

Market Research Services Ltd. All Media Survey 2018

Executive Report

Contact Details:

Market Research Services Ltd.
16 Cargill Avenue
Kingston 10.

Tele: 929-6311 or 929-6349

Fax: 960-7753

Email: mrsi@flowja.com

Website: www.mrsija.com

Published: May 2019

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ACKNOWLEDGEMENT

Market Research Services Ltd. (MRSL) thanks the Jamaican public for taking the time to participate in this important study. MRSL recognises that in an environment characterised by many competing priorities, 45 minutes of anyone's time to participate in a survey is much of a sacrifice.

MRSL also wishes to thank the media houses for sharing the information needed to execute the data collection, specifically the program schedules and their rate cards which were instrumental in building a relevant data collection and analysis kit.

To the Broadcasting Commission, whose resources were relied on to update and refresh the list of national and other media entities to be included in the evaluation.

MRSL also thanks its subscribers including the advertising agencies, advertisers and media houses that continue to rely on the results of these surveys. Your continued confidence in these results ensures that we carry out the activities involved with due care and diligence.

Last but by no means least, the hardworking and dedicated staff of the MRSL team including our Interviewers, Field Supervisors and Managers, Analysts, Administrators and Report Writers & Editors. This could not have been possible without your dedication and focus on delivering a high standard of work.

BACKGROUND & METHODOLOGY

Scope & Objectives

The purpose of the study, as in earlier studies, is to update media consumption patterns among Jamaicans aged 10 years and older. It is intended for the survey findings to be used by the media and advertising fraternity to help make strategic decisions about programming and advertising.

Methodology

The survey involved the conduct of 1782 interviews with Jamaicans age 10 years and older living across all thirteen (13) parishes of the island (Kingston & St. Andrew being included as one).

Sampling

A sample size of 1750 households was determined in order to ensure that all the estimates provided in the document would be within + or – 6% points at the 95% level of confidence. What this means is that while the margin of error associated with the **overall sample** is approximately + or –2.3% points at the 95% level of confidence, the sample size associated with the different segments by which the data has been analyzed results in variations in the margin or error, the maximum error being + or –6% points.

A random and stratified sampling methodology, involving a multi-stage sample design, was used. At the first stage of the process the sample was stratified across the thirteen parishes in accordance with the population size in each of these parishes. At the second stage, further stratification of the parish samples by gender, age and socio-economic class was done in line with their known population proportion. At the third stage, the sample quotas were distributed across each of the seven (7) days of the week, in order to ensure that an equal number of interviews were done each day.

BACKGROUND & METHODOLOGY

Cluster sampling was used to select the areas from which households were randomly selected using a systematic process. That is, each parish was divided into homogenous clusters (sample areas). In the final analysis approximately 200 sample areas were randomly selected with no more than 10 interviews being scheduled for a single sample area. Households within each area were randomly selected using a systematic process. A random start address was assigned to each area. Households were selected from this point onwards using a systematic skip pattern based on the population of households in each area and the quota number of interviews to be achieved.

Once the household was identified a list of all persons 10 years and older was developed in order to select the informant for the survey. This respondent was selected in line with the assigned quotas by gender, age and socio-economic class. In order to take the respondent selection outside of the control of the interviewer, where there was more than one person in the household who qualified, the person who last celebrated a birthday was selected as the respondent.

Data Collection and Quality Control

The data was collected by a team of approximately 60 interviewers and supervisors. The interviewer was responsible for correctly selecting the household and the informant and conducting the interviews. The supervisors ensured that all the specifications laid down for selecting the sample was adhered to and also provided support to the interviewers in the field if and when they encountered difficult situations.

In addition to this level of control in the field, a post-interview validation involving random call backs or revisits to no less than 30% of each interviewers completed surveys was carried out. This ensured that the interviews were carried out in accordance with the specifications laid down by MRSL.

BACKGROUND & METHODOLOGY

Data Collection Tools

A structured questionnaire (Appendix I) was the instrument used to gather and record the data in the field. The questionnaire was designed in order to allow for the 24 hour aided recall methodology whereby respondents were asked about their viewership and listenership patterns in the past 24 hours. Program schedules from the different TV and radio stations were used to aid respondents' recall of their listenership and viewership in the past 24 hours.

The 24 hour aided-recall methodology has been used consistently by MRSL to track listenership and viewership patterns. To date, it represents the most realistic approach for capturing such information when literacy levels and costs are taken into consideration.

The interviews were conducted face-to-face (F2F) in the homes of respondents via Computer Aided Personal Interviews (CAPI).

Time Frame

Fieldwork, including validation and other quality checks were carried out over a six weeks period between October 2018 and January 2019.

GLOSSARY OF TECHNICAL TERMS

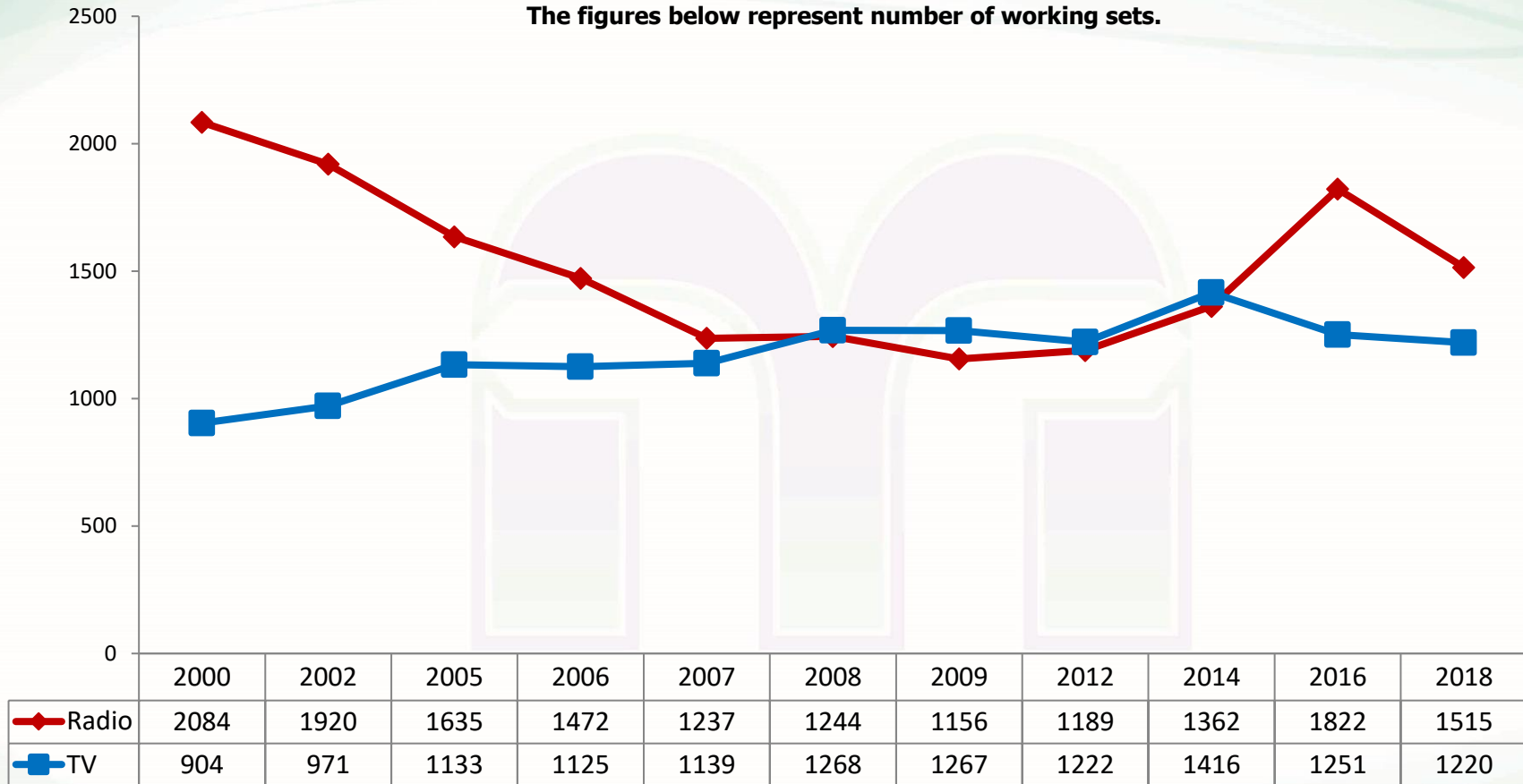
TERM	MEANING
CONFIDENCE INTERVAL	This is the measure of assurance that the estimate is off by no more than the computed margin (range) or error. The confidence interval set for this research is 90%.
MARGIN OF ERROR	The margin of error is the computed range of error that the estimate may vary from the true population statistic.
ABC1	The upper and upper middle socio-economic group.
C2	The middle socio-economic group.
DE	The low middle and low socio-economic groups.
POTENTIAL AUDIENCE/READERS	The total number of different persons within the population that listened to the radio or watched the television at any time at all, "yesterday".
REACH	The total number of different persons reached by the radio station or television station typically at a specific time of the day.
SET COUNT	The estimate of the total number of radio sets, television sets and cable sets across the island.
AHH	Average half hour
AQH	Average quarter hour
FTA	Free To Air Television

Overview



Set Count ('000)

The figures below represent number of working sets.



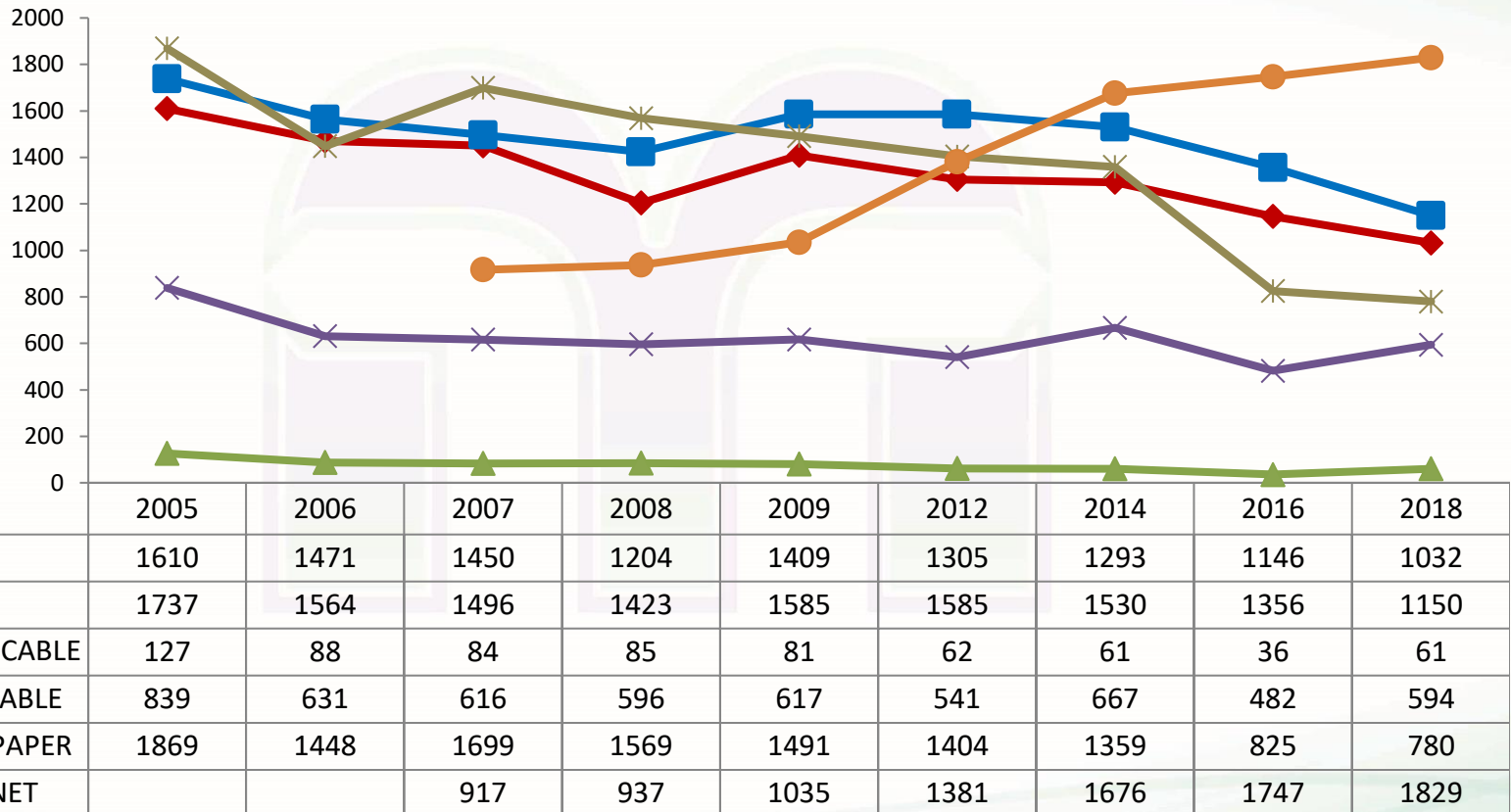
Average Sets Per Household Nationally:

Radio 1.77 sets per household

TV 1.43 sets per household

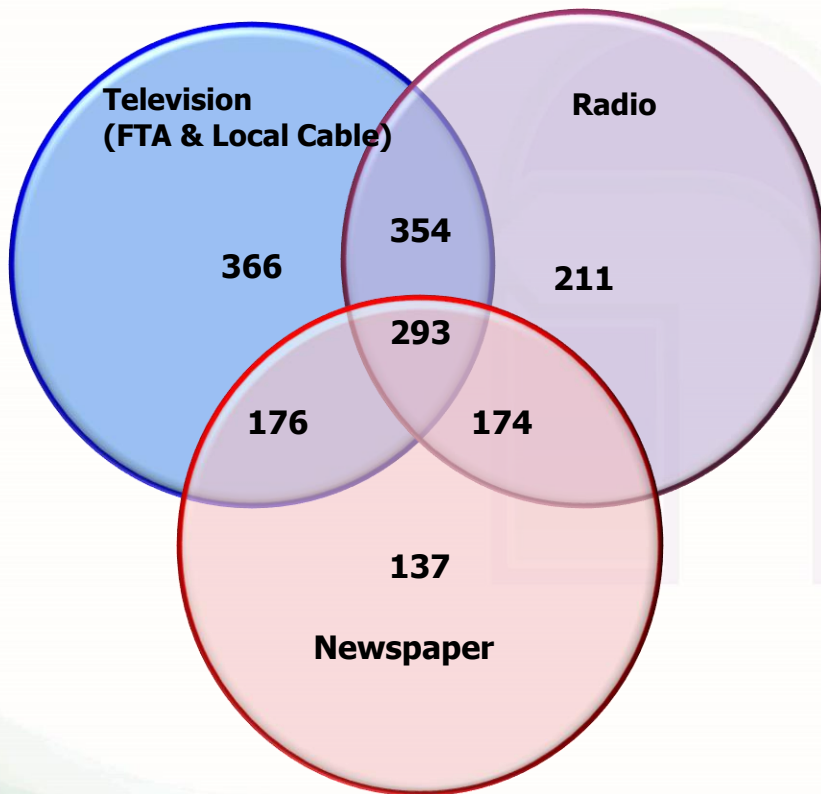
NOTE: Radio set count include working portable radios, players with radio and radio on mobile devices within the household. It does not include radio in motor vehicles.

Potential Market For Radio, Free To Air (FTA) TV, Local Cable, International Cable, Newspaper & Internet ('000) 2005 to 2018



NOTE: Potential Market represents the total number of different persons that listened to the radio or watched FTA TV, local cable or international cable at any time at all "yesterday", use the internet at home, work or elsewhere and read or leaf through a newspaper publication within the last week.

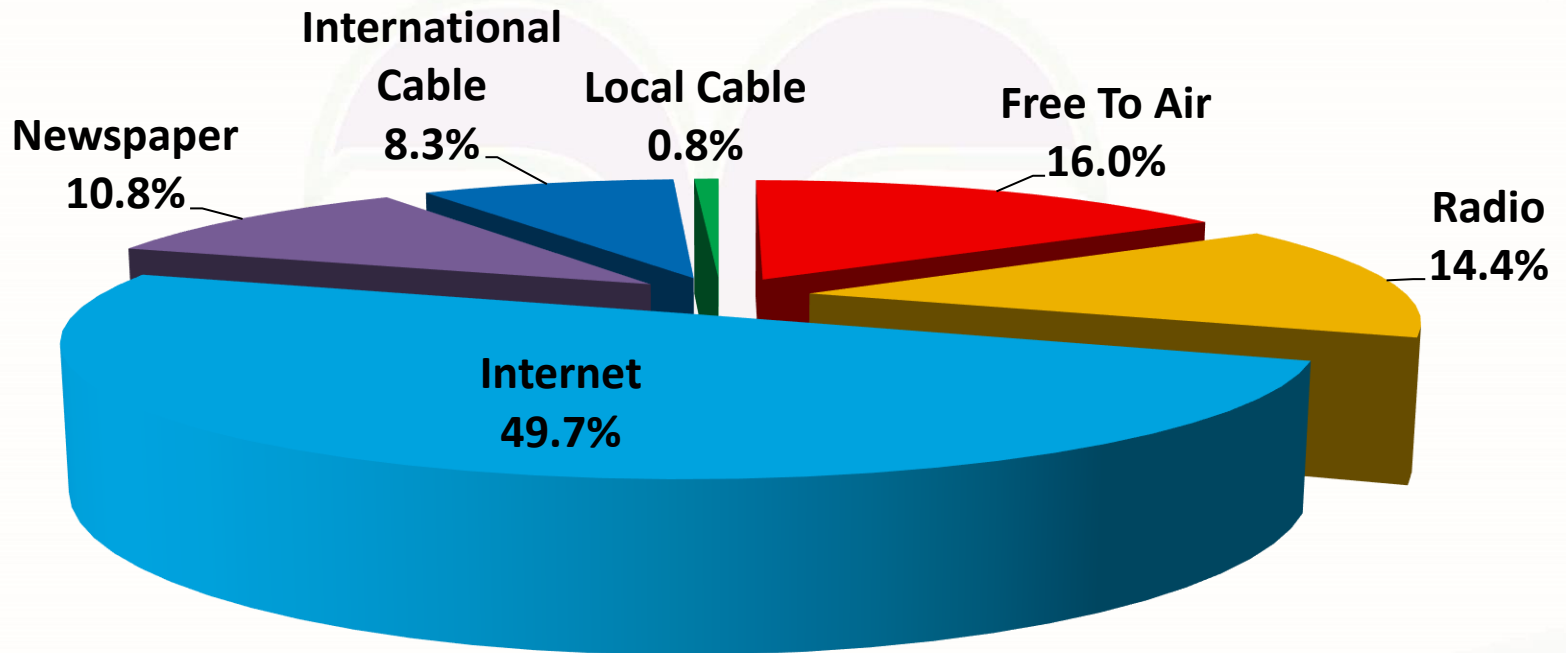
Media Interaction '000



	Readers '000
Watched TV only	366
Listened radio only	211
Read newspaper only	137
Watched TV and listened radio	354
Watched TV and read newspaper	176
Listened radio and read newspaper	174
Watched TV, listened radio and read newspaper	293

