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World Divided on Press Freedom

World opinion is divided on the importance of press freedom, according to a BBC World Service poll of 11,344 people across 14 countries.

While an average of 56% across all countries think that freedom of the press is very important to ensure a free society, 40% believe that social harmony and peace is more highly valued even if it means controlling what is reported for the greater good.

56% of people in the 14 countries polled think the press and media in their country is free to report the news accurately without bias. Only 19% say there is little or no media freedom in their country.

Private and publicly funded news organisations receive similar ratings from the public when it comes to reporting the news honestly and accurately. 39% of people across all countries say publicly funded news agencies are doing a good job, while 43% say the same for private news organisations.

However, in some countries the poll shows concern over the ownership of private media. Strong majorities in Brazil (80%), Mexico (76%), USA (74%), and Great Britain (71%) believe that the concentration of media ownership in fewer hands is a concern because owners' political views emerge in reporting.

Of the countries where press freedom is most highly valued, Western developed countries are more critical of how honestly and accurately the news is reported, including Germany (28% average rating for good performance of public and private media), Great Britain (29%), and the USA (29%) whereas Venezuela (44%), South Africa (49%), Nigeria (58%), and Kenya (61%) rate the media performance more positively. (See diagram below).

In countries where social stability is more highly valued, those surveyed in India (61% good performance) and the UAE (52%) believe the news is being reported honestly, contrasting with a more negative view of press performance in Russia (27%), Mexico (28%), Brazil (31%) and Singapore (37%).

The survey was conducted for the BBC World Service by the international polling firms GlobeScan Incorporated and Synovate. Fieldwork took place between October 1 and November 21, 2007.

GlobeScan President Doug Miller comments, "While people generally support a free media, the Western view of the necessity of a free press to ensure a fair society is not universally shared across all regions of the world."

The poll was commissioned as part of a season of programmes to celebrate BBC World Service's 75th Anniversary.

Importance of Press Freedom vs Performance of News Organisations

By Country, 2007



Base: Representative sample of 11,344 adults in 14 countries

A total of 11,344 citizens in Brazil, Egypt, Germany, Great Britain, India, Kenya, Mexico, Nigeria, Russia, Singapore, South Africa, the United Arab Emirates, the United States, and Venezuela were interviewed face-to-face or by telephone between October 1 and November 21, 2007. Polling was conducted for the BBC World Service by the international polling firms GlobeScan and Synovate and their research partners in each country. In 6 of the 14 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/-2.5 to 4.4 percent.

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Notes to Editors:

The attached document has detailed findings, visual charts of the findings, and country summaries.

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Participating Countries



Note: In Egypt, India, South Africa, UAE and Venezuela, an urban sample was used. Please see page 25 for further details.

Detailed Findings

Rating Freedom of Press and Media

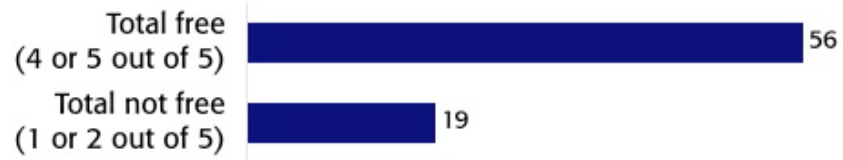
People were asked to rate how free the press and media was in their country to be able to report the news accurately, truthfully and without undue bias, using a 5-point scale, where 5 was defined as “very free” and 1 as “not at all free”. Overall, people in developed countries are more critical of the freedom of the press than people in developing countries.

However, perceptions of media freedom vary considerably amongst developing countries. In Africa, for example, the percentage of people giving high freedom ratings of 4 or 5 on the 5-point scale (where 5 means “very free”) ranges from 81 percent in Kenya, to 66 percent in Nigeria, to 49 percent in South Africa. Similarly, in Latin America the proportion of people rating their press and media free ranges from 63 percent in Venezuela, to 52 percent in Brazil, to only 41 percent in Mexico. In Asia, 72 percent of Indians think the press and media is free compared to only 36 percent who feel the same in Singapore. Western Europe and North America are more consistent, with between 53 percent and 56 percent giving high ratings for press and media freedom.

Twenty-two percent of people overall seem non-committal on press freedom in their countries, opting for a rating of 3 on the 5-point scale (where 5 means “very free” and 1 means “not at all free”). This group is relatively large in Singapore (33%), Germany (32%), Great Britain (30%), and Mexico (30%).

Freedom of Press and Media

Average of 14 Countries, 2007



Base: Representative sample of 11,344 adults in 14 countries

Freedom of the Press vs. Social Stability

People across 14 countries were asked to choose which of two statements on the freedom of the media was closest to their own view:

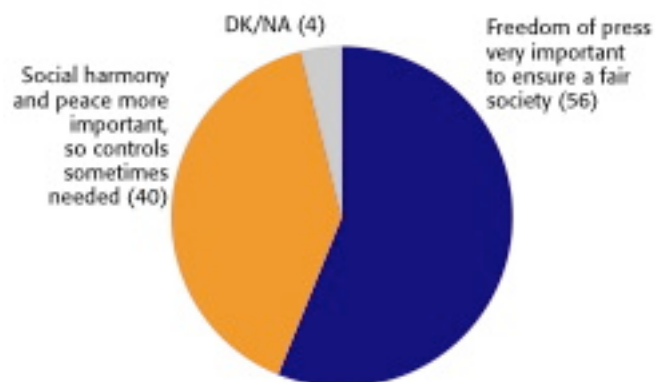
- Freedom of the press to report the news truthfully is very important to ensure we live in a fair society, even if it sometimes leads to unpleasant debates or social unrest.
- While freedom of the press to report news truthfully is important, social harmony and peace are more important which sometimes means controlling what is reported for the greater good.

In most countries, press freedom is considered more important than stability. The exceptions are India, Singapore and Russia where around 48 percent support controls to ensure peace and stability and around 40 percent feel press freedom supersedes stability.

North America and Western Europe give the strongest endorsement to press freedom, with up to 70 percent putting freedom first. Interestingly, freedom of the press even in the face of potential social unrest is chosen by over six in ten in Venezuela, Kenya, and South Africa.

Views on Importance of Press Freedom

Average 14 Countries, 2007



Base: Representative sample of 11,344 adults in 14 countries

Performance of Public and Private News Organisations

When asked to assess the performance of news organisations in reporting news accurately and honestly, around 40 percent of people give public and private media a good rating of 4 or 5 on a 5-point scale (where 5 means “very good job” and 1 means “very poor job”).

Overall, government or publicly run news organisations are viewed slightly more negatively than their private, for-profit counterparts, especially in Brazil, India, Kenya, Nigeria, and South Africa. Only in Egypt, Germany, Russia, and Singapore do people rate public media more positively than private media. Both public and private news organisations in the USA and Great Britain are rated positively by around 30 percent of people.

