

ANALYTICAL REPORT

Survey of Media Consumption in Ukraine

AUDIENCE: GENERAL PUBLIC

Prepared for



Internews
Local voices. Global change.

AUGUST 2014

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OBJECTIVES

- To define attitude of general public to MEDIA
- To measure level of satisfaction with regional, national and Russian media of all types
- To evaluate preferences regarding different MEDIA types
- To evaluate consumption level of different MEDIA types
- To evaluate level of trust in different MEDIA types
- Estimation of media literacy levels of the public

RESEARCH DESIGN

Method

- F2F

Target audience

- Male/Female 18-65

Geography

- Cities 50K+, 10 regions

Fieldwork:

- Wave 1: September – October 2012
- Wave 2: April – June 2014

Sample size

	Wave 1	Wave 2
Total sample	4000	3000
AR Crimea	400	-
Kievskia	400	300
Vinnitska	400	300
Donetska	400	300
L'vovska	400	300
Nikolayevska	400	300
Zakarpatska	400	300
Sumska	400	300
Kharkovska	400	300
Cherkasska	400	300
Odesska	-	300

MEDIA USAGE

- The key source of news for majority of population remains television – 89% of respondents claim they have watched news on TV during last 30 days. Moreover, despite the growing penetration of internet and social media, which also play a role as information sources for almost a third of those surveyed, television is not losing its audience, and has even strengthened its position. So, the growth of TV consumption compared to 2012 is +2%.
- A reverse tendency is observed for consumption of printed press. The current share of consumption is 29%, which is 11% lower than in 2012. Level of relevance of this media is decreasing in almost all regions surveyed. Exceptions are Sumska and Nikolayevska regions. In 2012 these regions had the lowest level of press consumption, while now they are on a national level by this index. Newspapers are most popular in Zakarpatska (37%) and Donetska (35%), and least popular in L'vovska (21%) and Kharkovska (22%).
- Dynamics of internet usage show growth of +7% compared to 2012 (67% of respondents use internet). At the same time, an increase of web media consumption is not rapid - 46% of respondents claim they have visited internet news resources during last 30 days – this is 3% more than in 2012.

REGIONAL, NATIONAL, RUSSIAN MEDIA

TELEVISION

- In all regions almost 100% of TV consumers watch national channels. The lowest share is in Donetska region – 87% among TV consumers. At the same time, this region has the largest share of consumption of Russian TV channels – 71%. In other regions consumption of Russian TV is significantly lower: Nikolayevska, Odesska ~ 35%, all other regions ~ 13%.
- Average level of local TV usage ~ 43% (among TV media consumers). The largest share is in Vinnitska region (73%), the smallest – in Sumska (13%).

INTERNET

- A share of national web-resources usage is around 84% (among internet media consumers). It is lowest in Donetska region – 51%.
- Local internet media are most popular in Nikolayevska (58%), Odesska (48%), Zakarpatska (43%) regions. Consumption level of other regions ~ 20-30%. The lowest consumption is observed in Sumska region (9%).
- Consumption of Russian web-resources is most widespread in Donetska region – 75%. Nevertheless, population of other regions visits Russian web-sites as well: Kievskia – 51%, Cherkasska, Odesska – 40%, Kharkovska – 34%, Vinnitska – 23%, Nikolayevska – 21%. The lowest consumption is in Zakarpatska (12%), L'vovska (10%) and Sumska (7%) regions.

PRESS

- Majority of press consumers prefer local issues. Only in Odessa and Kievskia regions do people read more national press. In Kharkovska region consumption of local and national issues is equal. Russian print media is not widespread in any region.

RADIO

- National radio stations are more popular than local (89% among radio news consumers). Local stations are more widespread in Zakarpatska (88%), L'vovska (74%), Vinnitska (54%) regions. Russian stations are not widely tuned in.

TRUST TO MEDIA

- National Tvchannels are the most trusted, and the level of trust has grown +5% in comparison with 2012. The increase is observed in all regions, except Kharkovska and Donetska. On the contrary, in these regions there is a decrease of trust in national media.
- The level of trust in Russian media is low, but highest trust levels are in Donetska region.

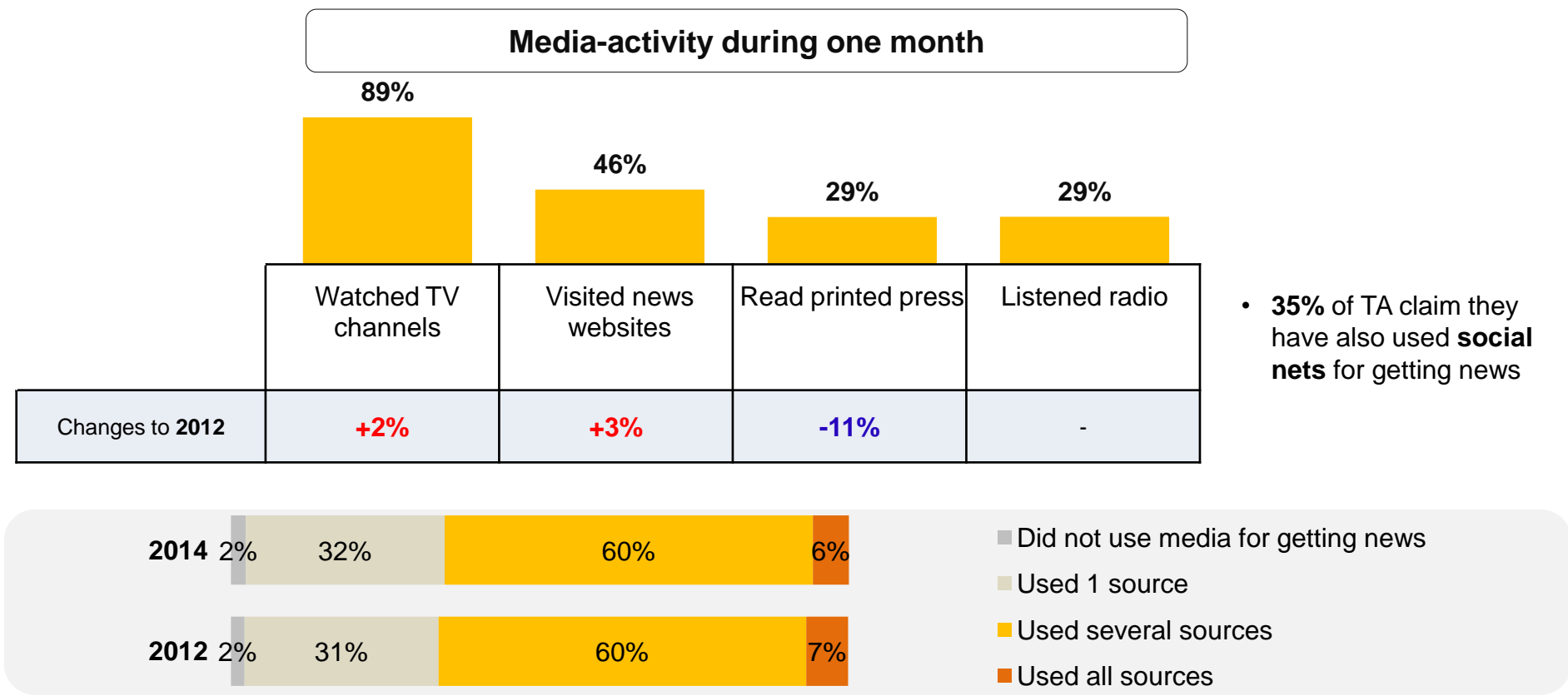
Trust to TV CHANNELS	Total sample	Kyivska	Vinnytska	Cherkaska	Sumska	Lvivska	Zakarpatska	Mikolaivska	Odeska	Kharkivska	Donetska
local	45%	–	58%	66%	34%	78%	71%	41%	43%	52%	27%
national	61%	86%	74%	78%	64%	84%	85%	71%	45%	58%	24%
Russian	20%	1%	8%	8%	9%	3%	9%	20%	22%	14%	57%

MEDIA-COMPETENCE

- The key expectation of media by society is to provide news (62%). Understanding of other media functions is low.
- The key demand the public has of the news is honesty/reliability (46%). Moreover, importance of this factor has increased by 6% in comparison with 2012.
- Level of awareness of *jeansa* in media has grown in comparison with 2012 to 55% (+6%). The fastest growth is in Donetsk region (+26%). Share of those who claim the ability to distinguish *jeansa* has reduced (from 55% to 51%). The decrease is found in Cherkasska, Sumska, L'vovska and Kharkivska regions.
- In all regions a higher percentage of people think it is important to know a media's owner (up from 11% to 35%). At the same time, far more respondents claim they do know the owners of the media they read/watch (at least some of them).
- Percentage of people aware of the upcoming switch to digital television has decreased to 67% (-9%) in comparison with 2012. And the number of those who are planning to connect to digital broadcast TV has decreased too (from 28% to 17%).

MEDIA CONSUMPTION

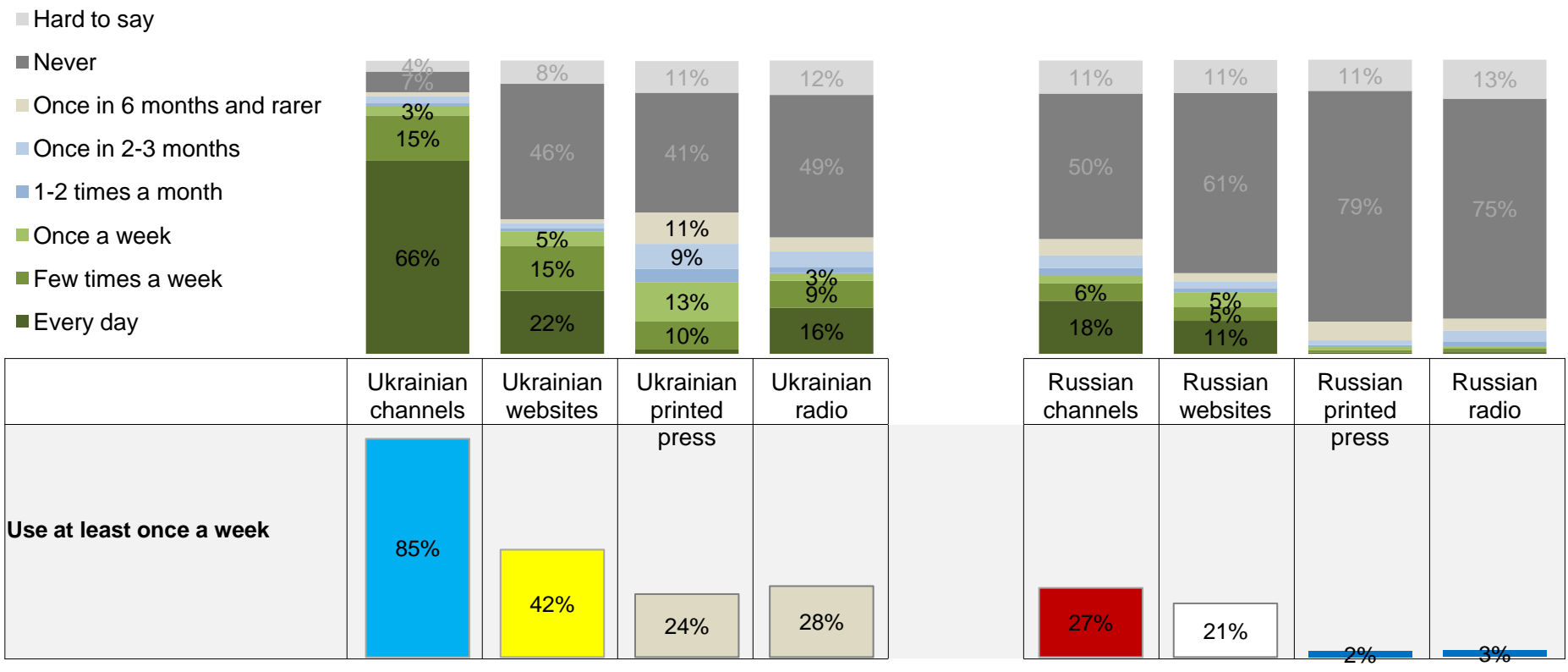
98% of respondents use media to get news. TV remains the most used source of information – 89% of respondents use it, which is 2% more than in 2012. At the same time, press is gradually losing its audience: its consumption has decreased by 11% in comparison with 2012. The decrease is happening in all regions, except Sumska and Nikolayevska. Reverse tendency is observed for Internet – its usage as a media source has grown to 46%, which is 3% higher than in 2012. The only regions that did not see an increase in news consumption via the internet were Cherkasska and Donetsk regions.