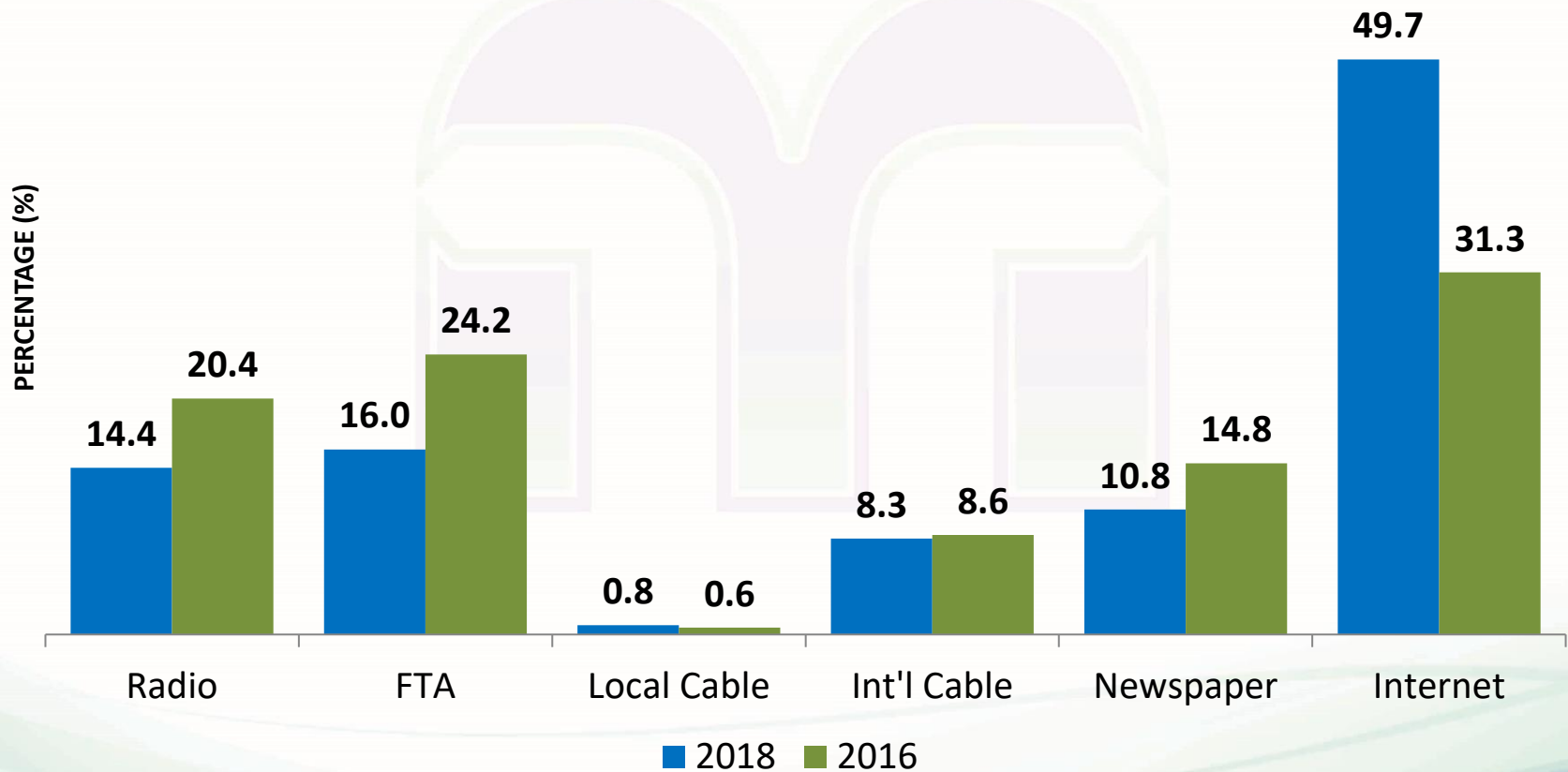
The above represents the total number of different viewers, listeners and readers.

Media Share 2018



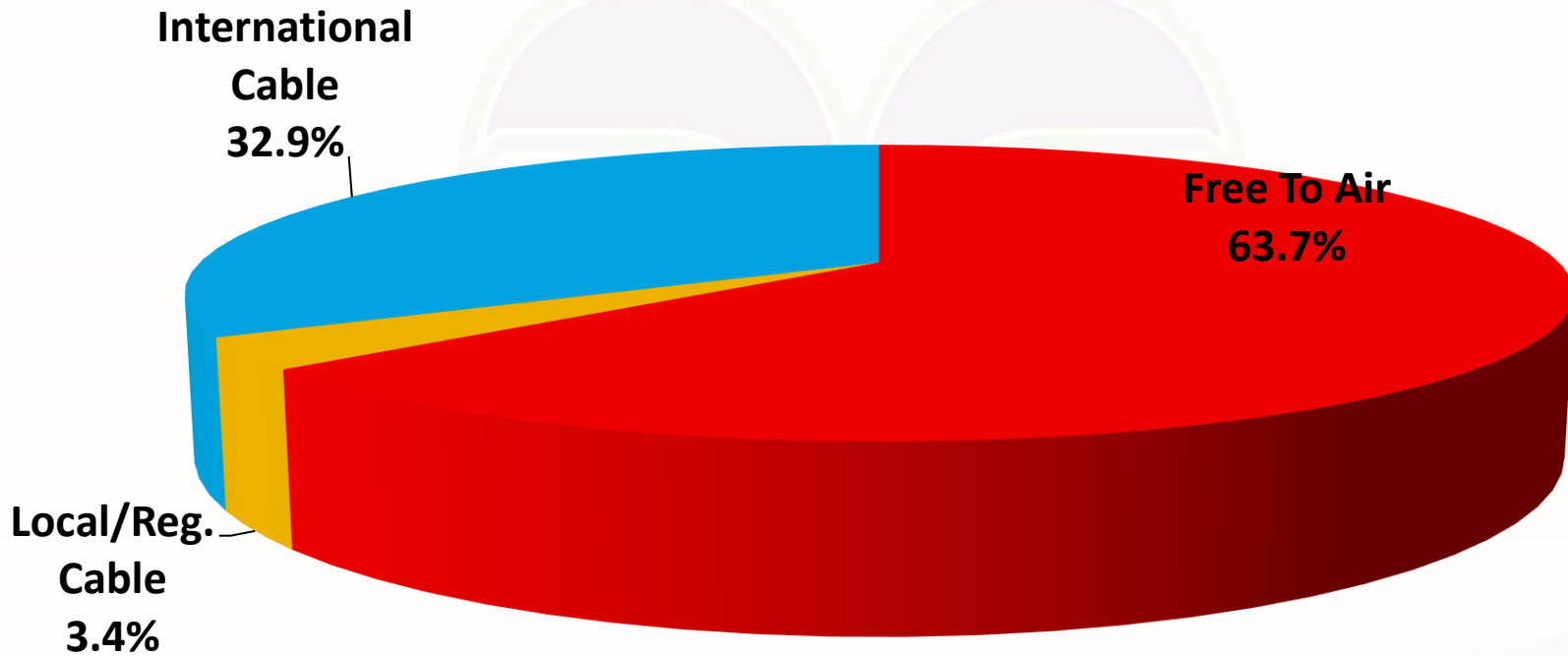
The above shares are based on potential audience to the respective media.

Media Share 2018 vs 2016



The above shares are based on potential audience to the respective media.

Tube Share 2018



The above shares are based on potential audience to the respective tube source (FTA TV, Local cable and International Cable)

Average Audience To Radio, FTA TV, Local Cable & International Cable – 3 HR. DAY PART

3 HOUR DAY PART (Sunday to Saturday)	Radio '000	FTA TV '000	Local Cable '000	International Cable '000
12 mn to 2:59 am	68	9	1	12
3:00 am to 5:59 am	119	25	2	13
6:00 am to 8:59 am	372	216	5	61
9:00 am to 11:59 am	364	84	9	107
12 md to 2:59 pm	312	97	6	97
3:00 pm to 5:59 pm	265	101	6	108
6:00 pm to 8:59 pm	171	359	8	114
9:00 pm to 11:59 pm	101	100	7	105

Note the above represent average listeners in each of the above 3 hours time segment. The data above does not necessarily represent different persons in each 3 hour segment.

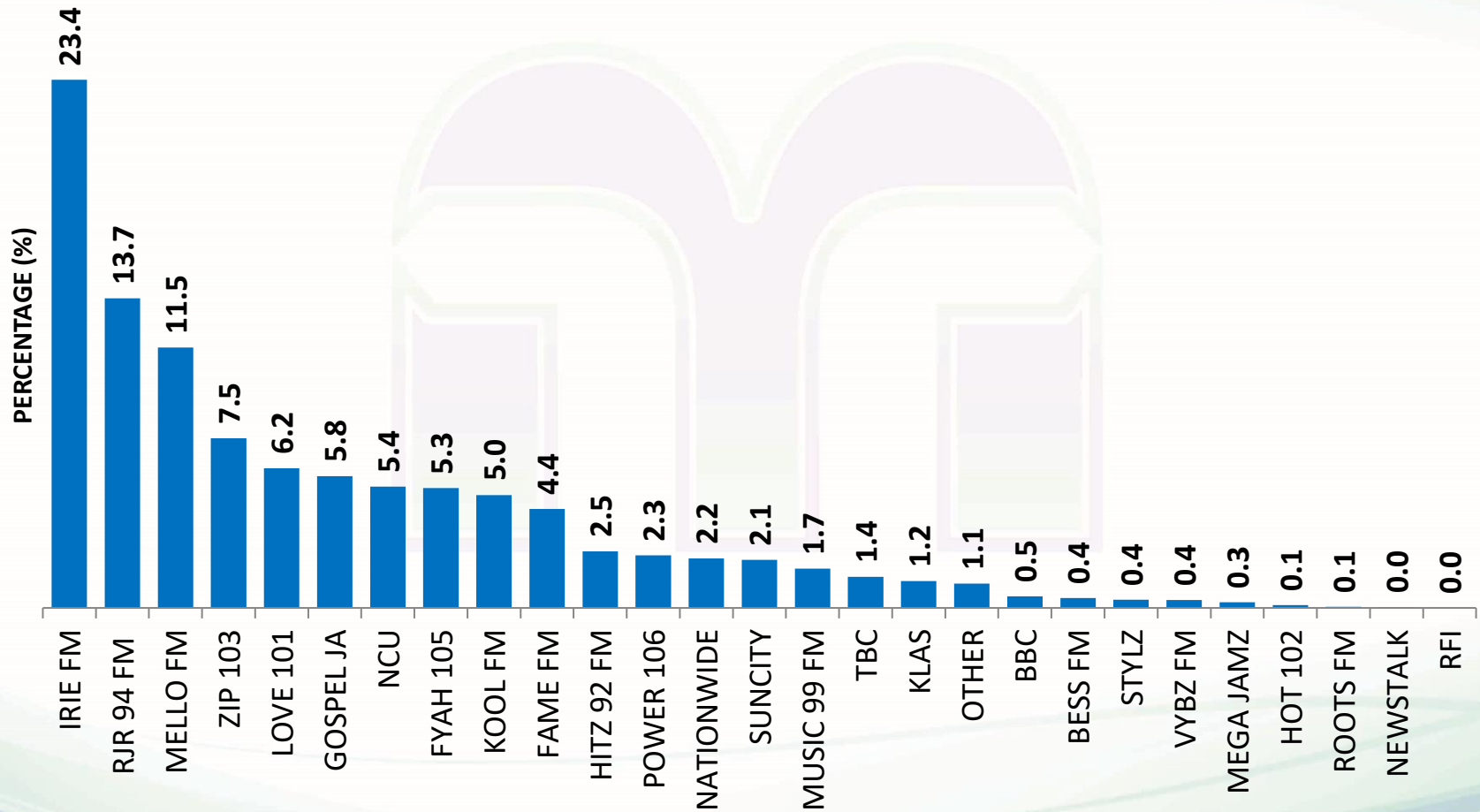
A photograph of a radio studio. In the foreground, a professional microphone is mounted on a boom arm. In the background, a sign with the words "ON AIR" in glowing orange letters is visible. The scene is dimly lit, focusing on the microphone and the sign.

Radio

(including radio via internet)

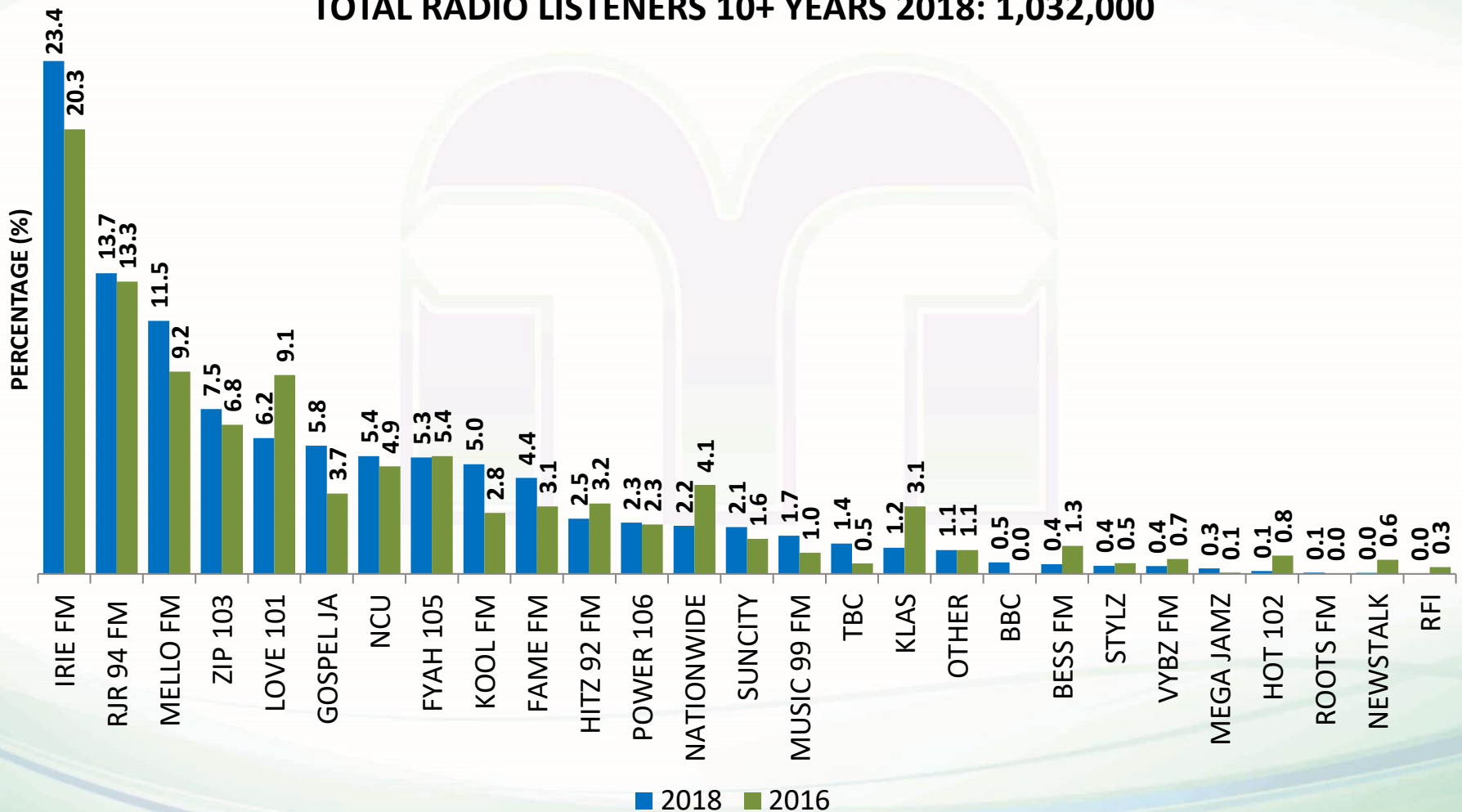
Share of Listenership 2018

TOTAL RADIO LISTENERS 10+ YEARS 2018:1,032,000



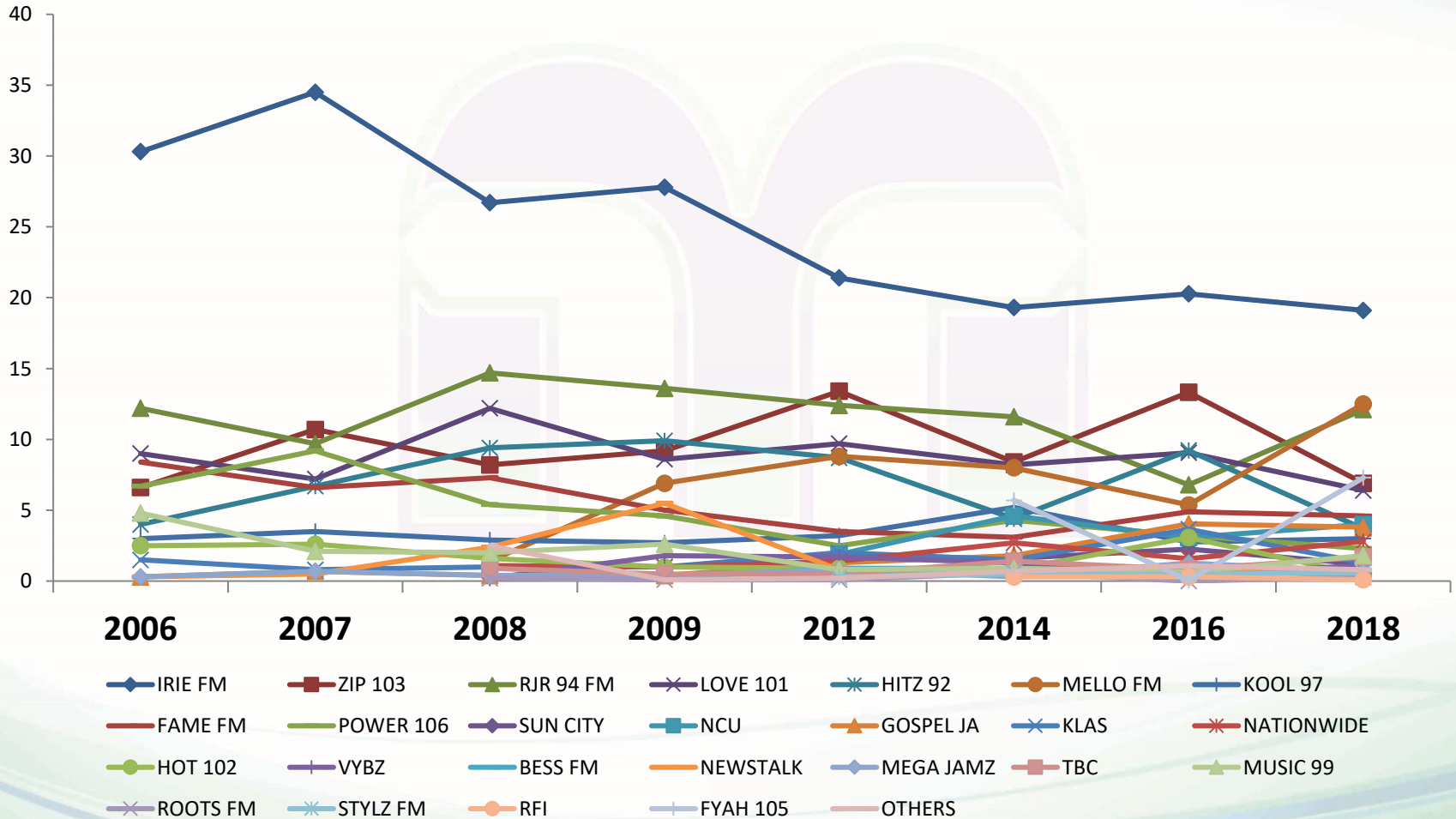
Share of Listenership 2018 vs 2016

TOTAL RADIO LISTENERS 10+ YEARS 2018: 1,032,000



Share of Listenership – Trend 2006-2016

TOTAL RADIO LISTENERS 10+ YEARS 2016: 1,032,000



Radio Audience - Who are they?

