

# Monitoring of the K-Research TAM service in Kazakhstan - Q1 2024

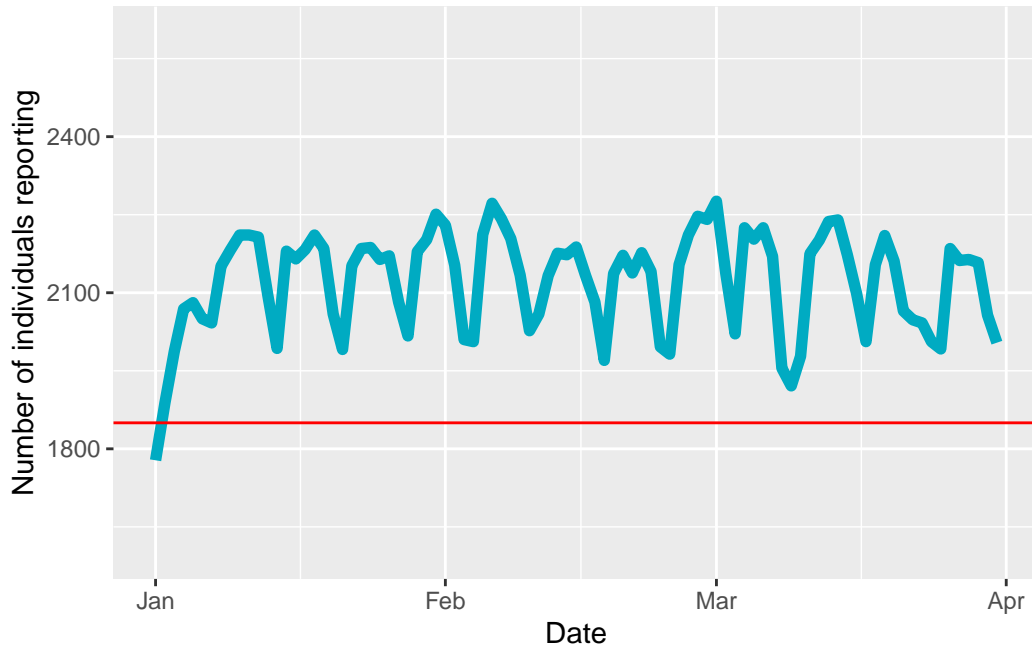
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### The K-Research panel has been relatively stable in Q1 2024

We see some variation in the daily number of reporting households, but with the exception of January 1<sup>st</sup> where there were 1778 reporting individuals, the number is well above the agreed minimum of 1850 every day of Q1 2024.

The red line is the 1850 minimum reporting sample.



#### Weight dispersion day by day Q1 2024

If we look at the weighting span for individuals for the period, we see the weekly pattern again. The lower reporting on weekends increases the average weight per individual to some extent.

