



Ipsos Strategic Marketing

Report

Trust in the media - Serbia

For: SEE NPM

March 2021

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KEY FINDINGS

Television stands out as the most commonly used source for gathering information in Serbia, with almost three out of four citizens claiming to be using it on a daily basis (72%). Other “traditional” media, such as radio and print newspapers/magazines are far behind – a quarter of citizens listens to radio daily (24%), while print newspapers and magazines are read daily by only 10% of citizens.

Social networks are second most commonly consumed news source, through which a half of adult Serbian population is getting informed daily (49%). Four out ten citizens in Serbia uses news web portals, online news magazines and blogs to get daily news, i.e. information about political and social events (41%). Lastly, over a third of citizens gets daily news through personal contacts such as family, friends and colleagues (37%).

Significant differences were registered in the use of information sources based on demographic characteristics, especially age.

- People aged 60 or older more often report watching TV daily (93%), while television is far less often watched daily by those aged 18 to 29 (46%), and those aged 30 to 44 (60%). TV is watched daily more commonly by those with primary or no education (85%), although this difference is again closely connected to age.
- Similarly, other types of traditional media such as print is also less popular among the youngest population. While 17% of those aged 60 and older reads the press every day to get informed, only 1% of citizens aged 18-29 uses this type of media daily.
- On the other hand, radio is the most popular source of information among those aged 30-44 (35% listen to the radio daily), while only 21% of those aged 18-29 and 15% of those aged 60 and above report using it in order to get news.
- Younger population prefer getting information through online media. News web portals and online news magazines/blogs are more often used daily by citizens aged 30-44 (60%). This type of media is preferred by higher educated citizens (61%), living in urban areas (48%), and especially those from Belgrade (54%).
- Social networks are most commonly used by youngest population aged 18-29 (81%), but higher usage is also registered among those in the 30-44 age category (63%). Unlike news web portals, social networks are more commonly used by those with secondary education (54%).

When it comes to the main source of information, the findings are somewhat similar: for the largest share of citizens, close to a half, the main source of news is television (48%). Online media (such as news web portals) are the main source of information for one-quarter of citizens (25%), while social networks were cited by 15% of citizens. Other sources of information are far behind, at a single-digit level.

Online sources such as web portals are more often main source of news for younger people (30-44, and 18-29 years old), those with higher education, living in urban areas and with the highest household income. On the other hand, television is far more often the primary news source for citizens over the age of 45 and those with primary or no education, living in rural areas and having lower income.

Opinions are divided when it comes to trust in the media such as newspapers, TV, radio or online news sources to report the news fully, accurately, and fairly in Serbia. While 51% of citizens have trust in media, 48% doesn't. More specifically, 43% of citizens maintain that they mostly trust what is being said in the media, while 8% say they trust in media completely. On the other hand, a third of citizens say they mainly don't have trust (33%), with additional 15% who don't believe media at all. Generally, levels of trust are higher among older population, among lower educated population, those living in rural areas, and people who prefer traditional media such as TV, radio and the press.

When it comes to different types of media, citizens have the most confidence in the information they receive through television, with a half claiming they mainly or completely trust television to be reliable source of information (52%). Over a third of citizens places their trust in **investigative media (39%) and online media such as news web portals (37%).** It is important to note that if we look at the average values, investigative media outlets are rated as trustworthy as television.

Furthermore, every third citizen mentioned radio as most trustworthy source of information (34%), while **media that citizens trust the least are print media, social networks and international media outlets**. Less than a third of citizens believe the information they read on social networks or in the press, as well as information from international media outlets is reliable (all three are registered at 29%).

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. The younger population are more likely to trust investigative reporting outlets, online media, international media outlets and social networks/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 39% of the population trusts the most, while six out of ten included TV in the top three most trusted sources (39% cited TV as most trustworthy). Television is followed by investigative reporting outlets, which 16% of citizens mentioned as the most trustworthy source, followed by online media (9%) and social networks (9%).

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

Looking at top mentioned reason, as well as all mentioned reasons why citizens trust certain media outlets, publishing accurate and verified information is the reason number one (41%), while impartiality and fairness in reporting is the second most commonly cited reason (37%).

On the other hand, the main reasons why citizens do not trust certain media are related to spreading misinformation (39%) and even more importantly political influence they are under (44%). In addition, a third of citizens do not trust certain media outlets due to propaganda spreading (36%).

Interestingly the same specific media outlets were cited as the most trusted and the least trusted. Public Service Media (RTS - Radio televizija Srbije) is by far the most trusted media outlet mentioned by over a third of citizens (35%). As most trusted, RTS is followed by TV Pink (23%), Prva TV (18%) and N1 (16%). When it comes to the least trusted media outlets, **TV Pink is by far media outlet number one (31%),** followed by N1 (15%) and RTS (14%). It is important to note that a third of citizens could not name specific media outlet they distrust the most (36%).

Over half of citizens say they trust the Public Service Media (RTS - Radio televizija Srbije) – 56%, while four out of ten claim the opposite (40%).

The largest share of citizens believe that the media in Serbia are controlled and are not independent. More specifically, three-quarters of citizens claim that media in Serbia are mainly controlled by political and business powers (74%), that there is a lack of independent and impartial media in Serbia (74%), and that media in Serbia spread political propaganda and disinformation (73%).

Two-thirds of citizens agree that government controls most media in Serbia (67%) and that there is a strong polarization between media controlled by the government and the opposition (65%).

Over half of citizens believe that social networks spread political propaganda and disinformation (59%), and that media and social networks are spreading hatred (55% and 52% respectively).

Public is divided in its perception of media freedom and media contribution to democracy in the country. Namely, slightly less than half of citizens say that media in Serbia are free to collect and publish information about all relevant issues (49%), as well as that they serve democracy and public interest very well (46%), while quite similar share of population claims the opposite (45% and 48%, respectively). Interestingly, older population, those who trust the media in general and follow traditional

media, more often believe that the media in Serbia are free and that they serve democracy and public interest very well, while younger population and those following modern media are more critical regarding the current state of media in Serbia.

A majority of citizens are not aware of the existence of platforms that deal with checking the accuracy of news and information in Serbia (65%). A quarter of citizens have heard about fact-checkers (24%), while one in ten followed their announcements (10%). Those who followed such platforms were predominantly citizens ages 30-44, highly educated, living in urban area, and especially Belgrade.

The majority of citizens perceive the position of women journalists in Serbia as very unfavorable. More precisely, four in five citizens believe that women journalists in Serbia are often target of attacks, threats, insults, and harassment (80%). Furthermore, nearly three-quarters of them agree that attacks, threats, insults and harassment stem from gender prejudices and stereotypes (72%), while 86% think that the attacks are the result of revealing the truth while reporting on politics, corruption and crime (81%). Finally, there is an almost unanimous agreement among the citizens that the state bodies (police, judiciary) should protect women journalists when they are threatened or attacked (95%).

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 | |

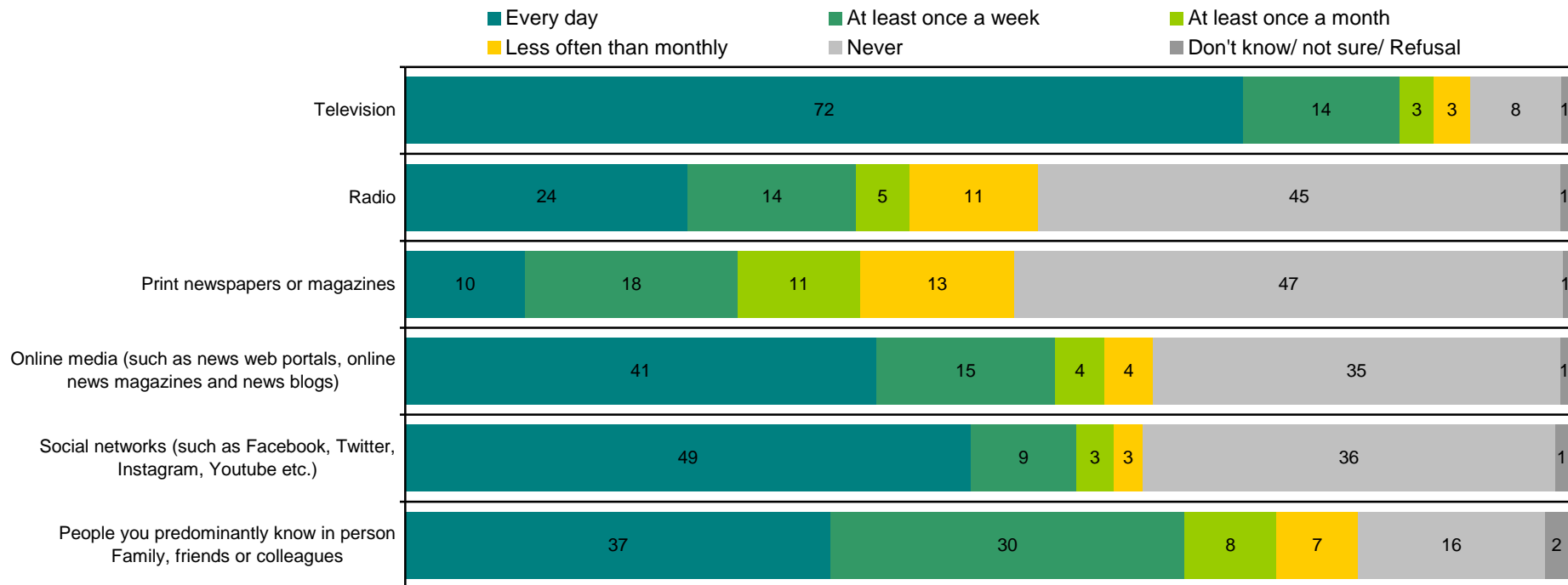
- In case of multiple response (the respondent can give several valid answers, modalities) data in cells represent a percentage of (sub) population which mentions, that is, answers positively to given modality.
- Please note that row **100%** is missing – that is because percentages do not add up to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

RESULTS

MEDIA USAGE FOR NEWS

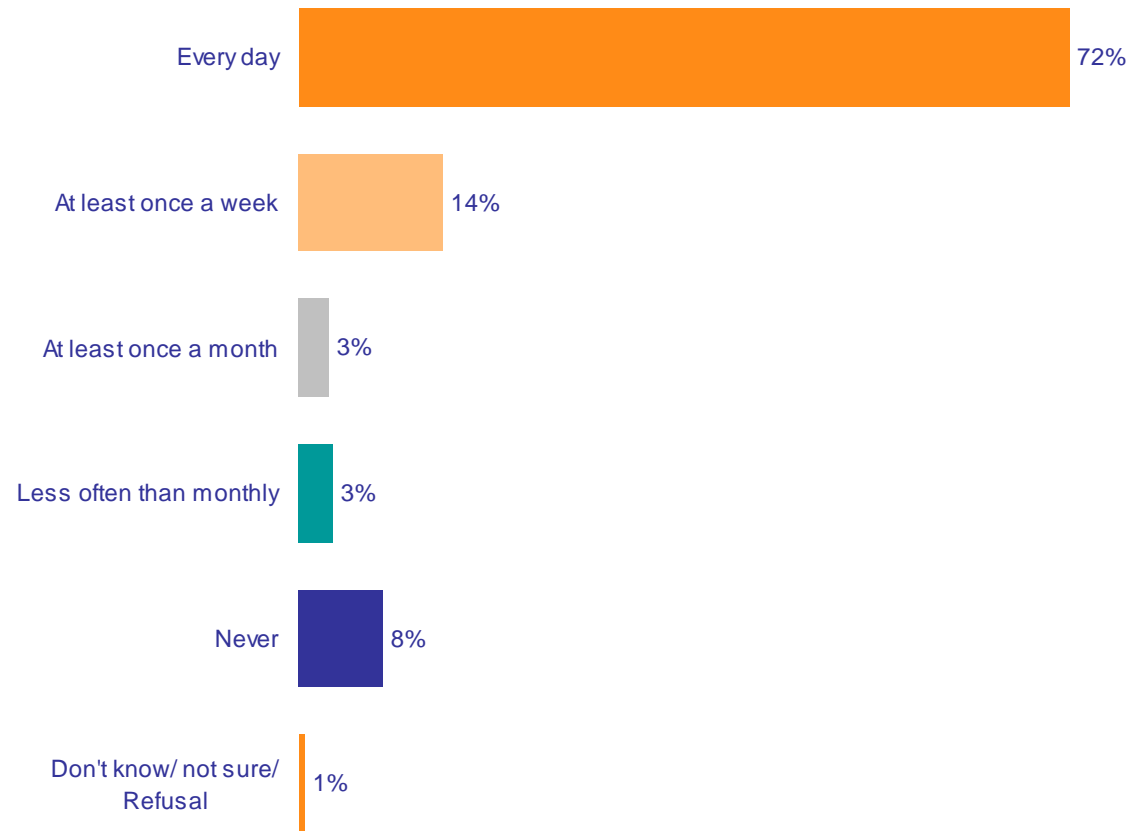
How often do you use the following sources to get news, i.e. information about political and social events?

| | 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 | 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? - Television

Base: Total target population



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

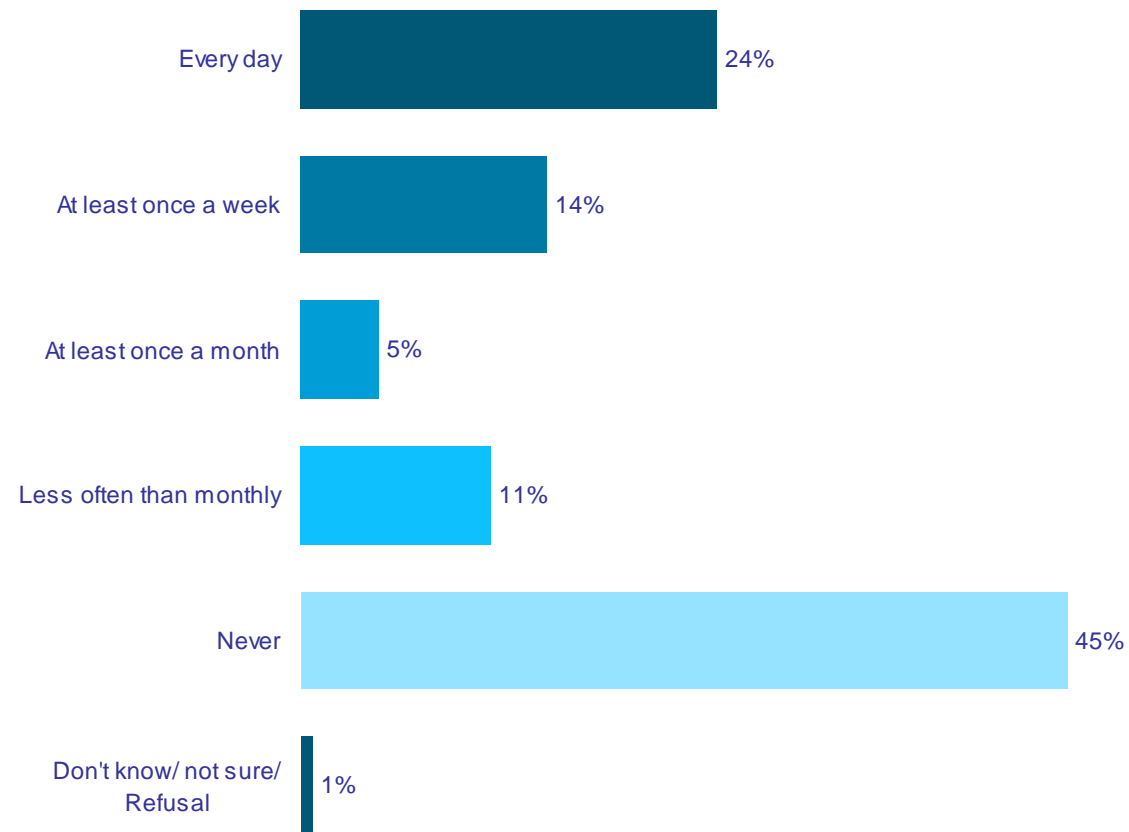
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.38 | | 0.00 | | | | 0.00 | | | 0.42 | | | | 0.02 | |
| Every day | 72.1 | 70 | 74 | 46 | 60 | 78 | 93 | 85 | 71 | 62 | 68 | 68 | 77 | 76 | 69 | 77 |
| At least once a week | 13.5 | 14 | 13 | 25 | 16 | 14 | 4 | 8 | 14 | 19 | 16 | 14 | 13 | 11 | 16 | 10 |
| At least once a month | 2.9 | 4 | 2 | 8 | 4 | 1 | 0 | | 3 | 5 | 3 | 3 | 2 | 3 | 2 | 3 |
| Less often than monthly | 3.2 | 3 | 3 | 8 | 6 | 1 | 0 | 1 | 3 | 5 | 5 | 4 | 2 | 2 | 4 | 3 |
| Never | 7.8 | 9 | 7 | 13 | 12 | 6 | 3 | 5 | 8 | 9 | 9 | 10 | 5 | 7 | 9 | 6 |
| Don't know/ not sure/ Refusal | 0.6 | 0 | 1 | 1 | 2 | | | | 1 | 0 | | 1 | 0 | 1 | 0 | 1 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Every day | 72.1 | 93 | 53 | 33 | 57 | 87 | 61 | 70 | 85 | 85 | 79 | 63 | 64 | 73 | |
| At least once a week | 13.5 | 5 | 24 | 20 | 20 | 8 | 20 | 6 | 8 | 6 | 9 | 18 | 19 | 13 | |
| At least once a month | 2.9 | 1 | 6 | 3 | 4 | 2 | 4 | 4 | 1 | 1 | 2 | 3 | 4 | 3 | |
| Less often than monthly | 3.2 | 0 | 6 | 13 | 5 | 1 | 4 | 3 | 2 | | 1 | 5 | 4 | 5 | |
| Never | 7.8 | 0 | 11 | 29 | 13 | 2 | 10 | 17 | 3 | 8 | 8 | 9 | 8 | 5 | |
| Don't know/ not sure/ Refusal | 0.6 | | 0 | 1 | 1 | | 1 | 1 | 0 | | 0 | 2 | | 1 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Base: Total target population



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

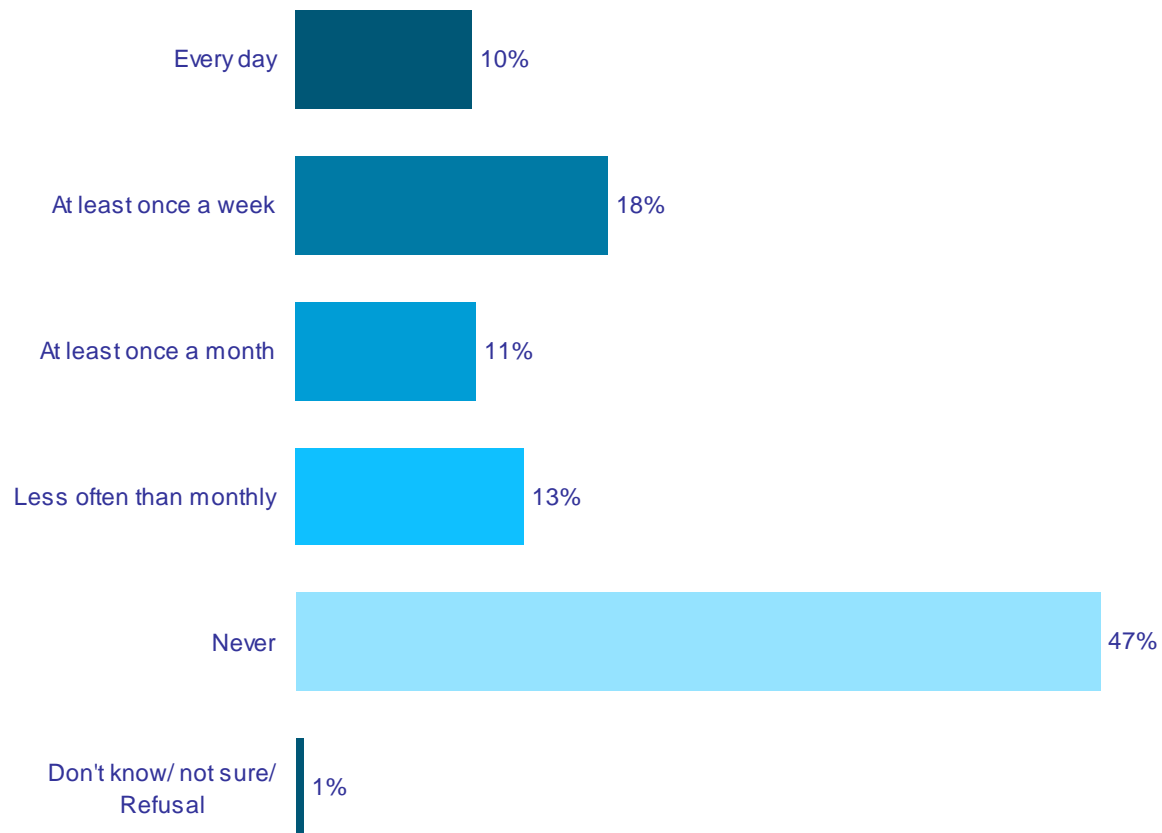
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.08 | | 0.00 | | | | 0.00 | | | 0.29 | | | | 0.25 | |
| Every day | 24.3 | 28 | 21 | 21 | 35 | 27 | 15 | 19 | 25 | 28 | 20 | 26 | 27 | 23 | 25 | 23 |
| At least once a week | 14.4 | 15 | 14 | 25 | 17 | 9 | 10 | 10 | 15 | 18 | 18 | 15 | 10 | 15 | 15 | 14 |
| At least once a month | 4.6 | 4 | 5 | 10 | 4 | 3 | 3 | 3 | 3 | 10 | 7 | 5 | 3 | 3 | 5 | 4 |
| Less often than monthly | 11.1 | 11 | 11 | 16 | 14 | 10 | 6 | 7 | 12 | 12 | 12 | 9 | 12 | 12 | 9 | 14 |
| Never | 44.8 | 41 | 48 | 28 | 28 | 50 | 64 | 59 | 45 | 30 | 42 | 45 | 46 | 46 | 46 | 43 |
| Don't know/ not sure/ Refusal | 0.7 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 1 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.03 | | 0.00 | | | 0.00 | | | | | |
| Every day | 24.3 | 23 | 26 | 23 | 28 | 21 | 35 | 15 | 15 | 22 | 21 | 26 | 29 | 22 | |
| At least once a week | 14.4 | 12 | 17 | 18 | 14 | 15 | 16 | 7 | 15 | 8 | 14 | 14 | 20 | 13 | |
| At least once a month | 4.6 | 3 | 7 | 3 | 6 | 3 | 5 | 7 | 3 | 4 | 4 | 5 | 4 | 6 | |
| Less often than monthly | 11.1 | 8 | 16 | 7 | 11 | 12 | 12 | 15 | 9 | 6 | 9 | 9 | 15 | 13 | |
| Never | 44.8 | 53 | 33 | 47 | 41 | 48 | 31 | 55 | 57 | 59 | 52 | 44 | 30 | 46 | |
| Don't know/ not sure/ Refusal | 0.7 | 1 | | 2 | 1 | 1 | 1 | | 1 | 0 | | 2 | 1 | 0 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Base: Total target population



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

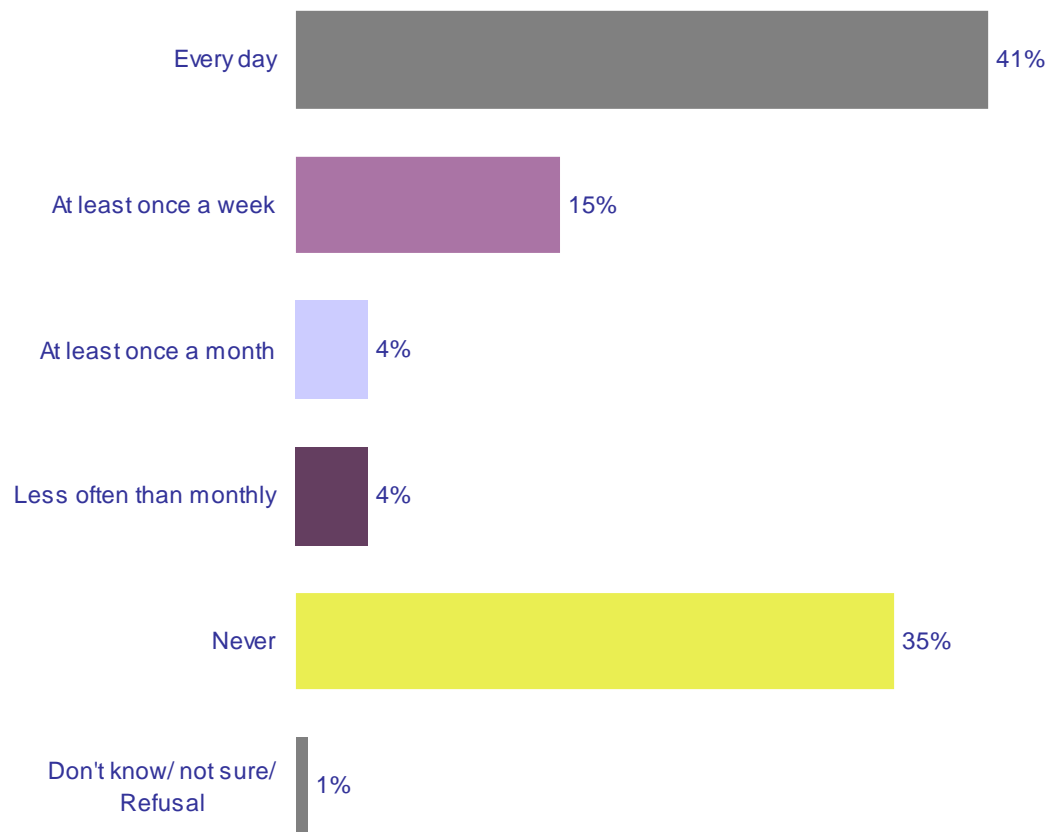
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.30 | | 0.00 | | | | 0.09 | | | 0.61 | | | | 0.63 | |
| Every day | 10.3 | 12 | 8 | 1 | 7 | 13 | 17 | 10 | 10 | 12 | 12 | 11 | 11 | 8 | 10 | 11 |
| At least once a week | 18.3 | 18 | 18 | 12 | 17 | 18 | 23 | 18 | 18 | 20 | 19 | 20 | 19 | 15 | 18 | 19 |
| At least once a month | 10.5 | 9 | 12 | 16 | 9 | 11 | 8 | 10 | 10 | 13 | 7 | 12 | 11 | 11 | 9 | 12 |
| Less often than monthly | 13.3 | 14 | 13 | 27 | 19 | 6 | 7 | 9 | 13 | 18 | 16 | 10 | 12 | 16 | 14 | 12 |
| Never | 47.1 | 46 | 48 | 45 | 46 | 52 | 44 | 53 | 49 | 36 | 46 | 47 | 47 | 49 | 48 | 46 |
| Don't know/ not sure/ Refusal | 0.5 | 0 | 1 | 0 | 1 | 0 | 0 | | 1 | 1 | | 0 | 0 | 2 | 0 | 1 |
| Total | 100% | | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.02 | | | 0.11 | | | | | |
| Every day | 10.3 | 15 | 6 | 1 | 9 | 12 | 10 | 6 | 12 | 5 | 9 | 12 | 12 | 13 | |
| At least once a week | 18.3 | 22 | 17 | 6 | 15 | 22 | 16 | 15 | 22 | 16 | 20 | 24 | 17 | 15 | |
| At least once a month | 10.5 | 11 | 10 | 9 | 9 | 12 | 12 | 10 | 9 | 9 | 12 | 10 | 10 | 11 | |
| Less often than monthly | 13.3 | 9 | 19 | 15 | 14 | 13 | 16 | 9 | 11 | 10 | 9 | 14 | 15 | 17 | |
| Never | 47.1 | 43 | 48 | 69 | 53 | 41 | 45 | 60 | 46 | 59 | 50 | 38 | 46 | 44 | |
| Don't know/ not sure/ Refusal | 0.5 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | |
| Total | 100% | | | | | | | | | | | | | | |