Total (Potential) Audience

1,032,000

Gender ('000)

Males: 528

Females: 504

Age Group ('000)	
10 – 19:	159
20 – 34:	334
35 - 49:	285
50+:	254

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	81	78
20 – 34:	181	153
35 – 49:	136	149
50+:	130	124

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	101	103
C2:	157	145
DE:	270	256

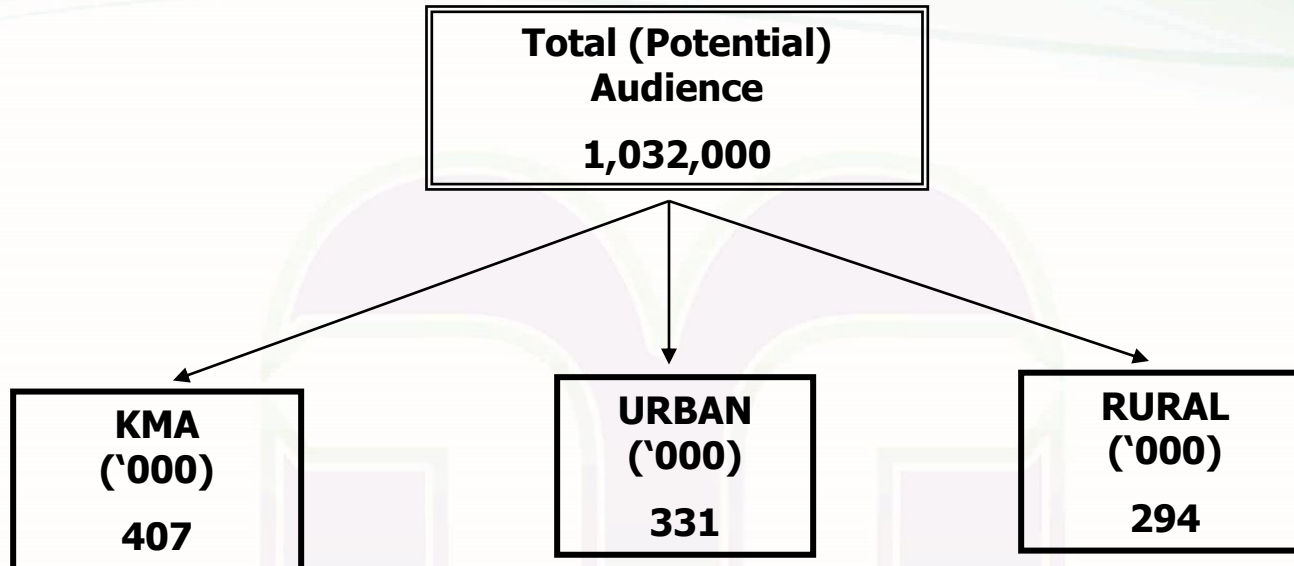
SE Class ('000)	
ABC1:	204
C2:	302
DE:	526

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	40	44	75
20 – 34:	52	97	185
35 – 49:	63	82	140
50+:	49	79	126

NOTE: ABC1: Upper/upper middle income
C2: Middle income
DE: Low middle to low income

•DATA IS BASED ON PAST 24 HRS LISTENERSHIP
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Radio Audience - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PAST 24 HRS. LISTENERSHIP

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

The Radio Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 mn	50	56	48	75	53	63	89
12:30	58	56	56	59	61	47	80
1:00	92	96	64	59	53	55	62
1:30	58	112	64	59	53	32	80
2:00	92	128	72	59	70	24	98
2:30	75	136	72	67	79	24	80
3:00	92	120	80	59	61	39	98
3:30	75	128	80	59	79	47	107
4:00	100	168	80	67	97	47	98
4:30	83	176	88	75	97	55	98
5:00	125	247	169	150	193	174	160
5:30	158	247	177	201	219	174	178

The above represent the number of persons listening to radio in each half hour time segment.

The Radio Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 am	266	431	354	318	360	300	222
6:30	241	423	378	334	351	339	240
7:00	316	487	507	410	404	426	364
7:30	291	447	426	393	360	363	329
8:00	358	463	426	451	351	434	400
8:30	291	407	394	435	342	363	391
9:00	358	423	346	393	395	387	382
9:30	266	423	338	393	325	339	355
10:00	341	423	346	426	404	387	409
10:30	350	383	354	401	351	379	435
11:00	308	383	322	393	325	347	418
11:30	275	335	298	368	307	324	382

The above represent the number of persons listening to radio in each half hour time segment.

The Radio Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 md	325	367	362	351	377	395	391
12:30	241	319	289	293	307	347	329
1:00	291	335	322	351	342	387	320
1:30	225	311	273	284	290	316	284
2:00	200	319	330	293	325	331	275
2:30	225	319	322	293	298	324	222
3:00	216	335	346	293	290	324	240
3:30	216	311	322	293	307	308	204
4:00	200	303	314	234	307	276	187
4:30	191	255	330	192	307	253	213
5:00	158	303	322	293	325	276	284
5:30	100	255	273	251	246	237	213

The above represent the number of persons listening to radio in each half hour time segment.

The Radio Audience – When are they available?

1/2 Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 pm	133	263	241	234	237	237	204
6:30	125	208	201	176	184	229	222
7:00	167	176	177	117	167	245	187
7:30	158	120	153	109	140	189	160
8:00	133	152	161	117	123	189	178
8:30	125	136	137	125	97	174	142
9:00	100	120	129	125	97	174	151
9:30	83	104	105	109	97	126	133
10:00	83	96	113	92	88	110	133
10:30	75	96	96	92	88	110	116
11:00	92	88	88	75	88	103	107
11:30	58	88	64	59	88	103	107

The above represent the number of persons listening to radio in each half hour time segment.

Station Reach

STATIONS	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
BESS FM	25	<8	<8	8	9	<16	18
FAME FM	25	88	88	33	53	95	71
FYAH 105	67	120	72	109	114	142	98
GOSPEL JA	25	56	64	67	61	63	36
HITS 92 FM	58	48	48	42	35	79	53
HOT 102	17	<8	<8	<8	<9	<16	18
IRIE FM	283	295	330	276	263	237	204
KLAS SPORTS RADIO	17	<8	40	25	18	16	9
KOOL FM	42	16	48	67	35	39	80
LOVE FM	100	104	24	100	105	71	133
MEGA JAMZ	8	8	16	17	<9	<16	18
MELLO FM	142	176	273	201	228	142	71
MUSIC 99	8	32	24	25	18	39	36

The above represent the number of different persons reached by each radio station on a typical day during the study period.

Station Reach

STATIONS	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
NATIONWIDE	<8	40	80	25	61	55	9
NCU	33	72	56	67	70	39	62
NEWSTALK/RADIO MONA	<8	<8	8	<8	<8	<16	18
POWER 106	42	40	48	25	26	<16	44
RFI	<8	<8	8	0	<9	<16	<9
RJR 94 FM	117	223	185	150	167	181	169
ROOTS FM	<8	<8	<8	<8	9	<16	18
STYLZ	8	16	8	<8	9	<16	18
SUNCITY RADIO	8	40	24	8	26	<16	9
TBC/THE BREATH OF CHANGE	25	8	32	17	44	16	27
VYBZ FM	17	16	48	8	<9	16	<9
ZIP 103	67	72	105	109	88	166	71
BBC	<8	8	24	8	<9	24	9
OTHERS	8	8	8	8	<9	24	9

The above represent the number of different persons reached by each radio station on a typical day during the study period.

Share of Listenership By Daypart SUNDAY

STATIONS	12 mn – 5:59 am	6 am – 12:00 mn	12 md – 5:59 pm	6 pm – 11:59 pm	All day
	%	%	%	%	%
HITZ 92 FM	8.5	4.4	4.1	-	4.2
RJR 94 FM	16.2	10.0	16.1	20.0	14.1
FAME FM	2.3	4.9	4.4	-	3.7
KLAS FM	3.1	0.0	1.6	1.3	1.0
ENERGY FM (HOT 102)	-	0.7	-	-	0.3
IRIE FM	30.0	27.5	28.1	36.3	29.3
POWER 106	-	1.1	2.5	5.6	2.1
LOVE FM	3.9	11.1	0.9	5.6	6.3
NEWSTALK/ RADIO MONA	-	-	-	-	-
KOOL FM	10.8	8.6	11.0	7.5	9.5
MUSIC 99	-	0.4	-	-	0.2
ZIP 103	-	1.8	7.3	1.9	3.2
MEGA JAMZ	3.9	-	-	-	0.5
MELLO	11.5	9.8	11.7	10.6	10.7

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Daypart SUNDAY Cont'd

STATIONS	12 mn–5:59 am	6am –12:00 mn	12 md – 5:59 pm	6 pm – 11:59 pm	All day
	%	%	%	%	%
TBC	-	1.1	0.6	0.0	0.7
NATIONWIDE	-	-	-	-	-
ROOTS FM	-	-	-	-	-
BESS FM	8.5	4.0	0.3	-	2.8
GOSPEL JA	-	5.5	4.4	7.5	4.8
SUNCITY RADIO	0.8	2.7	1.3	-	1.6
VYBZ FM	-	0.2	0.9	-	0.4
STYLZ	-	-	0.6	-	0.2
NCU	0.8	2.7	-	-	1.2
FYAH 105	-	3.6	4.1	3.8	3.3
RFI	-	-	-	-	-
BBC	-	-	-	-	-
OTHERS	-	-	-	-	-

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Daypart MONDAY - FRIDAY

STATIONS	12 mn – 5:59 am	6am – 12:00 mn	12 md – 5:59 pm	6pm – 11:59 pm	All day
	%	%	%	%	%
HITZ 92 FM	-	3.8	3.9	1.4	2.9
RJR 94 FM	16.5	18.9	15.0	11.8	16.4
FAME FM	-	5.3	8.4	7.3	5.7
KLAS FM	-	-	-	-	-
ENERGY FM (HOT 102)	-	-	-	-	-
IRIE FM	20.6	16.2	21.6	22.3	19.3
POWER 106	5.2	1.5	1.4	1.8	2.1
LOVE FM	12.5	4.9	3.3	6.4	5.8
NEWSTALK/RADIO MONA	-	-	-	-	-
KOOL FM	0.8	0.4	0.4	9.1	1.7
MUSIC 99	4.8	3.4	4.7	6.8	4.5
ZIP 103	5.6	3.2	3.5	3.6	3.7
MEGA JAMZ	0.8	0.3	-	-	0.2
MELLO	9.7	15.8	10.7	5.5	11.9

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Daypart MONDAY - FRIDAY Cont'd

STATIONS	12 mn – 5:59 am	6am – 12:00 mn	12 md – 5:59 pm	6pm – 11:59 pm	All day
	%	%	%	%	%
TBC	-	-	-	0.9	0.1
NATIONWIDE	-	3.2	1.6	1.4	2.0
ROOTS FM	-	-	-	-	-
BESS FM	-	-	-	-	-
GOSPEL JA	6.5	5.2	4.7	5.5	5.3
SUNCITY RADIO	3.6	2.5	2.9	0.9	2.6
VYBZ FM	0.4	0.3	0.4	-	0.3
STYLZ	0.8	0.7	-	-	0.4
NCU	5.6	6.3	9.3	8.2	7.3
FYAH 105	5.2	7.7	7.6	5.9	7.0
RFI	-	-	-	-	-
BBC	-	-	0.4	1.4	0.3
OTHERS	1.2	0.4	-	-	0.4

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Daypart SATURDAY

STATIONS	12 mn – 5:59 am	6 am – 12:00 mn	12 md – 5:59 pm	6 pm – 11:59 pm	All day
	%	%	%	%	%
HITZ 92 FM	1.4	4.7	1.4	-	2.6
RJR 94 FM	9.2	17.7	9.6	7.7	12.6
FAME FM	5.6	4.7	0.6	-	2.8
KLAS FM	-	-	0.6	-	0.2
ENERGY FM (HOT 102)	3.5	0.8	-	-	0.7
IRIE FM	16.2	23.2	20.2	27.1	22.2
POWER 106	7.8	5.3	5.9	4.3	5.6
LOVE FM	5.6	8.1	9.0	10.6	8.5
NEWSTALK/RADIO MONA	-	0.2	0.6	-	0.3
KOOL FM	16.9	6.7	5.3	11.6	8.3
MUSIC 99	-	1.8	2.5	-	1.5
ZIP 103	-	4.3	9.6	6.8	5.8
MEGA JAMZ	-	0.4	-	0.5	0.3
MELLO	2.1	3.0	11.8	6.8	6.1

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Daypart SATURDAY Cont'd

STATIONS	12 mn – 5:59 am	6am – 12:00 mn	12 md – 5:59 pm	6pm – 11:59 pm	All day
	%	%	%	%	%
TBC	0.7	0.8	-	0.5	0.5
NATIONWIDE	-	0.2	0.3	-	0.2
ROOTS FM	2.1	0.2	-	-	0.3
BESS FM	-	0.2	0.6	-	0.3
GOSPEL JA	4.2	0.4	1.1	5.8	2.0
SUNCITY RADIO	8.5	2.4	3.4	5.8	4.0
VYBZ FM	-	-	-	-	-
STYLZ	-	1.0	-	1.0	0.6
NCU	4.9	4.3	4.5	0.5	3.8
FYAH 105	7.0	3.7	5.1	4.8	4.7
RFI	-	-	-	-	-
BBC	-	1.6	3.4	1.9	2.0
OTHERS	4.2	4.3	4.8	4.3	4.5

Shares above are based on average past 24 hours audience to each radio station at each of the time segments above.

Share of Listenership By Market Segments - DEMOGRAPHICS

STATIONS	MALES	FEMALES	TWEENS & TEENS (10 – 19 YRS)	YOUNG ADULTS (20 – 34 YRS)	ADULTS (35-49 YRS)	ADULTS (50+)	UPPER & UPPER MIDDLE	MIDDLE INCOME	LOW MIDDLE & LOW INCOME	OVERALL
	%	%	%	%	%	%	%	%	%	%
Bess FM	-	0.7	-	0.3	0.8	0.3	-	0.8	0.2	0.4
Fame FM	5.9	2.8	4.4	4.9	6.1	1.9	5.2	6.0	2.5	4.4
FYAH	5.3	5.0	19.1	8.9	3.8	0.3	3.5	6.8	4.2	5.3
Gospel Ja	4.5	6.4	2.7	6.1	8.8	3.0	5.9	4.6	6.2	5.8
Hitz 92 FM	3.2	1.7	2.1	4.4	2.7	0.7	0.8	2.2	2.8	2.5
Hot 102 FM	0.3	-	0.4	-	0.2	0.1	-	0.2	0.1	0.1
Irie FM	29.0	16.9	21.2	23.9	19.2	23.9	9.5	20.2	26.3	23.4
Klas Sports Radio	1.4	0.9	0.8	2.3	0.5	0.9	2.3	0.1	1.7	1.2
Kool 97 FM	3.0	6.2	0.9	1.3	5.8	7.3	10.9	7.2	1.7	5.0
Love 101 FM	3.8	7.5	7.8	3.6	6.7	6.4	11.4	5.2	5.3	6.2
Mega Jamz	0.1	0.3	0.3	0.2	0.3	0.2	0.2	0.3	0.2	0.3
Mello FM	8.3	13.0	4.4	13.9	10.5	10.7	9.6	7.1	14.2	11.5
Music 99FM	1.3	2.0	0.7	1.5	2.8	1.0	1.2	2.0	1.5	1.7

NB: Shares above are based on average audiences Sunday to Saturday.

Share of Listenership By Market Segments - DEMOGRAPHICS

STATIONS	MALES	FEMALES	TWEENS & TEENS (10 – 19 YRS)	YOUNG ADULTS (20 – 34 YRS)	ADULTS (35-49 YRS)	ADULTS (50+)	UPPER & UPPER MIDDLE	MIDDLE INCOME	LOW MIDDLE & LOW INCOME	OVERALL
	%	%	%	%	%	%	%	%	%	%
Nationwide	3.0	1.4	0.0	0.9	2.0	3.6	3.1	3.5	0.8	2.2
NCU	3.1	6.7	3.0	3.6	6.9	5.2	4.9	5.9	4.5	5.4
News Talk	-	0.1	-	0.1	-	-	0.3	-	-	-
Power 106 FM	2.2	2.3	1.7	0.3	1.7	4.2	2.1	1.5	2.8	2.3
RFI	0.8	0.3	0.3	-	0.3	1.1	3.7	0.2	0.1	-
RJR 94 FM	11.6	14.2	11.0	3.8	8.8	24.2	11.7	13.1	13.3	13.7
Roots FM	0.1	-	-	-	0.1	-	0.3	-	-	0.1
Stylz	0.4	0.3	0.3	0.6	0.4	0.2	0.5	0.4	0.3	0.4
Sun City Radio	1.2	2.7	6.9	1.6	0.6	2.5	0.6	3.1	1.5	2.1
TBC	1.2	1.4	0.4	0.5	2.6	1.1	2.7	1.6	0.8	1.4
Vybz FM	0.6	0.1	2.0	0.1	0.1	0.3	-	0.3	0.4	0.4
Zip 103 FM	8.6	6.0	9.7	15.3	7.2	0.4	4.9	7.4	7.4	7.5
Other	1.2	1.2	-	2.0	1.4	0.6	4.7	0.3	1.2	1.1
BBC	0.8	0.3	0.3	-	0.3	1.1	3.7	0.2	0.1	0.5

NB: Shares above are based on average audiences Sunday to Saturday.

Share of Listenership By Market Segments - AREA

STATIONS	KMA	Urban	Rural	Overall	STATIONS	KMA	Urban	Rural	Overall
	%	%	%	%		%	%	%	%
Bess FM	0.9	0.1	0.6	0.4	Nationwide	4.0	1.3	-	2.2
Fame FM	5.2	4.2	0.7	4.4	NCU	1.8	8.0	1.2	5.4
FYAH	3.9	5.9	4.3	5.3	News Talk	0.1	-	-	-
Gospel Ja	5.2	5.6	6.8	5.8	Power 106 FM	1.2	2.4	4.7	2.3
Hitz 92 FM	2.1	2.1	5.1	2.5	RFI	0.5	0.6	-	-
Hot 102 FM	0.3	-	-	0.1	RJR 94 FM	14.8	12.3	11.1	13.7
Irie FM	19.5	22.9	27.5	23.4	Roots FM	0.2	-	-	0.1
Klas Sports Radio	2.6	0.4	-	1.2	Stylz	-	-	3.2	0.4
Kool 97 FM	7.0	4.3	-	5.0	Sun City Radio	4.4	0.6	1.7	2.1
BBC	0.5	0.6	-	0.5	TBC	3.3	0.3	0.3	1.4
Love 101 FM	4.4	5.8	11.3	6.2	Vybz FM	0.0	0.6	-	0.4
Mega Jamz	0.4	0.1	0.4	0.3	Zip 103 FM	4.1	8.2	11.5	7.5
Mello FM	12.1	10.6	9.1	11.5	Other	-	2.2	0.2	1.1
Music 99FM	2.2	1.5	0.6	1.7					

NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town


Urban Other St. Catherine, St. James, St. Ann, Manchester, Clarendon, Westmoreland

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Hanover, Trelawny.

DATA IS BASED ON PAST 24 HRS. LISTENER-SHIP

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING.

NB: Shares above are based on average audiences Sunday to Saturday.

