

MARSA

MEDIA
AUDIENCE
RESEARCH
SYSTEM OF
AZERBAIJAN

CONTENT

- **PROJECT DETAILS**
- **DEMOGRAPHICS**
- **TV VIEWERSHIP HABITS**
- **HOUSEHOLD HABITS**
- **OTHER MEDIA HABITS**
- **PANEL MATRIX**

PROJECT DETAILS



Methodology & Sampling

METHODOLOGY



FACE-TO-FACE
INTERVIEW

DIFFERENT
DEMOGRAPHICS

INFORMED CONSENT

FIELD WORKS



Interviews with head of household who are the most knowledgeable of TV details



Analyze the habitual differences among people

FIELD WORKS



The interviews have been conducted after clear explanation of the purpose of the study.



Fieldwork - direct on-the-spot supervision system consists of 3-4 interviewers and 1 supervisor

ES GEOGRAPHY

ECONOMIC REGION	# OF INTERVIEWS URBAN	# OF INTERVIEWS RURAL	TOTAL # OF INTERVIEWS
Baku	3518	0	3518
Absheron-Khizi	632	46	678
Daghlig Shirvan	135	180	315
Ganja-Dashkasan	513	154	667
Karabakh	154	213	367
Gazakh-Tovuz	164	408	572
Guba-Khachmaz	233	279	512
Lankaran-Astara	240	525	765
Central Aran	337	335	672
Mil-Mughan	136	315	451
Shaki-Zagatala	201	371	572
Shirvan-Salyan	285	225	510
Total	6548	3051	9599

Selected regions cover:

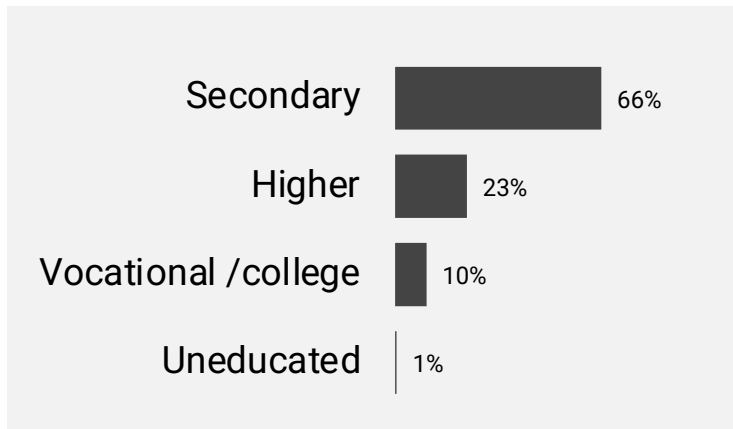
- ✓ **29 of 55** cities in selected Ers
- ✓ **200** villages
- ✓ **9599** Households
- ✓ **39492** Individuals



DEMOGRAPHICS

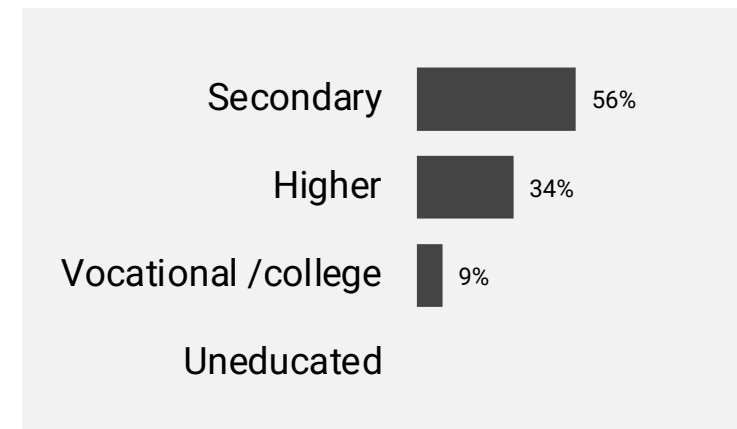
Demographics by education (18+ individuals)

Total



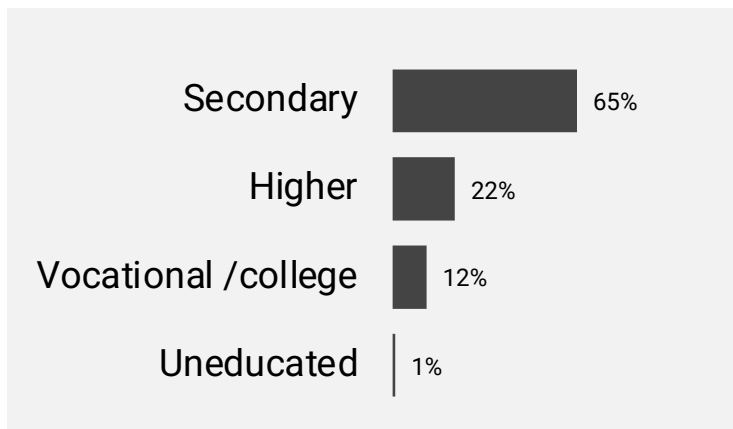
Base: 29288 individuals

Baku



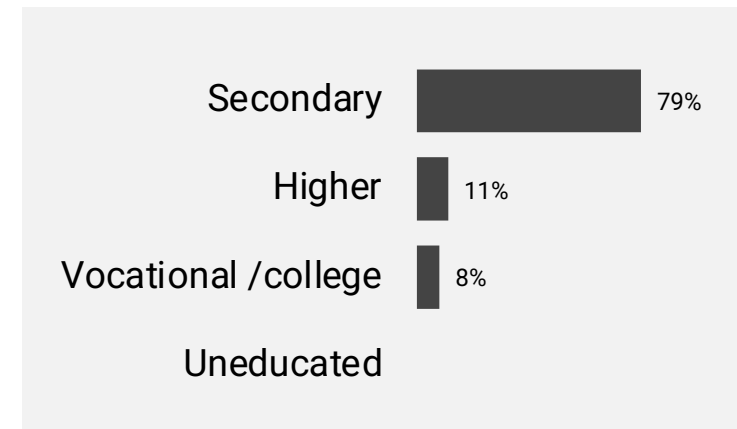
Base: 10314 individuals

Other urban



Base: 9156 individuals

Rural



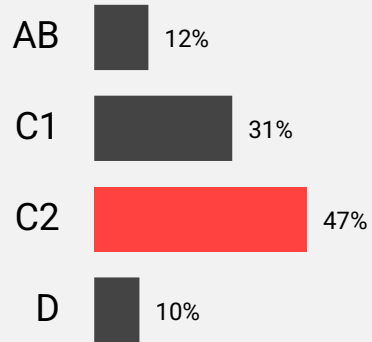
Base: 9818 individuals

Financial status of the household by geography

	Baku	Other Urban	Rural	Total
Qida almaqda çətinlik çəkirik	7%	13%	18%	13%
Qida ala bilirik, lakin yeni paltar almaqda çətinlik çəkirik.	20%	32%	34%	28%
Yeni paltar ala bilirik, lakin daha bahalı əşyalar almaqda çətinlik çəkirik	33%	32%	32%	33%
Bəzi bahalı avadanlıqları ala bilirik (TV/Soyuducu və s.).	14%	8%	8%	10%
Yaşam üçün lazım ola biləcək hər bir əşyanı ala bilirik	12%	8%	6%	9%
Bilmirəm / Sualı cavablandırmaqdan imtina edirəm	14%	7%	2%	7%
Base (households):	3518	3030	3051	9599

