



"Sant Maral" Foundation



Konrad-Adenauer-Stiftung

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The "Sant Maral" foundation presents the results of the survey, conducted from March 10 to March 30, 2017. The representative sample of 1200 respondents was collected in the capital Ulan Bator and Zavhan, Uvurkhangay, Arkhangay, Dornogovi, Khentii and Tuv aymags (split proportionally by 4 regional divisions and Ulan Bator).

In the data below, tabulations are sorted by "capital," "countryside," and "nationwide" when relevant.

This survey was sponsored by the Konrad-Adenauer-Foundation of Germany

Director

/L. Sumati

Media

M1. How much time do you spend daily on the following media?

M1.1 Mobile Phone / Smartphone

	Ulan Bator	Countryside	Nationwide
No time	16.0%	19.1%	17.7%
Less than 0,5 hour	15.5%	20.3%	18.1%
0,5 hour to 1 hour	14.5%	16.8%	15.8%
More than 1 hour, up to 2 hours	11.6%	16.6%	14.3%
More than 2 hours, up to 3 hours	13.1%	9.8%	11.3%
More than 3 hours	29.1%	16.9%	22.5%
(Don't know)		.3%	.2%
(No answer)	.2%	.2%	.2%

M1.2 Tablet

	Ulan Bator	Countryside	Nationwide
No time	85.8%	93.4%	89.9%
Less than 0,5 hour	2.4%	1.2%	1.8%
0,5 hour to 1 hour	2.4%	.9%	1.6%
More than 1 hour, up to 2 hours	2.5%	.5%	1.4%
More than 2 hours, up to 3 hours	1.6%	.5%	1.0%
More than 3 hours	1.8%	.9%	1.3%
(No answer)	3.1%	2.2%	2.6%
(Don't know)	.4%	.5%	.4%

M1.3 Laptop / Computer	Ulan Bator	Countryside	Nationwide
No time	52.7%	72.9%	63.7%
Less than 0,5 hour	9.6%	4.6%	6.9%
0,5 hour to 1 hour	9.6%	6.3%	7.8%
More than 1 hour, up to 2 hours	10.4%	5.2%	7.6%
More than 2 hours, up to 3 hours	6.0%	3.1%	4.4%
More than 3 hours	10.0%	6.0%	7.8%
(Don't know)	1.5%	1.4%	1.4%
(No answer)	.2%	.5%	.3%

M1.4 E-Book-Reader	Ulan Bator	Countryside	Nationwide
No time	75.5%	89.5%	83.1%
Less than 0,5 hour	7.5%	3.1%	5.1%
0,5 hour to 1 hour	5.1%	2.0%	3.4%
More than 1 hour, up to 2 hours	4.0%	1.5%	2.7%
More than 2 hours, up to 3 hours	1.8%	.5%	1.1%
More than 3 hours	3.5%	.5%	1.8%
(Don't know)	2.4%	2.2%	2.3%
(No answer)	.4%	.8%	.6%

M1.5 TV	Ulan Bator	Countryside	Nationwide
No time	2.9%	2.3%	2.6%
Less than 0,5 hour	5.1%	4.3%	4.7%
0,5 hour to 1 hour	7.3%	6.6%	6.9%
More than 1 hour, up to 2 hours	15.8%	11.8%	13.7%
More than 2 hours, up to 3 hours	23.1%	16.5%	19.5%
More than 3 hours	45.5%	58.3%	52.4%
(Don't know)			
(No answer)	.4%	.2%	.3%

M1.6 Books	Ulan Bator	Countryside	Nationwide
No time	2.9%	2.3%	2.6%
Less than 0,5 hour	5.1%	4.3%	4.7%
0,5 hour to 1 hour	7.3%	6.6%	6.9%
More than 1 hour, up to 2 hours	15.8%	11.8%	13.7%
More than 2 hours, up to 3 hours	23.1%	16.5%	19.5%
More than 3 hours	45.5%	58.3%	52.4%
(Don't know)	.4%	.2%	.3%
(No answer)			

M1.7 Printed media	Ulan Bator	Countryside	Nationwide
No time	47.8%	60.6%	54.8%
Less than 0,5 hour	22.2%	18.2%	20.0%
0,5 hour to 1 hour	15.6%	10.6%	12.9%
More than 1 hour, up to 2 hours	6.5%	6.5%	6.5%
More than 2 hours, up to 3 hours	4.4%	2.0%	3.1%
More than 3 hours	1.6%	1.7%	1.7%
(Don't know)	1.6%	.2%	.8%
(No answer)	.2%	.3%	.3%

