



GEORGIAN
PUBLIC BROADCASTER



TELEVISION AUDIENCE RESEARCH

TELEPHONE SURVEY

Conducted by Research Company Sonar.

MAY. 2021

Telephone survey

General population 18+ 2,642,447

Sampling size: 1500

Sampling error: 3.1%

RESEARCH METHODOLOGY

Research method: Quantitative research by telephone interview method

Sampling method: Stratified, simple random. The strata represent the region and the type of settlement

General population: 2,642,447

Population of Georgia 18+

Sampling framework: Georgian citizens' telephone database with 1,400,000 telephone numbers

Sampling size: 1500 Interview

Margin of error: Margin of error at 95% confidence interval: 3.1%. The design effect caused by heterogeneous weights is taken into account.

Data weighting mechanism: Data are weighted by regions and settlement type.

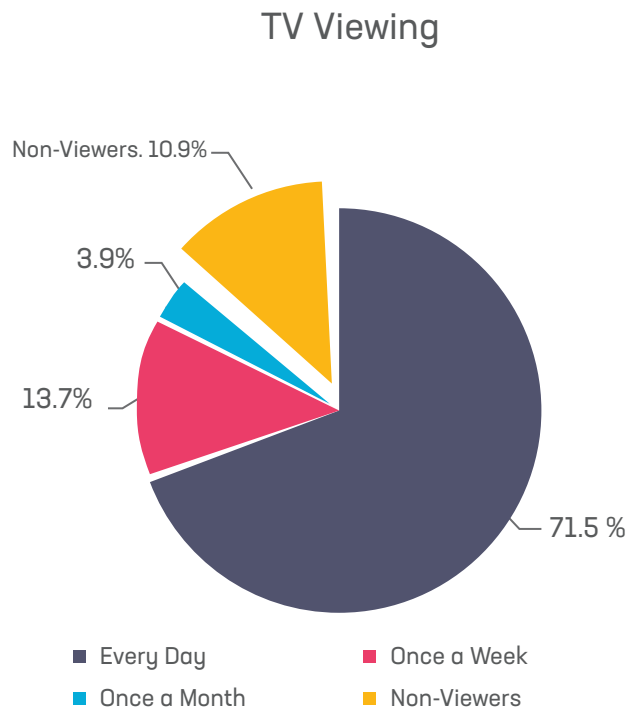
Weights were adjusted by regions according to gender and age (age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+).

PROPORTION OF TV VIEWERS AND THEIR DEMOGRAPHIC STRUCTURE IN GEORGIA

General population: Population of Georgia, 18+
Number of TV viewers surveyed: 1500

PROPORTION OF TV VIEWERS IN THE GENERAL POPULATION (18+)

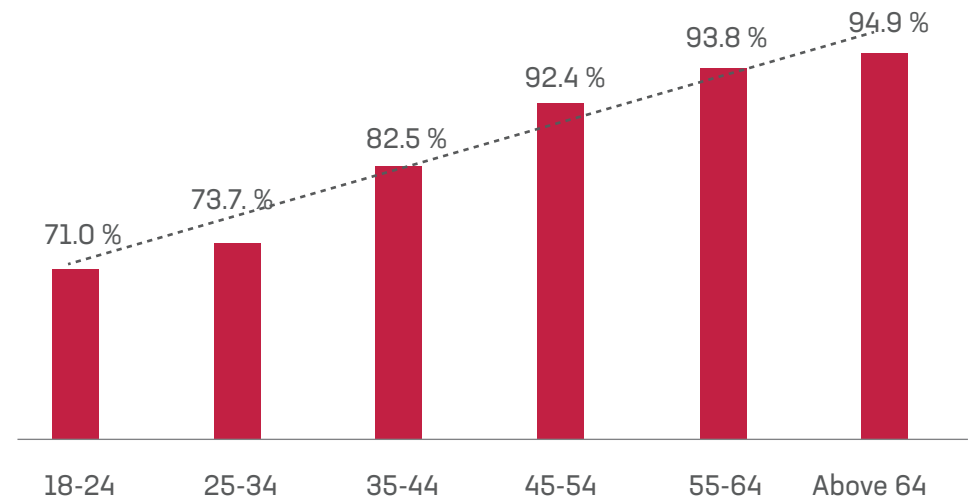
Data weighted. Sample Size: 2021



89.1% of the surveyed audience watch TV at least once a month, of which 71.5% watch TV every day, 13.7% - at least once a week, and 3.9% - once a month.

