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KOSOVA**  
*Joint venture with BBSS  
Gallup International*



**Media and Political Opinions**

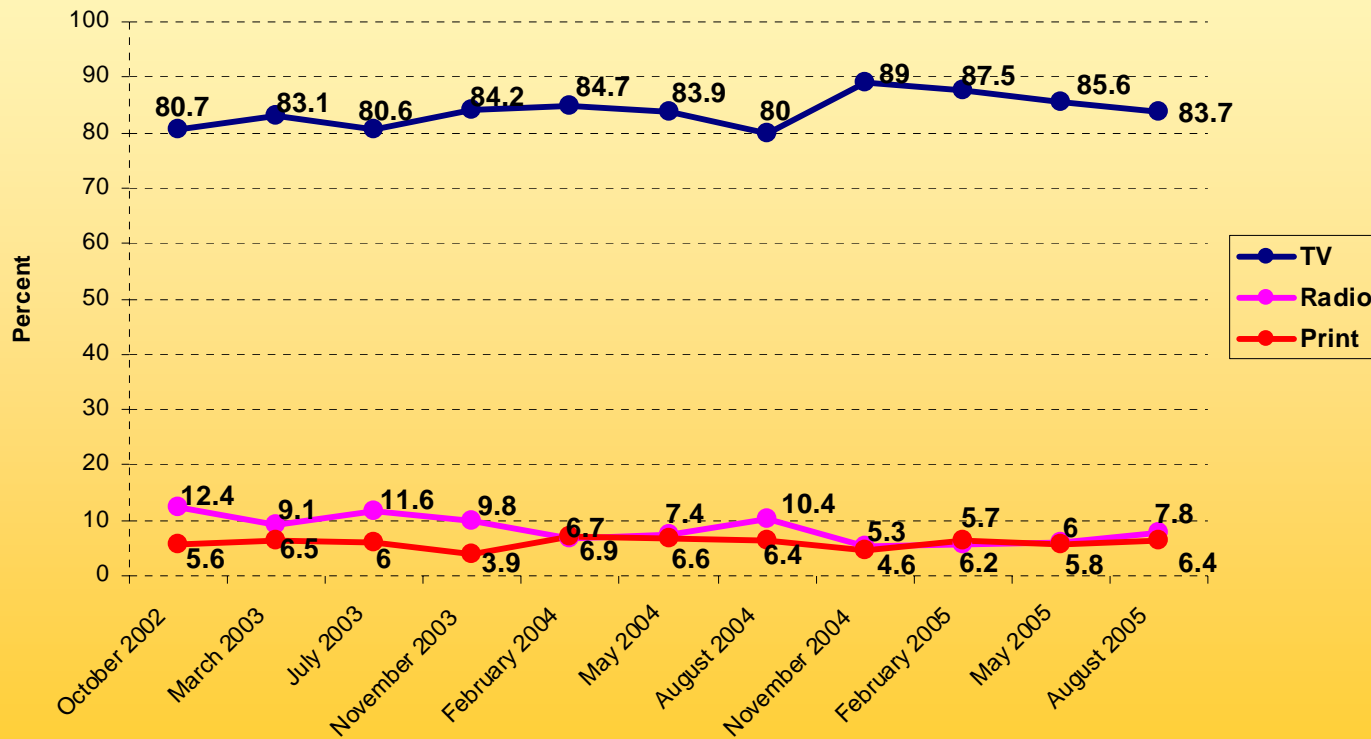
Media Survey in Kosova - Wave 11 (August 2005)

16 September 2005

# Survey Information

- ☑ Field conducted from 25 – 31 August 2005
- ☑ Sample: 1,104 respondents Albanian and minorities (without Serbs)
- ☑ Representative sample for the Kosovan population aged 15+ years
- ☑ 25-minute face to face interview, in home of respondent
- ☑ Every fifth interview back-checked in the field
- ☑ Margin of error =  $\pm 2.9\%$