M1.8 Radio	Ulan Bator	Countryside	Nationwide
No time	79.8%	87.8%	84.2%
Less than 0,5 hour	4.9%	4.8%	4.8%
0,5 hour to 1 hour	4.7%	2.9%	3.8%
More than 1 hour, up to 2 hours	3.6%	1.5%	2.5%
More than 2 hours, up to 3 hours	2.4%	.6%	1.4%
More than 3 hours	1.8%	1.5%	1.7%
(Don't know)	2.2%	.5%	1.3%
(No answer)	.5%	.3%	.4%

M1.9 Telephone	Ulan Bator	Countryside	Nationwide
No time	80.2%	89.8%	85.4%
Less than 0,5 hour	7.6%	5.5%	6.5%
0,5 hour to 1 hour	4.5%	2.2%	3.3%
More than 1 hour, up to 2 hours	2.4%	.9%	1.6%
More than 2 hours, up to 3 hours	1.5%	.3%	.8%
More than 3 hours	1.8%	.8%	1.3%
(Don't know)	1.5%	.3%	.8%
(No answer)	.5%	.2%	.3%

M2 What kind of information of media interests you personally? (Multiple answers)

	Ulan Bator	Countryside	Nationwide
1. Politics	31.8%	29.1%	30.3%
2. Economy	29.3%	30.2%	29.8%
3. Local affairs	53.5%	79.2%	67.4%
4. Sports	16.4%	15.1%	15.7%
5. Foreign country news	12.7%	9.4%	10.9%
6. Cooking, Food	8.5%	5.8%	7.1%
7. Health, healthy lifestyle	25.5%	23.5%	24.4%
8. Fashion, Style	5.3%	2.6%	3.8%
9. Culture and Customs	7.8%	8.5%	8.2%
10. Arts	14.5%	15.2%	14.9%
11. Science, Research	8.5%	2.0%	5.0%
12. Technic	4.9%	2.2%	3.4%
13. Historical themes	4.5%	2.3%	3.3%
14. Nature, Environment	5.1%	6.3%	5.8%
15. Animals	3.6%	3.4%	3.5%
16. Business market	4.2%	2.8%	3.4%
17. Education	7.1%	7.5%	7.3%
18. Entertainment	17.8%	15.4%	16.5%
19. Other	2.0%	4.2%	3.2%
(Don't know)		.5%	.5%
(No answer)	.5%	.5%	.3%

M3. How often do you get your news from?

M3.1 News-Websites	Ulan Bator	Countryside	Nationwide
Every day	33.5%	14.9%	23.4%
Several times a week	12.0%	9.7%	10.8%
Once or twice a week	13.5%	12.3%	12.8%
Sometimes in a month	3.6%	4.2%	3.9%
Very seldom	9.1%	6.8%	7.8%
Never	25.8%	49.4%	38.6%
(Don't know)	2.2%	2.6%	2.4%
(No answer)	.4%	.2%	.3%

M3.2 Social Media

	Ulan Bator	Countryside	Nationwide
Every day	35.3%	19.2%	26.6%
Several times a week	12.2%	7.7%	9.8%
Once or twice a week	11.5%	11.5%	11.5%
Sometimes in a month	4.2%	4.5%	4.3%
Very seldom	8.7%	6.6%	7.6%
Never	25.6%	47.4%	37.4%
(Don't know)	2.2%	3.1%	2.7%
(No answer)	.4%		.2%

M3.3 TV

	Ulan Bator	Countryside	Nationwide
Every day	81.8%	92.6%	87.7%
Several times a week	9.1%	3.2%	5.9%
Once or twice a week	4.5%	1.7%	3.0%
Sometimes in a month	.5%	.5%	.5%
Very seldom	2.7%	1.1%	1.8%
Never	.9%	.8%	.8%
(Don't know)	.2%	.2%	.2%
(No answer)	.2%		.1%

M3.4 Newspapers

	Ulan Bator	Countryside	Nationwide
Every day	6.2%	4.0%	5.0%
Several times a week	10.9%	8.6%	9.7%
Once or twice a week	13.8%	11.7%	12.7%
Sometimes in a month	13.1%	10.0%	11.4%
Very seldom	20.5%	12.9%	16.4%
Never	34.0%	50.9%	43.2%
(Don't know)	1.1%	1.7%	1.4%
(No answer)	.4%	.2%	.3%

M3.5 Radio

	Ulan Bator	Countryside	Nationwide
Every day	6.0%	4.0%	4.9%
Several times a week	3.6%	2.2%	2.8%
Once or twice a week	4.9%	1.8%	3.3%
Sometimes in a month	3.8%	2.8%	3.3%
Very seldom	9.6%	5.4%	7.3%
Never	68.4%	80.9%	75.2%
(Don't know)	2.2%	2.2%	2.2%
(No answer)	1.5%	.8%	1.1%

