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KOSOVA
Joint venture with BBSS
Gallup International



**Media Habits and Political Issues in
Kosova**

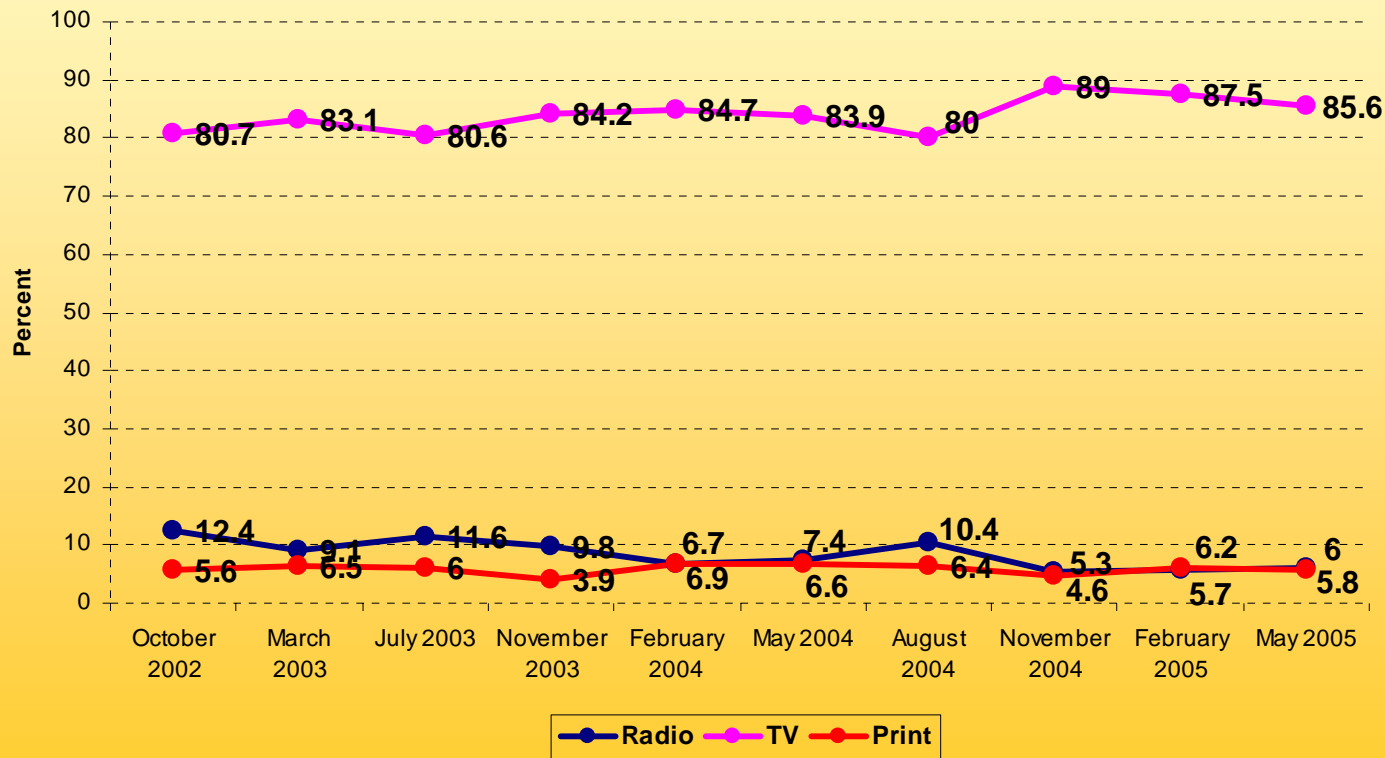
Media Survey in Kosova - Wave 10 (May 2005)

17 June 2005

Survey Information

- ☑ Fieldwork conducted between 26th May and 1st June 2005
- ☑ 1,120 respondents – Albanians and minorities (without Serbs)
- ☑ Representative for Kosovan population aged 15+ years
- ☑ 40-minute face-to-face interview, in home of respondent
- ☑ One in five interviews back-checked in the field
- ☑ Margin of Error = $\pm 2.9\%$

