



iGeoPoll

Zimbabwe Media Report

Internews

November 2019

Objective

To establish media consumption in Zimbabwe.

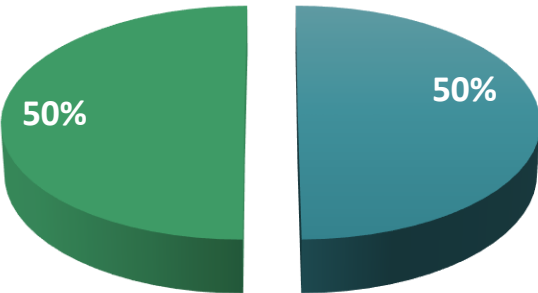
The report will cover;

- Channel
 - TV viewership
 - Radio listenership
 - Print readership
 - Newspaper
 - Magazine
 - Online
- Media Consumption Frequency
- Spend on media access by audience

Demographics: National

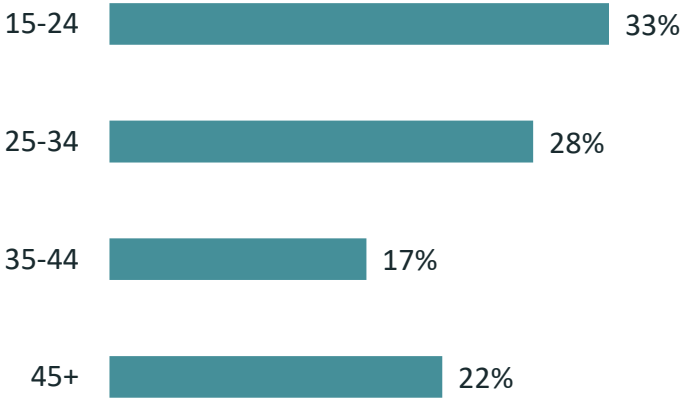
November 2019

Gender

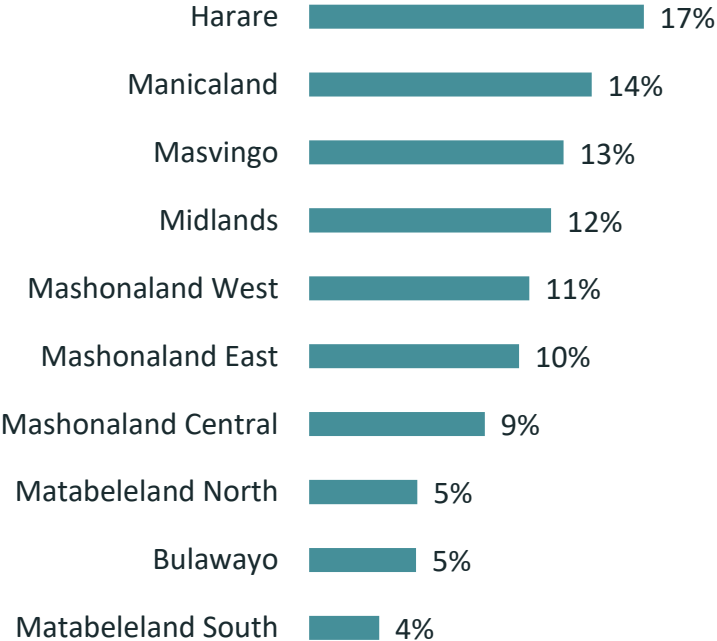


■ Female ■ Male

Age Group



District

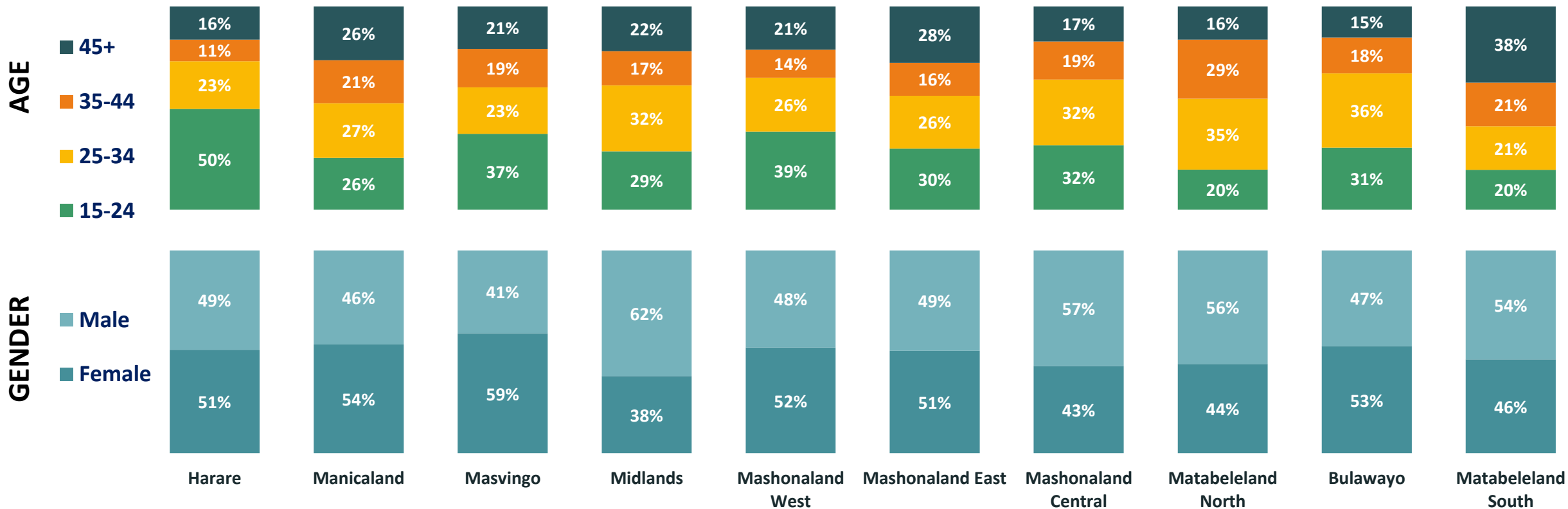


n = 1585



Demographics: Regional

November 2019



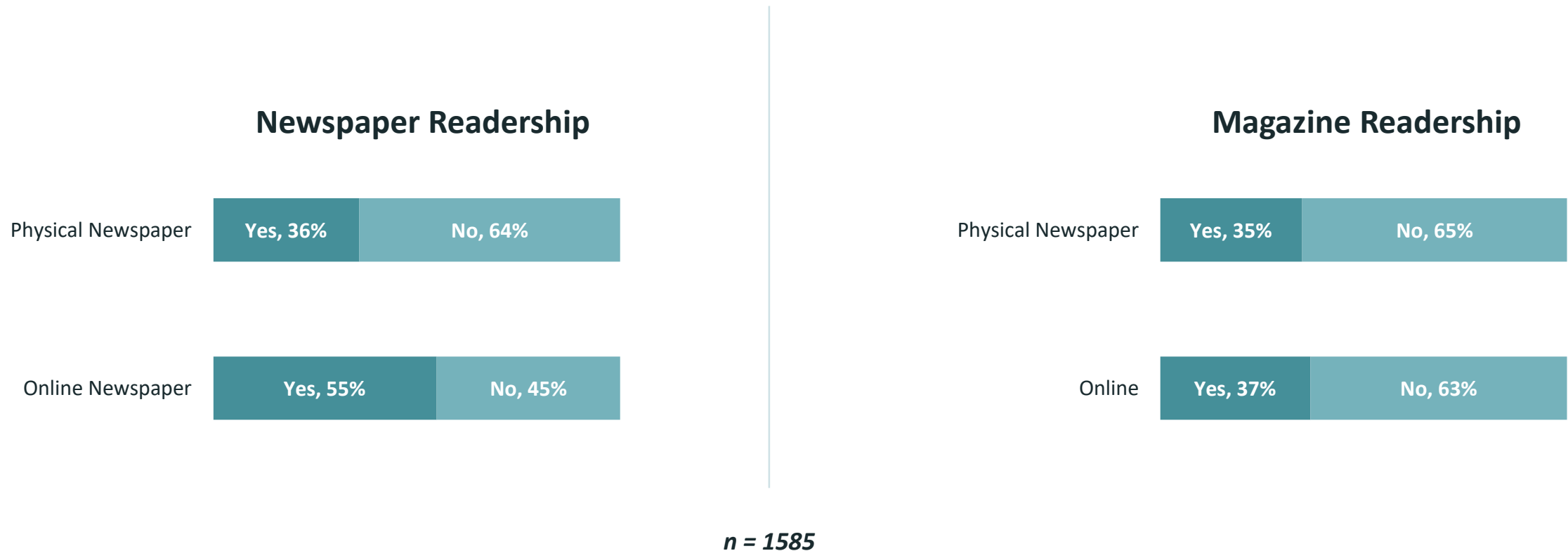
n = 1585



Print Readership

November 2019

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