M3.6 Talking with other people

	Ulan Bator	Countryside	Nationwide
Every day	13.6%	19.4%	16.8%
Several times a week	11.6%	10.5%	11.0%
Once or twice a week	13.1%	17.1%	15.3%
Sometimes in a month	20.4%	20.2%	20.3%
Very seldom	18.5%	13.4%	15.8%
Never	20.2%	17.4%	18.7%
(Don't know)	1.8%	1.7%	1.8%
(No answer)	.7%	.5%	.6%

M4.1 Which TV transmitter you consider as the most reliable?

	Ulan Bator	Countryside	Nationwide
MNB	62.7%	83.4%	73.9%
Bolovsrol TV	19.1%	12.3%	15.4%
Mongol TV	23.3%	6.2%	14.0%
TM TV	1.6%	.9%	1.3%
Shine Delkhii TV/VTV	.9%	.3%	.6%
Ekh oron Tv	1.5%	1.4%	1.4%
C1 TV	3.6%	.6%	2.0%
Eagle TV	14.9%	4.9%	9.5%
MN 25	6.4%	7.7%	7.1%
NTV	3.6%	1.4%	2.4%
SBN	.7%	.6%	.7%
TV5	5.1%	3.5%	4.3%
TV8	5.8%	1.8%	3.7%
TV9	23.1%	29.8%	26.8%
UBS	4.9%	4.0%	4.4%
SBC	.7%	.2%	.4%
Malchin	.7%	11.4%	6.5%
Soyen gegeeruuleh	.4%	.2%	.3%
Suld	.2%	.5%	.3%
Ulzii TV	.2%	.0%	.1%
ETV	.4%	.5%	.4%
Molor TV	.0%	.6%	.3%
Arkhangai TV	.0%	.3%	.2%
Shine Zavkhan TV	.0%	.2%	.1%
Other	1.8%	1.4%	1.6%
Never watch TV	.5%	1.2%	.9%

M4.2 Which newspaper you consider as the most reliable

	Ulan Bator	Countryside	Nationwide
Ardchilal	1.5%	.8%	1.1%
Ardin erkh	4.7%	2.8%	3.7%
Zuuni medee	8.0%	8.9%	8.5%
Mongolin medee	4.5%	6.6%	5.7%
Mongolin unen	1.5%	2.8%	2.2%
Montsame medee	.9%	.2%	.5%
Nigmiin toli	.4%	.0%	.2%
Niislel times	.9%	.2%	.5%
Ugluunii sonin	4.5%	2.8%	3.6%
Udriin shuudan	4.7%	1.4%	2.9%
Udriin sonin	16.0%	12.9%	14.3%
Unuudur	10.9%	4.2%	7.3%
Ulaanbaatar times	1.3%	.2%	.7%
Uls turiin toim	.5%	.5%	.5%
Undesnii medee	.7%	.6%	.7%
Undesnii shuudan	.2%	.3%	.3%
Zar medee	4.0%	2.6%	3.3%
Zar suvag	.4%	.5%	.4%
Tavan tsagirag	1.1%	.2%	.6%
Notstoi medee	.7%	.0%	.3%
Nalaikh medee	.4%	.0%	.2%
Khentii medee	.0%	1.5%	.8%
Arkhangai medee	.0%	1.1%	.6%
Zavkhan sonin	.0%	.5%	.3%
Other	.7%	3.4%	2.2%
Never read newspaper	47.5%	57.7%	53.0%
(Don't know)	.7%	.6%	.7%

M4.3 Which radio station you consider as the most reliable

	Ulan Bator	Countryside	Nationwide
Lavain egshig Radio	2.7%	2.3%	2.5%
Shine Mongol Radio	1.6%	1.7%	1.7%
Best FM	1.6%	.0%	.8%
Family Radio 104.5	8.4%	1.1%	4.4%
Goviin dolgion	.2%	.0%	.1%
Voice of Mongolia	1.6%	2.2%	1.9%
Radio Ulaanbaatar	.9%	.0%	.4%
Vibe Radio	.5%	.2%	.3%
Mongolin Radio	7.3%	4.9%	6.0%
MNB TV	6.2%	8.3%	7.3%
MGL Radio 102.1	.5%	.0%	.3%
MNB P3	.2%	.0%	.1%
FM-s	3.3%	.5%	1.8%
Other	2.7%	.0%	1.3%
Never listen to Radio	68.7%	80.9%	75.3%
(Don't know)	1.5%	.9%	1.2%

