

MARSA

Continuous Survey
2023

MEDIA
AUDIENCE
RESEARCH
SYSTEM OF
AZERBAIJAN

CONTENT

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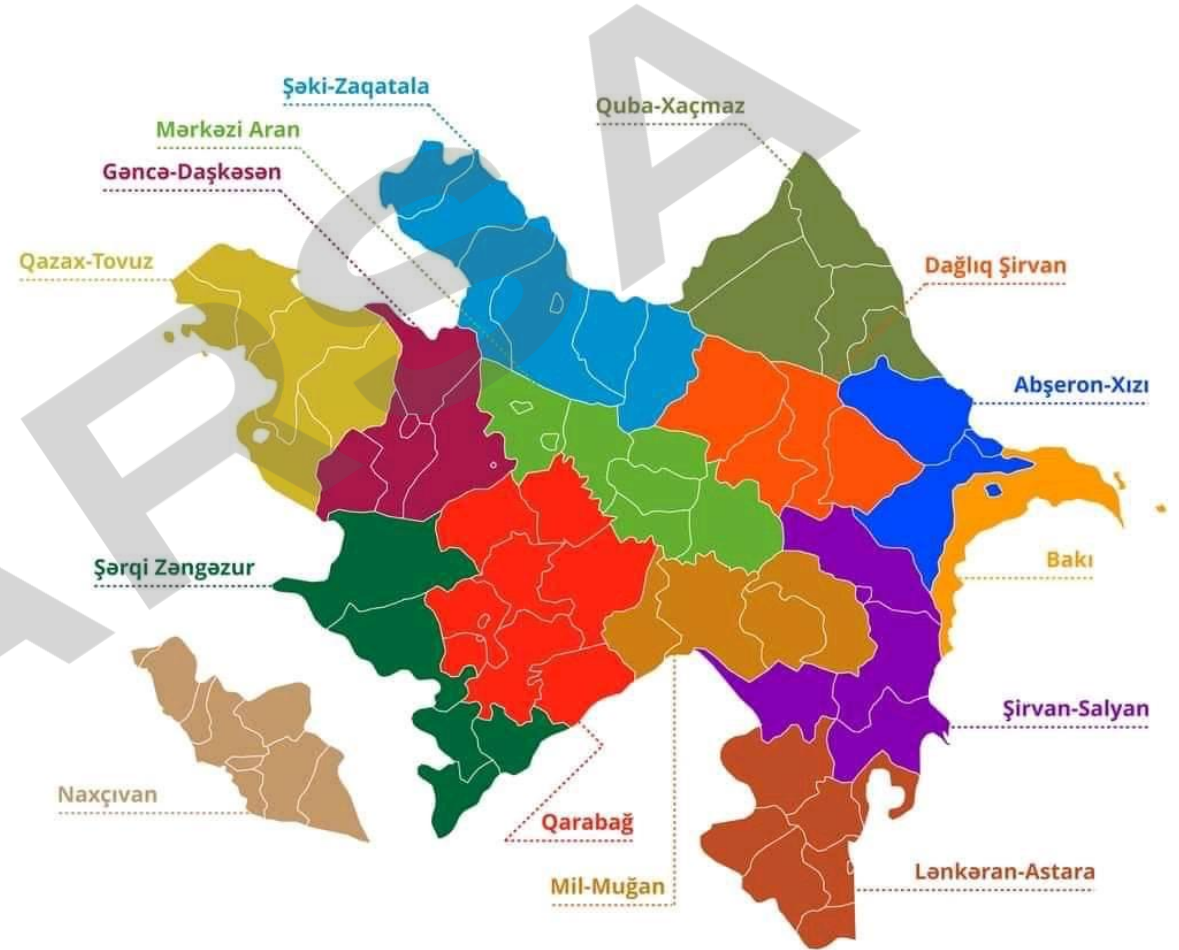
PROJECT DETAILS



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
Total	950	650	300



METHODOLOGY

FACE-TO-FACE
INTERVIEW

DIFFERENT
DEMOGRAPHICS

INFORMED CONSENT

ES GEOGRAPHY

ECONOMIC REGION	# OF INTERVIEWS URBAN	# OF INTERVIEWS RURAL	TOTAL # OF INTERVIEWS
Baku	6479	0	6479
Absheron-Khizi	1212	21	1233
Daghlig Shirvan	285	381	666
Ganja-Dashkasan	986	331	1317
Karabakh	288	505	793
Gazakh-Tovuz	506	879	1385
Guba-Khachmaz	508	569	1077
Lankaran-Astara	520	1132	1652
Central Aran	725	784	1509
Mil-Mughan	336	633	969
Shaki-Zagatala	439	825	1264
Shirvan-Salyan	496	421	917
Total	12780	6481	19261

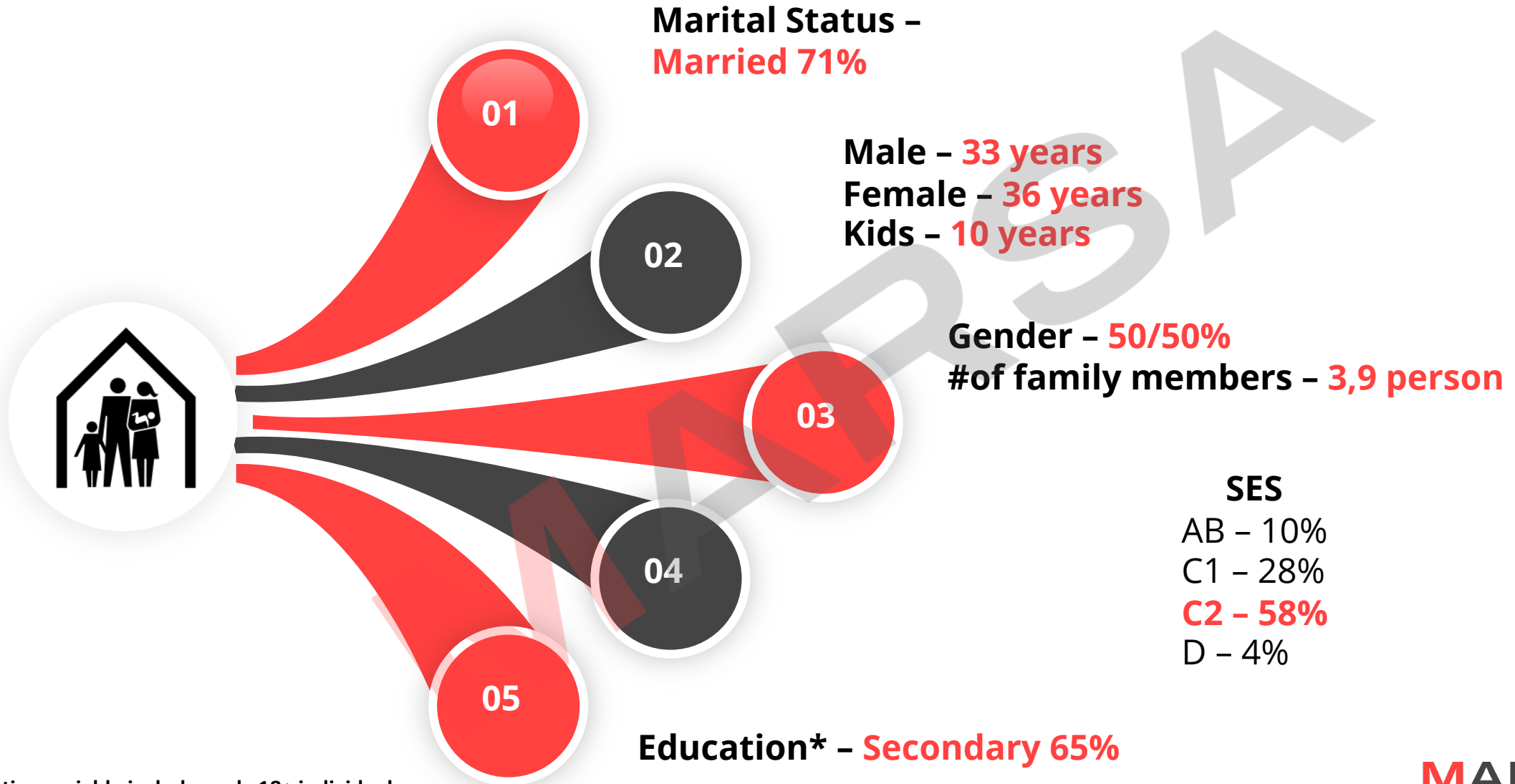
Selected regions cover:

