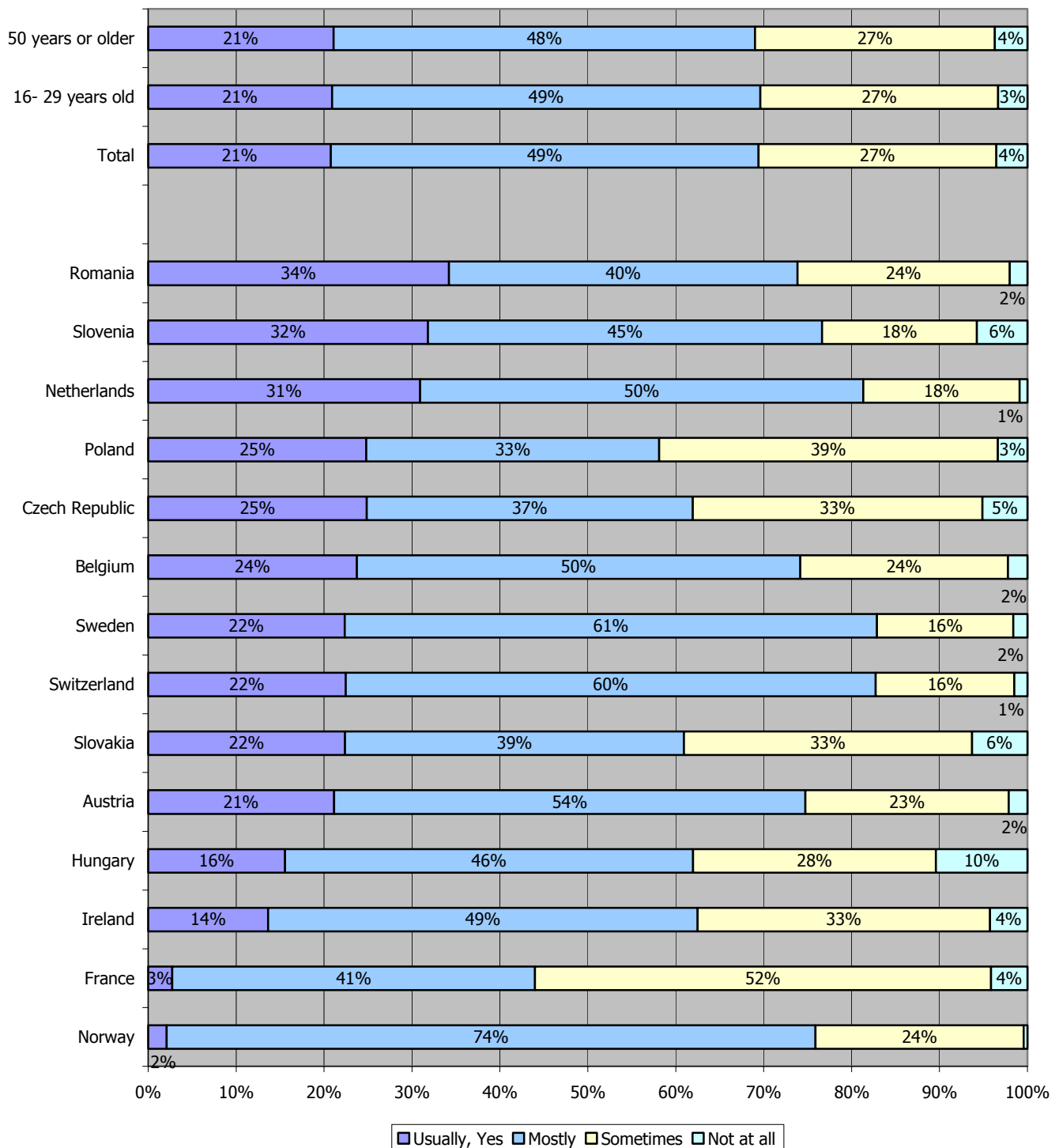


TV news tells the truth?

- Only 21% of Europeans totally trust what is said on the television news
- 31% of Europeans believe that what the television news says is only sometimes true (27%) or even not at all (4%)
- Of all Europeans Polish are the most sceptical towards television news (42%), while Switzerland is the least sceptical (17%)
- There is no difference in opinion between young and old

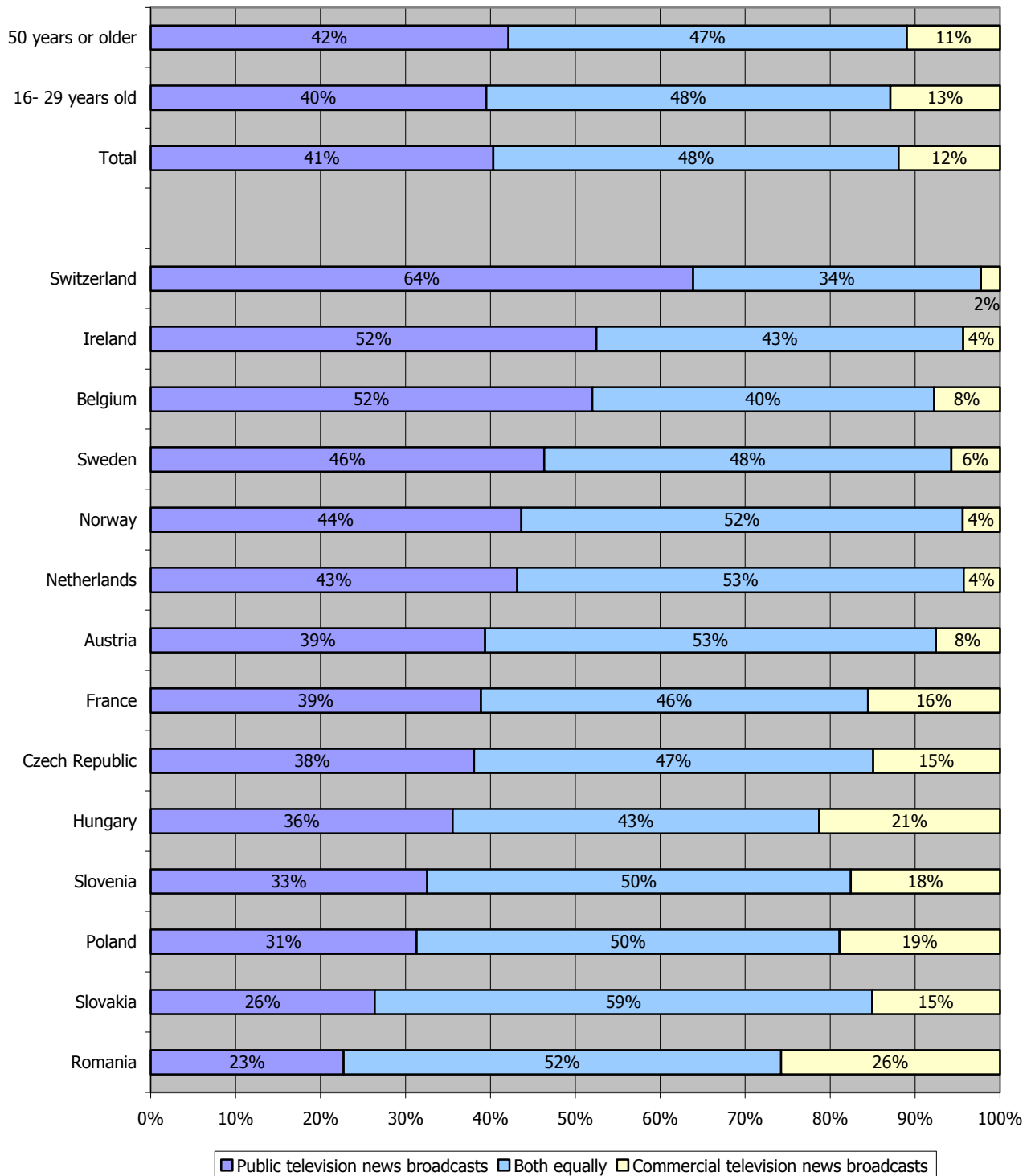
TV news tells the truth?



