NATIONAL STUDY OF MEDIA CONSUMPTION IN UZBEKISTAN



ABOUT THIS PUBLICATION

National Study of Media Consumption in Uzbekistan

Analytical report on the findings of a public opinion survey

LEAD ORGANISATION	Public Foundation for Support and Development of National Mass Media
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FIELDWORK AND ANALYSIS	Republican Center for the Study of Public Opinion “Ijtimoiy Fikr”
FIELDWORK DATES	8–19 September 2026
SAMPLE	1,411 respondents aged 18 and over; all 14 regions of Uzbekistan; urban and rural areas
METHOD	face-to-face interviews at respondents’ homes using a single standardised questionnaire

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Tashkent, 2026

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Research aim and objectives

This research aims to examine the characteristics of media consumption in Uzbekistan.

Its objectives are as follows:

1. to examine the main channels through which the population obtains information, and how often and in what ways they are used;
2. to determine the level of public trust in various sources of information;
3. to identify the main purposes and motives for which people turn to different media, as well as their preferences regarding the format and content of information;
4. to analyse how media consumption varies with respondents' socio-demographic characteristics;
5. to examine public assessments of the quality of the media's work and to identify the most pressing problems in their activities and in the dissemination of information;
6. to identify the information needs of different population groups;
7. to examine respondents' experience of encountering other risks of the digital information environment;
8. to summarise the findings and identify the main trends in media consumption among the population of Uzbekistan.

About the survey

FIELDWORK
8–19 Sept
2026

RESPONDENTS
1,411
people interviewed

AGE
18+
adults aged 18 and over

COVERAGE
14 regions
all regions of Uzbekistan

1 Gender

49.9% men

50.1% women

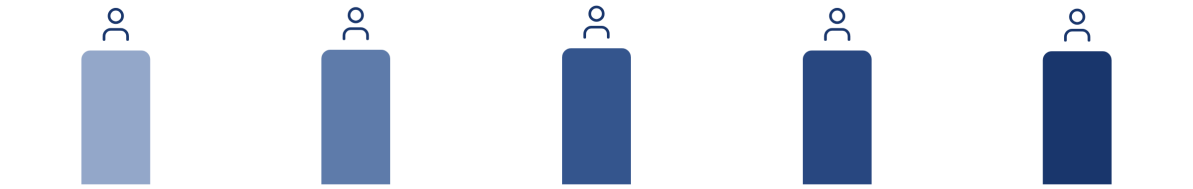
2 Type of settlement

53.9% urban residents



46.1% rural residents

3 Age structure



18–24	25–34	35–44	45–54	55+
19.9%	20.1%	20.3%	19.9%	19.8%

4 Methodology

Method and sample

The public opinion survey was conducted from 8 to 19 September 2026 through face-to-face interviews at respondents' homes. Representativeness was ensured by a multistage stratified sample with random selection of districts, settlements, mahallas, households and respondents.

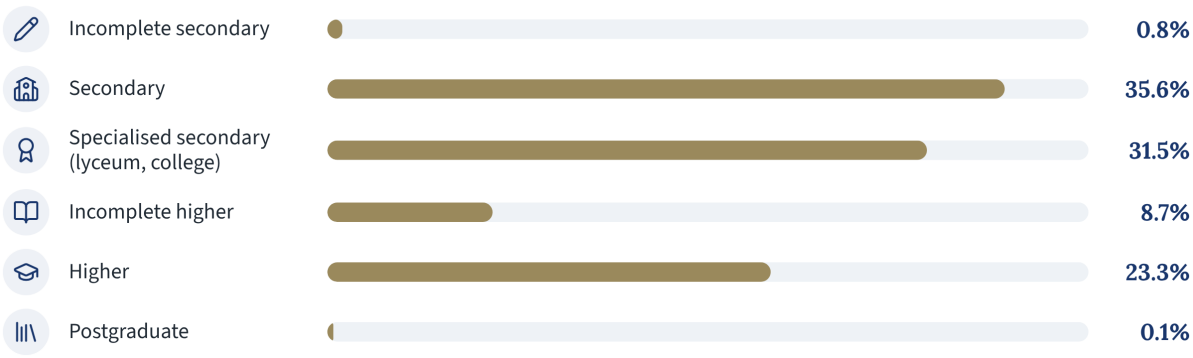
Section A. Sample structure

1 Distribution by region

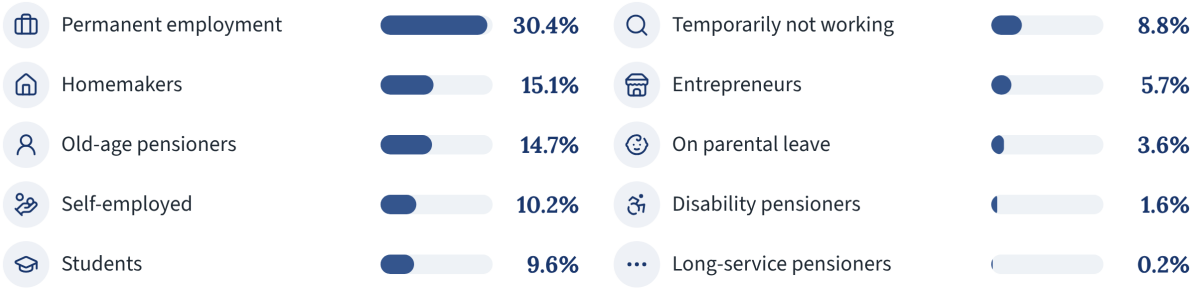
Republic of Karakalpakstan	7.1%	Samarkand region	7.2%
Andijan region	7.2%	Surkhandarya region	7.1%
Bukhara region	7.2%	Syrdarya region	7.1%
Jizzakh region	7.1%	Tashkent region	7.2%
Kashkadarya region	7.2%	Fergana region	7.2%
Navoi region	7.2%	Khorezm region	7.1%
Namangan region	7.1%	Tashkent city	7.2%

The sample was allocated evenly across the regions.

2 Level of education



3 Occupation



Data were collected through face-to-face interviews at respondents' homes using a single standardised questionnaire.

Foreword

Science and knowledge should drive the course of progress. The Public Foundation for Support and Development of National Mass Media has adhered to this principle since its founding in 2019.

Over these years, our team has organised dozens of training sessions for journalists, bloggers, and press service staff. We have carried out numerous projects together with international organisations and technology companies. We have analysed the development of the media sphere alongside its main beneficiaries (journalists, editors, and bloggers) as well as with experts in the field. We have held a number of conferences, including international ones, where we contributed to the knowledge exchange and the development of the media sector.

Today, we are pleased to present the result of our latest project, which we hope will serve as a practical guide in your daily work: a study of media consumption in Uzbekistan.

For the media sphere, media consumption data is as important as a census is for an entire country. We believe that effective content distribution requires a deep understanding of one's audience, because quality interaction and engagement with that audience directly affect trust in the media and the financial sustainability of media organisations. In other words, it is important to know who prefers to watch, listen to, and read what, and where and when. One-way broadcasting is broadcasting into the void.

The report you are holding is the first study of its kind, offering a deeper understanding of the media consumption habits of Uzbekistan's population. It is fair to say that we are lifting the veil on people's everyday behaviour when their attention is focused on the screens of mobile phones, televisions, and computers, as well as on newspapers and radio.

Our partners at the Republican Public Opinion Research Center "Ijtimoiy Fikr" helped us collect the data, organising a face-to-face survey of the population in all regions of Uzbekistan, including rural areas. In this sense, our study has been truly pioneering work. We developed the study's methodology and questionnaire jointly with Ijtimoiy Fikr.

We are also deeply grateful to our partners at the Delegation of the European Union to Uzbekistan for their financial support, and to the Center for the Production of Content for Mass Media under the Administration of the President of the Republic of Uzbekistan for their administrative assistance. We are pleased that all participants in the project shared the goals and values of the Mass Media Foundation.

The second leg of the project will be a series of training sessions in six regions of Uzbekistan. Together with journalists, bloggers, and press service staff, we will discuss the most effective mechanisms for strengthening the financial sustainability of media outlets.

In the future, we would like the study of media consumption in Uzbekistan to become systematic, with research into the population's habits becoming ever deeper and covering new aspects. We urge the heads of national media outlets to conduct high-quality surveys of their own audiences. The key to the growth of your media lies in the loyalty of your audience.

Sincerely,

The Mass Media Foundation Team

Executive summary

General trends in media consumption

As digital technologies develop rapidly and the information space is transformed, it has become particularly important to study people's media consumption, their information interests and preferences, and how far they trust different sources of information. This sociological survey sets out to give a comprehensive picture of how traditional and digital media are used in Uzbekistan, including television, radio, print and online publications, social networks and Telegram channels. Particular attention is paid to socio-demographic and geographical differences in media consumption, to the demand for different information resources, to the key problems of the information environment and to public expectations regarding the quality, reliability, objectivity and accessibility of the information disseminated. The findings make it possible to identify the main trends in media consumption and the areas in which Uzbekistan's information and communication environment can be improved.

The survey results point to ongoing changes in the structure of media consumption in Uzbekistan: digital information platforms are playing a growing role, while traditional media remain significant. Television continues to hold an important place in how people obtain information, whereas social networks and Telegram are becoming an integral part of their everyday routines for getting news, communicating and finding the information they need. At the same time, there are marked differences by age, gender and region in the choice of sources, the intensity of their use and thematic preferences. Younger respondents rely mainly on digital platforms and short formats, whereas older respondents turn more often to traditional media. Whatever channels they use, respondents' information interests centre on events in the country and the world, ongoing reforms, the work of government bodies, education, healthcare, employment and other areas that directly affect people's daily lives.

People are mainly interested in events related to state governing, ongoing reforms, education, science, healthcare, employment and current developments in society. The survey revealed a variety of preferences regarding media formats: alongside traditional news programmes and in-depth analysis, short news items, news digests, entertainment programmes and short videos (reels) are also popular. This indicates public demand both for timely, concise information and for substantive analytical content.

In the public's view, the role of the media lies primarily in informing the population about current events, shaping public opinion and facilitating interaction between the state and citizens. Trust in different sources of information varies by age, reflecting differences in media preferences and in the ways people obtain news.

Overall, the public's assessment of the media sphere is predominantly positive as regards the level of freedom of speech, media independence and the conditions for journalists' professional work in Uzbekistan. At the same time, the most pressing problems identified by respondents include the spread of unreliable information, insufficient objectivity and impartiality in the coverage of events, limited transparency of government bodies and journalists' difficulties in accessing information. The spread of false or misleading information is most often associated with the digital environment, above all with YouTube and video blogs, Telegram channels, social networks and online publications.

In respondents' view, the main ways to improve the work of the media involve greater reliability, objectivity and timeliness of coverage, more rigorous fact-checking, the development of analytical journalism and the presentation of a range of viewpoints. Particular importance is attached to improving journalists' professional training, expanding access to information held by government bodies, strengthening legal guarantees of freedom of speech and media independence, and increasing accountability for spreading unreliable information.

The findings point to a transformation of media consumption in Uzbekistan, with digital information platforms playing a growing role while traditional media retain their importance. Against a background of diverse information preferences and age differences in the choice of news sources, there is a steady public demand for reliable, objective, timely and substantive information, as well as for higher professional standards in journalism and greater trust in the media.

Television

Television remains important as a source of information and entertainment. According to the survey, 67.5% of respondents watch television content, while 32.5% do not use this source. Viewing varies markedly by age: older respondents are more likely than younger ones to watch television. On weekdays the most common viewing time is between 30 minutes and two hours, and at weekends between one and two hours. Urban residents are slightly more likely to report longer viewing times.

The home remains the main place for watching television content, but the ways of accessing it vary with age. Younger respondents make more active use of smartphones, tablets and online platforms, including for watching individual reports and programmes away from home. When choosing what to watch, respondents mostly either switch between channels in search of something interesting or select specific programmes in advance. This shows that traditional patterns of television viewing coexist with modern digital ways of consuming television content.

National TV channels lead television preferences, with Milliy TV, O‘zbekiston 24, Zo‘r TV and Sevimli TV the most watched. Channel choice varies by socio-demographic group: men more often watch sports channels and women Milliy TV and Sevimli TV, while older respondents show

greater interest in O‘zbekiston 24. The most important criteria for choosing a TV channel are interesting programmes, up-to-date news and suitability for family viewing.

News remains the most popular type of television content across population groups. Thematic preferences nevertheless differ: men more often choose sports, news and current affairs, and history and culture programmes, while women more often choose programmes on family and health, domestic films and series, and children’s content. Older respondents show greater interest in educational programmes and domestic cinema, whereas younger respondents pay more attention to the reliability of information, interviews and discussion programmes.

O‘zbekiston 24 leads in trust ratings for TV channels, maintaining a high level of trust among respondents of different genders, ages and regions. There are, however, differences by age and region: younger respondents more often name Zo‘r TV and Milliy TV, and older respondents O‘zbekiston and Mahalla. By region, Milliy TV is in demand in Samarkand region, Yoshlar in the Republic of Karakalpakstan, and Zo‘r TV and Sevimli TV in Tashkent region and several other regions.

According to respondents, the main problems with television content are monotonous and repetitive programming, excessive advertising and the quality of domestic films and series. Men more often note a lack of analytical programmes, reliable information and diversity of opinion, while women point to the need for better children’s and youth programmes, less advertising and higher-quality domestic cinema. Rural residents more often call for more educational content, more varied television programming and coverage of life in the regions.

Respondents see the priorities for improving television broadcasting as higher quality and greater diversity of content, the development of news and analytical, educational and children’s programming, less advertising, the presentation of different viewpoints and broader coverage of the population’s pressing socio-economic problems. Particular importance is attached to the reliability of information, the topicality of the events covered and the extent to which programmes meet the interests of different groups of viewers.

The findings show that television retains a significant role in Uzbekistan’s information space even as digital forms of media consumption expand. The television audience differs by age, gender and region in its choice of channels, thematic preferences and viewing formats. While national TV channels and news content remain consistently popular and O‘zbekiston 24 leads in trust ratings, a public demand is emerging for higher-quality, more reliable and more diverse television programmes, for the development of analytical and educational broadcasting, and for fuller coverage of the population’s pressing problems and interests.

Radio

Radio occupies a relatively limited place in media consumption. According to the survey, 21.9% of respondents listen to radio programmes, while 78.1% do not use this source. Listening varies by socio-demographic group: men listen to the radio more often than women. The share of radio listeners is highest among respondents aged 35–44 (26.9%) and lowest among 18–24-year-olds (16.7%).

Radio listening is mainly tied to everyday activities and follows a distinct daily pattern. Most listening takes place in the morning, mainly before 12:00, although some activity continues in the evening. Among respondents aged 35–44 who listen to the radio, 58.4% tune in several times a day, while among listeners over 55, 51.7% prefer the morning. The home and the car remain the main places for listening. Women and older respondents more often listen at home, whereas men and respondents aged 25–44 tend to listen during car journeys. Radio also accompanies household chores and leisure, which shows that it is part of listeners' everyday routines.

Preferences for radio stations vary by respondents' gender and age. The most frequently mentioned stations are Vodiy Sadosi, Yoshlar, Mahalla and O'zbekiston 24. Vodiy Sadosi is named by 38.2% of respondents; Yoshlar and Mahalla are particularly popular among women and older respondents, while O'zbekiston 24 stands out among younger listeners. These differences reflect the varied preferences of the radio audience and the importance of programme content for particular socio-demographic groups.

The main factors in choosing a radio station are its music and up-to-date news. The music format attracts 64.4% of radio listeners, up-to-date news 42.7%, frequent airplay of favourite songs and artists 38.5%, and reliable and useful information 26.2%. Preferences differ by age: 74.5% of listeners aged 18–24 cite the music format, while the oldest age group more often mentions up-to-date news (53.4%) and the chance to hear favourite artists (50.0%). This reflects the combination of radio's entertainment and information functions, with individual formats mattering to different degrees for different age groups.

The way radio content is consumed combines deliberate and background listening. Among radio listeners, 42.1% prefer to listen attentively to selected programmes, 21.4% follow particular segments, and 18.8% switch between stations in search of something interesting. Radio is also used during household chores (41.4%) and leisure (30.7%), reflecting its ability to accompany everyday activities without requiring constant visual attention.

The findings show that radio still has a place in media consumption in Uzbekistan, despite its relatively limited reach. Radio listening differs by age and gender, takes place mainly in the morning and is closely linked to everyday activities. The radio audience's preferences centre on music programmes and up-to-date news: younger listeners are more oriented towards entertainment, while older listeners look for a combination of music and information. The results indicate

that radio remains a supplementary source of information and entertainment, in demand among certain socio-demographic groups and in particular everyday situations.

Print and online press

The print and online press occupies a relatively limited place in media consumption. According to the survey, 28.3% of respondents use these sources, while 71.7% do not read print or online publications. Among readers, 38.8% prefer the electronic format only, 32.6% print only, and 28.6% use both. The choice of format varies with age, reflecting differences in media preferences between population groups.

Reading the press is a regular activity, mostly done at home. Most readers (55.9%) read print or online publications daily, with 34.8% doing so several times a day. The home remains the main place for reading (80.5%), and the evening hours from 18:00 to 24:00 are the most common reading time. On weekdays, 71.9% of readers spend no more than an hour on the press, while at weekends reading time increases. Print publications are obtained mainly through retail sales and subscriptions, and online publications are accessed via mobile apps (58%), Telegram channels (37.2%), publications' websites (31.6%) and social networks (31.2%).

Readers' interests centre mainly on events in the country and the world and on topical, socially significant issues. The greatest interest is in news from Uzbekistan (57.4%), international events (43.4%), education and science (34.3%), healthcare (27.3%), and politics and the work of government bodies (24.8%). There are gender differences: men are more interested in politics and national news, women in health, education and family.

Several leading print and online publications stand out in readers' preferences. Among print publications, the most popular are "Xalq so'zi" (38.9%), "Yangi O'zbekiston" (37.7%) and "Mahalla" (28.7%), while Kun.uz (74.7%), Daryo.uz (43.5%) and Qalampir.uz (36.8%) lead among online publications. The results point to differences in preferences between readers of the traditional and digital press, while interest in socio-political and current news persists.

The key criteria for choosing print and online publications are the objectivity and reliability of the information published. Objective coverage of events is cited by 50.4% of readers, and trust in the source of information by 50.1%. Also important are prompt publication of news (30.3%), accessible and clear presentation (24.6%), relevance to personal interests (22.1%) and the practical usefulness of information (19%). This shows that readers value not only topical and timely publications but also the quality of their content.

The main problems with the print and online press relate to a lack of depth in the coverage of socially significant issues. Among the most sought-after but underrepresented types of content, respondents mention open discussion of pressing social problems (31.8%), objective and reliable news (30.1%), in-depth analytical articles (29.1%), coverage of citizens' everyday problems

(24.3%), investigative journalism (20.6%) and fact-checking articles (20.1%). These data reflect readers' demand for more substantive, analytical and socially oriented journalism.

Respondents see the priorities for improving the print and online press as more objective and comprehensive coverage of events (43.1%), greater attention to the problems and needs of the population (34.6%), faster publication of news (31.6%) and a wider range of opinions and viewpoints (20.3%). Developing analytical materials, investigative journalism and fact-checking practices is becoming particularly important, as these help to raise the quality of publications and strengthen readers' trust.

The findings indicate that the print and online press reaches a relatively limited share of the population but is read fairly regularly by its audience. While electronic formats are gradually expanding, demand for traditional print publications persists. The main factors in choosing sources are objectivity, reliability and timeliness, while the key public demand is for more in-depth analytical coverage of events, open discussion of pressing problems, a wider diversity of opinions and greater attention to citizens' everyday needs.

Social networks

Social networks occupy a significant place in media consumption. According to the survey, 64.8% of respondents use social networks, while 35.2% do not. Use is highest among 18–24-year-olds (84%) and 25–34-year-olds (77.5%), compared with 38.4% among those aged 55 and over. By region, use of social networks is highest in Andijan (88.1%), Khorezm (82%) and Samarkand (80.2%) regions. These results point to marked differences in digital media consumption by age and region.

Instagram dominates social network users' preferences: it is used by 92.7% of the surveyed audience, while Facebook is used by 28.2% and TikTok by 14.2%. Moreover, 87.2% of users name Instagram as the platform they use most often. The main reasons for choosing a social network are interesting content (49.9%), the opportunity to communicate with relatives and friends (44.2%), quick access to news (40.7%) and ease of use (30.9%). This reflects how social platforms combine information, communication and entertainment functions.

Social networks are used intensively and regularly. Most users (81.3%) access them several times a day, mainly in the evening, from 21:00 to 24:00 (50.8%) and from 18:00 to 21:00 (40%). The home remains the main place of use (75%). On weekdays the most common time spent on social networks is between 30 minutes and two hours, while at weekends the share of users spending three hours or more rises from 8.9% to 21.3%. These data show that social networks are firmly embedded in people's daily lives.

Social networks are used mainly to obtain information and maintain social ties. Users most often turn to them for news (62.5%), communication with relatives and friends (57.3%), learning

(38.4%), entertainment (35.7%), viewing photos and videos (32.3%), and work and professional development (27.4%). Targeted searches for specific information (61.9%) and browsing the news feed (51%) predominate. Users mostly follow relatives, friends and acquaintances (68%), colleagues and people in their immediate social circle (40.5%), and news and information outlets (23.9%).

Users' key information needs concern the reliability, objectivity and substance of published content. Among the types of content they find lacking are verified news (37.5%), objective coverage of events (31.6%), in-depth analytical materials (24.5%) and accessible explanations of complex social issues (17.9%). This points to the audience's need not only for timely information but also for higher quality, greater reliability and more analytical depth.

The main problems on social networks are the spread of unreliable information and threats to digital security. Almost half of users have encountered fake news and unreliable information (48.7%), and more than a third fraud and attempts to trick them out of money (34%). Other common problems include intrusive advertising (31.9%), suspicious links and malicious files (24.9%) and attempts to hack their accounts (24.2%). These results highlight the need to improve the population's digital literacy, develop skills in critically assessing information and strengthen mechanisms for protecting users in the digital environment.

The data point to the significant role that social networks play in how people in Uzbekistan, especially young people, obtain information and communicate. Their use is highly regular and clearly dominated by Instagram, and it serves a combination of information, educational, entertainment and professional purposes. At the same time, the growth of digital media consumption is accompanied by public demand for more reliable and objective content, high-quality analytical material and stronger digital security. These findings underline the importance of fostering a culture of responsible social media use, improving media literacy and protecting users from information and cyber threats.

Telegram

Telegram plays a significant part in respondents' everyday information and communication activities. The platform is used very regularly: 85.3% of users access it several times a day, mainly in the evening, from 18:00 to 21:00 (43.3%) and from 21:00 to 24:00 (41.9%). The home remains the main place of use (72%). These results show that Telegram is firmly embedded in people's everyday routines for obtaining information, communicating and handling various tasks.

Telegram users' information preferences focus mainly on news and socially significant topics. The most popular are channels covering news from Uzbekistan (55.2%) and international events (27.1%), channels of educational institutions (22.4%), and those of local authorities and mahallas (21.2%). There are gender differences: women are more interested in education, health and

family, while men are more interested in international news, sport, business and information from official state institutions. This reflects the diversity of the audience's interests and the demand for Telegram as a source of up-to-date information.

The main problems with Telegram are the spread of unreliable information and information overload. Respondents most often mention unverified or false information (35.1%), intrusive advertising and spam (31.6%) and excessively frequent notifications (26.9%). Users also face threats to digital security, including fraudulent messages and offers (24.4%) and fake online shops and seller accounts (23.2%). These data point to information risks that can hinder safe and effective use of the platform.

The nature of these problems varies by socio-demographic group and place of residence. Younger users more often report malicious files, fake accounts and being added to groups without their consent. Men are slightly more likely to encounter unreliable information and certain digital threats, and women to be added to groups without their consent and to come across fake online shops. Complaints about intrusive advertising and fraudulent messages are more pronounced among rural residents. By region, unreliable information is reported more often by respondents in the Republic of Karakalpakstan and Surkhandarya region, and intrusive advertising by those in Fergana, Namangan and Samarkand regions.

The priorities for improving the quality and safety of Telegram use lie in developing the population's digital and media literacy and building skills in assessing information critically, checking primary sources and recognising fraudulent messages. It is particularly important to raise users' awareness of how to protect their personal data and interact safely with digital resources, and to take age, gender and regional differences into account when designing relevant awareness-raising and educational activities.

The results point to very intensive use of Telegram among respondents and to its important role in obtaining news and socially relevant information and in everyday communication. At the same time, the platform's popularity is accompanied by information and digital risks, above all unreliable information, intrusive advertising and fraudulent messages. These features underline the need to improve the quality of the information environment, strengthen digital security and develop media literacy, taking into account differences in the experience of users from different socio-demographic groups and regions.

Overall conclusion

At the same time, the survey found that the reliability, objectivity, timeliness and substantive quality of the information disseminated remain the public's key demands in the information sphere. Respondents point to the need for more in-depth analytical coverage of socially significant

events, open discussion of the population's pressing problems, the presentation of different viewpoints and higher professional standards in journalism. The spread of unreliable information, fraud and the safety of digital platform users are issues of particular concern. The findings underline the importance of developing the national information space in a comprehensive way, improving the work of traditional and digital media, strengthening trust in sources of information, raising media literacy and creating a safe information environment. Taking into account the socio-demographic and geographical patterns of media consumption identified in the survey will make it possible to set information policy priorities in a more targeted way and to make interaction between the state, the media and society more effective.



Section B. General questions about the media and media consumption

50.4%
follow national news regularly
Figure 1

51.6%
get news from Telegram channels
Table 4

44.3%
trust television most
Table 23

Both globally and nationally, attention is being paid to developing the information space, ensuring media freedom and improving the quality of information available to the public. This is because the media are one of the most important institutions of modern society, performing informational, educational, communicative and public oversight functions.

The international framework for the development of the media sphere is built on approaches to understanding the mass media and their freedom, freedom of expression, media literacy and the protection of journalists[1].

The Republic of Uzbekistan's systematic approach to developing the information sphere is reflected, on the one hand, in improvements to the legal and institutional framework for implementing information policy and, on the other, in expanding guarantees of media freedom, ensuring citizens' access to information and making government bodies more open. At the legislative level, the sphere is regulated primarily by the Laws of the Republic of Uzbekistan "On Mass Media", "On

[1] UNESCO. 2025. Journalism: Shaping a World at Peace. World Trends in Freedom of Expression and Media Development, Global Report 2022/2025. Paris: UNESCO; Guidelines for the Governance of Digital Platforms: Safeguarding Freedom of Expression and Access to Information through a Multi-stakeholder Approach. UNESCO, 2023. 57 pp.; Grizzle, A., Wilson, C., Tuazon, R. et al. Think Critically, Click Wisely! UNESCO Media and Information Literacy Curriculum for Educators and Learners. UNESCO, 2021. 476 pp.

Guarantees and Freedom of Access to Information", "On Informatization", "On Telecommunications", "On the Protection of the Professional Activity of Journalists", "On Copyright and Related Rights", "On Personal Data" and "On Cybersecurity"[2]. State policy in the information sphere is governed by a system of legal and regulatory acts and implemented by the authorised government bodies within their remit.

In the context of Uzbekistan's information policy, technological and social changes are shaping a new media environment in the country. Today's media environment is characterised by the coexistence of traditional and digital media, the growing role of online platforms, social networks and messaging apps, and an increase in the number of channels through which people can receive information of public interest, news, and educational and entertainment content. A characteristic feature is the audience's desire to control the information flow and to choose sources, programmes and news as they wish.

Changes in the media environment naturally shape changes in state information policy, give rise to new ethical requirements for the functioning of the media and for the way journalists carry out their professional work, and influence audience behaviour.

Today the media are a key channel through which the public learns about social, political, economic and cultural events. Patterns of media consumption reflect not only the availability of different sources of information, but also established information preferences, everyday habits and the audience's level of trust in particular communication channels.

The structure and content of media consumption are not fixed: they change under the influence of technological and social developments. In particular, the spread of digital technologies has widened the range of information channels in use and altered established media consumption practices. In this context, there is a growing need to study the population's current media consumption practices, their main characteristics and audience attitudes towards different media.

The results of the study of public opinion on the media and of the specific features of media consumption were analysed using the following selected indicators:

1) regularity of citizens' interest in news about the country;
2) sources of news about the country and reasons for using them;
3) thematic focus of citizens' interest in media news;
4) format and language of information in the media;
5) assessment of the development of the media in the country and their role;

[2] Law of the Republic of Uzbekistan No. 541-I of 26 December 1997 "On Mass Media" (new edition); Law of the Republic of Uzbekistan No. ZRU-1015 of 27 December 2024 "On Telecommunications"; Law of the Republic of Uzbekistan No. 439-II of 12 December 2002 "On Principles and Guarantees of Freedom of Information"; Law of the Republic of Uzbekistan No. 402-I of 24 April 1997 "On the Protection of the Professional Activity of Journalists".

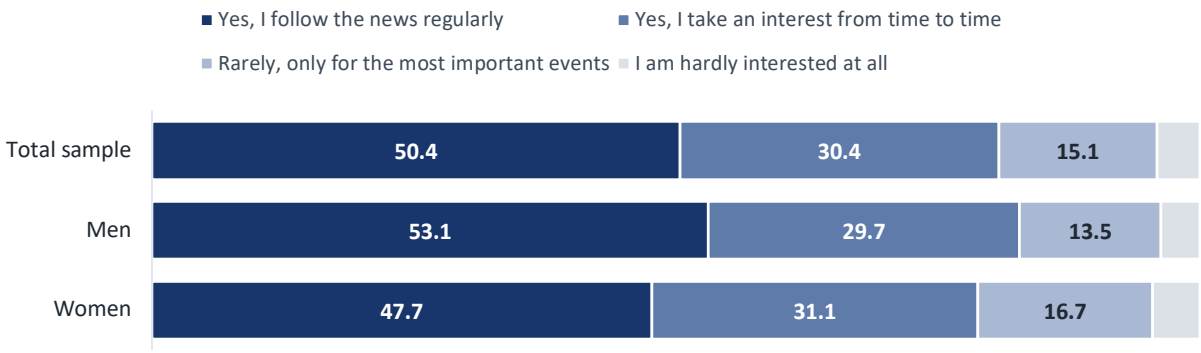
6) level of trust in the media in the country and attitudes towards unreliable and false information;

7) assessment of media performance and of the prospects for their development in the country.

B.1 Regularity of citizens' interest in news about the country

The survey found that half of respondents (50.4%) follow news and events in the country regularly, and almost a third (30.4%) do so from time to time (Figure 1).

Figure 1 **Are you interested in news and events in our country?**
(% of all respondents, total and by gender)



Men are slightly more likely than women to follow news and events in the country regularly (53.1% and 47.7% respectively). Regular interest in news about events in the country increases with age, from 43.1% of 18–24-year-olds to 56.3% of those aged 55 and over (*Table 1*).

Some respondents follow news and events in the country only rarely (15.1%) or show practically no interest in them (4.1%) (*Figure 1*). Interest in news and events in the country declines with age. For example, 21% of 18–24-year-olds and 10.4% of respondents aged 55 and over take an interest in the news rarely, and only in important events (*Table 1*).

Table 1 **Are you interested in news and events in our country?**
(% of respondents, by age)

	Yes, I follow the news regularly	Yes, I take an interest from time to time	Rarely, only for the most important events	I am hardly interested at all
18–24	43.1	29.9	21.0	6.0
25–34	50.7	29.6	15.1	4.6
35–44	52.8	29.4	12.9	4.9
45–54	49.1	33.5	16.0	1.4
55+	56.3	29.7	10.4	3.6

By region, regular interest in news and events in the country is more common among respondents from Bukhara (65.3%), Navoi (72.3%), Fergana (59.8%) and Khorezm (64%) regions than in the sample as a whole.

Table 2 **Are you interested in news and events in our country?**
(% by region and type of settlement)

	Yes, I follow the news regularly	Yes, I take an interest from time to time	Rarely, only for the most important events	I am hardly interested at all
REGION				
Tashkent city	43.1	29.4	21.6	5.9
Republic of Karakalpakstan	35.0	41.0	21.0	3.0
Andijan region	53.5	33.7	11.9	1.0
Bukhara region	65.3	15.8	13.9	5.0
Jizzakh region	44.0	37.0	13.0	6.0
Kashkadarya region	38.2	38.2	20.6	2.9
Navoi region	72.3	16.8	7.9	3.0
Namangan region	48.0	30.0	18.0	4.0
Samarkand region	43.6	41.6	10.9	4.0
Surkhandarya region	50.0	34.0	9.0	7.0
Syrdarya region	45.0	40.0	14.0	1.0
Tashkent region	43.6	27.7	22.8	5.9
Fergana region	59.8	19.6	14.7	5.9
Khorezm region	64.0	21.0	12.0	3.0
TYPE OF SETTLEMENT				
Urban	53.2	27.0	15.1	4.7
Rural	47.2	34.4	15.1	3.4

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

A fairly high level of engagement with the national news agenda, whether regular or occasional, is characteristic of residents of Andijan (87.2%), Navoi (89.1%), Samarkand (85.2%), Syrdarya (85%) and Khorezm (85%) regions (*Table 2*).

Regular interest in news and events in the country is more typical of urban respondents (53.2%) than of those living in rural areas (47.2%) (Table 2). However, when regular and occasional interest are combined, urban and rural residents are equally engaged with the news agenda.

By media audience, the share of respondents who follow the news regularly is highest among readers of print and online publications (60.2%) and radio listeners (55%), and slightly lower among users of social networks (50.6%) and Telegram (50.4%) (Table 3). Taken together, regular and occasional interest indicate fairly high engagement with the national news agenda among the audiences of all the media types considered.

Table 3 **Are you interested in news and events in our country?**

(% of those who use each type of media)

	Media used				
	TV	Radio	Print/online press	Social networks	Telegram
Yes, I follow the news regularly	53.9	55.0	60.2	50.6	50.4
Yes, I take an interest from time to time	31.6	29.1	24.6	30.5	30.5
Rarely, only for the most important events	12.7	12.6	14.0	15.6	15.1
I am hardly interested at all	1.8	3.2	1.3	3.3	4.0

KEY TAKEAWAY

Most people in Uzbekistan thus take a regular or occasional interest in the national news agenda. Following the news regularly is most common among men, those aged 55 and over, and users of print and online publications.

B.2 Sources of news about the country and reasons for using them

The leading sources from which respondents usually learn about news, events and incidents in the country are Telegram channels (51.6%), television (44.6%) and social networks (41.6%). About a third of respondents get news via YouTube and video blogs (31.3%) and via online publications and news websites (30.0%). Radio (7.2%), official websites of state bodies (5.9%) and print newspapers and magazines (5.2%) are used as sources of information much less often. Search engines and artificial intelligence tools were named as a source of news by 1.8% of respondents (*Table 4*).

Overall, there are no significant gender differences in the use of information sources (*Table 4*).

The most pronounced differences are found across age groups. The share of respondents using digital sources of information decreases with age. In other words, 18–24-year-olds rely much more heavily than respondents aged 55 and over on Telegram channels (66.2% and 28.3% respectively), social networks (54.4% and 22.9%), YouTube and video blogs (37.7% and 21.1%) and online publications and news websites (36.3% and 19.7%) (*Table 4*).

Table 4 **From which sources do you usually learn about news, events and incidents in our country?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Telegram channels	**51.6**	49.3	53.9	66.2	60.2	55.2	47.7	28.3

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Television	**44.6**	44.7	44.4	23.1	28.5	39.9	54.4	77.4
Social networks	**41.6**	43.2	40.0	54.4	54.6	40.2	35.6	22.9
YouTube and video blogs	**31.3**	30.1	32.5	37.7	37.7	29.4	30.6	21.1
Online publications and news websites	**30.0**	31.5	28.4	36.3	30.6	33.6	29.5	19.7
Radio	**7.2**	10.4	4.1	3.6	6.3	8.4	8.5	9.3
Official government websites	**5.9**	6.5	5.2	7.1	7.4	6.6	3.2	5.0
Print newspapers and magazines	**5.2**	5.5	5.0	1.1	3.2	4.5	6.8	10.8
Search engines and AI	**1.8**	1.8	1.7	4.3	2.5	0.7	0.7	0.7
Hard to say	**0.4**	0.4	0.3	–	0.4	0.3	0.4	0.7

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

The share of respondents who cite television as a source of news rises with age: 23.1% of 18–24-year-olds, 28.5% of 25–34-year-olds, 39.9% of 35–44-year-olds, 54.4% of 45–54-year-olds and 77.4% of survey participants aged 55 and over (*Table 4*).

A similar trend can be seen for radio, which is used somewhat more often by older age groups: by 3.6% of 18–24-year-olds and 9.3% of those aged 55 and over. The age pattern is particularly clear for print newspapers and magazines: respondents aged 55 and over use these sources of information 10 times more often than 18–24-year-olds (10.8% and 1.1% respectively).

By region, respondents from the Republic of Karakalpakstan (72%) and the Samarkand (60.4%) and Fergana (60.8%) regions learn about the news from Telegram channels. Television is more often the preferred source of information among residents of the Republic of Karakalpakstan (59%) and the Namangan (52%), Samarkand (60.4%) and Syrdarya (59%) regions (*Table 5*). Respondents from the Republic of Karakalpakstan (56%) and the Andijan (55.4%) and Samarkand (54.5%) regions are more likely than the sample as a whole to get news about events and incidents in the country from social networks.

YouTube and video blogs are chosen as sources of information by respondents from Andijan region (49.5%), online publications and news websites by those from Tashkent city (42.2%) and Andijan region (47.5%), and radio by those from Khorezm region (17%) (*Table 5*).

Table 5 **From which sources do you usually learn about news, events and incidents in our country?**

*(% by region and type of settlement)**

	Telegram channels	Television	Social networks	YouTube and video blogs	Online publications and news websites	Radio	Official government websites	Print newspapers and magazines	Search engines and AI	Hard to say
REGION										
Tashkent city	50.0	30.4	34.3	27.5	42.2	4.9	3.9	2.9	2.9	1.0
Republic of Karakalpakstan	72.0	59.0	56.0	36.0	19.0	2.0	10.0	4.0	1.0	–
Andijan region	46.5	40.6	55.4	49.5	47.5	10.9	10.9	11.9	3.0	–
Bukhara region	39.6	43.6	37.6	38.6	33.7	8.9	3.0	5.9	6.9	–
Jizzakh region	51.0	47.0	38.0	27.0	19.0	7.0	3.0	7.0	0.0	–
Kashkadarya region	48.0	43.1	29.4	23.5	32.4	6.9	3.9	6.9	2.0	1.0
Navoi region	54.5	46.5	36.6	27.7	30.7	5.9	8.9	7.9	1.0	–
Namangan region	58.0	52.0	36.0	26.0	25.0	3.0	3.0	2.0	2.0	–
Samarkand region	60.4	60.4	54.5	31.7	27.7	9.9	5.9	5.9	1.0	–
Surkhandarya region	45.0	41.0	46.0	33.0	19.0	4.0	1.0	9.0	3.0	1.0
Syrdarya region	43.0	59.0	35.0	31.0	35.0	7.0	7.0	5.0	–	–
Tashkent region	48.5	35.6	31.7	36.6	35.6	8.9	5.0	3.0	–	1.0
Fergana region	60.8	21.6	47.1	18.6	19.6	4.9	11.8	1.0	–	1.0
Khorezm region	45.0	45.0	45.0	32.0	33.0	17.0	5.0	1.0	2.0	–
TYPE OF SETTLEMENT										
Urban	49.3	40.4	43.3	30.7	31.8	5.8	6.1	4.1	2.2	0.4
Rural	54.2	49.5	39.6	32.1	27.8	8.9	5.7	6.6	1.2	0.3

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

An analysis of news sources by type of media used shows that respondents' media consumption is multi-channel: members of each audience turn not only to their usual medium but also to other types of media (*Table 6*). Among TV viewers, for example, television remains the main source of news (60.9%). At the same time, a large part of the TV audience also gets information through Telegram channels (46.8%), social networks (37.9%) and online publications and news websites (30.0%) (*Table 6*). This shows that even the TV audience combines traditional and digital channels.

Among Telegram users, Telegram channels are the most popular source of information (57.2%), followed by social networks (46.0%), television (40.0%), YouTube and video blogs (32.9%) and online publications and news websites (31.9%) (*Table 6*). The Telegram audience is therefore highly involved in the digital information environment, while still turning to traditional sources.

Table 6 **From which sources do you usually learn about news, events and incidents in our country?**

*(% of those who use each type of media)**

	Media used				
	TV	Radio	Print/online press	Social networks	Telegram
Telegram channels	46.8	43.4	48.1	54.9	57.2
Television	60.9	48.2	49.9	36.0	40.0
Social networks	37.9	39.8	43.6	55.8	46.0
YouTube and video blogs	28.6	31.1	31.1	34.9	32.9
Online publications and news websites	30.0	36.9	35.6	36.4	31.9
Radio	8.9	25.6	10.0	7.1	6.3
Official government websites	4.9	7.4	9.5	6.3	6.4
Print newspapers and magazines	6.7	6.1	13.3	3.9	4.9
Search engines and AI	1.3	1.0	2.0	2.2	1.8
Hard to say	–	–	0.5	0.1	0.3

**Respondents could choose up to three answers.*

Among the main factors behind their preference for particular sources of news about events in the country, respondents named the speed at which information is delivered (48.6%), trust in the source (31.3%), availability anytime and anywhere (31%), a convenient presentation format (30.9%) and free access (24.1%) (*Table 7*).

Table 7 **Why do you prefer to use these particular sources of information when getting news about events in our country?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Information is delivered quickly	**48.6**	50.4	46.8	47.3	51.8	51.7	46.3	45.9
Trust in the source	**31.3**	33.8	28.7	35.2	28.9	24.1	35.2	33.0
Available anytime, anywhere	**31.0**	31.8	30.1	32.7	39.8	30.4	32.4	19.4
Convenient presentation format	**30.9**	31.4	30.4	32.4	30.3	32.5	29.5	29.7
Free access	**24.1**	24.0	24.2	27.8	21.8	20.6	24.2	26.2
Information is clearer and easier to take in	**15.8**	15.6	16.0	12.1	13.7	18.9	15.7	18.6
Convenient visual and video formats	**10.4**	8.7	12.2	11.0	8.8	11.5	11.7	9.0
Objective and impartial reporting	**10.4**	10.1	10.7	11.0	10.9	10.5	9.6	10.0
Habit of using this particular source	**9.6**	9.7	9.6	12.5	7.7	7.7	11.4	9.0
Variety of topics and content	**8.7**	6.7	10.7	10.0	9.9	8.4	6.8	8.6
Local information available	**7.9**	6.7	9.2	6.4	7.0	9.4	5.0	11.8

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Information in my preferred language	**7.0**	6.3	7.8	7.1	6.3	9.1	6.8	5.7
Analytical content available	**6.4**	5.7	7.1	7.5	6.3	7.0	4.3	6.8
Access to comments and discussions	**3.6**	3.6	3.7	3.6	3.9	2.8	3.2	4.7
Interesting authors and presenters	**2.6**	1.8	3.4	1.4	2.8	1.7	3.9	3.2
Hard to say	**0.3**	0.1	0.4	–	0.4	–	–	1.1

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

The analysis shows no clear differences between men and women in the reasons they give for their choice of media. Nevertheless, men are slightly more likely than women to prefer particular sources of information because of the speed of delivery (50.4% and 46.8% respectively) and trust in the source (33.8% and 28.7%). Women, for their part, are slightly more likely than men to be guided in their choice of source by the convenience of visual and video formats (12.2% and 8.7%) and the variety of topics and content (10.7% and 6.7%) (*Table 7*).

The older the respondents, the less their choice of information source is guided by its availability anytime and anywhere. For example, respondents aged 55 and over (19.4%) cited availability as a reason for preferring a particular source of information less often than 18–24-year-olds (32.7%), 25–34-year-olds (39.8%), 35–44-year-olds (30.4%) and 45–54-year-olds (32.4%) (*Table 7*).

By region, speed of delivery is a reason for choosing a source of information for respondents from the Republic of Karakalpakstan (54%) and the Andijan (57.4%), Navoi (55.4%), Namangan (57%) and Fergana (59.8%) regions (*Table 8*).

Table 8 **Why do you prefer to use these particular sources of information when getting news about events in our country?**

*(% by region and type of settlement)**

	Information is delivered quickly	Trust in the source	Available anytime, anywhere	Convenient presentation format	Free access	Information is clearer and easier to take in	Convenient visual and video formats	Objective and impartial reporting
REGION								
Tashkent city	44.1	30.4	30.4	24.5	25.5	14.7	16.7	8.8
Republic of Karakalpakstan	54.0	40.0	17.0	37.0	35.0	16.0	12.0	13.0
Andijan region	57.4	27.7	32.7	19.8	28.7	15.8	9.9	14.9
Bukhara region	46.5	22.8	30.7	29.7	25.7	8.9	12.9	10.9

	Information is delivered quickly	Trust in the source	Available anytime, anywhere	Convenient presentation format	Free access	Information is clearer and easier to take in	Convenient visual and video formats	Objective and impartial reporting
Jizzakh region	42.0	31.0	28.0	34.0	28.0	20.0	12.0	7.0
Kashkadarya region	44.1	30.4	30.4	40.2	19.6	23.5	6.9	16.7
Navoi region	55.4	22.8	33.7	23.8	22.8	13.9	13.9	14.9
Namangan region	57.0	21.0	37.0	46.0	29.0	21.0	5.0	12.0
Samarkand region	53.5	50.5	30.7	39.6	14.9	23.8	11.9	6.9
Surkhandarya region	43.0	30.0	32.0	26.0	19.0	16.0	5.0	5.0
Syrdarya region	41.0	35.0	26.0	18.0	20.0	10.0	16.0	13.0
Tashkent region	43.6	20.8	30.7	27.7	22.8	15.8	7.9	8.9
Fergana region	59.8	41.2	28.4	43.1	15.7	7.8	5.9	7.8
Khorezm region	39.0	34.0	46.0	23.0	31.0	14.0	10.0	6.0
TYPE OF SETTLEMENT								
Urban	46.4	30.0	32.4	27.1	24.1	14.5	13.4	9.5
Rural	51.2	32.7	29.3	35.3	24.1	17.4	6.9	11.5

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

For residents of the Republic of Karakalpakstan (40%) and Samarkand region (50.5%), trust in a source of information determines whether they choose it for news about events in the country. A convenient presentation format influences the preferences of respondents from the Republic of Karakalpakstan (37%) and the Kashkadarya (40.2%), Namangan (46%) and Samarkand (39.6%) regions.

Availability anytime and anywhere (46%) and free access (31%) are fundamental to the choice of a source of information among respondents from Khorezm region (*Table 8*).

Rural respondents are more likely than urban residents to choose media for the speed of delivery (51.2% and 46.4% respectively) and for convenient presentation (35.3% and 27.1% respectively). Urban residents, on the other hand, are more likely than rural residents to choose media for their convenient visual and video formats (13.4% and 6.9% respectively).

KEY TAKEAWAYS

The survey results thus show that media consumption combines traditional and digital sources of information, with Telegram channels, television and social networks playing the leading role in obtaining news. The choice of news sources varies by age: younger respondents rely mainly on digital channels, whereas older age groups turn to television, radio and print publications considerably more often.

Overall, people in Uzbekistan choose a particular news source above all on the basis of how quickly it delivers information, how much they trust it, how accessible it is and how convenient its format is.

B.3 Thematic focus of citizens' interest in media news

In terms of content, the media information of greatest interest to respondents concerns events in Uzbekistan (56%), international events (40%) and local or regional events (22%) (*Table 9; Annex Table 1*). Respondents focus mainly on issues related to public administration and politics (21.7%), education and science (20.7%) and healthcare (17.6%). They pay attention to coverage of entrepreneurship and employment (12.6%), reforms, laws and government initiatives (11.3%), the economy and finance (9.8%), sport (9.8%), and family and parenting (9.4%).

Topic preferences differ by gender: women are more likely than men to favour information on education and science (26.4% and 14.9% respectively), healthcare (25.2% and 9.9%), and family and parenting (15.7% and 3.1%) (*Table 9*).

The share of respondents most interested in media information about local or regional events rises with age (13.2% of 18–24-year-olds, 16.9% of 25–34-year-olds, 22.7% of 35–44-year-olds, 26.7% of 45–54-year-olds and 30.5% of those aged 55 and over), as does the share most interested in health (15.3%, 16.2%, 16.4%, 19.9% and 20.1% respectively). Younger respondents are more likely than older age groups to show the greatest interest in information on education and science (33.5% of 18–24-year-olds, 22.9% of 25–34-year-olds, 18.2% of 35–44-year-olds, 15.7% of 45–54-year-olds and 13.3% of those aged 55 and over).

Table 9 **What kind of information from the media is of greatest interest to you?**
*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Events in Uzbekistan	**56.0**	57.7	54.3	52.7	57.4	56.6	55.5	57.7
International events	**40.0**	46.4	33.7	41.3	38.4	40.6	38.4	41.6
Local or regional events	**22.0**	25.1	18.8	13.2	16.9	22.7	26.7	30.5
Public administration and politics	**21.7**	24.6	18.8	24.2	22.5	23.4	16.0	22.2
Education and science	**20.7**	14.9	26.4	33.5	22.9	18.2	15.7	13.3
Healthcare	**17.6**	9.9	25.2	15.3	16.2	16.4	19.9	20.1

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Entrepreneurship and employment	**12.6**	12.6	12.6	8.5	15.5	13.3	14.9	10.8
News on reforms, laws and state initiatives	**11.3**	13.1	9.6	8.2	13.0	9.4	12.5	13.6
Economy and finance	**9.8**	10.8	8.8	10.0	7.7	8.7	11.7	10.8
Sport	**9.8**	12.5	7.1	15.7	10.2	9.8	6.4	6.8
Family and parenting	**9.4**	3.1	15.7	3.9	12.3	10.1	10.7	10.0

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

The survey revealed some regional differences in the kind of media information that respondents find most interesting (*Table 10*).

Table 10 **What kind of information from the media is of greatest interest to you?**
*(% by region and type of settlement)**

	Events in Uzbekistan	International events	Local or regional events	Public administration and politics	Education and science	Healthcare	Entrepreneurship and employment	News on reforms, laws and state initiatives
REGION								
Tashkent city	59.8	42.2	20.6	18.6	15.7	10.8	10.8	12.7
Republic of Karakalpakstan	47.0	43.0	25.0	25.0	35.0	15.0	8.0	11.0
Andijan region	66.3	30.7	22.8	23.8	20.8	27.7	14.9	13.9
Bukhara region	52.5	35.6	23.8	16.8	18.8	14.9	12.9	13.9
Jizzakh region	52.0	34.0	25.0	21.0	24.0	25.0	13.0	8.0
Kashkadarya region	55.9	29.4	22.5	18.6	15.7	20.6	11.8	10.8
Navoi region	43.6	38.6	21.8	21.8	23.8	20.8	22.8	10.9
Namangan region	63.0	33.0	19.0	21.0	22.0	16.0	17.0	23.0
Samarkand region	66.3	55.4	25.7	26.7	26.7	13.9	11.9	10.9
Surkhandarya region	59.0	44.0	21.0	27.0	14.0	16.0	8.0	6.0
Syrdarya region	54.0	43.0	23.0	20.0	18.0	16.0	9.0	10.0
Tashkent region	46.5	36.6	15.8	20.8	16.8	19.8	12.9	11.9
Fergana region	60.8	50.0	18.6	25.5	20.6	12.7	11.8	9.8
Khorezm region	57.0	45.0	23.0	17.0	18.0	17.0	12.0	6.0
TYPE OF SETTLEMENT								
Urban	54.7	40.0	19.9	20.8	19.7	18.8	12.2	11.8
Rural	57.5	40.1	24.4	22.7	21.8	16.1	13.1	10.8

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Of the information they receive from the media, respondents from Andijan (66.3%) and Samarkand (66.3%) regions are most interested in events in Uzbekistan. Respondents from Samarkand (55.4%) and Fergana (50%) regions focus more on international events. In the media, residents of the Republic of Karakalpakstan are drawn to education and science (35%), those of Andijan region to healthcare (27.7%), those of Navoi region to entrepreneurship and employment (22.8%), and those of Namangan region to reforms, laws and government initiatives (23%) (*Table 10*).

The survey showed that respondents are most interested in information about Uzbekistan as a whole (69.2%), information at the global level (51.2%) and information at the level of their own mahalla, or local community (44.3%). Information at the level of their region (24.7%) or their district or city (23.9%) attracts less interest. Survey participants also find information about events at the level of Central Asia (23.9%) and CIS countries (9.8%) less interesting (*Table 11*).

Table 11 **Which territorial level of information interests you most?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Uzbekistan as a whole	**69.2**	68.0	70.3	64.4	70.8	69.2	66.2	75.3
World events	**51.2**	50.9	51.6	58.4	55.3	48.3	50.5	43.7
My mahalla	**44.3**	39.9	48.7	34.5	36.6	47.9	47.7	54.8
My region	**24.7**	23.2	26.3	23.1	23.2	27.3	24.9	25.1
My district or town	**23.9**	23.3	24.5	21.7	22.2	19.9	27.4	28.3
Central Asian countries	**23.9**	26.1	21.6	32.7	24.3	22.7	17.4	22.2
CIS countries	**9.8**	12.4	7.2	12.5	10.9	4.9	9.6	11.1
Hard to say	**0.4**	0.4	0.3	0.4	0.7	–	–	0.7

**Respondents could choose more than one answer. Results are ranked by total-sample figures.*

Women are more interested than men in information about their own mahalla (48.7% and 39.9% respectively). This is probably due to women's child-rearing responsibilities and their use of pre-schools, schools and children's leisure services.

The share of respondents most interested in information about their own mahalla rises with age (34.5% of 18–24-year-olds, 36.6% of 25–34-year-olds, 47.9% of 35–44-year-olds, 47.7% of 45–54-year-olds and 54.8% of those aged 55 and over), as does the share most interested in their district or city (21.7%, 22.2%, 19.9%, 27.4% and 28.3% respectively).

This distribution can be explained by the fact that people's spatial mobility often declines with age, and their everyday lives become more concentrated within their area of residence, where the main social infrastructure, familiar routes and social ties are located.

By region, information about Uzbekistan as a whole is of most interest to residents of Andijan (79.2%) and Samarkand (82.2%) regions, and world events to respondents from the Republic of Karakalpakstan (62%) and Andijan region (74.3%) (*Table 12*). Respondents from the Republic of

Karakalpakstan (57%) and the Namangan (58%) and Samarkand (56.4%) regions are more focused on information about their own mahalla.

Table 12 **Which territorial level of information interests you most?**
*(% by region and type of settlement)**

	Uzbekistan as a whole	World events	My mahalla	My region	My district or town	Central Asian countries	CIS countries	Hard to say
REGION								
Tashkent city	56.9	53.9	34.3	6.9	26.5	21.6	7.8	–
Republic of Karakalpakstan	68.0	62.0	57.0	36.0	39.0	38.0	9.0	1.0
Andijan region	79.2	74.3	48.5	38.6	33.7	35.6	20.8	–
Bukhara region	64.4	44.6	38.6	23.8	20.8	24.8	7.9	–
Jizzakh region	66.0	48.0	41.0	21.0	20.0	10.0	12.0	–
Kashkadarya region	74.5	39.2	38.2	27.5	20.6	20.6	5.9	1.0
Navoi region	65.3	43.6	44.6	24.8	25.7	22.8	8.9	–
Namangan region	74.0	50.0	58.0	32.0	25.0	17.0	12.0	–
Samarkand region	82.2	55.4	56.4	31.7	25.7	30.7	21.8	–
Surkhandarya region	69.0	39.0	49.0	21.0	18.0	20.0	5.0	–
Syrdarya region	60.0	48.0	46.0	29.0	17.0	19.0	7.0	1.0
Tashkent region	62.4	49.5	40.6	18.8	28.7	23.8	4.0	–
Fergana region	70.6	54.9	29.4	20.6	18.6	32.4	11.8	–
Khorezm region	76.0	55.0	39.0	15.0	15.0	18.0	3.0	2.0
TYPE OF SETTLEMENT								
Urban	68.2	50.0	40.8	21.4	21.8	23.4	11.2	0.4
Rural	70.4	52.7	48.4	28.6	26.3	24.4	8.1	0.3

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Rural respondents are more interested than urban residents in information about their own mahalla (48.4% and 40.8% respectively), region (28.6% and 21.4%) and district or city (26.3% and 21.8%).

The survey identified the views of people in Uzbekistan on topics about which there is not enough information in the media. Its participants believe that the media lack information on prices, incomes, employment and social support (41.3%) and on the problems and needs of the population (40.6%). Respondents point to insufficient coverage of issues related to healthcare (23%), laws and citizens' rights (22%), public services (18%), education and science (16%), and ecology and the environment (13.6%) (*Table 13*).

Views on missing information differ by gender: women are more likely than men to point to insufficient coverage of health issues (25% and 21% respectively), topics related to young people and their opportunities (16% and 7.7%) and practical information for everyday life (14.7% and 8.1%). Men are more likely than women to feel that the media lack information on the results of state reforms (15.9% and 9.6%) (*Table 13*).

Table 13 **In your opinion, on which topics is there not enough information in the media?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Prices, incomes, employment and social support	**41.3**	40.8	41.9	35.9	43.0	43.0	43.1	41.6
People's problems and needs	**40.6**	41.9	39.3	39.5	38.4	43.4	43.1	38.7
Healthcare	**23.0**	21.0	25.0	14.6	18.0	21.7	26.7	34.4
Laws and citizens' rights	**22.0**	23.0	21.1	21.7	23.6	18.9	22.4	23.7
Public services	**18.0**	18.0	18.0	24.6	20.8	15.7	14.9	14.0
Education and science	**16.0**	14.6	17.4	16.4	15.1	22.4	12.8	13.3
Ecology and the environment	**13.6**	14.6	12.6	13.5	16.9	12.9	11.0	13.6
Results of state reforms	**12.8**	15.9	9.6	16.4	12.7	9.4	14.9	10.4
Life in regions, cities and mahallas	**12.0**	13.5	10.5	18.5	13.7	10.1	9.3	8.2
Young people and their opportunities	**11.8**	7.7	16.0	12.8	9.9	12.9	8.9	14.7
Practical information for everyday life	**11.4**	8.1	14.7	8.5	12.7	12.6	13.5	9.7
International events	**8.9**	7.8	9.9	11.4	9.5	7.0	8.2	8.2
Entrepreneurship and business development	**5.5**	5.5	5.5	7.5	4.9	6.6	5.0	3.6

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

The survey revealed age differences in respondents' views on topics that are insufficiently covered by the media. The share of respondents who noted a lack of information on healthcare rises with age (14.6% of 18–24-year-olds, 18% of 25–34-year-olds, 21.7% of 35–44-year-olds, 26.7% of 45–54-year-olds and 34.4% of those aged 55 and over). Younger respondents were more likely than older age groups to note a lack of information on public services (24.6% of 18–24-year-olds, 20.8% of 25–34-year-olds, 15.7% of 35–44-year-olds, 14.9% of 45–54-year-olds and 14% of those aged 55 and over) and on life in the regions, cities and mahallas (18.5% of 18–24-year-olds, 13.7% of 25–34-year-olds, 10.1% of 35–44-year-olds, 9.3% of 45–54-year-olds and 8.2% of those aged 55 and over) (*Table 13*).

An analysis of respondents' views by region of residence revealed no clear regional preferences regarding the topics on which the media provide too little information. Nevertheless, a lack of coverage of prices, incomes, employment and social support was noted by residents of Jizzakh region (58%); of the problems and needs of the population, by those in Surkhandarya region (50%); of laws and citizens' rights, by those in Andijan region (34.7%); and of ecology and the environment, by those in the Republic of Karakalpakstan (25%) and Bukhara region (22.8%) (*Table 14*).

By type of settlement, rural respondents are slightly more likely than urban ones to think that the media lack information on prices, incomes, employment and social support (43.8% and 39.2% respectively). Urban residents are more likely than rural ones to report a lack of media information on ecology and the environment (15.3% and 11.7%) (*Table 14*).

