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Media Platforms, Formats, and News Cultures

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WITH BIANKA FRANCISTYOVÁ, SILVIA DALBEN FURTADO, WARAT KARUCHIT, MANASVI MAHESHWARI & KÉRLEY WINQUES

The Worlds of Journalism Study 3 (WJS3) introduced three new questions aimed at capturing journalists' media environments more comprehensively. These questions addressed the distribution platforms journalists used, the media formats they produced, and the cultural backgrounds of the media organizations they worked for. In contrast, the previous survey, WJS2, included only a single question on the "type of medium," such as daily newspaper. The rationale for these additions is discussed in detail elsewhere (Thurman, 2025, pp. 19–20), but in essence, the new questions were designed to provide more precise information on the formats journalists produce in, the specific internet-based platforms they use for distribution, and, for the first time, the cultural context of the media institutions employing them.

MEDIA PLATFORMS

In nearly all countries, a large majority of journalists knew in advance which platform(s) their work would reach (see Table 18). Across the global sample, websites were the platform most regularly used ("always" or "often") by journalists (70%), followed by social media (53%), print (40%), news apps (35%), TV (31%), radio (26%), messaging apps (25%), email newsletters (20%), and podcasts (13%).

Behind this overall ranking, notable differences exist between countries, and the magnitude of these differences varies by platform. Before examining these differences, it

is important to note that some may stem from differences in the sampling strategies employed to select the journalists for the survey. Globally, there is relatively little variation in the proportion of journalists who regularly produce for websites, social media, and print. This, coupled with the fact that these platforms are the most frequently produced for, underscores their global importance for news distribution.

The prominence of websites highlights the central role of digital distribution for nearly all journalism outlets. Social media, ranking second, remain a significant dissemination platform, even though many publishers have been working to reduce their reliance on them (Hartley et al., 2023). This adjustment is partly a response to changes in platform algorithms that have reduced referrals to news sites. A substantial proportion of journalists continue to produce content for print on a regular basis, which may seem surprising given the declining readership. However, print still accounted for 77% of newspapers' advertising and circulation revenues globally in 2023–2024 (Radcliffe et al., 2025, p. 11). To sustain this vital income stream, 40% of the journalists surveyed contributed regularly to print publications.

In contrast, messaging apps, radio, and email newsletters show greater cross-country variation. Messaging apps, produced for almost as frequently as radio, have risen quickly in importance, aided by WhatsApp's "Channels"

