



GEORGIAN  
PUBLIC BROADCASTER



# TELEVISION AUDIENCE RESEARCH

TRUST IN TELEVISION, FREQUENCY OF TV VIEWING, DEMOGRAPHIC STRUCTURE OF THE AUDIENCE

## TELEPHONE SURVEY

THE STUDY WAS CARRIED OUT BY RESEARCH COMPANY SONAR.  
OCTOBER 1-9, 2020

TELEPHONE SURVEY  
GENERAL PUBLIC 18+ 2,512,735  
SAMPLE SIZE: 1500  
SAMPLING ERROR: 3,1%



## RESEARCH METHODOLOGY

<b>RESEARCH METHOD:</b>	Quantitative research by telephone interviews
<b>PERIOD OF FIELDWORK:</b>	10/01/2020 - 10/09/2020
<b>SAMPLING METHOD:</b>	stratified, random sample from each stratum. The strata represent the regions and the types of settlement.
<b>POPULATION:</b>	Georgian population of 18+
<b>SAMPLING FRAMEWORK:</b>	Georgian Citizens' Telephone Database with 1,400,000 Telephone Numbers
<b>SAMPLE SIZE:</b>	1500 interviews
<b>SAMPLING ERROR:</b>	Maximum sampling error at 95% confidence level: 3.1%. The design effect resulting from heterogeneity of variance is taken into account.
<b>DATA WEIGHTING MECHANISM:</b>	Data are weighted by regions and settlement type. Weights were adjusted by gender and age in the regions (age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+).



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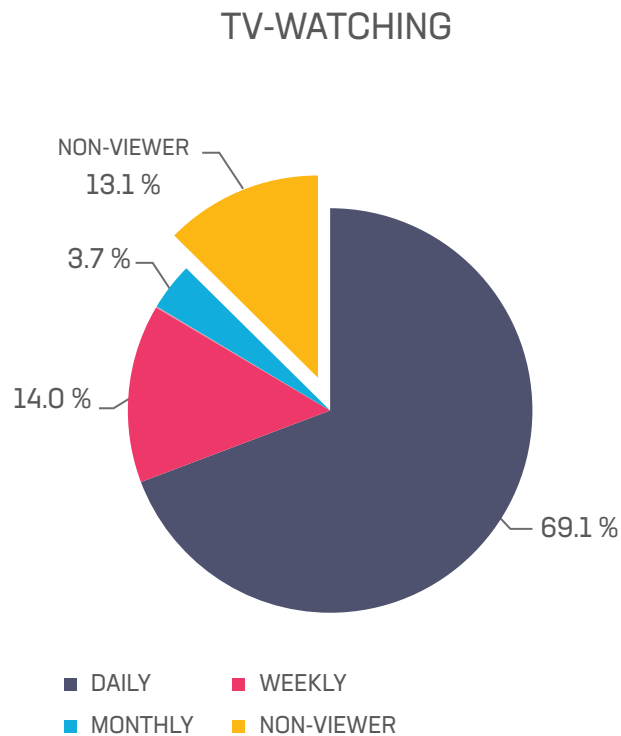
# THE PROPORTION OF TELEVISION AUDIENCE AND DEMOGRAPHIC STRUCTURE IN GEORGIA

Population: population of Georgia, 18+  
Number of calls made: 1728  
Number of TV viewers: 1500



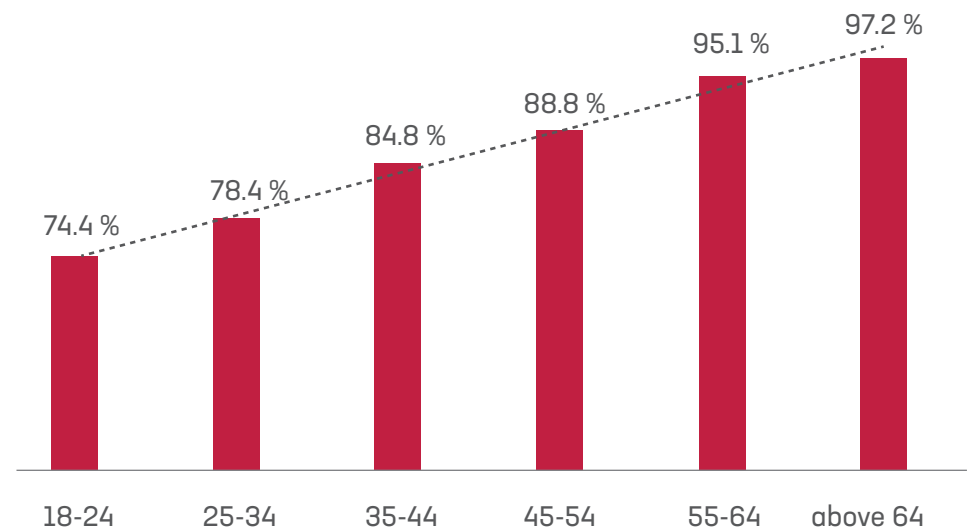
# PROPORTION OF TELEVISION AUDIENCE IN THE POPULATION (18+)

