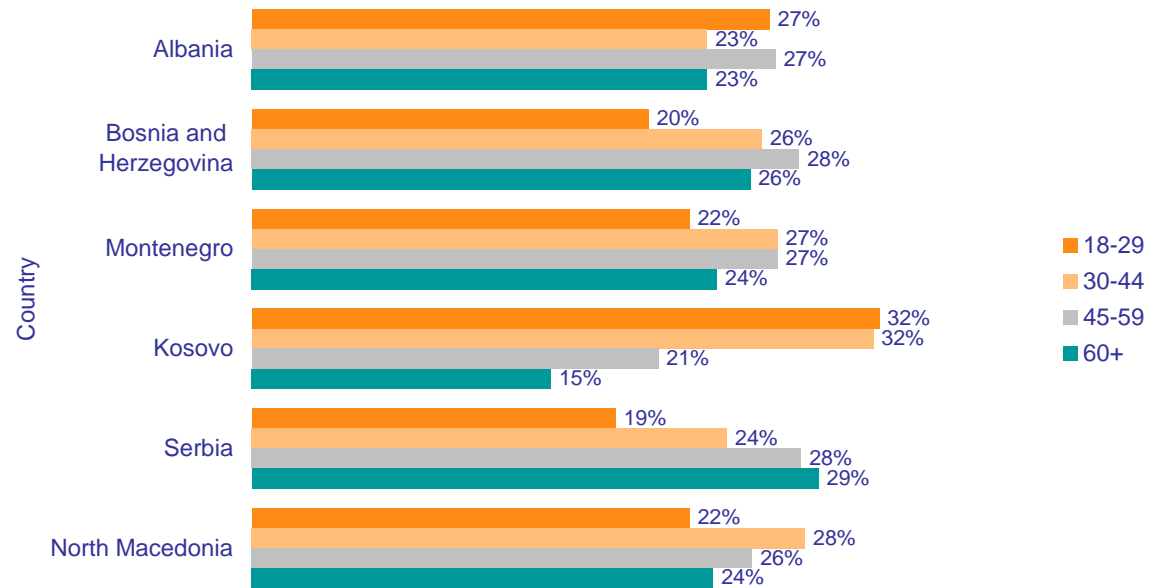
Base: Total target population



	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.86					
		A	B	C	D	E	F
Male	49.2	50.4	48.5	48.9	49.6	47.8	49.9
Female	50.8	49.6	51.5	51.1	50.4	52.2	50.1
Total	100%						