Table 14 **In your opinion, on which topics is there not enough information in the media?**

*(% by region and type of settlement)**

	Prices, incomes, employment and social support	People's problems and needs	Healthcare	Laws and citizens' rights	Public services	Education and science	Ecology and the environment
REGION							
Tashkent city	40.2	40.2	20.6	23.5	16.7	19.6	17.6
Republic of Karakalpakstan	41.0	41.0	27.0	16.0	24.0	23.0	25.0
Andijan region	49.5	47.5	20.8	34.7	21.8	17.8	10.9
Bukhara region	46.5	33.7	28.7	26.7	14.9	16.8	22.8
Jizzakh region	58.0	42.0	28.0	24.0	21.0	11.0	5.0
Kashkadarya region	28.4	32.4	20.6	13.7	7.8	16.7	10.8
Navoi region	34.7	35.6	20.8	21.8	24.8	15.8	11.9
Namangan region	34.0	35.0	20.0	19.0	23.0	19.0	15.0
Samarkand region	40.6	41.6	26.7	20.8	23.8	19.8	18.8
Surkhandarya region	42.0	50.0	22.0	16.0	16.0	13.0	6.0
Syrdarya region	42.0	39.0	26.0	25.0	17.0	15.0	9.0
Tashkent region	39.6	45.5	20.8	24.8	14.9	8.9	14.9
Fergana region	44.1	41.2	14.7	22.5	14.7	8.8	8.8
Khorezm region	38.0	44.0	26.0	20.0	12.0	19.0	14.0
TYPE OF SETTLEMENT							
Urban	39.2	40.7	22.9	20.8	16.7	16.3	15.3
Rural	43.8	40.6	23.2	23.5	19.5	15.7	11.7

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

KEY TAKEAWAYS

The results thus indicate that the information interests of the population of Uzbekistan centre on the national, international and local agenda. Respondents focus above all on events directly related to the functioning of the state and to the main areas of everyday life: public administration, education, science, healthcare, employment and reforms. At the same time, the local information context matters more to women, becomes more important as respondents get older and is more evident among rural residents.

Interest in particular media topics is shaped by the socio-demographic characteristics of the audience. Women are more oriented towards information on education, healthcare, and family and parenting; young people towards educational topics; and older age groups towards health issues. At the same time, the gaps in coverage identified by the survey provide grounds for improving the work of the media by supplying media content on prices, incomes, employment and social support, health, laws and citizens' rights, public services, education, science and ecology.

B.4 Format and language of information in the media

The survey found that respondents' most preferred formats are news programmes (48.8%) and short news items and digests (41.7%). In other words, both of these popular formats involve receiving up-to-date news, with varying degrees of detail.

Among their preferred media formats, respondents named entertainment TV programmes (24.2%), short video reels (22%) and in-depth analytical content (21.5%). Survey participants consider live broadcasts (17.4%), video reports (17.1%), stories of ordinary people (14.7%), documentaries (14.1%), and interviews and talk shows (12%) to be relatively popular formats (*Table 15*). Respondents mention discussions and debates (8.3%) and investigative journalism (8%) comparatively less often. The low share of "Hard to say" answers (0.3%) indicates that the vast majority of survey participants have fairly well-defined preferences regarding the way media content is presented.

Table 15 **Which information formats do you prefer?**
*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
News programmes	**48.8**	47.3	50.4	37.0	44.7	49.3	54.4	58.8
Short news items and digests	**41.7**	42.8	40.6	47.0	48.9	45.1	38.8	28.3
TV entertainment programmes	**24.2**	23.7	24.6	16.0	18.0	26.6	28.8	31.5
Short videos (reels)	**22.0**	22.6	21.5	34.9	23.2	21.3	18.9	11.8
In-depth analytical pieces	**21.5**	24.3	18.8	20.3	22.2	21.0	22.1	22.2
Live broadcasts	**17.4**	15.6	19.1	12.1	18.0	15.4	19.6	21.9
Video reports	**17.1**	18.8	15.4	18.5	21.5	16.8	13.5	15.1
Ordinary people's stories	**14.7**	11.4	18.0	9.3	11.6	16.4	16.4	19.7
Documentaries	**14.1**	14.2	14.0	20.3	12.3	14.3	11.4	12.2
Interviews and talk shows	**12.0**	8.7	15.4	17.1	13.7	9.1	10.3	10.0
Discussions and debates	**8.3**	8.7	7.9	10.0	9.9	5.6	6.4	9.7
Investigative journalism	**8.0**	8.5	7.5	7.1	8.8	6.3	8.2	9.7
Practical how-to guides	**3.6**	2.7	4.5	4.6	2.1	1.7	5.0	4.7
Podcasts and audio programmes	**3.1**	3.7	2.5	6.4	6.0	2.4	–	0.7
Infographics and info cards	**1.1**	1.0	1.1	1.1	1.1	1.4	0.4	1.4
Hard to say	**0.3**	0.3	0.3	–	–	–	1.1	0.4

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

Respondents from Navoi (55.4%) and Surkhandarya (56%) regions prefer information in the form of news programmes, and those from the Republic of Karakalpakstan (48%) and the Fergana (60.8%) and Khorezm (51%) regions prefer short news items and digests (*Table 15*). Entertainment

TV programmes are chosen as a format by residents of the Republic of Karakalpakstan (30%) and the Bukhara (30.7%) and Namangan (36%) regions, and short videos by residents of Tashkent city (31.4%) and the Andijan (31.7%) and Kashkadarya (31.4%) regions (*Table 15*).

Table 15 **Which information formats do you prefer?**

*(% by region and type of settlement)**

	News programmes	Short news items and digests	TV entertainment programmes	Short videos (reels)	In-depth analytical pieces	Live broadcasts	Video reports	Ordinary people' s stories
REGION								
Tashkent city	35.3	44.1	14.7	31.4	24.5	18.6	17.6	6.9
Republic of Karakalpakstan	59.0	48.0	30.0	25.0	19.0	15.0	27.0	15.0
Andijan region	48.5	40.6	26.7	31.7	24.8	17.8	17.8	14.9
Bukhara region	49.5	40.6	30.7	13.9	19.8	15.8	15.8	9.9
Jizzakh region	49.0	35.0	21.0	16.0	18.0	12.0	22.0	13.0
Kashkadarya region	50.0	29.4	25.5	31.4	20.6	27.5	5.9	19.6
Navoi region	55.4	33.7	20.8	19.8	26.7	17.8	13.9	18.8
Namangan region	42.0	38.0	36.0	21.0	28.0	17.0	16.0	17.0
Samarkand region	53.5	42.6	30.7	19.8	26.7	18.8	17.8	21.8
Surkhandarya region	56.0	40.0	19.0	21.0	19.0	13.0	16.0	11.0
Syrdarya region	45.0	35.0	26.0	14.0	19.0	21.0	14.0	21.0
Tashkent region	46.5	44.6	25.7	20.8	13.9	18.8	16.8	20.8
Fergana region	47.1	60.8	15.7	20.6	18.6	14.7	19.6	5.9
Khorezm region	47.0	51.0	16.0	22.0	23.0	15.0	19.0	10.0
TYPE OF SETTLEMENT								
Urban	45.4	40.5	22.0	24.1	22.0	15.7	16.3	14.5
Rural	52.8	43.0	26.7	19.7	21.0	19.4	18.0	14.9

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Rural respondents are more inclined than urban ones towards the more traditional formats of news programmes (52.8% and 45.4% respectively) and entertainment TV programmes (26.7% and 22% respectively) (*Table 15*). Short videos appeal slightly more to urban residents than to rural respondents (24.1% and 19.7% respectively).

As might be expected, a comparison of preferred formats by type of media used shows that news programmes are preferred by the TV audience (54.1%) and radio listeners (50.2%), and short videos by users of social networks (44.8%) and Telegram (46%) (*Table 16*).

Table 16 **Which information formats do you prefer?**

*(% of those who use each type of media)**

	Media used				
	TV	Radio	Print/online press	Social networks	Telegram
News programmes	54.1	50.2	51.4	44.8	46.0
Short videos (reels)	18.6	19.4	18.3	25.1	23.7
Live broadcasts	18.2	19.1	17.8	18.0	17.7
Ordinary people's stories	14.7	11.0	14.0	13.2	14.8

**Respondents could give up to three answers.*

The finding that live broadcasts and stories of ordinary people are equally preferred as information formats by users of different media is worth drawing on in shaping public opinion. Live broadcasts, for example, are preferred by TV viewers (18.2%), radio listeners (19.1%), and users of social networks (18%) and Telegram (17.7%) (*Table 16*).

The survey found that the state language is the preferred language for receiving information. Most respondents prefer to read media information in Cyrillic script (71.7%), and almost half favour information in Uzbek in Latin script (49.8%). Respondents also named Russian among the languages most in demand for information (43.3%) *(Table 17)*.

Some respondents said they choose Karakalpak (7%), Tajik (4.8%), Kazakh (5.6%) and English (11.3%) to receive information. Interestingly, women were more likely than men to name English as their preferred language for media information (13% and 9.7% respectively) *(Table 17)*.

Age has a marked effect on respondents' choice of preferred language for media information *(Table 17)*. The older the survey participants, the more often they name Uzbek in Cyrillic script (47% of 18–24-year-olds, 56% of 25–34-year-olds, 75.5% of 35–44-year-olds, 86.1% of 45–54-year-olds and 94.3% of those aged 55 and over) and Russian (36.3% of 18–24-year-olds, 37.3% of 25–34-year-olds, 35.7% of 35–44-year-olds, 54.1% of 45–54-year-olds and 53.4% of those aged 55 and over) as their preferred language for receiving information.

Conversely, the share of respondents who choose to read media information in Uzbek in Latin script decreases with age (76.5% of 18–24-year-olds, 71.1% of 25–34-year-olds, 53.1% of 35–44-year-olds, 27.4% of 45–54-year-olds and 20.4% of those aged 55 and over), as does the share choosing English (23.1%, 11.3%, 10.5%, 8.2% and 3.6% respectively) *(Table 17)*.

Table 17 **In which language do you prefer to receive information from the media?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Uzbek (Cyrillic script)	**71.7**	70.7	72.7	47.0	56.0	75.5	86.1	94.3
Uzbek (Latin script)	**49.8**	48.0	51.6	76.5	71.1	53.1	27.4	20.4
Russian	**43.3**	45.3	41.3	36.3	37.3	35.7	54.1	53.4
Karakalpak	**7.0**	7.2	6.8	6.0	7.7	6.6	7.1	7.5

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Tajik	**4.8**	3.7	5.9	4.6	4.6	4.2	6.0	4.7
Kazakh	**5.6**	5.8	5.4	5.3	5.3	6.3	6.0	5.0
English	**11.3**	9.7	13.0	23.1	11.3	10.5	8.2	3.6

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

These age differences in the preferred language for media information stem from the linguistic and educational socialisation of different generations. Older age groups are used to Uzbek in Cyrillic script, as they were educated and formed lasting reading habits mainly at a time when the Cyrillic script for Uzbek and the Russian language were widely used. Younger respondents, by contrast, were socialised after Uzbek writing had begun its transition to the Latin script. Young respondents' stronger orientation towards English is probably linked to their greater involvement in the modern digital and global information environment.

By region, residents of the Republic of Karakalpakstan prefer to receive information in Karakalpak (90%) and Kazakh (36%), and residents of Andijan region in Uzbek in Cyrillic script (84.2%), Russian (72.3%) and English (24.8%).

Respondents from Jizzakh (55%), Kashkadarya (55.9%), Navoi (55.4%) and Namangan (57%) regions prefer to receive information in Uzbek in Latin script. Respondents from Bukhara region favour Uzbek in Cyrillic script (84.2%) and those from Tashkent region Kazakh (20.8%), while respondents from Samarkand region choose Uzbek in Cyrillic (80.2%) and Latin (56.4%) script, Russian (72.3%) and Tajik (26.7%) as languages for receiving media information (*Table 18*).

Table 18 **In which language do you prefer to receive information from the media?**
*(% by region and type of settlement)**

	Uzbek (Cyrillic script)	Uzbek (Latin script)	Russian	Karakalpak	Tajik	Kazakh	English
REGION							
Tashkent city	67.6	48.0	58.8	2.0	1.0	2.0	14.7
Republic of Karakalpakstan	59.0	43.0	38.0	90.0	–	36.0	8.0
Andijan region	84.2	47.5	72.3	–	2.0	2.0	24.8
Bukhara region	84.2	33.7	46.5	1.0	5.9	2.0	7.9
Jizzakh region	78.0	55.0	37.0	–	2.0	1.0	11.0
Kashkadarya region	67.6	55.9	16.7	–	5.9	–	2.0
Navoi region	66.3	55.4	38.6	3.0	2.0	9.9	16.8
Namangan region	72.0	57.0	34.0	–	1.0	1.0	17.0
Samarkand region	80.2	56.4	72.3	–	26.7	–	13.9
Surkhandarya region	64.0	54.0	45.0	3.0	15.0	3.0	12.0
Syrdarya region	69.0	54.0	33.0	–	2.0	1.0	10.0
Tashkent region	62.4	47.5	49.5	–	1.0	20.8	7.9
Fergana region	72.5	53.9	28.4	–	2.9	–	7.8
Khorezm region	77.0	36.0	36.0	–	–	–	5.0
TYPE OF SETTLEMENT							
Urban	70.3	45.3	45.1	6.3	4.3	2.1	10.7

	Uzbek (Cyrillic script)	Uzbek (Latin script)	Russian	Karakalpak	Tajik	Kazakh	English
Rural	73.4	55.1	41.2	7.8	5.4	9.7	12.1

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By type of settlement, rural respondents are more likely than urban ones to prefer receiving media information in Uzbek in Latin script (55.1% and 45.3% respectively) and in Kazakh (9.7% and 2.1%).

KEY TAKEAWAY

The survey thus shows that the population's preferences are dominated by news programmes, short news items and digests, entertainment TV programmes, short video reels and in-depth analytical content. This points to diverse information preferences and to simultaneous demand for easy-to-digest content and for analytical material, for serious content and for entertainment. The state language, along with Russian, is the preferred language for receiving information from the media.

B.5 Assessment of the development and role of the media in the country

The survey found that respondents are, to varying degrees, satisfied with the development of the media in Uzbekistan: 44.6% report full satisfaction, 20.7% relative satisfaction and 30.6% partial satisfaction (*Table 19*). Satisfaction with the development of the media in the country does not depend on respondents' gender or age.

Table 19 **Overall, how satisfied are you with the development of the media in Uzbekistan?**
(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Fully satisfied	**44.6**	44.2	45.0	40.2	41.9	49.0	47.3	44.4
Mostly satisfied	**20.7**	20.9	20.5	23.5	20.8	20.3	18.9	20.1
Partly satisfied, partly not	**30.6**	31.0	30.3	31.3	34.9	28.0	29.2	29.7
Mostly dissatisfied	**3.0**	2.7	3.3	2.8	2.1	1.4	3.6	5.0
Completely dissatisfied	**1.1**	1.3	1.0	2.1	0.4	1.4	1.1	0.7

By region, residents of the Republic of Karakalpakstan (51%) and Samarkand region (57.4%) are more likely than the sample as a whole to be fully satisfied with the development of the country's media. By type of settlement, rural residents report full satisfaction more often than urban residents (49% and 40.8% respectively). Conversely, urban residents are more likely than rural respondents to report partial satisfaction (35.4% and 25% respectively) (*Annex Table 2*).

Survey participants are convinced that the media perform an informational function, stressing that they keep the public informed about current events (52.7%), cover state reforms and initiatives (25.1%), disseminate cultural and spiritual values (13.2%), highlight pressing social problems (12.7%) and provide access to international information (12.4%).

Respondents also point to the regulatory function of the media, believing that the media shape public opinion (45%), act as a link between the state and citizens, and raise civic engagement and legal literacy (31.6%) (*Table 20*).

The media's role in covering state reforms and initiatives matters more to men than to women (29.3% and 20.9% respectively). Women, for their part, are more likely than men to emphasise that the media disseminate cultural and spiritual values (16.8% and 9.5% respectively).

Respondents aged 18–24 (23.8%) are less likely than other age groups (32.4% of 25–34-year-olds, 32.9% of 35–44-year-olds, 35.6% of 45–54-year-olds and 33.3% of those aged 55 and over) to see the current role of the media as raising civic engagement and legal literacy (*Table 20*).

Table 20 **In your opinion, what role do the media currently play in our country?**
*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Inform the public about current events	**52.7**	50.9	54.5	53.4	54.9	53.8	47.7	53.4
Shape public opinion	**45.0**	47.9	42.1	42.7	41.5	44.4	51.6	44.8
Increase civic engagement and legal literacy	**31.6**	30.3	33.0	23.8	32.4	32.9	35.6	33.3
Act as a link between the state and citizens	**29.8**	29.7	30.0	31.0	27.5	36.4	27.4	26.9
Cover state reforms and initiatives	**25.1**	29.3	20.9	25.6	24.3	20.6	28.8	26.2
Promote cultural and spiritual values	**13.2**	9.5	16.8	14.9	11.3	11.9	8.9	19.0
Cover pressing social problems	**12.7**	12.5	12.9	11.7	13.7	12.2	12.8	12.9
Provide access to international information	**12.4**	11.2	13.6	15.7	12.3	15.0	7.5	11.5
Point out problems in government bodies	**8.3**	7.1	9.5	13.5	8.8	6.6	6.4	6.1
Provide entertainment and leisure	**5.7**	4.5	6.8	7.5	4.9	4.9	6.4	4.7
Play no significant role	**5.1**	5.8	4.4	5.3	6.7	4.9	6.0	2.5
Hard to say	**0.6**	0.3	0.8	0.4	0.7	0.3	0.4	1.1

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

The survey results on the current role of the media in the country indicate that residents of Samarkand (62.4%) and Fergana (61.8%) regions see the media as shaping public opinion, 46.5% of respondents from Andijan region see them as raising civic engagement, and 44% of respondents from the Republic of Karakalpakstan see them as a link between the state and citizens (*Annex Table 3*).

KEY TAKEAWAY

Overall, the survey results point to a fairly high level of public satisfaction with the development of the media in Uzbekistan. In public perception, the leading role of the media lies above all in informing the population about current events, shaping public opinion and facilitating interaction between the state and citizens. Taken together, the data suggest that the media are perceived not only as a source of information but also as an important social institution performing both informational and regulatory functions.

B.6 Level of trust in the country's media and attitudes towards unreliable and false information

The study showed that, when looking for detailed information about a specific event or a particular news story, its participants turn first and foremost to Telegram channels (45.7%), social networks (36.9%), television, YouTube and video blogs (33.2%), and online publications and news websites (30.7%).

Respondents are less likely to seek detailed information about a specific event or news story from official government websites (14.3%), search engines and AI (8.9%), print newspapers and magazines (5.3%) or radio (4.9%) (*Table 21*).

Table 21 **Which source do you turn to when you want detailed information about a specific event or a particular news story?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Telegram channels	**45.7**	44.9	46.5	59.1	50.7	48.6	40.2	29.7
Social networks	**36.9**	34.8	38.9	43.4	50.4	36.7	32.4	21.1
Television	**33.8**	35.4	32.2	19.6	20.8	24.5	42.0	62.7
YouTube and video blogs	**33.2**	31.5	34.9	35.2	38.4	36.7	32.4	23.3
Online publications and news websites	**30.7**	31.1	30.3	37.0	35.2	30.4	27.8	22.9
Official government websites	**14.3**	17.3	11.3	15.3	15.8	14.7	14.2	11.5
Search engines and AI	**8.9**	7.2	10.6	15.3	9.9	10.1	5.3	3.9
Print newspapers and magazines	**5.3**	4.7	5.9	2.5	2.5	4.5	4.6	12.5
Radio	**4.9**	6.5	3.3	1.8	1.8	5.6	6.8	8.6
Hard to say	**1.2**	1.6	0.8	1.1	1.4	0.7	1.4	1.4

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

Respondents' age determines the audience for a number of media. In other words, traditional sources of information such as television, radio, and print newspapers and magazines are

used by older age groups to obtain particular information, and internet-based sources by young people.

Use of Telegram channels for information declines with age (59.1% of 18–24-year-olds and 29.7% of those aged 55 and over), as does use of social networks (43.4% of 18–24-year-olds and 21.1% of those aged 55 and over). A similar age pattern is seen for online publications and news websites, whose share of users falls from 37% among 18–24-year-olds to 22.9% among respondents aged 55 and over, as well as for YouTube and video blogs (from 35.2% to 23.3% respectively) and search engines and AI tools (from 15.3% to 3.9% respectively) (*Table 21*).

The role of television grows markedly with age: 19.6% of 18–24-year-olds choose it to obtain particular information, compared with 42% of 45–54-year-olds and 62.7% of respondents aged 55 and over. Print newspapers and magazines, as well as radio, are also somewhat more in demand among older respondents: in the 55-and-over group they are chosen by 12.5% and 8.6% respectively (*Table 21*).

Residents of Tashkent city turn to online publications and news websites for detailed information about a specific event or news story (40.2%), and residents of the Republic of Karakalpakstan to Telegram channels (66%), social networks (55%) and television (53%). Respondents from Andijan region actively seek specific information through Telegram channels (53.5%), social networks (51.5%), YouTube and video blogs (47.5%), search engines (15.8%) and print newspapers and magazines (11.9%) (*Table 22*).

Table 22 **Which source do you turn to when you want detailed information about a specific event or a particular news story?**

*(% by region and type of settlement)**

	Telegram channels	Social networks	Television	YouTube and video blogs	Online publications and news websites	Official government websites	Search engines and AI	Print newspapers and magazines	Radio
REGION									
Tashkent city	48.0	34.3	29.4	23.5	40.2	13.7	10.8	3.9	5.9
Republic of Karakalpakstan	66.0	55.0	53.0	32.0	30.0	14.0	5.0	5.0	3.0
Andijan region	53.5	51.5	36.6	47.5	33.7	21.8	15.8	11.9	6.9
Bukhara region	36.6	28.7	34.7	32.7	41.6	17.8	7.9	2.0	4.0
Jizzakh region	54.0	25.0	30.0	37.0	26.0	13.0	11.0	3.0	4.0
Kashkadarya region	37.3	27.5	28.4	28.4	27.5	11.8	3.9	4.9	2.9
Navoi region	39.6	33.7	33.7	30.7	30.7	14.9	15.8	9.9	4.0
Namangan region	49.0	33.0	37.0	33.0	22.0	13.0	5.0	7.0	2.0
Samarkand region	46.5	49.5	48.5	37.6	29.7	12.9	13.9	9.9	7.9
Surkhandarya region	38.0	33.0	33.0	32.0	28.0	9.0	10.0	7.0	8.0

	Telegram channels	Social networks	Television	YouTube and video blogs	Online publications and news websites	Official government websites	Search engines and AI	Print newspapers and magazines	Radio
Syrdarya region	31.0	32.0	36.0	28.0	37.0	15.0	13.0	2.0	5.0
Tashkent region	44.6	27.7	31.7	31.7	33.7	15.8	6.9	4.0	5.9
Fergana region	53.9	34.3	13.7	26.5	22.5	14.7	2.9	2.0	3.9
Khorezm region	42.0	51.0	28.0	45.0	27.0	13.0	3.0	2.0	5.0
TYPE OF SETTLEMENT									
Urban	43.2	36.2	30.4	32.4	31.8	15.7	9.9	4.7	4.6
Rural	48.7	37.6	37.8	34.3	29.3	12.7	7.8	6.0	5.2

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Residents of Bukhara region are more likely than the sample as a whole to turn to online publications and news websites (41.6%), and residents of Jizzakh and Fergana regions to Telegram channels (54% and 53.9% respectively). Respondents from Samarkand region prefer to get specific information from social networks (49.5%) and television (48.5%), and those from Khorezm region from social networks (51%) and YouTube and video blogs (45%) (*Table 22*).

The study showed that television is the main source of information that respondents trust most (44.3%). It is followed, at a noticeable distance, by official government websites (17.3%), Telegram channels (11.3%), online publications and news websites (7.4%), social networks (6.7%) and YouTube and video blogs (5.4%). The lowest level of trust is recorded for print newspapers and magazines (2.5%), search engines and AI tools (1.8%) and radio (1.6%) (*Table 23*).

By gender, television also holds the leading position and is in almost equal demand among men (43.9%) and women (44.7%). These data indicate that there are no pronounced gender differences in trust in television. Men are somewhat more likely than women to report trust in official government websites (20.3% and 14.3% respectively).

Table 23 **Which source of information do you trust most?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Television	**44.3**	43.9	44.7	23.1	28.9	40.9	58.4	70.6
Official government websites	**17.3**	20.3	14.3	22.8	23.2	22.4	7.5	10.4
Telegram channels	**11.3**	10.1	12.4	17.1	12.0	12.2	9.6	5.4
Online publications and news websites	**7.4**	6.3	8.6	12.5	9.2	6.3	6.0	3.2
Social networks	**6.7**	6.5	6.9	10.0	8.5	6.3	5.7	3.2

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
YouTube and video blogs	**5.4**	5.7	5.1	6.4	9.5	4.5	5.0	1.4
Print newspapers and magazines	**2.5**	1.7	3.3	1.1	2.1	2.4	4.3	2.5
Search engines and AI	**1.8**	1.8	1.7	5.0	3.2	–	0.4	0.4
Radio	**1.6**	2.3	1.0	1.1	1.1	2.8	1.8	1.4
None	**0.6**	0.3	0.8	–	0.7	0.3	1.4	0.4
Hard to say	**1.1**	1.1	1.1	1.1	1.8	1.7	–	1.1

Age is a factor that influences trust in particular sources of information. Trust in television increases with age: 23.1% of 18–24-year-olds, 28.9% of 25–34-year-olds, 40.9% of 35–44-year-olds, 58.4% of 45–54-year-olds and 70.6% of respondents aged 55 and over. By contrast, trust in most digital sources declines with age. The share of respondents who trust Telegram channels most falls from 17.1% among 18–24-year-olds to 5.4% among those aged 55 and over; for online publications it falls from 12.5% to 3.2%, for social networks from 10% to 3.2%, and for search engines and AI tools from 5% to 0.4%.

Trust in official government websites follows an interesting age pattern. Among respondents aged up to 44, this source retains a fairly strong position (22.8% of 18–24-year-olds, 23.2% of 25–34-year-olds and 22.4% of 35–44-year-olds). In the 45–54 and 55-and-over groups, however, the figure is markedly lower, at 7.5% and 10.4% respectively.

By region, television is trusted most by respondents from Kashkadarya (51%) and Samarkand (53.5%) regions, official government websites by residents of Andijan (24.8%) and Fergana (31.4%) regions, and Telegram channels by respondents from Fergana region (23.5%) (*Table 24*).

Table 24 **Which source of information do you trust most?**
(% by region and type of settlement)

	Television	Official government websites	Telegram channels	Online publications and news websites	Social networks	YouTube and video blogs	Print newspapers and magazines	Radio	Search engines and AI
REGION									
Tashkent city	36.3	12.7	9.8	17.6	9.8	3.9	1.0	2.0	2.0
Republic of Karakalpakstan	49.0	14.0	17.0	4.0	10.0	4.0	1.0	–	1.0
Andijan region	43.6	24.8	9.9	6.9	4.0	2.0	4.0	–	5.0
Bukhara region	45.5	12.9	5.9	12.9	5.0	12.9	1.0	2.0	2.0
Jizzakh region	47.0	15.0	13.0	7.0	6.0	4.0	1.0	2.0	1.0
Kashkadarya region	51.0	15.7	11.8	3.9	3.9	5.9	–	1.0	2.9
Navoi region	45.5	21.8	6.9	5.0	6.9	4.0	4.0	3.0	2.0

	Television	Official government websites	Telegram channels	Online publications and news websites	Social networks	YouTube and video blogs	Print newspapers and magazines	Radio	Search engines and AI
Namangan region	45.0	14.0	12.0	2.0	11.0	5.0	4.0	1.0	2.0
Samarkand region	53.5	13.9	8.9	6.9	5.9	5.0	3.0	1.0	2.0
Surkhandarya region	48.0	16.0	11.0	5.0	8.0	5.0	3.0	2.0	1.0
Syrdarya region	52.0	16.0	5.0	11.0	4.0	7.0	1.0	1.0	2.0
Tashkent region	38.6	16.8	15.8	7.9	4.0	6.9	5.0	2.0	1.0
Fergana region	16.7	31.4	23.5	6.9	10.8	2.9	4.9	2.9	–
Khorezm region	49.0	17.0	7.0	7.0	5.0	7.0	2.0	3.0	1.0
TYPE OF SETTLEMENT									
Urban	40.5	18.6	11.2	8.8	8.0	5.0	2.1	1.6	2.0
Rural	48.7	15.8	11.4	5.8	5.2	5.8	2.9	1.7	1.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Rural respondents are more likely than urban residents to trust television most (48.7% and 40.5% respectively).

On the whole, respondents trust the country's media. Full trust was reported by 44.5% of respondents, relative trust by 21.4% and partial trust by 30.9% (*Table 25*).

Table 25 **Overall, how much do you trust the media in Uzbekistan?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Fully trust	**44.5**	44.2	44.8	38.1	38.4	49.7	48.0	48.4
Tend to trust	**21.4**	21.0	21.8	25.3	22.9	19.2	19.2	20.4
Partly trust, partly not	**30.9**	31.4	30.4	32.7	35.9	27.3	28.8	29.7
Tend not to trust	**2.3**	2.4	2.3	2.1	2.5	3.1	2.8	1.1
Do not trust at all	**0.8**	0.9	0.7	1.8	0.4	0.3	1.1	0.4
Hard to say	**0.1**	0.1	–	–	–	0.3	–	

The share of respondents who fully trust the country's media rises with age: 38.1% among 18–24-year-olds and 48.4% among those aged 55 and over (*Table 25*).

By region, a high combined level of trust in the country's media overall is more typical of respondents from the Republic of Karakalpakstan (81%), Samarkand region (75.2%), Surkhandarya region (74%), Namangan region (72%) and Andijan region (71.2%) *(Table 26).* By type of settlement, rural residents show a higher level of full trust in the media (50.1%) than urban residents (39.7%).

Table 26 **Overall, how much do you trust the media in Uzbekistan?**

(% by region and type of settlement)

	Fully trust	Tend to trust	Partly trust, partly not	Tend not to trust	Do not trust at all	Hard to say
REGION						
Tashkent city	31.4	21.6	43.1	2.0	2.0	–
Republic of Kara-kalpakstan	50.0	31.0	17.0	2.0	–	–
Andijan region	45.5	25.7	28.7	–	–	–
Bukhara region	41.6	17.8	36.6	3.0	1.0	–
Jizzakh region	51.0	15.0	27.0	3.0	4.0	–
Kashkadarya region	52.0	14.7	31.4	2.0	–	–
Navoi region	45.5	14.9	35.6	4.0	–	–
Namangan region	43.0	29.0	25.0	2.0	–	1.0
Samarkand region	55.4	19.8	23.8	1.0	–	–
Surkhandarya region	45.0	29.0	24.0	1.0	1.0	–
Syrdarya region	37.0	26.0	35.0	2.0	–	–
Tashkent region	36.6	17.8	41.6	3.0	1.0	–
Fergana region	51.0	13.7	32.4	2.9	–	–
Khorezm region	38.0	24.0	31.0	5.0	2.0	–
TYPE OF SETTLEMENT						
Urban	39.7	22.6	33.8	2.8	0.9	0.1
Rural	50.1	20.0	27.5	1.8	0.6	–

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By type of media used, TV viewers (49.3%) and users of print and online publications (46.6%) on the whole trust the media more than users of social networks (41.7%) and Telegram (42.7%), as well as radio listeners (43.7%) (*Table 27*).

Table 27 **Overall, how much do you trust the media in Uzbekistan?**

(% of those who use each type of media)

	Media used				
	TV	Radio	Print/online press	Social networks	Telegram
Fully trust	49.3	43.7	46.6	41.7	42.7
Tend to trust	22.3	24.9	22.1	22.0	22.1
Partly trust, partly not	26.5	28.5	29.1	33.0	32.1
Tend not to trust	1.5	2.3	1.8	2.4	2.3
Do not trust at all	0.4	0.3	0.5	0.8	0.7
Hard to say	0.1	0.3	–	0.1	0.1

Overall, most respondents encounter unreliable or misleading information to some degree. Survey participants most often say they come across it sometimes (33.7%) or rarely (27.6%). A further 13.9% encounter such information very often and 13.7% quite often. Of those surveyed, 8.7% have never encountered unreliable information (*Table 28*).

Gender differences are moderate overall. Men are somewhat more likely than women to say that they encounter unreliable information sometimes (36.4% and 31.1% respectively) (*Table 28*).

By age, unreliable or misleading information is encountered most often by younger age groups. Among 18–24-year-olds, relatively high proportions encounter such information sometimes (39.9%) or quite often (16.7%). The share of respondents who say they never encounter unreliable information increases with age, from 3.2% among 18–24-year-olds to 15.8% among those aged 55 and over (*Table 28*).

Table 28 **How often do you come across unreliable or misleading information?**
(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Very often	**13.9**	15.8	12.0	13.2	20.1	13.6	16.4	6.1
Quite often	**13.7**	12.4	15.0	16.7	16.2	12.2	12.8	10.4
Sometimes	**33.7**	36.4	31.1	39.9	32.4	33.6	31.0	31.9
Rarely	**27.6**	25.6	29.7	25.6	23.6	30.1	27.4	31.5
Never	**8.7**	8.4	9.1	3.2	6.3	8.7	9.6	15.8
Cannot judge reliability	**2.1**	1.4	2.8	1.4	1.4	1.7	2.8	3.2
Refused to answer	**0.1**	–	0.1	–	–	–	–	0.4
Hard to say	**0.1**	0.1	0.1	–	–	–	–	0.7

By region, respondents from Khorezm region reported encountering unreliable or misleading information very often (23%) and quite often (21%). Respondents from Namangan region (16%) said they had never encountered such information.

In the total sample, respondents most often associate the spread of unreliable and false information with YouTube and video blogs (50.1%), Telegram channels (44%) and social networks (38.4%). Online publications and news websites are named in this connection somewhat less often (36%). Far fewer respondents consider search engines and AI tools (11.3%), print newspapers and magazines (6.2%), television (5.4%), radio (3%) and official government websites (1.5%) to be sources of unreliable information.

The share of respondents who associate unreliable information with online publications and news websites increases with age, from 31.7% among 18–24-year-olds to 42.7% among those aged 55 and over. Young respondents are considerably more likely than other age groups to point to search engines and AI tools as a potential source of unreliable information: 21.4% of 18–24-year-olds versus 6.5% of respondents aged 55 and over.

Table 29 **In your opinion, in which sources is unreliable and false information most often found?**

*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
YouTube and video blogs	**50.1**	47.6	52.6	48.4	51.4	52.4	53.4	44.8
Telegram channels	**44.0**	47.9	40.2	43.8	49.6	45.8	42.3	38.4
Social networks	**38.4**	37.8	39.0	41.3	39.1	37.8	37.7	36.2
Online publications and news websites	**36.0**	36.2	35.8	31.7	33.1	37.1	35.6	42.7
Search engines and AI	**11.3**	10.9	11.6	21.4	9.2	9.1	10.3	6.5
Print newspapers and magazines	**6.2**	6.5	5.8	9.6	6.3	2.4	6.8	5.7
Television	**5.4**	6.5	4.2	7.1	6.7	5.2	4.3	3.6
Radio	**3.0**	3.0	3.0	2.1	3.5	2.1	3.6	3.6
Official government websites	**1.5**	1.6	1.4	1.1	1.8	0.3	1.1	3.2
None	**0.2**	0.3	0.1	–	0.4	0.3	–	0.4
Hard to say	**2.8**	3.0	2.5	1.4	1.1	2.1	2.5	6.8

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

By region, YouTube and video blogs were named more often than in the total sample by residents of Andijan region (65.3%), as well as Samarkand region (59.4%), and Telegram channels by respondents from the Republic of Karakalpakstan (61%), Namangan (58%), Samarkand (52.5%) and Andijan (50.5%) regions.

Social networks are seen as a source of unreliable and false information by respondents from the Republic of Karakalpakstan (54%), Fergana region (51%) and Khorezm region (45%), and online publications and news websites by those from Andijan (46.5%), Navoi (44.6%), and Surkhandarya (43%) regions. The most pronounced regional differences for search engines and AI are observed in Andijan region (21.8%) and the Republic of Karakalpakstan (20%) *(Annex Table 5)*.

Rural respondents are more inclined than urban residents to think that false and unreliable information is found in online publications and on news websites (41.2% and 31.6% respectively).

The survey showed that, in the total sample, the most common practice is to re-check information periodically: 29.3% of respondents do so sometimes, 25.1% always and 11.4% often. Less frequent re-checking is reported by 16.9% of respondents, while 13.3% never do it. Another 3.8% resort to additional checks only when the information raises doubts (*Table 30*).

The share of respondents who never re-check information increases with age, from 5.7% among 18–24-year-olds to 18.1% among 45–54-year-olds and 23.3% among those aged 55 and over (*Table 30*).

Table 30 **How often do you double-check information you get from the media?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Always	**25.1**	27.4	22.8	24.2	30.6	29.4	21.0	20.1
Often	**11.4**	9.5	13.3	17.1	13.0	7.0	10.3	9.7
Sometimes	**29.3**	30.3	28.4	27.8	24.6	35.0	31.3	28.0
Rarely	**16.9**	14.2	19.5	19.2	18.3	15.4	16.0	15.4
Never	**13.3**	14.2	12.4	5.7	8.8	10.8	18.1	23.3
Only if the information seems doubtful	**3.8**	4.3	3.4	6.0	4.6	2.4	3.2	2.9
Hard to say	**0.1**	0.1	0.1	–	–	–	–	0.7

The survey showed that most respondents believe they are able to distinguish false and unreliable information from truthful information on their own: 34.5% can do so confidently and without difficulty, and 47.5% can differentiate information, but not always. Of those surveyed, 17.7% do not consider themselves able to recognise unreliable information on their own *(Table 31).*

Table 31 **Can you personally tell false and unreliable information from truthful, objective and reliable information without anyone's help?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Yes, I can, confidently and without difficulty	**34.5**	38.4	30.7	37.7	38.4	31.8	29.9	34.8
Yes, but not always	**47.5**	46.0	48.9	52.3	49.6	47.6	49.5	38.4
No, I cannot	**17.7**	15.1	20.4	9.6	12.0	20.3	20.6	26.2
Hard to say	**0.3**	0.6	–	0.4	–	0.3	–	0.7

Men rate their own ability to recognise unreliable information somewhat higher than women do, saying they can do so confidently and without difficulty (38.4% and 30.7% respectively). Women, by contrast, are more likely than men to admit that they cannot tell false information from reliable information on their own (20.4% versus 15.1%) (*Table 31*).

The share of respondents who admit they lack the ability to judge whether information is truthful increases with age: 9.6% of 18–24-year-olds, 12% of 25–34-year-olds, 20.3% of 35–44-year-olds, 20.6% of 45–54-year-olds and 26.2% of those aged 55 and over *(Table 31).*

By region, residents of Surkhandarya (40%) and Fergana (56.9%) regions more often reported being absolutely confident that they can distinguish false and unreliable information from truthful and reliable information, while respondents from Jizzakh (25%) and Namangan (27%) regions more often reported lacking this ability.

Asked whether the media's liability for spreading false information should be increased, 77.4% of respondents said that penalties should be tightened. Greater liability in cases where the

spread of unreliable information has serious consequences is supported by 17.7% of survey participants. The view that such measures may restrict freedom of speech is held by 4.5% of respondents.

Analysis by age shows that support for tougher liability is highest among respondents aged 25–34 (80.3%), 35–44 (80.8%) and 55 and over (80.6%). Among 18–24-year-olds the figure is lower, at 69%, and this group is more likely than others to take a more moderate position, favouring greater liability only where there are serious consequences (26.7%) (*Table 32*).

Table 32 **Should the media's liability for spreading false information be increased?**
(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Yes, penalties should be tougher	**77.4**	77.8	76.9	69.0	80.3	80.8	76.2	80.6
Partly, only if the information has serious consequences	**17.6**	17.5	17.8	26.7	16.9	15.4	18.1	11.1
No, this would restrict freedom of speech	**4.5**	4.0	5.0	3.9	2.5	3.5	5.3	7.2
Refused to answer	**0.1**	–	0.1	–	–	–	–	0.4
Hard to say	**0.4**	0.7	0.1	0.4	0.4	0.3	0.4	0.7

By region, support for tougher penalties on the media for spreading false information is more common among residents of Namangan (85%), Surkhandarya (83%), Khorezm (83%) and Fergana (86.3%) regions. The more moderate position – applying such measures only where the spread of false information has serious consequences – is held by respondents from Tashkent city (23.5%) and Kashkadarya region (28.4%) *(Annex Table 7).*

KEY TAKEAWAYS

Media consumption and trust in sources of information in Uzbekistan thus show a clear age pattern. Young respondents are much more likely to rely on digital channels – Telegram, social networks, YouTube, online publications and search engines – whereas the role of television, radio and print grows with age. At the same time, television remains the source trusted most in the total sample, and trust in it rises steadily in older age groups. Overall, respondents show a fairly high level of trust in Uzbekistan's media: a substantial proportion fully trust or tend to trust the national media.

The survey shows that the public perceives unreliable information as a pressing problem. Respondents most often associate the spread of false or misleading information with YouTube and video blogs, Telegram channels, social networks and online publications, that is, mainly with the digital information environment. Young respondents are more likely to notice unreliable information and are more active in re-checking it, whereas the share of those who never re-check the information they receive increases with age.

The survey revealed clear public demand for greater media liability for spreading false information. An overwhelming majority of respondents support either tougher liability or stricter measures in cases where the spread of unreliable information leads to serious consequences.

B.7 Assessment of media performance, problems and development measures

Freedom of speech and media independence are important indicators of the development of the media sphere. The study showed that, overall, respondents' assessments of both in Uzbekistan are predominantly positive (*Table 33*).

Table 33 **How would you rate the level of freedom of speech and media independence in Uzbekistan today?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
High: journalists speak freely and cover any topic	**49.7**	46.3	53.0	52.7	52.8	54.9	42.7	45.2
Medium: restrictions are felt on some topics	**45.2**	47.3	43.1	44.1	41.9	42.0	49.8	48.4
Low: the media often avoid sensitive topics	**4.7**	6.1	3.4	3.2	5.3	3.1	7.1	5.0
Refused to answer	**0.1**	0.3	–	–	–	–	–	0.7
Hard to say	**0.2**	–	0.4	–	–	–	0.4	0.7

Almost half of respondents (49.7%) rate the level of freedom of speech and media independence as high, believing that journalists express themselves freely and cover any topic. A medium rating is given by 45.2% of respondents, who point to restrictions on certain topics. Only 4.7% consider it low (*Table 33*).

Women are more likely than men to rate the level of freedom of speech and media independence as high (53.0% and 46.3% respectively). Men, by contrast, somewhat more often give a medium rating (47.3% and 43.1% respectively) and are more likely to describe the level of freedom of speech as low (6.1% and 3.4% respectively) (*Table 33*).

The share of respondents who rate the level of freedom of speech and media independence in Uzbekistan as high decreases with age: 52.7% of 18–24-year-olds, 52.8% of 25–34-year-olds, 54.9% of 35–44-year-olds, 42.7% of 45–54-year-olds and 45.2% of respondents aged 55 and over. A low rating of the media, expressed as the view that they avoid covering sensitive topics, remains relatively rare in all age groups, although it is somewhat more common among respondents aged 45–54 (7.1%).

By region, respondents from Namangan (60%) and Surkhandarya (56%) regions consider the level of media development in the country to be high, saying that journalists express themselves freely and cover any topic. Residents of Tashkent city (54.9%) and of Andijan (52.5%), Tashkent (51.5%) and Khorezm (52%) regions are more reserved, rating it as medium. Respondents from Jizzakh (9%) and Syrdarya (9%) regions point to a low level of freedom of speech and media independence in the country (*Table 34*).

Table 34 **How would you rate the level of freedom of speech and media independence in Uzbekistan today?**

(% by region and type of settlement)

	High: journalists speak freely and cover any topic	Medium: restrictions are felt on some topics	Low: the media often avoid sensitive topics	Refused to answer	Hard to say
REGION					
Tashkent city	37.3	54.9	6.9	1.0	–
Republic of Karakalpakstan	53.0	41.0	6.0	–	–
Andijan region	41.6	52.5	5.9	–	–
Bukhara region	48.5	45.5	5.0	1.0	–
Jizzakh region	49.0	42.0	9.0	–	–
Kashkadarya region	52.9	44.1	2.9	–	–
Navoi region	54.5	43.6	2.0	–	–
Namangan region	60.0	36.0	3.0	–	1.0
Samarkand region	55.4	41.6	3.0	–	–
Surkhandarya region	56.0	39.0	4.0	–	1.0
Syrdarya region	51.0	40.0	9.0	–	–
Tashkent region	41.6	51.5	6.9	–	–
Fergana region	49.0	49.0	2.0	–	–

	High: journalists speak freely and cover any topic	Medium: restrictions are felt on some topics	Low: the media often avoid sensitive topics	Refused to answer	Hard to say
Khorezm region	46.0	52.0	1.0	–	1.0
TYPE OF SETTLEMENT					
Urban	48.2	47.1	4.3	0.1	0.3
Rural	51.5	43.0	5.2	0.2	0.2

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

When it comes to the conditions journalists in Uzbekistan have for their professional work, 41.3% of respondents consider them entirely adequate. A further 41% consider them adequate but point to existing problems.

Negative assessments are much less common: 7.3% believe the conditions are mostly inadequate, and a further 8.3% state outright that they are inadequate.

The survey found no gender differences in assessments of whether journalists in Uzbekistan have adequate conditions for their professional work.

The older the respondents, the less likely they are to consider the conditions for journalists' professional work in the country adequate. Respondents aged 18–24, 25–34 and 35–44 (44.1%, 43.3% and 44.8% respectively) are more likely than those aged 45–54 (38.8%) and 55 and over (35.5%) to consider the conditions for journalists' professional work in the country entirely adequate *(Table 35)*.

Interestingly, the share of respondents who assess the conditions for journalists' professional work critically increases with age. The view that conditions are inadequate is held by 4.3% of 18–24-year-olds, as opposed to 12.1% of 45–54-year-olds **and** 12.2% of respondents aged 55 and over.

Table 35 **Do you think journalists in Uzbekistan have adequate conditions for their professional work?**

(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Yes, fully	**41.3**	41.9	40.7	44.1	43.3	44.8	38.8	35.5
Mostly yes, but there are problems	**41.0**	40.6	41.4	46.6	39.8	41.3	37.7	39.8
Mostly not	**7.3**	7.0	7.6	4.6	7.7	6.6	9.3	8.2
No, conditions are inadequate	**8.3**	8.9	7.6	4.3	7.0	5.9	12.1	12.2
Hard to say	**2.1**	1.6	2.5	0.4	2.1	1.4	2.1	4.3

By region, respondents from Kashkadarya (52%) and Samarkand (53.5%) regions are more likely than the sample as a whole to consider the conditions for journalists' professional work entirely adequate. Residents of Jizzakh (15%) and Syrdarya (16%) regions point to inadequate conditions (*Annex Table 8*).

Asked about the most pressing problems in the work of the media today, respondents named the spread of fake news (46.6%), insufficient objectivity and impartiality (33.1%) and insufficient transparency of government bodies (30.6%). They also pointed to journalists' limited access to information (27.4%), their insufficient professional training (20.4%) and a lack of analytical content (20.3%) (*Table 36*).

Table 36 **In your view, what are the most pressing problems in the work of the media today?**
*(% of respondents: total sample, by gender and age)**

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Spread of fake news	**46.6**	37.9	55.3	57.3	50.0	45.1	39.1	41.6
Lack of objectivity and impartiality	**33.1**	33.4	32.8	27.0	30.6	39.2	33.8	34.8
Lack of transparency in government bodies	**30.6**	33.7	27.6	29.5	30.3	27.6	32.7	33.0
Journalists' limited access to information	**27.4**	29.4	25.5	27.8	30.3	24.8	27.4	26.9
Inadequate professional training of journalists	**20.4**	22.3	18.5	17.4	16.5	17.5	27.4	23.3
Lack of analytical content	**20.3**	20.9	19.8	25.3	23.6	16.8	16.0	20.1
State influence on the media	**13.4**	14.1	12.7	14.2	13.0	15.0	12.8	11.8
Pressure on journalists	**12.8**	12.4	13.2	17.1	12.7	12.2	11.4	10.4
Financial dependence of the media	**5.3**	6.0	4.7	8.2	6.7	5.2	3.6	2.9
No problems	**0.6**	0.6	0.6	0.4	0.0	1.0	0.7	0.7
Hard to say	**3.6**	3.7	3.5	1.4	2.8	3.8	5.0	5.0

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

Women are more likely than men to see the spread of fake news as a pressing problem in the work of the media today (55.3% and 37.9% respectively). Men are somewhat more likely than women to point to insufficient transparency of government bodies (33.7% and 27.6% respectively), journalists' limited access to information (29.4% and 25.5% respectively) and insufficient professional training of journalists (22.3% and 18.5% respectively) (*Table 36*).

By age, the spread of fake news is a particular concern for young respondents. It is cited by 57.3% of 18–24-year-olds, 50% of 25–34-year-olds, 45.1% of 35–44-year-olds, 39.1% of 45–54-year-olds and 41.6% of those aged 55 and over. Young people aged 18–24 are also more likely than other groups to point to a lack of analytical content (25.3%), pressure on journalists (17.1%) and the financial dependence of the media (8.2%) (*Table 36*).

An analysis of the three key problems identified by respondents as pressing for the work of the media shows that the spread of fake news concerns residents of the Republic of Karakalpakstan (60%) and of Andijan (54.5%) and Surkhandarya (56.4%) regions. Respondents from Andijan (42.6%) and Tashkent (46%) regions draw attention to insufficient objectivity and impartiality of the media (*Table 37*).

Rural respondents are more likely than urban residents to point to insufficient objectivity and impartiality of the media (39.2% and 27.9% respectively) (*Table 37*).

Table 37 **In your view, what are the most pressing problems in the work of the media today?**
*(% by region and type of settlement)**

	Spread of fake news	Lack of objectivity and impartiality	Lack of transparency in government bodies	Journalists' limited access to information	Inadequate professional training of journalists	Lack of analytical content	State influence on the media	Pressure on journalists	Financial dependence of the media
REGION									
Tashkent city	39.2	25.5	32.4	36.3	24.5	16.7	14.7	11.8	8.8
Republic of Karakalpakstan	60.0	36.0	28.0	30.0	25.0	30.0	21.0	26.0	4.0
Andijan region	54.5	42.6	32.7	28.7	24.8	27.7	17.8	16.8	6.9
Bukhara region	42.6	22.8	34.7	27.7	12.9	18.8	11.9	14.9	4.0
Jizzakh region	38.2	39.2	29.4	40.2	27.5	12.7	15.7	12.7	6.9
Kashkadarya region	44.0	31.0	30.0	23.0	18.0	25.0	10.0	13.0	4.0
Navoi region	51.0	34.0	33.0	25.0	19.0	17.0	18.0	13.0	4.0
Namangan region	48.5	31.7	31.7	31.7	20.8	21.8	10.9	12.9	3.0
Samarkand region	41.2	27.5	20.6	19.6	17.6	20.6	10.8	6.9	1.0
Surkhandarya region	56.4	32.7	31.7	26.7	21.8	30.7	16.8	8.9	12.9
Syrdarya region	41.0	31.0	25.0	24.0	19.0	17.0	6.0	13.0	6.0
Tashkent region	35.0	46.0	37.0	24.0	16.0	13.0	14.0	7.0	4.0
Fergana region	52.5	31.7	29.7	18.8	16.8	15.8	7.9	13.9	6.9
Khorezm region	49.0	32.0	33.0	28.0	22.0	18.0	12.0	8.0	2.0
TYPE OF SETTLEMENT									
Urban	46.4	27.9	27.8	27.1	20.9	20.1	13.4	12.1	6.2
Rural	46.9	39.2	33.9	27.8	19.8	20.6	13.4	13.5	4.3

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

In the total sample, most respondents are in favour of the state monitoring the reliability of information (75.9%). Partial state regulation of the media, only in matters of security and morality, is accepted by 8.2% of respondents. Complete independence of the media from state regulation is supported by 5.3% of survey participants (*Table 38*).

Respondents' views on state regulation of the media vary by age. Support for state monitoring of the reliability of information grows with age: this position is shared by 71.2% of 18–24-year-olds, 72.5% of 25–34-year-olds, 73.8% of 35–44-year-olds, 76.5% of 45–54-year-olds and 85.7% of those aged 55 and over. Conversely, support for limited regulation confined to matters of security and morality generally declines with age, from 24.6% among 18–24-year-olds to 9.3% among respondents aged 55 and over (*Table 38*).

Table 38 **In your opinion, should the activities of the media be regulated by the state?**
(% of respondents: total sample, by gender and age)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Yes, the state should monitor the reliability of information	**75.9**	75.9	76.0	71.2	72.5	73.8	76.5	85.7
Partly, only on matters of security and morality	**18.2**	17.6	18.8	24.6	19.4	19.9	17.8	9.3
No, the media should be fully independent	**5.3**	5.8	4.8	4.3	7.0	4.9	5.3	5.0
Refused to answer	**0.1**	0.1	–	–	0.4	–	–	–
Hard to say	**0.5**	0.6	0.4	–	0.7	1.4	0.4	–

Public opinion in Uzbekistan on the media extends to measures to increase media independence in the country. These measures include strengthening legal guarantees of freedom of speech (56.5%), improving the professional training of journalists (30.7%) and expanding journalists' access to information from government bodies (27%) (*Table 39*).

Table 39 **In your opinion, what measures would help increase media independence in Uzbekistan?**
*(% of the total sample)**

Response	Total sample
Strengthening legal guarantees of freedom of speech	**56.5**
Improving professional training for journalists	**30.7**
Expanding journalists' access to information from government bodies	**27.0**
Developing independent media platforms and private news agencies	**25.9**
Expanding access to international information sources	**20.4**
Increasing competition between media (state, private, public)	**19.7**
Increasing media funding	**14.7**
Protecting journalists from pressure and censorship	**14.6**
Toughening penalties for obstructing journalists' work	**13.3**
Simplifying registration and licensing of new media	**11.6**
Hard to say	**2.2**

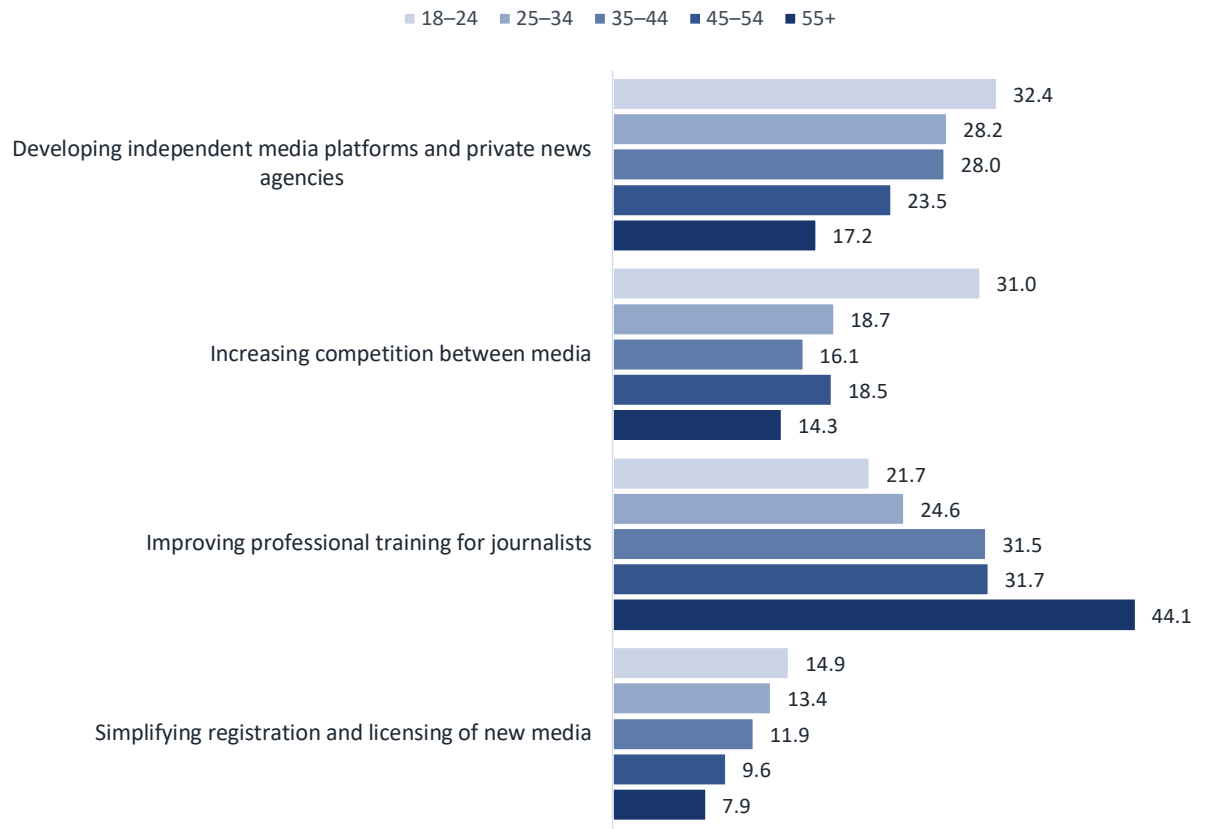
**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

Survey participants consider it necessary to develop independent media platforms and private news agencies (25.9%), expand access to international sources of information (20.4%) and increase competition among media outlets (19.7%). Respondents see increased funding for the media (14.7%), protection of journalists from pressure and censorship (14.6%), tougher liability for obstructing journalists' work (13.3%) and simpler registration and licensing of new media (11.6%) as ways of increasing media independence (*Table 39*).

Views on measures to increase media independence vary by age: the older the respondents, the smaller the share who see developing independent media platforms and private news agencies, increasing competition among media outlets and simplifying the registration and licensing of new media as ways of securing media independence in the country (*Figure 2*). For example, young respondents aged 18–24 are more likely than those aged 55 and over to cite the development of independent media platforms and private news agencies as a way of increasing media independence in the country (32.4% and 17.2% respectively).

Interestingly, improving the professional training of journalists is more often supported by older age groups (31.5% of 35–44-year-olds, 31.7% of 45–54-year-olds and 41.1% of those aged 55 and over) than by younger respondents (21.7% of 18–24-year-olds and 24.6% of 25–34-year-olds) (*Figure 2*).

Figure 2 **In your opinion, what measures would help increase media independence in Uzbekistan?**
(% by age)



In respondents' view, several steps are needed to improve the work of the media in Uzbekistan. More than half consider it necessary to make coverage of events more objective (51.1%), and a third to strengthen verification of information (33%). A substantial proportion also expect the media to take a more analytical approach, with in-depth articles on pressing issues (27.6%) and detailed explanations of the causes and consequences of events (21.6%) (*Table 40*).

Other important areas for improvement are more timely publication of news (24.7%) and the presentation of different opinions and points of view (22.5%). Less often, respondents mention the need to broaden the range of topics covered (12.7%), give more coverage to the problems of the population and the regions (9.5%), improve the quality and standard of language (9.1%) and use more accessible language (6.1%) (*Table 40*).