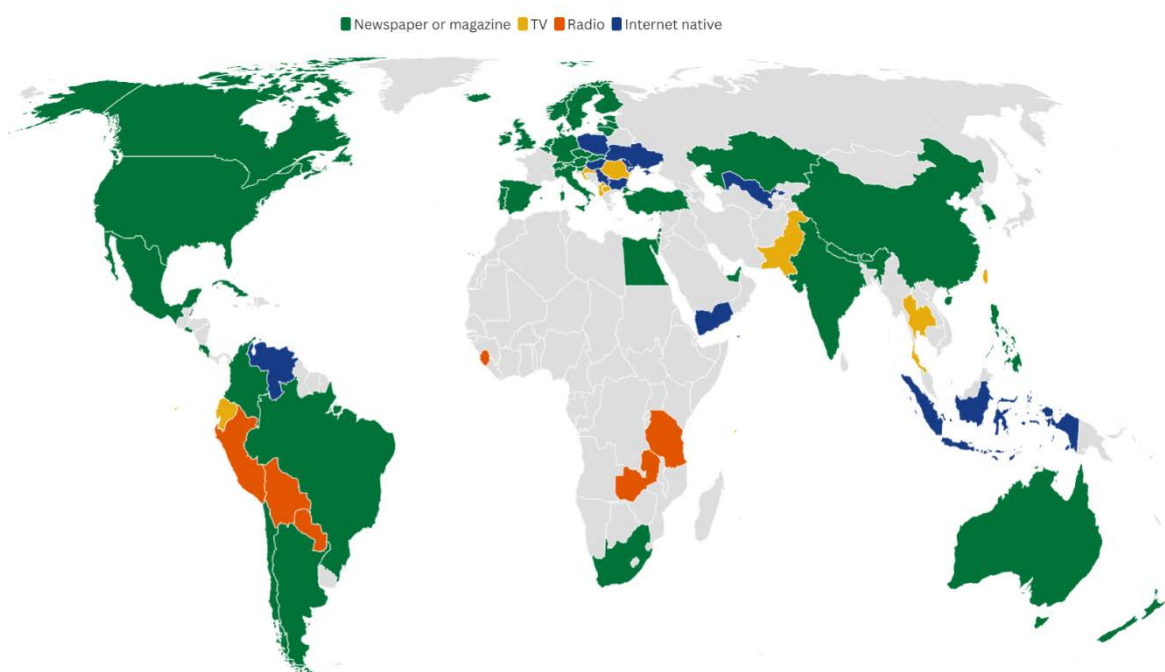


FIGURE 10: NEWS CULTURES AROUND THE WORLD

Cultural background of journalists' main employer – top category

feature launched globally in September 2023 (Meta, 2023). They are particularly prominent in Central and South America (around two-thirds of journalists in Peru and Ecuador) and in some Asian, Eastern European, and African countries, but much less so in Northern Europe and Anglo-Saxon countries (e.g., fewer than 5% in the USA, Australia, and Austria).

Radio remains a relatively important distribution platform in African and Central and South American countries, as well as in some Asian states, likely due to the comparatively low costs of production, distribution, and reception of journalism on this platform. For instance, at least 60% of journalists in both Zambia and Paraguay reported produced for radio regularly.

In contrast, the proportion of journalists producing content for email newsletters shows considerable variation between countries and does not appear to correlate clearly with geography. For example, fewer than 3% of journalists in both Iceland and Nepal reported producing for this platform at least “often,” while in the United Kingdom and Indonesia—two very different countries—the proportions exceeded ten times that figure.

MEDIA FORMATS

The survey included an optional question on the media formats journalists produced, ranging from text to animation. Data from the 51 countries that included this question show that text was the most frequently produced format, with 80% of journalists creating it regularly (“always” or “often”), followed by photographs (46%), video (43%), audio (39%), and graphics (18%). About one-third of journalists produced multimedia stories combining multiple formats (see Table 19).

This global ranking hides differences between countries, with the magnitude of these differences varying by media format. There is relatively little variation worldwide in the proportion of journalists who regularly produce journalism in text. This, combined with text being the most frequently produced format, underscores its central importance in news production. Text typically serves as a fundamental component for journalism across websites, social media, print, email newsletters, and news or messaging apps. Even in content ultimately delivered as video or audio, scripting is common, making written text a crucial step in the production process.

By contrast, other media formats show higher cross-country variability. Audio is particularly important in many African and Central and South American countries, likely due to the prevalence of radio as a distribution platform. Video is prominent in some Asian, Eastern European, and Central and South American countries, reflecting the relative importance of television and social media platforms in these regions. Photographs, graphics, and multimedia stories also display considerable variation, but this does not appear to follow clear geographic patterns.

JOURNALISTS’ EMPLOYERS’ MEDIA CULTURAL BACKGROUNDS

Among journalists in our sample who had a single main employer and knew its background, the most common affiliation was with newspapers or magazines (34%), followed by television (23%), internet-native outlets (20%), radio (16%), news agencies (6%), and telecommunications (1%) (see Table 20).

Magazine-based employers were more prevalent in Northern and Southern Europe and relatively rare in Eastern Europe, Africa, Central and South America, and Asia. This likely reflects differences in advertiser and consumer disposable incomes, as magazines are relatively costly to produce and purchase, often relying on high-priced advertisements. Radio employers were relatively common in African countries, consistent with the importance of audio as a news format on the continent.

Journalists whose employer had an internet-native background were relatively prevalent in countries with lower press freedom (as measured by the RSF’s World Press Freedom Index), such as Uzbekistan, Venezuela, and Serbia, perhaps indicating how online platforms can better evade government censorship. By contrast, in several Northern European and Anglo-Saxon countries, few journalists were employed by internet-native outlets, indicating the continued strength of legacy media in those regions.