Perceptions vary between countries. The highest performance ratings are given in African countries, where around seven in ten of people say that private news organisations are doing a good job (giving a rating of 4 or 5 on the 5-point performance scale). However, the South African publicly-funded news media is an exception: only 30 percent of South Africans think it is doing a good job in reporting the news accurately.

Some of the most neutral responses are found in Europe and North America. News organisations in Great Britain and the United States receive positive ratings from 30 percent of people at most, regardless of funding source. German and Russian private media are viewed favourably by around 20 percent of people. In Europe, the largest group of respondents (39% to 49%) are those giving an average performance rating of 3 on the 5-point performance scale.

Performance of Government/Public Versus Private News Organisations in Reporting News Accurately

Average of 14 Countries, 2007



The white space in this chart represents “DK/NA.”

Base: Representative sample of 11,344 adults in 14 countries

Media Ownership

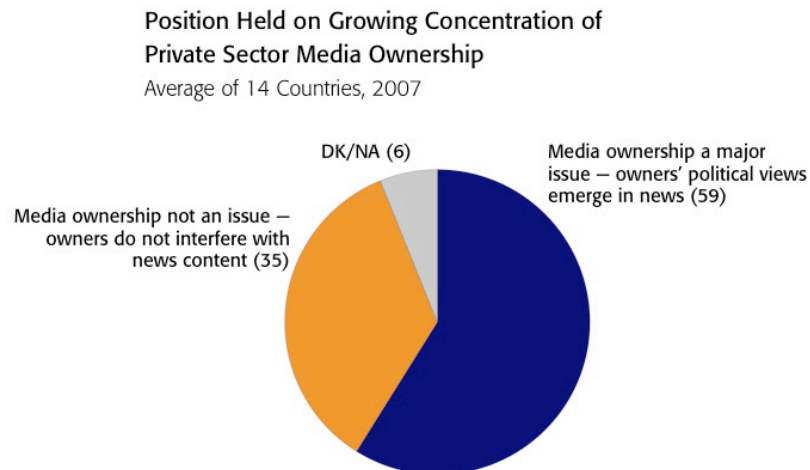
People were asked to consider the implications of growing concentration of private news organisations in the hands of fewer large companies. In this context, they were asked to choose which of two statements was closest to their own view:

- Ownership is not an issue because media owners do not interfere with the news content.
- Ownership is a major issue because you often see owners’ political views emerge in the news.

Fifty-nine percent of people across the world think that media ownership is a major issue, while 35 percent do not consider it an issue.

There is some correlation between performance ratings and views on media ownership. The countries registering most concern about ownership of news organisations are the United States, South Africa and those in Latin America and Western Europe. These countries are among the most critical of news organisations in general, not just those privately-owned.

Middle Eastern and African countries (excluding South Africa) seem to be less concerned about media ownership, with at least half of respondents (50% to 59%) agreeing that “media owners do not interfere with news content”. However, a significant minority (between 38% and 49%) believe ownership is an issue.



Base: Representative sample of 11,344 adults in 14 countries

Importance of Having a Say in News Reporting

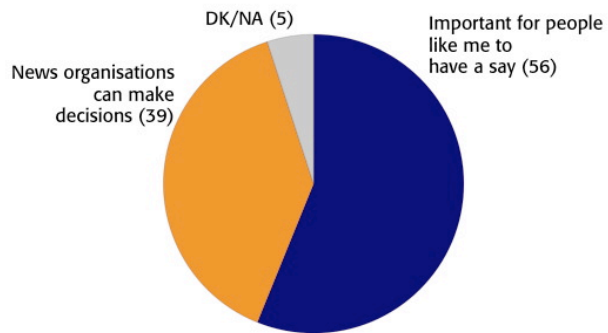
People were asked to choose which of two statements on how best to decide on what news stories are reported was closest to their own view:

- I think it is important that people like me have a say in what gets reported in the news.
- I think that decisions as to which stories get reported in the news are best left to news organisations.

Across the world, 56 percent of people are in favour of having a say in news reporting decisions, while 39 percent prefer to leave decisions on stories to news organisations. The strongest views emerge in Brazil and Mexico, where around 74% are interested in having a say. In contrast, only 29 percent of Russian respondents think it is important to for them to have a say in decisions on news stories.

Views on Having a Say in What Gets Reported in the News

Average of 14 Countries, 2007



Base: Representative sample of 11,344 adults in 14 countries

Questionnaire

Now I would like to ask you a few questions about news reporting in the press and media in [country] and the ability of the press to report freely.

Q1. On a scale of 5 to 1, where 5 means “very free” and 1 means “not at all free”, how free do you think the press and media is in your country to be able to report the news accurately, truthfully and without undue bias?

CODE ONE.

01 - Not at all free

02 -

03 -

04 -

05 - Very free

VOLUNTEERED

99 - DK/NA

Q2. Which of the following statements on the freedom of the press is closest to your own view?

READ AND ROTATE. CODE ONE.

01 - Freedom of the press to report the news truthfully is very important to ensure we live in a fair society, even if it sometimes leads to unpleasant debates or social unrest.

02 - While freedom of the press to report news truthfully is important, social harmony and peace are more important which sometimes means controlling what is reported for the greater good.

VOLUNTEERED

99 - DK/NA

Q3. On a scale of 5 to 1, where 5 means “very good job” and 1 means “very poor job”, to what extent is the performance of [...READ OUT AND ROTATE] in reporting the news honestly and accurately?

READ AND ROTATE. CODE ONE.

a) Government or publicly funded news organisations

b) Private, for-profit news organisations

01 - Very poor job

02 -

03 -

04 -

05 - Very good job

VOLUNTEERED

99 - DK/NA

Q4. As you may know, ownership of private news organisations is increasingly concentrated in the hands of fewer large companies. Which of the following statements on media ownership is closest to your own view?

READ AND ROTATE. CODE ONE.

01 - Ownership is not an issue because media owners do not interfere with the news content.

02 - Ownership is a major issue because you often see owners' political views emerge in the news.

VOLUNTEERED

99 - DK/NA

Q5. Which of the following statements on how best to decide on what news stories are reported is closest to your own view?

READ AND ROTATE. CODE ONE.

01 - I think it is important that people like me have a say in what gets reported in the news.

02 - I think that decisions as to which stories get reported in the news are best left to news organisations.