Age categories

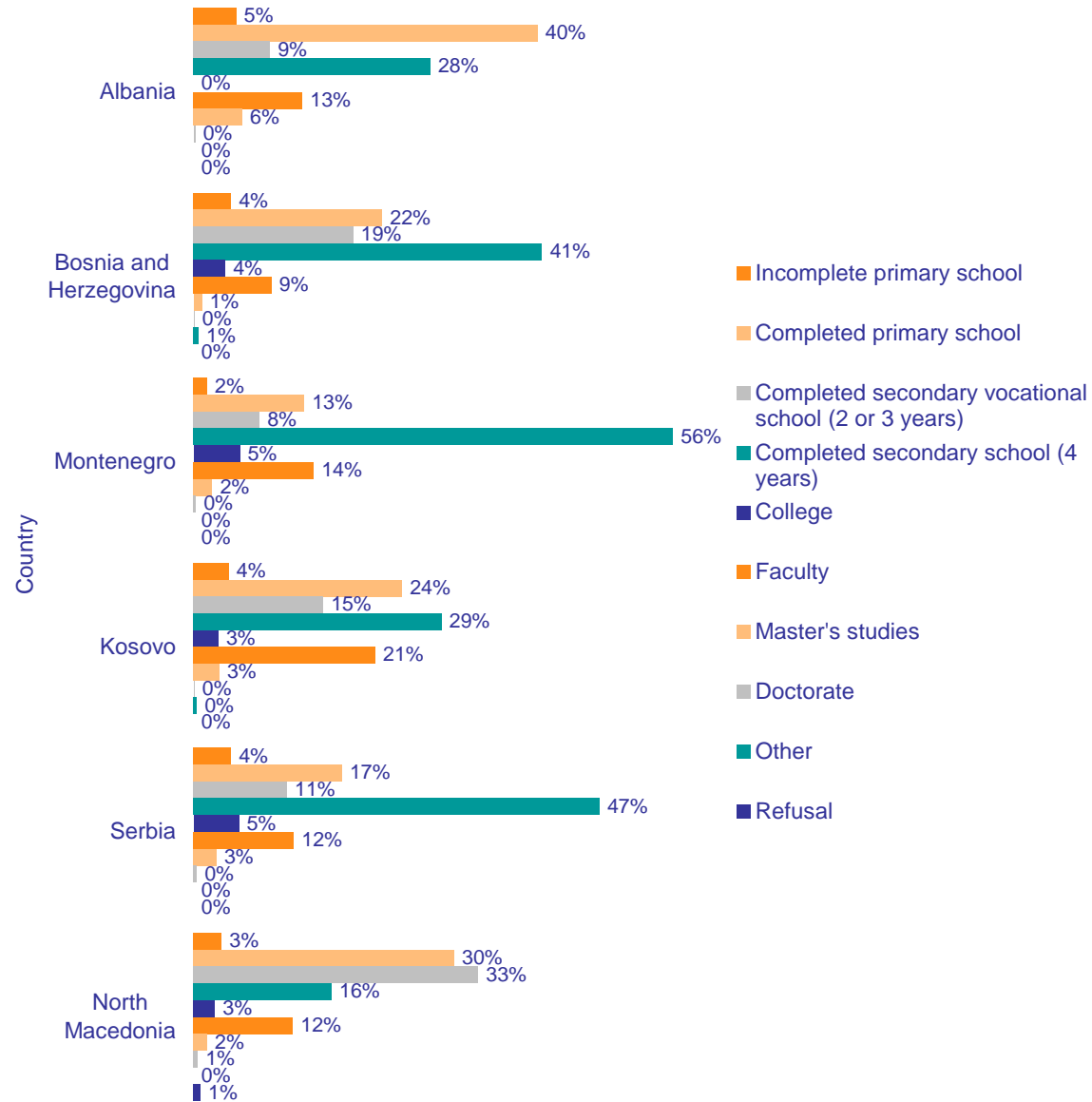
Base: Total target population



	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
18-29	23.8	26.5 bE	20.3	22.4	32.1 BCEF	18.6	22.4
30-44	26.8	23.3	26.1	26.9	31.8 AE	24.3	28.3
45-59	26.0	26.8 d	28.0 D	26.9 d	20.8	28.1 D	25.6
60+	23.4	23.3 D	25.5 D	23.8 D	15.3	29.0 D	23.6 D
Total	100%						
Mean	44.9	44.7 D	46.4 D	45.5 D	39.5	48.4 ACDF	45.0 D

What is your highest acquired education level?

