



Media Habits in Kosova

December, 2003

Survey Information

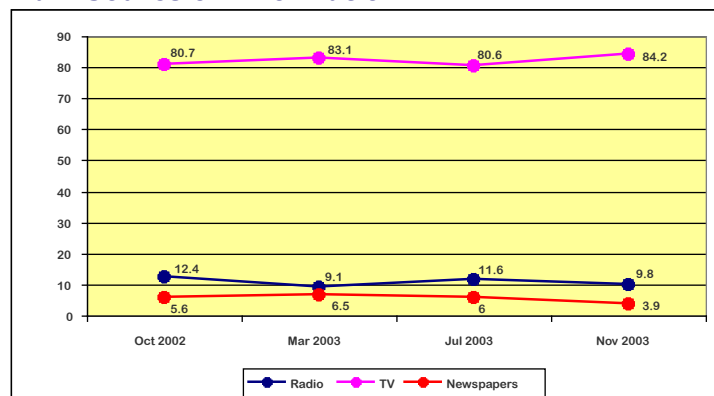
- Fieldwork conducted 6-12 November 2003
- 1,104 respondents – Albanian and minorities (without Serbs)
- Representative of Kosova population aged 15+ years
- 30 minute face-to-face interview in-home of respondent
- Almost 1 in 5 interviews back-checked
- Training (briefing) held on 5th November
- Data entry and processing 13-19 November
- Final data file: 22 November

Daily Usage (%)

(Regular Users – Every Day)

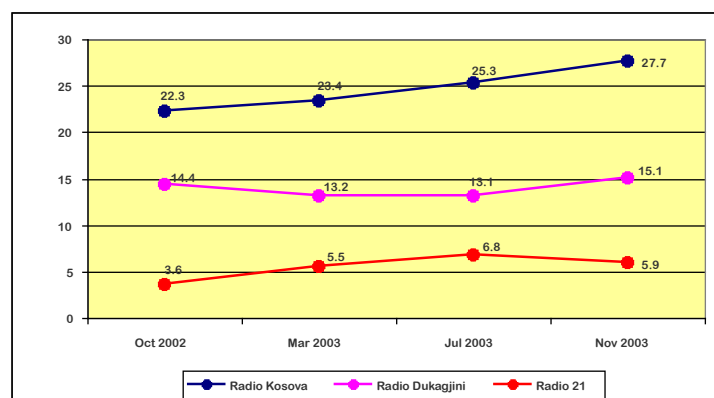
	Oct '02	Mar '03	Jul '03	Nov '03
National TV	74.5	75.7	74.2	73.6
Local TV	27.4	23.5	20.2	29.5
Foreign TV	19.6	17.2	18.6	16.3
National Radio	39.8	30.4	34.7	34.3
Local Radio	46.6	38.6	42.8	41.9
International Radio	8.0	5.1	6.1	4.6
Newspapers	20.2	18.3	15.9	17.5
Video	6.7	3.3	2.5	3.9