VOLUNTEERED

99 - DK/NA

Country-by-Country Results

Freedom of Press and Media

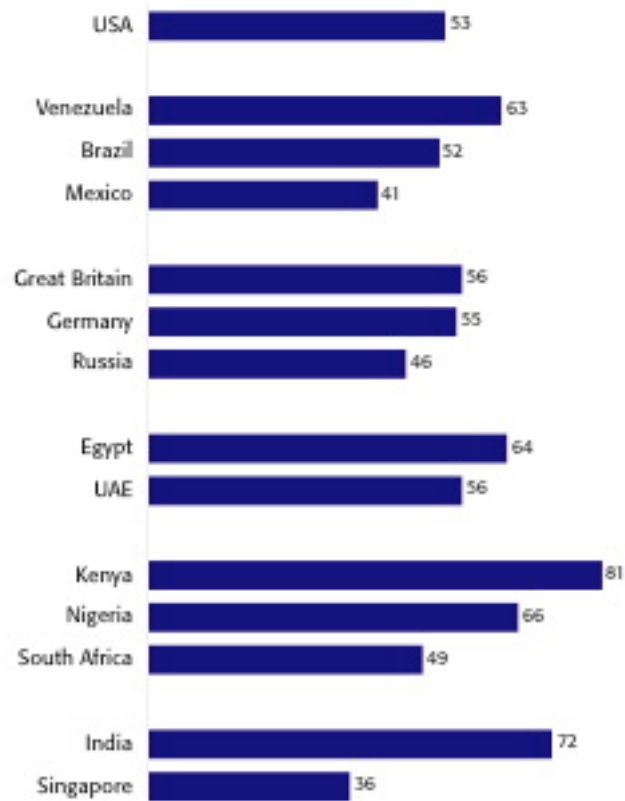
"Freedom" on Scale of 1 to 5, by Country, 2007

	5 (very free)	4	3	2	1 (not at all free)
USA	31	22	25	11	9
Venezuela	31	31	10	19	8
Brazil	28	24	26	14	7
Mexico	19	21	30	16	11
Germany	26	30	31	6	2
Great Britain	23	33	30	9	3
Russia	14	32	27	15	3
Egypt	28	36	17	11	7
UAE	22	34	19	19	5
Kenya	36	45	10	7	2
Nigeria	29	37	8	18	7
South Africa	23	27	26	14	8
India	35	37	13	8	2
Singapore	9	27	33	17	4

Base: Representative sample of 11,344 adults in 14 countries

Freedom of Press and Media

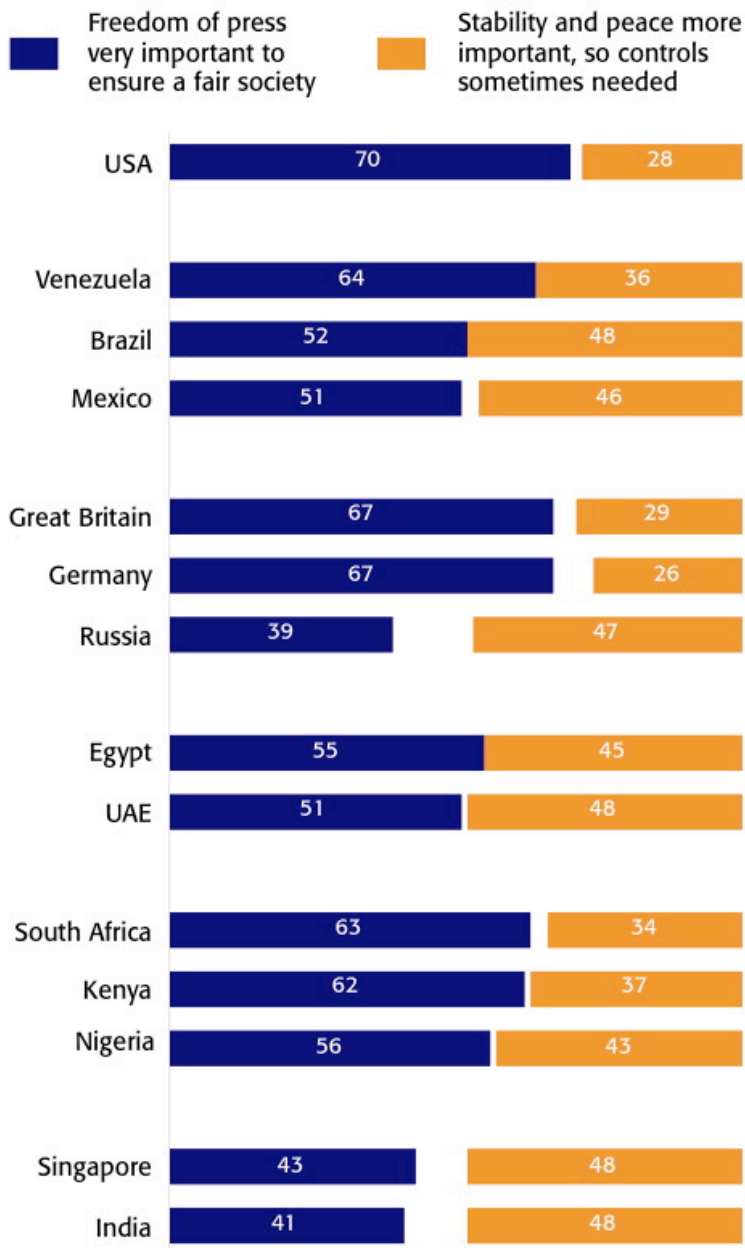
"Free" (4 or 5 rating on 5-point scale), by Country, 2007



Base: Representative sample of 11,344 adults in 14 countries

Views on Importance of Press Freedom

By Country, 2007

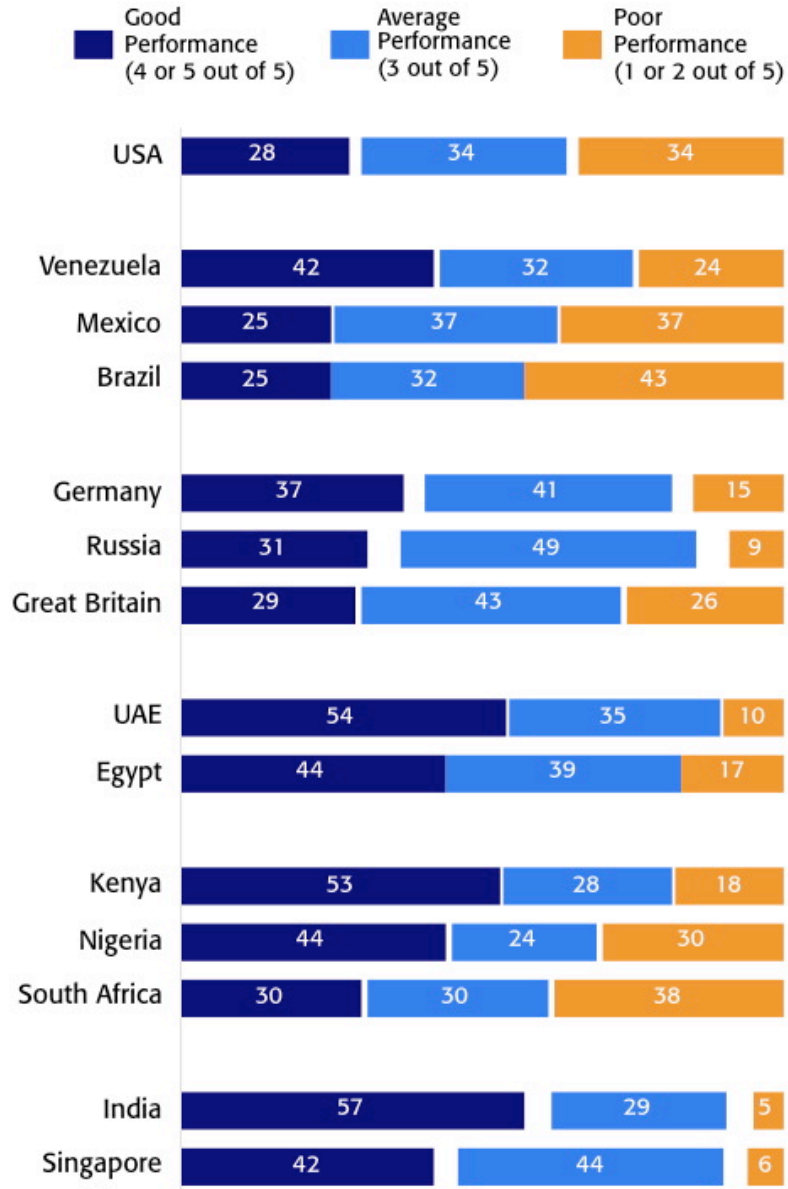


The white space in this chart represents "DK/NA."

