



GEORGIAN
PUBLIC BROADCASTER



SURVEY OF TV VIEWERS OF KVEMO KARTLI AND SAMTSKHE-JAVAKHETI - REGIONS DENSELY POPULATED WITH ETHNIC MINORITIES

TELEPHONE SURVEY

CONDUCTED BY RESEARCH COMPANY SONAR.

DECEMBER 2-5, 2020

Telephone survey
Geography of the research: Kvemo Kartli, Samtskhe-Javakheti
Settlement type: village, city
General population 18+
Sampling size: 603
Sampling error: 3.99%



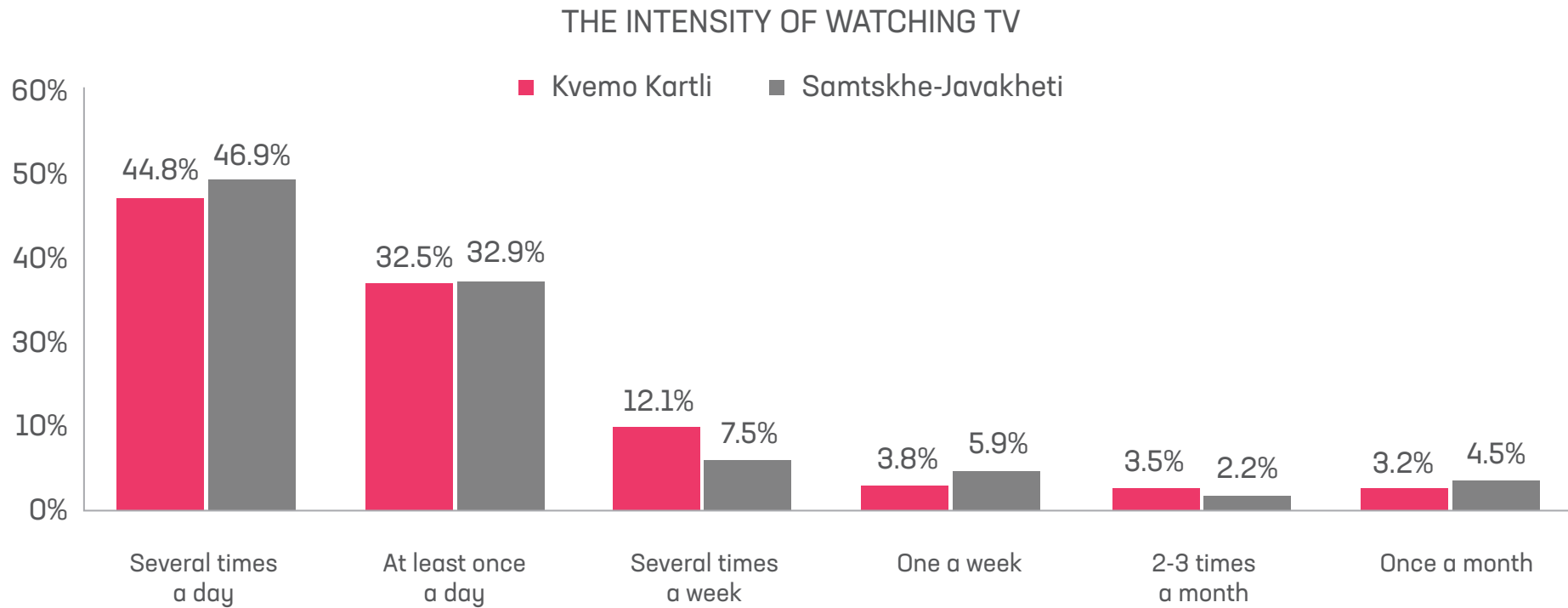
RESEARCH METHODOLOGY

RESEARCH METHOD:	QUANTITATIVE RESEARCH BY TELEPHONE INTERVIEW METHOD
PERIOD OF FIELD WORK:	DECEMBER 2-5
SAMPLING METHOD:	STRATIFIED, SIMPLE RANDOM. THE STRATA REPRESENT THE REGION AND THE TYPE OF SETTLEMENT.
GENERAL POPULATION:	KVEMO KARTLI AND SAMTSKHE-JAVAKHETI REGION TV VIEWERS SEGMENT (18+): 325,225 PEOPLE
RESEARCH AREA:	MARNEULI, BOLNISI, GARDABANI, AKHALTSIKHE, ADIGENI, ASPINDZA, AKHALKALAKI, NINOTSMINDA
SAMPLING FRAMEWORK:	GEORGIAN CITIZENS' TELEPHONE DATABASE WITH 1,400,000 TELEPHONE NUMBERS
SAMPLING SIZE:	603 INTERVIEW
MARGIN OF ERROR:	MARGIN OF ERROR AT 95% CONFIDENCE INTERVAL: 3.99%.
DATA WEIGHTING MECHANISM:	DATA ARE WEIGHTED BY REGIONS AND SETTLEMENT TYPE. WEIGHTS WERE ADJUSTED BY REGION ACCORDING TO GENDER AND AGE (AGE GROUPS: 18-24, 25-34, 35-44, 45-54, 55-64, 65+).
RESPONSE RATE:	31,6%