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

Base: Total target population



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

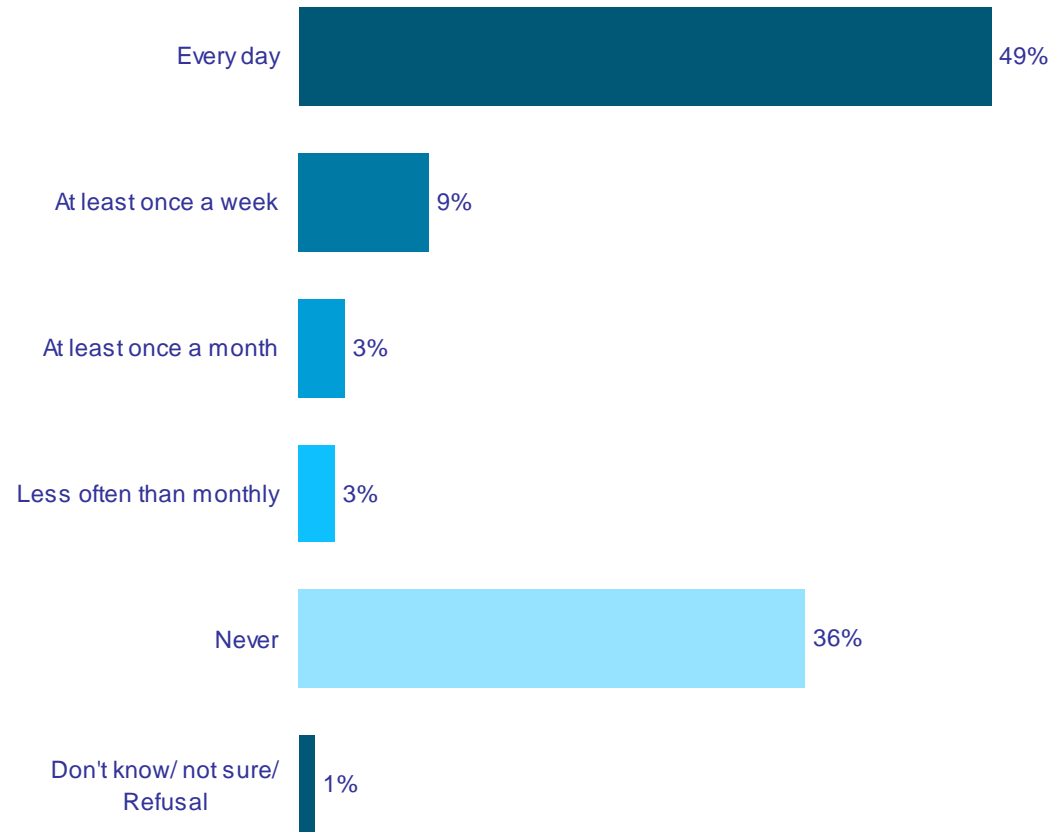
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.08 | | 0.00 | | | | 0.00 | | | 0.00 | | | | 0.00 | |
| Every day | 40.5 | 46 | 36 | 47 | 60 | 38 | 22 | 18 | 42 | 61 | 54 | 39 | 40 | 28 | 48 | 30 |
| At least once a week | 15.4 | 14 | 17 | 23 | 16 | 18 | 8 | 8 | 19 | 14 | 16 | 16 | 16 | 14 | 14 | 17 |
| At least once a month | 4.2 | 4 | 5 | 11 | 5 | 2 | 1 | 2 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 |
| Less often than monthly | 4.2 | 3 | 5 | 7 | 4 | 3 | 3 | 4 | 4 | 6 | 3 | 6 | 3 | 5 | 4 | 4 |
| Never | 35.0 | 33 | 37 | 11 | 13 | 39 | 66 | 67 | 30 | 14 | 23 | 34 | 35 | 48 | 29 | 44 |
| Don't know/ not sure/ Refusal | 0.7 | 0 | 1 | 1 | 2 | | 1 | | 1 | 0 | | 1 | 0 | 2 | 0 | 1 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Every day | 40.5 | 22 | 72 | 11 | 49 | 33 | 52 | 41 | 27 | 20 | 38 | 36 | 57 | 42 | |
| At least once a week | 15.4 | 15 | 16 | 26 | 15 | 16 | 17 | 17 | 13 | 13 | 12 | 23 | 16 | 14 | |
| At least once a month | 4.2 | 2 | 5 | 19 | 5 | 3 | 6 | 5 | 2 | 2 | 6 | 2 | 4 | 5 | |
| Less often than monthly | 4.2 | 4 | 4 | 7 | 5 | 3 | 4 | 7 | 4 | 5 | 2 | 5 | 5 | 5 | |
| Never | 35.0 | 57 | 4 | 35 | 25 | 44 | 19 | 30 | 54 | 60 | 42 | 32 | 18 | 33 | |
| Don't know/ not sure/ Refusal | 0.7 | 0 | 0 | 2 | 1 | 0 | 1 | | 1 | 1 | 1 | 2 | | 0 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Base: Total target population



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

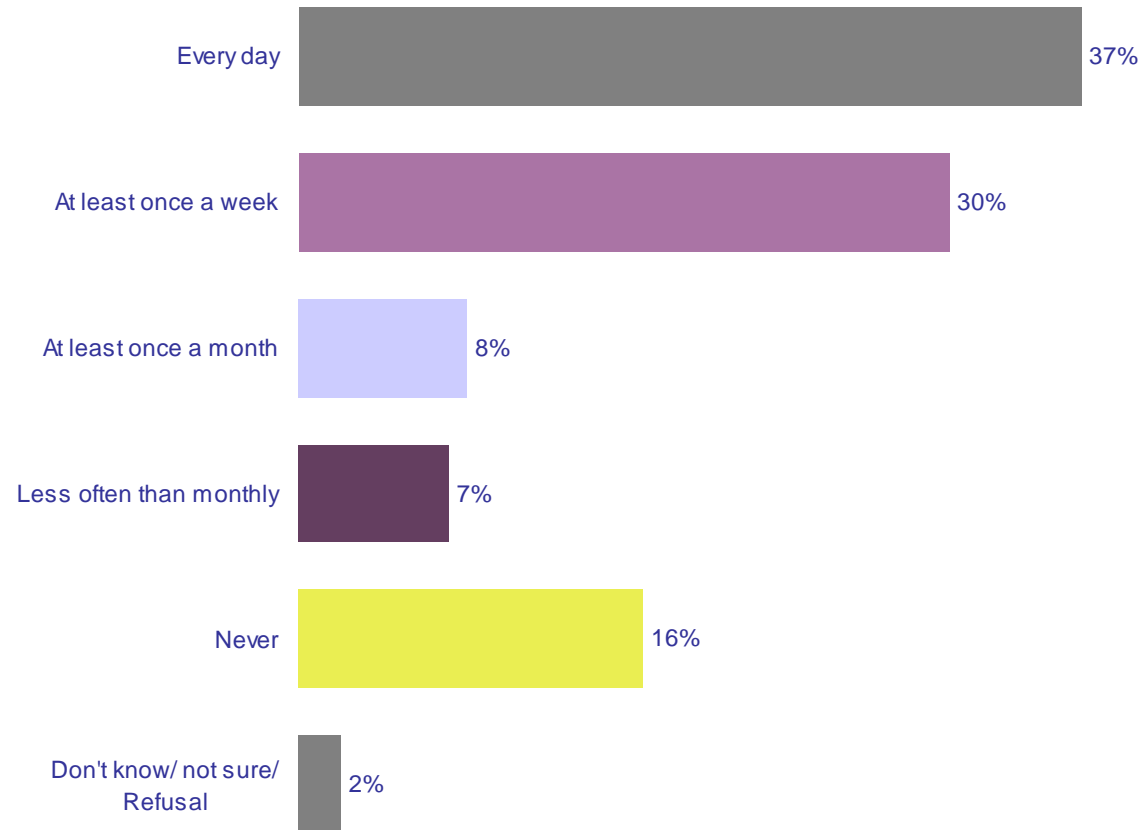
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.07 | | 0.00 | | | | 0.00 | | | 0.13 | | | | 0.00 | |
| Every day | 48.6 | 52 | 46 | 81 | 63 | 43 | 21 | 24 | 54 | 58 | 54 | 48 | 50 | 42 | 52 | 44 |
| At least once a week | 9.1 | 9 | 9 | 9 | 11 | 12 | 5 | 5 | 9 | 12 | 11 | 10 | 9 | 5 | 10 | 8 |
| At least once a month | 3.2 | 4 | 2 | 3 | 5 | 4 | 1 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 4 |
| Less often than monthly | 2.5 | 2 | 3 | 4 | 3 | 2 | 2 | 0 | 3 | 5 | 2 | 3 | 3 | 2 | 3 | 2 |
| Never | 35.5 | 32 | 39 | 2 | 16 | 38 | 71 | 64 | 30 | 21 | 29 | 34 | 35 | 44 | 32 | 41 |
| Don't know/ not sure/ Refusal | 1.1 | 1 | 1 | 0 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 0 | 4 | 0 | 2 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Every day | 48.6 | 30 | 79 | 31 | 55 | 43 | 61 | 46 | 36 | 27 | 42 | 54 | 63 | 48 | |
| At least once a week | 9.1 | 7 | 9 | 22 | 10 | 8 | 12 | 11 | 5 | 7 | 9 | 9 | 11 | 8 | |
| At least once a month | 3.2 | 4 | 2 | 9 | 3 | 4 | 5 | 4 | 2 | 6 | 2 | 1 | 4 | 4 | |
| Less often than monthly | 2.5 | 2 | 2 | 5 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 2 | |
| Never | 35.5 | 56 | 8 | 32 | 28 | 42 | 19 | 34 | 54 | 58 | 45 | 30 | 18 | 36 | |
| Don't know/ not sure/ Refusal | 1.1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 2 | |
| 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

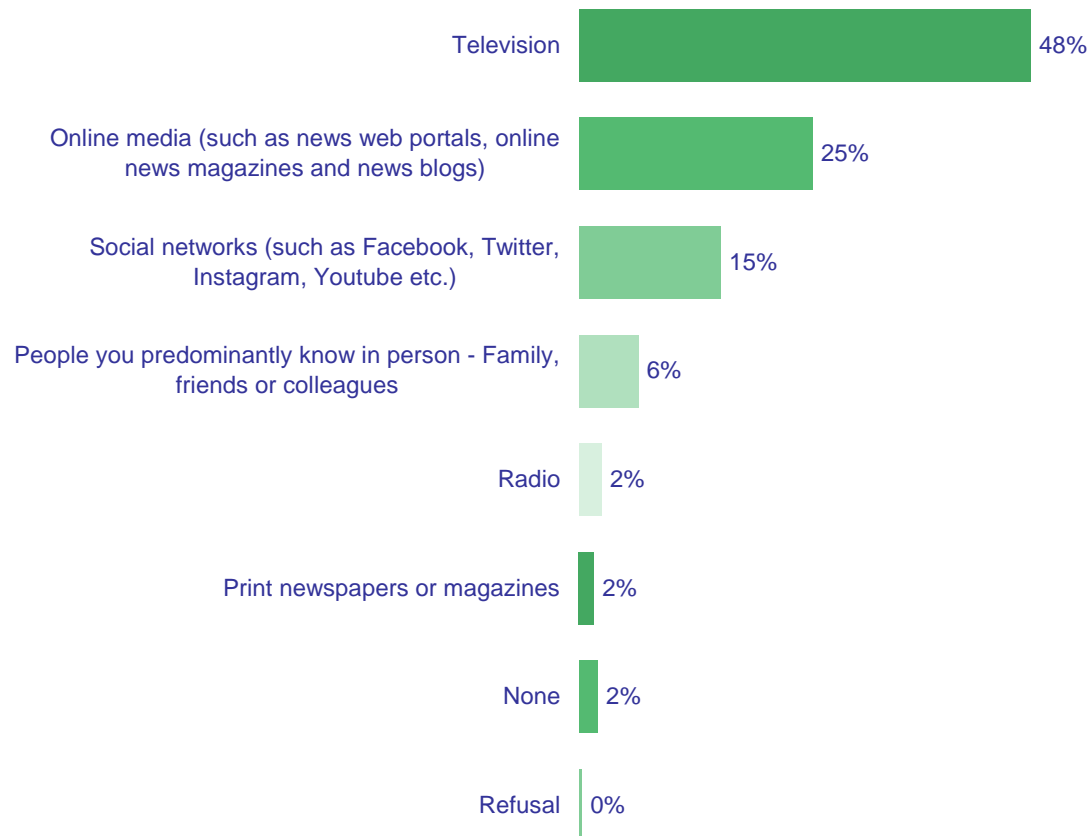
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.71 | | 0.00 | | | | 0.00 | | | 0.05 | | | | 0.01 | |
| Every day | 36.6 | 37 | 36 | 38 | 40 | 36 | 33 | 27 | 36 | 47 | 38 | 36 | 35 | 38 | 40 | 31 |
| At least once a week | 30.4 | 32 | 29 | 34 | 35 | 32 | 23 | 26 | 33 | 29 | 28 | 31 | 30 | 33 | 30 | 31 |
| At least once a month | 7.9 | 8 | 8 | 11 | 7 | 7 | 8 | 4 | 9 | 9 | 9 | 11 | 8 | 3 | 8 | 8 |
| Less often than monthly | 7.0 | 6 | 8 | 6 | 5 | 8 | 8 | 12 | 6 | 5 | 4 | 5 | 10 | 9 | 6 | 8 |
| Never | 16.1 | 15 | 17 | 10 | 10 | 14 | 26 | 26 | 15 | 9 | 19 | 14 | 16 | 15 | 13 | 20 |
| Don't know/ not sure/ Refusal | 2.0 | 2 | 2 | 1 | 2 | 3 | 2 | 4 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 2 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.08 | | 0.00 | | | 0.00 | | | | | |
| Every day | 36.6 | 33 | 41 | 47 | 39 | 34 | 41 | 33 | 32 | 27 | 33 | 41 | 41 | 38 | |
| At least once a week | 30.4 | 30 | 30 | 44 | 28 | 33 | 33 | 24 | 29 | 26 | 28 | 34 | 33 | 29 | |
| At least once a month | 7.9 | 7 | 9 | 5 | 7 | 9 | 6 | 9 | 10 | 8 | 10 | 7 | 9 | 5 | |
| Less often than monthly | 7.0 | 8 | 7 | 4 | 6 | 8 | 6 | 15 | 6 | 14 | 7 | 6 | 5 | 5 | |
| Never | 16.1 | 20 | 11 | | 16 | 15 | 11 | 18 | 21 | 21 | 21 | 8 | 12 | 18 | |
| Don't know/ not sure/ Refusal | 2.0 | 2 | 1 | | 3 | 1 | 2 | 1 | 2 | 4 | 0 | 2 | | 5 | |
| Total | | 100% | | | | | | | | | | | | | |

And what is your main source of information ?

Base: Total target population



And what is your main source of information ?

Base: Total target population

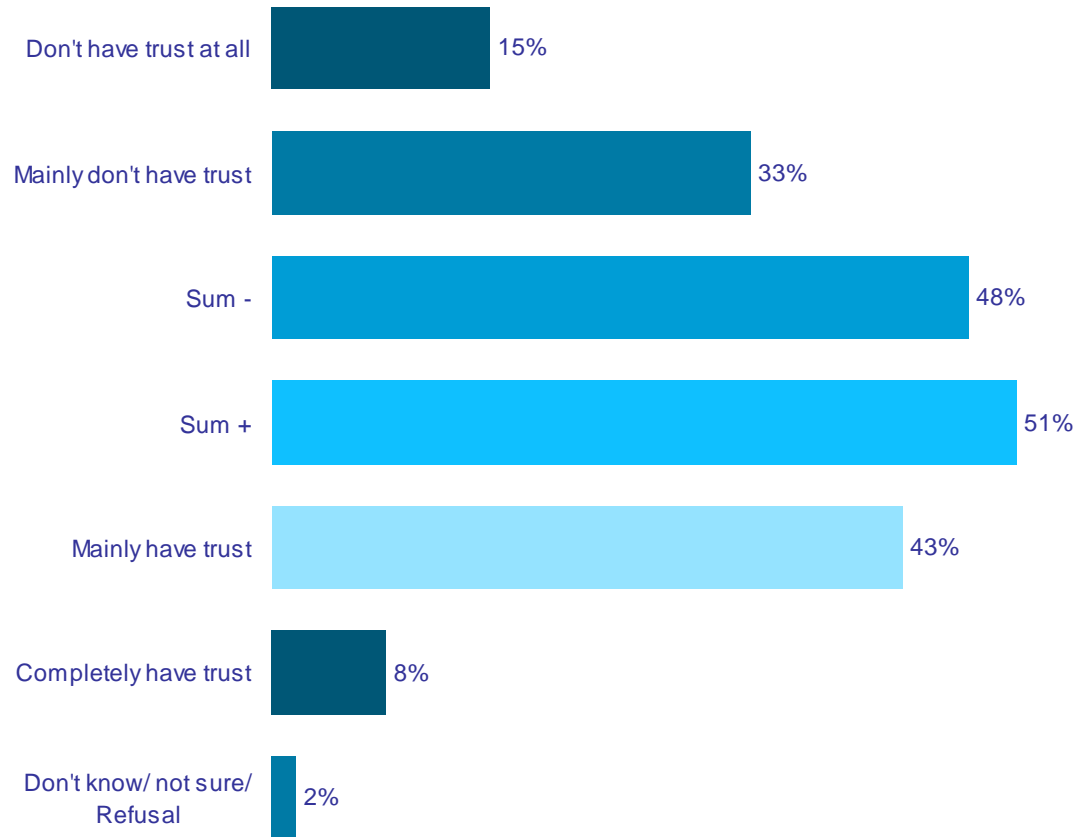
| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.05 | | 0.00 | | | | 0.00 | | | 0.01 | | | | 0.00 | |
| Television | 47.8 | 44 | 51 | 18 | 19 | 59 | 81 | 77 | 43 | 30 | 41 | 42 | 55 | 53 | 42 | 56 |
| Online media (such as news web portals, online news magazines and news blogs) | 24.7 | 27 | 22 | 35 | 46 | 16 | 9 | 9 | 24 | 43 | 34 | 23 | 23 | 19 | 29 | 18 |
| Social networks (such as Facebook, Twitter, Instagram, Youtube etc.) | 15.0 | 16 | 14 | 34 | 20 | 11 | 3 | 5 | 19 | 15 | 15 | 14 | 16 | 15 | 15 | |
| People you predominantly know in person - Family, friends or colleagues | 6.3 | 7 | 6 | 10 | 11 | 5 | 1 | 3 | 7 | 6 | 7 | 11 | 3 | 4 | 8 | 4 |
| Radio | 2.4 | 2 | 3 | 2 | 2 | 4 | 1 | 3 | 2 | 2 | 1 | 3 | 1 | 3 | 3 | 2 |
| Print newspapers or magazines | 1.6 | 3 | 1 | | 0 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 2 |
| None | 2.0 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 | 3 |
| Refusal | 0.3 | 0 | 0 | 0 | | 1 | 0 | | 0 | 0 | 0 | 0 | | 1 | | |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Television | 47.8 | 92 | | | 32 | 64 | 33 | 37 | 68 | 72 | 55 | 43 | 35 | 43 | |
| Online media (such as news web portals, online news magazines and news blogs) | 24.7 | | 62 | | 31 | 18 | 33 | 27 | 14 | 9 | 20 | 16 | 41 | 28 | |
| Social networks (such as Facebook, Twitter, Instagram, Youtube etc.) | 15.0 | | 38 | | 20 | 10 | 18 | 23 | 10 | 10 | 15 | 21 | 14 | 15 | |
| People you predominantly know in person - Family, friends or colleagues | 6.3 | | | 100 | 10 | 3 | 9 | 7 | 3 | 1 | 6 | 14 | 4 | 7 | |
| Radio | 2.4 | 5 | | | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | |
| Print newspapers or magazines | 1.6 | 3 | | | 2 | 1 | 1 | 2 | 2 | | 1 | 1 | 2 | 2 | |
| None | 2.0 | | | | 2 | 1 | 2 | 3 | 2 | 5 | 1 | 2 | 2 | 2 | |
| Refusal | 0.3 | | | | 0 | 0 | 0 | 0 | 0 | | 1 | 0 | | 0 | |
| Total | | 100% | | | | | | | | | | | | | |

TRUST IN THE MEDIA

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

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 Serbia?

Base: Total target population

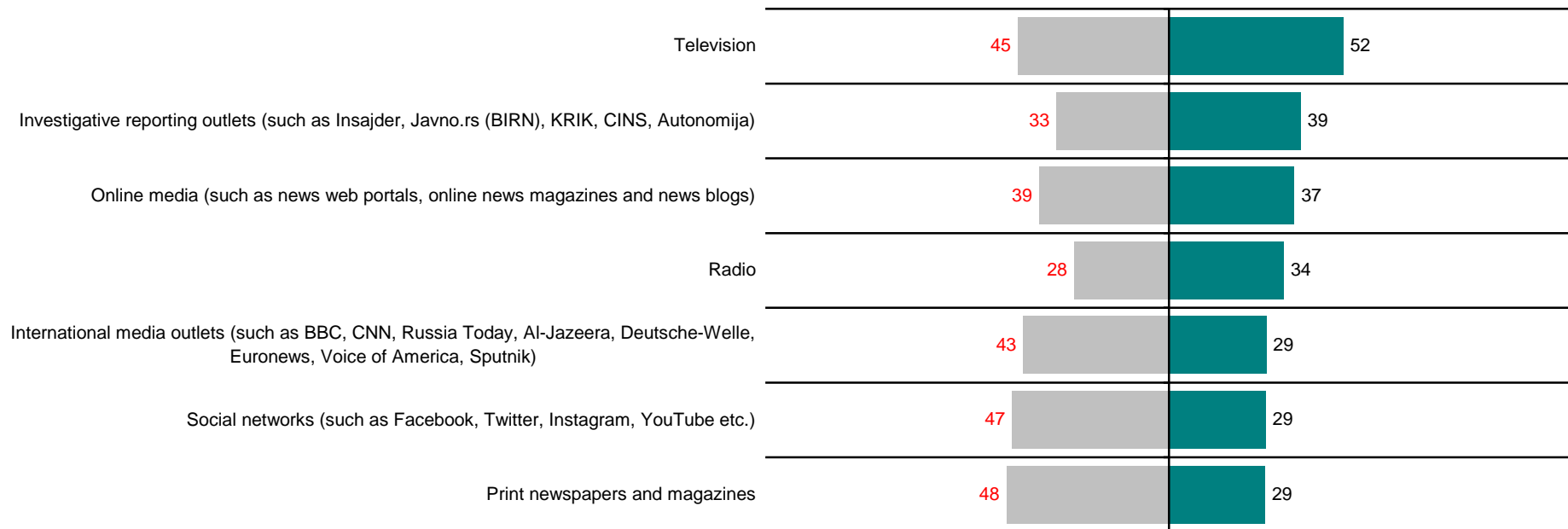
| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Don't have trust at all | 14.9 | 16 | 14 | 17 | 24 | 10 | 10 | 9 | 16 | 18 | 21 | 13 | 13 | 13 | 16 | 13 |
| Mainly don't have trust | 32.6 | 33 | 32 | 44 | 36 | 34 | 21 | 21 | 34 | 42 | 35 | 34 | 31 | 30 | 37 | 26 |
| Sum - | 47.5 | 50 | 45 | 61 | 60 | 44 | 32 | 30 | 50 | 60 | 56 | 47 | 44 | 43 | 53 | 39 |
| Sum + | 50.9 | 49 | 52 | 36 | 39 | 54 | 68 | 69 | 48 | 39 | 44 | 49 | 56 | 56 | 45 | 59 |
| Mainly have trust | 43.1 | 42 | 44 | 36 | 37 | 45 | 51 | 47 | 44 | 37 | 39 | 42 | 47 | 43 | 40 | 47 |
| Completely have trust | 7.8 | 7 | 8 | 1 | 9 | 17 | 21 | 5 | 2 | 4 | 7 | 8 | 12 | 5 | 12 | |
| Don't know/ not sure/ Refusal | 1.6 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 0 | 4 | 1 | 1 | 2 | 2 |
| Total | 100% | | | | | | | | | | | | | | | |
| Mean | 2.4 | 2.4 | 2.5 | 2.2 | 2.2 | 2.5 | 2.7 | 2.8 | 2.4 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.3 | 2.6 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| Don't have trust at all | 14.9 | 8 | 18 | 41 | 31 | | 18 | 19 | 10 | 10 | 14 | 13 | 17 | 18 | |
| Mainly don't have trust | 32.6 | 25 | 44 | 33 | 69 | | 36 | 44 | 25 | 31 | 29 | 42 | 32 | 31 | |
| Sum - | 47.5 | 33 | 62 | 74 | 100 | | 55 | 63 | 35 | 41 | 43 | 55 | 49 | 49 | |
| Sum + | 50.9 | 66 | 36 | 24 | | 100 | 44 | 34 | 63 | 58 | 56 | 44 | 49 | 48 | |
| Mainly have trust | 43.1 | 53 | 34 | 24 | | 85 | 41 | 26 | 50 | 46 | 46 | 40 | 44 | 39 | |
| Completely have trust | 7.8 | 13 | 2 | | | 15 | 4 | 7 | 13 | 13 | 10 | 4 | 5 | 9 | |
| Don't know/ not sure/ Refusal | 1.6 | 1 | 2 | 2 | | | 1 | 4 | 2 | 1 | 1 | 2 | 2 | 3 | |
| Total | 100% | | | | | | | | | | | | | | |
| Mean | 2.4 | 2.7 | 2.2 | 1.8 | 1.7 | 3.2 | 2.3 | 2.2 | 2.7 | 2.6 | 2.5 | 2.4 | 2.4 | 2.4 | |

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

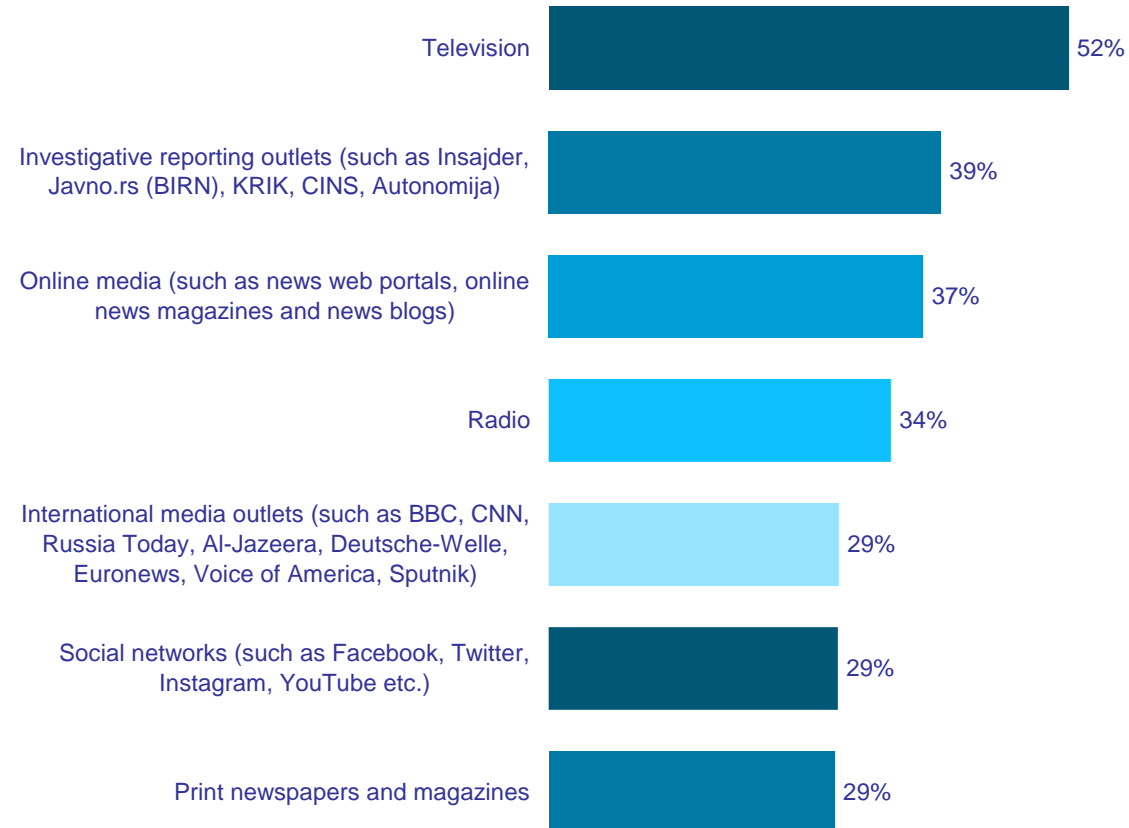
| | N | Do not trust at all | Mainly do not trust | Mainly trust | Completely trust | Don't know | Do not trust at all + Mainly do not trust (Marks 1+2) | Mainly + Completely trust (Marks 3+4) | Total |
|---|------|---------------------|---------------------|--------------|------------------|------------|---|---------------------------------------|-------|
| Television | 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 Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 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 | |

