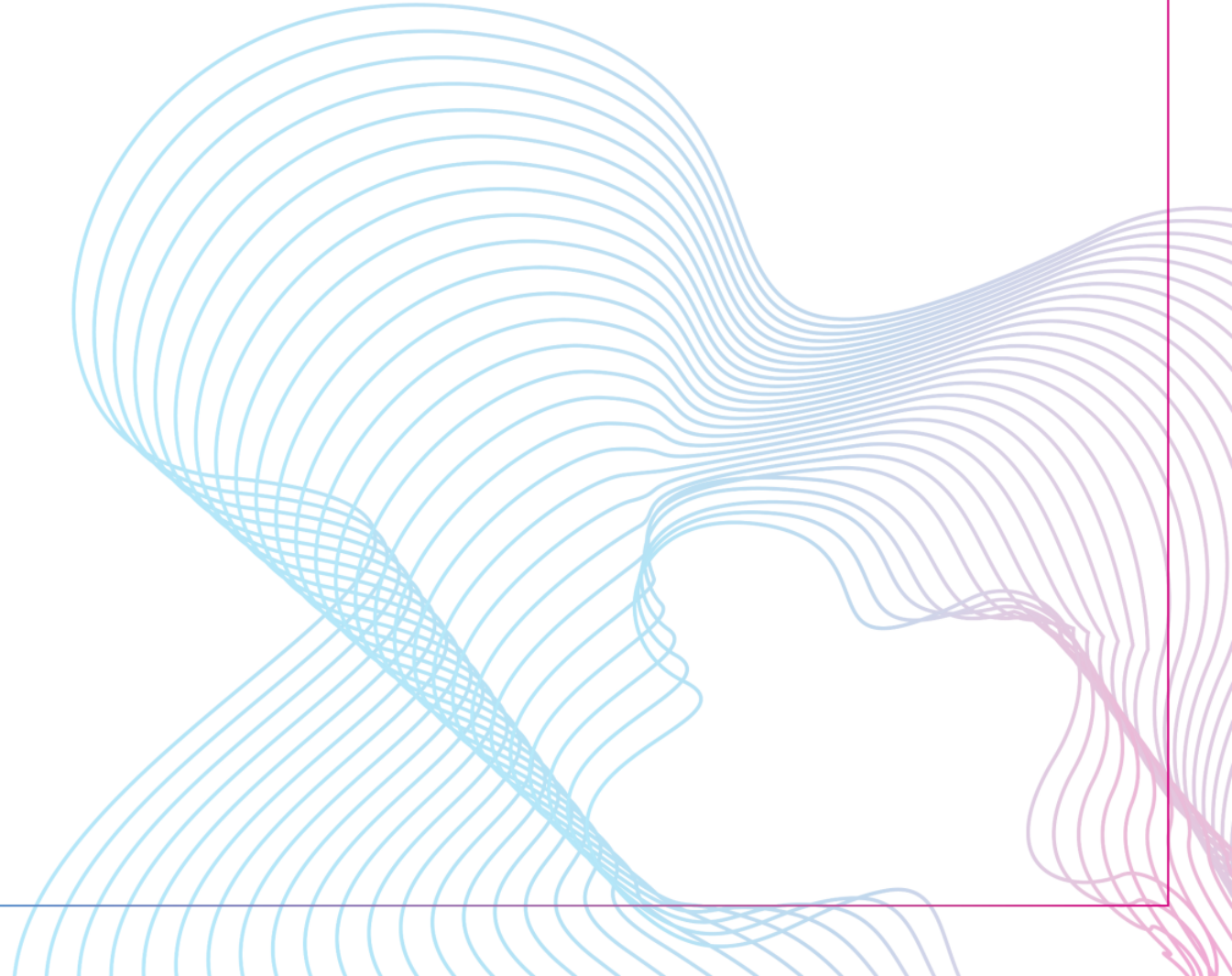




# MEDIA CONSUMPTION IN KYRGYZSTAN

December 19, 2023





## MAIN INITIATORS OF “MEDIA CONSUMPTION 9<sup>th</sup> WAVE”, NOVEMBER 2023



This research was conducted with support of the Media-K Internews project in the Kyrgyz Republic, funded by USAID in Kyrgyzstan. The content of the research is the independent work of the M-Vector company, and does not necessarily reflect the views of USAID or the US Government and their partner. This content does not reflect either the views of Internews or Freedom House.

# ABOUT M-VECTOR



Years in the market  
(since 1997)

**26**



Specialists  
on staff

**100+**



Projects  
completed

**1700+**

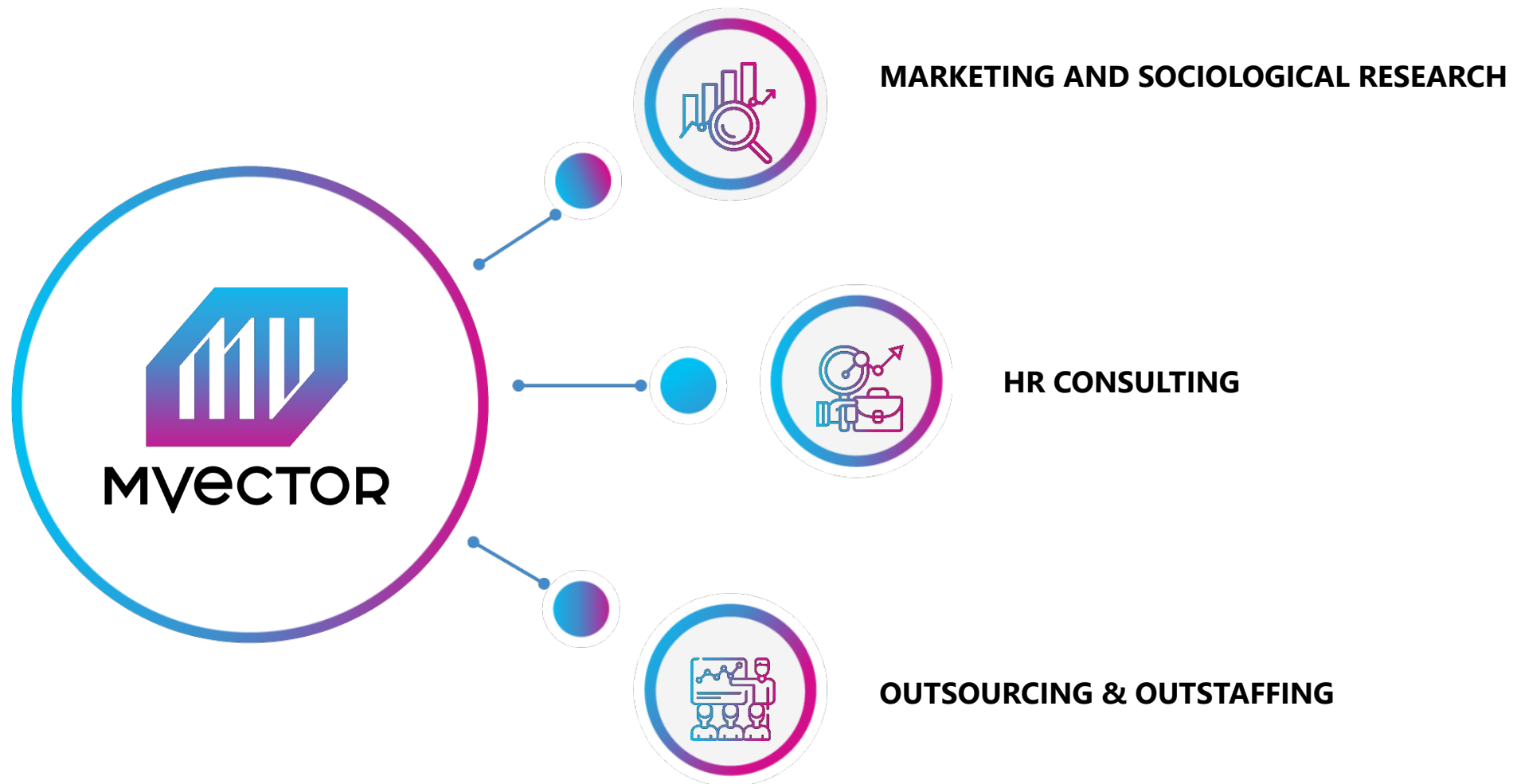
ДАННЫЕ  
ДЛЯ РОСТА



Fieldworkers

**800+**

# ABOUT THE COMPANY



# OUR GEOGRAPHY

## Offices and branches of the company:



### Canada:

- Toronto



### Kyrgyzstan:

- Bishkek
- Osh



### Uzbekistan:

- Tashkent



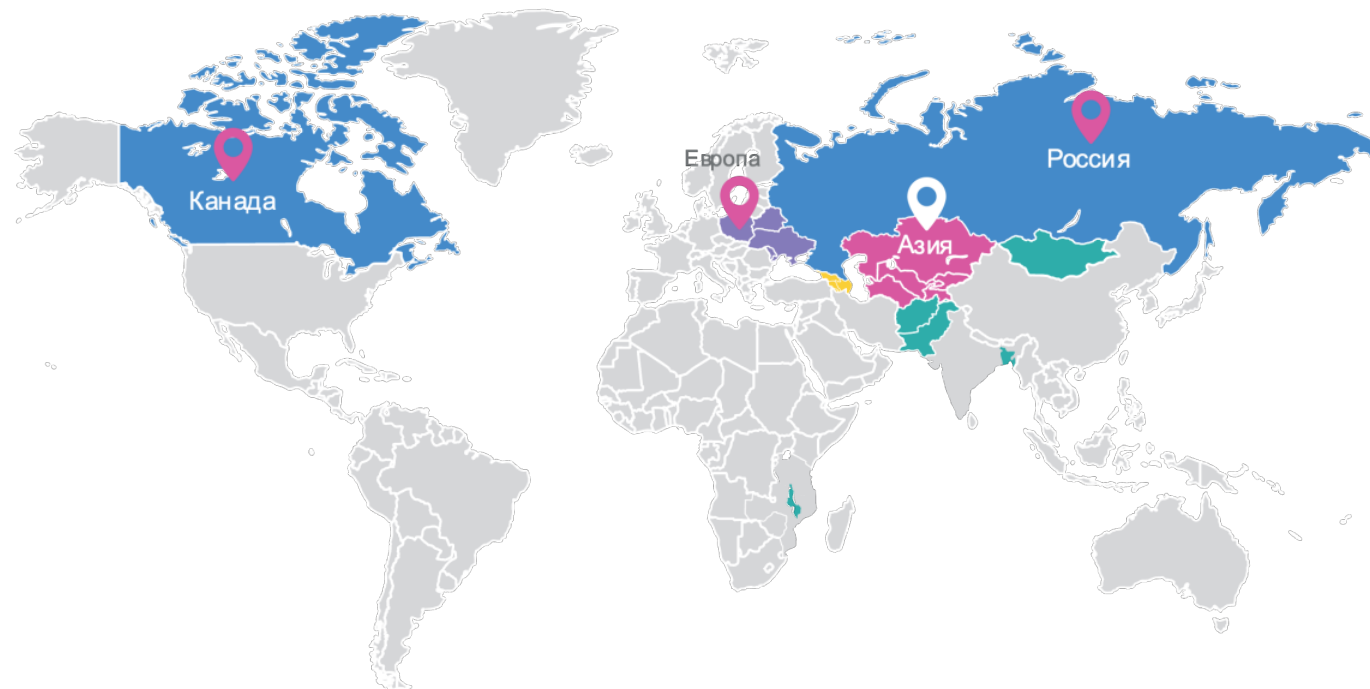
### Tajikistan:

- Dushanbe
- Khujand



### Kazakhstan

- Almaty



## Countries

Kyrgyzstan  
Tajikistan  
Kazakhstan  
Uzbekistan  
Turkmenistan

Russia  
Ukraine  
Belarus  
Moldova  
Poland

Azerbaijan  
Armenia  
Georgia  
Canada  
Mongolia

Pakistan  
Afghanistan  
Bangladesh  
Malawi

# HISTORY OF THE PROJECT



## MEDIA CONSUMPTION/PROJECT DESCRIPTION



Media research in Kyrgyz Republic is consistently conducted by M-Vector since 2011



Quantitative research across all country regions



Indicator estimation in media market



Trend analysis for TV, radio and internet

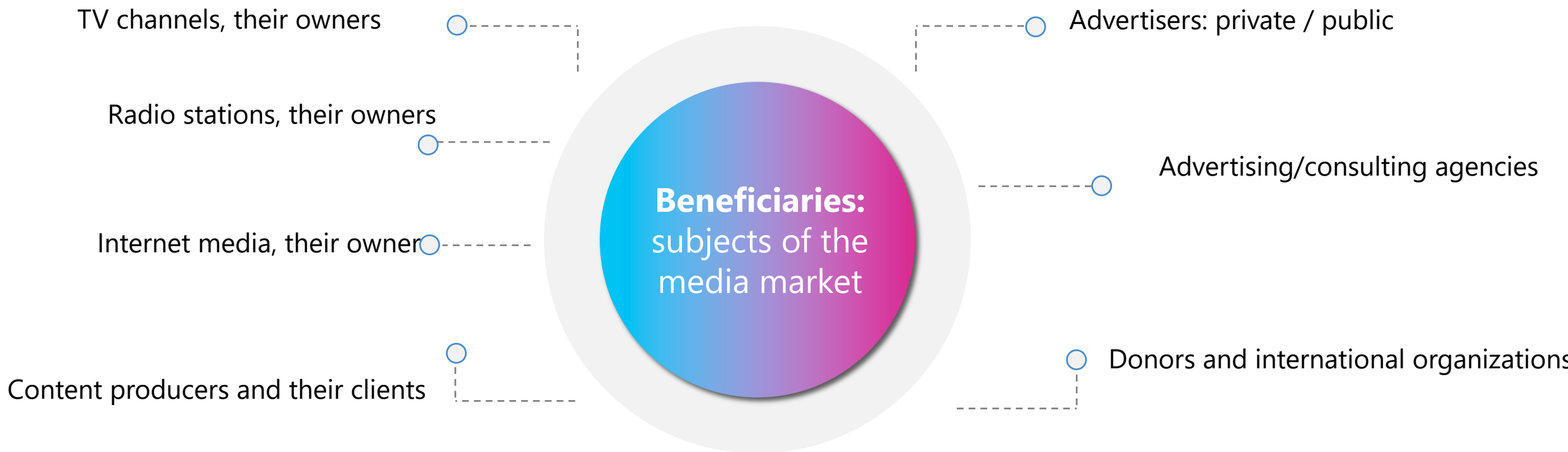
# GOALS AND OBJECTIVES OF THE PROJECT

## Primary goal:

Development of the local media market

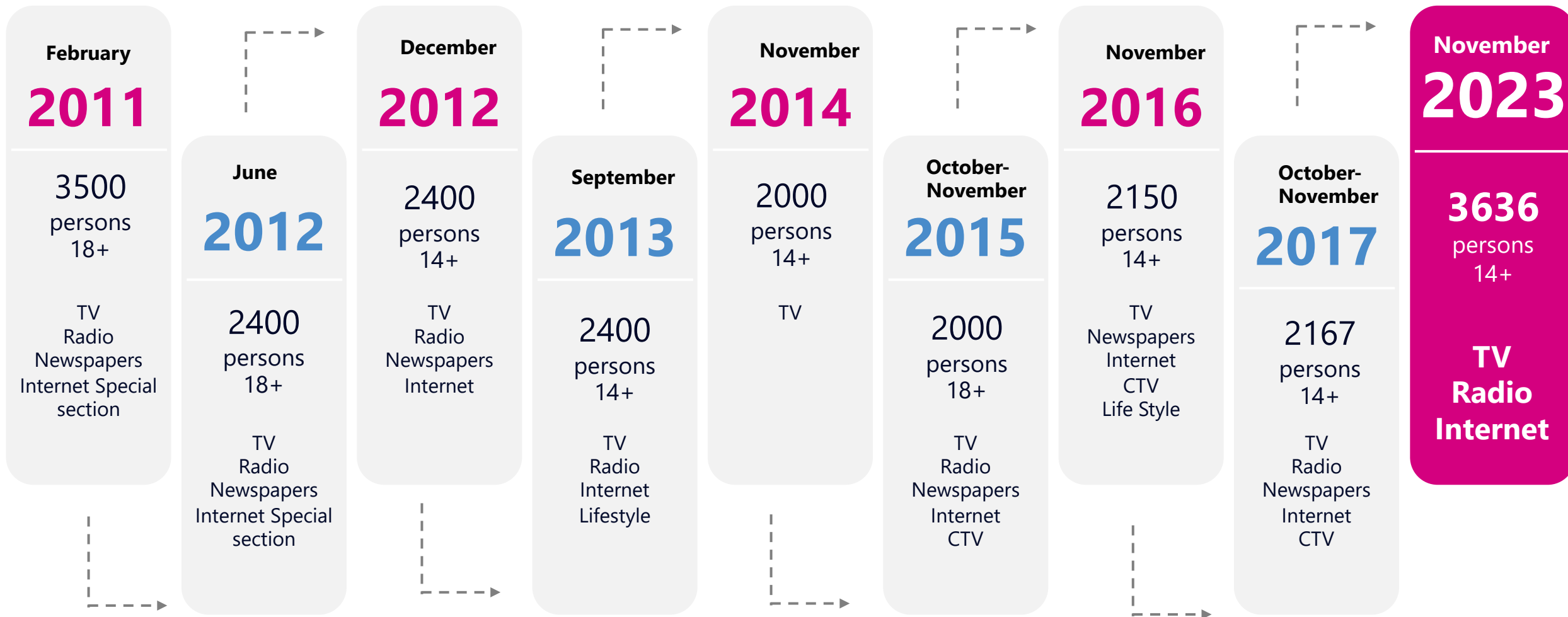
## Objectives:

Provide users with practical information for decision making on a regular basis





# MEDIA RESEARCH PROJECT CONDUCTED BY M-VECTOR



# METHODOLOGY



# METHODOLOGY



## Target audience

Population of the  
KR  
**14 and above**  
Men and women

!Survey languages: Kyrgyz,  
Russian, Uzbek



## Instruments

Semi-structured personal  
interviews on tablets  
through face-to-face  
method (TAPI)

Survey period:  
**November 13  
to November 26  
(2 weeks)**



## Results

Stratified  
random sample

Sample error  
**±1.6%** on the country  
level  
(±4.0%-5.7% on the  
regional level)



## Geography

**165**  
settlements across  
the whole country

Sample:  
**3,636**  
respondents

# ADVANTAGES OF CONDUCTING SURVEY ON TABLETS



Information obtained from regions using tablets is instantly stored on a common server database



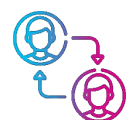
Human factor related to unintentional mistakes made while filling in questionnaires, is diminished



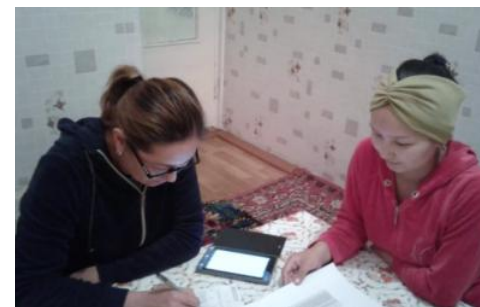
Interviewers do not have to carry a lot of papers with them



Geolocation of a survey can be detected through GPS



Interview audio records allow to control the quality of interviewers' work



## SAMPLE REPRESENTATIVENESS

In order to conduct a similar research survey in Uzbekistan and get valid data, it is enough to approach 1000 people aged 14+

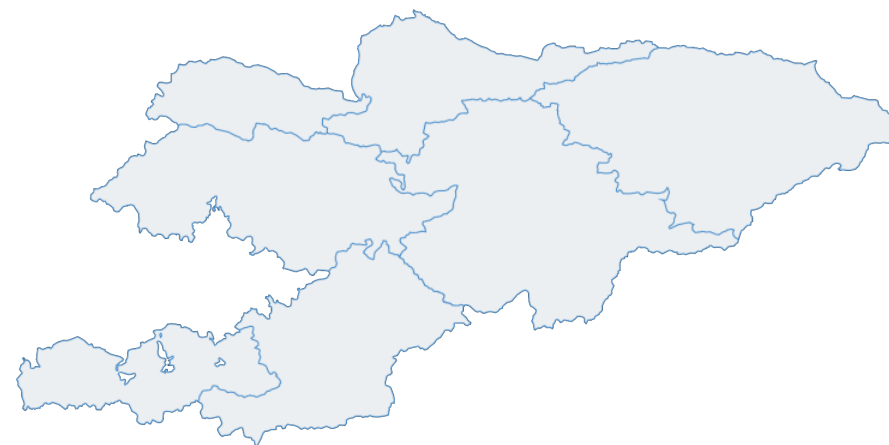
In the Kyrgyz Republic population size is significantly smaller, however the sample size 3,636 respondents aged 14+, which allows to obtain data with smaller error on the regional level

**Sample: 1000 persons**



**25.827 million**

**Sample: 3 636 persons**



**4.556 million**

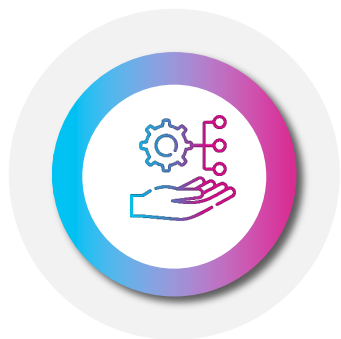
**Overall population  
(aged 14+)**

## PROBABILITY-PROPORTIONAL-TO-SIZE SAMPLE

To create the sample, the probability-proportional-to-size methodology was used, in which the primary sampling units – the settlements (PSUs) to be interviewed – are selected randomly from a single list of observation units with known non-zero probability (i.e. from the entire list of settlements in Kyrgyzstan). The advantages of the method over the simple random sampling approach become obvious if the PSUs are not equal in size. Some PSUs may be very small (10 households), while others are large (1,000 households) or very large (more than 1,000 households). In such conditions, a simple random sample will not distinguish between them, and all PSUs will have the same probability of being selected.

- The totality is stratified
- Inside the stratum, a sample is formed via the PPS method
- Each stratum is represented in the sample with a certain number of regions
- Each element belongs to one stratum
- The strata cover all segments of the totality
- The likelihood for an element to be selected is different for each stratum

# RESPONDENT SELECTION METHODOLOGY



## Settlement selection

Random selection of settlements in strata with the PPS method



## Household selection

Route sample – step-by-step per households



## Respondent selection

Kish grid: random selection of respondent within household

# SETTLEMENT SELECTION METHODOLOGY

At the first stage, the country was divided into strata based on administrative division, by oblasts and types of settlement (town/village). Then, within each stratum (urban or rural population of a certain region), towns and villages were randomly selected using the PPS method. Towns were selected randomly according to the population size of each settlement. For each village, 15 randomly selected households were assigned to be interviewed; hence, the number of settlements within a stratum (rural population of a particular area) was counted as the total N of the sample divided by 15. In the selected towns, the sample was distributed by electoral districts.

Region		Population	%	Number of respondents	sample bias %
1	Bishkek	768,644	17%	606	±4%
2	Osh	218,509	5%	305	±5.6%
3	Chui region	683,707	15%	501	±4.4%
4	Talas region	182,528	4%	300	±5.7%
5	Issyk-Kul region	353,294	8%	304	±5.6%
6	Batken region	363,073	8%	307	±5.6%
7	Jalal-Abad region	856,321	19%	506	±4.4%
8	Osh region	928,223	20%	503	±4.4%
9	Naryn region	201,921	4%	304	±5.6%
<b>Total</b>		<b>4,556,220</b>	<b>100%</b>	<b>3636</b>	<b>±1.6%</b>

Type of settlement	Population	%	Number of respondents	Number of settlements		
				Nat. Stat. Comm.	Sample	
1	City	1,581,068	35%	1398	32	18
2	Village	2,975,152	65%	2238	1963	147*
<b>Total</b>		<b>4,556,220</b>	<b>100%</b>	<b>3636</b>	<b>1,995</b>	<b>165</b>

\* The sample also includes 34 remote/hard-to-reach villages



## HOUSEHOLD SELECTION METHODOLOGY

Each survey point (settlement) of the study region was **divided into a certain number of localities**. A strictly defined number of respondents was interviewed in each randomly selected locality in urban areas and in all localities in rural areas.

### Route sampling design:

1. Each interviewer is given a **starting point of the survey**: a randomly selected street, a house in the interviewer's survey area.
2. In the given survey area, a street intersection and house number **from which to start the survey is randomly selected**; one can start with a school or other government facility.
3. In each house, the interviewer begins with the first apartment or, in detached house districts, with the second house. The sampling is then done in **N = 5 increments for apartment houses** after a successful interview and **N = 3 increments for detached houses** after a successful interview (i.e. in the case of the private sector, the interviewer knocks on every third house for an interview or "jumps over two roofs") after the first success.



4. If the previous interview yielded **no results** (digital security lock, nobody home, refused to answer), the interviewer moves to the next household.



# HOUSEHOLD SELECTION METHODOLOGY — APARTMENT HOUSES

Selection of house, entrance, apartment

## Pattern and increment in apartment houses

In the selected entrance hall, the walk-around starts from the first floor; then, as the interviewers move up, they call every fifth apartment to obtain a **successful interview**. If rejected in the first apartment, the interviewer moves to the next apartment until a productive interview is obtained. After obtaining a productive interview, the interviewer continues with  $n+5$  step. No more than three productive interviews per apartment house are carried out..

- - *refusal*
- - *skip*
- - *successful interview*



*Each interviewer enters the starting point in their itinerary (i.e. writes down the street name, house number, apartment number), and notes the status for each household visited: "interview conducted", "refused", "nobody home", etc.*

# METHODOLOGY OF RESPONDENT SELECTION IN HOUSEHOLD – KISH GRID

**Kish grid** is a method of selecting household members for interviewing that utilizes a pre-determined random numbers chart to select the interviewee.

**Пример:**

В домохозяйстве проживает 6 человек:  
 Дедушка, Петр Алексеевич, 67 лет  
 Бабушка, Наталья Владимировна, 63 года  
 Мать, Ольга Петровна, 37 лет  
 Отец, Владимир Николаевич, 40 лет  
 Дочь, Марина, 16 лет  
 Сын, Алексей, 13 лет

**SURVEY NO. 153**

В данном случае Вы должны заполнить таблицу следующим образом:

№	Имя	возраст	ПОЛ	
			Муж.	Жен.
1	Петр Алексеевич	67	1	2
2	Наталья Владимировна	63	1	2
3	Владимир Николаевич	40	1	2
4	Ольга Петровна	37	1	2
5			1	2
6			1	2
7			1	2
8			1	2
9			1	2
10			1	2
11			1	2
12			1	2

302  
305

1. All household members are listed, from the oldest to the youngest (without stratification by gender).
2. In the leftmost column of the table, circle the number of household members: in our case, **4**
3. The intersection of the lines gives the number of the household member to interview: in our case, **3**

**We use a Kish grid pre-programmed in the tablet in order to avoid data entry errors or adulteration.**

Л.4. ТАБЛИЦА ДЛЯ ВЫБОРА ЧЕЛОВЕКА, С КОТОРЫМ БУДЕТ ПРОВОДИТЬСЯ ОПРОС  
KISH GRID

№	Ф.И.О	Муж	Жен	Возраст	1	2	3	4	5	6	7	8	9	0
1		1	2		1	1	3	1	1	1	1	1	1	1
2		1	2		2	1	3	1	2	1	2	1	2	1
3		1	2		1	2	3	1	2	3	1	2	3	1
4		1	2		1	2	3	4	1	2	3	4	1	2
5		1	2		4	5	1	2	3	4	5	1	2	3
6		1	2		4	5	6	1	2	3	4	5	6	1
7		1	2		3	4	5	6	7	1	2	3	4	5
8		1	2		3	4	5	6	7	8	1	2	3	4
9		1	2		2	3	4	5	6	7	8	9	1	2
10		1	2		1	2	3	4	5	6	7	8	9	10
11		1	2		2	3	4	5	6	7	8	9	10	11
12		1	2		3	4	5	6	7	8	9	10	11	12
13		1	2		4	5	6	7	8	9	10	11	12	13
14		1	2		5	6	7	8	9	10	11	12	13	14

**! If the target respondent was not at home, the household was visited again (up to 3 times) at an agreed time. If the selected respondent was not reached, the household was replaced entirely.**

**THIS METHOD ALLOWS TO AVOID BIASES DUE TO THE FACT THAT CERTAIN STRATA OF THE POPULATION ARE AT HOME MORE OFTEN OR ARE MORE WILLING TO TAKE PART IN SURVEYS**

# SAMPLE GEOGRAPHY



# QUALITY CONTROL



**TRAININGS** for interviewers and supervisors



**100%** GPS control



**100%** control on completeness, transition, logic.



**20%** verification control through **audio recording audition**



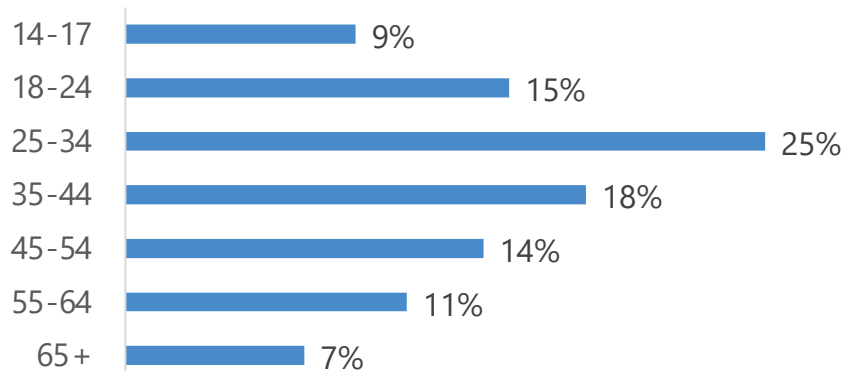
**30%** verification control through **phone calls**

