

# MARSA

CONTINUOUS SURVEY  
2025

MEDIA  
AUDIENCE  
RESEARCH  
SYSTEM OF  
AZERBAIJAN



# CONTENT

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



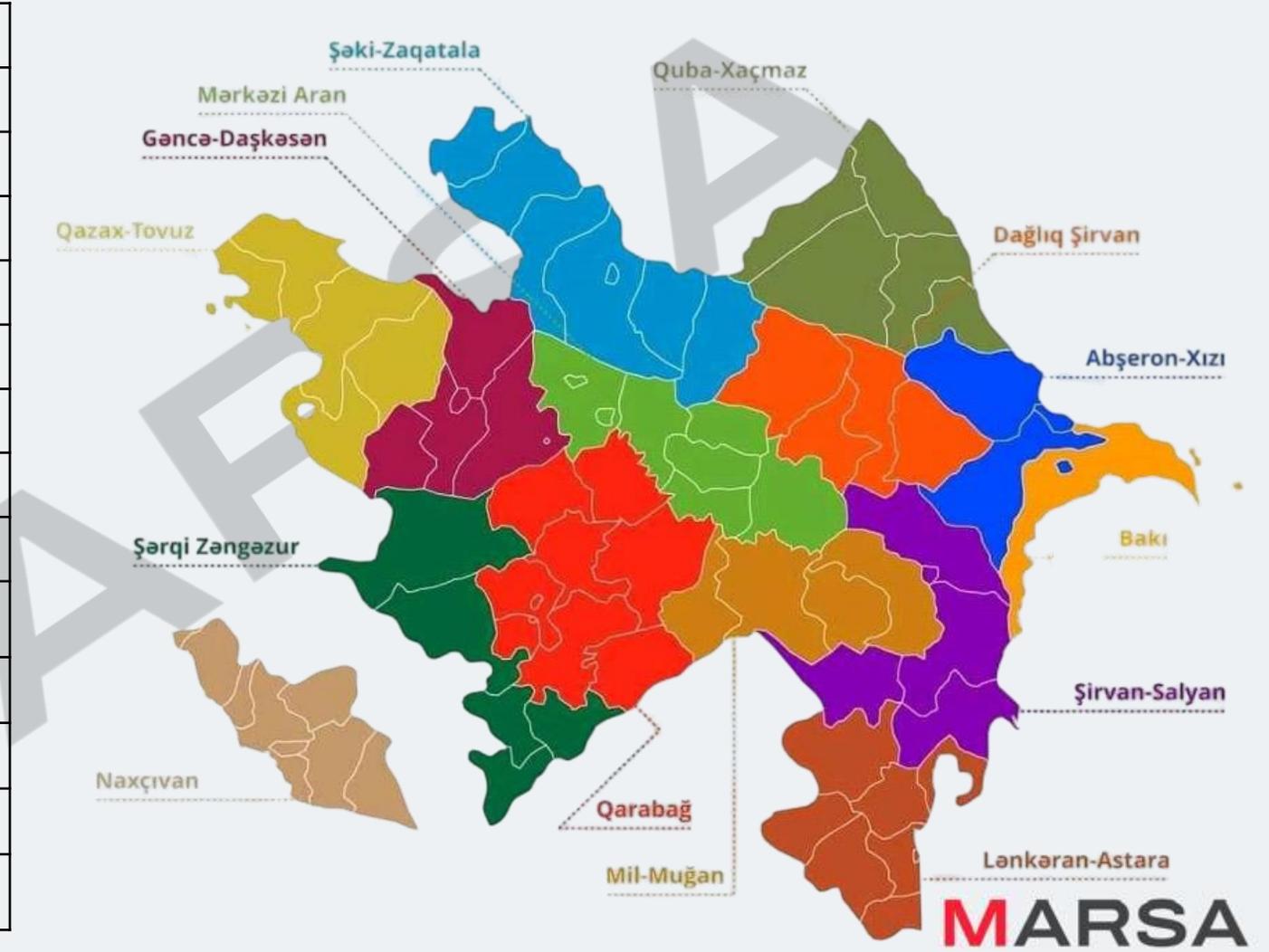
# PROJECT DETAILS

**METHODOLOGY&SAMPLING**

**MARSA**

# 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>



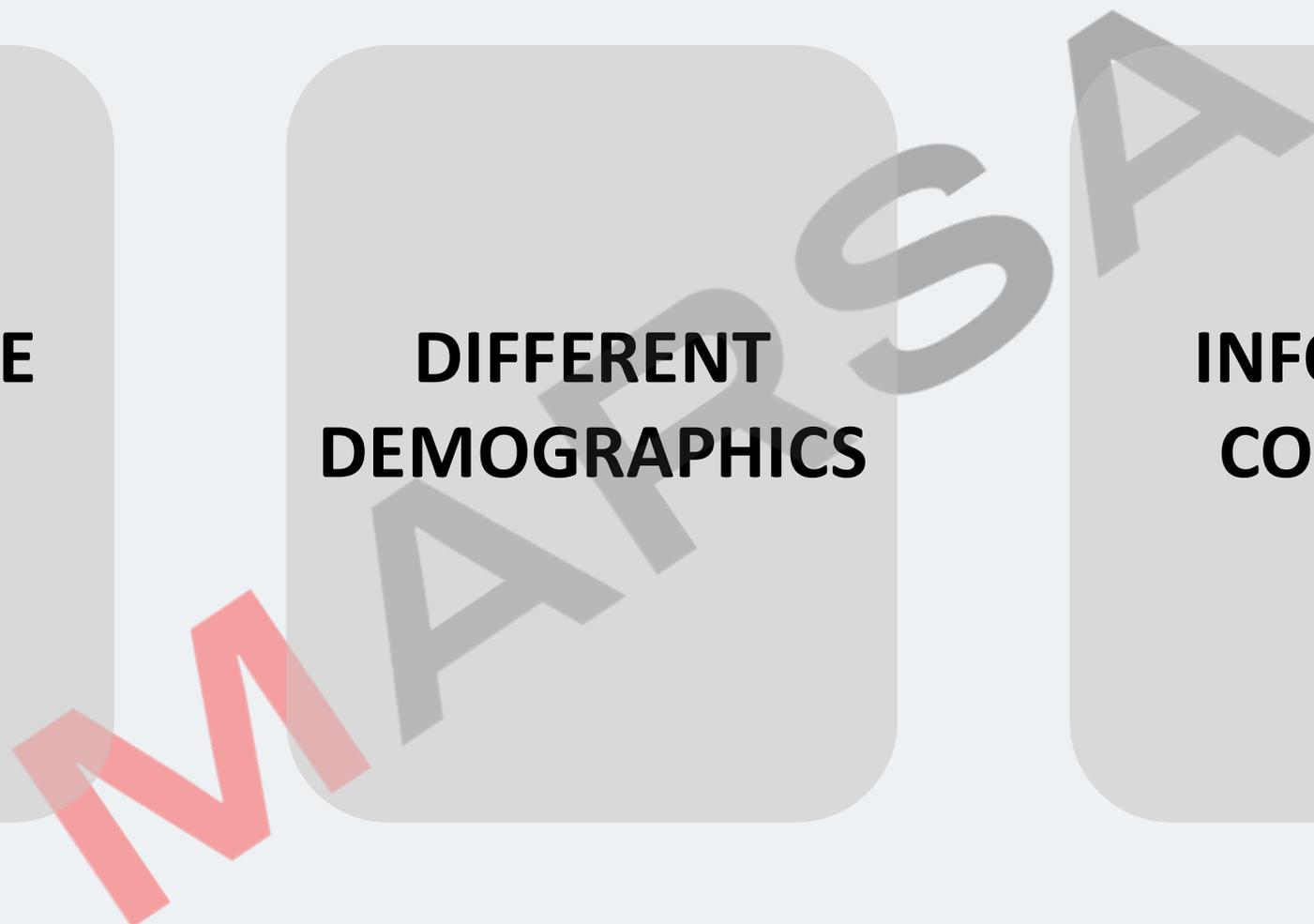
**MARSA**

# METHODOLOGY

**FACE-TO-FACE  
INTERVIEW**

**DIFFERENT  
DEMOGRAPHICS**

**INFORMED  
CONSENT**



# CS GEOGRAPHY

ECONOMIC REGION	# OF INTERVIEWS URBAN	# OF INTERVIEWS RURAL	TOTAL # OF INTERVIEWS
Baku	901	0	901
Absheron-Khizi	134	0	134
Daghlig Shirvan	30	57	87
Ganja-Dashkasan	140	42	182
Karabakh	32	68	100
Gazakh-Tovuz	42	130	172
Guba-Khachmaz	54	96	150
Lankaran-Astara	67	176	243
Central Aran	69	100	169
Mil-Mughan	47	85	132
Shaki-Zagatala	47	105	152
Shirvan-Salyan	56	65	121
<b>Total</b>	<b>1619</b>	<b>924</b>	<b>2543</b>

Selected regions cover:

- ✓ **36** cities in selected ERs
- ✓ **110** villages
- ✓ **2543** Households
- ✓ **10291** Individuals