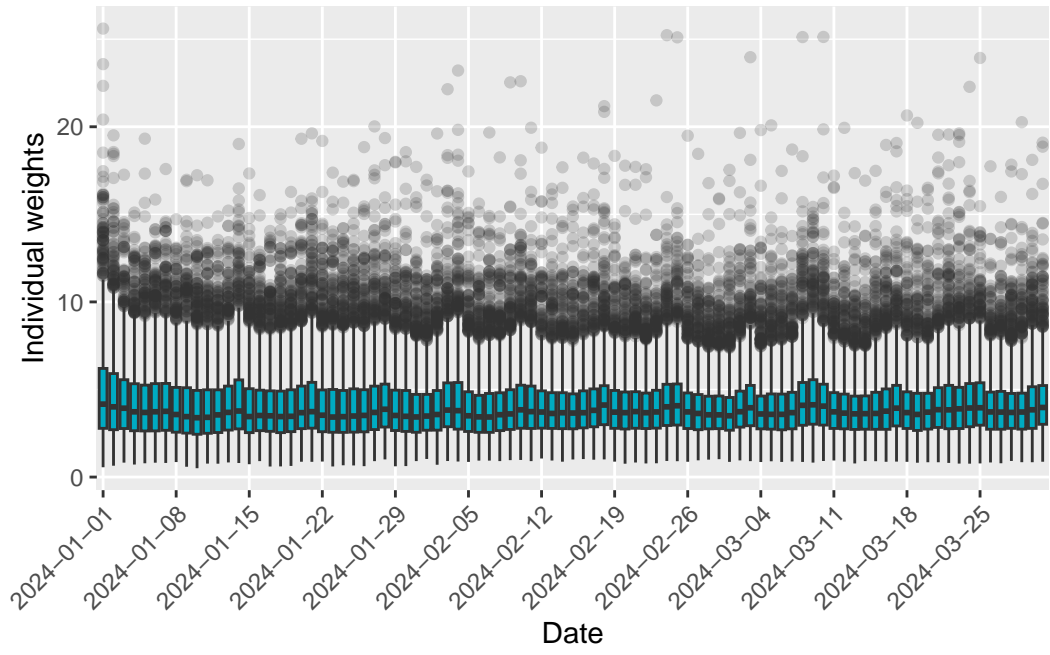


Table 1: Kazakhstan day by day Q1 2024

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-01-01	728	1,778	8,703	4.89	0.72
2024-01-02	752	1,888	8,703	4.61	0.76
2024-01-03	802	1,987	8,703	4.38	0.80
2024-01-04	840	2,069	8,703	4.21	0.79
2024-01-05	831	2,081	8,703	4.18	0.78
2024-01-06	817	2,050	8,703	4.25	0.78
2024-01-07	802	2,042	8,703	4.26	0.78
2024-01-08	849	2,151	8,703	4.05	0.80
2024-01-09	869	2,182	8,703	3.99	0.78
2024-01-10	865	2,211	8,703	3.94	0.77
2024-01-11	864	2,211	8,703	3.94	0.78
2024-01-12	872	2,207	8,703	3.94	0.81
2024-01-13	829	2,096	8,703	4.15	0.80
2024-01-14	792	1,993	8,703	4.37	0.78
2024-01-15	869	2,180	8,703	3.99	0.79
2024-01-16	866	2,165	8,703	4.02	0.80
2024-01-17	870	2,183	8,703	3.99	0.80
2024-01-18	870	2,211	8,703	3.94	0.80
2024-01-19	859	2,185	8,703	3.98	0.80
2024-01-20	840	2,059	8,703	4.23	0.79
2024-01-21	811	1,991	8,703	4.37	0.78
2024-01-22	855	2,152	8,703	4.04	0.79
2024-01-23	876	2,185	8,703	3.98	0.79
2024-01-24	886	2,187	8,703	3.98	0.79
2024-01-25	855	2,164	8,703	4.02	0.79
2024-01-26	872	2,171	8,703	4.01	0.79
2024-01-27	856	2,082	8,703	4.18	0.79
2024-01-28	812	2,017	8,703	4.31	0.81
2024-01-29	870	2,179	8,703	3.99	0.80
2024-01-30	869	2,202	8,703	3.95	0.80
2024-01-31	882	2,251	8,703	3.87	0.81
2024-02-01	882	2,230	8,703	3.90	0.82
2024-02-02	864	2,153	8,703	4.04	0.81
2024-02-03	816	2,010	8,703	4.33	0.80
2024-02-04	808	2,006	8,703	4.34	0.78
2024-02-05	878	2,212	8,703	3.93	0.81
2024-02-06	893	2,272	8,703	3.83	0.81
2024-02-07	896	2,242	8,703	3.88	0.80
2024-02-08	870	2,204	8,703	3.95	0.81
2024-02-09	849	2,134	8,703	4.08	0.81
2024-02-10	822	2,027	8,703	4.29	0.80
2024-02-11	830	2,059	8,703	4.23	0.81
2024-02-12	844	2,133	8,703	4.08	0.83
2024-02-13	858	2,176	8,703	4.00	0.83
2024-02-14	863	2,173	8,703	4.01	0.83
2024-02-15	878	2,188	8,703	3.98	0.84
2024-02-16	864	2,133	8,703	4.08	0.84
2024-02-17	851	2,082	8,703	4.18	0.83
2024-02-18	816	1,970	8,703	4.42	0.82
2024-02-19	859	2,137	8,703	4.07	0.83
2024-02-20	862	2,172	8,703	4.01	0.83

## Snapshot of panel weighting rims on March 31 2024

Table 2: Rim 001 - Strata, March 31 2024

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Almaty	546	1,955	3.58	0.86	450	0	121
Astana	254	1,222	4.81	0.84	281	0	90
200 000+	1,054	4,847	4.60	0.84	1,116	0	94
100 000-200 000	150	679	4.53	0.86	156	1	96
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 3: Rim 002 - Gender x Age, March 31 2024

