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KOSOVA**  
*Joint venture with BBSS  
Gallup International*



**Media and  
political opinions**

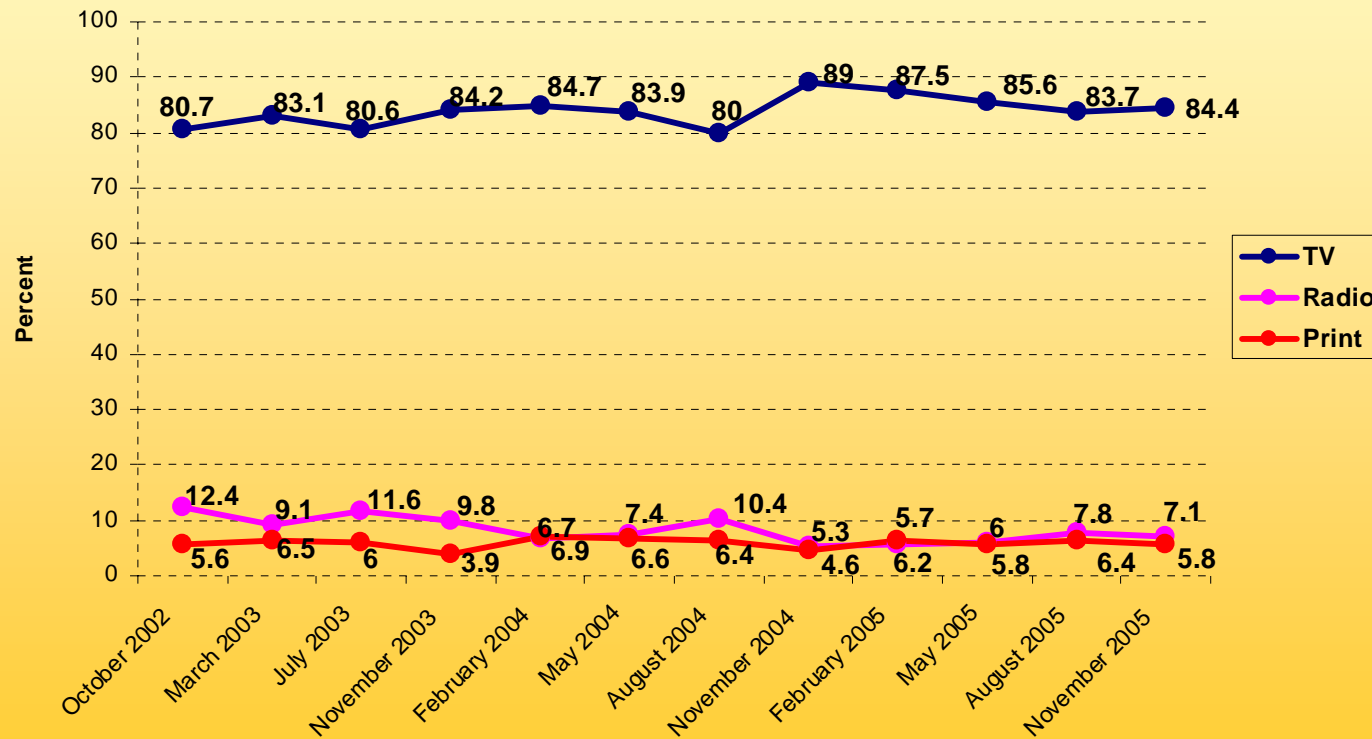
Media Survey in Kosova - Wave 12 (November 2005)

9 December 2005

# Survey Information

- ✓ Fieldwork conducted between 22-28 November 2005
- ✓ Sample size: 1,104 respondents, Albanians and minorities (without Serbs)
- ✓ Representative sample for Kosova population aged 15+ years
- ✓ 30-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