THE INTENSITY OF WATCHING TV

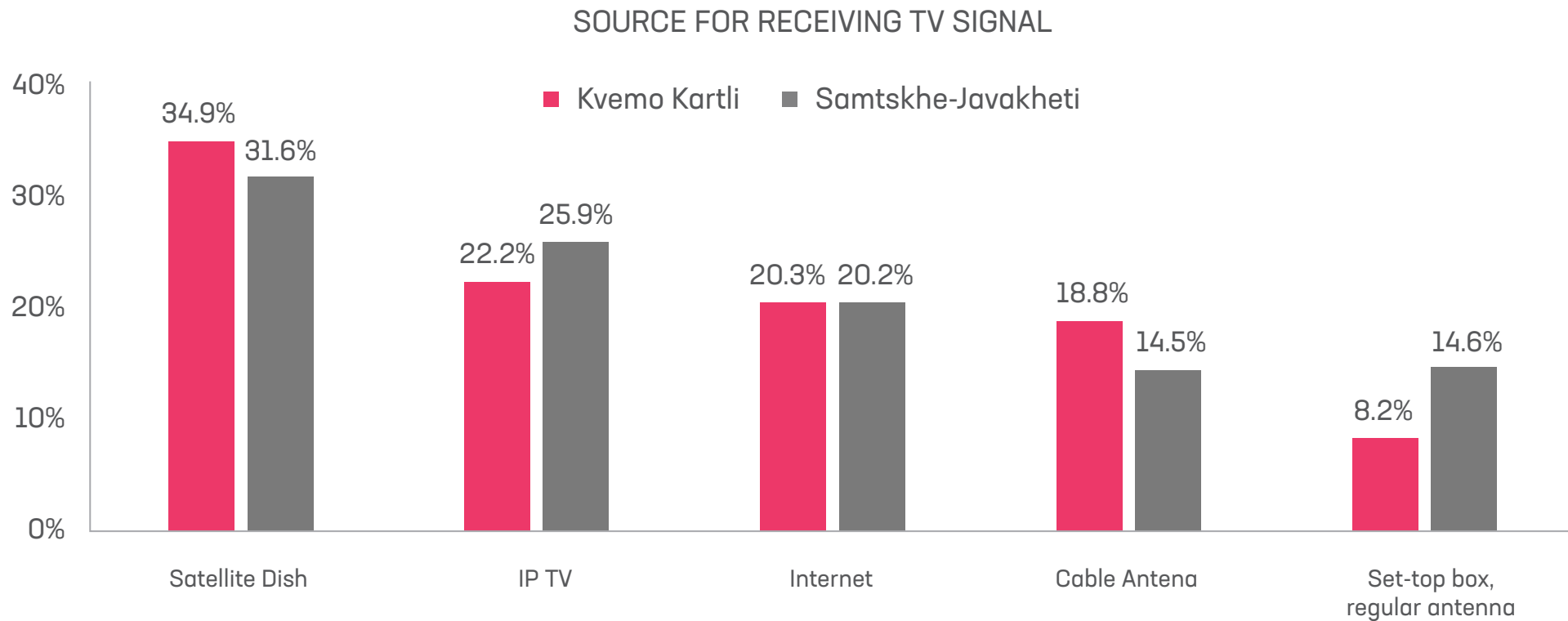
QUESTION: HOW OFTEN DO YOU WATCH TV?





SOURCE FOR RECEIVING TV SIGNAL

QUESTION: HOW DO YOU GET A TV SIGNAL? (SEVERAL ANSWERS ARE POSSIBLE)