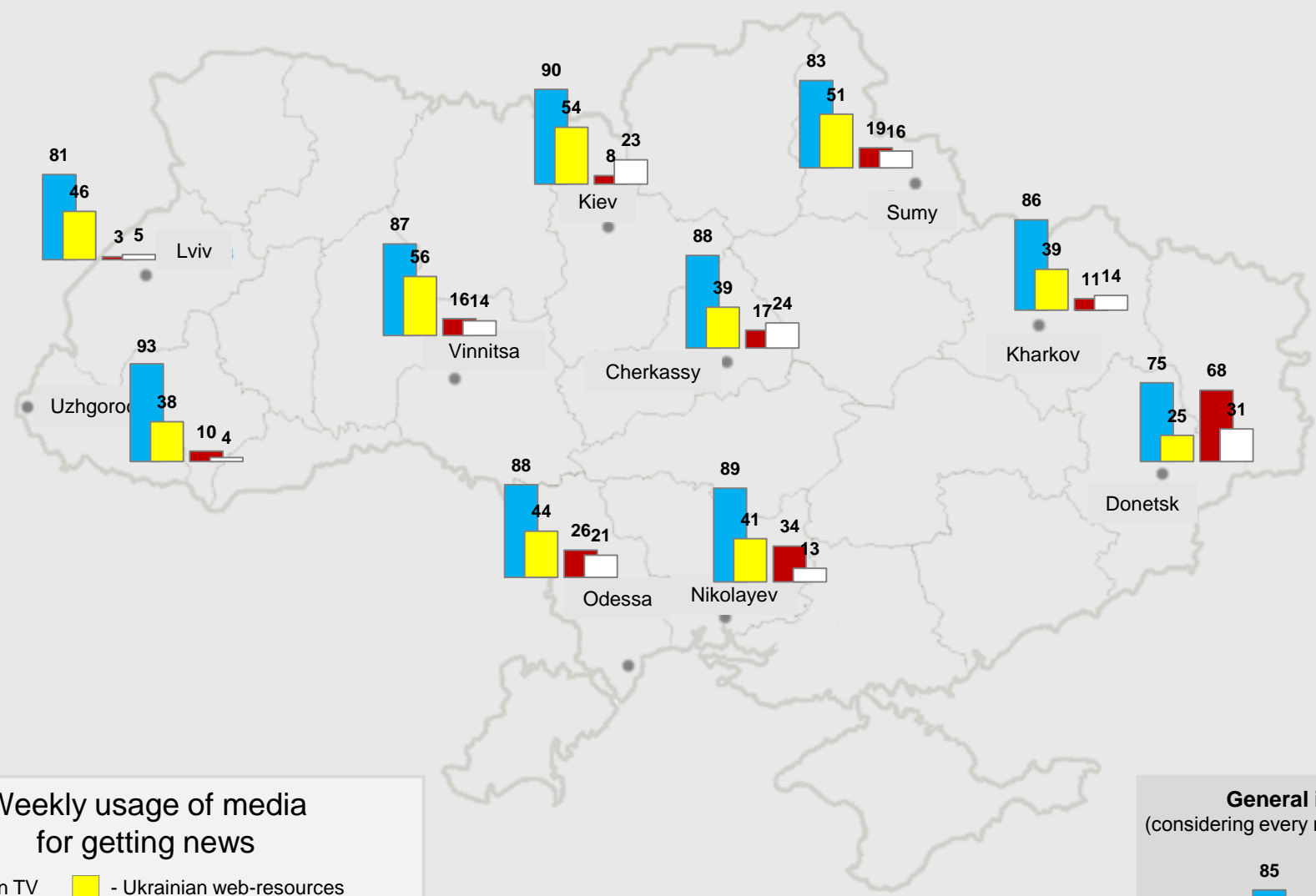
Frequency of usage of different media

Ukrainian television is an everyday source of news for the majority of respondents (66%), Russian TV channels are being watched significantly less overall (18%), but is highest in Donetsk region.

Ukrainian web media is consumed daily by 22% of respondents; Russian web media by 11%.

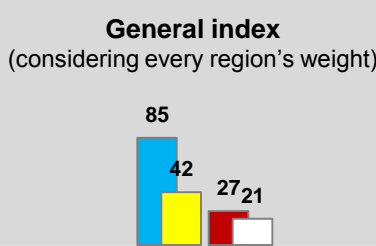


Frequency of media usage



Weekly usage of media
for getting news

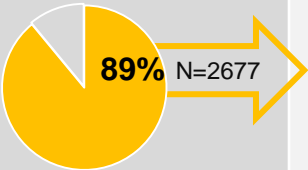
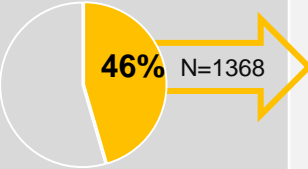
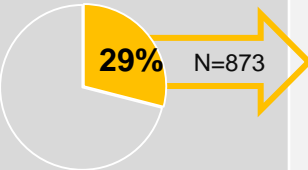
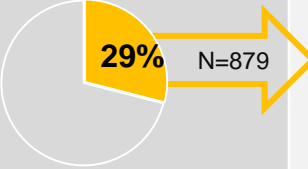
■ - Ukrainian TV ■ - Ukrainian web-resources
■ - Russian TV ■ - Russian web-resources



Media types:

Regional VS National VS Russian

Respondents prefer national media, except for national printed press. Among local media,TV and press are most popular. Among Russian media, the most relevant are TV and internet. Important: the use of Russian websites is higher that the use of local/regional ones.

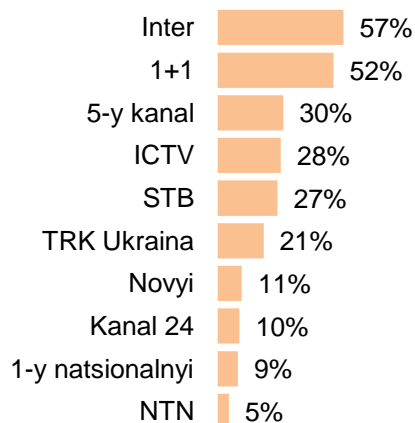
Media channel	Share of consumption	TYPE		
		Regional	National	Russian*
TV		<div>43%</div> <div>+1%</div>	<div>96%</div> <div>-3%</div>	<div>30%</div>
Internet		<div>21%</div> <div>-9%</div>	<div>84%</div> <div>-5%</div>	<div>44%</div>
Press		<div>57%</div> <div>-5%</div>	<div>61%</div> <div>+7%</div>	<div>5%</div>
Radio		<div>25%</div> <div>-5%</div>	<div>89%</div> <div>+7%</div>	<div>8%</div>

Changes to 2012: n%-significant growth, n%-significant decrease

* Question was changed in 2014. No dynamics data are available.

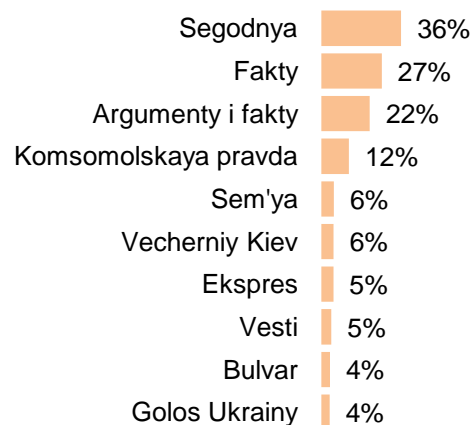
TV

Name up to 3 national TV channels, you watch for news most often.



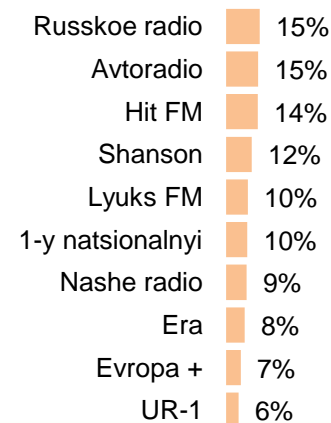
PRESS

Name up to 3 national print news media you read most often.



RADIO

Name up to 3 national radio stations you listen to for news most often.

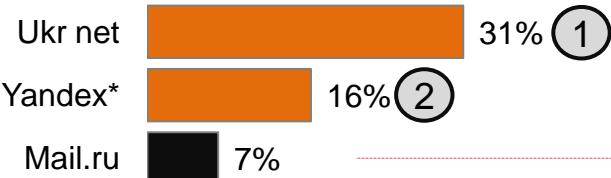


National news websites rating

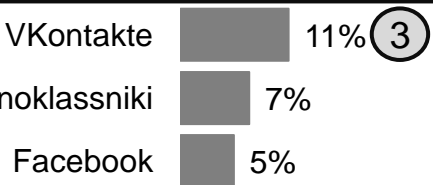
INTERNET

Name up to 3 national NEWS websites you visit most often.*

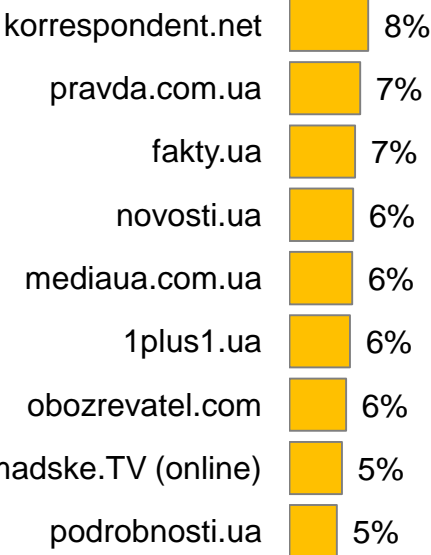
AGGREGATORS



SOC NETS



SEARCH



News **AGGREGATORS** lead the list of most-used national news websites

7% of respondents name **RUSSIAN MAIL.RU** as a **NATIONAL news resource** they visit most often

Respondents **equate social networks with national news websites:**

“VKontakte” is the 3rd in rating of national news sources

8% of respondents name **GOOGLE SEARCH** as a **NATIONAL news resource** they visit most often

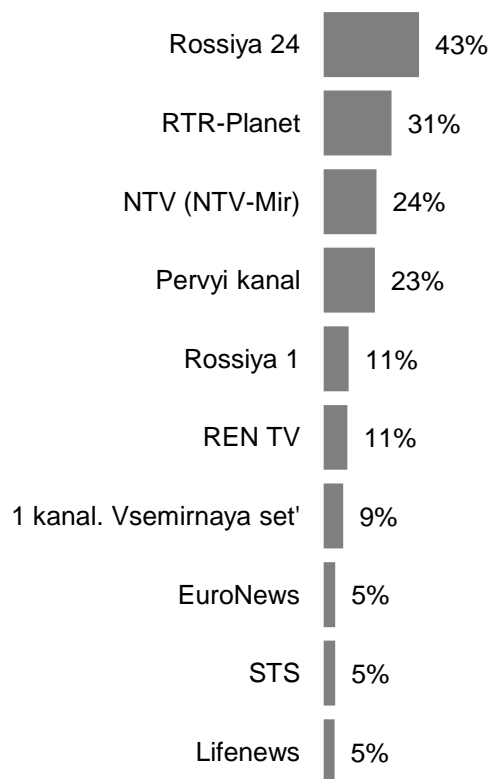
Korrespondent, Ukrainskaya Pravda, Fakty – lead the list of news **websites**.

*Respondents do not specify the Yandex domain (RU/UA) Ukraine inhabitants by default use **yandex.ua** (IP-address automatic definition)

Resources with share 5% and more are shown

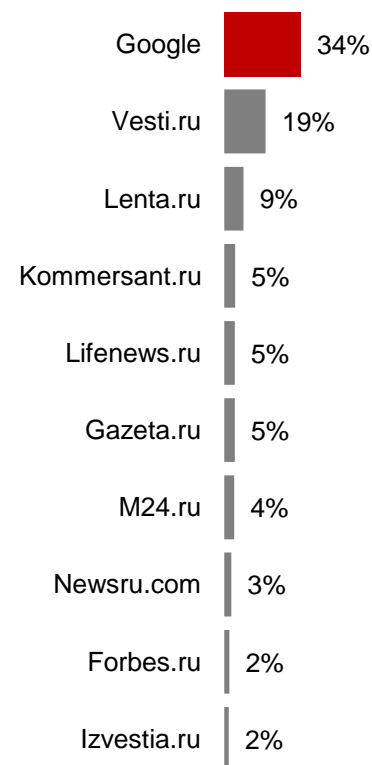
TV

Name up to 3 Russian TV channels, which you watch for news most often.



INTERNET

Name up to 3 Russian NEWS websites you visit most often.



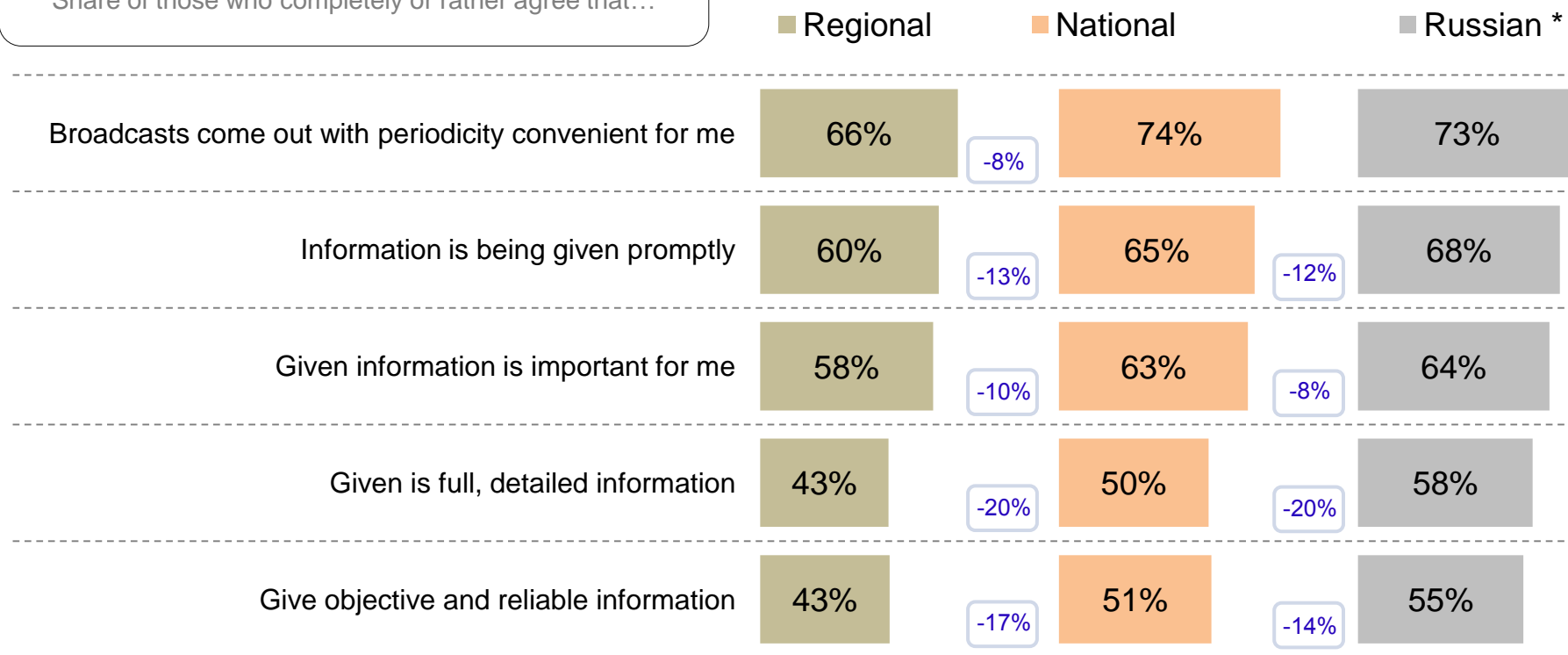
34% of consumers of Russian web resources name **GOOGLE SEARCH** as the **Russian news website** they visit most often

Level of satisfaction with news presentation on TV

Respondents are least satisfied with the way news is presented on regional stations. Consumers of national and Russian TV stations are more satisfied. Common for all is that “objectivity and reliability of the information” is most lacking in news coverage. By this index Russian channels’ score the highest. In comparison with 2012 – scores are significantly lower.