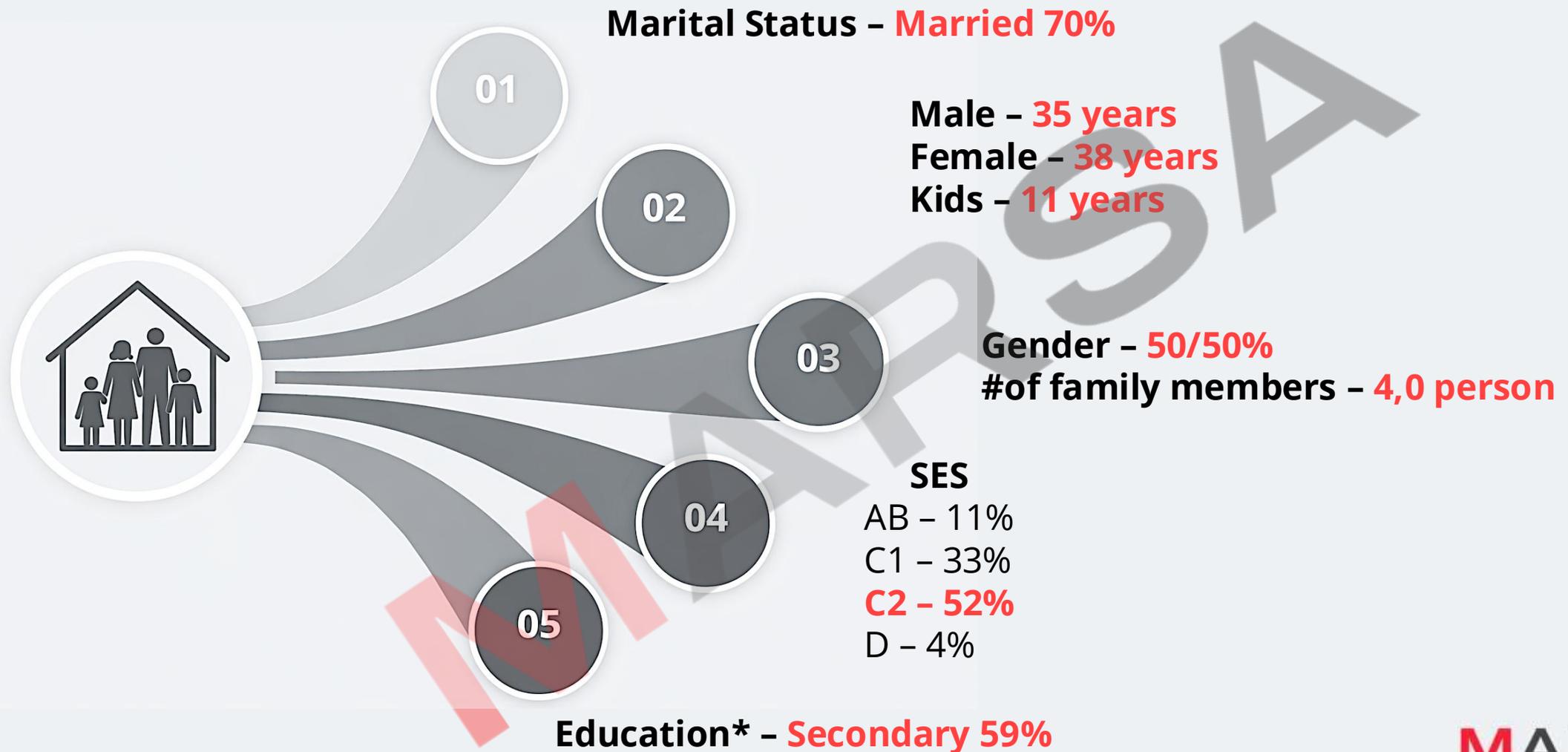
**MARSA**



# DEMOGRAPHICS

**MARSA**

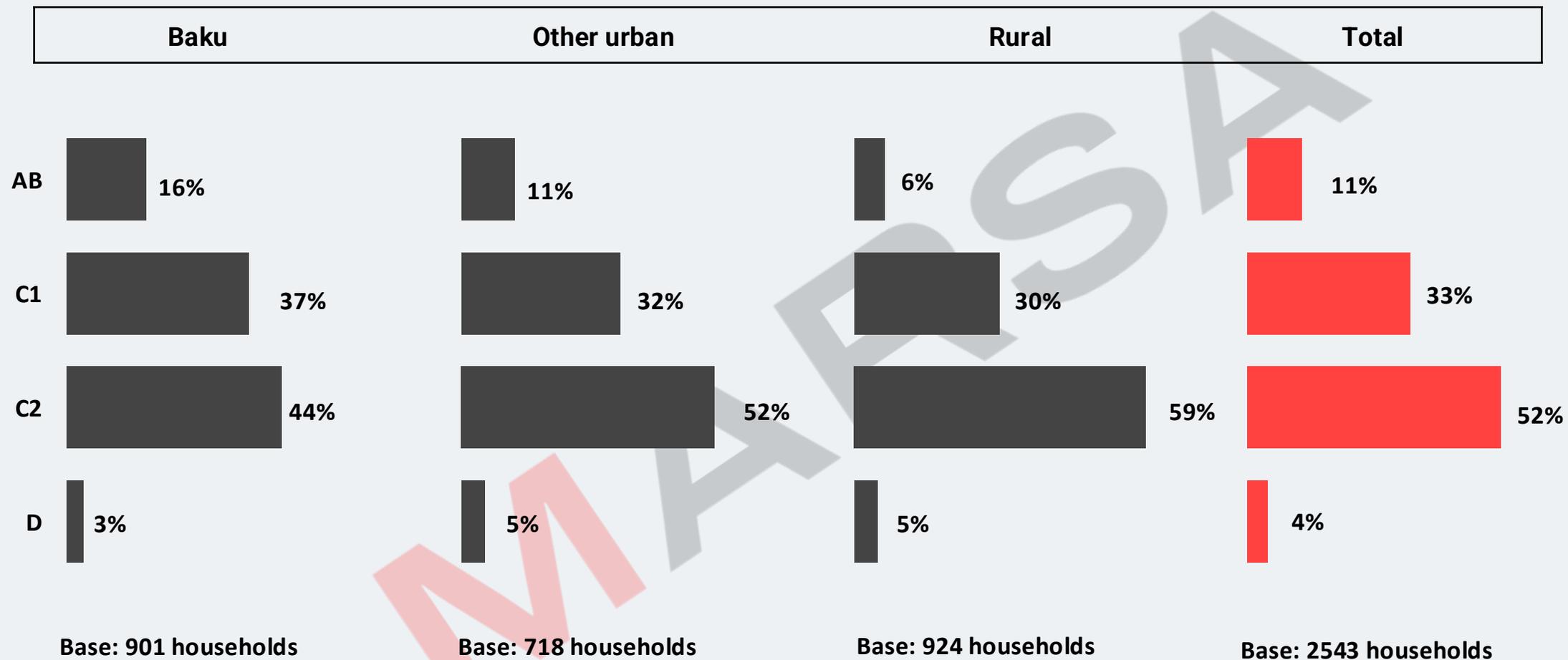
# AVERAGE AZERBAIJANI HOUSEHOLD



\*Education variable includes only 18+ individuals