DATA WEIGHTED. SAMPLE SIZE: 1728



83.1% of the surveyed audience watch TV at least once a week, 3.7% watch TV at least once a month, while the remaining 13.1% watch TV more rarely, or not at all.

### THE PROPORTION OF TV-VIEWERS IN AGE GROUPS



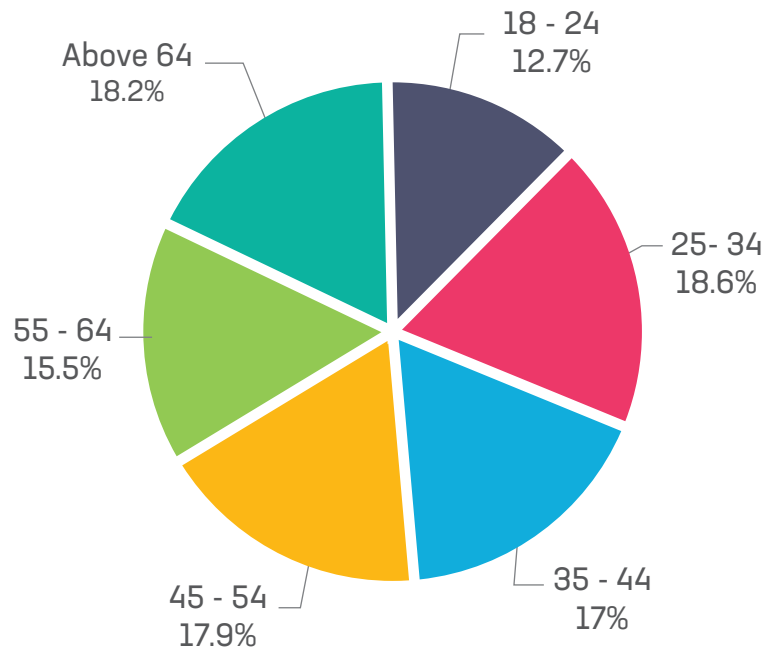
The proportion of TV viewers increases with age. In the segment of 18 to 34 year-olds, the proportion of TV viewers is 76.8%, while above 55 this figure reaches 96.2%.