Satisfaction with news presentation on TV

Share of those who completely or rather agree that...



Changes to 2012: n%-significant growth, n%-significant decrease

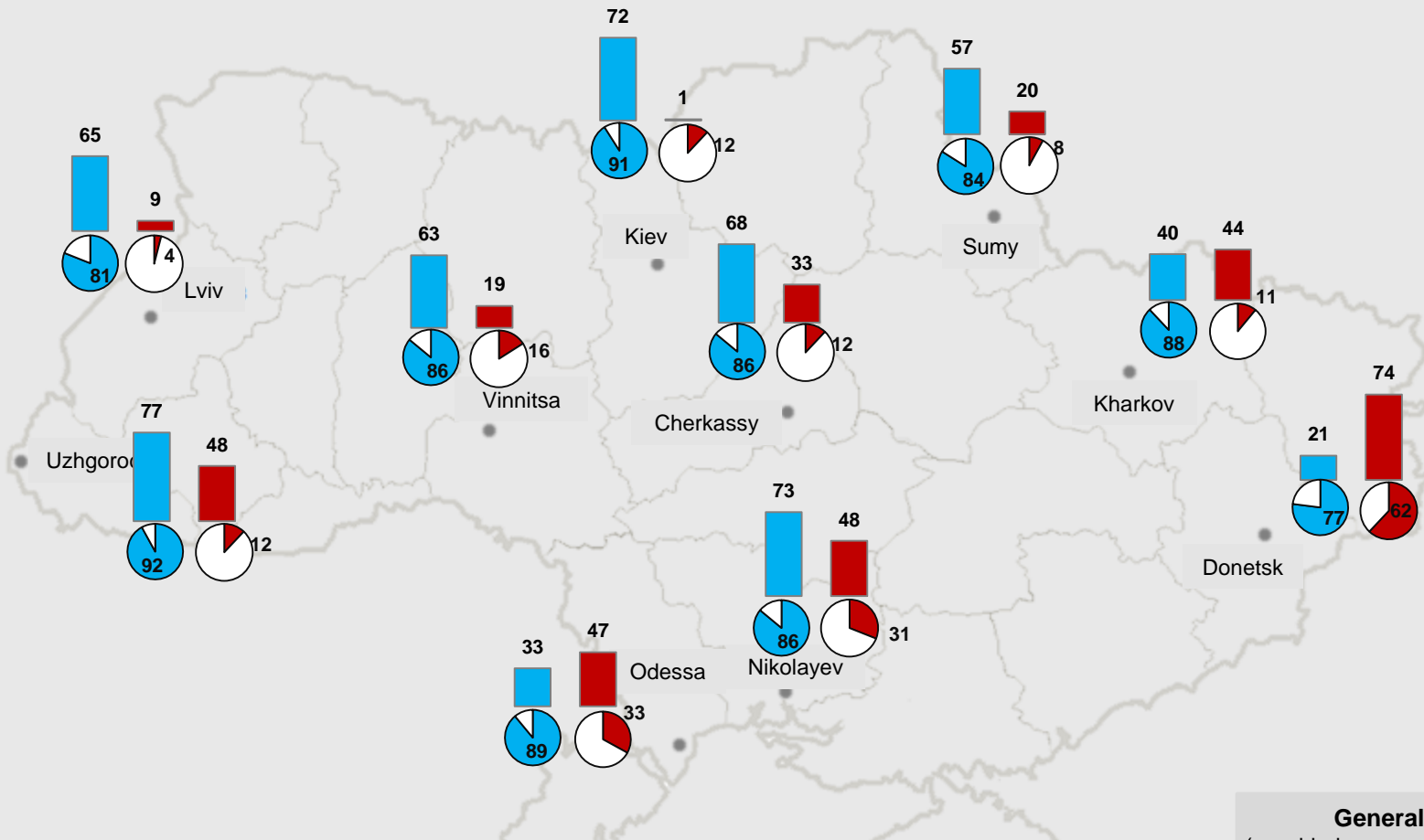
* Question was changed in 2014. No dynamics data are available.

Question: Please evaluate how much you agree with following statements about NEWS...

Base: 2014-N=2561 / 1141 / 791, have used national / local / Rus. TV channels



Level of media satisfaction (TV)

Give objective and reliable information

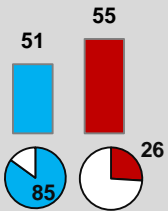


Level of media-satisfaction (TV) “Give objective and reliable information”

■ - national TV ■ - Russian TV

 - Share of users of the media in a region
 - Level of media-satisfaction among users of the media by parameter “This media gives objective and reliable information”

General index (considering every region's weight)



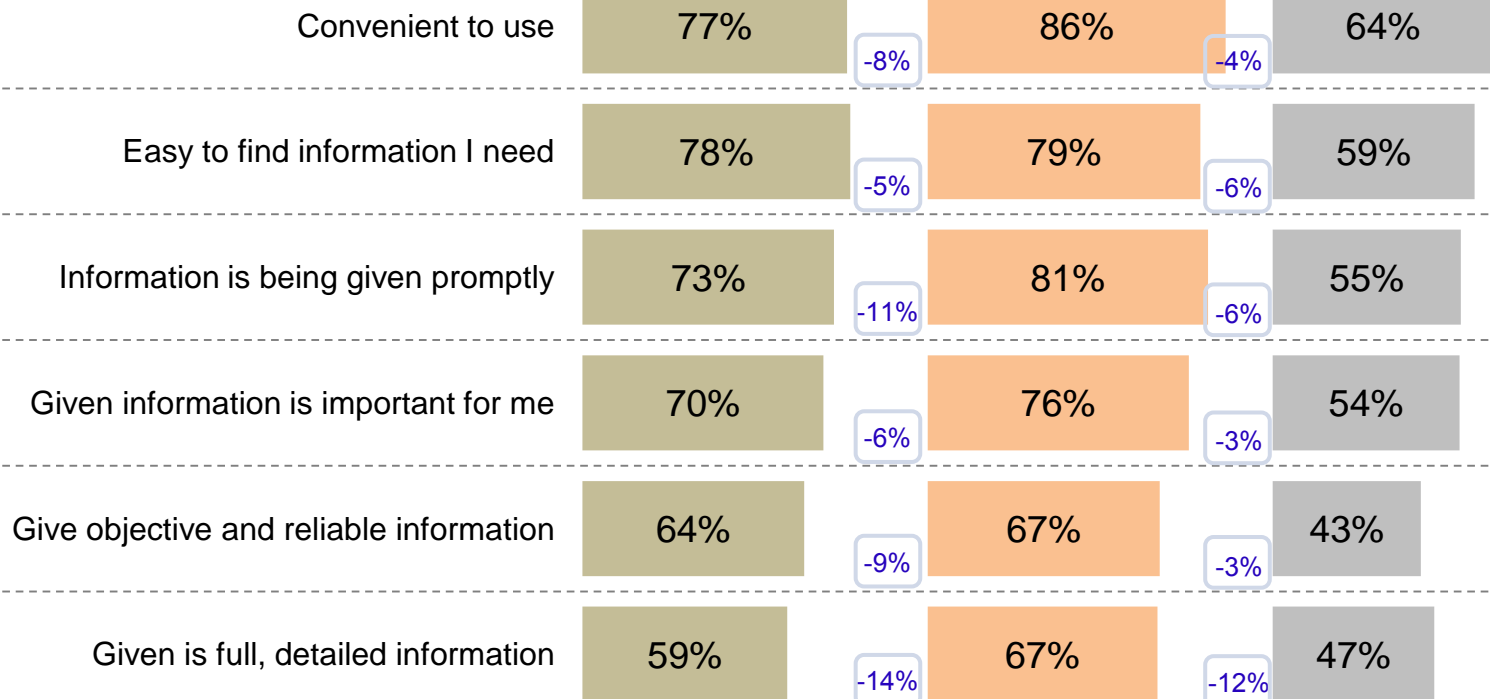
Level of satisfaction with news presentation on the web

Respondents who read news on the Internet are generally more satisfied with news presentation than are those who watch news on TV. An exception is Russian web media: satisfaction by their consumers is essentially lower.

Satisfaction with news presentation on the web

Share of those who completely or rather agree that...

■ Regional ■ National ■ Russian *

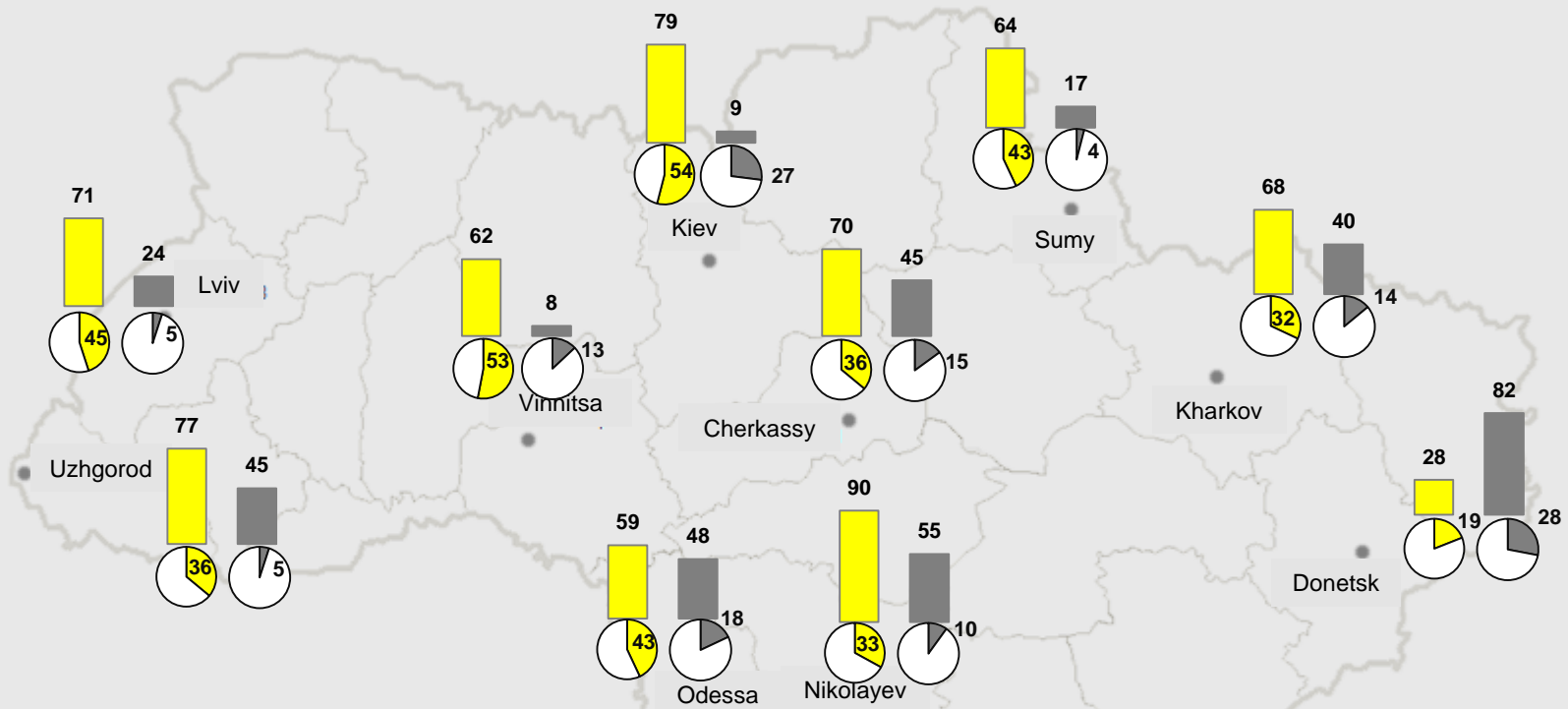


Changes to 2012: n%-significant growth, n%-significant decrease





* Question was not asked in 2012.
No comparative data is available.