Trust in commercial vs. public television news

- 48% of Europeans equally trust public and commercial television news
- 41% trust public television news more
- Romania is the only country that has more trust in commercial television news (26%)
- Switzerland has the most outspoken trust in public television news (64%)

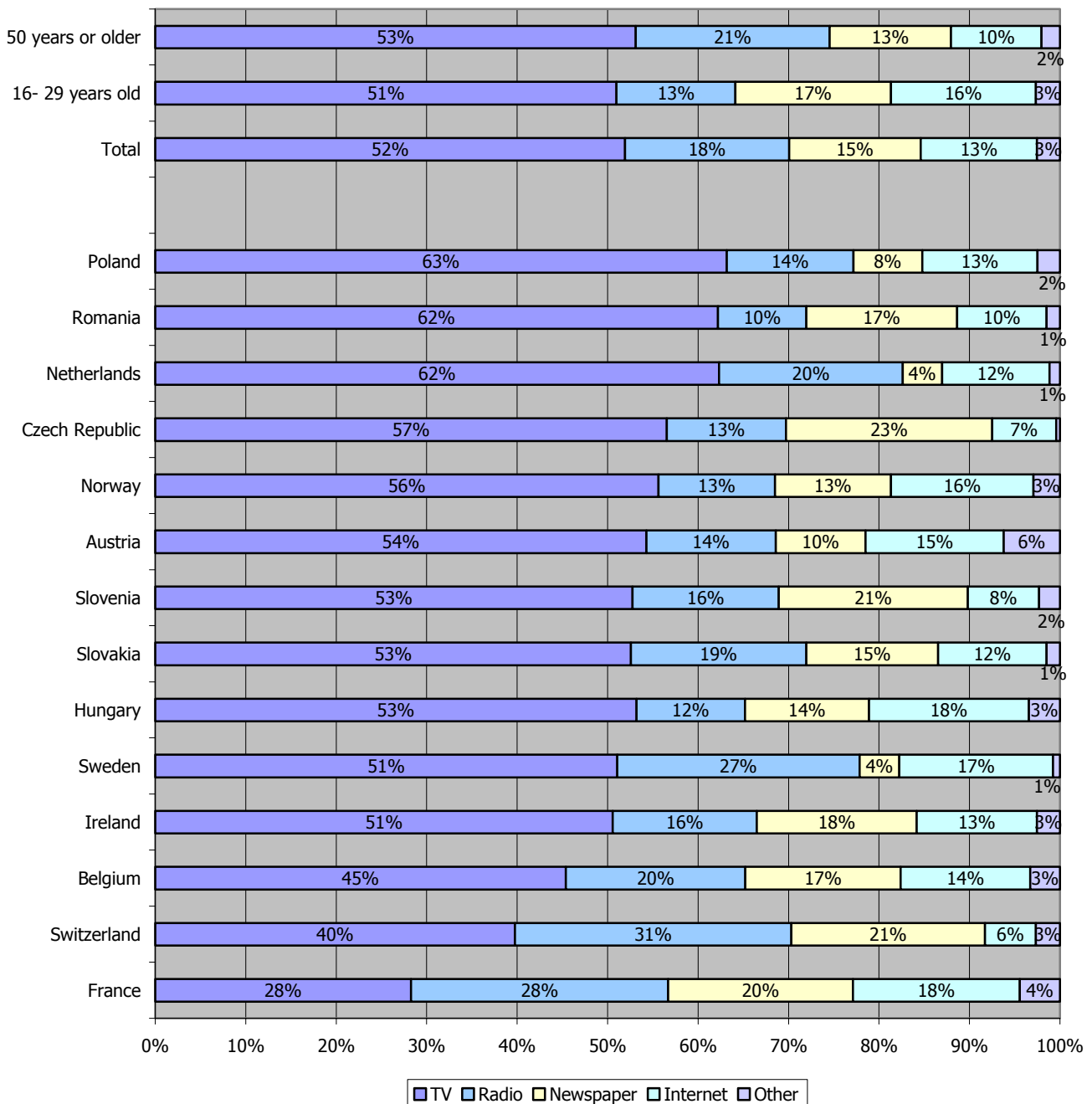
Trust in commercial vs. public television news



Most credible information source in case of a national disaster

- 52% of Europeans find TV to be the most credible source in case of a national disaster
- Besides TV, 28% of the French think radio is the second most credible source of information, whereas 18% of the Hungarians have the highest appreciation for Internet and the Czechs have the highest appreciation for newspapers (23%)
- Radio and the Internet are both equally popular as a credible source to gain information from
- More young people find the Internet to be a credible source (16%) compared to older people (10%)

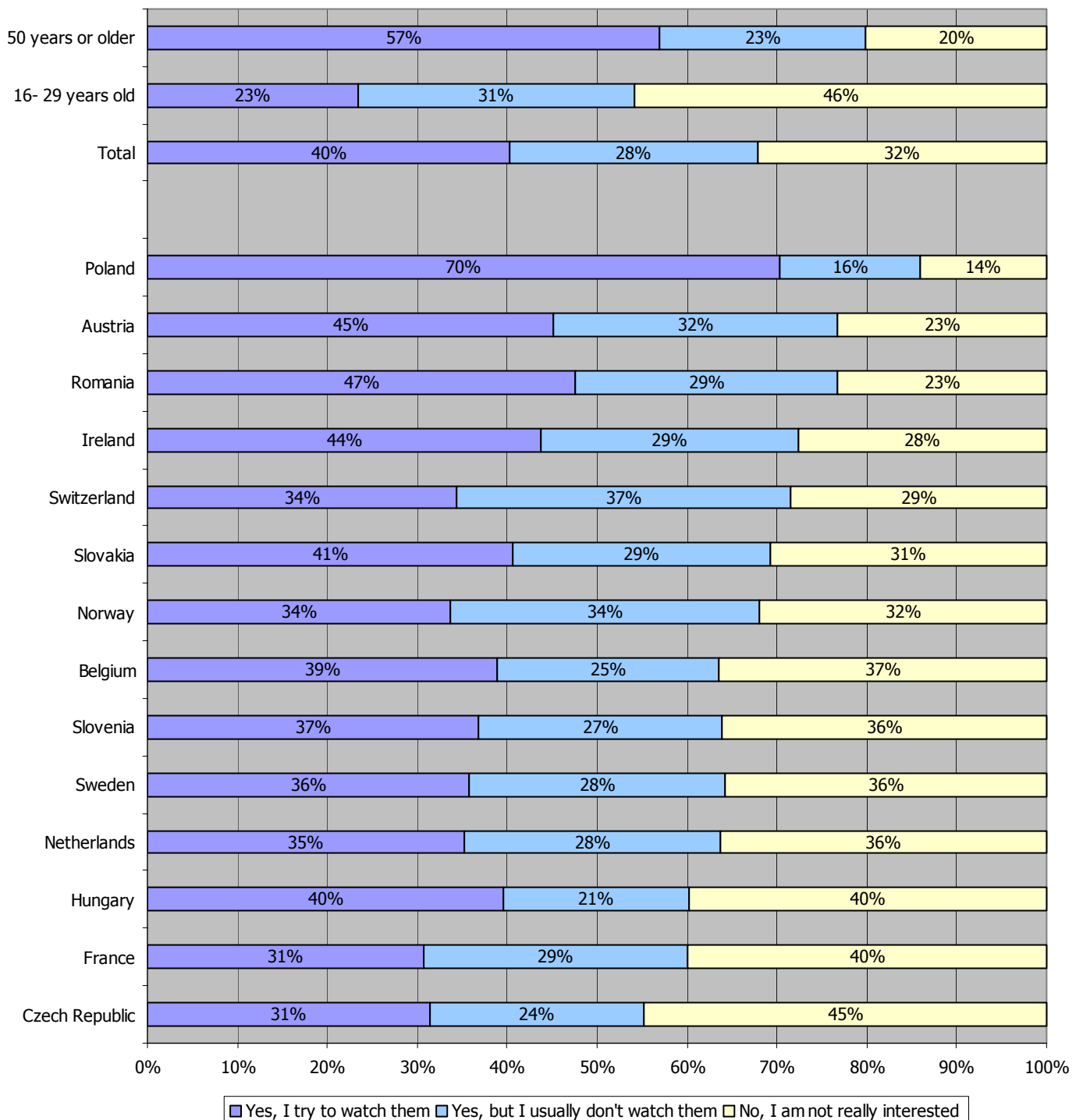
Most credible information source in case of a national disaster