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



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

Base: Total target population



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

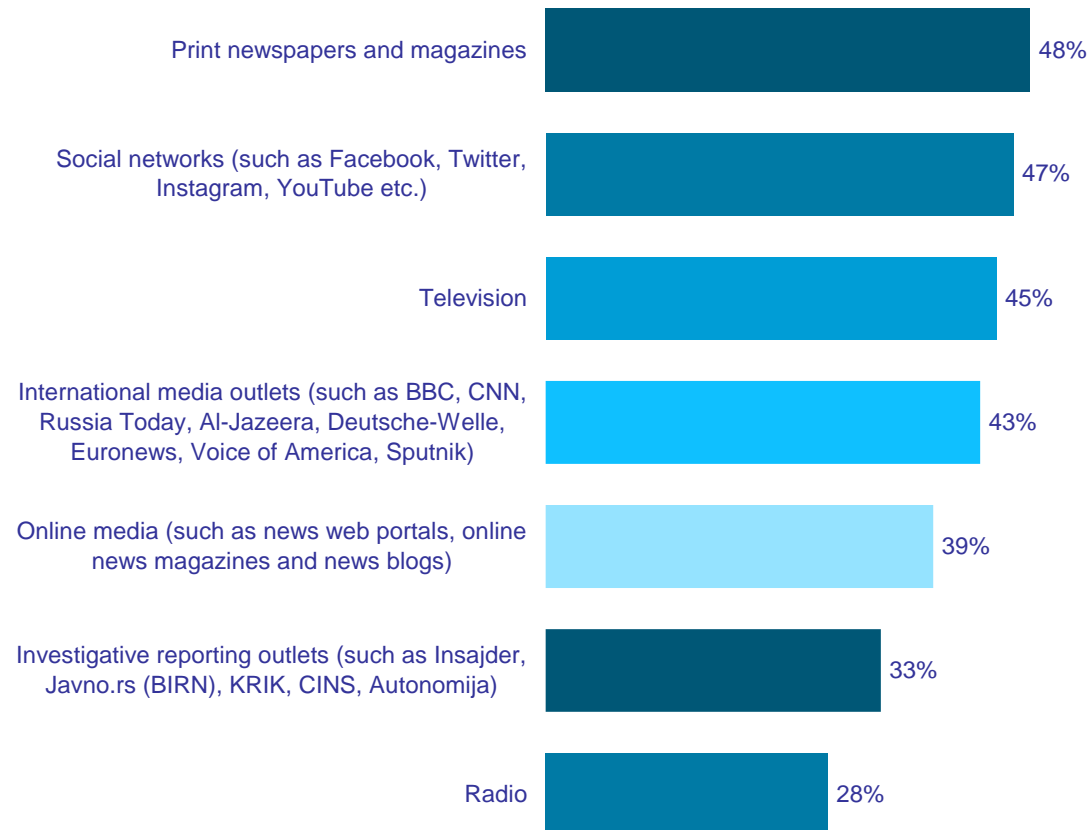
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Television | 51.8 | 49 | 55 | 34 | 36 | 55 | 73 | 73 | 49 | 36 | 44 | 53 | 53 | 57 | 47 | 58 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 39.1 | 44 | 35 | 51 | 51 | 38 | 23 | 23 | 40 | 53 | 48 | 36 | 42 | 30 | 42 | 35 |
| Online media (such as news web portals, online news magazines and news blogs) | 37.3 | 41 | 34 | 50 | 47 | 36 | 22 | 27 | 40 | 42 | 44 | 36 | 39 | 30 | 38 | 36 |
| Radio | 34.1 | 37 | 31 | 41 | 41 | 31 | 26 | 29 | 36 | 34 | 30 | 40 | 33 | 34 | 35 | 33 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 28.9 | 30 | 28 | 46 | 33 | 28 | 16 | 19 | 29 | 39 | 38 | 26 | 29 | 23 | 33 | 23 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 28.8 | 31 | 26 | 43 | 37 | 27 | 15 | 26 | 29 | 31 | 30 | 31 | 29 | 24 | 30 | 28 |
| Print newspapers and magazines | 28.5 | 30 | 27 | 23 | 26 | 27 | 36 | 37 | 27 | 22 | 24 | 30 | 27 | 32 | 28 | 30 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|-------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001-86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Television | 51.8 | 71 | 33 | 19 | 15 | 87 | 41 | 45 | 65 | 64 | 62 | 41 | 46 | 49 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 39.1 | 31 | 54 | 28 | 37 | 42 | 49 | 33 | 30 | 27 | 34 | 33 | 52 | 42 |
| Online media (such as news web portals, online news magazines and news blogs) | 37.3 | 25 | 57 | 22 | 26 | 48 | 47 | 30 | 29 | 23 | 35 | 39 | 48 | 34 |
| Radio | 34.1 | 34 | 36 | 28 | 21 | 47 | 38 | 27 | 32 | 26 | 38 | 28 | 35 | 39 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 28.9 | 22 | 39 | 26 | 26 | 31 | 39 | 17 | 21 | 17 | 27 | 31 | 34 | 31 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 28.8 | 20 | 43 | 17 | 23 | 35 | 36 | 22 | 23 | 23 | 26 | 31 | 37 | 24 |
| Print newspapers and magazines | 28.5 | 35 | 23 | 12 | 9 | 47 | 25 | 20 | 34 | 25 | 38 | 23 | 24 | 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



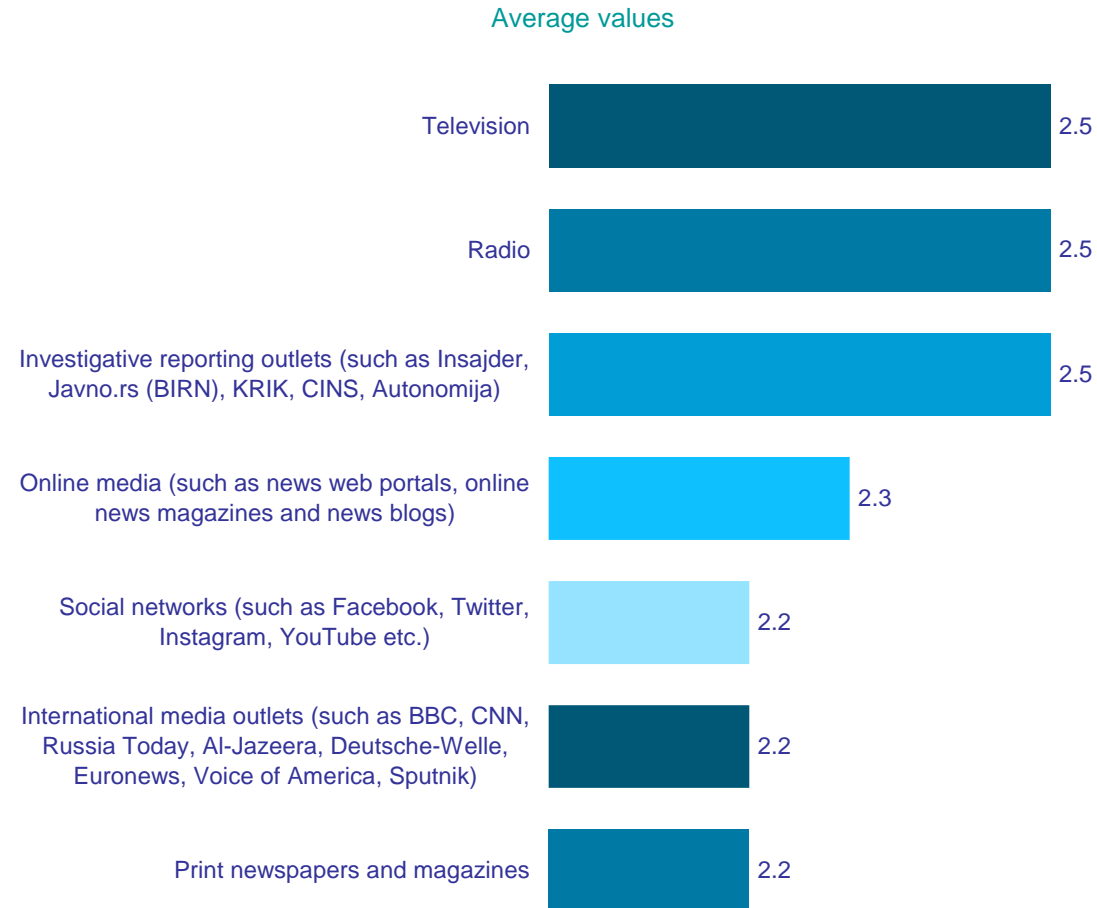
To what extent, do you trust each of the following media is a reliable source of news and information? - Do not trust at all +
Mainly do not trust (Marks 1+2)

Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Print newspapers and magazines | 48.3 | 48 | 49 | 61 | 56 | 44 | 37 | 34 | 51 | 57 | 51 | 46 | 49 | 46 | 49 | 48 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 46.6 | 46 | 47 | 52 | 57 | 47 | 34 | 28 | 51 | 53 | 52 | 47 | 45 | 43 | 49 | 43 |
| Television | 44.9 | 49 | 42 | 65 | 60 | 39 | 25 | 24 | 48 | 58 | 51 | 43 | 46 | 40 | 48 | 40 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 43.3 | 47 | 40 | 40 | 45 | 42 | 45 | 32 | 47 | 45 | 40 | 43 | 46 | 44 | 42 | 45 |
| Online media (such as news web portals, online news magazines and news blogs) | 38.6 | 38 | 39 | 43 | 49 | 39 | 26 | 22 | 42 | 47 | 42 | 41 | 36 | 35 | 42 | 34 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 33.4 | 34 | 33 | 30 | 37 | 31 | 35 | 25 | 36 | 35 | 33 | 33 | 35 | 33 | 35 | 32 |
| Radio | 28.1 | 29 | 27 | 37 | 42 | 23 | 16 | 17 | 29 | 38 | 31 | 23 | 29 | 29 | 28 | 29 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|-------------|-----------------|--------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001-86000 | More than 86000 | Don't know/Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Print newspapers and magazines | 48.3 | 39 | 57 | 70 | 69 | 29 | 55 | 56 | 39 | 36 | 41 | 60 | 54 | 48 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 46.6 | 41 | 49 | 77 | 59 | 35 | 54 | 55 | 36 | 36 | 44 | 53 | 50 | 48 |
| Television | 44.9 | 28 | 62 | 79 | 81 | 12 | 56 | 49 | 31 | 32 | 34 | 58 | 51 | 48 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 43.3 | 42 | 44 | 50 | 48 | 40 | 43 | 52 | 41 | 31 | 45 | 48 | 49 | 39 |
| Online media (such as news web portals, online news magazines and news blogs) | 38.6 | 34 | 39 | 65 | 58 | 21 | 44 | 51 | 29 | 31 | 38 | 44 | 43 | 34 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 33.4 | 32 | 32 | 48 | 42 | 25 | 35 | 40 | 30 | 25 | 35 | 42 | 35 | 29 |
| Radio | 28.1 | 18 | 37 | 55 | 48 | 10 | 38 | 33 | 16 | 19 | 21 | 38 | 34 | 26 |

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



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

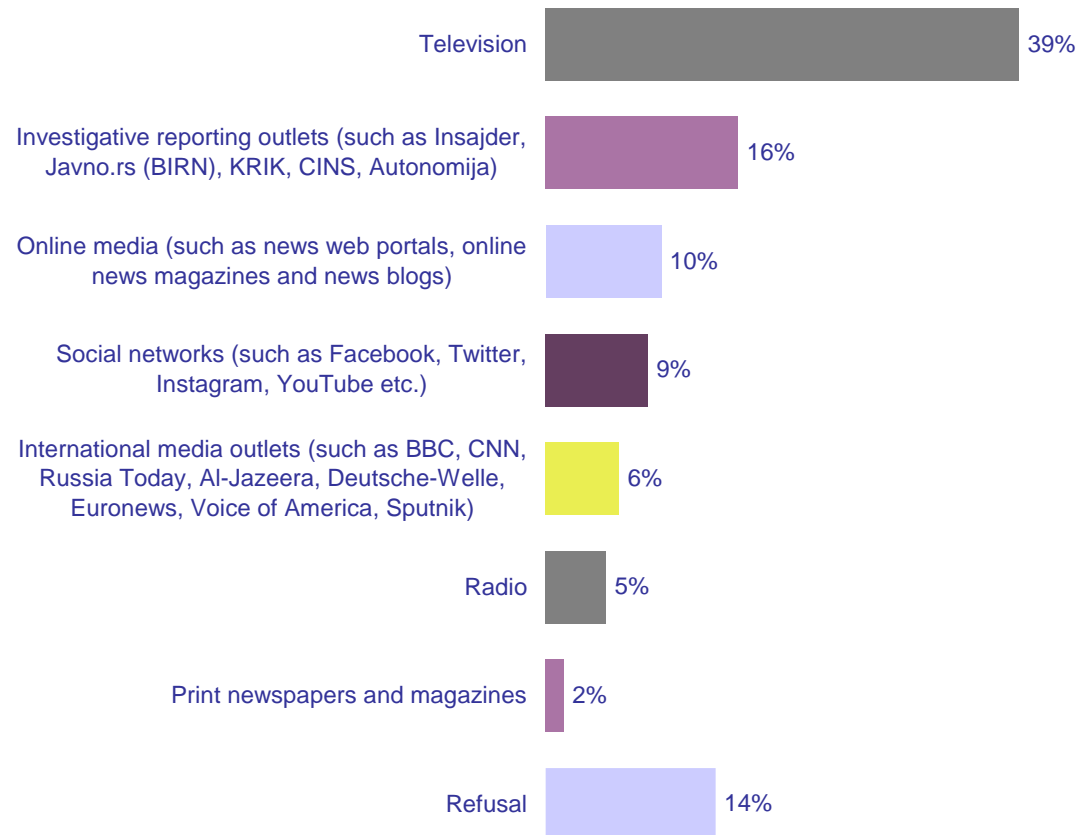
Average values

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 994 | 479 | 516 | 186 | 243 | 277 | 289 | 214 | 582 | 198 | 234 | 266 | 274 | 221 | 584 | 411 |
| Television | 2.5 | 2.4 | 2.5 | 2.2 | 2.2 | 2.6 | 2.9 | 3.0 | 2.4 | 2.2 | 2.3 | 2.5 | 2.5 | 2.6 | 2.4 | 2.6 |
| Radio | 2.5 | 2.5 | 2.4 | 2.4 | 2.4 | 2.5 | 2.7 | 2.6 | 2.5 | 2.4 | 2.4 | 2.6 | 2.5 | 2.5 | 2.5 | 2.5 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 2.5 | 2.5 | 2.4 | 2.7 | 2.6 | 2.4 | 2.2 | 2.2 | 2.5 | 2.6 | 2.6 | 2.4 | 2.5 | 2.4 | 2.5 | 2.4 |
| Online media (such as news web portals, online news magazines and news blogs) | 2.3 | 2.4 | 2.3 | 2.5 | 2.3 | 2.3 | 2.3 | 2.4 | 2.3 | 2.4 | 2.3 | 2.4 | 2.4 | 2.3 | 2.3 | 2.4 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 2.2 | 2.2 | 2.2 | 2.3 | 2.3 | 2.2 | 2.0 | 2.3 | 2.2 | 2.2 | 2.1 | 2.2 | 2.3 | 2.1 | 2.2 | 2.2 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 2.2 | 2.2 | 2.2 | 2.5 | 2.3 | 2.1 | 1.9 | 2.1 | 2.2 | 2.4 | 2.2 | 2.2 | 2.2 | 2.1 | 2.2 | 2.1 |
| Print newspapers and magazines | 2.2 | 2.2 | 2.1 | 2.0 | 2.0 | 2.2 | 2.4 | 2.4 | 2.1 | 2.1 | 2.0 | 2.2 | 2.1 | 2.2 | 2.1 | 2.2 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 994 | 518 | 396 | 62 | 475 | 510 | 461 | 115 | 419 | 135 | 235 | 171 | 254 | 199 |
| Television | 2.5 | 2.8 | 2.2 | 1.8 | 1.9 | 3.1 | 2.3 | 2.4 | 2.8 | 2.8 | 2.7 | 2.3 | 2.4 | 2.4 |
| Radio | 2.5 | 2.6 | 2.4 | 2.1 | 2.1 | 2.9 | 2.4 | 2.3 | 2.7 | 2.5 | 2.6 | 2.3 | 2.5 | 2.5 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 2.5 | 2.3 | 2.7 | 2.1 | 2.4 | 2.6 | 2.6 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.6 | 2.6 |
| Online media (such as news web portals, online news magazines and news blogs) | 2.3 | 2.2 | 2.5 | 1.8 | 2.1 | 2.6 | 2.4 | 2.2 | 2.3 | 2.3 | 2.3 | 2.3 | 2.4 | 2.4 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 2.2 | 2.1 | 2.4 | 1.8 | 2.0 | 2.4 | 2.2 | 2.1 | 2.2 | 2.2 | 2.2 | 2.2 | 2.3 | 2.1 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 2.2 | 2.1 | 2.3 | 2.1 | 2.1 | 2.3 | 2.3 | 1.9 | 2.1 | 2.0 | 2.2 | 2.2 | 2.2 | 2.3 |
| Print newspapers and magazines | 2.2 | 2.4 | 2.0 | 1.6 | 1.7 | 2.6 | 2.1 | 2.0 | 2.3 | 2.2 | 2.3 | 2.1 | 2.0 | 2.2 |

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

Base: Total target population



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

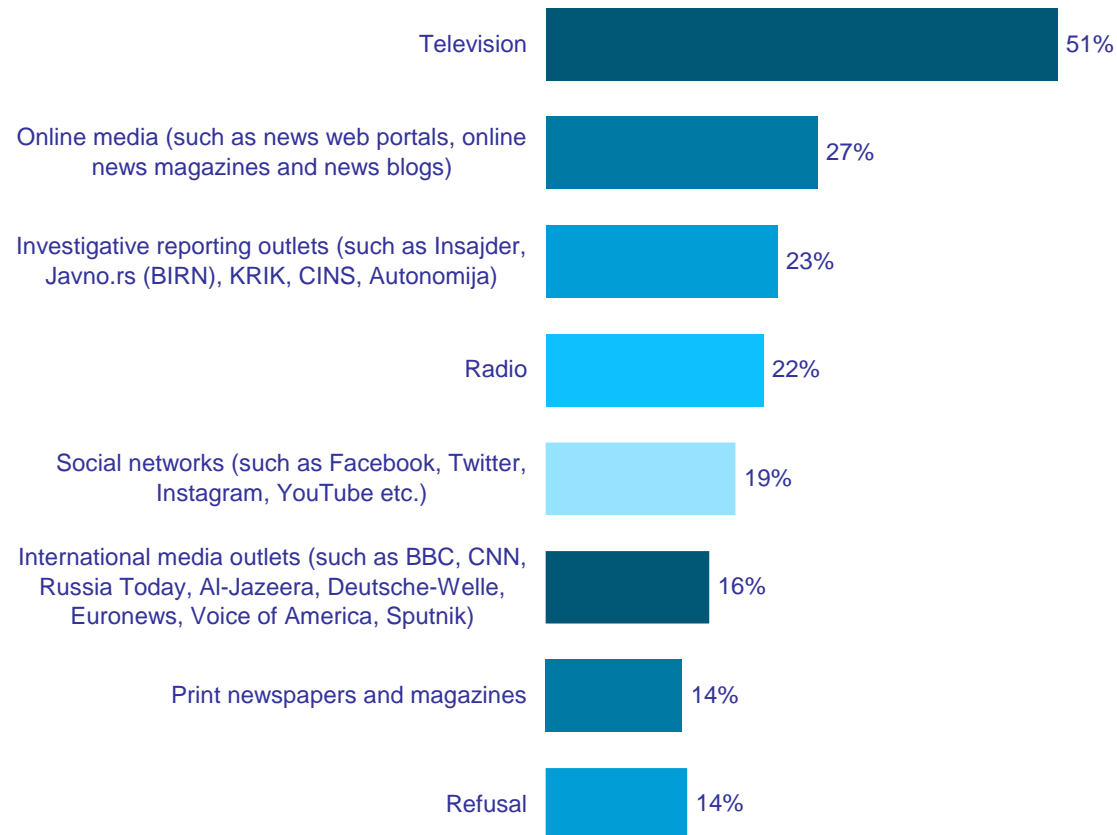
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.04 | | 0.00 | | | | 0.00 | | | 0.01 | | | | 0.00 | |
| Television | 39.3 | 34 | 44 | 23 | 27 | 41 | 58 | 58 | 38 | 22 | 32 | 37 | 39 | 50 | 33 | 47 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 16.0 | 18 | 14 | 25 | 26 | 12 | 6 | 3 | 16 | 29 | 23 | 11 | 19 | 11 | 20 | 10 |
| Online media (such as news web portals, online news magazines and news blogs) | 9.6 | 11 | 9 | 13 | 15 | 8 | 4 | 3 | 10 | 15 | 10 | 11 | 10 | 7 | 11 | 7 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 8.5 | 10 | 7 | 12 | 12 | 8 | 4 | 6 | 9 | 10 | 9 | 8 | 9 | 7 | 9 | 8 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 6.1 | 6 | 6 | 12 | 10 | 3 | 2 | 3 | 6 | 9 | 7 | 6 | 6 | 5 | 7 | 4 |
| Radio | 5.0 | 5 | 5 | 8 | 4 | 6 | 3 | 4 | 6 | 4 | 5 | 8 | 3 | 4 | 4 | 6 |
| Print newspapers and magazines | 1.5 | 2 | 1 | 1 | | 3 | 1 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | 1 |
| Refusal | 14.1 | 14 | 14 | 6 | 7 | 17 | 22 | 21 | 13 | 10 | 13 | 16 | 14 | 14 | 12 | 17 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Television | 39.3 | 59 | 18 | 21 | 19 | 59 | 29 | 31 | 53 | 49 | 45 | 41 | 29 | 37 | |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 16.0 | 8 | 25 | 24 | 24 | 9 | 25 | 9 | 9 | 6 | 10 | 20 | 25 | 15 | |
| Online media (such as news web portals, online news magazines and news blogs) | 9.6 | 2 | 22 | 1 | 12 | 8 | 13 | 11 | 5 | 5 | 9 | 10 | 14 | 7 | |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 8.5 | 3 | 16 | 13 | 12 | 5 | 11 | 7 | 6 | 8 | 9 | 12 | 8 | 6 | |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 6.1 | 3 | 9 | 16 | 10 | 3 | 9 | 8 | 3 | 2 | 7 | 6 | 8 | 5 | |
| Radio | 5.0 | 6 | 3 | 10 | 7 | 3 | 5 | 9 | 4 | 2 | 2 | 6 | 5 | 9 | |
| Print newspapers and magazines | 1.5 | 3 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | | 2 | 2 | 2 | 2 | |
| Refusal | 14.1 | 18 | 6 | 14 | 15 | 12 | 8 | 24 | 18 | 27 | 17 | 2 | 9 | 19 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Multiple answers; Base: Total target population



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

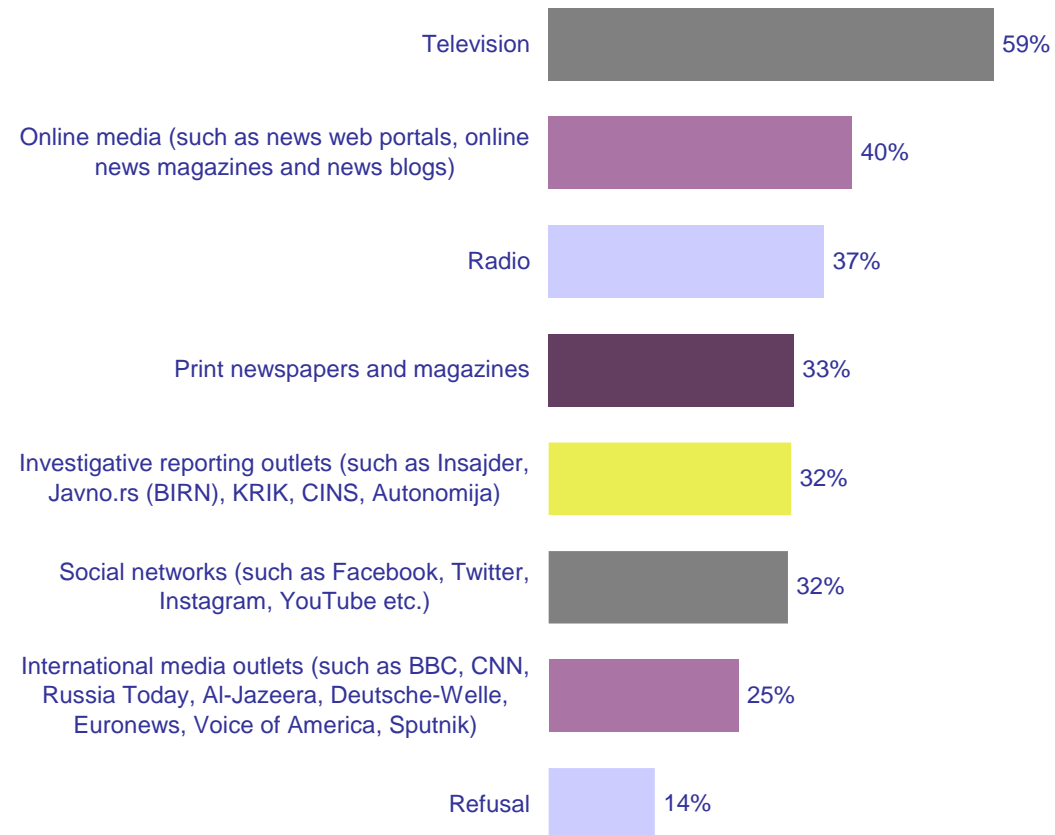
Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Television | 51.0 | 46 | 55 | 33 | 39 | 57 | 67 | 69 | 50 | 34 | 44 | 49 | 52 | 59 | 45 | 59 |
| Online media (such as news web portals, online news magazines and news blogs) | 27.1 | 29 | 25 | 37 | 43 | 24 | 11 | 17 | 29 | 33 | 34 | 26 | 29 | 19 | 31 | 22 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 23.1 | 23 | 23 | 36 | 35 | 16 | 12 | 5 | 23 | 43 | 29 | 18 | 24 | 21 | 28 | 16 |
| Radio | 21.7 | 20 | 23 | 21 | 15 | 21 | 29 | 29 | 21 | 14 | 15 | 23 | 23 | 25 | 18 | 27 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 18.9 | 22 | 16 | 25 | 27 | 20 | 8 | 10 | 21 | 21 | 19 | 23 | 15 | 19 | 20 | 17 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 16.3 | 17 | 16 | 30 | 23 | 13 | 5 | 7 | 16 | 28 | 19 | 13 | 17 | 16 | 19 | 13 |
| Print newspapers and magazines | 13.6 | 14 | 13 | 6 | 4 | 15 | 25 | 21 | 13 | 8 | 14 | 16 | 11 | 13 | 14 | 13 |
| Refusal | 14.1 | 14 | 14 | 6 | 7 | 17 | 22 | 21 | 13 | 10 | 13 | 16 | 14 | 14 | 12 | 17 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Television | 51.0 | 70 | 30 | 34 | 29 | 73 | 42 | 42 | 63 | 55 | 57 | 53 | 43 | 49 |
| Online media (such as news web portals, online news magazines and news blogs) | 27.1 | 13 | 49 | 22 | 29 | 26 | 35 | 27 | 19 | 19 | 24 | 27 | 35 | 26 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 23.1 | 12 | 37 | 28 | 33 | 14 | 32 | 17 | 15 | 10 | 15 | 24 | 34 | 25 |
| Radio | 21.7 | 30 | 12 | 18 | 18 | 25 | 18 | 21 | 26 | 21 | 26 | 25 | 15 | 23 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 18.9 | 7 | 32 | 37 | 27 | 12 | 27 | 20 | 10 | 13 | 17 | 30 | 21 | 13 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 16.3 | 9 | 25 | 27 | 25 | 8 | 23 | 17 | 9 | 11 | 12 | 18 | 24 | 14 |
| Print newspapers and magazines | 13.6 | 23 | 3 | 4 | 9 | 18 | 8 | 7 | 22 | 16 | 15 | 17 | 10 | 12 |
| Refusal | 14.1 | 18 | 6 | 14 | 15 | 12 | 8 | 24 | 18 | 27 | 17 | 2 | 9 | 19 |