# Main Source of Information

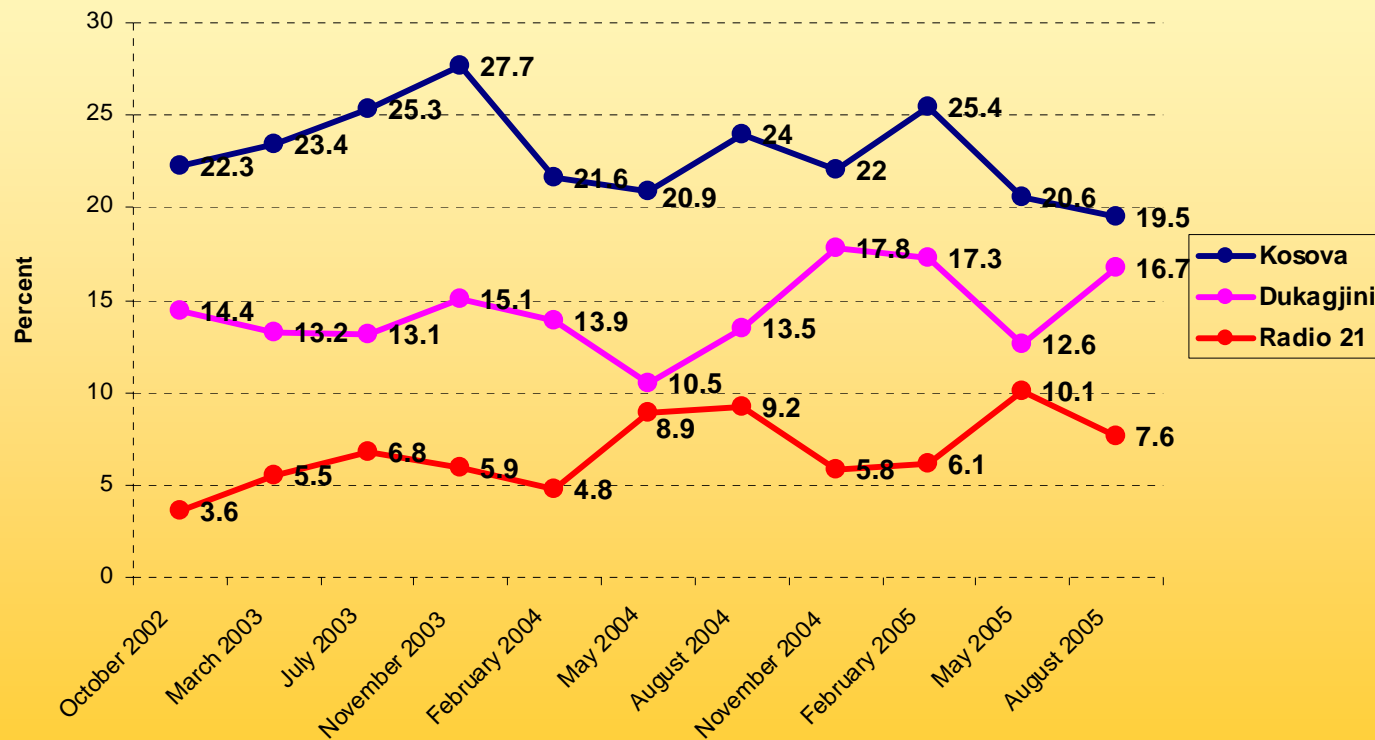


TV = 83.7%

Radio = 7.8%

Print = 6.4%

# Most Trusted Radio Stations

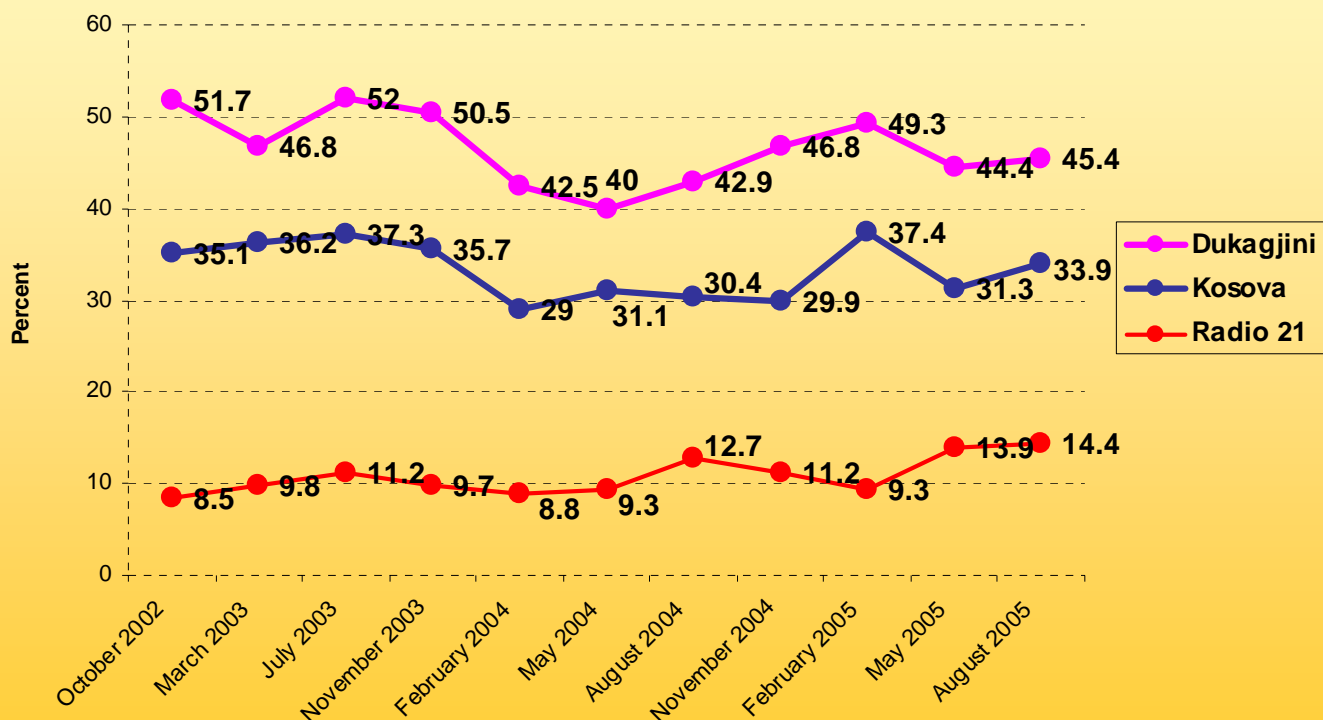


Kosova = 19.5%

Dukagjini = 16.7%

Radio 21 = 7.6%

# Most Listened to Radio Stations in Kosova



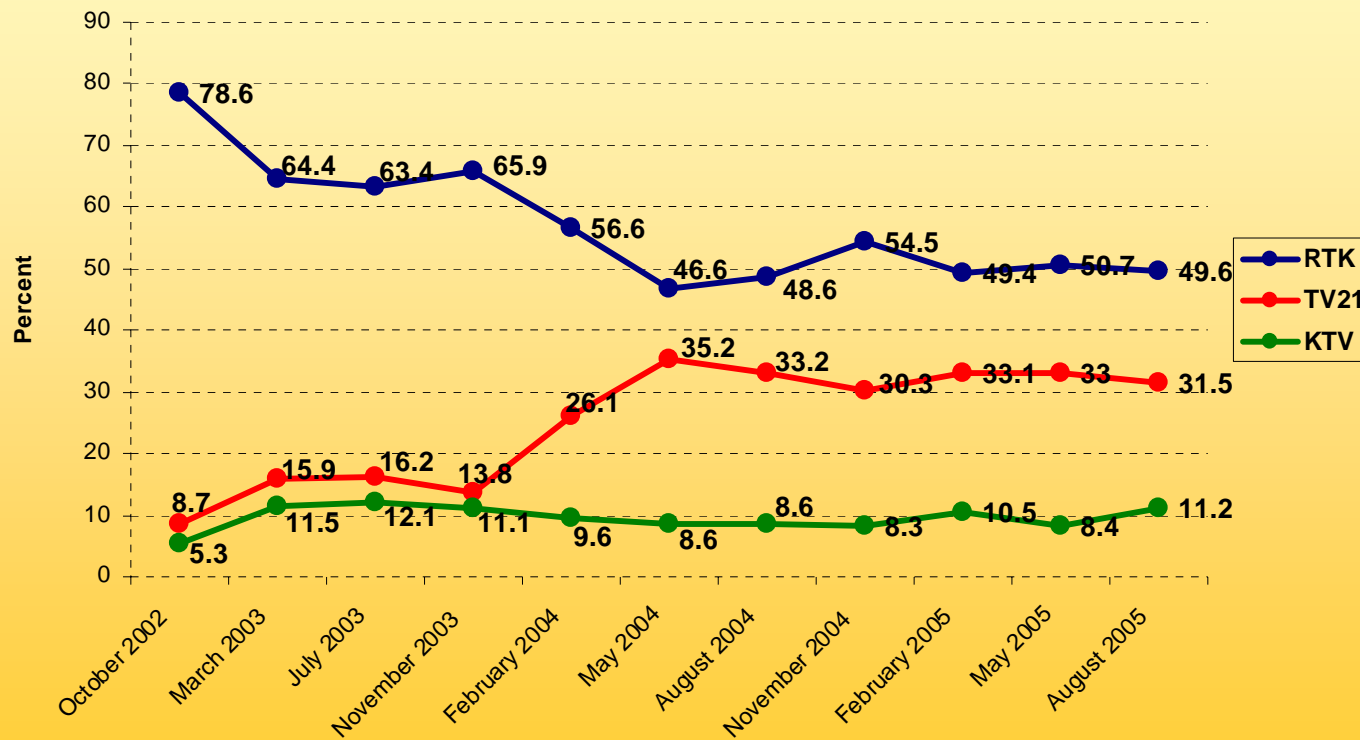
Note: Cumulative % of 1st, 2nd and 3rd choice

