

MEDIAMETRICS SURVEY 2022

Helene Vosloo

Executive: Economics and Market
Development

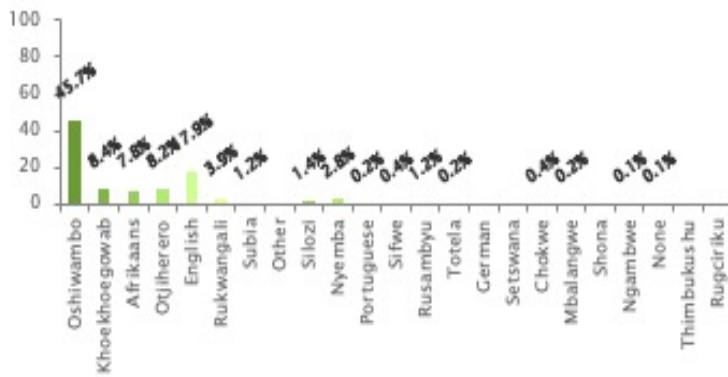
15 August 2023

METHODOLOGY

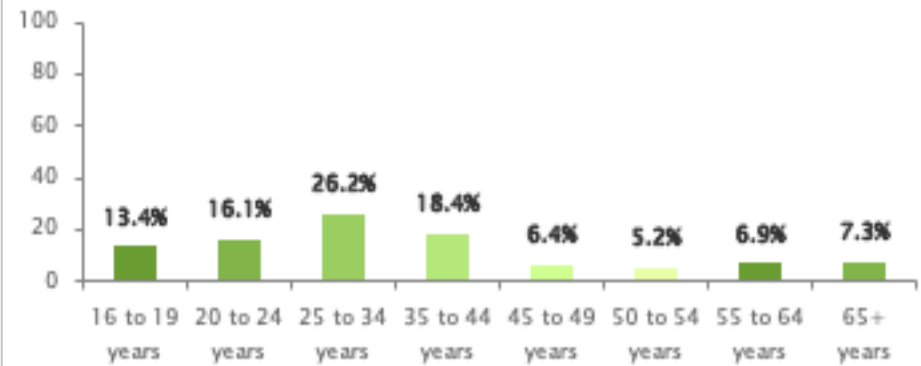
- ❖ **Probability Sampling:** Random selection
- ❖ **Sample size:** 1,200 interviews at a 95% confidence interval, using the 2016 Intercensal Demographic survey
- ❖ Gender quotas were applied to ensure as close to a 50/50 sample is obtained
- ❖ **Face-to-face interviews:** Data captured using tablets (appx 60 minutes, 12 weeks)
- ❖ 20% of the interviews were randomly validated

