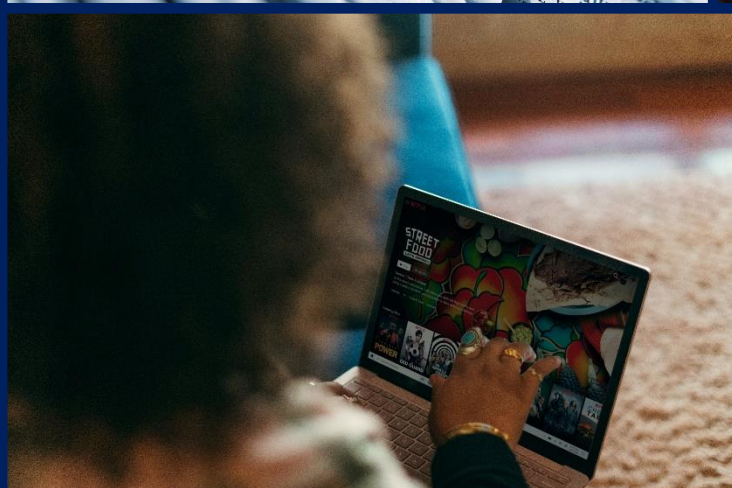




**Market Research
Services Limited**
(Est.1975)

All Media Survey 2023 Executive Report

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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.

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.

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 2079 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 2079 households was determined in order to ensure that all the estimates provided in the document would be within + or – 5% 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 –2.0% 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 –5% 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.

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 210 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. Note that the 2023 All Media Survey included persons 65+ years of age. The population represented is therefore in the region of 2.3 million persons (Statin 2019).

Data Collection and Quality Control

The data was collected by a team of approximately 50 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.

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 five weeks period between April 28th 2023 and June 2, 2023.

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

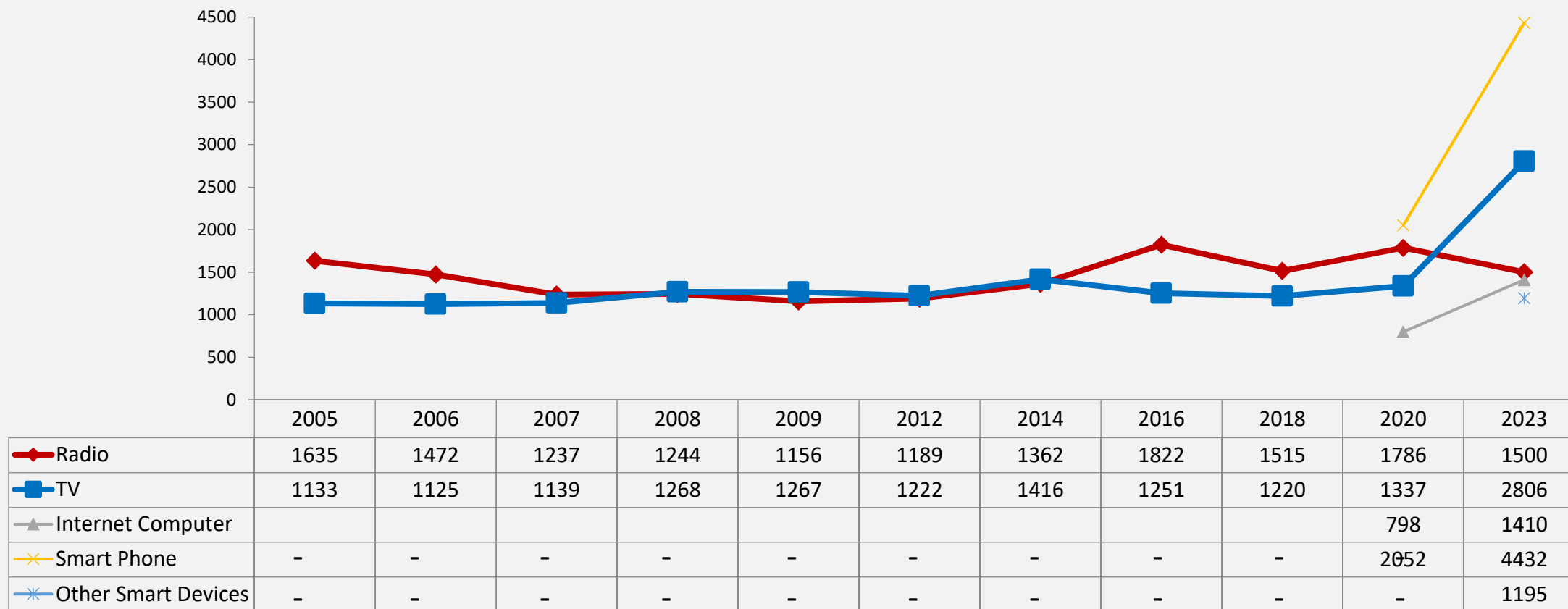
Overview



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Set Count ('000)



Average Sets Per Household Nationally:

Radio 1.76 sets per household

TV 3.29 sets per household

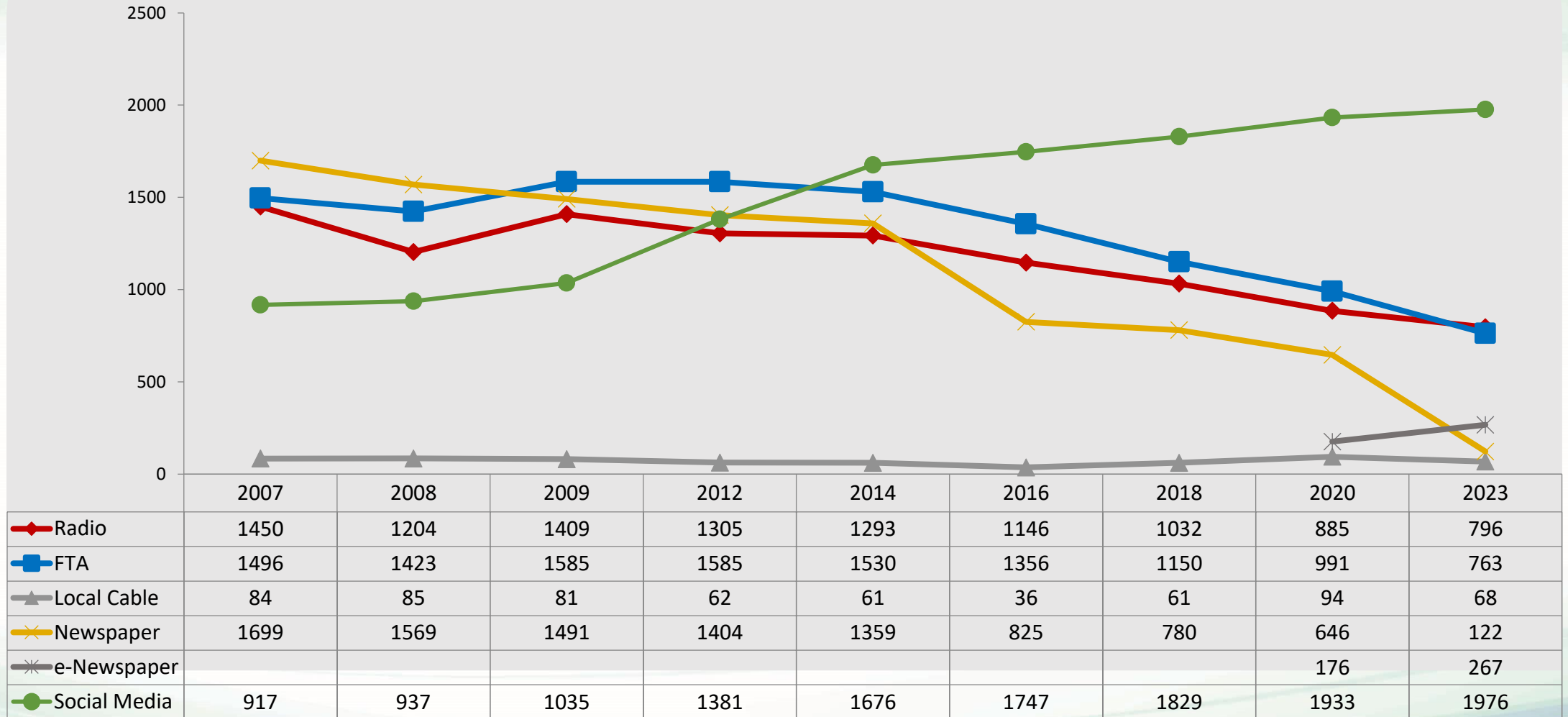
Internet Computer 1.65 sets per household

Smart Phone 5.19 sets per household

NOTE:

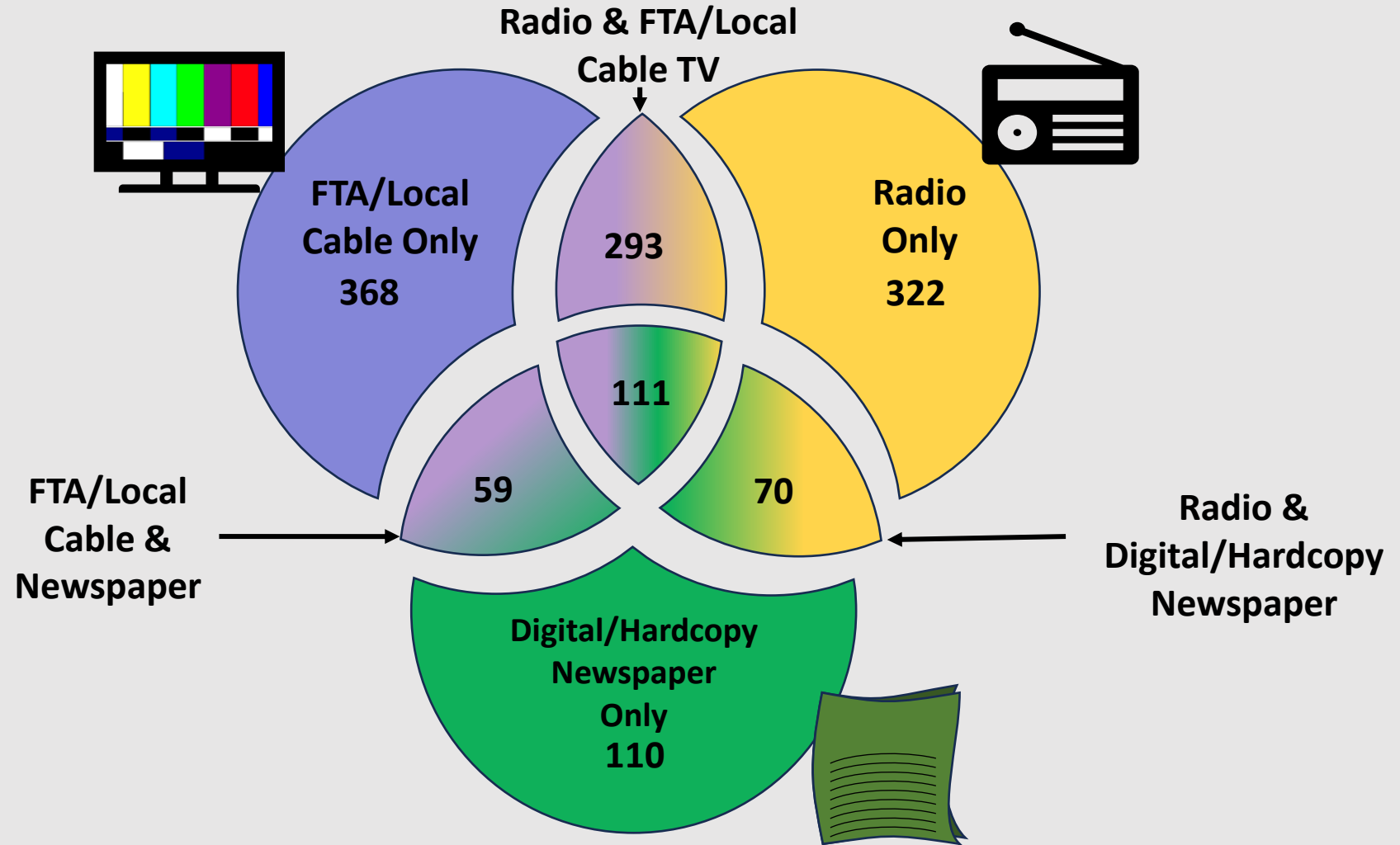
- Radio set count include working portable radios, players with radio and radio on mobile devices within the household. It does not include radio in motor vehicles.
- Internet Computer count includes desktop or laptop computers with a working internet connection at home.
- Internet mobile count includes all mobile devices with a working Internet connection.

Potential Market For Radio, Free To Air (FTA) TV, Local Cable, Newspaper & Internet ('000) 2007 to 2023



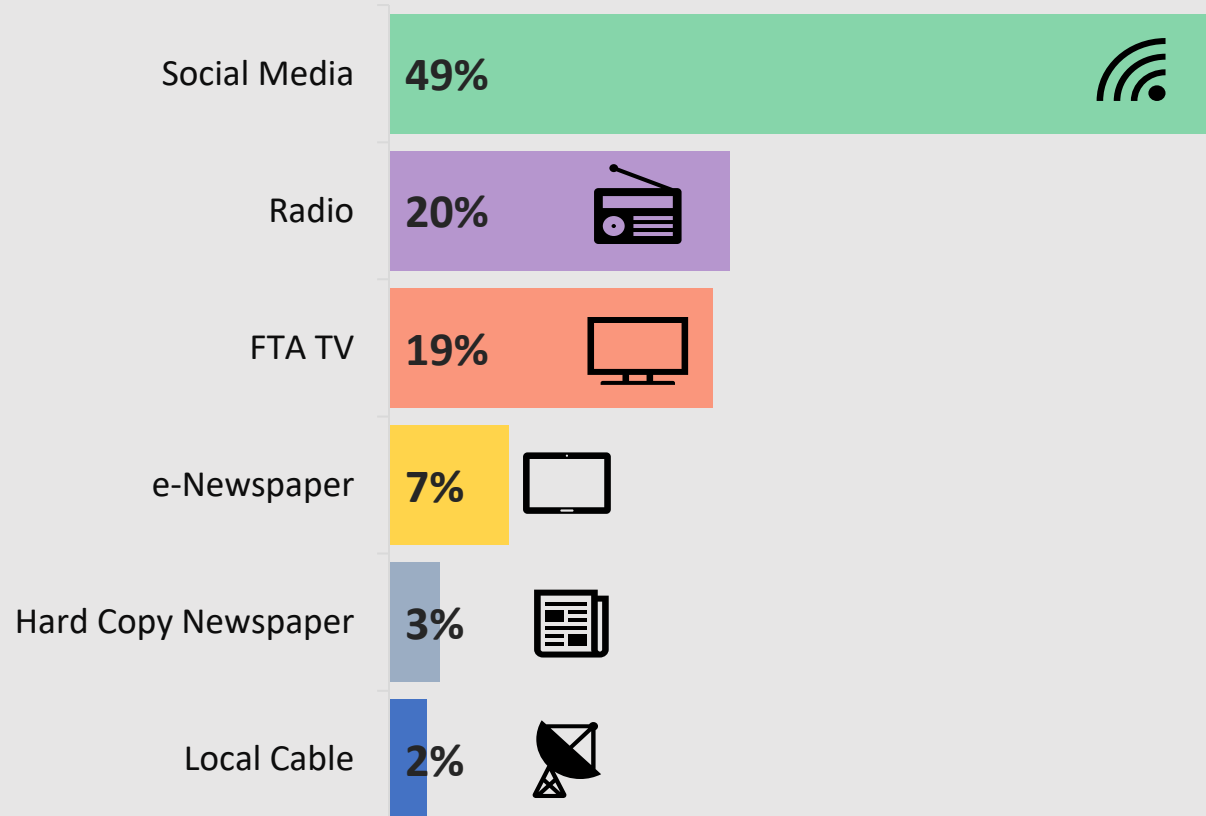
NOTE: Potential Market represents the total number of different persons that listened to the radio or watched FTA TV, local cable at any time at all, use the internet at home, work or elsewhere and read or leaf through a newspaper publication within the last 24 hours.

Media Interaction 2023 (‘000)



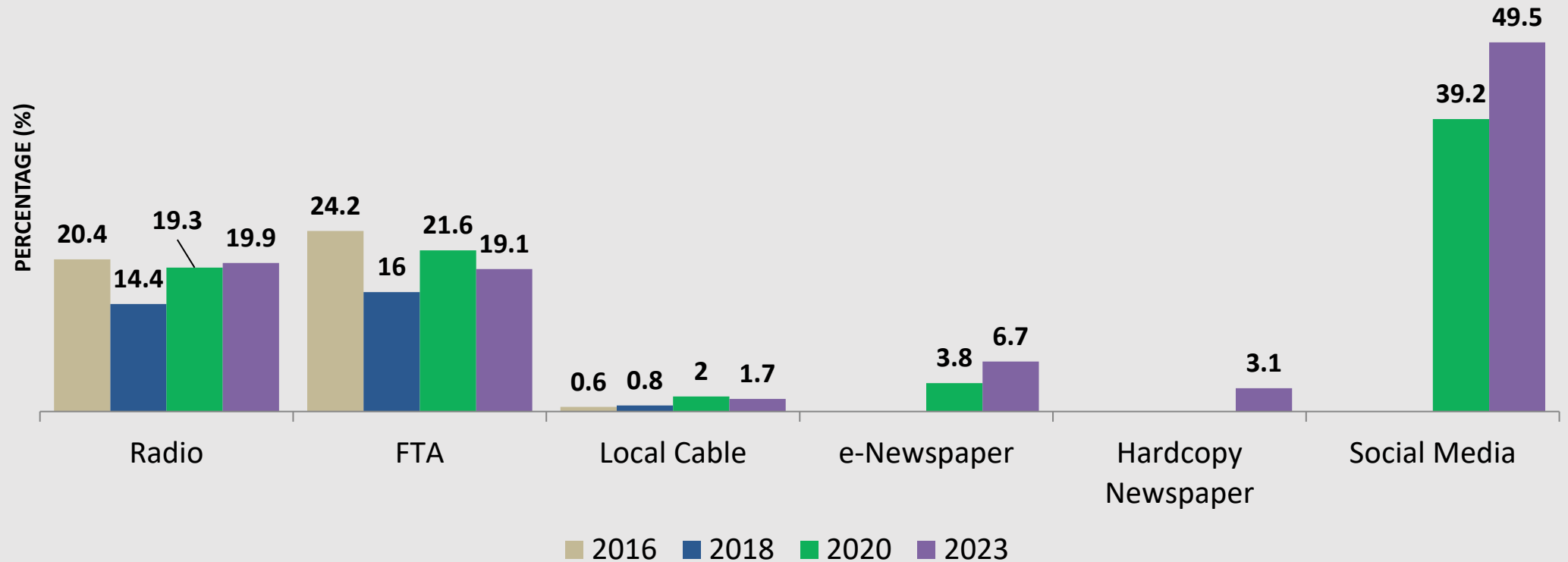
The above represents the total number of different viewers (FTA & Local Cable), listeners and readers.

Audience Share 2023



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

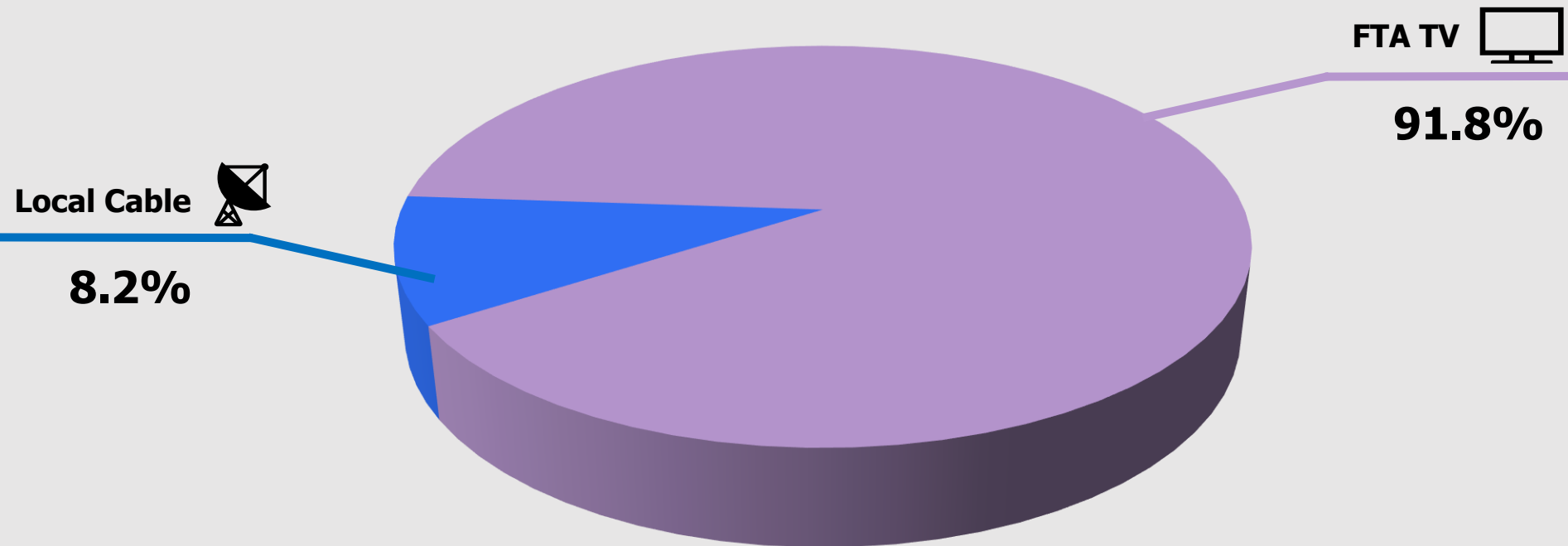
Media Share 2016 vs 2023



No trend data available for hardcopy newspaper as this is the first year that the 24-hour aided recall methodology has been used for hardcopy newspaper.

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

Tube Share 2023



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

Average Audience To Radio, FTA TV, Local Cable— 3 HR. Day Part

3 Hour Day Part (Sunday to Saturday)	Radio '000	FTA TV '000	Local Cable '000
12 mn to 2:59 am	43	8	5
3:00 am to 5:59 am	58	11	7
6:00 am to 8:59 am	215	125	9
9:00 am to 11:59 am	221	38	10
12 md to 2:59 pm	190	24	13
3:00 pm to 5:59 pm	164	23	11
6:00 pm to 8:59 pm	112	190	21
9:00 pm to 11:59 pm	70	45	12

**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.**



Radio

(including radio via internet)

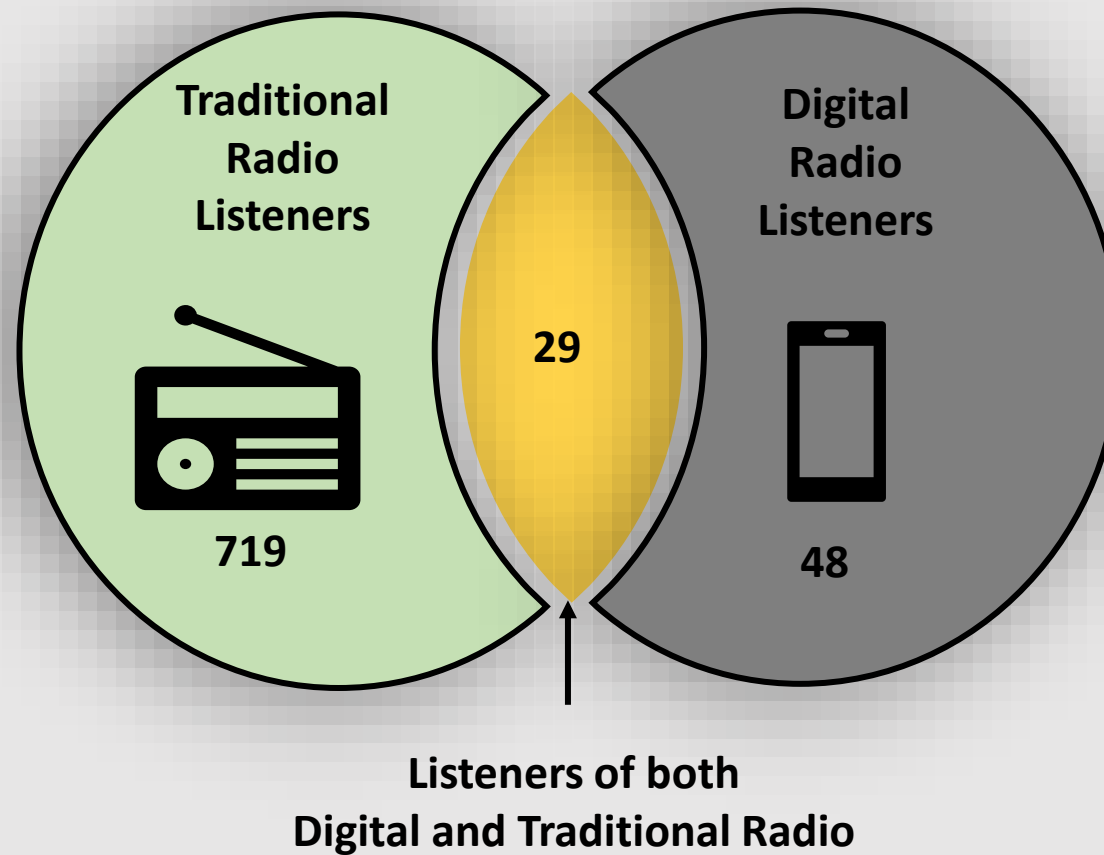


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Interaction Traditional vs Digital Listenership '000

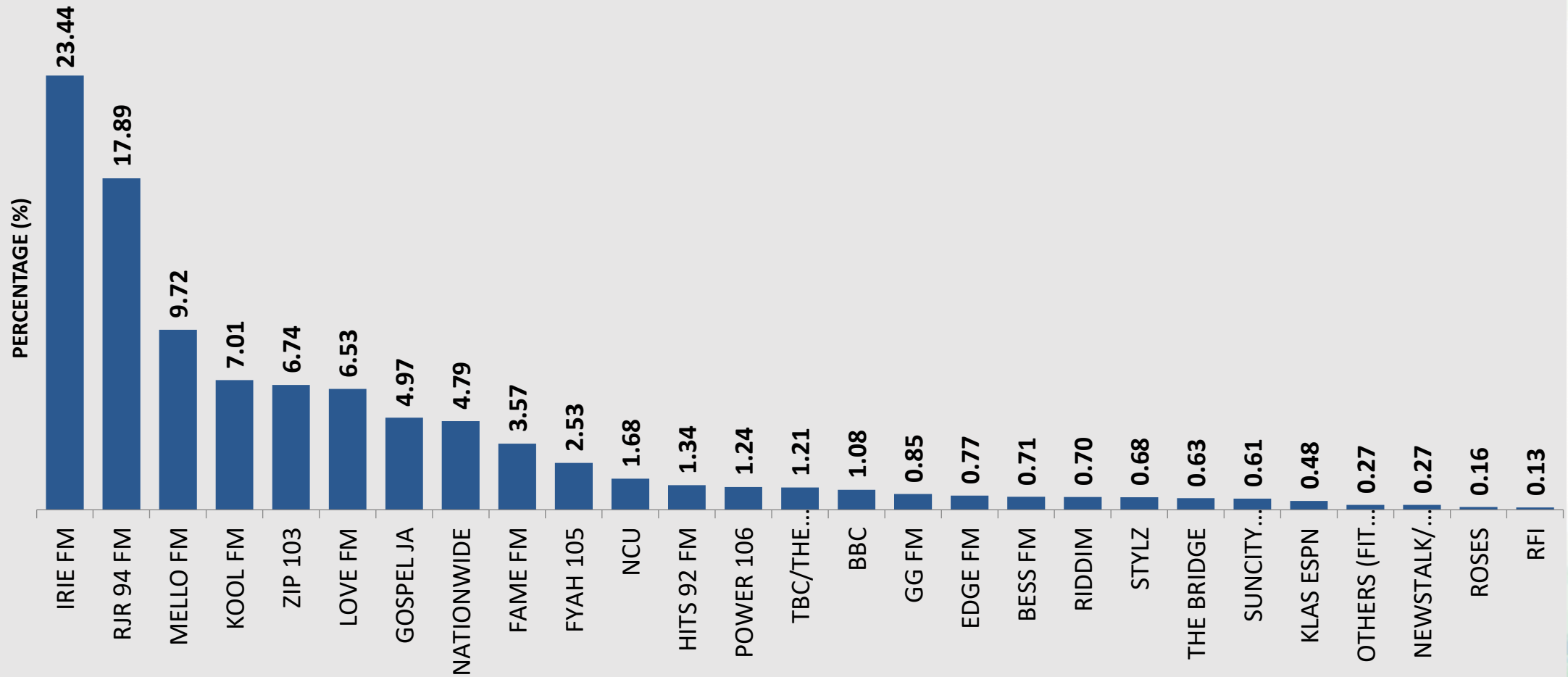
TOTAL RADIO LISTENERS 10+ YEARS 2023: **796,000** (↓10%)



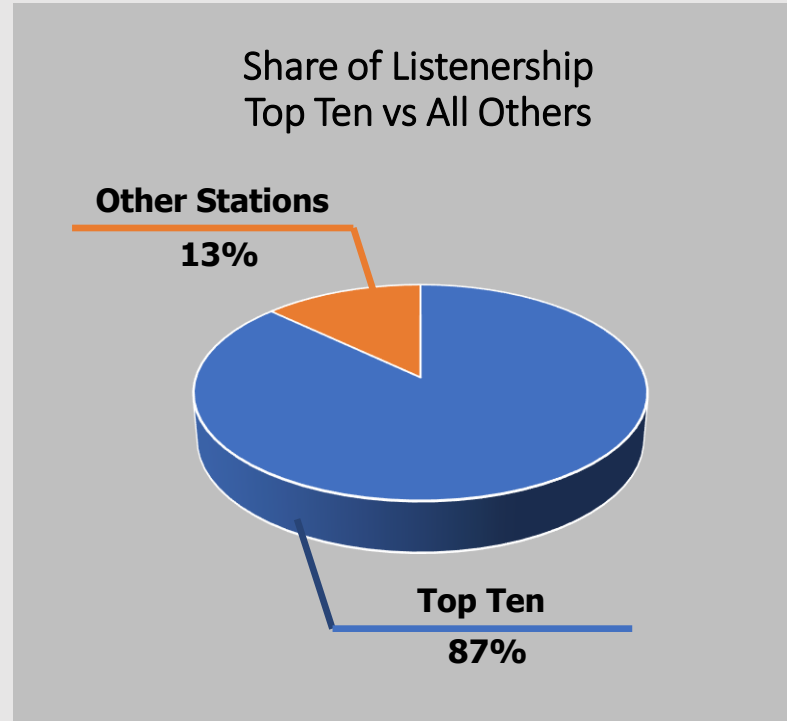
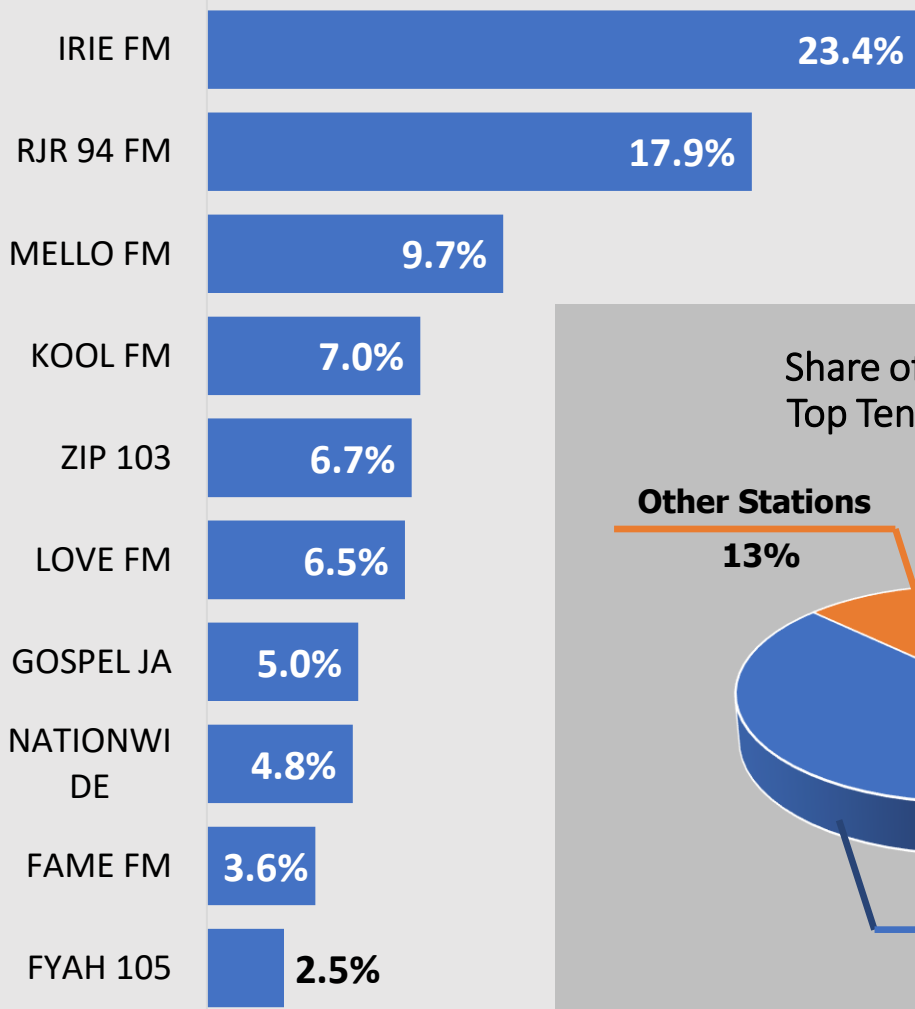
Note: Listenership above is based on listeners in past 24 hours.