M4.2 Which online media you consider as the most reliable

	Ulan Bator	Countryside	Nationwide
ikon.mn	6.2%	1.4%	3.6%
gogo.mn	20.7%	12.0%	16.0%
itoimn.mn	.5%	.0%	.3%
news.mn	14.9%	7.5%	10.9%
medee.mn	10.4%	8.2%	9.2%
unuudur.mn	2.4%	2.3%	2.3%
olloo.mn	13.1%	12.0%	12.5%
eagle.mn	8.5%	4.9%	6.6%
time.mn	1.5%	.9%	1.2%
24tsag.mn	6.0%	3.4%	4.6%
shuud.mn	7.5%	2.9%	5.0%
sonin.mn	1.8%	1.8%	1.8%
paparts.mn	.4%	.0%	.2%
zaluu.mn	.9%	.3%	.6%
caak.mn	.5%	.3%	.4%
dalai.mn	.4%	.0%	.2%
naran.mn	.2%	.2%	.2%
dorgio.mn	.2%	.0%	.1%
xopom.mn	.2%	.0%	.1%
unegui.mn	.2%	.2%	.1%
shuurhai.mn	.2%	.2%	.2%
chuhai.mn	.0%	.3%	.2%
Other	.7%	.6%	.7%
Never use online media	.2%	.2%	46.8%
No answer)	2	.1%	.2%
(Don't know)	.5%	.6%	.6%

M5.1 Are you willing to pay for high-quality news?

	Ulan Bator	Countryside	Nationwide
Yes	38.9%	39.7%	39.3%
No	54.5%	52.2%	53.3%
(Don't know)	6.2%	7.2%	6.8%
(No answer)	.4%	.9%	.7%

M5.2 If yes, how much MNT would you be willing to pay for high-quality news (monthly)?

	Ulan Bator	Countryside	Nationwide
<5000	58.9%	66.3%	62.9%
5000-20000	33.6%	29.5%	31.4%
>20000	1.9%	1.9%	1.9%
(Don't know)	4.7%	2.3%	3.4%
(No answer)	.9%		.4%

M6.1 Which TV transmitter are you watching most frequently?

	Ulan Bator	Countryside	Nationwide
MNB	53.3%	76.8%	66.0%
Bolovsrol TV	26.0%	18.0%	21.7%
Mongol TV	25.6%	6.5%	15.3%
TM TV	1.3%	.9%	1.1%
Shine Delkhii TV/VTV	.7%	.2%	.4%
Ekh oron Tv	1.8%	1.5%	1.7%
C1 TV	3.6%	1.4%	2.4%
Eagle TV	11.3%	4.6%	7.7%
MN 25	6.2%	7.1%	6.7%
NTV	3.8%	2.2%	2.9%
SBN	2.0%	.6%	1.3%
TV5	5.1%	3.8%	4.4%
TV8	5.1%	1.5%	3.2%
TV9	24.0%	28.6%	26.5%
UBS	6.9%	5.7%	6.3%
SBC	1.1%	.2%	.6%
Malchin	1.8%	12.9%	7.8%
Soyen gegeeruuleh	.5%	.5%	.5%
Suld	.4%	.5%	.4%
Ulzii TV	.4%	.2%	.3%
ETV	.4%	.2%	.3%
Molor TV	.0%	1.4%	.8%
Arkhangai TV	.0%	.5%	.3%
Shine Zavkhan TV	.0%	.5%	.3%
Other	2.7%	2.5%	2.6%
Never watch TV	.9%	1.5%	1.3%
(Don't know)	.0%	.2%	.1%

M6.2 Which newspaper are you reading most frequently?

	Ulan Bator	Countryside	Nationwide
Ardchilal	1.3%	1.1%	1.2%
Ardin erkh	4.4%	2.5%	3.3%
Zuuni medee	6.5%	7.2%	6.9%
Mongolin medee	3.1%	4.5%	3.8%
Mongolin unen	1.8%	2.3%	2.1%
Montsame medee	.4%	.2%	.3%
Nigmiin toli	.2%	.0%	.1%
Niislel times	.5%	.0%	.3%
Ugluunii sonin	2.9%	1.1%	1.9%
Udriin shuudan	3.3%	1.4%	2.3%
Udriin sonin	13.8%	10.0%	11.8%
Unuudur	8.4%	4.2%	6.1%
Ulaanbaatar times	.9%	.2%	.5%
Uls turiin toim	.7%	.3%	.5%
Undesnii medee	.4%	.3%	.3%
Undesnii shuudan	.4%	.0%	.2%
Zar medee	3.8%	2.5%	3.1%
Zar suvag	.2%	.2%	.2%
Tavan tsagirag	.5%	.0%	.3%
Notstoi medee	.4%	.3%	.3%
Nalaikh medee	.2%	.0%	.1%
Khentii medee	.0%	1.1%	.6%
Arkhangai medee	.0%	2.2%	1.2%
Zavkhan sonin	.0%	.5%	.3%
Uvurkhangai sonin	.0%	.8%	.4%
Other	.9%	3.5%	2.3%
Never read newspaper	57.3%	65.1%	61.5%
No answer)	.5%	.3%	.4%
(Don't know)	.4%	.2%	.3%

M6.3 Which radio station are you listening the most frequently?