Table 40 **In your opinion, what specifically needs to be improved in the work of the media in Uzbekistan?**

*(% of the total sample)**

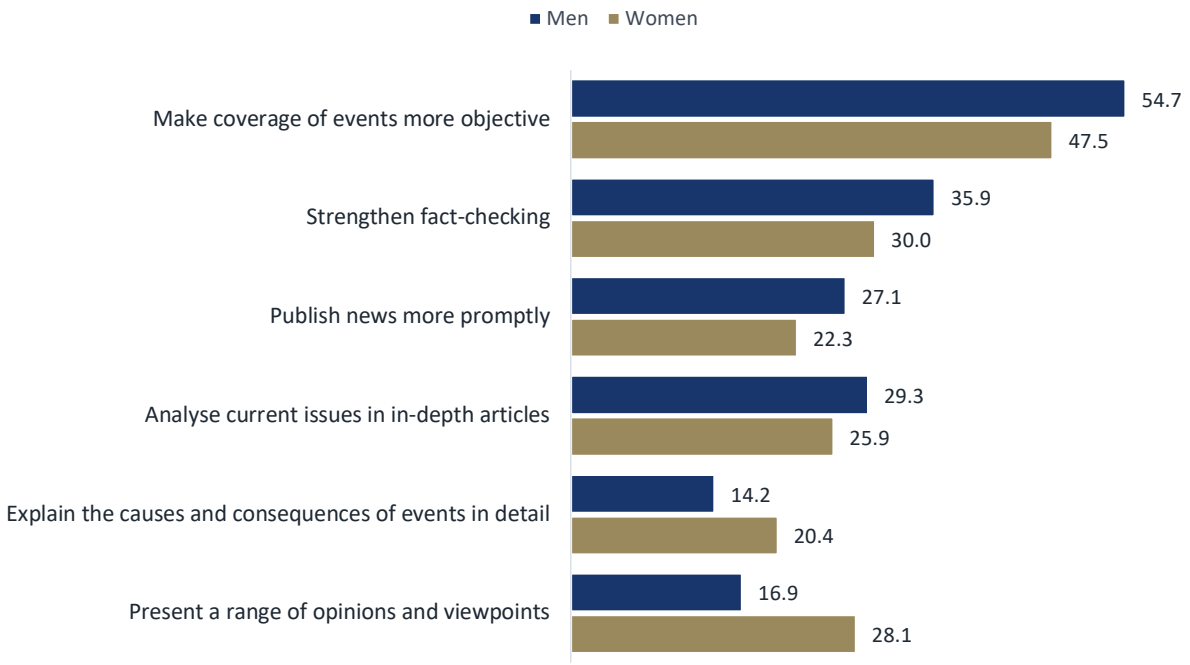
Response	Total sample
Make coverage of events more objective	**51.1**
Strengthen fact-checking	**33.0**
Analyse current issues in in-depth articles	**27.6**
Publish news more promptly	**24.7**
Present a range of opinions and viewpoints	**22.5**
Explain the causes and consequences of events in detail in news stories	**21.6**
Explain the causes and consequences of events in detail	**17.3**
Broaden the range of topics	**12.7**
Give more coverage to public and regional problems	**9.5**
Improve the quality and standard of language	**9.1**
Use simpler language	**6.1**
Reduce advertising and paid-for content	**5.2**
Create more educational content	**4.6**
Raise journalists' professionalism	**4.3**
Make more active use of modern digital formats	**3.4**
Do more investigative journalism	**3.3**
Observe journalistic ethics	**1.4**
Improve feedback channels with the audience	**1.0**
Hard to say	**1.1**

**Respondents could choose up to three answers. Results are ranked by total-sample figures.*

Men and women differ in the measures they propose for improving the work of the media (*Figure 3*).

Figure 3 **In your opinion, what specifically needs to be improved in the work of the media in Uzbekistan?**

(% by gender)



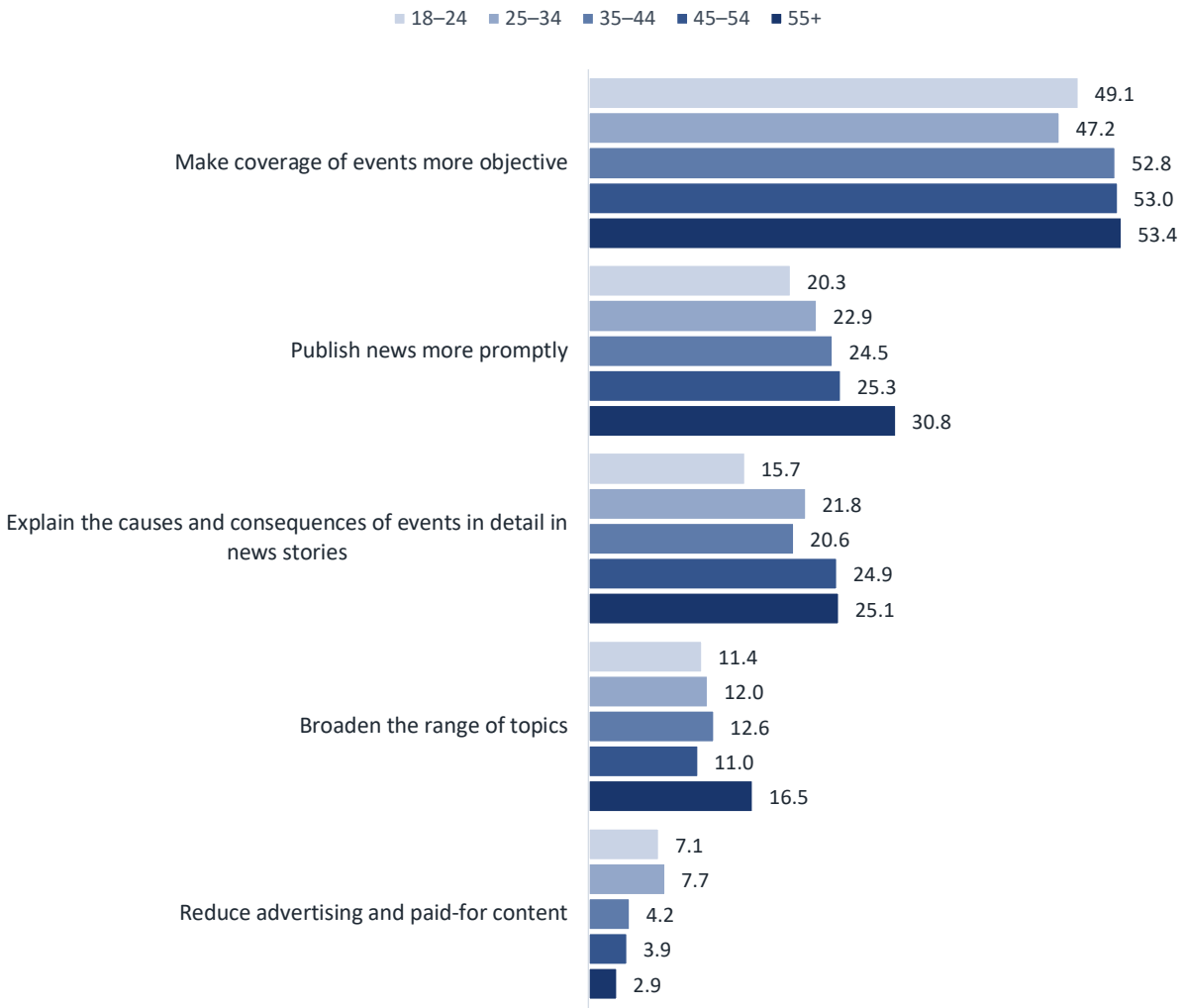
Men are more likely than women to point to the need for more objective coverage of events (54.7% and 47.5% respectively), stronger verification of information (35.9% and 30% respectively), more timely publication of news (27.1% and 22.3% respectively) and in-depth articles analysing pressing issues (29.3% and 25.9% respectively) (*Figure 3*).

Women are more likely than men to cite the need to explain the causes and consequences of events in detail (20.4% and 14.2% respectively) and to present different opinions and points of view (28.1% and 16.9% respectively) as measures that would directly improve the work of the media in Uzbekistan (*Figure 3*).

The age differences identified in the study show that older age groups consider greater timeliness and objectivity of coverage and greater depth and breadth of published content to be important measures, while young people consider reducing advertising and paid-for content important (Figure 4).

Figure 4 **In your opinion, what specifically needs to be improved in the work of the media in Uzbekistan?**

(% by age)



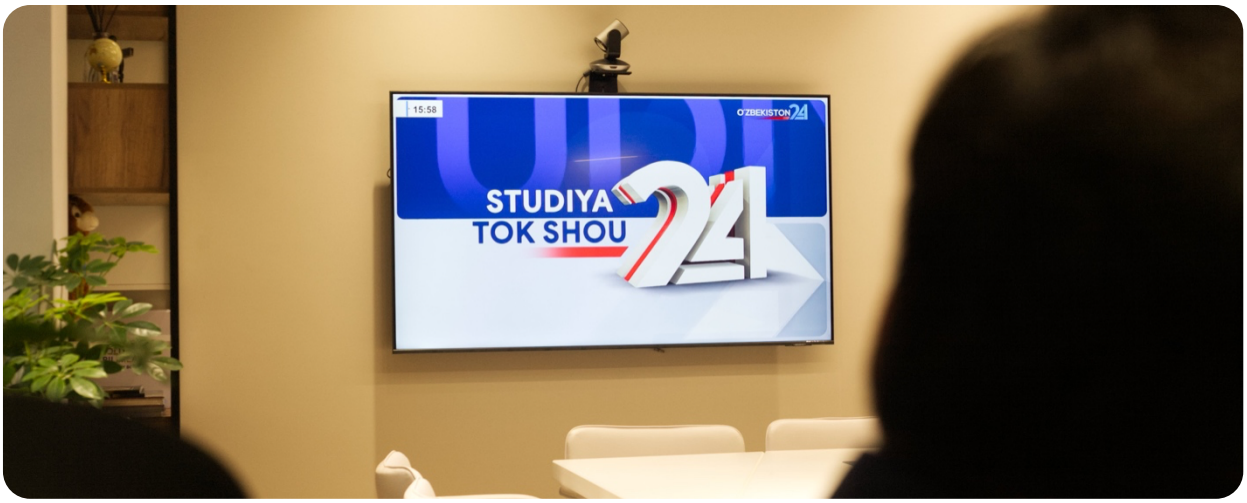
Respondents aged 35–44 (52.8%), 45–54 (53%) and 55 and over (53.4%) more often cite greater objectivity in the coverage of events as a way of improving the work of the media. Demand for more timely publication of news generally grows with age: from 20.3% among 18–24-year-olds to 30.8% among respondents aged 55 and over. A similar trend applies to the need to explain the causes and consequences of events in the news in detail: the figure rises from 15.7% among 18–24-year-olds to 25.1% among those aged 55 and over (Figure 3). Older age groups are more likely than others to point to the need for a broader range of topics: 16.5% among those aged 55 and over and 11.4% among respondents aged 18–24 *(Figure 3)*.

The call to reduce advertising and paid-for content is somewhat more common among young respondents and gradually declines with age, from 7% among 18–24-year-olds to 2.9% among those aged 55 and over *(Figure 3)*.

Overall, the survey shows predominantly positive assessments of the state of freedom of speech, media independence and journalists' working conditions in Uzbekistan. Among the problems of the media sphere, respondents highlight the spread of fake news, insufficient objectivity and impartiality of the media, journalists' insufficient professional training and a lack of analytical content.

KEY TAKEAWAY

Public opinion is marked by a clear demand for state involvement in ensuring the reliability of information, in the form of monitoring the reliability of the information disseminated. The most popular measures for increasing media independence are strengthening legal guarantees of freedom of speech, improving journalists' professional training and expanding access to information from government bodies. The main areas for improving the work of the media that people in Uzbekistan highlight are more objective coverage of events, stronger verification of information, more analytical content, timeliness and the presentation of different points of view.



Section C. Television

67.5%
watch TV on any device
Table 41

70.3%
of viewers most often watch news
Table 62

52.8%
of viewers trust O‘zbekiston 24 most
Table 68

Television is one of the means through which information is disseminated, socially significant events are covered and citizens form their understanding of developments in the country and the world. As digital technologies develop and access to media content widens, it is becoming increasingly important to study patterns of TV consumption, viewer preferences and audience attitudes towards domestic TV channels.

In this context, studying the TV audience makes it possible to identify viewing patterns, the most popular types of content and the level of trust in TV channels, as well as existing problems and citizens’ expectations.

The aim of this section is to examine patterns of TV content consumption, audience preferences and levels of trust in Uzbekistan’s TV channels, and to identify the main problems facing domestic television and ways of improving it.

Public opinion on television and patterns of TV content consumption were analysed using the following selected indicators:

1) regularity and intensity of TV viewing;

2) how and where TV content is watched;

3) audience preferences and motives for choosing TV channels;

4) viewers' content interests;

5) assessment of the diversity of TV content;

6) level of public trust in Uzbekistan's TV channels;

7) assessment of problems with TV content;

8) proposals for improving television in the country.

C.1 Regularity and intensity of TV viewing

The survey found that 67.5% of respondents watch TV channels or programmes, regardless of the device or means of access (66.9% of men and 68% of women). The remaining 32.5% said they do not watch TV channels in any way, whether on a TV set, a computer or a smartphone, or via the internet. This applies to 33.1% of men and 32% of women.

Differences by age are more pronounced. Among 18–24-year-olds and 25–34-year-olds, 57.7% in each group watch TV content. The figure is 64% among 35–44-year-olds and rises to 71.2% among those aged 45–54. The highest share of affirmative answers was recorded among respondents aged 55 and over, at 87.1%.

Table 41 **Do you watch TV channels or TV programmes in any way — on a TV set, computer, smartphone or online?**
(% of all respondents, by gender and age)

	Yes	No
Total sample	**67.5**	**32.5**
GENDER		
Men	66.9	33.1
Women	68.0	32.0
AGE GROUP		
18–24	57.7	42.3
25–34	57.7	42.3
35–44	64.0	36.0
45–54	71.2	28.8
55+	87.1	12.9

The highest shares of respondents who said they watch TV channels or TV programmes in any way, whether on a TV set, computer or smartphone, or via the internet, were recorded in Bukhara (92.1%), Andijan (87.1%) and Samarkand (79.2%) regions. High figures were also recorded in Syrdarya region (79%), Tashkent region (76.2%) and Namangan region (75%).

In Fergana region, the share of respondents who do not watch TV programmes (67.6%) exceeds the share of those who watch TV channels or TV programmes in any way, whether on a TV set, computer or smartphone, or via the internet (32.4%). In Tashkent city, the share of respondents who do not watch TV channels or TV programmes is 52.9%, while 47.1% said they watch TV content. In Navoi region, answers were distributed as follows: 52.5% of respondents said they watch TV content and 47.5% said they do not watch TV channels or programmes.

By type of settlement, 70.5% of rural respondents answered “yes, I watch”, compared with 64.9% of urban residents. Accordingly, 29.5% of rural and 35.1% of urban respondents answered “no”.

Table 42 **Do you watch TV channels or TV programmes in any way — on a TV set, computer, smartphone or online?**

(% of all respondents)

	Yes	No
REGION		
Tashkent city	47.1	52.9
Republic of Karakalpakstan	67.0	33.0
Andijan region	87.1	12.9
Bukhara region	92.1	7.9
Jizzakh region	63.0	37.0
Kashkadarya region	63.7	36.3
Navoi region	52.5	47.5
Namangan region	75.0	25.0
Samarkand region	79.2	20.8
Surkhandarya region	63.0	37.0
Syrdarya region	79.0	21.0
Tashkent region	76.2	23.8
Fergana region	32.4	67.6
Khorezm region	68.0	32.0
TYPE OF SETTLEMENT		
Urban	64.9	35.1
Rural	70.5	29.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Responses show that regular viewing predominates. Overall, 54.3% of respondents watch TV content several times a day and 29.0% once a day. Watching TV several times a week was reported by 9.6% of respondents and once a week by 3.9%. A further 2.4% watch TV content several times a month and 0.7% less than once a month.

By gender, 58.0% of women and 50.5% of men watch TV several times a day. Men, meanwhile, are more likely to watch once a day: 33.8% compared with 24.3% of women.

Among respondents aged 55 and over, the share of those who watch TV several times a day is 65.8%. The figure is 59.5% among 45–54-year-olds and 54.1% among 35–44-year-olds. Among younger respondents, 43.2% of 18–24-year-olds and 42.1% of 25–34-year-olds watch TV several times a day.

Table 43 **How often do you watch TV?**

(% of respondents who answered, n=952)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month	Hard to say
Total sample	**54.3**	**29.0**	**9.6**	**3.9**	**2.4**	**0.7**	**0.1**
GENDER							
Men	50.5	33.8	9.8	3.0	2.1	0.8	–
Women	58.0	24.3	9.4	4.8	2.7	0.6	0.2
AGE GROUP							
18–24	43.2	29.6	11.7	6.8	6.8	1.9	–
25–34	42.1	29.9	17.1	6.7	2.4	1.8	–
35–44	54.1	30.6	9.3	2.7	2.7	–	0.5
45–54	59.5	29.0	6.0	4.0	1.0	0.5	–
55+	65.8	26.7	6.2	0.8	0.4	–	–

Watching TV several times a day is most widespread in Fergana (69.7%), Khorezm (63.2%) and Samarkand (61.3%) regions. Comparatively high figures are also recorded in Navoi region (60.4%) and the Republic of Karakalpakstan (59.7%). Daily viewing is also widespread in Kashkadarya region, where 43.1% of respondents watch TV once a day and 49.2% several times a day. The share of respondents watching TV several times a day is comparatively lower in Tashkent city, at 39.6%.

By type of settlement, 56.9% of rural respondents and 51.9% of urban residents watch TV several times a day.

Table 44 **How often do you watch TV?**

(% of respondents who answered, n=952)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month	Hard to say
REGION							
Tashkent city	39.6	35.4	14.6	8.3	2.1	–	–
Republic of Karakalpakstan	59.7	34.3	3.0	–	3.0	–	–
Andijan region	58.0	33.0	2.3	4.5	2.3	–	–
Bukhara region	54.8	20.4	14.0	5.4	4.3	1.1	–
Jizzakh region	54.0	28.6	9.5	4.8	3.2	–	–
Kashkadarya region	49.2	43.1	3.1	1.5	3.1	–	–
Navoi region	60.4	24.5	9.4	1.9	3.8	–	–
Namangan region	50.7	28.0	17.3	2.7	–	1.3	–
Samarkand region	61.3	25.0	7.5	2.5	1.3	2.5	–

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month	Hard to say
Surkhandarya region	49.2	25.4	15.9	6.3	3.2	–	–
Syrdarya region	51.9	31.6	10.1	2.5	2.5	1.3	–
Tashkent region	42.9	27.3	15.6	9.1	1.3	2.6	1.3
Fergana region	69.7	27.3	3.0	–	–	–	–
Khorezm region	63.2	25.0	5.9	2.9	2.9	–	–
TYPE OF SETTLEMENT							
Urban	51.9	29.0	9.1	6.3	2.6	0.8	0.2
Rural	56.9	29.0	10.0	1.3	2.2	0.7	–

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Responses show that, on weekdays, the most common viewing duration is between 30 minutes and an hour, chosen by 34.6% of respondents. Some 24.6% watch TV content for one to two hours and 19.1% for less than 30 minutes.

Among men, 34.8% watch TV content for 30 minutes to an hour and 24.4% for one to two hours. The corresponding figures for women are 34.3% and 24.7%.

Among 18–24-year-olds, the most common pattern is 30 minutes to an hour of viewing (35.8%), while 34.6% spend less than 30 minutes watching TV. Among 25–34-year-olds, 30 minutes to an hour also predominates (33.5%), and 26.2% of this age group watch for less than 30 minutes. In the 35–44 and 45–54 age groups, 30 minutes to an hour remains the most common duration, at 34.4% and 41.5% respectively. In addition, 29.5% of 45–54-year-olds watch TV for one to two hours a day.

Among those aged 55 and over, 29.6% watch TV for one to two hours and 28.8% for 30 minutes to an hour. This age group also has the highest share of people who watch TV for long periods: on a weekday, 16.5% watch TV content for two to three hours, 5.8% for three to four hours and 7.4% for more than four hours.

Table 45 **On average, how much time do you spend watching TV on a weekday?**
(% of respondents who answered, n=952)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not watch on weekdays
Total sample	**19.1**	**34.6**	**24.6**	**9.8**	**4.2**	**4.3**	**3.5**
GENDER							
Men	17.4	34.8	24.4	9.6	5.1	4.9	3.8
Women	20.8	34.3	24.7	10.0	3.3	3.7	3.1
AGE GROUP							
18–24	34.6	35.8	16.7	5.6	–	3.1	4.3
25–34	26.2	33.5	20.7	6.1	4.3	3.7	5.5
35–44	20.8	34.4	23.0	8.7	6.0	3.3	3.8
45–54	9.5	41.5	29.5	9.0	4.0	3.0	3.5

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not watch on week-days
55+	10.7	28.8	29.6	16.5	5.8	7.4	1.2

The share of "30 minutes to an hour" answers is 47.5% in Samarkand region, 41.3% in Namangan region, 40.9% in Andijan region and 40.0% in Kashkadarya region. In Navoi region, by contrast, one to two hours of viewing is more common (34.0%). In Tashkent city, answers are spread relatively evenly across the main time categories: 29.2% of respondents watch TV for 30 minutes to an hour, 27.1% for one to two hours and 20.8% for less than 30 minutes. A further 12.5% spend two to three hours a day watching. In Tashkent region, 30 minutes to an hour is the most common duration (29.9%), and 7.8% watch TV for more than four hours.

By type of settlement, 30 minutes to an hour is the most common duration among both urban (32.0%) and rural residents (37.3%). Some 25.4% of urban and 23.7% of rural residents watch TV for one to two hours a day, while 18.5% and 19.8% respectively watch for less than 30 minutes.

Table 46 **On average, how much time do you spend watching TV on a weekday?**
(% of respondents who answered, n=952)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not watch on week-days
REGION							
Tashkent city	20.8	29.2	27.1	12.5	2.1	4.2	4.2
Republic of Karakalpakstan	11.9	34.3	31.3	11.9	6.0	4.5	
Andijan region	23.9	40.9	14.8	6.8	4.5	8.0	1.1
Bukhara region	25.8	28.0	21.5	10.8	3.2	4.3	6.5
Jizzakh region	30.2	28.6	25.4	9.5		4.8	1.6
Kashkadarya region	7.7	40.0	27.7	13.8	4.6	3.1	3.1
Navoi region	24.5	24.5	34.0	9.4	1.9		5.7
Namangan region	13.3	41.3	29.3	8.0	2.7	4.0	1.3
Samarkand region	13.8	47.5	17.5	5.0	5.0	3.8	7.5
Surkhandarya region	30.2	34.9	17.5	7.9	4.8	3.2	1.6
Syrdarya region	22.8	30.4	26.6	8.9	8.9	1.3	1.3
Tashkent region	18.2	29.9	23.4	6.5	5.2	7.8	9.1
Fergana region	12.1	36.4	24.2	15.2	3.0	6.1	3.0
Khorezm region	8.8	33.8	30.9	16.2	4.4	4.4	1.5
TYPE OF SETTLEMENT							
Urban	18.5	32.0	25.4	10.5	4.3	5.3	4.1
Rural	19.8	37.3	23.7	8.9	4.1	3.3	2.8

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Responses show that, at weekends, respondents generally spend more time watching TV than on weekdays. The most common option is one to two hours, chosen by 27.3% of respondents. A further 20.6% watch TV content for 30 minutes to an hour and 16.3% for two to three hours.

Among men, 27.4% watch TV for one to two hours, compared with 27.2% of women. Two to three hours of viewing was reported by 17% of men and 16.6% of women. At the same time, the share of those who do not watch TV at weekends is higher among women (8.3%) than among men (5.3%).

Among 18–24-year-olds, the most common duration is 30 minutes to an hour (31.5%). Among 25–34-year-olds, one to two hours predominates (26.8%). In the 45–54 age group, 27% of respondents watch TV for one to two hours and 19.5% for two to three hours. Among those aged 55 and over, one to two hours is the most common duration (30.9%), while 23.5% spend two to three hours watching TV. In addition, 9.9% of this group watch TV content for more than four hours, the highest figure among respondents of all age groups.

Table 47 **On average, how much time do you spend watching TV on a weekend day?**
(% of respondents who answered, n=952)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not watch on week-days
Total sample	**9.7**	**20.6**	**27.3**	**16.3**	**11.3**	**7.5**	**6.8**
GENDER							
Men	9.8	20.2	27.4	17.0	12.7	7.6	5.3
Women	9.6	21.0	27.2	16.6	10.0	7.3	8.3
AGE GROUP							
18–24	16.7	31.5	22.8	13.6	7.4	2.5	5.6
25–34	14.6	22.6	26.8	13.4	6.1	5.5	11.0
35–44	6.0	27.3	27.3	10.9	13.1	9.3	6.0
45–54	6.5	15.0	27.0	19.5	15.0	8.5	8.5
55+	7.0	11.5	30.9	23.5	13.2	9.9	4.1

The highest shares of “one to two hours” answers are found in Navoi (37.7%), Fergana (36.4%), Namangan (32.0%) and Samarkand (32.5%) regions. In Kashkadarya region, 29.2% of respondents watch TV for two to three hours, while in Khorezm region the figure is 25%. In addition, 17.6% of respondents in Khorezm region spend three to four hours watching, the highest figure for this category among the regions presented. In Tashkent region, 24.7% of respondents watch TV for 30 minutes to an hour and 20.8% for one to two hours.

By type of settlement, one to two hours is the most common duration among both urban (26.2%) and rural residents (28.5%). Rural residents are slightly more likely to watch TV for 30 minutes to an hour (22.2% versus 19.1% of urban residents).

Table 48 **On average, how much time do you spend watching TV on a weekend day?**

(% of respondents who answered, n=952)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not watch on week-days
REGION							
Tashkent city	16.7	16.7	22.9	12.5	12.5	10.4	8.3
Republic of Kara-kalpakstan	3.0	13.4	31.3	23.9	20.9	6.0	1.5
Andijan region	14.8	20.5	28.4	10.2	11.4	5.7	9.1
Bukhara region	12.9	25.8	24.7	12.9	9.7	8.6	5.4
Jizzakh region	7.9	22.2	27.0	19.0	6.3	12.7	4.8
Kashkadarya region	6.2	24.6	20.0	29.2	6.2	6.2	7.7
Navoi region	11.3	17.0	37.7	22.6	5.7		5.7
Namangan region	2.7	29.3	32.0	12.0	10.7	4.0	9.3
Samarkand region	6.3	25.0	32.5	11.3	10.0	8.8	6.3
Surkhandarya region	9.5	19.0	23.8	12.7	12.7	12.7	9.5
Syrdarya region	15.2	17.7	27.8	15.2	16.5	5.1	2.5
Tashkent region	14.3	24.7	20.8	14.3	5.2	11.7	9.1
Fergana region	6.1	6.1	36.4	24.2	15.2	3.0	9.1
Khorezm region	5.9	13.2	22.1	25.0	17.6	7.4	8.8
TYPE OF SETTLEMENT							
Urban	11.2	19.1	26.2	16.2	12.0	7.9	7.5
Rural	8.1	22.2	28.5	17.4	10.7	7.0	6.1

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

In the total sample, the most common viewing period is 18:00–21:00, named by 27.9% of respondents. Respondents watch TV less often during the day: 12:00–15:00 (8.8%), 09:00–12:00 (7.1%) and 15:00–18:00 (5.6%). Viewing after 24:00 was reported by 1.6% of survey participants.

Shares for the evening slots differ by gender. Among men, 52% named 21:00–24:00, compared with 40.7% of women. For 18:00–21:00, the figures are 51.8% for men and 53.6% for women. Women were also more likely to mention daytime viewing: 17.0% versus 9.8% of men for 09:00–12:00, and 21.0% versus 12.3% for 12:00–15:00.

Age differences are visible in the distribution of answers across time slots. Among 18–24-year-olds, 45.7% named 21:00–24:00 and 21.6% 12:00–15:00. Among 25–34-year-olds, 21:00–24:00 also has the highest share of answers (51.2%). The figure is 52.5% among 35–44-year-olds and 46% among 45–54-year-olds; in the latter group, 61.5% also reported watching between 18:00 and 21:00. Among those aged 55 and over, the highest figures are for 18:00–21:00 (63.8%) and before 09:00 (57.6%).

Table 49 **At what time of day do you most often watch TV?**

(% of respondents who answered, n=952)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
Total sample	**24.3**	**7.1**	**8.8**	**5.6**	**27.9**	**24.5**	**1.6**
GENDER							
Men	45.0	9.8	12.3	8.9	51.8	52.0	4.5
Women	46.8	17.0	21.0	12.1	53.6	40.7	1.7
AGE GROUP							
18–24	43.2	14.8	21.6	13.6	38.3	45.7	3.7
25–34	31.1	13.4	22.6	8.5	43.3	51.2	6.7
35–44	46.4	9.8	17.5	9.3	49.7	52.5	2.2
45–54	45.5	14.0	12.5	10.0	61.5	46.0	2.0
55+	57.6	14.8	12.3	11.1	63.8	39.1	1.6

**Respondents could choose more than one answer.*

Viewing between 18:00 and 21:00 was most often reported by respondents in Namangan region (65.3%), Samarkand region (58.8%), the Republic of Karakalpakstan (56.7%) and Kashkadarya region (55.4%). The figure was 54.2% in Tashkent city, 51.9% in Tashkent region and 51.1% in Andijan region. The lowest share for this slot was recorded in Bukhara region (44.1%).

The 21:00–24:00 slot was most often named by respondents in Tashkent city (60.4%), Khorezm region (55.9%), Andijan region (52.3%) and the Republic of Karakalpakstan (65.7%).

Viewing before 09:00 was most often reported by respondents in the Republic of Karakalpakstan (74.6%), Surkhandarya region (68.3%) and Kashkadarya region (60.0%).

Viewing after 24:00 is much less common. The highest share is in the Republic of Karakalpakstan (11.9%), followed by Andijan region (6.8%) and Samarkand region (6.3%).

By type of settlement, urban residents most often reported watching before 09:00 (52.7%), while rural residents most often named 18:00–21:00 (55.6%). Daytime viewing between 12:00 and 15:00 was more common among rural (20.3%) than urban residents (13.4%). Viewing after midnight was reported by 2.4% of urban and 3.7% of rural respondents.

Table 50 **At what time of day do you most often watch TV?**

(% of respondents, by region and type of settlement, n=952)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
REGION							
Tashkent city	29.2	14.6	10.4	10.4	54.2	60.4	0.0
Republic of Karakalpakstan	74.6	20.9	35.8	19.4	56.7	65.7	11.9
Andijan region	36.4	9.1	15.9	18.2	51.1	52.3	6.8
Bukhara region	26.9	15.1	21.5	9.7	44.1	39.8	2.2
Jizzakh region	41.3	14.3	15.9	11.1	52.4	44.4	1.6
Kashkadarya region	60.0	10.8	13.8	4.6	55.4	44.6	1.5
Navoi region	30.2	1.9	18.9	5.7	49.1	43.4	3.8

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
Namangan region	46.7	12.0	14.7	9.3	65.3	40.0	0.0
Samarkand region	56.3	13.8	12.5	1.3	58.8	47.5	6.3
Surkhandarya region	68.3	23.8	15.9	15.9	50.8	36.5	1.6
Syrdarya region	53.2	7.6	20.3	6.3	49.4	38.0	0.0
Tashkent region	50.6	23.4	10.4	11.7	51.9	42.9	2.6
Fergana region	33.3	15.2	3.0	9.1	51.5	39.4	0.0
Khorezm region	29.4	5.9	16.2	13.2	48.5	55.9	1.5
TYPE OF SETTLEMENT							
Urban	52.7	13.0	13.4	10.3	50.1	43.6	2.4
Rural	38.6	13.9	20.3	10.7	55.6	49.2	3.7

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

C.2 Modes and conditions of TV viewing

Overall, home is the main place for watching TV: 94.6% of respondents said they most often watch TV at home. A further 2.6% watch at work or their place of study, 1.3% on a smartphone or tablet while travelling, 0.9% in cafés, waiting areas and other public places, and 0.7% at other people's homes.

By gender, home viewing predominates among both women (95.7%) and men (93.4%).

By age, the share of respondents who named home as their main viewing place increases in the older groups. It was chosen by 84.6% of 18–24-year-olds and 88.9% of 25–34-year-olds. Among 35–44- and 45–54-year-olds the figures are 98.5% and 98.7% respectively, and among those aged 55 and over 98.9%.

Table 51 **Where do you most often watch TV?**

(% of respondents who answered, n=952)

	At home	At work or my place of study	At other people's homes	In cafés, waiting areas or other public places	On the move (smartphone or tablet)
Total sample	**94.6**	**2.6**	**0.7**	**0.9**	**1.3**
GENDER					
Men	93.4	2.9	0.9	1.4	1.4
Women	95.7	2.3	0.6	0.3	1.1
AGE GROUP					
18–24	84.6	4.3	3.4	1.7	6.0
25–34	88.9	5.6	0.8	3.2	1.6
35–44	98.5	1.5	–	–	–
45–54	98.7	1.3	–	–	–
55+	98.9	1.1	–	–	–

Results show that home viewing predominates across regions and among both urban and rural residents. At the same time, other viewing places are mentioned more often in Bukhara, Andijan and Tashkent regions and by urban respondents.

Table 52 **Where do you most often watch TV?**

(% of respondents who answered, n=952)

	At home	At work or my place of study	At other people's homes	In cafés, waiting areas or other public places	On the move (smartphone or tablet)
REGION					
Tashkent city	97.6	2.4	–	–	–
Republic of Karakalpakstan	100.0		–	–	–
Andijan region	94.5	1.4	–	1.4	2.7
Bukhara region	81.9	7.2	3.6	2.4	4.8
Jizzakh region	94.4	1.9	1.9	–	1.9
Kashkadarya region	94.9	5.1	–	–	–
Navoi region	96.1	2.0	–	–	2.0
Namangan region	100.0	–	–	–	–
Samarkand region	97.9	–	2.1	–	–
Surkhandarya region	–	–	–	–	–
Syrdarya region	94.5	3.6	–	1.8	
Tashkent region	89.1	4.3	–	4.3	2.2
Fergana region	100.0	–	–	–	–
Khorezm region	100.0	–	–	–	–
TYPE OF SETTLEMENT					
Urban	92.2	3.4	1.6	1.6	1.3
Rural	96.6	1.8	–	0.3	1.3

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

The survey shows that the most common way of watching TV is switching between channels to find the most interesting programme, reported by 35.6% of respondents. Some 32.8% choose a specific programme in advance, and 19.2% turn on the TV at a set time. Less common are leaving one channel on (6.8%), watching individual TV segments online (4.0%) and having the TV on mainly in the background (1.5%).

Men are slightly more likely to choose a specific programme in advance (35.5% versus 30.1% of women). Women, for their part, more often turn on the TV at a set time (19.8% versus 18.7% of men) and tend to leave one channel on (8.1% versus 5.5%).

Among 18–24-year-olds, the most common approach is choosing a specific programme in advance (39.5%). Among 25–34-year-olds, 28% do this, while 29.3% prefer switching channels in search of something interesting. Among 35–44- and 45–54-year-olds, switching channels in search of interesting content is the most common approach (40.4% and 40.5% respectively). In

the group aged 55 and over, channel switching also ranks first (37.4%), while 32.9% choose a specific programme in advance.

Table 53 **How do you usually watch TV?**

(% of respondents who answered, n=952)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
I choose a specific programme in advance	**32.8**	35.5	30.1	39.5	28.0	32.8	31.0	32.9
I turn on the TV at a set time	**19.2**	18.7	19.8	16.7	21.3	17.5	19.0	21.0
I flick through channels and pick the most interesting programme	**35.6**	35.0	36.2	27.8	29.3	40.4	40.5	37.4
I usually leave one channel on	**6.8**	5.5	8.1	6.2	9.8	5.5	7.0	6.2
The TV is mostly on in the background	**1.5**	1.5	1.5	1.9	2.4	0.5	2.0	0.8
I watch individual TV segments online	**4.0**	3.8	4.2	8.0	9.1	2.7	0.5	1.6
Hard to say	**0.1**	–	0.2	–	–	0.5	–	–

Switching channels to find an interesting programme is the most common approach in Fergana (60.6%), Tashkent (48.1%), Jizzakh (46.0%) and Khorezm (45.6%) regions. Choosing a specific programme in advance was most often reported in Samarkand (45.0%) and Surkhandarya (44.4%) regions. Turning on the TV at a set time is most common in Tashkent city (33.3%) and Navoi region (30.2%).

Table 54 **How do you usually watch TV?**

(% of respondents who answered, n=952)

	I choose a specific programme in advance	I turn on the TV at a set time	I flick through channels and pick the most interesting programme	I usually leave one channel on	The TV is mostly on in the background	I watch individual TV segments online	Hard to say
REGION							
Tashkent city	25.0	33.3	27.1	10.4	–	4.2	–
Republic of Karakalpakstan	34.3	13.4	41.8	3.0	6.0	1.5	–
Andijan region	39.8	15.9	27.3	8.0	1.1	8.0	–
Bukhara region	21.5	19.4	39.8	11.8	1.1	6.5	–
Jizzakh region	30.2	17.5	46.0	4.8	–	1.6	–
Kashkadarya region	27.7	21.5	40.0	6.2	1.5	3.1	–
Navoi region	22.6	30.2	35.8	3.8	3.8	3.8	–
Namangan region	38.7	24.0	28.0	6.7	–	2.7	–
Samarkand region	45.0	15.0	26.3	6.3	2.5	5.0	–

	I choose a specific programme in advance	I turn on the TV at a set time	I flick through channels and pick the most interesting programme	I usually leave one channel on	The TV is mostly on in the background	I watch individual TV segments online	Hard to say
Surkhandarya region	44.4	25.4	12.7	12.7	1.6	3.2	–
Syrdarya region	31.6	21.5	31.6	5.1	1.3	8.9	–
Tashkent region	26.0	14.3	48.1	6.5	1.3	2.6	1.3
Fergana region	24.2	9.1	60.6	6.1	–	–	–
Khorezm region	39.7	11.8	45.6	2.9	–	–	–
TYPE OF SETTLEMENT							
Urban	31.2	21.9	32.9	7.1	1.6	5.1	0.2
Rural	34.4	16.3	38.6	6.5	1.3	2.8	–

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

C.3 Audience preferences and motives for choosing TV channels

According to the survey, state national channels are the most widely watched type of TV channel among respondents, named by 43.1% of survey participants. Non-state national channels are watched by 23.0% of respondents. They are followed by regional and local channels (11.7%), Russian channels (9.0%), channels from neighbouring countries (6.9%) and other foreign channels (6.3%).

By gender, state national channels lead among both men (86.0%) and women (86.3%). Men are more likely than women to watch non-state national channels (48.6% versus 43.2%), Russian channels (21.7% versus 14.6%) and channels from neighbouring countries (14.6% versus 13.1%). Viewing of regional and local channels is similar among men and women, at 23.8% and 23.1% respectively. Foreign channels are chosen slightly more often by women (13.5% versus 11.5% of men).

Analysis by age shows that the share of viewers of state national channels rises from 76.5% among 18–24-year-olds to 93.0% among those aged 55 and over. Non-state national channels are most popular among 35–44-year-olds (51.9%), and regional and local channels among 25–34-year-olds (29.3%). Russian channels are mentioned most often by respondents aged 55 and over (24.7%) and 45–54-year-olds (22.5%). Foreign channels are most popular among younger respondents aged 18–24 (18.5%) and 25–34 (17.7%). Among respondents over 55, the figure is 5.8%.

Table 55 **What types of TV channels do you usually watch?**

Multiple answers possible (% of respondents who answered, n=952)

	State national channels	Non-state national channels	Regional and local channels	Channels from neighbouring countries (Kazakhstan, Tajikistan, etc.)	Russian channels	Foreign channels
Total sample	**43.1**	**23.0**	**11.7**	**6.9**	**9.0**	**6.3**
GENDER						
Men	86.0	48.6	23.8	14.6	21.7	11.5
Women	86.3	43.2	23.1	13.1	14.6	13.5
AGE GROUP						
18–24	76.5	46.3	26.5	16.7	13.6	18.5
25–34	84.1	41.5	29.3	12.8	11.0	17.7
35–44	85.8	51.9	23.5	12.6	14.8	14.2
45–54	87.5	46.0	22.0	12.5	22.5	10.0
55+	93.0	44.0	18.5	14.8	24.7	5.8

According to the survey, state national channels are the most watched in every region. Figures are particularly high in Samarkand (97.5%), Khorezm (94.1%) and Surkhandarya (92.1%) regions. In Tashkent city, the share of such viewers is lower, at 75.0%.

Non-state national channels are especially popular in Namangan (84.0%) and Samarkand (71.3%) regions. They are also watched by more than half of respondents in Fergana, Syrdarya, Khorezm and Kashkadarya regions. The lowest figure is in Bukhara region (21.5%).

Regional and local channels are most often watched by respondents in the Republic of Karakalpakstan (59.7%), Andijan region (34.1%) and Jizzakh region (31.7%). In Fergana region, only 3.0% of respondents surveyed there choose them. Channels from neighbouring countries are most popular in the Republic of Karakalpakstan (38.8%). Russian channels are watched most in Samarkand (36.3%) and Andijan (29.5%) regions. Other foreign channels (excluding Russian channels and those of neighbouring countries) are chosen most often in Andijan region (27.3%), the Republic of Karakalpakstan (22.4%) and Samarkand region (21.3%).

Rural residents are more likely than urban residents to watch state national channels (90.4% versus 82.2%), non-state national channels (53.8% versus 38.5%) and regional and local channels (27.2% versus 19.9%). Russian channels are chosen by 22.3% of urban and 13.5% of rural respondents.

Table 56 **What types of TV channels do you usually watch?**

Multiple answers possible (% of respondents who answered, n=952)

	State national channels	Non-state national channels	Regional and local channels	Channels from neighbouring countries (Kazakhstan, Tajikistan, etc.)	Russian channels	Foreign channels
REGION						
Tashkent city	75.0	41.7	20.8	10.4	27.1	12.5
Republic of Kara-kalpakstan	88.1	47.8	59.7	38.8	13.4	22.4
Andijan region	86.4	40.9	34.1	21.6	29.5	27.3
Bukhara region	81.7	21.5	14.0	6.5	17.2	10.8
Jizzakh region	84.1	28.6	31.7	15.9	12.7	9.5
Kashkadarya region	87.7	52.3	15.4	1.5	1.5	1.5
Navoi region	84.9	28.3	26.4	20.8	15.1	9.4
Namangan region	85.3	84.0	26.7	12.0	8.0	6.7
Samarkand region	97.5	71.3	12.5	8.8	36.3	21.3
Surkhandarya region	92.1	30.2	15.9	17.5	20.6	6.3
Syrdarya region	81.0	57.0	26.6	8.9	11.4	6.3
Tashkent region	77.9	28.6	23.4	23.4	18.2	18.2
Fergana region	90.9	57.6	3.0	3.0	15.2	9.1
Khorezm region	94.1	54.4	8.8	1.5	22.1	5.9
TYPE OF SETTLEMENT						
Urban	82.2	38.5	19.9	12.0	22.3	13.0
Rural	90.4	53.8	27.2	15.9	13.5	12.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

According to the survey, the channels respondents watch most often are Milliy TV (44.5%), O‘zbekiston 24 (41.7%), Zo‘r TV (34.9%) and Sevimli TV (33.8%). Yoshlar (28.6%) and Mening Yurtim (MY5) (26.1%) are also fairly popular. The least frequently mentioned were the regional channels of respondents’ own region (2.7%), Renessans TV (4.4%) and O‘zbekiston tarixi HD (4.6%).

Men and women prefer different channels. Men most often watch O‘zbekiston 24 (47.7%) and Sport (39.8%), followed by Milliy TV (32.3%) and Zo‘r TV (32.1%). Among women, Milliy TV ranks first (56.4%), followed by Sevimli TV (46.2%), O‘zbekiston 24 (36.0%) and Mening Yurtim (33.2%). The gap is especially wide for sports channels: Sport is watched by 39.8% of men and 6.8% of women, and Futbol TV by 21.5% of men and 2.1% of women.

Preferences also vary by age. Among 18–24-year-olds, the most popular channels are Milliy TV (48.7%), Zo‘r TV (47.4%) and Sevimli TV (35.1%). Among 25–34-year-olds, Milliy TV (43.0%), Zo‘r

TV (41.1%) and Sevimli TV (34.8%) lead. Respondents aged 35–44 most often watch Milliy TV (48.3%), O‘zbekiston 24 (46.1%) and Sevimli TV (33.1%). In the 45–54 age group, Milliy TV leads (48.7%), followed by O‘zbekiston 24 (44.2%) and Yoshlar (33.0%). Respondents aged 55 and over most often watch O‘zbekiston 24 (50.0%), Yoshlar (40.3%) and Milliy TV (36.6%).

Table 57 **Which Uzbek TV channels do you watch most often?**

(% of respondents who answered, n=952)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
O‘zbekiston	**17.2**	20.4	14.0	7.8	15.2	14.6	15.7	27.7
O‘zbekiston 24	**41.7**	47.7	36.0	29.2	33.5	46.1	44.2	50.0
O‘zbekiston tarixi HD	**4.6**	6.6	2.8	7.1	3.8	1.1	5.6	5.5
Yoshlar	**28.6**	31.6	25.7	18.8	22.8	21.9	33.0	40.3
Toshkent	**5.2**	5.7	4.7	3.2	3.8	3.9	9.6	4.6
Sport	**23.0**	39.8	6.8	22.7	20.9	27.0	19.8	24.4
Navo	**18.8**	15.2	22.3	11.7	14.6	20.2	21.3	23.1
Dunyo bo‘ylab	**17.9**	19.8	16.2	15.6	12.7	16.9	20.8	21.4
Bolajon	**7.8**	5.1	10.4	3.9	13.9	10.1	3.6	8.0
Madaniyat va ma’rifat	**8.5**	8.1	8.9	5.2	7.0	7.3	5.6	15.1
Mahalla	**20.5**	17.1	23.8	11.0	10.8	23.6	21.8	29.8
Kinoteatr	**21.8**	24.6	19.1	28.6	25.3	26.4	20.8	12.6
Aqlvoy	**5.4**	1.5	9.1	3.2	12.0	9.6	2.5	1.7
Futbol TV	**11.7**	21.5	2.1	18.2	15.8	10.7	8.6	8.0
Mening Yurtim (MY5)	**26.1**	18.7	33.2	27.9	29.1	21.9	27.9	24.4
FTV	**4.8**	2.2	7.2	11.0	7.6	3.4	2.5	1.7
UzReport TV	**11.9**	18.7	5.3	18.2	9.5	12.4	10.7	10.1
Milliy TV	**44.5**	32.3	56.4	48.7	43.0	48.3	48.7	36.6
Zo‘r TV	**34.9**	32.1	37.7	47.4	41.1	32.6	34.0	25.2
Sevimli TV	**33.8**	21.1	46.2	35.1	34.8	33.1	33.0	33.6
Renessans TV	**4.4**	3.1	5.7	11.0	5.1	5.1	1.5	1.7
My region’s TV channel	**2.7**	2.9	2.6	2.6	3.2	3.4	1.5	2.9
Hard to say	**0.1**	0.0	0.2	0.0	0.0	0.0	0.0	0.4

**Respondents could choose more than one answer.*

The share of respondents who chose Milliy TV is highest in Kashkadarya (56.9%), Syrdarya (53.2%) and Tashkent (50.7%) regions. O‘zbekiston 24 is mentioned most often by respondents in Fergana (67.7%), Surkhandarya (60.3%) and Samarkand (52.6%) regions.

Yoshlar is most often chosen by respondents in Namangan region (38.7%), the Republic of Karakalpakstan (37.9%) and Andijan region (36.5%). Sport was named by 39.4% of respondents in the Republic of Karakalpakstan and 33.3% in Surkhandarya region. Futbol TV was mentioned most often in the Republic of Karakalpakstan (25.8%) and Kashkadarya region (21.5%).

Among entertainment channels, Zo‘r TV was mentioned most often by respondents in Surkhandarya region (46.8%), Andijan region (45.0%) and Samarkand region (43.6%). Sevimli TV was also often chosen by respondents in Surkhandarya region (46.8%) and Andijan region (45.0%).

Mening Yurtim (MY5) was mentioned most often in Bukhara (38.7%) and Tashkent (36.6%) regions. Kinoteatr was most frequently chosen by respondents in the Republic of Karakalpakstan (45.5%), and Mahalla by those in Jizzakh region (33.3%).

Table 58 **Which Uzbek TV channels do you watch most often?**

(% of respondents who answered, n=952)

	Region													
	Andijan region	Bukhara region	Fergana region	Jizzakh region	Namangan region	Navoi region	Kashkadarya region	Republic of Karakalpak-stan	Samarkand region	Syrdarya region	Surkhandarya region	Tashkent city	Tashkent region	Khorezm region
O‘zbekiston	27.1	13.6	16.1	11.7	14.7	25.0	13.8	10.6	20.5	13.0	19.0	23.4	11.3	22.4
O‘zbekiston 24	36.5	33.0	67.7	41.7	30.7	50.0	38.5	48.5	52.6	44.2	60.3	34.0	28.2	37.3
O‘zbekiston tarixi HD	7.1	3.4	0.0	1.7	4.0	5.8	1.5	1.5	9.0	5.2	1.6	4.3	5.6	10.4
Yoshlar	36.5	23.9	29.0	20.0	38.7	30.8	27.7	37.9	26.9	16.9	33.3	19.1	26.8	31.3
Toshkent	3.5	1.1	0.0	6.7	9.3	7.7	0.0	6.1	1.3	7.8	3.2	14.9	8.5	4.5
Sport	21.2	17.0	25.8	21.7	22.7	19.2	26.2	39.4	23.1	16.9	33.3	14.9	18.3	25.4
Navo	21.2	14.8	9.7	18.3	20.0	21.2	26.2	22.7	25.6	20.8	25.4	12.8	5.6	13.4
Dunyo bo‘ylab	22.4	12.5	19.4	28.3	21.3	9.6	18.5	21.2	25.6	13.0	7.9	23.4	12.7	16.4
Bolajon	12.9	11.4	6.5	16.7	9.3	0.0	0.0	4.5	10.3	5.2	3.2	4.3	11.3	7.5
Madaniyat va ma’rifat	11.8	11.4	3.2	11.7	6.7	13.5	10.8	3.0	10.3	1.3	11.1	10.6	5.6	7.5
Mahalla	17.6	17.0	9.7	33.3	16.0	28.8	20.0	24.2	21.8	22.1	25.4	12.8	15.5	20.9
Kinoteatr	18.8	25.0	19.4	18.3	28.0	13.5	18.5	45.5	19.2	19.5	14.3	10.6	19.7	28.4
Aqlvoy	3.5	3.4	3.2	10.0	8.0	5.8	9.2	9.1	6.4	1.3	6.3	4.3	4.2	1.5
Futbol TV	12.9	10.2	6.5	11.7	6.7	19.2	21.5	25.8	5.1	5.2	7.9	8.5	8.5	14.9
Mening Yurtim (MY5)	24.7	19.3	38.7	23.3	14.7	15.4	35.4	25.8	16.7	29.9	34.9	34.0	36.6	26.9
FTV	1.2	4.5	6.5	6.7	6.7	5.8	4.6	1.5	5.1	13.0	1.6	6.4	2.8	1.5
UzReport TV	12.9	10.2	16.1	11.7	10.7	5.8	15.4	13.6	16.7	11.7	7.9	10.6	14.1	9.0
Milliy TV	48.2	38.6	35.5	40.0	40.0	32.7	56.9	50.0	44.9	53.2	34.9	46.8	50.7	43.3
Zo‘r TV	36.5	34.1	35.5	45.0	33.3	30.8	26.2	40.9	43.6	35.1	20.6	46.8	42.3	19.4
Sevimli TV	34.1	30.7	35.5	45.0	36.0	30.8	32.3	30.3	35.9	32.5	22.2	46.8	31.0	35.8
Renessans TV	4.7	4.5	9.7	6.7	1.3	1.9	4.6	1.5	5.1	6.5	1.6	12.8	2.8	3.0
My region’s TV channel	1.2	2.3	3.2	1.7	0.0	1.9	4.6	12.1	1.3	6.5	1.6	0.0	0.0	1.5
Hard to say	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

The main reason respondents gave for choosing TV channels was that they show programmes of interest to them. This reason was given by 77.7% of respondents (75.2% of men and 80.2% of women). In second place came the timely delivery of up-to-date news, cited by 41.2% of respondents: 45.3% of men and 37.2% of women.

In addition, 25.2% of respondents said they choose channels that are suitable for family viewing; this reason was given by 31.7% of women and 18.5% of men. Reliability of information matters to 22.1% of respondents, and objective, comprehensive coverage of events to 21.8%.

Entertainment programmes were cited as a reason for watching TV by 24.3% of women and 16.7% of men. Domestic films and series were mentioned by 21.3% of women and 15.6% of men, and programmes for children and teenagers by 14.3% of women and 7.5% of men. Men were more likely than women to mention interest in sports programmes and live broadcasts: 31.0% of men and 7.7% of women chose this option. In addition, 16.5% of men said they choose channels because they cover issues important to society, compared with 10.4% of women.

Table 59 **Why do you most often choose these particular TV channels?**

Up to five answers possible (% of respondents who answered, n=952)

	Total sample	Gender	
		Men	Women
Show programmes that interest me	**77.7**	75.2	80.2
Report the latest news promptly	**41.2**	45.3	37.2
I consider their information reliable	**22.1**	24.2	20.0
Offer objective, comprehensive coverage of events	**21.8**	21.1	22.6
Cover issues that matter to our society	**13.4**	16.5	10.4
Show high-quality domestic films and series	**18.5**	15.6	21.3
Show interesting foreign films and series	**12.9**	14.7	11.1
I like their entertainment and comedy programmes	**20.5**	16.7	24.3
I am interested in their sports programmes and live broadcasts	**19.1**	31.0	7.7
Useful educational and informative programmes	**11.9**	11.9	11.9
Interesting programmes for children and teenagers	**10.9**	7.5	14.3
Suitable for family viewing	**25.2**	18.5	31.7
I like the presenters, journalists and guests	**3.7**	2.4	4.9
Interesting interviews and discussion programmes	**7.2**	5.5	8.9
Cover life in my region, city or district	**3.1**	2.9	3.4
Programmes are in a language that suits me	**8.2**	6.2	10.2
High picture and sound quality	**7.2**	5.1	9.4
Convenient programme schedule	**3.9**	3.3	4.5
Few adverts and ad breaks	**2.6**	1.5	3.6
I am used to watching these channels	**4.4**	4.6	4.3
My family members watch them	**9.0**	6.2	11.7
Available on my TV or from my provider	**0.4**	0.4	0.4
Can be watched online or in a mobile app	**1.7**	1.3	2.1
Hard to say	**0.2**	0.0	0.4

**Respondents could choose up to five answers.*

In all age groups, the main reason for choosing TV channels is that they show programmes of interest. This answer was given by 83.8% of 18–24-year-olds, 72.2% of 25–34-year-olds, 75.8% of 35–44-year-olds, 82.7% of 45–54-year-olds and 74.8% of those aged 55 and over.

Attention to news increases slightly with age: 35.1% of 18–24-year-olds cited the timely delivery of up-to-date news, compared with 43.7% of those aged 55 and over. Interest in domestic films and series is most pronounced in the oldest age group: they were mentioned by 27.7% of respondents aged 55 and over, compared with 14.3% of 18–24-year-olds.

Interviews and discussion programmes were cited as a reason by 13.6% of 18–24-year-olds, whereas in the groups aged 35 and over the share did not exceed 5.1%. Programmes for children and teenagers were mentioned more often by respondents aged 35–44 (17.4%) and 25–34 (13.9%).

Table 60 **Why do you most often choose these particular TV channels?**
(% of respondents who answered, by age, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
Show programmes that interest me	83.8	72.2	75.8	82.7	74.8
Report the latest news promptly	35.1	39.2	42.7	43.1	43.7
I consider their information reliable	27.9	26.6	18.5	16.2	22.7
Offer objective, comprehensive coverage of events	24.0	21.5	21.9	22.3	20.2
Cover issues that matter to our society	11.7	14.6	12.9	13.7	13.9
Show high-quality domestic films and series	14.3	13.3	18.0	15.2	27.7
Show interesting foreign films and series	10.4	14.6	15.2	11.7	12.6
I like their entertainment and comedy programmes	16.2	11.4	19.7	24.4	26.9
I am interested in their sports programmes and live broadcasts	16.9	15.8	23.0	16.2	22.3
Useful educational and informative programmes	7.1	7.0	9.0	13.7	18.9
Interesting programmes for children and teenagers	6.5	13.9	17.4	9.1	8.4
Suitable for family viewing	18.2	27.8	24.7	28.4	25.6
I like the presenters, journalists and guests	3.9	5.7	2.8	3.6	2.9
Interesting interviews and discussion programmes	13.6	10.8	3.9	5.1	5.0
Cover life in my region, city or district	1.3	3.2	1.7	4.6	4.2
Programmes are in a language that suits me	5.2	5.1	8.4	11.7	9.2
High picture and sound quality	10.4	8.2	9.6	7.1	2.9
Convenient programme schedule	5.8	3.8	3.9	3.6	2.9
Few adverts and ad breaks	2.6	2.5	2.2	3.6	2.1
I am used to watching these channels	3.2	1.3	5.6	5.1	5.9
My family members watch them	13.6	7.0	8.4	10.7	6.3
Available on my TV or from my provider	0.0	1.3	0.6	0.5	0.0
Can be watched online or in a mobile app	1.9	4.4	1.1	1.5	0.4
Hard to say	0.0	0.0	0.6	0.0	0.4

**Respondents could choose up to five answers.*

For both urban and rural residents, interesting programmes remain the main reason for choosing TV channels, cited by 76.7% of urban and 78.8% of rural residents. Rural residents more often mentioned the timely delivery of news (44.2% versus 38.3% in urban areas), reliability of information (23.7% versus 20.5%) and objective coverage of events (23.7% versus 20.1%). They were also more likely to cite interest in domestic films and series (20.6%), entertainment programmes (23.9%) and sports broadcasts (23.5%), compared with 16.5%, 17.3% and 15.0% respectively among urban residents. Educational and informative programmes were mentioned more often by urban residents: 13.3% versus 10.4% in rural areas.

Table 61 **Why do you most often choose these particular TV channels?**
Up to five answers possible (% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
Show programmes that interest me	76.7	78.8
Report the latest news promptly	38.3	44.2
I consider their information reliable	20.5	23.7
Offer objective, comprehensive coverage of events	20.1	23.7
Cover issues that matter to our society	12.9	13.9
Show high-quality domestic films and series	16.5	20.6
Show interesting foreign films and series	10.4	15.5
I like their entertainment and comedy programmes	17.3	23.9
I am interested in their sports programmes and live broadcasts	15.0	23.5
Useful educational and informative programmes	13.3	10.4
Interesting programmes for children and teenagers	8.7	13.3
Suitable for family viewing	24.7	25.7
I like the presenters, journalists and guests	3.0	4.4
Interesting interviews and discussion programmes	7.4	7.1
Cover life in my region, city or district	3.8	2.4
Programmes are in a language that suits me	6.3	10.2
High picture and sound quality	4.7	10.0
Convenient programme schedule	4.4	3.3
Few adverts and ad breaks	3.2	2.0
I am used to watching these channels	3.6	5.3
My family members watch them	8.7	9.3
Available on my TV or from my provider	0.2	0.7
Can be watched online or in a mobile app	1.9	1.5
Hard to say	0.4	0.0

C.4 Viewers' content interests

News and information programmes are the most watched type of content, chosen by 70.3% of respondents. Programmes on family and parenting (28.6%), health (26.9%) and domestic films (23.4%) are also popular.

News is watched by 73.8% of men and 66.8% of women. Men are also more likely to choose programmes on history, culture and the arts (25.1% versus 16.6% of women) and sports programmes (22.2% versus 3.6%). Women are more likely to watch programmes on family and parenting (38.3% versus 18.7% of men) and health (31.1% versus 22.6%), as well as domestic films (27.2% versus 19.3%) and series (18.7% versus 9.5%).

Table 62 **What types of TV programmes do you watch most often?**
Up to five answers possible (% of respondents who answered, n=952)

	Total sample	Gender	
		Men	Women
News and current affairs programmes	**70.3**	73.8	66.8
Analytical and socio-political programmes	**12.1**	16.0	8.3
Interviews, talk shows and discussion programmes	**18.2**	16.5	19.8
Documentaries and investigative reports	**20.2**	22.9	17.7
Educational and popular science programmes	**14.3**	14.3	14.3
History, culture and arts programmes	**20.8**	25.1	16.6
Programmes on social issues	**13.2**	12.1	14.3
Legal programmes	**16.4**	19.1	13.8
Health and healthy lifestyle programmes	**26.9**	22.6	31.1
Economy, business and finance programmes	**6.8**	9.0	4.7
Family and parenting programmes	**28.6**	18.7	38.3
Religious education programmes	**5.6**	4.8	6.4
Children's programmes and cartoons	**8.2**	3.3	13.0
Youth programmes	**10.9**	8.1	13.6
Entertainment shows	**12.3**	10.3	14.3
Comedy programmes	**10.1**	10.5	9.6
Music programmes and concerts	**14.2**	11.6	16.6
Contests, quizzes and talent shows	**1.2**	0.9	1.5
Domestic films	**23.4**	19.3	27.2
Foreign films	**10.2**	13.2	7.2
Domestic series	**14.2**	9.5	18.7
Foreign series	**3.8**	3.3	4.3
Sports programmes and live broadcasts	**12.8**	22.2	3.6
Travel, nature and environment programmes	**3.8**	4.2	3.4
Cookery programmes	**5.8**	1.8	9.8
Home, DIY, gardening and lifestyle programmes	**4.4**	3.3	5.5
Regional and local programmes	**1.3**	2.4	0.2
Hard to say	**0.1**	0.0	0.2

Programme choices differ noticeably across age groups. The share of respondents who watch programmes on family and parenting rises with age, from 16.2% among 18–24-year-olds to 39.1% among those aged 55 and over.