Share of Listenership 2023

TOTAL RADIO LISTENERS 10+ YEARS 2023: **796,000** (↓10%)



Share of Listenership (Top Ten Stations) 2023



POTENTIAL RADIO AUDIENCE 10+ YEARS 2018 vs 2023

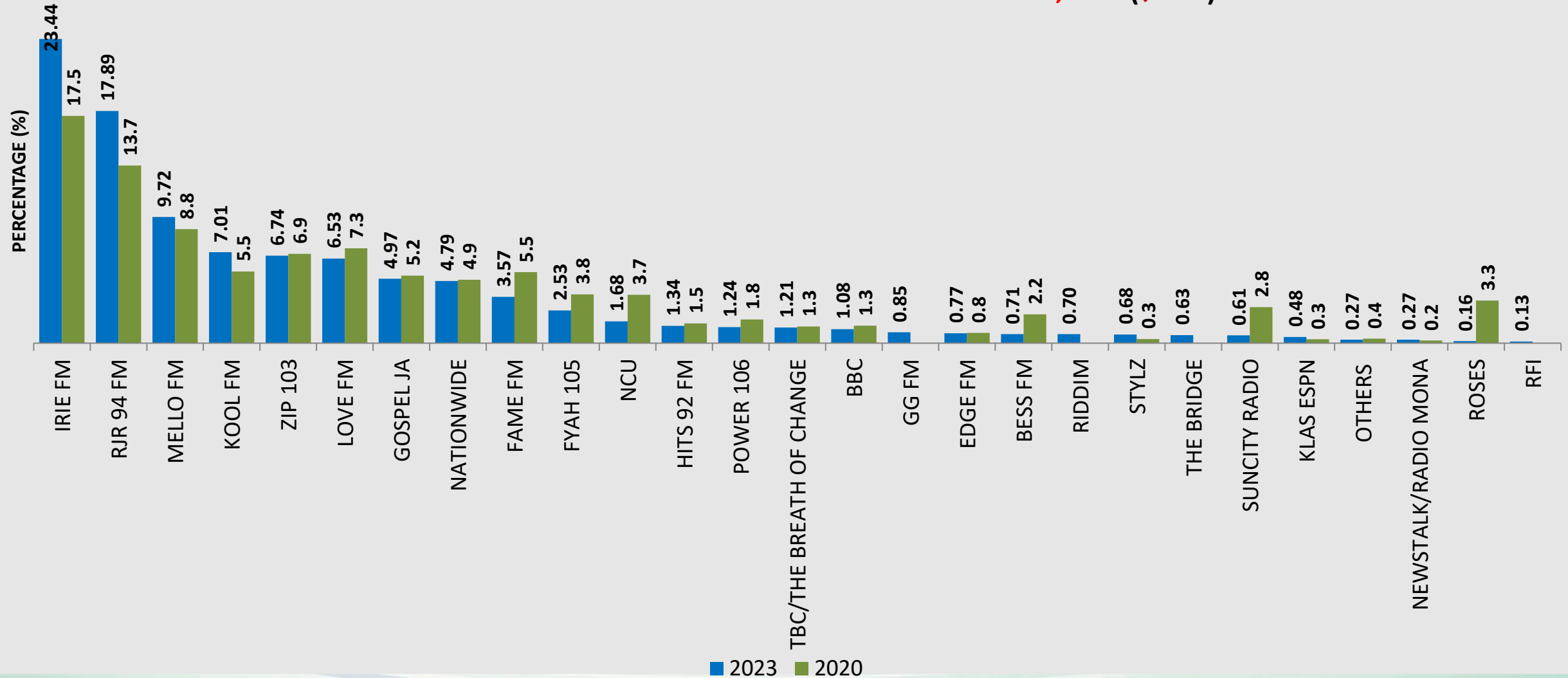
	2020	2023	Change
Potential Listeners	885,000	796,000	89,000 (10%)

Top Ten Radio Stations 2020 vs 2023

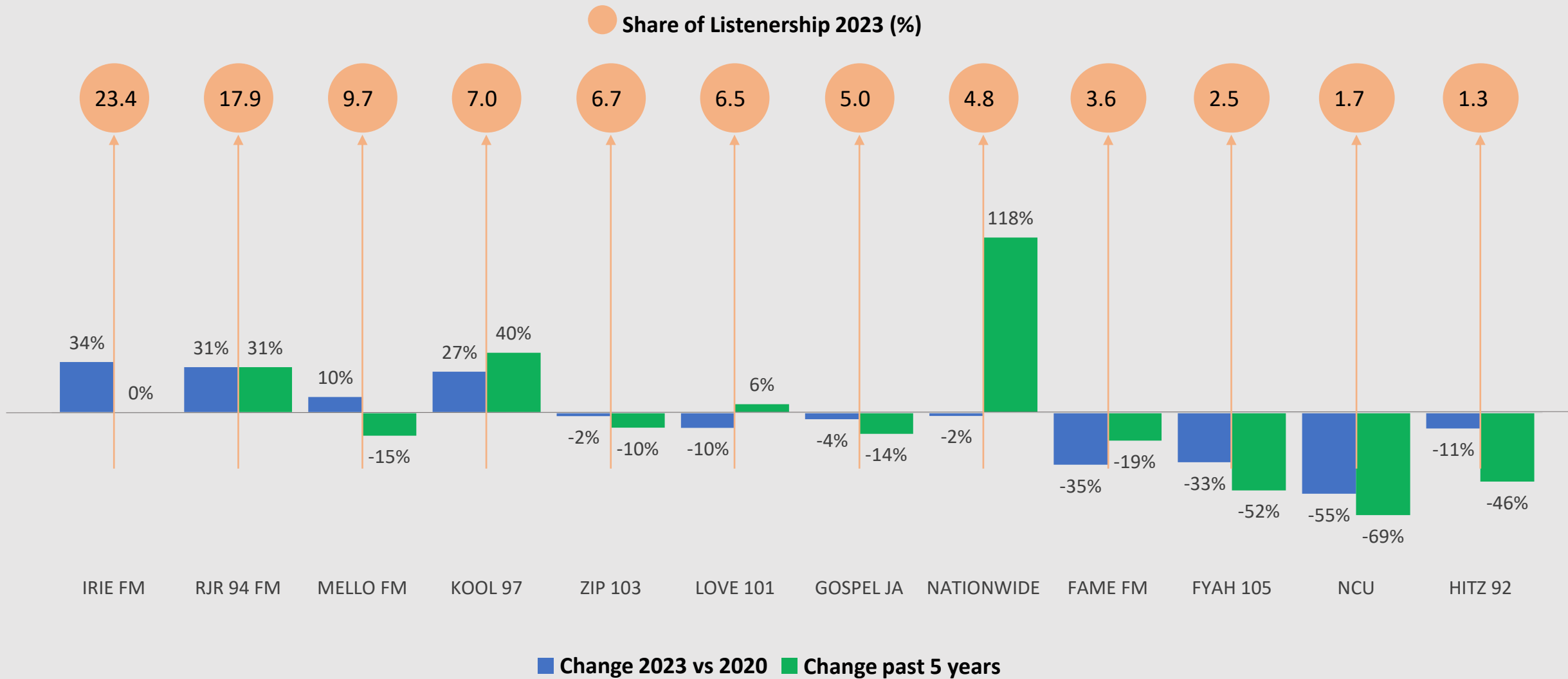
RADIO LISTENERSHIP 2018 vs 2023			
	Listeners 2020	Listeners 2023	Change
IRIE FM	17.5%	23.4%	5.9
RJR 94 FM	13.7%	17.9%	4.2
MELLO FM	8.8%	9.7%	0.9
KOOL FM	5.5%	7.0%	1.5
ZIP 103	6.9%	6.7%	-0.2
LOVE FM	7.3%	6.5%	-0.8
GOSPEL JA	5.2%	5.0%	-0.2
NATIONWIDE	4.9%	4.8%	-0.1
FAME FM	5.5%	3.6%	-1.9
FYAH 105	3.8%	2.5%	-1.3

Share of Listenership 2020 vs 2023

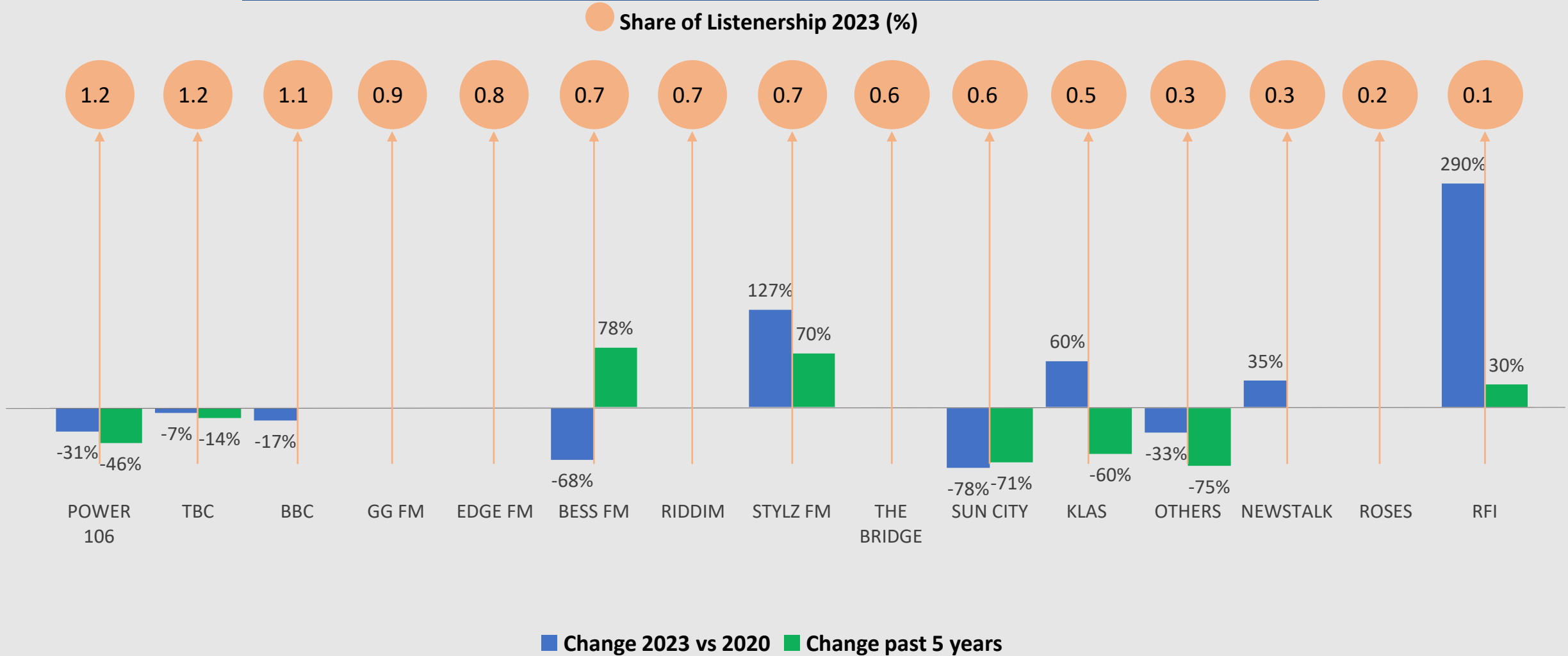
TOTAL RADIO LISTENERS 10+ YEARS 2023: **796,000** (↓10%)



Share of Listenership Trends - Past 5 Years

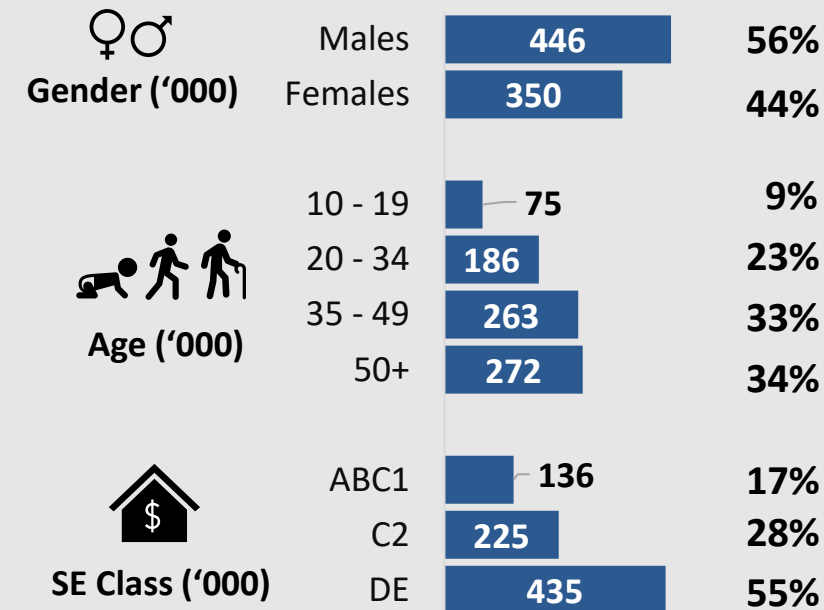


Share of Listenership Trends - Past 5 Years Continued

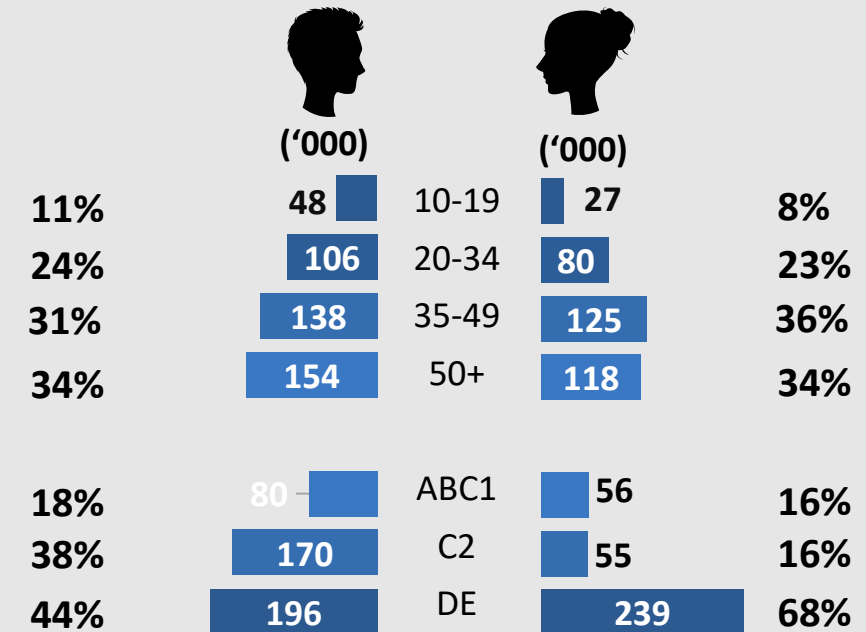


The Radio Audience – Who are they?

TOTAL (POTENTIAL) AUDIENCE 796,000 (↓10%)



	SE Class ('000)		
	ABC1 '000	C2 '000	DE '000
Age ('000)			
10 - 19	21	15	39
20 - 34	30	63	93
35 - 49	49	78	136
50+	36	69	167



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

The Radio Audience – Where are they?

RURAL ('000)

133 (17%)

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

URBAN ('000)

361 (45%)

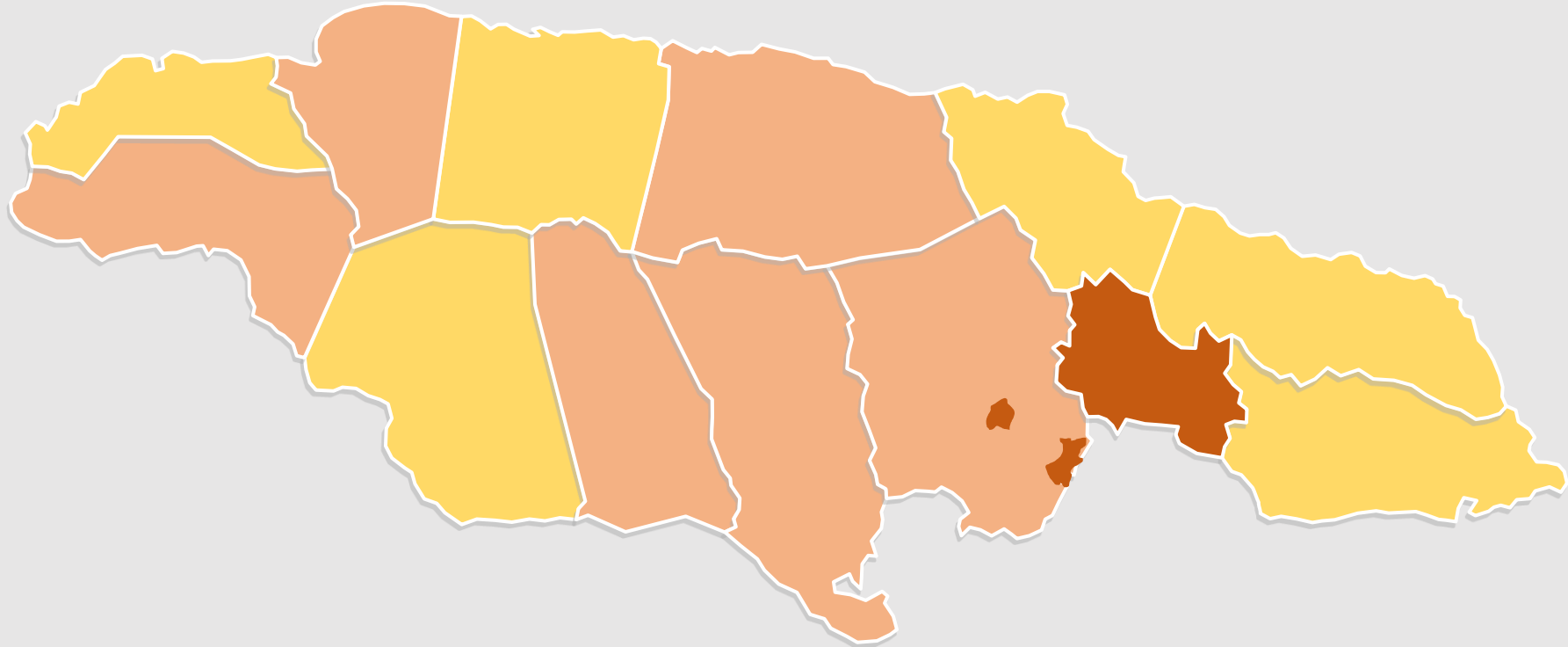
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

302 (38%)

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

TOTAL (POTENTIAL) AUDIENCE 796,000



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

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	5	3	6	7	5	6	14
12:30	3	5	6	3	5	7	13
1:00	5	5	9	1	6	7	11
1:30	3	5	7	1	5	7	8
2:00	9	3	9	5	6	6	8
2:30	7	6	8	5	8	7	10
3:00	7	3	7	6	5	6	6
3:30	5	2	3	3	5	5	7
4:00	9	7	8	7	7	7	6
4:30	6	6	8	8	9	6	5
5:00	8	13	13	18	18	19	9
5:30	9	11	15	13	17	11	7

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

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	26	30	39	33	34	35	18
6:30	18	33	23	26	27	30	17
7:00	25	38	32	33	36	49	35
7:30	24	34	29	27	29	37	31
8:00	26	38	33	33	31	40	32
8:30	25	31	33	31	26	33	30
9:00	26	31	32	41	34	39	33
9:30	29	31	32	31	34	34	27
10:00	32	37	37	38	34	40	33
10:30	26	30	34	27	36	37	27
11:00	27	25	30	25	34	34	30
11:30	21	25	27	26	33	33	33

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

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	24	28	33	30	32	30	30
12:30	24	23	32	29	27	29	35
1:00	26	24	35	29	29	33	40
1:30	21	22	35	25	24	27	31
2:00	19	19	31	22	25	29	25
2:30	18	19	32	22	25	26	24
3:00	19	22	30	23	23	33	31
3:30	18	18	25	22	23	26	26
4:00	17	19	26	22	27	29	32
4:30	11	17	21	19	26	26	25
5:00	16	23	30	24	34	31	25
5:30	10	17	24	18	29	25	18

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

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 pm	13	21	26	18	25	24	18
6:30	10	18	19	14	24	16	18
7:00	14	14	19	17	24	16	17
7:30	10	15	14	5	19	15	17
8:00	11	17	11	9	21	16	18
8:30	10	17	10	5	17	15	16
9:00	10	13	11	9	16	15	14
9:30	9	8	9	9	16	14	11
10:00	8	10	11	11	15	11	13
10:30	6	9	9	7	13	11	8
11:00	6	7	7	6	11	10	8
11:30	5	8	8	7	13	10	10

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

Share of Listenership by Daypart (Sunday)

Stations	12 mn – 5:59 am (%)	6 am – 12:00 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
IRIE FM	9.3	17.9	23.9	9.0	17.3
RJR 94 FM	26.7	34.5	26.1	22.5	29.2
MELLO FM	20.9	8.6	11.3	12.6	11.5
KOOL FM	0.0	3.5	4.5	6.3	3.8
ZIP 103	1.2	0.0	2.3	6.3	1.8
LOVE FM	0.0	5.1	8.6	10.8	6.4
GOSPEL JA	0.0	7.7	2.3	0.0	4.0
NATIONWIDE	4.7	4.2	2.3	3.6	3.6
FAME FM	14.0	5.1	6.3	10.8	7.4
FYAH 105	0.0	0.0	0.0	6.3	1.0
NCU	0.0	1.9	1.4	0.0	1.2
HITS 92 FM	5.8	0.3	0.5	0.9	1.1
POWER 106	0.0	0.6	4.1	0.0	1.5
TBC/THE BREATH OF CHANGE	2.3	2.6	1.4	0.0	1.8

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 (%)	6 am – 12:00 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
BBC	0.0	0.0	0.0	0.0	0.0
GG FM	0.0	0.0	0.0	0.0	0.0
EDGE FM	0.0	0.0	0.0	0.0	0.0
BESS FM	0.0	3.8	0.0	0.0	1.6
RIDDIM	0.0	0.0	0.0	0.0	0.0
STYLZ	14.0	3.8	5.4	10.8	6.6
THE BRIDGE	0.0	0.0	0.0	0.0	0.0
SUNCITY RADIO	1.2	0.3	0.0	0.0	0.3
KLAS ESPN	0.0	0.0	0.0	0.0	0.0
OTHERS (FIT FM/RADIO BLUEFIELD/ADORE FM)	0.0	0.0	0.0	0.0	0.0
NEWSTALK/RADIO MONA	0.0	0.0	0.0	0.0	0.0
ROSES	0.0	0.0	0.0	0.0	0.0
RFI	0.0	0.0	0.0	0.0	0.0
MUSIC 99	0.0	0.0	0.0	0.0	0.0
MEGA JAMZ	0.0	0.0	0.0	0.0	0.0

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 (%)	6 am – 12:00 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
IRIE FM	19.5	22.8	24.7	23.3	23.2
RJR 94 FM	15.8	18.7	15.1	16.1	16.8
MELLO FM	10.6	10.7	11.0	6.9	10.1
KOOL FM	8.7	5.4	7.7	8.4	7.0
ZIP 103	5.7	6.2	9.1	6.7	7.1
LOVE FM	7.1	6.0	5.5	9.4	6.5
GOSPEL JA	6.7	4.3	4.3	7.0	5.0
NATIONWIDE	2.0	6.7	6.5	4.8	5.8
FAME FM	1.7	2.9	3.9	2.6	3.0
FYAH 105	5.2	2.9	2.6	0.8	2.7
NCU	2.0	1.8	1.3	1.7	1.7
HITS 92 FM	1.5	1.8	0.5	2.9	1.5
POWER 106	0.6	1.8	1.8	0.4	1.4
TBC/THE BREATH OF CHANGE	1.7	1.9	0.3	0.7	1.2

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 (%)	6 am – 12:00 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
BBC	3.2	1.2	1.1	1.8	1.4
GG FM	0.6	0.9	0.6	2.1	1.0
EDGE FM	0.0	0.6	0.3	0.2	0.4
BESS FM	3.0	0.2	0.0	0.0	0.4
RIDDIM	0.4	1.2	1.1	0.3	0.9
STYLZ	0.0	0.0	0.0	0.0	0.0
THE BRIDGE	0.0	0.3	0.9	1.7	0.7
SUNCITY RADIO	1.7	0.4	0.2	1.2	0.6
KLAS ESPN	0.7	0.6	0.7	0.4	0.6
OTHERS (FIT FM/RADIO BLUEFIELD/ADORE FM)	0.0	0.4	0.1	0.1	0.2
NEWSTALK/RADIO MONA	0.0	0.3	0.5	0.4	0.4
ROSES	0.7	0.0	0.4	0.0	0.2
RFI	1.1	0.1	0.0	0.0	0.2
MUSIC 99	0.0	0.0	0.0	0.0	0.0
MEGA JAMZ	0.0	0.0	0.0	0.0	0.0

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 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
IRIE FM	29.31	29.6	29.8	32.9	30.14
RJR 94 FM	12.07	17.7	14.2	18.1	15.74
MELLO FM	6.90	5.7	7.8	4.7	6.48
KOOL FM	11.21	9.0	8.8	12.1	9.67
ZIP 103	12.93	6.0	7.0	14.1	8.44
LOVE FM	6.90	9.6	7.2	0.0	6.89
GOSPEL JA	0.00	5.7	7.2	6.0	5.66
NATIONWIDE	0.00	0.3	0.0	0.7	0.21
FAME FM	5.17	4.2	4.3	0.0	3.70
FYAH 105	11.21	0.9	2.7	2.7	3.09
NCU	0.00	3.6	2.4	0.0	2.16
HITS 92 FM	0.00	1.2	0.5	0.0	0.62
POWER 106	0.00	0.0	0.0	0.0	0.00
TBC/THE BREATH OF CHANGE	0.86	0.0	2.4	0.7	1.13

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 (%)	6 am – 12:00 n (%)	12 md – 5:59 pm (%)	6 pm – 11:59 pm (%)	All day (%)
BBC	0.00	0.0	0.0	0.0	0.00
GG FM	0.00	0.0	0.0	0.0	0.00
EDGE FM	1.72	3.3	2.1	8.1	3.40
BESS FM	1.72	3.3	1.1	0.0	1.75
RIDDIM	0.00	0.0	0.0	0.0	0.00
STYLZ	0.00	0.0	0.0	0.0	0.00
THE BRIDGE	0.00	0.0	0.0	0.0	0.00
SUNCITY RADIO	0.00	0.0	2.4	0.0	0.93
KLAS ESPN	0.00	0.0	0.0	0.0	0.00
OTHERS (FIT FM/RADIO BLUEFIELD/ADORE FM)	0.00	0.0	0.0	0.0	0.00
NEWSTALK/RADIO MONA	0.00	0.0	0.0	0.0	0.00
ROSES	0.00	0.0	0.0	0.0	0.00
RFI	0.00	0.0	0.0	0.0	0.00
MUSIC 99	0.00	0.0	0.0	0.0	0.00
MEGA JAMZ	0.00	0.0	0.0	0.0	0.00

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 Demographics

Stations	Males	Females	Tweens & Teens (10-19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	Overall
IRIE FM	24.2	24.1	37.1	21.8	26.1	20.3	27.7	17.4	25.0	23.4
RJR 94 FM	18.5	21.5	13.9	7.3	10.2	28.4	12.9	18.2	18.9	17.9
MELLO FM	10.0	13.9	7.3	13.6	12.1	6.7	7.0	11.5	9.6	9.7
KOOL FM	7.2	4.4	0.8	3.7	4.9	10.8	8.6	6.3	6.9	7.0
ZIP 103	7.0	2.6	0.0	17.3	6.9	3.2	9.8	8.4	5.4	6.7
LOVE FM	6.6	11.7	0.0	7.3	5.9	7.6	4.2	6.8	7.0	6.6
GOSPEL JA	5.1	8.9	20.4	3.2	5.6	3.1	0.0	5.7	5.8	5.0
NATIONWIDE	4.9	0.0	4.8	2.1	2.1	7.8	4.7	8.1	3.4	4.8
FAME FM	3.7	4.4	2.2	7.2	5.7	0.7	5.5	6.3	2.0	3.6
FYAH 105	2.6	0.0	3.4	7.2	2.1	0.8	5.0	2.5	2.0	2.5
NCU	1.1	0.0	0.4	0.4	3.1	1.3	1.9	1.6	1.7	1.7
HITS 92 FM	1.2	1.4	0.0	2.8	1.6	0.7	1.0	0.2	1.9	1.3
POWER 106	1.3	1.1	0.0	0.2	1.4	1.7	4.8	1.0	0.5	1.2
TBC/THE BREATH OF CHANGE	1.1	1.5	0.4	0.4	1.5	1.4	3.5	0.9	0.8	1.2

Shares above are based on average audiences Sunday to Saturday.

Share of Listenership by Demographics

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Share of Listenership by Location

Stations	KMA	Urban	Rural	Overall
IRIE FM	17.7	28.8	21.2	23.4
RJR 94 FM	17.0	18.3	18.5	17.9
MELLO FM	11.1	9.2	8.7	9.7
KOOL FM	10.9	4.3	6.6	7.0
ZIP 103	5.6	9.1	3.6	6.7
LOVE FM	7.0	5.8	7.4	6.6
GOSPEL JA	4.3	3.1	10.0	5.0
NATIONWIDE	5.9	3.4	6.1	4.8
FAME FM	3.9	3.5	3.3	3.6
FYAH 105	4.4	2.1	0.6	2.5
NCU	1.9	2.0	0.7	1.7
HITS 92 FM	0.7	1.2	2.7	1.3
POWER 106	0.7	2.0	0.4	1.2
TBC/THE BREATH OF CHANGE	3.3	0.2	0.0	1.2

Stations	KMA	Urban	Rural	Overall
BBC	0.7	0.4	3.0	1.1
GG FM	0.0	1.9	0.0	0.9
EDGE FM	1.0	0.0	2.0	0.8
BESS FM	0.6	0.5	1.4	0.7
RIDDIM	0.2	1.4	0.0	0.7
STYLZ	0.0	0.0	3.2	0.7
THE BRIDGE	0.3	1.0	0.3	0.6
SUNCITY RADIO	1.2	0.4	0.0	0.6
KLAS ESPN	0.7	0.5	0.1	0.5
OTHERS (FIT FM/RADIO BLUEFIELD/ADORE FM)	0.3	0.3	0.2	0.3
NEWSTALK/RADIO MONA	0.8	0.0	0.0	0.3
ROSES	0.0	0.3	0.0	0.2
RFI	0.0	0.3	0.0	0.1
MUSIC 99	0.0	0.0	0.0	0.0
MEGA JAMZ	0.0	0.0	0.0	0.0

Shares above are based on average audiences Sunday to Saturday.