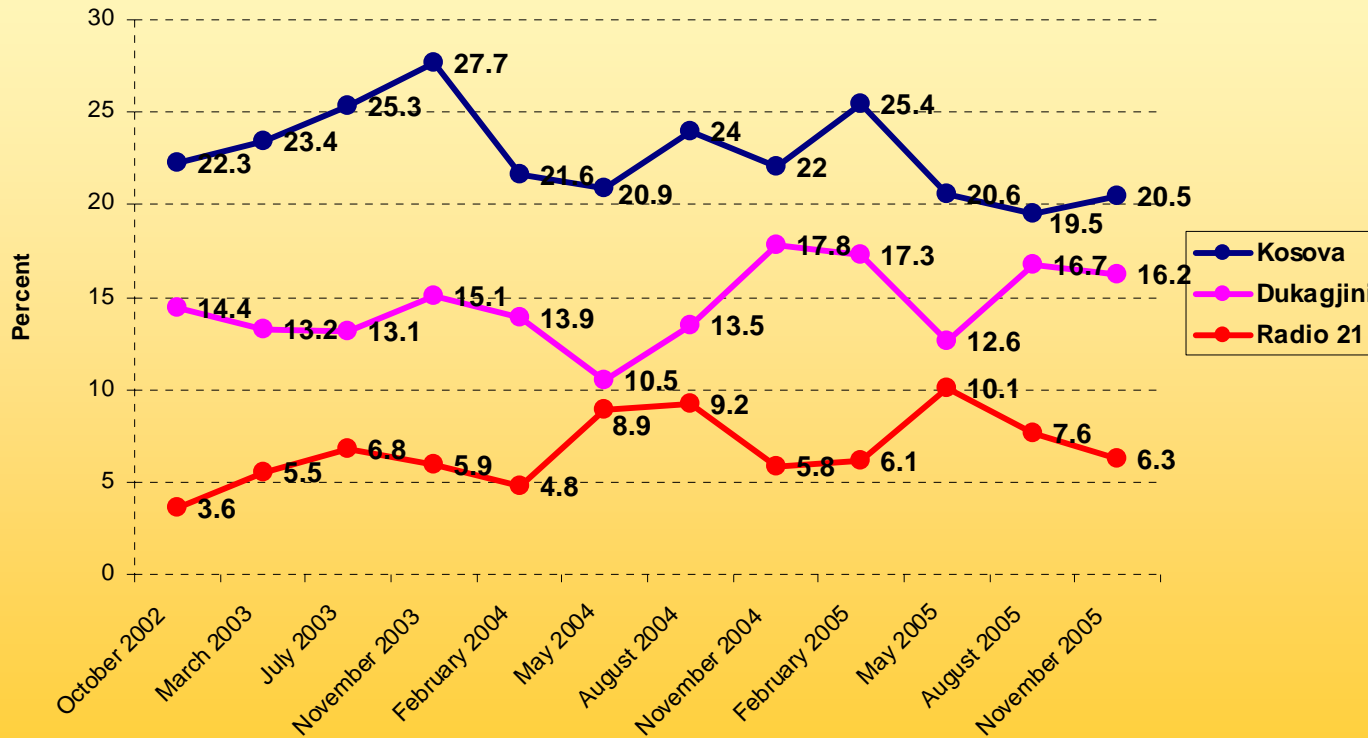


TV = 84.4%

Radio = 7.1%

Print = 5.8%

# Most Trusted Radio Stations

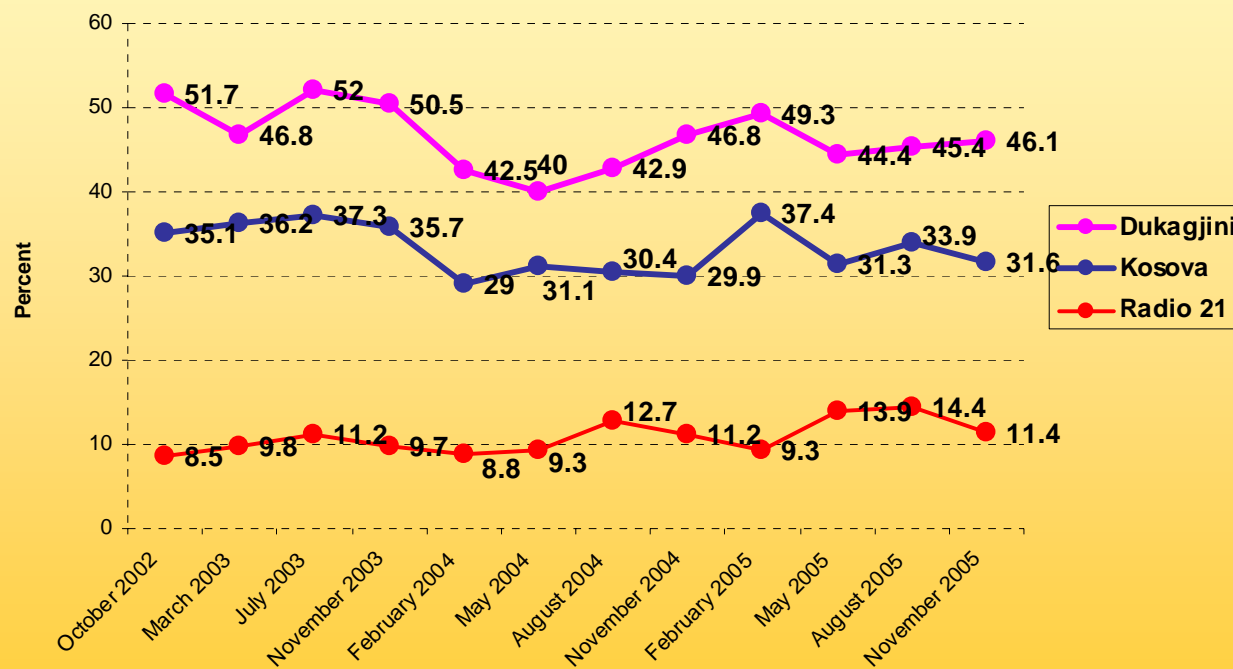


Kosova = 20.5%

Dukagjini = 16.2%

Radio 21 = 6.3%

# Most Listened To Radio Stations



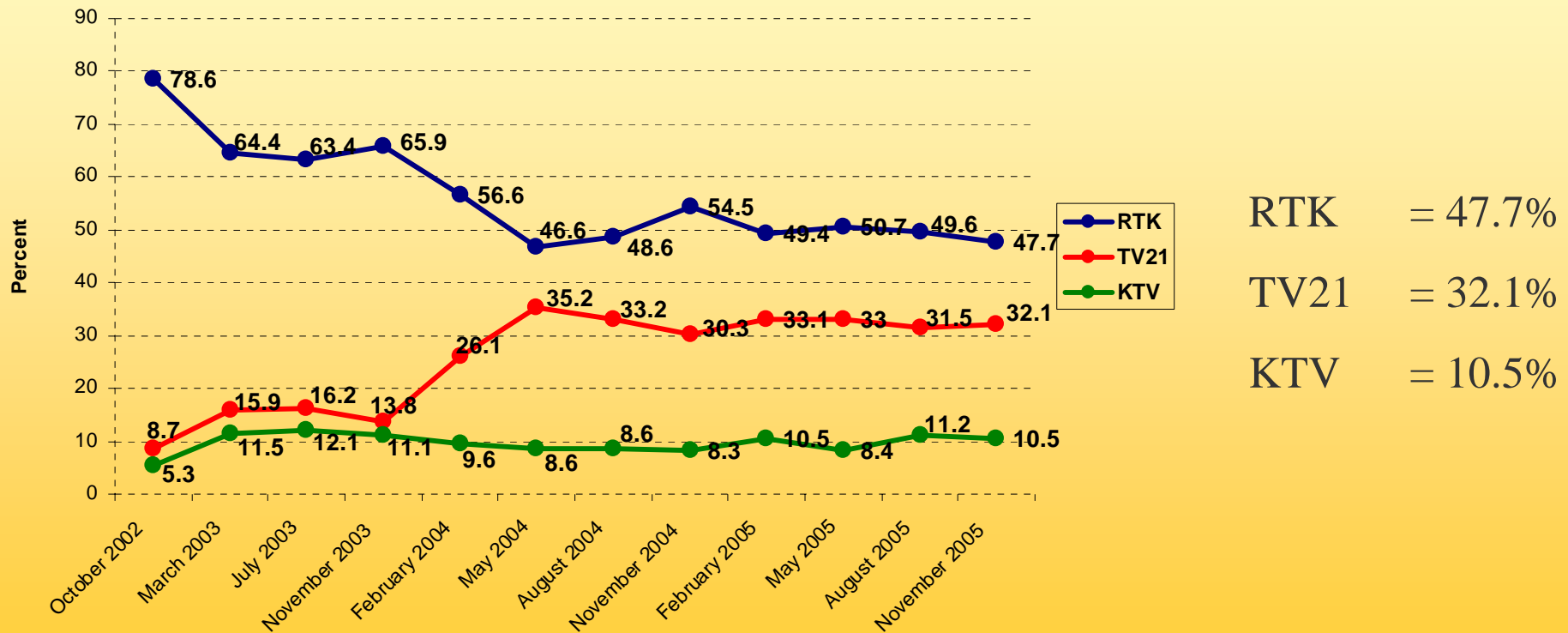
Note: Cumulative % of 1st, 2nd and 3rd mentioned

