



## **Media Habits and Households' Possessions**

In October 1999, Branch Office of BBSS Gallup International in Prishtina, conducted in Kosova public opinion survey regarding the mass media consumption. A standard questionnaire was used for the purpose, which comprised three media sections (TV section, section for radio, section for print media) and two demographics' segments (consumer and standard demographics).

Survey was conducted equipped with the standard methodology, exercised also in other research projects in Albania, Macedonia, Romania and Bulgaria, covering 1,000 Albanian respondents, 18 and over years old, chosen on random stratified selection principles across whole Kosova.

Interviewees were asked to point to the names of media they prefer to follow, which topics of the programming they are interested in, asked in broad terms about the frequency of watching/listening/reading respective media in Kosova and about the possession/consumption of certain items in their households.

From the results of the survey it can be inferred that Albanian inhabitants of Kosova most often read newspapers, then listen to radio and on the third place comes watching TV, as a mean of information. Among other interpretations, one may resort to the relatively high concentration of population in towns and surrounding villages in this verging on the harsh winter conditions season, on the evident expansion of the distribution network of newspapers, which use for the purpose even not-matched before outlet of ordinary shops. On the other hand, reading newspapers is not linked to a certain schedule or a timetable, as it is in the case of radio or TV, which could be interrupted or disturbed for different reasons.

Answers to the question Which daily newspapers/weekly magazines do you read and how often were broken into three modalities, viz.: often, rarely, never. From daily newspapers that are published today in Kosova "Koha ditore" is read most often, then comes "Rilindja", "Kosova sot", then "Bota sot", with just a slight variance in percentages, and "Dardania" and "Dukagjini", which are declared to be read fairly rarely.

Weekly editions as of the moment feature only "Zëri".

Radio listenership of Kosovar Albanians is predominantly in-home activity (77.1%), and far less at work or in the car entertainment.

Today in Kosova, there are a great number of radio stations that can be received through most simple radio sets and through satellite dishes also. From 20 radio stations mentioned in the questionnaire, a ranking of 6 most listened radios in Kosova was done, based on the frequency of listening. The first place belongs to Radio DW (Deutsche Welle), and then comes Radio 21, VOA (Voice of America), Radio Free Europe, Radio Tirana and Radio Free Kosova.

As we can see, out of 6 most listened radio stations in Kosova, three of them are foreign radios, and their frequency of listening is relatively high. This might be because of the fact that during the war, foreign radio stations were the main source of information for the citizens of Kosova.

Television is the main source of information and for creating the

public opinion. The survey has shown that watching TV is in the third place as one of the means of information, after reading newspapers and listening to radio. Getting informed through TV is more effective and full, but in the period after the war in Kosova there are still some reasons, which have made impossible the full way of informing through television. The destroyed and robbed TV sets and satellite dishes, the lack of local TV stations, a very limited satellite programme in Albanian language, a great dynamics of everyday life in Kosova today, are some of the reasons that put watching TV in the third place as a mean of information.

From the list of 12 TV channels offered in the questionnaire, a ranking of 5 most watched TV-s in Kosova was used again. The first place belongs to TVSH (Albanian TV), the second to RTK (Radio Television of Kosova), and then come foreign TV channels, BBC World, VOA (Voice of America) and CNN International.

Out of these most watched TV channels in Kosova, 75.4% of Kosovar Albanians follow news and informative programmes, while a very low percentage goes to the next in the general preferences cultural and political programs, music, sports and movies.

From the results of the Consumers' Demographics section, we can extract some evaluations on the standard of citizens of Kosova. The fact that 68.7% of citizens of Kosova possess freezers, 60.9% TV sets with remote control, 55.6% satellite dishes, 48.5% cars, shows a relatively high standard of citizens of Kosova. While, the goal of the survey was not to measure the living standard, but only detection of some indicators, this can reflect the level of living standard.

From the results we are extracting these items too for this time: 31.1% of citizens of Kosova possess dogs, 22.5% tractors, 20.4% cats, 9.8% mobile telephones, 6.7% computers, 5.9% video cameras and 0.4% internet subscription.

From the question Would you say for yourself as being a person who drinks coffee, smokes cigarettes, drinks beer, drinks spirits comes out that 89.7% of respondents say that drink coffee, 51.3% smoke cigarettes, 30.5% drink beer and 15.0% drink spirits.

From the standard demographics section comes out that approximately in one house live 7 people, and approximately 2 of them are children below 14 years of age.

From the set of questions on the living standard comes out that 3.4% of respondents estimate their living standard compared with the other people in the country as very high and high, 64.8% as medium and 30.7% as low and very low.

Compared to one year ago 17.5% of respondents estimate their present living standard as now it is much better and now it is a little better, 66.4% estimate that now it is a little worse and now it is much worse and 15.5% say there is no difference.

While, 81.1% of respondents believe their personal living standard and of their family in the next 2-3 months will improve a lot and will improve a little, 4.6% believe that will become a little worse and will become much worse, while 7.8% believe that there will be no change in their living standard.