Television

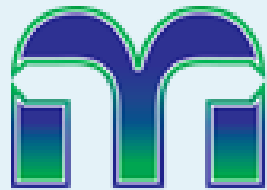
(including TV via internet)



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Television Audience Overall

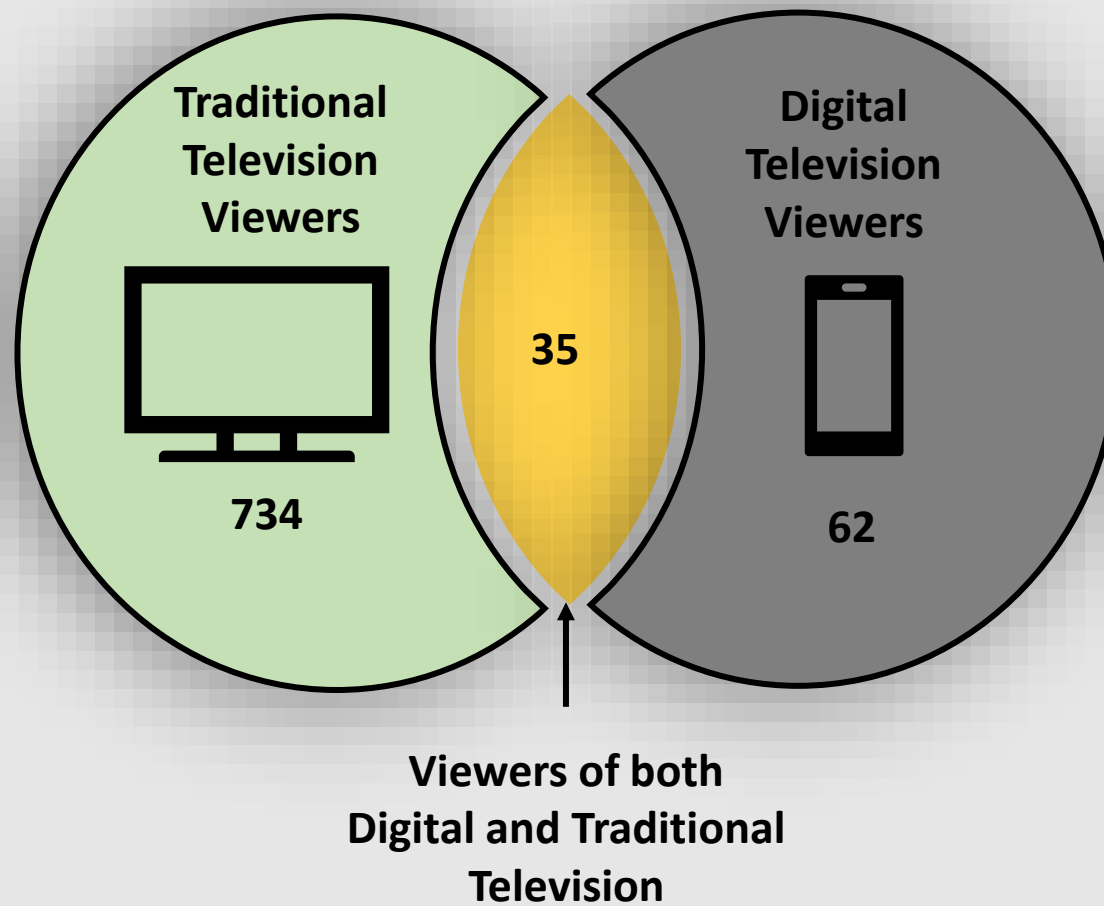


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Interaction Traditional vs Digital Viewership '000

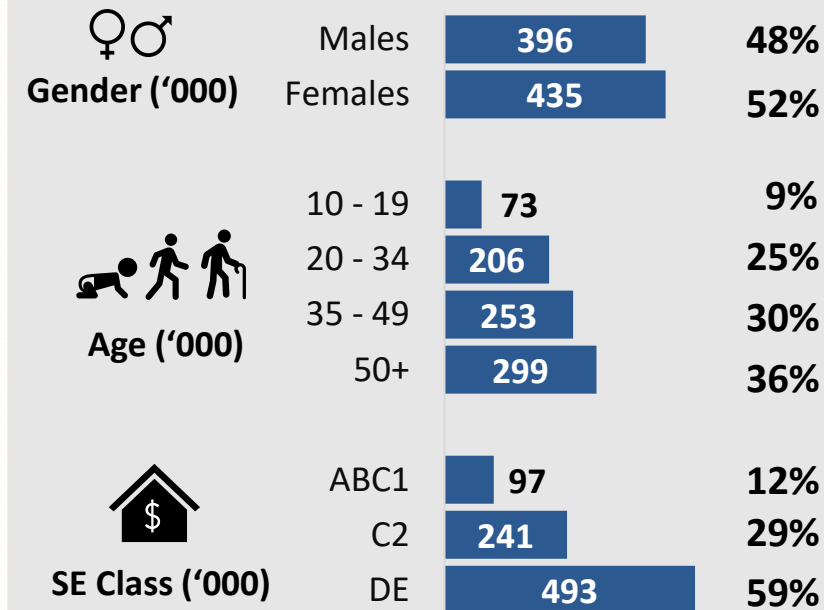
TOTAL TV VIEWERS 10+ YEARS - 2023: **831,000**



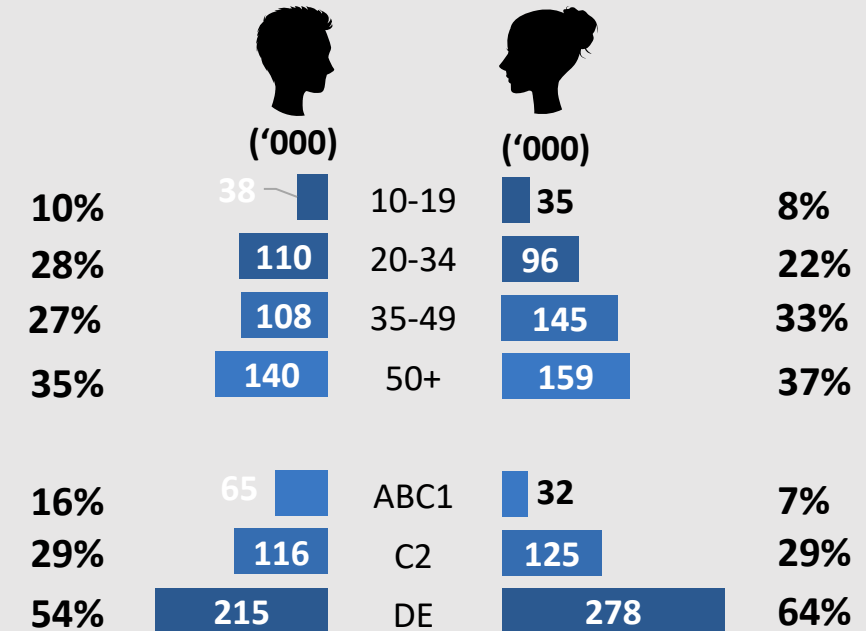
Note: Listenership above is based on listeners in the past 24 hours.

TV Audience Overall – Who are they?

TOTAL (POTENTIAL) AUDIENCE 831,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 - 19	6	19	48
20 - 34	16	60	130
35 - 49	35	88	130
50+	40	74	185



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

TV Audience Overall – Where are they?

RURAL ('000)

139 (17%)

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

URBAN ('000)

398 (48%)

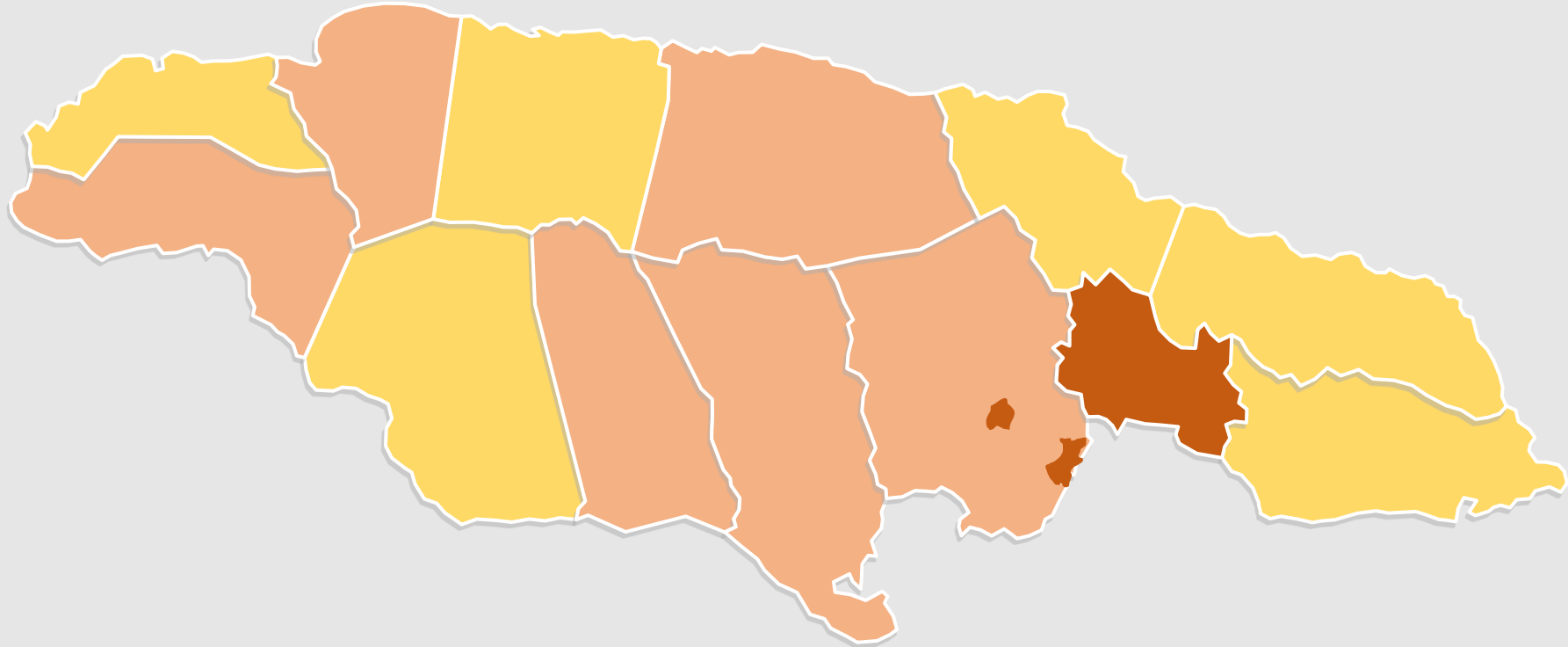
Urban: Other St.
Catherine, St. James,
St. Ann, Westmoreland,
Manchester, Clarendon

KMA ('000)

294 (35%)

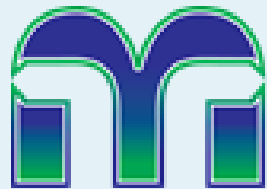
KMA: Kingston & St.
Andrew, Portmore,
Spanish Town

TOTAL (POTENTIAL) AUDIENCE 831,000



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

Free To Air (FTA) Television

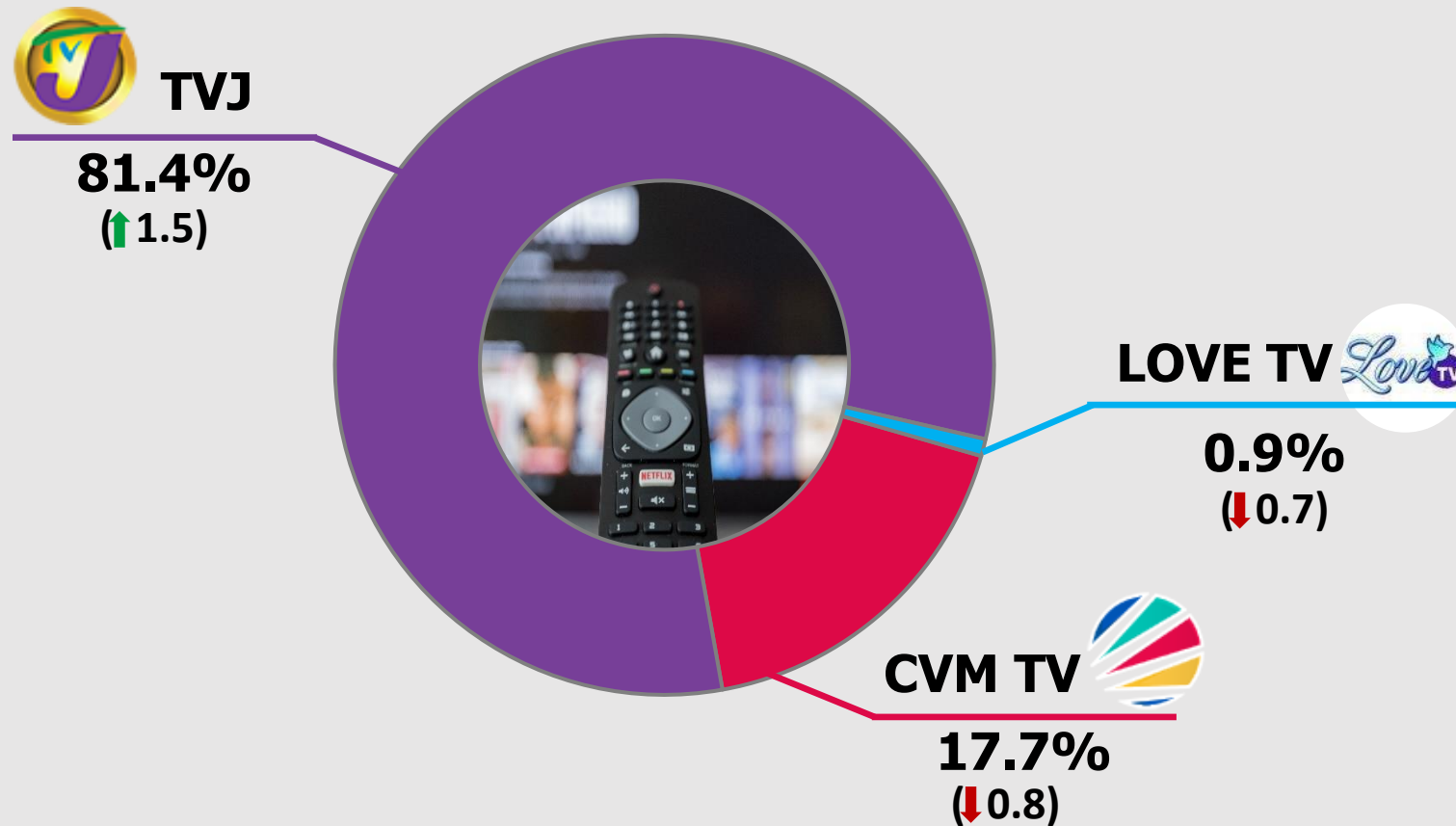


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Share of Viewership 2023 (FTA)

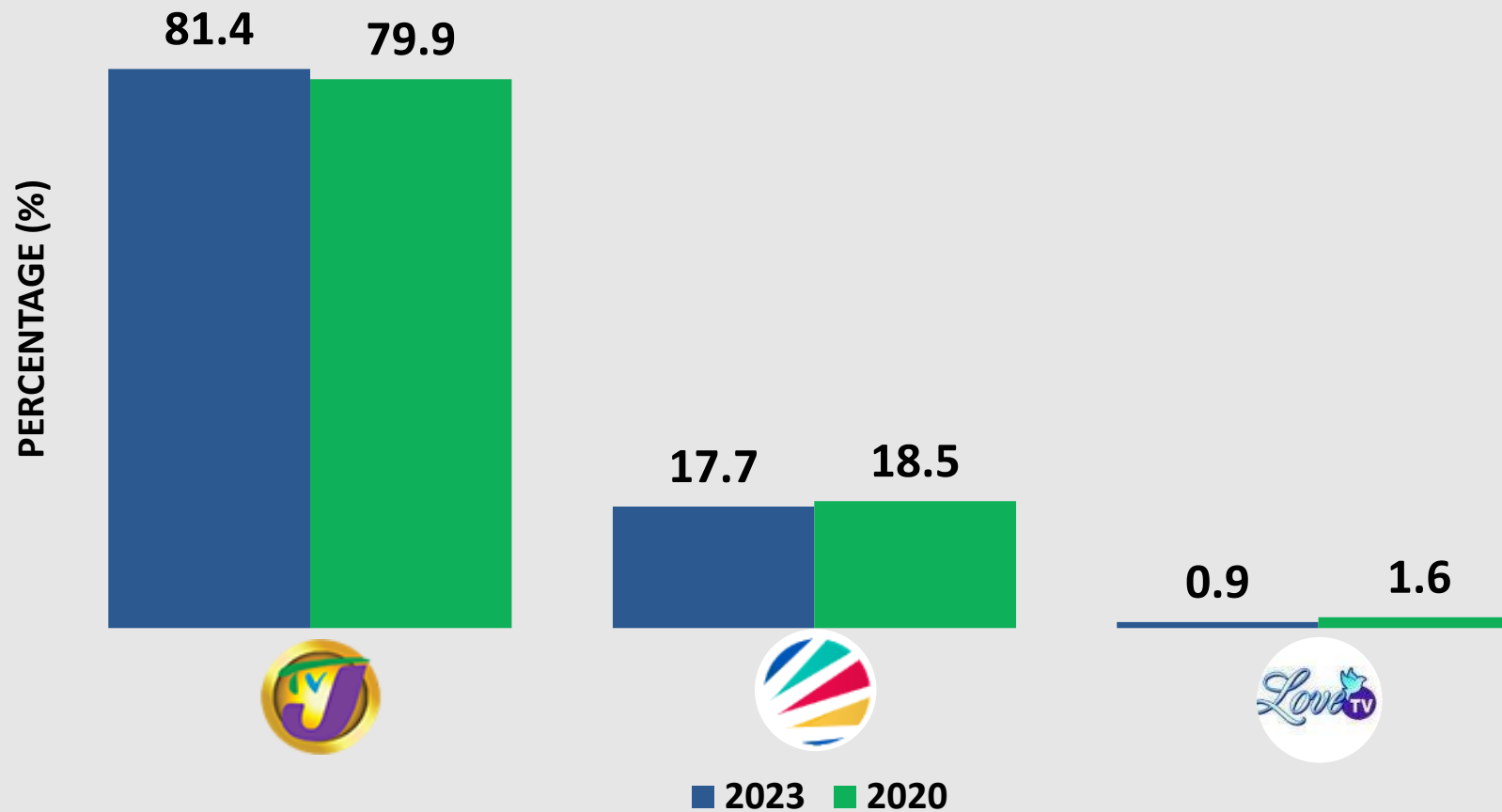
TOTAL FTA TV VIEWERS 10+ YEARS - 2023: **763,000**



Shares above are based on past 24 hours viewership Sunday to Saturday.

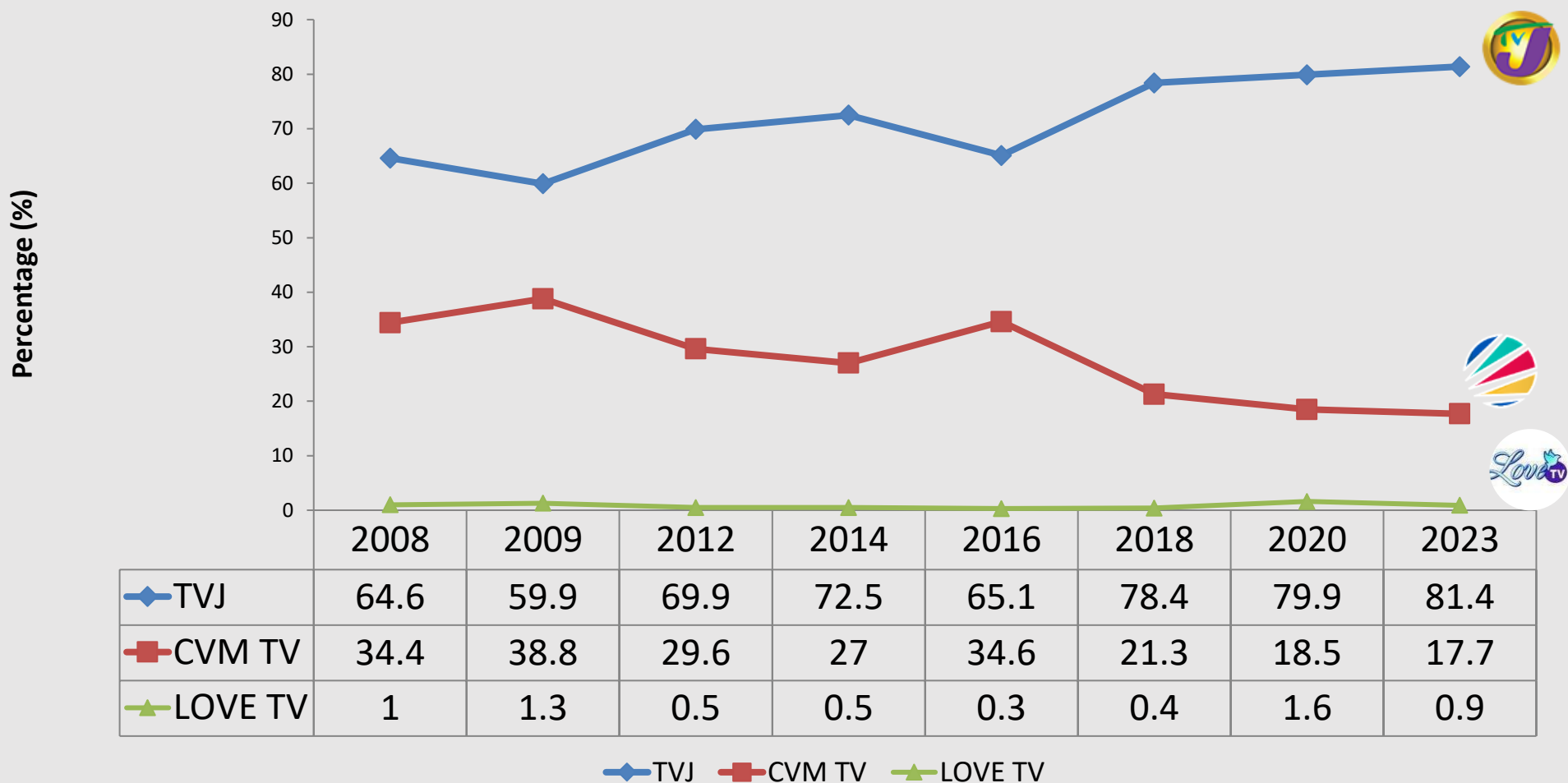
Share of Viewership 2023 vs 2020 (FTA)

TOTAL FTA TV VIEWERS 10+ YEARS 2023: **763,000**



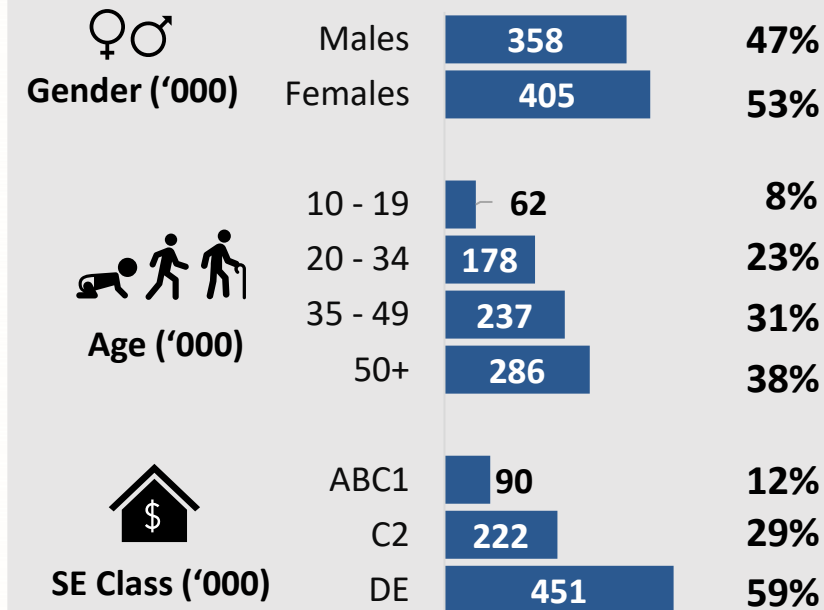
Share of Viewership Trend 2008 - 2023

TOTAL FTA TV VIEWERS 10+ YEARS 2023: 763,000

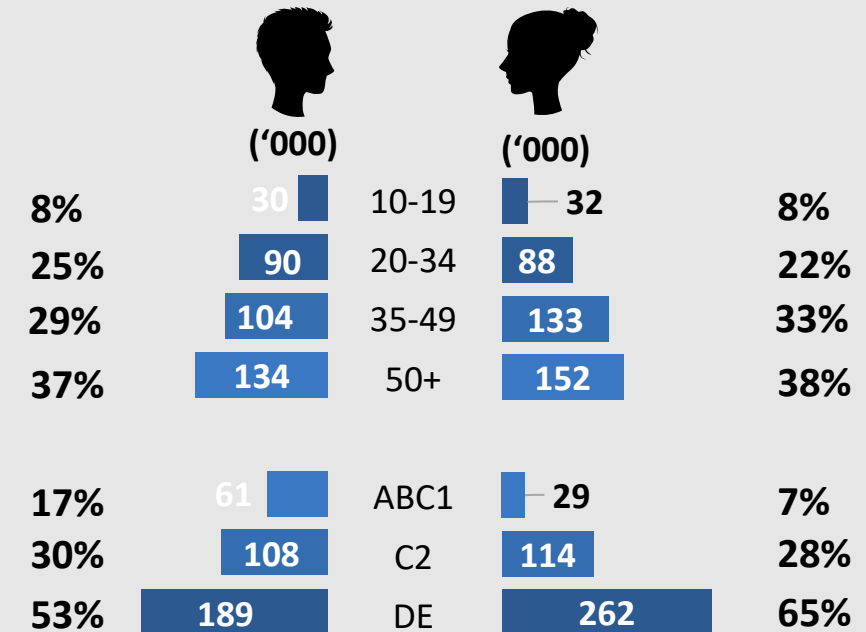


Free To Air (FTA) TV Audience – Who are they?

TOTAL (POTENTIAL) AUDIENCE 763,000



	SE Class ('000)		
	ABC1 ('000)	C2 ('000)	DE ('000)
Age ('000)			
10 - 19	6	18	38
20 - 34	15	56	107
35 - 49	32	79	126
50+	37	69	180



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?

RURAL ('000)

132 (17%)

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

URBAN ('000)

357 (47%)

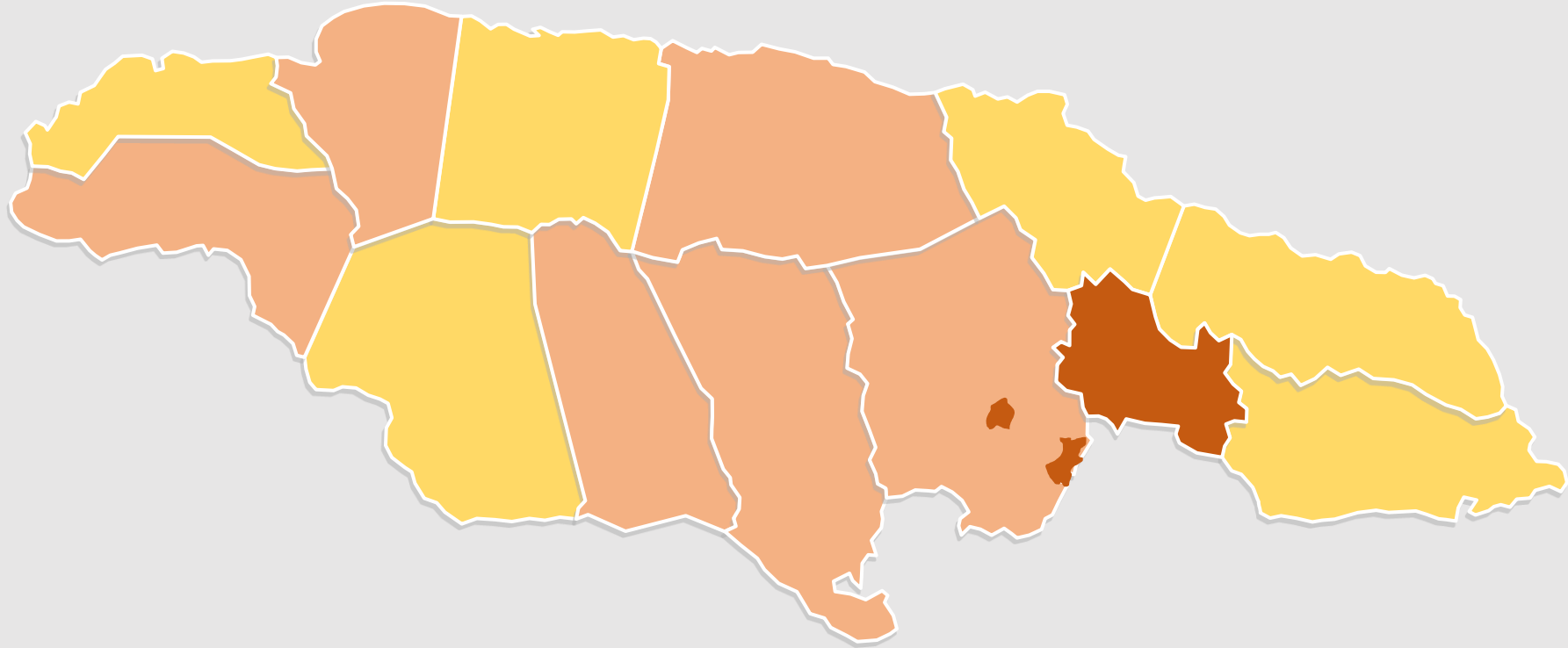
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

274 (36%)

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

TOTAL (POTENTIAL) AUDIENCE 763,000 (↓30%)



DATA IS BASED ON PAST 24 HRS. LISTENERSHIP
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	1	1	2	<1	1	1	1
12:30	2	1	1	<1	2	1	1
1:00	1	<1	2	1	2	1	1
1:30	2	<1	1	1	2	1	1
2:00	2	1	1	<1	1	1	<1
2:30	2	1	1	<1	1	1	<1
3:00	2	<1	1	1	2	1	<1
3:30	2	<1	2	<1	1	<1	1
4:00	3	<1	2	1	2	<1	1
4:30	1	<1	2	1	1	<1	1
5:00	3	<1	2	2	7	1	<1
5:30	3	<1	2	2	8	<1	<1

The above represent the number of persons watching FTA TV in each half hour time segment.

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	8	6	6	13	15	7	3
6:30	8	1	8	21	13	6	5
7:00	21	22	40	43	34	32	33
7:30	13	21	22	30	32	25	32
8:00	10	21	17	24	25	17	21
8:30	9	10	13	21	19	10	17
9:00	10	7	7	11	10	6	10
9:30	8	5	3	7	3	7	6
10:00	10	7	3	8	6	2	8
10:30	9	3	5	7	2	3	8
11:00	6	6		5	2	1	6
11:30	3	3	1	5	1	1	5

The above represent the number of persons watching FTA TV in each half hour time segment.

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	3	5	2	15	10	8	6
12:30	1	5		6	5	3	5
1:00	3	1	1	1	3	6	5
1:30	2	1	1	3	1	2	2
2:00	3	3	1	2	5	2	2
2:30	3	2	<1	3	3	2	1
3:00	5	2	<1	2	5	1	5
3:30	6	2	<1	2	3	3	2
4:00	7	2	<1	3	2	5	2
4:30	8	2	<1	1	2	6	2
5:00	7	2	1	5	7	5	6
5:30	7	2	<1	3	5	3	3

The above represent the number of persons watching FTA TV in each half hour time segment.

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	9	2	5	3	8	6	2
6:30	11	3	7	10	11	9	5
7:00	50	56	68	75	67	58	44
7:30	35	43	50	43	46	38	33
8:00	22	29	33	39	32	30	16
8:30	10	24	24	26	22	21	11
9:00	7	10	18	15	9	13	11
9:30	3	5	14	9	7	10	11
10:00	2	6	10	6	7	8	11
10:30	1	1	8	3	6	6	7
11:00	2	2	6	3	6	5	5
11:30	2	1	1	3	5	1	2

The above represent the number of persons watching FTA TV in each half hour time segment.

Share of Viewership (%) (FTA) 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
TVJ	57.14	68.61	69.23	80.25	72.17
CVM	42.86	31.39	30.77	19.75	27.83
LOVE	0.00	0.00	0.00	0.00	0.00

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

Share of Viewership (%) (FTA) by Daypart (Monday - Friday)

Stations	12 mn – 5:59 am	6 am – 12:00 mn	12 md – 5:59 pm	6 pm – 11:59 pm	All day
TVJ	68.48	81.31	81.15	87.81	84.01
CVM	29.35	17.33	16.75	12.09	15.16
LOVE	2.17	1.36	2.09	0.10	0.83

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

Share of Viewership (%) (FTA) 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
TVJ	0.00	71.27	66.04	66.50	66.30
CVM	50.00	14.36	16.98	16.75	16.85
LOVE	50.00	14.36	16.98	16.75	16.85

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

Share of Viewership (FTA) by Demographics

Stations	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	Overall
TVJ	78.90	83.64	89.90	77.93	80.48	84.11	78.13	81.75	81.63	81.42
CVM	20.30	15.49	10.10	22.07	17.14	15.62	21.88	18.25	17.01	17.78
LOVE	0.80	0.88	0.00	0.00	2.38	0.27	0.00	0.00	1.37	0.79

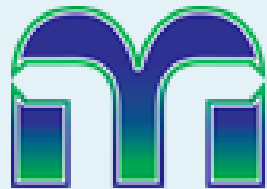
Shares above are based on average audiences Sunday to Saturday.

Share of Viewership (FTA) by Location

Stations	KMA	Urban	Rural	Overall
TVJ	76.84	85.75	82.60	81.61
CVM	21.67	13.63	17.40	17.51
LOVE	1.49	0.62	0.00	0.88

Shares above are based on average audiences Sunday to Saturday.

