



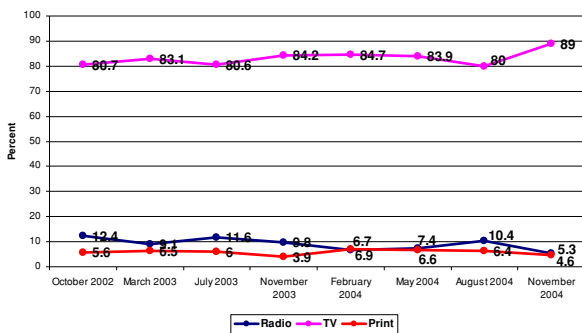
**Media Survey in Kosova**

**December, 2004**

**Survey Information**

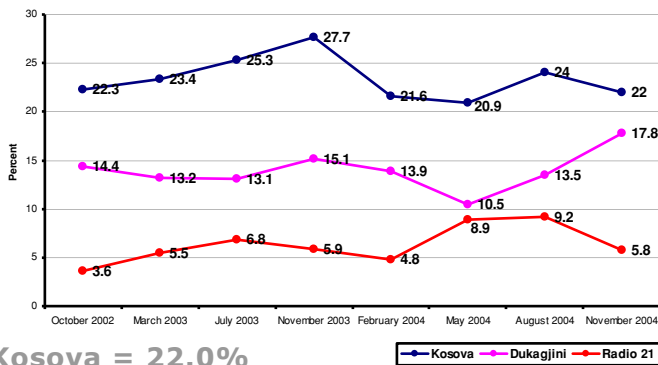
- Fieldwork conducted between 24-30 November 2004
- 1,120 respondents, Albanian and minorities (without Serbs)
- Representative of Kosovo population aged 15+ years
- 25-minute face-to-face interview, in home of respondent
- Almost 1 in 5 interviews back-checked in the field
- Margin of error = ±2.9%

**Main Source of Information**



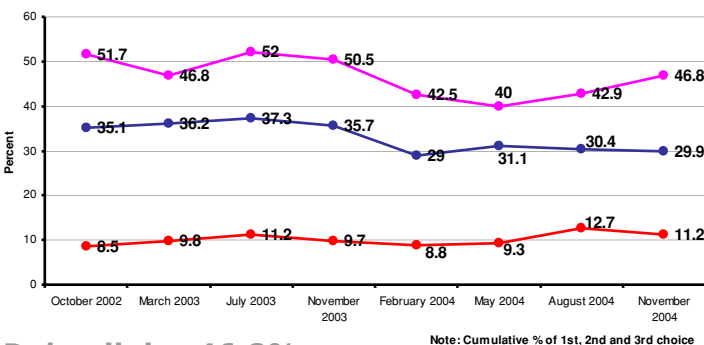
**TV = 89.0% • Radio = 5.3% • Print = 4.6%**

**Most Trusted Radio Stations**



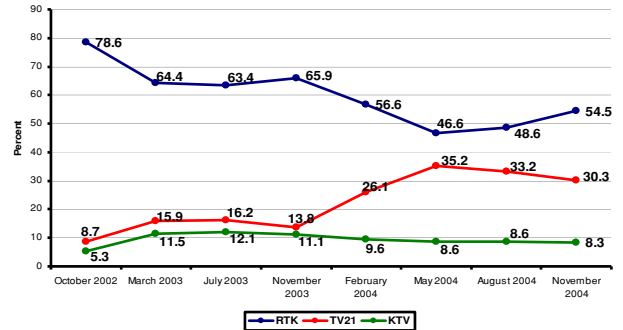
**Kosova = 22.0%  
Dukagjini = 17.8%  
Radio 21 = 5.8%**

**Most Listened to Radio Stations in Kosova**



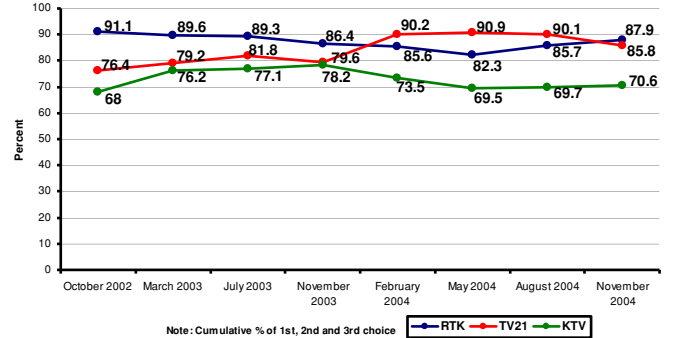
**Dukagjini = 46.8%  
Kosova = 29.9%  
Radio 21 = 11.2%**

**Most Trusted TV Stations**



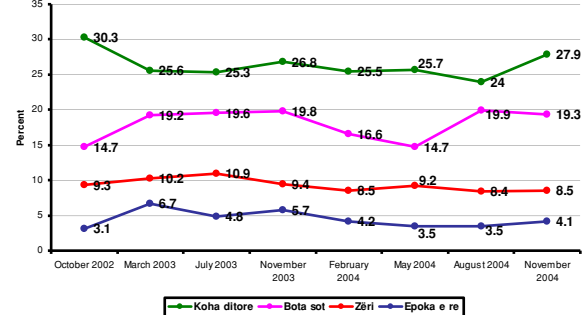
**RTK- 54.5% • TV21- 30.3% • KTV- 8.3%**

**Most Watched TV Stations in Kosova**



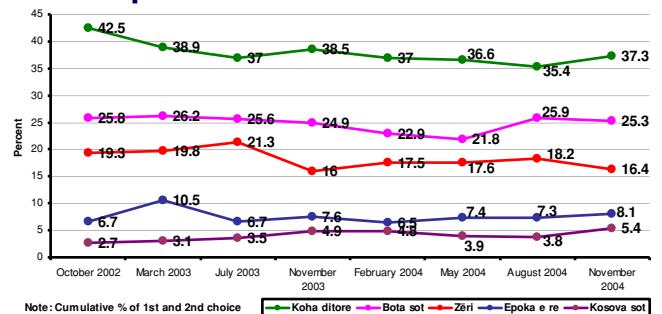
**RTK- 87.9% • TV21- 85.8% • KTV- 70.6%**

**Most Trusted Newspapers**



**Koha ditore = 27.9%    Bota sot = 19.3%  
Zëri = 8.5%    Epoka e re = 4.1%**

**Readership of Dailies in Kosova**



**Koha ditore = 37.3%    Bota sot = 25.3%  
Zëri = 16.4%    Epoka e re = 8.1%  
Kosova sot = 5.4%    Lajm = 4.2%**