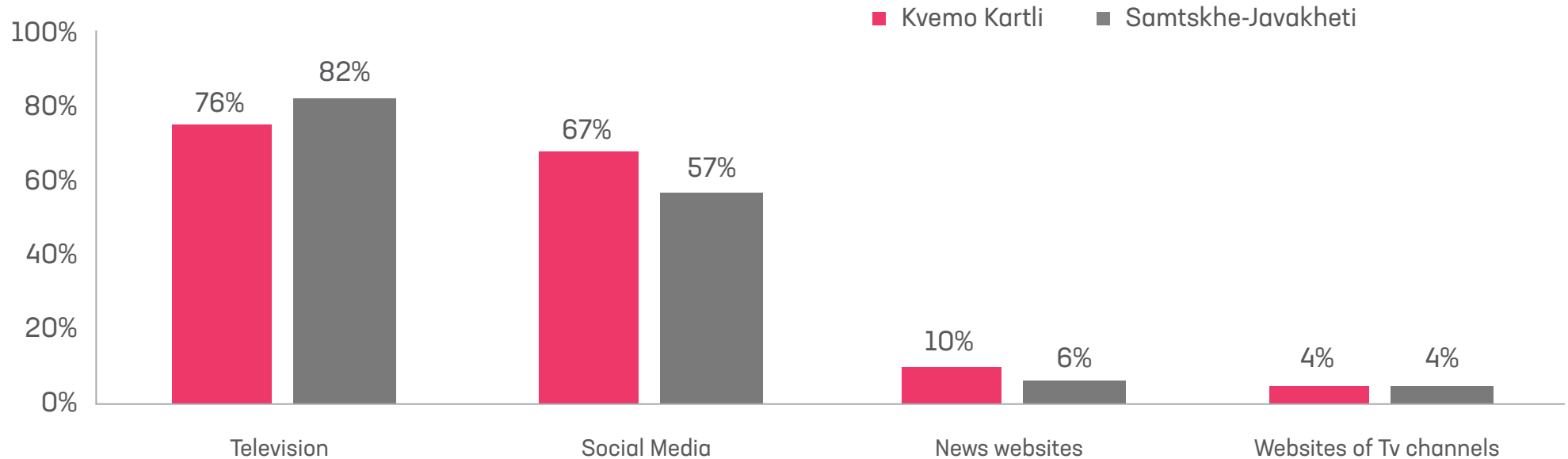


34.9% of TV viewers in Kvemo Kartli and 31.6% in Samtskhe-Javakheti receive TV signal via satellite dish. 22.2% use IP TV in Kvemo Kartli and 25.9% in Samtskhe-Javakheti.



THE BASIC PLATFORM FOR WATCHING TV SHOWS

QUESTION: WHAT SOURCES DO YOU USE TO WATCH NEWS, ENTERTAINMENT OR EDUCATIONAL PROGRAMS? WHAT ELSE?
[TWO ANSWERS]



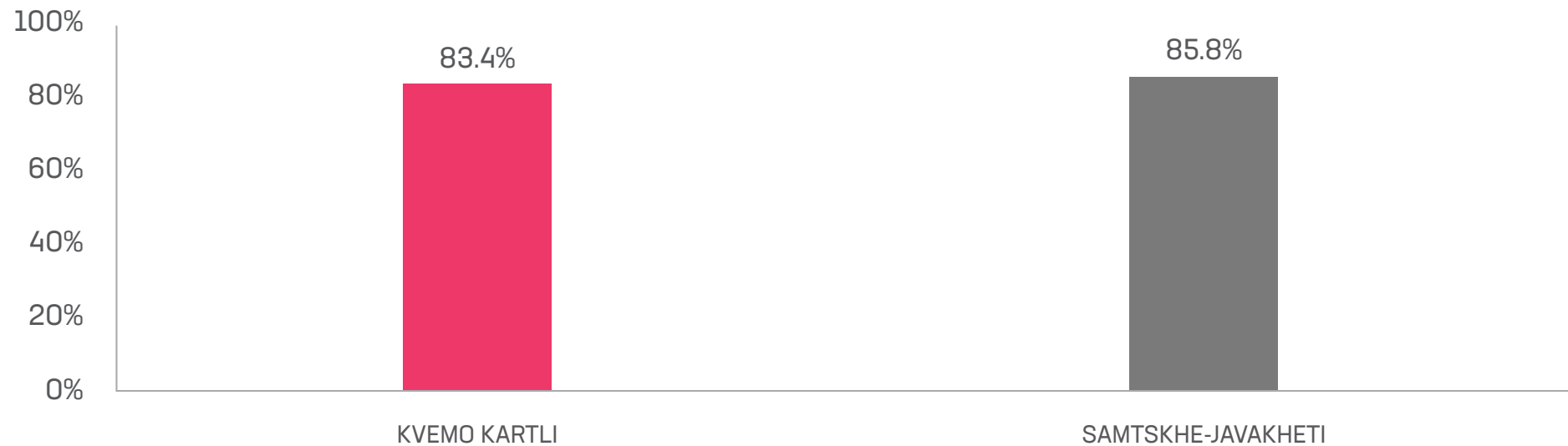
76% of Kvemo Kartli TV viewers watch TV programs live on TV, and 67% watch them on social media. There is a greater gap between television and social media in Samtskhe-Javakheti region, with 82% of TV viewers watching on TV and 57% watching on social media. In general, social media is a proven platform for watching TV programs in these regions. It is a perfect alternative to TV, especially watching TV programs on social media is typical for Kvemo Kartli.



EXPERIENCE OF WATCHING GEORGIAN TV CHANNELS

QUESTION: DO YOU WATCH GEORGIAN TV CHANNELS?

