



# Audience Research- ICT Summit

October 2019

# Demographics Overview

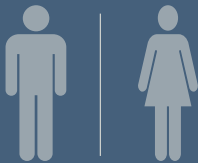
## Respondent Profile

- Both Males and Females
- Age – 16+ year olds
- Radio Listeners and TV Viewers

Total Sample : 752 completes

### Demographics

Males Females



406

54%

346

46%

16-24



271

36%

25-30



271

36%

30+



210

28%

Khomas

361

(48%)

Other Regions

391

(52%)

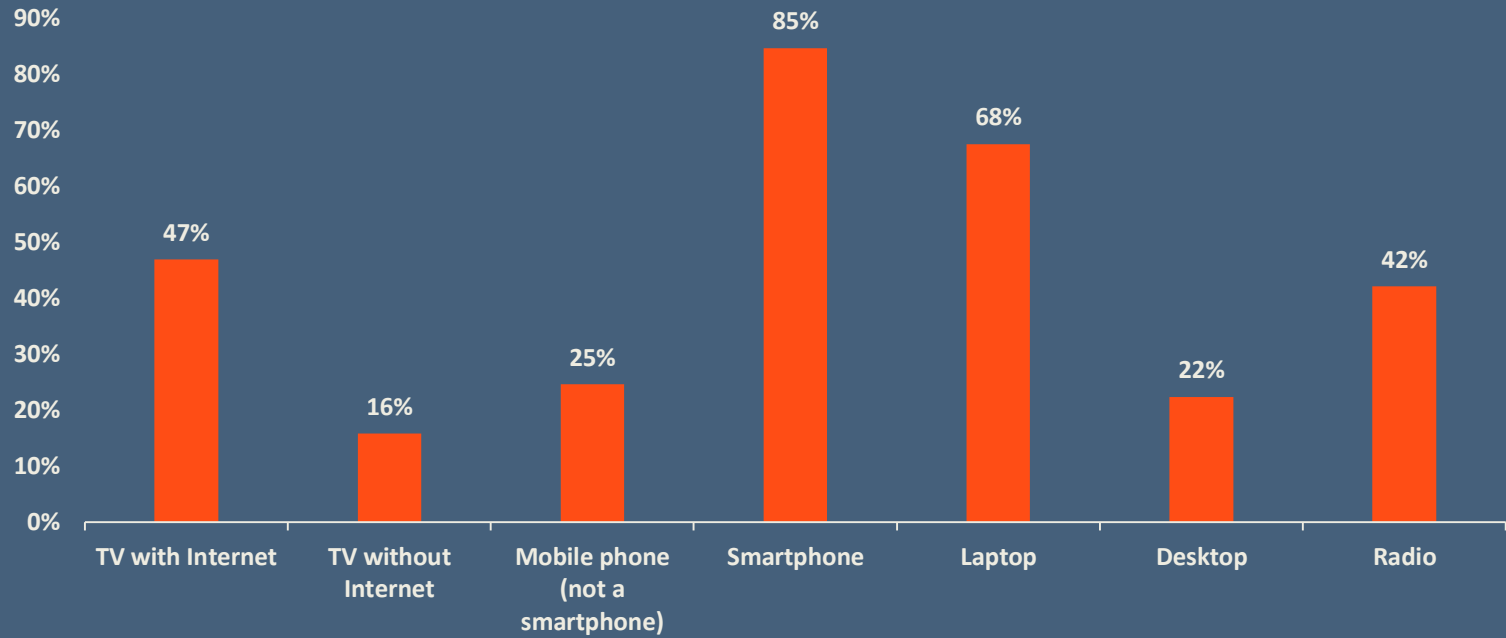
# Demographics Overview

## Respondent Profile

Total Sample : 752 completes

### Devices Owned

Demographics



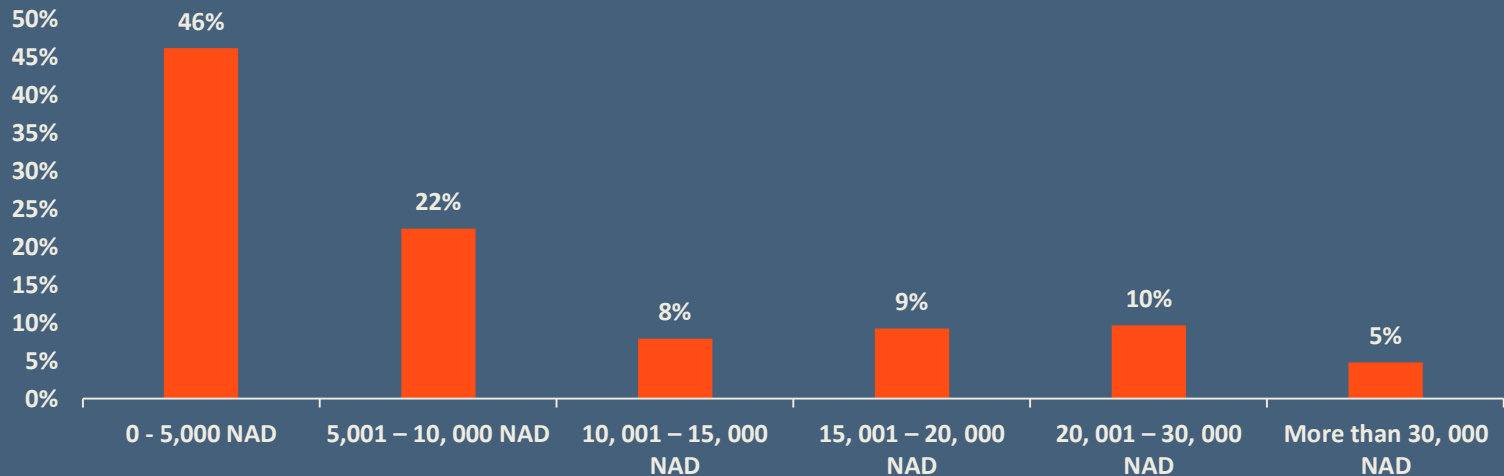
# Demographics Overview

## Respondent Profile

- 46 percent of households earn between (0-5001 NAD)
- Only 5 percent households earn more than 30,000 NAD

Total Sample : 752 completes

### Household Income



Demographics

# Audience Research: Radio

## Respondent Profile – Radio Listeners

Total Sample : 752 completes

Demographics

Males



436  
58%

Females



316  
42%

16-24



278  
37%

25-30



286  
36%

30+



188  
27%

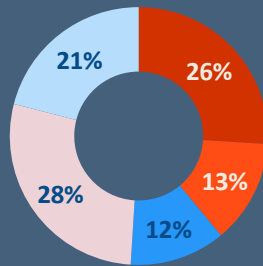
Khomas

346  
(46%)

Other Regions

406  
(54%)