Local/Regional Cable

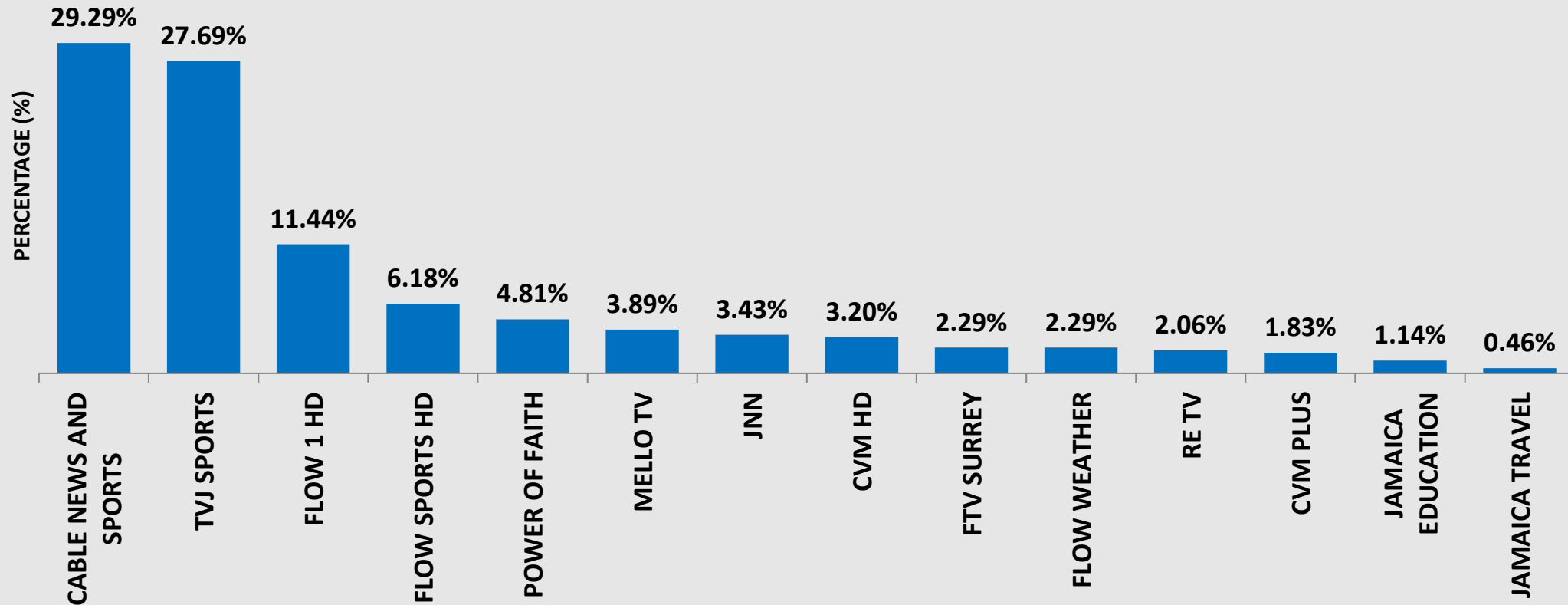


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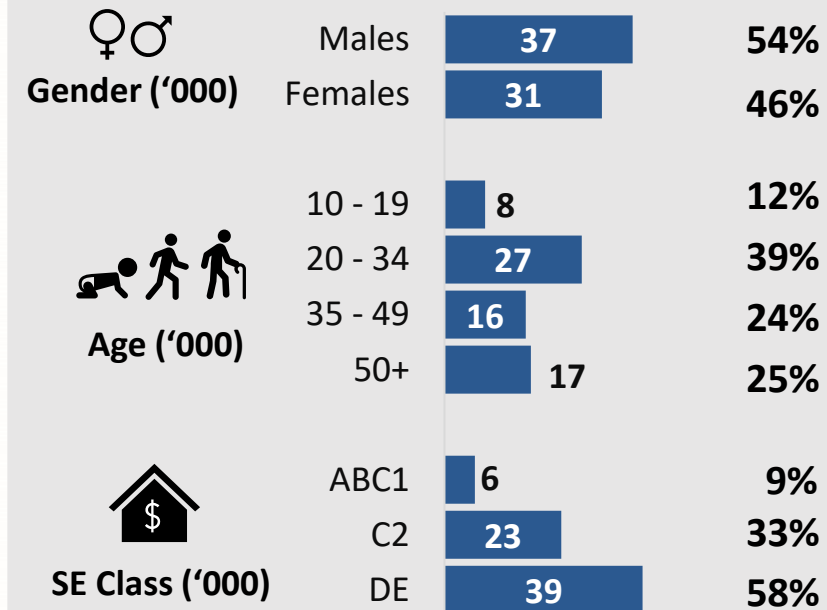
Share of Viewership 2023 (Local/Regional Cable)

TOTAL LOCAL/REGIONAL CABLE VIEWERS 10+ YEARS 2020: **68,000** (↓38%)

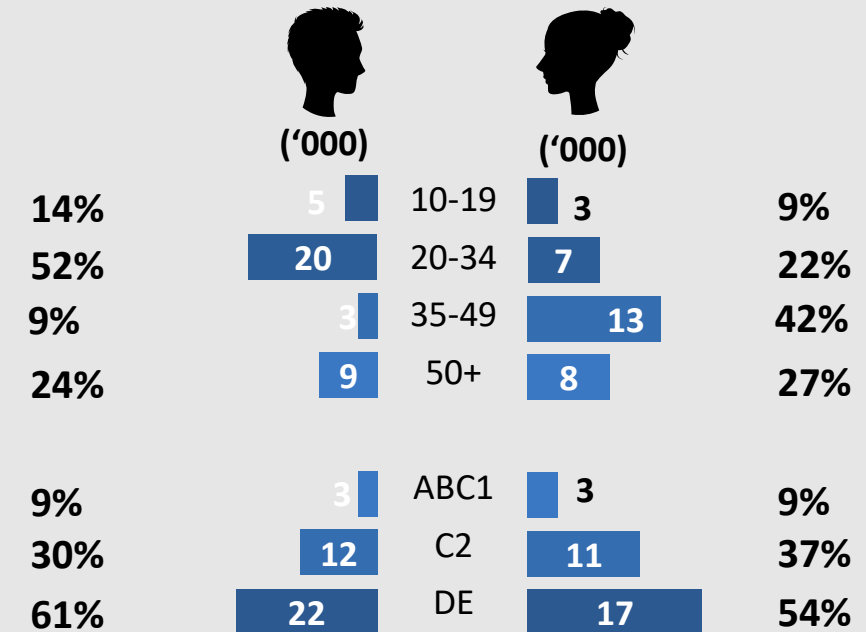


Local/Regional Cable TV Audience – Who are they?

TOTAL (POTENTIAL) AUDIENCE 68,000 (↓38%)



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	0	3	5
20 – 34	0	7	20
35 – 49	3	7	6
50+	3	6	8



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?

RURAL ('000)

9 (13%)

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

URBAN ('000)

37 (55%)

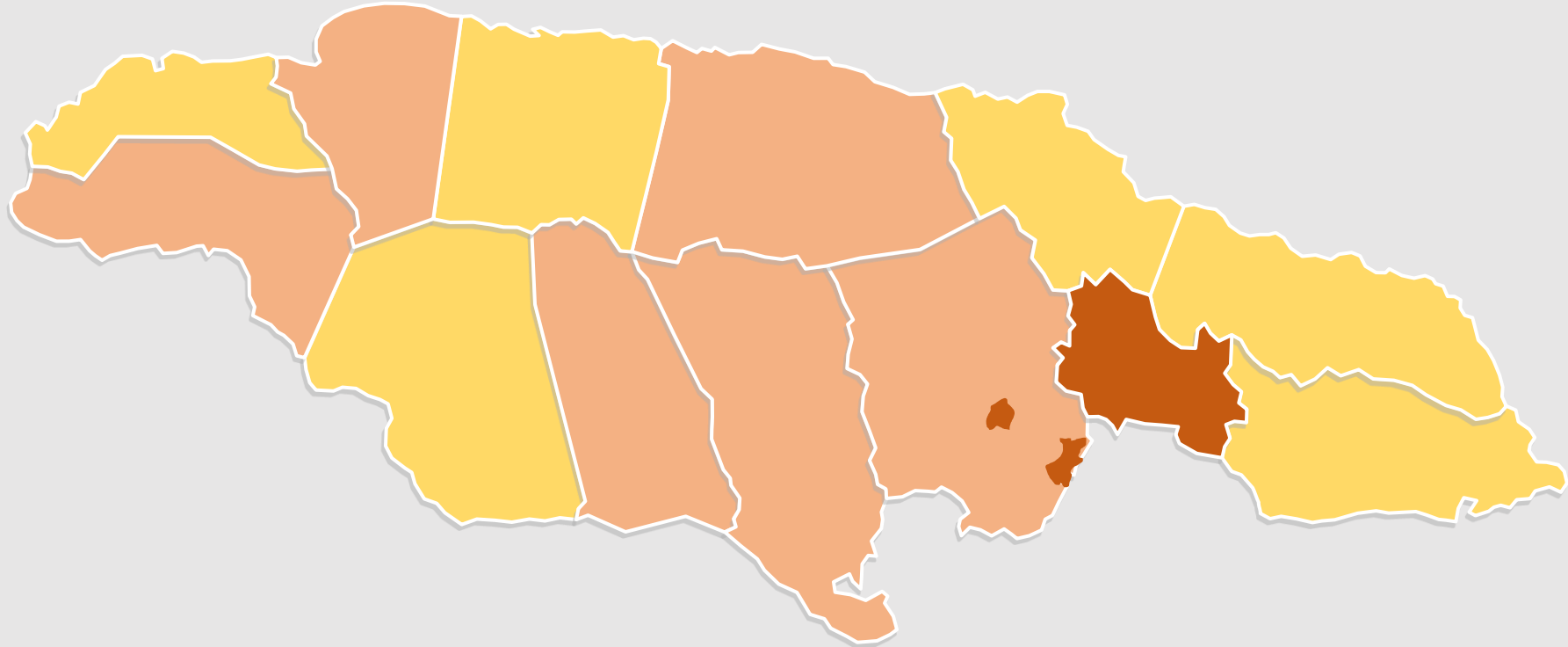
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

22 (32%)

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

TOTAL (POTENTIAL) AUDIENCE 68,000 (↓38%)



DATA IS BASED ON PAST 24 HRS. LISTENERSHIP
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	1	1	<1	1	<1	<1	<1
12:30	1	1	<1	1	<1	<1	<1
1:00	1	1	<1	1	1	<1	<1
1:30	1	1	<1	<1	<1	<1	<1
2:00	2	2	<1	<1	1	1	1
2:30	2	1	<1	<1	1	1	<1
3:00	2	<1	<1	<1	1	1	<1
3:30	2	1	<1	1	1	<1	<1
4:00	3	1	<1	<1	1	<1	2
4:30	2	<1	<1	<1	1	<1	2
5:00	2	1	<1	1	3	<1	3
5:30	2	1	<1	1	3	1	<1

The above represent the number of persons watching Local/Regional Cable TV in each half hour time segment.

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	1	<1	<1	<1	2	2	<1
6:30	1	<1	<1	1	2	1	<1
7:00	5	<1	<1	1	3	<1	3
7:30	3	1	<1	<1	2	<1	3
8:00	2	2	<1	2	<1	<1	2
8:30	2	2	<1	1	1	<1	3
9:00	1	2	<1	2	<1	<1	2
9:30	2	1	1	2	<1	<1	2
10:00	2	1	1	2	1	<1	2
10:30	1	1	1	2	1	<1	2
11:00	2	2	<1	5	1	1	2
11:30	2	2	<1	2	<1	1	2

The above represent the number of persons watching Local/Regional Cable TV in each half hour time segment.

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	2	3	<1	3	2	1	2
12:30	2	2	1	1	1	2	1
1:00	2	2	1	1	3	2	1
1:30	1	2	1	1	<1	2	1
2:00	2	2	2	2	<1	2	1
2:30	2	2	1	3	<1	3	2
3:00	2	2	1	2	1	1	2
3:30	2	1	1	2	<1	<1	2
4:00	2	1	1	2	<1	<1	5
4:30	2	1	1	1	<1	<1	5
5:00	1	1	<1	1	2	1	5
5:30	1	2	<1	<1	2	<1	5

The above represent the number of persons watching Local/Regional Cable TV in each half hour time segment.

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	2	2	1	1	2	1	3
6:30	5	2	1		2	1	3
7:00	3	6	3	5	5	1	7
7:30	2	6	7	2	2	1	5
8:00	3	6	5	2	3	<1	3
8:30	2	6	6	1	2	<1	2
9:00	2	2	6	<1	1	<1	5
9:30	2	1	5	<1	1	1	3
10:00	2	2	5	2	2	2	2
10:30	2	1	2	1	1	2	2
11:00	1	<1	1	1	<1	<1	2
11:30	1	<1	1	1	<1	<1	2

The above represent the number of persons watching Local/Regional Cable TV in each half hour time segment.

Newspaper

(including E-papers)

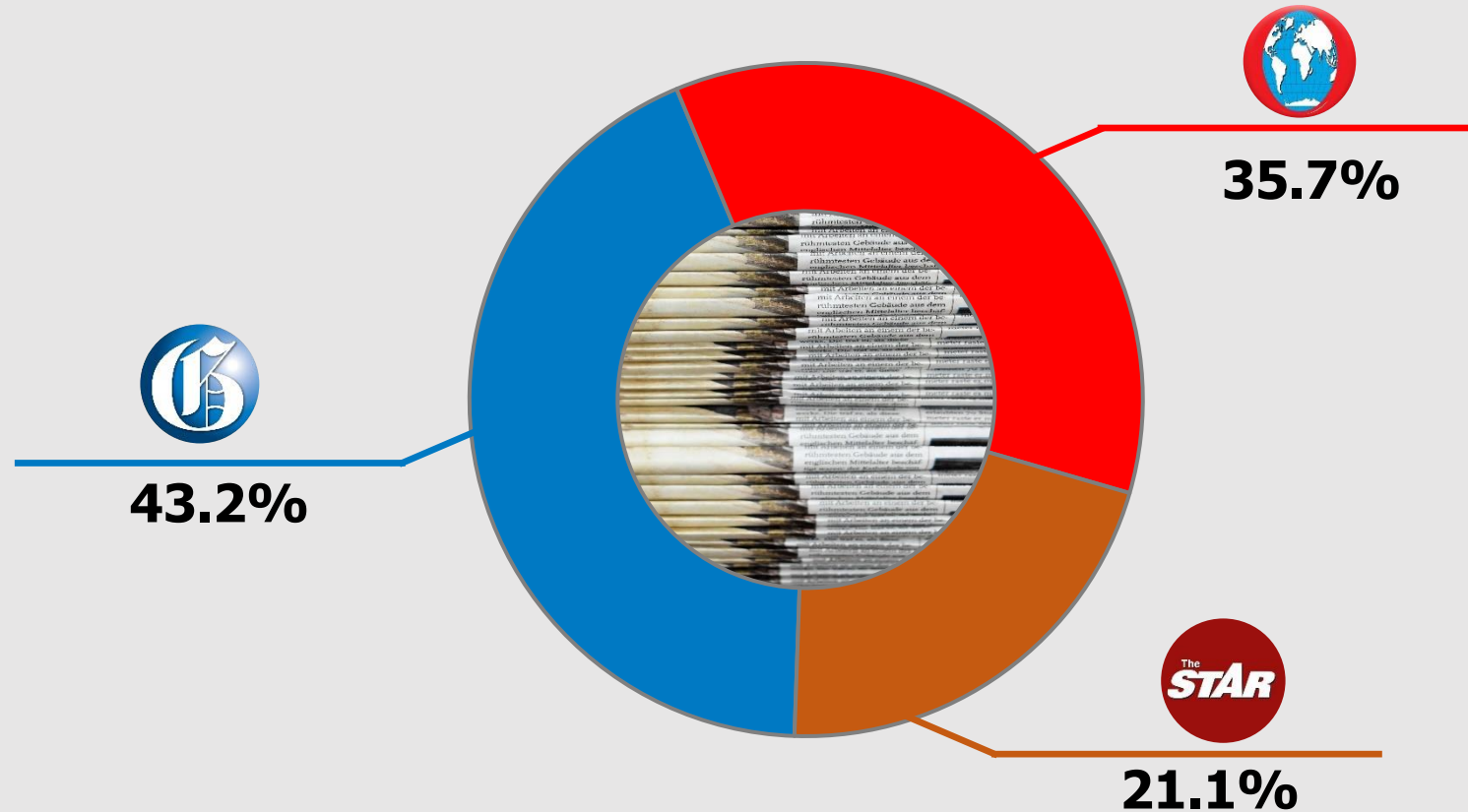


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Share of Readership 2023

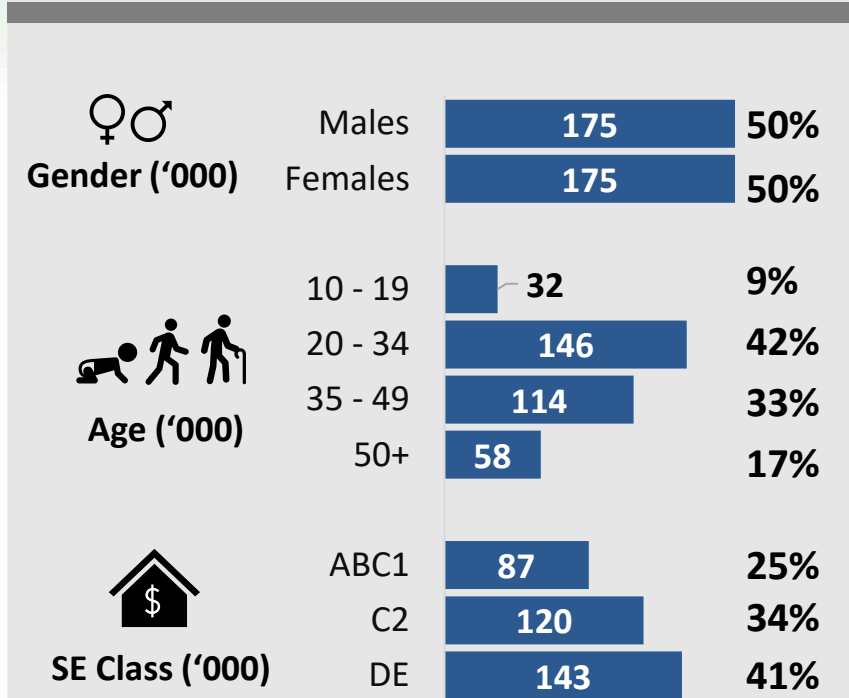
TOTAL POTENTIAL READERS 10+ YEARS 2023: **350,000**



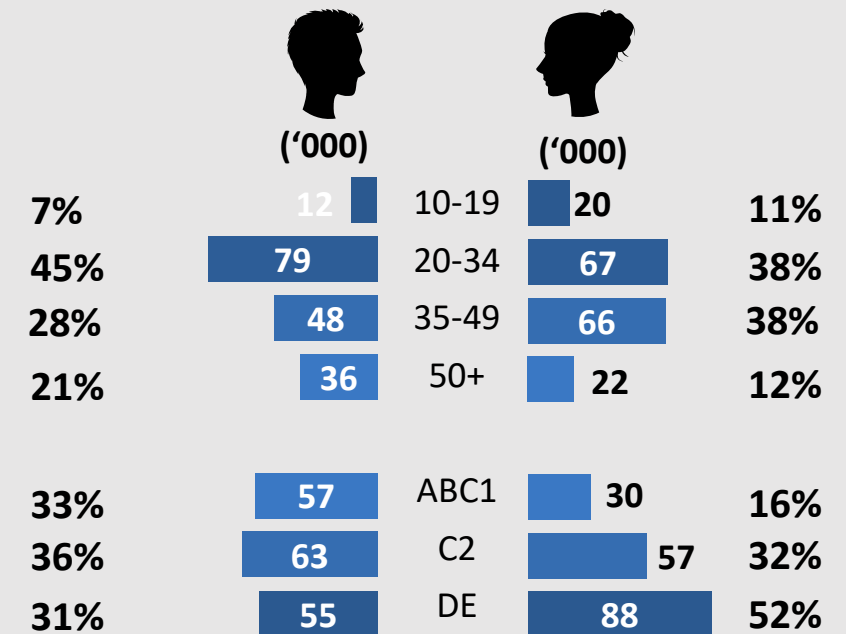
Note: Readership above is based on readership in the “past 24 hours” Sunday to Saturday.

Newspaper Readers (Digital & Hardcopy) – Who are they?

TOTAL (POTENTIAL) DIGITAL & HARDCOPY READERS 350,000



	SE Class ('000)		
	ABC1 ('000)	C2 ('000)	DE ('000)
Age ('000)			
10 – 19	0	9	23
20 – 34	32	53	61
35 – 49	42	33	39
50+	13	25	20



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF A NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Hardcopy Newspaper Readers – Where are they?

RURAL ('000)

20 (16%)

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

URBAN ('000)

47 (39%)

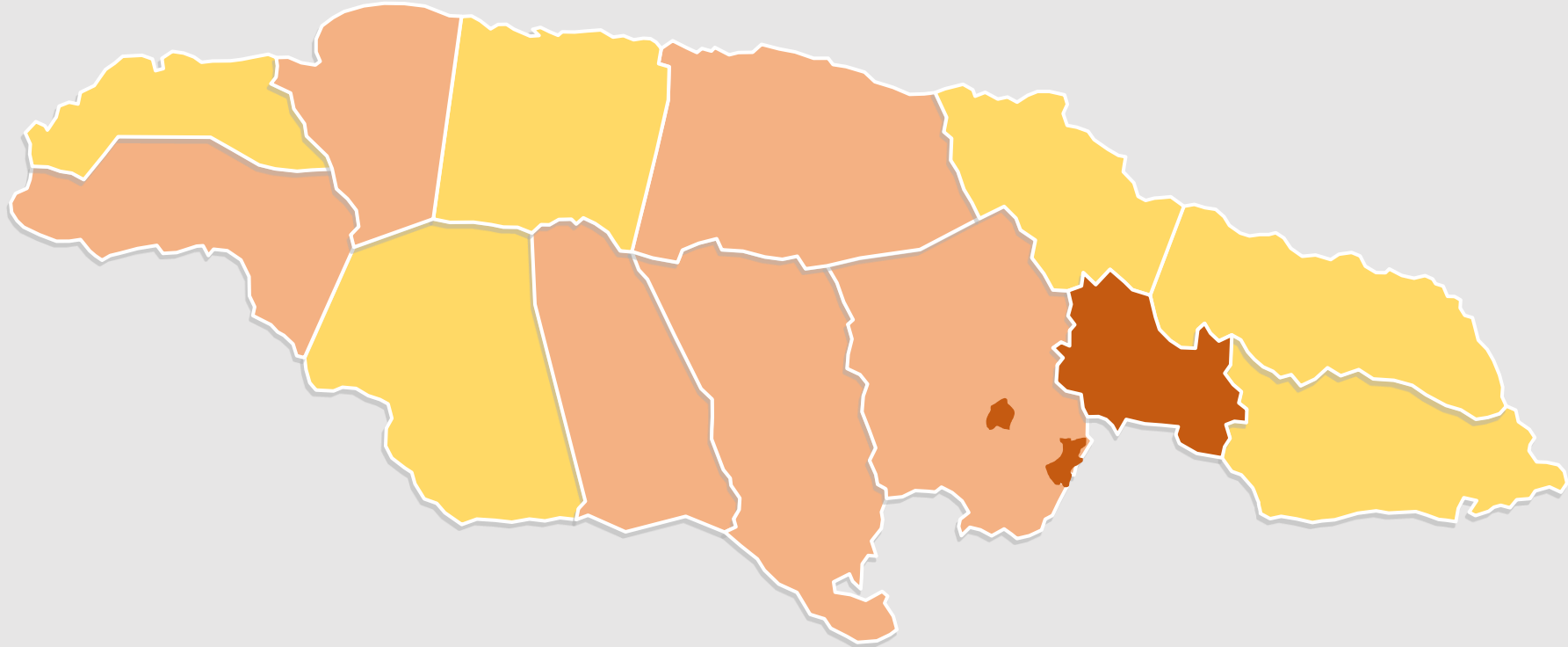
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

55 (45%)

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

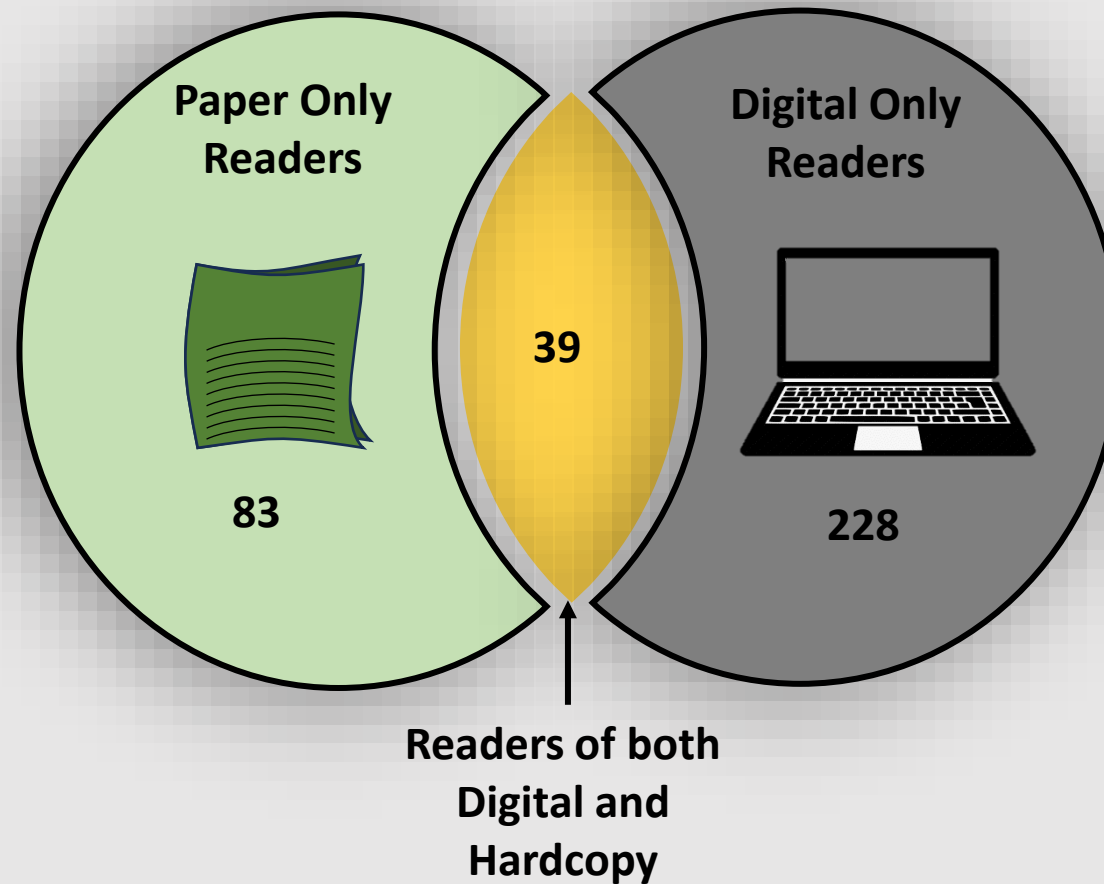
TOTAL (POTENTIAL) READERS 122,000



•DATA IS BASED ON PAST 24 HOURS READERSHIP OF A NEWSPAPER PUBLICATION
NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Interaction Hardcopy vs Digital Readership'000

TOTAL POTENTIAL READERS 10+ YEARS 2023: **350,000**



Note: Readership above is based on readership in the “past 24 hours”.

Hardcopy Readers

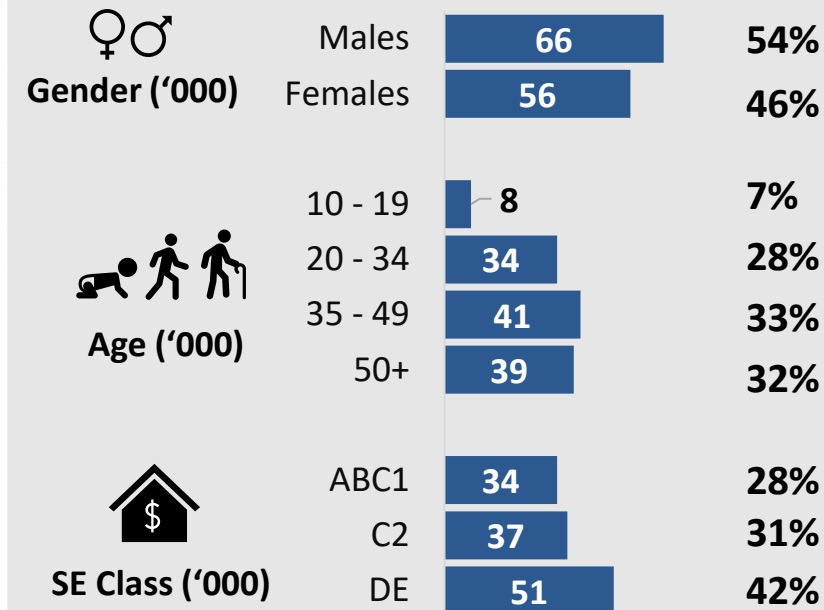


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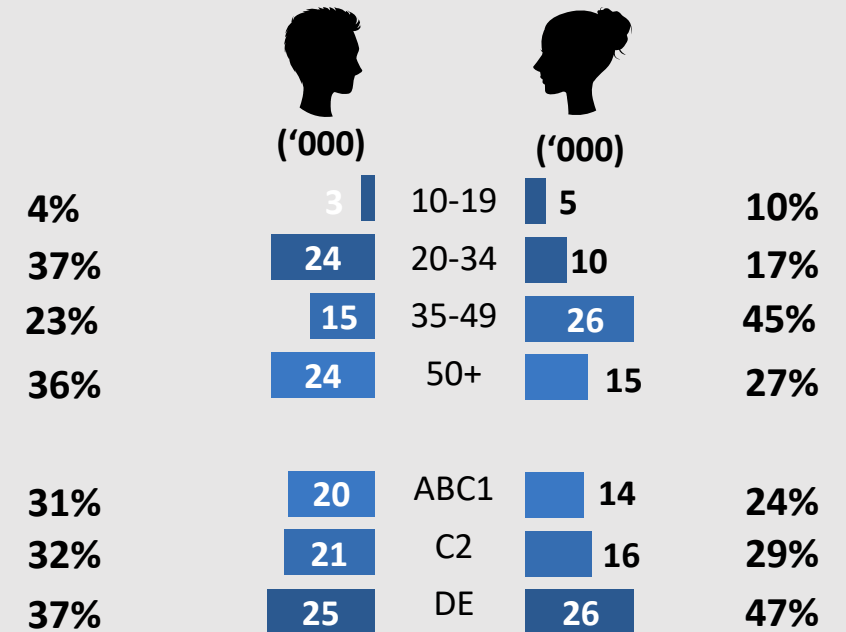
“Always asking questions, Always providing Answers”

Hardcopy Newspaper Readers – Who are they?

TOTAL (POTENTIAL) READERS 122,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	0	0	8
20 – 34	11	10	13
35 – 49	17	11	13
50+	6	16	17



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF A NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Hardcopy Newspaper Readers – Where are they?

RURAL ('000)

20 (16%)

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

URBAN ('000)

47 (39%)

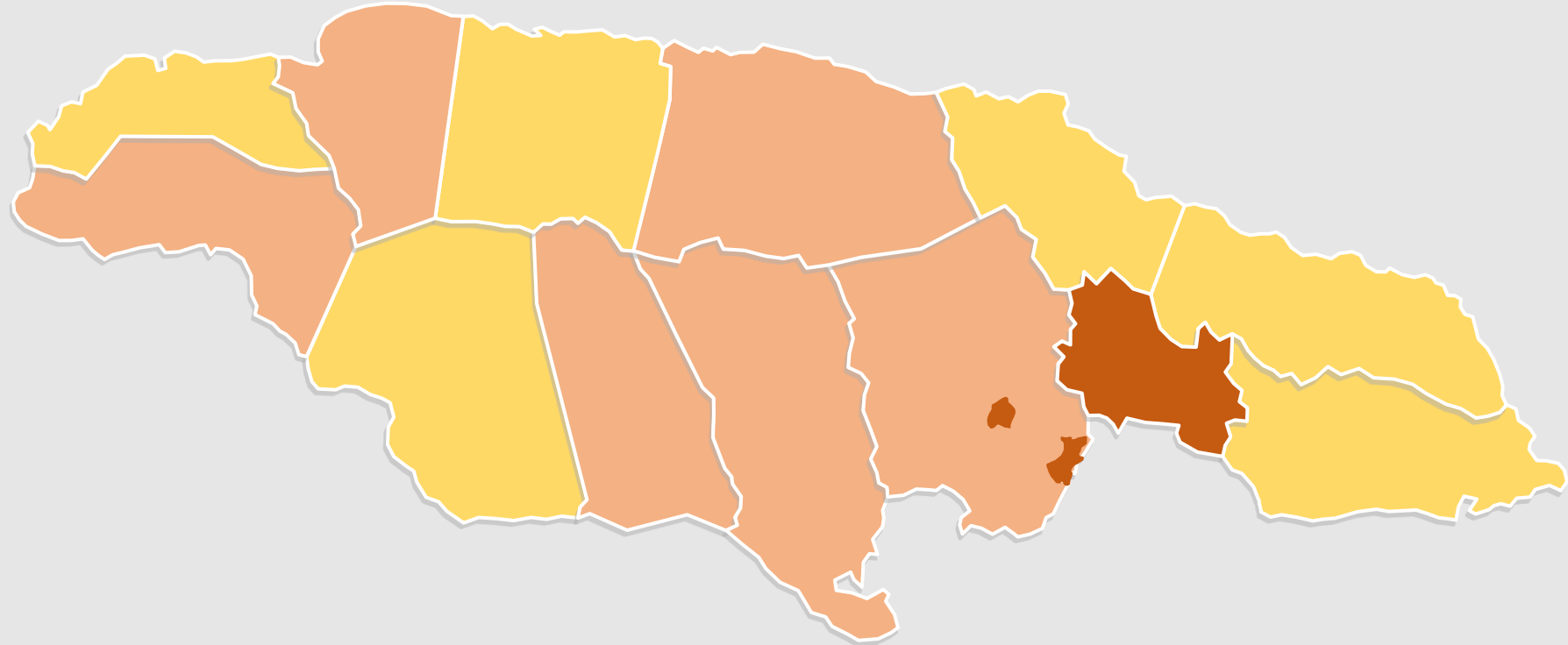
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

55 (45%)

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

TOTAL (POTENTIAL) READERS 122,000



•DATA IS BASED ON PAST 24 HOURS READERSHIP OF A NEWSPAPER PUBLICATION
NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING

Digital (eNews) Readers

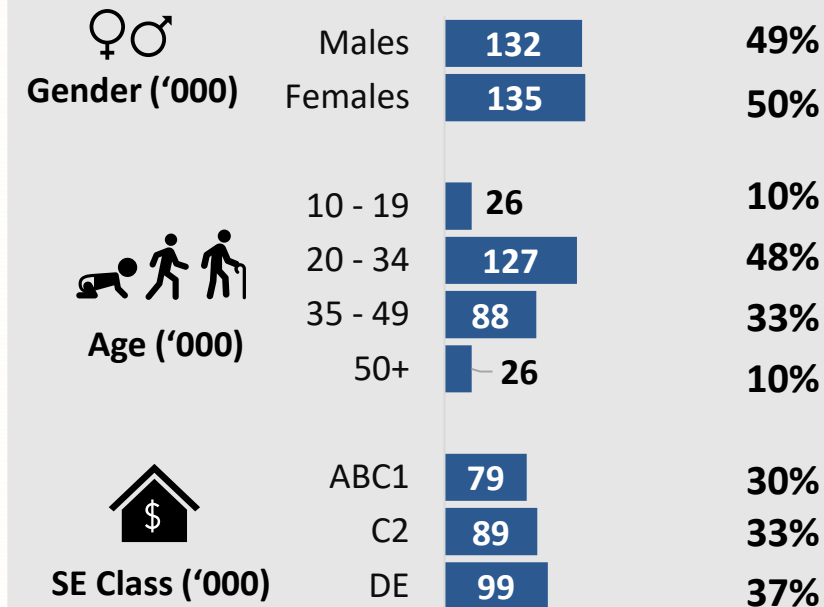


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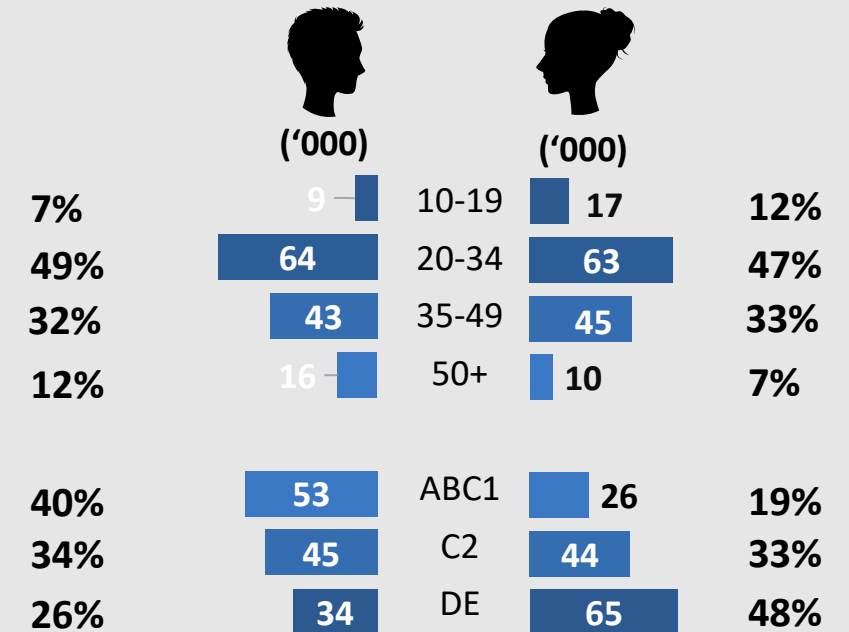
“Always asking questions, Always providing Answers”

E-Newspaper Readers – Who are they?

