Objective

To establish media consumption in Zimbabwe.

The report will cover;

• Channel
  • TV viewership
  • Radio listenership
  • Print readership
    • Newspaper
    • Magazine
  • Online
• Media Consumption Frequency
• Spend on media access by audience
Demographics: National

Gender

- Female: 50%
- Male: 50%

Age Group

- 15-24: 33%
- 25-34: 28%
- 35-44: 17%
- 45+: 22%

District

- Harare: 17%
- Manicaland: 14%
- Masvingo: 13%
- Midlands: 12%
- Mashonaland West: 11%
- Mashonaland East: 10%
- Mashonaland Central: 9%
- Matabeleland North: 5%
- Bulawayo: 5%
- Matabeleland South: 4%

n = 1585

November 2019
### Demographics: Regional

**November 2019**

#### Age Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harare</td>
<td>51%</td>
<td>38%</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>Manicaland</td>
<td>54%</td>
<td>27%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Masvingo</td>
<td>59%</td>
<td>37%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Midlands</td>
<td>38%</td>
<td>29%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Mashonaland West</td>
<td>51%</td>
<td>62%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Mashonaland East</td>
<td>43%</td>
<td>52%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Mashonaland Central</td>
<td>44%</td>
<td>51%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Matabeleland North</td>
<td>53%</td>
<td>49%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Bulawayo</td>
<td>54%</td>
<td>56%</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>Matabeleland South</td>
<td>46%</td>
<td>39%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

#### Gender Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harare</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Manicaland</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Masvingo</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Midlands</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Mashonaland West</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Mashonaland East</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Mashonaland Central</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Matabeleland North</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Bulawayo</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Matabeleland South</td>
<td>54%</td>
<td>46%</td>
</tr>
</tbody>
</table>

**n = 1585**
Looking at the print readership in Zimbabwe, respondents preferred using the online copies compared to the physical hard copies for both newspapers and magazines.

**Newspaper Readership**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Online</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Magazine Readership**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Online</td>
<td>37%</td>
<td>63%</td>
</tr>
</tbody>
</table>

\[ n = 1585 \]
TV and Radio Accessibility

November 2019
Up to 66% and 68% of the respondents surveyed indicated that they had a working Radio and TV respectively.

Working Radio
- Yes, 66%
- No, 34%

Working Television
- Yes, 68%
- No, 32%

n = 1585

*Working Radio:* Do you have a working radio in your household? Reply with Yes or No.

*Working Television:* Do you have a working television in your household? Reply with Yes or No.
Out of the 71% respondents who watched TV in the last 30 days, 72% accessed via a traditional television set which was the highest share of compared to all the other platforms reported.

TV Viewership

TV Viewership: Did you watch TV in the last 30 days? Reply with Yes or No.
TV Watching Platform: How do you normally watch TV? 1)On a traditional television set 2)On car/bus/transport television 3)On a mobile device 4)On a computer 5)In public 6)Other

November 2019

Out of the 71% respondents who watched TV in the last 30 days, 72% accessed via a traditional television set which was the highest share of compared to all the other platforms reported.
Use of Mobile and traditional radio devices was the most preferred platform of listenership for up to 74% of the respondents who listened to radio in the last 30 days.

Radio Listenership: Did you listen to the radio in the last 30 days? Reply with Yes or No.

Radio Listening Platform: How do you normally listen to the radio? 1) On a traditional radio device 2) On a car/bus/transport radio 3) On a mobile device 4) On a computer 5) In public 6) Other
From the 69% of the respondents who indicated that they accessed internet in the last 30 days, mobile phone was the most used device at 72% followed by personal computer at 15%.
An average of 35% of the respondents reported to have sometimes paid to access different media types.

**Media Access Frequency:** How often is the media you access (Newspaper, Magazine, TV, Internet or Radio) paid for directly by you? 1)Always 2)Very Often 3)Sometimes 4)Rarely 5)Never

- **Newspaper, n = 570**
  - Sometimes: 35%
  - Always: 29%
  - Very Often: 22%
  - Rarely: 9%
  - Never: 5%

- **Magazine, n = 577**
  - Sometimes: 36%
  - Always: 28%
  - Very Often: 21%
  - Rarely: 10%
  - Never: 5%

- **Online, n = 1095**
  - Sometimes: 35%
  - Always: 29%
  - Very Often: 22%
  - Rarely: 9%
  - Never: 4%

- **Radio, n = 1172**
  - Sometimes: 37%
  - Always: 27%
  - Very Often: 19%
  - Rarely: 10%
  - Never: 7%

- **TV, n = 1124**
  - Sometimes: 35%
  - Always: 29%
  - Very Often: 22%
  - Rarely: 10%
  - Never: 5%
Most of the respondents who took part in this survey reported to have spent their money on mobile phones and Internet every week to access information compared to the other sources.
ZBC TV staunchly dominated viewership in November 2019 reaching 61% of the respondents thus being ranked the first. It is trailed by SABC 1 and eTV at positions 2 and 3 respectively.

**TV Stations Watched**: What television stations do you watch? Reply with the names of the stations.

- ZBC TV: 61%
- SABC 1: 14%
- eTV: 11%
- SuperSport: 10%
- BBC: 7%
- Zee World: 4%
- SABC 2: 4%
- M-Net Movies: 3%
- SABC 3: 3%
- Al Jazeera: 2%
- Trace TV: 1%
- Glow TV: 1%
- Mzansi Magic: 1%
- CNN: 1%
- Channel O: 1%

\[ n = 1585 \]
Radio listenership in Zimbabwe is mostly concentrated on Radio Zibambwe which led with 35% followed by Star FM and Power FM with 26% and 25% respectively.
“The Herald” newspaper is quite a popular newspaper in Zimbabwe reaching 53% of the respondent surveyed. “Daily News” and “News Day” newspapers competes for readership with each attaining a reach of 22%.

**Top 15 Newspapers Read**

November 2019

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Reach (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Herald</td>
<td>53</td>
</tr>
<tr>
<td>Sunday Times</td>
<td>24</td>
</tr>
<tr>
<td>Daily News</td>
<td>22</td>
</tr>
<tr>
<td>News Day</td>
<td>22</td>
</tr>
<tr>
<td>H-Metro</td>
<td>12</td>
</tr>
<tr>
<td>The Chronicle</td>
<td>10</td>
</tr>
<tr>
<td>Kwayedza</td>
<td>8</td>
</tr>
<tr>
<td>Zimpapers</td>
<td>4</td>
</tr>
<tr>
<td>Manica Post</td>
<td>3</td>
</tr>
<tr>
<td>The Standard</td>
<td>3</td>
</tr>
<tr>
<td>B-Metro</td>
<td>2</td>
</tr>
<tr>
<td>The Mirror</td>
<td>1</td>
</tr>
<tr>
<td>The Financial Gazette</td>
<td>1</td>
</tr>
<tr>
<td>uMthunywa</td>
<td>1</td>
</tr>
<tr>
<td>Bulawayo 24</td>
<td>1</td>
</tr>
<tr>
<td>Harare News</td>
<td>1</td>
</tr>
</tbody>
</table>

\[ n = 1585 \]

**Newspapers Read** What newspapers do you read? Reply with names of the newspapers.
Most of the respondents in Zimbabwe tend to have read the “People’s”, “Fashion & Styles” and “Homes & Gardens” magazines respectively in November 2019.
Thank you!