



Assessment of “Our Express” - Cross-cultural TV Program

2007, Tbilisi

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Introduction

The given paper is a final report of the qualitative , as well as quantitative survey prepared for Foundation "InterNews Georgia". The survey was carried out by the "Applied Research Company" (ARC) in May-June, 2007.

The study aimed to ascertain teenagers of Tbilisi resident (13-17 old) media skills, determine "Our Express" program rating and teenagers attitudes towards this program.

Methodology

The overall objective of the study was to ascertain “Our Express” program rating and teenagers attitudes towards this program.

Personal/ face-to-face interview and focus group methodology was selected as the method for implementation of the assessment.

Multilevel, quote and random selection was conducted in order to achieve maximum representation of data.

The schools were selected in all five districts of Tbilisi. 5-7 schools were selected in each district. 10 pupils, 6 girls and 4 boys were selected in each school.

All in all 350 teenagers (59.4% girls and 40.6% boys)) in range of 13-17 years age were interviewed in 34 different schools using structured questionnaire in May, 2007.

Moreover two focus groups with participation of teenagers 14-16 years old was conducted while the study. Preliminary they were asked to watche four series of program “Our Express” and fill in special diary. Afterwards, considered topics were discussed while the focus group.

Part I. Key Findings

Media Skills

Television is most popular media facility among teenagers. The three forth of respondents daily watch TV. Watching peak is at 10-11 p.m. At least 40% watch TV from 9 p.m. up to 12 a.m.

Teenagers have wide range of choice in TV channels. Over 25 channels is accessible for more than a half of respondents. 28.2% has an access for less than 13 channels.

Internet popularity is rather high among teenagers. 85,7% of respondents are internet users. 43% of teenagers apply internet daily. In general teenagers have an access to internet in several places. The most majority (74.2%) have an access at friends' or relatives' place, then comes own home (66.2%). For 42.8% internet is available at schools. Relatively low is the share of teenagers (24.4%) who access internet in Internet Cafes.

DSL and ADSL services are most spread internet connection facilities. 92% of users utilize this service. 8% practices Dial up service. Only 2 teenagers exploit satellite connection.

Generally information in internet is gained in English (73.7%) and in Georgian (73.4%). On the third place is Russian, although only 43.3% gains info in Russian.

Almost all the internet users have heard audio (95.3%) and watched video (96.3) files.

The majority of users gain information on new web pages from friends (91%). Also wide spared means of information gain are browsers (49.7%) and internet ads. (30.3%).

www.avoe.ge , www.gol.ge , www.yahoo.com, www.google.com were rated as the most popular webs. As for www.teentv.ge, only 4 respondents use frequently.

Radio (either local or foreign) is the less popular media facility. Use of printing media as information source is very low among teenagers. 46% of respondents use newsletters very rarely or never use them. As for magazines, 34% use very rarely or never use them.

Attitudes towards "Our Express"

"Our Express"" program rating is quite low. Only 27.2% of respondents have watched this program. Out of which 25.4% have watched it while last 12 months and only 14.6% while last month. The third of respondents, who had watched the program at least once, watched it last day or last week. 29% watched while last

month, 38%-more than last month. Majority stated that they watch this program in case if nothing else has to do. Only 23.4% tries to trace the program.

The channel that broadcasts "Our Express" was properly named by the absolute majority of respondents (94.5%) who watch the program. Program audience appraised rubrics. "Entertainment" is ranked on the first place (58%), "travel" is on the second (55,8%). The less preferred rubrics are "urgent reportage" (17.4%) and "portrait" (17.4%).

"Travel", "Entertainment", "Education/School" are ranked as most interested topics discussed in program. Neighboring countries news, politics, economics and elitist rumors revealed relatively low interest.

Respondents were asked to express their opinion - what would they change in program. Almost the third stated that they would proliferate program topics, 17.8% extend program duration. The tenth of respondents stated they would change nothing

The majority of program audience (90.2%) considers "our express" adequate for their age.

Attitudes Towards Representatives of Other Countries

Respondents revealed quite tolerance towards other ethicalities. The majority verified statements - "cultural diversity reinforces nation", "Friendship among various ethicalities is credible", "countries should enable peaceful living for neighboring countries". Although majority consider the following statement acceptable - "nations need to fight for self-preservation through all available means" Nearly the same percentage accepts and rejects statement - "the best nation is mono ethnic".

The most positive attitudes teenagers have towards Europeans and Americans. Its worth mentioning that absolutely negative attitude is not revealed towards none of ethnicities. Relatively negative attitudes is observed among "nearest neighbors" .

The interest towards actions in neighbouring countries is relevantly low. Only the fifth stated that relationships between Armenia and Ajerbaijan is somehow interesting for them. More than a half express no interested in developments in these countries. Good case of low interest is the fact that more than a half of respondents (56%) even have not heard about conflict between Armenia and Ajerbaijan. The majority who've heard about this conflict (90%) considers conflict peaceful resolution is achievable.

Part II. Study Results

1. DEMOGRAPHICS

Nationality

Georgians were absolute majority (95.4%) of respondents. Only less part (4.3%) were Arminians. Only one was Kurd.

Language Skills

Most of the teenagers speaking language in families is Georgian. Only 2.6% speaks in Russian and 1.4% in Armenian. At the same time in addition to native language most of respondents know at least one language as much as to watch TV programs. For the majority this language is Russian (85%). The three fourth out of this number considers that "understand everything" or "mostly everything" while watching news in this language.

English is on the second place (62.8%) in this respect. Although less knows English in perfection in comparison to Russian: Only third (34.3%) understands "everything" or "mostly everything" while watching news.

German is on the third place. Though merely the tenth can understand TV programs in German. Besides only 6% understands "everything" or "mostly everything". Georgian, French, Armenian, Italian, Spanish and Turkish were named as other languages in this regards.

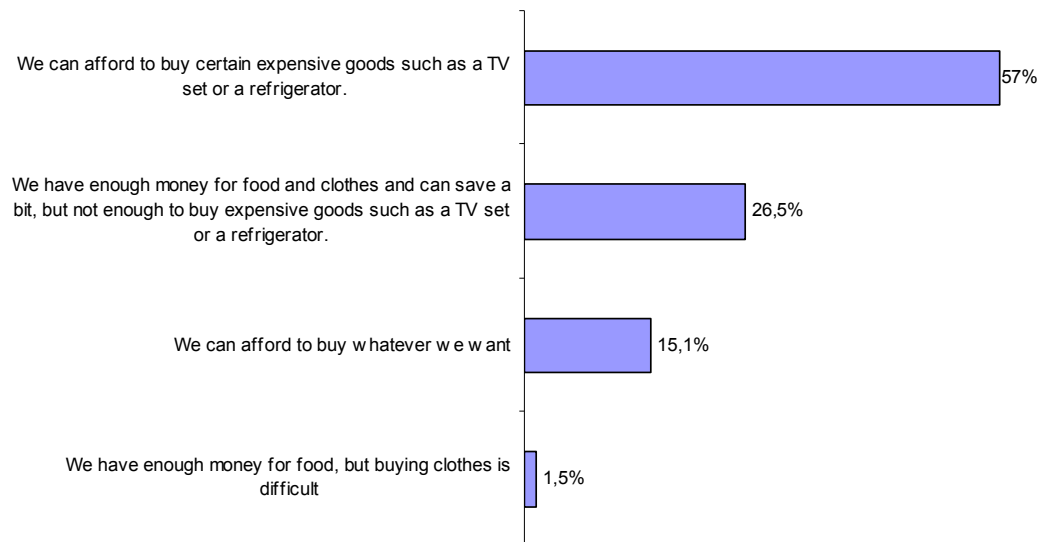
Marital Status

Respondents generally live in families of 4-5 members (mean = 4.6). The most multitude families are of 8-9 members, although their share is relatively low (2.3%). In most families (95%) at least one parent is employed. Both parents are employed for nearly 40% of teenagers. Only less part (5%) has unemployed parents. Education, science and medicine (46.3%) are fields where the mothers of most respondents are employed in. As for fathers, they are employed in service (30%) and production (21%) sphere. Parents majority (85%) has higher education. 92.6% of teenager mothers are married, 2.6% divorced and 4% widow.

Financial Status

More than a half of respondents (57%) stated that their families can afford some expensive staff. More than fifth declares they can make some savings, although can not afford expensive staff. Generally teenager families financial status self assessment is pretty high.

Chart 1 Financial status self appraisal of teenagers' families



Living standard satisfaction is relatively high. More than the third (38.4%) is rather satisfied with own living standards. More than a half (48.4%) is moderately satisfied. Only 3% is discontent of own living standards.

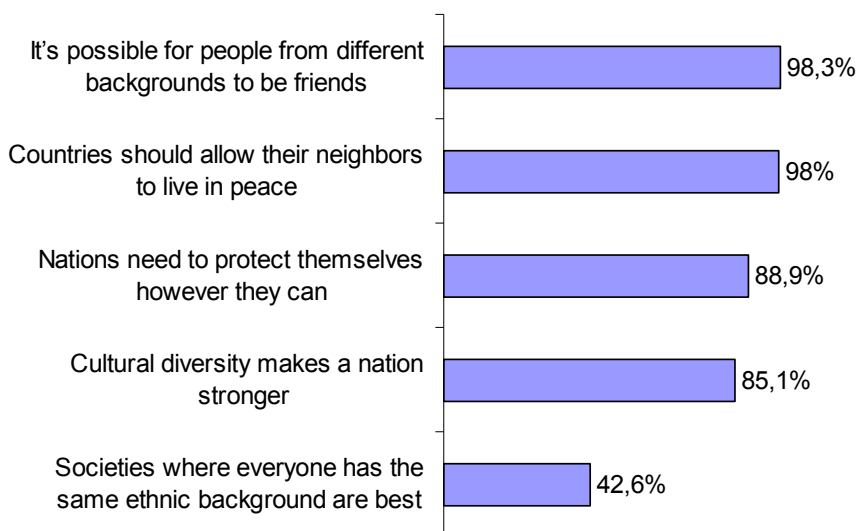
Majority of teenagers are optimistically disposed. Respondents 80.7% consider future 12 months optimistically, only 2% deem future in distemper. 17 % consider future indeterminable.

2. Attitudes Towards Representatives of Other Countries

The interest towards actions in neighbouring countries is relevantly low. Only the fifth stated that relationships between Armenia and Azerbaijan is somehow interesting for them. More than a half express no interest in developments in these countries. Good case of low interest is the fact that more than a half of respondents (56%) even have not heard about conflict between Armenia and Azerbaijan. The majority who've heard about this conflict (90%) considers conflict peaceful resolution is achievable.