Children's programmes and cartoons are chosen more often by respondents aged 35–44 (36.0%) and 25–34 (34.2%). Legal programmes are mentioned more often by 18–24-year-olds (24.7%) and those over 55 (24.4%).

Educational and popular science programmes are more popular with younger respondents, chosen by 26.0% of 18–24-year-olds. The share falls with age to 15.1% among those aged 55 and over.

A similar pattern applies to foreign series, mentioned by 14.9% of the youngest respondents and 6.7% of the oldest age group.

Domestic series are chosen more often by respondents aged 45–54 (27.9%) and over 55 (26.5%). Sports programmes are likewise mentioned more often by the oldest group (18.1%), compared with 9.1% of 18–24-year-olds.

Table 63 **What types of TV programmes do you watch most often?**

Up to five answers possible (% of respondents who answered, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
Interviews, talk shows and discussion programmes	61.7	63.3	66.9	76.1	78.2
Documentaries and investigative reports	14.9	10.1	7.9	14.7	12.6
Educational and popular science programmes	26.0	19.6	15.7	16.8	15.1
History, culture and arts programmes	22.7	27.8	20.8	20.8	12.6
Programmes on social issues	16.9	7.0	12.9	16.2	16.8
Legal programmes	24.7	16.5	15.2	21.8	24.4
Health and healthy lifestyle programmes	15.6	17.7	12.4	11.2	10.9
Economy, business and finance programmes	26.0	13.3	12.9	16.2	15.1
Family and parenting programmes	16.2	20.9	23.0	28.9	39.1
Religious education programmes	11.7	9.5	6.7	4.1	4.2
Children's programmes and cartoons	17.5	34.2	36.0	28.9	26.5
Youth programmes	3.9	2.5	5.6	3.0	10.9
Entertainment shows	8.4	13.3	11.2	8.1	2.5
Comedy programmes	12.3	12.7	11.8	10.7	8.4

	Age group				
	18–24	25–34	35–44	45–54	55+
Music programmes and concerts	11.0	11.4	14.0	9.6	14.7
Contests, quizzes and talent shows	5.2	6.3	11.2	12.2	13.0
Domestic films	11.7	12.0	12.4	15.7	17.2
Foreign films	1.9	1.9	1.1	0.0	1.3
Domestic series	18.8	19.0	21.9	27.9	26.5
Foreign series	14.9	14.6	9.0	8.1	6.7
Sports programmes and live broadcasts	9.1	10.8	16.3	14.2	18.1
Travel, nature and environment programmes	4.5	3.8	2.8	5.1	2.9
Cookery programmes	11.7	10.8	16.3	14.7	10.5
Home, DIY, gardening and lifestyle programmes	3.9	5.1	5.6	1.5	3.4
Regional and local programmes	2.6	6.3	6.7	6.6	6.3
Hard to say	0.6	5.7	5.1	3.6	6.3

News and information programmes are the most watched content among both urban and rural respondents, at 65.3% and 75.4% respectively.

Rural respondents frequently choose programmes on family and parenting (32.7% versus 24.7% of urban residents), health (28.5% versus 25.4%), domestic films (25.2% versus 21.6%) and legal programmes (19.7% versus 13.3%).

Urban respondents are more likely to watch documentaries and investigative journalism (21.6% versus 18.8% in rural areas) and programmes on history, culture and the arts (22.4% versus 19.0%).

Table 64 **What types of TV programmes do you watch most often?**
(% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
News and current affairs programmes	65.3	75.4
Analytical and socio-political programmes	12.1	12.2
Interviews, talk shows and discussion programmes	16.9	19.5
Documentaries and investigative reports	21.6	18.8
Educational and popular science programmes	13.7	14.8
History, culture and arts programmes	22.4	19.0
Programmes on social issues	11.4	15.0
Legal programmes	13.3	19.7
Health and healthy lifestyle programmes	25.4	28.5
Economy, business and finance programmes	6.6	7.1
Family and parenting programmes	24.7	32.7

	Type of settlement	
	Urban	Rural
Religious education programmes	6.6	4.6
Children's programmes and cartoons	7.0	9.5
Youth programmes	10.4	11.5
Entertainment shows	11.8	12.8
Comedy programmes	10.1	10.0
Music programmes and concerts	12.1	16.4
Contests, quizzes and talent shows	0.8	1.5
Domestic films	21.6	25.2
Foreign films	9.7	10.6
Domestic series	10.8	17.7
Foreign series	3.8	3.8
Sports programmes and live broadcasts	11.6	13.9
Travel, nature and environment programmes	5.5	2.0
Cookery programmes	5.7	6.0
Home, DIY, gardening and lifestyle programmes	4.2	4.6
Regional and local programmes	1.1	1.5
Hard to say	0.2	0.0

**Respondents could choose up to five answers.*

C.5 Assessment of the diversity of TV content

Respondents most often say that television lacks programmes on health and healthy lifestyles (23.8%). In addition, 21.6% feel there are not enough open discussions and interviews with experts, and 21.1% see a shortage of programmes on ecology and environmental protection.

Among men, 26.7% feel there are not enough open discussions and interviews with experts, compared with 16.8% of women. Men are also more likely to point to a shortage of objective news and analytical programmes (23.6% versus 16.2% of women) and of investigative journalism (19.8% versus 9.4%).

Women are more likely to note a lack of programmes for women (29.1% versus 5.7% of men). A higher share of women also feel there is not enough content for children and teenagers (27% versus 12.8%) and too few health programmes (26.2% versus 21.4%).

Table 65 **In your opinion, what kind of content is lacking on television in our country?**
Up to five answers possible (% of respondents who answered, n=952)

	Total sample	Gender	
		Men	Women
Objective news and analytical programmes	**19.8**	23.6	16.2
Open discussions and interviews with experts	**21.6**	26.7	16.8
Programmes on social problems and how to solve them	**19.0**	22.7	15.5
Investigative journalism	**14.5**	19.8	9.4

	Total sample	Gender	
		Men	Women
Educational and popular science programmes	**18.2**	18.9	17.4
Programmes to improve legal and financial literacy	**15.2**	14.8	15.5
Programmes on health and healthy lifestyles	**23.8**	21.4	26.2
Programmes on ecology and environmental protection	**21.1**	23.3	18.9
Programmes on Uzbekistan's history, culture and traditions	**15.0**	16.3	13.8
Programmes on contemporary culture, literature and art	**14.4**	14.3	14.5
Content for children and teenagers	**20.0**	12.8	27.0
Programmes for young people	**18.0**	14.8	21.1
Programmes on family, parenting and relationships	**17.5**	15.0	20.0
Programmes for women	**17.6**	5.7	29.1
Programmes for older people	**9.1**	8.6	9.6
Programmes on entrepreneurship, careers and employment	**6.1**	8.1	4.0
Programmes on life in the regions, mahallas and rural areas	**8.0**	8.4	7.7
International news and programmes on life in other countries	**7.1**	8.8	5.5
High-quality domestic films and series	**14.8**	14.3	15.3
Entertainment, comedy and music programmes	**2.9**	3.1	2.8
Sports programmes and live broadcasts	**4.3**	7.0	1.7
Programmes featuring ordinary citizens and their views	**8.5**	8.8	8.3
Nothing is lacking	**2.7**	2.6	2.8
Hard to say	**4.3**	4.4	4.3

**Respondents could choose up to five answers.*

Respondents aged 18–24 most often mention a lack of open discussions and interviews with experts (26.6%) and of educational and popular science programmes (25.3%). Among 25–34-year-olds, programmes on ecology (25.3%), on health and healthy lifestyles (24.7%) and open discussions with experts (24.7%) are the most in demand.

Respondents aged 35–44 most often point to a shortage of content for children and teenagers (23.6%). In the 45–54 age group, objective news and analytical programmes come first (26.4%). Those aged 55 and over most often mention a lack of programmes on health (27.0%) and on family and parenting (25.7%), as well as programmes for women (24.5%).

Table 66 **In your opinion, what kind of content is lacking on television in our country?**

(% of respondents who answered, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
Objective news and analytical programmes	21.4	18.4	16.9	26.4	16.5
Open discussions and interviews with experts	26.6	24.7	18.0	21.8	19.0
Programmes on social problems and how to solve them	22.7	20.9	19.1	17.3	16.9
Investigative journalism	20.1	10.1	14.6	14.2	13.9
Educational and popular science programmes	25.3	19.0	15.7	21.3	12.2
Programmes to improve legal and financial literacy	16.2	15.8	12.4	17.3	14.3
Programmes on health and healthy lifestyles	22.1	24.7	20.2	23.9	27.0
Programmes on ecology and environmental protection	24.0	25.3	19.1	16.2	21.9
Programmes on Uzbekistan's history, culture and traditions	16.2	14.6	9.6	18.3	16.0
Programmes on contemporary culture, literature and art	24.0	15.2	11.8	11.2	12.2
Content for children and teenagers	22.1	20.3	23.6	19.3	16.5
Programmes for young people	22.7	15.8	15.7	19.8	16.5
Programmes on family, parenting and relationships	10.4	16.5	15.2	16.2	25.7
Programmes for women	9.1	16.5	16.9	17.8	24.5
Programmes for older people	0.6	5.7	8.4	8.6	17.7
Programmes on entrepreneurship, careers and employment	7.1	4.4	3.9	9.1	5.5
Programmes on life in the regions, mahallas and rural areas	7.8	10.8	9.0	7.6	5.9
International news and programmes on life in other countries	8.4	4.4	7.9	9.6	5.5
High-quality domestic films and series	16.9	13.9	15.7	14.7	13.5
Entertainment, comedy and music programmes	1.9	2.5	4.5	3.6	2.1
Sports programmes and live broadcasts	1.3	6.3	6.2	4.6	3.4
Programmes featuring ordinary citizens and their views	6.5	7.0	7.9	11.2	9.3
Nothing is lacking	0.0	1.9	5.6	1.0	4.2
Hard to say	2.6	2.5	4.5	3.6	7.2

**Respondents could choose up to five answers.*

Urban residents most often mention a lack of programmes on health and healthy lifestyles (23.9%), open discussions and interviews with experts (22.8%) and content for children and teenagers (20.9%).

Among rural residents, too, health programmes are the most sought after (23.7%). In addition, they are more likely to point to a shortage of programmes on ecology and environmental protection (22.4%) and of objective news and analytical programmes (20.8%).

The most pronounced difference concerns programmes about life in the regions, mahallas (local communities) and rural areas: 11.3% of rural residents and 4.9% of urban residents say such programmes are lacking. Rural residents are also more likely to note a shortage of high-quality domestic films and series (16.4% versus 13.3%), entertainment programmes (4.4% versus 1.5%) and sports programmes (6.2% versus 2.5%).

Table 67 **In your opinion, what kind of content is lacking on television in our country?**
(% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
Objective news and analytical programmes	18.8	20.8
Open discussions and interviews with experts	22.8	20.4
Programmes on social problems and how to solve them	18.8	19.3
Investigative journalism	14.6	14.4
Educational and popular science programmes	18.2	18.2
Programmes to improve legal and financial literacy	15.0	15.3
Programmes on health and healthy lifestyles	23.9	23.7
Programmes on ecology and environmental protection	19.9	22.4
Programmes on Uzbekistan's history, culture and traditions	15.4	14.6
Programmes on contemporary culture, literature and art	12.1	16.9
Content for children and teenagers	20.9	19.1
Programmes for young people	17.3	18.6
Programmes on family, parenting and relationships	17.3	17.7
Programmes for women	16.5	18.8
Programmes for older people	8.2	10.0
Programmes on entrepreneurship, careers and employment	5.3	6.9
Programmes on life in the regions, mahallas and rural areas	4.9	11.3
International news and programmes on life in other countries	7.2	7.1
High-quality domestic films and series	13.3	16.4
Entertainment, comedy and music programmes	1.5	4.4
Sports programmes and live broadcasts	2.5	6.2
Programmes featuring ordinary citizens and their views	8.5	8.6
Nothing is lacking	2.1	3.3
Hard to say	4.0	4.7

**Respondents could choose up to five answers.*

C.6 Level of public trust in Uzbekistan's TV channels

O'zbekiston 24 is the most trusted channel, named by 52.8% of respondents. It is followed by O'zbekiston (28.3%), Sevimli TV (25.4%), Milliy TV (25.1%), Yoshlar (23.7%) and Zo'r TV (23.1%).

Men more often express trust in O‘zbekiston 24 (55.6%), O‘zbekiston (32.7%) and Yoshlar (25.1%). They are also more likely to name the Sport (18.2%), UzReport TV (16.5%) and Futbol TV (6.6%) channels.

Women are more likely to trust Milliy TV (34.0%), Sevimli TV (33.6%), O‘zbekiston (24.0%) and Zo‘r TV (24.7%). They also name Mening Yurtim (16.2% versus 10.8% of men) and Mahalla (14.7% versus 10.5%) more often.

Table 68 **Which TV channels in our country do you trust most?**

(% of respondents who answered, n=952)

	Total sample	Gender	
		Men	Women
O‘zbekiston	**28.3**	32.7	24.0
O‘zbekiston 24	**52.8**	55.6	50.0
O‘zbekiston tarixi HD	**4.4**	5.9	3.0
Yoshlar	**23.7**	25.1	22.3
Toshkent	**5.5**	6.2	4.9
Sport	**11.0**	18.2	4.0
Navo	**3.7**	3.3	4.0
Dunyo bo‘ylab	**6.4**	6.8	6.0
Bolajon	**0.9**	0.2	1.5
Madaniyat va ma’rifat	**7.4**	7.7	7.0
Mahalla	**12.6**	10.5	14.7
Kinoteatr	**2.4**	2.6	2.1
Aqlvoy	**0.9**	0.9	0.9
Futbol TV	**3.9**	6.6	1.3
Mening Yurtim (MY5)	**13.5**	10.8	16.2
FTV	**0.8**	0.4	1.1
UzReport TV	**13.0**	16.5	9.6
Milliy TV	**25.1**	15.8	34.0
Zo‘r TV	**23.1**	21.5	24.7
Sevimli TV	**25.4**	16.9	33.6
Renessans TV	**1.1**	1.3	0.9
My region’s TV channel	**3.4**	3.5	3.2
Hard to say	**0.6**	0.4	0.9

**Respondents could choose up to three answers.*

In all age groups, O‘zbekiston 24 remains one of the most trusted channels. It is named by 49.4% of 18–24-year-olds, 57.0% of those aged 25–34, 50.6% of 35–44-year-olds, 49.2% of those aged 45–54 and 56.7% of respondents aged 55 and over.

Respondents aged 18–24 place the most trust in Zo‘r TV (31.2%) and Milliy TV (29.2%). In the 25–34 group, O‘zbekiston 24 is followed by Yoshlar (25.3%), Milliy TV and Sevimli TV (24.7% each). Among those aged 35–44, O‘zbekiston (32.0%), Milliy TV (29.2%) and Sevimli TV (28.1%) stand out.

In the 45–54 age group, O‘zbekiston 24 is followed by Sevimli TV (30.5%), O‘zbekiston (26.9%) and Zo‘r TV (26.4%). Among those aged 55 and over, O‘zbekiston ranks second (39.9%), followed by Yoshlar (30.3%) and Mahalla (18.9%).

The share of respondents who report trusting O‘zbekiston also increases with age, from 13.6% among 18–24-year-olds to 39.9% among those aged 55 and over. At the same time, Zo‘r TV is trusted more by young respondents, especially those aged 18–24 (31.2%), while among respondents over 55 the figure is 15.1%.

Table 69 **Which TV channels in our country do you trust most?**

(% of respondents who answered, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
O‘zbekiston	13.6	22.8	32.0	26.9	39.9
O‘zbekiston 24	49.4	57.0	50.6	49.2	56.7
O‘zbekiston tarixi HD	6.5	3.2	1.7	7.1	3.8
Yoshlar	12.3	25.3	21.3	25.4	30.3
Toshkent	3.9	4.4	6.2	4.6	7.6
Sport	11.7	9.5	13.5	7.6	12.6
Navo	3.9	2.5	2.2	3.6	5.5
Dunyo bo‘ylab	7.8	5.7	2.8	8.1	7.1
Bolajon	0.6	3.2	0.6	0.0	0.4
Madaniyat va ma’rifat	6.5	8.9	7.3	6.1	8.0
Mahalla	5.2	7.6	12.4	15.2	18.9
Kinoteatr	3.9	1.9	4.5	2.5	0.0
Aqlvoy	0.6	1.9	1.1	0.5	0.4
Futbol TV	7.8	2.5	4.5	2.0	3.4
Mening Yurtim (MY5)	16.2	13.3	9.6	14.7	13.9
FTV	1.9	1.3	0.6	0.5	0.0
UzReport TV	17.5	17.1	14.6	8.6	9.7
Milliy TV	29.2	24.7	29.2	28.9	16.4
Zo‘r TV	31.2	22.8	23.6	26.4	15.1
Sevimli TV	22.1	24.7	28.1	30.5	21.8
Renessans TV	3.2	1.9	1.1	0.0	0.0
My region’s TV channel	5.2	3.8	3.4	3.0	2.1
Hard to say	0.6	0.0	1.1	0.0	1.3

**Respondents could choose up to three answers.*

Respondents trust O‘zbekiston 24 more than any other channel, but the level of trust in it varies by region. The highest shares of respondents who trust this channel are found in Fergana (71.0%), Navoi (65.4%), Syrdarya (63.6%), Surkhandarya (63.5%) and Samarkand (62.8%) regions. The lowest share is in Tashkent region (31.0%).

O‘zbekiston enjoys the greatest trust in Andijan (41.2%), Khorezm (38.8%) and Navoi (38.5%) regions. In the Republic of Karakalpakstan, the figure is 13.6%, and in Bukhara region 19.3%.

Yoshlar is most trusted in the Republic of Karakalpakstan (37.9%) and Namangan region (30.7%). The highest shares of respondents who trust Milliy TV are in Samarkand (42.3%), Andijan (34.1%) and Kashkadarya (30.8%) regions. Zo‘r TV is most trusted in Tashkent (33.8%), Jizzakh (33.3%) and Fergana (32.3%) regions. The highest levels of trust in Sevimli TV are found in Tashkent (33.8%), Samarkand (30.8%), Bukhara (30.7%) and Fergana (32.3%) regions. The Sport channel is most trusted in the Republic of Karakalpakstan (31.8%).

Table 70 **Which TV channels in our country do you trust most?**

(% of respondents who answered, n=952)

	Region													
	Andijan region	Bukhara region	Fergana region	Jizzakh region	Namangan region	Navoi region	Kashkadarya region	Republic of Karakalpakstan	Samarkand region	Syrdarya region	Surkhandarya region	Tashkent city	Tashkent region	Khorezm region
O‘zbekiston	41.2	19.3	32.3	28.3	34.7	38.5	21.5	13.6	29.5	24.7	30.2	23.4	22.5	38.8
O‘zbekiston 24	43.5	50.0	71.0	51.7	42.7	65.4	47.7	56.1	62.8	63.6	63.5	48.9	31.0	55.2
O‘zbekiston tarixi HD	3.5	1.1	6.5	3.3	2.7	3.8	1.5	3.0	3.8	3.9	7.9	8.5	7.0	9.0
Yoshlar	25.9	14.8	22.6	23.3	30.7	26.9	20.0	37.9	25.6	14.3	20.6	29.8	16.9	26.9
Toshkent	7.1	3.4	3.2	1.7	4.0	5.8	0.0	7.6	0.0	9.1	3.2	6.4	16.9	7.5
Sport	11.8	13.6	3.2	16.7	9.3	3.8	16.9	31.8	6.4	5.2	7.9	4.3	9.9	7.5
Navo	1.2	2.3	0.0	1.7	4.0	5.8	4.6	4.5	3.8	5.2	3.2	6.4	2.8	6.0
Dunyo bo‘ylab	8.2	8.0	6.5	8.3	6.7	3.8	0.0	9.1	5.1	7.8	6.3	10.6	4.2	4.5
Bolajon	0.0	1.1	0.0	0.0	1.3	1.9	0.0	1.5	1.3	0.0	0.0	0.0	2.8	1.5
Madaniyat va ma’rifat	8.2	8.0	3.2	3.3	8.0	15.4	9.2	7.6	3.8	11.7	9.5	10.6	0.0	4.5
Mahalla	7.1	14.8	3.2	18.3	16.0	11.5	21.5	6.1	11.5	13.0	15.9	8.5	14.1	10.4
Kinoteatr	1.2	4.5	3.2	1.7	2.7	0.0	1.5	4.5	1.3	1.3	1.6	6.4	1.4	3.0
Aqlvoy	1.2	0.0	0.0	0.0	2.7	0.0	1.5	3.0	0.0	1.3	0.0	0.0	0.0	1.5
Futbol TV	5.9	1.1	0.0	6.7	0.0	1.9	12.3	9.1	2.6	0.0	0.0	8.5	4.2	3.0
Mening Yurtim (MY5)	15.3	9.1	6.5	18.3	10.7	7.7	10.8	18.2	10.3	14.3	9.5	21.3	23.9	11.9
FTV	0.0	0.0	3.2	1.7	2.7	0.0	0.0	1.5	0.0	0.0	0.0	2.1	0.0	1.5
UzReport TV	17.6	6.8	16.1	15.0	12.0	11.5	13.8	15.2	20.5	13.0	9.5	21.3	8.5	4.5
Milliy TV	34.1	25.0	12.9	23.3	13.3	11.5	30.8	19.7	42.3	24.7	22.2	19.1	29.6	26.9
Zo‘r TV	29.4	29.5	32.3	33.3	22.7	21.2	20.0	13.6	24.4	13.0	15.9	14.9	33.8	19.4
Sevimli TV	21.2	30.7	32.3	25.0	24.0	26.9	24.6	24.2	30.8	18.2	25.4	21.3	33.8	19.4
Renessans TV	0.0	2.3	0.0	1.7	0.0	0.0	1.5	0.0	2.6	2.6	1.6	2.1	0.0	0.0
My region’s TV channel	4.7	2.3	0.0	1.7	1.3	1.9	1.5	6.1	0.0	11.7	1.6	2.1	4.2	4.5
Hard to say	0.0	0.0	0.0	1.7	4.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Both urban and rural respondents trust O‘zbekiston 24 the most: it is named by 51.6% of urban and 54.0% of rural respondents. Sevimli TV ranks second by share of respondents who trust it, at 24.9% in urban and 25.9% in rural areas. Zo‘r TV also scores relatively high: 23.5% among urban and 22.8% among rural residents.

Table 71 **Which TV channels in our country do you trust most?**

(% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
O‘zbekiston	28.5	28.1
O‘zbekiston 24	51.6	54.0
O‘zbekiston tarixi HD	5.3	3.5
Yoshlar	23.0	24.3
Toshkent	4.4	6.6
Sport	9.1	13.1
Navo	4.2	3.1
Dunyo bo‘ylab	6.6	6.2
Bolajon	0.4	1.3
Madaniyat va ma’rifat	5.9	8.8
Mahalla	10.8	14.6
Kinoteatr	2.1	2.7
Aqlvoy	0.6	1.1
Futbol TV	4.2	3.5
Mening Yurtim (MY5)	11.6	15.5
FTV	0.6	0.9
UzReport TV	12.7	13.3
Milliy TV	21.1	29.2
Zo‘r TV	23.5	22.8
Sevimli TV	24.9	25.9
Renessans TV	1.5	0.7
My region’s TV channel	3.8	2.9
Hard to say	1.1	0.2

**Respondents could choose up to three answers.*

C.7 Assessment of problems with TV content

The problems with TV content that respondents mention most often are monotonous programmes and storylines (36.8%) and frequent repeats of the same programmes (36.2%). Respondents also point to too much advertising (29.1%) and the low quality of domestic films and series (27.5%). One-sided coverage of events and issues is noted by 20.1%. Men more often cite monotonous programmes and storylines (40.4%), a lack of interesting and useful content (19.3%) and a lack of objective and reliable information (19.1%). Women are more likely to mention excessive advertising (31.5%), the low quality of domestic films and series (29.6%) and one-sided coverage of events and issues (22.1%).

Content unsuitable for children and teenagers is mentioned by 19.6% of women and 10.1% of men. Scenes of violence, cruelty or indecent behaviour are noted by 11.1% of women and 7.0% of men.

Table 72 **What problems with TV content have you encountered recently?**

(% of respondents who answered, by gender, n=952)

	Total sample	Gender	
		Men	Women
Monotonous programmes and storylines	**36.8**	40.4	33.2
Frequent reruns of the same programmes	**36.2**	36.7	35.7
Lack of interesting and useful content	**16.4**	19.3	13.6
Lack of objective and reliable information	**15.5**	19.1	11.9
One-sided coverage of events and issues	**20.1**	18.0	22.1
Superficial coverage of important topics, lack of analysis	**14.4**	16.9	11.9
Predominance of official information	**13.7**	14.5	13.0
Too many entertainment programmes	**9.6**	8.1	11.1
Outdated or untimely information	**14.5**	14.9	14.0
Poor quality of domestic films and series	**27.5**	25.3	29.6
Poor quality of scripts and TV programmes	**8.2**	6.6	9.8
Too few programmes on regional life and ordinary people's problems	**5.7**	5.9	5.5
Insufficient diversity of opinions and viewpoints	**5.0**	4.4	5.5
Incorrect or poor speech by presenters and guests	**5.5**	5.5	5.5
Poor translation or dubbing of foreign content	**5.5**	6.6	4.5
Content unsuitable for children and teenagers	**14.9**	10.1	19.6
Scenes of violence, cruelty or indecent behaviour	**9.1**	7.0	11.1
Stereotyped or disrespectful portrayal of certain social groups	**3.6**	3.5	3.6
Too much advertising	**29.1**	26.6	31.5
Inconvenient airtimes for programmes of interest	**6.8**	5.9	7.7
Have not encountered any	**4.8**	5.3	4.3
Hard to say	**3.7**	3.3	4.0

**Respondents could choose up to five answers.*

Among respondents aged 35–44, 41.0% point to monotonous programmes as a problem with TV content, as do 40.6% of those aged 45–54. Frequent repeats are noted by 39.9% of those aged 25–34 and by the same share of respondents aged 55 and over.

Too much advertising is mentioned more often by the oldest age group (31.9%) and by 25–34-year-olds (31.0%). The low quality of domestic films and series is cited by 30.4% of respondents aged 25–34 and 28.2% of those aged 55 and over.

Among other problems with TV content, one-sided coverage of events and issues stands out; it is cited most often by respondents aged 35–44 (25.8%). A lack of interesting and useful content is mentioned most often by 18–24-year-olds (20.8%). The same age group is also comparatively more likely to point to superficial coverage of important topics and a lack of analysis (19.5%) and to the predominance of official information (19.5%).

Content unsuitable for children and teenagers is mentioned by 17.1% of respondents aged 25–34 and 16.0% of those aged 55 and over. The share of respondents who have not encountered any of these problems is 7.3% in the 35–44 group and 6.3% among those aged 55 and over.

Table 73 **What problems with TV content have you encountered recently?**

(% of respondents who answered, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
Monotonous programmes and storylines	38.3	32.9	41.0	40.6	31.9
Frequent reruns of the same programmes	32.5	39.9	28.7	38.6	39.9
Lack of interesting and useful content	20.8	16.5	17.4	14.2	14.7
Lack of objective and reliable information	15.6	13.3	13.5	18.8	15.5
One-sided coverage of events and issues	16.9	19.0	25.8	17.8	20.6
Superficial coverage of important topics, lack of analysis	19.5	12.0	11.2	15.7	13.9
Predominance of official information	19.5	10.8	12.4	17.8	9.7
Too many entertainment programmes	9.7	10.1	10.7	6.1	11.3
Outdated or untimely information	16.9	11.4	14.6	14.7	14.7
Poor quality of domestic films and series	26.6	30.4	25.3	26.9	28.2
Poor quality of scripts and TV programmes	8.4	8.2	9.6	8.1	7.1
Too few programmes on regional life and ordinary people's problems	4.5	5.1	5.6	6.1	6.7
Insufficient diversity of opinions and viewpoints	6.5	7.6	4.5	4.6	2.9
Incorrect or poor speech by presenters and guests	7.1	8.2	2.8	5.6	4.6
Poor translation or dubbing of foreign content	9.1	5.7	4.5	3.6	5.5
Content unsuitable for children and teenagers	12.3	17.1	14.6	14.2	16.0
Scenes of violence, cruelty or indecent behaviour	9.1	8.9	8.4	9.1	9.7
Stereotyped or disrespectful portrayal of certain social groups	4.5	3.2	2.8	5.1	2.5
Too much advertising	28.6	31.0	24.2	28.9	31.9
Inconvenient airtimes for programmes of interest	6.5	8.2	9.6	5.6	5.0
Have not encountered any	2.6	2.5	7.3	4.1	6.3
Hard to say	2.6	2.5	2.2	4.6	5.5

**Respondents could choose up to five answers.*

Among urban residents, 37.6% name monotonous programmes and storylines as one of the problems with TV content they have encountered recently; among rural residents, the figure is 35.8%. Frequent repeats are mentioned more often by rural respondents (37.8% versus 34.7% of urban residents). Excessive advertising is cited by 30.1% of rural and 28.1% of urban respondents. The low quality of domestic films and series is also mentioned more often by rural residents (29.6%, compared with 25.4% of urban residents).

Urban and rural respondents also differ in how they assess the content of TV programmes. A lack of interesting and useful content is noted by 18.8% of rural and 14.2% of urban residents, and a lack of objective and reliable information by 16.6% and 14.4% respectively. Superficial coverage of important topics and a lack of analysis are cited by 16.8% of rural residents, compared with 12.1% of urban residents. There is also a marked difference regarding the predominance of official information, which is mentioned by 17.9% of rural respondents and 9.7% of urban residents.

In addition, content unsuitable for children and teenagers is mentioned by 18.8% of rural and 11.2% of urban residents. Rural respondents are also more likely to point to poor-quality translation or dubbing of foreign content (7.1% versus 4.0%).

Table 74 **What problems with TV content have you encountered recently?**
(% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
Monotonous programmes and storylines	37.6	35.8
Frequent reruns of the same programmes	34.7	37.8
Lack of interesting and useful content	14.2	18.8
Lack of objective and reliable information	14.4	16.6
One-sided coverage of events and issues	19.5	20.8
Superficial coverage of important topics, lack of analysis	12.1	16.8
Predominance of official information	9.7	17.9
Too many entertainment programmes	8.9	10.4
Outdated or untimely information	14.6	14.4
Poor quality of domestic films and series	25.4	29.6
Poor quality of scripts and TV programmes	7.6	8.8
Too few programmes on regional life and ordinary people's problems	6.1	5.3
Insufficient diversity of opinions and viewpoints	5.7	4.2
Incorrect or poor speech by presenters and guests	4.7	6.4
Poor translation or dubbing of foreign content	4.0	7.1
Content unsuitable for children and teenagers	11.2	18.8
Scenes of violence, cruelty or indecent behaviour	8.5	9.7
Stereotyped or disrespectful portrayal of certain social groups	3.0	4.2
Too much advertising	28.1	30.1
Inconvenient airtimes for programmes of interest	6.3	7.3
Have not encountered any	4.9	4.6
Hard to say	3.2	4.2

**Respondents could choose up to five answers.*

C.8 Proposals for improving television in the country

Overall, 41.4% of respondents believe that television in Uzbekistan should give more coverage to the pressing problems facing the population. A further 40.4% favour creating more high-

quality programmes for children and young people. In addition, 34.3% point to the need to reduce the amount of advertising and the frequency of commercial breaks, 32.5% to improve the quality of domestic films and series, and 31.9% to ensure a diversity of opinions and viewpoints.

Among men, 46.4% consider it necessary to cover the pressing problems facing the population more widely, compared with 36.6% of women. The need to ensure a diversity of opinions and viewpoints is cited by 34.9% of men and 28.9% of women. More educational and popular science programmes are supported by 29.7% of men and 25.7% of women, and more analytical and discussion programmes by 25.1% and 17.7% respectively.

Among women, 44.7% support creating more high-quality programmes for children and young people, compared with 36.0% of men. The need to reduce the amount of advertising and the frequency of commercial breaks is noted by 36.4% of women and 32.1% of men, and the need to improve the quality of domestic films and series by 33.2% of women and 31.9% of men.

Differences are also seen in views on other areas for improvement. Among men, 23.1% consider it necessary to expand coverage of life in the regions, mahallas and rural areas, compared with 18.1% of women. Making television more accessible to people with disabilities is mentioned by 11.7% of women and 7.5% of men, and developing live broadcasts and open discussions by 14.9% of women and 11.6% of men.

The least frequently mentioned needs are developing online broadcasting, mobile apps and on-demand viewing (2.9%), increasing the transparency of TV channels' editorial policies (3.8%) and improving the quality of translation and dubbing of foreign content (3.9%).

Table 75 **In your opinion, what needs to be improved in the work of television in Uzbekistan?**
Up to five answers possible (% of respondents who answered, n=952)

	Total sample	Gender	
		Men	Women
Ensure a diversity of opinions and viewpoints	**31.9**	34.9	28.9
Increase the number of analytical and discussion programmes	**21.3**	25.1	17.7
Give more coverage to people's pressing problems	**41.4**	46.4	36.6
Expand coverage of life in the regions, mahallas and rural areas	**20.5**	23.1	18.1
Increase the number of educational and popular science programmes	**27.7**	29.7	25.7
Create more high-quality programmes for children and young people	**40.4**	36.0	44.7
Improve the quality of domestic films and series	**32.5**	31.9	33.2
Reduce repetitive and monotonous programmes	**12.2**	11.0	13.4
Reduce the amount of advertising and the frequency of ad breaks	**34.3**	32.1	36.4
Raise the professionalism of journalists, presenters and editors	**13.1**	12.1	14.0

	Total sample	Gender	
		Men	Women
Improve the standard of speech and language in TV programmes	**7.4**	6.8	7.9
Improve the quality of translation and dubbing of foreign content	**3.9**	4.2	3.6
Improve picture and sound quality	**4.2**	5.1	3.4
Review the schedule and airtimes of popular programmes	**4.8**	3.5	6.0
Make TV more accessible to people with disabilities (subtitles, sign language)	**9.6**	7.5	11.7
Involve citizens and independent experts in programmes more actively	**5.0**	5.7	4.3
Develop live broadcasts and open discussions	**13.3**	11.6	14.9
Develop online broadcasting, mobile apps and on-demand viewing	**2.9**	2.6	3.2
Make channels' editorial policies more transparent	**3.8**	4.0	3.6
Other	**0.3**	0.4	0.2
Hard to say	**4.0**	3.5	4.5

**Respondents could choose up to five answers.*

Across age groups, wider coverage of the pressing problems facing the population is the most sought-after way of improving television in Uzbekistan. This need is cited by 46.8% of respondents aged 25–34 and 45.4% of those aged 55 and over. The figure is 38.3% among 18–24-year-olds, 39.3% in the 35–44 group and 36.5% among those aged 45–54.

Creating more high-quality programmes for children and young people is also among the most frequently cited areas for improvement. Support for this proposal stands at 45.5% in the 35–44 age group, 45.0% among those over 55 and 43.7% in the 45–54 group. Among respondents aged 25–34 the figure is 39.2%, while among 18–24-year-olds it is 24.7%.

The need to reduce the amount of advertising and the frequency of commercial breaks is cited by 38.7% of respondents aged 55 and over, 37.1% of those aged 45–54 and 33.7% of the 35–44 group. Among respondents aged 25–34 and 18–24, the shares are 29.7% and 29.2% respectively. Improving the quality of domestic films and series is mentioned more often by those aged 45–54 (39.1%), as well as by respondents aged 35–44 (32.0%) and 55 and over (31.9%).

Age differences are also evident with regard to diversity of opinions and viewpoints. Among 18–24-year-olds, 40.3% believe such diversity should be ensured: the highest figure of any age group. In the other groups, the share holding this view ranges from 28.1% among those aged 35–44 to 32.9% among those aged 25–34.

Increasing the number of educational and popular science programmes is supported more often by respondents aged 55 and over (35.7%). The figure is 27.0% among those aged 35–44, 25.9% among 45–54-year-olds, 24.7% among 18–24-year-olds and 21.5% among those aged 25–

34. The need to raise the professionalism of journalists, presenters and editors is cited more often by respondents aged 45–54 (17.8%) and 55 and over (15.1%).

Table 76 **In your opinion, what needs to be improved in the work of television in Uzbekistan?**
(% of respondents who answered, n=952)

	Age group				
	18–24	25–34	35–44	45–54	55+
Ensure a diversity of opinions and viewpoints	40.3	32.9	28.1	29.4	30.7
Increase the number of analytical and discussion programmes	22.1	19.6	20.2	20.8	23.1
Give more coverage to people's pressing problems	38.3	46.8	39.3	36.5	45.4
Expand coverage of life in the regions, mahallas and rural areas	22.1	20.9	16.9	21.8	21.0
Increase the number of educational and popular science programmes	24.7	21.5	27.0	25.9	35.7
Create more high-quality programmes for children and young people	24.7	39.2	45.5	43.7	45.0
Improve the quality of domestic films and series	28.6	29.7	32.0	39.1	31.9
Reduce repetitive and monotonous programmes	11.7	10.8	13.5	13.7	11.3
Reduce the amount of advertising and the frequency of ad breaks	29.2	29.7	33.7	37.1	38.7
Raise the professionalism of journalists, presenters and editors	6.5	9.5	14.0	17.8	15.1
Improve the standard of speech and language in TV programmes	5.8	11.4	4.5	9.1	6.3
Improve the quality of translation and dubbing of foreign content	5.8	5.1	2.8	5.6	1.3
Improve picture and sound quality	5.2	5.1	3.9	4.1	3.4
Review the schedule and airtimes of popular programmes	11.7	5.1	3.9	1.5	3.4
Make TV more accessible to people with disabilities (subtitles, sign language)	10.4	10.8	8.4	7.6	10.9
Involve citizens and independent experts in programmes more actively	5.8	5.1	3.4	7.1	3.8
Develop live broadcasts and open discussions	13.6	17.7	11.8	12.2	12.2
Develop online broadcasting, mobile apps and on-demand viewing	5.2	4.4	3.9	1.5	0.8
Make channels' editorial policies more transparent	7.1	1.9	2.8	4.6	2.9
Other	0.0	0.6	0.6	0.5	0.0
Hard to say	2.6	2.5	5.1	5.6	3.8

**Respondents could choose up to five answers.*

In most regions, the improvements most in demand are wider coverage of the pressing problems facing the population and the creation of high-quality programmes for children and young people. The need to cover the population's problems is cited most often by respondents in Tashkent city (57.4%) and Jizzakh region (50.0%), while programmes for children and young people are particularly important to residents of the Republic of Karakalpakstan (60.6%) and Fergana region (54.8%).

Other demands also vary noticeably. In the Republic of Karakalpakstan, respondents more often point to the need to improve the quality of domestic films and series (50.0%), and in Khorezm region to reduce the amount of advertising (50.7%). In Samarkand region, a relatively high share of respondents favour improving domestic films and series (46.2%) and increasing the number of educational and popular science programmes (38.5%). Respondents in Tashkent city are more likely than those in other regions to point to the need to involve citizens and independent experts in discussing TV content (23.4%).

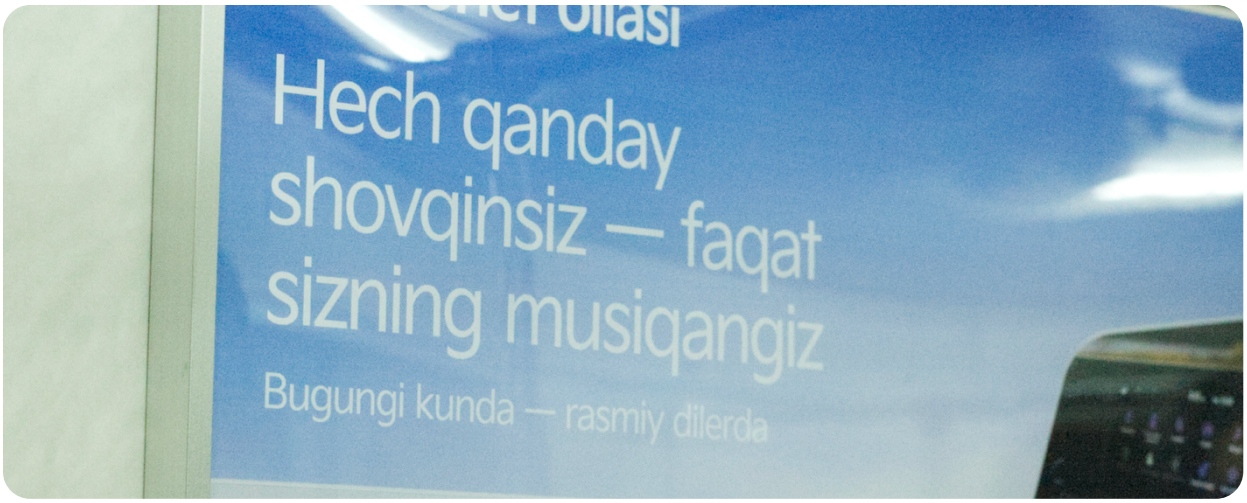
Table 77 **In your opinion, what needs to be improved in the work of television in Uzbekistan?**
(% of respondents who answered, n=952)

	Type of settlement	
	Urban	Rural
Ensure a diversity of opinions and viewpoints	33.4	30.3
Increase the number of analytical and discussion programmes	20.3	22.3
Give more coverage to people's pressing problems	39.5	43.4
Expand coverage of life in the regions, mahallas and rural areas	19.0	22.1
Increase the number of educational and popular science programmes	25.6	29.9
Create more high-quality programmes for children and young people	35.7	45.4
Improve the quality of domestic films and series	28.8	36.5
Reduce repetitive and monotonous programmes	10.4	14.2
Reduce the amount of advertising and the frequency of ad breaks	31.3	37.4
Raise the professionalism of journalists, presenters and editors	11.2	15.0
Improve the standard of speech and language in TV programmes	7.6	7.1
Improve the quality of translation and dubbing of foreign content	2.7	5.1
Improve picture and sound quality	3.2	5.3
Review the schedule and airtimes of popular programmes	5.5	4.0
Make TV more accessible to people with disabilities (subtitles, sign language)	8.5	10.8
Involve citizens and independent experts in programmes more actively	4.9	5.1
Develop live broadcasts and open discussions	11.8	14.8
Develop online broadcasting, mobile apps and on-demand viewing	3.0	2.9
Make channels' editorial policies more transparent	4.4	3.1
Other	0.2	0.4
Hard to say	4.4	3.5

Among both urban and rural respondents, the most sought-after improvement is wider coverage of the pressing problems facing the population, cited by 39.5% of urban and 43.4% of

rural residents. The second key area is the creation of high-quality programmes for children and young people, named by 35.7% of urban and 45.4% of rural respondents.

Rural residents are more likely to call for improving the quality of domestic films and series (36.5% versus 28.8% of urban residents), reducing advertising (37.4% versus 31.3%) and increasing the number of educational and popular science programmes (29.9% versus 25.6%). They also more often see a need to expand coverage of life in the regions, mahallas and rural areas (22.1% versus 19.0%).



Section D. Radio

21.9%
listen to the radio
Table 78

27.8%
of men listen to the radio (women: 16.0%)
Table 78

64.4%
of listeners choose a station for its music
Table 96

Radio is one of the sources people use to find out about events at home and abroad. Modern technology has widened the ways people can listen: alongside traditional radio sets, programmes are available through car radios, smartphones and the internet. The choice of stations and listening habits may vary with people's interests, age and daily activities. This makes it particularly important to examine how widespread and regular radio listening is, the conditions in which people listen, and their preferences for particular stations and programmes.

This section examines radio listening among the population of Uzbekistan, including how often and for how long people listen to radio programmes, the conditions in which they listen, the stations they prefer and the main reasons for choosing them.

Public opinion on radio listening was analysed using the following indicators:

1. Prevalence of radio listening among the population;
2. Frequency, duration and time of radio listening;
3. Places, modes and conditions of radio listening;
4. Public preferences for Uzbek radio stations;
5. Main reasons for choosing radio stations and content preferences.

For each indicator, the distribution of responses was examined by gender, age, region and type of settlement.

D.1 Prevalence of radio listening among the population

Respondents who do not listen to radio content far outnumber those who do. In total, 21.9% of respondents listen to radio stations and programmes in some form (on a radio set, a car radio, a smartphone or online), while 78.1% said they do not listen to the radio. The share of non-listeners is 72.2% among men and 84.0% among women. In this survey, then, interest in radio content is more common among men.

The highest share of listeners is among respondents aged 35–44 (26.9%). The figure is 22.5% among 25–34-year-olds, 22.4% among 45–54-year-olds and 20.8% among those aged 55 and over. Young people aged 18–24 are the least likely to listen (16.7%).

Table 78 **Do you listen to radio stations or radio programmes in any way – on a radio set, car radio, smartphone or online?**
(% of all respondents, n=1,411)

	Yes	No
Total sample	**21.9**	**78.1**
GENDER		
Men	27.8	72.2
Women	16.0	84.0
AGE GROUP		
18–24	16.7	83.3
25–34	22.5	77.5
35–44	26.9	73.1
45–54	22.4	77.6
55+	20.8	79.2

There are substantial regional differences in radio listening. The highest shares of listeners are in Bukhara region (42.6%), Andijan region (35.6%) and Khorezm region (34.0%). In Tashkent city 28.4% of respondents listen to the radio, in Syrdarya region 26.0% and in Tashkent region 21.8%.

In several regions the share of listeners is markedly lower: 18.8% in Samarkand region, 18.0% in Namangan, 17.6% in Kashkadarya, 15.7% in Fergana, 14.0% in Jizzakh and 13.9% in Navoi. The lowest shares of listeners are in Surkhandarya region (9.0%) and the Republic of Karakalpakstan (11.0%). Accordingly, most respondents in these regions said they do not listen to radio stations or programmes.

Differences by type of settlement are slight: 23.0% of urban and 20.6% of rural respondents listen to the radio, while 77.0% and 79.4% respectively do not. Urban residents are thus slightly more likely to listen, but the gap between the two groups is small.

Table 79 **Do you listen to radio stations or radio programmes in any way – on a radio set, car radio, smartphone or online?**
(% of all respondents, n=1,411)

	Yes	No
REGION		
Andijan region	35.6	64.4
Bukhara region	42.6	57.4
Fergana region	15.7	84.3
Jizzakh region	14.0	86.0
Namangan region	18.0	82.0
Navoi region	13.9	86.1
Kashkadarya region	17.6	82.4
Republic of Karakalpakstan	11.0	89.0
Samarkand region	18.8	81.2
Syrdarya region	26.0	74.0
Surkhandarya region	9.0	91.0
Tashkent city	28.4	71.6
Tashkent region	21.8	78.2
Khorezm region	34.0	66.0
TYPE OF SETTLEMENT		
Urban	23.0	77.0
Rural	20.6	79.4

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

D.2 Frequency, duration and time of radio listening

Among survey participants, 46.3% listen to the radio several times a day and 20.1% once a day. A further 13.6% listen several times a week and 9.1% once a week. Listening several times a month is reported by 8.1%, and less than once a month by 2.9%.

Listening frequency differs by gender. Half of male listeners (50.0%) tune in several times a day, compared with 39.8% of female listeners. Women, however, are more likely to listen once a day (25.7% vs 16.8% of men). Listening several times a day is therefore more common among men, while women are more likely to listen once a day or once a week.

Age differences are most apparent in how often people listen each day. Listening several times a day is most common among 35–44-year-olds (58.4%). The figure is 48.3% among those aged 55 and over, 41.3% among 45–54-year-olds and 42.2% among 25–34-year-olds. It is lowest among young people aged 18–24 (36.2%).

Table 80 **How often do you listen to the radio?**

(% of respondents who answered, n=309)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month
Total sample	**46.3**	**20.1**	**13.6**	**9.1**	**8.1**	**2.9**
GENDER						
Men	50.0	16.8	13.8	6.6	9.2	3.6
Women	39.8	25.7	13.3	13.3	6.2	1.8
AGE GROUP						
18–24	36.2	19.1	12.8	6.4	19.1	6.4
25–34	42.2	18.8	12.5	12.5	9.4	4.7
35–44	58.4	19.5	5.2	6.5	6.5	3.9
45–54	41.3	23.8	25.4	7.9	1.6	–
55+	48.3	19.0	13.8	12.1	6.9	–

A regional breakdown shows that in most regions listeners most commonly tune in several times a day. The highest figures for this option are in Fergana region (75.0%), Samarkand region (68.4%), Surkhandarya region (66.7%) and Khorezm region (64.7%). The figure is 51.2% in Bukhara region and 50.0% in both Namangan and Navoi regions.

In some regions, however, listening once a day is more common. In the Republic of Karakalpakstan this option was chosen by 54.5% of listeners, in Kashkadarya region by 38.9% and in Andijan region by 33.3%.

Listening frequency also varies by type of settlement. Among rural residents, 50.7% listen several times a day, compared with 42.9% of urban residents. Urban respondents, on the other hand, are slightly more likely to listen once a day (22.3% vs 17.2% of rural residents).

Table 81 **How often do you listen to the radio?**

(% of respondents who answered, n=309)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month
REGION						
Andijan region	38.9	33.3	5.6	11.1	11.1	–
Bukhara region	51.2	7.0	20.9	14.0	7.0	–
Fergana region	75.0	12.5	12.5	–		–
Jizzakh region	35.7	14.3	14.3	7.1	7.1	21.4
Namangan region	50.0	16.7	5.6	11.1	11.1	5.6
Navoi region	50.0	14.3		14.3	14.3	7.1
Kashkadarya region	16.7	38.9	16.7	22.2	5.6	–
Republic of Karakalpakstan	18.2	54.5	18.2	–	9.1	–
Samarkand region	68.4	21.1	–	5.3	–	5.3
Syrdarya region	38.5	23.1	19.2	7.7	7.7	3.8
Surkhandarya region	66.7	11.1	11.1	–	11.1	–
Tashkent city	27.6	27.6	27.6	10.3	6.9	–
Tashkent region	45.5	9.1	13.6	9.1	18.2	4.5

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month
Khorezm region	64.7	11.8	11.8	2.9	5.9	2.9
TYPE OF SETTLEMENT						
Urban	42.9	22.3	16.6	8.0	6.9	3.4
Rural	50.7	17.2	9.7	10.4	9.7	2.2

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

On weekdays, most respondents who listen to the radio spend less than an hour on it. The most common duration is under 30 minutes, reported by 35.0% of respondents, while another 27.8% listen for 30 minutes to an hour.

Among 18–24-year-olds, listening for less than 30 minutes is the most common pattern (59.6%). The figure is 37.5% among 25–34-year-olds and 22.1% among 35–44-year-olds. In the 35–44 age group, a relatively high share (22.1%) listen for one to two hours.

Table 82 **On average, how much time do you spend listening to the radio on a typical weekday?**
(% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**35.0**	34.2	36.3	59.6	37.5	22.1	38.1	25.9
30 minutes to 1 hour	**27.8**	27.0	29.2	25.5	21.9	31.2	25.4	34.5
1–2 hours	**16.8**	17.3	15.9	4.3	18.8	22.1	17.5	17.2
2–3 hours	**5.8**	6.1	5.3	4.3	6.3	5.2	3.2	10.3
3–4 hours	**5.2**	5.6	4.4	2.1	3.1	10.4	4.8	3.4
More than 4 hours	**4.2**	5.1	2.7		4.7	3.9	4.8	6.9
Usually do not listen on weekdays	**5.2**	4.6	6.2	4.3	7.8	5.2	6.3	1.7

In most regions, the most common weekday listening time is under 30 minutes. The highest figures for this option are in Syrdarya region (50.0%), the Republic of Karakalpakstan (45.5%), Bukhara region (44.2%) and Navoi region (42.9%). In Tashkent city, 41.4% of listeners tune in for less than 30 minutes.

In several regions there is also a sizeable share of respondents who listen for 30 minutes to an hour on a typical weekday. This option is most common in Jizzakh region (35.7%), Navoi region (35.7%), Samarkand region (36.8%) and Tashkent city (37.9%). In Namangan region 33.3% of respondents gave this answer, and in Syrdarya region 34.6%.

Longer weekday listening, of one to two hours, is more common in Surkhandarya and Andijan regions (33.3% and 27.8% respectively).

Among urban residents, the most common weekday listening time is under 30 minutes (37.1%); among rural residents the figure is 32.1%. Listening for 30 minutes to an hour is reported

by 29.1% of urban and 26.1% of rural residents. Rural respondents, however, are more likely to listen for one to two hours (23.1% vs 12.0% of urban residents).

Table 83 **On average, how much time do you spend listening to the radio on a typical weekday?**
(% of respondents who answered, n=309)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not listen on weekdays
REGION							
Andijan region	25.0	25.0	27.8	5.6	2.8	5.6	8.3
Bukhara region	44.2	25.6	14.0	4.7	4.7	2.3	4.7
Fergana region	37.5	12.5	6.3	12.5	6.3	18.8	6.3
Jizzakh region	35.7	35.7	7.1	–	7.1	14.3	–
Namangan region	33.3	33.3	11.1	5.6	5.6	5.6	5.6
Navoi region	42.9	35.7	14.3	–	–	–	7.1
Kashkadarya region	27.8	16.7	22.2	16.7	16.7	–	–
Republic of Karakalpakstan	45.5	18.2	–	9.1	–	18.2	9.1
Samarkand region	21.1	36.8	21.1	10.5	–	10.5	–
Syrdarya region	50.0	34.6	7.7	–	–	–	7.7
Surkhandarya region	33.3	11.1	33.3	–	22.2	–	–
Tashkent city	41.4	37.9	10.3	3.4	–	–	6.9
Tashkent region	31.8	27.3	22.7	4.5	4.5	–	9.1
Khorezm region	23.5	26.5	26.5	8.8	11.8	–	2.9
TYPE OF SETTLEMENT							
Urban	37.1	29.1	12.0	5.7	6.3	3.4	6.3
Rural	32.1	26.1	23.1	6.0	3.7	5.2	3.7

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

At weekends, respondents mostly listen to the radio for 30 minutes to an hour, an option chosen by 26.9%. A further 17.8% listen for one to two hours and 16.8% for less than 30 minutes, while 18.4% said they do not usually listen to the radio at weekends.

Among 18–24-year-olds, the most common weekend listening time is 30 minutes to an hour (31.9%). The same is true of 35–44-year-olds (33.3%). Among 25–34-year-olds, 11.7% listen for more than four hours on a weekend day. The share of those who do not usually listen at weekends is highest among 35–44-year-olds (22.1%), followed by 45–54-year-olds (20.6%).

Table 84 **On average, how much time do you spend listening to the radio on a weekend day?**
(% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**16.8**	16.8	16.8	25.5	20.3	15.6	12.7	12.1
30 minutes to 1 hour	**26.9**	27.0	26.5	31.9	23.4	20.8	33.3	27.6
1–2 hours	**17.8**	17.3	18.6	19.1	23.4	14.3	14.3	19.0
2–3 hours	**8.4**	8.2	8.8	4.3	6.3	7.8	9.5	13.8
3–4 hours	**5.2**	4.6	6.2	2.1	4.7	7.8	4.8	5.2

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
More than 4 hours	**6.5**	6.6	6.2	2.1	3.1	11.7	4.8	8.6
Usually do not listen at weekends	**18.4**	19.4	16.8	14.9	18.8	22.1	20.6	13.8

Weekend listening time varies by region. In Bukhara region (39.5%), Namangan region (33.3%), Surkhandarya region (33.3%), Tashkent city (34.5%) and Tashkent region (36.4%), the most common option is listening to the radio for 30 minutes to an hour. In Andijan region this option was chosen by 25.0% of respondents, in the Republic of Karakalpakstan by 27.3% and in Syrdarya region by 30.8%.

The share of respondents who do not usually listen to the radio at weekends deserves particular attention. It is highest in Tashkent city, at 44.8%.

Among urban respondents, 28.6% listen for 30 minutes to an hour at weekends, 17.1% for less than 30 minutes and 14.3% for one to two hours. Among rural residents, the most common weekend listening time is 30 minutes to an hour (24.6%).

Table 85 **On average, how much time do you spend listening to the radio on a weekend day?**
(% of respondents who answered, n=309)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not listen at weekends
REGION							
Andijan region	19.4	25.0	13.9	11.1	11.1	8.3	11.1
Bukhara region	20.9	39.5	9.3	7.0	2.3	2.3	18.6
Fergana region	12.5	6.3	12.5	12.5	12.5	12.5	31.3
Jizzakh region	14.3	14.3	28.6	7.1	–	14.3	21.4
Namangan region	5.6	33.3	11.1	11.1	–	5.6	33.3
Navoi region	21.4	14.3	35.7	–	–	7.1	21.4
Kashkadarya region	16.7	22.2	16.7	22.2	5.6	5.6	11.1
Republic of Karakalpakstan	27.3	27.3	18.2	9.1	–	9.1	9.1
Samarkand region	5.3	26.3	26.3	15.8	5.3	5.3	15.8
Syrdarya region	19.2	30.8	26.9	11.5	3.8	7.7	–
Surkhandarya region	11.1	33.3	22.2	–	–	11.1	22.2
Tashkent city	3.4	34.5	10.3	–	–	6.9	44.8
Tashkent region	31.8	36.4	4.5	4.5	4.5	9.1	9.1
Khorezm region	20.6	14.7	29.4	5.9	14.7	–	14.7
TYPE OF SETTLEMENT							
Urban	17.1	28.6	14.3	6.3	3.4	6.9	23.4
Rural	16.4	24.6	22.4	11.2	7.5	6.0	11.9

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Radio is most often listened to before 09:00 (44.7% of respondents) and between 09:00 and 12:00 (44.3%). The evening slot of 18:00–21:00 comes next, mentioned by 29.8% of respondents. The figures are 23.3% for 12:00–15:00, 20.1% for 21:00–24:00 and 18.1% for 15:00–18:00.

Among 18–24-year-olds, the peak periods are 09:00–12:00 (48.9%) and before 09:00 (44.7%). For 25–34-year-olds the corresponding figures are 43.8% and 32.8%. Respondents aged 35–44 most often listen before 09:00 (46.8%) and between 09:00 and 12:00 (42.9%). In the 45–54 age group, 47.6% listen before 09:00 and the same share between 09:00 and 12:00. Among those aged 55 and over, listening before 09:00 is most common (51.7%), and a further 39.7% mentioned 09:00–12:00.

Table 86 **At what time of day do you most often listen to the radio?**

Multiple answers possible (% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Before 09:00	**44.7**	44.4	45.1	44.7	32.8	46.8	47.6	51.7
09:00–12:00	**44.3**	46.9	39.8	48.9	43.8	42.9	47.6	39.7
12:00–15:00	**23.3**	22.4	24.8	10.6	14.1	36.4	30.2	19.0
15:00–18:00	**18.1**	15.8	22.1	10.6	15.6	19.5	28.6	13.8
18:00–21:00	**29.8**	30.6	28.3	31.9	28.1	28.6	33.3	27.6
21:00–24:00	**20.1**	23.0	15.0	14.9	23.4	24.7	14.3	20.7
After 24:00	**4.5**	6.1	1.8	8.5	4.7	5.2	0.0	5.2

In Surkhandarya region, 77.8% of respondents mentioned the 09:00–12:00 slot, as did 63.6% in the Republic of Karakalpakstan, 57.9% in Samarkand region, 56.3% in Fergana region and 55.6% in Kashkadarya region. In some regions, however, listening before 09:00 was mentioned more often: the figure is 73.7% in Samarkand region, 66.7% in Kashkadarya region, 56.3% in Fergana region and 50.0% in both Jizzakh and Tashkent regions.