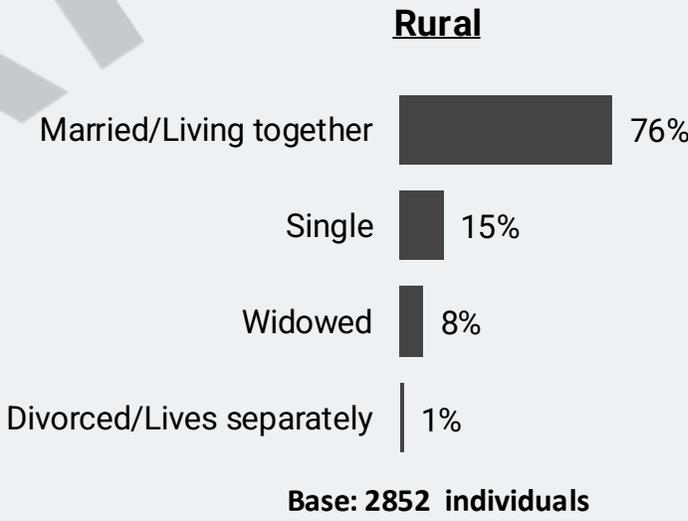
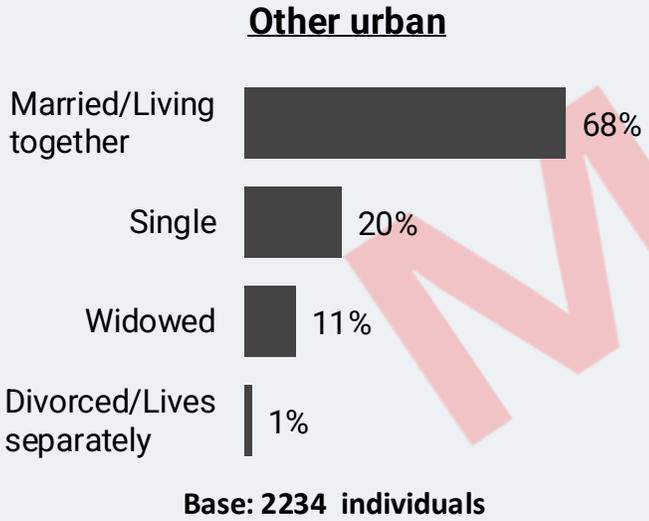
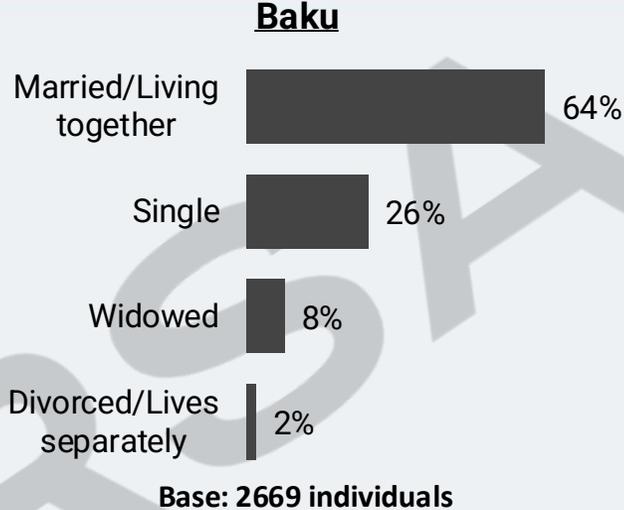
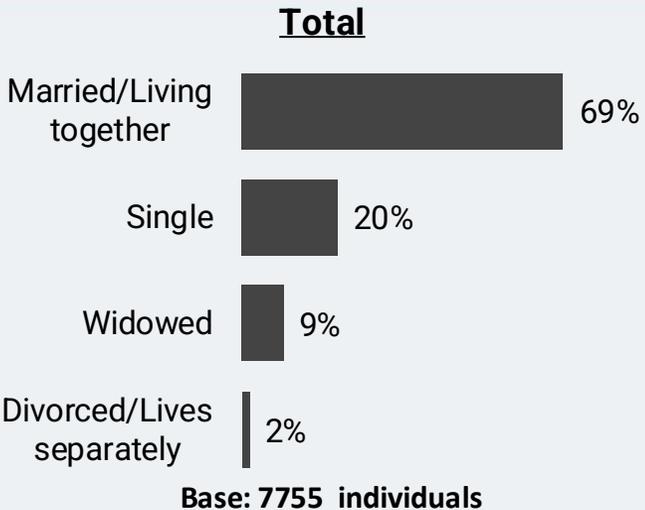
**MARSA**