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

Multiple answers; Base: Total target population



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

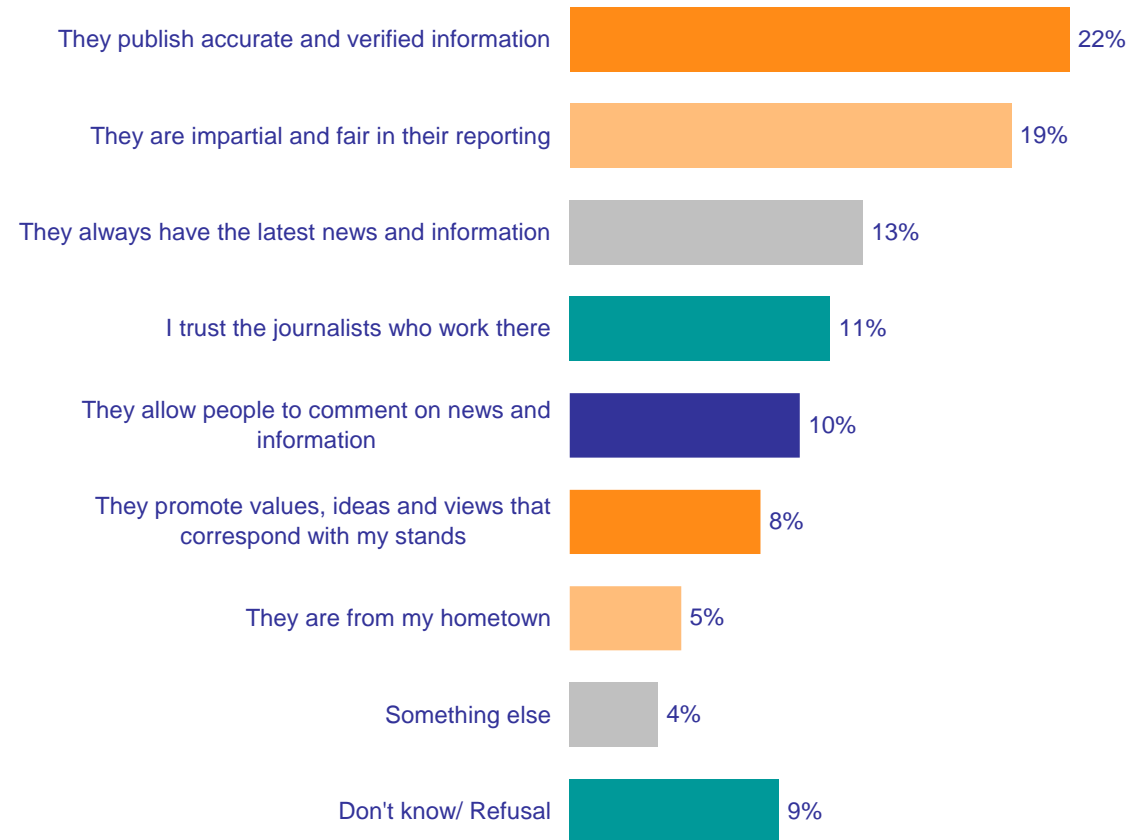
Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Television | 59.1 | 57 | 61 | 47 | 47 | 66 | 70 | 74 | 59 | 43 | 50 | 61 | 60 | 66 | 54 | 66 |
| Online media (such as news web portals, online news magazines and news blogs) | 40.3 | 42 | 39 | 53 | 58 | 39 | 18 | 28 | 42 | 50 | 49 | 41 | 40 | 31 | 46 | 33 |
| Radio | 36.6 | 37 | 36 | 33 | 29 | 34 | 48 | 43 | 38 | 27 | 31 | 39 | 37 | 40 | 34 | 40 |
| Print newspapers and magazines | 32.6 | 29 | 36 | 17 | 20 | 33 | 52 | 51 | 30 | 20 | 26 | 32 | 33 | 40 | 29 | 38 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 32.2 | 34 | 30 | 48 | 44 | 26 | 18 | 10 | 33 | 54 | 41 | 26 | 33 | 29 | 36 | 26 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 31.8 | 31 | 32 | 43 | 44 | 29 | 16 | 21 | 34 | 36 | 35 | 34 | 30 | 28 | 35 | 27 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 25.2 | 26 | 25 | 39 | 36 | 20 | 12 | 12 | 25 | 41 | 29 | 22 | 25 | 25 | 30 | 18 |
| Refusal | 14.1 | 14 | 14 | 6 | 7 | 17 | 22 | 21 | 13 | 10 | 13 | 16 | 14 | 14 | 12 | 17 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Television | 59.1 | 76 | 42 | 38 | 40 | 78 | 53 | 50 | 68 | 61 | 63 | 63 | 53 | 58 |
| Online media (such as news web portals, online news magazines and news blogs) | 40.3 | 22 | 67 | 40 | 44 | 38 | 51 | 39 | 28 | 26 | 37 | 42 | 51 | 39 |
| Radio | 36.6 | 48 | 23 | 31 | 31 | 42 | 32 | 32 | 43 | 37 | 42 | 43 | 29 | 35 |
| Print newspapers and magazines | 32.6 | 49 | 15 | 14 | 21 | 44 | 22 | 19 | 48 | 34 | 39 | 36 | 24 | 32 |
| Investigative reporting outlets (such as Insajder, Javno.rs (BIRN), KRIK, CINS, Autonomija) | 32.2 | 18 | 50 | 41 | 44 | 22 | 42 | 31 | 21 | 24 | 22 | 35 | 45 | 31 |
| Social networks (such as Facebook, Twitter, Instagram, YouTube etc.) | 31.8 | 18 | 48 | 51 | 40 | 24 | 42 | 31 | 21 | 25 | 27 | 43 | 37 | 26 |
| International media outlets (such as BBC, CNN, Russia Today, Al-Jazeera, Deutsche-Welle, Euronews, Voice of America, Sputnik) | 25.2 | 15 | 37 | 42 | 36 | 16 | 34 | 24 | 15 | 12 | 20 | 31 | 36 | 22 |
| Refusal | 14.1 | 18 | 6 | 14 | 15 | 12 | 8 | 24 | 18 | 27 | 17 | 2 | 9 | 19 |

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

Base: Total target population



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

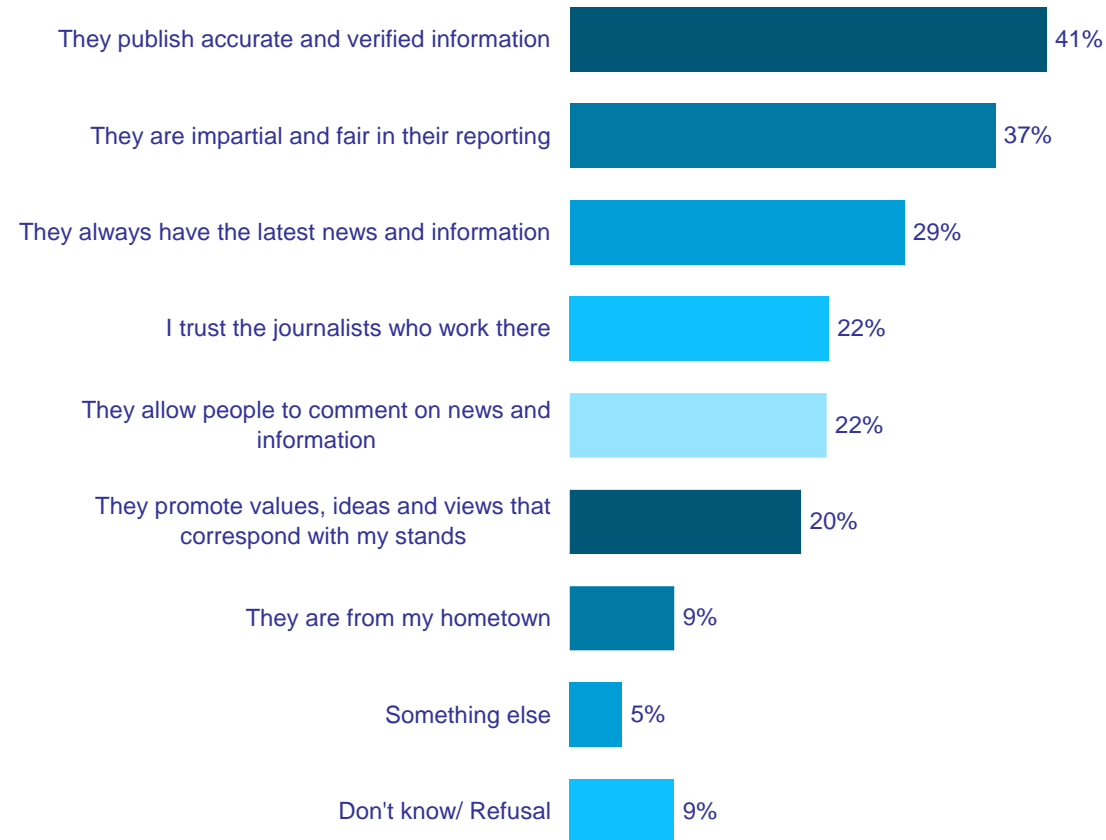
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.31 | | 0.00 | | | | 0.00 | | | 0.00 | | | | 0.12 | |
| They publish accurate and verified information | 21.5 | 23 | 20 | 19 | 24 | 18 | 24 | 28 | 18 | 24 | 24 | 18 | 21 | 25 | 20 | 23 |
| They are impartial and fair in their reporting | 19.0 | 20 | 19 | 29 | 18 | 18 | 14 | 14 | 20 | 23 | 21 | 19 | 16 | 21 | 21 | 16 |
| They always have the latest news and information | 12.6 | 11 | 14 | 11 | 12 | 13 | 13 | 14 | 13 | 10 | 12 | 11 | 16 | 11 | 12 | 13 |
| I trust the journalists who work there | 11.2 | 12 | 11 | 7 | 7 | 13 | 16 | 13 | 11 | 10 | 15 | 9 | 13 | 7 | 11 | 12 |
| They allow people to comment on news and information | 9.9 | 9 | 11 | 14 | 9 | 10 | 7 | 4 | 12 | 10 | 9 | 10 | 12 | 9 | 10 | 10 |
| They promote values, ideas and views that correspond with my stands | 8.2 | 9 | 7 | 7 | 10 | 9 | 6 | 4 | 9 | 9 | 6 | 10 | 4 | 14 | 10 | 6 |
| They are from my hometown | 4.8 | 4 | 5 | 1 | 8 | 5 | 4 | 9 | 4 | 1 | 1 | 6 | 8 | 3 | 5 | 5 |
| Something else | 3.8 | 4 | 3 | 1 | 2 | 4 | 6 | 6 | 3 | 3 | 4 | 2 | 6 | 2 | 3 | 4 |
| Don't know/ Refusal | 9.0 | 7 | 11 | 10 | 8 | 9 | 9 | 9 | 9 | 9 | 6 | 14 | 6 | 9 | 8 | 11 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.03 | | | 0.00 | | 0.03 | | | 0.00 | | | | | |
| They publish accurate and verified information | 21.5 | 22 | 22 | 22 | 19 | 24 | 21 | 21 | 22 | 26 | 27 | 16 | 21 | 17 | |
| They are impartial and fair in their reporting | 19.0 | 15 | 24 | 16 | 21 | 18 | 21 | 13 | 19 | 11 | 14 | 23 | 24 | 21 | |
| They always have the latest news and information | 12.6 | 12 | 13 | 15 | 11 | 14 | 11 | 15 | 14 | 11 | 12 | 13 | 11 | 17 | |
| I trust the journalists who work there | 11.2 | 13 | 10 | 5 | 10 | 13 | 9 | 11 | 14 | 10 | 13 | 8 | 12 | 12 | |
| They allow people to comment on news and information | 9.9 | 10 | 11 | 6 | 8 | 11 | 12 | 7 | 8 | 9 | 10 | 13 | 11 | 7 | |
| They promote values, ideas and views that correspond with my stands | 8.2 | 8 | 7 | 15 | 8 | 8 | 10 | 6 | 7 | 5 | 4 | 10 | 12 | 9 | |
| They are from my hometown | 4.8 | 5 | 3 | 9 | 4 | 6 | 5 | 7 | 4 | 8 | 6 | 9 | 2 | 2 | |
| Something else | 3.8 | 5 | 2 | 1 | 6 | 2 | 3 | 6 | 4 | 9 | 4 | 2 | 2 | 3 | |
| Don't know/ Refusal | 9.0 | 8 | 8 | 11 | 12 | 4 | 8 | 14 | 8 | 12 | 10 | 7 | 6 | 12 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Multiple answers; Base: Total target population



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

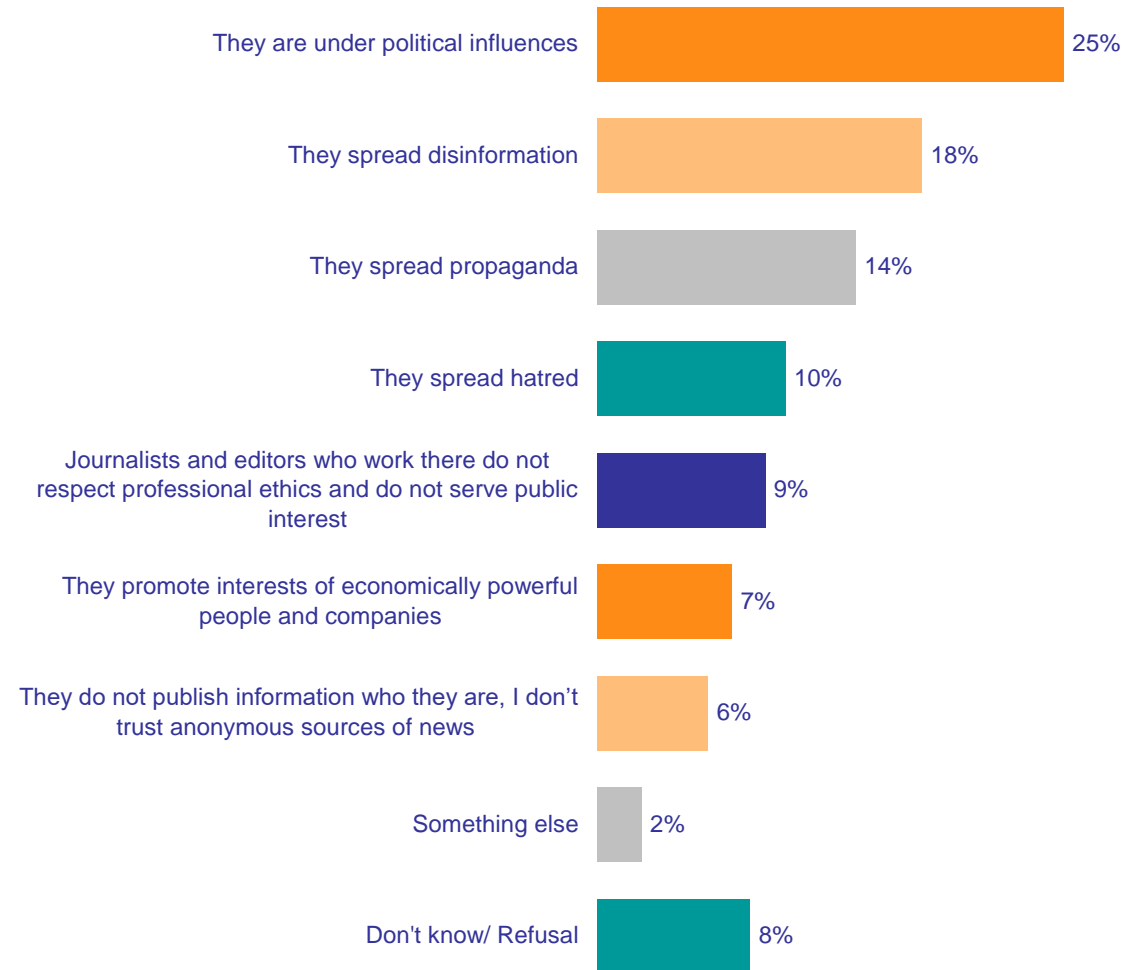
Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| They publish accurate and verified information | 41.0 | 44 | 38 | 46 | 41 | 38 | 40 | 43 | 39 | 44 | 43 | 38 | 42 | 41 | 40 | 42 |
| They are impartial and fair in their reporting | 36.6 | 40 | 33 | 47 | 48 | 33 | 24 | 27 | 37 | 44 | 42 | 34 | 37 | 34 | 40 | 32 |
| They always have the latest news and information | 28.8 | 29 | 29 | 35 | 35 | 21 | 27 | 26 | 31 | 27 | 28 | 30 | 30 | 27 | 29 | 29 |
| I trust the journalists who work there | 22.3 | 23 | 22 | 14 | 18 | 25 | 28 | 22 | 22 | 22 | 26 | 20 | 25 | 17 | 20 | 25 |
| They allow people to comment on news and information | 22.1 | 21 | 23 | 31 | 25 | 20 | 16 | 14 | 25 | 24 | 21 | 20 | 28 | 18 | 22 | 22 |
| They promote values, ideas and views that correspond with my stands | 19.9 | 23 | 17 | 22 | 26 | 20 | 13 | 15 | 19 | 26 | 22 | 20 | 16 | 24 | 23 | 16 |
| They are from my hometown | 9.0 | 9 | 9 | 9 | 11 | 8 | 9 | 14 | 8 | 5 | 3 | 11 | 11 | 11 | 8 | 11 |
| Something else | 4.5 | 5 | 4 | 2 | 3 | 5 | 8 | 6 | 4 | 4 | 6 | 3 | 6 | 3 | 5 | 4 |
| Don't know/ Refusal | 9.0 | 7 | 11 | 10 | 8 | 9 | 9 | 9 | 9 | 9 | 6 | 14 | 6 | 9 | 8 | 11 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| They publish accurate and verified information | 41.0 | 41 | 42 | 46 | 38 | 45 | 41 | 34 | 43 | 36 | 45 | 38 | 46 | 36 |
| They are impartial and fair in their reporting | 36.6 | 27 | 50 | 36 | 38 | 37 | 43 | 27 | 32 | 21 | 30 | 39 | 50 | 37 |
| They always have the latest news and information | 28.8 | 26 | 33 | 34 | 27 | 31 | 29 | 29 | 28 | 23 | 28 | 32 | 26 | 35 |
| I trust the journalists who work there | 22.3 | 25 | 20 | 16 | 20 | 25 | 20 | 21 | 26 | 18 | 26 | 16 | 25 | 22 |
| They allow people to comment on news and information | 22.1 | 20 | 28 | 10 | 19 | 25 | 25 | 26 | 18 | 17 | 18 | 26 | 26 | 22 |
| They promote values, ideas and views that correspond with my stands | 19.9 | 17 | 22 | 30 | 22 | 18 | 24 | 20 | 15 | 16 | 13 | 22 | 25 | 23 |
| They are from my hometown | 9.0 | 9 | 8 | 10 | 8 | 10 | 9 | 10 | 9 | 15 | 9 | 15 | 5 | 5 |
| Something else | 4.5 | 6 | 3 | 1 | 6 | 3 | 3 | 8 | 5 | 10 | 5 | 2 | 3 | 3 |
| Don't know/ Refusal | 9.0 | 8 | 8 | 11 | 12 | 4 | 8 | 14 | 8 | 12 | 10 | 7 | 6 | 12 |

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

Base: Total target population



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

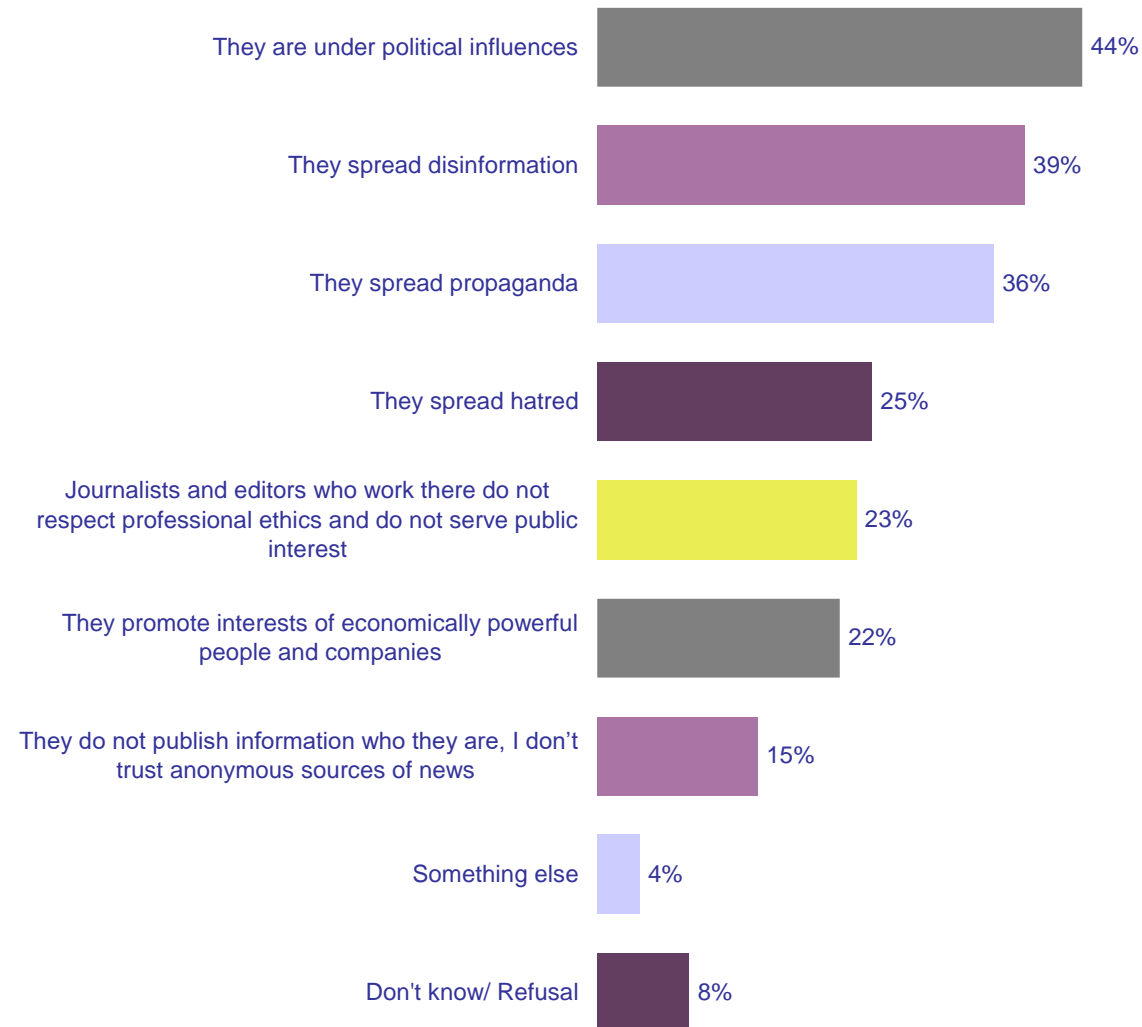
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|--|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.11 | | 0.00 | | | | 0.00 | | | 0.02 | | | | 0.01 | |
| They are under political influences | 25.3 | 25 | 26 | 32 | 33 | 24 | 16 | 16 | 26 | 33 | 28 | 22 | 25 | 26 | 27 | 23 |
| They spread disinformation | 17.6 | 18 | 17 | 20 | 15 | 17 | 19 | 18 | 18 | 16 | 18 | 18 | 13 | 22 | 18 | 17 |
| They spread propaganda | 14.0 | 16 | 12 | 11 | 10 | 18 | 15 | 17 | 13 | 13 | 15 | 13 | 11 | 18 | 14 | 14 |
| They spread hatred | 10.2 | 8 | 12 | 7 | 9 | 10 | 14 | 14 | 10 | 6 | 7 | 11 | 13 | 9 | 8 | 13 |
| Journalists and editors who work there do not respect professional ethics and do not serve public interest | 9.1 | 10 | 8 | 13 | 10 | 8 | 7 | 7 | 9 | 13 | 11 | 9 | 12 | 4 | 10 | 7 |
| They promote interests of economically powerful people and companies | 7.3 | 8 | 7 | 6 | 9 | 5 | 9 | 3 | 8 | 9 | 7 | 9 | 6 | 6 | 8 | 6 |
| They do not publish information who they are, I don't trust anonymous sources of news | 6.0 | 5 | 7 | 7 | 8 | 4 | 6 | 7 | 6 | 6 | 8 | 6 | 6 | 4 | 6 | 6 |
| Something else | 2.4 | 2 | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 1 | 2 | 3 |
| Don't know/ Refusal | 8.3 | 7 | 9 | 2 | 5 | 11 | 12 | 15 | 7 | 4 | 4 | 9 | 11 | 9 | 7 | 11 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|--|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| They are under political influences | 25.3 | 18 | 35 | 27 | 34 | 17 | 32 | 24 | 18 | 15 | 22 | 27 | 32 | 26 | |
| They spread disinformation | 17.6 | 20 | 16 | 15 | 15 | 20 | 14 | 25 | 20 | 24 | 19 | 14 | 15 | 18 | |
| They spread propaganda | 14.0 | 15 | 13 | 12 | 12 | 16 | 12 | 13 | 16 | 10 | 15 | 15 | 11 | 18 | |
| They spread hatred | 10.2 | 13 | 8 | 4 | 7 | 13 | 10 | 8 | 11 | 12 | 14 | 5 | 11 | 7 | |
| Journalists and editors who work there do not respect professional ethics and do not serve public interest | 9.1 | 7 | 11 | 19 | 11 | 7 | 10 | 11 | 8 | 6 | 6 | 12 | 8 | 13 | |
| They promote interests of economically powerful people and companies | 7.3 | 7 | 7 | 11 | 8 | 7 | 8 | 8 | 6 | 5 | 7 | 11 | 8 | 6 | |
| They do not publish information who they are, I don't trust anonymous sources of news | 6.0 | 7 | 6 | 3 | 5 | 7 | 7 | 3 | 6 | 7 | 6 | 7 | 7 | 2 | |
| Something else | 2.4 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 1 | 2 | 3 | |
| Don't know/ Refusal | 8.3 | 10 | 4 | 9 | 6 | 9 | 5 | 6 | 12 | 17 | 9 | 8 | 5 | 7 | |
| Total | | 100% | | | | | | | | | | | | | |

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

Multiple answers; Base: Total target population



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

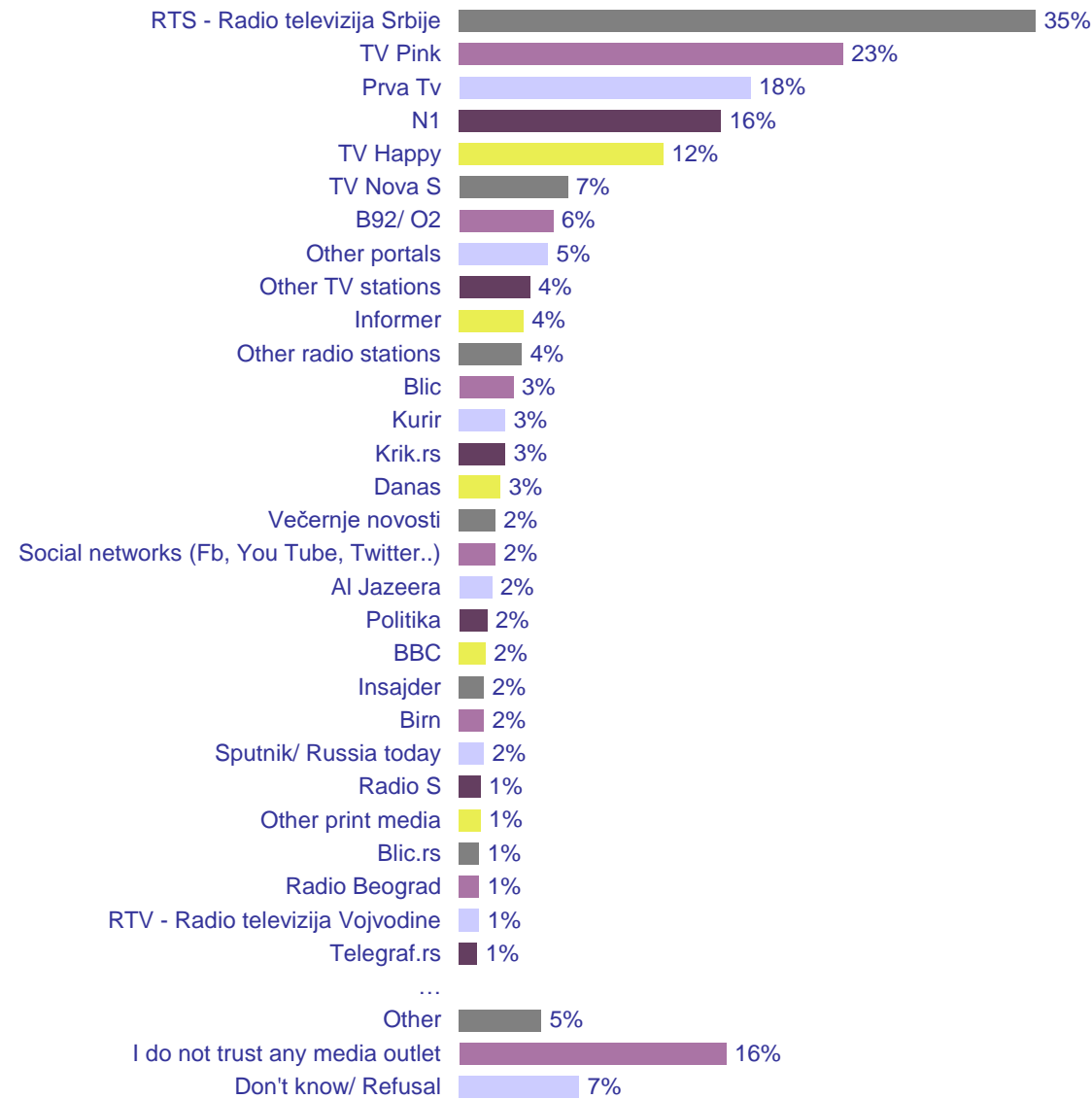
Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|--|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| They are under political influences | 43.8 | 46 | 42 | 58 | 55 | 42 | 27 | 28 | 46 | 56 | 48 | 39 | 45 | 43 | 47 | 39 |
| They spread disinformation | 38.6 | 39 | 39 | 36 | 45 | 37 | 36 | 42 | 36 | 42 | 41 | 41 | 30 | 44 | 37 | 40 |
| They spread propaganda | 35.8 | 42 | 30 | 41 | 34 | 34 | 35 | 28 | 38 | 37 | 34 | 39 | 33 | 36 | 37 | 34 |
| They spread hatred | 24.8 | 24 | 25 | 22 | 27 | 24 | 26 | 29 | 26 | 18 | 24 | 23 | 29 | 22 | 24 | 25 |
| Journalists and editors who work there do not respect professional ethics and do not serve public interest | 23.4 | 27 | 20 | 29 | 33 | 19 | 15 | 12 | 25 | 30 | 32 | 20 | 27 | 14 | 26 | 20 |
| They promote interests of economically powerful people and companies | 21.9 | 22 | 21 | 24 | 26 | 20 | 18 | 11 | 25 | 26 | 21 | 28 | 20 | 18 | 25 | 17 |
| They do not publish information who they are, I don't trust anonymous sources of news | 14.5 | 16 | 13 | 19 | 16 | 12 | 12 | 12 | 14 | 18 | 18 | 16 | 13 | 11 | 15 | 14 |
| Something else | 3.8 | 3 | 4 | 2 | 1 | 5 | 6 | 5 | 4 | 2 | 4 | 3 | 6 | 2 | 2 | 6 |
| Don't know/ Refusal | 8.3 | 7 | 9 | 2 | 5 | 11 | 12 | 15 | 7 | 4 | 4 | 9 | 11 | 9 | 7 | 11 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|--|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| They are under political influences | 43.8 | 32 | 58 | 58 | 56 | 33 | 54 | 47 | 32 | 32 | 37 | 52 | 50 | 45 |
| They spread disinformation | 38.6 | 38 | 42 | 34 | 36 | 41 | 39 | 40 | 38 | 42 | 36 | 37 | 39 | 40 |
| They spread propaganda | 35.8 | 33 | 39 | 42 | 37 | 35 | 36 | 41 | 34 | 24 | 36 | 37 | 40 | 37 |
| They spread hatred | 24.8 | 27 | 25 | 12 | 19 | 30 | 25 | 23 | 25 | 23 | 28 | 20 | 26 | 25 |
| Journalists and editors who work there do not respect professional ethics and do not serve public interest | 23.4 | 17 | 32 | 29 | 29 | 18 | 28 | 32 | 16 | 11 | 20 | 27 | 29 | 26 |
| They promote interests of economically powerful people and companies | 21.9 | 19 | 25 | 29 | 26 | 18 | 24 | 20 | 20 | 14 | 18 | 30 | 23 | 23 |
| They do not publish information who they are, I don't trust anonymous sources of news | 14.5 | 14 | 16 | 17 | 13 | 16 | 16 | 16 | 12 | 16 | 15 | 18 | 15 | 10 |
| Something else | 3.8 | 5 | 3 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 6 | 1 | 3 | 5 |
| Don't know/ Refusal | 8.3 | 10 | 4 | 9 | 6 | 9 | 5 | 6 | 12 | 17 | 9 | 8 | 5 | 7 |