# PROFILES OF THE RESPONDENTS

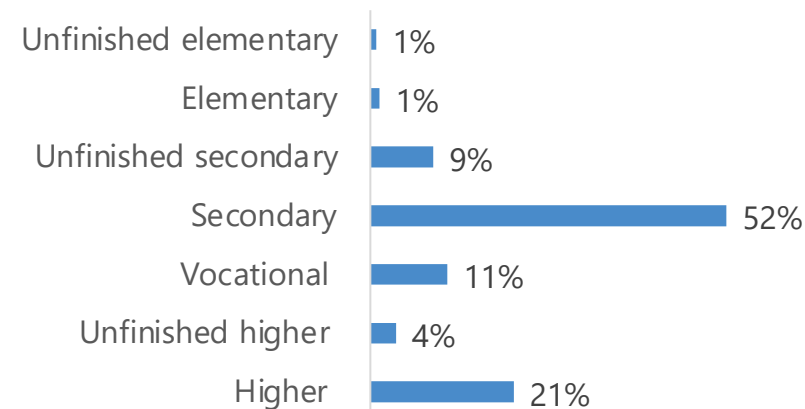


# PROFILE OF THE RESPONDENTS

AGE. N=3636



EDUCATION LEVEL. N=3636

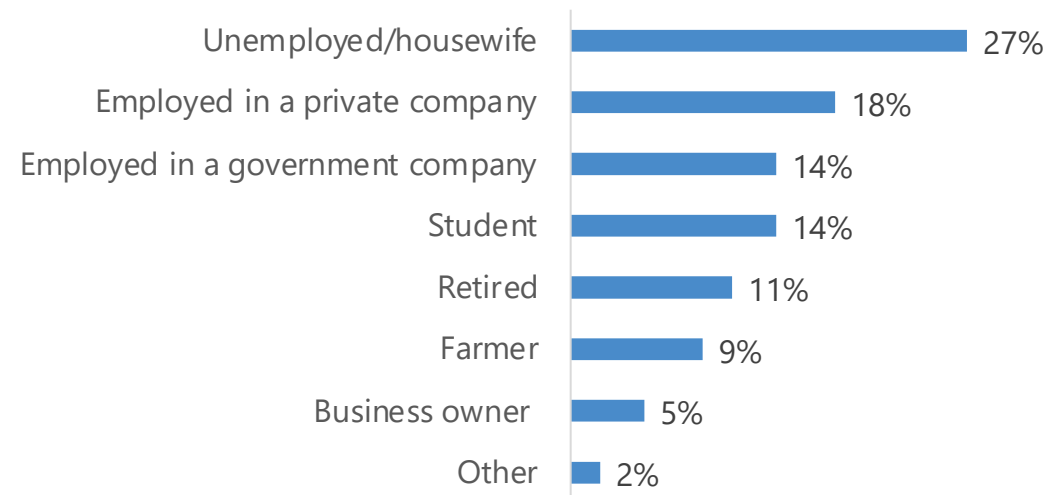


49%

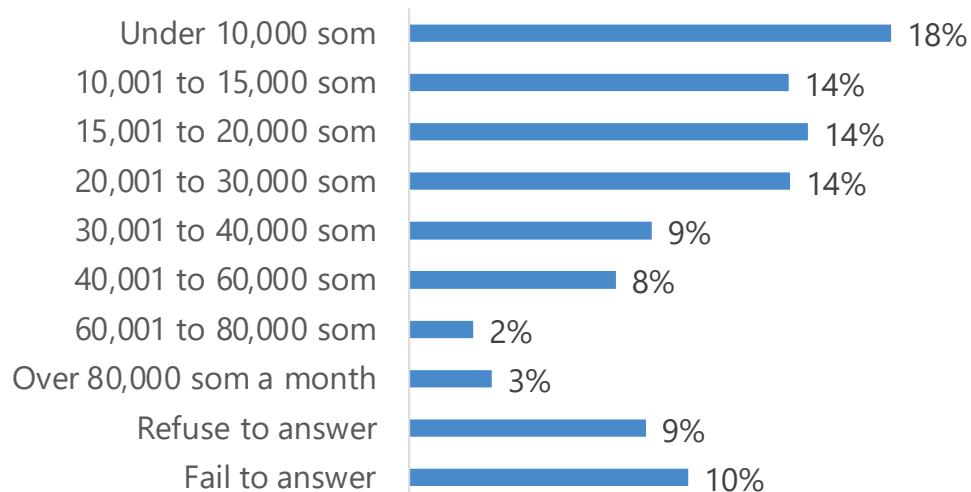


51%

TYPE OF EMPLOYMENT. N=3636

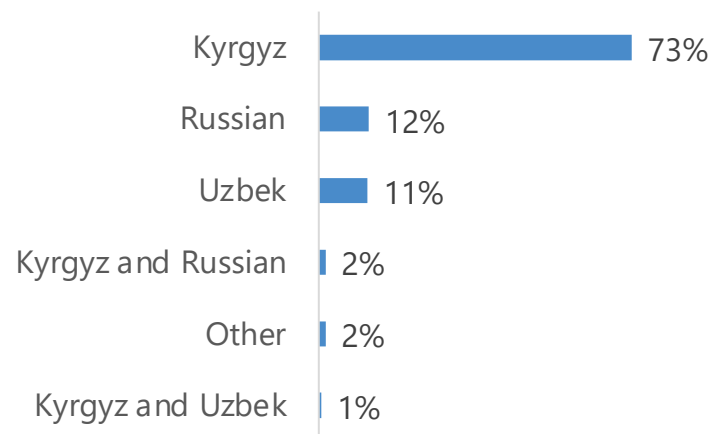


HOUSEHOLD INCOME LEVEL. N=3636

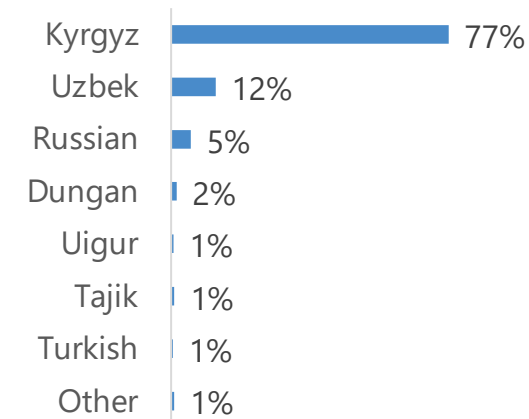


# RESPONDENT PROFILE

WHAT LANGUAGE DO YOU USUALLY SPEAK AT HOME? N=3636



NATIONALITY. N=3636

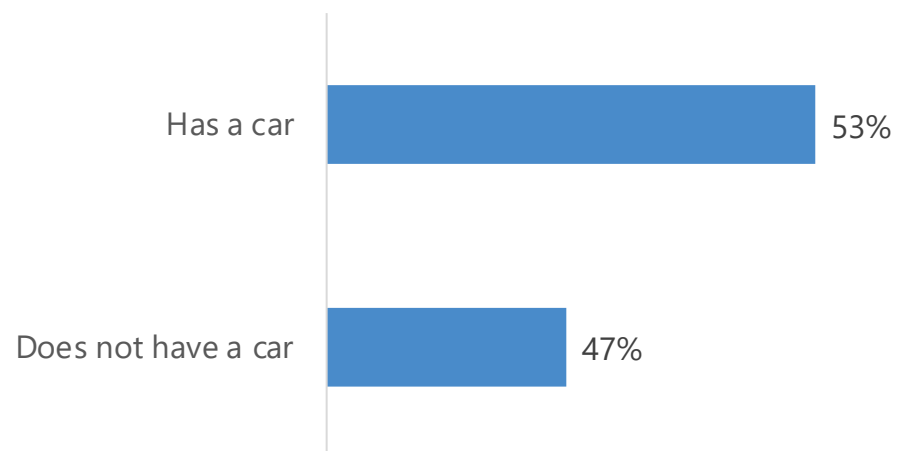


65%

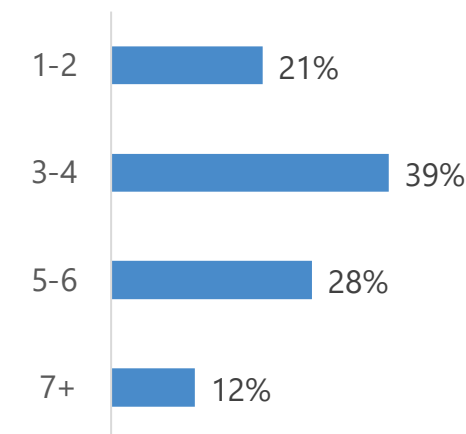


35%

PRESENCE OF A CAR IN HOUSEHOLD. N=3636

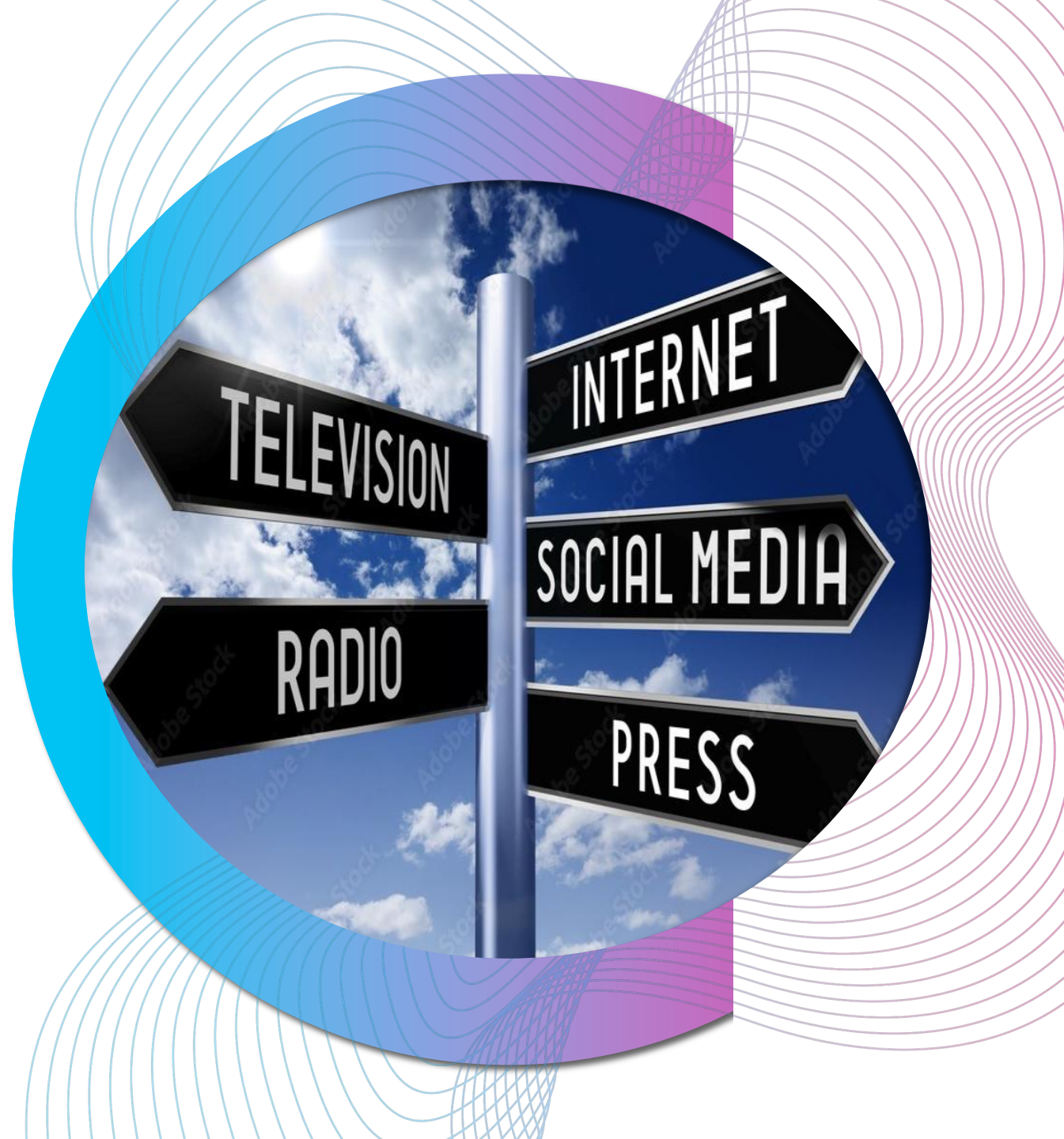


NUMBER OF HOUSEHOLD MEMBERS INCLUDING CHILDREN UNDER 14. N=3636





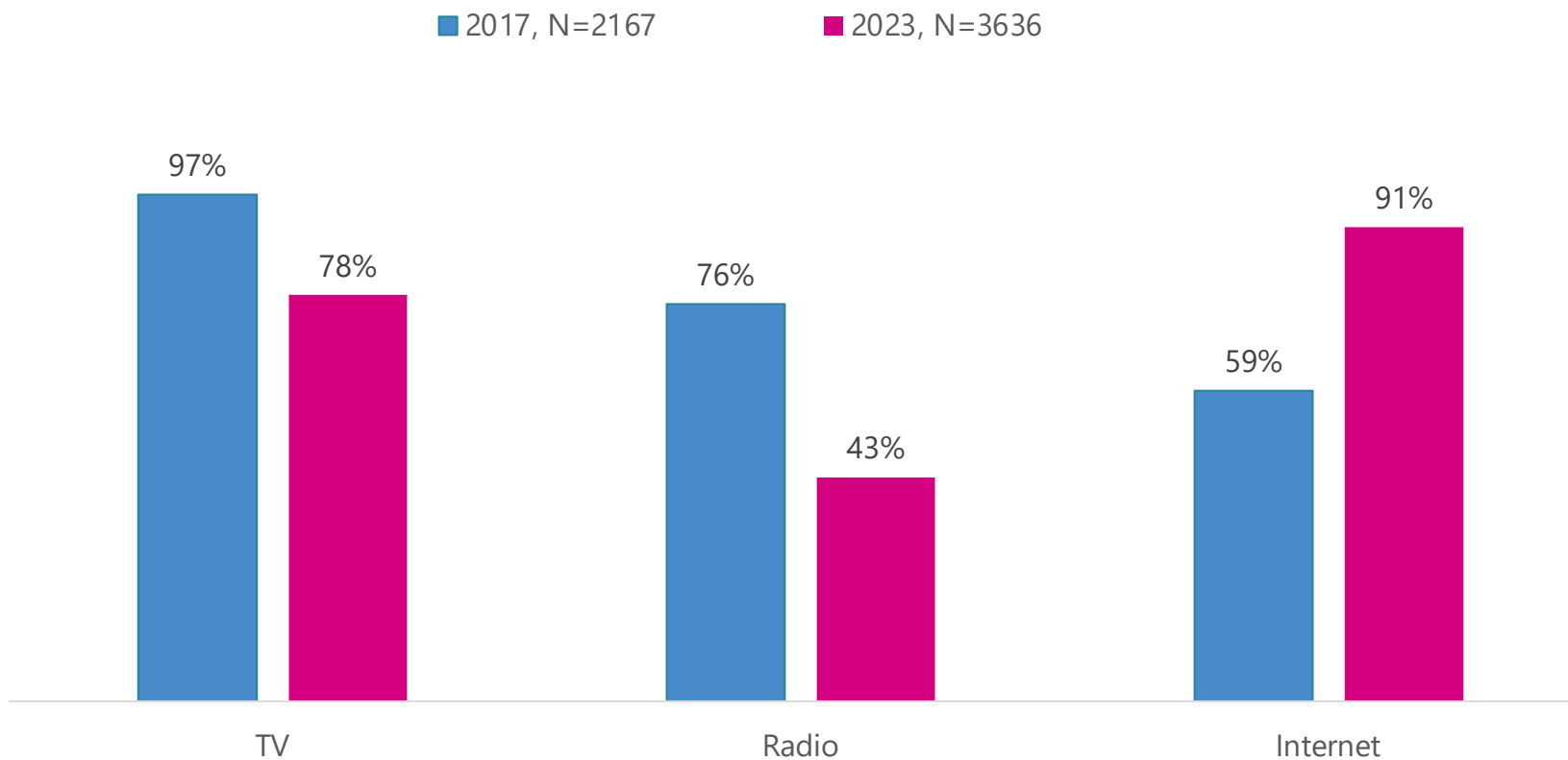
# PENETRATION LEVEL



# PENETRATION LEVEL (PAST 6 MONTHS)

- Did you watch TV for at least 5 minutes over the past 6 months?
- Have you listened to radio for at least 5 minutes over the past 6 months, no matter how often and where? (in buses, in the car, at home, at work, using a radio, a cellphone, or online)?
- Do you use the internet?

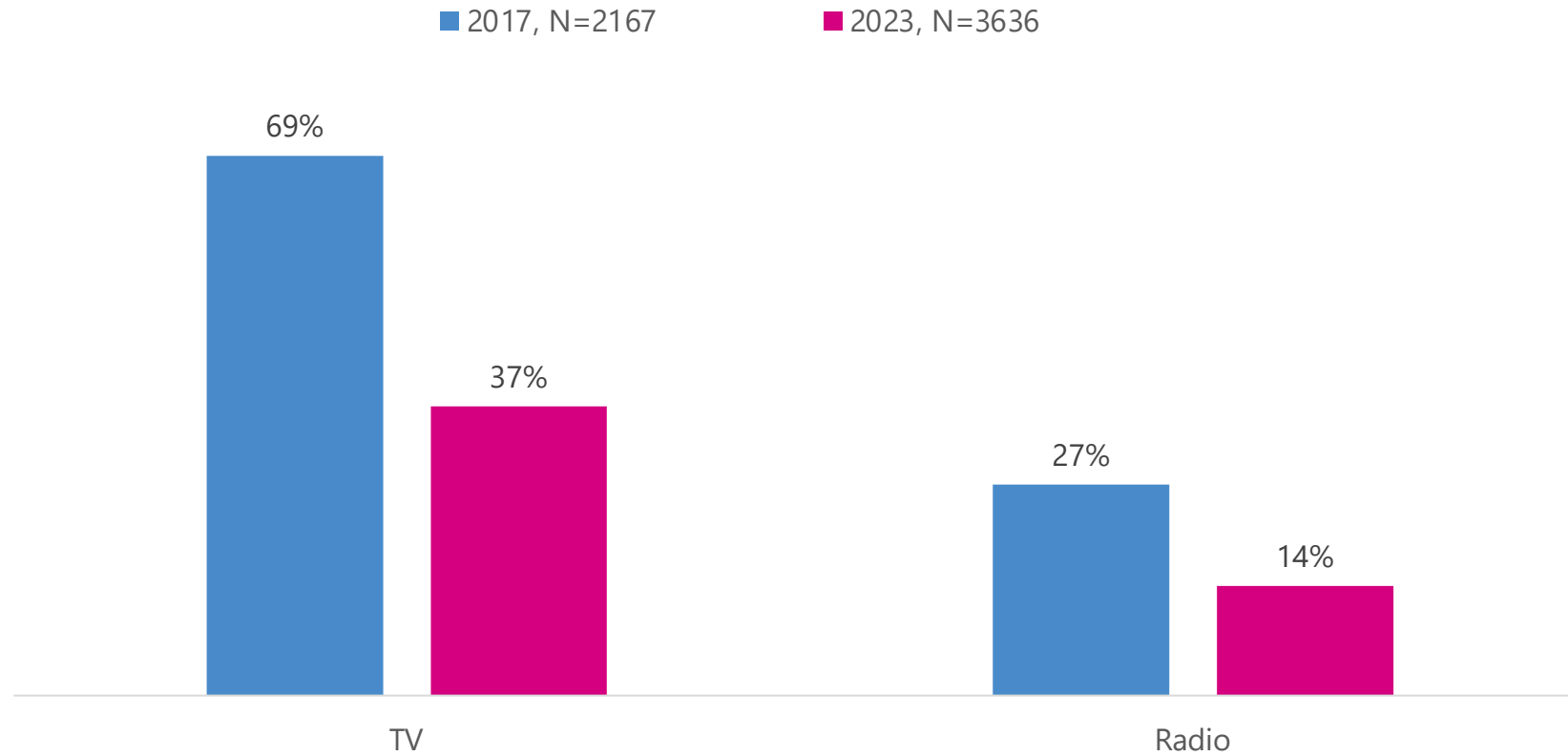
## USAGE OF TV, INTERNET, RADIO IN THE P6M



# PENETRATION LEVEL (ACTIVE AUDIENCE)

- *Did you watch TV channels yesterday through any device: TV, phone, tablet, PC, laptop?*
- *Did you listen to radio yesterday in your region/oblast for at least 5 minutes? (in buses, in the car, at home, at work, using a radio, a cellphone, or online)?*

## ACTIVE TV AND RADIO CONSUMERS

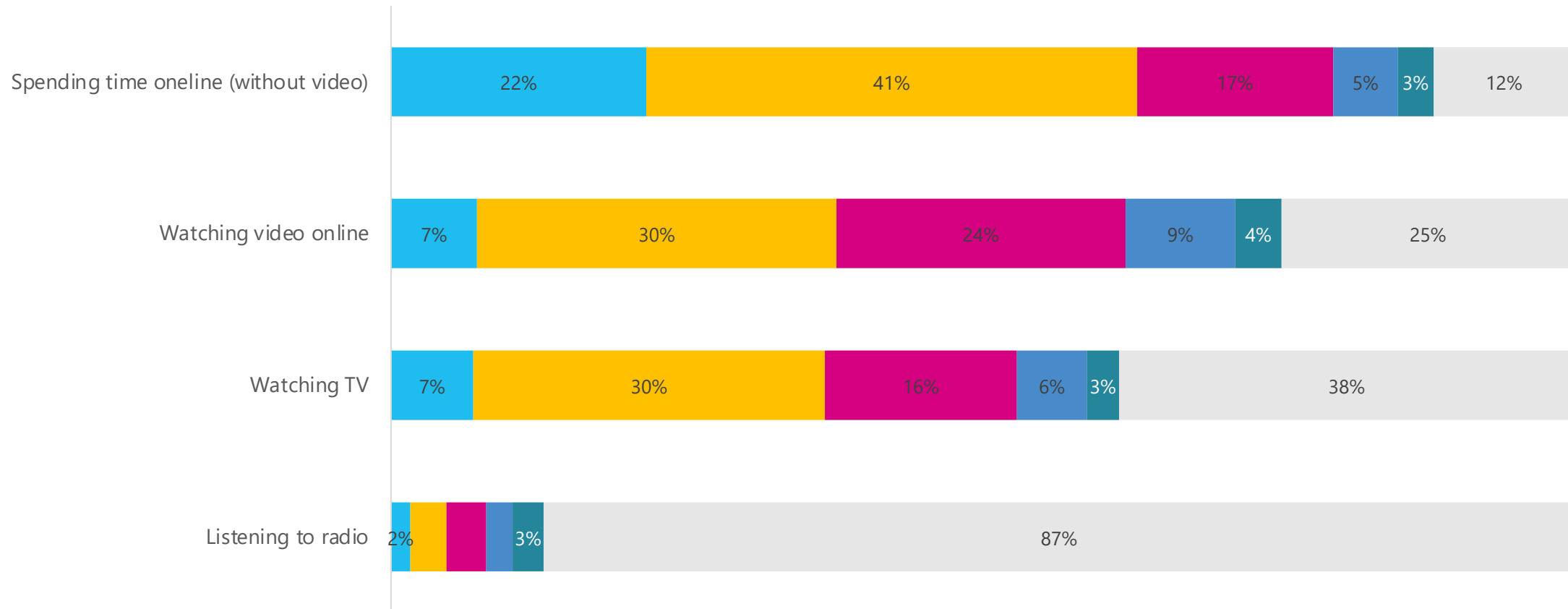


# DURATION OF USE

Please remember, how many hours over the past week have you spent ... ?

## DURATION OF TV, RADIO, INTERNET USE OVER THE PAST WEEK, N=3636

>5 h   2-5 h   1-2 h   0,5-1 h   <0,5 ч   Не смотрели/не слушали

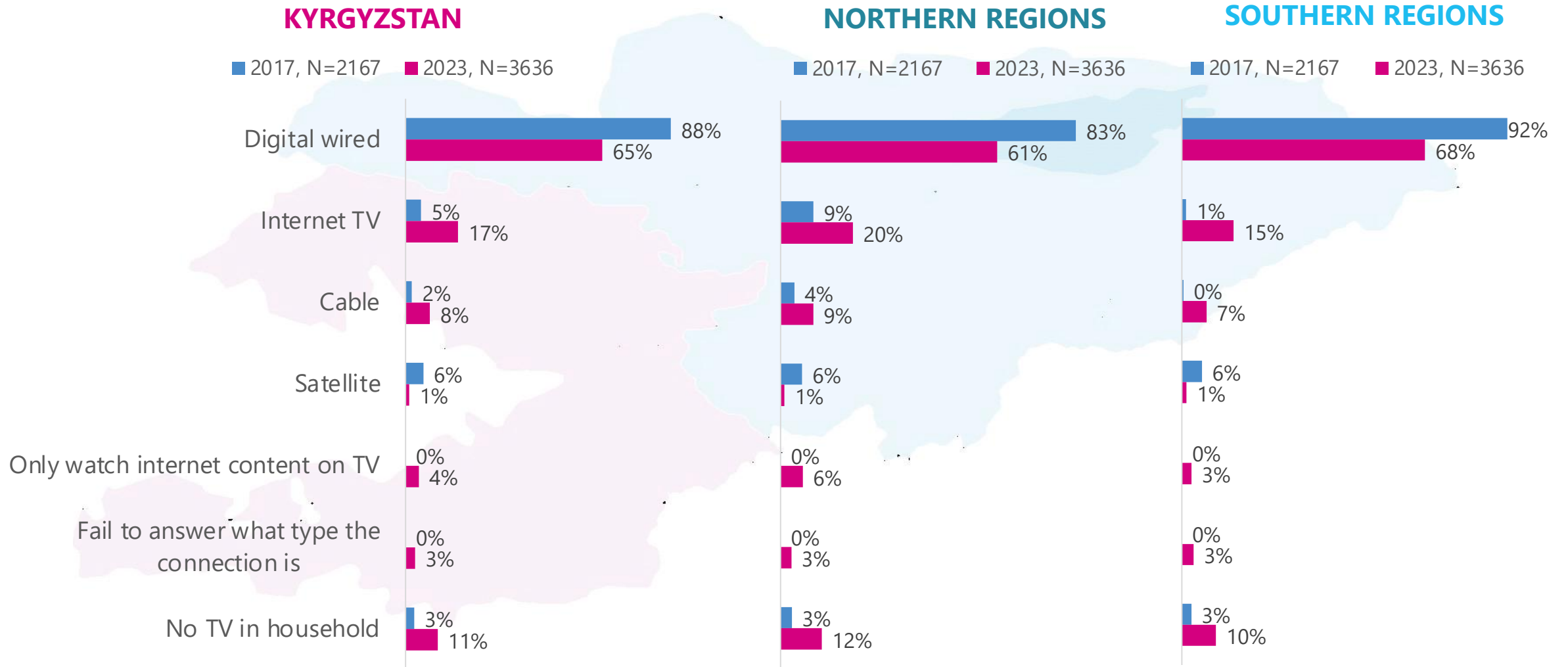


# TELEVISION



# CONNECTION TYPE

CQ1. What type of TV do you have access to at home?



Northern regions: Bishkek, Chui region, Talas region, Issyk-Kul region, Naryn region.  
 Southern regions: Osh, Osh region, Jalal-Abad region, Batken region.

\* Multiple answers can be given

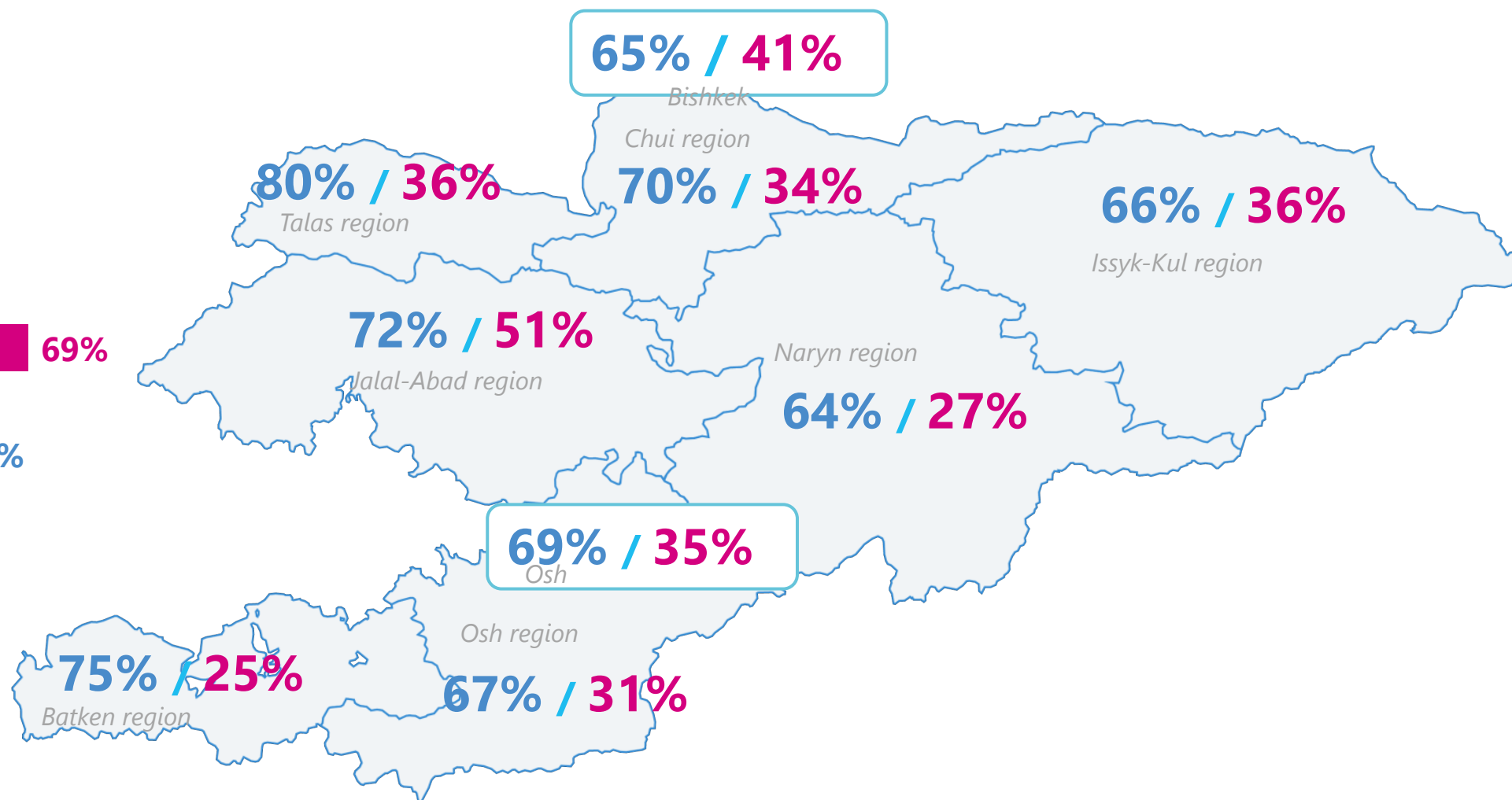
# DISTRIBUTION OF ACTIVE VIEWERS BY REGION

## ACTIVE TV VIEWERS, KYRGYZSTAN

2017, N=2167



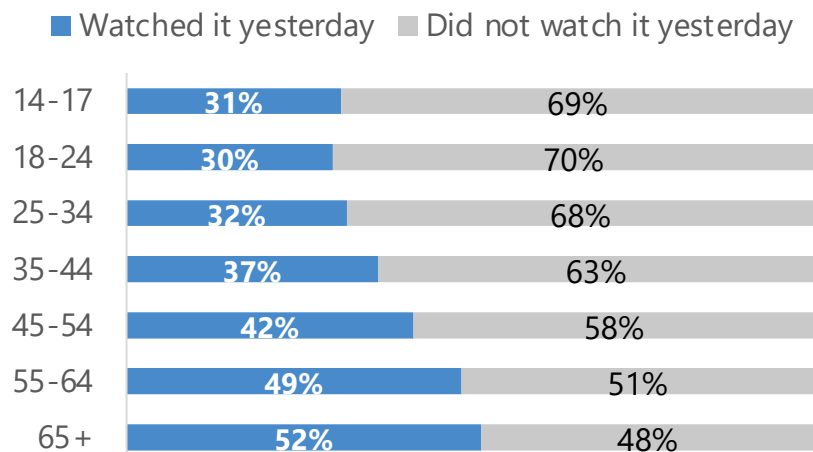
2023, N=3636



Q3 Did you watch TV channels yesterday through any device: TV set, phone, tablet, PC, laptop?