WATCHES GEORGIAN TV CHANNELS



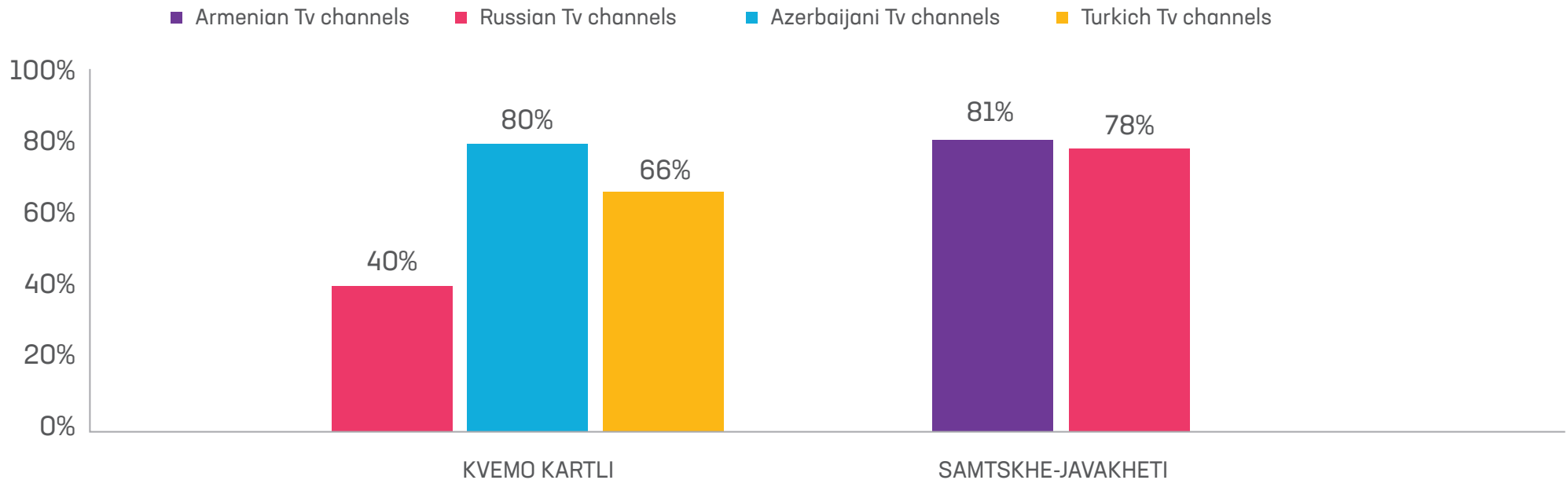
83.4% of TV viewers watch Georgian TV channels in Kvemo Kartli and 85.8% in Samtskhe-Javakheti.



VIEWERS OF NON-GEORGIAN TV CHANNELS

QUESTION: YOU SAID THAT YOU DO NOT WATCH GEORGIAN TV CHANNELS, WHICH COUNTRY'S TV CHANNELS DO YOU MOSTLY WATCH?