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

Multiple answers; Base: Total target population



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

Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| RTS - Radio televizija Srbije | 35.0 | 35 | 35 | 21 | 26 | 41 | 45 | 46 | 34 | 24 | 26 | 32 | 37 | 45 | 29 | 43 |
| TV Pink | 23.3 | 20 | 26 | 11 | 12 | 23 | 41 | 47 | 20 | 7 | 20 | 20 | 21 | 34 | 19 | 29 |
| Prva Tv | 17.7 | 16 | 19 | 11 | 12 | 21 | 23 | 25 | 17 | 12 | 13 | 17 | 22 | 18 | 13 | 24 |
| N1 | 15.9 | 17 | 15 | 21 | 25 | 13 | 7 | 5 | 16 | 27 | 25 | 12 | 16 | 11 | 21 | 8 |
| TV Happy | 12.4 | 11 | 14 | 6 | 3 | 12 | 24 | 24 | 11 | 3 | 8 | 13 | 12 | 16 | 10 | 16 |
| TV Nova S | 6.6 | 7 | 6 | 6 | 14 | 5 | 2 | 2 | 5 | 16 | 11 | 3 | 9 | 5 | 10 | 2 |
| B92/ O2 | 5.7 | 8 | 4 | 5 | 7 | 4 | 7 | 4 | 6 | 6 | 6 | 4 | 6 | 6 | 6 | 6 |
| Other portals | 5.4 | 7 | 4 | 11 | 8 | 3 | 2 | 2 | 6 | 7 | 9 | 6 | 3 | 3 | 7 | 3 |
| Other TV stations | 4.3 | 6 | 3 | 3 | 6 | 4 | 4 | 6 | 4 | 4 | 4 | 3 | 6 | 3 | 5 | 3 |
| Informer | 3.9 | 3 | 4 | 0 | 1 | 2 | 11 | 8 | 3 | 2 | 2 | 7 | 1 | 5 | 3 | 6 |
| Other radio stations | 3.8 | 4 | 3 | 5 | 3 | 5 | 2 | 1 | 5 | 4 | 2 | 6 | 3 | 4 | 4 | 3 |
| Blic | 3.3 | 4 | 3 | 5 | 7 | 2 | 0 | 1 | 4 | 5 | 2 | 5 | 3 | 3 | 3 | 3 |
| Kurir | 2.8 | 2 | 3 | 2 | 4 | 2 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 4 |
| Krik.rs | 2.8 | 4 | 2 | 4 | 7 | 1 | 0 | | 2 | 7 | 6 | 1 | 2 | 1 | 4 | 1 |
| Danas | 2.5 | 4 | 1 | 3 | 5 | 2 | 1 | | 2 | 7 | 5 | 2 | 1 | 2 | 3 | 1 |
| Večernje novosti | 2.2 | 3 | 2 | 0 | 3 | 3 | 2 | 0 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 1 |
| Social networks (Fb, You Tube, Twitter..) | 2.2 | 3 | 2 | 4 | 2 | 3 | 0 | | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 |
| Al Jazeera | 2.0 | 3 | 1 | 2 | 2 | 3 | 1 | | 2 | 3 | 3 | 1 | 3 | 2 | 3 | 1 |
| Politika | 1.7 | 2 | 1 | 4 | 1 | 0 | 2 | 1 | 1 | 4 | 1 | 3 | 2 | 1 | 2 | 1 |
| BBC | 1.6 | 2 | 1 | 4 | 3 | 1 | | | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 1 |
| Insajder | 1.5 | 2 | 1 | 1 | 5 | 0 | 1 | 1 | 1 | 4 | 2 | 1 | 3 | 1 | 2 | 1 |
| Birn | 1.5 | 3 | 0 | 1 | 5 | 1 | | | 1 | 4 | 3 | 0 | 1 | 2 | 2 | 1 |
| Sputnik/ Russia today | 1.5 | 3 | 0 | 2 | 3 | 1 | 1 | | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| Radio S | 1.3 | 1 | 1 | 1 | 4 | | 0 | | 2 | 2 | 1 | 2 | 2 | 0 | 2 | 1 |
| Other print media | 1.3 | 2 | 0 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | | 1 | 1 |
| Blic.rs | 1.2 | 1 | 1 | 2 | 1 | 2 | | | 1 | 2 | 2 | 1 | 1 | | 1 | 2 |
| Radio Beograd | 1.2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| RTV - Radio televizija Vojvodine | 1.2 | 1 | 1 | 2 | 0 | 2 | 1 | | 2 | 1 | | 4 | | | 2 | 1 |
| Telegraf.rs | 1.1 | 1 | 1 | 1 | 1 | | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 |
| Alo | 0.9 | 1 | 0 | 1 | 1 | | 2 | 2 | 1 | 0 | | 2 | 0 | 1 | 1 | 1 |
| Nin | 0.8 | 1 | 0 | 3 | 0 | 1 | 0 | | 0 | 3 | 1 | 1 | 0 | 1 | 1 | |
| Srpski telegraf | 0.7 | 1 | 1 | | | | 2 | 2 | 1 | | 1 | 0 | 1 | 1 | 0 | 1 |
| Vreme | 0.4 | 1 | 0 | 1 | 0 | 1 | 0 | | 0 | 2 | 1 | 1 | 0 | 0 | 1 | |
| CNN | 0.3 | 0 | 0 | 0 | 1 | 0 | | | 0 | 1 | 0 | 1 | | 1 | 1 | |
| Balkaninfo | 0.3 | 0 | 0 | | 1 | 0 | 0 | | 0 | 1 | 0 | 1 | | 0 | 0 | 0 |
| Other | 5.0 | 6 | 4 | 9 | 6 | 4 | 3 | 3 | 5 | 6 | 7 | 7 | 3 | 3 | 7 | 2 |
| I do not trust any media outlet | 16.2 | 17 | 16 | 20 | 18 | 14 | 14 | 13 | 15 | 22 | 19 | 17 | 15 | 13 | 15 | 18 |
| Don't know/ Refusal | 7.3 | 5 | 9 | 12 | 9 | 6 | 4 | 4 | 9 | 6 | 7 | 6 | 6 | 11 | 8 | 6 |

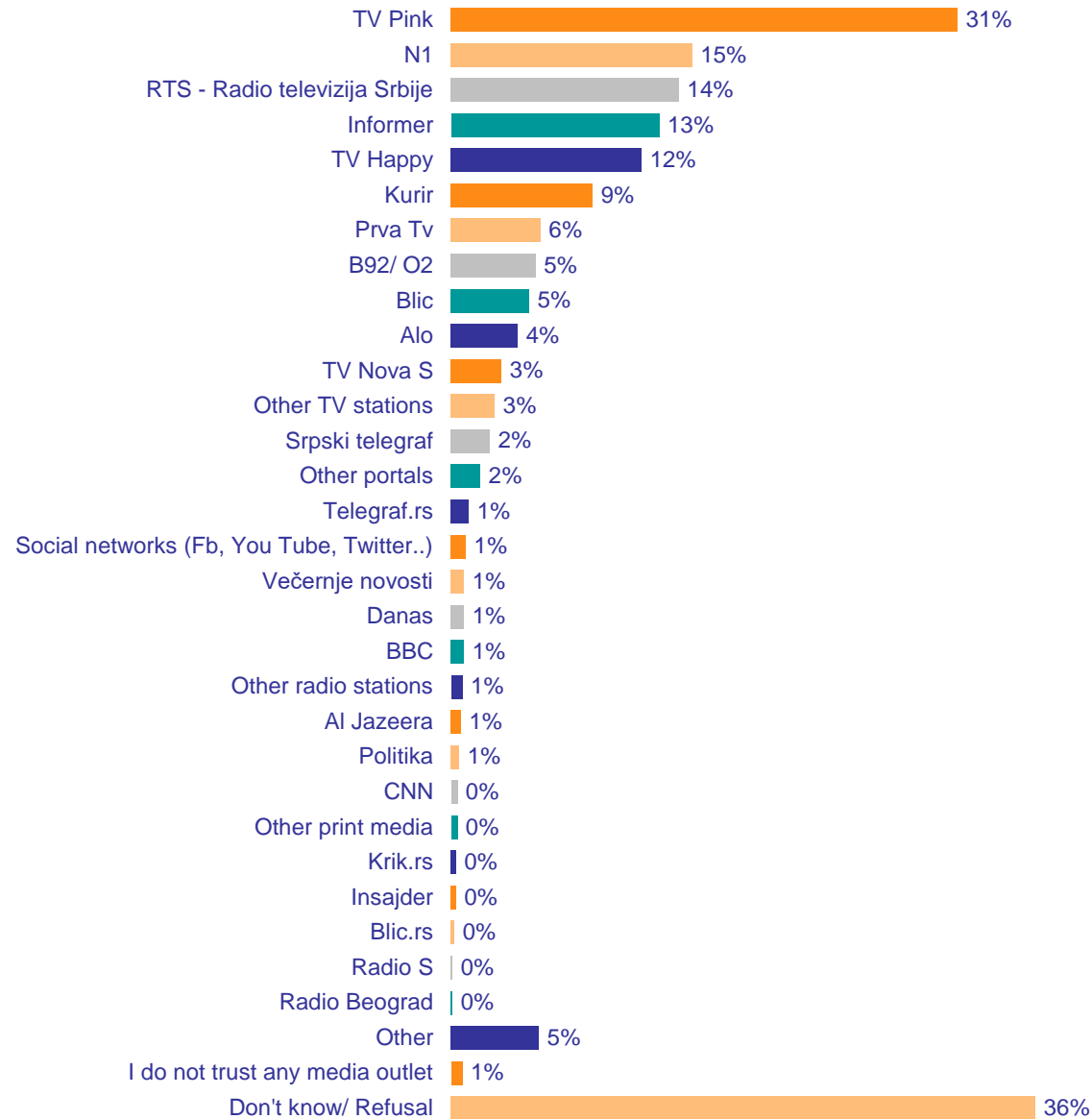
Which specific media outlets (TV channel, radio station, newspaper or news web portal) do you trust the most, when it comes to reporting the news fully, accurately, and fairly?

Multiple answers; Base: Total target population

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| RTS - Radio televizija Srbije | 35.0 | 49 | 20 | 23 | 17 | 53 | 29 | 28 | 43 | 42 | 41 | 29 | 32 | 31 |
| TV Pink | 23.3 | 35 | 10 | 11 | 8 | 38 | 14 | 16 | 36 | 33 | 31 | 20 | 16 | 20 |
| Prva Tv | 17.7 | 25 | 10 | 3 | 10 | 25 | 12 | 16 | 24 | 23 | 19 | 20 | 13 | 17 |
| N1 | 15.9 | 9 | 26 | 19 | 23 | 9 | 21 | 14 | 11 | 8 | 14 | 16 | 24 | 14 |
| TV Happy | 12.4 | 21 | 3 | | 7 | 18 | 5 | 13 | 20 | 18 | 17 | 13 | 5 | 12 |
| TV Nova S | 6.6 | 4 | 11 | 1 | 9 | 4 | 11 | 5 | 3 | 2 | 2 | 7 | 12 | 7 |
| B92/ O2 | 5.7 | 7 | 5 | 3 | 3 | 9 | 6 | 4 | 6 | 5 | 7 | 6 | 5 | 6 |
| Other portals | 5.4 | 1 | 11 | 9 | 8 | 3 | 8 | 8 | 2 | 3 | 2 | 7 | 9 | 5 |
| Other TV stations | 4.3 | 4 | 5 | 6 | 4 | 5 | 5 | 5 | 4 | 4 | 6 | 4 | 5 | 2 |
| Informer | 3.9 | 7 | 1 | 2 | 2 | 6 | 1 | 3 | 7 | 5 | 5 | 4 | 4 | 2 |
| Other radio stations | 3.8 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 2 | 4 | 3 | 6 | 3 | 4 |
| Blic | 3.3 | 2 | 5 | 4 | 2 | 4 | 4 | 3 | 2 | 1 | 2 | 5 | 5 | 3 |
| Kurir | 2.8 | 3 | 2 | 3 | 1 | 4 | 2 | 3 | 4 | 2 | 4 | 2 | 4 | 1 |
| Krik.rs | 2.8 | 1 | 6 | 1 | 4 | 1 | 5 | 2 | 0 | | 1 | 3 | 6 | 3 |
| Danas | 2.5 | 1 | 5 | 1 | 4 | 1 | 4 | 1 | 2 | 1 | 1 | 1 | 6 | 3 |
| Večernje novosti | 2.2 | 3 | 2 | | 2 | 3 | 3 | 1 | 2 | 0 | 2 | 3 | 3 | 1 |
| Social networks (Fb, You Tube, Twitter..) | 2.2 | 0 | 5 | | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 2 |
| Al Jazeera | 2.0 | 2 | 3 | 1 | 3 | 1 | 2 | 4 | 1 | 3 | 1 | 1 | 3 | 1 |
| Politika | 1.7 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 3 |
| BBC | 1.6 | 0 | 3 | 6 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 1 | 2 | 1 |
| Insajder | 1.5 | 0 | 3 | | 3 | 0 | 3 | 1 | 0 | 1 | 1 | 1 | 4 | 1 |
| Birn | 1.5 | 0 | 3 | | 2 | 1 | 3 | 1 | | | 0 | 2 | 3 | 1 |
| Sputnik/ Russia today | 1.5 | 1 | 2 | 4 | 2 | 1 | 2 | 3 | 1 | | 2 | | 4 | 0 |
| Radio S | 1.3 | 1 | 2 | 7 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 |
| Other print media | 1.3 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | | 2 | 0 |
| Blic.rs | 1.2 | 0 | 2 | 2 | 1 | 1 | 2 | 1 | 0 | | | 3 | 3 | 0 |
| Radio Beograd | 1.2 | 1 | 1 | 1 | 1 | 2 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 1 |
| RTV - Radio televizija Vojvodine | 1.2 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 |
| Telegraf.rs | 1.1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 0 |
| Alo | 0.9 | 1 | 1 | | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 0 |
| Nin | 0.8 | 0 | 2 | 1 | 1 | 0 | 1 | 0 | 1 | | 0 | 1 | 1 | 1 |
| Srpski telegraf | 0.7 | 1 | | | 0 | 1 | | | 2 | 1 | 0 | 1 | 1 | 0 |
| Vreme | 0.4 | | 1 | 1 | 1 | 0 | 1 | | 0 | | | 1 | 1 | 0 |
| CNN | 0.3 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | | 0 | | 0 | 1 | 0 |
| Balkaninfo | 0.3 | | 1 | | 1 | | 1 | | 0 | | | | 1 | 1 |
| Other | 5.0 | 3 | 7 | 5 | 5 | 5 | 6 | 4 | 4 | 5 | 6 | 3 | 7 | 3 |
| I do not trust any media outlet | 16.2 | 12 | 20 | 23 | 26 | 7 | 16 | 19 | 15 | 11 | 12 | 14 | 15 | 27 |
| Don't know/ Refusal | 7.3 | 5 | 8 | 9 | 9 | 5 | 8 | 11 | 5 | 5 | 8 | 11 | 4 | 9 |

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

Multiple answers; Base: Total target population



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

Multiple answers; Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 479 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 201 | 235 | 270 | 275 | 224 | 589 | 414 |
| TV Pink | 31.1 | 35 | 27 | 44 | 46 | 26 | 15 | 12 | 33 | 47 | 40 | 28 | 35 | 20 | 35 | 25 |
| N1 | 14.8 | 16 | 14 | 6 | 13 | 12 | 25 | 11 | 18 | 10 | 14 | 15 | 14 | 17 | 14 | 16 |
| RTS - Radio televizija Srbije | 14.0 | 14 | 14 | 15 | 25 | 12 | 6 | 6 | 15 | 21 | 22 | 12 | 13 | 10 | 17 | 10 |
| Informer | 12.8 | 19 | 7 | 23 | 17 | 10 | 6 | 3 | 15 | 18 | 19 | 10 | 13 | 10 | 16 | 9 |
| TV Happy | 11.7 | 12 | 11 | 17 | 19 | 7 | 6 | 4 | 11 | 22 | 17 | 8 | 13 | 9 | 15 | 8 |
| Kurir | 8.7 | 11 | 7 | 15 | 15 | 4 | 4 | 3 | 8 | 17 | 9 | 7 | 10 | 9 | 11 | 5 |
| Prva Tv | 5.5 | 6 | 5 | 6 | 10 | 5 | 3 | 4 | 6 | 7 | 7 | 4 | 4 | 6 | 7 | 4 |
| B92/ O2 | 5.2 | 7 | 4 | 6 | 8 | 6 | 2 | 3 | 6 | 6 | 4 | 8 | 3 | 4 | 5 | 5 |
| Blic | 4.8 | 6 | 3 | 13 | 4 | 3 | 2 | 4 | 4 | 6 | 5 | 4 | 4 | 7 | 6 | 3 |
| Alo | 4.1 | 5 | 3 | 7 | 6 | 2 | 2 | 1 | 5 | 6 | 7 | 3 | 3 | 3 | 5 | 2 |
| TV Nova S | 3.1 | 3 | 3 | 2 | 3 | 4 | 3 | 1 | 4 | 3 | 5 | 3 | 2 | 3 | 4 | 2 |
| Other TV stations | 2.7 | 4 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 4 | 5 | 2 | 2 | 1 | 4 | 1 |
| Srpski telegraf | 2.4 | 3 | 2 | 5 | 2 | 3 | 1 | 2 | 2 | 4 | 6 | 1 | 1 | 2 | 3 | 2 |
| Other portals | 1.8 | 2 | 1 | 5 | 2 | 1 | 1 | | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 |
| Telegraf.rs | 1.1 | 1 | 1 | 2 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 |
| Social networks (Fb, You Tube, Twitter..) | 0.9 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 0 |
| Večernje novosti | 0.8 | 1 | 0 | 1 | 1 | | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 1 | 1 |
| Danas | 0.8 | 1 | 0 | 0 | 0 | 1 | 2 | | 1 | 1 | | 1 | 1 | 2 | 1 | 1 |
| BBC | 0.8 | 1 | 1 | 2 | 1 | 1 | 0 | | 1 | 0 | | 3 | | 0 | 1 | 1 |
| Other radio stations | 0.7 | 1 | 0 | | 1 | 1 | | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 1 |
| Al Jazeera | 0.6 | 1 | 0 | 1 | 0 | 0 | 1 | | 1 | 0 | 0 | 1 | | 0 | 0 | 1 |
| Politika | 0.5 | 1 | 0 | 0 | 1 | | 1 | | 0 | 1 | 1 | 0 | | 1 | 0 | 1 |
| CNN | 0.4 | 1 | 0 | | 1 | | 1 | 1 | 0 | 0 | 0 | | 1 | 1 | 0 | 1 |
| Other print media | 0.4 | 1 | 0 | | | | 1 | | 1 | | | 1 | | 1 | 0 | 0 |
| Krik.rs | 0.3 | 0 | 0 | | 1 | 0 | 0 | | 1 | | | 1 | 0 | 0 | 0 | 0 |
| Insajder | 0.3 | 1 | 0 | | 0 | 0 | 0 | | 1 | | | 1 | 0 | | 0 | 0 |
| Blic.rs | 0.2 | 0 | | 1 | 0 | | | | 0 | 0 | | 0 | | 1 | 0 | |
| Radio S | 0.1 | 0 | | | 0 | | | | 0 | | | 0 | | | | 0 |
| Radio Beograd | 0.1 | 0 | | | 0 | | | | 0 | | | 0 | | | | 0 |
| Other | 5.4 | 6 | 5 | 4 | 5 | 7 | 5 | 4 | 5 | 8 | 7 | 4 | 6 | 5 | 5 | 5 |
| I do not trust any media outlet | 0.7 | 1 | 1 | | | 2 | 0 | 1 | 1 | 0 | 1 | 1 | | 1 | 1 | 1 |
| Don't know/ Refusal | 35.9 | 30 | 41 | 31 | 29 | 37 | 43 | 61 | 30 | 26 | 26 | 39 | 34 | 45 | 32 | 41 |

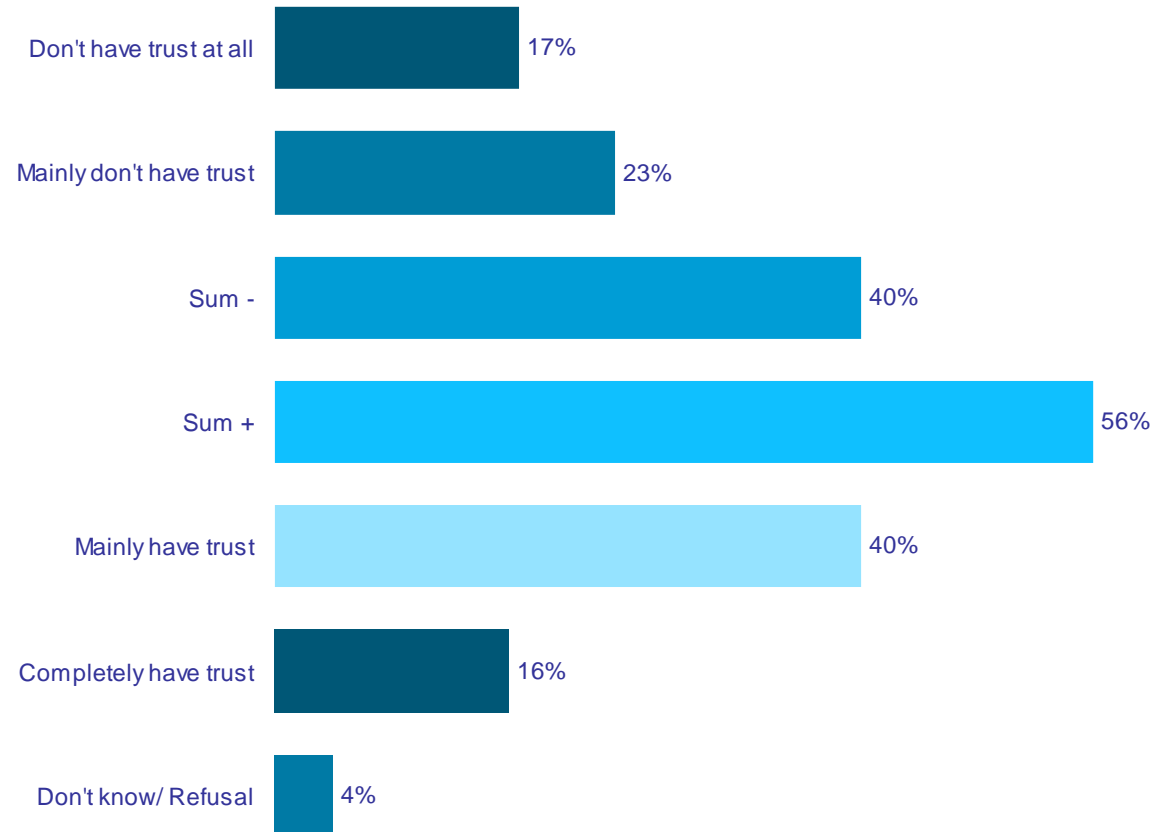
And what specific media outlets (TV channel, radio station, newspaper or news web portal) do you distrust the most?