Interest in TV programmes about national politics

- 68% of Europeans are interested in programmes related to the politics in their country and 40% also try to watch these programmes
- Poland is the most interested: 70% try to watch programmes on national politics; Czechs are least interested: 45% are not interested in these programmes at all
- Older people are far more interested in programs on national politics (57%) compared to younger people (23%)
- 46% of young people are not really interested in these programmes

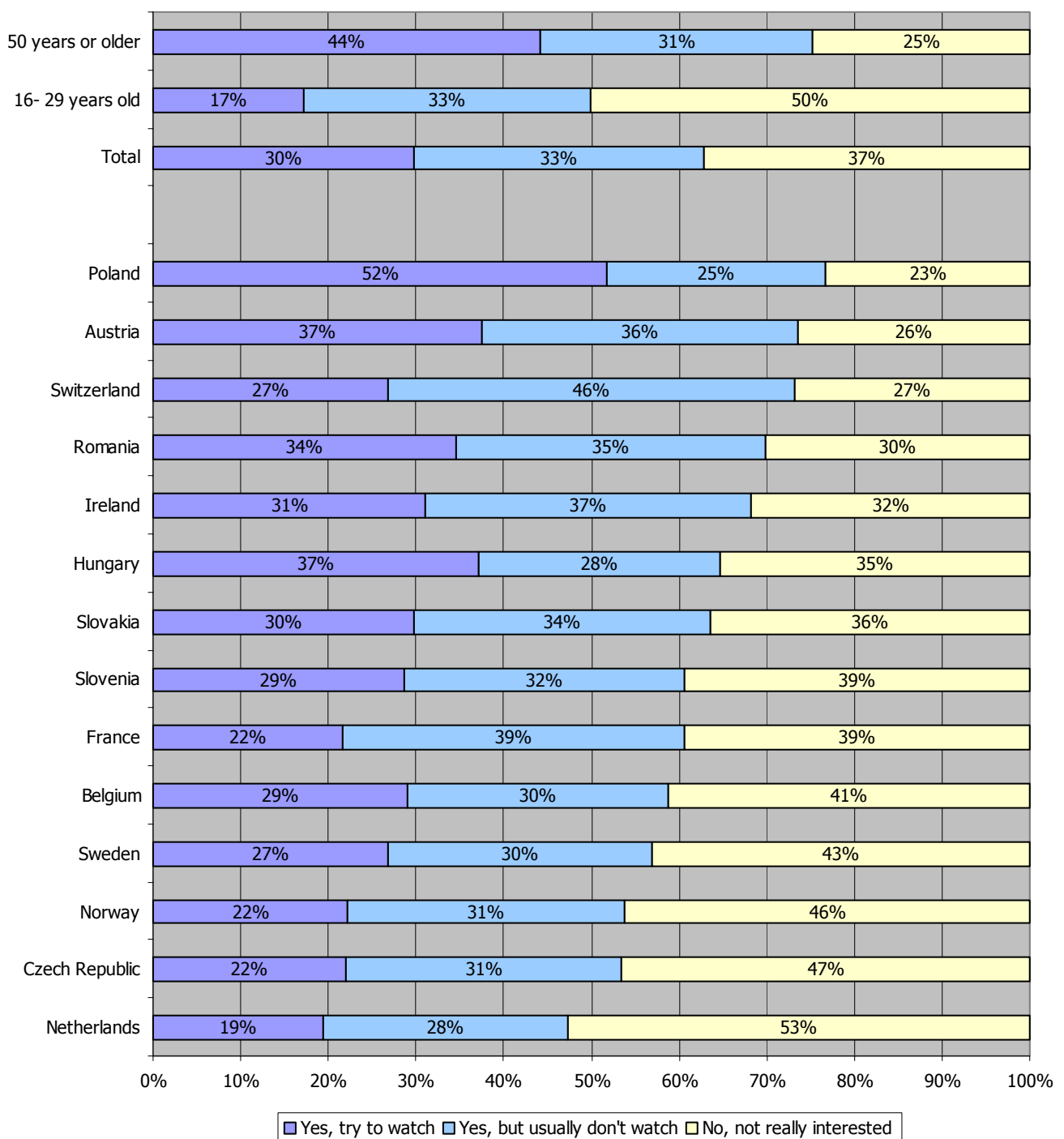
Interest in TV programmes about national politics



Interest in TV programmes about European politics

- 63% of Europeans are interested in programmes related to politics in Europe and 33% also try to watch these programmes
- In Poland 52% are interested and try to watch television programmes related to politics in Europe, while only 22% of Czechs and Norwegians try to watch these programmes
- 44% of older people try to watch TV programmes about European politics while only 17% of young people would do this
- 50% of young people are not really interested in these programmes

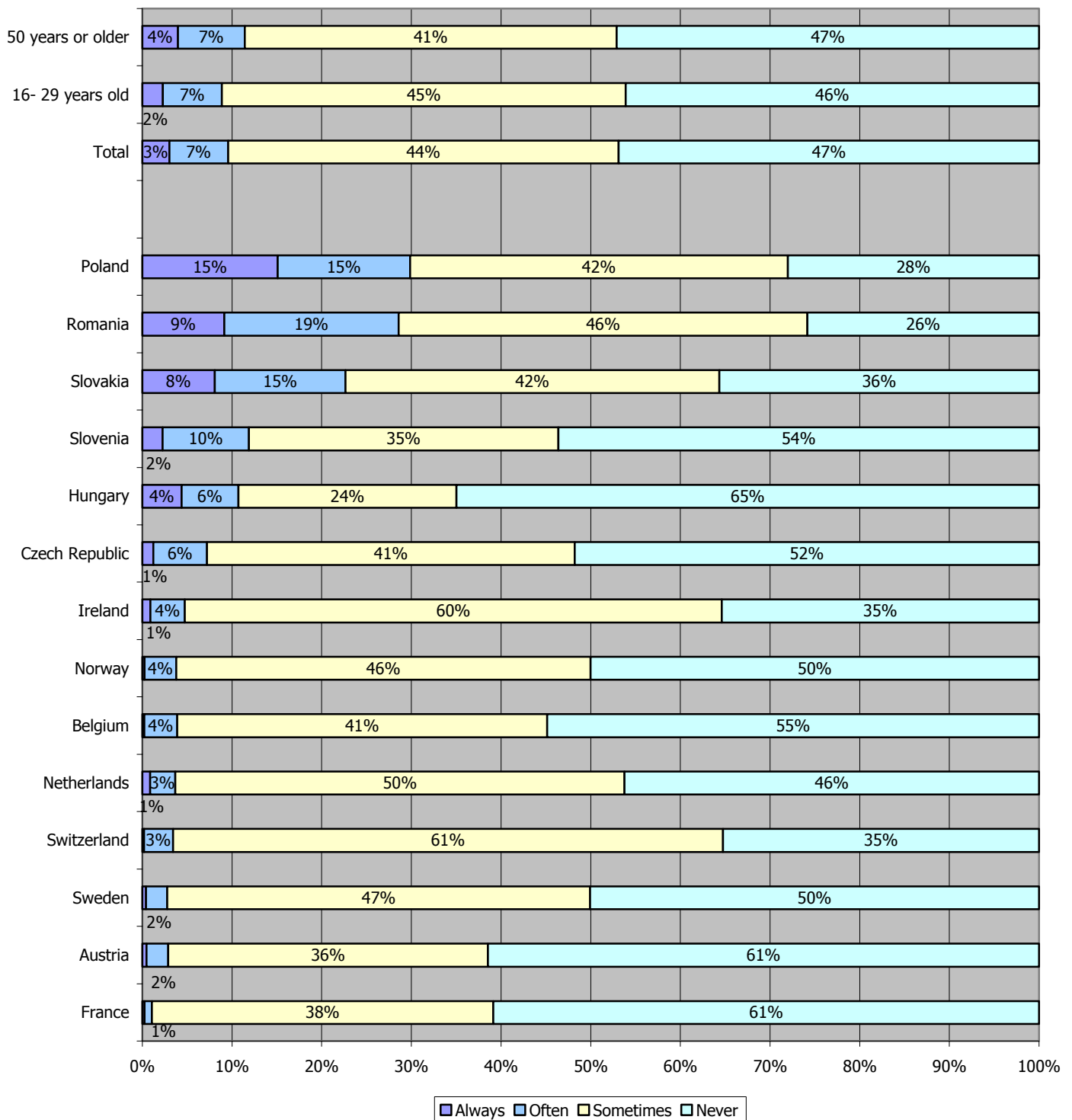
Interest in TV programmes about European politics