Physical Newspaper: Did you read a physical newspaper (i.e. not on the internet) in the last 30 days? Reply with Yes or No.

Online Newspaper: Did you read a newspaper online in the last 30 days? Reply with Yes or No.

Physical Magazine: Did you read a physical magazine (i.e. not on the internet) in the last 30 days? Reply with Yes or No.

Online Magazine: Did you read a magazine online in the last 30 days? Reply with Yes or No.

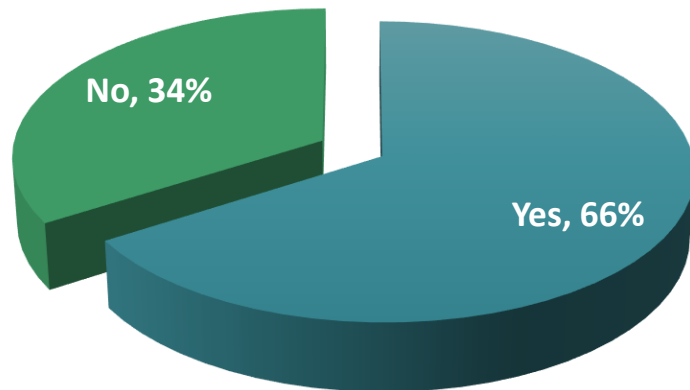


TV and Radio Accessibility

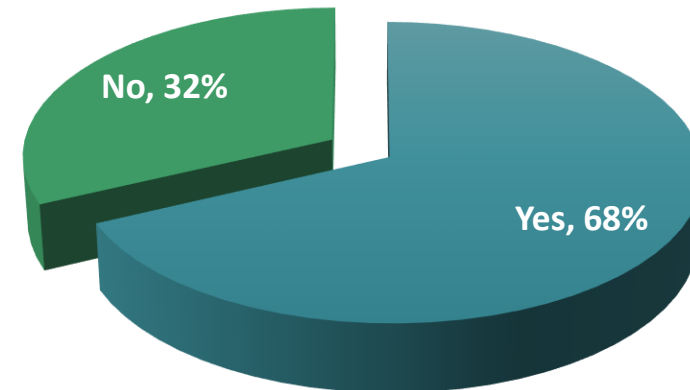
November 2019

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

Working Radio



Working Television



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.