Multiple answers; Base: Total target population

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 397 | 63 | 476 | 511 | 463 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| TV Pink | 31.1 | 19 | 47 | 38 | 43 | 20 | 40 | 37 | 19 | 21 | 22 | 34 | 43 | 32 |
| N1 | 14.8 | 20 | 10 | 4 | 8 | 21 | 11 | 13 | 20 | 11 | 17 | 15 | 13 | 16 |
| RTS - Radio televizija Srbije | 14.0 | 7 | 21 | 28 | 22 | 6 | 20 | 11 | 8 | 8 | 12 | 16 | 19 | 12 |
| Informer | 12.8 | 6 | 22 | 11 | 19 | 7 | 17 | 13 | 8 | 6 | 6 | 15 | 21 | 14 |
| TV Happy | 11.7 | 7 | 17 | 17 | 17 | 7 | 13 | 14 | 9 | 9 | 7 | 10 | 17 | 13 |
| Kurir | 8.7 | 3 | 16 | 8 | 12 | 5 | 11 | 6 | 7 | 5 | 7 | 6 | 14 | 9 |
| Prva Tv | 5.5 | 5 | 7 | 4 | 7 | 4 | 8 | 4 | 3 | 5 | 2 | 9 | 8 | 4 |
| B92/ O2 | 5.2 | 5 | 6 | 6 | 7 | 3 | 6 | 9 | 4 | 5 | 5 | 5 | 6 | 5 |
| Blic | 4.8 | 2 | 8 | 8 | 6 | 4 | 6 | 2 | 5 | 2 | 6 | 3 | 7 | 4 |
| Alo | 4.1 | 2 | 7 | 4 | 6 | 2 | 5 | 5 | 2 | | 3 | 5 | 7 | 4 |
| TV Nova S | 3.1 | 3 | 3 | 5 | 3 | 3 | 3 | 1 | 3 | | 4 | 3 | 5 | 3 |
| Other TV stations | 2.7 | 2 | 4 | 4 | 3 | 3 | 4 | 1 | 2 | | 2 | 6 | 3 | 2 |
| Srpski telegraf | 2.4 | 1 | 4 | 4 | 3 | 2 | 2 | 0 | 3 | | 0 | 1 | 4 | 5 |
| Other portals | 1.8 | 0 | 3 | 5 | 2 | 2 | 2 | 4 | 1 | 0 | 2 | 2 | 2 | 2 |
| Telegraf.rs | 1.1 | 0 | 2 | | 2 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 2 | 1 |
| Social networks (Fb, You Tube, Twitter..) | 0.9 | 0 | 1 | 2 | 1 | 1 | 1 | | 1 | | 1 | 1 | 1 | 1 |
| Večernje novosti | 0.8 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | | 2 | 2 | 1 | |
| Danas | 0.8 | 1 | 0 | | 0 | 1 | 0 | 1 | 1 | | 2 | 2 | 0 | 0 |
| BBC | 0.8 | | 2 | | 1 | 1 | 1 | 2 | 1 | | | | 2 | 1 |
| Other radio stations | 0.7 | 1 | 1 | 1 | 1 | 1 | 2 | | | | 2 | | 1 | |
| Al Jazeera | 0.6 | 1 | 0 | | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | |
| Politika | 0.5 | 1 | 0 | | 0 | 1 | 1 | | 0 | | | 0 | 2 | |
| CNN | 0.4 | 1 | | | 0 | 1 | 0 | | 1 | | 1 | 0 | 1 | |
| Other print media | 0.4 | 1 | | | | 1 | 0 | | 1 | | 1 | 1 | 1 | |
| Krik.rs | 0.3 | 0 | 1 | | 0 | 1 | 0 | 1 | 0 | | 1 | | 1 | |
| Insajder | 0.3 | | 1 | 2 | 0 | 0 | 1 | | 0 | | 1 | 1 | | |
| Blic.rs | 0.2 | | 0 | | 0 | | 0 | 1 | | 1 | | | | |
| Radio S | 0.1 | | 0 | | 0 | | 0 | | | | | | 0 | |
| Radio Beograd | 0.1 | | 0 | | 0 | | | 1 | | | 0 | | | |
| Other | 5.4 | 6 | 4 | 5 | 5 | 5 | 7 | 10 | 3 | 6 | 6 | 4 | 8 | 2 |
| I do not trust any media outlet | 0.7 | 1 | 0 | 2 | 1 | 1 | 1 | 3 | 0 | 2 | 0 | 0 | 1 | 1 |
| Don't know/ Refusal | 35.9 | 44 | 24 | 36 | 33 | 38 | 30 | 30 | 44 | 52 | 38 | 32 | 20 | 46 |

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

Base: Total target population

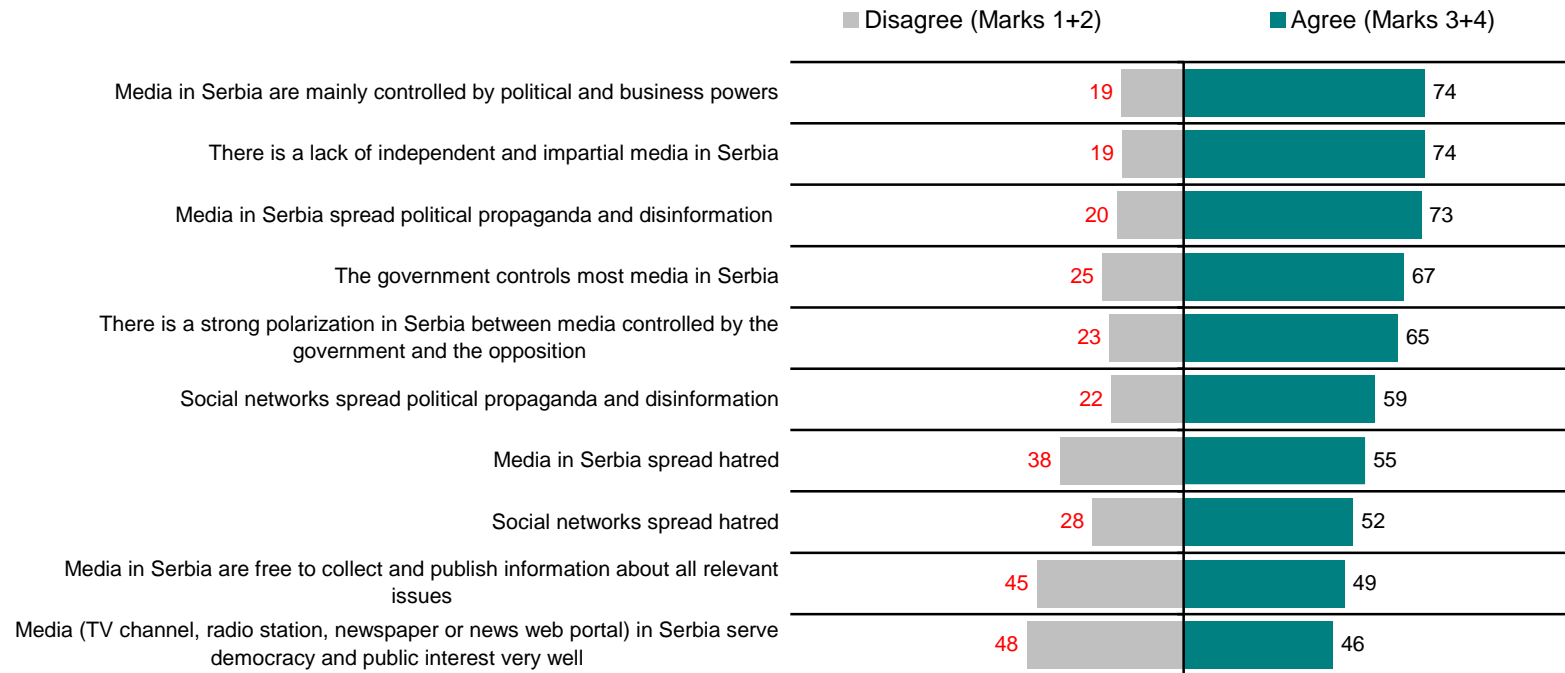
| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Don't have trust at all | 16.7 | 17 | 17 | 11 | 27 | 19 | 10 | 10 | 18 | 22 | 24 | 16 | 17 | 10 | 20 | 12 |
| Mainly don't have trust | 23.3 | 24 | 22 | 35 | 28 | 20 | 16 | 11 | 24 | 36 | 30 | 22 | 21 | 20 | 28 | 16 |
| Sum - | 40.0 | 41 | 39 | 46 | 55 | 38 | 25 | 21 | 41 | 58 | 54 | 38 | 38 | 31 | 48 | 28 |
| Sum + | 55.9 | 56 | 56 | 52 | 42 | 57 | 69 | 73 | 55 | 40 | 44 | 55 | 58 | 66 | 48 | 67 |
| Mainly have trust | 40.0 | 44 | 37 | 44 | 29 | 43 | 44 | 39 | 43 | 33 | 30 | 39 | 41 | 49 | 38 | 43 |
| Completely have trust | 16.0 | 13 | 19 | 8 | 14 | 14 | 25 | 33 | 12 | 7 | 14 | 16 | 17 | 17 | 10 | 24 |
| Don't know/ Refusal | 4.0 | 3 | 5 | 2 | 3 | 5 | 6 | 7 | 4 | 2 | 2 | 7 | 4 | 3 | 4 | 4 |
| Total | | 100% | | | | | | | | | | | | | | |
| Mean | 2.6 | 2.5 | 2.6 | 2.5 | 2.3 | 2.5 | 2.9 | 3.0 | 2.5 | 2.3 | 2.4 | 2.6 | 2.6 | 2.8 | 2.4 | 2.8 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| Don't have trust at all | 16.7 | 11 | 24 | 19 | 29 | 6 | 20 | 24 | 11 | 13 | 16 | 16 | 21 | 16 | |
| Mainly don't have trust | 23.3 | 15 | 32 | 37 | 36 | 11 | 29 | 23 | 17 | 10 | 22 | 29 | 27 | 24 | |
| Sum - | 40.0 | 26 | 56 | 56 | 65 | 17 | 50 | 47 | 28 | 23 | 38 | 45 | 48 | 39 | |
| Sum + | 55.9 | 70 | 41 | 40 | 31 | 80 | 48 | 49 | 67 | 70 | 57 | 52 | 50 | 55 | |
| Mainly have trust | 40.0 | 47 | 34 | 33 | 26 | 54 | 37 | 36 | 44 | 48 | 37 | 43 | 35 | 42 | |
| Completely have trust | 16.0 | 23 | 8 | 7 | 5 | 26 | 11 | 13 | 23 | 22 | 21 | 9 | 15 | 13 | |
| Don't know/ Refusal | 4.0 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 6 | 7 | 4 | 3 | 1 | 6 | |
| Total | | 100% | | | | | | | | | | | | | |
| Mean | 2.6 | 2.9 | 2.3 | 2.3 | 2.1 | 3.0 | 2.4 | 2.4 | 2.8 | 2.8 | 2.7 | 2.5 | 2.5 | 2.6 | |

ATTITUDES AND EXPERIENCES WITH MEDIA

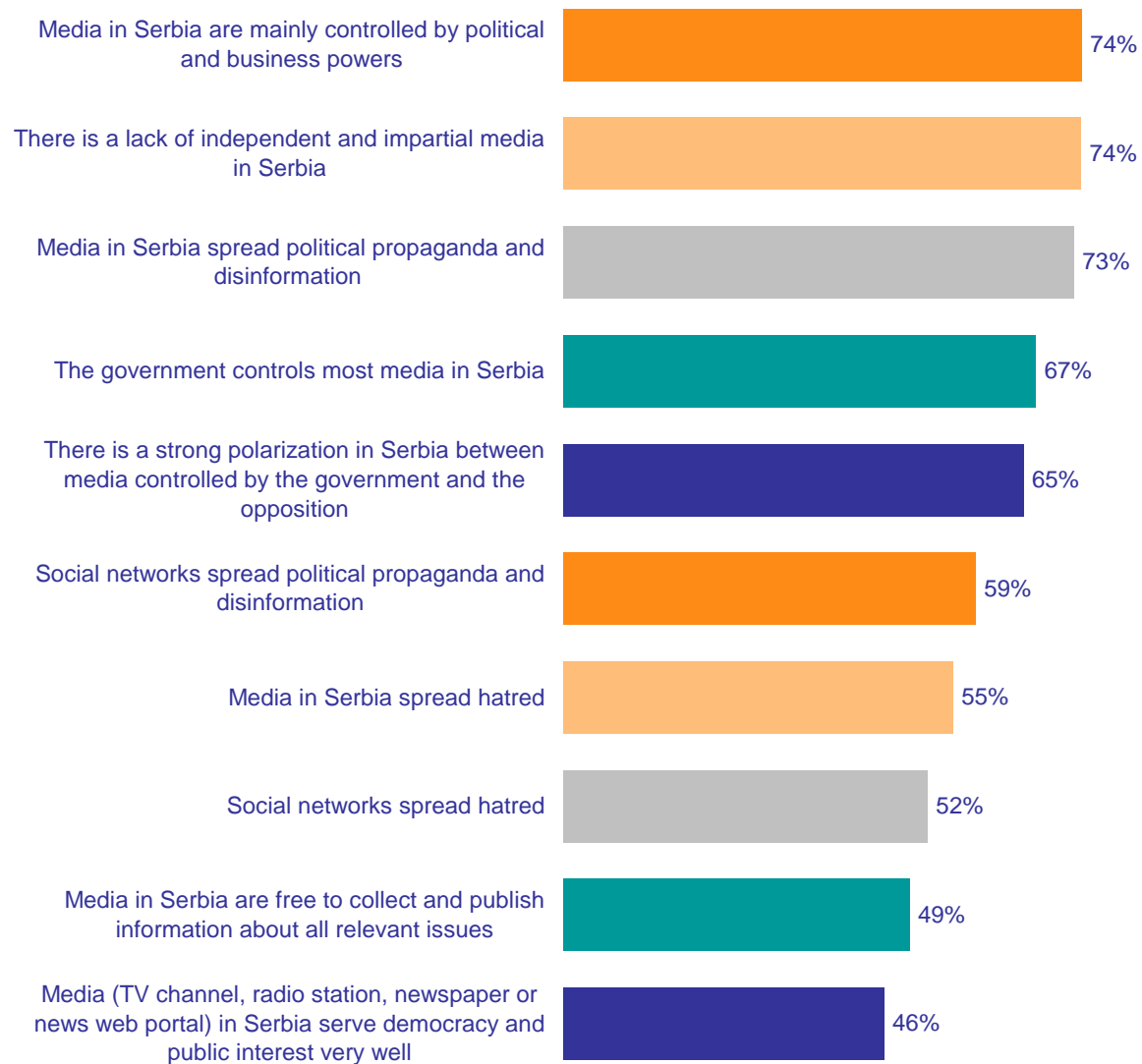
On a scale from 1 to 4, assess how much do you agree with the following statements:

| | N | Strongly disagree | Somewhat disagree | Somewhat agree | Strongly agree | Don't know/ not sure/ Refusal | Disagree (Marks 1+2) | Agree (Marks 3+4) | Total |
|---|------|-------------------|-------------------|----------------|----------------|-------------------------------|----------------------|-------------------|-------|
| Media (TV channel, radio station, newspaper or news web portal) in Serbia 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 Serbia 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 Serbia 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 Serbia | 1004 | 13.1 | 11.6 | 26.1 | 41.1 | 8.2 | 24.7 | 67.2 | |
| There is a strong polarization in Serbia 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 Serbia | 1004 | 9.9 | 8.8 | 21.8 | 51.8 | 7.7 | 18.7 | 73.6 | |
| Media in Serbia spread political propaganda and disinformation | 1004 | 6.9 | 13.4 | 35.9 | 36.7 | 7.1 | 20.2 | 72.6 | |
| Media in Serbia 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: - Agree (Marks 3+4)

Base: Total target population



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

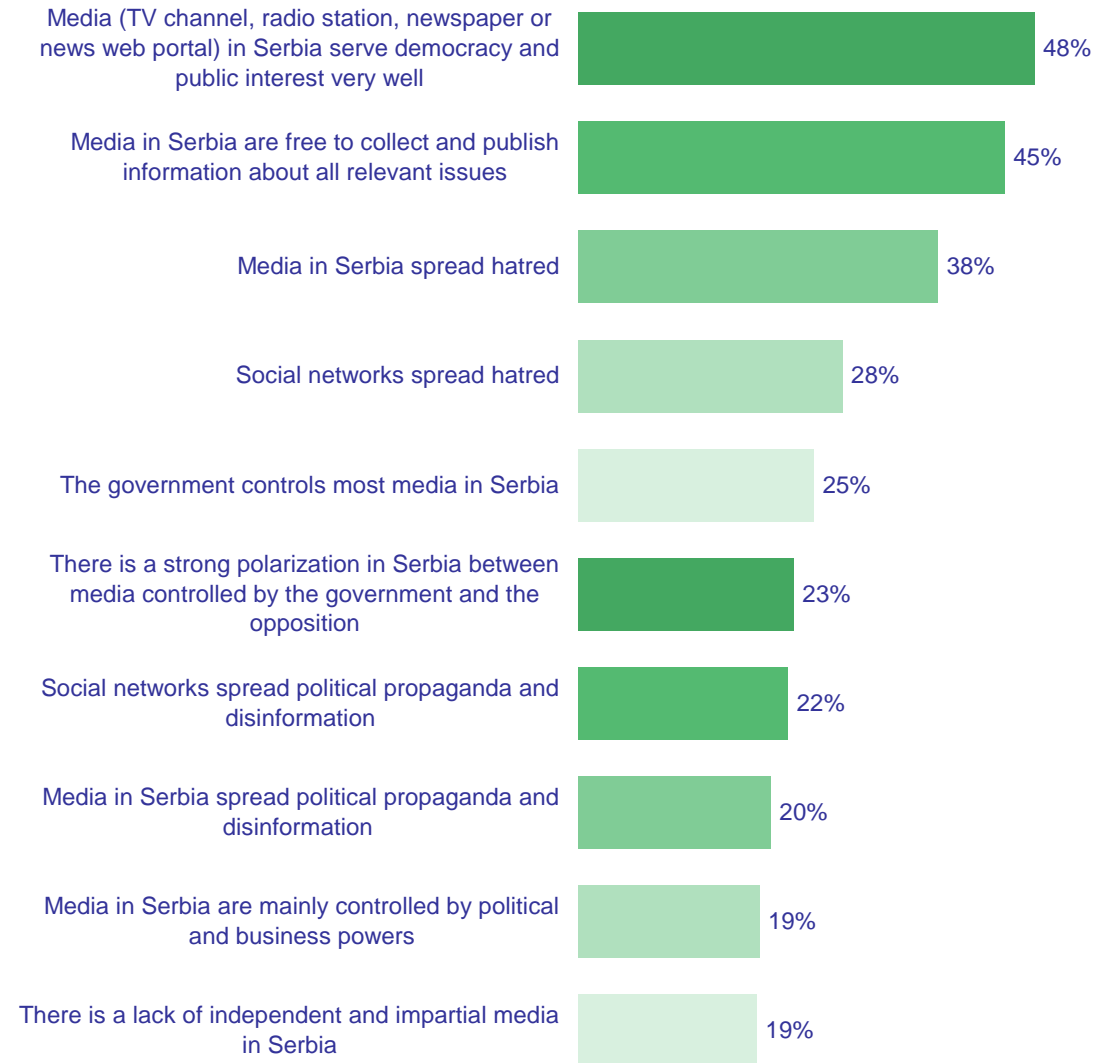
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Media in Serbia are mainly controlled by political and business powers | 73.7 | 78 | 70 | 80 | 81 | 74 | 64 | 54 | 77 | 85 | 78 | 73 | 75 | 68 | 76 | 71 |
| There is a lack of independent and impartial media in Serbia | 73.6 | 75 | 72 | 86 | 82 | 75 | 57 | 57 | 76 | 85 | 79 | 75 | 73 | 67 | 78 | 67 |
| Media in Serbia spread political propaganda and disinformation | 72.6 | 74 | 71 | 80 | 79 | 64 | 70 | 59 | 75 | 81 | 83 | 70 | 69 | 69 | 78 | 66 |
| The government controls most media in Serbia | 67.2 | 67 | 68 | 83 | 77 | 65 | 50 | 55 | 68 | 79 | 66 | 65 | 71 | 66 | 67 | 67 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 65.4 | 67 | 64 | 70 | 68 | 60 | 65 | 56 | 67 | 70 | 67 | 65 | 67 | 63 | 66 | 64 |
| Social networks spread political propaganda and disinformation | 58.6 | 59 | 59 | 74 | 66 | 56 | 44 | 35 | 63 | 71 | 65 | 58 | 61 | 50 | 62 | 54 |
| Media in Serbia spread hatred | 55.4 | 54 | 57 | 55 | 61 | 51 | 55 | 54 | 55 | 59 | 60 | 51 | 56 | 54 | 57 | 53 |
| Social networks spread hatred | 51.8 | 49 | 54 | 66 | 58 | 50 | 39 | 35 | 55 | 60 | 57 | 50 | 55 | 44 | 55 | 48 |
| Media in Serbia are free to collect and publish information about all relevant issues | 49.2 | 47 | 51 | 33 | 37 | 55 | 64 | 56 | 51 | 36 | 42 | 52 | 51 | 51 | 46 | 53 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 45.6 | 45 | 46 | 35 | 36 | 48 | 58 | 63 | 45 | 30 | 38 | 46 | 54 | 43 | 41 | 52 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Media in Serbia are mainly controlled by political and business powers | 73.7 | 67 | 82 | 82 | 83 | 66 | 81 | 76 | 65 | 59 | 70 | 80 | 80 | 75 |
| There is a lack of independent and impartial media in Serbia | 73.6 | 65 | 85 | 82 | 84 | 64 | 83 | 77 | 62 | 62 | 72 | 79 | 81 | 68 |
| Media in Serbia spread political propaganda and disinformation | 72.6 | 66 | 81 | 81 | 83 | 64 | 75 | 72 | 70 | 62 | 71 | 80 | 74 | 73 |
| The government controls most media in Serbia | 67.2 | 58 | 78 | 76 | 79 | 57 | 77 | 72 | 55 | 61 | 62 | 73 | 73 | 65 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 65.4 | 65 | 70 | 53 | 66 | 66 | 66 | 63 | 65 | 51 | 69 | 63 | 72 | 64 |
| Social networks spread political propaganda and disinformation | 58.6 | 50 | 70 | 63 | 64 | 54 | 66 | 61 | 50 | 39 | 52 | 66 | 70 | 60 |
| Media in Serbia spread hatred | 55.4 | 52 | 61 | 54 | 62 | 49 | 55 | 60 | 55 | 47 | 60 | 56 | 57 | 54 |
| Social networks spread hatred | 51.8 | 44 | 62 | 58 | 56 | 48 | 55 | 58 | 47 | 35 | 46 | 54 | 62 | 56 |
| Media in Serbia are free to collect and publish information about all relevant issues | 49.2 | 62 | 34 | 38 | 30 | 67 | 43 | 47 | 57 | 54 | 54 | 46 | 44 | 48 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 45.6 | 59 | 32 | 29 | 22 | 68 | 38 | 35 | 56 | 52 | 53 | 46 | 36 | 44 |

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

Base: Total target population



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

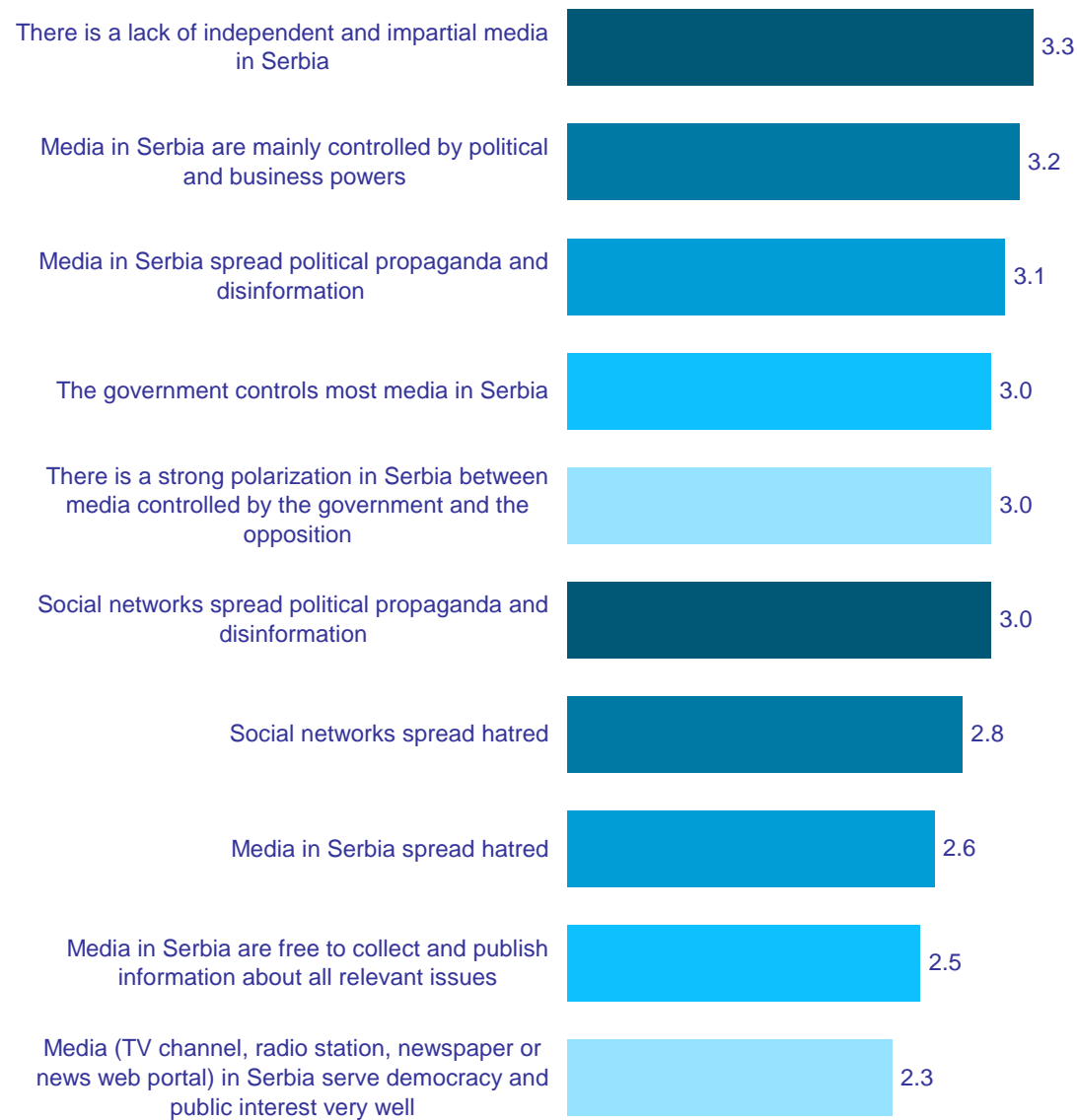
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 47.8 | 50 | 46 | 62 | 55 | 46 | 34 | 24 | 51 | 65 | 57 | 48 | 40 | 47 | 53 | 41 |
| Media in Serbia are free to collect and publish information about all relevant issues | 44.7 | 48 | 42 | 63 | 56 | 40 | 28 | 30 | 44 | 61 | 53 | 43 | 43 | 41 | 49 | 38 |
| Media in Serbia spread hatred | 37.7 | 40 | 36 | 38 | 33 | 43 | 37 | 35 | 39 | 36 | 34 | 41 | 37 | 38 | 37 | 39 |
| Social networks spread hatred | 27.7 | 31 | 25 | 29 | 35 | 29 | 19 | 21 | 29 | 30 | 30 | 28 | 27 | 25 | 28 | 27 |
| The government controls most media in Serbia | 24.7 | 28 | 22 | 11 | 17 | 29 | 36 | 27 | 27 | 17 | 25 | 26 | 22 | 25 | 25 | 24 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 22.6 | 21 | 24 | 21 | 24 | 25 | 21 | 23 | 22 | 23 | 26 | 22 | 20 | 22 | 24 | 20 |
| Social networks spread political propaganda and disinformation | 22.0 | 22 | 22 | 21 | 27 | 24 | 16 | 23 | 22 | 21 | 24 | 23 | 20 | 21 | 22 | 22 |
| Media in Serbia spread political propaganda and disinformation | 20.2 | 19 | 21 | 15 | 14 | 28 | 21 | 28 | 19 | 15 | 14 | 21 | 22 | 23 | 17 | 25 |
| Media in Serbia are mainly controlled by political and business powers | 19.0 | 17 | 21 | 17 | 15 | 20 | 22 | 28 | 18 | 11 | 18 | 19 | 17 | 23 | 18 | 20 |
| There is a lack of independent and impartial media in Serbia | 18.7 | 18 | 19 | 10 | 14 | 19 | 29 | 26 | 19 | 11 | 16 | 19 | 17 | 23 | 16 | 22 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 47.8 | 34 | 63 | 68 | 70 | 27 | 56 | 57 | 36 | 33 | 42 | 50 | 61 | 46 |
| Media in Serbia are free to collect and publish information about all relevant issues | 44.7 | 32 | 61 | 55 | 63 | 29 | 53 | 46 | 35 | 31 | 42 | 46 | 53 | 46 |
| Media in Serbia spread hatred | 37.7 | 41 | 34 | 38 | 30 | 46 | 40 | 33 | 37 | 41 | 35 | 40 | 41 | 33 |
| Social networks spread hatred | 27.7 | 25 | 32 | 29 | 28 | 29 | 37 | 22 | 19 | 27 | 25 | 32 | 34 | 19 |
| The government controls most media in Serbia | 24.7 | 33 | 17 | 15 | 14 | 35 | 19 | 19 | 33 | 25 | 29 | 21 | 26 | 21 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 22.6 | 23 | 21 | 30 | 22 | 23 | 24 | 22 | 21 | 27 | 19 | 27 | 22 | 22 |
| Social networks spread political propaganda and disinformation | 22.0 | 20 | 24 | 26 | 20 | 25 | 25 | 22 | 18 | 22 | 22 | 22 | 26 | 16 |
| Media in Serbia spread political propaganda and disinformation | 20.2 | 26 | 15 | 6 | 10 | 31 | 19 | 19 | 21 | 23 | 23 | 17 | 22 | 15 |
| Media in Serbia are mainly controlled by political and business powers | 19.0 | 23 | 15 | 12 | 11 | 27 | 16 | 19 | 23 | 22 | 23 | 17 | 19 | 15 |
| There is a lack of independent and impartial media in Serbia | 18.7 | 25 | 11 | 12 | 9 | 28 | 13 | 18 | 25 | 18 | 20 | 16 | 17 | 22 |