Overall, 79% of journalists had a main employer with a legacy media background. The financial future of these institutions remains uncertain, particularly as digital tech giants dominate global advertising. In 2023, Meta earned US\$131.9 billion in advertising revenue, surpassing the combined global ad income of newspapers, magazines, cinemas, radio, and outdoor media, while Alphabet earned over US\$237 billion (Brownsell, 2024; WARC). Despite this massive shift in advertising revenue toward digital tech companies, there has not been a commensurate shift in who funds the employment of journalists. While digital-native media outlets are contributing to job creation globally, our data show they still represent a relatively small portion of employment in journalism – an industry essential to democratic societies.

CONCLUSION

The frequencies with which journalists produced for different distribution platforms show the global centrality of news websites, alongside the persistence of print and social media. Messaging apps are also gaining traction, particularly in certain regions. Similarly, data on media formats reveal the global primacy of text, with audio and video holding particular importance in parts of the Global South and Eastern Europe. Finally, the fact that 79% of journalists are employed by legacy media outlets raises concerns about the profession’s future, especially as print faces potential collapse and broadcaster revenues continue to decline in real terms.

TABLE 18: MEDIA PLATFORMS

Country	Know platforms in advance ¹	Print ²	Radio ²	TV ²	Websites ²	News App ²	Podcast ²	Social Media ²	Messaging App ²	E-Mail newsletter ²
Albania	96.1%	13.2%	7.9%	79.7%	69.4%	46.1%	1.6%	65.3%	23.0%	6.1%
Argentina	93.8%	41.0%	52.6%	36.1%	74.3%	25.2%	17.2%	64.0%	35.6%	20.4%
Australia	96.3%	61.4%	30.4%	19.8%	82.0%	51.4%	13.0%	49.5%	4.6%	28.4%
Austria	96.4%	51.3%	26.7%	30.8%	63.5%	24.4%	9.7%	35.1%	4.4%	18.6%
Belgium	92.1%	53.5%	20.9%	30.2%	75.5%	48.5%	8.2%	36.8%	3.4%	24.9%
Bhutan	88.8%	34.2%	61.8%	42.6%	48.0%	31.9%	18.5%	64.9%	32.9%	31.5%
Bolivia	97.5%	18.2%	48.6%	41.4%	74.9%	22.4%	11.3%	83.6%	59.8%	13.6%
Brazil	89.0%	33.3%	23.3%	33.5%	78.5%	38.4%	16.7%	56.7%	36.5%	20.0%
Bulgaria	95.6%	37.5%	24.0%	25.2%	85.3%	25.5%	13.7%	62.2%	16.1%	20.3%