WHICH COUNTRY'S TV CHANNELS ARE WATCHED BY THE VIEWERS OF NON-GEORGIAN TV CHANNELS



16.6% of the TV audience in Kvemo Kartli does not watch Georgian TV channels.

In Kvemo Kartli, 80% of this segment watches Azerbaijani, 66% - Turkish, and 40% - Russian channels.

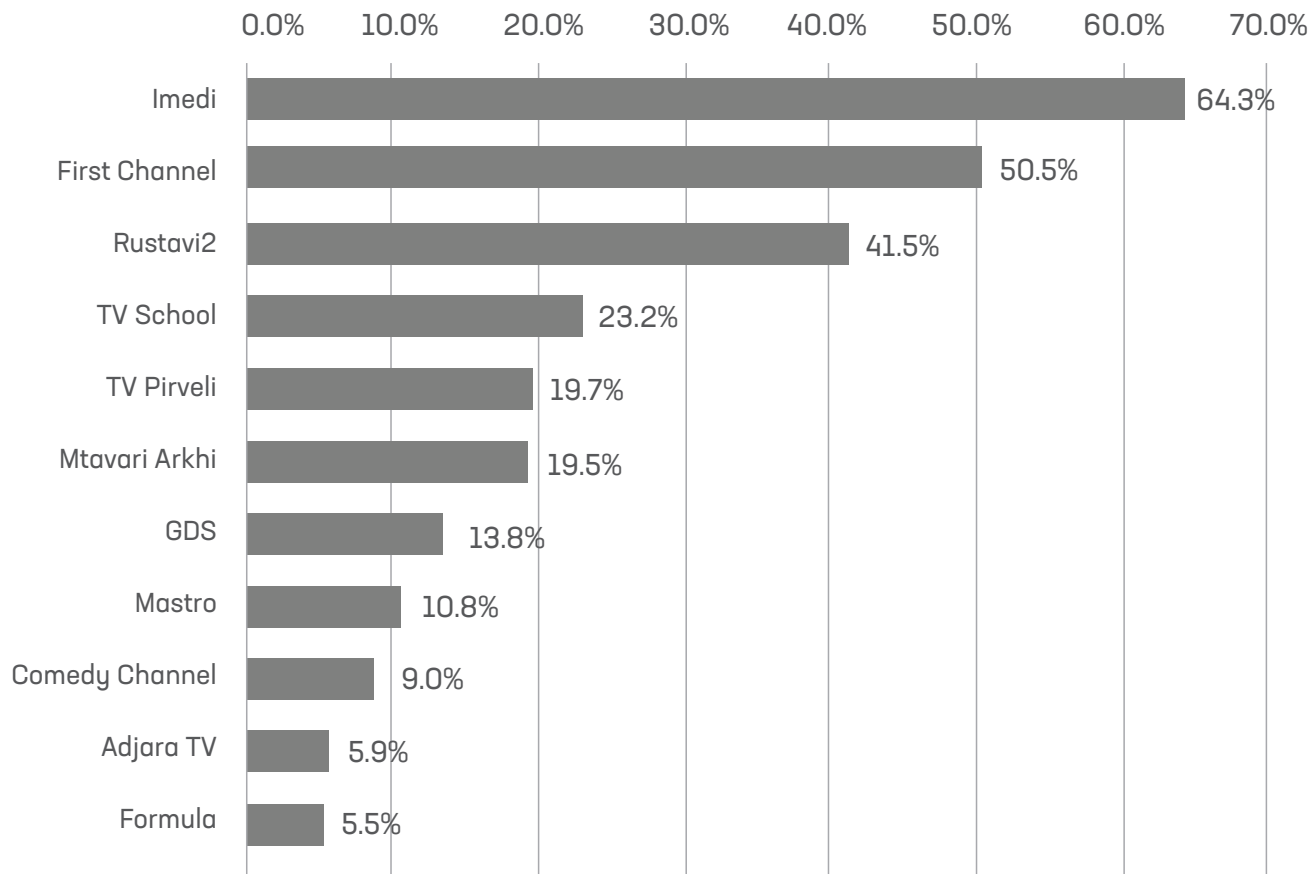
14.2% of the TV audience in Samtskhe-Javakheti do not watch Georgian TV channels.