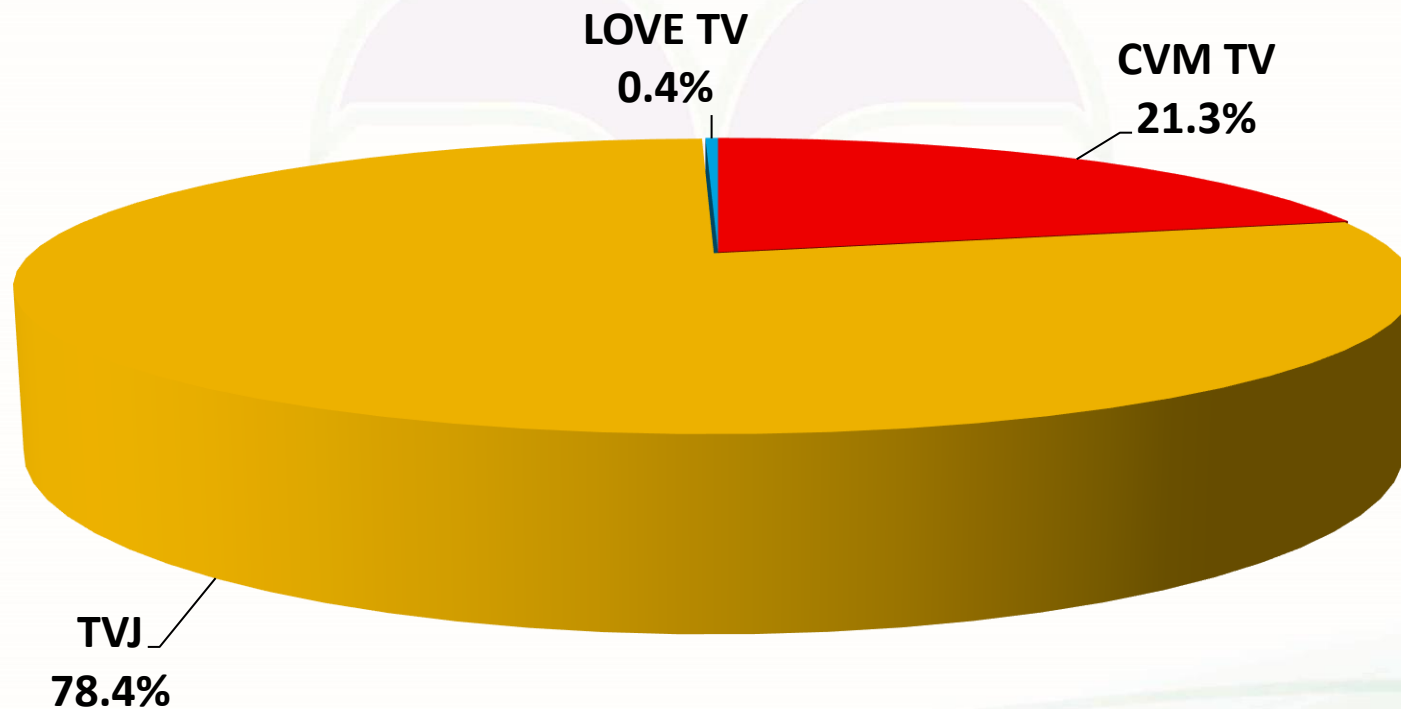


Television

(including TV via internet)

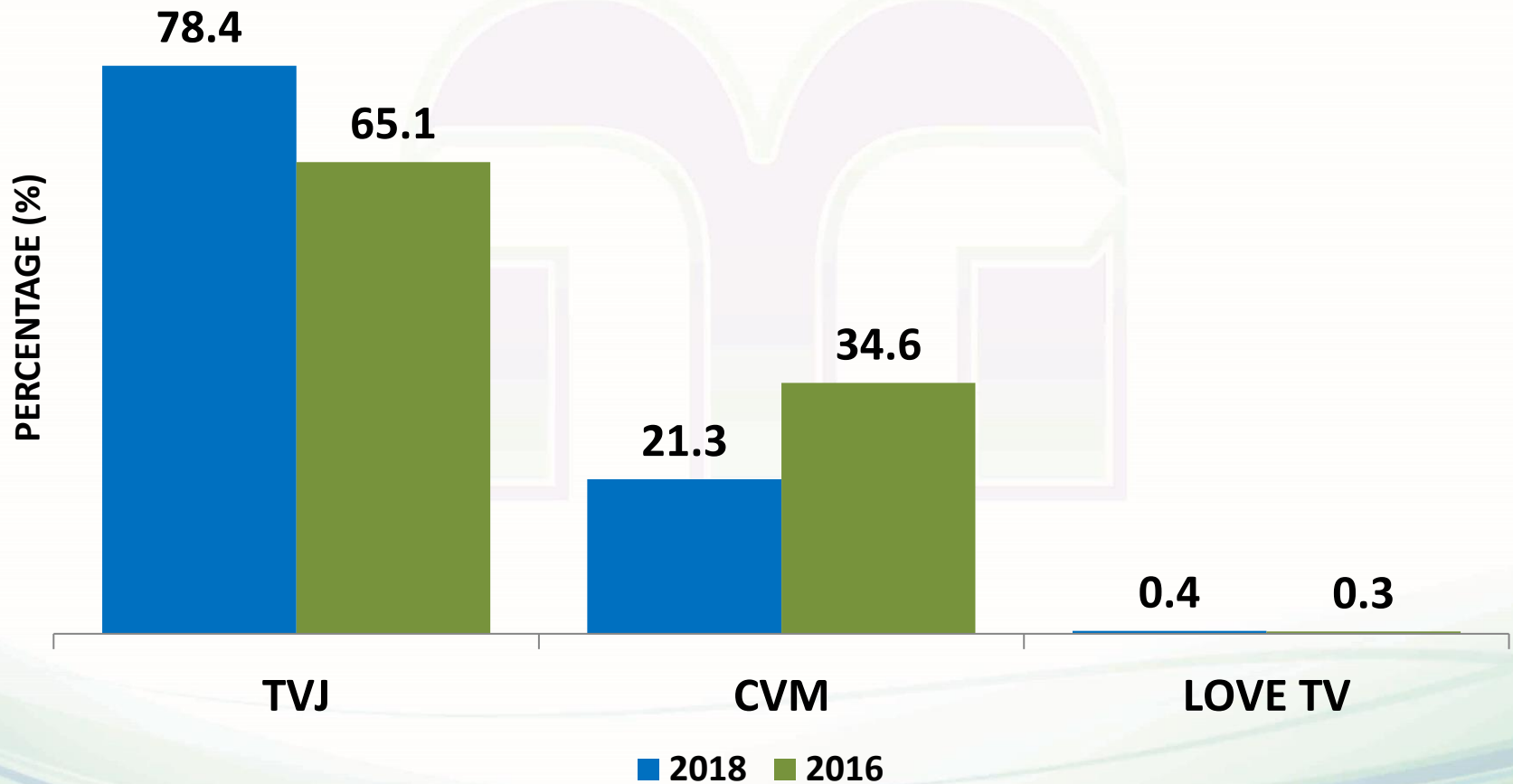
Share of Viewership 2018 (FTA)

TOTAL FTA TV VIEWERS 10+ YEARS 2018: 1,150,000



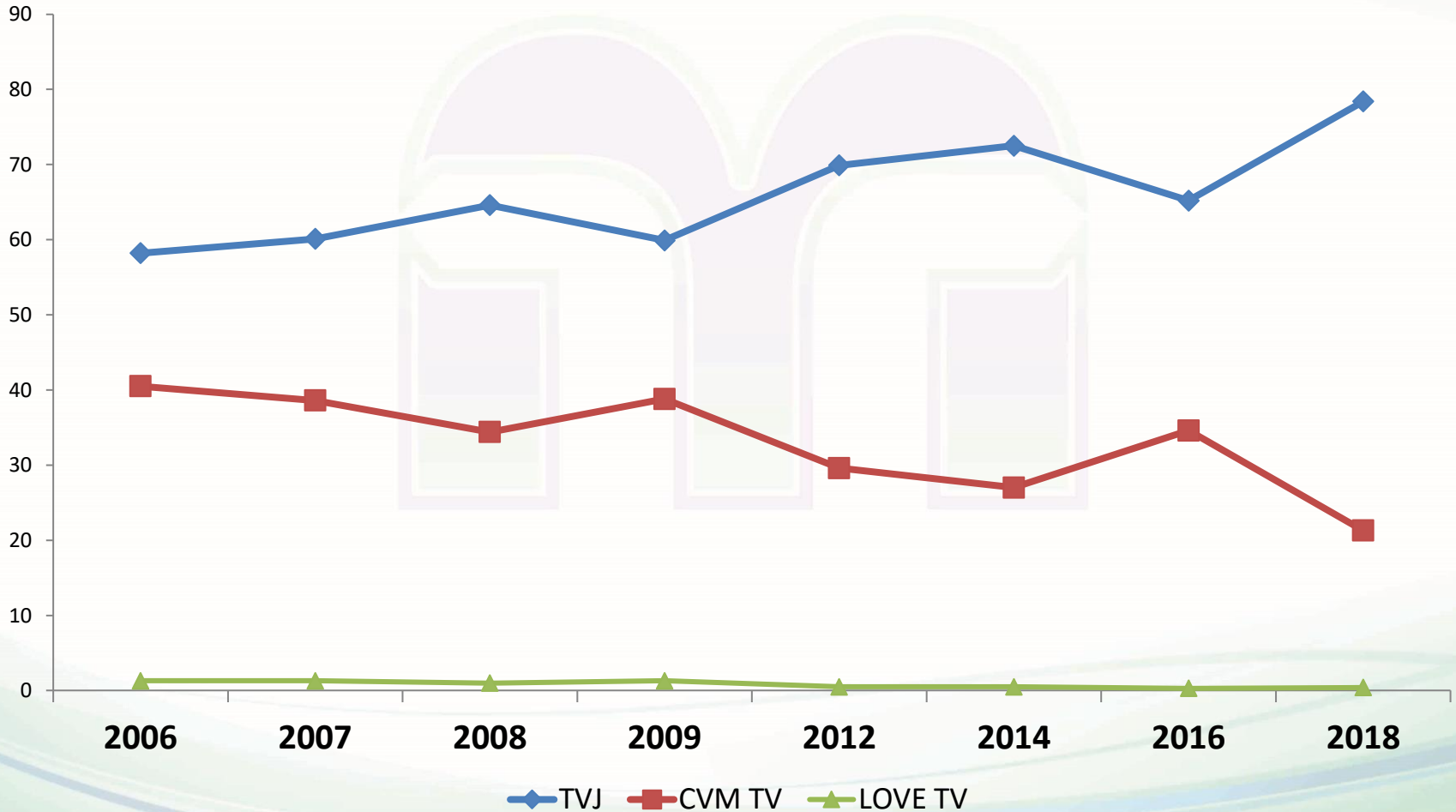
Share of Viewership 2018 vs 2016 (FTA)

TOTAL FTA TV VIEWERS 10+ YEARS 2018: 1,150,000



Share of Viewership – Trend 2006-2018

TOTAL FTA TV VIEWERS 10+ YEARS 2018: 1,150,000



Free To Air (FTA) TV Audience - Who are they?

Total (Potential) Audience

1,150,000

Gender ('000)

Males: 556

Females: 594

Age Group ('000)	
10 – 19:	223
20 – 34:	334
35 – 49:	319
50+:	274

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	119	104
20 – 34:	103	231
35 – 49:	180	139
50+:	154	120

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	88	76
C2:	163	170
DE:	305	348

SE Class ('000)	
ABC1:	164
C2:	333
DE:	653

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	36	60	127
20 – 34:	44	100	190
35 – 49:	47	86	186
50+:	37	87	150

NOTE: ABC1: Upper/upper middle income

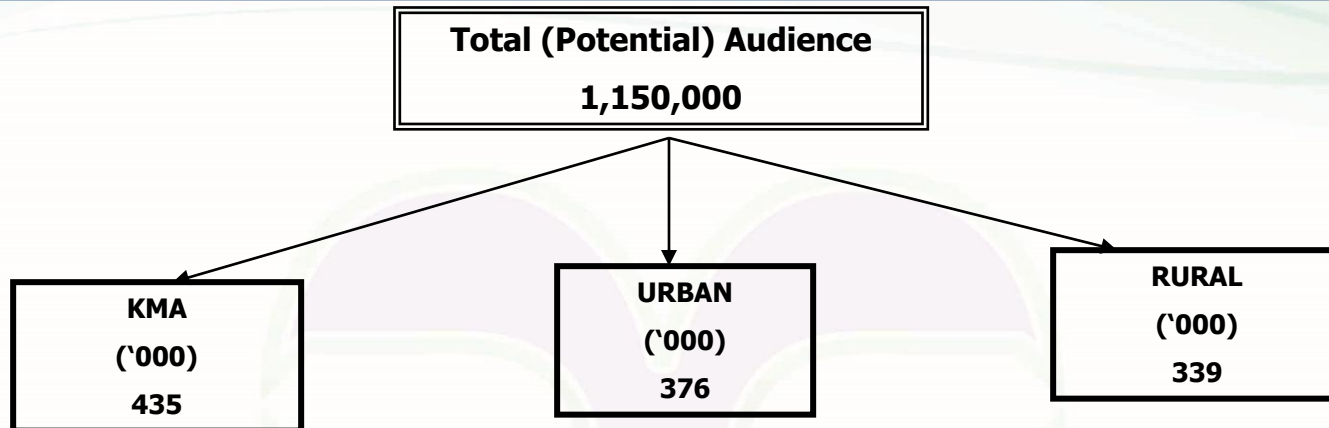
C2: Middle income

DE: Low middle to low income

•DATA IS BASED ON PAST 24 HRS VIEWERSHIP

•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Free To Air (FTA) TV Audience - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PAST 24 HRS. VIEWERSHIP

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Free To Air (FTA) TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 mn	8	16	8	8	<8	8	9
12:30	8	16	<8	17	<8	8	9
1:00	17	16	8	<8	<8	16	9
1:30	8	16	<8	<8	<8	8	9
2:00	17	16	8	17	18	16	<9
2:30	33	8	<8	<8	18	16	9
3:00	42	8	<8	<8	18	8	27
3:30	67	8	8	<8	18	8	27
4:00	42	<8	8	<8	26	16	18
4:30	17	<8	<8	8	35	16	18
5:00	67	16	40	17	53	24	27
5:30	58	16	64	42	123	32	36

Free To Air (FTA) TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 am	133	120	193	159	211	71	53
6:30	133	136	233	217	219	79	89
7:00	250	255	273	502	439	260	249
7:30	250	239	241	443	386	221	204
8:00	283	200	217	334	342	197	231
8:30	167	192	177	309	211	150	160
9:00	133	120	80	125	123	79	133
9:30	100	88	48	125	97	63	98
10:00	100	96	64	150	105	71	98
10:30	83	96	64	109	79	79	98
11:00	50	80	56	59	61	63	107
11:30	58	72	56	42	61	63	98

Free To Air (FTA) TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 md	158	144	185	92	105	63	107
12:30	100	96	113	92	97	47	62
1:00	208	120	105	134	61	87	36
1:30	158	104	105	100	79	71	27
2:00	191	112	88	134	79	79	27
2:30	158	88	64	134	79	63	36
3:00	208	112	72	167	114	95	53
3:30	117	120	72	159	70	71	53
4:00	117	80	72	176	88	79	62
4:30	117	96	80	176	88	79	62
5:00	142	96	96	184	88	110	80
5:30	133	88	88	167	79	79	80

Free To Air (FTA) TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 pm	191	144	121	251	132	103	98
6:30	225	96	177	309	202	158	151
7:00	508	120	643	794	579	434	551
7:30	416	104	547	660	544	387	507
8:00	341	112	442	627	465	347	453
8:30	258	88	265	368	307	229	311
9:00	216	112	153	209	149	197	178
9:30	150	120	96	167	114	103	151
10:00	92	80	113	134	97	87	151
10:30	75	96	105	92	53	55	89
11:00	58	96	56	42	35	55	53
11:30	42	88	40	59	26	24	44

Station Reach (FTA)

STATIONS	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
TVJ	1082	1090	1069	1145	1114	868	1093
CVM	150	263	306	301	272	197	204
LOVE	<8	24	<8	<8	<8	16	<8

The above represent the number of different persons reached by each station on a typical day during the study period.

Share of Viewership (FTA) By Daypart SUNDAY

STATIONS	12 mn – 5:59 am	6am – 11:59 am	12 md – 5:59 pm	6pm –11:59 pm	All day
	%	%	%	%	%
TVJ	81.6	76.0	88.8	88.7	84.7
CVM	18.4	24.0	11.2	11.3	15.3
LOVE	-	-	-	-	-

Shares above are based on average past 24 hours audience to each TV station at each of the time segments above.

Share of Viewership (FTA) By Daypart MONDAY-FRIDAY

STATIONS	12 mn–5:59 am	6am–11:59 am	12 md-5:59pm	6pm–11:59 pm	All day
	%	%	%	%	%
TVJ	71.6	76.0	76.3	78.7	77.1
CVM	24.8	23.9	23.4	20.8	22.4
LOVE	3.6	0.1	0.3	0.6	0.5

Shares above are based on average past 24 hours audience to each TV station at each of the time segments above.

Share of Viewership (FTA) By Daypart SATURDAY

STATIONS	12 mn – 5:59 am	6am – 11:59 am	12 md –5:59pm	6pm–11:59 pm	All day
	%	%	%	%	%
TVJ	88.0	44.4	64.6	65.6	57.4
CVM	12.0	11.2	35.4	34.4	24.5
LOVE	-	44.4	-	-	18.1

Shares above are based on average past 24 hours audience to each TV station at each of the time segments above.

Share of Viewership (FTA) By Market Segments DEMOGRAPHICS

STATIONS	FEMALE	MALES	TWEEN & TEENS (10-19 YRS)	YOUNG ADULTS (20-34 YRS)	ADULTS (35-49 YRS)	ADULTS (50+ YRS)	UPPER & UPPER MIDDLE INCOME	MIDDLE INCOME	LOW MIDDLE & LOW INCOME	OVERALL
	%	%	%	%	%	%	%	%	%	%
TVJ	77.8	78.7	81.7	81.6	77.5	74.8	79.9	75.5	79.9	78.4
CVM	21.4	21.2	18.0	17.5	22.2	25.2	19.9	23.9	19.8	21.3
LOVE	0.9	0.1	0.3	0.8	0.3	0.00	0.2	0.6	0.2	0.4

NB: Shares above are based on average audiences Sunday to Saturday.

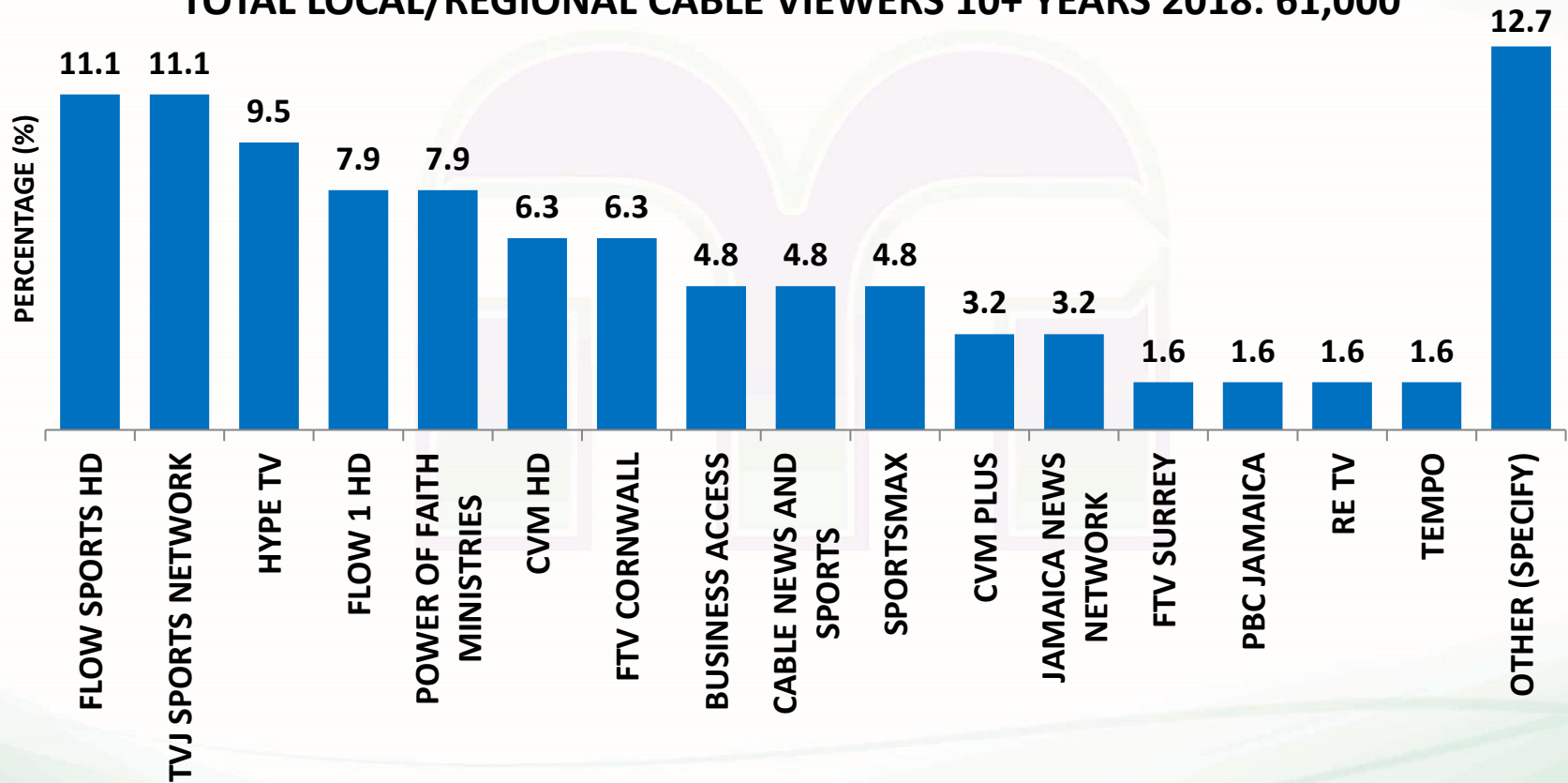
Share of Viewership (FTA) By Market Segments AREA

STATIONS	KMA	Urban	Rural	Overall
	%	%	%	%
TVJ	71.7	81.7	83.9	78.4
CVM	28.1	17.9	15.6	21.3
LOVE	0.2	0.4	0.5	0.4

NB: Shares above are based on average audiences Sunday to Saturday.