Canada	97.1%	48.5%	22.4%	25.1%	89.4%	58.0%	10.0%	43.4%	3.6%	28.3%
Chile	98.5%	33.2%	40.7%	32.5%	65.6%	22.1%	12.6%	58.2%	21.5%	14.3%
China	81.9%	39.2%	15.6%	33.4%	49.1%	71.4%	7.8%	48.3%	38.4%	0%
Colombia	95.3%	42.0%	39.4%	32.9%	85.9%	34.2%	22.7%	73.7%	50.6%	36.1%
Costa Rica	98.1%	44.8%	24.4%	29.4%	86.9%	37.3%	14.8%	80.9%	41.9%	32.2%
Croatia	90.5%	25.5%	17.5%	38.3%	74.8%	22.4%	6.6%	59.5%	17.6%	17.2%
Cuba	98.8%	30.1%	24.8%	27.1%	82.3%	9.7%	17.4%	76.4%	18.0%	12.7%
Czech Republic	97.6%	47.4%	20.7%	17.6%	75.9%	19.5%	12.4%	39.0%	2.5%	6.3%
Denmark	97.1%	45.8%	13.6%	26.7%	70.7%	35.0%	8.5%	29.7%	2.6%	0%
Ecuador	91.1%	41.6%	40.9%	46.3%	68.5%	40.1%	22.5%	78.2%	61.6%	32.1%
Egypt	84.8%	50.9%	20.1%	38.6%	78.5%	48.1%	15.8%	60.9%	25.0%	32.1%
El Salvador	93.2%	26.7%	12.9%	15.5%	91.5%	24.7%	17.0%	74.1%	23.4%	22.0%
Estonia	98.0%	51.2%	17.6%	15.2%	75.3%	27.1%	14.9%	24.9%	3.4%	10.9%
Ethiopia	95.2%	17.5%	46.6%	55.0%	34.1%	21.6%	13.1%	54.5%	35.8%	25.4%
Finland	94.1%	68.1%	14.9%	12.2%	81.8%	36.5%	5.7%	55.6%	6.3%	15.1%
Germany	93.8%	57.7%	22.0%	20.9%	60.4%	35.9%	14.1%	57.6%	16.0%	25.0%
Hong Kong	89.1%	31.0%	11.3%	24.0%	76.7%	60.3%	7.4%	49.3%	9.4%	9.7%
Hungary	96.3%	30.1%	13.1%	3.8%	89.1%	17.5%	18.0%	66.1%	3.8%	12.0%
Iceland	99.5%	37.4%	34.9%	30.7%	79.0%	7.1%	10.6%	36.0%	6.0%	2.5%
India	81.2%	70.1%	20.8%	40.7%	60.3%	50.5%	26.3%	59.7%	52.6%	43.1%
Indonesia	92.6%	32.5%	10.3%	18.1%	68.2%	34.0%	14.1%	39.3%	38.2%	33.4%
Ireland	96.6%	62.5%	20.4%	13.9%	81.7%	60.2%	17.7%	59.2%	5.0%	22.0%
Israel	98.0%	47.1%	18.6%	20.3%	78.0%	48.6%	15.6%	53.6%	29.8%	15.1%
Italy	93.0%	60.3%	12.8%	22.7%	77.0%	21.2%	8.9%	54.2%	16.0%	28.8%
Kazakhstan	78.4%	25.3%	23.8%	48.9%	41.3%	41.1%	34.8%	45.1%	38.0%	28.7%
Kosovo	70.5%	10.4%	11.9%	65.1%	68.2%	32.1%	4.4%	50.0%	4.9%	1.7%
Latvia	98.3%	45.2%	18.8%	28.0%	62.6%	22.2%	10.8%	41.4%	7.1%	12.2%
Lithuania	97.7%	49.2%	16.6%	16.6%	73.2%	24.8%	9.8%	46.1%	3.7%	8.9%
Mexico	96.2%	38.4%	37.6%	27.6%	88.4%	36.4%	15.8%	84.2%	41.1%	23.9%
Moldova	96.4%	31.6%	20.1%	32.6%	75.3%	17.1%	12.0%	21.5%	44.1%	18.3%
Nepal	94.7%	35.1%	33.2%	22.9%	64.4%	32.7%	3.2%	37.3%	21.5%	2.2%
Netherlands	96.1%	51.2%	33.0%	37.0%	90.4%	71.0%	11.6%	56.9%	11.0%	30.2%
New Zealand	97.0%	60.6%	15.2%	15.6%	80.3%	48.8%	8.1%	35.9%	5.7%	21.2%