- ✓ **29 of 55** cities in selected ERs
- ✓ **200** villages
- ✓ **4500** Households
- ✓ **19261** Individuals



DEMOGRAPHICS

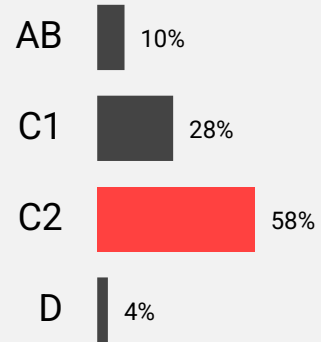
AVERAGE AZERBAIJANI HOUSEHOLD



*Education variable includes only 18+ individuals

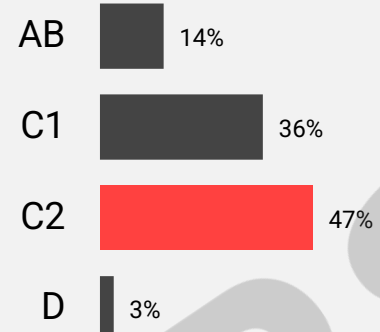
Socioeconomic status results of ES

Total



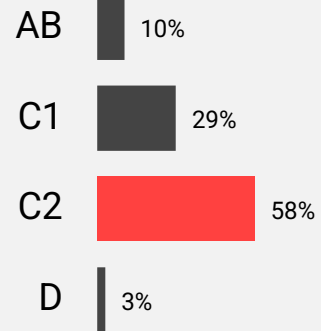
Base: 4978 households

Baku



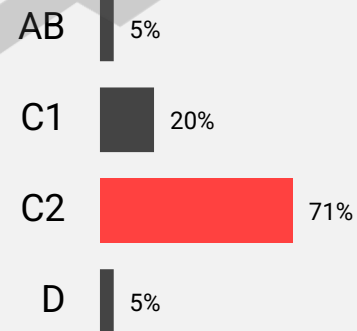
Base: 1834 households

Other urban



Base: 1625 households

Rural



Base: 1519 households

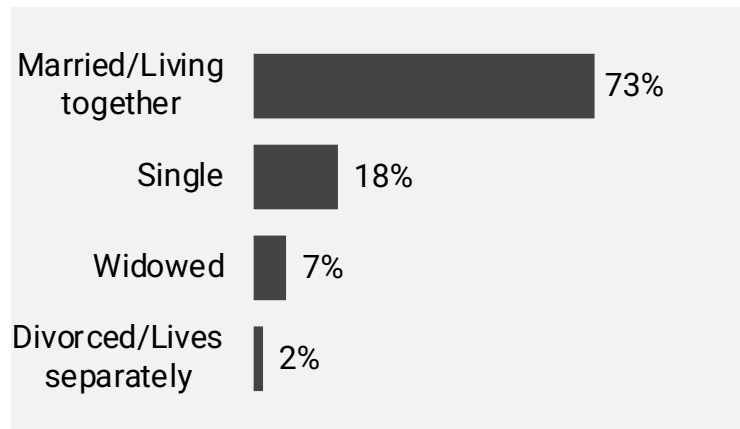
- **Education** – 15 max. points
- **Occupation** – 15 max. points
- **Position** – 25 max. points
- **Monthly income** – 15 max. points
- **Financial status** – 30 max. points

Socioeconomic Status

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

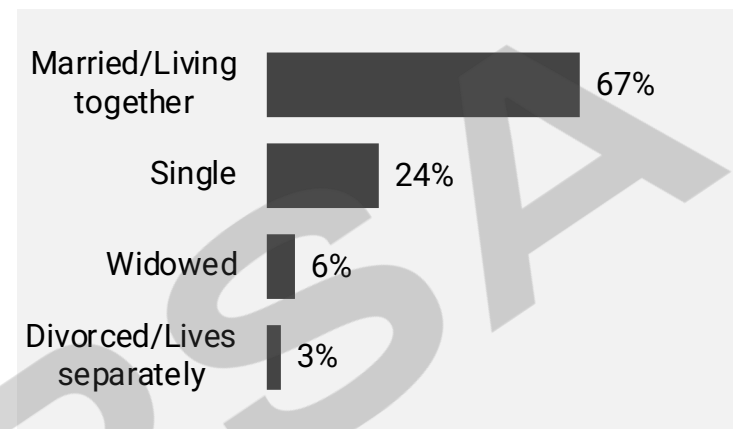
Demographics by marital status (18+ individuals)

