

# MARSA

Continuous Survey  
2024

**MEDIA  
AUDIENCE  
RESEARCH  
SYSTEM OF  
AZERBAIJAN**

# CONTENT

- **PROJECT DETAILS**
- **DEMOGRAPHICS**
- **TV VIEWERSHIP HABITS**
- **HOUSEHOLD HABITS**
- **OTHER MEDIA HABITS**
- **SUMMARY**

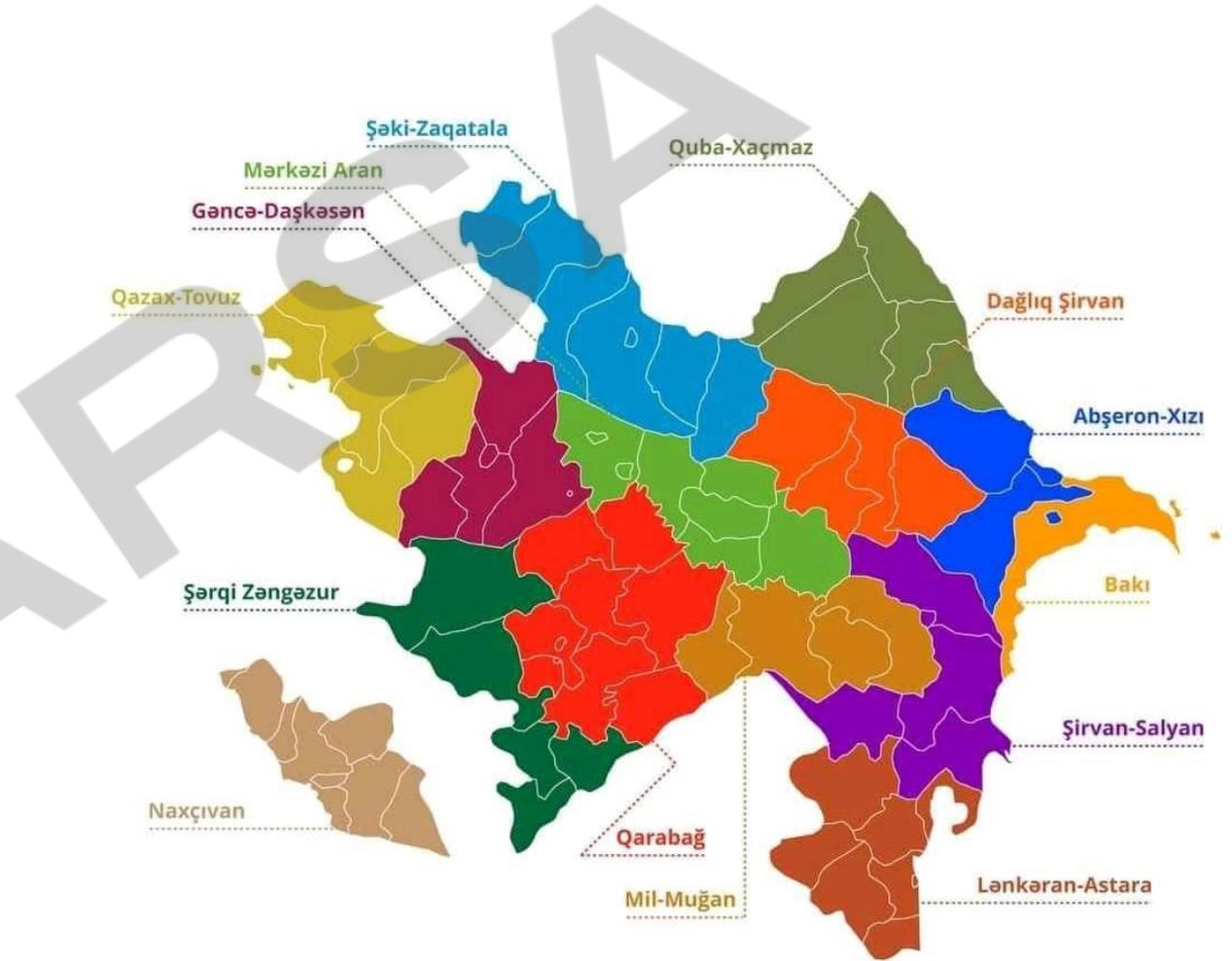
# PROJECT DETAILS



## Methodology & Sampling

# 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
<b>Total</b>	<b>950</b>	<b>650</b>	<b>300</b>



# METHODOLOGY

FACE-TO-FACE  
INTERVIEW

DIFFERENT  
DEMOGRAPHICS

INFORMED CONSENT

# CS GEOGRAPHY

ECONOMIC REGION	# OF INTERVIEWS URBAN	# OF INTERVIEWS RURAL	TOTAL # OF INTERVIEWS
Baku	940	0	940
Absheron-Khizi	116	25	141
Daghlig Shirvan	25	54	79
Ganja-Dashkasan	128	49	177
Karabakh	30	67	97
Gazakh-Tovuz	44	139	183
Guba-Khachmaz	47	97	144
Lankaran-Astara	64	177	241
Central Aran	74	109	183
Mil-Mughan	36	86	122
Shaki-Zagatala	48	108	156
Shirvan-Salyan	65	65	130
<b>Total</b>	<b>1617</b>	<b>976</b>	<b>2593</b>