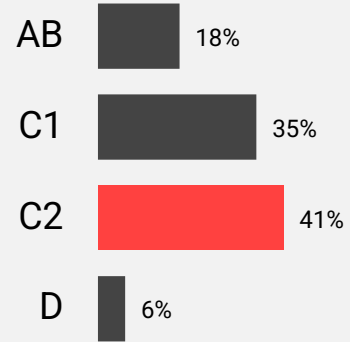
Socioeconomic status results of ES

Total



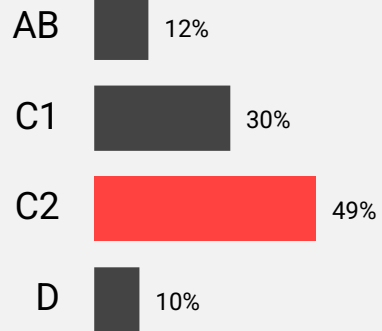
Base: 9599 households

Baku



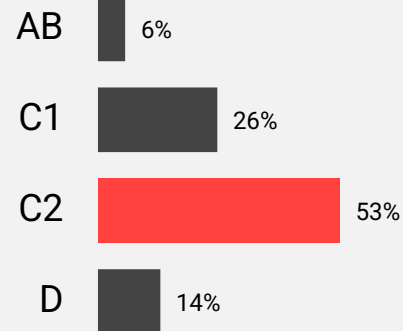
Base: 3518 households

Other urban



Base: 3030 households

Rural

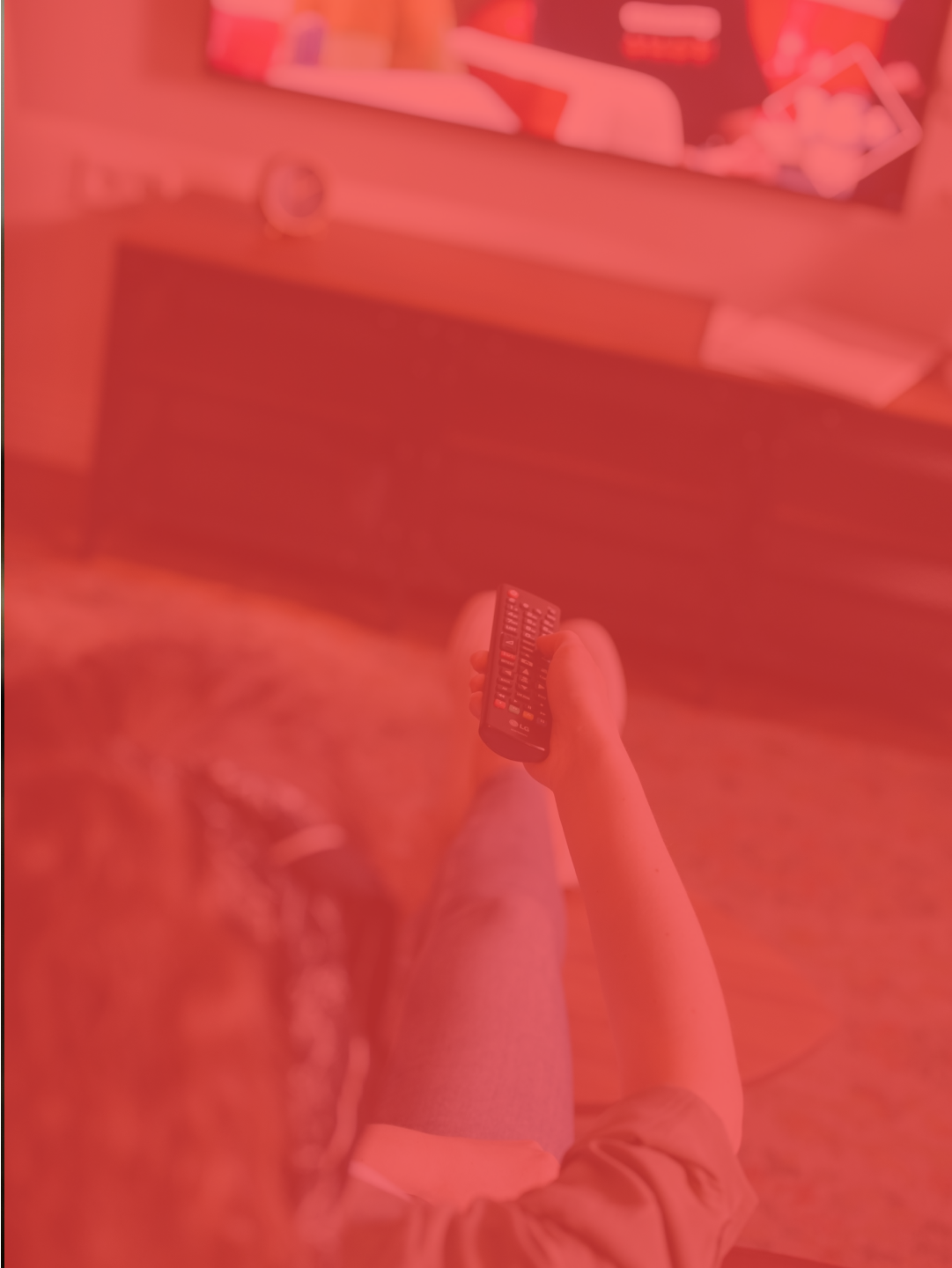


Base: 3051 households

- **Education** – 15 max. points
- **Occupation** – 15 max. points
- **Position** – 25 max. points
- **Monthly income** – 15 max. points
- **Financial status** – 30 max. points

