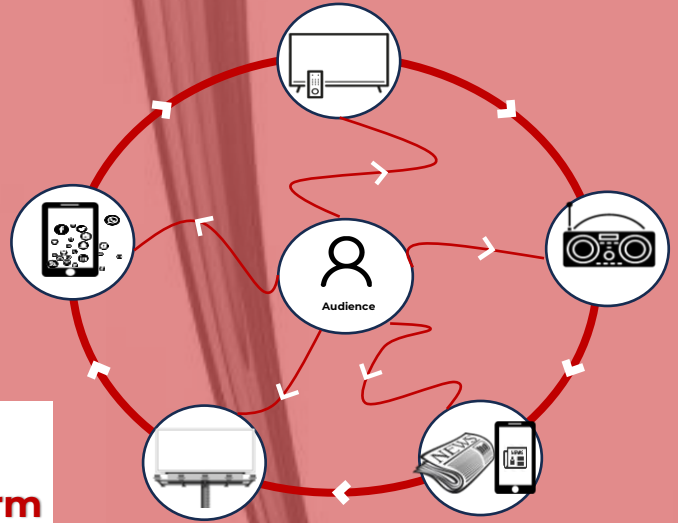


# SOMMARY

## AUDIENCE STUDY 2024

### Multichannel Approach



**Full Report: 184 pages**

**Available by: City and media platform**

## Methodology

### Survey method

Stratified survey

### Criteria for stratification

City, type of neighborhood, and gender

### Collection technique

Face-to-face interviews in households.  
Administration and real-time monitoring of  
questionnaires through an online platform.

## Covered set

**Sample:**  
**1904**

**Men : 935**  
**Women: 967**

**Age range :**  
**from 10-14 years to 60 years and above**

### Urban area:

Douala, Yaoundé, Garoua, Bafoussam,  
Maroua, Ngaoundéré, Bertoua, Ebolowa, Edéa,  
Kribi, Bamenda, Buea, Nkongsamba,

### Semi-rural/rural area:

Mbalmayo, Bafia, Sangmélina, Dschang,  
Kousséri, Tibati, Kekem, Ambam, Mbanga,  
Foumban, Bangangté, Souza

**Residential neighborhood**

**Working-class neighborhood**



# SUMMARY

## PREFACE

PROBLEM STATEMENT

OBJECTIVES

METHODOLOGY

## MULTICHANNEL APPROACH

CONTEXT

JUSTIFICATION

INTEGRATION OF INFLUENCERS

## PRESENTATION OF RESULTS

OVERVIEW

OUTDOOR ADVERTISING

TELEVISION

INTERNET

SOCIAL MEDIA

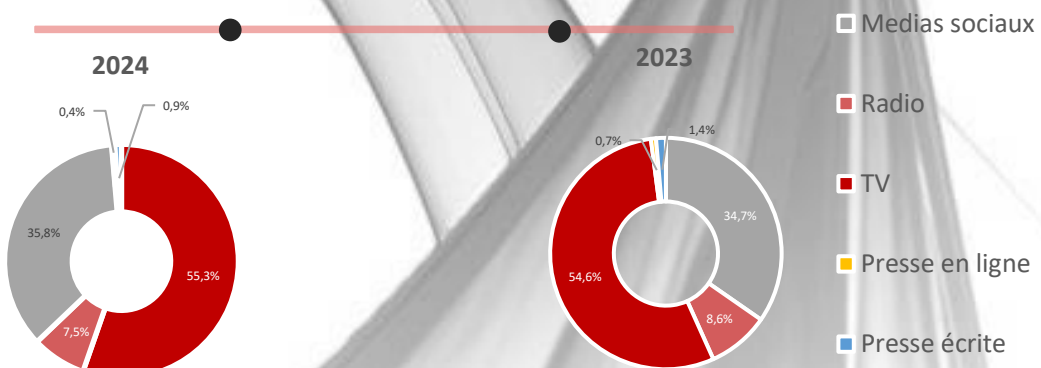
RADIO

PRESS

# DETAILED PLAN

## OVERVIEW

- Audience Share of Media Platforms
- Audience per quarter hour of media platforms
- Audience per quarter hour on weekdays – weekends
- Cumulative audience of media platforms according to times of the day
- Audience per quarter hour in the morning (05H - 12H) – afternoon (12H - 18H) – evening (18H - 00H)
- Cumulative audience of media platforms by region
- Audience per quarter hour by regions
- Cumulative audience of media platforms by gender
- Audience per quarter hour by gender
- Cumulative audience of media platforms by age group
- Audience per quarter hour by age group
- Frequency of media consumption for news
- Evaluation of attention level by media platform
- Evaluation of trust level in information broadcasted on **media** platforms
- Are the media free?
- Who do you think spreads fake news?
- Which of the following statements is closest to your point **of view**?
- Should the government limit the sharing of certain types **of** information?
- Use of digital sectors in daily life
- Influence of marketing campaigns on purchases
- Level of influence on purchasing decisions of known **personalities**
- Decision-making factors for a purchase