In Samtskhe-Javakheti, 81% of this segment watch Armenian, and 78% - Russian channels.



REGULAR TV CHANNELS

QUESTION: PLEASE LIST THE GEORGIAN TV CHANNELS THAT YOU WATCH REGULARLY, AT LEAST ONCE A WEEK?
(SEVERAL ANSWERS ARE POSSIBLE)



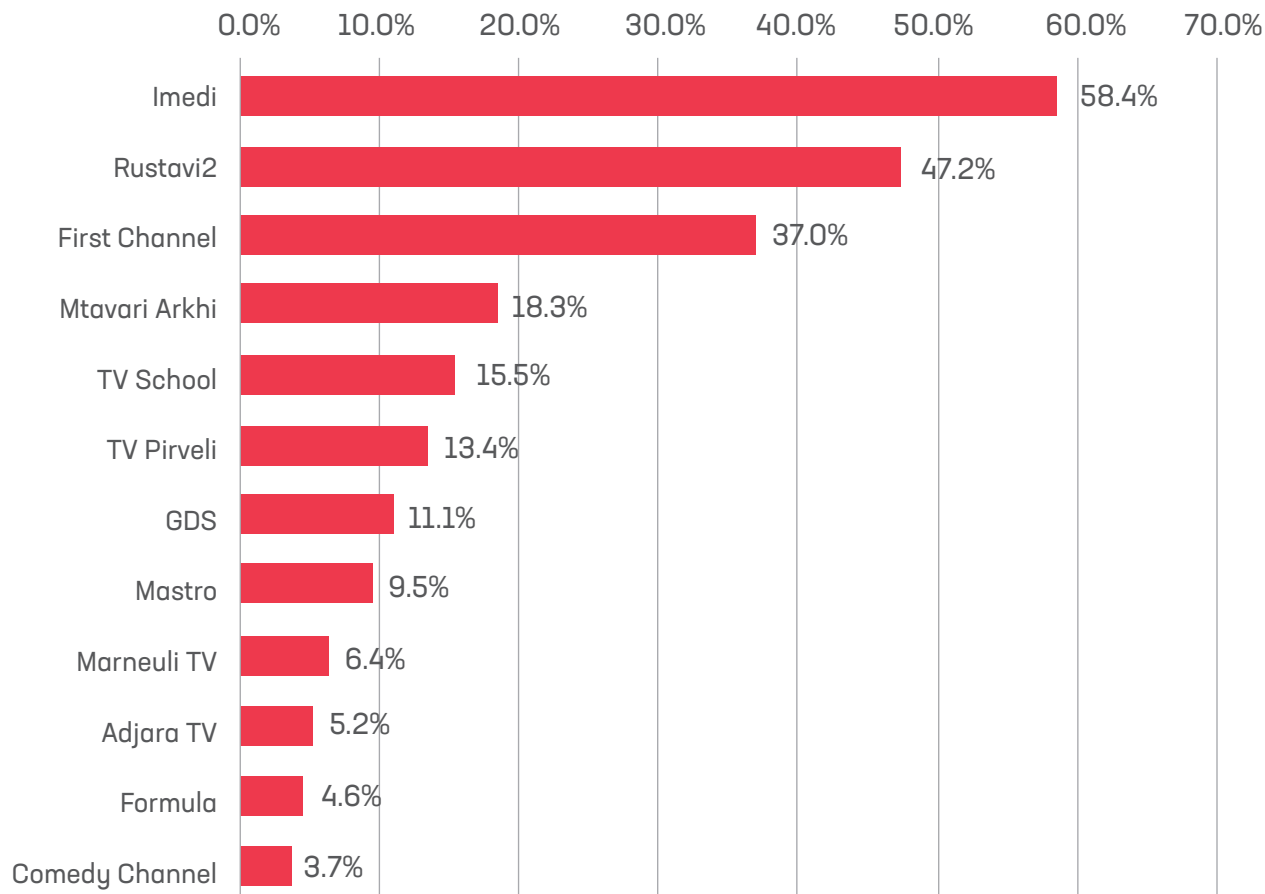
SAMTSKHE-JAVAKHETI

The graph shows the televisions with a regular viewership ratio of $\geq 5\%$ in the research area.



REGULAR TV CHANNELS

QUESTION: PLEASE LIST THE GEORGIAN TV CHANNELS THAT YOU WATCH REGULARLY, AT LEAST ONCE A WEEK?
(SEVERAL ANSWERS ARE POSSIBLE)



KVEMO KARTLI

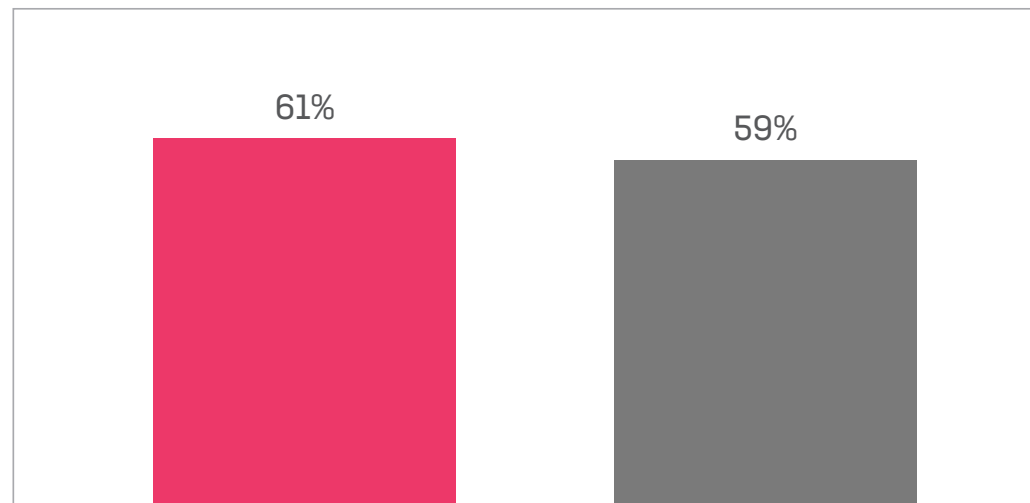
The graph shows the televisions with a regular viewership ratio of $\geq 5\%$ in the research area.



TV SCHOOL - VIEWERS OF GEORGIAN LANGUAGE LESSONS

QUESTION: DO YOU WATCH GEORGIAN LANGUAGE LESSONS ON THIS CHANNEL?
(WE ASK ONLY THOSE RESPONDENTS WHO WATCH "TV School".)