Total



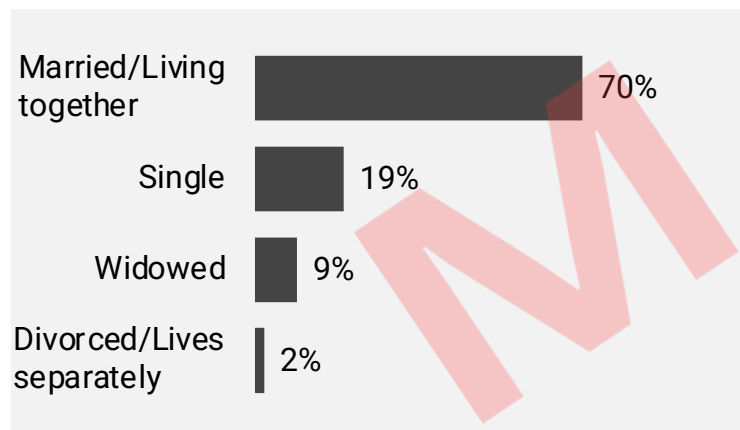
Base: 14531 individuals

Baku



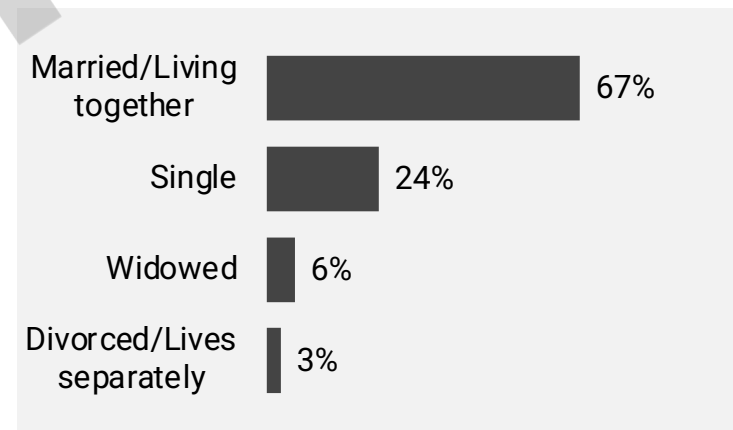
Base: 5039 individuals

Other urban



Base: 4721 individuals

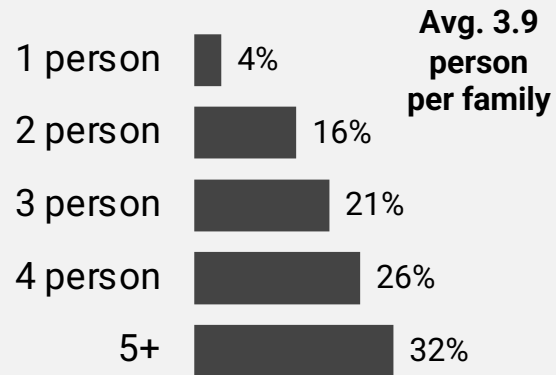
Rural



Base: 4771 individuals

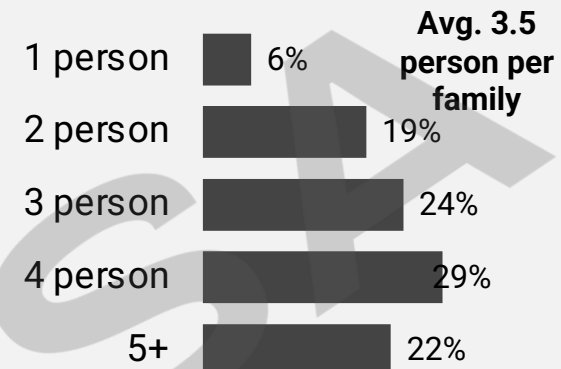
Demographics by # of family members

Total



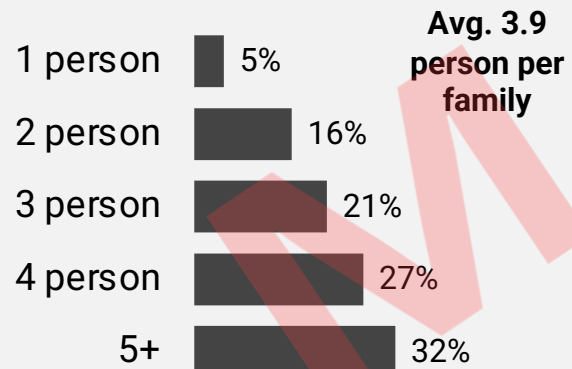
Base: 4978 households

Baku



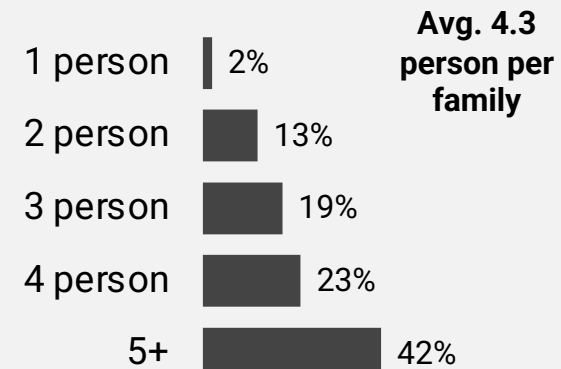
Base: 1834 households

Other urban

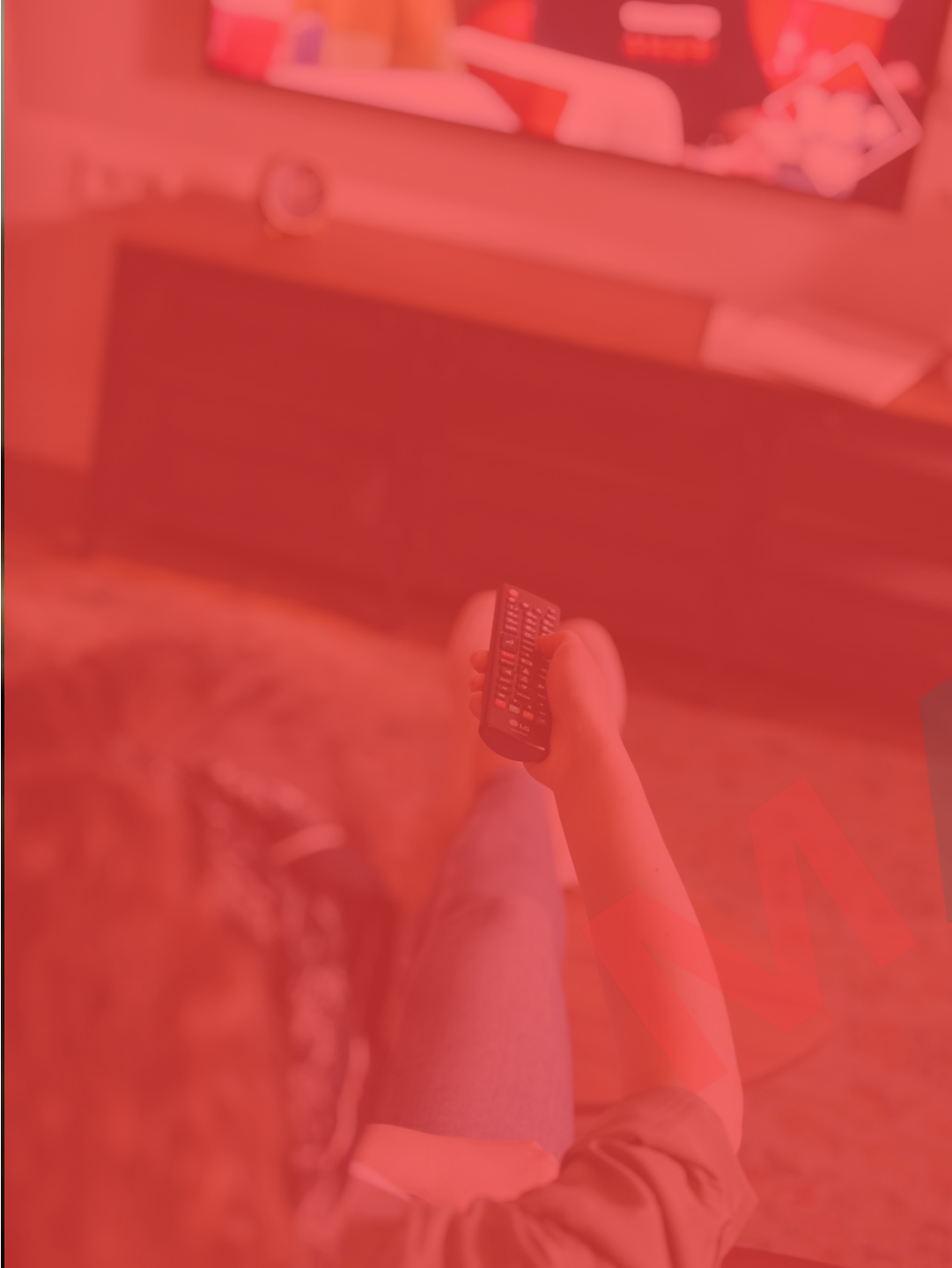