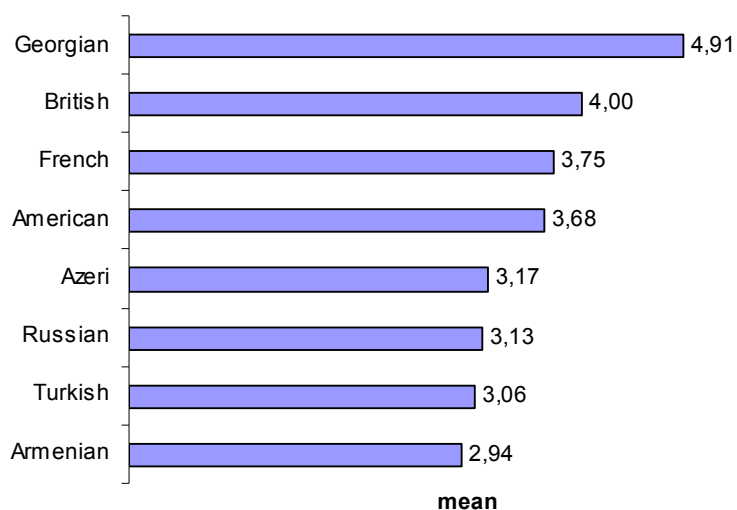
Teenagers were asked to evaluate some statements in order to ascertain their attitudes towards other ethnicities. Respondents revealed quite tolerance towards other ethnicities. The majority verified statements - "cultural diversity reinforces nation", "Friendship among various ethnicities is credible", "countries should enable peaceful living for neighboring countries". Although majority consider the following statement acceptable - "nations need to fight for self-preservation through all available means" Nearly the same percentage accepts and rejects statement - "the best nation is mono ethnic".

Chart 2 Tolerance among teenagers



The most positive attitudes teenagers have towards Europeans and Americans. Its worth mentioning that absolutely negative attitude is not revealed towards none of ethnicities. Relatively negative attitudes is observed among "nearest neighbors" .

Chart 3 Attitudes towards other ethnicities 1



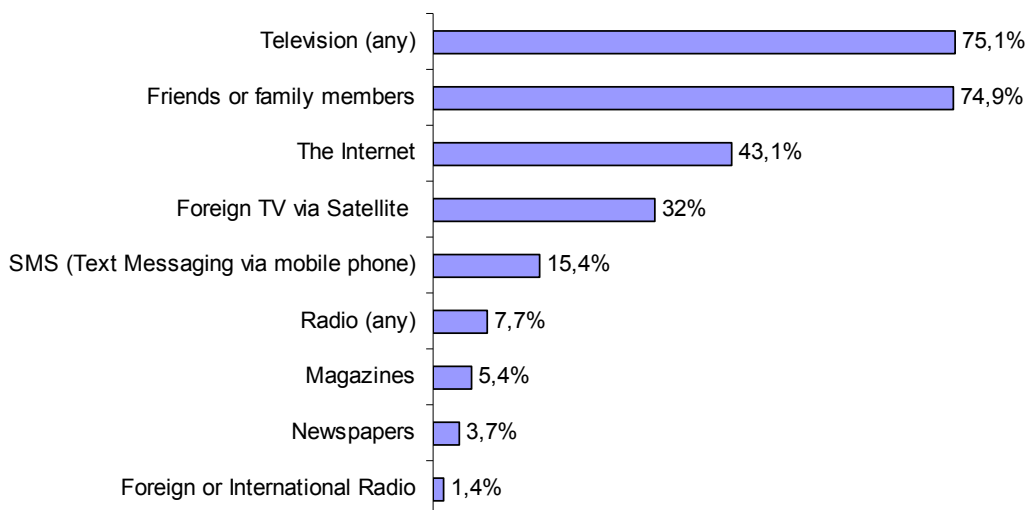
3. Media Skills

Television is most popular media facility among teenagers. The three forth of respondents daily watch TV. Friends and family is relatively the same popular source of information dissemination. 43% of respondents have daily access to internet. Radio (local as well as foreign) is the less popular media facility. Use of printing media as information source is very low among teenagers. 46% of

¹ Diagram reflects average estimations. As higher is average score, positive is attitude.

respondents use newsletters very rarely or never use them. As for magazines, 34% use very rarely or never use them.

Chart 4 Information Facilities. Rating among teenagers, daily usage

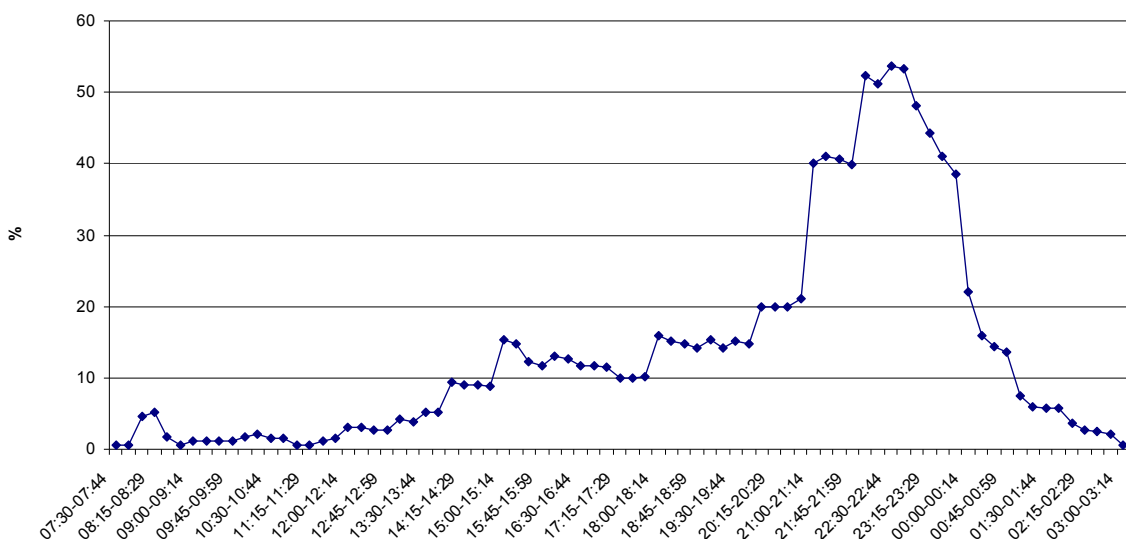


Teenagers and Television

Teenagers watch TV almost every day. Watching peak is 10-11 p.m. At least 40% watch TV from 9 p.m. up to 12 a.m.

Teenagers have wide range of choice in TV channels. Over 25 channels is accessible for more than a half of respondents. 28.2% has an access for less than 13 channels. For the majority (41%) television signal reception is conducted by "Aieti". Widely used method of signal reception is cable television as well (24.9%). The most rarity is individual satellite. Only 3% (11 respondents) receive signal this method. Only few of them could name the satellite, that were NTV+ and Eutelsat. As for the majority they can not name the satellite.

Chart 5 TV watching dynamics



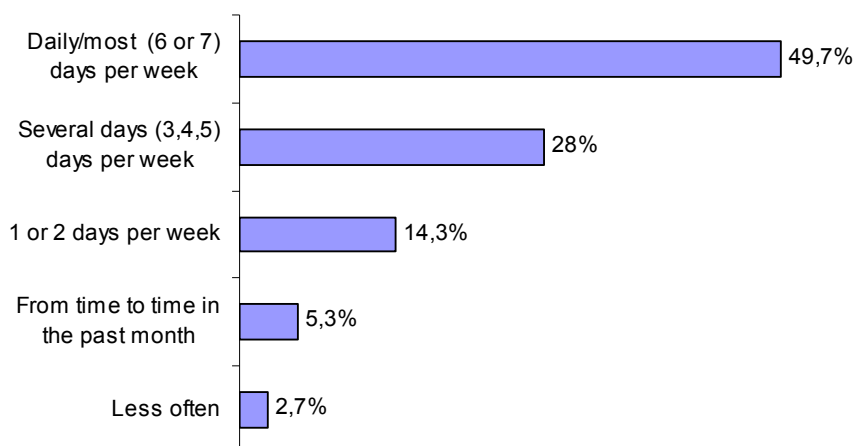
Teenagers and Internet

85,7% of respondents are internet users. Generally teenagers have an access to internet in several places. The most majority (74.2%) have an access at friends' or relatives' place, then comes own home (66.2%). For 42.8% internet is available at schools. Relatively low is the share of teenagers (24.4%) who access internet in Internet Cafes.

The distribution of answers to " Mostly where do you apply to internet?" is as follows: majority (62.8%) applies internet at home, more than fourth at friends' relatives' or classmates' places. Relatively low is share of those who applies internet at school (6%) or Internet Cafes (5%).

At least half of internet users apply internet daily. 28% of users apply internet at least several days a week.

Chart 6 Internet usage frequency



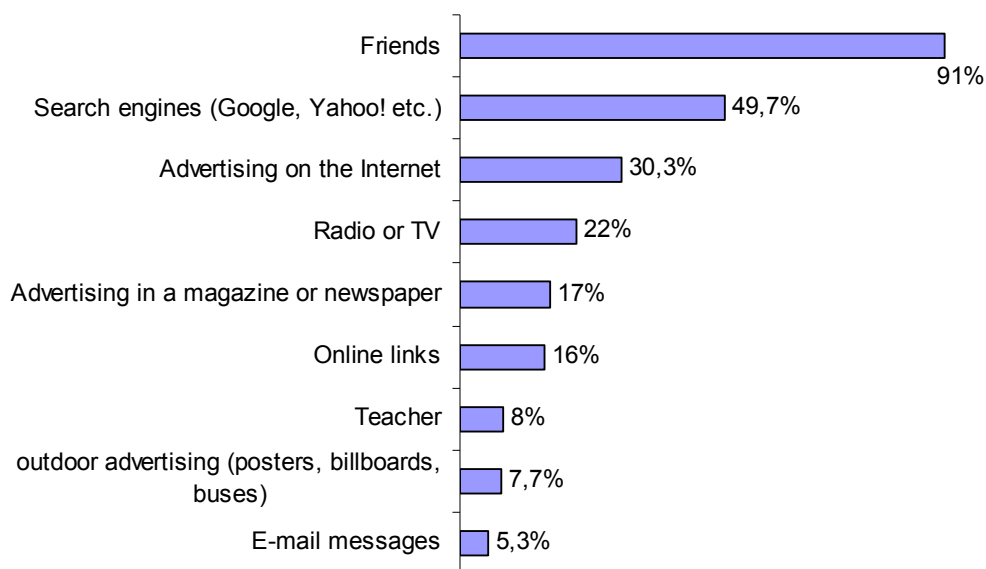
DSL and ADSL services are most spread internet connection facilities. 92% of users utilize this service. 8% practices Dial up service. Only 2 teenagers exploits satellite connection.