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

Average values



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

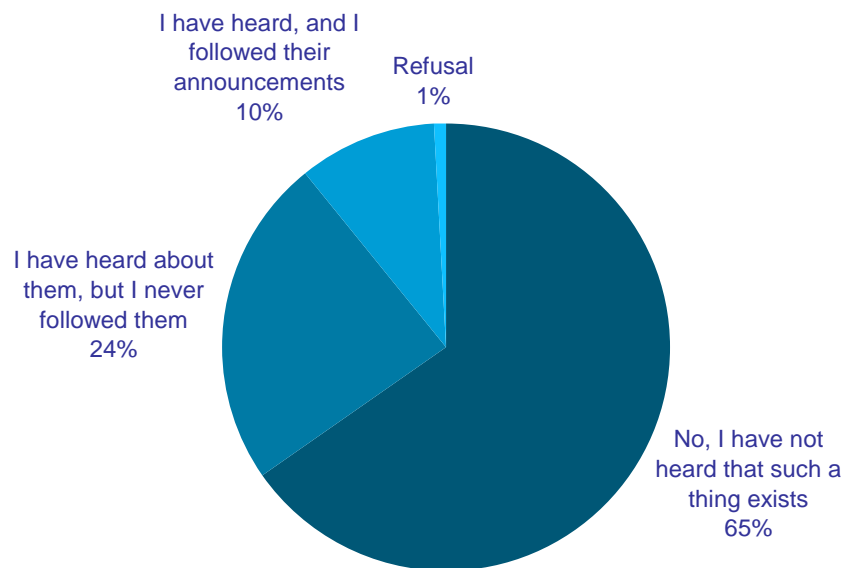
Average values

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 983 | 468 | 515 | 186 | 236 | 275 | 285 | 205 | 578 | 200 | 233 | 266 | 267 | 216 | 584 | 399 |
| There is a lack of independent and impartial media in Serbia | 3.3 | 3.3 | 3.2 | 3.5 | 3.5 | 3.2 | 2.9 | 2.9 | 3.3 | 3.5 | 3.4 | 3.2 | 3.2 | 3.1 | 3.3 | 3.1 |
| Media in Serbia are mainly controlled by political and business powers | 3.2 | 3.3 | 3.1 | 3.4 | 3.4 | 3.1 | 3.0 | 2.8 | 3.2 | 3.5 | 3.3 | 3.2 | 3.3 | 3.1 | 3.2 | 3.1 |
| Media in Serbia spread political propaganda and disinformation | 3.1 | 3.1 | 3.1 | 3.2 | 3.3 | 2.9 | 3.0 | 2.9 | 3.1 | 3.3 | 3.3 | 3.1 | 3.1 | 3.0 | 3.2 | 3.0 |
| The government controls most media in Serbia | 3.0 | 3.0 | 3.1 | 3.4 | 3.3 | 2.9 | 2.6 | 2.9 | 3.0 | 3.3 | 3.0 | 3.0 | 3.2 | 2.9 | 3.1 | 3.0 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 3.0 | 3.1 | 3.0 | 3.1 | 3.0 | 3.0 | 3.1 | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 3.1 | 3.0 | 3.0 | 3.1 |
| Social networks spread political propaganda and disinformation | 3.0 | 2.9 | 3.0 | 3.0 | 3.0 | 2.9 | 2.9 | 2.7 | 3.0 | 3.1 | 3.0 | 3.0 | 3.0 | 2.9 | 3.0 | 2.9 |
| Social networks spread hatred | 2.8 | 2.7 | 2.8 | 2.8 | 2.7 | 2.7 | 2.8 | 2.7 | 2.8 | 2.8 | 2.7 | 2.9 | 2.8 | 2.6 | 2.8 | 2.7 |
| Media in Serbia spread hatred | 2.6 | 2.6 | 2.7 | 2.6 | 2.7 | 2.5 | 2.7 | 2.7 | 2.6 | 2.7 | 2.7 | 2.6 | 2.7 | 2.5 | 2.7 | 2.6 |
| Media in Serbia are free to collect and publish information about all relevant issues | 2.5 | 2.5 | 2.5 | 2.1 | 2.1 | 2.6 | 2.9 | 2.9 | 2.5 | 2.1 | 2.3 | 2.6 | 2.6 | 2.5 | 2.4 | 2.7 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 2.3 | 2.3 | 2.3 | 2.1 | 2.0 | 2.3 | 2.7 | 2.8 | 2.2 | 1.9 | 2.0 | 2.3 | 2.5 | 2.3 | 2.2 | 2.5 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 983 | 510 | 392 | 63 | 461 | 509 | 455 | 114 | 414 | 128 | 235 | 168 | 254 | 197 |
| There is a lack of independent and impartial media in Serbia | 3.3 | 3.0 | 3.5 | 3.5 | 3.6 | 2.9 | 3.4 | 3.4 | 3.0 | 3.1 | 3.2 | 3.4 | 3.3 | 3.2 |
| Media in Serbia are mainly controlled by political and business powers | 3.2 | 3.0 | 3.5 | 3.5 | 3.5 | 2.9 | 3.3 | 3.3 | 3.0 | 3.0 | 3.1 | 3.3 | 3.2 | 3.3 |
| Media in Serbia spread political propaganda and disinformation | 3.1 | 2.9 | 3.3 | 3.4 | 3.4 | 2.8 | 3.2 | 3.1 | 3.0 | 3.0 | 3.0 | 3.2 | 3.2 | 3.2 |
| The government controls most media in Serbia | 3.0 | 2.7 | 3.3 | 3.4 | 3.4 | 2.7 | 3.3 | 3.1 | 2.8 | 2.9 | 3.0 | 3.2 | 3.0 | 3.0 |
| There is a strong polarization in Serbia between media controlled by the government and the opposition | 3.0 | 3.0 | 3.1 | 2.6 | 3.1 | 3.0 | 3.0 | 3.1 | 3.0 | 2.8 | 3.1 | 2.9 | 3.1 | 3.0 |
| Social networks spread political propaganda and disinformation | 3.0 | 2.9 | 3.0 | 2.9 | 3.0 | 2.9 | 2.9 | 3.0 | 3.0 | 2.8 | 2.9 | 3.0 | 2.9 | 3.1 |
| Social networks spread hatred | 2.8 | 2.8 | 2.7 | 2.8 | 2.8 | 2.7 | 2.7 | 2.9 | 2.9 | 2.6 | 2.7 | 2.8 | 2.7 | 2.9 |
| Media in Serbia spread hatred | 2.6 | 2.6 | 2.7 | 2.7 | 2.9 | 2.4 | 2.6 | 2.7 | 2.6 | 2.5 | 2.7 | 2.7 | 2.6 | 2.7 |
| Media in Serbia are free to collect and publish information about all relevant issues | 2.5 | 2.8 | 2.1 | 2.1 | 2.1 | 2.9 | 2.3 | 2.5 | 2.7 | 2.8 | 2.7 | 2.4 | 2.3 | 2.4 |
| Media (TV channel, radio station, newspaper or news web portal) in Serbia serve democracy and public interest very well | 2.3 | 2.6 | 2.0 | 1.8 | 1.8 | 2.8 | 2.1 | 2.0 | 2.6 | 2.6 | 2.5 | 2.3 | 2.0 | 2.3 |

Have you heard of any media or organization in Serbia that deals with checking the accuracy of news and information (so-called fact-checkers) such as Fake News Tragač (Novosadske novinarske škole), Istinomer, Raskrikavanje?

Base: Total target population



Have you heard of any media or organization in Serbia that deals with checking the accuracy of news and information (so-called fact-checkers) such as Fake News Tragač (Novosadske novinarske škole), Istinomer, Raskrikavanje?

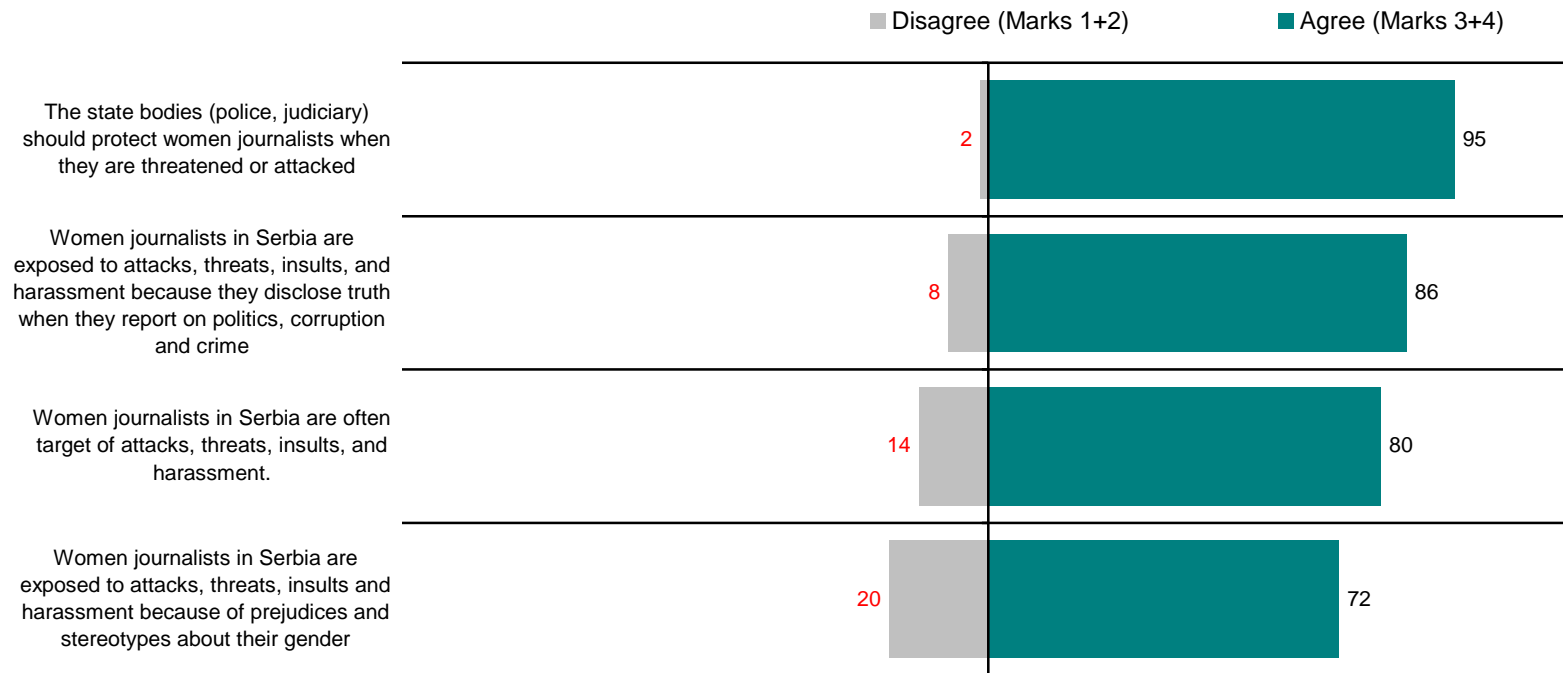
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|--|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.03 | | 0.00 | | | | 0.00 | | | 0.00 | | | | 0.00 | |
| No, I have not heard that such a thing exists | 65.4 | 65 | 65 | 63 | 55 | 65 | 76 | 84 | 64 | 49 | 53 | 67 | 67 | 74 | 60 | 73 |
| I have heard about them, but I never followed them | 23.9 | 22 | 26 | 27 | 27 | 26 | 17 | 14 | 25 | 31 | 25 | 27 | 27 | 16 | 26 | 21 |
| I have heard, and I followed their announcements | 9.8 | 12 | 7 | 10 | 16 | 8 | 6 | 1 | 10 | 20 | 22 | 5 | 5 | 8 | 14 | 4 |
| Refusal | 0.9 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | 1 | 0 | | 3 | 0 | 2 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|--|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|-------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001-86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| No, I have not heard that such a thing exists | 65.4 | 75 | 53 | 69 | 57 | 73 | 59 | 58 | 74 | 78 | 74 | 62 | 55 | 63 | |
| I have heard about them, but I never followed them | 23.9 | 20 | 30 | 21 | 27 | 21 | 27 | 29 | 20 | 15 | 22 | 25 | 28 | 26 | |
| I have heard, and I followed their announcements | 9.8 | 5 | 17 | 8 | 15 | 5 | 13 | 10 | 6 | 5 | 4 | 11 | 17 | 9 | |
| Refusal | 0.9 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 2 | 2 | 2 | | 2 | |
| Total | | 100% | | | | | | | | | | | | | |

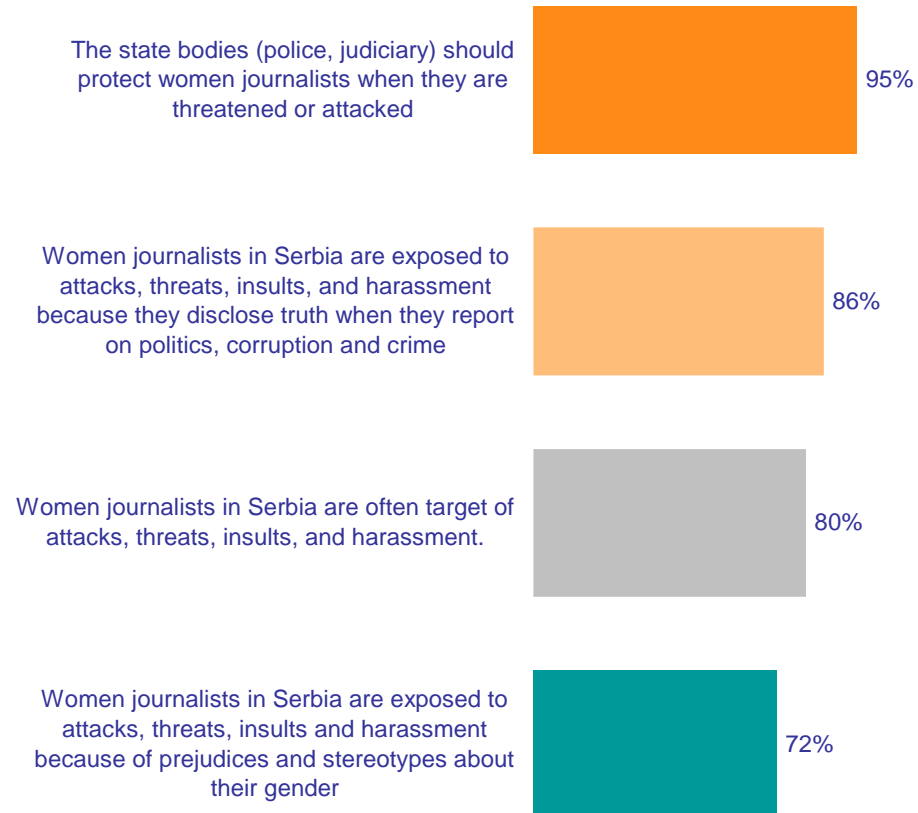
The following statements refer to the position of women journalists in Serbia. On a scale from 1 to 4 , how much do you agree with each.

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

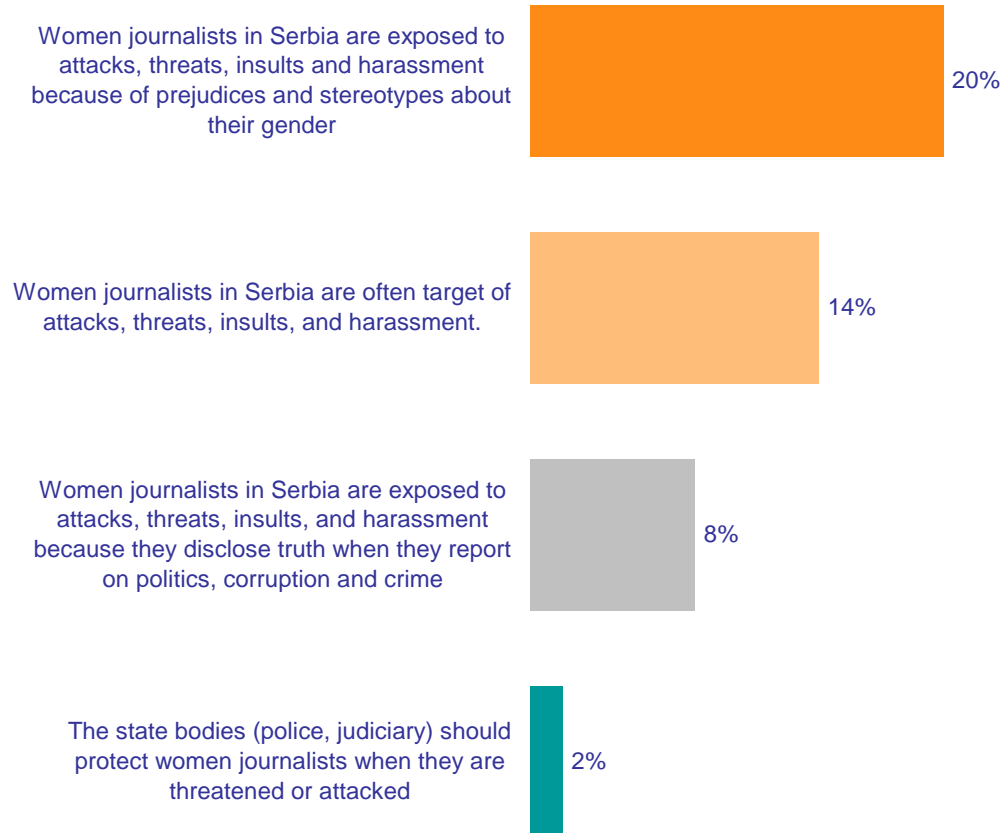
Base:

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked | 95.4 | 95 | 96 | 95 | 94 | 96 | 96 | 91 | 97 | 95 | 98 | 96 | 95 | 92 | 96 | 94 |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 85.6 | 84 | 87 | 85 | 83 | 87 | 87 | 85 | 85 | 88 | 87 | 85 | 90 | 80 | 85 | 86 |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 80.4 | 76 | 85 | 78 | 79 | 79 | 85 | 81 | 80 | 82 | 80 | 83 | 84 | 73 | 81 | 80 |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 71.8 | 66 | 77 | 68 | 74 | 74 | 70 | 68 | 73 | 73 | 70 | 71 | 74 | 71 | 73 | 71 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|----|---|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | | |
| N | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked | 95.4 | 95 | 96 | 98 | 94 | 97 | 94 | 97 | 96 | 88 | 98 | 96 | 96 | 96 | 96 | |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 85.6 | 87 | 84 | 84 | 86 | 87 | 84 | 89 | 87 | 80 | 86 | 89 | 85 | 87 | | |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 80.4 | 82 | 81 | 80 | 77 | 85 | 77 | 83 | 83 | 75 | 82 | 87 | 79 | 78 | | |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 71.8 | 73 | 72 | 68 | 70 | 75 | 70 | 78 | 73 | 65 | 78 | 71 | 71 | 71 | | |

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

Base:

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 20.3 | 25 | 16 | 26 | 18 | 21 | 17 | 14 | 22 | 23 | 25 | 19 | 19 | 18 | 22 | 18 |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 14.2 | 18 | 10 | 16 | 14 | 17 | 11 | 11 | 16 | 13 | 14 | 12 | 14 | 18 | 14 | 14 |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 8.1 | 10 | 6 | 8 | 8 | 8 | 7 | 8 | 9 | 7 | 9 | 7 | 7 | 10 | 9 | 6 |
| The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked | 1.6 | 2 | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 2 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|---|---|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | | |
| N | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 20.3 | 19 | 22 | 25 | 24 | 17 | 25 | 14 | 17 | 15 | 15 | 24 | 25 | 20 | | |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 14.2 | 14 | 14 | 16 | 17 | 12 | 16 | 15 | 12 | 15 | 16 | 9 | 17 | 13 | | |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 8.1 | 7 | 9 | 9 | 9 | 8 | 9 | 7 | 7 | 10 | 9 | 7 | 9 | 5 | | |
| The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked | 1.6 | 2 | 2 | | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | | |

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

Average values

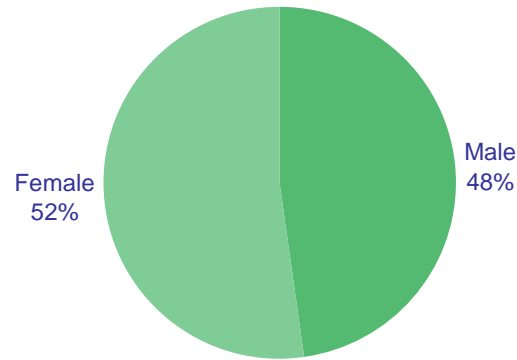
| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 988 | 475 | 514 | 184 | 238 | 280 | 286 | 209 | 581 | 199 | 234 | 267 | 273 | 214 | 586 | 402 |
| 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 | 3.9 | 3.9 | 3.8 | 3.8 | 3.8 | 3.9 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 3.5 | 3.4 | 3.6 | 3.4 | 3.5 | 3.5 | 3.6 | 3.6 | 3.5 | 3.5 | 3.4 | 3.6 | 3.5 | 3.5 | 3.5 | 3.5 |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 3.3 | 3.2 | 3.4 | 3.2 | 3.2 | 3.4 | 3.5 | 3.4 | 3.3 | 3.3 | 3.3 | 3.4 | 3.4 | 3.2 | 3.3 | 3.3 |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 3.1 | 2.9 | 3.2 | 2.9 | 3.1 | 3.1 | 3.2 | 3.2 | 3.1 | 3.1 | 2.9 | 3.2 | 3.1 | 3.2 | 3.1 | 3.1 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal |
| N | 988 | 515 | 393 | 63 | 467 | 507 | 457 | 115 | 416 | 132 | 235 | 167 | 255 | 198 |
| The state bodies (police, judiciary) should protect women journalists when they are threatened or attacked | 3.8 | 3.8 | 3.8 | 3.9 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.9 | 3.8 |
| Women journalists in Serbia are exposed to attacks, threats, insults, and harassment because they disclose truth when they report on politics, corruption and crime | 3.5 | 3.6 | 3.5 | 3.4 | 3.5 | 3.5 | 3.4 | 3.5 | 3.6 | 3.5 | 3.5 | 3.5 | 3.5 | 3.5 |
| Women journalists in Serbia are often target of attacks, threats, insults, and harassment. | 3.3 | 3.4 | 3.3 | 3.3 | 3.3 | 3.4 | 3.3 | 3.3 | 3.4 | 3.3 | 3.3 | 3.5 | 3.3 | 3.3 |
| Women journalists in Serbia are exposed to attacks, threats, insults and harassment because of prejudices and stereotypes about their gender | 3.1 | 3.2 | 3.0 | 3.0 | 3.0 | 3.2 | 3.0 | 3.2 | 3.2 | 3.1 | 3.2 | 3.0 | 3.0 | 3.1 |

DEMOGRAPHICS

Gender

Base: Total target population

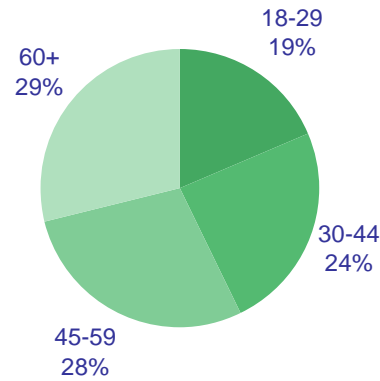


| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|--------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.00 | | 0.09 | | | | 0.01 | | | 0.94 | | | | 0.46 | |
| Male | 47.8 | 100 | | 51 | 52 | 48 | 42 | 42 | 52 | 42 | 46 | 48 | 48 | 49 | 47 | 49 |
| Female | 52.2 | | 100 | 49 | 48 | 52 | 58 | 58 | 48 | 58 | 54 | 52 | 52 | 51 | 53 | 51 |
| Total | 100% | | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|--------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.11 | | | 0.22 | | 0.00 | | | 0.30 | | | | | |
| Male | 47.8 | 45 | 52 | 50 | 50 | 46 | 58 | 46 | 37 | 49 | 47 | 45 | 53 | 44 | |
| Female | 52.2 | 55 | 48 | 50 | 50 | 54 | 42 | 54 | 63 | 51 | 53 | 55 | 47 | 56 | |
| Total | 100% | | | | | | | | | | | | | | |

Age categories

Base: Total target population

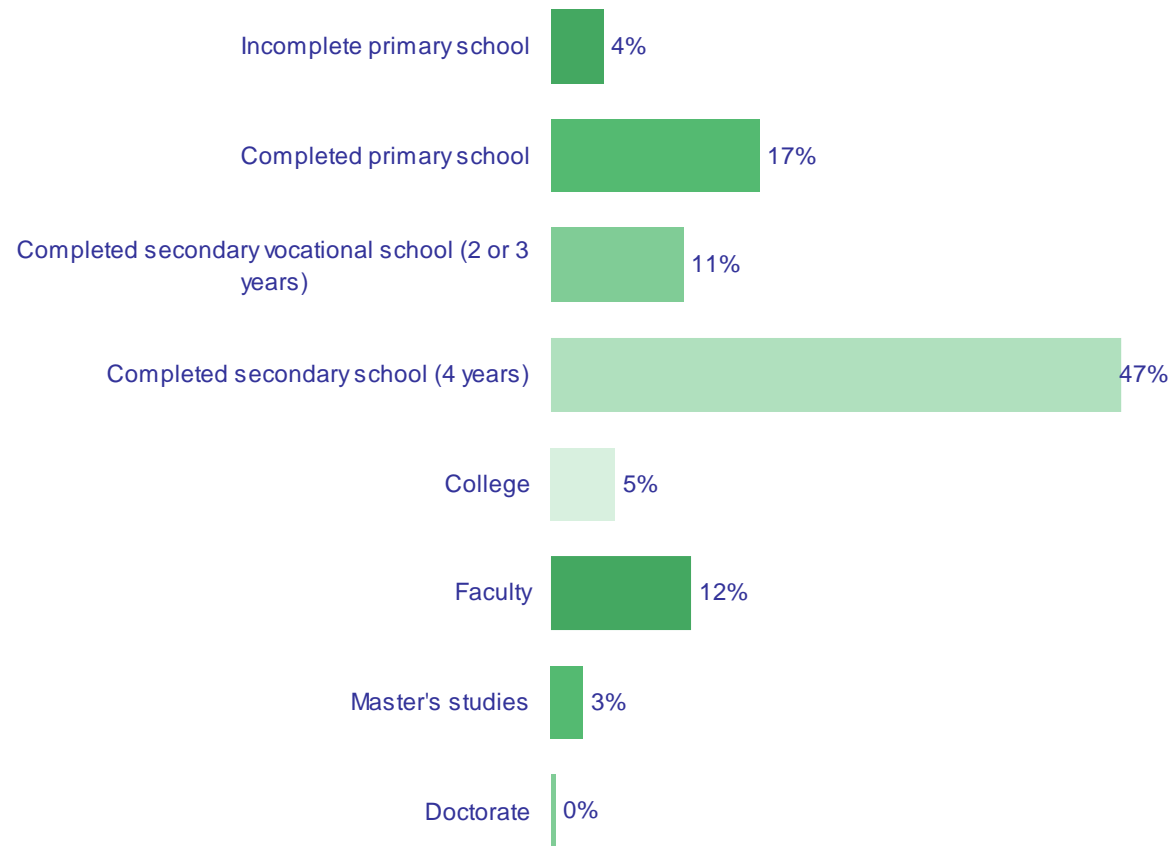


| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------|-------|--------|--------|----------------|-------|-------|------|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.09 | | 0.00 | | | | 0.00 | | | 0.92 | | | | 0.08 | |
| 18-29 | 18.6 | 20 | 18 | 100 | | | | 5 | 22 | 22 | 19 | 19 | 18 | 18 | 19 | 17 |
| 30-44 | 24.3 | 27 | 22 | | 100 | | | 13 | 23 | 40 | 28 | 23 | 23 | 25 | 27 | 21 |
| 45-59 | 28.1 | 28 | 28 | | | 100 | | 29 | 31 | 19 | 25 | 30 | 30 | 26 | 27 | 30 |
| 60+ | 29.0 | 25 | 32 | | | | 100 | 53 | 24 | 18 | 29 | 28 | 29 | 31 | 27 | 32 |
| Total | | 100% | | | | | | | | | | | | | | |
| Mean | 48.4 | 47.3 | 49.4 | 24.5 | 36.9 | 52.3 | 69.6 | 59.4 | 46.0 | 43.5 | 47.8 | 47.8 | 48.8 | 49.3 | 47.4 | 49.9 |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|-------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | |
| 18-29 | 18.6 | 7 | 32 | 30 | 24 | 13 | 19 | 25 | 17 | 11 | 14 | 22 | 17 | 29 |
| 30-44 | 24.3 | 10 | 40 | 42 | 31 | 19 | 41 | 27 | 5 | 11 | 17 | 28 | 39 | 20 |
| 45-59 | 28.1 | 35 | 19 | 21 | 26 | 30 | 36 | 42 | 16 | 40 | 25 | 23 | 32 | 22 |
| 60+ | 29.0 | 48 | 9 | 7 | 19 | 38 | 4 | 6 | 62 | 39 | 43 | 27 | 12 | 29 |
| Total | | 100% | | | | | | | | | | | | |
| Mean | 48.4 | 57.7 | 37.9 | 37.8 | 44.0 | 52.7 | 41.2 | 42.2 | 57.9 | 55.3 | 52.8 | 45.6 | 44.0 | 46.6 |

What is your highest acquired education level?

Base: Total target population



What is your highest acquired education level?