Base: Representative sample of 11,344 adults in 14 countries

Performance of Government/Publicly Funded News Organisations in Reporting News Accurately

By Country, 2007

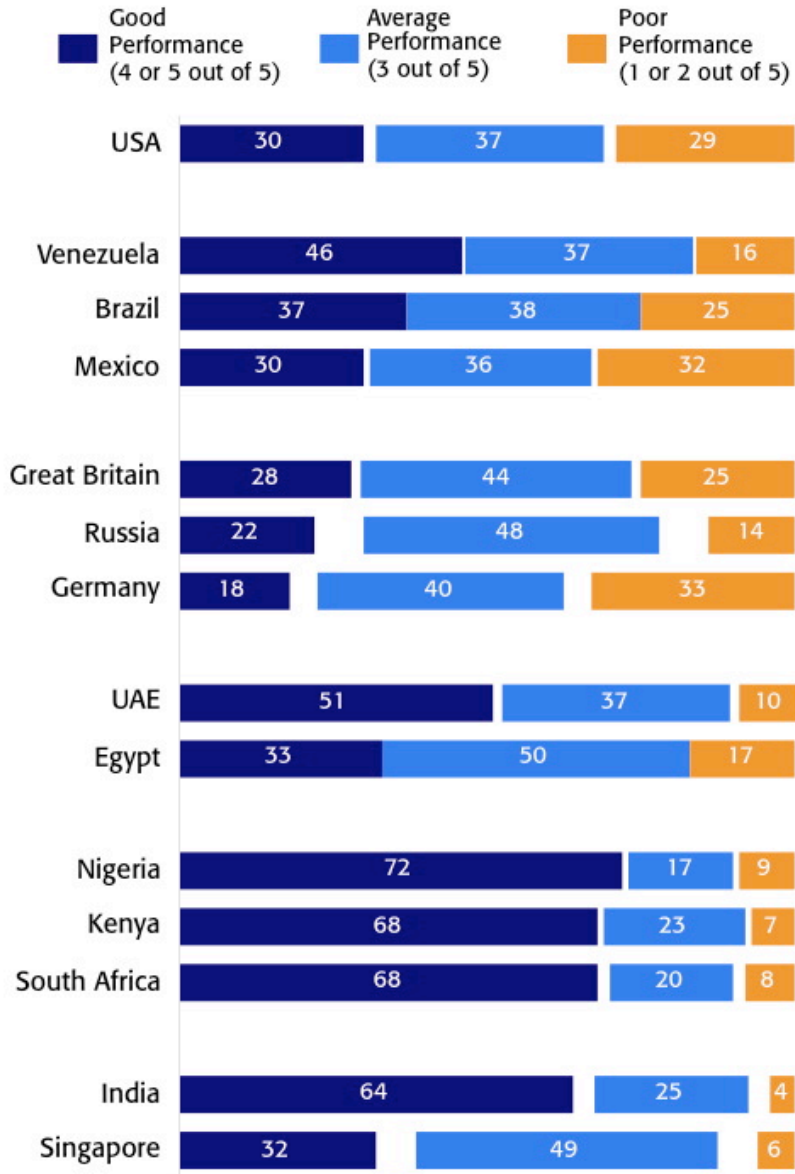


The white space in this chart represents "DK/NA."

Base: Representative sample of 11,344 adults in 14 countries

Performance of Private/For-Profit News Organisations in Reporting News Accurately

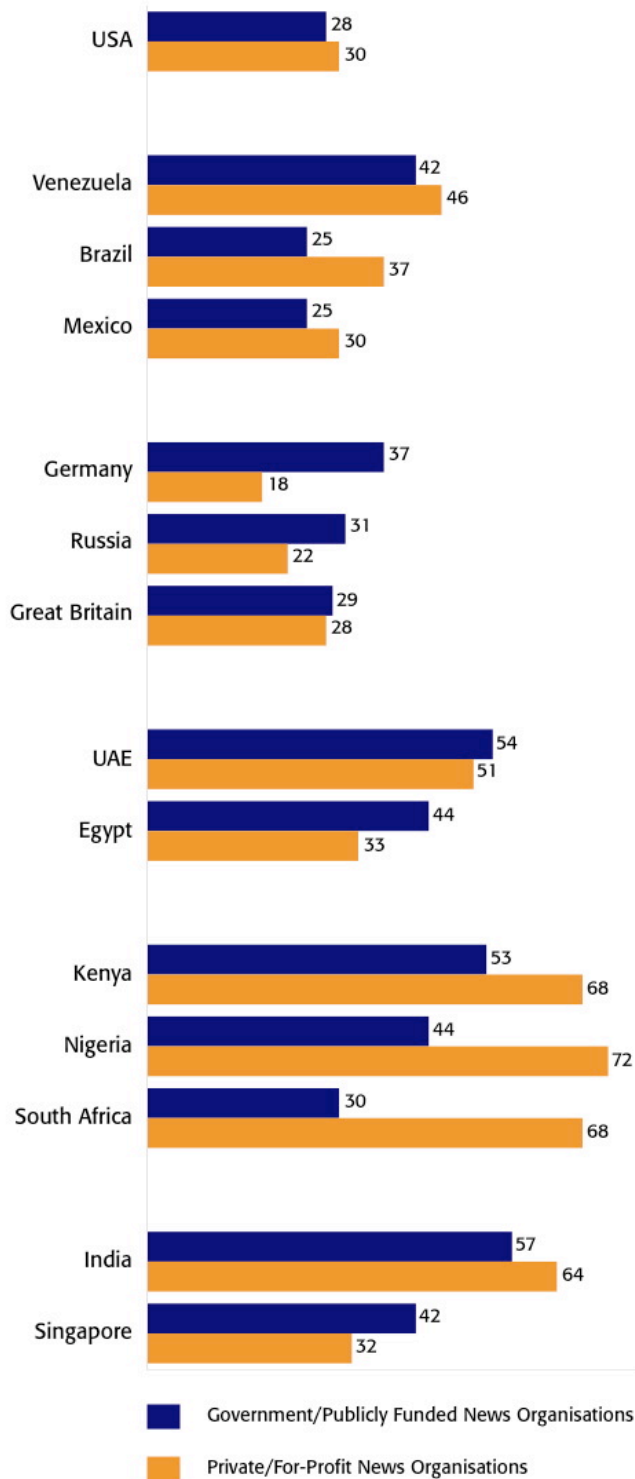
By Country, 2007



The white space in this chart represents "DK/NA."