Socioeconomic Status

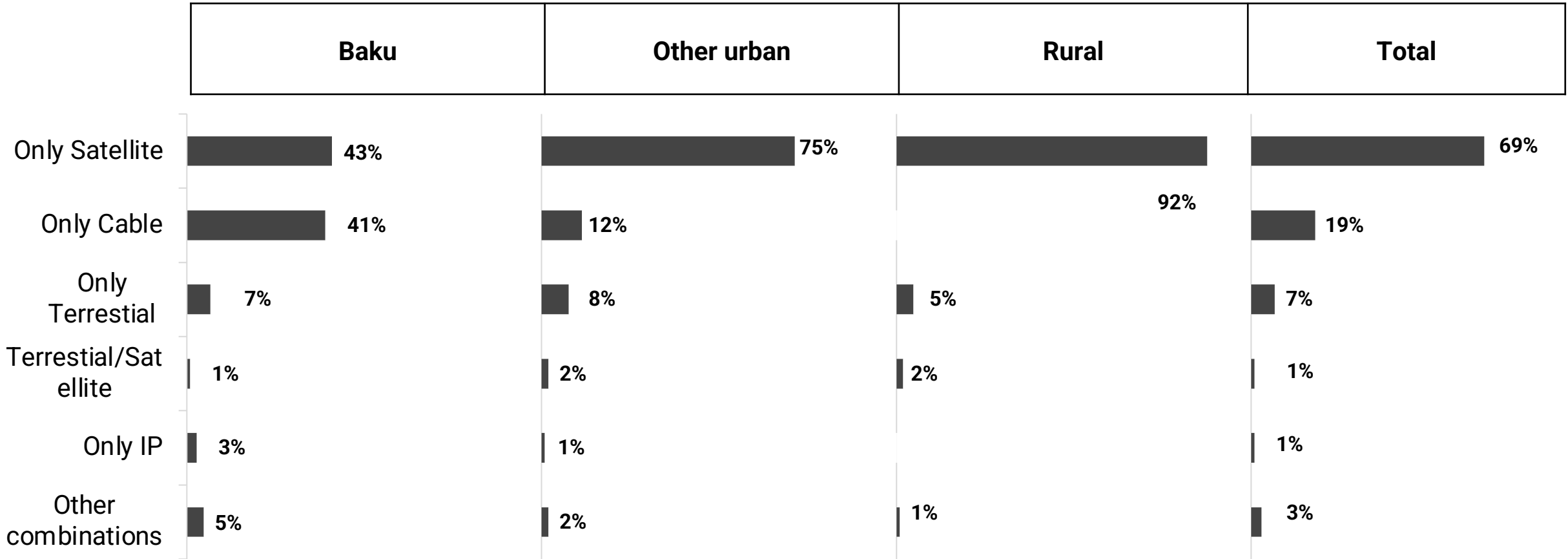
AB	70+
C1	51-69
C2	26-50
D	0-25



TV VIEWERSHIP HABITS

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TV signal types



Base: 3518 households

3030 households

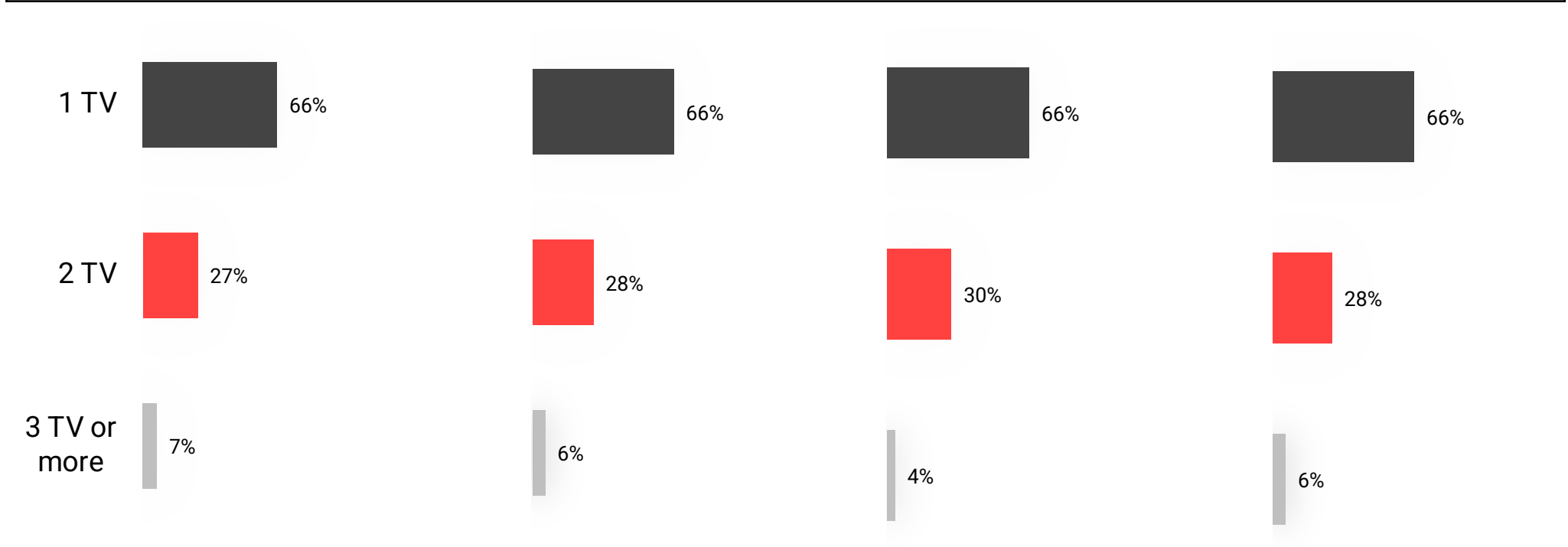
3051 households

9599 households

Number of TV sets in HH

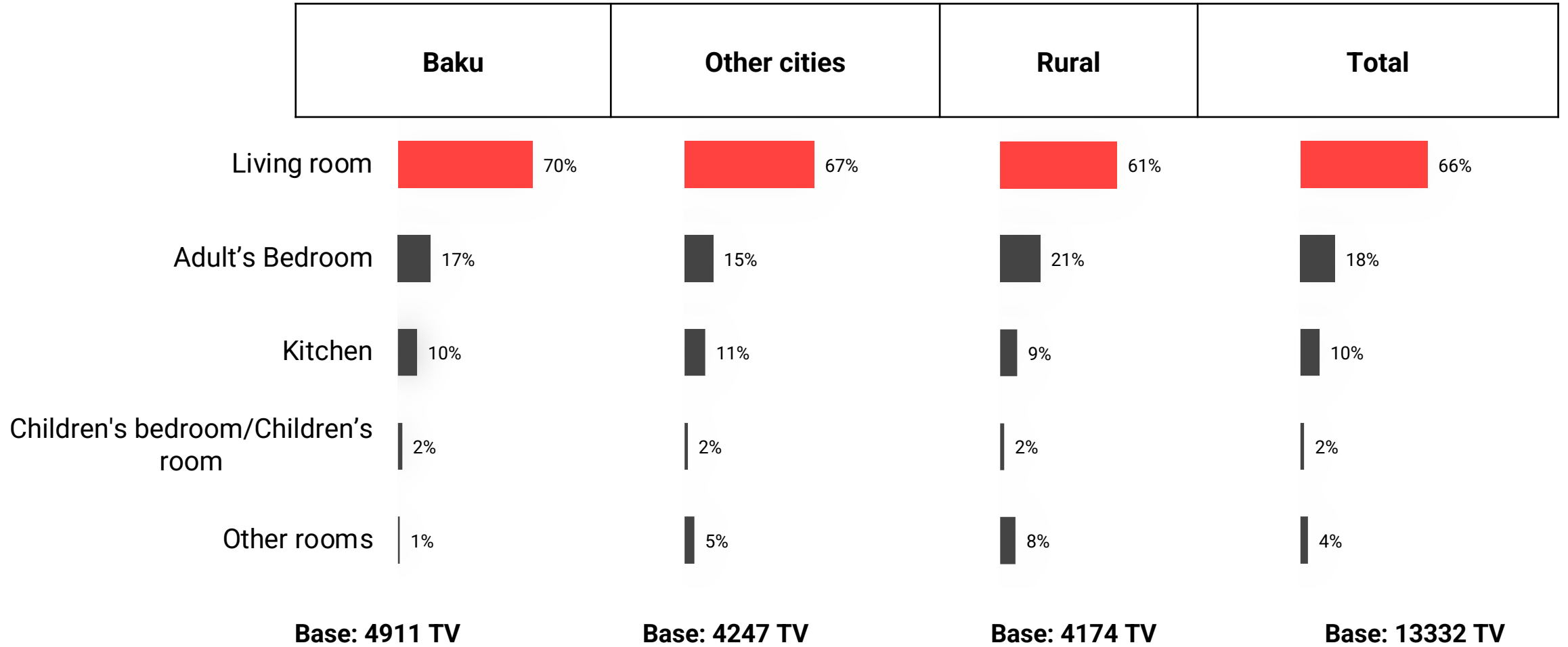
	Baku	Other cities	Rural	Total
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Average number of TV per HH:
1.45