### Time per week on Radio



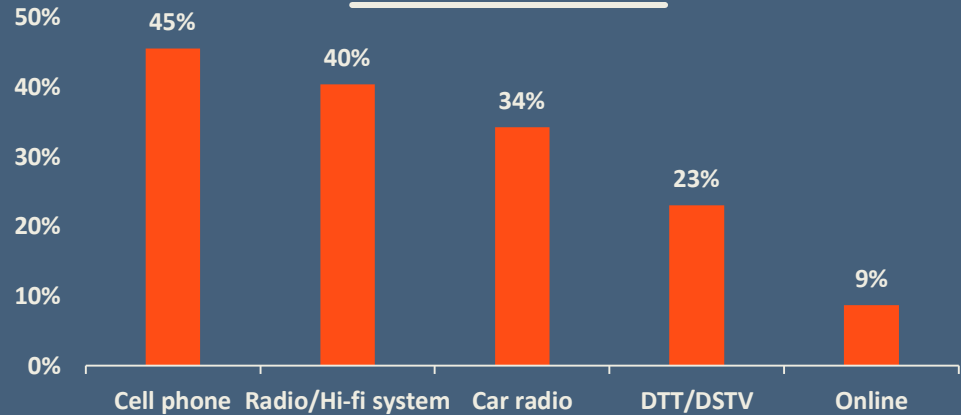
More than 4 hours

3 - 4 hours

2 - 3 hours

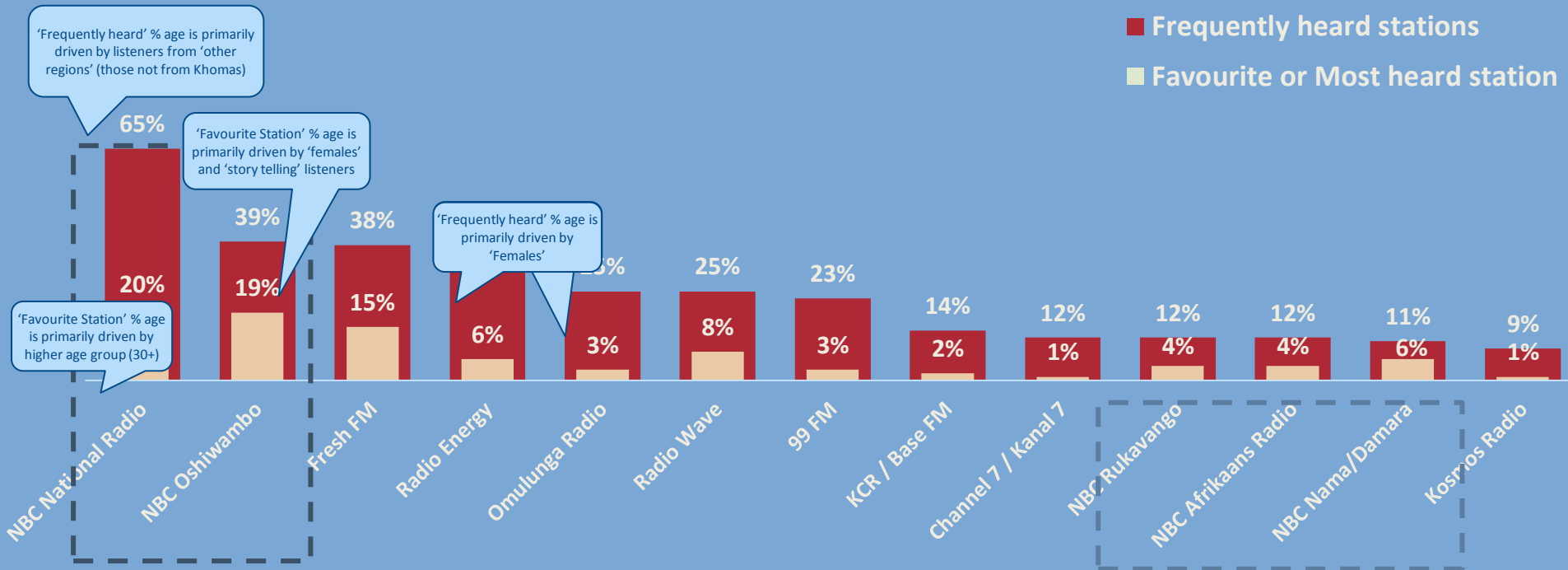
1 - 2 hours

### Mode of Listening to Radio



# Audience Research: Radio

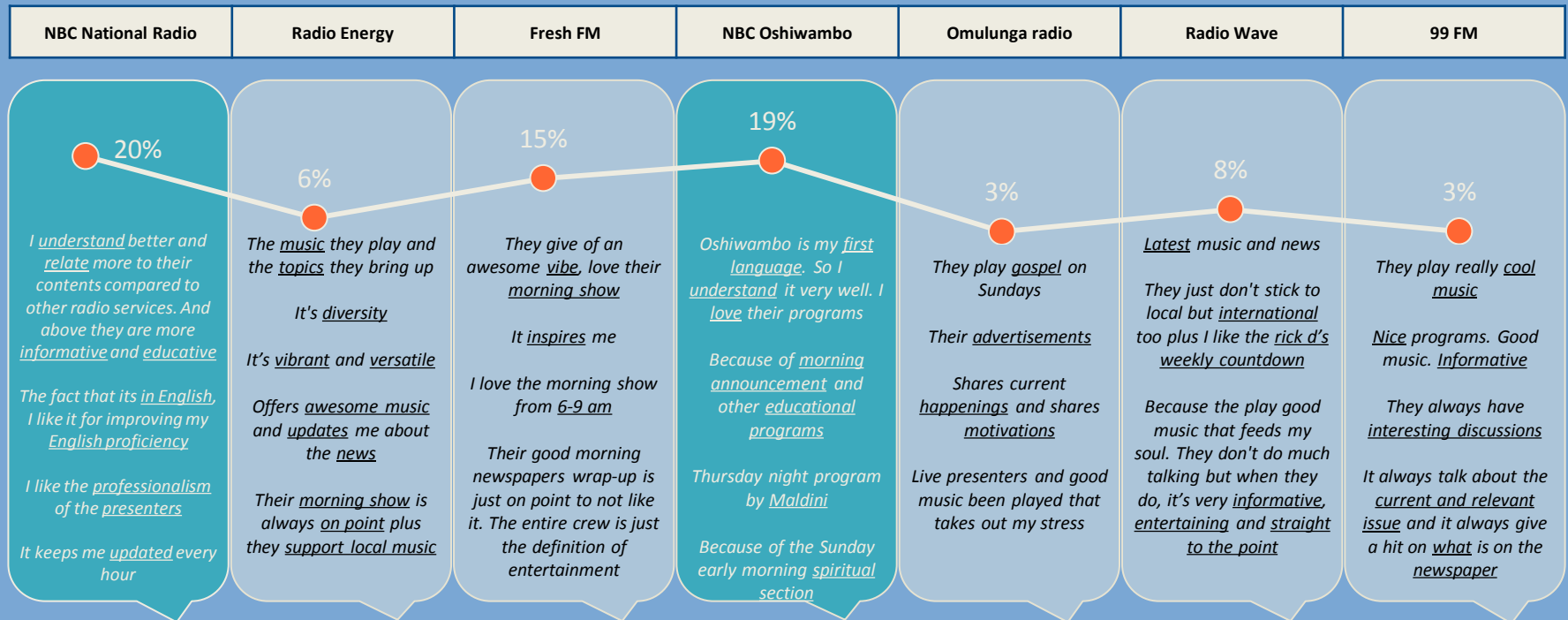
NBC National Radio' dominates the category being the most frequently heard radio station. It also is the listener's favourite followed by 'NBC Oshiwambo' and 'Fresh FM'