Base: Representative sample of 11,344 adults in 14 countries

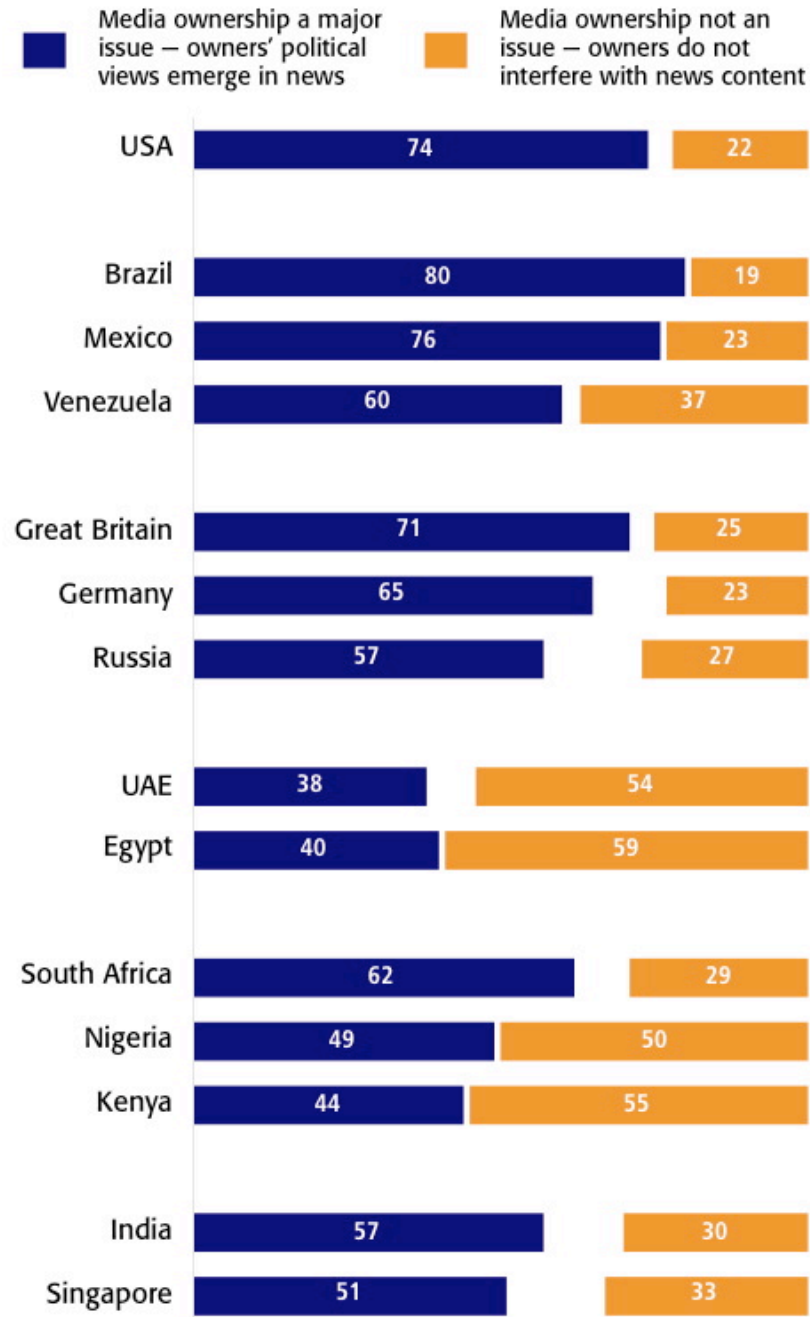
Performance of Government/Public vs Private News Organisations in Reporting News Accurately
 "Good Job" (4 or 5 rating on 5-point scale), by Country, 2007



Base: Representative sample of 11,344 adults in 14 countries

Position Held on Growing Concentration of Private Sector Media Ownership

By Country, 2007

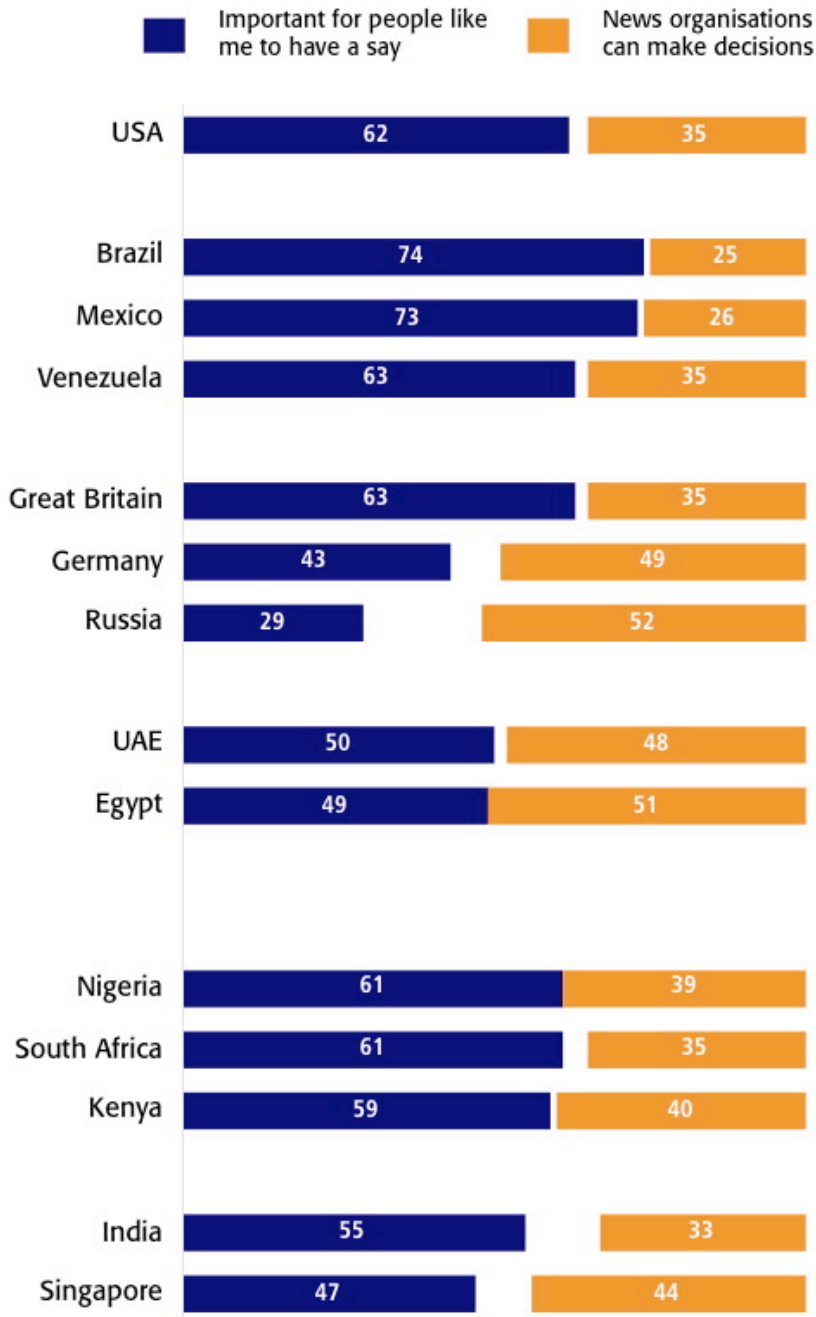


The white space in this chart represents "DK/NA."