Dukagjini = 46.1%

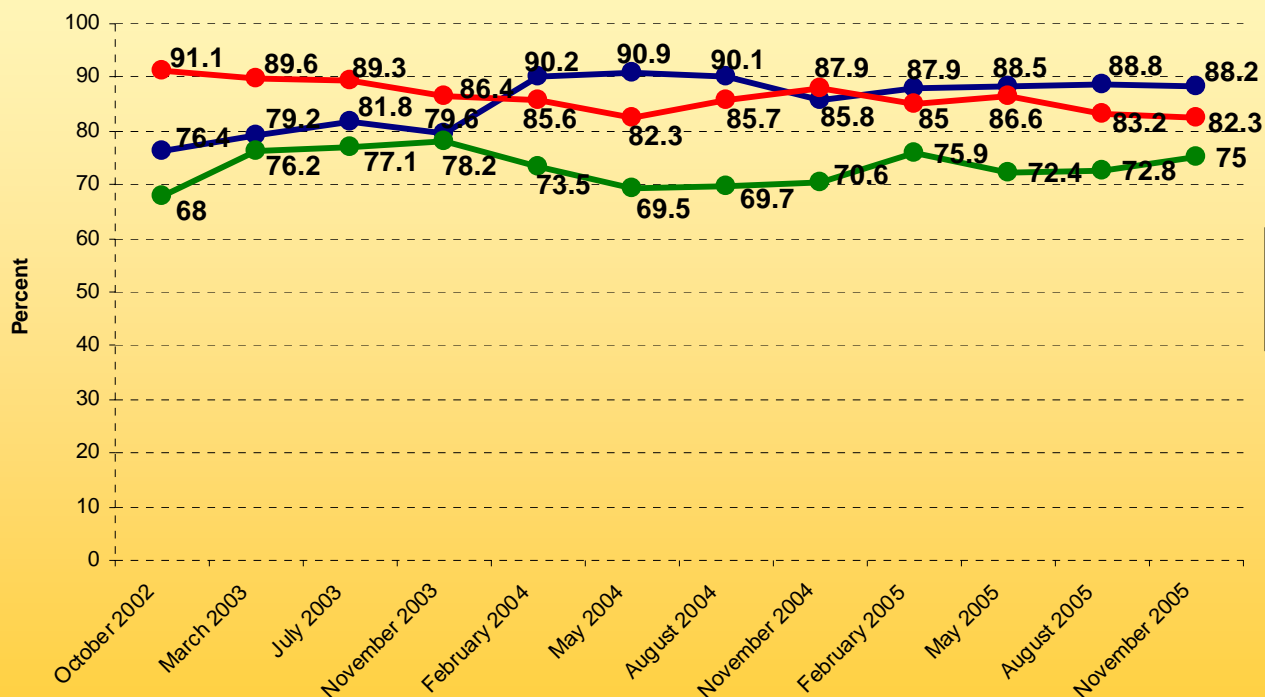
Kosova = 31.6%

Radio 21 = 11.4%

# Most Trusted TV Channels



# Most Watched TV Channels



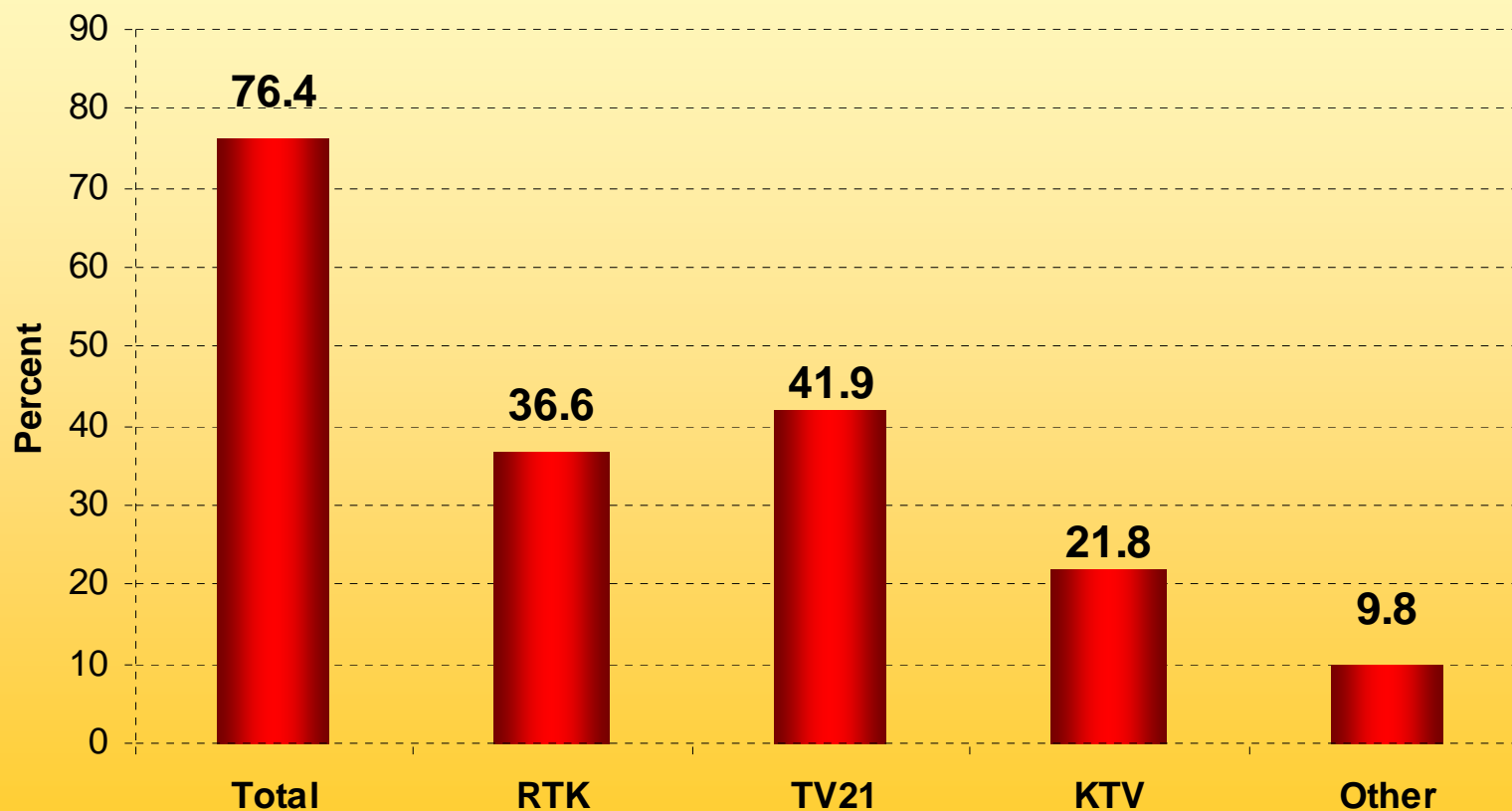
Note: Cumulative % of 1st, 2nd and 3rd mentioned