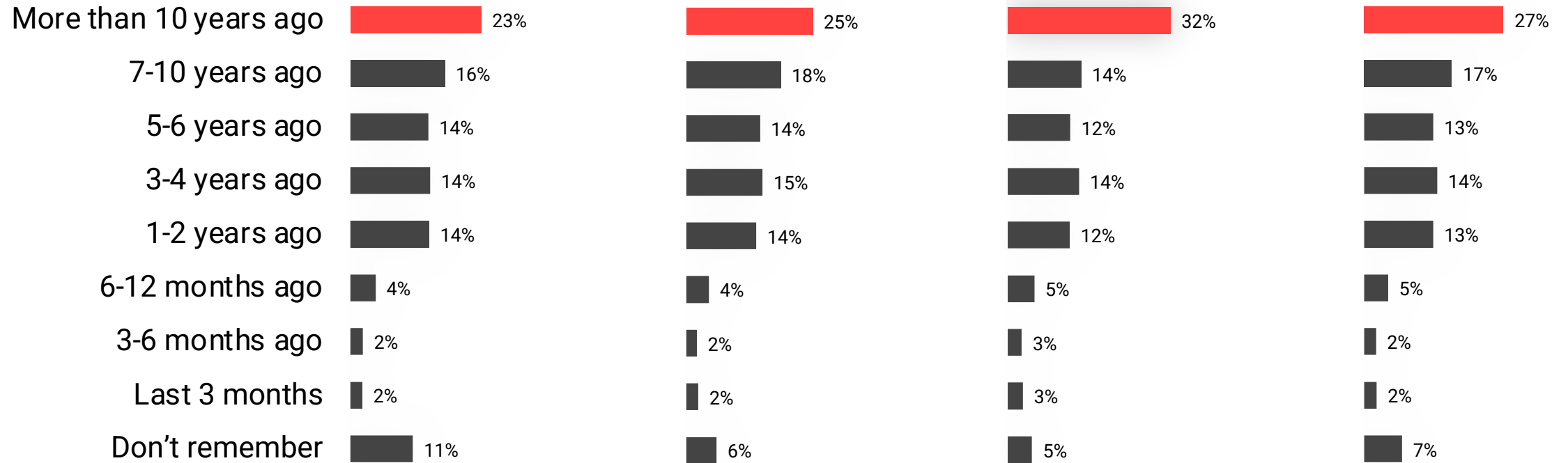
Base:	3518 households	3030 households	3051 households	9599 households
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TV location in HH



TV purchase

	Baku	Other cities	Rural	Total
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Base: 4911 TV

Base: 4247 TV

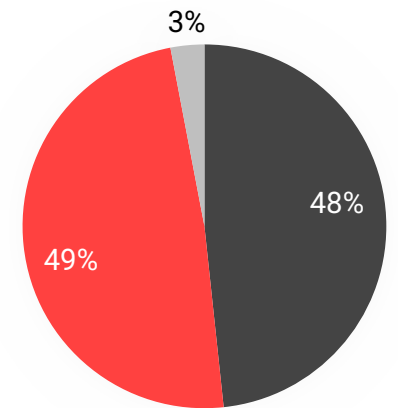
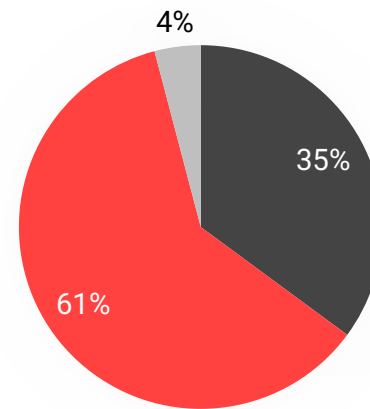
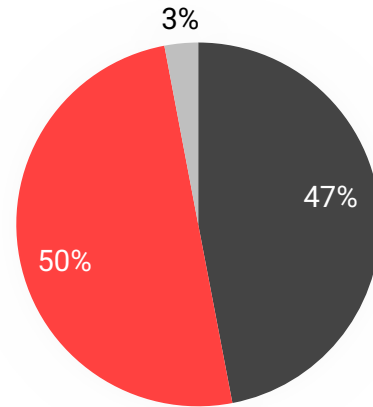
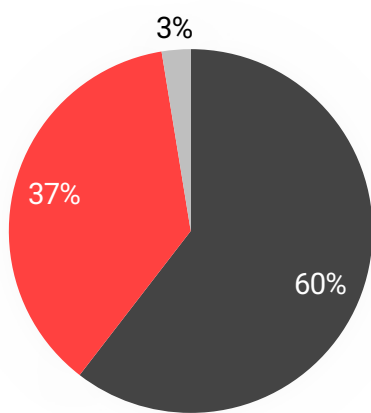
Base: 4174 TV

Base: 13332 TV

TV FEATURES SYSTEM

Is your TV set "smart"?

Baku	Other urban	Rural	Total
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■ Yes ■ No ■ Difficult to answer



HOUSEHOLD HABITS

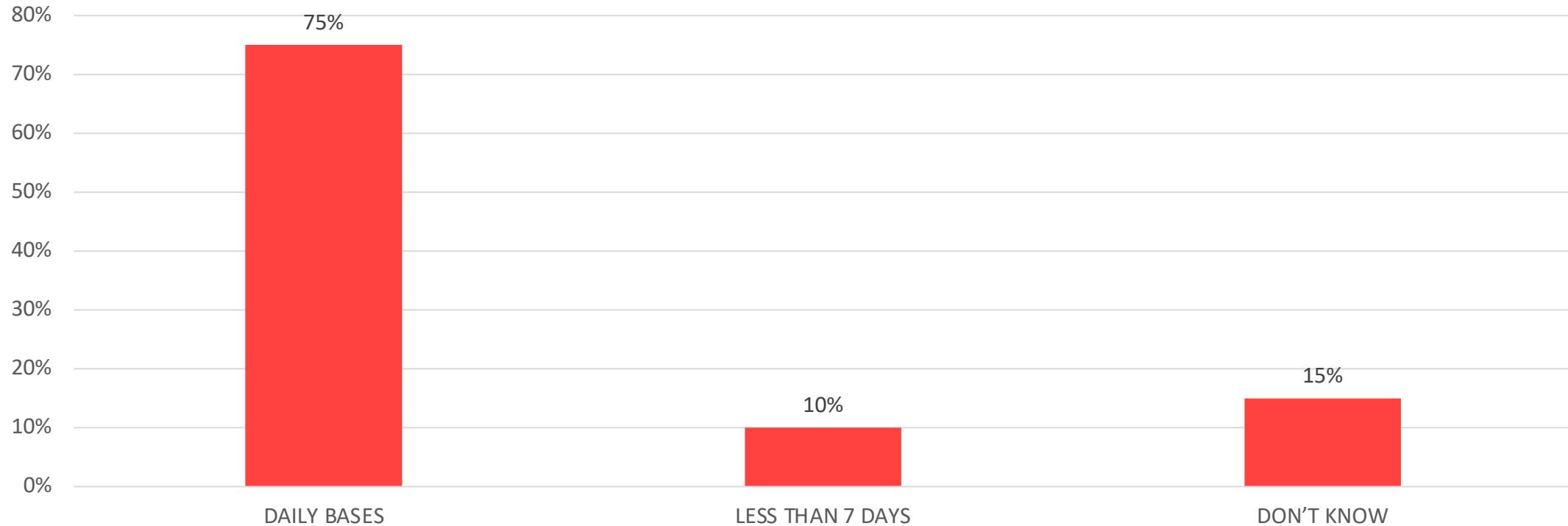
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TV ownership

	Baku	Other cities	Rural	Total
HAVE TV AND USE AS TV	97,2%	98,7%	98,7%	98,2%
HAVE TV BUT DON'T USE	0,8%	0,7%	0,6%	0,7%
DON'T HAVE TV	2%	0,6%	0,7%	1,1%