Influence of TV on voting behaviour

- Programmes about politics definitely influence voting behaviour. 54% of Europeans admit that their voting behaviour is influenced by political programmes
- Hungary is the least influenced (34%) and Romania is most influenced (74%) in their voting behaviour by television programmes about politics
- Young and old people think the same on how programmes about politics influence their voting behaviour

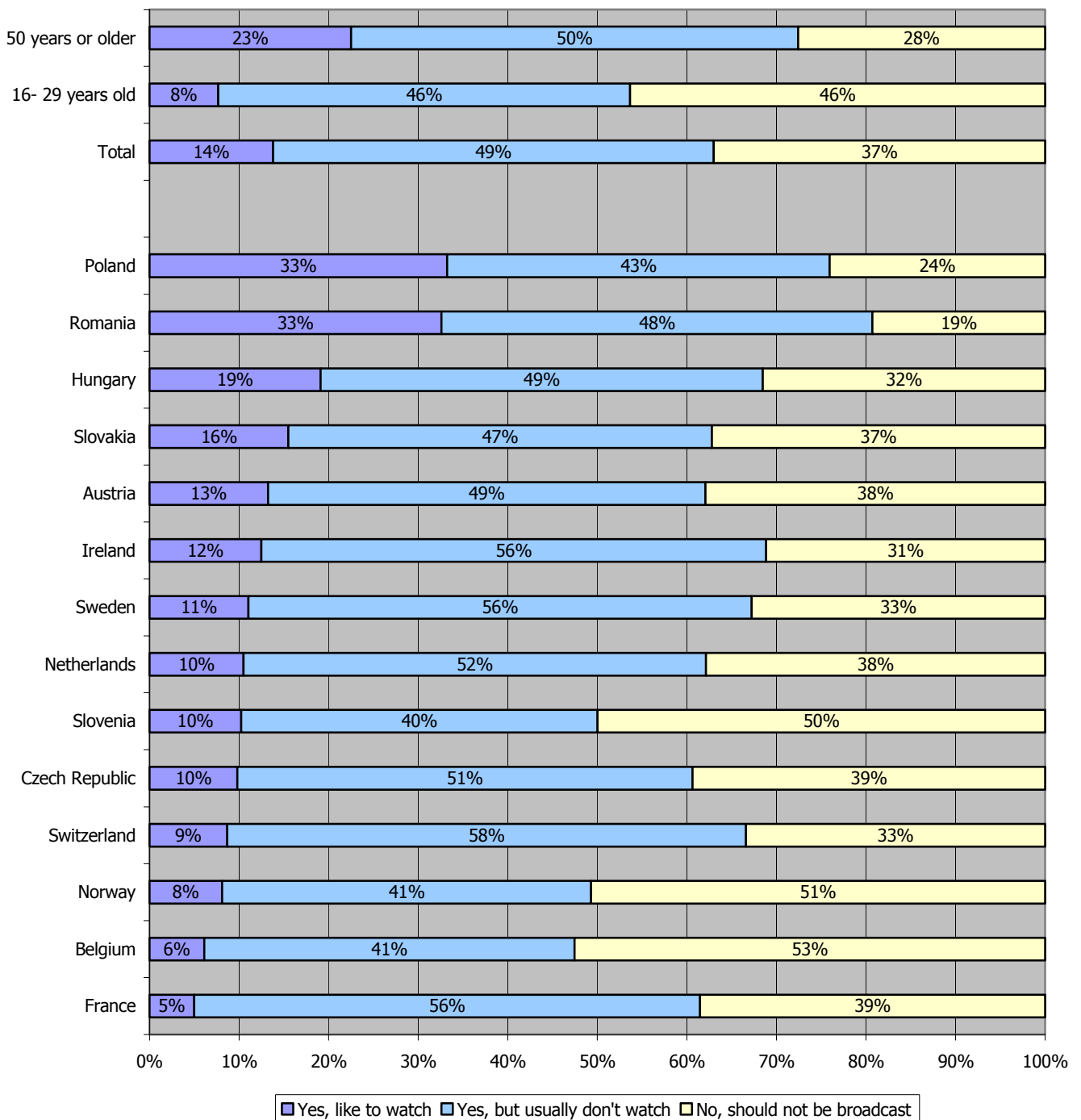
Influence of TV on voting behaviour



Interest in TV programmes about religion

- 63% of Europeans think religious programmes should be broadcast, but only 14% like to watch them
- Norwegians (51%) and Belgians (53%) have the strongest preference towards not broadcasting religious programmes
- 46% of young people and only 28% of older people think religious programmes should not be broadcast

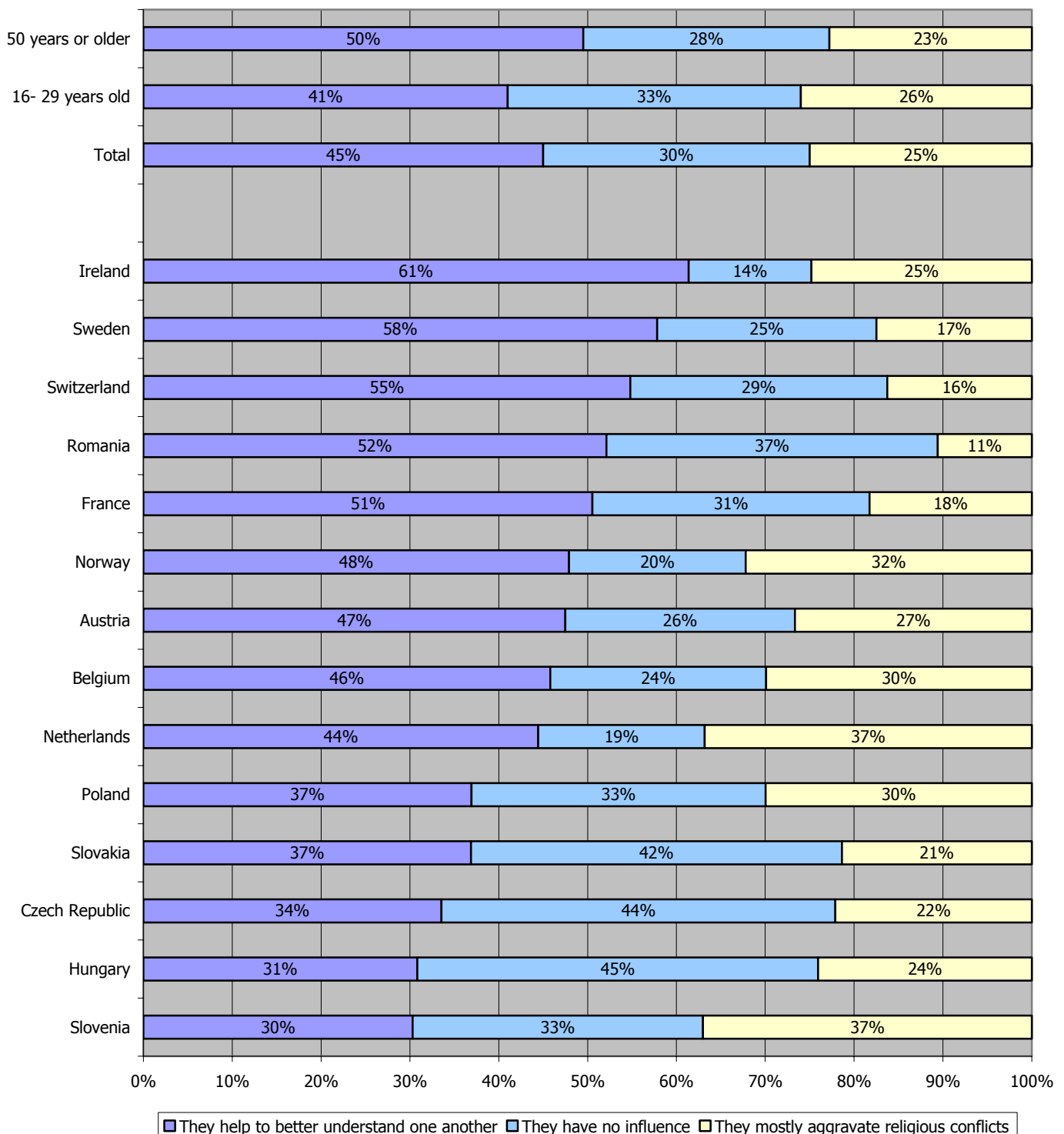
Interest in TV programmes about religion