North Cyprus	95.0%	59.6%	36.9%	55.4%	80.7%	53.6%	4.6%	67.9%	32.4%	13.8%
North Macedonia	91.4%	8.5%	15.6%	51.4%	67.0%	5.2%	3.8%	50.0%	10.9%	0%
Norway	95.9%	52.4%	15.2%	21.9%	79.8%	35.1%	7.3%	39.0%	2.7%	0%
Pakistan	77.2%	39.5%	15.9%	48.4%	51.1%	33.3%	25.7%	54.2%	34.8%	22.3%
Paraguay	95.0%	26.5%	59.5%	38.2%	63.0%	30.9%	9.6%	73.4%	57.2%	13.1%
Peru	95.5%	58.8%	58.8%	45.9%	76.7%	19.1%	15.1%	81.5%	64.1%	40.5%
Philippines	93.3%	44.4%	19.9%	26.6%	77.9%	40.3%	10.3%	76.2%	38.7%	0%
Poland	84.0%	37.3%	22.4%	18.1%	74.7%	34.9%	18.6%	69.2%	30.7%	20.7%
Portugal	37.8%	37.2%	15.3%	28.5%	24.1%	2.9%	2.2%	3.7%	0.7%	2.9%
Romania	96.2%	28.3%	29.1%	37.5%	67.3%	24.6%	16.3%	26.7%	38.3%	16.0%
Serbia	94.8%	28.1%	7.2%	36.2%	64.8%	32.4%	12.2%	37.8%	21.3%	10.3%
Seychelles	93.7%	29.8%	45.6%	51.7%	23.2%	9.4%	5.5%	31.0%	28.1%	13.8%
Sierra Leone	92.7%	38.5%	81.2%	21.9%	27.2%	26.3%	23.0%	53.6%	48.4%	23.0%
Singapore	97.2%	27.0%	10.4%	32.6%	78.0%	63.2%	7.5%	52.6%	14.9%	0%
Slovakia	94.7%	37.1%	28.1%	33.6%	59.7%	23.8%	13.8%	43.9%	10.7%	6.7%
Slovenia	96.7%	35.0%	29.8%	27.7%	66.7%	29.7%	13.6%	39.2%	3.6%	11.6%
South Africa	95.5%	55.2%	21.2%	17.3%	76.4%	50.0%	17.1%	54.3%	25.3%	32.0%
South Korea	93.5%	51.3%	9.0%	20.9%	78.6%	51.9%	4.1%	31.9%	19.4%	10.1%
Spain	95.1%	40.1%	19.6%	28.2%	74.5%	30.4%	9.1%	47.6%	15.9%	19.4%
Sweden	95.2%	55.8%	18.7%	15.9%	77.3%	52.6%	8.9%	38.0%	0.8%	0%
Switzerland	95.5%	44.9%	25.5%	25.6%	75.0%	51.6%	10.2%	38.7%	2.6%	21.9%
Taiwan	79.6%	25.8%	8.4%	54.1%	82.9%	65.4%	10.3%	53.1%	27.9%	6.1%
Tanzania	85.8%	30.9%	49.9%	36.6%	34.9%	22.8%	23.6%	44.6%	39.0%	29.0%
Thailand	81.0%	23.6%	35.0%	50.2%	54.7%	42.8%	16.0%	67.4%	64.6%	29.8%
Turkey	93.0%	51.3%	7.9%	34.7%	0%	27.1%	9.0%	56.3%	24.8%	20.4%
UAE	89.6%	62.7%	16.2%	40.8%	68.1%	47.3%	20.7%	71.1%	27.2%	35.8%
UK	95.4%	52.9%	12.0%	10.9%	82.6%	31.2%	13.7%	45.0%	9.1%	35.4%
Ukraine	95.7%	21.7%	8.5%	30.7%	84.7%	26.6%	8.0%	68.2%	53.1%	12.7%
USA	97.1%	57.8%	15.2%	31.3%	87.2%	47.5%	11.9%	61.5%	4.5%	32.8%
Uzbekistan	90.0%	28.7%	16.1%	19.1%	29.3%	11.4%	8.8%	26.5%	21.3%	4.0%
Venezuela	94.0%	36.8%	36.9%	20.6%	84.4%	32.3%	13.7%	80.2%	63.7%	27.6%
Yemen	71.4%	27.3%	31.1%	40.2%	86.5%	61.1%	29.7%	83.3%	55.1%	27.0%
Zambia	81.3%	26.4%	63.0%	27.0%	27.2%	20.8%	9.9%	55.1%	21.2%	18.5%
Average	91.8%	40.2%	25.7%	31.4%	69.8%	34.9%	12.9%	53.2%	24.5%	20.1%