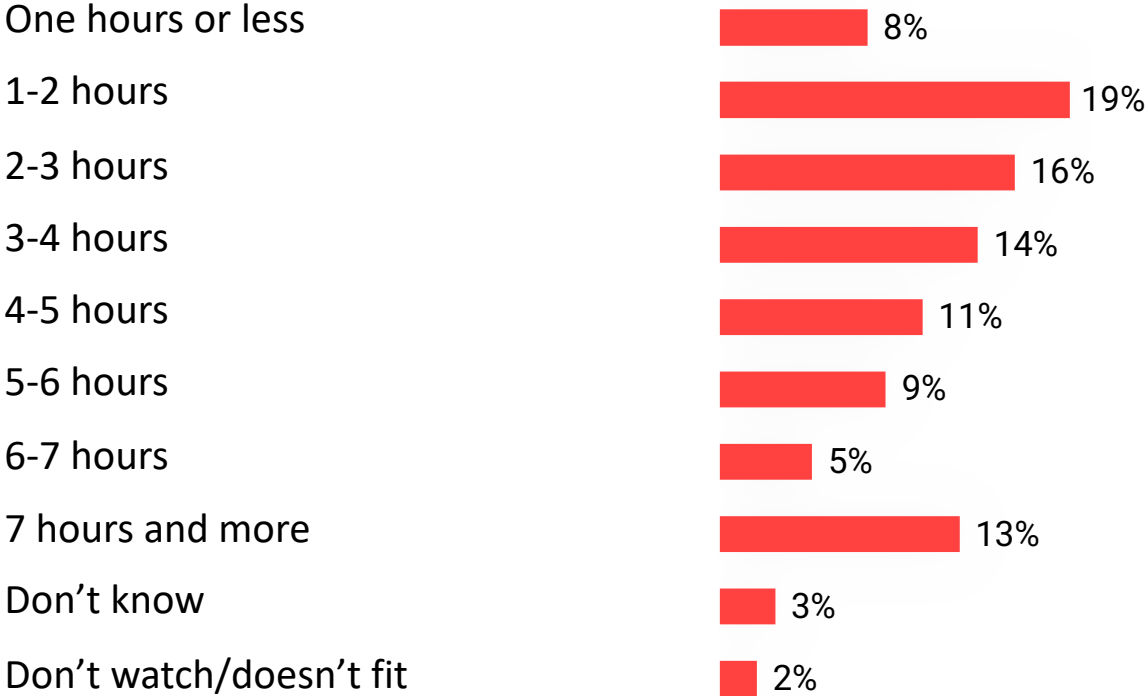
Number of days a week watching TV

Average number of days - 6,5 days



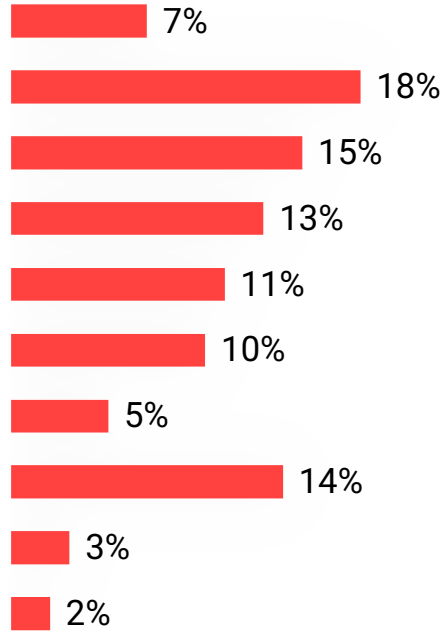
Number of hours a day watching TV

Weekdays – Average 3,6 hours



Base: 32699 individuals

Weekends – Average 4,1 hours



Base: 32016 individuals

Language preferences of TV watching by geography

	Baku	Other cities	Rural	Total
Only AZ	19%	18%	24%	20%
Only TR	10%	6%	5%	7%
Only RU	6%	2%	1%	3%
AZ-TR	28%	45%	53%	42%
AZ-RU	9%	5%	3%	6%
AZ-TR-RU	19%	20%	14%	17%
TR-RU	4%	2%	-	2%
OTHER LANG COMBINATIONS	3%	2%	-	2%

Language preferences of TV watching by age groups

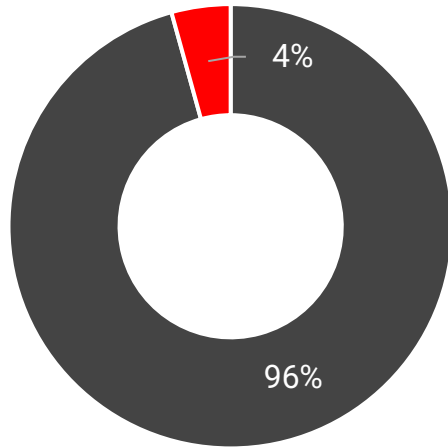
	4-10	11-17	18-24	25-30	31-40	41-50	51-60	61+
Only AZ	18%	19%	20%	18%	20%	21%	21%	23%
Only TR	9%	8%	8%	9%	8%	7%	7%	4%
Only RU	3%	3%	3%	3%	3%	4%	3%	3%
AZ-TR	45%	44%	41%	43%	43%	40%	39%	38%
AZ-RU	5%	5%	6%	4%	5%	6%	7%	8%
AZ-TR-RU	16%	17%	16%	16%	16%	18%	18%	21%
TR-RU	2%	2%	2%	2%	3%	2%	2%	2%
OTHER LANG COMBINATIONS	1%	1%	2%	3%	1%	1%	2%	1%