Generally information in internet is gained in English (73.7%) or Georgian (73.4%), then comes Russian (43.3%). Only few respondents (2%) can obtain information in French.

Almost all the internet users have heard audio (95.3%) and watched video (96.3) files.

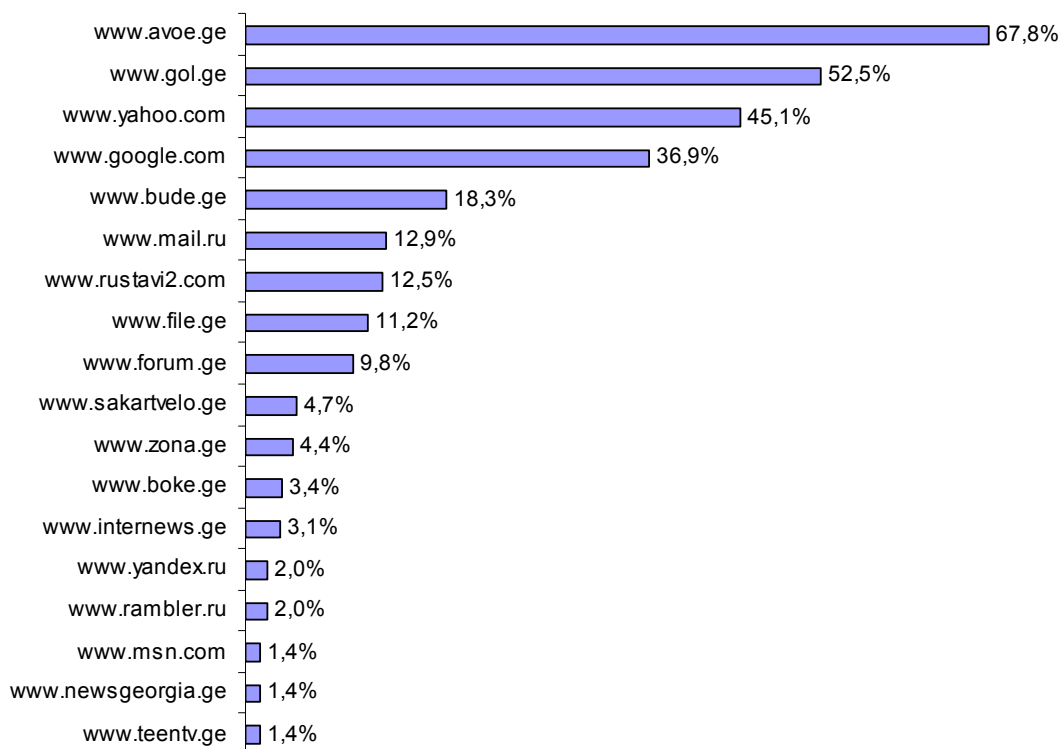
The majority of users gain information on new web pages from friends (91%). Also wide spared means of information gain are browsers (49.7%) and internet ads. (30.3%).

Chart 7 Information sources for teenagers on new webs



Respondents were asked to name three most frequently used web pages in order to ascertain most popular web pages among teenagers. www.avoe.ge, www.gol.ge, www.yahoo.com, www.google.com were rated as the most popular webs. Only 4 respondents turned to use www.teentv.ge frequently.²

Chart 8 WebPages rating among teenagers

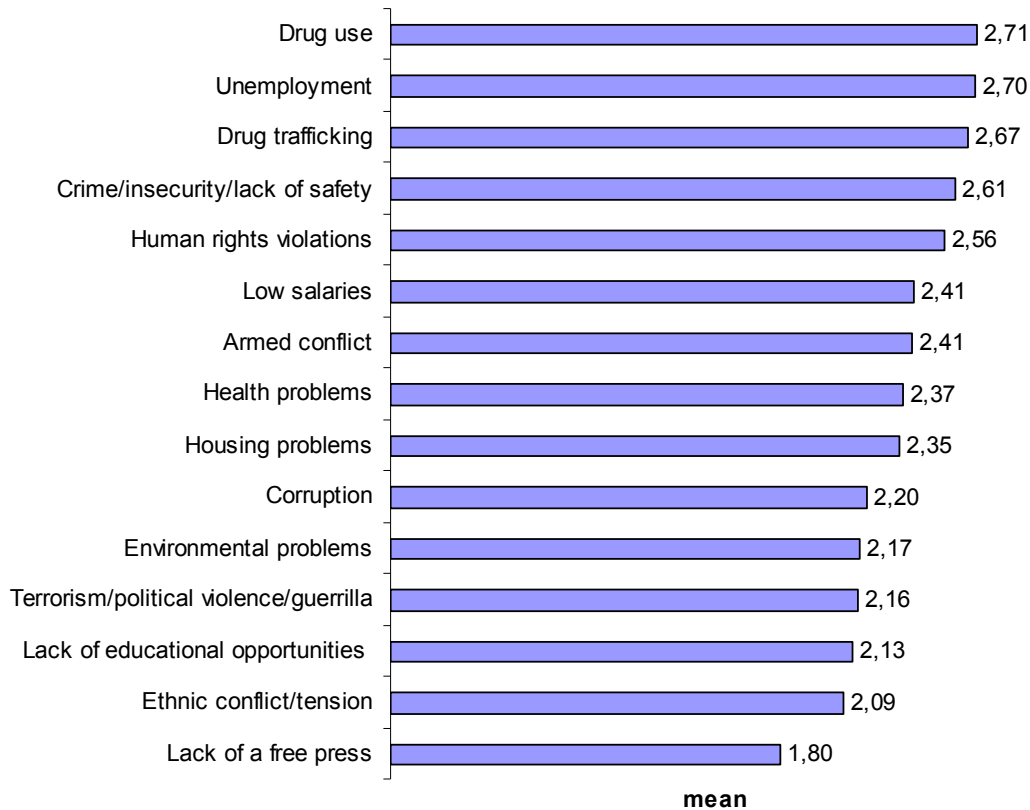


² Therefore, further questions on www.teentv.ge lost relevance.

4. Attitudes towards Different Problems

Problems existing in the country were assessed by teenagers on 3 rate scale. Drug addiction, unemployment, drug traffic and criminal condition were named as the most serious problems. Shortage in free press was named as less serious one.

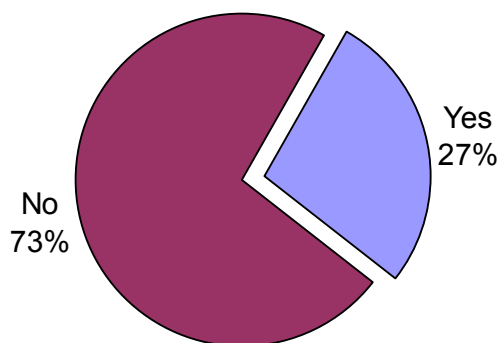
Chart 9 Assessment of problems existing in the country



5. Attitudes towards "Our Express"

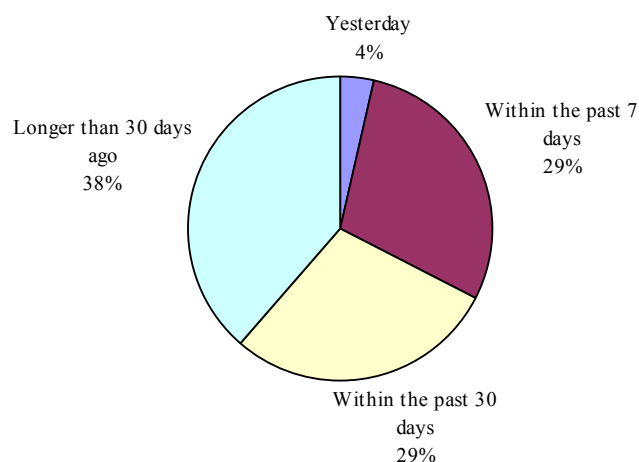
"Our Express" program rating is quite low. Only 27.2% of respondents have watched this program at least once. 25.4% of respondents have watched it while last 12 months and only 14.6% while last month.

Chart 103 "Our Express" Program Vision



The third of respondents, who had watched the program at least once, watched it last day or last week. 29% watched while last month, 38%-more than last month.

Chart 114 The last vision of program



Only 18.5% of respondents who had watched the program (4.9% of whole respondents) switched to public broadcasting channel especially for this program

Majority stated that they watch this program in case if nothing else has to do. Only 23.4% tries to trace the program.

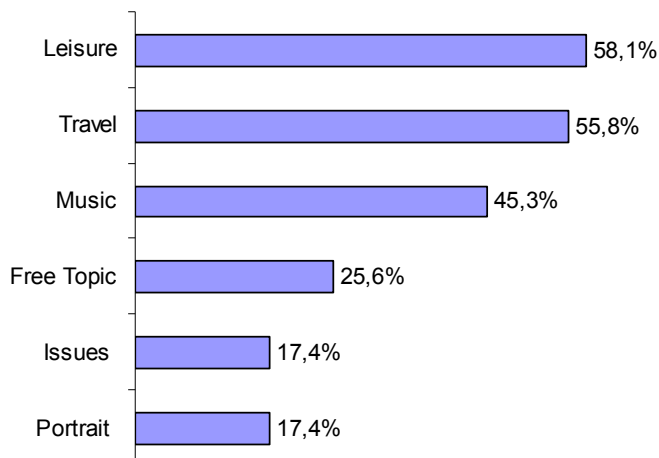
The channel which broadcasts "Our Express" was properly named by the absolute majority of respondents (94.5%) who watch the program.

³ % is calculated out of entire respondent number

4 % is calculated out of respondents who had watched the program at least once

Program audience appraised rubrics. "Entertainment" is ranked on the first place (58%), "travel" is on the second (55,8%). The less preferred rubrics are "Issues" (17.4%) and "portrait" (17.4%).