¹Note: Percentage of respondents saying "yes." Question: "Journalists can produce content for a variety of platforms, such as print, TV, radio, websites, and so on. When you produce or edit journalism content, or when you supervise its production, do you usually know in advance on which platforms it will be delivered to the audience?"

²Note: Percentage of respondents saying "always" or "often." Question: "How often do you produce or edit content, or supervise its production, specifically for these platforms?" (Scale: 5 = Always; 4 = Often; 3 = Sometimes; 2 = Rarely; 1 = Never.) The percentages shown are based on responses from journalists who know in advance on which platforms their content will be delivered to audiences.

TABLE 19: MEDIA FORMATS

Country	Text	Photographs	Audio	Video	Graphics, cartoons, illustrations, or animation	Multimedia stories that use a combination of the former
Albania	93.3%	49.8%	50.0%	83.6%	21.4%	68.4%
Argentina	78.5%	36.7%	54.3%	41.8%	12.5%	38.2%
Australia	85.6%	51.3%	36.6%	27.3%	12.1%	44.8%
Belgium	80.4%	18.4%	23.4%	32.0%	6.1%	19.8%
Bolivia	81.5%	53.9%	65.8%	67.1%	12.2%	46.5%
Brazil	91.5%	39.2%	44.6%	46.6%	17.1%	35.5%
Bulgaria	96.6%	65.8%	37.9%	34.5%	15.1%	21.1%
China	72.8%	38.4%	27.0%	62.5%	20.1%	56.2%
Colombia	83.1%	47.2%	56.9%	54.8%	21.3%	43.5%
Costa Rica	70.1%	38.8%	36.9%	49.1%	24.3%	39.7%
Croatia	83.3%	54.5%	46.9%	55.5%	21.4%	28.1%
Cuba	86.0%	47.5%	38.8%	36.4%	17.2%	34.2%
Czech Republic	90.0%	48.9%	33.4%	31.8%	10.1%	29.8%
Ecuador	50.5%	31.3%	39.9%	48.5%	23.7%	35.7%
Egypt	88.4%	63.7%	41.2%	47.5%	31.0%	30.5%
Hong Kong	76.9%	51.7%	31.5%	36.3%	22.6%	49.2%
Hungary	96.3%	50.5%	11.6%	21.6%	10.0%	15.8%
India	86.5%	62.4%	37.5%	45.7%	38.6%	47.7%
Indonesia	81.0%	59.0%	29.7%	37.8%	13.9%	34.7%
Ireland	85.4%	46.7%	30.6%	23.4%	16.7%	34.4%
Kazakhstan	52.0%	39.1%	34.3%	40.9%	26.0%	32.4%
Kosovo	90.1%	53.7%	51.6%	63.4%	36.7%	41.7%
Latvia	91.4%	54.0%	33.7%	35.6%	21.4%	40.0%
Lithuania	93.4%	55.3%	27.2%	23.8%	11.6%	4.3%
Moldova	88.5%	53.3%	37.3%	51.0%	14.6%	38.2%
Nepal	55.4%	15.6%	35.2%	27.9%	0.5%	9.3%
New Zealand	87.4%	52.2%	28.6%	35.1%	12.8%	46.9%
North Cyprus	90.9%	57.5%	30.6%	43.3%	12.6%	12.1%
Pakistan	52.3%	28.4%	30.9%	44.1%	21.2%	30.7%
Paraguay	66.3%	39.1%	55.1%	47.2%	13.5%	35.0%
Peru	79.8%	62.9%	71.8%	66.1%	24.5%	38.4%
Poland	63.3%	46.5%	34.7%	39.8%	31.5%	29.7%
Portugal	98.0%	6.7%	15.3%	25.9%	0.4%	8.0%
Romania	86.4%	48.8%	51.3%	50.4%	16.7%	43.4%
Serbia	92.5%	55.2%	32.1%	52.2%	29.5%	47.8%
Sierra Leone	53.7%	29.8%	73.2%	29.3%	21.3%	10.5%
Slovakia	84.8%	41.2%	45.3%	37.7%	7.9%	31.6%
Slovenia	92.0%	47.2%	45.3%	32.7%	21.5%	7.7%
South Korea	82.7%	61.1%	14.1%	23.8%	17.6%	15.7%
Switzerland	79.0%	47.7%	32.1%	33.6%	17.0%	28.8%
Taiwan	71.1%	38.2%	46.7%	62.8%	23.3%	46.2%
Tanzania	45.1%	37.7%	59.1%	38.5%	15.1%	15.8%
Thailand	67.1%	57.6%	58.7%	62.9%	33.1%	44.1%
Turkey	88.6%	44.7%	22.8%	39.0%	9.5%	42.0%
UAE	87.7%	66.6%	41.2%	58.8%	15.6%	38.5%
UK	86.3%	38.7%	21.1%	20.2%	13.1%	35.6%
Ukraine	89.2%	50.3%	15.1%	45.4%	17.8%	33.0%
Uzbekistan	40.3%	29.4%	12.5%	26.9%	11.9%	16.9%
Venezuela	68.6%	39.4%	41.7%	39.4%	11.3%	38.2%
Yemen	89.8%	62.3%	45.8%	44.2%	20.8%	35.8%
Zambia	83.3%	47.3%	82.3%	39.1%	20.1%	22.8%
Average	79.5%	46.3%	39.2%	42.5%	18.0%	32.8%