	Ulan Bator	Countryside	Nationwide
Lavain egshig Radio	2.5%	2.3%	2.4%
Shine Mongol Radio	1.3%	1.1%	1.2%
Best FM	1.5%	.0%	.7%
Family Radio 104.5	5.1%	.6%	2.7%
Goviin dolgion	.2%	.0%	.1%
Voice of Mongolia	1.5%	1.5%	1.5%
Radio Ulaanbaatar	.9%	.2%	.5%
Mongolin Radio	.9%	.2%	3.9%
MNB TV	3.5%	6.2%	4.9%
MGL Radio 102.1	.4%	.0%	.2%
MNB P3	.2%	.0%	.1%
FM-s	3.6%	.0%	1.7%
Other	3.3%	.5%	1.8%
Never listen to Radio	76.9%	87.1%	82.4%
No answer)	.2%	.3%	.3%
(Don't know)	1.5%	.2%	.8%

M7. Which languages are you using for Online Media?

Mongolian	96.4%
English	30.3%
Russian	6.0%
Chinese	.8%
Japanese	.2%
Korean	.8%
Other	.6%
(No answer)	3.3%

M8 Which Online Media are you using most frequently?

	Ulan Bator	Countryside	Nationwide
ikon.mn	7.1%	1.5%	4.1%
gogo.mn	21.6%	13.5%	17.3%
itoimn.mn	.9%	.2%	.5%
news.mn	14.2%	7.2%	10.4%
medee.mn	13.3%	8.5%	10.7%
unuudur.mn	2.0%	1.8%	1.9%
olloo.mn	14.0%	13.5%	13.8%
eagle.mn	8.9%	4.9%	6.8%
time.mn	1.1%	.9%	1.0%
24tsag.mn	6.7%	2.6%	4.5%
shuud.mn	7.1%	3.1%	4.9%
sonin.mn	1.6%	2.0%	1.8%
Other	2.2%	1.8%	2.0%
Never use online media	29.8%	54.8%	43.3%
No answer)	.5%	.2%	.3%
(Don't know)	1.6%	2.3%	2.0%

M9 How will you give an overall assessment of professionalism in Mongolian mass media area?

	Ulan Bator	Countryside	Nationwide
Good	16.3%	22.5%	19.0%
Rather good	23.1%	32.0%	27.0%
Not good, nor bad	46.8%	37.5%	42.8%
Rather bad	8.5%	1.8%	5.6%
Bad	1.9%	2.2%	2.0%
(Don't know)	2.2%	3.3%	2.7%
(No answer)	1.1%	.7%	.9%

M10 Ways that could improve the quality of Television and Radio

M10.1 : More Advertising

	Ulan Bator	Countryside	Nationwide
Fully approve	1.4%	3.6%	2.4%
Rather approve	14.6%	18.5%	16.3%
Rather disapprove	46.6%	37.5%	42.6%
Totally disapprove	34.2%	35.6%	34.8%
(Don't know)	2.8%	2.9%	2.8%
(No answer)	.6%	1.8%	1.1%

M10.2 : More news about Mongolian related topics

	Ulan Bator	Countryside	Nationwide
Fully approve	30.6%	39.3%	34.3%
Rather approve	65.3%	57.1%	61.8%
Rather disapprove	3.3%	2.9%	3.1%
Totally disapprove	.6%	.7%	.6%
(Don't know)	.3%		.2%
(No answer)			

M10.3 : More news about foreign countries

	Ulan Bator	Countryside	Nationwide
Fully approve	19.0%	12.7%	16.3%
Rather approve	50.7%	58.2%	53.9%
Rather disapprove	21.8%	22.5%	22.1%
Totally disapprove	5.2%	4.0%	4.7%
(Don't know)	3.0%	2.5%	2.8%
(No answer)			

M10.4 More entertainment

	Ulan Bator	Countryside	Nationwide
Fully approve	11.8%	9.8%	11.0%
Rather approve	42.4%	49.5%	45.5%
Rather disapprove	37.7%	29.5%	34.2%
Totally disapprove	6.1%	9.5%	7.5%
(Don't know)	1.9%	1.8%	1.9%
(No answer)			

M10.5 : More educational information

	Ulan Bator	Countryside	Nationwide
Fully approve	48.2%	49.8%	48.9%
Rather approve	45.5%	45.5%	45.5%
Rather disapprove	4.7%	3.6%	4.2%
Totally disapprove	.8%	.4%	.6%
(Don't know)	.8%	.7%	.8%
(No answer)			

M11: Parents – Children behavior

M11.1 : My media use behavior is relatively the same as the one of my parents.