# ACTIVE TV AUDIENCE PROFILE

AGE, N=3636



**37%** of the Kyrgyzstan population aged 14+ watched TV a day before the survey (active TV audience)

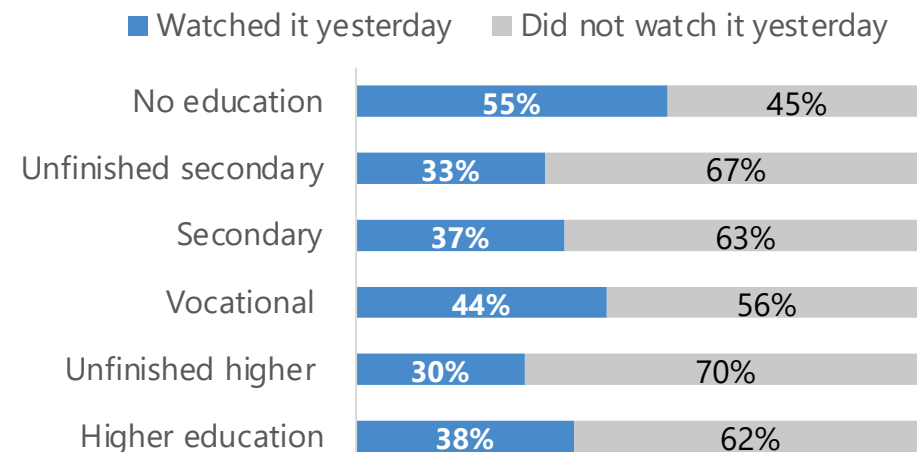


**37%**  
N=1778

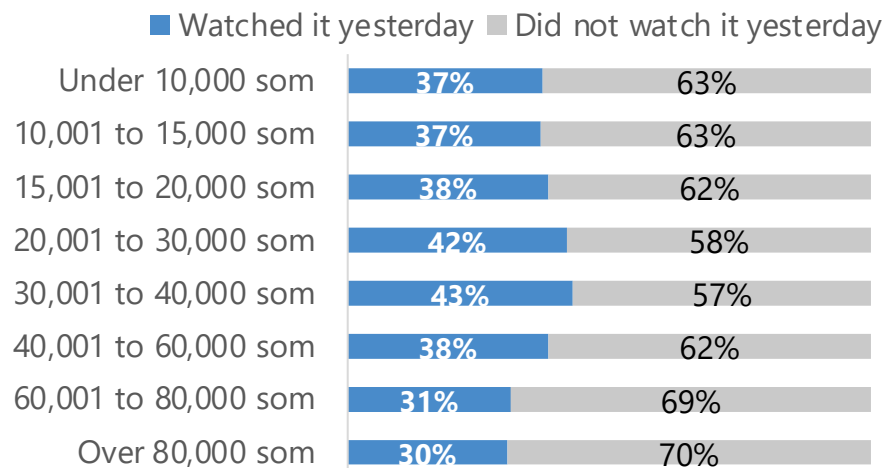


**37%**  
N=1858

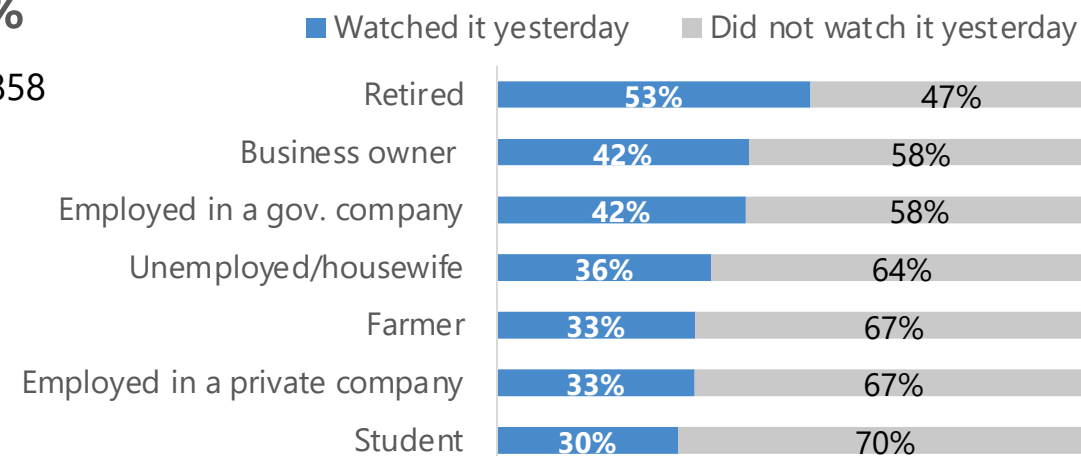
EDUCATION LEVEL, N=3636



HOUSEHOLD INCOME LEVEL, N = 3636



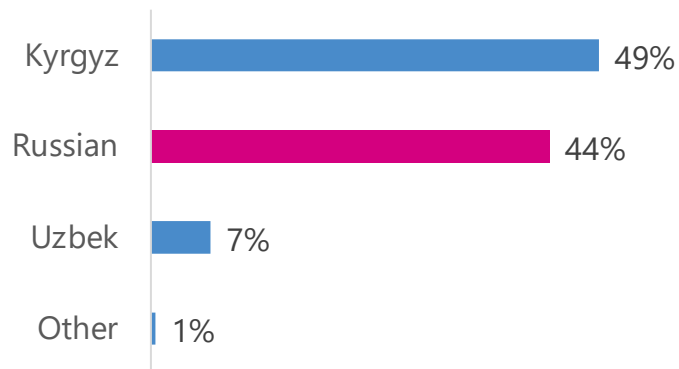
TYPE OF EMPLOYMENT, N=3636



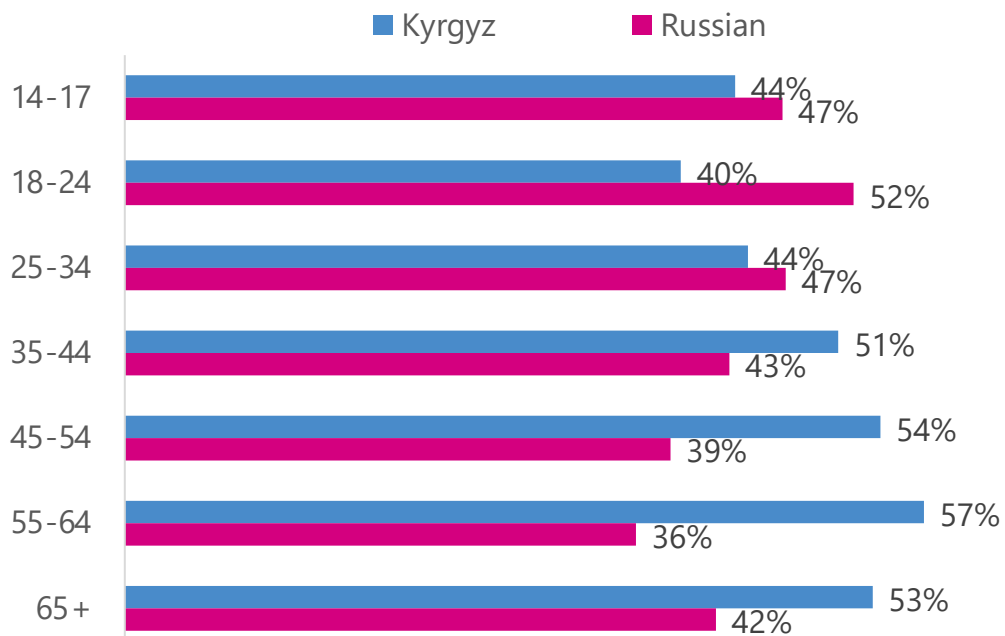


# PREFERRED TV VIEWING LANGUAGE AMONG THE ACTIVE AUDIENCE

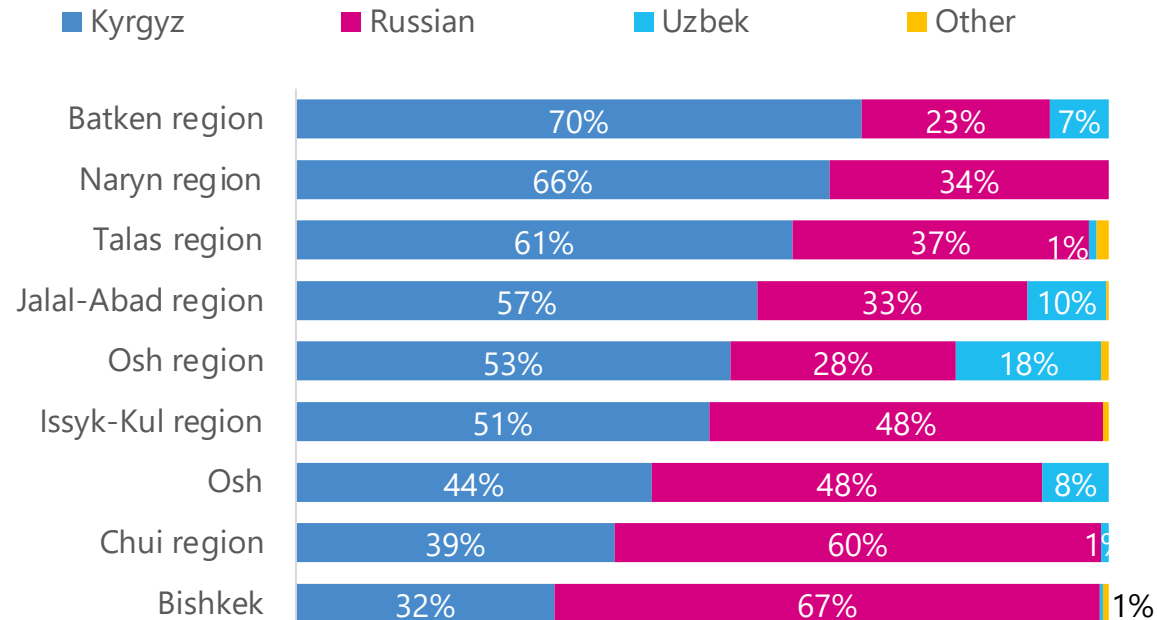
PREFERRED TV VIEWING LANGUAGE, n=1348



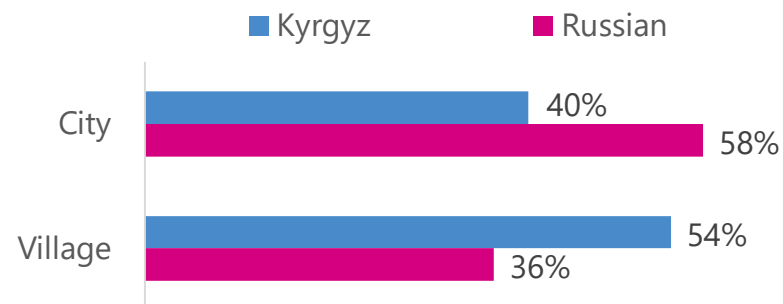
AGE, n=1348



REGION, n=1348

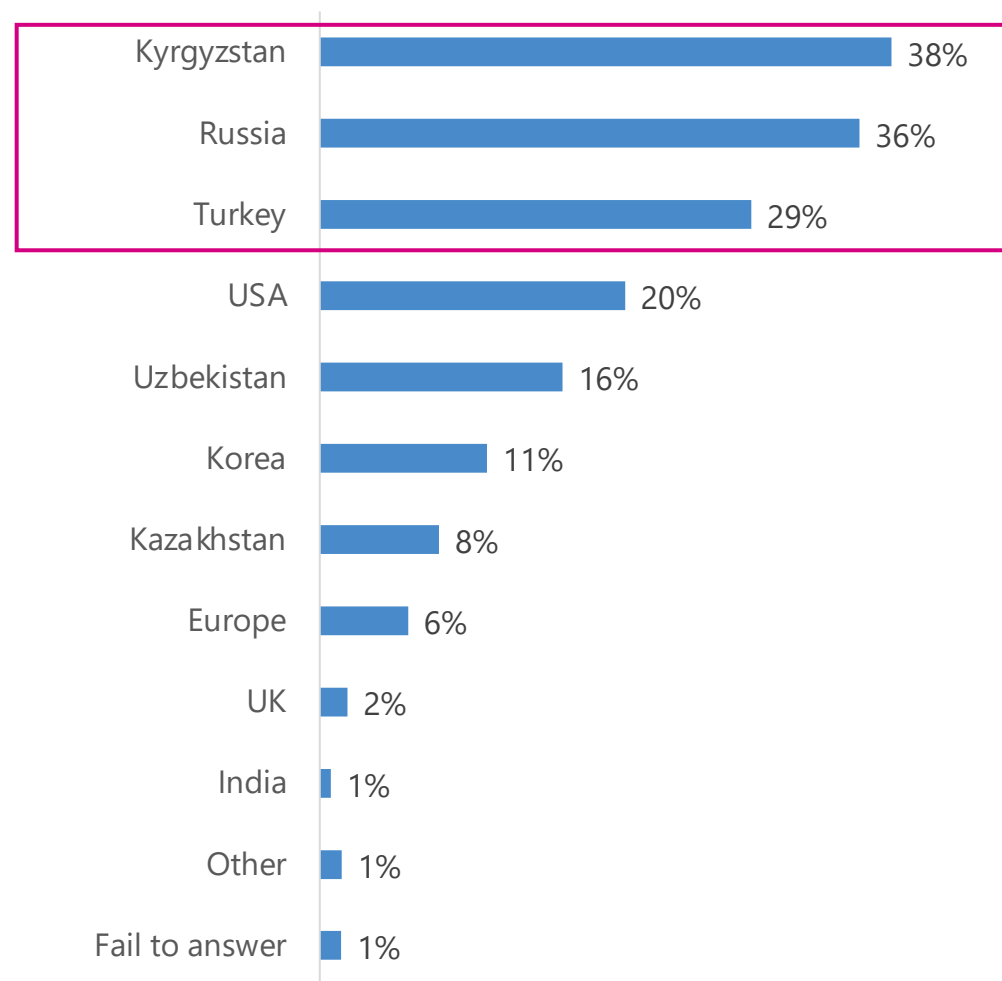


TYPE OF SETTLEMENT, n = 1348

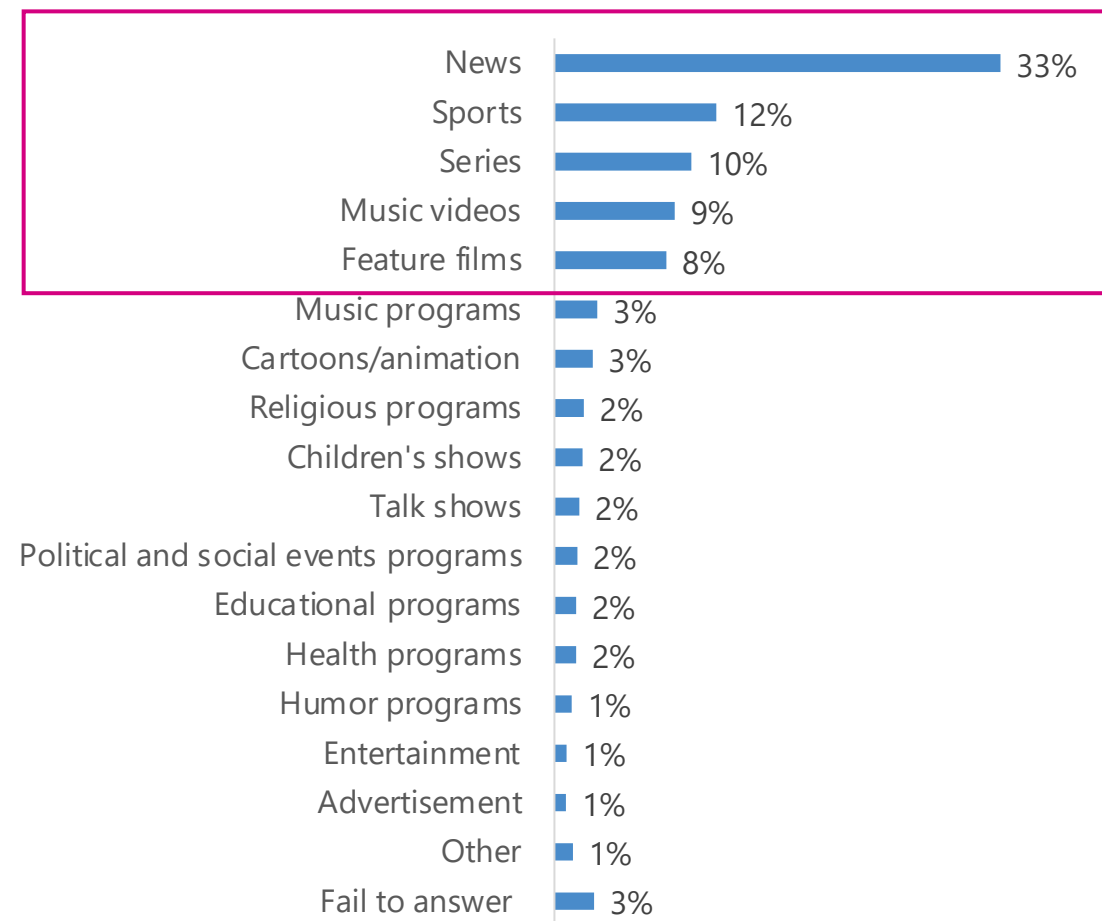


# PREFERRED TV CONTENT

PREFERRED COUNTRIES OF MOVIE/SERIES PRODUCTION,  
SEVERAL ANSWERS CAN BE GIVEN, N=3636



FAVORITE TYPE OF TV PROGRAM, N=3636



# TV MEDIA INDICATORS

## ACTIVE TV VIEWERS

Viewers who watched TV the day before (for at least 5 minutes)

## AVERAGE DAILY REACH (ADR)

Average number of viewers watching a TV channel daily (for at least 5 minutes the day before)

## AVERAGE WEEKLY REACH (AWR)

Average share of weekly TV audience, share of people watching TV channel at least once a week

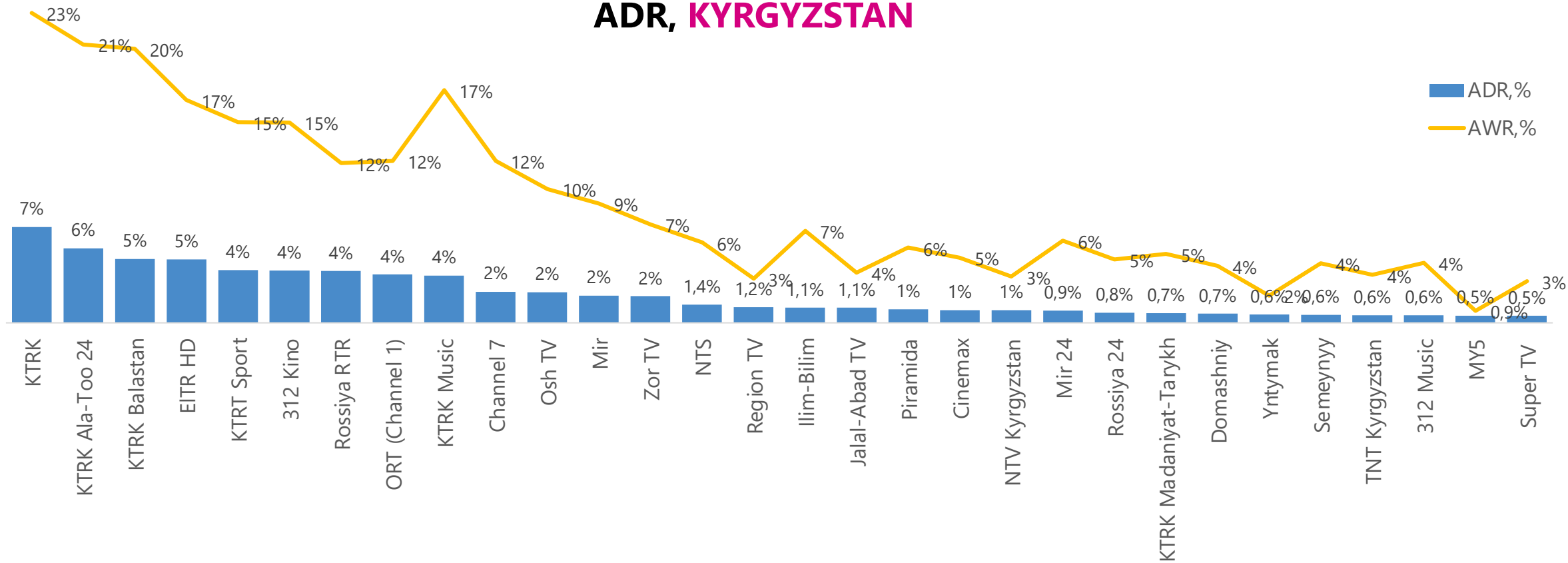
## SHARE

Share of watching a specific TV channel from the total amount of daily TV viewing time by all viewers

## RATINGS

Share of the population watching TV channels in a specific time slot

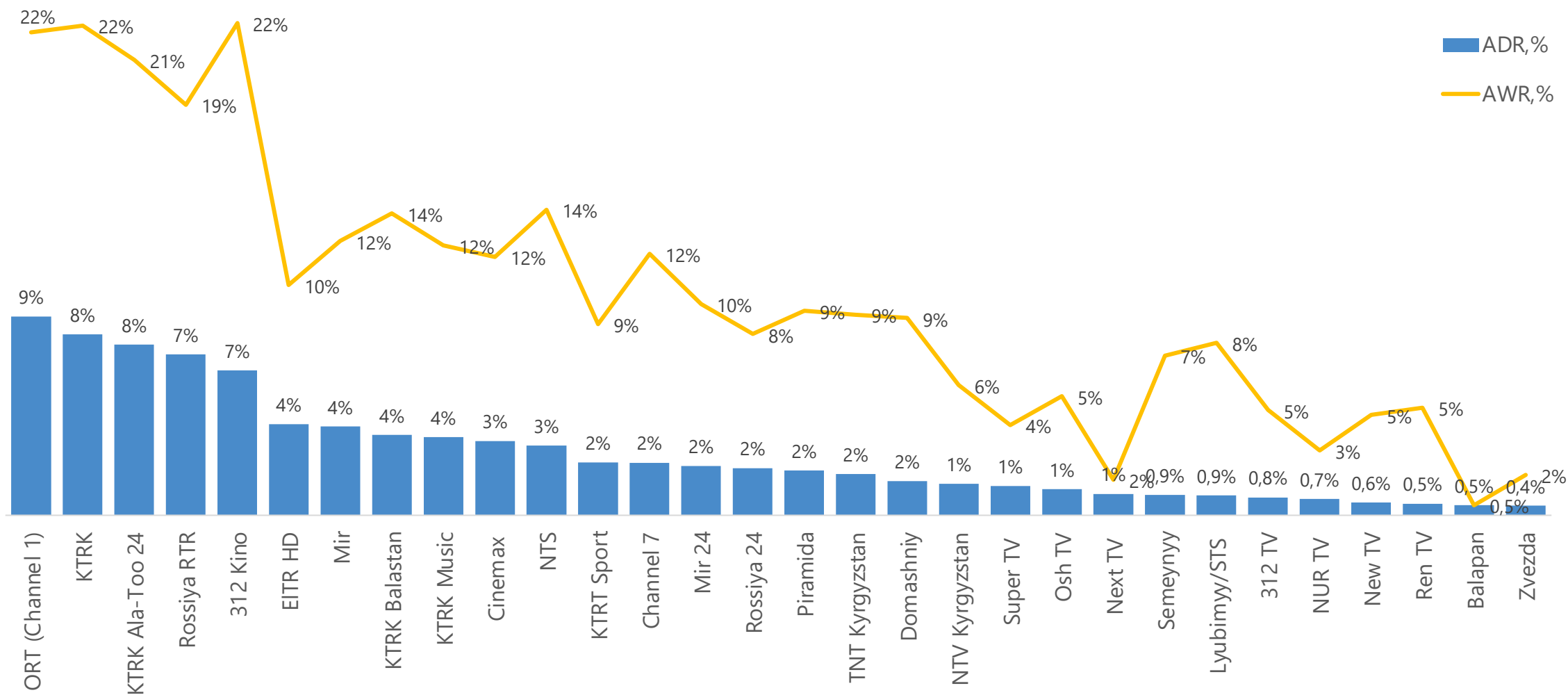
# DAILY (ADR) AND WEEKLY (AWR) TV CHANNEL VIEWERSHIP, TOP 30 ADR, KYRGYZSTAN



KR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
BISHKEK RANKING	2	3	8	6	12	5	4	1	9	13	21	7	-	11	31	36	-	16	10	19	14	15	41	18	42	23	17	51	-	20
OSH city RANKING	1	3	4	9	6	10	13	8	5	14	2	11	7	17	21	20	-	19	36	18	-	26	27	31	34	29	23	35	15	25

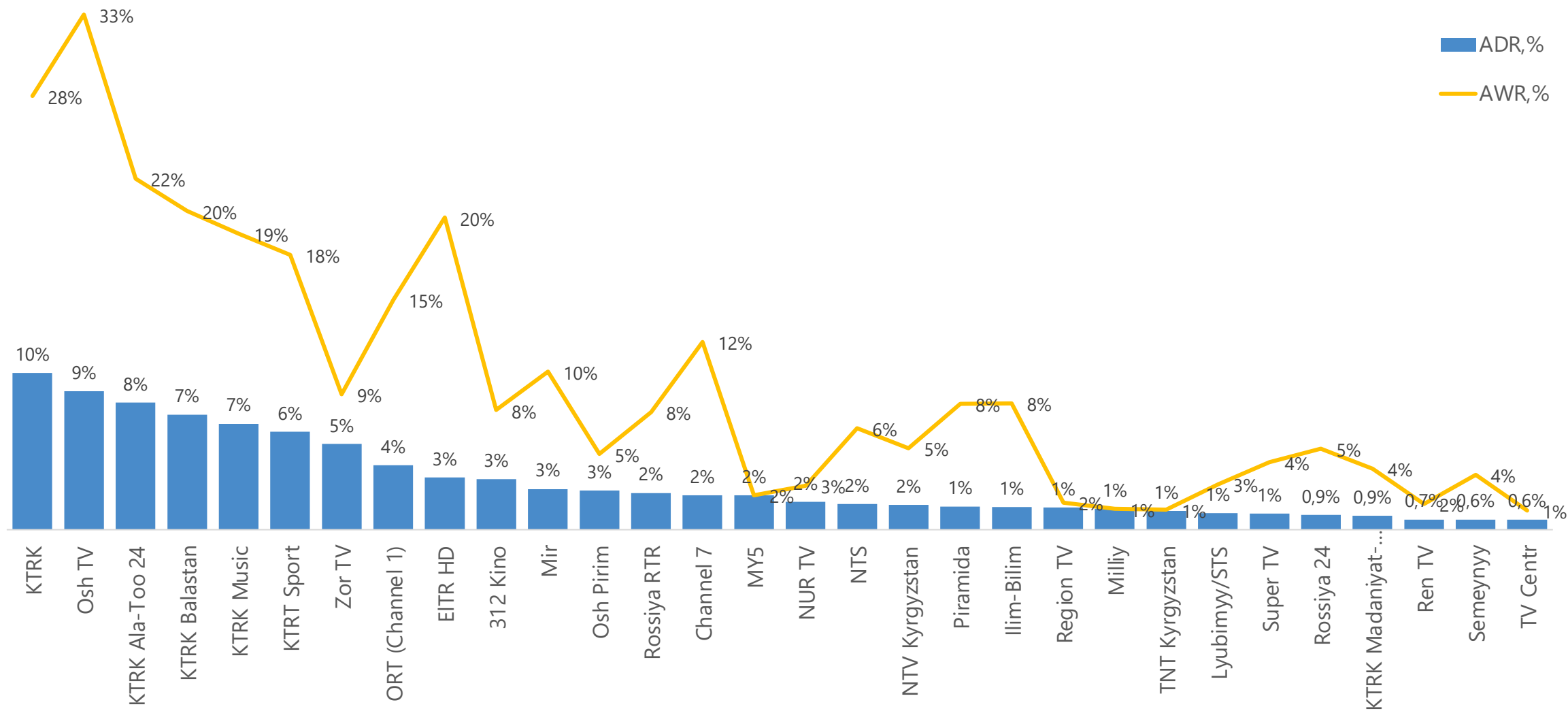
Source: Media Consumption, Wave 9, November 2023, TV Daily Reach %, TV Weekly Reach %, N=3636

# DAILY (ADR) AND WEEKLY (AWR) TV CHANNEL VIEWERSHIP, TOP 30 ADR, BISHKEK



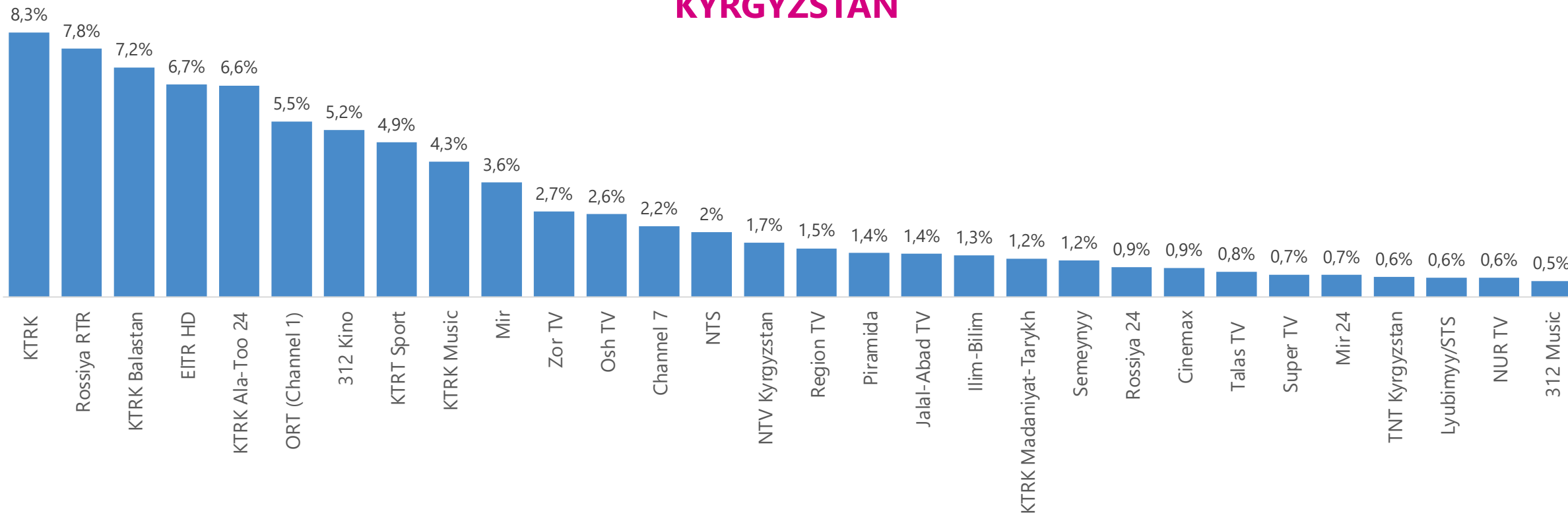
# DAILY (ADR) AND WEEKLY (AWR) TV CHANNEL VIEWERSHIP, TOP 30

## ADR, OSH city



Source: Media Consumption, Wave 9, November 2023, TV Daily Reach %, TV Weekly Reach %, N=305

# AVERAGE DAILY SHARE OF TV VIEWS, TOP 30 SHARE, KYRGYZSTAN

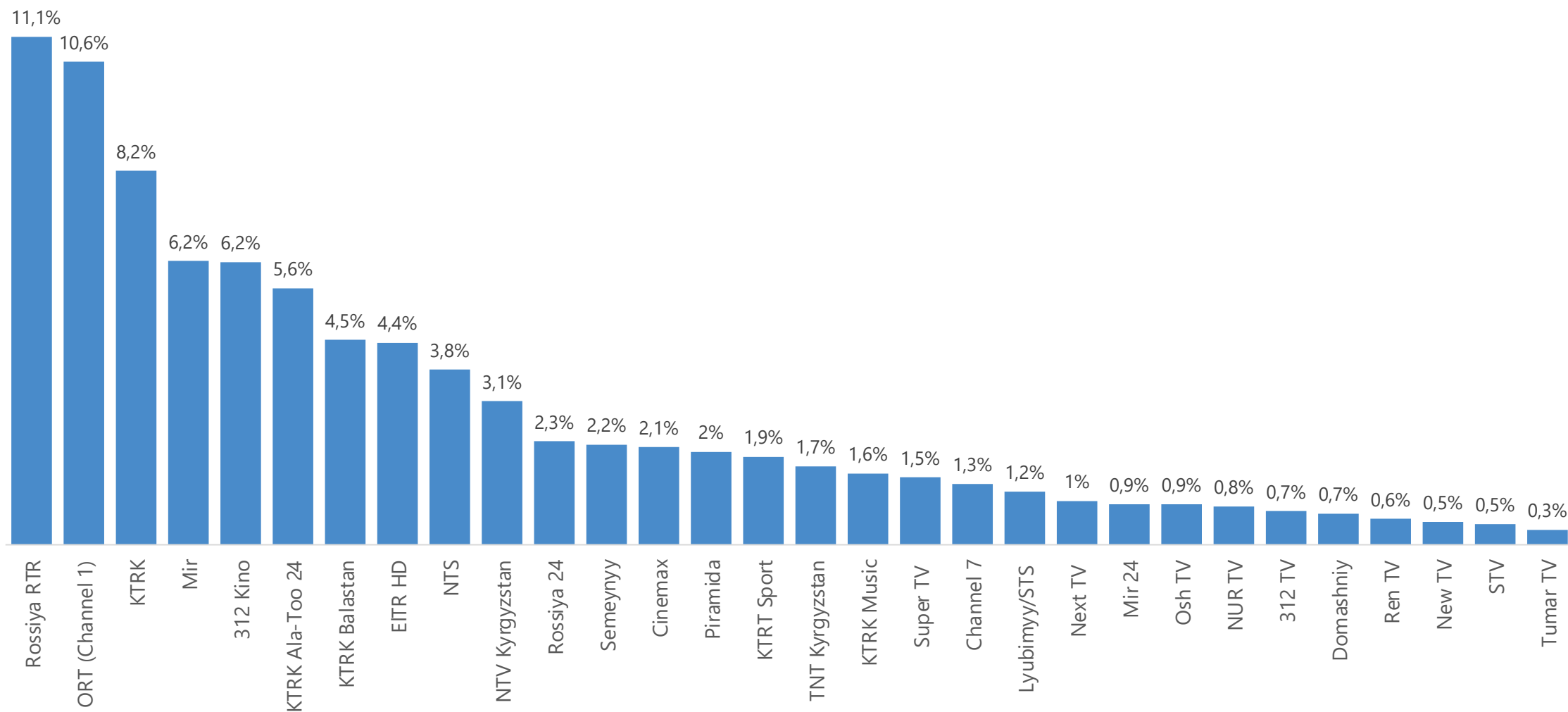


KR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
----	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

BISHKEK RANKING	3	<b>1</b>	7	8	6	2	5	15	17	4	51	23	19	9	10	32	14	51	34	50	12	11	13	51	18	22	16	20	24	49
-----------------	---	----------	---	---	---	---	---	----	----	---	----	----	----	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

OSH city RANKING	<b>1</b>	12	4	18	3	6	10	7	5	14	9	2	13	22	19	23	20	36	16	27	28	24	32	36	29	36	15	17	11	34
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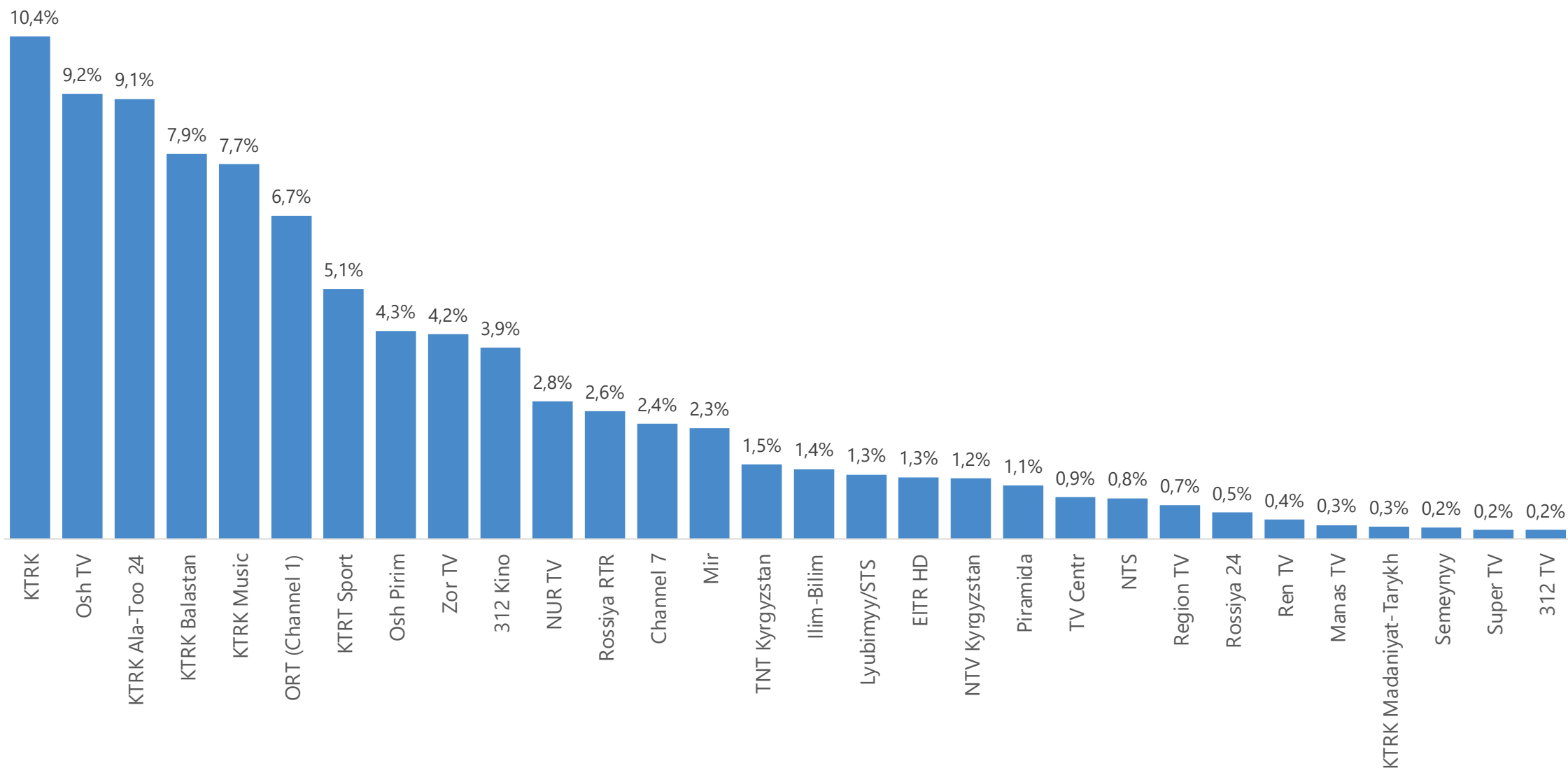
# AVERAGE DAILY SHARE OF TV VIEWS, TOP 30 SHARE, BISHKEK



Source: Media Consumption, Wave 9, November 2023, TV Share % , N=606

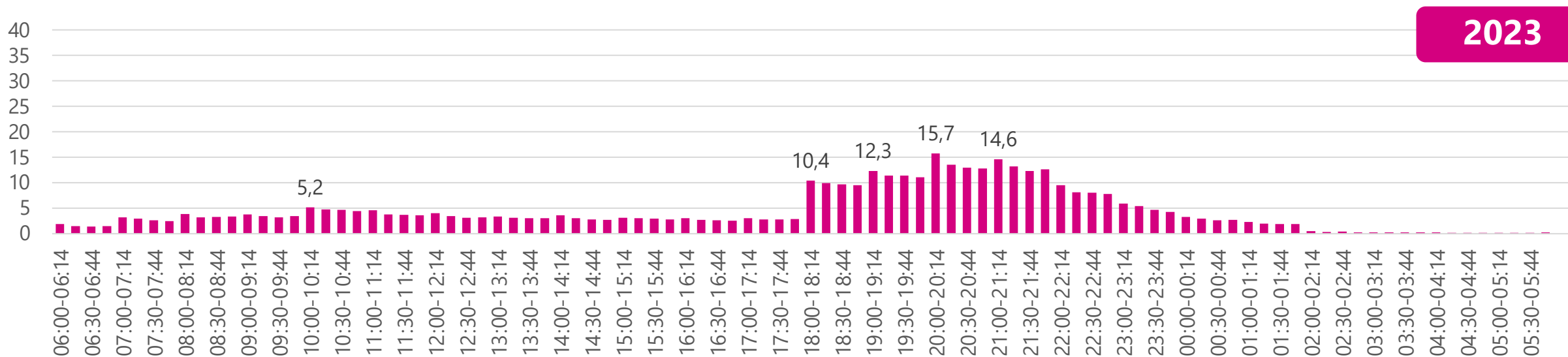
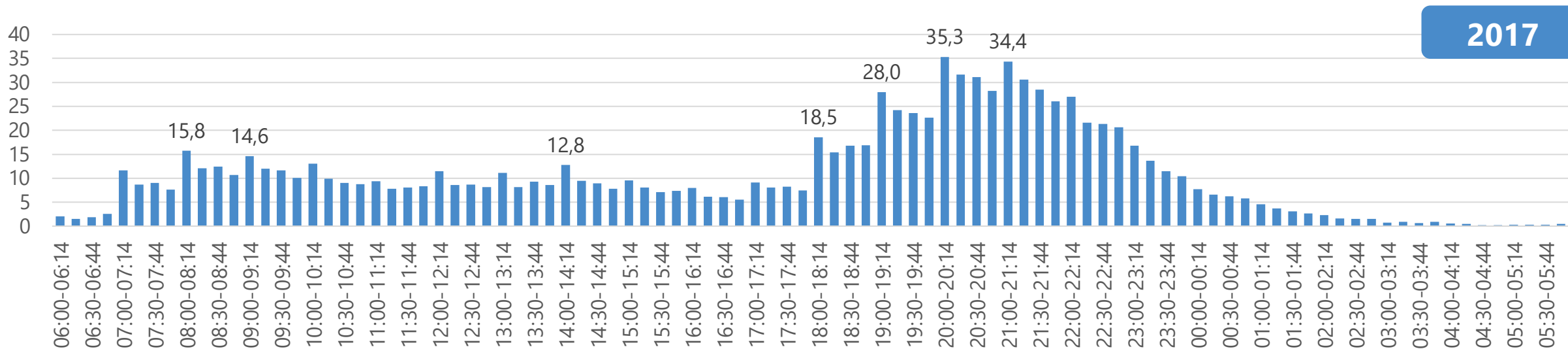


## AVERAGE DAILY SHARE OF TV VIEWS, TOP 30 SHARE, OSH city



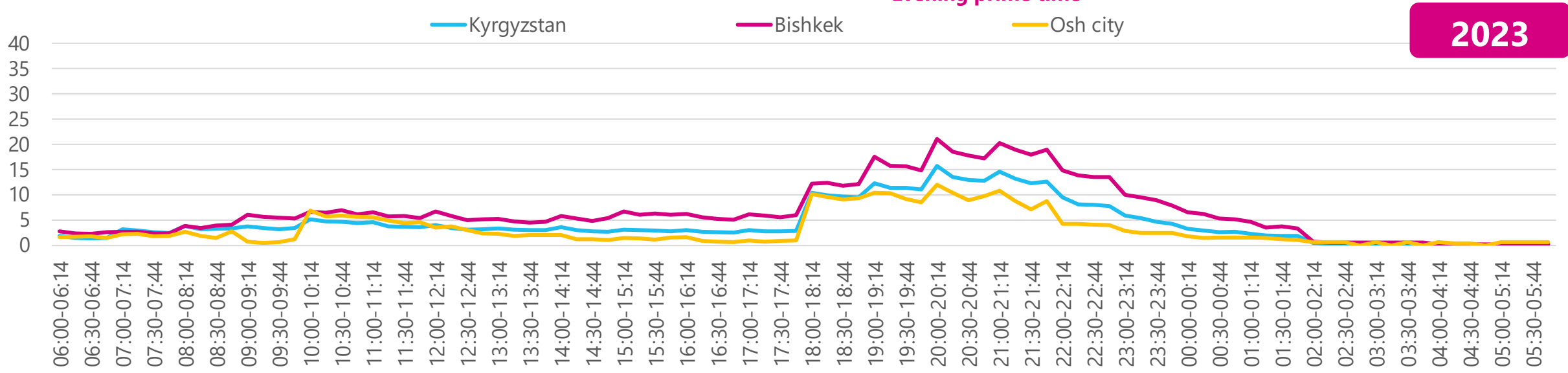
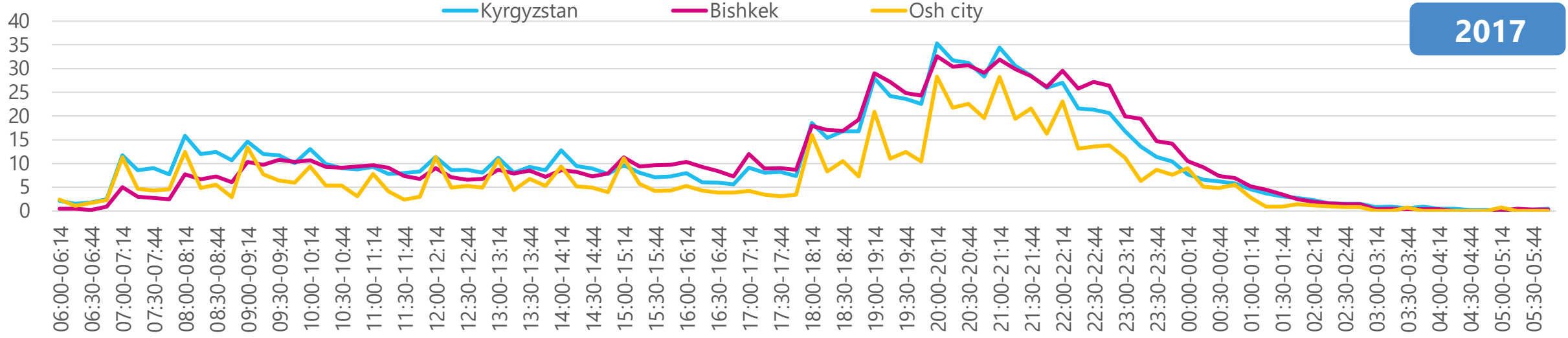
Source: Media Consumption, Wave 9, November 2023, TV Share %, N=305

# RATINGS (ACCESSIBLE TV AUDIENCE), KYRGYZSTAN, %



At what time did you watch TV yesterday?

