

Media Research Survey Findings

The tables below present a selection of main findings from the media research, as they are relevant for the report. They draw primarily on the quantitative components of the research. Some of the tables contrast media consumers (the general public in Georgia) with media professionals (journalists, managers, editors). Since the number of media professionals interviewed is small, the frequency/number is noted separately. Note that survey findings should be interpreted with considerable caution, and not quoted out of context. This especially applies to trust ratings.

[MEDIA CONSUMER SURVEY q2] First main source of information for receiving news about current events in Georgia?	
TV	88
Neighbors, friends	3
Internet	3
Newspapers	2
Family members	2
Radio	1

[MEDIA CONSUMER SURVEY q4.1] How often do you receive information about current events in Georgia from the Internet?	
Every day	7
Several times a week	4
Once a week	2
Once or twice per month	5
Never	50
Not applicable	31

[MEDIA CONSUMER SURVEY q4.3] How often do you receive information about current events in Georgia from national TV channels?	
Every day	84
Several times a week	10
Once a week	2
Once or twice per month	1
Never	2
Not applicable	1

[MEDIA CONSUMER SURVEY q8] To what extent do you agree or disagree that the Georgian journalists serve interests of people like you?	
1 - Disagree completely	8
2	3
3	7
4	8
5	21
6	9
7	10
8	11
9	2
10 - Agree completely	7
Don't know	11
Refuse to answer	1

[MEDIA PROFESSIONALS SURVEY q8] To what extent do you agree or disagree that the Georgian journalists serve interests of people like you?		
	Frequency	Percent
1 - Disagree completely	2	4
2	6	13
3	12	26
4	6	13
5	11	23
6	2	4
7	1	2
8	3	6
9	1	2
10 - Agree completely	1	2
Don't know	1	2
Refuse to answer	1	2

[MEDIA CONSUMER SURVEY q10] Statements on freedom of speech in Georgia	
Strongly agree that there is no freedom of speech	17
Agree that there is no freedom of speech	28
Agree that there is freedom of speech	31
Strongly agree that there is freedom of speech	4
Agree with neither	5
Don't know	13
Refuse to answer	3

[MEDIA CONSUMER SURVEY q11] Should the following issues be investigated by journalists?	
Healthcare programs	78
Courts	75
Elections	80
Protection of freedom of speech	82
Relationship between the politicians and the church	64

[MEDIA CONSUMER SURVEY q15] Which of the following statements you agree with?	
Strongly agree that government should control media	7
Agree government has the right to control	15
Agree government does not have the right to control	42
Strongly agree that government should not control media	21
Agree with neither	2
Don't know	12
Refuse to answer	1

[MEDIA CONSUMER SURVEY r4.2] How frequently do you receive information about current events in Georgia from national radio stations?	
Every day	33
Several times a week	31
Once a week	12
Once or twice per month	15
Never	7
Not applicable	1
Don't know	1

[MEDIA CONSUMER SURVEY p3.2] How frequently do you receive information about current events in Georgia from national weekly newspapers?	
Every day	2
Several times a week	9
Once a week	33
Once or twice per month	41
Never	11
Not applicable	3
Don't know	1

[MEDIA CONSUMER SURVEY i1] How frequently do you use the Internet?	
Every day	12
Once a week	5
Once a month	3
Less often	5
Never	69
I don't know what the Internet is	5
Don't know	1

[MEDIA CONSUMER SURVEY tv10] On an average weekday, how much time in total do you spend watching TV? (Hours)	
Less than ½ hour	1
½ hour to 1 hour	6
More than 1 hour, up to 1½ hours	7
More than 1½ hours, up to 2 hours	10
More than 2 hours, up to 2½ hours	10
More than 2½ hours, up to 3 hours	15
More than 3 hours	41
Watch, but not daily	4
Don't know	6

[MEDIA CONSUMER SURVEY tv11] How much time in total do you spend watching news and current events on TV? (Hours)	
Less than ½ hour	16
½ hour to 1 hour	32
More than 1 hour, up to 1½ hours	16
More than 1½ hours, up to 2 hours	11
More than 2 hours, up to 2½ hours	2
More than 2½ hours, up to 3 hours	3
More than 3 hours	3
Watch, but not daily	5
I do not watch news programs at all	3
Don't know	8
Refuse to answer	1

[MEDIA CONSUMER SURVEY tv12] How often do you receive news on politics and current events in Georgia from Rustavi 2?	
Every day	79
Several times a week	14
Once a week	3
Once or twice per month	1
Never	1
Not applicable	1
Don't know	1