Base: 1625 households

Rural



Base: 1519 households



TV VIEWERSHIP HABITS

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TV HABITS IN AZERBAIJAN



MOST USED RECEPTION
TYPE:
SATELLITE – 71%



AVERAGE NUMBER
OF TVS PER HH:
1.37 TVs



HALF of the TV sets are
SMART

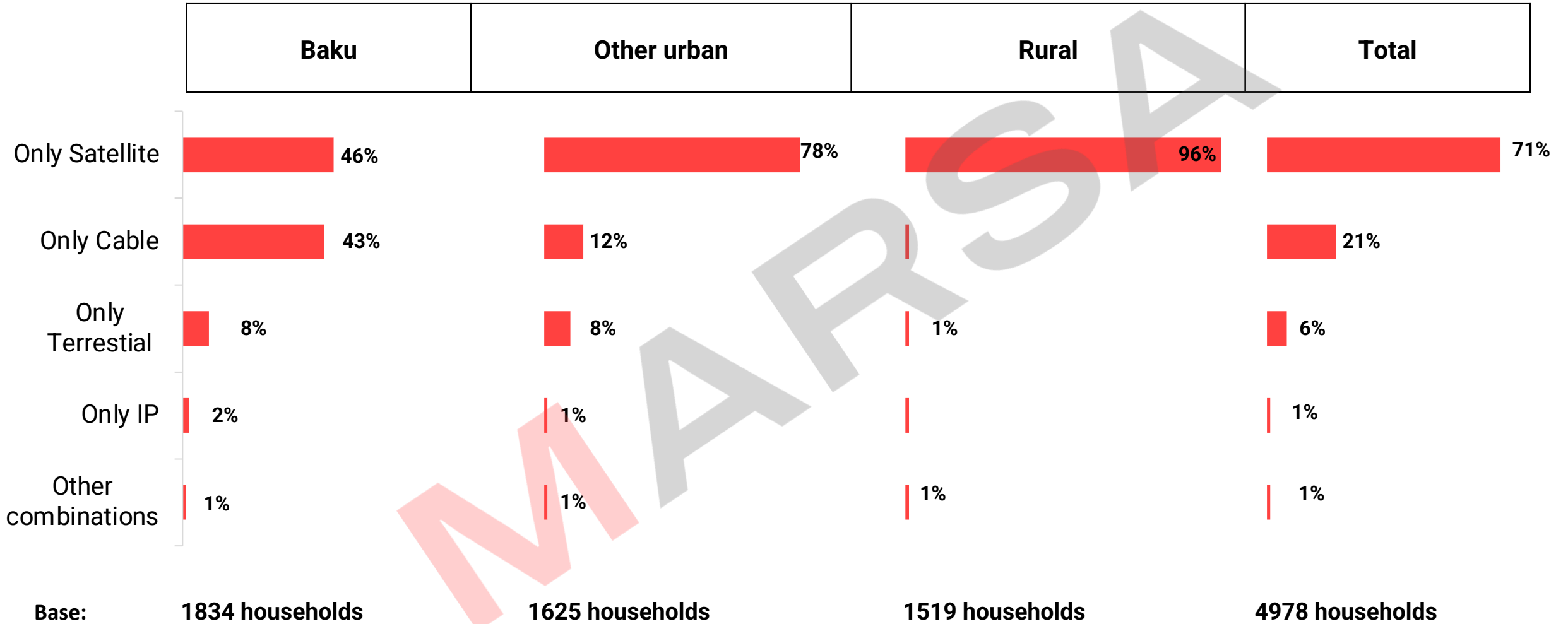


MORE THAN 50% OF TV
SETS WERE PURCHASED
LESS THAN
6 YEARS AGO



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

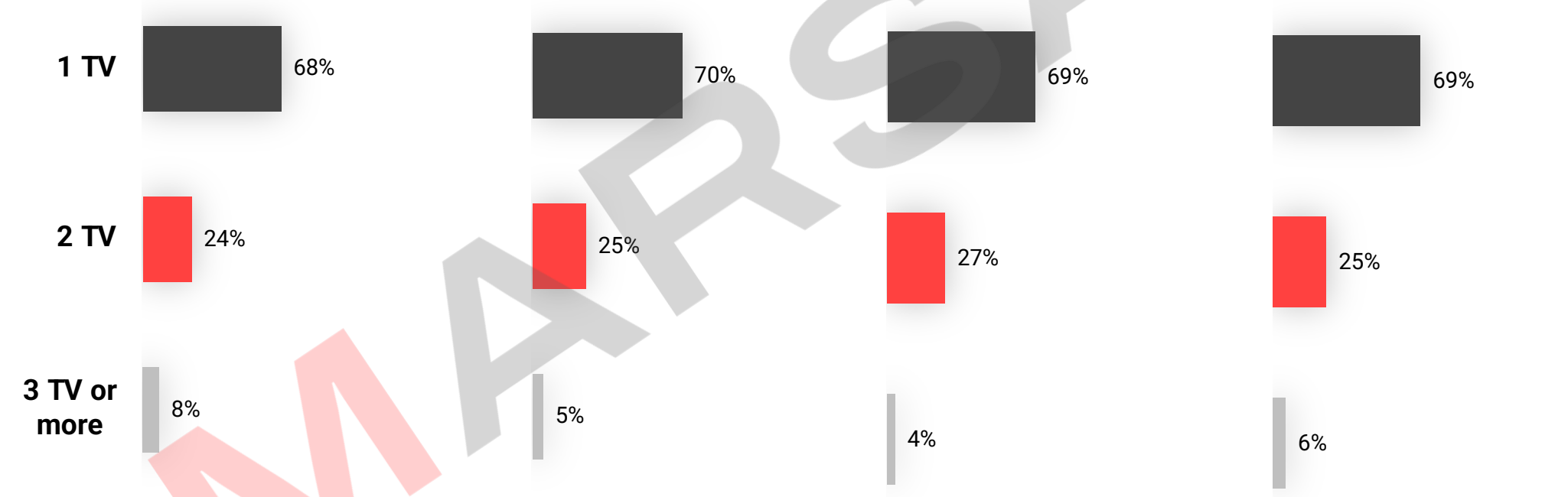
TV signal types