Percentage of respondents saying "always" or "often." Question: "How often do you produce, edit or supervise the production of journalism content in any of these formats?" (Scale: 5 = Always; 4 = Often; 3 = Sometimes; 2 = Rarely; 1 = Never.)

TABLE 20: MAIN EMPLOYERS' MEDIA CULTURAL BACKGROUND

	Newspapers or magazines	TV	Radio	News agency	Internet native	Telecommu- nications	Other
Albania	1.8%	77.3%	0.7%	2.8%	10.3%	0.4%	6.7%
Argentina	33.4%	18.5%	29.3%	1.8%	11.7%	1.8%	3.5%
Australia	53.9%	14.9%	12.5%	5.5%	4.7%	0	8.5%
Austria	50.9%	2.4%	40.6%	3.9%	2.2%	0	0
Belgium	52.0%	23.0%	7.1%	6.7%	2.5%	2.3%	6.4%
Bhutan	40.0%	24.7%	27.1%	8.2%	0	0	0
Bolivia	12.7%	31.9%	38.4%	0.7%	15.7%	0.5%	0
Brazil	30.3%	30.1%	9.9%	12.1%	15.7%	2.0%	0
Bulgaria	22.3%	15.2%	16.8%	10.2%	32.2%	1.3%	2.1%
Canada	43.7%	21.7%	8.9%	15.0%	10.6%	0	0
Chile	28.2%	23.9%	31.2%	0.5%	14.1%	2.0%	0
China	54.2%	34.7%	10.8%		0.3%	0	0
Colombia	27.2%	15.1%	21.1%	4.2%	24.2%	0.9%	7.3%
Costa Rica	46.0%	22.8%	5.3%	1.6%	19.0%	1.1%	4.2%
Croatia	14.8%	37.8%	14.8%	2.1%	30.0%	0.4%	0
Cuba	35.7%	21.3%	17.7%	8.2%	17.1%	0	0
Czech Republic	46.2%	15.0%	18.8%	2.2%	17.8%	0	0
Denmark	42.6%	31.7%	7.5%	1.2%	13.8%	0	3.1%
Ecuador	15.8%	23.3%	22.5%	3.8%	18.8%	1.3%	14.6%
Egypt	52.0%	19.5%	8.4%	7.7%	11.3%	0	1.0%
El Salvador	41.0%	8.2%	9.7%	6.2%	34.9%	0	0
Estonia	40.3%	12.8%	10.7%	1.0%	30.9%	0	4.4%
Ethiopia	8.7%	40.8%	37.0%	2.9%	10.5%	0	0
Finland	71.2%	8.3%	9.1%	2.1%	3.5%	0	5.9%
Germany	58.0%	17.6%	17.5%	3.6%	3.2%	0.2%	0
Hong Kong	30.6%	20.9%	9.7%	5.8%	32.6%	0.4%	0
Hungary	27.6%	2.2%	1.6%	8.1%	52.4%	8.1%	0
Iceland	48.5%	15.0%	23.8%	1.9%	8.7%	1.5%	0.5%
India	56.8%	24.6%	1.3%	8.1%	8.7%	0.4%	0
Indonesia	17.3%	11.6%	4.9%	4.9%	58.5%	0.6%	2.4%
Ireland	59.5%	10.2%	12.5%	2.6%	13.4%	0	1.7%
Israel	40.1%	16.2%	9.4%	0.3%	28.3%	0	5.7%
Italy	61.0%	13.6%	3.1%	5.6%	16.6%	0.2%	0
Kazakhstan	28.2%	9.7%	8.3%	12.6%	23.8%	3.9%	13.6%
Kosovo	10.7%	45.4%	4.9%	10.2%	2.4%	0	26.3%