Do religious TV programmes have influence on conflicts?

- 45% of Europeans think religious discussions on TV help them to better understand one another and the Irish feel the strongest about this (61%)
- 30% of Europeans think television programmes about religion have no influence on conflicts, Hungary agrees with this the most (45%)
- 25% of Europeans feel these programmes aggravate religious conflicts and the Dutch share this opinion the most (37%)

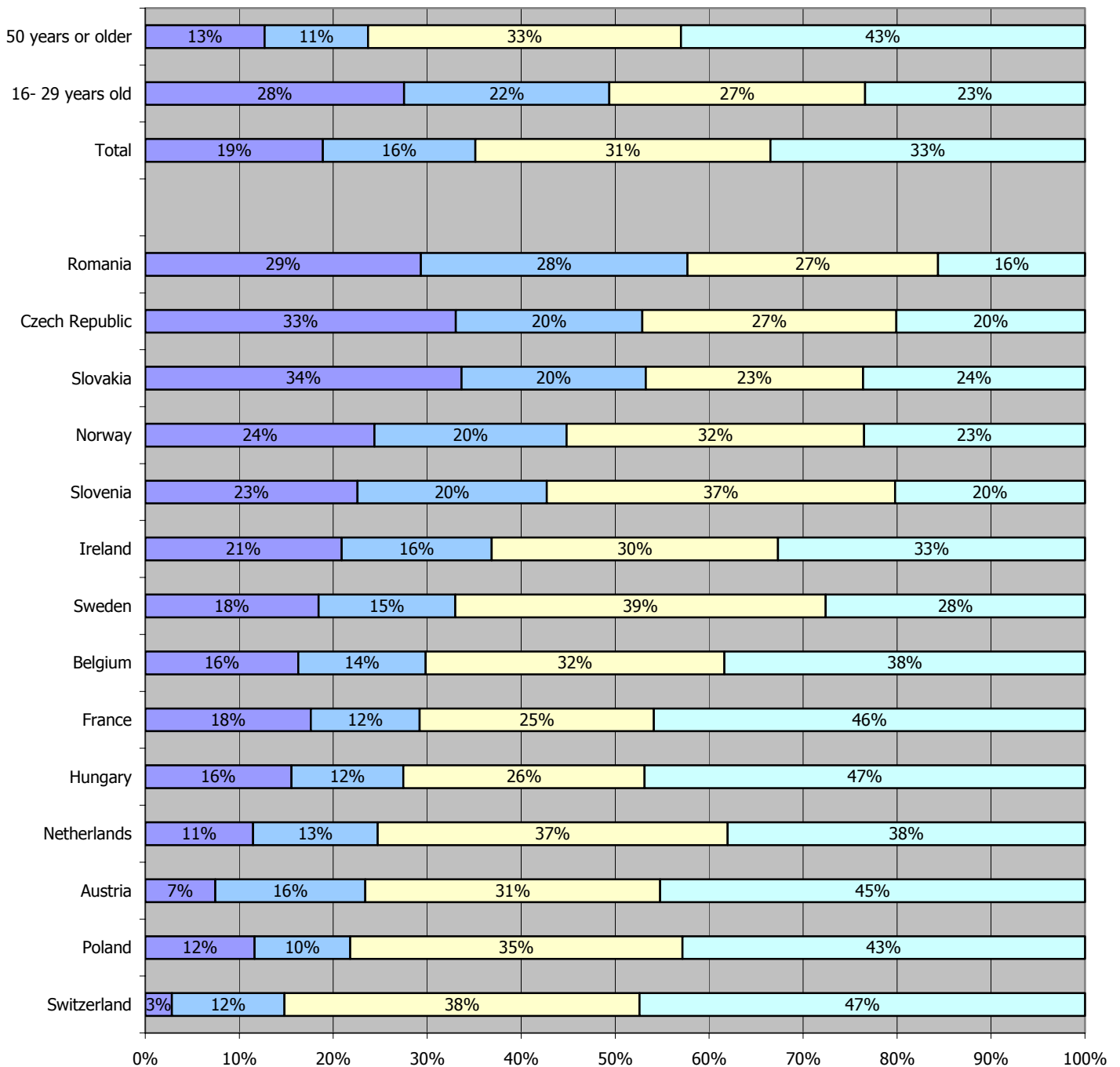
Do religious TV programmes have influence on conflicts?



Interest in Reality TV programmes

- 64% of Europeans are not interested in Reality TV programmes
- Switzerland is the least interested (15%)
- Romania is the most interested (57%)
- Older people dislike Reality TV programmes more (76%) than young people do (50%)