VIEWERS OF GEORGIAN LANGUAGE LESSONS



KVEMO KARTLI

SAMTSKHE-JAVAKHETI

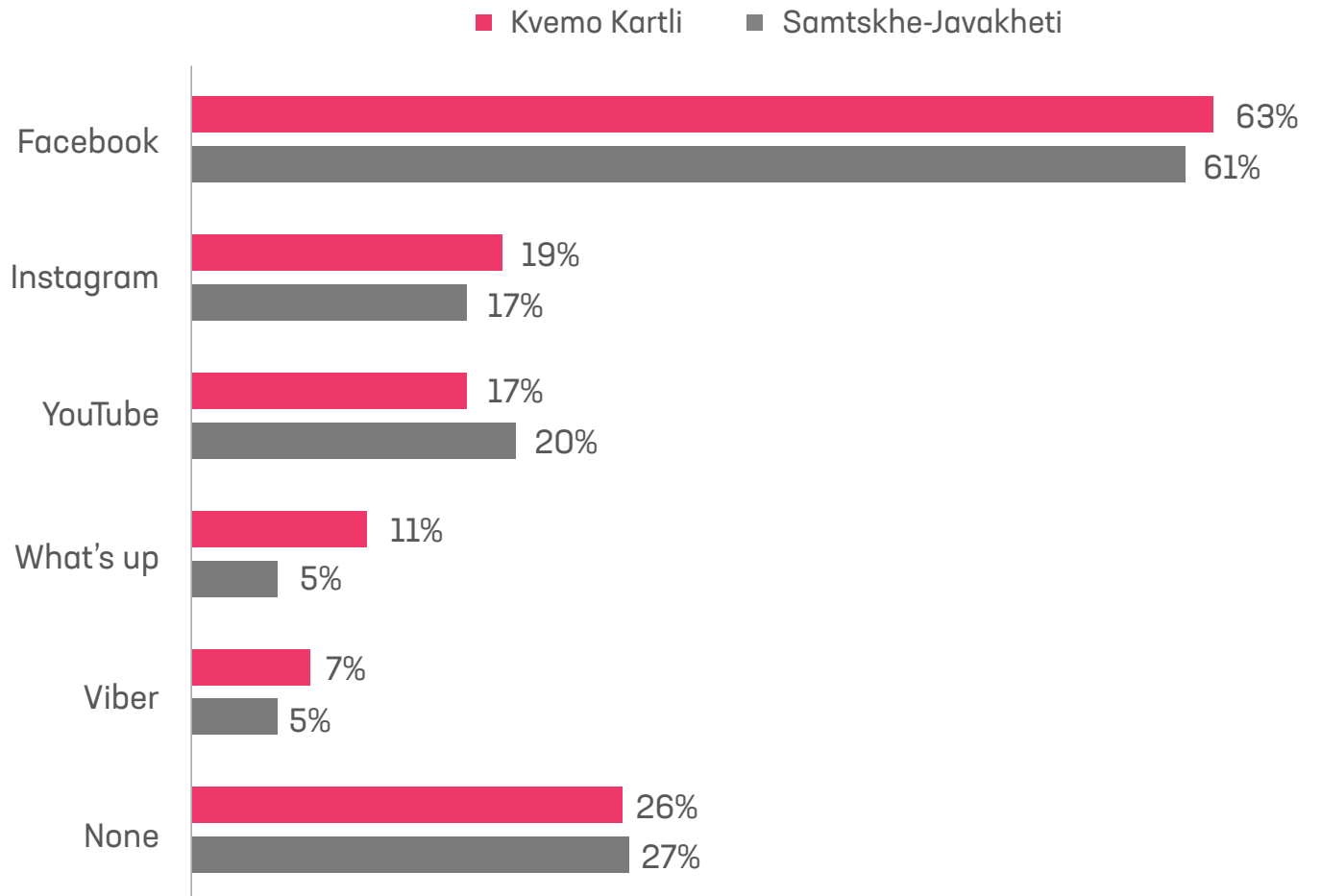
PROPORTION IN THE TV SCHOOL AUDIENCE SEGMENT

61% OF TV SCHOOL VIEWERS IN KVEMO KARTLI AND 59% IN SAMTSKHE-JAVAKHETI WATCH GEORGIAN LANGUAGE LESSONS ON THIS CHANNEL.



SOCIAL NETWORK

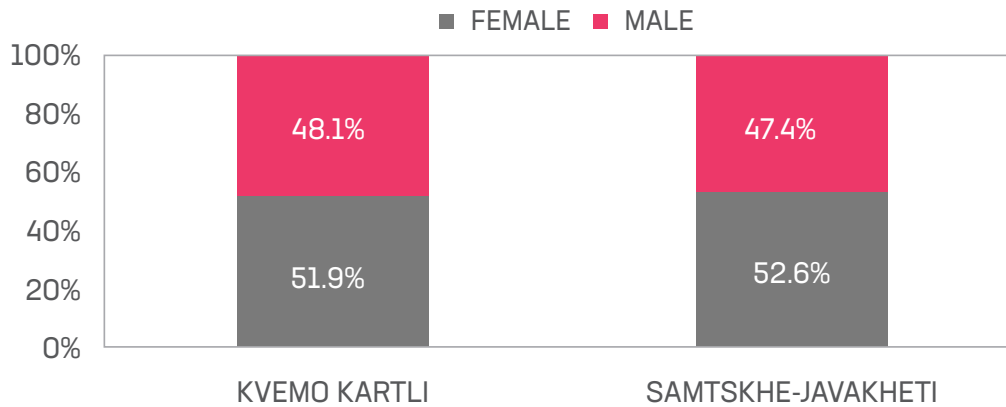
QUESTION: WHICH SOCIAL NETWORKS DO YOU USE MAINLY?