TV21 = 88.2%

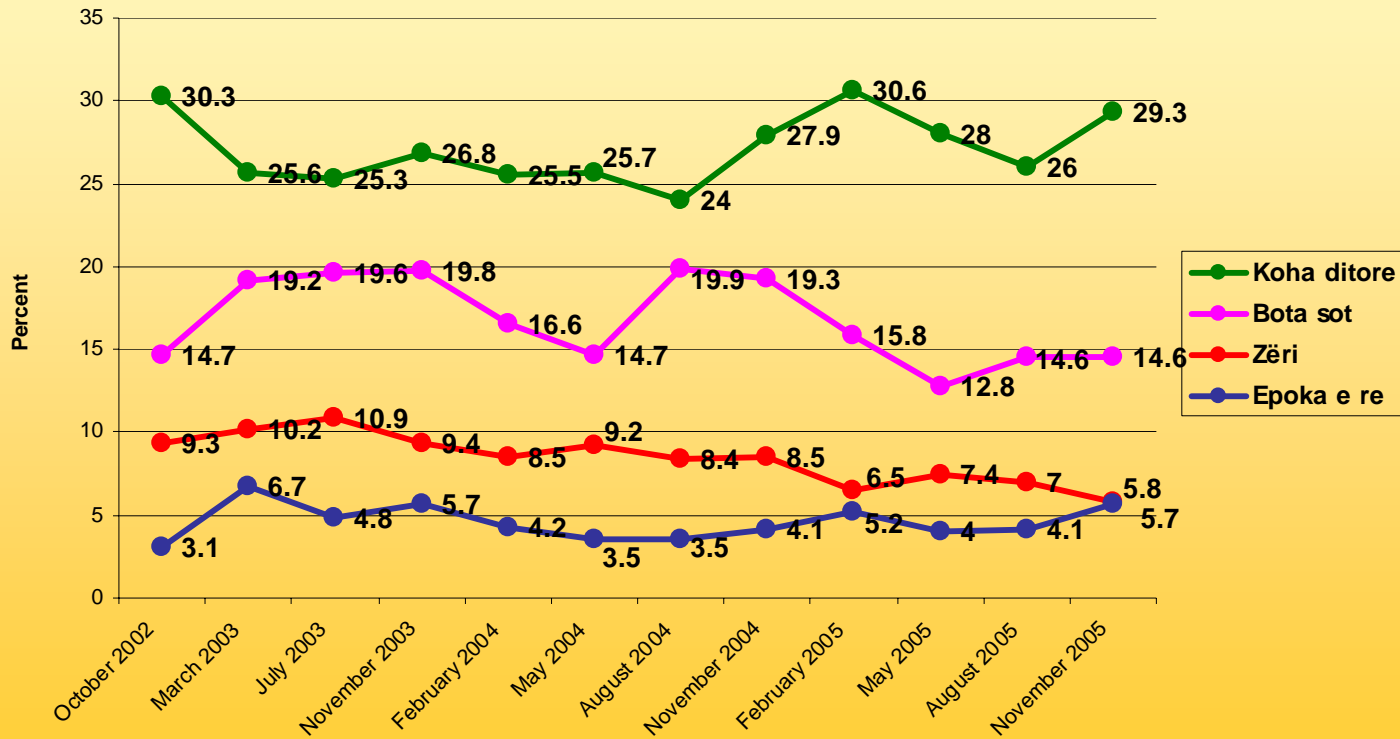
RTK = 82.3%

KTV = 75.0%

# Actual Viewership of National TV Channels (Last week of November 2005, 21-27 November)



# Most Trusted Dailies



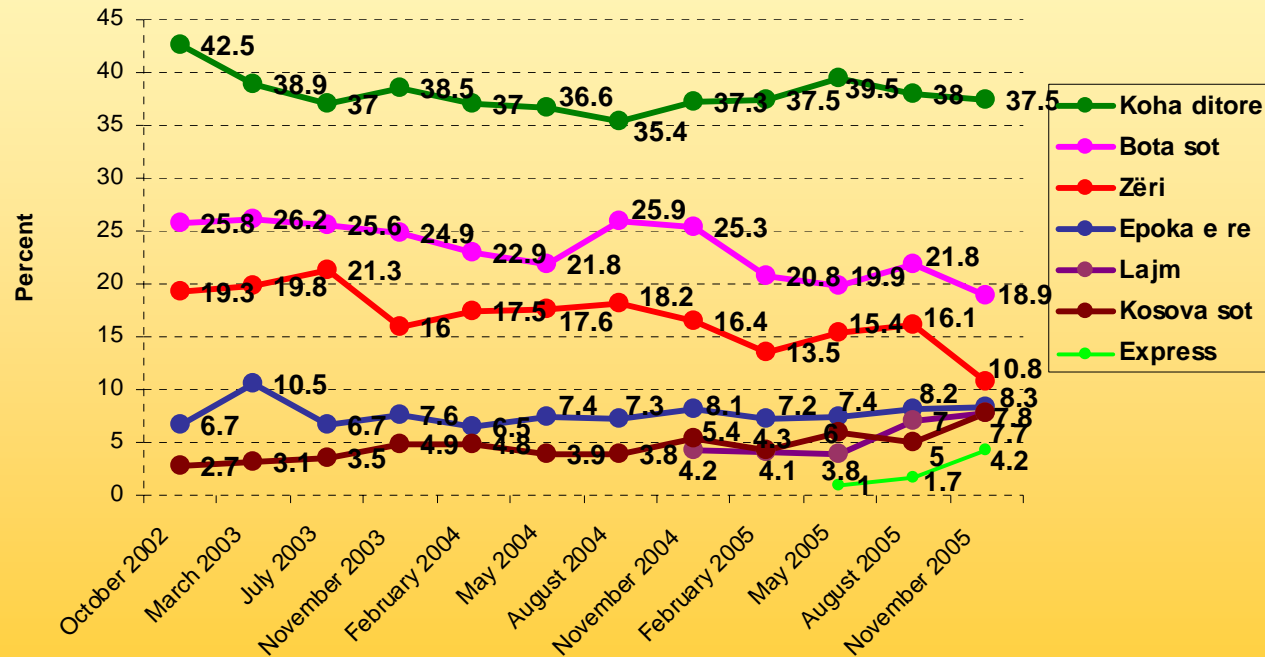
Koha ditore = 29.3%

Bota sot = 14.6%

Zëri = 5.8%