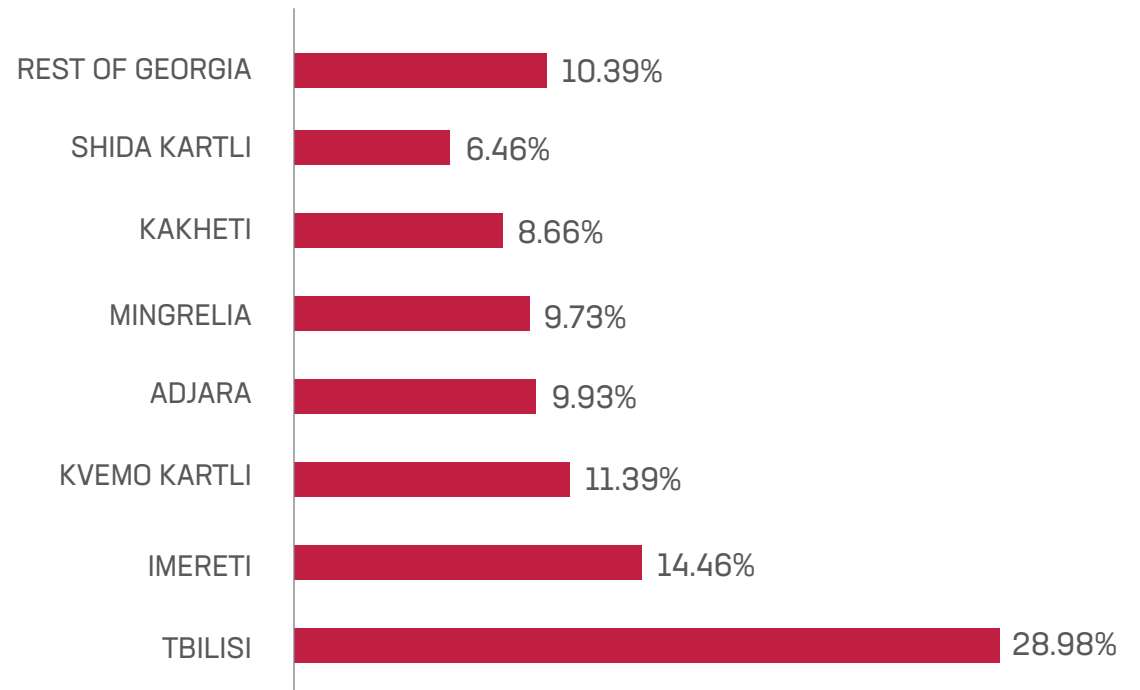
# DEMOGRAPHIC STRUCTURE OF TV AUDIENCE

DATA WEIGHTED. SAMPLE SIZE: 1500

### AGE GROUP



### SAMPLE SIZE BY REGIONS





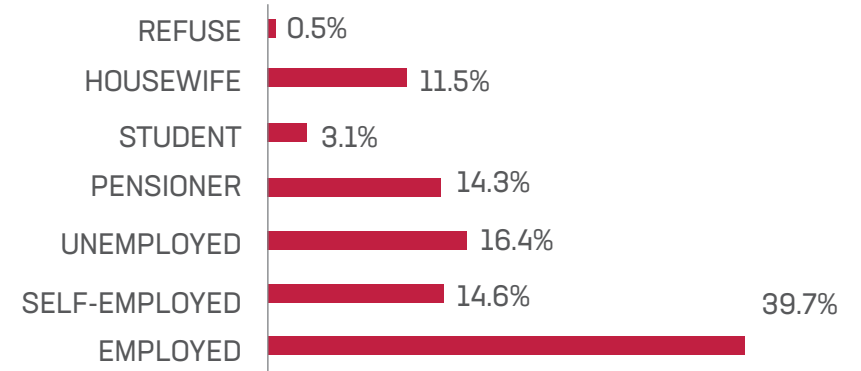
# THE DEMOGRAPHIC STRUCTURE OF TV AUDIENCE

DATA WEIGHTED. SAMPLE SIZE: 1500

## GENDER



## EMPLOYMENT



## SETTLEMENT TYPE



PROPORTION OF TOTAL EMPLOYED: 54,3%



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# THE LEVEL OF TRUST IN TELEVISION

ANSWERS TO QUESTION:

NOW I WILL READ NAMES OF SEVERAL TV CHANNELS, AND YOU HAVE TO EVALUATE ON A 5-POINT SCALE HOW MUCH DO YOU TRUST THE INFORMATION RECEIVED FROM EACH OF THESE CHANNELS? (INTERVAL SCALE)