Dukagjini = 45.4%

Kosova = 33.9%

Radio 21 = 14.4%

# Most Trusted TV Channels

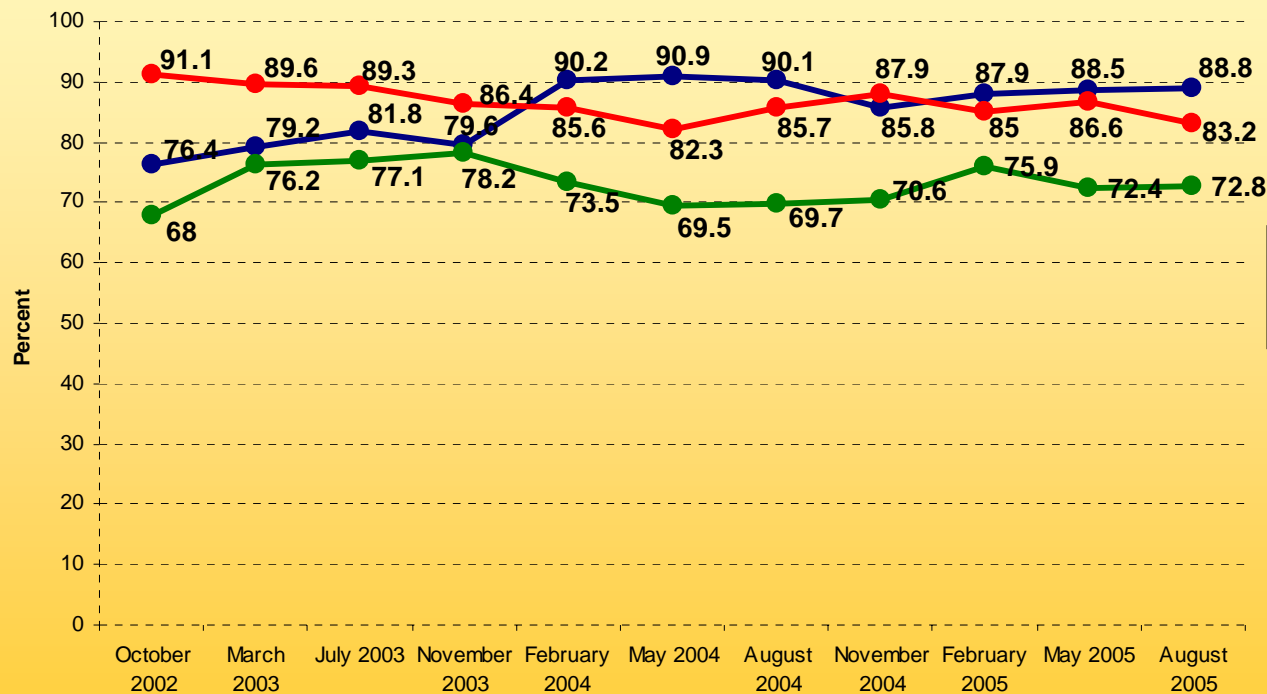


RTK = 49.6%

TV21 = 31.5%

KTV = 11.2%

# Most Watched TV Channels in Kosova



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

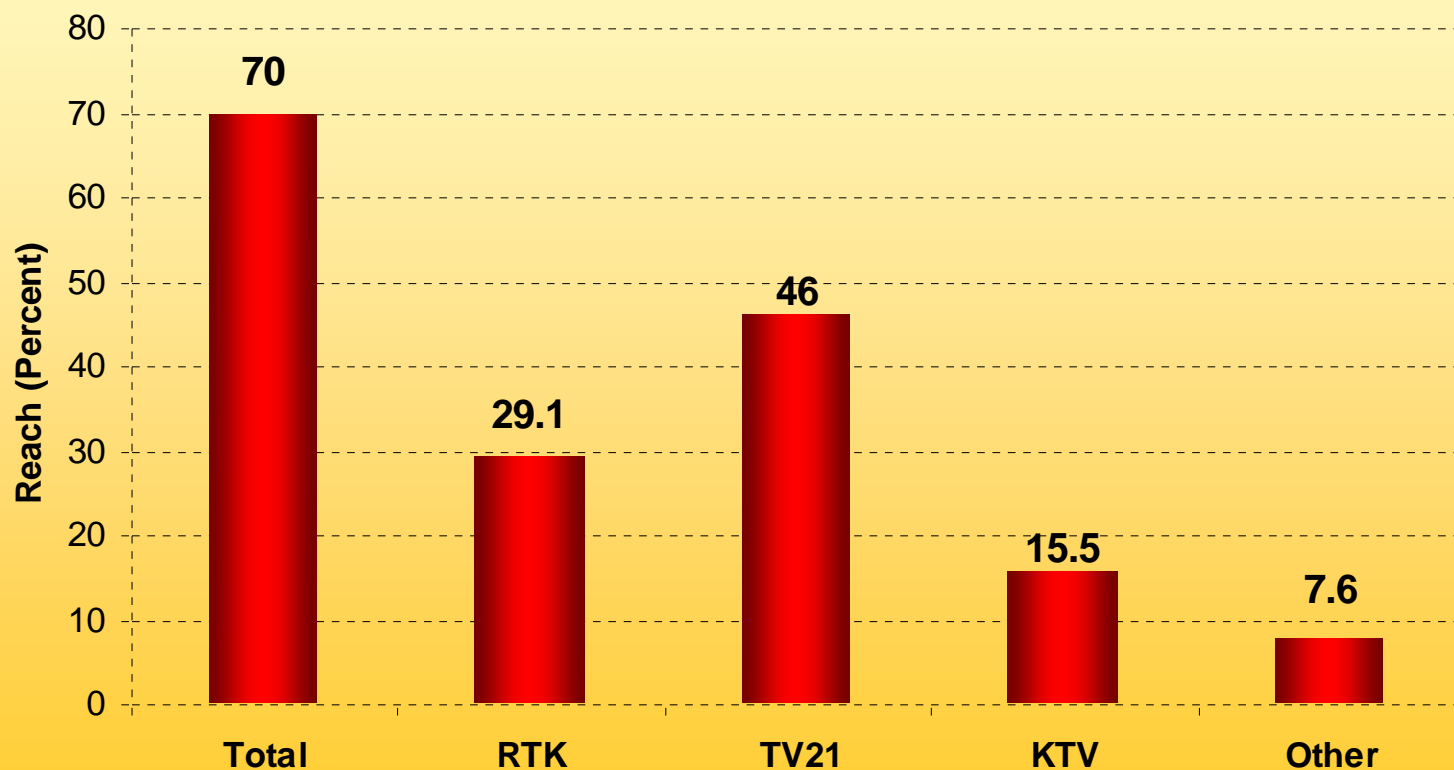
TV21 = 88.8%

RTK = 83.2%

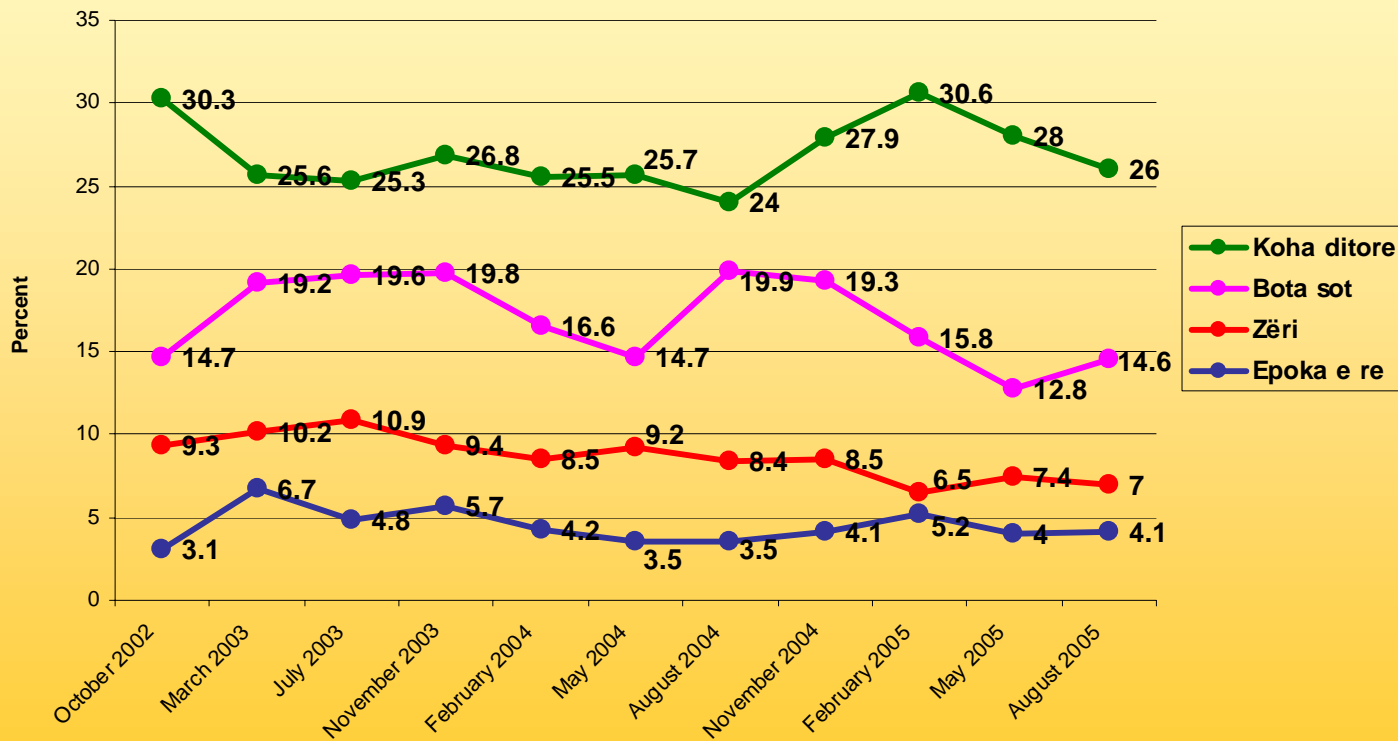
KTV = 72.8%

# Viewership of National TV Channels

(Last week of August 2005, 24-30 August)