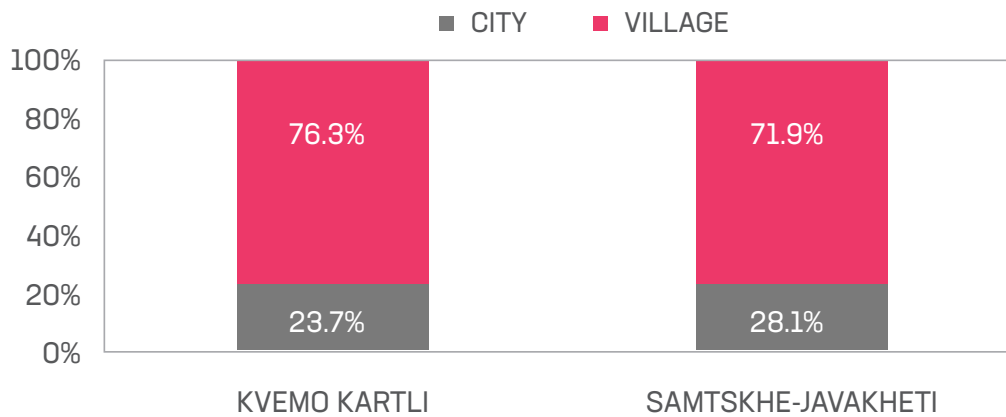


DEMOGRAPHICS

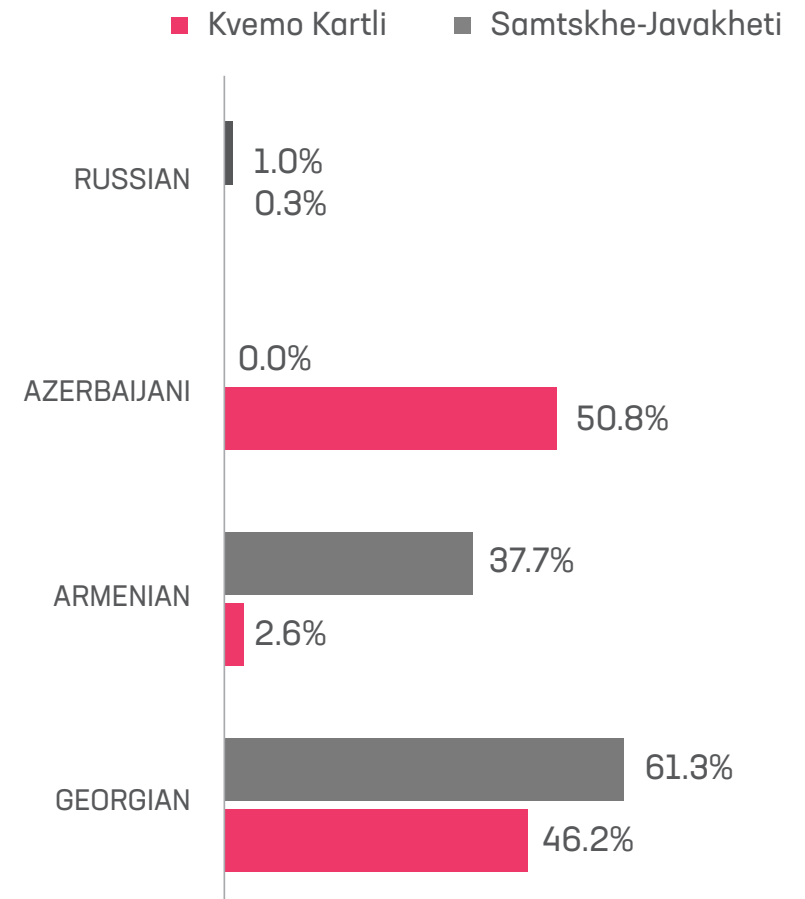
GENDER DISTRIBUTION



SETTLEMENT TYPE



ETHNICITY

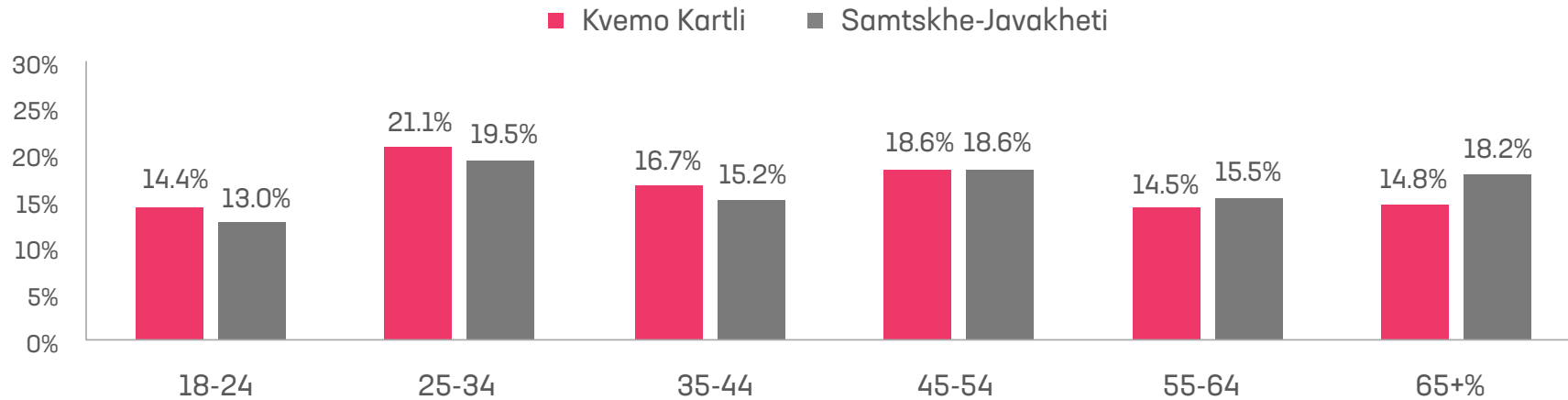




DEMOGRAPHICS

WEIGHTED

AGE DISTRIBUTION OF TV VIEWERS



EMPLOYMENT