Level of media-satisfaction (Internet media)

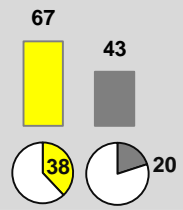
Give objective and reliable information



Level of media-satisfaction (Internet media) “Give objective and reliable information”

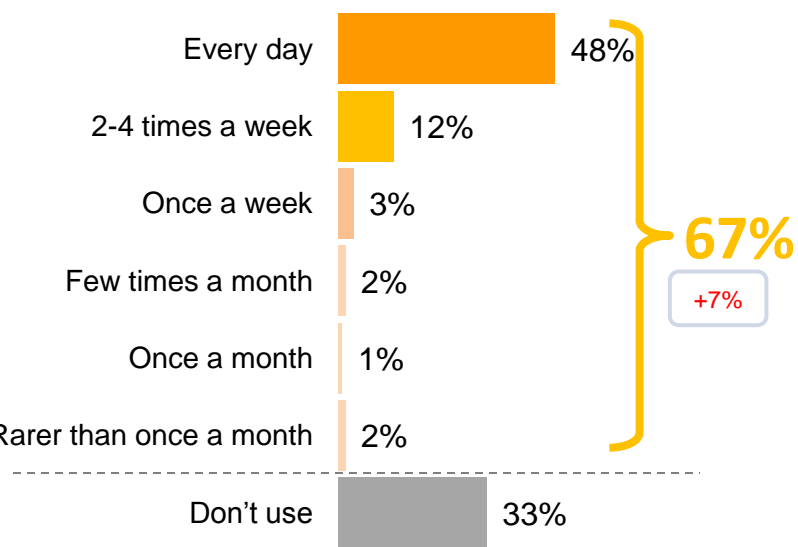
-  - national Internet media
-  - Russian Internet media
-  - Share of users of the media in a region
-  - Level of media-satisfaction among users of the media by parameter “This media gives objective and reliable information”

General index (considering every region's weight)

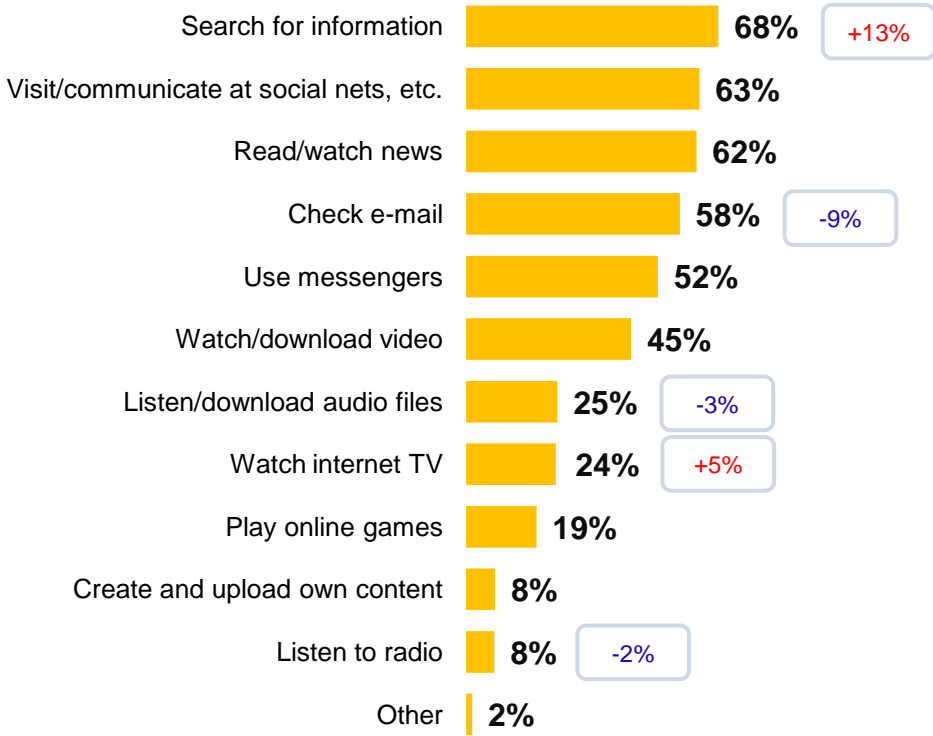


Share of internet usage has grown to 67% (+7% in comparison with 2012).
Info search, social nets communication, and news watching are the key reasons respondents use the internet.

Frequency of Internet usage



Purposes



Changes to 2012: n%-significant growth, n%-significant decrease



TRUST TO MEDIA

Level of trust to news in media

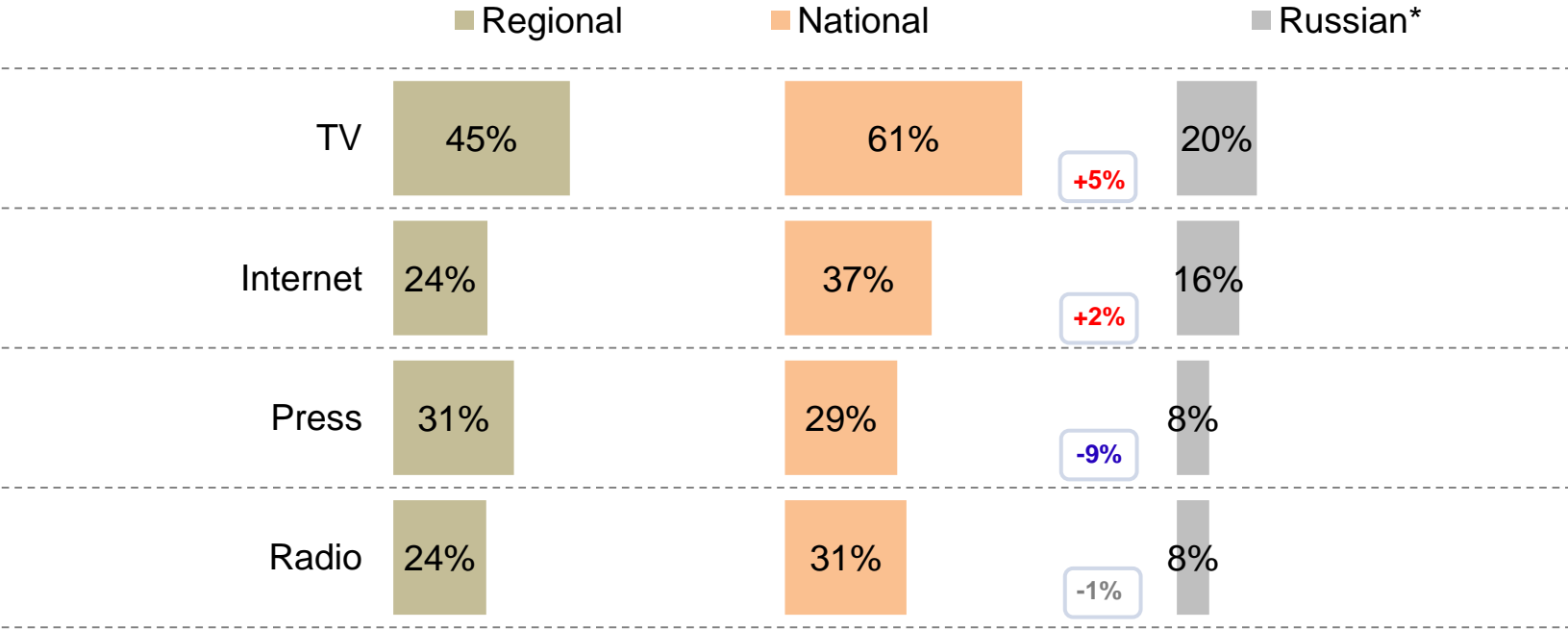
The most trusted media is news on TV. National channels are the most reliable. Moreover, the level of trust has grown +5% in comparison with 2012.

The increase is observed in all regions, except Kharkovska and Donetsk. On the contrary, in these regions there is a decrease of trust in national media.

The level of trust in Russian media is low, and mainly formed by Donetsk region where it is watched the most.

Level of trust to news

Share of those who completely or rather trusts a channel

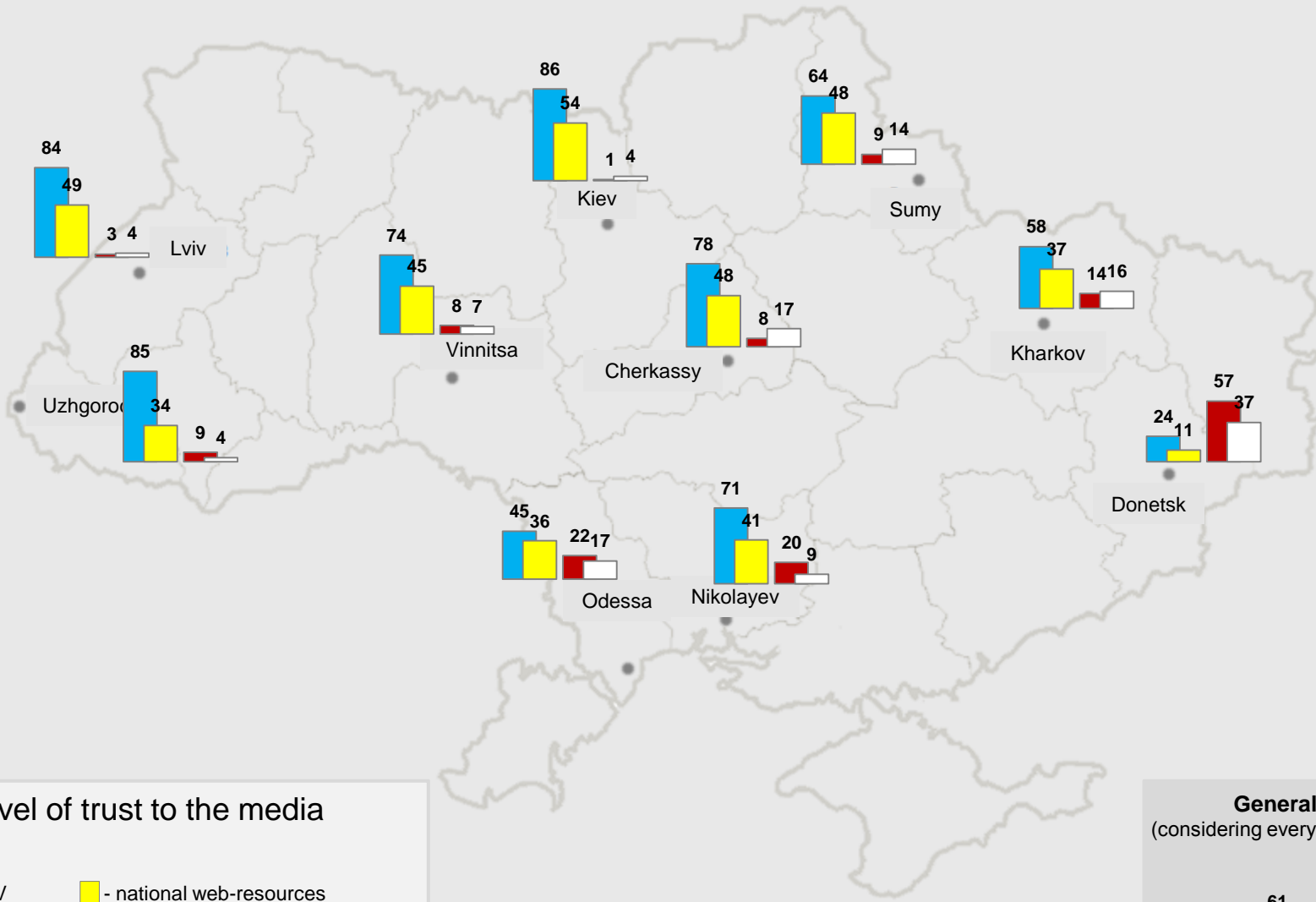


Changes to 2012: n%-significant growth, n%-significant decrease

* Question was changed in 2014. No dynamics data are available.