Evening listening (18:00–21:00) also varies by region. It is highest in the Republic of Karakalpakstan (54.5%), Samarkand region (52.6%) and Tashkent region (45.5%). This slot was chosen by 38.9% of respondents in Namangan region, 33.3% in Kashkadarya region and 31.3% in Fergana region. Late-evening listening (21:00–24:00) was mentioned most often by respondents from the Republic of Karakalpakstan (54.5%), Tashkent region (31.8%) and Jizzakh region (28.6%).

By type of settlement, urban respondents most often listen to the radio before 09:00 (48.0%) and between 09:00 and 12:00 (47.4%). Among rural residents, each of these slots accounts for 40.3%. In the evening (18:00–21:00), 32.1% of rural and 28.0% of urban respondents listen to the radio.

Table 87 **At what time of day do you most often listen to the radio?**

Multiple answers possible (% of respondents who answered, n=309)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
REGION							
Andijan region	47.2	36.1	25.0	19.4	30.6	22.2	2.8
Bukhara region	25.6	41.9	25.6	16.3	20.9	18.6	7.0
Fergana region	56.3	56.3	12.5	37.5	31.3	25.0	6.3
Jizzakh region	50.0	28.6	21.4	21.4	14.3	28.6	7.1
Namangan region	22.2	44.4	27.8	22.2	38.9	11.1	0.0
Navoi region	35.7	21.4	21.4	7.1	14.3	21.4	21.4
Kashkadarya region	66.7	55.6	11.1	22.2	33.3	11.1	0.0
Republic of Kara-kalpakstan	36.4	63.6	45.5	27.3	54.5	54.5	18.2
Samarkand region	73.7	57.9	15.8	10.5	52.6	15.8	0.0
Syrdarya region	30.8	50.0	15.4	15.4	23.1	23.1	0.0
Surkhandarya region	44.4	77.8	22.2	33.3	22.2	11.1	0.0
Tashkent city	20.7	41.4	24.1	17.2	27.6	13.8	0.0
Tashkent region	50.0	27.3	18.2	9.1	45.5	31.8	4.5
Khorezm region	44.1	47.1	35.3	14.7	23.5	11.8	5.9
TYPE OF SETTLEMENT							
Urban	48.0	47.4	24.0	18.3	28.0	20.6	4.6
Rural	40.3	40.3	22.4	17.9	32.1	19.4	4.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

D.3 Places, modes and conditions of radio listening

Overall, 45.8% of respondents most often listen to the radio at home and 44.6% in the car. Listening at work (6.3%) and on public transport (3.3%) is mentioned far less often.

Among men, the most common answer is “in the car”, chosen by 49.7%, whereas women more often listen at home (52.9%).

Respondents aged 18–24 most often listen at home (48.6%), while 40.0% listen in a car. Among 25–34-year-olds, listening in a car predominates (52.9%), and 33.3% listen at home. The pattern is similar among 35–44-year-olds: half of this age group (50.0%) prefer to listen in a car and 38.7% at home. In the 45–54 group the figures are close: 47.9% listen in a car and 45.8% at home. Home listening is most pronounced among those aged 55 and over (68.2%).

Table 88 **Where do you most often listen to the radio?**

(% of respondents who answered, n=309)

	At home	In the car	On public transport	At work
Total sample	**45.8**	**44.6**	**3.3**	**6.3**
GENDER				
Men	41.8	49.7	1.3	7.2
Women	52.9	35.6	6.9	4.6

	At home	In the car	On public transport	At work
AGE GROUP				
18–24	48.6	40.0	2.9	8.6
25–34	33.3	52.9	3.9	9.8
35–44	38.7	50.0	4.8	6.5
45–54	45.8	47.9	–	6.3
55+	68.2	27.3	4.5	–

By region, home listening is most common in Jizzakh region (69.2%), Kashkadarya region (66.7%) and Syrdarya region (60.0%). In Namangan region 58.8% of respondents listen at home, in Tashkent region 56.3%, and in Fergana region and Tashkent city 54.5% and 54.2% respectively. In Andijan region the figure is 50.0%. Home listening is least common in Surkhandarya region (20.0%) and Navoi region (21.4%).

Listening in a car is most widespread among respondents from Surkhandarya region (80.0%). High figures are also recorded in Navoi region (64.3%), Khorezm region (58.6%) and Bukhara region (56.4%).

Urban residents most often listen at home (48.7%), and 39.1% listen in a car. Rural residents, by contrast, more often mention the car (49.6%), while 43.2% listen at home.

Table 89 **Where do you most often listen to the radio?**
(% of respondents who answered, n=309)

	At home	In the car	On public transport	At work
REGION				
Andijan region	50.0	36.7	6.7	6.7
Bukhara region	30.8	56.4	2.6	10.3
Fergana region	54.5	36.4	–	9.1
Jizzakh region	69.2	30.8	–	–
Namangan region	58.8	35.3	5.9	–
Navoi region	21.4	64.3	14.3	–
Kashkadarya region	66.7	22.2	–	11.1
Samarkand region	38.5	53.8	7.7	–
Syrdarya region	60.0	20.0	5.0	15.0
Surkhandarya region	20.0	80.0	–	–
Tashkent city	54.2	45.8	–	–
Tashkent region	56.3	37.5	–	6.3
Khorezm region	31.0	58.6	–	10.3
TYPE OF SETTLEMENT				
Urban	48.7	39.1	5.2	7.0
Rural	43.2	49.6	1.6	5.6

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Purposeful listening to selected programmes predominates among survey participants: 42.1% of respondents said they listen attentively to a selected programme. Another 21.4% pay close attention only to particular news items or segments. A further 18.8% tend to switch stations in search of something interesting, while 11.0% mainly use the radio as background. Listening to individual recordings or excerpts online is reported by 6.8% of survey participants.

Attentive listening to a chosen programme is reported by 31.9% of 18–24-year-olds, 37.5% of 25–34-year-olds and 45.5% of 35–44-year-olds. The share is highest among 45–54-year-olds (50.8%) and stands at 41.4% among those aged 55 and over. Following only particular news items and segments is most often reported by 25–34-year-olds (25.0%). Switching stations in search of interesting content is most typical of the youngest group, with 23.4% of 18–24-year-olds choosing this option. Background listening is most common among 25–34-year-olds (14.1%).

Table 90 **How do you usually listen to the radio?**

(% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
I listen attentively to a chosen programme	**42.1**	41.8	42.5	31.9	37.5	45.5	50.8	41.4
I listen attentively only to certain news items or segments	**21.4**	21.4	21.2	23.4	25.0	18.2	19.0	22.4
The radio is mostly on in the background	**11.0**	10.2	12.4	10.6	14.1	11.7	7.9	10.3
I switch stations looking for interesting content	**18.8**	18.9	18.6	23.4	15.6	18.2	15.9	22.4
I listen to individual recordings and clips online	**6.8**	7.7	5.3	10.6	7.8	6.5	6.3	3.4

The most common way of listening to the radio is attentive listening to a chosen programme. The highest figures are in Samarkand region (57.9%), Namangan region (50.0%), Khorezm region (50.0%) and Bukhara region (48.8%). This option was chosen by 46.2% of respondents in Syrdarya region, 45.5% in Tashkent region and 42.9% in Navoi region. Attentive listening to particular news items and segments is especially common in Fergana region, where 43.8% of respondents chose this option. Using the radio mainly as background is most typical of respondents from the Republic of Karakalpakstan, where 63.6% gave this answer. Switching stations in search of interesting content is most frequent in Namangan region (38.9%).

Attentive listening to a chosen programme is more common among rural residents (48.5%) than among urban residents (37.1%). In urban areas, the share of those who listen closely only to particular news items and segments is slightly higher (23.4% vs 18.7% in rural areas).

Table 91 **How do you usually listen to the radio?**

(% of respondents who answered, n=309)

	I listen attentively to a chosen programme	I listen attentively only to certain news items or segments	The radio is mostly on in the background	I switch stations looking for interesting content	I listen to individual recordings and clips online
REGION					
Andijan region	41.7	22.2	11.1	13.9	11.1
Bukhara region	48.8	23.3	7.0	11.6	9.3
Fergana region	37.5	43.8	–	18.8	–
Jizzakh region	21.4	21.4	14.3	28.6	14.3
Namangan region	50.0	–	5.6	38.9	5.6
Navoi region	42.9	14.3	7.1	28.6	7.1
Kashkadarya region	33.3	22.2	27.8	16.7	–
Republic of Karakalpakstan	9.1	9.1	63.6	9.1	9.1
Samarkand region	57.9	31.6	5.3	5.3	–
Syrdarya region	46.2	15.4	7.7	15.4	15.4
Surkhandarya region	33.3	22.2	11.1	22.2	11.1
Tashkent city	34.5	20.7	13.8	24.1	6.9
Tashkent region	45.5	31.8	4.5	13.6	4.5
Khorezm region	50.0	17.6	5.9	26.5	–
TYPE OF SETTLEMENT					
Urban	37.1	23.4	12.6	20.6	6.3
Rural	48.5	18.7	9.0	16.4	7.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Answers about what respondents usually do while listening show that the radio more often accompanies everyday activities than serves as an activity in its own right. The most common answers are doing housework (41.4%) and driving (40.5%). Another 30.7% of respondents listen while relaxing.

Among men, 56.1% listen to the radio while driving, compared with 13.3% of women. Women, by contrast, are far more likely to listen while doing housework (63.7% vs 28.6% of men). Listening while relaxing is reported by 34.5% of women and 28.6% of men.

Driving is mentioned most often by respondents aged 18–24 (42.6%), 35–44 (41.6%) and 45–54 (41.3%). The figure is 40.6% among 25–34-year-olds and 36.2% among those aged 55 and over. The youngest group also has a relatively high share of people who listen on public transport (21.3%).

Doing housework is most typical of 18–24-year-olds, mentioned by 51.1% of this group. Listening while relaxing is more common among older respondents. In the 55-and-over group the figure is 39.7%.

Table 92 **What do you usually do while listening to the radio?**

(% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Driving	**40.5**	56.1	13.3	42.6	40.6	41.6	41.3	36.2
Travelling on public transport	**12.9**	10.2	17.7	21.3	14.1	11.7	6.3	13.8
Doing housework	**41.4**	28.6	63.7	51.1	32.8	40.3	44.4	41.4
Working	**13.6**	14.3	12.4	6.4	14.1	16.9	15.9	12.1
Studying	**0.6**	1.0	0.0	0.0	3.1	0.0	0.0	0.0
Relaxing	**30.7**	28.6	34.5	23.4	29.7	24.7	36.5	39.7
Exercising or walking	**7.4**	7.1	8.0	6.4	6.3	10.4	6.3	6.9
Deliberately listening to a programme, without doing anything else	**2.9**	2.6	3.5	4.3	3.1	1.3	3.2	3.4

**Respondents could choose more than one answer.*

By region, listening while driving is most widespread among respondents in Khorezm region (58.8%), Fergana region (56.3%), Tashkent city (55.2%) and Surkhandarya region (55.6%).

Listening while doing housework is also a prominent part of respondents' daily routines. The highest figures are in the Republic of Karakalpakstan and Jizzakh region (72.7% and 64.3% respectively), as well as in Syrdarya (61.5%) and Surkhandarya (66.7%) regions.

Listening on public transport was mentioned most often in Navoi region (35.7%), Andijan region (30.6%) and Syrdarya region (23.1%). Exercising or walking was mentioned less often in most regions, but in the Republic of Karakalpakstan 45.5% of respondents chose this option.

By type of settlement, rural residents were slightly more likely than urban residents to listen while driving (41.8% vs 39.4%). Rural respondents were more likely to say they listen while relaxing (38.8% vs 24.6% of urban residents).

Table 93 **What do you usually do while listening to the radio?**

Multiple answers possible (% of respondents who answered, n=309)

	Driving	Travelling on public transport	Doing housework	Working	Studying	Relaxing	Exercising or walking	Deliberately listening to a programme, without doing anything else
REGION								
Andijan region	19.4	30.6	47.2	8.3	2.8	47.2	22.2	8.3
Bukhara region	46.5	4.7	25.6	18.6	0.0	23.3	4.7	2.3
Fergana region	56.3	6.3	31.3	6.3	0.0	18.8	0.0	0.0
Jizzakh region	28.6	14.3	64.3	7.1	0.0	57.1	0.0	7.1

	Driving	Travelling on public transport	Doing housework	Working	Studying	Relaxing	Exercising or walking	Deliberately listening to a programme, without doing anything else
Namangan region	22.2	16.7	50.0	0.0	5.6	16.7	0.0	5.6
Navoi region	35.7	35.7	50.0	7.1	0.0	21.4	7.1	0.0
Kashkadarya region	38.9	5.6	44.4	5.6	0.0	16.7	0.0	5.6
Republic of Karakalpakstan	36.4	9.1	72.7	45.5	0.0	72.7	45.5	0.0
Samarkand region	52.6	10.5	36.8	31.6	0.0	31.6	0.0	0.0
Syrdarya region	26.9	23.1	61.5	3.8	0.0	53.8	7.7	3.8
Surkhandarya region	55.6	11.1	66.7	0.0	0.0	11.1	11.1	0.0
Tashkent city	55.2	6.9	31.0	13.8	0.0	27.6	3.4	3.4
Tashkent region	31.8	9.1	36.4	27.3	0.0	31.8	9.1	0.0
Khorezm region	58.8	2.9	23.5	14.7	0.0	11.8	2.9	0.0
TYPE OF SETTLEMENT								
Urban	39.4	13.1	41.1	12.0	1.1	24.6	7.4	2.3
Rural	41.8	12.7	41.8	15.7	0.0	38.8	7.5	3.7

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

D.4 Public preferences for Uzbek radio stations

Among survey participants, the most frequently mentioned radio stations were Vodiy Sadosi (38.2%), Yoshlar (35.3%) and Mahalla (28.5%).

Station preferences differ by gender. Men most often named Vodiy Sadosi (41.3%), Yoshlar (34.2%) and O‘zbekiston 24 (23.0%), while among women the leaders are Yoshlar (37.2%), Mahalla (34.5%) and Vodiy Sadosi (32.7%).

Oriat FM was mentioned more often by survey participants aged 18–24 (23.4%). Among 35–44-year-olds, the most common answers were Vodiy Sadosi (42.9%), Yoshlar (31.2%) and Mahalla (27.3%). In the 45–54 age group, Vodiy Sadosi is the most frequent choice (47.6%). Among those aged 55 and over, Yoshlar is mentioned most often (48.3%), followed by Mahalla (44.8%), Mash’al (34.5%), Vodiy Sadosi (32.8%) and O‘zbekiston 24 (24.1%).

Table 94 **Which Uzbek radio stations do you listen to most often?**

(% of respondents who answered, n=309)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
O‘zbekiston	**15.5**	18.9	9.7	14.9	12.5	15.6	14.3	20.7

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
O‘zbekiston 24	**22.3**	23.0	21.2	42.6	21.9	14.3	15.9	24.1
Yoshlar	**35.3**	34.2	37.2	34.0	37.5	31.2	27.0	48.3
Mahalla	**28.5**	25.0	34.5	27.7	20.3	27.3	23.8	44.8
Mash’al	**13.9**	17.9	7.1	6.4	7.8	10.4	11.1	34.5
Oriat FM	**11.0**	10.7	11.5	23.4	4.7	10.4	12.7	6.9
Oriat Dono	**18.4**	17.9	19.5	14.9	14.1	20.8	22.2	19.0
O‘zbegim Taronasi	**14.2**	13.3	15.9	14.9	14.1	20.8	12.7	6.9
Navro‘z FM	**4.9**	2.6	8.8	8.5	3.1	1.3	6.3	6.9
HIT FM	**1.6**	1.0	2.7	4.3	3.1	0.0	1.6	0.0
Avtoradio/Hamroh	**4.2**	4.6	3.5	2.1	4.7	5.2	4.8	3.4
Radio Grand	**4.9**	3.6	7.1	4.3	3.1	5.2	9.5	1.7
Maxima	**1.0**	1.0	0.9	0.0	0.0	2.6	1.6	0.0
Nostalgie	**3.2**	4.1	1.8	4.3	3.1	3.9	3.2	1.7
Poytaxt	**8.4**	9.2	7.1	6.4	4.7	7.8	7.9	15.5
Iqbol FM	**6.8**	8.2	4.4	6.4	9.4	11.7	3.2	1.7
Istiqlol FM	**3.9**	4.6	2.7	6.4	4.7	7.8	0.0	0.0
Vodiy Sadosi	**38.2**	41.3	32.7	23.4	39.1	42.9	47.6	32.8
Ruxsor FM	**9.4**	9.7	8.8	8.5	6.3	11.7	7.9	12.1
Retro FM	**2.9**	3.6	1.8	2.1	1.6	0.0	9.5	1.7
Temp FM	**0.3**	0.5	0.0	0.0	0.0	0.0	0.0	1.7
Biz FM	**0.3**	0.5	0.0	2.1	0.0	0.0	0.0	0.0
Samarqand Inform	**1.3**	1.5	0.9	4.3	0.0	0.0	3.2	0.0
Diydor	**10.0**	7.7	14.2	4.3	10.9	18.2	6.3	6.9
Oltin Zamin	**9.1**	7.7	11.5	10.6	10.9	10.4	4.8	8.6
Nukus FM	**3.9**	3.6	4.4	2.1	1.6	6.5	4.8	3.4
A’lo FM	**5.8**	5.6	6.2	8.5	6.3	7.8	4.8	1.7
Radio Ozodlik	**1.0**	1.5	0.0	0.0	0.0	1.3	3.2	0.0
Radio Buxoro	**2.6**	2.0	3.5	0.0	3.1	1.3	6.3	1.7
Other	**0.6**	0.5	0.9	0.0	0.0	1.3	0.0	1.7
Hard to say	**2.6**	3.1	1.8	0.0	9.4	1.3	0.0	1.7

**Respondents could choose up to five answers.*

A comparison of responses shows that rural respondents are more likely than urban ones to listen to Yoshlar (45.5% vs 27.4%), Mahalla (35.8% vs 22.9%) and Mash’al (19.4% vs 9.7%). Rural residents also more often name Diydor (13.4% vs 7.4%), Oltin Zamin (13.4% vs 5.7%) and Iqbol FM (11.2% vs 3.4%). Urban respondents, meanwhile, more often mentioned O‘zbekiston 24 (23.4% vs 20.9%), Oriat Dono (19.4% vs 17.2%), Ruxsor FM (11.4% vs 6.7%) and Radio Grand (6.9% vs 2.2%).

Table 95 **Which Uzbek radio stations do you listen to most often?**

Up to five answers possible (% of respondents who answered, n=309)

	Type of settlement	
	Urban	Rural
O‘zbekiston	14.3	17.2
O‘zbekiston 24	23.4	20.9
Yoshlar	27.4	45.5
Mahalla	22.9	35.8

	Type of settlement	
	Urban	Rural
Mash'al	9.7	19.4
Oriat FM	10.3	11.9
Oriat Dono	19.4	17.2
O'zbegim Taronasi	13.1	15.7
Navro'z FM	5.7	3.7
HIT FM	2.3	0.7
Avtoradio/Hamroh	5.7	2.2
Radio Grand	6.9	2.2
Maxima	0.6	1.5
Nostalgie	5.1	0.7
Poytaxt	9.1	7.5
Iqbol FM	3.4	11.2
Istiqlol FM	4.0	3.7
Vodiy Sadosi	34.3	43.3
Ruxsor FM	11.4	6.7
Retro FM	3.4	2.2
Temp FM	0.6	0.0
Biz FM	0.0	0.7
Samarqand Inform	0.0	3.0
Diydor	7.4	13.4
Oltin Zamin	5.7	13.4
Nukus FM	6.3	0.7
A'lo FM	2.9	9.7
Radio Ozodlik	1.1	0.7
Radio Buxoro	0.6	5.2
Other	0.0	1.5
Hard to say	2.9	2.2

**Respondents could choose up to five answers.*

D.5 Main reasons for choosing radio stations and content preferences

Among survey participants, the main reason for choosing a station is its music format, cited by 64.4% of respondents. Frequent airplay of favourite songs and artists was mentioned by 38.5%, up-to-date news by 42.7% and reliable and useful information by 26.2%. Interesting presenter-led and themed programmes were named by 21.7%, timely weather and traffic updates by 17.5%, and entertainment and comedy shows by 14.6%. A further 13.6% of respondents said they like the presenters and their style.

By gender, men are more likely than women to choose stations for up-to-date news (48.0% vs 33.6%) and reliable and useful information (31.1% vs 17.7%). Men are also more likely to mention the convenience of listening in the car (11.2% vs 6.2%) and limited advertising (9.7% vs

8.0%). Women, for their part, more often mention that programmes are available in a language that suits them (13.3% vs 7.1% of men). Presenter-led and themed programmes were cited by 23.9% of women and 20.4% of men, and timely weather and traffic updates by 19.5% of women and 16.3% of men.

Table 96 **Why do you most often choose these particular radio stations?**

(% of respondents who answered, n=309)

	Total sample	Gender	
		Men	Women
I like the music format	**64.4**	63.8	65.5
They often play my favourite songs and artists	**38.5**	37.8	39.8
Broadcast up-to-date news	**42.7**	48.0	33.6
Provide reliable and useful information	**26.2**	31.1	17.7
Interesting presenter-led and themed programmes	**21.7**	20.4	23.9
I like the presenters and their style	**13.6**	13.3	14.2
Interesting interviews with guests and experts	**6.5**	6.1	7.1
Good entertainment and comedy programmes	**14.6**	14.8	14.2
Prompt updates on weather, road conditions and traffic jams	**17.5**	16.3	19.5
Cover events in my region or city	**4.9**	5.6	3.5
Programmes are in a language that suits me	**9.4**	7.1	13.3
High sound quality and a stable signal	**7.4**	7.7	7.1
Few adverts	**9.1**	9.7	8.0
Convenient to listen to in the car	**9.4**	11.2	6.2
Available online, via a mobile app or social networks	**2.6**	2.6	2.7
Chance to take part in broadcasts, contests and discussions	**1.9**	1.5	2.7
I am used to listening to this station	**4.9**	4.1	6.2
It is a popular station	**5.2**	5.1	5.3
It has the best reception where I live	**3.6**	2.6	5.3

**Respondents could choose up to five answers.*

Across age groups, the music format is mentioned most often by 18–24-year-olds (74.5%). The figure is 67.2% among 25–34-year-olds and 66.7% among 45–54-year-olds, but lower among those aged 35–44 and those aged 55 and over (58.4% and 58.6% respectively).

News content becomes more important with age. Up-to-date news was cited as a reason for choosing a station by 27.7% of 18–24-year-olds and 35.9% of 25–34-year-olds. The share rises to 41.6% among 35–44-year-olds, 52.4% among 45–54-year-olds and 53.4% in the oldest group. Presenter-led and themed programmes are singled out most often by respondents aged 18–24 (27.7%) and 35–44 (27.3%).

Age differences are also evident in attitudes to entertainment content. Good entertainment and comedy shows were mentioned by 22.4% of those aged 55 and over and 18.2% of 35–44-year-olds.

Regular airplay of favourite artists is also mentioned as a reason for choosing a station by 50% of respondents aged 55 and over.

The presenters' style was mentioned more often by respondents aged 35–44 (16.9%) and 25–34 (15.6%), compared with 6.4% of 18–24-year-olds.

Timely reporting on weather, road conditions and traffic jams was mentioned by 21.3% of 18–24-year-olds, 19.5% of 35–44-year-olds and 19.0% of those aged 55 and over.

Older respondents are more likely to mention that programmes are available in a language that suits them: 12.7% among 45–54-year-olds and 13.8% among those aged 55 and over. By comparison, the figure among 18–24-year-olds is 4.3%.

Table 97 **Why do you most often choose these particular radio stations?**

Up to five answers possible (% of respondents who answered, n=309)

	Age group				
	18–24	25–34	35–44	45–54	55+
I like the music format	74.5	67.2	58.4	66.7	58.6
They often play my favourite songs and artists	29.8	31.3	33.8	47.6	50.0
Broadcast up-to-date news	27.7	35.9	41.6	52.4	53.4
Provide reliable and useful information	23.4	29.7	23.4	23.8	31.0
Interesting presenter-led and themed programmes	27.7	20.3	27.3	15.9	17.2
I like the presenters and their style	6.4	15.6	16.9	14.3	12.1
Interesting interviews with guests and experts	6.4	6.3	6.5	6.3	6.9
Good entertainment and comedy programmes	17.0	4.7	18.2	11.1	22.4
Prompt updates on weather, road conditions and traffic jams	21.3	15.6	19.5	12.7	19.0
Cover events in my region or city	8.5	3.1	5.2	4.8	3.4
Programmes are in a language that suits me	4.3	6.3	9.1	12.7	13.8
High sound quality and a stable signal	14.9	6.3	2.6	6.3	10.3
Few adverts	14.9	10.9	11.7	1.6	6.9
Convenient to listen to in the car	2.1	10.9	10.4	12.7	8.6
Available online, via a mobile app or social networks	2.1	3.1	3.9	1.6	1.7
Chance to take part in broadcasts, contests and discussions	2.1	3.1	0.0	3.2	1.7
I am used to listening to this station	2.1	6.3	3.9	6.3	5.2
It is a popular station	6.4	4.7	10.4	3.2	0.0
It has the best reception where I live	4.3	1.6	5.2	1.6	5.2

Respondents could choose up to five answers.

A regional comparison shows that the music format remains one of the most frequently cited reasons for choosing a station in all the regions presented. The highest shares are among respondents in Samarkand region (84.2%) and the Republic of Karakalpakstan (81.8%). High figures are also recorded in Surkhandarya (77.8%) and Andijan (75.0%) regions.

Frequent airplay of favourite songs and artists was mentioned most often by respondents in Navoi region (64.3%) and Samarkand region (63.2%), as well as in Andijan, Fergana and Namangan regions (50.0% each).

Reliable and useful information was cited most often by respondents in Jizzakh region (64.3%).

Timely reporting on weather, road conditions and traffic jams was mentioned most often by respondents in Jizzakh region (42.9%), Syrdarya region (30.8%) and the Republic of Karakalpakstan (27.3%).

Respondents in Kashkadarya region were the most likely to mention that programmes are available in a language that suits them (33.3%).

Table 98 **Why do you most often choose these particular radio stations?**
Up to five answers possible (% of respondents who answered, n=309)

	Type of settlement	
	Urban	Rural
I like the music format	61.1	68.7
They often play my favourite songs and artists	34.9	43.3
Broadcast up-to-date news	35.4	52.2
Provide reliable and useful information	23.4	29.9
Interesting presenter-led and themed programmes	20.0	23.9
I like the presenters and their style	12.6	14.9
Interesting interviews with guests and experts	4.6	9.0
Good entertainment and comedy programmes	13.7	15.7
Prompt updates on weather, road conditions and traffic jams	17.1	17.9
Cover events in my region or city	4.6	5.2
Programmes are in a language that suits me	9.7	9.0
High sound quality and a stable signal	8.0	6.7
Few adverts	8.6	9.7
Convenient to listen to in the car	6.9	12.7
Available online, via a mobile app or social networks	1.7	3.7
Chance to take part in broadcasts, contests and discussions	2.9	0.7
I am used to listening to this station	5.1	4.5
It is a popular station	6.3	3.7
It has the best reception where I live	2.3	5.2

Respondents could choose up to five answers.

By type of settlement, the music format is one of the most frequently cited reasons for choosing a station among both urban and rural respondents. It appeals to 68.7% of rural and 61.1% of urban residents. There is a similar gap for frequent airplay of favourite songs and artists, mentioned by 43.3% of rural and 34.9% of urban respondents.

There are also clear differences in how respondents value news content. Up-to-date news was cited by 52.2% of rural and 35.4% of urban residents, and reliable and useful information by 29.9% and 23.4% respectively. Presenter-led and themed programmes were also chosen more often by rural respondents (23.9% vs 20.0% of urban residents).



Section E. Print and online press

28.3%
read the print or online press
Table 99

38.8%
of readers read the press only online
Table 101

55.9%
of readers read the press every day
Table 103

Receiving reliable information in good time is important because it helps give people a sense of being informed and secure. The media undoubtedly play an important role in informing the public about events at home and abroad. Newspapers, magazines and online media outlets are among the channels through which people obtain information. As the internet develops, it is changing not only the ways people obtain information but also their preferences regarding the format in which they read the press. This makes it particularly important to examine how widely and how regularly people read print and electronic publications, and what their reading habits are.

This section examines how people in Uzbekistan read the print and online press, including format preferences and the frequency and duration of reading.

The analysis took into account the structure of the sample and the content of the questionnaire. The question on whether people read the print and online press was analysed on the basis of responses from all 1,411 respondents. Subsequent questions on reading habits, topic preferences and assessments of the publications' work were analysed among the 399 survey participants who read the press. Some questions were addressed specifically to readers of print publications (244 respondents) and of the online press (269 respondents).

The analysis of public opinion on the print and online press was based on the following indicators:

1. Reach of the print and online press and format preferences;
2. Frequency, duration and circumstances of reading the press;
3. Ways of obtaining the print and online press;
4. Topic preferences and reasons for choosing publications;
5. Assessment of press content and suggestions for improvement.

For each indicator, the distribution of responses was examined by gender, age, region and type of settlement.

E.1 Prevalence of reading the print and online press

One indicator of respondents' engagement with information is whether they turn to print and electronic publications. Survey participants were asked whether they read newspapers, magazines or content from online media outlets, in print or electronic form. The responses made it possible to estimate how widely the print and online press is read among respondents.

Most survey participants (71.7%) do not read newspapers, magazines or content from online media outlets in either print or electronic form. The same pattern holds across gender and age groups (Table 99).

Table 99 **Do you read newspapers, magazines or content from online media outlets, in print or electronic form?**
(% of respondents: total sample, by gender and age, n=1,411)

	Yes	No
Total sample	**28.3**	**71.7**
GENDER		
Men	27.7	72.3
Women	28.9	71.1
AGE GROUP		
18–24	26.7	73.3
25–34	28.2	71.8
35–44	30.4	69.6
45–54	26.0	74.0
55+	30.1	69.9

Responses to this question vary noticeably by region. The highest share of readers is in Andijan region (63.4%). The figure is considerably lower in Syrdarya (37.0%), Navoi (34.7%) and Bukhara (32.7%) regions. In Namangan region 31.0% of respondents answered yes, in Samarkand 28.7%, in Khorezm 28.0% and in Tashkent city 27.5% (Table 100).

Table 100 **Do you read newspapers, magazines or content from online media outlets, in print or electronic form?**

(% by region and type of settlement, n=1,411)

	Yes	No
REGION		
Tashkent city	27.5	72.5
Republic of Karakalpakstan	22.0	78.0
Andijan region	63.4	36.6
Bukhara region	32.7	67.3
Jizzakh region	15.0	85.0
Kashkadarya region	22.5	77.5
Navoi region	34.7	65.3
Namangan region	31.0	69.0
Samarkand region	28.7	71.3
Surkhandarya region	21.0	79.0
Syrdarya region	37.0	63.0
Tashkent region	22.8	77.2
Fergana region	9.8	90.2
Khorezm region	28.0	72.0
TYPE OF SETTLEMENT		
Urban	27.1	72.9
Rural	29.6	70.4

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Respondents who said they read newspapers, magazines or content from online media outlets were then asked in which format they prefer to read them: print only, electronic only or both.

Among readers as a whole, the largest share (38.8%) prefer the electronic format only, and slightly fewer (32.6%) print only (Table 101).

Table 101 **In what format do you mainly read the press?**

(% of respondents: total sample, by gender and age, n=399)

	Print only	Both print and online	Online only
Total sample	**32.6**	**28.6**	**38.8**
GENDER			
Men	31.8	27.7	40.5
Women	33.3	29.4	37.3
AGE GROUP			
18–24	10.7	38.7	50.7
25–34	20.0	30.0	50.0
35–44	28.7	28.7	42.5
45–54	37.0	28.8	34.2
55+	64.3	17.9	17.9

The survey showed that 40.5% of men and 37.3% of women prefer newspapers and magazines in electronic format.

By age, respondents aged 55 and over (64.3%) and 45–54-year-olds (37%) favour the print format of newspapers and magazines. The other age groups more often choose the electronic format (Table 101).

By region, respondents in Tashkent city (46.4%), the Republic of Karakalpakstan (40.9%), and Andijan (51.6%), Samarkand (51.7%), Syrdarya (45.9%) and Khorezm (42.9%) regions most often choose the electronic format only. Reading in both formats is the most common choice in Navoi (40.0%) and Fergana (50.0%) regions, while print only is the preferred option in Jizzakh region (73.3%), Namangan region (45.2%) and Tashkent region (56.5%) (Table 102).

Table 102 **In what format do you mainly read the press?**
(% by region and type of settlement, n=399)

	Print only	Both print and online	Online only
REGION			
Tashkent city	25.0	28.6	46.4
Republic of Karakalpakstan	22.7	36.4	40.9
Andijan region	23.4	25.0	51.6
Bukhara region	33.3	36.4	30.3
Jizzakh region	73.3	13.3	13.3
Kashkadarya region	34.8	30.4	34.8
Navoi region	31.4	40.0	28.6
Namangan region	45.2	22.6	32.3
Samarkand region	20.7	27.6	51.7
Surkhandarya region	38.1	23.8	38.1
Syrdarya region	32.4	21.6	45.9
Tashkent region	56.5	21.7	21.7
Fergana region	20.0	50.0	30.0
Khorezm region	25.0	32.1	42.9
TYPE OF SETTLEMENT			
Urban	34.0	27.7	38.3
Rural	31.1	29.5	39.4

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Continuing the analysis of how people read newspapers, magazines and content from online media outlets, the survey asked respondents who read the press how often they turn to it.

The largest share of readers (34.8%) read the press several times a day. Another 22.3% do so several times a week and 21.1% once a day. More than half of those who read the press therefore turn to it every day (Table 103).

Table 103 **How often do you read the press?**

(% of respondents: total sample, by gender and age; % of respondents who answered, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Several times a day	**34.8**	40.0	29.9	33.3	43.8	33.3	32.9	31.0
Once a day	**21.1**	17.9	24.0	20.0	12.5	21.8	26.0	25.0
Several times a week	**22.3**	21.5	23.0	22.7	22.5	21.8	21.9	22.6
Once a week	**9.8**	10.3	9.3	13.3	5.0	11.5	11.0	8.3
Several times a month	**9.3**	8.2	10.3	9.3	11.3	9.2	5.5	10.7
Less than once a month	**2.5**	2.1	2.9	1.3	3.8	2.3	2.7	2.4
Hard to say	**0.3**	0.0	0.5	0.0	1.3	0.0	0.0	0.3

The survey found that the largest share of respondents read the press several times a day (34.8%), with men (40.0%) more likely to do so than women (29.9%). Women are somewhat more likely than men to read the press once a day (24.0% and 17.9% respectively).

By age, 25–34-year-olds are the most likely to read the press several times a day (43.8%). In the other age groups the share is roughly the same: 33.3% among 18–24-year-olds and 35–44-year-olds, 32.9% among 45–54-year-olds and 31.0% among those aged 55 and over (Table 104).

Table 104 **How often do you read the press?**

(% by region and type of settlement, n=399)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month	Hard to say
REGION							
Tashkent city	42.9	14.3	7.1	10.7	10.7	10.7	3.6
Republic of Karakalpakstan	45.5	13.6	18.2	13.6	9.1	0.0	0.0
Andijan region	35.9	18.8	29.7	4.7	7.8	3.1	0.0
Bukhara region	36.4	30.3	21.2	6.1	3.0	3.0	0.0
Jizzakh region	33.3	33.3	20.0	6.7	6.7	0.0	0.0
Kashkadarya region	43.5	30.4	13.0	8.7	4.3	0.0	0.0
Navoi region	40.0	8.6	34.3	0.0	17.1	0.0	0.0
Namangan region	19.4	19.4	25.8	29.0	6.5	0.0	0.0
Samarkand region	37.9	37.9	3.4	3.4	10.3	6.9	0.0
Surkhandarya region	33.3	23.8	14.3	9.5	19.0	0.0	0.0
Syrdarya region	24.3	24.3	24.3	8.1	16.2	2.7	0.0
Tashkent region	26.1	13.0	34.8	8.7	13.0	4.3	0.0
Fergana region	30.0	20.0	30.0	20.0	0.0	0.0	0.0
Khorezm region	39.3	14.3	25.0	21.4	0.0	0.0	0.0
TYPE OF SETTLEMENT							
Urban	32.5	22.3	22.8	9.7	8.7	3.4	0.5
Rural	37.3	19.7	21.8	9.8	9.8	1.6	0.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By region, residents of Tashkent city (42.9%), the Republic of Karakalpakstan (45.5%), and Kashkadarya (43.5%), Navoi (40.0%) and Khorezm (39.3%) regions most often read the press several times a day. In Samarkand region, reading the press once a day is the most common (37.9%). Respondents in Andijan (29.7%) and Tashkent (34.8%) regions more often reported reading the press several times a week. In Namangan region (29.0%), reading the press once a week is the most common.

Looking further at reading habits, the study paid particular attention to the time respondents spend reading the press on a typical weekday. Participants were asked how long they spend reading it.

Respondents mostly spend less than 30 minutes (35.8%) or between 30 minutes and one hour (36.1%) reading the press. For most of them, therefore, reading the press takes no more than an hour on a typical weekday (Table 105).

Table 105 **How much time do you spend reading the press on a typical weekday?**
(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**35.8**	39.0	32.8	40.0	45.0	47.1	21.9	23.8
30 minutes to 1 hour	**36.1**	37.4	34.8	37.3	30.0	31.0	41.1	41.7
1–2 hours	**18.8**	17.9	19.6	13.3	16.3	17.2	26.0	21.4
2–3 hours	**5.5**	4.1	6.9	4.0	2.5	3.4	6.8	10.7
3–4 hours	**0.8**	0.0	1.5	1.3	1.3	0.0	1.4	0.0
More than 4 hours	**1.3**	0.5	2.0	1.3	1.3	0.0	1.4	2.4
Usually do not read on weekdays	**1.8**	1.0	2.5	2.7	3.8	1.1	1.4	0.0

By gender, men are slightly more likely than women to spend less than 30 minutes (39.0% versus 32.8%) or between 30 minutes and one hour (37.4% versus 34.8%) reading the press. Reading the press thus takes no more than one hour on a typical weekday for most respondents (Table 105).

By age, respondents aged 18–24 (40.0%), 25–34 (45.0%) and 35–44 (47.1%) most often spend less than 30 minutes reading the press. Among those aged 45–54 (41.1%) and 55 and over (41.7%), the most common reading time is between 30 minutes and one hour (Table 105).

Table 106 **How much time do you spend reading the press on a typical weekday?**
(% by region and type of settlement, n=399)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not read on weekdays
REGION							
Tashkent city	50.0	25.0	17.9	3.6	0.0	0.0	3.6

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not read on weekdays
Republic of Kara-kalpakstan	54.5	27.3	9.1	4.5	0.0	0.0	4.5
Andijan region	26.6	37.5	18.8	9.4	3.1	3.1	1.6
Bukhara region	36.4	36.4	18.2	3.0	3.0	0.0	3.0
Jizzakh region	26.7	53.3	13.3	6.7	0.0	0.0	0.0
Kashkadarya region	34.8	39.1	26.1	0.0	0.0	0.0	0.0
Navoi region	28.6	45.7	20.0	2.9	0.0	2.9	0.0
Namangan region	22.6	41.9	22.6	6.5	0.0	3.2	3.2
Samarkand region	27.6	51.7	10.3	10.3	0.0	0.0	0.0
Surkhandarya region	33.3	19.0	38.1	9.5	0.0	0.0	0.0
Syrdarya region	56.8	24.3	13.5	5.4	0.0	0.0	0.0
Tashkent region	39.1	26.1	21.7	8.7	0.0	0.0	4.3
Fergana region	30.0	20.0	40.0	0.0	0.0	10.0	0.0
Khorezm region	39.3	46.4	10.7	0.0	0.0	0.0	3.6
TYPE OF SETTLEMENT							
Urban	32.5	34.5	22.3	6.3	1.0	1.5	1.9
Rural	39.4	37.8	15.0	4.7	0.5	1.0	1.6

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By region, reading for less than 30 minutes is most typical of residents of Tashkent city (50.0%), the Republic of Karakalpakstan (54.5%) and Syrdarya region (56.8%). Respondents in Jizzakh (53.3%), Samarkand (51.7%), Navoi (45.7%), Namangan (41.9%) and Khorezm (46.4%) regions most often read for between 30 minutes and one hour. In Surkhandarya region, reading for one to two hours is the most common (38.1%) (Table 106).

Differences by type of settlement are small: urban residents most often read the press for between 30 minutes and one hour (34.5%), and rural residents for less than 30 minutes (39.4%) (Table 106).

Overall, despite some differences by gender, age and region, reading the press takes up a relatively small part of the weekday for most respondents – generally no more than an hour.

Continuing the analysis of reading time, the survey asked respondents how much time they usually spend reading on a day off.

On days off, the largest share of respondents spend between 30 minutes and one hour reading the press (29.8%), and another 26.1% spend between one and two hours (Table 107).

Table 107 **How much time do you spend reading the press on a typical weekend day?**
(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**19.5**	24.6	14.7	28.0	22.5	24.1	11.0	11.9
30 minutes to 1 hour	**29.8**	25.6	33.8	28.0	30.0	32.2	28.8	29.8
1–2 hours	**26.1**	30.8	21.6	30.7	20.0	21.8	31.5	27.4

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
2–3 hours	**7.8**	5.6	9.8	5.3	3.8	3.4	12.3	14.3
3–4 hours	**3.8**	2.6	4.9	1.3	3.8	2.3	4.1	7.1
More than 4 hours	**3.3**	3.1	3.4	1.3	5.0	4.6	2.7	2.4
Usually do not read on weekdays	**9.3**	7.7	10.8	5.3	13.8	10.3	9.6	7.1
Hard to say	**0.3**	0.0	0.5	0.0	0.0	1.1	0.0	0.0

Reading time differs by gender: among men, reading for one to two hours is the most common (30.8%), whereas women more often spend between 30 minutes and one hour (33.8%).

By age, among 18–24-year-olds the most common reading time on days off is one to two hours (30.7%). Respondents aged 25–34 (30.0%) and 35–44 (32.2%) most often spend between 30 minutes and one hour, while in the 45–54 age group reading for one to two hours predominates (31.5%).

Table 108 **How much time do you spend reading the press on a typical weekend day?**
(% by region and type of settlement, n=399)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not read on weekdays	Hard to say
REGION								
Tashkent city	25.0	42.9	14.3	3.6	0.0	0.0	10.7	0.0
Republic of Karakalpakstan	27.3	50.0	18.2	0.0	0.0	0.0	0.0	4.5
Andijan region	20.3	20.3	26.6	9.4	6.3	7.8	9.4	0.0
Bukhara region	15.2	36.4	12.1	18.2	6.1	3.0	9.1	0.0
Jizzakh region	6.7	20.0	33.3	20.0	6.7	6.7	6.7	0.0
Kashkadarya region	13.0	26.1	39.1	8.7	0.0	0.0	13.0	0.0
Navoi region	22.9	14.3	40.0	2.9	2.9	2.9	14.3	0.0
Namangan region	25.8	19.4	22.6	6.5	6.5	3.2	16.1	0.0
Samarkand region	13.8	41.4	27.6	10.3	3.4	0.0	3.4	0.0
Surkhandarya region	23.8	23.8	14.3	9.5	9.5	4.8	14.3	0.0
Syrdarya region	16.2	43.2	32.4	5.4	0.0	2.7	0.0	0.0
Tashkent region	30.4	17.4	26.1	8.7	4.3	4.3	8.7	0.0
Fergana region	20.0	10.0	20.0	0.0	10.0	10.0	30.0	0.0
Khorezm region	10.7	46.4	32.1	3.6	0.0	0.0	7.1	0.0
TYPE OF SETTLEMENT								
Urban	20.4	29.6	26.7	6.3	3.4	3.4	9.2	0.5
Rural	18.7	30.1	25.4	9.3	4.1	3.1	9.3	0.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By region, reading for between 30 minutes and one hour predominates in most regions. The highest figures are in the Republic of Karakalpakstan (50.0%), Khorezm (46.4%), Syrdarya (43.2%) and Samarkand (41.4%) regions and Tashkent city (42.9%). In Navoi (40.0%), Kashkadarya

(39.1%) and Jizzakh (33.3%) regions, by contrast, respondents most often spend one to two hours reading (Table 108).

By type of settlement, reading for between 30 minutes and one hour is the most frequent answer among both urban (29.6%) and rural (30.1%) residents. Thus, despite regional differences, the most common reading time on days off is between 30 minutes and two hours (Table 108).

To explore reading habits further, respondents were asked at what time of day they most often turn to print and online publications.

The most common times for reading the press are the evening hours from 18:00 to 21:00 (35.6%) and from 21:00 to 24:00 (31.8%) (Table 109).

Table 109 **At what time of day do you most often read the press?**

(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Before 09:00	**17.3**	19.0	15.7	20.0	10.0	16.1	16.4	23.8
09:00–12:00	**20.8**	22.1	19.6	24.0	12.5	20.7	30.1	17.9
12:00–15:00	**26.8**	24.1	29.4	20.0	26.3	27.6	26.0	33.3
15:00–18:00	**19.5**	17.9	21.1	21.3	18.8	16.1	19.2	22.6
18:00–21:00	**35.6**	37.4	33.8	36.0	35.0	34.5	34.2	38.1
21:00–24:00	**31.8**	30.8	32.8	41.3	33.8	31.0	30.1	23.8
After 24:00	**2.3**	1.5	2.9	4.0	5.0	1.1	0.0	1.2

**Respondents could choose up to three answers.*

There are no significant gender differences: both men (37.4%) and women (33.8%) most often read the press between 18:00 and 21:00.

By age, among 18–24-year-olds the most common reading times are 18:00–21:00 (36.0%) and 21:00–24:00 (41.3%). Respondents aged 25–34 (35.0%), 35–44 (34.5%), 45–54 (34.2%) and 55 and over (38.1%) most often read the press between 18:00 and 21:00 (Table 109).

The preferred time for reading the press is therefore the evening, from 18:00 to 24:00, with 18–24-year-olds more likely to read later in the evening.

Table 110 **At what time of day do you most often read the press?**

(% by region and type of settlement, n=399)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
REGION							
Tashkent city	17.9	21.4	28.6	10.7	42.9	25.0	0.0
Republic of Karakalpakstan	18.2	36.4	40.9	31.8	59.1	50.0	4.5
Andijan region	23.4	18.8	20.3	20.3	46.9	45.3	4.7
Bukhara region	6.1	36.4	21.2	21.2	33.3	24.2	0.0
Jizzakh region	13.3	20.0	40.0	40.0	40.0	40.0	0.0

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
Kashkadarya region	13.0	21.7	47.8	13.0	13.0	21.7	0.0
Navoi region	22.9	17.1	14.3	17.1	31.4	31.4	2.9
Namangan region	16.1	25.8	32.3	16.1	38.7	16.1	3.2
Samarkand region	17.2	20.7	27.6	20.7	41.4	41.4	6.9
Surkhandarya region	33.3	23.8	14.3	14.3	33.3	19.0	4.8
Syrdarya region	21.6	13.5	18.9	10.8	24.3	35.1	0.0
Tashkent region	4.3	30.4	21.7	17.4	43.5	26.1	0.0
Fergana region	0.0	0.0	30.0	30.0	20.0	20.0	0.0
Khorezm region	14.3	0.0	42.9	28.6	14.3	28.6	0.0
TYPE OF SETTLEMENT							
Urban	14.6	18.0	25.7	20.9	32.5	31.1	2.4
Rural	20.2	23.8	28.0	18.1	38.9	32.6	2.1

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Reading times vary by region. Respondents in Surkhandarya region most often read the press before 9:00 and between 18:00 and 21:00 (33.3% each). Between 9:00 and 12:00, the press is read by residents of the Republic of Karakalpakstan and Bukhara region (36.4% each). Between 12:00 and 15:00, the press is read more often by respondents in the Republic of Karakalpakstan (40.9%) and in Jizzakh (40.0%), Kashkadarya (47.8%) and Khorezm (42.9%) regions. The highest figure for 15:00–18:00 is in Jizzakh region (40.0%). In the evening, between 18:00 and 21:00, the press is read more often in Tashkent city (42.9%), the Republic of Karakalpakstan (59.1%), Andijan (46.9%), Navoi (31.4%), Namangan (38.7%) and Samarkand (41.4%) regions and Tashkent region (43.5%). The highest figures for 21:00–24:00 are in the Republic of Karakalpakstan (50.0%) and in Andijan (45.3%), Jizzakh (40.0%) and Samarkand (41.4%) regions (Table 110).

By type of settlement, urban residents most often read the press between 18:00 and 21:00 (32.5%) and between 21:00 and 24:00 (31.2%). The pattern is similar among rural residents, who also most often read between 18:00 and 21:00 (38.9%) and between 21:00 and 24:00 (32.6%) (Table 110).

The survey results therefore show that the evening, from 18:00 to 24:00, is the most common time for reading the press, among both urban and rural residents. In some regions, however, a higher share of respondents prefer to read in the morning or during the day.

Respondents were also asked where they most often read the press. The results show that most of them (80.5%) prefer to read at home (Table 111).

Table 111 **Where do you most often read the press?**

(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
At home	**80.5**	75.4	85.3	74.7	75.0	77.0	80.8	94.0

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
At work	**13.5**	18.5	8.8	10.7	17.5	19.5	15.1	4.8
At my place of study	**1.3**	0.5	2.0	5.3	1.3	0.0	0.0	0.0
On public transport	**1.5**	2.1	1.0	1.3	1.3	3.4	1.4	0.0
In the car	**0.5**	1.0	0.0	1.3	0.0	0.0	1.4	0.0
In a café or other public place	**0.8**	0.5	1.0	0.0	1.3	0.0	1.4	1.2
In a library or reading room	**1.0**	1.0	1.0	4.0	1.3	0.0	0.0	0.0
In a queue or while waiting	**1.0**	1.0	1.0	2.7	2.5	0.0	0.0	0.0

Reading at home is more common among women (85.3%) than among men (75.4%). Home reading predominates in all age groups, especially among those aged 55 and over (94.0%) and 45–54 (80.8%); the figure is slightly lower among 18–24-year-olds (74.7%) and 25–34-year-olds (75.0%) (Table 111).

Table 112 **Where do you most often read the press?**

(% by region and type of settlement, n=399)

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a library or reading room	In a queue or while waiting
REGION								
Tashkent city	67.9	25.0	0.0	0.0	3.6	3.6	0.0	0.0
Republic of Karakalpakstan	81.8	18.2	0.0	0.0	0.0	0.0	0.0	0.0
Andijan region	87.5	6.3	1.6	0.0	0.0	0.0	1.6	3.1
Bukhara region	78.8	12.1	3.0	3.0	0.0	0.0	3.0	0.0
Jizzakh region	80.0	13.3	0.0	0.0	0.0	0.0	6.7	0.0
Kashkadarya region	91.3	4.3	0.0	0.0	0.0	4.3	0.0	0.0
Navoi region	71.4	20.0	0.0	0.0	0.0	0.0	2.9	5.7
Namangan region	77.4	12.9	3.2	3.2	3.2	0.0	0.0	0.0
Samarkand region	86.2	10.3	0.0	3.4	0.0	0.0	0.0	0.0
Surkhandarya region	81.0	19.0	0.0	0.0	0.0	0.0	0.0	0.0
Syrdarya region	81.1	13.5	2.7	0.0	0.0	2.7	0.0	0.0
Tashkent region	78.3	17.4	0.0	4.3	0.0	0.0	0.0	0.0
Fergana region	80.0	10.0	0.0	10.0	0.0	0.0	0.0	0.0
Khorezm region	78.6	14.3	3.6	3.6	0.0	0.0	0.0	0.0
TYPE OF SETTLEMENT								
Urban	78.2	14.1	1.5	1.9	1.0	1.0	1.0	1.5
Rural	82.9	13.0	1.0	1.0	0.0	0.5	1.0	0.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

In every region, the press is read mainly at home. The highest shares of respondents naming home as their place of reading are in Kashkadarya (91.3%), Namangan (90.3%) and Andijan (87.5%) regions; in Tashkent city the figure is 67.9%. Home reading is slightly more widespread

among rural residents (82.9%) than among urban residents (78.2%). Home is therefore the main place for reading the press, regardless of regional, gender and age differences (Table 112).

Continuing the study of reading habits, the survey asked respondents who read print newspapers and magazines how they obtain them.

The survey showed that respondents buy newspapers and magazines at kiosks or shops (42.6%) and take out subscriptions (32.0%) (Table 15). By gender, both men (41.4%) and women (43.8%) most often buy print publications at kiosks or shops (Table 113).

Table 113 **How do you obtain print newspapers and magazines?**

(% of respondents: total sample, by gender and age, n=244)

	I subscribe	I buy them at kiosks or shops	I get them free at work or my place of study	I read them at the library	I get them through the mahalla or another organisation	Hard to say
Total sample	**32.0**	**42.6**	**18.9**	**20.9**	**20.1**	**1.2**
GENDER						
Men	33.6	41.4	21.6	22.4	15.5	0.0
Women	30.5	43.8	16.4	19.5	24.2	2.3
AGE GROUP						
18–24	43.2	16.2	21.6	43.2	18.9	2.7
25–34	27.5	32.5	32.5	17.5	27.5	2.5
35–44	30.0	34.0	20.0	28.0	16.0	2.0
45–54	31.3	58.3	16.7	14.6	22.9	0.0
55+	30.4	58.0	10.1	10.1	17.4	0.0

**Respondents could choose up to three answers.*

Ways of obtaining the print press vary by age. Among 18–24-year-olds, subscriptions and reading in libraries are the most common (43.2% each). Respondents aged 25–34 (32.5%) and 35–44 (34.0%) most often buy newspapers and magazines at kiosks or shops. In the 45–54 (58.3%) and 55-and-over (58.0%) age groups, buying print publications is also the main way of obtaining them, and it is markedly more common than among younger respondents.

How people obtain the print press thus differs with age: younger readers more often use subscriptions and libraries, while older age groups mostly buy newspapers and magazines themselves.

Table 114 **How do you obtain print newspapers and magazines?**

(% by region and type of settlement, n=244)

	I subscribe	I buy them at kiosks or shops	I get them free at work or my place of study	I read them at the library	I get them through the mahalla or another organisation	Hard to say
REGION						
Tashkent city	26.7	33.3	20.0	20.0	40.0	6.7

	I subscribe	I buy them at kiosks or shops	I get them free at work or my place of study	I read them at the library	I get them through the mahalla or another organisation	Hard to say
Republic of Karakalpakstan	38.5	53.8	23.1	30.8	23.1	0.0
Andijan region	41.9	45.2	12.9	35.5	25.8	0.0
Bukhara region	21.7	43.5	17.4	21.7	17.4	0.0
Jizzakh region	23.1	69.2	7.7	15.4	15.4	0.0
Kashkadarya region	40.0	40.0	20.0	0.0	13.3	0.0
Navoi region	48.0	28.0	24.0	20.0	24.0	0.0
Namangan region	28.6	38.1	33.3	19.0	19.0	0.0
Samarkand region	7.1	42.9	21.4	28.6	21.4	7.1
Surkhandarya region	30.8	46.2	30.8	30.8	23.1	0.0
Syrdarya region	15.0	65.0	15.0	20.0	15.0	0.0
Tashkent region	38.9	27.8	5.6	22.2	11.1	5.6
Fergana region	28.6	42.9	28.6	14.3	0.0	0.0
Khorezm region	43.8	31.3	12.5	0.0	18.8	0.0
TYPE OF SETTLEMENT						
Urban	31.5	42.5	17.3	19.7	15.0	1.6
Rural	32.5	42.7	20.5	22.2	25.6	0.9

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By region, buying at kiosks or shops is the most popular way of obtaining print newspapers and magazines, with high figures in Jizzakh (69.2%) and Syrdarya (65.0%) regions, the Republic of Karakalpakstan (53.8%) and Surkhandarya region (46.2%). In Navoi (48.0%), Khorezm (43.8%) and Kashkadarya (40.0%) regions, however, a considerable share of respondents subscribe to print publications. In Tashkent city, the most common way is to receive newspapers and magazines through the mahalla (local community) or other organisations (40.0%) (Table 114).

There are no significant differences by type of settlement: buying print publications at kiosks or shops predominates among both urban (42.5%) and rural (42.7%) residents (Table 114).

Buying at kiosks and shops is therefore the main way of obtaining the print press, although in some regions subscriptions and distribution through organisations play a noticeable role.

The analysis of how the press is obtained also covered online readers: respondents who read online publications were asked how they access them. Most respondents read the news through mobile apps (58%), while 37.2% receive information via the publications' Telegram channels.

Table 115 **How do you access the online press?**

(% of respondents: total sample, by gender and age, n=269)

	Via publications' websites	Via mobile apps	Via publications' social media pages	Via publications' Telegram channels	Via search engines
Total sample	**31.6**	**58.0**	**31.2**	**37.2**	**25.7**
GENDER					
Men	36.1	60.2	30.8	31.6	25.6
Women	27.2	55.9	31.6	42.6	25.7
AGE GROUP					
18–24	38.8	52.2	29.9	37.3	37.3
25–34	32.8	57.8	35.9	34.4	25.0
35–44	27.4	58.1	22.6	30.6	21.0
45–54	23.9	71.7	34.8	43.5	21.7
55+	33.3	50.0	36.7	46.7	16.7

**Respondents could choose up to three answers.*

By gender, both men (60.2%) and women (55.9%) most often use mobile apps. Women, however, are more likely than men to use the publications' Telegram channels (42.6% versus 31.6%), while men more often go directly to the publications' websites (36.1% versus 27.2% of women).

Mobile apps are the most common way of accessing the online press in all age groups, with a particularly high figure among 45–54-year-olds (71.7%) (Table 115).

Table 116 **How do you access the online press?**

(% by region and type of settlement, n=269)

	Via publications' websites	Via mobile apps	Via publications' social media pages	Via publications' Telegram channels	Via search engines
REGION					
Tashkent city	19.0	76.2	28.6	23.8	14.3
Republic of Karakalpakstan	58.8	64.7	47.1	70.6	29.4
Andijan region	51.0	61.2	34.7	46.9	28.6
Bukhara region	18.2	63.6	36.4	31.8	4.5
Jizzakh region	75.0	50.0	0.0	25.0	50.0
Kashkadarya region	6.7	53.3	20.0	40.0	6.7
Navoi region	33.3	54.2	33.3	33.3	20.8
Namangan region	23.5	52.9	29.4	47.1	35.3
Samarkand region	21.7	60.9	26.1	39.1	30.4
Surkhandarya region	38.5	69.2	23.1	30.8	38.5
Syrdarya region	28.0	44.0	20.0	36.0	32.0
Tashkent region	10.0	40.0	50.0	0.0	40.0
Fergana region	25.0	37.5	25.0	62.5	25.0
Khorezm region	28.6	57.1	38.1	14.3	28.6
TYPE OF SETTLEMENT					
Urban	31.6	55.9	30.1	27.2	21.3

	Via publications' websites	Via mobile apps	Via publications' social media pages	Via publications' Telegram channels	Via search engines
Rural	31.6	60.2	32.3	47.4	30.1

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Residents of Tashkent city (76.2%) and of Surkhandarya (69.2%), Bukhara (63.6%) and Samarkand (60.9%) regions most often use mobile apps to read the online press. Respondents in Jizzakh region, by contrast, more often go directly to the publications' websites (75.0%). The publications' Telegram channels are most popular among residents of the Republic of Karakalpakstan (70.6%) and Fergana region (62.5%). In Kashkadarya region, the most common way of accessing the online press is through search engines (66.7%) (Table 116).

Use of mobile apps does not differ significantly by type of settlement: the figure is 55.9% among urban residents and 60.2% among rural residents. Rural residents (47.4%), however, more often use the publications' Telegram channels.

Overall, mobile apps are respondents' preferred way of accessing the online press, although in some regions Telegram channels and the publications' websites predominate. Regional characteristics and reader preferences should therefore be taken into account when choosing channels for distributing online press content.

To look more closely at how people read the print and online press, the survey asked respondents which sections and types of content are of most interest to them.

Respondents are most interested in news about Uzbekistan (57.4%), international news (43.4%) and content on education and science (34.3%). Articles on health and medicine (27.3%) and on politics and public administration (24.8%) are also in demand (Table 117).