Share of Viewership 2018 (LOCAL/REGIONAL CABLE)

TOTAL LOCAL/REGIONAL CABLE VIEWERS 10+ YEARS 2018: 61,000



Other(Specify) includes stations whose share is so small that individually it is not material

Local/Regional Cable TV Audience - Who are they?

Total (Potential) Audience
61,000

<u>Gender ('000)</u>	
Males:	38
Females:	23

<u>Age Group ('000)</u>	
10 – 19:	14
20 – 34:	21
35 – 49:	15
50+:	11

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	11	3
20 – 34:	11	10
35 – 49:	11	4
50+:	5	6

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	9	2
C2:	15	7
DE:	14	14

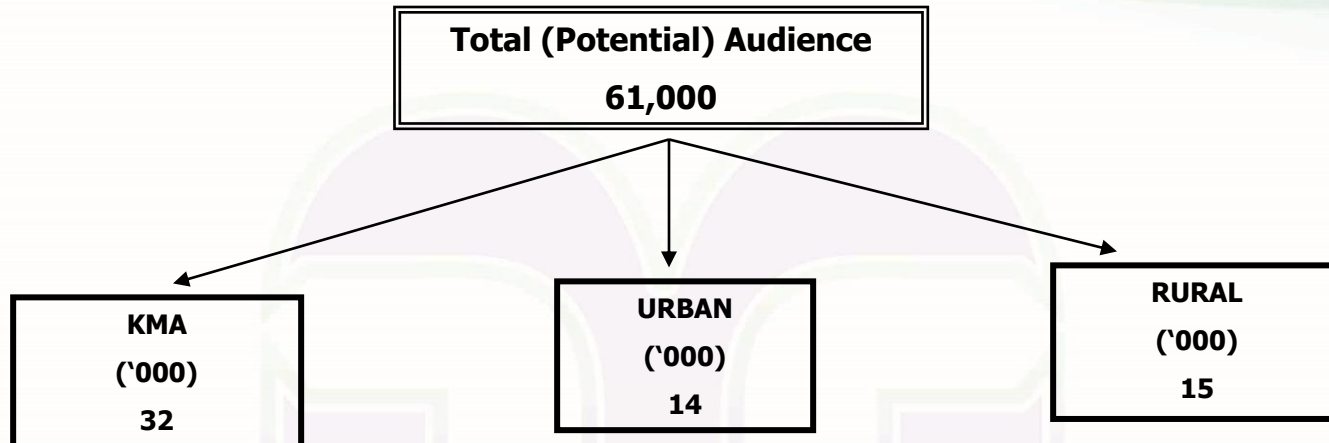
<u>SE Class ('000)</u>	
ABC1:	11
C2:	22
DE:	28

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	1	11	2
20 – 34:	7	4	10
35 – 49:	3	2	10
50+:	0	5	6

NOTE: ABC1: Upper/upper middle income
C2: Middle income
DE: Low middle to low income

- DATA IS BASED ON PAST 24 HRS VIEWERSHIP
- NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Local/Regional Cable TV Audience - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PAST 24 HRS. VIEWERSHIP

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Local/Regional Cable TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 mn	<8	<8	<8	8	<9	<8	<9
12:30	<8	<8	<8	<8	<9	<8	<9
1:00	<8	<8	<8	<8	<9	<8	<9
1:30	<8	8	<8	<8	<9	<8	<9
2:00	<8	8	<8	<8	<9	<8	<9
2:30	<8	<8	<8	<8	<9	<8	<9
3:00	<8	8	<8	<8	<9	16	<9
3:30	<8	<8	<8	<8	<9	8	<9
4:00	<8	<8	8	<8	<9	<8	<9
4:30	<8	<8	<8	<8	<9	<8	<9
5:00	<8	<8	<8	<8	<9	<8	9
5:30	<8	8	<8	8	<9	<8	9

Local/Regional Cable TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 am	<8	<8	<8	<8	<9	<8	27
6:30	<8	<8	8	<8	<9	<8	27
7:00	8	<8	8	8	<9	<8	18
7:30	8	<8	<8	<8	<9	8	18
8:00	8	<8	<8	8	9	8	18
8:30	8	<8	<8	<8	<9	8	9
9:00	17	<8	<8	8	<9	16	9
9:30	<8	<8	<8	8	<9	16	9
10:00	<8	24	16	8	<9	24	36
10:30	8	16	<8	8	<9	24	18
11:00	<8	32	<8	8	<9	24	18
11:30	<8	8	<8	8	<9	16	18

Local/Regional Cable TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 md	<8	8	<8	17	<9	8	27
12:30	8	8	<8	17	<9	8	18
1:00	8	16	8	17	<9	8	9
1:30	8	8	<8	<8	<9	8	9
2:00	8	<8	<8	8	<9	<8	9
2:30	8	<8	<8	8	<9	<8	9
3:00	8	8	<8	8	<9	8	9
3:30	8	8	<8	<8	<9	8	9
4:00	17	8	<8	<8	<9	<8	9
4:30	17	8	<8	<8	<9	<8	9
5:00	17	<8	<8	8	9	<8	<9
5:30	25	8	<8	8	9	<8	9

Local/Regional Cable TV Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 pm	25	<8	<8	<8	9	<8	18
6:30	17	8	<8	<8	18	<8	9
7:00	25	8	<8	<8	9	8	9
7:30	17	8	<8	<8	<9	8	18
8:00	17	<8	8	<8	<9	<8	44
8:30	17	<8	8	<8	<9	<8	44
9:00	17	<8	8	<8	<9	<8	36
9:30	8	8	8	<8	<9	<8	36
10:00	8	8	8	<8	<9	<8	36
10:30	<8	<8	8	<8	<9	<8	36
11:00	<8	<8	<8	<8	<9	<8	36
11:30	<8	<8	<8	<8	<9	<8	27

Station Reach

Stations	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
CVM TV	150	263	306	301	272	197	204
TVJ	1082	1157	1069	1145	1114	868	1093
LOVE TV	<8	24	<8	<8	<9	16	<8
TEMPO	<8	8	<8	<8	<9	<8	<8
RE TV	<8	8	<8	<8	<9	<8	<8
CVM PLUS	<8	8	<8	8	<9	<8	<8
CVM HD	<8	8	<8	<8	9	<8	18
FLOW 1 HD	8	8	<8	<8	<9	<8	27
FLOW SPORTS HD	8	16	16	<8	9	8	8
SPORTS MAX	<8	8	8	<8	<9	8	<8

The above represent the number of different persons reached by each station on a typical day during the study period.

Station Reach

Stations	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
JNN	<8	8	<8	<8	<9	<8	9
TVJ SPORTS	<8	16	8	8	<9	8	18
FTV CORNWALL	8	16	8	<8	<9	<8	<8
HYPE TV	<8	8	8	8	9	8	9
POWER OF FAITH MINISTRIES	8	8	8	<8	<9	<8	18
BUSINESS ACCESS	<8	8	<8	17	<9	<8	<8
OTHER	8	8	8	17	<9	24	44

The above represent the number of different persons reached by each station on a typical day during the study period.

International Cable Audience - Who are they?

Total (Potential) Audience
594,000

Gender ('000)

Males: 308

Females: 286

Age Group ('000)

10 – 19: 137

20 – 34: 212

35 – 49: 148

50+: 97

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	75	62
20 – 34:	106	106
35 – 49:	77	71
50+:	50	47

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	69	68
C2:	106	105
DE:	133	113

SE Class ('000)

ABC1: 137

C2: 211

DE: 246

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	14	58	65
20 – 34:	52	61	99
35 – 49:	42	51	55
50+:	29	41	27

NOTE: ABC1: Upper/upper middle income

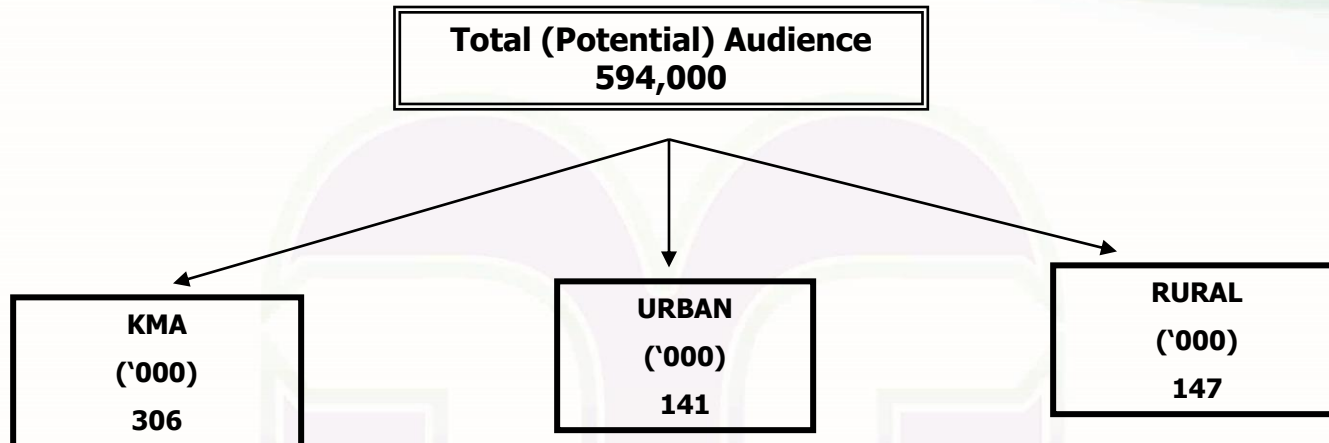
C2: Middle income

DE: Low middle to low income

•DATA IS BASED ON PAST 24 HRS VIEWERSHIP

•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

The International Cable Audience - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PAST 24 HRS. VIEWERSHIP

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

International Cable Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 mn	<8	<8	32	17	<9	8	<8
12:30	<8	8	32	25	<9	<8	<8
1:00	<8	8	32	17	9	<8	18
1:30	8	8	40	8	<9	<8	18
2:00	17	16	40	8	<9	<8	9
2:30	8	16	40	25	<9	8	9
3:00	50	8	48	25	18	16	18
3:30	42	32	48	25	18	16	18
4:00	25	24	56	25	26	24	27
4:30	17	40	64	25	18	16	36
5:00	17	48	105	42	9	47	36
5:30	33	40	105	25	9	39	27

International Cable Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 am	<8	56	96	33	9	47	27
6:30	<8	56	80	33	9	16	36
7:00	18	80	96	33	9	63	89
7:30	18	112	129	33	18	39	71
8:00	9	88	129	59	18	55	80
8:30	9	88	129	67	35	16	80
9:00	18	104	169	100	61	55	98
9:30	18	104	169	100	44	63	89
10:00	27	88	169	176	114	95	71
10:30	36	80	129	142	105	79	80
11:00	36	96	153	109	97	87	98
11:30	27	96	153	100	114	71	89

International Cable Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
12:00 md	108	88	121	109	140	55	116
12:30	108	72	113	92	132	47	107
1:00	125	104	72	100	105	79	89
1:30	125	120	72	100	70	71	71
2:00	117	88	80	117	88	87	124
2:30	117	80	88	142	61	79	107
3:00	125	72	88	150	97	118	133
3:30	117	88	72	150	114	95	142
4:00	142	72	64	125	123	95	142
4:30	125	80	64	125	123	87	124
5:00	133	56	72	100	132	103	151
5:30	108	80	48	67	88	95	142

International Cable Audience – When are they available?

½ Hour Commencing	Sunday '000	Monday '000	Tuesday '000	Wednesday '000	Thursday '000	Friday '000	Saturday '000
6:00 pm	108	112	56	67	114	87	106
6:30	100	112	56	67	105	110	101
7:00	100	128	64	67	105	110	106
7:30	92	120	88	59	97	103	101
8:00	142	128	161	84	114	158	137
8:30	142	128	185	84	105	126	133
9:00	133	160	185	134	167	134	158
9:30	117	120	137	125	149	142	132
10:00	125	104	129	117	123	134	125
10:30	75	64	96	100	88	87	93
11:00	33	56	96	84	53	71	72
11:30	33	24	56	75	18	55	50

A stack of newspapers is shown, with the top one prominently displaying the word 'EXTRA!' in large, bold, black letters. Below it, another 'EXTRA!' is visible, followed by the phrase 'ABOUT IT!' in smaller letters. The stack of newspapers is slightly blurred, suggesting a shallow depth of field. The background is a light, abstract pattern of curved lines in shades of blue and green.

EXTRA! EXTRA!
ABOUT IT!

Newspaper (including E-papers)

Newspaper Readers - Who are they?

Total (Potential) Readers

780,000

<u>Gender ('000)</u>	
Males:	378
Females:	402

<u>Age Group ('000)</u>	
10 – 19:	100
20 – 34:	289
35 – 49:	225
50+:	166

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	40	60
20 – 34:	147	142
35 – 49:	103	122
50+:	88	78

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	83	91
C2:	119	125
DE:	176	186

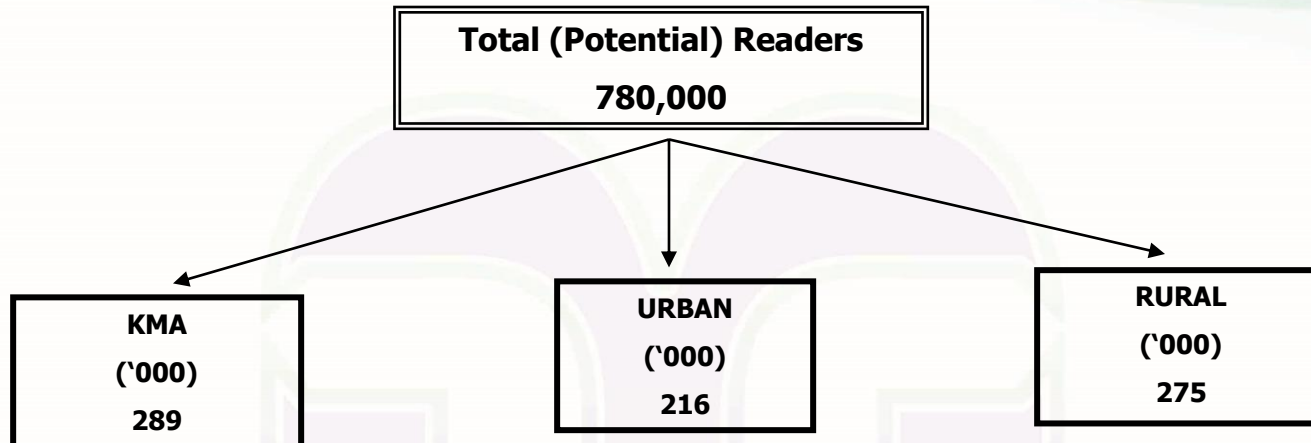
<u>SE Class ('000)</u>	
ABC1:	174
C2:	244
DE:	362

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	13	29	58
20– 34 :	63	94	132
35 – 49:	54	67	104
50+:	44	54	68

NOTE: ABC1: Upper/upper middle income
C2: Middle income
DE: Low middle to low income

- DATA IS BASED ON PAST 7 DAYS READERSHIP OF A NEWSPAPER PUBLICATION .
- NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Newspaper Readers - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

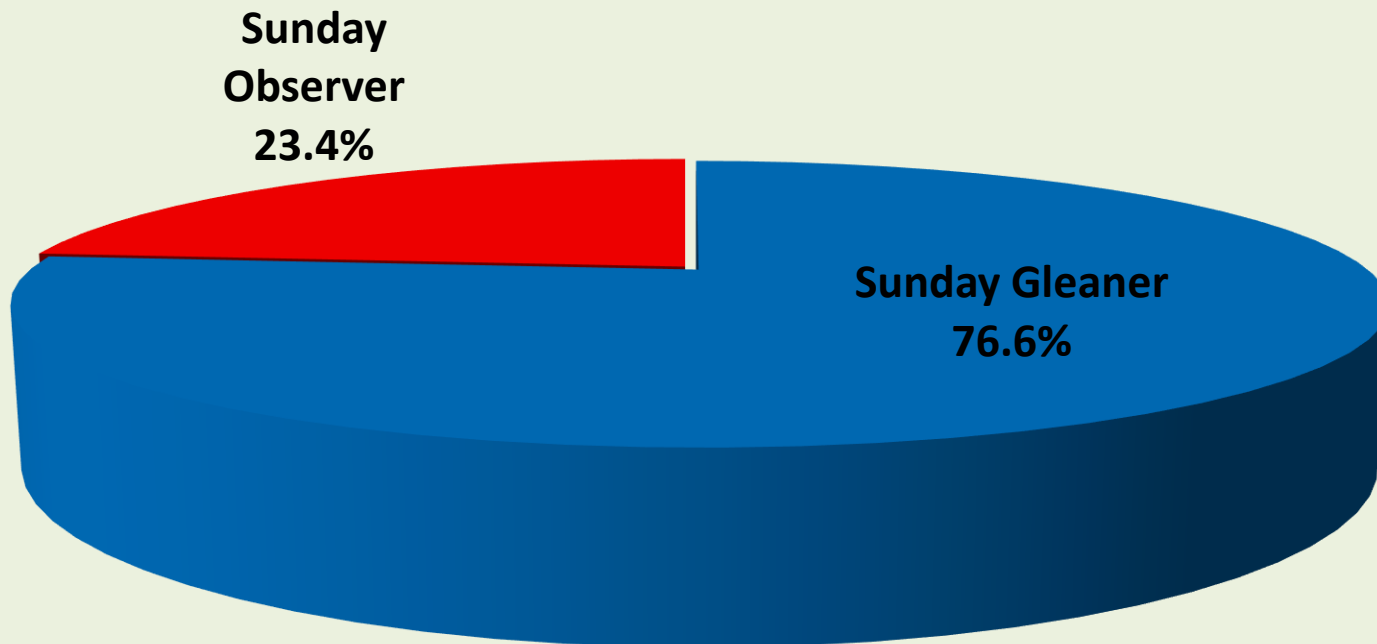
Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PAST 7 DAYS READERSHIP OF A NEWSPAPER PUBLICATION

NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Share of Readership 2018 (SUNDAY NEWSPAPERS)