Base: Representative sample of 11,344 adults in 14 countries

Views on Having a Say in What Gets Reported in the News

By Country, 2007



The white space in this chart represents "DK/NA."

Base: Representative sample of 11,344 adults in 14 countries

THE AMERICAS

United States

In the United States, strong ideals of media freedom contrast with poor perceptions of honesty and accuracy in news reporting and concerns about media ownership.

Seventy percent of Americans agree that press freedom should not be compromised for the sake of stability, the highest percentage of the countries surveyed. However, Americans perceive the media in their country as slightly less free to report the news accurately and without bias than average global citizens – 53 percent give a high freedom rating to the US media compared with 56 percent globally. Furthermore, they are relatively critical of the performance of the media, with only 30 percent believing news organisations do a good job in reporting the news honestly and accurately, compared with 43 percent globally. They are slightly less negative about private than publicly-funded news organisations. Americans feel strongly about the growing concentration of ownership of private media, with 74 percent agreeing that it is a major issue because owners' political views often emerge in the news. This is the third highest percentage worldwide. In terms of having a say in news reporting, the views of US citizens are more in line with worldwide opinion. Sixty-two percent think "it is important that people like me should have a say in what gets reported in the news" (versus 56% globally), while 35 percent think "decisions as to which stories get reported in the news are best left to news organisations" (versus 56% globally).

Brazil

The poll suggests disillusion with publicly-run media and concerns about media ownership. Brazilians want to have a say in debates on news reporting.

Brazilians seem ambivalent on the issue of press freedom, with the population divided between those who agree freedom is more important than stability (52%) and those who agree controls on reporting may be needed to ensure stability (48%). Their perceptions of media freedom in Brazil are similar to US citizens' views of US media. Fifty-two percent of Brazilians give a high freedom rating to the Brazilian media, compared with 56 percent worldwide. However, they are more negative about the ability of news organisations to report the news honestly and accurately. Government or publicly-funded news organisations receive the lowest performance assessment of any other country, with 43 percent of Brazilians rating them "poor", compared with just 22 percent globally. Although views of private news organisations are less negative (with 25% giving a "poor" rating, versus 17% globally), Brazilians are very concerned about media ownership. More than in any other country, fully eight in ten Brazilians agree that increasing ownership concentration is a major issue because owners' political views often emerge in news reporting, compared with 59 percent overall. Brazilians also feel strongly about having a say in news reporting decisions, with 74 percent agreeing that it is important for them to have a say in what gets reported in the news – again, the highest percentage in the survey.

Mexico

Mexicans have some of the most negative views of public and private news reporting in their country, along with some of the strongest views on media ownership and having a say in news reporting decisions.

Mexican views on press freedom are similar to those of Brazilians, with 51% of the population agreeing that freedom takes precedence over stability, compared with 46 percent who believe that stability is more important. In their own country, 41 percent of Mexicans believe that the press and media are free "to report the news accurately, truthfully and

without bias". This is the second lowest percentage in the survey and contrasts with 56 percent globally. Mexicans are also relatively critical of the performance of news organisations, as their perceptions are among the most negative overall. Thirty-seven percent give government or publicly-run media a "poor" performance rating (compared with 22% globally), and 32 percent give a low rating to private, for-profit organisations (compared with 17% globally). These perceptions are reflected in concerns about media ownership. Seventy-six percent of Mexicans (versus 59% overall) agree that the growing concentration of ownership is a major issue because "owners' political views emerge in the news". Similar levels of concern are expressed in Brazil and the United States. Furthermore, 73 percent of Mexicans would like to "have a say in what gets reported in the news". After Brazil, this is the highest percentage reported in the survey, with the global average at 56 percent.

Venezuela

Venezuelans have a strong belief in press freedom and perceive news reporting in their country relatively positively. Their views on media freedom differ from those of the other Latin American countries surveyed.

Venezuelans are among the strongest advocates of press freedom, with a clear majority (64% versus 56% globally) agreeing that freedom is more important than stability. Unlike most other nations with similarly high ideals, Venezuelans have relatively positive perceptions of media freedom in their country. Sixty-three percent give high ratings in terms of the media's freedom "to report the news accurately, truthfully and without undue bias". Perceptions of the performance of news organisations are significantly more positive than those of other Latin American countries. Forty-two percent (versus 25% in both Brazil and Mexico) give "good" performance ratings to government or publicly-run news organisations, while 46 percent (versus 37% in Brazil and 30% in Mexico) give "good" ratings to private news organisations. While private media ownership is less of a concern in Venezuela than in Brazil, Mexico or the United States, a majority of 60 percent consider it a major issue because owners' political views often emerge in the news. Finally, Venezuelans are more in line with Americans in their views on having a say in news reporting decisions, with 63 percent agreeing that "it is important that people like me have a say in what gets reported in the news". This is slightly higher than the global average of 56 percent.

EUROPE

Germany

While Germans believe strongly in press freedom and express dissatisfaction with private news organisations, they are among those least interested in having a say in news reporting decisions.

Germans share a strong belief in media freedom with the Americans and British. Sixty-seven percent (versus 55% globally) agree that freedom of the press is more important than stability, while only 27 percent (versus 40% globally) value stability over freedom. Their perceptions of media freedom in their own country are close to the global average, with 55 percent giving a high freedom rating compared with 56 percent overall. However, Germany is the nation most critical of private, for-profit news organisations. Thirty-three percent give a "poor" rating to private media's performance in reporting the news honestly and accurately, compared with only 17 percent overall. Perceptions of government or publicly-run news organisations are more positive, with only 16 percent giving a "poor" rating. Reflecting these views, Germans seem fairly concerned about media ownership. Sixty-five percent agree that ownership is a major issue, "because you often see owners' political views emerge in the news", compared with 59 percent worldwide. In spite of these concerns, Germans are less interested in having a say in news reporting decisions than nearly any other country. Only 43

percent of Germans (versus 56% overall) agree that it is important for them to “have a say in what gets reported in the news”, while 49 percent (39% globally) feel decisions on news stories “are best left to news organisations”.