Main Source of Information

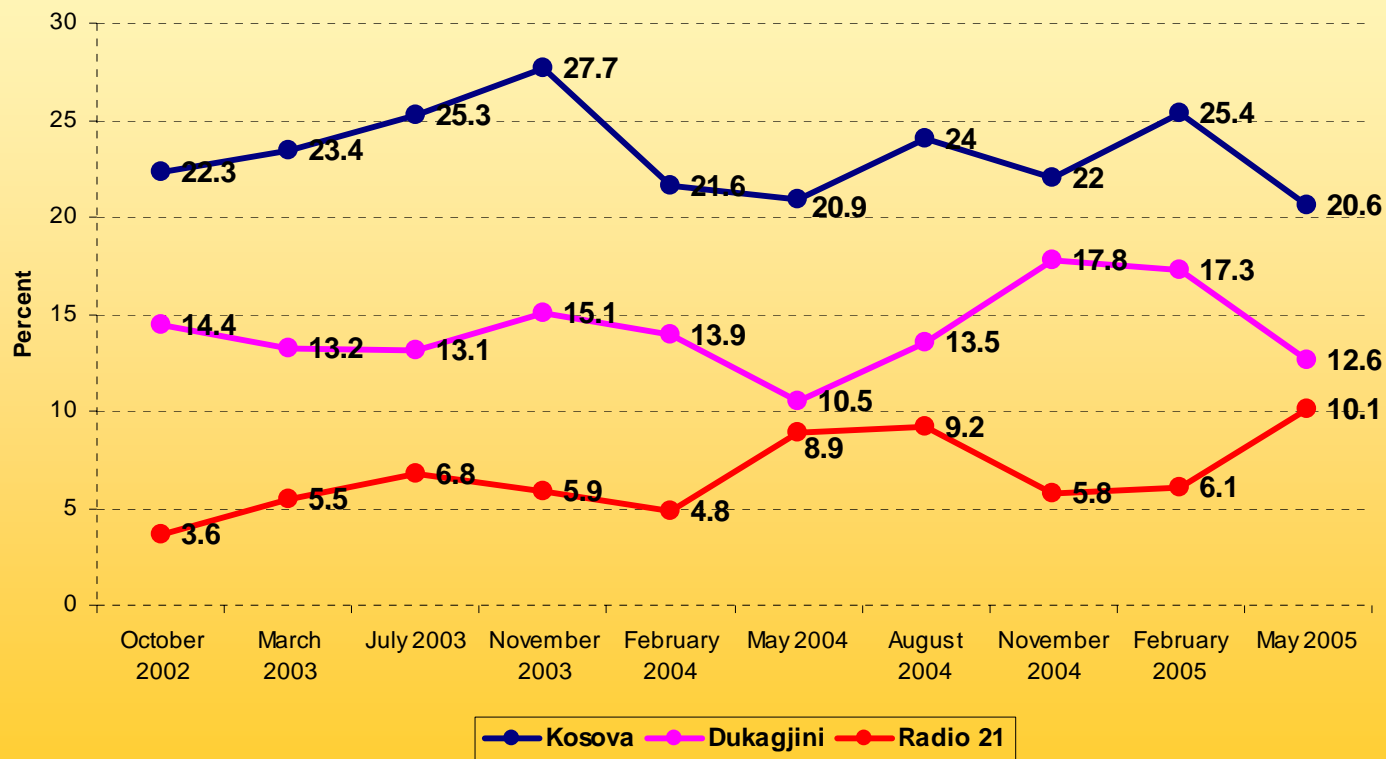


TV = 85.6%

Radio = 6.0%

Print = 5.8%

Most Trusted Radio Stations

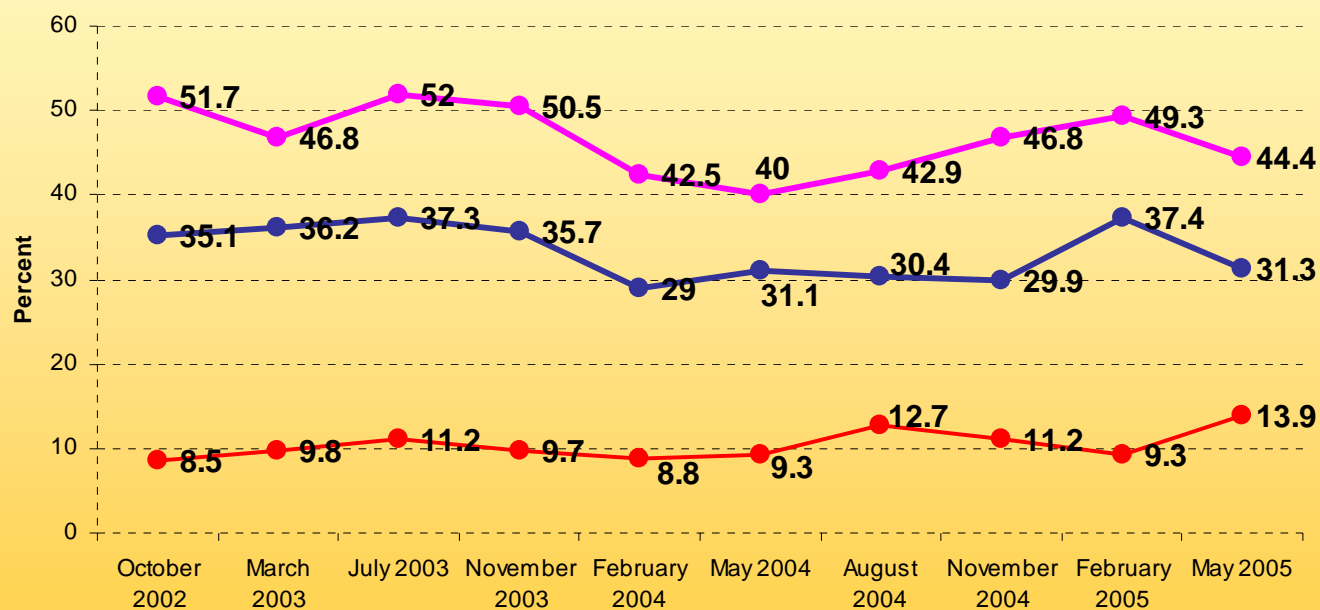


Kosova = 20.6%