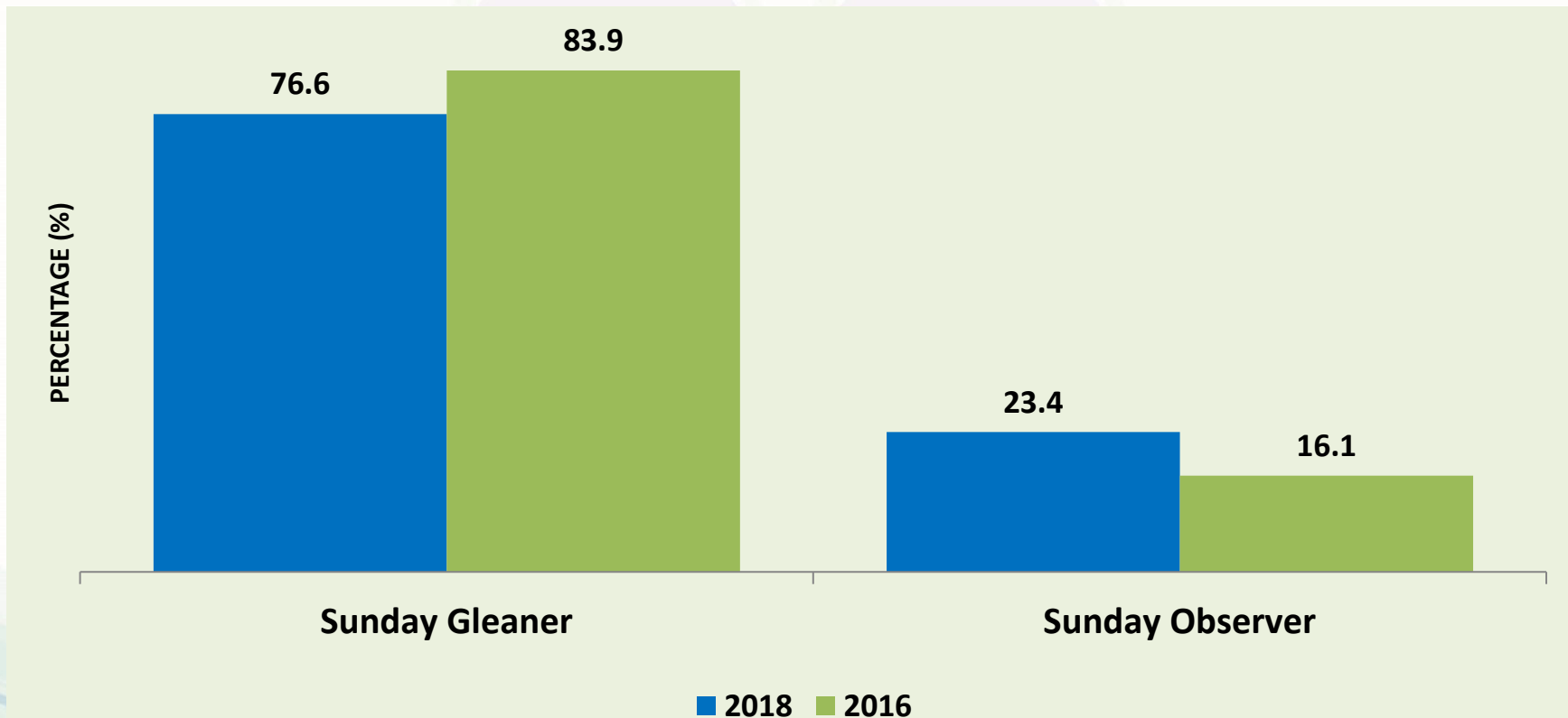
**TOTAL NUMBER OF DIFFERENT READERS (REACH) OF SUNDAY
NEWSPAPER 10+ YEARS 2018: 335,000**



Note: Share above is based on readership of the “last issue” of each Sunday Newspaper.

Share of Readership 2018 vs 2016 (SUNDAY NEWSPAPERS)

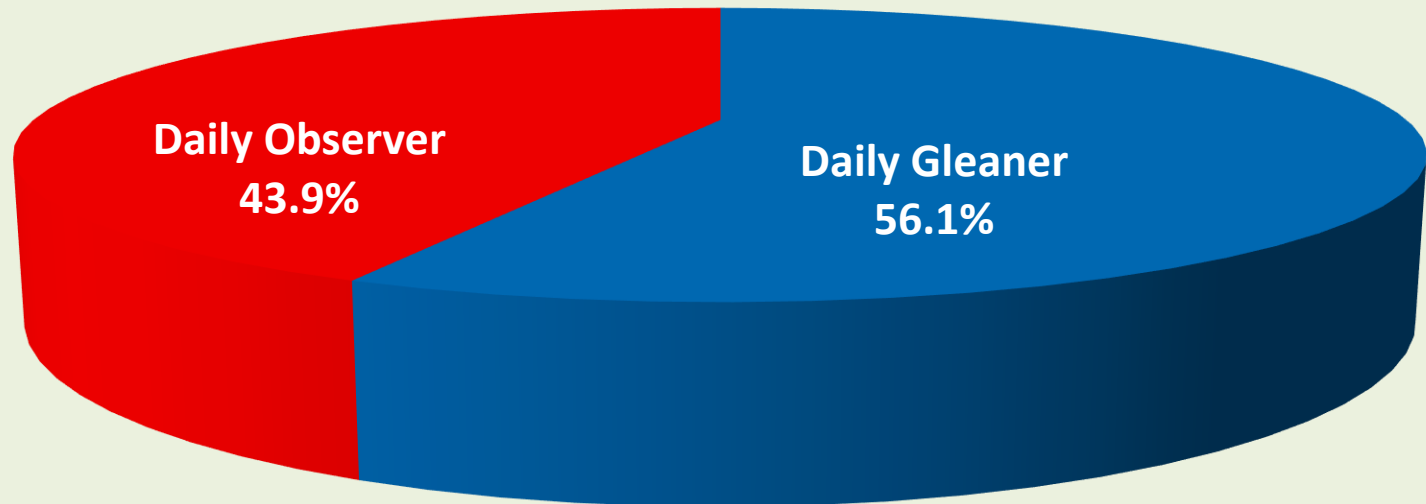
TOTAL NUMBER OF DIFFERENT READERS (REACH) OF SUNDAY
NEWSPAPER 10+ YEARS 2018: 335,000



Note: Share above is based on readership of the “last issue” of each Sunday Newspaper.

Share of Readership 2018 (Morning Newspapers)

**TOTAL NUMBER OF DIFFERENT READERS (REACH) OF MORNING
NEWSPAPERS 10+ YEARS: 322,000**

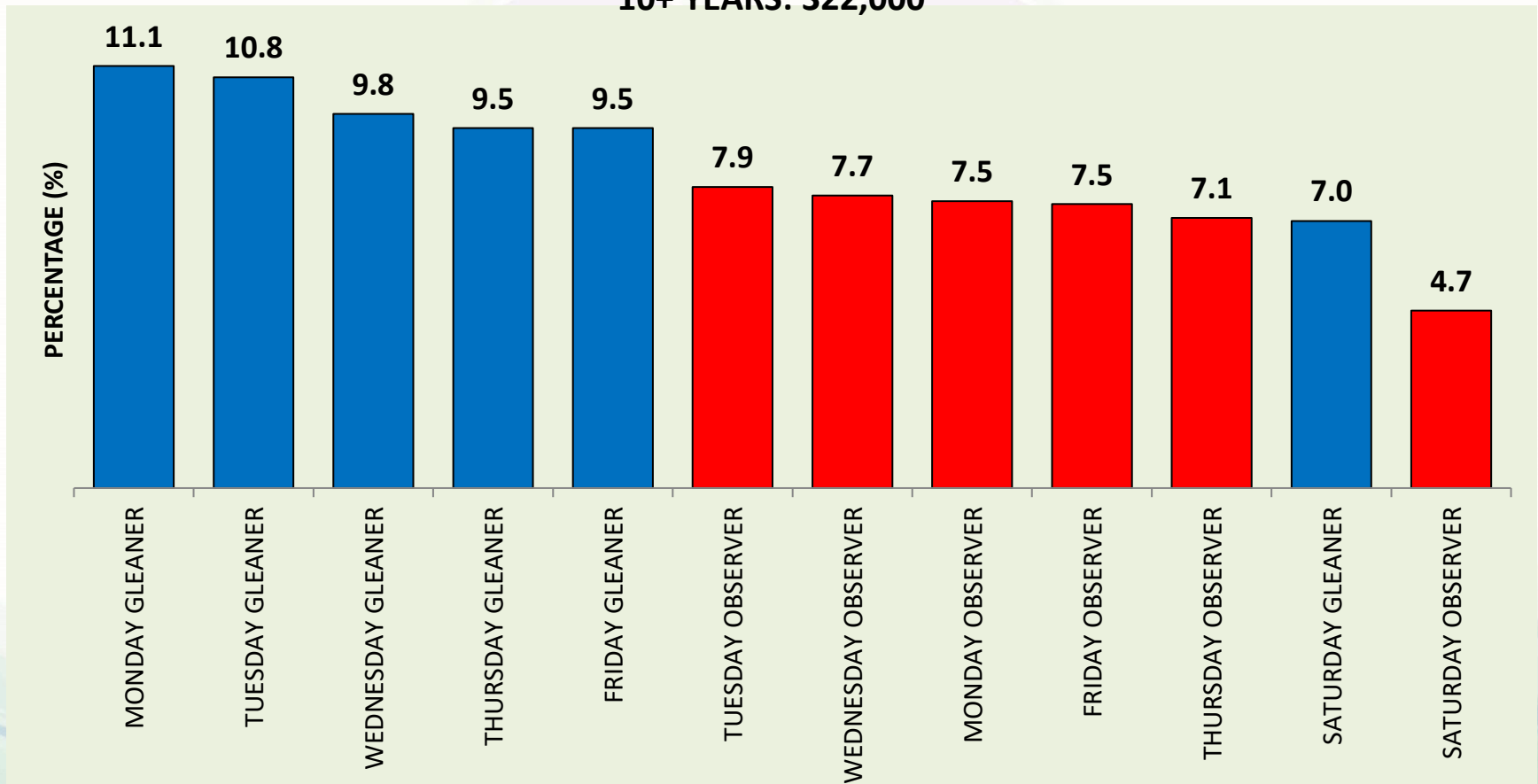


Note: Share above is based on readership of the “last issue” of each day’s Monday morning newspaper publication by Gleaner and Observer respectively.

Share of Readership 2018 (Morning Newspapers)

TOTAL NUMBER OF DIFFERENT READERS (REACH) OF MORNING NEWSPAPERS

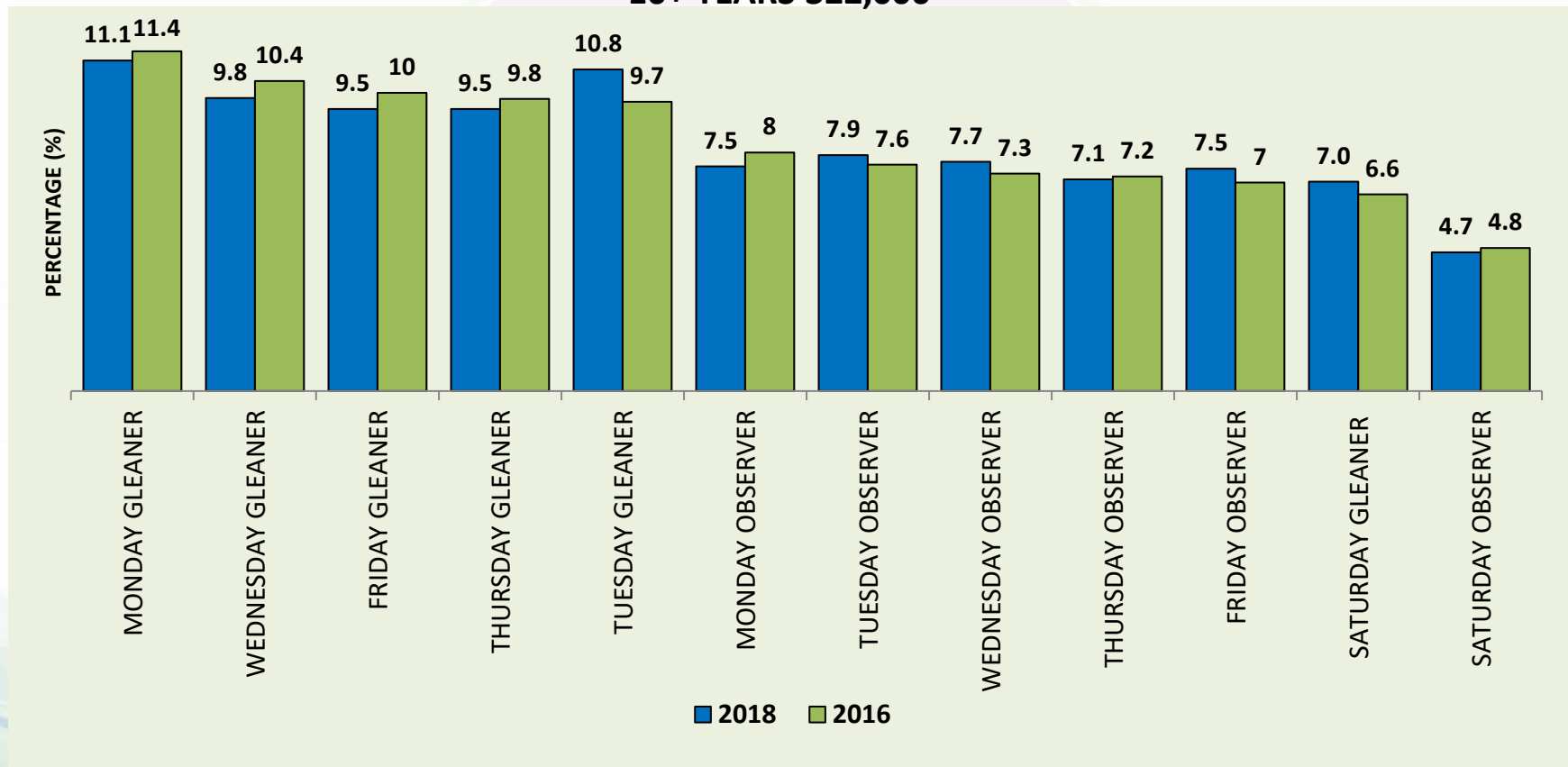
10+ YEARS: 322,000



Note: Share above is based on readership of the “last issue” of each day’s newspaper.

Share of Readership 2018 vs 2016 (Morning Newspapers - MONDAY TO SATURDAY)

TOTAL NUMBER OF DIFFERENT READERS (REACH) OF MORNING NEWSPAPERS
10+ YEARS 322,000



Note: Share above is based on readership of the “last issue” of morning papers; Monday to Saturday of each day’s newspaper.

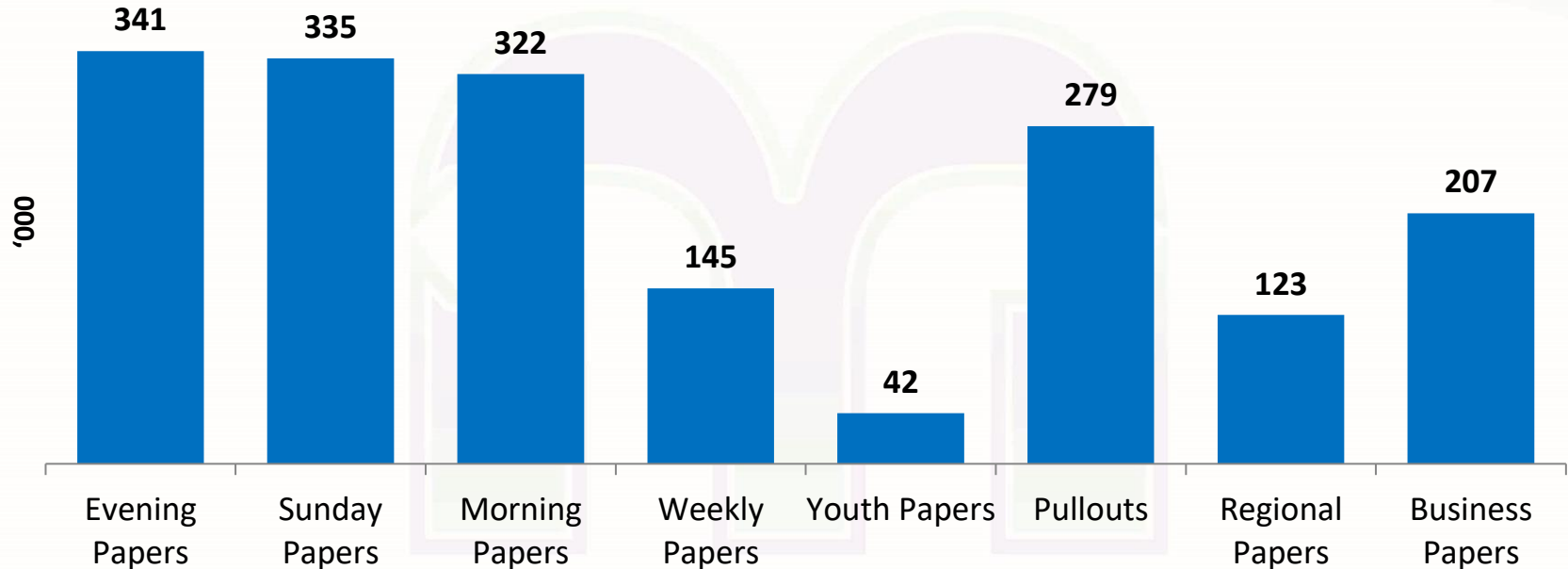
Average Readers & Reach ('000) National Publications

TOTAL POTENTIAL READERS 10+ YEARS: 780,000

Publications	Average Readers '000	Reach (Different Readers) '000
The Gleaner (Sun. – Sat.)	155	380
The Star (Mon.-Sat.)	165	341
The Observer (Sun.-Sat.)	95	297
Children's Own	27	27
YouthLink	16	16
Teenage Observer	18	18
Observer North & East	14	14
Observer Central	15	15
Observer West	18	18
Track & Pool	9	9

Reach of Newspaper Categories

TOTAL POTENTIAL READERS 10+ YEARS: 780,000



THE DATA ABOVE REPRESENT THE NUMBER OF DIFFERENT READERS OF THE DIFFERENT CATEGORIES OF NEWSPAPERS:

Evening Papers:

The Star

Sunday Papers:

The Sunday Gleaner, The Sunday Observer

Morning Papers:

The Daily Observer, The Daily Gleaner

Weekly Publications:

Children's Own, Teenage Observer, Youth Link, Western Mirror, North Coast Times.

Youth Papers:

Children's Own, Youthlink, Teenage Observer

Pullouts:

Sunday Outlook, Sunday Business, Flair, Wednesday Business, Western Focus, Hospitality Jamaica, Financial Gleaner, Career & Education, Style, Classifieds, Finance, Business Observer, All Woman, Teenage, The Agenda, Life Tributes, Bookends, Vows, Study Center, Observer West, Observer North & East, Observer Central Thursday Life, Caribbean Business Report, Sporting World, Splash, Auto, Environment Watch, Buy Me, Under The Dryer.

Regional Papers:

Western Mirror, Northcoast Times, Observer North & East, Observer Central and Observer West.

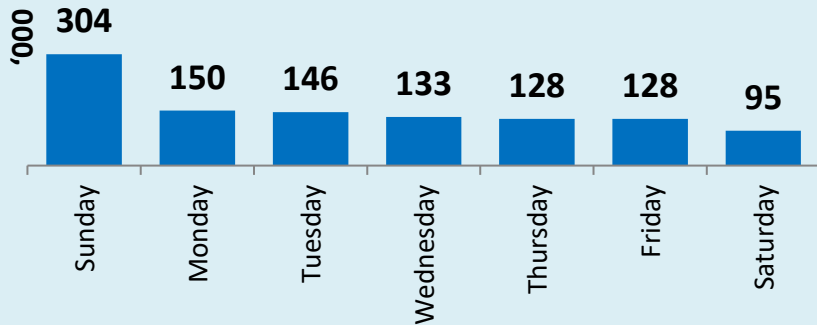
Business Papers:

Business Observer, Financial Gleaner, Caribbean Business Report, Finance, Sunday Business, Wednesday Business.