TOTAL (POTENTIAL) READERS 267,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	1	8	17
20 – 34	34	44	49
35 – 49	36	26	26
50+	8	11	7



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

E-Newspaper Readers – Where are they?

RURAL ('000)

52 (20%)

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

URBAN ('000)

107 (40%)

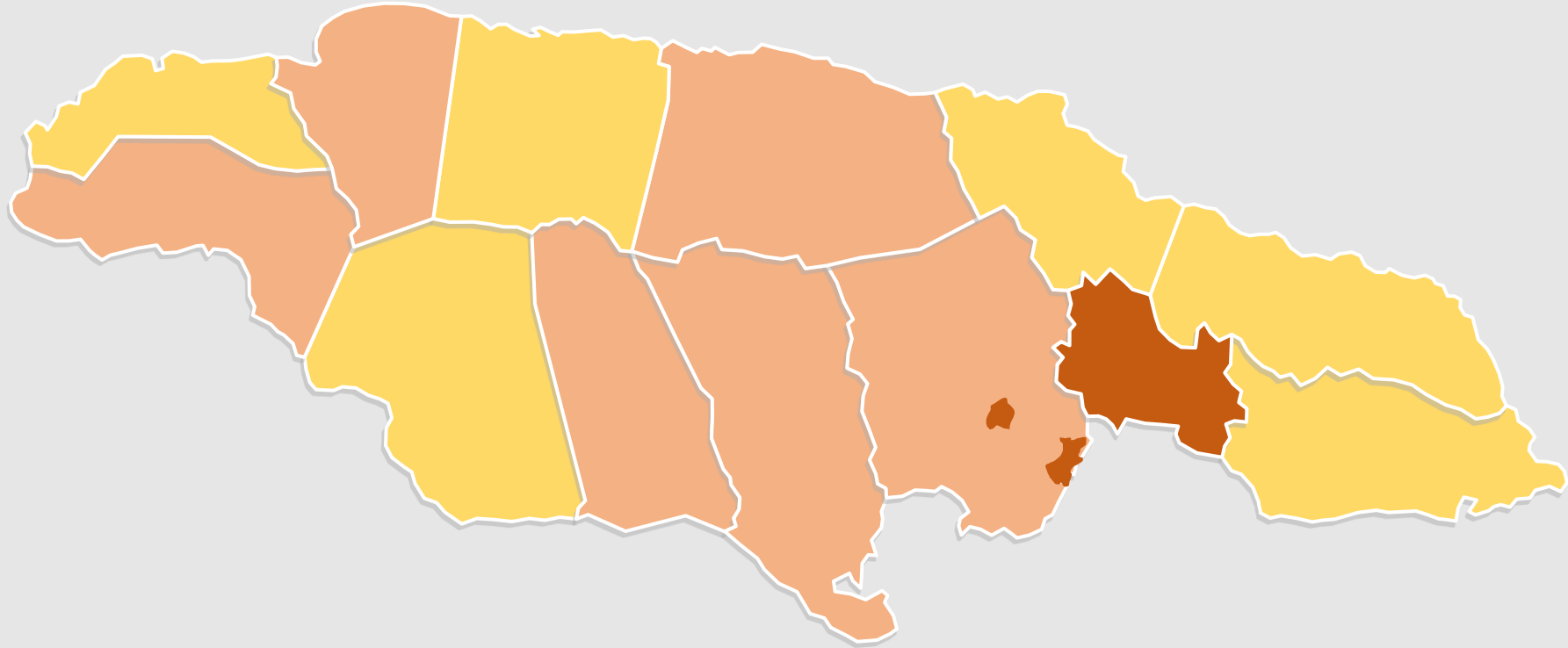
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

108 (40%)

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

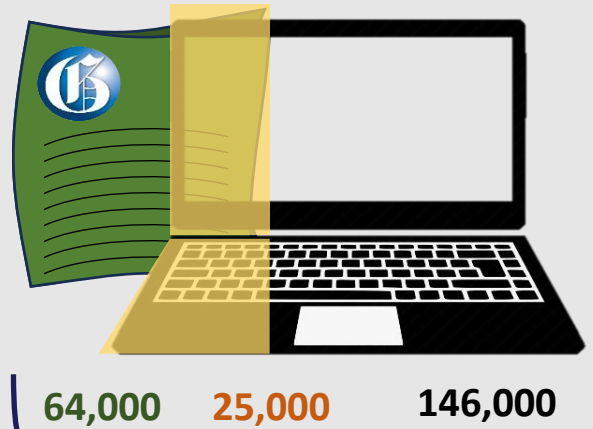
TOTAL (POTENTIAL) READERS 267,000



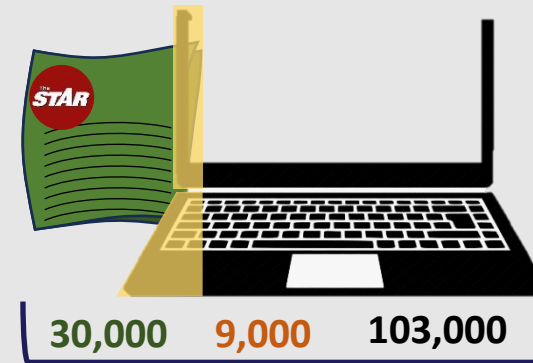
•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Newspaper Readership Hardcopy vs Digital By Publication '000

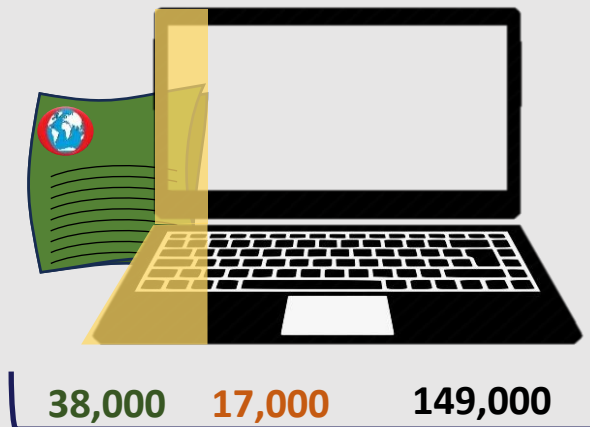
Sunday
Gleaner



The
Star



Sunday
Observer



- Reads Hardcopy Only
- Reads Both Hardcopy & Digital
- Reads Both Digital Only

Note: Readership above is based on readership in the “past 24 hours”.

Readership in '000 of Hardcopy Newspaper Publications (Past 24 Hours)

TOTAL POTENTIAL READERS 10+ YEARS 2023: 122,000

	The Gleaner '000	The Observer '000	The Star '000	All Others'000
Sunday	24	11		Western Mirror 48
Monday	37	25	11	Children's Own 40
Tuesday	35	30	15	Observer West 24
Wednesday	29	23	22	Youth Link 15
Thursday	21	21	15	Jamaica Weekly 9
Friday	33	31	11	Observer North 6
Saturday	19	23	17	Obsever South 5
				Observer Central 3
				The Learning... 3
				Track & Pool 2
				Freedom Reign 1
				Other 1

Sunday Newspapers

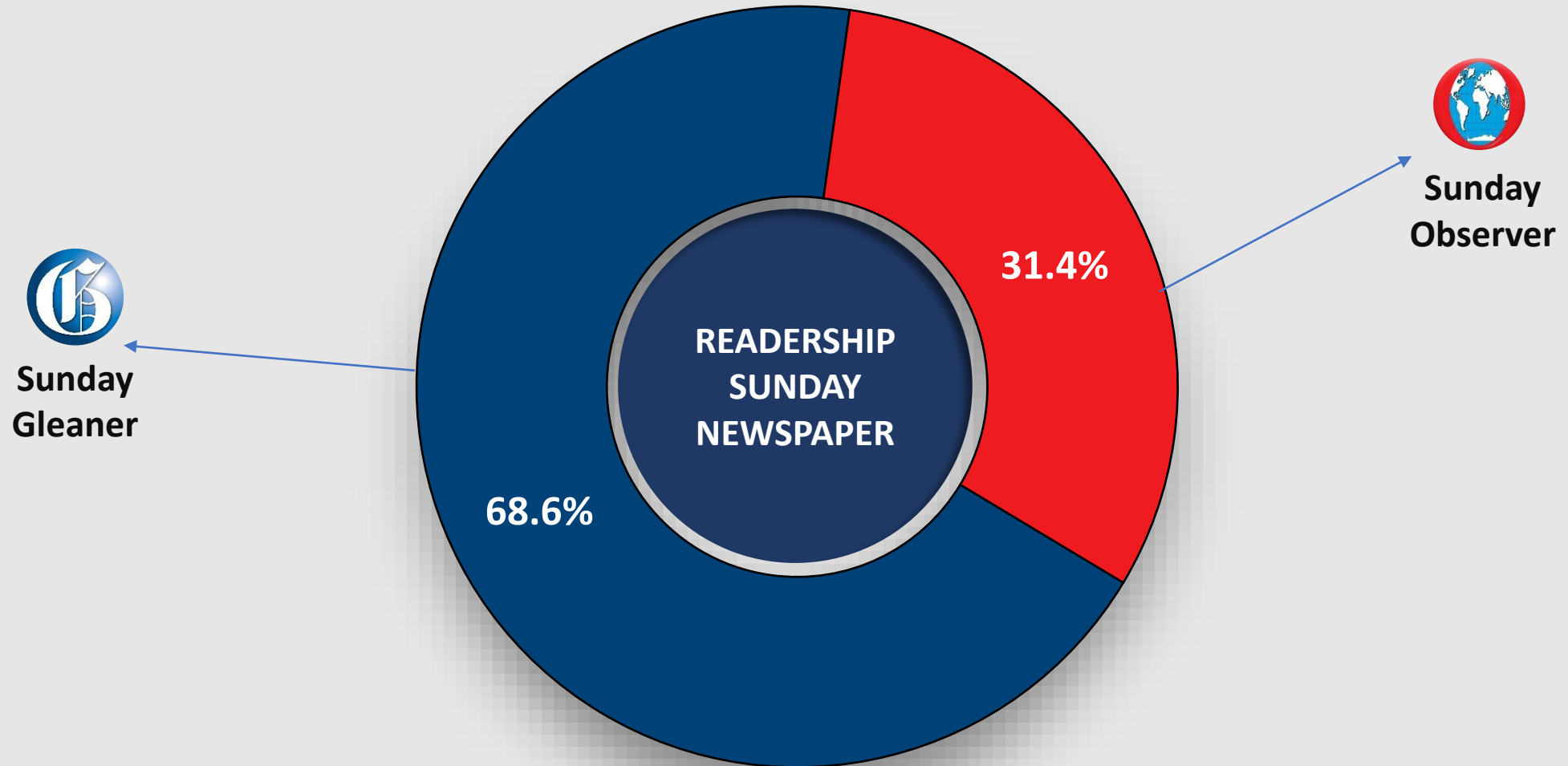


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Share of Readership 2023 Sunday Newspaper (Hardcopy + Digital)

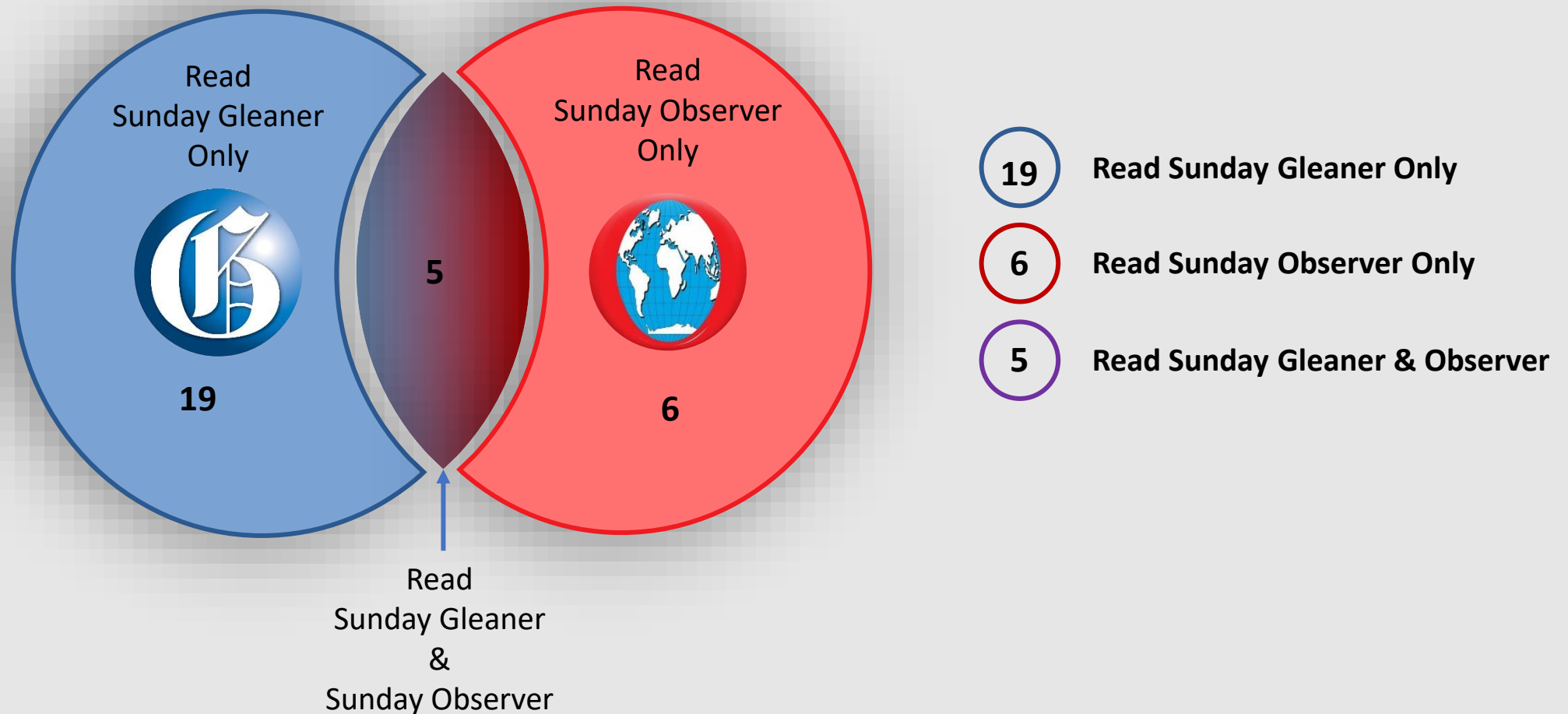
TOTAL NUMBER OF DIFFERENT READERS (REACH) OF SUNDAY
NEWSPAPER 10+ YEARS 2023: **30,000**



Note: Share above is based on readership in the "last 24 hours" of each Sunday Newspaper.

Interaction – Sunday Newspapers (‘000)

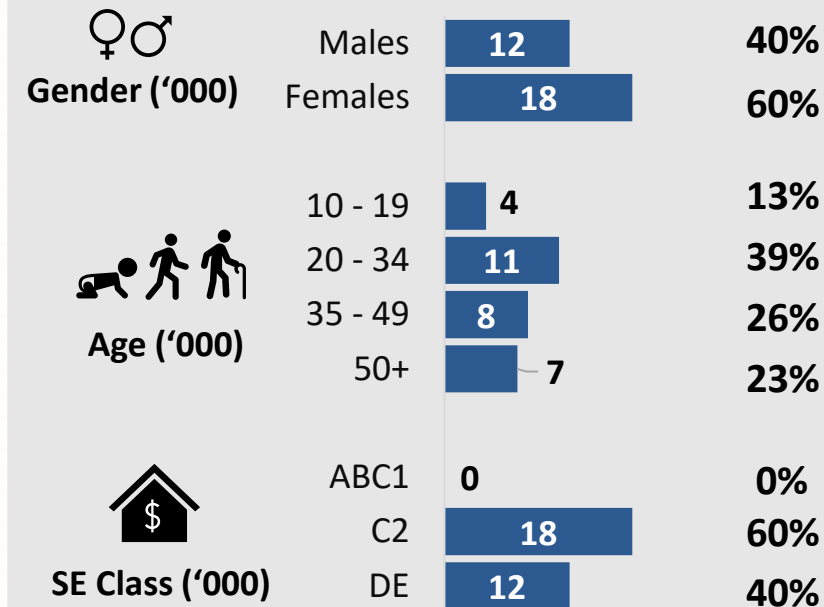
TOTAL POTENTIAL READERS 10+ YEARS 2023: **30,000**



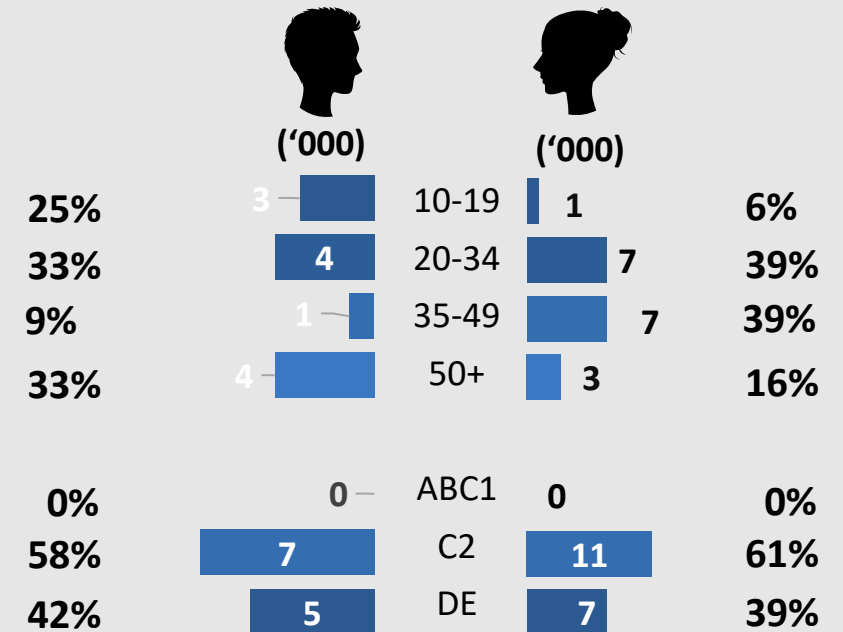
The above represents the total number of different readers of each publication

Sunday Newspaper Readers – Who are they?

TOTAL (POTENTIAL) READERS 30,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 - 19	0	2	2
20 - 34	0	8	3
35 - 49	0	4	4
50+	0	4	3



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

E-Newspaper Readers – Where are they?

RURAL ('000)

0 (0%)

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

URBAN ('000)

11 (37%)

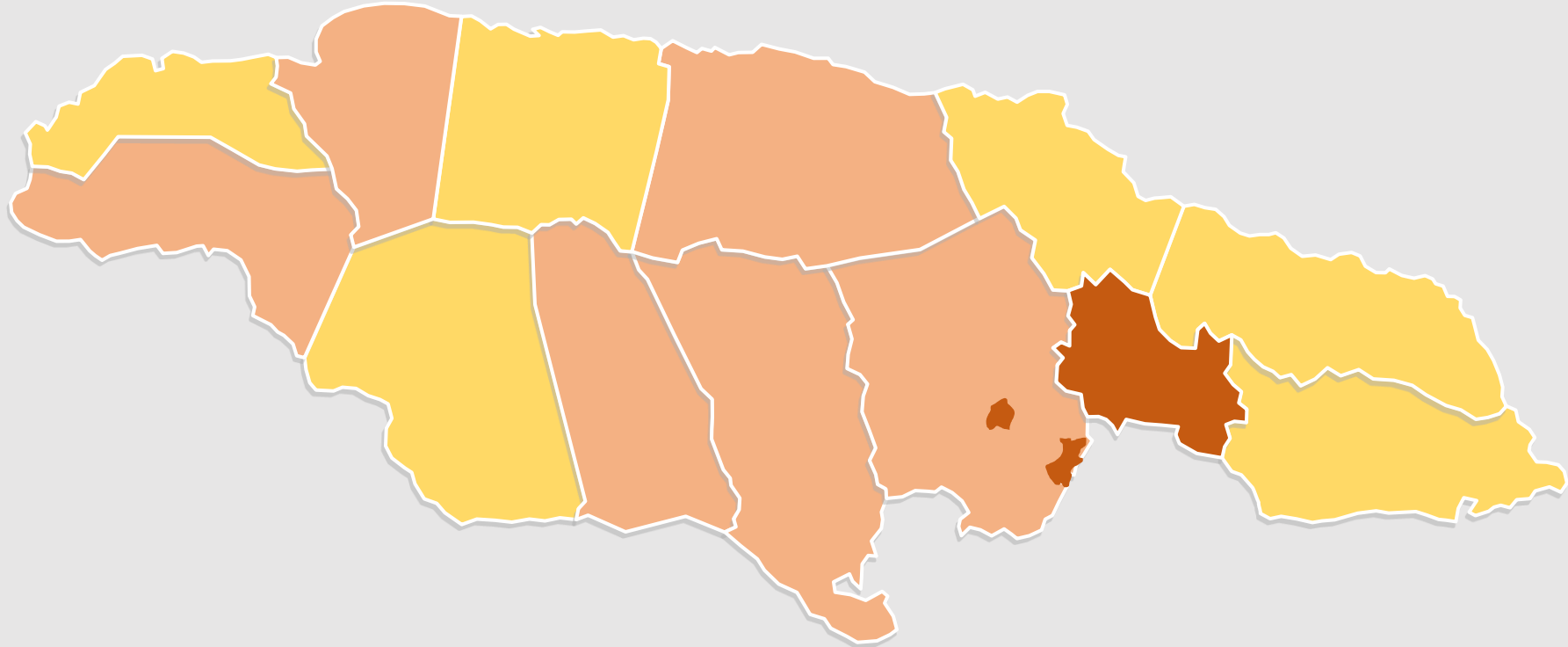
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

19 (63%)

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

TOTAL (POTENTIAL) READERS 30,000



•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Morning Daily Newspapers

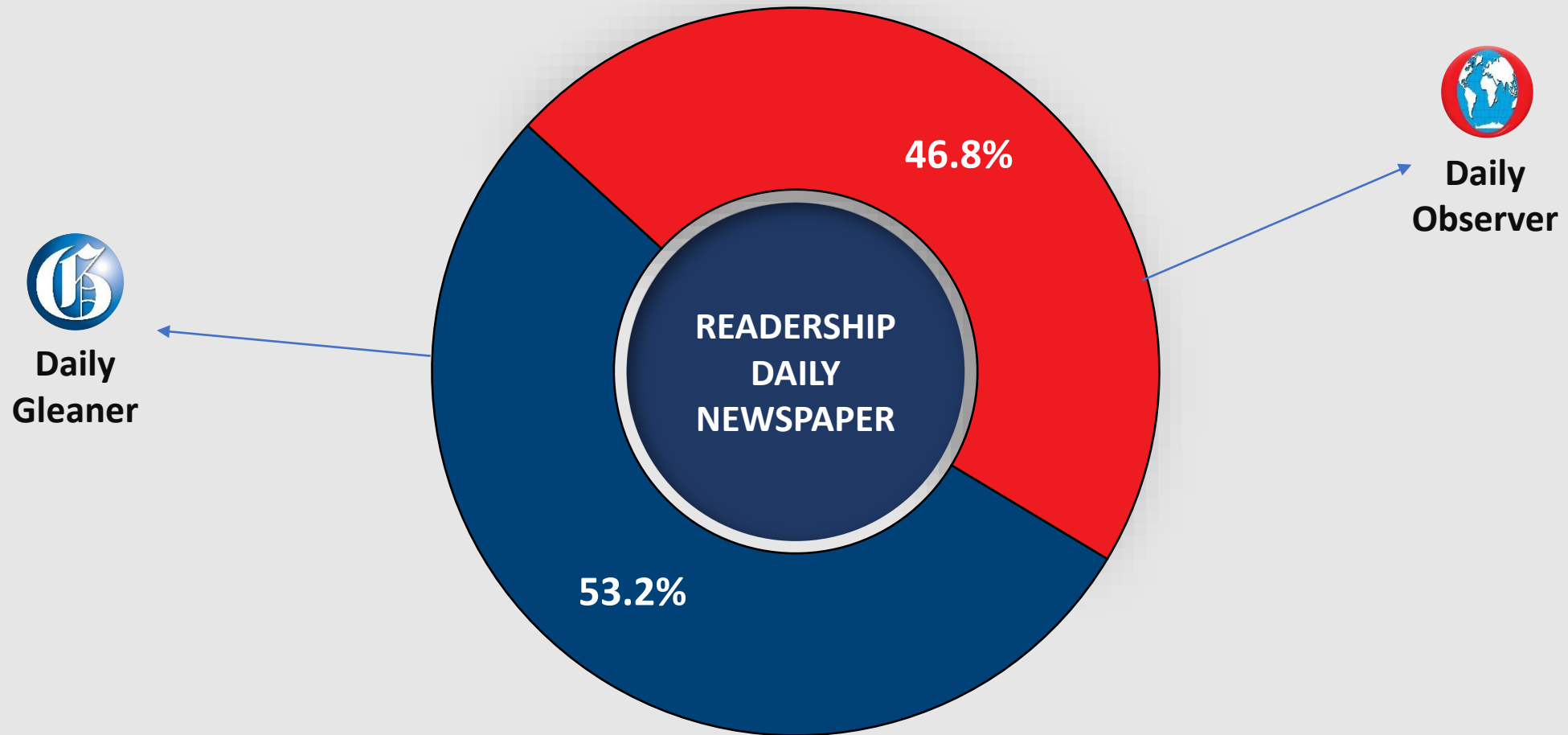


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“Always asking questions, Always providing Answers”

Share of Readership 2023 (Hardcopy + Digital Morning Daily Newspaper)

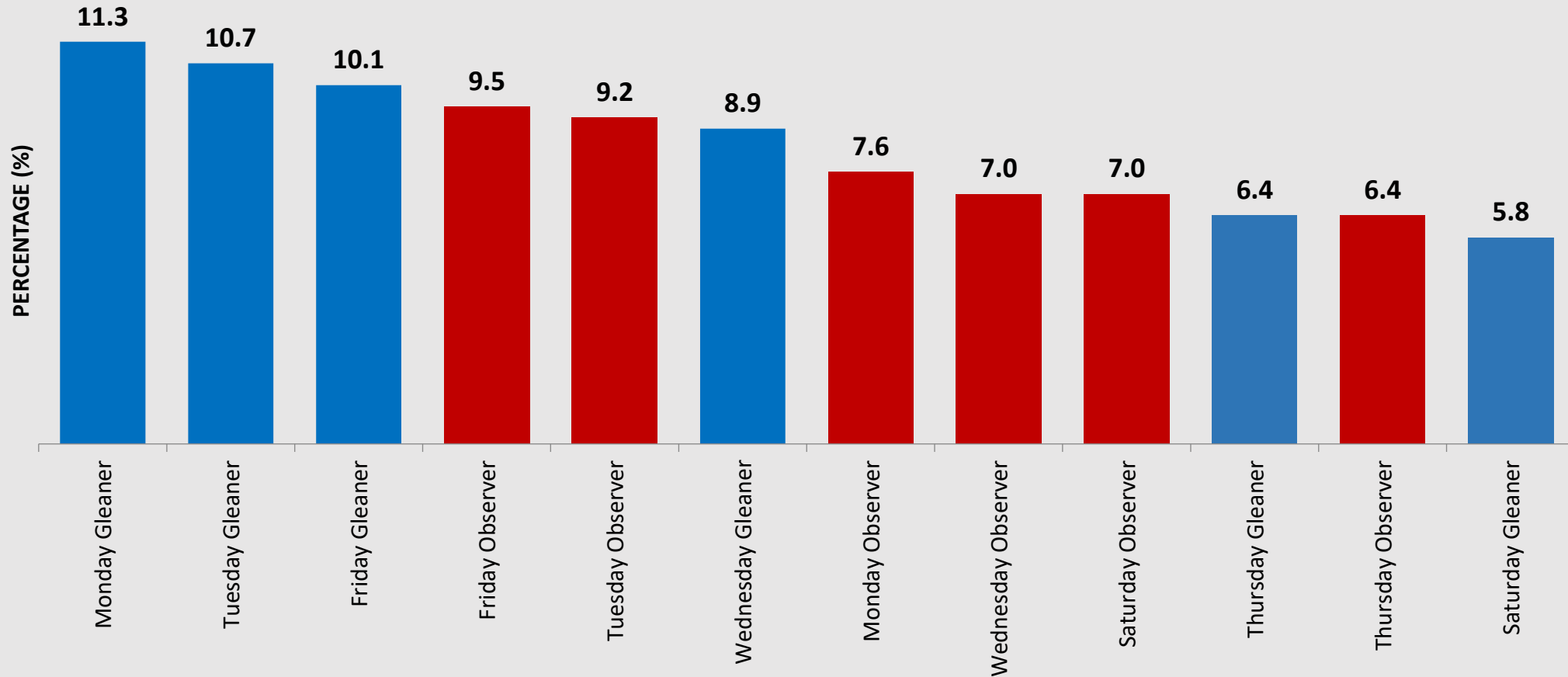
TOTAL NUMBER OF DIFFERENT READERS (REACH) OF
MORNING NEWSPAPER 10+ YEARS 2023: **264,000**



Note: Share above is based on readership for the “past 24 hours” of each day’s morning newspaper publication by Gleaner and Observer respectively.

Share of Readership 2023 (Morning Newspaper)

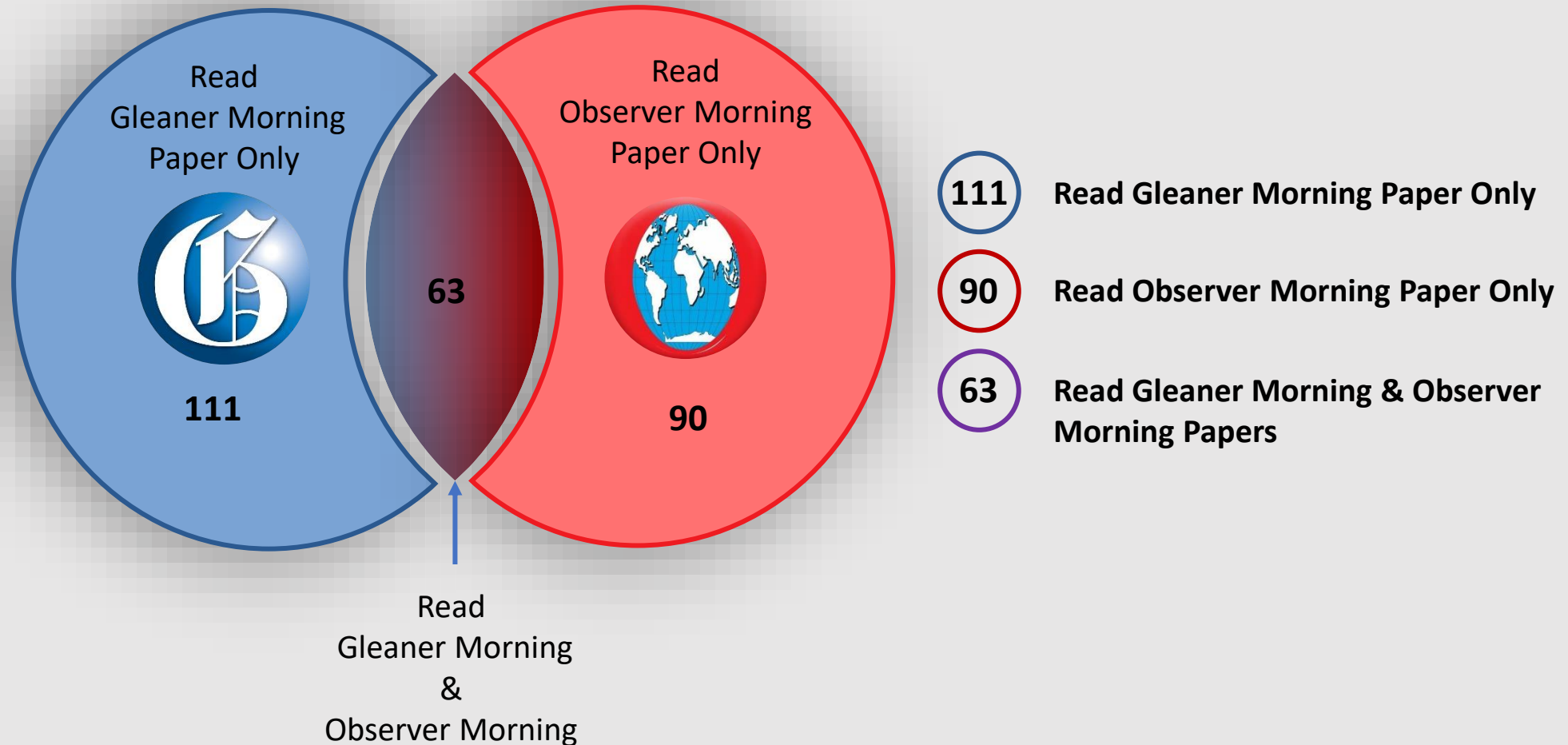
**TOTAL NUMBER OF DIFFERENT READERS (REACH) OF
MORNING NEWSPAPER 10+ YEARS 2023: 264,000**



Note: Share above is based on past 24-hour readership for each day's newspaper (hardcopy and digital).