In total, the active consumer segment, who watches TV at least once a week, comprises 85.3%.

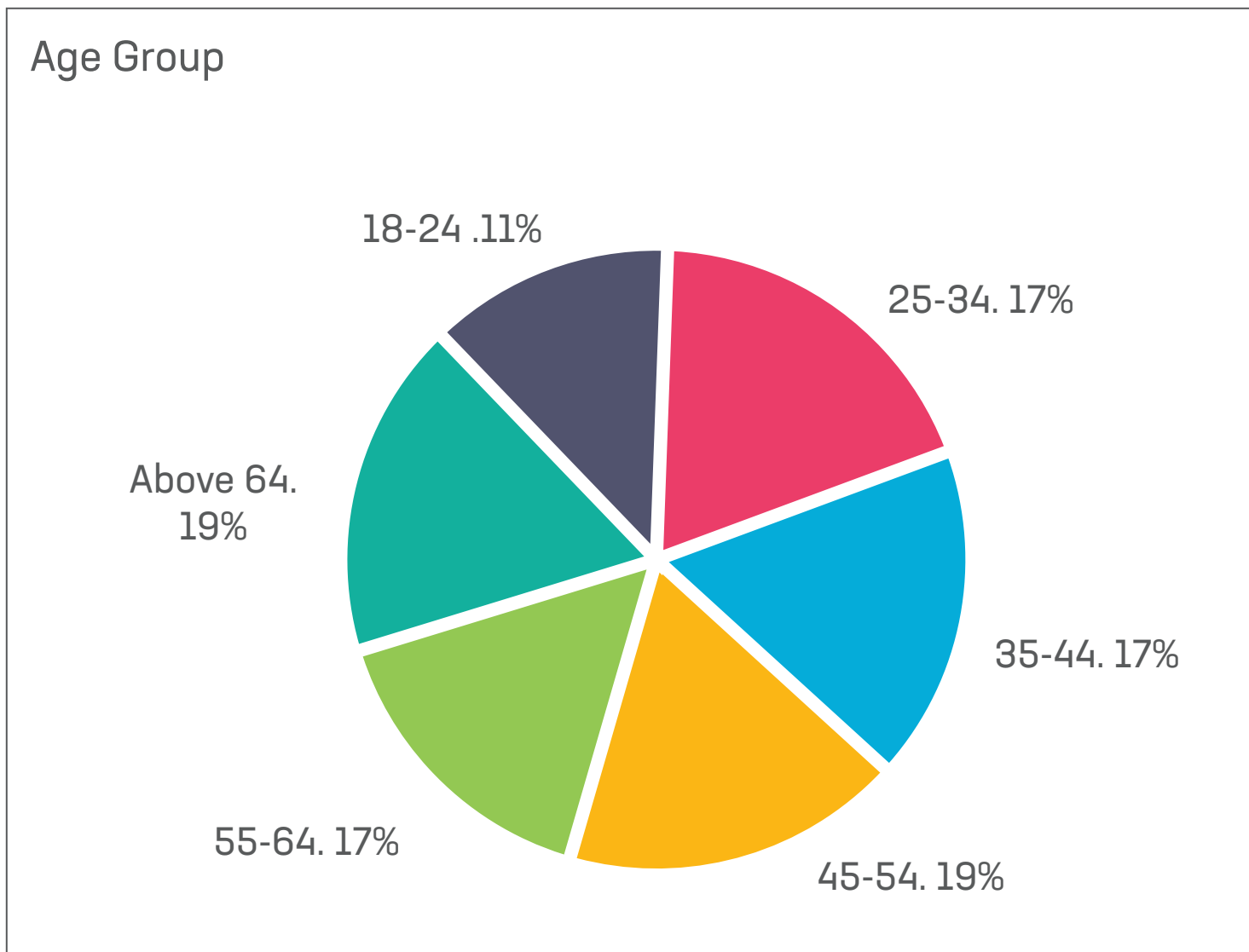
Proportion of viewers who watch TV at least once a week in age groups



The size of the audience that watches TV at least once a week increases with age.

The weekly viewers segment is 76.2% of the audience under 45 and 93.7% of the audience over 45.