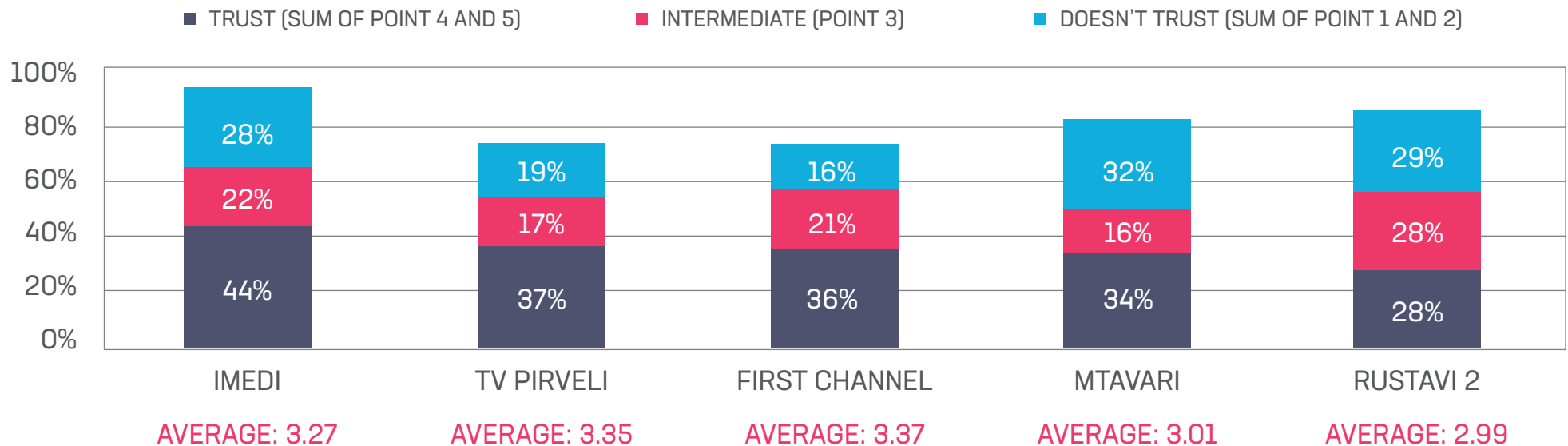


# THE LEVEL OF TRUST IN TELEVISIONS

DATA WEIGHTED. SAMPLE SIZE: 1500

QUESTION: NOW I WILL READ NAMES OF SEVERAL TV CHANNELS, AND YOU HAVE TO EVALUATE ON A 5-POINT SCALE HOW MUCH DO YOU TRUST THE INFORMATION RECEIVED FROM EACH OF THESE CHANNELS?

### TRUST TOWARDS INFORMATION PROVIDED BY TV CHANNEL



44% of TV audience trust information provided by Imedi, 37% - TV Pirveli, 36% - First Channel, 34% - Mtavari, and 28% - Rustavi 2.

The level of trust in information exceeds the level of distrust in the case of Imedi, TV Pirveli, First Channel and Mtavari.

The public broadcaster has the lowest distrust rate (16% don't trust). The total amount of people who trust the information received from the Public Broadcaster 2.2 times exceed the amount of people who don't trust it.



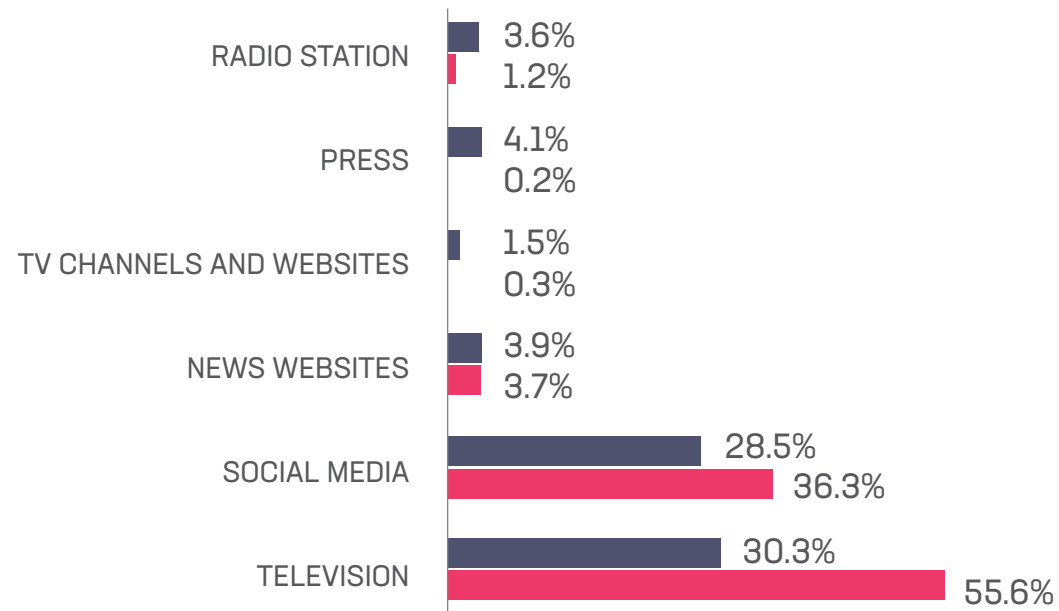


# THE MAIN SOURCE OF CURRENT AFFAIRS AND NEWS IN THE COUNTRY

DATA WEIGHTED. SAMPLE SIZE: 1500

QUESTION: FROM WHICH SOURCE DO YOU MAINLY RECEIVE INFORMATION ABOUT CURRENT AFFAIRS AND NEWS IN THE COUNTRY?  
(FIRST AND SECOND ORDER ANSWERS)

FROM WHICH SOURCE DO YOU MAINLY RECEIVE INFORMATION ABOUT CURRENT AFFAIRS AND NEWS IN THE COUNTRY?