Number of TV sets in HH

	Baku	Other cities	Rural	Total
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Average number of TV per HH:
1.37

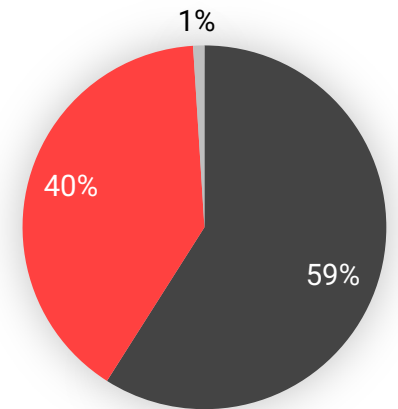
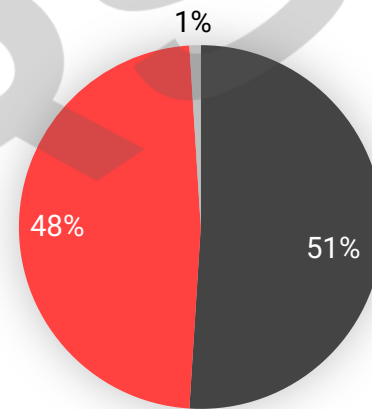
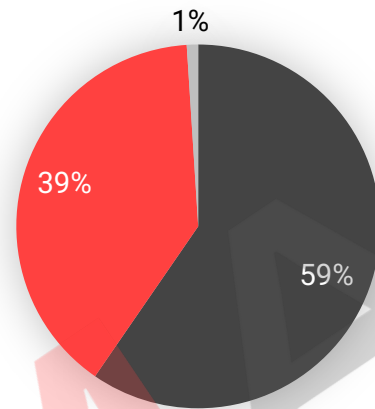
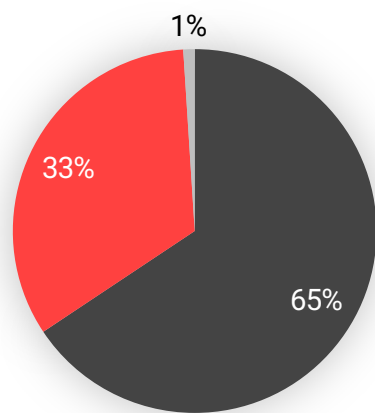


Base:	1834 households	1625 households	1519 households	4978 households
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TV FEATURES SYSTEM

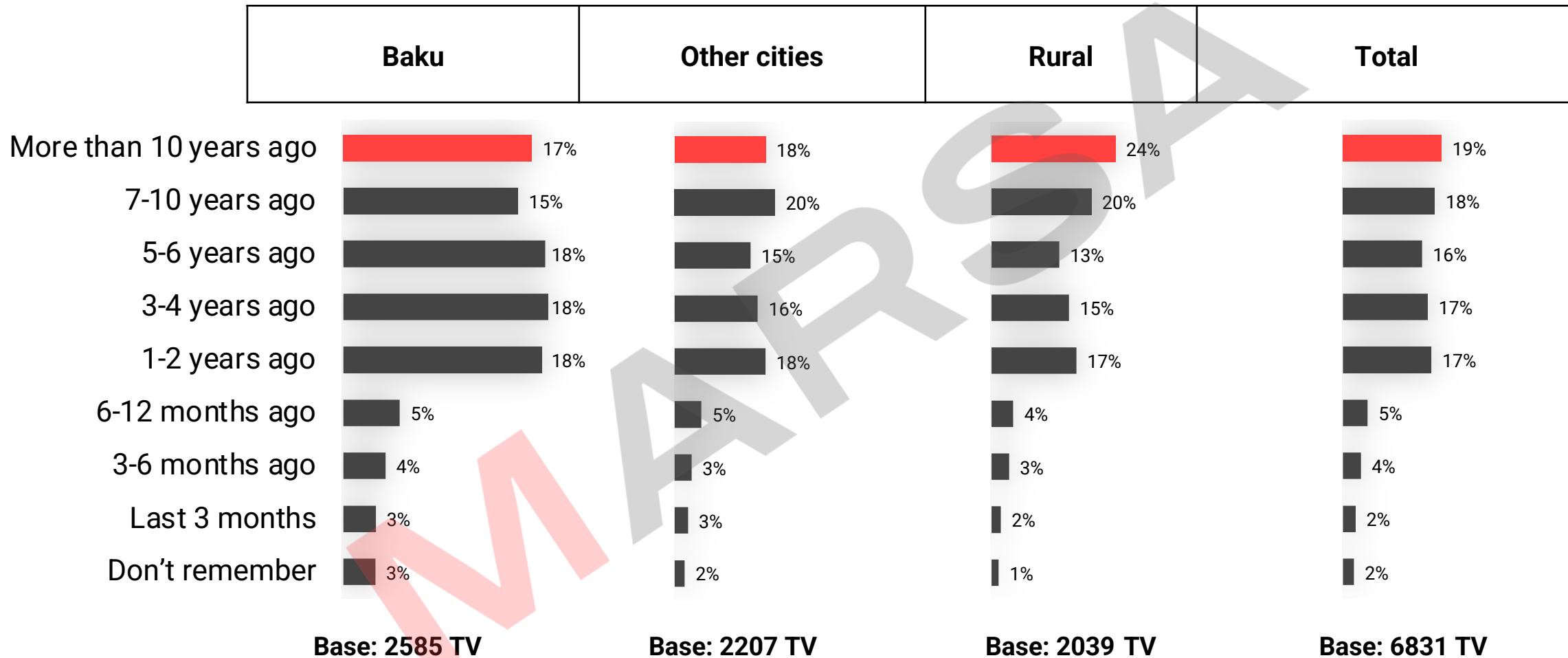
Is your TV set "smart"?