Frequently watched : Please select which of these stations you listen frequently:  
Favourite channel : Which of these is your favourite station? Or the station you listen most often?

# Audience Research: Radio

## Which Radio Station is your favourite and why is it your favourite station

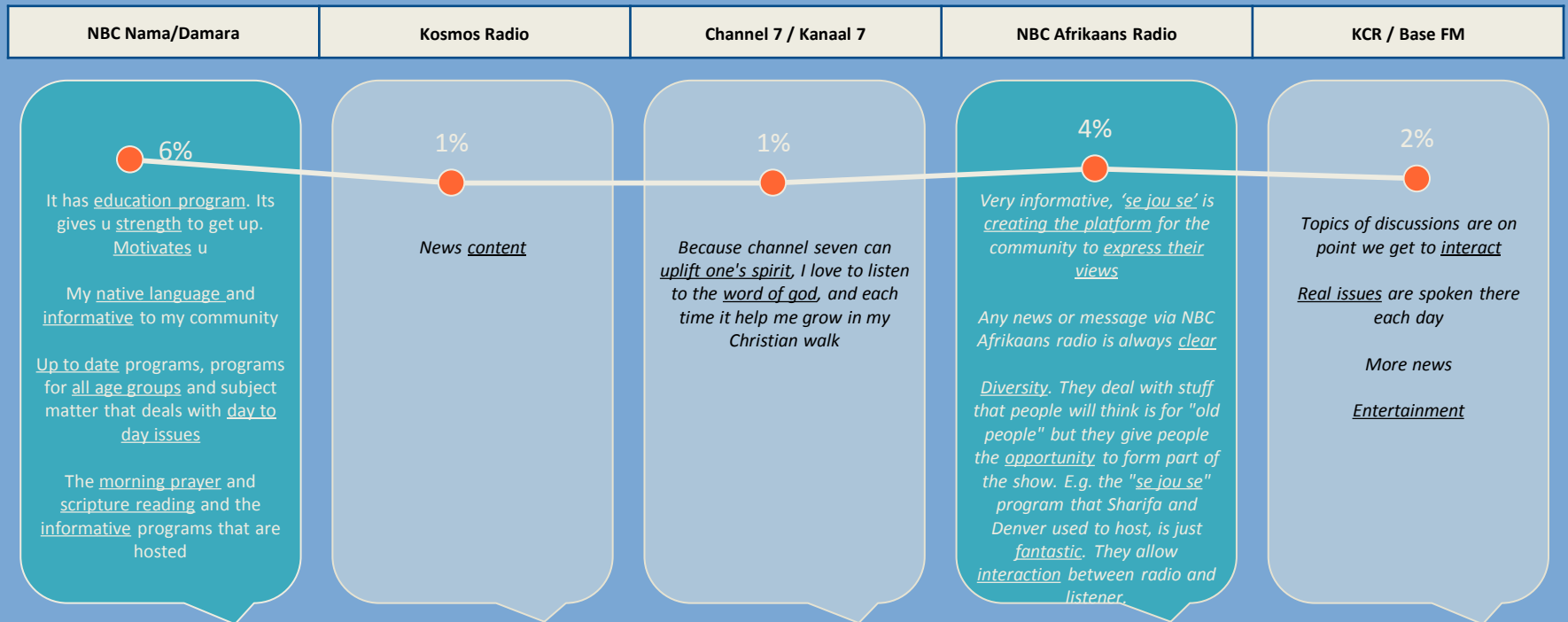


Favourite channel: Which of these is your favourite station? Or the station you listen most often?

Reasons favourite channel: Why is '[Radio Station X]' your favourite station? Mention one thing that you like most about it.

# Audience Research: Radio

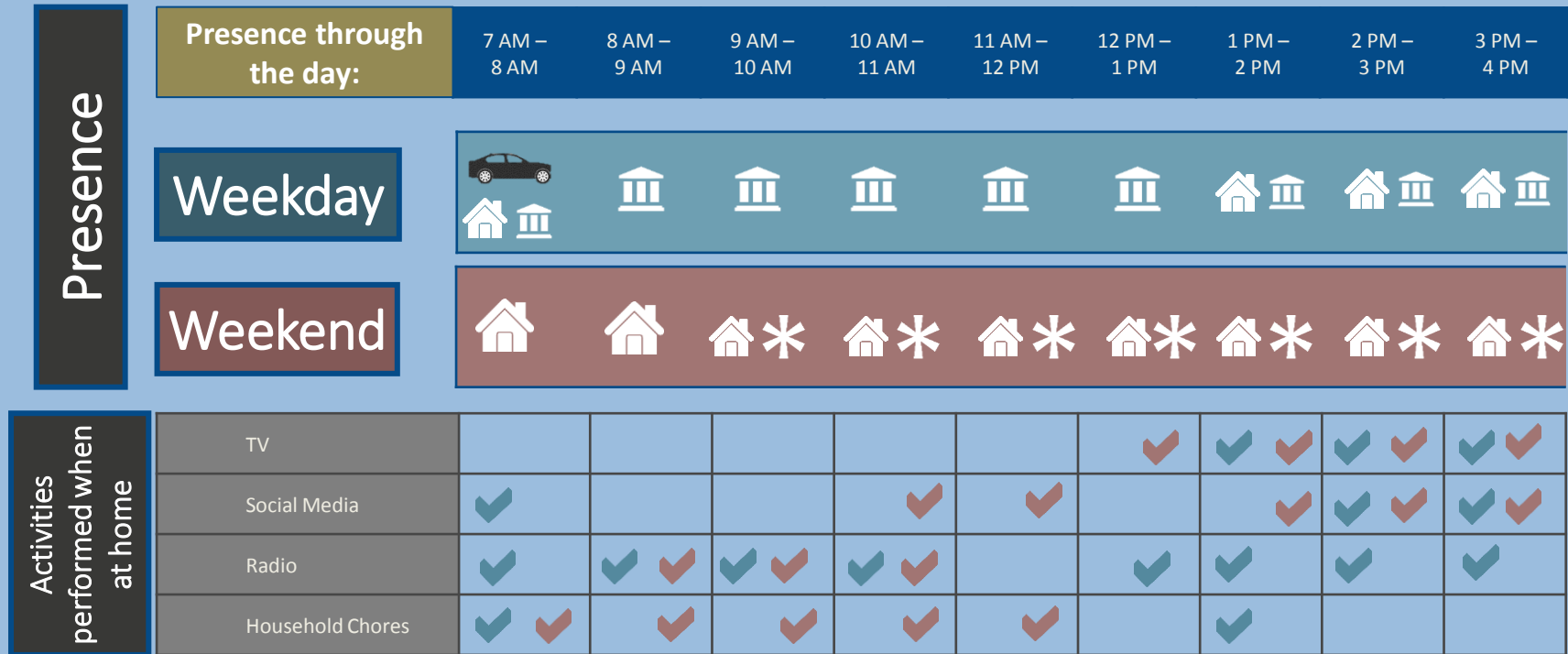
Which Radio Station is your favourite and why is it your favourite station