Dukagjini = 12.6%

Radio 21 = 10.1%

Most Listened to Radio Stations



Note: Cumulative % of 1st, 2nd and 3rd choice

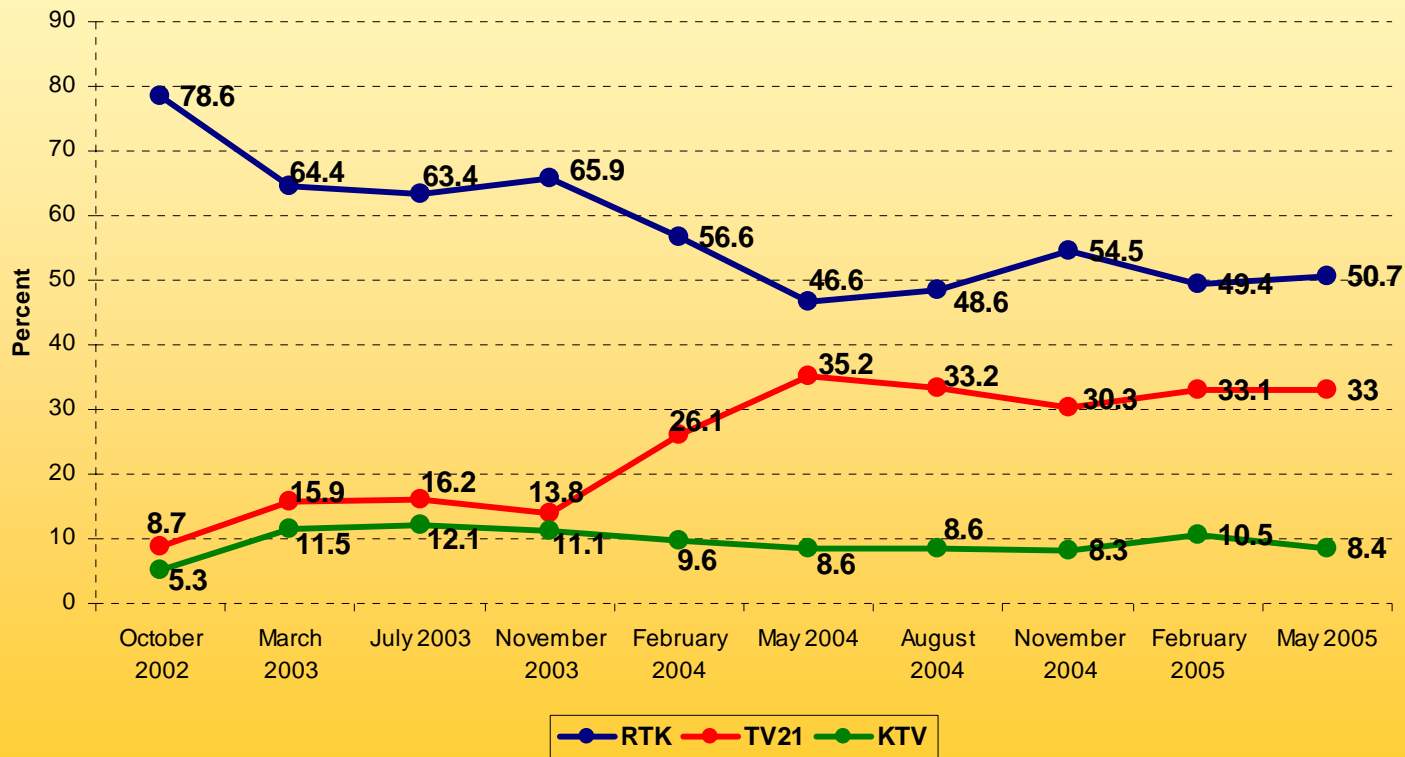
● Dukagjini
 ● Kosova
 ● Radio 21

Dukagjini = 44.4%