RESULTS - DEMOGRAPHICS

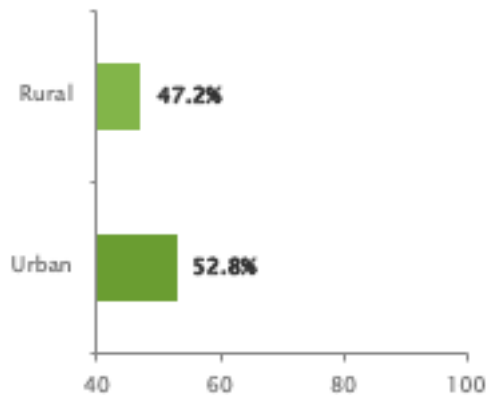
Home Language



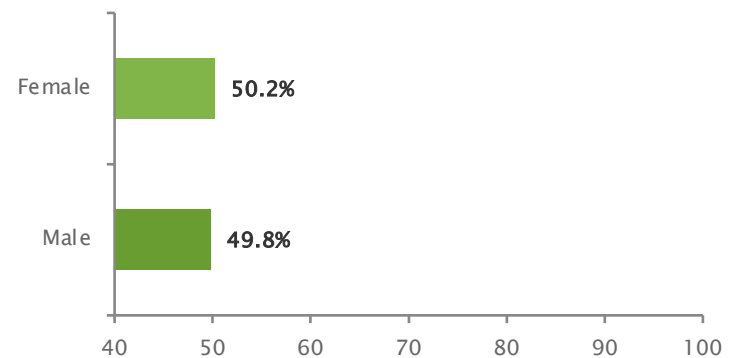
Age Group



Land Usage

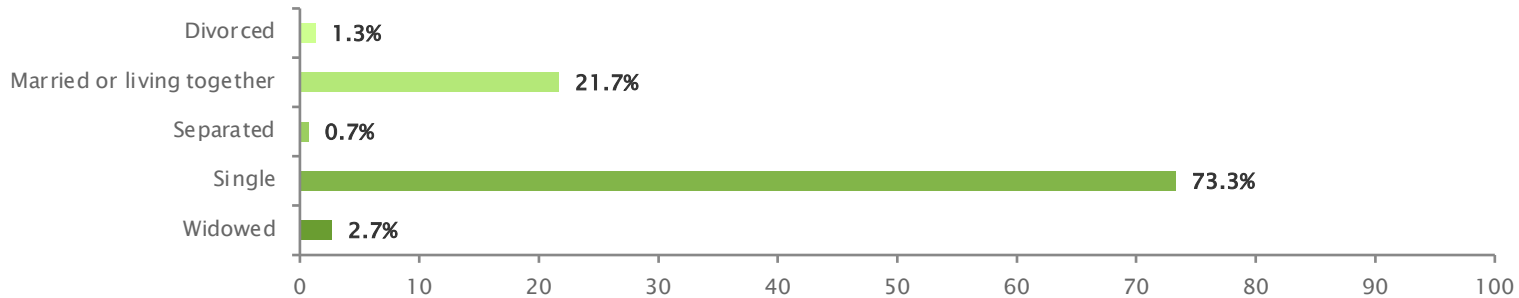


Gender

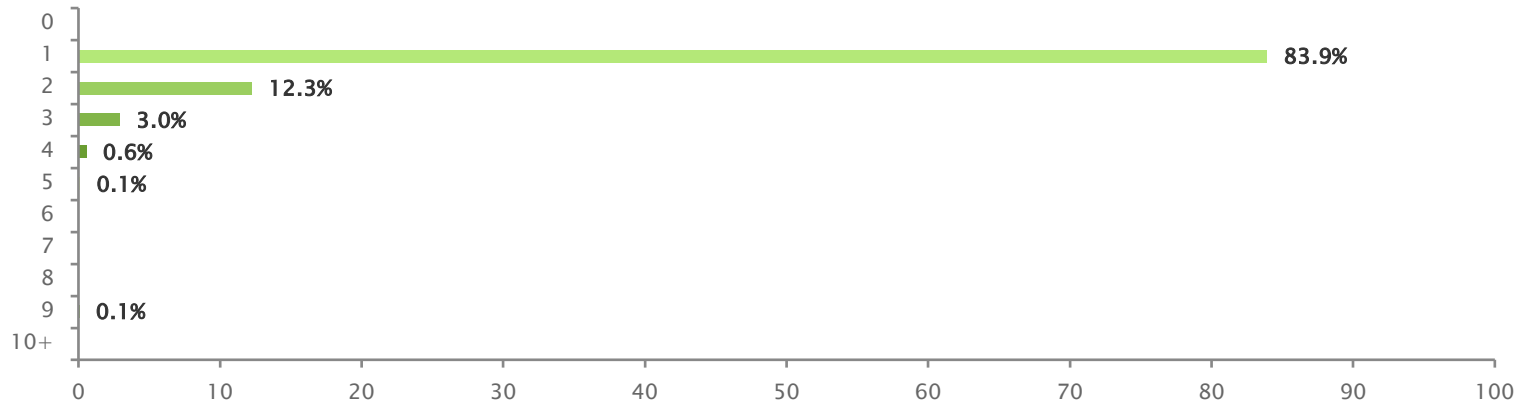


RESULTS - DEMOGRAPHICS

• Marital Status

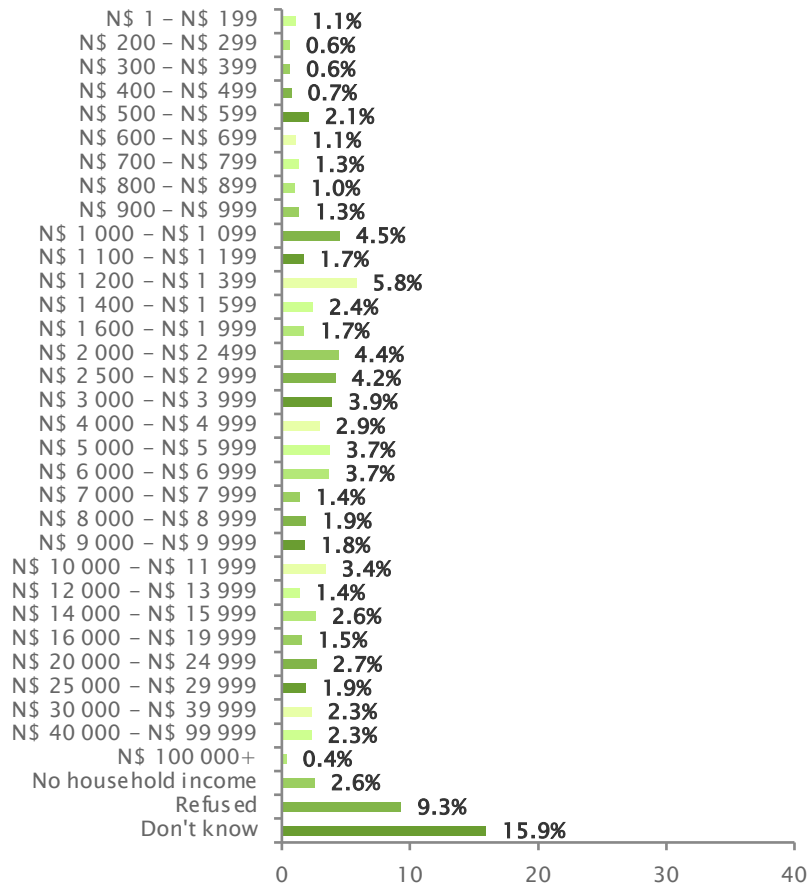