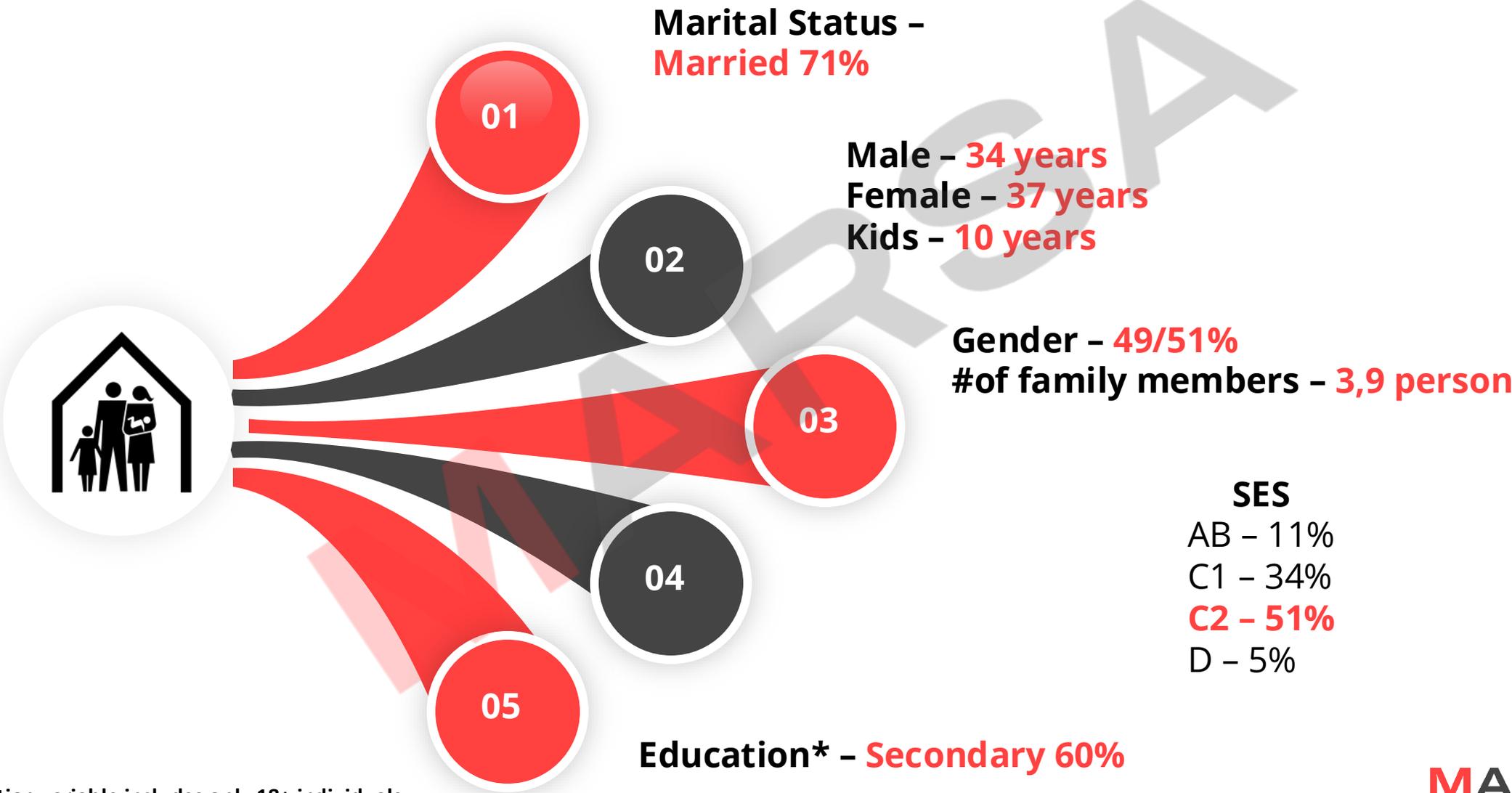
## Selected regions cover:

- ✓ **37** cities in selected ERs
- ✓ **108** villages
- ✓ **2593** Households
- ✓ **10393** Individuals



# DEMOGRAPHICS

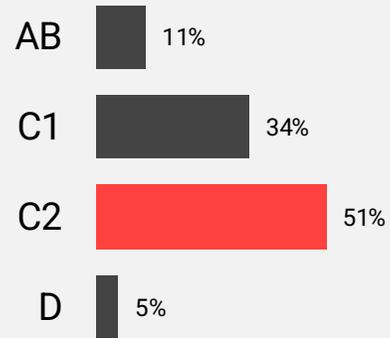
# AVERAGE AZERBAIJANI HOUSEHOLD



\*Education variable includes only 18+ individuals

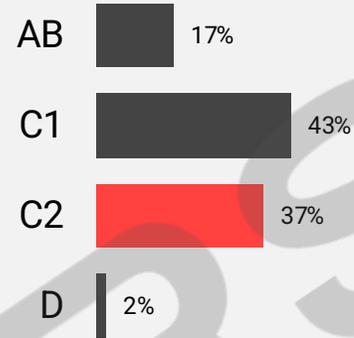
# Socioeconomic status results of ES

## Total



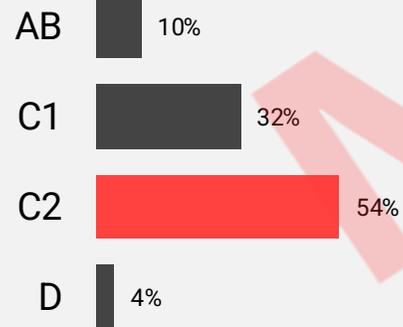
Base: 2593 households

## Baku



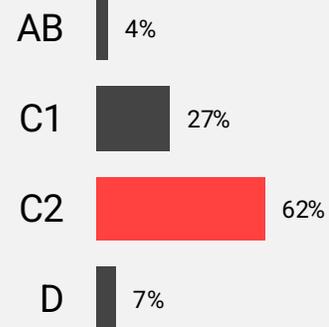
Base: 938 households

## Other urban



Base: 679 households

## Rural



Base: 976 households

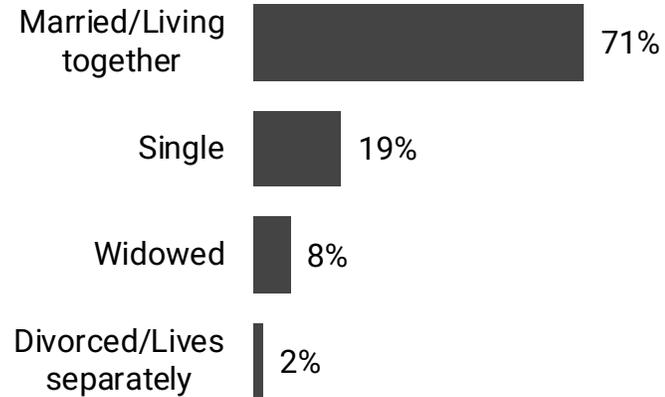
- **Education** – 15 max. points
- **Occupation** – 15 max. points
- **Position** – 25 max. points
- **Monthly income** – 15 max. points
- **Financial status** – 30 max. points