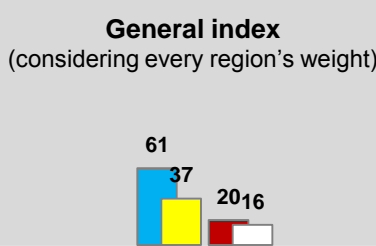
Level of trust in news media

By region

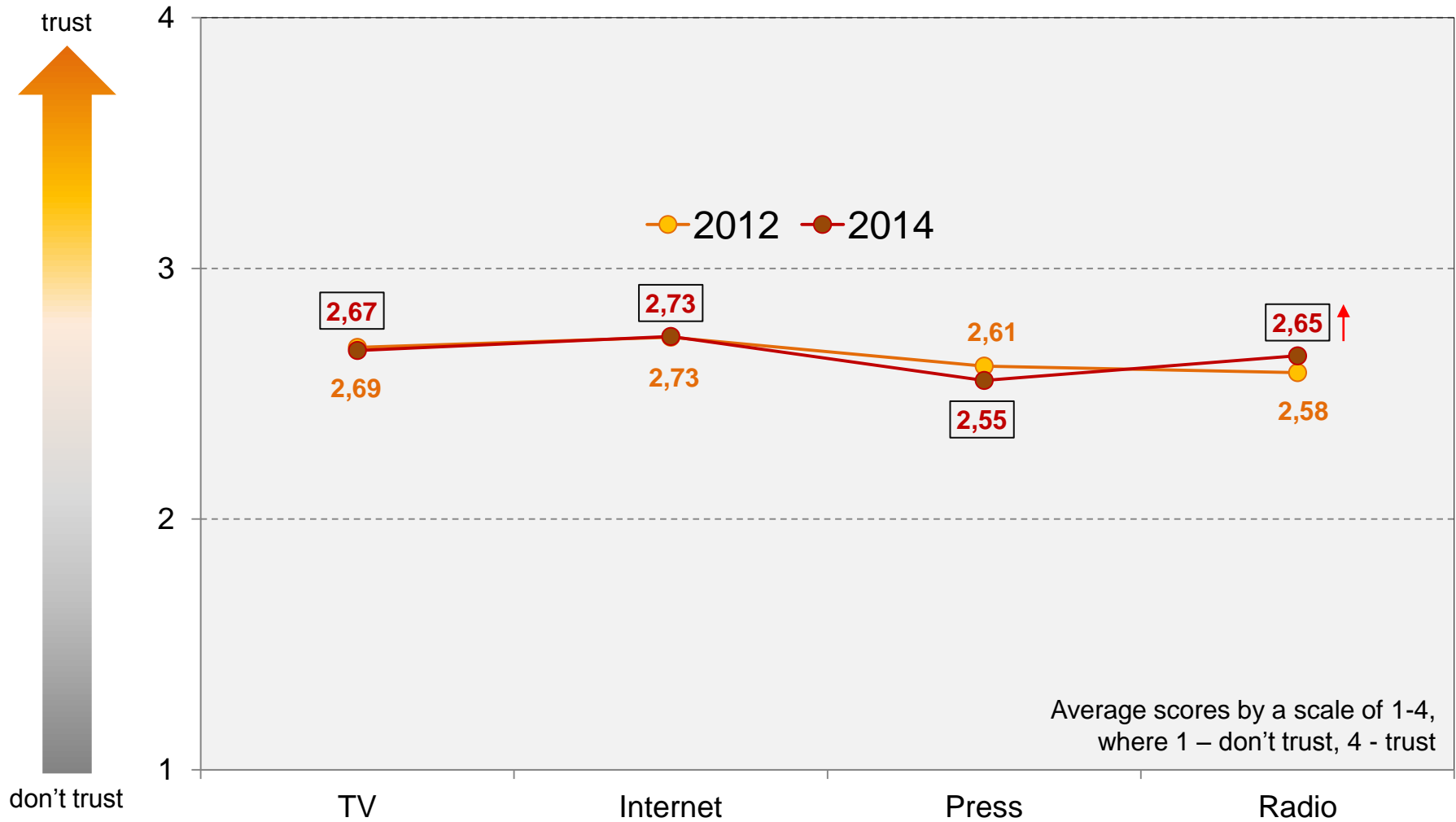


Level of trust to the media

- national TV
- national web-resources
- Russian TV
- Russian web-resources



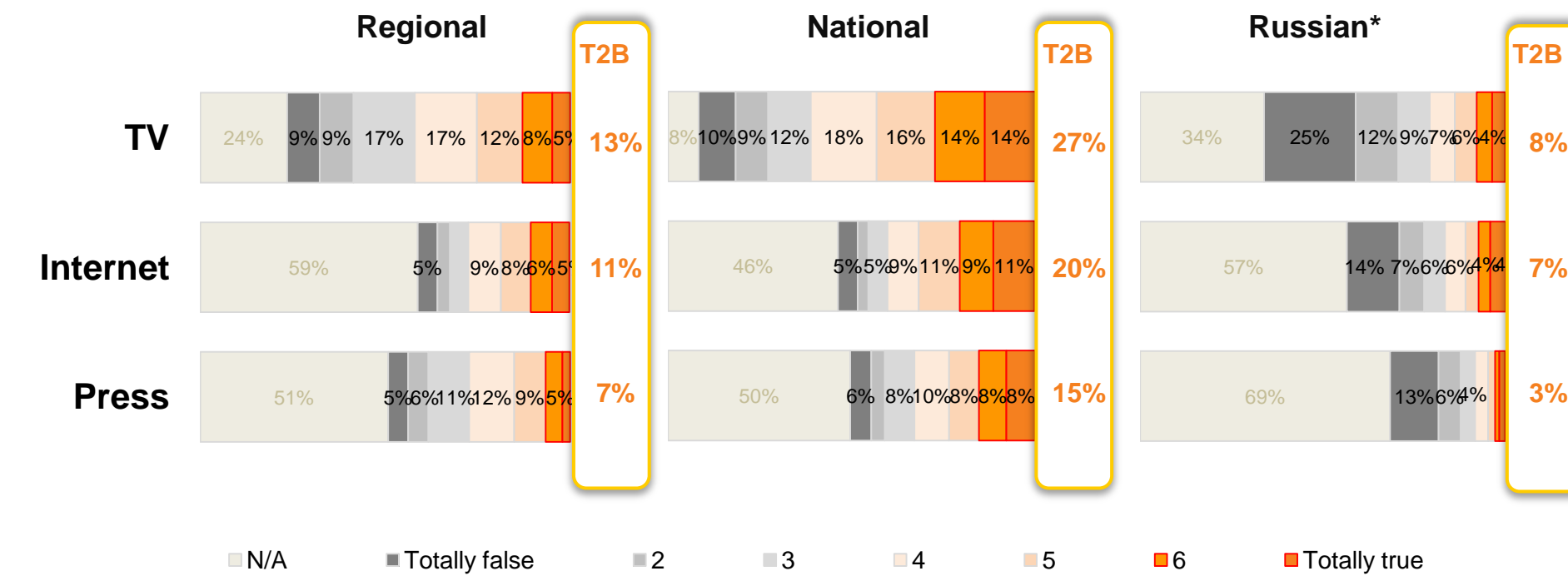
Trust in national media (direct comparison)



Evaluation of the verity of covering Maydan events on February 2014

For majority of respondents national media were the ones most truly covering the Maydan events. The lowest level of trust is to Russian media, except in Donetsk regions, **where it was highest**. Remarkable are Kharkovska and Odesska regions: they neither trust Ukrainian, nor Russian media in questions of covering the events of Maydan.

Evaluation of the verity of covering Maydan events

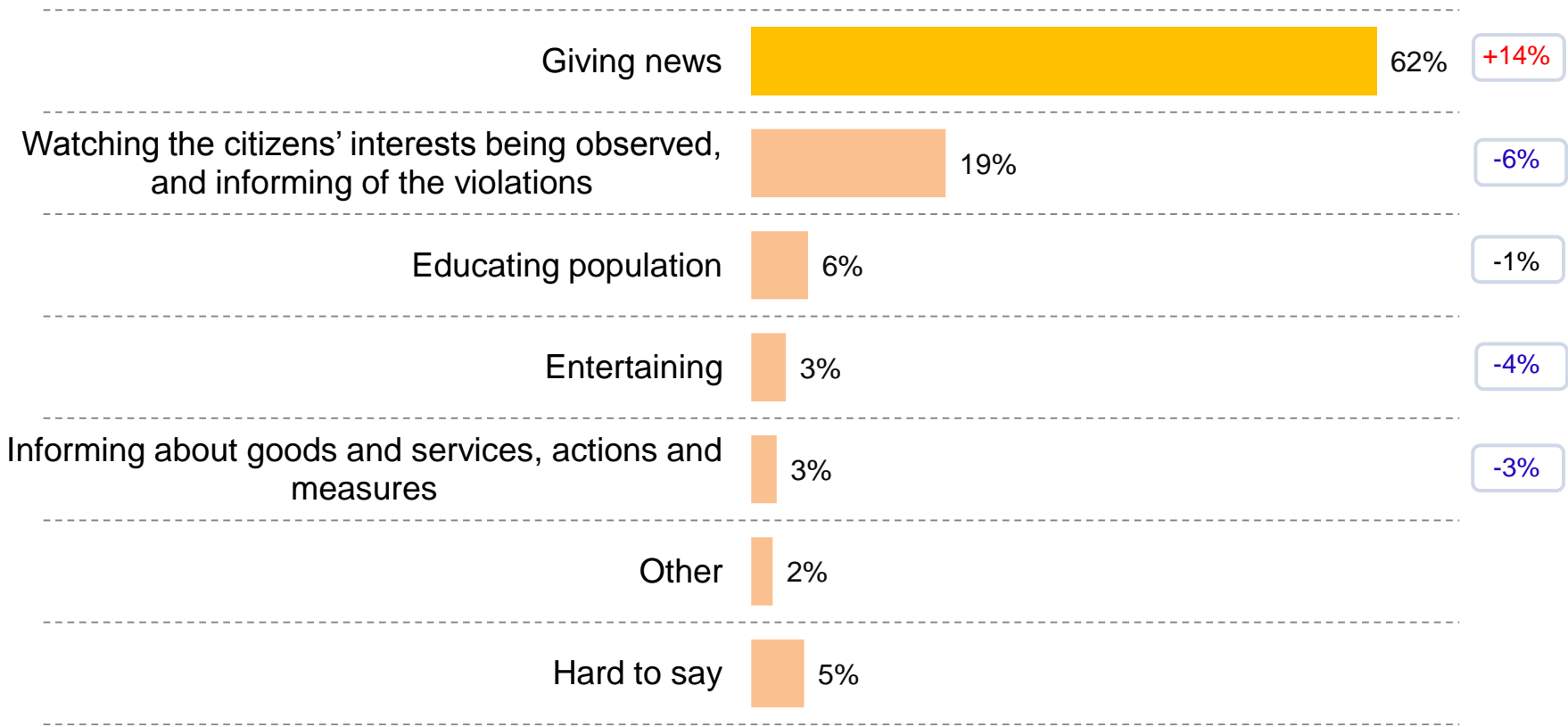




MEDIA-COMPETENCE

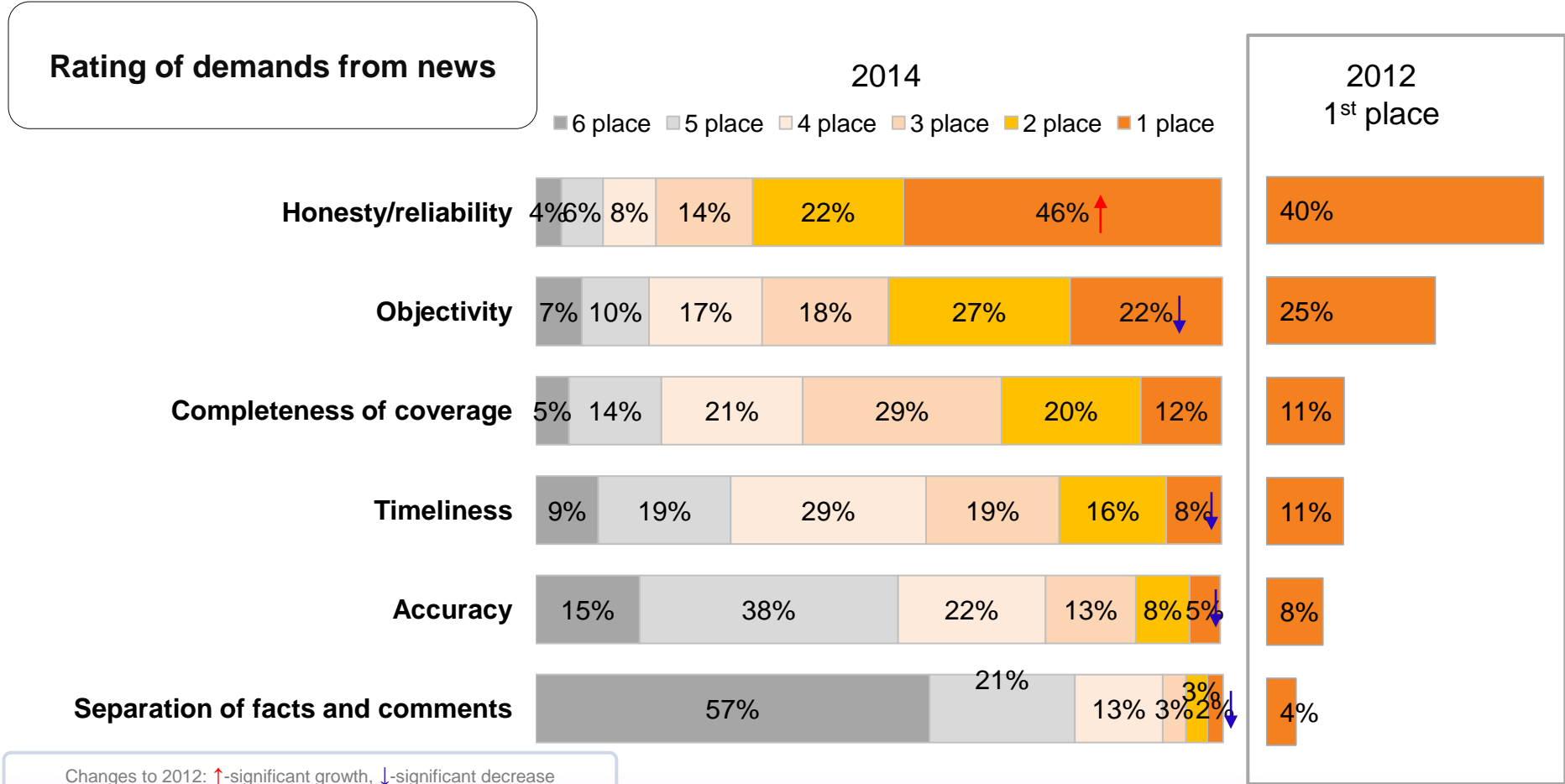
Role of media in society

The key expectation of media in society is giving news. Understanding of other media functions is low.