Base: Total target population



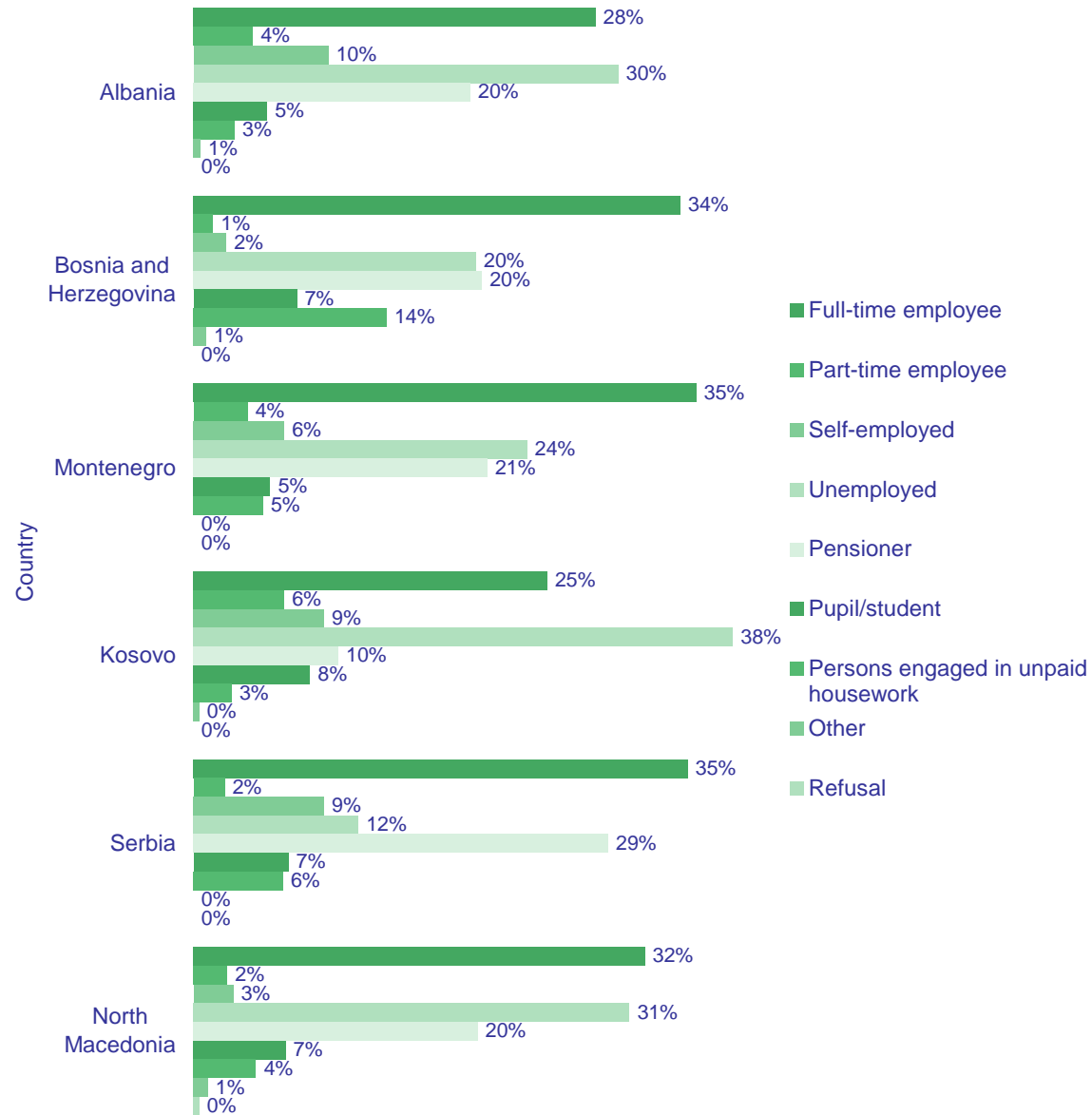
What is your highest acquired education level?

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Incomplete primary school	3.8	5.0 C	4.4 C	1.6	4.1 c	4.4 C	3.3
Completed primary school	24.5	40.1 BCDEF	22.0 C	12.9	24.3 CE	17.3	30.4 BCdE
Completed secondary vocational school (2 or 3 years)	15.7	8.9	18.6 ACE	7.7	15.1 AC	10.9	33.2 ABCDE
Completed secondary school (4 years)	36.0	27.6 F	40.6 ADF	55.9 ABDEF	28.9 F	47.3 AbDF	16.1
College	3.3		3.7	5.4 f	2.9	5.3 f	2.5
Faculty	13.4	12.7	9.1	14.0 B	21.2 ABCEF	11.7	11.6
Master's studies	2.7	5.7 BCeF	1.0	2.2	3.0 b	2.7	1.6
Doctorate	0.3	0.2	0.1	0.3	0.1	0.4	0.5
Other	0.2		0.6		0.4		
Refusal	0.1						0.8
Total		100%					