Great Britain

While Britons believe strongly in media freedom, they are critical of the accuracy of news reporting by both publicly- and privately-funded organisations.

Along with the United States and Germany, Britain is a strong advocate of press freedom. Sixty-seven percent of Britons agree that freedom of the press is more important than stability, compared with 56 percent who share this view globally. Perceptions of the degree of media freedom that exists in Britain are similar to those expressed in Germany, but not as negative as the Americans'. Britons tend to be fairly neutral on the freedom that the media has “to report the news accurately, truthfully and without undue bias”, with 30 percent (versus 22% globally) opting for a rating midway between free and not free. Britons' views on the performance of private news organisations are not positive – 28 percent give a “good” performance rating compared with 43 percent globally. The largest group of respondents (44%) gives an average performance rating in terms of honest and accurate news reporting. There is virtually no difference between perceptions of public and private media - publicly-funded news organisations are rated positively by 29% of respondents. Media ownership is considered a major issue by 71 percent of Britons, above the global average of 59 percent. The majority of Britons agree with having a say in news reporting decisions – 63 percent (56% globally) think it is important “that people like me have a say in what gets reported in the news”, while 35 percent (39% globally) prefer to leave such decisions to news organisations.

Russia

Although Russians are not strong advocates of media freedom and do not generally believe in having a say in news reporting decisions, they believe that media ownership is a major concern.

Russian views on the media differ from those of Western European countries and seem more closely aligned to those expressed in Asia. Russia is one of only three countries where people who believe stability is more important than press freedom outnumber those who believe freedom is more important. Forty-seven percent of Russians (versus 40% globally) put stability first, while 39 percent (56% globally) put freedom first. A further 15 percent did not answer. Forty-six percent of Russians give their media a high freedom rating, compared with 56 percent of people worldwide. But perceptions are certainly not negative, as only 18 percent give a low freedom rating, compared with 19 percent globally. Similarly, Russians do not express strong views on the performance of news organisations. Forty-nine percent of the population (versus 35% globally) give an average rating to the media in terms of accuracy in reporting news. Privately-funded organisations are viewed slightly more negatively than their public counterparts, although people who did not answer the question form a significant group (16% on private media and 10% on public). Fifty-seven percent of Russians believe that media ownership is a major issue because owners' political views often emerge in the news, while only 27 percent believe that ownership is not an issue because owners do not interfere with news content (15% did not answer). Only 29 percent of Russians think that having a say in news reporting decisions is important. This is by far the smallest percentage of all countries surveyed (the global average is 56%), but many Russians seem to find the question difficult to answer, reflected in the 19 percent non-response rate.

MIDDLE EAST

Egypt

Overall, Egyptians do not express strong views on press freedom, media ownership and having a say in news reporting decisions. Perceptions of privately-funded news organisations are less positive than of those publicly-funded.

Fifty-five percent of Egyptians agree that press freedom is more important than stability, while slightly fewer (45%) believe stability is more important. The Egyptian media is perceived as relatively free “to report the news accurately, truthfully and without undue political bias” – 64 percent of the population give a high freedom rating, compared with 56 percent globally. Perceptions of the honesty and accuracy of news reporting by government or publicly-funded news organisations are above average. Forty-four percent of Egyptians give a “good” performance rating, compared with 39 percent globally. However, perceptions of privately-funded organisations are less positive, with 33 percent giving a “good job” rating (versus 43% worldwide) and 50% giving an “average” rating (36% worldwide). In spite of this, Egypt is one of only three countries where a majority believe media “ownership is not an issue because media owners do not interfere with the news content”. Fifty-nine percent of Egyptians (35% overall) subscribe to this view, the highest proportion globally. The population is split almost equally between those who believe it is important for them to have a say in news reporting decisions and those who believe such decisions should be left to news organisations.

United Arab Emirates

In the United Arab Emirates, the population is divided on press freedom, media ownership and having a say in news reporting decisions.

UAE views on press freedom are fairly equally divided between those who agree freedom is more important than stability (51%) and those who agree that stability is more important (48%). The UAE media is perceived as similarly free to accurately report the news as the media globally. Fifty-six percent of UAE citizens give a high freedom rating, compared with 56 percent globally, while 23 percent give a low rating, compared with 19 percent globally. Perceptions of reporting by news organisations are favourable. Fifty-one percent of the UAE population give a high performance rating to the private media, compared with 43 percent globally. There is virtually no differentiation between public and private media performance. In the UAE, views on media ownership are similar to those reported in Egypt. Fifty-four percent of people support the view that ownership is not an issue because owners do not interfere with news content, while 38 percent feel that media ownership is a major issue because owners’ political views often emerge in the news. Again, in line with Egyptian views, UAE citizens are almost equally divided on the issue of having a say in news reporting decisions. Fifty percent of the UAE population think “it is important that people like me should have a say in what gets reported in the news”, while 48 percent think “that decisions as to which stories get reported in the news are best left to news organisations”.

AFRICA

Kenya

Kenyans give the highest freedom ratings to their media than any other country and their perceptions of both private and public news organisations are among the most favourable in the survey.

Sixty-two percent of Kenyans believe media freedom is more important than stability, which is above the global average of 56 percent. Conversely, 37 percent of Kenyans believe

stability is more important – just below the global figure of 40 percent. In terms of its ability to report the news accurately and without bias, the Kenyan media is perceived as freer than that of any other nation in the survey. Eighty-one percent of Kenyans give a high freedom rating, compared with 56 percent worldwide. News reporting is also considered relatively accurate and honest. Fifty-three percent of Kenyans give a “good” performance rating to government or publicly-funded news organisations, compared with 39 percent globally. Private, for-profit news organisations receive a stronger endorsement, with 68 percent rating their performance “good”, compared with 43 percent globally. As a consequence, media ownership is slightly less of a concern in Kenya than in other countries. Fifty-five percent of Kenyans (35% globally) believe that growing private “ownership is not an issue because media owners do not interfere with the news content”, while 44 percent (59% globally) believe that “ownership is a major issue because you often see owners’ political views emerge in the news”. However, Kenyans are more in line with global views on having a say in news reporting decisions. Fifty-nine percent (versus 56% overall) think “it is important that people like me have a say in what gets reported in the news”, while 40 percent (39% overall) think that “decisions as to which stories get reported in the news are best left to news organisations”.

Nigeria

Nigerians are relatively positive about the media environment in their country, although they are interested in having a say in news reporting decisions. Reporting by private news organisations receives a strong endorsement.

Nigeria reflects worldwide opinion in that 56 percent of the population believe press freedom is more important than stability, while 43 percent believe stability is more important. A clear majority also give a high freedom rating to the press and media in their country – 66 percent believe the media is free or very free to report the news accurately and without bias, compared with 56 percent worldwide. Nigerians are very positive about the performance of private, for-profit news organisations, with 72 percent giving a “good” rating for accurate news reporting, the highest proportion globally. However, perceptions of government or publicly-run news organisations are mixed. Forty-four percent give public media a “good job” rating (versus 39% globally), but a further 30 percent give a “poor job” rating (compared with 22% globally). Nigerians are equally divided on the impact of increasingly concentrated ownership of private news organisations, with 50 percent believing that “ownership is not an issue because media owners do not interfere with the news content” and 49% believing that “ownership is a major issue because you often see owners’ political views emerge in the news”. Nigerians’ views on having a say in news reporting decisions are similar to those of other Africans, with a majority (61%) opting for the statement: “I think it is important that people like me have a say in what gets reported in the news.”