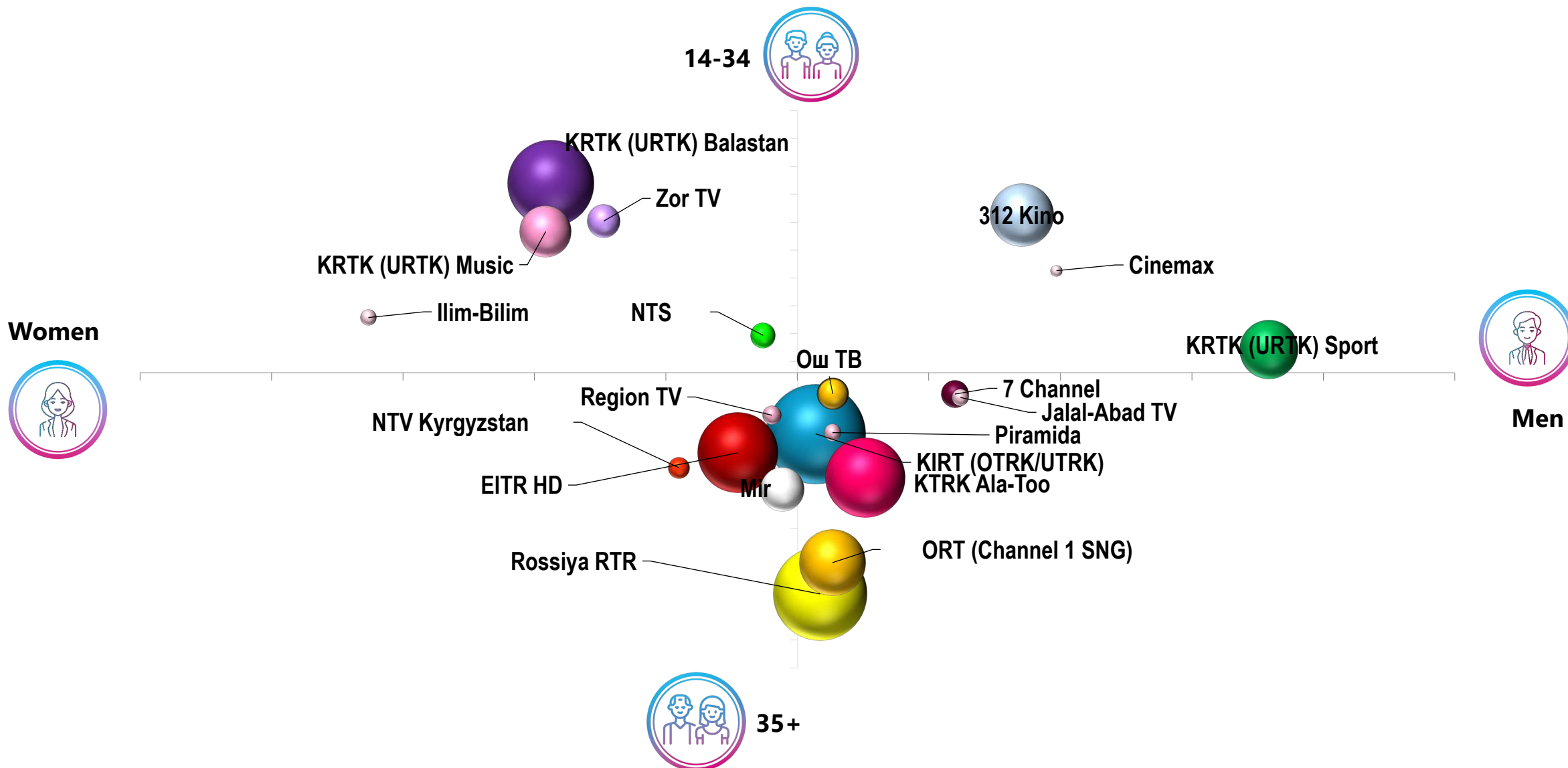
# RATINGS (ACCESSIBLE TV AUDIENCE), KYRGYZSTAN, %



At what time did you watch TV yesterday?

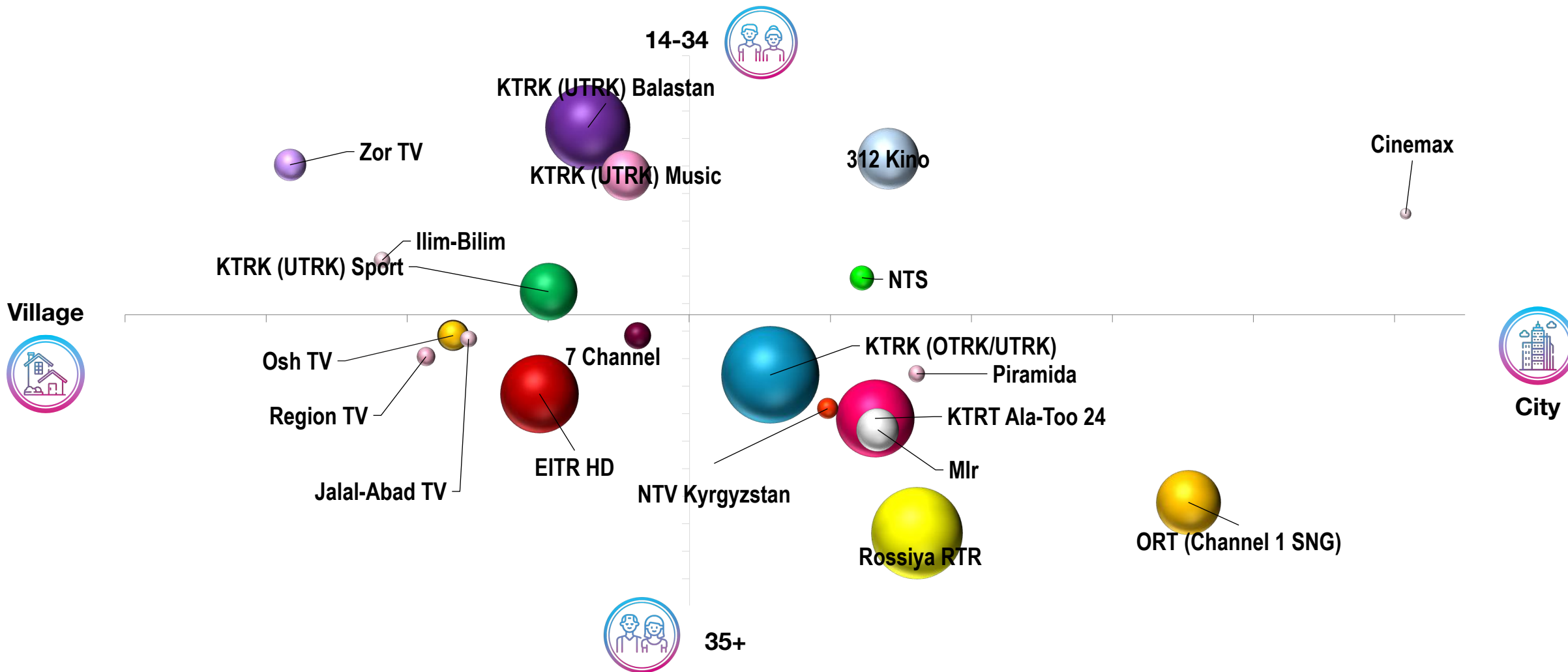
Evening prime time

# POSITIONING MAPS: GENDER AND AGE



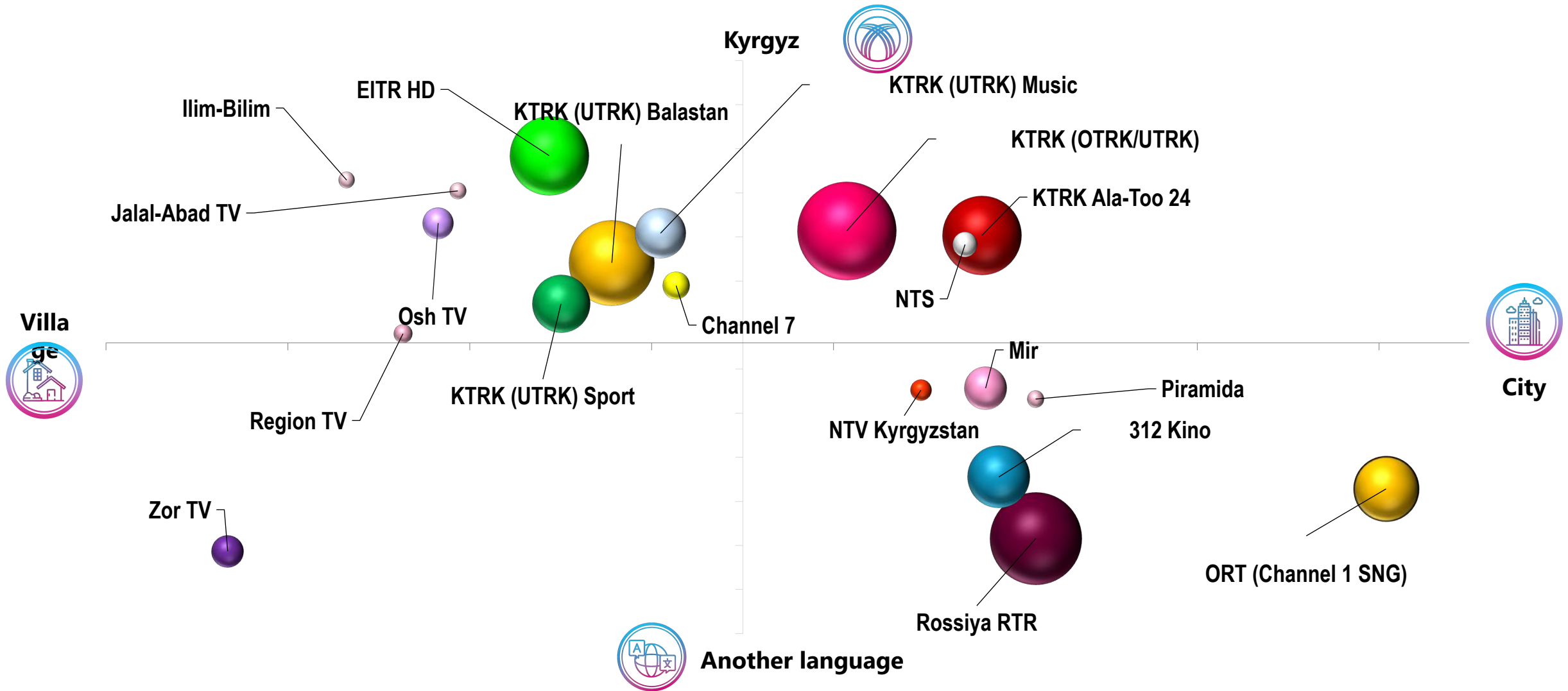
**POSITIONING MAP** is a convenient way to visualize the way the target audience understands the key market elements. Different parameters for positioning map can be chosen (gender, age, region, nationality, etc). The size of the ball demonstrates the share of daily views of the TV channels.

# POSITIONING MAPS: TYPE OF SETTLEMENT AND AGE



The size of the ball demonstrates the share of daily views of the TV channels.

# POSITIONING MAPS: TYPE OF SETTLEMENT AND LANGUAGE

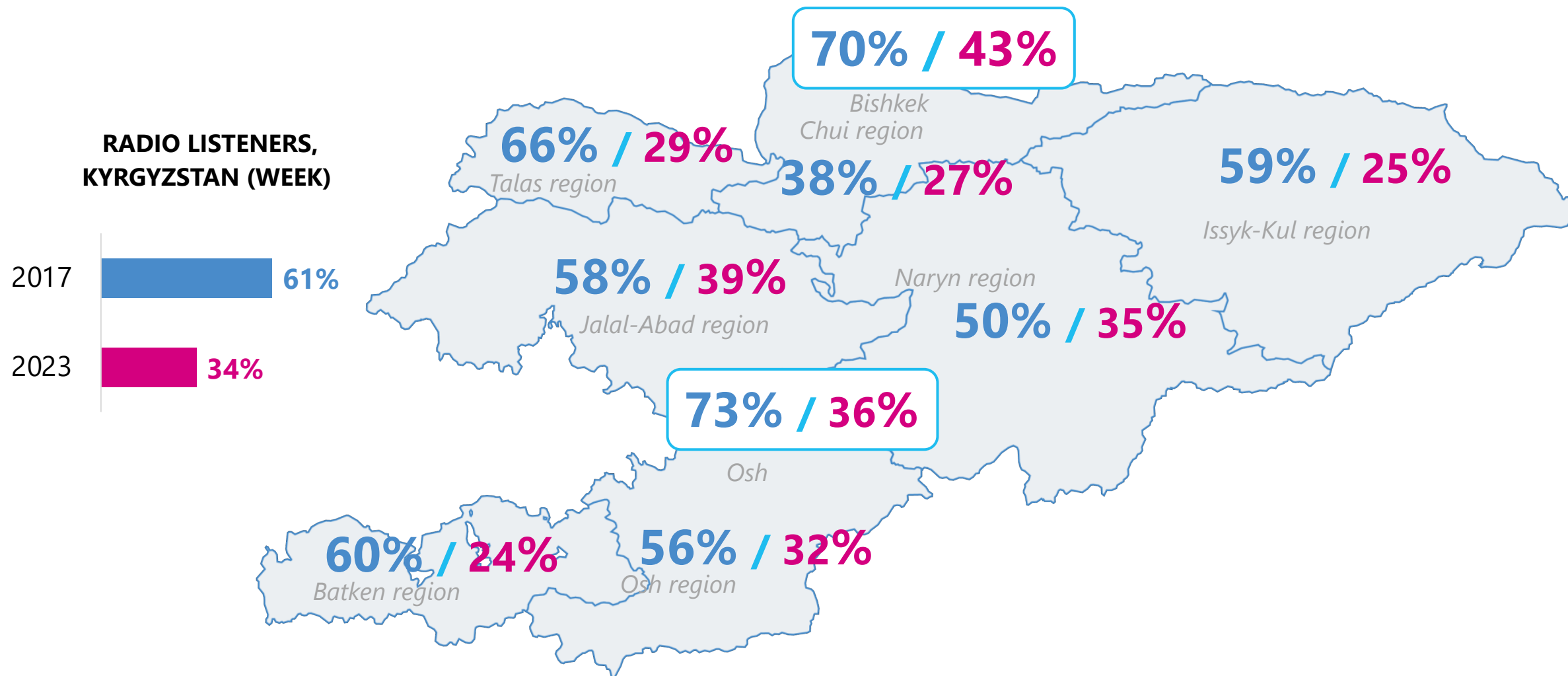


The size of the ball demonstrates the share of daily views of the TV channels.

# RADIO



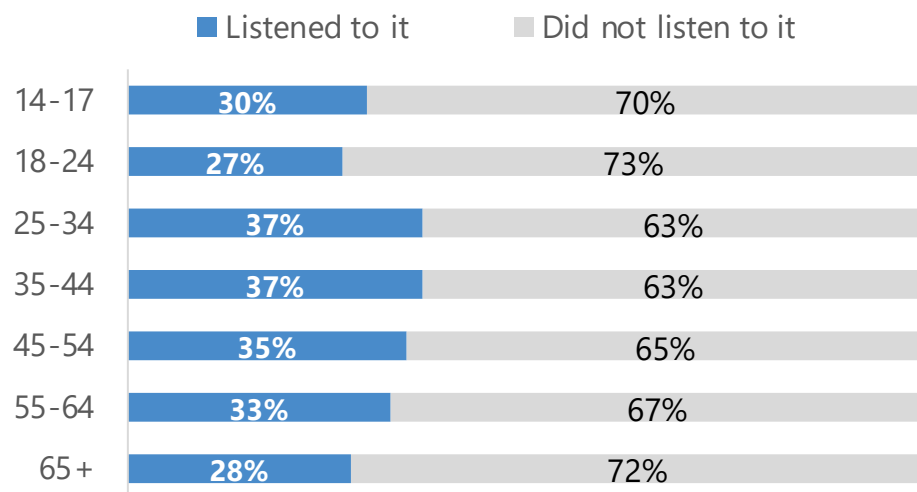
## DISTRIBUTION OF RADIO LISTENERS BY REGION (WEEKLY AUDIENCE)





