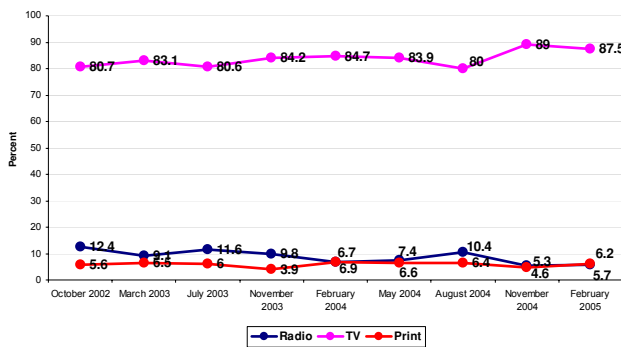


Media Survey in Kosova

Survey Information

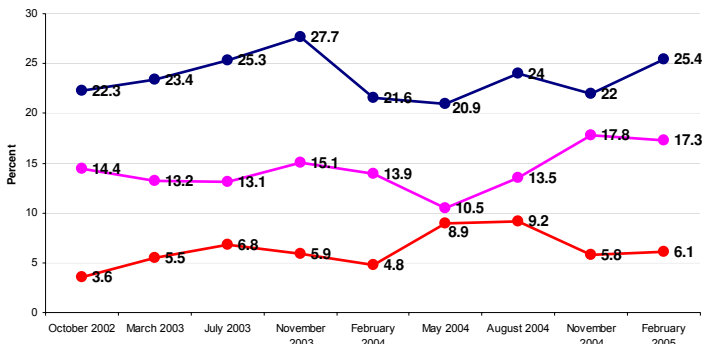
- Fieldwork conducted between 23.02 and 01.03.2004
- 1,104 respondents, Albanian and minorities (without Serbs)
- Representative of Kosovo population aged 15+ years
- 20-minute face-to-face interview, in home of respondent
- Almost 1 in 5 interviews back-checked in the field
- Margin of error = ±2.9%

Main Source of Information



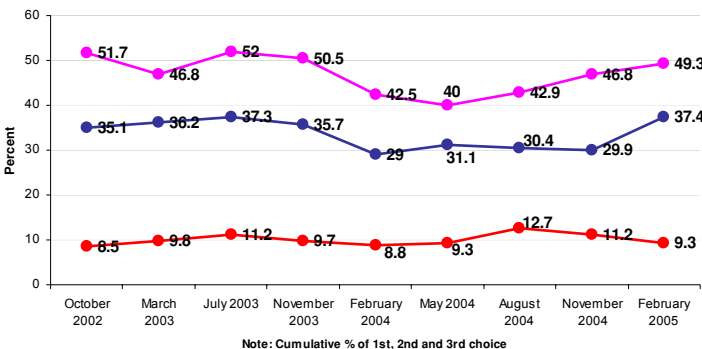
TV = 87.5% • Radio = 5.7% • Print = 6.2%

Most Trusted Radio Stations



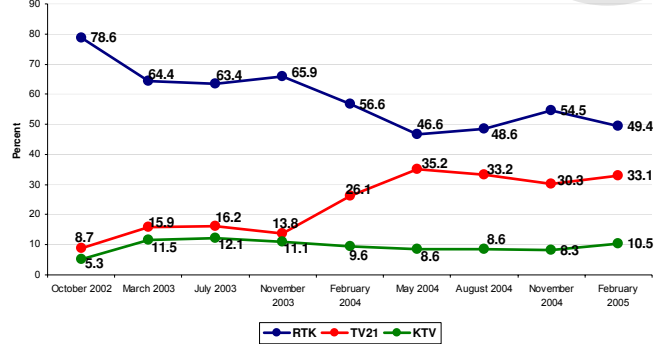
**Kosova = 25.4%
 Dukagjini = 17.3%
 Radio 21 = 6.1%**

Most Listened to Radio Stations in Kosova



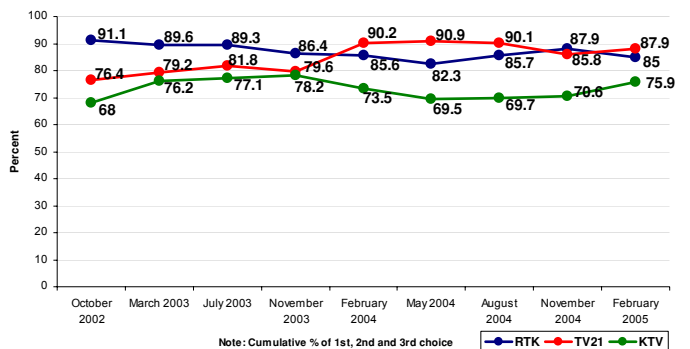
**Dukagjini = 49.3%
 Kosova = 37.4%
 Radio 21 = 9.3%**

Most Trusted TV Stations



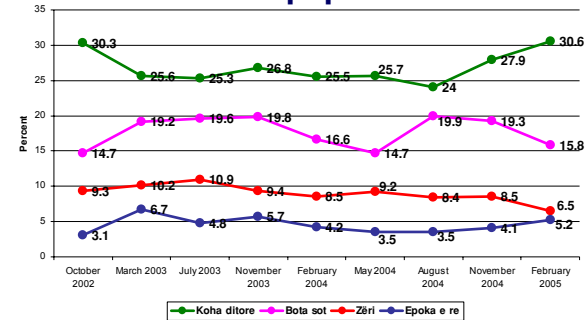
RTK- 49.4% • TV21- 33.1% • KTV- 10.5%

Most Watched TV Stations in Kosova



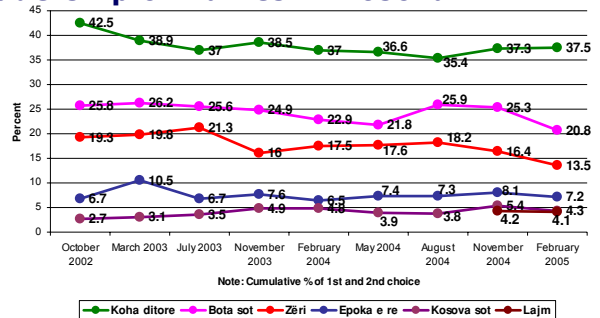
RTK- 85.0% • TV21- 87.9% • KTV- 75.9%

Most Trusted Newspapers



**Koha ditore = 30.6% Bota sot = 15.8%
 Zëri = 6.5% Epoka e re = 5.2%**

Readership of Dailies in Kosova



**Koha ditore = 37.5% Bota sot = 20.8%
 Zëri = 13.5% Epoka e re = 7.2%
 Kosova sot = 4.3% Lajm = 4.1%**