Kosova = 31.3%

Radio 21 = 13.9%

Most Trusted TV Channels

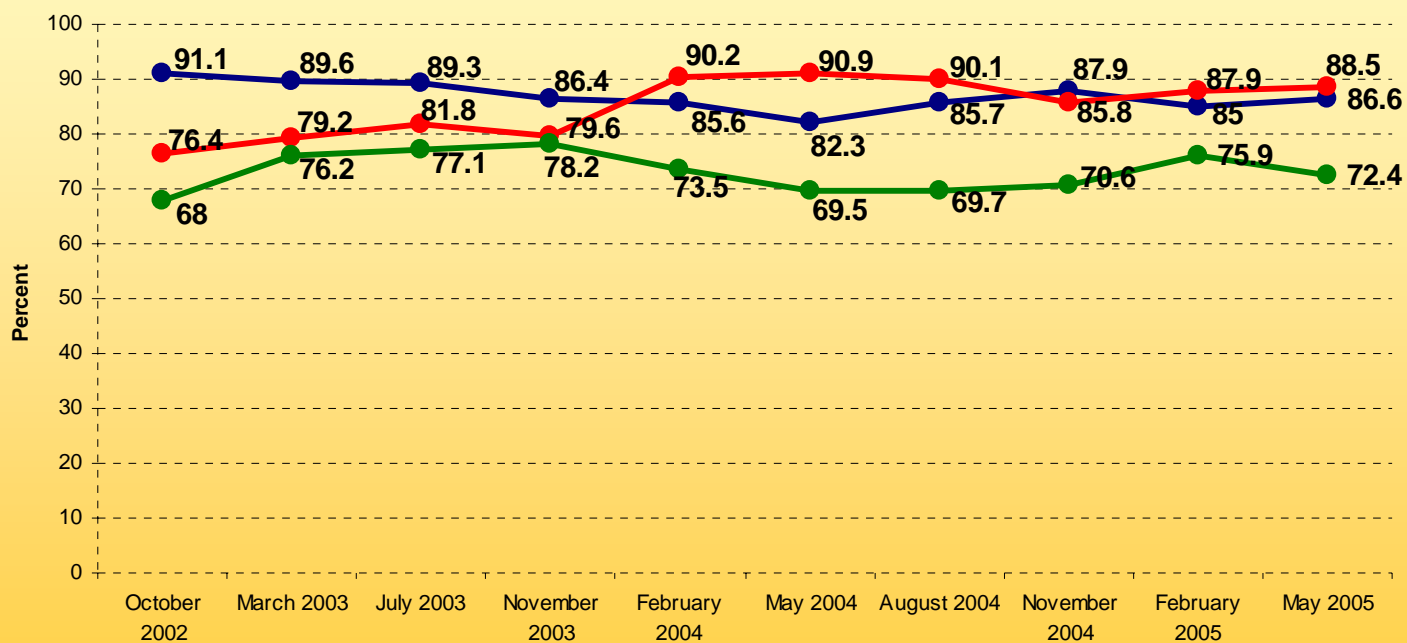


RTK = 50.7%

TV21 = 33.0%

KTV = 8.4%

Most Watched TV Channels



Note: Cumulative % of 1st, 2nd and 3rd choice