# SOCIOECONOMIC STATUS RESULTS (SES)



**MARSA**

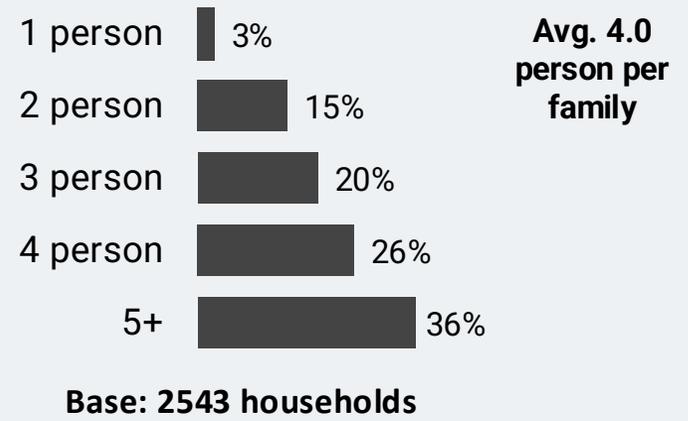
# DEMOGRAPHICS BY MARITAL STATUS (IND 18+)



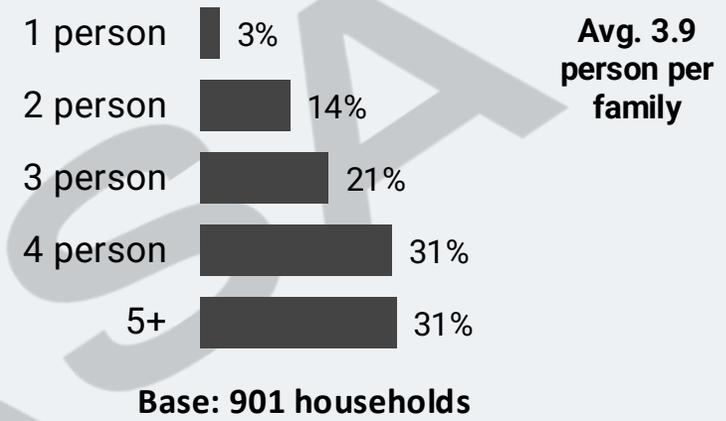
Source: Continuous survey 2025 annual report