Interaction – Morning Newspapers Monday to Saturday ('000)

TOTAL POTENTIAL READERS 10+ YEARS 2023: 264,000



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

Interaction – Morning Newspapers (‘000)

TOTAL POTENTIAL READERS 10+ YEARS 2023: 264,000

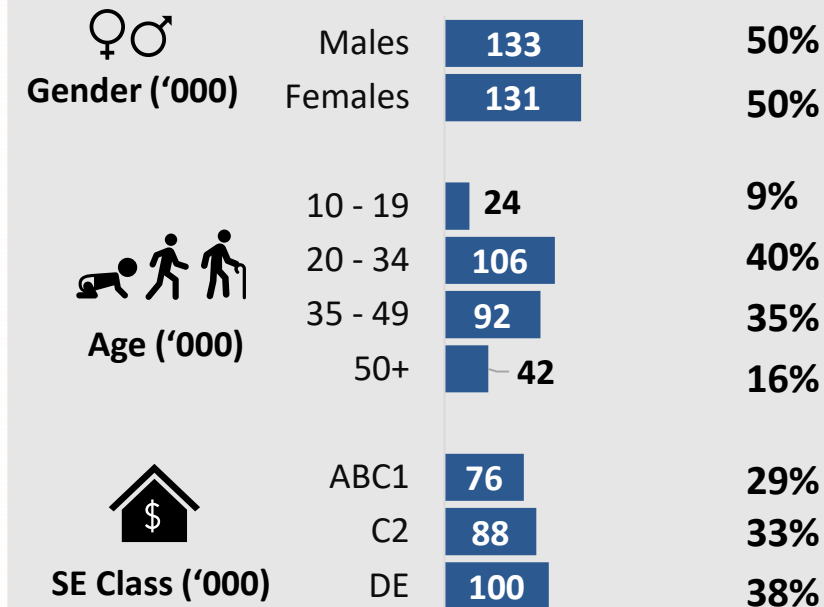
				Total Combined Readers
MONDAY	27	10	15	62
TUESDAY	23	14	16	65
WEDNESDAY	19	10	13	52
THURSDAY	14	7	14	42
FRIDAY	17	16	15	64
SATURDAY	13	6	17	42

■ Gleaner Only ■ Both ■ Observer Only

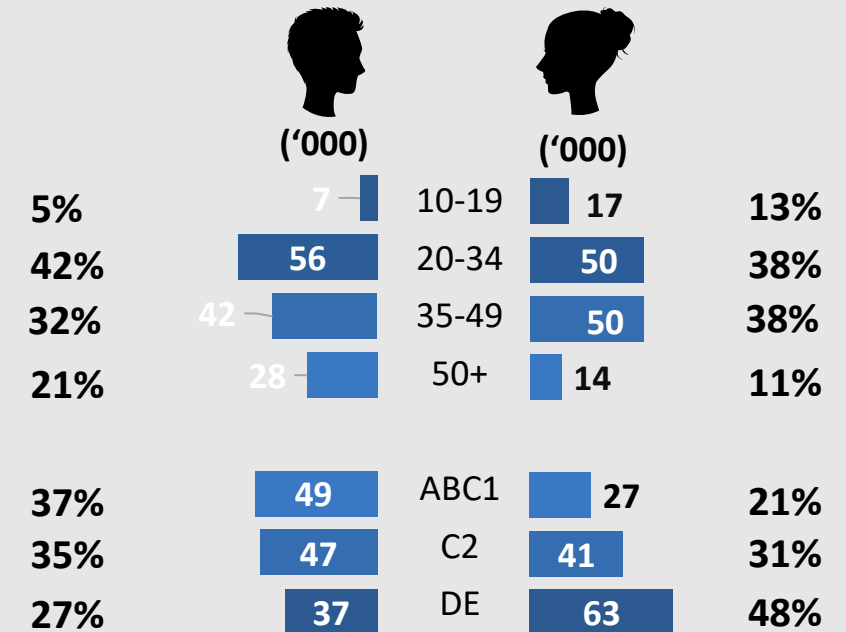
The above represents the total number of different readers of each publication

Morning Daily Newspaper Readers – Who are they?

TOTAL (POTENTIAL) READERS 264,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	0	4	20
20 – 34	28	39	39
35 – 49	37	27	28
50+	11	18	13



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Morning Newspaper Readers – Where are they?

RURAL ('000)

51 (19%)

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

URBAN ('000)

105 (40%)

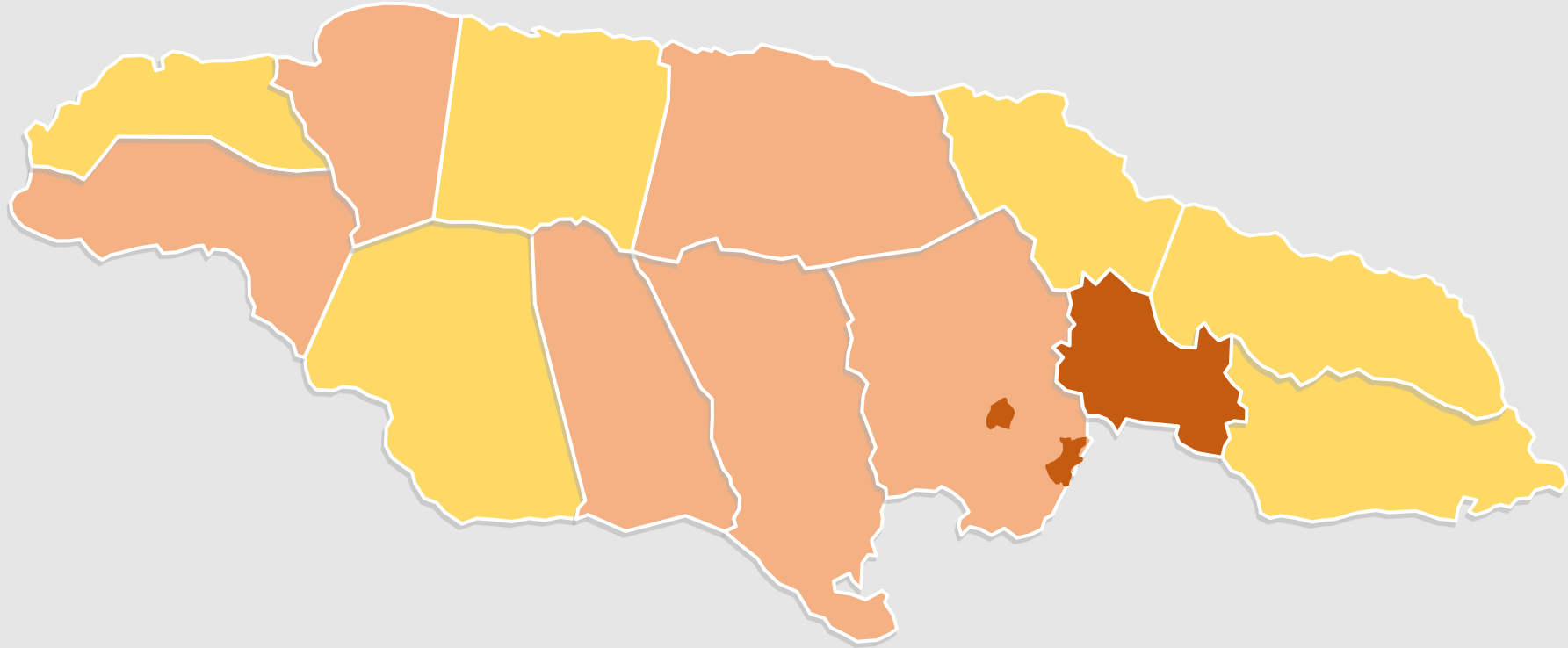
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

108 (41%)

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

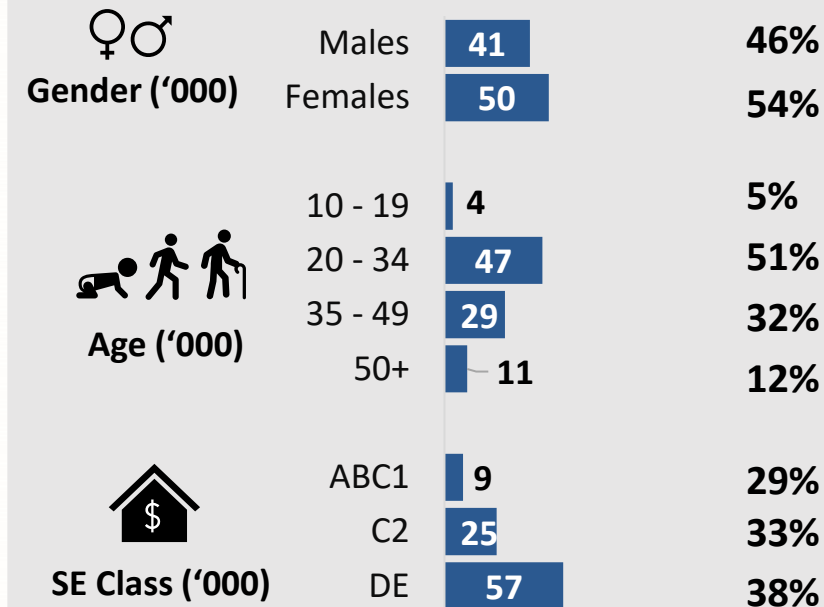
TOTAL (POTENTIAL) READERS 264,000



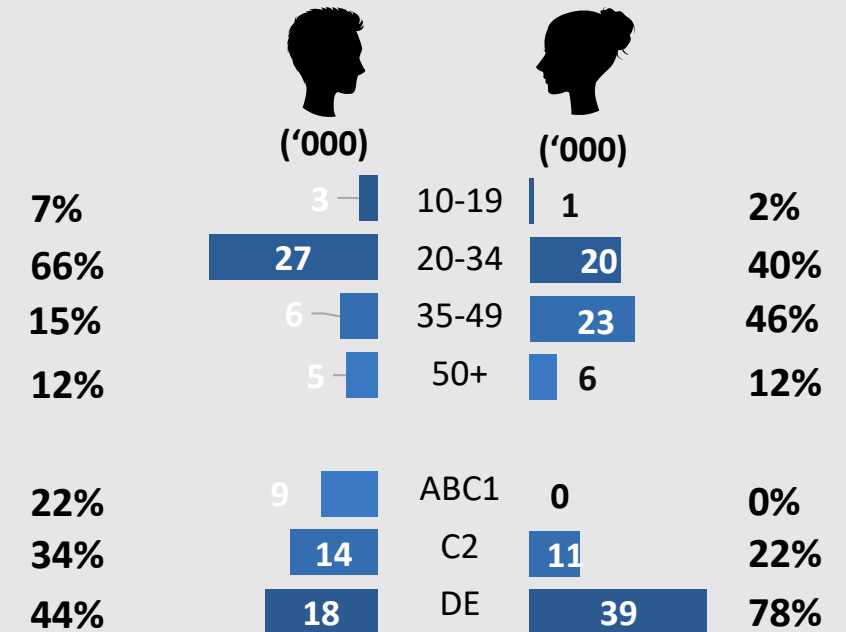
•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Evening Newspaper Readers – Who are they?

TOTAL (POTENTIAL) READERS 91,000



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	0	2	2
20 – 34	0	14	33
35 – 49	3	6	20
50+	6	3	2



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

•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Evening Newspaper Readers – Where are they?

RURAL ('000)

24 (26%)

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

URBAN ('000)

42 (46%)

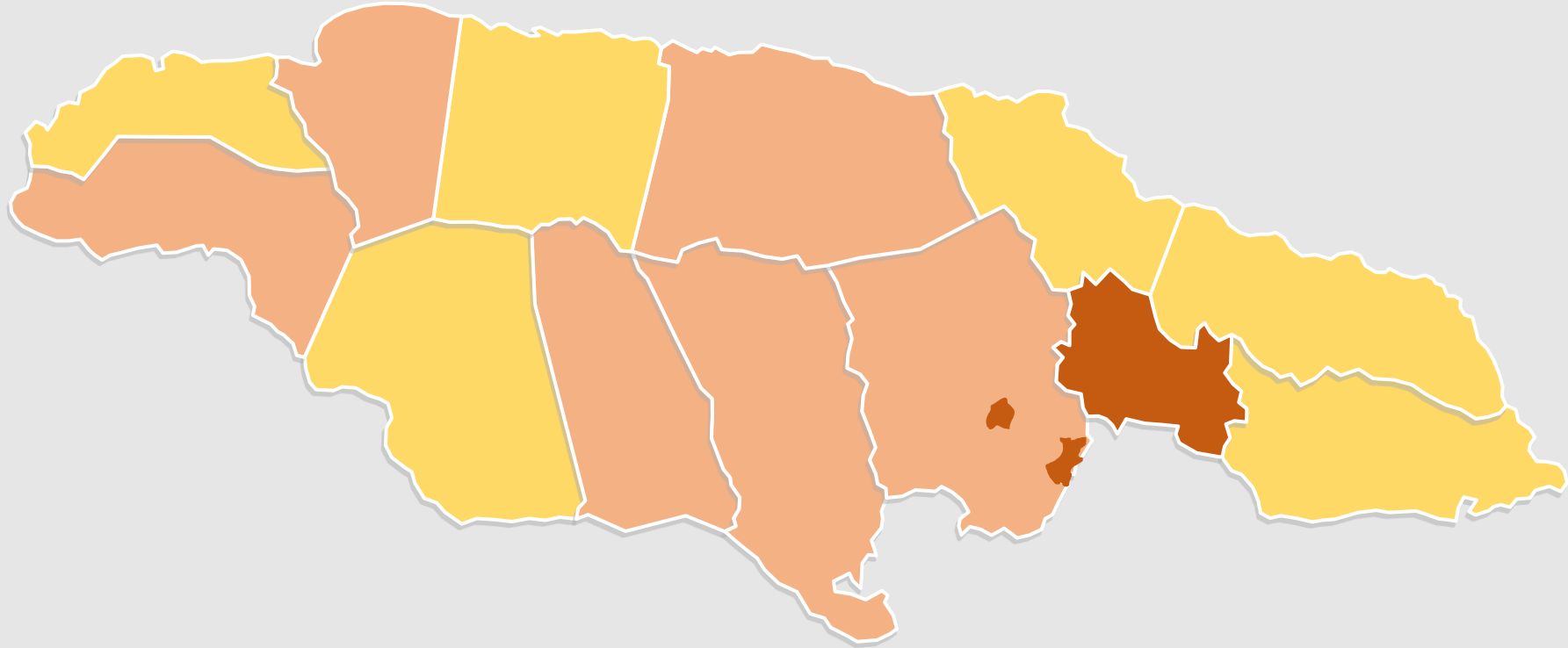
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

25 (28%)

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

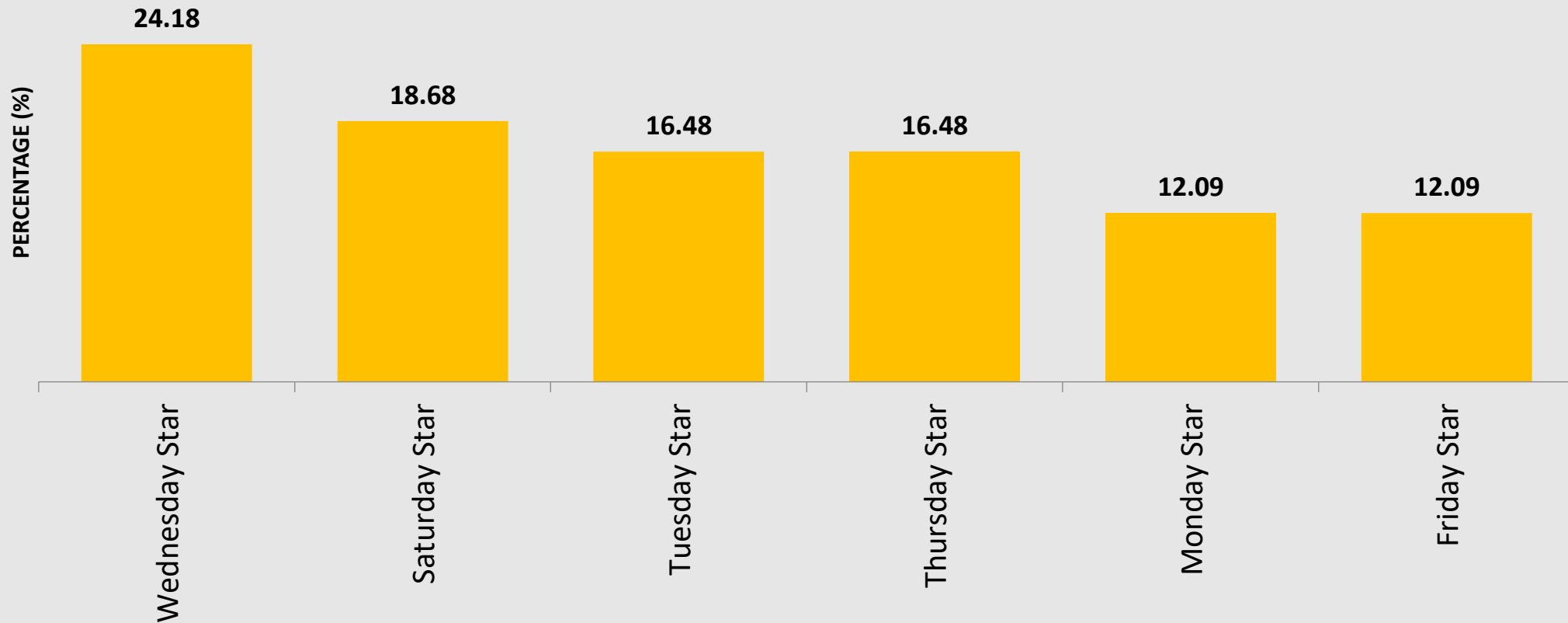
TOTAL (POTENTIAL) READERS 91,000



•DATA IS BASED ON PAST 24 HOURS READERSHIP OF AN ELECTRONIC NEWSPAPER PUBLICATION
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

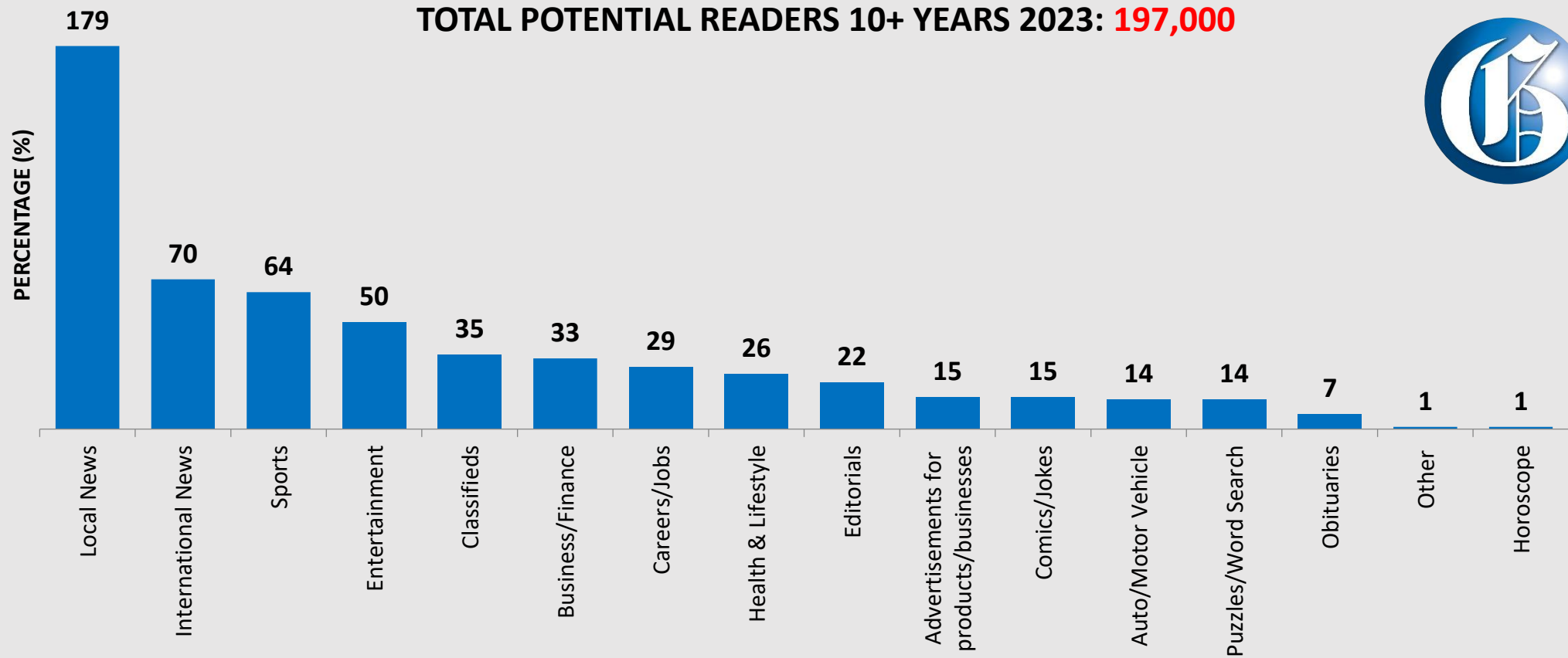
Share of Readership 2023 (Evening Newspaper)

TOTAL NUMBER OF DIFFERENT READERS (REACH) OF EVENING
NEWSPAPER 10+ YEARS 2023: **91,000**



Note: Share above is based on past 24-hour readership for each day's newspaper (hardcopy and digital).

Gleaner Sections (Sunday to Saturday) '000

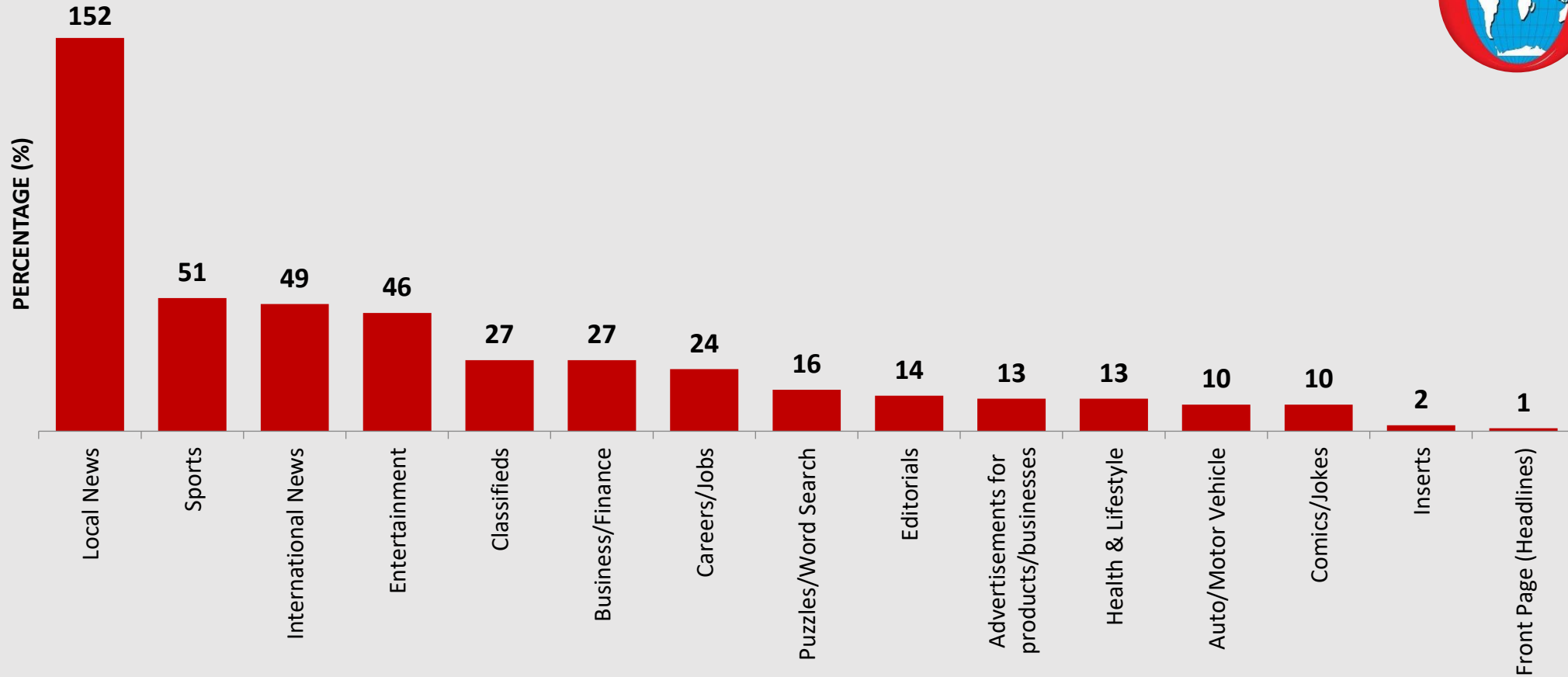


The following sections were read by less than 1,000 readers: Front page, Children's stories, Courthouse Stories, Dear Pastor, Educational topics, Magazine/Pullouts

Note: Based on past 24-hour readership for each day's newspaper (hardcopy and digital).

Observer Sections (Sunday to Saturday) '000

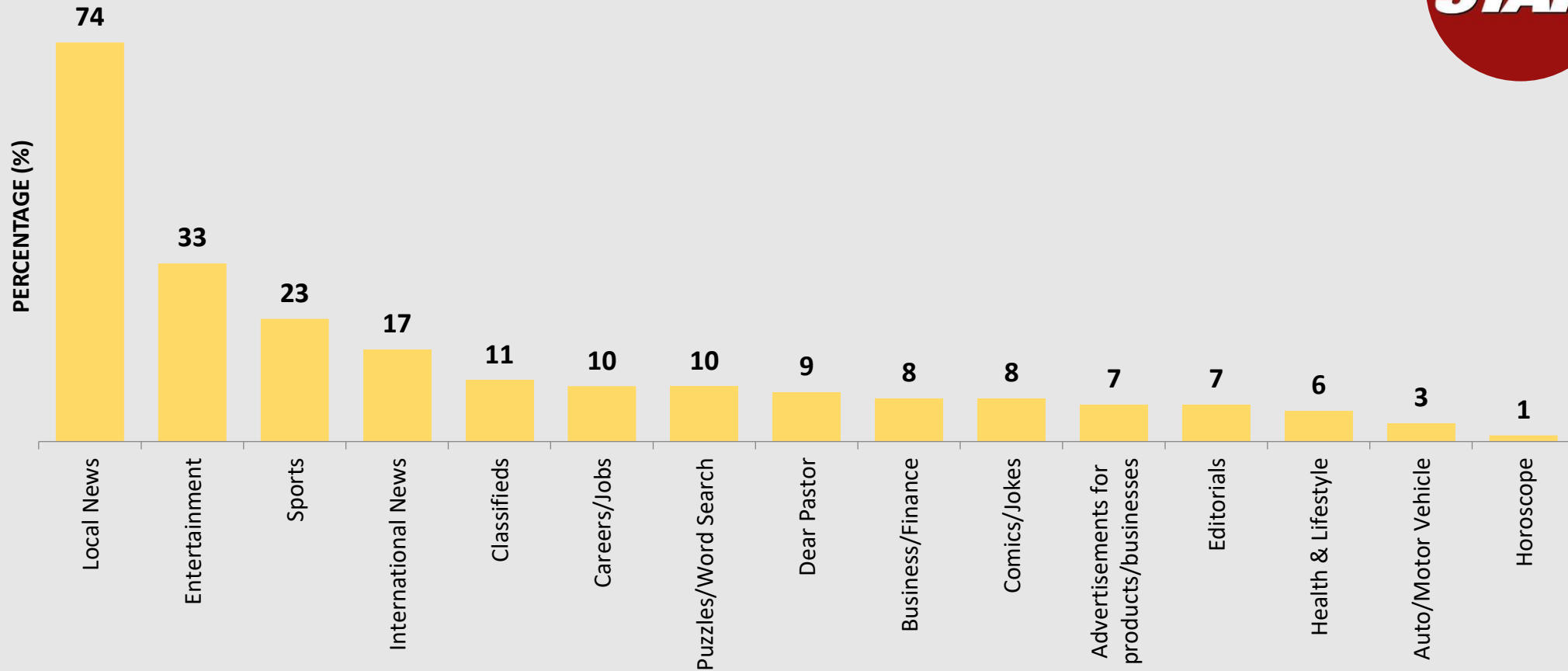
TOTAL POTENTIAL READERS 10+ YEARS 2023: **163,000**



Note: Based on past 24-hour readership for each day's newspaper (hardcopy and digital).

Star Sections (Sunday to Saturday) '000

TOTAL POTENTIAL READERS 10+ YEARS 2023: **91,000**



Note: Based on past 24-hour readership for each day's newspaper (hardcopy and digital).

Internet & Social Media

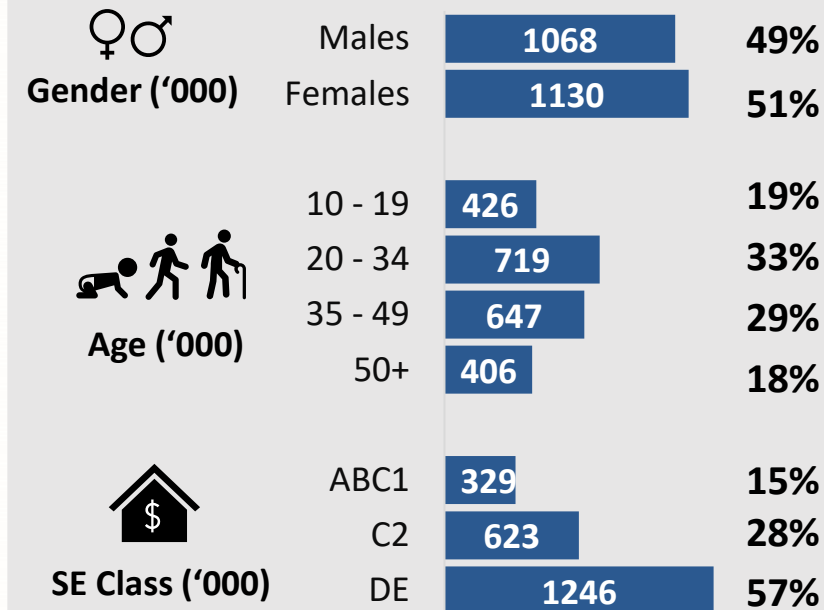


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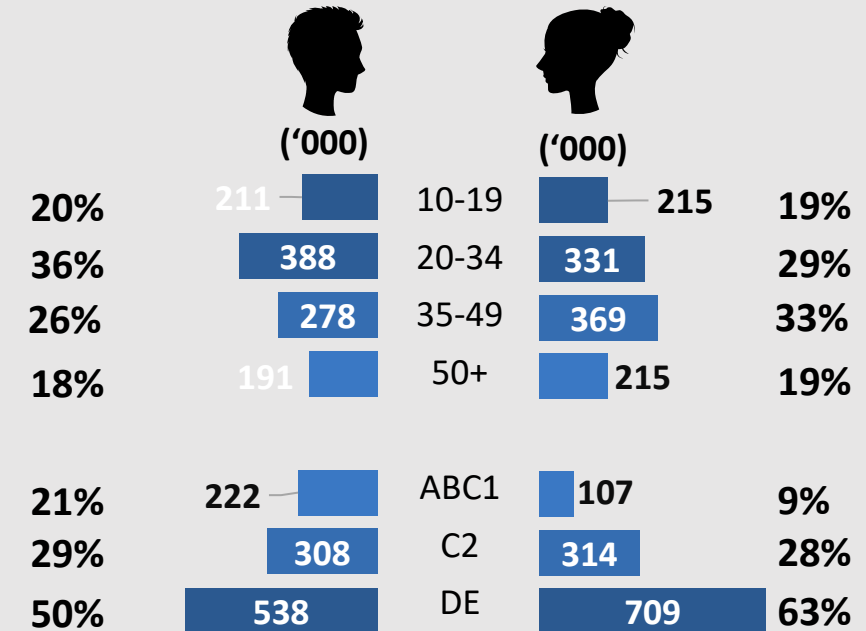
(Est.1975)

Internet Users – Who are they?