# Most Trusted Daily Newspapers



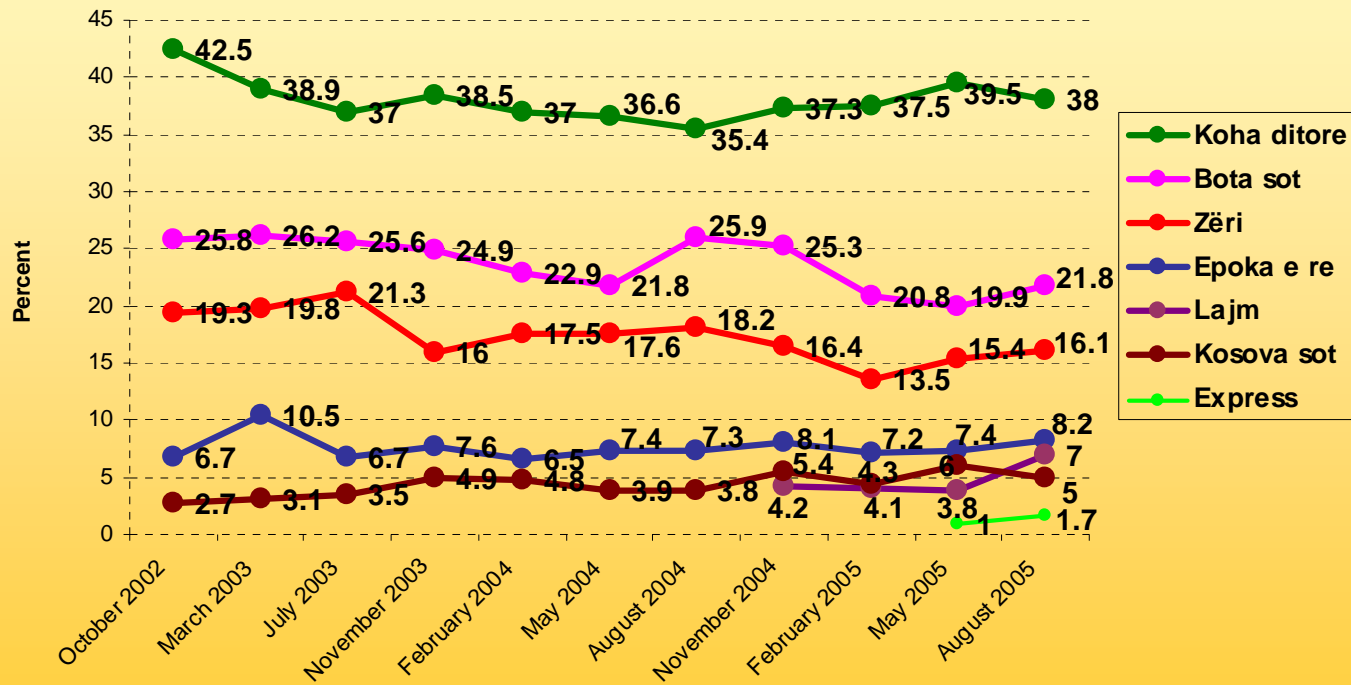
Koha ditore = 26.0%

Bota sot = 14.6%

Zëri = 7.0%

Epoka e re = 4.1%

# Most Read Daily Newspapers in Kosovo



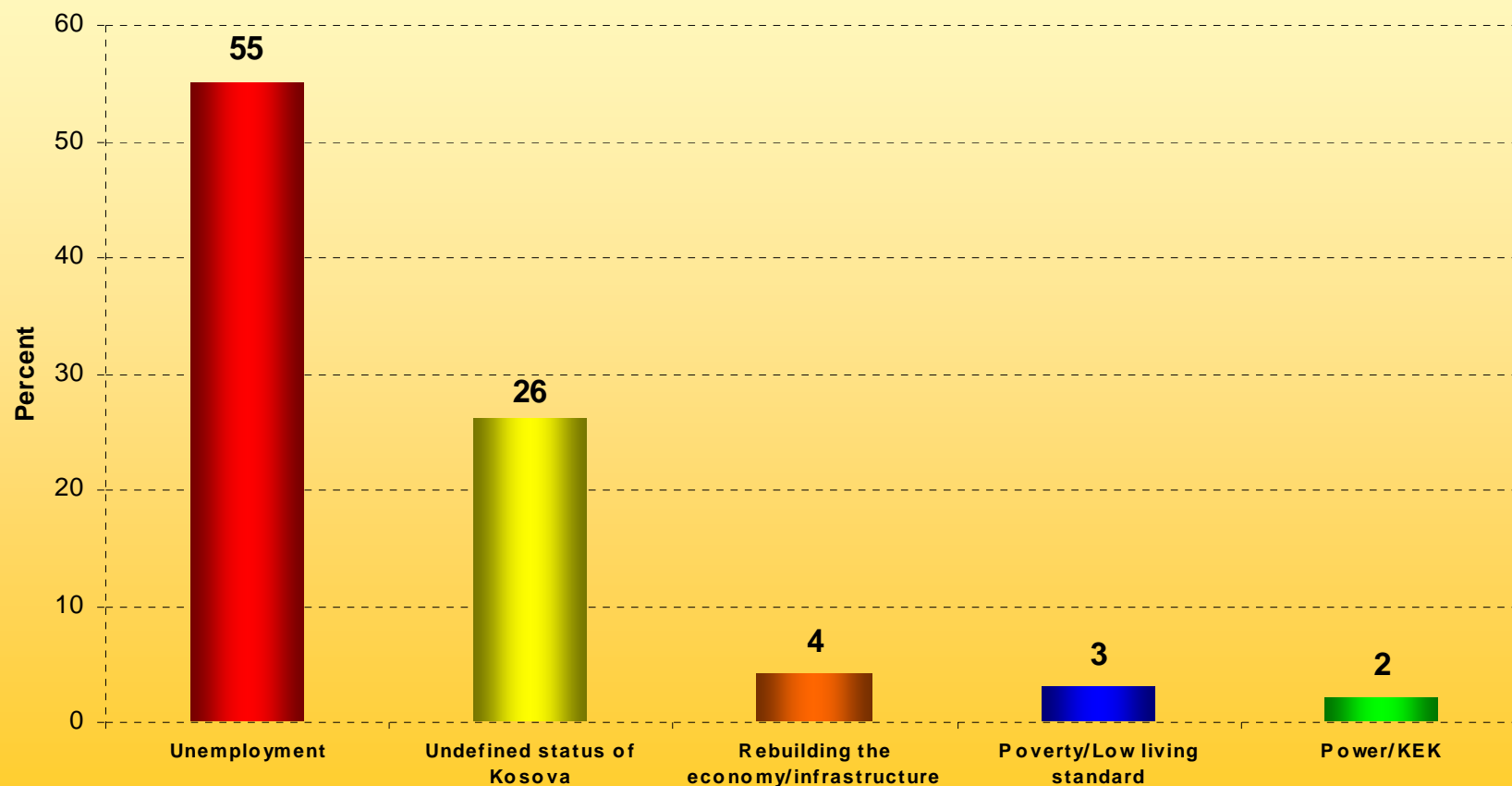