## OUTDOOR ADVERTISING

### Awareness of Billboards

### Interest in types of advertising billboards

### Elements of an advertisement that attract attention

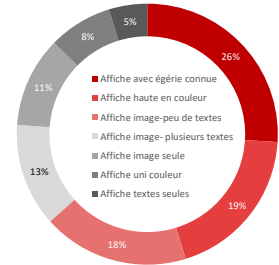
### Performance of display formats

### Performance of display locations

### Actions driving the purchase decision

### Influence of billboard advertising campaigns

Eléments d'une affiche publicitaire attire votre attention



## TELEVISION

### Usage and Activity

Access terminals

Viewing locations

Viewing format

VOD and online viewing

Access methods

Viewing frequency

### Focus on TV channels

Spontaneous, assisted, and total awareness

Cumulative audience share of the top 30 TV channels

Quarter-hour audience on weekdays

Quarter-hour audience on weekends

### Focus on TV programs

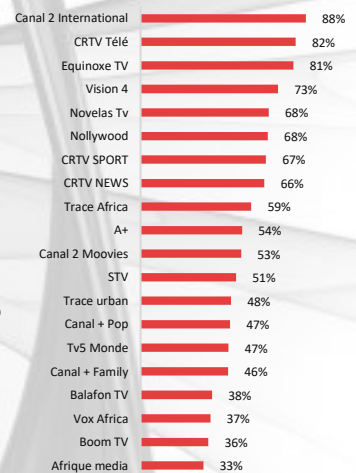
Preferred themes

Brand awareness

Audience in the last month of the top 04 programs on national TV channels

### Effectiveness of campaigns broadcast on TV channels

Notoriété des chaînes Tv

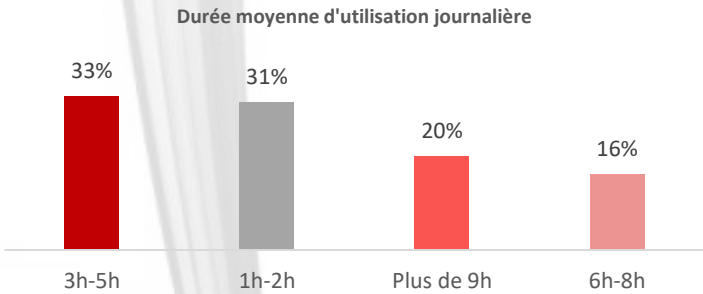


### Usage and Activity

- Average daily usage duration
- Access locations
- Connection frequency
- Access channels
- Access terminals
- Main uses

### Audience of online TV channels

- Presence
- National channels
- International channels



## SOCIAL MEDIA

### Usage and Activity

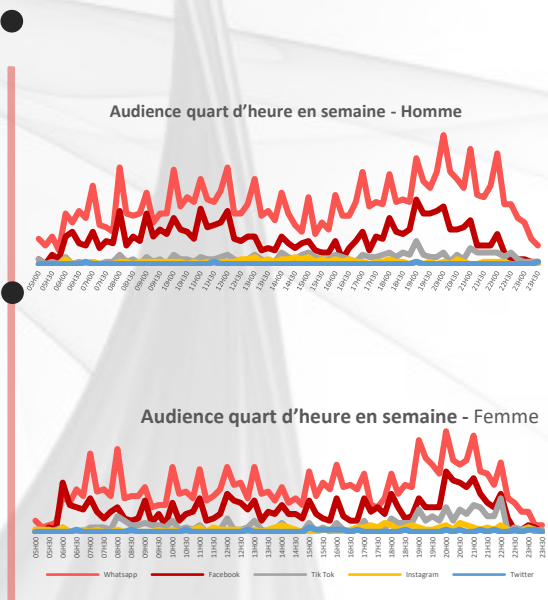
- Average daily usage duration
- Frequency of usage
- Preferred access methods to content
- Types of publications capturing attention
- Types of topics of interest
- Types of interest groups
- Ranking of most used media
- Number of users

### Quarter-hour audience

- Weekdays
- Weekends

### Focus on TV channels

- Page performance indices
- Fanbase
- Subscriber growth
- Engagement rate with posts
- Average publication
- Number of posts
- Number of comments
- Number of reactions
- Engagement



## RADIO

### Usage and Activity

- Frequency of listening
- Access devices
- Access methods
- Listening locations
- Content: appreciation and trust
- Consumption via internet and social media
- Most consumed broadcasting mode

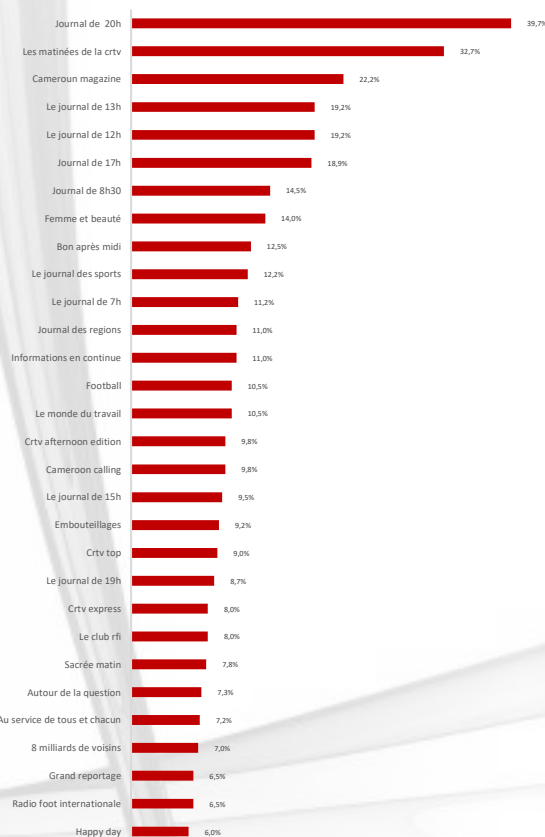
### Focus on radio stations

- Spontaneous, assisted, and total awareness
- Audience share
- Last month
- Last week
- Monitoring

### Focus on radio shows

- Awareness
- Quarter-hour audience
- Cumulative audience share

Notoriété Total des émissions radio



## PRESS

### Usage and Activity

- Access medium
- Reading level
- Reason for reading
- Reading locations

### Focus on media outlets

- Exposure
- Audience share in recent months
- Awareness

Motif de lecture