# Audience Research: Radio

Respondents' presence through the day and the type of activities performed when at home.



 Represents the top activities performed on **weekdays** during the respective time slots while the television is on

 Represents the top activities performed on **weekend** during the respective time slots while the television is on

 Represents Home

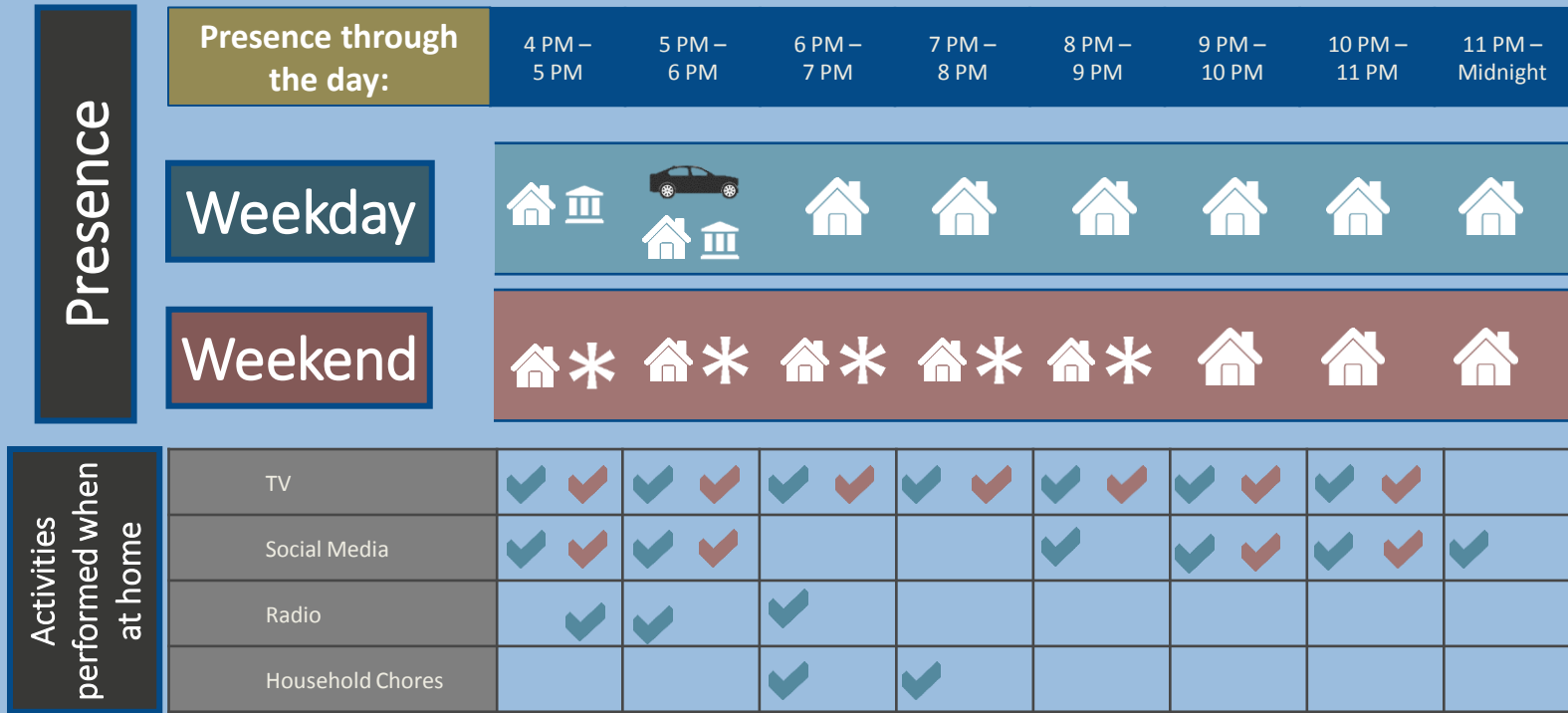
 Represents College/Work

 Represents Other

 Represents Travelling

# Demographics Overview

Respondents' presence through the day and the type of activities performed when at home.



Represents the top activities performed on **weekdays** during the respective time slots while the television is on
 Represents the top activities performed on **weekend** during the respective time slots while the television is on

Represents Home
 Represents College/Work
 Represents Other
 Represents Travelling

# Audience Research: Radio

Radio Stations tuned in to and the type of programs listened to on WEEKDAYS (top 4 slots)

Time Slot

Radio Station

Programs

7 AM – 7:30 AM

nbcafrikaansradio nbcotjiherero kosmosradio  
channel7/kanaal7 nbcoshiwambofreshfm  
radiowave nbcrukavango shipifm  
jackfm nbcnama/damara radioenergy  
nbcnationalradio

news  
currentaffairs/announcements  
music morningshows  
radiostationname

7:30 AM – 8 AM

shipifm nbcnationalradio nbc  
freshfm nbcosilozi  
nbcnama/damara radioenergy jackfm  
nbcoshiwambo nbcrukavango  
nbcafrikaansradio radiowave  
nbcotjiherero kosmosradio

currentaffairs/announcements  
morningshows news music

# Audience Research: Radio

Radio Stations tuned in to and the type of programs listened to on WEEKDAYS (top 4 slots)