# DEMOGRAPHICS BY # OF FAMILY MEMBERS

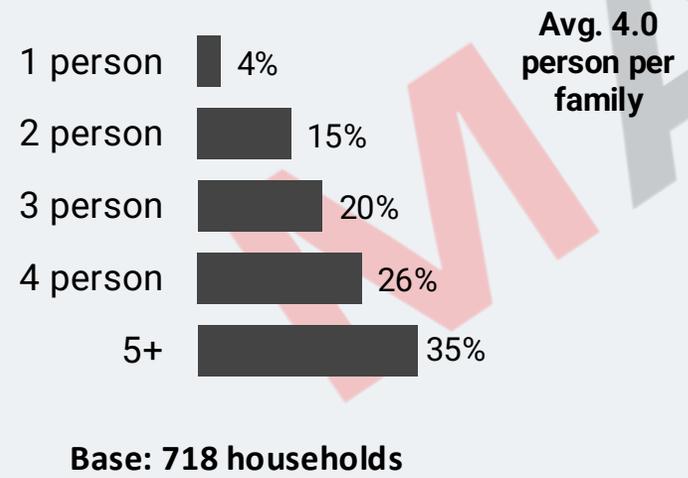
## Total



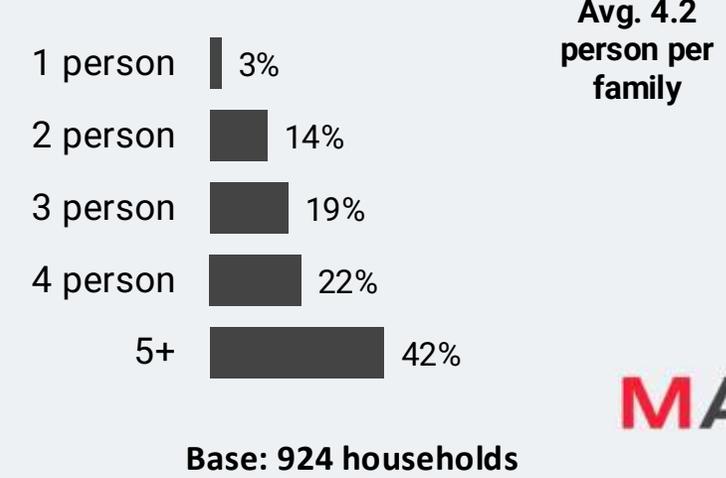
## Baku



## Other urban



## Rural



Source: Continuous survey 2025 annual report



# TV VIEWERSHIP HABITS

**MARSA**

# TV HABITS IN AZERBAIJAN

MOST USED  
RECEPTION TYPE:  
SATELLITE – 68%

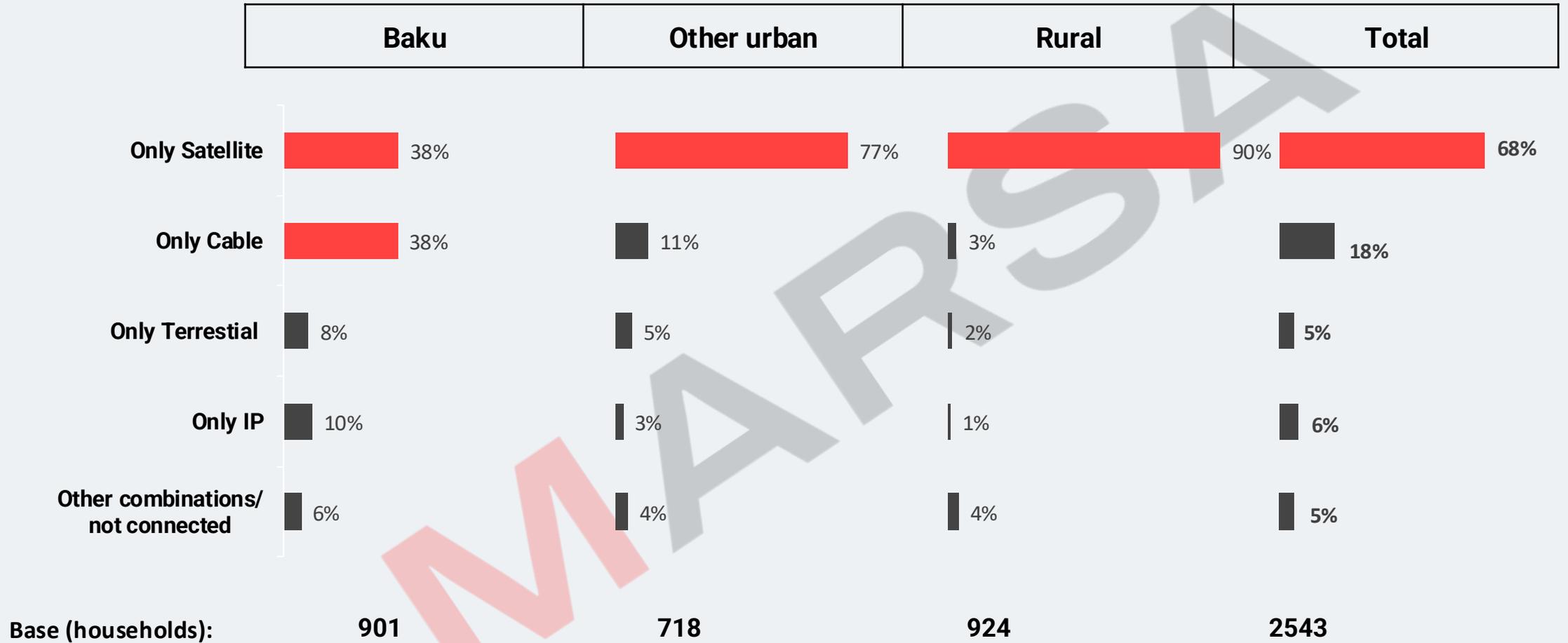
AVERAGE NUMBER  
OF TVS PER HH:  
1.39 TVs