Chart 12 The rating of program rubrics



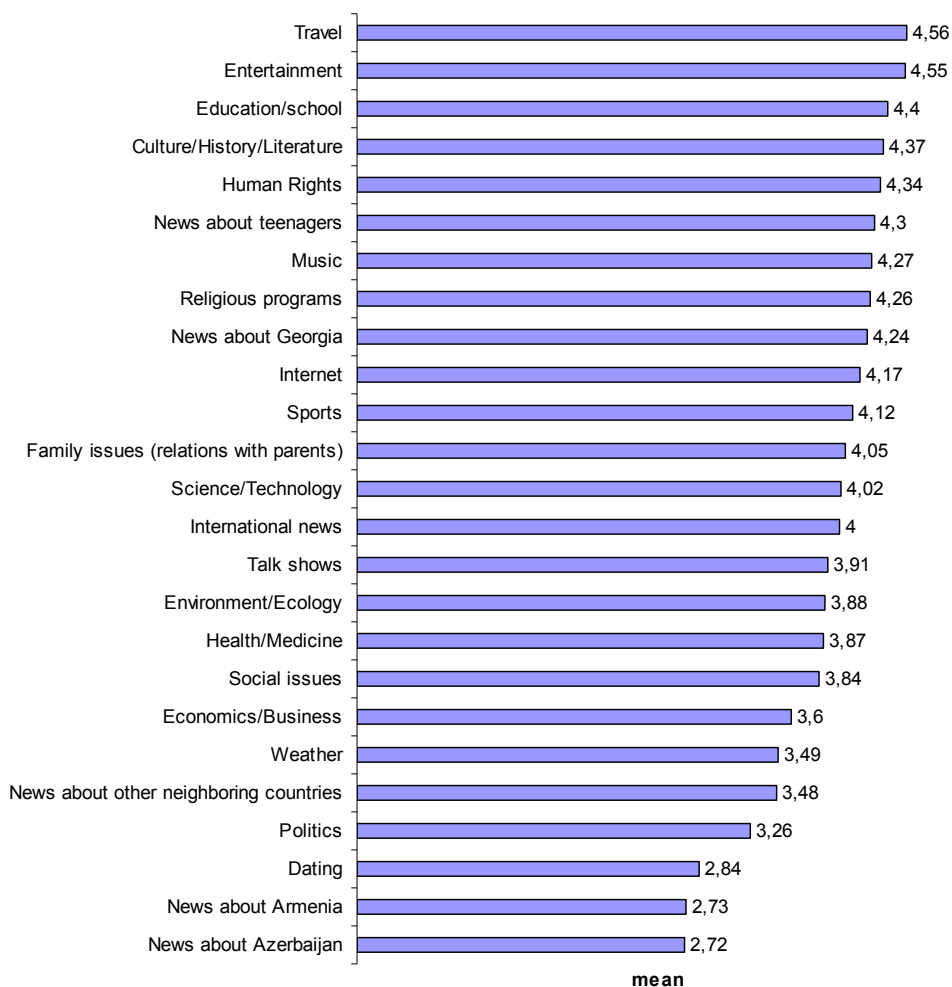
Awareness of program moderators was a matter of interest while the study. Respondents were asked to recall name moderatorrrs. None of the respondents could remember name. 60% could recall at least one anchor when the list was presented. The mostly named anchor was Levan Jobava (38.9%).

| <i>Moderators</i> | <i>%⁵</i> |
|--------------------------|-----------------------------|
| Rusa Datukishvili | 16.7 |
| Mariam Kanchaveli | 22.2 |
| Natia Murusidze | 22.2 |
| Levan Jobava | 38.9 |

Respondents were asked to rank mostly interested topics on 5 rate scale. "Travel" , "Entertainment", "Education/School" are ranked as most interested topics discussed in program. Neighboring countries news, politics, economics and elitist rumors revealed relatively low interest.

⁵ % is calculated out of respondents who could name at least one anchor

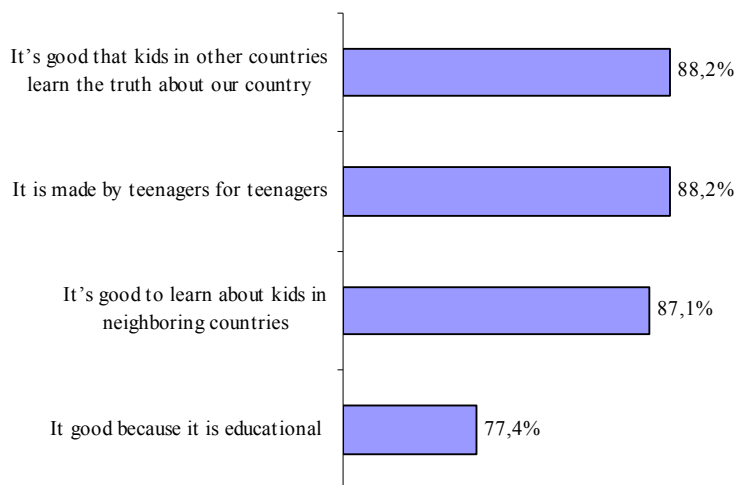
Chart 13 Interest of “Our Express” program audience towards various topics⁶



Respondents were asked to appraise various statements on program. The majority accept the statements – “the program is fine” “as teenagers of neighboring countries learn the truth about our country”, “as it is produced for teenagers by teenagers,” “as one can gain information on teenagers being in neighboring countries. The less accepted was the statement - “The program is educational” .

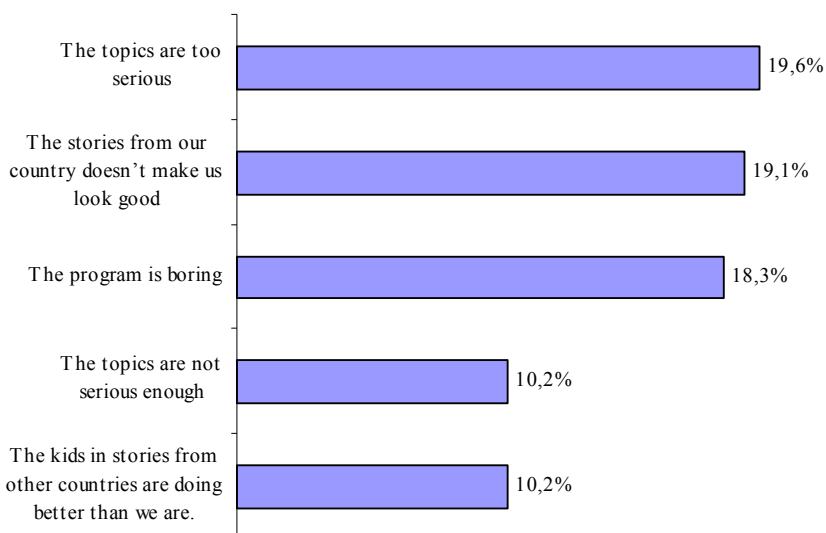
⁶ Diagram reflects average estimations. Upper is average score, greater is the interest towards this topic.

Chart 14 Program strengths



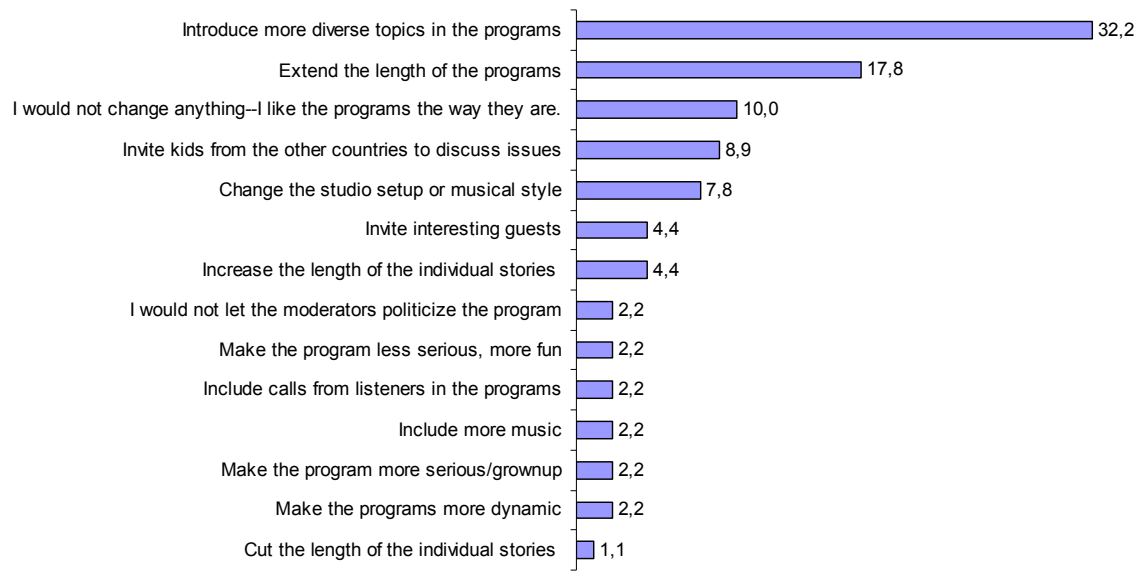
Especially serious topics discussed in program cause discontent in 19.6% of respondents. Less part considers "our country is shown in less acceptable manner". 18.3% accepts the statement "program is boring".

Chart 15 Program weaknesses



Respondents were asked to express their opinion - what would they change in program. Almost the third stated that they would proliferate program topics, 17.8% extend program duration. The tenth of respondents stated they would change nothing.

Chart 16 What would teenagers change in program



The majority of program audience (90.2%) considers “our express” adequate for their age.

Part 3. results of the focus groups

1. General Opinion

Focus group results revealed that teenagers in Georgia less watch TV programs while day time. Musical Channels and information programs boost high rating.

"Our Express" program rating is not high, although teenagers are not familiar with any other youth cross-cultural TV program. Attitudes towards the program are defined as "it's boring", "I'll watch the program only by chance", "I'll never switch especially to this program". Though they consider existence of such program is good, however program requires improvement and diversification.

Underground turned to be most boring and wearing for the participants: All the topics were extended. Although topics discussed in rubrics were interesting and actual, program formatting, guests, studio turned to be unacceptable by almost the all participants.

2. Interest towards the Neighboring Countries

Teenagers are more attracted by local reportages rather than Armenian and Azerian production. As they consider their reportages are dull one hand and less actual on other. Armenian reportages turned to be less attractive. Mostly they cover art, theatre, concerts and etc. Although there are some exceptions e.g. reportage on dogs of Azerian production. At the same time focus group representatives admitted that neighboring counties' reportages were less independent, actual and pungent in respect to Georgian ones. In most cases reportages had neutral or negative impressions on representatives. They admitted that hitherto they though much more highly on neighboring countries, their development level and contemporaries. Observed turned to be dull and less informative for them. Consequently they consider these reportages failed to build up clear understanding on being in neighboring countries.

Despite the lack of information on neighboring countries, the interest towards actions in these countries is relevantly low. As admitted while focus groups information source for teenagers are elders who visited this countries and share their impressions afterwards. Representatives Focus group representatives admitted that they don't gain information on neighboring countries from Armenian and Azerian contemporaries living in Georgia. As in general this information is no relevant. Reportages on French, American teenagers turned to be much more attractive for them.

3. Content Relevance

Attitudes towards content relevance could be divided in two: Topics were dull and non actual and topics are interesting but format is not acceptable. Actual topics on weapon bearing, murders, teenagers being, and entertainment are of most interest for teenagers. Teenagers interest will increase if these topics were reviewed in all three countries. In order to compare, they consider interesting to

observe teenagers attitudes in all three countries towards one and the same subject. After the program review focus group representatives concluded that all three countries creative team produce program only for their own country, taking into consideration only their teenagers interests. Representatives consider that is the reason why Georgian teenagers dislike other countries reportages.