OTHER MEDIA HABITS

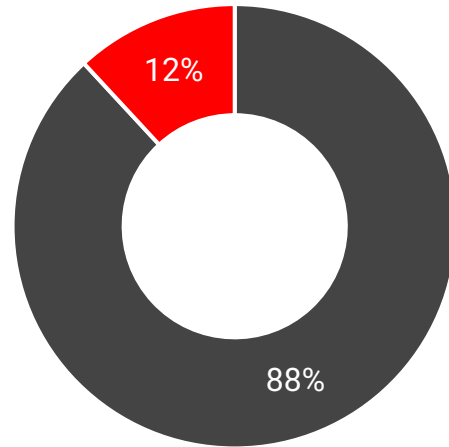
Access to the Internet

Baku



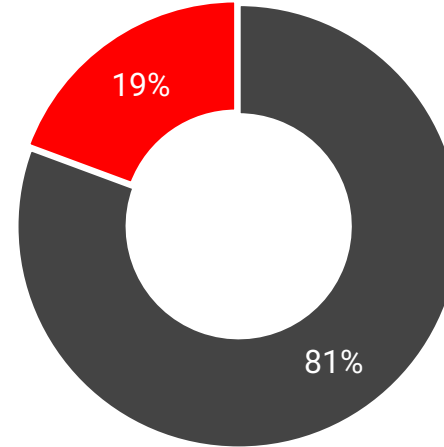
Base: 3518 households

Other cities



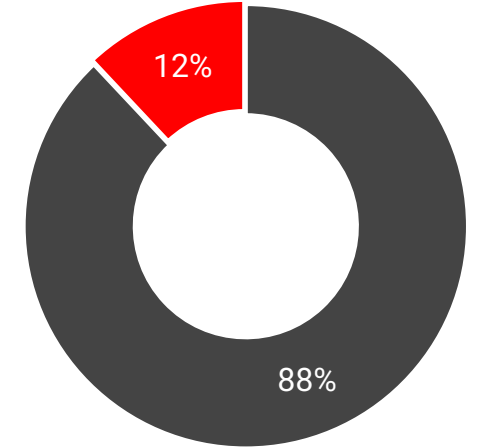
Base: 3030 households

Rural



Base: 3051 households

Total



Base: 9599 households

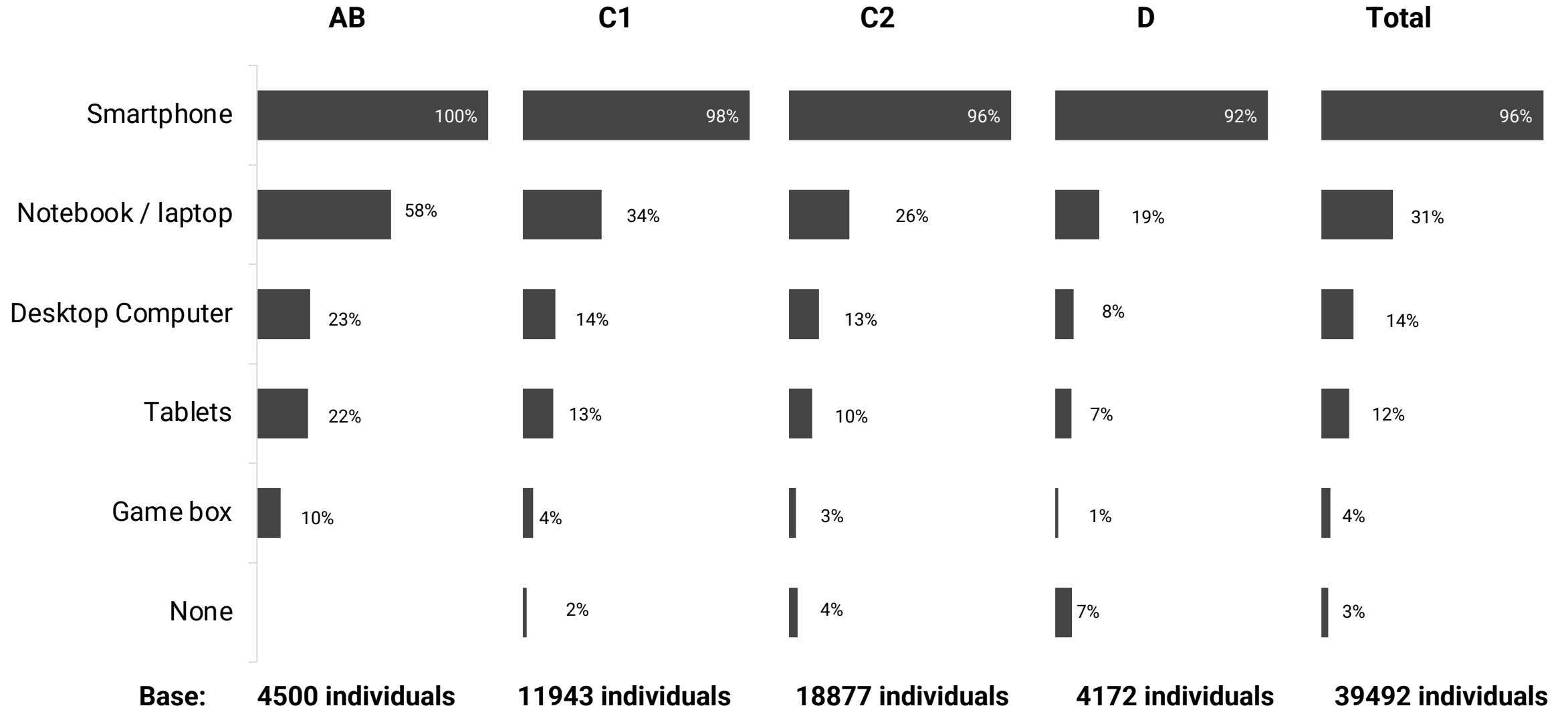
HAVE

DON'T HAVE

TYPE OF CONNECTION

	Baku	Other cities	Rural	Total
Only ADSL	31%	47%	54%	42%
Only Fiber Optic	22%	23%	6%	18%
Only 3G, 4G or 5G mobile phone	4%	7%	23%	10%
ADSL and 3G, 4G or 5G mobile phone	22%	13%	13%	17%
Fiber optic and 3G, 4G or 5G mobile phone	19%	8%	1%	11%
Other	2%	2%	2%	2%

Devices



Devices to watch TV programs (other than TV)*

By SES

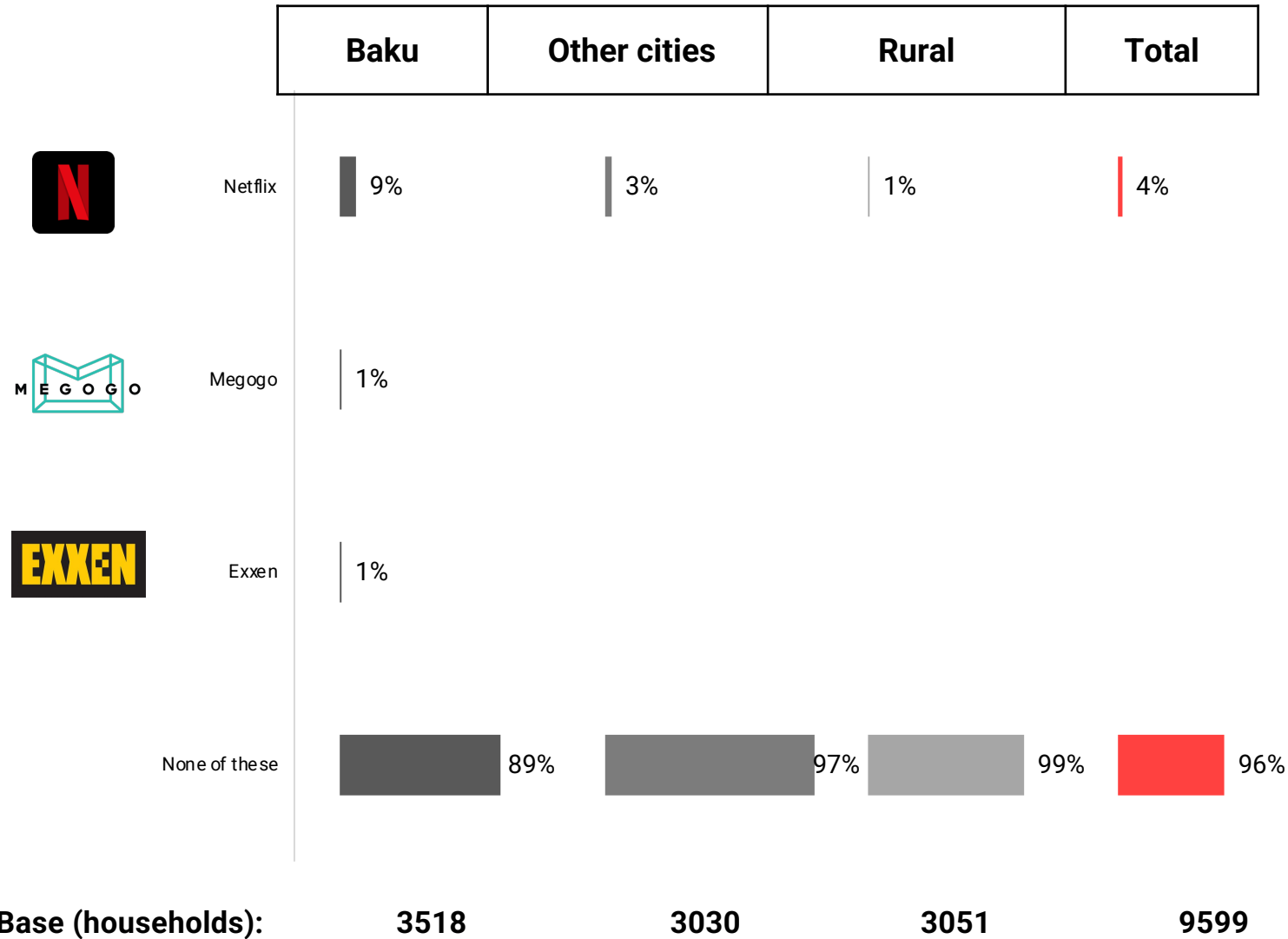
	AB	C1	C2	D	Total
Smartphone	34%	32%	28%	23%	30%
Desktop computer	2%	1%	1%	1%	2%
Notebook / laptop	6%	4%	3%	2%	3%
Tablets	2%	1%	1%	1%	1%
Gamebox	-	-	-	-	-
None	62%	66%	70%	76%	68%
Base (individuals):	4500	11943	18877	4172	39492