DEMOGRAPHIC STRUCTURE OF TV VIEWERS



DEMOGRAPHIC STRUCTURE OF TV VIEWERS

Gender

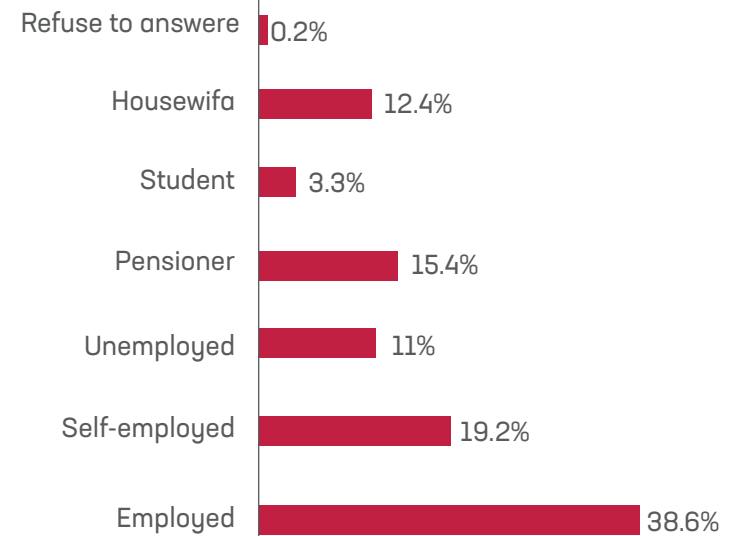


Settlement Type



Employment Status

Proportion of employed
in total: 57.8%



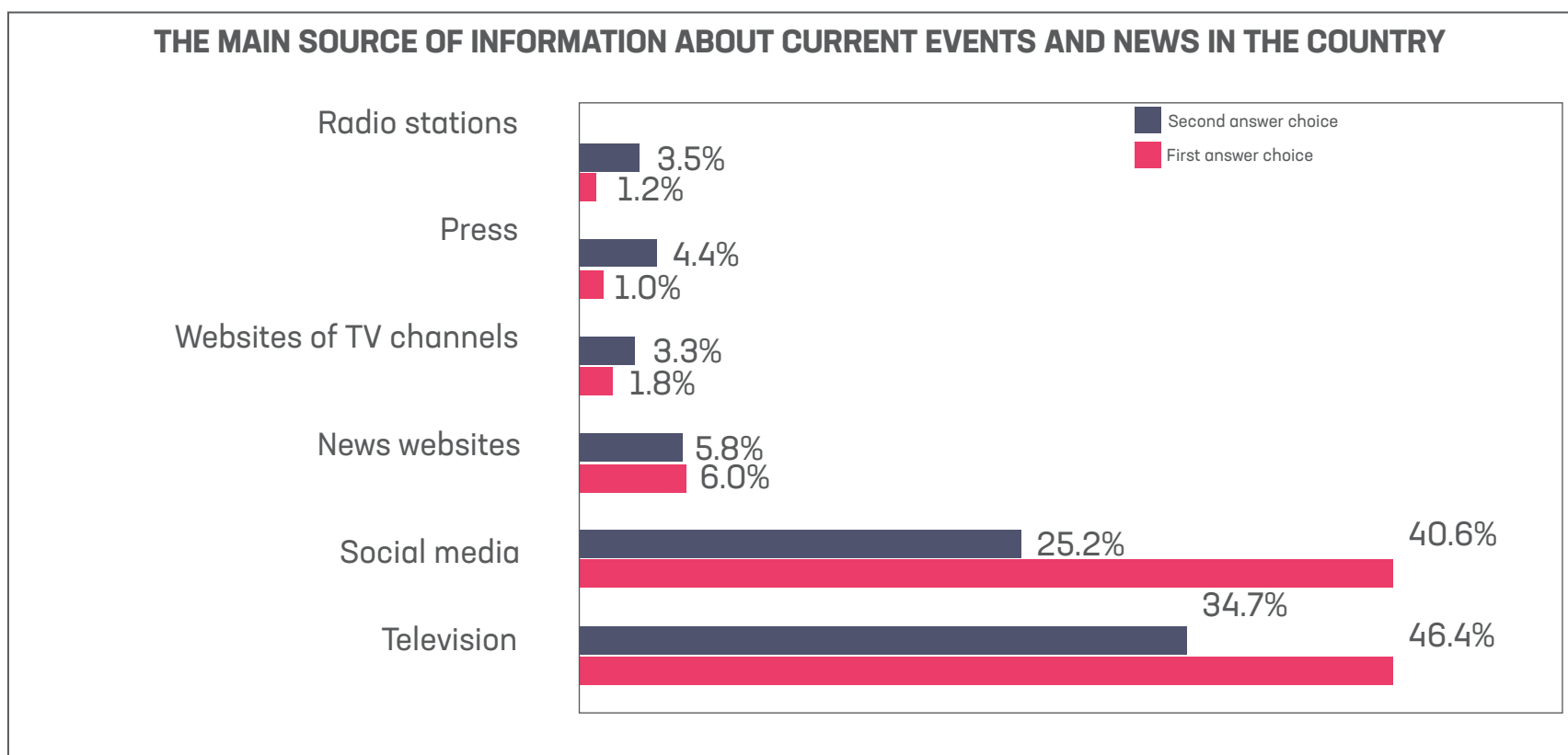
THE MAIN SOURCE OF INFORMATION ABOUT CURRENT EVENTS AND NEWS IN THE COUNTRY

Multiple Response

First and second answer choices

THE MAIN SOURCE OF INFORMATION ABOUT CURRENT EVENTS AND NEWS IN THE COUNTRY

Question: From which source do you mainly get information about current events and news in the country?
(First and second answer choices)



The main source of information about the current events in the country (first answer choice) for 48.4% of TV viewers is the Internet, and for 46.4% - television.

Internet is the first or second source of information for 75.1% of the audience, and television for 80.8% of the audience.