### Socioeconomic Status

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

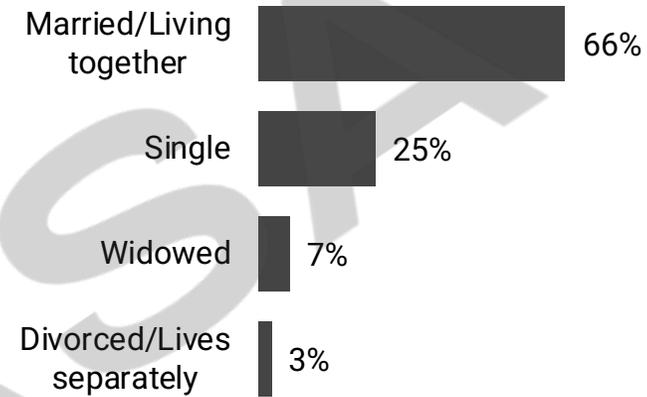
# Demographics by marital status (18+ individuals)

## Total



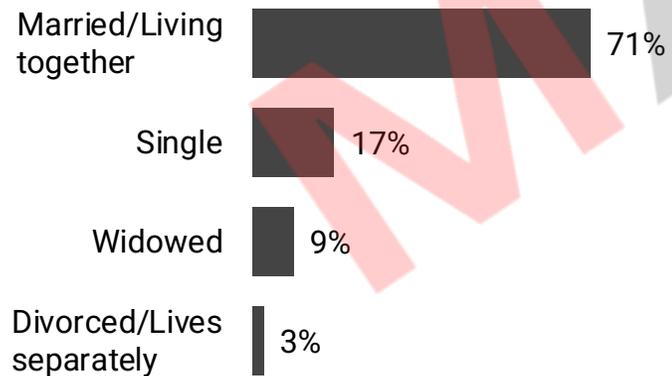
Base: 7619 individuals

## Baku



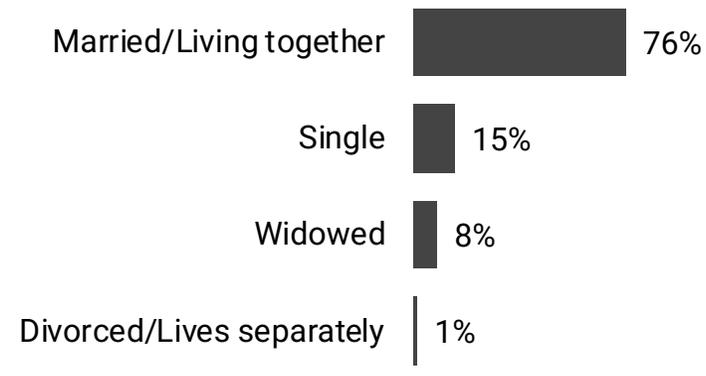
Base: 2621 individuals

## Other urban



Base: 1951 individuals

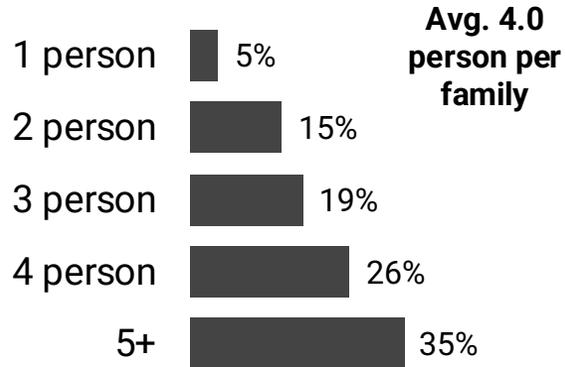
## Rural



Base: 3047 individuals

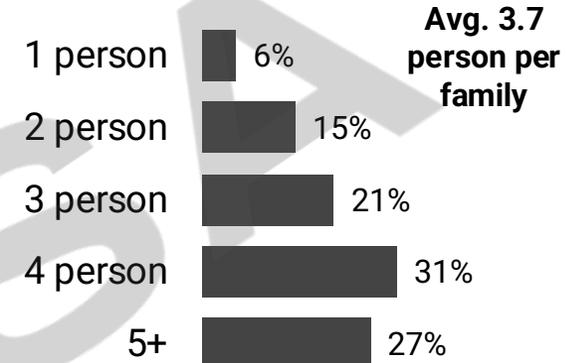