By age groups

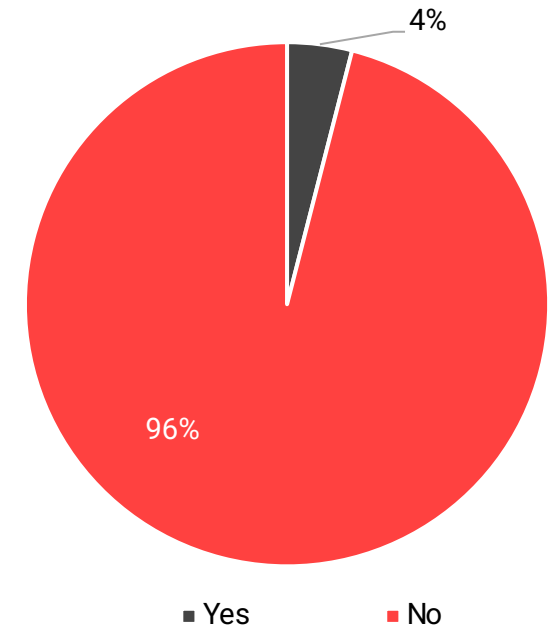
	4-10	11-17	18-24	25-30	31-40	41-50	51-60	61+	Total
Smartphone	13%	27%	42%	43%	40%	36%	26%	18%	31%
Desktop computer	2%	1%	3%	2%	4%	4%	3%	2%	2%
Notebook / laptop	2%	3%	7%	5%	4%	4%	3%	2%	4%
Tablets	1%	1%	2%	1%	1%	2%	1%	1%	1%
Gamebox	-	-	-	-	-	-	-	-	-
None	84%	71%	55%	54%	58%	62%	72%	81%	67%
Base (individuals):	4297	4226	4019	4120	6099	4883	5015	5152	37811