Interest in Reality TV programmes



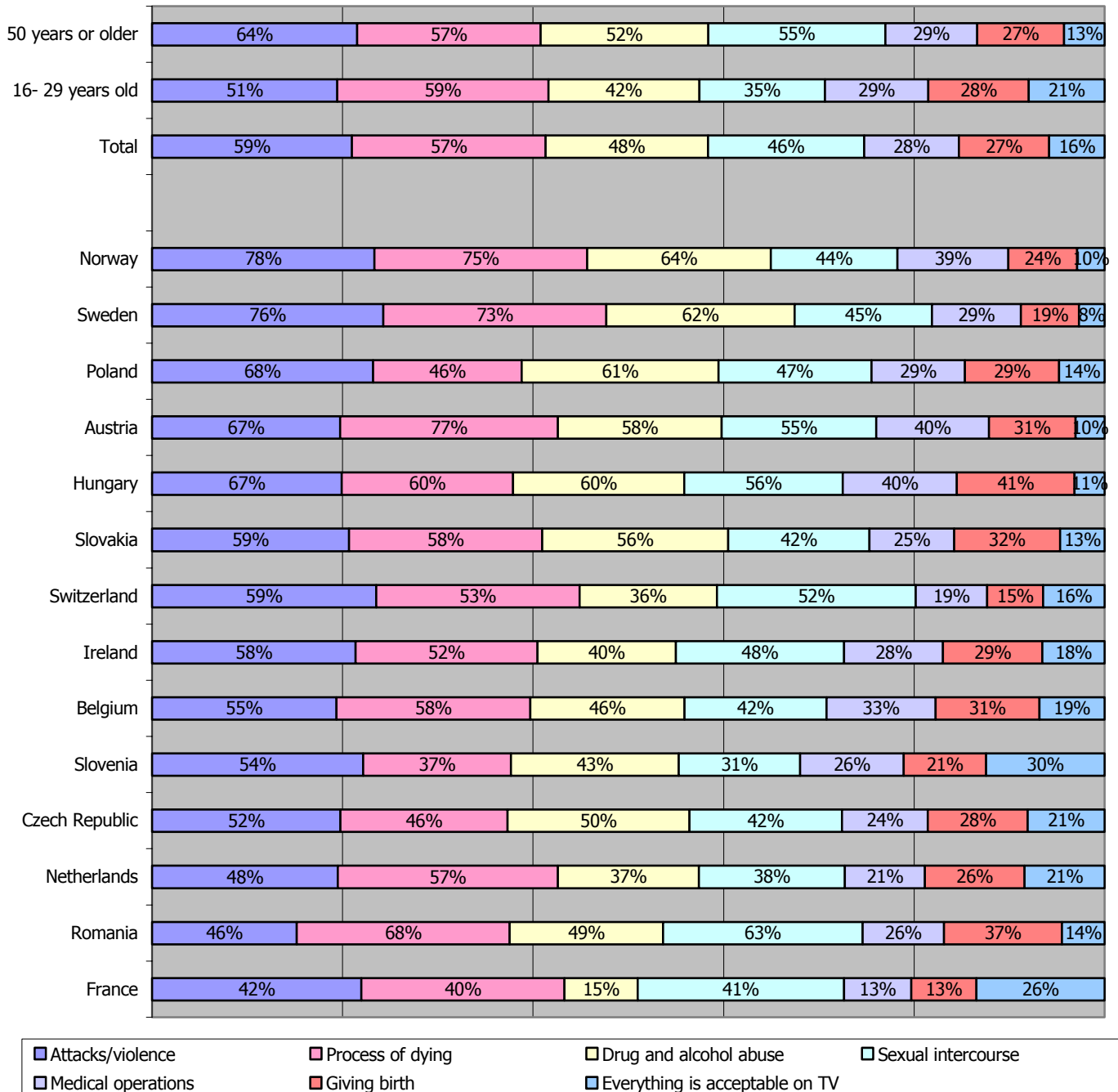
■ Yes, try to watch
 ■ Yes, but usually don't watch
 ■ No, not interested
 ■ No, do not like Reality TV at all

Where does Reality TV cross the line?

- 59% of Europeans think violence is where Reality TV programs cross ethical boundaries and become unacceptable
- A larger proportion of younger people (21%) think everything is acceptable on TV. Only 13% of older people think so

Where does Reality TV cross the line?

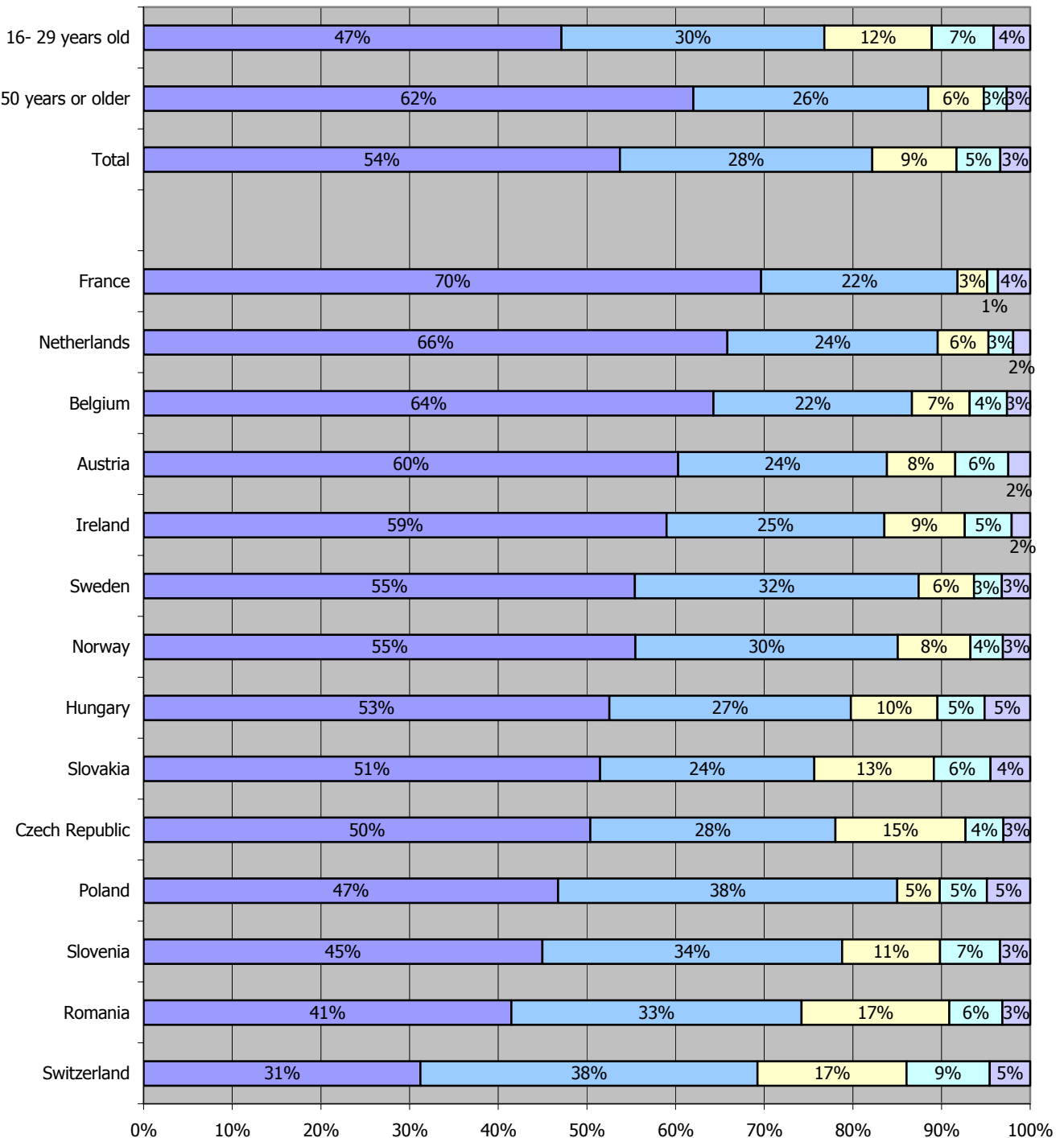
More than one answer could be given



Watching TV every day

- 82% of Europeans watch TV every day
- Young people watch less TV than older people: 47% of young people watch TV for more than 2 hours (almost) every day vs. 62% of older people
- In France 70% watch TV more than 2 hours (almost) every day and in Switzerland only 31%