TV's in Household

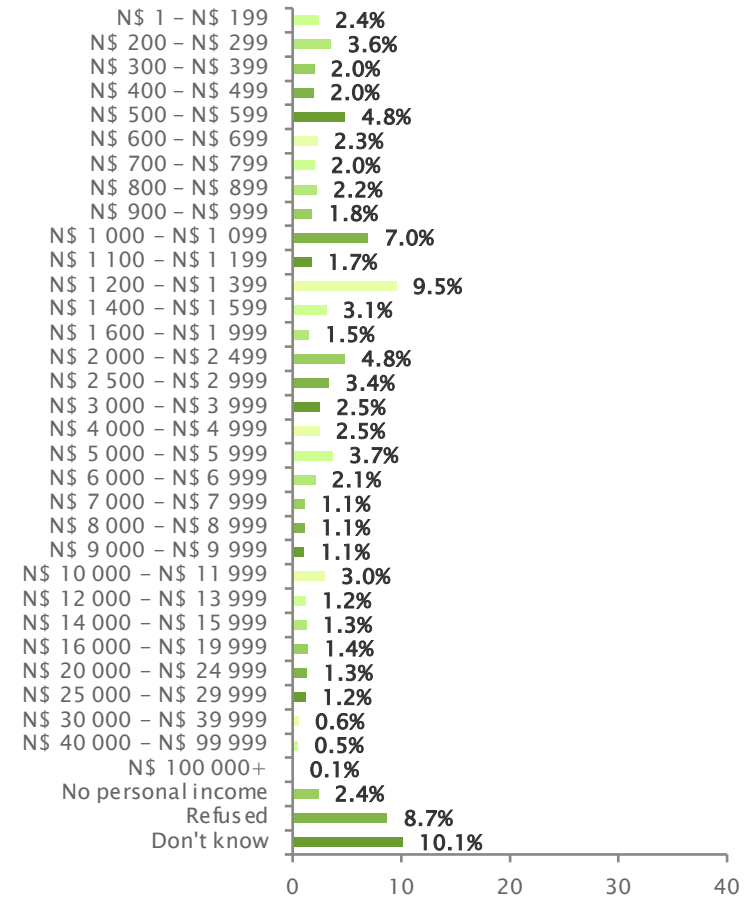


RESULTS - DEMOGRAPHICS

Household Income

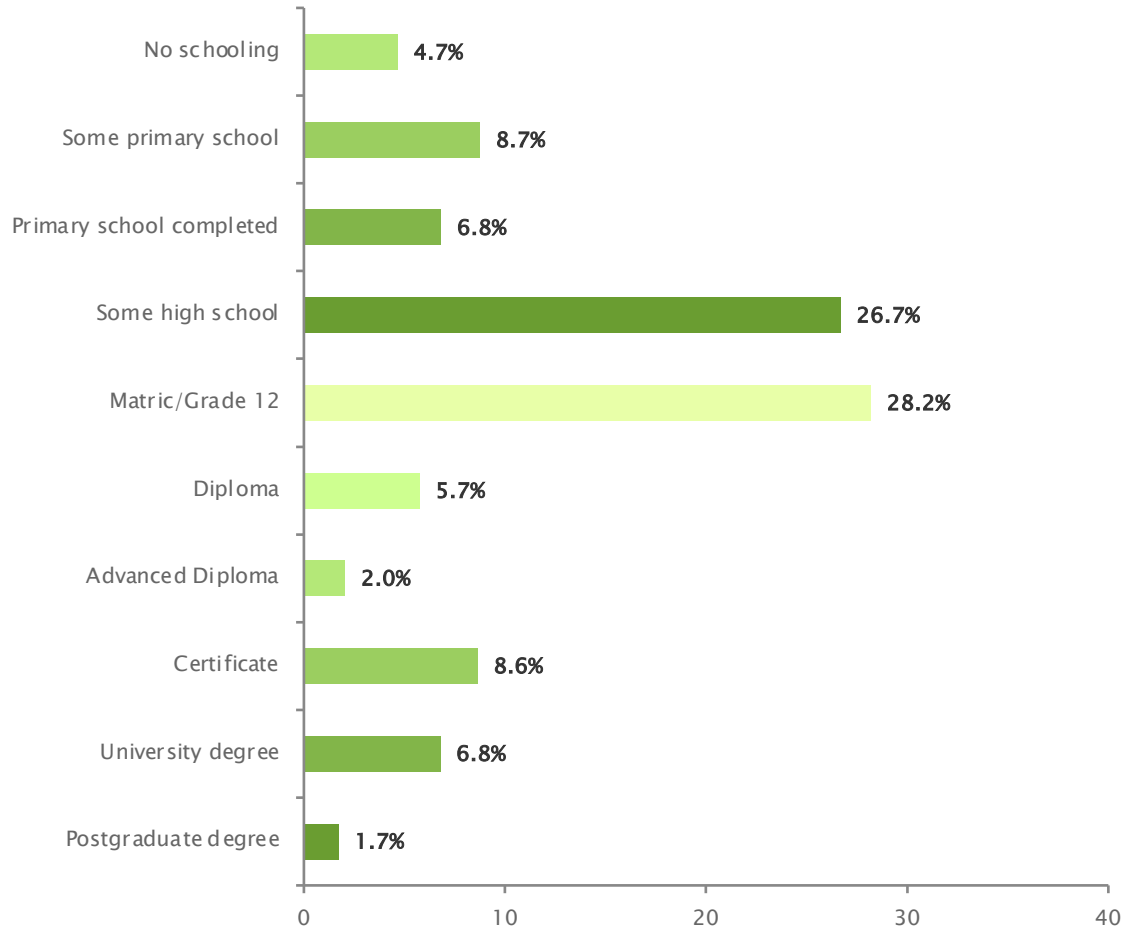


Personal Income



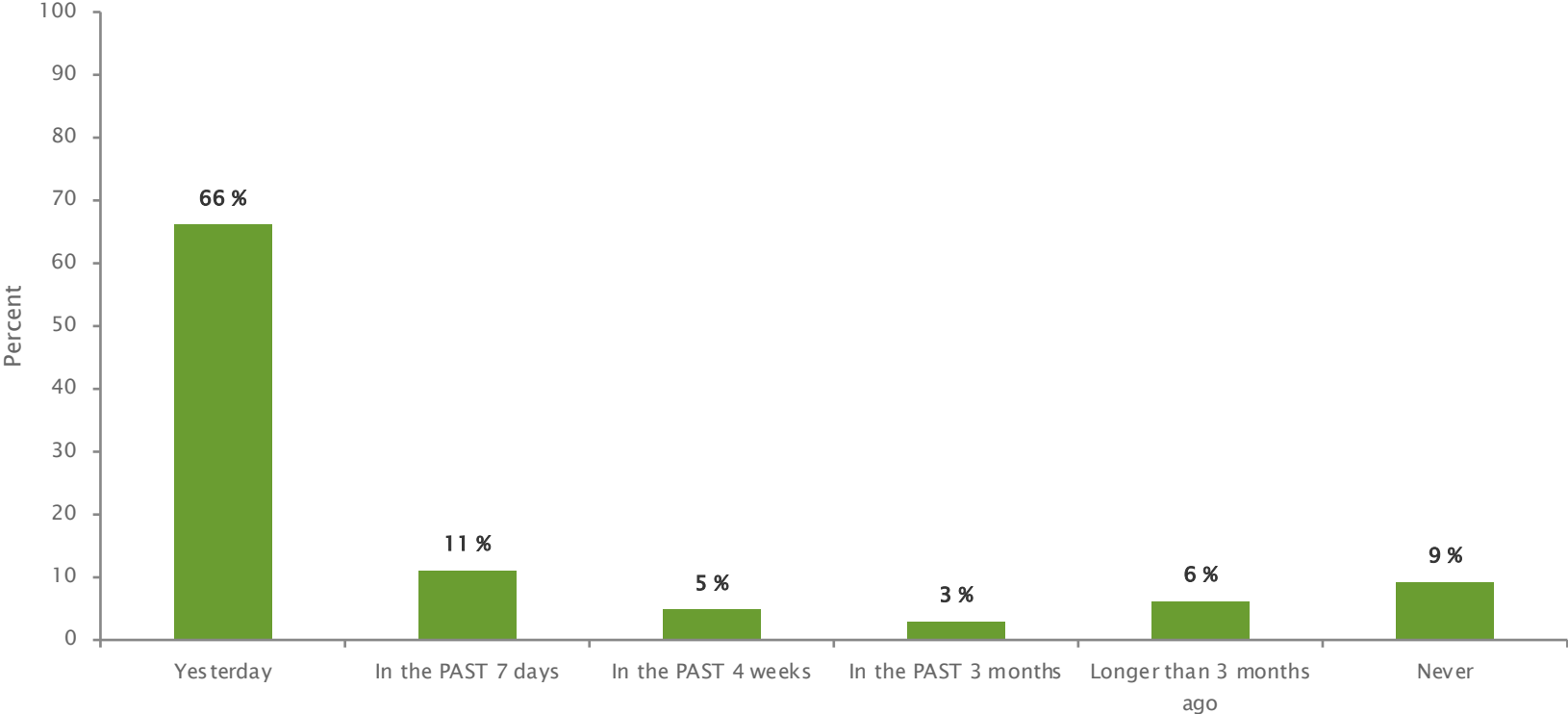
RESULTS - DEMOGRAPHICS

Level of Education



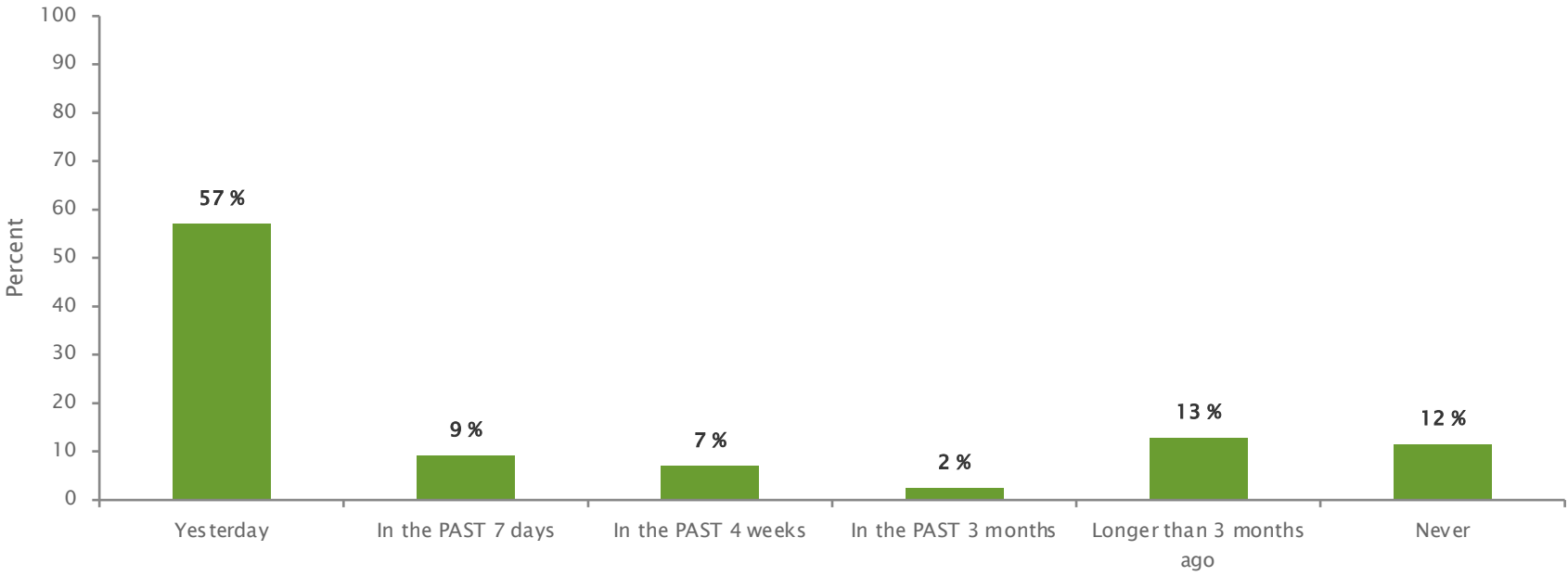
RESULTS – FREQUENCY OF MEDIA CONSUMPTION