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Male (6-17 y.o.)	202	1,014	5.02	0.91	233	0	87
Female (6-17 y.o.)	215	963	4.48	0.90	222	1	97
Male (18-24 y.o.)	80	430	5.37	0.84	99	0	81
Female (18-24 y.o.)	102	432	4.23	0.85	99	1	103
Male (25-34 y.o.)	118	740	6.27	0.84	170	0	69
Female (25-34 y.o.)	153	791	5.17	0.84	182	0	84
Male (35-44 y.o.)	149	701	4.70	0.87	161	0	92
Female (35-44 y.o.)	195	756	3.88	0.86	174	0	112
Male (45-54 y.o.)	136	491	3.61	0.88	113	0	120
Female (45-54 y.o.)	177	590	3.33	0.86	136	0	130
Male (55 years and older)	153	701	4.58	0.87	161	1	95
Female (55 years and older)	324	1,094	3.38	0.86	252	0	129
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 4: Rim 003 - Nationality, March 31 2024

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
N-Kaz	690	2,793	4.05	0.87	643	0	107
Kaz	1,314	5,910	4.50	0.82	1,361	0	97
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 5: Rim 004 - Family language, March 31 2024

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
N-Kaz	908	4,288	4.72	0.82	987	0	92
Kaz	1,096	4,415	4.03	0.87	1,017	0	108
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 6: Rim 005 - Education, March 31 2024

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Higher Education	583	3,054	5.24	0.83	703	0	83
Primary Education	1,421	5,649	3.98	0.86	1,301	0	109
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 7: Rim 006 - Working status, March 31 2024

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Working	1,060	4,558	4.30	0.82	1,049	1	101
Not working	944	4,145	4.39	0.85	955	1	99
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 8: Rim 007 - Family status, March 31 2024

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Married	857	3,859	4.50	0.83	889	0	96
Not married	1,147	4,844	4.22	0.84	1,115	1	103
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 9: Rim 008 - No Off Air Types, March 31 2024

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Off Air	489	2,279	4.66	0.84	525	0	93
Alma Tv	306	1,082	3.54	0.84	249	0	123
ID TV	379	1,806	4.77	0.85	416	0	91
Other cable	621	2,527	4.07	0.85	582	0	107
Sat	209	1,009	4.83	0.84	232	0	90
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 10: Rim 009 - Panel matrix 100 000+, March 31 2024

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	113	390	3.45	0.90	90	0	126
NKaz Non Off Air 2+ TV 4+ ind	119	552	4.64	0.93	127	1	94
NKaz Non Off Air 1 TV 1-3 ind	203	823	4.05	0.86	189	1	107
NKaz Non Off Air 1 TV 4+ ind	159	545	3.43	0.90	126	0	127
NKaz Off Air 1-3 ind	44	252	5.72	0.90	58	0	76
NKaz Off Air 4+ ind	52	230	4.43	0.90	53	1	98
Kaz Non Off Air 2+ TV 1-3 ind	95	326	3.43	0.77	75	0	127
Kaz Non Off Air 2+ TV 4+ ind	263	1,097	4.17	0.82	253	1	104
Kaz Non Off Air 1 TV 1-3 ind	192	1,076	5.60	0.83	248	0	77
Kaz Non Off Air 1 TV 4+ ind	371	1,615	4.35	0.87	372	1	100
Kaz Off Air 1-3 ind	137	732	5.35	0.83	169	0	81
Kaz Off Air 4+ ind	256	1,065	4.16	0.85	245	1	104
Total	2,004	8,703	4.34	0.84	2,004	1	100

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Table 11: Rim 010 - Smart TV, March 31 2024

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HH-sample	Within	Idx ind sample/ideal
Yes	1,421	6,756	4.75	0.85	1,556	0	91
No	583	1,947	3.34	0.86	448	0	130
Total	2,004	8,703	4.34	0.84	2,004	1	100