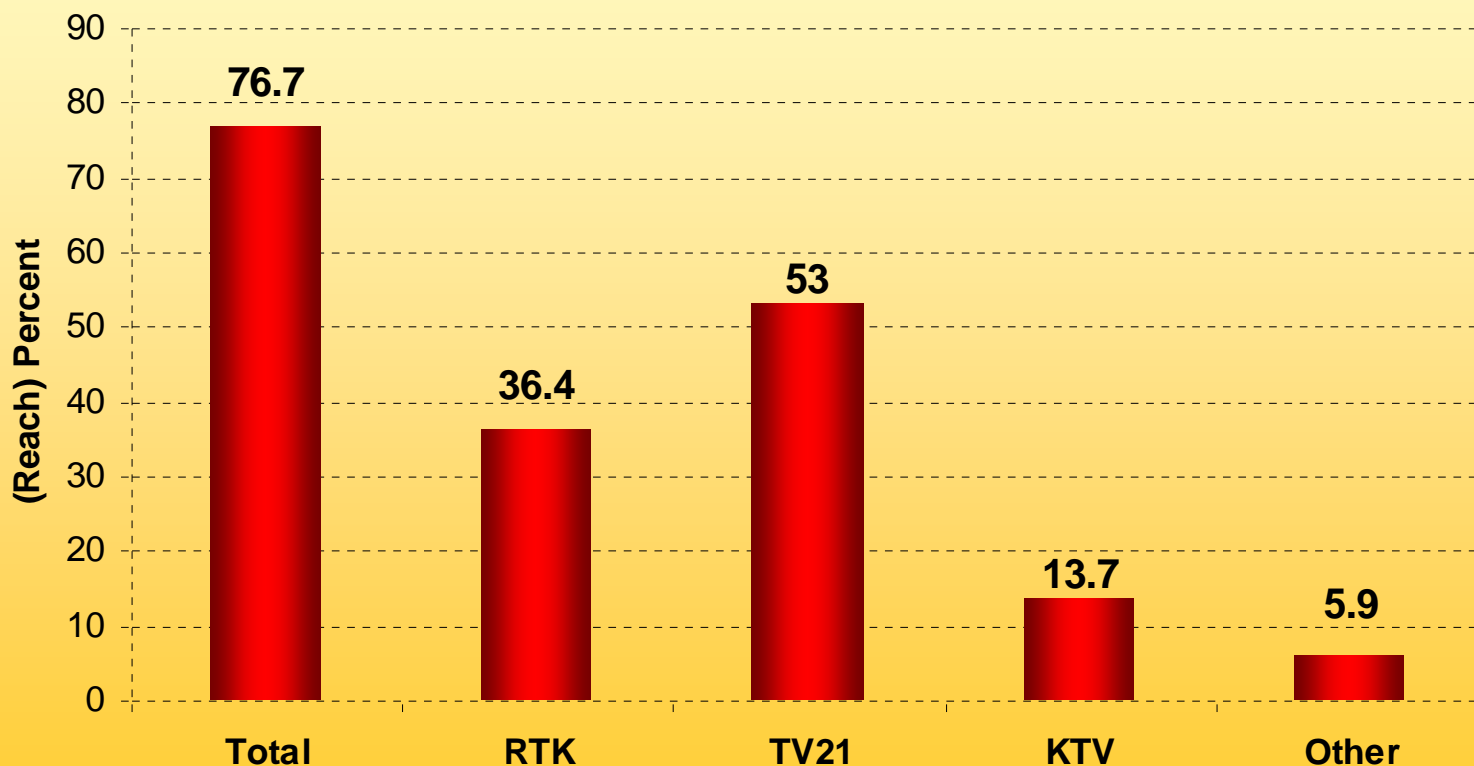


RTK = 86.6%

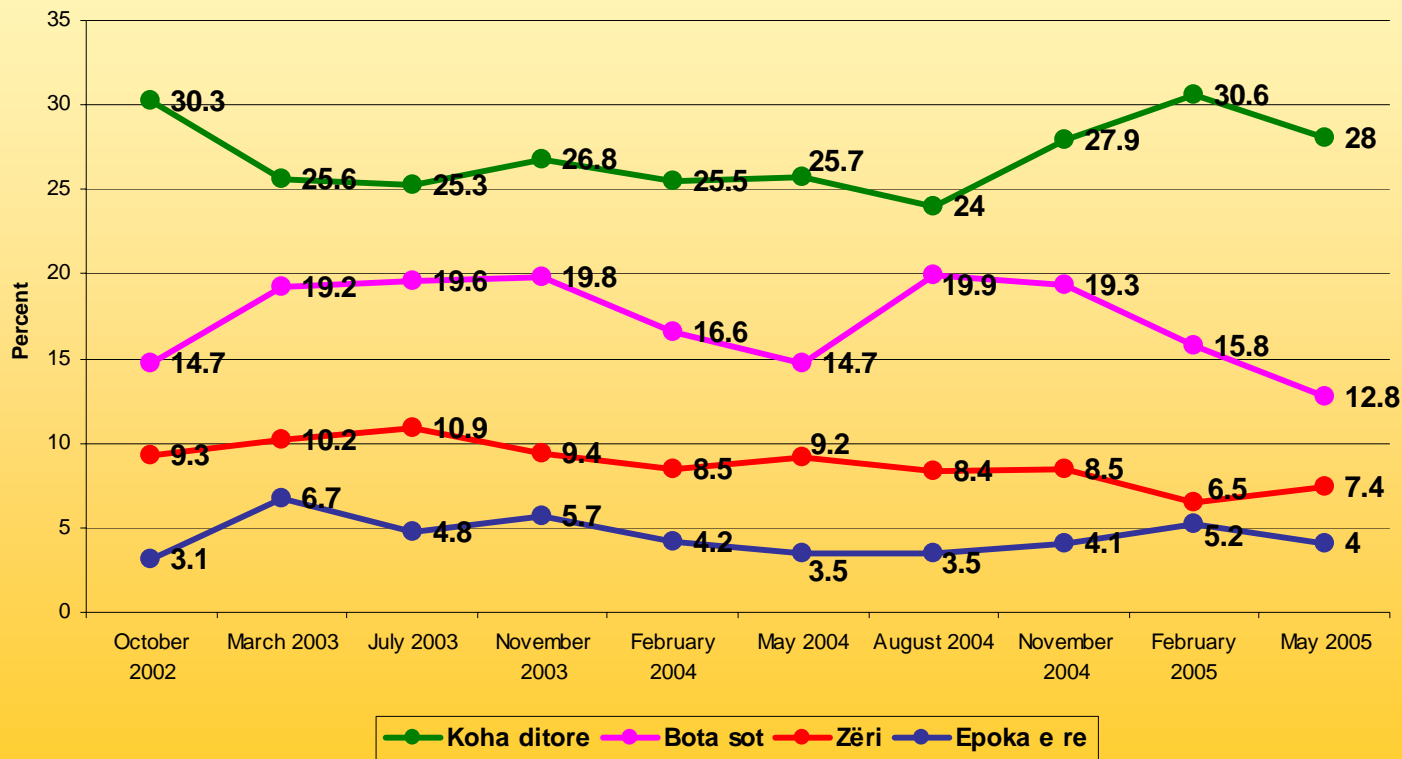
TV21 = 88.5%

KTV = 72.4%

Viewership of National TV Channels (Last week of May, 25-31 May)