[MEDIA CONSUMER SURVEY tv14.3] How much do you trust news broadcasted on Imedi?	
	Valid Percent
1 - Distrust completely	2
2	1
3	4
4	4
5	14
6	9
7	13
8	16
9	6
10 - Trust completely	16
Not applicable	2
Don't know	11

[MEDIA PROFESSIONALS SURVEY tv14.3] To what extent do you think people trust news broadcasted on Imedi?		
	Frequency	Valid Percent
1 - Distrust completely	2	4
2	8	17
3	7	15
4	7	15
5	7	15
6	6	13
7	3	6
8	1	2
9	2	4
10 - Trust completely	0	0
Don't know	4	9

[MEDIA CONSUMER SURVEY tv14.5] In general, how much do you trust news that is broadcasted on Rustavi 2?	
1 - Distrust completely	3
2	2
3	5
4	5
5	15
6	8
7	15
8	14
9	8
10 - Trust completely	14
Not applicable	1
Don't know	11

[MEDIA PROFESSIONALS SURVEY tv14.5] To what extent do you think people trust news broadcasted on Rustavi 2?		
	Frequency	Valid Percent
1 - Distrust completely	3	6
2	5	11
3	8	17
4	8	17
5	5	11
6	4	9
7	4	9
8	3	6
9	1	2
10 - Trust completely	1	2
Don't know	5	11

[MEDIA CONSUMER SURVEY tv16] How often do Georgian TV journalists let the government's political preferences influence the way they report the news?	
Often	18
Sometimes	30
Seldom	20
Never	11
Don't know	18
Refuse to answer	2

[MEDIA PROFESSIONALS SURVEY tv16] How often do Georgian TV journalists let the government's political preferences influence the way they report the news?		
	Frequency	Valid Percent
Often	39	83
Sometimes	2	4
Seldom	2	4
Never	2	4
Don't know	1	2
Refuse to answer	1	2

[MEDIA CONSUMER SURVEY tv17.11] Whose interests are reflected in news and current affairs broadcasted on the following TV stations?						
	Government	Opposition	Neither of those	Not applicable	Don't know	Refuse to answer
Imedi	33	7	30	1	24	5
Kavkasia	2	22	5	36	32	3
Rustavi 2	51	1	22	1	20	5
GPB	51	1	11	7	26	4
Maestro	1	16	4	39	36	5

[MEDIA CONSUMER SURVEY tv19] What do you like about your favorite Georgian TV news and political show hosts? Is it that they are...	
Good-looking / handsome	13
Intelligent	58
Pronouncing clearly	35
Dressed well	4
Displaying a sense of humor	4
Courageous	34
Getting guests to "open up"	8
Confrontational	1
Asking the right questions	19
Presenting facts clearly	18
Making convincing arguments	11
Balanced	15
Provocative	2
Listening to the guests attentively	5

[MEDIA CONSUMER SURVEY tv35] To what extent do you agree or disagree that TV channels' coverage is influenced by their owners' personal interests?		
Agree, to a great extent		30
Agree, to a small extent		31
Disagree		4
Don't know		33
Refuse to answer		2

[MEDIA PROFESSIONALS SURVEY tv35] To what extent do you agree or disagree that TV channels' coverage is influenced by their owners' personal interests?		
	Frequency	Valid Percent
Agree, to a great extent	37	79
Agree, to a small extent	6	13
Disagree	1	2
Don't know	3	6

[MEDIA CONSUMER SURVEY d15] Would you approve or disapprove of your child's decision to become a journalist?		
Approve		61
Disapprove		13
Not applicable		7
Don't know		18
Refuse to answer		1

[MEDIA PROFESSIONALS SURVEY d15] Would you approve or disapprove of your child's decision to become a journalist?		
	Frequency	Valid Percent
Approve	23	49
Disapprove	10	21
Not applicable	5	11
Don't know	8	17

[MEDIA PROFESSIONALS SURVEY] To what extent do you agree or disagree with the opinion that the Georgian journalists enjoy freedom of speech?		
	Frequency	Valid Percent
1- Disagree completely		
2	1	2
3	7	15
4	2	4
5	10	21
6	2	4
7	9	19
8	9	19
9	3	6
10 - Agree completely	3	6
Refuse to answer	1	2

For further information, please contact CRRC. Details on the Summary Report.