Watching TV every day

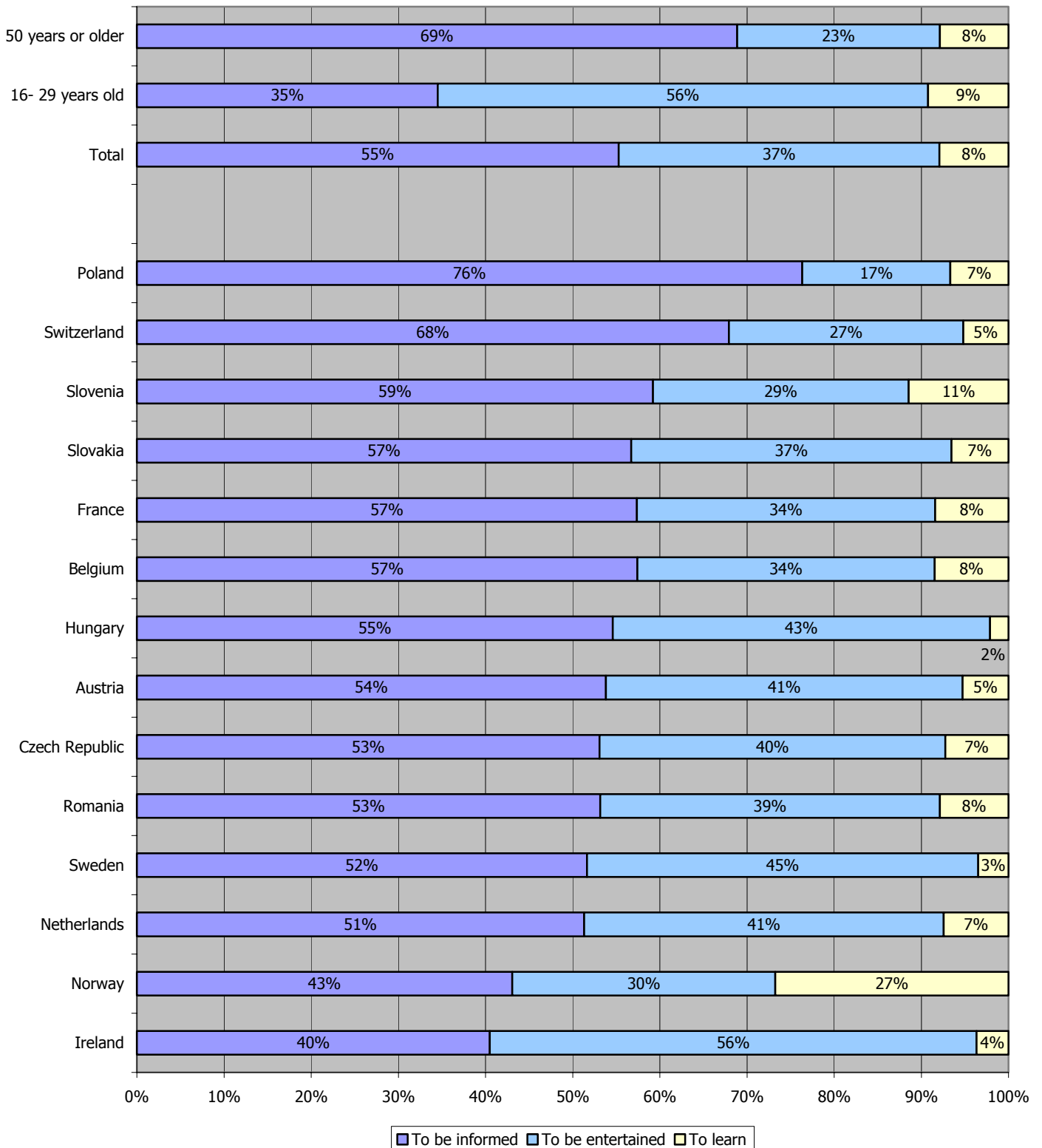


■ (Almost) every day, more than 2 hours
 ■ (Almost) every day, less than 2 hours
 ■ 4/ 5 times a week
■ 2 / 3 times a week
 ■ Less than 2 / 3 times a week

Main reason to watch TV

- 55% of Europeans watch TV to be informed
- More older people (69%) watch TV to be informed than young people (35%)
- Of all European countries Poland has the strongest preference to be informed (76%) by TV
- The Irish feel the strongest about watching TV to be entertained (56%) and in Norway one finds the strongest preference to learn (27%)

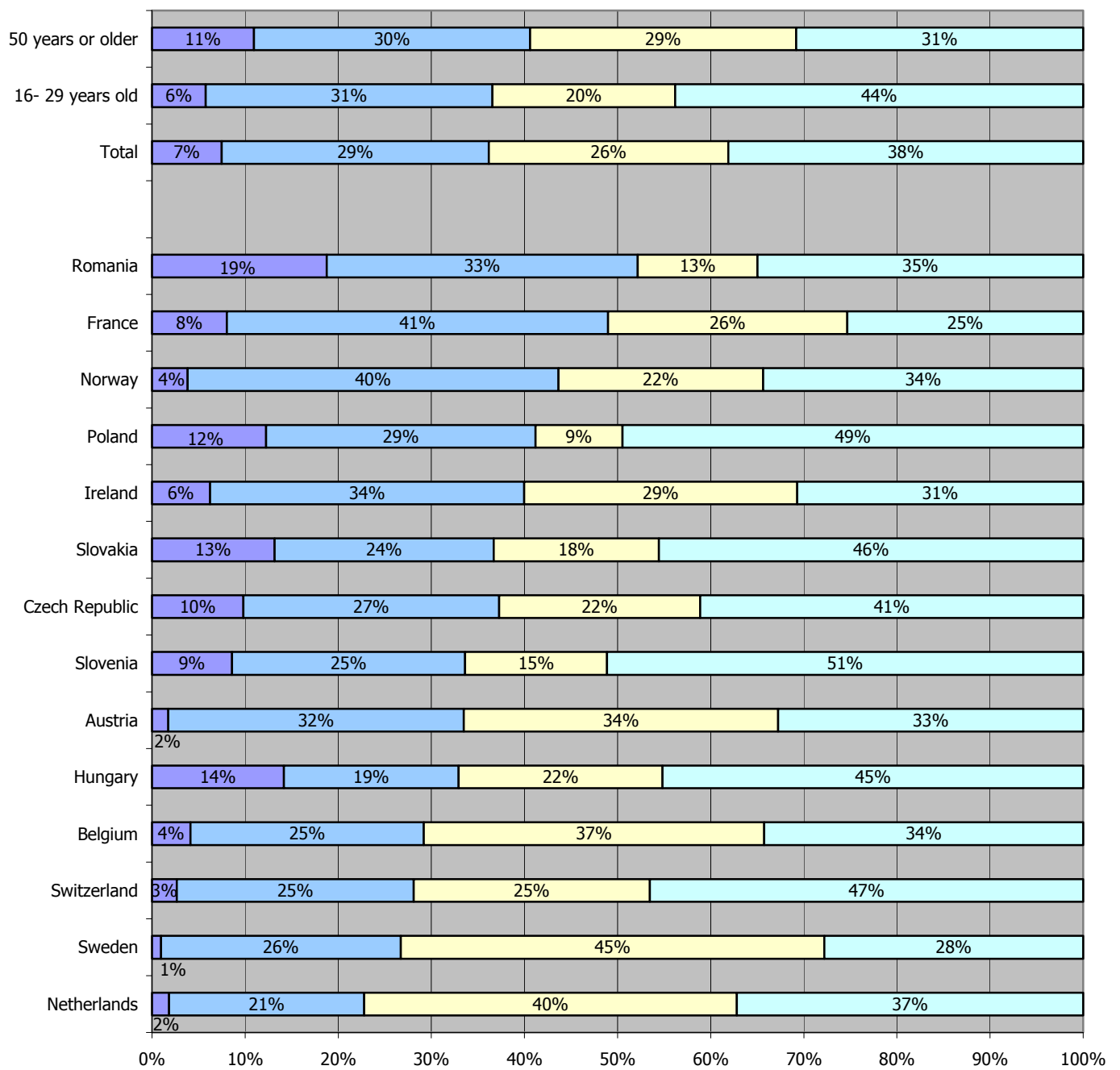
Main reason to watch TV



Staying at home for favourite TV programme

- 36% of Europeans always or most of the time stay at home to watch their favourite TV programme
- Of all European countries Romania feels the strongest about staying at home (52%), while only 23% of the Dutch and 27% of the Swedish like to stay at home
- Older people tape their favourite programme more (29%) than young people do (20%)
- Young people stay at home less (37%) than older people (41%) for their favourite programme