	Ulan Bator	Countryside	Nationwide
Fully approve	17.7%	19.7%	18.4%
Rather approve	34.5%	39.3%	36.2%
Rather disapprove	42.5%	34.4%	39.7%
Totally disapprove	4.4%	6.6%	5.2%
(Don't know)	.9%		.6%
(No answer)			

M11.2 : My parents use no or nearly no social media

	Ulan Bator	Countryside	Nationwide
Fully approve	30.1%	32.8%	31.0%
Rather approve	31.9%	36.1%	33.3%
Rather disapprove	27.4%	16.4%	23.6%
Totally disapprove	9.7%	11.5%	10.3%
(Don't know)	.9%	3.3%	1.7%
(No answer)			

M11.3 : My parents read more newspapers than I do.

	Ulan Bator	Countryside	Nationwide
Fully approve	24.8%	18.0%	22.4%
Rather approve	49.6%	45.9%	48.3%
Rather disapprove	17.7%	26.2%	20.7%
Totally disapprove	5.3%	8.2%	6.3%
(Don't know)	2.7%		1.7%
(No answer)		1.6%	.6%

M11.4 : My parents watch more TV than I do.

	Ulan Bator	Countryside	Nationwide
Fully approve	46.9%	36.1%	43.1%
Rather approve	33.6%	41.0%	36.2%
Rather disapprove	14.2%	19.7%	16.1%
Totally disapprove	3.5%	1.6%	2.9%
(Don't know)	1.8%	1.6%	1.7%
(No answer)			

M11.5 : My parents listen more to the radio than I do			
	Ulan Bator	Countryside	Nationwide
Fully approve	15.0%	8.2%	12.6%
Rather approve	23.0%	18.0%	21.3%
Rather disapprove	25.7%	34.4%	28.7%
Totally disapprove	23.0%	26.2%	24.1%
(Don't know)	13.3%	11.5%	12.6%
(No answer)		1.6%	.6%

M11.6 : My parents pay more money for getting news and information than I do.			
	Ulan Bator	Countryside	Nationwide
Fully approve	8.8%	4.9%	7.5%
Rather approve	24.8%	18.0%	22.4%
Rather disapprove	27.4%	37.7%	31.0%
Totally disapprove	27.4%	23.0%	25.9%
(Don't know)	11.5%	14.8%	12.6%
(No answer)		1.6%	.6%

M11.7 : My parents trust the news media more than I do.			
	Ulan Bator	Countryside	Nationwide
Fully approve	28.3%	16.4%	24.1%
Rather approve	43.4%	62.3%	50.0%
Rather disapprove	15.0%	11.5%	13.8%
Totally disapprove	4.4%	3.3%	4.0%
(Don't know)	8.8%	6.6%	8.0%
(No answer)			

M11.8 : My parents use less electronic media than I do.			
	Ulan Bator	Countryside	Nationwide
Fully approve	39.8%	41.0%	40.2%
Rather approve	44.2%	34.4%	40.8%
Rather disapprove	5.3%	9.8%	6.9%
Totally disapprove	8.0%	13.1%	9.8%
(Don't know)	1.8%		1.1%
(No answer)	.9%	1.6%	1.1%

M11.9 : My parents are better informed about issues of the current news than I am.

	Ulan Bator	Countryside	Nationwide
Fully approve	19.5%	16.4%	18.4%
Rather approve	28.3%	44.3%	33.9%
Rather disapprove	35.4%	21.3%	30.5%
Totally disapprove	8.0%	11.5%	9.2%
(Don't know)	8.8%	6.6%	8.0%
(No answer)			

M11.10 : My parents have no smartphones or don't really know how to use them

	Ulan Bator	Countryside	Nationwide
Fully approve	19.5%	27.9%	22.4%
Rather approve	26.5%	31.1%	28.2%
Rather disapprove	31.0%	24.6%	28.7%
Totally disapprove	19.5%	13.1%	17.2%
(Don't know)	3.5%	1.6%	2.9%
(No answer)		1.6%	.6%

M12 How do you approve or disapprove the following statements concerning the future development of media in Mongolia?