# Demographics by # of family members

## Total



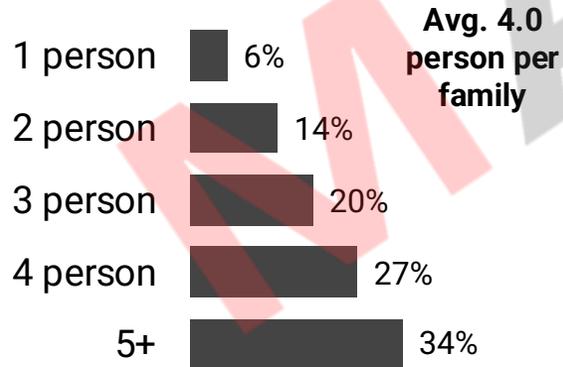
Base: 2593 households

## Baku



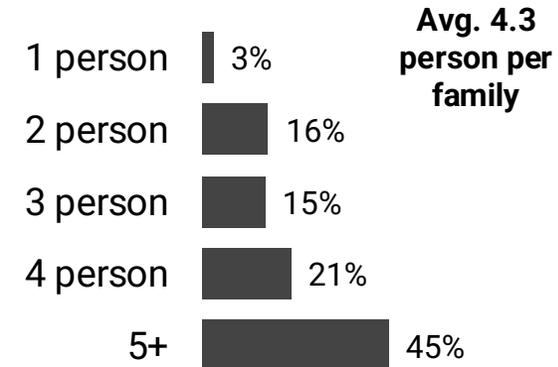
Base: 938 households

## Other urban



Base: 679 households

## Rural



Base: 976 households



# TV VIEWERSHIP HABITS

# TV HABITS IN AZERBAIJAN



MOST USED RECEPTION  
TYPE:  
SATELLITE – 66%



AVERAGE NUMBER  
OF TVS PER HH:  
1.38 TVs



75% of the TV sets are  
SMART

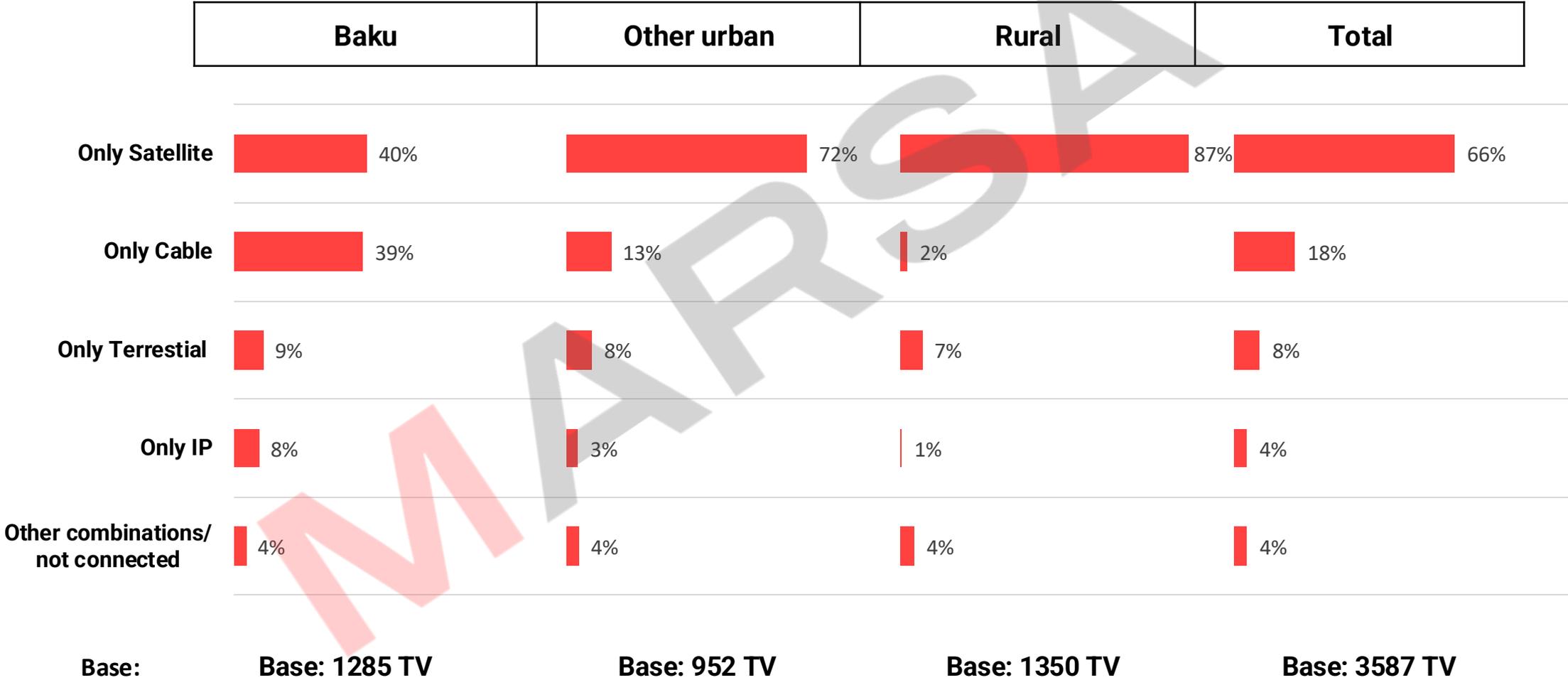


MORE THAN 40% OF TV  
SETS WERE PURCHASED  