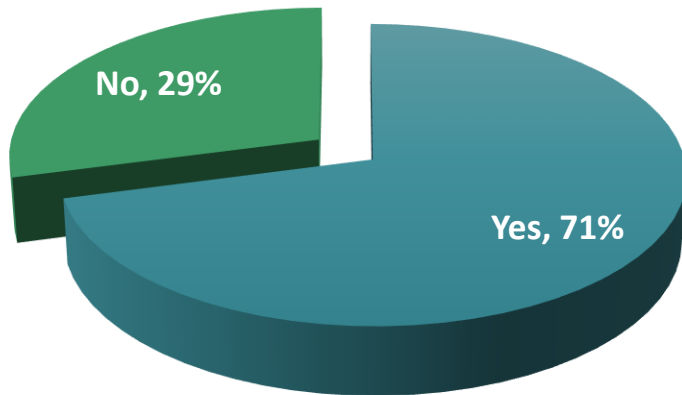
TV Viewership

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.

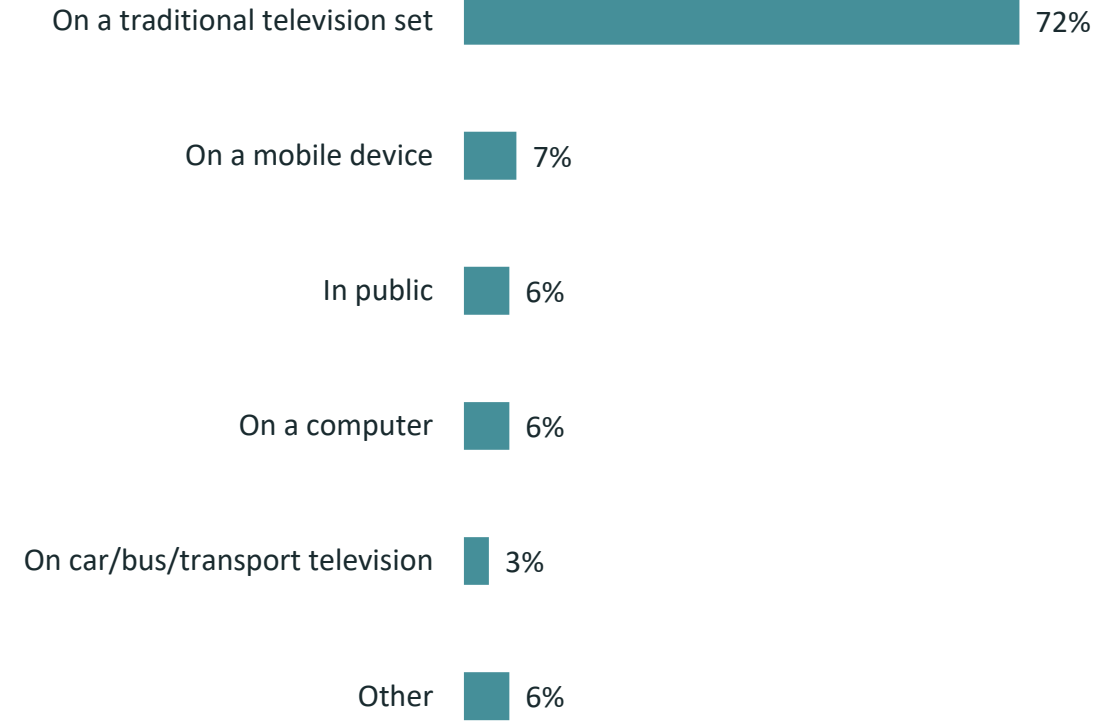
Viewership In The Last 30 days

n = 1585



TV Watching Platform

n = 1124



TV Viewership: Did you watch TV in the last 30 days? Reply with Yes or No.

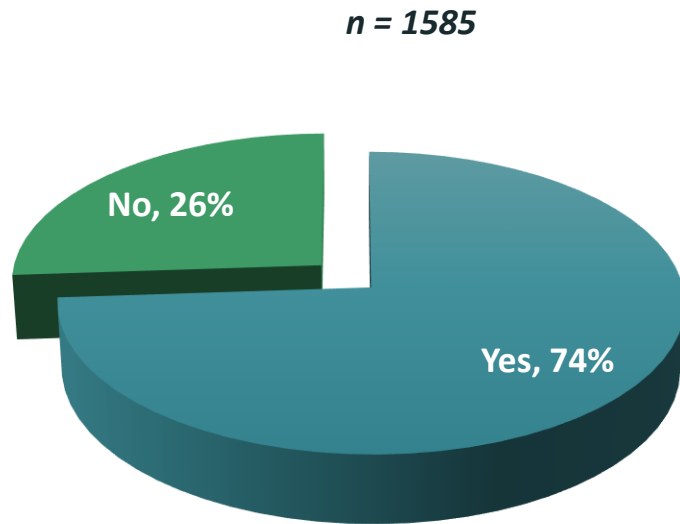
TV Watching Platform: How do you normally watch TV? 1)On a traditional television set 2)On car/bus/transport television 3)On a mobile device 4)On a computer 5)In public 6)Other