Epoka e re = 5.7%

# Readership of Dailies



Note: Cumulative % of 1st and 2nd mentioned

Koha ditore = 37.5%

Bota sot = 18.9%

Zëri = 10.8%

Epoka e re = 8.3%

Kosova sot = 7.8%

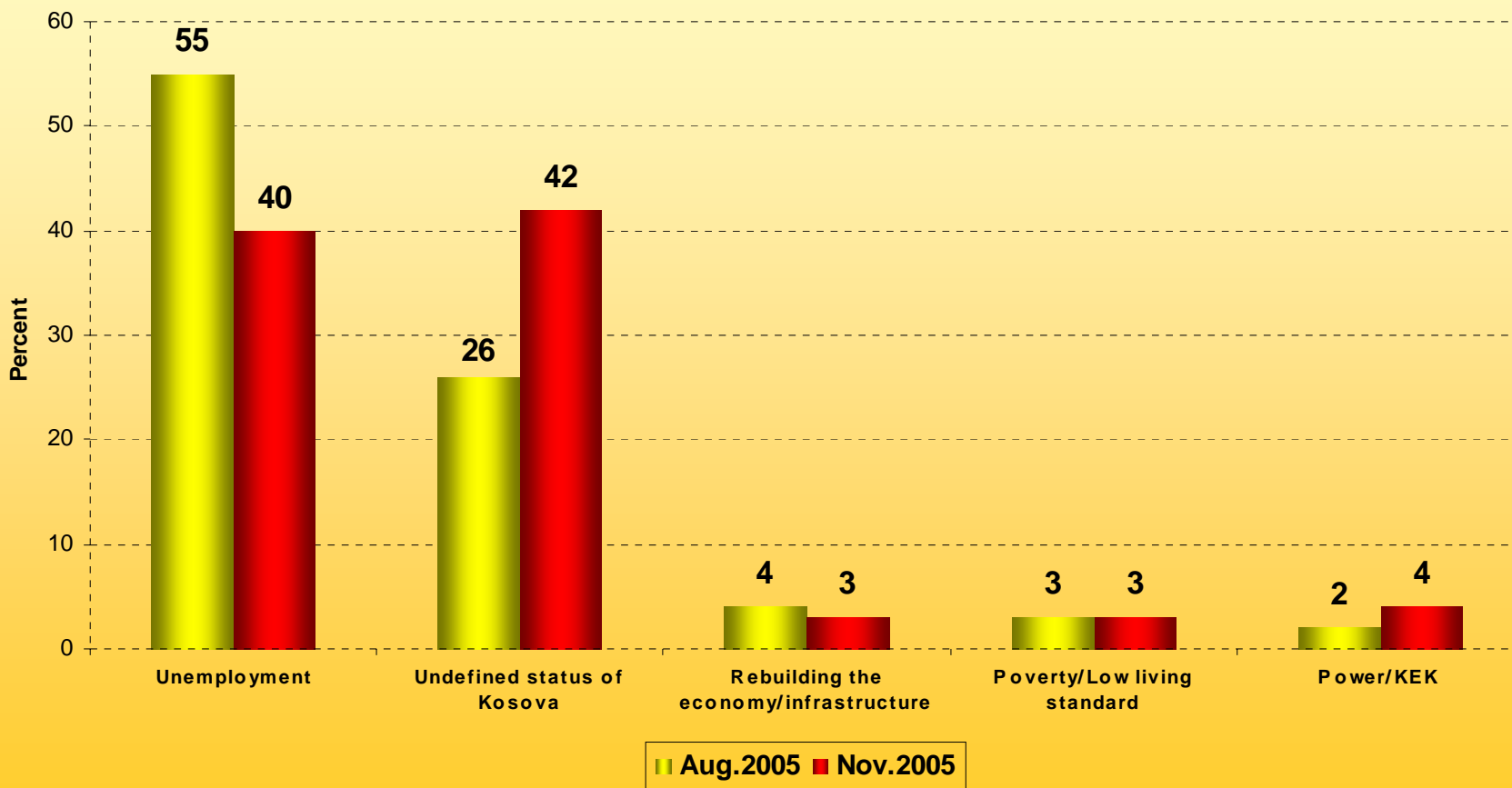
Lajm = 7.7%

Express = 4.2%

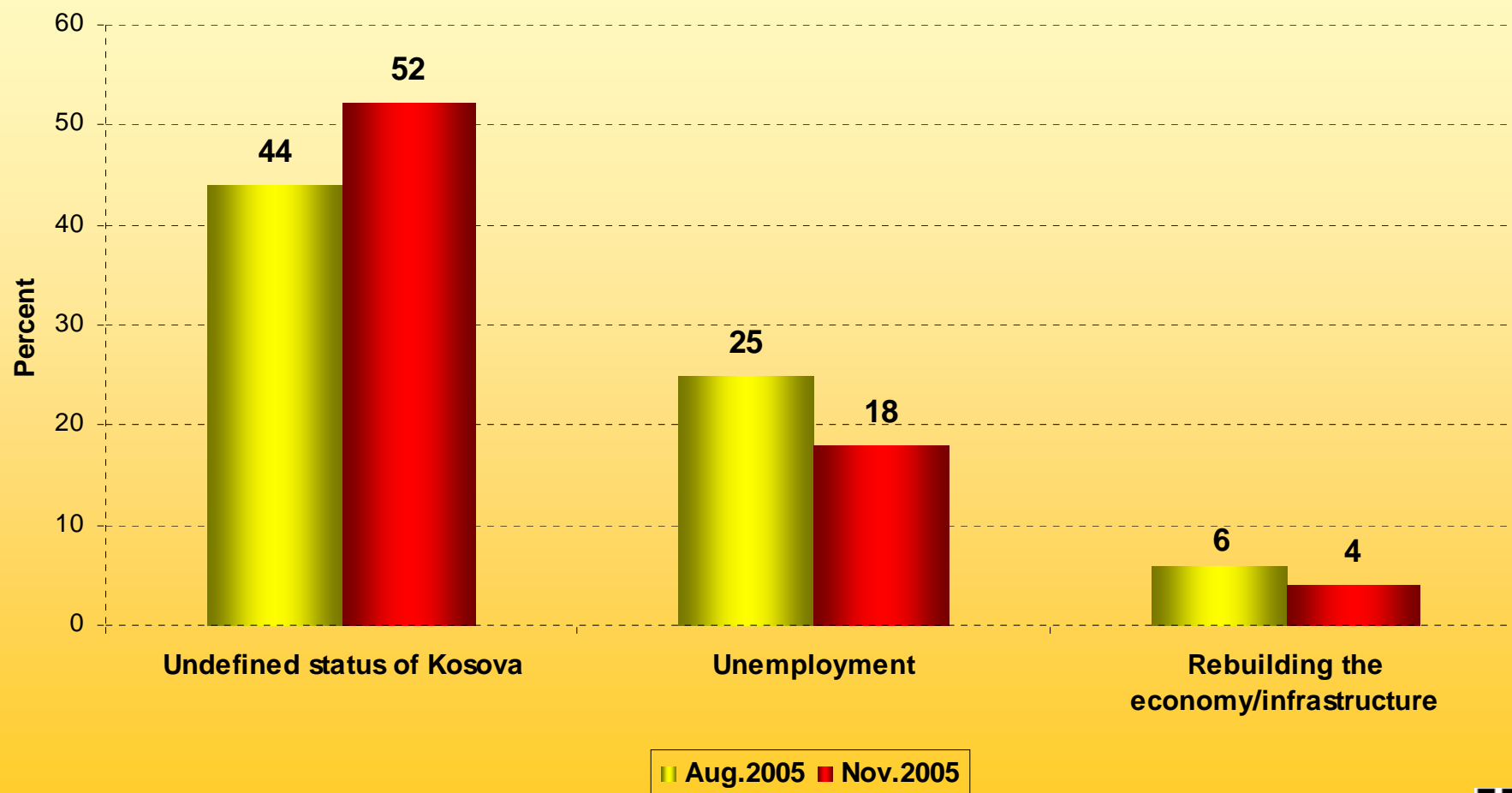