Note: Cumulative % of 1st and 2nd choice

Koha ditore = 38.0%  
 Bota sot = 21.8%  
 Zëri = 16.1%  
 Epoka e re = 8.2%  
 Lajm = 7.0%  
 Kosova sot = 5.0%  
 Express = 1.7%

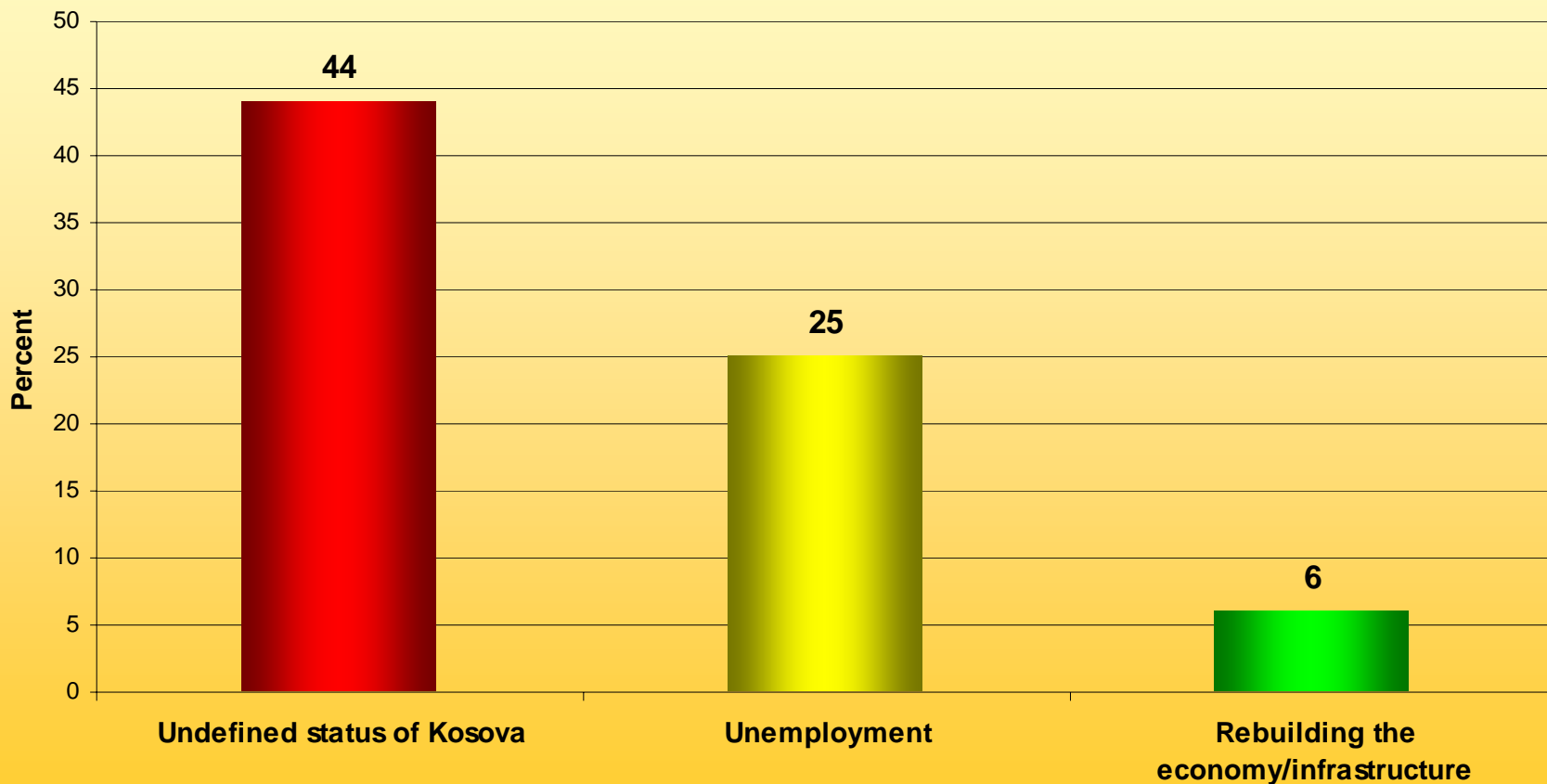
# Political Opinions – Overall Information