LESS THAN  
6 YEARS AGO



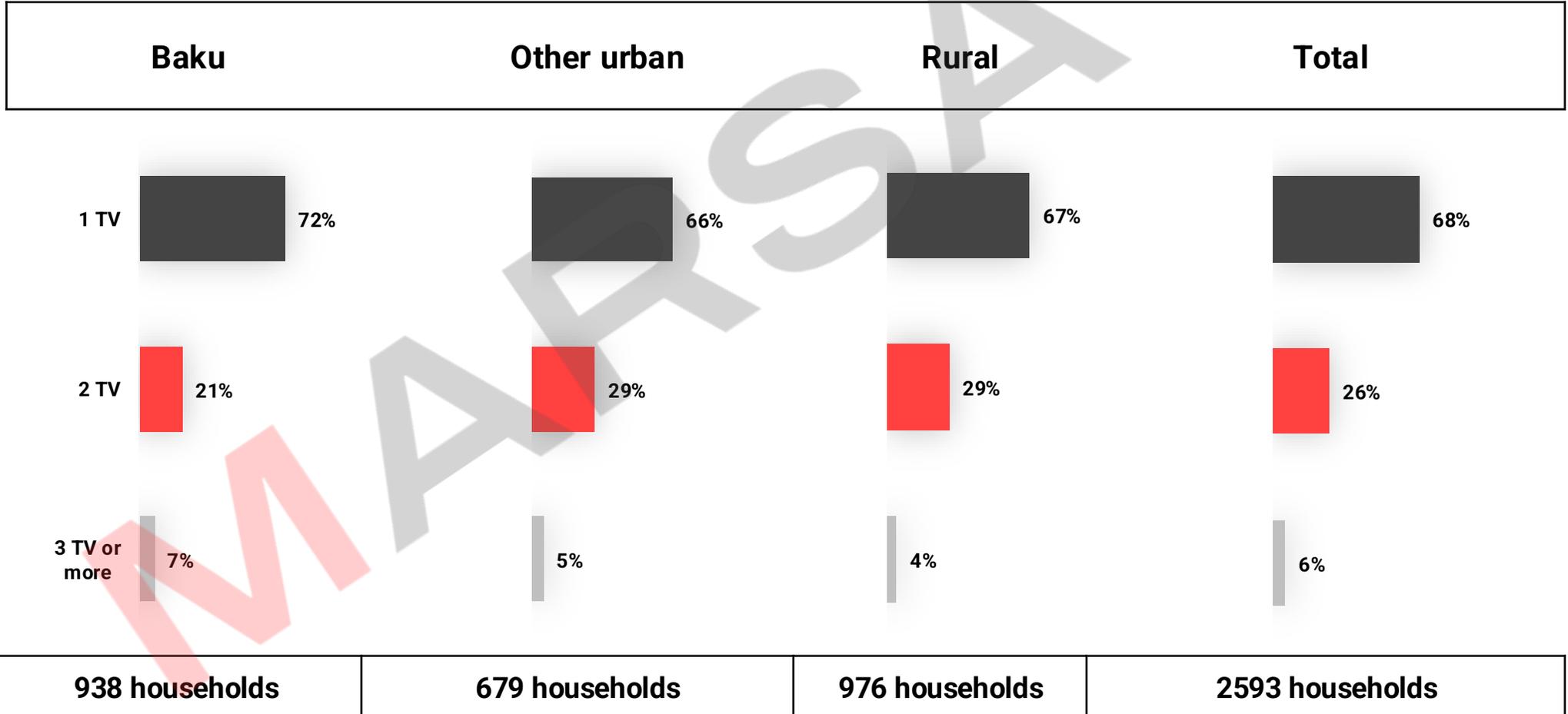
MOSTLY USED TV  
LOCATION IN HH:  
LIVING ROOM – 68%

# TV signal types



Source: Continuous survey 2024 annual report

# Number of TV sets in HH

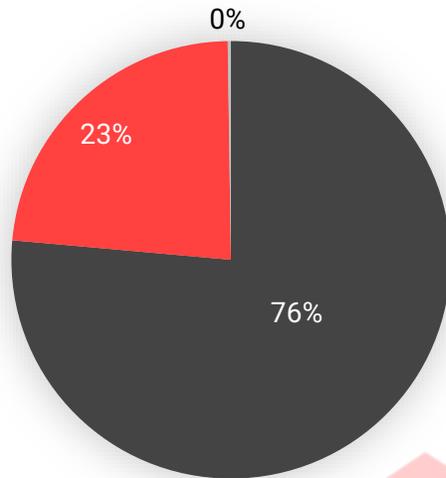


Average number of TV per HH: **1.38**

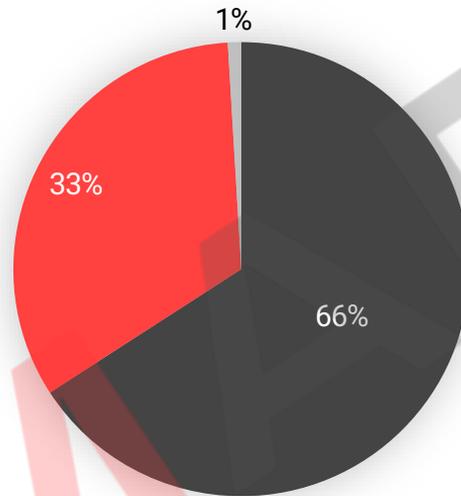
# TV features system

Is your TV set "smart"?

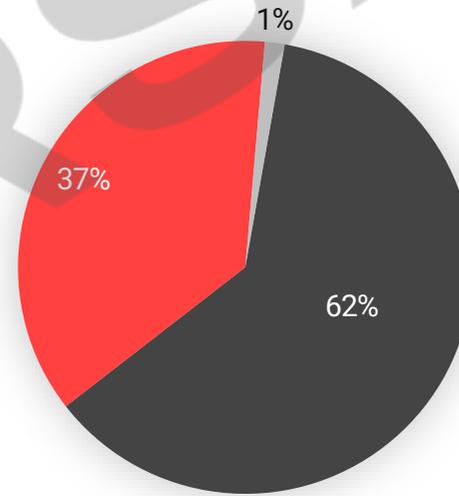
Baku	Other urban	Rural	Total
------	-------------	-------	-------