Radio



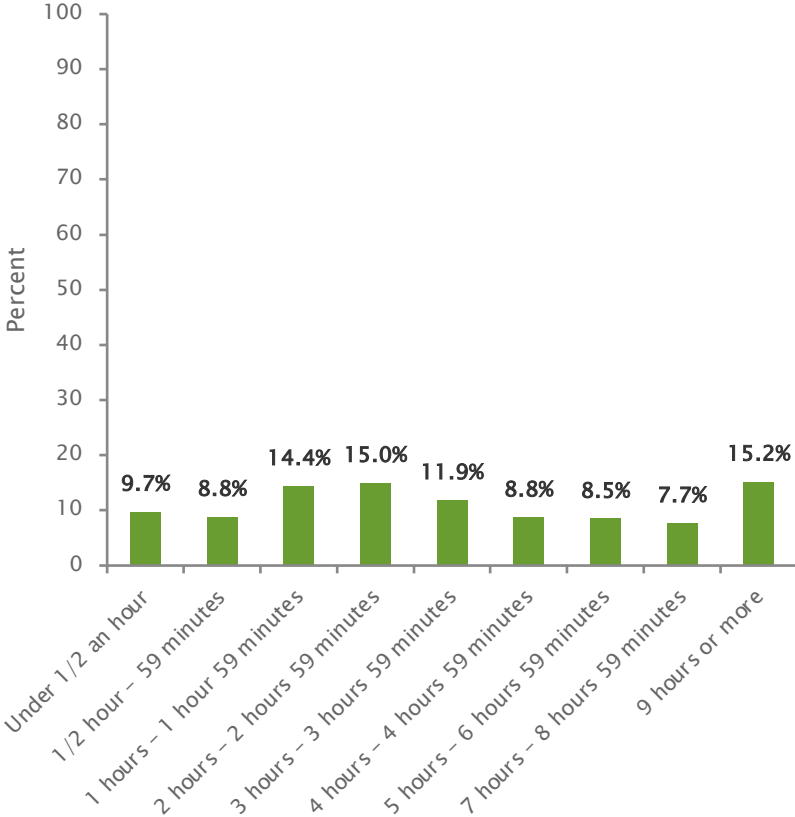
RESULTS – FREQUENCY OF MEDIA CONSUMPTION