Staying at home for favourite TV programme

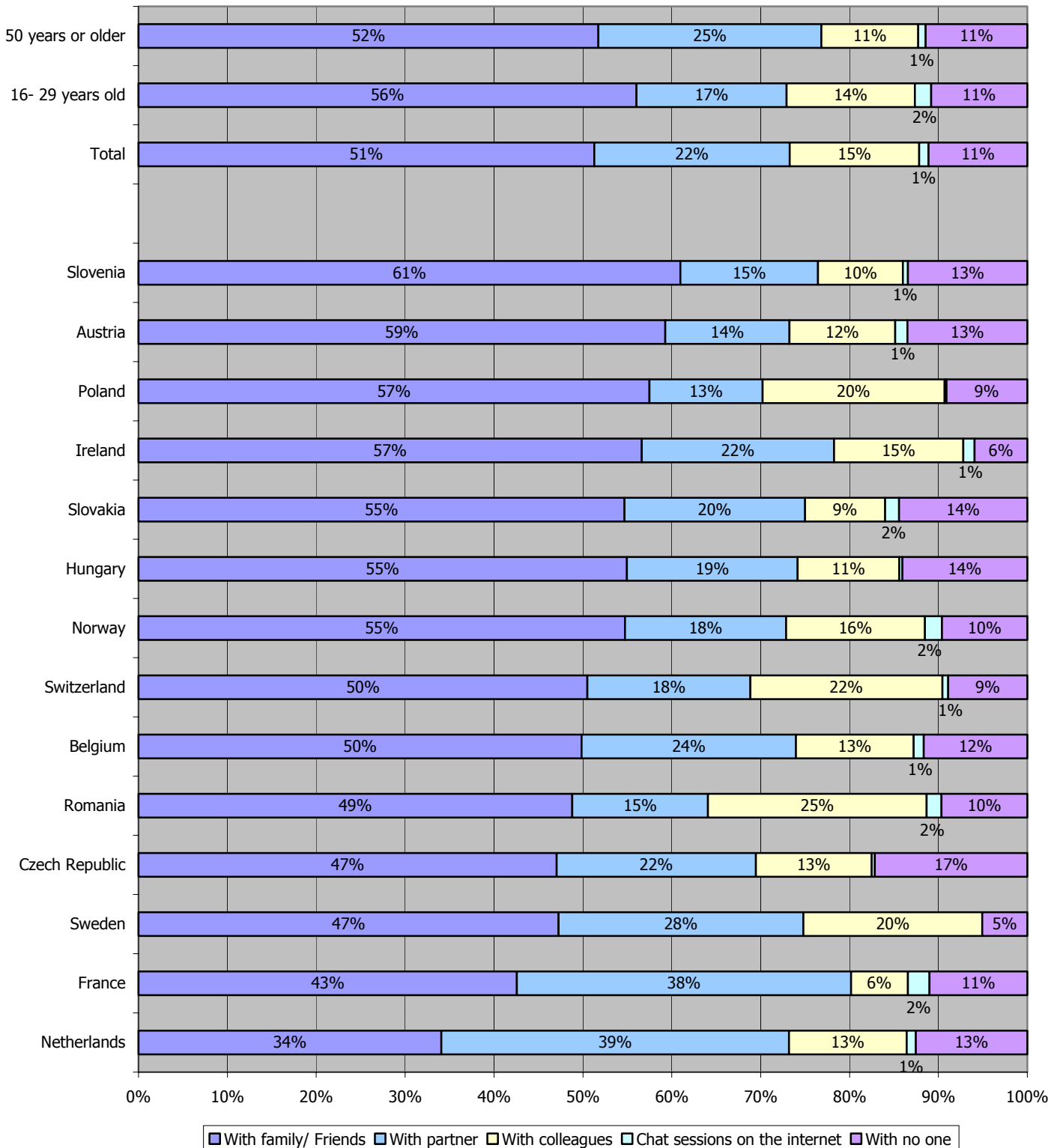


■ Always stay at home
 ■ Succeed to stay at home most of the time
 ■ Won't stay at home, but will tape my favorite program
 ■ Won't stay at home

Who do you talk to about TV?

- 89% of Europeans talk about TV programmes
- Of all Europeans the Dutch prefer to talk about TV programmes with their partners (39%) the most and the Romanians with their colleagues (25%)
- Czechs talk about TV the least; 17% never do

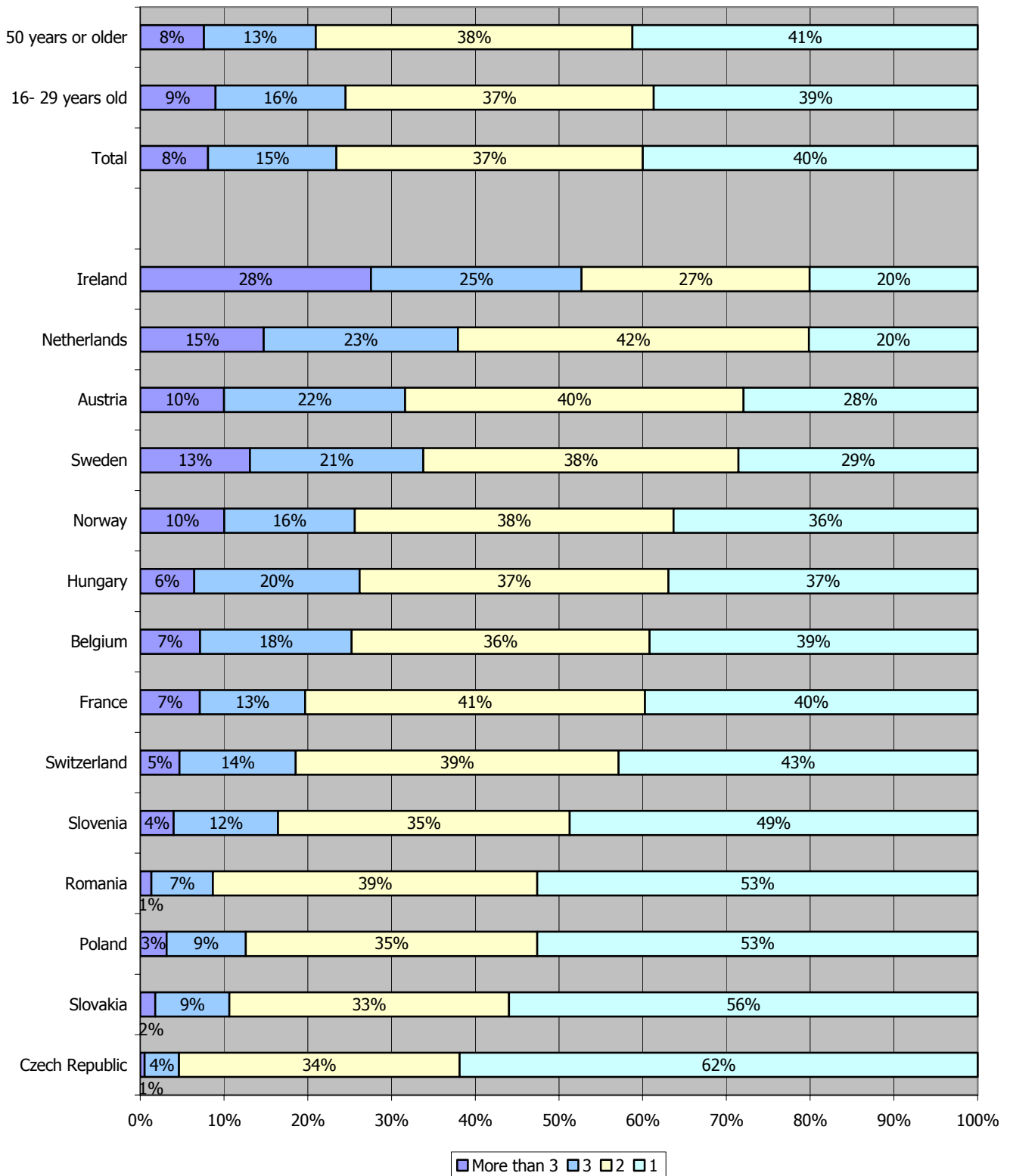
Who do you talk to about TV?



Amount of TVs at home

- 60% of Europeans have more than 1 TV
- 23% of Europeans have 3 or more TVs at home
- Ireland has the most households with 3 or more TVs (53%)
- 62% of Czech households have only 1 TV

Amount of TVs at home



Interest in new technology

- 71% of Europeans are interested or very interested in new technology
- In general the east and central European countries are less interested in new technology than Western Europe
- Sweden has the greatest interest (89%) and Slovakia has the least interest (45%)
- Young people have more interest (82%) in new technology than older people do (61%)
- 18% of young people and 35% of older people have no interest in new technology

Interest in new technology