Most Trusted Newspapers



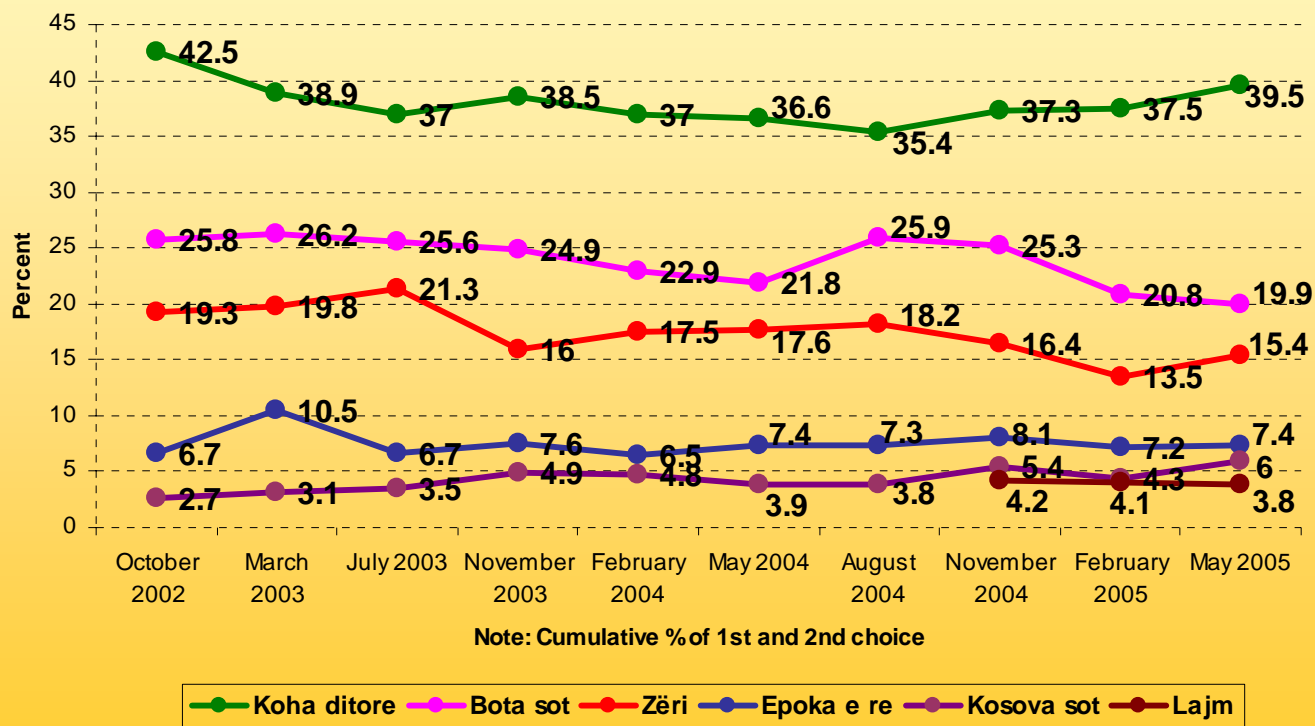
Koha ditore = 28.0%

Bota sot = 12.8%

Zëri = 7.4%

Epoka e re = 4.0%

Most Read Dailies