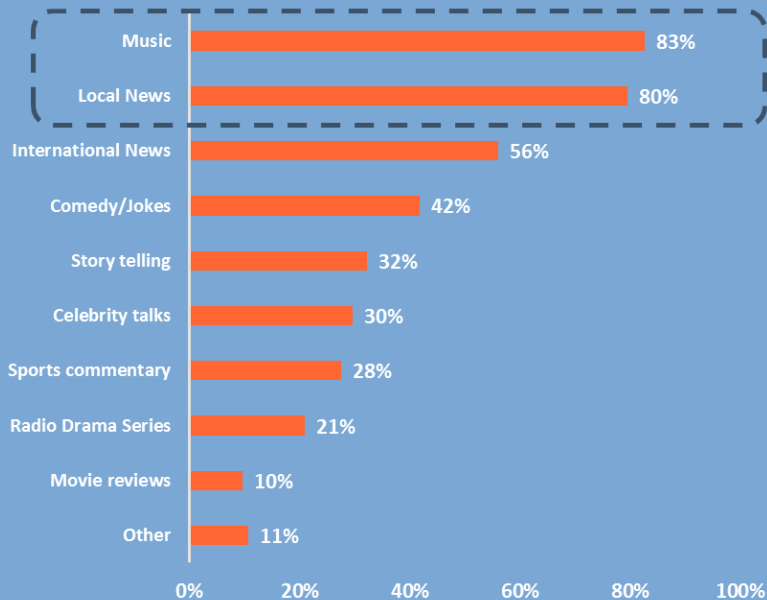
Time Slot	Radio Station	Programs
5 PM – 5:30 PM		
		

# Audience Research: Desired Programs on Radio

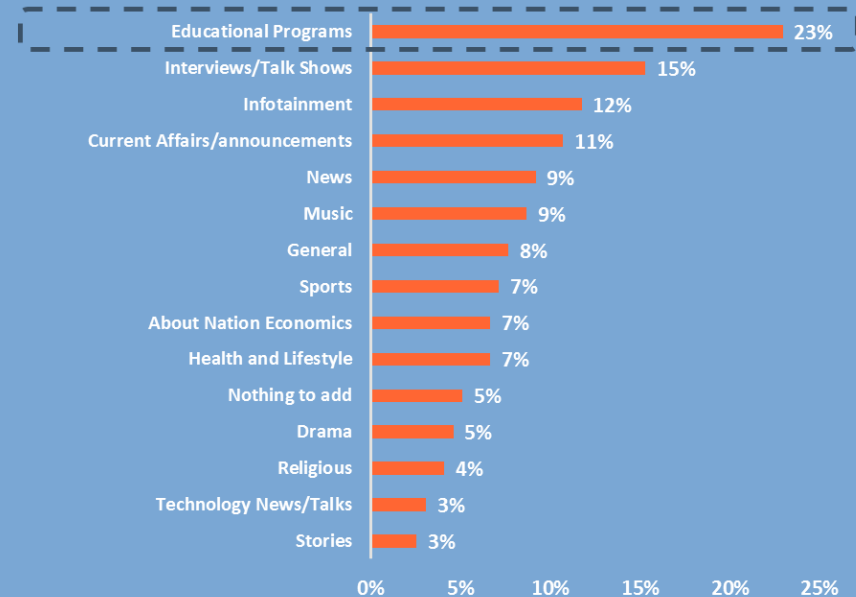
'Local News' and 'Music' are the most popular type of programs listened to on the radio; However, listeners desire to listen to more of 'Educational' programs

## Type of Programs – Currently listened and Desired

Currently Listened Programs



Desired Programs

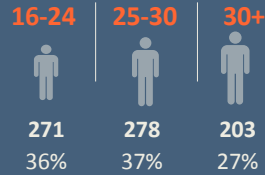
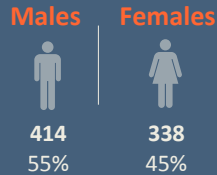


# Audience Research: TV

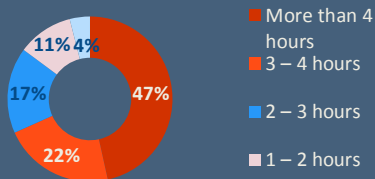
## Respondent Profile – TV Viewers

Total Sample : 752 completes

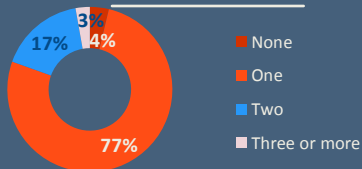
Demographics



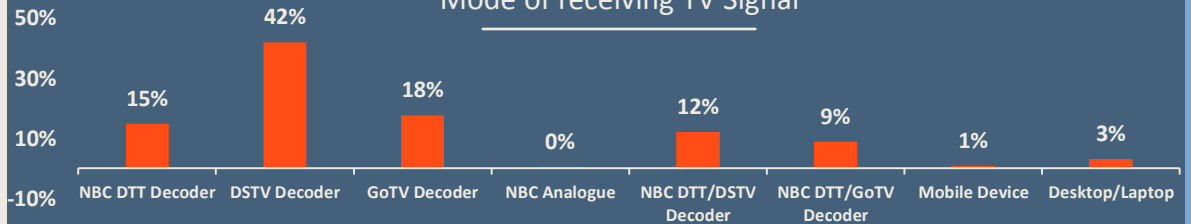
Time per week on TV



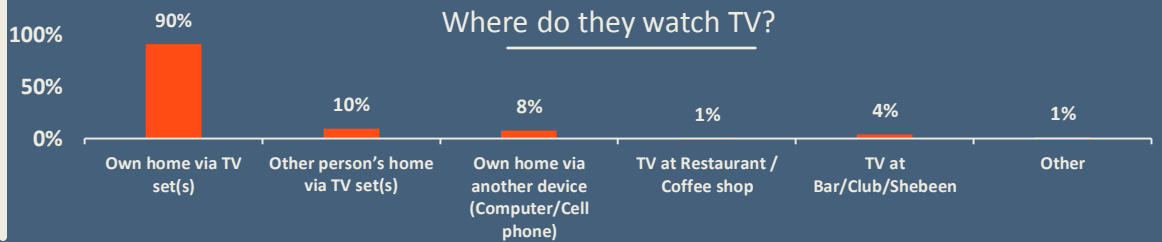
Number of TV sets



Mode of receiving TV Signal



Where do they watch TV?