TOTAL (POTENTIAL) USERS 2,198,000 (↑14%)



	SE Class ('000)		
	🏠 \$		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	70	104	252
20 – 34	66	207	446
35 – 49	113	220	314
50+	80	92	234



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/WEIGHTING

Internet Users – Where are they?

RURAL ('000)

419 (19%)

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

URBAN ('000)

980 (45%)

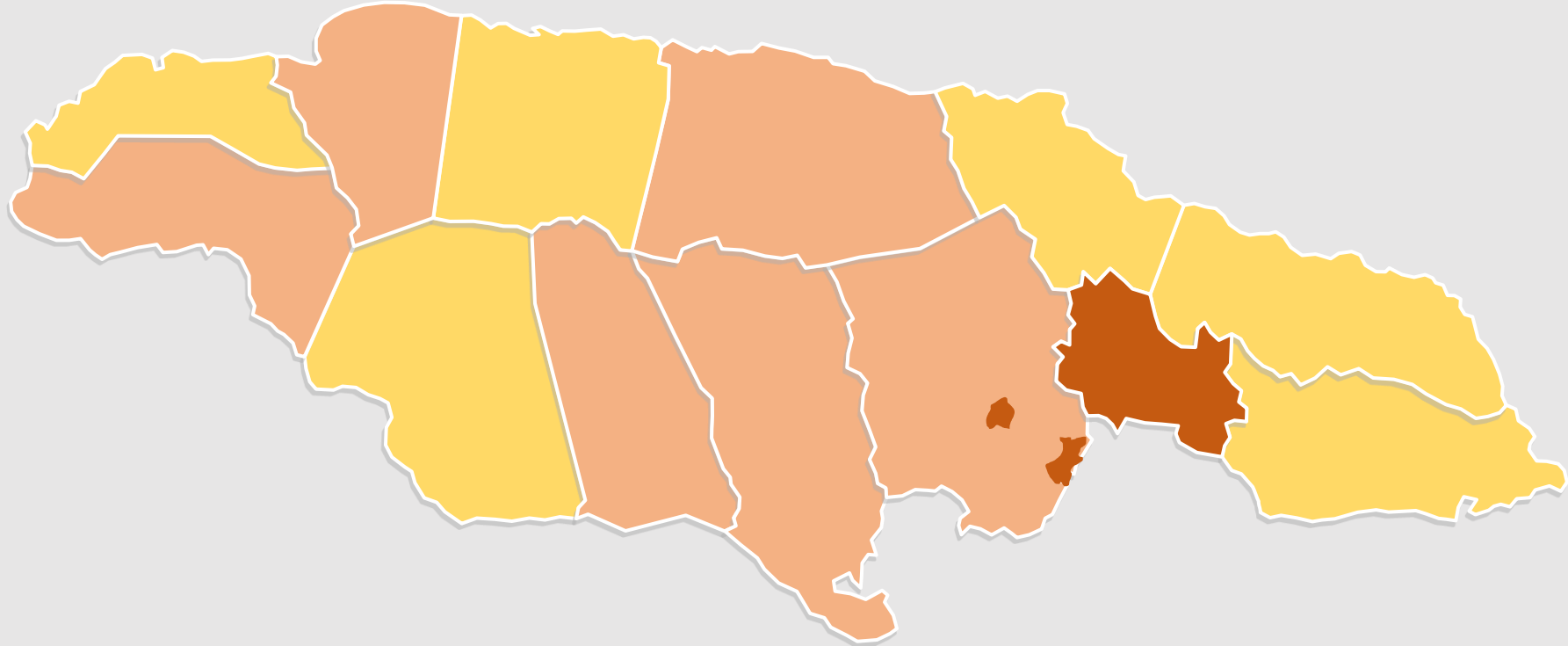
Urban: Other St.
Catherine, St. James,
St. Ann, Westmoreland,
Manchester, Clarendon

KMA ('000)

799 (36%)

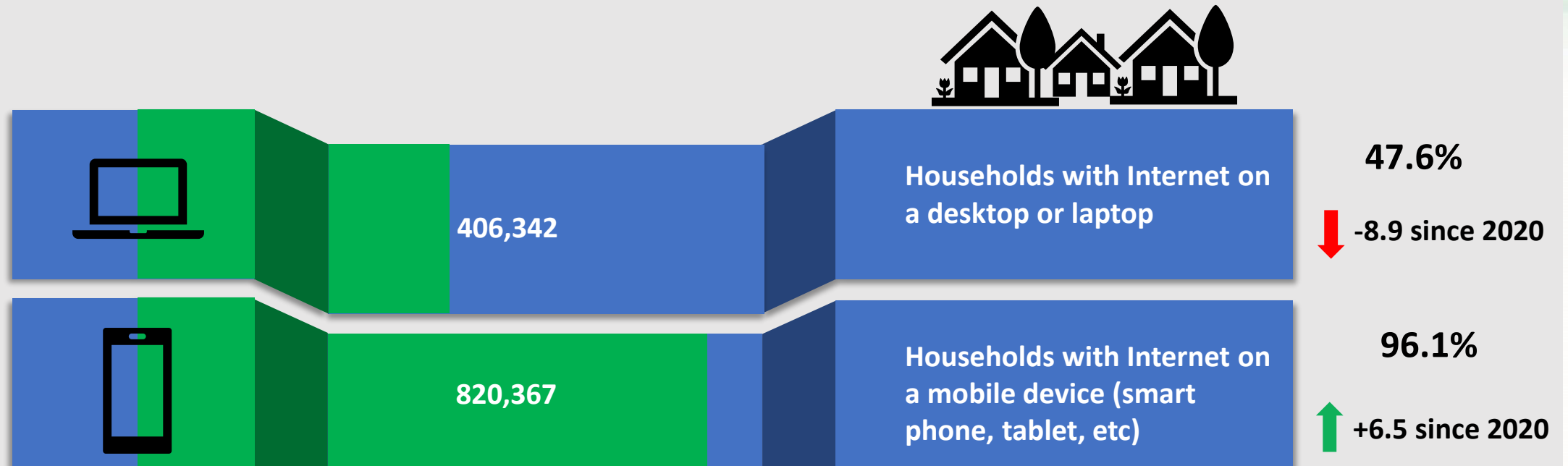
KMA: Kingston & St.
Andrew, Portmore,
Spanish Town

TOTAL (POTENTIAL) USERS 2,198,000 (↑14%)



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

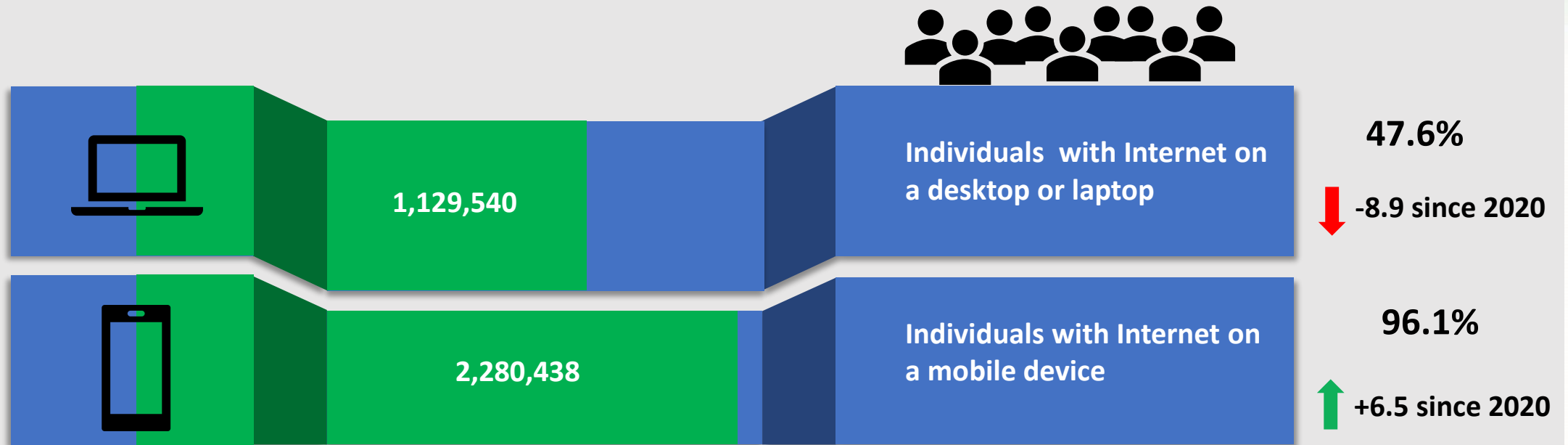
Estimates of Household with Fixed vs Mobile Device among Internet Users



The data above represent the total number of different households with internet on a desktop or laptop and internet on a mobile device.

Total household population 853,660 (Source: Statin 2019)

Estimates of Persons with Fixed vs Mobile Device among Internet Users

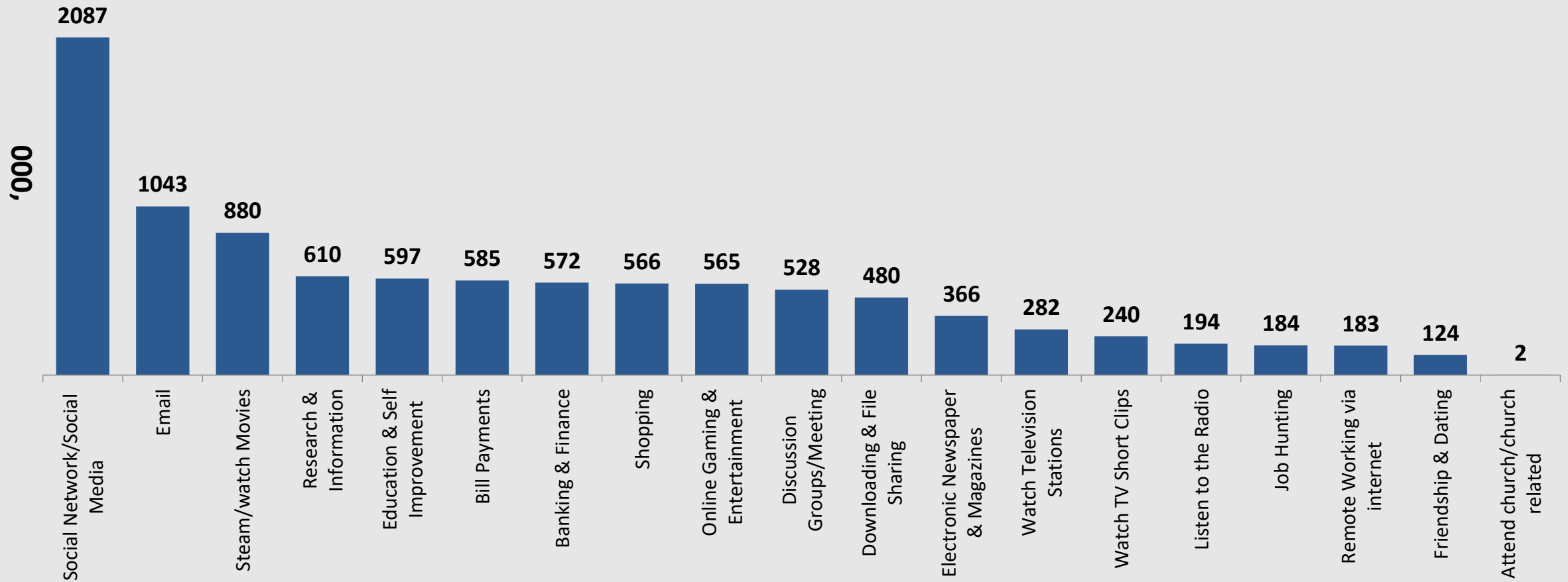


The data above represent the total number of persons with a working desktop or laptop computer at home or a mobile device with internet.

Total 10+ years population estimate 2,372,984 (Source: Statin 2019)

What is the internet EVER used for

TOTAL POTENTIAL USERS 2023: **2,198,000**



What is the internet EVER used for by Demographics '000

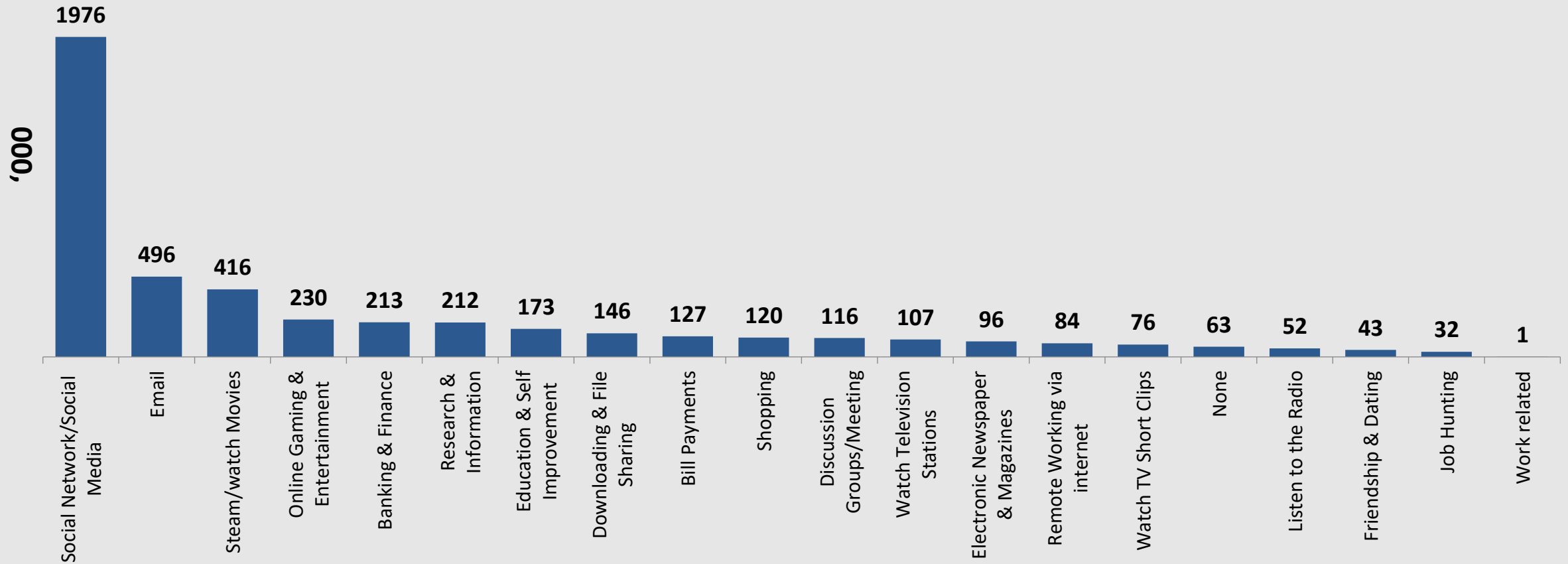
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20–34 Yrs)	Adults (35–49 Yrs)	Adults (50+ Yrs)	Total
Social Network/Social Media	1018	1066	410	680	622	391	2087
Email	479	557	185	444	321	106	1043
Stream/watch Movies	468	418	183	367	252	100	880
Research & Information	287	320	179	266	163	46	610
Education & Self Improvement	277	316	187	257	156	45	597
Bill Payments	270	311	15	297	189	55	585
Banking & Finance	261	306	46	280	185	46	572
Shopping	233	323	67	307	164	28	566
Online Gaming & Entertainment	322	252	206	226	150	39	565
Discussion Groups/Meeting	221	299	96	207	165	65	528
Downloading & File Sharing	255	229	119	232	129	26	480
Electronic Newspaper & Magazines	176	189	52	174	107	35	366
Watch Television Stations	141	141	50	97	86	50	282
Watch TV Short Clips	113	126	37	109	74	20	240
Listen to the Radio	104	92	27	61	79	21	194
Job Hunting	82	100	25	117	45	2	184
Remote Working via internet	85	96	17	86	63	12	183
Friendship & Dating	63	61	37	60	31	6	124
Attend church/church related	<1	2	<1	<1	1	1	2

What is the internet EVER used for by Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social Network/Social Media	326	603	1182	778	904	404	2087
Email	253	349	514	468	398	180	1043
Steam/watch Movies	149	258	491	431	325	133	880
Research & Information	196	190	299	285	247	88	610
Education & Self Improvement	190	184	295	286	223	93	597
Bill Payments	209	246	218	298	219	78	585
Banking & Finance	209	228	223	287	207	84	572
Shopping	174	223	235	263	202	102	566
Online Gaming & Entertainment	120	156	317	301	197	76	565
Discussion Groups/Meeting	152	183	247	297	146	86	528
Downloading & File Sharing	146	146	242	246	178	65	480
Electronic Newspaper & Magazines	111	133	164	203	122	47	366
Watch Television Stations	47	89	151	113	127	46	282
Watch TV Short Clips	57	85	114	129	85	30	240
Listen to the Radio	54	74	84	77	95	26	194
Job Hunting	44	51	101	97	61	27	184
Remote Working via internet	57	68	79	99	71	18	183
Friendship & Dating	32	26	76	69	39	18	124
Attend church/church related	<1	1	1	1	<1	1	2

What was internet used for YESTERDAY

TOTAL POTENTIAL USERS 2023: **2,198,000**



What was the internet used for YESTERDAY by Demographics '000

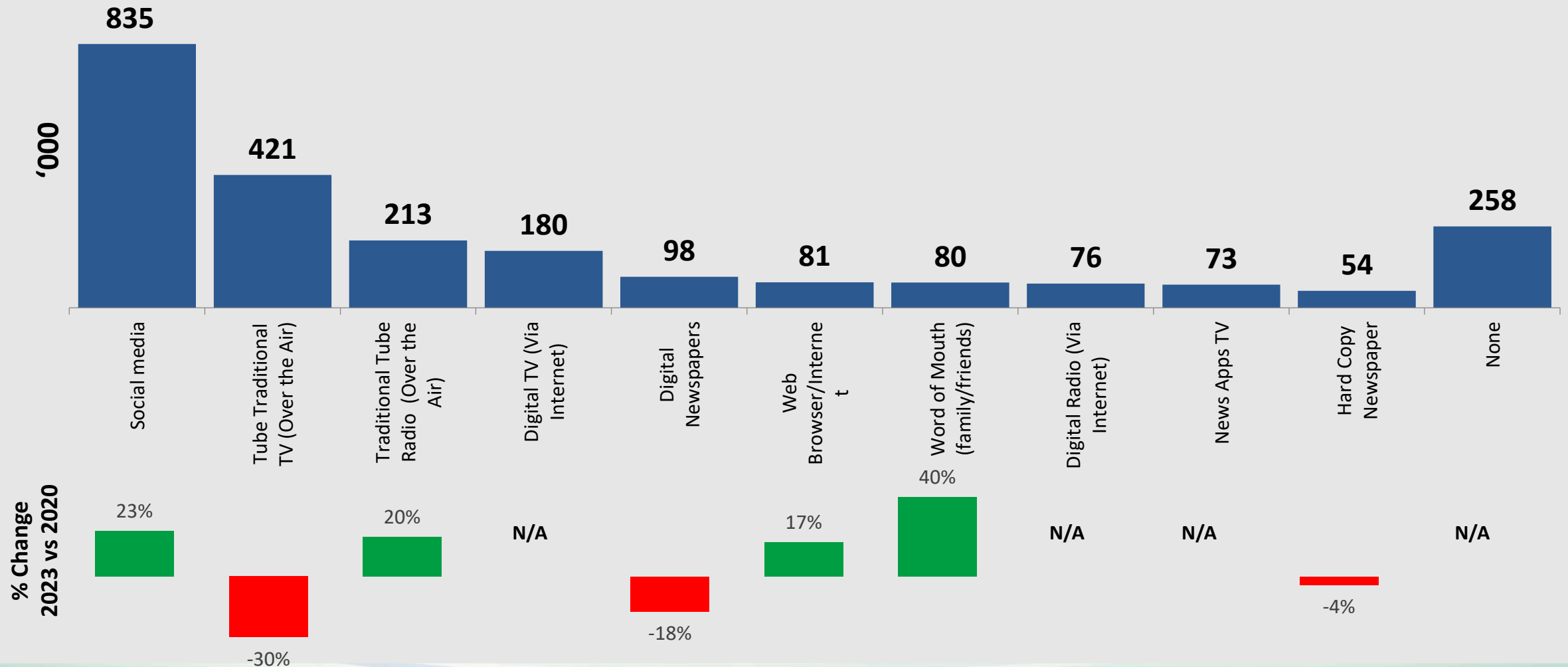
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Total
Social Network/Social Media	969	1006	375	646	593	370	1976
Email	226	266	50	239	162	37	496
Stream/watch Movies	208	209	89	193	109	41	416
Online Gaming & Entertainment	148	90	114	91	46	18	230
Banking & Finance	104	109	13	115	66	13	213
Research & Information	97	114	73	95	53	11	212
Education & Self Improvement	71	99	58	79	42	11	173
Downloading & File Sharing	88	61	33	85	32	5	146
Bill Payments	47	77	2	73	38	8	127
Shopping	41	75	12	71	34	3	120
Discussion Groups/Meeting	50	64	21	47	39	10	116
Watch Television Stations	45	60	10	32	30	31	107
Electronic Newspaper & Magazines	41	53	6	48	30	9	96
Remote Working via internet	36	47	13	42	21	9	84
Watch TV Short Clips	36	40	15	38	17	9	76
None	30	33	17	13	16	18	63
Listen to the Radio	30	24	10	12	19	11	52
Friendship & Dating	25	19	17	22	8	2	43
Job Hunting	16	16	2	24	6	1	32
Work related	<1	1	<1	1	<1	<1	1

What is the internet used for YESTERDAY by Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social Network/Social Media	304	578	1114	733	857	385	1976
Email	184	179	212	225	181	90	496
Steam/watch Movies	73	126	227	190	160	69	416
Online Gaming & Entertainment	54	57	134	119	80	34	230
Banking & Finance	98	91	71	120	63	32	213
Research & Information	92	57	105	93	79	40	212
Education & Self Improvement	70	49	85	74	67	32	173
Downloading & File Sharing	63	43	69	87	44	18	146
Bill Payments	51	55	43	67	41	20	127
Shopping	54	44	47	52	41	25	120
Discussion Groups/Meeting	35	45	49	56	34	25	116
Watch Television Stations	19	26	65	30	61	18	107
Electronic Newspaper & Magazines	32	33	43	50	32	15	96
Remote Working via internet	16	34	37	43	38	7	84
Watch TV Short Clips	22	24	38	45	22	11	76
None	13	9	43	21	32	11	63
Listen to the Radio	16	17	26	10	39	6	52
Friendship & Dating	9	6	30	29	8	7	43
Job Hunting	9	5	21	18	9	5	32
Work related	<1	<1	1	<1	<1	1	1

What Media Internet Users Rely on for News?

TOTAL POTENTIAL USERS 2023: **2,198,000**



What Media Internet Users Rely on for News? by Demographics '000

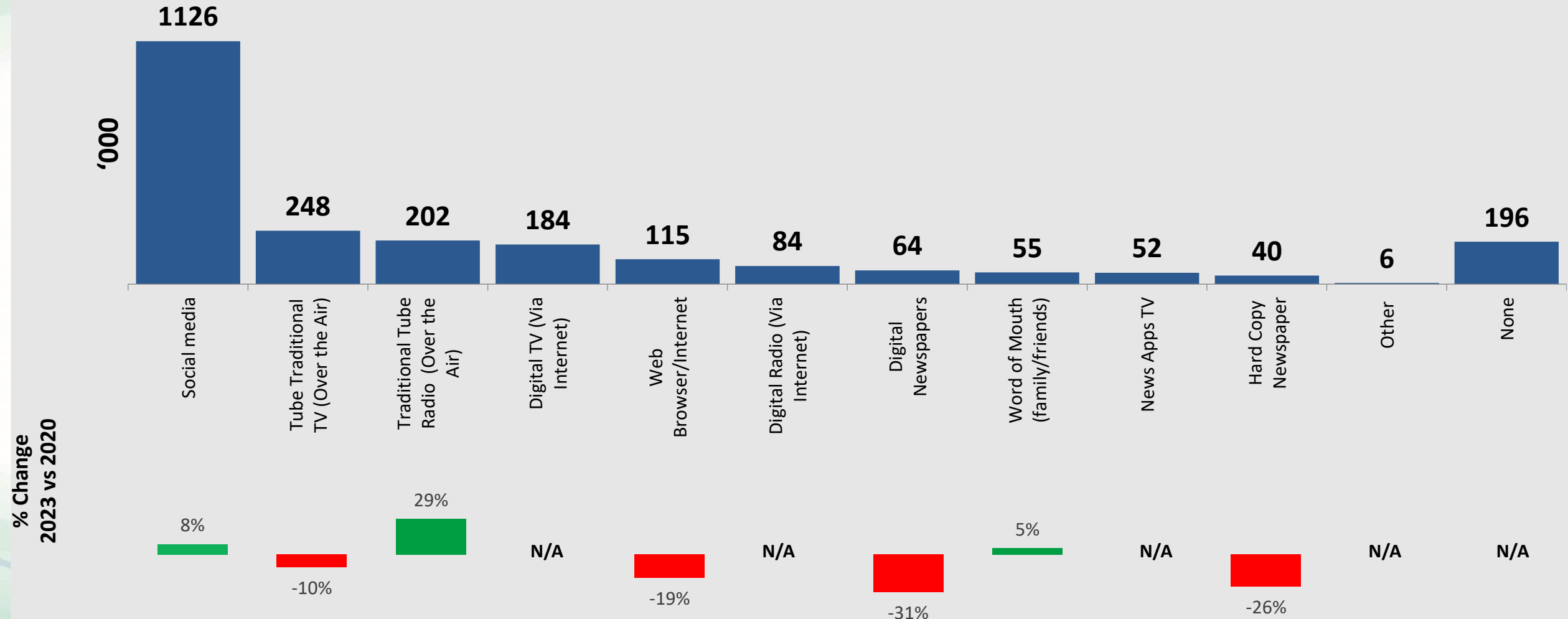
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Total
Social media	417	419	225	320	251	80	835
Tube Traditional TV (Over the Air)	211	211	50	66	117	166	421
Traditional Tube Radio (Over the Air)	136	84	12	32	65	87	213
Digital TV (Via Internet)	62	113	29	62	53	35	180
Digital Newspapers	49	49	4	59	22	11	98
Web Browser/Internet	44	38	12	25	32	10	81
Word of Mouth (family/friends)	35	44	12	26	23	18	80
Digital Radio (Via Internet)	34	42	19	29	20	11	76
News Apps TV	41	33	8	31	21	12	73
Hard Copy Newspaper	30	25	4	19	15	13	54
Other	<1	2	<1	1	1	<1	2
None	116	139	65	61	66	72	258

What Media Internet Users Rely on for News? By Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social media	123	241	475	379	290	161	835
Tube Traditional TV (Over the Air)	38	101	268	203	155	67	421
Traditional Tube Radio (Over the Air)	22	44	142	89	75	46	213
Digital TV (Via Internet)	13	70	90	36	112	35	180
Digital Newspapers	32	29	49	43	51	9	98
Web Browser/Internet	16	22	46	10	48	22	81
Word of Mouth (family/friends)	6	16	55	18	57	9	80
Digital Radio (Via Internet)	3	20	48	6	39	27	76
News Apps TV	28	20	37	19	44	11	73
Hard Copy Newspaper	13	21	24	8	43	5	54
Other	3	<1	1	1	1	<1	2
None	35	80	142	29	155	70	258

What Media Internet Users Rely on for Entertainment?

TOTAL POTENTIAL USERS 2023: **2,198,000**



What Media Internet Users Rely on for Entertainment? by Demographics '000

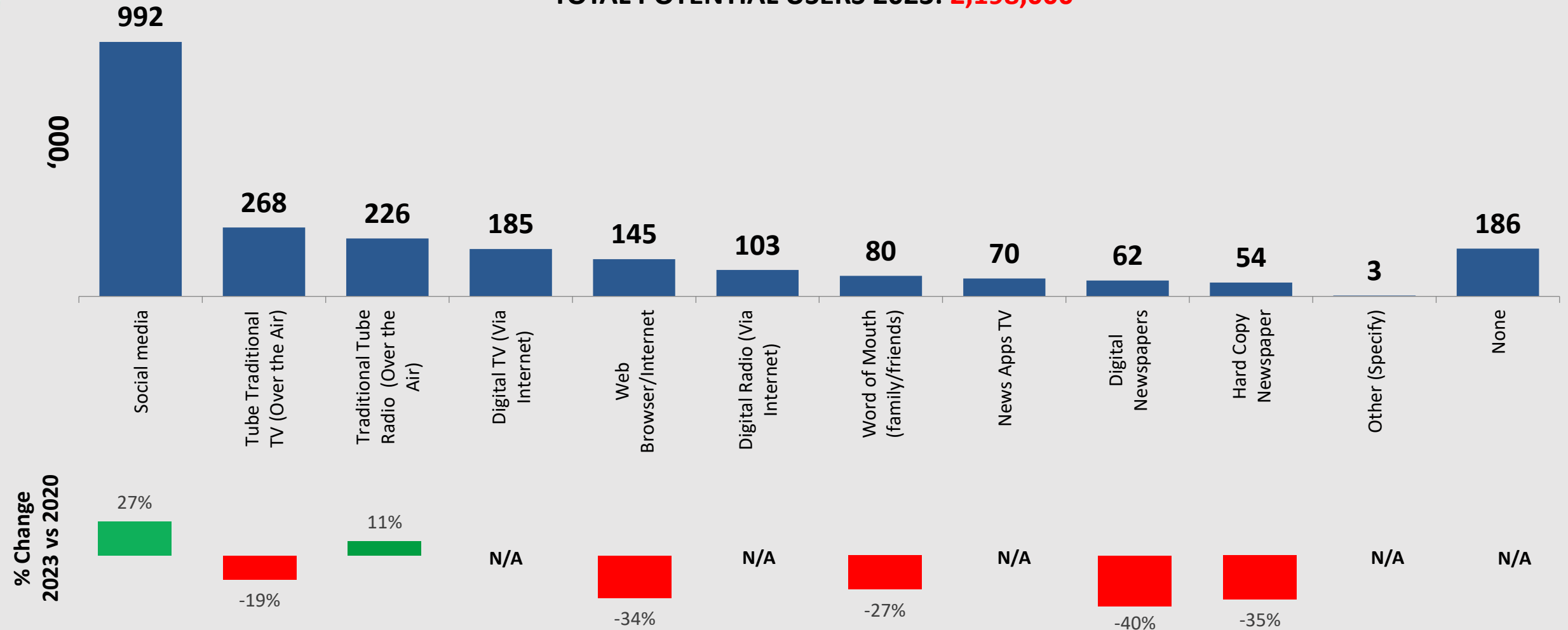
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20–34 Yrs)	Adults (35–49 Yrs)	Adults (50+ Yrs)	Total
Social media	556	570	306	411	336	128	1126
Tube Traditional TV (Over the Air)	122	126	13	39	62	114	248
Traditional Tube Radio (Over the Air)	114	91	17	33	58	80	202
Digital TV (Via Internet)	74	106	23	61	52	43	184
Web Browser/Internet	60	56	13	42	42	14	115
Digital Radio (Via Internet)	39	45	17	34	16	19	84
Digital Newspapers	35	30	8	24	21	10	64
Word of Mouth (family/friends)	27	28	8	16	13	16	55
News Apps TV	31	23	2	14	16	16	52
Hard Copy Newspaper	22	18	4	18	13	4	40
Other	3	3	<1	1	4	<1	6
None	93	102	27	38	52	72	196

What Media Internet Users Rely on for Entertainment? by Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social media	177	307	655	552	339	223	1126
Tube Traditional TV (Over the Air)	35	60	153	127	94	32	248
Traditional Tube Radio (Over the Air)	16	50	128	62	96	43	202
Digital TV (Via Internet)	13	64	99	30	134	26	184
Web Browser/Internet	13	37	63	8	70	34	115
Digital Radio (Via Internet)	6	31	45	6	62	18	84
Digital Newspapers	16	18	31	11	44	11	64
Word of Mouth (family/friends)	3	14	32	4	52	4	55
News Apps TV	13	20	26	6	42	7	52
Hard Copy Newspaper	28	16	16	1	39	3	40
Other	<1	3	1	2	3	1	6
None	13	46	128	31	95	62	196

What Media Internet Users Rely on for General Information?