4. Format

Toc show format would be much more acceptable for most of the representatives. They would definitely bring Toc show elements in Underground rubric. They would better observe more than one guest opinion on one and the same subject. Teenagers trustworthy person's being in a guest role would be much more appreciated. Focus group representatives' positive feed-backs on reportage on two absolutely differently interested teenagers' attitude towards smoking confirms the same idea.

Focus group representatives emphasized lack of humor in program. They consider humoristic topics would improve and diversify program a lot.

5. What would they Change

- The following trend was revealed in both focus groups: Teenagers prefer the programs that cover topics interesting for them. The idea of selecting topics together with teenagers was expressed while focus group;
- One and the same topic reviewed in all three countries;
- Teenagers consider program lacks quality. Although they failed to define the sense of "quality", but admitted that elders would be better be involve in program production (in involvement they meant professional angle);
- Focus group representatives consider amendments should be made in Georgian moderators clothing style, language and speech manner.
- Program music should be more modern;
- They consider improvements in studio design. It should be more colored, cute and dynamic ;
- Program headline resembles information program headlines a lot. They insist on headline changes;
- "Our Express" program time is less acceptable for teenagers. They admit that on Sunday noon they ether sleep or already left home.

Annex 1. Home-viewing diaries (Consolidated)

Focus group participants were asked to assess each program aspects on 5 rate scale.

| | | Would you switch to | |
|---------------------|-------------|---------------------|-----------|
| Program # 84 | mean | Yes | No |
| Topic 1 | 3,78 | 22,2 | 77,8 |
| Topic 2 | 2,89 | 72,2 | 27,8 |
| Topic 3 | 3,61 | 22,2 | 77,8 |
| Topic 4 | 2,39 | 55,6 | 44,4 |
| Topic 5 | 2,22 | 38,9 | 61,1 |
| Topic 6 | 2,44 | 50 | 50 |

| | | Would you switch to | |
|---------------------|-------------|---------------------|-----------|
| Program # 85 | mean | Yes | No |
| Topic 1 | 3,17 | 27,8 | 72,2 |
| Topic 2 | 3,33 | 38,9 | 61,1 |
| Topic 3 | 3,72 | 27,8 | 72,2 |
| Topic 4 | 2,83 | 61,1 | 38,9 |
| Topic 5 | 4,06 | 16,7 | 83,3 |
| Topic 6 | 2,28 | 61,1 | 38,9 |

| | | Would you switch to | |
|---------------------|-------------|---------------------|-----------|
| Program # 87 | mean | Yes | No |
| Topic 1 | 3,89 | 27,8 | 72,2 |
| Topic 2 | 3,22 | 16,7 | 83,3 |
| Topic 3 | 2,61 | 72,2 | 27,8 |
| Topic 4 | 2,83 | 44,4 | 55,6 |
| Topic 5 | 3,56 | 5,6 | 94,4 |
| Topic 6 | 2,56 | 61,1 | 38,9 |

| | | Would you switch to | |
|---------------------|-------------|---------------------|-----------|
| Program # 88 | mean | Yes | No |
| Topic 1 | 4,11 | 11,1 | 88,9 |
| Topic 2 | 3,44 | 33,3 | 66,7 |
| Topic 3 | 2,94 | 55,6 | 44,4 |
| Topic 4 | 3,39 | 22,2 | 77,8 |
| Topic 5 | 3,67 | 16,7 | 83,3 |
| Topic 6 | 3,89 | 16,7 | 83,3 |

| | mean |
|----------------------|------|
| CONTENT | |
| Relevance | 2,94 |
| Thematic Balance | 2,67 |
| Sample of Rubric | 3,11 |
| Uniqueness | 3,44 |
| Objectivity | 3,33 |
| Timeliness | 3,44 |
| informative | 3,17 |
| PRESENTATION | |
| Moderators | 2,50 |
| Program organization | 3,17 |
| Studio equipment | 3,22 |
| Program formatting | 3,28 |
| Tempo dynamism | 2,56 |
| Quality of language | 2,67 |
| Operators work | 3,50 |
| Item length | 2,78 |
| Use of Music | 2,17 |

Question A: Of the several programs you watched, which one was the best?

| | | |
|--------------|----|-------|
| N of program | | |
| N84 | 4 | 22,2 |
| N85 | 5 | 27,8 |
| N87 | 3 | 16,7 |
| N88 | 6 | 33,3 |
| Total | 18 | 100,0 |

Question B: Which aspects of the program did you like most? Why?

Participants liked the topics that were most interesting for them. They failed to identify more specifically which aspects of the program were most preferable.

Question C: Where there any aspects of the program that you did not enjoy or dislike? Why?

- *Participants admitted that generally they dislike program topics. They consider program topics, as well as program heroes less interesting.*

Question D: Of the several programs you watched, which one was the worst?

| | | |
|--------------|---|------|
| N of program | | |
| N84 | 4 | 22,2 |
| N85 | 6 | 33,3 |

| | | |
|-------|----|-------|
| N87 | 6 | 33,3 |
| N88 | 2 | 11,1 |
| Total | 18 | 100,0 |

Question E: Which aspects of the program did you dislike most? Why?

Question F: Where there any aspects of the program that you like? Why?

The forth topic in 84th program was short. More could be shown on their performances.

Question G: If you were not required to watch this program for two hours, would you have listened to it - in its entirety? If not, at what point would you have tuned out? Why?

OVERALL EVALUATION

1. Would you continue to watch this program in the future?

| | | |
|----------------|----|-------|
| For Certain | 1 | 5,6 |
| Probably | 9 | 50,0 |
| Probably No | 7 | 38,9 |
| No For Certain | 1 | 5,6 |
| Total: | 18 | 100,0 |

2. After watching the program, did your opinion of the youth of the three countries change in any way (Georgia, Armenian and Azerbaijan)?

| | | |
|------------|-----|----|
| | Yes | No |
| Georgia | 2 | 16 |
| Armenia | 9 | 9 |
| Azerbaijan | 11 | 7 |

3. Would you recommend for your friends to watch this program? Why or why not?

| | frequency | % | |
|-----|-----------|------|---|
| yes | 10 | 55,6 | <ul style="list-style-type: none"> • Recommend to watch at leisure time; • It is very interesting for teenagers; • It's cool; • Discover many interesting on neighboring countries; • See teenagers of other countries • It's interesting |
| no | 6 | 33,3 | <ul style="list-style-type: none"> • They won't be interested; • It's not as interested as to recommend to anybody; • I was not attracted and they won't like for sure; • Won't like to talk on this subject; • Parents better watch this program |

| | | | |
|-----|---|------|--|
| N/A | 2 | 11,1 | |
|-----|---|------|--|

4. How would you describe it to your friends? What words, phrases would you best use?

- Some topics are really interesting and concerning;
- You'll like it, but sometimes its boring;
- I was not attracted;
- Don't watch, it's awful;
- From time to time it's good, but sometimes it's dull;
- It's just for us, interesting and unsophisticated;
- It's cool;
- Nothing interesting, but still watch maybe you like something;
- It's another low rating program

5. Which other youth cross-cultural programs are familiar to you from Radio/TV, and please define exactly what are their strengths and weaknesses?

The participants answered that they don't know any other youth cross-cultural programs.

6. If you could do anything to change or improve the program "Menk enk" what would you do?

- Make more interesting topics;
- Extend program topics duration;
- Music;
- Diversify program topics ;
- Invite guests in underground and conduct discussions
- Elucidate more modern topics;
- Create program on other countries rather that Trans Caucasian countries;
- Select musical topics;
- Change moderators;
- Improve studio design;
- Create all program plots on Georgians;
- Increase program tempo dynamism
- Interview with guest.

Annex 2. Fokus Group Transkripts

Feedbacks

VII Participant – The #84th was the best as the topics in this program were much more interesting than in others. As for the reportages, I did not allot any of the tree countries, as all of them were boring.

V Participant – I liked the program # 88- the one on Azerbaijan, music and dance. I really liked it. It differed from Georgian reportages that are in most cases of low quality and dull. Reportages on neighboring countries were much more interesting. I have no idea about developments in other countries, what kind of culture they have. Thus reportages on those countries are more interesting.

IV, VI, III, VII Participant – Reportage on dogs (#88) was an interesting.

IV Participant – I did not like Underground. Guests' speaking language was horrible. Extended speech and grammar mistakes they made a lot was hard to listen.

VI Participant – Underground was too extended. One and the same was repeated a lot.

III Participant - They speak too much

IV, V Participant – Topics were interesting and actual.

XII Participant – In general interesting topics must be chosen. Although programs were on our generation, topics still were very dull and uninteresting.

IV Participant - The topic on psychology, the one on knife wearing, was interesting, though rather extended. Short but rather in-depth review would be much more effective. This one was rather superficial.

III Participant – Why should I listen to someone speaking on knife wearing? We have our own point. I don't thing someone's opinion was interesting.

XII Participant – I would never be exerted under the guest speaker influence as he lacked authority. More aware person's opinion would be much more interesting to listen. In respect to this topic I would admit that guest speaker was less adequate. His speech was absolutely unacceptable and dull for me.

V, VI, XI Participant – Invitation on more than a one guest speaker would be much more effective. Review of several controversial positions would be much more interesting.

VI Participant – I did not like appearance of program characters. Much attractive ones could be found I think.

V Participant – Format was less acceptable, better places could be selected. Characters were less attractive as well. I consider reportage was produced without any consideration.

II Participant – Although perhaps less educated, but still one of Arveladze's standpoint in this respect would be much more perceptible for me as they are trustworthy for me.

III Participant – Or they better invite someone more popular.

V Participant – One person speaking in studio is boring to listen. I was attracted at the beginning but listening so long on one and the same topic was too boring.

III Participant – Dialogue format would be much more attractive and interesting.

All the participants – Georgian reportages are much democratic and liberate.

Program Uniqueness

III, V Participant – Although been for youth, nothing is innovative. Program format is absolutely different. Nothing is novel and attractive.

X, II Participant – Basically it must be attractive but it is not, something is lacking.

Why did you watch this program?

V Participant – Something was interesting, though not as much as to switch especially to this program. One topic must be attractive among four less interesting ones. So I watch the other four in order to see that one.

Would you continue to watch this program in future?

IV Participant – Yes I will.

II Participant – Yes if I'll be at home.

XII, I Participant – I would watch if come across by chance while watching TV. Maybe I would switch to other program if less interesting reportage occurs, than switch back and so on. I would not turn especially for this program.

XIII Participant – I would certainly watch if reportages be more interesting.

XIV Participant – In general I don't watch TV often. Recently I had internet off and watch this program by chance when turned on TV. I would not watch it again.