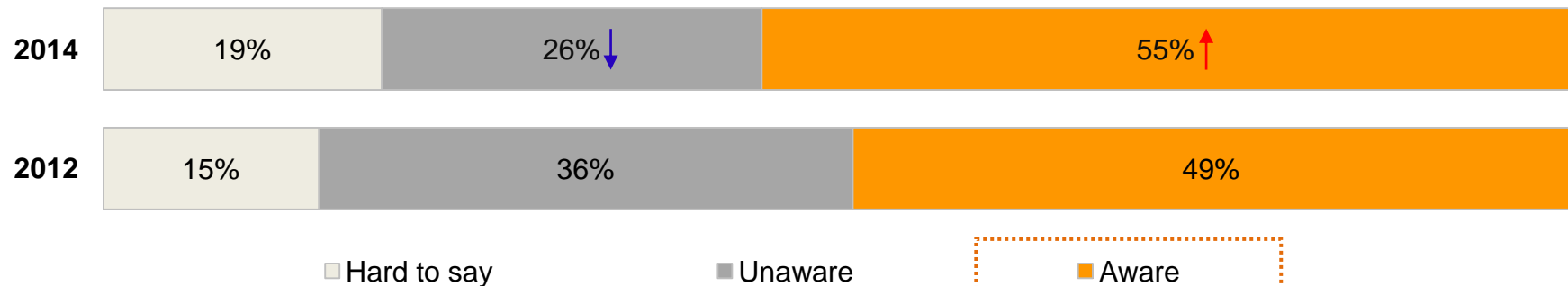
Changes to 2012: n%-significant growth, n%-significant decrease

The consumer’s key demand from news is honesty/reliability.



Level of awareness of a possible appearance of paid publications (*jeansa*) in media has grown in comparison with 2012 to 55%. At the same time, the share of those who claim ability to distinguish *jeansa* has reduced.

Awareness of jeansa



Ability to distinguish (self-evaluation)



Changes to 2012: ↑-significant growth, ↓-significant decrease

Question: 1. Are you aware of a possible appearance of paid publications/hidden advertisement (*jeansa*) in the guise of ordinary materials in media?
2. In your opinion, are you able to distinguish such materials from ordinary materials?

Base: 2014 - N=3007, total sample, N=1657, share of aware ones
2012 - N=4047, total sample, N=1978, share of aware ones

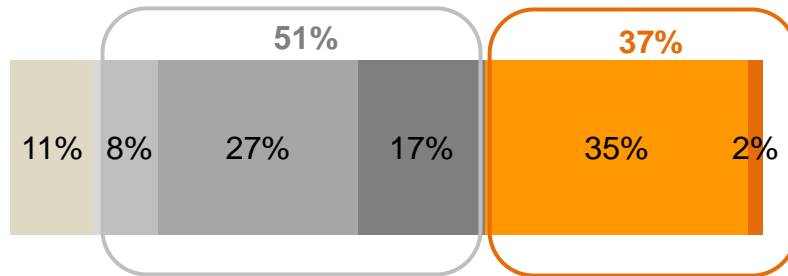
Jeansa

Actuality. Actions to fight

37% of respondents affirm that problem of paid materials is actual, but an absolute majority of them does not know how to fight it.

The most active in fighting jeansa is Zakarpatska region.

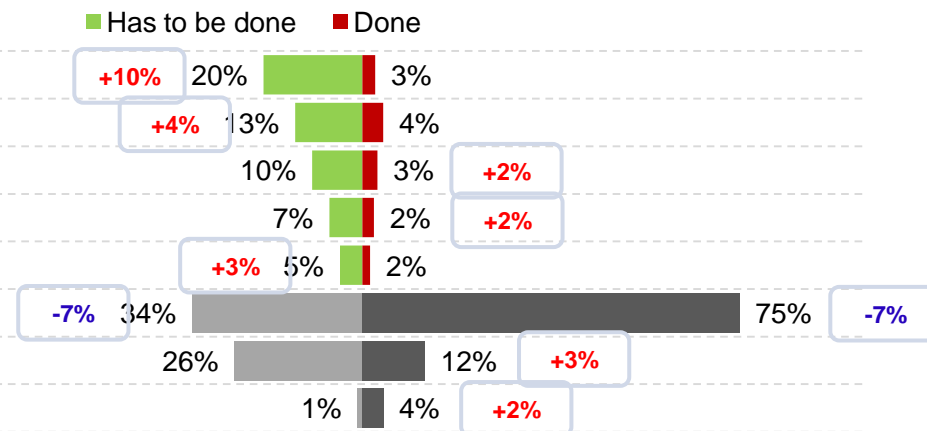
Actuality of jeansa problem



- N/A
- Other
- Not actual – I hardly encounter it
- Not actual – I distinguish such materials and let it pass
- Not actual – I know about it and allow its existence
- Actual – I'm irritated by this problem, but don't know how to fight it
- Actual – I'm irritated by this problem, and actively fight it

Actions to fight jeansa

Appeal to a public organization dealing with questions of media
Appeal to other media to cover the problem
Complaint to a committee of TV and radio broadcasting
Complaint to a journalistic ethics' committee
Independent preparation of publications of an article
NONE
N/A
Other



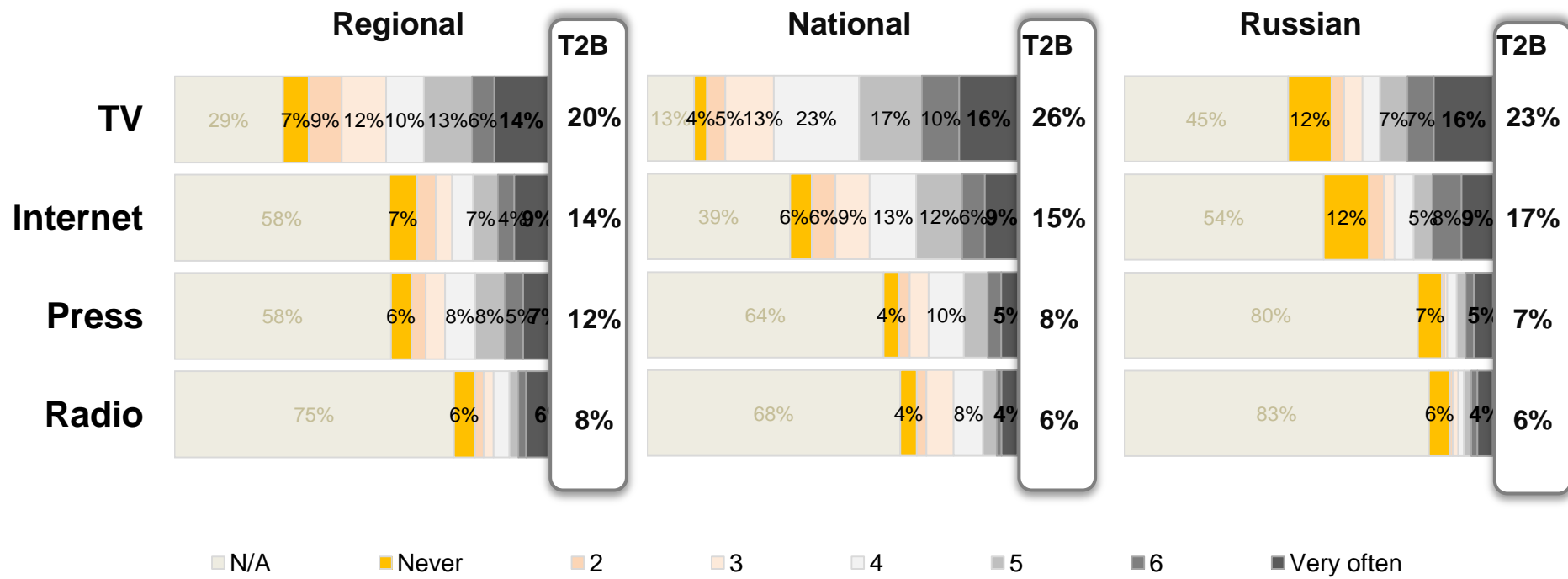
Changes to 2012: n%-significant growth, n%-significant decrease

Question: 1. How actual is the problem of paid/jeansa materials in media for you?
2. What could be done in case of facing paid/jeansa materials in media?
3. What do you do when facing paid/jeansa materials in media?

Base: 2014 - N=1657, share of aware ones, N=808, can't distinguish, N=846, can distinguish

Respondents who claim they are able to distinguish paid materials in most cases have encountered such materials on TV.

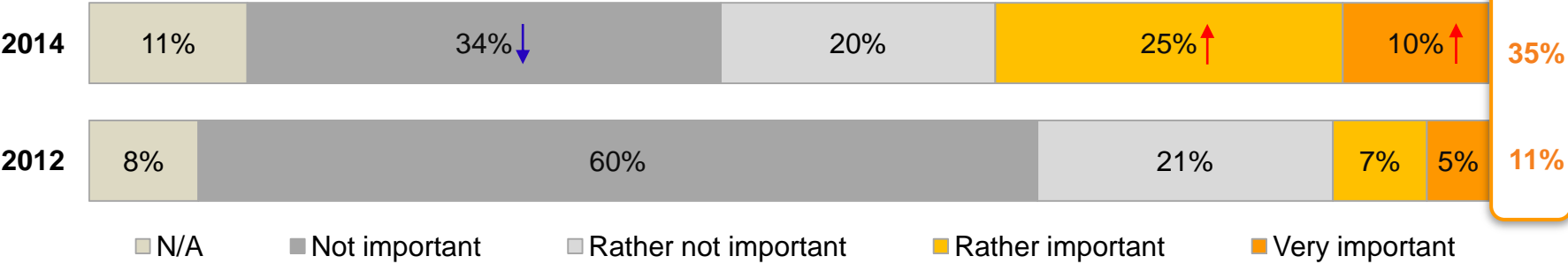
Evaluation of jeansa frequency



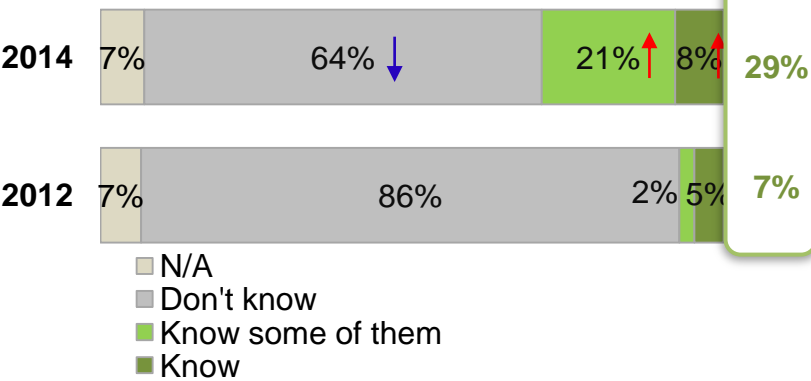
Attitude to media owners

In 2014, far more respondents claim they do know the owners of the media they read/watch (at least some of them).

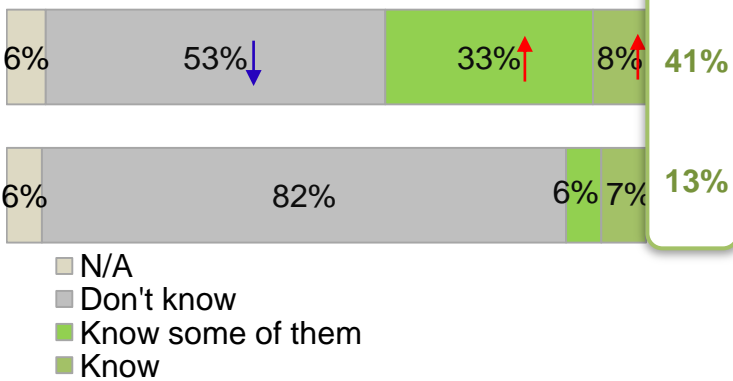
Importance of knowing the media owner



Awareness of owners of local media



Awareness of owners of national TV channels

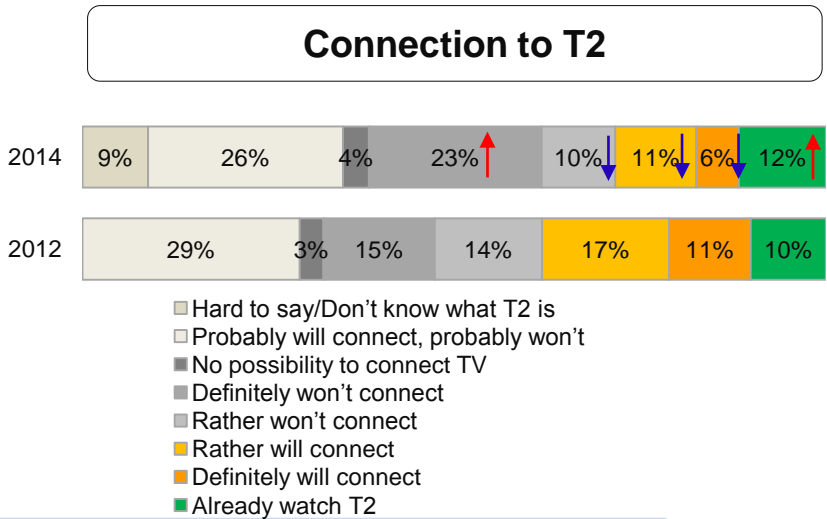
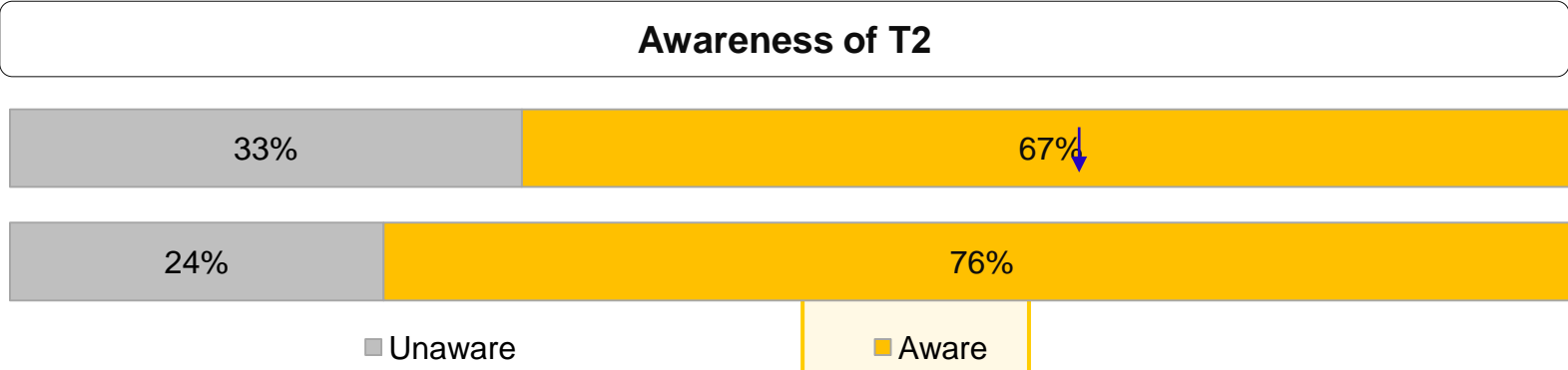