# Audience Research: TV

TV Channels viewed and the type of programs watched on WEEKDAYS (top 6 slots)

Time Slot

TV Channels

Programs

7 PM – 7:30 PM

kyknet oneafricatelevision  
mzanimagic  
animalplanet  
vuzu  
idx  
nbc5  
enca  
supersport  
sabc  
m-net  
trace  
nbc3  
entertainment  
nbc  
zeeworld  
telemundo  
nationalgeographic  
channelo  
gotv

sitcoms/soaps/tvseries  
news/currentaffairs  
sports  
realityshows  
music

7:30 PM – 8 PM

entertainment  
nbc3  
bbc  
animalplanet  
m-net  
vuzu  
mzanimagic  
oneafricatelevision  
nationalgeographic  
sabc  
trace  
universalchannel  
nbc5  
kyknet  
telemundo  
supersport  
nbc  
eva  
nbc6  
gotv

news/currentaffairs  
sitcoms/soaps/tvseries  
sports  
realityshows  
music





# Audience Research: TV

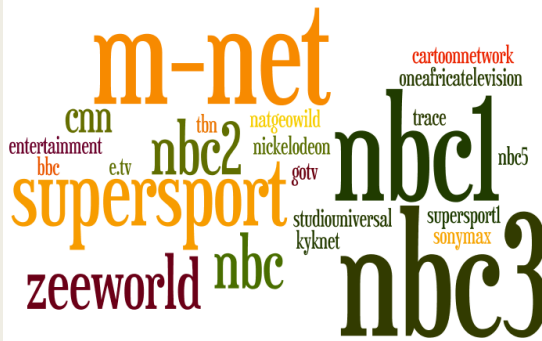
TV Channels viewed and the type of programs watched on WEEKDAYS (top 6 slots)

Time Slot

TV Channels

Programs

9 PM – 9:30 PM



sitcoms/soaps/tvseries

movies

news/currentaffairs

sports

lifestyle/entertainment

music

9:30 PM – 10 PM



sitcoms/soaps/tvseries

movies

news/currentaffairs

sports

music

lifestyle/entertainment

animals/nature

# Audience Research: TV

TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

Time Slot

TV Channels

Programs

7 PM – 7:30 PM



7:30 PM – 8 PM



# Audience Research: TV

TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

Time Slot

TV Channels

Programs

8 PM – 8:30 PM



Word cloud showing program types watched during the 8 PM – 8:30 PM time slot. The most prominent program types are news/currentaffairs, movies, and sitcoms/soaps/tvseries.

8:30 PM – 9 PM



Word cloud showing program types watched during the 8:30 PM – 9 PM time slot. The most prominent program types are movies, news/currentaffairs, and sitcoms/soaps/tvseries.

# Audience Research: TV

TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

Time Slot

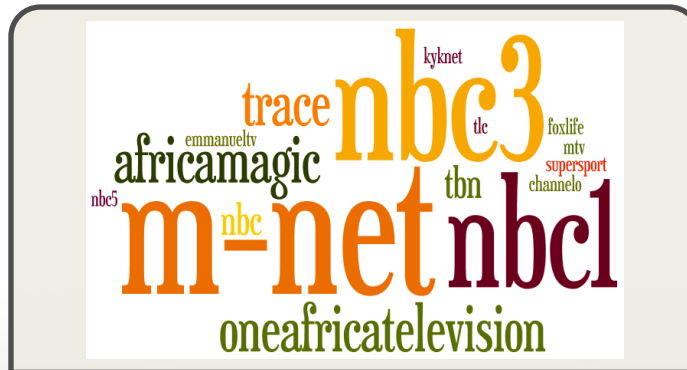
TV Channels

Programs

9 PM – 9:30 PM



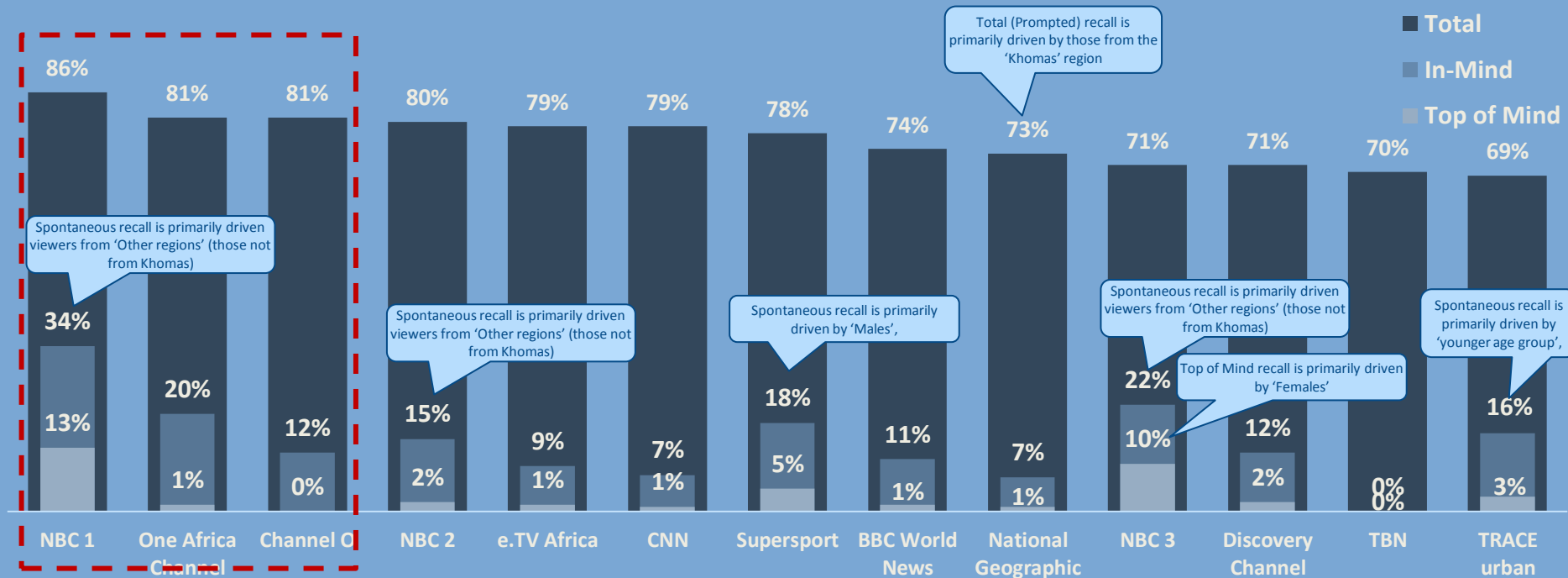
9:30 PM – 10 PM



# Audience Research

'NBC 1' has the relatively highest spontaneous brand recall in the category ;  
However when prompted, it is closely followed by 'One Africa Television', 'Channel O' and 'NBC 2'

## Awareness



Top of Mind : Thinking of the TV channels that you watch, which is the first channel that comes to your mind? (Unaided)