Television

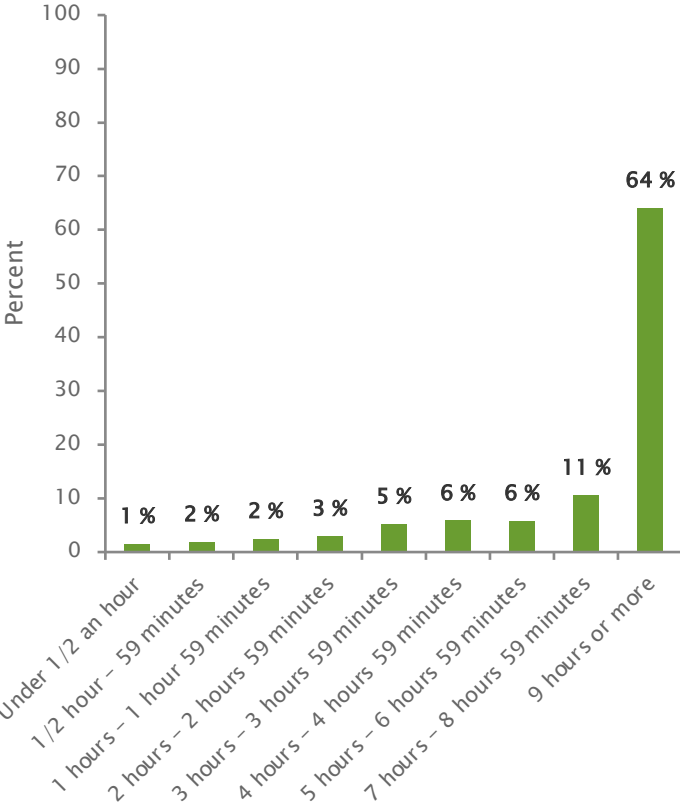


RESULTS – FREQUENCY OF MEDIA CONSUMPTION

Radio Time Listened per Day

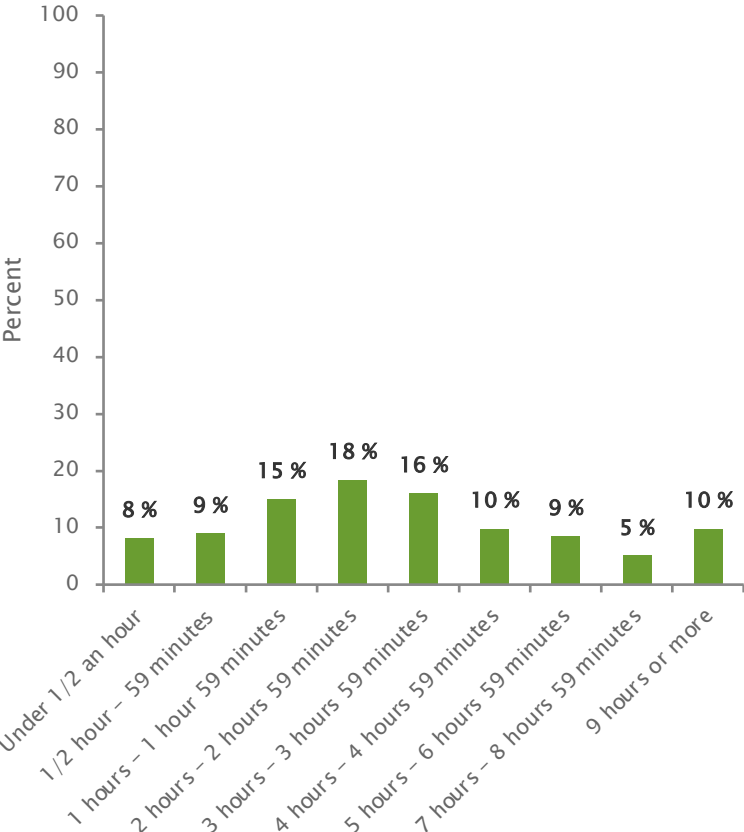


Radio Time Listened per Week

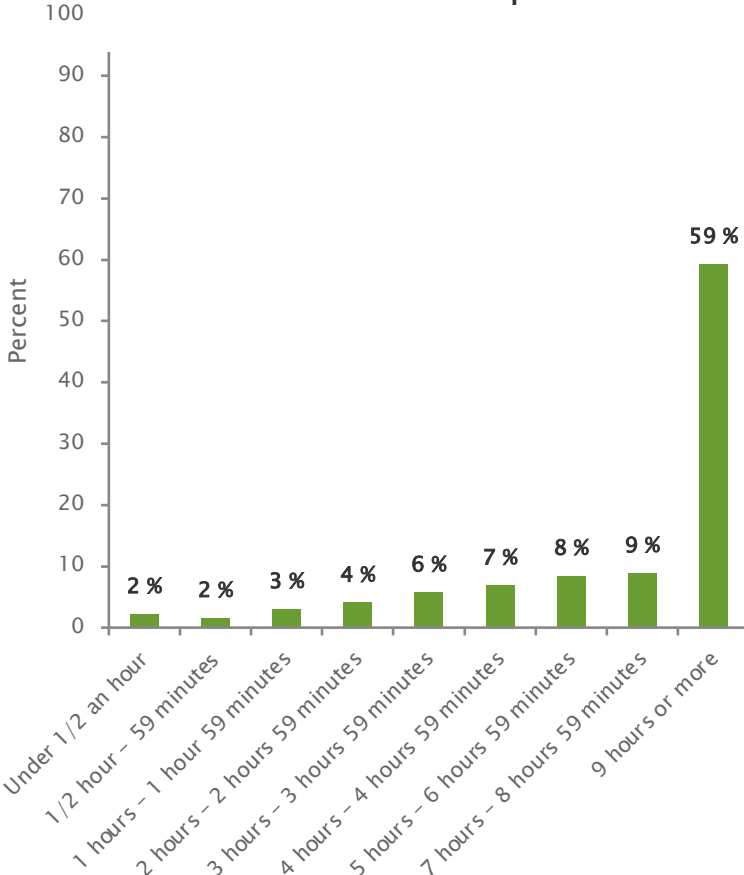


RESULTS – FREQUENCY OF MEDIA CONSUMPTION