Changes to 2012: ↑-significant growth, ↓-significant decrease

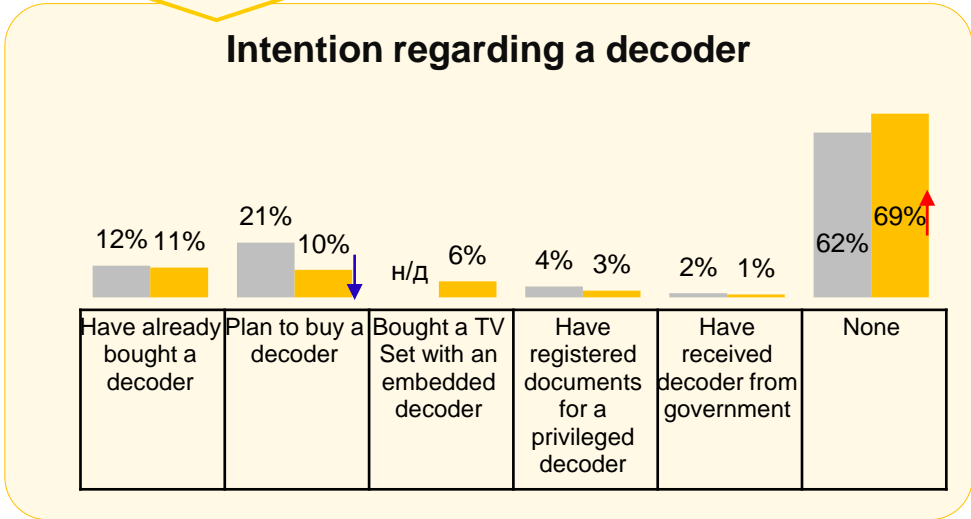
Question: How important is for you to know who is the media's owner?
Do you know who is the owner of local media you regularly read/watch/listen?
Do you know who are owners of national TV channels?

Penetration of Digital service

Share of the aware ones of switching to Digital TV (T2) has decreased to 67% in comparison with 2012. And the number of those who are planning to connect to digital broadcast TV has decreased too.



Changes to 2012: ↑-significant growth, ↓-significant decrease





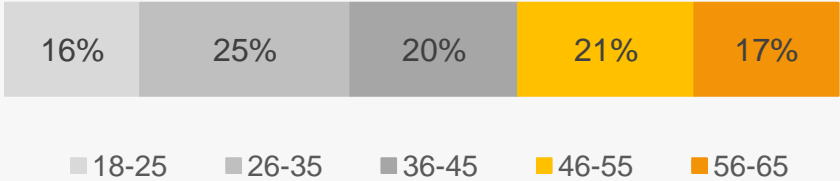
SOCIAL- DEMOGRAPHIC PROFILE

Social-demographic profile

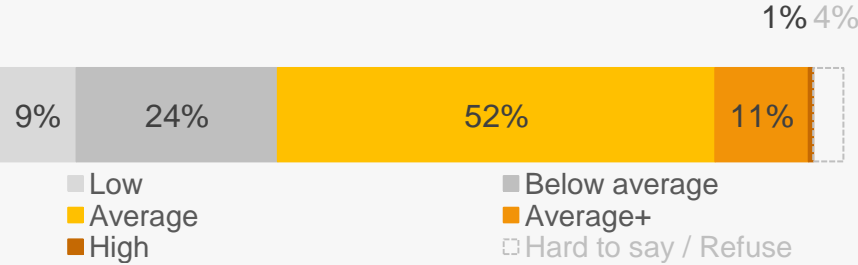
Gender



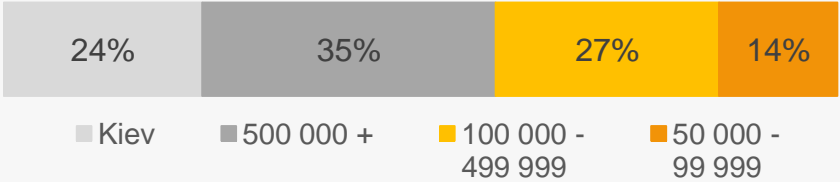
Age



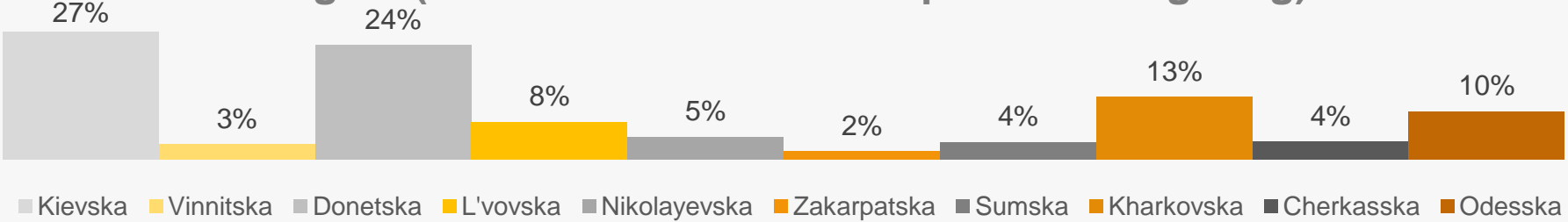
Income



Settlement type/size



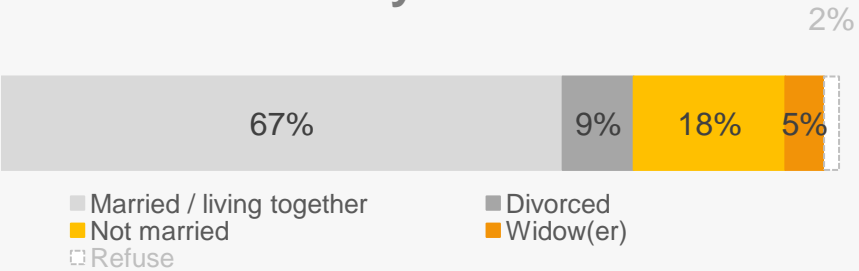
Region (contribution to total sample after weighting)



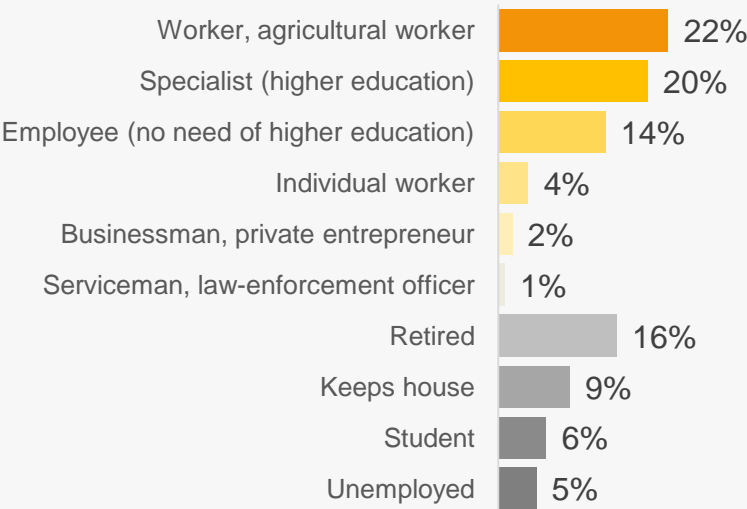
Education



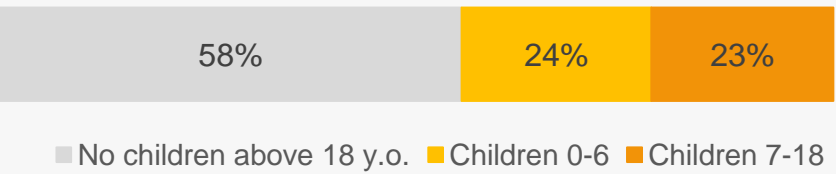
Family status



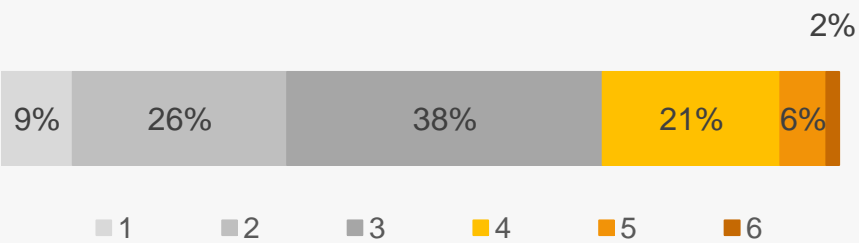
Occupation

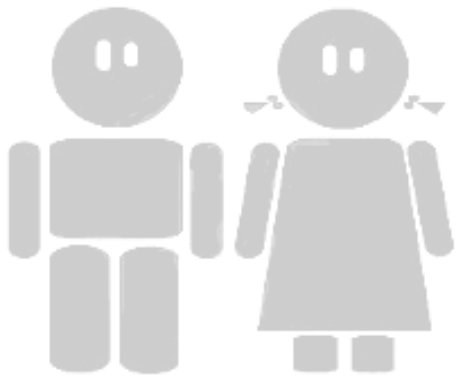


Children



Size of the household





GENDER/AGE DISTINCTIONS

MEDIA-CONSUMPTION

MaleFemale18-2526-3536-4546-5556-65

Media-activity during month

Which media have you used during last 30 days to receive NEWS?
(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Watched TV channels	86%	91%	76%	85%	91%	97%	96%
Visited news websites	49%	43%	66%	61%	51%	33%	13%
Read printed press	26%	32%	16%	22%	27%	36%	46%
Listened radio	30%	28%	21%	26%	32%	32%	35%
Social nets	34%	36%	61%	49%	34%	20%	9%
None	1%	2%	2%	1%	1%	1%	2%

Usage TV

Which TV channels' NEWS have you watched during last 30 days?
(Base: 1208/ 1469/ 372/ 640/ 550/ 616/ 498)

Regional / local	42%	43%	37%	45%	37%	41%	53%
National	95%	97%	98%	96%	94%	97%	96%
Russian	32%	28%	23%	28%	30%	36%	28%
Other foreign	2%	1%	2%	1%	1%	3%	0%

Usage Internet

Which NEWS websites have you visited during last 30 days?
(Base: 680/ 688/ 322/ 464/ 308/ 207/ 67)

Regional / local	23%	19%	29%	19%	18%	16%	24%
National	83%	85%	86%	84%	85%	83%	77%
Russian	47%	41%	42%	45%	45%	45%	36%
Other foreign	6%	7%	8%	7%	5%	6%	0%

Usage Press

Which printed press have you read during last 30 days?
(Base: 361/ 512/ 79/ 166/ 161/ 226/ 241)

Regional / local	60%	55%	62%	43%	50%	62%	65%
National	56%	65%	54%	66%	60%	60%	62%
Russian	5%	5%	8%	3%	7%	6%	3%
Other foreign	1%	1%	0%	2%	0%	0%	1%

Usage Radio

Which radio stations' NEWS have you listened to during last 30 days?
(Base: 425/ 455/ 103/ 198/ 194/ 203/ 182)

Regional / local	24%	26%	35%	20%	18%	25%	34%
National	90%	87%	85%	92%	94%	89%	82%
Russian	10%	6%	11%	14%	6%	5%	3%
Other foreign	1%	1%	1%	0%	0%	0%	2%