Latvia	39.4%	19.7%	11.8%	6.1%	22.9%	0.2%	0
Lithuania	42.3%	12.6%	10.9%	3.1%	31.1%	0	0
Mexico	31.7%	15.5%	19.4%	3.5%	21.3%	8.6%	0
Moldova	13.2%	24.6%	10.0%	3.6%	47.3%	0.4%	1.1%
Nepal	28.2%	17.3%	28.0%	5.1%	21.4%	0	0
Netherlands	44.1%	28.7%	8.7%	7.2%	11.3%	0	0
New Zealand	50.0%	17.7%	12.6%	5.8%	13.9%	0	0
North Cyprus	25.2%	20.9%	1.7%	21.7%	27.0%	0	3.5%
North Macedonia	7.8%	52.6%	14.8%	2.2%	22.6%	0	0
Norway	56.5%	16.0%	8.2%	1.7%	10.0%	0	7.5%
Pakistan	21.0%	45.0%	2.7%	11.8%	16.0%	3.4%	0
Paraguay	17.8%	14.4%	39.9%	3.1%	9.6%	1.9%	13.2%
Peru	19.1%	9.0%	40.3%	4.5%	22.4%	0	4.8%
Philippines	35.7%	20.5%	9.8%	8.1%	19.5%	0.3%	6.1%
Poland	24.3%	8.4%	10.7%	10.7%	42.6%	3.2%	0
Portugal	41.8%	21.3%	9.3%	2.7%	17.2%	0	7.7%
Romania	5.3%	31.2%	18.9%	13.9%	29.0%	0.6%	1.1%
Serbia	24.3%	33.5%	2.7%	3.0%	36.1%	0.4%	0
Seychelles	22.0%	45.8%	22.0%	10.2%	0	0	0
Sierra Leone	7.6%	5.9%	83.6%	0	0	0	2.9%
Singapore	27.9%	30.2%	1.1%	25.7%	10.6%	0	4.5%
Slovakia	29.9%	28.7%	19.0%	8.4%	14.0%	0	0
Slovenia	27.8%	24.6%	23.7%	8.0%	15.1%	0.3%	0.6%
South Africa	42.7%	12.7%	14.6%	6.4%	23.2%	0.4%	0
South Korea	51.5%	17.3%	1.4%	5.2%	24.4%	0	0.3%
Spain	37.3%	22.5%	9.0%	2.8%	28.4%	0	0
Sweden	59.3%	15.8%	18.1%	2.8%	1.0%	0	3.1%
Switzerland	46.3%	3.1%	39.9%	3.1%	7.1%	0.5%	0
Taiwan	22.0%	58.8%	3.5%	2.8%	12.9%	0	0
Tanzania	20.1%	25.7%	36.5%	7.9%	8.7%	1.2%	0
Thailand	3.8%	45.8%	16.8%	6.0%	27.6%	0	0
Turkey	41.2%	25.2%	0.9%	9.9%	14.5%	0	8.4%
UAE	52.0%	24.8%	4.0%	9.9%	4.0%	0.3%	5.0%
UK	59.3%	10.6%	6.9%	7.3%	15.8%	0.1%	0
Ukraine	9.8%	15.8%	2.7%	13.7%	55.2%	0	2.7%
USA	49.7%	27.9%	10.0%	3.9%	7.0%	0.8%	0.7%
Uzbekistan	17.1%	11.7%	5.0%	2.0%	64.0%	0.2%	0
Venezuela	24.7%	7.6%	15.2%	7.6%	42.4%	0.6%	1.8%
Yemen	14.7%	29.7%	9.9%	9.5%	35.9%	0.4%	0
Zambia	11.9%	23.5%	62.6%	1.7%	0.3%	0	0
Average	33.5%	22.5%	15.7%	6.1%	19.9%	1.4%	5.4%

Question: "How would you describe the background of your main employer, or the main outlet where you work?"