Radio Listenership

November 2019

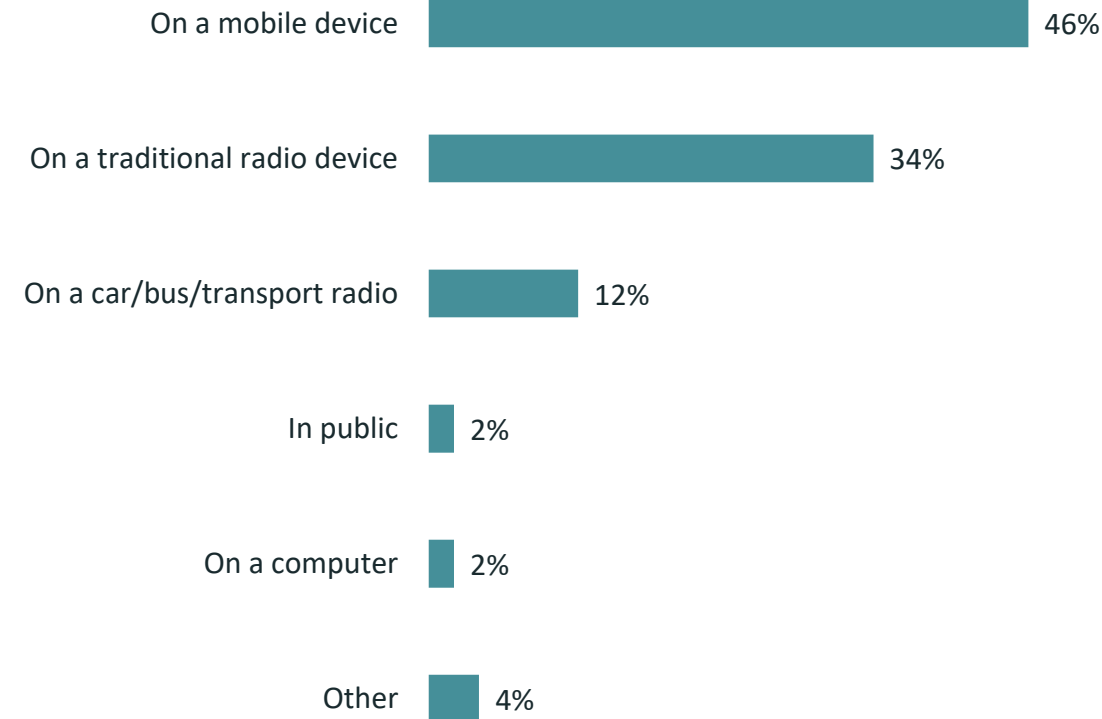
Use of Mobile and traditional radio devices was the most preferred platform of listenership for up to 74% of the respondents who listened to radio in the last 30 days.

Listenership In The Last 30 days



Radio Listening Platform

n = 1172



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

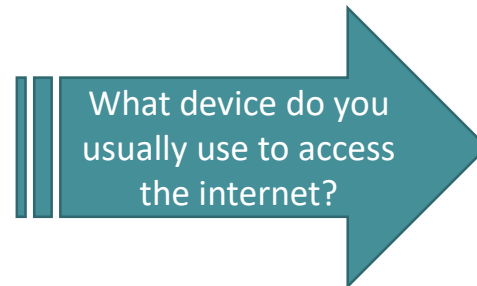
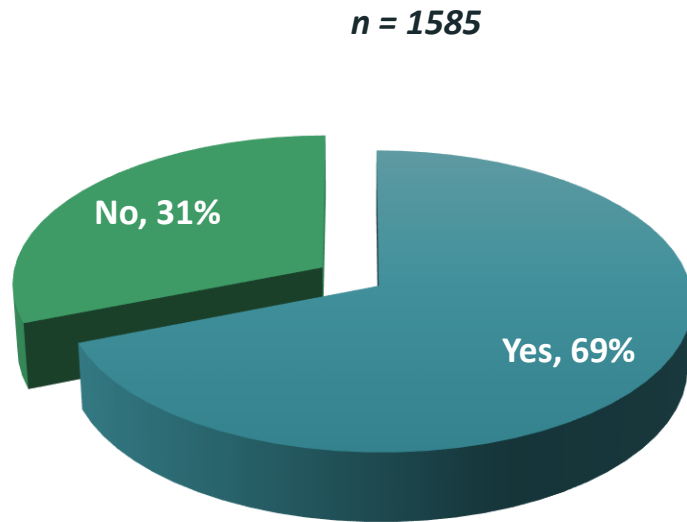
Radio Listening Platform: How do you normally listen to the radio? 1)On a traditional radio device 2)On a car/bus/transport radio 3)On a mobile device 4)On a computer 5)In public 6)Other