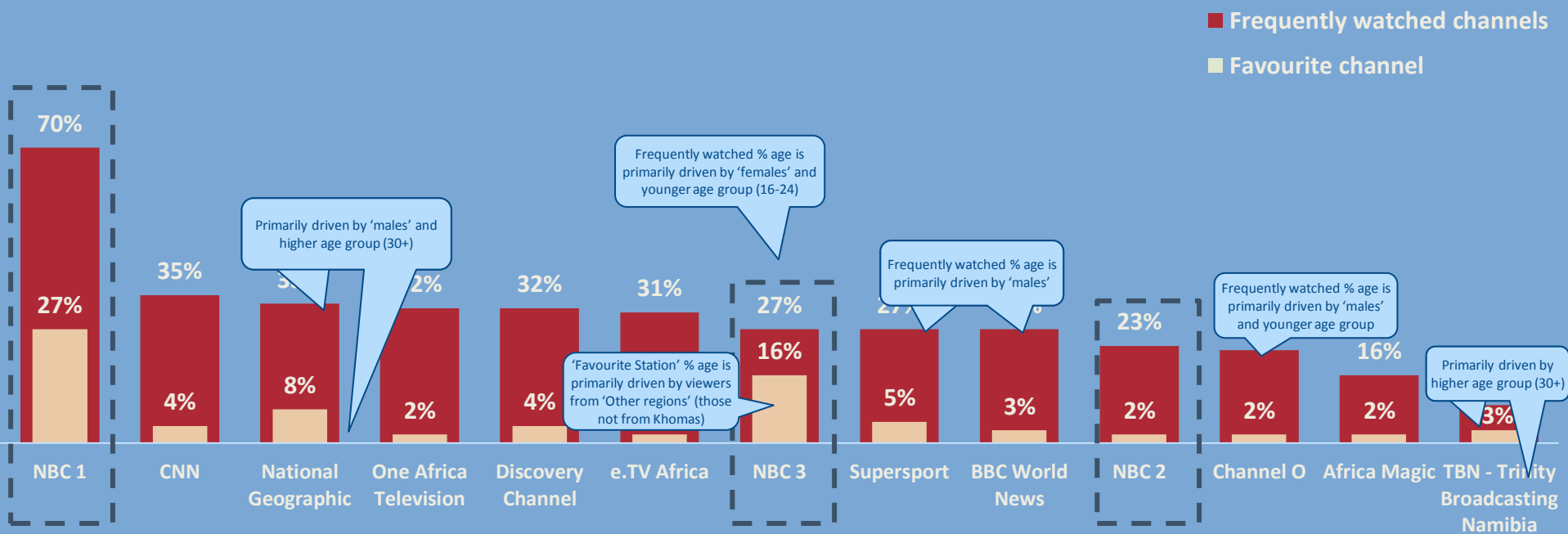
In-Mind : Thinking of the TV channels that you watch, which other channels come to your mind, in addition to the one you mentioned in the previous question? (Unaided) (Inclusive of ToM)

Total : From the list below, please select the TV channels that you have heard of. (Aided)

# Audience Research

'NBC 1' dominates the category being the most frequently watched TV channel.  
It also is the viewers' favourite channel followed by 'NBC3'

Frequently Watched /  
Favourite Channel



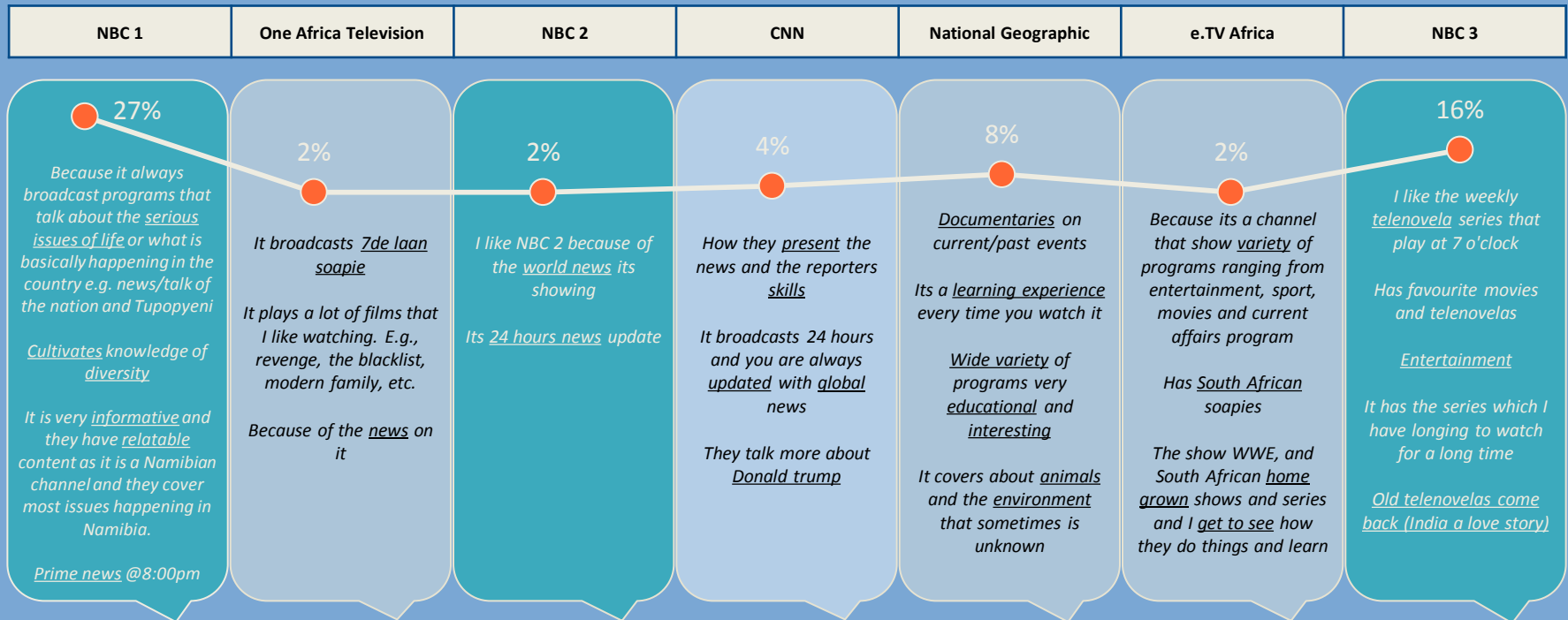
Frequently watched : Please select which of these channels do you watch frequently.  
Favourite channel : Which of these is your favourite channel? OR the channel you watch most often?