- 992 respondents Albanian and minorities (without Serbs)
- Representative for the Kosovan population aged 18+ years
- Margin of error =  $\pm 3.1\%$

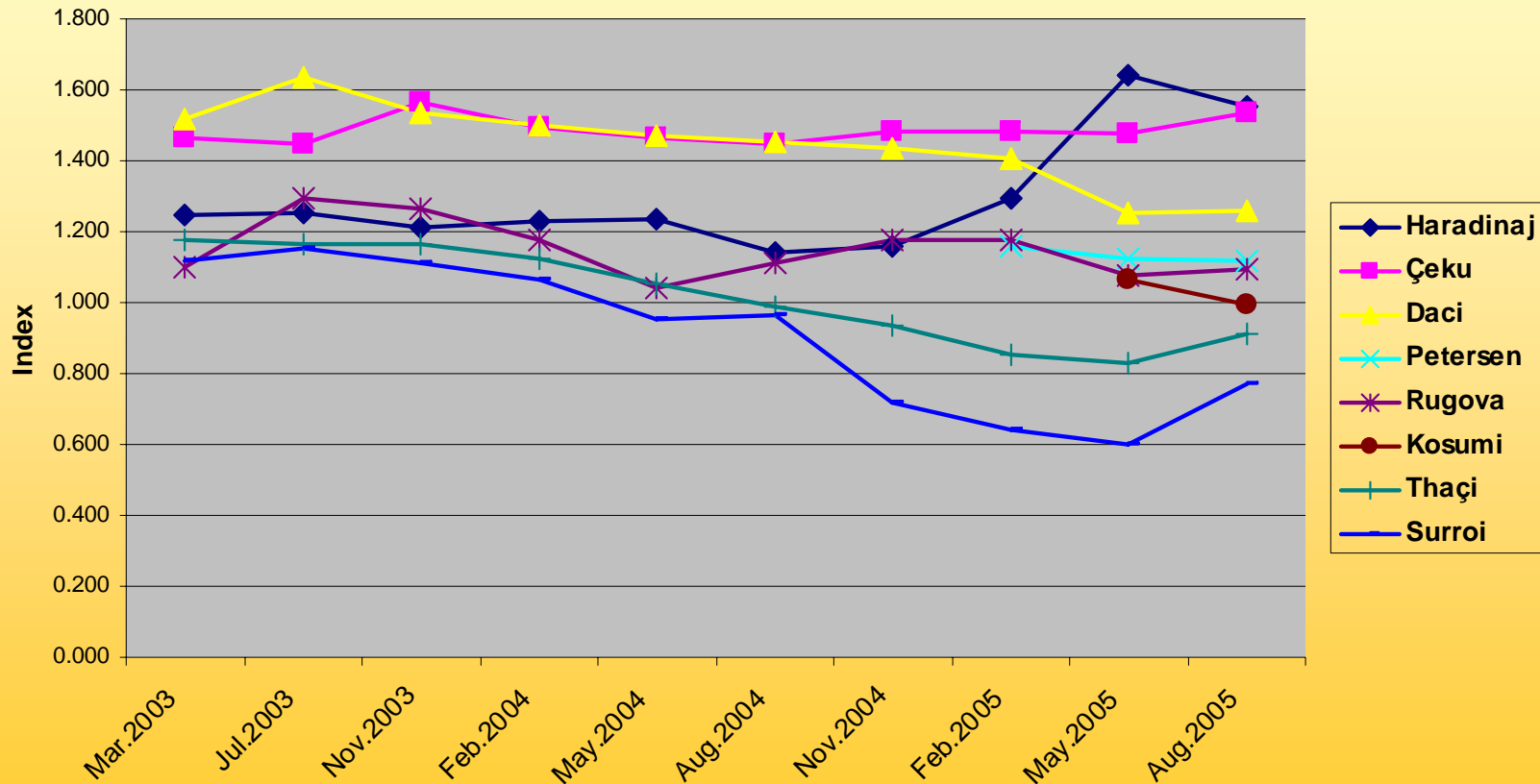
# Most Important Problem in Kosovo today (first mention)