# WEEKLY RADIO AUDIENCE PROFILE

## AGE, N=3636



**34%** of the population of Kyrgyzstan aged 14+ listened to radio last week

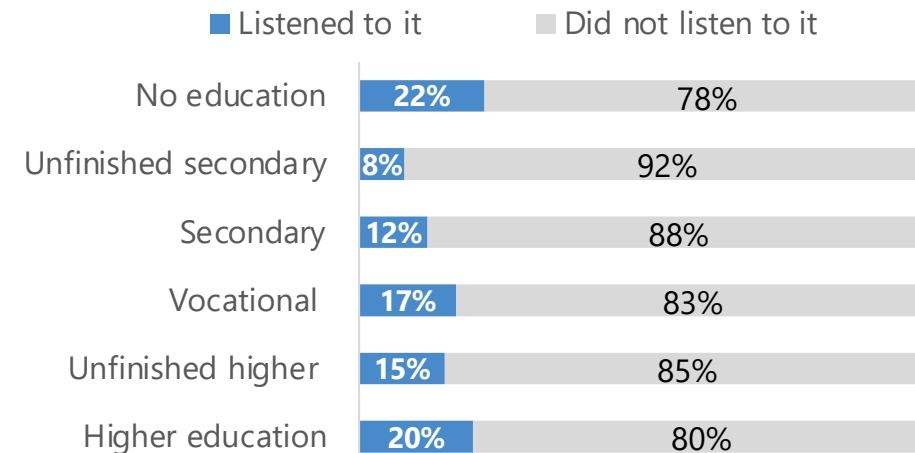


**36%**  
N=1778

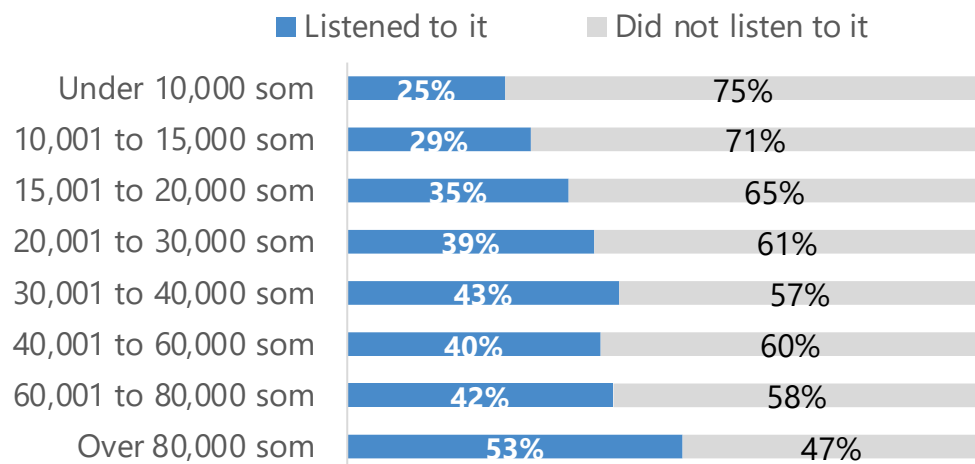


**31%**  
N=1858

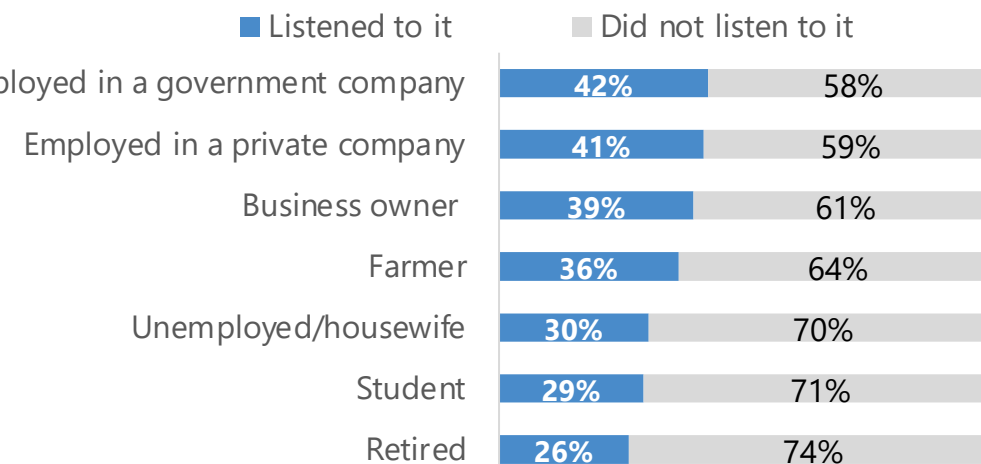
## EDUCATION LEVEL, N=3636



## HOUSEHOLD INCOME LEVEL, N = 3636

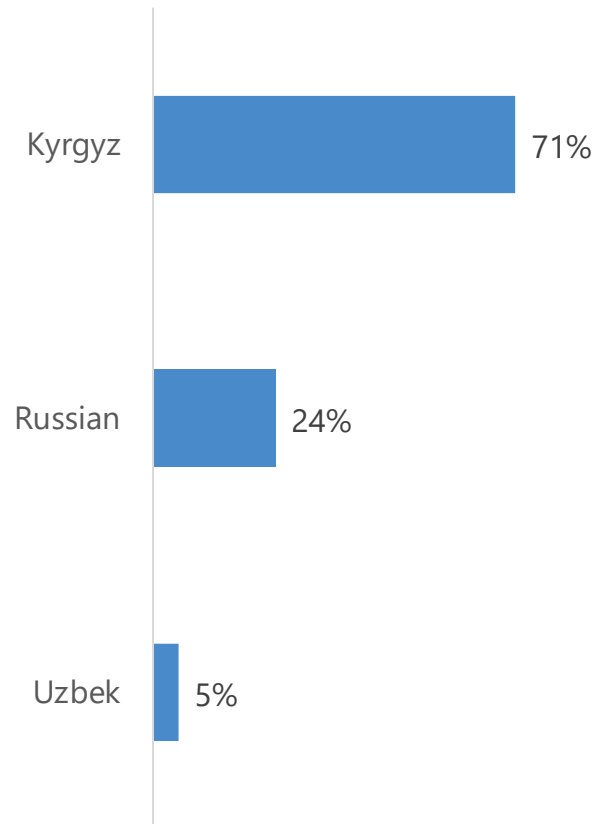


## TYPE OF EMPLOYMENT, N=3636

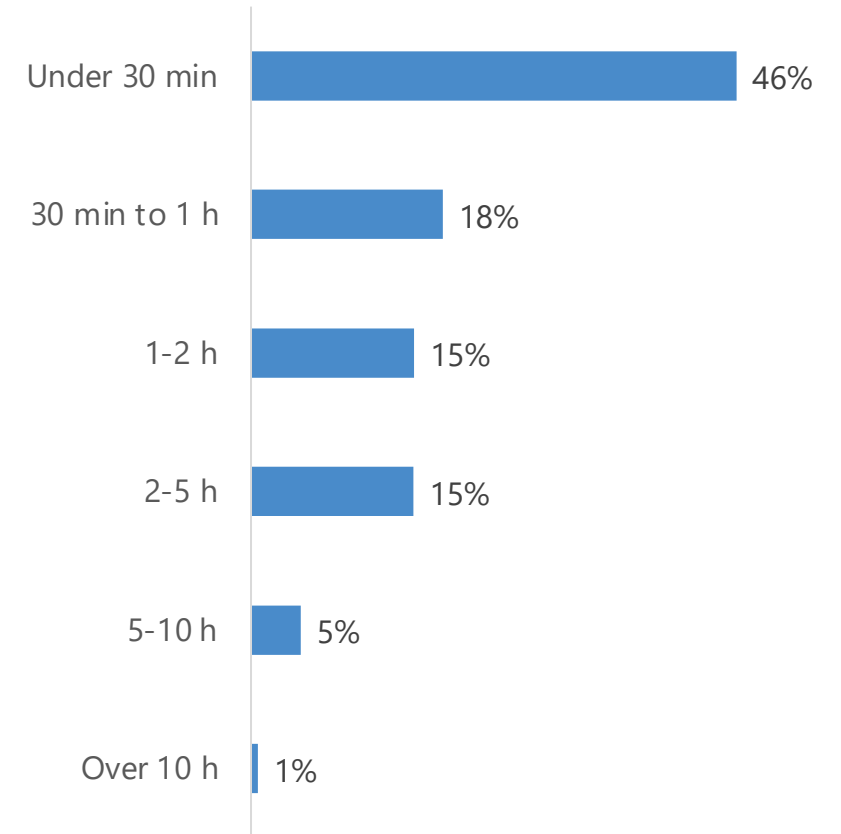


# LANGUAGE AND DURATION OF LISTENING

PREFERRED LANGUAGE OF RADIO CONSUMPTION,  
N=1219

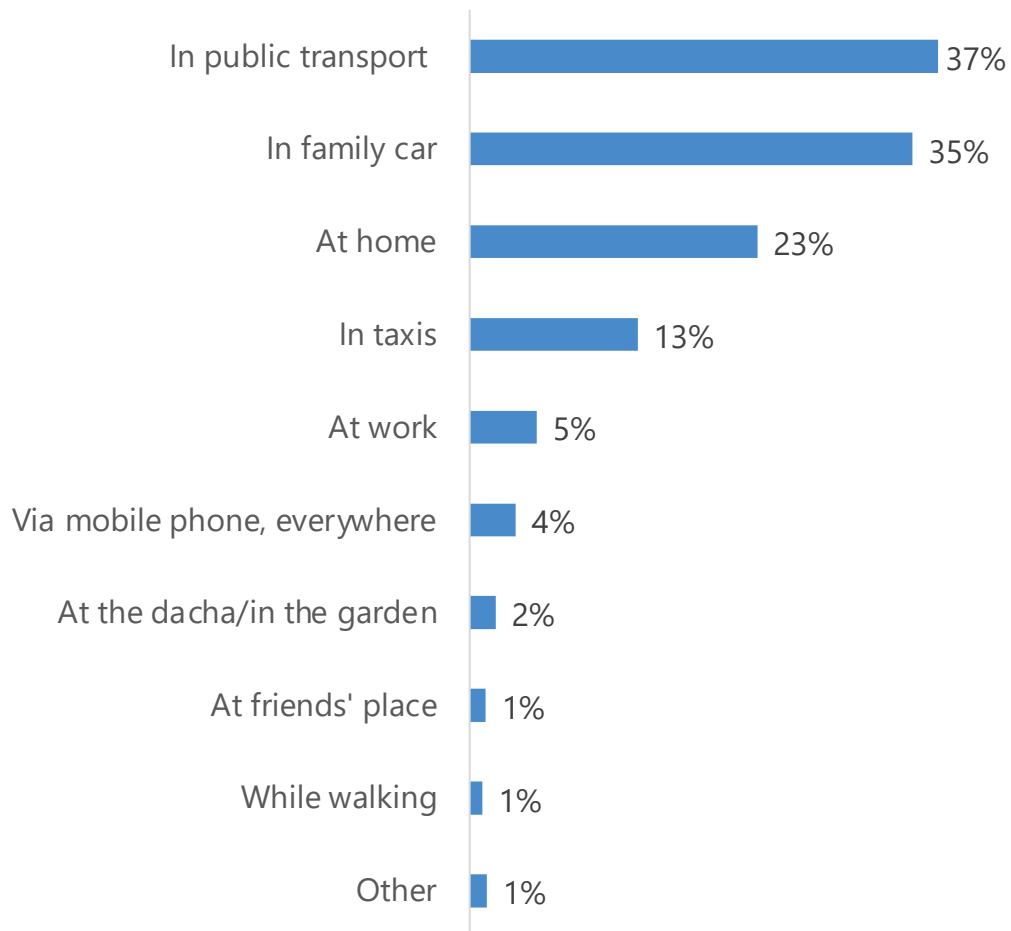


OVER THE LAST WEEK, HOW MANY HOURS A DAY, ON  
AVERAGE, HAVE YOU LISTENED TO RADIO? N=1219

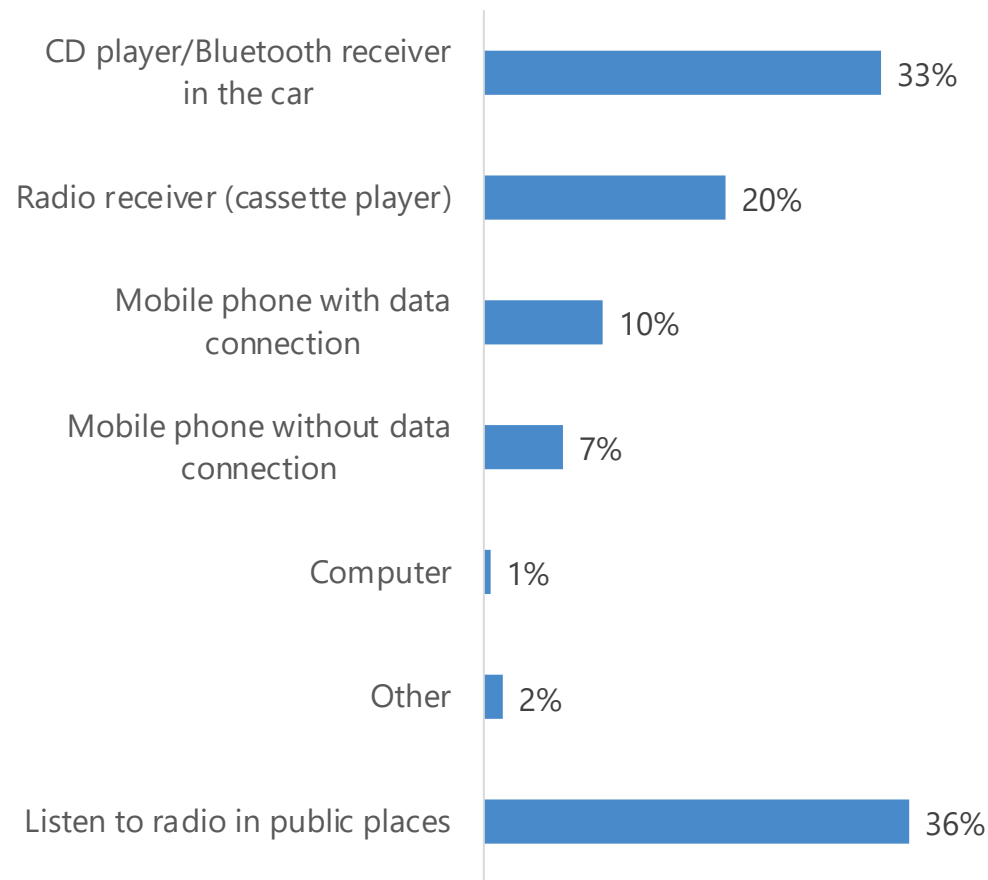


# LOCATION AND DEVICE FOR RADIO CONSUMPTION

WHERE DO YOU LISTEN TO RADIO? SEVERAL ANSWERS CAN BE GIVEN. N=1219

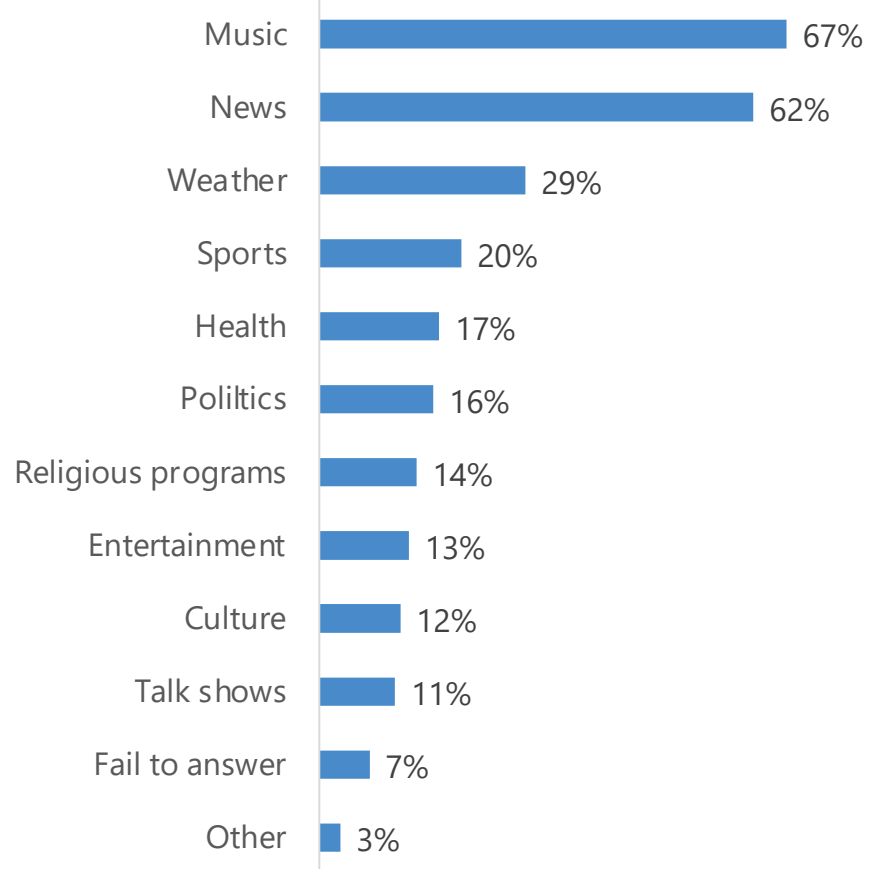


WHAT DEVICE DO YOU USE TO LISTEN TO RADIO? SEVERAL ANSWERS CAN BE GIVEN. N=1219

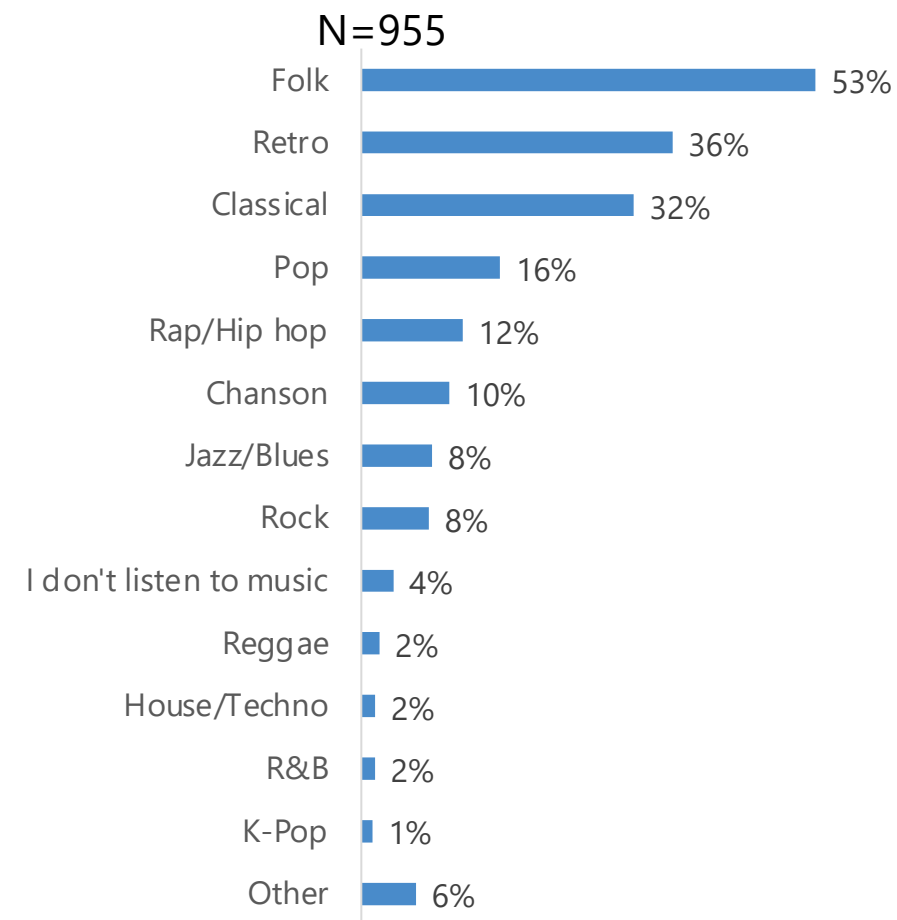


## RADIO CONSUMERS' PREFERENCES

WHAT TYPES OF PROGRAMS DO YOU PREFER TO LISTEN TO ON THE RADIO? SEVERAL ANSWERS CAN BE GIVEN. N=955



WHAT MUSIC DO YOU PREFER TO LISTEN TO ON THE RADIO? SEVERAL ANSWERS CAN BE GIVEN. N=955



# **MEDIA INDICATORS FOR RADIO**



# MEDIA INDICATORS FOR RADIO

## **AVERAGE WEEKLY REACH (AWR)**

Share of radio listeners who listen to the radio at least once a week

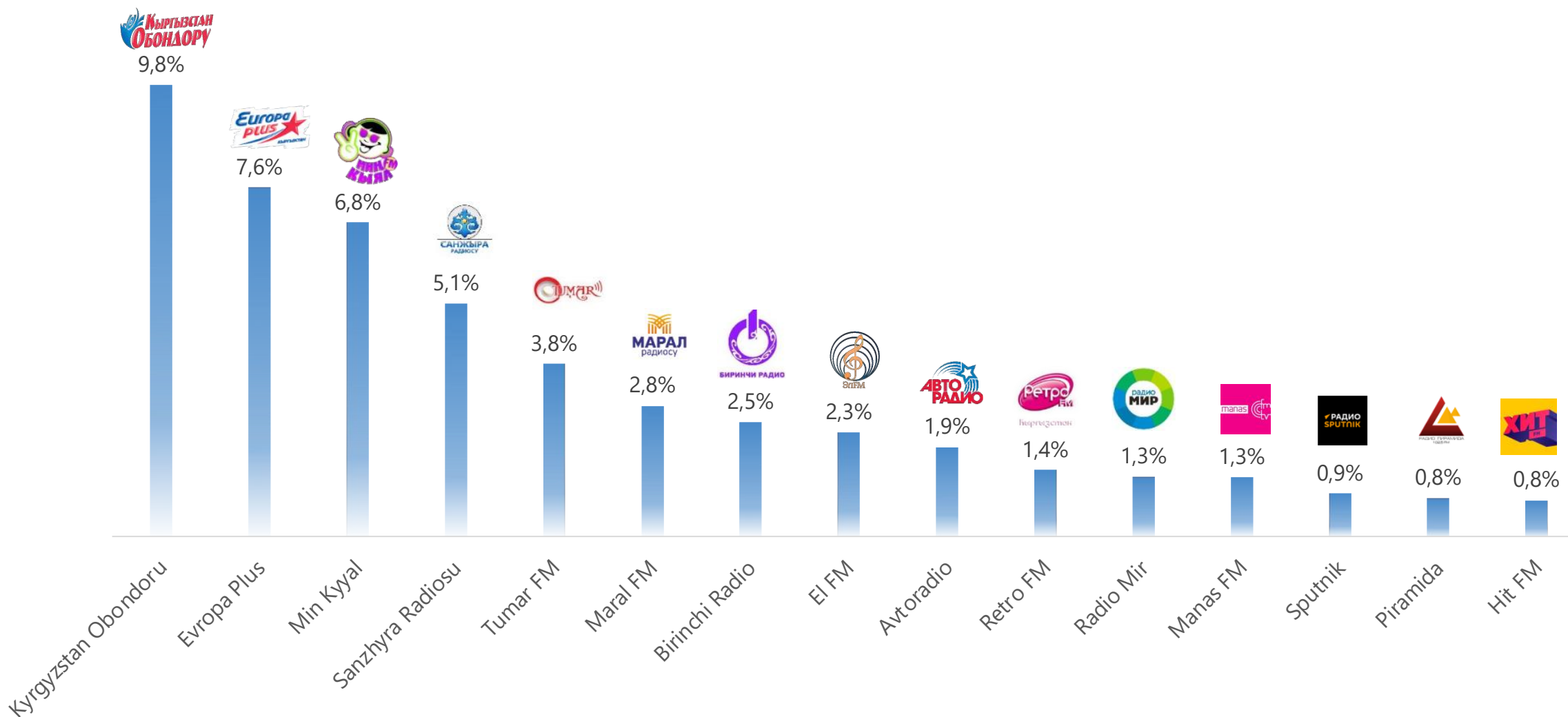
## **SHARE**

Share of a specific radio station in the total amount of daily radio listening time

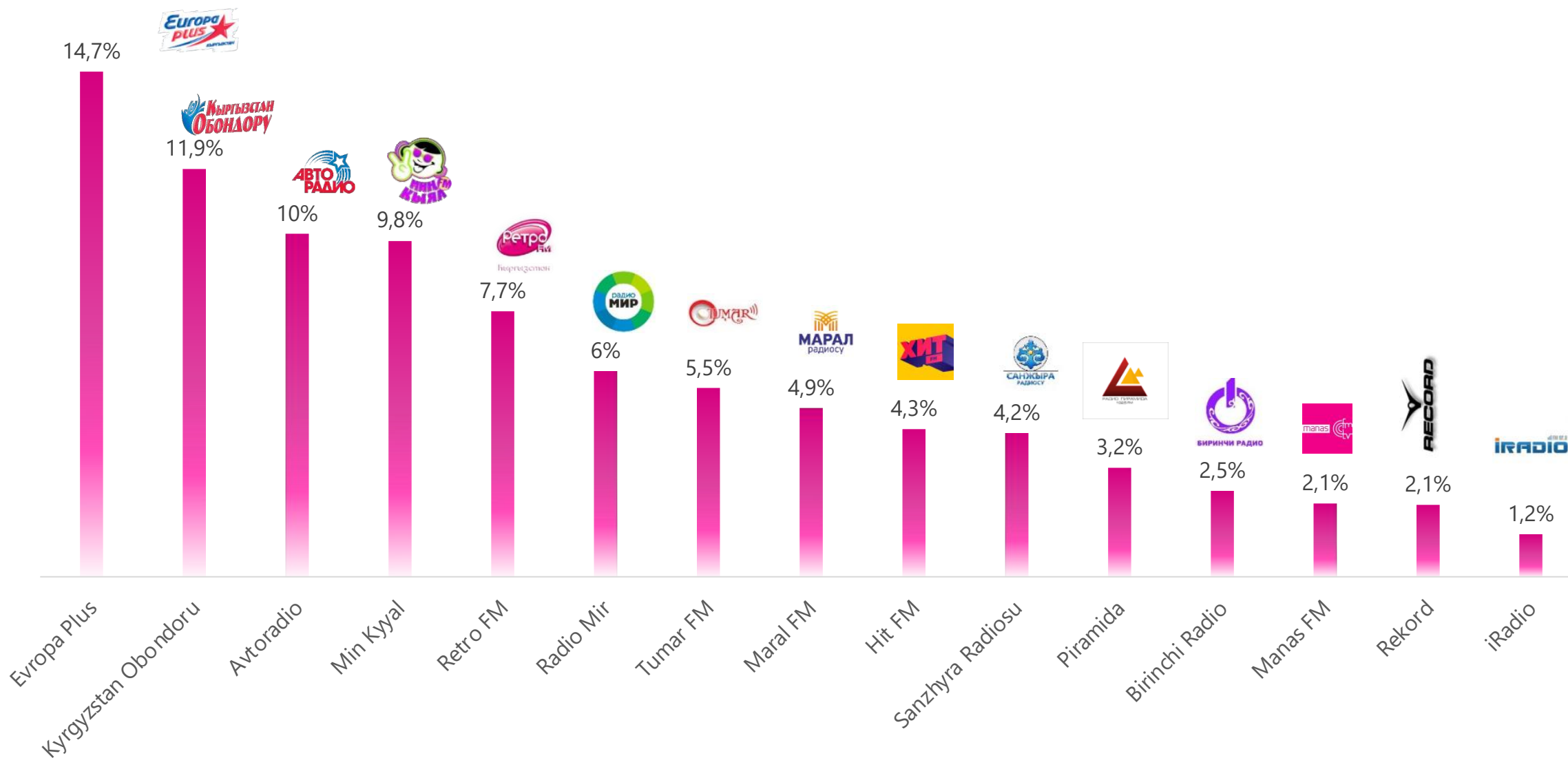
## **RATINGS**

Proportion of the population who listened to the radio in a specific time slot

# RADIO STATION RATING, TOP 15 AWR, **KYRGYZSTAN**



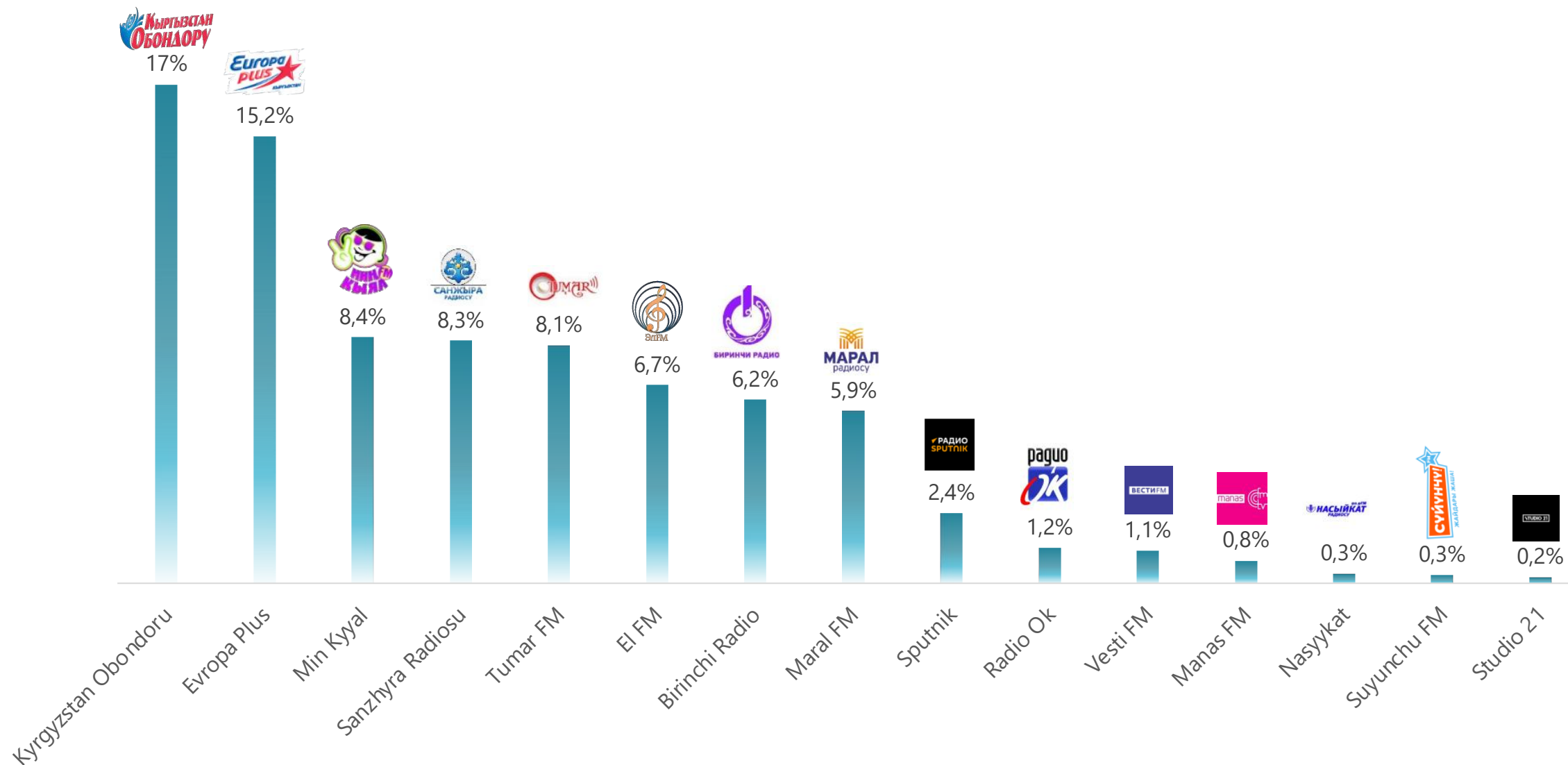
# RADIO STATION RATING, TOP 15 AWR, BISHKEK



Source: Media Consumption, Wave 9, November 2023, Radio Weekly Reach %, N=606

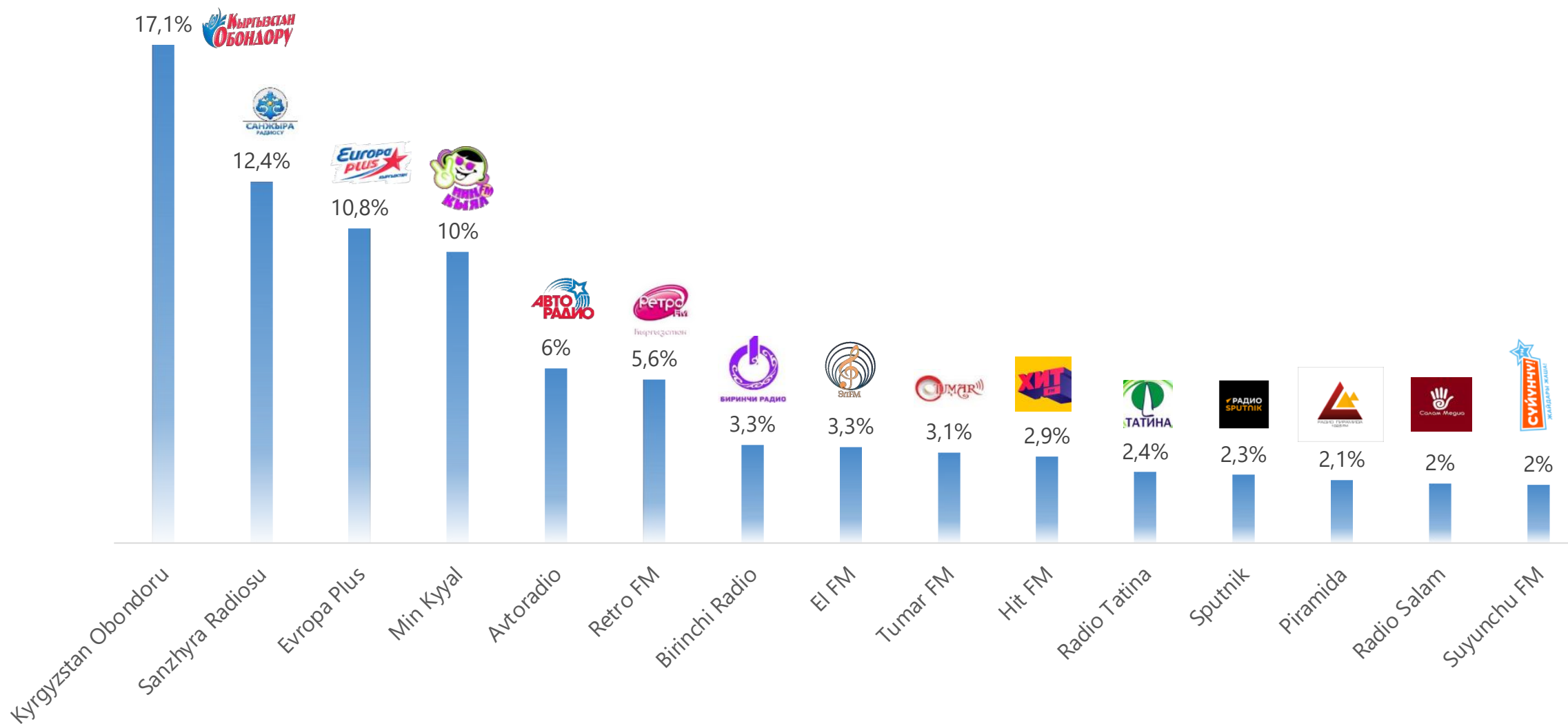


# RADIO STATION RATING, TOP 15 AWR, OSH city



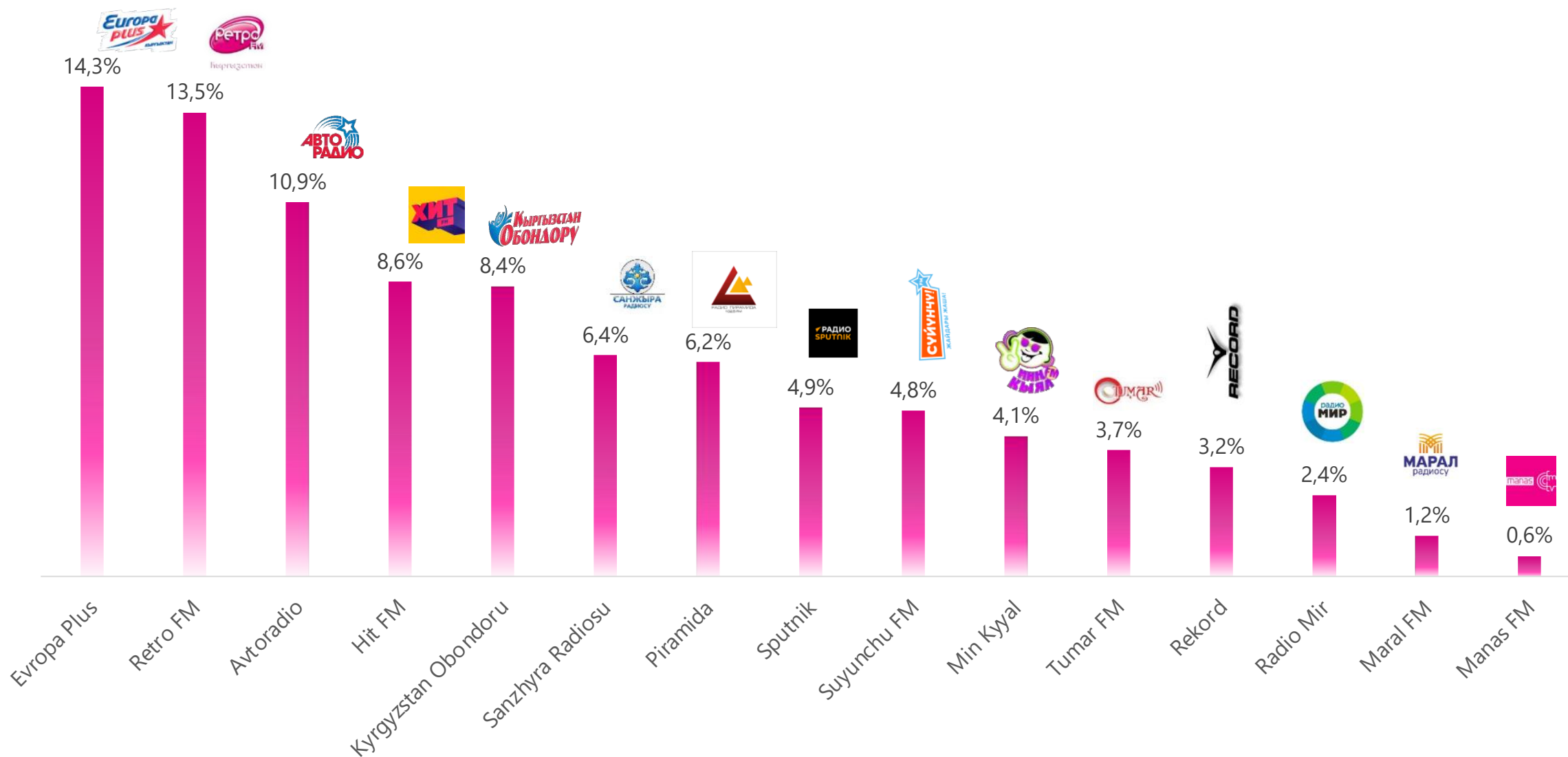
Source: Media Consumption, Wave 9, November 2023, Radio Weekly Reach %, N=303

# AVERAGE DAILY SHARE OF RADIO LISTENERS, TOP 15 SHARE, KYRGYZSTAN

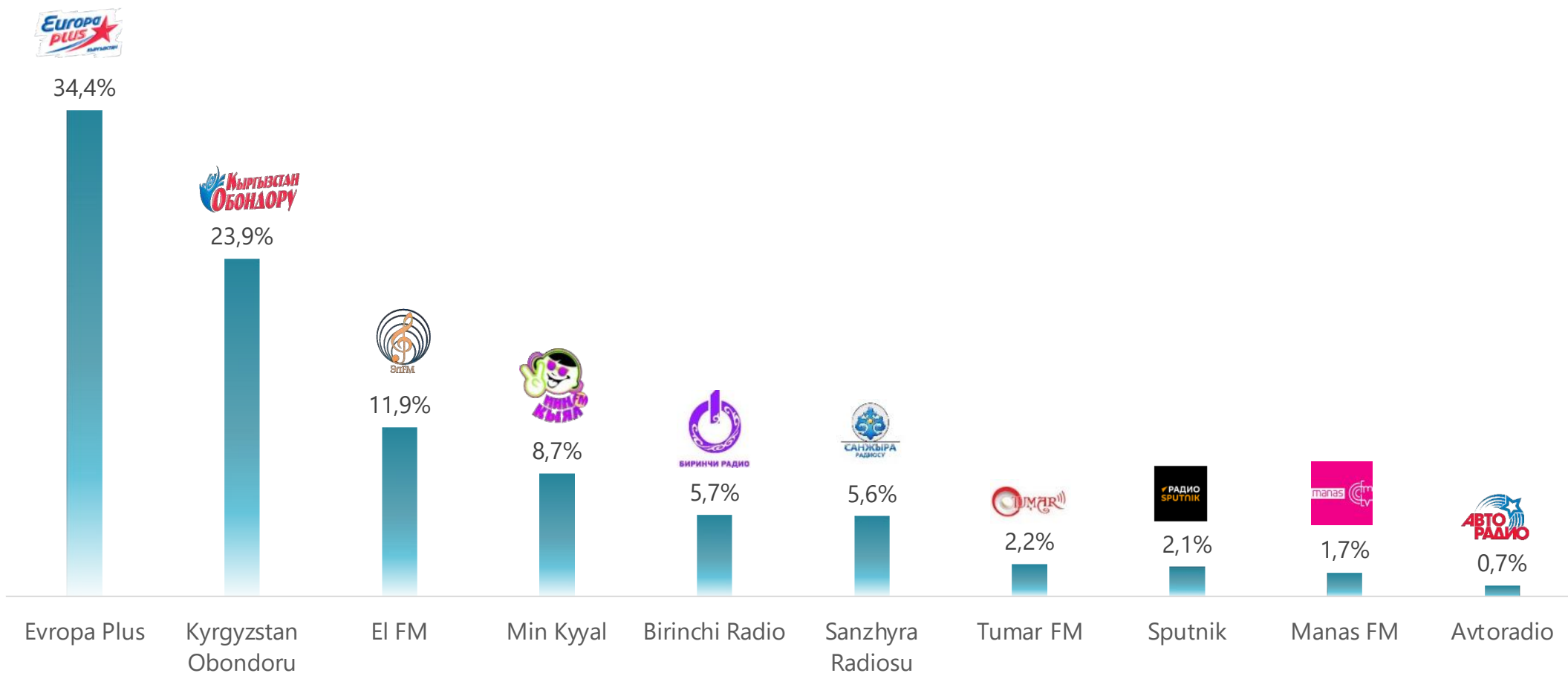


Source: Media Consumption, Wave 9, November 2023, Radio Share % , N=363

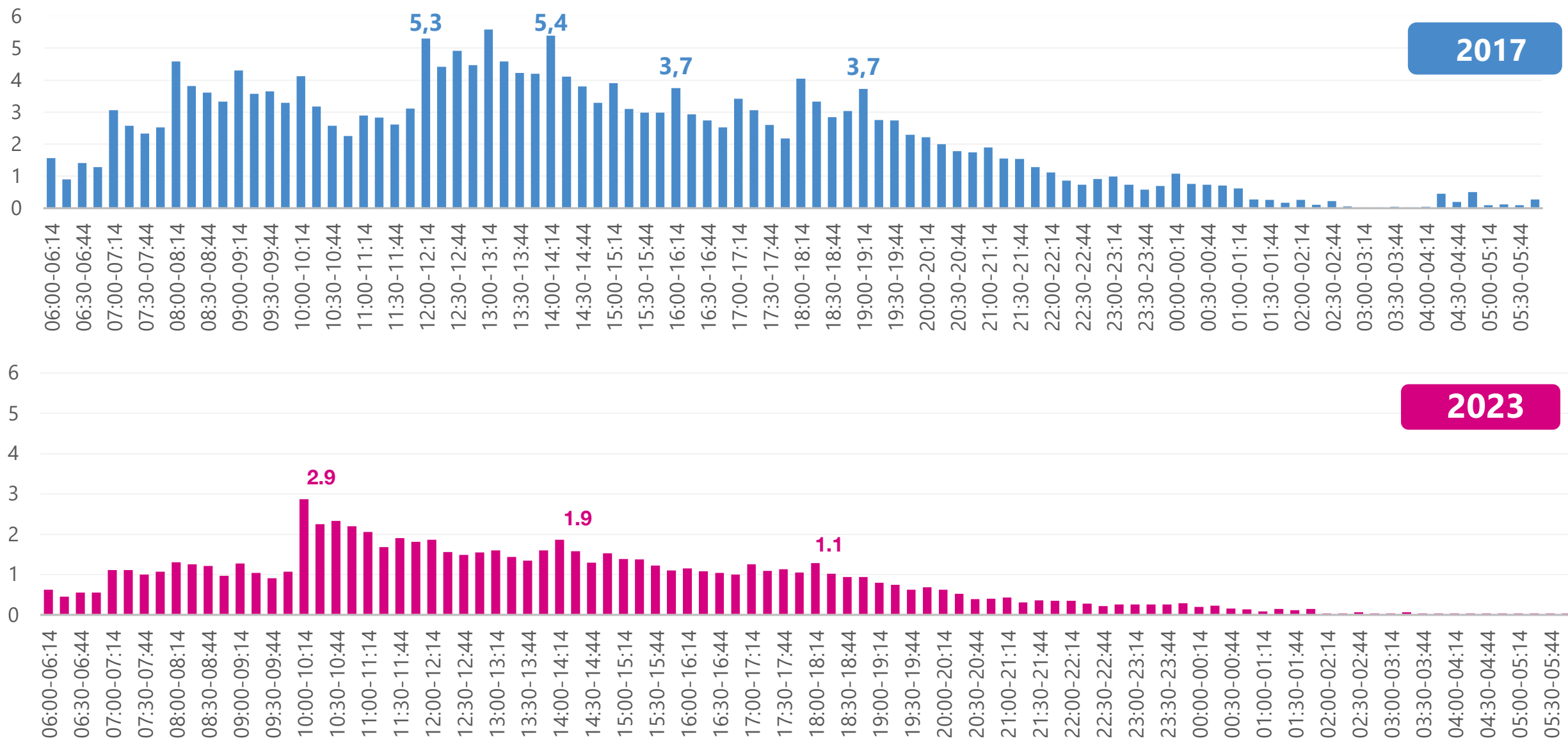
# AVERAGE DAILY SHARE OF RADIO LISTENERS, TOP 15 SHARE, BISHKEK



## AVERAGE DAILY SHARE OF RADIO LISTENERS, TOP 15 SHARE, OSH city

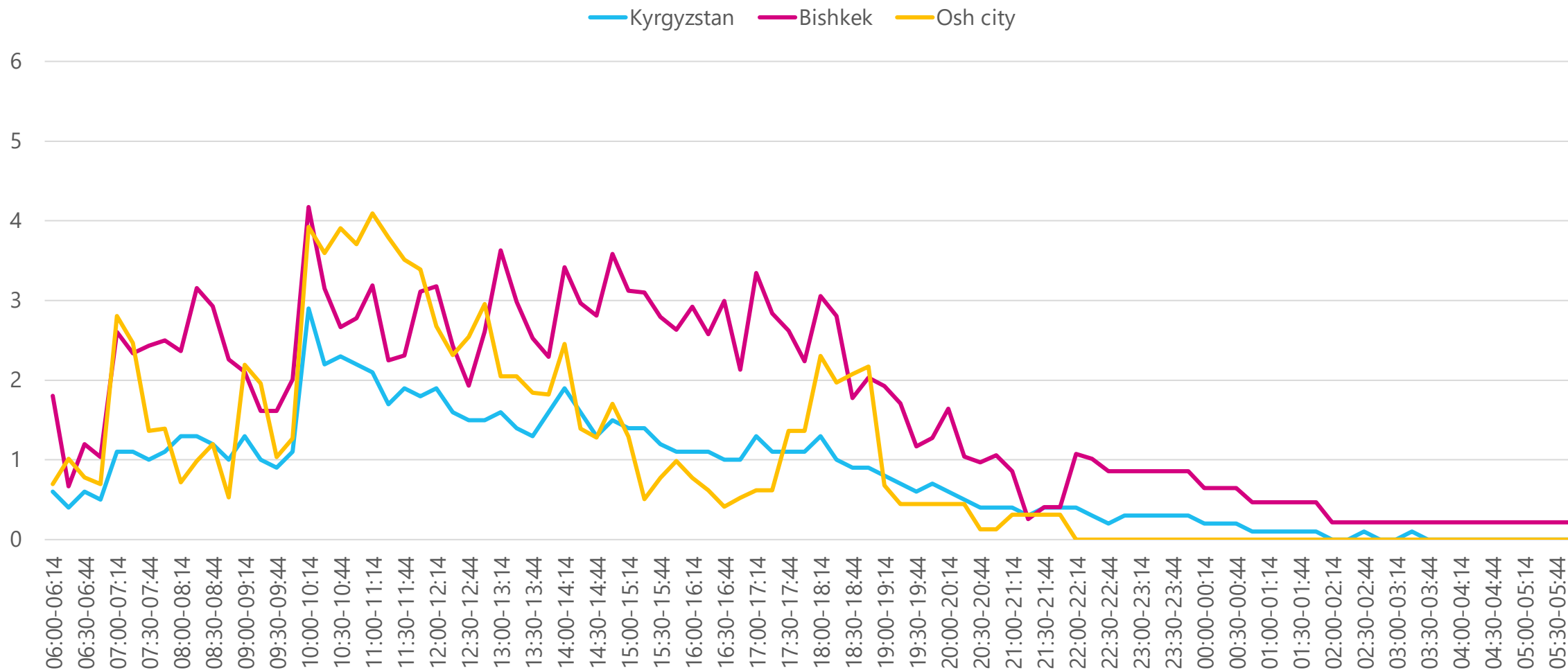


# RATINGS (ACCESSIBLE RADIO AUDIENCE), KYRGYZSTAN, %



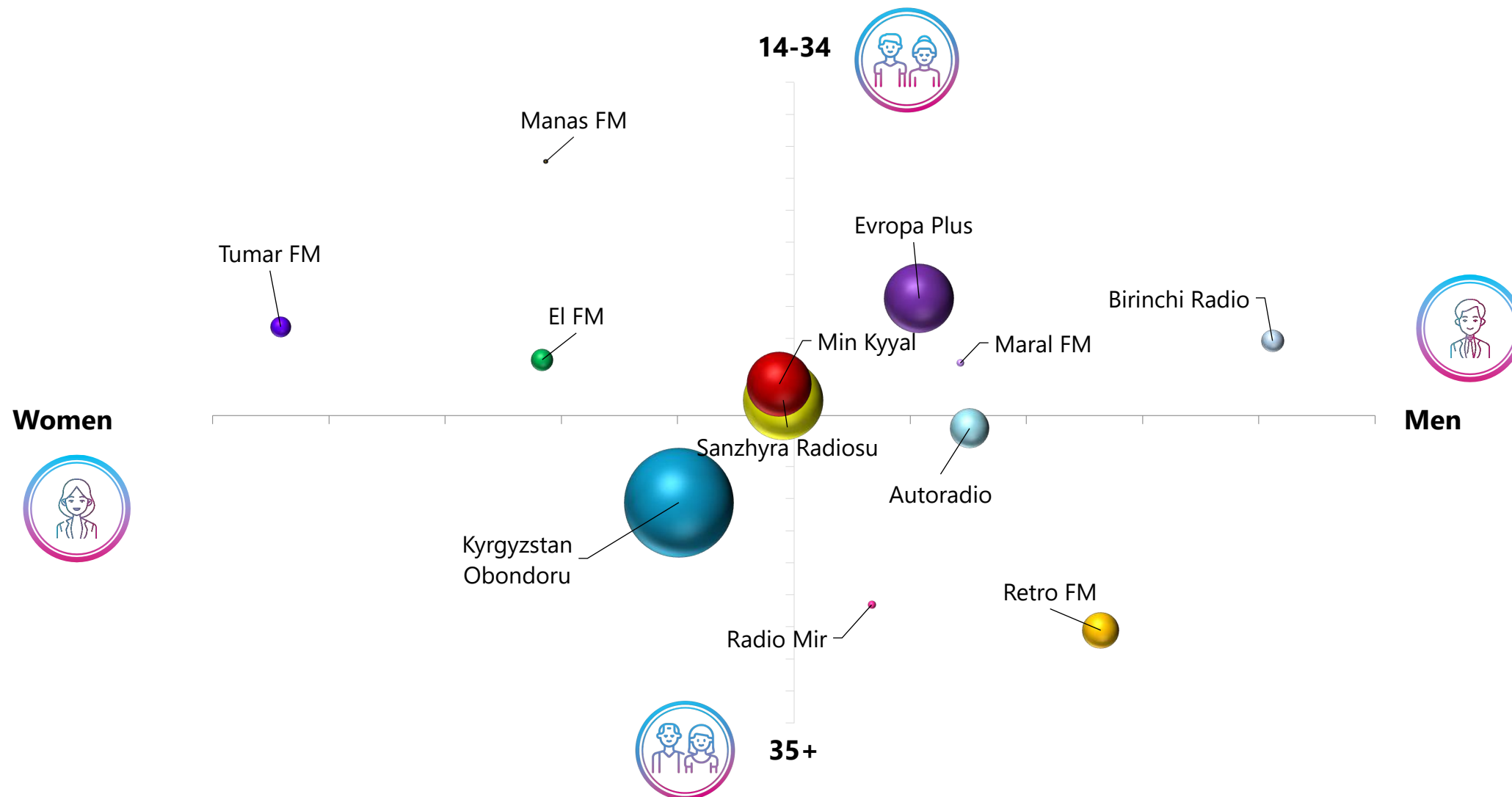
At what time did you listen to radio yesterday?