MORE THAN 52% OF TV  
SETS WERE PURCHASED  
LESS THAN  
6 YEARS AGO

75% of the TV  
sets are SMART

**MARSA**

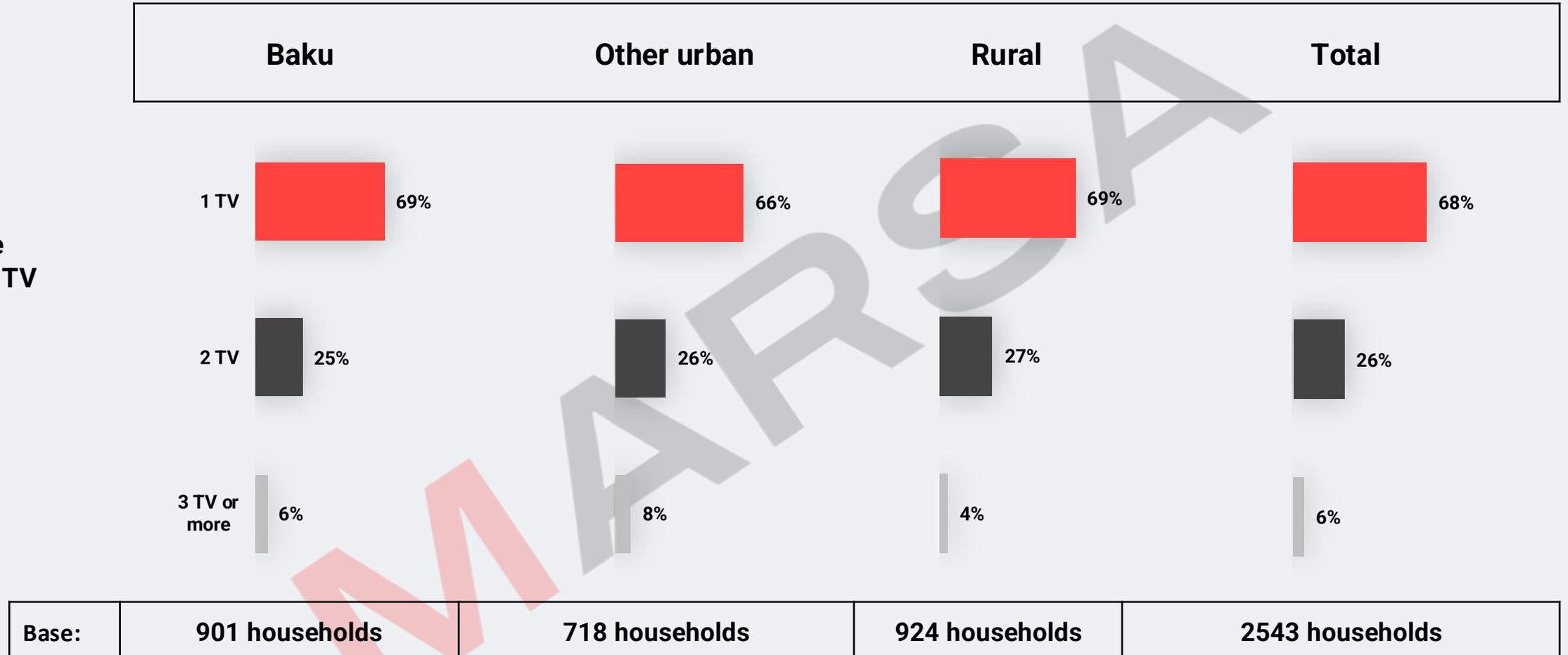
# TV SYGIGNAL TYPES



**MARSA**

# NUMBER OF TV SETS IN HOUSEHOLD

Average number of TV per HH:  
**1.39**

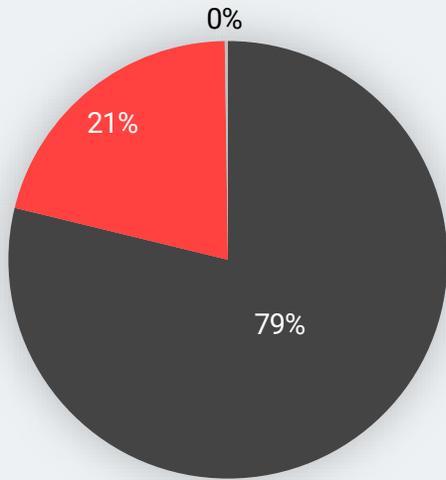


**MARSA**

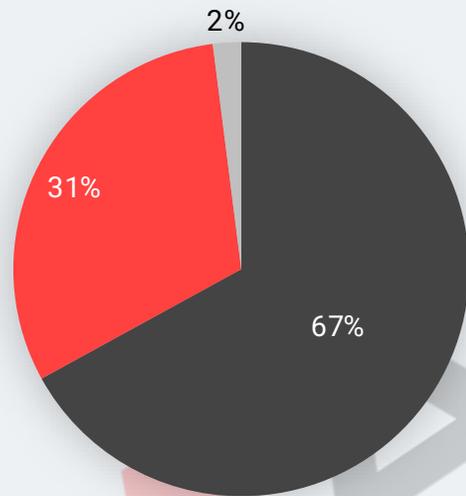
# TV FEATURES SYSTEM

Is your TV set "smart"?

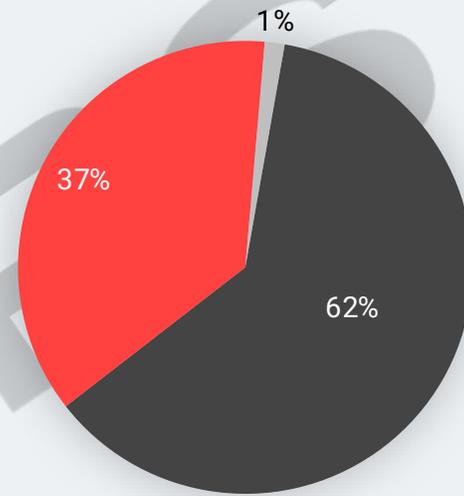
Baku	Other urban	Rural	Total
------	-------------	-------	-------