Baku	Other urban	Rural	Total
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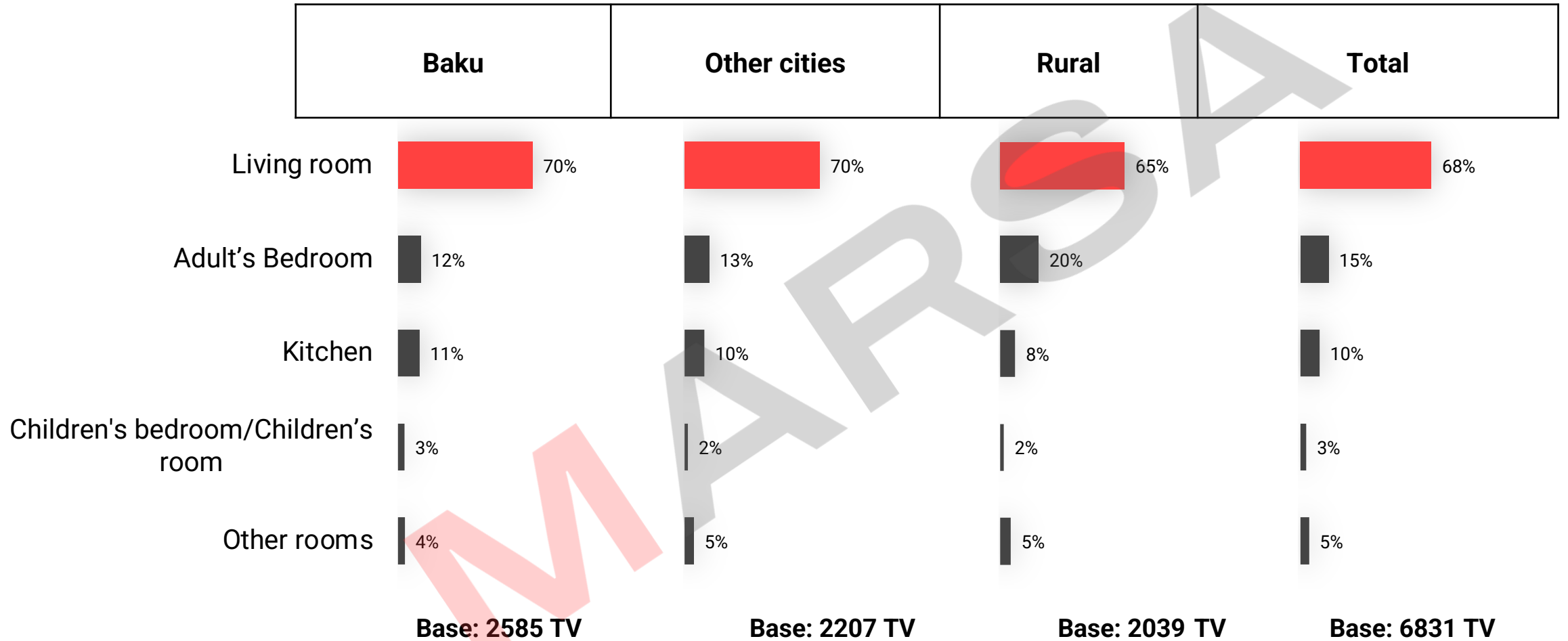


