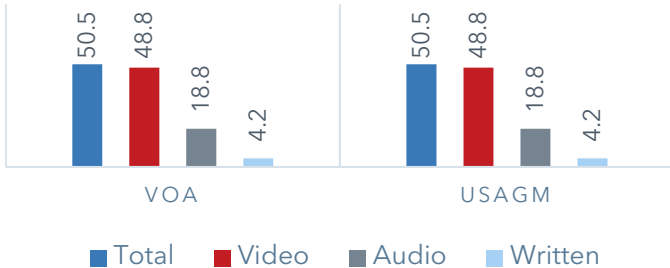




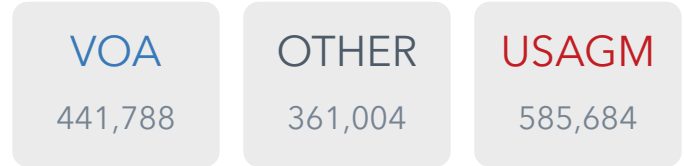
## World Poll 2023 Survey Results

# Template

### Weekly Audience Reach by Entity and Content Types



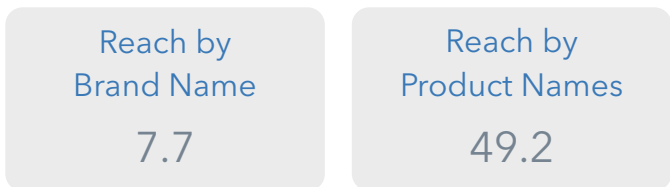
### Total Weekly Audience Size by Entity (any language; number of adults)



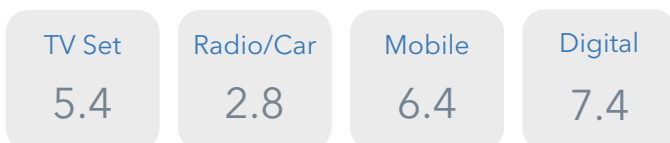
### USAGM Weekly Audience Reach by Entity, Language and Content Types (% among all respondents)

Language	Radio	TV	Internet	Total
VOA Spanish	7.3	6.7	6.9	14.3
Serbian	n/a	3.7	4.0	7.0
Other 1A				
Other 1B				

### Weekly Audience Reach of VOA Spanish Content by Brand Name and by VOA Product Names (% among all respondents)



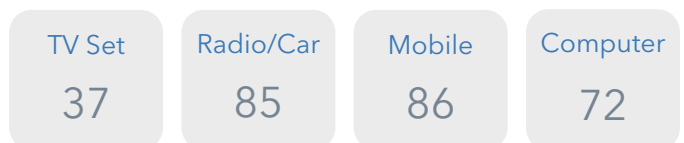
### Weekly Reach of VOA Spanish Brand Name Content via Devices and Digital Platforms (% among all respondents)



### VOA Total Weekly Reach Across Selected Demographic Categories (any content type, any language; % of each)

Gender	
Men	19.8
Women	14.5
Age	
15-24	5.7
25-34	10.7
35-54	22.7
55+	61.2
Education	
Completed primary or less	7.4
Secondary or some tertiary	21.6
Completed higher education	24.1
Urbanicity	
Rural	16.7
Urban	19.5

### Weekly Use of Devices to Access News (% among all respondents)



This survey was conducted by Gallup as part of their global World Poll. Fieldwork took place June 22, 2022 – July 5, 2022, among a probability sample of 1,000 adults, and represents the non-institutionalized adult population. Survey length and sample limitations in some instances precluded full and reliable measurement of reach by language, platform, and other indicators.



### Trust VOA Content

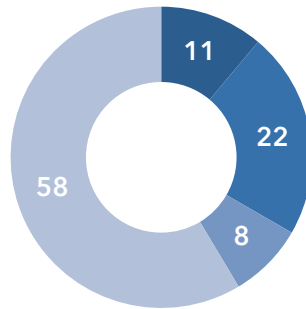
(% among past week VOA any language brand users, n=93)

VOA Any Language

95

### Share News from VOA with People

(% among past week VOA any language brand users, n=93)



- Several days a week or more often
- Once a week
- Less often than once a week
- Never

### Perceptions of VOA

(% among all past week VOA any language brand users, n=93)