	Both answers	First Answer Choice
TV	80.8%	46.4%
Internet	75.1%	48.4%

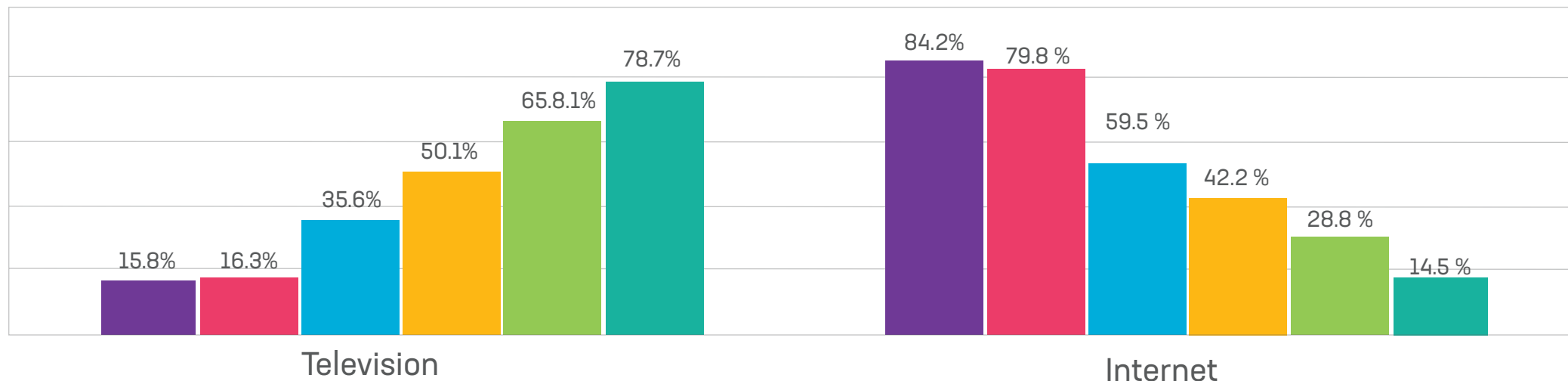
THE MAIN SOURCE OF INFORMATION ABOUT CURRENT EVENTS AND NEWS IN THE COUNTRY

Question: From which source do you mainly get information about current events and news in the country? (First answer choice)

THE MAIN SOURCE OF INFORMATION ABOUT CURRENT EVENTS AND NEWS IN THE COUNTRY IN TERMS AGE GROUPS

(First Answer Choice)

18-24 25-34 35-44 45-54 55-64 64 და მეტი



The news value of television and its place among the main news sources decreases with viewers' age. Television is the main (first answer choice) source of information for only 16% of young people aged 18 to 34, while for the general population, television is the main source of information for 46.4%. Television's role is particularly important for population 55 years and over.