# RATINGS (ACCESSIBLE RADIO AUDIENCE), **KYRGYZSTAN, % BISHKEK,** **% OSH city**



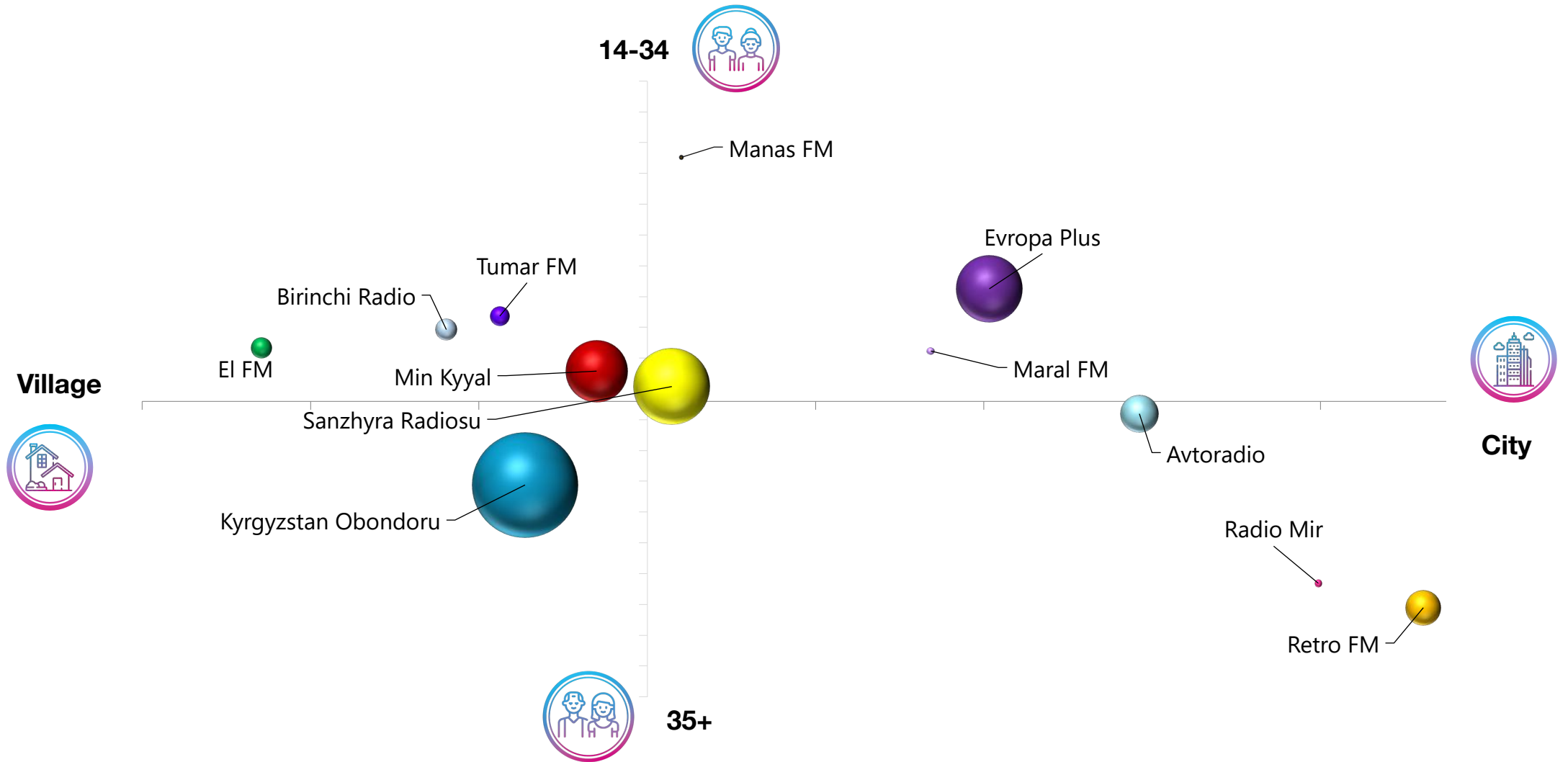
At what time did you listen to radio yesterday?

# POSITIONING MAPS: GENDER AND AGE



**POSITIONING MAP** is a convenient way to visualize the way the target audience understands the key market elements. Different parameters for positioning map can be chosen (gender, age, region, nationality, etc). The size of the ball demonstrates the share of daily listens of the radio station.

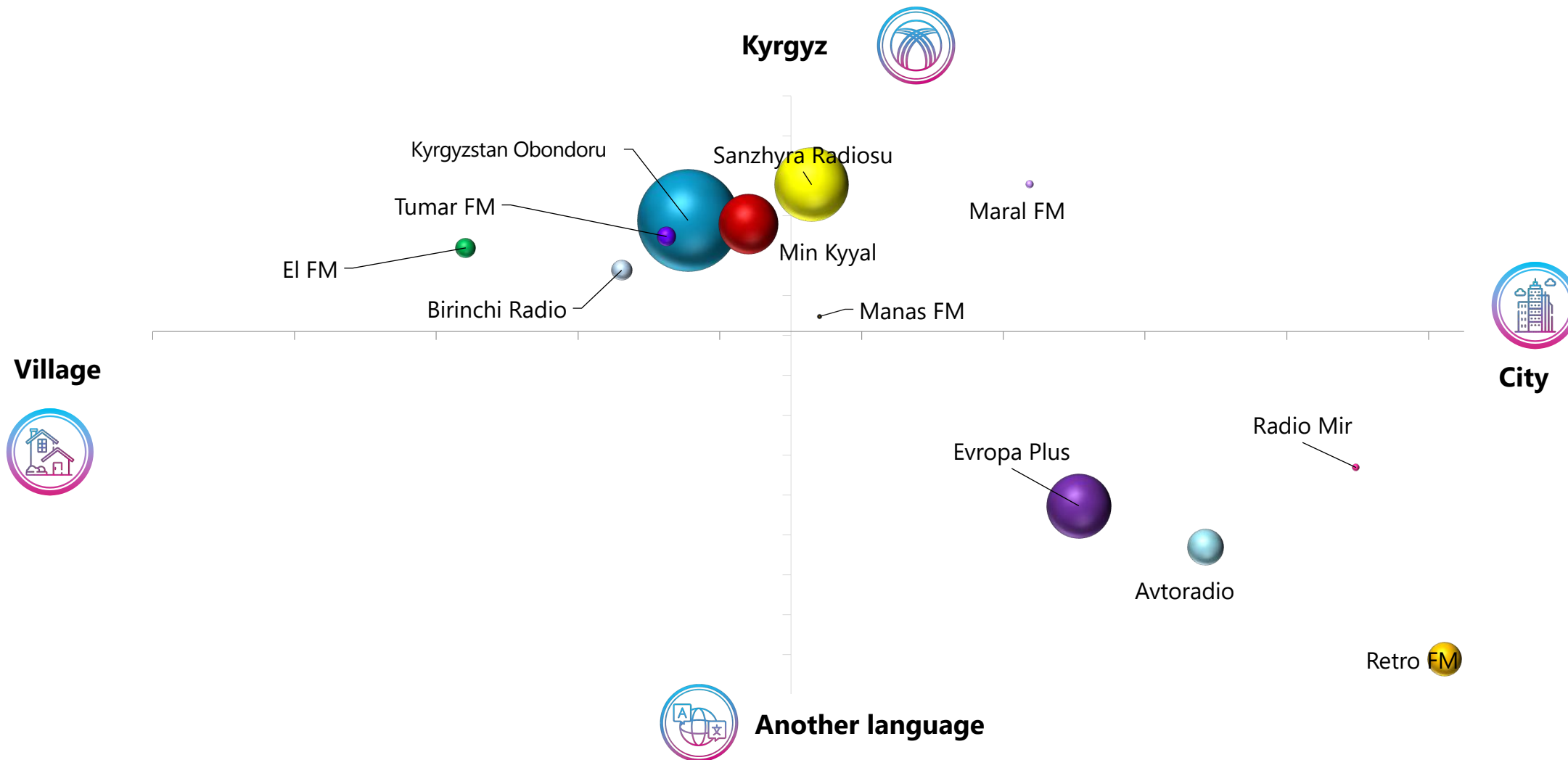
# POSITIONING MAPS: TYPE OF SETTLEMENT AND AGE



The size of the ball demonstrates the share of daily listeners of the radio station.



# POSITIONING MAPS: TYPE OF SETTLEMENT AND LANGUAGE



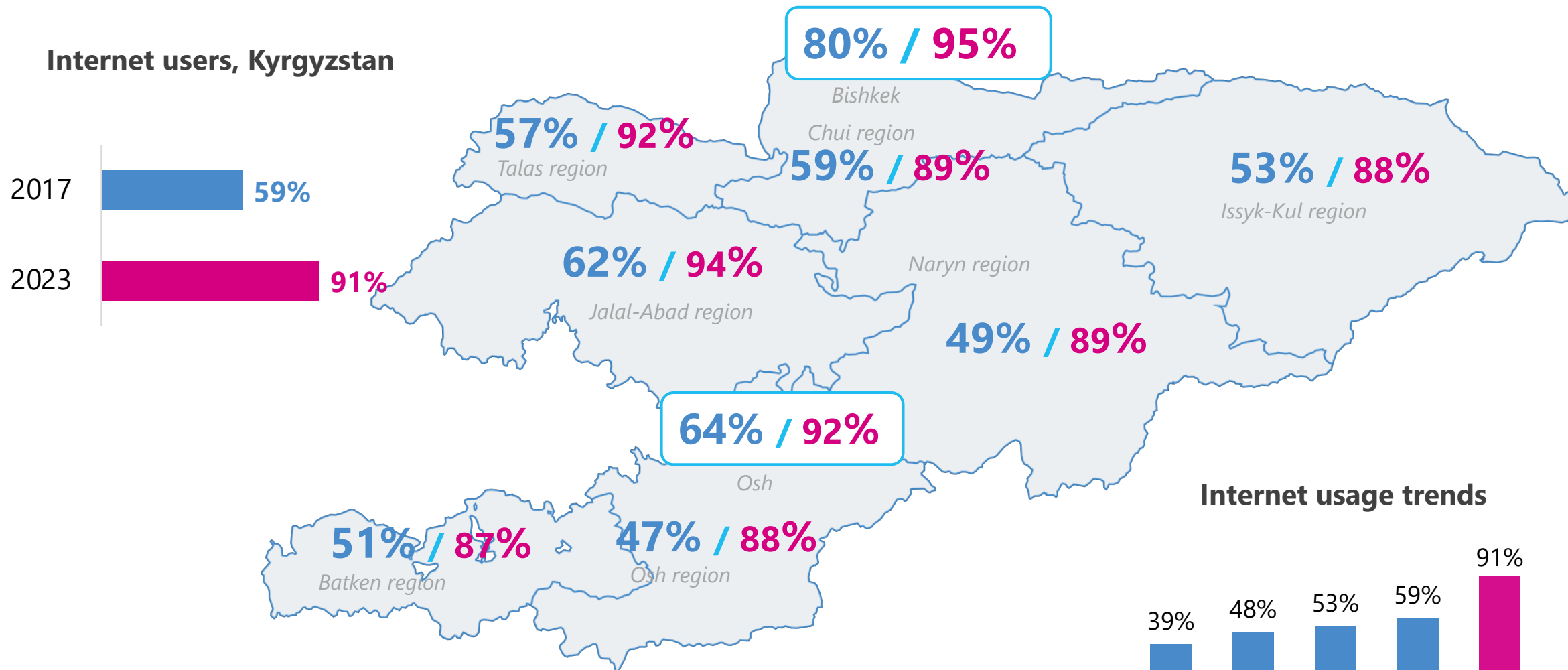
The size of the ball demonstrates the share of daily listens of the radio station.

# INTERNET

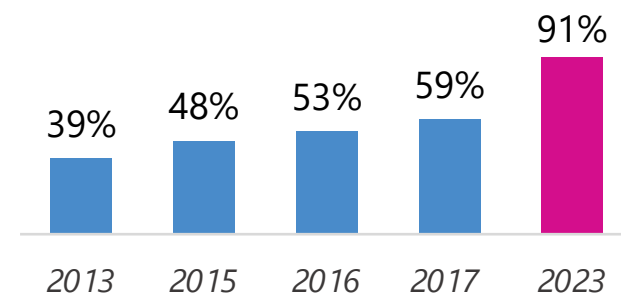


# INTERNET USAGE

## Internet users, Kyrgyzstan

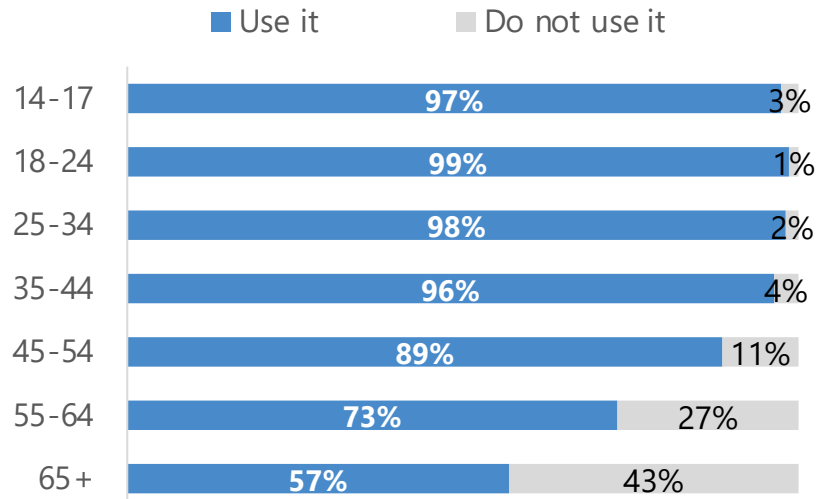


## Internet usage trends

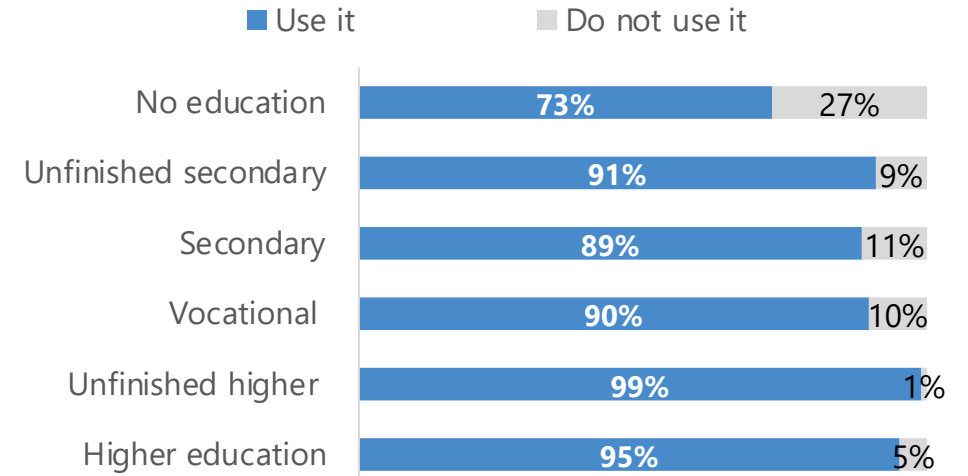


# INTERNET USERS PROFILE

AGE, N=3636



EDUCATION LEVEL, N=3636



**91%** of the Kyrgyzstan population aged 14+ use the Internet

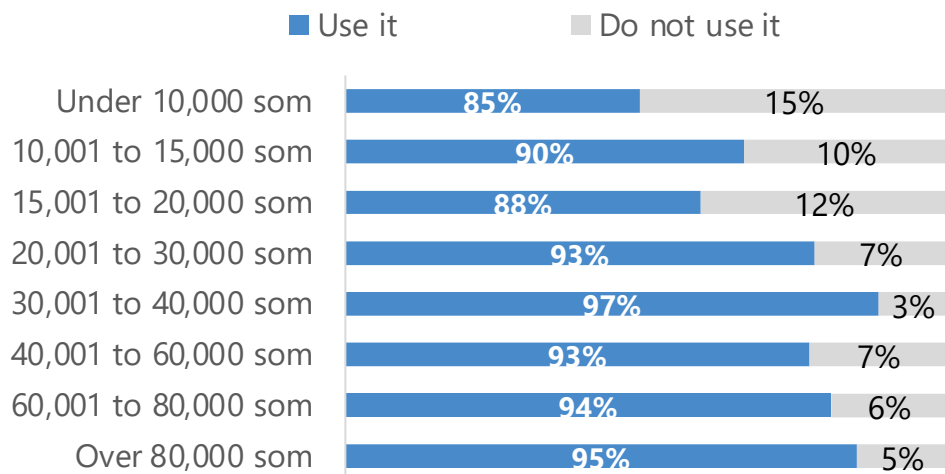


**89%**,  
N=1778

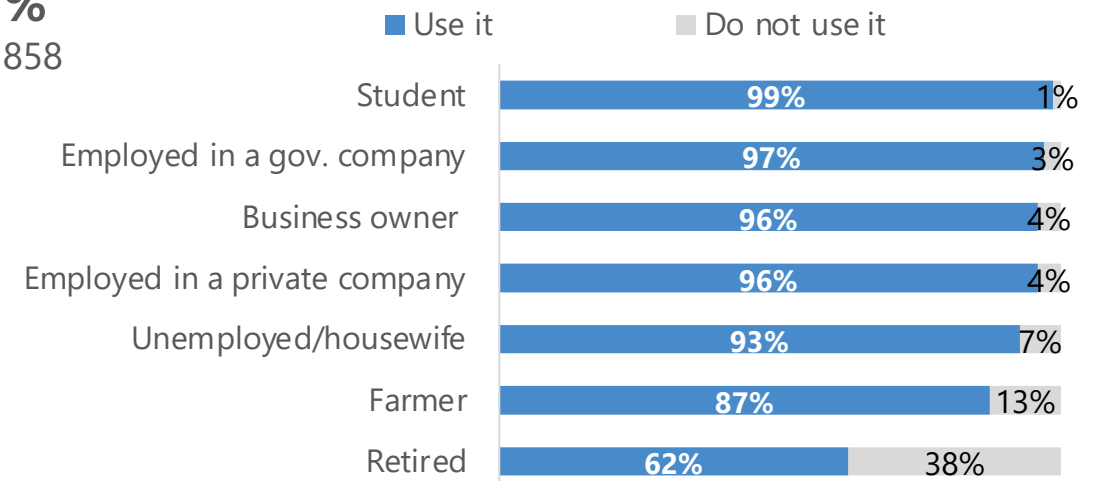


**93%**  
N=1858

HOUSEHOLD INCOME LEVEL, N = 3636



TYPE OF EMPLOYMENT, N=3636



# ISPS AND MOBILE PROVIDERS USED TO ACCESS THE INTERNET, BY REGION

Q32. What internet providers do you use? N=3636

A user may have more than 1 SIM card or more than 1 ISP, so the total may be over 100%

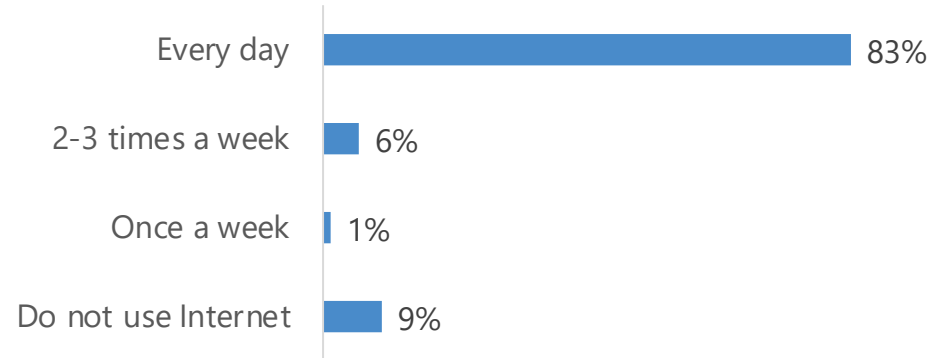


Bishkek, n=613	56%	32%	12%	8%	7%	4%	2%	1%	1%	1%	
Osh, n=174	32%	51%	21%	1%	5%	3%	1%	1%			2%
Chui region, n=546	57%	32%	9%		2%		3%	1%			
Talas region, n=146	73%	17%	10%				2%	3%	1%		
Issyk-Kul region, n=282	73%	13%	6%	1%		3%	4%	7%	2%		
Batken region, n=290	39%	21%	32%			2%	1%	2%	1%		
Jalal-Abad region, n=683	42%	26%	37%			1%	2%	2%	1%		1%
Osh region, n=741	25%	39%	30%		1%		1%				
Naryn region, n=161	83%	8%	4%		1%			3%			
<b>Kyrgyzstan, n=3636</b>	<b>48%</b>	<b>29%</b>	<b>21%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>		

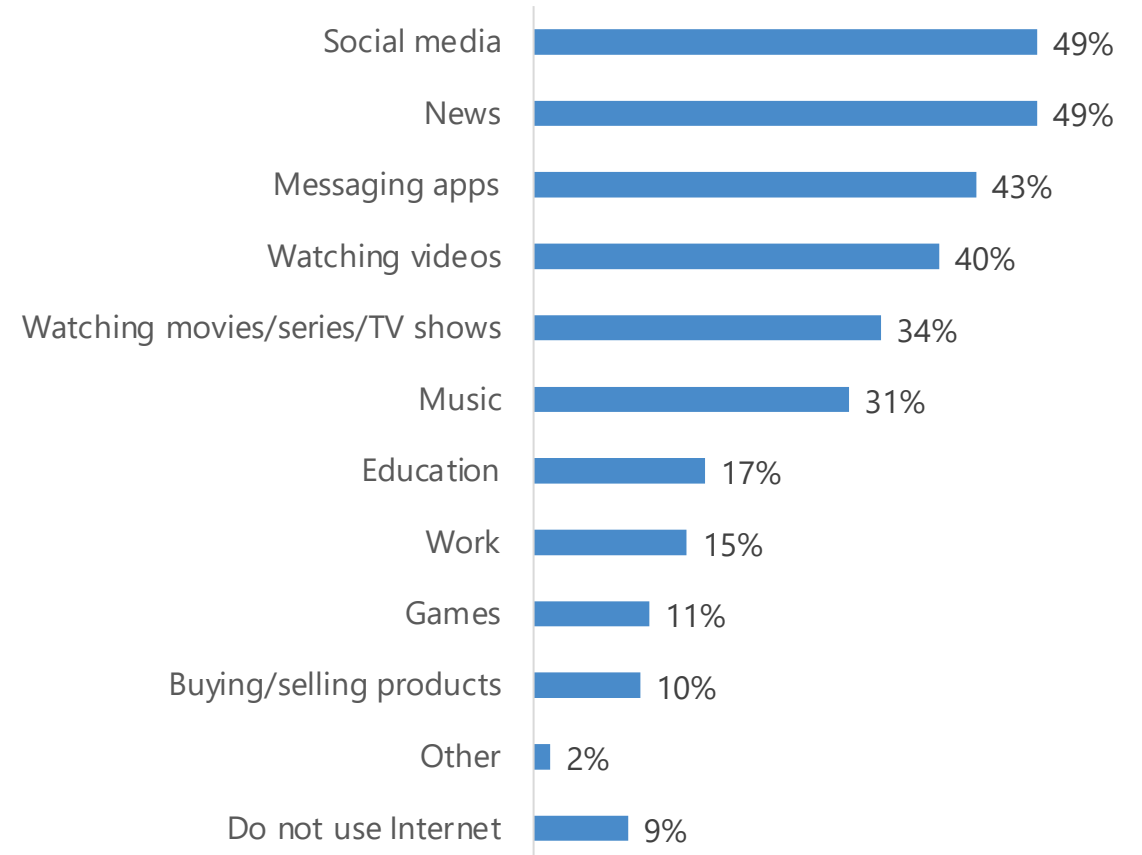
# INTERNET USAGE PRACTICE

## HOW OFTEN DO YOU USE THE INTERNET?

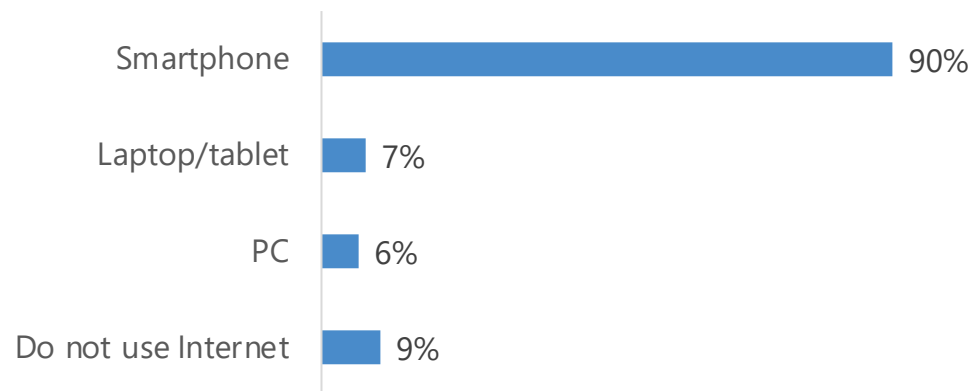
N=3636



## WHAT DO YOU USE THE INTERNET FOR? SEVERAL ANSWERS CAN BE GIVEN. N=3636

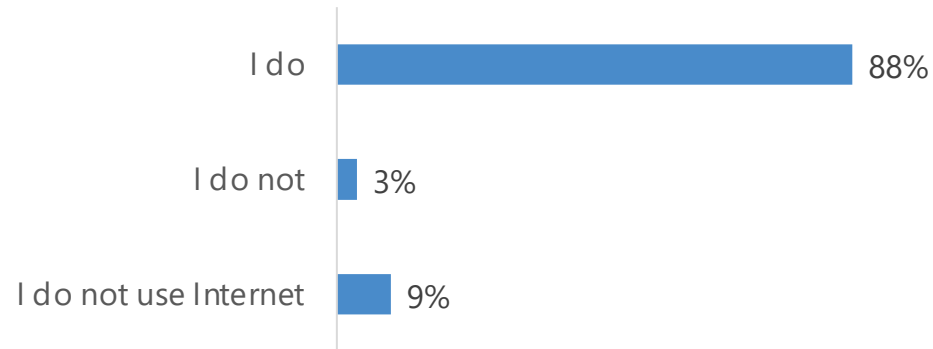


## THROUGH WHAT DEVICES TO YOU ACCESS THE INTERNET? SEVERAL ANSWERS CAN BE GIVEN. N=3636

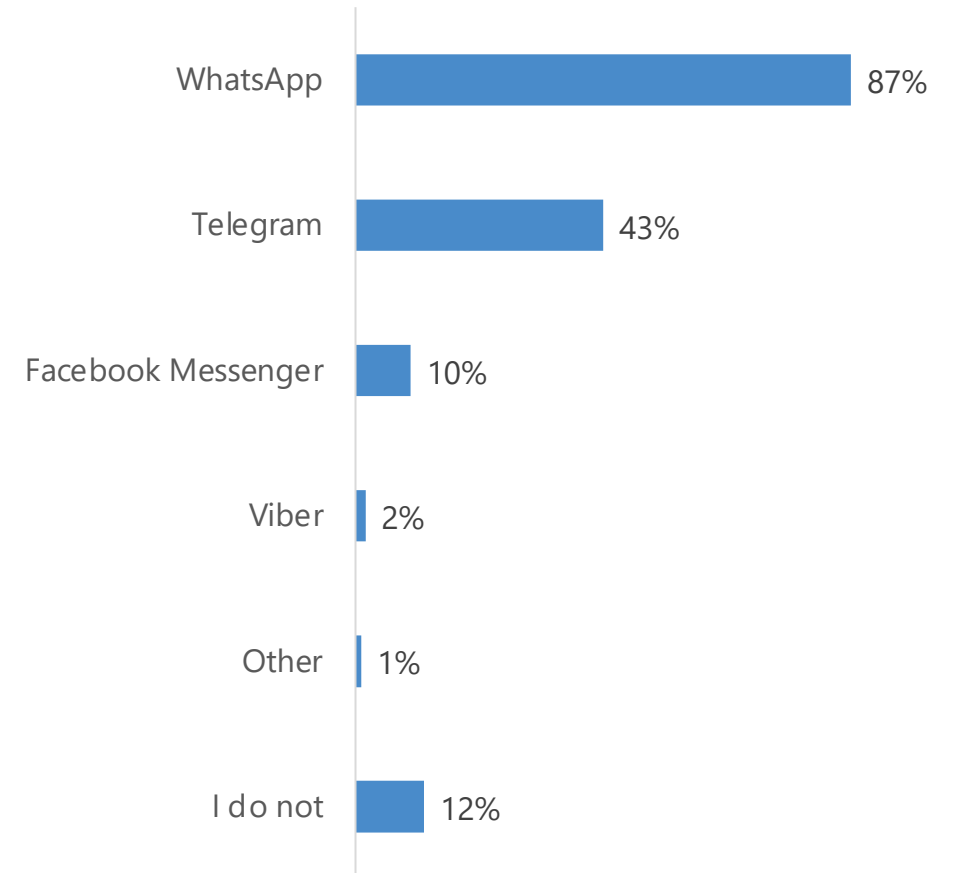


# MESSAGING APP USAGE PRACTICE

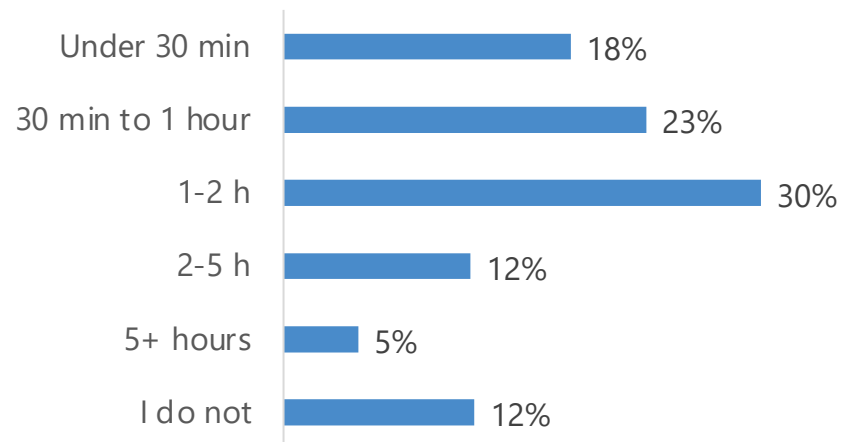
DO YOU USE MESSAGING APPS?, N=3636



WHAT MESSAGING APPS DO YOU USE? SEVERAL ANSWERS CAN BE GIVEN. N=3636



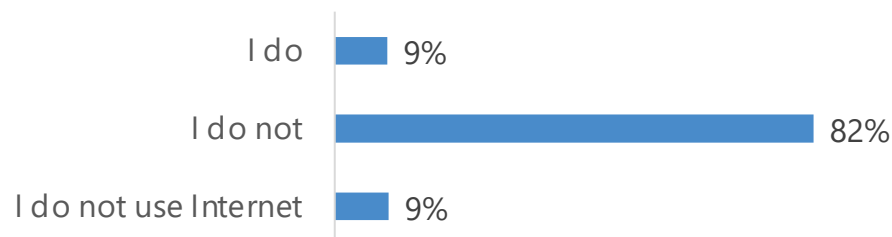
HOW MUCH TIME A DAY DO YOU SPEND IN MESSAGING APPS? N=3636



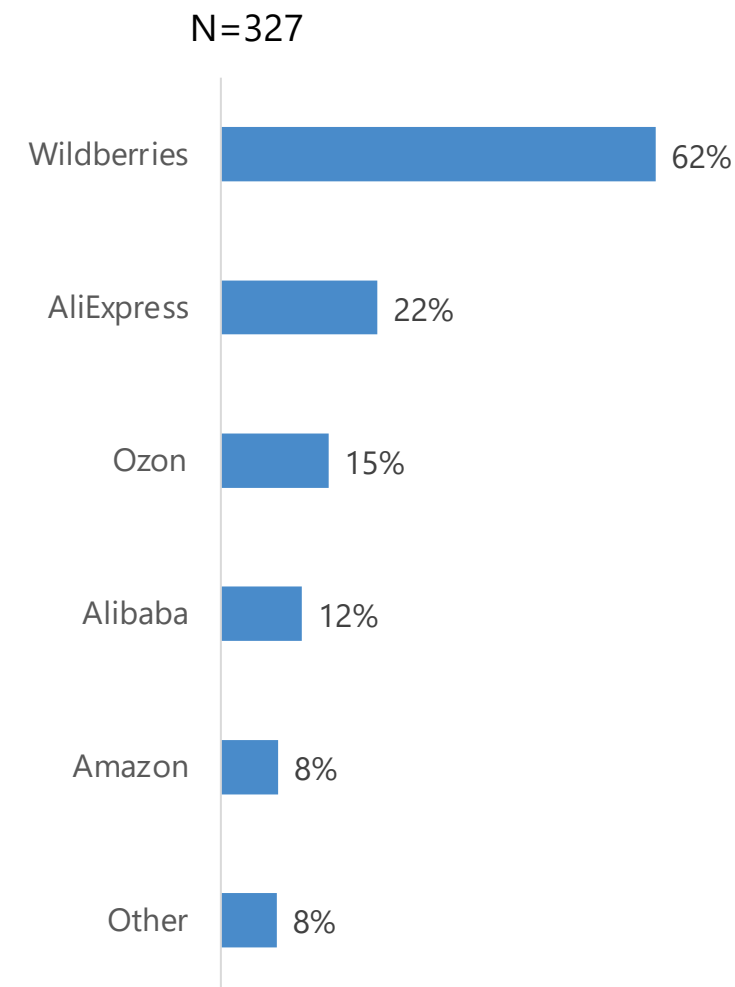
*A messaging app is an application for instant text messaging between users, such as WhatsApp, Telegram or Facebook Messenger*