Other Participants – We also would watch it especially. We would watch only in case if nothing interesting is going on.

II Participant – I don't watch the first channel at all.

V Participant – Other youth programs are much more attractive. Due to moderators and Toc Show format I think. I consider Toc Show format would be much more effective here as well.

XI Participant – I watched this program for the first time and don't think I'll watch it again. In four programs only one reportage was interesting, the one on entrants (the case of twelve form existence). There was another reportage on murder, but I would do it another way. I did not like the way the review it.

X participant – I would watch if reportages would be more diversified.

Neighbors

The program reviews lifestyle of teenagers in three countries. Is it interesting for you?

V Participant: Yes it is interesting.

II Participant: I don't care any of neighbors' opinion and information on them.

After watching the program, did your opinion on neighboring countries change in any way?

V Participant: Yes it did.

II Participant: No. Neighbors are much different than us. Why should one send messages to the person standing nearby? or why one should be shame of his/her name? If my name was Emzar would I be shame of it???

VI, VII, V, IX Participant: I had much higher opinion on these countries. I was surprised teenagers are so constrained.

XII Participant: They have different lifestyle, different consideration in all topics.

XI Participant: They reviewed the problem from different angle. Georgian reportage would be different and much more acceptable for us. I think they failed in successful representation as they took into consideration only their own teenagers interests.

What kind of information on neighboring countries is interesting for you?

II Participant: Any kind, for example culture, religion and etc. But better on European countries, rather than neighbors

V Participant: What kind of music do they listen? It is interesting to learn more about their leisure.

VI Participant: Culture and their lifestyle in general. What do they listen? What is their interest?

V participant: Teenagers relationships.

IV participant: It is interesting to observe teenagers attitudes in all three countries towards one and the same subject. It would be interesting if the same topics were reviewed in all three countries.

VI Participant: Yes it would be really very interesting. For example Armenian and Azarian teenagers' attitudes towards knife wearing would be interesting to observe.

Would you add some rubrics?

III Participant: I would add leisure.

II Participant: Teenagers relationships.

I Participant: I would add sports and include at least one historical rubric in each program.

What kind of program disposition would you choose?

i. More humoristic.

Did you like moderators?

IV, V Participant: No. Their speech was poor. They were boring and lack genuine.

All together: Tempo dynamism is o.k. Moderators were too constrained.

Whom would you recommend to watch this program? How would you describe it?

VII, VI Participant: I would say nothing.

III, XI Participants: Don't watch. It is dull and awful.

IV Participant: Nothing special.

II Participant: I won't say it's dull.

X Participant: I recommend to watch, sometimes there are interesting topics reviewed.

VIII participant: Watch only if nothing to do.

If you could do anything to change or improve the program what would you do?

- Moderators – They were less genuine and liberated;

- I would interchange moderators. One and the same anchor, same studio and decoration is too boring;
- Do something regarding their appearance. e.g. put on cap or something like that;
- Change their appearance according to topics discussed;
- Extend program topics;
- Change fields, I mean send Georgians to make reportage in Armenia and vice-versa;
- Select program topics together with children;
- Change music. Make it more modern;
- Underground should review more than one reporting on different topics;
- I would improve studio design. It should be more colored, cute and dynamic;
- Program headline, It resembles "Courier" headline a lot;
- Program show time. 3-5 p.m. would be much more suitable.

Annex 3. Study Results. Tables

DEMOGRAPHIC INFORMATION

A1. Sex of respondent

| | Frequency | Percent |
|--------|-----------|---------|
| Male | 142 | 40,6 |
| Female | 208 | 59,4 |

A2. How old are you?

| Age | Frequency | Percent |
|-----|-----------|---------|
| 13 | 24 | 6,9 |
| 14 | 89 | 25,4 |
| 15 | 137 | 39,1 |
| 16 | 97 | 27,7 |
| 17 | 3 | 0,9 |

A3. What is your ethnic background/nationality?

| | Frequency | Percent |
|-----------------|-----------|---------|
| <i>Georgian</i> | 334 | 95,4 |
| <i>Armenian</i> | 15 | 4,3 |
| <i>Kurd</i> | 1 | 0,3 |

A4. Which language do you speak most at home (if more than one, ask which language is used most)?

| | Frequency | Percent |
|-----------------|-----------|---------|
| <i>Georgian</i> | 336 | 96 |
| <i>Russian</i> | 9 | 2,6 |
| <i>Armenian</i> | 5 | 1,4 |

A5. Do you understand any other languages well enough to understand TV broadcast in that language?

| | Frequency | Percent |
|-----|-----------|----------|
| Yes | 327 | 93,42857 |
| No | 23 | 6,571429 |

A6. If yes, which other languages?

| | Responses | Percent | Percent of Cases |
|-----------------|-----------|---------|------------------|
| <i>Georgian</i> | 14 | 2,5 | 4,3 |
| <i>Russian</i> | 279 | 49,9 | 85,1 |
| <i>Armenian</i> | 2 | 0,4 | 0,6 |
| <i>English</i> | 206 | 36,9 | 62,8 |
| <i>Italian</i> | 1 | 0,2 | 0,3 |
| <i>German</i> | 38 | 6,8 | 11,6 |
| <i>French</i> | 14 | 2,5 | 4,3 |
| <i>Spanish</i> | 4 | 0,7 | 1,2 |
| <i>Turkish</i> | 1 | 0,2 | 0,3 |

A7. If you heard a radio or television newscast in _____, how much would you understand? Would you understand all of it, most of it, some of it or little/none of it?

| | | All of it | Most of it | Some of it | Little/none | DK/NS | NR/Refused |
|------|--------------------|-----------|------------|------------|-------------|-------|------------|
| A7.1 | <i>Russian</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.2 | <i>Armenian</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.3 | <i>Azerbaijani</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.4 | <i>English</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.5 | <i>French</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.6 | <i>German</i> | 1 | 2 | 3 | 4 | 98 | 99 |
| A7.7 | <i>Other</i> | | | | | | |

A8. What is your parents' employment status? Are they:

| | Frequency | Percent |
|----------------------------|-----------|---------|
| Working | 139 | 39,7 |
| Not working | 18 | 5,1 |
| One works and one does not | 193 | 55,1 |

A9. Regarding the place where your family gets its main salary/income, in what field would that be?

| | <i>Mother</i> | | <i>Father</i> | |
|-------------------------------|---------------|---------------|---------------|---------------|
| | Percent | Valid Percent | Percent | Valid Percent |
| Agriculture | 0,3 | 0,5 | 0,3 | 0,4 |
| Manufacturing | 4,6 | 8,5 | 16,6 | 21,1 |
| Construction | 0,6 | 1,1 | 9,1 | 11,6 |
| Sales / Retail | 6,0 | 11,2 | 8,9 | 11,3 |
| Service Industry | 15,4 | 28,7 | 23,7 | 30,2 |
| Education, Science, Medical | 24,9 | 46,3 | 6,3 | 8,0 |
| Government | 0,9 | 1,6 | 5,1 | 6,5 |
| Army, police, defense service | 0,6 | 1,1 | 5,4 | 6,9 |
| Other _____ | 0,6 | 1,1 | 3,1 | 4,0 |

A10. What is the highest level of education either of your parents have attained?

| | <i>A10.1 Mother</i> | <i>A10.2 Father</i> |
|-----------------------------------|---------------------|---------------------|
| Primary education (incomplete) | 0,3 | 0,6 |
| General secondary | 11,1 | 10,6 |
| Incomplete higher | 1,8 | 0,6 |
| Completed university/higher | 84,8 | 86,3 |
| Graduate Degree (Master's, Ph.D.) | 2,1 | 1,9 |

A11. What is your mother's current marital status?

| | Percent |
|--|---------|
| Married | 92,6 |
| Divorced | 2,6 |
| Widowed | 4,0 |
| Living together with a partner but not married | 0 |
| Never been married | 0,9 |

A12. How many people live in your household including yourself?

| Number of family members | Percent |
|--------------------------|---------|
| 2 | 0,9 |
| 3 | 10,0 |
| 4 | 45,7 |
| 5 | 23,7 |
| 6 | 13,4 |
| 7 | 4,0 |
| 8 | 0,9 |
| 9 | 1,4 |

A13. Please look at this card and tell me which answer best reflects your family's financial situation.

| | Percent |
|---|---------|
| We don't have enough money even for food | 0 |
| We have enough money for food, but buying clothes is difficult | 1,5 |
| We have enough money for food and clothes and can save a bit, but not enough to buy expensive goods such as a TV set or a refrigerator. | 26,5 |
| We can afford to buy certain expensive goods such as a TV set or a refrigerator. | 57,0 |
| We can afford to buy whatever we want | 15,1 |

A14. Speaking now about religious groups, which religious group do you consider yourself a member of or feel closest to?

| | Percent |
|--------------------|---------|
| Orthodox Christian | 96 |
| Armenian Catholic | 3,7 |
| Other | 0,3 |

GENERAL MEDIA HABITS

B1.1 How interested are you in current events in your country?

| | Very interested | Somewhat interested | Not so interested | Not at all interested |
|--|-----------------|---------------------|-------------------|-----------------------|
| How interested are you in current events in Georgia | 44,6 | 43,1 | 8,6 | 3,7 |
| How interested are you in current events in Armenia | 2,3 | 19,1 | 21,7 | 56,9 |
| How interested are you in current events in Azerbaijan | 1,1 | 19,1 | 22,0 | 57,7 |

B2. How often you use that source to get news and information about current events or other things?

| | | Daily/ most (6-7) days a week | Sever al (3-5) days a week | 1 or 2 days a week | From time to time in the past month | Less often | Never use |
|-------|--|---|--|--------------------------|---|---------------|--------------|
| B2.1. | Television (any) | 75,1 | 14,3 | 5,1 | 1,7 | 2,6 | 1,1 |
| B2.2 | Radio (any) | 7,7 | 11,7 | 12,0 | 2,9 | 21,2 | 44,4 |
| B2.3 | Newspapers | 3,7 | 11,4 | 25,1 | 12,9 | 23,4 | 23,4 |
| B2.4 | Magazines | 5,4 | 16,0 | 28,9 | 15,1 | 22,3 | 12,3 |
| B2.5 | The Internet | 43,1 | 15,4 | 9,4 | 6,6 | 11,1 | 14,3 |
| B2.6 | Friends or family members | 74,9 | 10,1 | 6,6 | 2,0 | 4,9 | 1,4 |
| B2.7 | Foreign TV via Satellite | 32,0 | 15,7 | 11,4 | 4,3 | 12,9 | 23,7 |
| B2.8 | Foreign or International Radio | 1,4 | 3,4 | 3,4 | 1,1 | 8,3 | 82,2 |
| B2.9 | SMS (Text Messaging via mobile phone) | 15,4 | 6,9 | 7,4 | 8,6 | 10,9 | 50,9 |