M12.1 The media culture will change			
	Ulan Bator	Countryside	Nationwide
Fully approve	18.2%	24.2%	21.4%
Rather approve	61.8%	59.8%	60.8%
Rather disapprove	11.1%	6.9%	8.8%
Totally disapprove	1.6%	1.1%	1.3%
(Don't know)	7.1%	7.1%	7.1%
(No answer)	.2%	.9%	.6%

M12.2 : Media will become more and more serving to groups of business-political interests			
	Ulan Bator	Countryside	Nationwide
Fully approve	19.8%	21.7%	20.8%
Rather approve	40.4%	31.4%	35.5%
Rather disapprove	24.5%	20.6%	22.4%
Totally disapprove	5.8%	8.8%	7.4%
(Don't know)	9.5%	16.2%	13.1%
(No answer)		1.4%	.8%

M12.3 : Media will become more manipulating			
	Ulan Bator	Countryside	Nationwide
Fully approve	17.3%	15.7%	16.4%
Rather approve	34.4%	22.3%	27.8%
Rather disapprove	25.3%	22.6%	23.8%
Totally disapprove	6.0%	13.4%	10.0%
(Don't know)	16.7%	23.5%	20.4%
(No answer)	.4%	2.5%	1.5%

M12.4 : Social media will replace real communication in drastic ways.			
	Ulan Bator	Countryside	Nationwide
Fully approve	11.5%	11.5%	11.5%
Rather approve	40.5%	39.7%	40.1%
Rather disapprove	24.0%	21.4%	22.6%
Totally disapprove	10.2%	10.3%	10.3%
(Don't know)	13.3%	15.8%	14.7%
(No answer)	.5%	1.2%	.9%

M12.5 : Social media will improve communication (because it's easier to write someone in a chat than to talk face-to face, you can keep contact with people from far away

	Ulan Bator	Countryside	Nationwide
Fully approve	16.7%	20.8%	18.9%
Rather approve	49.5%	45.1%	47.1%
Rather disapprove	14.7%	13.1%	13.8%
Totally disapprove	6.5%	4.8%	5.6%
(Don't know)	12.0%	14.5%	13.3%
(No answer)	.5%	1.8%	1.3%

M12.6 : Newspaper, Television and Radio will become less important while Internet will be the main source for news and information.

	Ulan Bator	Countryside	Nationwide
Fully approve	16.7%	13.1%	14.8%
Rather approve	39.8%	35.1%	37.3%
Rather disapprove	27.5%	25.4%	26.3%
Totally disapprove	7.5%	9.8%	8.8%
(Don't know)	8.5%	15.5%	12.3%
(No answer)		1.1%	.6%

M12.7 : Television will become less important while mobile phone and computer become more important for entertainment.

	Ulan Bator	Countryside	Nationwide
Fully approve	14.5%	14.2%	14.3%
Rather approve	38.0%	32.2%	34.8%
Rather disapprove	30.5%	28.3%	29.3%
Totally disapprove	8.5%	10.8%	9.8%
(Don't know)	8.0%	13.4%	10.9%
(No answer)	.4%	1.2%	.8%

M12.8 : Telephones will be all replaced by mobile phones and mobile phones will be replaced all by smartphones.

	Ulan Bator	Countryside	Nationwide
Fully approve	28.9%	25.5%	27.1%
Rather approve	47.5%	43.4%	45.3%
Rather disapprove	12.4%	11.7%	12.0%
Totally disapprove	3.8%	2.9%	3.3%
(Don't know)	7.1%	14.8%	11.3%
(No answer)	.4%	1.7%	1.1%

M12.9 : Education will become impossible without internet access.

	Ulan Bator	Countryside	Nationwide
Fully approve	25.1%	19.8%	22.3%
Rather approve	36.7%	36.6%	36.7%
Rather disapprove	23.1%	14.2%	18.3%
Totally disapprove	6.5%	6.9%	6.8%
(Don't know)	8.0%	20.2%	14.6%
(No answer)	.5%	2.3%	1.5%

M12.10 : Trust in media will increase.