■ Yes ■ No ■ Difficult to answer

TV purchase



TV location in HH



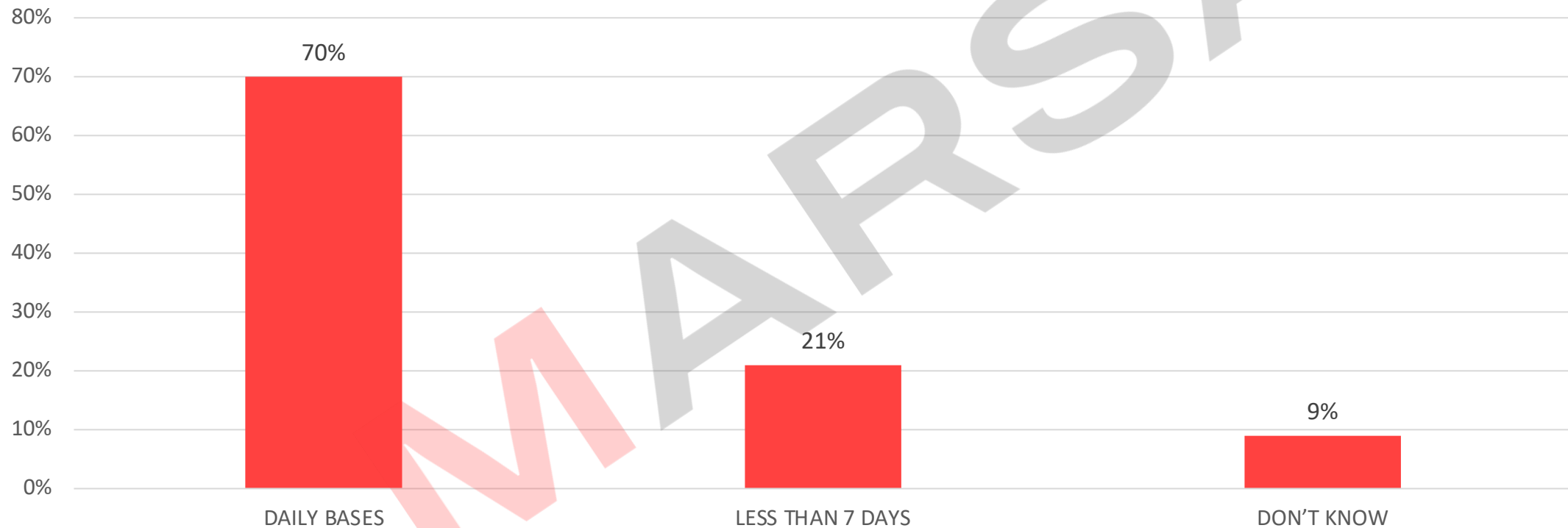


HOUSEHOLD HABITS

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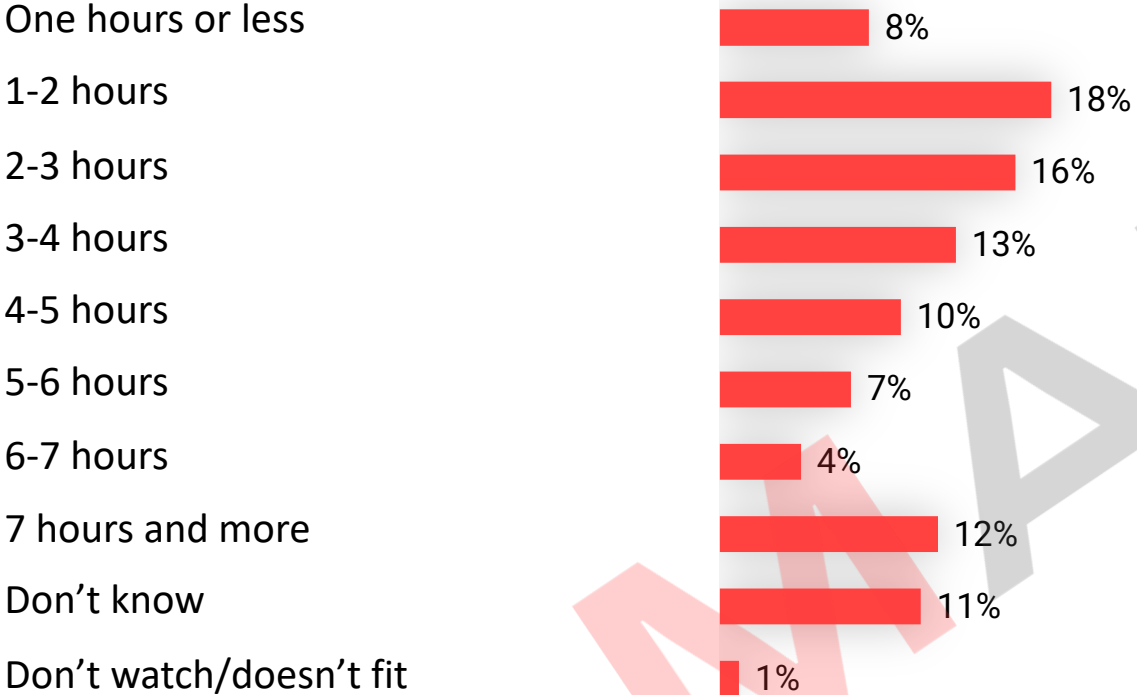
Number of days a week watching TV

Average number of days - 5,7 days



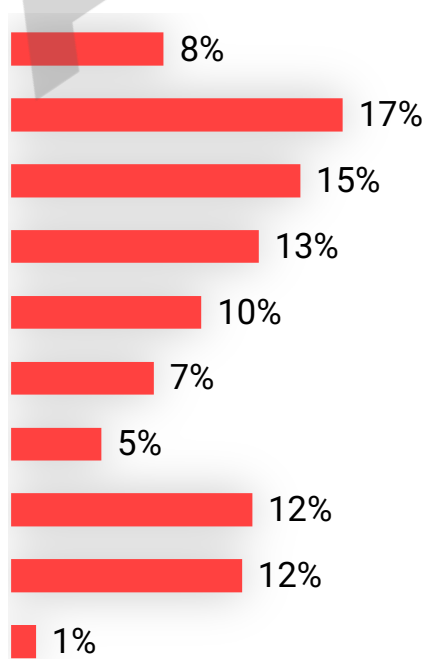
Number of hours a day watching TV

Weekdays – Average 3,2 hours



Base: 9802 individuals

Weekends – Average 3,4 hours



Base: 9459 individuals

Language preferences of TV watching by geographics

	Baku	Other cities	Rural	Total
Only AZ	27%	23%	25%	25%
Only TR	10%	8%	6%	8%
Only RU	7%	2%	1%	4%
AZ-TR	25%	42%	54%	39%
AZ-RU	10%	5%	3%	6%
AZ-TR-RU	14%	16%	9%	13%
TR-RU	4%	2%	1%	2%
OTHER LANG COMBINATIONS	3%	2%	1%	2%
Base (individuals)	1834	1625	1519	4978

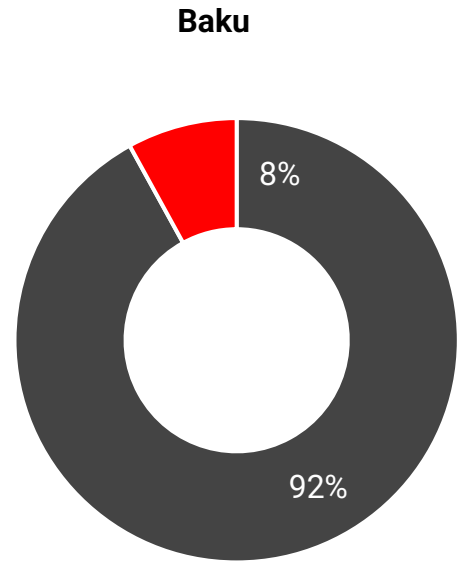
Language preferences of TV watching by age groups

	4-10	11-17	18-24	25-30	31-40	41-50	51-60	61+
Only AZ	20%	22%	26%	25%	23%	25%	27%	26%
Only TR	10%	8%	10%	10%	9%	8%	6%	4%
Only RU	3%	3%	3%	3%	3%	3%	2%	3%
AZ-TR	46%	45%	39%	39%	43%	41%	39%	43%
AZ-RU	5%	5%	5%	5%	5%	6%	7%	7%
AZ-TR-RU	12%	13%	11%	13%	13%	13%	16%	15%
TR-RU	3%	3%	2%	2%	3%	2%	2%	1%
OTHER LANG COMBINATIONS	2%	1%	3%	2%	2%	2%	1%	1%
Base (individuals)	2028	2129	2018	1910	3175	2664	2415	2348