B3. Over the period of the last three years, would you say that your perception of the conflict between Azerbaijan and Armenia has changed:

| | Percent |
|--|---------|
| Has not changed at all: I think that peaceful resolution of conflict is possible | 23,1 |
| Has not changed at all: I think that military solution of conflict is possible | 2,0 |
| Has changed: I think that peaceful resolution of conflict is possible | 16,5 |
| Has changed: I think that military solution of conflict is possible | 2,3 |
| DK/NS | 56,1 |

B4. To what extend do you agree with the following statement? Can you say that you strongly agree, somewhat agree, mostly disagree or strongly disagree with:

| | | A bsolutely dis agree | S omewhat dis agree | n eith er agree not disagree | S omewhat agree | A bsolutely agree |
|---|---|--------------------------------|------------------------------|--|-----------------------|-------------------------|
| 1 | Countries should allow their neighbors to live in peace | 0,9 | 0,3 | 0,9 | 4,0 | 94,0 |
| 2 | Nations need to protect themselves however they can | 2,9 | 5,7 | 2,6 | 23,1 | 65,7 |
| 3 | Societies where everyone has the same ethnic background are best | 30,0 | 16,9 | 10,5 | 22,2 | 20,4 |
| 4 | It's possible for people from different backgrounds to be friends | | 0,9 | 0,9 | 6,0 | 92,3 |
| 5 | Cultural diversity makes a nation stronger | 5,7 | 3,7 | 5,4 | 15,1 | 70,0 |

INTERNET

C1. Now I'd like to ask you some questions about the Internet, regardless of whether you use the Internet or not. When I say the word "Internet," I mean any use of the Internet – such as but not limited to the World Wide Web or e-mail – accessed anywhere—whether it is from home, a workplace, or any other place.

| | Frequency | Percent |
|-----|-----------|---------|
| Yes | 300 | 85,7 |
| No | 50 | 14,3 |

C2. Where have you used the Internet?

| | C2.1 Used the Internet [Multiple codes] | C2.2 Most often use [Single code] |
|--|---|---|
| 1. At home | 66,2 | 62,8 |
| 2. At the home of a friend or relative or schoolmate | 74,2 | 26,2 |
| 3. At an Internet cafe | 24,4 | 5,0 |
| 4. At school/college/university | 42,8 | 6,0 |
| 5. At a public library | 0,3 | 0 |
| 6 British council | 0,3 | 0 |
| 7. Cellular | 0,3 | 0 |
| 8. Cafe | 0,3 | 0 |

C3. In which languages do you access information on-line?

| | Frequency | Percent |
|-----------------|-----------|---------|
| <i>Georgian</i> | 215 | 73,4 |
| <i>Russian</i> | 127 | 43,3 |
| <i>English</i> | 216 | 73,7 |
| <i>French</i> | 6 | 2,0 |

C4. In which of the following ways can you access the Internet?

| | Percent |
|---------------------------|---------|
| Dial-up via the telephone | 8 |
| DSL or ADSL | 92 |
| Satellite connection | 0,7 |

C5. Do you ever listen to audio from the Internet on a computer?

C6. Do you ever watch video from the Internet on a computer?

| | C5. Listen to audio Single code | | C6. View video Single code | |
|-----|---|---------------|--------------------------------------|------|
| | Percent | Valid Percent | | |
| Yes | 80,6 | 95,3 | 82,3 | 96,3 |
| No | 4,0 | 4,7 | 3,1 | 3,7 |

C7. On average, how often do you use the Internet?

| | Percent |
|-------------------------------------|---------|
| Daily/most (6 or 7) days per week | 49,7 |
| Several days (3,4,5) days per week | 28,0 |
| 1 or 2 days per week | 14,3 |
| From time to time in the past month | 5,3 |
| Less often | 2,7 |

C8. How do you learn about new websites?

| | Percent of Responses | Percent of Cases |
|--|----------------------|------------------|
| Friends | 36,8 | 91,0 |
| Teacher | 3,2 | 8,0 |
| Search engines (Google, Yahoo! etc.) | 20,1 | 49,7 |
| E-mail messages | 2,2 | 5,3 |
| Online links | 6,5 | 16,0 |
| Advertising on the Internet | 12,3 | 30,3 |
| News articles | 6,9 | 17,0 |
| Advertising in a magazine or newspaper | 8,9 | 22,0 |
| Radio or TV | 3,1 | 7,7 |

C9. Have you visited any of the web sites below?

| | Percent of Responses | Percent of Cases |
|--|----------------------|------------------|
| www.teentv.ge | 0,5 | 1,4 |
| www.gol.ge | 18,1 | 52,5 |
| www.avoe.ge | 23,3 | 67,8 |
| www.zona.ge | 1,5 | 4,4 |
| www.boke.ge | 1,2 | 3,4 |
| www.bude.ge | 6,3 | 18,3 |
| www.internews.ge | 1,0 | 3,1 |
| www.file.ge | 3,8 | 11,2 |
| www.google.com | 12,7 | 36,9 |
| www.yahoo.com | 15,5 | 45,1 |
| www.rustavi2.com | 4,3 | 12,5 |
| www.newsgeorgia.ge | 0,5 | 1,4 |
| www.rambler.ru | 0,7 | 2,0 |
| www.yandex.ru | 0,7 | 2,0 |
| www.mail.ru | 4,4 | 12,9 |
| www.msn.com | 0,5 | 1,4 |
| www.forum.ge | 3,4 | 9,8 |
| www.sakartvelo.ge | 1,6 | 4,7 |

C11. When you visit www.teentv.ge do you:

| | Frequency | Percent |
|--|-----------|---------|
| Watch archived shows | 2 | 50 |
| send email to kids in show | | |
| participate in forum | 2 | 50 |
| Access broadcast schedule, affiliate and/or program schedule information | | |

C12. How did you learn about www.teentv.ge ?

| | Frequency | Percent |
|-----------------------------|-----------|---------|
| Friends | 2 | 50 |
| Advertising on the Internet | 1 | 25 |
| Radio or TV | 1 | 25 |

C13. Some people like certain nations more than others. How favorably or unfavorably inclined are you personally towards_____?

| | | Very favorably inclined | Somewhat favorably inclined | Neither favorably nor unfavorably inclined | Somewhat unfavorably inclined | Very unfavorably inclined |
|-------|---------------|-------------------------|-----------------------------|--|-------------------------------|---------------------------|
| A13.1 | France | 1,1 | 1,4 | 38,3 | 40,0 | 19,1 |
| A13.2 | Great Britain | 0,3 | 1,1 | 24,9 | 44,9 | 28,9 |
| A13.3 | USA | 2,9 | 7,1 | 29,4 | 40,6 | 20,0 |
| A13.4 | Russia | 11,1 | 17,7 | 30,0 | 29,7 | 11,4 |
| A13.5 | Armenia | 14,6 | 12,9 | 44,4 | 20,3 | 7,7 |
| A13.6 | Georgia | | | 1,4 | 5,7 | 92,9 |
| A13.7 | Azerbaijan | 5,2 | 7,6 | 58,1 | 22,7 | 6,4 |
| A13.8 | Turkey | 8,2 | 9,9 | 54,5 | 23,0 | 4,4 |

C14. And how satisfied are you with your own standard of living?

| | Percent |
|------------------------------------|---------|
| Very satisfied | 38,4 |
| Somewhat satisfied | 48,4 |
| Neither satisfied nor dissatisfied | 10,3 |
| Not very satisfied | 2,3 |
| Not at all satisfied | 0,6 |

G16. How do you view the next 12 months to come?

| | Percent |
|-------------|---------|
| Hope | 80,7 |
| Worry | 2,3 |
| Uncertainty | 17,0 |

C17. I am going to read out a list of problems facing our country. For each one, please tell me if you think it is critical, serious or not so serious.

| | | Critical | Serious | Not so serious | Mean |
|-------|--|----------|---------|----------------|------|
| A16.1 | Unemployment | 70,9 | 28,6 | 0,6 | 1,3 |
| A16.2 | Terrorism/political violence/guerrilla warfare | 34,7 | 46,5 | 18,8 | 1,84 |
| A16.3 | Low salaries | 45,3 | 50,7 | 4,0 | 1,59 |
| A16.4 | Human rights violations | 59,3 | 37,5 | 3,2 | 1,44 |
| A16.5 | Housing problems | 41,7 | 51,4 | 6,9 | 1,68 |
| A16.6 | Health problems | 44,6 | 47,4 | 8,0 | 1,63 |

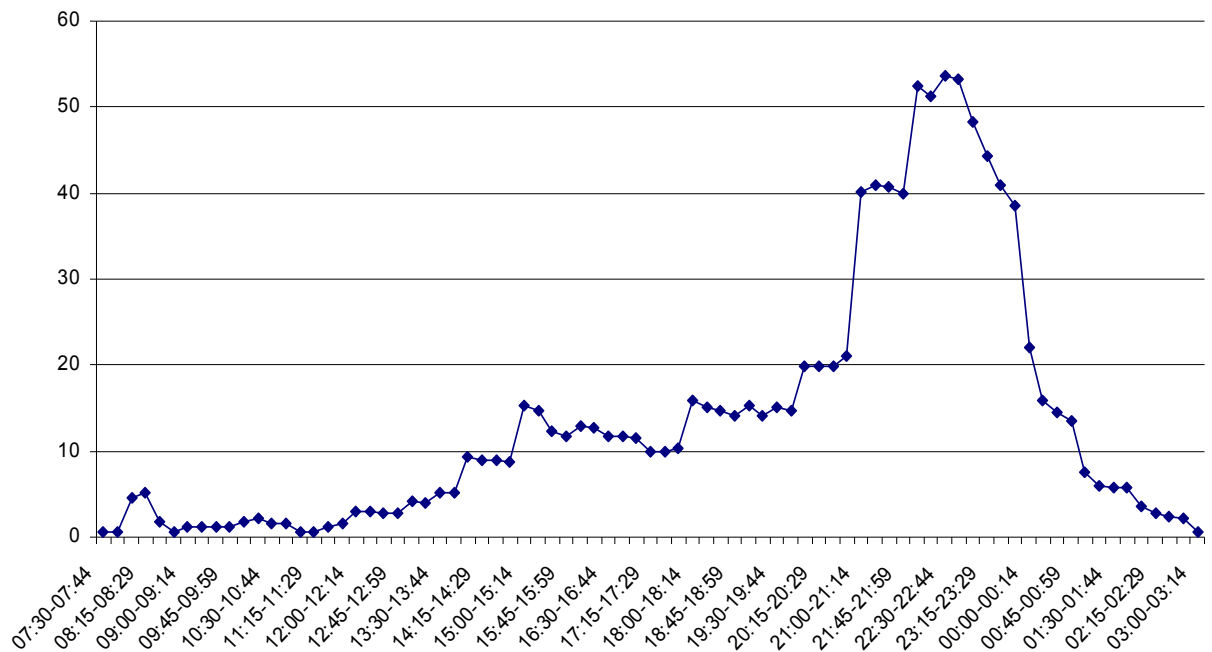
| | | | | | |
|--------|-----------------------------------|------|------|------|------|
| A16.7 | Environmental problems | 28,2 | 60,6 | 11,2 | 1,83 |
| A16.8 | Corruption | 29,0 | 62,3 | 8,7 | 1,8 |
| A16.9 | Crime/insecurity/lack of safety | 64,6 | 31,7 | 3,7 | 1,39 |
| A16.10 | Drug trafficking | 69,1 | 28,3 | 2,6 | 1,33 |
| A16.11 | Armed conflict | 48,3 | 44,3 | 7,5 | 1,59 |
| A16.12 | Ethnic conflict/tension | 24,8 | 58,8 | 16,4 | 1,99 |
| A16.13 | Lack of educational opportunities | 33,6 | 46,0 | 20,4 | 1,87 |
| A16.14 | Lack of a free press | 18,0 | 44,1 | 38,0 | 2,2 |
| A16.15 | Drug use | 73,7 | 23,4 | 2,9 | 1,29 |

TV

D1. Apart from today, when did you last watch television?

| | Percent |
|------------|---------|
| Yesterday | 89,7 |
| Past weeks | 10,3 |

D2. at what times you started and stopped watching?



