



**September, 2005**

## **MEDIA AND POLITICS IN KOSOVA**

**Television still remains the main source of information for citizens of Kosova (84%), with a great difference against radio (8%) and print media (6%). The most preferred media in Kosova are TV21, Radio Dukagjini and Koha ditore, whereas the most trusted media still remain RTK, Radio Kosova and Koha ditore.**

**The most important problem in Kosova continues to be unemployment, whereas the most urgent issue for the Government of Kosova is the undefined status of Kosova. More than half of respondents think that the assessment of implementation of standards for Kosova will be positive and that talks on final status of Kosova will begin this year. According to 86% of respondents, the final status of Kosova should be independent state within its current borders.**

Index Kosova, joint venture with BBSS Gallup International, conducted the eleventh wave of the regular media survey in Kosova in August 2005. The survey in the field was conducted from 25-31 August 2005 and the survey included Albanian respondents and minority respondents (without Serbs) in Kosova. The selected sample is representative for the Kosovan population aged 15+ years. Questions on media were posed to all respondents (1,104 respondents, margin of error  $\pm 2.9\%$ ), whereas political questions were posed only to respondents aged 18+ years (992 respondents, margin of error  $\pm 3.1\%$ ).

### **Media Preferences**

**Television still remains the main source of information for the majority of Kosovan citizens (84%),** whereas radio (8%) and print media (6%) remain as a secondary source of information.

**According to respondents' preferences, TV21 is the most watched TV station in Kosova (89% - cumulative of three mentions),** leaving behind RTK (83%) and KTV (73%). The total actual viewership (reach %) of television during the last week of August 2005 (24-30 August) was 70%, whereas 46% have watched TV21, 29% RTK, 16% KTV and 8% other TV stations. As far as trust is

concerned, the most trusted TV station in Kosova continues to be RTK (50%), followed by TV21 (32%) and KTV (11%).

**Radio Dukagjini continues to be the most listened to radio station in Kosova (45% - cumulative of three mentions),** then comes Radio Kosova (34%) and Radio 21 (14%). Although Radio Kosova remains the most trusted radio station in Kosova with 20%, Radio Dukagjini is quite close (17%), compared to the last survey in May 2005.

**Koha ditore still remains the most read daily newspaper in Kosova (38% - cumulative of two mentions),** although it shows a slight decrease, compared to the three following newspapers Bota sot (22%), Zëri (16%) and Epoka e re (8%), that show a sensitive increase in readership. The newspaper that has recorded a high increase in readership is the daily Lajm (7%), leaving behind Kosova sot (5%) and Express (2%). The most trusted newspaper undoubtedly continues to be Koha ditore (26%), followed by Bota sot (15%), Zëri (7%) and Epoka e re (4%).

### **Political Opinions**

**The most important problem in Kosova, according to 55% of respondents is considered to be unemployment.** Not only the known high level of unemployment, but also the perception of this problem as a vital personal and family problem, influences unemployment to be mentioned as a main problem by more than half of respondents. The undefined status of Kosova is considered as the most important problem in Kosova by around one fourth of respondents (26%).

**Although unemployment is mentioned as the most important problem, the undefined status of Kosova is considered to be the most urgent issue for the Government of Kosova.** This opinion is supported by 44% of respondents, against another 25% who believe that unemployment is a more urgent issue. The resolution of the final status of Kosova is considered by the people as a condition for economic and social investments for the overall development, hence for decreasing unemployment.



**September, 2005**

**The end of the summer season has recorded changes in the rating of politicians and personalities as well.** The very high rating of the ex Prime Minister Haradinaj has fallen and at the moment is close to the rating of General Çeku, whose rating is increasing constantly. Daci, Petersen and Rugova remain relatively stable, whereas opposition leaders Thaçi and Surroi have significantly increased their rating. The rating of the current Prime Minister Kosumi is position in the mid-level range and has continued to fall.

**Interesting changes are evident in the index of trust in institutions and political parties. KPC and KPS have a high index of trust and continue to hold a stable trend, whereas the trust in the Assembly and the Government of Kosova maintains the falling trend that began since the beginning of this year.** Dynamics of the political life has affected the rating of political parties as well. Two largest parties LDK and PDK have recorded an increase in trust among citizens, whereas AAK has recorded a small decrease. The lowest rating among institutions for three years now is maintained by the UNMIK Police.

**Majority of Kosovan citizens support talks with Serbia on technical issues, whereas the support for talks on the final status is lower.** More than half of respondents declare that they support talks with Serbia on technical issues (34% strongly agree and 25% agree somewhat), whereas

less than one third is against these talks (21% strongly disagree and 7% disagree somewhat). On the other hand, when speaking of talks with Serbia on the final status of Kosova, almost half of respondents support these talks (32% strongly agree and 15% agree somewhat), while almost the other half is against these talks with Serbia (37% strongly disagree and 6% disagree somewhat).

**Majority of respondents (56%) believe that the assessment of implementation of standards for Kosova will be positive and that talks on final status will begin this year.** However, around 21% of interviewed think that this assessment will be negative and that talks will be postponed, while around 23% do not have a stand on this issue (refuse to answer or do not know).

**Kosova an independent state within its current borders should be the final status of Kosova, according to 86% of respondents.** Also, related to the final status of Kosova, around 8% of respondents feel that Kosova should unite with Albania.

**The results from this survey reveal that the independence of Kosova is the only option for the majority of Kosovan citizens, whereas every other "solution" is not a solution for them.** If Kosova will not be an independent state within its current borders, respondents' answers for their likely reactions are as follows:

<b>Probable reactions if Kosova does not become an independent state within its current borders</b>	
<b>Support political parties or groups that promise to address the problem</b>	<b>35%</b>
<b>Engage in peaceful demonstrations</b>	<b>22%</b>
<b>Talk with family and friends about this</b>	<b>13%</b>
<b>Do nothing</b>	<b>9%</b>
<b>Engage in violent opposition</b>	<b>6%</b>
<b>Would provide assistance to those engaged in violent opposition</b>	<b>5%</b>
<b>I would leave Kosova</b>	<b>4%</b>