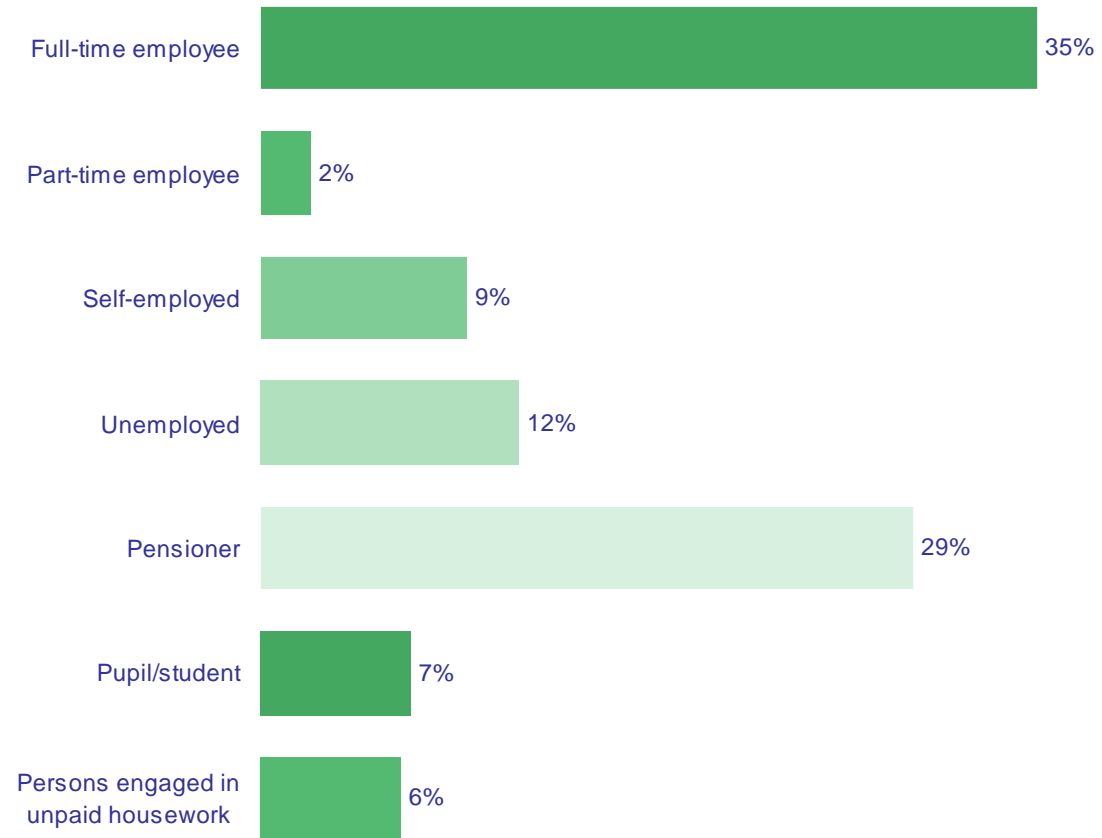
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|--|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.13 | | 0.00 | | | | 0.00 | | | 0.00 | | | | 0.00 | |
| Incomplete primary school | 4.4 | 4 | 4 | | 2 | 3 | 11 | 20 | | | 1 | 3 | 6 | 7 | 4 | 6 |
| Completed primary school | 17.3 | 15 | 20 | 6 | 9 | 20 | 29 | 80 | | | 11 | 18 | 19 | 21 | 10 | 28 |
| Completed secondary vocational school (2 or 3 years) | 10.9 | 12 | 10 | 9 | 10 | 12 | 12 | | 19 | | 7 | 13 | 11 | 12 | 8 | 15 |
| Completed secondary school (4 years) | 47.3 | 51 | 44 | 61 | 45 | 52 | 35 | | 81 | | 50 | 48 | 47 | 44 | 52 | 40 |
| College | 5.3 | 5 | 6 | 5 | 8 | 3 | 6 | | | 27 | 8 | 4 | 4 | 5 | 6 | 4 |
| Faculty | 11.7 | 10 | 13 | 14 | 20 | 9 | 6 | | | 58 | 20 | 10 | 10 | 7 | 16 | 6 |
| Master's studies | 2.7 | 2 | 3 | 6 | 4 | 1 | 1 | | | 13 | 3 | 3 | 2 | 3 | 3 | 2 |
| Doctorate | 0.4 | 0 | 0 | | 1 | 0 | 0 | | | 2 | 1 | 0 | 0 | 0 | 1 | |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|--|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Incomplete primary school | 4.4 | 7 | | 7 | 3 | 6 | 3 | 4 | 6 | 15 | 5 | 1 | 2 | 2 | |
| Completed primary school | 17.3 | 26 | 8 | 4 | 11 | 24 | 9 | 13 | 28 | 44 | 19 | 11 | 8 | 14 | |
| Completed secondary vocational school (2 or 3 years) | 10.9 | 11 | 9 | 13 | 10 | 11 | 10 | 17 | 10 | 9 | 17 | 13 | 6 | 9 | |
| Completed secondary school (4 years) | 47.3 | 42 | 54 | 55 | 51 | 44 | 49 | 49 | 45 | 26 | 50 | 60 | 48 | 47 | |
| College | 5.3 | 4 | 6 | 7 | 7 | 4 | 6 | 5 | 5 | 2 | 5 | 4 | 7 | 8 | |
| Faculty | 11.7 | 7 | 18 | 11 | 15 | 9 | 18 | 11 | 5 | 3 | 2 | 8 | 24 | 15 | |
| Master's studies | 2.7 | 1 | 5 | 3 | 3 | 2 | 5 | 3 | 1 | 1 | 1 | 1 | 5 | 4 | |
| Doctorate | 0.4 | 0 | 1 | | 0 | 1 | 1 | | 0 | | 0 | 0 | 1 | | |
| Total | | 100% | | | | | | | | | | | | | |

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

Base: Total target population



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

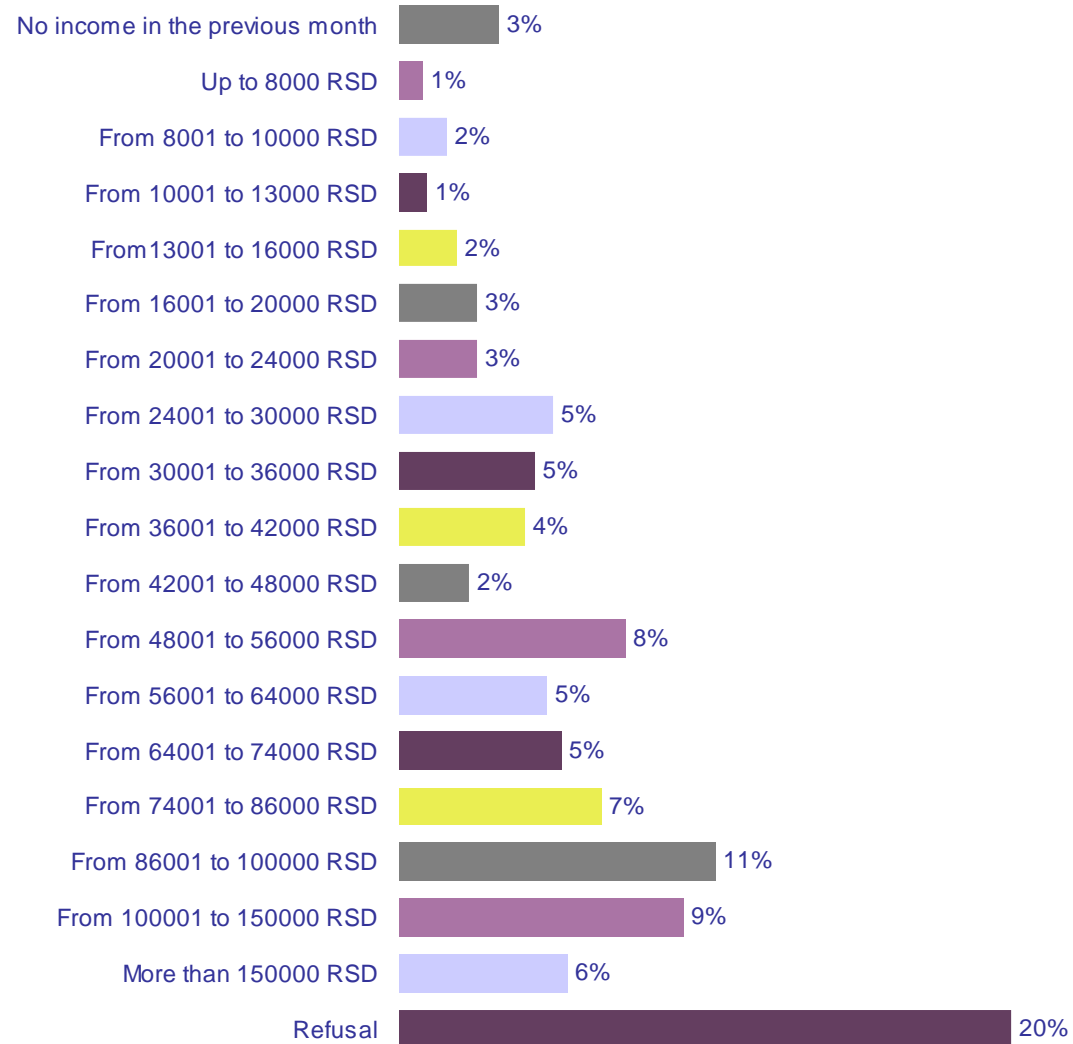
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.00 | | 0.00 | | | | 0.00 | | | 0.05 | | | | 0.00 | |
| Full-time employee | 34.8 | 41 | 29 | 38 | 63 | 41 | 3 | 10 | 37 | 55 | 40 | 34 | 30 | 36 | 36 | 33 |
| Part-time employee | 2.2 | 2 | 2 | 2 | 2 | 4 | 1 | 3 | 3 | 0 | 2 | 1 | 4 | 1 | 3 | 1 |
| Self-employed | 9.2 | 13 | 6 | 6 | 13 | 14 | 3 | 12 | 8 | 12 | 9 | 8 | 12 | 8 | 9 | 10 |
| Unemployed | 11.6 | 11 | 12 | 15 | 13 | 17 | 3 | 9 | 13 | 10 | 7 | 14 | 12 | 12 | 11 | 13 |
| Pensioner | 29.2 | 27 | 31 | 2 | 16 | 84 | 47 | 27 | 17 | 30 | 28 | 28 | 31 | 29 | 29 | 29 |
| Pupil/student | 6.7 | 6 | 7 | 34 | 1 | | | 3 | 9 | 3 | 9 | 7 | 6 | 4 | 9 | 4 |
| Persons engaged in unpaid housework | 6.3 | | 12 | 3 | 6 | 8 | 7 | 18 | 4 | 2 | 3 | 8 | 7 | 7 | 4 | 10 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.00 | | | 0.00 | | | | | |
| Full-time employee | 34.8 | 21 | 50 | 46 | 42 | 28 | 75 | | | 2 | 21 | 46 | 65 | 26 | |
| Part-time employee | 2.2 | 2 | 2 | 6 | 2 | 3 | 5 | | | 4 | 3 | 3 | | 2 | |
| Self-employed | 9.2 | 9 | 8 | 16 | 9 | 9 | 20 | | | 15 | 4 | 10 | 13 | 6 | |
| Unemployed | 11.6 | 9 | 15 | 12 | 15 | 8 | | 100 | | 25 | 14 | 6 | 4 | 14 | |
| Pensioner | 29.2 | 47 | 10 | 4 | 19 | 39 | | | 69 | 39 | 44 | 25 | 12 | 31 | |
| Pupil/student | 6.7 | 2 | 13 | 8 | 7 | 6 | | | 16 | 4 | 5 | 7 | 3 | 14 | |
| Persons engaged in unpaid housework | 6.3 | 9 | 3 | 6 | 5 | 7 | | | 15 | 11 | 8 | 4 | 3 | 8 | |
| Total | | 100% | | | | | | | | | | | | | |

What was the total household income in the previous month?

Base: Total target population



What was the total household income in the previous month?

Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|---------------------------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|---------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.00 | | 0.00 | | | | 0.00 | | | 0.01 | | | | 0.06 | |
| No income in the previous month | 3.3 | 4 | 3 | 3 | 3 | 6 | 1 | 6 | 2 | 3 | 2 | 3 | 2 | 6 | 2 | 5 |
| Up to 8000 RSD | 0.8 | 1 | 1 | | 1 | | 2 | 3 | | | | | 1 | 2 | 0 | 1 |
| From 8001 to 10000 RSD | 1.6 | 2 | 2 | 2 | 0 | 2 | 2 | 4 | 1 | 0 | 0 | 0 | 4 | 2 | 1 | 3 |
| From 10001 to 13000 RSD | 0.9 | 1 | 1 | | | 1 | 3 | 3 | 0 | | 1 | 1 | 1 | 2 | 1 | 1 |
| From 13001 to 16000 RSD | 1.9 | 2 | 2 | | 0 | 5 | 2 | 6 | 1 | 0 | | 3 | 3 | 2 | 2 | 2 |
| From 16001 to 20000 RSD | 2.6 | 1 | 4 | 1 | 1 | 3 | 4 | 7 | 1 | 1 | 2 | 4 | 2 | 2 | 3 | 3 |
| From 20001 to 24000 RSD | 2.6 | 3 | 2 | 2 | 1 | 3 | 4 | 7 | 2 | | | 3 | 3 | 4 | 2 | 3 |
| From 24001 to 30000 RSD | 5.1 | 4 | 6 | 4 | 2 | 5 | 9 | 11 | 4 | 1 | 2 | 3 | 9 | 6 | 4 | 7 |
| From 30001 to 36000 RSD | 4.5 | 5 | 4 | 2 | 3 | 3 | 8 | 6 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 4 |
| From 36001 to 42000 RSD | 4.2 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 6 | 4 | 4 | 4 |
| From 42001 to 48000 RSD | 2.3 | 3 | 2 | 1 | 1 | 3 | 4 | 1 | 3 | 1 | 0 | 4 | 2 | 2 | 2 | 2 |
| From 48001 to 56000 RSD | 7.5 | 8 | 7 | 7 | 6 | 7 | 9 | 5 | 10 | 2 | 5 | 8 | 7 | 10 | 8 | 7 |
| From 56001 to 64000 RSD | 4.9 | 4 | 5 | 5 | 4 | 3 | 8 | 2 | 7 | 2 | 6 | 5 | 5 | 4 | 6 | 4 |
| From 64001 to 74000 RSD | 5.4 | 4 | 7 | 4 | 7 | 5 | 5 | 4 | 6 | 4 | 5 | 7 | 5 | 4 | 6 | 5 |
| From 74001 to 86000 RSD | 6.7 | 8 | 5 | 11 | 8 | 7 | 2 | 3 | 8 | 5 | 6 | 7 | 5 | 9 | 7 | 7 |
| From 86001 to 100000 RSD | 10.5 | 9 | 12 | 7 | 17 | 12 | 5 | 6 | 11 | 15 | 13 | 10 | 11 | 7 | 9 | 12 |
| From 100001 to 150000 RSD | 9.4 | 13 | 6 | 10 | 14 | 11 | 4 | 4 | 9 | 15 | 11 | 8 | 9 | 10 | 9 | 9 |
| More than 150000 RSD | 5.6 | 6 | 5 | 5 | 10 | 6 | 2 | 1 | 3 | 17 | 10 | 5 | 4 | 3 | 7 | 3 |
| Refusal | 20.3 | 19 | 22 | 31 | 17 | 16 | 20 | 15 | 20 | 27 | 28 | 21 | 16 | 16 | 22 | 18 |
| Total | | 100% | | | | | | | | | | | | | | |

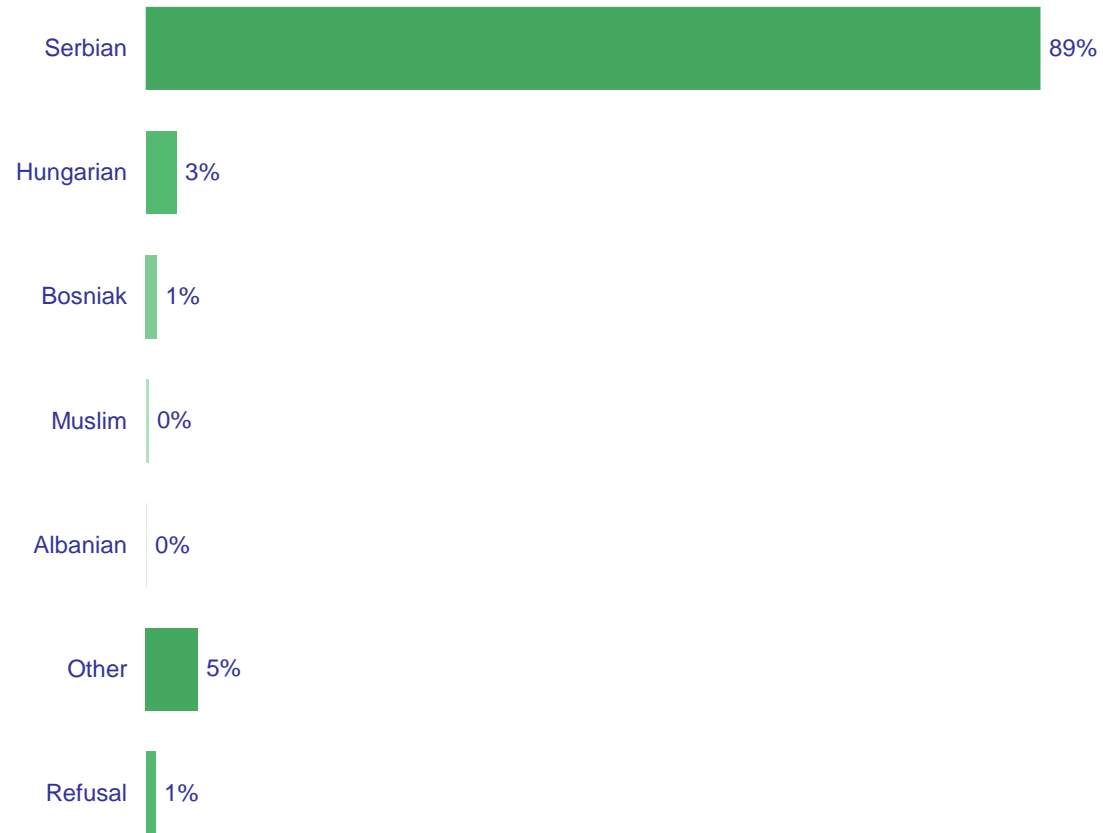
What was the total household income in the previous month?

Base: Total target population

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | |
|---------------------------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|-------------|-----------------|--------------------|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001-86000 | More than 86000 | Don't know/Refusal |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 |
| sig | | 0.00 | | | 0.17 | | 0.00 | | | 0.00 | | | | |
| No income in the previous month | 3.3 | 4 | 3 | | 3 | 4 | 2 | 16 | 2 | 24 | | | | |
| Up to 8000 RSD | 0.8 | 1 | 1 | | 1 | 0 | | | 2 | 6 | | | | |
| From 8001 to 10000 RSD | 1.6 | 2 | 1 | 3 | 0 | 3 | 1 | 2 | 2 | 12 | | | | |
| From 10001 to 13000 RSD | 0.9 | 2 | | | 1 | 1 | 1 | 1 | 1 | 7 | | | | |
| From 13001 to 16000 RSD | 1.9 | 3 | 1 | | 2 | 2 | 1 | 3 | 3 | 14 | | | | |
| From 16001 to 20000 RSD | 2.6 | 4 | 1 | | 2 | 3 | 1 | 3 | 4 | 19 | | | | |
| From 20001 to 24000 RSD | 2.6 | 4 | 1 | | 2 | 3 | 2 | 5 | 3 | 19 | | | | |
| From 24001 to 30000 RSD | 5.1 | 7 | 3 | 2 | 5 | 5 | 3 | 5 | 8 | | 22 | | | |
| From 30001 to 36000 RSD | 4.5 | 5 | 4 | 4 | 4 | 5 | 2 | 7 | 7 | | 19 | | | |
| From 36001 to 42000 RSD | 4.2 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 6 | | 18 | | | |
| From 42001 to 48000 RSD | 2.3 | 3 | 2 | 2 | 2 | 2 | 1 | 5 | 3 | | 10 | | | |
| From 48001 to 56000 RSD | 7.5 | 7 | 7 | 10 | 6 | 9 | 6 | 7 | 9 | | 32 | | | |
| From 56001 to 64000 RSD | 4.9 | 5 | 6 | 4 | 5 | 5 | 3 | 4 | 7 | | | 29 | | |
| From 64001 to 74000 RSD | 5.4 | 5 | 4 | 11 | 7 | 4 | 8 | 2 | 4 | | | 32 | | |
| From 74001 to 86000 RSD | 6.7 | 6 | 6 | 22 | 8 | 6 | 11 | 2 | 4 | | | 39 | | |
| From 86001 to 100000 RSD | 10.5 | 9 | 13 | 9 | 10 | 11 | 16 | 6 | 5 | | | | 41 | |
| From 100001 to 150000 RSD | 9.4 | 7 | 13 | 3 | 10 | 9 | 16 | 1 | 5 | | | | 37 | |
| More than 150000 RSD | 5.6 | 3 | 9 | 2 | 7 | 4 | 10 | 2 | 1 | | | | 22 | |
| Refusal | 20.3 | 19 | 22 | 22 | 21 | 19 | 15 | 24 | 25 | | | | | 100 |
| Total | | 100% | | | | | | | | | | | | |

What is your ethnic background?

Base: Total target population



What is your ethnic background?

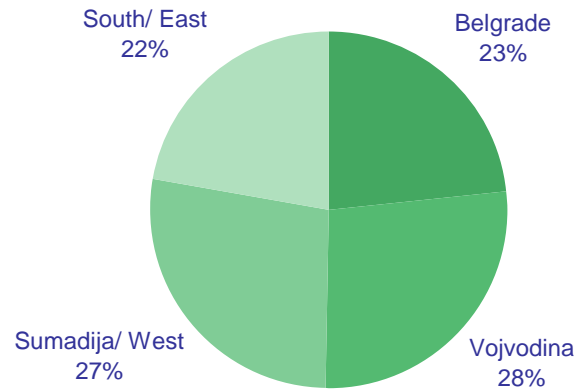
Base: Total target population

| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-----------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.13 | | 0.93 | | | | 0.36 | | | 0.00 | | | | 0.99 | |
| Serbian | 89.3 | 87 | 92 | 93 | 89 | 88 | 89 | 86 | 90 | 91 | 94 | 75 | 95 | 94 | 89 | 90 |
| Hungarian | 3.1 | 4 | 3 | 2 | 4 | 4 | 2 | 3 | 3 | 2 | 0 | 11 | | | 3 | 3 |
| Bosniak | 1.1 | 2 | 1 | 1 | 2 | 1 | 1 | | 1 | 2 | 2 | | 2 | 0 | 1 | 1 |
| Muslim | 0.3 | 0 | 0 | | | | 1 | 1 | | 0 | 0 | | 1 | | 0 | 1 |
| Albanian | 0.1 | 0 | | | | | 0 | | 0 | | | | | 0 | 0 | |
| Other | 5.2 | 7 | 4 | 3 | 4 | 7 | 6 | 10 | 4 | 3 | 2 | 11 | 2 | 5 | 5 | 5 |
| Refusal | 1.0 | 1 | 1 | 1 | 2 | 0 | 1 | | 1 | 2 | 1 | 2 | | 1 | 1 | 1 |
| Total1 | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-----------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|--------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001- 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 1.00 | | | 1.00 | | 0.25 | | | 0.54 | | | | | |
| Serbian | 89.3 | 90 | 89 | 90 | 89 | 90 | 91 | 85 | 89 | 84 | 88 | 94 | 89 | 91 | |
| Hungarian | 3.1 | 3 | 3 | 6 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 1 | |
| Bosniak | 1.1 | 1 | 1 | | 1 | 1 | 1 | 2 | 0 | 2 | 1 | | 3 | | |
| Muslim | 0.3 | 1 | | | 1 | 0 | | | 1 | 0 | 0 | 0 | | 1 | |
| Albanian | 0.1 | 0 | | | | 0 | | | 0 | | | | | 0 | |
| Other | 5.2 | 5 | 5 | 4 | 5 | 5 | 3 | 9 | 7 | 11 | 7 | 2 | 3 | 4 | |
| Refusal | 1.0 | 0 | 2 | | 1 | 1 | 1 | 1 | 1 | | 1 | | 1 | 3 | |
| Total1 | | 100% | | | | | | | | | | | | | |

Region

Base: Total target population

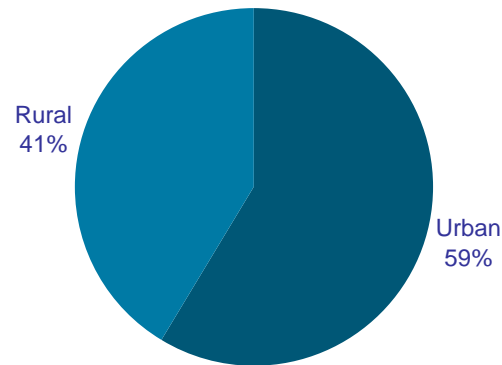


| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|----------------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.94 | | 0.92 | | | | 0.00 | | | 0.00 | | | | 0.00 | |
| Belgrade | 23.4 | 23 | 24 | 23 | 27 | 21 | 23 | 13 | 23 | 37 | 100 | | | | 32 | 11 |
| Vojvodina | 26.9 | 27 | 27 | 28 | 25 | 29 | 26 | 26 | 28 | 23 | | 100 | | | 27 | 27 |
| Sumadija/ West | 27.5 | 27 | 27 | 27 | 26 | 29 | 27 | 31 | 27 | 23 | | | 100 | | 22 | 36 |
| South/ East | 22.3 | 23 | 22 | 22 | 23 | 21 | 24 | 29 | 22 | 17 | | | | 100 | 19 | 27 |
| Total | | 100% | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|----------------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.02 | | 0.34 | | | 0.00 | | | | | |
| Belgrade | 23.4 | 20 | 29 | 25 | 28 | 20 | 26 | 15 | 23 | 10 | 15 | 24 | 32 | 32 | |
| Vojvodina | 26.9 | 25 | 26 | 45 | 27 | 26 | 25 | 32 | 27 | 26 | 26 | 30 | 25 | 28 | |
| Sumadija/ West | 27.5 | 31 | 25 | 15 | 25 | 30 | 28 | 29 | 27 | 33 | 33 | 24 | 25 | 22 | |
| South/ East | 22.3 | 24 | 20 | 15 | 20 | 24 | 22 | 24 | 22 | 31 | 26 | 22 | 18 | 18 | |
| Total | | 100% | | | | | | | | | | | | | |

Type of settlement

Base: Total target population



| | Total | Gender | | Age categories | | | | Education | | | Region | | | | Type of settlement | |
|-------|-------|--------|--------|----------------|-------|-------|-----|-----------------|-----------|--------|----------|-----------|----------------|-------------|--------------------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Primary or less | Secondary | Higher | Belgrade | Vojvodina | Sumadija/ West | South/ East | Urban | Rural |
| N | 1004 | 480 | 524 | 187 | 244 | 282 | 291 | 218 | 585 | 202 | 235 | 270 | 276 | 224 | 589 | 415 |
| sig | | 0.46 | | 0.08 | | | | 0.00 | | | 0.00 | | | | 0.00 | |
| Urban | 58.7 | 57 | 60 | 61 | 65 | 56 | 54 | 37 | 61 | 76 | 81 | 59 | 46 | 51 | 100 | |
| Rural | 41.3 | 43 | 40 | 39 | 35 | 44 | 46 | 63 | 39 | 24 | 19 | 41 | 54 | 49 | | 100 |
| Total | 100% | | | | | | | | | | | | | | | |

| | Total | Main source of information | | | Trust in the media | | Employment status | | | HH income | | | | | |
|-------|-------|----------------------------|--------------|----------------------------|-----------------------|-----------------|-------------------|------------|----------|-----------------|-------------|---------------|-----------------|---------------------|--|
| | | Traditional media | Modern media | People they know in person | don't trust the media | trust the media | Employed | Unemployed | Inactive | Up to 24000 din | 24001-56000 | 56001 - 86000 | More than 86000 | Don't know/ Refusal | |
| N | 1004 | 520 | 398 | 63 | 476 | 511 | 464 | 117 | 424 | 138 | 236 | 171 | 255 | 204 | |
| sig | | 0.00 | | | 0.00 | | 0.35 | | | 0.02 | | | | | |
| Urban | 58.7 | 52 | 65 | 77 | 66 | 52 | 61 | 53 | 58 | 47 | 57 | 63 | 60 | 63 | |
| Rural | 41.3 | 48 | 35 | 23 | 34 | 48 | 39 | 47 | 42 | 53 | 43 | 37 | 40 | 37 | |
| Total | 100% | | | | | | | | | | | | | | |