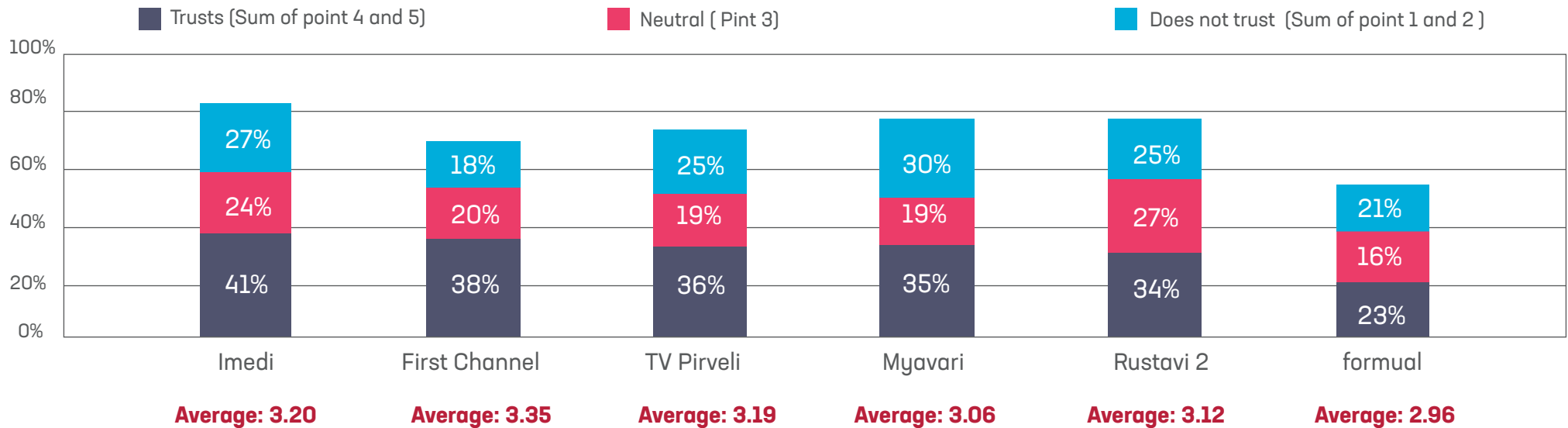
The Internet is the main source of information for 48.4% of the audience, although it depends on an age group. 84.2% of young people aged 18-24, and 79.8% of the audience aged 25-34 consider the Internet as the main source of information about current events and news in the country. The role of the internet is considerably small for the age group over 55.

The roles of the Internet and television are most balanced in the age segment 45 to 54, with 50% citing television as the main source of information and 42.2% naming

TRUST IN TELEVISION CHANNELS

Question: Now I will read several TV channels. Please, evaluate on a 5-point scale how much do you trust the information received from each of these channels? Interval Scale (5 point scale) real percent