# Most Urgent Issues for the Government of Kosova

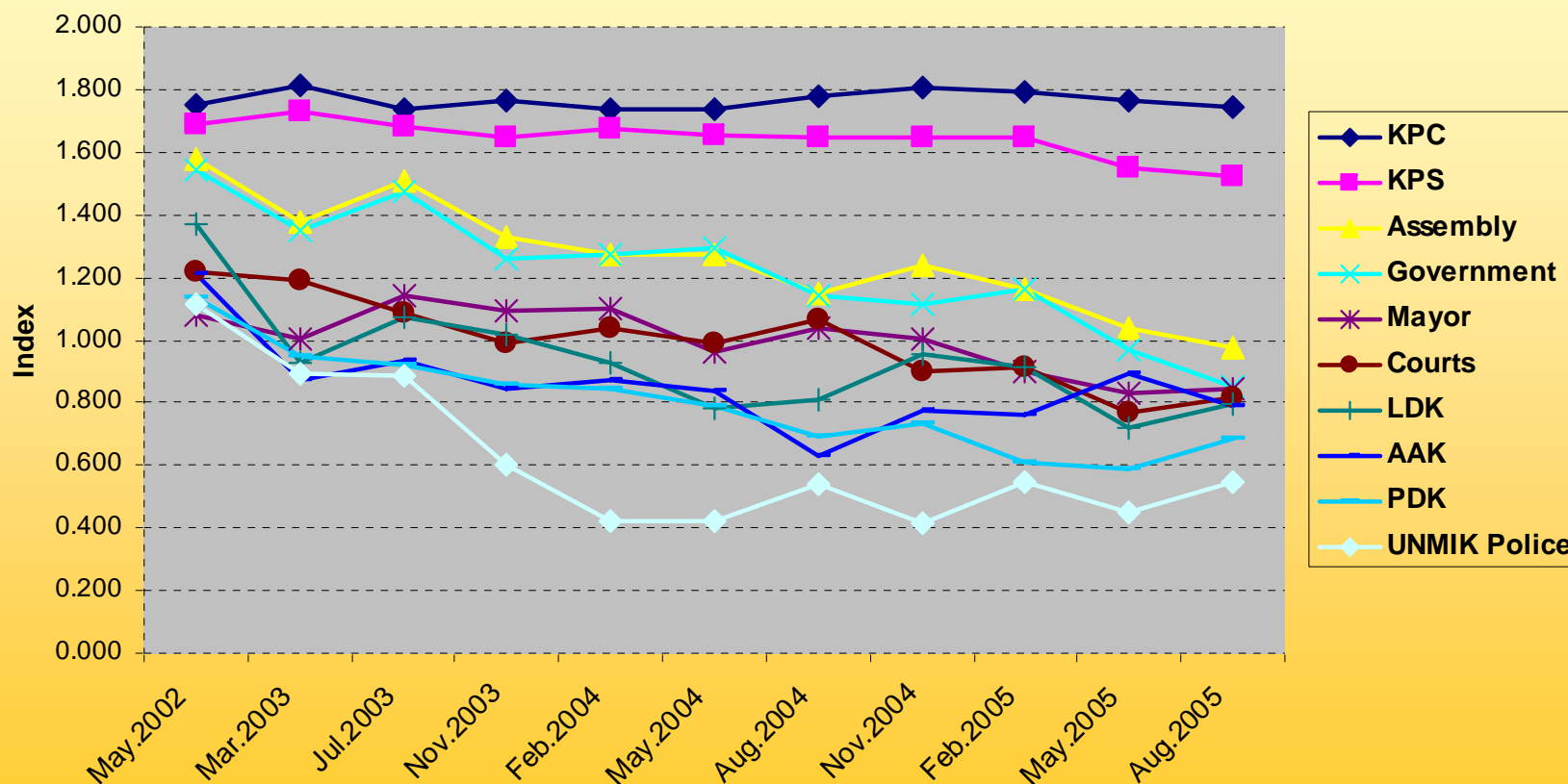


# Approval of Leaders and Personalities



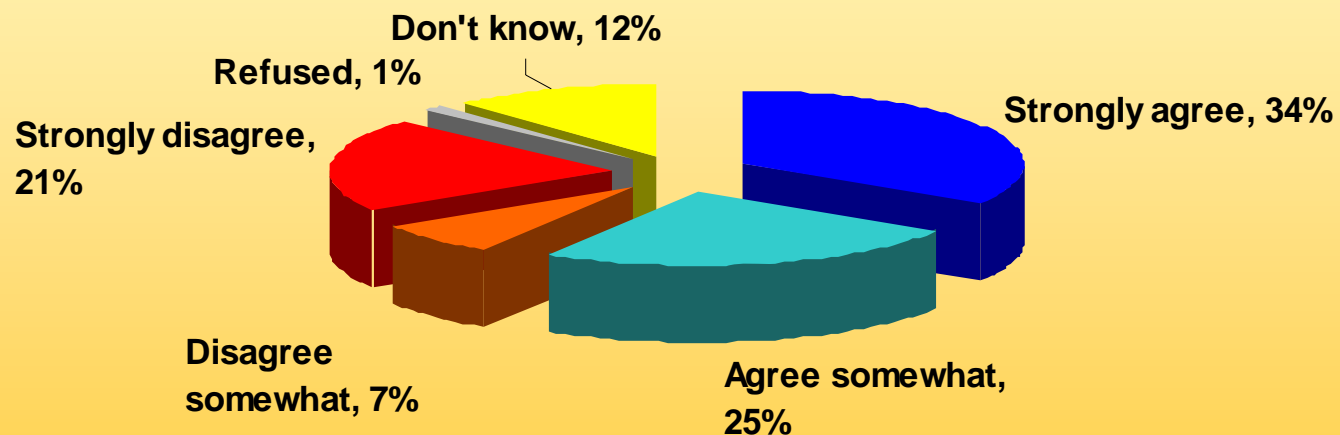
Note: Index of approval of leaders - from (-2) to (+2)

# Trust in Institutions

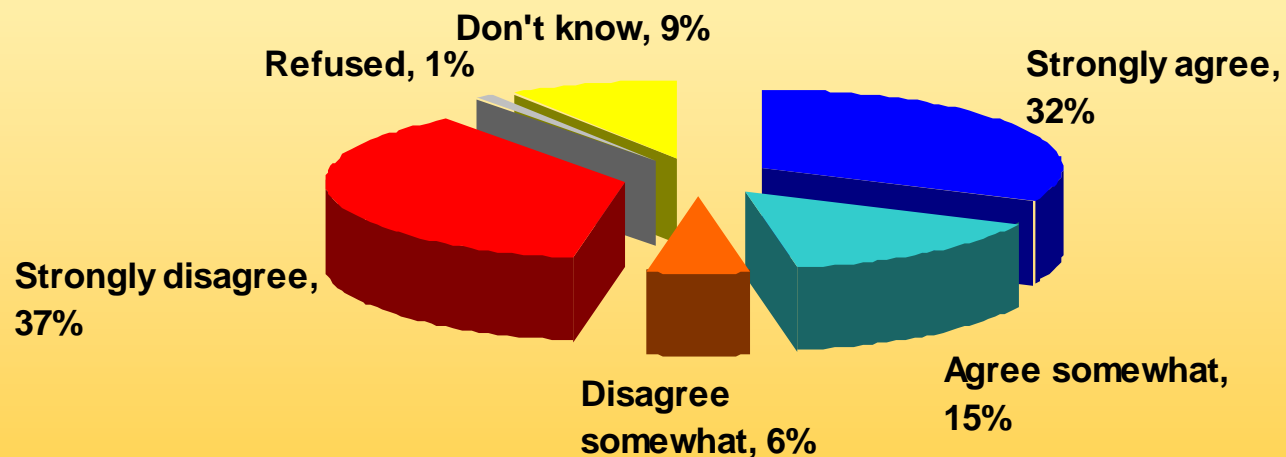


Note: Index of trust in institutions - from (-2) to (+2)