Table 117 **Which sections or types of content do you usually read in print and online publications?**
(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
News from Uzbekistan	**57.4**	69.2	46.1	46.7	48.8	64.4	68.5	58.3
International news	**43.4**	49.2	37.7	54.7	37.5	42.5	41.1	41.7
Politics and public administration	**24.8**	32.8	17.2	21.3	27.5	27.6	24.7	22.6
Economy, business and finance	**17.3**	22.1	12.7	18.7	22.5	18.4	17.8	9.5
Social issues and problems	**16.3**	20.5	12.3	13.3	20.0	11.5	19.2	17.9
Regional, city or district news	**9.8**	11.8	7.8	9.3	8.8	5.7	9.6	15.5
Laws, citizens' rights and legal advice	**20.1**	22.1	18.1	17.3	18.8	12.6	20.5	31.0
Investigative journalism	**5.5**	5.1	5.9	2.7	2.5	6.9	2.7	11.9
Analytical articles and expert opinion	**3.5**	3.1	3.9	1.3	6.3	3.4	4.1	2.4
Interviews with and stories about well-known people	**7.8**	6.7	8.8	9.3	7.5	4.6	9.6	8.3

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Education and science	**34.3**	31.3	37.3	32.0	42.5	36.8	34.2	26.2
Health and medicine	**27.3**	17.4	36.8	18.7	28.8	25.3	24.7	38.1
Culture, literature and art	**7.0**	7.7	6.4	6.7	10.0	3.4	5.5	9.5
History and national traditions	**6.0**	4.6	7.4	10.7	8.8	3.4	4.1	3.6
Religion and spiritual education	**7.5**	6.7	8.3	6.7	6.3	5.7	6.8	11.9
Family and parenting	**16.5**	7.2	25.5	6.7	18.8	12.6	13.7	29.8
Content for young people	**9.3**	5.1	13.2	17.3	8.8	6.9	9.6	4.8
Content for women	**17.0**	1.0	32.4	16.0	21.3	17.2	15.1	15.5
Sport	**15.3**	23.1	7.8	25.3	11.3	20.7	6.8	11.9
Technology, the internet and artificial intelligence	**4.0**	6.2	2.0	4.0	2.5	5.7	5.5	2.4
Ecology and environmental protection	**4.3**	6.7	2.0	4.0	0.0	8.0	5.5	3.6
Agriculture and rural life	**4.0**	3.6	4.4	2.7	3.8	6.9	4.1	2.4
Jobs, vacancies and career development	**3.5**	2.6	4.4	5.3	2.5	3.4	5.5	1.2
Travel and tourism	**7.5**	3.6	11.3	16.0	7.5	4.6	5.5	4.8
Home, household, cooking and lifestyle	**8.3**	2.6	13.7	4.0	10.0	10.3	5.5	10.7
Entertainment, humour and celebrity news	**3.0**	4.1	2.0	2.7	1.3	2.3	6.8	2.4
Classified ads and advertising	**4.0**	4.6	3.4	8.0	3.8	5.7	2.7	0.0
Horoscopes, crosswords and other leisure content	**0.5**	0.5	0.5	0.0	0.0	2.3	0.0	0.0

**Respondents could choose up to five answers.*

Topic preferences differ by gender. Men are more interested than women in news about Uzbekistan (69.2% versus 46.1%), international news (49.2% versus 37.7%) and politics and public administration (32.8% versus 17.2%). Women are more likely to read about education and science (37.3% versus 31.3% of men), health and medicine (36.8% versus 17.4%) and family and parenting (25.5% versus 7.2%) (Table 117).

By age, interest in news about Uzbekistan is strongest among 45–54-year-olds (68.5%) and 35–44-year-olds (64.4%), while 18–24-year-olds are more interested than other age groups in international news (54.7%). Content on education and science is most popular among 25–34-year-olds (42.5%), whereas respondents aged 55 and over show markedly higher interest in health and medicine (38.1%).

Interest in particular topics thus varies by gender and age. Young people are interested in international news and news about education and science, while middle-aged and older people are most interested in national news. Readers' interests should therefore be taken into account when shaping the content of print and online publications.

Table 118 **Which sections or types of content do you usually read in print and online publications?**

(% by region, n=399)

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
News from Uzbekistan	67.9	63.6	46.9	48.5	80.0	43.5	54.3	64.5	69.0	61.9	59.5	52.2	60.0	57.1
International news	39.3	50.0	40.6	36.4	40.0	39.1	54.3	35.5	69.0	33.3	45.9	39.1	50.0	35.7
Politics and public administration	32.1	27.3	25.0	33.3	33.3	21.7	20.0	12.9	20.7	33.3	18.9	26.1	30.0	25.0
Economy, business and finance	25.0	0.0	21.9	18.2	20.0	17.4	11.4	16.1	20.7	19.0	16.2	4.3	20.0	25.0
Social issues and problems	21.4	18.2	21.9	9.1	26.7	8.7	14.3	9.7	17.2	19.0	16.2	8.7	30.0	14.3
Regional, city or district news	3.6	18.2	12.5	9.1	13.3	4.3	11.4	12.9	6.9	14.3	5.4	8.7	10.0	7.1
Laws, citizens' rights and legal advice	32.1	22.7	18.8	15.2	6.7	26.1	25.7	6.5	24.1	33.3	10.8	21.7	20.0	21.4
Investigative journalism	14.3	4.5	7.8	6.1	6.7	4.3	0.0	3.2	3.4	9.5	0.0	0.0	20.0	7.1
Analytical articles and expert opinion	7.1	9.1	6.3	0.0	6.7	0.0	0.0	9.7	3.4	0.0	0.0	0.0	0.0	3.6
Interviews with and stories about well-known people	10.7	9.1	14.1	6.1	6.7	17.4	2.9	6.5	6.9	0.0	10.8	4.3	0.0	0.0
Education and science	28.6	36.4	31.3	21.2	40.0	26.1	51.4	35.5	62.1	47.6	24.3	17.4	20.0	35.7
Health and medicine	28.6	22.7	28.1	33.3	33.3	21.7	25.7	25.8	31.0	23.8	29.7	17.4	30.0	28.6
Culture, literature and art	3.6	9.1	6.3	3.0	6.7	4.3	2.9	12.9	17.2	9.5	0.0	8.7	20.0	7.1
History and national traditions	3.6	4.5	7.8	3.0	0.0	0.0	5.7	9.7	6.9	4.8	10.8	4.3	20.0	3.6
Religion and spiritual education	0.0	4.5	15.6	12.1	6.7	0.0	5.7	9.7	6.9	4.8	8.1	8.7	10.0	0.0
Family and parenting	14.3	22.7	21.9	21.2	20.0	13.0	22.9	19.4	6.9	4.8	18.9	13.0	0.0	10.7
Content for young people	10.7	9.1	7.8	6.1	13.3	13.0	8.6	19.4	6.9	4.8	10.8	4.3	0.0	10.7
Content for women	10.7	36.4	29.7	15.2	13.3	8.7	20.0	9.7	6.9	9.5	21.6	13.0	0.0	14.3
Sport	10.7	22.7	14.1	24.2	6.7	17.4	14.3	16.1	6.9	14.3	10.8	17.4	30.0	17.9
Technology, the internet and artificial intelligence	3.6	13.6	9.4	0.0	6.7	0.0	2.9	0.0	3.4	0.0	0.0	4.3	0.0	7.1
Ecology and environmental protection	0.0	0.0	4.7	3.0	6.7	0.0	5.7	9.7	3.4	4.8	0.0	8.7	0.0	10.7
Agriculture and rural life	3.6	9.1	6.3	3.0	6.7	0.0	8.6	3.2	0.0	4.8	2.7	4.3	0.0	0.0
Jobs, vacancies and career development	0.0	0.0	1.6	0.0	0.0	4.3	8.6	3.2	0.0	4.8	8.1	8.7	0.0	7.1
Travel and tourism	7.1	9.1	10.9	0.0	6.7	8.7	5.7	9.7	13.8	4.8	8.1	0.0	0.0	10.7
Home, household, cooking and lifestyle	7.1	9.1	7.8	3.0	0.0	4.3	5.7	12.9	6.9	9.5	18.9	4.3	10.0	10.7
Entertainment, humour and celebrity news	0.0	4.5	1.6	0.0	6.7	0.0	0.0	6.5	3.4	0.0	13.5	0.0	0.0	3.6
Classified ads and advertising	0.0	4.5	6.3	0.0	6.7	4.3	5.7	3.2	6.9	4.8	0.0	0.0	0.0	10.7
Horoscopes, crosswords and other leisure content	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0

**Respondents could choose up to five answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Across regions, interest centres on news about Uzbekistan, international events, and education and science. Interest in national news is high among residents of Jizzakh (80.0%), Samarkand (69.0%) and Namangan (64.5%) regions and Tashkent city (67.9%). International news is most popular among respondents in Samarkand (69.0%) and Navoi (54.3%) regions, and in Fergana region and the Republic of Karakalpakstan (50.0% each). Content on education and science attracts particular interest in Samarkand (62.1%), Navoi (51.4%) and Surkhandarya (47.6%) regions. Thus, although interest in national news predominates, international events and educational content feature prominently in reading preferences in some regions (Table 118).

Table 119 **Which sections or types of content do you usually read in print and online publications?**
(% by type of settlement, n=399)

	Type of settlement	
	Urban	Rural
News from Uzbekistan	54.9	60.1
International news	41.7	45.1
Politics and public administration	28.2	21.2
Economy, business and finance	18.0	16.6
Social issues and problems	14.6	18.1
Regional, city or district news	7.3	12.4
Laws, citizens' rights and legal advice	20.9	19.2
Investigative journalism	4.9	6.2
Analytical articles and expert opinion	3.9	3.1
Interviews with and stories about well-known people	7.3	8.3
Education and science	31.6	37.3
Health and medicine	26.7	28.0
Culture, literature and art	5.3	8.8
History and national traditions	6.8	5.2
Religion and spiritual education	6.8	8.3
Family and parenting	12.1	21.2
Content for young people	8.3	10.4
Content for women	14.6	19.7
Sport	15.0	15.5
Technology, the internet and artificial intelligence	3.4	4.7
Ecology and environmental protection	2.4	6.2
Agriculture and rural life	1.9	6.2
Jobs, vacancies and career development	2.9	4.1
Travel and tourism	8.3	6.7
Home, household, cooking and lifestyle	4.4	12.4
Entertainment, humour and celebrity news	1.9	4.1
Classified ads and advertising	5.3	2.6
Horoscopes, crosswords and other leisure content	0.0	1.0

**Respondents could choose up to five answers.*

The pattern is similar by type of settlement. Respondents are most interested in news about Uzbekistan (54.9% of urban and 60.1% of rural residents) and international news (41.7% and

45.1% respectively). Rural residents are more interested in education and science (37.3% versus 31.6% of urban residents), and news about family and parenting is also more popular among rural (21.2%) than urban residents (12.1%).

Continuing the analysis of preferences, the survey asked respondents who read the print press which newspapers and magazines they read most often. The most popular print publications among respondents are “Xalq so‘zi” (38.9%), “Yangi O‘zbekiston” (37.7%) and “Mahalla” (28.7%). Readers also turn to “O‘zbekiston ovozi” (20.1%) (Table 120). Newspapers covering socio-political events and national affairs therefore attract the greatest interest.

Table 120 **Which print newspapers or magazines do you read most often?**
(% of respondents: total sample, by gender and age, n=244)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Yangi O‘zbekiston	**37.7**	43.1	32.8	56.8	45.0	28.0	35.4	31.9
Xalq so‘zi	**38.9**	40.5	37.5	29.7	40.0	58.0	33.3	33.3
Pravda Vostoka	**3.7**	6.0	1.6	2.7	10.0	2.0	2.1	2.9
O‘zbekiston ovozi	**20.1**	19.8	20.3	24.3	20.0	10.0	27.1	20.3
Ishonch	**11.5**	13.8	9.4	10.8	10.0	16.0	10.4	10.1
Mahalla	**28.7**	31.0	26.6	16.2	25.0	18.0	37.5	39.1
Hurriyat	**6.1**	4.3	7.8	8.1	15.0	4.0	2.1	4.3
Jadid	**5.7**	9.5	2.3	16.2	5.0	4.0	4.2	2.9
Ma’rifat	**13.9**	7.8	19.5	0.0	17.5	14.0	6.3	24.6
Yoshlar ovozi	**17.6**	15.5	19.6	24.3	20.0	16.0	16.7	14.5
O‘zbekiston adabiyoti va san’ati	**7.8**	4.3	10.9	2.7	7.5	2.0	12.5	11.6
Qishloq hayoti	**4.1**	1.7	6.3	2.7	2.5	4.0	4.2	5.8
XXI asr	**1.6**	1.7	1.6	5.4	0.0	4.0	0.0	0.0
Adolat	**11.1**	13.8	8.6	18.9	5.0	12.0	8.3	11.6
Milliy tiklanish	**11.1**	8.6	13.3	21.6	7.5	14.0	10.4	5.8
Vatanparvar	**6.6**	6.0	7.0	10.8	5.0	6.0	6.3	5.8
Postda/Na postu	**2.5**	2.6	2.3	0.0	0.0	2.0	6.3	2.9
Inson va qonun	**12.7**	12.9	12.5	16.2	10.0	12.0	16.7	10.1
O‘zbekiston bunyodkori	**2.5**	2.6	2.3	0.0	2.5	2.0	4.2	2.9
Norma/Norma maslahatchi	**0.8**	0.0	1.6	2.7	0.0	2.0	0.0	0.0
Soliq va bojxona xabarlari	**2.5**	2.6	2.3	0.0	5.0	2.0	0.0	4.3
Toshkent oqshomi/Vecherniy Tashkent	**1.2**	0.9	1.6	0.0	2.5	2.0	0.0	1.4
Toshkent haqiqati/Tashkentskaya pravda	**2.0**	2.6	1.6	0.0	0.0	4.0	4.2	1.4
Tong yulduzi	**9.4**	5.2	13.3	5.4	25.0	8.0	4.2	7.2
Kitob dunyosi	**7.4**	7.8	7.0	5.4	12.5	6.0	2.1	10.1
Tafakkur	**2.9**	3.4	2.3	5.4	0.0	2.0	4.2	2.9
Sharq yulduzi	**11.1**	3.4	18.0	8.1	17.5	2.0	12.5	14.5
Jahon adabiyoti	**6.6**	6.9	6.3	13.5	7.5	6.0	4.2	4.3
VATAN	**3.7**	6.0	1.6	8.1	2.5	2.0	2.1	4.3

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Regional or district newspaper	**11.5**	10.3	12.5	2.7	7.5	18.0	14.6	11.6
Darakchi newspaper	**5.3**	5.2	5.5	0.0	2.5	10.0	6.3	5.8
Hidoyat	**0.8**	0.9	0.8	0.0	0.0	0.0	2.1	1.4
“Islom nuri” newspaper	**0.8**	1.7	0.0	0.0	0.0	0.0	0.0	2.9
Hard to say	**1.6**	1.7	1.6	0.0	7.5	0.0	2.1	0.0

**Respondents could choose up to five answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By gender, men most often read “Yangi O‘zbekiston” (43.1%) and “Xalq so‘zi” (40.5%), while women most often read “Xalq so‘zi” (37.5%) and “Yangi O‘zbekiston” (32.8%). Interest in “Mahalla” is slightly higher among men (31.0%) than among women (26.6%) (Table 120).

By age, “Yangi O‘zbekiston” is the most popular publication among respondents aged 18–24 (56.8%) and 25–34 (45.0%). In the 35–44 age group “Xalq so‘zi” is the most read (58.0%), while “Mahalla” is popular among those aged 45–54 (37.5%) and 55 and over (39.1%) (Table 120).

Print press preferences thus differ mainly by age: “Yangi O‘zbekiston” is more popular among younger respondents, “Xalq so‘zi” among the middle-aged, and “Mahalla” holds a prominent place in the older age groups. This points to the need to take the age profile of the audience into account when shaping the content and distribution of print publications.

Table 121 **Which print newspapers or magazines do you read most often?**

(% by region, n=244)

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
Yangi O‘zbekiston	33.3	61.5	25.8	43.5	46.2	20.0	48.0	38.1	42.9	61.5	35.0	27.8	42.9	18.8
Xalq so‘zi	26.7	46.2	38.7	43.5	46.2	33.3	44.0	38.1	42.9	30.8	30.0	33.3	28.6	56.3
Pravda Vostoka	0.0	7.7	0.0	8.7	0.0	0.0	0.0	0.0	21.4	7.7	0.0	5.6	14.3	0.0
O‘zbekiston ovozi	20.0	23.1	25.8	26.1	15.4	33.3	16.0	14.3	21.4	38.5	10.0	11.1	14.3	12.5
Ishonch	0.0	23.1	12.9	13.0	38.5	6.7	0.0	0.0	7.1	30.8	15.0	5.6	0.0	18.8
Mahalla	33.3	38.5	25.8	26.1	38.5	40.0	32.0	38.1	14.3	38.5	25.0	5.6	28.6	25.0
Hurriyat	0.0	0.0	9.7	8.7	0.0	6.7	0.0	14.3	0.0	7.7	15.0	5.6	14.3	0.0
Jadid	13.3	15.4	9.7	0.0	0.0	0.0	12.0	4.8	0.0	7.7	5.0	0.0	14.3	0.0
Ma’rifat	6.7	23.1	12.9	13.0	30.8	13.3	8.0	14.3	7.1	23.1	15.0	11.1	14.3	12.5
Yoshlar ovozi	20.0	23.1	16.1	8.7	23.1	33.3	8.0	19.0	35.7	15.4	25.0	5.6	0.0	18.8
O‘zbekiston adabiyoti va san’ati	13.3	7.7	6.5	8.7	7.7	13.3	0.0	4.8	14.3	7.7	5.0	0.0	28.6	12.5
Qishloq hayoti	0.0	7.7	6.5	8.7	0.0	0.0	4.0	4.8	7.1	7.7	0.0	0.0	0.0	6.3
XXI asr	0.0	0.0	0.0	4.3	7.7	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Adolat	20.0	0.0	12.9	4.3	15.4	6.7	12.0	9.5	7.1	7.7	25.0	5.6	42.9	0.0
Milliy tiklanish	6.7	0.0	19.4	8.7	7.7	13.3	4.0	14.3	14.3	7.7	25.0	11.1	0.0	6.3
Vatanparvar	6.7	0.0	3.2	8.7	7.7	13.3	0.0	9.5	14.3	0.0	15.0	5.6	0.0	6.3

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
Postda/Na postu	13.3	7.7	0.0	4.3	0.0	6.7	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Inson va qonun	20.0	30.8	19.4	0.0	15.4	13.3	20.0	14.3	14.3	7.7	10.0	0.0	14.3	0.0
O‘zbekiston bunyodkori	0.0	0.0	6.5	0.0	0.0	0.0	8.0	4.8	0.0	0.0	5.0	0.0	0.0	0.0
Norma/Norma maslahatchi	0.0	0.0	3.2	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Soliq va bojxona xabarlari	6.7	0.0	12.9	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toshkent oqshomi/Vecherniy Tashkent	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Toshkent haqiqati/Tashkentskaya pravda	6.7	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0
Tong yulduzi	13.3	15.4	12.9	17.4	7.7	0.0	12.0	4.8	7.1	0.0	15.0	5.6	0.0	6.3
Kitob dunyosi	6.7	0.0	9.7	0.0	7.7	6.7	4.0	14.3	7.1	0.0	15.0	5.6	28.6	6.3
Tafakkur	0.0	0.0	6.5	4.3	0.0	0.0	0.0	0.0	0.0	23.1	5.0	0.0	0.0	0.0
Sharq yulduzi	26.7	7.7	19.4	4.3	23.1	0.0	4.0	4.8	14.3	0.0	15.0	5.6	28.6	12.5
Jahon adabiyoti	6.7	15.4	3.2	4.3	7.7	13.3	16.0	14.3	0.0	0.0	5.0	0.0	0.0	0.0
VATAN	0.0	15.4	9.7	0.0	0.0	13.3	4.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Regional or district newspaper	0.0	15.4	12.9	8.7	15.4	0.0	8.0	14.3	21.4	0.0	15.0	16.7	14.3	18.8
Darakchi newspaper	6.7	7.7	0.0	4.3	15.4	0.0	0.0	0.0	14.3	7.7	5.0	5.6	0.0	18.8
Hidoyat	0.0	7.7	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
“Islom nuri” newspaper	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Hard to say	13.3	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3

**Respondents could choose up to five answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Preferences for print titles also differ across regions. “Yangi O‘zbekiston” is most popular among residents of the Republic of Karakalpakstan and Surkhandarya region (61.5% each) and of Navoi (48.0%) and Jizzakh (46.2%) regions (Table 121).

Interest in “Xalq so‘zi” is high in Khorezm (56.3%) and Jizzakh (46.2%) regions, the Republic of Karakalpakstan (46.2%) and Bukhara region (43.5%) (Table 121).

“Mahalla”, meanwhile, is most popular among respondents in Namangan (38.1%), Navoi (32.0%) and Jizzakh (38.5%) regions (Table 121).

“O‘zbekiston ovozi” is most in demand in Kashkadarya (33.3%) and Namangan (31.4%) regions. In Samarkand region, “Yangi O‘zbekiston” attracts considerable interest (42.9%) (Table 121).

“Ishonch” is read more often by respondents in Jizzakh (38.5%) and Surkhandarya (30.8%) regions (Table 121).

Table 122 **Which print newspapers or magazines do you read most often?**

(% by type of settlement, n=244)

	Type of settlement	
	Urban	Rural
Yangi O‘zbekiston	36.2	39.3
Xalq so‘zi	36.2	41.9
Pravda Vostoka	5.5	1.7
O‘zbekiston ovozi	21.3	18.8
Ishonch	8.7	14.5
Mahalla	29.9	27.4
Hurriyat	3.9	8.5
Jadid	4.7	6.8
Ma’rifat	11.0	17.1
Yoshlar ovozi	17.3	17.9
O‘zbekiston adabiyoti va san’ati	8.7	6.8
Qishloq hayoti	4.7	3.4
XXI asr	1.6	1.7
Adolat	11.0	11.1
Milliy tiklanish	11.0	11.1
Vatanparvar	6.3	6.8
Postda/Na postu	2.4	2.6
Inson va qonun	7.9	17.9
O‘zbekiston bunyodkori	0.8	4.3
Norma/Norma maslahatchi	0.8	0.9
Soliq va bojxona xabarlari	2.4	2.6
Toshkent oqshomi/Vecherniy Tashkent	0.0	2.6
Toshkent haqiqati/Tashkentskaya pravda	1.6	2.6
Tong yulduzi	6.3	12.8
Kitob dunyosi	10.2	4.3
Tafakkur	3.9	1.7
Sharq yulduzi	12.6	9.4
Jahon adabiyoti	5.5	7.7
VATAN	3.9	3.4
Regional or district newspaper	8.7	14.5
Darakchi newspaper	4.7	6.0
Hidoyat	0.0	1.7
“Islom nuri” newspaper	0.8	0.9
Hard to say	2.4	0.9

**Respondents could choose up to five answers.*

Print press preferences do not differ significantly by type of settlement. Among both urban and rural residents, the most popular newspapers are “Xalq so‘zi” (36.2% and 41.9% respectively), “Yangi O‘zbekiston” (36.2% and 39.3%) and “Mahalla” (29.9% and 27.4%). Rural residents show slightly greater interest in “Ma’rifat” (17.1% versus 11.0% of urban residents) and “Inson va qonun” (17.9% versus 7.9%). Overall, the main preferences of print press readers in urban and rural areas are similar (Table 122).

Readers of the online press were likewise asked which online publications and news websites they visit most often. Kun.uz is the most popular online publication (74.7%), and a considerable share also read Daryo.uz (43.5%) and Qalampir.uz (36.8%). Gazeta.uz is read by 20.4% of respondents (Table 123).

Table 123 **Which online publications or news websites do you read most often?**

(% of online press readers, n=269)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Kun.uz	**74.7**	82.7	66.9	76.1	78.1	75.8	69.6	70.0
Gazeta.uz	**20.4**	23.3	17.6	17.9	23.4	22.6	26.1	6.7
Daryo.uz	**43.5**	52.6	34.6	47.8	54.7	30.6	45.7	33.3
Qalampir.uz	**36.8**	36.1	37.5	35.8	45.3	35.5	34.8	26.7
Podrobno.uz	**2.6**	4.5	0.7	4.5	1.6	3.2	2.2	0.0
Xabar.uz	**13.4**	11.3	15.4	13.4	10.9	8.1	23.9	13.3
Zamin.uz	**10.0**	8.3	11.8	13.4	10.9	4.8	8.7	13.3
UzNews.uz	**7.8**	8.3	7.4	10.4	6.3	8.1	8.7	3.3
Anhor.uz	**3.7**	3.0	4.4	9.0	1.6	3.2	0.0	3.3
Nova24.uz	**3.7**	3.8	3.7	4.5	1.6	3.2	4.3	6.7
Repost.uz	**5.2**	3.8	6.6	6.0	6.3	4.8	4.3	3.3
Nuz.uz	**1.9**	1.5	2.2	4.5	0.0	0.0	0.0	6.7
Rost24.uz	**2.2**	0.8	3.7	3.0	3.1	1.6	2.2	0.0
Effect.uz	**2.6**	1.5	3.7	3.0	1.6	6.5	0.0	0.0
Darakchi.uz	**17.8**	14.3	21.3	13.4	17.2	21.0	15.2	26.7
Oyina.uz	**1.5**	0.8	2.2	0.0	1.6	4.8	0.0	0.0
UzReport.news	**12.6**	15.0	10.3	6.0	12.5	17.7	15.2	13.3
Afisha.uz	**1.9**	1.5	2.2	3.0	3.1	1.6	0.0	0.0
Spot.uz	**9.3**	17.3	1.5	9.0	7.8	12.9	4.3	13.3
Review.uz	**2.2**	0.8	3.7	4.5	1.6	3.2	0.0	0.0
Kursiv Uzbekistan	**1.5**	0.8	2.2	1.5	0.0	1.6	4.3	0.0
UzDaily.uz	**0.4**	0.8	0.0	1.5	0.0	0.0	0.0	0.0
UzA – National News Agency of Uzbekistan	**9.3**	9.8	8.8	9.0	9.4	14.5	4.3	6.7
Yuz.uz	**1.9**	0.0	3.7	3.0	4.7	0.0	0.0	0.0
Dunyo.info	**12.6**	5.3	19.9	10.4	7.8	12.9	17.4	20.0
Sputnik Uzbekistan	**2.6**	2.3	2.9	3.0	3.1	3.2	0.0	3.3
The Tashkent Times	**2.2**	1.5	2.9	3.0	1.6	4.8	0.0	0.0
Norma.uz	**1.9**	2.3	1.5	0.0	0.0	4.8	4.3	0.0
Eckolog.uz	**0.4**	0.8	0.0	1.5	0.0	0.0	0.0	0.0
UzDiplomat.uz	**1.5**	0.8	2.2	3.0	1.6	0.0	0.0	3.3
Uz24.uz	**5.2**	6.0	4.4	3.0	6.3	1.6	4.3	16.7
Bugun.uz	**11.2**	12.0	10.3	14.9	14.1	8.1	6.5	10.0
Vaqt.uz	**3.0**	2.3	3.7	3.0	1.6	4.8	4.3	0.0
Hard to say	**1.1**	0.0	2.2	0.0	0.0	0.0	4.3	3.3

**Respondents could choose up to five answers.*

By gender, Kun.uz is the most popular outlet among both men (82.7%) and women (66.9%). Men also read Daryo.uz (52.6%) and Gazeta.uz (23.3%) more often, while interest in Qalampir.uz is almost the same among men (36.1%) and women (37.5%) (Table 123).

By age, Kun.uz is the most popular outlet in all groups, especially among respondents aged 25–34 (78.1%) and 18–24 (76.1%). Among 25–34-year-olds there is also noticeable interest in Daryo.uz (54.7%), while in the 45–54 age group 45.7% read it (Table 123).

Readers' preferences are thus dominated by a single online publication, while interest in other outlets, primarily Daryo.uz and Qalampir.uz, varies by gender and age.

As the regional breakdown shows, Kun.uz is the most popular online publication in all regions of the country (Table 124). At the same time, interest in Daryo.uz is high among residents of Namangan (70.6%), Syrdarya (64.0%), Navoi (58.3%), Khorezm (57.1%) and Surkhandarya (53.8%) regions (Table 124).

Qalampir.uz is popular among online press readers in Syrdarya (48.0%), Khorezm (47.6%), Surkhandarya (46.2%) and Navoi (45.8%) regions, and in Tashkent and Kashkadarya regions (40.0% each) (Table 124).

Table 124 **Which online publications or news websites do you read most often?**
(% of online press readers, by region, n=269)

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
Kun.uz	66.7	88.2	73.5	68.2	75.0	66.7	70.8	82.4	69.6	84.6	84.0	50.0	62.5	90.5
Gazeta.uz	23.8	35.3	24.5	27.3	25.5	13.3	25.0	0.0	34.8	0.0	16.0	0.0	0.0	23.8
Daryo.uz	52.4	29.4	34.7	22.7	50.0	46.7	58.3	70.6	8.7	53.8	64.0	30.0	50.0	57.1
Qalampir.uz	38.1	29.4	20.4	31.8	25.0	40.0	45.8	41.2	39.1	46.2	48.0	40.0	37.5	47.6
Podrobno.uz	9.5	0.0	2.0	0.0	0.0	0.0	0.0	0.0	8.7	0.0	4.0	10.0	0.0	0.0
Xabar.uz	14.3	29.4	12.2	9.1	25.0	0.0	16.7	0.0	17.4	38.5	12.0	30.0	0.0	0.0
Zamin.uz	14.3	23.5	16.3	9.1	0.0	6.7	8.3	5.9	8.7	7.7	4.0	0.0	12.5	4.8
UzNews.uz	9.5	29.4	6.1	4.5	25.0	6.7	4.2	0.0	8.7	0.0	8.0	0.0	0.0	14.3
Anhor.uz	0.0	5.9	8.2	9.1	25.0	0.0	0.0	0.0	4.3	0.0	0.0	10.0	0.0	0.0
Nova24.uz	9.5	0.0	4.1	9.1	0.0	0.0	8.3	0.0	0.0	0.0	0.0	20.0	0.0	0.0
Repost.uz	14.3	5.9	6.1	4.5	0.0	0.0	4.2	0.0	13.0	7.7	0.0	0.0	12.5	0.0
Nuz.uz	4.8	0.0	4.1	4.5	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
Rost24.uz	4.8	0.0	6.1	4.5	0.0	0.0	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Effect.uz	4.8	0.0	6.1	4.5	0.0	0.0	0.0	5.9	0.0	7.7	0.0	0.0	0.0	0.0
Darakchi.uz	9.5	11.8	26.5	18.2	25.0	13.3	20.8	17.6	17.4	7.7	24.0	20.0	25.0	4.8
Oyina.uz	0.0	0.0	2.0	4.5	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	4.8
UzReport.news	14.3	35.3	16.3	13.6	50.0	26.7	12.5	0.0	8.7	7.7	0.0	10.0	0.0	4.8
Afisha.uz	4.8	0.0	4.1	0.0	0.0	6.7	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0
Spot.uz	14.3	5.9	6.1	0.0	0.0	6.7	4.2	11.8	17.4	23.1	4.0	0.0	37.5	14.3
Review.uz	0.0	5.9	4.1	4.5	0.0	0.0	0.0	5.9	0.0	7.7	0.0	0.0	0.0	0.0

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
Kursiv Uzbekistan	0.0	0.0	2.0	4.5	0.0	6.7	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0
UzDaily.uz	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
UzA – National News Agency of Uzbekistan	4.8	29.4	12.2	4.5	0.0	20.0	16.7	5.9	0.0	0.0	12.0	0.0	12.5	0.0
Yuz.uz	0.0	0.0	2.0	4.5	0.0	0.0	4.2	0.0	8.7	0.0	0.0	0.0	0.0	0.0
Dunyo.info	14.3	23.5	16.3	22.7	0.0	20.0	8.3	0.0	17.4	30.8	4.0	0.0	0.0	0.0
Sputnik Uzbekistan	4.8	5.9	2.0	0.0	0.0	0.0	4.2	0.0	8.7	0.0	0.0	0.0	12.5	0.0
The Tashkent Times	9.5	0.0	6.1	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norma.uz	4.8	0.0	2.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	10.0	0.0	4.8
Eckolog.uz	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
UzDiplomat.uz	4.8	0.0	2.0	4.5	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uz24.uz	0.0	11.8	6.1	0.0	0.0	13.3	0.0	0.0	4.3	7.7	8.0	0.0	0.0	9.5
Bugun.uz	4.8	5.9	10.2	9.1	25.0	0.0	12.5	23.5	13.0	7.7	8.0	0.0	25.0	28.6
Vaqt.uz	4.8	11.8	4.1	0.0	0.0	6.7	0.0	0.0	4.3	0.0	4.0	0.0	0.0	0.0
Hard to say	4.8	0.0	0.0	0.0	0.0	0.0	4.2	5.9	0.0	0.0	0.0	0.0	0.0	0.0

**Respondents could choose up to five answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Online press preferences do not differ significantly by type of settlement. Kun.uz is the most popular outlet among both urban (73.5%) and rural (75.9%) residents. Urban residents read Daryo.uz (46.3% versus 40.6% of rural residents) and Qalampir.uz (39.7% versus 33.8%) slightly more often (Table 125).

Table 125 **Which online publications or news websites do you read most often?**

(% by type of settlement, n=269)

	Type of settlement	
	Urban	Rural
Kun.uz	73.5	75.9
Gazeta.uz	22.1	18.8
Daryo.uz	46.3	40.6
Qalampir.uz	39.7	33.8
Podrobno.uz	2.2	3.0
Xabar.uz	10.3	16.5
Zamin.uz	8.8	11.3
UzNews.uz	8.1	7.5
Anhor.uz	2.2	5.3
Nova24.uz	3.7	3.8
Repost.uz	6.6	3.8
Nuz.uz	2.9	0.8
Rost24.uz	1.5	3.0
Effect.uz	1.5	3.8
Darakchi.uz	15.4	20.3

	Type of settlement	
	Urban	Rural
Oyina.uz	0.0	3.0
UzReport.news	11.0	14.3
Afisha.uz	1.5	2.3
Spot.uz	7.4	11.3
Review.uz	1.5	3.0
Kursiv Uzbekistan	2.2	0.8
UzDaily.uz	0.0	0.8
UzA – National News Agency of Uzbekistan	9.6	9.0
Yuz.uz	1.5	2.3
Dunyo.info	10.3	15.0
Sputnik Uzbekistan	4.4	0.8
The Tashkent Times	1.5	3.0
Norma.uz	2.9	0.8
Eckolog.uz	0.7	0.0
UzDiplomat.uz	1.5	1.5
Uz24.uz	4.4	6.0
Bugun.uz	10.3	12.0
Vaqt.uz	2.2	3.8
Hard to say	1.5	0.8

**Respondents could choose up to five answers.*

Kun.uz is thus the most popular outlet among online press readers, leading in all socio-demographic groups and regions. Daryo.uz and Qalampir.uz also attract considerable interest, with their popularity varying by gender, age and region.

As a further step in the analysis of reading preferences, respondents were asked to name their main reasons for choosing print and online publications.

The main reasons for choosing publications are objective coverage of events (50.4%) and trust in the information published (50.1%). Respondents also value timely reporting of current news (30.3%) and clear presentation of information (24.6%) (Table 126). This indicates that, when choosing the press, readers are guided above all by the reliability of information, the objectivity of its presentation and the timeliness of publication.

Table 126 **Why do you choose these particular publications?**

(% of respondents: total sample, by gender and age, n=399)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
I trust the information they publish	**50.1**	49.7	50.5	62.7	55.0	46.0	38.4	48.8
I find their coverage of events objective	**50.4**	53.8	47.1	44.0	55.0	44.8	57.5	51.2
Report the latest news promptly	**30.3**	31.3	29.4	34.7	28.8	26.4	32.9	29.8
Offer in-depth analysis of events and issues	**14.8**	16.9	12.7	6.7	16.3	10.3	21.9	19.0
Topics match my interests	**22.1**	22.1	22.1	21.3	17.5	20.7	17.8	32.1

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Publish content useful for everyday life	**19.0**	16.4	21.6	14.7	11.3	26.4	26.0	16.7
Cover events in my region, city or district	**13.0**	13.3	12.7	10.7	12.5	13.8	13.7	14.3
Offer a range of opinions and viewpoints	**17.3**	14.9	19.6	18.7	18.8	13.8	19.2	16.7
Publish exclusive stories and investigations	**4.3**	4.1	4.4	2.7	5.0	4.6	5.5	3.6
I like the publication's writers, journalists and experts	**7.8**	10.8	4.9	12.0	8.8	5.7	6.8	6.0
Information is presented clearly and accessibly	**24.6**	23.6	25.5	21.3	20.0	26.4	28.8	26.2
Content is published in a language that suits me	**6.8**	6.7	6.9	4.0	6.3	8.0	9.6	6.0
High-quality writing and journalism	**3.8**	5.1	2.5	5.3	2.5	3.4	4.1	3.6
Convenient structure and attractive design	**5.5**	7.2	3.9	4.0	5.0	4.6	4.1	9.5
Easy to read on the website or mobile app	**10.8**	9.2	12.3	16.0	7.5	13.8	12.3	4.8
Convenient print format	**6.5**	7.2	5.9	6.7	8.8	6.9	4.1	6.0
Easy to find or buy	**4.5**	4.6	4.4	5.3	2.5	2.3	6.8	6.0
Free access to content	**3.8**	3.6	3.9	6.7	3.8	4.6	2.7	1.2
The price of a subscription or single issue suits me	**4.0**	2.1	5.9	4.0	5.0	2.3	2.7	6.0
I use the content for work or study	**4.8**	2.6	6.9	4.0	6.3	2.3	6.8	4.8
I am used to reading this publication	**12.0**	7.7	16.2	8.0	10.0	9.2	13.7	19.0
It is a well-known, popular publication	**10.3**	11.3	9.3	14.7	8.8	14.9	4.1	8.3
Hard to say	**0.3**	0.5	0.0	0.0	0.0	0.0	0.0	1.2

**Respondents could choose up to five answers.*

By gender, men are slightly more likely to cite objective coverage of events (53.8% versus 47.1% of women). Trust in the information published is almost equally important to men (49.7%) and women (50.5%). The main criteria for choosing publications are thus broadly the same for men and women.

By age, the most common reason among 18–24-year-olds is trust in the information published (62.7%). Among 25–34-year-olds, trust and objective coverage of events are equally important (55.0% each). In the 45–54 (57.5%) and 55-and-over (51.2%) age groups, objectivity is mentioned most often. Among respondents over 55, topics that match their personal interests also feature prominently (32.1%) (Table 126).

Table 127 **Why do you choose these particular publications?**

(% by region, n=399)

	Tashkent city	Republic of Karakalpakstan	Andijan region	Bukhara region	Jizzakh region	Kashkadarya region	Navoi region	Namangan region	Samarkand region	Surkhandarya region	Syrdarya region	Tashkent region	Fergana region	Khorezm region
I trust the information they publish	50.0	63.6	39.1	57.6	66.7	21.7	68.6	38.7	55.2	66.7	51.4	47.8	30.0	50.0
I find their coverage of events objective	32.1	40.9	51.6	45.5	66.7	56.5	48.6	54.8	48.3	61.9	70.3	34.8	60.0	39.3
Report the latest news promptly	35.7	50.0	35.9	24.2	20.0	21.7	28.6	19.4	44.8	38.1	21.6	26.1	20.0	28.6
Offer in-depth analysis of events and issues	28.6	9.1	18.8	9.1	53.3	8.7	14.3	16.1	3.4	14.3	8.1	8.7	30.0	7.1
Topics match my interests	17.9	36.4	25.0	27.3	26.7	17.4	20.0	25.8	24.1	9.5	18.9	13.0	30.0	17.9
Publish content useful for everyday life	21.4	18.2	29.7	21.2	33.3	4.3	22.9	19.4	20.7	28.6	16.2	4.3	0.0	3.6
Cover events in my region, city or district	10.7	27.3	14.1	15.2	20.0	13.0	8.6	12.9	6.9	4.8	10.8	8.7	40.0	10.7
Offer a range of opinions and viewpoints	25.0	22.7	28.1	12.1	26.7	13.0	11.4	19.4	20.7	9.5	13.5	4.3	0.0	14.3
Publish exclusive stories and investigations	3.6	13.6	7.8	3.0	6.7	0.0	0.0	6.5	6.9	4.8	0.0	0.0	0.0	3.6
I like the publication's writers, journalists and experts	7.1	9.1	10.9	3.0	0.0	4.3	2.9	6.5	10.3	4.8	5.4	17.4	20.0	10.7
Information is presented clearly and accessibly	28.6	9.1	25.0	12.1	20.0	21.7	37.1	25.8	27.6	23.8	21.6	21.7	10.0	42.9
Content is published in a language that suits me	3.6	18.2	4.7	12.1	6.7	4.3	11.4	9.7	10.3	0.0	5.4	0.0	0.0	3.6
High-quality writing and journalism	3.6	0.0	6.3	0.0	6.7	4.3	0.0	3.2	6.9	4.8	2.7	4.3	20.0	0.0
Convenient structure and attractive design	10.7	4.5	6.3	3.0	13.3	8.7	5.7	6.5	3.4	4.8	2.7	4.3	0.0	3.6
Easy to read on the website or mobile app	21.4	18.2	20.3	6.1	6.7	8.7	8.6	12.9	3.4	9.5	5.4	0.0	0.0	10.7
Convenient print format	7.1	4.5	3.1	9.1	13.3	4.3	8.6	6.5	10.3	4.8	5.7	4.3	10.0	7.1
Easy to find or buy	3.6	4.5	6.3	6.1	6.7	0.0	2.9	0.0	13.8	0.0	2.7	4.3	0.0	7.1
Free access to content	3.6	13.6	7.8	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	8.7	0.0	10.7
The price of a subscription or single issue suits me	3.6	9.1	7.8	0.0	0.0	4.3	5.7	3.2	0.0	4.8	2.7	0.0	10.0	3.6
I use the content for work or study	7.1	13.6	3.1	3.0	6.7	0.0	11.4	3.2	6.9	4.8	2.7	4.3	0.0	0.0
I am used to reading this publication	7.1	18.2	21.9	9.1	13.3	4.3	8.6	6.5	24.1	19.0	5.4	0.0	0.0	14.3
It is a well-known, popular publication	7.1	13.6	15.6	6.1	6.7	4.3	5.7	12.9	10.3	4.8	16.2	4.3	10.0	14.3
Hard to say	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**Respondents could choose up to five answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By region, trust in the information published is one of the main reasons for choosing publications in most regions. The highest figures are among residents of Navoi (68.6%), Jizzakh and Surkhandarya (66.7% each) regions and the Republic of Karakalpakstan (63.6%) (Table 127).

Objective coverage of events matters most to respondents in Syrdarya (70.3%), Jizzakh (66.7%), Surkhandarya (61.9%) and Fergana (60.0%) regions (Table 127).

Timely reporting of current news is cited more often by respondents in the Republic of Karakalpakstan (50.0%) and Samarkand region (44.8%). In Jizzakh region, in-depth analysis of events and issues is an important factor in choosing publications (53.3%). Clear and accessible presentation of information is mentioned more often by residents of Khorezm (42.9%) and Navoi (37.1%) regions (Table 127).

Reasons for choosing print and online publications differ by type of settlement. For rural residents, the most important criteria are objective coverage of events (54.9%) and trust in the information published (53.9%). Rural residents also more often mention topics that match their personal interests and content useful in everyday life (25.4% each). Among urban residents, timely reporting of current news carries slightly more weight (32.0%) (Table 128).

Table 128 **Why do you choose these particular publications?**
(% by type of settlement, n=399)

	Type of settlement	
	Urban	Rural
I trust the information they publish	46.6	53.9
I find their coverage of events objective	46.1	54.9
Report the latest news promptly	32.0	28.5
Offer in-depth analysis of events and issues	15.0	14.5
Topics match my interests	18.9	25.4
Publish content useful for everyday life	13.1	25.4
Cover events in my region, city or district	10.7	15.5
Offer a range of opinions and viewpoints	18.9	15.5
Publish exclusive stories and investigations	3.4	5.2
I like the publication's writers, journalists and experts	6.8	8.8
Information is presented clearly and accessibly	20.9	28.5
Content is published in a language that suits me	4.9	8.8
High-quality writing and journalism	2.9	4.7
Convenient structure and attractive design	7.8	3.1
Easy to read on the website or mobile app	10.7	10.9
Convenient print format	4.9	8.3
Easy to find or buy	2.4	6.7
Free access to content	4.4	3.1
The price of a subscription or single issue suits me	3.4	4.7
I use the content for work or study	4.9	4.7
I am used to reading this publication	10.7	13.5
It is a well-known, popular publication	7.8	13.0
Hard to say	0.5	0.0

**Respondents could choose up to five answers.*

The analysis of reading preferences continued with a question on what kinds of content respondents feel are lacking in Uzbekistan's print and online press.

The greatest demand is for content devoted to open discussion of pressing social issues (31.8%), objective and reliable news (30.1%) and in-depth analytical articles (29.1%). Respondents also point to a shortage of content on the problems and needs of ordinary citizens (24.3%), investigative journalism (20.6%) and articles devoted to fact-checking and debunking unreliable information (20.1%). A lack of information on employment, professions and the labour market was reported by 16% of respondents. Content on the work of government bodies and its results was mentioned by 15.3%, articles on health and healthy lifestyles by 14.3%, and content on family and parenting by 14.5% (Table 129).

Objective information, in-depth analysis, open discussion of problems and attention to people's everyday needs are thus particularly important to respondents.

Table 129 **In your opinion, what kind of content is lacking in our country's press?**
(% of respondents in the total sample, n=399)

	Total sample
Objective and reliable news	**30.1**
In-depth analytical content	**29.1**
Diverse opinions and alternative viewpoints	**11.5**
Investigative journalism	**20.6**
Fact-checking and rebuttals of unreliable information	**20.1**
Open discussion of pressing social issues	**31.8**
Content on the work and results of government bodies	**15.3**
Articles on ordinary citizens' problems and needs	**24.3**
Content on life in the regions, mahallas and rural areas	**5.3**
International news and analysis of world events	**12.5**
Legal information and explanations of new laws	**6.5**
Content on financial literacy and consumer protection	**4.3**
Information on jobs, professions and the labour market	**16.0**
Content on the economy, entrepreneurship and business	**6.8**
Educational and popular science articles	**9.3**
Content on health and healthy lifestyles	**14.3**
Articles on ecology and environmental protection	**9.3**
Content on culture, literature, art and history	**5.3**
Content for children and teenagers	**11.8**
Content for young people	**7.5**
Articles on family and parenting	**14.5**
Stories of successful people and useful initiatives	**4.5**
Practical tips for everyday life	**9.0**
Hard to say	**3.0**

**Respondents could choose up to five answers.*

To conclude the analysis of reading preferences, respondents were asked what changes they think are needed to improve the work of print and online publications in Uzbekistan.

Respondents consider more objective and comprehensive coverage of events to be the most important area for improvement (43.1%). They also see a need for broader coverage of current issues and events (34.6%), faster publication of news (31.6%) and a wider range of opinions and viewpoints (20.3%) (Table 130).

Table 130 **What needs to be improved in the work of the print and online press in Uzbekistan?**
(% of print and online press readers, n=399)

	%
Provide more objective and comprehensive coverage of events	43.1
Present a wider range of opinions and viewpoints	20.3
Deepen analysis of current events and issues	34.6
Publish news more promptly	31.6
Develop investigative journalism	14.8
Give more coverage to people's problems and needs	34.6
Expand coverage of life in the regions, mahallas and rural areas	15.0
Make topics more relevant and varied	13.0
Raise the professionalism of journalists and editors	4.5
Improve the language, style and clarity of texts	15.3
Make information sources more transparent	7.8
Respect journalistic ethics and citizens' rights	4.0
Publish more in Uzbek, Russian and other languages	8.5
Improve the design, structure and visual presentation of content	1.8
Improve online publications' websites and mobile apps	5.3
Improve the quality of printing, photos and layout	3.0
Present content more creatively	4.3
Hard to say	1.8

**Respondents could choose up to three answers.*

Respondents who read the press thus turn to print and online publications fairly often and use a variety of ways to obtain information. When choosing publications, they attach the greatest importance to trust in the information published, objective coverage of events and timely news. Readers' topic preferences focus mainly on events in Uzbekistan and around the world, with interest in particular topics varying by gender and age. The survey also revealed demand for more objective and comprehensive coverage of events, in-depth analysis of social problems and higher-quality content.



Section F. Social networks

64.8%
use social networks
Table 131

92.7%
of users are on Instagram
Table 133

81.3%
of users check social media several times a day
Table 135

Social networks now occupy an important place in people's everyday lives. They are a common way of obtaining information, communicating and exchanging opinions. As digital technologies develop, social media offers growing opportunities not only for communication but also for getting news, learning, work and professional development. At the same time, the widespread use of social networks brings certain problems related to the reliability of information, fraud and the security of personal data. This makes it particularly important to study how widespread social media use is, how often and in what ways people use it, what users prefer and what problems they encounter.

The aim of this section is to examine patterns of social media use among the population of Uzbekistan, including platform preferences, the frequency and duration of use, the main purposes for which people turn to social networks, and users' assessments of content and of the problems that arise.

The analysis of public opinion on social media use was based on the following indicators:

1. Prevalence of social media use and platform preferences;
2. Frequency, duration, time and place of social media use;
3. Reasons for choosing social networks and preferred types of accounts;

4. Assessment of social media content, user needs and the problems users encounter.

One of the areas covered by the survey was the population's use of social networks. Respondents were asked whether they use social media, and their answers show how widespread such use is and how it differs by gender, age, region and type of settlement. The survey found that 64.8% of respondents use social media, while 35.2% do not.

Table 131 **Do you use social media?**
(% of respondents: total sample, by gender and age, n=1,411)

	Yes	No
Total sample	**64.8**	**35.2**
GENDER		
Men	66.3	33.7
Women	63.4	36.6
AGE GROUP		
18–24	84.0	16.0
25–34	77.5	22.5
35–44	69.6	30.4
45–54	54.4	45.6
55+	38.4	61.6

No significant gender differences were found: 66.3% of men and 63.4% of women use social media. There is, however, a marked difference by age: 84% of respondents aged 18–24 use social media, as do 77.5% of those aged 25–34 and 69.6% of those aged 35–44. The opposite trend is seen in the older age groups: the figure is 54.4% among 45–54-year-olds and 38.4% among respondents aged 55 and over. The share of social media users therefore declines with age.

Table 132 **Do you use social media?**
(% by region and type of settlement, n=1,411)

	Yes	No
REGION		
Tashkent city	75.5	24.5
Republic of Karakalpakstan	79.0	21.0
Andijan region	88.1	11.9
Bukhara region	70.3	29.7
Jizzakh region	47.0	53.0
Kashkadarya region	52.0	48.0
Navoi region	47.5	52.5
Namangan region	56.0	44.0
Samarkand region	80.2	19.8
Surkhandarya region	51.0	49.0
Syrdarya region	65.0	35.0
Tashkent region	61.4	38.6

	Yes	No
Fergana region	52.9	47.1
Khorezm region	82.0	18.0
TYPE OF SETTLEMENT		
Urban	67.4	32.6
Rural	61.9	38.1

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Across regions, the share of social media users is highest in Andijan (88.1%), Khorezm (82%) and Samarkand (80.2%) regions and the Republic of Karakalpakstan (79%). The lowest figures were recorded in Jizzakh (47%), Navoi (47.5%) and Surkhandarya (51%) regions. In Jizzakh and Navoi regions, the share of non-users exceeds the share of users.

There are no significant differences by type of settlement: 67.4% of urban and 61.9% of rural respondents use social media.

To study user preferences, the survey asked respondents which social networks they usually use. Instagram proved to be the most widely used platform (92.7%) (Table 133).

Table 133 **Which social media platforms do you usually use?**

(% of social network users, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Instagram	**92.7**	91.2	94.2	96.2	95.9	95.0	86.9	82.2
Facebook	**28.2**	38.1	17.9	28.0	28.2	27.1	30.7	27.1
TikTok	**14.2**	14.1	14.3	21.2	14.5	13.1	9.2	7.5
Odnoklassniki	**4.0**	6.4	1.6	3.0	3.2	3.0	6.5	6.5
VKontakte	**1.7**	2.4	1.1	3.0	1.8	1.0	2.0	0.0
X (formerly Twitter)	**1.4**	2.1	0.7	2.5	1.8	0.5	1.3	0.0
Threads	**2.4**	3.0	1.8	5.1	2.3	1.0	2.0	0.0
LinkedIn	**1.2**	1.9	0.4	3.0	0.9	0.5	0.7	0.0
YouTube	**6.2**	5.1	7.4	3.0	5.5	6.0	8.5	12.1
WhatsApp	**0.3**	0.6	0.0	0.8	0.0	0.0	0.7	0.0
Hard to say	**0.8**	0.9	0.7	0.4	0.0	0.5	0.7	3.7

**Respondents could choose more than one answer.*

Instagram is popular among both men (91.2%) and women (94.2%). The gender gap is more pronounced for Facebook, which was named by 38.1% of men compared with 17.9% of women (Table 133).

Instagram leads in every age group. TikTok is most widespread among 18–24-year-olds (21.2%), compared with 7.5% among respondents aged 55 and over. Facebook use, by contrast, is spread relatively evenly across age groups (Table 133).

Table 134 **Which social media platforms do you usually use?**

(% by region and type of settlement, n=915)

	Instagram	Facebook	TikTok	Odnoklassniki	VKontakte	X (formerly Twitter)	Threads	LinkedIn	YouTube	WhatsApp	Hard to say
REGION											
Tashkent city	84.4	39.0	23.4	2.6	9.1	3.9	3.9	2.6	7.8	0.0	1.3
Republic of Karakalpakstan	89.9	34.2	25.3	3.8	1.3	1.3	2.5	1.3	16.5	1.3	1.3
Andijan region	89.9	32.6	15.7	3.4	2.2	3.4	6.7	2.2	4.5	0.0	2.2
Bukhara region	91.5	21.1	9.9	5.6	1.4	1.4	0.0	1.4	9.9	0.0	0.0
Jizzakh region	100.0	31.9	12.8	0.0	0.0	2.1	2.1	0.0	4.3	0.0	0.0
Kashkadarya region	96.2	17.0	15.1	3.8	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Navoi region	91.7	43.8	16.7	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
Namangan region	94.6	7.1	7.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Samarkand region	92.6	39.5	7.4	4.9	2.5	3.7	3.7	0.0	8.6	0.0	1.2
Surkhandarya region	92.2	29.4	13.7	5.9	0.0	0.0	2.0	2.0	21.6	0.0	0.0
Syrdarya region	95.4	16.9	16.9	9.2	0.0	0.0	1.5	1.5	4.6	0.0	0.0
Tashkent region	96.8	24.2	17.7	3.2	1.6	1.6	1.6	0.0	1.6	3.2	0.0
Fergana region	94.4	29.6	5.6	5.6	1.9	0.0	1.9	1.9	0.0	0.0	0.0
Khorezm region	93.9	23.2	8.5	4.9	0.0	0.0	3.7	0.0	3.7	0.0	0.0
TYPE OF SETTLEMENT											
Urban	92.4	29.9	14.3	4.5	2.7	1.8	2.7	1.6	6.3	0.2	0.8
Rural	93.1	26.1	14.1	3.5	0.5	1.0	2.0	0.7	6.2	0.5	0.7

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Instagram also holds the lead across regions. The share of its users is highest in Jizzakh (100%), Tashkent (96.8%), Kashkadarya (96.2%) and Syrdarya (95.4%) regions. Facebook is used more often in Navoi region (43.8%), Tashkent city (39%), and Samarkand (39.5%) and Khorezm (23.2%) regions. TikTok use is highest in the Republic of Karakalpakstan (25.3%) and Tashkent city (23.4%) (Table 134).

Differences by type of settlement are minor. Instagram is used by 92.4% of urban and 93.1% of rural respondents, Facebook by 29.9% and 26.1% respectively, and TikTok by 14.3% and 14.1% (Table 134).

Instagram is therefore the most widely used social network among respondents regardless of gender, age, region or type of settlement. Facebook, however, is used markedly more often by men, and TikTok by younger respondents.

The survey next looked at how often people use social media. Respondents who use social networks were asked how frequently they access them. The overwhelming majority of users turn to social media several times a day (81.3%) (Table 135).

Table 135 **How often do you use social media?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Several times a day	**81.3**	80.1	82.6	87.7	87.7	85.9	71.2	59.8
Once a day	**13.4**	14.1	12.7	7.6	9.1	10.6	22.2	28.0
Several times a week	**3.1**	3.6	2.5	3.0	3.2	1.0	3.9	5.6
Once a week	**0.8**	0.6	0.9	0.4	0.0	1.0	1.3	1.9
Several times a month	**0.3**	0.4	0.2	0.4	0.0	0.5	0.0	0.9
Less than once a month	**0.2**	0.0	0.4	0.4	0.0	0.0	0.0	0.9
Hard to say	**0.5**	0.6	0.4	0.0	0.0	0.0	0.7	1.9

There are no significant gender differences: 80.1% of men and 82.6% of women use social media several times a day.

By age, use several times a day is most common among respondents aged 18–24 (87.7%), 25–34 (87.7%) and 35–44 (85.9%). Among 45–54-year-olds the figure is 71.2%, and among those aged 55 and over 59.8% (Table 135).

Table 136 **How often do you use social media?**

(% by region and type of settlement, n=915)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month	Hard to say
REGION							
Tashkent city	77.9	14.3	5.2	0.0	1.3	0.0	1.3
Republic of Karakalpakstan	78.5	19.0	1.3	0.0	0.0	0.0	1.3
Andijan region	85.4	10.1	0.0	3.4	0.0	0.0	1.1
Bukhara region	84.5	12.7	2.8	0.0	0.0	0.0	0.0
Jizzakh region	85.1	2.1	10.6	2.1	0.0	0.0	0.0
Kashkadarya region	77.4	17.0	1.9	0.0	1.9	0.0	1.9
Navoi region	79.2	12.5	8.3	0.0	0.0	0.0	0.0
Namangan region	67.9	23.2	3.6	1.8	0.0	0.0	1.8
Samarkand region	76.5	17.3	3.7	1.2	0.0	0.0	0.0
Surkhandarya region	76.5	13.7	5.9	0.0	2.0	0.0	0.0
Syrdarya region	87.7	10.8	0.0	1.5	0.0	0.0	0.0
Tashkent region	88.7	9.7	1.6	0.0	0.0	0.0	0.0
Fergana region	88.9	9.3	1.9	0.0	0.0	0.0	0.0
Khorezm region	82.9	13.4	1.2	0.0	0.0	2.4	0.0
TYPE OF SETTLEMENT							
Urban	81.3	13.7	3.3	0.4	0.6	0.0	0.6
Rural	81.4	13.2	2.7	1.2	0.0	0.5	0.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

The same pattern holds across regions: in every region of the country, most users turn to social media several times a day. The highest figures are among respondents in Tashkent (88.7%), Fergana (88.9%), Andijan (85.4%) and Jizzakh (85.1%) regions (Table 136).

There is practically no difference by type of settlement: 81.3% of urban and 81.4% of rural respondents use social media several times a day (Table 136).

For the overwhelming majority of users, then, turning to social media several times a day is the norm.

The survey also examined how long people spend on social media on a typical weekday. Respondents were asked how much time they spend on social networks daily.

The most common durations are 30 minutes to one hour (30.4%) and one to two hours (25.9%). Less than 30 minutes a day was reported by 19.6% of respondents (Table 137).

Table 137 **How much time do you spend on social media on a typical weekday?**
(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**19.6**	18.4	20.8	13.1	22.7	21.1	22.9	19.6
30 minutes to 1 hour	**30.4**	29.1	31.7	25.4	29.1	29.6	34.0	40.2
1–2 hours	**25.9**	27.4	24.3	33.5	23.6	24.6	19.6	25.2
2–3 hours	**12.2**	12.4	12.1	13.6	12.3	11.6	14.4	7.5
3–4 hours	**4.0**	4.5	3.6	6.4	4.5	4.5	2.0	0.0
More than 4 hours	**4.9**	4.9	4.9	6.8	4.5	5.5	3.3	2.8
Usually do not use on weekdays	**2.0**	2.1	1.8	0.8	3.2	2.0	2.0	1.9
Hard to say	**0.7**	0.6	0.7	0.0	0.0	1.0	1.3	1.9

There are no significant gender differences. Among men, 29.1% spend between 30 minutes and one hour on social media, compared with 31.7% of women. Men (27.4%) are slightly more likely than women (24.3%) to report one to two hours (Table 137).