Internet Access

November 2019

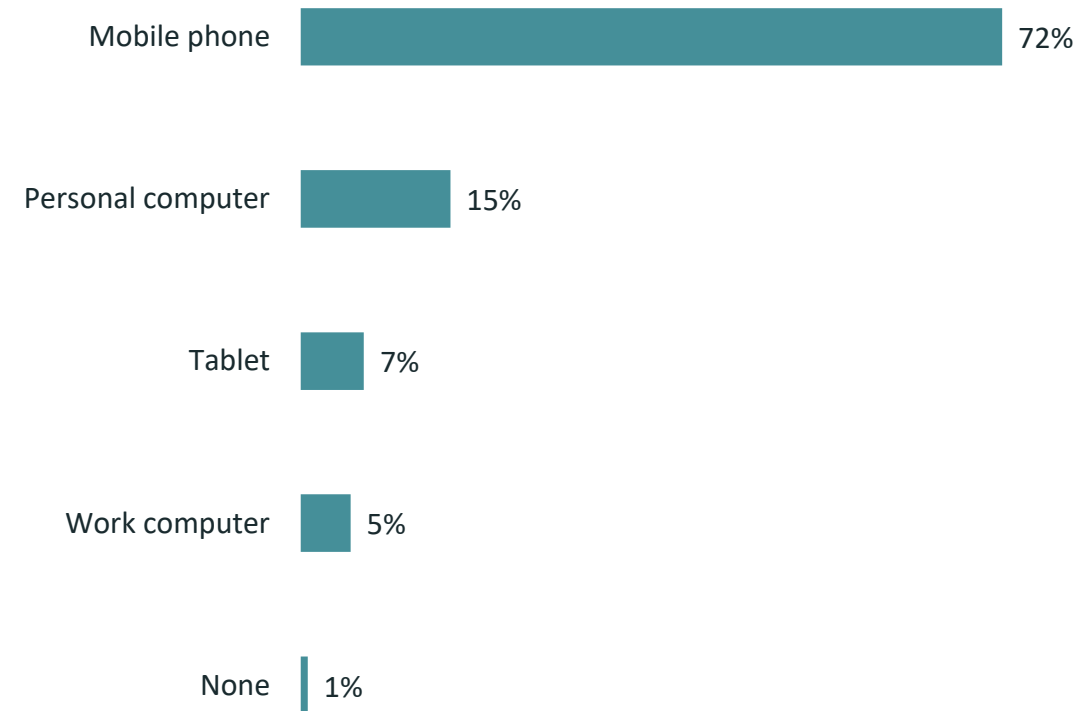
From the 69% of the respondents who indicated that they accessed internet in the last 30 days, mobile phone was the most used device at 72% followed by personal computer at 15%.

Internet Access In The Last 30 days



Internet Access Platform

n = 1095



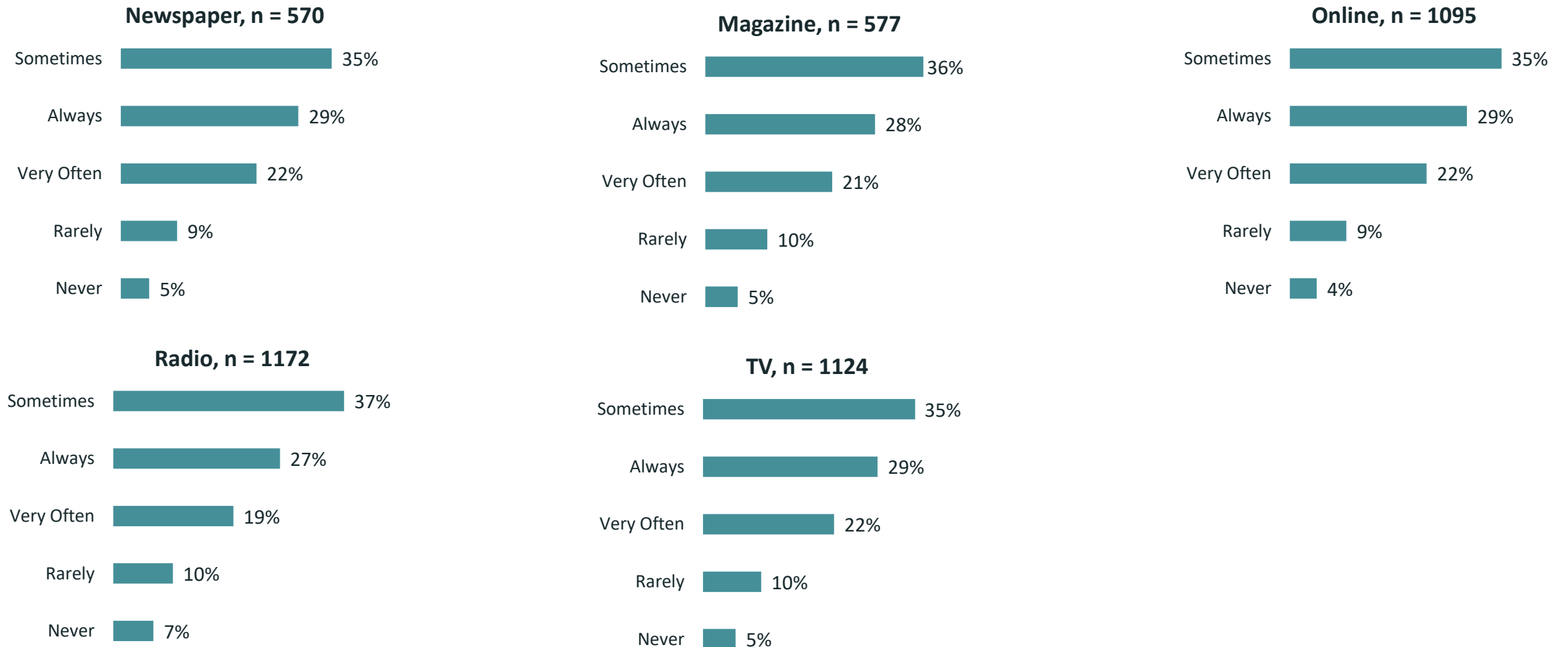
Internet Access: Did you access the internet in the last 30 days? Reply with Yes or No.