# MARKETPLACE USAGE PRACTICE

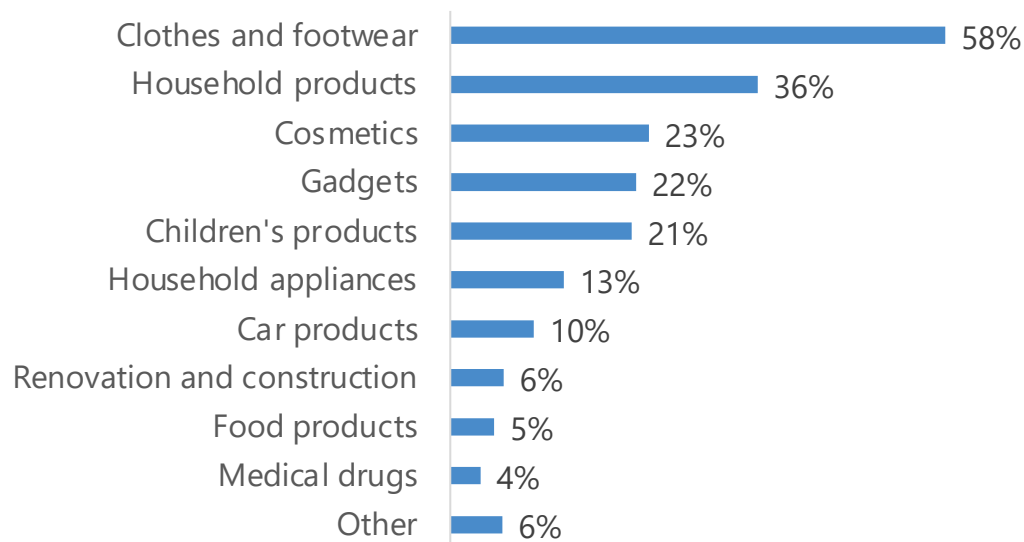
DO YOU USE MARKETPLACES? N=3636



WHICH OF THESE MARKETPLACES DO YOU CURRENTLY USE? SEVERAL ANSWERS CAN BE GIVEN. N=327



WHAT CATEGORIES OF PRODUCTS DO YOU SEARCH/ORDER? SEVERAL ANSWERS CAN BE GIVEN. N=327

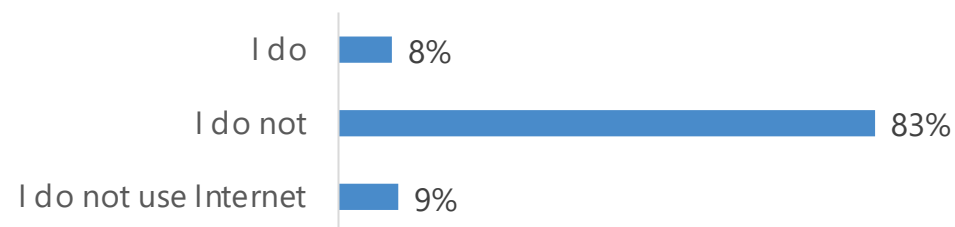


*A marketplace is an online platform where sellers offer their products or services, and customers can select from a variety of offers, such as Amazon, AliExpress*

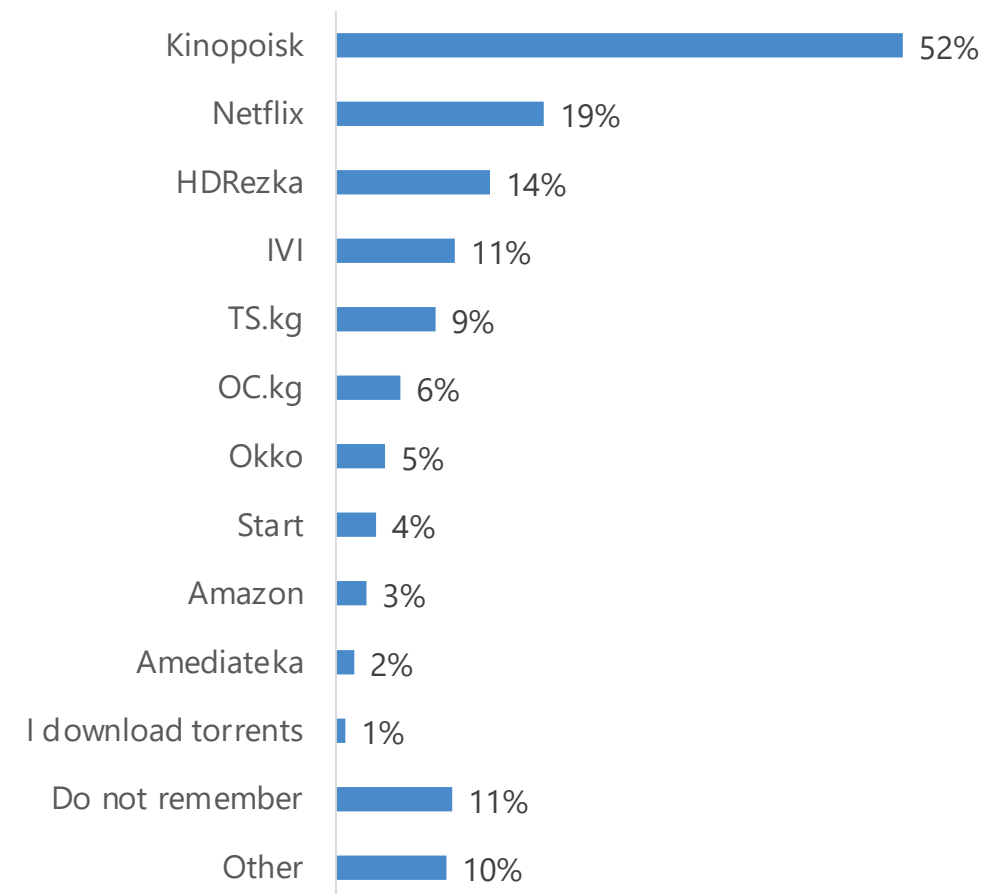


# VIDEO SERVICE USAGE PRACTICE

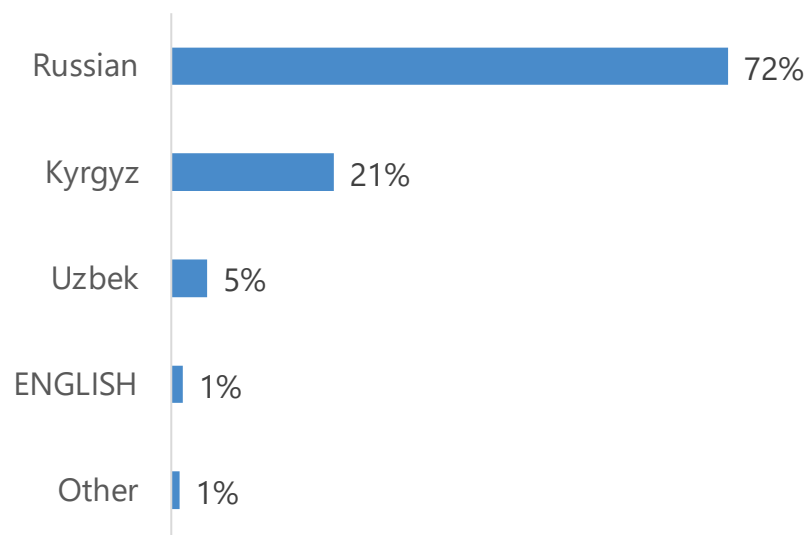
DO YOU USE ANY FREE/PAID VIDEO SERVICES? N=3636



WHICH OF THESE VIDEO SERVICES DO YOU CURRENTLY USE?  
SEVERAL ANSWERS CAN BE GIVEN. N=302



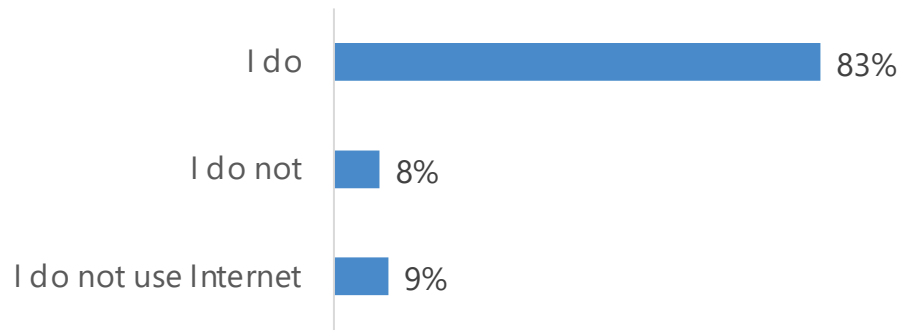
IN WHAT LANGUAGE DO YOU PREFER TO WATCH  
MOVIES/SERIES IN VIDEO SERVICES? N=302



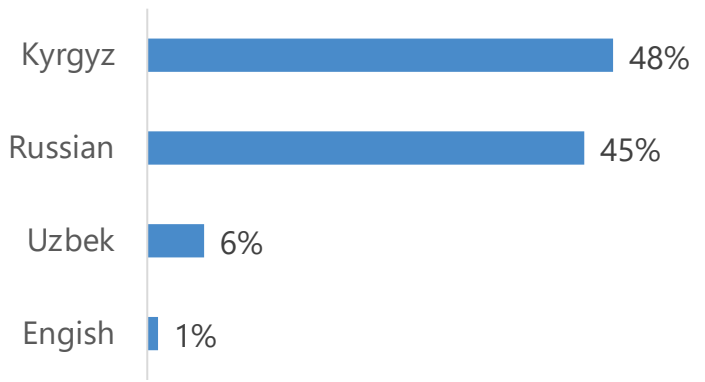
*A video service is an online platform/website that provides access to video content, such as movies, series, videos, or streaming broadcasts, such as Netflix or Kinopoisk*

# YOUTUBE USAGE

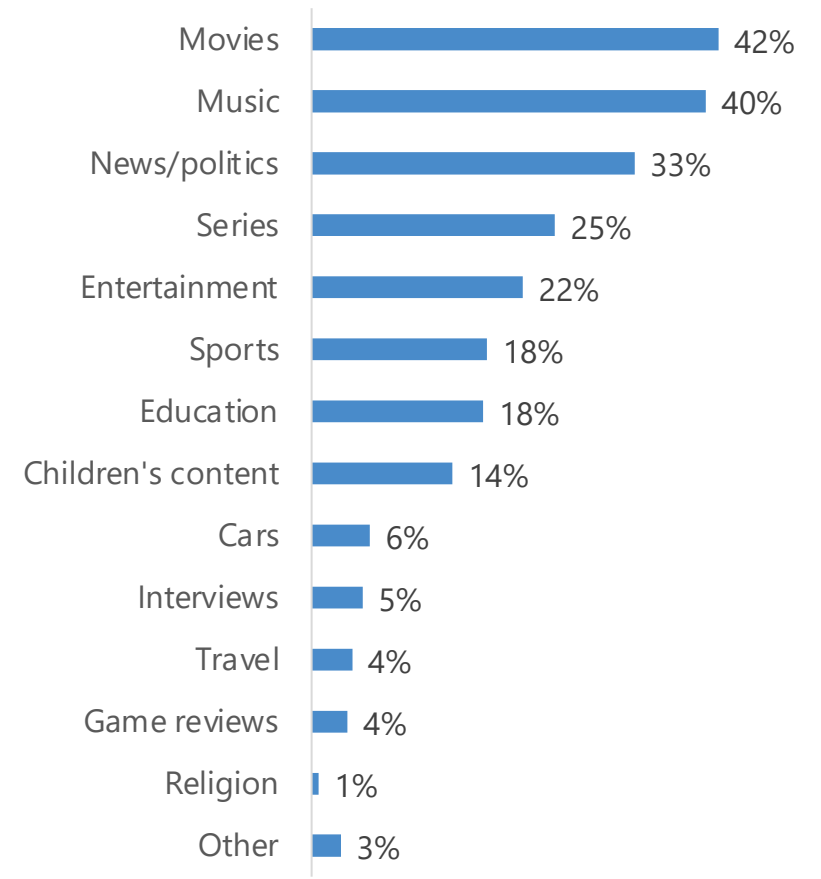
DO YOU USE YOUTUBE? N=3636



IN WHAT LANGUAGE DO YOU PREFER TO WATCH YOUTUBE VIDEOS? N=3016

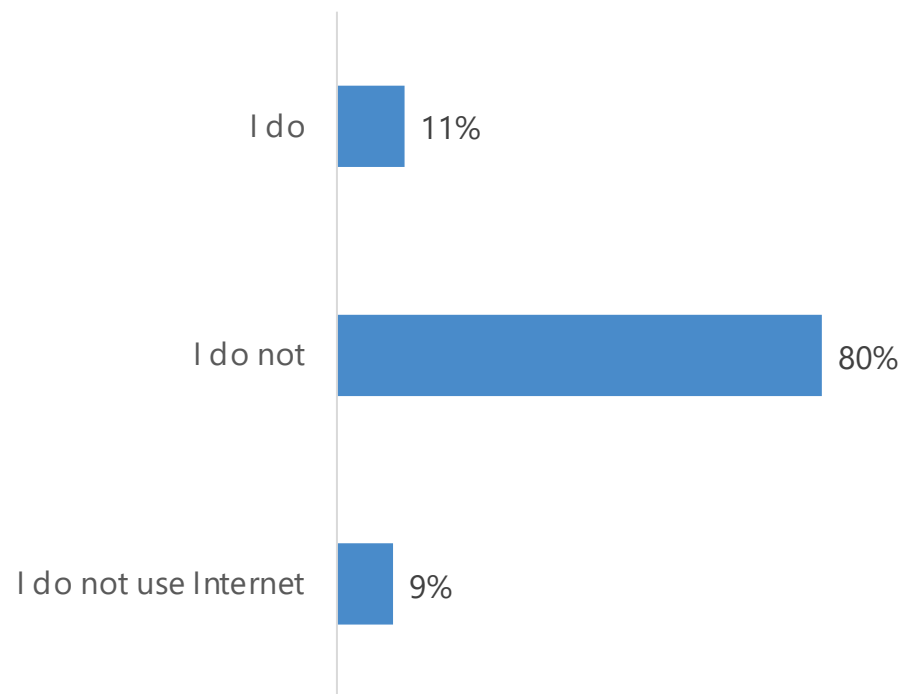


WHAT DO YOU MAINLY USE YOUTUBE FOR? SEVERAL ANSWERS CAN BE GIVEN N=3016

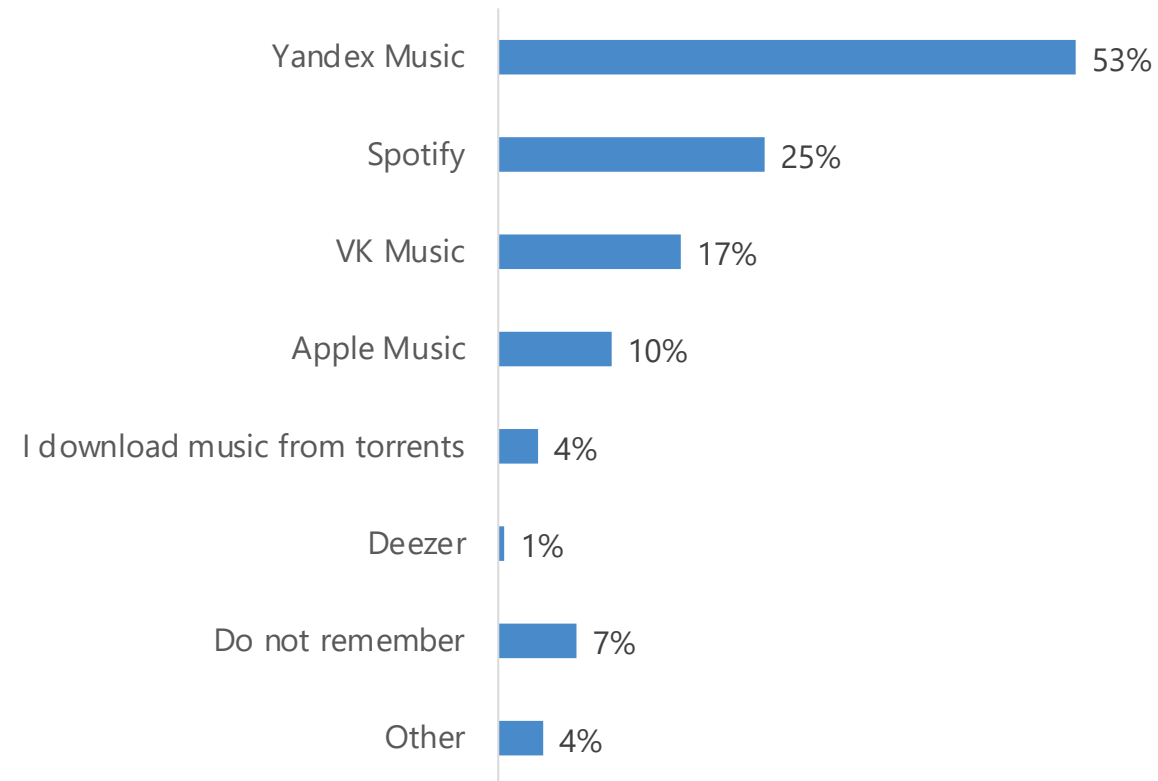


# AUDIO SERVICE USAGE PRACTICE

DO YOU USE ANY FREE/PAID MUSIC SERVICES?  
N=3636



WHICH OF THESE AUDIO SERVICES DO YOU CURRENTLY USE?  
SEVERAL ANSWERS CAN BE GIVEN. N=402

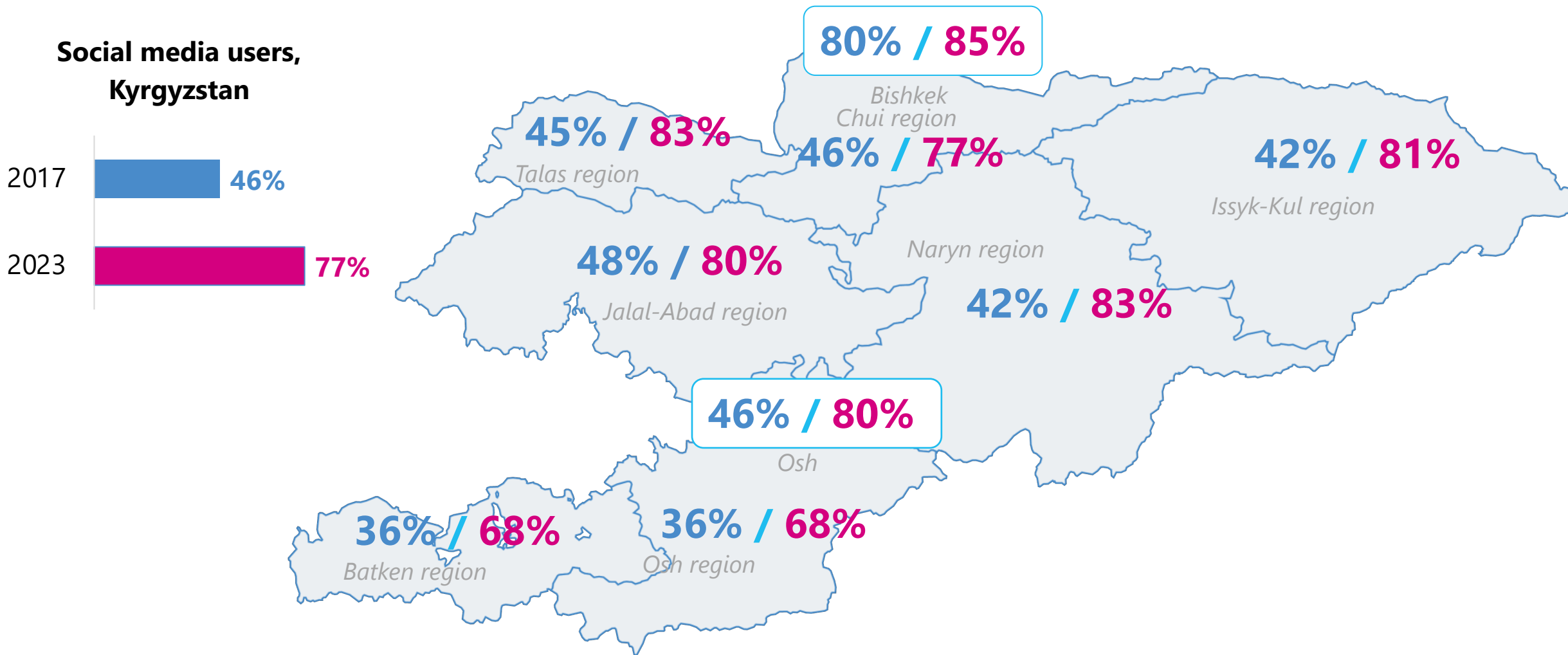


*An audio service is an online platform/website providing access to audio content, such as music, podcasts or audiobooks, i.e. Spotify or Apple Music*