# Political Opinions – Overall Information

- 1,020 respondents, Albanian and other minorities (without Serbs)
- Representative for Kosova population aged 18+ years
- Margin of error =  $\pm 3.1\%$

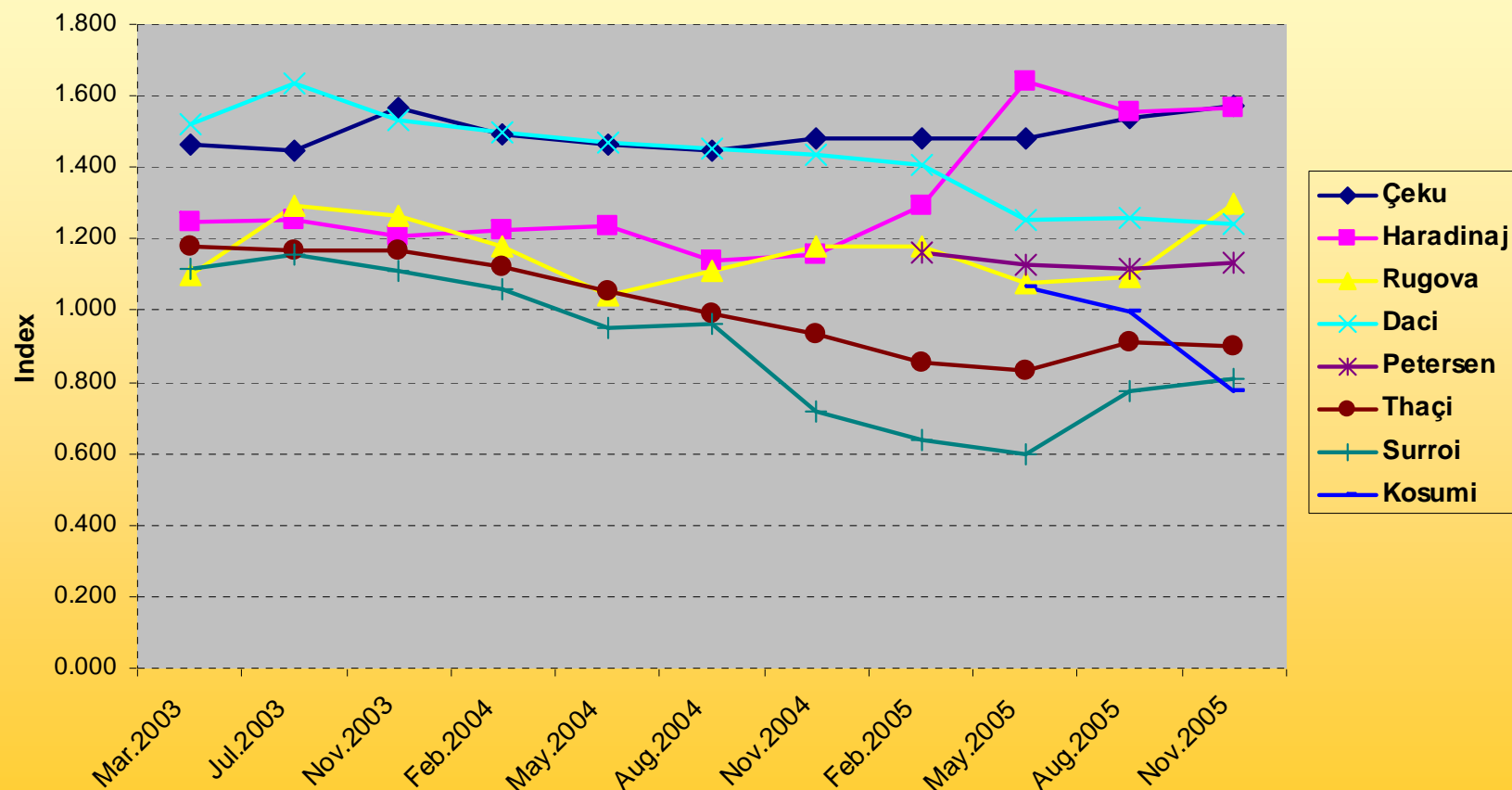
# Most Important Problem in Kosovo Today (First mention)