D3. Approximately how many channels can you watch at home?

| | Percent |
|-----------------|---------|
| 1 to 6 channels | 4,9 |
| 7 to 13 | 23,3 |
| 14 to 25 | 13,5 |
| 26 to 50 | 36,2 |
| 51 or more | 22,1 |

D4. How does your television receive its signal? With the help of?

| | Percent |
|---|---------|
| Antenna on TV or in the room | 15,3 |
| Antenna on the roof or outside the window | 19,9 |
| Individual satellite dish | 3,2 |
| Aieti | 41,0 |

| | |
|-------|------|
| Cable | 24,9 |
|-------|------|

D4.1. Can you tell me the names of the satellite(s) from which you receive international and regional TV programs?

| | | Frequency | Percent |
|-----|----------|-----------|---------|
| 1. | NTV+ | 4 | 0,9 |
| 2. | Eutelsat | 1 | 0,3 |
| 10. | DK/NS | 5 | 1,4 |

"CHVENI EQSPRESI"

E1. Internews Georgia produces TV program called "Chveni Expresi" that can be seen on some TV stations here in *country*. Have you ever watched this program?

| | Percent |
|-----|---------|
| Yes | 27,2 |
| No | 72,8 |

E2. Have you watched this program in the last 12 months?

| | Percent | Valid Percent |
|-----|---------|---------------|
| Yes | 25,4 | 94,7 |
| No | 1,4 | 5,3 |

E3. Apart from today, when was the last time you watched this program?

| | Percent |
|-------------------------|---------|
| Yesterday | 3,6 |
| Within the past 7 days | 28,9 |
| Within the past 30 days | 28,9 |
| Longer than 30 days ago | 38,6 |

E4. Did the program come on while you were watching this channel or did you specifically tune in to the station to watch it?

| | Percent | Valid Percent |
|---|---------|---------------|
| It came on while watching the channel | 21,4 | 81,5 |
| I specifically tuned in to the station to watch | 4,9 | 18,5 |

E5. How important is it to you to watch this program?

| | Percent | Valid Percent |
|--|---------|---------------|
| I'll watch it if I have nothing else to do | 20,6 | 76,6 |
| I try hard not to miss it | 6,3 | 23,4 |

E6. Can you tell me the name of the television station on which you viewed this program?

| | Percent | Valid Percent |
|-----------|---------|---------------|
| GPB | 24,6 | 94,5 |
| Rustavi 2 | 0,9 | 3,3 |
| Imedi | 0,6 | 2,2 |

F1. When you are watching "Chveni Expressi", what topics are important to you?

| | | Very interesting | Somewhat interesting | Neutral | Not interesting | Absolutely not interesting |
|----|--|------------------|----------------------|---------|-----------------|----------------------------|
| 1 | News about Georgia | 46,5 | 40,7 | 7,0 | 2,3 | 3,5 |
| 2 | International news | 29,1 | 50,0 | 16,3 | 1,2 | 3,5 |
| 3 | News about Azerbaijan | 7,1 | 35,3 | 14,1 | 9,4 | 34,1 |
| 4 | News about Armenia | 5,8 | 36 | 16,3 | 9,3 | 32,6 |
| 5 | News about other neighboring countries | 18,6 | 38,4 | 23,3 | 11,6 | 8,1 |
| 6 | News about teenagers | 58,1 | 26,7 | 7,0 | 3,5 | 4,7 |
| 7 | Internet | 52,3 | 27,9 | 11,6 | 1,2 | 7,0 |
| 8 | Politics | 16,3 | 38,4 | 19,8 | 5,8 | 19,8 |
| 9 | Music | 62,8 | 20,9 | 4,7 | 3,5 | 8,1 |
| 10 | Sports | 46,5 | 34,9 | 10,5 | 8,1 | |
| 11 | Dating | 18,6 | 23,3 | 15,1 | 9,3 | 33,7 |
| 12 | Talk shows | 38,4 | 37,2 | 10,5 | 4,7 | 9,3 |
| 13 | Education/school | 64,0 | 20,9 | 9,3 | 2,3 | 3,5 |
| 14 | Economics/Business | 19,8 | 45,3 | 19,8 | 5,8 | 9,3 |
| 15 | Family issues (relations with parents) | 47,7 | 33,7 | 5,8 | 1,2 | 11,6 |
| 16 | Religious programs | 51,2 | 33,7 | 9,3 | 1,2 | 4,7 |
| 17 | Health/Medicine | 29,1 | 46,5 | 15,1 | 1,2 | 8,1 |
| 18 | Science/Technology | 39,5 | 38,4 | 12,8 | 3,5 | 5,8 |
| 19 | Social issues | 32,6 | 39,5 | 14,0 | 7,0 | 7,0 |
| 20 | Human Rights | 59,3 | 26,7 | 7,0 | 2,3 | 4,7 |
| 21 | Weather | 23,3 | 36,0 | 19,8 | 8,1 | 12,8 |
| 22 | Culture/History/Literature | 59,3 | 25,6 | 11,6 | | 3,5 |
| 23 | Environment/Ecology | 31,4 | 38,4 | 20,9 | 5,8 | 3,5 |
| 24 | Leisure | 69,8 | 22,1 | 4,7 | | 3,5 |
| 25 | Travel | 77,9 | 14,0 | 1,2 | | 7,0 |

F2. When you are watching local "Chveni Expressi", which of the following features do you enjoy more or are important to you?

| | Percent | Percent of Cases |
|------------|---------|------------------|
| Portrait | 7,9 | 17,4 |
| Travel | 25,4 | 55,8 |
| Issues | 7,9 | 17,4 |
| Free Topic | 11,6 | 25,6 |
| Music | 20,6 | 45,3 |
| Leisure | 26,5 | 58,1 |

F3. Please look at the card and tell me the names of the persons you recall?

| | Percent |
|--------------------|---------|
| Rusa DaTukishvili | 16,7 |
| Mariam Khanchaveli | 22,2 |
| Natia Murusidze | 22,2 |
| Levan Jobava | 38,9 |

F4. If you could do ONE thing to change or improve "Chveni Expressi" what would you do?

| | Percent | Valid Percent |
|--|---------|---------------|
| Extend the length of the programs | 4,6 | 17,8 |
| Introduce more diverse topics in the programs | 8,3 | 32,2 |
| Make the programs more dynamic | 0,6 | 2,2 |
| Cut the length of the individual stories | 0,3 | 1,1 |
| Increase the length of the individual stories | 1,1 | 4,4 |
| Make the program more serious/grownup | 0,6 | 2,2 |
| Change the studio setup or musical style | 2,0 | 7,8 |
| Include more music | 0,6 | 2,2 |
| Invite interesting guests | 1,1 | 4,4 |
| Invite kids from the other countries to discuss issues | 2,3 | 8,9 |
| Include calls from listeners in the programs | 0,6 | 2,2 |
| Make the program less serious, more fun | 0,6 | 2,2 |
| Change some of the moderators/hosts | 0,6 | 2,2 |
| I would not let the moderators politicize the program | 2,6 | 10,0 |
| I would not change anything--I like the programs the way they are. | 4,6 | 17,8 |

F5. To what extend do you agree that the 'chveni eqspresi' is good because.... ? Can you say that you strongly agree, somewhat agree, mostly disagree or strongly disagree with:

| | | strongly agree | somewhat agree | neither agree nor disagree | somewhat disagree | strongly disagree |
|---|--|----------------|----------------|----------------------------|-------------------|-------------------|
| 1 | It is made by teenagers for teenagers | 4,3 | 3,2 | 4,3 | 16,1 | 72,0 |
| 2 | It's good to learn about kids in neighboring countries | 2,2 | 4,3 | 6,5 | 25,8 | 61,3 |
| 3 | It's good that kids in other countries learn the truth about our country | 4,3 | 1,1 | 6,5 | 26,9 | 61,3 |
| 4 | It good because it is educational | 5,4 | 4,3 | 12,9 | 28,0 | 49,5 |

F6. 'Chveni eqspresi' sometimes upsets me because:? Can you say that you strongly agree, somewhat agree, mostly disagree or strongly disagree with:

| | | strongly agree | somewhat agree | neither agree nor disagree | somewhat disagree | strongly disagree |
|---|---|----------------|----------------|----------------------------|-------------------|-------------------|
| 1 | The program is boring | 46,2 | 29,0 | 6,5 | 11,8 | 6,5 |
| 2 | The stories from our country doesn't make us look good | 50,6 | 27,0 | 7,9 | 11,2 | 3,4 |
| 3 | The kids in stories from other countries are doing better | 70,5 | 14,8 | 3,4 | 6,8 | 4,5 |

| | | | | | | |
|---|-----------------------------------|------|------|------|------|-----|
| | than we are. | | | | | |
| 4 | The topics are not serious enough | 45,1 | 19,8 | 9,9 | 17,6 | 7,7 |
| 5 | The topics are too serious | 58,7 | 18,5 | 12,0 | 7,6 | 3,3 |

F7. I think "Chveni eqspresi" is intended for :

| | Percent | Valid Percent |
|------------------------|---------|---------------|
| Kids younger than I am | 0,9 | 3,3 |
| Older than I am | 1,7 | 6,5 |
| Exactly my age | 23,7 | 90,2 |