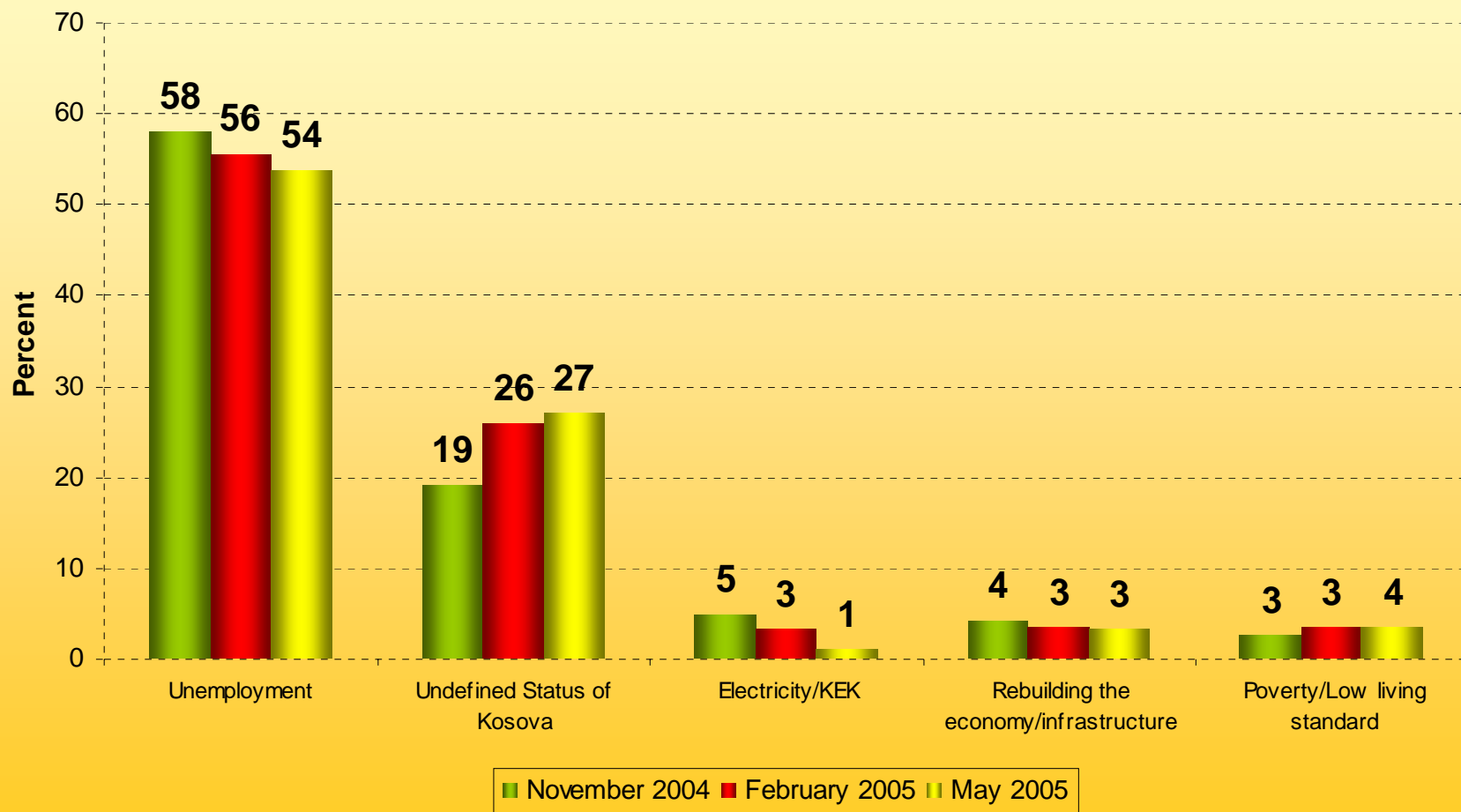


Koha ditore = 39.5%
 Bota sot = 19.9%
 Zëri = 15.4%
 Epoka e re = 7.4%
 Kosova sot = 6.0%
 Lajm = 3.8%
 Express = 1.0%