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

Base: Total target population



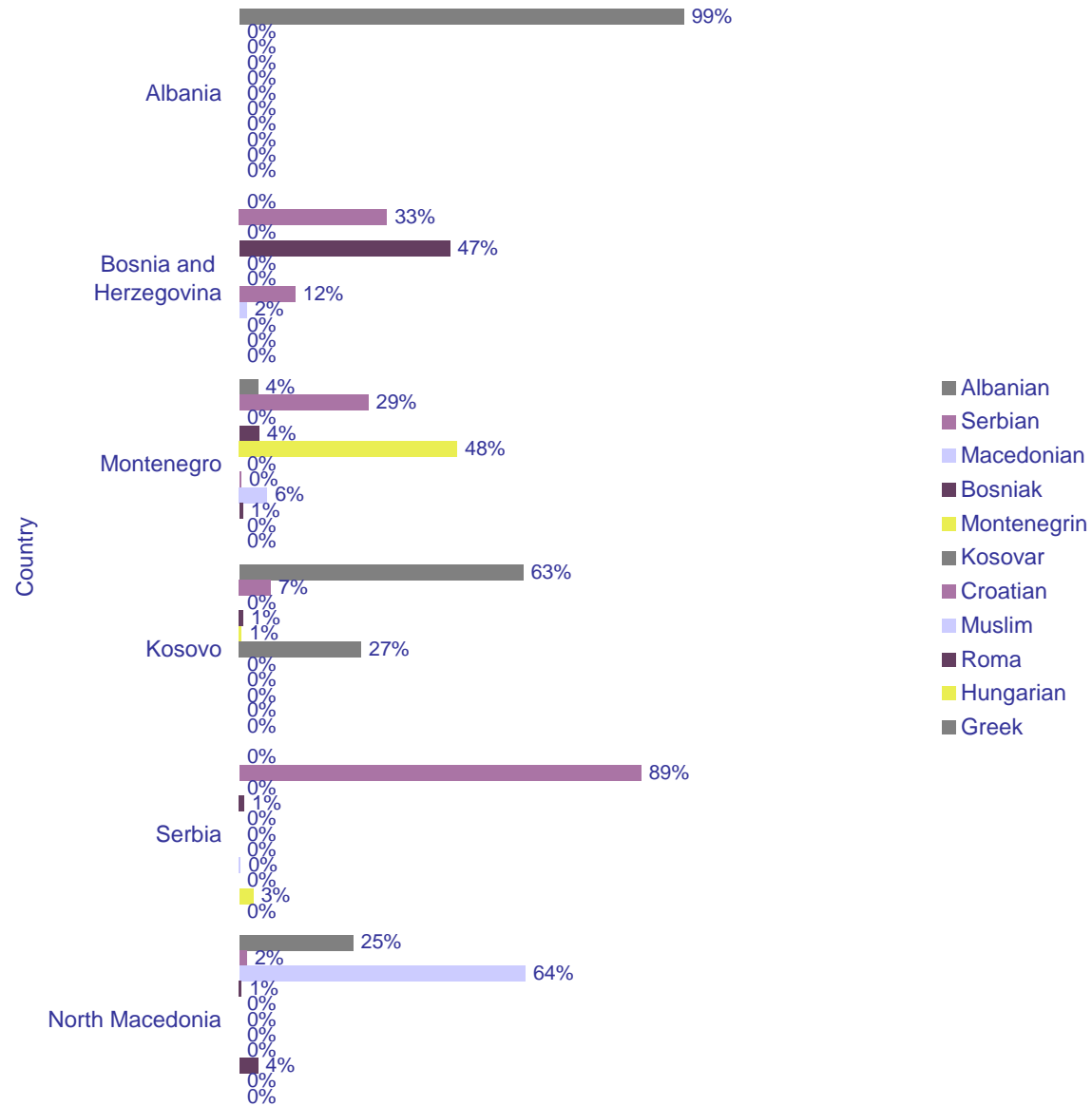
What is, in your opinion, your current main employment status?

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Full-time employee	31.5	28.3	34.3 D	35.4 AD	24.9	34.8 aD	31.8 D
Part-time employee	3.4	4.2 B	1.4	3.8 b	6.4 BEF	2.2	2.4
Self-employed	6.6	9.5 BF	2.3	6.4 BF	9.2 BF	9.2 BF	2.8
Unemployed	25.7	29.9 BcE	19.9 E	23.5 E	38.0 ABCEF	11.6	30.7 BCE
Pensioner	19.9	19.5 D	20.3 D	20.7 D	10.2	29.2 ABCDF	20.0 D
Pupil/student	6.5	5.2	7.3	5.4	8.2	6.7	6.5
Persons engaged in unpaid housework	5.8	2.9	13.6 ACDEF	4.9	2.7	6.3 AD	4.4
Other	0.5	0.5	0.9		0.4		1.0
Refusal	0.1						0.4
Total		100%					

What is your ethnic background?