# Most Urgent Issues for Government of Kosova

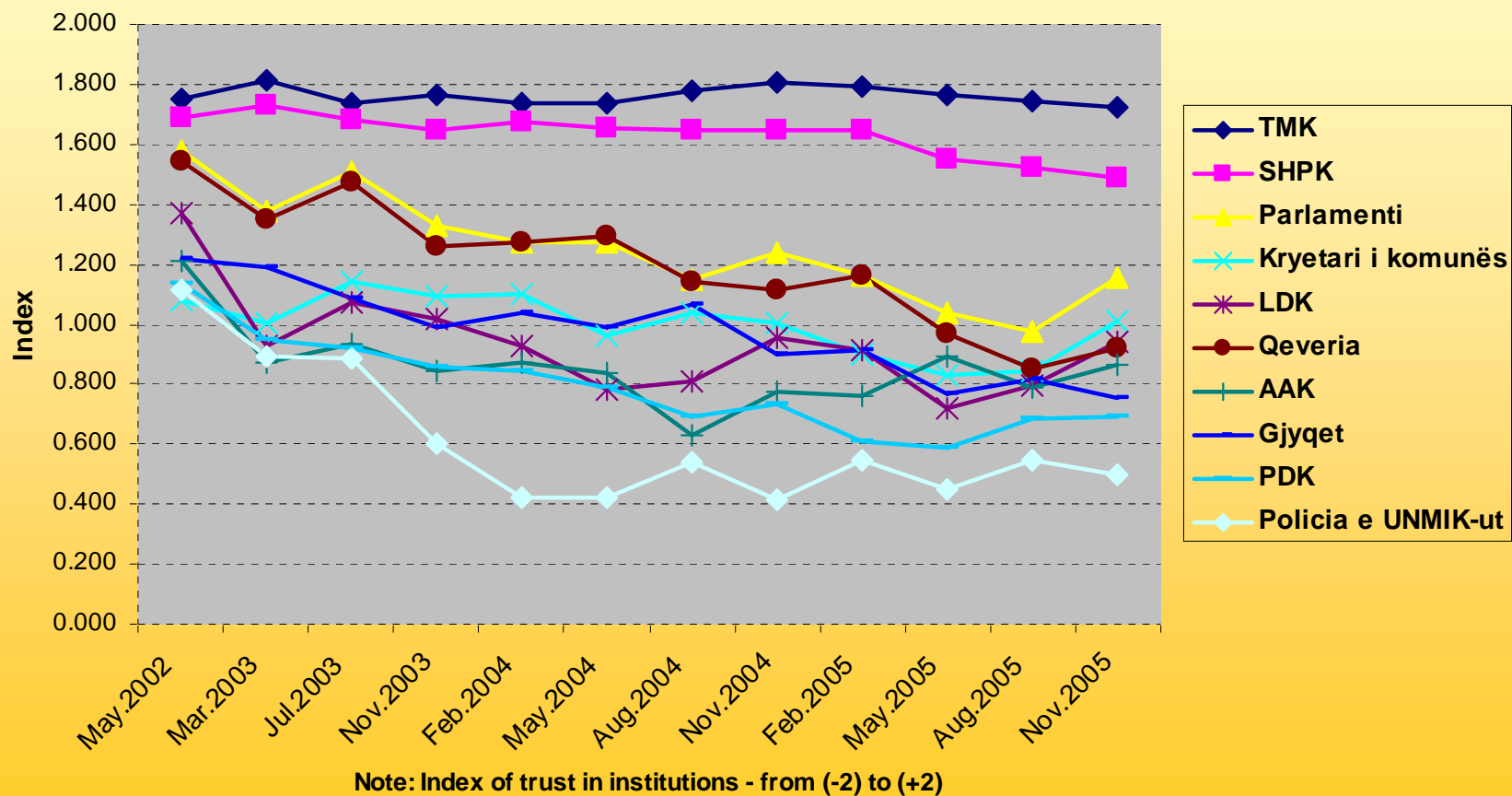


# Approval of Leaders and Personalities

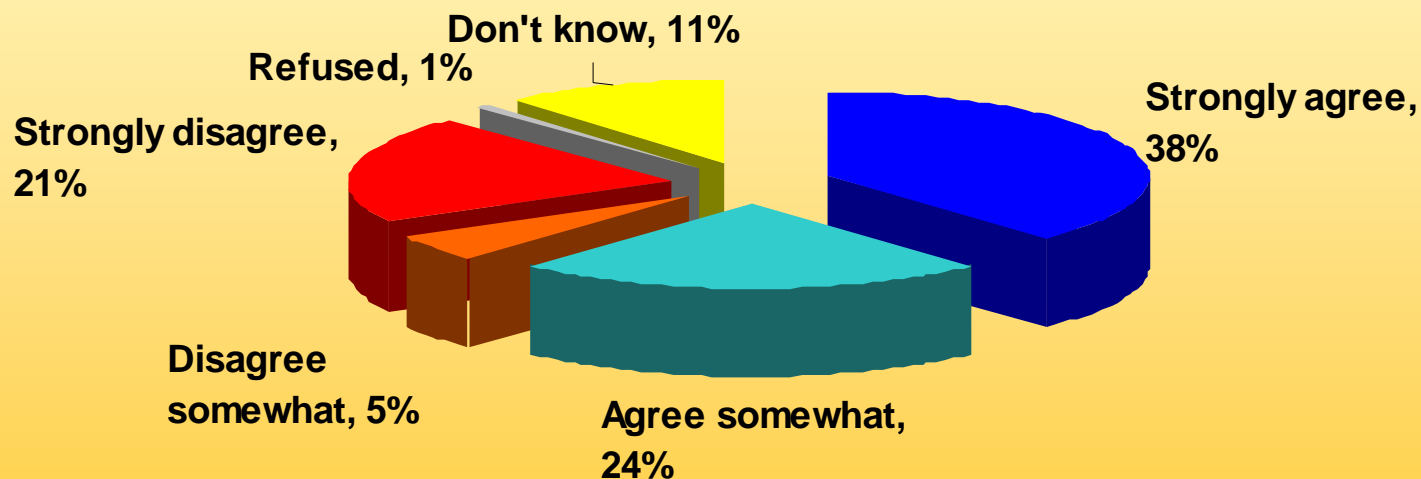


Note: Index of approval of leaders - from (-2) to (+2)