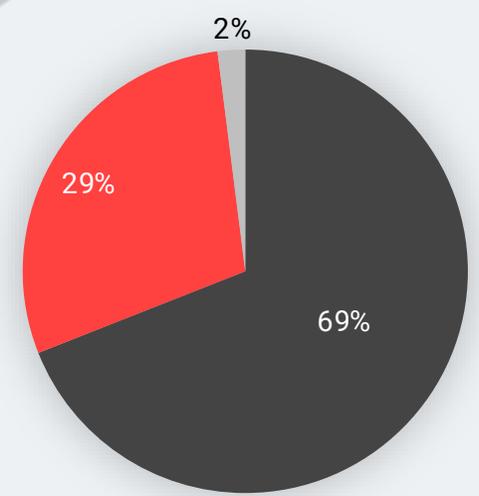
Base: 1239 TV



Base: 1030 TV



Base: 1266 TV



Base: 3535 TV

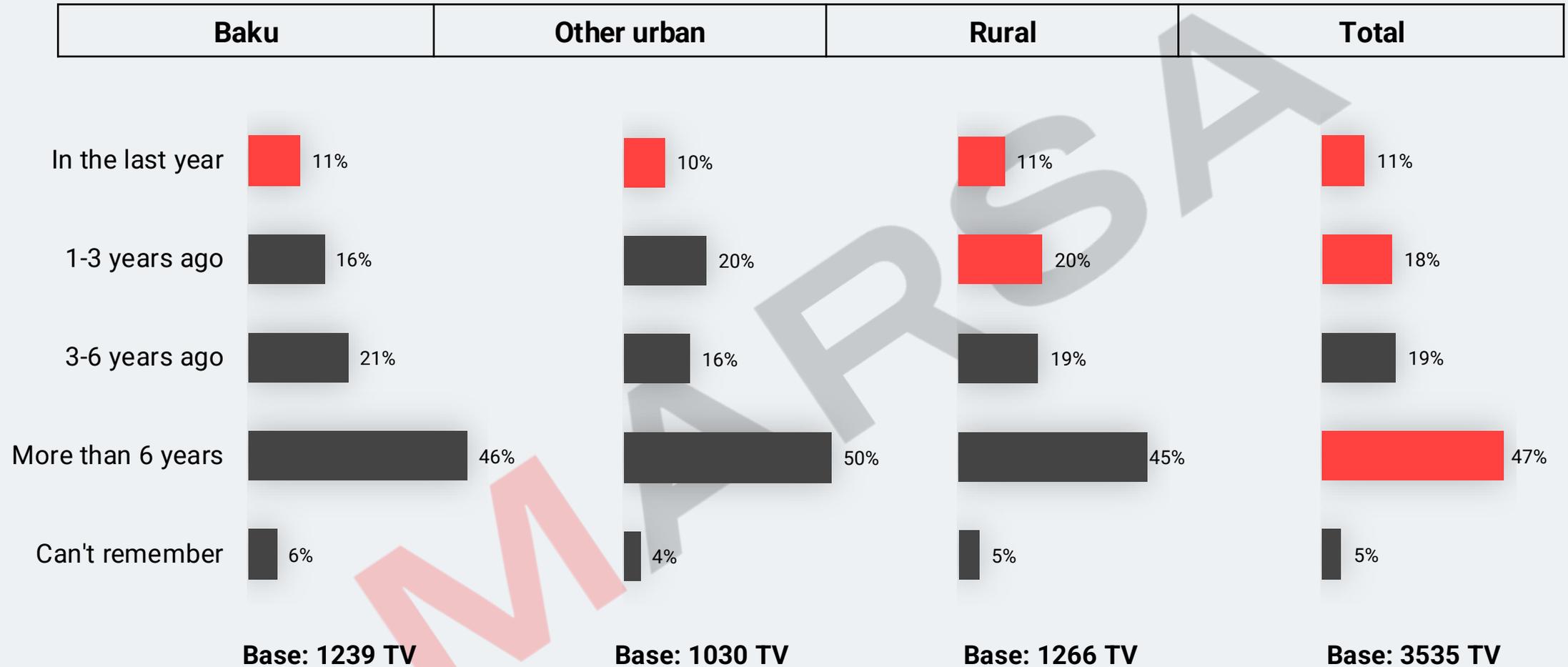
■ Yes

■ No

■ Difficult to answer

MARSA

# TV PURCHASE



**MARSA**



# HOUSEHOLD HABITS

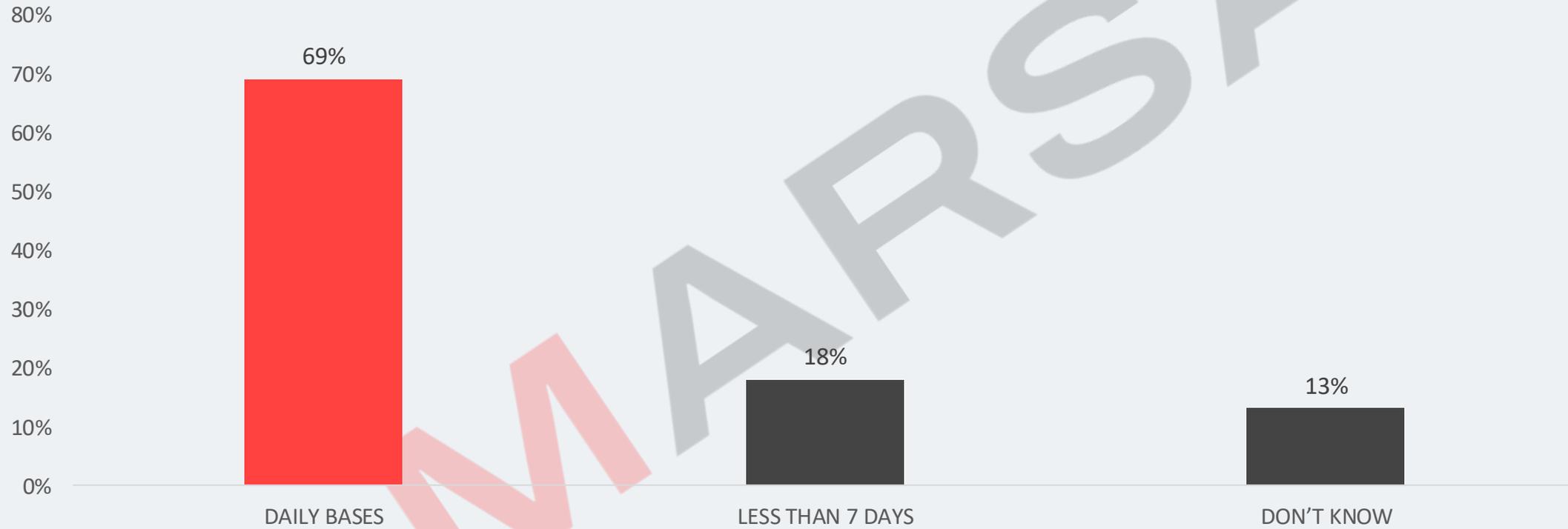
MARSA

# 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%

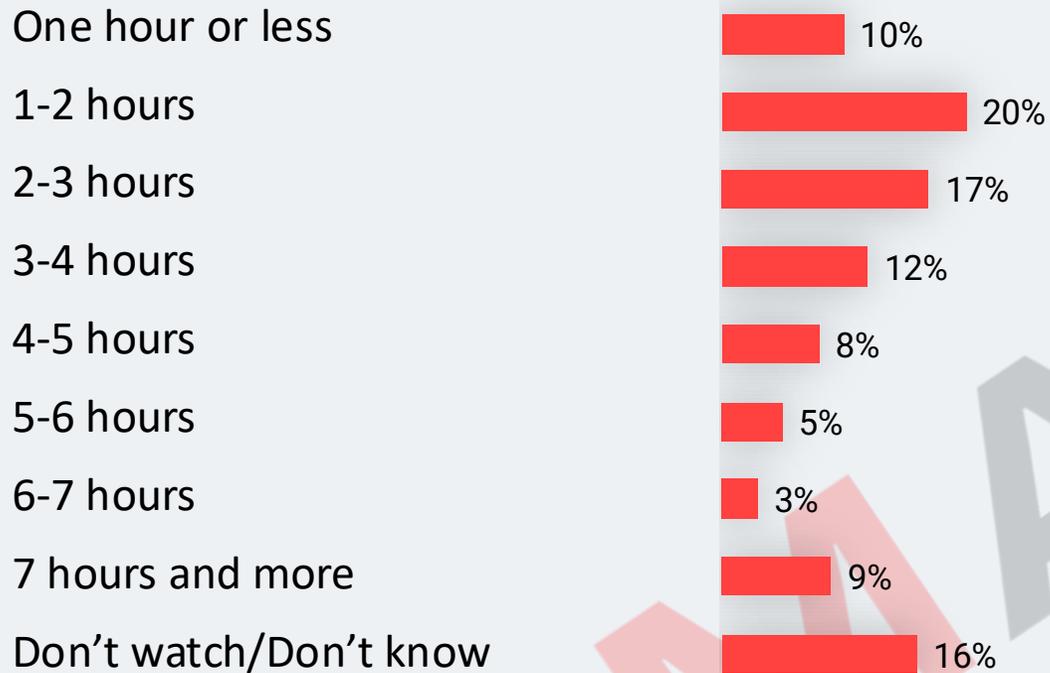
# NUMBERS OF DAYS A WEEK WATCHING TV

Average number of days - 5,5 days



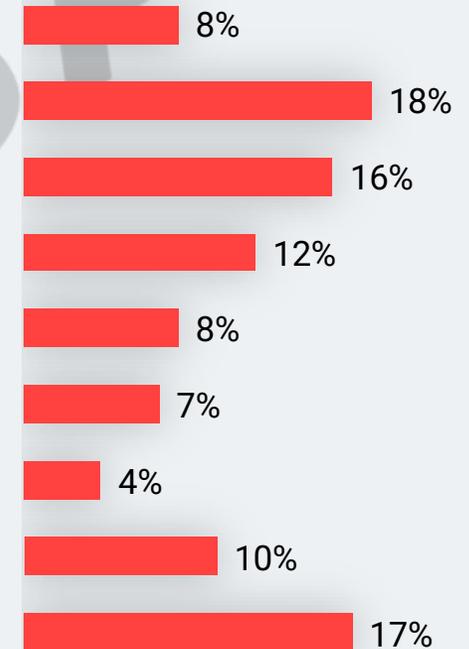
# NUMBER OF HOURS A DAY WATCHING TV

Weekdays – Average 3,3 hours



Base: 10393 individuals

Weekends – Average 3,5 hours



Base: 10393 individuals

MARSA

# TV CONTENT LANGUAGE PREFERENCES

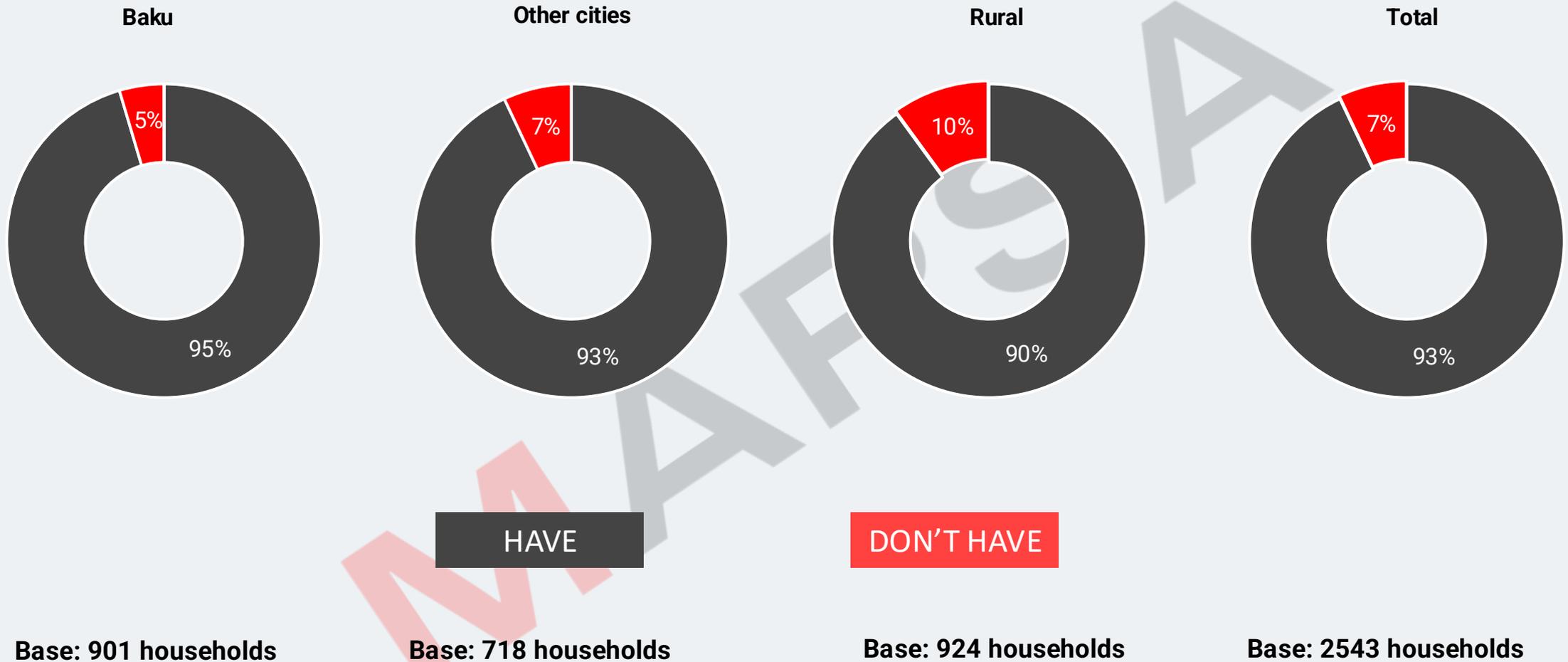
	Baku	Other urban	Rural	Total
<b>Only AZ</b>	34%	32%	43%	37%