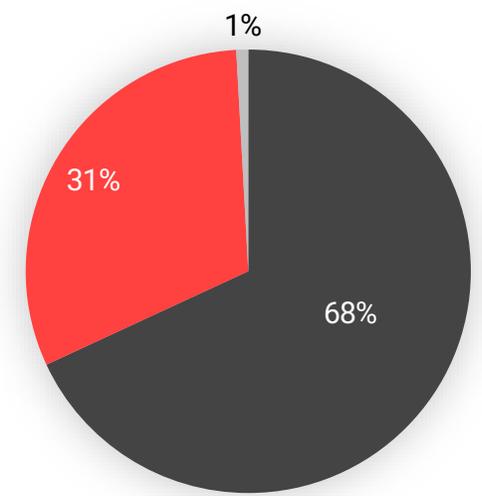
Base: 1285 TV



Base: 952 TV



Base: 1350 TV

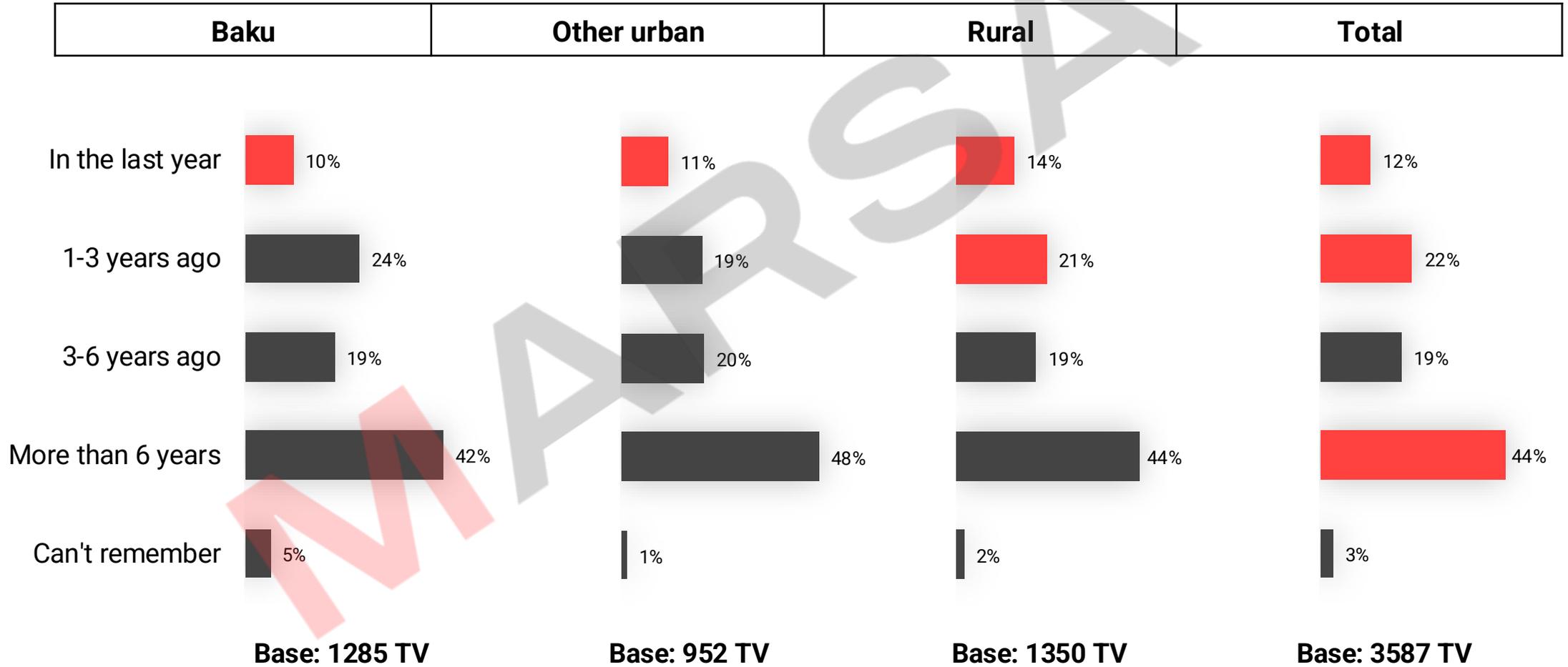


Base: 3587 TV

■ Yes   ■ No   ■ Difficult to answer

**MARSA**

# TV purchase





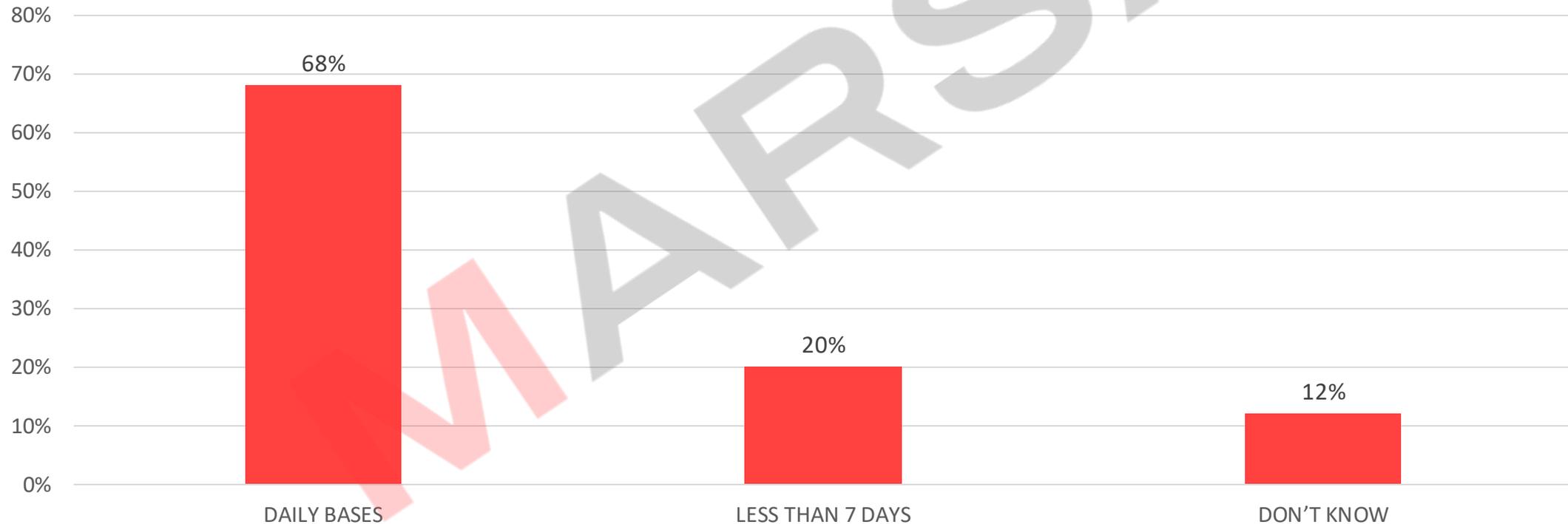
# HOUSEHOLD HABITS

## 3.1. TV ownership

	Baku	Other urban	Rural	Total
HAVE TV AND USE AS TV	92.1%	97.0%	98.3%	95.7%
HAVE TV BUT DON'T USE	7.2%	2.2%	1.3%	3.7%
DON'T HAVE TV	0.7%	0.8%	0.4%	0.6%