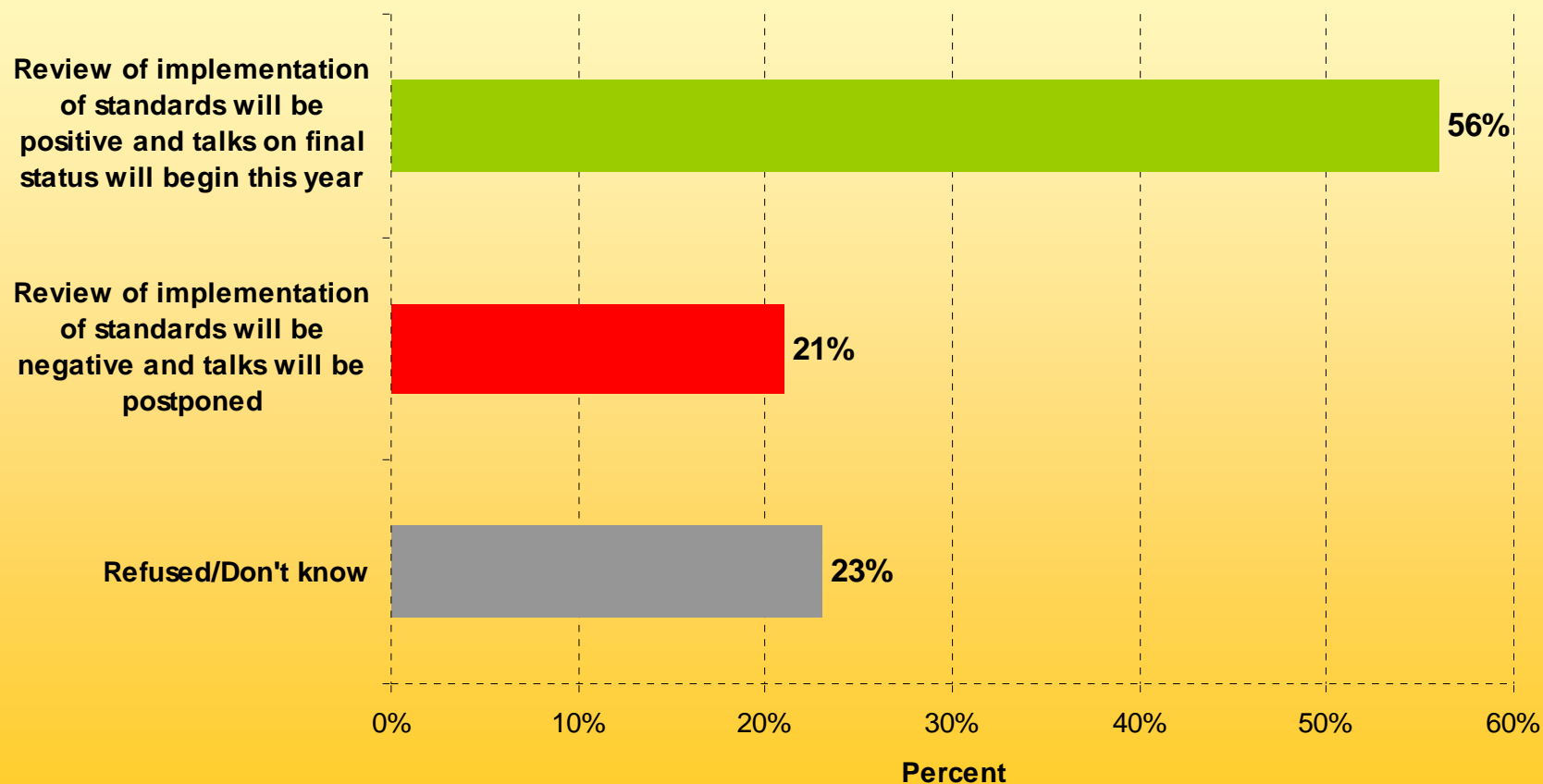
# Approval of talks with Serbia on technical issues



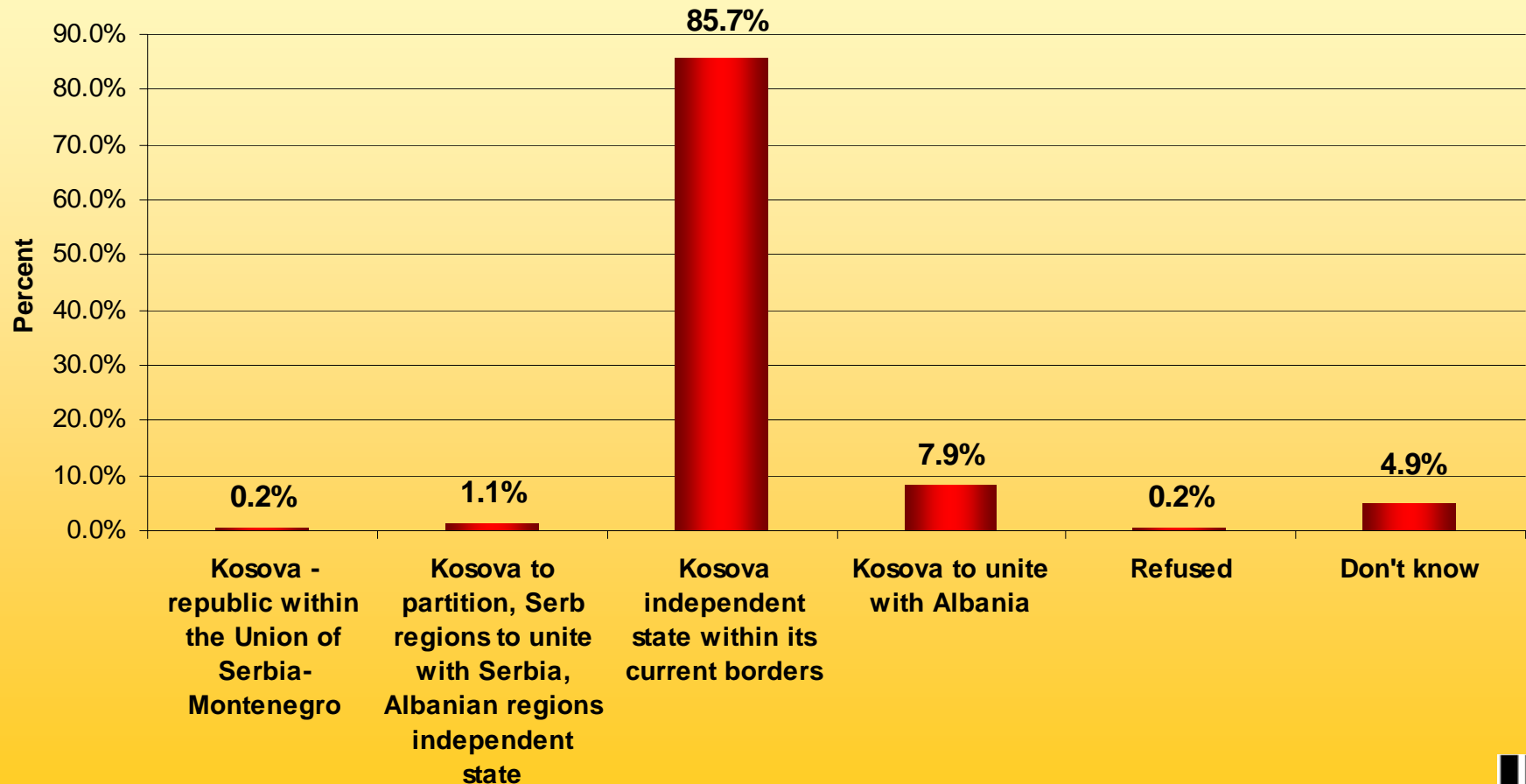
# Approval of talks with Serbia on the final status of Kosova



# Assessment of Implementation of Standards for Kosova



# What should be the final status of Kosova



# Probable reactions if Kosovo does not become independent state within its current borders