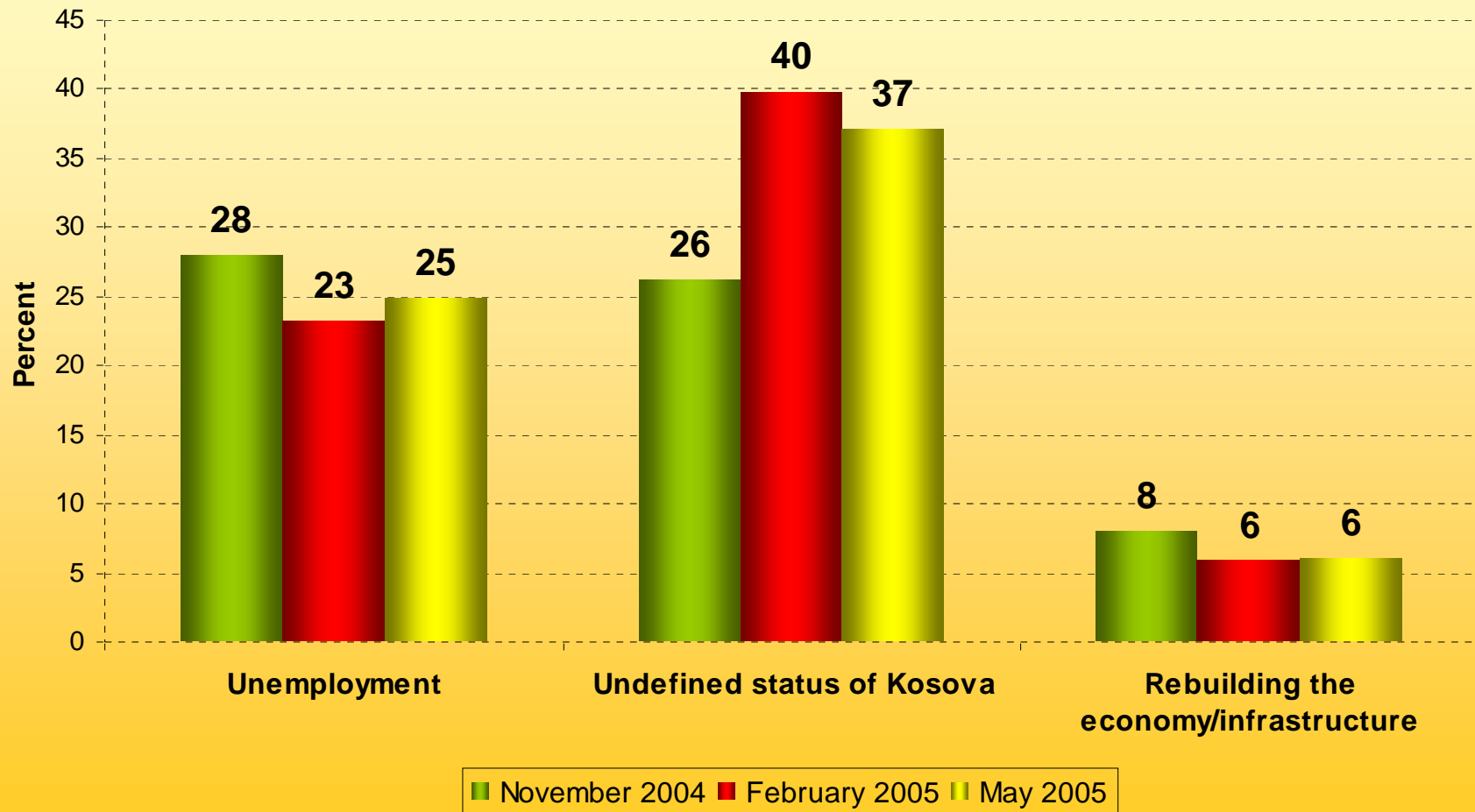
Opinions on Political Issues – Survey Information

- 1,012 respondents – Albanians and minorities (without Serbs)
- Representative for Kosovan population aged 18+ years
- Margin of Error = $\pm 3.1\%$

Most Important Problem in Kosova today (first mention)



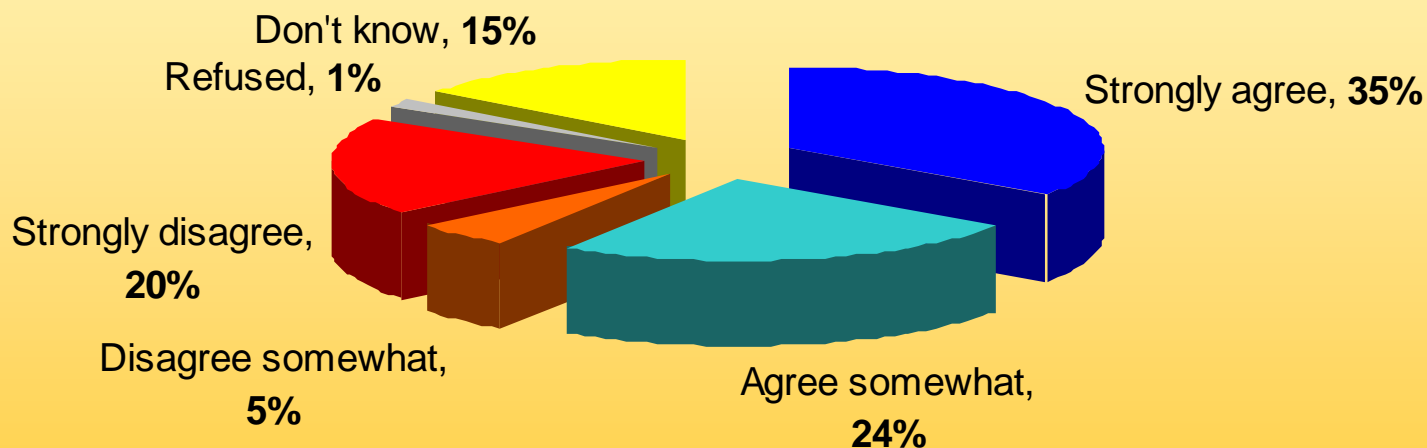
Most Urgent Issues for the Kosova Government



Approval of Leaders and Personalities

1. Ramush HARADINAJ 
2. Agim ÇEKU 
3. Nexhat DACI 
4. Soren-Jesen PETERSEN 
5. Ibrahim RUGOVA 
6. Bajram KOSUMI 
7. Hashim THAÇI 
8. Veton SURROI 

Approval of Talks with Serbia on Technical Issues



Approval of Talks with Serbia on Final Status of Kosova