MEDIA-SATISFACTION

		Male	Female	18-25	26-35	36-45	46-55	56-65
Local TV Satisfaction with news* (completely + rather agree) <i>(Base: 511/ 630/ 137/ 288/ 203/ 251/ 263)</i>	Give objective and reliable information	43%	44%	46%	45%	36%	46%	43%
	Given information is important for me	57%	59%	57%	60%	52%	64%	56%
	Given is full, detailed information	43%	43%	40%	45%	38%	45%	44%
	Broadcasts come out with convenient periodicity	65%	67%	60%	67%	63%	66%	72%
	Information is being given promptly	60%	60%	60%	65%	51%	61%	60%
National TV Satisfaction with news* (completely + rather agree) <i>(Base: 1143/ 1418/ 359/ 612/ 516/ 596/ 477)</i>	Give objective and reliable information	50%	51%	56%	48%	50%	49%	53%
	Given information is important for me	63%	63%	64%	60%	63%	66%	64%
	Given is full, detailed information	50%	50%	55%	48%	50%	50%	49%
	Broadcasts come out with convenient periodicity	73%	75%	74%	70%	73%	78%	76%
	Information is being given promptly	66%	65%	68%	65%	65%	65%	66%
Russian TV Satisfaction with news* (completely + rather agree) <i>(Base: 386/ 405/ 84/ 182/ 166/ 223/ 137)</i>	Give objective and reliable information	54%	57%	39%	56%	58%	51%	68%
	Given information is important for me	63%	65%	52%	71%	67%	59%	67%
	Given is full, detailed information	57%	60%	44%	60%	62%	55%	67%
	Broadcasts come out with convenient periodicity	72%	74%	64%	77%	75%	67%	79%
	Information is being given promptly	67%	68%	55%	71%	67%	68%	70%
Local INTERNET media Satisfaction with news* (completely + rather agree) <i>(Base: 157/ 128/ 95/ 87/ 55/ 32/ 16)</i>	Give objective and reliable information	58%	72%	72%	64%	66%	47%	50%
	Given information is important for me	63%	78%	71%	68%	81%	62%	50%
	Given is full, detailed information	54%	66%	69%	49%	68%	55%	39%
	Easy to find information I need	72%	85%	77%	83%	87%	64%	52%
	Information is being given promptly	67%	80%	73%	77%	79%	68%	35%
	Convenient to use	70%	85%	80%	79%	87%	59%	43%
National INTERNET media Satisfaction with news* (completely + rather agree) <i>(Base: 565/ 582/ 276/ 388/ 261/ 171/ 51)</i>	Give objective and reliable information	64%	71%	72%	64%	69%	66%	65%
	Given information is important for me	75%	76%	74%	75%	81%	71%	78%
	Given is full, detailed information	64%	69%	69%	59%	72%	71%	74%
	Easy to find information I need	76%	82%	75%	77%	83%	84%	78%
	Information is being given promptly	82%	81%	81%	81%	84%	81%	78%
	Convenient to use	84%	89%	87%	85%	87%	87%	82%
Russian INTERNET media Satisfaction with news* (completely + rather agree) <i>(Base: 318/ 279/ 134/ 210/ 137/ 92/ 24)</i>	Give objective and reliable information	45%	41%	39%	40%	37%	58%	67%
	Given information is important for me	57%	52%	50%	48%	54%	68%	83%
	Given is full, detailed information	50%	44%	47%	43%	41%	58%	72%
	Easy to find information I need	62%	55%	55%	56%	55%	70%	84%
	Information is being given promptly	60%	49%	51%	50%	54%	67%	76%
	Convenient to use	70%	58%	59%	64%	61%	70%	92%

*Question: Please evaluate how much you agree with following statements about NEWS on...
 Evaluate it by scale from 1 to 5, where 1 – totally disagree, 5 – totally agree.

■ - Data is significantly **lower**, than total sample
■ - Data is significantly **higher**, than total sample

INTERNET USAGE

Male

Female

18-25

26-35

36-45

46-55

56-65

SHARE OF USERS

68%

67%

95%

88%

79%

49%

20%

Every day

49%

47%

80%

68%

52%

26%

11%

2-4 times a week

11%

13%

11%

15%

17%

11%

5%

Once a week

3%

3%

3%

3%

3%

6%

2%

Few times a month

2%

1%

0%

1%

3%

2%

1%

Once a month

1%

1%

0%

0%

2%

2%

1%

Rarer than once a month

1%

2%

1%

2%

2%

2%

1%

Internet usage

How often do you use Internet in general?

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Search for information

68%

68%

66%

70%

71%

63%

70%

Visit/communicate at social nets

61%

64%

80%

67%

55%

46%

51%

Read/watch news

66%

59%

63%

63%

64%

58%

58%

Check e-mail

56%

59%

65%

63%

55%

47%

36%

Use messengers

51%

53%

62%

51%

50%

43%

46%

Watch/download video

50%

40%

60%

50%

38%

28%

17%

Listen/download audio files

29%

21%

44%

27%

14%

13%

7%

Watch internet TV

27%

22%

28%

26%

24%

19%

14%

Play online games

23%

16%

36%

16%

14%

9%

15%

Listen to radio

7%

8%

14%

7%

5%

3%

2%

Create and upload own content

7%

9%

14%

8%

6%

3%

6%

PURPOSES of using internet

What for do you use Internet regularly?

(Base: 944/ 1076/ 466/ 665/ 473/ 312/ 104)

TRUST TO MEDIA		Male	Female	18-25	26-35	36-45	46-55	56-65
Trust* TV CHANNELS (completely trust + rather trust)	Regional / local	42%	48%	44%	43%	42%	46%	52%
	National	58%	63%	61%	57%	60%	64%	62%
	Russian	22%	19%	13%	22%	18%	25%	22%
Trust* INTERNET MEDIA (completely trust + rather trust)	Regional / local	27%	22%	43%	30%	25%	14%	9%
	National	38%	37%	55%	50%	44%	24%	11%
	Russian	18%	14%	20%	20%	18%	13%	8%
Trust* PRESS (completely trust + rather trust)	Regional / local	29%	32%	26%	27%	30%	32%	41%
	National	26%	31%	24%	25%	28%	30%	36%
	Russian	9%	8%	3%	10%	8%	9%	10%
Trust* RADIO (completely trust + rather trust)	Regional / local	25%	23%	22%	22%	28%	25%	23%
	National	32%	31%	27%	26%	35%	33%	35%
	Russian	10%	7%	5%	10%	10%	8%	8%
Verity of covering Maydan events** by TV CHANNELS: top2box by 7-score scale	Regional / local	13%	13%	16%	13%	12%	12%	13%
	National	26%	29%	29%	29%	25%	26%	29%
	Russian	8%	8%	6%	8%	9%	9%	7%
Verity of covering Maydan events** by INTERNET MEDIA: top2box by 7-score scale	Regional / local	12%	9%	19%	11%	12%	8%	4%
	National	21%	20%	29%	28%	21%	17%	7%
	Russian	8%	7%	9%	8%	9%	8%	3%
Verity of covering Maydan events** by PRESS: top2box by 7-score scale	Regional / local	6%	7%	6%	7%	8%	5%	9%
	National	14%	17%	16%	17%	15%	11%	17%
	Russian	2%	3%	1%	4%	2%	4%	2%

*Question: How much you trust news being given by different media types?

**Question: How true the listed media covered Maydan events in period of December 2013-February 2014, 1 –Totally false, 7 – Totally true

Trust to media. Base:
regional media, N=1020/ 1172/ 363/ 546/ 427/ 463/ 392,
national media, N=1398/ 1609/ 489/ 758/ 604/ 636/ 521,
Russian media, N=1398/ 1609/ 489/ 758/ 604/ 636/ 521

■ - Data is significantly lower, than total sample
■ - Data is significantly higher, than total sample

MEDIA-COMPETENCE

Male

Female

18-25

26-35

36-45

46-55

56-65

Role of MEDIA in society

In your opinion, what is the key role of media
in society?

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Giving news

62%

62%

54%

59%

61%

70%

64%

Watching the citizens' interests being observed

20%

19%

20%

21%

21%

17%

16%

Educating population

5%

6%

6%

6%

7%

3%

6%

Informing about goods and services

2%

3%

2%

3%

2%

2%

2%

Entertaining

4%

3%

7%

3%

3%

3%

2%

Demands to news

(most important – t1b)

Which demands should be satisfied by
NEWS in general?

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Honesty/reliability

47%

46%

43%

44%

48%

48%

50%

Objectivity

24%

21%

24%

25%

18%

22%

21%

Completeness of information coverage

10%

14%

12%

11%

13%

10%

14%

Timeliness

9%

8%

10%

6%

9%

9%

7%

Accuracy

5%

4%

5%

6%

5%

3%

4%

Separation of facts and comments

2%

3%

4%

3%

2%

2%

1%

Necessary actions by encountering a paid material

What has to be done?

(Base: 341/ 466/ 132/ 214/ 177/ 163/ 122)

Appeal to a public organization dealing with
questions of media

20%

19%

24%

18%

24%

20%

11%

Appeal to other media to cover the problem

10%

16%

9%

14%

15%

9%

19%

Complaint to a committee of TV and radio
broadcasting

8%

12%

17%

12%

9%

6%

7%

Complaint to a journalistic ethics' committee

5%

8%

9%

4%

7%

10%

3%

Independent preparation of publications of an
article

4%

5%

3%

7%

3%

5%

4%

Actual actions by encountering a paid material

What do you do?

(Base: 466/ 380/ 129/ 214/ 207/ 181/ 116)

Appeal to a public organization dealing with
questions of media

2%

3%

2%

3%

2%

1%

5%

Appeal to other media to cover the problem

5%

4%

7%

2%

4%

4%

5%

Complaint to a committee of TV and radio
broadcasting

3%

3%

1%

7%

2%

0%

3%

Complaint to a journalistic ethics' committee

2%

3%

1%

4%

2%

2%

2%

Independent preparation of publications of an
article

2%

1%

2%

1%

1%

2%

3%

MEDIA-COMPETENCE

		Male	Female	18-25	26-35	36-45	46-55	56-65
Jeansa	Awareness of such materials <i>(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)</i>	58%	53%	53%	57%	64%	54%	46%
	Ability to distinguish them <i>(Base: 809/ 848/ 260/ 431/ 384/ 344/ 238)</i>	58%	45%	50%	50%	54%	53%	49%
Frequency of jeansa* TV top2box by 7-score scale	Regional / local	21%	20%	23%	22%	17%	25%	15%
	National	26%	25%	32%	21%	29%	25%	24%
	Russian	23%	23%	21%	20%	28%	29%	15%
Frequency of jeansa* Internet top2box by 7-score scale	Regional / local	14%	12%	13%	21%	11%	10%	9%
	National	17%	12%	16%	20%	18%	9%	7%
	Russian	18%	15%	20%	21%	23%	10%	4%
Frequency of jeansa* Press top2box by 7-score scale	Regional / local	15%	8%	10%	17%	9%	9%	14%
	National	8%	8%	6%	11%	9%	6%	7%
	Russian	7%	9%	11%	9%	6%	5%	8%
Frequency of jeansa* Radio top2box by 7-score scale	Regional / local	10%	5%	9%	10%	3%	8%	11%
	National	7%	4%	5%	8%	4%	3%	10%
	Russian	6%	5%	9%	5%	6%	4%	6%
Actuality of problem <i>How actual is the problem of paid/jeansa materials in media for you?</i> <i>(Base: 809/ 848/ 260/ 431/ 384/ 344/ 238)</i>	Not actual – I hardly encounter it	7%	8%	10%	8%	5%	9%	8%
	Not actual – I distinguish such materials and let it pass	32%	21%	23%	20%	35%	29%	25%
	Not actual – I know about it and allow its existence	17%	16%	23%	17%	17%	13%	16%
	Actual – I'm irritated by this problem, but don't know how to fight it	30%	40%	27%	38%	35%	38%	33%
	Actual – I'm irritated by this problem, and actively fight it	2%	2%	2%	3%	2%	2%	1%

*Question: Evaluate how often you have encountered with such paid/jeansa materials in each of the media types. Use scale from 1 to 7, where 1 – never, 7 – very often.

Frequency of jeansa. Base:
regional/local media, N=322/ 243/ 83/ 145/ 146/ 106/ 85,
national media, N=467/ 382/ 129/ 216/ 207/ 181/ 116,
Russian media, N=467/ 382/ 129/ 216/ 207/ 181/ 116

■ - Data is significantly **lower**, than total sample
■ - Data is significantly **higher**, than total sample

MEDIA-COMPETENCE

Male

Female

18-25

26-35

36-45

46-55

56-65

Importance of knowing media owners

How important is for you to know who is the media's owner?

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Very important

11%

10%

11%

11%

11%

11%

8%

Rather important

25%

25%

16%

28%

30%

24%

24%

Awareness of media owners

Know + Know some of them

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

National:

45%

38%

30%

44%

49%

44%

34%

Regional:

31%

28%

22%

31%

37%

30%

23%

Awareness of switching to T2

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Yes

69%

66%

60%

69%

71%

69%

67%

Intention regarding a decoder

Which of the following variants is the closest for you?

(Base: 969/ 1057/ 292/ 520/ 426/ 439/ 350)

I've already bought a decoder

11%

12%

5%

10%

13%

12%

14%

I bought a TV Set with an embedded decoder

6%

6%

6%

5%

8%

6%

5%

Have received decoder from government (as a benefit)

1%

2%

1%

0%

1%

1%

3%

Plan to buy a decoder

11%

10%

15%

12%

12%

8%

5%

Have registered documents for a privileged decoder

3%

2%

2%

1%

0%

3%

6%

None

69%

69%

71%

71%

66%

70%

66%

Connection to T2

Do you plan to connect a T2 digital TV during the nearest year?

(Base: 1398/ 1609/ 489/ 758/ 604/ 636/ 521)

Already watch T2

11%

12%

6%

10%

15%

12%

16%

Will connect (T2B)

17%

16%

16%

19%

21%

13%

14%

Won't connect (T2B)

35%

31%

35%

30%

34%

36%

32%

No possibility to connect TV

5%

2%

4%

4%

2%

4%

4%

Didn't make a choice

31%

38%

39%

37%

29%

35%

35%

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