South Africa

Similar to Kenyans and Nigerians, South Africans view private news organisations far more positively than publicly-funded media. However they are quite concerned about media ownership and favour having a say in news reporting decisions.

Along with Kenyans, Americans and Western Europeans, South Africans are among the strongest advocates of press freedom, with 63 percent agreeing that freedom is more important than stability, and 34 percent agreeing that stability is more important. However, their perceptions of media freedom in their country are slightly below average. Forty-nine percent feel that the media is free to report the news accurately without bias, compared with 56 percent globally. Views on the performance of different news organisations are divided. South Africans give a relatively negative rating to government or publicly-funded news reporting – 30 percent give a high rating for honesty and accuracy (compared with 39%

globally) and 38 percent give a low rating (compared with 22% globally). In contrast, private, for-profit news organisations are rated as positively as those in other African countries. Sixty-eight percent of South Africans give private news reporting a high performance rating, while only 8 percent consider it poor. However, South Africans voice more concerns about the implications of media ownership than other Africans, with 62 percent agreeing a concentration of private ownership is a major issue “because you often see owners’ political views emerge in the news” and 29 percent disagreeing. Sixty-one percent feel “it is important that people like me have a say in what gets reported in the news”, while 35 percent would rather let news organisations decide on stories.

ASIA

India

Although Indians are not strong advocates of media freedom and are generally satisfied with the accuracy of news reporting in their country, they are in favour of having a say in news reporting decisions.

India is one of only three countries where people who believe stability is more important than press freedom outnumber those who believe freedom is more important. Forty-eight percent of Indians (versus 40% globally) put stability first, while 41 percent (56% globally) put freedom first. A further 11 percent did not answer this question. In terms of its ability to report the news accurately and without bias, the Indian media is perceived as freer than that of almost any other nation in the survey. Seventy-two percent of Indians give a high freedom rating, compared with 56 percent worldwide. Only 10 percent give a low freedom rating, compared with 19 percent globally. Indians are more positive about the accuracy and honesty of government or publicly-funded news reporting than any other country surveyed. Fifty-seven percent of Indians give a “good” performance rating to public news organisations, compared with 39 percent globally. Private, for-profit news organisations are viewed more favourably, with 64 percent rating their performance “good” (versus 43% globally), although this is slightly less positive than the response in Africa. Fifty-seven percent of Indians agree that growing consolidation of private media ownership is a major issue “because you often see owners’ political views emerge in the news”, while only 30 percent agree with the opposing view that “media owners do not interfere with the news content” (14% did not answer). Fifty-five percent think “it is important that people like me have a say in what gets reported in the news”, while 33 percent think “decisions as to which stories get reported in the news are best left to news organisations”, with a further 12 percent unable to answer.

Singapore

Fewer Singaporeans consider their media as “free” than any other nationality. They do not express strong views on the accuracy and honesty of news reporting in their country and are divided on many issues concerning media freedom.

Singapore is one of three countries, along with India and Russia, where those who believe stability is more important than press freedom outnumber those who believe in freedom first. Fifty percent of Singaporeans (versus 40% globally) agree that controls on the media are sometimes needed to preserve stability, while 42 percent (56% globally) agree that press freedom is non-negotiable. The media in Singapore is perceived as less free than in any other country surveyed – only 36 percent give a high freedom rating, compared with 56 percent overall. However, views seem anodyne rather than strongly negative, as 32 percent give a mid-point rating that is neither free nor not free, compared with 22 percent globally. Views on the performance of news organisations are not particularly strong. Forty-two percent of Singaporeans (versus 39% globally) give a “good job” rating to government or publicly-funded media, in terms of the accuracy and honesty of their news reporting. A

further 43 percent give an average rating. Perceptions of private news organisations are even more neutral, with nearly half the population (49%) giving an average rating. People in Singapore are divided on the issue of growing concentration of private media ownership. Fifty-one percent agree that “ownership is a major issue because you often see owners’ political views emerge in the news”, while 34 percent do not think ownership is an issue “because media owners do not interfere with the news content”, and a further 15 percent did not answer. Views are also divided between 47 percent who think “it is important that people like mw have a say in what gets reported in the news” and 44 percent who think “decisions as to which stories get reported in the news are best left to news organisations”.

Methodology

Country	Sample Size	Field Date	Sample Frame	Survey Methodology	Type of Sample
Brazil	1,500	Oct 01 – 12, 2007	18-60	Telephone	National ¹
Egypt	504	Oct 22-27, 2007	18+	Face-to-face	Urban ²
Germany	1,000	Oct 25 - Nov 04, 2007	14+	Telephone	National
Great Britain	1,003	Oct 12-14, 2007	18+	Telephone	National
India	1,014	Oct 18-31, 2007	15-64	Face-to-face	Urban ³
Kenya	500	Oct 28 - Nov 07, 2007	18+	Face-to-face	National
Mexico	500	Oct 27-31, 2007	18+	Face-to-face	National
Nigeria	1,000	Nov 13-21, 2007	18+	Face-to-face	National
Russia	797	October 12-22, 2007	18+	Face-to-face	National
Singapore	1,011	Oct 18-31, 2007	15-64	Telephone	National
South Africa	504	Oct 04-30, 2007	18+	Telephone	Urban ⁴
UAE	505	Oct 21 – Nov 02, 2007	18-55	Face-to-face	Urban ⁵
USA	1,006	Nov 13-15, 2007	18+	Telephone	National
Venezuela	500	Oct 18 - Nov 3, 2007	18+	Face-to-face	Urban ⁶

¹ In Brazil the survey was conducted in Belo Horizonte, Campinas, Curitiba, Fortaleza, Porto Alegre, Recife, Ribeirão Preto, Rio de Janeiro, Salvador, Santos, São José dos Campos and São Paulo, representing 17% of the total national adult population.

² In Egypt the survey was conducted in urban areas of Alexandria, Cairo, Giza, and Shobra Al Khema, representing 21% of the total national adult population.

³ In India the survey was conducted in Chennai, Delhi, Kolkata, and Mumbai, representing 3% of the total national adult population.

⁴ In South Africa the survey was conducted in Cape Town, Durban, and Johannesburg, representing 19% of the total national adult population.

⁵ In UAE the survey was conducted in Abu Dhabi, Dubai, and Sharjah, representing 61% of the total national adult population.

⁶ In Venezuela the survey was conducted in urban areas of Barcelona, Barquisimeto, Caracas, Maracaibo, Puerto La Cruz, San Cristobal, and Valencia, representing 36% of the total national adult population.

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