<b>Only TR</b>	2%	7%	6%	5%
<b>Only RU</b>	2%	1%	0%	1%
<b>AZ-TR</b>	36%	40%	42%	39%
<b>AZ-RU</b>	8%	7%	2%	5%
<b>AZ-TR-RU</b>	9%	9%	6%	8%
<b>OTHER LANG COMBINATIONS</b>	9%	4%	1%	5%
<b>Base (household)</b>	<b>901</b>	<b>718</b>	<b>924</b>	<b>2543</b>

**MARSA**



# OTHER MEDIA HABITS

# ACCESS TO LANDLINE INTERNET



Base: 901 households

Base: 718 households

Base: 924 households

Base: 2543 households

**MARSA**

# TYPE OF CONNECTION

	Baku	Other urban	Rural	Total
<b>Only Fiber optic</b>	38%	42%	57%	46%
<b>Fiber optic and 3G, 4G, or 5G mobile</b>	55%	47%	31%	44%
<b>Only ADSL</b>	3%	6%	8%	6%
<b>ADSL and 3G, 4G, or 5G mobile</b>	2%	4%	2%	3%
<b>Only 3G, 4G, or 5G mobile</b>	0%	1%	1%	1%
<b>Other</b>	1%	0%	0%	1%
<b>Base (HH with internet access)</b>	<b>855</b>	<b>664</b>	<b>826</b>	<b>2345</b>

THANK YOU!

**MARSA**