Main Source of Information

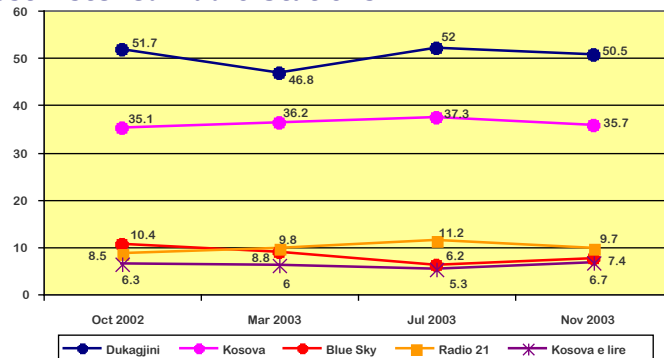


Radio in Kosova

Most Trusted Radio Stations

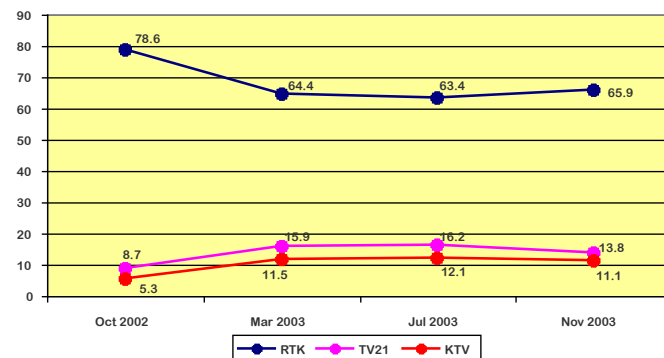


Most Listened Radio Stations

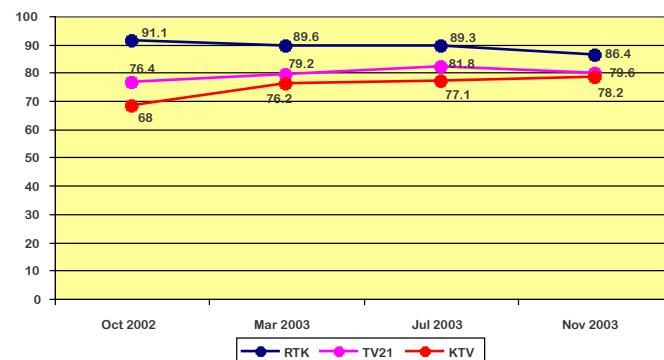


Television in Kosova

Most Trusted TV Stations

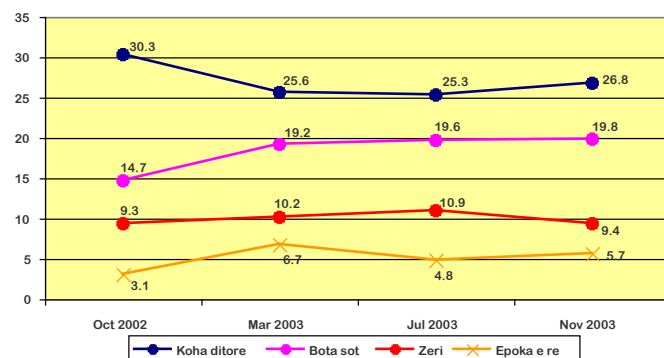


Most Watched TV Channels



Print Media in Kosova

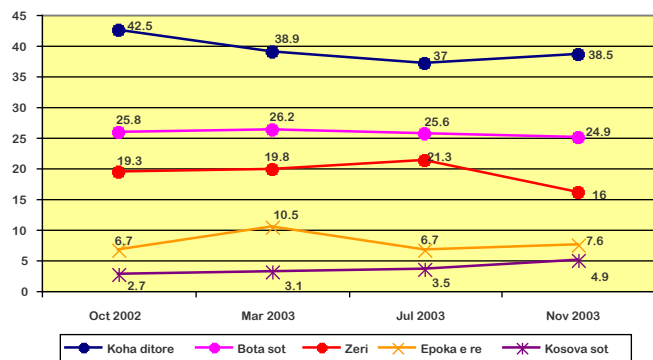
Most Trusted Dailies



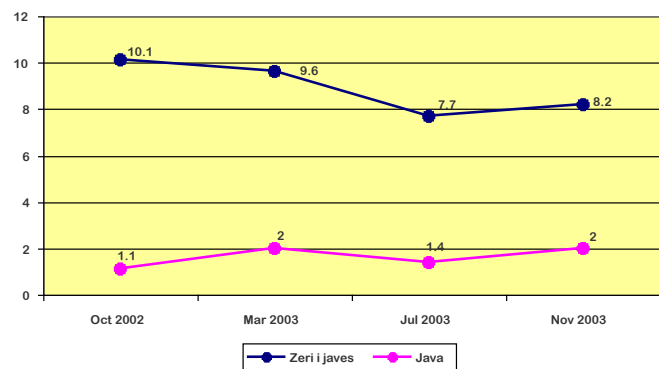


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Readership of Dailies in Kosova



Readership of Weeklies in Kosova



Internet Usage in Kosova

	Oct'02	Mar'03	Jul'03	Nov'03
Daily Usage of Computer	5.1%	7.0%	6.6%	6.3%
Daily Usage of Internet	3.1%	4.1%	3.2%	3.5%

Ownership of Computers and Access to Internet at Home

	Oct '02	Mar '03	Jul '03	Nov '03
Computer	12.7%	16.8%	15.9%	15.9%
Internet	2.3%	3.7%	2.1%	3.0%