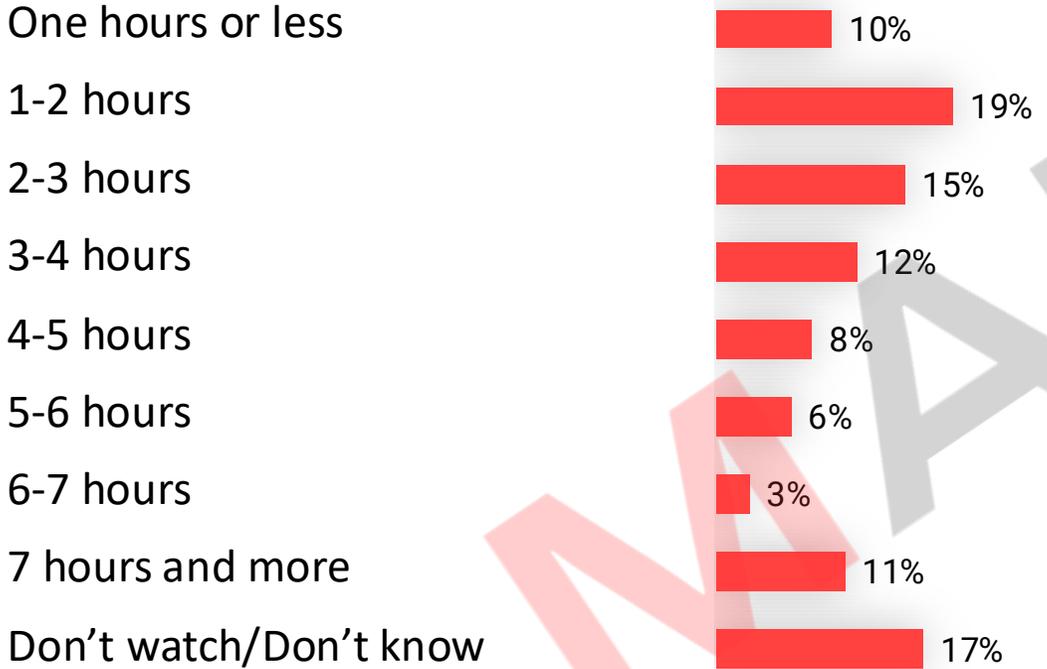
# Number of days a week watching TV

Average number of days - 5,5 days



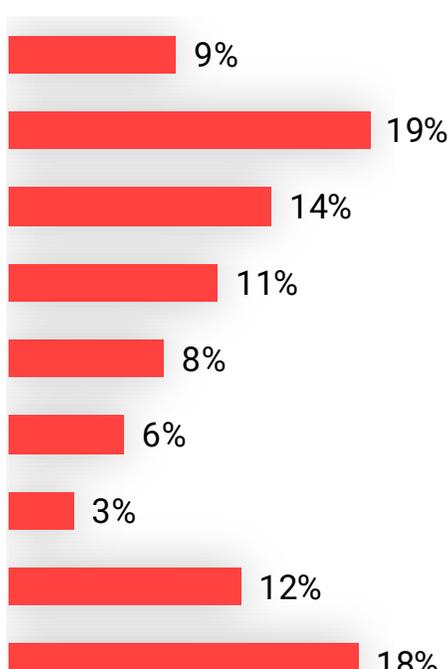
# Number of hours a day watching TV

Weekdays – Average 3,2 hours



Base: 10393 individuals

Weekends – Average 3,4 hours



Base: 10393 individuals

# TV content language preferences

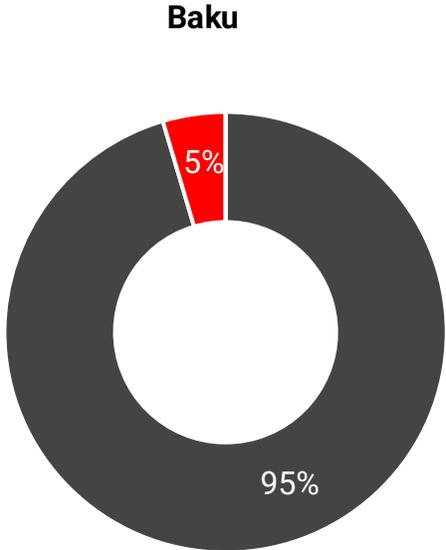
## By geographic indicators

	Baku	Other Urban	Rural	Total
Only AZ	22%	29%	34%	29%
Only TR	5%	7%	4%	5%
Only RU	4%	1%	0%	2%
AZ-TR	30%	35%	45%	37%
AZ-RU	12%	7%	4%	7%
AZ-TR-RU	20%	16%	11%	16%
OTHER LANG COMBINATIONS	7%	5%	2%	4%
Base (household)	938	679	976	2593