TV Time Watched per Day

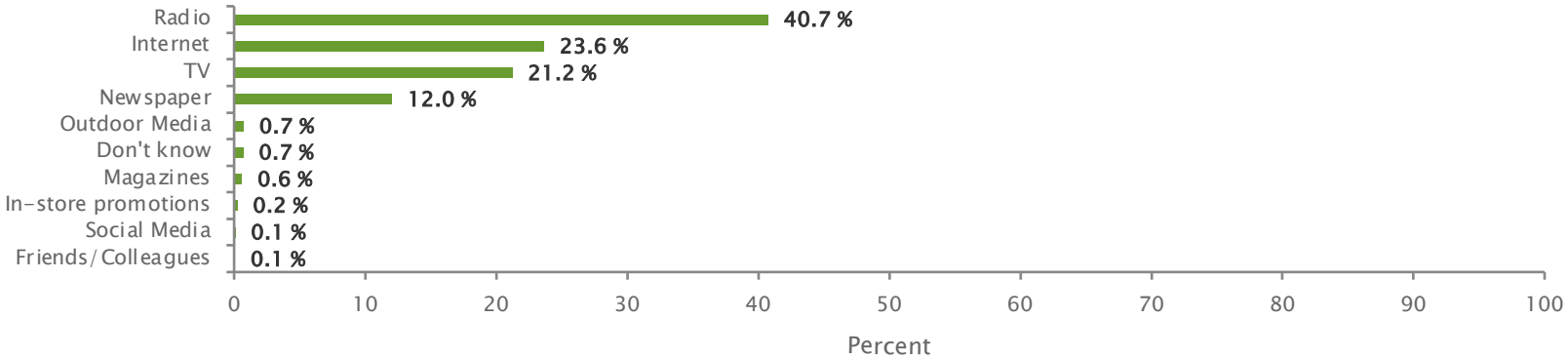


TV Time Watched per Week

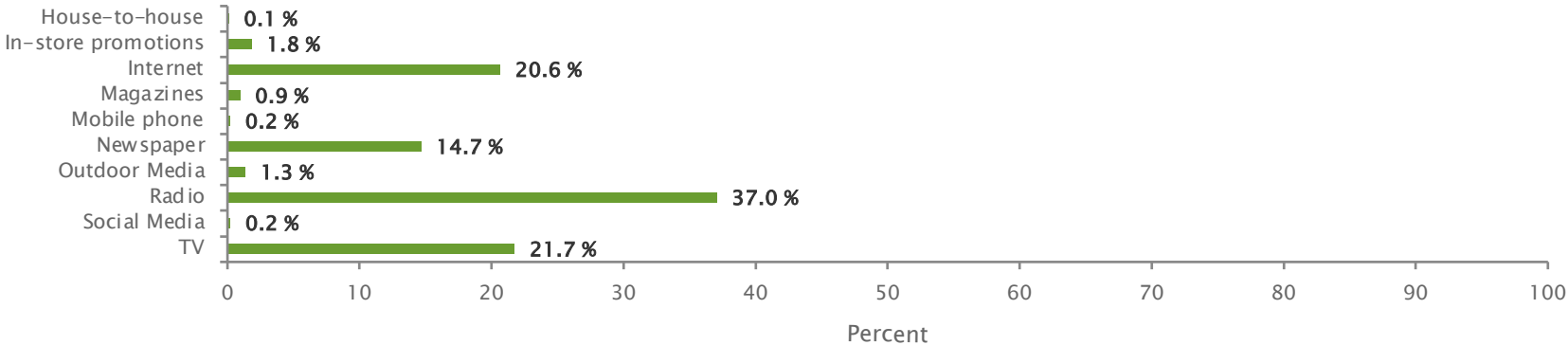


RESULTS – FREQUENCY OF MEDIA CONSUMPTION

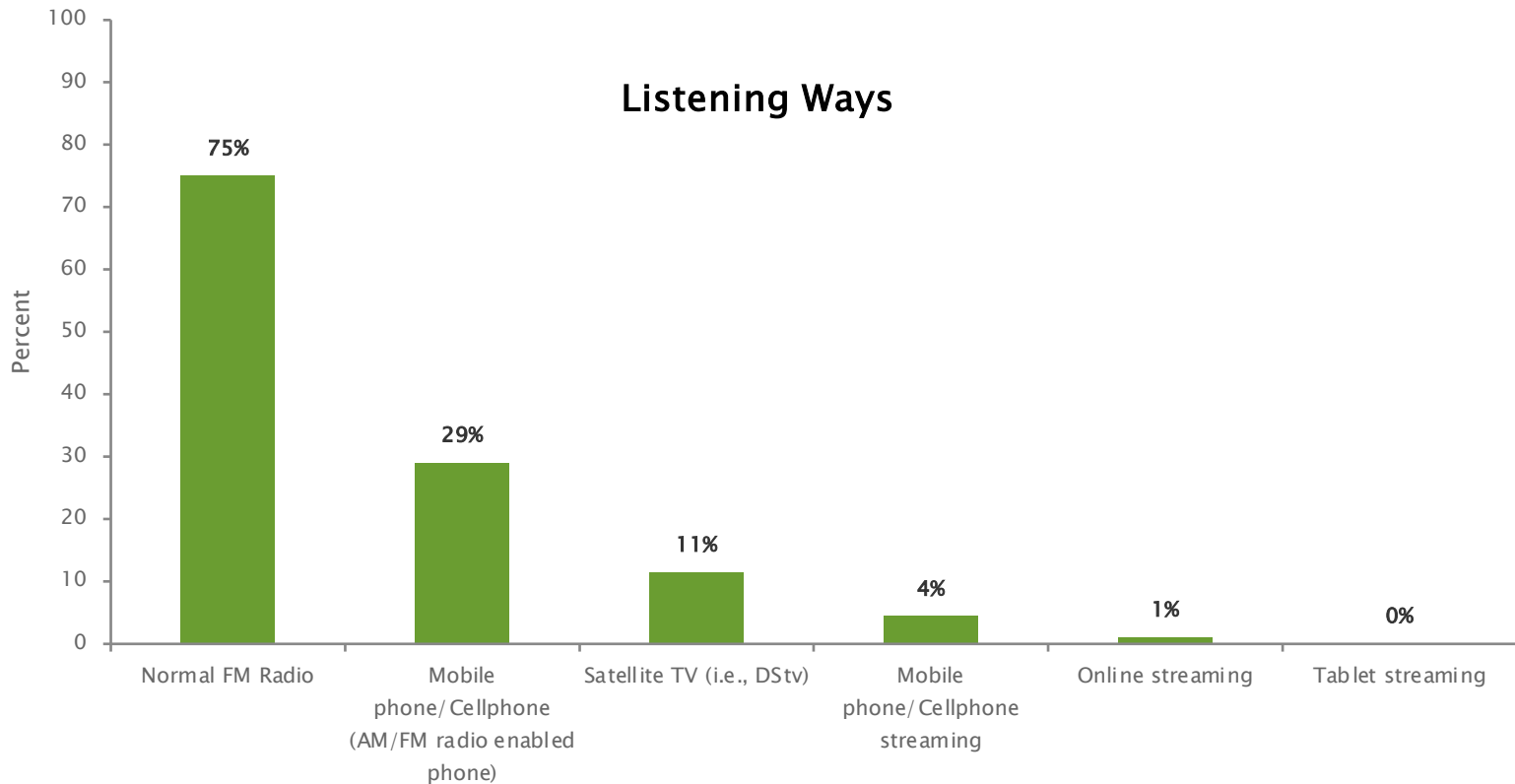
Main Source of News



Most Influential in Making Decisions