# SOCIAL MEDIA

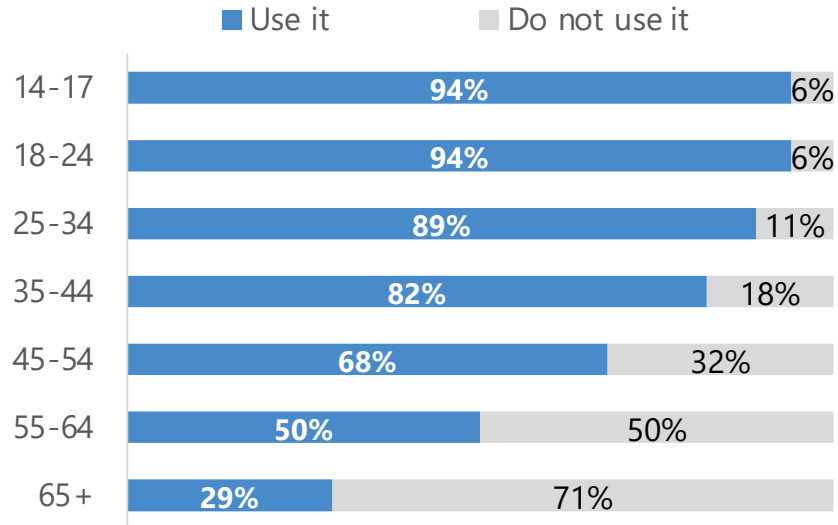


# SOCIAL MEDIA USERS IN KYRGYZSTAN

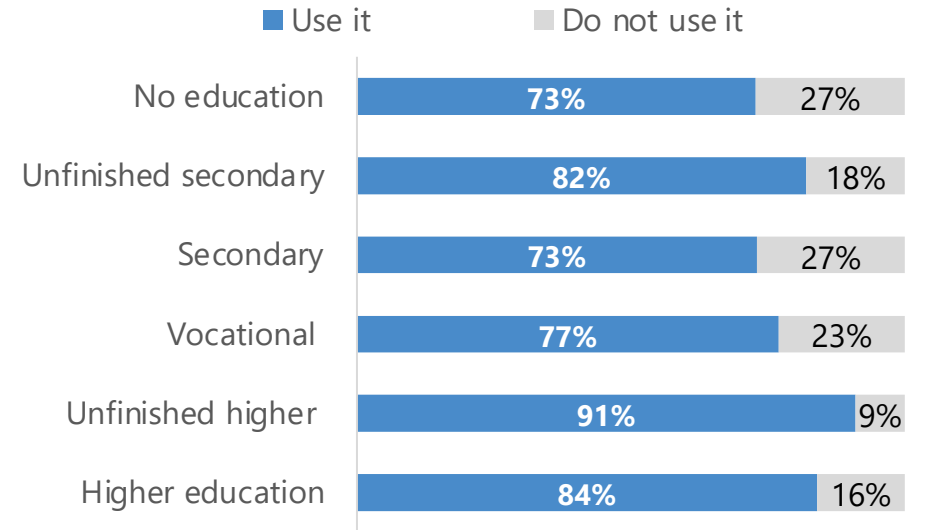


# SOCIAL MEDIA USER PROFILE

AGE, N=3636



EDUCATION LEVEL, N=3636



77% of the Kyrgyzstan population aged 14+ use social media

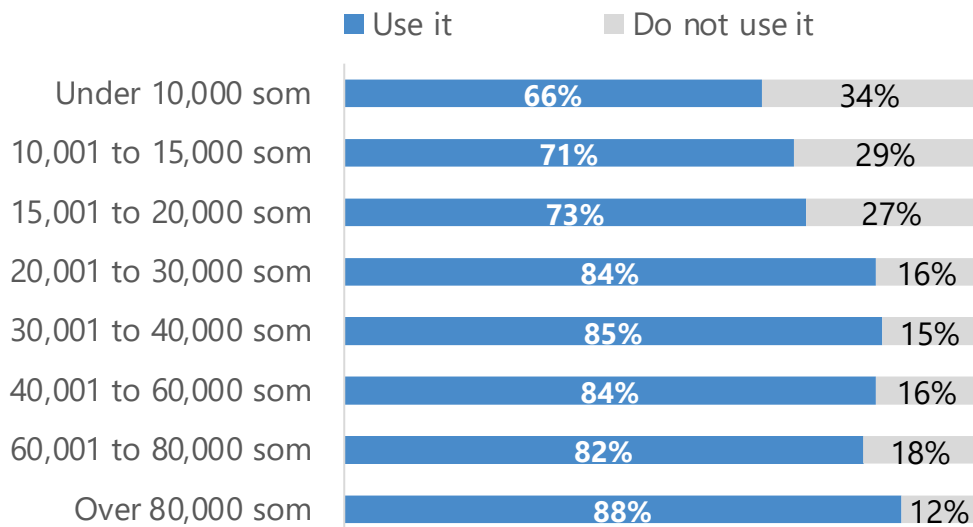


74%  
N=1778

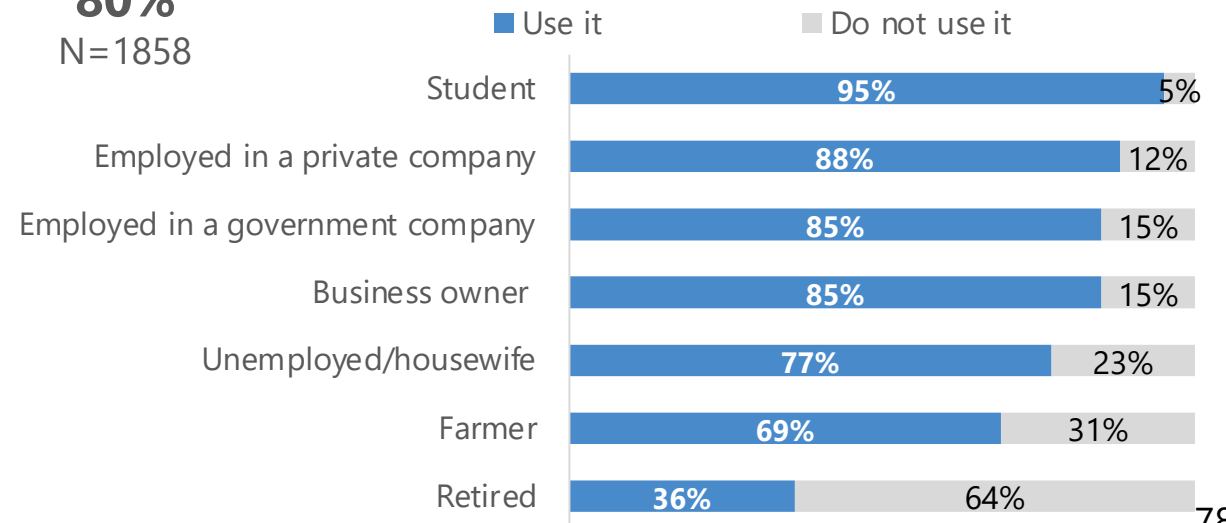


80%  
N=1858

HOUSEHOLD INCOME LEVEL, N = 3636

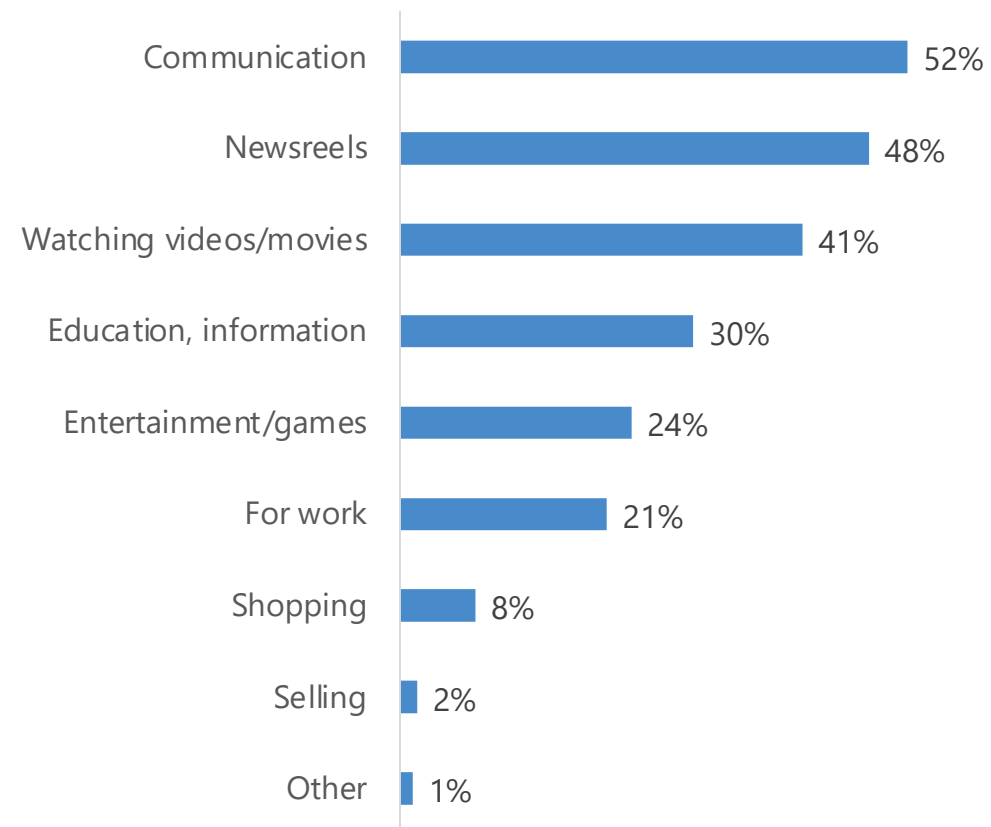


TYPE OF EMPLOYMENT, N=3636

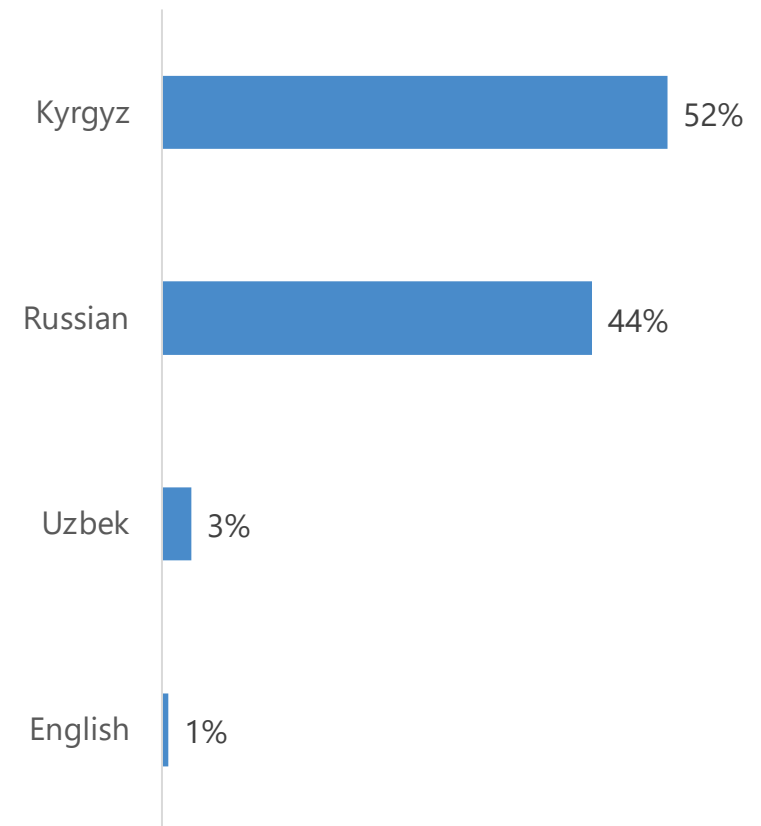


# GOALS AND LANGUAGE OF USE

WHAT DO YOU USUALLY USE SOCIAL MEDIA FOR?  
SEVERAL ANSWERS CAN BE GIVEN. N=2810

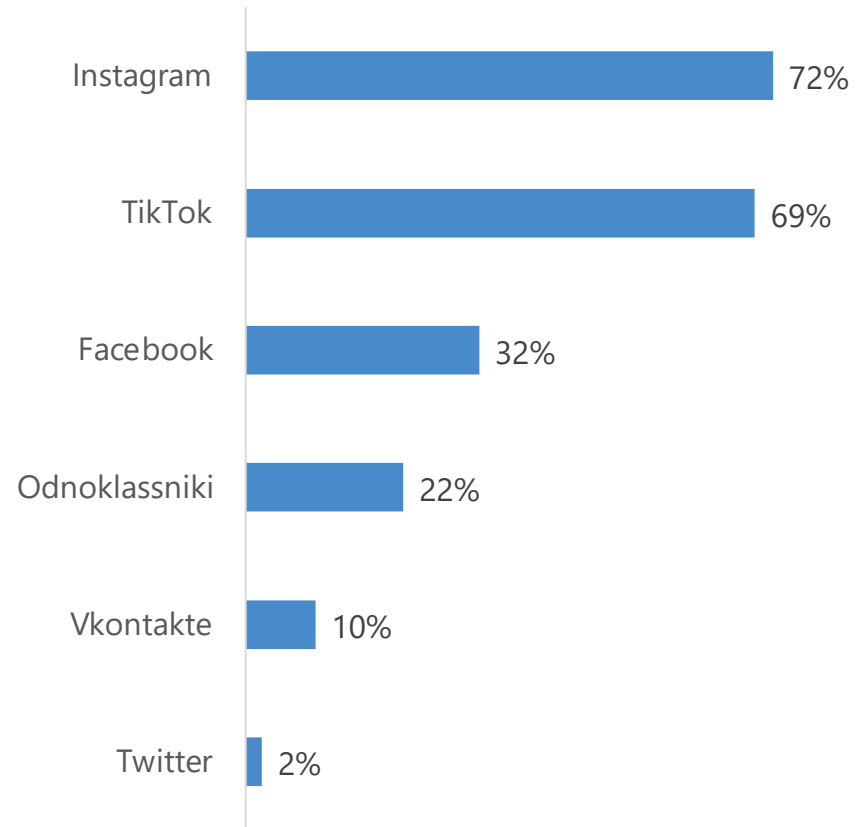


IN WHAT LANGUAGE DO YOU PREFER TO USE SOCIAL  
MEDIA? N=2810

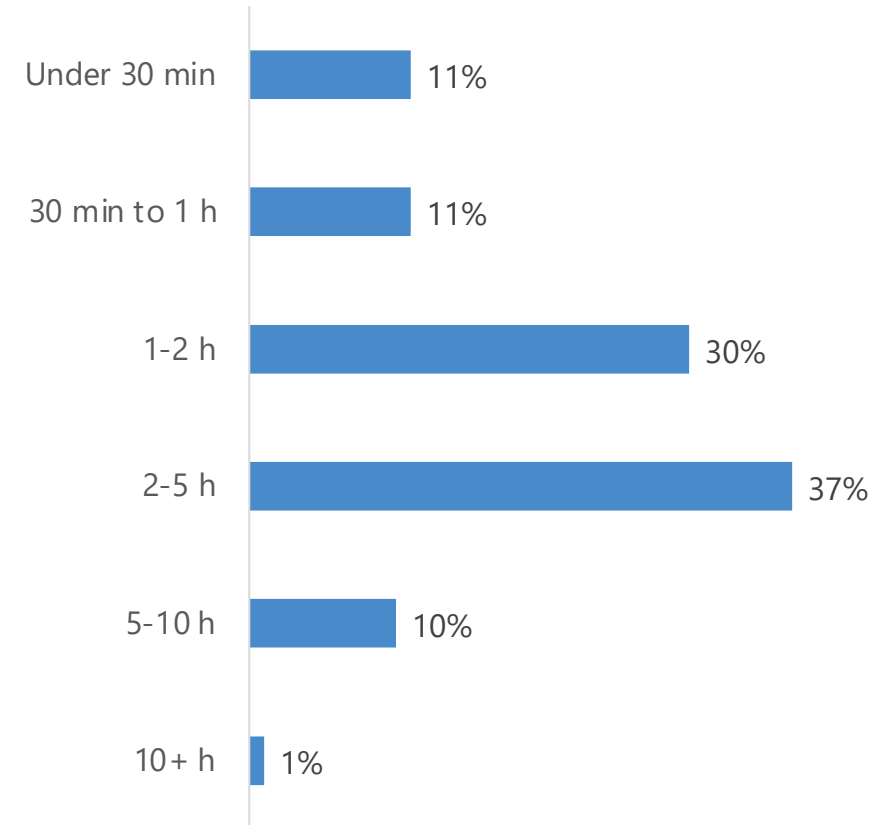


# SOCIAL MEDIA USAGE

DO YOU USE SOCIAL MEDIA? SEVERAL ANSWERS CAN BE GIVEN. N=2810



HOW MANY TIMES A DAY, ON AVERAGE, DO YOU USE SOCIAL MEDIA? N=2810





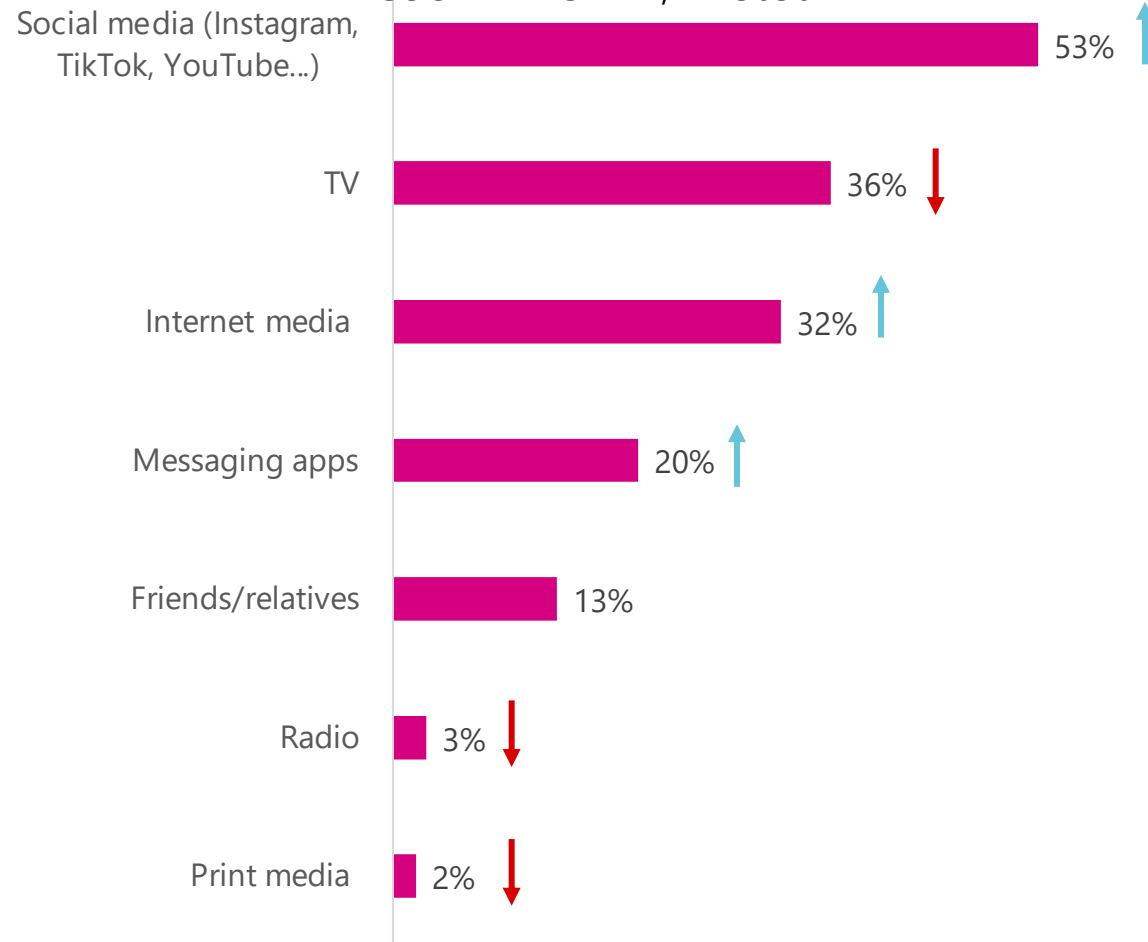
# SOURCES OF INFORMATION



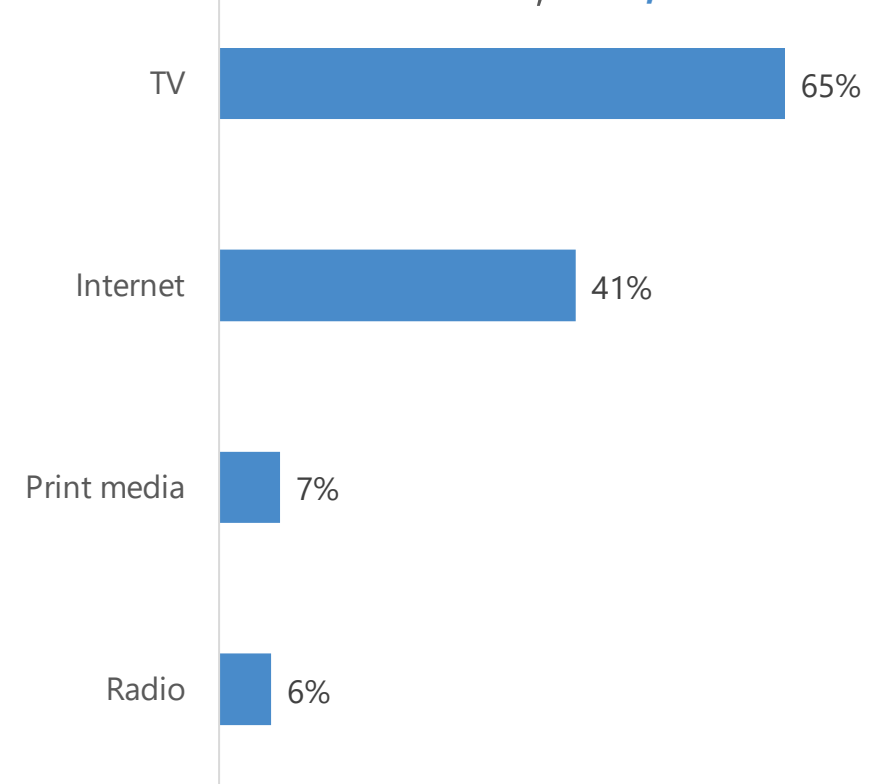
# SOURCES OF INFORMATION

From what sources do you usually get information?

SOURCES OF INFORMATION, 2023, SEVERAL ANSWERS  
COULD BE GIVEN, N=3636



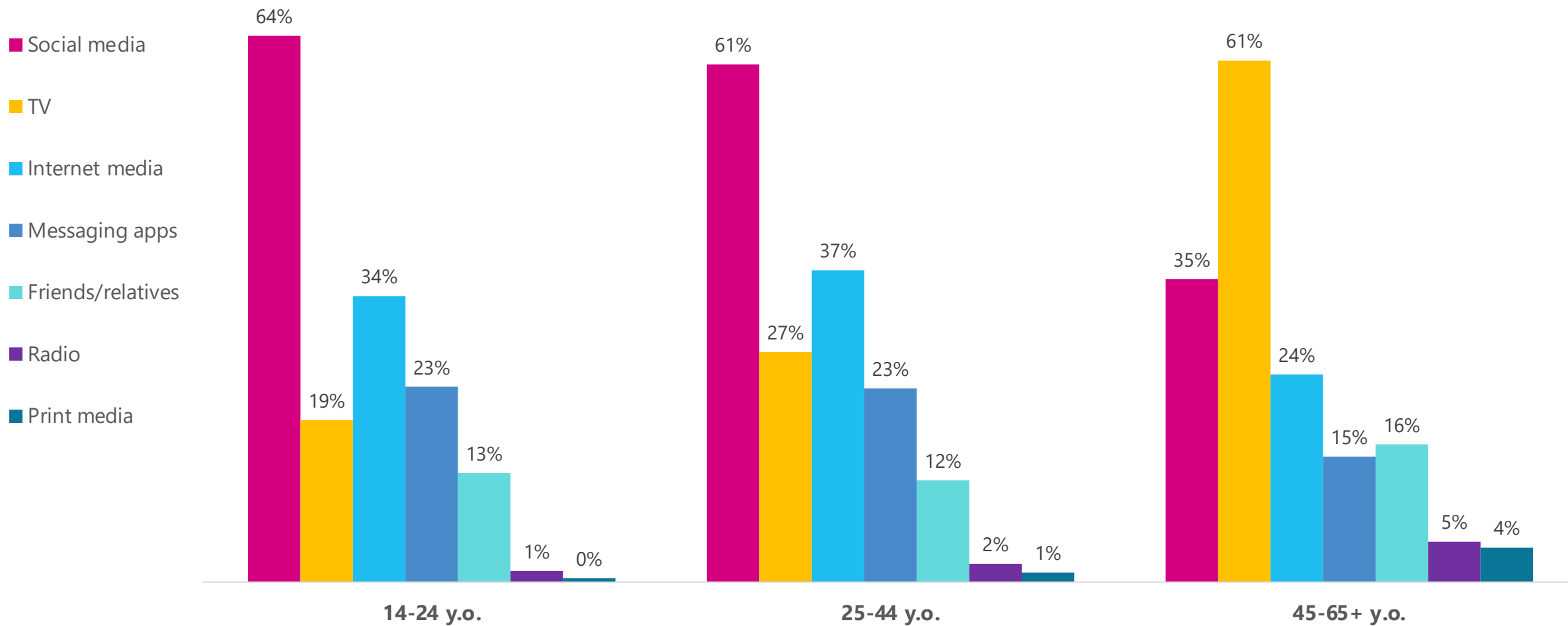
SOURCES OF INFORMATION, SEVERAL  
ANSWERS COULD BE GIVEN, 2017, N=2167



# SOURCES OF INFORMATION

*From what sources do you usually get information?*

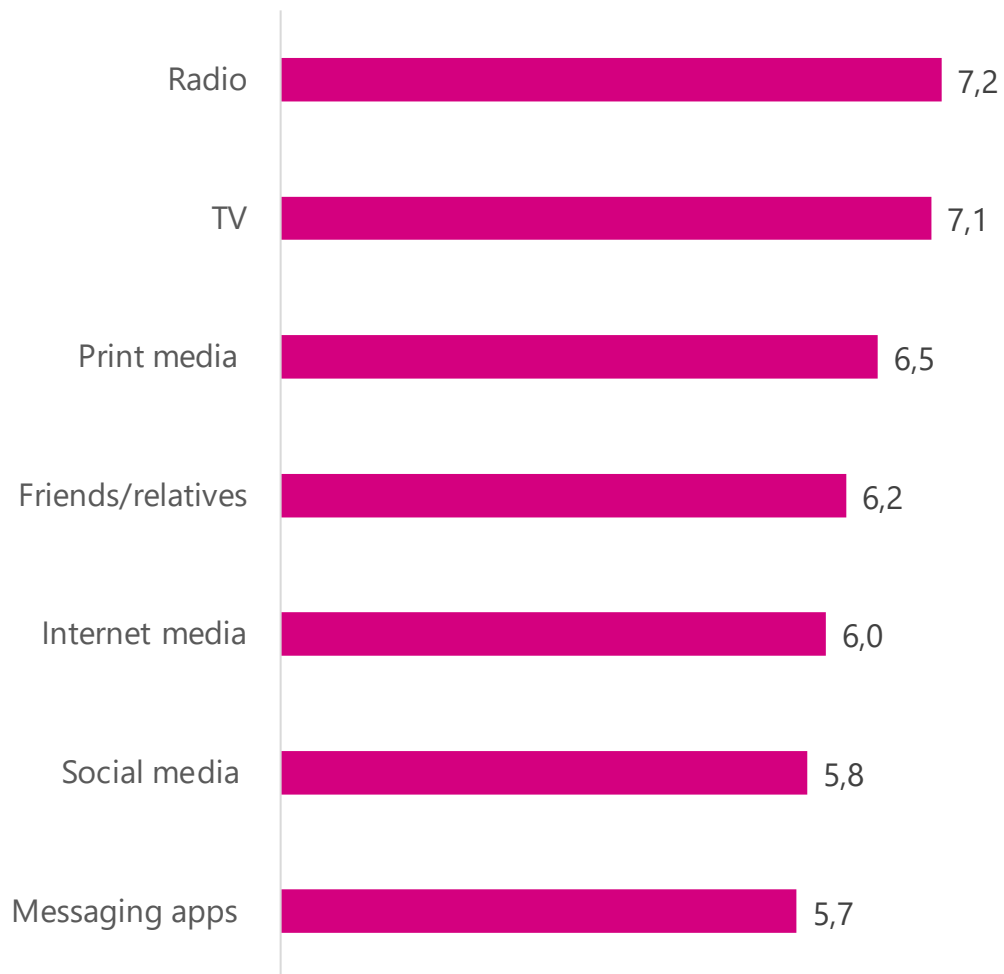
AGE, SEVERAL ANSWERS CAN BE GIVEN, N=3636



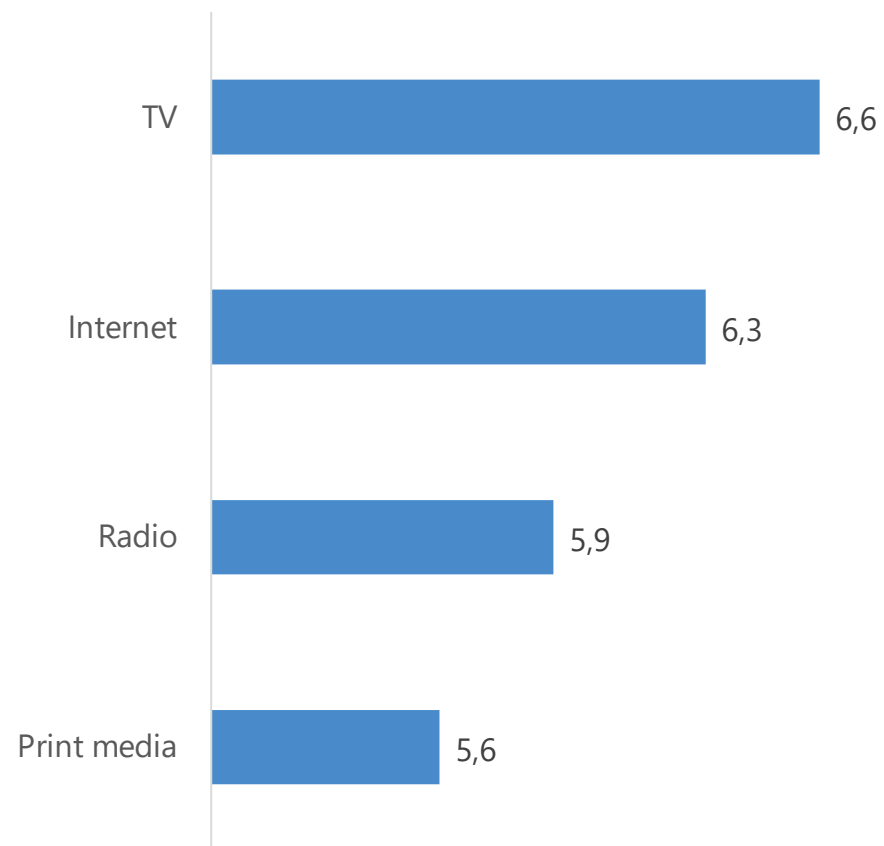
# TRUST TO INFORMATION SOURCES

How much do you trust the information on a scale from 1 to 10, where 1 is not at all and 10 is completely trust?

TRUST TO INFORMATION SOURCES, 2023, N=3636

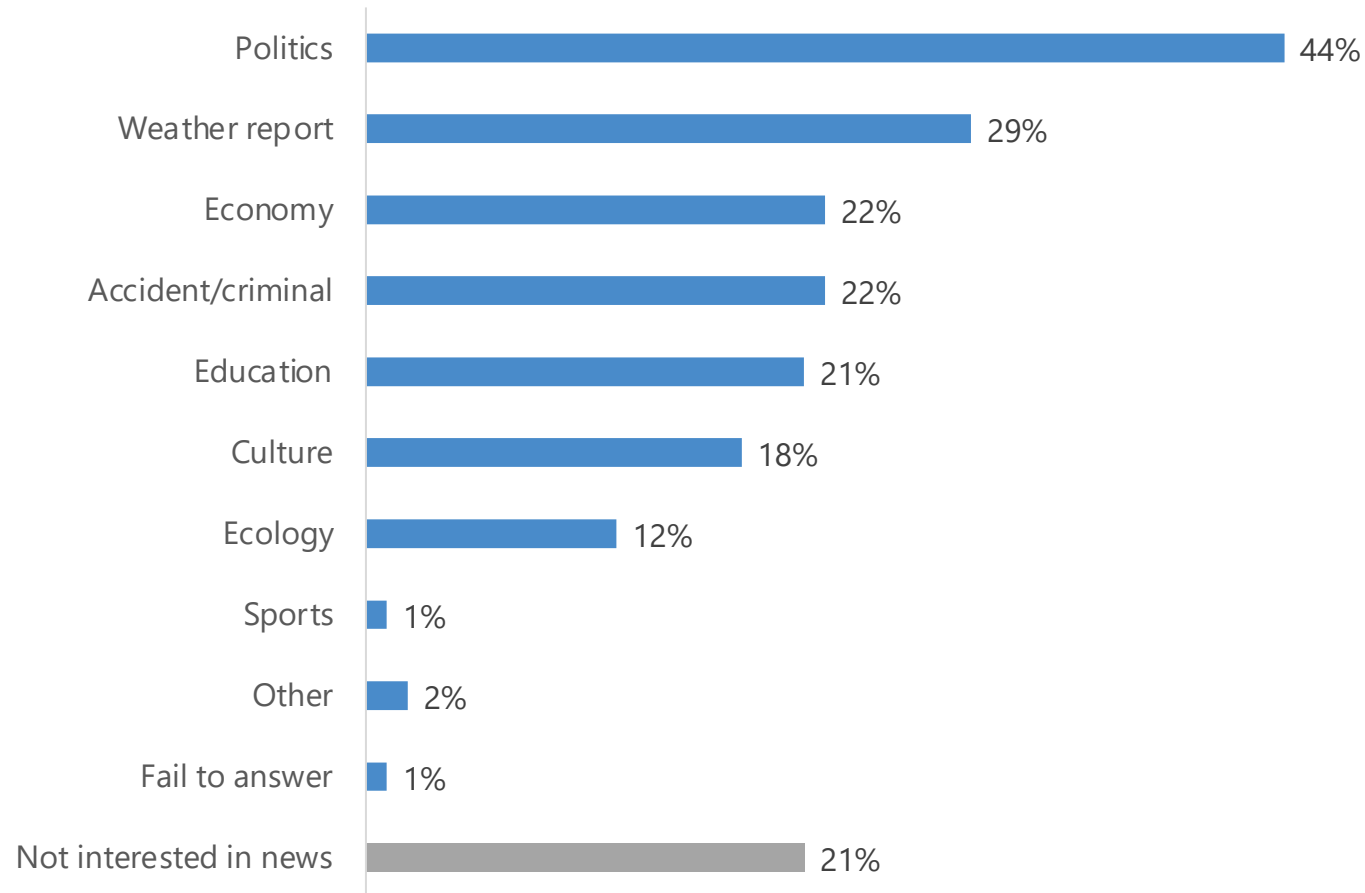


TRUST TO INFORMATION SOURCES, 2017, N=2167



# INTEREST IN NEWS

WHAT NEWS DO YOU FOLLOW? SEVERAL ANSWERS CAN BE GIVEN, N=3636

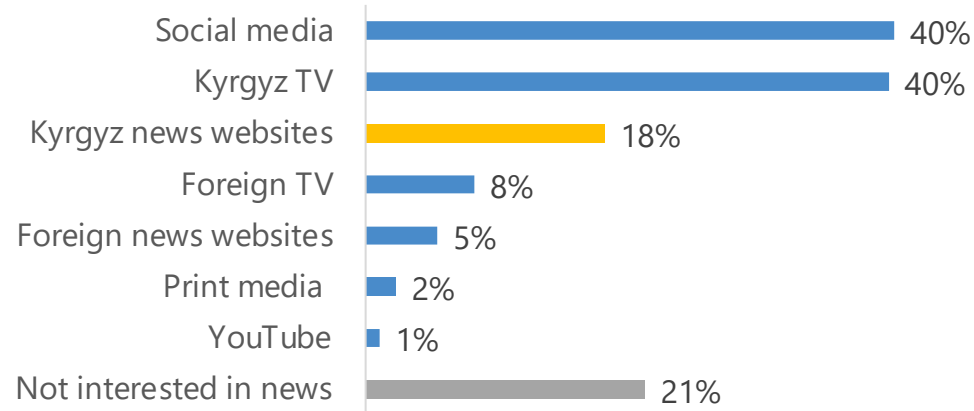


**79%**

of the population interested in news

# TRUST IN NEWS

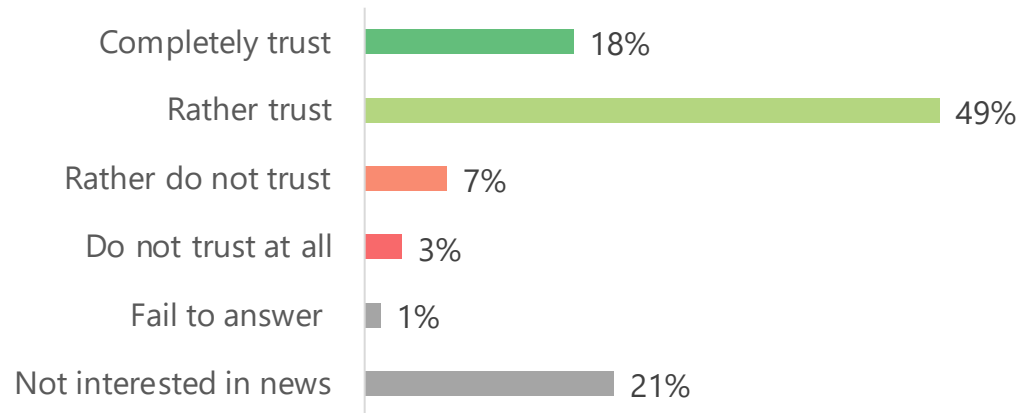
FROM WHAT SOURCES DO YOU LEARN THE NEWS?  
SEVERAL ANSWERS CAN BE GIVEN, N=3636



HOW MUCH DO YOU TRUST THE INFORMATION ON A SCALE FROM 1 TO 10,  
WHERE 1 IS NOT AT ALL AND 10 IS COMPLETELY TRUST?

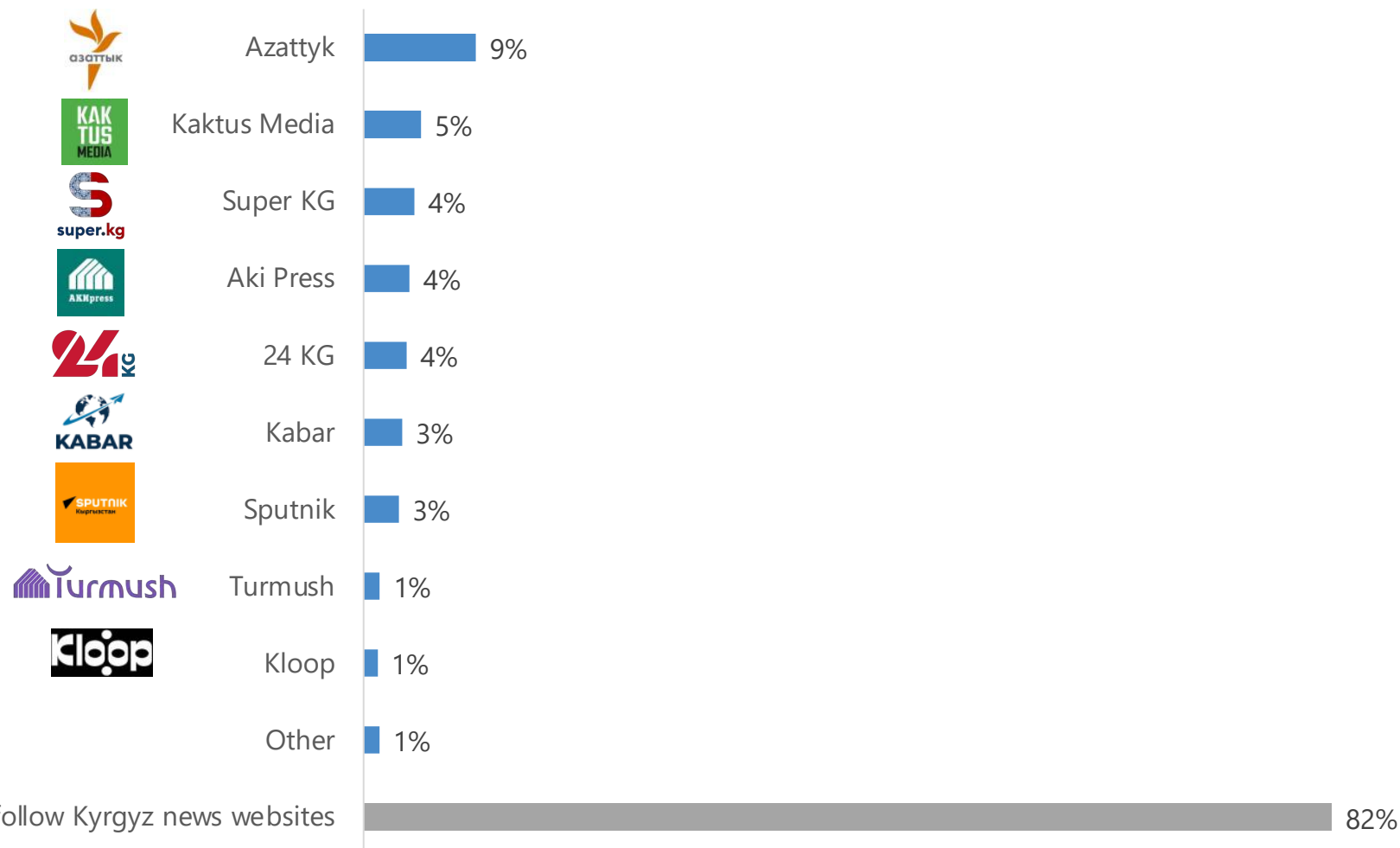


HOW MUCH DO YOU TRUST THE INFORMATION  
PUBLISHED IN THE NEWS? N=3636



# PREFERRED KYRGYZ NEWS WEBSITES

WHAT KYRGYZ INTERNET MEDIA DO YOU FOLLOW? SEVERAL ANSWERS CAN BE GIVEN. N=3636\*



**18%**  
of the population learn news from Kyrgyz news sites



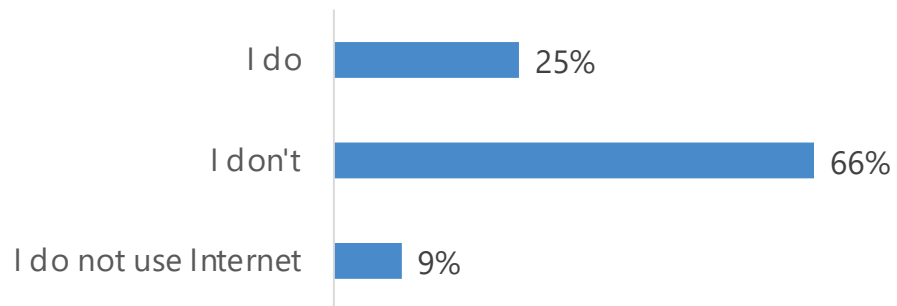
**12%** of the population prefer to read news in **Kyrgyz**

**5%** of the population prefer to read news in **Russian**

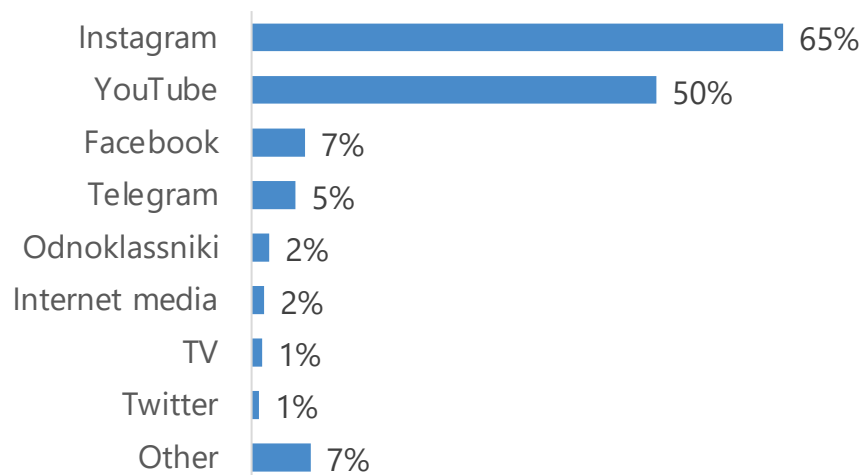
\*Chart shows the share of the general population. Question asked to those who said they use Kyrgyz news websites as information source

# MEDIA PERSONALITIES

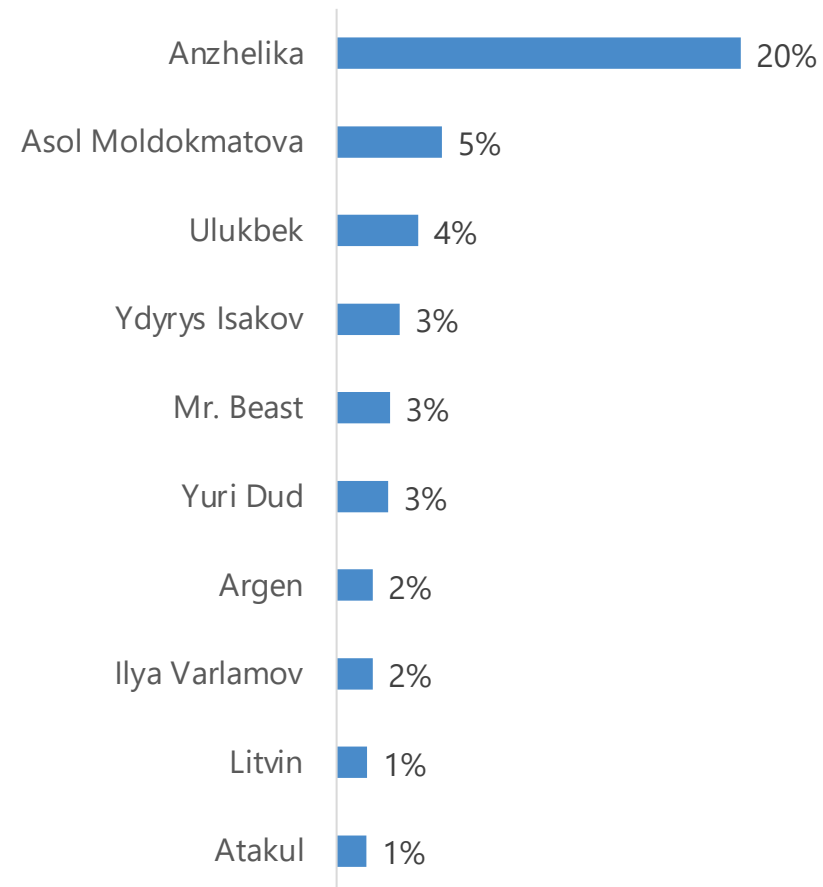
DO YOU FOLLOW THE PUBLICATIONS/VIDEOS OF CERTAIN MEDIA PERSONALITIES / BLOGGERS / SELEBRITIES / INFLUENCERS / JOURNALISTS? N=3636



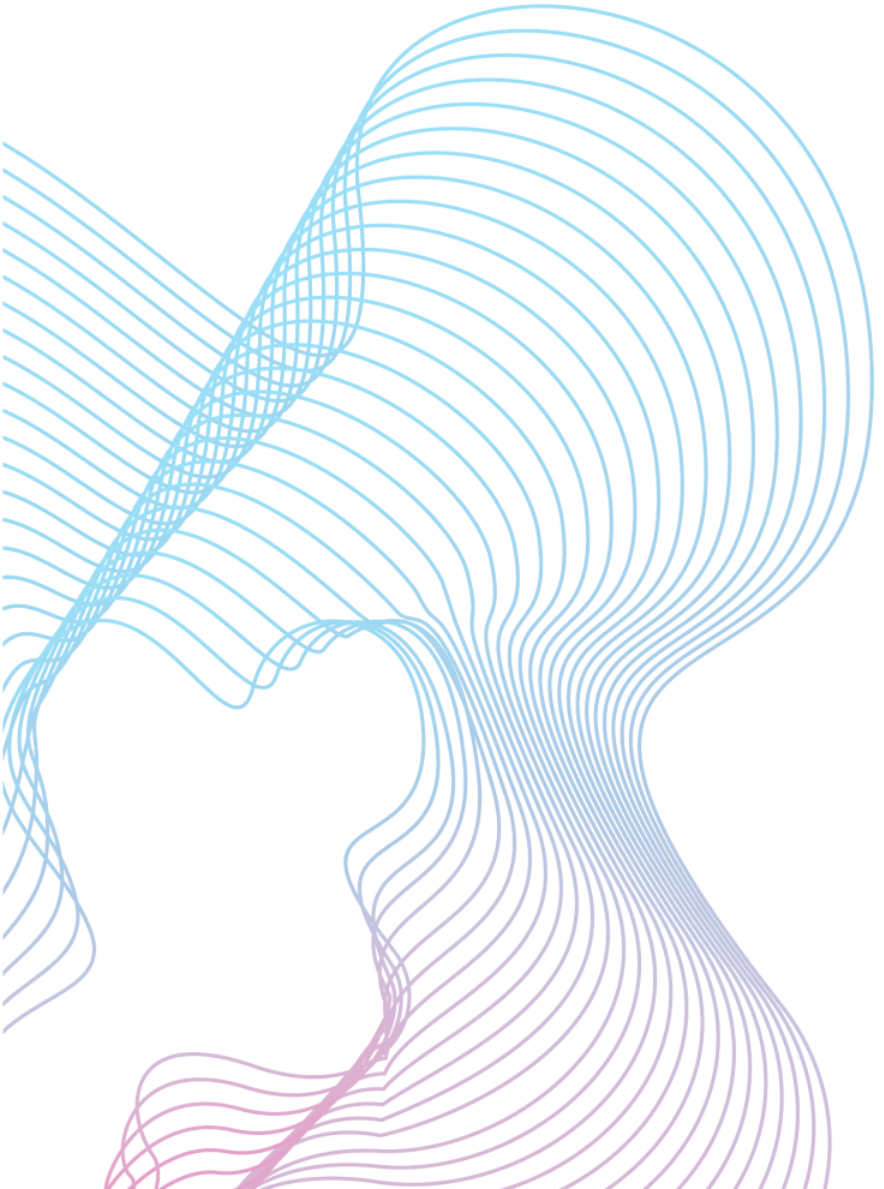
WHERE DO YOU FOLLOW THE PUBLICATIONS/VIDEOS OF MEDIA PERSONALITIES? SEVERAL ANSWERS CAN BE GIVEN. N=918



TOP 10 MEDIA PERSONALITIES. WHAT MEDIA PERSONALITY'S PUBLICATIONS/VIDEOS DO YOU FOLLOW THE MOST? (OPEN QUESTION) N=918







# MEDIA CONSUMPTION IN KYRGYZSTAN

## THANK YOU FOR YOUR ATTENTION

The presentation 'Media consumption in Kyrgyzstan. Wave 9' is available for download starting December 19th in the following websites:

- M-Vector: <https://m-vector.com/>
- Internews in the KR: <https://internewskg.blogspot.com/>