Internet Access Device: What device do you usually use to access the internet? 1)Personal computer 2)Mobile phone 3)Tablet 4)Work computer 5)None

Media Access - Frequency

November 2019

An average of 35% of the respondents reported to have sometimes paid to access different media types.

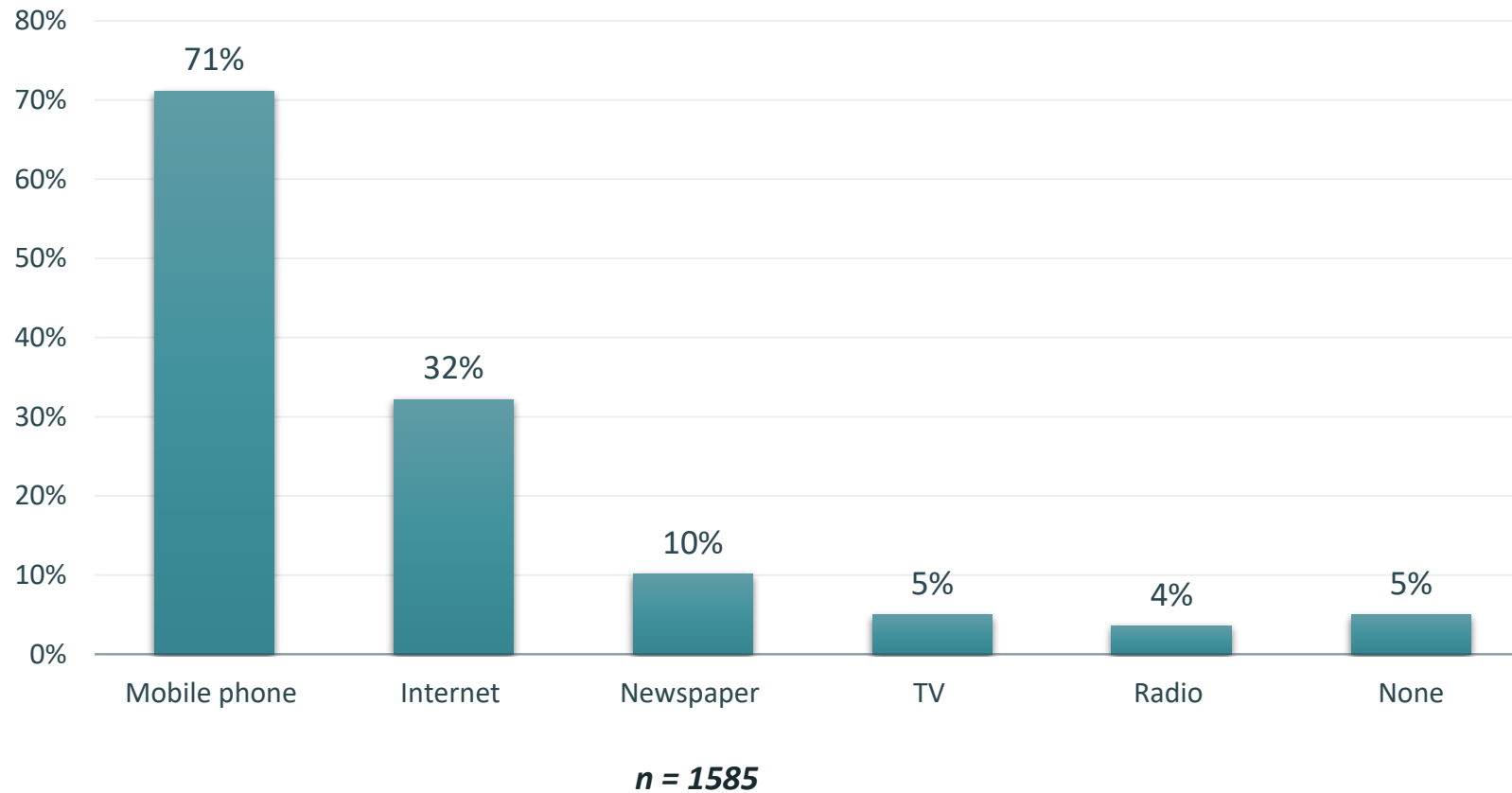


Media Access Frequency: How often is the media you access (Newspaper, Magazine, TV, Internet or Radio) paid for directly by you? 1)Always 2)Very Often 3)Sometimes 4)Rarely 5)Never

Media Spend - Channel

November 2019

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.