Trust towards information provided by TV channel

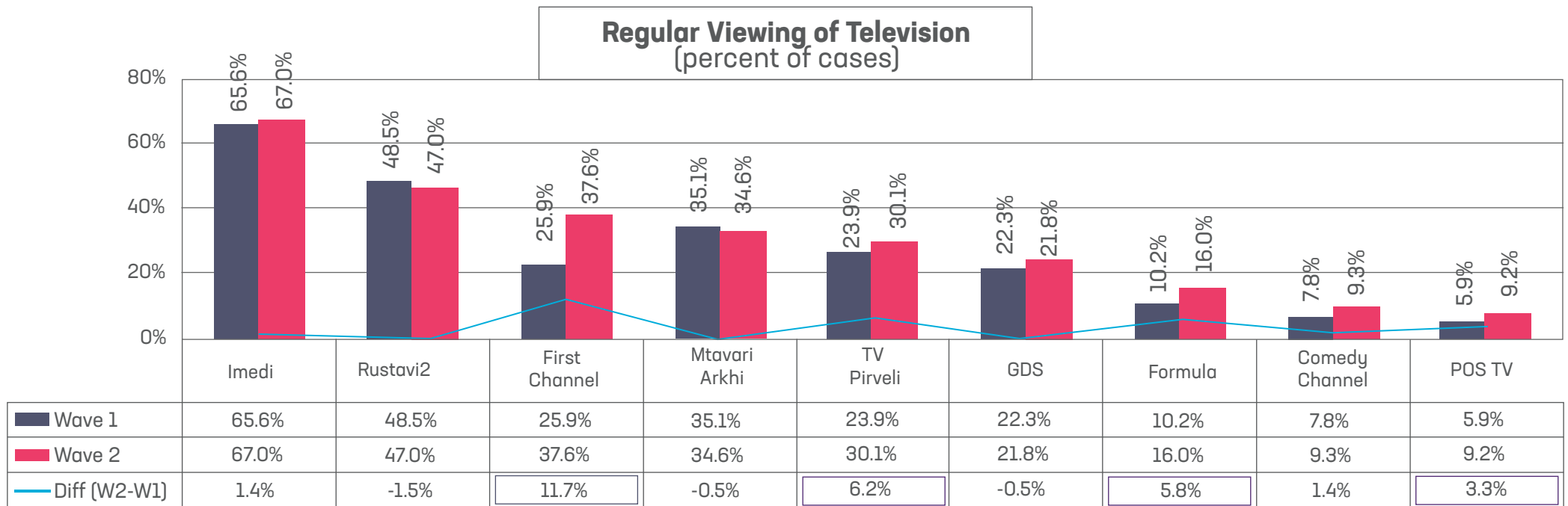


The Public Broadcaster has the lowest distrust rate (distrust rate is 18%).