	Ulan Bator	Countryside	Nationwide
Fully approve	11.1%	16.3%	13.9%
Rather approve	49.6%	50.2%	49.9%
Rather disapprove	21.5%	12.8%	16.8%
Totally disapprove	3.8%	2.9%	3.3%
(Don't know)	13.6%	16.5%	15.2%
(No answer)	.4%	1.4%	.9%

M12.11 : More people will pay for quality news

	Ulan Bator	Countryside	Nationwide
Fully approve	12.7%	10.5%	11.5%
Rather approve	39.1%	36.9%	37.9%
Rather disapprove	18.9%	16.3%	17.5%
Totally disapprove	8.4%	8.5%	8.4%
(Don't know)	19.3%	24.6%	22.2%
(No answer)	1.6%	3.2%	2.5%

M12.12 : More people will give their private data to Internet service providers

	Ulan Bator	Countryside	Nationwide
Fully approve	7.6%	6.8%	7.2%
Rather approve	27.6%	22.2%	24.7%
Rather disapprove	23.1%	21.4%	22.2%
Totally disapprove	12.5%	12.3%	12.4%
(Don't know)	27.3%	33.1%	30.4%
(No answer)	1.8%	4.3%	3.2%

M13: On which of the following social media do you have an account?

	Ulan Bator	Countryside	Nationwide
Facebook	68.7%	51.8%	59.6%
Twitter	14.5%	8.6%	11.3%
WeChat	10.7%	2.8%	6.4%
Viber	4.9%	.6%	2.6%
Snapchat	4.7%	.6%	2.5%
Instagram	14.5%	3.2%	8.4%
Google	18.0%	10.8%	14.1%
Youtube	12.2%	7.1%	9.4%
Pinterest	.9%	.0%	.4%
LinkedIn	1.1%	.0%	.5%
Skype	4.5%	1.5%	2.9%
Whatsapp	.5%	.3%	.4%
Other	.5%	.3%	1.0%

M14: Which of the following social media do you use regularly? (only among those 60% who are using social media)

	Ulan Bator	Countryside	Nationwide
Facebook	94.3%	98.8%	96.4%
Twitter	8.8%	6.2%	7.6%
WeChat	6.2%	2.7%	4.5%
Viber	1.3%	.9%	1.1%
Snapchat	.3%	.0%	.1%
Instagram	7.8%	2.1%	5.1%
Google	15.8%	19.5%	17.5%
Youtube	8.5%	9.7%	9.1%
LinkedIn	.3%	.0%	.1%
Skype	.8%	1.5%	1.1%
Whatsapp	.3%	.0%	.1%
Other	.8%	.6%	.7%

M15 When using social media how interested are you in the following activities?

M15.1 : Social Communication

	Ulan Bator	Countryside	Nationwide
Very much interested	12.9%	14.2%	13.5%
Interested	46.0%	46.9%	46.4%
Somehow interested	30.0%	27.4%	28.8%
Rather not interested	9.0%	8.3%	8.7%
Not interested	1.3%	2.9%	2.1%
(Don't know)	.8%	.3%	.6%
(No answer)			

M15.2 : Holidays

	Ulan Bator	Countryside	Nationwide
Very much interested	8.0%	7.4%	7.7%
Interested	28.2%	31.0%	29.5%
Somehow interested	32.8%	28.3%	30.7%
Rather not interested	21.7%	20.1%	20.9%
Not interested	8.3%	7.7%	8.0%
(Don't know)	1.0%	4.7%	2.8%
(No answer)		.9%	.4%

M15.3 : Work-related search

	Ulan Bator	Countryside	Nationwide
Very much interested	23.8%	24.2%	24.0%
Interested	51.9%	52.5%	52.2%
Somehow interested	16.3%	15.6%	16.0%
Rather not interested	5.2%	4.1%	4.7%
Not interested	1.6%	2.4%	1.9%
(Don't know)	1.3%	1.2%	1.2%
(No answer)			

M15.4 : Studying

	Ulan Bator	Countryside	Nationwide
Very much interested	32.6%	28.9%	30.9%
Interested	45.2%	53.4%	49.0%
Somehow interested	14.0%	11.8%	12.9%
Rather not interested	5.7%	4.4%	5.1%
Not interested	1.0%	.6%	.8%
(Don't know)	.5%	.9%	.7%
(No answer)	1.0%		.6%

M15.5 : Entertainment

	Ulan Bator	Countryside	Nationwide
Very much interested	19.1%	17.7%	18.5%
Interested	44.4%	46.3%	45.3%
Somehow interested	20.9%	21.2%	21.1%
Rather not interested	11.4%	10.6%	11.0%
Not interested	3.1%	2.7%	2.9%
(Don't know)	1.0%	.9%	1.0%
(No answer)		.6%	.3%

M15.6 : Getting news

	Ulan Bator	Countryside	Nationwide
Very much interested	34.9%	33.9%	34.4%
Interested	47.5%	56.9%	51.9%
Somehow interested	15.0%	8.3%	11.8%
Rather not interested	2.1%	.9%	1.5%
Not interested	.3%		.1%
(Don't know)	.3%		.1%
(No answer)			