TOTAL POTENTIAL USERS 2023: **2,198,000**



Media Internet Users Rely on for General Information? by Demographics '000

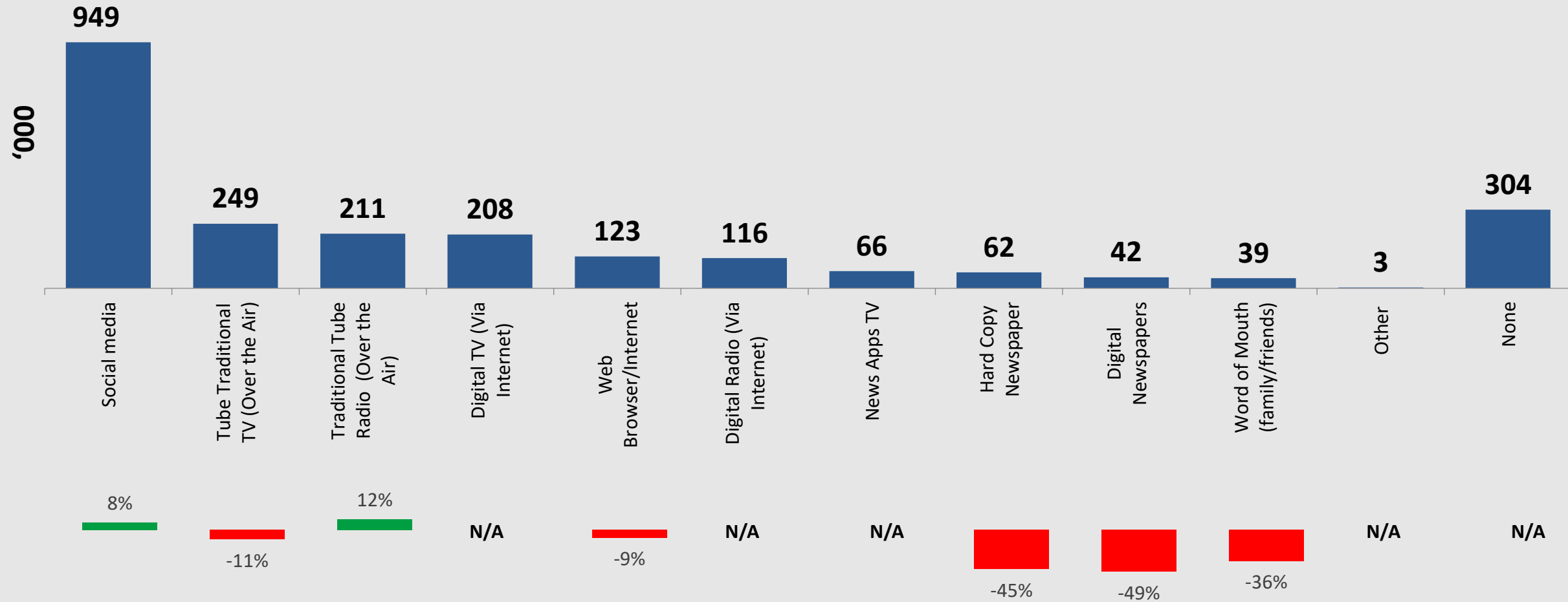
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Total
Social media	494	498	252	361	307	110	992
Tube Traditional TV (Over the Air)	136	133	25	48	56	124	268
Traditional Tube Radio (Over the Air)	131	99	15	45	58	92	226
Digital TV (Via Internet)	82	101	23	61	53	43	185
Web Browser/Internet	72	73	29	51	48	19	145
Digital Radio (Via Internet)	53	50	21	34	31	17	103
Word of Mouth (family/friends)	40	40	12	21	26	19	80
News Apps TV	28	40	2	21	24	17	70
Digital Newspapers	34	29	4	25	16	14	62
Hard Copy Newspaper	22	31	6	18	15	13	54
Other	3	1	<1	2	1	<1	3
None	80	103	50	44	50	48	186

Media Internet Users Rely on for General Information? By Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social media	152	279	570	489	287	202	992
Tube Traditional TV (Over the Air)	25	69	166	126	105	40	268
Traditional Tube Radio (Over the Air)	25	52	144	81	100	45	226
Digital TV (Via Internet)	6	69	97	26	147	21	185
Web Browser/Internet	22	45	79	39	72	32	145
Digital Radio (Via Internet)	16	32	56	6	71	25	103
Word of Mouth (family/friends)	13	26	42	29	51	5	80
News Apps TV	16	16	42	8	53	11	70
Digital Newspapers	16	25	26	8	46	10	62
Hard Copy Newspaper	19	11	31	4	49	4	54
Other	3	1	1	4	<1	<1	3
None	19	39	123	20	89	67	186

What Media Internet Users Rely on for Advertisement?

TOTAL POTENTIAL USERS 2023: **2,198,000**



Media Internet Users Rely on for Advertisement? by Demographics '000

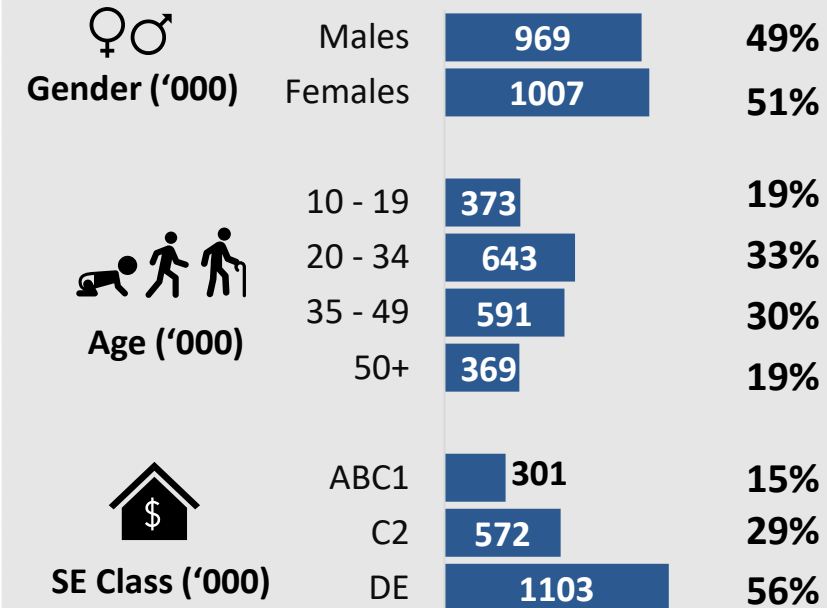
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Total
Social media	471	479	243	357	286	105	949
Tube Traditional TV (Over the Air)	118	130	23	40	64	107	249
Traditional Tube Radio (Over the Air)	113	100	12	48	61	75	211
Digital TV (Via Internet)	93	113	27	78	56	44	208
Web Browser/Internet	66	58	4	47	45	14	123
Digital Radio (Via Internet)	66	52	23	44	32	19	116
News Apps TV	30	36	2	21	23	15	66
Hard Copy Newspaper	34	29	6	13	22	17	62
Digital Newspapers	16	26	13	20	10	10	42
Word of Mouth (family/friends)	14	24	<1	13	9	12	39
Other	1	2	<1	<1	2	1	3
None	154	150	87	51	78	97	304

Media Internet Users Rely on for Advertisement? By Social Class & Location '000

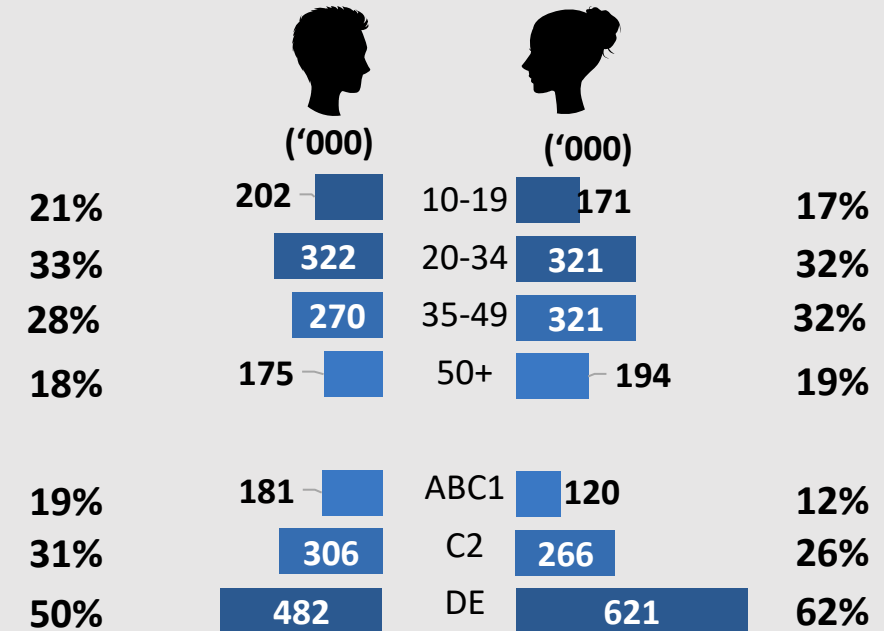
	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Social media	161	266	541	478	268	192	949
Tube Traditional TV (Over the Air)	35	65	149	115	112	29	249
Traditional Tube Radio (Over the Air)	25	54	129	55	122	38	211
Digital TV (Via Internet)	16	76	107	24	157	33	208
Web Browser/Internet	22	40	65	36	51	33	123
Digital Radio (Via Internet)	16	43	58	7	89	23	116
News Apps TV	13	24	32	8	53	8	66
Hard Copy Newspaper	16	24	27	13	49	4	62
Digital Newspapers	13	11	23	7	29	7	42
Word of Mouth (family/friends)	6	10	23	10	25	5	39
Other	<1	1	2	2	1	<1	3
None	9	49	222	86	114	91	304

Social Media Users – Who are they?

TOTAL (POTENTIAL) USERS 1,976,000 (↑10%)



	SE Class ('000)		
Age ('000)	ABC1 '000	C2 '000	DE '000
10 – 19	47	70	256
20 – 34	102	213	328
35 – 49	106	188	297
50+	46	101	222



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

•DATA IS BASED ON INCIDENCE OF USE OF THE SOCIAL MEDIA
•NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Social Media Users – Where are they?

RURAL ('000)

386 (20%)

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

URBAN ('000)

857 (43%)

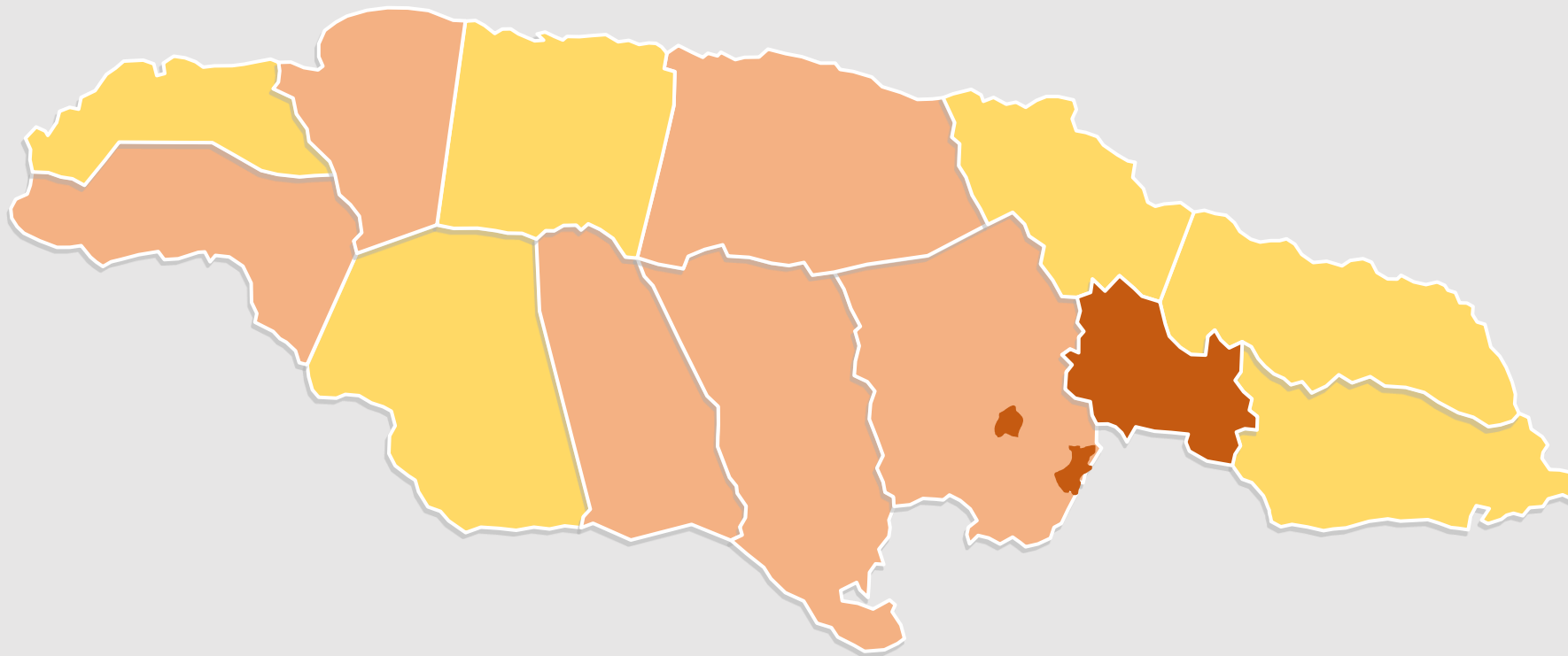
Urban: Other St. Catherine, St. James, St. Ann, Westmoreland, Manchester, Clarendon

KMA ('000)

734 (37%)

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

TOTAL (POTENTIAL) USERS 1,976,000 (↑10%)



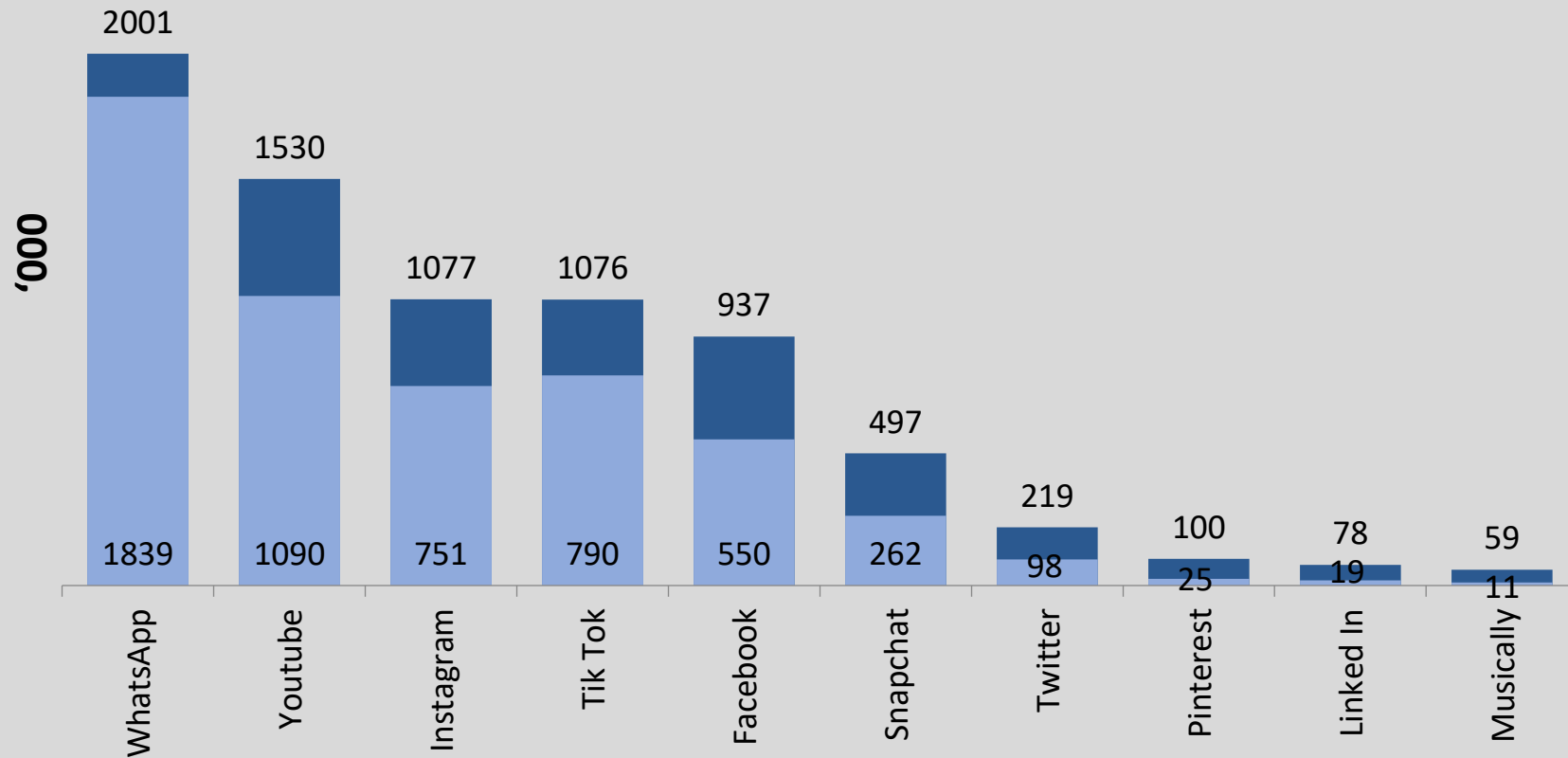
- DATA IS BASED ON INCIDENCE OF USE OF THE INTERNET
- NUMBERS MAY BE OFF BY 1 OR 2 POINTS DUE TO ROUNDING/WEIGHTING

Social Media Networks Used (EVER vs YESTERDAY)

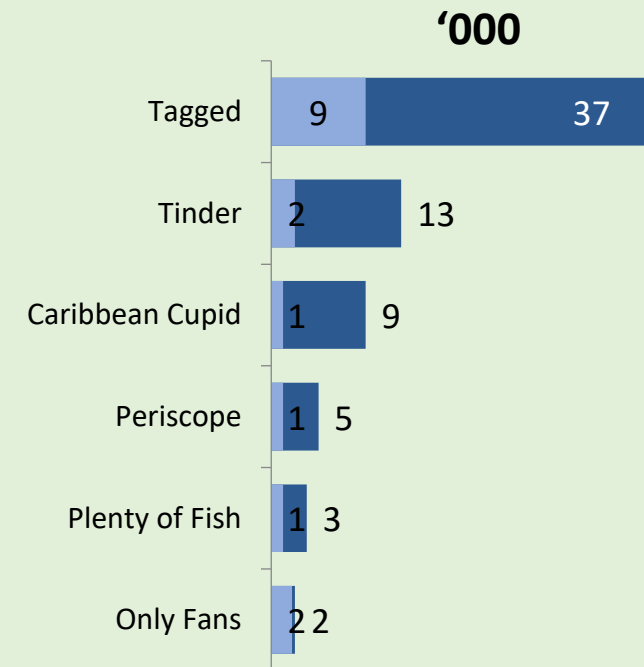
■ Ever used

■ Used yesterday

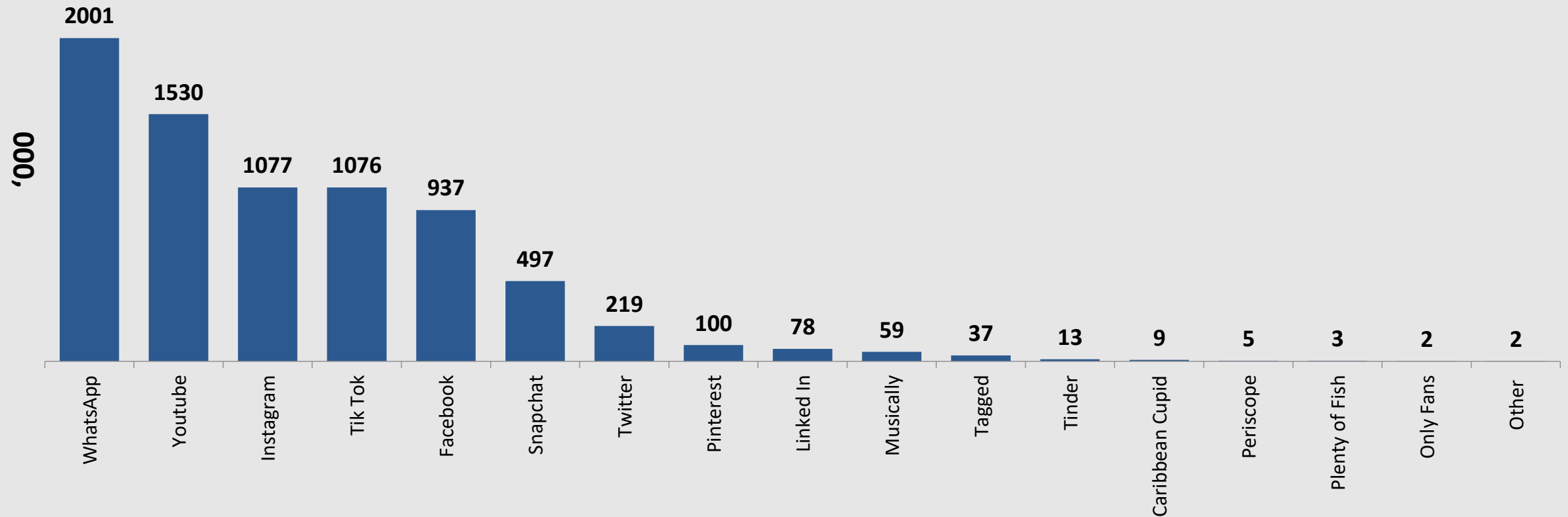
Top 10 Social Media Networks



Other Social Media Networks



Social Media Networks EVER Used



Social Media Networks EVER Used by Demographics '000

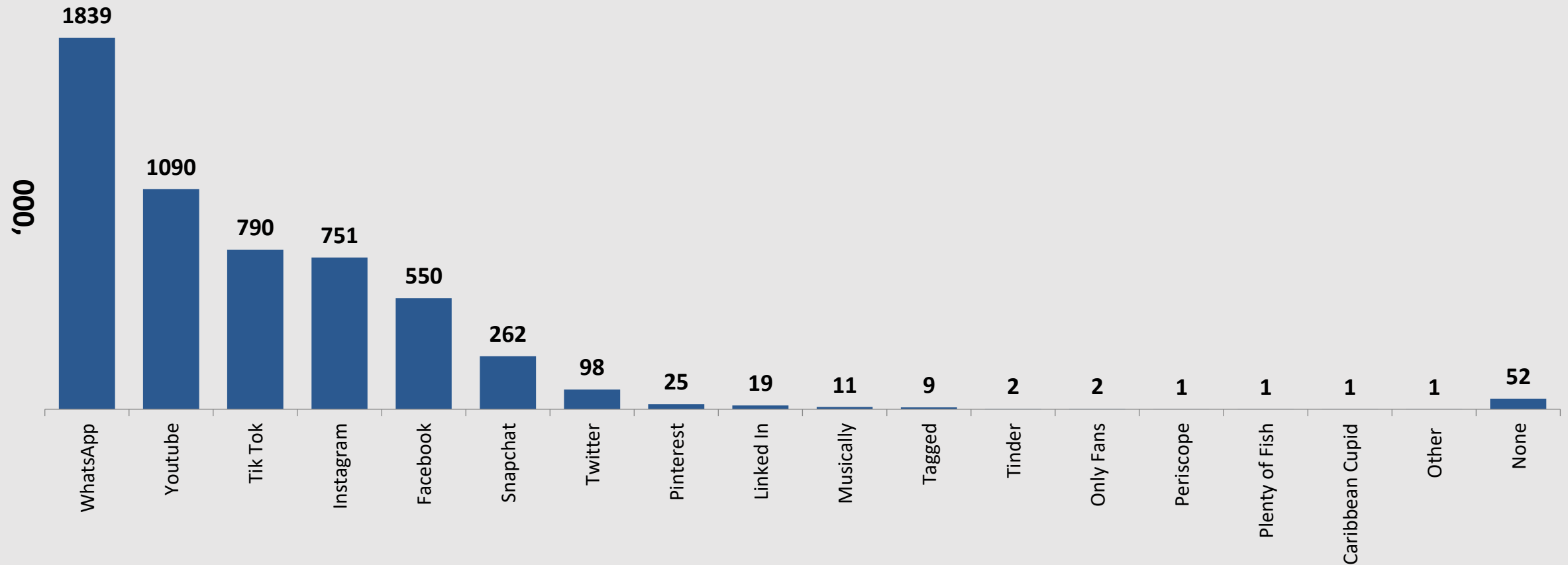
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20–34 Yrs)	Adults (35–49 Yrs)	Adults (50+ Yrs)	Total
WhatsApp	968	1029	360	652	609	379	2001
Youtube	769	764	314	537	453	250	1530
Instagram	519	555	277	507	290	65	1077
Tik Tok	492	576	300	464	296	83	1076
Facebook	432	498	85	366	318	134	937
Snapchat	185	300	175	275	95	11	497
Twitter	122	100	48	129	47	8	219
Pinterest	31	65	37	44	28	3	100
Linked In	28	47	8	42	22	5	78
Musically	35	26	27	25	13	3	59
Tagged	21	16	6	26	7	<1	37
Tinder	5	7	<1	9	3	<1	13
Caribbean Cupid	3	6	<1	4	5	<1	9
Periscope	4	1	<1	4	1	<1	5
Plenty of Fish	3	1	<1	4	<1	<1	3
Only Fans	3	<1	<1	<1	1	1	2
Other	3	<1	2	1	<1	<1	2

Social Media Networks EVER Used By Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
WhatsApp	313	585	1127	748	858	392	2001
Youtube	253	440	865	609	625	293	1530
Instagram	218	345	531	451	430	197	1077
Tik Tok	142	297	632	380	458	230	1076
Facebook	165	304	492	354	387	191	937
Snapchat	76	117	309	163	195	127	497
Twitter	60	73	106	119	62	38	219
Pinterest	32	32	48	63	22	16	100
Linked In	47	29	26	51	15	11	78
Musically	16	10	38	29	23	9	59
Tagged	3	7	25	25	8	4	37
Tinder	<1	5	6	13	<1	<1	13
Caribbean Cupid	3	2	5	5	4	1	9
Periscope	3	2	1	4	1	<1	5
Plenty of Fish	<1	<1	3	1	<1	2	3
Only Fans	3	<1	1	1	<1	1	2
Other	<1	1	1	1	<1	1	2

Social Media Networks Used YESTERDAY

TOTAL (POTENTIAL) USERS **1,976,000**



Social Media Networks Used YESTERDAY by Demographics '000

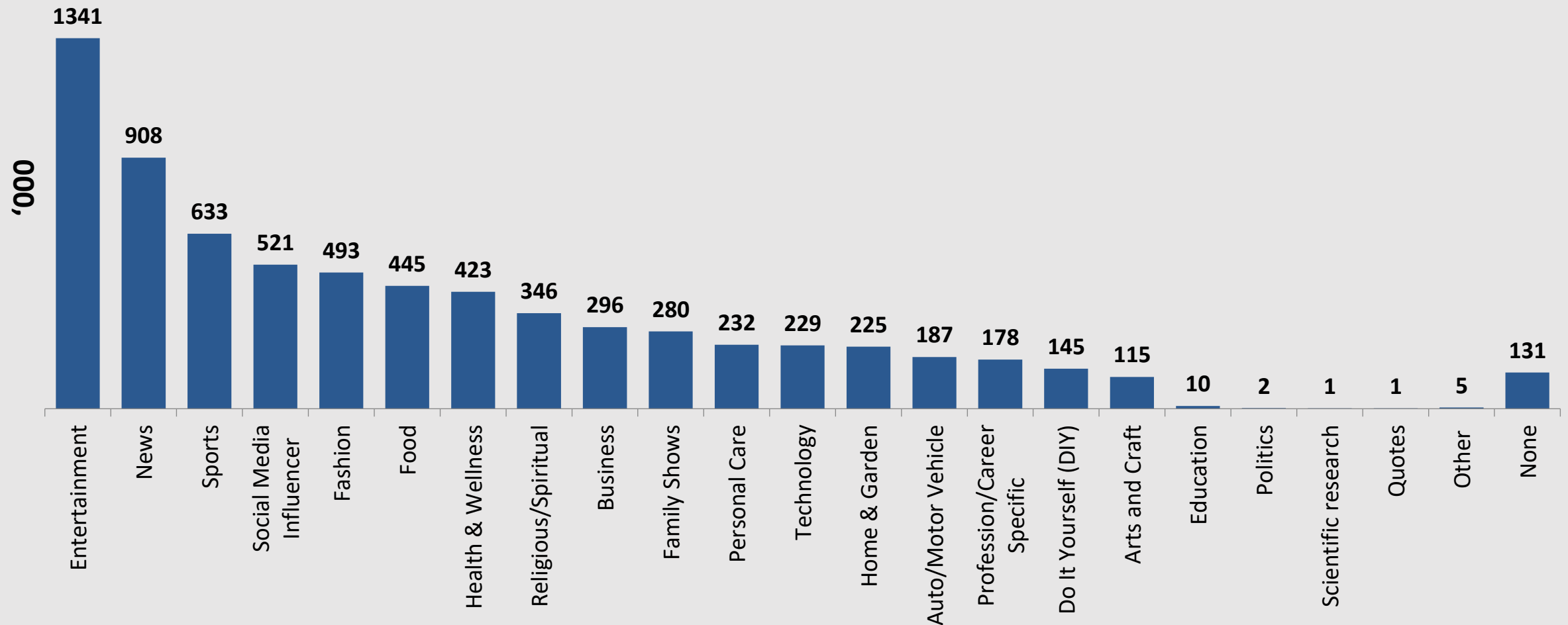
	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20–34 Yrs)	Adults (35–49 Yrs)	Adults (50+ Yrs)	Total
WhatsApp	868	963	316	611	565	340	1839
Youtube	560	534	239	370	325	179	1090
Tik Tok	348	433	235	340	213	58	790
Instagram	366	384	193	394	183	31	751
Facebook	233	309	31	217	192	81	550
Snapchat	100	157	89	164	39	4	262
Twitter	58	42	19	59	23	2	98
Pinterest	6	17	8	12	8	<1	25
Linked In	6	12	2	9	8	<1	19
Musically	6	5	8	2	4	<1	11
Tagged	6	3	<1	8	1	<1	9
Tinder	<1	2	<1	2	<1	<1	2
Only Fans	3	<1	<1	<1	1	1	2
Periscope	1	<1	<1	<1	1	<1	1
Plenty of Fish	<1	1	<1	1	<1	<1	1
Caribbean Cupid	1	<1	<1	<1	1	<1	1
Other	<1	1	<1	<1	1	<1	1
None	26	27	10	13	16	13	52

Social Media Networks Used (yesterday) By Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
WhatsApp	294	552	1020	693	790	356	1839
Youtube	196	324	600	419	459	210	1090
Tik Tok	108	217	463	260	339	180	790
Instagram	177	246	378	312	321	124	751
Facebook	98	181	286	190	230	124	550
Snapchat	57	70	149	84	112	62	262
Twitter	44	32	42	56	25	17	98
Pinterest	6	6	14	18	4	4	25
Linked In	19	7	4	15	3	2	19
Musically	3	2	7	6	3	3	11
Tagged	3	2	5	6	3	1	9
Tinder	<1	1	1	2	<1	<1	2
Only Fans	3	<1	1	1	<1	1	2
Periscope	3	<1	<1	1	<1	<1	1
Plenty of Fish	<1	<1	1	<1	<1	1	1
Caribbean Cupid	3	<1	<1	1	<1	<1	1
Other	<1	<1	1	<1	<1	1	1
None	9	7	37	12	18	19	52

Content Subscription on Social Media Platforms

TOTAL (POTENTIAL) USERS **1,976,000**

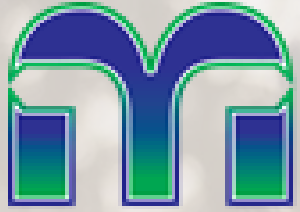


Content subscription on Social Media Platforms By Demographics '000

	Males	Females	Tweens & Teens (10–19 Yrs)	Young Adults (20-34 Yrs)	Adults (35-49 Yrs)	Adults (50+ Yrs)	Total
Entertainment	663	678	318	493	388	186	1341
News	436	470	108	313	288	175	908
Sports	474	193	131	245	180	91	633
Social Media Influencer	193	315	146	219	141	48	521
Fashion	119	348	129	231	124	10	493
Food	132	295	98	184	129	49	445
Health & Wellness	151	260	44	157	132	77	423
Religious/Spiritual	118	217	23	95	116	89	346
Business	159	139	42	151	84	21	296
Family Shows	100	172	56	107	77	45	280
Personal Care	82	143	44	115	57	22	232
Technology	150	87	79	105	57	11	229
Home & Garden	80	138	15	85	70	44	225
Auto/Motor Vehicle	157	44	50	77	56	14	187
Profession/Career Specific	87	91	29	91	50	12	178
Do It Yourself (DIY)	60	83	31	61	44	13	145
Arts and Craft	43	70	39	61	22	6	115
Education	5	5	6	1	3	2	10
Politics	3	<1	<1	<1	2	<1	2
Scientific research	1	<1	<1	<1	1	<1	1
Quotes	1	<1	<1	<1	1	<1	1
Other	4	1	<1	2	1	1	5
None	61	70	13	25	37	4	131

Content subscription to on Social Media Platforms By Social Class & Location '000

	Upper & Upper Middle	Middle Incomes	Low Middle & Low Income	KMA	Urban	Rural	Total
Entertainment	199	405	745	527	557	256	1341
News	161	291	481	316	436	163	908
Sports	133	195	336	273	232	124	633
Social Media Influencer	44	142	316	240	133	131	521
Fashion	76	153	270	204	190	96	493
Food	92	122	251	229	131	82	445
Health & Wellness	120	152	194	202	174	56	423
Religious/Spiritual	63	102	190	184	98	62	346
Business	130	101	125	157	98	44	296
Family Shows	35	71	171	151	75	52	280
Personal Care	66	71	117	125	70	38	232
Technology	73	77	107	125	80	29	229
Home & Garden	60	79	105	122	76	30	225
Auto/Motor Vehicle	63	64	85	112	51	26	187
Profession/Career Specific	82	62	73	114	39	25	178
Do It Yourself (DIY)	44	51	66	93	30	22	145
Arts and Craft	28	29	66	76	18	20	115
Education	3	4	4	5	5	1	10
Politics	3	<1	1	2	<1	<1	2
Scientific research	<1	1	<1	<1	1	<1	1
Quotes	<1	1	<1	<1	1	<1	1
Other	3	1	2	<1	5	<1	5
None	35	17	91	34	67	29	131



**Market Research
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