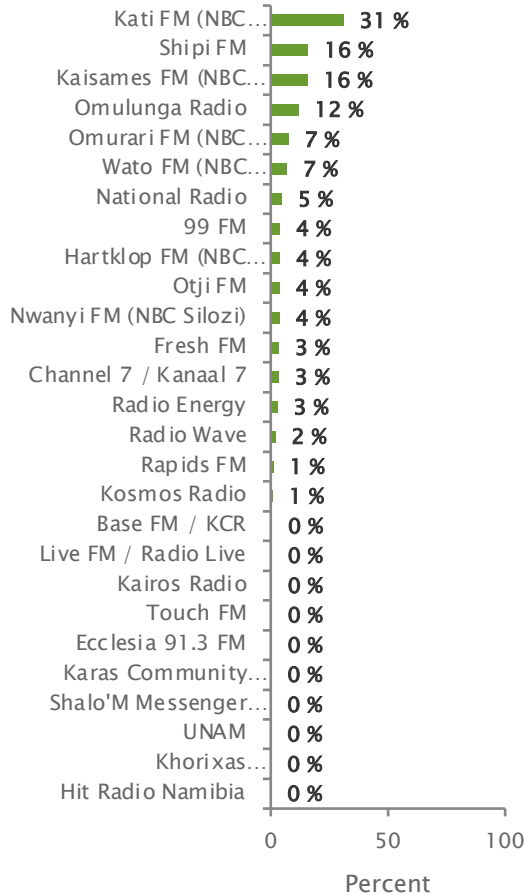


RESULTS – RADIO LISTENERSHIP

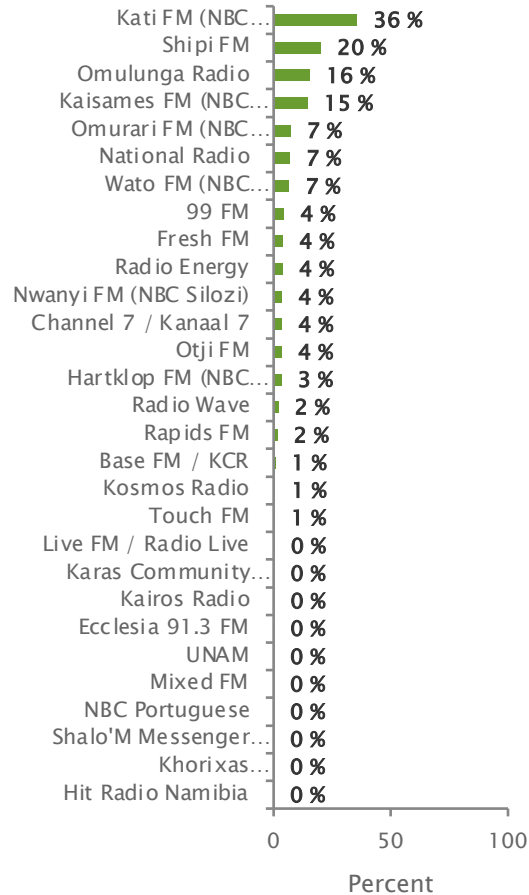


RESULTS – RADIO LISTENERSHIP

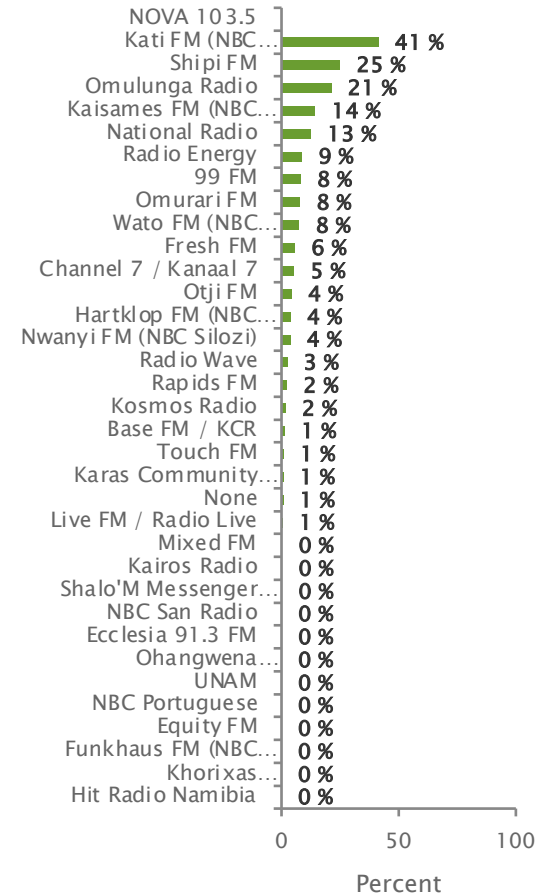
Radio Listenership Yesterday



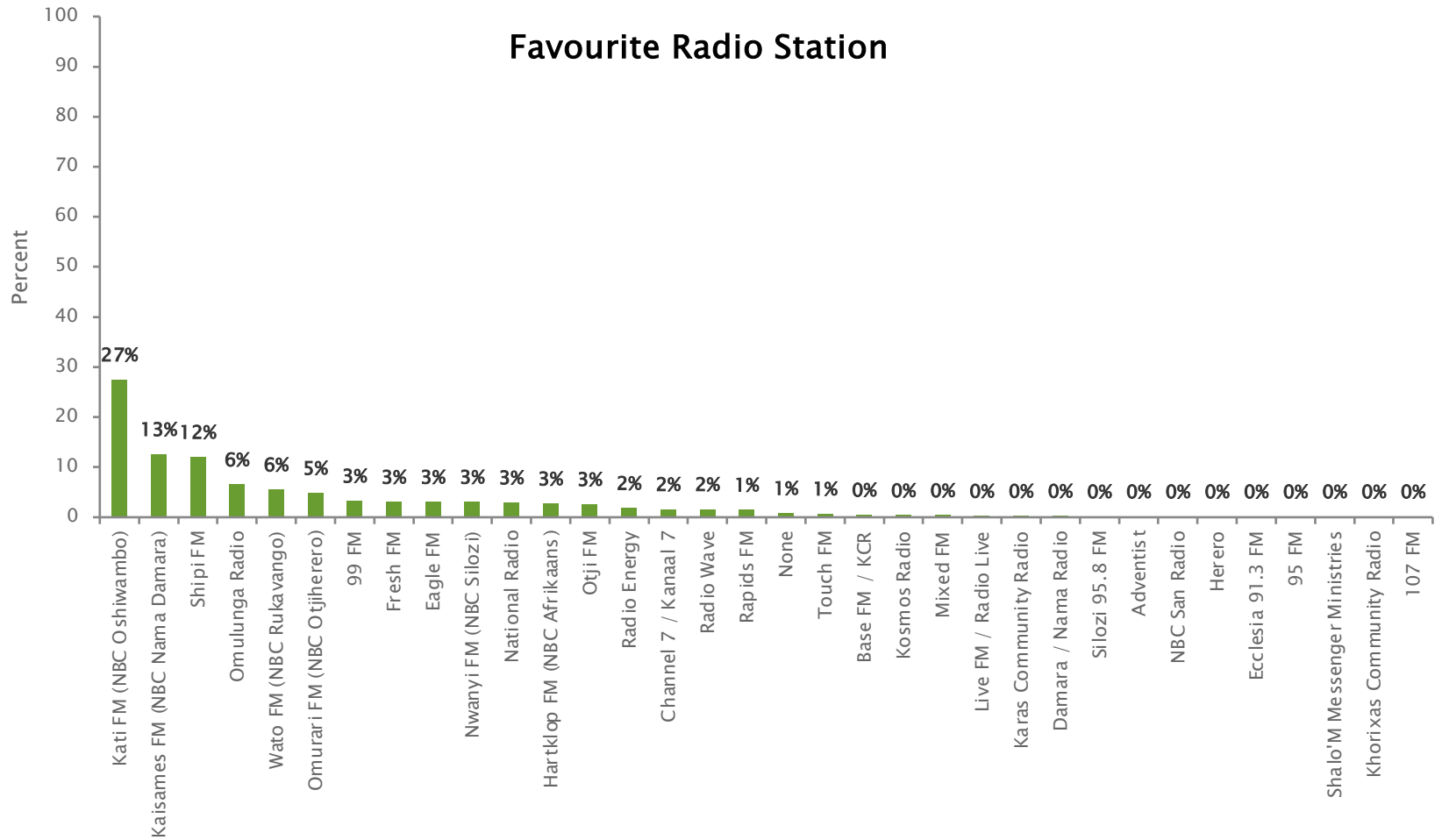
Radio Listenership Past 7 Days