Base: Total target population



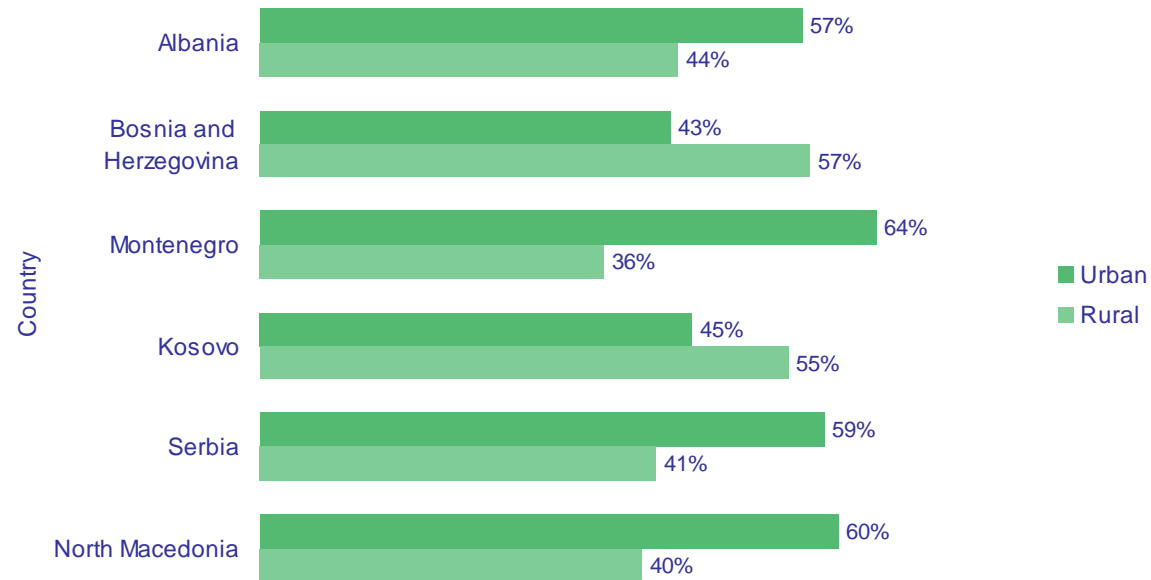
What is your ethnic background?

Base: Total target population

	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Albanian	32.1	98.8 CDEF		4.1 E	63.1 CEF	0.1	25.3 CE
Serbian	26.4		32.8 DF	28.7 DF	7.0 F	89.3 BCDF	1.7
Macedonian	10.5						63.6
Bosniak	8.9		46.8 CDEF	4.4 DEF	0.9	1.1	0.5
Montenegrin	8.2		0.1	48.4 BD	0.5		
Kosovar	4.7				27.1		
Croatian	2.1		12.4 C	0.4			
Muslim	1.4		1.7 e	6.2 BE		0.3	
Roma	0.8			0.8			4.1 C
Hungarian	0.5					3.1	
Greek	0.0	0.1					
Other	2.7	0.9	3.9 ACD	1.2	1.1	5.2 ACD	4.0 ACD
Ethnically indeterminate	0.1			0.8			
Refusal	1.6	0.3	2.4 AD	5.0 AbDEF	0.2	1.0	0.8
Total		100%					

Type of settlement

Base: Total target population



	Total	Country					
		Albania	Bosnia and Herzegovina	Montenegro	Kosovo	Serbia	North Macedonia
N	6082	1010	1003	1018	1045	1004	1002
sig		0.00					
		A	B	C	D	E	F
Urban	54.6	56.5 BD	42.8	64.2 ABD	45.1	58.7 BD	60.3 BD
Rural	45.4	43.5 C	57.2 ACEF	35.8	54.9 ACEF	41.3	39.7
Total		100%					