## Clustering of time spent viewing to different channels

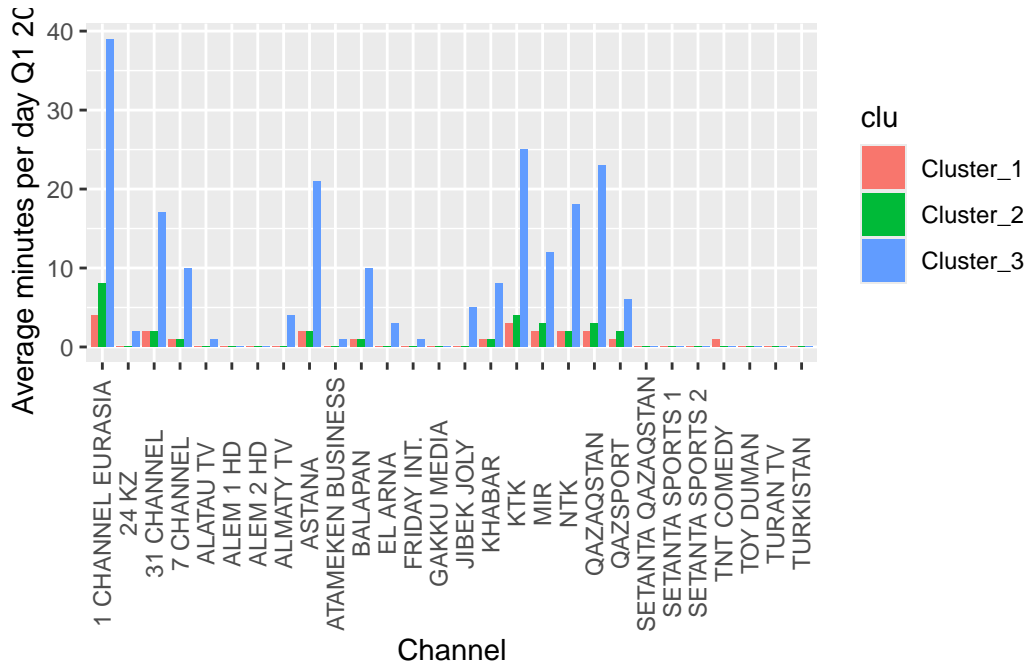
K Means Cluster Specification (partition)

Main Arguments:

num\_clusters = 3

Computational engine: ClusterR





The graph shows that there are no suspicious subgroups with high viewing to specific stations. The clusters seem to show different consumption of TV across all channels - cluster 3 is more interested in TV viewing than cluster 1 and 2.

### Demographic description of clusters

Table 12: Gender x Age, 3 clusters Q1 2024

sexage2	Cluster_1	Cluster_2	Cluster_3
Male (6-17 y.o.)	10.4% (222)	8.8% (21)	10.5% (67)
Female (6-17 y.o.)	10.9% (234)	9.6% (23)	10.2% (65)
Male (18-24 y.o.)	4.4% (94)	4.2% (10)	4.5% (29)
Female (18-24 y.o.)	5.1% (110)	5.0% (12)	3.3% (21)
Male (25-34 y.o.)	5.9% (126)	6.7% (16)	6.3% (40)
Female (25-34 y.o.)	7.9% (170)	7.5% (18)	8.1% (52)
Male (35-44 y.o.)	7.9% (168)	8.8% (21)	6.4% (41)
Female (35-44 y.o.)	11.8% (253)	12.1% (29)	7.5% (48)
Male (45-54 y.o.)	6.9% (148)	5.0% (12)	8.6% (55)
Female (45-54 y.o.)	8.8% (189)	11.7% (28)	8.9% (57)
Male (55 years and older)	6.9% (148)	7.1% (17)	7.8% (50)
Female (55 years and older)	12.9% (277)	13.4% (32)	17.8% (114)
Total	100.0% (2,139)	100.0% (239)	100.0% (639)

Table 13: Social class, 3 clusters Q1 2024

social_class	Cluster_1	Cluster_2	Cluster_3
A (high)	21.6% (462)	30.1% (72)	24.9% (159)
B (middle)	64.7% (1,384)	59.4% (142)	57.4% (367)
C (low)	13.7% (293)	10.5% (25)	17.7% (113)
Total	100.0% (2,139)	100.0% (239)	100.0% (639)

Table 14: Social class, 3 clusters Q1 2024

most_frequently_spoken_language	Cluster_1	Cluster_2	Cluster_3
KAZAK	56.3% (1,204)	53.1% (127)	76.7% (490)
RUSSIAN	43.0% (920)	45.6% (109)	21.8% (139)
OTHER	0.7% (15)	1.3% (3)	1.6% (10)
Total	100.0% (2,139)	100.0% (239)	100.0% (639)