Differences by age are more noticeable. Among 18–24-year-olds, the most common duration is one to two hours (33.5%), while among those aged 55 and over it is 30 minutes to one hour (40.2%). Young respondents are also more likely than other age groups to spend two to three hours on social media (13.6%) (Table 137).

Table 138 **How much time do you spend on social media on a typical weekday?**
(% by region and type of settlement, n=915)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays	Hard to say
REGION								
Tashkent city	18.2	24.7	23.4	11.7	13.0	5.2	2.6	1.3

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays	Hard to say
Republic of Karakalpakstan	21.5	29.1	24.1	11.4	6.3	6.3	0.0	1.3
Andijan region	6.7	33.7	28.1	15.7	4.5	5.6	3.4	2.2
Bukhara region	21.1	29.6	23.9	15.5	5.6	2.8	1.4	0.0
Jizzakh region	19.1	31.9	25.5	6.4	6.4	6.4	4.3	0.0
Kashkadarya region	20.8	28.3	34.0	11.3	0.0	3.8	0.0	1.9
Navoi region	35.4	29.2	18.8	12.5	2.1	2.1	0.0	0.0
Namangan region	16.1	25.0	30.4	16.1	1.8	5.4	1.8	1.8
Samarkand region	19.8	37.0	25.9	9.9	2.5	2.5	1.2	0.0
Surkhandarya region	23.5	17.6	31.4	15.7	0.0	7.8	2.0	0.0
Syrdarya region	24.6	26.2	26.2	10.8	4.6	6.2	1.5	0.0
Tashkent region	22.6	30.6	22.6	14.5	1.6	8.1	0.0	0.0
Fergana region	18.5	42.6	18.5	7.4	3.7	3.7	5.6	0.0
Khorezm region	15.9	35.4	29.3	11.0	1.2	3.7	3.7	0.0
TYPE OF SETTLEMENT								
Urban	18.8	27.1	29.5	10.5	5.5	5.7	2.0	0.8
Rural	20.6	34.5	21.3	14.4	2.2	4.0	2.0	0.5

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Time spent on social media varies by region. The share of respondents spending 30 minutes to one hour is highest in Fergana (42.6%), Samarkand (37%) and Khorezm (35.4%) regions. One to two hours is more common in Tashkent (22.6%), Jizzakh (25.5%) and Andijan (28.1%) regions. In Navoi region, a relatively high share of respondents spend less than 30 minutes on social media (35.4%) (Table 138).

There are some differences by type of settlement. Among urban respondents, the most common duration is one to two hours (29.5%), while among rural residents it is 30 minutes to one hour (34.5%) (Table 138).

Most users, therefore, spend no more than two hours on social media on a typical weekday.

Respondents were also asked how much time they spend on social media on a typical weekend day. At weekends, the most common durations are one to two hours (25.4%), 30 minutes to one hour (19%) and two to three hours (15%) (Table 139).

Table 139 **How much time do you spend on social media on a typical weekend day?**
(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Less than 30 minutes	**11.7**	7.9	15.6	8.9	12.7	13.1	11.8	13.1
30 minutes to 1 hour	**19.0**	16.9	21.2	16.1	20.0	23.6	16.3	18.7
1–2 hours	**25.4**	26.1	24.6	23.7	24.1	21.1	29.4	33.6
2–3 hours	**15.0**	17.3	12.5	16.1	15.5	14.6	14.4	13.1

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
3–4 hours	**12.8**	15.2	10.3	18.6	11.8	10.1	11.8	8.4
More than 4 hours	**8.5**	10.3	6.7	12.3	10.0	8.0	4.6	3.7
Usually do not use on weekdays	**6.7**	5.1	8.3	3.8	5.9	8.5	9.8	6.5
Hard to say	**0.8**	0.9	0.7	0.4	0.0	1.0	1.3	1.9

Men are slightly more likely than women to spend two to three hours on social media (17.3% vs 12.5%), while women more often report 30 minutes to one hour (21.2% vs 16.9% of men) (Table 139).

Among 18–24-year-olds, the most common weekend duration is one to two hours (23.7%). Among those aged 25–34 and 35–44, 30 minutes to one hour (20% and 23.6% respectively) and one to two hours (24.1% and 21.1%) predominate. One to two hours is also the most common duration among 45–54-year-olds (29.4%) and those aged 55 and over (33.6%) (Table 139).

Table 140 **How much time do you spend on social media on a typical weekend day?**
(% by region and type of settlement, n=915)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays	Hard to say
REGION								
Tashkent city	9.1	22.1	20.8	15.6	9.1	14.3	7.8	1.3
Republic of Karakalpakstan	11.4	19.0	22.8	17.7	15.2	7.6	5.1	1.3
Andijan region	6.7	22.5	25.8	18.0	12.4	10.1	2.2	2.2
Bukhara region	9.9	19.7	29.6	21.1	5.6	9.9	4.2	0.0
Jizzakh region	10.6	12.8	31.9	17.0	21.3	0.0	6.4	0.0
Kashkadarya region	15.0	20.8	18.9	22.6	9.4	5.7	5.7	1.9
Navoi region	18.8	14.6	29.2	12.5	4.2	8.3	12.5	0.0
Namangan region	10.7	14.3	23.2	12.5	19.6	3.6	12.5	3.6
Samarkand region	11.1	21.0	28.4	14.8	14.8	3.7	4.9	0.0
Surkhandarya region	5.9	11.8	39.2	3.9	15.7	7.8	13.7	0.0
Syrdarya region	16.9	26.2	21.5	12.3	4.6	13.8	4.6	0.0
Tashkent region	16.1	17.7	14.5	12.9	16.1	16.1	6.5	0.0
Fergana region	11.1	18.5	22.2	11.1	18.5	9.3	9.3	0.0
Khorezm region	13.4	18.3	29.3	13.4	14.6	6.1	4.9	0.0
TYPE OF SETTLEMENT								
Urban	11.7	16.4	25.6	16.2	12.7	9.4	7.0	0.8
Rural	11.7	22.3	25.1	13.4	12.9	7.4	6.2	0.7

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Regionally, the share of respondents spending one to two hours on social media is highest in Jizzakh (31.9%), Khorezm (29.3%), Navoi (29.2%) and Samarkand (28.4%) regions. Jizzakh (21.3%) and Namangan (19.6%) regions have relatively high shares of respondents using social media for

three to four hours. More than four hours is most often reported in Tashkent city (14.3%) and in Surkhandarya (13.7%) and Navoi (12.5%) regions (Table 140).

By type of settlement, one to two hours is the most common duration among both urban (25.6%) and rural respondents (25.1%). The share spending more than four hours on social media is slightly higher in urban areas (9.4% vs 7.4% in rural areas) (Table 140).

Table 141 **At what time of day do you most often use social media?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Before 09:00	**12.6**	16.1	8.9	9.3	11.4	15.6	11.1	18.7
09:00–12:00	**22.1**	20.6	23.7	25.8	18.6	22.6	20.9	21.5
12:00–15:00	**29.1**	26.3	31.9	32.2	31.4	27.1	28.1	22.4
15:00–18:00	**16.9**	12.0	22.1	15.7	17.3	15.1	20.3	17.8
18:00–21:00	**40.0**	42.8	37.1	42.4	38.2	36.7	43.8	39.3
21:00–24:00	**50.8**	53.5	48.0	52.5	53.6	52.8	45.8	44.9
After 24:00	**6.1**	6.9	5.4	8.1	7.3	6.0	3.9	2.8

**Respondents could choose more than one answer.*

Another question concerned the time of day when respondents most often use social media. Use is highest in the evening: between 21:00 and 24:00 (50.8%) and between 18:00 and 21:00 (40%). During the day, 29.1% of respondents use social media between 12:00 and 15:00, 22.1% between 9:00 and 12:00, and 16.9% between 15:00 and 18:00 (Table 141).

Evening use is the most common pattern for both men and women. Men are slightly more likely to use social media between 21:00 and 24:00 (53.5% vs 48% of women), while women more often name 12:00–15:00 (31.9% vs 26.3%) and 15:00–18:00 (22.1% vs 12%) (Table 141).

The 21:00–24:00 slot is the most common in all age groups. The share of users at this time is highest among respondents aged 25–34 (53.6%), 35–44 (52.8%) and 18–24 (52.5%). Among 45–54-year-olds the figure is 45.8%, and among those aged 55 and over 44.9% (Table 141).

Table 142 **At what time of day do you most often use social media?**

(% by region and type of settlement, n=915)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
REGION							
Tashkent city	14.3	20.8	31.2	22.1	37.7	44.2	10.4
Republic of Karakalpakstan	13.9	34.2	49.4	24.1	50.6	57.0	8.9
Andijan region	18.0	21.3	22.5	15.7	43.8	49.4	5.6
Bukhara region	14.1	25.4	25.4	16.9	32.4	39.4	5.6
Jizzakh region	8.5	21.3	10.6	21.3	27.7	57.4	4.3
Kashkadarya region	17.0	9.4	35.8	20.8	24.5	52.8	7.5
Navoi region	27.1	18.8	31.3	12.5	39.6	62.5	8.3
Namangan region	8.9	23.2	32.1	8.9	46.4	50.0	3.6

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
Samarkand region	14.8	21.0	23.5	17.3	45.7	50.6	7.4
Surkhandarya region	7.8	23.5	29.4	13.7	31.4	51.0	5.9
Syrdarya region	9.2	16.9	21.5	10.8	29.2	52.3	6.2
Tashkent region	6.5	24.2	22.6	17.7	46.8	50.0	9.7
Fergana region	7.4	24.1	37.0	13.0	57.4	29.6	0.0
Khorezm region	7.3	20.7	31.7	18.3	39.0	64.6	1.2
TYPE OF SETTLEMENT							
Urban	11.1	22.1	27.1	16.2	38.1	50.4	5.5
Rural	14.4	22.1	31.5	17.9	42.4	51.4	6.9

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Across regions, use between 21:00 and 24:00 is most widespread in Khorezm (64.6%), Navoi (62.5%) and Jizzakh (57.4%) regions and the Republic of Karakalpakstan (57%). In Fergana region, by contrast, the largest share of respondents use social media between 18:00 and 21:00 (57.4%). In Bukhara region, the figures are 25.4% for 12:00–15:00 and 39.4% for 21:00–24:00.

Evening hours, especially 21:00–24:00, are thus the main time for social media use. This pattern holds in most age and regional groups, with some variation in how activity is distributed over the day.

Respondents were then asked where they most often use social media. Home is the main place of use (75%). A further 11.1% chose “almost everywhere”, and 9.1% said they most often read or use information at work (Table 143).

Table 143 **Where do you most often use social media?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
At home	**75.0**	69.4	80.8	67.4	66.4	77.4	82.4	94.4
At work	**9.1**	11.1	6.9	8.1	11.8	13.6	7.2	0.0
At my place of study	**1.5**	0.9	2.2	3.4	2.7	0.0	0.0	0.0
On public transport	**0.7**	1.1	0.2	0.8	1.4	0.5	0.0	0.0
In the car	**0.8**	1.1	0.4	0.4	1.8	1.0	0.0	0.0
In a café or other public place	**0.5**	0.6	0.4	1.3	0.5	0.5	0.0	0.0
In a queue or while waiting	**0.4**	0.6	0.2	0.4	0.9	0.0	0.7	0.0
Almost everywhere	**11.1**	14.1	8.0	17.8	14.5	6.0	8.5	2.8
Hard to say	**0.9**	1.1	0.7	0.4	0.0	1.0	1.3	2.8

Women (80.8%) are more likely than men (69.4%) to use social media at home. Men, by contrast, more often chose “almost everywhere” (14.1% vs 8.0% of women). Men (11.1%) are also slightly more likely to mention using social media at work (Table 143).

Home use predominates in all age groups, and the share of respondents naming home as their main place of use increases with age. Young respondents are more likely than other age groups to use social media almost everywhere (17.8% of 18–24-year-olds and 14.5% of 25–34-year-olds) (Table 143).

Table 144 **At what time of day do you most often use social media?**

(% by region and type of settlement, n=915)

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a queue or while waiting	Almost everywhere	Hard to say
REGION									
Tashkent city	77.9	11.7	1.3	1.3	0.0	0.0	0.0	6.5	1.3
Republic of Karakalpakstan	58.2	12.7	0.0	0.0	1.3	0.0	0.0	26.6	1.3
Andijan region	82.0	9.0	3.4	0.0	0.0	1.1	1.1	2.2	1.1
Bukhara region	66.2	7.0	2.8	0.0	4.2	1.4	1.4	16.9	0.0
Jizzakh region	70.2	2.1	0.0	0.0	0.0	0.0	0.0	27.7	0.0
Kashkadarya region	77.4	1.9	0.0	0.0	0.0	0.0	0.0	18.9	1.9
Navoi region	70.8	10.4	0.0	4.2	2.1	2.1	0.0	10.4	0.0
Namangan region	67.9	5.4	1.8	1.8	0.0	0.0	0.0	19.6	3.6
Samarkand region	85.2	7.4	2.5	0.0	0.0	0.0	0.0	3.7	1.2
Surkhandarya region	74.5	13.7	3.9	2.0	0.0	2.0	0.0	2.0	2.0
Syrdarya region	76.9	12.3	1.5	0.0	0.0	1.5	0.0	7.7	0.0
Tashkent region	72.6	6.5	0.0	1.6	1.6	0.0	1.6	16.1	0.0
Fergana region	74.1	22.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Khorezm region	87.8	4.9	0.0	0.0	1.2	0.0	1.2	4.9	0.0
TYPE OF SETTLEMENT									
Urban	73.0	9.4	1.8	0.8	0.8	0.4	0.8	12.3	0.8
Rural	77.4	8.7	1.2	0.5	0.7	0.7	0.0	9.7	1.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

In every region of the country, social media is used mainly at home. The share of respondents naming home as their place of use is highest in Khorezm (87.8%), Samarkand (85.2%) and Surkhandarya (74.5%) regions and Tashkent city (77.9%). The share of respondents choosing “almost everywhere” is also worth noting. The highest figures were recorded in Jizzakh region (27.7%) and the Republic of Karakalpakstan (26.6%), followed by Namangan (19.6%), Kashkadarya (18.9%), Bukhara (16.9%) and Tashkent (16.1%) regions. This option was chosen by 10.4% of respondents in Navoi region, 7.7% in Syrdarya region and 6.5% in Tashkent city.

By type of settlement, home use is slightly more common among rural respondents (77.4%) than among urban ones (73%). “Almost everywhere” is more frequent among urban residents (12.3%) than among rural residents (9.7%).

Home is therefore the main place of social media use regardless of gender, age and region. Women and older respondents are more likely to use social media at home. In addition, respondents' answers show that 11.1% of survey participants use information almost everywhere.

The survey then looked at the purposes for which people use social media. The most common are getting news of interest (62.5%) and keeping in touch with relatives and friends (57.3%). Respondents also use social media for learning (38.4%), entertainment (35.7%), viewing photos and videos (32.3%), work and professional development (27.4%) and shopping (17.2%) (Table 145).

Table 145 **For what purposes do you use social media?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Keeping in touch with family and friends	**57.3**	50.5	64.3	58.9	54.1	57.3	57.5	59.8
Getting news of interest	**62.5**	62.5	62.5	61.0	64.5	62.3	60.1	65.4
Entertainment	**35.7**	41.3	29.9	32.2	30.0	35.2	41.8	47.7
Viewing photos and videos	**32.3**	30.4	34.4	34.7	30.9	28.1	34.0	35.5
Learning	**38.4**	34.5	42.4	44.9	40.5	35.2	35.3	29.9
Work or professional development	**27.4**	30.4	24.3	28.4	35.5	27.6	22.2	15.9
Looking for goods and services	**9.8**	9.2	10.5	10.2	9.1	8.5	11.8	10.3
Shopping	**17.2**	13.7	20.8	22.0	19.1	12.1	16.3	13.1
Promoting a business or personal brand	**10.3**	12.8	7.6	15.7	9.5	10.6	9.2	0.9
Taking part in public discussions	**4.8**	5.6	4.0	5.1	5.9	4.5	4.6	2.8
Finding people and communities	**6.3**	6.9	5.8	7.2	5.0	6.5	3.9	10.3
Creating and posting my own content	**4.2**	3.2	5.1	6.8	3.2	3.5	2.0	4.7
Hard to say	**0.9**	1.1	0.7	0.4	0.0	1.0	1.3	2.8

**Respondents could choose more than one answer.*

Women are more likely than men to use social media to keep in touch with relatives and friends (64.3% vs 50.5%), for learning (42.4% vs 34.5%) and for shopping (20.8% vs 13.7%). Men slightly more often mention work and professional development (30.4% vs 24.3%) (Table 145).

Getting news is one of the main purposes of social media use in all age groups. The share using social media for entertainment rises with age, from 32.2% among 18–24-year-olds to 47.7% among those aged 55 and over. Use for work and professional development is most common among 25–34-year-olds (35.5%), compared with 15.9% among those aged 55 and over (Table 145).

Table 146 **For what purposes do you use social media?**

(% by region and type of settlement, n=915)

	Keeping in touch with family and friends	Getting news of interest	Entertainment	Viewing photos and videos	Learning	Work or professional development	Looking for goods and services	Shopping	Promoting a business or personal brand	Taking part in public discussions	Finding people and communities	Creating and posting my own content	Hard to say
REGION													
Tashkent city	59.7	51.9	39.0	31.2	33.8	24.7	13.0	18.2	9.1	3.9	3.9	1.3	1.3
Republic of Karakalpakstan	65.8	67.1	27.8	41.8	41.8	35.4	15.2	21.5	6.3	5.1	5.1	6.3	1.3
Andijan region	55.1	66.3	41.6	36.0	44.9	39.3	13.5	19.1	14.6	9.0	14.6	9.0	1.1
Bukhara region	49.3	63.4	29.6	31.0	28.2	14.1	8.5	15.5	9.9	9.9	2.8	5.6	0.0
Jizzakh region	57.4	66.0	40.4	31.9	51.1	38.3	8.5	31.9	19.1	6.4	8.5	6.4	0.0
Kashkadarya region	39.6	58.5	28.3	34.0	28.3	26.4	7.5	15.1	9.4	3.8	3.8	1.9	1.9
Navoi region	54.2	62.5	22.9	31.3	45.8	33.3	10.4	16.7	16.7	6.3	2.1	4.2	0.0
Namangan region	53.6	60.7	35.7	25.0	41.1	32.1	16.1	19.6	17.9	7.1	8.9	0.0	3.6
Samarkand region	71.6	70.4	55.6	28.4	45.7	22.2	9.9	17.3	8.6	2.5	11.1	4.9	1.2
Surkhandarya region	52.9	62.7	47.1	27.5	33.3	27.5	3.9	7.8	2.0	2.0	2.0	3.9	2.0
Syrdarya region	60.0	66.2	24.6	30.8	24.6	21.5	4.6	16.9	10.8	1.5	7.7	3.1	0.0
Tashkent region	62.9	56.5	22.6	30.6	33.9	22.6	11.3	19.4	6.5	4.8	3.2	4.8	0.0
Fergana region	46.3	59.3	31.5	25.9	44.4	27.8	11.1	18.5	13.0	0.0	3.7	3.7	0.0
Khorezm region	61.0	61.0	43.9	40.2	40.2	22.0	2.4	6.1	4.9	3.7	6.1	1.2	0.0
TYPE OF SETTLEMENT													
Urban	57.0	59.4	32.6	32.4	34.6	29.1	10.5	17.2	10.2	5.5	5.9	4.9	0.8
Rural	57.6	66.5	39.7	32.3	43.2	25.3	8.9	17.1	10.4	4.0	6.9	3.2	1.0

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Regionally, getting news of interest is mentioned most often by users in Samarkand (70.4%), Andijan (66.3%) and Surkhandarya (62.7%) regions and the Republic of Karakalpakstan (67.1%). Keeping in touch with relatives and friends is particularly widespread in Samarkand region (71.6%), the Republic of Karakalpakstan (65.8%) and Tashkent region (62.9%). Learning is cited more often by respondents in Jizzakh (51.1%), Andijan (44.9%), Fergana (44.4%) and Namangan (41.1%) regions (Table 146).

By type of settlement, getting news is slightly more common among rural respondents (66.5%) than among urban ones (59.4%). Rural residents also use social media more often for learning (43.2% vs 34.6%) and entertainment (39.7% vs 32.6%). Keeping in touch with relatives and friends is almost equally common among urban (57%) and rural (57.6%) users (Table 146).

In sum, respondents use social media mainly to get news and to stay in touch with family and friends. They also use it for learning, entertainment and professional development. Women

more often mention communication, learning and shopping, whereas men more often cite entertainment, work and professional development, and promoting a business or personal brand. Age differences are most pronounced for educational and professional purposes: learning is mentioned more often by younger respondents, while use for work and professional development is most typical of 25–34-year-olds. Older respondents more often give answers related to entertainment and getting news.

To explore patterns of use further, the survey asked respondents how they usually use social media. The most common approach is a targeted search for the information they need (61.9%). By age, this approach was reported most often by participants aged 55 and over (70.1%) and by respondents aged 35–44 (67.3%). The lowest share is among young participants aged 18–24 (55.1%).

More than half of respondents mainly scroll through their feed (51%). Women were more likely than men to report scrolling through their feed when using social media (56.3% vs 46.0%) (Table 147).

Following specific accounts was mentioned by 17.6% of respondents. Men chose this option more often than women (20.8% vs 14.3%).

Posting their own content was reported by 12.8% of respondents, and following links from notifications by 18.6%. A further 14.2% use social media without any particular purpose.

Table 147 **How do you usually use social media?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
I mostly scroll through the feed	**51.0**	46.0	56.3	53.0	51.4	46.7	58.2	43.9
I search for specific information	**61.9**	61.9	61.8	55.1	65.0	67.3	54.9	70.1
I follow particular accounts	**17.6**	20.8	14.3	24.6	15.9	17.6	11.8	14.0
I communicate in the comments	**17.3**	18.6	15.8	20.8	16.4	15.1	16.3	16.8
I post my own content	**12.8**	12.8	12.7	20.8	9.1	10.1	11.1	10.3
I take part in groups and communities	**13.8**	12.2	15.4	19.9	13.6	11.6	9.2	11.2
I follow links from notifications	**18.6**	18.2	19.0	19.9	20.0	20.6	14.4	15.0
I use them with no particular aim	**14.2**	14.3	14.1	14.4	11.8	12.6	19.6	14.0
Hard to say	**1.1**	1.5	0.7	0.4	0.5	1.0	1.3	3.7

**Respondents could choose more than one answer.*

Targeted searching for information is almost equally common among men (61.9%) and women (61.8%). Women, however, are more likely than men to mainly scroll through their feed

(56.3% vs 46%), while men slightly more often follow specific accounts (20.8% vs 14.3%) and post comments (18.6% vs 15.8%) (Table 147).

By age, targeted searching is most common among respondents aged 55 and over (70.1%), 35–44 (67.3%) and 25–34 (65%). Among 18–24-year-olds the figure is 55.1%. Young respondents are more likely than other age groups to follow specific accounts (24.6%), post their own content (20.8%) and take part in groups and communities (19.9%). Among 45–54-year-olds, scrolling through the feed is the most common practice (58.2%).

Across regions, the share of respondents using social media for targeted information searches is highest in Samarkand (77.8%), Fergana (75.9%), Khorezm (67.1%) and Navoi (66.7%) regions. Scrolling through the feed is mentioned more often by users in Tashkent city (62.3%) and in Surkhandarya (58.8%), Andijan (55.1%) and Kashkadarya (54.7%) regions. Commenting is relatively more common in Surkhandarya region (33.3%), and posting one's own content in the Republic of Karakalpakstan (22.8%) (Table 148).

Table 148 **How do you usually use social media?**

(% by region and type of settlement, n=915)

	I mostly scroll through the feed	I search for specific information	I follow particular accounts	I communicate in the comments	I post my own content	I take part in groups and communities	I follow links from notifications	I use them with no particular aim	Hard to say
REGION									
Tashkent city	62.3	50.6	15.6	14.3	15.6	6.5	20.8	13.0	1.3
Republic of Karakalpakstan	53.2	65.8	24.1	21.5	22.8	22.8	21.5	7.6	1.3
Andijan region	55.1	56.2	22.5	20.2	12.4	20.2	29.2	22.5	2.2
Bukhara region	33.8	64.8	16.9	18.3	11.3	14.1	19.7	12.7	0.0
Jizzakh region	44.7	57.4	23.4	23.4	19.1	19.1	12.8	27.7	0.0
Kashkadarya region	54.7	49.1	15.1	11.3	5.7	15.1	9.4	9.4	3.8
Navoi region	54.2	66.7	14.6	12.5	16.7	20.8	16.7	18.8	0.0
Namangan region	50.0	62.5	17.9	19.6	14.3	17.9	23.2	14.3	3.6
Samarkand region	59.3	77.8	17.3	16.0	16.0	13.6	19.8	23.5	1.2
Surkhandarya region	58.8	64.7	15.7	33.3	7.8	5.9	13.7	2.0	2.0
Syrdarya region	44.6	52.3	16.9	6.2	3.1	6.2	24.6	10.8	0.0
Tashkent region	50.0	53.2	19.4	9.7	6.5	6.5	16.1	12.9	0.0
Fergana region	33.3	75.9	11.1	37.0	22.2	9.3	3.7	5.6	0.0
Khorezm region	53.7	67.1	13.4	6.1	6.1	13.4	17.1	14.6	0.0
TYPE OF SETTLEMENT									
Urban	51.8	58.8	19.1	17.8	13.3	13.5	15.6	13.7	1.2
Rural	50.1	65.8	15.6	16.6	12.2	14.1	22.3	14.9	1.0

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

By type of settlement, targeted searching is more common among rural respondents (65.8%) than among urban ones (58.8%). Urban residents, meanwhile, slightly more often scroll through their feed (51.8% vs 50.1% of rural residents) and follow specific accounts (19.1% vs 15.6%).

Targeted information searches and feed scrolling are thus the dominant ways of using social media. Young respondents are more likely than other age groups to take part in discussions, follow specific accounts and post their own material, while searching for the information they need is more widespread among middle-aged and older respondents.

As a further measure of user preferences, respondents were asked which social network they use most often. The overwhelming majority named Instagram (87.2%) (Table 149).

Instagram leads among both men (83.9%) and women (90.6%). It is also the preferred platform in all age groups, with the highest shares among 18–24-year-olds (91.9%) and 25–34-year-olds (90.9%). Respondents in the oldest age group, however, are slightly more likely than young people to name Facebook as their main social network (15% vs 3%) (Table 149).

Table 149 **Which social media platform do you use most often?**
(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Instagram	**87.2**	83.9	90.6	91.9	90.9	89.4	80.4	74.8
Facebook	**6.0**	9.2	2.7	3.0	3.6	4.0	10.5	15.0
TikTok	**2.5**	2.4	2.7	3.0	2.3	3.0	3.3	0.0
Odnoklassniki	**0.2**	0.2	0.2	0.0	0.5	0.0	0.0	0.9
VKontakte	**0.2**	0.4	0.0	0.0	0.5	0.0	0.0	0.9
X (formerly Twitter)	**0.3**	0.4	0.2	0.4	0.5	0.0	0.7	0.0
Threads	**0.2**	0.2	0.2	0.0	0.9	0.0	0.0	0.0
LinkedIn	**0.2**	0.4	0.0	0.4	0.0	0.0	0.7	0.0
YouTube	**2.2**	1.7	2.7	0.8	0.9	2.5	3.9	4.7
Hard to say	**0.9**	1.1	0.7	0.4	0.0	1.0	0.7	3.7

Instagram also leads in every region of the country. The share of respondents choosing it is highest in Kashkadarya (94.3%), Khorezm (92.7%), Tashkent (91.9%) and Fergana (90.7%) regions. Facebook has relatively high shares in Tashkent city (10.4%) and in Andijan (10.1%) and Navoi (12.5%) regions (Table 150).

Instagram is the most frequently used platform among both urban (85.9%) and rural respondents (88.8%). Facebook is chosen slightly more often by urban residents (7% vs 4.7% of rural residents) (Table 150).

Instagram is therefore the main social network for the overwhelming majority of users regardless of gender, age and region.

Table 150 **Which social media platform do you use most often?**

(% by region and type of settlement, n=915)

	Instagram	Facebook	TikTok	Odnoklassniki	VKontakte	X (formerly Twitter)	Threads	LinkedIn	YouTube	Hard to say
REGION										
Tashkent city	77.9	10.4	5.2	0.0	0.0	1.3	0.0	0.0	3.9	1.3
Republic of Karakalpakstan	83.5	3.8	3.8	0.0	0.0	0.0	1.3	0.0	6.3	1.3
Andijan region	78.7	10.1	3.4	0.0	1.1	0.0	1.1	0.0	4.5	1.1
Bukhara region	84.5	4.2	7.0	0.0	1.4	0.0	0.0	0.0	2.8	0.0
Jizzakh region	87.2	8.5	2.1	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Kashkadarya region	94.3	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Navoi region	87.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Namangan region	92.9	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Samarkand region	88.9	6.2	1.2	0.0	0.0	1.2	0.0	0.0	0.0	2.5
Surkhandarya region	88.2	5.9	2.0	2.0	0.0	0.0	0.0	0.0	2.0	0.0
Syrdarya region	89.2	6.2	0.0	1.5	0.0	0.0	0.0	0.0	3.1	0.0
Tashkent region	91.9	4.8	1.6	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Fergana region	90.7	7.4	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Khorezm region	92.7	2.4	1.2	0.0	0.0	0.0	0.0	1.2	2.4	0.0
TYPE OF SETTLEMENT										
Urban	85.9	7.0	2.3	0.0	0.4	0.4	0.2	0.4	2.5	0.8
Rural	88.8	4.7	2.7	0.5	0.0	0.2	0.2	0.0	1.7	1.0

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Respondents were then asked why they most often choose this particular social network. The main reasons are interesting content (49.9%), the ability to get news quickly (40.7%), keeping in touch with relatives and friends (44.2%) and a user-friendly interface (30.9%). Respondents also mention good recommendations (28%) and the platform's suitability for work and business (15.1%) (Table 151).

Table 151 **Why do you most often choose this particular platform?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
My family and friends are there	**44.2**	43.0	45.3	51.3	44.5	35.7	41.8	46.7
It has more interesting content	**49.9**	52.5	47.3	52.5	53.2	45.2	49.7	46.7
User-friendly interface	**30.9**	33.8	27.9	39.0	32.3	27.6	28.1	20.6
Good recommendations	**28.0**	26.1	29.9	25.0	27.7	27.6	28.8	34.6
I get the news quickly	**40.7**	37.9	43.5	35.6	40.0	43.2	42.5	45.8
Suitable for work or business	**15.1**	15.6	15.5	16.1	12.7	17.6	18.3	8.4
Suitable for posting my own content	**6.9**	6.2	7.6	7.6	5.9	7.5	7.8	4.7

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Content in my preferred language	**8.5**	7.3	9.8	7.6	9.1	10.1	7.8	7.5
Less unwanted advertising	**7.1**	7.1	7.1	9.3	4.1	5.5	11.8	4.7
I am used to it	**12.3**	11.1	13.6	8.9	14.5	13.1	13.1	13.1
I trust its algorithms	**1.6**	2.4	0.9	3.4	1.4	1.0	0.7	0.9
Hard to say	**1.0**	1.1	0.9	0.4	0.5	1.0	1.3	2.8

**Respondents could choose up to three answers.*

Men are slightly more likely than women to choose a platform for its interesting content (52.5% vs 47.3%) and for the ability to get news quickly (37.9% vs 43.5% of women). Women, meanwhile, more often cite keeping in touch with relatives and friends (45.3% vs 43% of men). A user-friendly interface is mentioned by 33.8% of men and 27.9% of women (Table 151).

Among 18–24-year-olds, the most common reasons for choosing a platform are interesting content (52.5%) and keeping in touch with relatives and friends (51.3%). Interesting content also predominates among 25–34-year-olds (53.2%), while among those aged 35–44 the reasons cited most often are interesting content (45.2%) and the ability to get news quickly (43.2%). Among 45–54-year-olds the most common reason is interesting content (49.7%), and among those aged 55 and over the leading reasons are keeping in touch with family and friends and interesting content (46.7% each) (Table 151).

Table 152 **Why do you most often choose this particular platform?**
(% by region and type of settlement, n=915)

	My family and friends are there	It has more interesting content	User-friendly interface	Good recommendations	I get the news quickly	Suitable for work or business	Suitable for posting my own content	Content in my preferred language	Less unwanted advertising	I am used to it	I trust its algorithms	Hard to say
REGION												
Tashkent city	42.9	46.8	37.7	26.0	32.5	13.0	9.1	9.1	3.9	10.4	0.0	2.6
Republic of Karakalpakstan	51.9	49.4	32.9	27.8	49.4	13.9	7.6	7.6	10.1	17.7	2.5	1.3
Andijan region	41.6	56.2	22.5	36.0	50.6	15.7	5.6	10.1	13.5	14.6	3.4	1.1
Bukhara region	33.8	46.5	33.8	31.0	40.8	15.5	2.8	8.5	5.6	9.9	4.2	0.0
Jizzakh region	53.2	48.9	34.0	25.5	40.4	12.8	6.4	6.4	10.6	17.0	0.0	0.0
Kashkadarya region	34.0	39.6	18.9	26.4	41.5	20.8	1.9	15.1	7.5	13.2	0.0	1.9
Navoi region	41.7	39.6	35.4	33.3	25.0	12.5	8.3	12.5	12.5	14.6	6.3	0.0
Namangan region	37.5	58.9	30.4	33.9	41.1	12.5	7.1	10.7	1.8	10.7	1.8	3.6
Samarkand region	48.1	60.5	34.6	27.2	45.7	22.2	11.1	12.3	4.9	7.4	0.0	1.2
Surkhandarya region	43.1	51.0	33.3	41.2	33.3	5.9	3.9	3.9	3.9	7.8	2.0	2.0
Syrdarya region	49.2	36.9	35.4	18.5	35.4	4.6	4.6	6.2	7.7	15.4	0.0	0.0
Tashkent region	46.8	50.0	19.4	24.2	41.9	11.3	4.8	4.8	6.5	9.7	1.6	0.0
Fergana region	27.8	55.6	33.3	31.5	40.7	33.3	13.0	7.4	3.7	3.7	0.0	0.0

	My family and friends are there	It has more interesting content	User-friendly interface	Good recommendations	I get the news quickly	Suitable for work or business	Suitable for posting my own content	Content in my preferred language	Less unwanted advertising	I am used to it	I trust its algorithms	Hard to say
Khorezm region	58.5	52.4	31.7	14.6	40.2	15.9	8.5	4.9	6.1	18.3	1.2	0.0
TYPE OF SETTLEMENT												
Urban	46.3	46.1	30.9	25.0	39.8	13.7	6.3	8.6	6.3	13.3	1.6	1.0
Rural	54.8	31.0	31.8	41.7	16.0	7.7	8.4	8.2	11.2	1.7	1.0	54.8

**Respondents could choose up to three answers.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Regionally, interesting content is mentioned most often by respondents in Samarkand (60.5%), Namangan (58.9%), Andijan (56.2%) and Khorezm (52.4%) regions. Keeping in touch with relatives and friends matters particularly to users in Khorezm (58.5%) and Jizzakh (53.2%) regions and the Republic of Karakalpakstan (51.9%). The ability to get news quickly is cited more often in Andijan region (50.6%), the Republic of Karakalpakstan (49.4%) and Samarkand region (45.7%) (Table 152).

By type of settlement, rural residents (54.8%) are more likely than urban ones (46.3%) to choose a platform for keeping in touch with relatives and friends. Interesting content is mentioned slightly more often by urban residents (46.1% vs 31% of rural residents) (Table 152).

The choice of social network is thus driven primarily by interesting content, the opportunity to keep in touch with family and friends, and quick access to news.

Next, the survey turned to the types of accounts that social media users subscribe to. Respondents were asked which pages they follow. Most users follow the accounts of relatives, friends and acquaintances (68%). Also common are subscriptions to the pages of colleagues, fellow students and classmates (40.5%) and of news websites, newspapers, magazines and TV channels (23.9%). The accounts of government bodies and institutions are followed by 18.4% of respondents, and the pages of bloggers and opinion leaders by 17.8% (Table 153).

Table 153 **What types of accounts do you follow?**

(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Family, friends and acquaintances	**68.0**	68.5	67.4	68.2	72.7	68.3	65.4	60.7
Colleagues, fellow students or classmates	**40.5**	43.7	37.3	40.3	42.7	41.2	36.6	41.1
News websites, newspapers, magazines, TV channels and radio stations	**23.9**	24.4	23.4	25.8	21.4	26.1	25.5	18.7
Government bodies and institutions	**18.4**	23.6	12.9	22.0	24.5	15.6	15.7	6.5
Government officials and public figures	**9.9**	10.3	9.6	15.3	9.5	9.0	5.9	6.5

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Local authorities and mahallas	**12.5**	14.3	10.5	9.3	15.0	12.6	11.8	15.0
Bloggers and opinion leaders	**17.8**	18.2	17.4	25.0	20.9	15.6	9.8	11.2
Performers, musicians and other celebrities	**10.3**	9.9	10.7	13.1	9.5	5.0	11.1	14.0
Scientists, teachers and experts	**6.9**	7.7	6.0	8.9	7.7	6.0	3.9	6.5
Schools, universities and other educational institutions	**14.1**	10.5	17.9	13.1	16.4	16.6	11.8	10.3
Medical organisations and specialists	**12.0**	6.9	17.4	10.2	10.5	12.1	14.4	15.9
Companies, brands, shops and services	**7.2**	6.2	8.3	8.9	6.8	5.5	8.5	5.6
Entrepreneurs and business communities	**11.3**	13.1	9.4	11.9	12.3	11.1	14.4	3.7
Professional communities and organisations	**3.0**	3.2	2.7	3.8	3.2	3.0	2.6	0.9
Job vacancy and employment accounts	**3.8**	4.3	3.3	5.1	4.5	2.0	4.6	1.9
Civil society and non-profit organisations	**3.0**	4.3	1.6	4.2	2.3	4.0	2.0	0.9
Charities and charitable initiatives	**2.5**	2.6	2.5	3.0	1.4	3.5	2.0	2.8
International organisations and foreign media	**4.0**	4.3	3.8	5.9	4.1	2.5	3.9	2.8
Religious organisations and figures	**2.4**	2.4	2.5	2.5	1.8	1.0	2.6	5.6
Sports clubs, federations and athletes	**12.1**	18.8	5.1	14.8	11.4	14.6	10.5	5.6
Cultural institutions, theatres, museums, libraries	**3.0**	3.6	2.2	3.4	1.8	4.5	3.3	0.9
Entertainment and comedy pages	**10.2**	9.2	11.2	11.9	8.2	9.0	12.4	9.3
Travel pages and travel bloggers	**7.7**	7.5	7.8	12.7	4.5	7.0	9.8	0.9
Communities based on interests and hobbies	**11.5**	7.9	15.2	14.4	11.8	13.1	9.2	4.7
Do not follow any accounts	**3.3**	3.6	2.9	0.8	2.3	4.0	2.0	11.2
Hard to say	**1.6**	1.7	1.6	0.8	0.0	2.0	2.6	4.7

**Respondents could choose more than one answer.*

Following the accounts of relatives, friends and acquaintances is almost equally common among men (68.5%) and women (67.4%). Men, however, are more likely than women to follow the pages of government bodies and institutions (23.6% vs 12.9%), while women more often follow medical organisations and specialists (17.4% vs 6.9%) (Table 153).

The accounts of relatives, friends and acquaintances are the most popular in all age groups, with the highest share among 25–34-year-olds (72.7%). Young people aged 18–24 are more likely than other age groups to follow bloggers and opinion leaders (25%) and the pages of government officials and public figures (15.3%). Among respondents aged 55 and over, the share following the accounts of government bodies and institutions is slightly lower (6.5%) than among young people aged 18–24 (22%) (Table 153).

Social media subscriptions are thus mainly about maintaining personal and social ties. Alongside this, some respondents follow news, government, educational and other specialised accounts. Differences by gender and age are most visible in the choice of thematic pages, while following the accounts of family and friends is common to all the groups examined.

Continuing the study of social media users' preferences, the survey asked respondents what kind of material they feel is lacking on social media. The most sought-after content is reliable, verified news (37.5%), objective coverage of events (31.6%) and in-depth analysis (24.5%). Respondents also point to a lack of plain-language explanations of complex events and current issues (17.9%), official information from government bodies (16.6%) and reliable health and medical content (16.1%) (Table 154).

Men are more likely than women to report a lack of reliable, verified news (40.3% vs 34.6%), objective coverage of events (35.3% vs 27.7%) and in-depth analysis (29.8% vs 19%). Women, for their part, more often point to a shortage of reliable health and medical content (19.6% vs 12.6%) and of material on family and parenting (17.2% vs 8.8%) (Table 154).

Table 154 **What kind of content do you find lacking on social media?**
(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Reliable, verified news	**37.5**	40.3	34.6	36.4	47.7	38.2	27.5	31.8
Objective coverage of events	**31.6**	35.3	27.7	33.9	30.5	29.1	32.0	32.7
Plain-language explanations of complex events and current issues	**17.9**	20.8	15.0	17.8	19.5	19.6	13.7	17.8
In-depth analytical content	**24.5**	29.8	19.0	31.8	27.3	17.6	20.9	20.6
Diverse opinions and constructive discussion	**6.6**	6.2	6.9	7.6	5.5	7.0	8.5	2.8
Information on life in regions, cities and mahallas	**6.1**	5.8	6.5	5.1	6.4	5.0	6.5	9.3
Official information from government bodies	**16.6**	19.9	13.2	16.5	12.7	16.1	21.6	18.7
Educational and popular science content	**12.0**	10.1	14.1	13.1	10.9	13.1	11.8	10.3
Content on media literacy and digital safety	**3.3**	3.0	3.6	3.4	2.3	6.0	0.7	3.7
Legal information and explanations of laws	**14.3**	14.8	13.8	15.7	10.9	9.0	20.3	19.6
Content on financial literacy	**7.2**	6.6	7.8	6.4	9.5	7.0	6.5	5.6
Information on jobs, professions and learning opportunities	**12.2**	9.9	14.7	8.5	12.7	12.6	16.3	13.1
Content on entrepreneurship and business development	**6.8**	8.1	5.4	5.9	3.6	9.5	7.8	8.4
Reliable content on health and medicine	**16.1**	12.6	19.6	10.6	13.2	17.1	22.2	23.4
Content on culture, literature, art and history	**3.8**	4.3	3.3	7.2	3.2	0.5	3.3	4.7
Content on national traditions and values	**4.9**	5.1	4.7	6.4	5.5	5.5	2.0	3.7
Content for children and teenagers	**11.4**	9.0	13.8	12.3	14.5	12.1	9.2	4.7
Useful content for young people	**16.1**	13.5	18.8	15.7	17.3	18.1	14.4	13.1
Content on family and parenting	**12.9**	8.8	17.2	10.2	14.5	12.1	14.4	15.0
Content on ecology and environmental protection	**7.5**	8.8	6.3	8.1	5.0	8.0	9.2	8.4
Practical tips for everyday life	**9.4**	8.1	10.7	5.1	7.7	11.6	14.4	11.2
Positive stories about successful people and useful initiatives	**3.4**	1.7	5.1	6.4	2.3	2.5	2.6	1.9

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
High-quality entertainment and comedy content	**5.4**	5.4	5.4	5.9	2.3	5.0	6.5	9.3
Content in a language that suits me	**4.9**	5.1	4.7	3.4	5.9	6.0	5.2	3.7
Do not follow any accounts	**2.8**	2.4	3.3	2.1	2.7	3.0	3.3	3.7
Hard to say	**4.9**	5.4	4.5	4.7	3.6	5.5	4.6	7.5

**Respondents could choose up to five answers.*

By age, the need for reliable, verified news is greatest among 25–34-year-olds (47.7%), compared with 27.5% among those aged 45–54. In-depth analysis is mentioned more often by young respondents aged 18–24 (31.8%) and by those aged 25–34 (27.3%). Respondents aged 55 and over are relatively more likely to report a lack of health and medical content (23.4%), and those aged 45–54 a lack of official information from government bodies (21.6%).

The main demand among social media users is thus for more reliable information, more objective coverage of events and greater availability of analytical content.

The survey then explored the problems users had recently encountered on social media. Respondents were asked to indicate the most common problems they face when using social networks.

The most common problem is unreliable news (48.7%). Respondents have also encountered fraud and attempts to trick them out of money (34%), intrusive advertising (31.9%), suspicious links, viruses and malicious files (24.9%), attempts to hack their accounts (24.2%) and fake accounts created in someone else's name (22.4%) (Table 155).

Table 155 **What problems have you encountered on social media recently?**
(% of respondents: total sample, by gender and age, n=915)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Unreliable news and false information	**48.7**	50.5	46.9	46.6	50.9	49.2	50.3	45.8
Manipulative or misleading content	**12.2**	15.0	9.4	17.8	13.6	9.0	8.5	8.4
Fraud and attempts to trick people out of money	**34.0**	35.3	32.6	33.9	31.4	35.2	38.6	30.8
Suspicious links, viruses and malicious files	**24.9**	27.8	21.9	27.1	26.8	22.6	24.2	21.5
Account hacking or hacking attempts	**24.2**	28.3	19.9	25.4	29.1	19.6	27.5	15.0
Fake accounts impersonating others	**22.4**	22.5	22.3	22.5	20.9	24.6	24.8	17.8
Leaks or unlawful use of personal data	**7.5**	7.5	7.6	11.4	10.9	5.0	4.6	0.9
Intrusive advertising	**31.9**	31.5	32.4	38.1	30.0	29.6	26.1	34.6
Spam and unwanted messages	**12.1**	12.6	11.6	16.9	13.2	14.6	7.2	1.9
Hidden advertising in bloggers' posts	**7.3**	7.9	6.7	11.9	5.5	7.5	5.2	3.7
Fake accounts, bots and inauthentic comments	**12.1**	11.3	12.9	13.1	9.5	14.1	13.7	9.3
Insults, harassment or threats	**3.5**	3.2	3.8	3.0	4.1	4.0	3.3	2.8
Aggressive arguments and hate speech	**1.4**	1.7	1.1	1.3	0.5	2.5	0.7	2.8
Discriminatory or degrading posts	**0.8**	0.9	0.7	0.0	0.9	2.0	0.0	0.9

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Content showing violence or cruelty	**4.0**	3.0	5.1	3.0	5.0	4.0	3.3	5.6
Indecent content or content unsuitable for children	**7.3**	5.8	8.9	3.8	6.8	7.5	11.1	10.3
Too much useless information	**12.0**	11.3	12.7	11.0	10.0	11.6	15.0	15.0
Monotonous and repetitive content	**7.3**	7.5	7.1	9.3	9.1	5.0	6.5	4.7
Recommendations that do not match my interests	**3.0**	2.1	3.8	2.5	3.6	2.0	2.6	4.7
Negative effect on mood or mental well-being	**2.1**	1.1	3.1	1.7	2.7	1.5	2.6	1.9
Copyright infringement and use of others' content without permission	**2.1**	1.9	2.2	3.4	0.9	1.5	2.6	1.9
Unjustified removal of posts or blocking of accounts	**2.3**	1.9	2.7	2.1	4.1	1.5	2.0	0.9
Have not encountered any	**8.3**	7.1	9.6	4.7	4.5	10.6	13.1	13.1
Hard to say	**4.4**	4.1	4.7	3.0	2.3	4.0	5.2	11.2

**Respondents could choose up to five answers.*

Men are slightly more likely than women to have encountered unreliable news and false information (50.5% vs 46.9%), as well as fraud and attempts to trick them out of money (35.3% vs 32.6%). The differences are more pronounced for account hacking attempts (28.3% of men vs 19.9% of women) and for suspicious links, viruses and malicious files (27.8% vs 21.9%) (Table 155).

Unreliable news and false information top the list of problems in all age groups. Fraud and attempts to trick people out of money are mentioned most often by 45–54-year-olds (38.6%). Account hacking attempts are reported most often by respondents aged 25–34 (29.1%) and 45–54 (27.5%). Young people aged 18–24 are more likely than other age groups to have encountered intrusive advertising (38.1%) and spam (16.9%).

The main problems faced by social media users therefore relate to the spread of unreliable information, fraud and threats to digital security. The findings point to the need for greater attention to the reliability of the content being disseminated, to the protection of personal accounts and to informing users about the potential risks of social media.



Section G. Telegram

86.1%
use Telegram
Figure 5

85.3%
of users open Telegram several times a day
Table 160

83.6%
of users use Telegram for personal messaging
Table 157

As digital communication plays a growing role in everyday life and the ways of obtaining, sharing and disseminating information continue to change, studying how people use the Telegram messaging app has become particularly relevant. Messaging apps are used not only for personal communication but also for getting news, accessing thematic channels, sharing socially significant information and interacting with various social groups. Analysing Telegram use therefore offers deeper insight into current media consumption practices, users' information preferences and the ways they interact with the digital information environment.

The aim of this section is to examine patterns of Telegram use, including why and how intensively people use it, users' thematic preferences and the problems they encounter on the platform.

The analysis of Telegram use was based on the following indicators:

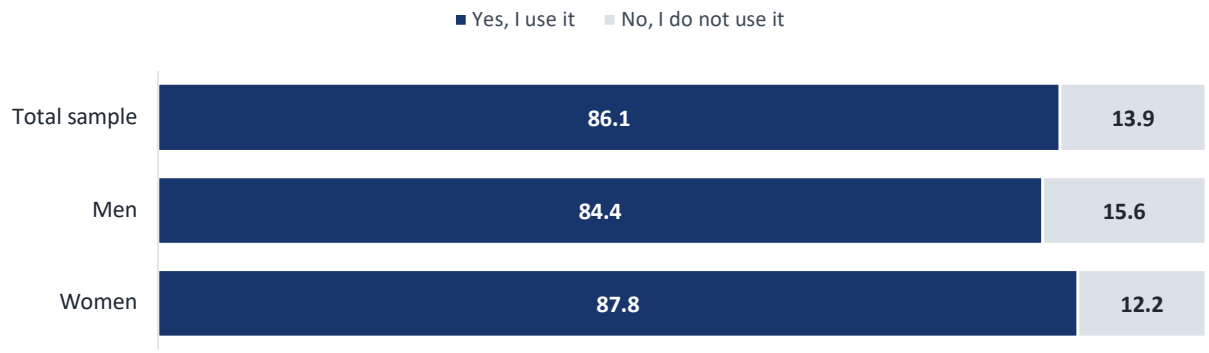
1. the prevalence and intensity of Telegram use;
2. the purposes and patterns of Telegram use;
3. problems encountered when using Telegram.

G.1 Prevalence and intensity of Telegram use

Telegram is widely used in the sample: 86.1% of respondents use it, while 13.9% said they do not.

There are some differences by gender. Among women, 87.8% use Telegram, compared with 84.4% of men. Accordingly, 12.2% of women and 15.6% of men do not use the messenger.

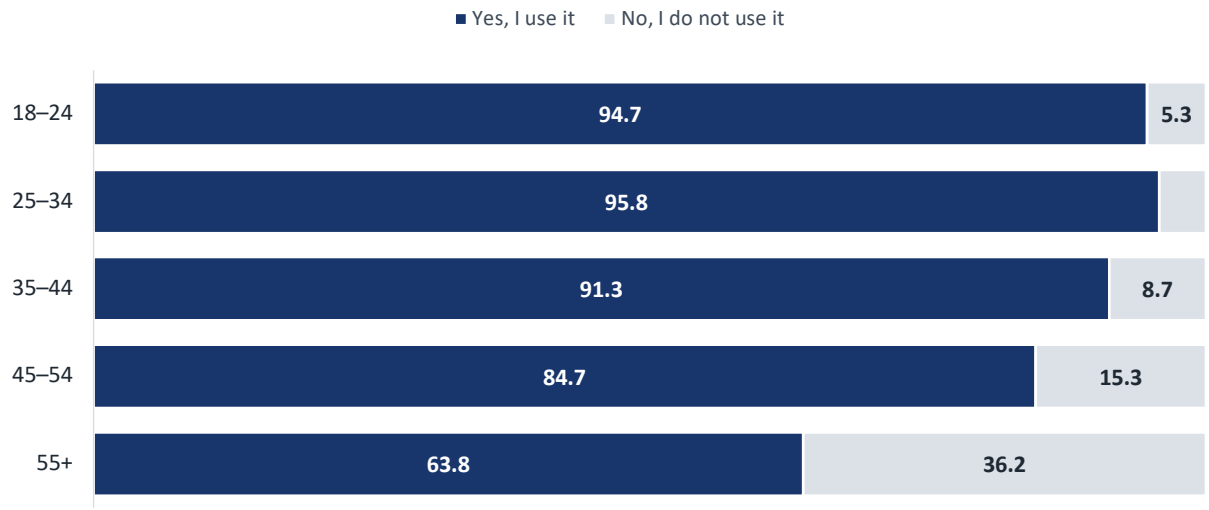
Figure 5 **Do you use the Telegram messenger?**
(% of all respondents, n=1,411)



Telegram use is widespread in all age groups, although its popularity varies with respondents' age. The highest shares of users are found among 25–34-year-olds (95.8%) and young people aged 18–24 (94.7%). Among 35–44-year-olds, 91.3% use the app.

The share of Telegram users declines with age: it stands at 84.7% among 45–54-year-olds and 63.8% among those aged 55 and over. Accordingly, the share of non-users is highest in the oldest age group, reaching 36.2%.

Figure 6 **Do you use the Telegram messenger?**
(% of all respondents, by age, n=1,411)



The highest share of Telegram users is recorded in Fergana region (92.2%). Comparatively high figures are also found in Jizzakh region (91%), Andijan region (90.1%), and the Republic of Karakalpakstan and Khorezm region (90% each). In Tashkent city, 88.2% of respondents use Telegram; the figure is 87% in Namangan region and 86.1% in Samarkand region.

Lower figures are recorded in Kashkadarya region, where 77.5% of respondents use the messenger, and in Syrdarya region (78.0%). The share of users is 82.2% in Bukhara region, 83.0% in Surkhandarya region and 85.1% in both Navoi and Tashkent regions. The highest shares of respondents who do not use Telegram are found in Kashkadarya (22.5%) and Syrdarya (22.0%) regions.

Telegram is used by 85% of respondents living in urban areas and 87.4% of rural residents.

Table 156 **Do you use the Telegram messenger?**
(% of all respondents, n=1,411)

	Yes	No
REGION		
Andijan region	90.1	9.9
Bukhara region	82.2	17.8
Fergana region	92.2	7.8
Jizzakh region	91.0	9.0
Namangan region	87.0	13.0
Navoi region	85.1	14.9
Kashkadarya region	77.5	22.5
Republic of Karakalpakstan	90.0	10.0
Samarkand region	86.1	13.9
Syrdarya region	78.0	22.0
Surkhandarya region	83.0	17.0
Tashkent city	88.2	11.8
Tashkent region	85.1	14.9
Khorezm region	90.0	10.0
TYPE OF SETTLEMENT		
Urban	85.0	15.0
Rural	87.4	12.6

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

G.2 Purposes and patterns of Telegram use

Respondents' answers show that Telegram is used above all for personal communication. This option was chosen by 83.6% of respondents in the total sample: 84.2% of men and 83.1% of women. Personal messaging with relatives, friends and acquaintances is thus the most common way of using the messenger, regardless of gender.

Other popular uses are voice and video calls (44.6%) and communication in family, friendship and other groups (44.4%). In both cases the figures for men and women are similar: 43.8% of men and 45.4% of women use voice and video calls, while 46.0% and 43% respectively use group chats. This shows that Telegram serves primarily as a communication tool, supporting both one-to-one and group interaction.

Getting news is another important reason for using Telegram. Overall, 30.2% of respondents get news about events in Uzbekistan via Telegram, and 23% get international news. Men are more likely than women to use the app for news about events both at home (34.0% vs 26.6%) and abroad (26.6% vs 19.5%). Obtaining official information from government bodies was mentioned by 12.7% of respondents (16.0% of men and 9.5% of women).

Educational use deserves separate mention. Overall, 18.4% of respondents use Telegram for studying and accessing educational materials: 24.6% of women, compared with 11.8% of men.

Table 157 **For what purposes do you use Telegram?**
(% of respondents who answered, n=1,215)

	Total sample	Gender	
		Men	Women
Messaging family, friends and acquaintances	**83.6**	84.2	83.1
Making voice and video calls	**44.6**	43.8	45.4
Chatting in family, friends' and other groups	**44.4**	46.0	43.0
Getting news about events in Uzbekistan	**30.2**	34.0	26.6
Getting international news	**23.0**	26.6	19.5
Getting news from my region, city or district	**7.5**	9.3	5.8
Getting official information from government bodies	**12.7**	16.0	9.5
Communicating for work and professional purposes	**28.1**	30.0	26.4
Sharing documents, photos, videos and other files	**14.2**	13.6	14.7
Studying and getting educational materials	**18.4**	11.8	24.6
Looking for work and vacancies	**7.2**	8.4	6.1
Getting information on professional development	**9.5**	9.9	9.2
Running a business and communicating with customers	**5.1**	6.2	4.0
Advertising and selling goods or services	**2.6**	2.2	3.1
Finding and buying goods or services	**3.7**	3.7	3.7
Using Telegram bots	**4.6**	3.9	5.3
Reading bloggers' and experts' channels	**1.6**	1.9	1.4
Watching entertainment and comedy content	**3.0**	2.5	3.4
Watching films and videos, listening to music	**7.2**	8.1	6.4
Taking part in interest groups and communities	**4.1**	3.5	4.7
Taking part in discussions, polls and contests	**2.1**	2.2	1.9
Storing personal notes and files	**8.0**	6.4	9.5

**Respondents could choose more than one answer.*

The highest share is found among 18–24-year-olds (87.2%), and the lowest among 25–34-year-olds (81.3%). Voice and video calls also play a prominent role: around 43–48% of respondents use them, regardless of age.

At the same time, Telegram's role as a means of group communication grows markedly with age. While 35.3% of 18–24-year-olds mentioned this function, the figures reach 49.0% among 35–44-year-olds and 52.1% among 45–54-year-olds. Among those aged 55 and over, the share also remains high at 50.6%. A similar trend can be seen in the use of Telegram for news about events in Uzbekistan: the figure rises from 24.4% in the youngest group to 34.5% among 45–54-year-olds.

Telegram is used for work and professional communication by 33.1% of 18–24-year-olds, 30.1% of 25–34-year-olds and 31.0% of 35–44-year-olds. The figure falls to 26.1% among 45–54-year-olds and to 16.3% among those aged 55 and over.

Use of the platform for studying and accessing educational materials is highest among 18–24-year-olds (26.7%), compared with 9.7% among 45–54-year-olds and 7.3% among those aged 55 and over.

Table 158 **For what purposes do you use Telegram?**
(% of respondents who answered, n=1,215)

	Age group				
	18–24	25–34	35–44	45–54	55+
Messaging family, friends and acquaintances	87.2	81.3	83.1	81.9	84.8
Making voice and video calls	47.7	43.8	44.1	43.3	43.8
Chatting in family, friends' and other groups	35.3	38.2	49.0	52.1	50.6
Getting news about events in Uzbekistan	24.4	27.6	33.3	34.5	32.6
Getting international news	24.8	20.2	19.5	26.5	24.7
Getting news from my region, city or district	6.0	5.9	8.8	8.4	9.0
Getting official information from government bodies	15.0	12.5	13.4	10.5	11.2
Communicating for work and professional purposes	33.1	30.1	31.0	26.1	16.3
Sharing documents, photos, videos and other files	14.7	14.3	13.8	13.4	14.6
Studying and getting educational materials	26.7	18.8	24.9	9.7	7.3
Looking for work and vacancies	7.9	8.5	5.7	7.6	6.2
Getting information on professional development	12.8	9.9	10.0	8.0	5.6
Running a business and communicating with customers	4.9	5.5	5.0	8.0	1.1

	Age group				
	18–24	25–34	35–44	45–54	55+
Advertising and selling goods or services	2.6	1.5	4.2	2.9	1.7
Finding and buying goods or services	1.5	4.4	1.9	6.3	5.1
Using Telegram bots	7.9	5.9	3.1	4.2	0.6
Reading bloggers' and experts' channels	1.9	2.6	0.8	1.3	1.7
Watching entertainment and comedy content	1.9	2.9	2.3	3.8	4.5
Watching films and videos, listening to music	9.4	5.5	7.7	7.6	5.6
Taking part in interest groups and communities	4.9	4.0	2.3	5.5	3.9
Taking part in discussions, polls and contests	2.3	1.5	1.5	3.4	1.7
Storing personal notes and files	8.6	8.8	9.2	8.4	3.4

**Respondents could choose more than one answer.*

A comparison of urban and rural residents shows that in both groups Telegram is used primarily for personal messaging with relatives, friends and acquaintances. This option was chosen by 82.5% of urban and 84.9% of rural residents. Urban residents use voice and video calls slightly more often (45.8% vs 43.2%), whereas rural residents are slightly more likely to mention communication in family, friendship and other groups (45.3% vs 43.7%).