For 69.9% of TV viewers, the main source of information about current events in the country is Internet, out of this 64.7% receive information mainly from social media, 7.7% from news websites, and 1.8% directly from websites of TV channels. Television is the main source of information about current affairs in the country for 85.9% of TV viewers.



# THE MAIN SOURCE OF CURRENT AFFAIRS AND NEWS IN THE COUNTRY

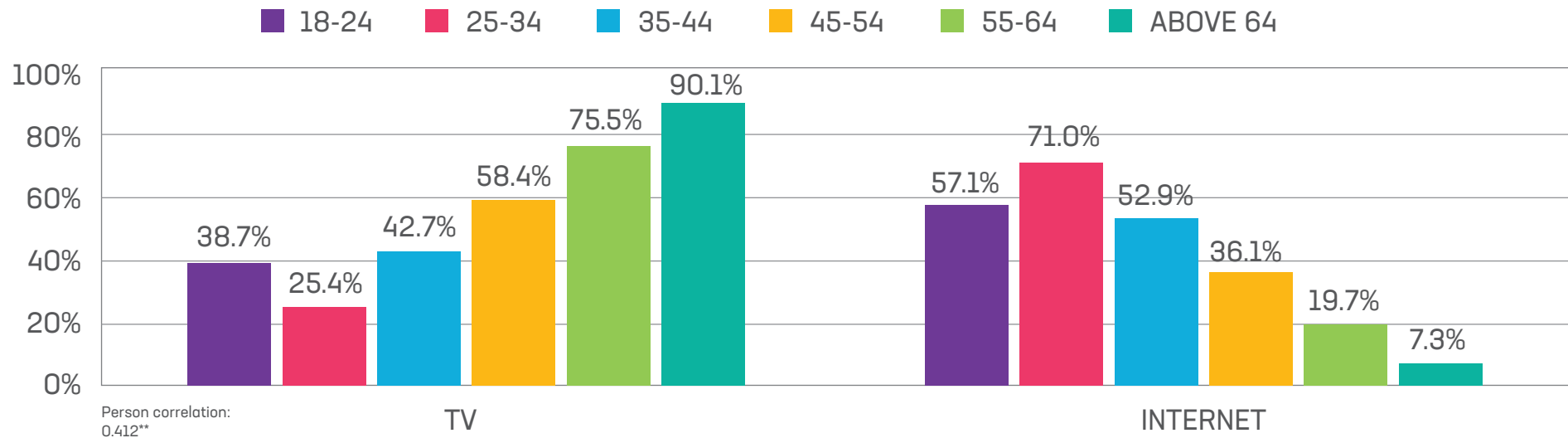
DATA WEIGHTED. SAMPLE SIZE: 1500

	BOTH ANSWERS	FIRST ORDER ANSWERS
TV	85.9%	55.6%
INTERNET	69.9%	40.3%

QUESTION: FROM WHICH SOURCE DO YOU MAINLY RECEIVE INFORMATION ABOUT CURRENT AFFAIRS AND NEWS IN THE COUNTRY?  
(FIRST ORDER ANSWER)

CORRELATION IS SIGNIFICANT AT THE 0.01 LEVEL (2-TAILED).\*\*  
CORRELATION BETWEEN AGE AND MAIN SOURCE OF INFORMATION: : -.454

FROM WHICH SOURCE DO YOU MAINLY RECEIVE INFORMATION ABOUT CURRENT AFFAIRS AND NEWS IN THE COUNTRY?  
(FIRST ORDER ANSWER)



It depends on the age whether the main (first range answer) source of information about current affairs and news in the country is Internet or television. As age increases, the news value of television rises, while the Internet decreases.  
The usage of the Internet in getting information about current affairs in the country is higher than television in the 45-year-old segment, in the 45-54 age group almost equal volume segment considers both of the sources of information as a main, and above 55 - the role of television significantly prevail the internet.



ONE-THIRD OUT OF THE SURVEYED AUDIENCE WAS WATCHING TV AT THE BEGINNING OF THE INTERVIEW.

### ARE YOU WATCHING TV AT THE MOMENT?