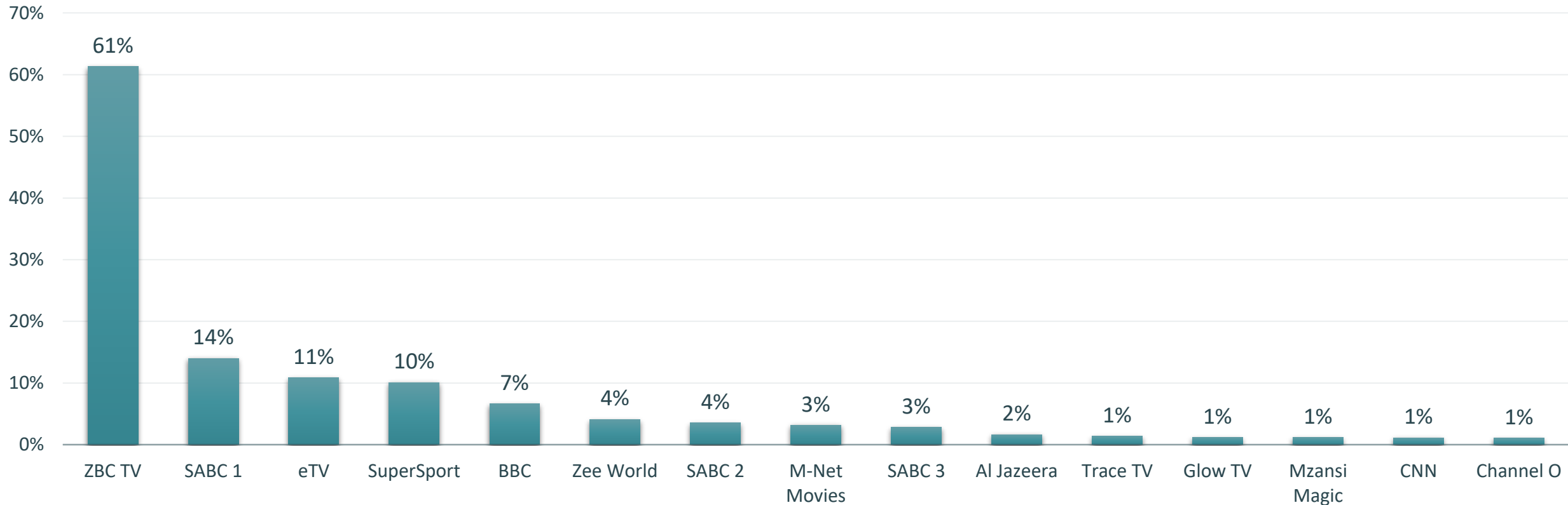


Media Source Money: Select all that apply. Which of the following sources of information do you spend money on every week? 1)Newspaper 2)Mobile phone 3)Internet 4)Radio 5)TV 6)None

Top 15 TV Stations Watched

November 2019

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.



n = 1585

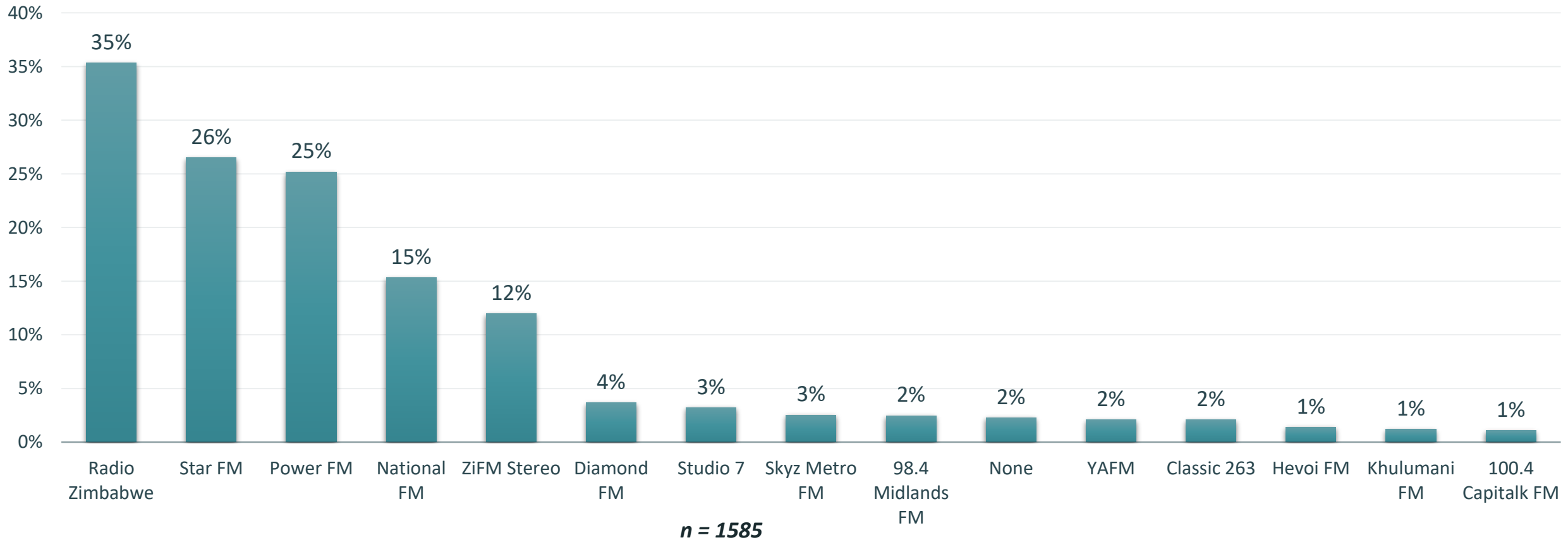


TV Stations Watched: What television stations do you watch? Reply with the names of the stations.

Top 15 Radio Stations Listened

November 2019

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.