Rural residents are more likely to use Telegram to get news about events in Uzbekistan (32.7% vs 28%), international news (24.4% vs 21.7%) and news about their own region, city or district (9.5% vs 5.7%). The same pattern applies to obtaining official information from government bodies: 15.6% among rural residents, compared with 10.1% among urban residents.

For certain purposes, the figures are higher among urban residents. In particular, they are more likely to use Telegram to search for and buy goods or services (4.6% vs 2.6%) and to advertise and sell goods or services (2.9% vs 2.3%).

Table 159 **For what purposes do you use Telegram?**

Multiple answers possible (% of respondents who answered, n=1,215)

	Type of settlement	
	Urban	Rural
Messaging family, friends and acquaintances	82.5	84.9
Making voice and video calls	45.8	43.2
Chatting in family, friends' and other groups	43.7	45.3
Getting news about events in Uzbekistan	28.0	32.7
Getting international news	21.7	24.4
Getting news from my region, city or district	5.7	9.5
Getting official information from government bodies	10.1	15.6
Communicating for work and professional purposes	27.2	29.2
Sharing documents, photos, videos and other files	11.9	16.7

	Type of settlement	
	Urban	Rural
Studying and getting educational materials	16.6	20.4
Looking for work and vacancies	6.5	8.1
Getting information on professional development	8.4	10.9
Running a business and communicating with customers	5.1	5.1
Advertising and selling goods or services	2.9	2.3
Finding and buying goods or services	4.6	2.6
Using Telegram bots	4.5	4.7
Reading bloggers' and experts' channels	1.5	1.8
Watching entertainment and comedy content	2.5	3.5
Watching films and videos, listening to music	7.4	7.0
Taking part in interest groups and communities	3.4	4.9
Taking part in discussions, polls and contests	1.9	2.3
Storing personal notes and files	6.2	10.0

The vast majority of respondents use Telegram every day: 85.3% use the platform several times a day and a further 10.8% once a day. Among men, 85.2% use Telegram several times a day; among women, 85.3%.

Telegram is used most intensively by 25–34-year-olds: 93% of them open the app several times a day. High figures are also recorded among 18–24-year-olds (89.5%) and 35–44-year-olds (88.5%). In the older age groups, the share of those using Telegram several times a day declines, to 79.4% among 45–54-year-olds and 70.2% among those aged 55 and over.

Table 160 **How often do you use Telegram?**

(% of respondents who answered, n=1,215)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Several times a day	**85.3**	85.2	85.3	89.5	93.0	88.5	79.4	70.2
Once a day	**10.8**	10.4	11.1	7.5	5.5	9.2	14.7	20.8
Several times a week	**3.0**	3.5	2.6	1.9	1.5	1.5	4.6	7.3
Once a week	**0.3**	0.5	0.2	–	–	0.4	0.4	1.1
Several times a month	**0.4**	0.3	0.5	0.4	–	0.4	0.8	0.6
Less than once a month	**0.2**	–	0.3	0.8	–	–	–	–

Regional data show that Telegram is used several times a day in all the regions of Uzbekistan represented in the survey. The highest figure is recorded in Khorezm region (88.9%), followed by Tashkent city and the Republic of Karakalpakstan (87.8% each). This pattern of use is somewhat less common in Kashkadarya region (79.7%) and Syrdarya region (80.8%). Telegram is used once a day by 17.7% of respondents in Kashkadarya region, 14.9% of those surveyed in Samarkand region and 14.3% in Andijan region.

Among rural residents, 86.1% use Telegram several times a day, compared with 84.5% of urban residents. The app is opened once a day by 10.4% of rural and 11.1% of urban residents. The share of those who use Telegram several times a week is almost the same: 3% in rural areas and 3.1% in urban areas.

Table 161 **How often do you use Telegram?**

(% of respondents who answered, n=1,215)

	Several times a day	Once a day	Several times a week	Once a week	Several times a month	Less than once a month
REGION						
Andijan region	83.5	14.3	1.1	1.1	–	–
Bukhara region	85.5	8.4	4.8	–	1.2	–
Fergana region	85.1	11.7	3.2	–		–
Jizzakh region	87.9	7.7	3.3	–	1.1	–
Namangan region	82.8	10.3	5.7	–	1.1	–
Navoi region	86.0	11.6	2.3	–	–	–
Kashkadarya region	79.7	17.7	2.5	–	–	–
Republic of Kara-kalpakstan	87.8	7.8	4.4	–	–	–
Samarkand region	83.9	14.9	1.1	–	–	–
Syrdarya region	80.8	12.8	5.1	–	1.3	–
Surkhandarya region	86.7	9.6	–	2.4	1.2	–
Tashkent city	87.8	8.9	2.2	1.1	–	–
Tashkent region	86.0	9.3	3.5	–	–	1.2
Khorezm region	88.9	6.7	3.3	–	–	1.1
TYPE OF SETTLEMENT						
Urban	84.5	11.1	3.1	0.3	0.8	0.2
Rural	86.1	10.4	3.0	0.4	–	0.2

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

On weekdays, respondents most often spend between 30 minutes and one hour on Telegram (28.7%) or less than 30 minutes (26.7%). A further 21.2% use the platform for one to two hours a day. Among women, 29% spend less than 30 minutes a day on the platform, compared with 24.4% of men.

Among 18–24-year-olds, two options are equally common: 30 minutes to one hour and one to two hours a day (27.1% each). In the 25–34 and 35–44 age groups, the most frequent choice is 30 minutes to one hour (29.4% and 29.1% respectively). Among 45–54-year-olds and those aged 55 and over, using Telegram for less than 30 minutes a day is the most common option (32.8% and 33.7% respectively). The share of those who spend a long time on Telegram also decreases with age.

Table 162 **How much time do you spend on Telegram on a weekday?**

(% of respondents who answered, n=1,215)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays
Total sample	**26.7**	**28.7**	**21.2**	**9.7**	**5.9**	**5.3**	**2.4**
GENDER							
Men	24.4	29.5	21.9	9.3	6.7	5.2	2.9
Women	29.0	28.0	20.5	10.1	5.2	5.3	1.9
AGE GROUP							
18–24	21.1	27.1	27.1	12.0	4.9	6.8	1.1
25–34	23.5	29.4	21.0	9.6	7.7	5.5	2.9
35–44	25.7	29.1	18.8	10.3	8.4	5.0	2.7
45–54	32.8	28.2	18.9	8.8	3.4	5.9	2.1
55+	33.7	30.3	19.1	6.7	4.5	2.2	3.4

Spending 30 minutes to one hour on Telegram is most common in Samarkand (36.8%), Andijan (34.1%), Surkhandarya (34.9%) and Fergana (33.0%) regions, as well as in Tashkent city (32.2%).

One to two hours a day is reported most often in Fergana region (25.5%) and Andijan region (25.3%), as well as in Namangan, Kashkadarya and Syrdarya regions (24.1–24.4%). The share of respondents spending two to three hours in the app is highest in the Republic of Karakalpakstan (16.7%), Jizzakh region (15.4%) and Kashkadarya region (15.2%).

Use of Telegram for more than four hours a day is found in Namangan region (8.0%), Navoi region (8.1%), Tashkent region (7.0%) and Tashkent city (7.8%).

Less than 30 minutes a day is reported by 30.6% of rural residents, compared with 23.4% of urban residents. Urban residents are more likely to spend 30 minutes to one hour in the app (30.8% vs 26.4%), two to three hours (11.1% vs 8.1%) and more than four hours (6.2% vs 4.2%).

Table 163 **How much time do you spend on Telegram on a weekday?**

(% of respondents who answered, n=1,215)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays
REGION							
Andijan region	16.5	34.1	25.3	6.6	7.7	5.5	4.4
Bukhara region	26.5	30.1	14.5	12.0	6.0	4.8	6.0
Fergana region	20.2	33.0	25.5	9.6	1.1	3.2	7.4
Jizzakh region	27.5	26.4	17.6	15.4	6.6	5.5	1.1
Namangan region	24.1	25.3	24.1	11.5	4.6	8.0	2.3
Navoi region	39.5	24.4	17.4	4.7	3.5	8.1	2.3
Kashkadarya region	27.8	17.7	24.1	15.2	10.1	2.5	2.5
Republic of Karakalpakstan	26.7	24.4	22.2	16.7	5.6	4.4	–

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use on weekdays
Samarkand region	23.0	36.8	21.8	8.0	3.4	5.7	1.1
Syrdarya region	28.2	25.6	24.4	9.0	7.7	3.8	1.3
Surkhandarya region	30.1	34.9	15.7	3.6	9.6	4.8	1.2
Tashkent city	22.2	32.2	17.8	8.9	10.0	7.8	–
Tashkent region	36.0	24.4	20.9	4.7	5.8	7.0	1.2
Khorezm region	27.8	31.1	24.4	10.0	2.2	2.2	2.2
TYPE OF SETTLEMENT							
Urban	23.4	30.8	19.7	11.1	6.2	6.2	2.5
Rural	30.6	26.4	22.8	8.1	5.6	4.2	2.3

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

According to respondents, time spent on Telegram generally increases at weekends. The most common option is one to two hours a day, chosen by 26.2% of respondents. A further 22.3% spend 30 minutes to one hour in the app and 19.2% less than 30 minutes. Overall, 26.3% of respondents use Telegram for more than two hours on weekend days, including 6.3% who spend more than four hours in the app.

At weekends, 22.9% of women and 15.3% of men use Telegram for less than 30 minutes. Men are more likely to report longer use: two to three hours (14% vs 11.6% among women) and three to four hours (10.1% vs 4.3%). More than four hours on Telegram is reported by 7.2% of men and 5.5% of women.

Among 18–24-year-olds, 27.8% spend one to two hours on Telegram on a weekend day and 31.3% more than two hours. Among 25–34-year-olds, the corresponding figures are 26.5% and 26.9%.

Shorter use is more common in the older age groups. Among those aged 55 and over, 26.4% spend less than 30 minutes in the app and 28.7% between 30 minutes and one hour.

Table 164 **How much time do you spend on Telegram on a weekend day?**
(% of respondents who answered, n=1,215)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use at weekends
Total sample	**19.2**	**22.3**	**26.2**	**12.8**	**7.2**	**6.3**	**6.1**
GENDER							
Men	15.3	22.1	25.9	14.0	10.1	7.2	5.4
Women	22.9	22.5	26.4	11.6	4.3	5.5	6.8
AGE GROUP							
18–24	16.2	21.8	27.8	11.3	9.8	10.2	3.0
25–34	16.9	23.2	26.5	11.4	8.1	7.4	6.6
35–44	18.8	19.5	28.7	15.7	5.0	5.7	6.5
45–54	20.2	20.2	24.8	17.2	5.9	3.4	8.4
55+	26.4	28.7	21.3	6.7	6.7	3.9	6.2

The share of respondents using Telegram for one to two hours on weekend days is highest in the Republic of Karakalpakstan and Khorezm region (34.4% each), followed by Tashkent city (30.0%) and Samarkand region (29.9%). In Navoi region, by contrast, shorter use is more common: 34.9% of respondents spend less than 30 minutes in the app. This figure is also relatively high in Tashkent region (25.6%), Kashkadarya region (25.3%) and Syrdarya region (24.4%).

The highest shares of users spending more than four hours on Telegram on a weekend day are found in Tashkent region (11.6%), Andijan region (11.0%) and Tashkent city (10.0%).

The share of those who do not usually use Telegram at weekends deserves separate mention. The highest figures are recorded in Namangan region (12.6%), Fergana region (10.6%) and Surkhandarya region (9.6%).

By type of settlement, rural residents are slightly more likely to spend 30 minutes to one hour on Telegram on a weekend day (25.0% vs 20.0% among urban residents). Urban residents are more likely to use the platform for three to four hours (8.2% vs 6.0%) and for more than four hours (7.3% vs 5.3%).

Table 165 **How much time do you spend on Telegram on a weekend day?**
(% of respondents who answered, n=1,215)

	Less than 30 minutes	30 minutes to 1 hour	1–2 hours	2–3 hours	3–4 hours	More than 4 hours	Usually do not use at weekends
REGION							
Andijan region	12.1	22.0	27.5	13.2	9.9	11.0	4.4
Bukhara region	15.7	27.7	25.3	12.0	8.4	6.0	4.8
Fergana region	14.9	27.7	24.5	8.5	8.5	5.3	10.6
Jizzakh region	19.8	19.8	26.4	17.6	6.6	6.6	3.3
Namangan region	14.9	24.1	20.7	14.9	5.7	6.9	12.6
Navoi region	34.9	23.3	15.1	15.1	2.3	2.3	7.0
Kashkadarya region	25.3	15.2	21.5	20.3	10.1	2.5	5.1
Republic of Karakalpakstan	14.4	22.2	34.4	12.2	10.0	3.3	3.3
Samarkand region	16.1	26.4	29.9	13.8	9.2	2.3	2.3
Syrdarya region	24.4	25.6	28.2	6.4	5.1	6.4	3.8
Surkhandarya region	16.9	22.9	26.5	8.4	7.2	8.4	9.6
Tashkent city	13.3	15.6	30.0	15.6	6.7	10.0	8.9
Tashkent region	25.6	19.8	20.9	12.8	4.7	11.6	4.7
Khorezm region	22.2	20.0	34.4	7.8	5.6	5.6	4.4
TYPE OF SETTLEMENT							
Urban	19.0	20.0	25.9	12.8	8.2	7.3	6.8
Rural	19.3	25.0	26.5	12.7	6.0	5.3	5.3

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

The evening is the most popular time for using Telegram. In the total sample, 43.3% of respondents most often use the platform between 18:00 and 21:00, and 41.9% between 21:00 and 24:00. Telegram is also actively used in the first half of the day: 35.1% of respondents mentioned 09:00–12:00 and 33.5% 12:00–15:00. The time after midnight is mentioned least often (5.8%).

By gender, evening activity is more pronounced among men: 47.6% of men and 39.1% of women use Telegram most often between 18:00 and 21:00, and 45.1% and 38.8% respectively between 21:00 and 24:00. Women, in turn, are slightly more likely to mention using the platform in the first half of the day: for 09:00–12:00 the figure is 36.6%, compared with 33.5% of men. Men are also more likely to use Telegram after midnight (7.4% vs 4.3% of women).

Respondents aged 55 and over are noticeably less likely to use Telegram mostly late in the evening: 35.4% name 21:00–24:00, compared with 42.0–44.5% in the other age groups.

Table 166 **At what time of day do you most often use Telegram?**

(% of respondents who answered, n=1,215)

	Total sample	Gender		Age group				
		Men	Women	18–24	25–34	35–44	45–54	55+
Before 09:00	**20.2**	22.9	17.6	14.3	20.6	21.8	22.3	23.0
09:00–12:00	**35.1**	33.5	36.6	38.0	37.1	37.5	34.5	24.7
12:00–15:00	**33.5**	32.3	34.6	33.8	32.0	34.9	32.8	34.3
15:00–18:00	**25.6**	26.1	25.1	26.3	26.1	26.1	26.5	21.9
18:00–21:00	**43.3**	47.6	39.1	40.2	41.2	47.1	45.4	42.7
21:00–24:00	**41.9**	45.1	38.8	42.9	44.5	42.5	42.0	35.4
After 24:00	**5.8**	7.4	4.3	7.9	6.6	5.7	5.5	2.2

**Respondents could choose more than one answer.*

Between 18:00 and 21:00, the highest figures are recorded in Namangan region (59.8%) and Fergana region (57.4%). High shares are also found in Khorezm region (51.1%), the Republic of Karakalpakstan (50.0%) and Kashkadarya region (49.4%). In the late evening (21:00–24:00), the Republic of Karakalpakstan and Khorezm region lead (53.3% each), followed by Samarkand region (50.6%).

In Kashkadarya region, 49.4% of respondents use Telegram between 09:00 and 12:00 and 43% between 12:00 and 15:00; 39.2% mentioned the period before 09:00, 40.5% 15:00–18:00, and 25.3% the time after midnight.

Evening hours remain the most popular among both urban and rural residents. However, rural respondents are more likely to use Telegram before 09:00 (23.6% vs 17.2% among urban residents), between 18:00 and 21:00 (46.2% vs 40.7%) and between 21:00 and 24:00 (44.1% vs 39.9%).

Table 167 **At what time of day do you most often use Telegram?**

(% of respondents who answered, n=309)

	Before 09:00	09:00–12:00	12:00–15:00	15:00–18:00	18:00–21:00	21:00–24:00	After 24:00
REGION							
Andijan region	27.5	24.2	24.2	22.0	42.9	42.9	5.5
Bukhara region	15.7	34.9	36.1	19.3	28.9	41.0	4.8
Fergana region	18.1	44.7	38.3	26.6	57.4	28.7	0.0
Jizzakh region	18.7	27.5	28.6	25.3	35.2	38.5	7.7
Namangan region	24.1	42.5	44.8	29.9	59.8	34.5	0.0
Navoi region	15.1	41.9	33.7	23.3	36.0	39.5	4.7
Kashkadarya region	39.2	49.4	43.0	40.5	49.4	48.1	25.3
Republic of Karakalpakstan	15.6	43.3	42.2	36.7	50.0	53.3	10.0
Samarkand region	25.3	32.2	19.5	24.1	36.8	50.6	8.0
Syrdarya region	11.5	26.9	26.9	15.4	33.3	35.9	1.3
Surkhandarya region	12.0	41.0	28.9	20.5	33.7	42.2	2.4
Tashkent city	23.3	22.2	32.2	23.3	41.1	34.4	5.6
Tashkent region	19.8	31.4	27.9	22.1	47.7	44.2	7.0
Khorezm region	16.7	30.0	42.2	28.9	51.1	53.3	1.1
TYPE OF SETTLEMENT							
Urban	17.2	34.5	31.3	26.2	40.7	39.9	5.1
Rural	23.6	35.7	36.0	25.0	46.2	44.1	6.7

**Respondents could choose more than one answer.*

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

Respondents' answers show that home is the main place where they use Telegram: 72% of the total sample chose this option. In second place is using the platform almost everywhere, mentioned by 10.3% of respondents. A further 15.1% most often use Telegram at work.

Women are more likely than men to name home (77.9% vs 65.8%). Men, in turn, are more likely to use Telegram at work (18.5% vs 11.9%) and almost everywhere (13.3% vs 7.4%).

Among those aged 55 and over, 90.4% use Telegram most often at home. In the younger groups, this share is lower: 62.4% among 18–24-year-olds and 64.3% among 25–34-year-olds. Using Telegram at work is most common among 25–34-year-olds (20.2%).

Table 168 **Where do you most often use Telegram?**

(% of respondents who answered, n=1,215)

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a queue or while waiting	Almost everywhere
Total sample	**72.0**	**15.1**	**1.6**	**0.3**	**0.2**	**0.2**	**0.2**	**10.3**

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a queue or while waiting	Almost everywhere
GENDER								
Men	65.8	18.5	1.0	0.2	0.5	0.5	0.2	13.3
Women	77.9	11.9	2.1	0.5	–	–	0.2	7.4
AGE GROUP								
18–24	62.4	11.7	4.9	1.1	0.4	0.4	0.4	18.8
25–34	64.3	20.2	2.2		0.4	0.4	0.4	12.1
35–44	73.6	16.5	–	0.4	–	0.4	–	9.2
45–54	76.1	16.4	–	–	–	–	–	7.6
55+	90.4	9.0	–	–	0.6	–	–	–

Home remains the main place of Telegram use in every region shown. The highest figures are recorded in Andijan and Khorezm regions (80.2% each), as well as in Surkhandarya region (78.2%) and Fergana region (77.7%).

Residents of Kashkadarya region are relatively less likely to name home as their main place of use (59.5%).

In most regions, work is the second most common place of Telegram use. The highest figures are recorded in Navoi region (24.4%) and Tashkent region (23.3%).

Using Telegram almost everywhere is reported by 29.1% of respondents in Kashkadarya region and 25.6% in Samarkand region.

By type of settlement, urban residents are more likely than rural residents to choose “almost everywhere” (11.6% vs 8.8%).

Table 169 **Where do you most often use Telegram?**

(% of respondents who answered, n=1,215)

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a queue or while waiting	Almost everywhere
REGION								
Andijan region	80.2	8.8	2.2	1.1	–	–	–	7.7
Bukhara region	67.5	14.5	1.2	–	–	2.4	–	14.5
Fergana region	77.7	20.2	1.1	–	–	–	–	1.1

	At home	At work	At my place of study	On public transport	In the car	In a café or other public place	In a queue or while waiting	Almost everywhere
Jizzakh region	69.2	5.5	2.2	–	–	–	–	23.1
Namangan region	71.3	12.6	2.3	–	1.1	1.1	–	11.5
Navoi region	65.1	24.4	3.5	–	–	–	1.2	5.8
Kashkadarya region	59.5	10.1	1.3	–	–	–	–	29.1
Samarkand region	61.1	13.3	–	–	–	–	–	25.6
Syrdarya region	75.9	19.5	2.3	–	–	–	–	2.3
Surkhandarya region	78.2	16.7	1.3	–	2.6	–	–	1.3
Tashkent city	74.7	18.1	3.6	1.2	–	–	–	2.4
Tashkent region	64.4	23.3	1.1	1.1	–	–	1.1	8.9
Khorezm region	80.2	12.8	–	–	–	–	–	7.0
TYPE OF SETTLEMENT								
Urban	69.5	15.6	1.9	0.6	0.3	0.3	0.2	11.6
Rural	74.9	14.6	1.2	–	0.2	0.2	0.2	8.8

**Results for small groups are for reference only and should be interpreted with caution because of the limited number of observations.*

News channels from Uzbekistan are the most popular type of Telegram channel: 55.2% of respondents in the total sample subscribe to them. They are followed by channels of universities, schools and educational centres (22.4%), channels of local authorities and mahallas (21.2%), educational and popular science channels (17.0%), and official channels of government bodies and institutions (15.6%). This points to considerable interest among respondents in news, educational and official information. International news channels were chosen by 27.1% of respondents, and regional and local news channels by 10.5%. Channels of bloggers and opinion leaders were mentioned by 12.3% of participants. In addition to channels of educational institutions and popular science resources, 13.9% of respondents subscribe to professional and industry channels and 12.9% to channels with job vacancies and employment information. Interest in health and medicine channels was expressed by 13.7%, while channels on finance and financial literacy, legal information, and technology and artificial intelligence are less common, at 3.0–3.5%.

Men are more likely than women to subscribe to news channels from Uzbekistan (61.3% vs 49.4%), international news channels (35.7% vs 18.8%), official channels of government bodies (20.7% vs 10.6%) and channels of local authorities and mahallas (24.1% vs 18.5%). There is also a substantial gap for sports channels, chosen by 22.9% of men and 3.5% of women. Business and entrepreneurship channels are likewise more often mentioned by men (11.6% vs 5.2%).

Among women, 25.3% subscribe to channels of universities, schools and educational centres, compared with 19.4% of men; for educational and popular science channels the figures are 20.6% and 13.1% respectively. Clear differences can be seen for health and medicine (18.8% among women vs 8.4% among men), family and parenting (11.9% vs 4.2%), and cooking, home and

lifestyle (16.3% vs 1.5%). Women are also more likely to choose women's channels (20.5% vs 0.3% among men) and channels of shops, companies, brands and services (9.2% vs 4.4%). Overall, 6.0% of respondents said they do not subscribe to any Telegram channels.

Table 170 **What types of Telegram channels do you subscribe to?**

(% of respondents who answered, n=1,215)

	Total sample	Gender	
		Men	Women
Uzbek news channels	**55.2**	61.3	49.4
International news channels	**27.1**	35.7	18.8
Regional and local news channels	**10.5**	12.0	9.0
Official channels of government bodies and institutions	**15.6**	20.7	10.6
Channels of local authorities and mahallas	**21.2**	24.1	18.5
Channels of newspapers, magazines, TV and radio stations	**4.5**	5.4	3.7
Channels of bloggers and opinion leaders	**12.3**	13.0	11.8
Analytical and socio-political channels	**6.7**	6.7	6.6
Educational and popular science channels	**17.0**	13.1	20.6
Channels of universities, schools and education centres	**22.4**	19.4	25.3
Job vacancy and employment channels	**12.9**	12.8	13.0
Professional and industry channels	**13.9**	12.6	15.1
Business and entrepreneurship channels	**8.3**	11.6	5.2
Finance and financial literacy channels	**3.4**	3.7	3.1
Channels with legal information and explanations of laws	**3.5**	3.9	3.2
Health and medicine channels	**13.7**	8.4	18.8
Technology, internet and AI channels	**3.0**	4.9	1.3
Culture, literature, art and history channels	**2.9**	3.4	2.4
Religious education channels	**2.4**	3.2	1.6
Family and parenting channels	**8.1**	4.2	11.9
Women's channels	**10.6**	0.3	20.5
Youth channels	**5.8**	5.6	6.0
Sports channels	**13.0**	22.9	3.5
Travel channels	**3.7**	4.0	3.4
Entertainment and comedy channels	**5.3**	5.2	5.3
Film, series and music channels	**8.2**	10.1	6.4
Cookery, home and lifestyle channels	**9.1**	1.5	16.3
Channels of shops, companies, brands and services	**6.8**	4.4	9.2
Channels with classified ads, discounts and promotional offers	**4.7**	5.9	3.5
Do not follow any accounts	**6.0**	4.9	7.1
Hard to say	**1.6**	2.0	1.3

**Respondents could choose more than one answer.*

In all age groups, subscriptions to news channels from Uzbekistan are the most common: 57.7% of 25–34-year-olds, 57.1% of 18–24-year-olds, 55.5% of 45–54-year-olds and 48.9% of those aged 55 and over subscribe to them. International news channels are particularly popular among young respondents, mentioned by 35.0% of 18–24-year-olds. A similar pattern applies to channels of local authorities and mahallas: their share is higher among 35–44-year-olds (25.7%), 45–54-year-olds (25.2%) and those aged 55 and over (23.0%) than among young respondents. Among 18–24-year-olds, 25.6% subscribe to educational and popular science channels and 32.0% to channels of universities, schools and educational centres. Channels with job vacancies and employment information are more often mentioned by respondents aged 25–54.

Channels about family and parenting are more often mentioned by 35–44-year-olds (11.5%). Young respondents are more likely to name channels of bloggers and opinion leaders (14.3% among 18–24-year-olds). Sports channels, meanwhile, remain popular across age groups, with the highest figures among 35–44-year-olds (16.9%) and 18–24-year-olds (15.4%).

The share of respondents who do not subscribe to any Telegram channels deserves separate mention. Respondents in the oldest age group (55 and over) more often find it difficult to answer the question about types of channels (2.8%).

Table 171 **What types of Telegram channels do you subscribe to?**
(% of respondents who answered, n=1,215)

	Age group				
	18–24	25–34	35–44	45–54	55+
Uzbek news channels	57.1	57.7	54.8	55.5	48.9
International news channels	35.0	26.5	22.6	25.2	25.3
Regional and local news channels	5.3	11.4	7.7	14.7	15.2
Official channels of government bodies and institutions	18.0	16.2	16.9	12.6	12.9
Channels of local authorities and mahallas	14.3	19.1	25.7	25.2	23.0
Channels of newspapers, magazines, TV and radio stations	4.9	3.7	3.4	5.0	6.2
Channels of bloggers and opinion leaders	14.3	13.2	11.1	13.0	9.0
Analytical and socio-political channels	12.0	5.5	5.4	5.0	4.5
Educational and popular science channels	25.6	16.9	15.3	13.0	11.8
Channels of universities, schools and education centres	32.0	23.2	23.0	17.6	12.4
Job vacancy and employment channels	10.2	15.4	15.3	15.1	6.7
Professional and industry channels	18.8	16.9	13.8	11.3	5.6
Business and entrepreneurship channels	12.0	6.6	9.6	7.6	4.5
Finance and financial literacy channels	4.5	5.1	1.5	2.1	3.4
Channels with legal information and explanations of laws	3.8	4.0	2.3	4.2	3.4
Health and medicine channels	8.6	13.6	12.6	17.2	18.5

	Age group				
	18–24	25–34	35–44	45–54	55+
Technology, internet and AI channels	4.1	2.6	3.1	2.9	2.2
Culture, literature, art and history channels	3.8	1.8	2.7	2.9	3.4
Religious education channels	2.6	1.1	1.1	2.9	5.1
Family and parenting channels	2.6	8.8	11.5	9.2	9.0
Women's channels	7.5	10.3	10.0	10.9	16.3
Youth channels	10.9	8.1	2.3	2.1	4.5
Sports channels	15.4	11.4	16.9	10.5	9.6
Travel channels	4.9	3.7	2.3	5.0	2.2
Entertainment and comedy channels	3.8	4.4	6.9	7.1	3.9
Film, series and music channels	12.0	8.5	7.7	7.1	4.5
Cookery, home and lifestyle channels	9.0	7.0	11.5	11.3	5.6
Channels of shops, companies, brands and services	5.6	8.8	7.7	7.6	3.4
Channels with classified ads, discounts and promotional offers	4.1	4.4	5.4	5.5	3.9
Do not follow any accounts	1.1	4.0	6.5	6.7	14.6
Hard to say	0.0	1.8	1.9	2.1	2.8

**Respondents could choose more than one answer.*

Among both urban and rural residents, subscriptions to news channels from Uzbekistan are the most common, mentioned by 56% of urban and 54.3% of rural respondents. Rural residents are slightly more likely to mention channels of local authorities and mahallas (23.2% vs 19.5% among urban residents) and official channels of government bodies and institutions (16% vs 15.2%). Channels of universities, schools and educational centres are also more often chosen by rural respondents (24.1% vs 20.9% in urban areas).

Table 172 **What types of Telegram channels do you subscribe to?**

Multiple answers possible (% of respondents who answered, n=1,215)

	Type of settlement	
	Urban	Rural
Uzbek news channels	56.0	54.3
International news channels	28.3	25.7
Regional and local news channels	9.9	11.1
Official channels of government bodies and institutions	15.2	16.0
Channels of local authorities and mahallas	19.5	23.2
Channels of newspapers, magazines, TV and radio stations	5.4	3.5
Channels of bloggers and opinion leaders	12.4	12.3
Analytical and socio-political channels	7.1	6.2
Educational and popular science channels	17.3	16.5
Channels of universities, schools and education centres	20.9	24.1
Job vacancy and employment channels	12.5	13.4
Professional and industry channels	12.5	15.5
Business and entrepreneurship channels	7.9	8.8
Finance and financial literacy channels	3.9	2.8

	Type of settlement	
	Urban	Rural
Channels with legal information and explanations of laws	3.6	3.5
Health and medicine channels	14.4	13.0
Technology, internet and AI channels	3.4	2.6
Culture, literature, art and history channels	2.8	3.0
Religious education channels	2.6	2.1
Family and parenting channels	7.7	8.6
Women's channels	10.7	10.5
Youth channels	5.3	6.3
Sports channels	12.8	13.2
Travel channels	4.2	3.2
Entertainment and comedy channels	4.3	6.3
Film, series and music channels	9.1	7.2
Cookery, home and lifestyle channels	8.2	10.0
Channels of shops, companies, brands and services	7.4	6.2
Channels with classified ads, discounts and promotional offers	4.3	5.1
Do not follow any accounts	5.4	6.7
Hard to say	1.2	2.1

G.3 Problems encountered when using Telegram

Respondents' answers show that Telegram users most often encounter unreliable information, intrusive advertising and spam, as well as fraudulent messages and unwanted notifications. The most widespread problem is unreliable or unverified information, mentioned by 35.1% of respondents. Intrusive advertising and spam were cited by 31.6%, and overly frequent and distracting notifications by 26.9%. A further 24.4% of respondents have come across fraudulent messages and offers, and 23.2% fake online shops and sellers.

Malicious files, apps or programs were mentioned by 20.5% of respondents, fake accounts and bots by 13.1%, and hacking or attempted hacking of their account by 9.7%. Being added to groups or channels against their wishes was reported by 12.9% of respondents. In addition, 9.4% mentioned difficulty identifying the author or original source of information, and 8.0% manipulative posts and misleading headlines.

Men are more likely than women to mention unreliable or unverified information (38.9% vs 31.4%), intrusive advertising and spam (34.2% vs 29.1%) and malicious files and programs (22.2% vs 18.8%). They are also slightly more likely to report hacking or attempted hacking of their account (11.3% vs 8.2%) and fake job vacancies, giveaways or investment offers (10.3% vs 7.6%).

Women, in turn, are more likely than men to mention being added to groups or channels against their wishes (16.4% vs 9.3%), fake online shops and sellers (24.2% vs 22.2%), and difficulty finding the information they need among a large number of messages (5.5% vs 3.7%).

At the same time, 11.5% of respondents said they had not recently encountered any of the problems listed: 13.4% of women and 9.6% of men.

Table 173 **What problems have you encountered on Telegram recently?**
(% of respondents who answered, n=1,215)

	Total sample	Gender	
		Men	Women
Unreliable or unverified information	**35.1**	38.9	31.4
Manipulative posts and misleading headlines	**8.0**	9.4	6.6
Difficulty identifying the author or original source of information	**9.4**	9.9	8.9
Large numbers of repeated messages and re-posts	**19.5**	21.0	18.0
Information overload from too many channels	**9.2**	7.7	10.6
Overly frequent and distracting notifications	**26.9**	26.6	27.2
Intrusive advertising and spam	**31.6**	34.2	29.1
Being added to groups or channels without consent	**12.9**	9.3	16.4
Fraudulent messages and offers	**24.4**	24.4	24.5
Fake online shops and sellers	**23.2**	22.2	24.2
Fake job vacancies, giveaways or investment offers	**8.9**	10.3	7.6
Phishing links and attempts to obtain personal data	**1.6**	1.9	1.3
Malicious files, apps or software	**20.5**	22.2	18.8
Account hacking or hacking attempts	**9.7**	11.3	8.2
Fake accounts impersonating others	**3.0**	2.2	3.9
Leaks or sharing of personal data without consent	**1.4**	1.7	1.1
Fake accounts and automated bots	**13.1**	13.6	12.6
Insults, harassment or threats in groups and comments	**1.1**	0.7	1.4
Hidden advertising in channel and blogger posts	**1.3**	1.3	1.3
Sharing others' content without crediting the source	**0.7**	0.2	1.1
Difficulty finding information among large numbers of messages	**4.6**	3.7	5.5
Technical glitches, slow loading or connection problems	**5.6**	5.4	5.8
Restriction or blocking of an account, group or channel	**2.8**	2.0	3.5
Have not encountered any	**11.5**	9.6	13.4
Hard to say	**4.1**	4.0	4.2

**Respondents could choose up to five answers.*

In all age groups, unreliable information, intrusive advertising and spam, and fraudulent messages remain among the most common problems encountered on Telegram. However, the nature of some difficulties varies with age.

Unreliable or unverified information is mentioned most often by 18–24-year-olds (38.7%) and 45–54-year-olds (37.4%). Among 25–34-year-olds the figure is 36.0%, and among 35–44-year-olds and those aged 55 and over it is 31.0% and 30.9% respectively. Intrusive advertising and spam are a particular concern for 35–44-year-olds (36.4%), while in the other age groups the share ranges from 28.7% to 31.2%. Around a quarter of respondents in every age group have encountered fraudulent messages and offers, from 21.9% among those aged 55 and over to 25.7% among 25–44-year-olds.

Marked age differences appear with regard to notifications and repetitive messages. Overly frequent and distracting notifications are mentioned most often by young respondents aged 18–24 (32.0%), while among those aged 55 and over the figure drops to 20.2%. Repetitive messages and reposts are a particular concern for 45–54-year-olds (26.5%), well above the figures for the other age groups. Young respondents are also more likely to report difficulty identifying the author or original source of information: 12.4% of 18–24-year-olds and 11.0% of 25–34-year-olds. Among those aged 55 and over, the figure is 6.2%.

Differences are more pronounced still in answers related to digital security. Malicious files, apps or programs were mentioned by 30.8% of 18–24-year-olds. The figure is 21.7% among 25–34-year-olds, 21.1% among 35–44-year-olds and 15.1% among 45–54-year-olds, falling to 9.6% among those aged 55 and over. A similar pattern applies to fake accounts and bots: 16.9% of 18–24-year-olds and 16.2% of 25–34-year-olds had encountered them, while among respondents over the age of 45 the share does not exceed 8.8%. Hacking or attempted hacking of an account was reported by 13.5% of young respondents, 5.9% of 45–54-year-olds and 6.2% of those aged 55 and over.

Young respondents are also more likely to report being added to groups or channels against their wishes: 17.7% of 18–24-year-olds, compared with 7.3% of those aged 55 and over. Fake online shops and sellers are of greatest concern to the youngest group (26.3%) and to 25–34-year-olds (24.3%). Fake job vacancies, giveaways and investment offers are mentioned more often by 25–34-year-olds (12.9%) and 18–24-year-olds (10.9%). These results indicate that younger respondents are more likely to report exposure to various digital threats and unwanted activity. The share of those who have not encountered any of the problems listed deserves separate mention. It stands at 5.3% among 18–24-year-olds, 7.0% among 25–34-year-olds and around 13% among 35–54-year-olds. In the group aged 55 and over, it reaches 23%.

Table 174 **What problems have you encountered on Telegram recently?**
(% of respondents who answered, n=1,215)

	Age group				
	18–24	25–34	35–44	45–54	55+
Unreliable or unverified information	38.7	36.0	31.0	37.4	30.9
Manipulative posts and misleading headlines	9.0	8.5	6.5	7.1	9.0

	Age group				
	18–24	25–34	35–44	45–54	55+
Difficulty identifying the author or original source of information	12.4	11.0	8.4	7.6	6.2
Large numbers of repeated messages and reposts	19.5	15.8	19.2	26.5	16.3
Information overload from too many channels	8.3	9.9	8.8	8.8	10.7
Overly frequent and distracting notifications	32.0	26.5	25.3	28.6	20.2
Intrusive advertising and spam	31.2	30.1	36.4	30.7	28.7
Being added to groups or channels without consent	17.7	14.7	9.6	13.4	7.3
Fraudulent messages and offers	24.8	25.7	25.7	23.1	21.9
Fake online shops and sellers	26.3	24.3	20.7	24.4	19.1
Fake job vacancies, giveaways or investment offers	10.9	12.9	6.9	7.6	4.5
Phishing links and attempts to obtain personal data	4.5	0.7	0.8	0.8	0.6
Malicious files, apps or software	30.8	21.7	21.1	15.1	9.6
Account hacking or hacking attempts	13.5	10.7	10.7	5.9	6.2
Fake accounts impersonating others	4.5	1.8	3.8	1.3	3.9
Leaks or sharing of personal data without consent	3.4	1.1	0.8	0.4	1.1
Fake accounts and automated bots	16.9	16.2	13.4	8.8	7.9
Insults, harassment or threats in groups and comments	0.8	1.1	0.0	2.1	1.7
Hidden advertising in channel and blogger posts	0.4	1.5	2.3	0.0	2.8
Sharing others' content without crediting the source	0.4	0.7	0.0	0.8	1.7
Difficulty finding information among large numbers of messages	5.6	4.4	4.6	4.2	3.9
Technical glitches, slow loading or connection problems	6.8	5.1	6.1	4.2	5.6
Restriction or blocking of an account, group or channel	3.8	3.3	3.8	2.1	0.0
Have not encountered any	5.3	7.0	13.0	13.4	23.0
Hard to say	1.5	2.9	4.6	5.5	7.3

**Respondents could choose up to five answers.*

The problems encountered on Telegram vary by region, although unreliable or unverified information remains the most common. The highest figures for this problem are recorded in the Republic of Karakalpakstan (47.8%), Surkhandarya region (45.8%) and Namangan region (40.2%). The lowest shares are found in Tashkent region (23.3%), Kashkadarya region (27.8%) and Syrdarya region (29.5%). Intrusive advertising and spam were mentioned as a problem on Telegram by residents of Fergana region (38.3%), Namangan and Samarkand regions (36.8% each). In Tashkent region the figure is 25.6%, in Tashkent city 25.6%, and in Kashkadarya region 24.1%. Overly frequent and distracting notifications most often bother respondents in the Republic of Karakalpakstan (37.8%), Andijan region (33.0%), Navoi region (33.7%) and Bukhara region (32.5%).

Fraudulent messages and offers are mentioned particularly often in the Republic of Karakalpakstan (31.1%), Fergana region (27.7%), Samarkand region (28.7%) and Namangan region (26.4%). The figure is 18.1% in Surkhandarya region and 19.0% in Kashkadarya region. Fake online shops and sellers cause concern most often in the Republic of Karakalpakstan (50.0%), Jizzakh region (36.3%) and Samarkand region (32.2%).

The share of respondents who have not encountered any of the problems listed also varies. The highest figure is recorded in Kashkadarya region, at 17.7%; in Namangan region it is 24.1%, and in Khorezm region 27.8%. By contrast, this option was chosen by 11.0% of respondents in Andijan region, 7.2% in Bukhara region and 6.4% in Fergana region.

Table 175 **What problems have you encountered on Telegram recently?**

Up to five answers possible (% of respondents who answered, n=1,215)

	Type of settlement	
	Urban	Rural
Unreliable or unverified information	33.3	37.1
Manipulative posts and misleading headlines	8.0	7.9
Difficulty identifying the author or original source of information	9.9	8.8
Large numbers of repeated messages and reposts	18.1	21.1
Information overload from too many channels	9.1	9.3
Overly frequent and distracting notifications	26.2	27.8
Intrusive advertising and spam	28.0	35.7
Being added to groups or channels without consent	11.6	14.4
Fraudulent messages and offers	22.6	26.5
Fake online shops and sellers	22.3	24.3
Fake job vacancies, giveaways or investment offers	9.3	8.4
Phishing links and attempts to obtain personal data	1.9	1.2
Malicious files, apps or software	21.7	19.2
Account hacking or hacking attempts	10.7	8.6
Fake accounts impersonating others	3.4	2.6
Leaks or sharing of personal data without consent	1.2	1.6
Fake accounts and automated bots	13.2	13.0
Insults, harassment or threats in groups and comments	1.1	1.1
Hidden advertising in channel and blogger posts	1.1	1.6
Sharing others' content without crediting the source	0.8	0.5
Difficulty finding information among large numbers of messages	4.5	4.7
Technical glitches, slow loading or connection problems	4.8	6.5
Restriction or blocking of an account, group or channel	1.7	4.0
Have not encountered any	11.3	11.8
Hard to say	3.6	4.7

**Respondents could choose up to five answers.*

By type of settlement, unreliable or unverified information is the most common problem in both groups, mentioned by 37.1% of rural and 33.3% of urban residents. Rural respondents complain noticeably more often about intrusive advertising and spam (35.7% vs 28% among urban residents). Fraudulent messages and offers are more often mentioned by rural respondents (26.5% vs 22.6%). Hacking or attempted hacking of an account was reported by 10.7% of urban and 8.6% of rural residents. The share of those who have not encountered any of the problems listed is almost the same: 11.8% among rural and 11.3% among urban residents.



Conclusions

General trends in media consumption

1. The survey found that citizens follow domestic news regularly (50.4%) or occasionally (30.4%). The main sources of domestic news are Telegram channels (51.6%), television (44.6%), social networks (41.6%), YouTube and video blogs (31.3%), and online publications and news websites (30.0%), while the main reasons for using them to get news about events in the country are the speed at which information is delivered (48.6%), trust in the source (31.3%), availability at any time and in any place (31%), a convenient presentation format (30.9%) and free access (24.1%).
2. The survey showed that respondents are most interested in events in Uzbekistan (56%), international events (40%), local or regional events (22%), public administration and politics (21.7%), education and science (20.7%) and healthcare (17.6%). At the same time, what interests respondents most is information about Uzbekistan as a whole (69.2%), about the world (51.2%) and about their own mahalla (44.3%), region (24.7%), and district and city (23.9%).
3. The survey identified the topics on which respondents feel the media provide too little information, including prices, incomes, employment and social support (41.3%), the needs of the population (40.6%), healthcare (23%), laws and citizens' rights (22%), public services (18%), education and science (16%), and ecology and the environment (13.6%).
4. The formats respondents prefer most are news programmes (48.8%), short news items and digests (41.7%), entertainment TV programmes (24.2%), short video reels (22%), detailed analytical content (21.5%), live broadcasts (17.4%), video reports (17.1%), stories of ordinary people (14.7%), documentaries (14.1%), and interviews and talk shows (12%).
5. The survey found that the state language is the preferred language for receiving information. Most respondents prefer to read media content in the Cyrillic script (71.7%). Almost

half of respondents prefer information in Latin-script Uzbek (49.8%). Respondents also named Russian among the languages in greatest demand (43.3%).

6. The analysis showed that respondents are generally highly satisfied with the state of media development in the country (65.3%). They believe that the media perform informational and regulatory functions, saying that they inform the public about current events (52.7%), cover government reforms and initiatives (25.1%), shape public opinion (45%), act as a link between the state and citizens, and raise civic engagement and legal literacy (31.6%).
7. The survey showed that the sources respondents trust most are television (44.3%), official websites of government bodies (17.3%), Telegram channels (11.3%), online publications and news websites (7.4%), social networks (6.7%), and YouTube and video blogs (5.4%), while overall 65.9% fully or partly trust the country's media. Trust in television increases with age, from 23.1% among 18–24-year-olds to 70.6% among respondents aged 55 and over. By contrast, trust in most digital sources declines with age.
8. In the total sample, most respondents encounter unreliable or misleading information very often (13.9%), quite often (13.7%), sometimes (33.7%) or rarely (27.6%). Respondents most often associate the spread of unreliable and false information with YouTube and video blogs (50.1%), Telegram channels (44%) and social networks (38.4%), as well as online publications and news websites. Survey participants also firmly believe that penalties for spreading false information in the media should be tightened (77.4%).
9. The survey showed that, in the total sample, assessments of the level of freedom of speech and media independence in Uzbekistan are predominantly positive, as reflected in respondents' emphasis on journalists' ability to speak freely and cover any topic (49.7%). The analysis also found that 41.3% of respondents consider the conditions for journalists' professional work fully adequate.
10. The analysis showed that, in respondents' view, the pressing problems in the work of the media include the spread of fake news (46.6%), insufficient objectivity and impartiality (33.1%), a lack of transparency in the work of government bodies (30.6%), journalists' limited access to information (27.4%), their inadequate professional training (20.4%) and too little analytical content (20.3%).
11. Most respondents are in favour of the state monitoring the reliability of information (75.9%) or of partial state regulation of the media in matters of security and morality (18.2%).
12. Respondents see the main measures for strengthening media independence in Uzbekistan as stronger legal guarantees of freedom of speech (56.5%), better professional training for journalists (30.7%) and wider access for journalists to information held by government bodies (27%).

Television

13. The survey results showed that 67.5% of respondents watch TV content, while 32.5% do not watch TV channels, regardless of device or means of accessing content. There are marked

differences by age. TV viewing is more common in older age groups, whereas the share of those who watch TV content is lower among younger respondents.

14. On weekdays, respondents most commonly watch TV for between 30 minutes and two hours; at weekends, for one to two hours. Figures are broadly similar for urban and rural residents, although a slightly higher share of urban residents watch TV for more than two hours on weekdays and for more than three hours at weekends.

15. The home remains the main place for watching TV. Younger age groups, however, make more use of alternative ways of viewing, including smartphones and tablets while travelling. The results show that home viewing retains its leading role, while younger respondents more often use a variety of devices and alternative ways of accessing TV content.

16. Two ways of choosing content predominate among respondents: switching channels in search of an interesting programme and choosing a specific programme in advance. Younger respondents are slightly more likely to watch individual TV segments online, while those over 35 show a stronger preference for finding interesting content themselves by switching channels. Viewers thus combine spontaneous browsing with a deliberate choice of programmes, and their preferences vary by age.

17. National TV channels retain a significant place in the population's television preferences. The most frequently watched include Milliy TV, O'zbekiston 24, Zo'r TV and Sevimli TV, which shows that both state and non-state channels are in demand. Preferences depend on gender and age: men more often choose sports channels, and women Milliy TV and Sevimli TV. O'zbekiston 24 is watched particularly often by older respondents. The results show that national TV channels remain important, although the choice of specific channels differs between socio-demographic groups.

18. Programme content is the key factor in choosing TV channels, and the audience's thematic preferences vary by gender and age. When choosing channels, respondents look first and foremost for interesting programmes, up-to-date news and suitability for family viewing. News remains the most popular type of TV content among both men and women. Men more often choose sports programmes, news and current affairs programmes, and programmes on history and culture, while women more often report interest in programmes about family and health, domestic films and series, and children's content. Older respondents show greater interest in educational programmes and domestic cinema, while younger respondents pay more attention to the reliability of information, interviews and discussions.

19. The survey results showed that O'zbekiston 24 leads in trust among respondents of different genders, age groups and regions. Trust in other channels varies by region and age: younger respondents more often name Zo'r TV and Milliy TV, while O'zbekiston and Mahalla are prominent among older age groups. By region, Milliy TV stands out in Samarkand region, Yoshlar in the Republic of Karakalpakstan, and Zo'r TV and Sevimli TV in Tashkent region and several other regions. Overall, O'zbekiston 24 retains the strongest position in terms of trust.

20. Among the main problems with TV content, respondents identify monotonous and repetitive programming, excessive advertising and the quality of domestic films and series. Men are

more likely to point to a lack of interesting content, reliable information, analytical programmes and diversity of opinion. Women pay more attention to advertising, domestic films and series, and children's and youth content. Rural residents put more emphasis on the need to improve the quality and variety of TV programmes, including educational programmes and content about life in the regions.

21. Television thus remains important to respondents as a source of news and interesting programmes. The most pronounced trends are the higher prevalence of TV viewing in older age groups, the leading role of home viewing, demand for news content and the strong position of O'zbekiston 24 in terms of trust. At the same time, respondents want better domestic films and series, more educational and children's programmes, less advertising and broader coverage of the population's pressing problems.

22. Overall, the results convincingly show that the policy being pursued in Uzbekistan to develop the information sphere and national television is reflected in the continued importance of television to its audience, the demand for national TV channels and trust in certain information sources. At the same time, respondents' preferences point to the need to further improve the quality of TV content, broaden the thematic range of programmes, develop domestic cinema and take fuller account of the information and cultural needs of different population groups.

Radio

23. In this survey, a minority of respondents listen to the radio, with differences by both gender and age. The survey showed that non-listeners predominate in the sample, accounting for 78.1%, while 21.9% of participants listen to the radio. The share of men who listen to the radio exceeds that of women. The share of radio listeners is highest among respondents aged 35–44 (26.9%), while the lowest figure is recorded among young people aged 18–24 (16.7%).

24. Several distinctive patterns of radio consumption were identified among listeners. In the 35–44 age group, 58.4% of respondents listen to the radio several times a day. Listening peaks in the morning, before 09:00 and between 09:00 and 12:00, while the evening slot from 18:00 to 21:00 is also prominent. Among listeners aged 55 and over, 51.7% prefer to listen to the radio in the morning.

25. For survey participants who listen to the radio, the main places for listening are the home and the car. Home listening is chosen by 52.9% of women surveyed and 68.2% of respondents aged 55 and over, while listening in the car is reported by 49.7% of men and by respondents aged 25–44. Radio is also switched on during household chores by 41.4% of respondents and during leisure by 30.7%. In terms of how content is consumed, attentive listening to chosen programmes predominates (42.1% of respondents), although 21.4% prefer to follow particular segments and 18.8% to switch stations in search of interesting content.

26. Survey participants' answers centre mainly on a few radio stations, but their popularity varies by gender and age. In the total sample, 38.2% of respondents listen most often to Vodiy

Sadosi. Yoshlar is singled out by 37.2% of women and 48.3% of respondents in the oldest age group (55 and over), while O‘zbekiston 24 is mentioned by 18–24-year-old respondents. Mahalla is also among the most frequently mentioned stations, particularly among women (34.5%) and respondents aged 55 and over (44.8%).

27. Overall, the most important reasons for choosing a radio station are the music format (cited by 64.4% of respondents who listen to the radio), frequent airplay of favourite songs and artists (in 38.5% of cases), up-to-date news (42.7%) and the provision of reliable information (26.2%). Interest in the music format is most pronounced among respondents aged 18 to 24 (74.5%), while participants in older age groups more often mention up-to-date news (53.4%) and regular airplay of their favourite artists (50.0%).

28. Overall, radio occupies a relatively limited place in respondents’ media consumption: most do not listen to radio stations or programmes. Among those who do, listening is mainly tied to everyday situations: being at home, travelling by car and doing household chores. Mornings are the most typical listening time, and the main reasons for choosing a station are its music format and the content of its programmes, including news and information.

Print and online press

29. Most respondents (71.7%) do not read the print or online press, while 28.3% do. Of these readers, 38.8% prefer the electronic format only, 32.6% print only, and 28.6% use both. The survey thus revealed that the print and online press has a relatively low reach among the population. Among readers, the electronic format slightly predominates, and the choice between print and online publications varies by age.

30. Most readers (55.9%) read the press every day: 34.8% several times a day and 21.1% once a day. On weekdays, 71.9% of readers spend no more than an hour on the press, while at weekends the share reading for one to two hours rises (26.1% against 18.8% on weekdays). Reading takes place mainly at home (80.5%), most commonly between 18:00 and 21:00 (35.6%) and between 21:00 and 24:00 (31.8%). Print publications are usually bought at kiosks and shops (42.6%) or received by subscription (32%), while online press is accessed through mobile apps (58%), Telegram channels (37.2%), publications’ websites (31.6%) and social networks (31.2%). These results show that readers turn to the press fairly often, mostly at home and in the evening, and that ways of accessing content differ by publication format.

31. Readers are most interested in news about Uzbekistan (57.4%), international news (43.4%), education and science (34.3%), health and medicine (27.3%), and politics and the work of government bodies (24.8%). Men are more interested in national news and politics, and women in health, education and family. The most popular print publications are “Xalq so‘zi” (38.9%), “Yangi O‘zbekiston” (37.7%) and “Mahalla” (28.7%), and the most popular online publications are Kun.uz (74.7%), Daryo.uz (43.5%) and Qalampir.uz (36.8%). Readers’ thematic preferences thus centre on events in the country and the world, as well as education and health, while interest in particular topics varies by gender and age.

32. The main reasons for choosing print and online publications are objective coverage of events (50.4%) and trust in the information published (50.1%). Respondents also mention prompt publication of news (30.3%), clear and accessible writing (24.6%), relevance to their interests (22.1%), useful practical information (19%) and a range of viewpoints (17.3%). When choosing the press, respondents therefore attach the greatest importance to the objectivity and reliability of information, as well as to its timeliness and accessibility.

33. The content that readers most often say is lacking in Uzbekistan's print and online press is open discussion of pressing social issues (31.8%), objective and reliable news (30.1%), in-depth analysis (29.1%), coverage of ordinary citizens' problems (24.3%), investigative journalism (20.6%) and fact-checking (20.1%). As the main areas for improvement, respondents name more objective and comprehensive coverage of events (43.1%), greater attention to the population's problems and needs (34.6%), faster publication of news (31.6%) and a wider range of opinions and viewpoints (20.3%). The results thus reveal readers' demand for more objective, higher-quality content, deeper coverage of social issues and more publications on people's everyday lives.

Social networks

34. Most respondents (64.8%) use social networks, while 35.2% do not. Use is highest among 18–24-year-olds (84%) and 25–34-year-olds (77.5%), declines with age and falls to 38.4% among those aged 55 and over. By region, the share of social network users is highest in Andijan (88.1%), Khorezm (82%) and Samarkand (80.2%) regions. Social networks are thus used by most respondents, with the most marked differences by age and region of residence.

35. Instagram is the most widely used social network (92.7% of users), with Facebook (28.2%) and TikTok (14.2%) used much less. Moreover, 87.2% of respondents named Instagram as the social network they use most often. The main reasons for choosing a social network are interesting content (49.9%), communicating with relatives and friends (44.2%), the ability to get news quickly (40.7%) and a user-friendly interface (30.9%). These results show a clear preference for Instagram among users, who value content, communication and quick access to information above all when choosing a network.

36. Users turn to social networks very frequently: 81.3% of respondents use them several times a day and a further 13.4% once a day. On a typical weekday, the most common time spent on social networks is 30 minutes to an hour (30.4%) or one to two hours (25.9%). At weekends, the share of respondents spending three hours or more rises from 8.9% to 21.3%. Social networks are used most often between 21:00 and 24:00 (50.8%) and between 18:00 and 21:00 (40%), mainly at home (75%). For most users, then, social media use is a daily, repeated activity concentrated in the evening. At weekends, the time spent on social networks increases.

37. The main purposes of using social networks are getting news of interest (62.5%) and keeping in touch with relatives and friends (57.3%). Respondents also use them for learning (38.4%),

entertainment (35.7%), viewing photos and videos (32.3%), and work and professional development (27.4%). The most common ways of using social networks are searching purposefully for specific information (61.9%) and browsing the feed (51%). Most respondents follow the accounts of relatives, friends and acquaintances (68%), colleagues, fellow students and classmates (40.5%), and news websites and other information sources (23.9%). Respondents thus use social networks primarily to obtain information and keep in touch, as well as for educational, entertainment and professional purposes.

38. The content that users most often say is lacking on social networks is reliable, verified news (37.5%), objective coverage of events (31.6%), in-depth analysis (24.5%) and plain-language explanations of complex events and current issues (17.9%). The problems respondents have encountered most often on social networks recently are unreliable news and false information (48.7%), fraud and attempts to swindle money out of users (34%), intrusive advertising (31.9%), suspicious links and malicious files (24.9%) and attempts to hack accounts (24.2%). The survey thus reveals users' need for reliable and objective information, alongside problems related to the spread of false information, fraud and digital security.

Telegram

39. Telegram plays a prominent part in respondents' everyday information habits. Most respondents use the platform several times a day (85.3%). Use peaks in the evening, between 18:00 and 21:00 (43.3%) and between 21:00 and 24:00 (41.9%). Home remains the main place of use (72.0%). Overall, the responses show that Telegram is used regularly, including for news and everyday communication.

40. Users' main information interest lies in news about Uzbekistan, along with educational and socially relevant information. Of the survey participants, 55.2% subscribe to channels with news about Uzbekistan, 27.1% to international news, 22.4% to channels of schools, universities and educational centres, and 21.2% to channels of local authorities and mahallas. Channel choice varies by gender and age: women more often mention education, health and family topics, and men international news, sport, business and official information sources.

41. The most common problems relate to the reliability of information, advertising and fraud. Unreliable or unverified information was reported by 35.1% of respondents, intrusive advertising and spam by 31.6%, and overly frequent notifications by 26.9%. Fraudulent messages and offers have been encountered by 24.4%, and fake online shops and sellers by 23.2%. Among respondents, the most noticeable difficulties therefore concern the quality of information content and the safety of interaction with digital resources.

42. Experience of using Telegram varies by age, gender, type of settlement and region. Younger users more often report malicious files, fake accounts and being added to groups without their consent. Men are slightly more likely to mention unreliable information and certain digital security threats, and women being added to groups without their consent and fake online shops. Rural residents more often mention advertising spam and fraudulent messages. Re-

gional differences are also evident: for example, unreliable information is mentioned particularly often in Karakalpakstan and Surkhandarya region, and intrusive advertising in Fergana, Namangan and Samarkand regions.

43. The results underline the importance of developing skills in the critical evaluation of information and in digital security. Given how widespread unreliable posts, advertising spam, fraudulent messages and fake sellers are, it is important to check original sources, recognise manipulative content and take care when following links or sharing personal data. At the same time, 11.5% of participants said they had not encountered any of the problems listed, and 4.1% found it hard to say. Measures to improve digital literacy should therefore focus on the most common risks, taking into account differences in experience across age groups and regions.