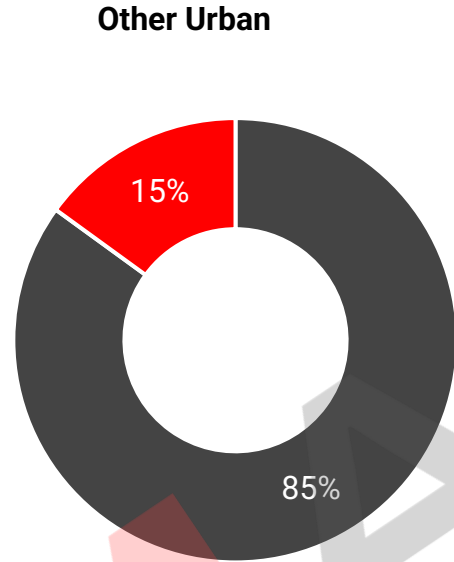


OTHER MEDIA HABITS

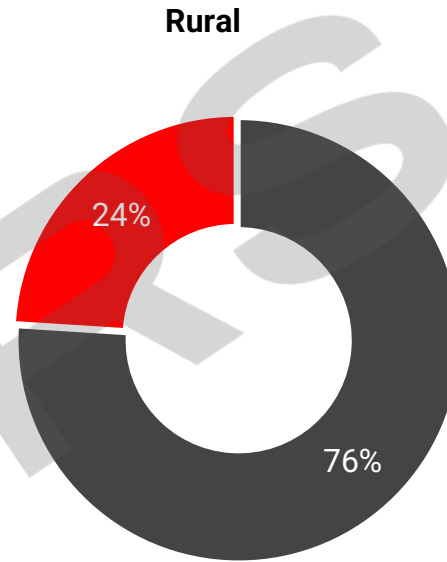
Access to the Internet



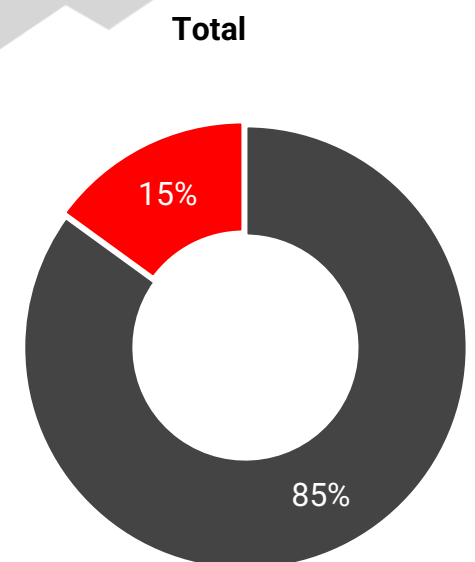
Base: 1834 households



Base: 1625 households



Base: 1519 households



Base: 4978 households

HAVE

DON'T HAVE

TYPE OF CONNECTION

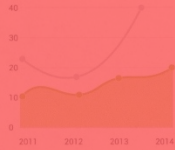
	Baku	Other cities	Rural	Total
Only ADSL	31%	28%	37%	32%
Only Fiber Optic	23%	36%	26%	28%
Only 3G, 4G or 5G mobile phone	14%	11%	19%	14%
ADSL and 3G, 4G or 5G mobile phone	12%	12%	12%	12%
Fiber optic and 3G, 4G or 5G mobile phone	20%	12%	6%	13%
Other	1%	1%	0%	1%

Morris Charts

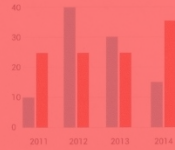
Line Chart



Area Chart



Bar Chart



Donut Chart



Sparkline Charts

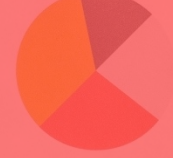
Line Chart



Bar Chart



Pie Chart

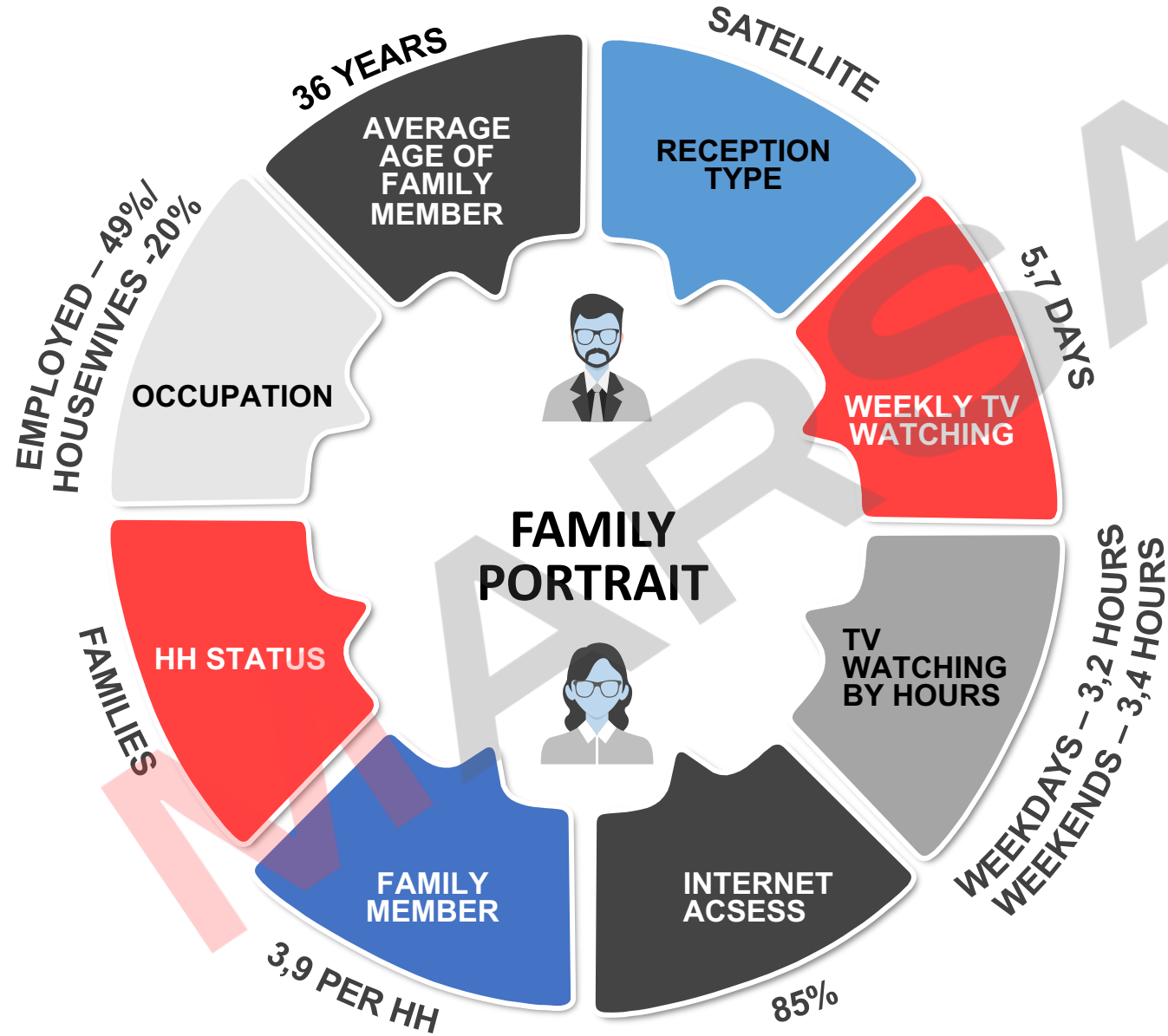


Easy Pie Charts



Summary

AVERAGE INDIVIDUAL PORTRAIT OF AZERBAIJANI HH



THANK YOU!

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