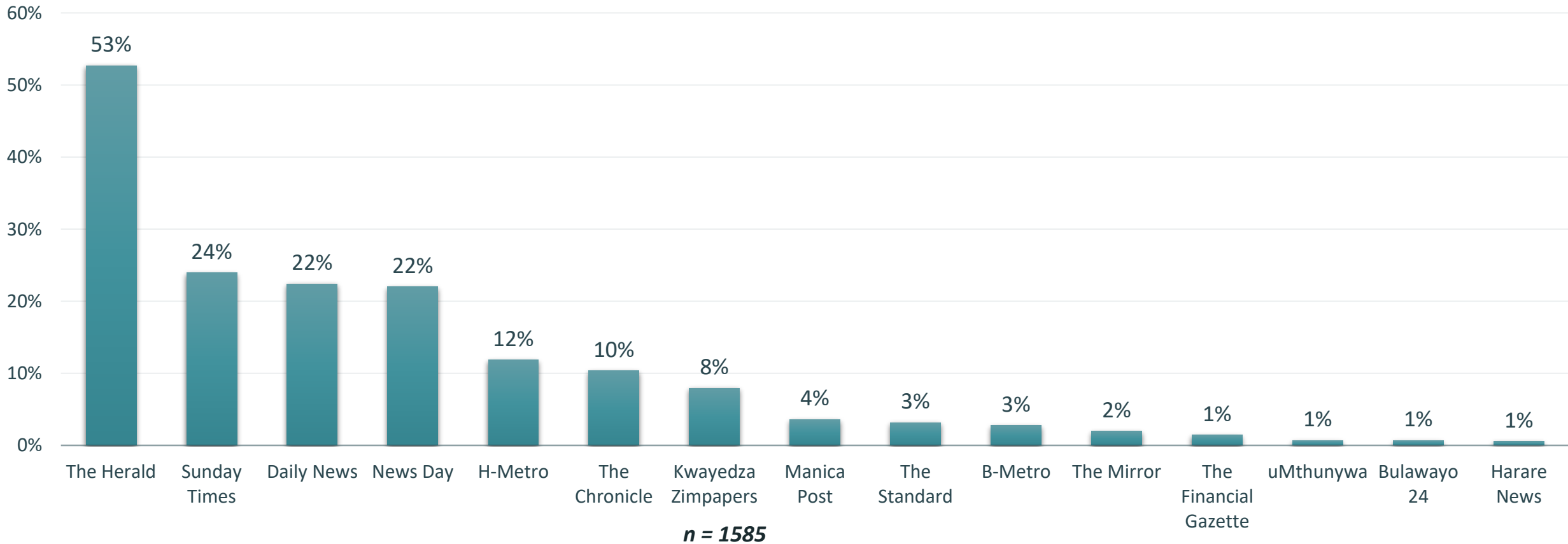


Radio Stations Listened: What radio stations do you listen to? Reply with the names of radio stations.

Top 15 Newspapers Read

November 2019

“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%.

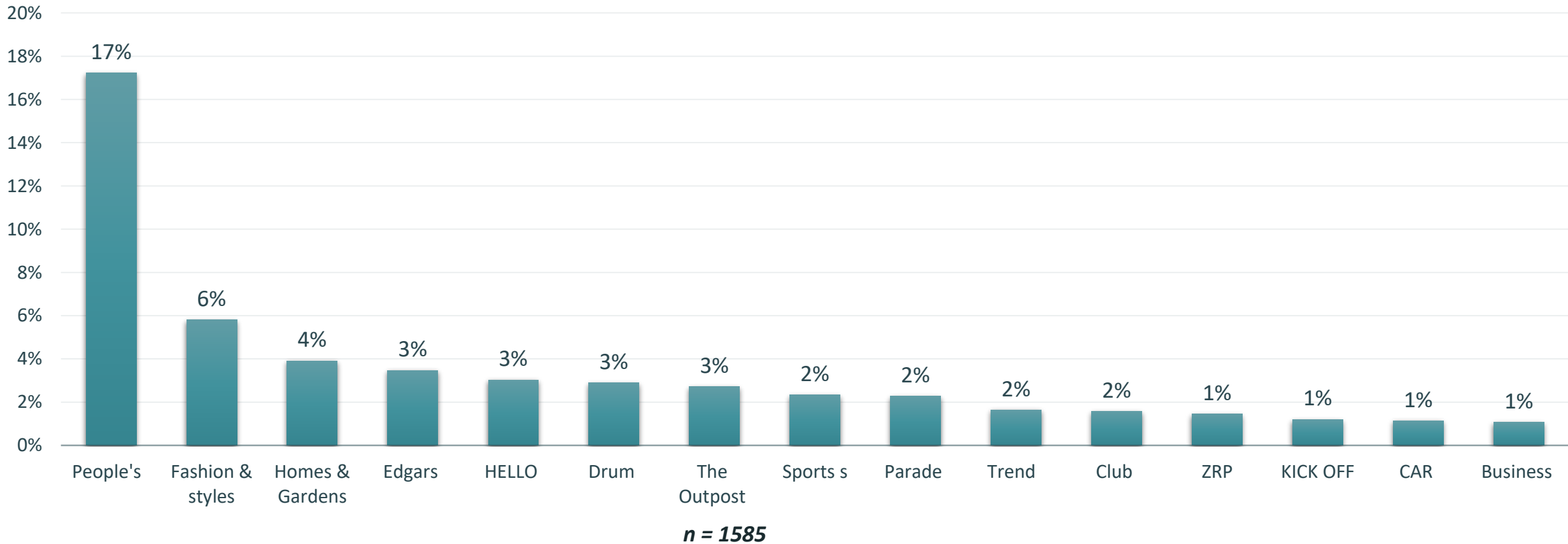


Newspapers Read: What newspapers do you read? Reply with names of the newspapers.

Top 15 Magazine Read

November 2019

Most of the respondents in Zimbabwe tend to have read the “People’s”, “Fashion & Styles” and “Homes & Gardens” magazines respectively in November 2019.



Magazines Read: What magazines do you read? Reply with names of the magazines.

Thank you!