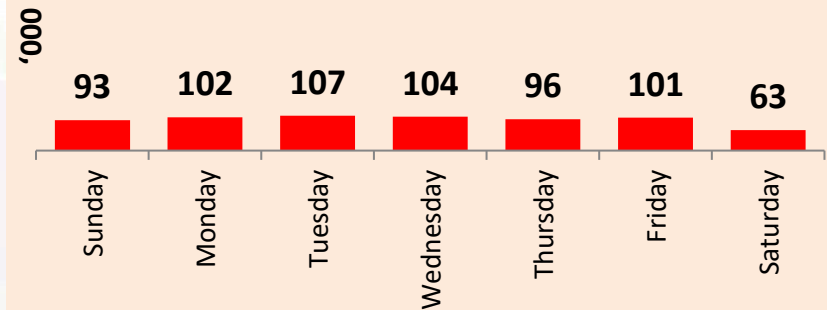
Readership In '000 To Newspaper Publications

TOTAL POTENTIAL READERS 10+ YEARS: 780,000

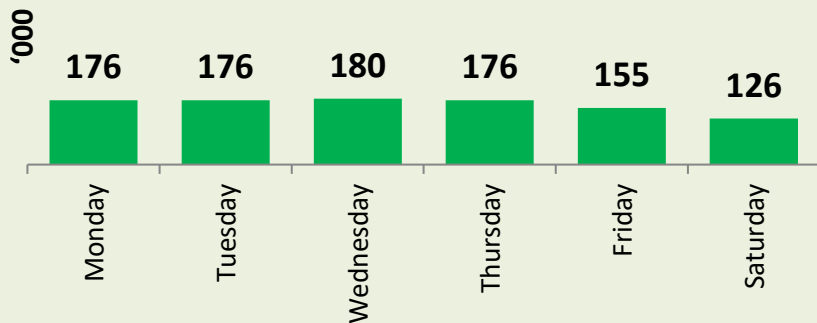
The Gleaner



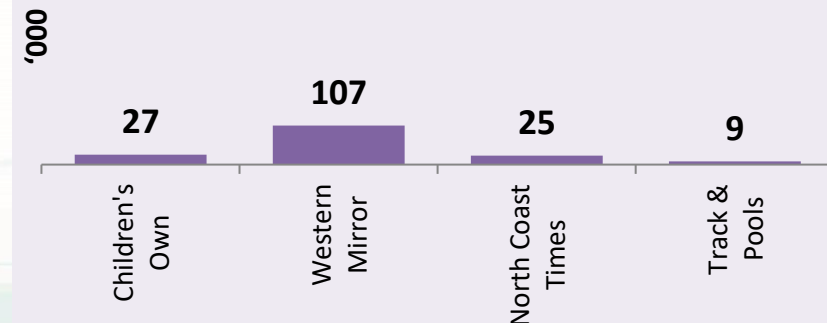
The Observer



The Star

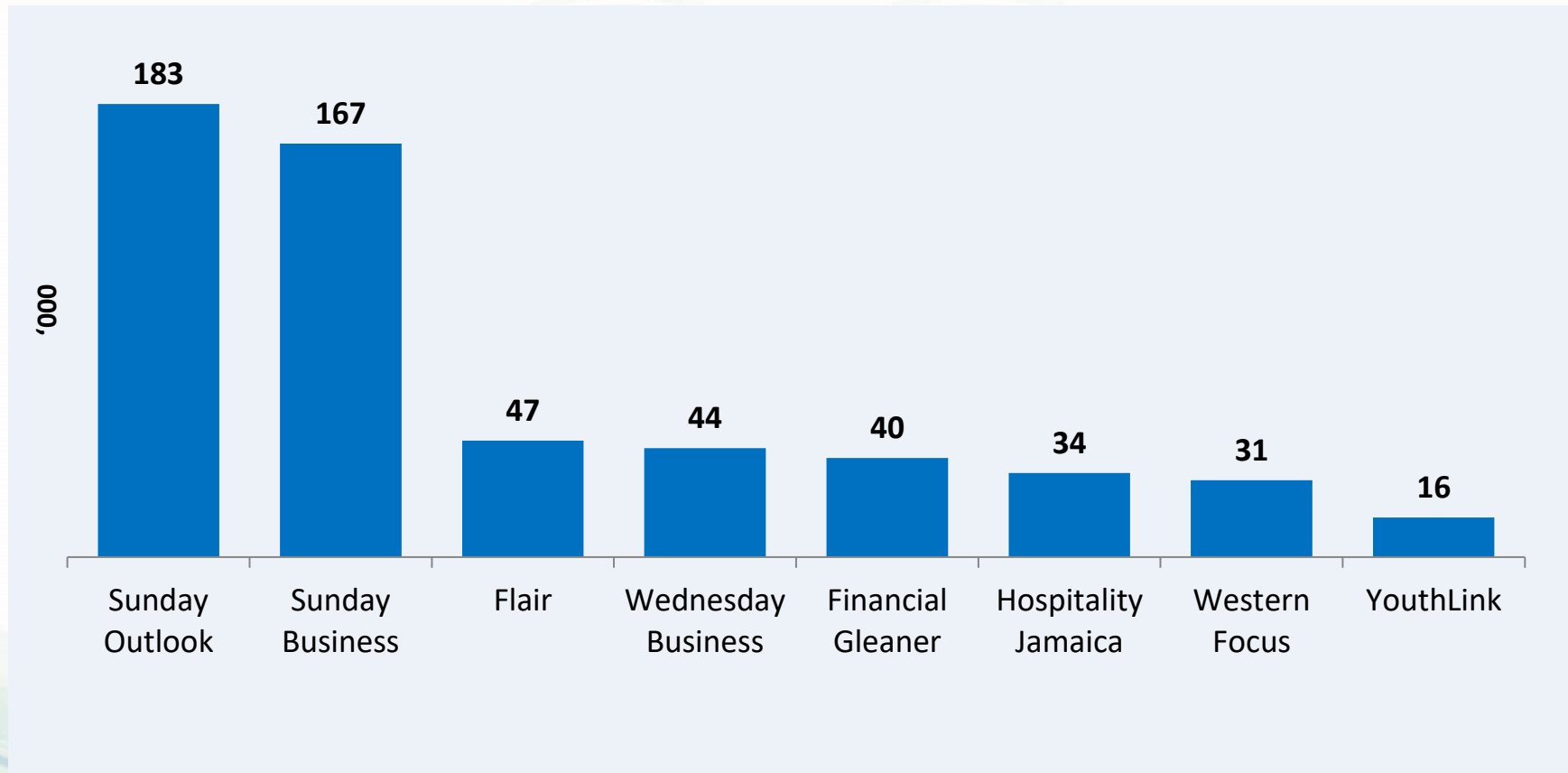


All Others



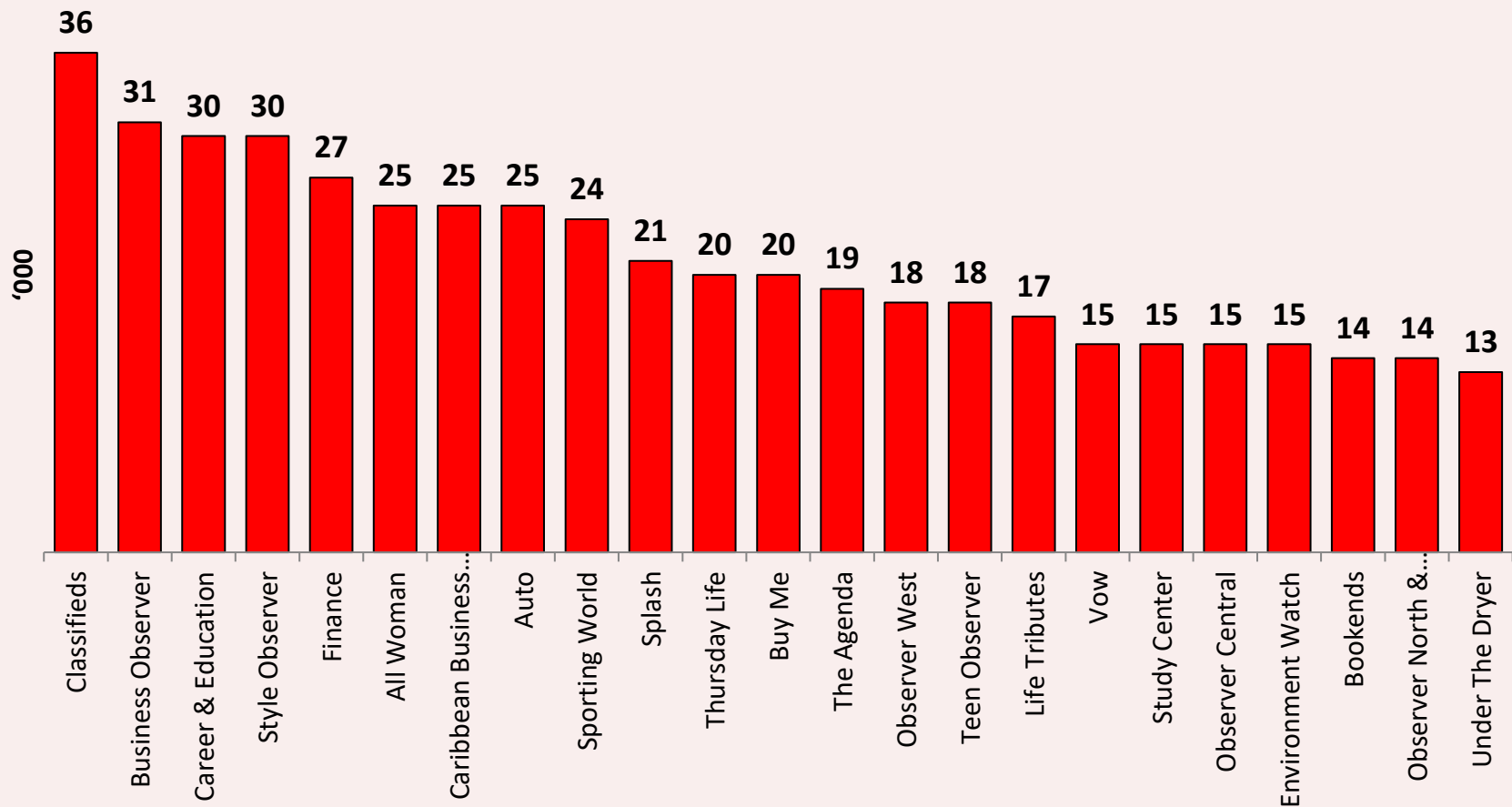
Readership In '000 To Pull Outs - Gleaner

TOTAL POTENTIAL READERS 10+ YEARS: 279,000



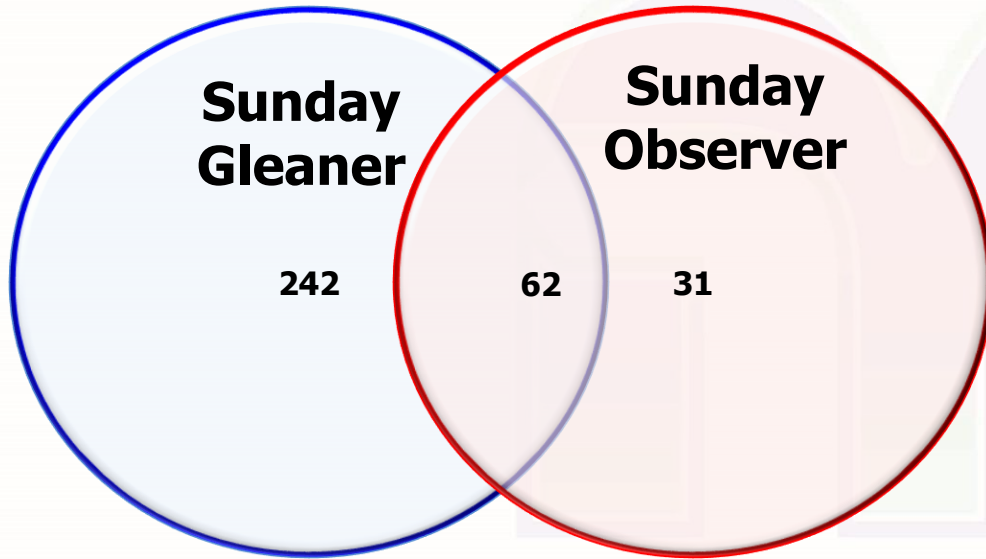
Readership In '000 To Pull Outs - Observer

TOTAL POTENTIAL READERS 10+ YEARS: 279,000



Duplication – Sunday Newspapers '000

TOTAL POTENTIAL READERS 10+ YEARS: 335,000



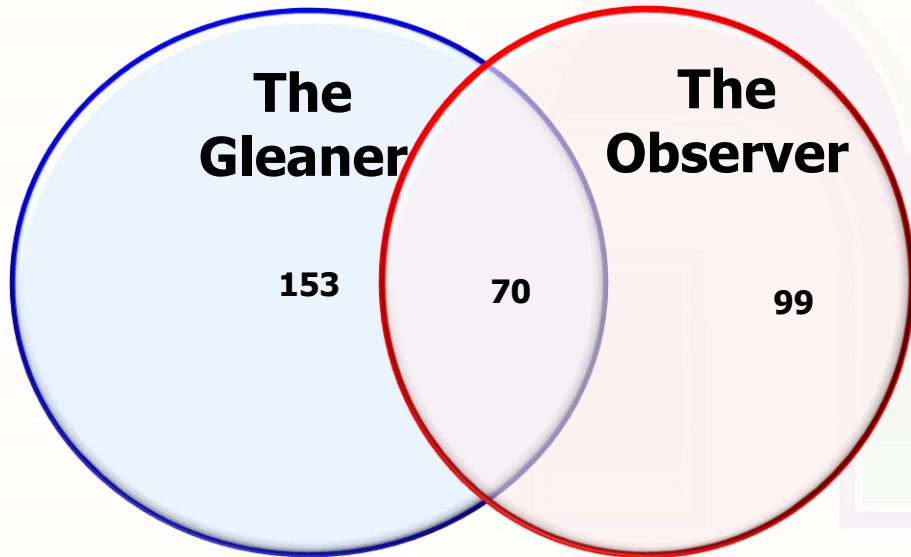
	Readers '000
Sunday Gleaner only	242
Sunday Observer only	31
Sunday Gleaner & Observer	62

The above represents the total number of different readers of each publication

Duplication – Morning Newspapers

'000

TOTAL POTENTIAL READERS 10+ YEARS: 322,000



	Readers '000
The Gleaner only	153
The Observer only	99
The Gleaner & The Observer	70

The above represents the total number of different readers of each publication

Internet & Social Media

Internet Users - Who are they?

Total (Potential) Users
1,829,000

<u>Gender ('000)</u>	
Males:	882
Females:	947

<u>Age Group ('000)</u>	
10 – 19:	432
20 – 34:	691
35-49:	455
50+:	251

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	211	221
20 – 34:	338	353
35 – 49:	220	235
50+:	113	138

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	134	147
C2:	264	267
DE:	484	533

<u>SE Class ('000)</u>	
ABC1:	281
C2:	531
DE	1017

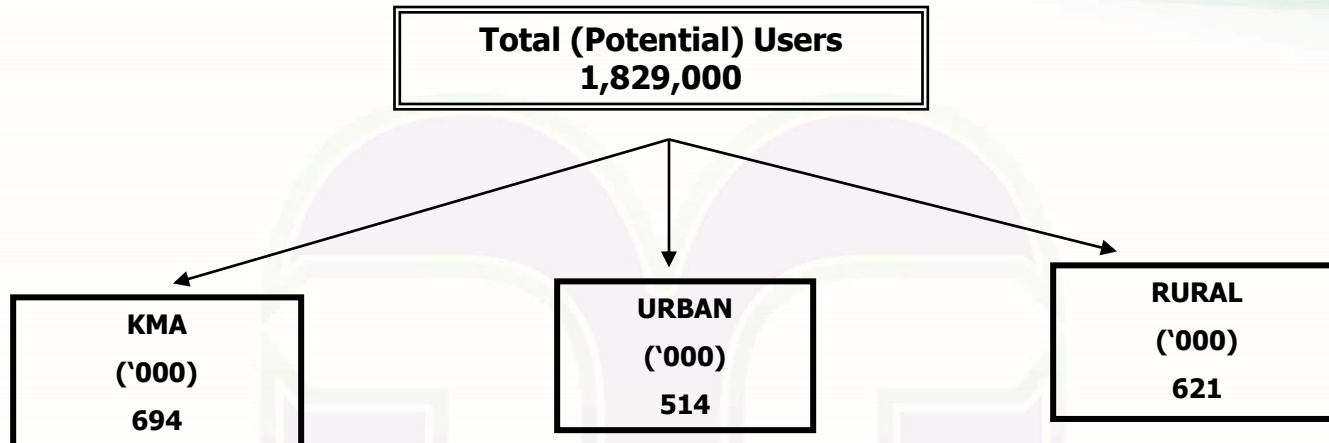
	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	55	125	252
20 – 34 :	103	196	392
35 – 49:	72	134	249
50+:	51	76	124

NOTE: ABC1: Upper/upper middle income
C2: Middle income
DE: Low middle to low income

•DATA IS BASED ON INCIDENCE OF USE OF THE INTERNET.

•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Internet Users - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PERSONS WHO REPORTED THAT THEY EVER USE THE INTERNET.
NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Social Media Users - Who are they?

Total (Potential) Users
1,746,000

<u>Gender ('000)</u>	
Males:	839
Females:	907

<u>Age Group ('000)</u>	
10 – 19:	398
20 – 34:	677
35-49:	444
50+	227

	<u>Males</u>	<u>Females</u>
	'000	'000
10 – 19:	200	198
20 – 34:	348	329
35 – 49:	188	256
50+:	103	124

	<u>Males</u>	<u>Females</u>
	'000	'000
ABC1:	123	141
C2:	252	259
DE:	464	507

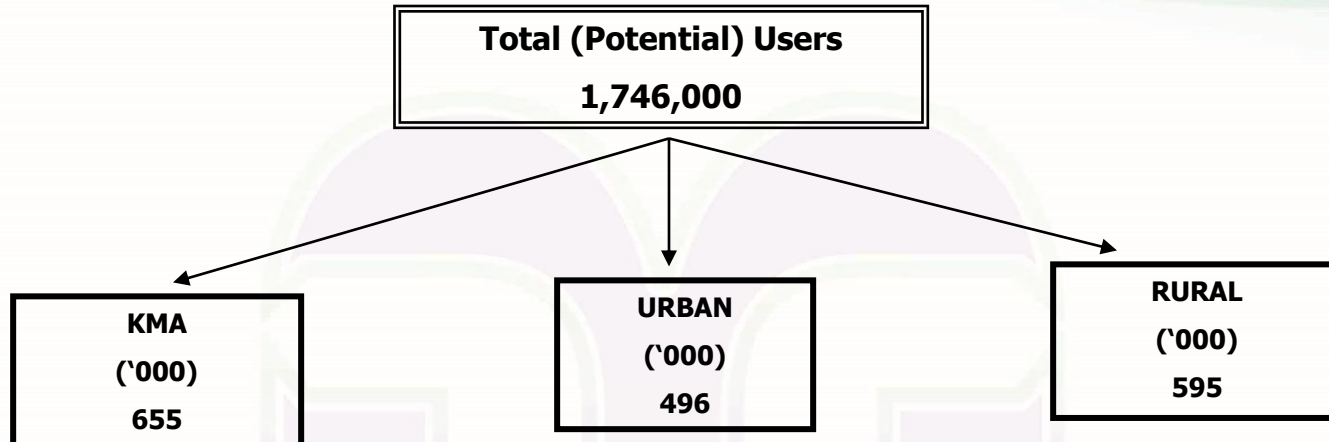
<u>SE Class ('000)</u>	
ABC1:	264
C2:	511
DE:	971

	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	'000	'000	'000
10 – 19:	46	120	232
20 – 34 :	98	196	383
35 – 49:	72	130	242
50+	48	65	114

NOTE: ABC1: Upper/upper middle income
C2: Middle income
DE: Low middle to low income

•DATA IS BASED ON INCIDENCE OF USE OF THE INTERNET.
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Social Media Users - Where are they?