Sample Size: 105

# Audience Research

Viewers like 'NBC 1' the most as it covers most of the current affairs in Namibia and is informative & cultivates knowledge, while 'NBC 2' is liked for covering the world news; 'NBC 3' is liked for the telenovela series

## Favourite Channel and Reasons



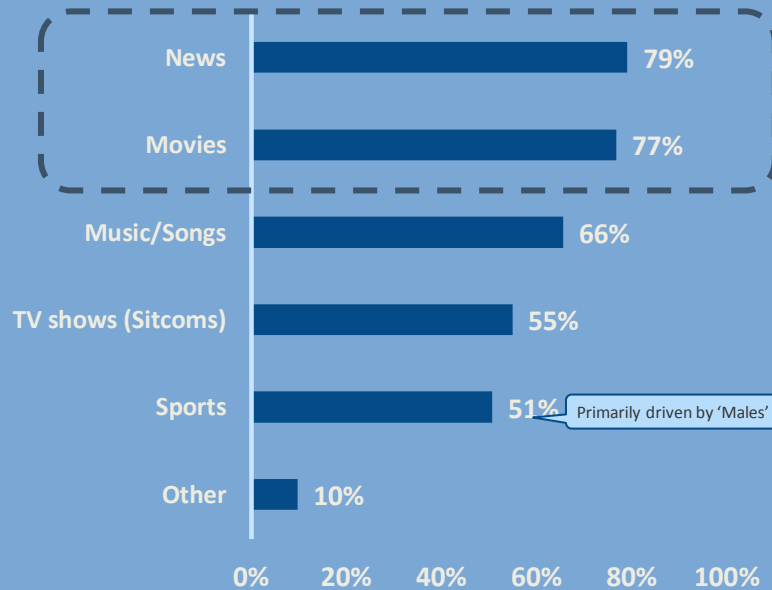
Favourite channel: Which of these is your favourite channel? Or the channel you watch most often?  
 Reasons favourite channel: Why is '[TV Channel X]' your favourite channel? Mention one thing that you like most about it.

# Audience Research: Desired programs for TV

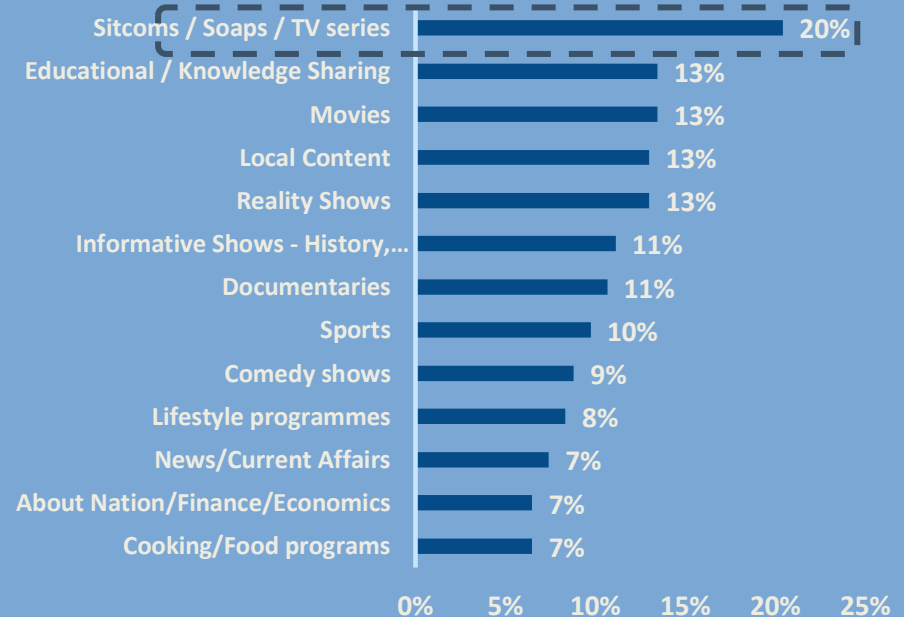
'News' and 'Movies' are the most watched programs on TV;  
While viewers desire to watch 'Sitcoms / Soaps / TV Series' the most

## Type of Programs – Currently Watched and Desired

Currently Watched Programs



Desired Programs

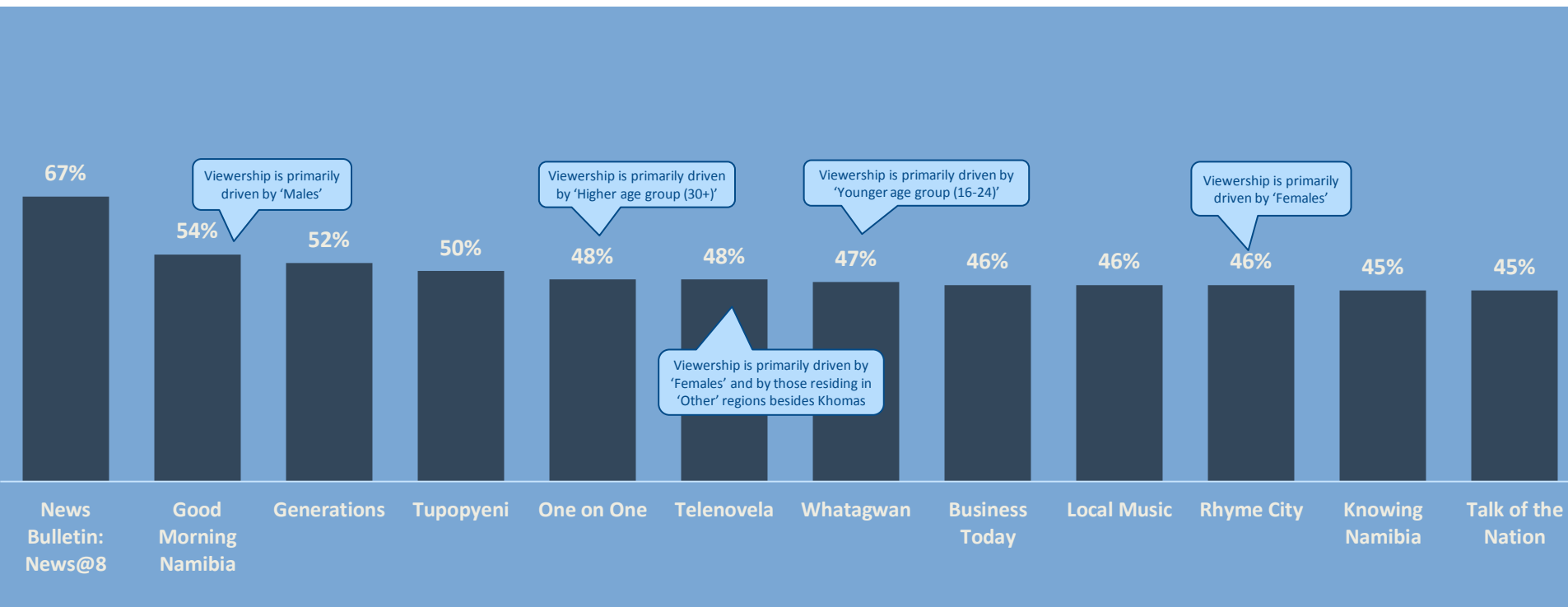




# Audience Research: Programs highly watched onTV

'News Bulletin: News@8' is the most watched program followed by 'Good Morning Namibia', 'Generations' and 'Tupopyeni'

## Programs watched on NBC channels



# *Thank you!*

## Get in touch with us

*nbc its ours*

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### **Social Media**

<https://www.facebook.com/Namibian-Broadcasting-Corporation>