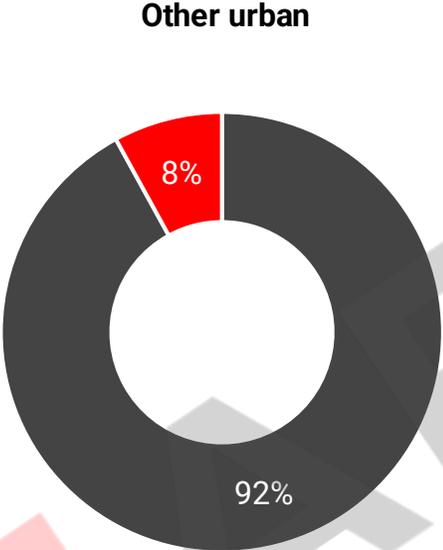


# **OTHER MEDIA HABITS**

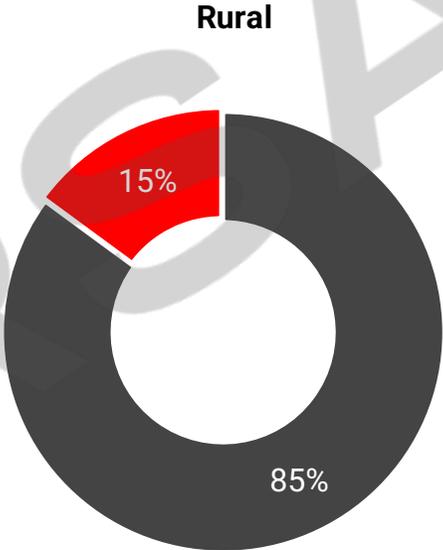
# Access to the Internet



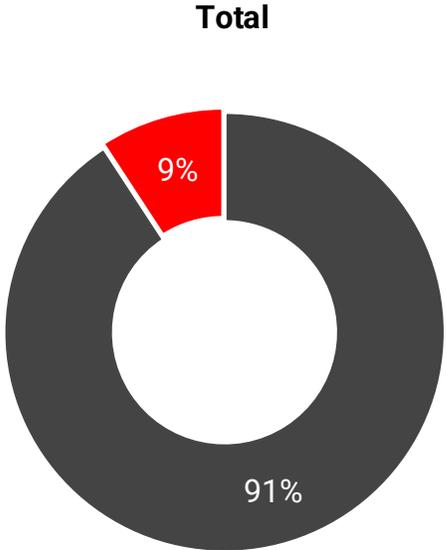
Base: 938 households



Base: 679 households



Base: 976 households



Base: 2593 households

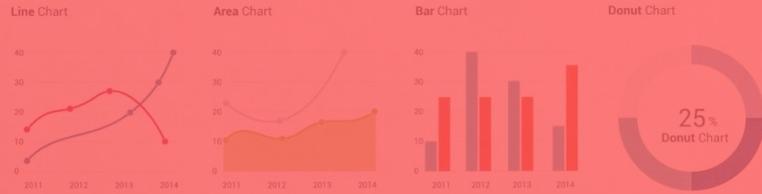
HAVE

DON'T HAVE

# TYPE OF CONNECTION

	Baku	Other urban	Rural	Total
Only ADSL	13%	15%	19%	16%
Only Fiber Optic	24%	43%	44%	37%
Only 3G, 4G or 5G mobile phone	3%	1%	3%	2%
ADSL and 3G, 4G or 5G mobile phone	11%	5%	4%	7%
Fiber optic and 3G, 4G or 5G mobile phone	31%	21%	14%	22%
Other	1%	1%	0%	1%

### Morris Charts



### Sparkline Charts

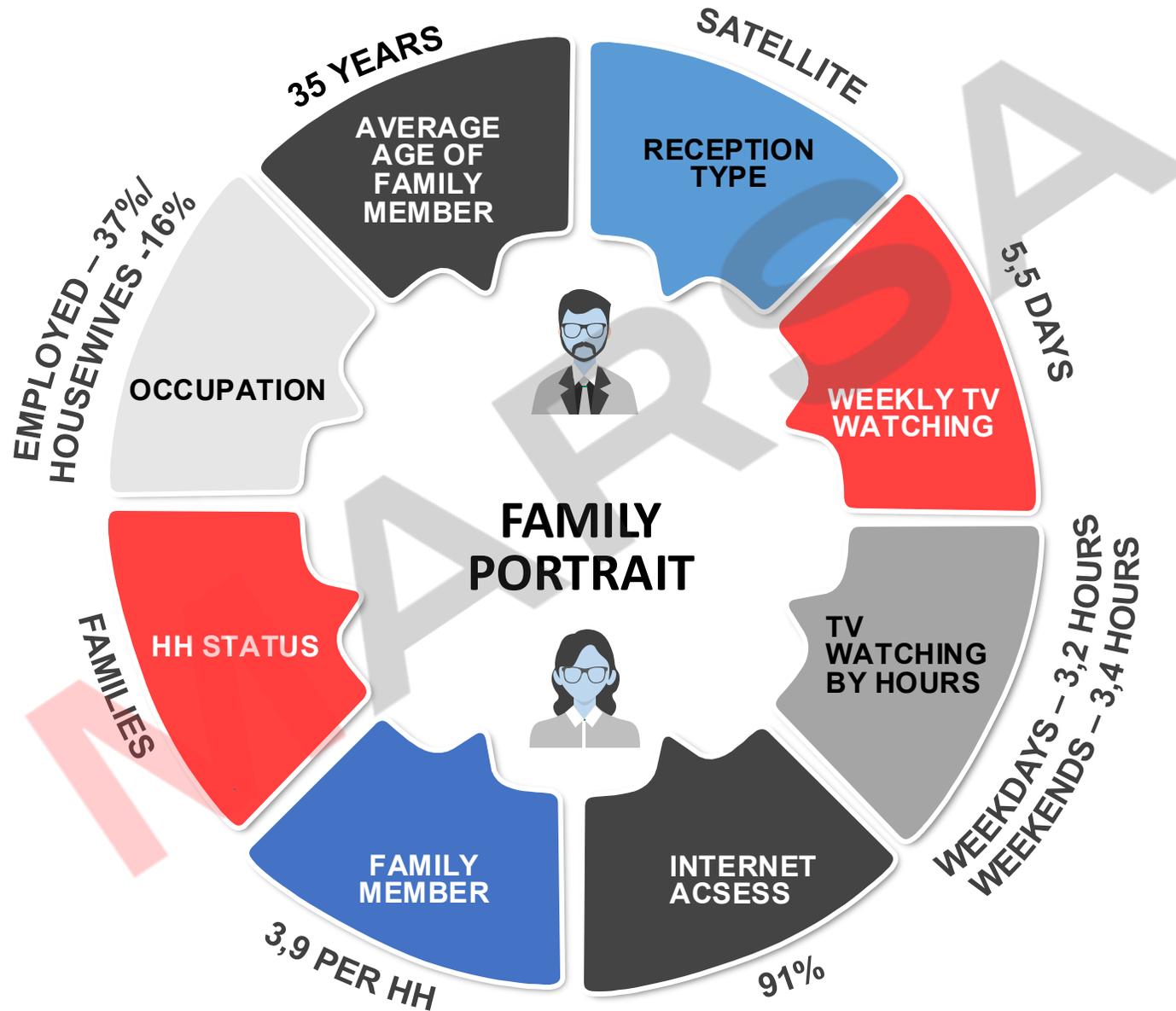


### Easy Pie Charts



# Summary

# AVERAGE INDIVIDUAL PORTRAIT OF AZERBAIJANI HH



THANK YOU!