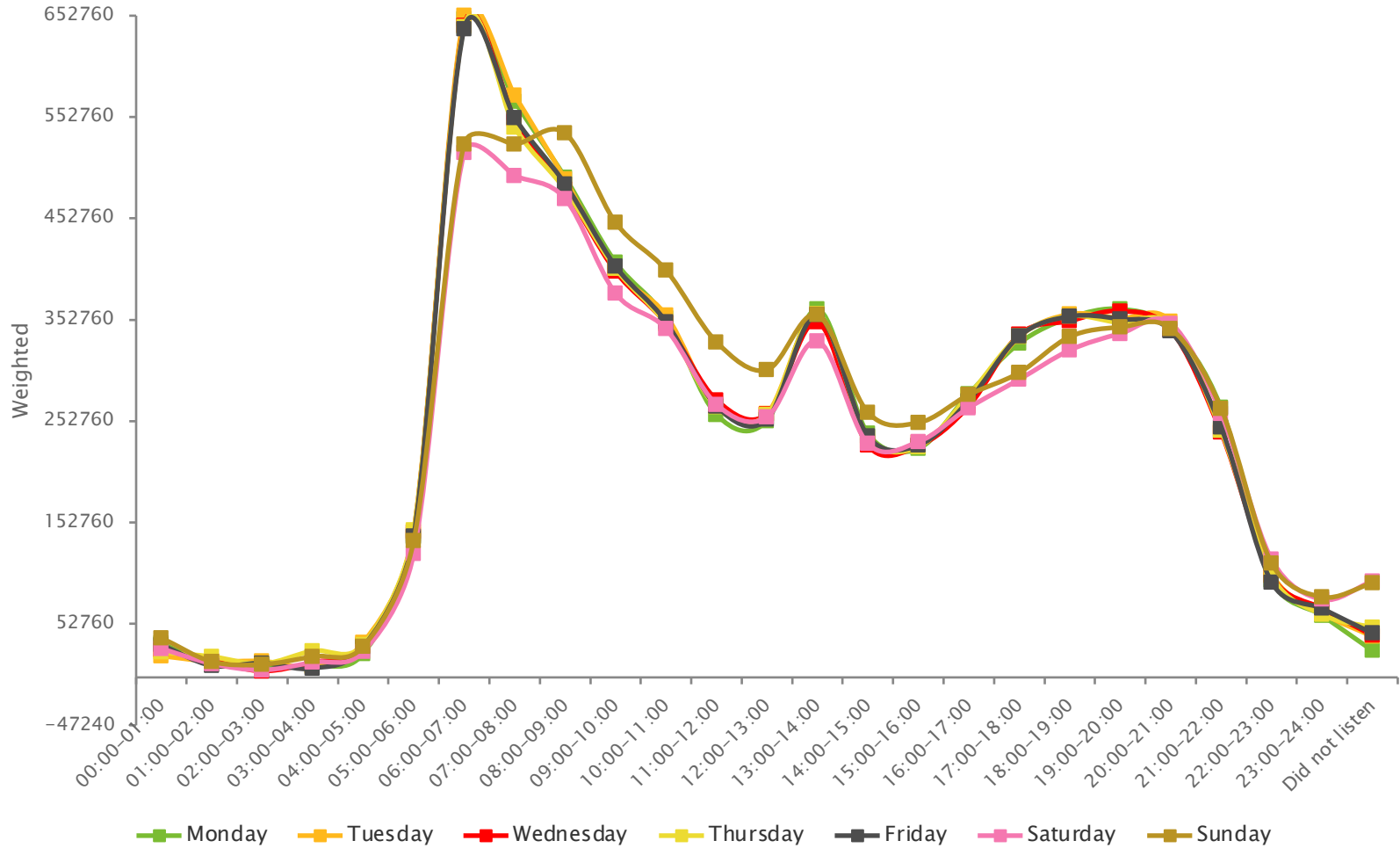
Radio Listenership Past 4 Weeks



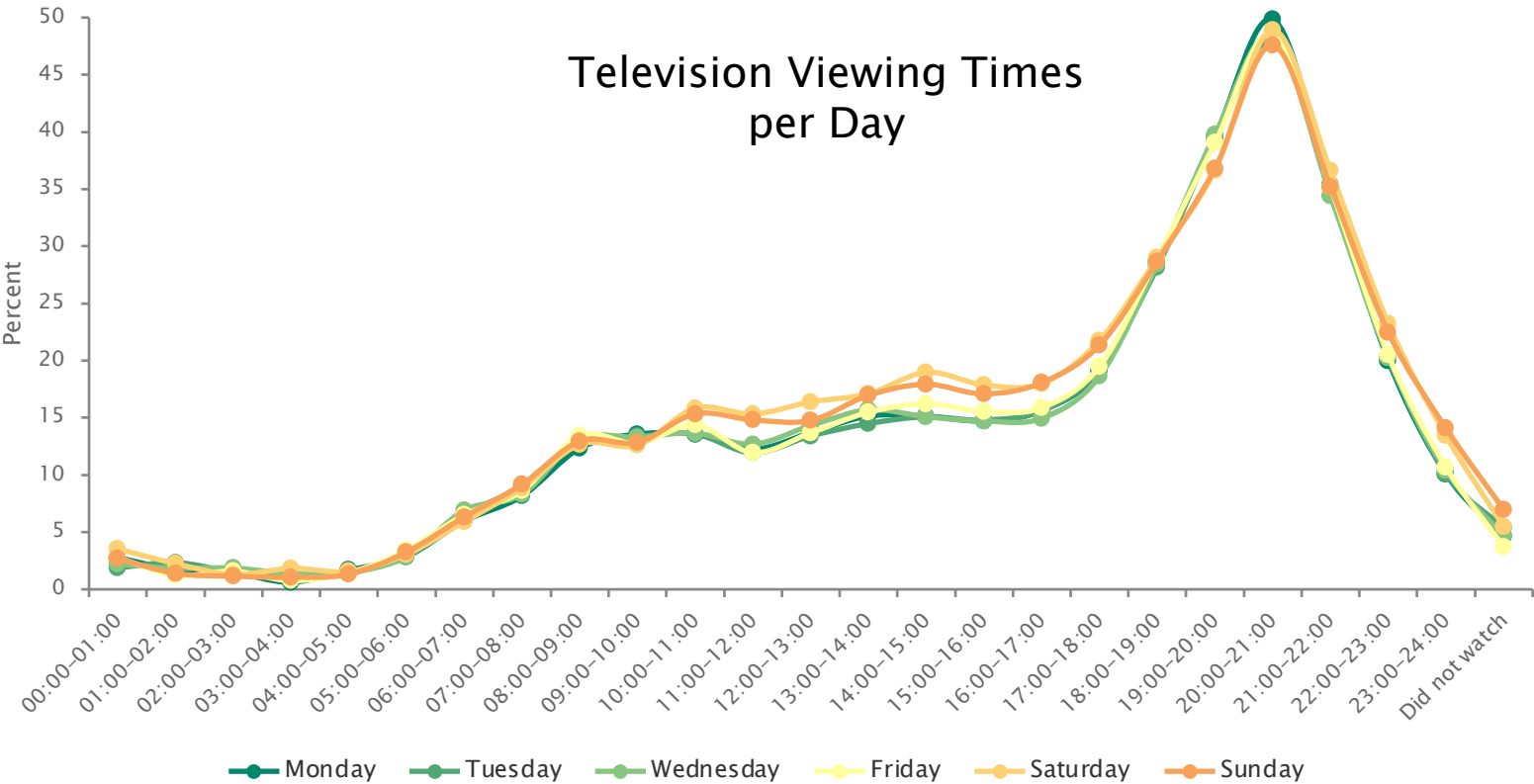
RESULTS – RADIO LISTENERSHIP



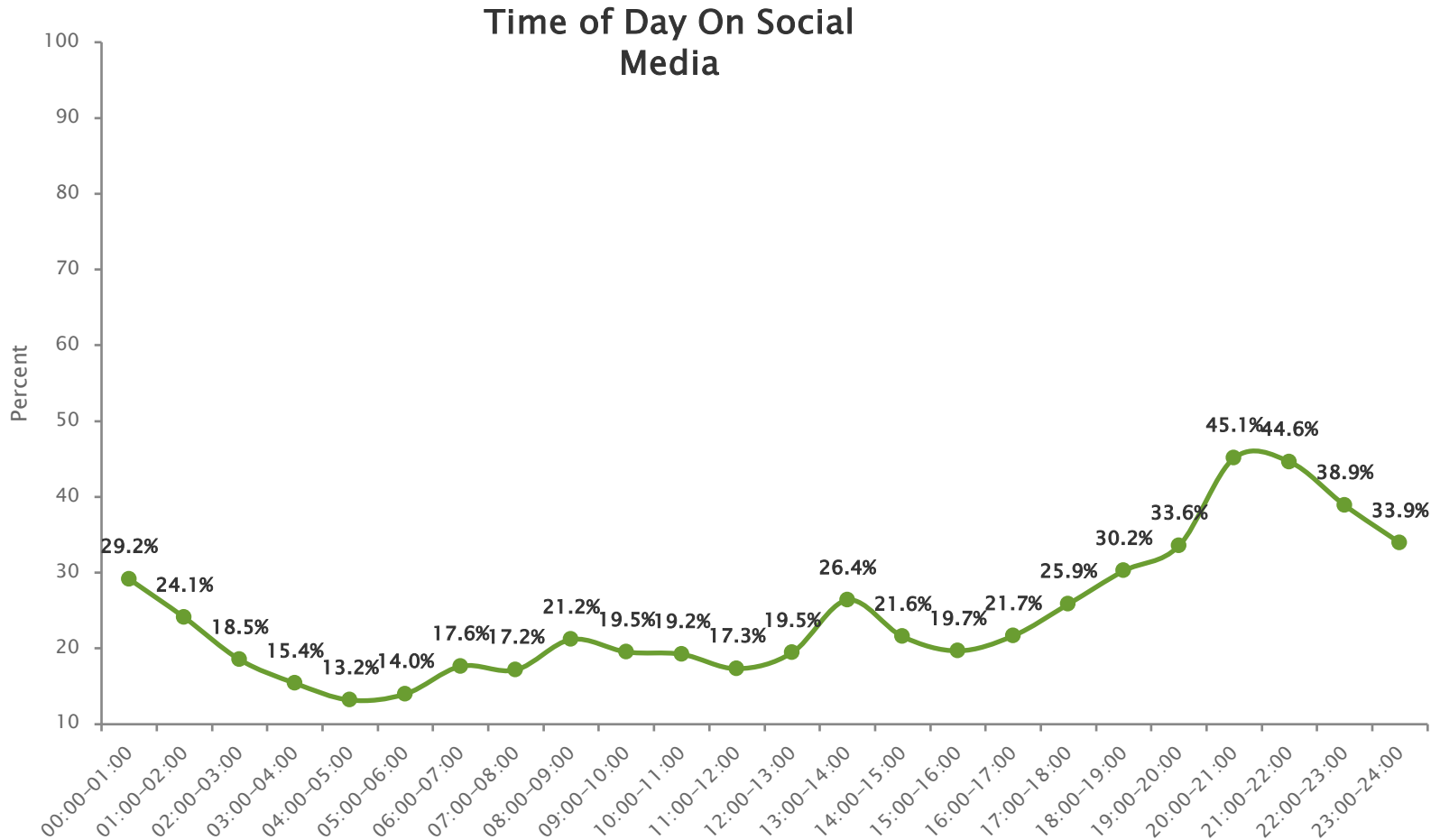
RESULTS – RADIO LISTENERSHIP TIMESLOTS



RESULTS – TV VIEWING TIMESLOTS



RESULTS – SOCIAL MEDIA TIMESLOTS



Thank You