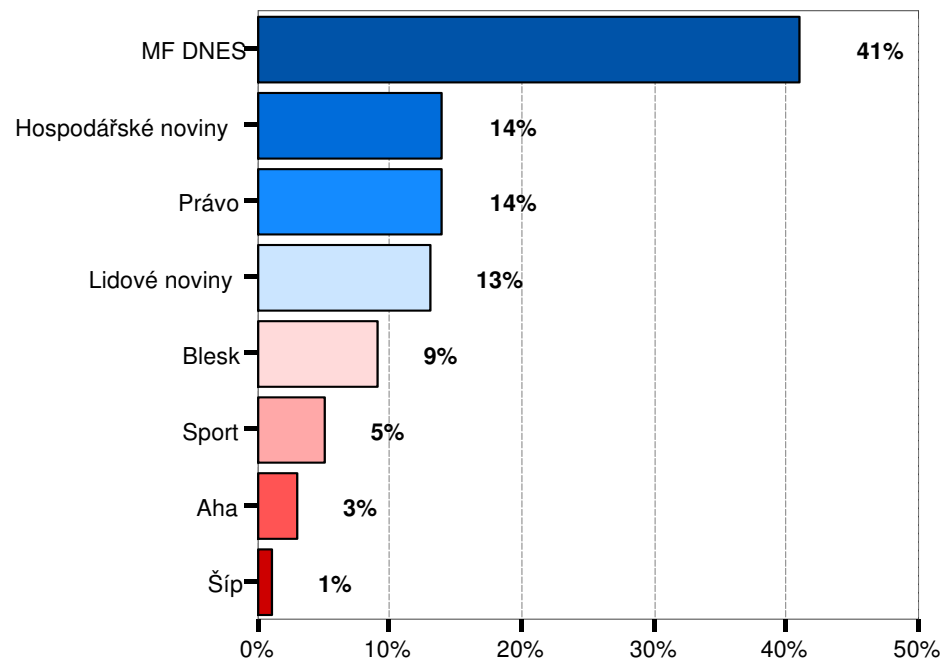




# TRUSTWORTHY DAILY HAS TRUSTWORTHY ADVERTISERS

Which of the Czech dailies do you consider to be the most trustworthy?



- An overwhelming majority of the Czech population considers Mladá fronta DNES to be the most trustworthy national daily from the list of dailies offered. Hospodářské noviny, Právo and Lidové noviny placed themselves after MF Dnes on a comparable level but with a great step back.
- Citizens of the Czech Republic consider Blesk, Sport, Aha and Šíp to be the least respectable.
- The greatest advocates of MF Dnes are namely people aged 30-44; elderly citizens give preference mostly to Právo and Lidové noviny.
- Women rather than men voted MF Dnes, in particular, to be the most trustworthy daily.

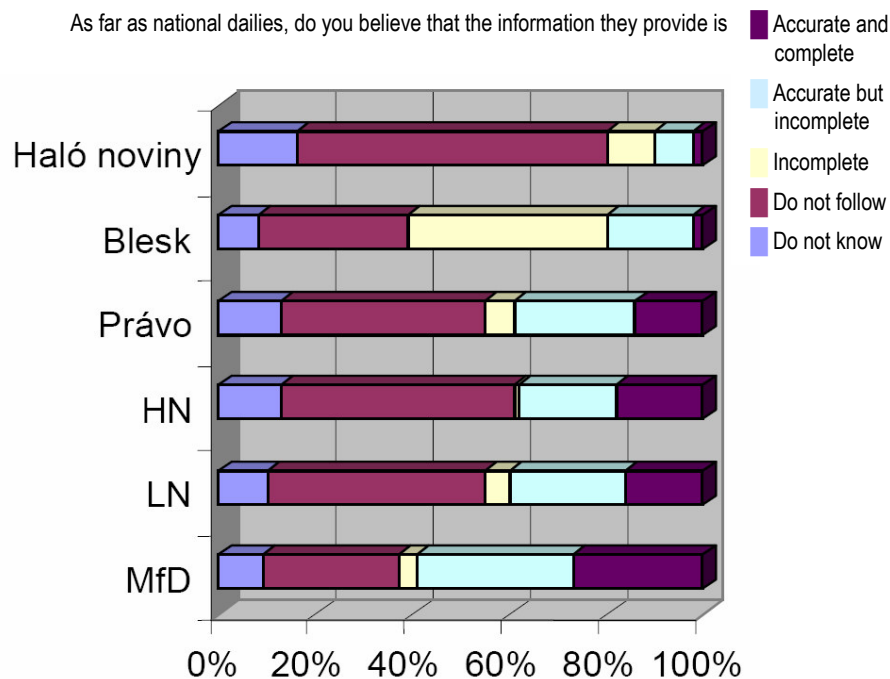
Source: SC&C Survey, June 2007, 2043 respondents over 18 years old, representative in the Czech Republic according to the data provided by the Czech Statistical Office



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## Information from dailies

As far as national dailies, do you believe that the information they provide is



“The Czechs are of the opinion that selected national dailies, with the exception of Blesk, also provide rather accurate information although they are much less followed than TV channels. Mladá fronta Dnes, whose information service was described as accurate by two thirds of the respondents (of which 27% stated that the information is “accurate and complete“, and 32 % described it as “accurate but incomplete“), enjoys the greatest trust . Lidové noviny follows with 40%, Právo with 39% and Hospodářské noviny with 38% of people who believe that their information is accurate. One fifth of the correspondents stated the same about Blesk; on the other hand, two fifths, reckon that its information is inaccurate.“