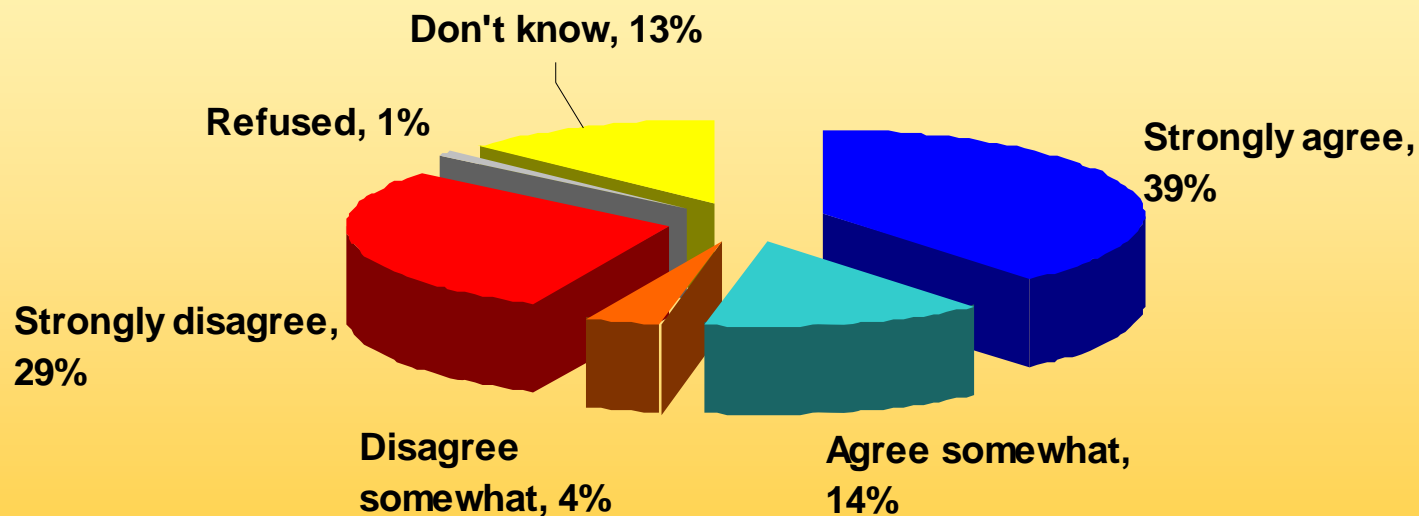
# Trust in Institutions



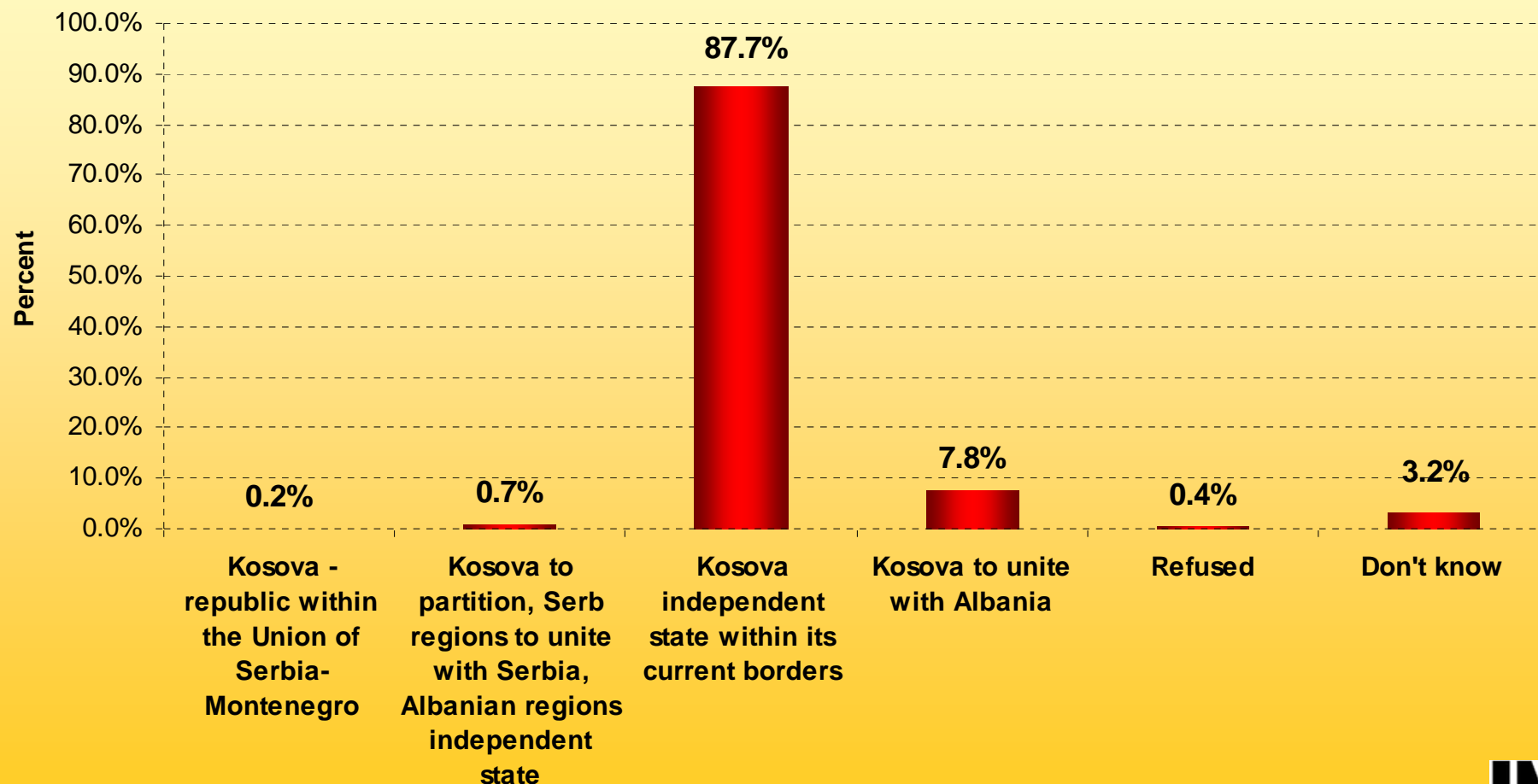
# Approval of Talks with Serbia on Technical Issues



# Approval of Talks with Serbia on Final Status



# What Should be the Final Status of Kosova



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