REGULAR VIEWING OF TELEVISION

Wave II: May 2021, Sample size: 1500 interviews; Method: Telephone interview

Wave I: October 2020, Sample size: 1500 interviews; Method: Telephone interview

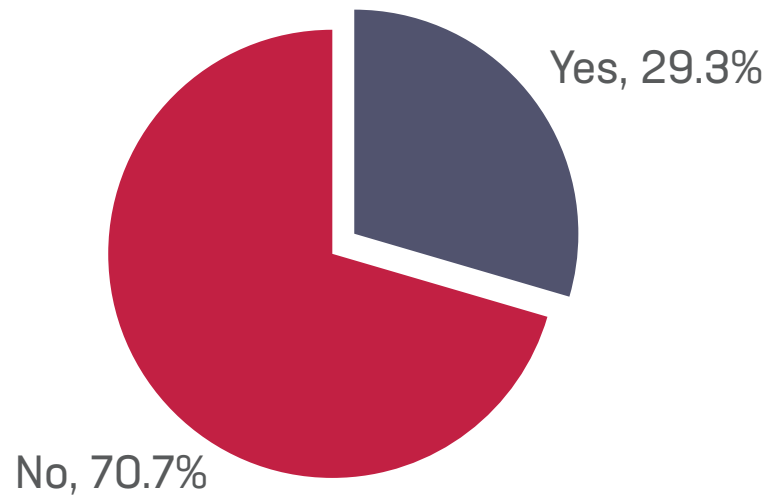


First Channel regular viewership increased by 11.7%

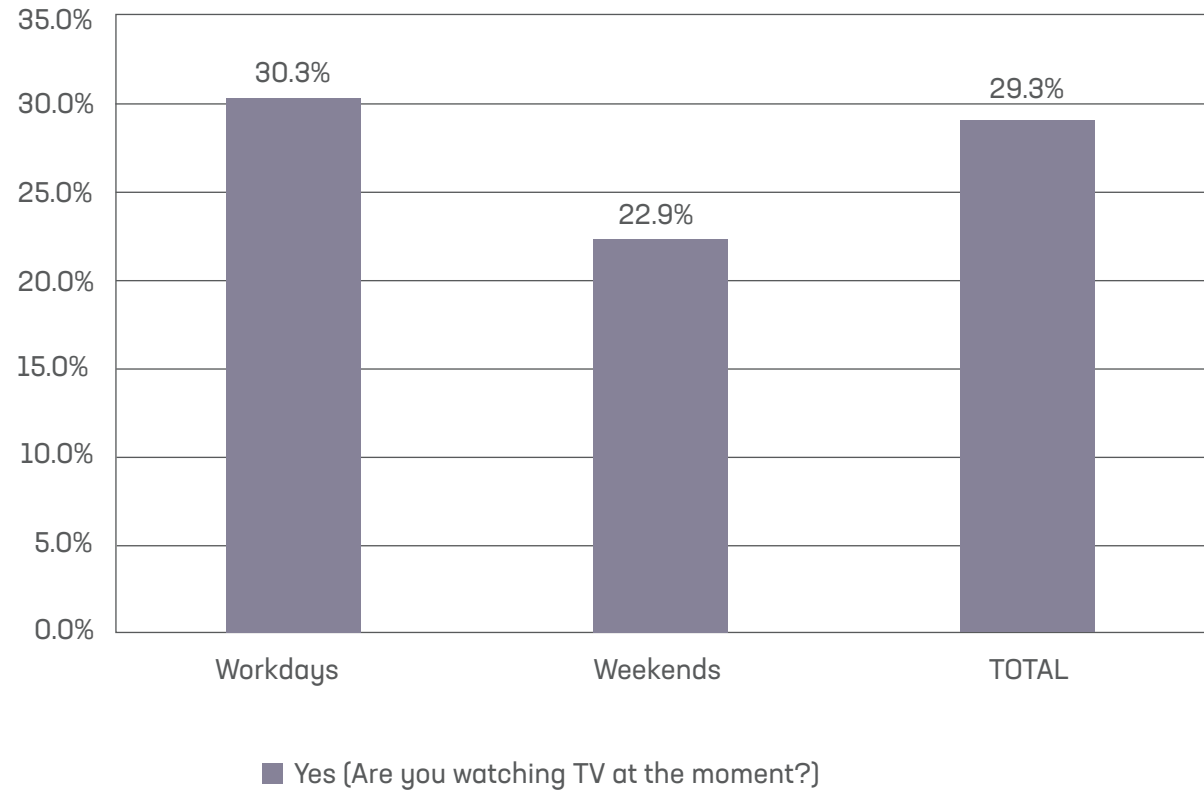
INFORMATION ABOUT TV VIEWING

Question: Are you watching TV at the moment?

Are you watching TV at the moment?

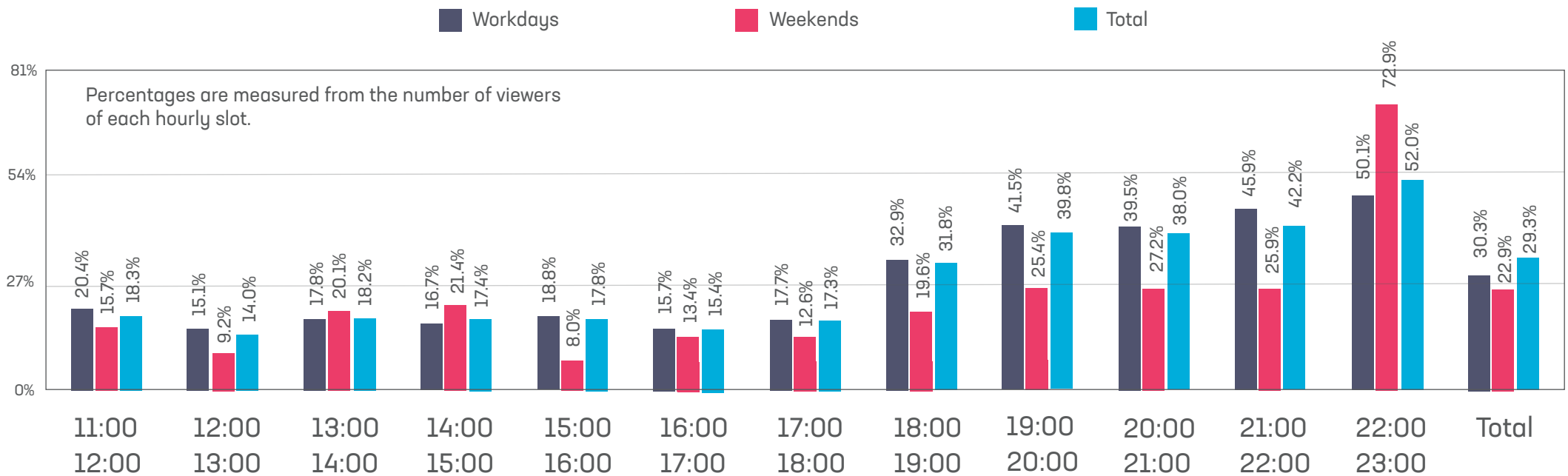


Watching TV at the Moment



TV VIEWING TIMES

Question: Are you watching TV at the moment?
Single answer. Valid percent



The proportion of TV viewers at the given moment is 29.3% from 11 a.m. to 11 p.m.

The total proportion of TV viewers on weekdays is 30.3%, and it lowers to 22.9% on weekends. The proportion of TV viewers at time intervals is more changeable on weekends than on weekdays.

The maximum rate of TV viewing on weekends comes during the time period from 22: 00 to 23: 00 and it is 72.9%. The maximum proportion of TV viewers during workdays comes during the same time period and it is 50.1%.