NOTE:

KMA: Kingston & St. Andrew, Portmore, Spanish Town

Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

Rural: St. Thomas, Portland, St. Mary, St. Elizabeth, Trelawny, Hanover

DATA IS BASED ON PERSONS WHO REPORTED THAT THEY EVER USE THE INTERNET.
NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Population Estimates Fixed and Mobile Phone Internet

**Households with Internet
on a desktop or laptop**

402,000

+6.1% since 2016

**Households with internet
on a mobile phone**

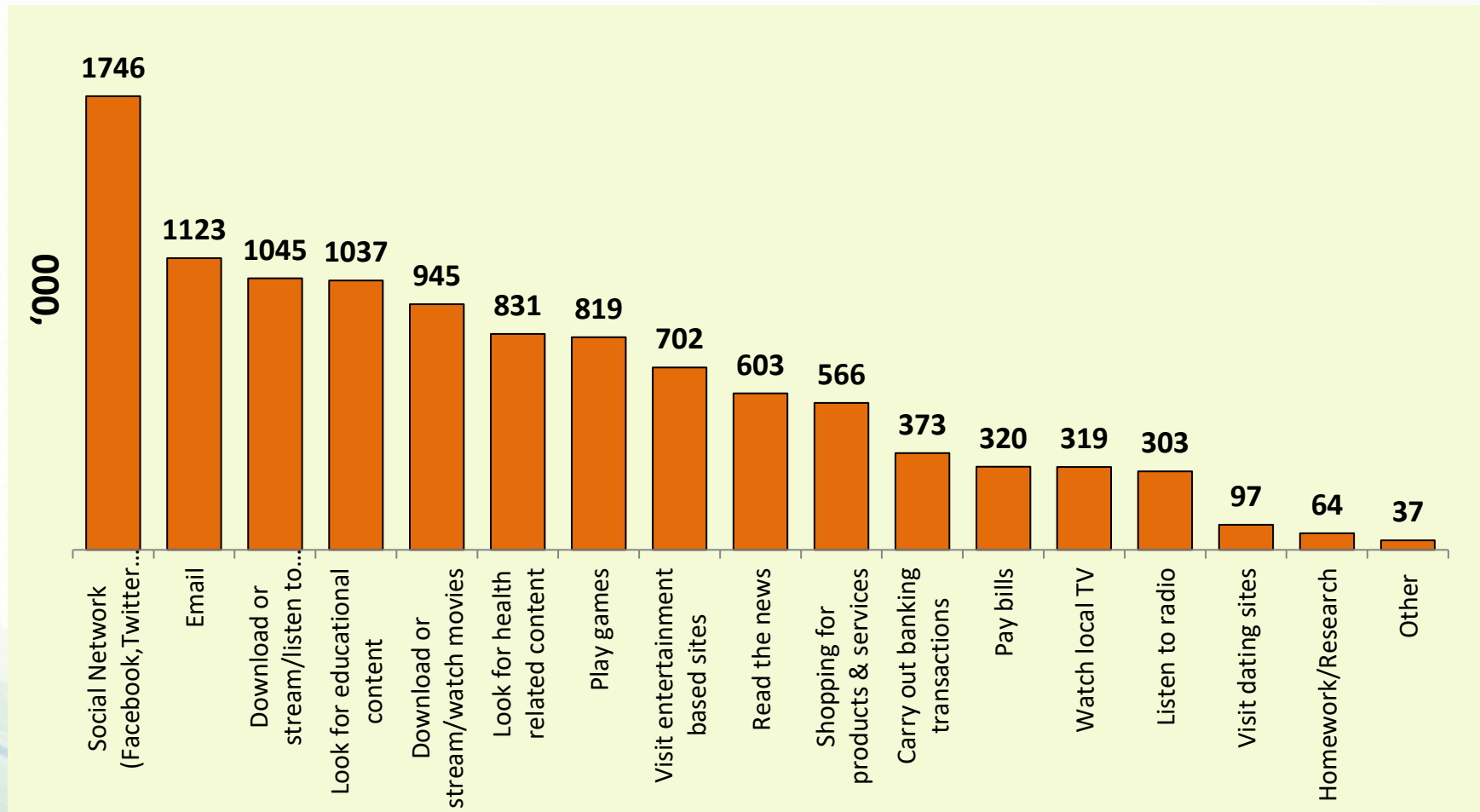
718,000

+3.5% since 2016

The data above represent the total number of different households with internet on a desktop or laptop and internet on a mobile phone. Total household population 853,660 (Source: Statin 2019)

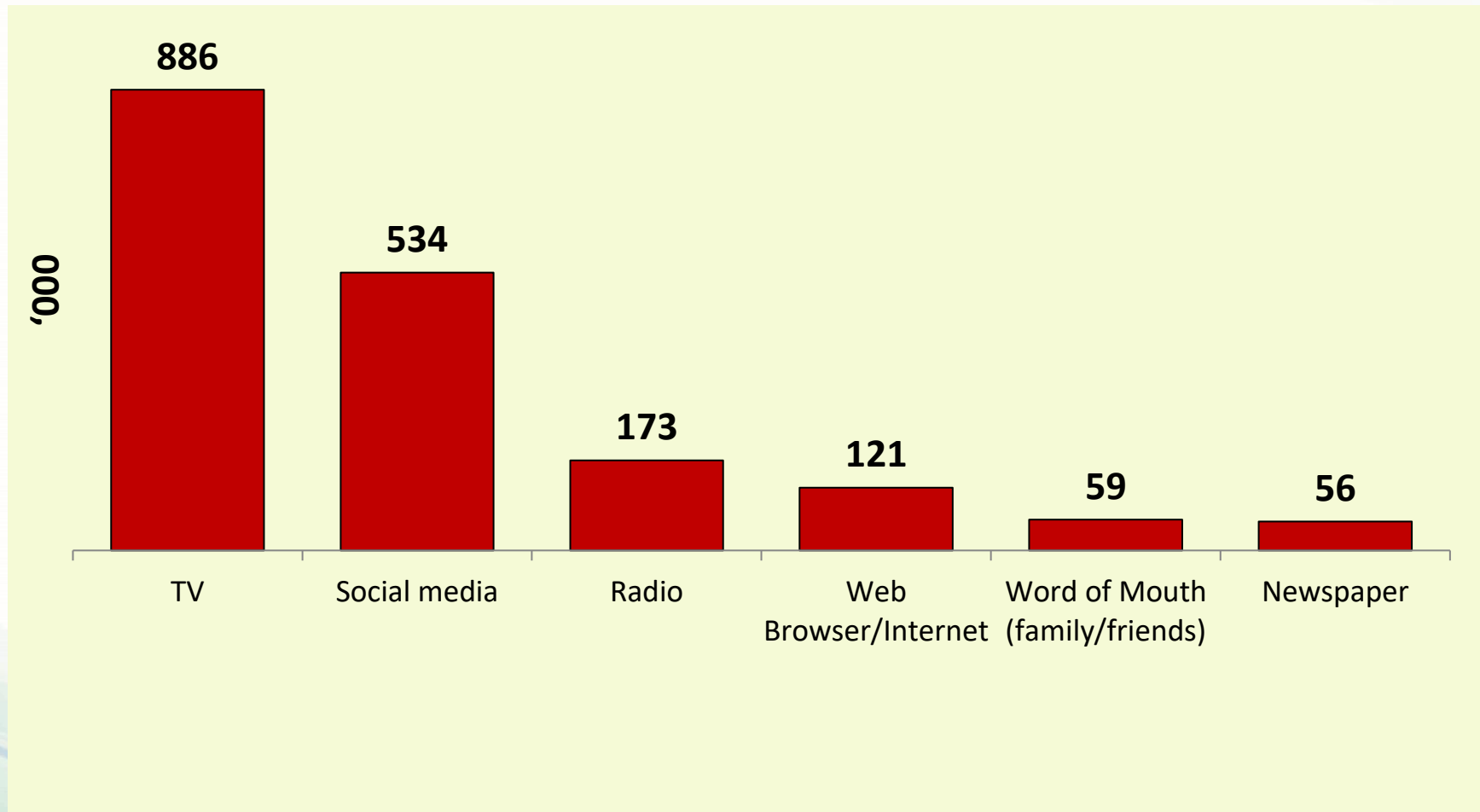
What Is Internet Used For By Internet Users?

TOTAL POTENTIAL READERS 10+ YEARS: 1,829,000



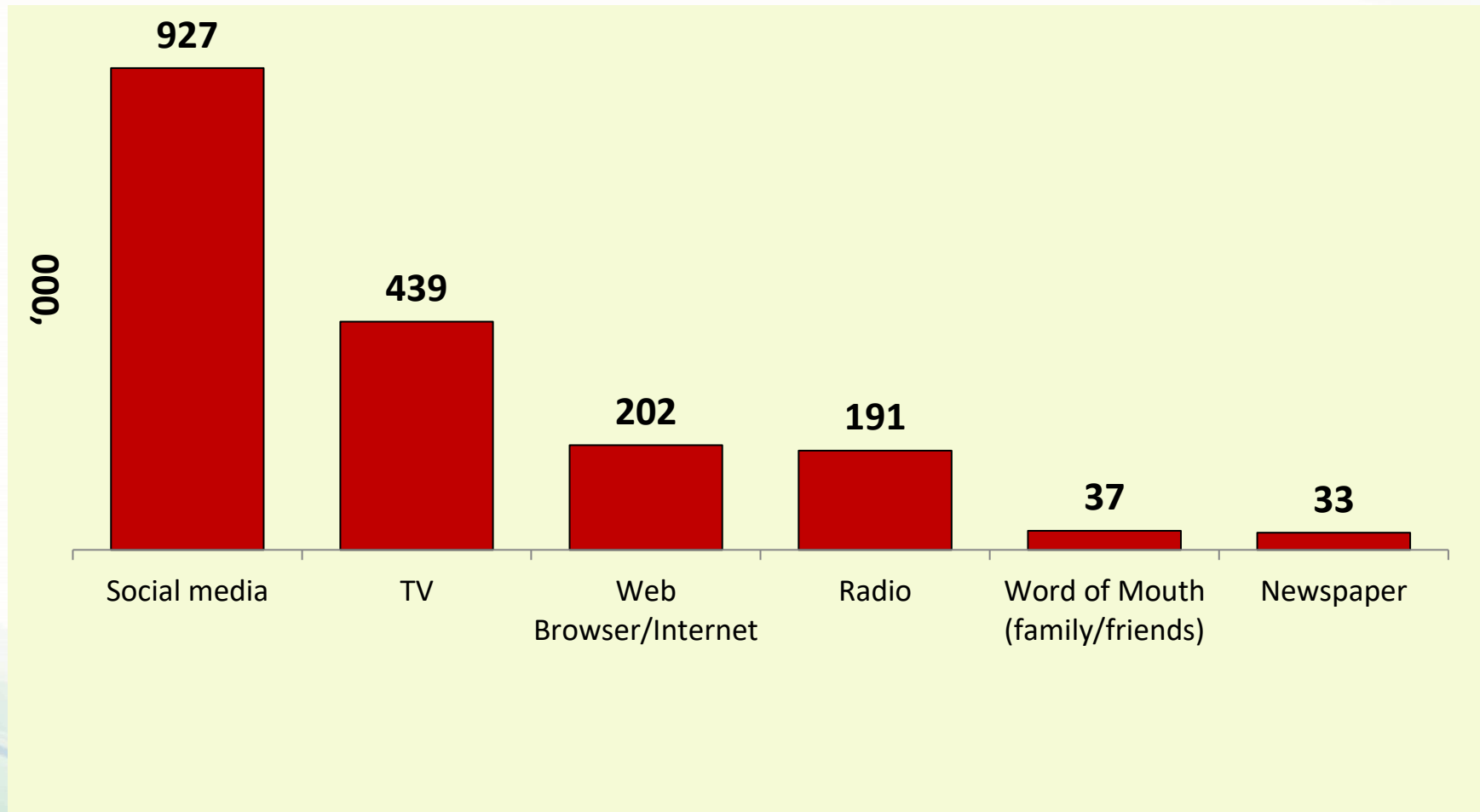
What Media Internet Users Rely On for News?

TOTAL POTENTIAL READERS 10+ YEARS: 1,829,000



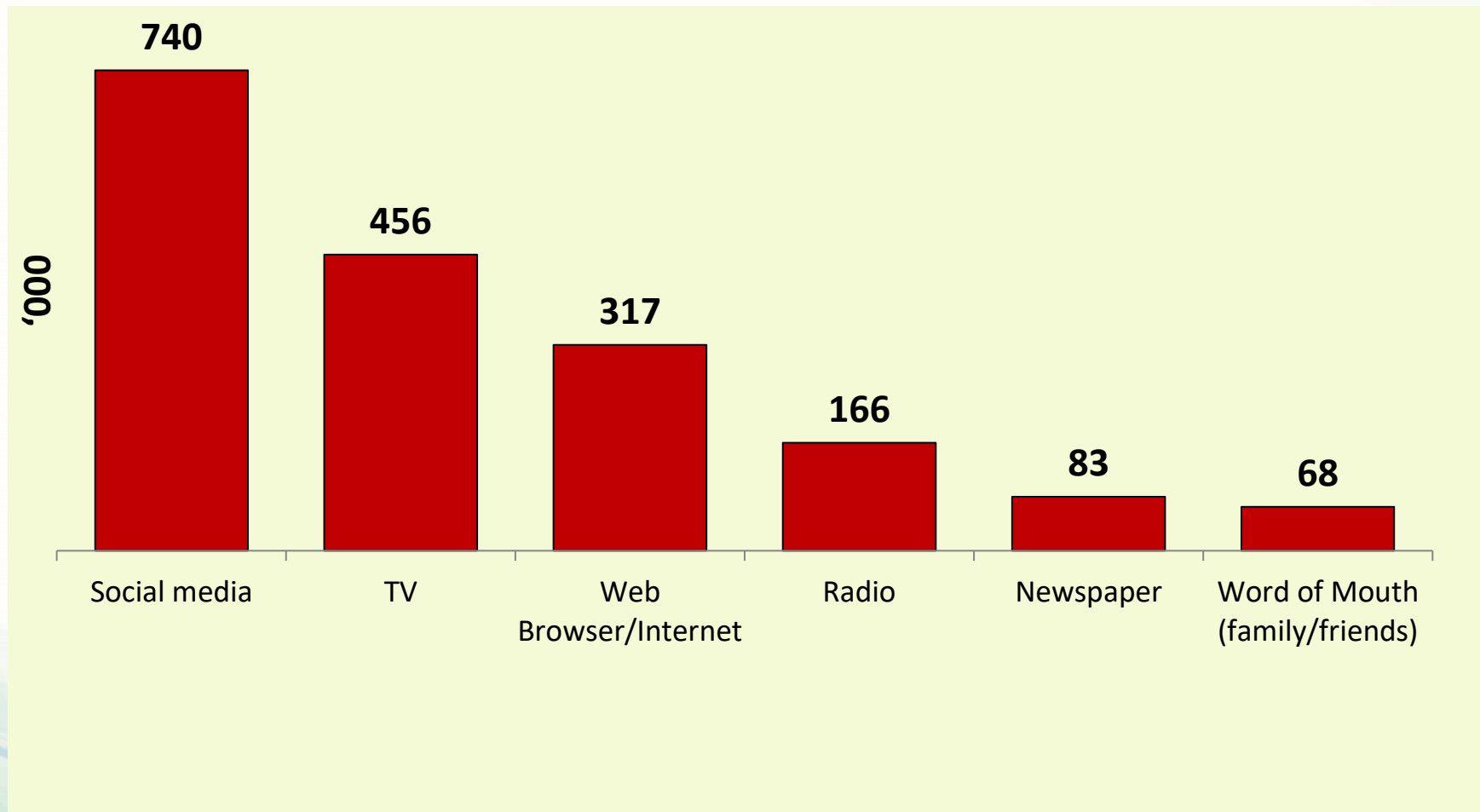
What Media Internet Users Rely On for Entertainment ?

TOTAL POTENTIAL READERS 10+ YEARS: 1,829,000



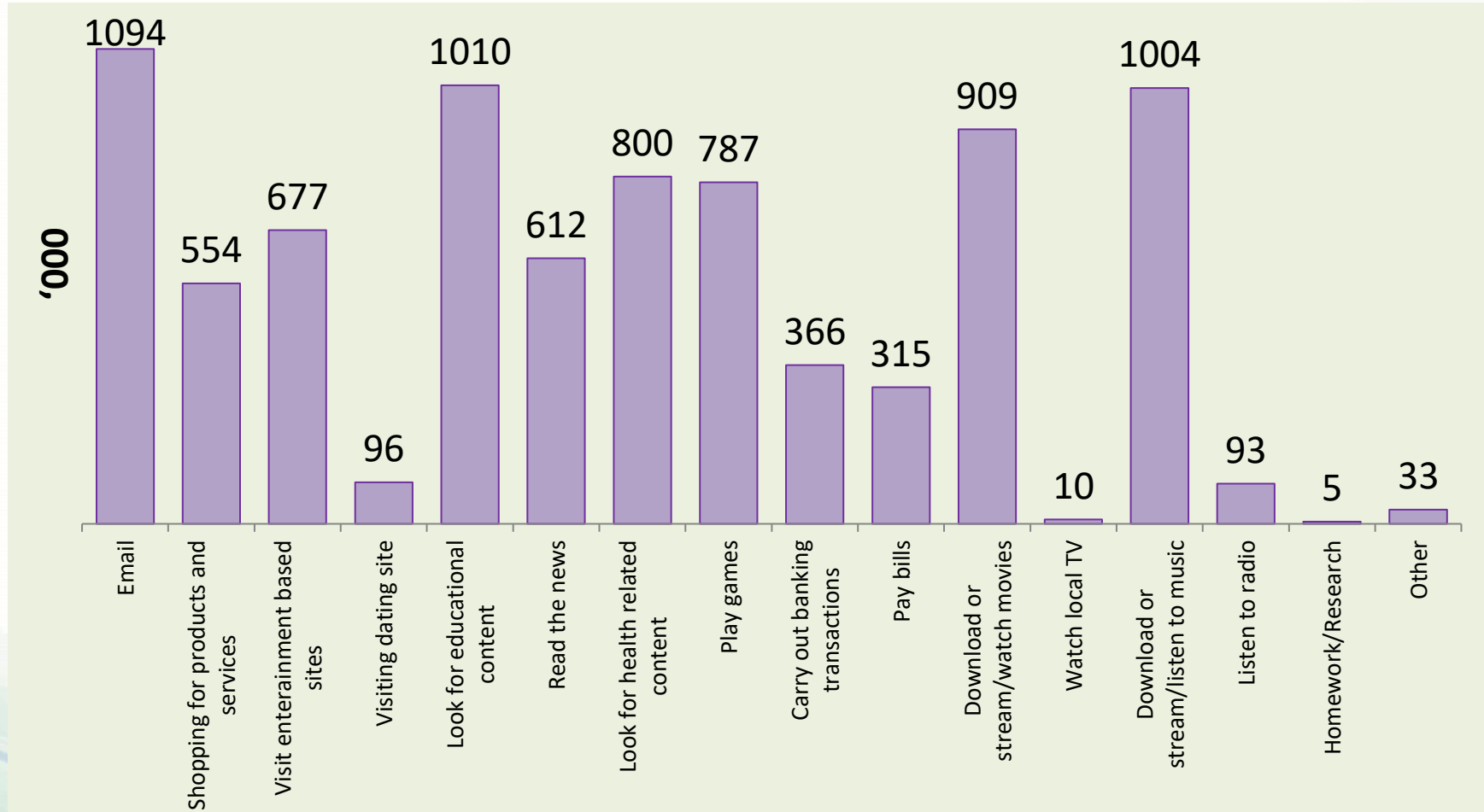
What Media Internet Users Rely On for General Information ?

TOTAL POTENTIAL READERS 10+ YEARS: 1,829,000



What Is Internet Used For By Social Media Users?

TOTAL POTENTIAL READERS 10+ YEARS 1,746,000



Social Media Apps Used Regularly By Social Media Users

TOTAL POTENTIAL READERS 10+ YEARS 1,746,000