*For Total Azerbaijan

Subscription on online media-entertainment services



Any subscription on online TV media-entertainment services



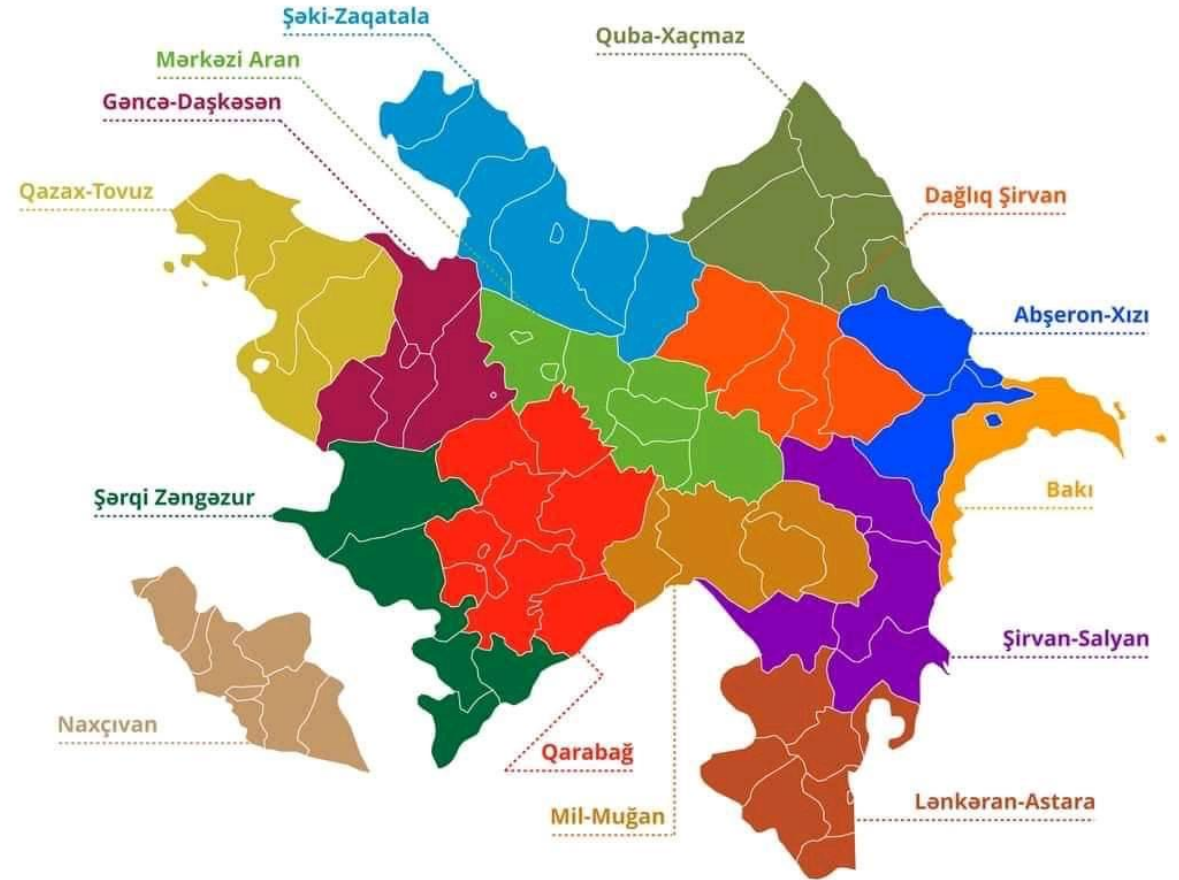
Base: 9599 households



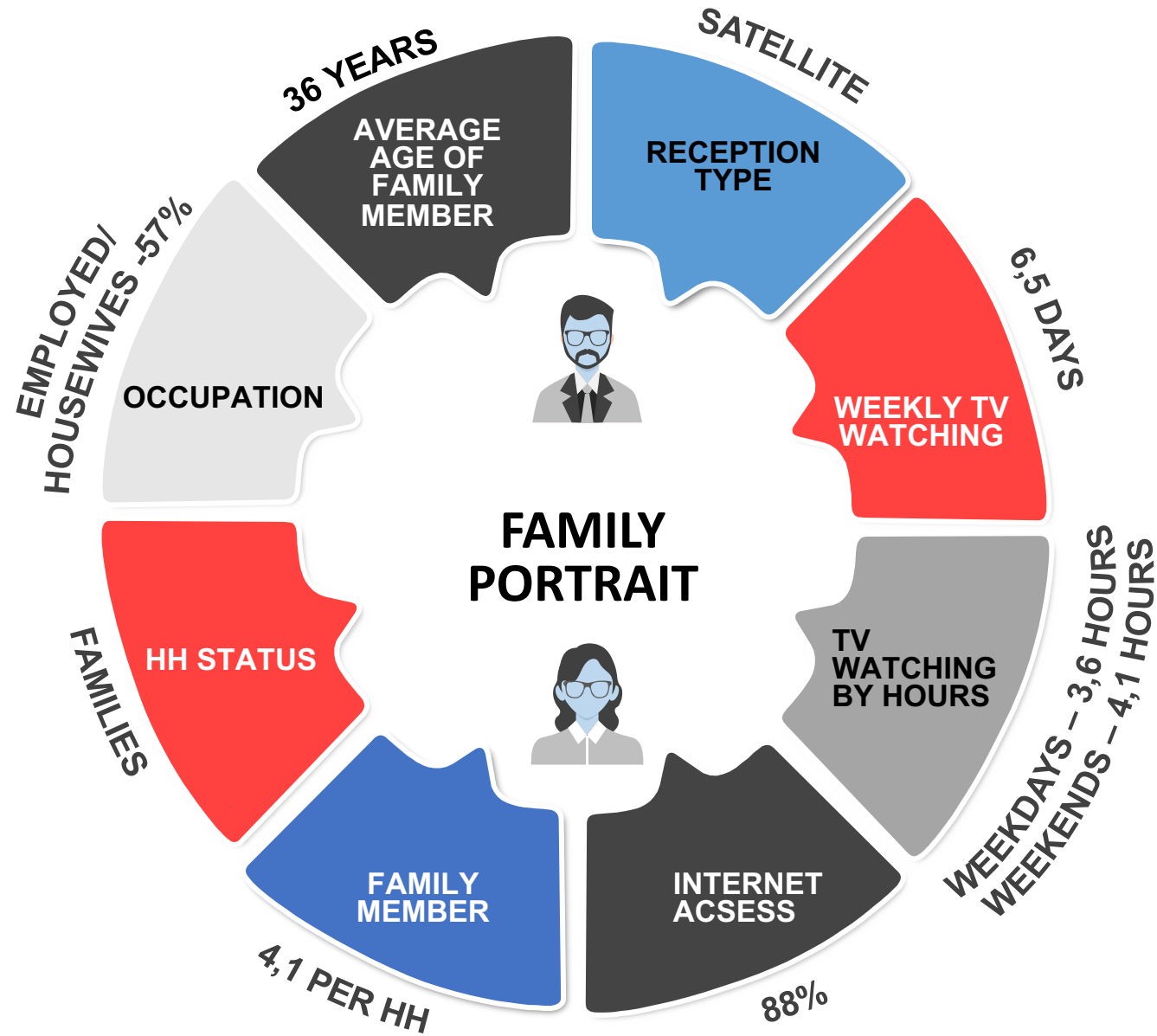
Matrix & Summary

PANEL COVERAGE

Economic Regions	Total	Urban	Rural
Baku	350	350	
Absheron-Khizi	64	60	4
Daghlig Shirvan	30	13	17
Ganja-Dashkasan	62	48	14
Karabakh	35	14	21
Gazakh-Tovuz	59	18	41
Guba-Khachmaz	50	21	29
Lankaran-Astara	83	29	54
Central Aran	69	35	34
Mil-Mughan	45	15	30
Shaki-Zagatala	56	20	36
Shirvan-Salyan	47	27	20
Total	950	650	300



AVERAGE INDIVIDUAL PORTRAIT OF AZERBAIJANI HH



MATRIX

Universe figures % - SES

	AB	C1	C2	D
Baku	18%	35%	41%	6%
Absheron-Khizi	13%	34%	43%	9%
Daghlig Shirvan	5%	24%	52%	18%
Ganja-Dashkasan	12%	26%	52%	10%
Karabakh	11%	40%	46%	2%
Gazakh-Tovuz	8%	21%	54%	17%
Guba-Khachmaz	10%	32%	46%	12%
Lankaran-Astara	4%	24%	56%	16%
Central Aran	7%	21%	59%	13%
Mil-Mughan	10%	36%	47%	7%
Shaki-Zagatala	5%	21%	61%	13%
Shirvan-Salyan	12%	36%	44%	8%
Baku	18%	35%	41%	6%
Other Urban	11%	30%	49%	10%
Rural	7%	26%	53%	14%

Universe figures Num - SES

	AB	C1	C2	D
Baku	63	123	142	22
Absheron-Khizi	9	22	27	6
Daghlig Shirvan	2	7	16	5
Ganja-Dashkasan	7	16	32	7
Karabakh	4	14	16	1
Gazakh-Tovuz	5	13	31	10
Guba-Khachmaz	5	16	23	6
Lankaran-Astara	3	20	46	14
Central Aran	5	15	40	9
Mil-Mughan	4	16	22	3
Shaki-Zagatala	3	12	34	7
Shirvan-Salyan	5	17	21	4
Baku	63	123	142	22
Other Urban	33	90	148	29
Rural	19	78	160	43

Universe figures % - HH Size

	1-2	3-4	5+
Baku	19%	51%	30%
Absheron-Khizi	15%	46%	39%
Daghlig Shirvan	16%	39%	45%
Ganja-Dashkasan	18%	45%	36%
Karabakh	11%	36%	52%
Gazakh-Tovuz	17%	35%	47%
Guba-Khachmaz	14%	42%	44%
Lankaran-Astara	21%	37%	42%
Central Aran	15%	38%	48%
Mil-Mughan	15%	39%	46%
Shaki-Zagatala	22%	34%	44%
Shirvan-Salyan	20%	40%	40%
Baku	19%	51%	30%
Other Urban	18%	43%	38%
Rural	16%	36%	48%

Universe figures Num - HH Size

	1-2	3-4	5+
Baku	65	178	107
Absheron-Khizi	9	30	25
Daghlig Shirvan	5	12	13
Ganja-Dashkasan	11	28	23
Karabakh	4	13	18
Gazakh-Tovuz	10	21	28
Guba-Khachmaz	7	21	22
Lankaran-Astara	18	30	35
Central Aran	10	26	33
Mil-Mughan	7	18	21
Shaki-Zagatala	12	19	24
Shirvan-Salyan	9	19	19
Baku	65	178	107
Other Urban	55	130	115
Rural	47	107	146

	Children% 0-16		Internet Connection%	
	Yes	No	Yes	No
Baku	52%	48%	89%	11%
Absheron-Khizi	59%	41%	90%	10%
Daghlig Shirvan	51%	49%	66%	34%
Ganja-Dashkasan	56%	44%	76%	24%
Karabakh	58%	42%	60%	40%
Gazakh-Tovuz	59%	41%	56%	44%
Guba-Khachmaz	54%	46%	61%	39%
Lankaran-Astara	58%	42%	67%	33%
Central Aran	55%	45%	53%	47%
Mil-Mughan	64%	36%	46%	54%
Shaki-Zagatala	50%	50%	65%	35%
Shirvan-Salyan	56%	44%	59%	41%
Baku	52%	48%	89%	11%
Other Urban	55%	45%	78%	22%
Rural	58%	42%	51%	49%

	Children 0-16		Internet Connection%	
	Yes	No	Yes	No
Baku	180	170	312	38
Absheron-Khizi	38	26	58	6
Daghlig Shirvan	15	15	20	10
Ganja-Dashkasan	34	28	47	15
Karabakh	20	15	21	14
Gazakh-Tovuz	35	24	33	26
Guba-Khachmaz	27	23	30	20
Lankaran-Astara	48	35	55	28
Central Aran	38	31	36	33
Mil-Mughan	29	16	21	24
Shaki-Zagatala	28	28	37	19
Shirvan-Salyan	26	21	28	19
Baku	180	170	312	38
Other Urban	165	135	234	66
Rural	173	127	152	148

THANK YOU!

MARSA